

# AMERICAN BUILDER

THE WORLD'S GREATEST BUILDING PAPER

★★ JUNE 1956

75 CENTS

Components  
help small builders

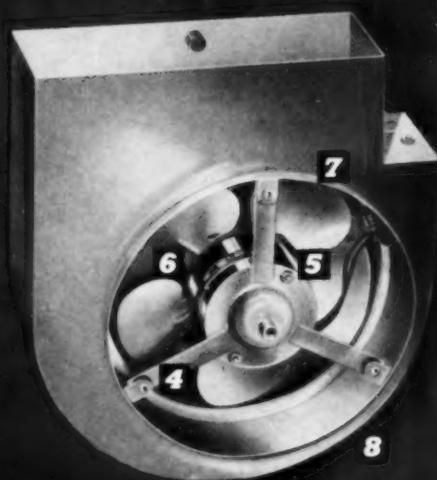
▪  
**20 WAYS**  
to cut costs



**Hardwood Plywood: 19-page workbook**

There is a big difference in Exhaust Fans ...

# NUTONE PROVES IT!



## The difference with NuTone is PERFORMANCE

The price of the five leading brands of Exhaust Fans is about the same ... but performance is something else!

At no extra cost ... NuTone gives you EXTRA FEATURES that mean guaranteed trouble-free service. Here's why ...



**1. GRILLE CAN'T RUST** ... because NuTone uses Anodized Aluminum. Photo on left shows how NuTone stays bright while old-fashioned chrome (right) rusts and pools.



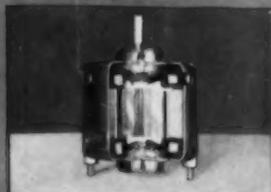
**2. EASIER INSTALLATION** ... The NuTone sliding hanger bars allow locked adjustment for location of fan housing within 16 inch span of ceiling studding.



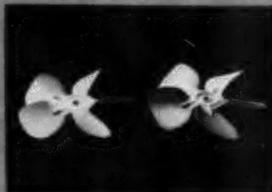
**3. NO BACK DRAFTS** ... NuTone's louver (on left) is smooth and flat. Pivot hinge brackets hold it rigid. No grease catching crevices. No projecting bolts on housing.



**4. SNAP-IN MOTOR BRACKET** for NuTone fan is rubber-shock mounted with three-point suspension. No metal-to-metal contact which cause noisy rattles.



**5. MORE POWERFUL MOTOR** ... The Exclusive NuTone label means heavier construction for longer life. Motor is automatically grounded according to Electrical Code.



**6. QUIETER** ... The new NuTone fan blades (on right) are much wider and have greater curvature. This means higher C.F.M. rating at lower noise level.



**7. ADJUSTABLE PLASTER RING** hides the rough plaster between housing and grille. Venturi housing provides a precision fit of fan blades and better static pressure.



**8. ONLY NUTONE GUARANTEES** its fans with exclusive "SERVICE POLICY". Not just ordinary parts warranty ... NuTone pays if a "Service Call-back" is needed.

*Mr. Builder...*

# THIS NAIL GROOVE

**WILL HELP YOU NAIL DOWN  
MORE PROFITS!**

**IT'S ONLY ONE OF THE  
IMPORTANT REASONS WHY...**

# LOCKWOOD

**CLOUD'S  
OAK FLOORING  
CUTS LABOR COSTS ON  
LAYING - THRU - FINISHING!**

## LOCKWOOD OAK FLOORING

... has the Nail Groove feature which speeds up laying, whether the nailing is done manually or by machine!  
... has the Snap Side-Match design, which saves additional labor time through making it easier to get perfect union of tongue and groove.  
... has eliminated the annoying chip or spur (during manufacture) with the Splinter Clipper ... doing away with waste of labor on the job.  
... is precision milled (after perfect kiln drying and tempering) to reduce the flooring contractor's sanding and finishing costs! Lockwood Oak Floors look sanded even before the sander has been put on them!

Cloud's exclusive Splinter Clipper, another time and money-saver, eliminates annoying chip or spur.

**SEE YOUR  
LOCAL  
DEALER**

**These are reasons why LOCKWOOD OAK FLOORS LAY UP  
FASTER . . . and save you Builders real money in laying-through-  
finishing costs!**

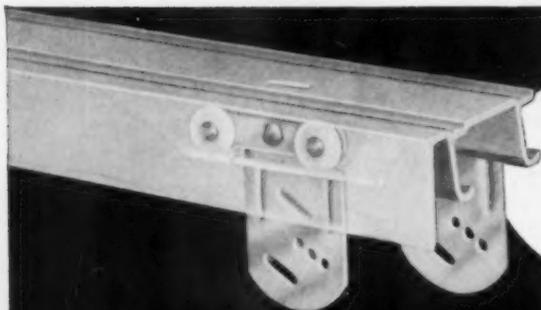
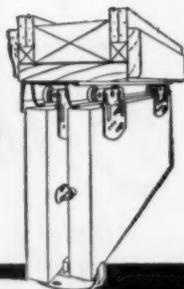
**CLOUD OAK FLOORING CO.**  
SPRINGFIELD, MISSOURI



QUALITY  
OAK  
FLOORING  
SINCE  
1926



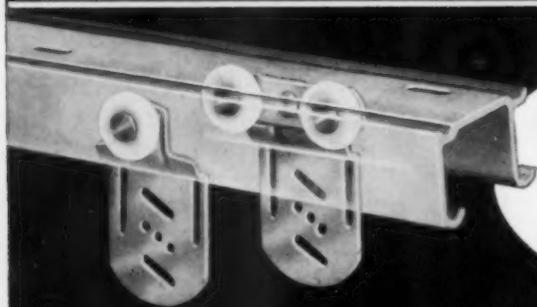
**QUICKER, EASIER**  
and all ways better  
**FOR ALL SLIDING DOORS**



**600 SERIES**

*FIRST and only packaged sets with all these better features*

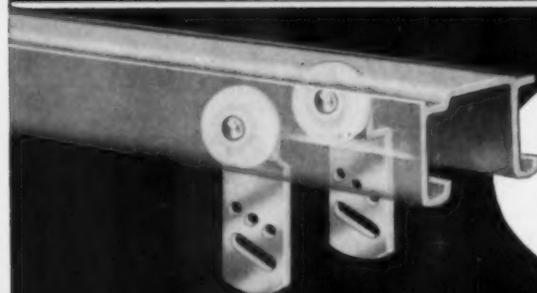
- Aluminum track with built-in fascia . . . etched and anodized. Fits standard head jamb. 1 1/4" headroom. Doors can be hung after hangers are attached.
- Twin nylon wheels with oiled-for-life bronze bearings.
- Steel hangers with angle-slotted screw holes for easier plumbing of doors.
- Door stop limits sliding action of doors to prevent pinching fingers.
- Nylon and steel door guide installed easily with just two screws.



**700 SERIES**

*Similar to 600 Series except track does not have built-in fascia or anodized finish*

- Aluminum track . . . fits standard head jamb. 1 1/4" headroom. Doors can be hung after hangers are attached.
- Twin or single 1" nylon wheels with oiled-for-life bronze bearings.
- Steel hangers with angle-slotted screw holes for easier plumbing of doors.
- Door stop limits sliding action of doors to prevent pinching fingers.
- Nylon and steel door guide installed easily with just two screws.



**NEW! "THRIFTEE PAK" SET**

*FIRST and only set for BOTH 3/4" or 1-3/8" doors with all these features*

- Aluminum track, 1 1/4" headroom. Doors can be hung with hangers attached.
- Big 1" nylon wheels. One piece, husky steel hangers with slotted screw hole for easier plumbing of doors.
- Nylon and steel door guide uses two screws.



**low as \$5.50 list**

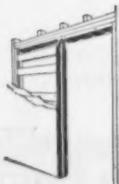
**THRIFTEE PAK**

**CONSTANT IMPROVEMENTS KEEP STERLING AHEAD OF COMPETITION — HERE ARE OTHER**

**FIRSTS FROM STERLING—**



1058 Sliding Door Lock



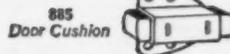
1200 Pocket Door T-Frame



883 Pocket Door Pull



863 - 865 - 867 Surface Mounted Door Pulls



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878 Guide Strip

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Formerly Sterling Hardware Mfg. Co.

2345 West Nelson Street, Chicago 18, Illinois

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# The Opportunity Page

(Keynote page of the AMERICAN BUILDER, which is opportunity cover to cover, advertising and editorial)

## **Cooperation brings results**

Builders running into difficulties with local officials over utility installation, need of schools and shopping centers, might follow the lead of Georgia builders who work in close cooperation with planning boards, city and county officials. Regular conferences lead to better all-around understanding and settlement of problems without costly delays after construction has begun. This is good public relations.

## **Money-saving lumber**

With building material prices continuing upward, you'll be interested to know that agricultural department researchers have developed a cheap lumber by covering low-grade wood with specially treated paper. Tests show the lumber has promise of being good siding material and can be used for house trim, cabinet partitions and paneling.

## **NHW—the A-1 opportunity**

A double-barrelled opportunity beckons every builder participating in National Home Week. This year, American Builder's NHW contest will offer two first awards—one for builders erecting homes under \$18,000; the other for those building houses under \$40,000. Contest rules will appear in AB's August issue; but it's not too early to begin planning your entry. Once again, judges will be looking for the builders whose homes and promotion best express the purpose of NHW. A preview look at NHW preparations throughout the nation can be found in AB's survey feature on page 23.

## **Analyze your market**

Are you looking for a new area in which to build? Three good questions

to ask yourself about the community before undertaking such a venture come from NAHB president Joseph Haverstick: Is the earning level high enough to warrant the purchase of new homes? Is the general economic health of the community good? From the standpoint of wages and earnings, what price homes can the majority of people buy?

## **Recreational facilities pay off**

If you're going to interest home buyers in suburban living, housing developments covering 50 acres or more must provide adequate recreational facilities. This advice comes from Alan V. Rose, Long Island and Westchester, N. Y., developer who suggests that a centrally located parcel of one and one-half acres for every 50 acres be developed as an out-of-doors activity center for residents, consisting of tennis courts, swimming pools and children's play facilities.

## **How does your garden grow?**

Take a tip from nurseryman Peter Cascio of West Hartford, Conn., if you plan to use landscaping in your sales promotion. The practice of burying plaster fragments and other unusable scraps of building material into the foundation surrounding newly-built houses is not good preparation for proper root growth of plants.

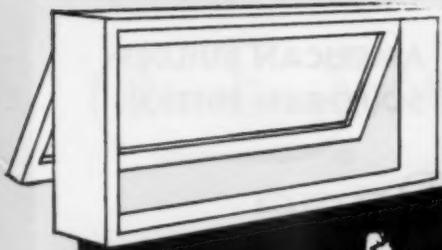
## **Good advice from VA**

If you want to steer clear of trouble from VA inspectors, watch out for improperly constructed stairs and the use of flagstone or stepping stones where three-foot front walks are required. These were among the most common construction deficiencies listed by VA in the Providence, R.I., area.

American Builder is published by the SIMMONS-BOARDMAN PUBLISHING CORPORATION, Emmett St., Bristol, Conn., with editorial and executive offices at 30 Church St., New York 7, N.Y.

James G. Lyne, President; Arthur J. McGinnis, Executive Vice President and Treasurer; Samuel O. Dunn, Chairman Emeritus; J. S. Crane, Vice President and Secretary; Fred A. Clark, Vice President

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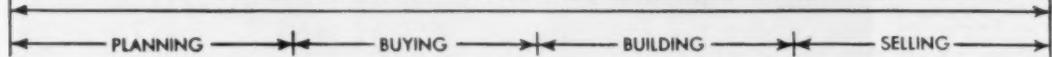
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April issue: 79 W. Monroe St., Chicago 3, Ill.

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American Builder (originally "Carpentry and Building") with which are incorporated Building Age, National Builder, Permanent Builder, and the Builder's Journal, was founded Jan. 1, 1879. Names registered in U.S. patent office and Canadian registrar of trade mark.

Address all subscriptions and correspondence concerning them to: Subscription Department, American Builder, Emmett St., Bristol, Conn. Changes of address should reach us three weeks in advance of next issue date. Send old address with the new enclosing if possible your address label. The Post Office will not forward copies unless you provide extra postage. Duplicate copies cannot be sent. Circulation Department: R. C. Van Ness, Director of Circulation; Field Staff: Gerald Blackley, Chester Hanson, George Heinrich, Guy Hill, Ash Huse, Steve Jacobson, J. Hansell Lewis, Don Paul, John Simonson, Earl Spohn.

Published monthly by Simmons-Boardman Publishing Corporation, Emmett St., Bristol, Connecticut. Editorial and Executive Offices, 30 Church Street, New York 7, New York. Subscription price: United States, Possessions and Canada, 1 year, \$3.50; 3 years, \$7.00. Foreign countries: 1 year, \$12.00; 3 years, \$25.00. Single copies, 75 cents; April issue, \$2.00. Entered as second-class matter July 20, 1950, at the Post Office of Bristol, Connecticut, under the act of March 3, 1879. Copyright 1956 with all rights reserved. SIMMONS-BOARDMAN PUBLISHING CORP.

## READER'S GUIDE

### JUNE

- 3 The Opportunity Page
- 5 Reader's Guide
- 7 Reader's Guide to Advertising
- 9 Impact
- 11 The Building Outlook
- 13 Pulse of Building
- 17 Tomorrow's House

- News**
- 23 National news
  - 25 Dickerman's column
  - 26 Northup's column
  - 27 News of your region
  - 305 Manufacturers' news

### Hardwood Plywood Workbook

- 77 The value of that something extra
- 78 Hardwood plywood: for builders, easy does it
- 80 How to install hardwood plywood; what's under it is what counts
- 82 Tricks of the trade: they make hardwood installations snappy
- 84 That something extra: new ideas in built-in beauty
- 86 Hardwood plywood makes itself welcome in every room
- 90 How to buy hardwood plywood . . . and where to buy it
- 92 Hardwood plywood: the pattern depends on how you slice it
- 94 Sell the value of "something extra" in every room

### Houses & Plans

- 30 House of the month from your region
- 112 Watch this trend-setter: it's gone East
- 116 Blueprint House: What America's biggest builders are selling today (1st in a series)
- 127 Here's a guided tour: 44 products in action

### Features

- 101 How to estimate excavation costs
- 104 Big components make small jobs easier
- 108 You can leave load-bearing walls behind
- 114 Unrestricted housing: how to tap a new market
- 304 A formula for light and air

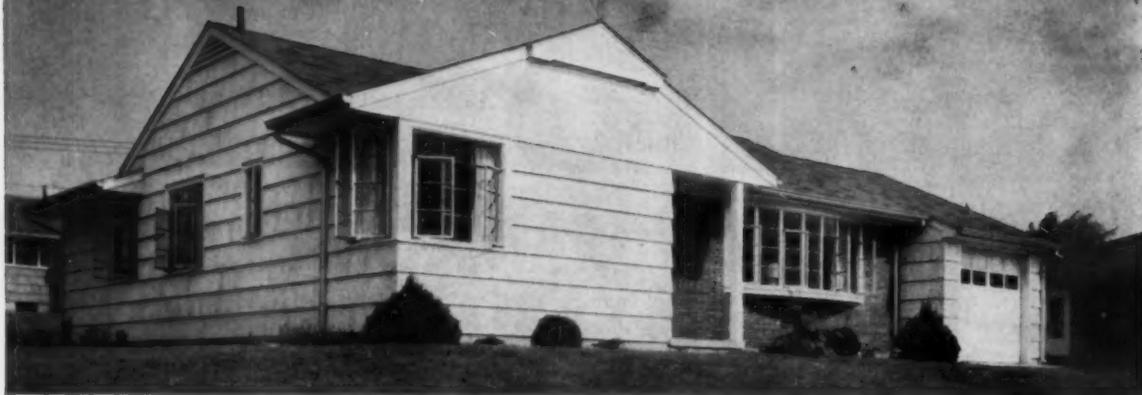
### Departments

- Cover photo: Hardwood plywood kitchen  
Frank Munao, builder; River Forest, Ill.
- 139 The Payoff Departments
  - 189 Supermarket for Builders
  - 191 New products and equipment
  - 262 Catalogs and manufacturers' literature
  - 280 How to do it better
  - 288 Ask the experts: Reader queries analyzed
  - 293 Keeping up with the low
  - 294 Technical guide: Cabinet joints and hardware
  - 298 Better detail plate: Prefab roof assembly
  - 306 The Month Ahead

READER'S GUIDE TO ADVERTISING ON PAGE 7 →

Top: Lupton Aluminum Casements. Double casement and picture window with flanking single casements.

Bottom: One of a group of houses in Pottstown, Pa., designed and built by Allen K. Davidheiser, with Lupton Aluminum Residential Casements.



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for  
variety and  
price

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Your nearest dealer will be glad to give you sizes, prices, types and availabilities from well-stocked warehouses.

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**A**

Airtemp Division, Chrysler Corporation ..... 246  
 Ajax Hardware Sales Co. .... 134  
 Allith Prouty, Inc. .... 260  
 American Bamboo Corporation ..... 218  
 American Brass Company, The ..... 213  
 American Builder ..... 141, 276-278  
 American Floor Surfacing Machine Co., The ..... 140  
 American Houses, Inc. .... 283  
 American Machine and Foundry Company, DeWalt, Inc. .... 59  
 American Photocopy Equipment Co. .... 187, 188  
 American Screen Products Co. .... 255  
 American Steel & Wire Division, United States Steel Corporation ..... 48, 49  
 American Telephone & Telegraph Co. .... 199  
 American Window Glass Co. .... 210  
 Anderson Corporation ..... 14, 15  
 Arkansas Soft Pine Bureau ..... 202  
 Armstrong Cork Company ..... 37-39  
 Artcraft Ornamental Iron Co. .... 289  
 Asbestos Cements Products Association ..... 100  
 Atlas Electric Products Co. .... 140

**B**

Badger Machine Co. .... 252  
 Bakelite Company, a Division of Union Carbide and Carbon Corporation ..... 52, 53, 237  
 Bar-Brook Mfg. Co., Inc. .... 297  
 Bell & Gossett Company ..... 54, 55  
 Berger & Sons, Inc. C. L. .... 303  
 Besser Company ..... 158  
 Bessler Disappearing Stairway Co. .... 301  
 Bethlehem Steel Company ..... 242  
 Black & Decker Mfg. Co., The ..... 22  
 Bostwick Steel Lath Company, The ..... 44  
 Briggs Manufacturing Company, The ..... 223  
 Brown Company ..... 261  
 Burr-Southern Corp. of Calif. .... 300

**C**

Cabot Inc., Samuel ..... 266  
 Calder Manufacturing Co. .... 272  
 Caldwell Manufacturing Company ..... 236  
 Cam-Stat Incorporated ..... 33  
 Capitol Kitchens ..... 99  
 Carpet Institute, Inc. .... 144  
 Carrollton Manufacturing Company ..... 58  
 Case Manufacturing Corporation ..... 212  
 Ceo Steel Products Corporation ..... 155  
 Celotex Corporation, The ..... 66, 67  
 Chase Brass & Copper Co. .... 162  
 Chevrolet Division of General Motors ..... 152  
 Chippewa Mills, Inc., Lumite Division ..... 256  
 Classified Advertising ..... 297  
 Clipper Manufacturing Co. .... 205  
 Cloud Oak Flooring Co. .... 1  
 Columbia Gypsum Steel Division, United States Steel Corporation ..... 48, 49  
 Combustion Engineering, Inc. .... 182, 183  
 \*Consolidated Machinery & Supply Co., Ltd. .... 32D  
 Construction Costs Institute ..... 260  
 Craftsman Book Co. of America ..... 32C  
 Crawford Door Sales Co. .... 16  
 Crossett Lumber Company ..... 32  
 Curtis Companies Service Bureau ..... 178, 179

**D**

Dayton Electric Mfg. Co. .... 260  
 Deere, John ..... 175  
 Delta Co., The ..... 286  
 Detroit Controls Corporation ..... 63  
 DeWalt, Inc., American Machine & Foundry Company, The ..... 59  
 Dodge Corporation, F. W. .... 285  
 Dodge Division of Chrysler ..... 258  
 Donley Brothers Company, The ..... 302  
 Douglas Fir Plywood Association 176, 177, 200, 201  
 Dur-O-wal Division, Cedar Rapids Block Company ..... 140

**E**

Eljer Division of the Murray Corporation of America ..... 28  
 Elkay Manufacturing Company ..... 219  
 Elmo Manufacturing Inc. .... 301

**F**

\*Fabricon Products, Inc. .... 32G  
 Fasco Industries, Inc. .... 282  
 Federal Boiler Co. .... 281  
 Filon Plastics Corporation ..... 64  
 Flynn Manufacturing Company, Michael ..... 6  
 Follansbee Steel Corporation ..... 240  
 Ford Motor Co. .... 160, 161  
 Ford Motor Company, Tractor & Implement Division ..... 47

\*Forest Fiber Products Company ..... 32B  
 Frigidaire Division, General Motors Corporation ..... 60, 271

**G**

Gates & Sons, Inc. .... 218  
 General Electric Company ..... 34, 35, 65, 70, 71  
 Gold Seal Division, Congoleum-Nairn, Inc. .... 167, 238, 239, 248  
 General Tire & Rubber Co., The, Flooring Division ..... 51  
 Giles & Kendall Company ..... 234  
 Goldblatt Tool Co. .... 287  
 Goodwin of California ..... 136  
 Grand Haven Stamped Products Co. .... 289  
 Grand Rapids Hardware Co. .... 4  
 Grant Pulley and Hardware Corporation ..... 142, 143  
 Griffin Manufacturing Co. .... 136

**H**

Habitant Fence Inc. .... 287  
 Harbor Plywood Corporation ..... 206, 207  
 Hardwood Plywood Institute ..... 98  
 Holcomb & Hoke Mfg. Co., Inc. .... 145  
 Homasote Company ..... 56  
 Horizon Window Company, Inc. .... 249  
 Hotstream Heater Co., The ..... 292  
 Hunter Fan and Ventilating Company ..... 203

**I**

Infra Insulation, Inc. .... 10  
 Ingersoll Conditioned Air Division, Borg-Warner Corporation ..... 57  
 Ingersoll Products Division, Borg-Warner Corporation ..... 233  
 Inland Homes Corporation ..... 251  
 Inland Steel Products Company ..... 274  
 Insulite Division, Minnesota and Ontario Paper Company ..... 264, 265  
 International Homes ..... 8  
 I-XL Furniture Company ..... 253

**J**

Johns-Manville ..... 168, 169  
 Junior-Pro Products Co. .... 301

**K**

Karyall Body, Inc. .... 234  
 Kees Mfg. Co., F. D. .... 297  
 Kennatrack Corporation ..... 291  
 Kennecott Copper Corporation ..... 216, 217  
 Kentile, Inc. .... 154  
 Keystone Steel & Wire Company ..... 180, 181  
 Krieg, Inc., Victor J. .... 234

**L**

Legion Stainless Sink Corporation ..... 234  
 Leigh Building Products Div., Air Control Products, Inc. .... 229  
 Lennox Industries, Inc. .... 146, 147  
 Lewyt Air Conditioner Corporation ..... 159  
 Libbey-Owens-Ford Glass Company ..... 174  
 Lockley Machine Company ..... 304  
 Louisville Cement Company ..... 69  
 Lufkin Rule Co., The ..... 292

**M**

McKinney Manufacturing Company ..... 211  
 Macklanburg-Duncan Co. .... 41, 42, 43  
 Majestic Co., Inc., The ..... 305  
 Mall Tool Company ..... 286  
 Malta Mfg. Co., The ..... 297  
 Masonite Corporation ..... 19  
 Master Vibrator Company ..... 279  
 Mastic Tile Corporation of America ..... Cover 3  
 Maze Company, W. H. .... 204  
 Mid-Western Industries, Inc. .... 303  
 Miller Mfg. Co., Inc., Frank B. .... 209  
 Minneapolis-Honeywell Regulator Co. .... 68, 69  
 Mississippi Glass Company ..... 226  
 Moore Incorporated, Goodloe E. .... 236  
 Mosley Electronics, Inc. .... 32  
 Mulkey Company, Sam ..... 289  
 Muller Machinery Company, Inc. .... 305  
 MusiCall Corporation ..... 273

**N**

National Homes Corporation ..... 166  
 National Manufacturing Co. .... Cover 4  
 National Metal Products Company, Weatherstrip Division ..... 293  
 National Stove, Kitchens, Vanity, Door ..... 247  
 National-U S. Radiator Corporation ..... 220, 221  
 New Castle Products, Inc. .... 263  
 Nichols Wire & Aluminum Co. .... 196, 197  
 Nordahl Manufacturing Company ..... 57  
 NuTone, Inc. .... Cover 2

**O**

Olin Mathieson Chemical Corp. .... 245  
 Orangeburg Manufacturing Co., Inc. .... 148

**P**

Pacific Lumber Company, The ..... 163  
 \*Pacific Telephone ..... 32H  
 Pass & Seymour, Inc. .... 222  
 Peerless Corp. .... 250  
 Perfection Industries, Division of Hupp Corporation ..... 198  
 Pernaglas Division, A. O. Smith Corporation ..... 267  
 Pioneer Gen-E-Motor ..... 297  
 Pittsburgh Plate Glass Company ..... 32, 184, 185  
 Postatuck Corp. .... 304  
 Porter-Cable Machine Company ..... 172, 173  
 Powder Power Tool Corp. .... 244  
 Preway Inc. .... 46  
 Progress Manufacturing Company ..... 243  
 Pryne and Co., Inc. .... 135

**R**

Ramset Fastening System ..... 284  
 Ready Hung Door Corp. .... 149  
 Red Devil Tools ..... 260  
 Reflectal Corporation ..... 232  
 Rehco Corporation ..... 134  
 Remington Rand Division of Sperry Rand Corporation ..... 72  
 Republic Steel Corporation ..... 164, 165  
 Revco, Inc. .... 275  
 Revere Copper and Brass Incorporated ..... 62  
 Reynolds Metals Company ..... 186  
 Richmond Plumbing Fixtures ..... 208  
 Roach & Musser Co. .... 215  
 Rowe Manufacturing Co. .... 50  
 R. O. W. Sales Company ..... 20, 21  
 Ruberoid Co., The ..... 40

**S**

St. Moritz Hotel ..... 301  
 Samuel Stamping & Enameling Co. .... 241  
 Saturday Evening Post ..... 18  
 Schlage Lock Company ..... 56  
 Scholz Homes, Inc. .... 138  
 Sharp's Manufacturing Company ..... 304  
 Shower Door Company of America ..... 290  
 Simplex Forms System, Inc. .... 300  
 Skit Corporation ..... 230  
 Smith Corporation, A. O., Permas Division ..... 267  
 Sonoco Products Company ..... 270  
 Southern Pine Association ..... 44  
 Speed King Manufacturing Co. .... 289  
 Stanley Electric Tools ..... 291  
 Stanley Hardware, Div. of The Stanley Works ..... 214  
 Steel Scaffolding Company, The ..... 259  
 Sterling Hardware Mfg. Co. .... 2  
 Superior Electric Company, The ..... 257  
 Symons Clamp & Mfg. Co. .... 291  
 Syntron Company ..... 299

**T**

\*Thompson Co., Inc., E. A. .... 32C  
 Tile Council of America, Inc. .... 150, 151  
 Timber Engineering Company ..... 259  
 Tractor & Implement Division, Ford Motor Company ..... 47  
 Trade-Wind Motorfans, Inc. .... 235

**U**

United States Gypsum ..... 268, 269  
 United States Plywood Corporation ..... 73  
 United States Steel Corporation, United States Steel Export Company ..... 48, 49  
 United Steel Fabricators, Incorporated ..... 61

**V**

Vento Steel Products Co., Inc. .... 254  
 Visador Co., The ..... 196  
 Visking Corporation, The ..... 225  
 Vulcan Radiator Co., The ..... 75

**W**

Weatherproof Products Corp. .... 252  
 Weiser Company ..... 153  
 Western-Holly Appliance Company ..... 194  
 Western Pine Association ..... 177  
 Westinghouse Electric Corporation ..... 96, 97, 195  
 Weyerhaeuser Sales Company ..... 170, 171  
 White Company, David ..... 266  
 White Products Corporation ..... 215  
 Williamson Company, The ..... 43  
 Woodall Industries Inc. .... 29  
 Woodco Corporation ..... 224  
 Wood Conversion Company ..... 156, 157

**Y**

Yates-American ..... 228

**Z**

Zegers, Incorporated ..... 227

\*Appears in Western edition only.

# Stealing the thunder

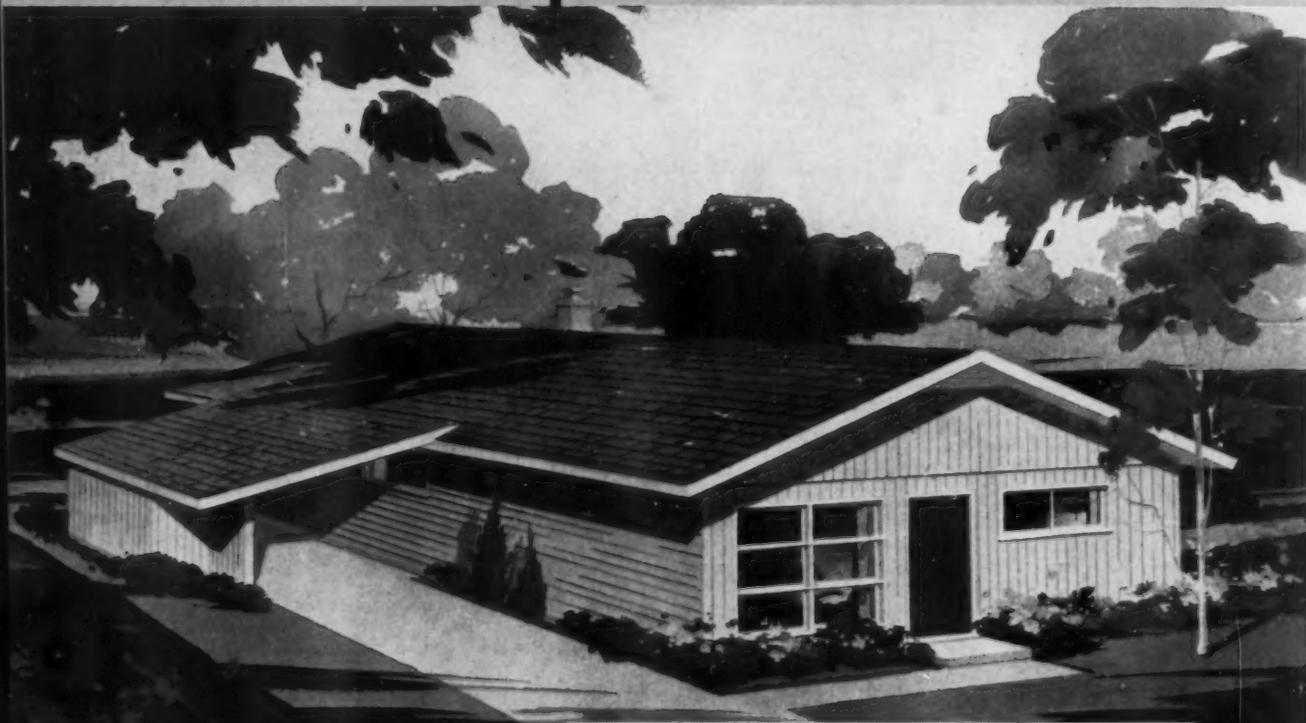
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All International Homes designed by Howard Solomon, Paul Henderson, Registered Architects

# Impact

To The Editors:

American Builder  
30 Church Street  
New York 7, N. Y.

*A Dozen Reference Books*

Sirs: Your April issue of American Builder is worth a dozen reference books in my office. Thanks-a-million!

—P. P. LoFace, A & L Homes, Inc., Ridgewood, N. Y.

**That's exactly what the Marketing Directory and Technical Guide is intended to be. Thanks for telling us.**

*More Mileage From Reprints*

Dear Mr. Gavin: We were very grateful for your permission to have your editorial on home prefabrication reprinted. . . . We propose to use this in several mailings and feel it is helpful to the entire home building industry.

—Genevieve Gisler, PF, the Magazine of Prefabrication  
Washington, D. C.

**One more of the numerous appreciations of the page, "What's conventional about home building today?"**

*"Pleasure And Enrichment"*

Dear Mr. Gavin: A million thanks for your excellent presentation before the recent Mid-West Regional Gas Sales Conference. I sincerely hope that your participation in this program gave you just a small portion of the pleasure and enrichment that you gave to the hundreds who heard you.

—H. D. Valentine, chairman,  
29th Annual Mid-West Regional Gas Sales Conference  
Chicago, Ill.

**Some of the leading ideas of the presentation will keynote our main feature in September, "Builder's Report: Smartest Uses of Gas, 1956."**

*. . . And More Reprints*

Sirs: The bang-up job you did on the article "Builders are Banking on Brick" not only accurately portrayed the modern brick industry and what it has to offer, but also in my humble opinion was a real service to merchandising-minded builders of today. . . . We split the reprint into two parts: one, the merchandising of all brick, and two, the extra plus features of "SCR brick" . . .

—E. F. Walsh, Director of Promotion Structural Clay Products Institute  
Washington, D. C.

*. . . And Still More Reprints*

Sirs: We read with a great deal of interest the interoffice memo from Ed Gavin reporting on what various cities are doing in capitalizing Operation Home Improvement, dated March 21st. Would it be possible to send us approximately 25 additional copies of this memo so that we can send these to our Divisional Sales Managers?

—R. G. McCoy, Advertising Manager, The Ruberoid Company, New York City

**For more results of Mr. Gavin's and other editors' first-hand looks at OHI all over the nation, check next month's American Builder for word-and picture What-How techniques on remodeling jobs.**

*Our Versatile Editors*

Sirs: Our Board of Directors has directed me to express thanks for helping us obtain the aid of Mr. Joseph B. Mason in staging the "1 to 20" Builder Workshop here on March 22, 23 and 24.

Mr. Mason's leadership and presentation on the panel was of highest quality, and many attending the Workshop have pointed this out to me. . . . In addition, we are pleased that he could devote the additional time to getting acquainted without our people to represent American Builder on a personal basis with them.

—Herbert deShong, Exec. Sec.  
H.B.A.

Dallas, Texas

**The main benefit is ours. That's how we learn what's new in building, and what builders are thinking.**



"What do you mean, you never wear your clothes in the bathtub?"

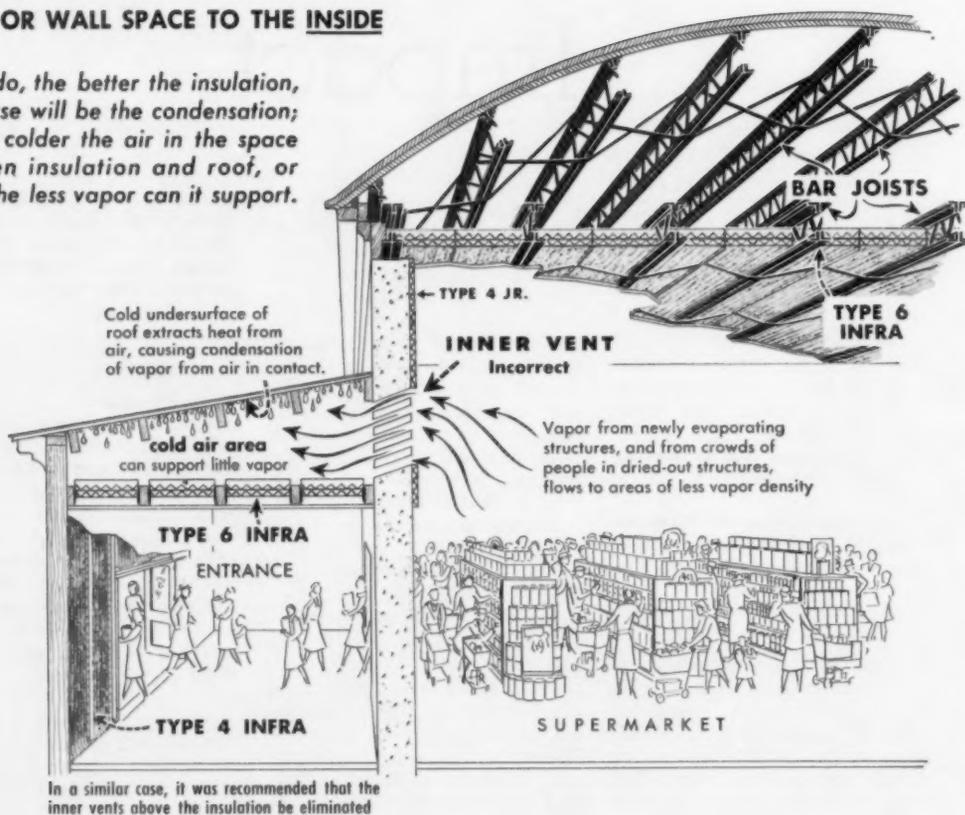
(Cartoon by Virgil Partch—  
Courtesy Pomona Tile Manufacturing Co.)

AMERICAN BUILDER WELCOMES YOUR IDEAS. We'll print them on this page if you write them in a letter. Include photographs or drawings if you have them. We'll not use your name if you feel strongly about it.

# NEVER VENTILATE

## A CEILING OR WALL SPACE TO THE INSIDE

*If you do, the better the insulation, the worse will be the condensation; for the colder the air in the space between insulation and roof, or walls, the less vapor can it support.*



In new construction, moisture is evaporating from many tons of cement and plaster. Vapor flows from areas of greater density into this small, cold space, an area of less vapor density and small vapor capacity.

Where scientific multiple aluminum is used, fortuitous vapor and water (for instance rain) will gradually flow out, as vapor, through exterior walls and roofs as vapor pressure develops within. The vapor cannot back up through the continuous, almost impervious aluminum. It will flow out because walls and roofs have substantial permeability by comparison, far greater than the required 5 to 1 ratio. Infiltration under the flat stapled flanges of multiple aluminum is slight.

Unusual amounts of vapor, as from crowds in theatres, churches, schools, stores, etc. must be adequately vented to the outside. Each person breathes out and perspires vapor, winter and summer, at the rate of 3 lbs. a day.

To obtain **MAXIMUM, uniform-depth** protection against heat loss and condensation formation, it is necessary to use the new **edge-to-edge** multiple aluminum\*, each sheet of which stretches from joist to joist.

\*Patent applied for

The U.S. NATIONAL BUREAU OF STANDARDS has prepared a helpful and informative booklet, "Moisture Condensation in Building Walls" which discusses causes and cures. Use the coupon and we will send a free copy.

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# The Building Outlook

## SMALL TALK

### WILL BUYERS PAY MORE?

A serious consumer's "strike" by homebuyers during 1956 is a possibility, reports Rodney M. Lockwood, president, Builders Assn. of Metropolitan Detroit. Absence of a general uptrend in individual incomes to match anticipated increased cost of homes could deter potential buyers from paying these higher costs. Remember, he says, "the customer is the real boss . . . the dictator of prices and wages."

### MORE BATHROOMS

A bath for every bedroom is the coming thing for tomorrow's homes, believes Charles M. Hancock, president, Associated Plumbing and Heating Contractors of Florida. The trend has started in higher-priced homes and should work its way down to every price level.

### HOMEBUILDING, 1965

What will the American house be like in 1965? C. C. Walker, commercial vice-president of General Electric Co. says it will be a prefabricated, stressed skin plastic dome, with partitions used only for privacy and to separate various living functions. At night the ceiling will bathe the entire house in an even indirect light.

### ANY GOOD BARGAINS?

Problems of builders are many and varied says Long Island Home Builders' committee on architecture and construction research, which turned up the fact that a tremendous demand exists for a \$50,000 house—at a \$15,000 price.

## SOUTHERN EDITION

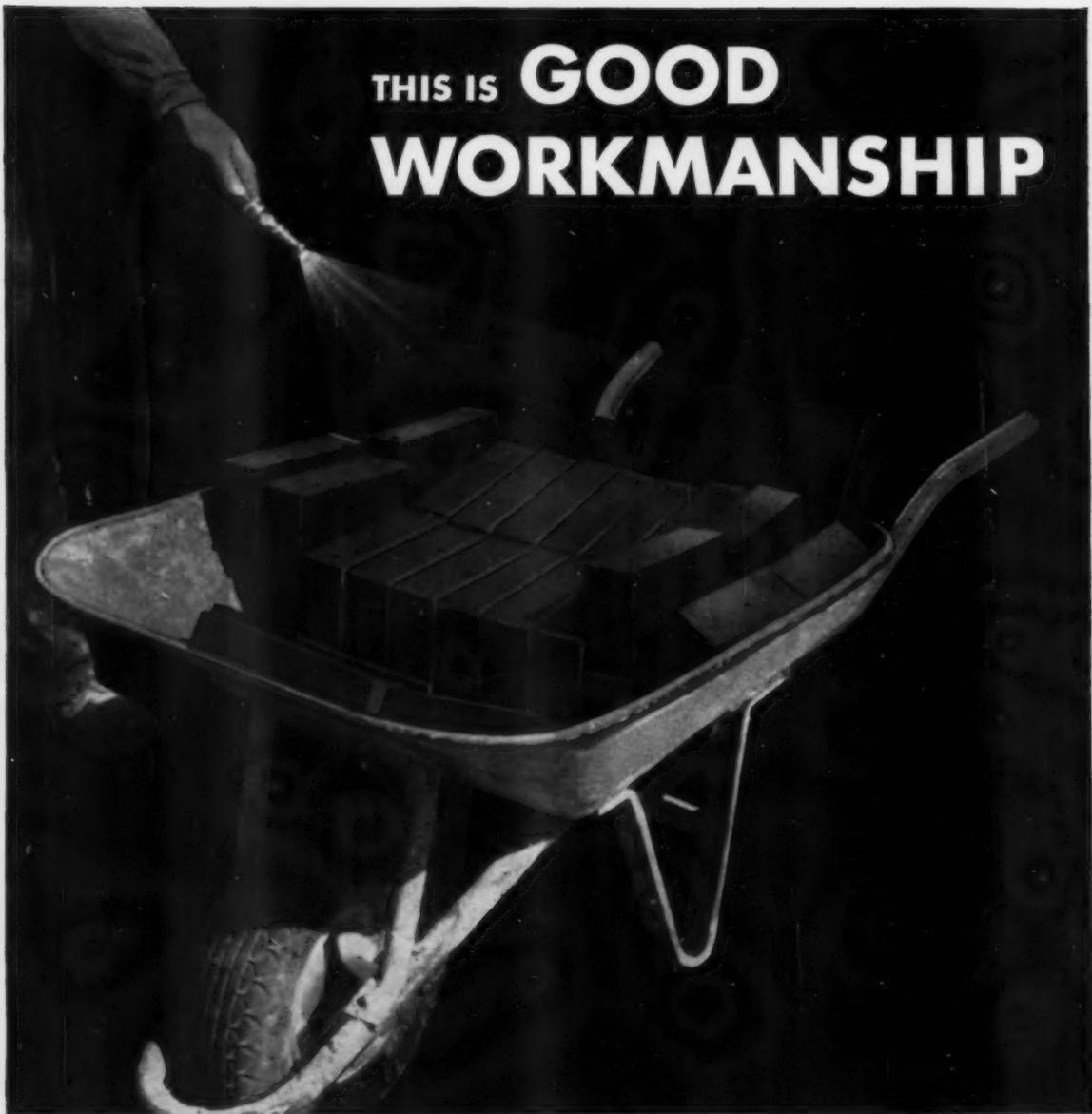
**WHAT'S THE ANSWER TO THE LAND CRISIS?** Sign of the future in Miami—where scarcity of building sites is acute—the first apartment building over three stories. Feeling is growing that the upward movement is the only way to meet this increasing problem.

**WHAT'S THE BUILDING OUTLOOK IN YOUR TOWN?** Four good questions to ask yourself come from Roy Wenzlick's Real Estate Analyst: Is supply increasing faster than demand, with resultant vacancies? Are construction volume and costs falling? What are the selling prices of older homes? What are the trends in voluntary and involuntary real estate transfers?

**TIGHT OR EASY MONEY?** Conflicting reports continually appear, but the hike by Federal Reserve System in its rediscount rates seems to back up those who have forecast a tight situation continuing in home financing. Says Lindell Peterson, president, Mortgage Bankers of America: "Until we have flexible interest rates on FHA and VA loans we are not going to have a normal mortgage market."

**A BACKLOG FOR STEPPED UP HOME BUILDING** in the years ahead is being built up by record birth rates and the predicted decline in housing starts this year over 1955. This optimistic view is taken by Joseph Mass, president of the Stylon Corp., who asks that alarmists of overbuilding remember the standstill of the 30's and points out that the industry is just catching up. Other encouraging news for builders comes from the Federal Reserve Board's survey of consumer finances made in cooperation with the University of Michigan's survey research center which shows that nearly one of ten non-farm families plans to buy a house in 1956—about the same proportion as last year.

# THIS IS GOOD WORKMANSHIP



**G**OOD workmanship is one of the most important factors in preventing leaky brick walls.

Good workmanship includes wetting the brick—completely filling the head and bed joints—and back-plastering the face brick.

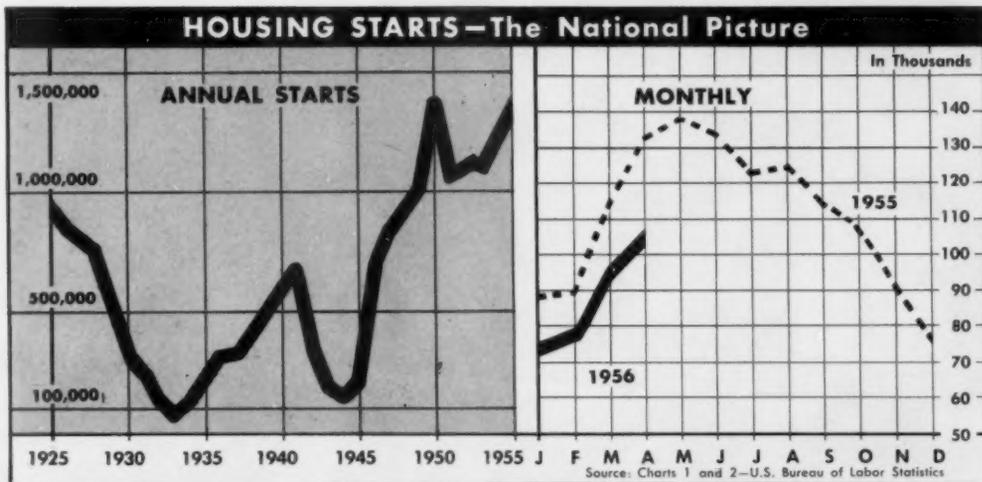
Expect trouble when dry, absorbent brick are placed in the wall. If their rate of absorption is too high at the time they are laid, they will suck the water out of the mortar too fast, even though the mortar has high water-retaining capacity. The result may be a poor bond, and a leaky wall.

Brixment mortar has high water-retaining capacity. It resists the sucking action of the brick. It stays plastic and workable longer. Brixment mortar therefore provides added protection against excessive absorption—but even when Brixment mortar is used, absorbent brick should still be wetted.

In addition to great plasticity, high water-retaining capacity, and bonding quality, Brixment mortar has great resistance to freezing and thawing, and freedom from efflorescence. Because of this combination of advantages, Brixment is the leading masonry cement on the market.

# BRIXMENT

LOUISVILLE CEMENT COMPANY, Incorporated, LOUISVILLE, KENTUCKY



## Interpretation 1

▶ **APRIL'S 106,000 STARTS**, though reflecting usual seasonal upswing, were 20% below April, 1955 totals; this showed seasonally adjusted annual rate for first four months of 1,160,000.

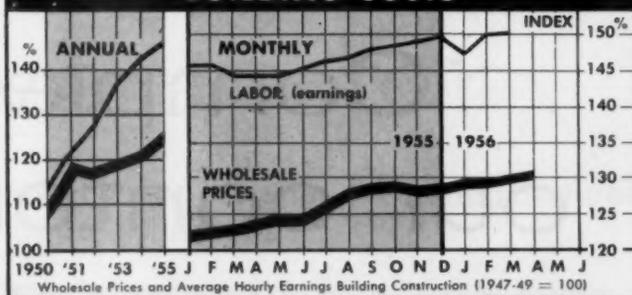
Decline in housing starts has affected total construction activity more than is apparent; e.g., the 8% decline in private non-farm housing reflects about twice this decline in number of units being built because of increased costs and trend towards more expensive houses. One encouraging sign: VA requests are rising well ahead of each year except 1955.

### 15 LEADING HOME BUILDING AREAS

Dwelling units built in Metropolitan areas during 1956. (BLS)

		% Change January 1955-56
Los Angeles	9,094	+ 1
New York	5,363	-22
Chicago	3,010	+33
Detroit	1,831	-23
Miami	1,404	-14
San Francisco	1,217	-44
Washington	910	-34
Denver	776	-57
Atlanta	747	-16
Cleveland	722	- 8
San Diego	691	-28
Phoenix	653	-29
Baltimore	625	-48
Columbus	560	+34
Boston	498	-36

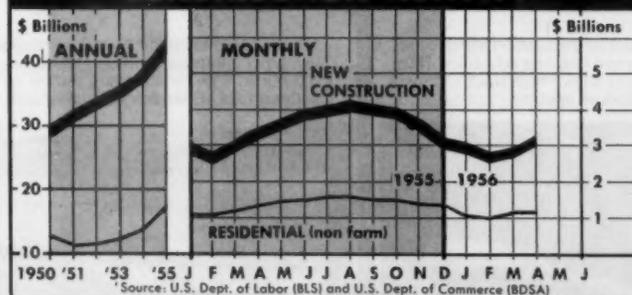
### BUILDING COSTS



## 2

▶ **ANOTHER RISE** in the wholesale price index to 131.2 during April, led by metal products and lumber, produced 6% increase over April, 1955. Hourly earnings were up 5% above last year.

### CONSTRUCTION ACTIVITY



## 3

▶ **RECORD CONSTRUCTION OUTLAY** (\$11.8 billion for Jan.-April) matched 1955 figures. Significant advances from 1955-56 were private industrial building, 22%, and commercial, 25%.



*Front elevation shows striking use of Flexivents and Flexiview Units for beautiful windows while blending perfectly with prize winning design.*

# “Completely sold our contemporary styled homes”

Flexivent's ease of installation brings economy, helps speed building schedules. Here workman easily slips 3-high stack of Flexivents into window opening.



Ventilating sash of Flexivents opens wide to supply complete ventilation all through the home. Can be left open during rains without fear of damage to interior.



Laboratory test demonstrates extreme weathertightness of Andersen Flexivents. Even driving rains cannot penetrate. Full weatherstripping for year 'round comfort.





*View of NAHB design award-winning Wirsching home. Note use of Flexivents in stacks and ribbons as well as with Flexiview Picture Window sizes.*

## on Flexivents® for



**Robert F. Wirsching**  
*built prize winning homes*

**Fran E. Schroeder, A.I.A.**  
*won NAHB design award*



**says Robert F. Wirsching, a leading builder in Indianapolis, Indiana**

"I've used Andersen Flexivent Windows for the past year," states Mr. Wirsching, "and I'm completely sold on their use in the contemporary styled homes I'm building." A recent Wirsching home pictured on this page, designed by Architect Fran E. Schroeder, won the NAHB Merit Award for Design in Region 14. Speaking further of Flexivents, Mr. Wirsching reports, "I have found Flexivents to be complaint free which has entirely eliminated costly call backs for adjustments."

Look into the advantages Andersen Flexivents can offer for the next project you build. Find out how high quality and low cost coupled with customer sales appeal are winning friends fast for Flexivents among men who build homes for sale.

You can get full information on the versatile Andersen Flexivent from your lumber and millwork dealer, Sweet's Light Construction File, or by writing Andersen. Andersen WINDOWALLS are sold throughout the country including the Pacific Coast.

# Andersen Windowalls

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ANDERSEN CORPORATION • BAYPORT, MINNESOTA



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TO INCLUDE THE  
MOST OVERDUE  
IMPROVEMENT



The builder's world is full of things which are simply irresistible to home buyers; things like atomic shingle nails and ultrasonic basement waterproofing, which draw buyers like a magnet. You've read about them.

Delco-matic is different. It won't persuade a four-bedroom family to settle for three and it isn't an adequate substitute for an extra bathroom.

But, it IS the *most overdue improvement* in any fine home because it mechanizes the **LARGEST PIECE OF MOVING EQUIPMENT** in *any* home — the garage door — and that makes a lot of sense to most people.

Delco-matic will make a lot of sense to you, too, when we tell you that it is nationally advertised in magazines such as Better Homes, U. S. News, House & Garden, House Beautiful, etc. and, further, that you can include it (and that potent name G.M.-Delco) in your new homes without one red cent of cost to you.

Just call your local Crawford Door Sales Co., listed in your classified phone book under DOORS. Call now, it's worth while.



**Crawford Door Co.**

BUILDER SALES • INSTALLATION • SERVICE

*Delco-matic*  
GARAGE DOOR OPERATORS

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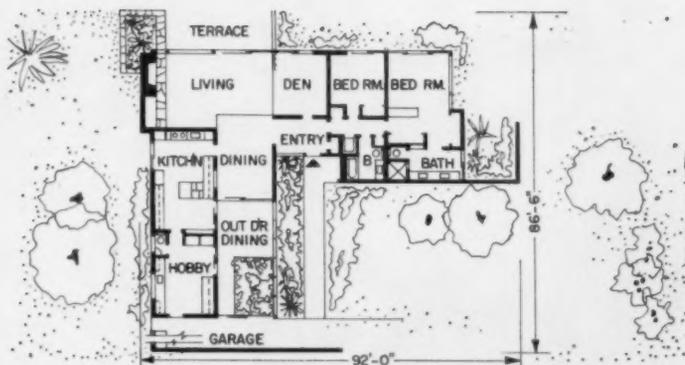
**Crawford**  
GARAGE DOORS



# Tomorrow's House



Those holes in the roof are there for a reason . . .



... to show off "tomorrow's planning"

This table-top model, with its bird's eye peek into several rooms at the same time, gives an even better idea of this year's Research House than random visitors will get when construction is completed in August.

Over 175 manufacturers and services joined forces in producing the 1956 edition of what is becoming an annual classic in California. Under the sponsorship of Associated Archi-

tectural Publications, Robert Cron, publisher, the house is planned to test public response to new ideas and products.

This year's house, now going up in Palos Verdes, near Los Angeles, arouses interest both inside and out. Five different levels, including the terrace, give three-dimensional living without the strain of stairs.

The exterior is of Switzer precast concrete panels (see Western

edition, p. 32D, May). There are nine Slide-view sliding glass doors for easy access to California sun and air. Translucent glass gives privacy to the outdoor dining area leading to the garage. Screening covers the open space. The main wall fronting the drive-approach is blank. The two bathrooms, which are located against this wall, are mechanically vented. The master bath has a sliding door to its private patio and sun deck.

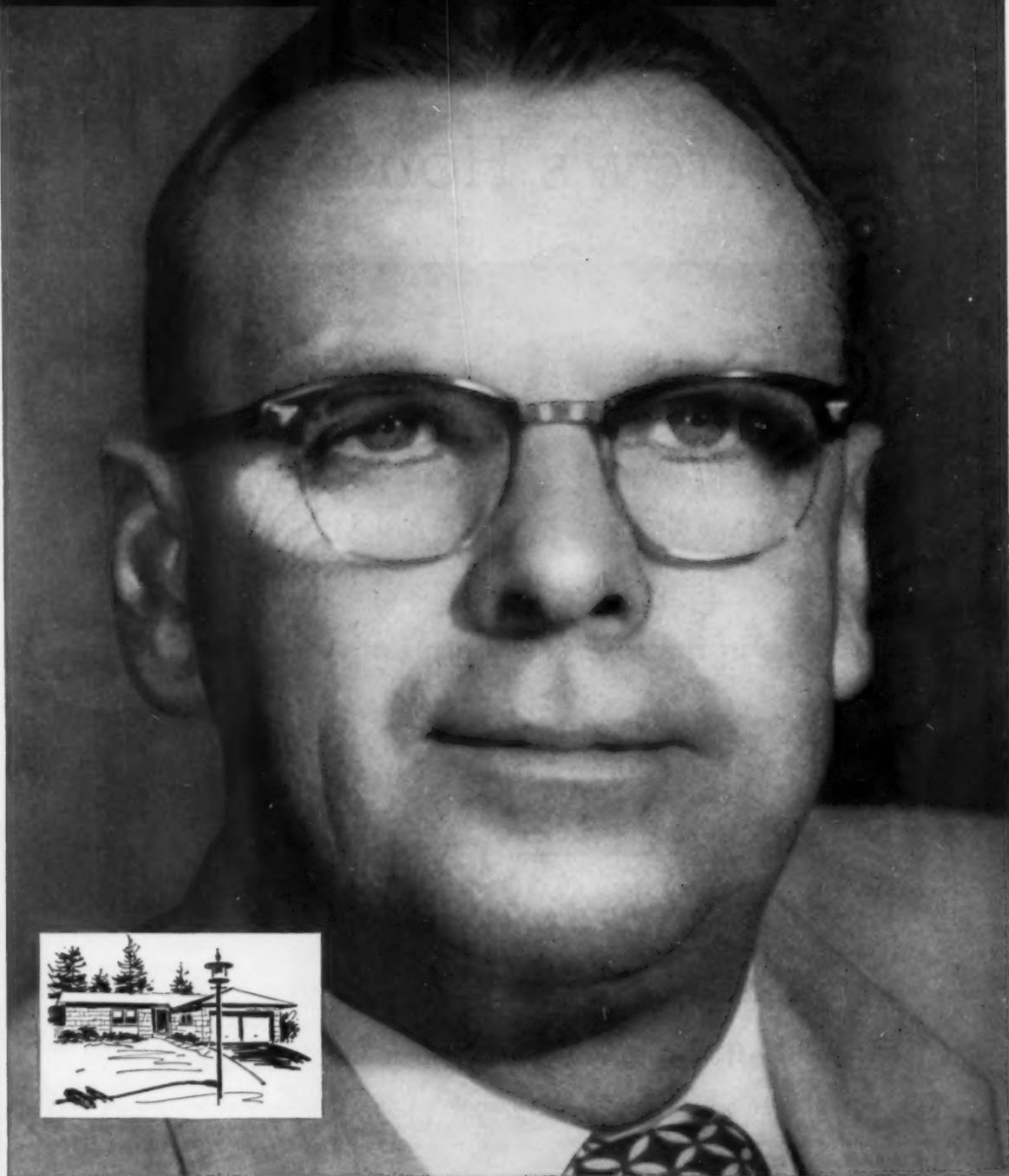
The kitchen has access to a dining room, its own dining alcove, and the outdoor dining area with a minimum of steps. A set-apart hobby room at the front of the house shares a half-bath with the kitchen.

One sink is a sit-down with a shallow bowl for easy housework. Some of the kitchen cabinets push up into the soffit when not in use.

Bert Pinckney and Associates drew the building assignment for the project. The house was designed by Dan Dworsky, Beverly Hills architect.

Last year's Research House, designed by Ed Fickett and built by McDonald Brothers, attracted 50,000 visitors.

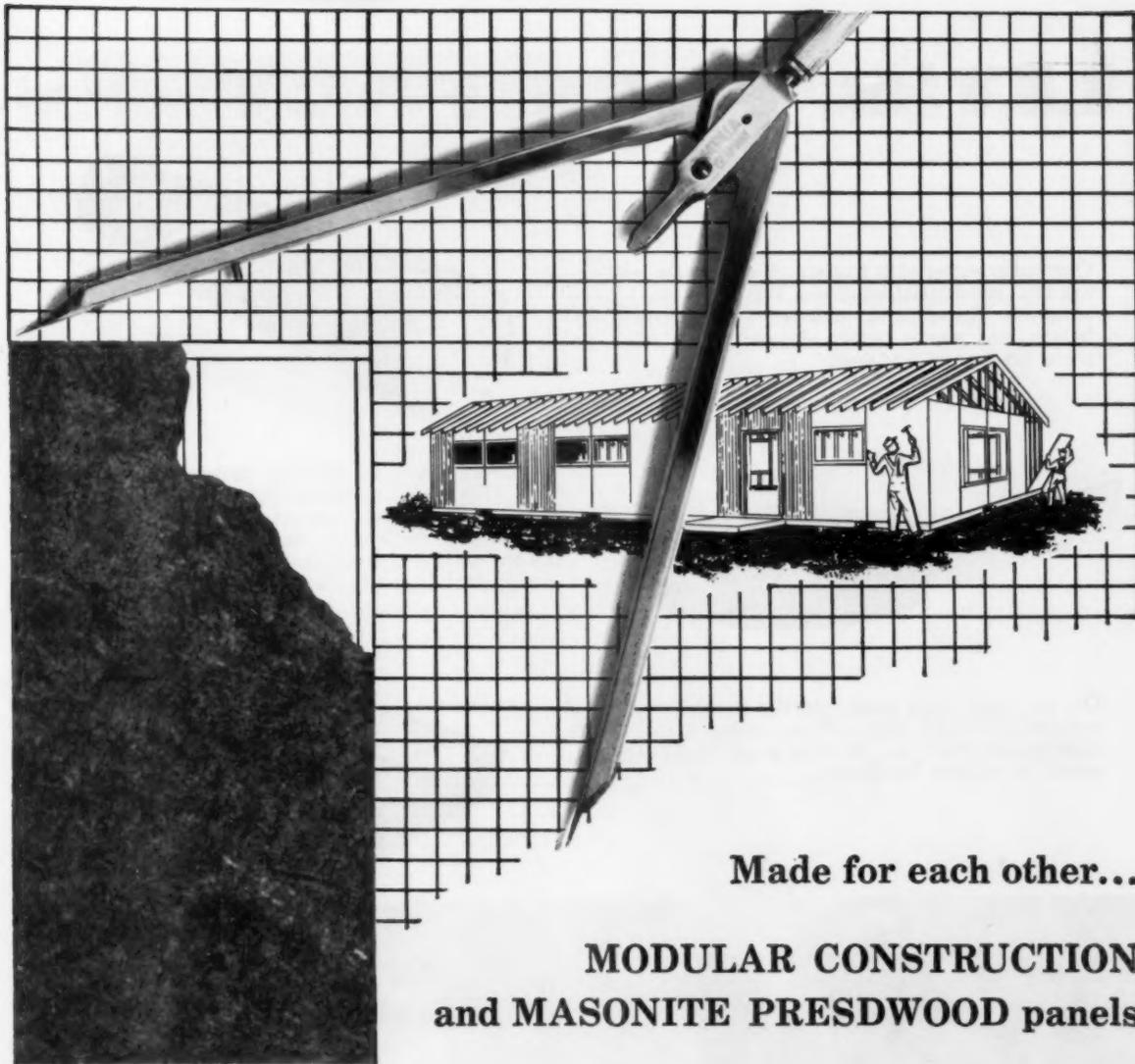
**CHRIS FINSON, Prominent Redwood City, Cal., Builder**



**"THE SELLER'S MARKET IS DEAD** and the customer is king today. People are shopping around for houses, and it takes plenty of selling to get their signature down on paper. We've found that using and featuring Post-advertised materials, appliances and equipment is one of the surest ways there are to convince prospects that they're getting the best of everything." (*Manufacturers of building materials, equipment and fixtures place more advertising in the Post than in any other consumer magazine.*)

The Saturday Evening  
**POST**

—gets to the heart of America



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The 4-inch module and the 4-foot Presdwood panel are in perfect agreement—they both help you build good houses at less cost.

In pre-assembling components, Presdwood® offers a true-dimension panel that fabricates cleanly and quickly. Every square inch is as strong and sturdy, as *usable* as the next. Presdwood is readily and securely fastened; it won't split, splinter or crack.

At the job site, Presdwood demonstrates other advantages: dense and hard, it contributes to structural strength, resists dimensional change

and does not deteriorate. It offers a superior base for surface finishes. *Many varieties are available with Primecote®*, a smooth, factory-sealed first coat that speeds up the painting job, saves important dollars.

There's a type, texture and thickness of Presdwood for every panel job, inside or out. Smooth on one or both sides. Leather-textured, comb-textured, perforated, tile-patterned or grooved. Exterior lap siding, shingles or panels.

The Presdwood family can fit into *your* modular plans. Send the coupon for a free, illustrated booklet.



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Please send me your free booklet "All Through the House."

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# LET'S FACE FACTS —

Our basic material is fine wood. Our basic products are fine, residential windows. We could make metal windows faster and cheaper—but wood looks better, and works better—longer. We'll stay with wood for frames and sash.



We could have decided to make wooden frying pans with metal handles. But, while making wood comparatively fire-resistant is no great problem, we know of no way to make wood transfer heat. It's too good a thermal insulator. The metal handle would get hot while the wooden pan stayed cool.

Or, we could have gone into the manufacturing of wooden ice cube trays. But, again, wood resists transferring cold—so, ice cube trays made of wood, would be mighty inefficient.



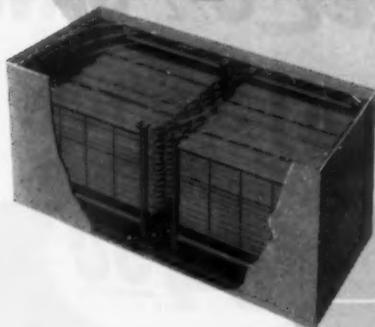
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**R.O.W.**  
WOOD WINDOWS  
WITH  
**LIF T LOX**  
WINDOW BALANCE

Write for additional information about America's finest windows—now offered at competitive prices.

Wood, with its fine thermal insulating qualities, is *exactly the RIGHT material for windows*. Even glass is many, many times more efficient as a thermal insulator than aluminum. Try the touch test and you'll see why condensation runs down metal windows to make puddles on the sills.

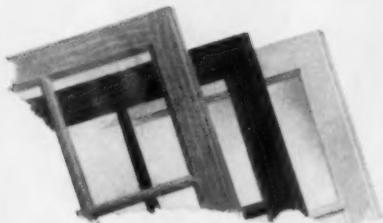
**R.O.W. SALES COMPANY • 1349 ACADEMY • FERNDALE 20, MICHIGAN**

# WOOD IS HERE TO STAY

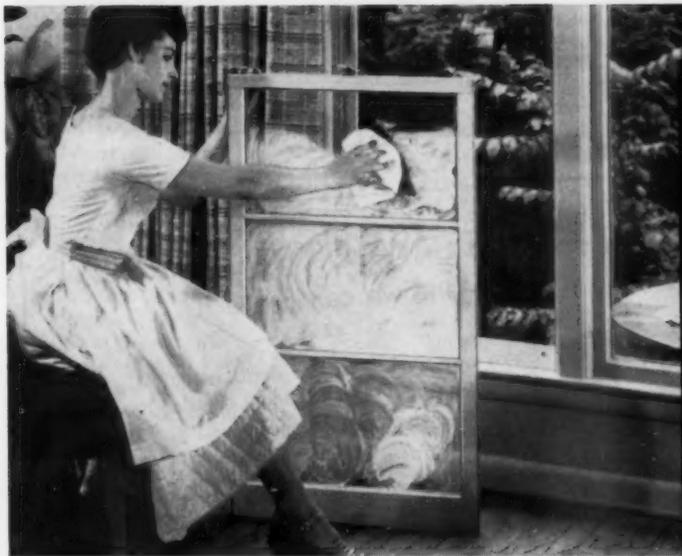


The modern chemical magic which takes place during immersion makes wood water-repellant and rot and insect resistant. Of course, wood *never* rusts-out or corrodes. It's easy to adjust, too, when the house settles (as even the best homes do).

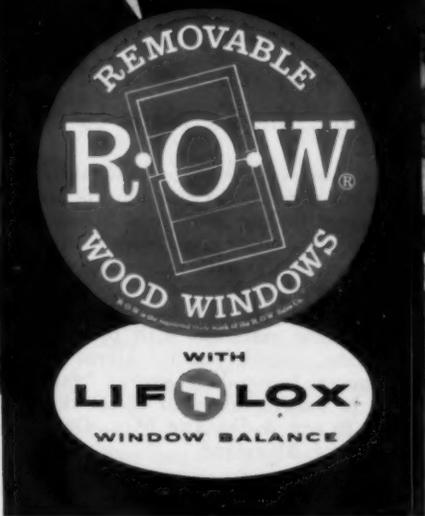
Even before modern day toxic-treating, wood windows usually out-lasted the homes in which they were installed. Just check over the materials offered by wrecking companies. You'll find plenty of used wooden windows and doors, still in good condition. Now, wood is an even better material and it blends beautifully with residential settings.



No matter what the home decorating plan—it's easy to varnish, stain or paint wood windows to harmonize. They're much easier to drape, too, and a lot easier to maintain in good working condition.



Any wood window is a better residential window. R·O·W windows—fully removable from inside the house, make cleaning and painting easier and safer. The new LIF-T-LOX balance insures finger-tip raising and lowering—doesn't interfere with removal.



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R·O·W SALES COMPANY • 1349 ACADEMY • FERNDAL 20, MICHIGAN

# New *Black & Decker*® 6½" SAW ...heavy-duty power...priced low!



Races through 2x4 at 45° angle,  
even after repeated blade  
sharpening...there's blade to spare!

This rugged, versatile, powerful new addition to the famous Black & Decker Saw Line, is designed to meet highest builder standards! Specially designed B&D-built motor gives more sawing guts than you actually need—races through the "tough" spots without heating up! Priced so low that no real pro should ever be without it. Cuts all these building materials with proper blade: Transite, slate, marble—easily! Gives trouble-free, continuous heavy-duty sawing 'round the clock. See it today, call your B&D dealer or write: THE BLACK & DECKER MFG. Co., Dept. H106, Towson 4, Maryland.



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## MORE SAW FOR YOUR MONEY —and we can prove it!

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4. *Extra adjustment features!* Larger wing nuts make depth and bevel adjustments simple, positive, fast.
5. *Extra convenience!* Clear view operation; saw-dust blown away from operator *and* work!

**PRESSTIME ROUNDUP**

**National Home Week: show window for '57..**

What's ahead for National Home Week this fall?

The Week, which has developed a new outdoor sport for millions of Americans—looking at new houses—will be the show window of many builders for their 1957 models. Early returns in an American Builder poll indicate approximately 10 per cent more exhibit homes will be shown than a year ago—about 11,000 units.

More merchandising-minded than

ever, builders are making elaborate preparations to insure that this fall's observance will top anything the industry's greatest promotion has ever offered in its nine-year existence.

Fully four months before the celebration will take place (Sept. 15-23, over two weekends), tentative programs had been announced for some 75 metropolitan areas. This is more than the total participating in 1948, when the original idea of Ed Gavin,

American Builder editor, for an annual National Home Week was first sponsored by the National Assn. of Home Builders.

Indications are this number will approach 200 by curtain-raising time in September. Builders will be joined by building material manufacturers and dealers, affiliated trade groups and utilities in an all-out promotion at national and local levels. Their efforts will result in more than 300 newspaper sections.

**... more cities join Parade of Homes movement**

One of the most popular concepts of the Week, the Parade of Homes, is still growing steadily in stature. Several cities will hold Parades for the first time this year, including Toledo, Ohio; Fort Wayne, Ind., and El Paso, Texas.

Toledo, which confined its observance last year to a home show, was one of the first cities to announce a Parade for 1956. Builders had reserved all but two of the 24 plots in the selected subdivision nearly six months in advance. Most of the homes will be in the \$25,000 to \$30,000 class.

Fort Wayne's initial Parade effort has scheduled 20 builders to erect 24 houses in a one-site, fenced-in area. To reach the homes, visitors must first pass through a large circus tent filled with exhibits. A similar situation will be created in Flint, Mich., where 28 houses will go on display. Both Parades will be under the direction of Paul M. Waters, executive vice president of the HBA of Knoxville, Tenn. He's planning a two-site Parade in Knoxville, one for 20 houses in the \$11,000-\$15,000 range, the other with 10 units from \$15,000 to \$40,000.

El Paso intends to make its first Parade "the biggest home promotion ever put on in this area." It will be on two sites with 20 to 40 builders.

In a more modest beginning, Pine Bluff, Ark., will stage its first Parade with five builders participating.

Boise, Idaho, which has no organized home builder group, will nevertheless get on the Parade bandwagon this fall, displaying a group of furnished houses in the \$12,000 to \$20,000 bracket. Builders, suppliers, electrical contractors, realty men and utilities are combining forces in this pioneer effort.

**... larger Parade centers plan to outdo '55**

Most of the larger, limited-site Parade cities are planning to exceed or at least duplicate their record performances of 1955.

Dallas, with 75 homes last year, is lining up 80 with an estimated value of \$1,850,000 for houses and land. Five Parade of Homes sites will each represent a completely packaged exposition of 16 homes, free movies for children, two towering searchlights, large parking areas. Over half the units will be furnished in a joint program with retail furniture dealers. The committee plans to spend at least \$70,000 for production and promotion.

Sacramento, Calif., will match last year's participation of 26 homes on one site, start it with National Home

Week and extend it an extra week. It expects attendance to surpass 330,000, the '55 record.

The Pittsburgh, Pa., Parade will include 20 houses on one site, up six from last year, plus many others in scattered locations.

Omaha, Neb., builders, who last year concentrated on construction of a single display house for their association, will do it again this fall. In addition, twelve other houses will join it in a one-site Parade. Entire site is to be fenced in, with visitors entering through a large exhibit tent. The Omaha HBA house will be built from the winning design of an architectural award program it sponsored in high schools.

As is its custom, Oklahoma City will jump the National Home Week

gun by two weeks, opening a three-site Parade on September 1. Each location will have ten to 15 furnished models.

Jacksonville, Fla., is pointing to its biggest one-site Parade, with a minimum of 20 builders participating. To "stimulate maximum public interest" it will also feature a showcase display of model homes using latest plans and materials.

Columbus, Ohio, anticipates a large one-site Parade, with all entries under \$20,000. Homes will be portrayed in a large plan book, and each builder will be furnished with 1,000 reprints of his page to give prospects as they view his model.

Birmingham, Ala., will show 13 houses on one site, with ten builders starting construction June 1.

## ... displays on builders' sites still dominate NHW

► *Continued* While the one-site or limited-site Parade is adopted by more cities each year, by far the majority of National Home Week observances are still those where the participating builders display one or several new houses in their own developments. Many retain the Parade of Homes designation.

Some cities which held limited-site Parades last year will drop the idea in favor of the scattered-site plan or sponsor a combination of both.

Youngstown, Ohio, for instance, will switch its promotion to showing models on various sites, and call it "The Million Dollar Homerama." Eliminating the Parade will mean, according to the HBA of Mahoning Valley: "No admission, no fencing, no special parking spaces to be provided, no entertainment or refreshment problems." About 30 builders are expected to take part.

Wichita, Kans., will retain its Parade but cut it back to a one-site show of ten houses in the \$20,000 to \$30,000 range. Meanwhile, it will place much more emphasis on new models in other parts of the city.

### Four-weekend observance

The city will not confine its observance to National Home Week alone but will stage it on four consecutive weekends in September. The association believes it can better take advantage of publicity in four weekend housing sections of newspapers, points out that weekends draw far greater crowds and reports that "builders and suppliers will not have to shift attention away from their normal business for a week-long period. Builders discovering interested prospects on weekends will have the following week to follow up on sales."

Highlight of the Wichita program will be an association-built, all-electric, furnished house based on the winning plan submitted by a local architect to a competition sponsored by Living for Young Homemakers.

### 'Good American Home' tie-in

Detroit had 110 builders participating last year, expects 150 this fall in a combined National Home Week and Good American Home

program. The latter feature, revived this year by Ted Baldwin, is "tied-in" with appliance manufacturers, food and drug chains, university home economists and charities; based on homes for middle-income families. Economists work out budgets showing how a specific home can be purchased from a specific income. Super-markets work out menus to fit the budget.

### Washington to show 600 units

Largest of the National Home Week celebrations to be announced as yet are planned at Chicago, in point of numbers, where 400 builders are expected to take part, and Washington, D. C., in total houses displayed, approximately 600.

Chicago's four principal newspapers will stage their own promotions, but Chicago Metropolitan HBA will have no direct tie-in with any. HBA of Metropolitan Washington will sponsor a full-page newspaper ad, radio-television spot announcements, and large signs in front of every display house.

In Minneapolis, the Week will be conducted by a committee representing 26 groups in the supply, building, lending, servicing and subcontracting fields. About 30 houses are to be shown in at least 10 areas, with prices varying from \$12,000 to \$45,000.

In St. Paul, 40 builders will join

in the observance. Their association will sponsor a downtown parade, key contest for big merchandise prizes, queen contest, banquet and special half-hour television salute to National Home Week.

Duluth, Minn., Roanoke, Va., and Atlantic City, N. J., are planning home shows as NHW observances.

### Screen models until ready

Over 20 builders are at work on brand new models for the Week, according to the San Diego Building Contractors Assn., which recommends the houses be screened from view with a fence or tent, while under construction "to whet the public's interest." A contest being considered calls for letters on "What I Like Best" about the display houses, with contestants required to visit all models.

It will be a "Tour of Homes" at Portland, Ore., with 40 builders, while 30 more will conduct a similar event at Tacoma, Wash.

Oakland, Calif., reports cities from San Jose to Sacramento will participate in their biggest Week, involving more than 200 builders.

Other big shows for which details are not yet complete include Long Island, N.Y., 500 houses; Indianapolis, 200; Kansas City, 120; St. Louis and Fort Worth, 100 each; Des Moines, 60; Denver and Salt Lake City, 50 each.

## Remodelers: don't overlook opportunity offered by National Home Week

► Editor Ed Gavin says:

"While National Home Week has always held great possibilities for pointing up the desirability of home improvement, this opportunity for remodeling contractors and retail lumber dealers largely has been overlooked.

"This year, through widespread interest engendered by Operation Home Improvement, there is almost an obligation on the part of remodelers and retailers to seize the opportunities in National Home Week.

"It isn't even necessary to have an improved house to show. An advertised invitation to the public from the remodeler to come in and view before-and-after photographs and plans, and emphasis on OHI should be effective.

"Special OHI advertising, exhibits, and perhaps educational programs in the lumber yard during National Home Week should pay off for the dealer.

"As to new homes, National Home Week this year should stimulate more sales than ever."

## Names make news

Three men designated as having done the most to encourage the use of modular measure in building were presented with awards May 14 at Los Angeles during the American Institute of Architects convention.

They included Leonard G. Haeger, technical director of Levitt & Sons, Levittown, Pa., and formerly NAHB construction director; Fred M. Hauserman, E. F. Hauserman Co., Cleveland, and H. B. Zackrison, engineering department chief, U. S. Army Corps of Engineers.

The American Standards Assn. presented the awards. Those honored were selected by a committee representing the sponsors of modular measure: AIA, NAHB and Producers' Council.



Haeger



Shoemaker



O'Hara



Schweitzer

Paul B. Shoemaker, vice president in charge of sales for Masonite Corp., has been elected president and chairman of Operation Home

Improvement, succeeding the late F. Stuart Fitzpatrick.

William A. "Bill" O'Hara has succeeded F. S. Sides as secretary of the National Mineral Wool Assn. He was formerly New York sales manager for Johns-Manville Sales Corp.

George E. Schweitzer was named president of the American Institute of Timber Construction at its annual meeting in Washington. He is vice president in charge of sales for Rilco Laminated Products, Inc.

Sterling Hardware Manufacturing Co., Chicago, has changed its name to John Sterling Corp., effective June 1.

John H. Hough, structural and agricultural engineer, has joined the technical staff of the National Lumber Manufacturers Assn.

## DICKERMAN'S COLUMN

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

### Mortgage money: spring thaw did not come through

The thaw in the money market, which many authorities had expected would take place in early spring, did not materialize. There is now a legitimate question as to whether there will be any loosening of the market sufficiently early to provide any real relief for the home building industry this year or, as a matter of fact, whether it will loosen at all in 1956.



Dickerman

As matters currently stand, the industry finds itself in the unpleasant position of one between the devil and the deep blue sea.

There has not been, and it is unlikely that there will be any abatement in the enormous demand for credit. New construction, for example, which has a voracious appetite for credit, has been at record levels during the early months of the year.

#### Rivalry for credit grows

Inventory accumulation, mostly of raw materials and semi-processed items, also has been increasing rapidly. And this, too, eats up credit in quantity. The only exception is in the field of consumer financing

where the drop in automobile sales has meant a reduced demand.

It is worth noting that this upward momentum is continuing at a time when savings have not been building up at a level needed to support all new investment. And nowhere, unfortunately, is this more true than in the savings and fund accumulations so important for home building. The net result of the intense competition for the relatively limited available investment money has been that it is both difficult and expensive to obtain, as every home builder can sorrowfully testify.

This situation, bad enough in its own right, has been aggravated by actions taken by the federal government to brake the demand for credit through the device of making it increasingly more expensive to obtain. The recent action of the Federal Reserve Board in increasing its rediscount rates is a notable example. The pressure generated by this increase has borne most heavily on the highly sensitive area of long-term mortgage credit, although I am confident that the home building industry was not, as it has been in the past, the primary target of this particular action.

General monetary controls, such as those presently at the disposal of the FRB, simply are not flexible

enough to hit only the sore spots where the corrective action is required. The effect is felt throughout the entire credit world and all too often falls hardest on those areas already in difficulty.

Thus the home building industry suffers both from the constantly increasing demand for credit and from the attempts to brake it. Now, what about relief?

#### Is relief in sight?

In an election year, such as 1956, it is both difficult and hazardous even to try to predict what, if any, steps an administration may take in the credit field. I'm not going to try. Obviously, the present booming business outlook generally points to further pressures on the money supply and on credit. Yet some authorities feel that the present administration may find it expedient in late summer or early fall to ease the situation and make credit more easily available.

I can only point out that if the latter step is taken it will then undoubtedly be much too late in 1956 to greatly benefit the home building industry which, I submit, has been doing a remarkable job in the face of these and other adversities in holding housing costs down.

## Women want more home individuality

Over 100 housewives in Washington at HHFA's invitation to plan their ideal moderate-price home, came up with as many answers, but expressed several distinct likes and dislikes for the industry to think about.

They wanted a home with "more space and fewer gadgets"; one with at least 1,200 square feet of floor area at a cost ceiling of \$15,000. To get it, they were prepared to give up, if necessary, the garage, separate dining room, den and utility room. But they insisted on three bedrooms, one and one-half baths, ample storage space and a family room closely related to the kitchen.

They condemned uniformity in planning, asked for a home with "individuality," both in exterior style and exterior arrangement.

They liked plots of at least 60x120, 30-foot setbacks, sidewalks with a grass strip separating them from streets, curved streets, five feet of closet length per person, easy-to-clean windows, rear kitchen, rear entrances with "mud room" and half-bath, back yard play and living space.

They disliked picture windows unless there is a view to look at (and not a neighbor's picture window), flat roofs, "archaic" bathrooms and builders who remove all trees.

As an aftermath of the meeting, the Plumbing Fixture Manufacturers Assn. sent a 34-part questionnaire to all delegates and plans to forward results to the plumbing industry, builders and government agencies.

NRLDA President Raymond A. Schaub said that lumber dealers would exhibit a home embodying the women's suggestions at the association's exposition in Chicago next fall.

FHA, said Commissioner Norman P. Mason, will "study carefully all of the recommendations."

## 14 builders start Russian trip June 15

A delegation of 14 American builders will begin a 30-day tour of the Soviet Union June 15 to inspect Russian housing, materials and techniques, according to Joseph B.

## Mortgages must cover appliances

AN EDITORIAL BY ED GAVIN

The only arguments that can be advanced against including appliances—specifically ranges and refrigerators—in a mortgage commitment are: (a) they may not last the life of the mortgage, and (b) they are not permanent parts of the structure. Neither will hold up or makes any sense.

Modern electric or gas refrigerators with reasonable care will last from fifteen to thirteen

years or more. With repairs, if and when they are necessary, these appliances will work indefinitely beyond the period of a mortgage. Now let's be consistent:

No one expects the exterior paint job or the interior decoration—paint and wallpaper—to last beyond three to six years, depending on the elements. Gutters and downspouts do not last unless periodically protected  
(Continued on page 302)

Haverstick, president of the National Association of Home Builders.

"We are looking forward to this visit," he said, "to inspect housing in the Soviet Union. It will round out the exchange of information undertaken when the Soviet housing delegation visited our country last fall as guests of NAHB and its affiliated local associations."

Earl W. Smith, NAHB past president, will act as chairman of the delegation. In addition to Haverstick and Smith, those invited to make the trip include John R.

Worthman, Fort Wayne, Ind.; Thomas P. Coogan, New York; Hans Heymann Jr., Bethesda, Md.; Arthur Oman, Norwell, Mass.; Carl T. Mitnick, Merchantville, N. J.; Harry A. Boswell Jr., Mt. Rainier, Md.; Edward A. Pratt, Royal Oak, Mich.; Martin L. Bartling Jr., Knoxville, Tenn.; Irving C. Jordan, Los Angeles; August Rahlves, Oakland, Calif. and H. Louis Hill, Dallas.

Robert F. Loftus, NAHB public relations director and Vladimir Pojidaeff, interpreter, Mount Kisco, N. Y., also will make the trip.

## DEALER'S VIEWPOINT

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

## Request for more space inevitable

The request for more space in new homes, voiced by the housewives who attended HHFA's Women's Housing Congress in Washington, should not have come as a surprise to anyone. It was inevitable.

The dearth of closet and storage space and the lack of privacy in smaller homes, especially in those one-story homes built without basements, creates family problems that cannot be solved easily after the home has been completed. Yet,

two or three feet added to the length and width of a house when it is constructed cost so little more and provide so much more comfort and livability.

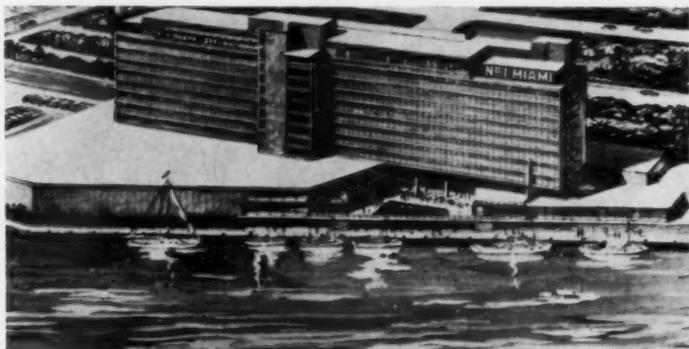
The women wisely said, in effect, "We can't go out and buy closets and family rooms after we move in the house, the way we can buy appliances and gadgets, so let us start with the space we need from the beginning. Then we'll add the extras as our incomes permit."

All of the 110 women attending the Congress were mothers with young children, who have seen the space problem growing in intensity

(Continued on page 275)



Northup



**SOUTH FLORIDA SHOWPLACE:** DuPont Plaza Center

### Miami's new three-way structure to feature big building center

A 100,000 square foot building products bureau, an office structure of similar size and the 301-room DuPont Tarleton Hotel will all be under one roof in the DuPont Plaza Center for which ground was broken last month in downtown Miami, Fla.

Estimated to cost \$10,000,000, the 14-story building will extend 625 feet in length and 225 feet in width at its broadest point. It will have a 985-foot frontage on Biscayne Bay at the foot of Biscayne Blvd.

The first unit of the structure, the Architects Bureau of Building Products, is scheduled for completion next January, with room available for display of "thousands" of products.

The project is being created by a group of Miami businessmen, including Charles C. Drake of the J. Y. Gooch Co., builder; Frank H. Shuffin and John Edwin Peterson, architects; Perrine Palmer, former mayor; Albert and Walter Jacobs, hotel men; Irving Somers and Clinton T. Wetzel.

Of poured concrete construction, the building will rest on a foundation of 4,000 concrete piles. It will have a common entrance to all three segments. The building products section will house the International Architects' Club, national and South Florida offices of the American Institute of Architects and the Association of Interior Decorators. There will also be an auditorium with closed circuit television facilities for convention use and part of the space will be three stories in height to accommodate oversized displays.

Other features: underground park-

ing facilities, large swimming pool, 750-seat banquet room, 400-seat cocktail lounge and roof garden. ●

#### Retirement: big business

In Florida, they're saying that building has surpassed the tourist business as the state's number one industry. One reason is the growing interest in retirement centers.

Ira A. Hotchkiss, Detroit builder who joined with Jay I. Kislak of the J. I. Kislak Mortgage Co., Miami, to buy 40 square miles of cattle and citrus land near Cocoa, is working on plans for a potential 30,000 homes, which would make it the nation's largest development. The site is on the east coast about 65 miles below Daytona Beach. Hotchkiss expects the homes will be in the \$7,500 range, including half-acre lot. In addition to retired couples, the potential market includes several thousand workers at two nearby Air Force installations.

Another king-size tract, 18 square miles between Fort Pierce and Stuart, has been purchased by a syndicate including William N. Kiplinger, publisher of the Kiplinger Letter, Washington, D. C., and George T. Dyer, financier and developer at Palm Beach and Egg Harbor, Wis. Ambitious plans for a completely integrated modern city include two 1,000-acre tracts to be set aside for retirement centers, one for a labor union, the other for a large industrial firm.

Samuel H. Herron and Thomas H. Ennis, who acquired about 1,400 acres last fall south of Venice on the

Florida west coast, have started to improve a 220-acre section. Their target: 3,000 homes for the retirement market within three years. ●

#### New Orleans HBA building

Gurtler Hebert Co., Inc., is erecting the new headquarters of the HBA of Greater New Orleans, due to be opened during National Home Week. It's at 1639 Gentilly Blvd. The association auxiliary has a new president: Mrs. Albert Saucier Jr.

One of the first 1957 home show announcements comes from the HBA of Metropolitan Washington. The February promotion will be headed by Carl MacCartee, with Wallis Gardella as vice chairman.

Roofing and Sheet Metal Contractors Assn. of Georgia has adopted a new, even longer, name: Sheet Metal, Roofing, Heating, Air Conditioning Contractors Assn. They call it "SMERO HACCA" for short. ●

#### Fishy, but true

Top fish tale of the year to date stars the wife of Walter Tally, Atlanta builder, at Acapulco, Mexico. Edward P. Miller of Tacoma, Wash., another winner in the NAHB-Minneapolis-Honeywell Acapulco Derby, tells the story:

"When she had a big sailfish nearly to the boat, the line broke and the fish started away. One of the Mexican boys in the boat crew, without a moment's hesitation, jumped overboard, grabbing the broken end of the line. He held onto the line as the big fish towed him along, until the boat could turn around and catch up with him. Then he climbed aboard, tied the broken ends of the line together and Mrs. Tally proceeded to land her fish! Hard to believe but husband Walter has a complete movie record of the entire proceeding."



**MAYOR 'PLUGS' SHOW:** Mayor Allen Street hands proclamation of "Greater Oklahoma Home Show Week" to Sylvanus G. Felix, Oklahoma City HBA president.



*Clear sailing with this children's  
bathroom idea by*

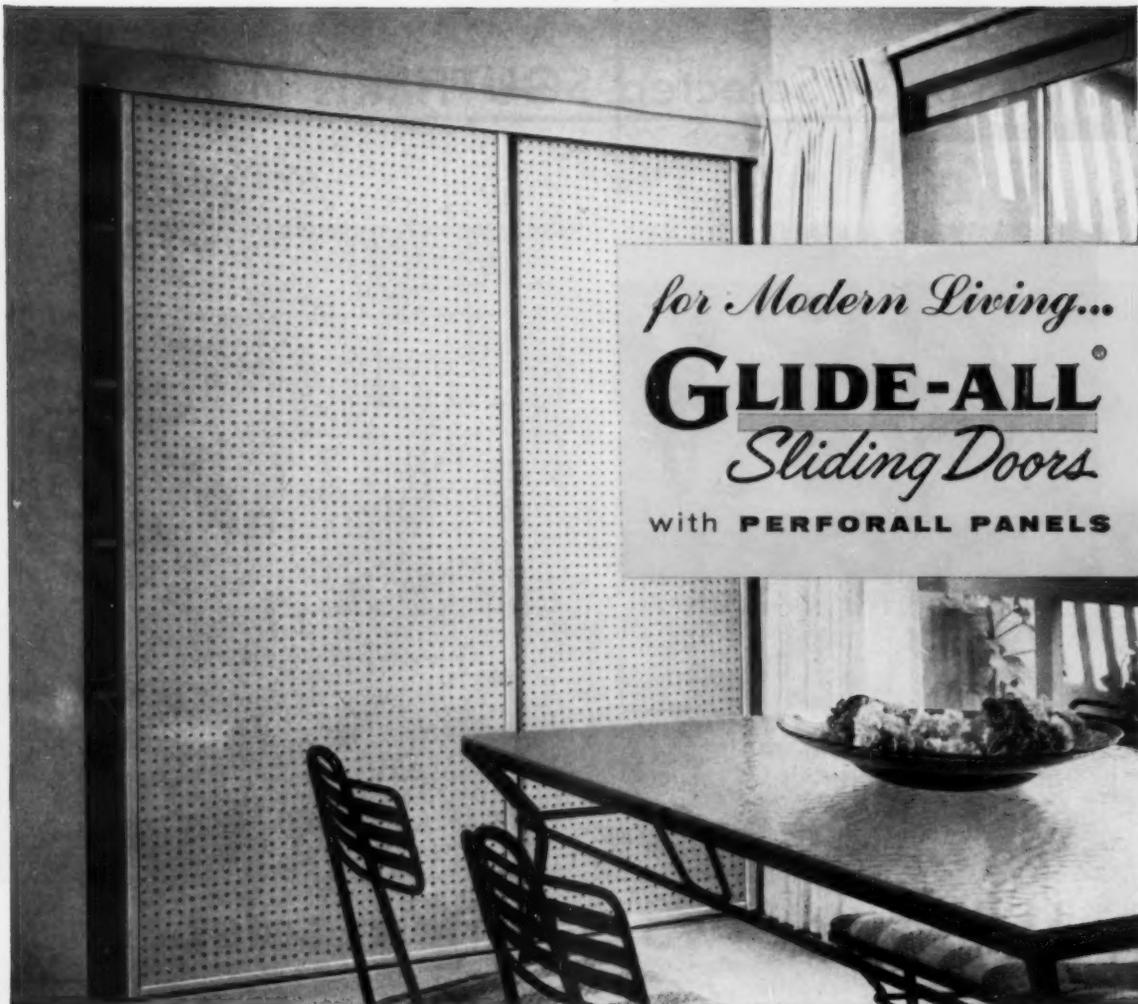
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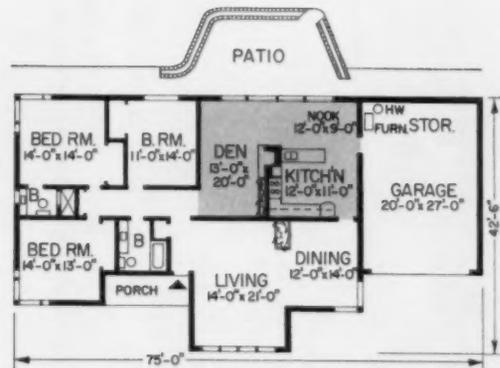
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**IN TULSA: PATIO ORIENTATION**



**BUILDER W. D. ARMSTRONG'S** fondness for sandstone (imported from Arizona) is seen in his Tulsa, Okla., house. He likes his stone heavily mortared but evenly cut, takes it inside as well as out, uses it in planters and patio.



**ARMSTRONG PLAN** puts U-kitchen toward center of house, with bedrooms on one side, garage on the other. Two distinct dining areas are provided; also a large den or family room. Price of house: \$27,500; area: 2,000 sq. ft.

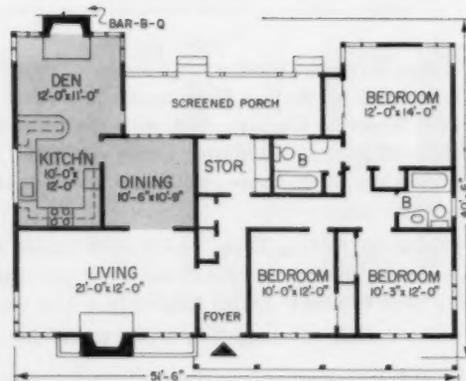
**FROM ISLAND SINK** the housewife can serve or wash dishes with minimum of steps. Massive used-brick fireplace facing into den has built-in oven and extra storage space underneath. U-kitchen has uninterrupted view of patio.

## U-kitchen: two Southern solutions

**IN CHARLOTTE: DEN-PORCH DINING**



**BOARD AND BATTEN** exterior, front and rear fireplaces, mark this as a strictly Southern styled house. Builder is Holland-May Construction Co., Charlotte, N. C. Also strictly Southern are the two porches, with one screened.



**HOLLAND-MAY HOUSE**, the Devonshire, is strongly traditional in entrance hall and separate dining room. U-kitchen puts sink under window overlooking side yard. Den fireplace does double duty by serving as outdoor barbecue.

**PINE-PANELED H-M** kitchen has snack bar at one side of U-kitchen, is equipped with Westinghouse appliances, Marsh cabinets, Chrysler air conditioning. Price of house, including air conditioning and appliances: \$19,500.

the MONTH for June



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Type AC-1PK. List Price \$1.87

Single TV socket for one antenna lead-in & matching plate for double convenience outlet. Complete with TV plug. In brown or ivory. Other types also.

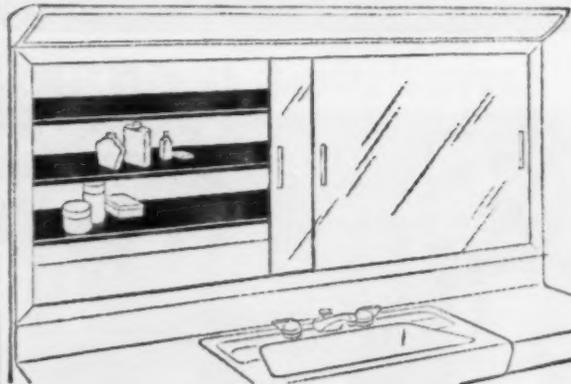
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almost vanishes  
into modern walls



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DECRO-STAT lid comes in brushed stainless finish, can be painted to match wall

Lid can be wallpapered to match wall

Showing brushed stainless spring lid open to adjust temperature setting

# Six reasons why G-E built-in



CANARY  
YELLOW

TURQUOISE  
GREEN

WOODTONE  
BROWN

PETAL  
PINK

CADET  
BLUE

## 5 Mix-or-Match colors

California builder sold 132 homes in 22 days. He writes "G-E built-ins and color did it." The response to these \$13,500 to \$17,500 homes at West Covina is one of dozens of examples of how colorful General Electric ranges help close the sale for builders.



"General Electric appliances are selling our homes" comes the enthusiastic report from 7 builders in the Chicago area. Here is a canary yellow General Electric built-in range in a Brynhaven Happiness Home. It styles up the kitchen, makes selling the rest of the house easy.



"Out of 36 homes, 30 ordered built-in ranges" wired salesman of Currey—a successful Denver, Colorado development. "And," he adds, "only one specified white." Home builders coast to coast agree G-E built-in ranges are selling homes almost on the strength of the kitchen alone.

# ranges belong in your kitchens

**Mix-or-Match colors** give the range and its surroundings an expensive "decorator" look that helps attract prospects. Ovens and surface units are also made in satin chrome and stainless steel.

• **Easily installed.** Surface unit assembly fastens with a few thumb screws.

• **Spacesaving** G-E built-ins don't take space for separate broiler. So they allow more storage room.

**Twin oven-venting system** keeps cabinets and walls from streaking.

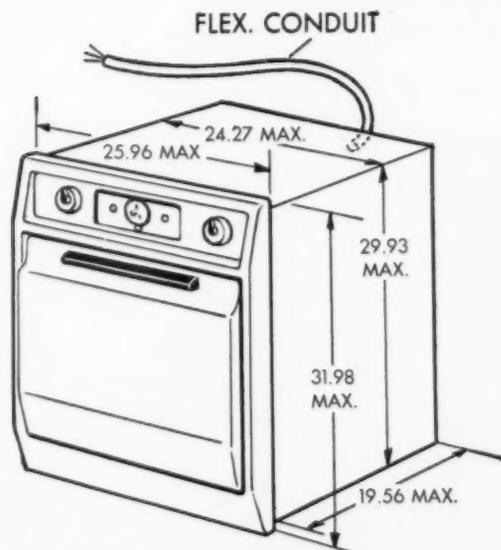
**Popular with women.** 55 out of 100 questioned said they believe General Electric makes the best appliances.

**More features.** Pushbuttons, big wide-opening ovens. "Focused Heat" broilers. Four widely spaced top units. For details write to General Electric Company, Appliance Park, Louisville 1, Kentucky.

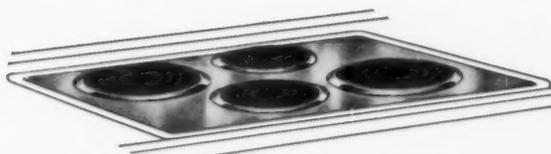
## NO OTHER BUILT-IN RANGE HAS ALL THESE FEATURES

### Easiest built-in ranges to install!

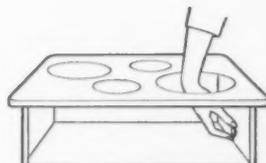
Oven installs easily with only one rough-in opening in a 27-inch cabinet or is made to fit (and made to match) General Electric Cabinets. Put oven at any height, practically anywhere in the kitchen. And you can build luxury sales appeal into your homes by installing a pair of General Electric built-in ovens, above each other or side by side.



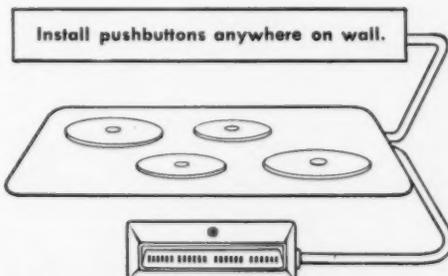
**Same wide 21-inch oven** as General Electric uses for all its ranges. Holds a huge meal. Lined with eye-catching "starlight" grey enamel. Calrod® bake units and "Focused Heat" broiler are enclosed. No old-fashioned open coils.



**Install cooktop in minutes.** Sealed-tight, sink-rims installation in a 36-inch base cabinet lets you mount cooking surface flush with countertop. The whole surface unit assembly drops neatly and quickly into place.



**Simply reach through to fasten.** Counter gripper thumb screws give easy, "stand up" installation—cut installing time in half.



**Multiple-position pushbuttons** can be mounted in front of cooktop cabinet, or in any back wall position. Switch box fits between studs on 16-inch centers. Special plug permits installation in the wall without disconnecting surface units.

GENERAL  ELECTRIC

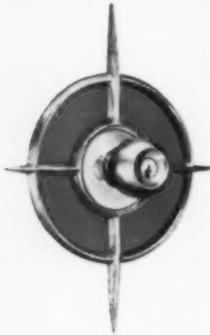
first  
touch  
of  
Quality



Imperial escutcheon shown with Tulip design lock.



**MANHATTAN** design open-back escutcheon, 8" x 4 1/4". Background is wallpaper cut to size and applied to door. Shown with Tulip design lock.



**CONTINENTAL** design open-back escutcheon, 11" x 8". Colored background is paint applied to door. Shown with Saturn design lock.

**FIRST IMPRESSIONS ARE LASTING . . .** that's why many volume builders today are using original Schlage entranceway designs . . . combining modest cost and house-to-house versatility with striking eye appeal. Characteristic of Schlage's practical, progressive designs, two new open-back escutcheons — the Manhattan and Continental — introduce a welcome "color-accent" to help individualize homes . . . create an even wider design selection for every taste and budget. But whatever the style, function or finish you select for your homes, you can always count on Schlage quality.



**COMPACT TOOL KIT CUTS LABOR COSTS**

For new construction or remodeling jobs, Schlage's tailor-made kit lets your carpenters handle Schlage wood-door installations quickly and easily — contains all the tools necessary for handy and accurate lock installation! For complete information on Schlage lock installations, write for Installation Tool Book #625Y-6

Send for New "Lock Fashions" Brochure #651Y-6 For attractive suggestions in doorway decoration and colorfully illustrated applications of Schlage residential lock and escutcheon designs, write today for this handsome 4-color, 12-page brochure.

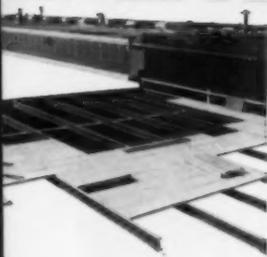
**SCHLAGE**

**SCHLAGE LOCK COMPANY**  
SAN FRANCISCO • NEW YORK • VANCOUVER, B. C.  
Address all correspondence to San Francisco



## 1. BUILDING . . . to help you build

Construction has progressed rapidly since this picture was taken at the new Armstrong plant in Macon, Georgia. Not only is the building under roof but machinery is being installed to produce increased supplies of Armstrong Temlok Roof Deck, Temlok Sheathing, and Cushiontone . . . building materials that add value while cutting costs of your '56 homes. Turn the page for a report on one of these modern materials.



## 2. PRODUCTION OF TEMLOK SHEATHING TO BE INCREASED

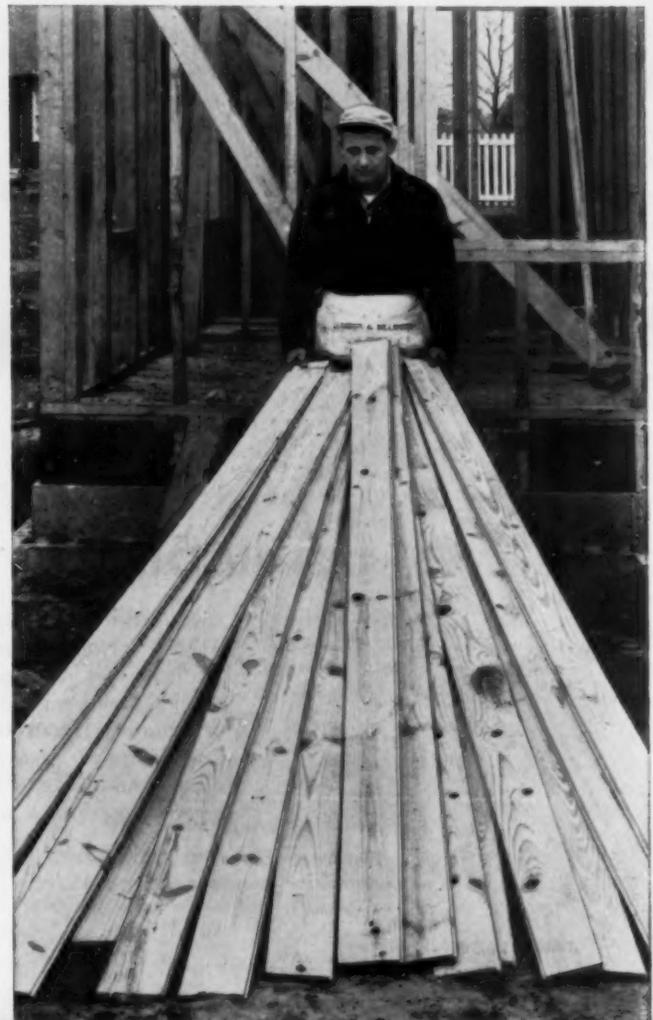
It won't be long until you can be supplied with more Temlok Sheathing. The new production facilities in Macon will soon be turning out a greater quantity of this popular building material that helps you build faster, easier, and more profitably. More and more builders are using Temlok Sheathing to add extra strength and insulation value to their houses.

## 3. MUCH EASIER TO HANDLE THAN WOOD

Temlok Sheathing comes neatly wrapped in kraft paper—six 2' x 8' x  $\frac{5}{16}$ " boards to the package. This means each time a carpenter handles a bundle of Temlok, he's moving 96 square feet of sheathing. Compare this to grappling 96 square feet of lumber. Removed from the package, individual Temlok boards are easy to handle, fast to install, and strong and durable on the job.

One easy-to-handle package covers  
96 square feet of wall area.

To cover same area with wood, carpenters have  
to carry 16 boards 1" x 6" x 12' long.



#### 4. CUTS LABOR TIME 35%

Each time carpenters nail a piece of Temlok to studs, they sheathe 16 square feet of wall area. They also do much less sawing and fitting . . . pound fewer nails . . . and eliminate building paper. Two men can sheathe an average house in one day, compared to a day and a half with wood. And Temlok waste is only 1/4 that of wood.



#### 5. COMPLETELY WEATHERPROOF INSIDE AND OUT

Rainstorms won't hold up construction schedules because Temlok's exclusive Rain-Shield® finish sheds water. Your crew can resume work almost immediately after the storm. The board is asphalt-impregnated to protect it even after cutting. There's no stickiness to gum up saws and hands.



#### 6. GIVES CUSTOMERS TIGHTER CONSTRUCTION

Explain Temlok's insulating value when you tell prospects about heating or air conditioning. Emphasize how Temlok cuts down heat loss through walls, saves on heating bills . . . and how Temlok reduces cooling costs by keeping heat outside in summer.

*Free booklet on how to build with Armstrong Temlok Sheathing.*  
Write Armstrong Cork Co., 3506 Rider Avenue, Lancaster, Pa.



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**Armstrong** BUILDING MATERIALS

Temlok® Roof Deck

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**ASPHALT AND ASBESTOS BUILDING MATERIALS**

For more information, ask for American Thatch folder #1343—Write the RUBEROID CO., 500 Fifth Avenue, New York 36, N. Y.



# WOW!



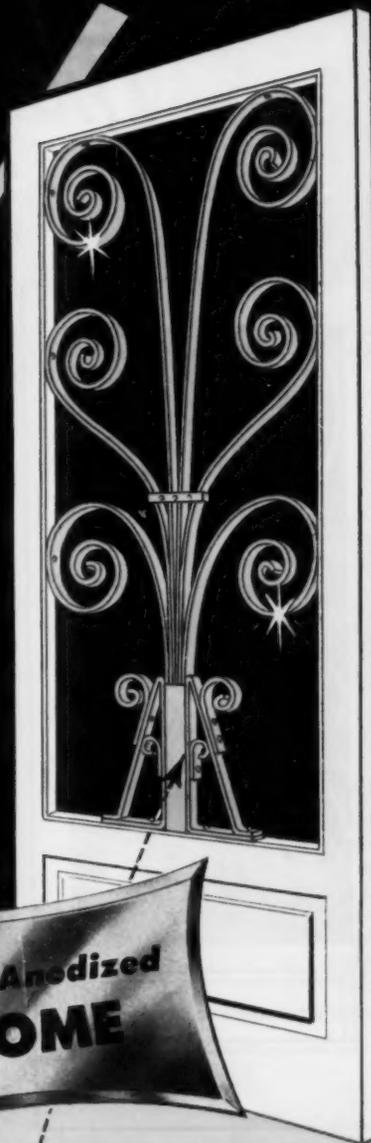
## FITS-ALL

*Adjustable*

### SCREEN DOOR GRILLES

*Now come in*

### *3 exciting finishes*



**ALBRAS Anodized  
BRASS**

**ALBRIGHT Anodized  
CHROME**

*Silvery Satin*  
**ALACROME**

**Striking New  
Beauty**

**FITS-ALL NO. 8**

This graceful grille adds beauty to any screen door. designed to fit all standard doors and adjustable to many others. Packed in individual, colorful display carton with full instructions and necessary screws. Available in 3 finishes.

**Never rusts - never dulls - never tarnishes**

America's most beautiful screen door grilles are now available in three exciting, lifetime finishes that give them new eye-appeal and new sales appeal! ALBRAS Anodized Brass . . . ALBRIGHT Anodized Chrome . . . Silvery Satin ALACROME. These permanent finishes will never rust, never tarnish, never dull, never chip. They stay everlastingly beautiful. Never before have you been able to choose from such a complete line of M-D adjustable screen door grilles in so many beautiful, enduring finishes.



**MACKLANBURG-DUNCAN CO.**

P. O. BOX 1197 - OKLAHOMA CITY 1, OKLAHOMA

SEE  
NEXT 2  
PAGES



# These Beautiful



# Now Available in ...

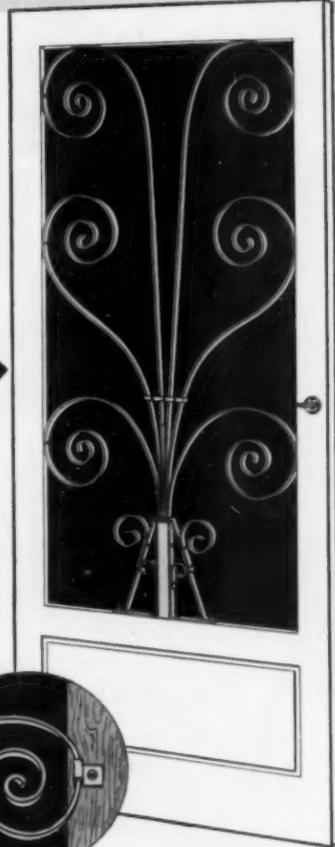


## ← FITS-ALL No. 5

Gracefully designed, yet fully adjustable for nearly all standard size screen doors. Easily installed on wood or metal combination doors. Each grille packed in attractive individual carton with complete instructions for installing and suggestions on how to arrange scrolls. Available in three finishes.

## FITS-ALL No. 8

Another new grille that is selling like hot cakes. Features M-D's patented "flower-pot" style holder which makes it easy to install and adjust this popular grille on nearly all standard size screen doors. Individually packed in colorful carton with complete instructions and screws. Available in three finishes.



### Surface Clamps Included

Surface clamps are furnished FREE with Grilles No. 5, FS, 8 and 9. These clamps make it easy to install grilles on the surface rather than between stiles. Simply place clamp over each scroll as shown at right.

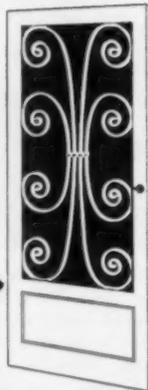


## ← FITS-ALL No. S6

This striking grille is an All-American favorite. Graceful in design and available in three finishes. Easily installed and fully adjustable on standard size screen doors. Packed in individual colorful carton with full instructions and necessary screws.

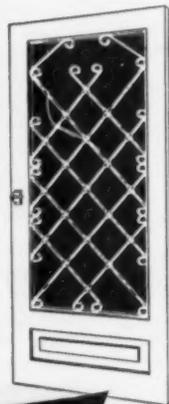
## FITS-ALL NO. 9

This graceful grille adds beauty to any screen door, designed to fit all standard doors and adjustable to many others. Packed in individual, colorful display carton with full instructions and necessary screws. Available in 3 finishes.



## FITS-ALL No. FS

Here is a popular grille that provides full protection for full-size panel screen doors. Fits-All No. FS can be adjusted to fit doors from 22" to 30" wide, and from 75" to 55" high between stiles. Available in Anodized Brass, Anodized Chrome and Alachrome finishes. Packed 6 grilles to a carton.



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BRASS**

A rich-looking, brilliant finish.  
Never rusts, tarnishes or dulls.

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A bright, everlasting finish.  
Never rusts, tarnishes or dulls.

**Silvery Satin  
ALACROME**

A beautiful soft, silvery satin  
finish. Will not rust, tarnish  
or dull.



## FITS-ALL No. 1

Instantly adjustable to all screen doors. Accordion-like action permits expansion from 16" to 30 3/4" in width; between stiles and from 40 1/2" to 30 3/4" high. Squared up size is 30 3/4" x 30 3/4". Packed 12 to carton, screws furnished.

## FITS-ALL No. 3

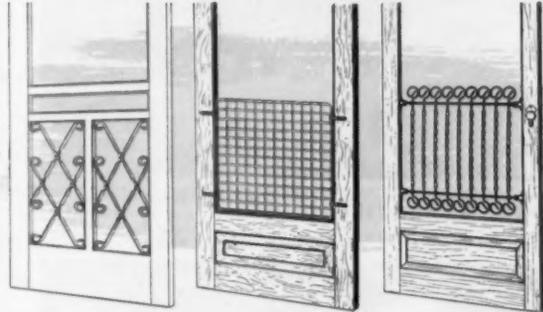
For lower section of door with cross-bar. Fully adjustable from 14" wide and 32 1/2" high between stiles to 25" wide and 25" high between stiles. 12 to carton.

## FITS-ALL No. 4

For upper section of doors. Adjusts from 19 1/2" wide and 34" high between stiles to 33 3/4" wide and 20 3/4" high between stiles. Packed 12 to carton.

## FITS-ALL No. 7

Adjusts from 14" wide and 33 3/4" high between stiles to 26" wide and 26" high. Squares up at 26" x 26". Packed 12 to carton.



## FITS-ALL No. 2

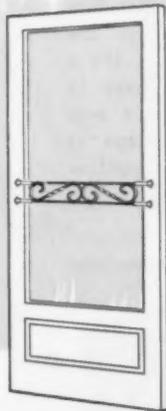
For doors with divided sections. Each side adjusts from 13" wide and 19 3/4" high to 14 1/2" wide and 17 1/2" high. Packed 12 pairs to carton.

## M-D MESH GRILLE

Interlaced ribs form strong protection for screen. Available for 32" and 36" doors. Packed 6 or 12 to carton.

## NU-WAY GRILLE

Easily installed on doors or as window guards. Fits 30" and 32", 36", 42" doors. Available in steel black enamel or in aluminum with all 3 finishes.



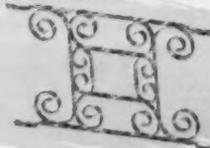
## M-D PUSH GRILLE No. 4

An expensive, graceful push grille 4" high for either 32" or 36" doors. Available in all 3 finishes. Packed 12 to carton.



## M-D PUSH GRILLE No. 6

Another handsome, low-priced push grille for aluminum or wood doors. 6" high for 21", 23" and 27" insert panels and for regular 32" or 36" doors. Packed 12 to carton.



## M-D PUSH GRILLE No. 15

A graceful addition to any combination door—wood or metal. 16" high for either 32" or 36" doors. Packed 12 to carton.



## M-D PUSH GRILLE No. 16

Made especially for combination doors—wood or metal. 15" high for 21", 23" and 27" insert panels and for regular 32" or 36" doors. Packed 12 to a carton.



# MACKLANBURG-DUNCAN CO.

P. O. BOX 1197 - OKLAHOMA CITY 1, OKLAHOMA



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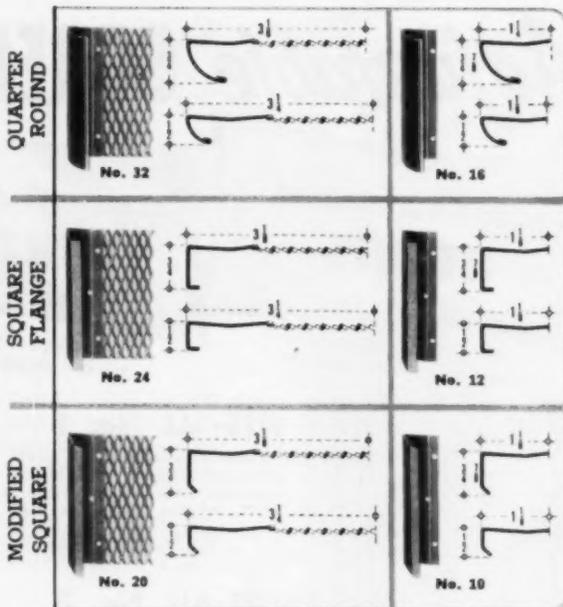
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Demand Grade-Marked Southern Pine . . . more and more the choice of thoughtful new-home buyers



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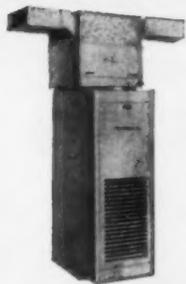


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**THIS IS YOUR CHANCE** to sell more wire fabric, and

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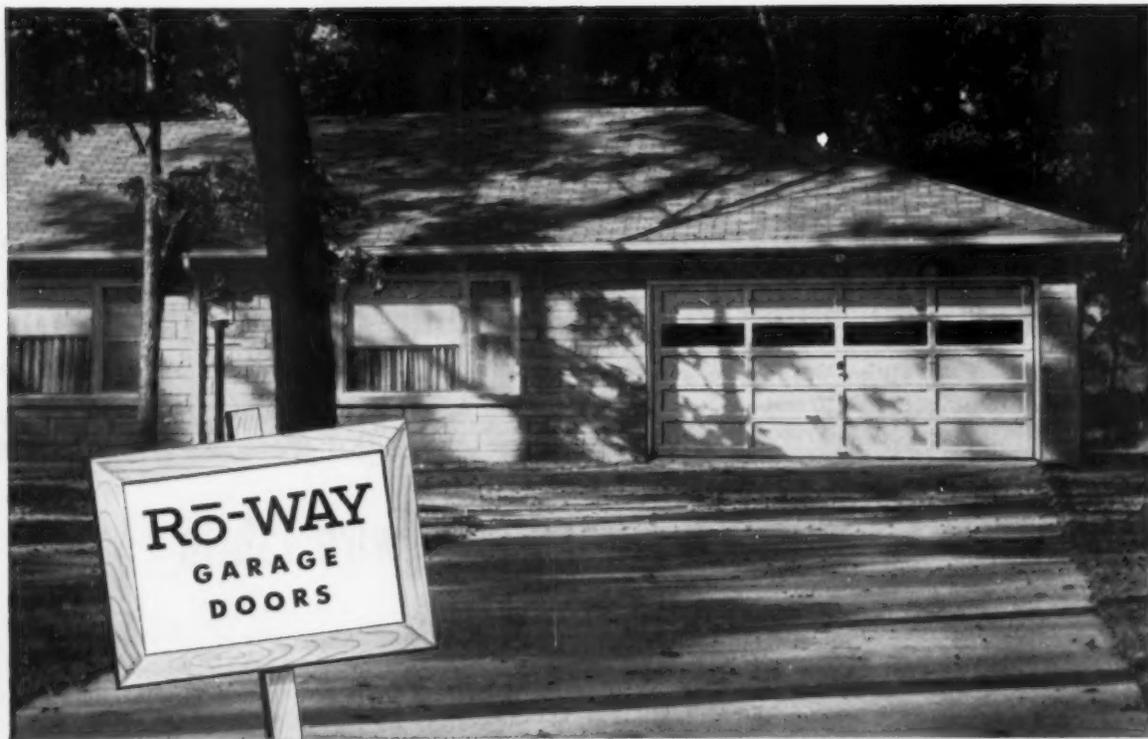
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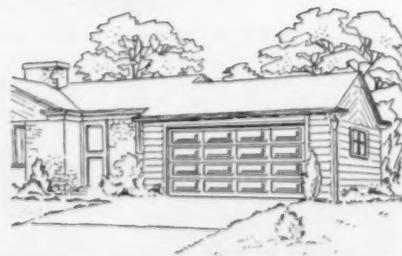
Two favorable impressions are better than one. And that's how Ro-Way garage doors can help you sell homes.

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- COMPLETE PROTECTION
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- AN EXTRA ROOM



Nationwide sales and installation service. See your classified telephone directory for nearest Ro-Way Distributor.



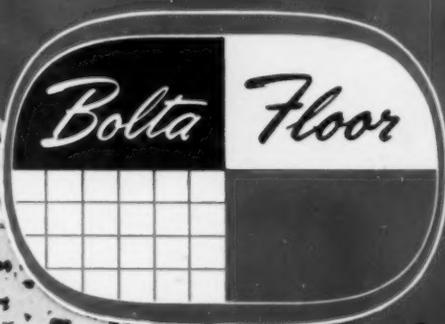
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For Genuine Beauty . . . specify  
 new "TERRAZZO" pattern



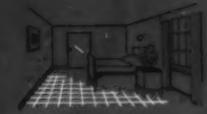
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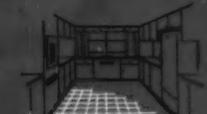
Here is the rich, authentic beauty of old-world terrazzo—in wonderful, modern, "soft-to-the-step" Bolta-Floor vinyl tile! Bolta-Floor is a high-content, *homogeneous* vinyl floor tile that assures longest wear and lowest possible maintenance costs. Bolta-Floor will keep its gleaming beauty through years of hard use!

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Don't settle for less! Get the *genuine* beauty of new Bolta-Floor "Terrazzo."



HOSPITALS



HOMES



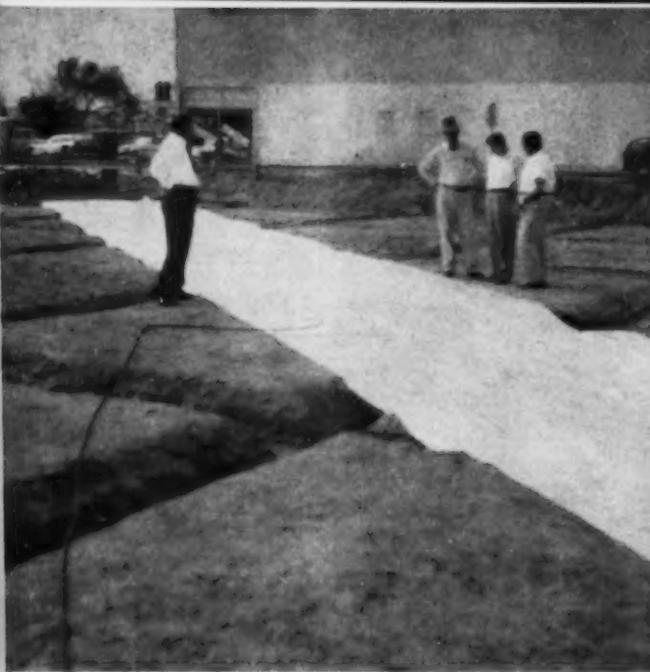
THEATRES



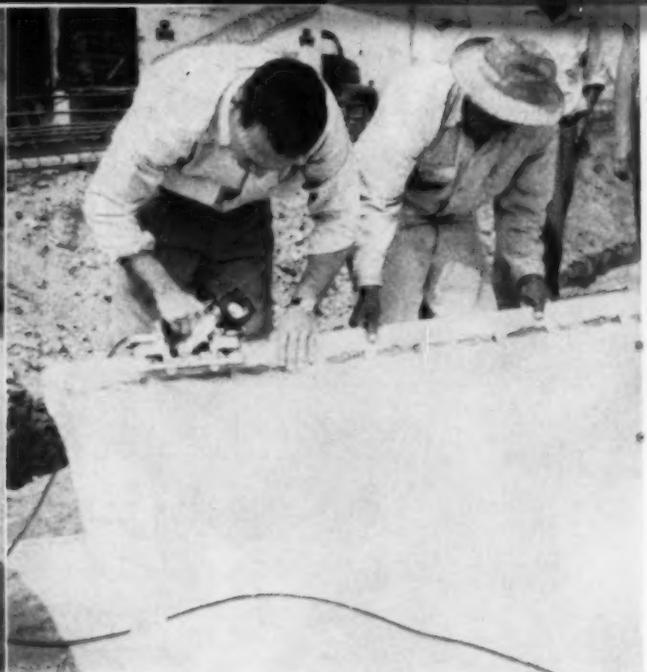
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**P**olyethylene moisture barriers are tough and long-lived . . . go in fast with a big saving.

Today, more and more architects and builders are turning to film made of **BAKELITE** Brand Polyethylene for a variety of moisture barrier applications. Polyethylene film is very light in weight, requiring fewer men for installation. Flexible in the most extreme cold, it is tough, unaffected by chemicals and easily sealed by

heat, staples or tape. This application, developed by The Visking Corporation, is ideal for waterproofing almost everywhere . . . for protecting materials and equipment from weather . . . even for dustproofing in walls and subflooring.

Why not find out about using film made of **BAKELITE** Brand Polyethylene in your next building? Your building supply dealer has complete information, or write Dept. QE-5.

*It pays to specify  
film made of*



**BAKELITE COMPANY**, A Division of Union Carbide and Carbon Corporation **UCC** 30 East 42nd Street, New York 17, N. Y.

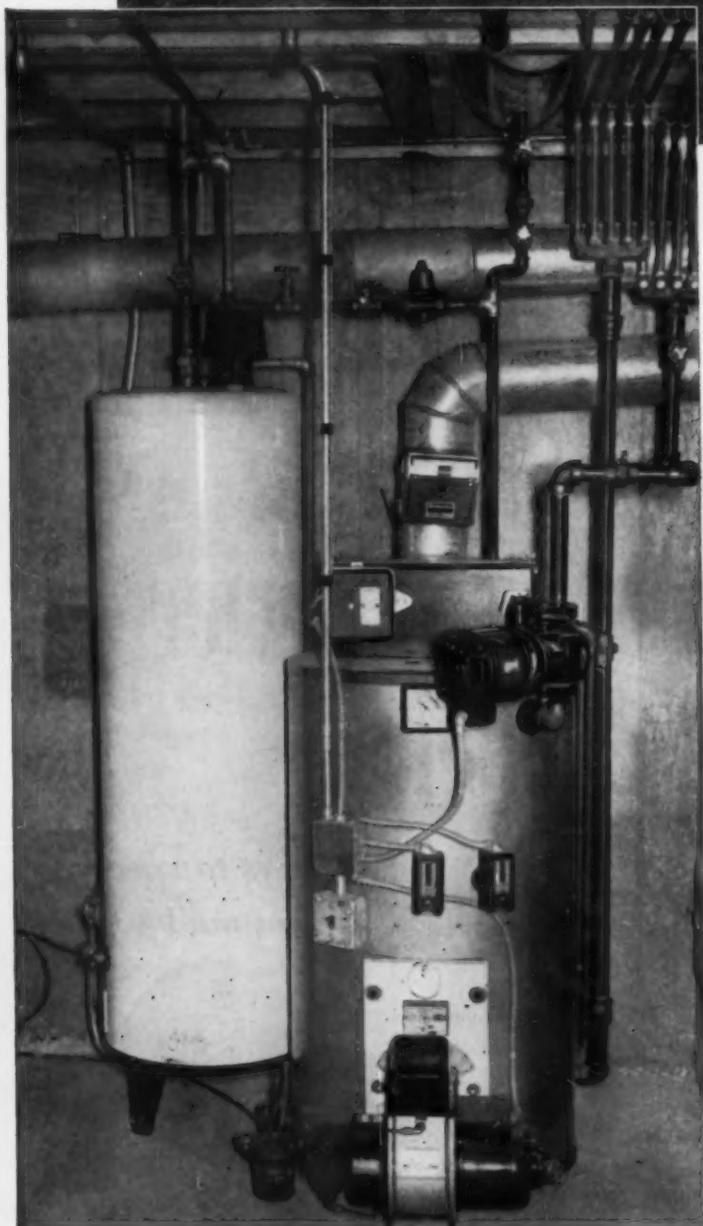
The term **BAKELITE** and the Trefoil Symbol are registered trade-marks of UCC

# Why are so many builders



*Typical homes in Hillcrest and Country Gardens housing development, Prospect Heights, Illinois. Approximately 300 homes will be built, equipped with B&G Hydro-Flo Systems.*

**Builders: Ehler and Wenberg, Prospect Heights, Illinois**  
**Architect and Engineer:**  
**Jack Wenberg, Prospect Heights, Illinois**  
**Heating Contractors:**  
**Reliable Heating Company, Park Ridge, Illinois**  
**Plumbing Contractors:**  
**Corra Plumbing Company, Des Plaines, Illinois**



*The heating plant in Ehler and Wenberg homes takes a minimum of space.*

The "sold" sign on your homes is the result of many factors...good architecture...convenience features...known brand appliances...functional excellence.

You can add to these another sales appeal which lifts your homes out of the commonplace class—gives them a *quality touch* impressive to every prospect. The B&G *Hydro-Flo* System enables you to make a *key selling feature* of equipment you may have previously dismissed with the brief statement, "This is the heating plant." It adds another convincing reason why your homes offer more value for the buyer's money.

Greater comfort and convenience can't be bought at any price, yet the advantages of the B&G *Hydro-Flo* System are within the cost range of the modest home. This system permits you to offer not only the best in heating, but an option of additional benefits, such as summer cooling and snow melting. These features can be built-in originally or added as the owner's budget permits.

The B&G *Hydro-Flo* System is virtually a lifetime installation—no frequent repairs and replacements. That's why *Hydro-Flo* equipped homes command better mortgage terms—greater resale value.

For further information, call your local B&G Representative or write to the factory.

switching to

# B & G *Hydro-Flo* SYSTEMS?

...because only water offers the sales appeal of  
**ALL FIVE**



### HEATING

Radiant, draftless warmth, controlled to match the weather, produced at low cost.



### COOLING

Separately engineered to more accurately answer the differing problems of heating and cooling.



### SNOW MELTING

Water in pipes is the only practical method to convey the heat needed to keep sidewalks and drives clear of snow and ice.



### B & G BOOSTER

...key unit of the  
**B&G Hydro-Flo System**

This electric pump circulates water for heating the house in winter, cooling it in summer and for snow melting panels. The B&G Booster has a solid reputation for quiet, dependable and long-lived operation...that's why over 2,000,000 units have been sold to date!



### YEAR 'ROUND HOT WATER

The same boiler that heats the house can be used to heat an ample supply of summer-winter hot water for kitchen, laundry and bath.



### ZONING

Easy to divide the piping system into zones for better temperature control and fuel economy.



## BELL & GOSSETT

C O M P A N Y

Dept. EJ-11, Morton Grove, Illinois

Canadian Licensee: S. A. Armstrong, Ltd., 1400 O'Connor Drive, Toronto, Canada

\*Reg. U.S. Pat. Off.



## An ornamental ceiling at minimum cost

Because Homasote is different — truly modern ceiling designs are now possible. They give the home new interest and new sales appeal. They are fast and easy to build — and at a far lower cost than with any other materials.

Homasote is different because it combines so many quality features in one material. Homasote Big Sheets produce almost any type of ceiling design with only four or five pieces. These attractive panel effects — which sell themselves for their beauty alone — have the strength, insulating value, and sound-deadening qualities always associated with Homasote. And the Homasote Handbook gives the **know-how**.

In the Handbook, the section on ceilings shows the pattern above illustrated (plus a dozen others!) — and tells in detail how to build them.

This is only one of many subjects. 46 years' experience in the making of quality materials are behind this book. Here are the right answers to 100 construction problems — of value to every architect, builder, and dealer. The Index gets your answer.

We are proud of this book, and have confidence in its basic value. May we send you a copy, without cost or obligation? Kindly address your inquiry to Department F-5.



**HOMASOTE** COMPANY  
TRENTON 3, NEW JERSEY



"In the Wall"

## Sliding Door Frames

Increased liveable floor space is an important reason for making "Every Interior Door a Sliding Door." When you specify Nordahl you assure lifelong, trouble-free operation for your buyers. Important, too, it saves you money: No service problems, Reduced labor costs, and Less materials! Nordahl sliding door frames literally open doors to more spacious living.

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*Feather & Glide*  
**Wardrobe Hardware**  
Conveniently packaged in complete kits, Nordahl Wardrobe Hardware is trouble-free and easy to install. Available in lengths up to 16' and for all door thicknesses.

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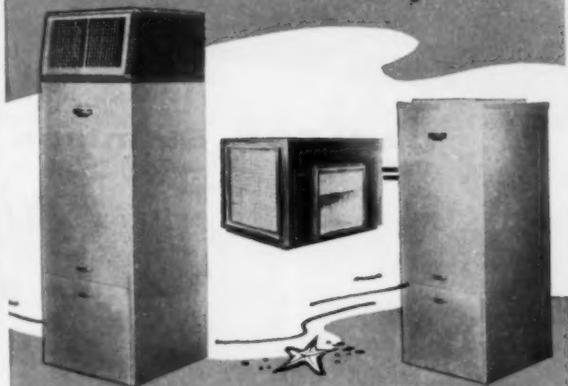
SEASIDE COOL



*Airline*  
BORG-WARNER

## AIR CONDITIONERS

This time o' year, the weather's your best salesman. Just imagine a prospective home owner walking out of the hot sun into the Airline coolness of one of your homes. What a selling point! There's an Airline Air Conditioner . . . either water-cooled or air-cooled . . . to fit every residential need. And Airline Ingersoll equipment is backed by the magic selling name, Borg-Warner.



AIRLINE Water-Cooled

Airline water-cooled equipment adapts itself to free-standing operation with efficient diffuser plenum, separate ductwork or ductwork common with heating equipment. Remote highside design allows installation of compressor - condenser in separate location, where remote operation is practical.

AIRLINE Air-Cooled

Where air-cooled operation is more economical, Airline offers a combination of keenly-engineered equipment to fit every need. Shown here is a remote condenser with compressor-evaporator-blower combination ready for attachment to ductwork. Remote highside operation allows flexibility of evaporator location in furnace plenum or ducts.

*Airline* Water-cooled and Air-cooled Air Conditioners in two, three and five-ton sizes.



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*that luxurious custom look*

**without a penny's extra cost!**



**CARLTON SINKS  
HAVE STILL OTHER  
ADVANTAGES**

Don't forget to tell your prospects about Carlton's straight side walls that hold up to a gallon more water; how the narrow center wall reduces splash from a swinging faucet; how the Carlton's special rubberized undercoating hushes dish clatter and reduces garbage disposer noise to a gentle purr.

The selection of the right sink for a new or remodelled Kitchen is often the difference between making and losing the sale. That's why Carlton Stainless Steel Sinks are in such demand. Costing not a penny more than most ordinary cast iron sinks, they offer housewives *extra exclusive advantages*. Such features as Carlton's exclusive sparkle finish that actually *improves* with use; no surface enamel or plating that can chip or crack; no chance of rust or stain. Keeping a Carlton Stainless Steel Sink spotlessly clean is as easy as washing a glass! . . . And there are savings for you, too, in Carlton's lesser weight (the double sink bowl shown above weighs only 17 pounds!) which makes quick installation easy.

Write today for Catalog 102 and the name of our nearest distributor.  
Carrollton Manufacturing Company (Sink Division), Carrollton, Ohio.

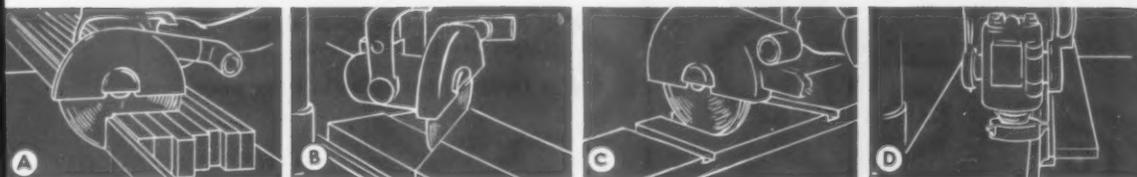
*The bright spot in your kitchen*

**CARLTON**  
STAINLESS STEEL  
**SINKS**

**Cuts 7-10 times faster than power hand saws!**



**Portable DeWalt® pays for itself on one job**



**A**—DeWalt's mechanical arm gang-cuts studs, braces, cripples, and headers... quickly, easily, accurately. **B**—Arm swings to miter position for mass cutting of common rafters from one marking—with straight-line materials handling. **C**—DeWalt carries inside for finishing work, special built-ins—minimizes scrap. **D**—Converts mill-run lumber to perfect moldings, for added savings.

DeWalt saves on practically every cutting job inside or outside. Arm raises, lowers, swings 360°. Powerful DeWalt-built direct-drive motor rides on arm, rotates 360°, tilts down past 90°, accommodates any circular tool. Join the hundreds of builders who have learned a DeWalt *pays for itself on the very first job*—in faster, more accurate work, reduced tool maintenance, greater operator efficiency—in dollar savings by the hundreds!

Job-size GW-I illus.—1½ hp motor, 10" saw blade cuts 3" deep, rips 26" wide... \$395. Smaller MB-F, with ¾ hp motor, 9" blade, cuts 2½" deep, rips 24" wide... just \$239.

As little as 70¢ a day in monthly payments after 10% down puts a GW-I on your job. Use DeWalt's Easi-Budget Payment Plan.

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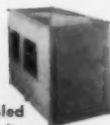
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Self-Contained  
Water-Cooled Unit



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Blower Unit



Remote Air-Cooled  
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**AIR CONDITIONERS**

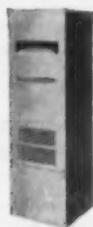
Give Home-Buyers the Name they know best . . . and at the same time you will be giving them the things they want most—COMFORT, CONVENIENCE, CLEANLINESS, HEALTH and ECONOMY.

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 Available for all kinds of homes—ranch, two-story, split-level and tri-level.

 Designed for homes in every price range.



Vertical Upflow



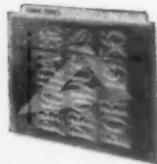
Lowboy

**FURNACES**



Horizontal

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*Conditioners*



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## Hang Faster . . . Save Manhours



**NO FRAME  
TO BUILD**



*They're  
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Investigate the USF "Wooster" line of 1 $\frac{3}{8}$ " standardized steel Doors and Frames that are engineered to boost building profits. They hang faster . . . uniformly . . . because they are standardized through precision tooling, modular dimensioned and factory pre-fit. True engineering products, USF Doors and Frames eliminate the faults common to "custom crafted" products. Matching flush panel design accommodates every interior opening including sliding closet doors.

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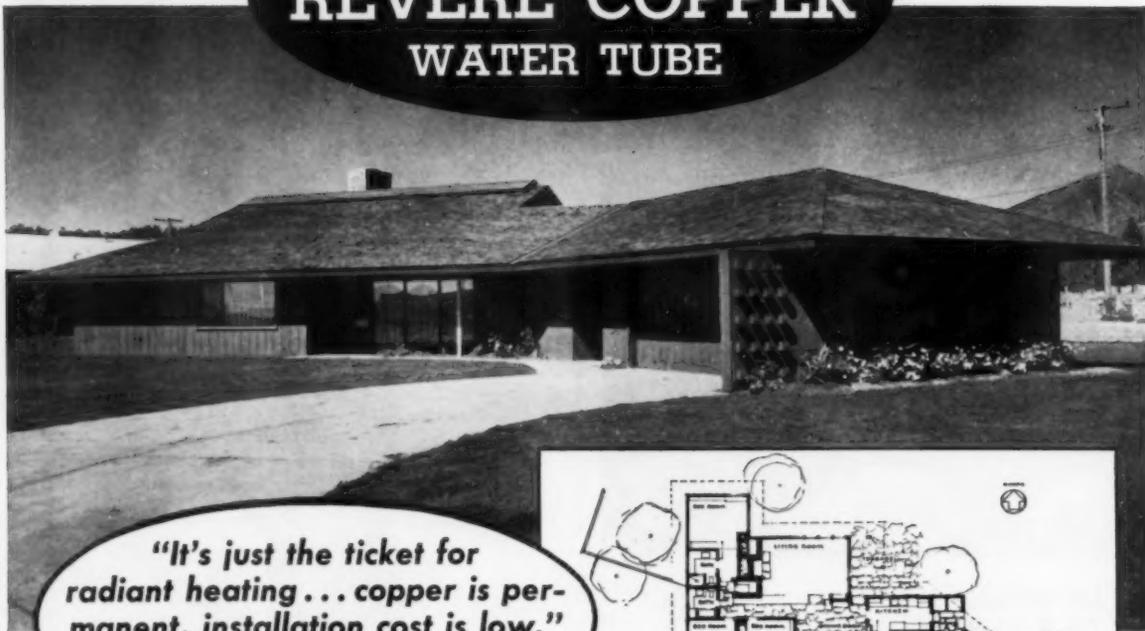


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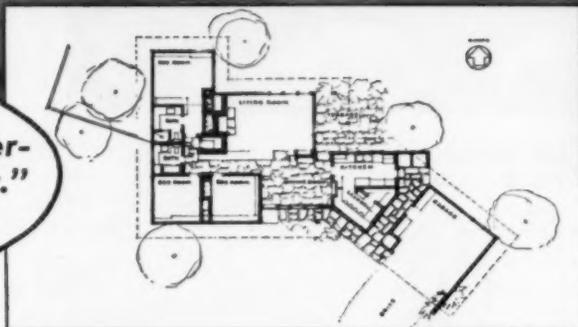


what they're saying about  
**REVERE COPPER**  
**WATER TUBE**



**"It's just the ticket for radiant heating . . . copper is permanent, installation cost is low."**

says, Douglas McFarland  
 McFARLAND-BONSALL, Architects—Los Angeles, Calif.



Continued Mr. McFarland, "The use of radiant heat panels gives the architect practically unlimited flexibility in design. And the selection of copper tube for those panels virtually assures an installation that is completely satisfactory in every respect."

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**WHY REVERE COPPER WATER TUBE IS PREFERRED BY ARCHITECTS,  
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Need Less Work Room . . . Save Metal. No worry about wrench room when you use Revere Copper Water Tube with solder fittings. Compression



fittings can also be used. No threading is necessary with either type. Wall thickness of tube used can thus be less than for threaded pipe.

**HANDY LENGTHS—**

Save Fittings . . . Labor. Revere Copper Water Tube comes in straight lengths of 20' in hard and soft tempers. 60' coils of soft temper reduce the number of fittings needed.



**EASY TO BEND—**

Saves Time. Revere Copper Water Tube is easy to bend. Soft temper can be bent by hand to meet installation conditions.



**NON-RUSTING—**

Rustable pipe eventually clogs as shown in drawing at top. Non-rustable Revere Copper Water Tube suffers no loss of flow or pressure as shown at bottom. No allowance in pipe size need be made for rust accumulation with Revere Copper Water Tube.



"We get carefree living comfort  
with our *Thermostyled  
Classic*"



"As new as Tomorrow . . .  
it complements the  
color scheme of the room"

. . . that's what more and more families are  
saying about **DETROIT CONTROLS *New Classic***

Whether you manufacture, sell, or install home heating systems, remember this: the stylish Classic Thermostat has wide public acceptance. It's the new thermostat more people want with their home heating systems.

The combination of sound national advertising and Thermostyled design makes the Classic Thermostat a highly desirable item. It offers eye-level reading, ease of adjustment, and unmatched beauty.

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#### TIMED CYCLING Ends "HOT" and "COLD" Periods

An exclusive selling feature of the Classic Thermostat is Timed Cycling, Detroit Controls' device that actually anticipates home heating needs . . . controls room temperature within a fraction of a degree . . . ends uncomfortable overheating and underheating.

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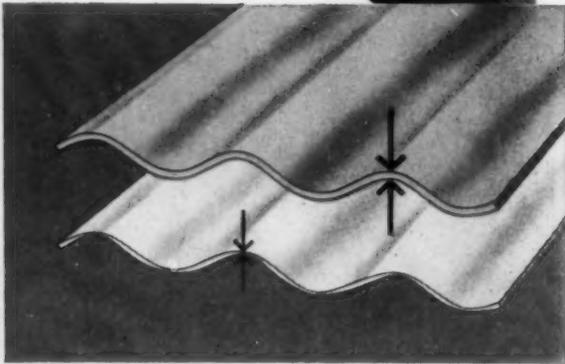
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Please send me one of your four-color bulletins, Wall Lighting Guide, GEA-6522.

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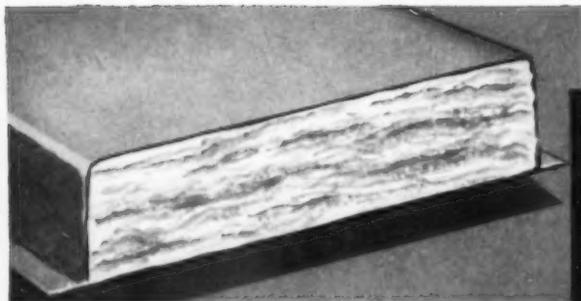
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GENERAL  ELECTRIC

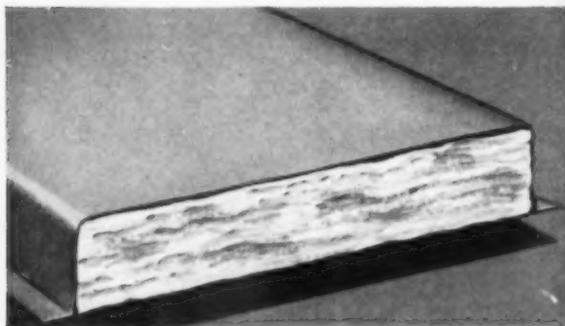


# Better Insulation Protection Extra Sales-Features



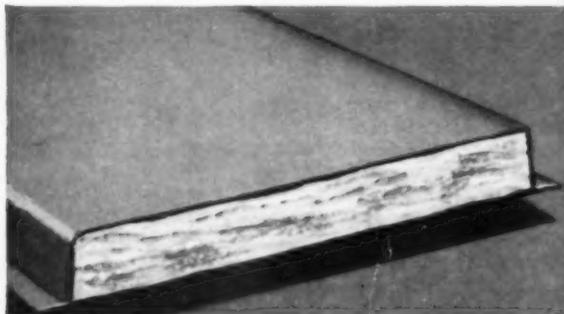
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Cost little more than ordinary thin blankets of less insulation value . . . require no more labor cost to install. Offer an excellent balance between cost and insulation value for most homes.



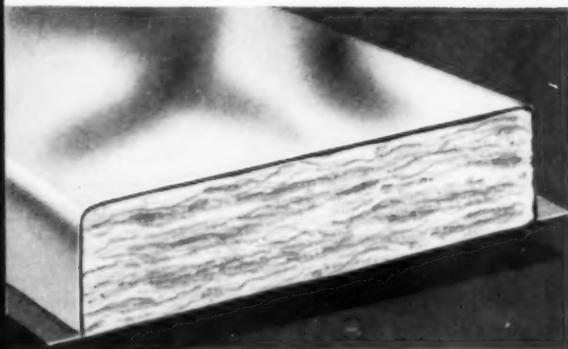
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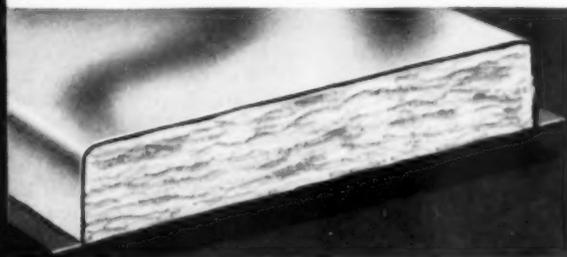


**ROCK**



## CELOTEX FULL-THICK REFLECTIVE BLANKETS

Two insulating materials in one product: Reflective-surfaced sheet plus a blanket of spun rock wool. Specially developed for insulation of top-floor ceilings in air-conditioned homes. An outstanding insulation product, retarding the flow of both radiant heat and conducted heat for year-round comfort.



## CELOTEX MEDIUM-THICK REFLECTIVE BLANKETS

2-in-1 blankets, insulating against both radiant and conducted heat, designed particularly for sidewalls in air-conditioned homes. A necessary inner wall air space is provided for added insulating efficiency.

**for the Homes You Build...  
in the Homes You Sell...**

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## **WOOL BLANKETS**

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Complete insulation has clinched thousands of home sales. And with the increasing demand for air conditioning in today's homes, prospective homeowners are more insulation-conscious and sales-responsive than ever!

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*Build Better... Build with Genuine*

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*Moduflow, with indoor and outdoor thermostats,  
glamorizes your heating-cooling systems, gives  
you a wonderful new selling story.*

**M**ODUFLOW brings the *selling* promise and glamour of electronics to your homes in a way your customers clearly see and understand.

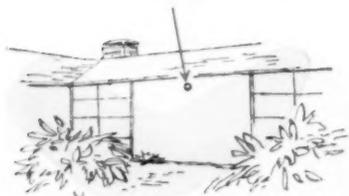
First they notice the Weathercaster outside. Then, inside the house, they see the handsome Honeywell Electronic Golden Circle Thermostat. Both these features plus the unusual clock control, help you

dramatically convince your prospects that Moduflow gives the ultimate in advanced home comfort.

You high light your heating-cooling system and give your salesman new comfort to sell.

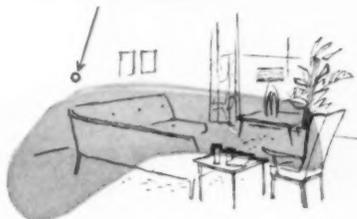
Let Moduflow start helping *you* sell more homes. See your Honeywell salesman or dealer, or write Honeywell, Dept. AB-6-56, Minneapolis 8, Minn.

Honeywell Electronic Moduflow varies the temperature inside as the weather changes.



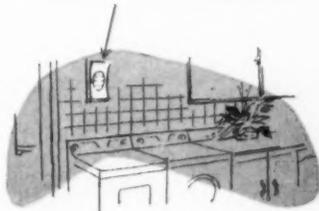
### 1. Electronics

New outdoor Weathercaster is *eight times* more sensitive than ordinary thermostats; continually adjusts indoor thermostat to compensate for changes in outdoor temperature.



### 2. Temperature

With this beautiful Golden Circle Thermostat, day and night indoor temperatures are set *once*. Thereafter, the outside thermostat raises or lowers settings automatically.

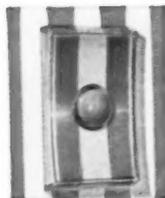


### 3. Time

This handsome electronic wall-clock automatically lowers night temperature for comfortable sleeping, fuel savings. Available in chrome, copper or ebony black.

## with Electronic Moduflow

Add these other Honeywell features to your homes



Tap-Lite Wall Switch



Fire-Belle Alarm

Completely new. Tap—it's on! Tap—it's off! Transparent wall plate makes it easy to decorate with wallpaper, drapery material, or the colored inserts supplied with each switch. Adds a low cost feature to every room.

Attractive fire alarm panel is wired to fire-detector elements in attic, basement, closets, etc. Should fire start, bell rings and a light goes on, locating the fire instantly. An impressive home safety feature.



Electronic Moduflow by

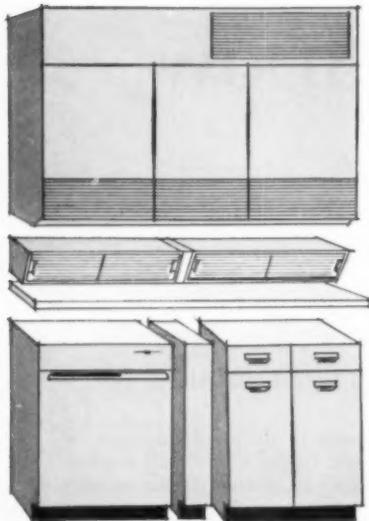
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**Honeywell**

# NOW! Immediately available! Dramatically

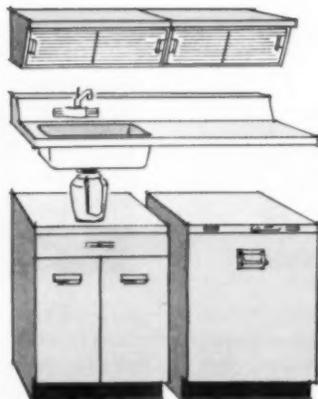


**Unitwall design saves you cost** of finishing interior of kitchen walls. Eliminates need for kitchen partitions. The General Electric Unitwall serves as a room divider. The

back can be finished in any motif desired. Down to the last nut and bolt this Modular Kitchen is all G. E. And you get everything from one man—your G-E distributor.



**1 Refrigerator Center**—Includes 11-cubic-foot G-E Wall Refrigerator-Freezer, two sliding glass door G-E Cabinettes, five-cubic-foot G-E Pull-Out Freezer, G-E Base Cabinet, G-E Textolite® counter.



**2 Sink Center**—Includes G-E Cabinettes, G-E Porcelain Sink with base cabinet, G-E Textolite counter, G-E Disposall,® G-E Under-counter Dishwasher. G-E Accessory Cabinets available in Mix-or-Match colors.



**3 Range Center**—Includes G-E Wall Cabinet, G-E Cabinette, G-E Calrod® surface units with Textolite counter, base cabinet, G-E Oven-top Cupboard Cabinet, G-E Built-In Oven, G-E Oven-base Cabinet.

# new General Electric Modular Kitchens

**NEW "STACK-ON" INSTALLATION** requires no special floor or wall work.  
**FLEXIBILITY**, color and appliance integration that is almost endless.  
**NEW, ELEGANT STYLING** that attracts prospects (especially wives).  
**Makes selling the whole house easier.**

This dramatic new General Electric kitchen is only one of dozens that can be assembled in your houses.

All the components are of standard measurement to suit your kitchen layouts—and your customers' budgets. "U," "L" or Island kitchens take these flexible General Electric appliances with ease.

A G-E Distributor Builder Specialist will work with you on your kitchen design, help you with color styling, your appliance installation—work hand in hand with you all along the line.

And best of all . . .

### **They're available today!**

These flexible kitchen centers are on stock at your General Electric distributor's—in all colors. They are ready to be shipped to your building site *now—yes now!*

*Furthermore, General Electric is the only manufacturer who offers you this today!*

So call or write your nearest General Electric distributor right away and get these new Modular Units for your houses. Or write to: General Electric Company, Home Bureau, Appliance Park, Louisville 1, Ky.

**Regardless of what price  
houses you are building ...**

**\$9,600 or \$96,000**

. . . the magnificent General Electric Modular Kitchen-Laundry adds strong selling power. And your house buyers pay only a few dollars extra a month when the kitchen price is included in their "Packaged Mortgage" plan.

### **New, Big advertising campaign!**

Prospects for houses will see the new, exciting General Electric Kitchen-Laundry in colorful spreads in forthcoming issues of *Life*, *Better Homes and Gardens* and other magazines. Tie in with this powerful promotion in *your* home town and *sell your houses faster!*

*Progress Is Our Most Important Product*

**GENERAL  ELECTRIC**

**SEND FOR  
THIS NOW!**

**General Electric Company, Home Bureau  
Appliance Park, Louisville 1, Kentucky**

Yes! Send me by return mail General Electric's free builder handbook that will answer my questions about Mix-or-Match Modular Kitchens.

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PUB. NO. B24-0200 AP



what's  
the "99"  
doing  
here?

The Calculator that Prints proves its business versatility with builders, too. The framework of this business continually expands and contracts as it takes on jobs; allows no room for bulky and expensive office machines . . . but a single compact "99" Calculator can handle *every operation*, whether checking material invoices, preparing estimates, figuring costs, even doing payroll computations . . . and *printed tape* gives

a permanent record for check-back on every operation.

Your business faces many of the same needs for a Calculator, so may we suggest the very useful "99" as the *most* economical way of solving your business figuring problems.

**Remington Rand**  
DIVISION OF SPERRY RAND CORPORATION



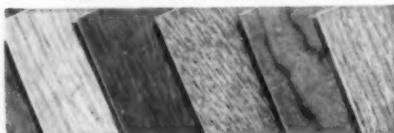
Weldwood paneling helps sell homes. V-Plank, shown here, gives this whole room an air of charm and spaciousness.

## Watch sales resistance come down —when Weldwood V-Plank goes up!



Free walnut display plaque for your model home features the famous Weldwood guarantee for interior paneling. A powerful selling aid—for Weldwood is a name the public knows and respects.

6 fine V-Plank woods: walnut, \$85; Korina®, \$79; mahogany, \$79; Samara\*, \$52; cherry, \$79; oak, \$79; prices are approximate retail for a wall 12' x 8'. \*Trademark



What woman could help falling in love with your model home—when she sees the warmth and snug simplicity of this fireplace wall? And what practical male could keep from admiring those modern-as-tomorrow built-ins? Yet all the sales-quickenning cherry V-Plank\* shown costs only \$105.

How about labor costs? Don't let that look of random planking fool you! V-Plank is actually 4' x 8' x 1/4" thick panels that have been v-grooved for that plank effect. Nail through the grooves (they fall on 16" centers) and you won't have any nail

hole problem either.

And V-Plank is expertly prefinished. No staining, waxing, priming or painting. Just nail it up—and fill your fountain pen; because the dotted line on that sales contract won't be blank very long.

See V-Plank and other Weldwood paneling at your lumber dealer's, or at any of our 87 offices in principal cities. In Canada: Weldwood Plywood, Ltd.

**WIN A TRIP TO EUROPE!** In the big Weldwood Builder Contest. A 10-day European holiday for two—via TWA! Over 100 other prizes! Send coupon for details—NOW!

# Weldwood®

## PANELING



a product of

United States Plywood Corporation

WELDWOOD—The Best Known Name in Plywood

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

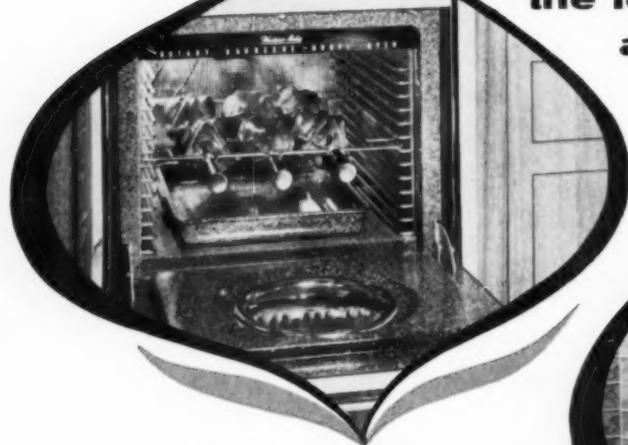
Please send FREE copy of the folder about  
Weldwood V-Plank ( )

Send details on the big Weldwood Builder  
Contest ( ) ABG-56

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# NOW... *Western-Holly*

*Queen of the Western Ranges*  
**the leader in style  
and design  
brings  
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**the new...  
practical...  
king size...  
built-in...**

## **ROTARY BARBECUE - BROYL OVEN**



Outdoor barbecue flavor with indoor broiling ease! You can enjoy backyard barbecuing the year 'round with the **NEW WESTERN-HOLLY "Easy-to-clean" "Easy to operate" Built-in motorized rotisserie. WESTERN-HOLLY'S NEW KING SIZE Rotary Barbecue Broyl-Oven** gives you more baking and broiling capacity than any other oven. **WESTERN-HOLLY** has the only built-in Barbecue Oven with a **Built-In window** . . . Actually see your food cooking and browning without opening the oven and letting the heat and flavor escape.

**LOOK FOR THE ROUND WINDOW . . .  
for the NEWEST-LARGEST-KING SIZE-  
Built-In Rotary Barbecue Broyl-Oven.**

**NATURALLY IT'S GAS**

# *Western-Holly*

*Queen of the Western Ranges*  
**CULVER CITY, CALIFORNIA • MCGREGOR, TEXAS**



*The Ultimate in Quality and Functional Beauty*  
*... at the Lowest Cost*

*Vulcan* TRIMLINE BASEBOARD

Selective "mortgage money" and better informed home buyers demand quality heating at lowest cost. You can meet the needs of both groups with VULCAN TRIMLINE BASEBOARD.

Yes — the "installed" cost of proved quality TRIMLINE Baseboard saves you money over the "initial" cost of other types of heating.



*Originators of Fin-Tube and Baseboard  
 Radiation in America*

**The VULCAN Radiator Company**

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Proof? Contact your plumbing and heating contractor: ask him for comparative "installed" costs, your real costs. Ask him today.



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FREE DESIGN CATALOG — please send me at no obligation your TRIMLINE Catalog 54, giving Dimensional Data, I-B-R Ratings, Heating System Design and Piping Design Chart.

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For eye appeal plus  
sales appeal...

# Gold Seal

## INLAID LINOLEUM

in new  
decorator  
colors

T730  
BEIGE,  
accented with  
coral, green  
and brown

Popularity of the famous "Sequin" design grows by leaps and bounds. It can help you sell your homes faster. Home buyers are drawn to its full range of 16 beautiful colors—appreciate such "Sequin" advantages as...design inlaid clear through to the exclusive Gold Seal SuperFlex\* backing...colors remain fresh and clear through years of wear...it stays smooth and resists indentations, unusually easy to clean!

With 18,000,000 magazine readers currently seeing the newest "Sequin" colors shown here, it will pay you to call your Gold Seal dealer today for the complete facts on "Sequin" Inlaid Linoleum.



**SPECIFICATIONS:** Standard Gauge and 1/8" "Sequin"—Install over suspended concrete or suspended wood subfloors—standard gauge—16 colors.  
1/4" "Sequin"—burlap backed—7 colors.



FOR THE LOOK THAT'S YEARS AHEAD

# Gold Seal

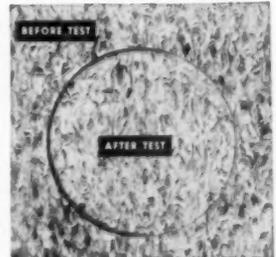
FLOORS AND WALLS

**FOR HOME OR BUSINESS:** INLAID BY THE YARD—Linoleum • Nairon® Standard • Nairontop®  
RESILIENT TILES—Rubber • Cork • Nairon Custom • Nairon Standard • Vinylbest • Linoleum • Ranchtile® Linoleum • Asphalt  
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\*Trademark

**ABRASIVE WHEEL TEST PROVES SEQUIN®  
"LOOKS LIKE NEW" THROUGH LONG SERVICE LIFE!**

The circular "After Test" area is the result of applying the abrasive wheel to the "Sequin" sample. See how it has worn well through the linoleum—and yet the pattern is still there, as clear and sharp as ever! Compare it with the "Before Test" area. You can't tell the difference! Write to Customers' Service Department, Congoleum-Nairn Inc., Kearny, N. J. for further information.



T718  
YELLOW,  
accented with  
white and  
yellow

T720  
PINK,  
accented with  
rose and  
white

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## ... the value of that something extra

Every successful merchandiser of new homes in the current market knows that smart design—which offers “that something extra” or “something different” that is both attractive and easily maintained—is often the eye-catcher that spells the difference between making or losing a sale. And it follows that to build in this “something extra” requires a continuous search for and study of materials and new applications of them.

This “extra” need not result in extra cost. Indeed, in a tough competitive market it *cannot* increase the final cost of the home. But an “extra” with genuine eye-appeal need not be ruled out merely because it involves spending more for a given material or group of materials. Very often there are one or more of three ways in which added material cost can be offset. The first is in a measurable saving in labor. The second is through elimination in whole or large part of the cost of another material. And the third is through the possibility of predicting that the extra cost will reduce buyer resistance and thus cut the selling cost.

One of the popular and effective ways to get that “something extra” is through the artistic combination of two or more materials on exterior walls to achieve variety and individuality with little or no extra cost. Another is to provide an accent wall of different material or texture for one of the four walls in one or more rooms in the house.

Manufacturers of all materials used on both interior and exterior walls, recognizing the ever present need for smarter styling and simpler application methods, have made great strides in the past ten years. Among these is the hardwood plywood industry whose research and development forces have produced a revitalized product series, improved application techniques, and many suggestions to help the builder provide that “something extra” so necessary in design today for successful selling.

Ed Harin

# Hardwood plywood:

## HERE'S WHY USE OF HARDWOOD

### PLYWOOD INCREASED 36% LAST YEAR

#### ● FLUSH DOORS: 78% OF TOTAL

This spark of the postwar hp boom was used in 78% of new homes last year; 12 million made in '55 boosted total in use to 70 million. New fire-resistant door will increase total further.

#### ● KITCHENS: 90% WOOD IN '55

Hardwood, in hollow core or ply, had big part in continued boom in wood kitchens (ready-built 25%, on-the-job 65%). Built-in cooking units promoted trend to easily worked wood.

#### ● BUILT-INS: NEW OPPORTUNITY

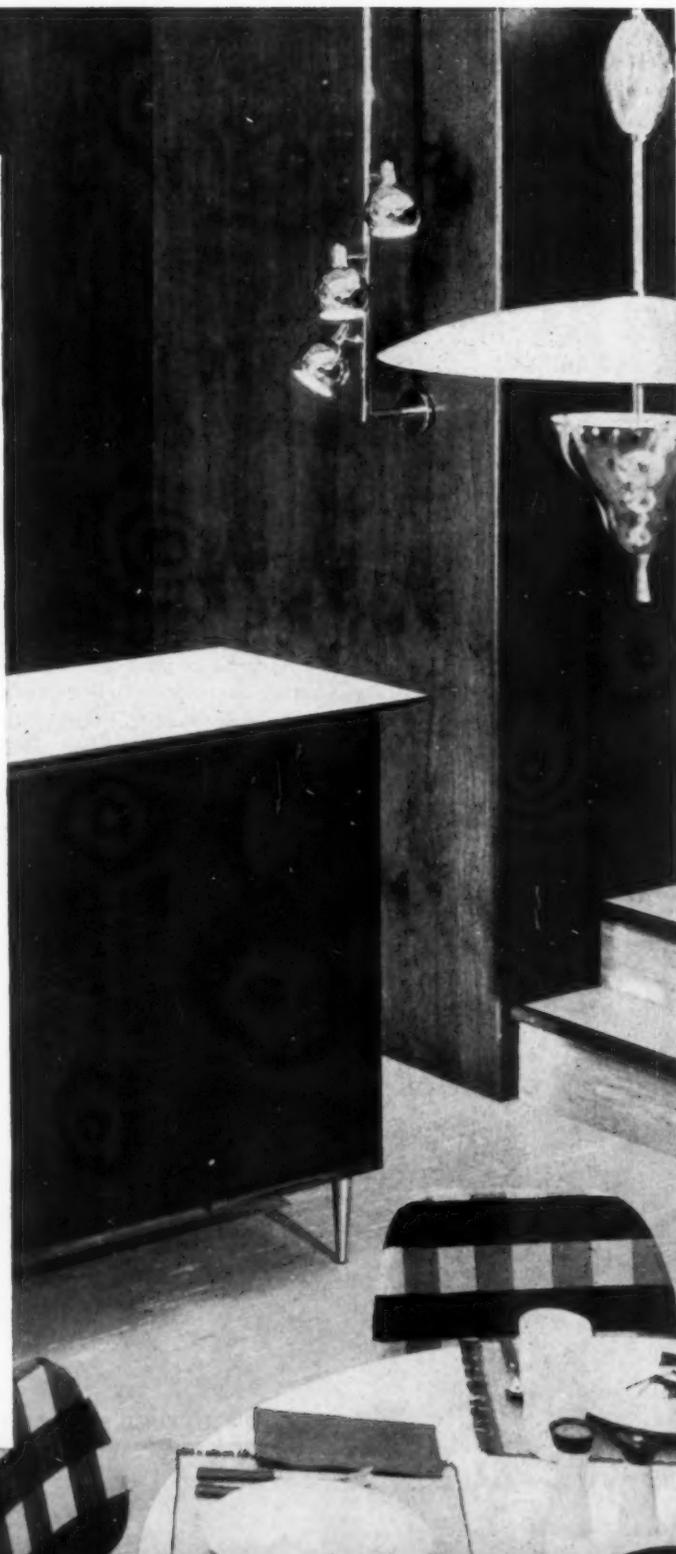
The "extras" (room dividers, sequel to open plan; prefabbed closet units used as storage walls; bathroom lavatory cabinets) become the "musts" as smart builders lick growing sales resistance.

#### ● LUXURY TOUCH: PANELS GIVE IT

Use of hp for wall paneling doubled last year. Accent walls, about \$30 to \$70 for 8 x 12 ft. area, are a step to wider use. Some sort of wood paneling appears in 33% of homes over \$20,000.

#### ● CONSTRUCTION: GROWING USE

Sheathing, underlayment, soffits are good applications for gum and other southern hardwoods which take paint without filler or grain rise. Type I adhesive permits outside use.



# for builders, easy does it

## ...how to use it

There's a hardwood plywood for every purpose: for glamorous walls, doors and built-ins, for utilitarian behind-the-scenes strength. It goes on studs, over drywall, old walls, floors, ceilings, with nails and/or adhesives. It bends gracefully. It has good insulation, sound- and fire-resistance properties. A good carpenter need learn no new techniques, and the ones he knows are easier to use with hp.



See pp. 80-84

## ..where to use it

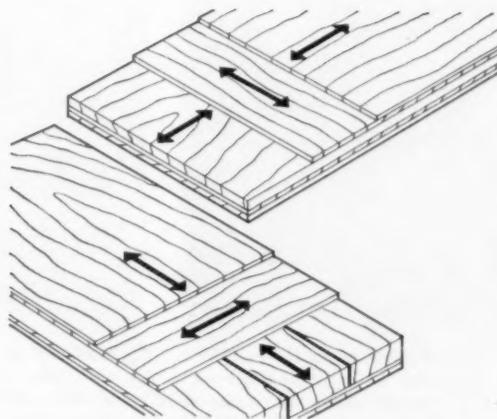
Like any masterful servant, hp adapts itself to any mood. Dark dignity of walnut in a formal living room, random informality of gum for the bar, indestructible oak in the kids' spree-and-TV room, dainty cherry or prima vera in the boudoir—most can be bought from stock. The kitchen can be warm with birch or cool with elm. Oak block ply floors will outlast the house. And freedom from painting applies to ceilings too.



See pp. 85-89, 94-95

## ..how to select it

Five grades, three types, and two constructions cover just about every possible building need for hp. Doors and swing-open panels need Custom or Good on both sides. The Sound, Utility and Backing grades are good for painting and under-layers. Type I is a fully waterproof bond for exterior use; II is highly water-resistant; III less so. Veneer core construction (right) is for panels; lumber core (left) is standard for furniture.



See pp. 84, 90-91

# How to install hardwood plywood:

## ▼ IF WALLS OR STUDS ARE STRAIGHT OR PLUMB

Adhesive, the magic behind plywood manufacture, is also becoming dominant in its installation. Nails, still used alone on some jobs, serve as secondary fasteners with spot gluing, which uses electrically cured adhesives, and with mastic, which is

applied to the wall area in a grid pattern or "battered" on in gobs. Until mastic sets, panels must be shored up or nailed. The job shown below used contact cement. Five prefinished elm Craftwall 4x8 panels covered two walls, cost builder about \$70.



**1 CUTTING** a panel to fit. Portable power saw, cutting from above, requires that the good face of the plywood be turned down to prevent fuzzing the surface. (Compare p. 82, no. 2, for use of bench saw.)



**2 COATING** the back of the piece with contact cement. Before this, the cut edge was planed and back-cut slightly to make a better butt joint. Various plywood manufacturers give instructions on use of own cements.



**3 COATING WALL.** Each panel must be fitted and prepared separately for application at right degree of tackiness. The wall surface must be clean, bare and flat so adhesive will not pull away. Furr out plaster walls.



**4 FITTING** the piece into place. There can be no second guesses, for the cement grabs. Or place a paper buffer between panel and wall; slide it out after the panel is aligned. Then panel is pressed to the wall.



**5 PRESSING** the whole piece to the wall. Here the random grooved plank effect offers some relief from need for perfect butting or matching of grain of adjacent panels. Grooves are spaced to occur at 16" intervals.



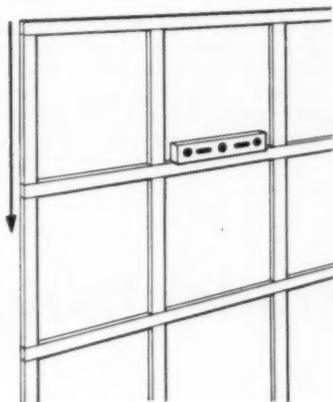
**6 NAILING** with 4d finishing nails to plate and sill and along the stud to reinforce the cement bond. Nail holes are countersunk and filled with matching putty. In unfinished panels, fill holes after applying first coat.

# what's under it is what counts

## ▼ IF WALLS OR STUDS ARE PLUMBED WITH FURRING STRIPS

To insure a true vertical surface, furring strips or sheathing may be advisable. Sheathing gives a more "solid" wall and a better bonding area for adhesives. The placing of the furring depends on the type of paneling to be used: 4x8 panels, parquet

squares of various sizes, 16" "planks" or even a contrasting wainscot. Steel nails are commonly used to apply furring to plaster walls. Careful measurement is needed to place the strips so that they will be underneath the panel joints.



**1 FURRING** the wall. Check for plumb. Apply shims where needed, and insulation or moisture barrier to outside wall, before strips. Furr horizontally around room, then let in the vertical members 16" o.c.



**2 LAYING OUT.** Plan sequence of panels around room for desired color and grain relations. Leave in place 24 hours to adjust to room climate. Start from corner or from both sides of a major feature.



**3 APPLYING ADHESIVE.** A better bond is achieved if one coat of cement is applied to the strips and allowed to dry, and then another coat is applied. Without adhesive, the panel may bow and make the nails pop.



**4 NAILING ONLY.** Make sure to go through plasterboard into studs beneath, with small finishing nails or brads, which will be countersunk, and into plate and sill with heavier nails where moldings will cover.

## ▼ IF WALLS ARE MASONRY



**DRILL WOOD, NOT CONCRETE.** With the new perforated anchor nails that are attached to a surface by powerful adhesive, you no longer need star-drill holes in masonry and fill with wood plugs or expansion bolts. Drill into the furring strips, hang them on the waffle nails, and clinch ends.



**1 HAND SAWING.** Use a fine cabinet saw or a cross-cut with a good set. Keep angle of cut low. A fine-tooth saw is used whether going with or against grain of the face veneer; grain runs alternately in lower layers.



**2 POWER SAWING.** Face good grade of hp panel up when using bench saw. When both sides are good grade, as in cabinet doors, place a piece of scrap beneath plywood to prevent fuzzing the side that faces down.



**3 PLANING.** Hold the plane in angled position as it runs along the plywood edge. Never run plane off the end of the edge. Instead, turn plane around and begin at that end to level up the cut.

... EASY DOES IT continued

## ... tricks of the trade: they

Craftsmanship is demanded for any custom job, such as fitting panels to a wall, and hardwood plywood deserves the best. It will not accept careless work. The simple rules on this page will help you do it justice. It has great impact and abrasion

strength and does not reach out for trouble. Reasonably careful handling and precise measuring, fitting and cutting will eliminate wastage and let the finished job speak up proudly for itself. It will repay your respectful treatment with sales.



**7 CLIPS,** developed by various manufacturers for specially grooved panels, hold panels to wall and join them together. Clips are held by nails, which must go through drywall, as in photo, to studs or furring.



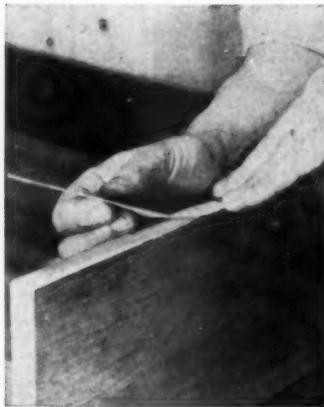
**8 PUTTYING.** Prefinished panels come with putty sticks of the right color for filling nail holes. In unfinished paneling, nails should be set and holes filled after applying first coat, usually primer or sealer.



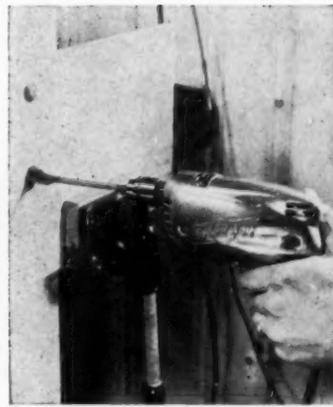
**9 A WARNING:** keep checking for plumb. Shim out furring strips or fill hollows of walls. Keep a level on deck for true up-and-down. Molding will take care of irregular meeting with floor and ceiling.



**4** **SANDING.** Run *with* the grain, not across it. Start with medium sandpaper and work down to fine grades to get finishing surface. Be sure to remove dust. Since hp is pre-sanded at mill, little sanding is needed.



**5** **TREATING EDGE.** Use hardwood strips or the new wood "tape" now available. First remove protective paper layer, then smooth on the wood tape as shown in photo, then bond to the edge with a warm iron.



**6** **DRILLING.** Note the upright piece of scrap behind plywood panel, placed so that the bit emerging on the other side will not tear the fine wood grain. When using screws with hp panels, always drill pilot holes.

## make hardwood installations snappy

### Here's "how to" in brief

▶ **1. Preparing the wall**

Is your surface true-vertical? Are studs true and in position where panel joints will occur? Is horizontal furring necessary? Does furring need shims? Is wall clean for adhesive?

▶ **2. Laying out the job**

In purchasing, have you considered color and grain sequence of panels? Do you have a dominant feature, like fireplace or picture window, to use as center of layout, or will you start from corner?

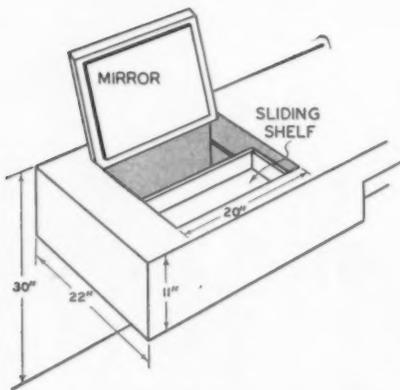
▶ **3. Application**

Have you checked out your men on sawing, sanding and drilling hp? Are measuring and cutting precise and ready for adhesive? Do you check each panel in turn for vertical? Are butt joints close?

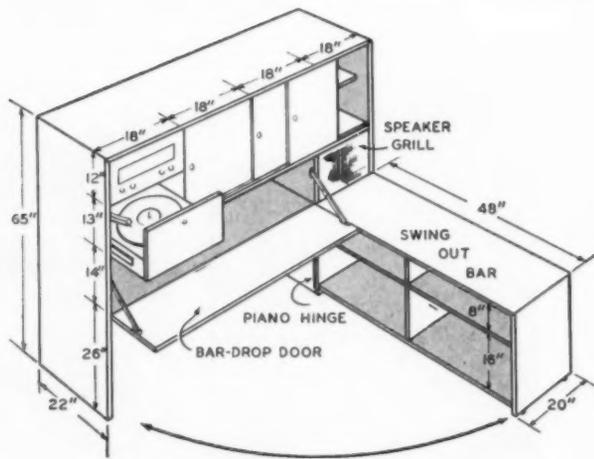
▶ **4. Finishing**

Have you compared costs on prefinished panels for small jobs? Do you test finish on hp scrap to insure desired effect? Is open-pored wood (oak, walnut, mahogany) properly filled after sealer coat?

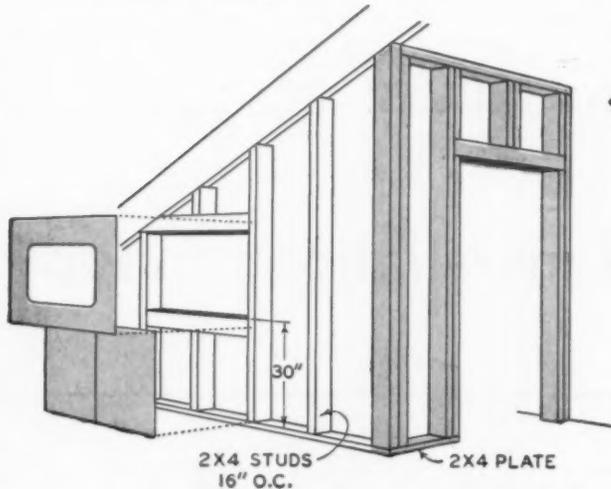
**HARDWOOD PLYWOOD EARNS A WELCOME FOR ITSELF EVERYWHERE:  
BUILT-INS, ACCENT WALLS, KITCHENS, PLAYROOMS, FLOORING** ▶



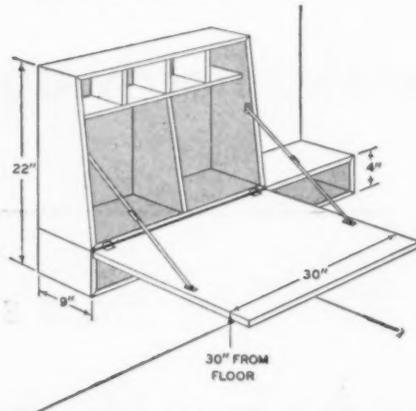
**VANITY** can use hp top in bedroom or share lavatory surface. Lift-up top, which closes flush, has a recessed finger grip. Shelf slides in dados cut into sides of the plywood frame.



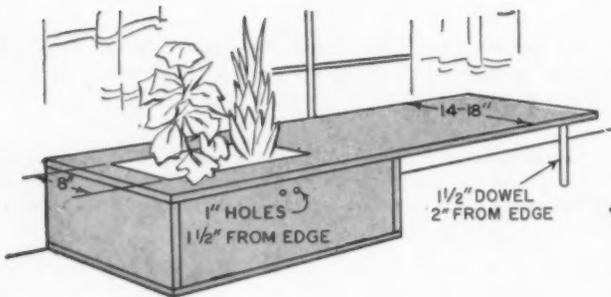
**HI-FI AND BAR UNIT.** For the de luxe rumpus room, a de luxe project: drop and piano hinges, sliding doors and phono carrier, built-in speaker grille. Various surfaces encourage several hp veneers.



**TV-MUSIC WALL.** Select space for TV shelf (extend to cleat on main wall); provide for 24 x 32" removable panel, and two below for radio-phono and speaker of home-buyer.



**HOMEMAKER'S DESK.** You can put a fine hp facing on a factory-made hanging desk to match kitchen cabinets, or customize one for a special corner. Extension of base shelf is for telephone.



**WINDOW PLANTER.** The top shelf, with a cut-out for the planter, is set atop low window sill. The base is set flush against the wall, and sides and hinged front are fitted.

... EASY DOES IT continued

## "That something extra" : new

You can specify the finish you want on built-ins, whether you

Here are some ideas you can adapt to put a gleam in the eyes



**YOU CAN BE LAVISH WITH LUXURY.** Imported samara, one of the least expensive of veneers, finds varied uses in

sliding fronts for three kinds of cabinets, and in the random groove V-Plank wall paneling.

## ideas in built-in beauty

**buy them prefabricated or go in for custom cabinetry.**

**of hard-to-please prospects. Let them choose the veneers.**

## STARTING WITH THE KITCHEN . . .



**DEMONSTRATION** kitchen in maple veneers with hollow core doors was part of "Heart-Saver" trailer by Mutschler with Woman's Home Companion, American Heart Assn.

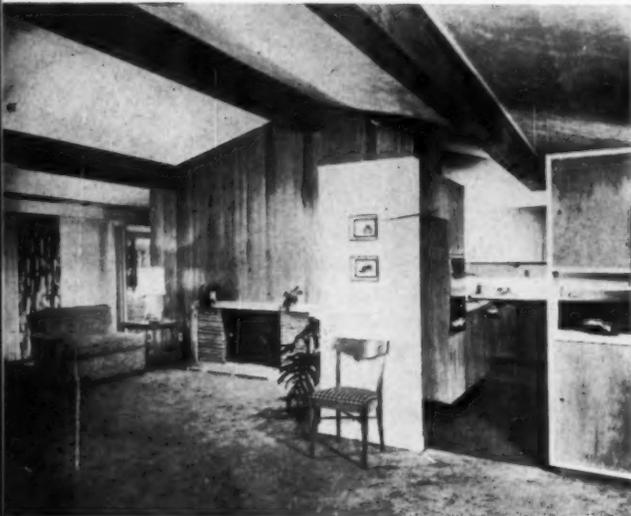


**RICHLY GRAINED BIRCH** encloses appliances in the kitchen of split level model by builder Fred R. Brunetti in his development at Fair Lawn, N. J.

## EASY DOES IT continued

# Hardwood plywood makes

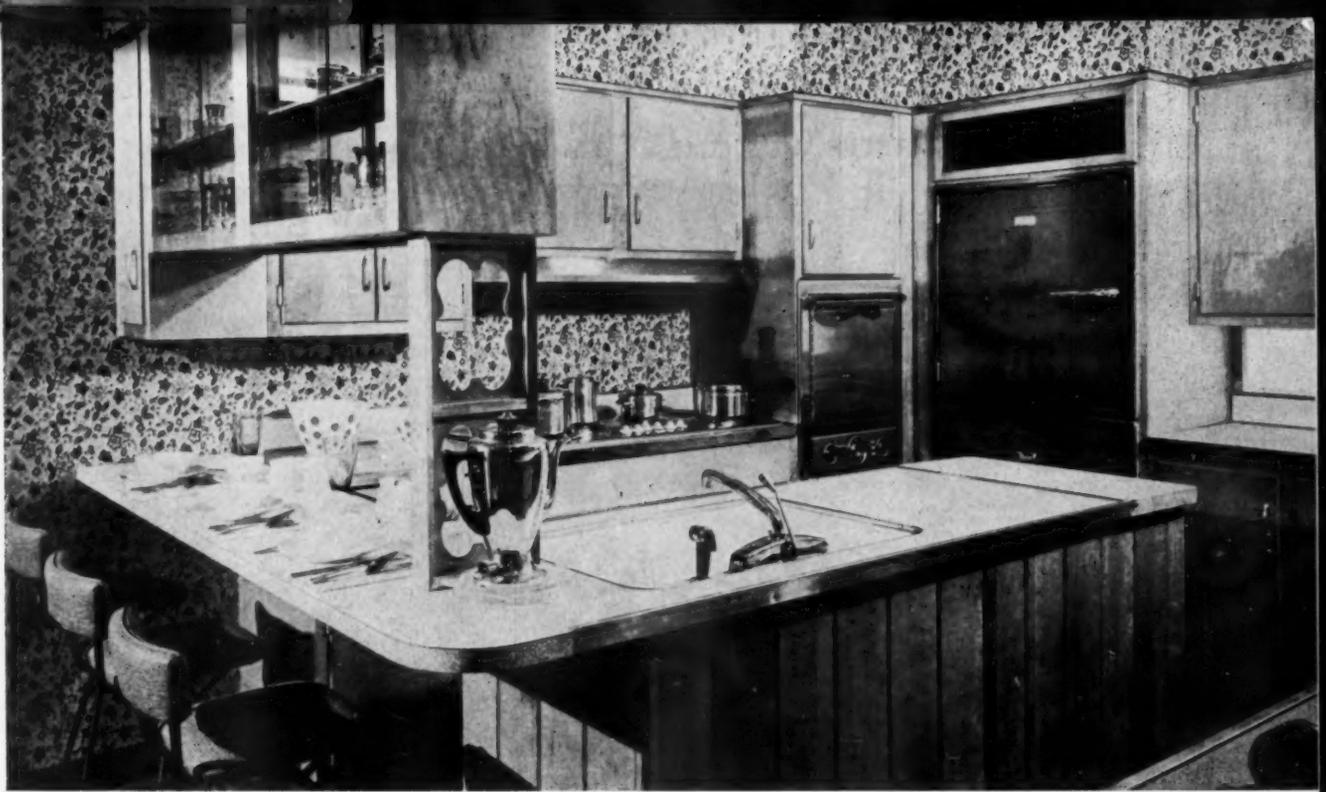
## . . . HP STEPS OUT FOR GLAMOR AND UTILITY



**MAHOGANY PANELING** in fireplace wall is integrated into cabinet work in kitchen, and fits in with the program of open beams, pass-through and two-way opening room divider with sliding doors.



**STORAGE WALL** has planning compartment built in. Doors of St. Charles unit are two pieces straight grain white select birch (here finished in brown) on hollow core, hinged on steel cabinets.



**STURDY MAPLE** shows adaptability to built-ins, including refrigerator-freezer and dishwasher (beside island sink) in Mutschler model kitchen in Merchandise Mart, Chicago.

## itself welcome in every room



**CUSTOM WALL-AND-WAINSCOT** revitalized this dining room in part of an extensive remodeling job in Wilmette, Ill. Doors are random matched birch, while the wainscot is book-matched of large veneers.

**D**esigners are just now catching on to the potential of hardwood plywood. Homemakers, educated in the construction of fine furniture and happy with their no-longer-novel flush doors, now accept veneers as a structural material with its own distinct virtues.

Builders are just beginning to explore hp's possibilities outside of the kitchen. Its impact strength, dimensional stability, insulation value and smoothness are builder reasons for use in new construction, just as ease of maintenance is a consumer reason for acceptance. Curved strength is another property that is beginning to be explored, in cabinet or wall surfaces and in corrugated shapes.

So far, remodelers have led the way to new uses of the material. Manufacturers are helping themselves by developing new constructions and importing new woods. Research is now planning ways to grow whole forests of trees with the desired grain and figure. Until then, Dr. John A. Hall, director of the U. S. Forest Products Laboratory told the 12th annual meeting of the Hardwood Plywood Institute, the job is to improve cutting and preservation.



▼ . . . LIVING ROOMS, DENS AND LIBRARIES



**COLOR-MATCHED** selected birch plywood, with grain carried through to mantel of fireplace, is set off by vigorous drapes and floor pattern. Work was done by John D. Harrison, builder, in Birmingham, Mich.



**LARGE OAK PARQUET** presents layout problems, which are handsomely solved in this Wilmette, Ill. home. Note how rift-cut veneers are faced alternately for variety. Layout starts with square under mirror.

## ▼ . . . UPSTAIRS BATHROOMS



**BATHROOM** also came in for hp treatment in Sharp's job in Lincolnwood. Entrance flush door called for birch also for utilization in cabinet surfaces.



**BENT PLY** of dressing table is hint of promising future use of hardwood plywood, which is easily worked and glued to curves. Note book-match of near door.

◀ **RANDOM PLANK OAK** bears out rugged theme of ashlar fireplace in basement remodeling job of one-year-old Lincolnwood, Ill., house by builder Walter Sharp, of Chicago. This is the finished product of the in-work pictures on p. 82, steps 7 and 8 (clips and puttying).



**CHERRY RED** is handsomely worked against brick fireplace and light red of easy chair. Wooden chair is bright green. Parquet was deftly handled in this do-it-yourself den in Lake Zurich, Ill. Desk, shelves, doors: also hp.

## ▼ . . . ATTIC BEDROOMS



**ARTFULLY CUT LIMBA** in various sized and shaped panels shows how flexibly hardwood plywood can be fabricated. This interesting attic remodeling job was done by George Bleser in Evanston, Ill.

HOW TO ORDER HARDWOOD PLYWOOD ▶

# How to buy hardwood

## HPI GRADE STANDARDS FOR PLYWOOD FACES AND BACKS

- **CUSTOM GRADE.** Includes special selections and types produced by individual mills, architectural veneers and matched grain panels for special uses.
- **GOOD GRADE.** For natural finish; face of tight, smoothly cut veneer. If matched, joints avoid sharp contrasts in color and grain.
- **SOUND GRADE.** For smooth paint surfaces; face shall be free from open defects. May show stains, streaks. Veneer not matched for grain and color.
- **UTILITY GRADE.** Discoloration, knotholes up to  $\frac{3}{4}$ " diameter, minor open joints, small areas of rough grain, but not brashness, shake, doze, etc.
- **BACKING GRADE.** Unselected for grain or color. Limited knot holes and splits, as detailed. Small defects permitted, not to impair panel strength.

## A TYPE FOR EVERY PURPOSE

- **TYPE I.** Fully waterproof bond, to withstand full weather exposure, unaffected by micro-organisms. Bond will withstand cyclic wet and dry test and cyclic boil test described in HP Commercial Standard CS35.
- **TYPE II.** Weather resistant bond, to retain practically all of its strength when occasionally subjected to a thorough wetting and drying. Type II plywood with HP Institute label must withstand cold soak test for average of 10 cycles or more.
- **TYPE III.** Two cycle bond, suitable for use where panels will not be subjected to water, continuous dampness, or continuous high humidity. Specimens will withstand 2 cycles of cold soak test described in Commercial Standards.

## PANEL STYLES VARY WITH MANUFACTURERS

Consult catalogs and brochures for numerous imaginative treatments for the basic product. Varied groove and plank effect and parquet sizes are yours for the ordering.

## DIMENSIONS

Panels are available in widths from 24" to 48" in 6" breaks, and in length from 36" to 96" in 12" breaks. Wider panels and lengths of 10' and 12' are available from many distribution warehouses. Economies can be achieved by designing to use shorter and narrower panels. Many mills supply panels cut-to-size for special volume uses. "Counter front" panels have grain running the short way of the panel; they are produced in widths of 72, 84, 96, 120 and 144 inches (up to 192" on order) and in lengths of 24, 28, 30, 36, 42 and 48 inches. "Scarfing" joins long lengths for exterior use.

## THICKNESSES

Veneer core construction panels in 3, 5, 7 and 9 ply are generally available in the following thicknesses:

- 3 ply— $\frac{1}{8}$ ,  $\frac{3}{16}$ ,  $\frac{1}{4}$  inch
- 5 ply— $\frac{3}{16}$ ,  $\frac{3}{8}$ ,  $\frac{1}{2}$  inch
- 5 and 7 ply— $\frac{3}{8}$  inch
- 7 and 9 ply— $\frac{3}{4}$  inch

Unless otherwise stated, all hardwood plywood panels are sanded both sides with tolerance plus "0" or minus  $\frac{1}{32}$ " and trimmed to specified size plus or minus  $\frac{1}{32}$ ".

Commercial standard hardwood plywood shall be square within  $\frac{1}{16}$ " measured on short dimension.

## CORE CONSTRUCTIONS (p. 79)

**VENEER CORE** construction is preferred for Type I plywood, for bending and molding exterior purposes or where subjected to moisture. The number of plies required depends on how the panel will be used; as a general rule, the more plies the more stable the panel will be and the more uniform its strength.

**LUMBER CORE** construction is generally used for furniture, built-ins, fixtures, and when edge treatment of wood is desired, or where butt hinges are used. Core is made of narrow solid wood strips (arranged to equalize stress) and edge-glued together. Panels with face wood banded on edges are available.

# plywood... and where to buy it

## ▶ HP MEETS BUILDING CODES

(FHA and PHA permit use of hp for home construction if MPR's are met. Check local codes too.)

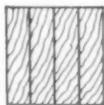
● **FOR INTERIOR FINISH.** Generally, specify Type II. Minimum thickness  $\frac{1}{4}$ " for studs 16" oc. If  $\frac{3}{4}$ " hp, stud spaces may be 24" oc. Use Type I in bathroom facilities where permitted. Consult FHA MPR's for thickness of hp sheathing for various purposes.

● **FOR EXTERIOR USE.** Must be Type I. Minimum  $\frac{3}{8}$ " recommended when on 16" oc studding. Over ordinary sheathing,  $\frac{1}{4}$ " panels ok, used for breezeways, etc.

**CABINETS, STORAGE WALLS.** Usually  $\frac{3}{4}$ " for doors up to 48"; smaller doors,  $\frac{5}{8}$ " and  $\frac{1}{2}$ " ok. Hollow core construction available for larger doors, etc.

● **CABINETS, STORAGE WALLS.** Usually  $\frac{3}{4}$ " for doors up to 48"; smaller doors,  $\frac{5}{8}$ " and  $\frac{1}{2}$ " ok. Hollow core construction available for larger doors, etc.

## ▶ SPECIAL MATCHING EFFECTS



SLIP MATCHING



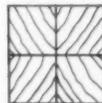
DIAMOND MATCHING



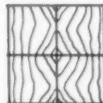
CHECKERBOARD MATCHING



BOOK MATCHING



REVERSE DIAMOND



4-WAY CENTER AND BUTT

Veneer-matching achieves striking architectural effects. *Slip-matching* joins adjacent veneer sheets side-by-side; grain faces in same direction to avoid sharp contrasts (preferred for rifts and quartered cuts). *Book-matching* opens up adjacent veneer sheets from a flitch like a book, so pattern is repeated in reverse.

## ▶ CHECKLIST

Does your specification order show:

- Number of pieces
- Sanded or unsanded (specify)
- Width, length and thickness (finished)
- Number of plies
- Core construction (lumber or veneer)
- Species of wood
- Grade of face
- Grade of back
- Type (adhesive requirement)

(Also detail any special requirements for matching, color selection, or veneer thickness. Plywood suppliers can often suggest economies in achieving special effects.)

## ▶ SAMPLE SPECIFICATION ORDERS

(State width dimension first, then length, following direction of grain.)

45 pieces, 36" x 72" x  $\frac{3}{4}$ ", 5 ply, lumber core, natural birch plywood, HPI Good one side, Sound back. Type II (urea resin glue).

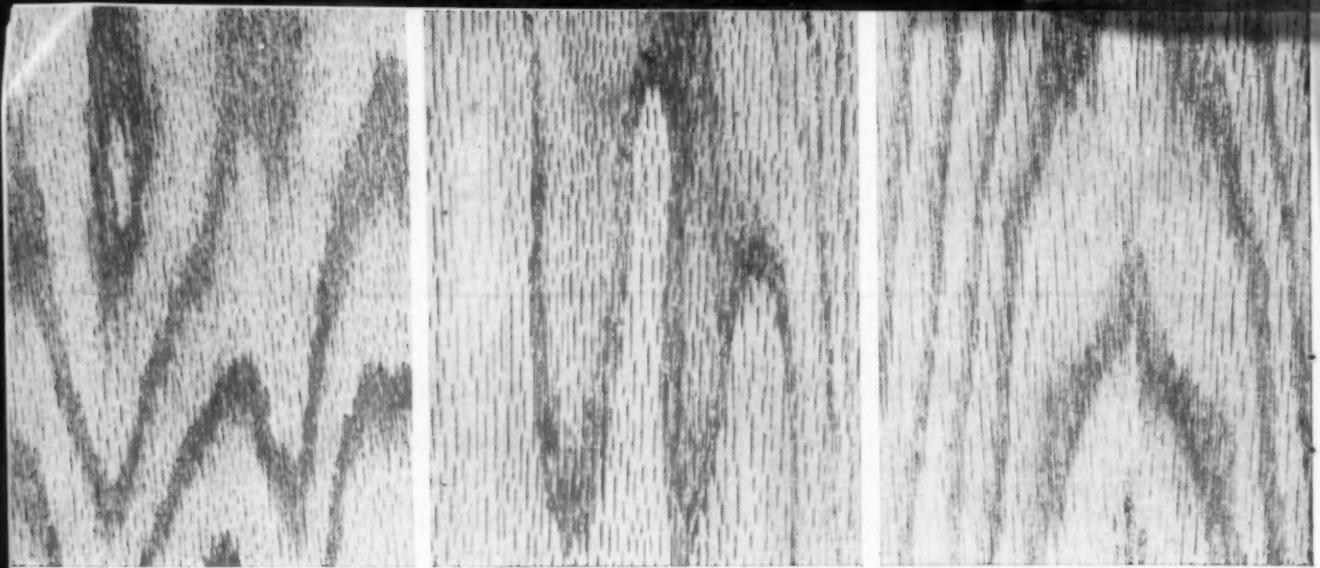
23 pieces, 24" x 72" x  $\frac{3}{8}$ ", 5 ply, veneer core, natural gum plywood, HPI Good one side, Utility back. Type II (urea resin glue).

(Leading retail lumber dealers carry a supply of hardwood plywood in stock. Over 4,000 dealers now stock hp compared with less than 2,000 in 1954. They are able to fill-in special thicknesses and sizes from nearby warehouse supplies. For large requirements and special sizes, place orders 60 to 90 days in advance to allow time for "quality controlled" production.)

## ▶ FROM AVODIRE TO ZEBRAWOOD

Give home-buyers an idea of value with these *retail* quotations by one manufacturer: parquettwall, 32" sq., birch, about \$.52 per sq. ft. unfinished, \$.70 finished; walnut, \$.57 and \$.85. For grooved panels: for 8x12' wall: oak, about \$.65, birch and maple, \$.57.

And what buyer can resist these names: padouk, Philippine "mahoganies," bogtikan, tanguile, lauan, paldao, zebra wood; or the figures: cross fire, swirl, fiddleback, burl, dapple, wildheart; and colors from ebony to avodire.



THESE THREE PANELS ARE DIFFERENT SLICES OF OAK. A FOURTH IS . . .

**RED OAK, ROTARY CUT**, shows typical watery figure of annual rings with great contrast. The log is centered, held by chucks, and rotated against a knife held parallel to axis of log. Veneer peels off in one long sheet.

**RED OAK, PLAIN OR FLAT CUT**, shows figure of stripes and leafy grain caused by distinct layers of spring and summer wood. The log is halved and cut tangent to the annual rings, revealing the grain pattern.

**WHITE OAK, FLAT SLICED**, has distinct growth ring pattern in this book-matched sample. White oak has filled pores and is slightly closer grained than red oak, but both woods are heavy and strong, and finish similarly.

. . . EASY DOES IT continued

## Hardwood plywood: the pattern

**Cutting each kind of wood to bring out its special beauty is a fine art. Result: an infinite variety of tones and effects**

Any builder today can do things with wood that even the most superb craftsman of a generation ago could only dream of. Giant machines open a new dimension for the oldest of fine building materials, and jungles and forests of the world offer new textures and figures to the veneer slicing knife.

Until recently, most wood panels had to be small, with most of the wood beauty wasted in solid planking. Now new methods of matching and new adhesives spread valuable woods in thin veneers on wide surfaces, with less glamorous plies and solid cores underneath. An entire wall can be faced with a smooth plywood tone, and coordinated with furniture and floor for decorative effect.

The secret lies in the cutting. Each wood has its own distinctive beauty—blond, red or brunet—and special personality traits—bland or exotic swirl or

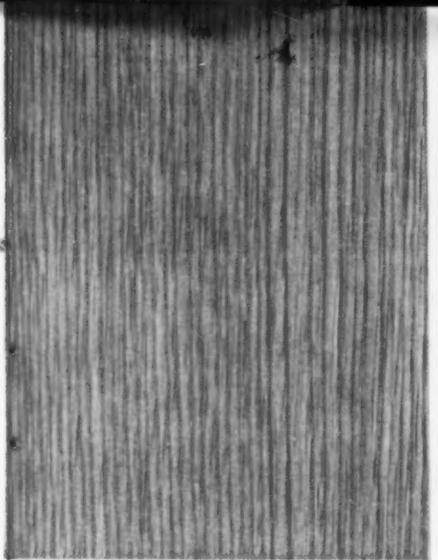
teasingly knotty. And the cutter is the Svengali who brings out the best in the raw material.

Some woods are best cut "plain" for the quality of the annual growth rings. Some are cut to bring out "figures"—irregular arrangements of wood fibers, like burls or birds-eyes. Some are good either way, like oak or mahogany.

One achievement of the new woodlore is *rotary* cutting, which gives extremely wide and long veneers. These supply inner plies in commercial plywood, and also bring out interesting grain when growth rings are irregular. For matching and fine architectural effects, however, various *slicing* methods are used.

Each layer of a "flitch" (the segment of a log which is handled in cutting) is similar to the one above and beneath it, and can be matched with them in a number of ways. The steamed flitch is thrust against a long knife. Slice after slice (usually  $\frac{1}{28}$ " thick) is piled in the sequence in which they are cut, and kept together.

In *flat* slicing the log is halved lengthwise and sliced parallel to the long axis. A *quartered* log is sliced radially to the growth rings, for a fairly straight parallel grain. (Oak flakes reflect light.) In *half-round* slicing the flitch is mounted off center in a lathe and cut slightly across the growth rings, for a wavy grain. In *rift* cutting (primarily for oak) a quartered log is cut perpendicular to the medullary rays for a combed effect.



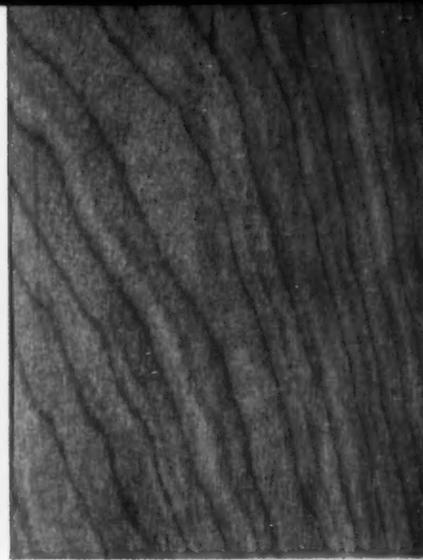
**WHITE OAK—RIFT CUT**

**THIS SIMPLE PIN STRIPE**, also called comb-grain, is obtained by cutting a quarter log perpendicular to rays. Setting the panels at alternate angles produces a play of light and shadow. White oak has good water resistance.



**AMERICAN WALNUT—PLAIN SLICED**

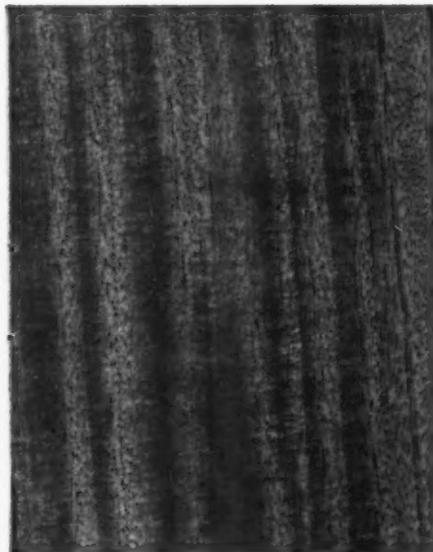
**OFFERING THE RICHEST VARIETY** of grain and figure types, even in stock panels, walnut can be finished in a wide range of tones. Rarer figures, like burl, fiddleback and feather crotch, can be custom ordered.



**YELLOW BIRCH—ROTARY CUT**

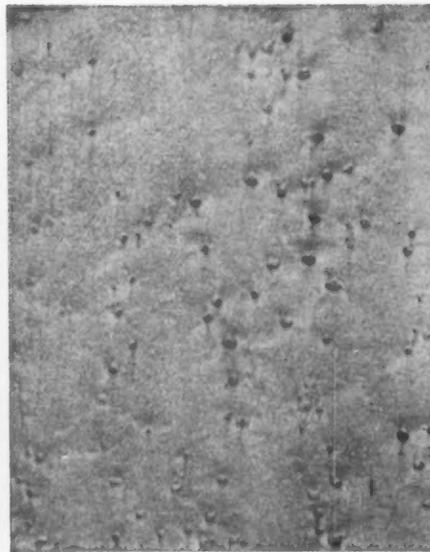
**SMOOTH HARD SURFACE**, mild figure fit birch for cabinetwork. Medium price makes it popular for doors and kitchens. "Natural" birch offers color variations of red heartwood and lighter sapwood. Above is "selected" red.

## depends on how you slice it



**AFRICAN MAHOGANY—QUARTERED**

**RIBBON-STRIPE** is the most widely stocked of a big range of grain and figure in both African and Tropical American mahogany. Large trees permit extra-length veneers. Price is medium, except for highly figured ones.



**BIRDS EYE MAPLE—ROTARY**

**ATTRACTIVE FIGURE** is scattered irregularly over tree, higher in price than plain maple, which is straight-grained. Hard maple has wider use than silver or big leaf maple, has excellent resistance to abrasion.

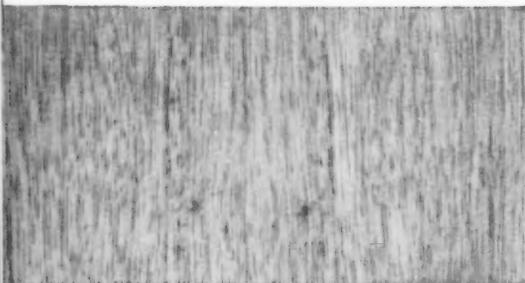


**SWEET GUM—QUARTER SLICED**

**FINE TEXTURED**, with a satiny finish, gum shows no grain rise and is easily stained or painted. Sapwood is creamy white; heartwood, above, is reddish. Gum has growing use for gable ends and exterior doors, to compete with fir.

**THESE SIX PANELS SHOW THE BEST SELLING VENEER WOODS. MORE ON NEXT PAGE ▶**

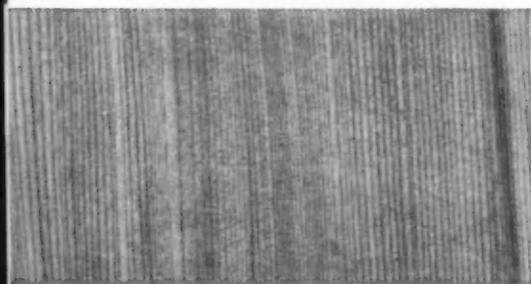
. . . FOUR MORE  
BEST SELLERS ▼



**LIMBA—PLAIN STRIPE, QUARTERED.** Mildly figured ash-blond hardwood gives a cheerful lightness to large areas. Price is medium.



**CHERRY—PLAIN OR FLAT CUT.** Distinctive glowing warmth, interesting grain markings and medium price keep cherry popular.



**ELM—PLAIN QUARTERED.** Cool-toned and serviceable, elm accepts natural and stained finishes equally well; right for playrooms.



**AMERICAN ASH—ROTARY CUT.** Tough, hard, white, of high density, ash has found wide commercial interior use. Price is medium.



EASY DOES IT continued

## Sell the value



**TOUGH AND ATTRACTIVE**, selected birch holds its own in another view of builder Sharp's Lincolnwood, Ill., bathroom, which shows harmony of cabinets and flush door. The warm wood tone makes a fitting color comparison to hard plastics and ceramics.



**A CUSTOM PREFAB** demonstrates an "extra" with hardwood plywood cabinets and floors. This National Homes de luxe model uses birch for the 8 ft. sliding doors and the kitchen, oak ply blocks for the kitchen floor.

**A CONTRAST OF TEXTURES**, smooth colorful birch against white brick, makes this kitchen memorable. Designed by Henry and Carl Newhouse, Chicago architect-builders, for Leonard Schram of Glencoe, it sets off built-ins well.

## of "something extra" in every room



**WALNUT ACCENT** wall features this room in Curtiss Farms, the National Homes development in Cary, Ill., by Maxon Construction Co. Oak parquet plywood blocks, a handsome and enduring floor, are an optional extra.



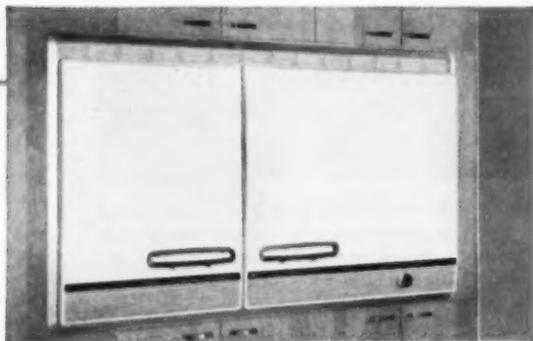
**RANDOM PLANK** effect makes the most of the natural wood beauty of oak, and sets the informal tone of this built-in bar in a basement recreation room in Minneapolis. Color variety permits use on wall and dropped ceiling.

# NEW from WESTINGHOUSE



These beautiful new Westinghouse Refrigerators use color to put more sales appeal in your houses. Pick a cabinet in one of 5 new Confection Colors. Select the door panel from 10 Choose-N-Change Colors. Model DBJ-132 (illustrated) features *Automatic "Cycle" Defrosting* in its

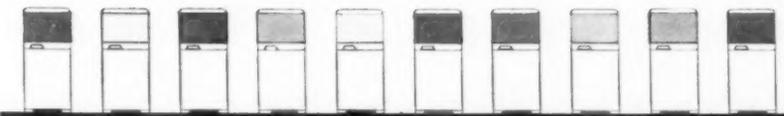
"Up-Top" food compartment. This 13.2 cu. ft. "Stoop-Saver" model has Freezer at bottom. Also available in Choose-N-Change Colors is model DFJ-122 which features *Frost-Free Completely Automatic Defrosting* in its across-the-top Freezer. 12.2 cu. ft. capacity.



**NEW! BUILT-IN REFRIGERATOR FREEZERS**—Westinghouse announces a Deluxe *Horizontal* Model, BHJ-13 (illustrated), and a Deluxe *Vertical* Model, BVJ-13, to add new built-in convenience to your kitchens. Both refrigerator-freezer models have approximately 13 cu. ft. total capacity. Advanced features include removable tilt-down "Showcase" Crisper in door, and *Automatic "Cycle" Defrosting* in Refrigerator. Both models are complete, self-contained units . . . are easy to install.

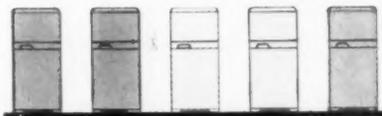
# ...Choose-N-Change Colors

← 10 CHANGEABLE COLOR DOOR PANELS →



Cinnamon Brown    Lemon Yellow    Apple Red    Mint Aqua    Sugar White    Berry Blue    Bon Bon Blue    Nugget Gray    Frosting Pink    Wintergreen Green

← 5 CABINET COLORS →



Frosting Pink    Mint Aqua    Sugar White    Lemon Yellow    Nugget Gray

50 color combinations to choose from! You know how prospective home buyers like to add their personal touch to kitchens. These Westinghouse Choose-N-Change Color

Panels of Monsanto Vinyl let them do just that. Here are refrigerator color panels that can be changed quickly, easily and inexpensively.

# ...All types of Automatic Defrosting

Now you can let your customers choose the type of automatic defrosting they want in their refrigerator. Only Westinghouse offers a complete selection that includes these three

types: Automatic "Cycle" Defrosting, Frost-Free\* Completely Automatic Defrosting and Push-Button\*\* Automatic Defrosting.



**PUSH-BUTTON AUTOMATIC DEFROSTING.** This 11.4 cu. ft. Westinghouse Refrigerator is one of 3 models with the new, patented Push-Button System. Just push the defrost button and frost is removed automatically. Defrost water drains into tray for easy disposal. Model PJ-114.



**SPACE SAVING MODEL**—This space saver has 8.0 cu. ft. capacity, is only 24" wide. Full-width Freezer and Cold Storage Tray hold 40 lbs. of frozen foods. Model HJ-80 (illustrated) is only one of a line of manual defrosting refrigerators in deluxe and standard models.



Westinghouse puts quality "sell" in your house with products years-ahead in design. Phone your Westinghouse Distributor today — or write our Contract Sales Department, Westinghouse Electric Corp., Major Appliance Division, Mansfield, Ohio.

\* Trade Mark, U. S. Patents Issued: Nos. 2,459,173 and 2,324,309

\*\* U. S. Patent Issued: No. 2,324,309

**WATCH WESTINGHOUSE!**  
WHERE **BIG THINGS** ARE HAPPENING FOR YOU

Mr. and Mrs. **America** are already "sold" on beautiful...

# HARDWOOD PLYWOOD



## Now's the time to get on this profit bandwagon!

**Look** at every page of this big, fact-filled *American Builder* issue on Hardwood Plywood.

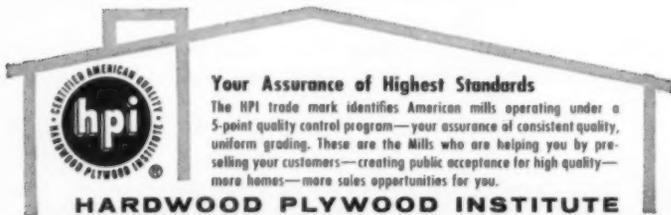
**See** for yourself how easy it is to obtain the beautiful grain and color effects you want on every job . . . to individualize each home . . .

**Note** how fast and easy it is to install this modern building material . . .

**Think** of what Hardwood Plywood can do to upgrade your homes—add the quality extra

that turns prospects into sign-on-the-dotted-line customers . . .

**And remember**, prospects by the millions have already seen attractive Hardwood Plywood in use in feature wall panels, kitchen cabinets, built-ins, entire rooms—have read about it, seen it again and again in every homemaker newspaper column and national magazine, and . . . know its lifetime value . . . **They want it!**



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**It's Profitable**

**To Use Genuine,**

**hpi HARDWOOD PLYWOOD!**



***CAPITOL GIVES YOU WIDEST CHOICE OF COLORS!***  
*New Design ... More Built-Ins ... Better Discounts*

**ONLY CAPITOL OFFERS YOU:**

**12 EXCITING COLORS . . .** multi-colors, solid pastels and gleaming white. Choice of distinctive handle finishes too — chrome, burnished gold, burnished copper or black at no extra cost.

**NEW-LOOK DESIGN . . .** to answer your prospect's every desire! Roto-shelves, pop-up mixer cabinets, corner and island cabinets, never-binding drawers, and built-ins to house the gas or electric ovens and ranges of America's best known appliance makers.

**IT COSTS NO MORE . . .** to give your prospects superior Capitol Kitchens. Install Capitol Kitchens in all your new homes and make your selling job easier. And here's another plus . . . Capitol's close cooperation with architects, builders, dealers . . . everyone.

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 Please send complete information about new CAPITOL Color-Planned KITCHENS including a FREE copy of your kitchen design manual.

I am  Architect  Builder  Dealer  Distributor

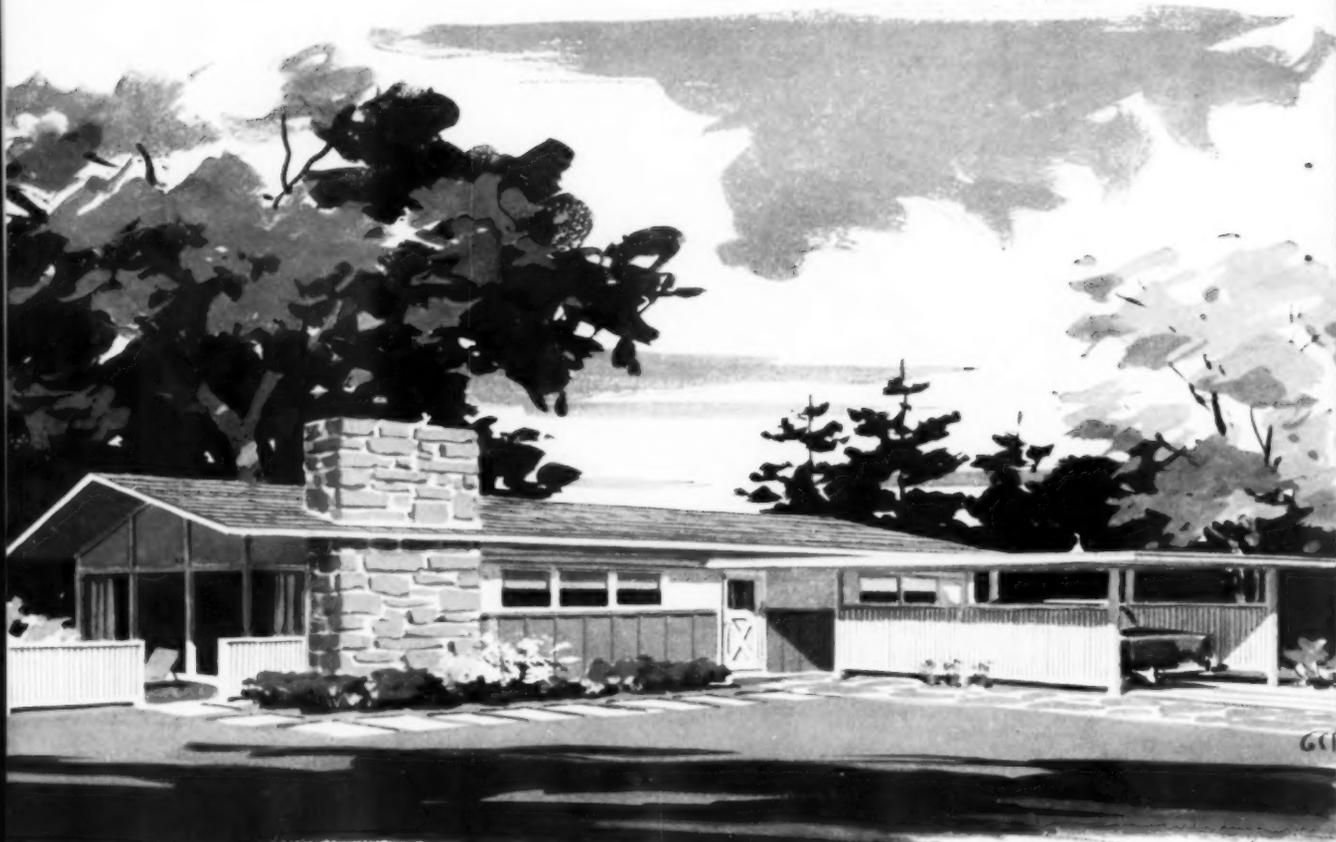
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City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

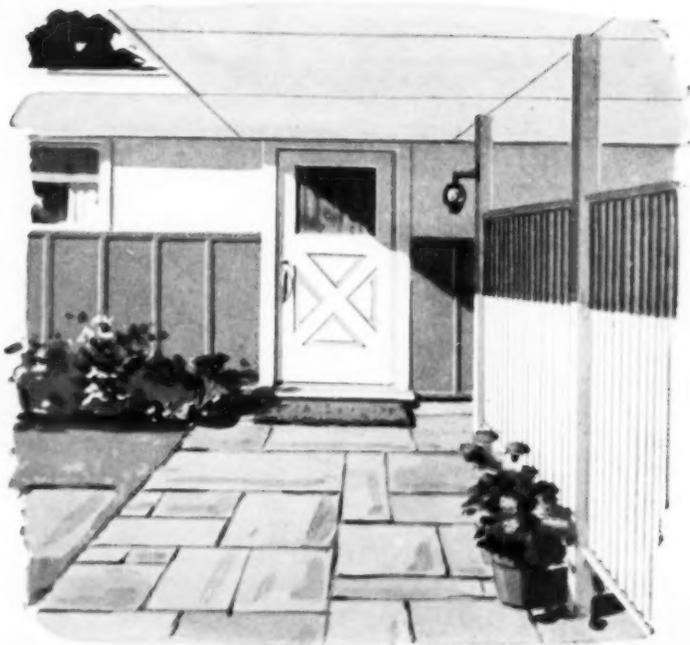
**ASBESTOS BOARD PUTS MORE VALUE**

**IN THIS COLORFUL DESIGN**



*Designed by George Cooper Rudolph, A.I.A.*

This new ranch house shows how to improve the value of a modern "board and batten" design. Painted asbestos sheets provide the perfect vehicle for up-to-date color styling *plus* the added appeal of low-upkeep, firesafe exteriors. These economical sheets take paint more readily and they're easier to work with, too. Notice their use for soffits and overhangs, and the unique design of corrugated asbestos sheets for carport sidewalls. In color, design and low maintenance appeal, asbestos board improves the value of this house. For more information on the new beauty and design possibilities of asbestos-cement products, write today for your free copy of "Advanced Designing - 1956".



**ASBESTOS-CEMENT PRODUCTS ASSOCIATION • 509 MADISON AVENUE, NEW YORK 22, N. Y.**

# How to estimate excavation costs

By JOSEPH STEINBERG, head,  
and MARTIN STEMPEL, instructor,

Construction Technology Department,  
New York City Community College

American Builder's Estimating Workbook will cover those phases of cost figuring which are the province of the builder himself: excavating, foundation and masonry work, and carpentry. It will not include work usually figured by the

specialists, such as plumbing, heating, and electrical subcontractors.

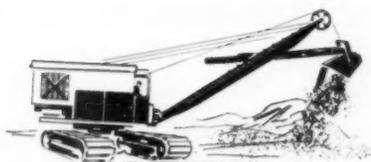
The prices and wages quoted represent an average over the country, and local conditions may differ widely; builders will have to make adjustments for this.

## 1. An accurate estimate begins with a working knowledge of the tools used



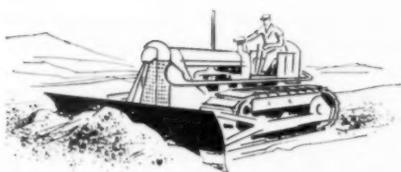
### HAND SHOVEL

This is the least efficient and thus the most expensive way to excavate; it should be used only where there is no other possible way of moving dirt, such as a cellar excavation where there is no room for a back hoe to operate to dig footing trenches. A laborer should be able to dig one yard an hour; at a wage rate of \$2.10 an hour, hand excavating costs \$2.10 per yard.



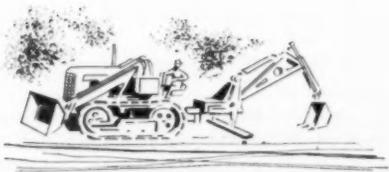
### POWER SHOVEL

This is the best machine for digging cellar excavations. A one-half yard bucket machine is the best; anything much larger or smaller will cut down efficiency. The shovel will cost about \$110 a day, should dig about 220 yards, resulting in a cost of 50 cents a yard. If excavated dirt must be trucked away a distance of one mile, extra cost will be about 40 cents a yard.



### BULLDOZER

The bulldozer is the most versatile of all power excavating equipment. It is not suitable for most deep excavations, but for shallow cuts, and for skinning and backfilling, it is unexcelled. While there are several sizes of bulldozer, the D-4 is the one most used for home construction. It will move at least 200 yards a day; at a cost of \$160 a day, digs at 80 cents a yard.



### BACKHOE

These handy machines come in many sizes and shapes, but the most widely used is a 1/4-yard machine that digs an 18" wide trench. It can be used for footing trenches, or water, sewer or drainage ditches; some models will make a 10 foot deep cut. About 100 yards a day is average and the machine should rent for about \$80 a day. Cost per yard is about 80 cents.

## 2. Here's a typical example of how an accurate excavation

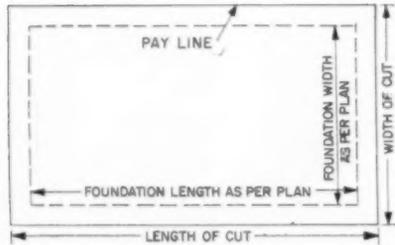


Figure 1

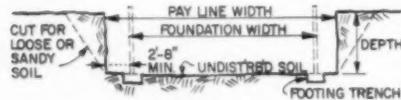


Figure 2

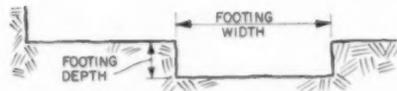


Figure 3

### FIGURING THE FULL CELLAR

Take the floor plan as in Figure 1, and draw around it a line at least two feet outside the footing. This is known as the pay line; the excavation must be at least this far from the foundation to allow room for working. Measure the width and length of the excavation on these lines. Next, determine the depth of the cut.

**Multiply the length x the width x the depth, all in feet. Divide the result by 27. This is the volume in yards. Multiply the volume by the cost per yard of the excavating machine. This is the cost of the excavation.**

If the soil is very loose or sandy, the sides of the cut will have to be sloped back 45 degrees, as shown in the dotted lines in figure 2. For an average size house and a cut of six feet, add about 50 per cent to the volume to be excavated.

On the average job it may not be possible to get a backhoe into the hole to dig the footing trenches, so they must be dug by hand. **Multiply the width of the trench by the depth, both in inches, as in figure 3. Divide the result by 144 to get the cross sectional area in square feet. Multiply this by the perimeter of the house in feet, and divide the result by 27. This is the volume to be dug. Multiply it by the yard costs of hand digging to get footing trench cost.**

## 3. Here are the three basic types of excavations you'll

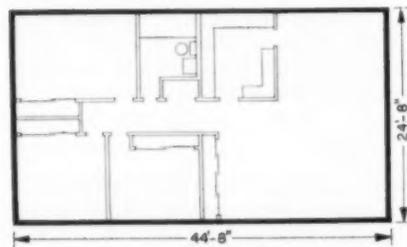


Figure 8

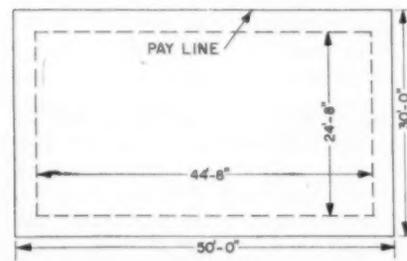


Figure 9

### THE PLAN

The house to be figured is shown in figure 8. It is average in size, a simple rectangle in shape, and is dimensioned for modular construction. It is to be built on a piece of level land where the soil is of average consistency. There will be a full cellar with about a foot of the foundation wall exposed above grade, so the cut will be made to a depth of six feet. There is a power shovel available with a one half yard bucket at a cost of \$110 a day. **It will dig about 220 yards a day in this soil, resulting in a price of 50 cents a yard.**

### THE PAY LINE IS LAID OUT

The basic dimensions of the house are 24'-8" by 44'-8". The footings will extend out beyond these dimensions by 8" on either side, for a total of 16 inches. Two feet must be allowed on either side for clearance from the sides of the excavation; this adds four more feet to each dimension.

When all these factors are added to the original sizes, the resulting pay line dimensions, as shown in figure 9, are 30' by 50'. These are the dimensions that will be carried over into the next step to figure the volume.

## estimate should be made

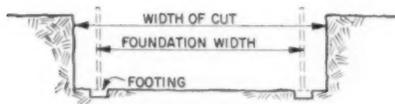


Figure 4

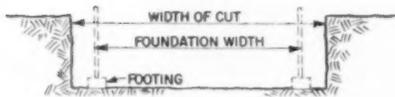


Figure 5

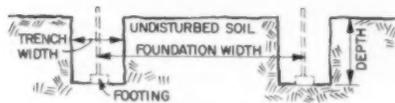


Figure 6



Figure 7

### FIGURING THE CRAWL SPACE

The crawl space, figure 4, is handled like the full cellar, except a bulldozer generally is used in place of the shovel. **Length and width are figured by pay line, multiplied by depth, and divided by 27. The result is multiplied by the cost per yard of the bulldozer, giving the cost of the excavation.**

Footings are also figured as in the cellar, except that they are usually dug by backhoe rather than by hand, and figured accordingly.

Figure 5 shows a cheaper method: footing trenches are eliminated, and footing forms set up on the bottom of the excavation.

### FIGURING THE SLAB

Once the topsoil has been skinned off, the type of slab shown in figure 6 requires only trenching. Trenches should be three to 3½ feet wide to allow room for working if block construction is used; if the walls are poured concrete with no footings, 18 inches might give room enough for forms.

**Width x depth x house perimeter, all in feet, divided by 27 gives yards. Multiply by price per yard of backhoe.**

Floating type slab, figure 7, has trenches dug to exact size of footings; otherwise it is figured in the same way.

## have to work with

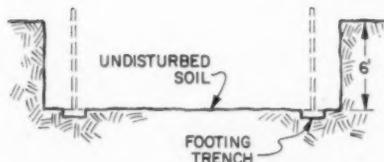


Figure 10

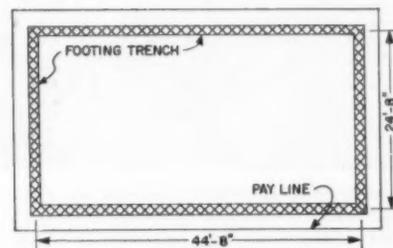


Figure 11

### THE VOLUME IS DETERMINED

The depth of the cut has already been determined to be six feet; the length and width were figured in the previous step. The total volume of the excavation now can be calculated by the formula given for the full cellar.

Width (30 feet) x length (50 feet) x depth (6 feet), multiplied together, result in a volume of 9000 cubic feet; divided by 27, the volume becomes 333 yards. **At a cost of 50 cents a yard, the cost of digging this hole will be about \$167 with no trucking. 10% should be added as a cushion. Total, \$184.**

### AND LAST, THE FOOTING TRENCHES

The architect's specifications call for 18" by 8" footings, which are to be dug by hand. Multiplying these together, we get 144 square inches; divided by 144, the cross sectional area is found to be one square foot.

The house perimeter, rounded off to the nearest foot, is 140'. This is multiplied by the area found above, one square foot, and gives a volume of 140 cubic feet. Divided by 27, the volume becomes 5¼ yards. **At \$2.10 a yard, footing cost is about \$11.00. Total cost for excavation and trenches, \$195.**

BUILDER CHARLIE BATES OF AMARILLO, TEXAS SAYS:

# "Big components make small

↑  
WHAT



PAN-AMA Homes' Charlie Bates specializes in small town jobs, says that's where components make top savings.

↓  
HOW

... you simply



**2** **BATHROOM VANITY** wall section goes into place easily, reduces need for skilled labor in building separate parts on job. Tutt Cooper predicts greater future use of built-in furniture in houses also.



**3** **COMPLETE KITCHEN WALL** section is shoved into place on Bates job by two workmen. Philippine mahogany cabinets and wall surfaces have furniture-like finish. The entire unit takes only a few minutes to install.

## jobs easier . . .

**P**an-Ama Homes cuts the cost of unskilled labor on its jobs by using these king-size interior units. Charles E. Bates, President of the company checked into many prefab and other building techniques to find the one best suited to small towns; this is it, he says.

Bates builds in such Texas towns as McLean, Dimmitt, Tulia, Olton and Hereford where lack of skilled labor is a major problem. He buys the large size components from Cooper Homes of Amarillo who will supply a complete prefab package, or as many interior units as needed.

Components are of furniture-quality Philippine Mahogany, include complete kitchen wall, bathroom vanity wall, decorative wall sections, wardrobe closets and others. Units are trucked to the site, moved into place through the extra-large picture window opening.

E. E. (Tutt) Cooper, President of Cooper Homes delivers the units within a 700 mile radius of Amarillo. He believes that components are "the big thing" of the next 10 years.



**1** **SIX FOOT** storage wall section is moved into Pan-Ama house in Amarillo through front picture window opening. Firm builds in small towns, usually constructs less than 40 houses in a group.

## slide whole sections into place"



**4** **WARDROBE COMPONENT** also acts as room divider, is set into place after finished floor is laid. Workmanship on unit is far more polished than is possible with small town local labor. Costs also are less.

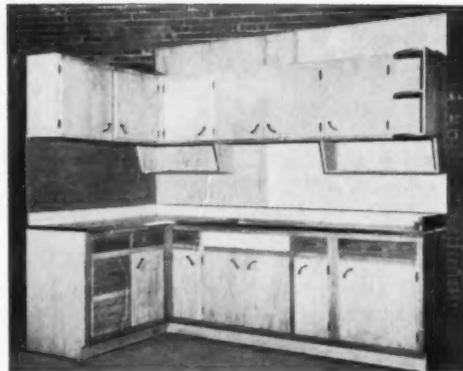


**5** **BEDROOM WALL** section is moved into place by 3 men. Built-in sliding door is already in place, complete with all hardware. Shop-built components such as these make better product possible at lower cost.

# There's a component for every

The record of home building over the past five years shows a strong movement toward use of shop-built parts or "package" units. Here you see a long step forward in the use of large components for every part of the house. They help get small-town jobs done quickly and well. Components are built under controlled conditions that allow the builder to deliver a quality job with a minimum of skilled workers. Cooper Homes also supplies prefab exterior wall sections, trusses and other components.

It is in the interior parts of a house that the greatest economies lie, and many builders find they can more easily adapt these to their existing systems than to go all-prefab. Tutt Cooper predicts that the number of shop built components will increase, and will eventually include much built-in furniture as well.



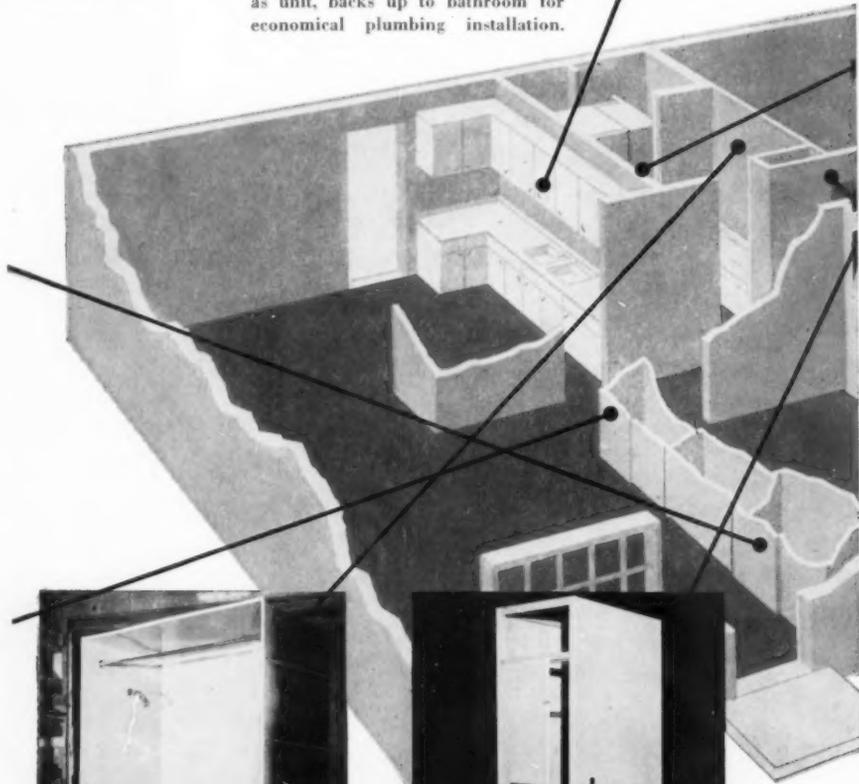
**WHOLE KITCHEN** wall comes to job as unit, backs up to bathroom for economical plumbing installation.



**FURNITURE-LIKE** wardrobe unit is six feet wide, acts as room divider as well as place for storage.



**FOUR-FOOT WARDROBE** unit of Philippine Mahogany fits into many spots in plan, becomes part of wall.



**TUB-SHOWER** and wall section of pressed steel comes as one unit, eliminates costly on-the-job labor.

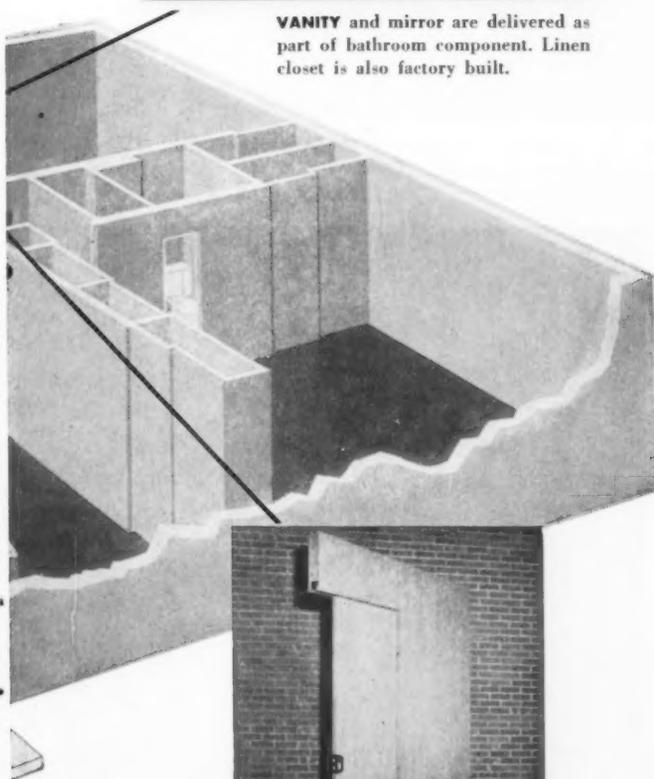


**HEATER CLOSET** has louvered door, is planned to accommodate compact systems designed for small homes.

# part of the house



**VANITY** and mirror are delivered as part of bathroom component. Linen closet is also factory built.



**SLIDING DOOR** is built into this finished Philippine Mahogany wall section, delivered ready to install.

## 20 TYPICAL COMPONENTS AND WHAT THEY COST

Is it possible to "package" the parts of a house and price them low enough to reduce the builder's cost as compared with doing the same work on the job? The answer obviously must be based on the individual builder's method of operation, taking into account the local conditions under which he must operate.

Larger components and package pricing go hand in hand—an unmistakable trend. But this is a field where pioneering is still being done.

Listed below are prices of typical components as quoted by Cooper Homes in the Amarillo area early in 1956 on a typical 40 foot house.

Kitchen cabinet wall .....	\$210.00
Decorative wall section .....	51.00
Bathroom vanity with mirrors ....	122.00
Commode wall section .....	16.00
Bath tub wall section .....	25.00
Automatic wash closet with door..	75.00
Linen closet .....	62.00
Bathroom door section .....	75.00
Bedroom door section .....	67.00
4'0 wardrobe closet .....	85.00
6'0 wardrobe closet .....	115.00
Room divider, bedroom .....	53.00
Broom closet .....	45.00
10'0 den wall section .....	85.00
9'-4" x 6'-8" window wall, unglazed .....	60.00
Heater closet .....	38.00
Planter and bookcase .....	27.50
Single carport 12 x 24 with storage .....	400.00
Double carport 24 x 20 with storage .....	520.00
24" cantilever extension .....	30.00
12' false gable .....	50.00
Dining nook .....	100.00
Built-in stove and oven with cabinet .....	250.00
Electrical fixture package .....	53.45
70,000 BTU furnace with ducts ..	232.20
Two-ton air conditioning unit ....	425.00
Tub enclosure complete with accessories and steel tub .....	168.80

For More Information on Cooper Units  
Circle No. 6001 on Reply Card,  
Page 190

**YOU GET REAL DIVIDENDS WHEN  
YOU BUILD IN THE SUBURBS . . .**

## You can leave load-bearing

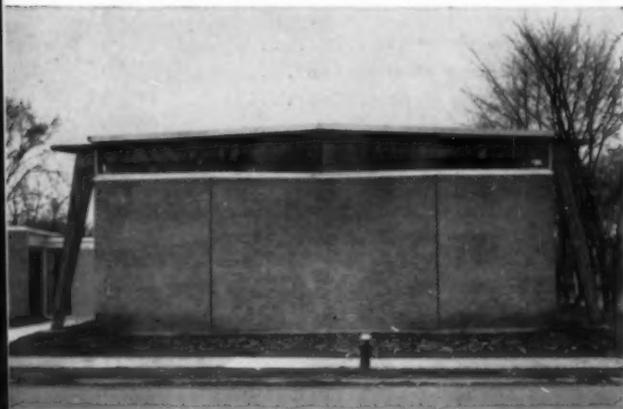
**J**ack Stromberg, "one of the good old-time builders in the Chicago area," was called in to build this modern structure for the Thomas A. Shutz Co. in Morton Grove, Ill. The firm had decided to move to the suburbs from its cramped loft in metropolitan Chicago. It wanted to get away from city noise, dirt and restrictive codes. It also wanted the benefits of open planning, spectacular design, more floor space and the lower insurance rates that accompany laminated arch construction.

Stromberg and his 30-man crew handled just about everything but the arches, which were erected by the fabricator, Timber Structures, Portland, Ore.

Aside from the laminated arch, post-and-beam structural system—a distinct departure from the usual

reinforced concrete or structural steel approach—architect Goldstein has put his materials to excellent use. For one thing, he provided a soft feeling underfoot—literally—through the laying of asphalt tile over lightweight concrete, which consists of Zonolite, sand and water in a 1:3:2 mix. The result is not only easy on the feet; it also carries the load well and is only about 25% more expensive than regular concrete. Zonolite was also tamped in the brick cavity walls for insulation.

While burying his air conditioning ducts in the floor joists, architect Goldstein purposely left his conduits and junction boxes exposed—later painting them to blend with wood beams and decking. Cost of the entire building: \$12.25 a square foot.



**SAWTOOTH BRICK** walls are 13 feet in height, need sawtooth pattern for greater strength. Note pattern of joints.

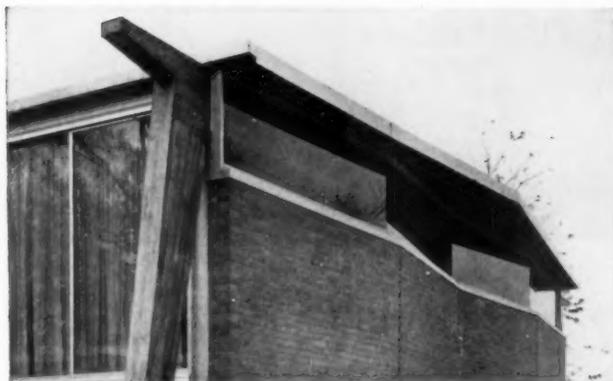
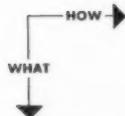
**ARCHITECT:** Seymour S. Goldstein,  
Chicago, Ill.

**BUILDER:** Stromberg Construction Co.  
Morton Grove, Ill.

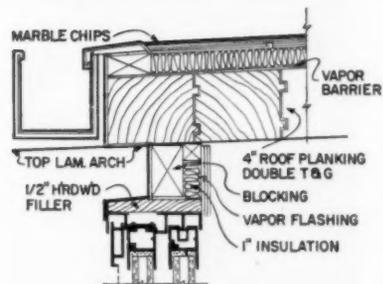
**GLUED LAMINATES** rise to height of 16 feet, span 20 feet to center of building, where load is taken by posts and beams. Arches capped with plywood for extra weather protection, are anchored to concrete piers with iron shoes. Windows are anchored north light, consist of three Thermopane sections. Middle section slides, needs no screening. Units are by Miller Manufacturing Co. of California.



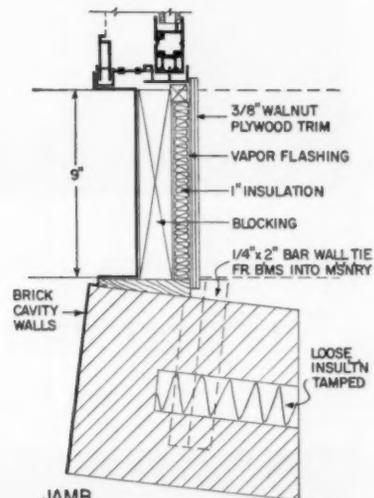
# walls behind



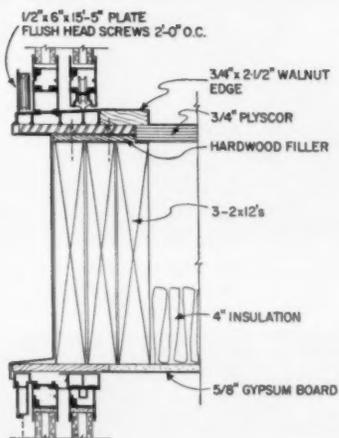
**CLERESTORY WINDOWS** above end walls are fixed, have aluminum-capped sills. Roof has 1½ pitch. Corner details are shown on the right.



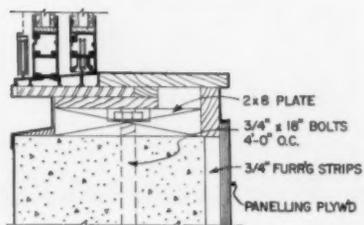
HEAD ROOF LINE



JAMB



HEAD BELOW UPPER FLOOR



SILL FOUNDATION WALL





REAL DIVIDENDS IN THE SUBURBS *continued*

...you can plan around wide open



**JAPANESE SHOJI SCREEN** provides translucent room divider in office area. Conduits, junction boxes are exposed.



**ENTRANCE LOBBY** at ground level has stairway to upper and lower floors, natural light overhead and walnut paneling.



**ARTISTS' CUBICLES** on upper floor have excellent work light, ample storage space, cork pin-up boards.



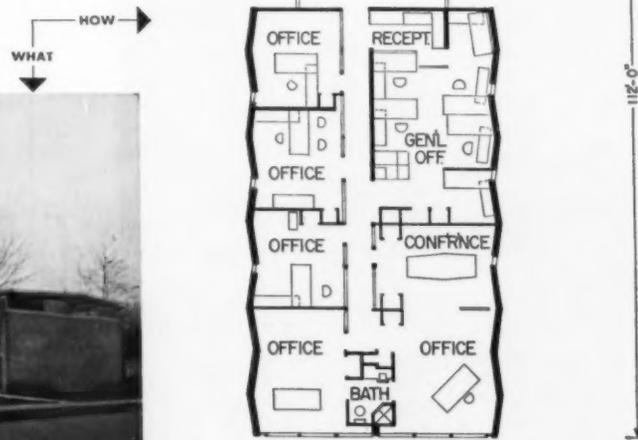
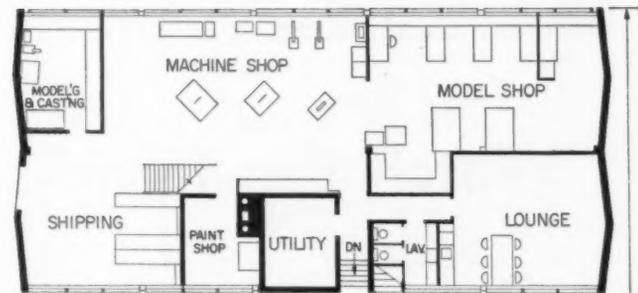
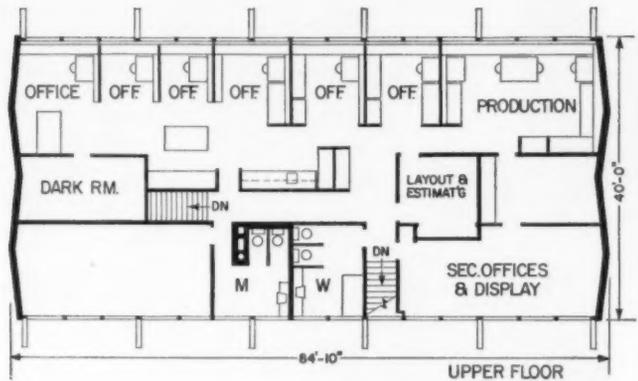
**MODEL MAKERS' shop** on lower level has gyp. board ceiling, post and beam framing. Benches are close to machine shop.



**DISPLAY-MAKING** firm left a second-story loft in Chicago for quarters shown here. Building is in residential suburban area in park-like setting. Working conditions are ideal for artists and model makers who need north light.

## spaces

and you can separate your office and production areas effectively by using this split-level, T-shaped arrangement



LOWER FLOOR



**RESTFUL RESIDENTIAL** suburb of Morton Grove, Ill. was chosen by Schutz Co. for relocating. Lot is 180 x 200 ft. in size and adjoining property is open. Expansion is already under way.

**SPLIT-LEVEL T** lends itself admirably to two-story, laminated arch construction. Note centrally located entrance lobby leading to three different levels.

HOW →  
WHAT ↓



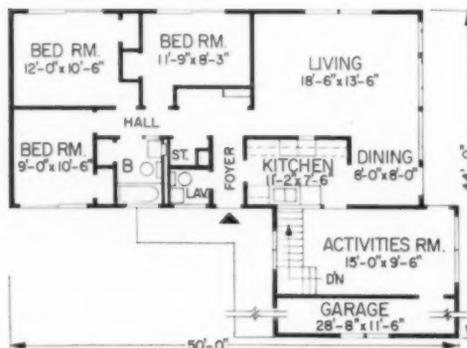
## Watch this trend-setter: it's gone

**Scholz entry at New York Coliseum is a show-stopper when builders see chance to offer indoor-outdoor living at low-to-medium prices**



**LINCOLNSHIRE MODEL** is larger of two new plans. Buyers have choice of three exterior styles, including bevel siding. While basically contemporary in design, model also has valanced porches and diamond-light windows.

**STAYING WITH THE EL**, Scholz' Lincolnshire puts garage and activities room up front, bedrooms and living room to the rear. House has 1,225 square feet of living area—plus added 247 square feet of garage and storage space.





"CONNING TOWER" KITCHEN allows mothers to watch children at all times. Only a step away from laundry, it looks into activities room. Actually it's an opened pass-through.

◀ EXPOSED BEAM ceiling is standard Scholz treatment, with glass gable end. House is one of first to come off Scholz' assembly line in recently acquired Wilmington plant.

## East . . .

That famous Scholz trademark, the glass gable end, is now available in a new \$15,000 model, the Lincolnshire. And Scholz also has the same styling at a lower price—the \$11,000 six-room Orchard Hill model. Both pre-fab houses were seen for the first time in the East at the International Home Building Exposition, May 12-20, in New York City.

Combining authentic western design with open planning, exposed beams, cathedral ceilings, glass walls and indoor-outdoor living, the houses proved to be a hit with both home buyers and home builders.

In order to get these houses into production Scholz purchased a new plant in Wilmington, Delaware, from which the firm is already filling its first East Coast orders. For the future: a Memphis plant to service the South and a West Coast plant by '57.

If you want to know how the Lincolnshire goes together, panel by panel, see the Detail Plate on page 298.

## "AUTHENTIC WESTERN STYLING AT A PRICE EVERYBODY CAN AFFORD . . ."



ORCHARD HILL MODEL is in the \$10,000-\$11,000 class, plus land. This is just one of the dozen or so variations possible. For budget-minded builders, it's a natural. It's a six-room, three-bedroom house with western styling.



COMPACT PLAN of Orchard Hill model has 968 sq. ft. of living space. House has carport, storage-packed bathroom with tiled walls, walnut-grained vinyl countertops in U-shaped kitchen and separate ground-floor laundry.



FORMAL DINING AREA has indirect concealed-cornice lighting, familiar cathedral ceiling. Additional dining space is in the kitchen. Visitors to Exposition model were impressed by its decorator colors, its spacious feeling.



**CONCORD PARK** is an attractive, normal looking development that might be found anywhere in the United States. There is nothing about it to indicate that it represents a

unique experiment in interracial housing—an experiment that worked. Project took much study and planning, has paid off handsomely for those who conceived and built it.

## Unrestricted housing: how to tap a new market

**W**illingness to take a carefully calculated risk has made a handsome profit for two Philadelphia builders.

Morris Milgrim and George Otto put their money on what most developers would call a dangerously long shot: they bet they could build a development open to both white and Negro buyers and make it a success, thus defying the theory that mixed housing means nose-diving real estate values.

They won the bet. In fact, the payoff on their Concord Park development was so robust they turned around and began developing another tract with higher priced houses.

It was Milgrim who, in 1952, first decided that there might be a worthwhile market in unrestricted housing. Since he had no precedents to guide him, his first move was to sit down and do some hard-headed thinking. He decided that the houses themselves should be handled as in any other project: give the buyer the most for his money. The site, however, must be handled carefully. Located too near an all-white neighborhood, it might raise antagonism; located too close to a Negro area, it might discourage white buyers. His solution to the problem might well serve as a guide to others considering the interracial market. He chose a site surrounded by natural buffers—a highway, a cemetery and a railroad—and let it develop a character of its own. Another point worth noting: he made sure the site had

the approval of the local planning commission, the Urban League, the NAACP, and all other groups that had an interest in an interracial development.

At this point Milgrim hit his first snag. Normal sources of risk capital were afraid of the whole idea. Milgrim decided to form a corporation of small investors, and the first stock buyer turned out to be George Otto who became an active participant as well as an investor. They soon raised \$150,000, and the project was underway.

Mortgage money, potentially a tough problem, was provided by the Bowery Savings Bank in New York; but in order to maintain community good will, interim construction financing was handled by a local bank. Materials, too, were purchased locally. The FHA indicated that its chief interest was in the value of the house, and pegged it at ten dollars more than its \$11,990 sale price.

Concord Park also provided valuable lessons in the marketing and advertising of interracial housing. It was decided advertising should be held off until the project was open for sale in order to keep gossip and speculation to a minimum. Once the model houses were built, people who thought unrestricted housing and cheap housing were the same would be shown tangible evidence to the contrary.

Advertising proved unnecessary to attract Negro buyers, who until then had had little chance to buy good houses in attractive neighborhoods. It was



▲ **BUILDER MORRIS MILGRIM**, here showing model house to a prospective customer, was the one who decided that unrestricted housing would pay. He found also that there are higher priced possibilities in the market.



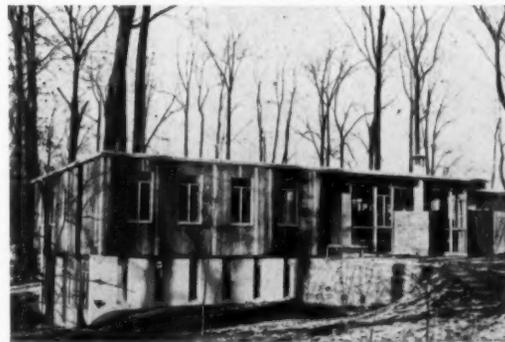
**FLOOR PLAN** of Concord Park's basic three-bedroom house shows 1,050 square feet of living space, plus garage. Price of this model is \$11,990. Another version with four bedrooms and 1½ baths has a price tag of \$13,600.



**EXTERIOR VIEW** of the basic model, showing brick veneer across part of the front. By this Spring, one hundred houses should be completed out of the one hundred and forty that will eventually be built by Milgrim.

found, however, that while remarkably few white buyers objected to living in a mixed community, many of them were concerned with the ratio of white to Negro families that would make up the community. Milgrim and Otto started by saying that a majority of houses would go to white buyers, found that a more definite answer was needed, and settled on 55% white to 45% Negro. They later concluded that sales to white buyers would have been easier if the white percentage had been higher, changed it in Greenbelt Knolls, the new development, to 65% white to 35% Negro. As a safeguard, the corporation asks buyers for a three-year resale agreement with the builders as agent, assuring that the ratio can be maintained.

It's a tricky market; but Milgrim's success shows it can be handled with profit to all concerned.



**GREENBELT KNOLLS**, second development, will have nineteen contemporary houses in the \$18,000 to \$23,000 bracket. The hillside model shown here has expansion basement. Architects were N. T. Montgomery and R. F. Bishop.



**MOST POPULAR MODEL** in the Dallas area is this brick-veneer house. It sells at \$11,150 to \$11,500, depending on the location. For this, the buyer gets 1110 square feet of living space plus a garage, storage area, and patio.

**WHAT AMERICA'S BIGGEST BUILDERS  
ARE SELLING TODAY . . . .**

**No. 1 in a new series:  
TOM LIVELY, Centex Corp., Dallas, Texas**

▶ **WHAT** he sells best . . .

▶ **HOW** he builds it for less . . .

The gentleman pictured above is Tom Lively, the country's biggest builder: the house is his biggest selling model. As you might expect, both are from the big state of Texas.

The success saga of Lively's Centex Corporation borders on the unbelievable: 10 houses in 1945, to 3200 in 1955, and an expected 5000 this year. While Dallas is the main operation, Centex also has developments in California and Illinois and builds apartment projects and shopping centers as well as individual homes.

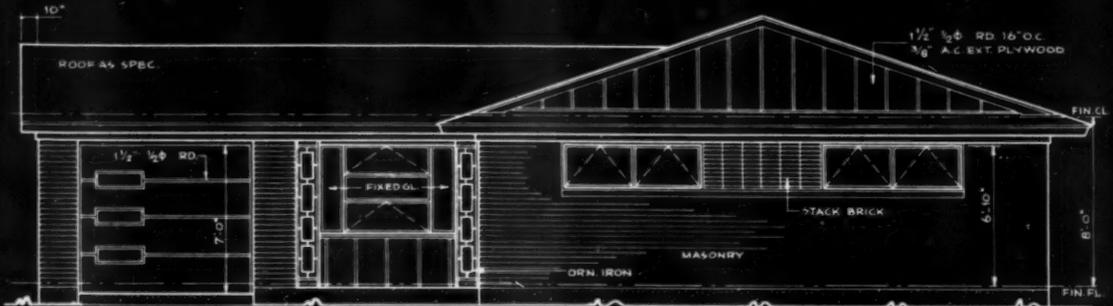
There is nothing unusual about the Centex formula: build a house people will want and give it to them for a price they can afford to pay. Any builder, large or small, who studies his market and builds for it in an efficient manner can be successful; if he can add a heaping teaspoonful of (Continued on page 121)

**AMERICAN BUILDER  
BLUEPRINT HOUSE**

**# 231**

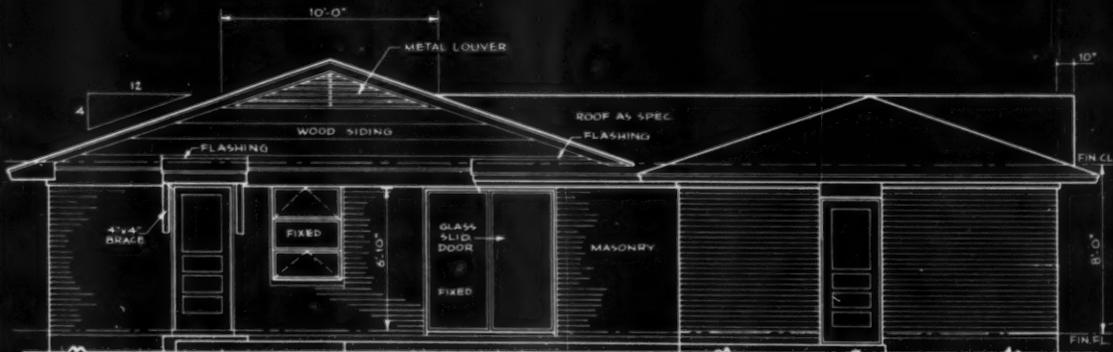
**BUILDER: Centex Corp., Dallas, Tex.**

**ARCHITECT: Milam and Roper, Dallas, Tex.**



**FRONT ELEVATION**

SCALE 1/8" = 1'-0"

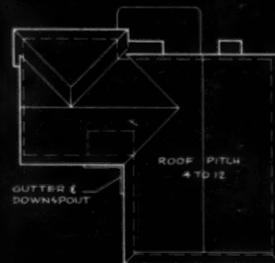


**REAR ELEVATION**

SCALE 1/8" = 1'-0"

**ROOF PLAN**

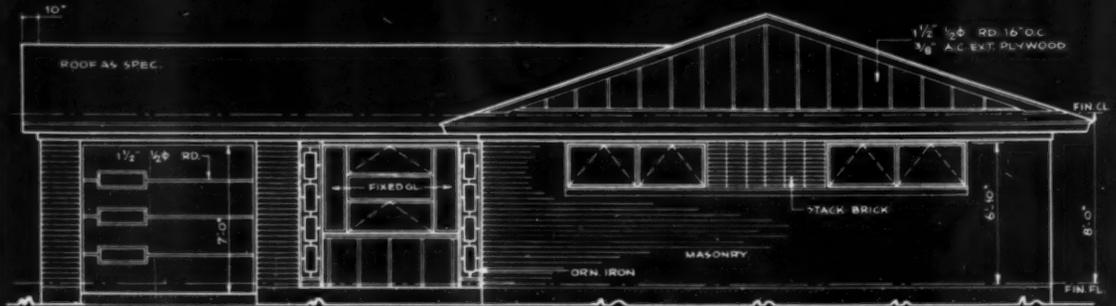
SCALE 1/32" = 1'-0"



AMERICAN BUILDER BLUEPRINT SERIES.

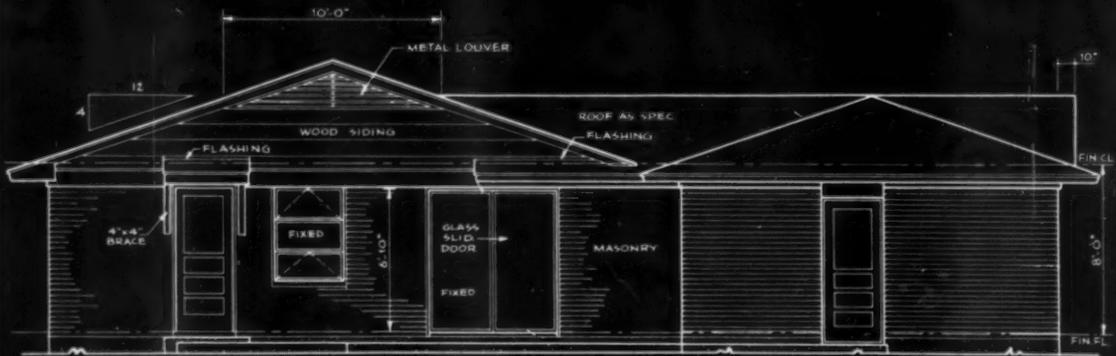
AB-6

SIMMONS-BOARDMAN PUBL. CORP., 38 CHURCH ST., NEW YORK 7, N. Y.



**FRONT ELEVATION**

SCALE 1/8" = 1'-0"

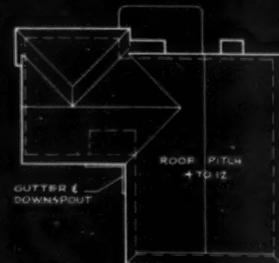


**REAR ELEVATION**

SCALE 1/8" = 1'-0"

**ROOF PLAN**

SCALE 1/32" = 1'-0"



AMERICAN BUILDER BLUEPRINT SERIES.

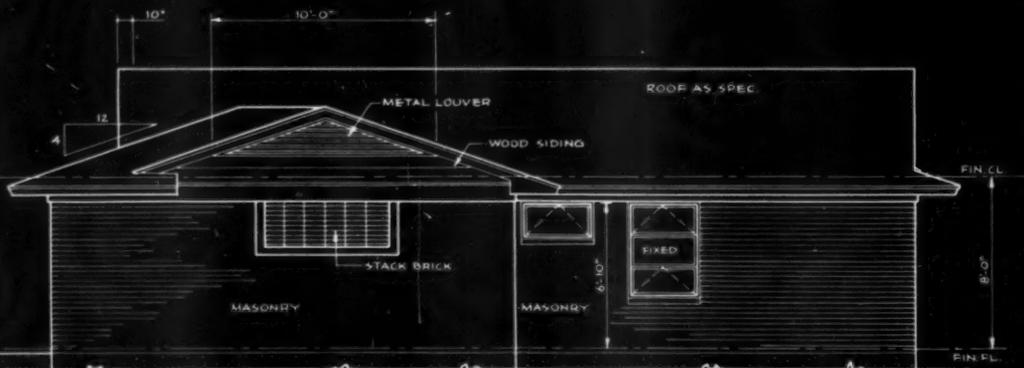
AB-6

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



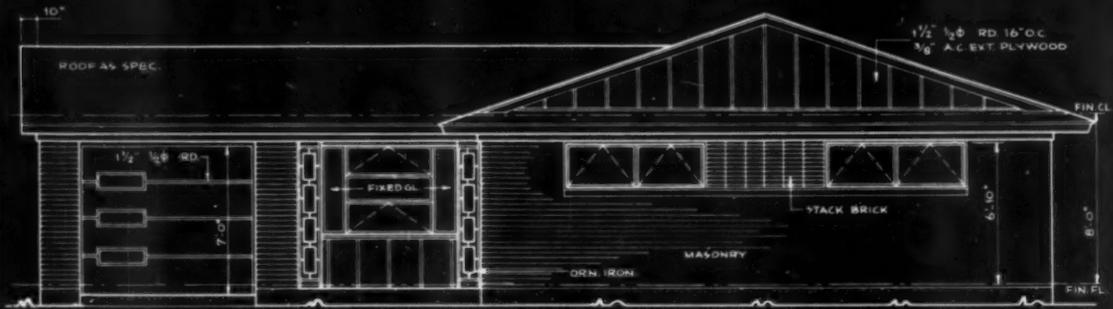
**RIGHT SIDE ELEVATION**

SCALE  $\frac{1}{8}$ " = 1'-0"



**LEFT SIDE ELEVATION**

SCALE  $\frac{1}{8}$ " = 1'-0"



**FRONT ELEVATION**

SCALE 1/8" = 1'-0"

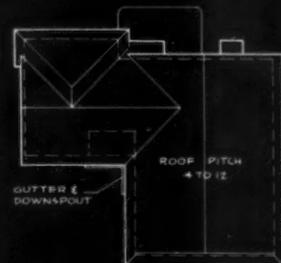


**REAR ELEVATION**

SCALE 1/8" = 1'-0"

**ROOF PLAN**

SCALE 1/32" = 1'-0"



AMERICAN BUILDER BLUEPRINT SERIES.

AB-6

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



**SLIDING GLASS DOORS** provide light, spaciousness, and easy access to the fenced-in outdoor living area. House is of slab construction, but Texas buyers like wood floors, so oak block flooring is one of the standard features.



**LARGE KITCHEN** offers lots of space for informal dining or feeding small children, supplements dining area off living room. Kitchen cabinets are birch or mahogany finish. Range hood is provided, stove and refrigerator are not.

(continued) imagination and youthful ambition. (Lively is in his middle thirties, most of his organization is equally young) he might find himself running a second Centex.

There is nothing miraculous about Centex's fastest selling house. It is a well planned, roomy model with one bath, three bedrooms, a big living-dining room, and lots of closet space. Brick is a vital sales feature in the Dallas area, so the exterior is brick. Outdoor living is a must most of the year, so this house has a large patio out back, reached through a door from the kitchen and large sliding glass doors from the living room.

The house's biggest sales feature is its price. The model shown here, part of the Johnston Park project in Dallas, sells for \$11,500. Land costs account for about \$1500 of this, and in less costly areas the house sells for three or four hundred dollars less. The heating system is ducted for full air conditioning, which is provided extra for around \$850, or can be added at a later date.

**Products used:** Frigidaire appliances; General Electric heating and air conditioning; Briggs, American Standard and Kohler sinks and fixtures; Comfort-Aire attic fans; Rheem hot water heaters; Nutone ceiling heaters; Armstrong Excelon floor tile; Levolor venetian blinds; Formica counter tops; Alloy Tile Co. aluminum tile; Rockwool insulation; Waste King disposers; Plextone paint; Ware aluminum awning windows; Texboro wood kitchen cabinets; Youngstown steel kitchen cabinets; Ruberoid composition shingles; Parkay floors; General Plywood Co. plywood; Hollywood overhead doors; Horizon sliding glass doors; U. S. Gypsum and National Gypsum walls.

### ESTIMATING GUIDE

House	Frame	Ranch
Garage & storage area		289 sq. ft.
Area		1,110 sq. ft.
Cube		8,880 cu. ft.
<b>CONCRETE WORK</b>		
Location	Actual*	
Foundation Walls	325 cu. ft.	
Bearing Wall Footing	37 cu. ft.	
Rear Sloop 1' 0"	14 cu. ft.	
Front Porch Beam	20 cu. ft.	
Front Porch Slab 6"	25 cu. ft.	
Garage Slab		
290 sq. ft. @ 4"	97 cu. ft.	
House Slab		
1,129 sq. ft. @ 4"	376 cu. ft.	
Terrace Slab 4"	52 cu. ft.	
		946 cu. ft. or 1,000 cu. ft. or 37 cu. yds.

\*Add 5% for waste.

### CONCRETE ACCESSORIES

Location	Description	Amount
Slabs	6" x 5" #42 mesh	1,420 sq. ft.
Anchor Bolts	1/2" x 8"	90' bolts
Gravel Fill	4"	1,420 sq. ft.

### FRAMING LUMBER

Location	Size	Pieces	B.F.M.
Studs	2 x 4	450/8	2400
Plates (3)	2 x 4	—	800
Bathroom Studs	2 x 6	12/8	96
Bathroom Plates (3)	2 x 6	—	36
Bottom Truss Chords Right	2 x 4	42/14	392
Bottom Truss Chords Left	2 x 4	22/12	176
Top Truss Chords Right	2 x 4	42/16	448
Top Truss Chords Left	2 x 4	42/14	392
Truss Purlins	2 x 4	—	512
Truss Posts	1 x 4	—	52
Living Room Girder (3)	2 x 12	3/14	144
Porch Girder (2)	2 x 12	2/10	40
Garage Header (2)	2 x 12	2/10	40
Window Header (2)	2 x 6	14/8	112
Door Headers (2)	2 x 6	3/8	24
Rafters	2 x 4	20/14	187



- 1** **COPPER TUBING** for water pipes is prefabricated into large section off the site. Smaller builders could have plumbing subcontractor do the same. Work like this done off site is better controlled, cheaper.



- 2** **TRENCHES IN SLAB FILL** are dug by backhoe, prefab plumbing sections are put in place by laborers. Higher priced plumber makes connections and tests. Standardized jobs are easy for lower cost help.

TOM LIVELY SHOWS BIG AND LITTLE BUILDERS ALIKE . . .

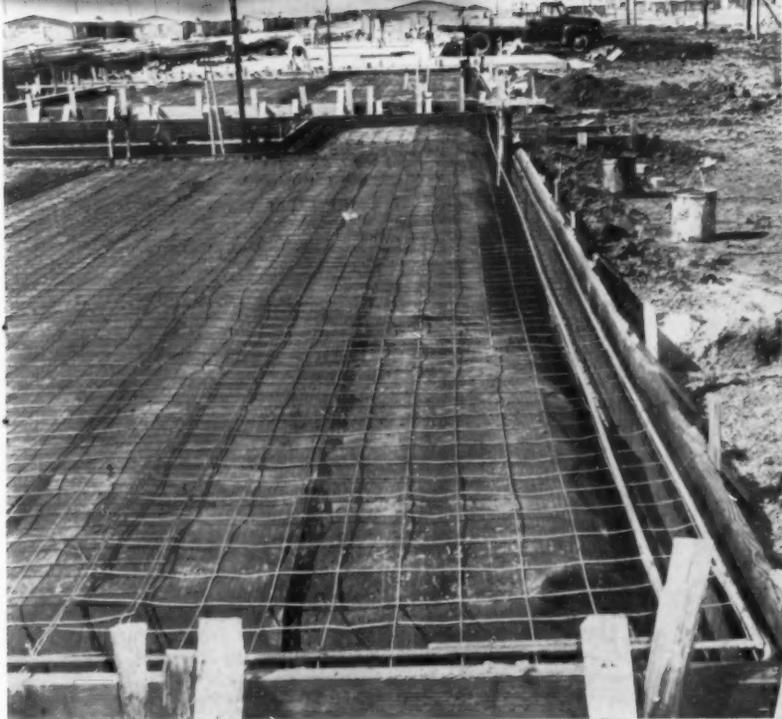
## 20 ways to cut construction



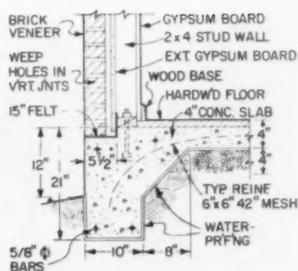
- 5** **GASOLINE DRIVEN POWER TROWEL** is used to finish off newly poured slab after it has partially set up. Machine pays off in two ways: it is three times faster than hand work, and gives a smoother surface.



- 6** **ROOF TRUSSES** are assembled on this truss jig on the site. Rafters, joists and chords already are cut to length. This system has the advantages of shop prefabricating without the shop overhead.



← WHAT  
HOW



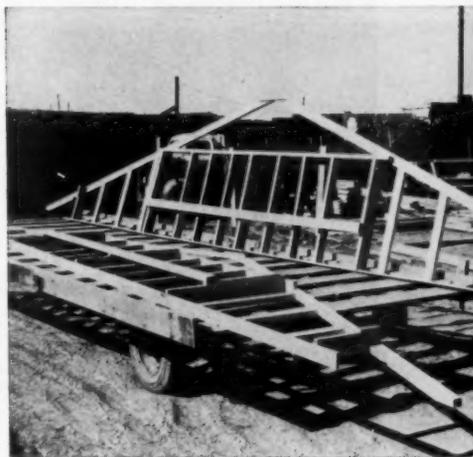
**3 SEMI-FLOATING SLAB** construction permits pouring of slab, walls and footings as one unit. Note extensive use of reinforcing rods and wire mesh, insurance against future concrete cracking.

**4 FOUNDATION SET UP** is ready for concrete. One shot pouring means form crew can come in right after excavation, strip the forms after one day's pouring. Simple plank forms are easy to handle.

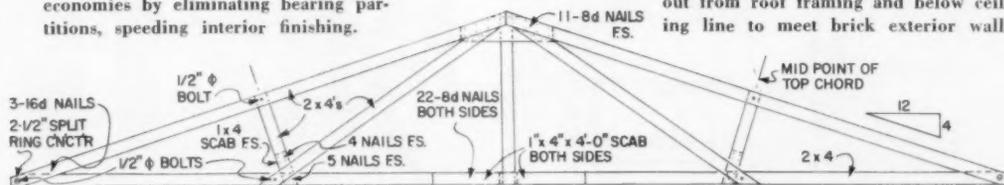
## costs on the job

The builder who puts up several hundred houses at a time has access to some economies that the smaller operator has not. He buys materials in large enough quantities to insure reduced prices, and he usually has enough jobs under way at once so that no crews are idle; as soon as they finish one house there are several more ready and waiting for them.

On the other hand, most of the economies shown here are available, if to a lesser degree, to almost any builder. Probably the greatest of these is setting up for unskilled, lower-cost labor wherever it can be used. Also, power tools are used wherever possible. And above all, jobs should be pre-planned and scheduled so that a crew can get in and out with the least possible waste of time.



**7 ROOF TRUSS DETAIL** shows standard W truss design with both split ring connectors and gussets. Trusses provide economies by eliminating bearing partitions, speeding interior finishing.



**8 GABLE ENDS** are unloaded. These are specially designed to work with brick veneer. Side away from camera projects out from roof framing and below ceiling line to meet brick exterior wall.

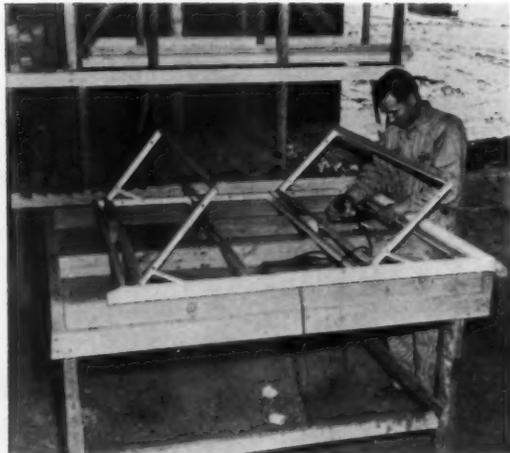


**9** **HAND POWER SAW** is used here to cut jack rafters to length. A simple jig like this is easily set up to different lengths; when used with a hand saw it permits changes of cut lengths.

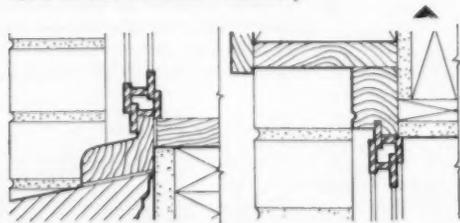


**10** **RADIAL SAW** is workhorse of precutting operation. It can cut large numbers of studs and rafters at a time, makes angle cuts and birds' mouths. With it, in effect, a shop cutting table comes to the site.

## ...and here's how Lively's job

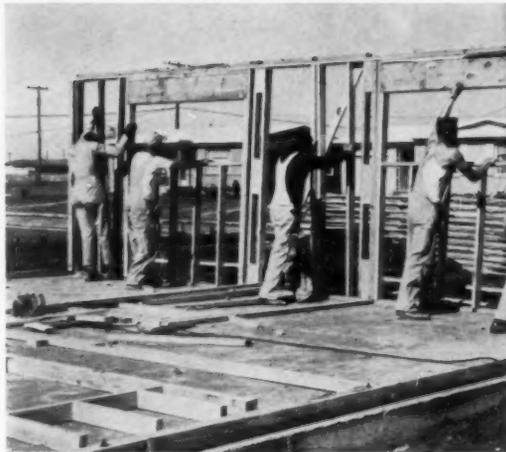


**13** **WINDOW UNITS** are set in frames in shop, delivered to the site ready to be set in place. Work such as this, requiring accuracy, is better done in the shop. Below, cross section of window assembly.





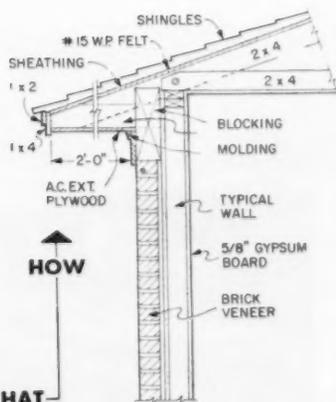
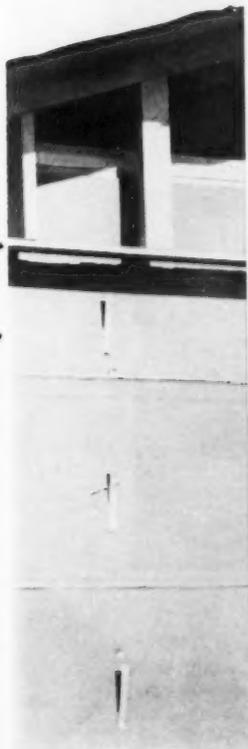
**11 SHOES, STUDS,** plates and frames for walls are laid out on slab by laborers. All timbers arrive at house in one bundle, cut to length and marked. Framing crews do no cutting, just lay out and nail.



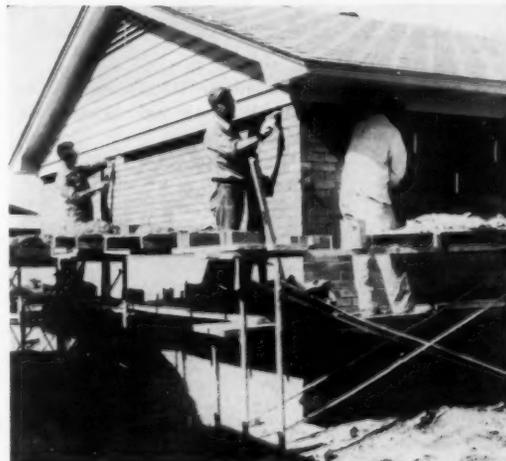
**12 ENTIRE WALL** is tilted up into place by four-man crew. Carpenters are used to nail the wall sections together, but work such as this, which involves mostly muscle power, is done by ordinary laborers.

## planning pays off . . .

**14 LEFT, SIMPLIFIED SOFFIT** construction saves expensive trimming time, makes a tight job. This close-up shows how gable end assembly drops out beyond the sheathing to meet brick veneer.



**15 ABOVE, DETAIL** of cornice construction. Soffit and slotted fascia are nailed directly to rafter, angle cut to receive them. By eliminating blocking, system can be used without brick wall.



**16 TWO-LEVEL STEEL SCAFFOLDING** speeds work of brick-laying crew. Lower rows are done from ground, top rows from intermediate level. Top level serves as shelf for brick, is handy for roofing crew.

**Here's how Centex**

**saves money on**

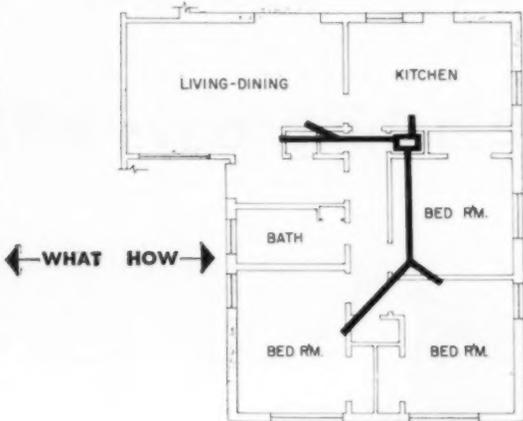
**its finishing operations . . . . ▶**



**17** DUCT AND VENT PIPE are in place, ready to receive heater and air conditioner. Ducts in attic space are much easier to install than in slab. At right, the layout shows short duct runs.



**18** TRIMMING WAGON has bins built onto it, holds all trim for exterior, interior and cornices. It is towed by truck to whatever house is ready to be trimmed out, makes trim selection fast and easy.



**19** LONG-HANDLED PAINT ROLLER two feet wide lets painter do ceiling without ladders or scaffolding. Paint is latex-based, covers well enough so that one coat does job, gives attractive sand finish.



**20** FINAL YARD GRADING is done by a small Allis-Chalmers "maintaining" machine. Several houses are finished at once in large developments like this, but such a machine saves money on a single job as well.



Photos: Robert C. Cleveland

↓

## Here's a guided tour: 44 products in action

These open doors invite you into Hospitality House. Its purpose: a "model home" for builders. Stanthony Corp. of Los Angeles sponsored the idea and 42 other top building materials and home equipment manufacturers packed the house with their products. You may not get to Palm Desert, California, tomorrow, but the next six pages show you what other builders will learn there.

# Look what's here: a

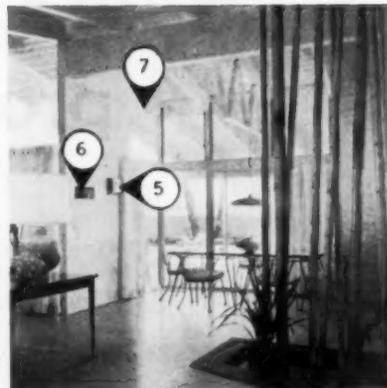


**FRONT VIEW:** you enter Hospitality House through blue double doors (1) which lead into the entry. Davidson Plywood Co. made all exterior doors for the house. Front garden (2) by Palm Springs Landscaping Co., is planned in checkerboard pattern to insure even planting. (Check Nos. 1 and 2 on reply card, p. 190.)



**PRIVACY GUARANTEED:** a slumpstone wall encloses yard. To harmonize, the patio is paved with terra-crete (4) with "embossed" surfaces; all by General Concrete Products. (Check No. 4 on reply card.) The Blue Lake swimming pool (3) features its own filter system. Hoams installed it; Landon, Inc. made it. (Check No. 3 on reply card.)

...we'll bet it



**ELECTRIC DOOR CHIMES (5)** by Rittenhouse can also be used manually as a dinner call. Sonic Specialities' intercom and radio system (6) go to all rooms in the house. Clerestory windows (7) by E-Z Set Windows. (Check Nos. 5, 6, 7 on reply card, p. 190.)

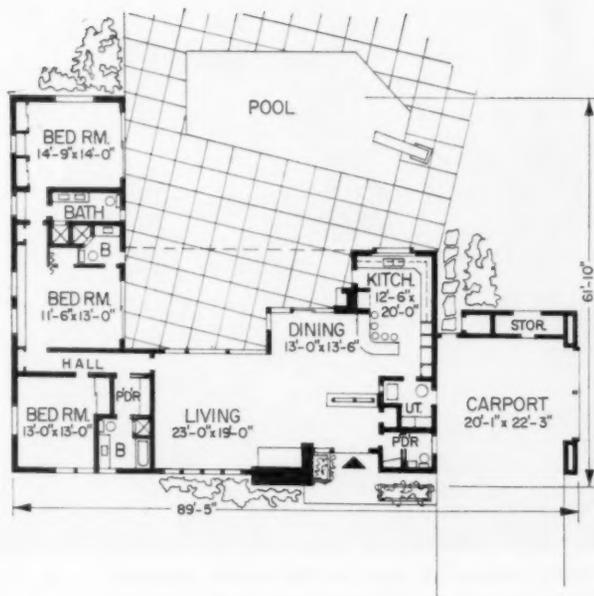
# "model house for builders" . . .

Living at Hospitality House centers around the swimming pool, open patio and covered terrace. That's only logical, considering its location—Palm Desert, Calif.—and purpose: a showplace to which the sponsors expect to invite some 3,000 builders during the next five years. It's a combination "model house," new products exhibit and entertainment center.

Result: A completely open floor plan, offering easy accessibility from one room to another and to the outdoors.

From the living room 4 x 8 beams extend out 20 ft. to the terrace. Six ft. of this is roofed solid; another 6 ft. is roofed with 2 x 4's spaced 4" apart; the rest is open.

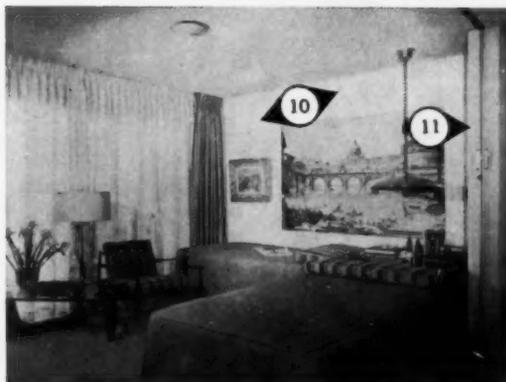
**IT'S EASY TO GET OUTSIDE:** rooms facing the patio have sliding glass doors. The master and second bath with doors leading to the pool also serve as dressing rooms.



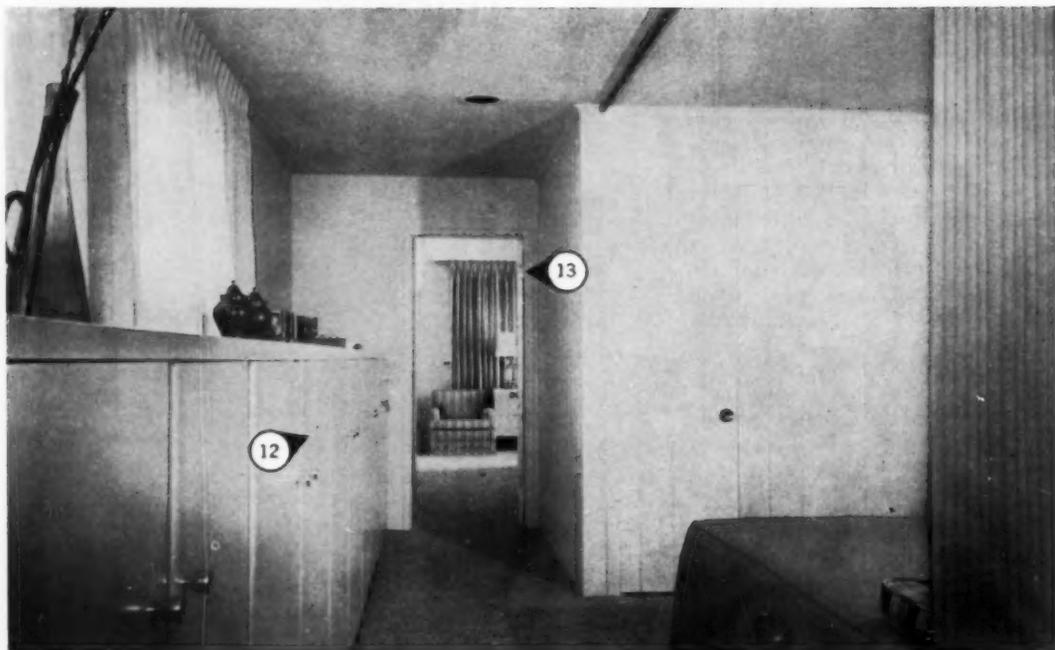
## teaches you a trick or two



**THE OUTSIDE COMES IN.** This side of living room is floor-to-ceiling glass. Vista Sliding Doors made the glass doors leading to the patio (8). Five foot high jalousie windows (9) by Kiener Co., keep glare to a minimum. (Check 8 and 9 on reply card, p. 190.) The dining area in background offers a view of the pool.



**THE SECOND BEDROOM,** used as den, has painted walls (10), a good background for pictures. Woodwork is white. All interior and exterior paints made by Dura-Bond Paint Co. This room can be closed off from the hall. Modern-fold's folding doors (11) provide the flexibility. (Check Nos. 10 and 11 on reply card.)



**LOOKING DOWN THE HALL TO THE MASTER BEDROOM:** Built-in storage closets (12) extend the length of the hall. Carr, Adams & Collier Co. is the manufacturer. (Check

No. 12 on reply card, p. 190.) Hager Hinges made all door hinges for the house (13). For more information check No. 13 on reply card, p. 190.

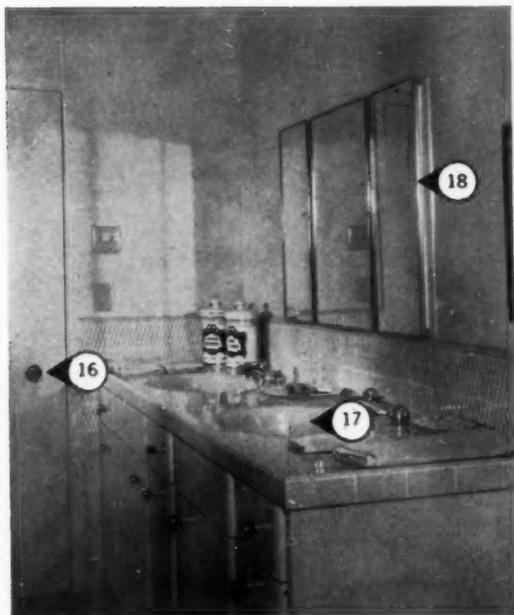
WHAT ————— HOW



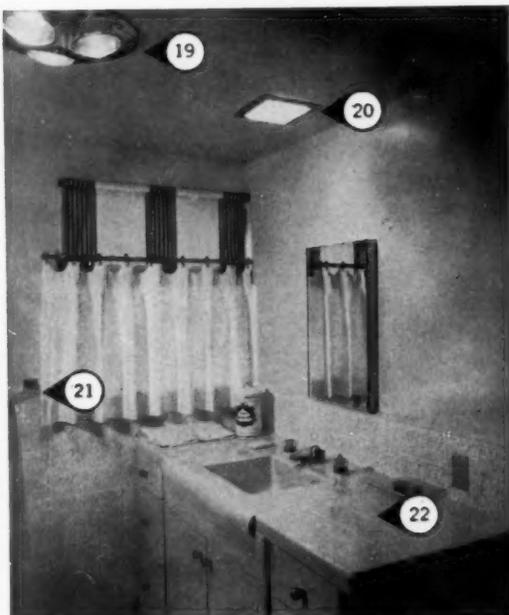
**TOUCH THE SWITCH**—light the room with Touch-Plate Mfg. Corp.'s low voltage lighting system (14). The built-in vacuum cleaning system (15) is by Central Vacuum Corp. Installation is fast with special slip joint tubing system. The motor, shown at right, is mounted on the wall of the basement. (Check Nos. 14 and 15 on reply card, p. 190.)



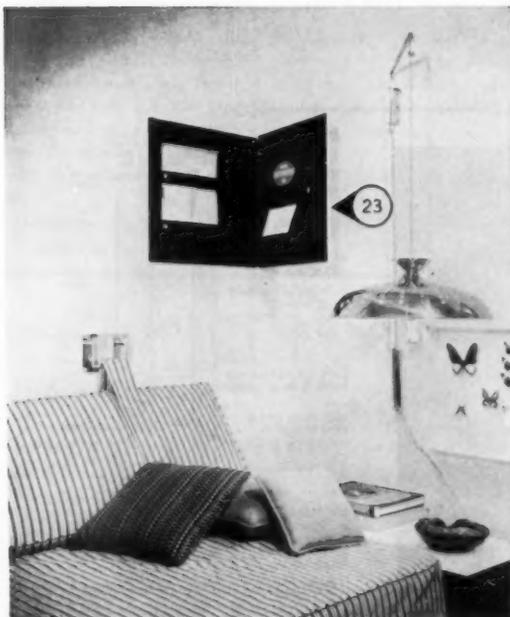
**THIS IS THE MOTOR** that ends cleaning worries. High-powered and heavy duty, has to be emptied only once every few months. The Vacu-flo equipment, a lightweight stretch hose and a few cleaning tools, is all that is used. The hose locks into an inlet upstairs, you flip a switch and you're ready to clean house. (Check 15 on reply card.)



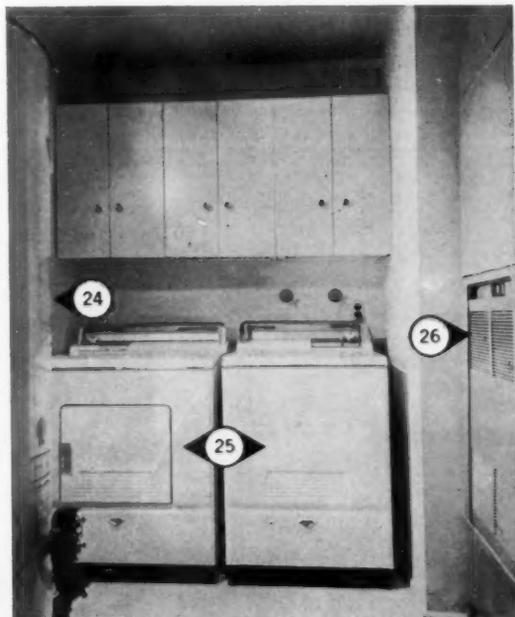
**THIS IS ONE OF THREE BATHROOMS:** Schlage Lock Co. (16) made all lock sets on doors. Double lavatory bowl (17) was made by Crane Co. and (18) triple medicine cabinet with sliding doors by Philip Carey. For more information check Nos. 16, 17, 18 on reply card, p. 190.



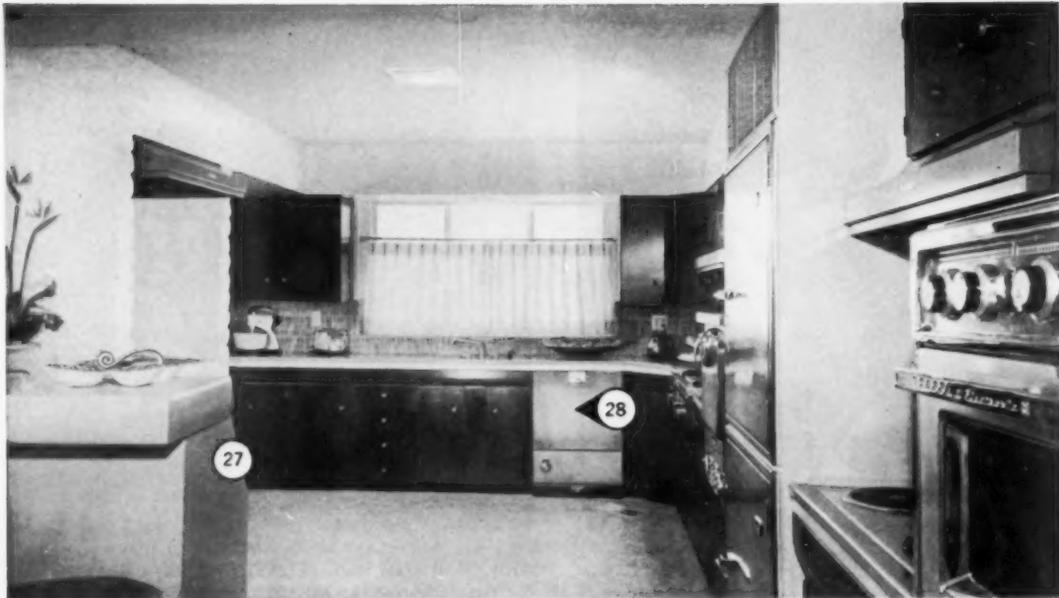
**MARKS OF A MODERN BATHROOM:** Infra-red heater (19) by Pryne & Co. who also made recessed lighting fixture (20). Solid brass towelink (21) by Philip-Carey is ideal for drying purposes. No. 22, vanity bathroom tile by Pacific Tile and Porcelain. (Check Nos. 19, 20, 21, 22.)



**VALUABLES PROTECTED:** All bedrooms have a built-in wall safe, (23). Kwikset Sales & Service Co. made them. (For more information check No. 23 on reply card, p. 190.) Note: bronze plates attached to wall hold bolsters in place. When beds are pulled out at night, bolsters do not have to be handled.



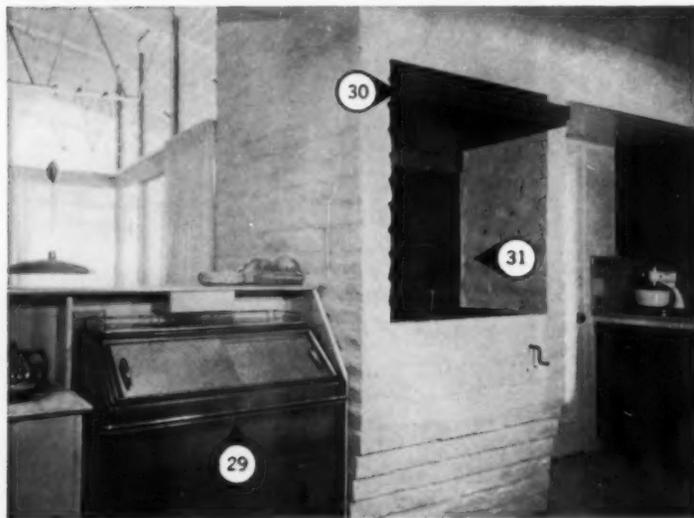
**UTILITY ROOM** houses Carrier Corp.'s 70-gallon Jet Glass hot water heater (24) and its Weathermaker air conditioner (26). This four-ton unit supplied by San Bernardino Pipe & Supply Co. In case this goes out of order another unit is in carport storage area. No. 25, Hotpoint's automatic washer and dryer. (Check Nos. 24, 25, 26.)



**THE HEART OF THE HOUSE**—its California Kitchen which features both an electric and gas area. The wall opposite the gas installation houses the barbecue and portable bar (see photo below). Because it's easy to clean, ceramic tile covers walls behind stove. For convenience and compactness all equipment is built-in. Long-Bell Lumber Co.'s

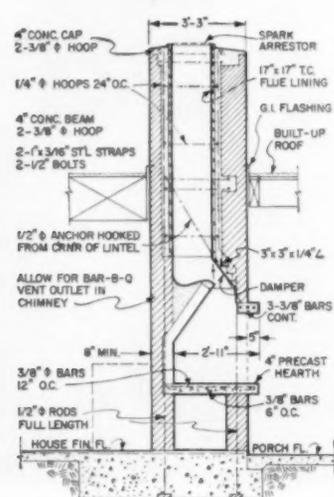
fir kitchen cabinets (27) feature sliding shelves. Corner cabinets have "Lazy Susan" revolving shelves. Finish is smart charcoal. There'll be no more arguments about who's going to wash the dishes, with In-Sink-Erator's automatic dishwasher and garbage disposal (28). It fits flush with cabinets. (Check Nos. 27, 28 on reply card, p. 190.)

WHAT ————— HOW



**THERE'S A PLACE HERE** for portable bar, (29) by American Gas Machine. Built-in barbeque by Goodwin of California (31) is faced with slumpstone, opens to the patio. It has a raised hearth of concrete slab and is reinforced with

$\frac{3}{8}$ -in. diameter bars placed at 12- and six-in. on center. Its depth is 2' 11". The Stanthony Hood over the barbecue (30) ventilates kitchen when barbecue is in use. (Check 29, 30, and 31 on reply card.)





**THIS KITCHEN IS A BUILDER'S DELIGHT;** a housewife's dream. Over at California Kitchens the experts who designed it gave special blessings by including plenty of convenience products and lots of built-ins.

Complete in every detail, it features both gas and electric equipment. On the gas side is Chamber's four-burner gas range (32) which stars the "in-a-top" broiler that broils and griddle broils both sides without turning. Note Stanthony Ventilating Hood above range. By whisking out steam and odors, it keeps the kitchen clean and cool. The matching Chambers built-in oven (33) continues to cook after the gas has been turned off.

There's plenty of storage space in Revco's electric refrigerator and freezer (34) and it's built right in. The refrigerator has shelves in the door, giving more storage

space, and it also defrosts automatically. The freezer is famous for its fast freezing action.

Even the cooking utensils were carefully planned. Norris-Thermador's pots and pans are used in this house (35). Of course they have copper bottoms.

Tappan Stove Co.'s electronic oven (36) carries the distinction of being the first one installed in the West. The unit cooks by micro-wave energy. Only the food gets hot—the kitchen stays cool. It takes one sixth the time required in a "conventional" oven. When cooking is completed the oven automatically shuts off. Tappan's electric surface range and oven is built-in right next to it.

Like to know more? Check numbers 32, 33, 34, 35, 36 on reply card, p. 190.

## THESE PRODUCTS ARE NOT SHOWN IN OUR PHOTOS

The Flexboard exterior, painted offwhite, was made by Johns-Manville (37) who also did the roof and side wall insulation.

There's plenty of storage space in the carport. At the rear are cabinets for garden tools or anything else needed outside the house. The underside is painted the same blue as the double doors in the entry.

The living room ceiling is six foot tongue and groove boards with heavy beams—all painted white. A striking slumpstone fireplace has white and black bricks in the rear and side.

Acoustical plaster is used on the ceiling of all rooms. All floors except the kitchen and dining area are carpeted.

No one bothers getting up to turn on the lights. International Register Co. made the automatic light timer switch (38) which turns lights on or off at a set time.

A unique sprinkler system (39) for the garden has a clock control which at a set time will automatically turn the sprinklers on and off. Moist O'Matic, the manufacturer, engineered the unit so it can be set to operate from one to eight times

a day. The watering time of any section can be set at 3-30 minutes.

And there's still more—bathroom fixtures include Rehco Corp.'s shower receptors (40). Shower enclosures (41) by Stich Bros. All builder's hardware (42) was made by Ajax Hardware. Shalda Mfg. Co. (43) did the lights for the garden. The indirect heater (44) for the pool, by Bryan Steam Corp.

The man responsible for Hospitality House is Stan Joseph, president of Stanthony Corp.—the man responsible for the design is Architect William M. Bray.

# NEW

## **AJAX** Cabinet Hardware

HARDWARE OF PRESTIGE

### Luxury at Low Cost!

Add sales appeal and beauty throughout the house with these brand new cabinet hardware items from AJAX. Custom beauty plus up-to-the-minute design makes a combination that will spark interest and make home sales easier. Unconditionally guaranteed and competitively priced. See the complete AJAX line at your nearby dealer.



#### EARLY AMERICAN

Complete line of hinges and pulls in hammered antique copper, hammered black, and forged-edge smooth-surface polished brass finish.



#### PINK AND COPPER

Drawer knobs in pink baked enamel or polished copper finish with companion solid copper back plates which are sold separately.



#### TULIP KNOB

Designed to match the modern and distinctive tulip design residential lock sets. Available in all U. S. Standard finishes. Back plate sold separately.



#### SPRING-EZE FLEXIBLE DOOR STOP

Ends stubbed toes and scraped ankles. Exclusive bulge eliminates kinking.



#### NO. 540 CONCAVE BEVELED EDGE DRAWER PULL

Maintains standard 3" center, yet allows a 1" longer length at the top than any other pull of its type. (Protected by Design Patent No. D-175,473). No. 054 back plate sold separately.

# AJAX

HARDWARE OF PRESTIGE

Ajax Hardware Sales Co.  
4355 Valley Blvd., Los Angeles 32, Calif.



## the new

# REHCO

### Shower Receptor



As used in the

### Stanthony Hospitality House

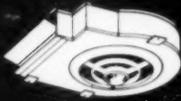
The New REHCO Shower Receptor installs in far less time than old fashioned types. One man does the job — easily! Only one item to buy. No build-up membranes or sub-pan needed. Exclusive flexibility of threshold design enables receptor to be made to any special architectural requirement.

**A COMPLETE FIXTURE  
READY TO INSTALL**

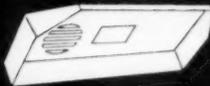
**6 DECORATOR COLORS**

**REHCO Corporation**  
5846 Hooper Ave. Los Angeles 1, Calif.  
Telephone LUDlow 5-1141

WRITE FOR DESCRIPTIVE LITERATURE



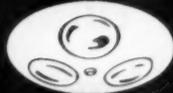
Pryne "Room Rated" exhaust fans—quiet, efficient and in a range of sizes for any ventilating need.



The only hood that tilts, for easy cleaning—Pryne's space-saver designed kitchen ventilator hood.



Pryne recessed Pry-Lites provide dramatically effective, easy to maintain lighting.



Pryne's Infra Red Ceiling Heater provides instant heat... for extra comfort, with extra safety.

*the accent's on*  
**pryne...**  
 rhymes with FINE



From the Eastern seaboard to the Pacific coast, America's better-built homes—including this distinctive "Hospitality House" at Palm Desert, California—feature Pryne products.

Home buyers everywhere are enthusiastic about rooms, corridors, porches and patios which are dramatically highlighted by Pryne recessed Pry-Lites... kitchens which are kept cooler, cleaner with Pryne Tilting Hoods and exhaust fans.

Pryne's complete line of exhaust fans, including the Blo-Fan, Axial Flo-Fan and amazing new Dual Blower, add a note of luxurious living to almost every room, including dens, bedrooms, living and dining rooms.

Another example of Pryne's advance design and engineering is the Infra-Red Ceiling Heater that provides instant heat for extra comfort, with extra safety.

*...to make  
 any house  
 a "model home!"*

**pryne**  
 rhymes with FINE

Pomona, California



In addition to superb craftsmanship and quality of construction, all Pryne recessed lighting fixtures and exhaust fans are ROOM RATED so you can specify, with scientific accuracy, the right fan and the right light for any room—from just square footage figures! Write for your free Room-Rated calculators today!

## BUILT-IN BARBECUE

UNIT  
INSTALLS  
WITHOUT  
Cost  
OR  
Labor



Firebox raises-  
lowers from top  
or front.

### It's in the STANTHONY Hospitality House!

The GOODWIN of CALIFORNIA™ Hacienda™ indoor barbecue unit simply drops into a prepared installation without mortaring-in...without tools... and is held firm by its sturdy frame.

Write for informative folder.

**Goodwin**  
OF CALIFORNIA

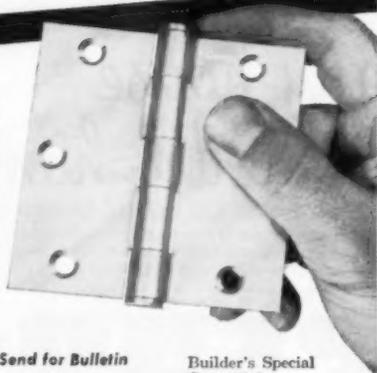
**GOODWIN of CALIFORNIA**

designers and manufacturers of finer barbecue equipment  
1075 SECOND STREET • BERKELEY 10, CALIFORNIA

Builder's Special . . .

**BUTTS**  
by **GRIFFIN**®

The builder's favorite — specially priced full-mortise butts in typical Griffin quality! Full size pins, full size knuckles, no burr joints, electroplated dull brass or bonded prime coat. Swaged to standard specs.



Also in  
Round  
Corners

Send for Bulletin

Builder's Special  
Cat. #540

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"since 1899"

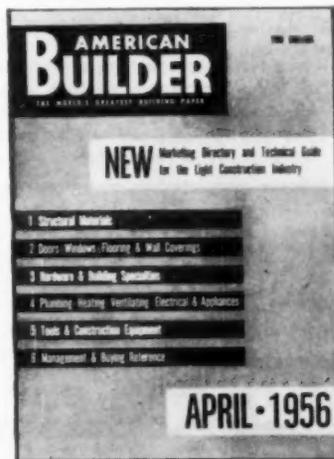
MANUFACTURING CO. ERIE, PA.

# So... you think you have problems!

You're a builder who needs technical or design data in a hurry. Or maybe you're an architect, a contractor or consulting engineer who wants fast facts about . . . materials, equipment, tools or appliances. And no matter what your job is, if you're an AMERICAN BUILDER reader . . . you need a convenient buying reference all year-round.

Just open your copy of the 1956 Marketing Directory and Technical Guide and there it is . . . all spelled out so you can get your hands on practical, factual information when you want it. No 'phone calls, no research problems, no hunting suppliers . . . they're right at your fingertips in this uniquely useful directory of construction.

You'll find a wealth of working knowledge in the editorial pages—an endless array of equipment, materials and services in the advertising. It has a handy Reader Service for additional new data about new product items . . . a complete listing of building industry associations, brand names and classified equipment directory. You'll find it an invaluable handbook. It's yours . . . why not use it?



# WHEN YOU NEED THEM



JUNIOR DRAFTSMAN



SECRETARY



JUNIOR ACCOUNTANT



CASHIER



SALES REPRESENTATIVE



ENGINEER



ELECTRICIAN



JUNIOR BUYER



MACHINIST

## ...WILL THEY BE READY?

What kind of seniors will you hire this year from the high schools around you? Fast learners, steady workers, or...? Good schools are vital. And good schools *don't just happen*. If your company can help community groups to get better schools (population growth alone demands an extra 200,000 classrooms and 165,000 more teachers *right now*), the schools are sure to help your company. Think about it, won't you?



Want to find out how to help in *your* community?  
Get specific information by writing:  
Better Schools, 9 East 40th Street, New York, N. Y.

THE "House and Garden" . . . NEW FROM SCHOLZ HOMES



the quality . . . the design . . . sells itself . . .



Contemporary

Featured in House & Garden Magazine...July Issue

SCHOLZ HOMES, INC. • 2001 N. WESTWOOD • TOLEDO 7, OHIO  
FOOT OF CHRISTIANA AVENUE • WILMINGTON, DELAWARE

# The Payoff Departments

**New Products and Catalogs..... page 191 →**

Builders' Supermarket for new products and equipment, and for manufacturers' literature on hardwood plywood, prefab techniques, building specialties, heating and air conditioning, etc. Just detach the handy reply card at the beginning of the Supermarket and go right on through, circling the items that can mean money in your pocket.

**Builder's Library ..... 276 →**

Here are books for better planning, buying, building, selling. American Builder reviews them, a handy coupon gets them for you.

**How To Do It Better..... 280 →**

Ideas for the man on the job, offered to builders by builders: An adjustable roof saddle, cutting plywood doors, screen doors made level, replacing ceiling panels, a glueing jig, etc.

**Ask The Experts..... 288 →**

Got a problem you can't solve? Our staff of experts analyzes reader queries, and may have some valuable tips for your operation. This month, the experts discuss framing a hip roof, four-section vs. monolithic concrete pouring, re-anchoring top plates, sump pumps for a 2-inch head of water, etc.

**Keeping Up With The Law..... 293 →**

Aesthetic considerations as a newly-formed basis for zoning regulations, and their legal implications, are discussed by American Builder's legal consultant, John F. McCarthy.

**Technical Guide..... 294 →**

Detailed drawings and complete specifications tell you all you need to know about cabinet joints and hardware for the new built-in units.

**Better Detail Plate..... 298 →**

The roof and panel assembly for a pre-fab is explicitly shown this month. Hold this page; it may mean more profit for you.

**The Month Ahead..... 306 →**

Things for alert builders to think about in the month of July.

# Sell any home up to 3 days sooner!



here's how...use

## AMERICAN FAST-DRYING PENTRA-SEAL

the **MIRACLE** wood **FINISH** that offers **astounding protection, beauty . . .**  
with **quick-easy touch up!**

You can give possession to the buyer and get your money earlier by having your floor surfacing contractor use American Pentra-Seal, an amazing finish that's 1956 all the way through!

Two coats of American Fast-Drying Seal go on and dry in 3 hours! It penetrates below the surface, seals in beauty, prevents oxidation and discoloring of the wood with age . . . locks out dust, dirt, moisture. No other product like it for protection! Water and alcohol can't discolor, finger-prints, heel marks, even dried ink *wipe off*. These satisfaction-building features help sell houses faster . . . and cost you nothing more!

*Even touch ups don't show!* Goes on quick without lap marks using lamb's wool applicator, brush, rags or mop. If finish is subjected to marring and scratching from showing or last-minute work by trades people, normal repairs can be made in seconds! This miracle finish lasts until the wood itself wears or is sanded down. Comes in 7 decorator colors and natural. Ideal for floors, paneling, kitchen cabinets, doors, window sills, stairs, baseboards, all interior wood. Offers *plus* features to help sell the home, at no increase in cost to you! Write for no-obligation demonstration proof on your next house.



PERFORMANCE PROVED  
PROFESSIONAL MACHINES AND WOOD FINISHES  
WORLD-WIDE SALES AND SERVICE



511 So. St. Clair St., Toledo 3, Ohio



Dur-O-wal preserves beauty, adds structural soundness and prevents cracking.

Trussed Design

Butt Weld • Deformed Rods

# DUR-O-WAL®

Phone, wire or write Dept. 2F today for complete dealer information . . . you have a market for Dur-O-wal in your town. Act now.

Dur-O-wal Div., Cedar Rapids Block Co., CEDAR RAPIDS, IA. Dur-O-wal Prod., Inc., Box 628, SYRACUSE, N.Y. Dur-O-wal of Ill., 119 N. River St., AURORA, ILL. Dur-O-wal Prod. of Ala., Inc., Box 5446, BIRMINGHAM, ALA. Dur-O-wal Prod., Inc., 4500 E. Lombard St., BALTIMORE, MD. Dur-O-wal Div., Frontier Mfg. Co., Box 49, PHOENIX, ARIZ. Dur-O-wal, Inc., 165 Utah St., TOLEDO, OHIO

## Model 22 FLUSHED RECESSED FLUORESCENT

with dropped Plexiglas. Fast, easy maintenance.

All wiring is connected to removable pan, which is independent of housing.



another ATLITE designed for better lighting

## PRE-WIRED ASSEMBLY

Fast, Easy Installation. Reduces inventory. Drive four nails — turn the screws. It's up — without carpentry! Available in six sizes. Carry only what you need.

Order from your jobber—or write for literature and competitive price list.



## ATLAS

ELECTRIC PRODUCTS CO.

319 Ten Eyck St., Brooklyn 6, N. Y.



## *Where can I find it?*

Nobody knows better than a builder... the incessant demands and widelyvarying specifications that make each construction job a fresh problem. And who can appreciate more... the all-in-one-place convenience of technical and buying information like you get in *AMERICAN BUILDER'S 1956 Marketing Directory and Technical Guide*.

What's in the pages of this comprehensive source book? Just look at the wealth of factual, practical data on... *Structural Methods—Doors, Windows, Flooring and Wall Coverings—Hardware & Building Specialties—Plumbing, Heating, Ventilating, Electrical & Appliances—Tools & Construction Equipment... plus an authoritative, up-to-the-minute Buying Reference.*

Yes look! You received it in April... make the most of it all year round! Here is a uniquely useful working tool... a permanent 12-months' reference of "what to do, how to do it, where to buy it." It's unduplicated in content and completeness anywhere else in the light construction field... it's your directory of building!

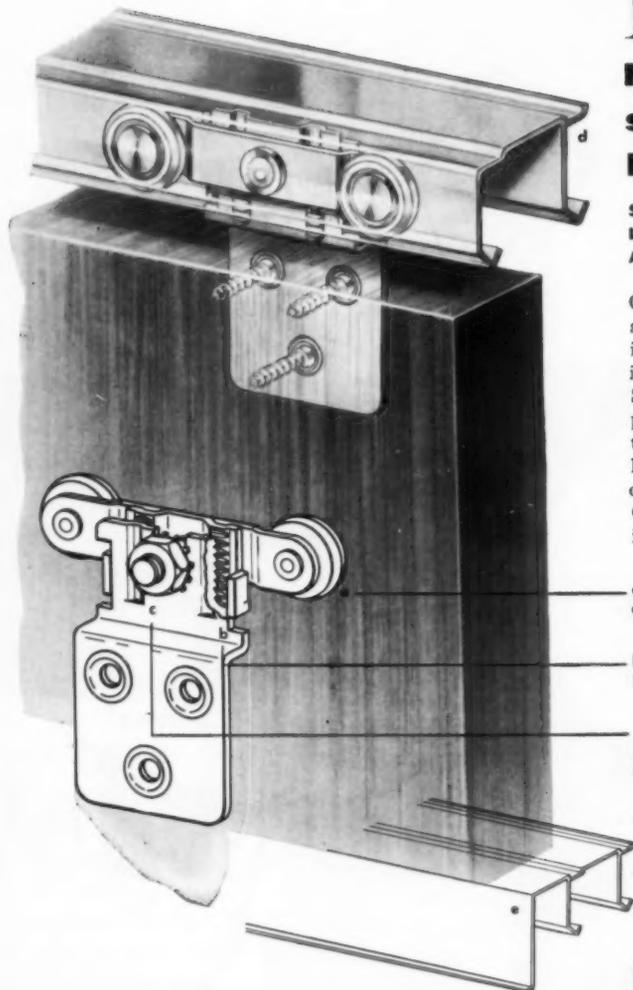
And remember... this April issue is designed exclusively for you... as an on-the-job manual for every working day of the year. Use it wisely and well... use it often!

***The Marketing Directory  
and Technical Guide of...***

**AMERICAN  
BUILDER**



# These important **Grant** create sales values that



## 1 *the new* **Rocket 6000** **sliding door** **hardware**

**Substantial—reliable**  
**Low installation labor costs**  
**Adaptable to all standard thickness doors**

Grant Rocket 6000 Series hardware is simple and sturdy—but more important, it is designed for quick, easy installation, insuring low *installed cost*. Specialized engineering staffs and production facilities have created this new, smooth sliding hardware... have retained the durable, dependable operating qualities that distinguish all Grant products. The installed cost is the *last cost*.

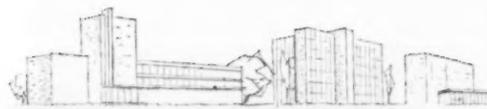
- a. Quiet, self-lubricating nylon wheels—durable and no metal-to-metal contact.
- b. Note simple 2-plate design. Male and female grooves insure positive, non-slip engagement.
- c. Carrier design allows 1/4" vertical adjustment. No loosening or re-setting of screws attaching carrier to door.
- d. Track design prevents jumping. Load capacity 75 lbs.
- e. Fascia track is also available.

### 108 Pages of Important Data

The Grant catalog contains full data on all sliding hardware needed in building construction. Use it as your handy reference book. Your request brings you a free copy.



# product developments attract home buyers!



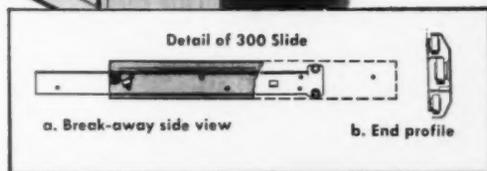
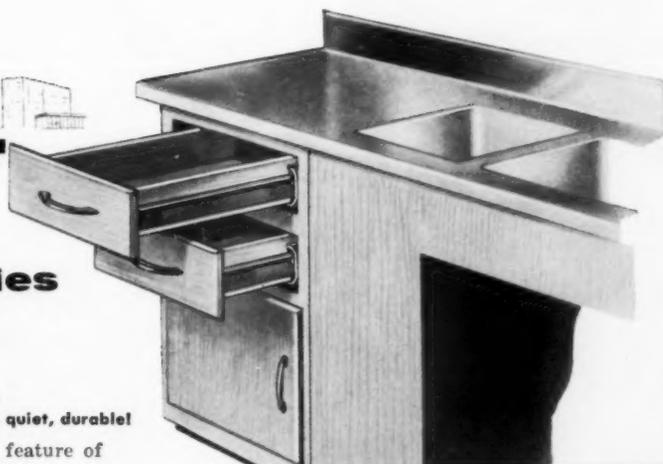
2 *the new*

## Grant 300 series drawer slides

**New, very low price.  
Easy installation means low labor cost.  
Drawers roll on nylon rollers—smooth, quiet, durable!**

The 300 Series slides provide the feature of smoothly gliding drawers in all cabinetry. The low installed cost brings this luxury equipment within practical range of competitive builders and designers of moderate-cost apartment, commercial and institutional construction. Grant engineering and production are assurance of highly satisfactory long-lived operation.

Specification book containing full data and suggested applications, sent on request.

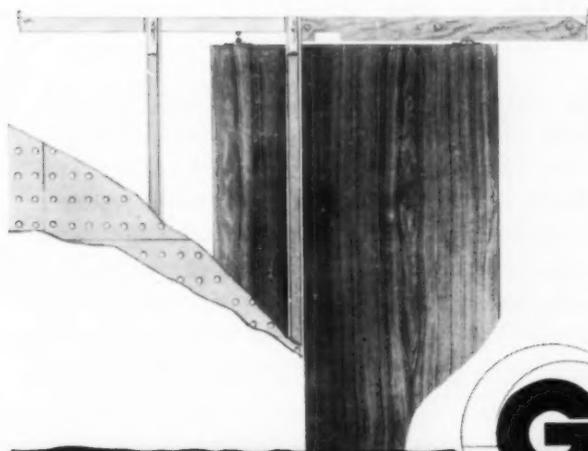


3 *the new*  
**Grant 500 series  
packaged sliding  
door pocket frame**

**Installs in less than 20 minutes!  
Fits all standard 2 x 4 construction  
Furnished with outstanding Grant 7000 Series hardware.**

Grant engineering and production know-how mean accurate, perfect-fitting parts for trouble-free installation on the job. Four simple adjustments allow for quick, true setting in the rough opening. Good design eliminates warpage; and Grant 7000 Series hardware completes a superior package.

Specification Folder ready—be sure you have it in your files.



# Grant

outstanding single source for  
**SLIDING HARDWARE**

**THE GRANT PULLEY AND HARDWARE CORPORATION**

31-63 Whitestone Parkway, Flushing 54, N. Y. • 944 Long Beach Avenue, Los Angeles 21, Calif.

Grant manufactures a full line of: Sliding Door Hardware • Drawer Slides • Drapery Hardware • Sheaves and Track • Accessory Hardware • and the new Grant Folding Door



## Leading Seattle builder calls carpet "Best way to move homes faster"

Albert Balch, top Seattle builder, has been including carpet in his homes since 1935 for one good reason — it moves homes faster.

Why? Because women prefer carpet 13 to 1. But when they're buying a new house, they feel they can't afford to go out and buy the floor covering they really want.

And that's where Albert Balch cashes in. He includes carpet in the deal—and sells the home faster. And Mr. Balch saves money, too, by using carpet over plywood subflooring instead of investing in finished flooring.

By working with a local retailer, Mr. Balch can offer his customers the widest possible selection of colors and patterns—no inventory necessary. The local retailer lays the carpet, so Mr. Balch is clear of any installation problems.

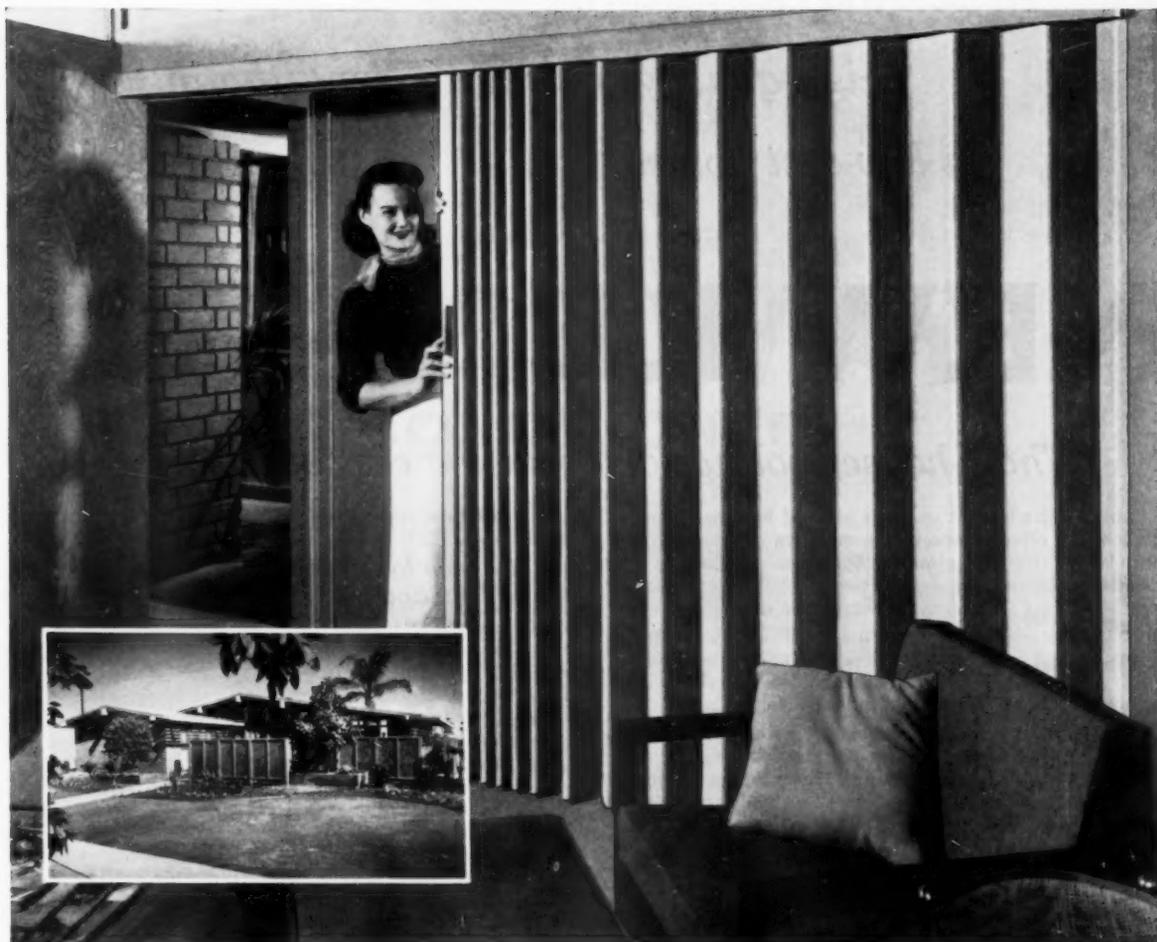
Albert Balch is one of the many builders all over the country who are using carpet as a terrific merchandising item. How about you? Get together with your local carpet retailer to see what carpet can do for you. Or write the Carpet Institute for information on selling homes complete with carpet.

**Home means more with carpet on the floor — more comfort • quiet • safety • beauty • easier care**

Buy carpets designed and made for the American way of life by these American manufacturers

Artloom • Beattie • Bigelow • Cabin Crafts-Needletuft • Downs • Firth • Gulistan • Hardwick & Magee • Hightstown • Holmes Karastan • Lees • Magee • Masland • Mohawk • Nye-Wait • Philadelphia Carpet • Roxbury • Sanford • Alexander Smith

**CARPET INSTITUTE, INC.**, 350 Fifth Avenue, New York 1, N. Y.



Builder Ross W. Cortese uses FOLDOOR as movable partition in typical Frematic Home, Anaheim, Calif.

## Frematic Homes Choose Foldoor!

For making homes *sell* faster, you can't beat FOLDOOR by Holcomb & Hoke. These are the folding doors that operate easiest—with 61% less hinge friction. That look better—with exclusive cornice for a "finished" look. And that are sturdy—as proved in thousands of installations. That's why Frematic Homes, Inc. of Anaheim, Calif. chose FOLDOOR by Holcomb & Hoke. That's why, whether you're building one home or 1,000 in 1956, it will pay you to investigate Holcomb & Hoke's line of folding doors. Remember, *only* Holcomb & Hoke makes a *complete* fabric-covered line. Three-price ranges for every home . . . a deal for everybody—a deal for you!

INSTALLING DISTRIBUTORS IN ALL PRINCIPAL CITIES

In Canada: FOLDOOR OF CANADA, Montreal 26, Quebec



HOLCOMB & HOKE MFG. CO., INC.

1545 Van Buren St.

Indianapolis, Indiana

Please send full details on FOLDOOR

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

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

L

Now...you can feature

high-quality central air conditioning

in low-cost homes!

# NEW LENNOX

*Whole-house cooling for about the cost of heating*

Think of the impact on your sales of low-cost homes when you offer prospects the most wanted feature of modern living — *central air conditioning*. Lennox — world leader in home comfort — now makes it possible with the new Stowaway air conditioner.

Ever since the demand for air conditioning, builders have wished for a unit like this. For in its advance design lies the secret of its low cost; in its superb engineering, the secret to its quality performance.

Installation is simplicity itself. There's no cooling tower, no plumbing, no drain pan, no complex wiring; no charging, testing, adjusting. The compact Lennox Stowaway air conditioner is self-contained, 100% hermetically-sealed, ready to install in any home of any size or architectural style.

Operation is amazingly efficient. An exclusive, super-quiet Power Prop delivers 25% more condenser air at 10% less cost; extra-large condenser provides air-cooling for less than the cost of water-cooling! Ask your Lennox dealer-expert for complete information on the

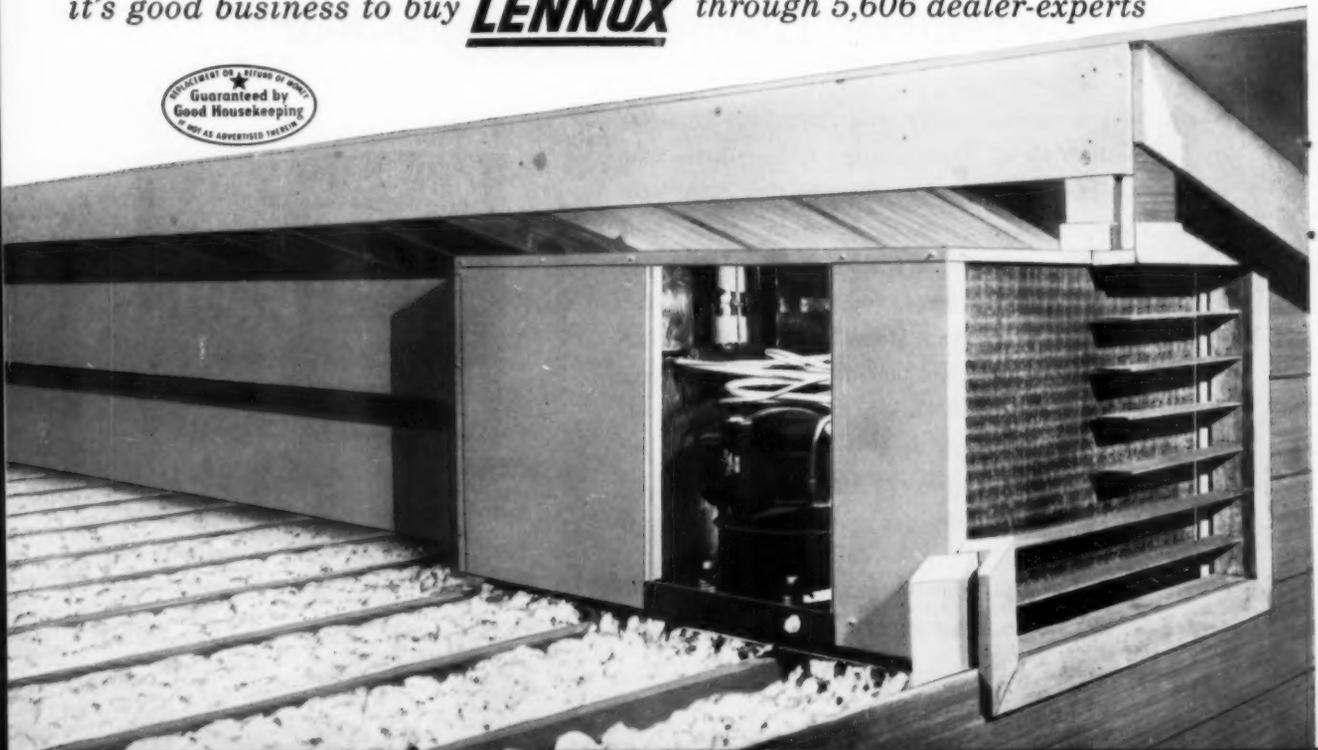
many practical applications of the new Stowaway air conditioner.

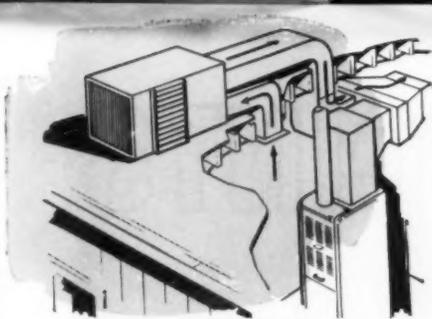
*Look to Lennox for all your heating and air conditioning needs*

Lennox manufactures the most complete line of warm air heating and *central air conditioning* equipment in the world. All sizes and types for all fuels, for all locations. More than 5,600 trained dealer-experts are ready to take over your heating and air conditioning problems. And Lennox offers you a complete model home promotion kit, proved in use by top builders from Coast to Coast. It's the most important collection of merchandising aids ever made available to builders. Includes a selection of tailor-made model home brochures, devoted exclusively to the selling features of your homes, your development. Write or call your nearest Lennox factory for complete details.

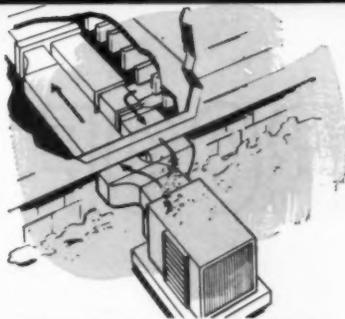
LENNOX INDUSTRIES INC., Heating and Air Conditioning, founded 1895; Marshalltown and Des Moines, Iowa; Syracuse, N.Y.; Columbus, Ohio; Ft. Worth, Texas; Los Angeles, Calif.; Salt Lake City, Utah; Decatur, Ga. In Canada: Toronto, Montreal, Calgary.

it's good business to buy **LENNOX** through 5,606 dealer-experts

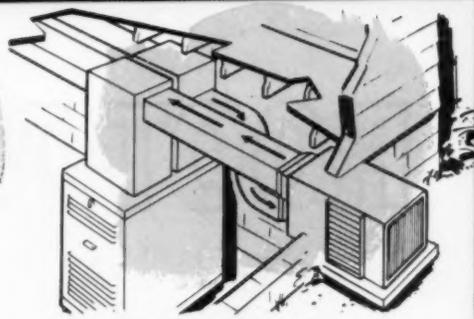




ON A FLAT ROOF



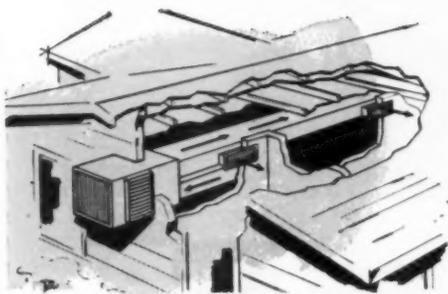
OUTSIDE OF CRAWL SPACE



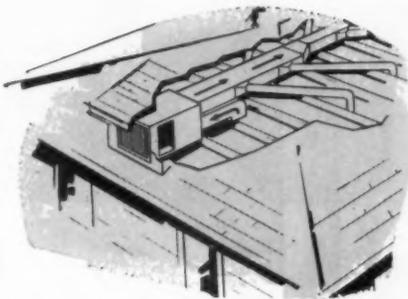
IN BASEMENT WALL

# STOWAWAY

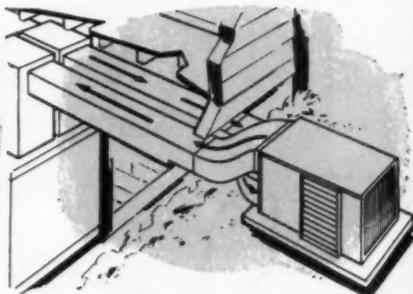
## AIR CONDITIONER



IN A FURRED-DOWN CEILING  
NEAR OUTER WALL



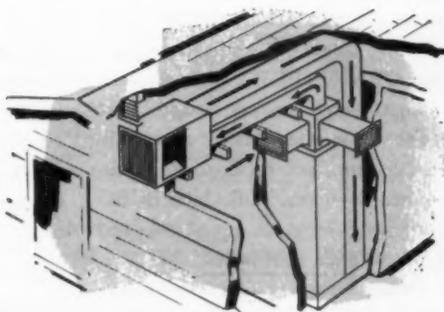
AS A DORMER IN A  
HIP ROOF HOUSE



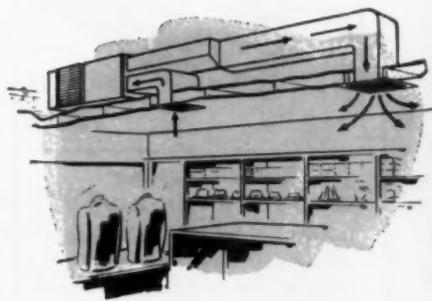
OUTSIDE OF BASEMENT

### EASY TO INSTALL...ADAPTABLE TO ANY STYLE HOME

IN AN ATTIC  
WITH LOUVERS



FOR CONCRETE SLAB HOME



SMALL COMMERCIAL  
INSTALLATION

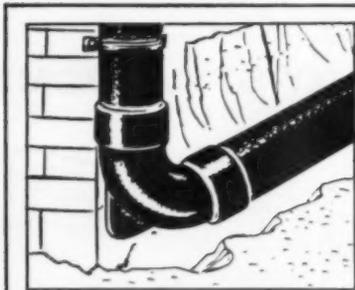
- ★ *Self-contained unit . . . no plumbing necessary*
- ★ *Compact 100% hermetic design, fully air-cooled*
- ★ *Two-ton, three-ton and six-ton sizes*

# ROOT-PROOF JOINTS



see our catalog in  
**S** Sweet's  
 or write for copy

ADVERTISED IN  
**LIFE**



## DRAIN THAT ROOF WATER AWAY!

Installed down spout run-offs have helped close the sale of many a new house. Roof water left to splash down on the ground seeps through to the garage or cellar floor—makes a mud hole of the yard, or an eyesore on the lawn. Draining that roof water away with Orangeburg Root-Proof Pipe—installed quickly, easily, economically... helps sell the house.

## No Compounds, No Calking!

Builders know that it takes modern materials and modern methods to cut construction costs today. And when it comes to sewer pipe they find ORANGEBURG's the answer!

Light-weight 8-foot lengths are easier to handle, easier to install. No cement, no calking, no compounds to make an ORANGEBURG Taperweld Joint. A tap or two and the joint seals root-proof.

Orangeburg is readily sawed to any required length and quickly tooled on the job—another reason why builders like it.

Orangeburg Root-Proof Pipe is made in 2", 3", 4", 5" and 6" sizes.

Use it for sewer lines from house to street main or septic tank, down spout runoffs, storm drains and other outside non-pressure underground lines. Orangeburg also comes *Perforated* in 4" size for foundation drains, septic tank filter fields, draining wet spots everywhere. Look for the Orangeburg trademark. Get the *genuine*. For facts write Dept. AB-66.

### ORANGEBURG FITTINGS

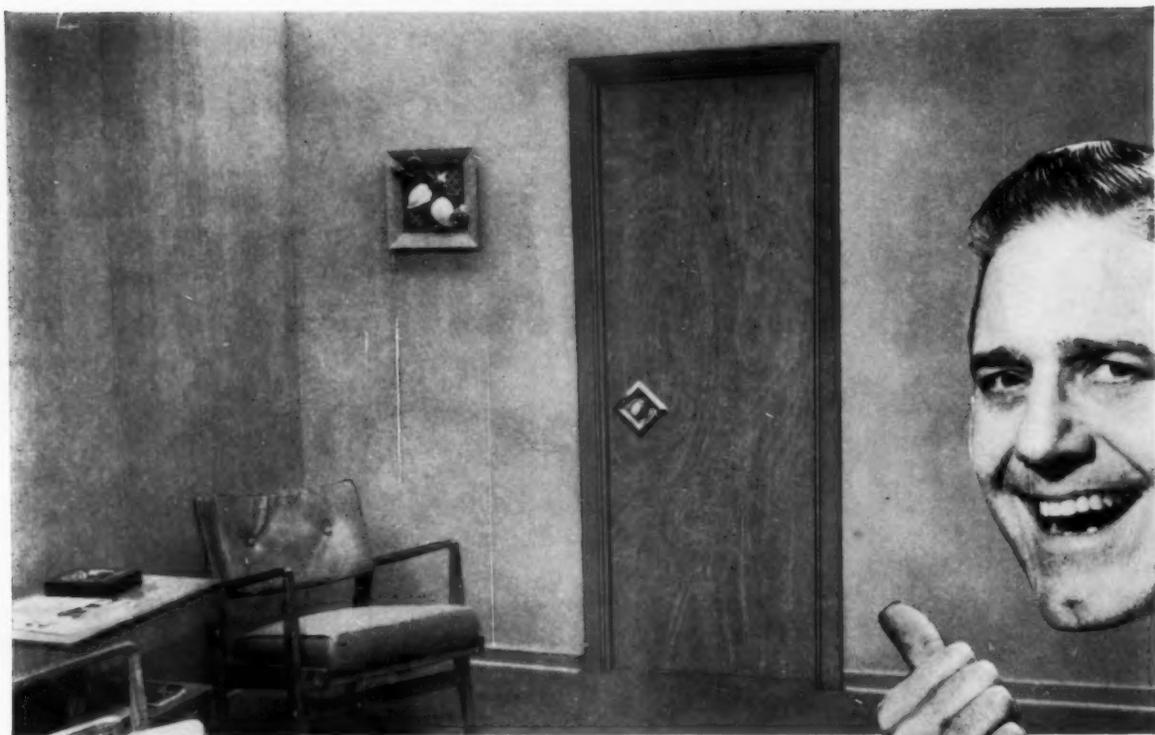


They simplify the installation... save you time, trouble and money. Make an all-Orangeburg high quality pipeline.

ORANGEBURG MANUFACTURING CO., INC.  
 ORANGEBURG, N. Y. West Coast Plant—NEWARK, CALIF.

# ORANGEBURG®

ROOT-PROOF PIPE AND FITTINGS



## MILL MADE LOOK

Yes, **READY HUNG DOORS®** will give a house that **MILL MADE** look! It's easy to tell that something new has been added when a house has Ready Hung Doors!

The mortises for butts and lock have that keen-cut look that only special, precision machines can give. Door edges are perfectly straight and the lock edge is uniformly beveled by methods impossible on the job. Door clearances are not only perfectly true and uniform on every door in the house, but they have the research approved clearance to insure trouble-free operation indefinitely. And the trim mitres, machine made by experts, are the kind that a skilled craftsman is proud of, tight—satisfying, and held that way indefinitely by a special fastener that can't be installed on the job.

Ready Hung Doors also give you many other hidden extras such as lock nailed header joint which is nailed from two directions—Twist or Screw-Tite nails for extra holding power—round corner hardware to give sleek, modern detail—and of course they are made of the finest, select material that only mill purchasing for a special purpose can provide.

Actually, when you stop to think of it, the fact that Ready Hung Doors save money\*, is incidental to the fact that they give a house so many plus extras, as well as a lift in looks and sales appeal!

\*Ready Hung Doors are delivered completely assembled, with trim or casing attached on both sides. The jamb is made in two pieces that tongue and groove together under the stop. It really takes only 20 minutes to install one because there is nothing to saw, plane, bore or mortise—there is nothing to do but slip the halves together in the opening and nail it to the wall.



### CALL YOUR LUMBER DEALER • READY HUNG DOORS MADE BY THESE LEADING WHOLESALERS

ALBANY, N. Y.  
Iroquois Millwork Corp.

BUFFALO, N. Y.  
Iroquois Door Co.

DAYTON, OHIO  
Dayton Sash & Door Co.

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Midland Building Industries, Inc.

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Ready Hung Door Mfg. Co.

SEATTLE, WASH.  
Acme Millwork, Inc.

SYRACUSE, N. Y.  
Iroquois Door Co.

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Central Building Supply, Inc.

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Ready Hung Door Mfg. Co.

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National Woodworks, Inc.

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Acme Sash & Door Co.

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Haskelite Mfg. Corp.

MARION, IND.  
General Millwork Corp.

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Sommerville 44, Mass.

CLEVELAND, OHIO  
The Whitmer-Jackson Co.  
Massillon, Ohio

HUNTINGTON, WEST VA.  
Iron City Sash & Door Co.

NEW YORK, N. Y.  
Bailey-Whalen Co.  
West Orange, N. J.

SAN ANTONIO, TEXAS  
Ready Hung Door Mfg. Co.

ST. PAUL, MINNESOTA  
Minnesota Wood Specialties, Inc.

WACO, TEXAS  
Frank Stevens Sash & Door Co.

READY HUNG DOOR CORP., FORT WORTH 2, TEXAS

# All over America Builders use Ceramic Tile Sales Power

## Adhesive Installations — key to Ceramic Tile "Showplace" areas

With home prices edging up, the discriminating cash buyer is demanding more. Ceramic tile, traditional mark of a quality home, offers the builder a perfect opportunity to give more convenience, more luxury. And adhesive installations are the way to offer *more* tile at *less* cost. Here are some of the ceramic tile "showplace" areas builders are using to help sell their homes faster:

- Utility room, with practical ceramic tile floors and walls.
- Ceramic tile drainboards, a real eye-catcher for Mrs. Home-buyer.
- Ceramic tile window sills, a bonus appreciated by every home-buyer.

Don't forget to ask your ceramic tile contractor about the savings made possible by adhesive installations. This type of installation is ideal for many dry-wall surfaces.

## How Adhesive Installations cut your tiling costs

Mastic bed on dry-wall cuts down preparation time and costs.



Tiles are set quickly and easily on mastic bed.



Job clean-up time is held to minimum.





**Here's what leading builders like Robert P. Gerholz are doing with Tile →**

Gerholz Community Homes of Flint, Michigan built this best-seller home. "Open-planned" for indoor-outdoor living, this \$22,950 house has the luxury feel that appeals to today's home-buyers.

Builder Gerholz used the modern adhesive method to install ceramic tile in this attractive bath. Eye-catching tile installations like these help the home-buying prospect make up his mind in a hurry—in favor of your home!



**Holmes & Jensen's "Storage Wall" house has the Ceramic Touch! →**

Holmes & Jensen of Salt Lake City, Utah have had great success with a \$16,000 "open room" house featuring storage walls throughout. Holmes & Jensen used adhesive installations of ceramic tile in both bath and kitchen. Note the tiled lavatory counter tops and walls in the bath. The kitchen features an inviting cooking corner surrounded by gleaming tile. Holmes & Jensen feel that successful, *time-saving* adhesive installations are profitable because "in the construction of homes, time saved is money earned."



*The Modern Style is*

**CERAMIC**  
**tile**

**TILE COUNCIL OF AMERICA, INC.**

Room 3401, 10 East 40th St., N. Y. 16, N. Y. or Room 933, 727 W. 7th St., Los Angeles, Calif.

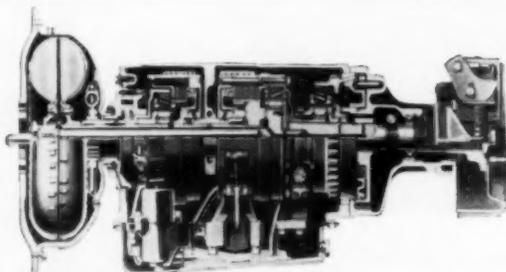
**PARTICIPATING COMPANIES:** American Encaustic Tiling Co. • Architectural Tiling Co., Inc. • Atlantic Tile Mfg. Co. • Cambridge Tile Mfg. Co. • Carlyle Tile Co. • Dover Ceramic Co. • General Tile Co. • Gladding, McBean & Co. • Jordan Tile Mfg. Co. • Mosaic Tile Co. • Murray Tile Co., Inc. • National Tile & Mfg. Co. • Olean Tile Co. • Pomona Tile Mfg. Co. • Ridgeway Tile Co. • Robertson Mfg. Co. • Royal Tile Manufacturing Co. • Sparta Ceramic Co. • Stylon Corp. • Stylon Southern Corp. • Summitville Tiles, Inc. • United States Ceramic Tile Co. • Winburn Tile Mfg. Co.

# Now there's a great automatic transmission for whichever Chevy truck you choose

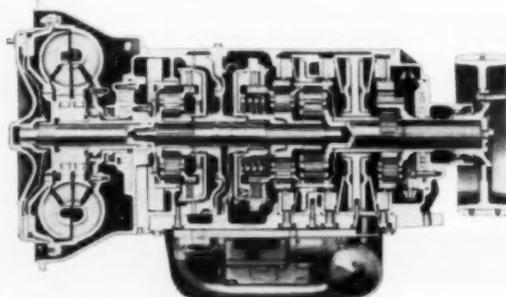
Famous Chevrolet **Hydra-Matic**, or all-new **Powermatic**, provides easy, safe automatic driving that's tailored for your truck!

Pick *any* Chevrolet truck . . . and you'll find there's a modern automatic transmission to make your hauling easier, safer, and more profitable!

If your choice is a Series 3000 or 4000 model, there's **Hydra-Matic**. This modern automatic transmission not only gives you the ease of no-shift hauling . . . it also *saves you maintenance money* because the hydraulic coupling protects drive-line parts from shock loads. Or, if your job calls for a 5000 through 10000 Series Chevy, there's exclusive **Powermatic**—the first automatic transmission



**Hydra-Matic**—optional in Series 3000 and 4000 models at extra cost—brings new ease to tough jobs, cuts hauling time and maintenance expense.



**Powermatic**—optional in Series 5000-10000 models at extra cost—assures the easiest, safest big-truck operation ever known! It's a Chevrolet "first."

designed especially for big trucks! Six fully automatic forward speeds and a torque converter virtually eliminate manual gear shifting on hills or in traffic! A revolutionary "retarder" assures safer down-hill hauling, less brake wear and you make better time through traffic because all shifts are "power-on" shifts!

Now *automatic driving*, available throughout the Chevrolet truck line, gives you one more reason to see your Chevy dealer soon! . . . Chevrolet Division of General Motors, Detroit 2, Michigan.



**Chevrolet truck manual transmissions are great performers, too!**

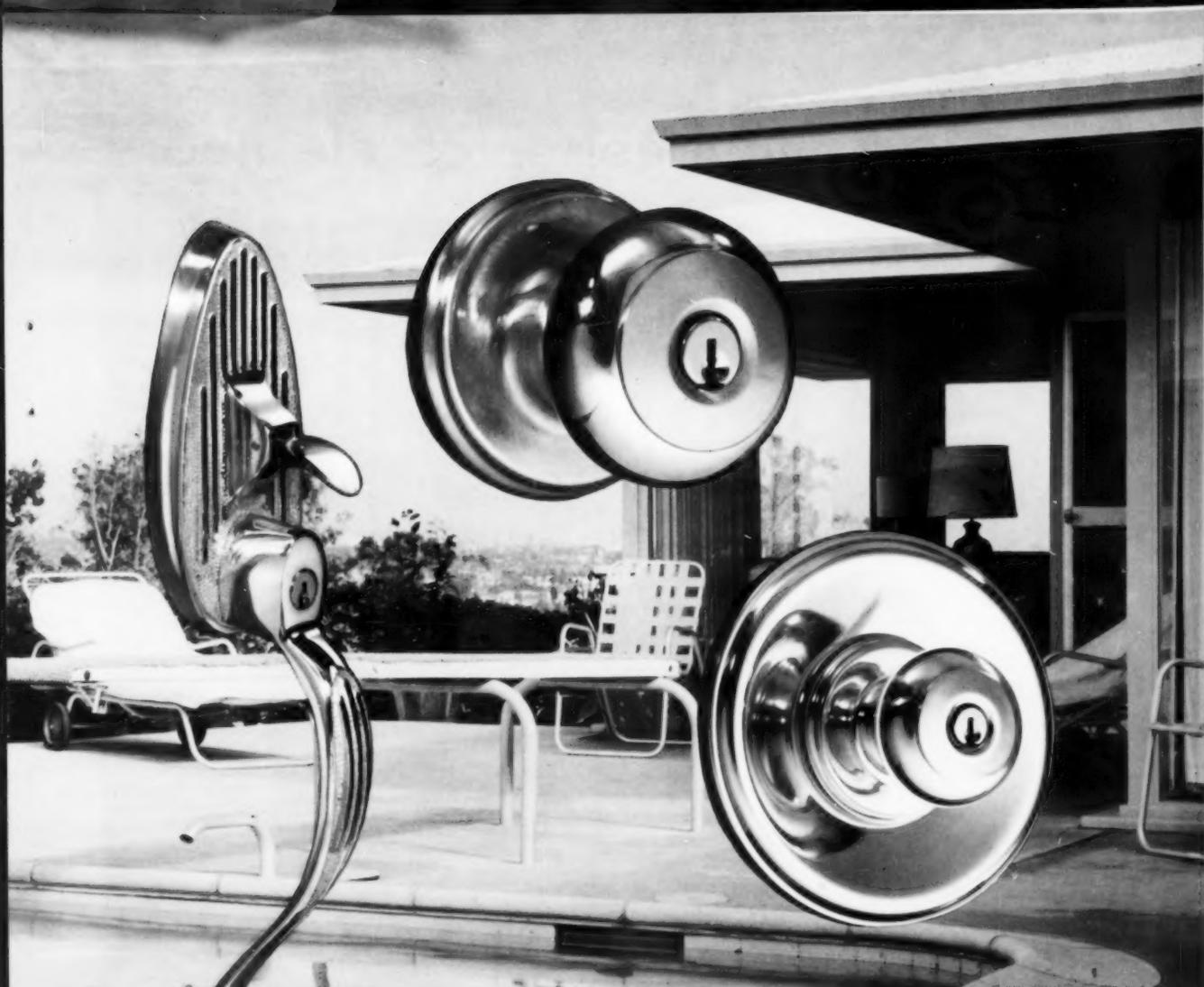
To give you extra pulling power in the medium- or heavy-duty model you select, Chevrolet trucks provide big, rugged heavy-duty 4-speed Synchro-Mesh transmissions, or brand-new "New Process" 5-speed transmissions!\*

\*Optional at extra cost in 5000-6000 through 8000 Series models, standard in 9000-10000 Series models.



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Anything less is an old-fashioned truck!



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TALK TO THE BUILDER WHO IS !**

The best way to judge any product is to talk to someone who presently is using that product. Talk to any builder now using Weiser Locks. Ask him about the quality, the wide choice of finishes (all at the same price), the guarantee. Ask him if he has any trouble with Weiser Locks after

they are installed. Ask him any question that may occur to you. He will convince you that you should be using Weiser Locks.

Yes, if you're not using Weiser Locks — talk to the builder who is!

**WEISER LOCKS**

WEISER COMPANY • SOUTH GATE, CALIFORNIA



# Kenflex vinyl asbestos tile floors help clinch home sales!



## Kenflex vinyl costs only \$4.80 more per room!

Yes, an average 8'x10' kitchen in KenFlex Standard Gauge (1/16") costs about \$4.80 more than Asphalt Tile (Group C Color)...yet it helps you sell homes faster!

**BECAUSE IT'S VINYL,** it's moistureproof, grease-proof, easier to clean, long wearing. Colors are clearer, brighter. KenFlex added value helps convince homebuyers and sales are easier to close.

**BECAUSE IT'S NATIONALLY ADVERTISED,** KenFlex is pre-sold for you! Millions know KenFlex floors from the dramatic full color, full page ads appearing continuously in America's best read magazines.

**BECAUSE IT COMES IN 3 WANTED STYLES...** Corktone KenFlex, Carnival KenFlex, Marbleized KenFlex...you can feature KenFlex in every type of home, in every room. Ideal for slab-construction developments, perfect for kitchens, playrooms in your finest custom-builts, KenFlex Vinyl Asbestos Tile Floors give you new selling advantages that really pay dividends. Call your Kentile, Inc., Flooring Contractor and learn all the facts about KenFlex NOW!

**KENFLEX**® ... by the makers of **KENTILE FLOORS**

VINYL ASBESTOS TILE  
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**CECO WINDOWS**—THE LINE DESIGNED WITH THE BUILDER IN MIND...

## INTEGRAL FIN-TRIM CASEMENTS

Installation costs are low because there are no fins or outside trim to attach—they are built into the aluminum frame. Savings are assured in any kind of construction—frame, veneer, masonry or stucco. Ask for particulars about this quality-engineered aluminum window . . . representative of the full Ceco line.

### LET CECO SOLVE YOUR WINDOW PROBLEMS

Since people have diversified tastes, home design takes many directions. That calls for variety in windows, and that's why Ceco offers you more steel and aluminum windows to choose from than any other manufacturer. Here's a window line with versatility to fit any type of wall construction . . . a window line engineered for easy installation . . . with performance you can guarantee . . . yes, a window line designed with you in mind. So for better home building, choose Ceco. You can be sure you'll get the right window to solve your problems.

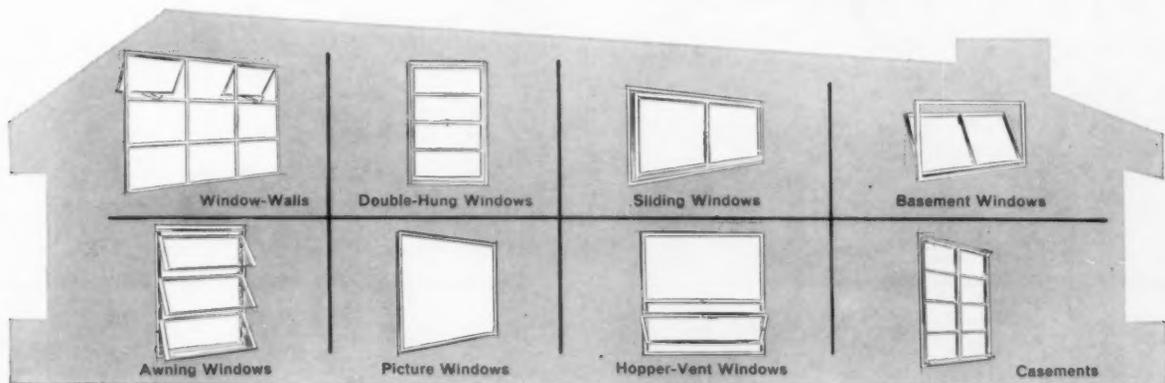


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**it's new...**

**it's beautiful**

**it's NU-WOOD random**



**acoustical tile!**

**ALL THESE BIG NU-WOOD FEATURES  
PLUS MODERN SOUND CONDITIONING!**

*Clean, random-drilled holes!*

Nu-Wood random pattern tile features scientifically designed "sound traps" in the cleanly drilled tile perforations—for new sound conditioning plus beauty of appearance.

*Famous Sta-Lite light reflecting surface!*

Pre-decorated surface in white that actually grows whiter with age—as proved by Fadometer tests. Pleasing soft, matte texture of Nu-Wood helps distribute reflected light and reduces glare. Here is a truly beautiful random acoustical tile.

*Finished, painted bevels!*

All tile bevels are coated to match the decorative white of the matte surface...and the distinctive "shadowline" bevel of Nu-Wood® minimizes joint lines for pleasing appearance. Bevels stay cleaner longer because they resist dust and dirt accumulation.

*Nu-Wood clip, staple or adhesive application!*

Nu-Wood Random Tile is available in tongue and groove, and wide-flanged tile types... application technique as you choose. Take your pick of famous Nu-Wood clip method with tongue and groove tile...or stapling wide-flange tile...or using adhesive for either type of tile. Wood Conversion Company, Dept. 118-66, First National Bank Building, St. Paul 1, Minnesota.

**Sold only by lumber dealers!**

**NU-WOOD**



(right) Note the beauty of exposed masonry wall in this modern living room. Various types and sizes of block challenge the imagination of architect or builder.

## Concrete Block brings new charm to Interiors

(below) "Pillar Design" wall created with 8" x 8" x 8" Bull Nose block in this 1955 Home Show model home.



It's surprising what can be done with a little ingenuity . . . and concrete block! For many years, wood and plaster were regarded as the indispensable ingredients in any interior design. Masonry was neglected or confined to fireplaces. An occasional daring designer would offer a block interior, but without getting many takers.

All that changed with the introduction of Vibrapac block. This versatile material provides so many design opportunities that it quickly caught the popular fancy. Architects, designers and builders were quick to realize its possibilities. Today the use of Vibrapac block has made possible some of the most beautiful and practical home construction to be seen anywhere in America.

The simplest homes as well as the costliest structures can benefit from the adoption of concrete block construction. In fact, the adaptability of Vibrapac block is almost limitless. It is ideal not only for living rooms, but for bedrooms, kitchens, recreation rooms, corridors . . . for every living space from basement to attic.

The ready acceptance of Vibrapac block is one of its greatest advantages. In its wide range of colors, sizes, and finishes, including split-block, home owner, architect or builder can find something to match almost any interior design . . . often a suggestion for an entirely new interior treatment.



Just a simple variation in the laying of concrete block can completely change the appearance of a home or building. Stacking block horizontally or vertically, laying chim-

ney block on edge and other techniques offer many opportunities for new effects. In fact, standard home designs can be varied almost endlessly by taking advantage of the artistic possibilities inherent in Vibrapac block.



(above) A well-known architect preferred exposed masonry walls for this cozy corner in his own home.

The economy of this material has also contributed to its spreading popularity. Vibrapac block can be handled and laid with ease, speed and accuracy, providing marked savings in time and labor. Produced by automatic Vibrapac machines, the block are dependably uniform, naturally moisture resistant and effectively soundproof. And they last a lifetime.

Architect, builder and home-owner will find the story of Vibrapac block interesting and challenging. Complete literature on request. Write Besser Company, Box 183, Alpena, Michigan, USA.



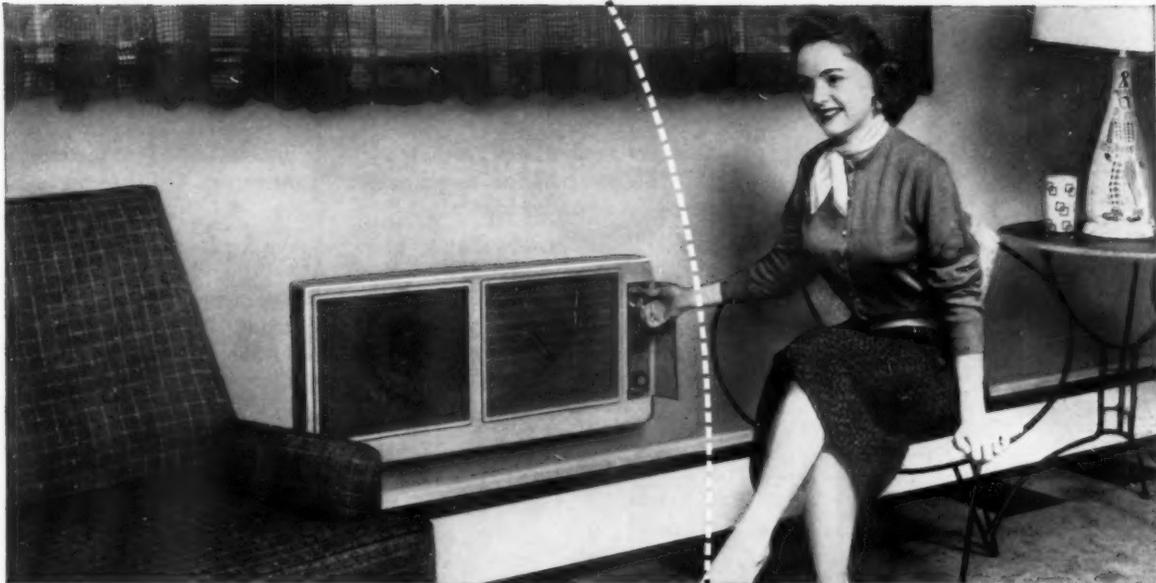
(above) Kitchen in concrete masonry constructed apartment building. Note exposed lightweight units.



(right) A variety of block wall patterns add to the beauty of this master bedroom.

A 8654-1P

*Here it is!* **LOW COST ANSWER  
TO AIR CONDITIONING!**



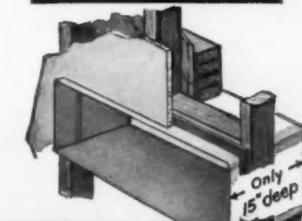
**NEW LEWYT BUILT-IN WALL  
AIR CONDITIONERS SOLVE COST  
PROBLEMS FOR ALL BUILDERS!**

Now, for the first time, you can install air conditioning in houses priced as low as \$8,000 without substantially increasing the cost of the house.

Only 15" deep, the compact Lewyt Built-In Wall Air Conditioner fits *flush*—inside and out—in any outside wall. And, with Lewyt's new scientific perimeter cooling method you can air condition any part of a house or all of it.

The Lewyt has individual controls and thermostat built right in. There are no ducts to install—no obstructions of any kind in your windows.

Imagine—all of this, plus, Lewyt quality at a price every builder can afford. Get all the facts—today!



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## Automatically saves work, time and money every minute of the day!

Owners everywhere are now recognizing *FORDOMATIC* as one of their biggest business assets in a day's operation. Pictures on these pages give you an idea why.

You'll find *FORDOMATIC* literally pays for itself. Drivers make more calls, more sales with *FORDOMATIC* and with less effort! You cut route delivery time with faster getaway; eliminate waste of gas through faulty gearshift judgment. And *FORDOMATIC* boosts trade-in value too. Ask your Ford Dealer for a demonstration.

"We've spent practically nothing for maintenance in over 2½ years," says Mr. Max Rapezyk of Rosedale, Long Island. "With conventional transmissions you can't avoid drive-line shocks. Fordomatic ends all that."



8 AM

"No more clutch expenses," because there is no clutch with *FORDOMATIC*. From start to finish shifting is smooth and automatic. Big loads get rolling easily—with no strain on driver or truck.



9:30 AM

"I save valuable time in traffic." *FORDOMATIC* saves 16 hand-and-foot motions every traffic stop—over 2000 in a typical day of city driving. Delivery time is speeded up all along the way.



1:45 PM

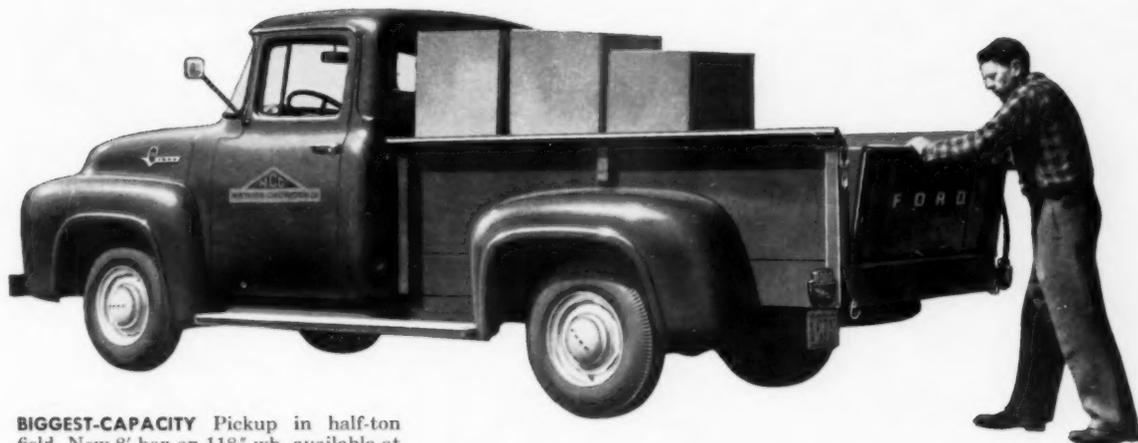
"Fordomatic ends costly shocks to drive line." Especially over rugged "washboard" roads. *FORDOMATIC* eliminates shock damage to transmission gears, to differential, to rear axle. Maintenance costs are cut to a minimum.



2:35 PM

"Terrific off-the-road performance." *FORDOMATIC* delivers low wheel-speeds that a conventional transmission can't match for power. It carries you through sand and mud easily with no fear of stalling.

# Fordomatic pays for itself"



**BIGGEST-CAPACITY** Pickup in half-ton field. New 8' box on 118" wb. available at low extra cost. 6½' box on 110" wb. standard. **FORDOMATIC** drive, power brakes at worth-while extra cost.



11 AM

"More exact shifting saves gas on hilly terrain." **FORDOMATIC** shifts with split-second precision. No waste of gas through faulty gearshift judgment. Smooth **FORDOMATIC** power means more tire mileage.



5:30 PM

"Home again with plenty of energy to spare." Shifting with a conventional transmission is a big part of the work of driving. **FORDOMATIC** completely eliminates all this work—leaves you that much more rested at the end of the day.

With **FORDOMATIC** (Ford's automatic transmission) you enjoy all the money-saving features pictured at the left. Ford's 1956 Pickup also offers other features to cut hauling costs, time and work.

**Two Short Stroke engines!** Ford gives you a choice of two gas-saving Short Stroke engines, either the 167-h.p. Power King V-8 or the 133-h.p. Cost Cutter Six. Ford's Cost Cutter is the only modern Short Stroke Six in the ½-ton field!

**Most Capacity!** Ford's new 8-ft. box, available on the 118-in. wheelbase, is the biggest found on any ½-ton Pickup. And the standard 6½-ft. box, on the 110-in. wheelbase, gives you a full 45 cu. ft. of loadspace. Slanting flareboards offer more load-space, more load protection. Exclusive Toggle-type latches hold tailgate tightly sealed to body sides. Both come on either size box.

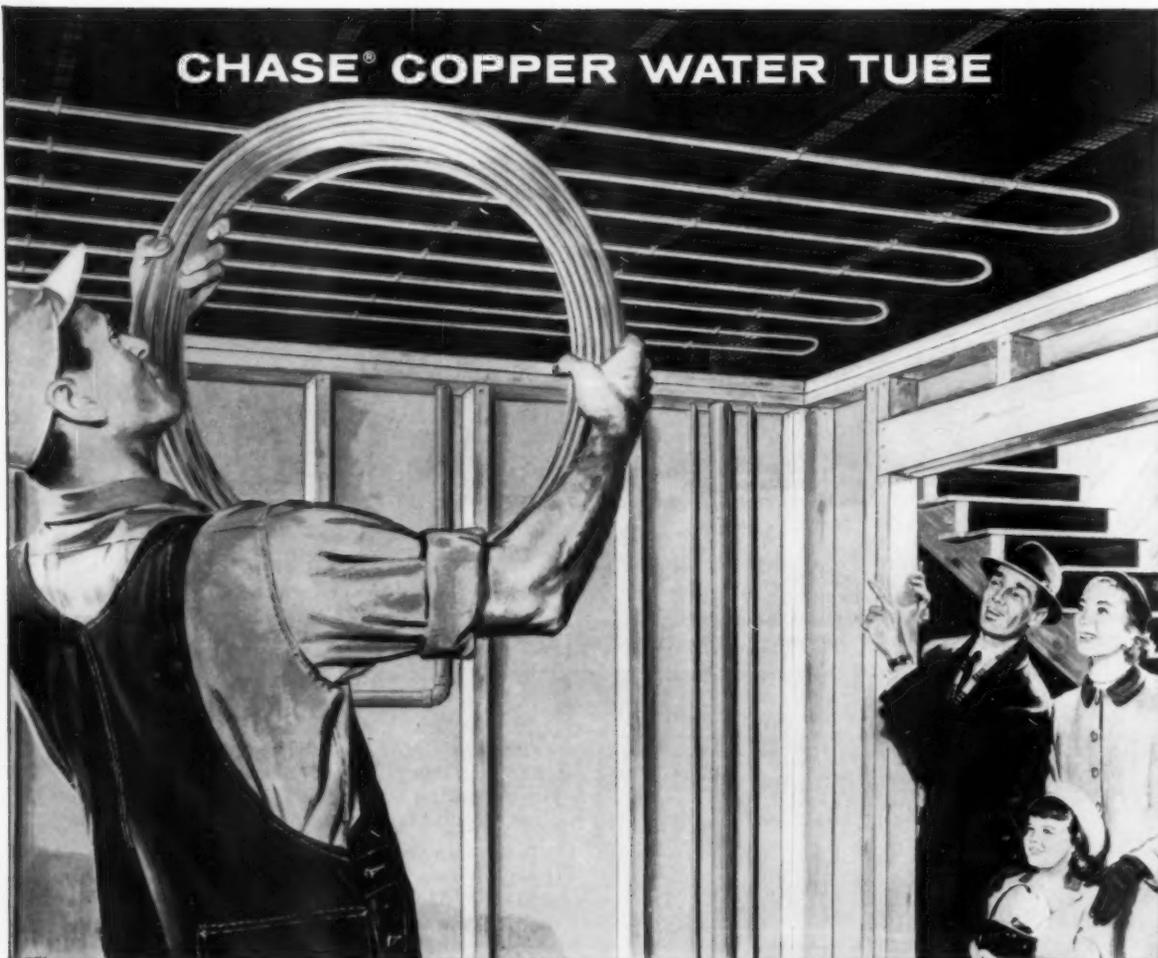
**Most Comfort!** Only Ford has *Driverized Cab* comfort. Seat shock snubbers to smooth the ride! Level-action cab suspension for longer cab life.

**Most Safety!** Ford's new Lifeguard steering wheel helps protect you from the steering column in case of an accident. Lifeguard door latches help guard against doors springing open. Ford seat belts available at low extra cost. Test Drive a dependable Ford Truck today.

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### NO CEILING ON COMFORT HERE !

#### But, plenty of ceiling on cost!

That's because lightweight, easy-handling Chase copper tube for radiant heating *installs faster!* Perfectly tempered, it easily unrolls into position on ceiling or floor. Comes in long 60 and 100-foot lengths that result in fewer joints. Connections are quickly made

with simple soldering techniques.

**Even the rugged carton** for Chase copper water tube is designed to speed handling...save time! It's color-coded for easy identification of type and size. Has a center hole big enough for a firm grip. Can be stacked, rolled or carried with ease!

**Proof that Chase** copper water tube cuts installation time is the fact that it is being used in many of the largest housing developments where over-all costs *must be low!*

If it's radiant heating, be sure the system is made with Chase copper tube and solder-joint fittings.

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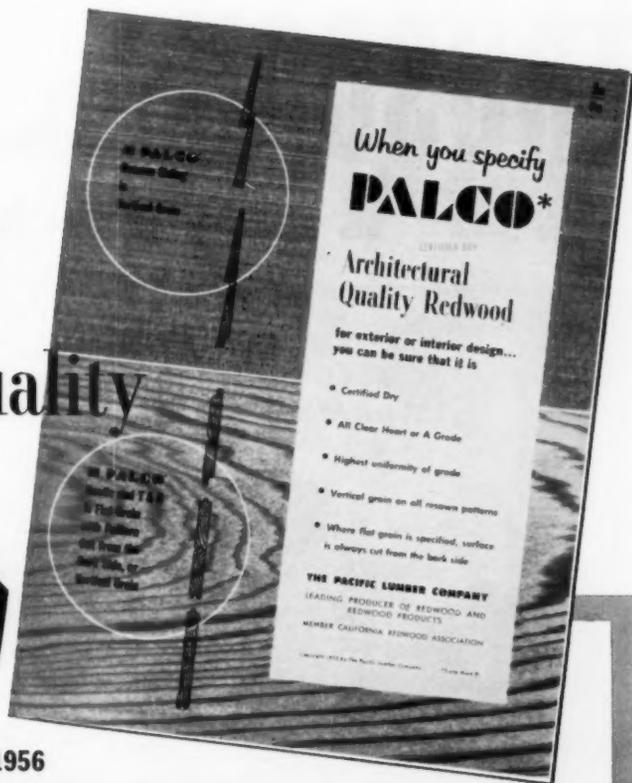
To simplify  
specification of  
**PALCO\***  
Architectural Quality  
Redwood



IN THE 1956

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Because redwood grows differently — behaves differently — and should be manufactured differently from any other wood, it possesses certain highly desirable qualities. But these advantages can be realized fully *only* when specifications call for the grade and type best suited to the intended service. In brief, simple form, The Pacific Lumber Company has outlined some basic considerations not generally known — and fully recognized only recently even by the Redwood industry itself. This information is now available to the builder or architect who specifies redwood in Section 5a-Pa of the 1956 Sweet's Architectural File — or as a direct reference bulletin available on request. Send the coupon at right for your personal copy.

*Specify the best in Redwood* **PALCO\***

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Series 138 double-hung  
is 15-year choice of Campagna



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Rosario Candela and Paul Resnick, architects.  
Campagna Construction Corp., owners and contractors.

530 Park Avenue Apartment, New York, N. Y.  
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Campagna Construction Corp., contractors.



# REPUBLIC



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# steel window Construction Corp.

**"FAIR PRICES • DURABILITY • WEATHER PROTECTION  
SMOOTH OPERATION • EASE OF MAINTENANCE • PAINTABILITY  
TRUSCON SERVICE"... preferred by big apartment builder.**

Anthony Campagna, President of Campagna Construction Corporation of New York City, has planned, built and owned quality apartments for more than forty years. His lifework is now being ably carried forward by his sons Joseph and John, in New York and St. Louis. They attribute much of their success to careful attention to numerous details—details that contribute to creating distinctive buildings and satisfied tenants.

The Campagnas are convinced that proper selection of windows is a very important part of residential structures, especially those with modern, large glass areas. They write, "From time to time, we have considered various types of steel and aluminum windows but our choice in the past fifteen years has invariably been the Truscon Steel Double-Hung."

The Campagnas give these seven reasons for their preference: 1. A fair price. 2. Sturdiness of the frame, which is not subject to distortion or damage during construction. 3. Tight weather protection. 4. Smooth sash operation, with a definite feeling of solidity. 5. No maintenance problem. 6. Their preference for painting the windows to harmonize with exterior color styling. 7. Truscon service.

Take the Campagnas' tip. Investigate the Truscon Series 138—the largest selling steel double-hung window on the market. More details in Sweet's File; or return coupon below for your personal copy of specifications, details, types and sizes.



35 Park Avenue apartment, New York City. Sylvan Bien and Robert L. Bien, architects. Campagna Construction Corp., contractors.

Republic ELECTRUNITE® "Inch-Marked"® E.M.T. . . . the original lightweight rigid steel raceway. No lines to turn since every joint is a union. Exclusive features include "Inch-Marking" and Guide Line on the 1/2", 3/4", 1" and 1 1/4" sizes; Inside Knurling for easier wire pulling on the 1/2", 3/4" and 1" sizes. Threadless, compression-type couplings and connectors provide concrete-tight joints. ELECTRUNITE E.M.T. is approved by the National Electrical Code for open, concealed and concrete construction. Write Republic.



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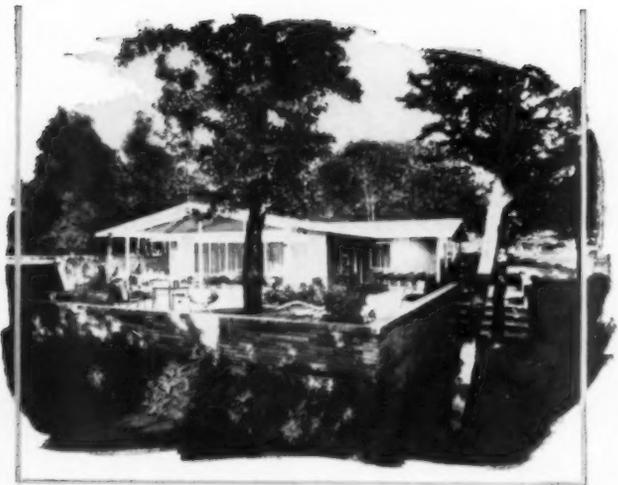
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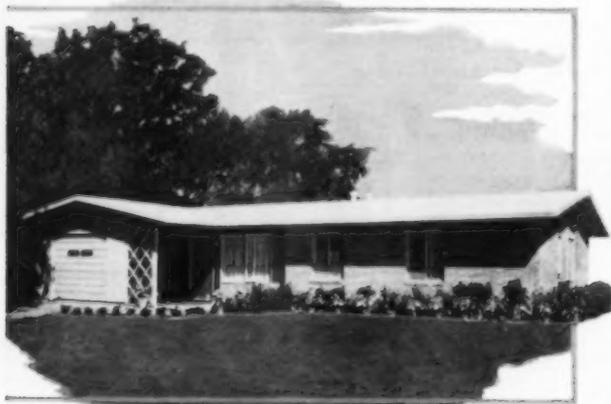
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**SOME OF THE MANY OTHER ADVANTAGES ARE:**

- **Trained Organization** to assist with land acquisition, site planning, and the dealer's entire building program.
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- **All the Advantages** of a 25,000-house-a-year builder regardless of the size or location of his community.

For more details on how you may join the most successful home building team in the country with a National Homes builder-dealer franchise contact me personally. JAMES R. PRICE, *President*, National Homes Corporation, Lafayette, Indiana.

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

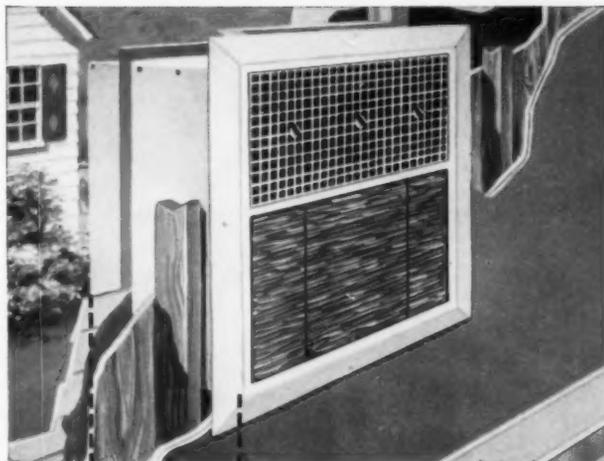


# Install the new General Electric Thinline Room Air Conditioner through the wall

It's the easy, low-cost way to give your homes the sales appeal of built-in, area-by-area air conditioning

**Advantages to you:** The new General Electric *Thinline* is compact, so you don't have to design rooms around it. It's easy to install—there's no plumbing or duct-work needed. Its thinline design won't mar the appearance of the homes you build.

It's pre-sold to your customers, backed by General Electric's name, guarantee and servicing. And the General Electric *Thinline* qualifies for FHA financing—just follow FHA procedures when you apply. Entire unit is covered by a one year written guarantee, and the sealed refrigerating system is covered for an additional four years. General Electric Co., Appliance Park, Louisville 1, Kentucky.

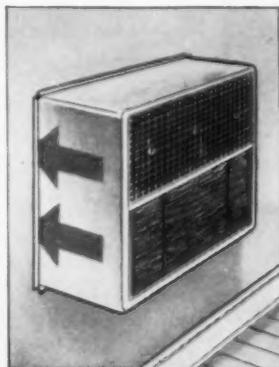


Only  $16\frac{1}{2}$  inches thin . . . so there's no unsightly overhang, very little projection into the room. The new General Electric *Thinline* takes up  $\frac{1}{3}$  less space than previous corresponding models. Though it operates at low cost (only 7.5 amperes for the  $\frac{1}{2}$ -hp. model), its new high power factor and efficient design assure high cooling capacity. Designed for easy servicing. Color: beige with gold-flecked dark brown. In  $\frac{1}{2}$ ,  $\frac{3}{4}$  and one-horsepower models, all in same size cabinet.

Look how easy it is to install the G-E Thinline through the wall



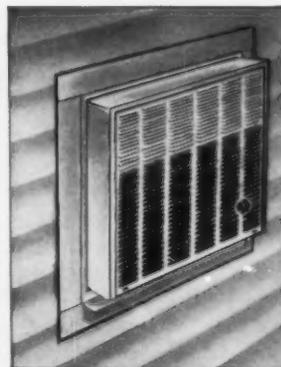
**Build sleeve and frame into wall during construction.** Opening is about 27" wide, 23" high. More through-the-wall units can be added later.



**Slide the G-E Thinline into sleeve.** Six bolts hold it, give a quick, weathertight installation. Controls are behind a fabric-like aluminum panel.



**Simple but decorative trim frame adds a final touch.** Notice that this  $16\frac{1}{2}$ " unit does not project into the room. It's practically flush with the wall.



**Aluminum grill won't rust or corrode,** will keep its smart good looks for a long time with little maintenance costs—if any.

*Progress Is Our Most Important Product*

**GENERAL  ELECTRIC**

*Johns-Manville Presents...*

**the new line of  
that meets the**



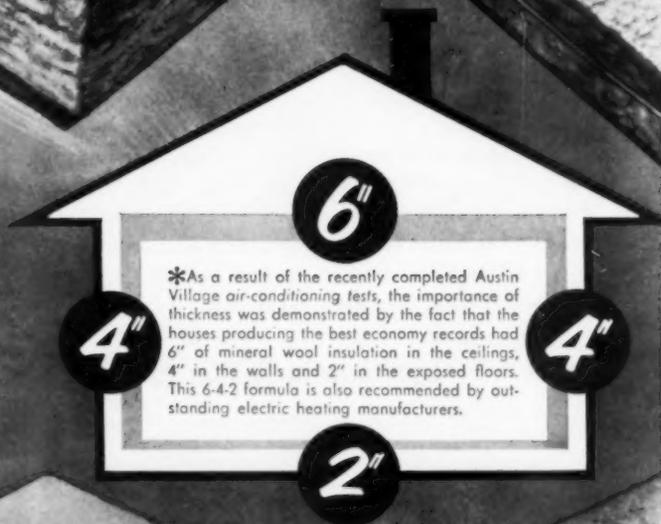
**6"**

**New 6" Thick  
Spintex Batts**

provide the maximum insulation for ceilings. A "must" for air-conditioned and electrically heated houses.

*Plus* **Aluminum-wrapped  
Spintex Blankets**

provide "plus" summer benefits. Available in 3" and 2" thickness.



\*As a result of the recently completed Austin Village air-conditioning tests, the importance of thickness was demonstrated by the fact that the houses producing the best economy records had 6" of mineral wool insulation in the ceilings, 4" in the walls and 2" in the exposed floors. This 6-4-2 formula is also recommended by outstanding electric heating manufacturers.

***Remember!***

The factors which decide the efficiency of an insulation are the quality of the wool and its thickness. Because the new Spintex is made of finer mineral fibers, it has more heat-stopping dead air spaces per cubic inch. It is these dead air spaces and the thickness of the insulation that count . . . *not how it is wrapped!*

Learn how you can cash in on this important, new development in home insulation! Write Johns-Manville, Box 158, New York 16, N. Y.

# SPINTEX<sup>®</sup>

## insulation

### 6-4-2 specification\*



2"

Fully wrapped  
Spintex Blankets

available in thick blankets, 3"; medium  
blankets, 2"; and service blankets, 1½".



4"

Ful-Thick Spintex Batts —

the only batts which completely fill the  
full depth of the spaces between the  
2" x 4" studs (actually 3½"). Also  
available in 2" Semi-Thick Batts.



## Johns-Manville

Outstanding advantages of  
New Spintex Batts and Blankets



*25% Lighter Weight*

The new finer fibers make Spintex 25% lighter  
in weight—packages are easy to handle!



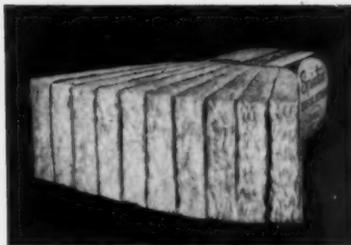
*NEW Rigidity*

Spintex batts and blankets have greater rigidity  
for easier handling, better application. They are  
firm and strong—hold their shape. Overhead  
work is easier.



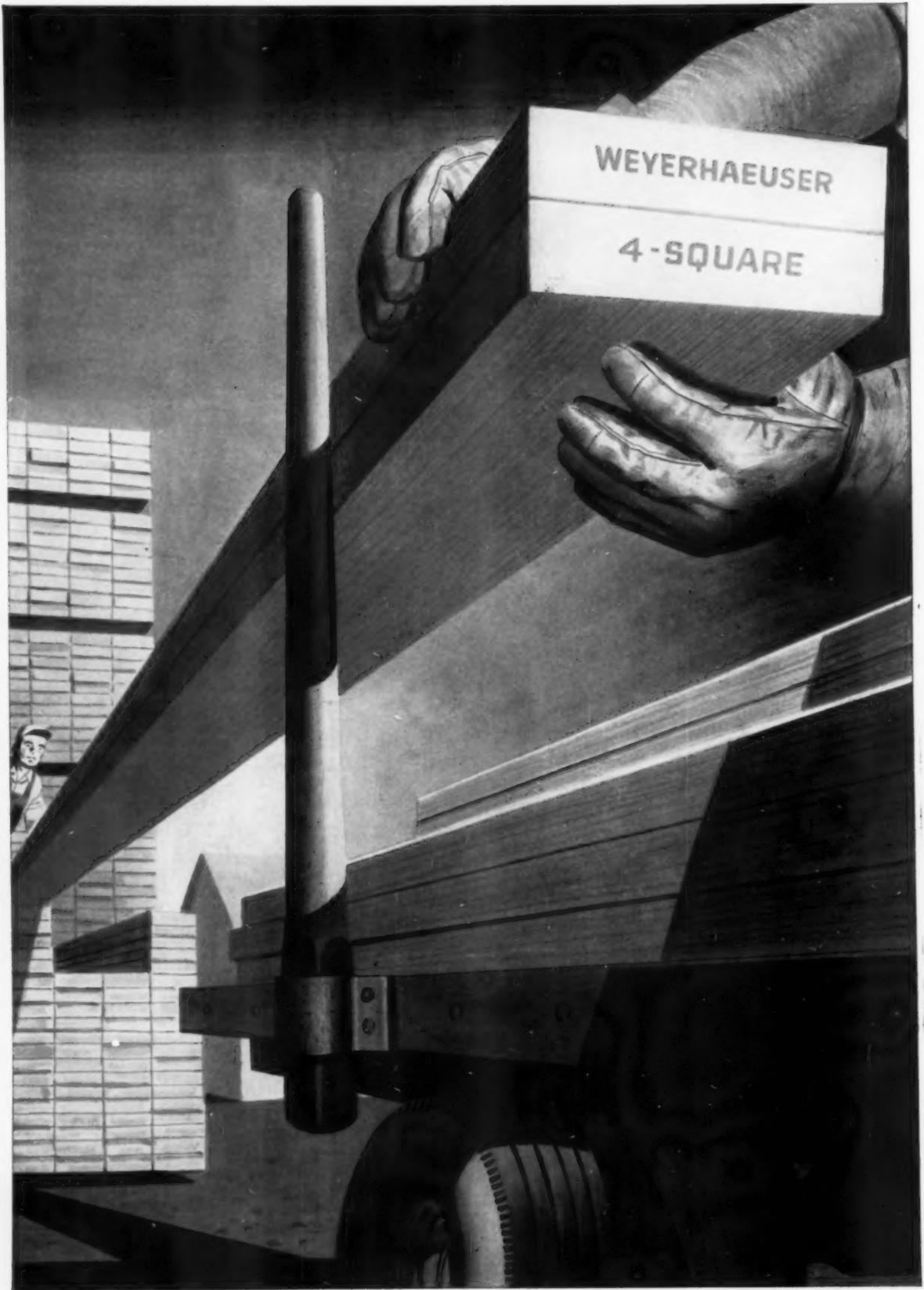
*Cuts Clean and Sharp*

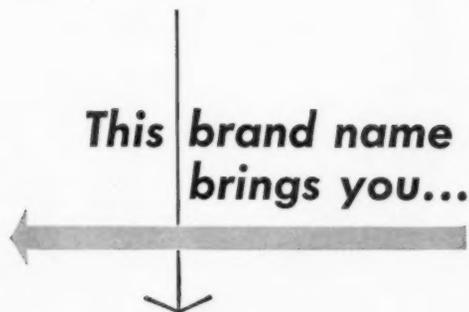
The new Spintex cuts sharp and clean with knife  
or saw—assures a neat fit for irregular spaces.



*NEW Resilience*

Finer "live" fibers of Spintex permit batts or  
blankets to be compressed for packaging and  
spring back to full thickness when opened. This  
resiliency assures more effective insulation.





## Ready acceptance by the people you sell

Every builder is aware of the selling advantages that nationally advertised, trade-marked products give to his homes.

You have many trade-marked products that you have used for years. Home owners know them.

One of these well-known products is Weyerhaeuser 4-Square Lumber . . . the brand name that was selected in the 1920's to identify our improved lumber products, and to make them more valuable to builders.

Advanced milling equipment contributes refined surfacing. The lumber is cut to uniform lengths, with both ends smooth and square. Eased edges improve appearance and handling.

Weyerhaeuser 4-Square Lumber is also kiln-dried and accurately graded.

It is more desirable to builders and makes their homes easier to sell because it gives their customers better values. It

is continuing to grow in popularity because new items and refinements have been and are being added.

Recent product advancements are reflected in such items as water-repellent Treated Siding, Glued-Up Lumber, and beautiful Knotty Cedar and Knotty Pine Plywood panelings.

The story of continuous improvements of Weyerhaeuser 4-Square Lumber has been told to owners in national advertising for close to thirty years . . . thus, this lumber is outstanding on the American market today.

This brand name offers you a broad line of improved modern lumber products, readily accepted by your customers—with values that stimulate sales and increase your profits.

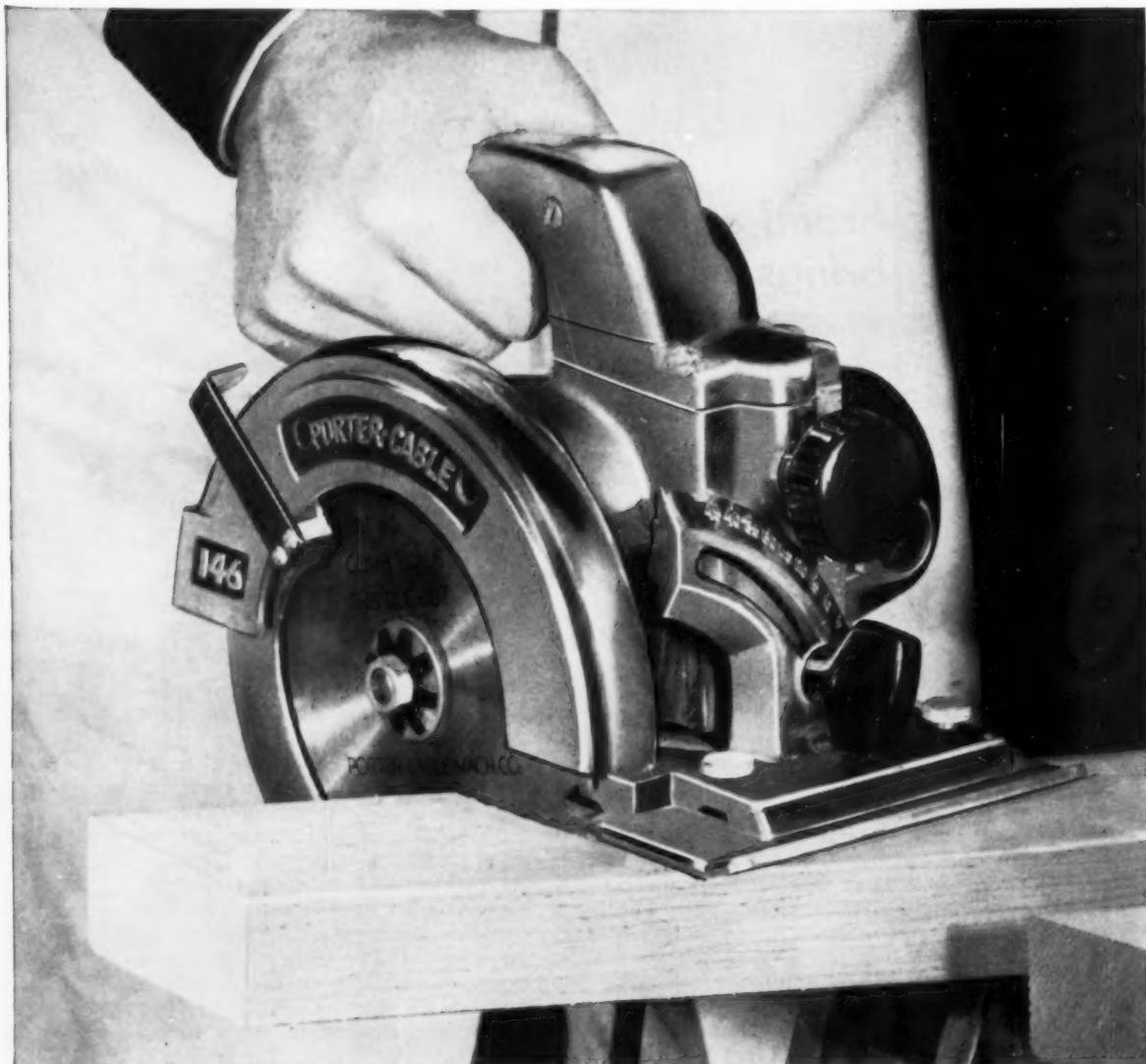
The entire line, with all its advantages, is available to you through your Weyerhaeuser 4-Square Lumber Dealer.

**WEYERHAEUSER 4-SQUARE WATER-REPELLENT TREATED SIDING**—Treated Siding extends the life of paint on wood siding and also improves the stability of wood siding. The special treating process fills the walls of the surface cells of the wood with a water-repellent chemical which protects against entry of moisture from outside that may cause paint to blister and peel. This new product is another example of the results of Weyerhaeuser's continuing programs of research and product improvement.

# Weyerhaeuser Sales Company

ST. PAUL 1, MINNESOTA





Tremendous values in these  
**three great new Porter-Cable saws!**

From Porter-Cable's fifty years of leadership in electric tool design come these three brand new power saws . . . farther ahead than ever in design, in versatility, in solid *value*.

Model 146 is a rugged 6½" saw of full *professional capacity*—makes every cut it takes to build a house. It slices through 2" dressed lumber, even at a 45 degree angle—has a host of special features for convenience and long life. Yet it's priced at only \$69.50—and you'll find a special Introductory Offer on the opposite page that saves you \$12.00 on a complete Model 146 Kit!

If you prefer a saw with blade on the left, be sure to see Porter-Cable's new Model 157, shown opposite—a big, husky 7¼" professional saw with exclusive Kickproof Clutch, full ball bearing construction, and many other features at only \$89.50.

Finally, there's *the world's finest professional saw*—the all-new 8½" Model 528 Speedmatic. *More speed, more power*—telescoping guard, exclusive Kickproof Clutch, calibrated depth gauge—and every conceivable feature of *quality design and construction*.

See these new professional quality saws at your Porter-Cable dealer's today—  
or write for full information *now*.



### Model 157

Porter-Cable *quality* in a professional 7¼" saw with blade on left. Light in weight—only 13 lbs. complete. Ball bearing construction throughout—instant depth and bevel adjustments, telescoping guard, powerful 12 amp. universal motor, exclusive Kickproof Clutch—only \$89.50. In handy kit with accessories, only \$104.50.



### Model 528 Speedmatic

World's finest professional saw. Extra speed and power for extra-heavy duty—perfect balance for easy, all-day use. 8¼" blade with new telescoping guard and exclusive Porter-Cable Kickproof Clutch—new calibrated depth gauge, instant bevel adjustment, new handle design with built-in trigger switch. Full ball bearing construction for long, troublefree service. \$130—in kit form with accessories, \$145.

### Special Introductory Offer on Model 146

Save \$12.00 when you buy the rugged 6½" Model 146 Saw in handy kit form. Kit includes saw, rip guide, protractor gauge for all straight or angle cut-offs, and a strong steel carrying case. Regularly \$87.75—now only \$75.75. Offer expires July 30, 1956—See your Porter-Cable dealer *now!*

**Porter-Cable**

*Quality Electric Tools*

**PORTER-CABLE MACHINE COMPANY • 6016 N. Salina Street, Syracuse 8, New York  
SAWS • DRILLS • SANDERS • ROUTERS • SHAPERS • PLANES**

In Canada: write Porter-Cable, Ltd., Box 5019, London, Ont. Canadian prices slightly higher.

A LABEL LIKE THIS ON YOUR WINDOWS



HELPS STAMP YOUR HOUSES...



**How so?** Well, during 1956, L·O·F's famous label will appear 216,787,000 times in advertisements to Mr. and Mrs. America!

And when it appears *on the windows of your houses*, it's naturally one more indication to home buyers that you have used only the best materials throughout.

Order high-quality L·O·F Window Glass from your local L·O·F Distributor or Dealer (listed under "Glass" in the yellow pages of phone books). Libbey·Owens·Ford Glass Company, 608 Madison Avenue, Toledo 3, Ohio.



**LIBBEY · OWENS · FORD**

*a Great Name in Glass*

# WHY Your New Mobile Work Unit Should Be a JOHN DEERE . . .

**F**IRST of all, a rugged, quality-built John Deere Crawler or a John Deere Utility Wheel-Type Tractor will serve you faithfully in a hundred-and-one ways, as John Deere Tractors have been doing down through the years. "John Deere dependability," owners call it.

Next, when you choose a John Deere, you know you have a tractor that simply can't be beat for holding down costs. That is all-important to you. For more than 30 years, economy has been a "second name" for John Deere Tractors.

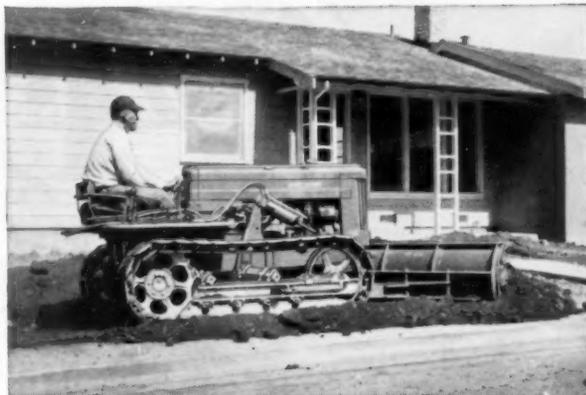
Finally, these tractors bring you amazing work power for their size, plus the kind of comfort, convenience, and ease of handling that will please the most particular operator.

Get acquainted with these modern time- and money-saving tractors and equipment now at your nearest John Deere dealer's store. You'll be glad you did!

Right—John Deere "420" Utility Tractor and portable roller. This is one of many "pick up and go" tools that mount on the tractor's standard 3-point hitch.



John Deere Crawler and Heavy-Duty Industrial Loader-Scarifier. Just the outfit for low-cost excavating, leveling, dirt moving, and similar jobs.



A great outfit for landscapers and builders—the John Deere "420" Crawler (with approximately 25 drawbar horsepower) and John Deere 6-foot dozer blade. So compact, it maneuvers within a one-car garage!



Above—The Utility Tractor and Power Hole Digger—today's easy method for digging holes for posts, guard rails, tree settings, and construction work. Digs as deep as 40 inches; several auger sizes.

## Send for FREE Literature

JOHN DEERE, Industrial Division • Moline, Ill. • Dept. D-338

Please send me your new illustrated booklet on John Deere Tractors and Working Equipment. Include name of nearest dealer.

Name \_\_\_\_\_

Address \_\_\_\_\_

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

**JOHN DEERE**  
Industrial TRACTORS and Equipment

This is

**2·4·1**

1 1/8"

...the

that **saves**

2 jobs - 1 material  
Solid subfloor - Smooth underlay - Spans 4'



"Best construction we've ever used," reports Ken Larsen, president, Continental Construction Co.

**COST STUDIES** conducted by Continental Construction Co., Seattle, show new "panel and girder" system (2·4·1 panels over supports 48" o.c.) cuts costs 7 ways over conventional "shiplap and joist" construction.



Girders set flush with footings lower house about 12". Result: important savings in materials and labor plus attractive "low-lying" feeling.



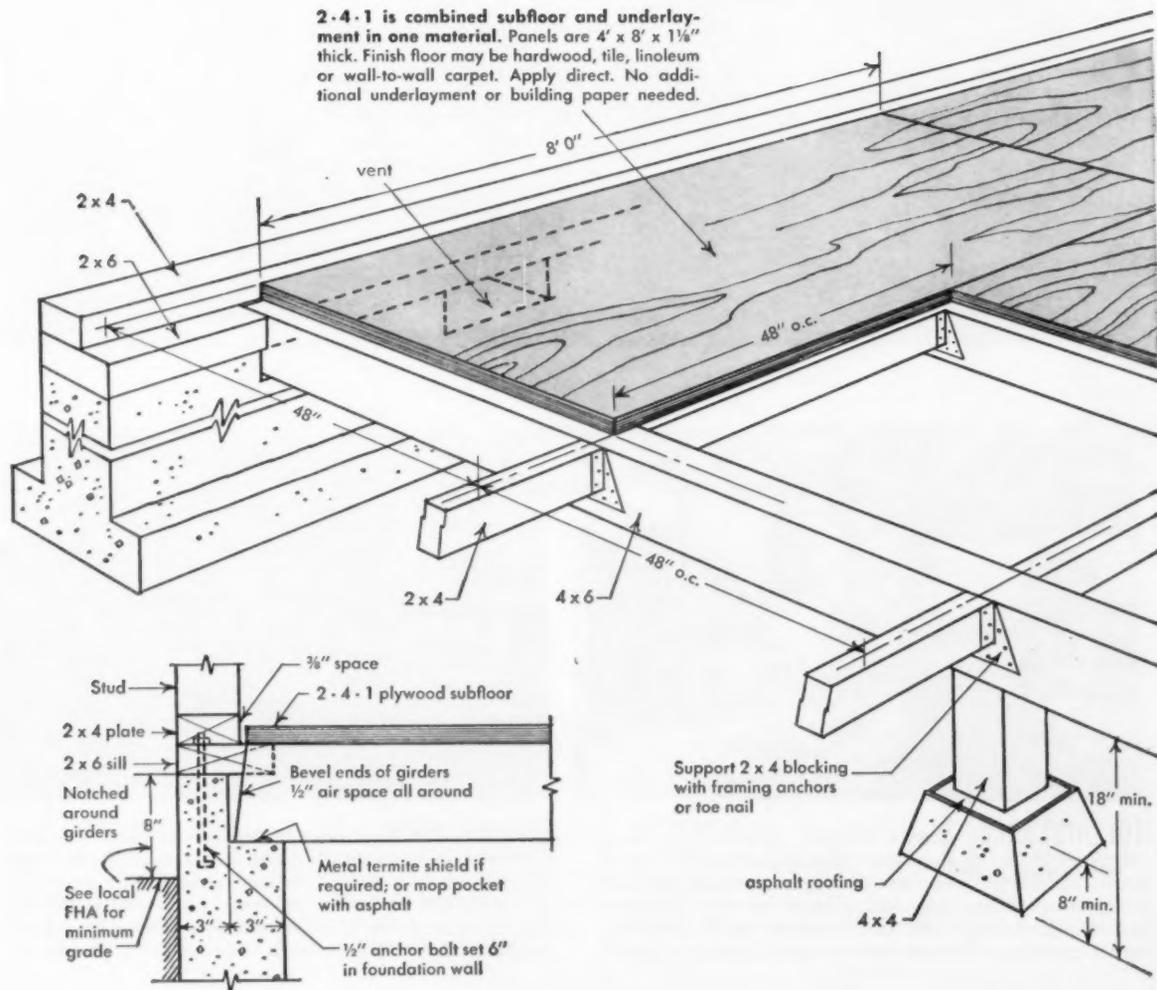
1. Savings in material and labor costs in subfloor and framing . . . \$ 78.00
2. Eliminate underlayment in kitchen, bathroom. Labor and material . . . 30.00
3. Eliminate need for underlayment beneath 5/16" strip flooring. (Note: system permits premium strip flooring to be used at price competitive with ordinary 25/32" flooring). Labor and material @ 20c per square foot . . . 170.00
4. Savings afforded by ease of access to work by heating and plumbing subcontractors. (Panels can be taken up as needed during job) . . . 60.00
5. Savings in framing, sheathing, siding due to 12" less exterior wall height. Labor and material . . . 40.00
6. Elimination of concrete steps and landings in three places due to lower floor. Labor and material . . . 90.00
7. Savings on painting contract, staging, etc., due to 12" less exterior wall height. Elimination of framing around heat openings in floor. Labor and material . . . 32.00

\*TOTAL SAVINGS REPORTED BY CONTINENTAL CONSTRUCTION CO. . . \$500.00

Other builders report varying savings depending upon local labor and material costs, type of finish flooring, and type of construction formerly used (i.e., slab, plank and beam construction).

*revolutionary new plywood subfloor-underlay*  
**up to \$500<sup>00</sup> per house\***

**2-4-1 is combined subfloor and underlay-**  
**ment in one material.** Panels are 4' x 8' x 1 1/4"  
 thick. Finish floor may be hardwood, tile, linoleum  
 or wall-to-wall carpet. Apply direct. No addi-  
 tional underlayment or building paper needed.



**FOR MORE INFORMATION, write Douglas Fir Plywood Association, Tacoma 2, Washington**

**For variety in windows...**

# Curtis

**look to**

**for instance** Photo at the right shows the "quick-change" member of the Curtis window family! It's the Curtis Silentite Convertible wood window. Convertible because you can use it as awning sash, as shown...or as right- or left-swung casements...or stacked to create a window wall...or in a row for ribbon windows. Louvre units and picture sash can be used in many different styles with the Silentite Convertible—the window of more than 1000 different arrangements—all at moderate cost!



**for instance**—Curtis Silentite double-hung wood windows are made in seven different sash styles and in most commonly used sizes. Spring suspension provides lifetime operating ease and greater beauty. Complete weather protection and fuel economy with "floating" weather-strips. All units come complete, ready to install.



**for instance**—Curtis Silentite casements come in different styles—single light units as pictured and divided light in several arrangements. Sash are made 1'7" wide and 2'0" wide and may be grouped to fill any size opening. May be used with large picture sash for weather-tight window walls that are truly practical.



**for instance**—Curtis panel windows are available in 15 basic units, six with and nine without louvres. These flexible, easily installed units enable you to make any size of window wall. May be arranged in many different combinations, with ventilating sash if desired. Guaranteed—like all Curtis Silentite windows.



# CURTIS

## WOODWORK

*heart of the home*

Silentite Windows, New Londoner Doors, Curtis Kitchens and all Curtis Woodwork are sold by leading lumber dealers in most parts of the country. See your dealer for literature and full information—or mail the coupon.



Curtis Companies AB6-56  
Service Bureau  
200 Curtis Building  
Clinton, Iowa

Please send me the new Curtis window idea book.

Name .....

Address .....

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

# now...lath and plaster

when you build with the  
**Three Keys to Stronger Plaster**  
**KEYMESH · KEYCORNER · KEYBEAD**



## **SELLING FOR YOU**

Advertising like this is constantly broadening your market for Keymesh, Keycorner and Keybead sales, in addition to the gypsum lath and plaster required. It will pay you to tie in now with the expanding profit opportunities of the Keystone line.

# are better than ever!

Every day, builders and contractors are discovering the big advantages of building with plaster reinforced with Keymesh, Keycorner and Keybead.

For example, Keymesh adds 50% greater fire safety to plaster ceilings in frame construction. It triples the fire endurance limit of open web, steel joist construction. And when you fireproof steel beams and columns with Keymesh reinforced plaster, the reduction in the insurance rate soon pays for the fireproofing.

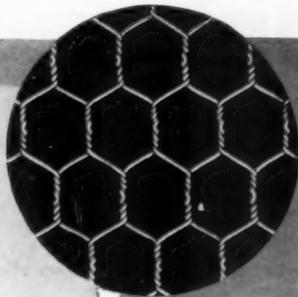
Keycorner economically provides the extra strength

that takes the worry out of trouble spots like corners, wall-ceiling junctures and joints.

Keybead allows exacting work on outside corners where ordinary beads fail. You save time and money.

In addition to these hidden values, the Three Keys help make plaster even more beautiful, more easily adapted to any design requirement.

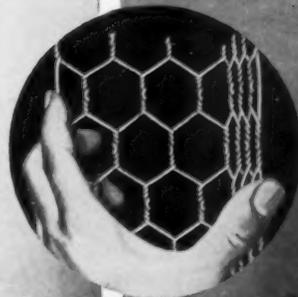
For far better construction that costs very little, ask your plastering contractor to figure your jobs with the Three Keys to Stronger Plaster.



## KEYMESH

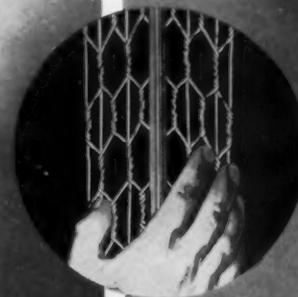
Tests prove that Keymesh-type Galvanized reinforcing lath increases fire safety of plaster ceilings a minimum of fifty percent . . . in some cases many, many times more. Since this is true by actual fire tests\*, imagine the extra strength that a Keymesh ceiling or wall has against ordinary, day-to-day stress and strain. The hex mesh is a network of reinforcement. Plaster completely embeds the steel wires to make a solid, reinforced ceiling or wall. Keymesh stops plaster cracks before they start. It makes lath and plaster better than ever.

\*Building Materials and Structures Report 141 National Bureau of Standards.



## KEYCORNER

Keycorner is the only Galvanized strip lath preformed to fit corners, joints and wall-ceiling junctures. Just flex it—it bends to corner shape. It goes up quickly, easily. And what reinforcement! Corners and joints are no longer trouble spots when you build with Keycorner. It knits the plaster into a single, solid unit, reinforced at points of most strain. And it costs so little for this protection, this extra life for your plaster job. Keycorner pays big dividends in client satisfaction. See that it is used when you build with plaster. It makes lath and plaster better than ever.



## KEYBEAD

New Keybead Galvanized lath makes possible exacting plaster work where ordinary corner bead fails. Keybead is straight, end to end. No waste. It's easy to true up. And Keybead makes a solid plaster corner! Plaster is easily troweled through open mesh flanges to fill corner and completely embed every reinforcing wire. Twenty-three gauge Galvanized steel nose—no other regular corner bead provides such protection against shock. Keybead is also available with solid zinc nose for use in highly corrosive atmospheres. Ask for Key Z Bead.

3 KEYS TO  
STRONGER PLASTER



## KEYSTONE STEEL & WIRE COMPANY

Peoria 7, Illinois

KEYMESH • KEYCORNER • KEYBEAD • KEYSTONE NAILS  
KEYSTONE TIE WIRE • KEYSTONE WELDED WIRE FABRIC  
KEYSTONE NON-CLIMBABLE AND ORNAMENTAL FENCE



# This is the Heatmaster System ...the ultimate in home heating and air conditioning



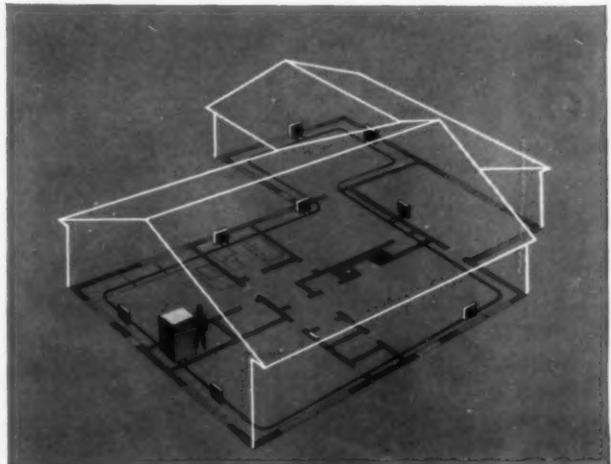
- Pre-engineered . . . new C-E Heatmaster is a ready-to-install year 'round comfort system.
- Packaged . . . standard piping and wiring materials and practices used for installation. No special equipment required.
- Easy to sell to builders . . . gives benefits no other system offers.
- Unit installs in 4-square feet of floor space . . . economical air conditioning with luxury of hot water heat; individual room control; priced to compete with any other system.
- Your opportunity: unlimited.

Here's the complete, compact C-E Heatmaster Home Heating and Air Conditioning System: efficient, gas-fired boiler unit, completely assembled with burners, circulator, controls, relays and all operating parts in place; a matching, hermetically sealed water chiller, completely assembled with compressor, evaporator, condenser and refrigeration controls in place (unit factory-charged with refrigerant); space-saving individual room convectors for heating and air conditioning through one compact convector in each room.

## Here's why the Heatmaster System generates enthusiasm

The luxury and economy of hot water heat can now be combined with individual room control of heating and summer air-conditioning. Here, in this new pre-engineered, packaged system, builders and plumbers have features that simplify installation, cut costs, save time, and also appeal strongly to home buyers.

The complete "package" is ready to install for both winter heating and air-conditioning. It uses conventional piping and wiring. No special equipment or materials. Only normal plumbing skills. Room convectors fit between standard wall studs. The unit requires only four square feet of floor space.



Simple to layout — easy to install.

# PERFORMANCE PROOF:

Here's what the builder, plumber, homeowner say about a typical C-E Heatmaster installation:



**THE BUILDER, GEORGE CARTER, SAYS, "I RECOMMEND IT"**

"This new 'wet' system costs less to install. This house would require a five-ton forced air system, but with C-E HEATMASTER only a three-ton unit was needed. That means lower operating costs, which the buyer likes. There were no complications in construction. Floor is slab, and we installed piping before slabs were laid. I recommend it."



Interior view of the comfortable living room. Note convector unit. Mr. Duckett and family moved into their C-E Heatmaster-equipped home during a 100° heat wave and quickly developed appreciation for their C-E Heatmaster system.



Exterior view of the Duckett home in Tyler, Texas. George Carter, who built this C-E Heatmaster-equipped residence, is well known for quality construction.



**THE PLUMBER, VIRGIL MURRAY, SAYS, "SIMPLEST SYSTEM"**

"C-E Heatmaster is the best and simplest system of home heating and cooling I know of. I recommend it. It's easier to install than a bathroom. Simply connect the piping to the package unit and the convectors in each room. About 50 manhours were required here. The whole summer-winter package is installed in a three-by-five closet."

Master Plumber Virgil Murray, who installed the plumbing in the Duckett home in Tyler, Texas, always keeps abreast of modern developments in his field.

**THE OWNER, W. B. DUCKETT, SAYS, "BIG ADVANTAGES"**



"This C-E Heatmaster system has proven more convenient, cleaner, more comfortable and efficient than the forced air systems I am familiar with. I consider it the most modern system I could install, based upon sounder engineering than the typical forced air system, which subjects a person to gusts and surges of hot or cold air. Individual room control makes for big advantage."

Take advantage of the many benefits C-E Heatmaster Home Heating and Air Conditioning offers by sending for more information now. Ask about the ABC Plan for builders.



## HEATMASTER HOME HEATING AND AIR CONDITIONING

the simplest way to heat and cool a home



COMBUSTION ENGINEERING INC., Home Equipment Division  
971 West Main Street, Chattanooga, Tennessee

**NEW POWER-PACKED**  
**in the**  
**SATURDAY EVENING POST**  
**and**  
**HOME SERVICE MAGAZINES**  
**REACHES MORE THAN**  
**25,000,000 HOMEMAKERS!**

**NOW...TWINDOW®**

**—the world's finest insulating glass— as well**  
**as the best-advertised in the industry,**  
**will be in even greater demand!**

**Build it better with** **Pittsburgh Glass**

# ADVERTISING CAMPAIGN



Made by Pittsburgh Plate Glass Company...  
the world's finest insulating glass  
"TWINDOW"

- Keeps your rooms warmer in winter, cooler in summer
- Cuts heating and cooling costs • Reduces window fogging and icing
- Provides the most convenient form of storm window insulation
- Wide range of standard sizes

When you equip your home with large areas of Twindow—Pittsburgh's windowpane with insulation built in—you keep the outdoors from coming in. Rooms are more comfortable and more healthful. For this remarkable new glass windowpane has amazing properties.

Twindow cuts heating and air-conditioning costs. It keeps your home warmer in winter—cooler in summer. It insures cold air drafts don't get in—keeping your rooms more comfortable year-round. Now you can sit near

windows, without discomfort or expense about your health.

Twindow reduces condensation on the outside surface of the glass—and this means clearer views.

And Twindow effectively muffles outside noises. It saves you the labor and the bother of reaching down windows, putting them up in the fall and taking them down in the spring.

Make your home more exciting... more livable. And save money at the same time! Whether you buy, build, or remodel, insure that your windows be glazed with Twindow.

Consult your architect or builder. They can give you full information about Twindow... the world's finest insulating glass... and about the various types of work in which it can be used.

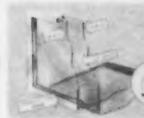


**KEEPS ROOMS WARMER** Twindow's insulating material keeps your rooms warmer in winter—cooler in summer—reducing your heating and cooling bills.



**KEEPS ROOMS COOLER** Twindow's insulating material keeps your rooms cooler in summer—warmer in winter—reducing your heating and cooling bills.

Two types of TWINDOW®



**METAL FRAME** Good for most window applications. Insulation built in between panes of glass.



**ALL GLASS FRAME** Good for most window applications. Insulation built in between panes of glass.

**FREE BOOK.** For specific information on Twindow and its application in your building or remodeling plans, see our booklet on Insulation. It explains how and why you can save. It's only 10¢ in cost and comes in 10¢ gift.

**Pittsburgh Plate Glass Company**  
Pittsburgh, Pa. 15222

Write for your free booklet on Insulation. The world's finest insulating glass!

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_



Backed by the name *Pittsburgh*—which has meant quality, integrity and dependability to America's home owners for more than seventy years—TWINDOW has enjoyed a truly phenomenal demand. Now *Pittsburgh* increases its impact upon the home-owning and home-buying public by launching a large-scale program of advertising in the Saturday Evening Post and Home Service Magazines.\*

This will add tremendous selling power to the large-scale national advertising which *Pittsburgh* has consistently carried on for many decades.

Beginning in May, hard-hitting, effective "salesmen"—such as the double-spread advertisement reproduced here—literally bring prospective home buyers, and owners interested in remodeling, to your door. These striking, full-color advertisements will be telling the story of "the world's finest insulating glass" to many hundreds of people in your own locality... people who will turn to you for advice and guidance regarding their *insulating glass* requirements.

You will want to be ready to assist them, of course, and that is why we are giving you this "look" into *Pittsburgh's* plans on TWINDOW. We are confident that this advertising effort will help you and us... that it will, in fact, help the whole building industry.

\*Better Homes and Gardens • American Home • Sunset House and Garden • House Beautiful • Living for Young Homemakers



PAINTS • GLASS • CHEMICALS • BRUSHES • PLASTICS • FIBER GLASS  
**PITTSBURGH PLATE GLASS COMPANY**

IN CANADA: CANADIAN PITTSBURGH INDUSTRIES LIMITED

**LOWER COST, HIGH EFFICIENCY!**



New Builder's Type  
**REYNOLDS  
ALUMINUM  
REFLECTIVE  
INSULATION  
and  
VAPOR BARRIER**

Developed especially for professional use, here is a lighter grade of Reynolds famous insulation that scores high in efficiency...at considerably lower cost. Applies quickly with staple gun for sidewalls, attics and crawl-space.

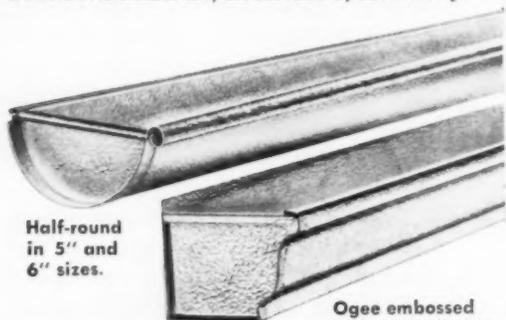
This is aluminum foil bonded to 40 lb. kraft paper. It comes with foil on one side, and two sides, in rolls of 250 and 500 sq. ft., 25" and 36" widths.

Remember, this new Builder's Type gives you maximum radiant heat reflectivity—up to 95%. It provides excellent vapor barrier protection. Call your supplier, or mail coupon for literature on this new volume seller. **Reynolds Metals Company**, 2003 South Ninth Street, Louisville 1, Kentucky.

**BRIGHT, HOME-SELLING FEATURE**

**REYNOLDS  ALUMINUM  
GUTTERS AND DOWNSPOUTS**

These gutters put a handsome "finish" on your houses...add extra sales power worth several times their low cost. Highly visible and promotable!



Half-round  
in 5" and  
6" sizes.

Ogee embossed  
in 4", 5", 6" sizes.

The Quality Window Line is Reynolds Aluminum Windows. For Complete Catalogue Write Window Division, 2003 So. 9th St., Louisville 1, Ky.

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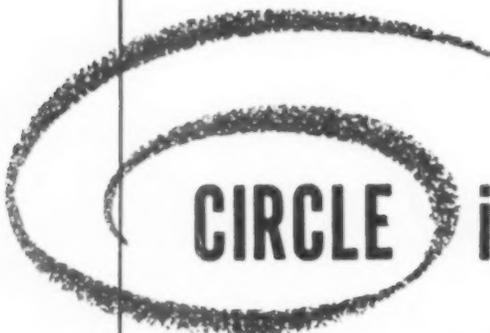


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**CATALOGS**

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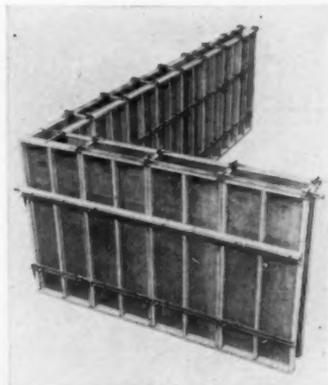
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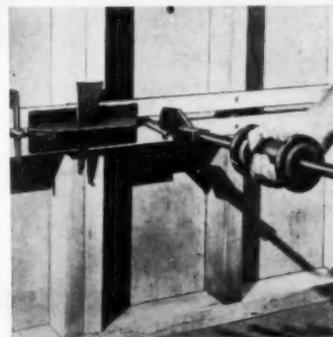


**BUILDING GOING UP**, Rocforms coming down. Forms simplify and speed concrete construction, are then easily

stripped for reuse. Some builders report using same set of panels for as many as 300 construction jobs.



**CORNER SECTION** of outer forms shows plastic impregnated plywood walls, metal walers built-in to forms and adjustable panel clamps.



**ROD PULLER** is used to remove tapered tie rods quickly and easily. They, as well as the Rocform panels themselves, may be used over again.

## Pouring made easy

**V**olume production of quality and economical concrete forming is the announced aim of the Rocform system.

It is accomplished by the use of plastic impregnated, plywood panelled forms into which the concrete is poured. Using this method, says the manufacturer, an average 10-inch basement wall, more than seven feet high, with 130 lineal feet and chimney offset in the wall, can be completed with wall liners and cat walk in two hours and 25 minutes.

Heart of the Rocform System is its permanently built-in metal walers, warp-free and stronger than conventional lumber walers. The tapered steel tie-rods between panels are capable of sustaining loads up to 11,000 lbs., permitting faster pouring. They are also reclaimable

after each job for use again.

Another Rocform feature is its steel corner form which is clamped to the inside of the starting panel and held in position with a steel plunger. Form does away with fillers and gives strong, smooth corner walls.

Rocforms are easily stripped without help of sledge hammers or crowbars. Company replaces without charge walers, tie rods, tie rod pins and clamps when worn or broken. Forms come in four packages with from 140 to 200 forms (165 to 235 panel footage), listing from about \$3,433 to \$9,145. Information from Rocform Corporation, Attn. F. C. Pauli, Dept. AB, 15160 West Eight Mile Rd., Detroit 35, Mich.

Circle No. 6002 on reply card, p.190

### OTHER NEW PRODUCTS IN THIS ISSUE

Bathrooms, kitchens .....	p. 209
Building specialties .....	p. 236
Floors and walls .....	p. 200
Heating, ventilating, air conditioning .....	p. 250
Prefab units .....	pps. 104-107, 192
Safety and sound devices .....	p. 202
Tools .....	p. 226
Windows and doors .....	p. 214
CATALOGS .....	p. 262



**FABRICATOR WARDROBES TAKE VARIETY OF FINISHES**

**F**abricators Inc. presents a completely flexible and efficient group of closet units, packaged and ready for quick assembly at the home site.

Of high quality plywood, units have warp-proof Novoply doors which can be painted or stained. Back and sides have exposed cleats which can be backed with dry wall or plaster, or finished with plywood or wood panelling. All the items may be used singly or grouped; may be built-in or left free-standing.

Versatile linen closet in the Fabricator line has adjustable shelves,

◀ **MOVING IN** a Fabricator linen closet is an easy job. Units come knocked down for quick assembly as built-ins or free-standing closets.

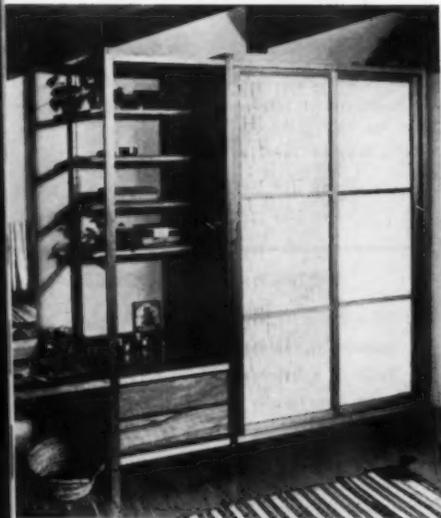
a clothes hamper and an upper storage compartment.

Wardrobe units, which come in three- or four-foot widths, have hung sliding doors with nylon rollers run on extruded aluminum. Feature an upper storage compartment and can accommodate a tray chest sold as a separate unit by Fabricators. The tray chest, Model 164TC, is 18" wide and holds from four to eight trays.

List prices are approximately: linen closet, \$175; three-foot wardrobe, \$105; four-foot wardrobe, \$130. Discounts to builders. All available now f.o.b. from factory. Information from Paul Levine, Dept. AB, Fabricators Inc., 132 Water St., So. Norwalk, Conn.

Circle No. 6003 on reply card, page 190

**Cut expenses, add flexibility**



**SPACEMAKERS** combined in Techbuilt's A1 wardrobe and A10 drawer and shelf unit. Both 89" high, 24" deep. Wardrobe: 48" wide, shelves: 24" wide.

**"SPACEMAKING" UNITS OFFER ENDLESS COMBINATIONS**

**T**echbuilt's Spacemaking Furniture, normally supplied as a component part of the company's prefab house, is now available on the general market.

Described as light, sturdy and easily assembled, the Spacemaking

line comes in a wide range of flexible basic units from 29-inch chests, desks and shelf units, to wardrobes, linen closets, shelf units and room dividers with a height of 80 inches.

Furniture comes in two main series: a two-foot series, with all units having a 24" depth; and a one-foot series, containing all units 12" deep. Any desired combination can then be made within the group.

An exception in Techbuilt's line are its room divider and desk, U-2, with an 80" height, 48" width and a one-foot side and a two-foot side, making it possible to connect with either the one- or two-foot series.

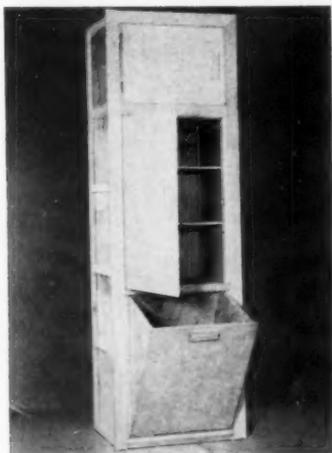
At left are an A1 wardrobe and A10 drawer and shelf unit combined. Builder's price about \$83. Information from Louis Fischer, Dept. AB, Techbuilt Inc., 55 Brattle St., Cambridge, Mass.

← **WHAT** → **HOW** ↓

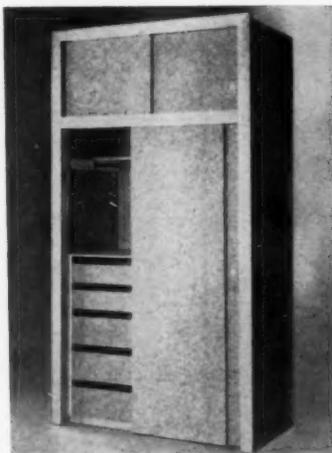


Circle No. 6004 on reply card, page 190

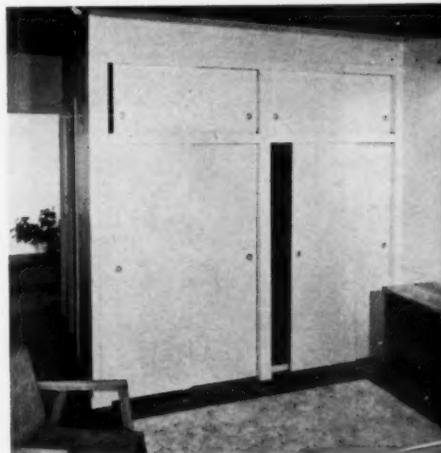
... for one-stop shopping use the reply card, p. 190



**LINEN CLOSET**, open here to display its adjustable shelves, hamper, and storage space. Above, Fabricator's 23 LH which is 2'3" wide, 1'10" deep, 7'6" high.

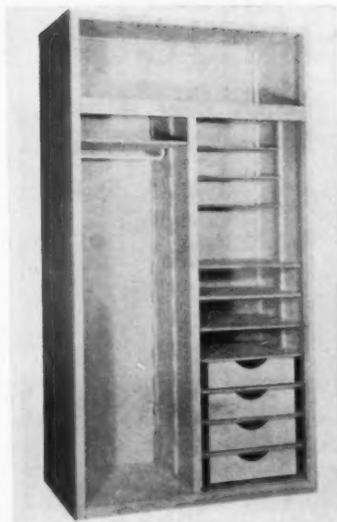


**WARDROBE UNIT** of the Fabricator line is Model 4023, with a width of 3'; height, 7'6"; depth, 2'3". Inside is tray chest described at far left.



**COMBINED UNITS** here are a three-foot wardrobe and a four-foot wardrobe by Fabricator, (Model 4023). Together they make a complete wall unit.

## with pre-fab cabinets . . .



**ADJUSTABLE SHELVES**, half-shelves and drawers make complete use of Mengel's Model 48-FP. Width: 48 in.; height: 7'7½"; outside depth: 26¼".

### THREE FINISHES FOR MENDEL'S "SPACE-SAVERS"

A choice of gum plywood for paint finish, birch for natural finish or African Cedar for mahogany finish is offered by Mengel in its "Space-Saver" line of wall closets.

Made with sliding doors, the plywood units come complete with hardware, shipped knocked down

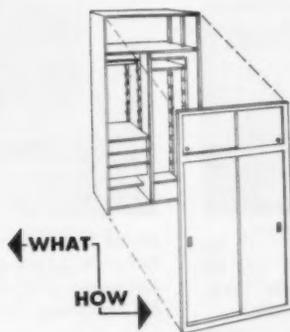
for easy erection on the job. Closets are 7' 7½" high to provide floor to ceiling height and 26¼" outside depth. Widths are 26¼", 36", 48", 60" and 72".

Both upper and lower compartments have sliding doors, and the lower compartment is shipped with one or two vertical partitions depending upon the width, and a number of shelves. Shelves are adjustable to 6" intervals, clothes rods also adjustable. Optional at extra cost are sliding drawers which provide "chest-type" storage within the closet.

Also featured is Mengel's patented nylon roller hanger which permits accurate door adjustment by turning a single screw.

Information from Henry A. Breed, Dept. AB, The Mengel Company, Louisville, Kentucky.

Circle No. 6005 on reply card, page 190





**PHILIPPINE MAHOGANY** doors, drawers and facings in this FashionFab line. Shown is 48" wide wardrobe and 24" linen closet, about \$105. Tedrick Brothers Mfg. Co., Attn. H. Kratzer, Dept. AB, Kent, Wash. (No. 6006, p. 190).



**LOUVERED DOORS** add beauty, ventilation to Bilt-Well pine closet, 48-L.W. Measurements: 2 $\frac{3}{4}$ " deep, 4' wide, 6 $\frac{3}{8}$ " high. About \$90. Carr Adams & Collier, Attn. Allen Stoltz, Dept. AB, Dubuque, Iowa. (No. 6007 on page 190).

## More pre-fabs . . . more variety



**STORAGE SPACE GALORE** in this Pre-Built Unit of Appalachian Red Oak. Dresser, drawers, shelves, hanging space and hamper. About \$600. Huntington Chair Corp., Dept. AB, Huntington, W. Va. (No. 6008, p. 190).



**METAL SHELVES**, mounted in many positions, give flexibility to Adjust-a-bilt's 10 ft. closet. Includes 15" shelves, hat holders, swing arm set. Components, Inc., Dept. AB, 5212 Homberg Dr., Knoxville, Tenn. (No. 6009, p. 190).

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...with the name that means "best" to more home buyers.  
Like all Westinghouse fans, they're guaranteed for 5 years!



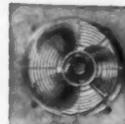
Wall Ventilator WV-410  
10" blades . . . 420 C.F.M.



Wall Ventilator WV-311  
8" blades . . . 300 C.F.M.



Ceiling Ventilator CV-311  
8" blades . . . 300 C.F.M.



Attic Exhaust Fan EF-2510  
20" blades . . . 2500 C.F.M.



Attic Exhaust Fan EF-1310  
16" blades . . . 1300 C.F.M.

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HERE'S THE SCORE  
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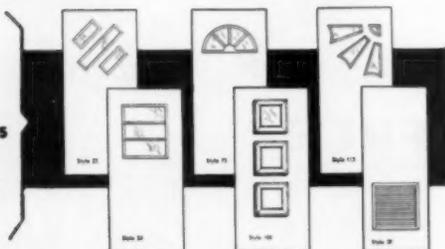
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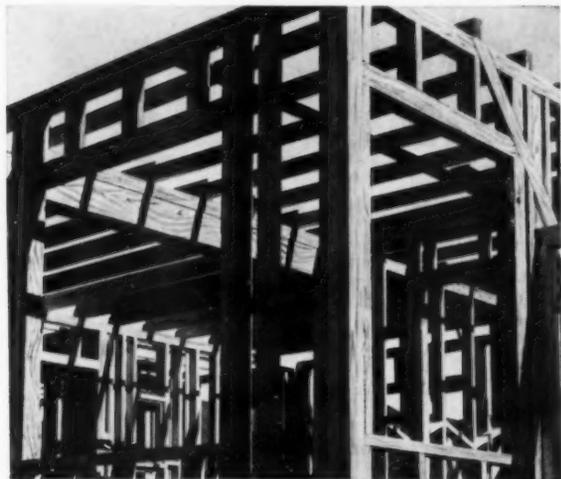
A few of these designs are shown here



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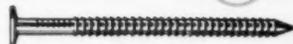
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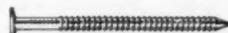
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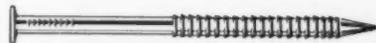
RING  
GRIP



RING-GRIP  
SINKER  
All Standard Sizes



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COMMON  
All Standard Sizes



HI-TEMP  
RING-GRIP  
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Lengths: 1", 1 1/4", 1 1/2",  
1 3/4", 2", 2 1/4", 2 1/2"



RING-GRIP  
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1 1/2", 1 1/2"

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197

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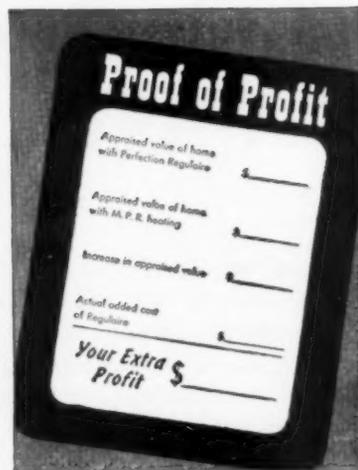
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**FEATURING** a better furnace can help you sell your house. And, when that furnace is a Perfection with Regulaire Modulated Heat, you realize an extra profit in your pocket, too.



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The extra profit you make with every Perfection installation is only one reason why it pays to use Perfection in your new homes and modernization jobs.

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Division of Hupp Corporation, 7707-C Platt Avenue, Cleveland, Ohio.



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**PREFAB UNITS**



**Pre-fab vacation cottage goes up in one day**

A pre-fab vacation cottage which can be erected in one day as the sections are unloaded from the truck is now offered by Factory-Built Homes, Inc. Designed with jalousie windows and texture III waterproof exterior siding, it may be adapted to year 'round living, says the manufacturer, by adding interior wall board. Doors, windows and partition sections can be re-arranged to suit individual tastes. Cottage Plan 3220 retails at \$2098, is distributed through dealers. Information from Factory-Built Homes, Dept. AB, Ivon R. Ford Inc., McDonough, N.Y.

Circle No. 6010 on reply card, p. 190

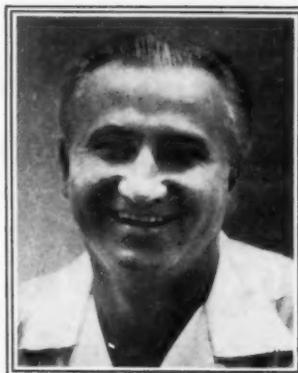


**Pre-cut garages introduced in 10 style variations**

Ten styles of pre-cut garages, each available in three different depths, are now being marketed by the Main Line Lumber and Millwork Company. All feature upward-acting doors, pre-paneled outside walls and gable ends, factory-notched roof rafters, double construction. In one or two-car sizes, with or without porches. In size, from the "Maine" model: 10'10" x 20'2", the New Yorker model: 24'10" x 24'2"; in price from \$495 to \$935. Complete package in one shipment. Information from Main Line Lumber & Millwork Co., Attn. H. Gross, Dept. AB, 315 Lancaster Ave., Wayne, Pa.

Circle No. 6011 on reply card, p. 190

FOR MORE ON PRE-FABS, SEE PAGES 104-107



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REWARD!**

**For having name  
in the right place  
at the right time!**

Here's a success story that could happen to you. It happened to Mr. Adam Popyack of the Jamestown Furniture & Appliance Co., Cleveland.

Mr. Popyack started a program of advertising in the 'Yellow Pages' of the Cleveland telephone directory—5 display ads and 14 other listings under various Classified headings.

**Result:** Says Mr. Popyack, "In 313 business days we received 2582 calls traceable to our 'Yellow Pages' advertising. Sales from these calls were in excess of \$100,000."

Have your name and your advertising in the right place at the right time. The Classified Directory representative can help you. Call your Bell telephone business office.

# DEMAND THIS TRADEMARK!



*Here's why!* **PLYSCORD®**  
**IS PLYWOOD SHEATHING**  
**QUALITY-TESTED\* FOR:**

1. Correct veneer grades—inside and out
2. Strength, rigidity and stiffness
3. Dependable glue-line performance

The true quality of plywood sheathing isn't always visible. What's *inside*—glue quality...inner-ply quality—is all-important.

\*PLYSCORD® is quality-tested under established industry procedures, according to published Commercial Standards.

*Insist on DFPA-PLYSCORD® when you buy, specify, or use plywood sheathing!*

Douglas Fir Plywood Association (DFPA), Tacoma, Wash.—a non-profit industry organization devoted to product research, promotion and quality maintenance.



PLYSCORD®  
for wall sheathing



PLYSCORD®  
for roof decking



PLYSCORD®  
for subflooring

AMERICAN BUILDER NEW PRODUCTS

## FLOORS AND WALLS



### Hardboard panels come in four different thicknesses

Forest hardboard is a smooth surfaced, light colored panel offered by its manufacturer for either interior or exterior finishing. Made of Douglas fir fibers, it is described as strong, hard, and easily workable with its light color permitting use of light pastel stains or finishes. Offered in thicknesses of  $\frac{3}{8}$ ",  $\frac{1}{2}$ ",  $\frac{5}{8}$ " and  $\frac{3}{4}$ " in a panel 4 x 8'. May be worked with ordinary woodworking tools. Information from Forest Fiber Products Co., Dept. AB, P.O. Box 68, Forest Grove, Oregon.

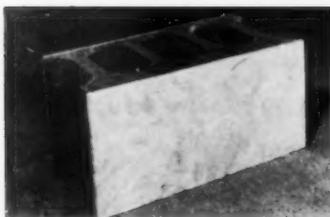
Circle No. 6012 on reply card, p. 190



### Tenex, a new waferboard for interior wall finishing

Newest entry in the field of manufactured boards for interior use is Tenex a decorative waferboard with a three-dimensional pattern. Offered presently is 4 x 8' and 4 x 16' sheets,  $\frac{1}{4}$ " thick. Tenex is described as having great strength and stability because its wood wafers are bonded together to make a solid wood board. It may be worked with power tools, used for paneling, wainscoting, storage cabinets, furniture, etc. About 18 to 20 cents a square foot. Information from W. F. Stewart, Dept. AB, Pack River Tree Farm Products, P.O. Box 1452, Peyton Bldg., Spokane, Wash.

Circle No. 6013 on reply card, p. 190



### Marbleized-faced blocks finish wall in one operation

"A finished structural wall in one operation" is suggested with the use of Marblox, a concrete block with a smooth, shiny-colored, marbleized face. Formed by applying a marble-aggregate concrete face to one or both sides of the block during the normal production cycle, the result is block which can be used with any approved aggregate to finish both inside and outside walls. Hollow cinder Marblox comes faced or double-faced in a choice of white, light green, green, tan, red, pink, buff, gray, orange and "marbleized combinations." Fireproof, rotproof blocks provide interior finished walls for schools, commercial buildings, cellar recreation rooms, etc. Prices vary according to thickness, size, facings and color combinations from about \$.57 to \$1.24 per block. Marble Face Blocks Inc., Dept. AB, Michigan Ave., Kenilworth, N.J.

Circle No. 6014 on reply card, p. 190



### G.E.'s Textolite introduced as vertical wall covering

A plastic surfacing for vertical walls called "Textolite," has been introduced by General Electric. Fantasia marble pattern, shown here, is one of the vertical surfacing applications pioneered by G.E. primarily for use in baths, hallways, etc. Highly decorative pattern, nationally distributed, is available in 36" x 72" sheets. Approximate builder cost: \$.75 a square foot in 200 sq. ft. or \$.60 in 5000 sq. ft. Information from F. N. Kautzman, Dept. AB, Chemical News Bureau, General Electric Co., Pittsfield Mass.

Circle No. 6015 on reply card, p. 190



**BEST BUY FOR  
ROOF SHEATHING?**

**FIR PLYWOOD**  
*of course!*

### here's why...

- Lower in-place costs (saves up to \$2.50 per square)
- 25% faster application
- Grips nails firmly—will not pull loose in high winds
- Strong; braces building
- 3/4" panels on 24" centers meets FHA requirements
- Dry! Won't shrink or swell
- Ideal base for shingle, composition or built up roofing
- Far less waste, fewer nails



**FREE!**  
FIR PLYWOOD  
FACTS BOOK

Handy 48-page specification guide. Contains application, finishing, grade data. Douglas Fir Plywood Assoc., Dept. AB, Tacoma 2, Washington.

GENUINE  
DOUGLAS FIR PLYWOOD  
**PlyScord**  
INTERIOR TYPE GRADE D-D  
SHEATHING



### INSIST ON DFPA GRADEMARKS!

DFPA grademarks are your assurance of plywood quality. Specify PlyScord grade for subfloors, wall and roof sheathing. Other grades for other jobs.



Plywood of other western softwoods available; look for this DFPA grademark.

# ARKANSAS SOFT PINE PANELING Puts You Smack Inside OPERATION ... HOME IMPROVEMENT



No single product can do such a superb job of face-lifting the inside of a mellowed old home as pine paneling.

No other paneling excels the versatility of Arkansas Soft Pine . . . now yours to specify in Clear, Knotty or Character-marked surfaces in 5 1/8", 7 1/8" and 9 1/8" widths for uniform or random width installation.

Arkansas Soft Pine paneling is superior because it has resin-free, soft texture, fine grain and pleasing natural figure which supplies beautiful decorative qualities under today's popular transparent pastel finishes.

All data you need for specifying and installing Arkansas Soft Pine paneling, including newly developed finishes and how to apply, are contained in these instructive books which are yours for the asking. Just mail coupon now.

*Arkansas Soft Pine paneling, interior trim, mouldings, siding, sheathing and dimension are sold by local lumber dealers east of the Rockies.*

**TEAR OFF AND MAIL**  
**ARKANSAS SOFT PINE BUREAU**  
536 Boyle Building, Little Rock, Arkansas  
Please send copies of brochure on pine paneling and Handbook for Builders.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY & STATE \_\_\_\_\_



## AMERICAN BUILDER NEW PRODUCTS

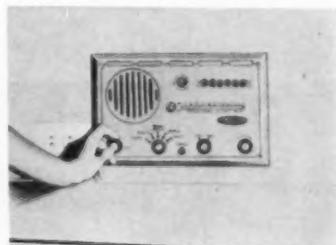
### SAFETY AND SOUND



#### Hi-Fi, record player, fire alarm in this intercom

Home Music Systems announces the development of "Musi-Kom Hi-Fidelity", claimed as the only built-in Hi-Fi system that fits completely between standard 4" wall studs, takes no room space. Package includes one master unit, six 8" room speakers, one front and one back door speaker plus rough-ins and all necessary wire. Features Hi-Fi AM-FM radio or records in every room, electronic fire alarm. Builder's price: \$675. Home Music Systems Inc., Dept. AB, 646 Madison Ave., Memphis, Tenn.

Circle No. 6016 on reply card, p. 190

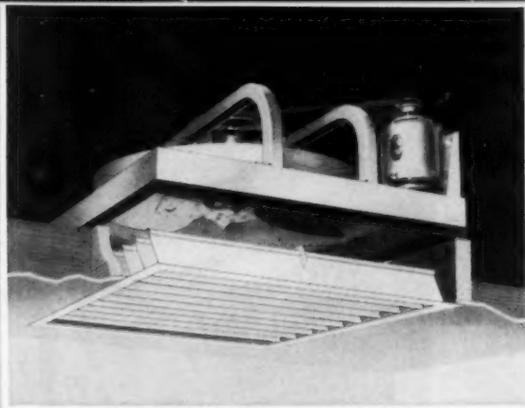


#### Intercom system features AM-FM radio as well

MusiCall's Inter-Com Music System, model 676, is featured by the company as providing entertainment, added family protection and labor-savings. AM-FM radio is built into master station and transmitted to five locations; phono jack permits records to be heard through system. Intercom system between five rooms carries low conversational tones; each station also has its own volume control. Also useable as a baby-sitter and front door butler. Information from MusiCall Corporation, Attn. Robert D. Ritchie, Dept. AB, 324 So. Beverly Drive, Beverly Hills, Calif.

Circle No. 6017 on reply card, p. 190

# How to cool a house for \$145\* with a Hunter Attic Fan



\*List price for 5000 CFM Hunter Attic Fan.  
Trade discount to builders.

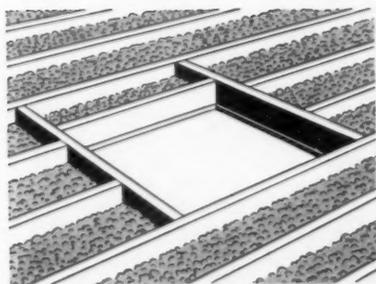


## Inexpensive way to give home buyers cool comfort

Today's home buyers are demanding cool comfort . . . and a Hunter Attic Fan is the economical, efficient way to provide it. This modern ventilating fan pulls cool, refreshing breezes throughout the house. Room temperatures are 10° to 20° lower on hot summer nights. Operating costs are low and there's no service problem. Fan unit is guaranteed 5 years; motor and shutter, 1 year . . . backed by Hunter's 70-year fan experience. Capacities to 16,000 CFM, certified air deliveries.

Consult your classified phone book and phone your local Hunter distributor. Or write Hunter Fan and Ventilating Co., Box 3775-E, Memphis 14, Tenn., for complete data.

### HUNTER ATTIC FAN IS EASILY INSTALLED



**Step 1.** Frame ceiling joists for opening. This involves no extra expense on new construction.



**Step 2.** Place Hunter Fan on attic floor or joists over ceiling opening. Easily wired from fan junction box.



**Step 3.** Screw-fasten automatic ceiling shutter. Metal trim covers edges of opening. No finishing.

SEE OUR CATALOG IN SWEET'S FILE. WRITE FOR BOOKLET.



# HUNTER *Package Attic Fans*

HUNTER FAN & VENTILATING CO., Box 3775-E, Memphis 14, Tenn.



# RUST is a HORRID word!

Everyone knows that rust is an insidious monster which can ruin appearance and start an endless chain of repair and upkeep bills. Yet this condition is avoided so simply, when double-dipped Stormguard Nails are used.

Stormguards are revolutionary new rust-resistant fasteners that check ugly stains and streaks without countersinking or puttying. They hold anchor-tight; prevent damage by wind and leaks—prolong the life and looks of costly roofing, siding and trim.

In a zinc coated nail FHA requires "hot dipped"—Stormguards are *hot dipped twice*—actually *double-dipped* in molten zinc. For strength and easy driving, without heads popping off or bending, Stormguards have a strong-steel core.

Your customers depend on your advice. Counsel them well and protect your reputation for quality products and services. *Confidently* recommend Stormguards . . . in smooth or anchor (ring) shanks and in proper sizes, gauges and lengths as recommended by trade associations for roofing, siding and trim.



ROOFING



SIDING



TRIM

Order Stormguards from your building products supplier in 85 sizes and types for roofing, siding and trim; standard gauges and lengths; plain or anchor (ring) shanks. Packaged in clearly labeled 5 lb. cartons. Write for free sample nails.



## W. H. MAZE COMPANY

PERU 3, ILLINOIS



### AMERICAN BUILDER NEW PRODUCTS

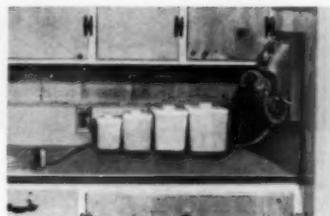
#### SAFETY AND SOUND



#### Built-in home security

A new wall safe, designed to fit between wall studs of conventional construction spacing, now on the market from Yale & Towne. Guaranteed to withstand a temperature of 1700 degrees for one hour, the safe has 741 cu. in. of space, is equipped with a combination lock which may be set by owner at any of 10,000 combinations. List price: \$49.50. Information from Carl M. Lyngé, Dept. AB, Yale & Towne Manufacturing Co., 11 South Broadway, White Plains, N.Y.

Circle No. 6018 on reply card, p. 190



#### Convenient work-saver in new Hands-Free Telephone

Stromberg-Carlson's new "Hands-Free Telephone" is a convenience especially recommended for the housewife who can answer the phone while continuing her work uninterrupted. System works with a microphone which can pick up ordinary conversational levels as far away as 20 ft. Light in weight, "mike" is attached to phone by 12 ft. cord for easy movement. Voice of other party into instrument. System is compatible with any telephone system, is finished in neutral gray to harmonize with home or office equipment, compact, takes little space. Stromberg-Carlson, Dept. AB, Rochester 3, N.Y.

Circle No. 6019 on reply card, p. 190

(Continued on page 209)



Mr. Clipper

Clipper made the world's first masonry saw, nearly 20 years ago... Clipper makes the world's finest masonry saw today. Let Clipper's famous 5-Day Free Trial prove it to you!

Mail the Coupon  
FOR FACTS ABOUT  
**CLIPPER**  
MASONRY SAWS  
and **BLADES**

**CLIPPER MANUFACTURING CO.**  
2808 N.W. Warwick Kansas City 8, Mo.

- I want a Clipper Masonry Saw on FREE TRIAL.
- Send FREE Literature on Clipper Concrete Saws and Blades.

- Send FREE Literature on Clipper Masonry Saws and Blades.
- Have a Clipper Factory Trained Representative call on me.

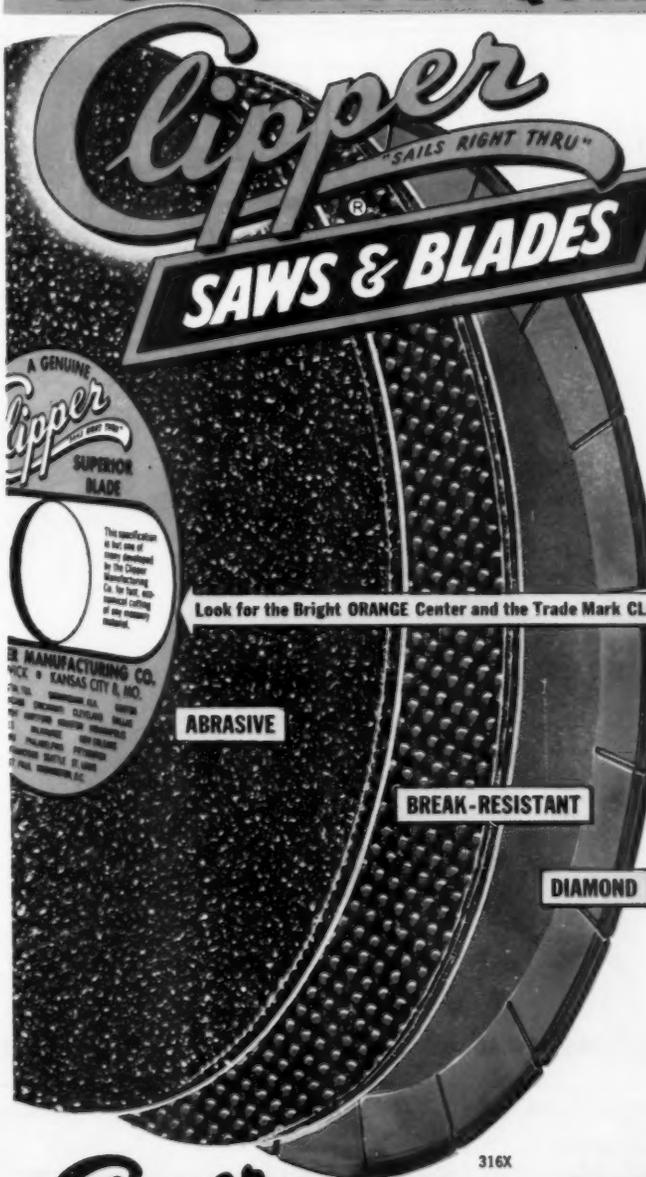
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ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_

**BUY CLIPPER QUALITY and SAVE**



A GENUINE  
**Clipper**  
SUPERIOR  
BLADE

This specification is but one of many developed by the Clipper Manufacturing Co. for fast, economical cutting of any masonry material.

CLIPPER MANUFACTURING CO.  
2808 N.W. WARRICK • KANSAS CITY 8, MO.

SOLE U.S. DISTRIBUTORS: GILBERT  
MASONRY SUPPLY CO., INC.  
1000 W. 12TH ST., CHICAGO, ILL.  
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SOLE U.S. DISTRIBUTORS: GILBERT  
MASONRY SUPPLY CO., INC.  
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Look for the Bright ORANGE Center and the Trade Mark CLIPPER

ABRASIVE

BREAK-RESISTANT

DIAMOND

316X



NEW 2 H.P.  
SUPER MODELS  
More Production at lower cost—  
Wet or Dry Cutting. A Model to  
Fit Every Budget  
Priced from \$265

**FREE TRIAL**

The New 2 H.P. SUPER MODEL Clipper Masonry Saw has a heavier cutting head... oversize bearings and a heavy-duty blade shaft. Try it FREE on your job, and judge for yourself. The outstanding policy of FREE TRIAL has been in effect since Clipper invented the World's First Masonry Saw, nearly 20 years ago. Only through Clipper's Free Trial are you guaranteed Actual Test on the Job—Full Satisfaction—No Obligation.

**CLIPPER BLADES FOR ANY JOB**

**ABRASIVE**—Hard—Soft—Porous—Dense... Wet or Dry—there's a special Clipper Abrasive Blade to cut any masonry Material, faster, better, with guaranteed lower costs. Clipper Quality is your Best Buy! Specifications to Fit All Power Hand Saws.

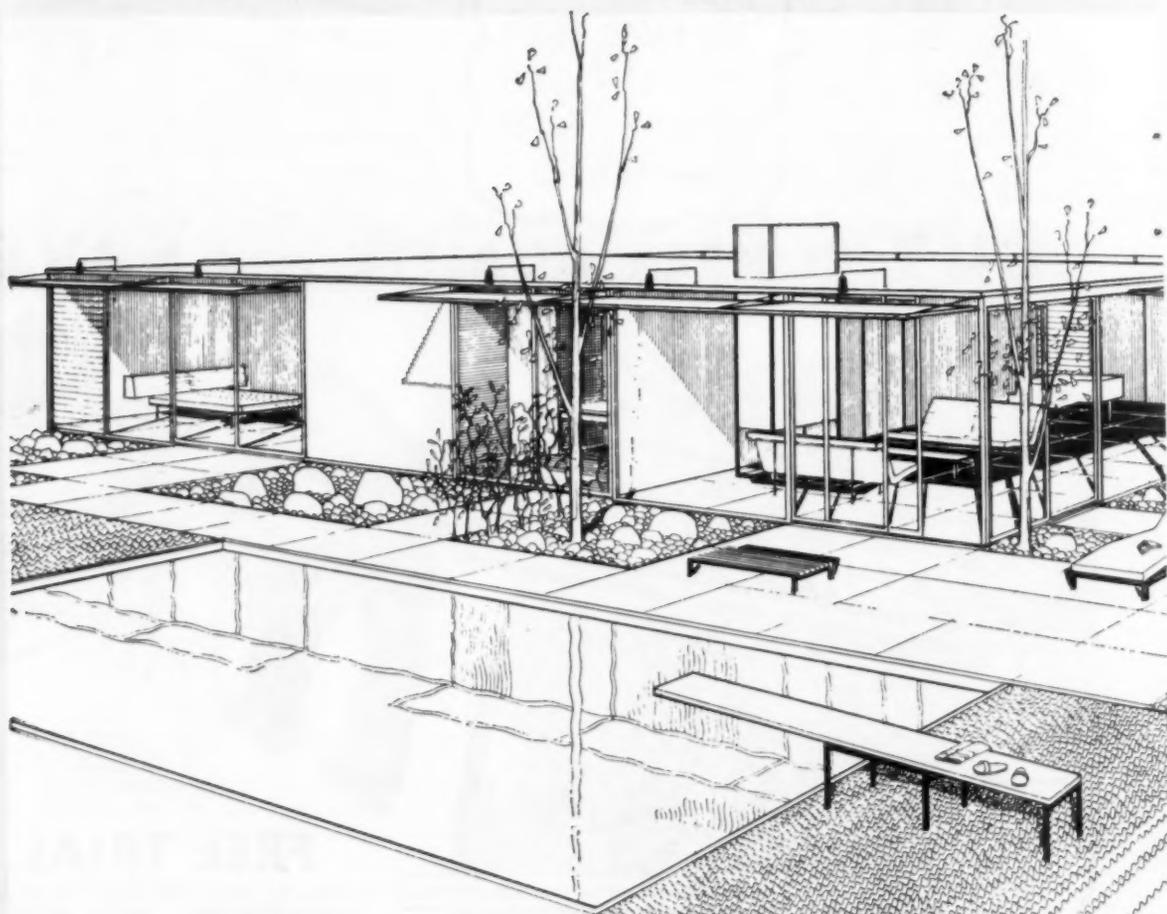
**BREAK-RESISTANT**—Triple Reinforced... in specifications to cut every masonry material... HARD to SOFT. A CLIPPER First! Polk-A-Dot design reduces side friction, delivers maximum power to cutting edge. Break-resistant—safer—lower cost.

**DIAMOND**—Clipper sells more because Clipper sells Quality. Blade after blade on tile to block, Clipper Diamond blades outperform, outcut and outlast any other blade. Dependable... consistent quality. IF YOU DON'T KNOW DIAMONDS, KNOW YOUR MANUFACTURER!



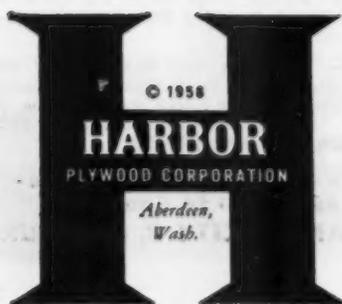
SOLD DIRECT by Factory Trained Representatives—  
Factory Branches in Principal Cities—Coast to Coast.  
GENERAL OFFICES AND FACTORY • KANSAS CITY 8, MISSOURI

# Craig Ellwood specifies



## Harborite's extreme versatility... greater strength...

super-durability... are fully utilized by Craig Ellwood, noted architect, in the new prefabricated wall panels he has designed for Case Study House 18. Throughout the house, all walls will have both interior and exterior facings of Harborite. The diagram at right shows the structural details of Ellwood's patented design.



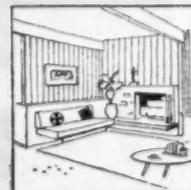
HARBORITE PROVIDES NEW ADVANTAGES IN CONVENTIONAL APPLICATIONS, TOO!



Lapped Siding



Soffits & Gables



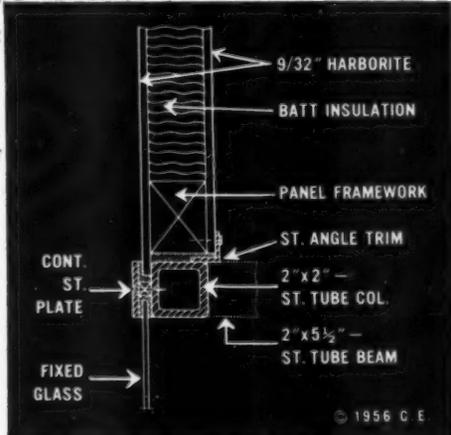
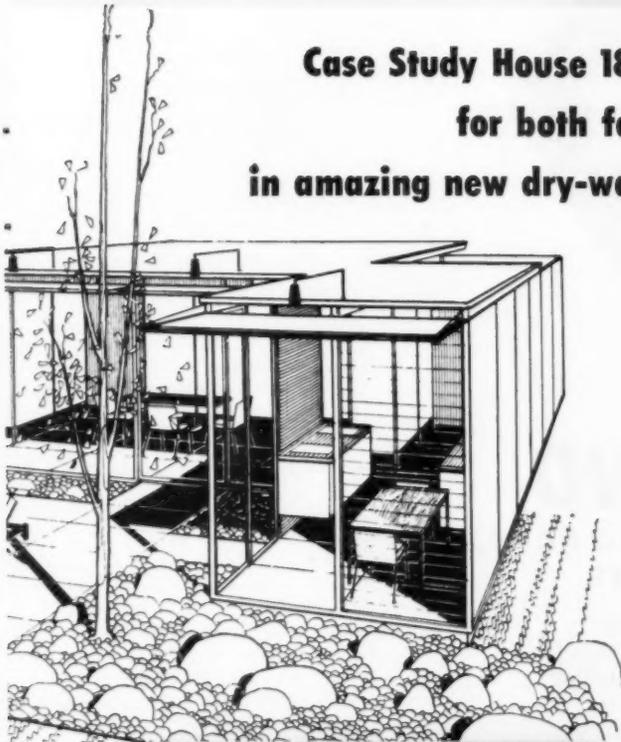
Interior Paneling

Sales Offices and Warehouse Stocks in: ABERDEEN • ATLANTA • CHICAGO • CINCINNATI • HOUSTON •

# HARBORITE

...The miracle overlaid fir plywood!

**Case Study House 18 uses Harborite  
for both facings of pre-fab panels  
in amazing new dry-wall construction...**



## *This is* **HARBORITE**

**SUPER-RESISTANT TO WEAR,  
WEATHER AND WATER!**

A super-strong, lightweight structural panel... finest exterior grade plywood PLUS a tough, abrasion-resistant overlaid facing... with weather-proof, split-proof, check-proof qualities... ideal for a multitude of uses in both pre-fab and conventional construction.

**BUILD IT BETTER!** Harborite is stronger than steel... impervious to moisture and weather... defies even severe extremes of tropical heat and arctic cold! Users report swelling, shrinking, buckling, warping and grain-raise are virtually eliminated! Harborite's hard, smooth, grainless face takes paint better... holds it years longer!

**SAVE MONEY!** These large, lightweight panels are easy to handle... easy to work... with standard tools and techniques... Harborite cuts labor and paint costs to the bone!

Available in standard and special sizes and thicknesses... also special sizes in lapped and grooved siding.

**NOW COMPETITIVE IN PRICE WITH  
FINEST MARINE PLYWOOD**

*See your lumber dealer.*

The Case Study House Program is sponsored by the magazine ARTS & ARCHITECTURE



Cabinet Work



Exterior Walls

mail this  
coupon  
today



**HARBOR PLYWOOD CORPORATION 6 AM**  
Aberdeen, Washington

*Please send more information about Harborite.*

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

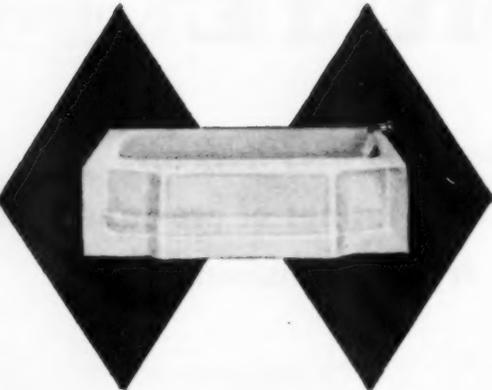
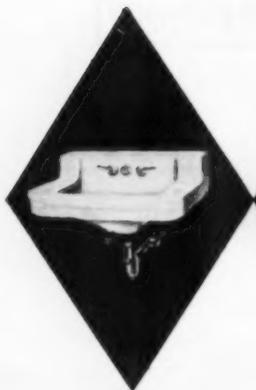
CITY \_\_\_\_\_

ZONE \_\_\_\_\_

STATE \_\_\_\_\_

FIRM \_\_\_\_\_

INDIANAPOLIS • JACKSONVILLE • LOS ANGELES • SAN FRANCISCO • SEATTLE • TAMPA, other major cities



# RICHMOND

**THE FASTEST GROWING NAME  
IN PLUMBING FIXTURES**

The colors, the styling, the quality your customers demand are found in Richmond's complete line of plumbing fixtures. Nationally advertised, extensively promoted, these fixtures have an important place in your profit plans in the residential, commercial or industrial fields.

*Illustrated:* The Bromley Lavatory; The Empress "Hush-Quiet" Water Closet with elongated or round front rim; The Breslin Recess Tub... all in seven sparkling pastels or Richmond's famous *whiter-white*.

WRITE FOR ILLUSTRATED CATALOG.



**RICHMOND  
PLUMBING FIXTURES**

Division of Rheem Manufacturing Company, 16 Pearl St., Metuchen, N. J.

*Richmond Creates the Finest Bathroom and Kitchen Plumbing Fixtures, Heating • Cooling Equipment*

Other Rheem Products: WATER HEATERS • WATER SOFTENERS • WEDGEWOOD GAS RANGES AND CLOTHES DRYERS • STEEL AND FIBRE CONTAINERS

**KITCHENS AND BATHS**



**A new bathtub that can serve two bathrooms**

AllianceWare Inc. has announced a new two-sided bathtub with a completely finished apron on each side. The tub, which has a sliding opaque shower door riding a track on each rim, can be enclosed from either or both sides, may thus serve two bathrooms, each complete with lavatories and water closets. New "Alliance" tub offers savings in space as well as costly installation of plumbing fixtures. Priced for consumer at \$95.60 in white and \$105.15 in color. From AllianceWare Inc., Attn. W. R. Collins, Dept. AB, Alliance, Ohio.

Circle No. 6020 on reply card, p. 190



**Dish-Quik spray-brush comes complete with fittings**

Modern Faucet now offers its spray-brush faucet dishwasher Dish-Quik, in separate packages to replace any of its rinsing sprays, or together with wall and deck mount fittings for the complete dishwashing faucet appliance. Can be used on nearly every brand of spray-type sink fittings where a built-in valve diverts water automatically from spout to hose. Replacement package, without hose or sink fitting, retails at \$9.95. Also available with fittings from 25 brass goods manufacturers. Attn. F. K. Robertson, Dish-Quik Co., Div. of Modern Faucet Mfg. Co., Dept. AB, 1700 E. 58th Pl., Los Angeles 1, Calif.

Circle No. 6021 on reply card, p. 190

Three lines in your choice of metal — glazing — price:

1. New aluminum for single glazing.
2. Aluminum with interchangeable single and dual glazing.
3. Steel for single glazing, dual glazing.

**Miller**  
sliding glass doors

*highly competitive — designed for single glazing*

These new aluminum sliding glass doors — together with Miller's other two quality lines of aluminum and steel — give you greater price and design latitude. 100% weatherproofed with continuous Schlegel double mohair pile. Fully Alumilited finish for beauty and maximum protection.

**Miller** adds a new line of **ALUMINUM SLIDING GLASS DOORS!**

Please send info:

New alum. door, single glazing;  
 Alum. door for interchangeable glazing;  
 Steel doors. Also Distributor's name.

NAME \_\_\_\_\_  
 FIRM \_\_\_\_\_  
 STREET \_\_\_\_\_  
 CITY \_\_\_\_\_ STATE \_\_\_\_\_

**FRANK B. MILLER MFG. CO., INC.**  
 3216 Venable Drive, Dept. AB  
 Burbank, California

"I always thought  
glass was glass"

"So did I until  
I used **American**  
**LUSTRACRYSTAL\***"



#### AMERICAN PRODUCT LINE

American manufactures sheet glass with the least distortion and the greatest clarity, whiteness and luster.

**LUSTRAGLASS**—single and double strength for conventional glazing.

**\*LUSTRACRYSTAL**—economical heavy sheet glass for larger openings and many other applications.

MAX. SIZE—72" height x 120" width. Information on larger sizes available on request.

THICKNESS— $\frac{3}{16}$ ",  $\frac{7}{32}$ ",  $\frac{1}{4}$ ".

**LUSTRAWHITE**—a picture glass of exceptional clarity and flatness.

**LUSTRAGRAY**—for better television viewing; and special glazing.

**BULB EDGE GLASS**—for use as counter dividers, wind deflectors and shelves.

**THIN GLASS**—for microscope slides and covers. Extremely flat and true to tolerance.

**SUPRATEST**—a laminated safety glass.

**PANAL**—a fiberglass-reinforced plastic structural panel.

**WATCH OUR PRODUCT FAMILY GROW**

Here's crystal sheet glass with benefits you can readily see. No scientific tests are necessary to point out Lustracrystral's greater whiteness, undistorted clarity and luster. You can tell it's *best at a glance*.

Lustracrystral also offers a big savings you can see. It is made heavy, large and strong enough to be used in place of plate glass for many glazing applications. Builders using Lustracrystral have reported saving 35% on glass costs.

Look in your Classified Phone Directory for the name of the AMERICAN distributor in your territory.

Always specify and use AMERICAN for:

- True Economy
- Dependable Strength
- Crystal Transparency
- Lustrous Beauty

MODERN GLASS  
*Best at a Glance*  
... Use

  
**American**

AMERICAN WINDOW GLASS CO., PITTSBURGH, PA.

PLANTS: ARNOLD, PA. • ELLWOOD CITY, PA.  
JEANNETTE, PA. • OKMULGEE, OKLA.

WGW 6120

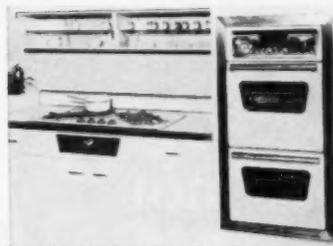
**KITCHENS AND BATHS**



**Revolving shelves to install in new or old kitchens**

Complete assembly of revolving shelves for hard-to-reach kitchen cabinet spaces is offered by Lake Drive Products. "Rev-A-Tray," two circular steel trays with baked enamel finish, pipe and hardware, can be installed in any cabinet space that will accommodate its three sizes. In 18" for \$14; in 20<sup>3</sup>/<sub>4</sub>" for \$16; and in 24" diameter for \$18.50. Extra trays available. Entire unit can be installed in a few minutes. Information from Lake Drive Products Co., Attn. H. R. Hoopes, Dept. AB, Box 22, Edgerton, Wis.

Circle No. 6022 on reply card, p. 190



**Sentinel automatic roasting oven in new built-in range**

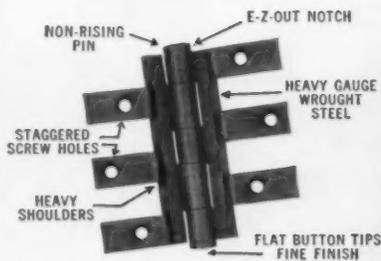
An "Oven Sentinel" automatic roasting control is one of the features in Gaffers & Sattler's new built-in range. Sentinel dial is set at desired degree of cooking for a roast, oven turned on. When roast is completed oven turns off automatically. Range also features 10-position broiler elevator that utilizes entire depth of large Char-Glo Hi-Broiler. Low-heat pilots save fuel, keep range cool. Top-burner timer shuts off automatically when cooking time is completed. From Gaffers & Sattler, Dept. AB, 4851 S. Alameda St., Los Angeles, Calif.

Circle No. 6023 on reply card, p. 190



Contractor Edward Krist standardizes on McKinney Non-Mortise Hinges for lower time and labor costs.

**WITH MCKINNEY  
NON-MORTISE  
HINGES**



Door hanging time and labor costs were drastically cut during the construction of 257 homes in suburban Los Angeles tracts by builder Edward Krist. Two carpenters with power screw drivers—the only tools needed—averaged hanging 90 doors in an eight-hour day using McKinney Non-Mortise Hinges.

McKinney Non-Mortise Hinges eliminate mortising of doors and jambs with

**TWO CARPENTERS  
HANG  
90 DOORS**

**PER DAY**

**in Krist  
Hillside Happy Homes  
Puente, California**



no chiseling, no cutting. The self-aligning hinges are simply screwed on the surface of the edge of the door and jamb. In addition to speeding up the job of door hanging they provide strong, durable, easy-acting hinges for every door, exterior and interior. Available in three quality finishes—dull brass, bonderized prime coat, and bright nickel. Order now from your Building Supply or Hardware Dealer.





This water closet does not  
disturb your peace of mind

*The famous Case time-tested Non-Overflow One-Piece\* water closet with the whispering flush...produced in 32 decorator colors and sparkling black and white. Ask your Case wholesaler or write:*

\*PATENTED

**CASE MANUFACTURING CORPORATION**

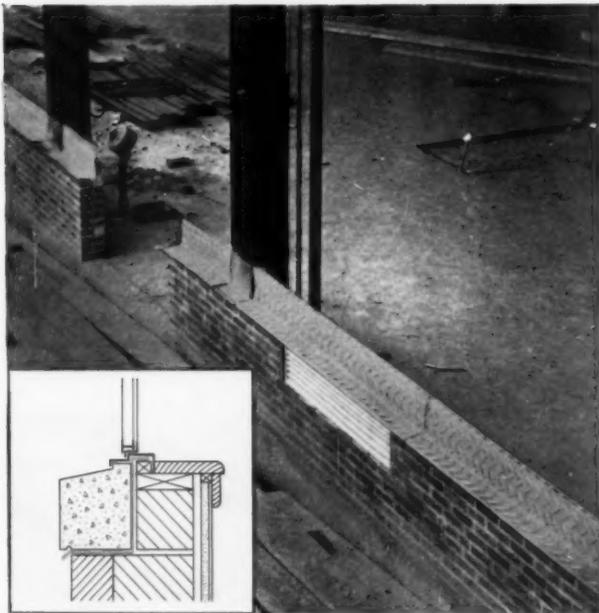
33 MAIN STREET, BUFFALO 3, NEW YORK

# Another new school protected by Anaconda Through-Wall Flashing



THE NEW SOUTH JUNIOR HIGH SCHOOL, BROCKTON, MASSACHUSETTS

Architect: Edmund I. Leeds & Associates, Allston, Mass. Sheet Metal Contractor: Gilbert & Becker, Dorchester, Mass. Distributor: Brown-Waltes Company, Cambridge, Mass.



This photo taken during construction of the new South Junior High School shows Anaconda Through-Wall Flashing set in place for continuous protection at window sill level. **Insert:** Cross section view through wall showing location of Through-Wall Flashing at sill level.

## Here's why the Anaconda Flashing is preferred:

**EFFICIENT DESIGN:** The embossed zigzag corrugations give thorough bond in the mortar and equal resistance to lateral movement in all directions. The precision-stamped dam and corrugations are integral and of equal height. The smooth, flat selvage can be easily bent to form a counter flashing without causing humps or ridges that would prevent free drainage.

**POSITIVE PROTECTION:** In parapet construction, the Anaconda Flashing is installed so that the tongue edge of the dam is within  $\frac{1}{4}$ " of the outside face of the wall giving maximum protection against moisture infiltration. There is still sufficient bed for pointing the joint. The integral stamped dam and corrugations prevent accumulated water flowing lengthwise of the flashing and re-entering the masonry at the lap joints.

**EASY INSTALLATION:** The Anaconda Through-Wall Flashing is installed easily and quickly, with a minimum of delay to bricklayers and masons. Tight end joints can be made by overlapping one or two corrugations. The smooth selvage is easily bent or cut on the job to accurately fit the construction. Machine-stamped corner pieces for both 8" and 12" walls are available and make a neat, workmanlike job. Soldered miter joints or bulky laps are eliminated.

**ANACONDA**® SHEET COPPER

**FREE:** This new publication, with its clear, detailed illustrations, shows you how you can provide the complete protection of Anaconda Through-Wall Flashing. Send in the coupon for your FREE copy right away.



The American Brass Company, Waterbury 20, Conn.  
In Canada: Anaconda American Brass, Ltd., New Toronto, Ont.

Please send me my copy of Publication C-28

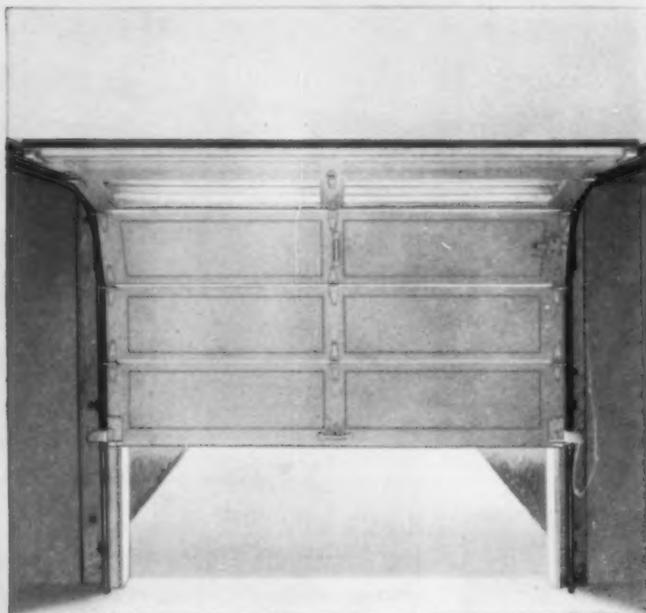
NAME .....

COMPANY .....

STREET .....

CITY .....ZONE.....STATE.....

# STANLEY HARDWARE

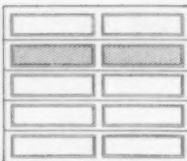


## Roll-up garage doors for "shoehorn" fits

When designer Fred Hoelzel planned Meadowood Homes in Southington, Conn., he often found that heating ducts would leave him with as little as 4" of headroom for his garage doors.

Yet he found there was really no problem! Mr. Hoelzel simply specified Stanley roll-up doors with No. 2722 hardware, a standard set especially designed for unusually low headroom conditions commonly found in garages of split-level homes and basement garages.

Mr. Hoelzel found in addition to the 4" low headroom feature, these extra advantages of specifying STANLEY GARAGE HARDWARE: • "Freeway" (wedge or inclined) Track for weather-tight fit and ease of operation • Adjustable Lock Strike, compensating for unevenness in floors • Cylinder Lock that can be keyed alike to other exterior doors • Electro-plated Zinc Finish, assuring lasting finish and resistance to corrosion.



Design RD-2

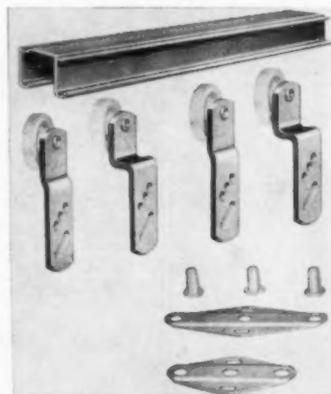
Mr. Hoelzel also found he had a choice of SIX DIFFERENT SIZES IN EIGHT SMART DESIGNS. For QUALITY — UTILITY — AND DESIGN, Mr. Hoelzel and other discriminating builders and architects say, "I'll take Stanley!"

Ask your dealer or write for literature on Stanley's "Freeway" Garage Hardware: Garage Hardware Sales, 106 Lake St., New Britain, Conn., Stanley Hardware, Division of The Stanley Works.

# STANLEY

## AMERICAN BUILDER NEW PRODUCTS

### WINDOWS AND DOORS



#### Interchangeable hardware for sliding doors offered

"Thrift Pak" is now offered by Sterling Hardware as a means of cutting cost and work on the installation of sliding doors. One package of hardware can accommodate both  $\frac{3}{4}$ " and  $1\frac{3}{8}$ " door thickness. Unit includes extruded aluminum track, steel hangers and two steel door guide plates with three nylon guides to be inserted through bottom of steel plate. List priced from \$5.50 to \$11.00 depending on size and number of doors to be fitted. Sterling Hardware Mfg. Co. Attn. Les LaPole, Dept. AB, 2345 W. Nelson St., Chicago 18, Ill.

Circle No. 6024 on reply card, p. 190



#### By-passing door track simplifies installation

An extruded aluminum track for  $\frac{3}{4}$ " by-passing doors has been added to the E-Z Glide Track and Upper Guides line by Engineered Products. Simple, speedy installation of doors by providing two parallel machined fibre inserts in a single aluminum extrusion. Marketed as E-Z Glide 821, available in 4', 5' and 6' lengths. Listed at \$56 in 100 ft. lots; \$64.40 under 100 ft. Available now from Engineered Products Co., Attn. John Davison, Dept. AB, P.O. Box 118, Flint 4, Mich.

Circle No. 6025 on reply card, p. 190



**America Still Prefers  
DOUBLE-HUNG  
Complete Window Units**

*The Finest of which are—  
Roach & Musser*

**WEATHER STRIPPED Thrif-T WINDOW UNITS**

**NO  
PLANING  
OR  
SAWING  
THEY  
FIT**



**Install  
in  
Twelve  
Minutes**

The freest, most effortless window action you can imagine is due to the Thrif-T full width metal jamb. Thrif-T sash slide on metal—with NO DRAGGING OVER PAINTED SURFACES. The positively maintained proper clearance between sash and jamb means 100% efficient operation in ALL KINDS OF WEATHER—NO STICKING AT ANY TIME.

- Factory Fitted
- Easily and Quickly Installed
- Completely Weatherstripped
- Quiet Operation—Never Stick
- Lasting Spring Balances
- Fit Frame, Brick Veneer, Masonry Walls
- Treated for Long Service Life
- Attractively Priced

**WRITE  
US  
TODAY**



**OTHER R & M MODERN  
WOOD WINDOW UNITS**

- E-Z-VENT WOOD AWNING WINDOW UNITS
- E-Z-KLEEN DOUBLE-HUNG REMOVABLE WINDOW UNITS
- E-V-RI-WAY ALL-PURPOSE WINDOW UNITS—Awning, Hopper Stacked or Casement
- E-Z-FLOAT REMOVABLE SLIDING WINDOW UNITS

Sold through the  
RETAIL LUMBER DEALER

**ROACH & MUSSER CO. 880 GRANDVIEW  
MUSCATINE, IOWA**



**More Sales  
than Ever**

with Colorful New

**White**

**WATER-HOTTERS**  
Automatic Water Heaters  
Electric or Gas—



**White-Glass or  
Zinc-In-ized  
Lining**

THE PURCHASER OR REFUND OF MONEY  
Guaranteed by  
Good Housekeeping  
IF NOT AS ADVERTISED THEREON

Dealers pile up dollars with the dramatic new fashion-favorite in water heaters . . . the glamorous *White*. Shimmering turquoise accents its gleaming white enamel finish, high-lighted by glowing copper trim. Since its introduction a few months ago, sales records have been shattered . . . dealer-profits have soared to new highs.

Supported by outstanding national advertising and a 5-Star Program that builds business soundly and fast, *White* is for YOU. Write for *White's* Proved Profit story . . . NOW!

**White Dealers' Profits Climb  
as Sales Go Up—Up—UP!**



WHITE PRODUCTS CORPORATION, Middleville, Michigan  
Water Heating Specialists Since 1930 • Div. of Lamb Industries, Inc.



## \* it's enough to make your

**... one new  
appliance  
can do it!**

Sad, isn't it — when a modern home becomes electrically out-of-date through the addition of just *one* major appliance. Yet it happens every day all over the country!

Homeowners—more than 34,000,000 of them — have discovered how important it is to have a home wiring system that will stand up under the load of present-day electrical living. An adequate



## homes grow old overnight!

service entrance, plenty of circuits and outlets and strong, copper wires all add up to a convenient, comfortable home.

Plan your own homes for power — and plenty of it. Specify at least a 3-wire, 100-ampere service. Remember to include an abundance of outlets. Insist on an adequate number of circuits — plus extra circuits for the house "to grow on!"

Such planning not only makes your houses easier to sell — it also adds to your reputation as a builder of quality homes!

**Free Home Wiring Wall Chart!** Send today for handy wall chart showing typical home circuit loads. Use it as a check list when planning home systems. Write Kennecott Copper Corp., Dept. AB66, 161 E. 42nd St., New York 17, N. Y.



### **Kennecott Copper Corporation**

Fabricating Subsidiaries: CHASE BRASS & COPPER CO. • KENNECOTT WIRE & CABLE CO.

**CONCRETE FORMING**  
is no puzzle  
when you  
choose

**GATES**



Gates has **Research-Engineered Forming Systems**, designed to meet specific needs on your particular forming job—large or small. Every Gates system has been job-tested and perfected to lower your overall forming costs through faster and more efficient forming... with NO large initial investment. Gates Forming Systems are winning new popularity with contractors and builders everywhere because of their proven efficiency, speed, versatility, accuracy and economy.

Determine the requirements for your particular job, then select the Gates System best suited to your needs.

- **Gates Horizontal Rod Panel System** (high wall)
- **Gates Horizontal Rod Panel System** (low wall)
- **Gates 2 x 4 Panel System**
- **Gates Sheathing Systems** (rod and 2 x 4)
- **Gates Vertical Rod Low Wall System**
- **Gates Low Wall Strap Tie System**
- **Gates Commercial System**

You can obtain detailed information on any of the Forming Systems by contacting your nearest Gates Dealer, or writing direct to Gates & Sons, Inc.

Gates' experienced Engineering Department will be glad to assist you in solving specific forming problems, and will supply you with complete form layouts and cost sheets. No obligation, of course.

AB 6-56

**GATES & SONS, INC.**

80 S. GALAPAGO STREET • DENVER 23, COLORADO



**MORE ROOM IN BEDROOM**

Accordofold installation showing two 4' pairs covering a 16' opening. Complete ceiling to floor span eliminates trimming down.

**CREATE AN EXTRA ROOM**

One room without Accordofold. Two rooms with Accordofold. Accordofold effects construction savings by eliminating a complete wall.

**Here's why  
ACCORDOFOLD  
is your best buy!!!**

Accordofold is tops in dimensional flexibility. Its 21 stock sizes fit virtually all openings. Its 9 decorator colors — on fine, fabric-like vinyl covers — blend with any interior. And — it comes with *both* matching cornice and "close-lock" latch. In new construction, Accordofold eliminates furring, trim, extra hardware, etc. Because its solid core has the look and "feel" of a real wall, low-cost Accordofold can often be used in place of high-cost wall construction. Accordofold saves space, creates space, "obsoletes" swinging and sliding doors. The facts and figures speak for themselves!

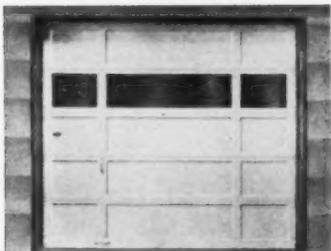
*Write for complete Accordofold Catalog and Specifications. Please address Dept. 73.*

**AMERICAN BAMBOO CORPORATION**  
Jamaica, New York

*Desirable Territories Available to  
Franchised Dealers & Distributors*

**ACCORDOFOLD**  
FOLDING DOORS & ROOM DIVIDERS

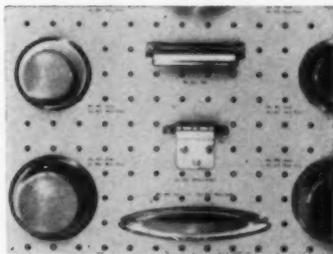
**WINDOWS AND DOORS**



**Frantz's new "Miracle Model" in sectional garage door**

Frantz presents an overhead-type sectional garage door, the "Miracle Model" in four and five section designs, and in both 8x7 and 9x7 ft. sizes. Features include special design zinc plated hardware, black, locking handle, new type roller with brass bearings, reversible track with tapered mounting, pre-bored sections for easy installation; easy spring adjustment. List price: approximately \$59.95. Information from W. L. Black, Dept. AB, Frantz Manufacturing Co., Sterling, Ill.

Circle No. 6026 on reply card, p. 190



**Pink and copper hardware for cabinet doors**

A new line of pink and copper cabinet hardware called "Town and Country" is introduced by Ajax Hardware. Designed to complement the trend toward pink and copper in the kitchen, the drawer knobs and pulls in pink or copper can be obtained with solid copper back plates. Semi-concealed hinges in copper finish. All pulls and knobs packed a dozen to the box, priced from about \$2.44 to \$8.77 a dozen depending upon shape and combination of materials. Ajax Hardware Sales, Attn. B. C. Fallon, Dept. AB, 4351 Valley Blvd., Los Angeles, Calif.

Circle No. 6027 on reply card, p. 190

**1,800,000 PROSPECTIVE HOME OWNERS**

will see this striking ELKAY ad during May and June. Present stainless steel sink prices are as low as cast iron... allow you to put this "prize" sink in every kitchen you build.



PAUL REVERE BOWL  
COURTESY-GORHAM



*Prized Possession*

in your "prize" kitchen

**STAINLESS STEEL SINKS**



Gleaming, glamorous stainless steel immediately catches the eye when an ELKAY *Lustertone* Sink is the focal point of your kitchen. So graceful for the most gracious hostess, so modern for the young in heart, so helpful to every kitchen task—and, so very easy on your purse. Today you can enjoy the luxury of *Lustertone* for no more than the cost of an ordinary sink. Here is lifetime loveliness that softly reflects any of your most imaginative color combinations... takes but the swish of a damp cloth to keep always new looking.

*Write for literature and prices today!*

**ELKAY MANUFACTURING COMPANY**

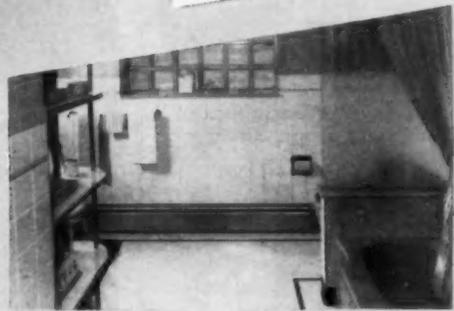
1874 South 54th Avenue, Chicago 50, Illinois

The World's Oldest and Largest Manufacturer of Stainless Steel Sinks... Since 1920

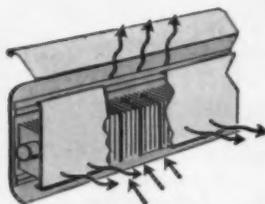
# The Most Appealing Comfort Feature



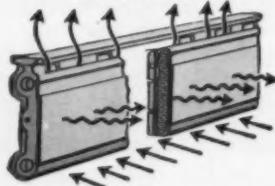
**Bathroom**—Even temperature with minimum floor space.



**Bedrooms**—Comfort control with the temperature of your choice.



National-U.S. Art Baseboard  
(non-ferrous)



National-U.S. Radiant Baseboard  
(cast iron)

Home buyers today are becoming increasingly aware of the comfort advantages afforded by modern hot water heating systems. It is a most important consideration in their acceptance of a new home. National-U.S. Baseboard Heating Systems bring *real comfort* to the entire home . . . make each room delightfully livable . . . provide a uniform, even blanket of warmth from floor to ceiling.

National-U.S. Baseboard Heating Systems are easy to install and, for this better system, add only a small percentage to the total cost of the home.

You can also offer your prospects year 'round domestic hot water, snow-melting, temperature zoning and cooling. Use these convincing comfort features to promote quick acceptance and more profitable business for you.

in the homes you are planning . . .

*and your most impressive sales feature . . .*

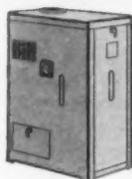
## *National - U. S. Baseboard Hot Water Heating Systems*



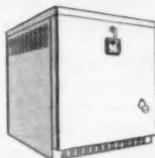
**Dining Room**—Uniform temperature at sitting level.



**Living Room**—Solves the difficult picture window problem. Place your furniture where you please.



National-U.S.  
Gas Boilers



National-U.S. Packet  
All-in-one, Automatic  
Home Heating Unit  
For gas or oil firing

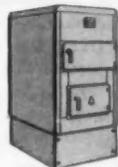


National-U.S. Hot Water and Steam Home Heating Boilers perform with full efficiency when used with National-U.S. Baseboard. There is a style and size for every residential requirement—large, medium or small.

*Write for bulletins on National-U.S.  
Boilers and Heat Distributing Units*



National-U.S.  
Cast Iron Boilers  
for Automatic Firing



National-U.S.  
Residential Steel Boilers  
Sizes to meet all needs



### *National - U. S. Radiator*

C O R P O R A T I O N

HEATING AND AIR CONDITIONING DIVISION

*Johnstown, Pennsylvania*

because **DETAILS** are important



build with...

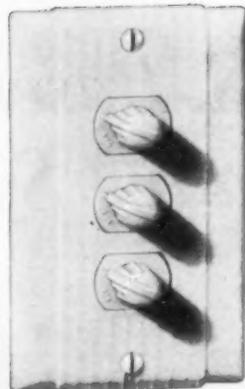
**ROTO-GLO**

quiet switches

sell with...

**ROTO-GLO**

identification tags



There is no finer or more modern switch than ROTO-GLO. For quick home sales, more satisfied customers — use this proved sales feature. Your customers are looking for these tags on the switch plates of your new houses. They regard them as the *hallmark of quality* in their future homes. They know the builder who has thought of ROTO-GLO has thought of *all* the important details.

In shelter magazines, the ROTO-GLO story is being told to every one of your prospective clients. They are enthused about ROTO-GLO's whisper-quiet operation, the luminous knob that reveals its location in the dark, and the exclusive roto action that requires a mere quarter-turn of the knob to turn lights on or off. The ROTO-GLO advertising and merchandising campaign, the biggest in wiring device history, has brought overwhelming responses for Pass & Seymour's booklet, "Modern Electrical Living." This is the "proof of the pudding" — that ROTO-GLO is *the* switch for today's home market.

ROTO-GLO switches are available in the conventional strap type (15A, 120V AC) as well as the Despard® type (15A, 120V AC, 277V AC) for compact assembly of switches and combinations of switches, outlets, pilot lights, etc.

Write today for complete information on the ROTO-GLO Quiet Switch and for a folder on modern Despard wiring devices to Dept. AB-3.



**PASS & SEYMOUR, INC.**  
 SYRACUSE 9, NEW YORK  
 71 Murray St., New York 7, N. Y. 1229 W. Washington Blvd., Chicago 7, Ill.  
 In Canada: Renfrew Elec. & Refrig. Co., Ltd., Renfrew, Ontario

**AMERICAN BUILDER NEW PRODUCTS**

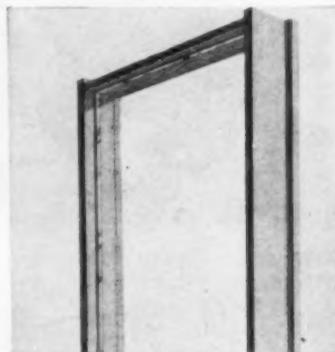
**WINDOWS AND DOORS**



**Iron ornaments add use as well as decoration**

Cincinnati Iron Fence has added a new line of steel shutters designed for modern, ranch-type or bungalow homes. Shutters offered for ornamental purposes or strong enough to guard windows during periods when home is not occupied. Finished in any color to harmonize with outside house decor. Shutters available within two weeks of order. Information from Miss E. E. Franklin, Dept. AB, 2107 Florence Ave., Cincinnati, Ohio.

Circle No. 6028 on reply card, p. 190



**Weatherstripped door frame cuts time, labor costs**

Factory-applied weatherstripping is introduced in Silcrest's new Crestline door frame. Frames are shipped knocked down with aluminum weatherstripping already installed in head and jambs. Made for all standard openings up to 3'x7', rabbeted for 1<sup>3</sup>/<sub>8</sub>" and 1<sup>3</sup>/<sub>4</sub>" doors. Ponderosa pine sills are water repellent, reinforced with fluted and barbed aluminum extruded strips at nose, tread and threshold. Approximate prices: \$15.80 for 2' 8"x6' 8" door; \$16.25 for 3'x6' 8" door. Silcrest Co., Attn. L. T. Riordan, Dept. AB, 100 Thomas St., Wausau, Wisc.

Circle No. 6029 on reply card, p. 190



# COLOR

## YOUR BEST SELLING FEATURE

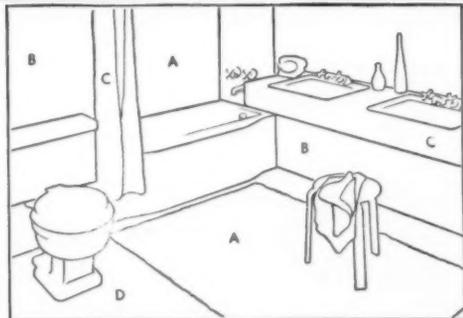
What's the most exciting thing in home planning today? Our fresh new attitude to color, of course—particularly in bathrooms where color is so important to smart, attractive salable homes.

Briggs Beautyware fixtures can make your bathrooms sparkle. And Briggs employs professional color styling for smartest, attractive decor. For example, cool green fixtures surrounded by nature tones of yellow, chartreuse and red, is one of several unusual treatments possible with Beautyware Sea Green.

And all Beautyware fixtures have outstanding selling features for your prospects. In every way Briggs Beautyware will reflect your professional taste in colors—and quality in bath fixtures.

In Beautyware Sea Green—

Marquette Tub, Carlton Closet, Twin Lowell Lavatories



Color styling by Howard Ketcham, nationally famous color engineer

A - Sea Green    B - Chartreuse    C - Flame Red    D - Yellow  
Other decorator colors compatible with Sea Green are: Beige, Gray-Blue, Rose, Violet-Blue, Pale Green, Off-White

# BRIGGS BEAUTYWARE

BRIGGS MANUFACTURING COMPANY, 300 BUHL BUILDING, DETROIT 26, MICH.



there are many ways to measure a window

The merit of a window can be measured in many ways.  
 There's **QUALITY, PERFORMANCE** and **STYLE**  
 for customer satisfaction and easier sales. There's  
**ECONOMY** of labor in **EASE-OF-INSTALLATION**  
 ...a direct result of **SUPERIOR CONSTRUCTION**  
 and **RIGID FACTORY INSPECTION**.

Whether you use one or all of these yardsticks, you'll find  
**WOODCO E-ZEE Loc Wood Awning Windows** not only  
*measure up* but surpass all others in every respect.



Hotel Evans, Loch Sheldrake, N. Y.  
 SYDNE SCHLEMAN Associates  
 Architects  
 Middletown, N. Y.

**CHECK THE WOODCO E-ZEE Loc PATENTED FEATURES:**

- EASY TO LOCK
- SEQUENCE AIR CONTROL
- TOXIC-TREATED TO PREVENT DECAY
- EXTRA HEAVY SASH and FRAME
- DOUBLE VINYL WEATHERSTRIPPING (Pat. Pend.)
- WATER-REPELLENT TREATED
- COMPLETELY ASSEMBLED



*for the Beautiful point-of-view...*

For further information see your dealer or write to

**WOODCO CORPORATION**

Formerly General Woodcraft Co., Inc.

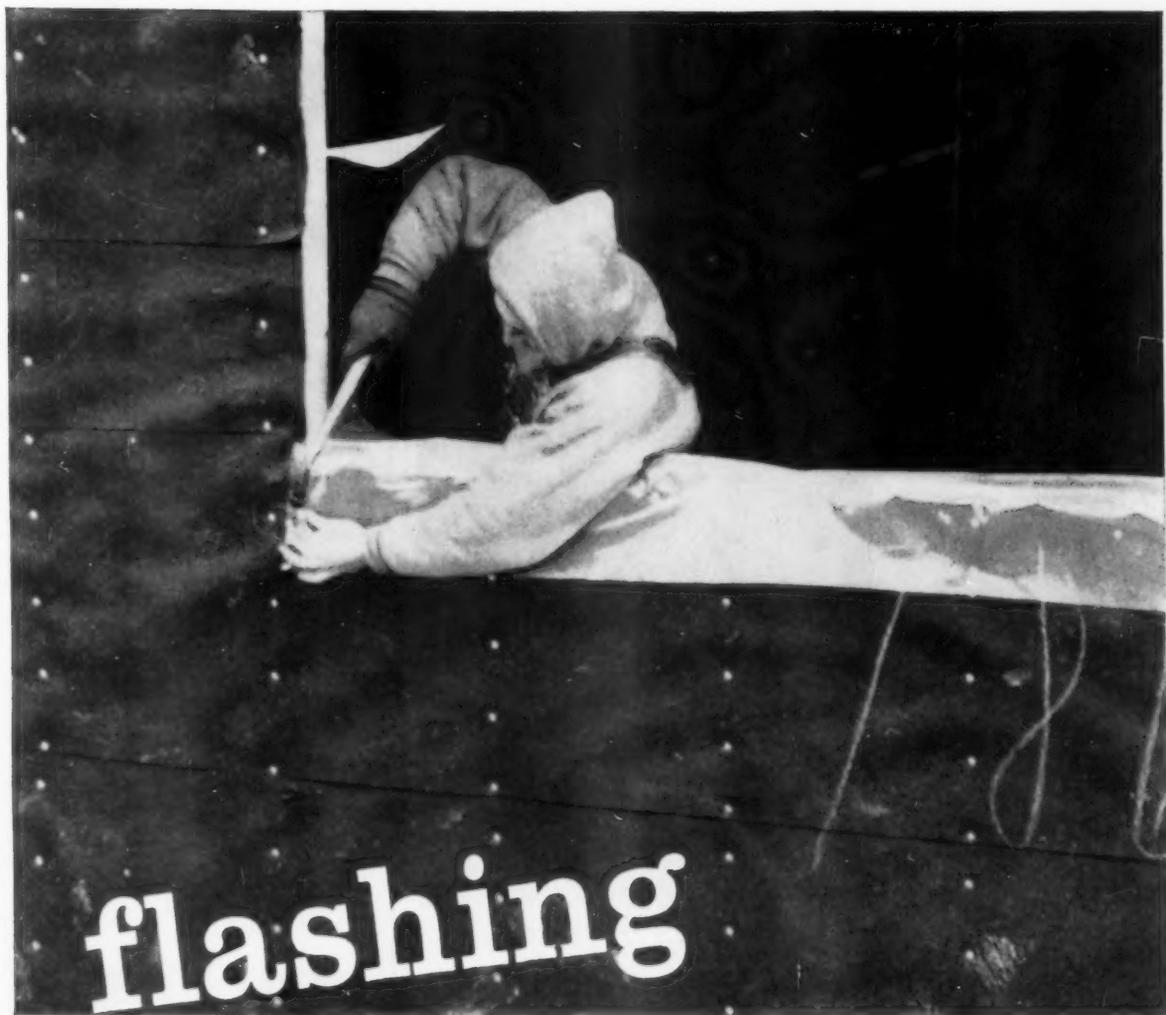
**North Bergen, N. J.**

Branches: **LOWELL, MASS., SCHENECTADY 3, N.Y.**

FACTORIES

Wholesale Millwork Div.  
**ROCKWELL of RANDOLPH, Inc.**  
 Randolph, Wisconsin

E-ZEE Loc Wood Awning Div.  
**WOODCO CORPORATION**  
 Miami 47, Florida



# flashing

...latest building achievement of Visqueen film

T.M.

Saves Detroit builder up to 70%

Project contractor, Frontier Building Company of Detroit, is using VISQUEEN film as a flashing material around windows and doors of all 250 face-brick homes being built in Taylor Township—Detroit suburb. Milton Levine, President of Frontier Building Company says: "VISQUEEN is much easier to handle at the site. But more important, we save up to 70% over former flashing material costs

and still give homeowners the benefit of permanent all-weather protection. VISQUEEN is great for other on-the-job uses, too. We're sold on it."

Only VISQUEEN offers a size for every use. Check these sizes and see for yourself: 3', 4', 6', 8', 10½', 12', 14', 16½', 20', 24', 26', 28', 32'.

only VISQUEEN is marked every foot for your convenience

**Important!** VISQUEEN film is all polyethylene, but not all polyethylene is VISQUEEN. Only VISQUEEN has the benefit of research and resources of The VISKING Corporation.

*VisQueen*<sup>®</sup>

film... a product of **THE VISKING CORPORATION**

Plastics Division, Terre Haute, Ind.

World's largest producers of polyethylene sheeting and tubing.

IN CANADA: VISKING LTD., LINDSAY, ONTARIO • IN ENGLAND: BRITISH VISQUEEN LTD., STEVENAGE

mail coupon for more details

.....

• **THE VISKING CORPORATION**

• Box AB6-1410,

• Plastics Division, Terre Haute, Ind.

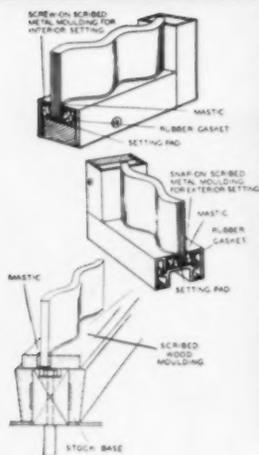
• \_\_\_\_\_

• Name \_\_\_\_\_

• \_\_\_\_\_

• Title \_\_\_\_\_

# Luxury Look FOR LOW COST HOMES



Builder: Nordale Realty Company, Milwaukee, Wisc. Patek Brothers, Inc., Glazier.

## Structural Corrugated Glass Featured In Milwaukee "Parade of Homes"

Over 100,000 prospective home buyers indicated increasing interest in the use of translucent, light diffusing glass, the modern material, during the Milwaukee "Parade of Homes." And a little Structural Corrugated glass can do a big job — it makes any home look larger, more luxurious. It helps make homes more liveable and buyable . . . for it floods adjacent areas with flattering "borrowed light." Decorative glass by Mississippi is definitely in the modern mood . . . it can add that something extra that sells on sight.

Consider the use of Structural Corrugated glass and other Mississippi Glass patterns in your work. Available in a wide variety of patterns and surface finishes from your nearby distributor or supplier of Mississippi Glass.

Write today for new free booklets, "Modernize Your Home With Decorative Glass" and "Figured Glass by Mississippi." Photos of actual installations can give you many ideas on ways to use this new medium. Address Dept. 34.



**MISSISSIPPI** *Glass* COMPANY

88 ANGELICA ST. SAINT LOUIS 7, MO.  
NEW YORK • CHICAGO • FULLERTON, CALIF.



WORLD'S LARGEST MANUFACTURER OF ROLLED, FIGURED AND WIRED GLASS

## AMERICAN BUILDER NEW PRODUCTS

### TOOLS



### Small size Roto-Trowel for cellar floors, patios

Stow is now marketing a new small size Roto-Trowel, G29, a lightweight, three-bladed trowelling machine, 29 in. in diameter. Offered as ideal for maintenance, building, or concrete floor work, machine can be carried around the job and through doorways by one man. Features manually actuated clutch for safety, pitch control on handle, stationary guard ring, 2.2 hp. engine. Trowels at speeds from 25 to 100 rpm. Price: \$258. Stow Manufacturing Co., Attn. C. Hotchkiss, Jr., Dept. AB, 142 Shear St., Binghamton, N.Y.

Circle No. 6030 on reply card, p. 190



### Fifty per cent more power offered with new Unisaw

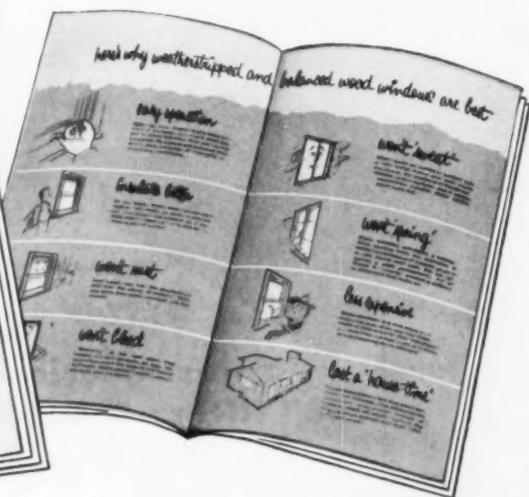
Delta's 10-inch Unisaw is now offered in a redesigned version which will accommodate motors with 50% more horsepower. Tilting arbor saw will take either a 1½ hp. single-phase or 2 hp. three-phase motor. Depth cut capacity of 3¼ in. will cut to center of 50 in. panel. Three belt drive, 36x27" table surface with extension wings. Retail at \$249.95 less motor. Slightly higher on West Coast. Information from E. A. Lewicki, Dept. AB, Delta Power Tools, 300 N. Lexington Ave., Pittsburgh 8, Pa.

Circle No. 6031 on reply card, p. 190



Get this important selling booklet!

This new fact-filled booklet is of vital interest to anyone who makes, sells or uses double-hung wood windows. It's currently offered in Zegers' ads in LIFE Magazine to promote interest in the advantages that weather-stripped, balanced, double-hung, wood windows offer over other types. It's a valuable *selling aid!*



Here's a booklet of interest to window manufacturers, jobbers, lumber dealers, architects, builders and prospective home buyers.

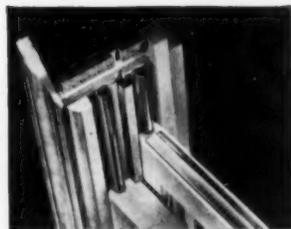
Dealers and users of double-hung wood windows equipped with Zegers Dura-seal Combination Metal Weatherstrip & Sash Balance can get this important 12-page booklet in quantity to use for promotion. But it is available to everyone so send for a copy *now*. Convincing facts, well illustrated, explain how properly weatherstripped double-hung wood windows cut fuel costs 30% to 40% . . . how wood windows blend with any architectural plan . . . why wood, double-hung windows are the best buy.

See how Zegers' national advertising and promotion can help you sell *more* wood windows . . . why it's easier and more profitable to sell homes containing Dura-seal equipped windows. Just fill in and send the coupon below!

**ZEGERS**

*Dura-seal* Combination Metal Weatherstrip And Sash Balance

**DURA-SEAL PROVIDES THE MOST EFFECTIVE ALL-WEATHER PROTECTION**



Get the best weatherstripping and window operation . . . use Zegers Dura-seal! Provides complete weather protection and silent "finger-tip" operation. It adds beauty to the window . . . does a more efficient job at low cost.

**SEND FOR IT NOW!**

**ZEGERS, INCORPORATED**

8090 South Chicago Avenue, Chicago 17, Illinois

Please send a free copy of your new booklet, "What Every Home Buyer Should Know About Windows"—plus complete information on Zegers Dura-seal and the promotion program behind it.

NAME \_\_\_\_\_  
 FIRM \_\_\_\_\_  
 ADDRESS \_\_\_\_\_  
 CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

**New!**



**\$159.50**  
without motor,  
guard and extensions  
(Prices will  
vary slightly  
in some areas.)

**10"-saw performance  
... 8"-saw price!**

Rips to  
center of a  
4-foot panel

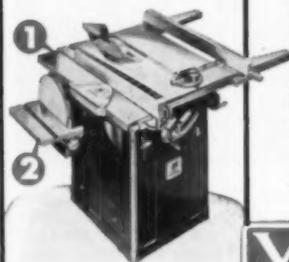
Rips and cross-cuts  
to a depth of 2 $\frac{3}{4}$ "

Cuts to thickness of 1 $\frac{5}{8}$ "  
with blade tilted 45°

Cuts dados full 1 $\frac{3}{8}$ "  
wide and 1 $\frac{3}{8}$ " deep

Cuts hundreds of  
different mouldings

Has 14" of table support  
in front of saw blade



Converts to  
Saw-Jointer-Sander  
Combination  
quickly, inexpensively!

1 You simply add this  
Yates-American  
4" Jointer

2 ... and this  
Yates-American  
10" Sander

Have your Yates-American  
dealer show you!

*New*

## Yates-American 8" Tilting-Arbor Saw

You spend more time nailing, getting actual erection done—and less time sawing — with a Yates-American 8" Tilting-Arbor Saw on the job-site or in your shop.

You save time and money cutting studs, joists, rafters, headers, siding, risers, stringers, trim, railings, mouldings, and doing other jobs.

The extra-value features of this Yates-American 8" Circular Saw include: Feather-touch rip fence. Industrial-type miter gauge. Lubricated-for-life ball bearings. Fully enclosed steel cabinet.

Get all the facts. See your Yates-American dealer—or send coupon for detailed information.

**YA** Yates-American

BELOIT, WISCONSIN

Branch offices: CHICAGO, ILL., HIGH POINT, N. C.,  
MEMPHIS, TENN., PORTLAND, ORE.

First with the Finest in woodworking machinery. Established 1883

Pin this coupon to your letterhead  
and mail today!

**YATES-AMERICAN**  
Dept. G, 727 N. Fourth St., Beloit, Wisconsin  
Send me detailed information  
on the new 8" Tilting-Arbor Saw.

Name.....  
Company.....  
Address.....  
City..... Zone.....  
County..... State.....

PT-11

**AMERICAN BUILDER NEW PRODUCTS**

### TOOLS



### Pony trowel is powered by electric drill

Elmo Pony Trowel can be powered by any  $\frac{1}{2}$  in. or  $\frac{5}{8}$  in. electric drill, operating up to 400 rpm, according to its manufacturer. The cement tool is made of cast aluminum except for its replaceable steel smoothing blades, permitting easy carrying and dismantling. Trowel has ring portion with a 20-inch diameter, both floats and finishes concrete to quality smooth surface without topping. Pony Trowel lists at \$49.50, f.o.b., Muncie, Ind. Information from Elmo Manufacturing Inc., Dept. AB, 324 W. Howard St., Parker, Ind.

Circle No. 6032 on reply card, p. 190

### Cold joint sealer doubles for caulking, waterproofing

Clipper now offers a new joint sealer for applying cold sealing compounds. Model CP-400 is a complete, ready-to-use unit requiring only connection to a suitable air compressor. Features include a "chopping check valve," a patented feature to cut stringy fibers as well as push small clay or sand particles out of the way; new air controls, an accumulator to assure an even flow and a spreader shoe for scraping excess material. Sealer available immediately at \$995 net, f.o.b. Kansas City, Mo. or through Clipper's district offices. Inquiries to Harold Wright, Dept. AB, Clipper Manufacturing Co., 2800 Warwick, Kansas City, Mo.

Circle No. 6033 on reply card, p. 190



SLIDING DOOR RACKS



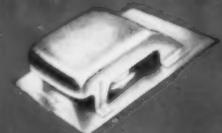
SWING-AWAY GARBAGE CONTAINERS



ADJUSTABLE CLOTHES CLOSET SHELVES



CLOTHES DRYER VENT KITS



ROOF VENTILATORS



POCKET DOOR HARDWARE



ADJUSTABLE TRIANGLE VENTILATORS



ORNAMENTAL WINDOW SHUTTERS



BUILT-IN MAIL BOXES



ROLLER DRAWER GUIDES



ATTIC VENTILATORS



RECESSED SHOE RACKS



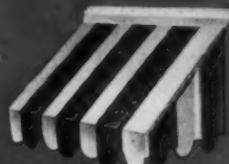
BEL AIR CANOPY



FOUNDATION VENTILATORS



WINDOW BOXES



IMPERIAL AWNINGS AND CANOPIES



BY-PASSING DOOR HARDWARE



ADJUSTABLE LINEN CLOSET SHELVES



BUILT-IN DUST CHUTES



MINIATURE VENTILATORS



MILK AND PACKAGE RECEIVERS

# Leigh

## BUILDING PRODUCTS

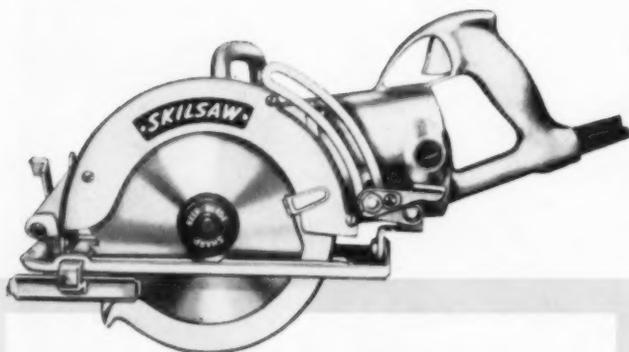
YOU CAN DEPEND ON THE COMPLETE LEIGH LINE TO ADD EXTRA VALUE AND CONVENIENCE TO YOUR HOMES AT LOW COST. ASK YOUR SUPPLIER. WRITE FOR FREE CATALOG.



LEIGH BUILDING PRODUCTS  
Division AIR CONTROL PRODUCTS, INC.  
COOPERSVILLE, MICHIGAN

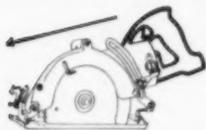


# Trade in your old ... ON A NEW SKIL



*Brand-New Features Offer  
Better Performance, Easier  
Handling, Longer Service!*

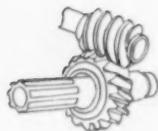
## Look at These Brand-New SKIL Features!



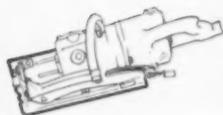
● **New Contour Handle!** Improved to assure most comfortable grip! Avoids strain—even through long, rough and steady use.



● **New Variable-torque Clutch!** For the first time, a clutch that really works! Eliminates kick-back, protects against tool damage. Foolproof, completely dependable.



● **New, Improved Gearing!** Advanced design gives more gear contact for higher efficiency, longer service, quieter operation.



● **Heat-treated Aluminum Foot—40% Stronger!** Comparable to steel in yield strength, yet lightweight. Remains true and accurate under hardest use.

### Plus These Famous SKIL Super-Duty Advantages!

- Telescoping Guard for safety
- All Ball-bearing to reduce friction
- Full-size Top Handle for control
- Blade visible at cut for accuracy
- Foot Design permits right or left cuts
- Sawdust Blower for clear sighting
- Rugged, high-speed universal motors

**Once-in-a-lifetime Offer!** The response to our trade-in offer has been terrific! If you haven't taken advantage of it, you still have time. A \$22.50 allowance for your old saw—regardless of make, age, or condition—when you purchase SKIL Model 77 or 825! Exchange your old saw for the finest, most advanced saw you can own, *and save \$22.50!* But hurry! Offer must close July 31, 1956!

**SKIL Model 77 (7¼" Blade—Super-duty)**—Brand-new features mean smoother performance, easier handling, longer life. Speed already increased to 4500 r.p.m. and weight cut to 15½ lbs. Power output boosted 100%. Depth of cut 2¾"—bevel cuts 2" dressed lumber at 45°. Preferred for all-around carpentry—the standard for general construction. Cuts wet lumber and all other tough materials, such as metal, stone, compositions.

Price, Model 77 (less case) . . . . . \$115.00  
Trade-in Credit . . . . . 22.50  
**YOUR COST, ONLY . . . . . \$ 92.50**

**SKIL Model 825 (8¼" Blade—Super-duty)**—Outstanding new features! Speed boosted to 4000 r.p.m. and weight reduced to 16½ lbs. Power increased 107%. Depth of cut 2¾". Bevel-cuts 2" rough lumber at 45°. A powerful, super-duty saw, ideal for use on either residential or commercial construction. Powered to cut 2" lumber easily—wet or dry. Also many other tough, resistant materials.

Price, Model 825 (less case) . . . . . \$135.00  
Trade-in Credit . . . . . 22.50  
**YOUR COST, ONLY . . . . . \$112.50**

**SKIL Introductory Trade-in Offer  
Good At All Authorized Distributors.  
Call the One Nearest You Today!**

# saw and save \$22<sup>50</sup>

## SUPER-DUTY SAW VALUE!

SKIL MODEL 77  
(7<sup>1</sup>/<sub>4</sub>" Blade)

SKIL MODEL 825  
(8<sup>1</sup>/<sub>4</sub>" Blade)

Your Old Saw Is Worth

**\$22<sup>50</sup>**

In Trade on Either of  
the Two Sensational  
Super-Duty SKIL Saws



# SKIL

PORTABLE TOOLS

Made only by SKIL Corporation  
formerly SKILSAW, Inc.  
5033 Elston Avenue, Chicago 30, Ill.  
Factory Branches in ALL Leading Cities

### FREE! MAIL COUPON TODAY!

SKIL Corporation, Dept. AB-66  
5033 Elston Ave., Chicago 30, Ill.

I'm interested in \$22.50 trade-in savings!

- Please advise name of nearest SKIL Distributor!  
 Have a salesman call to make a demonstration!

Name \_\_\_\_\_

Company \_\_\_\_\_

Street \_\_\_\_\_

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



New Homes by Cincinnati's Raeburn Construction Co. feature low roofs, no attics. Inset: Alfol in typical wall installation.

## "Alfol gives the most effective job . . . in the least man-hours of installation!"



Pacing the Cincinnati market for better homes, Raeburn Construction Co. specializes in low-slung, modern designs — low roofed and atticless. Quality built throughout, Raeburn homes are insulated with Borg-Warner's Alfol Reflective Insulation.

"For the type of homes we build," writes owner Stuart L. Faber, "we wanted the best in winter insulation, along with a super-efficient summer insulation that cools quickly in the evening, won't give off heat all night. Reflective insulation was the only logical choice."

### Efficiency the prime factor

"And in 10 years experience with various reflective makes, we have found that Alfol gives the neatest, most effective job . . . in the least man-hours of installation!"

Naturally, Mr. Faber also welcomes the initial savings provided by Alfol, and the handling ease made possible by its remarkable compactness. But the primary factor was efficiency: "Our Alfol choice has already been justified," writes Mr. Faber, "by the comments of our new owners."

Patented, the Alfol blanket consists

of multiple aluminum foil sheets that space themselves automatically on application, reflect 95% of all radiant heat. A tough duplex and kraft backing is built in to offer full application support, provide a positive vapor barrier.

Clean and non-irritating, Alfol takes the "itch" out of insulation. And its unique compactness (500 sq. ft. to the roll) minimizes handling and storage expense. That's why Alfol usually costs less. Your dollar buys less labor, less "overhead" . . . more and better insulation.



Send today for free copy of new **ALFOL DATA BOOK** which tells all about this growing favorite in insulation. Learn how Alfol adds a plus value to your homes . . . saves money too! No obligation.



# ALFOL

ALUMINUM FOIL INSULATION



## REFLECTAL CORPORATION

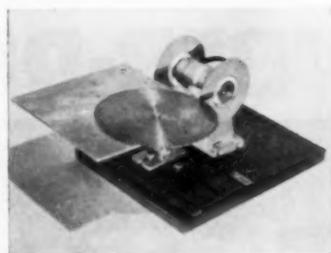
A subsidiary of Borg-Warner Corp.  
310 South Michigan Ave., Dept. A-12  
Chicago 4, Ill.

INSERROLL  
ROOF DECK

KOOLSHADE  
SUNSCREEN

## AMERICAN BUILDER NEW PRODUCTS

### TOOLS



### New machine sharpens circular saw blades

A new saw sharpening machine for circular blades ranging from 1-inch up to and including 2-inch diameters is now available. The complete Treyco Model SP-160 Sharpener includes grinding stand with oil-less bronze bearings, two 6-inch grinding wheels, V-belt, adjustable mounting base, 1/2 HP motor and instruction manual. Can be used either on-the-job or in shop. Price: \$64.95, complete with motor. Treyco Products, Attn. Albert F. Lotz, Sr., Dept. AB, 149 Longmeadow Rd., Buffalo 23, N.Y.

Circle No. 6034 on reply card, p. 190



### Muller adds to line of power trowels

Two new sizes of power trowels, a 24"- and a 44"-diameter machine have been added to the Muller line. Together with 29" and 34" models, all feature stationary guard rings for easy finishing along baseboards, positive declutching mechanism to start engine before throwing blades into action, accessible controls mounted at top of handle. Power trowels range in price from \$225 to \$480 retail, f.o.b., Metuchen, N.J. Information from Walter Muller, Dept. AB, Muller Machinery Co., P.O. Box 248, Metuchen, N.J.

Circle No. 6035 on reply card, p. 190

# Here's why



# specified again!

The two bathrooms in each of 500 Meadowbrook homes will all have Ingersoll Fixtures in color.

**ARCHITECTS:**

Melvin L. Wolfson, S. Guy Fishman

**PLUMBING CONTRACTOR:**

Loon Lake Plumbing

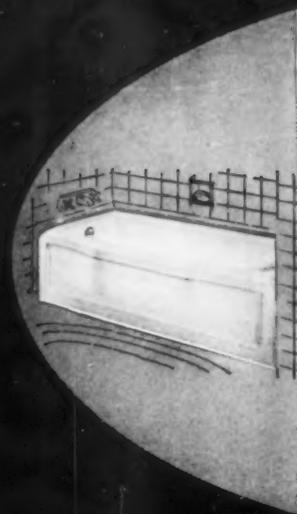
**WHOLESALE:**

Buck Plumbing and Heating

"We've built a reputation for delivering a lot of quality at a modest price. To continue in this, we constantly seek new sources that offer greater product value. The engineered economy and design of INGERSOLL Plumbing Fixtures fulfill our rigid requirements." Wilmer Wolfson, Builder, Meadowbrook Homes, Wheeling, Illinois.



## MODERN STEEL BATHTUBS DO THE JOB BETTER—CHEAPER



"Engineered-Economy" by

Borg-Warner means money in the bank to builders! Economy of material—economy of labor, coupled with the recognized B-W leadership in quality manufacturing, make INGERSOLL your best bet for building more bathroom value without raising your price.

Steel for lower transportation and handling . . . exact, die-formed dimensions for easier, lower cost installation . . . acid-resisting, stainproof porcelain for durability and easy maintenance . . . modern design and small premium for color . . . all bring easier, faster sales.

Write for complete information



INGERSOLL PRODUCTS DIVISION  
Borg-Warner Corporation  
1000 WEST 120TH ST., CHICAGO 43

# LEGION



**1st.** to manufacture die-stamped, one piece seamless drawn, stainless steel sinks

*Lifetime sinks for*  
Bathroom  
Kitchen  
Scullery  
Laboratory

Style  
SBL-206-R7  
21" x 24"

Style  
SDBL-2132  
21" x 32" Largest assortment of stainless steel sinks in the world

14 to 20 gauge round, oval and rectangular a complete line of standard and custom size sink and drainboard units available



For complete catalog write:

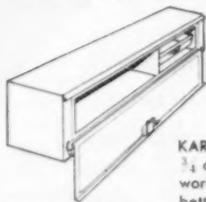
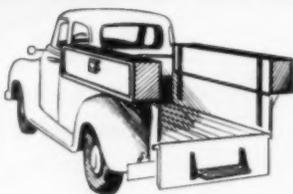
## LEGION STAINLESS SINK CORPORATION

21-07 — 40th Avenue, Long Island City 1, N. Y.

21 East Van Buren St., Chicago 5, Ill. • 420 Market St., San Francisco 11, Calif.

## Your PICK-UP truck will do double duty with KARYALL COMPARTMENTS

Increase profits by keeping truck bed clear to haul more payload. Cut your costs by keeping tools organized to avoid tool damage and loss.



KARYALL COMPARTMENTS convert any  $\frac{1}{2}$ ,  $\frac{3}{4}$  or 1 ton pick-up truck into a handy mobile workshop. KARYALL COMPARTMENTS are better built for less money. They are built in

78", 88", 96" sizes. Shipped complete with mounting brackets for easy installation. Model H-78 for  $\frac{1}{2}$  ton unit shipped prime painted and crated f.o.b. Cleveland, Ohio (including Federal Excise Tax) \$124.20 per pair. Other models price proportionately.

MAIL THIS COUPON TO DEPT. A FOR COMPLETE DETAILS

NAME .....

ADDRESS .....

CITY ..... ZONE ..... STATE .....

MY PICK-UP TRUCK IS A:

SIZE ..... MAKE .....

Telephone Atlantic 7-0470

8221 CLINTON ROAD CLEVELAND 9, OHIO



## The home with CEDARCO Closet lining SELLS QUICKER



The extra touch of CEDARCO cedar-lined closets turns lookers into buyers at small cost. Home buyers, on the alert for the right storage space, instantly recognize and want the luxury and protection of this genuine Tennessee Aromatic Red Cedar closet lining.

You can install CEDARCO easily and quickly over exposed wall studs, plaster or wallboard.

- tongue-and-grooved with matched ends for fast installation.
- guaranteed in writing against moth damage.
- machine spiral wrapped in cap sealed bundles for easy handling.
- nationally advertised in Living for Young Homemakers, House Beautiful, House & Garden.
- packaged in different lengths and widths for specific jobs.

At no obligation, write for

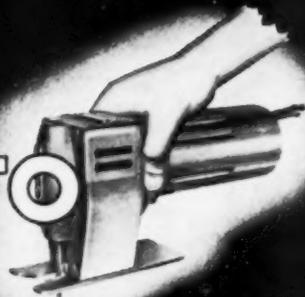
Free CEDARCO Planning Booklet and name of your nearest distributor. Wholesale only.

GILES & KENDALL COMPANY  
P.O. Box D Huntsville, Alabama



## NOTHING FINER IN ELECTRIC HAND SAWS

# LESTO



LESTO Quality Makes More Money for You

FASTER, CLEANER WORK

Write for Literature

VICTOR J. KRIEG, INC.

Exclusive Importer

611 Broadway, New York 12, N. Y.

GRamercy 7-5757

Sold and Serviced in Principal Cities Throughout U.S.A.



# Salem

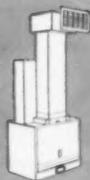
VENTILATING HOOD



By **TRADE-WIND**

This is the new Trade-Wind Ventilating Hood that has captured the hood market. The Salem is finished in rich antique copper to match the latest style in ranges and is made of Trade-Wind's exclusive Duometl, a laminated sheet of solid copper and steel for beauty and permanence. The hood is available in five standard lengths. It can be used with any of the 3 powerful Trade-Wind Ventilators illustrated below.

## MOST COMPLETE LINE OF HOODS AND VENTILATORS



**3501 - Ventilator.**  
550 CFM.  
2 inlets and filters. 4-speed switch.



**2501 - Ventilator.**  
425 CFM.  
Filter available. 4-speed switch.



**1501 - Ventilator.**  
300 CFM.  
Filter and 4-speed switch available.



**SALEM HOOD -**  
In antique copper to match latest range tops, 30", 36", 39", 42" and 48" lengths.



**EXPANSION HOOD -** Copper or stainless steel in 2 sizes which adjust from 30" to 42" and 42" to 54".



**STATIONARY HOOD -** Copper or stainless steel in 30", 36", 39", 42" and 48" lengths.



**FOLD-UNDER HOOD -** Stainless steel only. 39" and 42" lengths.

*Trade-Wind Motorfans, Inc.* 7755 PARAMOUNT BLVD., DEPT. AB, RIVERA, CALIF.



## WHY DIDN'T THEY GET WINDOWS WITH CALDWELL BALANCES?!

Seems like a shame doesn't it, to think that they're stuck with those windows when they could have had good ones with Caldwell Balances. As for initial cost, in most cases there's little difference—even the so-called "economy" units usually cost as much before it's all said and done. The quality window with Caldwell Sash Balances is always the best buy in the long run.

### THE CALDWELL GUARANTEE

All Caldwell Sash Balances are guaranteed to provide positive lifting power for the lifetime of the building. Backed by Caldwell's 68-year reputation for making quality products and standing behind them.

### CALDWELL SPIREX

For Residential Windows. The spiral balance that can be adjusted easily and quickly, after installation, for perfect balance. Operates smoothly and quietly.

### CALDWELL HELIX

For Commercial and Institutional Windows. The spiral balance specifically designed for heavy sash. Drastically cuts installation time with separate attaching arm and simple locking piece.

### CALDWELL TAPE BALANCES

For Residential, Commercial, and Institutional Windows. Widest range of types and sizes of tape balances made. All with high quality clock steel springs, high tensile tapes and heavy gauge housing.

For additional information or name of your Caldwell representative write to:  
**CALDWELL MANUFACTURING COMPANY**  
 68-C Commercial Street, Rochester 14, N. Y.

**CALDWELL**  
**SASH BALANCES**

ROCHESTER, N. Y. • JACKSON, MISS.

## AMERICAN BUILDER NEW PRODUCTS

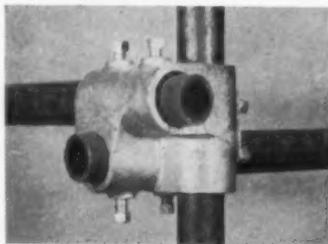
### BUILDING SPECIALTIES



### Plastic and wool weatherseal gives element protection

A new plastic-backed, woven wool pile weatherseal is marketed by Schlegel for use on prime and secondary windows of all types, and on all styles of doors or sliding panels. Stripping claimed to positively seal out wind and rain up to 80 miles an hour. Comes in U-shaped glass run channels; flat, special and plastic-backed shapes. Completely silent, self-adjusting, stick-proof; will not corrode or rot. Prices vary with 100 different shapes. Information from Schlegel Mfg. Co., Attn. Donald W. Karal, Dept. AB, 277 N. Goodman St., Rochester 7, N.Y.

Circle No. 6036 on reply card, p. 190

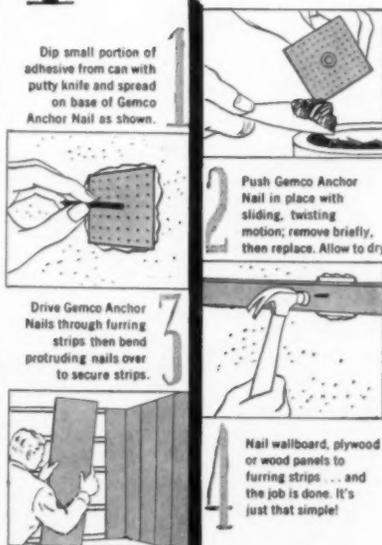


### Amidon fittings allow easy scaffolding assembly

Scaffold frames which can be easily assembled for a job, then dismantled and stored in a small space are offered now by Amidon Engineering Co. Of one-inch standard pipe, the frames will do the work required on any frame and take less time to erect than welded frames. Amidon joins frames at top and bottom with a 1 1/4" pipe sleeve, rest consists of two Amidon three-way fittings No. 4 and three pieces of one-inch pipe. No pipe thread or bolts required. Priced from \$7.50 to \$15. Information from H. C. Amidon, Dept. AB, Amidon Engineering Co., 369 Cleveland Rd., Elyria, Ohio.

Circle No. 6037 on reply card, p. 190

## SIMPLE STEPS for faster, lower cost finishing of concrete or masonry walls with wallboard or wood.



1 Dip small portion of adhesive from can with putty knife and spread on base of Gemco Anchor Nail as shown.

2 Push Gemco Anchor Nail in place with sliding, twisting motion; remove briefly, then replace. Allow to dry.

3 Drive Gemco Anchor Nails through furring strips then bend protruding nails over to secure strips.

4 Nail wallboard, plywood or wood panels to furring strips... and the job is done. It's just that simple!

## HERE IS ALL YOU NEED

Gemco Anchor Nails have ample strength to hold sidewall loads in place securely. Easy to install. Anchoring is sure, safe, permanent. Great time- and money-savers!



Tuff-Bond General Purpose Adhesive bonds the anchor nails securely to concrete or masonry; super-strength; waterproof. Also Tuff-Bond Quik-Set for fast bonding to smooth surfaces.

**GOODLOE E. MOORE, Incorporated,**  
 Danville 36, Illinois

Please send details and prices on Gemco Anchor Nails and Tuff-Bond Adhesives.

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

The "plus"  
home buyers want...

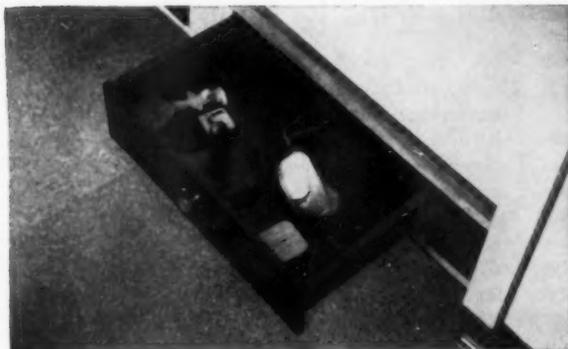
# More built-in storage space

Here's an important new way of putting more sales appeal into your houses . . . to satisfy the demand for more storage space . . . at a cost lower than you ever thought possible!

Ready-made, one-piece drawers molded of **BAKELITE** Brand Phenolic Plastic offer new storage unit possibilities for every room in your houses. Prospective home owners are quick to see the advantages. They'll delight in the ease of cleaning (they're glossy smooth . . . have rounded corners) and the smart black finish that fits into any decorative plan.

Costs are comparable to conventional drawers of quality construction. The drawers come completely finished with guides molded in . . . just drill a hole for the pull, slide into place! No fitting, no sanding, no painting.

See your building supply dealer today, or write Dept. PZ-5, for full information and list of suppliers.



Rugged molded phenolic drawers provide ideal storage space for the children's toys in his bedroom. Located where they're easy to use, too! Drawers manufactured by **Boonton Molding Company**, Boonton, N. J.

**BAKELITE COMPANY**  
A Division of Union Carbide and Carbon Corporation

**UCC**  
30 East 42nd Street, New York 17, N. Y.

The term **BAKELITE** and the Trefoil Symbol are registered trade-marks of **UCC**

Every housewife needs more space for out-of-season clothes . . . to store accessories. Here, ten drawers provide her with extra storage space. House designed by Sargent, Webster, Crenshaw & Folley, AIA, Watertown, N. Y.



**BAKELITE COMPANY**

Dept. PZ-5

A Division of Union Carbide and Carbon Corporation  
30 East 42nd Street, New York 17, N. Y.

Please send me information on variety of sizes of drawers molded of **BAKELITE** Brand Phenolic Plastics and names of manufacturers who can supply them.

NAME \_\_\_\_\_ TITLE \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

# Light for Living sells homes



## Home buyers from coast-to-coast are asking for Light Conditioning

Light for Living gives homes a *visible, low-cost* sales plus. It's a proven traffic-builder in model homes. Makes houses in any price range more desirable.

Light for Living has given lighting new importance in the mind of the consumer. It's a vital part of the Live Better Electrically program—advertised and promoted nationally. From coast to coast television and national magazines are selling the consumer on the importance of *planned* lighting. Showing him that Light for Living makes homes more comfortable, more attractive, more useful.

More and more prospective home buyers are shopping with Light for Living in mind—asking *for* it, asking *about* it. Here's a kit that will give you all

the information you need to put the extra sales value of light conditioning in the homes you build. Seven idea-packed booklets covering every phase of lighting indoors and out. How to make rooms seem larger with valance or wall lighting. How to dramatize decorative accents with downlights or spots. How to make porches or patios more useful, how to glamorize gardens with outdoor lighting. Give your homes the sales plus of light-conditioning. Send for the builders' package. Put Light for Living to work for you.

It will help you sell more houses faster—for greater profit.



with **LIGHT FOR LIVING**

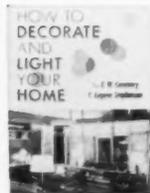
# faster — in any price range

Complete builder's package shows you how to put the visible sales features of Light for Living to work for you



**BUILDERS BOOK OF LIGHTING**—Facts and ideas to help builders use better lighting to add more sales value to both merchant and custom-built houses. Shows 10 basic plans for structural lighting in complete detail. Compares Light for Living costs with

cost of 39 other home sales features and shows effect of each on mortgage payments.



**HOW TO DECORATE AND LIGHT YOUR HOME**—Light for Living explained by lighting expert E.W. Commy and interior designer C. Eugene Stephenson. An indispensable guide in planning home lighting—decorating model homes.

Highly praised by experts and critics all over the country, this book sold for \$6.75 in the hard-covered edition.



**SEE YOUR HOME IN A NEW LIGHT**—The "how to" of Light for Living. A basic handbook on light-conditioning with tested recipes for every room. 31 information-packed pages with illustrations and diagrams show you how to select and place lamps for comfort and beauty.



**WALL LIGHTING GUIDE**

—The a b c's of wall lighting. Shows a variety of ways to give your homes a sales extra that is especially appealing to women. Specific detailed instructions

for installation of wall lighting. Beautifully illustrated with full-color photographs.



**LIGHTING FIXTURE GUIDE**

—Choose the right fixtures for best illumination—maximum customer appeal. Complete guide to fixture selection and placement, with lighting recipes and lighting fixture and wiring specification list.



**DIMMING SYSTEMS**

—A dimming system will put your home in the "House of Tomorrow" class—but it need not be expensive. Complete instructions

show you how to install and use dimming systems for lighting flexibility, dramatic effects.



**SELLING SENTENCES**

—A 12 page pocket size booklet of tested sentences to help real estate salesmen demonstrate the advantages of light conditioning most effectively. A useful check list of the plus features of the light-conditioned home.

*Progress Is Our Most Important Product*

**GENERAL  ELECTRIC**

CLIP THIS COUPON AND MAIL IT WITH \$1.00 TODAY

General Electric Company, Large Lamp Dept. AB-6  
Nela Park, Cleveland 12, Ohio

Please send me \_\_\_\_\_ Builders' Kits at \$1.00 each.

Name \_\_\_\_\_

Street \_\_\_\_\_

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

*The Real Mark of Quality...*

## A Follansbee Terne Roof!



Your buyers normally may not ask about the roof . . . but with Terne, the roof becomes a feature you can sell! For after all, a house is a shelter and the roof provides the shelter. And a Terne roof offers the selling qualities that mean so much to prospective buyers—it will last as long as the house stands, it is fireproof, weathertight, windproof and can be painted any color, anytime, to harmonize with the house exterior and the surroundings. Above all, Terne makes the best roof for air-conditioned homes. So try the roof that will help you sell your homes . . . a Follansbee Terne Roof!

### ... and a Terne Roof Will Sell Your Homes!

#### REFLECTIVITY

Painted white or a light color, Terne will reflect more of the sun's heat than any other roof.

#### LONG LIFE

Many installations of Terne have been in service for more than 100 years.

#### EXTRA BEAUTY

Terne can be installed in either standing, batten or horizontal seams—each a distinctive design of beauty.

#### SAFETY

Terne is fireproof, windproof and, when properly grounded, will protect your houses against lightning.

*Roofing and sheet metal contractors everywhere will install Follansbee Terne Roofs. See them or write.*

# FOLLANSBEE

## STEEL CORPORATION

FOLLANSBEE, WEST VIRGINIA

Cold Rolled Strip • Terne Roll Roofing • Polished Blue Sheets & Coils

Sales Offices in Principal Cities



AMERICAN BUILDER NEW PRODUCTS

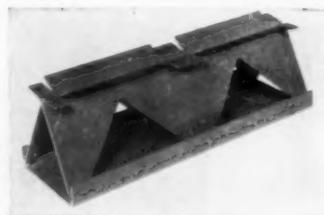
### BUILDING SPECIALTIES



#### Automatic home appraiser made of vinyl plastic

Dialmaster, an automatic home appraiser, is designed to appraise any property quickly, expertly and accurately, the manufacturer says. It is composed of three calibrated nested precision dials, made of indestructible vinyl plastic. The Dialmaster is lightweight (2 oz.) and is simple to operate. Complete instructions with appraising examples are printed on the back and the whole operation can be mastered in 20 minutes. Price, \$5.20. Dialmaster Co., Dept. AB, Architects Bldg., Suite 806 B, Los Angeles, Calif.

Circle No. 6038 on reply card, p. 190



#### Steel beam may be used over longer spans

A new type steel beam is designed for greater strength and said to be useable for longer spans without supporting center posts or columns than the conventional rolled "I" beams. Triangular in shape, beam is of high tensile strength steel. Has a series of evenly-placed saddles along its top edge to receive overlapping ends of floor joists. Beam also tends to tighten up joists as load of floor structure builds up. Price: \$3.00 per foot, f.o.b. New Castle, Pa. Joining devices: \$5.00 each from Youngstown. Available in 12 ft. sections. Triangle Beam Co., Attn. G. Johnson, Dept. AB, 25 Essex St., Youngstown, Ohio.

Circle No. 6039 on reply card, p. 190

"Our hunch paid off...helped us sell

200 *Luxury Homes*"

"We used the 'Suburban' as our first built-in," says William Lyon, "and we had excellent reception from our first 200 home purchasers in the Orange County area."



William Lyon, Vice President, Luxury Homes, Inc., Los Angeles, builders of 350 to 500 homes annually.

.....It had to be **Suburban**  
AMERICA'S FINEST BUILT-IN RANGE

Jack Rosenberg, Secretary-Treasurer of Luxury Homes, Inc., is just as enthusiastic. "We needed a built-in with plenty of eye appeal and lots of Wife-Saver features. That's why it had to be Suburban." 300 Luxury Homes are currently

being built in Garden Grove. 200 more are in the mill for Anaheim, California. All are in the \$11,000 to \$13,000 price range. The majority, according to Mr. Rosenberg, will have Suburban Built-In Ranges.

Jack Rosenberg, Secretary-Treasurer, Luxury Homes, Inc.



**Gas or Electric—  
Best Deal Yet For Builders!**

Whether your prospects prefer Electric or Gas, Suburban is the best deal for you.

- One size cabinet opening fits both gas and electric ovens
- Extra broiler with electric Suburbans
- Closed door broiling with gas Suburbans
- More than 100 cook-top combinations
- Quick, safe installation
- More than 40 Wife-Saver features in all!

**SEND FOR FULL DETAILS TODAY!**

Dept. AB66, Samuel Stamping & Enameling Co., Chattanooga, Tenn.  
At no obligation to me, please send complete information on

GAS  ELECTRIC  Suburban Built-In Ranges.

Name \_\_\_\_\_

Address \_\_\_\_\_

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



Freedom Homes, Newport Vista, Costa Mesa, Calif.

NEARLY 9300 MAN-HOURS SAVED  
IN BUILDING THESE 618 HOMES

## ....Thanks to Steel Windows

Want to reduce your building costs? Then take a tip from one of the nation's most successful builders of economy-priced homes. He's Herbert Kronish, president of Republic Construction Corp., since 1951 the builder of 6000 homes in Southern California, Nevada, Arizona, Idaho and Oregon. By using packaged steel-casement windows exclusively, Mr. Kronish estimates that he saves 15 man-hours per house—that's 9270 man-hours saved in the Costa Mesa tract alone!

Thanks to the ease of installation and low initial cost of steel windows, plus a host of other economies, Mr. Kronish's houses sell for astonishingly low prices—the 4-bedroom model for \$8995. As to whether the houses *move*, the 618 units at Costa Mesa were sold out in just two weeks.

Aside from economy, Mr. Kronish gives two other important *plus* values of steel windows: first, their clean lines blend harmoniously with contemporary architecture; and second, home buyers know that strong, durable steel windows require a minimum of upkeep.

Before you build, be sure to get all the facts on steel windows. Ask your local building supply dealer, or see Sweet's File 16b.

For many years, manufacturers of quality steel windows have used solid, hot-rolled sections of open-hearth steel produced by Bethlehem.



**PLENTY OF EYE APPEAL . . .** Big picture windows are a major sales feature of his houses, says Mr. Kronish. You'll find a wide range of steel windows available locally, including residential casements, ranch windows and window-wall units, as well as many types of industrial and commercial windows. They come factory-assembled, Bonderized and prime painted, with inside-outside trim, if desired.

**BETHLEHEM STEEL COMPANY**  
BETHLEHEM, PA.

*On the Pacific Coast Bethlehem products are sold by Bethlehem Pacific Coast Steel Corporation, Export Distributor: Bethlehem Steel Export Corporation*

**BUILD FASTER...SELL FASTER WITH**

# STEEL WINDOWS



Biggest Name In Lighting Fixtures...



adds 2 more product lines

for Building Extras that build extra profits

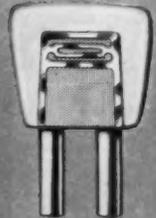
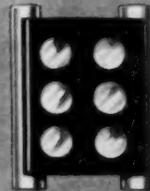
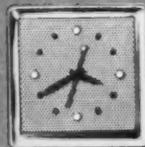
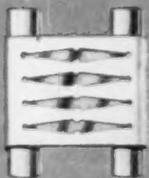


### Complete Selection of Ventilating Range Hoods

In introducing this new line of ventilating range hoods, Progress once more demonstrates unusual foresight in meeting growing demands for homemaking convenience. In removing kitchen fumes, regulating temperatures, these ventilating range hoods save on cleaning . . . bring added comfort to modern kitchens. Smartly designed by Progress to fit into any kitchen decor, they come in a choice of heat-resistant, fade-proof finishes; 4 sizes. Quality built, they're a sales-closing extra that means extra volume for *you!*

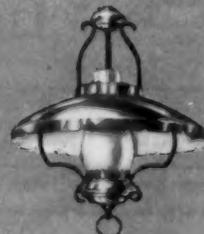
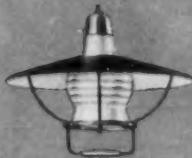
### Full Line of Beautiful Door Chimes

Now Progress brings you a complete line-up of true toned door chimes tuned to wonderful homemaker acceptance! Handsomely styled assortment includes everything from the traditional to today's modern . . . from recessed electric clock chimes to repeating recessed door chimes. 20 styles, every wanted finish in this value-packed line. Typical Progress quality at rock-bottom prices assures PLUS-VALUE with these beautiful door chimes!



### progress —the Top Line

highlighting more style, better engineering, more value in Indoor and Outdoor Fixtures!



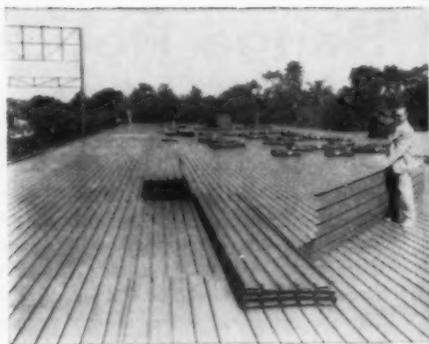
Progress Manufacturing Company

Philadelphia 34, Pa.



# — DRIVE-IT<sup>®</sup> —

## POWDER-ACTUATED TOOL Cuts Fastening Costs On Steel Decking Installation



J. S. Stephens and Sons, Tampa, Florida contractors, used DRIVE-IT tools to speed the installation of the steel decking used as the roof of the Dunedin Shopping Center. Mr. Stephens used two model 330 DRIVE-IT tools to drive over 4,000 drivepins to anchor the steel decking to the steel roof trusses. Installations of this type average about 75% savings over drilling and other outmoded fastening methods. If you fasten *anything* to concrete or steel—you can save with DRIVE-IT tools.



### DRIVE-IT 330

#### 25 CALIBER TOOL GIVES THESE ADVANTAGES

- **ONE POWER LOAD.** Only one strength power load needed—whether fastening into hard or soft concrete. No need to stock several strength loads.
- **INTERCHANGEABLE 1/8" and 3/8" BARRELS.** One tool drives wide range of fasteners.
- **LIGHTWEIGHT, EASY-HANDLING DRIVE-IT 330** weighs only 6 pounds, is 13 inches long. Compact. Simple trigger operation speeds work.
- **SAFE.** Large safety pad plus built-in mechanism guards against accidental discharge, must be depressed against work before trigger can be pressed.

#### SEND COUPON FOR INFORMATION AND DEMONSTRATION

**POWDER POWER TOOL CO.**  
5001 S. E. Johnson Creek Blvd.  
Portland 6, Oregon

Send literature on DRIVE-IT tools.  I want a free DRIVE-IT demonstration.

Name \_\_\_\_\_

Address \_\_\_\_\_

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

© Copyright 1956 by Powder Power Tool Co., Portland 6, Oregon

## AMERICAN BUILDER NEW PRODUCTS

### BUILDING SPECIALTIES

#### "Hydromat" asphalt liners will protect pools, ponds

A practical method of controlling erosion and water-seepage in swimming pools, ponds, irrigation ditches, reservoirs, etc., is offered by "Hydromat" asphalt liners. A flexible material with an asphalt and fibre core between two liners of asphalt saturated kraft. Hydromat is finished with an independent weather coating. Said to resist temperature change, soil chemicals, rodents and decay. Hydromat comes in sheets 4' wide and up to 15' long. Information and prices from T. R. Johnson, Dept. AB, W. R. Meadros Inc., 8 Kimball St., Elgin, Ill.

Circle No. 6040 on reply card, p. 190

#### Maze Stormguard nails can be painted in 40 colors

A variety of 85 sizes for all kinds of exterior uses on roofing, siding and trim available in Stormguard nails. Double-dipped in molten zinc, nails are highly resistant to stains, streaks and rust, come with plain, ring and screw shank. Selection of some 40 colors in which nails may be painted, with paint described as clinging to nail's checkered head despite pounding. Packed in 5 lb. cartons. Prices on request from Peter C. Loveland, Dept. AB, W. H. Maze Co., 300 Church Ave., Peru, Ill.

Circle No. 6041 on reply card, p. 190

#### Stains add brilliance to old or new walls

Samuel Cabot Inc. announces a new type of interior finish called "Northern Lights" which will produce different effects and varying brightness when viewed from different angles. Paints are described as either subduing or accenting the grain, depending on the procedure used. Available in silver, green, pink, blue and avocado from which many other shades may be mixed. For use on wood, wallboard, hardboard, and wallpaper. About \$10 per gallon. From Samuel Cabot Inc., Dept. AB, 141 Milk St., Boston 9, Mass.

Circle No. 6042 on reply card, p. 190

NEW PRODUCTS CONTINUE ON P. 249



Light, easy-to-handle, Olin Polyethylene makes a permanent moisture barrier when used in slab, full cellar or crawl space construction. Extra wide roll widths make the job that much easier.

## It costs you less to build better with Olin Polyethylene



Builders find Olin Polyethylene is of great assistance in sidewall construction . . . retards paint blistering, peeling, staining and helps keep out drafts.



Olin Polyethylene protects machines and materials even over long periods of bad weather. "See-through" quality makes equipment or supplies easy to find.



The work goes on at top efficiency even in bad weather when you close in with Olin Polyethylene.



OLIN MATHIESON CHEMICAL CORPORATION

Whether it's used as a moisture barrier, protective cover, curing blanket, or closing-in material, Olin Polyethylene will usually save you time, labor and do the job better.

Unaffected by most acids, alkalis, bacteria, mold and temperature changes, Olin Polyethylene is a permanent moisture, vapor and draft barrier. Discover for yourself how much better, faster and more economically you can build with Olin Polyethylene.

MEETS FHA  
MINIMUM  
PROPERTY  
REQUIREMENTS  
FED  
SPEC UUP-147  
PERTAINING  
TO MOISTURE  
VAPOR CONTROL

Olin Film Division, 655 Madison Avenue,  
New York 21, New York.

Write in for details!

OLIN FILM DIVISION  
655 MADISON AVENUE  
NEW YORK 21, NEW YORK

Please send me full information on Olin Polyethylene,  
and the name of my local dealer.

name \_\_\_\_\_ title \_\_\_\_\_

company \_\_\_\_\_

address \_\_\_\_\_





Kitchen Cabinets Courtesy NATIONAL KITCHENS

So you think you've seen

## BUILT-IN OVENS?



You've never before seen an oven with The Magic Door. Press a button—the door opens. Press another button—it closes, automatically, tightly sealed. Or use it manually, if you choose. Look inside, the interior is Satin

Chrome for easy cleaning and permanent brightness.

See the clever new sloped-front range control panel. All knobs are now in full view. No twisting, turning or bending to use the surface units.

Now, for more wonderful details that set NATIONAL BUILT-INS way ahead of the field: Vented opening sloped downward to prevent discoloring cabinets and to provide uniform heat within. Easy to use front-to-back

rotisserie in marvelous rotisserie holder. New Johns-Manville solid vat-type insulation. Thickest door on the market to prevent warpage and to withstand accidental abuse. And lots more that you can read about in our brand new colorful brochure.

NATIONAL BUILT-INS are available in Satin Chrome or Antique Copper. It's the line that will make the kitchen by far the most exciting room in the house, because it will soon be the most talked-about built-in ever created.

Four models in gas or electric give you a wide choice for any home, no matter what the price range.

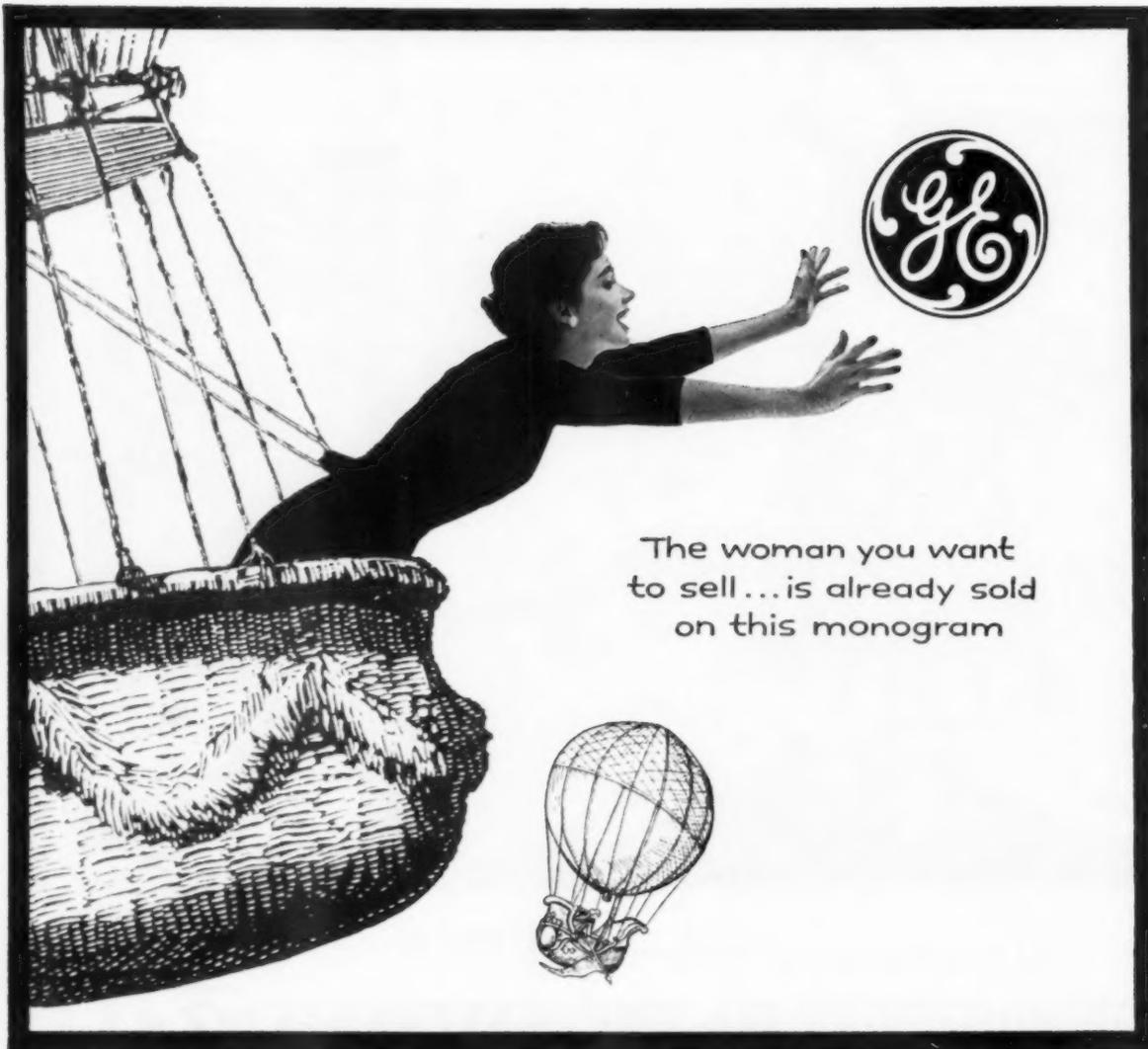
Write for complete color brochure with specifications.

# National Stove

151 Avenue A, Bayonne, New Jersey • HEmlock 6-8200

For Kitchen Cabinets, write NATIONAL KITCHENS • For Bathroom Vanities, write NATIONAL VANITY • Bayonne, N. J.

MANUFACTURERS REPRESENTATIVES: SOME SELECT TERRITORIES STILL OPEN. WRITE.



The woman you want  
to sell... is already sold  
on this monogram

## sales rise with **the big plus** that only G-E home heating and cooling gives you

And with General Electric Heating and Cooling units in your houses you've got an engineered team going to bat for you winter and summer. Air-cooled or water-cooled, these units go together for the best one-two combination since Ruth and Gehrig. Put them behind the world-famous G-E monogram on your site signs and in your ads and you have the big plus that can lift your sales up to the clouds.

Your customers will see at a glance that you're

offering more for the money—most advanced heating and cooling units and year 'round comfort topped by General Electric's convincing warranty. So call your G-E dealer today. He's listed in the classified phone book. He's ready to talk costs, savings and profits with you.

HOME HEATING AND COOLING DEPT., BLOOMFIELD, N. J.

*Progress Is Our Most Important Product*

**GENERAL  ELECTRIC**

**BUILDING SPECIALTIES**



**New water softeners**

F. E. Myers presents a new line of water softeners in semi-automatic (shown), manual and economy models, each available in three sizes. Semi-automatic and manual units have automatic backwash and rinse flow control valves. All models have corrosion-resistant tank, white baked enamel outside finish, valve positions for regeneration on permanent metal tag on tank. Softeners list from \$129.50 to \$305. Information from C. E. Lutz, Dept. AB, F. E. Myers and Bro. Co., 249 Orange St., Ashland Ohio.

Circle No. 6043 on reply card, p. 190



**Plug-In-Strip also handles branch circuit conductors**

New line of Plug-In-Strip, equipped with an integral raceway to handle branch circuit conductors as well as provide electrical outlets, announced by National Electric Products Corp. Available in both CF-4 standard receptacle and CF-4G with grounding outlet, product allows extra channel for additional wiring needs. Will serve primarily commercial and industrial applications with heavier loads, adaptable particularly for air-conditioning unit installations. Also for residential applications. Cost approximately \$1.00 per foot. Inquiries to National Electric Products Corp., Attn. W. F. Minnick, Jr., Dept. AB, Two Gateway Center, Pittsburgh 22, Pa.

Circle No. 6044 on reply card, p. 190



**...is particular about the windows!**

The window women want ... graceful design  
and silent finger-tip action ... tarnish-proof  
anodized finish ... easy lift-out cleaning ...  
double weather sealing ... twin self-latching locks!

Tops among builders, too ... for its  
time-saving 1-man installation, nail-on fin trim,  
and built-in grounds for plaster and  
stucco/siding! Built for builders by builders.\*



\*8 key officials  
are licensed  
building contractors

**by HORIZON**  
World's largest producer of sliding glass doors  
GLENDALE 1, CALIFORNIA

Available in 95 sizes  
from 2' x 2' to 12' x 6'.  
Full aluminum screens and  
storm sash available.

Copyright 1956  
Horizon Window Company, Inc.

HORIZON WINDOW COMPANY, INC., P.O. Box ABW6  
Glendale 1, Calif.

Send complete Rolls information, I am a: Builder  Architect   
Dealer  Distributor

Name \_\_\_\_\_

Address \_\_\_\_\_

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

# EXTRA

# SPECIAL

# APPEAL



## Peerless air conditioning and heating

Peerless air conditioning and heating—is built on the firm conviction that quality . . . real-for-sure, unmistakable quality . . . has a sales appeal nothing else can match.

Into every Peerless unit goes that kind of quality, developed with the sure touch that only more than half-a-century of manufacturing experience can give.

For **Air Conditioning** consider . . . the "Clima-Twin-Aire," a waterless system with remote condenser for ease of installation—the "Clima-Twins," matching gas or oil-fired heating and cooling for year 'round comfort.

For **Heating** consider . . . gas or oil-fired "Versat-All" for basement or utility room—new, beautiful gravity models—space-saving "horizontals."



Gas or Oil-Fired  
Winter Conditioners

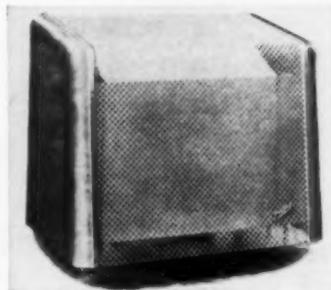
"Clima-Twin-Aire"  
Air-Cooled Remote  
Air Conditioners

## THE PEERLESS

CORPORATION  
FURNACES  
AIR CONDITIONERS  
FURNACE FITTINGS  
1853 LUDLOW AVENUE  
INDIANAPOLIS 7, INDIANA

AMERICAN BUILDER NEW PRODUCTS

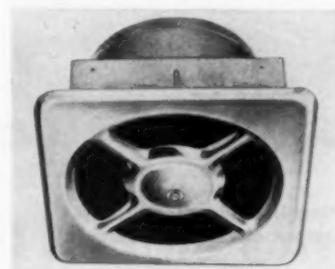
### HEATING, VENTILATING AND AIR CONDITIONING



#### Economical warmth with an oil-burning "Even-Heater"

Radiant warmth is circulated from room to room by this oil-burning "Even-Heater," says maker Kresky Mfg. Co. Model SH-62 with a 61,150-BTU output, features automatic thermostat controls, snorkel-type down-flow forced air circulation intake and blower fan, retort-type forced draft cast iron oil burner, floor level forced air diffuser outlet. Only 22"x34 $\frac{1}{4}$ "x32" high, finished in neutral gray baked enamel. About \$225. From Kresky Mfg. Co., Attn. R. W. Ray, Dept. AB, Second and H Sts., Petaluma, Calif.

Circle No. 6045 on reply card, p. 190



#### Ceiling fan especially made for home convenience

Simpson Co. has designed a new ceiling fan. Model 98, with an 8-inch velocity unit, specifically for home use. Made to adapt easily to conventional or exposed beam interiors, fan has a special mounting bracket which adjusts to fit ceilings of any thickness. Anodized aluminum grill with flanges for installation over round or square rough openings. Grill fits snugly against ceiling; "snap-in" motor mounts permit removal of fan motor and blade. Lists at \$19.80. Simpson Co. Attn. R. Clarkson, Dept. AB, 1060 E. 11th St., Oakland, Calif.

Circle No. 6046 on reply card, p. 190

# The "Key to Better Living"



1144  
sq. ft. of  
living  
space



C-823-G



C-822-G



C-824-G



C-820-G



C-821-G

This one floor plan is available in 6 exciting exteriors featuring optional fireplace and front porch

... opens new profit possibilities for builders of **Inland homes**

Inland Homes are of conventional type construction and appearance. There are 12 basic floor plans and 72 exterior designs.

- The Inland package offers more than you'll find in any other pre-fab package.
- An Inland Home can be erected in less time and at lower cost. You can offer a higher quality home than your competition.
- Floor plans which give a new dimension to living—beautiful exteriors and unusual roof designs—make Inland Homes easier to finance. Their quality is readily apparent to both buyer and mortgage men.

We have a story that tells you how easy it is to get started—it's one you can't afford to overlook. We suggest you visit us and see for yourself why an Inland Home dealership is the most valuable one you could have. Write us on your letterhead for appointment — or better still, phone 3880, Piqua, Ohio.



C-825-G

**Inland Homes** CORPORATION

501 SO. COLLEGE ST. PIQUA, OHIO PHONE 3880 P.O. BOX 915



# HETTINGER'S SNAP-TITE

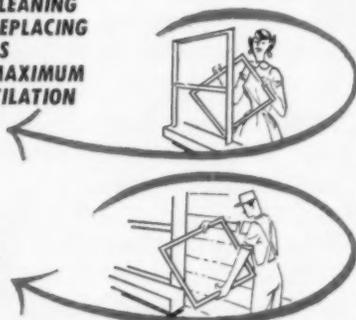
## HOTTEST News in Removable Windows!

- A "TAKE-OUT" Window at Standard Window Prices?..... **YES!**  
 Using Stock Frames and Sash?..... **YES!**  
 With Sash Balances and Efficient Weatherstrip?..... **YES!**

### IT'S HETTINGER'S *SNAP-TITE* REMOVABLE WINDOW UNIT WITH SILENT GLIDE SASH BALANCES

Now Your Customers Can Remove Windows

- for PLASTERING
- for PAINTING
- for CLEANING
- for REPLACING GLASS
- for MAXIMUM VENTILATION



Window sash equipped with SNAP-TITE can be taken out or put in at any place. Balances engage automatically. SNAP-TITE can be used with standard frames and sash with only minor changes. The snap-in feature and complete factory assembled parts are designed for fast set up time.

**YOU CAN RELY ON *SNAP-TITE***  
 Write Today for Details

## SNAP-TITE

made by the Manufacturers of  
**HETTINGER'S FAMOUS TRIPLE SEAL  
 SASH BALANCES & WEATHERSTRIP**

**The Weatherproof Products Corp.**  
 P. O. BOX 8498, KANSAS CITY 14, MO.

MODEL  
200 DTM

**big capacity,  
 all around utility...  
 with less  
 equipment  
 investment**

MOUNTS ON ANY 1½ TON  
OR LARGER TRUCK



**here's the  
 easy-to-operate  
 hydraulic  
 workhorse**

## HOPTO

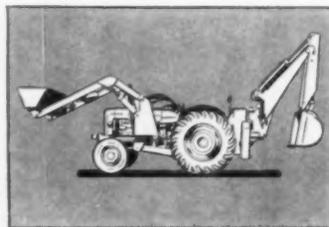
DIGGER • SHOVEL • CRANE

Mount the quarter-yard hydraulically operated HOPTO on any one and a half ton or larger truck! Give a good, non-skilled worker a couple of hours to familiarize himself with the four simple hydraulic controls. Then turn HOPTO loose on your toughest job. You'll be profitably amazed at the amount of work done by this fast-cycling, 200° swing unit! Hydraulic outriggers quickly stabilize HOPTO with a firm operating base. Heavy-duty HOPTO bites into blacktop, roots and other pick and shovel obstructions keeps schedules rolling!

### DOES THE WORK OF 16 MEN ON 101 JOBS!

HOPTO digs 11' deep, loads in highest truck. Special dipper stick extension tilts bucket thru 180° . digs straight-sided, square-cornered holes! Here's the hired man that never gets tired or fired! HOPTO is the low-cost, heavy-duty unit you can mount on a truck already 'written off' and have a mobile shovel, crane . at lowest equipment investment!

A wide variety of backhoes and shovel buckets adapts HOPTO to your exact requirements!



### CHOICE OF MODELS

HOPTO is available in two additional models for truck mounting. Units for wheel or track-type tractor mounting as well as complete wheel and track-mounted units, a power take-off and a self-powered trailer model. Available with 24 G.P.M. or 36 G.P.M. hydraulic system.

Write for complete information  
 and name of nearest dealer



**BADGER MACHINE CO.**

WINONA, MINNESOTA • DEPT. 23



## You can't job-build hardwood kitchens like these no more

Labor costs being what they are, it's downright uneconomical to keep your carpenters tied-up job-building cabinets . . . especially since I-XL hardwood cabinets incorporate every home-selling custom feature your customers want . . . and at a hefty saving to you. I-XL offers over 200 size and style cabinets, in any of 3 exclusive finishes. You can offer

prospects convenience-features to suit their exact wants and be money ahead on the deal.

There's an I-XL dealer or distributor in your neighborhood that will bend over backward to help you plan your kitchen and make delivery to fit *your* schedule. Send the coupon for the full story — it's a sound dollars and sense proposition.

Action begins with this coupon

# i-XL

**HARDWOOD KITCHENS**

**I-XL FURNITURE COMPANY  
FACTORY AT GOSHEN, INDIANA**

General Sales Office: 67 W. Division St., Chicago 10, Ill.

Nationally advertised in all influential building and modernizing magazines.

**I-XL FURNITURE COMPANY**

General Sales Office: Dept. 1-F  
67 West Division St., Chicago 10, Ill.

Gentlemen:

I enclose 25¢ for the big I-XL kitchen book. Also, send me the name of my local dealer or stocking distributor.

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

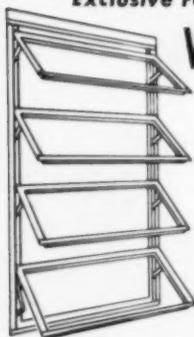
ZONE \_\_\_\_\_ STATE \_\_\_\_\_

Ask us for  
more facts about

# WINDOWS by VENTO

(STEEL OR ALUMINUM)

Exclusive Features in



## VENTO Aluminum Awning Windows

**AUTOMATIC LOCKING**... No gadgets to turn, no gimmicks to operate, nothing to get out of order.

**WEATHER TIGHT**... VENTO alone keeps metal to metal contact plus metal to weatherstrip.

**UNLIMITED ADJUSTMENT**... Unique in ability to be quickly returned to proper adjustment.

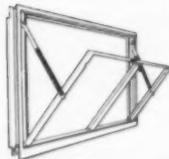
**POWER PLUS OPERATOR**... Screw — not worm geared — operator working in self-lubricating nylon journals.

**EFFORTLESS OPERATION**... Nylon roller blocks at all friction points permit finger tip operation.



## VENTO Steel Casement Windows

All casements drilled and tapped to receive storm sash and screens, operator arm guide channels attached with screws for easy removal and replacement, if necessary; ventilator frames constructed from the same heavy sections as the outside frame to provide greater rigidity and stronger ventilators.



## VENTO Bonderized "Champion" Steel Basement Windows

Effortless operation gives any of three ventilation openings, or sash removal. Sturdy 14 gauge jamb fins for easy installation in block or poured concrete walls. An improved cam latch and slotted opening allow greater tolerance, insuring positive operation and latching under all conditions. Basement sash also made in Thrifty style in three standard sizes and in special sizes. Both Champion and Thrifty styles available in putty or puttyless glazing. For poured basement walls, window forms available for both Champion and Thrifty styles to suit individual specifications.



AMERICAN BUILDER NEW PRODUCTS

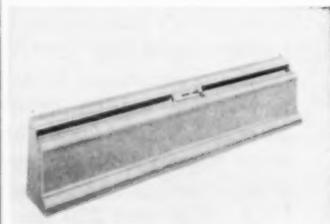
HEATING, VENTILATING  
AND AIR CONDITIONING



Five-ton air conditioner  
can be easily installed

General Air Conditioning now offers a five-ton unit in its line. Designed to completely cool the average home or equivalent commercial area, the five-ton unit, Model RO-525-A, with a 5 h.p. motor, will deliver five tons of cooling for areas up to 3,500 sq. ft. Compact and flexible, unit is simple to install, may be added to or installed with any forced air heating system. Available with window kit. List price: \$1849; prefabricated duct work for direct outside installation: \$150. General Air Conditioning Corp., Attn. W. H. Laband, Dept. AB, 4542 E. Dunham St., Los Angeles 23, Calif.

Circle No. 6047 on reply card, p. 190



Warm air baseboard diffuser  
available in new model

Kritzer has announced a new model of its warm air baseboard diffuser, available in 2 ft. and 4 ft. lengths with or without damper. Operated by a simple lever action control, damper performs dual function of balancing and 100% shut-off blade. For additional lengths, knock-outs in the ends provide for easy extension. All of 20 gauge, die formed sheets. Information from L. D. Mandel, Dept. AB, Kritzer Radiant Coils, 2901 Lawrence Ave., Chicago, Ill.

Circle No. 6048 on reply card, p. 190

**VENTO**  
**STEEL PRODUCTS**  
**CO., INC.**

247 COLORADO STREET  
BUFFALO 15, N. Y.

Please send further information on  
Vento Windows as checked.

- AWNING TYPE ALUMINUM  STEEL BASEMENT  
 INDUSTRIAL AND COMMERCIAL  FORMED STEEL LINTELS  
 STEEL CASEMENT  UTILITY

ARE YOU A  BUILDER  DEALER  ARCHITECT

Name .....

Street .....

City and State .....

# SLIDING DOOR HARDWARE NEWS!



## NEW HAR-VEY HARDWARE

**cuts your costs and your handling**

... yet it's **GUARANTEED** to be the smoothest, quietest you ever used!

Now **one** packaged set fits both

**3/4" doors and 1 3/8" doors**



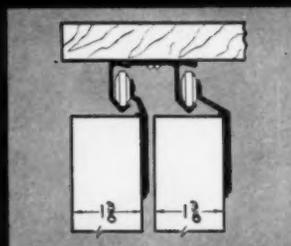
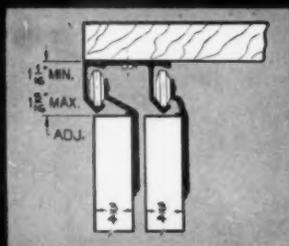
New Challenger 707 Series

### LIST PRICES

Freight prepaid on orders of \$25 or more net

- |                             |                 |
|-----------------------------|-----------------|
| C-707-4 for two 2'-0" doors | <b>4.87</b> Set |
| C-707-5 for two 2'-6" doors | <b>5.56</b> Set |
| C-707-6 for two 3'-0" doors | <b>6.25</b> Set |
| C-707-8 for two 4'-0" doors | <b>8.32</b> Set |

—includes 4 hangers, aluminum track, nylon door guide and 2 flush pulls



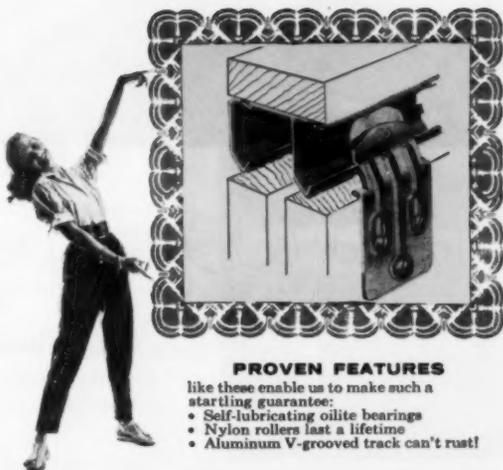
The simple reversing of Hangers between outer and inner doors shown above permits *one* set to accommodate *either* size doors.

NOW you can give homeowners the *same famous Har-Vey quality* at a new low cost—and you cut your own cost and handling by using just one packaged set for both  $\frac{3}{4}$ " and  $1\frac{3}{8}$ " door requirements!

### GUARANTEED SMOOTH OPERATION

—*proved by your own comparison test!* You can't lose. Just install Har-Vey in your next home, and see for yourself how smoothly and quietly it works. If the Har-Vey Hardware in your test home is not the smoothest, quietest sliding door hardware you've used in that price range—you get *double* your money back!

Low-cost Har-Vey Hardware *saves you installation time, too.* Ask your dealer, or write us for complete details. Department O-6.



### PROVEN FEATURES

- like these enable us to make such a startling guarantee:
- Self-lubricating oilite bearings
  - Nylon rollers last a lifetime
  - Aluminum V-grooved track can't rust!



## AMERICAN SCREEN PRODUCTS COMPANY

HOME OFFICE: 807 Northwest 20th Street, Miami, Florida

Midwestern Division: 505 W. Harrison, Plymouth, Indiana  
Southwestern Division: 8416 Lofland Drive, Houston, Texas

Western Division: No. Temple City Blvd., El Monte, California  
Eastern Division: 1001 Roosevelt Ave., Carteret, New Jersey



HAROLD A. ETLING, Board Chairman Weather-Seal, Inc.,  
makers of ComforTrol® Storm-Screen Windows, Barberton, Ohio

*Harold A. Etling proves a point* - "It's the only material  
having dimensional stability and flexibility.

That's why it's adaptable to any kind of unit."

## **CHICOPEE FIBERGLAS\* SCREENING**

Chicopee Mills, Inc., Lumite Division, 47 Worth Street, New York 13, N.Y.

†T.M. W-S Inc.  
\*T.M.O.C.F. Corp.



## Use the magic of LUXTROL Light Control to **help sell your homes!**

Install a LUXTROL Light Control in one of your model homes... and **see what happens.**

Just watch the expressions of delight on faces of prospects as you turn the LUXTROL dial. As you vary the lighting from dark to bright. From bright to dark.

Listen to the "Ohs" and "Ahs" as a room comes to life with different gradations of light. Demonstrate to your prospects how easy it is to dial **any** level of light. The **perfect** level of light for any occasion, activity, or mood. For dining... reading... for TV... for the nursery.

You'll see the **kind of enthusiasm that**

**helps a lot in selling homes.**

Yes, you'll find LUXTROL Light Control well worth its cost. It is a soundly engineered, precision-made autotransformer... **not a rheostat.** Installation is simple. LUXTROL gives cool, silent, efficient operation.

Double protection! Both fuse and thermal-overload protection are provided. Approved by Underwriters' Laboratories. LUXTROL controls incandescent, fluorescent or cold-cathode lighting.

Your local distributor will **gladly give you a demonstration.** Send the coupon for his name and complete information.



new  
**LUXTROL**  
Light Control

A product of The Superior Electric Company



**The Superior Electric Company**  
3066 Demers Ave., Dept. H P B  
Bristol, Connecticut

Please send me full design data on new LUXTROL Light Control... and the name of my LUXTROL distributor.

Name \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

# NEW-Dodge offers you a complete line of tandem-axle models



## **New Dodge bogie unit guarantees you maximum payload capacities!**

Now you can get Dodge dependability and low operating costs in a complete line of rugged, all-new six-wheelers.

**Capacity ratings** range from 25,000 to 46,000 G. V. W., rear-axle capacities from 22,000 to 38,000 lbs.

**High-power V-8 engines**—from 201 to 220 hp.—give you more than enough power to haul the heaviest loads easily, speedily, safely.

**"Walking-beam" bogie** keeps all eight rear tires in contact with ground at all times, minimizes bounce, increases tire mileage.

**See these new V-8 Dodge tandems.** Check them out against any other make and discover why they top the industry.

**GET YOUR  
DODGE DEALER'S  
DEAL BEFORE  
YOU DECIDE**

**DODGE** Job-Rated **TRUCKS**  
WITH THE FORWARD LOOK 

**AMERICAN BUILDER NEW PRODUCTS**

**HEATING, VENTILATING AND AIR CONDITIONING**



**Universal damper engineered for unusual fireplaces**

Bennett-Ireland has introduced a new universal damper for multi-sided and unusual fireplaces. Designed to meet problems of draft and masonry construction created by new projecting corner fireplaces, three-sided types, etc. Damper permits low-cost construction and assures strong, smoke-free draft. Available in six sizes; allows a flue tile size which may be varied in proportion to size and area of fireplace opening. List price: \$32.95 to \$63.25. Information from Bennett-Ireland Inc., Attn. Edward J. Leahy, Dept. AB, 23 Exchange St., Norwich N.Y.

Circle No. 6049 on reply card, p. 190

**Attic air flow increased by cornice ventilators**

An attic "breather" to help keep homes cooler in summer, warmer in winter, called Damp Vent Cornice Ventilator. Units are of sturdy cast aluminum with radial head which gives neat appearance when installed. Placed by simply drilling 2-inch hole and pressing in the unit. Tapered body gives a tight pressure fit. DVC ventilator equally distributes air circulation in attic space. Reduction of moist air also eliminates heat loss. Ventilators recommended to be equally spaced every two feet in cornices. List price: \$4.45 each. Damp Vent Co., Attn. M. S. Field, Dept. AB, Post Office Box 203, Bettendorf, Iowa.

Circle No. 6050 on reply card, p. 190

Next month, American Builder's big Remodeling Issue will include many new products designed to help you in your remodeling operations . . .

**How to Use Scaffold Brackets**

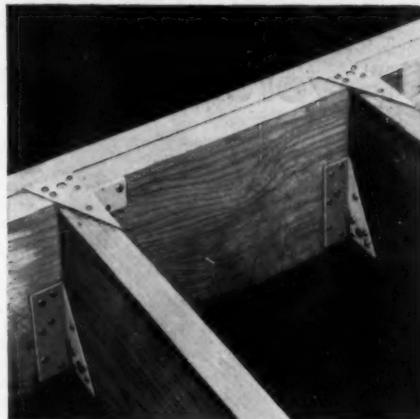


TO INSTALL window framing and siding on this home in Shaker Heights, Ohio, William F. Monroe, builder, uses safe, easy to install "Trouble Saver" Scaffold Brackets. These brackets are usually set in rows at levels of about 6 ft. Bearing on the house at three different points, each "Trouble Saver" Bracket provides maximum stability, permitting men to work faster in greater safety. Although made of strong rail steel, they are easily handled and can be installed in far less time than it takes to build a makeshift wooden scaffold. "Trouble Saver" Scaffold Brackets are available in 3 and 3½ ft. lengths for nail, studding or bolt attachment. Any one type can be converted to any other with "Trouble Saver" Bracket Attachments. THE STEEL SCAFFOLDING COMPANY, 856 HUMBOLDT ST., BROOKLYN 22, NEW YORK, TELEPHONE: EVERGREEN 3-5510. Dept. AB

the most versatile,  
practical and economical **JOIST HANGER**  
ever developed —

TECO  
**Trip-L-Grip**  
FRAMING  
ANCHORS

Add strength and rigidity. Eliminate heavy strap hangers, notching and shimming.



One size fits joists from 2"x4" to 2"x12"

TIMBER ENGINEERING COMPANY  
1319 18th Street, N. W., Washington, 6 D. C.

AB-564

Please send FREE booklet, "Aids for Better Homes and Other Wood Construction," showing details on how and where to use Teco Trip-L-Grip Framing Anchors for stranger wood framing.

Name.....  
Firm.....  
Street.....  
City, Zone, State.....

# 50-50 PUSHOVER ALLITH GARAGE DOOR HARDWARE

USE YOUR OWN OR  
ANY STANDARD DOOR

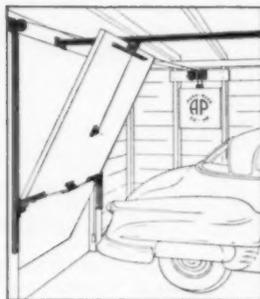
NO MAINTENANCE COSTS

SIMPLIFIED INSTALLATION

ADAPTABLE FOR ANY  
TYPE GARAGE

ALLITH hardware works with equal efficiency on either custom or mill-made doors. All working parts simple and sturdy—no springs to stretch or loosen. All hardware parts inside and protected from weather.

Unit shipped complete to the last screw. Quickly and easily installed. Standard set fits any opening up to 9' wide x 7'6" high when doors do not exceed 275 lbs. Other sets available for openings up to 10' wide x 10' high. Write for details.

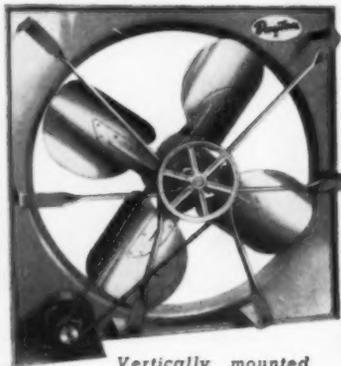


MANUFACTURED BY  
**ALLITH**  
PROUTY, INC.

DANVILLE,  
ILLINOIS

## Dayton Attic Fans

### Favored by Builders & Users



Vertically mounted type. Also made in horizontal type for ranch-type homes.

DAYTON gives you the simple, basic high-volume attic ventilating fan that can be easily adapted to any installation in new or existing attics or commercial buildings—at low cost to you.

Every Dayton Attic Fan is built to outlast the building it cools and ventilates. Made in vertical and horizontally mounted types. Panels are formed from heavy gauge steel and have extra-sturdy bearing support. Quiet, rigid steel fan blades are belt-driven. Trouble-free bearings. Powered by 1725 or 1725/1140 RPM motors to deliver from 6,020 to 18,900 CFM. Appropriate automatic Dayton shutters also available.



Your building supply dealer will furnish Dayton Attic Fans and accessories for installing them; also all fans listed in our 1956 Fan Catalog—Please ask your dealer for a copy.

### DAYTON ELECTRIC MFG. CO.

SALES OFFICE: 116 S. OAKLEY BLVD., CHICAGO 12

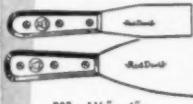
MANUFACTURERS of Dayton Fans and Blowers—Dayton Electric Motors—Teel Pumps and Water Systems—Speedaire Air Compressors



**Red Devil**  
PAINTERS' AND GLAZIERS'  
QUALITY CUTLERY



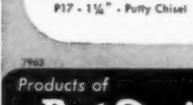
P1 - 1 1/4" - 4"



P23 - 1 1/4" - 4"



P2 - 2 1/2" - 4"



P17 - 1 1/2" - Putty Chisel

**P1 SERIES**  
Putty Knives and Wall Scrapers—Cocobola handles—Choice of stiff or flexible blade.

**P23 SERIES**  
Putty Knives and Wall Scrapers—Pull tang blade—Tentle handle.

**P2 SERIES**  
Wall Scrapers—Oversize handles—Highest quality obtainable.

The most complete line of painters' and glaziers' cutlery.



Products of  
**Red Devil Tools.**  
Irvington 11, N. J., U.S.A.

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You can estimate building construction costs quickly and accurately, and bid on profitable commercial and industrial jobs without worry about "What did I leave out?" or "Am I bidding too high, or worse yet, too low?". Become a successful building contractor by devoting some spare time to the study of our estimating course.

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We teach you to read plans, list and figure the cost of materials, estimate the costs of labor, and the other things that you need to know to bid on construction work with confidence. The labor cost data that we supply is not vague and theoretical—it is specific, complete, and accurate—it gives you the actual cost of labor required to do work in your locality at today's wage scales. We teach you to prepare estimates complete in every detail.

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Best of all you don't need to pay us one cent unless you decide that our course is what you need and want. We will send you plans, specifications, estimate sheets, cost data, and complete instructions for ten days study, so that you can see for yourself what this course can do for you. Mail the coupon today—we will do the rest.

#### CONSTRUCTION COST INSTITUTE

Dept. A656—Box 8788  
University Station—Denver 10, Colorado

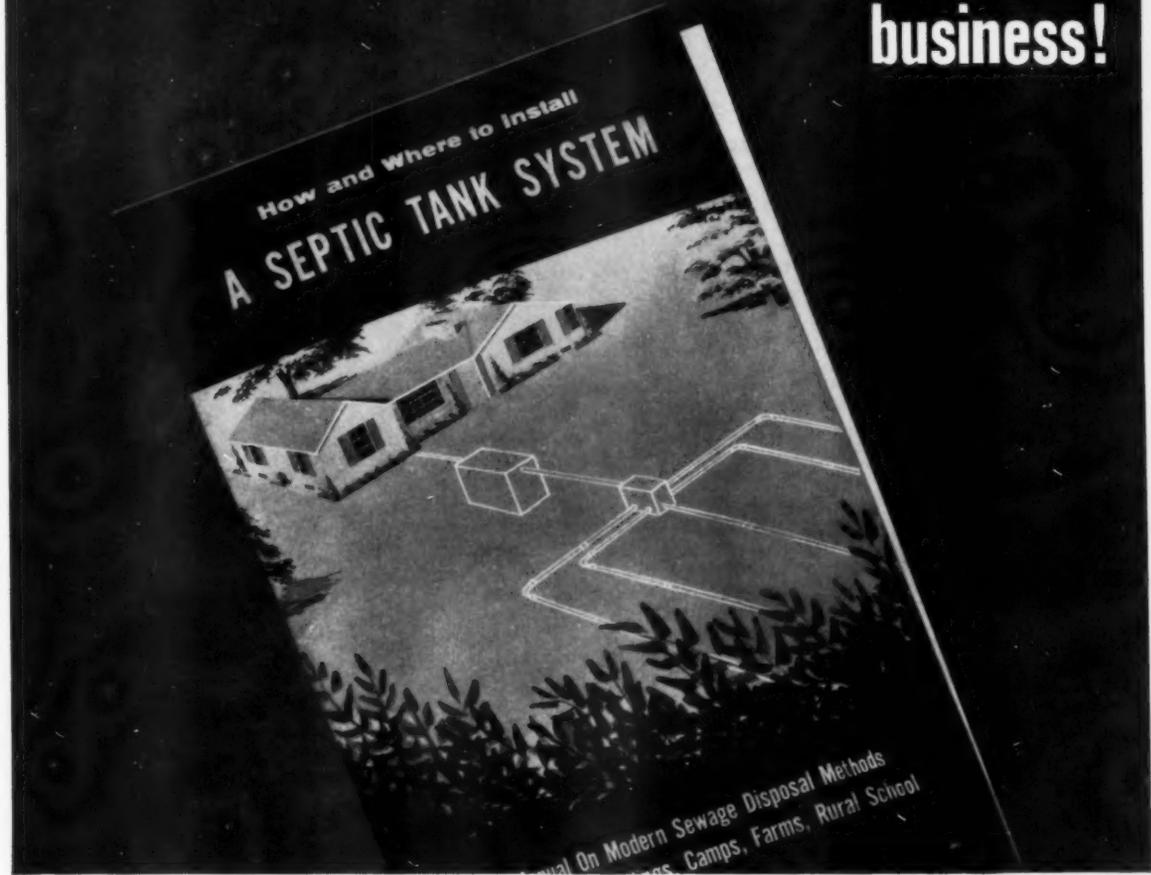
Send me your course on how to estimate building construction costs for ten days study. If I decide to keep it, I will send you \$19.75 (payable in two monthly payments) as full payment. Otherwise I will return the course, and there is no further obligation.

Name

Address

City  Zone  State

# 300,000 new septic tanks a year is BIG business!



## This book will help you get your share!

The U. S. Public Health Service estimates that over 300,000 new septic tanks will be built this year! Are you getting your share of this profitable business?

One of the best ways is to know how to solve every installation problem of soil elevation, grading, layout and materials.

Bermico's brand new, authoritative manual, "How and Where to Install a Septic Tank System,"

will give you, as a Bermico dealer, this valuable information. The first of its kind, it is fully illustrated with detailed diagrams and sketches, plus easy-to-follow instructions. It includes sections on: Choosing the Best Location—Establishing the Proper Grade—Determining Size—Building the Tank—Laying Out Disposal Fields.

Send for this valuable new pocket-size manual today. You'll

use it constantly. This 50¢ booklet costs you nothing with the coupon below. Just fill out and mail. Please be sure to give the exact nature of your business. Brown Company, Boston, Mass.

**Brown Company, Dept. HB-6**  
**Sales Offices: 150 Causeway St.,**  
**Boston 14, Mass.**

Send me **FREE** copy of your 50¢ booklet, "How and Where To Install a Septic Tank System."

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

speed up installation with  
**BERMICO** *and* **BERMISEPTIC**  
 for house to septic tank or sewer for septic tank disposal fields

**THE LATEST INFORMATION IS YOURS FOR THE ASKING**

**Catalogs from over 30 manufacturing firms are listed below and on the following pages. To get the catalogs you want, use the Supermarket reply card, page 190, and circle as you read.**

**HARDWOOD PLYWOOD TREASURY** in a 20-page colored booklet put out by the HPI. Catalog No. 19-F illustrates the natural color range of hardwoods, many suggested applications of the woods, as well as detailing specifications, strengths, installation methods and finishing instructions. From Hardwood Plywood Institute, Dept. AB, 600 South Michigan Ave., Chicago, Ill.

Circle No. 6051 on reply card, p. 190.

**MALARKEY PLYWOODS** are generously illustrated in a 32-page catalog entitled "A Better Way To Use a Tree." In full color and with life-like illustrations, the various plywoods are pictured together with a page describing their specifications, grades, uses, panel sizes, etc. No. 23-L from M and M Wood Working Co., Dept. AB, 2301 North Columbia Blvd., Portland, Ore.

Circle No. 6052 on reply card, p. 190.

**HARDWOOD MOLDING** and trim in a choice of oak, birch, walnut and mahogany are described in Roddiscraft's 4-page leaflet. Contemporary and traditional interior trims as well as accessory trim items illustrated together with measurements and prices. Available from Roddis Plywood Corp., Dept. AB, Marshfield, Wisc.

Circle No. 6053 on reply card, p. 190.

**MEDUSA PAINTS** for masonry use on brick, block, concrete, stucco, etc. described and illustrated in a color leaflet and several specification sheets. Color brochure gives 48 samples of Medusa shades as well as data on application, cleaning, patching, etc. Information sheets on company's Silicone Water Repellent, Rubber Base paint and Ruf-Seal cement paint. From Medusa Masonry

Paints, Dept. AB, Court Square Bldg., Baltimore 2, Md.

Circle No. 6054 on reply card, p. 190.

**APCO WINDOWS** in aluminum for residential, commercial, window wall and industrial use described in a 12-page catalog, No. 16-E. Features full size details on windows, together with installation details, stock sizes and illustrations of various uses. Available from Aluminum Products Co., Dept. AB, 1901 Franklin, Houston 2, Tex.

Circle No. 6055 on reply card, p. 190.

**CONTEMPORARY IRONWORK** for architects and designers offered by Mc Kinley in a 16-page catalog. More than 30 photos illustrate application of ornamental iron to different architectural types while details show some 20 of the firms' contemporary designs in iron. Installation details, specifications included. From Mc Kinley Iron Works, Dept. AB, 901 N. Throckmorton, Fort Worth, Tex.

Circle No. 6056 on reply card, p. 190.

**TREND-SETTING KITCHENS**—A 16-page, full-color book shows actual photographs of the newest kitchens in outstanding homes from all over the country. New built-in equipment, striking new color treatments and unusual kitchen layouts are featured. Revco Inc., Dept. AB, Deerfield, Mich.

Circle No. 6057 on reply card, p. 190.

**COATED TARPULINS**—Latest information on new coated nylon tarpulins in a new 16-page booklet issued by Amerotron Corp., a Textron American Company. "Facts About Coated Superlite" details its properties, advantages and specifications. Superlite, Dept. AB, Amero-

tron Corp., 1407 Broadway, New York 18, N. Y.

Circle No. 6058 on reply card, p. 190.

**TO WINTERIZE WINDOWS**—How and why are discussed in a new folder that answers the question: "What causes condensation on window glass?" and shows, by a temperature and humidity chart, when you may expect condensation. It tells how to combat condensation on window glass using Fenestra inside metal storm windows for residence casements. Available from Detroit Steel Products Co., Dept. AB, 3101 Griffin St., Detroit 11, Mich.

Circle No. 6059 on reply card, p. 190.

**WARM AIR HEATING**—An illustrated installation manual for perimeter and radial underfloor slab duct heating systems is now available. The two-color, 12-page booklet contains specifications, dimensions, and detailed illustrations and plans for installation. Clay Sewer Pipe Assoc., Dept. AB, 311 High-Long Building, 5 East Long St., Columbus 15, Ohio.

Circle No. 6060 on reply card, p. 190.

**MOLDED DRAWERS FOR BUILT-INS** made of hard phenolic resin in a one-piece, seamless unit, illustrated in a six-page booklet by Knoll-Drake. Laminated fronts permanently molded on at time of manufacture in variety of colors and wood grain effects. Information available from Knoll-Drake Products Inc., Dept. AB, 575 Madison Ave, New York 22, N.Y.

Circle No. 6061 on reply card, p. 190.

**"GRACIOUS LIVING"** in HBC homes depicted in a four-page brochure and other information on the firm's prefabricated models. New for 1956  
(Continued on page 266)

**ENTIRELY NEW  
AND WONDERFUL  
WAY TO ENCLOSE  
BATHTUBS**

*a sliding, folding  
tub-shower door!*



**NEW FOLDING TUB-MASTER SLIDES SMOOTHLY, QUIETLY** for luxurious showering. Translucent doors let in plenty of light, keep out drafts. The bar that fastens enclosure forms a handy towel rack.



**TUB-MASTER IS MADE WITH HIGH-IMPACT DYLENE PLASTIC.** Can't shatter or splinter...has no sharp corners to cut or scratch. Panels fit snugly into polished aluminum frame; won't warp or deteriorate.



**TUB-MASTER FOLDS BACK AND STAYS OUT OF THE WAY** for bathing children or washing bathtub. By-passes for easy entrance to tub; closes completely for shower. Dries immediately. Cleans like a breeze.

**Cleaner than a shower curtain • Safer than glass • Lovelier than either!**



**CAN BE INSTALLED QUICKLY**  
Tub-Master comes complete in one package...is easy to lift and handle.

Now—a really exciting innovation to increase the saleability of your houses—the most convenient bathtub enclosure ever made! MODERNFOLD's new Tub-Master has every desirable feature that home-buyers want in a custom-made bathtub enclosure; eliminates everything they don't want. (These photos just start the list!) And there's absolutely nothing else like it for

glamorizing your bathrooms!

Tub-Master comes in beautiful decorator colors that go clear through—won't fade, mildew, chip, flake or peel. It increases the value of the homes you build...helps merchandise them. Call a MODERNFOLD Distributor, he is listed under "Doors" in the classified directory. Or send coupon for complete information.



Patents pending

**New Castle Products, Inc.**  
Dept. F21T, New Castle, Indiana

Please send complete information on new MODERNFOLD Tub-Master.

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

©1956, NEW CASTLE PRODUCTS, INC.

NEW CASTLE PRODUCTS, INC., NEW CASTLE, INDIANA • MANUFACTURERS OF MODERNFOLD DOORS

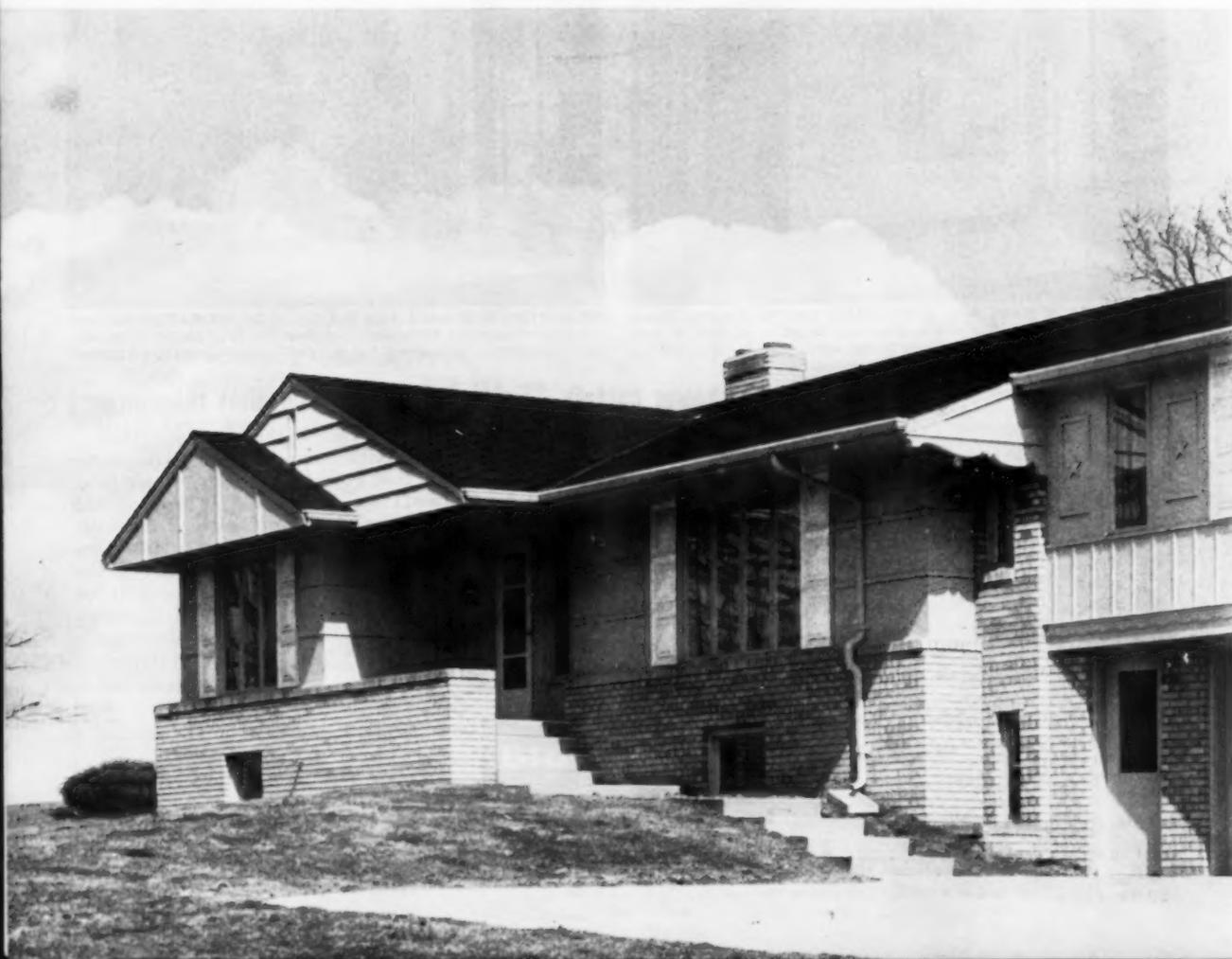
# 'Insulite helps us box-in

*"Bildrite and Shingle-Backer saved us \$152 on this de luxe home,"*

reports E. Harold Johnson, seen here at one of his company's Bildrite-sheathed homes. Johnson, board member of NAHB, is now participating in the much-publicized 190-home Forest Hills development, about halfway between Minneapolis and famed Lake Minnetonka.



INSULITE AND BILDRITE ARE REGISTERED T. M. IN U. S. PAT. OFF.



# faster...finish faster'

"We're always fighting the weather up here," says E. Harold Johnson, who built this upper-bracket Minnesota home. "These long, severe winters make building especially costly. So we have to box-in our homes fast. That's one reason why our men certainly like to work with Bildrite and Shingle-Backer. The sheathing goes up fast, we get the job boxed-in quickly,

and idle time is cut to practically nothing.

"I've been a long-time user of Insulite products. They're best for the job in every case; easy to cut, easy to apply; save time, save waste."

Whether you build \$10,000 or \$100,000 homes, you can build better and save with Insulite. For detailed data on Bildrite and Shingle-Backer write Insulite, Minneapolis 2, Minnesota.

## build better and save with **INSULITE**



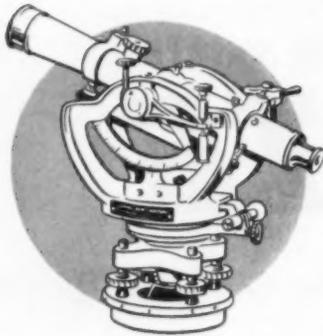
**INSULITE**, Made of hardy Northern wood

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





You Can't Miss With A **WHITE**



### Universal Level-Transit

everything you could ask for in a transit

Whatever you're looking for in a transit . . . look no further . . . **WHITE'S** got it . . . and in good measure! More than 40 years of know-how assure you of **ACCURACY** . . . to within 5 minutes on the vernier. **SIMPLICITY** . . . designed without unneeded frills or gadgets for fast adjustability and easy reading. **DURABILITY** . . . built for rough going, winter or summer and for years on end. **PRICE** . . . model 3000 complete with tripod for only \$199.50\* is a value you can't equal. Fill in coupon below for complete details and name of nearest dealer.



. . . manufacturers of fine optical instruments that engineers, surveyors, meteorologists and navigators have regarded as standard for more than 40 years.

\*Prices subject to change without notice.

Do you want **ALL** the details? MAIL THIS COUPON TODAY.

DAVID WHITE COMPANY—Dept. 656  
301 W. Court St., Milwaukee 12, Wisconsin

Yes, I'd like full details and prices on DAVID WHITE instruments and name of nearest dealer.

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

## Catalogs . .

(Continued from page 262)

is HBC's Model 348 described as a luxury house in economy price range. Plans, details, elevations and information in literature. From Home Building Corporation, Dept. AB, Sedalia, Mo.

Circle No. 6062 on reply card, p. 190.

**GATES AND POSTS** by Baumgartner detailed in an eight-page brochure, catalog No. 318. Steel farm gates, steel fence posts and braces, mail box posts, steel fence post drivers, wood farm gates among the many items pictured and described in this booklet. From Baumgartner Gate Factory, Dept. AB, Manchester, Iowa.

Circle No. 6063 on reply card, p. 190.

**BLOND HARDBOARD**, "Oregonbord" which comes in pre-cut panels for wall installation, is described in a six-page pamphlet. Company's Ribtex wood panels, plank-ette, smoother panels and perf-o-tex for utility walls and corrutex corrugated for modern homes, all illustrated. Information from Chapman Manufacturing Co., Dept. AB, Corvallis, Ore.

Circle No. 6064 on reply card, p. 190.

**WALL TILE** of stainless steel by Vikon illustrated and described in a four-page folder. Tile of 18-8 steel described as excellent covering for shower stalls, cafeterias, outdoor patio walls etc. Photos and specifications included. Available from Vikon Tile Corp., Dept. AB, Washington, N.J.

Circle No. 6065 on reply card, p. 190.

**AWNING WINDOWS**, already weather-stripped, are presented in a new, two-page color brochure by Aluminum Ware. Book includes complete information, standard sizes, details and specifications of the "WareRite" aluminum window. Information from Ware Laboratories Inc., Dept. AB, 3700 N.W. 25th St., Miami, Fla.

Circle No. 6066 on reply card, p. 190.

**GLAZED WALL TILE**, unglazed floor tile, conductive tile and china bathroom accessories presented in American-Olean's 1956 catalog, No. 206. The 24-page colored booklet pictures full color line, use of trim, specifications, size integrations etc. From American-Olean Tile Co., Dept. AB, 1000 Cannon Ave., Lansdale, Pa.

Circle No. 6067 on reply card, p. 190.

(Continued on page 270)

specify Cabot's

**long-lasting,  
high-hiding  
finish**

**...for shakes  
and shingles**

**Cabot's  
OLD VIRGINIA  
TINTS®**

Leading builders are using Old Virginia Tints because they:—

- go on easily over striated wood shingles (factory-stained or untreated) and all types of exterior woodwork
- have tremendous hiding power . . . deep color penetration
- dry to a flat, uniform "breathing" finish
- will not crack, peel or blister
- keep moisture out . . . eliminate decay, warping and checking

One coat is usually sufficient except for extreme color changes.

Choice of 18 distinctively different colors.

A quality product from Cabot Laboratories  
...manufacturing chemists since 1877

*Samuel Cabot*

Write for  
new color card today

**SAMUEL CABOT INC.**  
624 Oliver Bldg., Boston 9, Mass.

Please send new color card on Old Virginia Tints

# Want a copy of this?

You can have your own, permanently protected copy, free for the asking. Just mail this coupon to: PERMAGLAS, Kankakee, Illinois, Dept. AB-656.

Name.....

Company or Store Name.....

Address.....

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

## What is a Plumbing Contractor?

A plumbing contractor is one of the most misunderstood men in the world...and often one of the most maligned. You think of him as a greasy-handed guy swinging a pipe wrench, when he's more likely a harassed business man who sometimes thinks he doesn't swing any weight with anyone.

You picture a plumbing contractor as a mysterious man lurking amongst a vast array of old and new pipes, used plumbing fixtures, and greasy old pipe threaders. Actually, you'll more likely find him in a shining showroom demonstrating the latest in dishwashers to an interested woman prospect.

You probably think of a plumbing contractor as the guy who comes in to do the kind of jobs nobody else knows how to do. Actually, he'd like to help and advise you so that you can take over some of those minor jobs yourself, thus avoiding delay—and saving yourself a respectable piece of change at the same time.

Time was when a plumbing contractor only had to know about a few materials and a few kinds of plumbing fixtures. Now he has to know about a dozen different metals and alloys, and even about plastic. And contrast, if you will, the old side-arm water heater and its bulky tank with today's trim, handsome, glass-lined product. In a way, it represents a picture of how the plumbing contractor has changed.

A plumbing contractor has to be an engineer today. He has to know how to pipe water in. Then he has to know how to pipe it around so that Pop can take a shower while Mom is washing the dishes. He has to know how to heat water, soften it, filter it, pump it, drain it. And then he has to know how to get rid of the waste just as cleanly and promptly.

Inventor, mechanic, artisan; diplomat, salesman, tradesman; bookkeeper, accountant, personnel manager; a plumbing contractor brings one of life's most precious possessions: clean, fresh water. And a plumbing contractor protects vital health by seeing that dangerous wastes are efficiently carried away. Nobody else can do for you what a plumbing contractor can.

presented with understanding by the  
**Permaglas**  
DIVISION  
**A.O. Smith**

Prepared in cooperation with the  
NATIONAL ASSOCIATION of PLUMBING CONTRACTORS



*How better exterior construction pays off in sales*



**YOUR REPUTATION FOR QUALITY HOMES** will be thoroughly protected when you provide added comfort with USG Insulating Sheathing. It insulates more than twice as effectively as nominal one-inch wood sheathing; "k" value is 0.33. Sheds water, repels wind, weather. Light-weight, yet so strong that FHA requires no corner bracing when the 25/32", 4-ft. width board is used. Saws on studs, saves valuable time.

**CUT COST OF AIR CONDITIONING**—your biggest sale feature—by insulating your home with RED TOP<sup>®</sup> Wool with the "Silver Shield". Reflective aluminum cover bounces back up to 95% of sun generated heat rays, when blankets are properly installed between attic roof rafters or floor joists. Hundreds of dollars can be saved on original central air conditioning equipment; operating costs are sharply reduced.

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

# SALES BUILDERS FOR HOME BUILDERS

To sell homes faster—give them extra beauty and comfort with these up-to-the-minute products available now from your U.S.G. building materials dealer

Use the materials shown on these pages, and you're actually building into your homes the advantages people are looking for these days—more beauty, more comfort, more *livability*. And these materials for exterior construction are only a few examples of all the modern materials your U.S.G. dealer has on hand to help you build homes for less—less time, less expense—and to sell them for the *more profit* that comes with faster turnover.



the greatest name in building



For complete information on products shown here, clip this coupon and mail it to United States Gypsum, Dept. AB-61, 300 West Adams Street, Chicago 6, Illinois.

- Shadow-Accent GLATEX Siding     USG Insulating Sheathing  
 RED TOP Insulating Wool     USG Aluminum Louvers

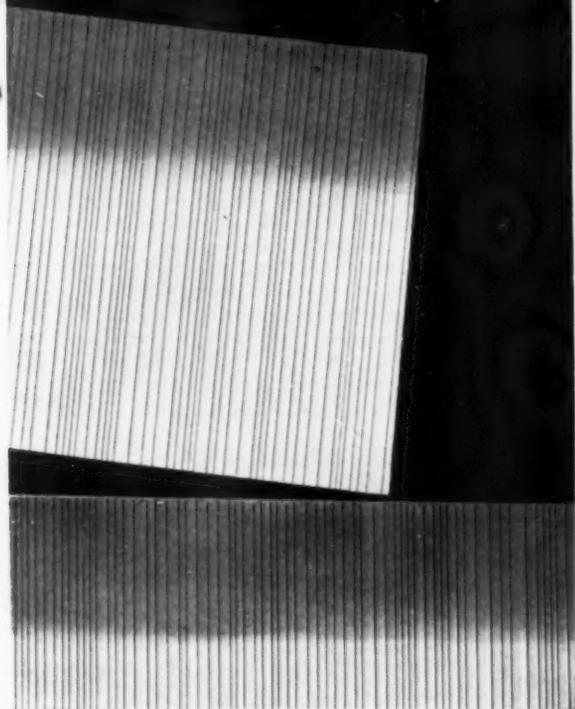
NAME \_\_\_\_\_

(Please print)

FIRM \_\_\_\_\_

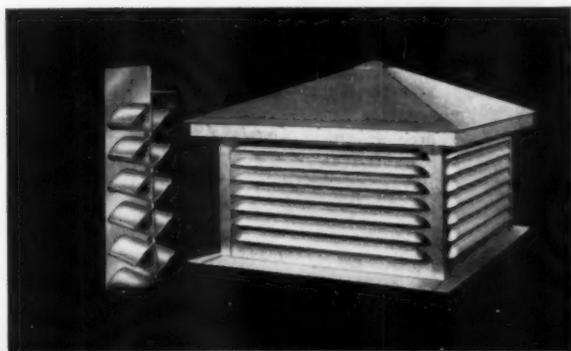
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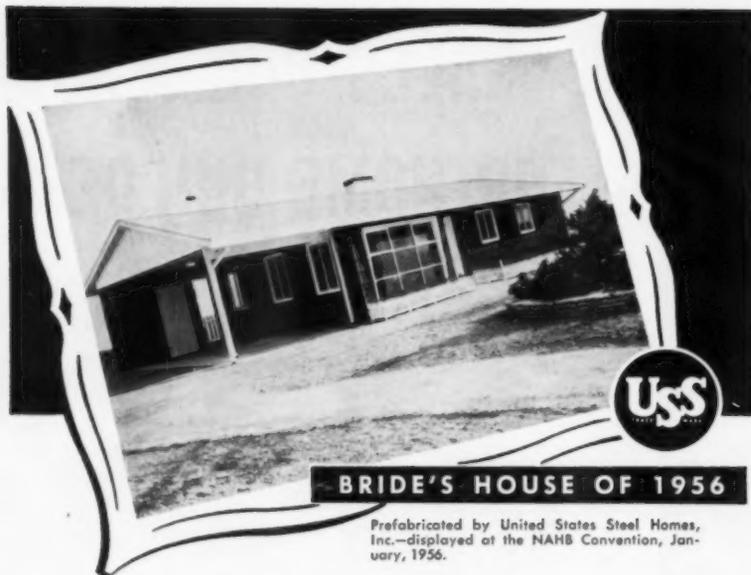
CITY \_\_\_\_\_ STATE \_\_\_\_\_



**MAKE YOUR HOMES STAND OUT** with new Shadow-Accent GLATEX®—aristocrat of modern siding. Durable, color-toned shadow lines sell prospects on sight. Straight-grain texture and shadow design are protected by exclusive ceramic finish that wipes clean . . . appeals to buyers because it *never needs paint*. These fireproof, weather-resistant shingles are wider, allow fewer air leaks, apply faster to save time.

**SELL COMFORT-CONDITIONED LIVING . . .** ventilate your homes with beautiful, functional pre-fabricated USG® Louvers of heavy aluminum. There's a type for every architectural style, every ventilating requirement . . . designed for *balanced* air flow, with up to 25% greater free ventilating area, at no extra cost. Easy to install.





**BRIDE'S HOUSE OF 1956**

Prefabricated by United States Steel Homes, Inc.—displayed at the NAHB Convention, January, 1956.

Selected for use in the Bride's House  
... labor and money-saving

# SONOAIRODUCT<sup>®</sup> FIBRE DUCT

in it's modern warm air  
perimeter heating system!



Economical SONOAIRODUCT Fibre Duct is made especially for use in gas and oil fired loop, radial and lateral slab-floor perimeter warm air heating systems, and is designed to be encased in concrete. Widely used and approved by architects, builders and contractors.

SONOAIRODUCT is aluminum foil lined and comes in easy-to-handle lengths up to 50' long which can be cut to exact lengths on the job. 23 sizes, 2" to 36" I.D. Made to comply with F.H.A. Minimum Property Requirements.

Write today for  
complete  
information!



Easy-to-handle  
long lengths!



Can be sawed  
on the job!



## SONOCO PRODUCTS COMPANY

CONSTRUCTION PRODUCTS DIVISION  
HARTSVILLE, S. C.

LOS ANGELES, CAL.      MONTCLAIR, N. J.  
8959 SOUTH WESTERN AVE.      14 SOUTH PARK STREET  
AKRON, IND. • LONGVIEW, TEXAS • BRANTFORD, ONT. • MEXICO, D. F.

## Catalogs . .

(Continued from page 266)

**SPLIT-LEVEL ELEGANCE**, contemporary styles and other pre-fab models described with color drawings, plans, and detail drawings in catalog sheets from Federal Homes. Wide range of prices and sizes in eight pieces of literature. Available from Federal Homes Corp., Dept. AB, Canaan, Conn.

Circle No. 6068 on reply card, p. 190.

**ALUMINUM STEEL WINDOWS** by Lupton in a 46-page indexed catalog. No. 16-E. General information, details and specifications on glass block windows, steel casements, master windows, industrial windows, aluminum casements, etc. Available from Lupton Div., Michael Flynn Manufacturing Co., Dept. AB, 700 E. Godfrey Ave., Philadelphia, Pa.

Circle No. 6069 on reply card, p. 190.

**WINDOW IDEAS** in a Library of "Pella Windows," an 18-page illustrated catalog. Photos, drawings, specification tables on Pella's wood casement windows, multi-purpose windows, self-storing screens and rolscreens. Information from Rol-screen Co., Dept. AB, Pella, Iowa.

Circle No. 6070 on reply card, p. 190.

**FOR 101 JOBS**, John Deere offers a 24-page catalog, A954, on industrial tractors and equipment. Both crawler and wheel-type tractors are pictured and described with details and specifications on complete Deere line. Available from John Deere Co., Dept. AB, 3400 River Drive, Moline, Ill.

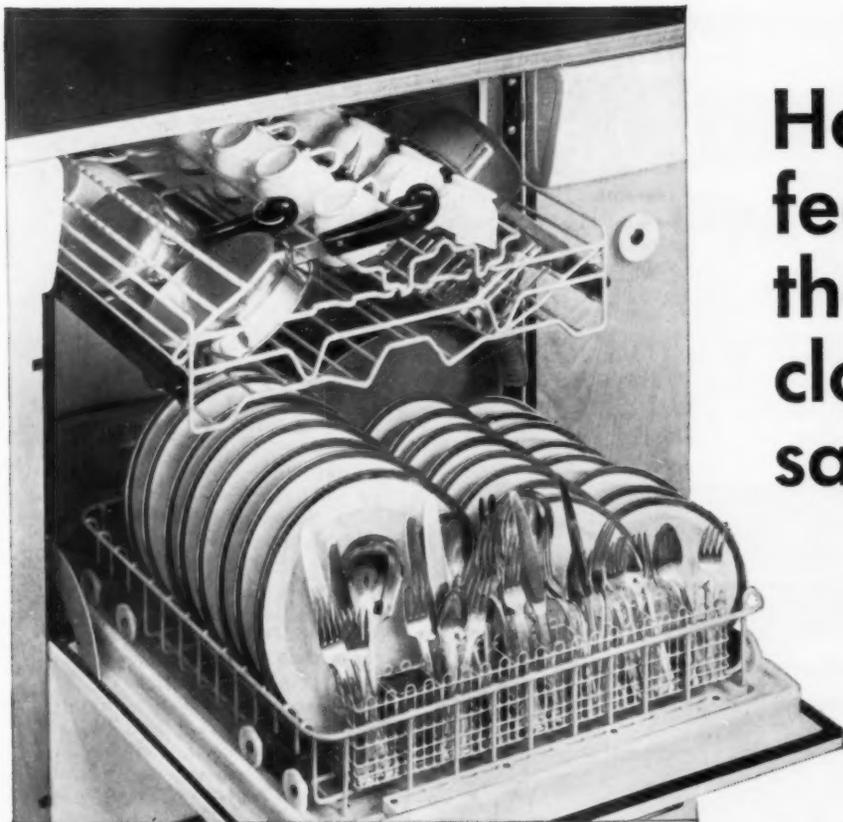
Circle No. 6071 on reply card, p. 190.

**FOR THE KITCHEN SINK** and other lavatory uses, Active Quality Ware presents a collection of "contemporary styles" in a six-page booklet. Complete with photos and description of both vitreous enamel and stainless steel sinks and vanity bowls. Available from Active Tool & Mfg. Co., Dept. AB, 888 Clairpointe Ave., Detroit 15, Mich.

Circle No. 6072 on reply card, p. 190.

**WEATHERSEALED GLASS DOORS** offered in a new 12-page full color brochure from Ador Sales. Product features, installation details, drawings for dual-glazed and single-glazed all aluminum sliding glass doors de-

(Continued on page 272)



Here's the  
feature  
that will  
close the  
sale—fast

ONE LOOK at this Frigidaire Dishwasher and any woman born will say, "This is my dream house." A home free of the 3-times-a-day dishwashing routine, a housewife's most detested chore.

Particularly, she will be enthused about a Frigidaire Dishwasher—because this one's a *pan-washer*, too. With king-size capacity, it can take care of all the dishes and kitchenware for a dinner for eight. For the average family it means just pushing a button once a day—"and walking away."

And *you* will like this—this new Frigidaire Dish-

washer is quickly and easily installed in place of any 24" standard cabinet, requires no *extra-cost pump* as gravity drainage dishwashers do. The same pump that recirculates the water also pumps the water out of the tub.

Of course, behind the buying appeal of Frigidaire equipment is the largest, best-organized service force in the field. It assumes full responsibility for the continued satisfaction of your customers.

Remember, Frigidaire is a name you can count on—for sales appeal, and lasting customer satisfaction.

**FRIGIDAIRE**



Built and Backed  
by General Motors

Frigidaire offers ALL "Heart of the Home" Appliances:



BUILT-IN COOKING TOPS



FOLD-BACK SURFACE UNITS  
WALL OVENS



FREESTANDING RANGES



REFRIGERATORS



AUTOMATIC WASHERS—ELECTRIC DRYERS



HEATING PLANTS  
AIR CONDITIONERS

# Catalogs . .

(Continued from page 270)

scribed in the literature. Available from Ador Sales Inc., Dept. AB, 2345 West Commonwealth Ave., Fullerton, Calif.

Circle No. 6073 on reply card, p. 190.

**OUTDOORS COMING IN** with Patio Magic all aluminum glass sliding doors as described in this four-page illustrated pamphlet. Drawings and specifications on two, three and four

doors with two, three and four tracks for sliding windows. Available from Daryl Products Corp., Dept. AB, Miami, Fla.

Circle No. 6074 on reply card, p. 190.

**"LOCK FASHIONS,"** a full-color, 12-page brochure illustrates Schlage's new "color-accent" locks in open-back Continental and Manhattan designs. Also features locks for every purpose throughout the home with ideas on color backgrounds and combinations. Available from Schlage Lock Co., Dept. AB, 2201 Bayshore

Blvd., San Francisco, Calif.

Circle No. 6075 on reply card, p. 190.

**OVERLAID FIR SIDING** displayed in a six-page brochure by Douglas Fir Plywood. Exterior-type overlaid fir plywood pictured and described together with installation details and finishing instructions. Available from Douglas Fir Plywood Association, Dept. AB, 1119 A. St., Tacoma, Wash.

Circle No. 6076 on reply card, p. 190.

**WHITE GEORGIA MARBLE** is offered as a built-up roofing aggregate in a 16-page catalog from the Georgia Marble Co. Efficiency, economy and practicability of low-pitched, built-up roofs and description of results using Whitetop marble thoroughly explained and diagrammed. From Calcium Products Div., Georgia Marble Co., Dept. AB, Tate, Georgia.

Circle No. 6077 on reply card, p. 190.

**FOR SLIDING GLASS,** Steelbilt presents a wide range of models and types of weatherstripped doorwall frames in its new 1956 catalog. Brochure has combined installation and product design details covering the bottom roller, top roller-hung, dual-gaze and Gardena Steelbilt frame types. From Steelbilt Inc., Dept. AB, 18001 South Figueroa St., Gardena, Calif.

Circle No. 6078 on reply card, p. 190.

**MISSION CHAPELS** designed and manufactured by Creative Buildings Inc. are pictured in a detailed eight-page catalog. Five different chapels, together with floor plans, prices, and specifications presented in the booklet. Creative Buildings Inc., Dept. AB, 510 N. Goodwin, Urbana, Ill.

Circle No. 6079 on reply card, p. 190.

**FRESH AIR COOKING** with use of a VentAhood explained and liberally illustrated in a four-page pamphlet. Colored brochure details different types and finishes of hoods and explains the product in a cutaway drawing. Available from VentAhood, Dept. AB, 1907 Plantation Rd., Dallas 19, Tex.

Circle No. 6080 on reply card, p. 190.

**POLYETHYLENE PAPERS** in black described in a new brochure from Thilmany Pulp & Paper. Four-page illustrated catalog details the new protective specialty with all the advantages of clear polyethylene plus superior weathering qualities and protection against light penetration. From Thilmany Pulp & Paper Co., Dept. AB, Kaukauna, Wisc.

Circle No. 6081 on reply card, p. 190.

**calder**  
OVERHEAD SECTIONAL  
GARAGE DOORS...

COMMERCIAL



STURDY



TRILINE



FLUSH



LEVELINE

**calder**

... a *Style* to blend with  
any architecture

... a *Size* to fit any opening,  
both residential and commercial

FEATURING  
THE FAMOUS  
*Wedge Tight* TRACK

for fast installation, easy operation. Even a child can open and close a Calder door, yet it fits like part of the wall.

Sold direct to dealers; backed by extensive national advertising. Warehouses in: Lancaster, Pa. and Chicago, Ill.

*Free!* Catalog gives complete specifications on Calder's full line. Catalog shows the Calder way to achieve custom effects without custom costs when home owners want decorated garage doors. Send for your copies today.

Every Calder door can be equipped with extension or torsion springs and can be electrically operated and radio controlled.

MANUFACTURING CO., Lancaster 2, Pa.

# Important Announcement!



introduces

## NEW AM FM FEATURE

in finest available

## Inter-Com • Music System



MusiCall 676



Here's the home-sales booster the industry has been waiting for! MusiCall is first! In response to thousands of requests for a home FM music system, MusiCall now proudly presents an AM FM Radio and Inter-Com Combination that tops the list of much wanted *built-in* home improvements. Amazingly low cost!

### MusiCall PROTECTS 3 WAYS

- 1. Automatic Baby Sitter** permits listening-in to nursery while occupied elsewhere in house or patio.
- 2. Permanent Butler** permits conversation with person ringing door bell, without going to the door.
- 3. Night Watchman** relays any disturbances in house to master bedroom.



### MusiCall true fidelity MUSIC SYSTEM throughout house

... and Patio, too, if desired. Radio built into Master Station transmits programs to one or all locations. Favorite records can be heard through MusiCall. Each station has individual volume control which also permits privacy.

### MusiCall Inter-Com best suited for home needs

Super-sensitive. Low, normal conversation carries distinctly between rooms — to maids' room, to children's room, to patio . . . even while radio is on. Voice pick-up to 35 feet from any station.

### Specifications

**SPECIFICATIONS** applying to MusiCall 676 and 565 . . . Equipped with individual volume controls. Phono-jack. Every Sub-Station can initiate call and be monitored to serve as Master Station. Heavy duty Alnico 5 permanent magnet Speaker-microphone for full rich tone and super-sensitive pick up. Steel front panels, decorator designed. Meets all building code requirements for flush mount wall installation.

**ADDITIONAL SPECIFICATIONS** applying to MusiCall 676. System of 5 stations, Super-Powered, and with 2 extra switches to accommodate 7 stations (2 extra speaker Sub-Stations available at a nominal cost.) Radio built into Master. Full AM FM Radio with 7 tubes and rectifier including 4 dual purpose tubes, equivalent to 12 tube performance. Sizes: Master Panel 13-1/8" x 8-1/8". Speaker panels 7-1/2" x 7-1/2".

**ADDITIONAL SPECIFICATIONS** applying to MusiCall 565. System of 5 stations . . . Master with built-in 6-tube, AM radio, and 4 Speaker Sub-Stations including Front Door. Size: Master panel 11" x 9-1/8" Speaker panels 7-1/2" x 7-1/2".

**On the look-out for greater sales power? Then follow the trend to MusiCall built-in home music and inter-com system.**

Get all the sales-building facts now, from your nearest dealer or write direct.

## MusiCall Corporation

324 South Beverly Drive • Beverly Hills, California  
BRadshaw 2-2057

Territories still open for Distributors.  
Inquiries promptly answered

Announcing

## Milcor Ribform

*...a new, stronger form for short-span concrete slabs*



Milcor Ribform is a new, permanent, high-strength steel form for concrete floor-and-roof-slabs poured over steel joints or beams. It is quickly laid in sheets and welded to the steel supports where it becomes a rigid, non-porous base for the concrete.

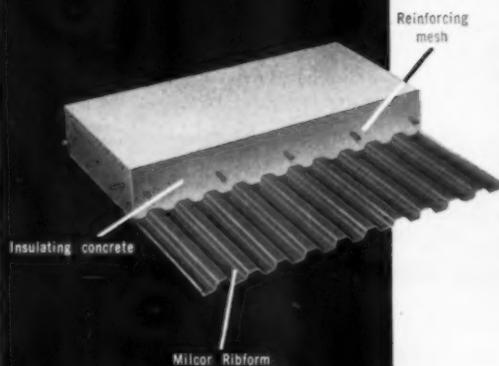
This newest addition to Milcor's growing family of quality building products is fabricated from a high-tensile steel and has a unique ribbed shape that is stronger than ordinary corrugated patterns.

Being a rigid-type of centering, Ribform never need be stretched during installation. It cannot twist or deform the joists. No expensive temporary bracing is required.

Ribform can be used to form concrete slabs over pipe trenches or other inaccessible locations where it is impractical and expensive to "strip" wood forms.

Sorry, Ribform is too new to be found in Sweet's Builder File. Send for Technical Bulletin 2.5.11.

## MILCOR<sup>®</sup> Ribform



Ribform is easy to handle. Just weld it to the joists —the rigid sheets need no supplementary bracing.



### INLAND STEEL PRODUCTS COMPANY

DEPT. F, 4065 WEST BURNHAM STREET • MILWAUKEE 1, WISCONSIN  
BALTIMORE • BUFFALO • CHICAGO • CINCINNATI • CLEVELAND • DALLAS  
DENVER • DETROIT • KANSAS CITY • LOS ANGELES • MILWAUKEE  
MINNEAPOLIS • NEW YORK • ST. LOUIS

M-176



**'CHAMP' AT WORK:** Robert G. Neasham (right) of Santa Clara, Calif., shows Harry C. Bates, president of Bricklayers, Masons & Plasterers International Union, how he won title of "champion bricklayer apprentice of 1956" at Seattle. His awards: \$500 from the union, a Florida vacation from the Structural Clay Products Institute.

#### DEALER'S VIEWPOINT

*(Continued from page 26)*

day by day as the size of the family increased and as household possessions multiplied. A small home, adequate before the children arrive, can become far from comfortable from a space standpoint when one and then two or more extra family members crowd in.

#### Desperation buying over

It is up to the architects, builders and lumber dealers who plan our new homes to show home buyers how to get the maximum amount of usable space for the money to be spent. If women really want the space they call for, and they undoubtedly do, they will shop around until they find someone who will give it to them.

The days of desperation home buying are over. The family seeking a new home today can pick and choose to an extent that wasn't feasible until recently.

Of course, there is going to be considerable difference of opinion among buyers of new homes as to what is regarded as essential and what is a postponable gadget, and it may be that in the end some home buyers will elect to take both the extra space and most of the gadgets right from the beginning. But if the space is built into the home, each family can make its own decision as to what else is wanted.



### the new key to kitchen design...

Revco Bilt-In Refrigerators and Freezers open a new world of design and color possibilities for both new and remodeled kitchens. Revco Bilt-Ins—the first truly built in refrigeration products—have been tested and proved in tens of thousands of fine homes throughout the country during the past two years.

Leading architects have found that only Revco Bilt-Ins satisfy the basic requirements of built-in appliances.

- True built-in concept
- Proved, trouble-free performance
- Five-year warranty on complete refrigeration system
- More than adequate food storage capacity
- Stainless Steel or Antique Copper finish
- 25 custom colors
- Easy to install
- Choice of location and arrangement
- Built to fit standard cabinet dimensions

Get the full Revco story today and have the information readily available for your clients—right in your file. Revco has prepared a special architects file with all of the information you will need on built-in refrigeration. Send the coupon below for your *free* copy of this complete information kit.

# REVCO

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### NEW REVIEWS

**AN AMERICAN ARCHITECTURE:**  
**FRANK LLOYD WRIGHT.** Edited  
by Edgar Kaufmann. Horizon  
Press (New York) 1955. 269 pp,  
illus. \$10.

Every chapter of this book is devoted to a major part of Mr. Wright's work.

Organic architecture, a phrase used by Wright to characterize his work, is often described as architecture natural to the time and place for which it is designed, natural to the man for whom it is built. And this book clearly brings together the components that make up his basic principles.

To help point up the main ideas, the text is heavily illustrated with line drawings and photographs of his early and present day works, materials and constructions.

The book is important to builders, for this man's ideas have powerfully influenced modern architecture. The why's and what's of Wright's principals have been carefully edited by Edgar Kaufmann.

**HOME AIR CONDITIONING.** G. J. Stout. D. Van Nostrand Co. (Princeton, N. J.) 1956. 276 pp, illus. \$5.95.

Recommended for anyone who has questions about choosing, buying or installing an air conditioning unit.

In non-technical language, the book answers questions about what to expect from an air conditioning unit; what it will cost; how to choose the most effective system for different types of homes, and the size unit needed for most economical comfort.

The author stresses that by planning wisely for air conditioning the builder can omit enough costly construction features to pay for the cost of the equipment.

### ► GENERAL REFERENCE

#### **Simplified Carpentry Estimating**

by J. Douglas Wilson and  
C. M. Rogers

Clear explanations of how to take off from a set of blueprints and specifications a bill of materials for the construction of a frame house. Arithmetical methods of accurately estimating and cross-checking against mistakes. Suitable for use of small contractors and lumber dealers. Widely adopted as a textbook for students. 5th edition. Pocket size. 304 pages. 123 illus. 60 tables. (#105) \$3.75

#### **Time-Saver Standards**

by the Editors of *Architectural Record*

Of great utility to the architect and builder and many other technicians. A standard reference work kept up-to-date since its inception. Large page format, 8½ x 11, shows charts and illustrations in high legibility, along with text descriptive of every detail of building practice from site planning and functional elements to the latch on the door for all types of structures. May be inspected on our approval plan. 884 pages. (#101) \$12.50

#### **Richey's Reference Handbook**

by H. G. Richey

A working reference for builders, contractors, architects, building materials dealers, carpenters, and building construction foremen. Conveniently arranged for easy use. Among its complete coverage of topics are waterproofing, building stones, fireproofing, paper-hanging, plumbing, heating and ventilation, electric wiring, hydraulics. Has glossary of engineering, architectural, and trade terms. 1,640 pages. 544 illus. (#103) \$9.95

#### **Legal Cases for Contractors, Architects and Engineers**

by I. Vernon Werbin

Points out rights and liabilities and the more common trouble spots in construction, engineering, and architectural contracts and in general how to protect your interests when entering into a contract and how to avoid legal difficulties. 5½ x 8. 453 pages. 1956. (#107) \$6.00

#### **Contractor's Material List and Labor Cost Estimate Forms for Home Building**

A 15-sheet set of take-off forms for complete listing of material and labor costs involved in the construction of a house. (#108) \$1.00

#### **Specifications Kit for Home Building**

Simplified specification forms, which when properly filled out describe all materials, construction details, and quality of workmanship to be used in the erection of a home. Set of 14 different sheets. (#109) 50¢

#### **Handbook of Building Terms and Definitions**

by Herbert R. Waugh and  
Nelson L. Burbank

A dictionary which includes also architectural symbols, plumbing symbols, pipe fittings, geometric figures, and an illustration of the 100 principal parts of a house. 421 pages. Illus. (#110) \$5.00

#### **Building Estimators' Reference Book with Additional Vest-Pocket Size Estimator**

by Frank R. Walker

Latest estimating and cost data on everything that goes into a house, apartment, or institutional, commercial, or industrial project. Fully indexed. 12th ed. 1,774 pages. Vest-pocket size Estimator, 220 pages. free with Reference Book. (#104) \$12.00

#### **Hogg's Wage Tables for Building Contractors**

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### ► CARPENTRY

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by *W. E. Durbahn*

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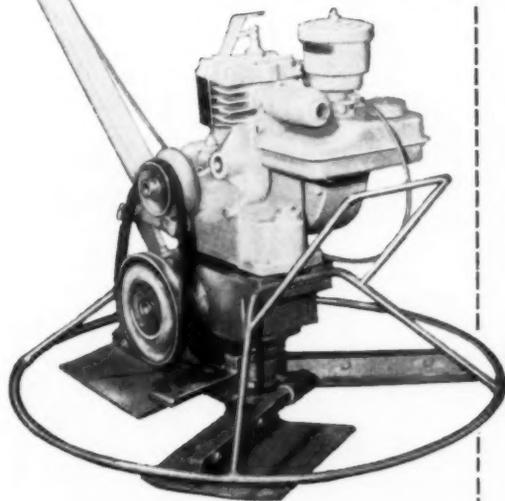
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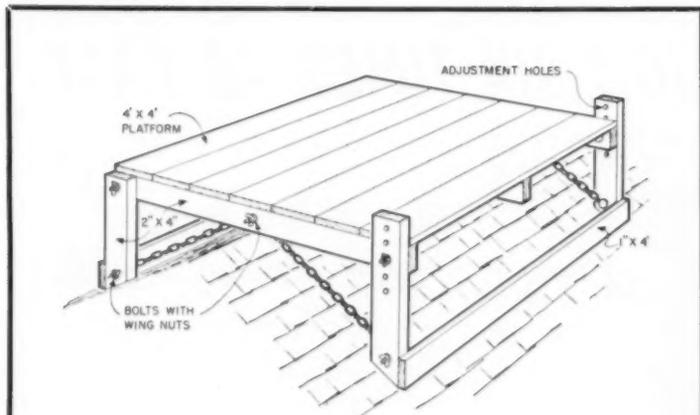
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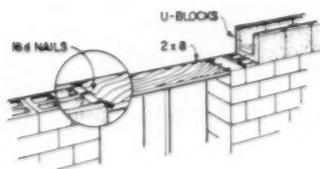
This lightweight roof saddle is just as handy as having an extra helper on the job. For the carpenter, it is a level place to put shingles and tools; the mason can easily build his chimney tops from it, and it has held as many as 500 bricks; and the builder who worries about TV servicemen chewing up his roof when they

install antennas can leave it up for them.

The saddle is light, and as shown shouldn't weigh more than 50 pounds. It could be made lighter by using plywood for the platform instead of planks. It is easily adjustable for use on any pitch roof.

H. C. Stinn, Nokomis, Ill.

### Brace for belt course

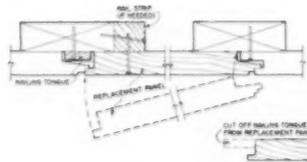


When setting a belt course of U blocks to be concrete filled, here is a way of supporting them over door and window openings until the concrete has set up. Three 16d nails are driven into each end of a 2x8 at a forty-five degree angle, and bent over horizontal. The plank is then set in the top of the opening as shown, and a support put in the

middle. When the concrete is set, the nails are easily pulled from the mortar, and the rig can be used over and over.

Myron G. Miller, Ft. Lauderdale, Fla.

### Replacing ceiling panels

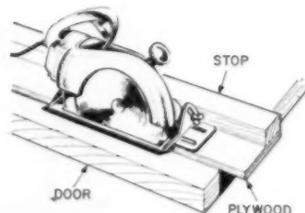


Here is a way of removing damaged ceiling panels without disturbing other panels. The damaged piece is cut in such a way as to leave its nailing tongue in place. The tongue

of the replacement panel is also cut off, as shown, and the panel is set in place and face nailed.

N. M. Pittman, Overton, Texas

### Cutting plywood doors



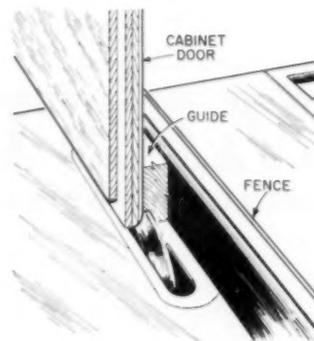
Here is a method of cutting plywood flush doors without splintering the decorative veneer on the top side.

First, cut a piece of plywood a little wider than the width of the saw. Then nail a stop on this piece so that when the base plate of the saw rides it, the blade will just clear the edge of the plywood piece.

Place this form in the proper position on the door to be cut, and tack it down. The weight of both the form and the saw will keep the door plywood from splintering.

S. C. Gentilly, Bay Village, Ohio

### Shaping plywood edges



In shaping the edges of plywood for cabinet doors, etc., splintering will be held to a minimum if the piece is held in a vertical position, as shown, instead of horizontally. The guide should be high enough so that the work will not wobble as it is pushed through the cutter.

Myron G. Miller, Ft. Lauderdale, Fla.

(Continued on page 284)

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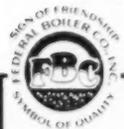
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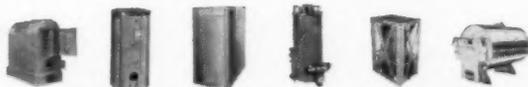
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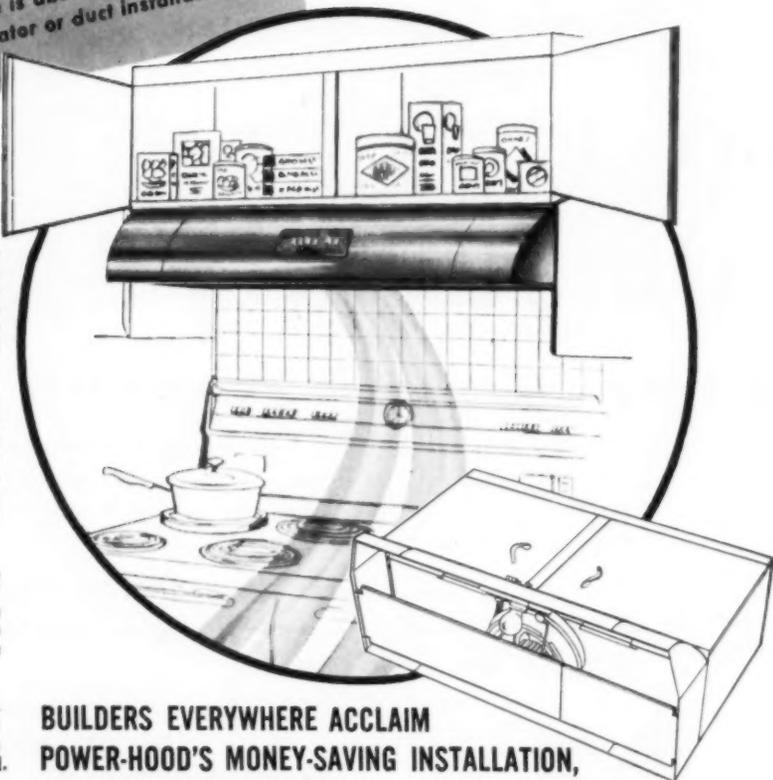
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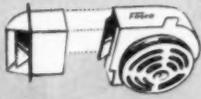


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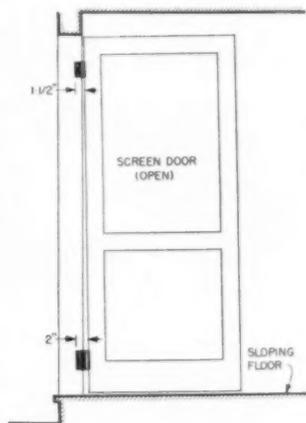
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**How to do it better . . .**

(Continued from page 280)

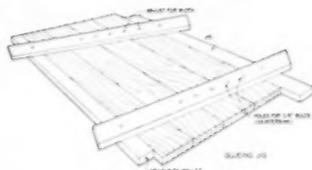
**Screen doors on the bias**



Very often, particularly on old houses, porch floors slope so much that screen doors will hit the floor as they swing out. To take care of this problem, hang the door as shown above, with a standard size hinge on top and an oversize hinge on the bottom. The bottom of the door will then clear the floor. If the door were hitting a low ceiling for the same reason, the reverse process would work, with the large hinge on top.

W. Weaver, Jordan, N. Y.

**Glueing jig out of scraps**



Edge glueing planks to make up wide stock for table tops, shelves, etc., can be a problem if the proper clamps are not available. This simple jig should make the job much easier. It can be made from almost any scrap material, and the joints should be made with carriage bolts. The heads are driven flush into the bottom of the jig so it will lie flat on the bench. Extra holes will make it easily adjustable. The work is inserted, and one end of the jig hit with a mallet as shown. It will wedge tight, assuring a good joint.

N. M. Pittman, Overton, Texas

(Continued on page 286)

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JUST HEARD THAT SOME FIRM FROM SPRINGFIELD, MASS...OR MAYBE MISSOURI-IS GOING TO BUILD ON THE MILLER PROPERTY. UNDERSTAND A NEW YORK OR BOSTON ARCHITECT IS INVOLVED. DONT KNOW IF THEYVE PICKED A CONTRACTOR. ANYWAY, THE JOB COULD RUN TO \$400,000-OR WAS IT \$140,000? I'M GOING TO CHECK ON IT.

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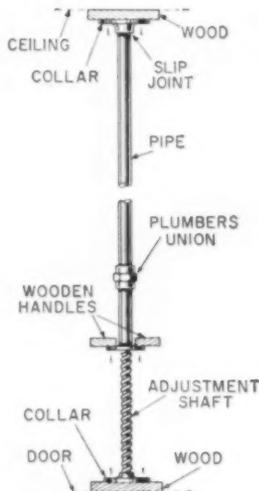
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## How to do it better . . .

(Continued from page 284)

### Ceiling-type work holder



This clever gadget is proof that the resourceful builder can make anything out of anything. In this case, the raw materials were an old piano stool and a length of pipe.

The need in this case was something to hold down cabinet doors while they are being routed. One end of the gadget is set against the ceiling, the other against the door to be routed, which is lying on a bench. The piano stool is turned, tightening the work against the bench and holding it firmly.

S. C. Gentilly, Jr., Bay Village, Ohio

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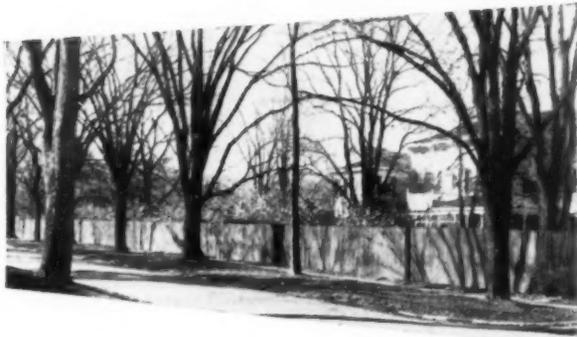


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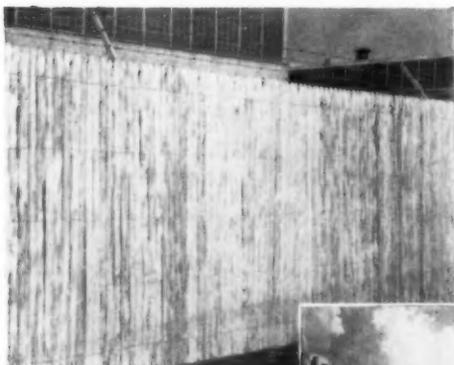
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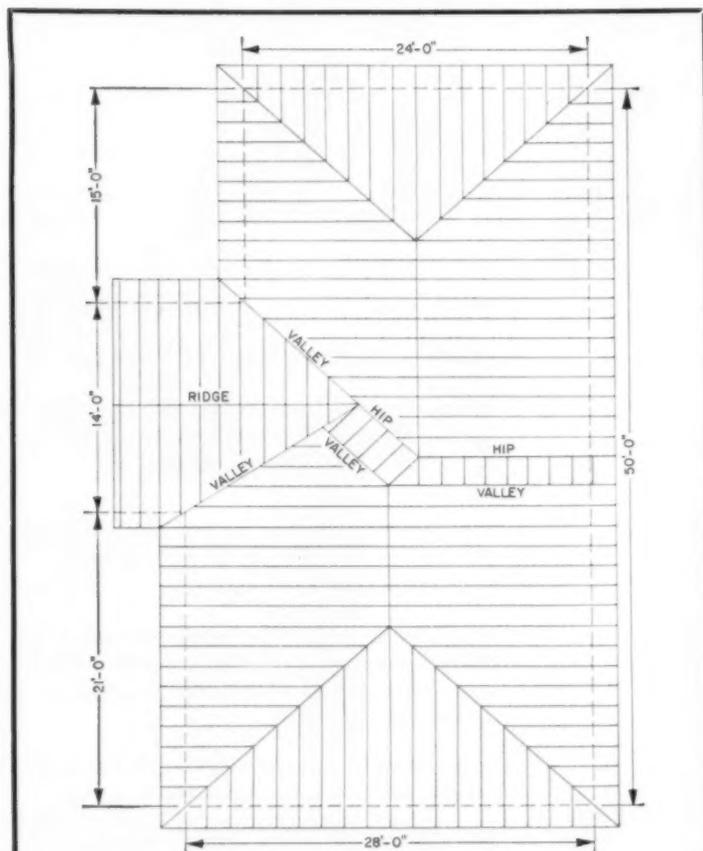
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## A hip and valley roof with different pitches

**QUESTION:** I have a hip roof to frame which has a  $4\frac{1}{2}''$  pitch front and rear and a  $5''$  pitch on the ends. I would like to know if there is a way to find rafter lengths without using triangulation. Also, since the hip rafters do not frame in at a  $45$  deg. angle, the jack rafters will be thrown off  $16''$  centers.

Would you diagram the proper rafter placement?

I plan to use  $2 \times 6$ 's on  $16''$  centers for main rafters,  $2 \times 8$ 's for hips and valleys.

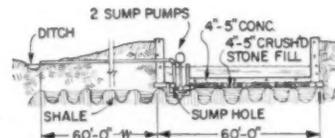
Paul W. Hochstedler  
Greenwood, Del.

**ANSWER:** Find the hypotenuse of the unit triangle (sides  $5''$  and  $12''$ ), then multiply by the total run to get inches. Convert to feet by dividing by  $12$ . Length of common rafters,  $13'-0''$ ; length of hip rafters,  $17'-7''$ . For roof framing diagram see above.

## Wants to pour new floor

**QUESTION:** I have a new cellar which has cracks due to water pressure. There are no sewers so I have two sump pumps ( $1\frac{1}{4}''$  discharge). Can I bond another two or three inches of concrete to the present floor and hold back a  $2'$  head of water?

E. A. Lee  
Welland, Ontario



**ANSWER:** It's doubtful whether two or three inches of concrete will be adequate to hold back that much water pressure. We suggest you use two large sump holes as you indicate and increase the pumping capacity.

## Has geysers in his floor

**QUESTION:** I have a  $4''$  concrete floor poured in two sections. A crack has started about  $10'$  long and is well through the cement along the joint. Water seeps up in geysers an inch or so high. If I mop the floor with asphalt, put felt down, then pour another  $4''$  of concrete, with reinforcing, will that do the job? Would like to pour in four sections if it is possible.

A. T. Hussey  
Horseheads, N.Y.

**ANSWER:** Your procedure is one that we would recommend. However, it would be advisable to pour in one rather than four sections, since you indicate the possibility of continued water seepage. Monolithic concrete is far stronger and presents no joint problem.

(Continued on page 290)



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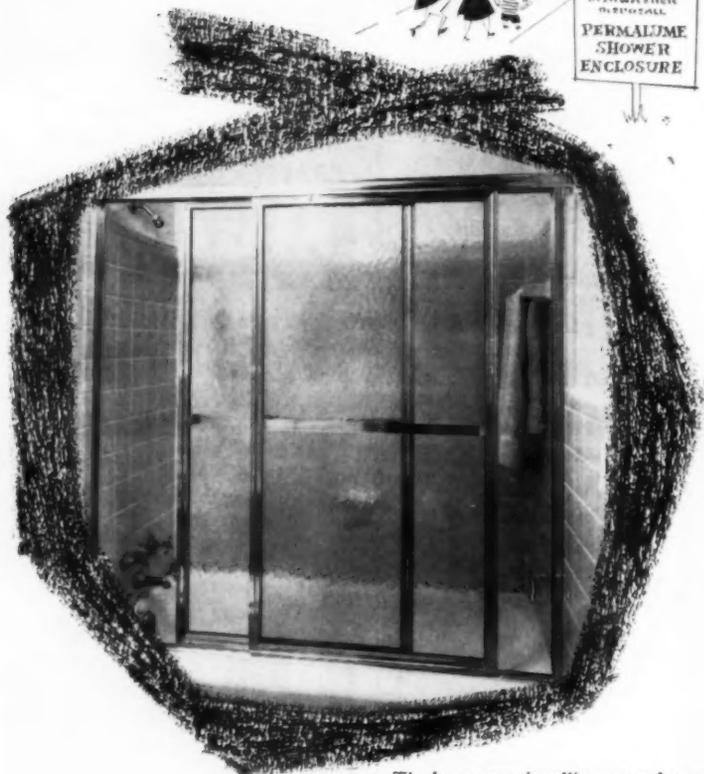
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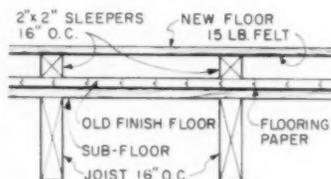
## Ask the Experts . . .

(Continued from page 212)

### Cure for noisy floors

**QUESTION:** What is an effective and economical way to reduce sound transmission between second floor and first floor apartments?

Harold F. Darcy,  
Manasquan, N. J.



**ANSWER:** It is difficult to reduce sound transmission in an existing structure. However, the use of a batt or blanket type of insulation between joists would help. Another method is to lay a new floor over sleepers as shown in the sketch above.

### Wants to kill smoke odor

**QUESTION:** I recently had a temporary oil-fired heater explode in the basement of my ranch type home. The damage has been repaired but I still have a bad smoke odor in the house. I have been advised to spray with lime white wash but hesitate to do this until I am sure it will do the job. Please advise me what to do.

Clayton Olson, Wautoma, Wis.

**ANSWER:** For best results use an Aerosol bomb either in the 2½ lb. or 5 lb. size, depending on the area to be covered. At least two applications (five seconds per each 1,000 cubic feet) will probably be necessary.

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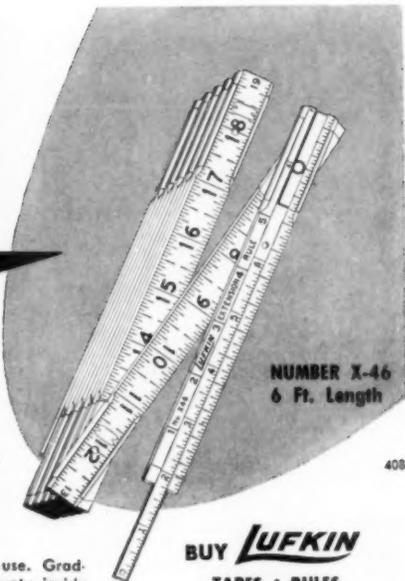
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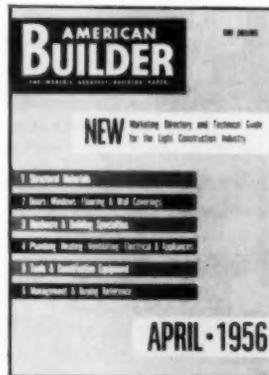
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## Courts uphold appearance as basis for zoning rule



By **JOHN F. McCARTHY**  
Attorney-at-law

The fundamental principles underlying zoning and building laws and regulations have been extended. Aesthetic considerations have become a proper basis for such ordinances. This now seems established as a result of the recent judgment of the Supreme Court of the United States in refusing to review an opinion of the Supreme Court of the State of Wisconsin upholding the validity of an ordinance of the Village of Fox Point, a suburb of Milwaukee. (See *Saveland Park Holding Corp. v. Village of Fox Point*, 69 N.W. 2d 217).

Under that ordinance, the principal consideration was the appearance of the particular building. It provided that no building permit for any structure should issue unless the exterior architectural appeal and functional plan was not at variance with the appeal and plan of other structures in the immediate neighborhood.

We have previously noted the trend in the decisions of the courts toward emphasizing appearances in upholding zoning and building laws and regulations. In the May 1955 issue of *American Builder*, we discussed the opinion of the Supreme Court of the State of Illinois in the case of *Bullock v. City of Evanston*, 123 N.E. 2d 840. There the Court did not overrule its previous decisions to the effect that the mere appearance of a structure was not the proper basis for a zoning and building ordinance. However, the Court did observe, among other things, that the whole improvement under consideration was "aesthetically satisfying" to the neighborhood.

Shortly thereafter came the opinion of the Supreme Court of the State of Wisconsin upholding the ordinance of the Village of Fox Point. This was discussed in the September 1955 issue of *AMERICAN BUILDER*. There the Court observed that, in its opinion, the fundamental principle underlying zoning and building laws and regulations had been undergoing a change. The Court pointed out that the appearance of a building was an important factor in maintaining property values and in promoting the general welfare of the people. The refusal of the Supreme Court of the United States to review that opinion definitely stamps aesthetics as a proper standard for such laws and regulations.

This latest development is traceable to the earlier decision of the Supreme Court of the United States in the case of *Berman v. Parker*, upholding the District of Columbia Redevelopment Act of 1945. In that decision the Court, through Justice Douglas, stated that:

*"We don't sit to determine whether a particular housing project is or is not desirable. The concept of the public welfare is broad and inclusive. . . . The values it represents are spiritual as well as physical, esthetic as well as monetary. It is within the power of the legislature to determine that the community should be beautiful as well as healthy, spacious as well as clean, well-balanced as well as carefully patrolled."*

All this is of great significance to builders and is indicative of further problems. These recent decisions appear to mean broader powers for municipal boards. Builders undoubtedly will experience greater difficulty in handling problems which arise before such bodies.

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By using National Weatherstripping on the homes you build, you can give your buyers *extra value for their money*. That's because National Products make any house more weatherproof, more comfortable, and much less expensive to maintain. Yet, the added buy appeal of National Weatherstripping costs only a few dollars per house—certainly a worthwhile investment in added customer satisfaction, quicker sales, and greater profits.

### PACKAGED WEATHERSTRIP



Made and stocked in sizes for all standard windows and doors, National Packaged Weatherstrip is furnished in individual cartons. Each carton contains enough prefabricated material for one window or one door, with sufficient screws and nails.

### COLUMBIA SPRING WEATHERSTRIPPING



National's Columbia Spring Weatherstripping is available in either bronze or aluminum. It's furnished in 17' or 100' rolls, pre-punched and with an ample supply of nails, ready for speedy, simple installation.

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### LOOK TO NATIONAL FOR HIGHEST QUALITY

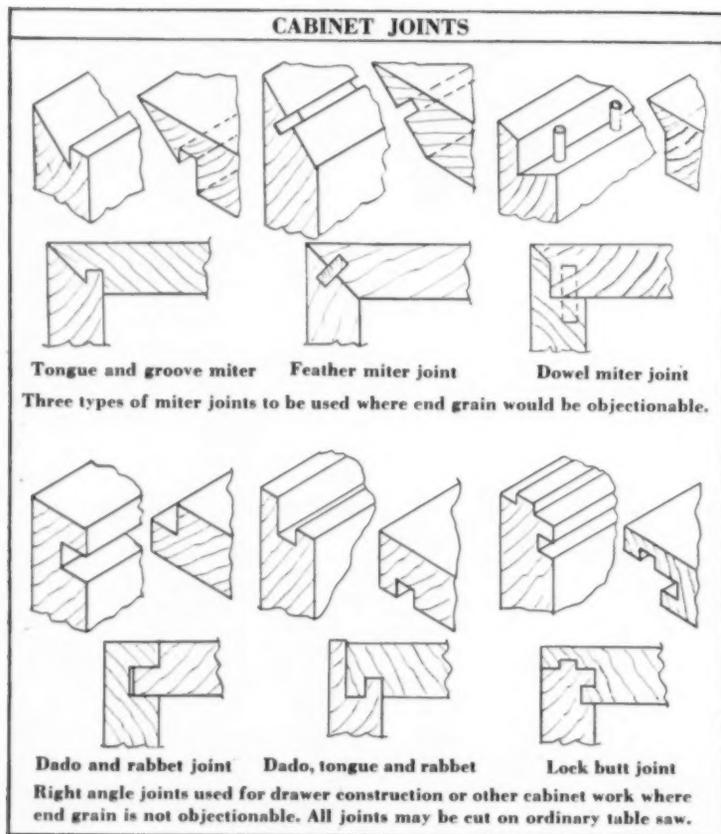
- Metal weatherstripping • Special rolled moldings • Linoleum binding and edging • "Tripl-Tite" aluminum siding • Porcelain enamel building panels • Porcelain enamel signs

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Weatherstrip Division  
National Metal Products Co.  
2 Gateway Center  
Pittsburgh, Pa.



Member: Weatherstrip Research Institute



**MATERIALS**

Plywood, either the hard or soft-wood variety, is the most common material for cabinets and built-ins. Other materials are plastic laminates for countertops; tempered hardboard for sliding doors and drawer bottoms; chipboard for closet doors.

Top grade cabinetry requires the use of  $\frac{13}{16}$ " lumber core plywood with hardwood veneers. It is less likely to warp than standard plywood and is easier to machine. For these reasons it is preferred by furniture makers.

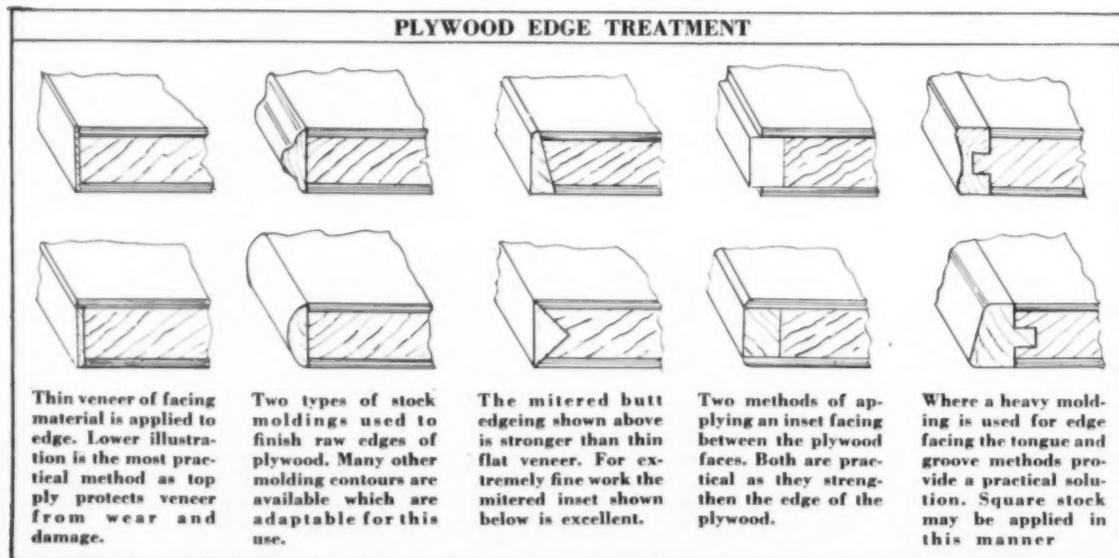
**JOINTS**

While the common butt joint serves adequately, especially when reinforced with blocking, it does not present as great a glue area as the dado, miter or dovetail. Moreover, the latter, at least the miter, does not reveal end grain. Miters should be either splined or doweled (see illustration) for greater strength.

A tip-off on the quality of workmanship in cabinetry is the drawer joint. Drawer fronts should be dovetailed or have some interlocking form of joint.

Rails and stiles should be mortised (preferred) or doweled (also accepted).

Vertical members should be dadoed for horizontals—unless the



# hardware . . .

feature of adjustability is desired.

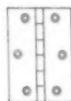
## HINGES

Where yesterday's cabinet maker depended on some form of the butt hinge exclusively, today he has a variety to choose from: the semi-invisible hinge, the pin hinge and a number of pivot hinges for fine cabinet work. Also available are noiseless catches.

## PLYWOOD EDGE TREATMENT

In addition to the several methods shown, hardwood plywood edges may be "taped" with a thin matching veneer obtainable in roll form. Softwood ply may be machined and  
(Continued on page 296)

## TYPES OF HINGES

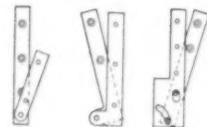


Butt hinge



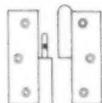
Loose pin hinge

Offset hinge



Types of pivot hinges

Piano hinge



Ornamental pin hinge

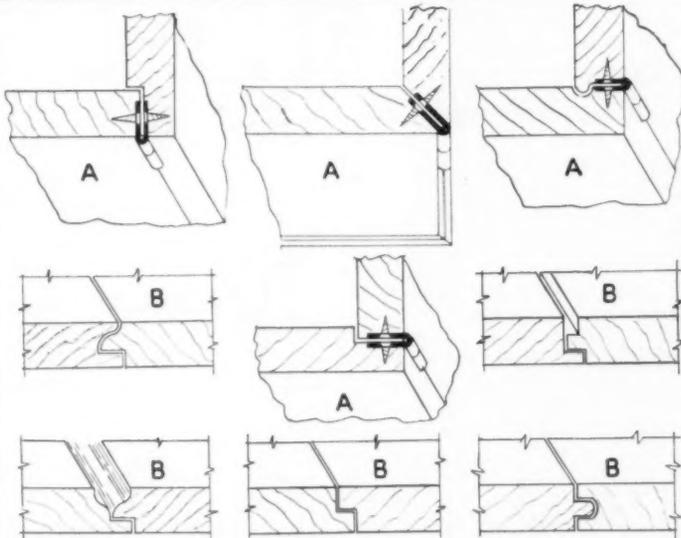


Two types of invisible hinges

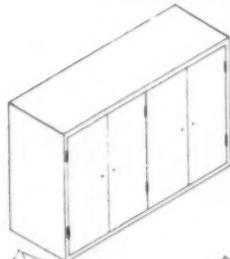


Semi-invisible hinge allows door to cover face of cabinet yet will open a full 270 degrees.

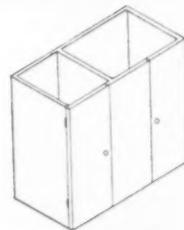
## DOOR HINGING METHODS



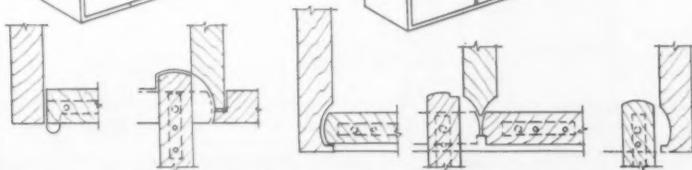
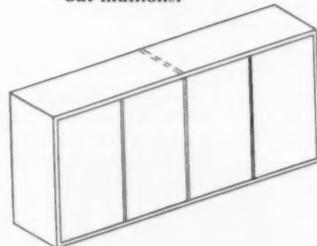
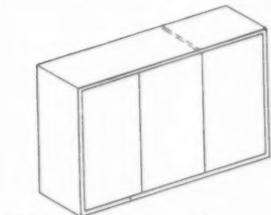
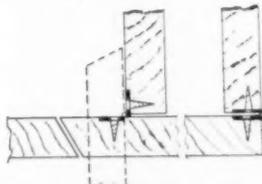
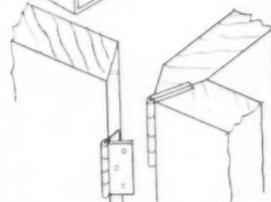
Details "A" show the less conventional methods of hanging cabinet doors. Details "B" show methods of treatment where doors meet, allowing for expansion and contraction.



Method of hinging doors to avoid showing a center mullion.



An ideal solution for hanging three doors on a cabinet without mullions.



Various uses of pivot hinges for fine cabinetwork.

# Technical Guide

## Continued . . .

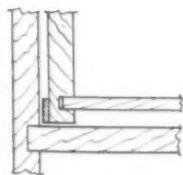
Painted—providing the edges are well sealed first with a resin sealer. Where molding cutters are used, hold the panel vertically rather than flat on table to reduce splintering.

### GLUES

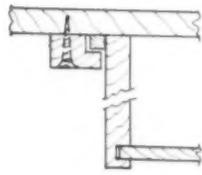
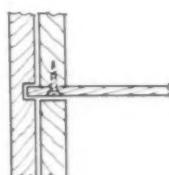
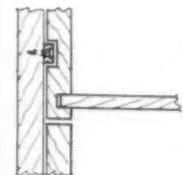
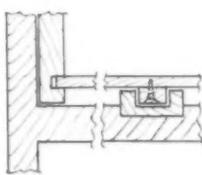
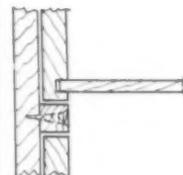
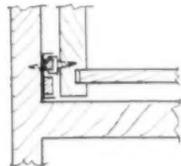
Because they were largely brack-  
 et-supported, yesterday's cabinets  
 were not required to be as sturdily  
 built as today's, which, in many  
 modern houses are ceiling or wall-  
 hung. This is one reason why the  
 nailed, butt-joint type of assembly  
 is hardly adequate; why backs  
 should be rabbeted in; and why  
 glues and blocking are needed often  
 to stiffen tops and sides. Either the  
 newer colorless casein type, or a good  
 grade of fish or animal glue, may be  
 used. The latter should be heated  
 to a temperature of 140° F. to ob-  
 tain a good initial set.

For countertops, contact cements  
 are recommended.

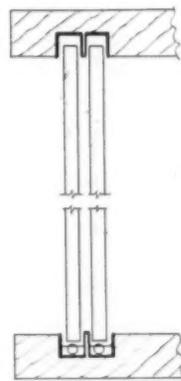
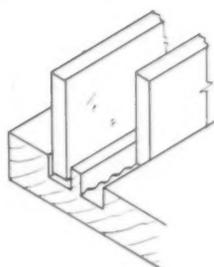
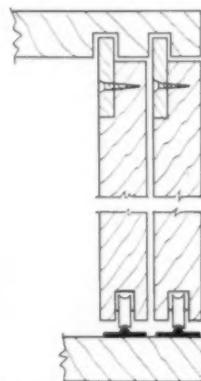
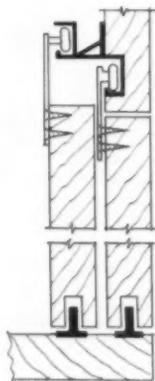
### DRAWER SLIDES



Various types of  
 drawer slides used in  
 cabinet construction.  
 The upper right illu-  
 stration shows the use  
 of metal guides which  
 are equipped with  
 rollers, and provide  
 the best method of  
 drawer installation.  
 Other types are  
 equipped with ball  
 bearing guides for  
 heavy drawers. The  
 illustration below  
 shows the use of the  
 drawer bottom slid-  
 ing in a groove in the  
 side panels. This  
 method is practical  
 only for small light  
 weight drawers.

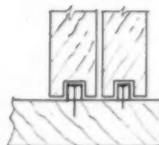


### SLIDING DOORS

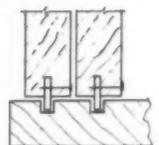


Two methods for heavy sliding  
 doors. The overhead track is pre-  
 ferable to the rollers or sheaves  
 shown in right hand illustration.

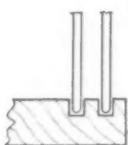
Plate glass doors of limited size  
 will slide in a groove, as shown  
 above, provided the bottom of the  
 rabbet is made irregular. The  
 ball-track shown at the  
 right is preferable for best  
 results.



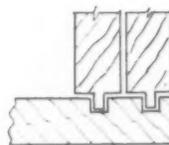
Hardwood Cleat



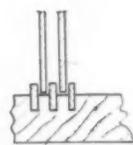
Hardboard insert



Rabbeted slot



Tongue and groove



Hardboard separators

Several methods for sliding doors without the use of special hardware. These are not  
 practical for doors over two square feet in area or where the height is greater than the width.

## Profit or Price?

If you're interested in both, then you'll be interested in the new

### BAR-BROOK WALL FANS

22" & 30" Sizes

The fan that can be permanently installed in any outside wall from attic to basement.

Big . . . 22" and 30" blades, safety grille inside, weathertight shutter outside. Grounded, heavy duty motor with choice of one speed, two speed, and two speed reversible. Plug-in or direct wiring. Certified ratings.

Give your plans added sales appeal! Incorporate Bar-Brook WALL FANS for low cost permanent comfort cooling.

Meets financing requirements as part of new construction or as permanent improvement.

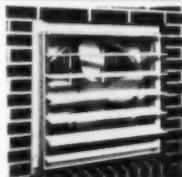
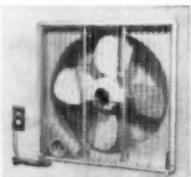
Other Bar-Brook fans include Package Unit and Standard Attic Types, Exhaust, Ceiling and Window.

Ask your local distributor or write, write or call for latest catalog.

Fan Makers Since 1932

**BAR-BROOK MFG. CO., INC.**

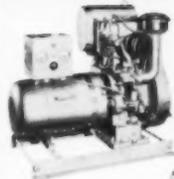
6135 Linwood Ave. Shreveport, La.



## PIONEER GEN-E-MOTOR

### PORTABLE POWER

When and Where You Need It!



**MODEL WA 30**  
for continuous duty, 3800 Watts



**MODEL SS 3990**  
for easy portability, 2400 Watts

● Have reliable electric power available at any location. Pioneer Generators can furnish power and lights to keep construction crews on the job. Hi-wattage, lightweight models can be hand carried . . . heavy duty slow-speed skid mounted plants for continuous operation. Over 40 models from 500 Watt to 12 KW continuous duty units.



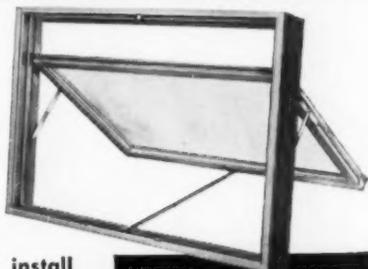
Write today for FREE catalog

**PIONEER GEN-E-MOTOR CORP.**  
5852 West Dickens Ave., Chicago 39, Ill.

Generators • Electric Generating Plants  
Power Lawn Mowers • Electric Portable Power Tools

for more "all around" use . . . built with

## MALT-A-VENT WOOD WINDOWS

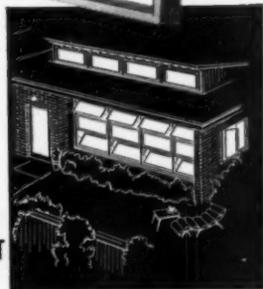


install

**3**

ways

- HOPPER
- AWNING
- CASEMENT



It's easy to see the many ways that this versatile Malta window unit will fit into the homes you build. Singly . . . in groups . . . or combinations . . . Malt-A-Vent adds more style, more livability, more saleability all around.

Malt-A-Vent, too, has features for greater building ease . . . extra value and service for home buyers. Precision milling assures fast, accurate installation and positive operation. Chemical treatment resists rot, stain, warping and insect damage. Aluminum weatherstrip seals out water, wind and dust. Full opening for maximum ventilation . . . easy inside cleaning.

Contact your dealer or write for information on the complete Malta line of modern wood windows.

Carton-packed Malt-A-Vents come to you clean, unmarred, ready to install. Two units per carton, glazed and with operating hardware in place.

Supreme Quality Since 1901

The **Malta** MFG. CO.  
Sales Office: Athens, Ohio

Makers of  
**MALT-A-MATIC**  
**MALT-A-MASTER**  
**MALT-A-GLIDE**  
**MALT-A-VENT**

Member Ponderosa Pine Woodwork Assn., and N.W.M.A.



## CLASSIFIED ADVERTISING

The Market Place for buying and selling used merchandise, help wanted, positions wanted, and other classified listings.

Rates—\$7.50 minimum for 40 words or less. 15c for each additional word.

Display Classified—\$35.00 per inch. Reverse plates not accepted. No illustrations. No agency commission or cash discount. One column only—2¼ inches wide. 2 inches maximum. Signature cuts and trade names allowed.

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Ten-year-old Michigan concern manufacturing all-steel folding closet doors and patented-type steel garage doors is seeking representation in most states. Direct inquiries to Stylecraft, Inc., Roseville, Michigan.

To sell more **BUILDING PRODUCTS** and **EQUIPMENT** pre-sell the **BUILDER!** American Builder reaches more builder-buyers than any other building publication!

## TIMBERLOCK

SPLIT RING CONNECTORS and FRAMING ANCHORS

engineered,  
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**COST LESS**



25% under standard prices. Excellent quality.

Extensively used in government and private construction. 2½" and 4" I.D.

- Precision manufactured of 18 gauge zinc coated steel.
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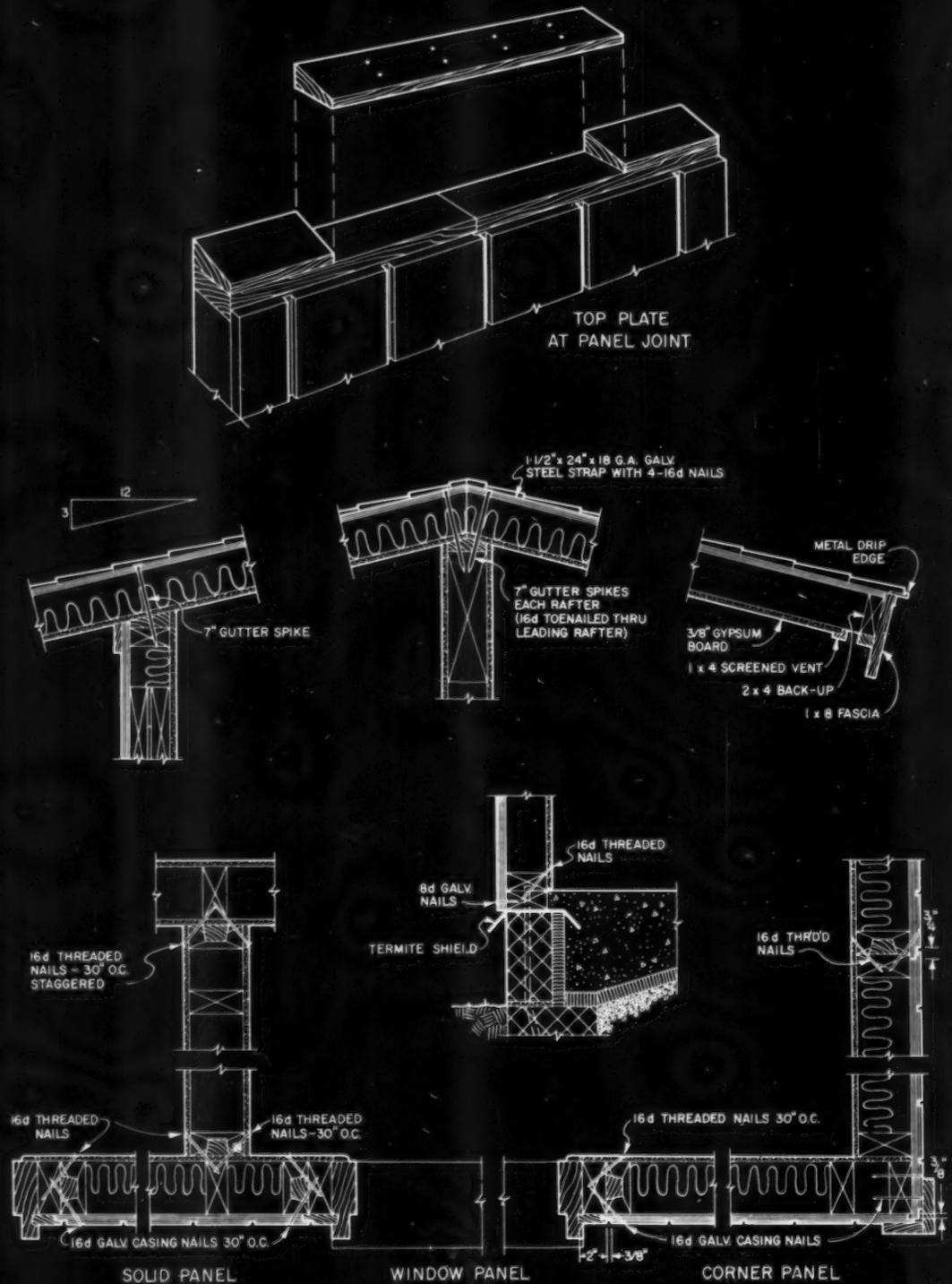
Write to P. O. Box 617  
MARSH Division of



**F. D. KEES MFG. CO.**  
BEATRICE, NEBRASKA

# Roof and panel assembly for a

AMERICAN BUILDER'S BETTER DETAIL PLATE... NO. D-139: PREFAB ROOF AND PANEL



prefab . . .



**BUILDER FRED HOLT** of Norwalk, Conn. framed his first Scholz prefab in record time, now wants to do another.

The new Scholz Lincolnshire model (see page 112) makes it easy for the builder to get a house under roof. All rafters and beams are precut and numbered as to type. A valley framing plan and schedule are provided. Layouts are also carefully indicated for roof beams and plywood sheathing.

Once the builder has his slab ready to go he can start putting up his wall panels. These are all numbered; all he has to do is follow the sequence laid out for him.

While some builders may feel that threaded nails are unnecessary, Scholz specifies them—and justly—for their greater holding power. The firm also believes in using the threaded concrete nail for tying inside plates to a slab. For outside plates, of course, conventional anchor bolts are used.

Scholz also uses a simplified wiring system in this house—a combination of wireways, baseboard raceways and in-wall conduit.

**Designed by:**

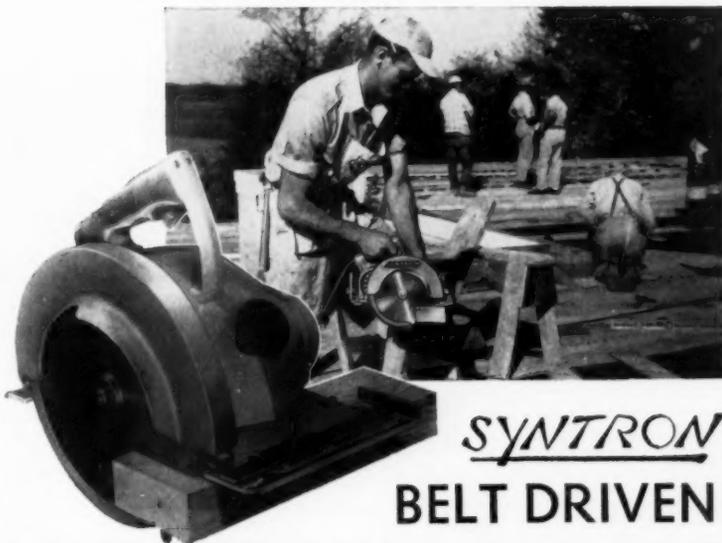
**Scholz Homes Inc.**

**2001 N. Westwood**

**Toledo 7, Ohio**

JUNE 1956

*For Profitable Production Cutting of Wood, Concrete, or Plaster Board . . .*



## ***SYNTRON*** **BELT DRIVEN** **ELECTRIC SAWS**

Syntron Electric Saws are belt driven—no gears for costly repair and replacement. This means cross-cutting or ripping hard or soft wood at top speed without bucking or pulling. For profitable production cutting of wood, concrete, brick, stone, plaster board, plastic, etc., use Syntron power saws.

Two models with 8½" and 10" blades—up to 2-13/16 and ¾" cuts.

*. . . Other SYNTRON Equipment*

*of proven dependable quality*

### **ELECTRIC HAMMERS**



Automatic, self-rotating Hammer Drills that cut through concrete ten times faster than by hand. Electro-magnetic operation—practically no maintenance. Electric Hammers for low cost cutting, shipping, pointing, scaling, etc.

### **GASOLINE HAMMERS**

#### **PAVING BREAKERS AND ROCK DRILLS**

Require no air compressor or accessories. Deliver 2000 powerful blows per minute for busting concrete, digging clay and shale and tamping backfill. Drill steel rotates automatically for drilling.



### **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 Power Tool data—FREE*

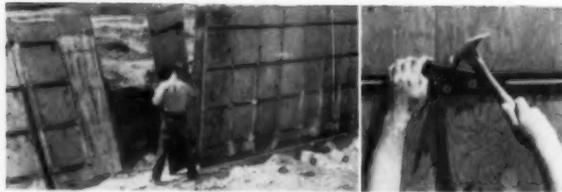
**SYNTRON COMPANY**

618 Lexington Avenue

Homer City,

Penna.

# New "foot-a-minute" Simplex Forms slash basement costs!



**Speed erection and stripping**—16-24 manhours for stripping, transporting, setting, and pouring of walls, plus layout and pouring of footing for next day's job.

**Inner and outer panels set simultaneously.** On delivery to job panels are spotted, avoiding "backtracking."

**Uniform bracing required.** Cam action of locking levers secures forms in place. Flared line-up rail slips over top of panels for positive alignment. Brackets provide 2x6" scaffold for men, plus helping in alignment.

**Unusual new precision**—steel butts against steel, maintaining positive dimensions. Use 4 ft. forms for precise "floating slab" foundations.

**No loose hardware**—hardware mounted to panels—no pickup operations—no loss. With hardware mounted, Simplex panels weigh only 65 lbs.

**Remarkable strength**—tie wires withstand 3600 psi. Bolts, bars, bushings, screws, and case-hardened levers guaranteed to withstand high-pressure concrete. An 8", 128' wall can be poured safely in less than two hours. 1 1/2" plywood has normal life of 100 pours.

**Minimum storage space**—all equipment for average home basement stacks on 12-foot bed truck. One trip!

**Poured walls now cost less** than block in many areas, due to Simplex efficiency.

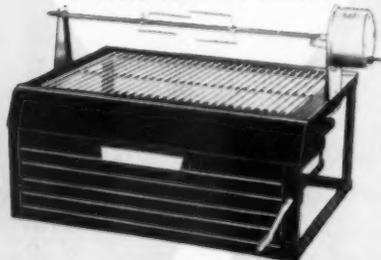
**See a demonstration**—sets now in operation throughout Midwest. Write for literature, or send prints for quotation.

## Simplex Forms System, Inc.

2500 N. MAIN ST. ROCKFORD, ILLINOIS PHONE 8-3778

Homes of distinction deserve  
**BURR-SOUTHERN\***  
**BUILT-IN BARBECUES**

PRECISION-BUILT, SMARTLY  
STYLED, SENSIBLY PRICED



### BURR FIREPLACE ADJUSTAFIRE

A deluxe unit with stationary chromed steel grill and adjustable firebox... the preferred heat control for broiling or spit cookery. Designed for indoor or outdoor installation. Black or bronze hammertone enamel. (Spit optional.)

MODEL FP 516. NO INSTALLATION REQUIRED...JUST SLIDES INTO OPENING.

\*ORIGINATORS OF BUILT-IN BARBECUES

WRITE US FOR DETAILS. DELIVERY MADE  
DEALER INQUIRIES INVITED. WITHIN 14 DAYS  
FREE BARBECUE PLANS ON REQUEST

**BURR-SOUTHERN**  
CORP. OF CALIF. • 241 N. Allen, Pasadena, Calif.

ESTIMATING GUIDE continued from p. 121

### SHEATHING & MISCELLANEOUS

Location	Description	Actual*
Scabs	1 x 4 — 4'0" long	256 Lin. ft.
Gusset Plates	1/2" Plywood 4'0" long	32 Pieces
Scabs	1 x 4	63 Lin. ft.
Side Wall Sheathing	Gypsum Board	1550 sq. ft.
Roof Sheathing	1 x 8	1900 sq. ft.
Roofing	210# Asphalt	1900 sq. ft.
Gable Sheathing	1 x 6 T & G	200 sq. ft.
Kitchen	Plywood W.P.	168 sq. ft.
Kitchen	Linalum	168 sq. ft.
Finish Floor	Oak	1000 sq. ft.
Ceiling Insulation	2" Batts	1160 sq. ft.
Wall Insulation	2" Batts	1200 sq. ft.
Gable Siding	3/8" Ext. Plywood	200 sq. ft.
Cleats	1 1/2" 1/2" dia. Rd.	120 sq. ft.
Parch	Ornamental Iron	2 Pieces

\*Add 10% for waste.

### MILLWORK

Exterior Trim		Amount
Location	Description	
Fascia	1 x 2	250 Lin. ft.
Fascia	1 x 4	250 Lin. ft.
Soffit	Exterior Plywood	360 sq. ft.
Louver	Metal	2 Pieces
Bed Molding	1"	180 Lin. ft.
Fascia	1 x 6	180 Lin. ft.
Interior Trim		Amount
Location	Description	
Base	1 x 4	400 Lin. ft.
Cl. Pole	1 1/2" diam.	32 Lin. ft.
Pole Sockets	Pair	6 Pair
Cleats	1 x 3	36 Lin. ft.
Hook Strip	1 x 4	62 Lin. ft.
Shelving	1 x 12	50 Lin. ft.

### DOOR SCHEDULE

Exterior Doors		Amount
Size	Description	
3'0" x 6'8" x 1 3/4"	Solid Core Flush	1
2'8" x 6'8" x 1 3/4"	1 lite 3 panel	2
8'0" x 7'0" x 1 3/4"	4 panel 3 lite	1
Int. Doors		Amount
Size	Description	
2'8" x 6'8" x 1 3/4"	Flush H.C.	6
2'0" x 6'8" x 1 3/4"	" "	3
1'8" x 6'8" x 1 3/4"	" "	2
Sliding Doors		Amount
Size	Description	
2'6" x 6'8"	Wood	6
2'6" x 6'8"	Glass	1
Total		22

Note: All doors, door frames, saddles, casing, door stops, etc. are to be ordered from the Door Schedule.

### WINDOW SCHEDULE

Size	Description	Amount
2'6" x 6'8"	Fixed	1
6'6" x 4'0"	Fixed and awning	1
6'6" x 2'0"	Gang of 2 T.H.	2
3'0" x 4'0"	Awning and fixed	3
4'6" x 4'0"	" " "	1
3'0" x 3'0"	" " "	1
3'0" x 1'6"	T.H.	1
Total		10

Note: All windows are to be ordered from the window schedule to include sash, frames, trim, casings, etc.

Aprons	1 x 6	50 Lin. ft.
Stools	1 x 8	50 Lin. ft.

### MASONRY

Location	Description	Amount
Veneer	Brick	1200 sq. ft.

### PLASTER

Location	Description	Amount
Ceiling	3/8" Gypsum	1110 sq. ft.
Walls	" "	Approx. 3200 sq. ft.
Garage Ceiling	" "	264 sq. ft.
Garage Walls	" "	Approx. 440 sq. ft.

Material breakdown prepared by Joseph Steinberg, head, and Martin Stempel, instructor, Construction Technology Dept., New York City Community College.

Make your hotel reservations  
now for the  
**INTN'L HOME BUILDING EXPOS.**  
MAY 12-20



**A few steps from the  
COLISEUM**

One of New York's finest hotels,  
overlooking Central Park from this  
fashionable mid-town location,  
two tree-lined blocks from the new

Coliseum. World-famous Rumpelmayer's and the Cafe  
de la Paix serve Continental and Oriental delicacies in a  
delightful old-world atmosphere.

All guest rooms are newly redecorated, with private  
bath and radio . . . almost all are equipped with air condi-  
tioning and Television. Color Brochure "10" on Request.

SINGLE FROM \$7.50 DOUBLE FROM \$11.00 SUITES FROM \$16.00

**ST. MORITZ ON-THE-PARK**

*New York's only truly continental hotel*

50 CENTRAL PARK SOUTH

Charles G. Taylor,  
President

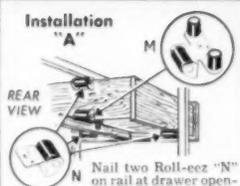


**FINGERTIP DRAWER OPERATION**

For Only **26<sup>4</sup>/<sub>10</sub>¢**

**PER DRAWER**

(Cost of One Roll-eez "A" Set in Bulk  
to Cabinet and Fixture Manufacturers)



Nail two Roll-eez "N"  
on rail at drawer open-  
ing. If drawer has cen-  
ter guide, nail third Roll-eez "N"  
on top of back in middle. Roll-eez  
"M" on bottom of back, straddling  
guide. Roll-eez "M" and "N" are  
made with NYLON rollers.

Write for Free Sample Roll-eez "A" Set  
& Literature Showing Complete Line.

**JUNIOR-PRO PRODUCTS CO., 118 E. Marceau St., St. Louis 11, Mo.**

**JOIN THE  
PAYROLL  
SAVINGS  
PLAN**

★ CUTS CEMENT } 1/2  
FINISHING TIME }  
★ USE YOUR } 1/2  
OWN DRILL }  
SAVE }  
**ELMO  
Aluminum  
PONY  
TROWEL**  
(PAT. PENDING)

F.O.B. Muncie, Ind.



1-Man Operation—  
No Experience  
Needed.

Your 1/2" or 3/8" drill attaches easily to Pony  
Trowel. Same set of self-adjusting steel  
blades both float and finish. Gives smoother  
surface without tapping even under difficult  
weather conditions. Durably built of  
aluminum alloy with 20" troweling ring.  
Competitive in every way to engine driven  
trowels except price. Pays for itself  
in one day's operation.

EXTRA BLADES \$2.75 set  
WIRE BRUSH ATTACHMENT AVAILABLE  
New, faster way to clean slabs.  
Slips on easily.

See Your Dealer or Order Direct!

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DEPT. I-3, 324 W. HOWARD ST., PARKER, INDIANA

**Only BESSLER has  
the BIG MODELS**

to meet your specific needs!



AS LOW AS

**\$53<sup>00</sup>** LIST

**Generous  
Trade  
Discounts!  
Write for  
Free Catalog  
and Wall  
Chart**

FREE CATALOG  
AND  
WALL CHART

**BESSLER DISAPPEARING STAIRWAY CO.**

1900-A East Market St., Akron, Ohio

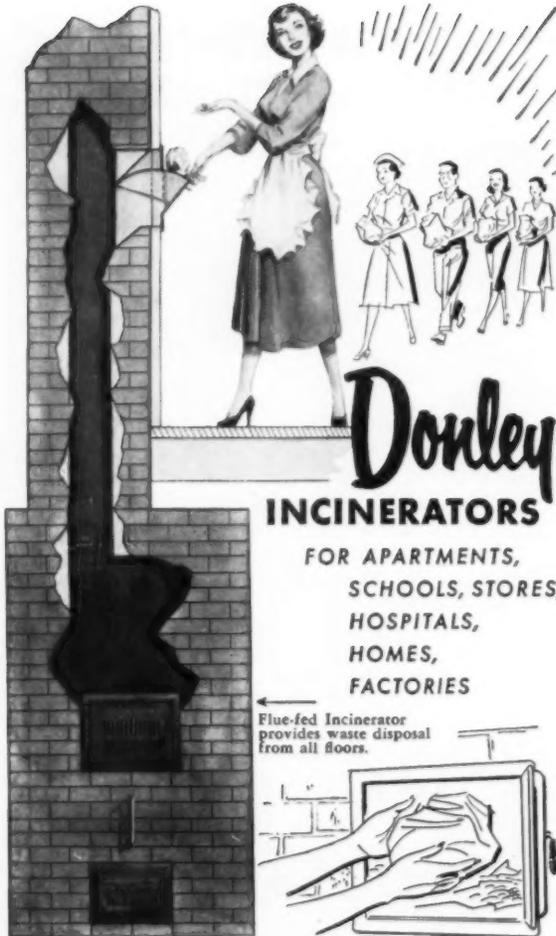
Bessler Disappearing Stairway Co., 1900-A East Market St., Akron 5, Ohio

Please send free Catalog, Wall Chart, Prices and Discounts

Name .....

Address .....

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



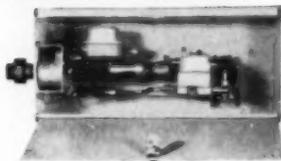
# Donley INCINERATORS

FOR APARTMENTS,  
SCHOOLS, STORES,  
HOSPITALS,  
HOMES,  
FACTORIES

← Flue-fed Incinerator provides waste disposal from all floors.



← Floor-fed model (fed through fire door) for industrial-commercial use. Available also in garden-estate models and prefabricated steel shell units.



← DONLEY Automatic Safety Burner

Simplified planning, ease of construction and trouble-free operation are assured when you utilize DONLEY Incinerator Components. They are available in sizes to meet all requirements.

DONLEY Safety Burner with Automatic Timer provides a succession of small fires that prevent excessive draft and destructive heat created by ordinary once-a-day burning of large accumulations.

To aid contractor, complete installation blueprints are furnished with all units.

Sent free upon request, 12-page DONLEY Incinerator Catalog is packed with helpful information, charts, photos and construction drawings. You'll want a copy at your elbow. Write for it today.

8 1/2" x 11"  
DONLEY  
Incinerator  
Catalog for  
your file.



# Donley

THE DONLEY  
BROTHERS COMPANY  
13910 MILES AVENUE  
CLEVELAND 5, OHIO

6672-DB

## AN EDITORIAL

(Continued from page 26)

with new paint. Some types of roofing and exterior builders' hardware have to be replaced before the expiration of a 30-year mortgage. Screens get damaged and all glass in windows and storm sash and doors are subject to breakage, and require replacement. Heat pumps and sump pump have to be repaired or replaced. Concrete walkways and driveways are subject to cracking, and sometimes have to be replaced. Blacktop driveways have to be maintained and repaired. Plaster cracks and requires repair. And so on and on. Yet, all of these are included in the mortgage. The argument that appliances must be maintained, repaired or possibly replaced holds no water, because the same is true of most everything in a home.

Appliances are removable? Well, so are toilet seats, electrical outlet boxes, door chimes, attic fans, faucets, lighting fixtures—in fact, it is possible to practically strip a house, including sinks, toilet stools, tubs, valence lighting, to mention a few. But nobody moves these things when they sell a house. To insure that nobody removes a range or a refrigerator at the time of sale or foreclosure is a very simple matter of drawing a contract specifying that these appliances are part of the house.

To reduce the argument about mobility of appliances to total absurdity is the fact that now many sales contracts provide that the seller leave a full complement of garden tools in the house when he leaves. The buyer is permitted to assume legally that if he sees a power lawn mower or power snow remover on the premises when he buys, they belong to him.

There is every economic and social reason to include appliances in a mortgage and none to exclude them. The home buyer is entitled to a package of liveability when he buys. He is also entitled to whatever purchasing advantage the builder can give him in the price of these appliances, and to the opportunity to liquidate that purchase in the same way and over the same period that applies to the rest of the package—the foundation, the roof, and all other elements that comprise the package.

Now, let's be consistent. Include appliances in the mortgage, or exclude everything that cannot be moved or that does not require maintenance or possible replacement. If we do the latter about all we will have to mortgage is the excavation and the foundation, and part of the wall and roof.

It is understandable that the resistance to including appliances in the mortgage comes from retail appliance dealers. Or, is it understandable? Don't they realize that they cannot sell the builder? And don't they realize that the credit risk they accept from a new home buyer, already up to his ears, is often not a good one? We serve our own best interests when we serve the best interests of the public. The public demands and is entitled to every part of its living package that can safely be included in the mortgage. In the long run, taking the logical step of placing and keeping appliances in the mortgage contract will be in the best interest of appliance manufacturers and dealers because it is in the best interest of the public.

*Ed Harin*

### CORRECTION

In the Directory of Prefabricated Home Manufacturers, page F21 of the April issue, an error appears in the listing of the Home Building Corporation of Sedalia, Missouri. The contact should have read: Arthur Dahlman, Sales Manager.

## "Berger 12" Dumpy Level pays for itself on just 3 houses!"

says Richard A. Krueger,  
Krueger Bros., Needham, Mass.



"Here's how: we figure a clear saving of \$60 per house on labor, gravel and cement by getting on-the-button accuracy in measuring excavation depths, establishing foundation heights and grades for drainage and streets. Focusing our Berger Dumpy Level is quick and easy; optics are clear as crystal—which cuts time in setting up batter boards, leveling off first floors within 1/16th inch and installing the first course of siding."

That's because the Berger Dumpy Level is designed to fit the builder's needs—priced to fit his budget. Has 12" internal focusing hard bronze telescope, 24 power coated optics, rugged, accurate centers. Horizontal circle is enclosed for dust protection. Nickel silver leveling screws. Price: \$174.50\* complete with mahogany carrying case, white ash tripod, instruction manual. \*F.O.B. Factory

C. L. Berger & Sons, Inc., 47 Williams St., Boston 19.

Save Time and Money . . . Avoid Mistakes . . . Use

## SIMPLIFIED CARPENTRY ESTIMATING

HERE IS EVERYTHING YOU NEED to know to "take off" a bill of materials from set of plans and specifications for a frame house. Saves you time figuring jobs, protects you against oversights or mistakes that waste materials and cost money. Nothing complicated—just use simple arithmetic to do house carpentry estimating with this easy-to-use ready reference handbook. CONTENTS: Estimating Fundamentals. Foundation Material. Framing. Exterior Finish. Hardware. Building Information. Estimating Short Cuts. Labor Hours per Unit of Work. Carpentry Mensuration. Mathematical Reference Tables. Stair Estimating. How to Plan a House.

1950. 5th Ed. 304 p. 123 illus. 60 tables. 5x8. \$3.75



### FREE EXAMINATION COUPON

Simmons-Bardman Books, Dept. AB-656  
30 Church St., New York 7, N. Y.

Please send me a copy of *Simplified Carpentry Estimating*. If after 5 days trial I am not fully satisfied, I'll return it and owe nothing. Otherwise I'll keep the book and send \$3.75 plus a few cents for postage and handling in full payment.

Name .....

Street .....

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

SAVE. Send \$3.75 with your order. We pay postage, handling. Same trial terms.



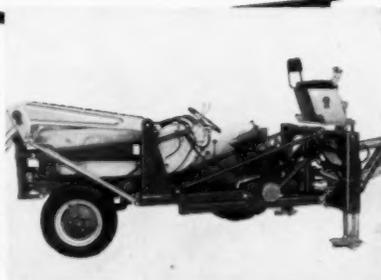
## DAVIS BACK-HOE

## Detaches in 5 Minutes

Compare the Davis Back-hoe and you'll see why you can accomplish more with less fatigue than with any other back-hoe. That's because it works at right angles...digs as deep as 13'...lets you sit comfortably...see exactly where you're digging...and face the direction of your work. But that's not all! It detaches in five minutes so that you can use your tractor for other work or with Davis Loader alone. It forms its own rigid tripod, and when you want to use the back-hoe again, you connect it up just as fast. You make more money; yet you actually pay less for the Davis Back-hoe and the Davis Loader with their many long-lasting features. See them today!

### DAVIS LOADER AND BACK-HOE FORM CRADLE AROUND TRACTOR

Even though the Davis Back-hoe uncouples in minutes, it fits as rigidly to the Davis Loader as if it were welded on. The two units form a sturdy frame that "cradles" the tractor, absorbing stress and strain when digging or going over rough terrain.



SOLD AND SERVICED NATIONWIDE BY BETTER DEALERS

### Mid-Western Industries, Inc.

1009 South West Street  
Dept. AB, Wichita, Kansas

Please send me literature and name of dealer on  
Davis Loader  Davis Back-hoe

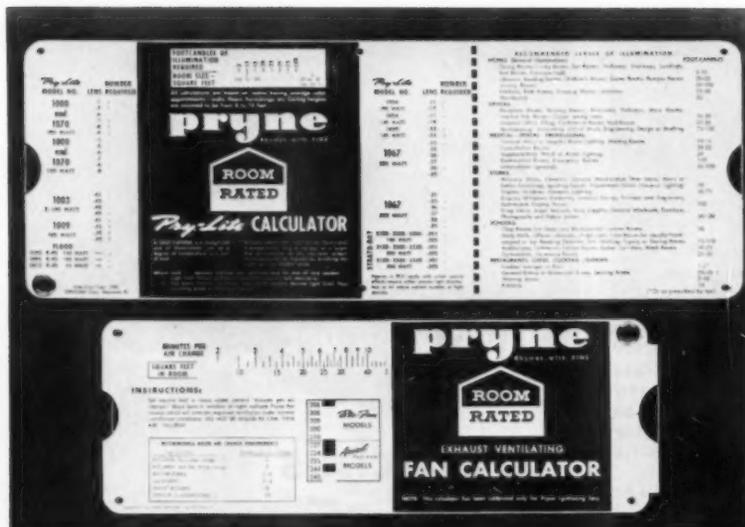
to fit a ..... tractor.  
(Please Print)

NAME.....

ADDRESS.....

TOWN.....STATE.....

## A formula for light and air . . .



WITH THIS NEW room rated system, anyone can accurately specify ventilating fans and recessed lighting from a simple floor plan. The Pry-lite calculator (above) helps the builder select proper lighting. The calculating system takes into account light or dark walls, window surfaces. All figures are given in square feet.

What was formerly one of the biggest builders' headaches is now a simple matter of flipping a card: filling ventilating and light requirements are now as easy as that.

Two unique slide rules do the work for the builder. Pryne & Co., Inc., of Pomona, Calif., developed them recently in its experimental Room Rating Program.

Prior to the Pryne experiment, ventilating fans were rated by CFM (cubic feet per minute) of air displacement tested in a wind tunnel. Not only did this leave it to the individual builder to determine how many CFMs were needed for a particular room, but more important, the rating from the tunnel test did not jibe with what a fan would actually do in a smoky kitchen.

Pryne engineers experimented under actual home conditions, so ratings would appear as accurate as possible on the calculator.

Technical light curves and foot-candle data were also computed into room ratings. Lighting engineers translated input of recessed lighting units into ratings that enable the builder to select the proper units for any room size.

## Sharp's automatic square makes ROOF FRAMING EASY!

**\$985**

Prepaid



ALL YOU NEED TO KNOW IS WIDTH OF BUILDING AND PITCH OF ROOF

Just set tool to pitch of roof and it automatically provides direct marking guide for all cuts. Gives exact figures for length of rafters.

Sharp's Framing Square is precision made of quality metals, a Journeyman's tool. Folds up into one compact unit... 1 ft. long, 2 in. wide. Full money-back guarantee.

One setting gives you the marking for both plumb cut and mitre cut.

Bevel Bar automatically adjusts itself for all Mitre Cuts on Hip, Valley or Jack Rafters.

Order today direct from Sharp's Manufacturing Co. Box 332, Dept. 10, Salem, Ore.



**SHARP'S**  
Automatic FRAMING SQUARE

Postage extra if C.O.D.



**A WasteMaster**  
Adds More "Sell" to  
The Homes You Build!

- Immediate delivery!
- Priced right!
- Exclusive "Shavitron" Shredder keeps drains clean and free . . . ideal for septic tank use!
- Umbrella Slinger keeps motor dry . . . always!
- No vibration!
- Easy installation!

WRITE TODAY for detailed information!

A PRODUCT OF THE  
**LOCKLEY MACHINE COMPANY**  
WASTEMASTER DIVISION  
310 GROVE STREET NEW CASTLE, PA.

**COST CUTTER**

**LION** UNIVERSAL TRIMMER

Accurate, razor-like cut any way of grain. Quick adjustments to 45 degrees or 90 degrees. Miter, bevels, squares, chamfers—hundreds of uses! A time saver on every job.

WRITE FOR FULL INFORMATION

**FOOTATUCK CORP.**

50 Old Stratford Rd.  
Shelton, Conn.



## Manufacturers' news . . .

New tools for old are offered in the Porter-Cable Machine Co.'s old tool contest. Any resident of the U.S. or Canada who has one of the firm's old tools still in active use can obtain an entry blank from his dealer. Top twenty-five winners receive the modern equivalent of the tool entered. The next fifty best entries will be awarded other prizes and dealers named on the seventy-five winning blanks will receive duplicate prizes. Entries in the contest, which ends Sept. 30, will be judged on age, length of service and present condition. . . . Any officer or employee of a company regularly engaged in selling and installing heating and plumbing equipment is eligible for the Slant-Fin Radiator Co.'s "name the baseboard" contest. Entrants must propose a name for the company's new baseboard radiator and give reasons for selecting the name. Additional details can be obtained by writing the firm at 87-49 130th St., Richmond Hill 18, N. Y.

Appointment of five new officers to posts with affiliated companies

has been announced by Place Enterprises. At Place Homes, Inc., William D. Yeoman is executive vice-president; George J. Hones is vice-president and general manager; and James F. Peacock is secretary. Joseph J. Smith was promoted to vice-president of BIMSCO, Inc. and John K. Yost is vice-president of Building Materials Specialty Co. . . . Several changes have been reported



McDonald



Cole

by I. J. Harvey, Jr., president of the Flintkote Co. Dennis J. McNamara has been elected vice-president and controller; William Feick, Jr. is treasurer; and George K. McKenzie and H. L. Evans have been elected directors . . . John R. H. McDonald

has been appointed president of American Houses, Inc. He had been president of a subsidiary, A. H. Construction Corp. . . . New senior vice-president in charge of marketing for Atlas Plywood Corp. is Bert Cole who had been vice-president in charge of product sales . . . Retirement of Lewis R. Sanderson as president of the National Gypsum Co. has resulted in the election of executive vice-president Fred A. Manske, as his successor. Operations vice-president Wells F. Anderson was elected a director.

Appointments of F. E. Maguire and J. G. McKinley as merchandise managers for prefab and mobile homes sales and for builder and apartment house sales, respectively, has been announced by Westinghouse Electric Appliance division . . . Charles Lampland has been named field representative of Reserve Supply Company. . . . Acquisition by American Cyanamid Company of the Formica Company has resulted in the appointment of John D. Cochrane as technical director in charge of development and manufacture of resins, to coordinate Formica's resin activities with those of the parent company.



The MULLER BUILDERS' HOIST



*speeds up construction jobs*

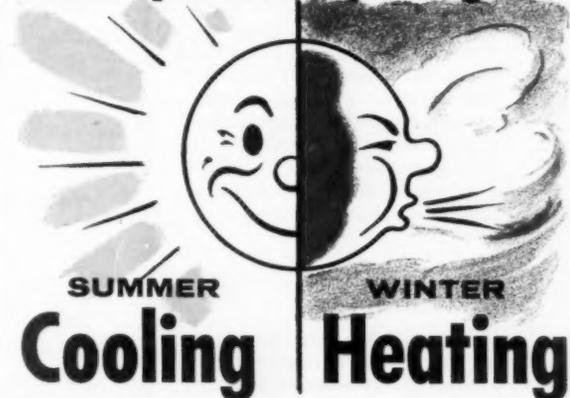
This rugged, hard-working new hoist is rated at 1000 lbs. single line pull, 200' per minute. Capacities: 400'  $\frac{3}{4}$ " manila, 1200'  $\frac{3}{8}$ " wire, or 2700'  $\frac{1}{4}$ " wire rope. Roller bearing mounted drum with 16" flanges. 16" brake covers half circumference and has spring providing tension on free end to hold load when clutch is released. Separate clutch and brake levers are furnished. Two 8" rubber-tired wheels for mobility on job. Briggs & Stratton 23-R-6 Air Cooled Engine is rated at 7.0 H.P. (2400 RPM), and 8.1 H.P. (3000 RPM).

Sold through authorized Muller Dealers. Send for folder and dealer's name.

**MULLER MACHINERY COMPANY, Inc.**  
Metuchen 4, N.J. Cable Address MULMIX

# Majestic

Gives you everything in-



Majestic affords a single source for quality year around air conditioning equipment of many types — forced-air furnaces, matching or remote summer cooling units, automatic controls, and ducts, fittings, registers, and the like. See your Majestic Dealer today, or write for free specification sheets.



The **Majestic**  
Company, Inc.

433 ERIE STREET  
HUNTINGTON, IND.

# The Month Ahead

#### OVER 1,000

If you're still in the planning stage for your National Home Week model, take another look at its square footage. Is it over 1,000? If so, good. FHA says for the first time in years the space provided by a "typical house" tops 1,000. Looks like the death of the 982-square-footer.

#### SUMMER STARTS

If you're wondering about whether it's smart to break ground in July, you've got plenty of company. But hear this: April contracts for all types of construction were the heaviest since the record May of 1951. Spring contracts mean summer starts; soooo let 'er roll!

#### SPECULATION UNLIMITED

Nothing daunts the Texas speculator, not even a church. Norm Mason tells the story about the Texas builder who just finished a church. When asked what its denomination was, he replied, "No denomination—I'm building it on speculation." What we're waiting to hear now is about the guy who's going to build a school on spec—or a swimming pool. . . .

#### IN THE SWING

One good public relations stunt for the summer is to sign up as a coach at the head of a Little League baseball team. We know of at least one builder who's taking time out from his custom jobs to get out in the evening with the boys. How about the rest of you fellows?

#### Short course on cooling

Come the months of June and July—ordinarily hot and uncomfortable for the boys on the job. Unfortunately they can't take advantage of the cooling package that so many builders are including in their homes. And speaking of cooling, our own Ed Gavin has scheduled a tour starting in Des Moines, Ia. and ending in Lawton, Okla. Dates are June 4-16. Ed is swinging around this section of the country to trade ideas with builders on air conditioning and related topics. Other cities on his "cooling" itinerary are Kansas City, Mo., St. Joseph, Wichita, Pampa, Tex. and Amarillo. For a report see the August issue of American Builder.

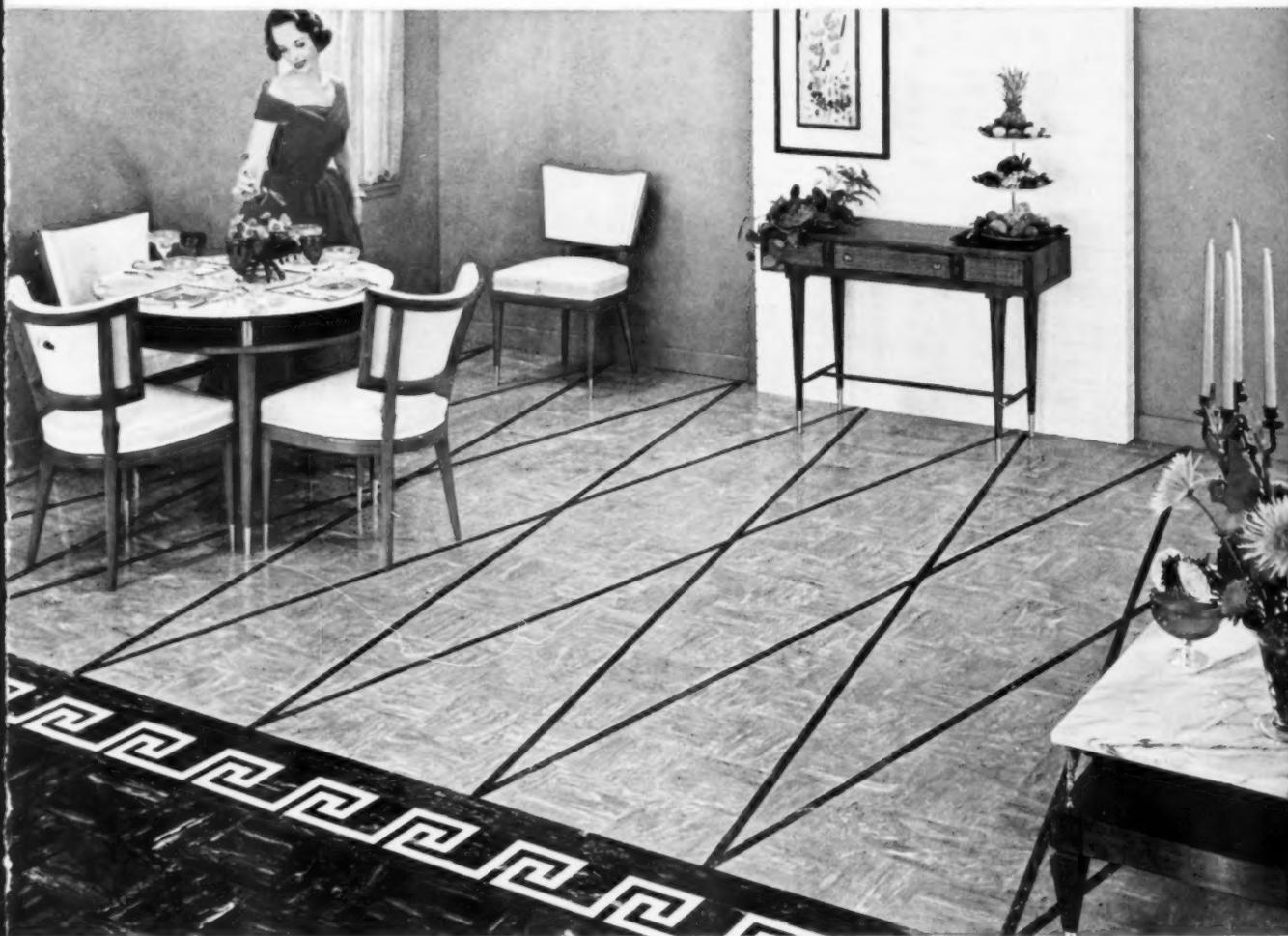
#### Short course on construction

If you're a little rusty or are just starting out in the building game, you'll be interested in another short course. This one's on construction techniques, design and land planning. It will be held at the Small Homes Council of the University of Illinois, July 9-18. Another short course—this one in merchandising—will be held August 13-15 at the National Housing Center. Last May's session was sold out early. You'd better get your \$135 tuition in right now.

#### Vacations, anybody?

Some people spend their entire summer vacations house hunting. That's where you can step in—and step up the tempo of your advertising. You can expect more than just week-end prospects; so don't wait until National Home Week to get started. Incidentally, it's now official: the dates for National Home Week have been set for September 15-25. What this means is that time is growing short: start your plans now. And start thinking about such sales gimmicks as the three-car garage and an extra special budget plan. Cleveland builders are doing it; you can too.

MATICO - the floor that helps you sell the home



So beautiful, so quiet... you can almost *hear* sales resistance drop  
new **MATICO wearever** all-vinyl tile

Put a luxurious MATICO WEAREVER all-Vinyl Tile floor in your model home. Then watch when prospects see the lustrous, smooth surface . . . the rich, clear colors.

And watch when they first step on quiet, comfortable MATICO WEAREVER all-Vinyl Tile . . . you can tell by their expression that

MATICO'S a hit. And what housewife could help but be sold on long, long wearing, easy-to-clean MATICO WEAREVER all-Vinyl Tile.

Yes, MATICO WEAREVER all-Vinyl Tile, a safe, trouble-free flooring, is a real sales plus for your homes. Get all the facts today!

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# National KITCHEN CABINET HARDWARE

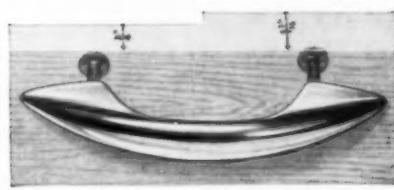


It dresses up the home scene and provides step-saving conveniences in the kitchen. Imparts the "modern look."

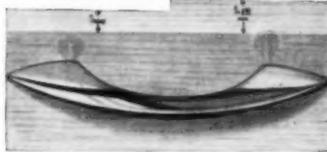
Cabinet doors and drawers operate with smooth, finger-tip control when you install this fine hardware. The beauty of their lustrous finishes reflects a sparkle of cleanliness to the over-all picture.

### NOTE THE WIDE ASSORTMENT OF STYLES!

Here illustrated are some of the many smart designs available in door and drawer pulls that will enhance every installation. The fine basic materials used in their construction give a look of sturdiness that is further exemplified by the service performance delivered.



No. 217 Door and Drawer Pull



No. 218 Door and Drawer Pull



No. 141 Flush Pull



No. 144 Cup Pull



No. 142 Cup Pull



No. 216 Round Knob Pull

Finished in chromium plating or other special finishes for harmonizing effects.

**NATIONAL MANUFACTURING CO. Sterling, Illinois**