

American Builder

★ SEPTEMBER 1956 • 75 Cents

HOUSEPOWER
means good lighting

■
Is financing going
to ease up?



1956 BUILDERS' REPORT:

smartest uses of gas yet

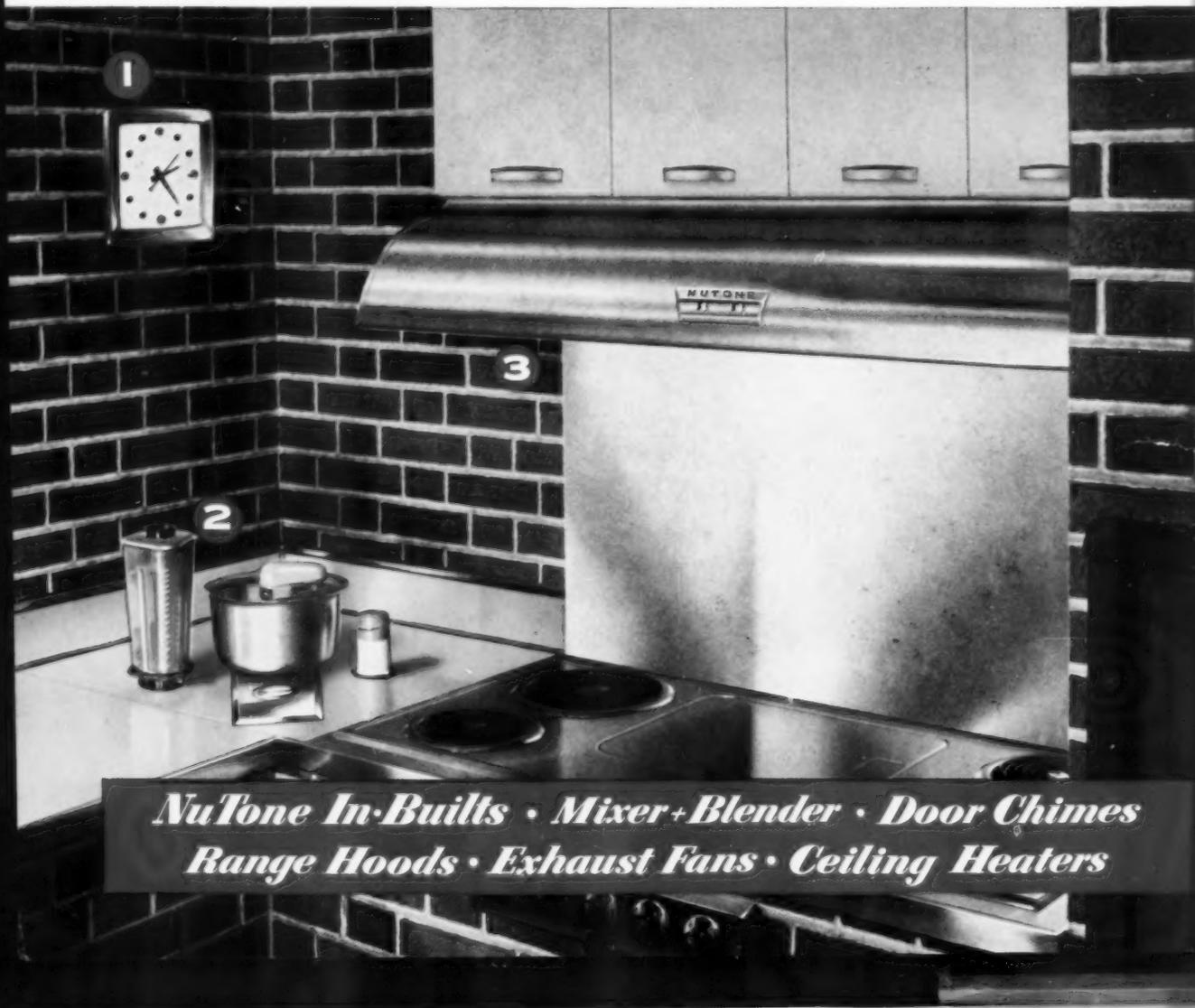
The Kitchen Sells the Home ... and

NuTone In-Builts Sell the Kitchen!

KEEP YOUR SALES AT A HIGH LEVEL with the NuTone Kitchen In-Builts. Thousands of leading builders agree... these NuTone features are the greatest "sales-makers" for the new home market!

Write for FREE Catalogs...
NUTONE, Inc., Dept. AB-9
Cincinnati 27, Ohio

- 1** Two-note IN-BUILT Door Chime and Clock all in one. Recessed — no clock outlet needed. \$19.95 list. Also three "In-built" and 16 surface mounted chime models.
- 2** The fabulous NuTone IN-BUILT Food Center, A Mixer, Blender and Sharpener, quickly installed underneath any kitchen counter. ONE motor does everything. \$69.95 list.
- 3** IN-BUILT Range Hoods in genuine stainless steel, copper anodized and white... \$22.50 to \$59.50 list. Also combination pre-wired Hood Fan, Both \$43.95 list.



*NuTone In-Builts • Mixer + Blender • Door Chimes
Range Hoods • Exhaust Fans • Ceiling Heaters*

variety

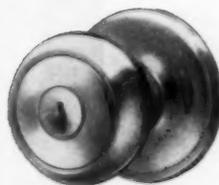
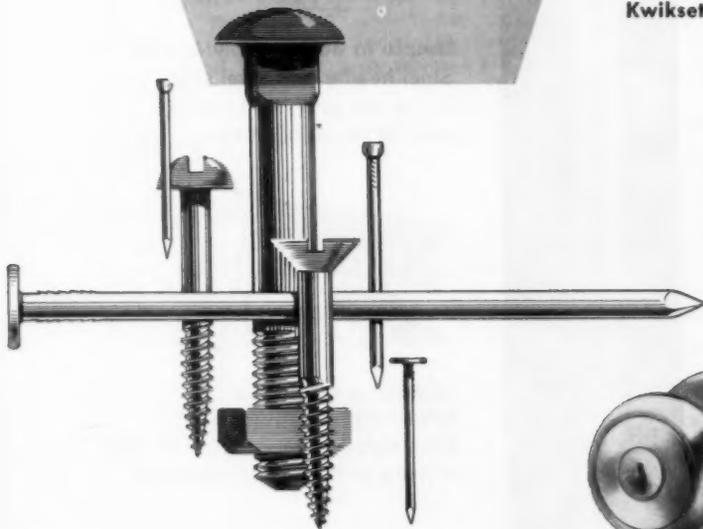
In nails or nuts, bolts or brads, the building craftsman needs variety because each size and shape is designed for a specific use.

When you specify locksets, you need variety, too, and you'll find it with the Kwikset "400" line.

Variety in functions, finishes and designs.

Variety in distinctively styled trim rosettes . . . and variety in time-saving installation aids.

Yet, with all this variety, the proven performance of Kwikset "400" line locksets never varies.



Standard Design



Bel Air Design

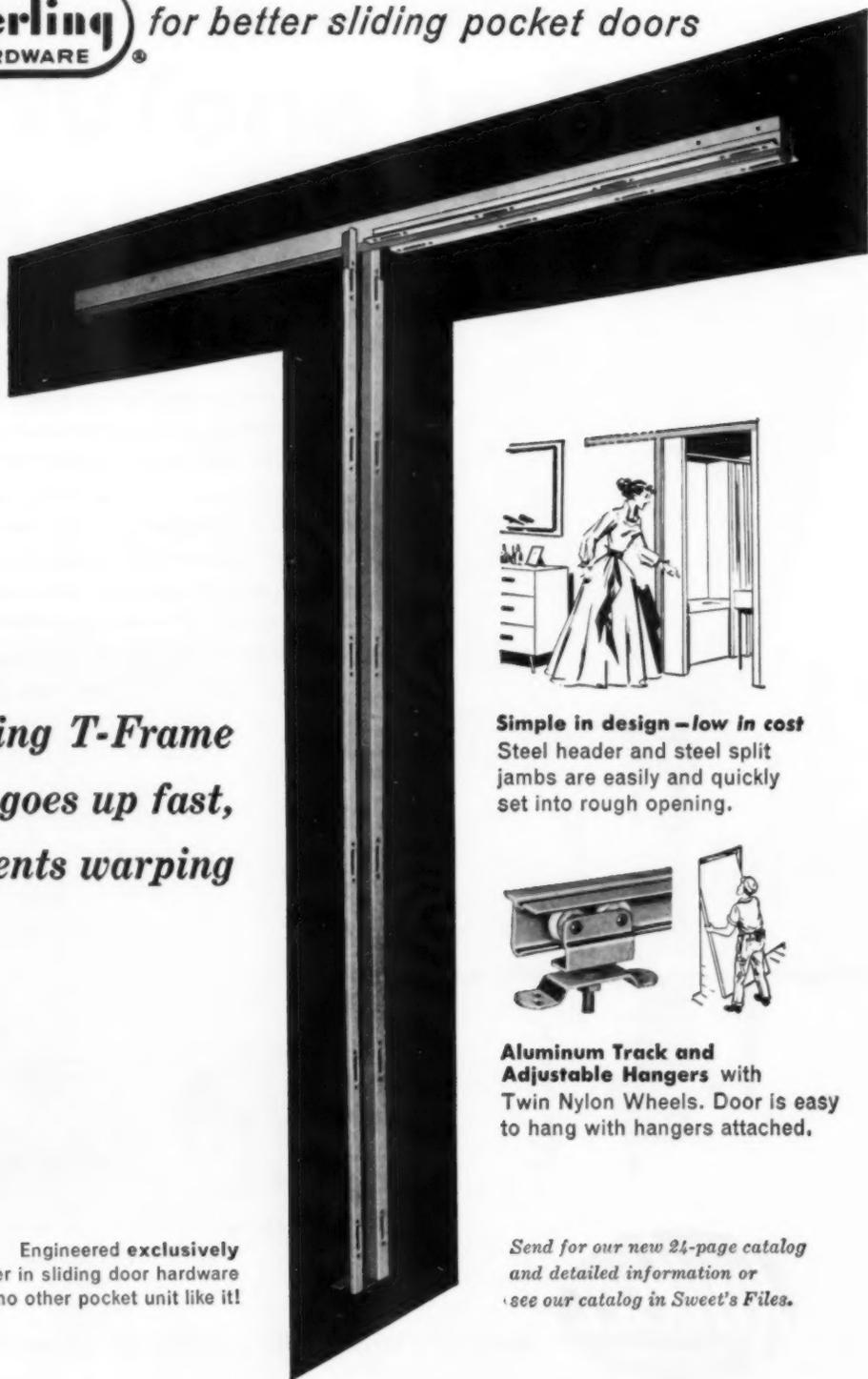


"America's largest selling residential locksets"

KWIKSET SALES AND SERVICE COMPANY • ANAHEIM, CALIFORNIA



for better sliding pocket doors

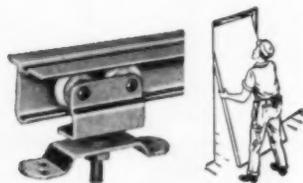


***Sterling T-Frame
goes up fast,
prevents warping***

Engineered exclusively
by the leader in sliding door hardware
—no other pocket unit like it!



Simple in design — low in cost
Steel header and steel split
jamb are easily and quickly
set into rough opening.



**Aluminum Track and
Adjustable Hangers** with
Twin Nylon Wheels. Door is easy
to hang with hangers attached.

*Send for our new 24-page catalog
and detailed information or
see our catalog in Sweet's Files.*

John Sterling Corporation

FORMERLY STERLING HARDWARE MFG. CO. • CHICAGO 18, ILLINOIS

The Opportunity Page

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

A check list helps

A good solution to a thorny problem has been made by Zimmermann Construction Co., Milwaukee. Faced with complaints by buyers when they came up against unexpected or "hidden" costs (i.e. extra decoration) the builders use a "color and construction chart." This is filled out by purchaser, interior decorator and construction supervisor. The chart completely describes each room, roofing, bathroom tile, etc.

Trade-ins can be sold

Don't be afraid to adopt a trade-in plan. There's a tremendous market for used homes. A survey conducted by National Assn. of Real Estate Boards showed older houses are selling as well or better than a year ago in most areas. Interest in buying already-constructed houses is "keen," said NAREB.

How to make friends

If you want to counteract friction between your buyers and yourself as to who should bear responsibility for initial repairs, why not take a tip from the developers of Bayberry Communities in Syracuse, N. Y. They worked out a coupon-clipping scheme whereby buyers are assured of two inspections and 12 man-hours of work during the first year of ownership. Two coupons are good for inspections by a development construction supervisor. Twelve others, with a face value of \$4 each, are for use when a repairman is necessary. If the owner has coupons remaining at the end of the year, he may cash them in at the development office.

Make advertising pay

Tease prospective home buyers with attention-getting headlines in your newspaper ads. And, don't overlook the possibility of radio advertising. (Most families have sev-

eral radios.) These recommendations on how to get more value from your advertising dollars come from Jack Little, writing in the New Jersey Shore Builders monthly bulletin.

Counteract vandalism

Miami builders, faced with a growing vandalism problem, have been given these pointers by Ben Schneider, Miami News real estate editor. They'll help any builder confronted with a similar situation. Cooperate with other builders in hiring patrolmen. Erect signs warning against trespassing after hours. Urge surrounding residents to keep their children away from construction activity, pointing out possible legal action against offenders.

Good planning pays off

Do your best selling before you break ground. Do it on your planning board. Advance planning makes easy selling. This good advice comes from Frank Cortright, former NAHB president and currently an executive with Youngstown Kitchens Corp.

Lasso those stragglers

If some of your prospective customers are fence sitters unable to decide whether or not to buy one of your homes, why not let them find out what the neighbors and community are like. Enlist the aid of one of your satisfied families. Have them explain all about the house. Such first-hand information should insure a decision in your favor.

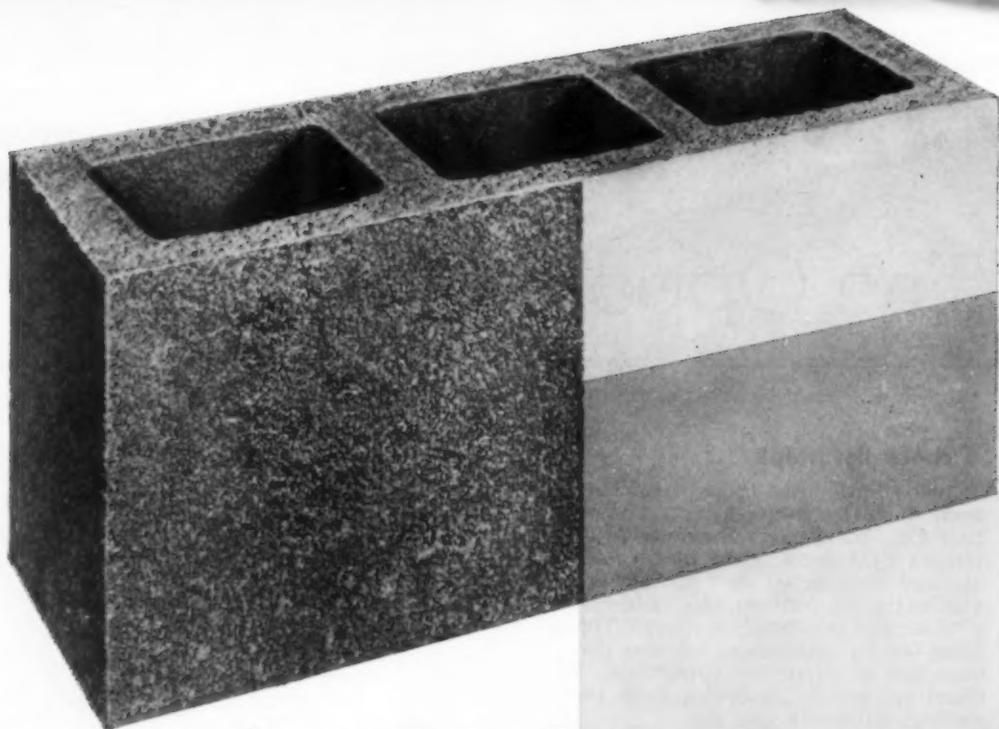
The name's the thing

Having trouble thinking up names for your houses? Here's one sure way. Builder Ralph E. Atchley of West Hollywood, Fla., has named his three new models after his three daughters — Nona, Theresa and Susan.

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Why are more homes being built with concrete block?



Because block is versatile, economical, attractive

Builders prefer block made with Atlas Duraplastic* Air-Entraining Portland Cement, because it helps them get a better job. The uniform dimensions, clean true edges, generally improved appearance of such block naturally make better-looking masonry. In addition, Duraplastic-made block is more weather-resistant. For better results on your next job, use versatile and economical block—made with Duraplastic cement.

Cement paints further increase resistance to water penetration, and make block masonry an asset for architectural use. Builders get attractive effects by using natural-block

textures and by painting block with white or colored cement paints.

UNIVERSAL ATLAS CEMENT COMPANY

UNITED STATES STEEL  CORPORATION SUBSIDIARY

100 PARK AVENUE, NEW YORK 17, N. Y.

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D-187

AIR-ENTRAINING PORTLAND

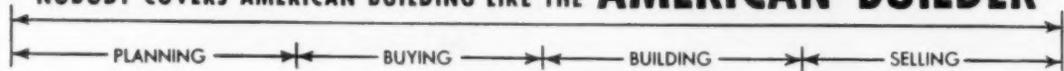
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“NOBODY COVERS AMERICAN BUILDING LIKE THE AMERICAN BUILDER”



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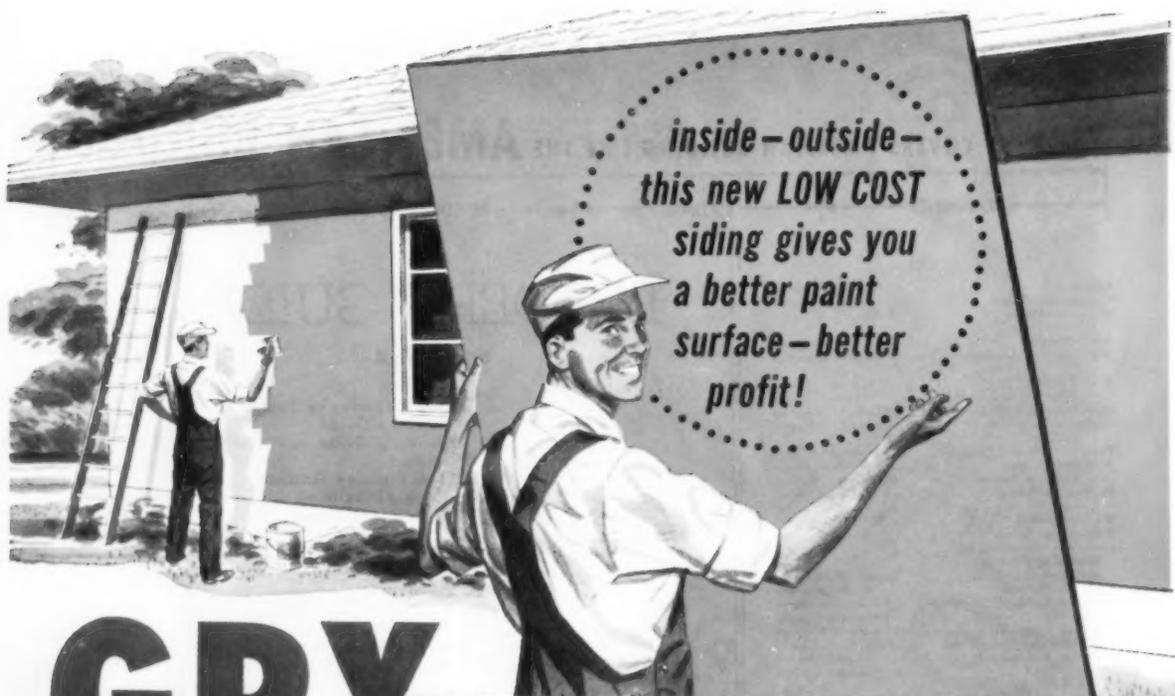
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inside - outside -
this new **LOW COST**
siding gives you
a better paint
surface - better
profit!

GPX YELLOW

Georgia-
Pacific's new
plastic-surfaced
plywood
siding

Georgia-Pacific Corporation's constant search for new, better solutions to builders' problems now brings you GPX YELLOW!

This answers your demand for a quality siding that can be installed **PROFITABLY**, because with its durability and specially engineered paint surface GPX YELLOW averages about 15% less in cost than most other plastic-coated plywoods.

Paints adhere permanently without sanding or sealing - a primer and one coat give a lasting, beautiful finish. GPX YELLOW is manufactured in standard 4'x8' panels in 5/16" to 1/4" thicknesses by G-P's time-tested, one-step, hot press method using "B" veneers under plastic overlay. Other veneers are "C" grade. With minor edge filling, GPX YELLOW exceeds all requirements for a good utility grade interior or exterior plastic-surfaced siding.

6 advantages offered by GPX YELLOW at less cost than most comparable building material.

WEATHERPROOFED, WHEN PAINTED. GPX Yellow is manufactured by a process in which cellulose fibers and phenolic formaldehyde resin are combined before the overlay is formed, resulting in an intermolecular bond which will not check or crack.

STRONG. GPX Yellow has the strength of plywood plus the additional toughness of a plastic overlay. The combination is stronger than plywood and has the smoothness and paintability of plastic.

WORKABLE. GPX Yellow may be sawed, machined, drilled, patched, nailed, riveted, glued or edge-sanded with ease.

SMOOTHER. GPX Yellow is so smooth that sanding is never necessary before painting and its hard plastic surface requires less paint.

FLEXIBLE. GPX Yellow bends to the same short radius as regular plywood.

REDUCES GRAIN RAISE—NO CHECKING—NO CRACKING. Hard surface reduces grain raise under all but the most extreme conditions.

STORE INTERIORS

Counters, fixtures, and store displays can be built more profitably with GPX YELLOW.



EXTERIOR SIDING

Panel or lapped gable ends, blinds, shutters and soffits all help you earn a better profit when you use GPX YELLOW.



DISPLAY ROOMS

Home shows, convention booths and structures requiring handsome appearance in minimum construction time can use GPX YELLOW to extreme advantage.



INTERIOR WALL PANELING

Compartmented walls, partitions, paneling and sliding doors can be constructed for long service at little cost with GPX YELLOW.



Send for **FREE** sample

GEORGIA - PACIFIC
CORPORATION



270 Park Avenue, New York 17, N. Y. • Box AB956

Gentlemen: Please send me a sample of your new GPX YELLOW.

Name

Address

City State

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"The better you plan—the better you buy—the better you build—the better you sell" ©

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*Appears in Western edition only.

...“and we can have the walls and vanity in any of
over 70 patterns and colors!”



Textolite®

PLASTIC COUNTER AND WALL SURFACING

When Mrs. Prospect starts promoting a house to her husband, you can be sure the “sale” isn’t far away. That’s what usually happens when she sees a kitchen or bathroom equipped with General Electric Textolite plastic surfacing on counters and walls. She knows that G-E Textolite surfacing means care-free maintenance . . . it resists *heat, stains, and scratches* . . . wipes clean in a jiffy, and never needs painting or refinishing! Best of all, she knows that General Electric Textolite gives her a choice of *over 70 patterns and colors*, including authentic looking wood-grain and marble designs.

* * *

INSTALLING A GENERAL ELECTRIC COLOR-STYLED KITCHEN? There’s a complete selection of G-E Textolite colors that match exactly or contrast smartly with each of the colors in the G-E kitchen line. For more information, call your G-E Textolite Distributor or send in the coupon below.

Progress Is Our Most Important Product

GENERAL  ELECTRIC

General Electric Co., Section AB-9-6, P. O. Box 5911, Cleveland 1, Ohio
 Please send me the new 1956 full-color booklet with a complete selection of G-E Textolite patterns.

Name _____
 Firm _____
 Address _____
 City _____ Zone _____ State _____

Impact

To The Editors:

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

Sirs: The untimely death of Ed Gavin has shocked and saddened all of us at the National Association of Home Builders. His passing is a tragic loss to the home building industry, which he championed for so many years, as well as to the thousands of his friends who will long remember Ed's rugged integrity of character, his lively companionship, and his warm Irish wit. We extend our sincerest condolences to his family and we share with his colleagues at American Builder in mourning the loss of a good friend.

—Joseph B. Haverstick, president,
National Association of Home
Builders
Washington, D.C.

Sirs: . . . We will miss his counsel and help much the same as that of a father, which he truly exemplified. . . . His life and works have left an indelible imprint on the record of the home building industry. . . .

—Charles F. Kervin, Home
Builders Association of Illinois
Springfield, Ill.

Sirs: . . . The industry has lost a champion and we have lost a friend. . . .

—William J. Hill, Rochester
Home Builders Association Inc.
Rochester, N. Y.

Sirs: . . . he was . . . one of the strongest advocates of free enterprise in the residential construction industry in the United States. —James W. Pearson, executive vice president, Home Builders Association of Metropolitan Washington, Inc.
Washington, D. C.



EDWARD G. GAVIN, 1897-1956

Sirs: . . . Ed was more than a stalwart leader in our industry and a citizen of the first rank in our country. We regarded it a privilege to be counted as his friend because he was himself a friend.

—Paul S. Collier, Northeastern
Retail Lumbermen's
Association
Rochester, N. Y.

Sirs: . . . We have been benefitted by his clear thinking concerning industry affairs . . .

—Carl W. Nagle, secretary,
Northern Sash & Door Jobbers
Association
Chicago, Ill.

Sirs: . . . Ed was more than editor of a magazine and the founder of National Home Week —he was the voice of an entire industry, beloved by all. . . .

—Conrad P. Harness, Houston
Home Builders Association
Houston, Tex.

Sirs: . . . He was an old and valued friend of . . . the entire construction industry. . . .

—Douglas Whitlock, chairman of
the board, Structural Clay
Products Institute
Washington, D.C.

Sirs: . . . all of us who had the privilege of the inspiration he so genuinely infused . . . are forever grateful . . . and anxious that you carry forward his good work.

—Kenneth W. Spalding, Hodgson
Houses, Inc.
Dover, Mass.

Sirs: Honeywell has long been aware of his contribution to . . . building and publishing . . .

—H. D. Bissell, director of merchandising, Minneapolis-Honeywell Regulator Co.
Minneapolis, Minn.

Sirs: . . . No one deserved more than he the NAHB Distinguished Service plaque which was presented to him during our past Chicago convention . . . he, plus your staff, did and will continue doing a great job for our association and the building industry.

—Mrs. Jayne D. Shores, executive secretary, Home Builders Association of Baton Rouge
Baton Rouge, La.

Sirs: . . . He was a wonderful friend to our home building industry and a friend that will be sorely missed. . . .

—George S. Goodyear

Sirs: . . . National Home Week this year and in all the years to come will be a tribute to . . . its founder . . .

—Madeline Wilson, Oklahoma
City Home Builders
Oklahoma City, Okla.

Sirs: . . . he was always ready and willing to come to bat for anything that would better the housing situation . . .

—Harry H. Steidle, Prefabricated
Home Manufacturers' Institute
Washington, D. C.

These few tributes to Ed Gavin are typical of hundreds received by American Builder since his untimely death. See pages 23-24.

DIVIDE and CONQUER

HOT WAR - COLD WAR

This well known military tactic finds scientific and practical application in the HOT WAR of summer with invasion of heat, and the COLD WAR of winter with heat loss from buildings.

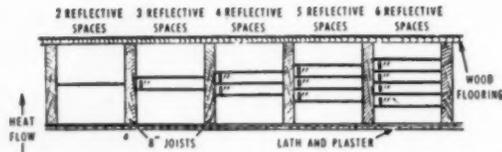
For a marked increase in insulating value because of a marked reduction in heat flow by convection upward and laterally, divide the depth of joist spaces into multiple shallower spaces. This important scientific contribution, the result of research by H. E. Robinson and F. J. Powlitch, under the direction of R. S. Dill, all of the National Bureau of Standards, was published by the Housing & Home Finance Agency under the title, "The Thermal Insulating Value of Air Spaces, Research Paper 32."

They report that as the temperature difference between bounding surfaces in an air space decreases, convection also decreases. The more the space is subdivided, the greater is the *division of the original spread of temperature*. Therefore each space carries a *smaller burden of temperature difference*, and has greater insulating value. This is true down to about 1".

LAW OF APPRECIATING RETURNS

For this reason, for heat flowing in the up and lateral directions, successive reflective spaces, one behind the other, follow a law of *appreciating returns*. Each reflective space thus formed follows a pattern of increasing insulating value as the number of subdivisions of the joist space increases.

Each 1" reflective space where the joist space has been subdivided in six parts, has greater insulating value than each similar 1" space where it has been subdivided in 5 parts; which in turn has greater value than each such 1" space where there are 4 subdivisions, etc.



The total insulating value in an 8" space of 6 such reflective spaces is *more than twice* that of 3 such spaces, *over 50% better* than 4.

GREATEST HEAT FLOW BY RADIATION

The greatest flow of heat across building spaces is by Radiation. When aluminum subdivides joist spaces into successive reflective spaces, heat flow by radiation as well as convection is also drastically reduced, because aluminum surfaces have 97% reflectivity, and 3% absorptivity and emissivity for heat rays. Conduction is slight through the low density air spaces.

The Thermal Factors below were calculated by Infra engineers, with the use of Research Paper 32. The ceiling joist was taken as 7 5/8"; floor joist 9 5/8"; wall stud 3 5/8" for 3 and 4 spaces, 5 5/8" for 5 and 6 spaces. The roof was taken as asphalt shingles or roll roofing on 2 3/32" solid wood sheathing. Air temperatures were assumed as follows:

	Heat Flow	Inside Temp.—°F	Outside Temp.—°F	Mean Temp.—°F	Temp. Diff.—°F
Walls	side	70	0	35	70
Ceilings	up	80	10 (attic)	45	70
Ceilings	down	90	120 (attic)	105	30
Floors	down	65	30	48	35

THEMAL FACTORS FOR PARALLEL REFLECTIVE AIR SPACES

(In Btu per sq. ft., per hour, per degree F)

Where Dividing Media are ALUMINUM with .03 emissivity, and PAPER, spaced 1" apart.

Calculated on the basis of work done by the National Bureau of Standards
For Housing & Home Finance Agency's Research Paper No. 32

Number of REFLECTIVE SPACES	UP-HEAT			DOWN-HEAT				SIDE-HEAT	
	C FACTOR	R FACTOR (= 1/C)	U FACTOR Ceiling & Roof (unfloored attic)	C FACTOR	R FACTOR (= 1/C)	U FACTOR Ceiling & Roof (unfloored attic)	U FACTOR Floor over Crawl Space	C FACTOR Wall	U FACTOR Wall
3 REFLECTIVE SPACES 2 aluminum foils . 1" apart	.141	7.10	.101	.049	20.43	.038	.043	.099	.075
4 REFLECTIVE SPACES 2 aluminum foils 1 paper sheet . 7/8" apart	.105	9.53	.081	.042	24.01	.035	.037	.068	.056
5 REFLECTIVE SPACES 3 aluminum foils 1 paper sheet . . 1" apart	.081	12.29	.066	.034	29.40	.031	.030	.051	.044
6 REFLECTIVE SPACES 3 aluminum foils 2 paper sheets . . 1" apart	.067	14.81	.056	.032	30.80	.030	.026	.042	.037

For a FREE COPY of "The Thermal Insulating Value of Air Spaces" and samples of a multiple aluminum insulation which automatically subdivides building spaces use the coupon below.

INFRA INSULATION, Inc., 525 B'way,
New York, N. Y., Dept. B-9
Please send "Research Paper No. 32."

NAME

FIRM

ADDRESS

The Building Outlook

SMALL TALK

HOW FAR IS UP?

An unspectacular but steady upward march: that's how building construction costs movement is described by Myron L. Matthews, vice-president of Dow Service, Inc., reporting in the *Appraisal Journal*. Costs have again hit the peak reached in 1952. New overall highs may come later this year.

PREFABS ON THE RISE

A bright future is forecast for the prefab industry despite the opposition it faces from financing institutions, labor unions, antiquated building codes, etc. That's the word from Prof. Campbell R. McConnell, University of Nebraska, who says the industry has failed to take full advantage of mass production methods. And from Harry H. Steidle, manager, PHMI, comes the forecast that within ten years 50 per cent of all single family houses, particularly in middle and lower price brackets, will be in the "prefab class."

A RUSSIAN LULLABY?

You never know what lies ahead, but for the time being *American Builder* is one of three American magazines still being received by a library in Tbilisi, located in Georgia, Russia. Don't be surprised if the Kremlin reports Russian architects were the first to conceive the split-level design.

CASH ON THE LINE

Financing has proven to be one of the major headaches of builders during the first half of 1956. To find out what the nation-wide outlook is, see AB's survey on p. 25.

NORTHERN EDITION

MORE SPLIT-LEVEL AND COLONIAL homes are in the offing as builders move into higher price ranges in the New England area. Charles E. Pieper, newly-installed president of the HBA of Greater Boston forecasts that these higher priced units should make the 1956 dollar volume for new residential construction about equal to that of 1955 even though the number of actual starts is likely to be less.

HIGHWAYS AND HOMES. Here's one time that two forms of construction go hand in hand. The \$33 billion Federal highway program will open previously inaccessible areas for home building; and, demolition of older homes to make way for these roads will create a demand for replacement housing. In addition, improved highway facilities should attract new industry into undeveloped areas. This means entire new communities with the resultant need for homes.

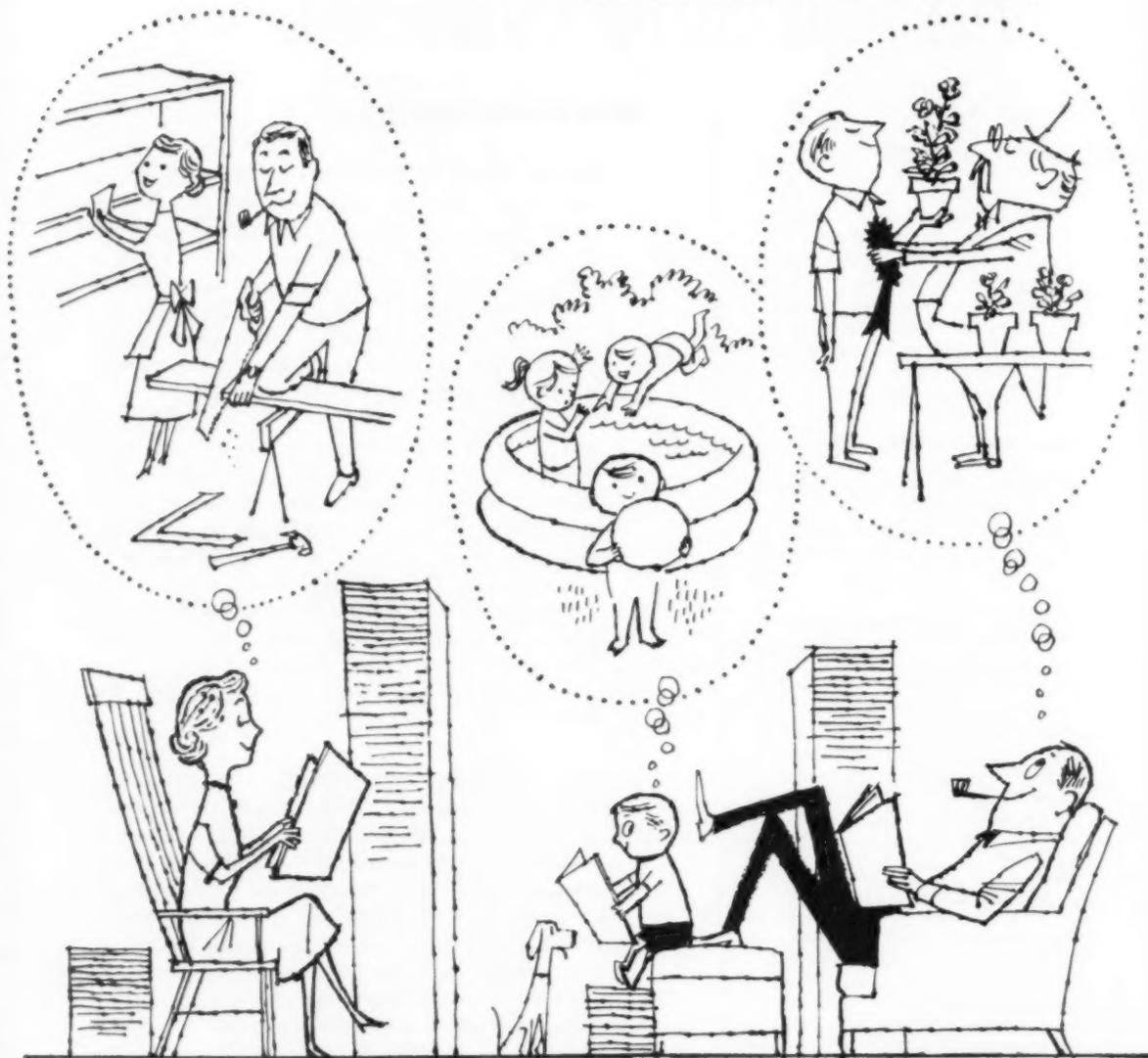
EXPECT RENEWED PRESSURE for more "retirement housing." FHA has called on Prof. Walter K. Vivrett, University of Minnesota, to prepare a study aimed at developing building standards for its mortgage insuring programs; Congress, in its last-minute housing bill, established a new program of mortgage insurance to encourage housing for elderly persons; and, a recent Federal-State conference on aging strongly recommended the expansion of private home building for older people.

YOU SHOULD HAVE A BETTER UNDERSTANDING of the housing market by the beginning of next year after the U. S. Census Bureau makes its interim national housing inventory. Answers to such questions as: How many houses have been demolished since 1950?, How many have been rehabilitated?, etc., will provide a key to home building's future for several years to come.

month after month..

**15½ million* men and women "live by the book"
...and the book is Better Homes and Gardens!**

4,250,000 DELIVERED COPIES EACH MONTH



One example of how BH&G readers live by their favorite magazine: 9,400,000 referred to one or more back issues, 4 to 12 months old, within the past 4 weeks. BH&G lives with the family—judged by its usefulness instead of its date.

**15,500,000 people read an average issue of BH&G! One-third of the 123,800,000 people 10 years of age and older in the U.S. read one or more of every 12 issues. That's 44,150,000 people—and over 40% of them are men!*

during the year...

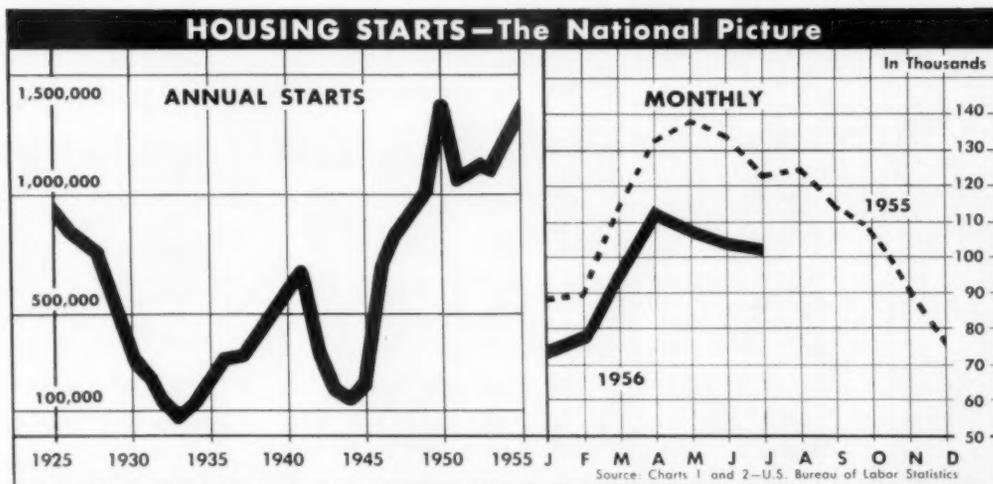
1/3 of America reads

Better Homes and Gardens!

Meredith Publishing Company, Des Moines 3, Iowa
*A 12 Months' Study of BH&G Readers, Alfred Politz Research, Inc., 1956

Pulse of Building

WHAT'S HAPPENED
WHAT'S AHEAD



Interpretation

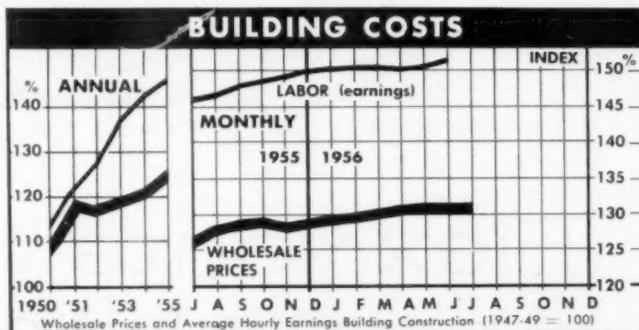
No definite improvement in housing was evident in July. Requests for VA appraisals slipped again, and applications for FHA loans rose so high as to make no real difference. Some of the current housing volume is depending still on no-downpayment loans for which commitments were made during last year's easy credit. One small optimistic sign is an over-the-year increase in new inflow of saving into Savings and Loan Associations.

15 LEADING HOME BUILDING AREAS

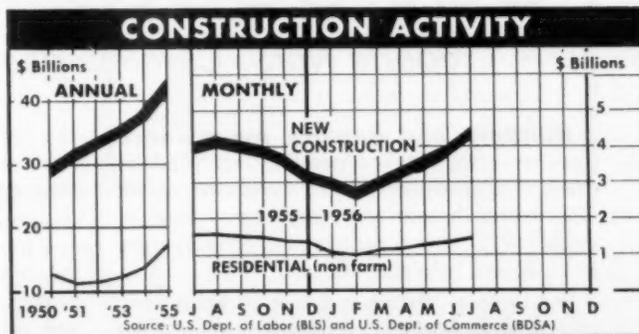
Dwelling units built in Metropolitan areas during 1956. (BLS)

		% Change Jan.-April 1955-56
Los Angeles	34,661	-14
New York	25,164	-20
Chicago	17,837	+ 2
Detroit	11,648	- 5
San Francisco	8,192	-29
Washington	5,899	-30
Miami	5,847	- 9
Baltimore	4,407	-33
San Diego	4,281	+ 9
Cleveland	3,934	-20
Denver	3,521	-37
Atlanta	3,510	-16
Buffalo	3,210	- 1
Boston	3,076	-19
Milwaukee	2,995	+20

1 ▶ **EDGING OFF** seasonally in July, housing starts held at 101,000 with seasonally adjusted annual rate at 1,100,000. The total starts from January to July numbered 676,200.



2 ▶ **MATERIALS PRICES** held steady in July as increases for many items were offset by a dip in all lumber except Southern pine. Prices were 4 per cent higher over the year.



3 ▶ **CONSTRUCTION SET ANOTHER HIGH** of \$4.2 billion in July, for a \$24.1 billion total for seven months. Because of price changes, however, volume was off slightly from 1955.



Completed home in the Lyon Park Project in Raleigh, North Carolina.

“Flexivents® help sell our homes... cut costs by \$100”

reports North Carolina dealer-builder team

Builders and dealers everywhere are discovering that Andersen Flexivent Windows are “silent salesmen” for the homes they build. Outstanding beauty and simplicity . . . ease of operation . . . attract the attention of prospective home-buyers, help *close* the sale.

For the next project you plan or build, look into the style, flexibility and economy of Flexivent Windows. They'll add customer appeal and help

you sell your homes to the most discriminating customers.

It's easy to get complete information on exclusive features of Andersen Flexivents, including the new Bar-Lock* Underscreen Operator and Seal-Trim*. Just see your lumber and millwork dealer, Sweet's Files—or write Andersen Corporation. WINDOWALLS are sold throughout the country, including the Pacific Coast.

*Patent Pending



"We are proud to sell Andersen Flexivents because we know they are of superior workmanship, and are easy to install," says Hal V. Worth, Jr., of Oldham and Worth Building Supplies, Raleigh, North Carolina. "We have been handling the Andersen Flexivents since they were first manufactured and we are more than satisfied with their beauty and versatility—as are our customers."



"Window beauty helped sell our Lyon Park project homes," says George E. Viall, Raleigh, North Carolina builder. "The ease of operation and eye appeal of the Flexiview and Flexivent Units are outstanding. What's more, we are saving at least \$100.00 per house because our Andersen WINDOWALLS are fast and easy to install and require no costly call-backs for service."

Andersen *Windowalls*

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



There's more vinyl
in every tile
of *Bolta Floor*...
stays beautiful longer
...with or without wax!

Also available in
22 marbled
and solid colors!

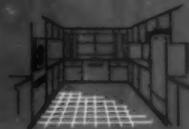
Here is the rich, authentic beauty of old-world terrazzo—in wonderful, modern, "soft-to-the-step" Bolta-Floor vinyl tile! Bolta-Floor is a high-content, homogeneous vinyl floor tile that assures longest wear and lowest possible maintenance costs. Bolta-Floor will keep its gleaming beauty through years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

"Terrazzo" Bolta-Floor is produced in 15 beautiful decorator colors—and in 6 x 6, 9 x 9, 12 x 12 and 18 x 18 tile sizes (1/4" or .080" gauge).

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



HOSPITALS



HOMES



THEATRES

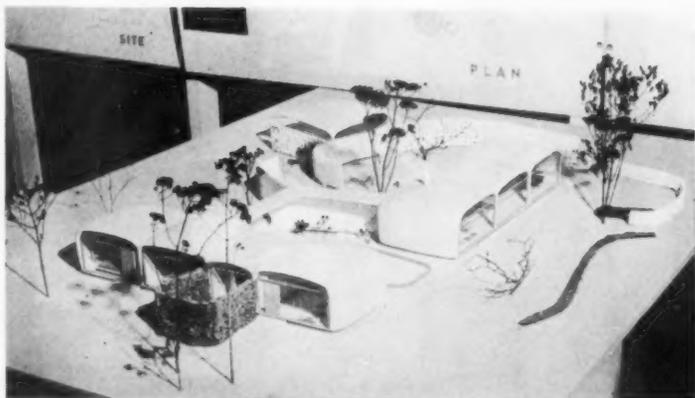


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FLOORING DIVISION • AKRON 9, OHIO

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A plastic house for tomorrow

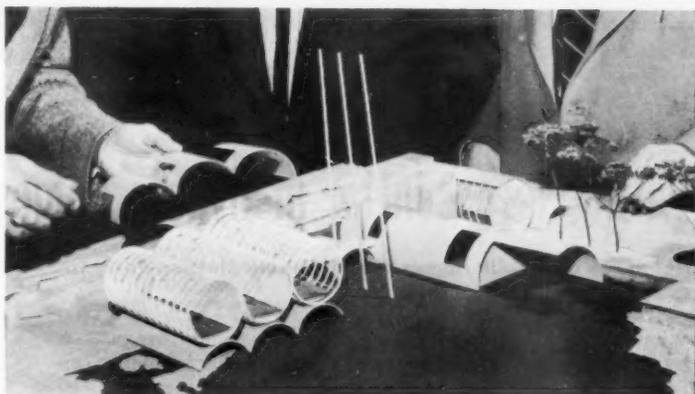


Photo credits: the Providence Sunday Journal

. . . and a "spiral" for the day after

From the architectural department of the Rhode Island School of Design comes proof that tomorrow's architects are dreaming up tomorrow's houses today.

Two fifth year students, Harry S. Cruickshank of Providence, R. I., and Victor G. Zacksher of Bayonne, N. J., have lived up the school's annual senior exhibit.

Cruickshank's house, at the top of the page, was designed with the help of research material by Ernest E. Kirwan, RISD graduate and instructor. The system is based on cast plastic bubbles linked together, and it permits the creation of almost any size and shape of house. The shells will be giant curved sandwiches, with rigid plastic as

outside and inside surfaces and foamed plastic between to act as insulation.

As can be seen from the picture, Cruickshank's house will embody the features that today's buyers are associating more and more with modern living; one-floor living, and a long, low line that makes it blend with its surroundings. The huge glass areas will admit lots of light, and will also tend to add outdoor space to the indoors and increase the feeling of spaciousness.

This house *could* be built tomorrow if more data on the structural qualities of the plastics were available. MIT, with the backing of the Monsanto Chemical Co., is getting ready to build a trial plastic house now.

The Zacksher house in the lower photo is a beautiful example of what engineers like to call "blue sky thinking." Its skeleton is a coil of magnesium alloy covered with a vapor barrier and a sprayed coat of concrete, and the floor is concrete. If glass were desired, it could be set between the coils of the frame. The entire structure would rest on pieces of curved precast masonry.

Wild thinking? On the contrary. According to its designer, the spiral framework would be compressed, just like a spring, for shipment to the site. Once there it is expanded, braced with welded pieces between coils, and the skin is applied. Thus would be solved the problem of manufacturing large pieces of house that are still transportable.

Other ideas come to mind. Presumably, a family in improved economic circumstances might hire a pair of bulldozers and stretch their house out to more opulent dimensions. On the pessimistic side, if the braces were to let go, an entire family might find itself suddenly condensed into a back bathroom, or, if the stress were in the opposite direction, be catapulted into the next county.



The Fox brothers, Robert (left) and Richard (center) talk with Richard A. Welter of the Bell Telephone Company of Pennsylvania, in front of the model home on the tract of Plymouth Meeting Park, their very successful new home project.

"Concealed telephone wiring is essential in livable homes"

—say Robert and Richard Fox of Fox-Bilt Homes, Inc., Plymouth Meeting Park, Pa.

"We build homes designed for maximum livability," says Robert Fox. "Concealed telephone wiring is a very important feature of that livability. Customers like the convenience of planned outlets in their homes."

"Also," adds brother Richard Fox, "concealed telephone wiring keeps the beauty of the rooms intact. Customers like that, too. Concealed wiring, telephone as well as electrical, helps us build homes we're proud to offer, and that customers are proud to live in and show to their friends."

Robert and Richard Fox have built many homes in the suburbs of Philadelphia. And their houses

sell rapidly in Philadelphia's competitive market. They feature proven products that customers can rely on. Among those products is concealed telephone wiring, which the Fox brothers, along with trend-minded builders across the country, consider a necessary sales feature.

Your nearest Bell Telephone business office will help with concealed wiring plans. Just ask for "Architects and Builders Service." For details on home telephone wiring, see Sweet's Light Construction File, 8i/Be. For commercial installations, Sweet's Architectural File, 32a/Be.

BELL TELEPHONE SYSTEM



THE *Best* BUILDER PACKAGE

in the business



GROOVED CEDAR SHAKES

INSULATION BOARD

● **BIG ECONOMICAL GLUMAC[®] UNITS**

Carefully selected, highest grade *genuine* CEDAR shakes electronically bonded to asphalt-impregnated insulation board in panels 46 $\frac{3}{4}$ inches long, the most convenient length for speedy application. Deep down color stained at the factory in a choice of twelve beautiful colors, GLUMAC Units are the basis for Shakerstown's BEST BUILDER PACKAGE IN THE BUSINESS!

● **MATCHING COLOR NAILS**

Nails, color-matched to Shakerstown GLUMAC Units are packed right in the carton. Annular threaded for greatly increased "holding power." These color-fast nails, specially made for Shakerstown, never require a "touch up" coat of stain, never draw, never discolor... an outstanding merchandising unit in Shakerstown's BEST BUILDER PACKAGE IN THE BUSINESS!

● **MATCHING COLOR "JIFFY CORNERS"**

Die-fluted to correspond to GLUMAC Unit striations and colored to match GLUMAC Unit colors, Jiffy Corners finish off the job neatly and quickly. Available on specification.



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FIRST NAME IN CEDAR SHAKES



U.S. Patent 2,232,786. Other U.S. and Foreign Patents Pending.

HOME IMPROVEMENT —



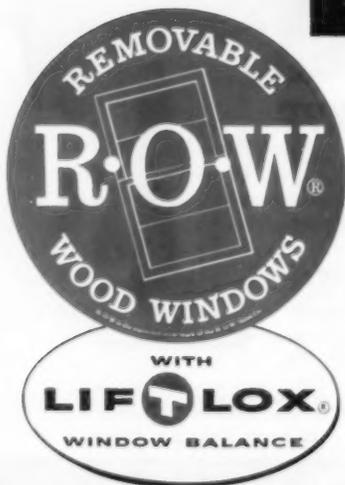
MORE LIGHT



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Dramatic improvement is at once obvious when home remodeling jobs start with windows.

Install modern, removable R·O·W windows to provide maximum light, ventilation, and weather protection. Plan for architectural beauty plus privacy and a view. Insist on the beauty and the natural insulating properties of fine wood windows.

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STARTS WITH WINDOWS



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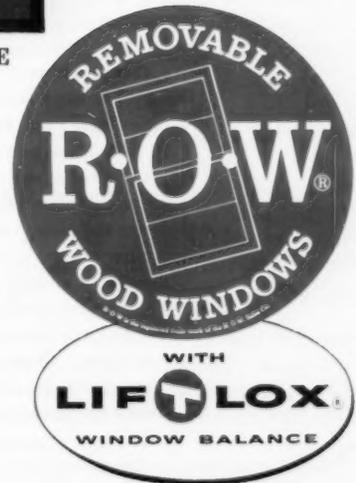
EASY TO OPERATE



EASY TO CLEAN

R·O·W windows are easier to install because sash may be removed and stored safely.

The improved R·O·W window, balanced with the revolutionary, new LIF-T-LOX balance, is amazingly easy to operate. Yet this fine balance does not interfere at all with the famous lift-out feature which makes cleaning or painting so easy.



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The
First
Style Change
in more than
20 years!



HAGER new
Decorator Gray

BAKED ENAMEL FINISH

has the modern

"Go-with-anything" Look

Here's the smart "new Hager look" in shelf brackets . . . Rich . . . Elegant . . . Modern . . .
Designed to carry your sales upward and onward!
It's Hager's new *Decorator Gray* . . . the first style change in a shelf bracket in more than a score of years!
Now *smart eye appeal* is skillfully blended into contemporary *sales appeal!* Hager *Decorator Gray* baked enamel finish complements the entire range of interior decorators' contemporary colors—adds a new dimension to the *rugged wrought steel* durability which has always made Hager shelf brackets profitable to stock! Designed to permit full use of space between all shelves for easier, more compact storage. Hager shelf brackets in new *Decorator Gray* are sure to be one of your fastest sellers . . . and better profit-makers! Your regular supplier has complete stocks in 9 convenient sizes.



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Edward G. Gavin

1897 1956

What he did . . .

Ed Gavin died in harness. Right up to the moment of his death his whole heart and soul were in his work. He believed American Builder should be in the forefront of every move to make building a better business. He travelled over 100,000 miles a year, meeting thousands of builders, dealers and manufacturers on a first-name basis and in a shirt-sleeve approach to building magazine journalism.

His down-to-earth philosophy found its expression in the American Builder in such features as the Builder Report on Air Conditioning last month; the field study on Remodeling for Profit in May; and the special story on Prefabrication last February. Knowing that builders are busy men, with no time to waste, he initiated such time-saving departments as the Building Outlook, Opportunity Page, and Pulse of Building.

What he'd planned . . .

If Ed was a dreamer, he was the most practical one we ever knew. He didn't dream pictures. He dreamed plans.

Right now the contents of American Builder are blocked out for the next 12 months and beyond. He was in the midst of an editorial program for improving merchandising techniques, which will be carried out. His plans for National Home Week, for quality construction, for rebuilding America will be pushed.

He had formulated a plan that would help builders through the difficult fifties and into what he knew would be the glorious sixties. He had found inspiration in the rebuilding of his native back-of-the-yards section of

Chicago and had just begun to develop an idea that he hoped would rebuild all of America. He had dreamed of an even stronger industry, with builders and retail dealers and manufacturers presenting a united front to the world.

Only two weeks before his death Ed Gavin had been on the road conferring with and making talks to groups of builders in Des Moines, Kansas City, Oklahoma City, Wichita and Amarillo. He was getting builder viewpoints on air conditioning, wiring, and merchandising.

His friends and associates everywhere mourn his passing. He was confidante, supporter, and champion of building men in every branch of the industry. Under his editorship this publication fought to free construction from crippling war-time controls, crusaded for a strong National Home Builders' Association, for sound distribution policies, for a private enterprise solution to housing. He was the father of National Home Week, and through these pages never ceased to advocate the extension of this great national movement.

Perhaps most important, he had become firmly convinced that a greater American prosperity would be the direct result of an industry that continued to build more and better houses.

To his associates in industry and his fellow editors on American Builder Ed Gavin bequeathed a sense of destiny—a program of growth and progress. We pledge ourselves to see that this program is fulfilled.

Industry pays tribute to Ed Gavin

from National Association of Home Builders



Dickerman

It was in the late 1940's that I first really became acquainted with Ed Gavin. And, as I look back upon it now, I wish that our friendship could have begun many years earlier. I know that Ed's many other friends must feel the same way.

Our firm friendship started in Milwaukee where we were invited to appear on a panel discussion together. I don't remember the exact date of the occasion, but I do remember Ed Gavin and the impression he made on me. I thought then, and I have never had reason to change my mind, that Ed was one of the most effective speakers that I've ever known.

Ed's talent for speaking, however, was only one of the many things about him that I learned to respect and admire. And, in the final accounting, it was far less important than the human qualities which he had in such abundance. One of the finest compliments that can be paid a man is to say of him, "his word is as good as his bond." Ed's was.

Ed was a humble man, yet he never hesitated to speak out boldly for what he thought was right. He would quickly defend the industry from what he regarded as unwarranted attacks from the outside. And, with equal vigor he would unhesitatingly point out and seek to correct any weaknesses he detected from within.

The impact of Ed Gavin on home building in America cannot be summed up in a single neat phrase. He spoke at countless meetings of NAHB local affiliated associations and before other industry groups. He talked to thousands of individual builders. On many more occasions than most persons realize, Ed Gavin was called in for consultation on industry problems.

Ed was the Father of National Home Week, an annual and tremendously growing demonstration of progress in home building. He initiated with NAHB participation a scholarship fund for college students.

I find a great deal of personal satisfaction—and I know that this is shared by all of the officers, members and staff of our association—in recalling that Ed Gavin was presented with the NAHB Distinguished Service Award during our convention in Chicago last January. I know of no one who was more deserving of this recognition. As the inscription on the award said simply and directly, Ed Gavin was a "Friend, Counselor, Supporter and Statesman for the Home Builders of America."

We in the National Association of Home Builders deeply mourn Ed's untimely passing. We shall miss him as a sound counselor, as a leader in the cause of providing good housing and above all, as a warm and kind friend and wonderful companion.

from National Retail Lumber Dealers Association



Northrup

Thousands of retail lumber dealers had the privilege of hearing the late Ed Gavin speak at conventions and other dealer meetings in recent years. His remarks always were an outstanding feature of those meetings because they were full of vigor and common sense.

His appearances were especially popular because he painted an optimistic future for the building industry and presented a challenge that caught the imaginations of all who heard him.

Ed Gavin understood the economics of housing as well as house design. He also understood housing politics and philosophies and was never reluctant to state his well-considered views on important and controversial developments in the world of housing.

His delightful sense of humor made him a welcome guest in any group of dealers. His rapid fire delivery when acting as an unsurpassed toastmaster or when delivering his talks at dealer gatherings always held his listeners' attention.

He may have been deliberately exaggerating but somehow one couldn't help believing that he really hoped, some day, to be able to have a leisurely breakfast in a solar heated home high on the snow-clad slopes of the Rockies; then take a jet-propelled helicopter over to sunny Ankara for a business lunch and, a little later, hop back to Washington for a cocktail party with leaders of the world of housing.

In addition, dealers enjoyed his talks because he was particularly conscious of the important part that the retail lumber industry plays in providing the country with an ample supply of new housing, and he always placed great emphasis on the dealer contribution.

In that connection he tried valiantly to interest more dealers in taking an active part in National Home Week, the highly successful promotion which he conceived because he knew that a high percentage of our new homes are built by or with the assistance of dealers.

It is good that so many of his outstanding accomplishments and forward-looking ideas are described in print where his dealer friends and others can review and profit from them now and then through the future.

The news of Ed Gavin's death was received with sorrow in all parts of the building industry. For other tributes, messages and letters, see page nine.

Financing is rough all over...

"Tight!" "Tighter!" "Tightest!" That's how builders sum up the current financing situation. And, it's not an isolated problem. From all sections of the country, a survey by American Builder produced the same reply—the mortgage money problem is perhaps the most serious of the many which the industry faces.

Despite reports earlier this year that funds available for mortgages would ease up after the first quarter, builders in most areas report just the opposite has occurred.

One of the most comprehensive pictures of the mortgage market was painted by Wayne J. Wilkins, president, HBA of Waterloo, Iowa: "Mortgage financing in our area is extremely tight. Discounts are two to five points if money is available. Local building and loan associations will make no FHA or VA loans. Sales are strong, but we're unable to place mortgages."

It is apparent that the most serious difficulty is in the placement of FHA and VA mortgages. From John E. Bauer, head of ABC Construction Co., Indianapolis, came word that very little money is available for these types of loans. Even with discounts of eight and one-half points, he noted, it is almost impossible to get financing with 20 per cent to nothing down. He continued: "Some mortgage brokers are over-committed. Others will only take conventional mortgages. Situation is very hectic."

Also worried about FHA and VA loans is J. S. Norman, Jr., of

MORTGAGE PICTURE AT A GLANCE

WATERLOO, IOWA: Extremely tight . . . Savings & Loan Assns. will make no FHA or VA loans . . . unable to place mortgages.

INDIANAPOLIS, IND.: Situation very hectic . . . Almost impossible to get financing with 20 per cent to nothing down.

ATLANTA, GA.: Financing still tight, but not better or worse . . . discounts increased, but seem to have leveled off.

DAYTON, OHIO: Situation tightest it has been in twelve months . . . mortgage money is practically non-existent.

SAN ANTONIO, TEX.: Little or no financing available . . . some let-up expected, but no general easing seen until 1957.

ALBUQUERQUE, N. M.: Discount rates firm only because of floor established by FNMA . . . Some relief in next sixty days.

Houston. He reported, "Discount rates remain high, 97 to 98 per cent on GI and FHA." Another Houston builder called the discount rate an all-time high.

Marginal builders are headed for trouble, according to Ralph Bodek, Upper Darby, Pa., who added that prime lenders are selective with interest rates moving up. And from Gale A. Goodwin, Rapid City, S. D., came word that most available money is in the hands of Federal Savings & Loan institutions.

The situation in Atlanta seems to have steadied. According to H. D. Spratling, "Financing still seems to be tight, but does not seem to be getting appreciably bet-

ter or worse. Discounts have increased in the last few months, but seem to have leveled off."

Discounts average from two to seven percent on insured loans and financing is very tight in his area, advised Fred T. Hafendorfer, Louisville. Same report came from a St. Louis builder who added an increase had occurred in discounts.

In Dayton, Ohio, the situation is the tightest it has been in twelve months. According to Ray Combs, "Mortgage money is practically non-existent. The discount rate has increased significantly."

And from Los Angeles came this terse report: "Financing has not eased and discount rates have not changed."

What's ahead? Builders disagree

There's no question but that builders are worried about how this dearth of mortgage money will affect their future. Many are extremely pessimistic. Others feel the future holds more hope and that the Federal government will step into the picture before it gets completely out of hand. (Already, FNMA (Fannie Mae) has cut stock subscription requirements for lenders selling mortgages to the association from 3 per cent to 2 per cent.)

After asking aid from his Senators and Congressman to no avail, G. H. Wright, Jr., president, Wright Construction Co., Raleigh,

N. C., made this gloomy prediction: "Operations will be down more than 50 per cent in 1956. Our business cannot continue to absorb the discounts and survive."

Though demand for homes is holding firm, a sharp decrease in the number of housing starts due to increased discount rates is reported by C. C. Collie, Jr., of Little Rock, Ark., where, he said, financing as a whole is more critical.

"Discount rates are seriously affecting building in El Paso area," reported William J. Elliott. Another pessimistic report out of Washington, D. C.: "If no change,

residential work will have to stop. Market is glutted where sufficient finance not available."

From a Milwaukee builder came word that sales in the past six weeks were cut 52 per cent because of still financing; and from Montgomery, Ala., "No appreciable relief here."

According to research, the situation in the San Antonio area shows little or no financing available at the present time. This was the assertion of W. W. Vanderheck, Goliad Construction Co., who reported: "Discussion with those in charge of financing in local area discloses that some easing should

FINANCING continued

be expected within two or three months, but that no general easing can be counted on until after beginning of 1957. And, this entirely depends on status of committed financing for 1956."

Personally, Vanderhook believes the decline in housing starts in San Antonio and other parts of Texas can be strongly traced to difficulties of financing which originated at the beginning of the 1956 calendar year and have worsened since.

These, he noted, "are only rumored, repeat, rumored to be bettered in the immediate future."

Rosier viewpoints

But the outlook isn't all gloomy. Although he expected no immediate change in the discount picture (two and three per cent on new homes, four to six on existing housing), Russell Showalter, president, Oklahoma State HBA, reported there was sufficient money at those prices.

Also on the brighter side, John C. Hall, builder of Hallcraft Homes, Phoenix, asserted that discounts were down about a point over the past three to six months.

Relief in 60 days

One builder who sees evidence of a trend towards substantial improvement for the remainder of 1956 is Dale J. Bellamah, Albuquerque, N. M.

"Although financing generally is still extremely tight," he explained, "reduced borrowing from the Federal Reserve and its continued open market activities indicate some relief in the next sixty days. Discount rates have not changed and we believe are holding firm only because of the floor established by FNMA. Construction now is at its lowest in several years, but there is evidence of a trend for substantial improvement for the balance of 1956."

An area which apparently has no financing problem is Hartford County, Conn. In a letter to American Builder, Clayton W. Johnson, executive vice-president of the HBA of Hartford County writes: "You should be interested to know that this is one of the areas where there seems to be an ample supply of money available for local home builders and that the building of new homes continues to move on about the same level as last year."

Solution on way for A/C difficulties

By pinning down reasons why builders have resisted central air conditioning, the National Housing Center round-table conference July 30 made great strides toward reducing that resistance.

Since many of the builders' complaints pointed to the lack of cooperation by field agency officials, bureaucratic failure to understand and adapt to changes and restrictive financial policies, there was a marked brightening of the atmosphere at FHA commissioner Norman P. Mason's comments. He expressed gratitude for the help FHA was receiving in its current review of MPR's, including data on a/c homes.

One immediately tangible outcome of the meeting was a plan to have Richard G. Hughes, chairman of the conference, appoint a committee of builders and manufacturers to meet with Mason. This committee would present views and detailed information to help FHA meet builders' complaints.

Qualification problems

Among the problems brought out was a classical case of one of Dick Hughes' customers. He received approval for a \$10,000 mortgage on an \$11,250 house; down payment \$1,250. Before closing he took advantage of Hughes' offer to include central a/c for \$750. But, the new application came back approved for a mortgage of only \$8,000; down requirement, \$4,000.

Hughes asked for a letter out of the local FHA office explaining the reversal. The problem is one of qualification. The customer had a

net effective income of \$425 (\$500 before taxes); housing expense would be about \$100. But, adding a 2-ton a/c unit would increase the estimated housing expense, according to rigid application of a formula, so that the maximum acceptable 25-year mortgage would be \$8,000.

It was this rigidity in applying suggested income - and - expense tables that Mason agreed needed checking.

"Fantastic" strides made

Another example of inflexibility was presented by Shirley White of Austin, Tex. He read a letter from a local FHA official rejecting plans because the windows were 3'9" above the floor on the breeze side in an air conditioned house instead of the required 2'. The letter stated: "Our regulations do not permit us to substitute mechanically propelled ventilation for natural ventilation."

Stressing his faith in the future of central a/c, Chairman Hughes reminded his audience of the "fantastic" demands he had made on the industry in 1952—every one of them now achieved: a compact heating-cooling unit; a quiet unit that could be placed in the middle of a house to save ducts; condenser cooling by air because of water conditions; cost of entire installation less than \$1,000; payments and upkeep to run less than \$10 a month.

Manufacturers' representatives attending the conference included: Bill Lake, Carrier; Ralph Gonzales, Chrysler Airtemp; Harry Ward, Frigidaire; and Lee Nutter, GE.

1956 Housing Bill highlights

- FNMA's secondary mortgage market—Act reduces from 3 to 2 per cent of unpaid principal the amount of stock in FNMA that a seller must purchase when he sells mortgage to the association. FNMA is also permitted to make advance commitments to purchase mortgages under its secondary market operations at prices intended to prevent excessive sales under such advance commitments.
- Title I home improvement loans on single family homes—mortgages increased to \$3,500; repayment period upped to five years.
- Section 220 FHA insurance on urban renewal housing—up to 10 per cent of builder's and sponsor's profit may be included in replacement cost in determining maximum mortgage.
- Housing for elderly—provision permits someone other than prospective owner or purchaser to make down-payment. Rental projects sponsored by non-profit groups get more liberal terms.
- Public housing—35,000 units are authorized annually, plus the unused portion of 45,000 units allowed under previous legislation.

NRLDA for "women-inspired" homes

Recommendations made by the Women's Congress on Housing will be included in three demonstration homes planned by National Retail Lumber Dealers Assn. for Chicago.

To be completed in time for inspection during the association's Chicago exposition in December, the houses were planned in consultation with HHFA. The program

is being developed by a retail lumber dealer committee under the chairmanship of Paul Deville.

Meanwhile, FHA commissioner, Norman P. Mason, reports a small group of women will return to Washington this Fall to weigh the advisability of adapting FHA construction requirements to certain of their recommendations.

HHFA book shows housing markets

A twenty-seven page booklet designed to aid builders in judging the housing market has been prepared by HHFA.

Entitled, "Know your Local Housing Market," the booklet covers these six points.

- Inventory of unsold new homes.
- Employment and income.
- Population trend.
- Migration and mobility.
- Volume of new building.
- Source of financing.

Copies may be obtained for 25 cents from Supt. of Documents, U. S. Government Printing Office, Washington 25, D. C.

House design contest finalists

NAHB's original house design contest, limited to small-volume builder-members, is in its last phase.

The four finalists chosen are: J. E. Carter, Jackson, Miss.; J. T. Comin, Laramie, Wyo.; W. Dewey Kennell, Venice, Fla.; and Frank G. Snow, Grand Rapids, Mich.

Household Magazine, co-sponsor of the contest, will publish their designs in November.

The entry selected by readers as

the most outstanding will win the Household Sterling Hammer Award for the builder and an all-expense paid trip for two to the 1957 NAHB convention in Chicago or \$1,000 in cash. Second, third and fourth place winners will receive \$500, \$300 and \$200, respectively. Awards will be presented at the convention. A five-man panel of judges was headed by Prof. James T. Lendrum, AIA, Small Homes Council Director.

AIA group to aid modular council

Previously announced plans for formation of a modular building council were further spurred by recent action of the American Institute of Architects.

The institute's board voted to authorize a joint AIA-Producers' Council committee to cooperate in establishing a Modular Building Council.

The group, which plans its first meeting in the Fall, will open membership to individual architects, contractors and product designers. Funds from additional subscribers will provide a staff to renew work with American Standards Assn.

Newspapers to vie for NAHB awards

Problem of community facilities, which has been of growing concern to the industry, is due for a full-scale airing.

Awards of \$1,000, \$500 and \$300, respectively, are being offered by NAHB for the three best series of five to seven articles on the subject appearing in daily newspapers through November 1.

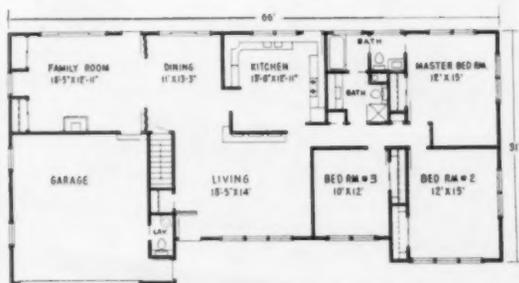
According to president Joseph B. Haverstick, the contest has a two-

fold objective—first, greater public recognition and understanding of the problems involved and second, to educate the public on how these problems affect the daily lives of every family living in metropolitan areas.

Contest judges include: Mayor Joseph E. Dillon, St. Paul, and Frank C. Moore, president, Government Affairs Foundation, Inc. A third judge is to be named.



MID-AMERICAN JUBILEE HOUSE, erected by W. G. Best Homes Co. for St. Louis exposition as representative of what families of the Midwestern states want in a home. The only prefabricated home manufacturer selected as an exhibitor, Best went "all-out" to plan a luxury-featured



house priced for the average family budget. A tremendous promotion is planned—including newspaper ads, radio and TV commercials and a give-away booklet during the Jubilee. For complete color coverage of the house, see December American Builder.

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only the addition of water—saving time and materials. In many constructions it fights fire up to twice as long as sanded plaster, yet is 50% lighter in weight. Stabilized set assures maximum strength of the plaster slab.



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played on a professional color-style card, is planned for perfect room-to-room color harmony. Each can be used with assured good taste in any home, regardless of size, design or climatic location. These selling advantages are yours with a minimum paint inventory.



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REPEAT SUCCESS OF NHW (last year's was "biggest ever") is anticipated by builders from coast to coast. Above, crowds visit 1955 Pittsburgh Parade of Homes. Early 1956 'parades' indicate even bigger turnouts this year.

National Home Week—your best salesman

As feverish last-minute National Home Week plans are being made by home builders everywhere, conviction grows that this year's celebration can well be the fuel needed to re-fire Mr. and Mrs. Public's appetite for a new home! Results of early Spring and Summer 'parades,' if a true barometer, indicate this annual industry shot-in-the-arm will do much to lift sales out of the summer doldrums stage.

With more and more sections of the country entering a buyer's market, builders are showing determination to break down resistance by "merchandising" their homes as they have not done since the end of World War II. This was evident in American Builder's early NHW survey (June) and is borne out by supplementary reports which have followed.

In Springfield, Ohio, Clark County HBA will feature a 15-house 'parade.' The entire layout will be built in miniature. Each model will be photographed for reproduction in a give-away plan book.

HERE'S WHAT TO EXPECT DURING NHW

- More tie-ins with manufacturers
- More TV-radio coverage
- Special give-aways
- Greater newspaper publicity
- Exciting special events

HBA of Greater Cleveland settled on a 30-day Fall Festival of Homes to run through September. Special events include a Home Buyers' School and speeches by builders at service club meetings.

Grand Rapids HBA is building an 1100-square foot ranch house which will be completely furnished and landscaped. It will be given away subject to an insured mortgage of \$12,000. The winner will receive a year's payment on the mortgage.

Atlantic HBA members (Atlantic City) who participate in the NHW Model Home Show will be vying for a week's trip for two to Miami Beach with \$200 expense money.

More zoning problems

As other builders were preparing for NHW, building contractors and real estate developers banded together to upset a new zoning law passed in New Castle, N. Y.

Permitting construction of only 40 new houses this year and 100 next year, the law provides that when any residential district outgrows its schools, trunk sewers, roads, etc., the Town Board is to ration building permits. Private owners get top priority; local builders of four or five homes a year have middle priority. At the bottom of the list are large-scale development builders.

An attorney, retained by five building concerns to file suit in Supreme Court, reported that one of his clients, Birchbrook Park, has twenty-two acres for development. He maintained the company had built its own roads, obtained approval of its plot plan and completed a model home. Now, the company is deprived of permits for additional houses.



VERTICAL LINES of picture window and chimney form a handsome contrast to the horizontal siding. House was part of Madison's 1956 Parade of Homes.

Here's a new angle to a favorite old design

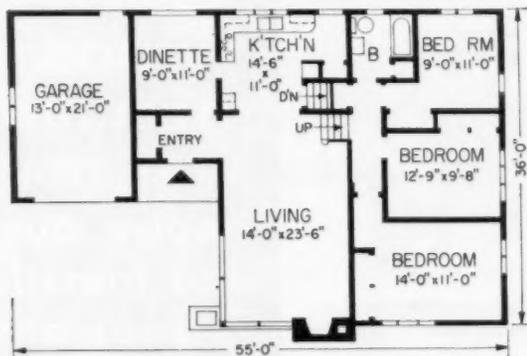
Think you've seen everything in split level design? Take another look at the house above. It's best described as a happy marriage between a front-to-back split and a side-to-side split, and was fashioned by builder Jack Emerson of Madison, Wisconsin, in an effort to combine the best features of both types.

Emerson first took the front-to-back model, with its clean, simple roof line, and turned it 90 degrees on its lot. To add interest in the new front elevation, he added a combination picture and corner window in the living room, and for contrast put a massive chimney alongside the window.

Then he put the garage on at right angles to the house, fronting on the road, and added a setback front door in the new wing.

What he has achieved, then, is an unusual arrangement with a simple, attractive roof that is easy to frame. The eave line, common to both wings, holds the sections together and provides the close-to-the-ground look so difficult to attain with most splits.

Emerson's \$22,500 price includes such luxury items as a low voltage relay switch system, and touch button switches.



BASIC FLOOR PLAN is that of a front-to-back split, with one important difference: putting dinette in garage wing permits more space to be given to the living room.



FIREPLACE END of living room shows happy result of handsomely combining large brick and glass areas. Note unusual feeling of space created by high beamed ceiling.



Standardized
"WOOSTER"
STEEL DOORS
AND FRAMES
 solve buying
 and installation
 problems

**NO FRAME
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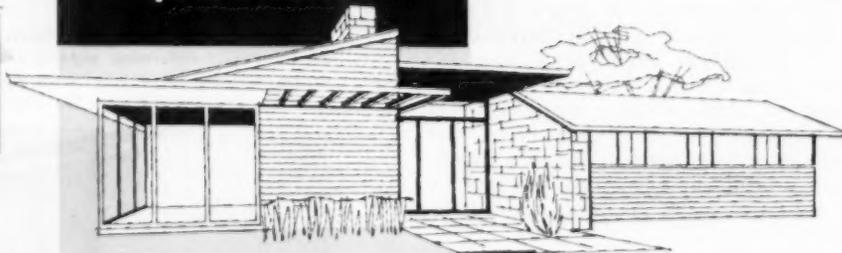
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 OR PLANING**



Hang five doors in the time usually required for one—that's part of the secret of the success of "Wooster" Standardized Steel Doors and Frames. They hang faster uniformly because they are standardized through precision tooling, modular dimensioned, and factory pre-fit. USF "Wooster" Doors and Frames are mechanically engineered and built to standards that eliminate the faults common to custom crafted products. Matching flush panel design—there is a "Wooster" Steel Door and Frame for every interior opening including sliding closet doors.



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Color Comes To The Kitchen with Customline Appliances. Make your choice from gleaming stainless finish, Coppertone and five new Colortones: Sunburst Yellow, Coral Pink, Meadow Green, Woodland Brown and Seafoam Blue.

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GREATER VARIETY, FEATURES, PROFITS!

HERE ARE THE FACTS . . .

	Hotpoint	Major Brand "A"	Major Brand "B"	Major Brand "C"
OVENS				
Number of Models	5	2	1	2
Double-oven model	Yes	No	No	No
Rotisserie	Yes	No	Yes	No
Pushbutton Controls	Yes	No	No	No
Window in door	Yes	No	No	Yes
SURFACE UNITS				
Number of Models	5	2	2	3
Pushbutton Controls	Yes	Yes	No	No
Faster-than-gas unit	Yes	Yes	No	No
Deep-well cooker	Yes	No	No	No
Plug-in French Fryer	Yes	No	No	No

All built-ins aren't alike! A comparison of Hotpoint Built-In Ranges with those of the other 3 leading appliance manufacturers shows that Hotpoint offers you **more models** to choose from—**more features** to help you sell your homes. And, Hotpoint offers comparable superiority in built-in refrigerator-freezers and dishwashers as well.

It costs you no more to enjoy the extra sales appeal of these superior appliances, because Hotpoint wants builder business and has the prices to get it! And, with Hotpoint Customline, you also enjoy all these additional advantages:

- **Finest quality**
- **Fast, low-cost installation**
- **High consumer acceptance**
- **Powerful national advertising**
- **Strong local merchandising**
- **Top appraisal value**
- **Kitchen design service**

Whether you're building \$10,000 or \$100,000 homes, you'll find the right models for your market in Hotpoint's complete line. They'll help you sell your homes faster and at greater profit. Contact your Hotpoint Distributor's **BUILDER SPECIALIST** today!

look to Hotpoint
for the finest...first!



Hotpoint 9-foot Modular Kitchen with high oven. Color is Sunburst Yellow.

they're here! Dramatic

new Hotpoint modular kitchens

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TO HELP SELL YOUR HOMES TODAY!**

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PUSHBUTTON LUXURY—

- ★ DeLuxe Super Oven with Rota-Grill Rotisserie.
- ★ 4 Calrod® Surface Cooking Units, including raisable automatic unit under deep-well cooker.
- ★ Automatically-controlled Plug-In Griddle.
- ★ DeLuxe pushbutton Dishwasher.
- ★ Disposall® Food Waste Disposer (optional).
- ★ Seamless, stainless steel countertop and sink with Wonderflo single-control faucet.
- ★ Pushbutton controls and appliance outlets.
- ★ Roomy storage cabinets and drawers.

Choice of LEFT-HAND or RIGHT-HAND MODELS



Available with cooking center at left or right end of unit at no extra cost. Provides greater planning freedom, enables you to reverse floor plans.





WITH HOME BUYERS

IT'S LOVE AT FIRST SIGHT



Hotpoint 7-foot Modular Kitchen with under counter oven. Color is Coral Pink.

Hotpoint 7-foot Modular Kitchen with separate wall oven. Color is Meadow Green.



IN ONE COMPACT UNIT—A COMPLETE MEAL PREPARATION *and* CLEAN-UP CENTER

Your homes will be "the talk of the town" with these exciting new Hotpoint Modular Kitchens. Women lose their hearts when they see the handsome combination of colored, pushbutton appliances and gleaming stainless steel countertop.

Distinctive and beautiful, compact and efficient, these units are the newest development in kitchens—and the hottest sales feature your homes can offer.

You'll like the way Hotpoint Modular Kitchens have been designed for fast, low-cost installation with normal skills and materials—no tricky hook-ups to cause expensive

on-site slow-ups. And, these compact new units save floor space, while giving you complete freedom to plan kitchens that offer a new high in styling and convenience.

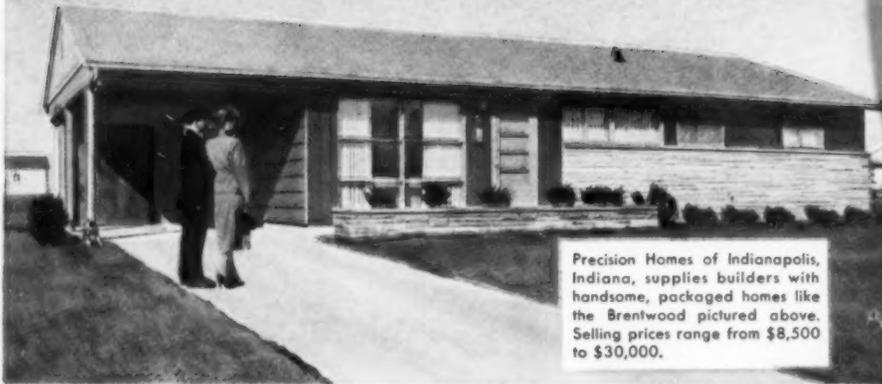
Hotpoint Modular Kitchens can be included on the mortgage for only a few dollars a month. They're available in 5 beautiful Colortones—Sunburst Yellow, Coral Pink, Meadow Green, Woodland Brown, and Seafoam Blue.

Be the first builder in your community to capitalize on this great new home selling feature. Contact your Hotpoint Distributor's BUILDER SPECIALIST today!



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**"Famous
Hotpoint
Appliances help
Close Sales
for
PRECISION HOMES"**



Precision Homes of Indianapolis, Indiana, supplies builders with handsome, packaged homes like the Brentwood pictured above. Selling prices range from \$8,500 to \$30,000.



John E. Bauer, president of Precision Homes, says—

"When we select equipment for hundreds of homes, we have to be absolutely sure of its performance and its sales appeal.

"We're sure of Hotpoint—and so are American home-buyers. The minute they see the Hotpoint name in Precision

Homes, they know we're giving them the best. The public's preference and respect for Hotpoint are vital factors in closing home sales.

"Hotpoint quality is symbolic of the superior values we try to build into every detail of our homes."

Hotpoint Appliances offer you...

1. An unequalled reputation for superior quality that helps you sell your homes.

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Only Hotpoint Dishwashers offer Spot-Less Washing, Spot-Less Rinsing, Spot-Less Drying!

Fast-heating Hotpoint Ranges cook everything in the book automatically!

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Colortones
or
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**LIVE BETTER
ELECTRICALLY**

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Numetal WEATHER STRIP

This complete package unit means easier handling for you . . . easier installation for your customers. M-D Numetal door sets are available with regular door bottoms or with threshold and exposed hook.

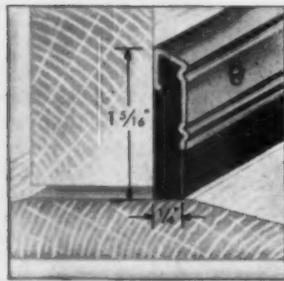


Numetal WEATHER STRIP

Sets for windows

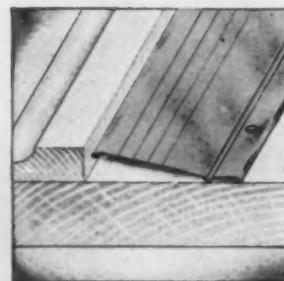
Handy to buy, handy to use. Here in one attractive package is a complete M-D Numetal Weather Strip set for a single window. Available for all standard 28", 30", 32" and 36" double hung windows. M-D packaged sets save selling time . . . cut handling costs . . . make inventory easy.

HANDY PACKAGED SETS! Ready to hand customers! Ready to use!



Numetal DOOR BOTTOMS

Made of extra thick wool felt and heavy gauge stainless steel, brass or aluminum. Standard lengths—28", 30", 32", 36", 42" and 48"—packaged 1/2 doz. same length to carton. Special lengths available.



On-GARD COIL WEATHER STRIP

This stainless steel or bronze coil weather strip is packed two ways—six 18 ft. rolls in free display carton, or in 100 ft. individual cartons.

BUILDERS

For highest quality and dependability, always specify M-D products. Sold by hardware, lumber and building supply dealers throughout the country!

DEALERS

Order Today! Your order shipped same day it is received! All M-D products are fast sellers, nationally advertised.





Nu-WAY

WEATHER STRIP

Easiest in the world to put on

This easy-to-put-on weather strip makes friends as it makes you profits. Works perfectly on windows, storm sash or doors. Made of wool felt and white metal. Each individual carton contains one 18 ft. roll with nails and instructions. Packed 12 cartons in display case.



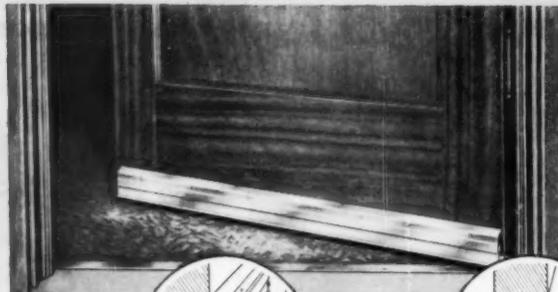
This free, colorful display case takes very little counter space . . . but does a big job of selling.



Nu GARD

Automatic DOOR BOTTOM

Here's the perfect automatic door bottom and draft eliminator for ALL doors. Completely solves old problem of clearing rug or floor every time door opens. Easily installed on right or left hand door. Smartly designed with silvery-satin finish—will not rust or tarnish. Furnished in standard lengths—28", 32", 36", 42" and 48". Packed in individual cartons.



UP automatically to clear carpet easily when door opens.



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



Nu-CALK
CALKING COMPOUND

World's best calking compound available in loads, with or without nozzle . . . hand squeeze tubes . . . or ½ pt., pt., qt. and gal. cans. Also 5-gal. and 55-gal. drums—gun or knife grade.



Nu-Glaze
GLAZING COMPOUND

You can recommend this glazing compound with complete confidence that it always "stays put." Packed in ½ pt., pt. and qt. cans, 25 lb., 50 lb., 100 lb., and 880 lb. drums.



Nu-Phalt
PLASTIC ASPHALT CEMENT

Ideal for sticking down asphalt shingles and general repair work on roofs and flashings. Comes in handy loads, with or without nozzle; 2½ lb. and 10 lb. cans; 50 lb. pails and 550 lb. drums.



MACKLANBURG-DUNCAN CO.

OKLAHOMA CITY 1, OKLAHOMA

Leaders in the Building Specialty Field for 35 years!



**What is
the
successful
sales pattern
that makes**

RICHMOND

**The fastest growing
name in
plumbing
fixtures**



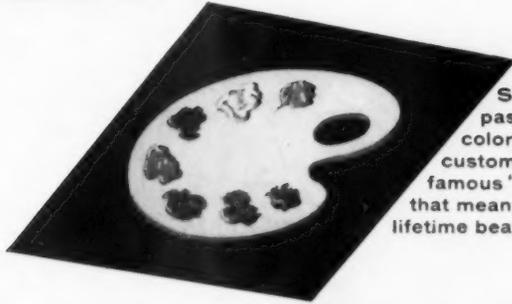
RICHMOND CREATES THE FINEST BATHROOM AND KITCHEN PLUMBING FIXTURES, HEATING • COOLING EQUIPMENT

Sales-maker styling



Clean-lined designs in the modern manner. New designs to meet today's bathroom needs...and tomorrow's.

Complete color range



Seven sparkling pastels for your color-conscious customers. The famous "Whiter-White" that means gleaming lifetime beauty.

Engineered quality



Glass-hard surfaces that withstand a generation of use. Rigid quality control that assures lasting consumer satisfaction.

National advertising



Full-color advertising in the leading home magazines. A different, name-building, acceptance-building approach.

Potent sales help



A complete promotional program for wholesalers and contractors. Everything needed for a powerful sales drive on the local level.

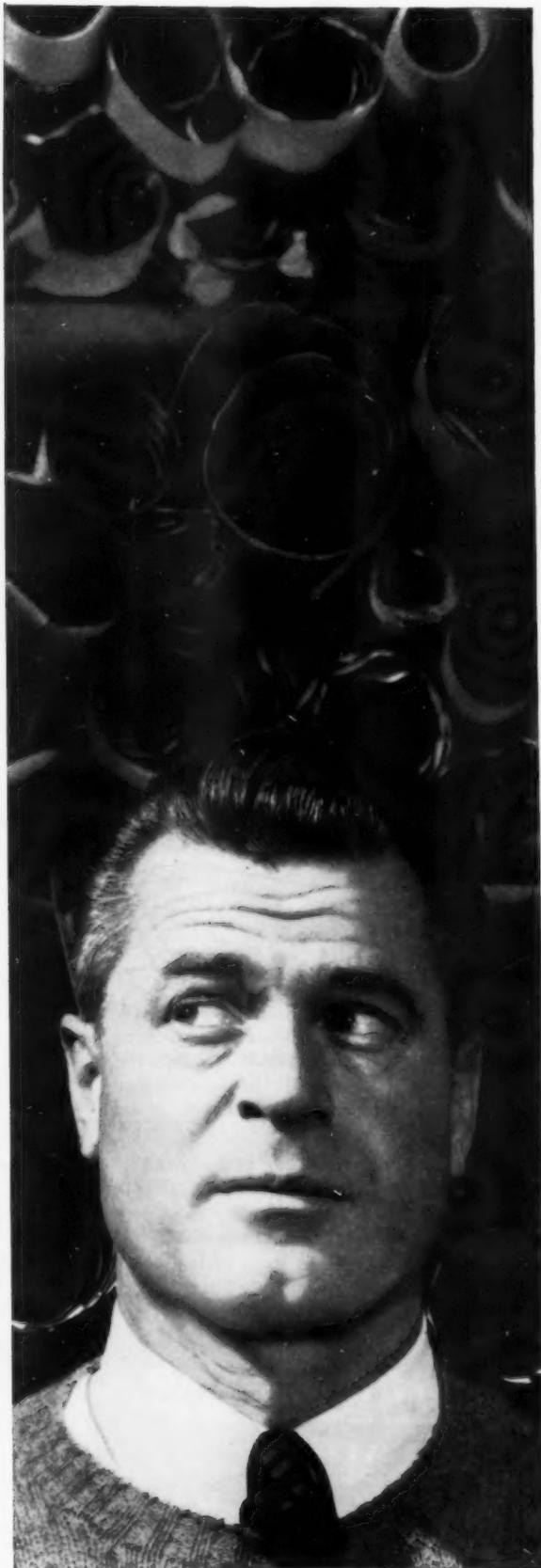


RICHMOND
PLUMBING FIXTURES

Division of Rheem Manufacturing Company,
16 Pearl St., Metuchen, N. J.

Other Rheem Products: Water Heaters • Water Softeners • Wedgwood Gas Ranges and Clothes Dryers • Steel Containers





Be careful of this furtive character. He can really hurt your reputation. For if Skimpy Wiring has crept into your blueprints, homes you build from them won't be able to cope with the electrical demands of modern living.

*look
who may
be hiding
in your
blueprints*

It's surprising how Skimpy Wiring can get into the designs of even the most modern homes! He loves "minimum wiring" codes that neglect to provide for ever-increasing use of electrical appliances. Skimpy Wiring thrives on specifications that do not call for at least 100 Ampere service entrances... large enough copper wiring... plenty of circuits and outlets.

Full-powered copper wiring adds just a small percent to the overall costs of homes you build. But it's worth hundreds of times its initial expense in convenience and satisfaction to homeowners. Adds a big plus mark to your reputation for quality building, too!

FREE HOME WIRING WALL CHART! Send today for Kennecott's handy wall chart showing typical home circuit loads. Use it as a check list when planning electrical systems. Write Kennecott Copper Corporation, Dept. B-96, 161 East 42nd St., New York 17, N.Y.



Kennecott
COPPER CORPORATION

Fabricating Subsidiaries:
CHASE BRASS & COPPER CO.
KENNECOTT WIRE & CABLE CO.

The Case of the Carefree Carpenter



Here's the case and what's in it for you!

The Stanley No. 183 Builder's Kit contains a carefully selected, tested and proved collection of time-saving, cost-cutting door hanging equipment for the modern carpenter. Built around the versatile Stanley Electric Router, starring here as a hinge mortiser, this kit has what it takes for up-to-date door hanging.

The same $\frac{3}{4}$ hp motor that powers the router at 22,000 rpm powers the new J48 16" jointer plane — a real work eater when it comes to fitting doors.

Other vital accessories included in this builder's kit are:

Router base • Template guide • Straight and circular gauge Arbor • Mortising bits (2) • Grinding wheel • Grinding arbor Cutter grinding attachment • Door and jamb butt template Carrying case • Plane cutter

Your dealer has Stanley No. 183 Builder's Kit, or write Stanley Electric Tools, 400 Myrtle St., New Britain, Conn.



THE STANLEY WORKS, NEW BRITAIN, CONNECTICUT • HARDWARE • TOOLS • ELECTRIC TOOLS • STEEL • STEEL STRAPPING

... and the Round Cornered Hinge



Here's Stanley's famous RD241 hinge.

With round corners for use with electric mortisers. Check off the features that make this hinge the Standard of the World.

1. Flat button tips
2. Hole in the bottom for quick pin removal
3. Clean, accurate countersinking
4. Easily seated, non-rising, lubricated pin
5. Complete interchangeability of leaves
6. Smooth steel, toughened by cold rolling

Stanley Round Cornered Hinges are available in any size or finish desired, in plain joint or ball-bearing, either regular weight or extra heavy.

Your dealer has them, or write for details to Stanley Hardware, 109 Lake St., New Britain, Conn.

REMEMBER  THREE HINGES TO A DOOR



The Stanley Works, New Britain, Connecticut



RUGGED **wagner** TRACTOR EQUIPMENT

cuts building costs in hundreds of ways

When you cut building costs, you increase your profits. In a nutshell, that's the best reason there is for using Wagner Backhoes, Tractor Loaders and Attachments on your building projects. For no other equipment is so versatile and does so many building jobs so well.

Designed, engineered and constructed to stand years of punishing use, rugged Wagner backhoes, loaders and attachments speed construction, and save man-hours too. Quickly-interchangeable,

job-matched attachments make short work of land clearing, excavating, backfilling, clean-up and landscaping. They solve material handling problems, dig footings, sewer, gas and power trenches, septic tanks. They make one tractor your best all-around construction tool.

Check with your nearby Wagner dealer to see how Wagner tractor equipment can cut time and labor costs on your building jobs.

wagner
TRACTOR EQUIPMENT

WAGNER IRON WORKS, 1905 South 1st St., Dept. 127
Milwaukee 1, Wis.

Send me more information on Wagner Tractor Equipment for a tractor.
(make)

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COMPANY

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CITY STATE

"WAGNER BUILT" MEANS "BETTER BUILT" FOR OVER 105 YEARS



"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— $\frac{3}{16}$ ", $\frac{7}{16}$ ", $\frac{1}{4}$ ".

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 Lustracrysal's greater whiteness, undistorted clarity and luster. You can tell it's *best at a glance*.

Lustracrysal 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 Lustracrysal 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

American

WINDOW *Glass* COMPANY
PITTSBURGH, PA.

PLANTS: ARNOLD, PA. • ELLWOOD CITY, PA.
JEANNETTE, PA. • OKMULGEE, OKLA.



Photographed at "HALEKEA," the residence of Mr. & Mrs. G. C. T. Remington, Everglades Island, Palm Beach, Fla. Architect, Gustav A. Maass, A.I.A. Drawers molded of BAKELITE Phenolic Plastic by **Boonton Molding Company**, Boonton, N. J.

Owner's report on molded plastic drawers:

New versatility...unmatched cleanliness!

Mrs. Remington used over 50 drawers molded of BAKELITE Phenolic Plastic in her new home. Here are her comments: "These drawers allow infinite arrangements. We saved space by using them in closets in the place of bureaus . . . 44 drawers in four closets! And, in this climate, the plastic eliminates swelling and mildewing.

"The fact that they are seamless helps in cleanliness. I think it is marvelous that I can take a damp cloth and clean them without a worry. The big thing is that I don't have to put paper in the drawers and there are very few spots where insects

can hide."

Here's proof that these molded plastic drawers will appeal to your customers. They give you that "built-in" sales advantage.

You, the builder, gain, too. Drawers molded of BAKELITE Phenolic Plastic require no finishing, are shipped ready to install. You just add handles, slide into place. Runners and center guides are molded in, the satiny black finish goes all the way through, and they are tough, durable. Best of all, the cost is competitive!

For further information, see your building supply dealer, or write Dept. SF-5.



THE ALL NEW

Sunray De Luxe by WESLOCK



Uniform knob design retained throughout the home with WESLOCK'S exclusive push-button locking in the rosette.

Here is a brilliant interpretation of today's demand for more impressive residential locksets within a modest budget. The new Sunray De Luxe design is a masterpiece of contemporary beauty destined to become the standard of budget priced residential locksets among architects, builders and contractors everywhere.

There is a Sunray De Luxe lockset for every door in the home.

See the New Sunray De Luxe with matching cabinet hardware on display in our Booth 133, NBHA Exposition, Conrad Hilton Hotel, Chicago, Sept. 10-12, 1958.



WESTERN LOCK MFG. CO.

Manufacturers of Weslock Residential Locksets and Builders Hardware

GENERAL OFFICES: 211 NORTH MADISON AVENUE, LOS ANGELES 4, CALIFORNIA • FACTORY: HUNTINGTON PARK, CALIFORNIA

**LOOK JOE! CUT ANY
MASONRY MATERIAL IN SECONDS
with A CLIPPER MASONRY SAW***



*...and at the
Lowest Cost
per cut!

The
FIRST
and still
the
FINEST
MASONRY
SAW



**Select The CLIPPER BLADE
DESIGNED FOR YOUR JOB**

• **New Triple-Reinforced
BREAK-RESISTANT BLADES**

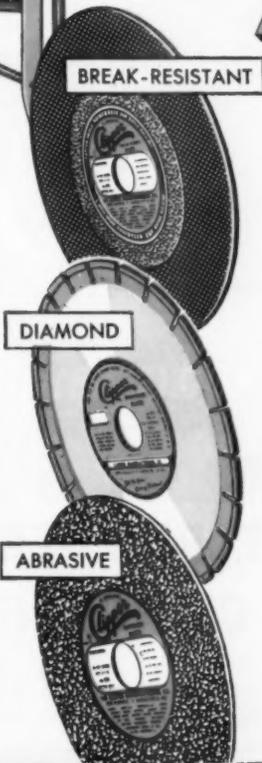
Triple-Reinforced . . . in specifications to cut every masonry material . . . HARD to SOFT. Another CLIPPER FIRST! Polk-A-Dot design reduces side friction, delivers maximum power to cutting edge. Break Resistant — safer — lower cost.

• **WET or DRY ABRASIVE BLADES**

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.

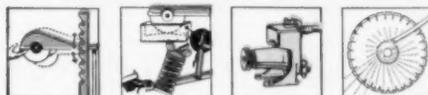
• **DIAMOND BLADES**

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.



**IT'S YOURS ON
FREE TRIAL**

Order YOURS — TODAY — and discover for yourself how a CLIPPER will pay for itself in increased profits — from increased production at lower cost! CLIPPER'S "On-The-Job" FREE TRIAL guarantees satisfaction at no obligation!



ONLY Patented Features such as these make Masonry Sawing Economical! "Select-A-Notch" — Pressure Equalizer Spring — Wet-or-Dry Pump and Water Application . . . features found ONLY on Clipper Masonry Saws!

WHY "4 OUT OF 5"

Buy Clipper Blades . . .

Manufactured under the most advanced Quality Controls known to the industry. Consistent quality . . . peak performance . . . Rim to Stub . . . Blade to Blade.

by the Makers of **CLIPPER MASONRY SAWS**
and **CLIPPER CONCRETE SAWS**



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Genuine Clipper Products are Sold Direct,
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| <input type="checkbox"/> I want a Clipper Masonry Saw on FREE TRIAL. | <input type="checkbox"/> Send FREE Literature on Clipper Concrete Saws and Blades. |
| <input type="checkbox"/> Send FREE Literature on Clipper Masonry Saws and Blades. | <input type="checkbox"/> Have a Clipper Factory Trained Representative call on me. |

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CITY _____ STATE _____



the little touch with the big sales advantage

NEW LOW PRICES ON KENCOVE VINYL WALL BASE GIVE BUILDERS A QUALITY PLUS TO HELP CLINCH HOME SALES!

It may seem a small item to you, but it's a mighty big thing to the woman home-buyer when she learns that the wall base in her kitchen is greaseproof vinyl KenCove. She knows vinyl means quality... it means easy cleaning, too, mop marks won't show, it won't scuff, it will never need painting. It's a quality touch like this that often swings the sale. See your Kentile, Inc. Flooring Contractor, now. Get the facts on KenCove. Learn how it comes in smart modern 2½" height (that makes small rooms look larger) and in 4" and 6" heights, too. 48" lengths mold to perfect inside and outside corners easily, quickly, on the job. Tapered top, corrugated back grip tightly; seal joint where wall meets floor. Here's dust-tight cleanliness home-buying prospects want.



Write on your letterhead for Free
Key Ring of 5 KenCove Color Samples:
Black, Gray, Green, Brown, Sumac Red.

KENCOVE VINYL WALL BASE by the makers of **KENTILE FLOORS**

Kentile, Inc., 58 2nd Ave., Brooklyn 15, N. Y.

*Reg. U.S. Pat. Off.

KENTILE * KENCORK * KENRUBBER * KENFLEX * KENFLOR * KENROYAL



FIAT PreCast SHOWER FLOOR
LOWERS COST OF SHOWER CONSTRUCTION

The new *FIAT Monterey* shower floor has a PreCast integral threshold and curb that completely eliminates the most expensive steps in shower construction: the built-on-the-job floor, threshold and pilasters. Glass filler panels at the jambs replace the pilasters, rest directly upon the curb of the *Monterey*. The *FIAT* PreCast Shower Floor simply slides into place—there's no need for sub-pan, mortar, tiling and hours of costly labor. Try this new shower technique that saves you money and produces added sales appeal.

The *Monterey* shower floor, *PreCast* of sparkling terrazzo, is permanently leakproof and furnished as a complete unit with solid brass drain and stainless steel strainer plate. There is nothing else to buy—nothing else to install! The photograph shows an excellent and economical shower combining the *Monterey* floor with a glass filler panel and door forming the front. Either hinged or sliding doors, by others, may be used as the solid threshold provides a convenient foundation for the track.



Monterey model available in six sizes—rectangular, square and corner designs.

It's so much easier to see the advantages of PreCast Floors than to read about them. That's why we would like just five minutes of your time to show you this cross section sample. Clip coupon to your letterhead and get full information. No obligation of course.



Dept. F.
FIAT METAL MANUFACTURING CO.
 9323 Belmont Avenue, Franklin Park, Ill.

Please send complete information on your complete line of shower equipment.

Name _____
 Company _____
 Address _____
 City _____ State _____
 Type of Business _____



FIAT METAL MANUFACTURING CO.
 Since 1922... First in Showers / Packaged Showers • Doors • Floors
 Toilet Room Partitions

FOUR COMPLETE PLANTS: Long Island City 1, N. Y.; Franklin Park, Ill.; Los Angeles 63, Calif.; Orillia, Ontario, Canada



CHASE® COPPER
ROOFING PRODUCTS

BIG HIT... AROUND ANY HOME !

Chase Copper Roofing Products make a hit with *everybody!* A hit with *homeowners* because Chase copper lasts longer, increases the value of any home. A hit with *you* because Chase products install faster, keep time costs down.

Chase Copper Roofing Products handle with ease. No special installation techniques are needed. Simple soldering makes Chase copper gutters and

downspouts lastingly watertight.

Chase Copper Roofing Products resist corrosion, never rust—add years of trouble-free service to roofs. Chase copper blends harmoniously with both modern and traditional designs, makes any home more attractive.

For the finest quality roofing jobs with *built-in* satisfaction, use copper roofing products by Chase.

Chase

BRASS & COPPER CO.

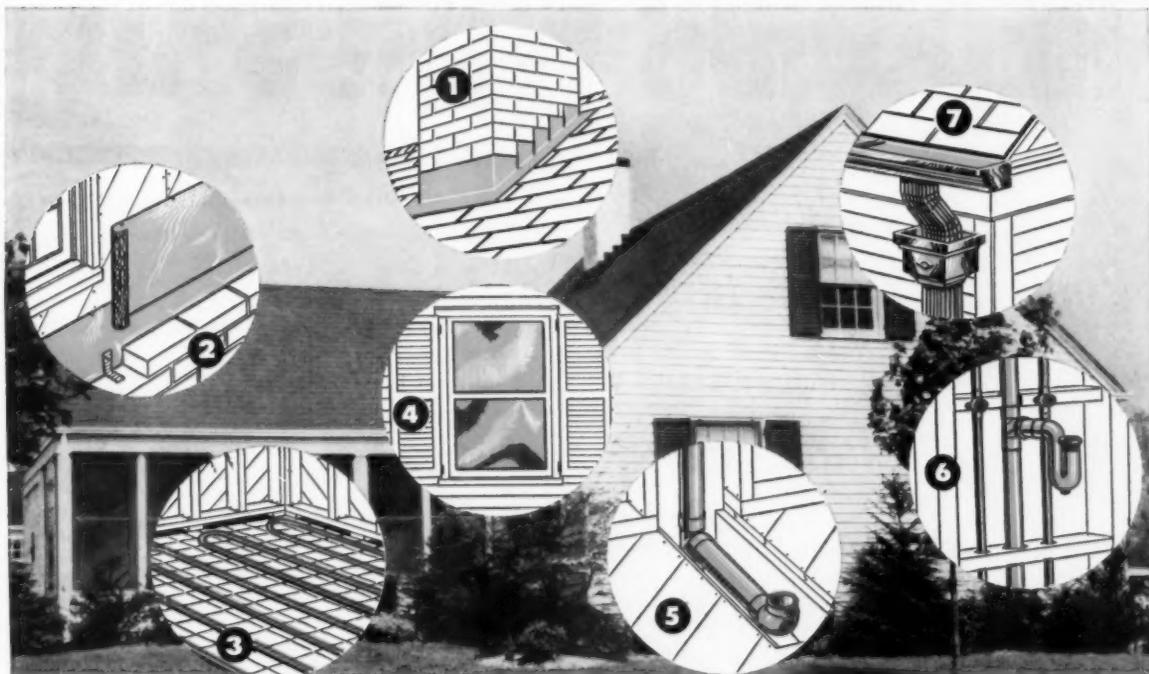
SUBSIDIARY OF KENNECOTT COPPER CORPORATION
WATERBURY 20, CONNECTICUT

The Nation's Headquarters for Brass, Copper and Stainless Steel

Atlanta Baltimore Boston Charlotte Chicago Cincinnati Cleveland Dallas Denver Detroit Grand Rapids Houston Indianapolis Kansas City, Mo. Los Angeles
Milwaukee Minneapolis Newark New Orleans New York Philadelphia Pittsburgh Providence Rochester St. Louis San Francisco Seattle Waterbury

From cellar to roof...

Chase® copper building products mean quality and down-to-earth installation costs!



1 CHASE 16 OZ. ROOFING COPPER—Of the right temper for fast, accurate installation. Makes tighter joints—can be soldered, of course. Available roll-packaged in *new* easy-handling carton that helps cut time on the job. Carton is extremely compact and easily stored.

2 CHASE COP-O-TOP—Ideal economy material for concealed flashing and dampproofing. Consists of a layer of thin sheet copper bonded to one, two, or three layers of asphalt impregnated building paper. Tough, flexible, remarkably easy to handle.

3 CHASE COPPER TUBE FOR RADIANT HEATING—Unsurpassed for quicker assembly. Ideal for either floor or ceiling installations. Its corrosion resistance and smooth internal surface assure more years of highly efficient service, free from rust and leakage problems. Tight solder joints made easily.

4 CHASE METAL INSECT WIRE SCREENING—Double-crimp weaving greatly increases dimensional stability. Can be cut without raveling and lies flatter for simplified fast assembly. Available in bronze, aluminum and stainless steel.

5 CHASE COPPER DWV TUBE FOR DRAINAGE—Newly developed copper tube that promises to revolutionize drainage installations! Meets all industry standards and is so compact, it fits within partitions, eliminating furring out. Can be pre-assembled on the job.

6 CHASE COPPER WATER TUBE FOR PLUMBING LINES—Preferred by homebuyers over all other plumbing materials. Easiest and fastest to install. Gives full pressure flow of clean water over the years and strongly resists corrosion. Won't clog with rust.

7 CHASE COPPER GUTTERS, DOWNSPOUTS—Can't be beat for rugged, handsome good looks, as well as the structural strength to withstand weight of snow and ice. Gives better service for decades. Precision made of 16 oz. copper in a variety of styles and shapes.

Get full information on Chase copper building products
Write to

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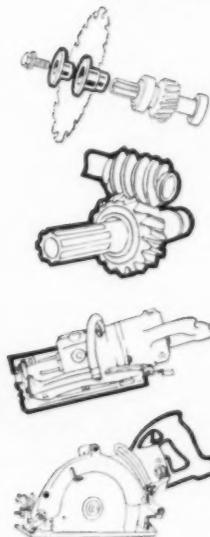
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SET NEW CUTTING RECORDS WITH SKIL!

3 New Powerful Super-duty Saws in 6½", 7¼", and 8¼" Blade Sizes

These famous SKIL Super-duty Saws are especially powered to keep cutting at top speed under rugged conditions. They give smooth performance—even on problem materials like metal, stone, and compositions. Yet, for all their power, SKIL Saws are lightweight and perfectly balanced for easy, accurate handling. SKIL Saws have more safety features, too! Try the model that best meets your needs. Let it save cutting time and costs. Your SKIL Distributor will show you why more builders and contractors use SKIL Super-duty Saws than any other make!

Check these famous SKIL Super-duty Saw Features:



• **New "Vari-torque" Clutch!** A clutch that *really works!* Protection against saw damage and kick-back. Foolproof, completely dependable.

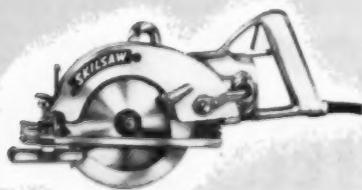
• **New, Improved Gearing!** Advanced design gives more gear contact for higher efficiency, longer service, quieter operation.

• **New Heat-Treated Aluminum Alloy Foot—40% stronger!** Remains true and accurate under hardest use. Reduces weight two-thirds!

• **New Contour Handle!** Improved to assure most comfortable grip. Avoids strain—even through steady use. (On Models 77 and 825 only.)

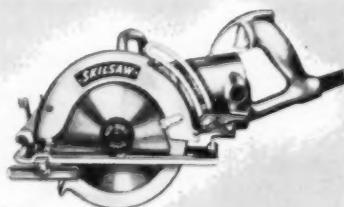
Plus these important SKIL quality advantages!

- 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 balanced to eliminate vibration



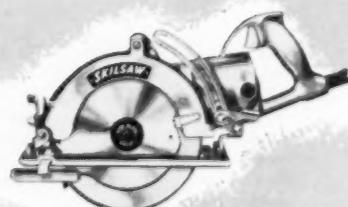
NEW 6½" MODEL 367

- Makes every residential rafter cut!
- Depth of cut at 90°, 2-3/16"; at 45°, 1-3/4"
- Free speed, 4750 r.p.m.
- Net weight, 13 lbs.



NEW 7¼" MODEL 77

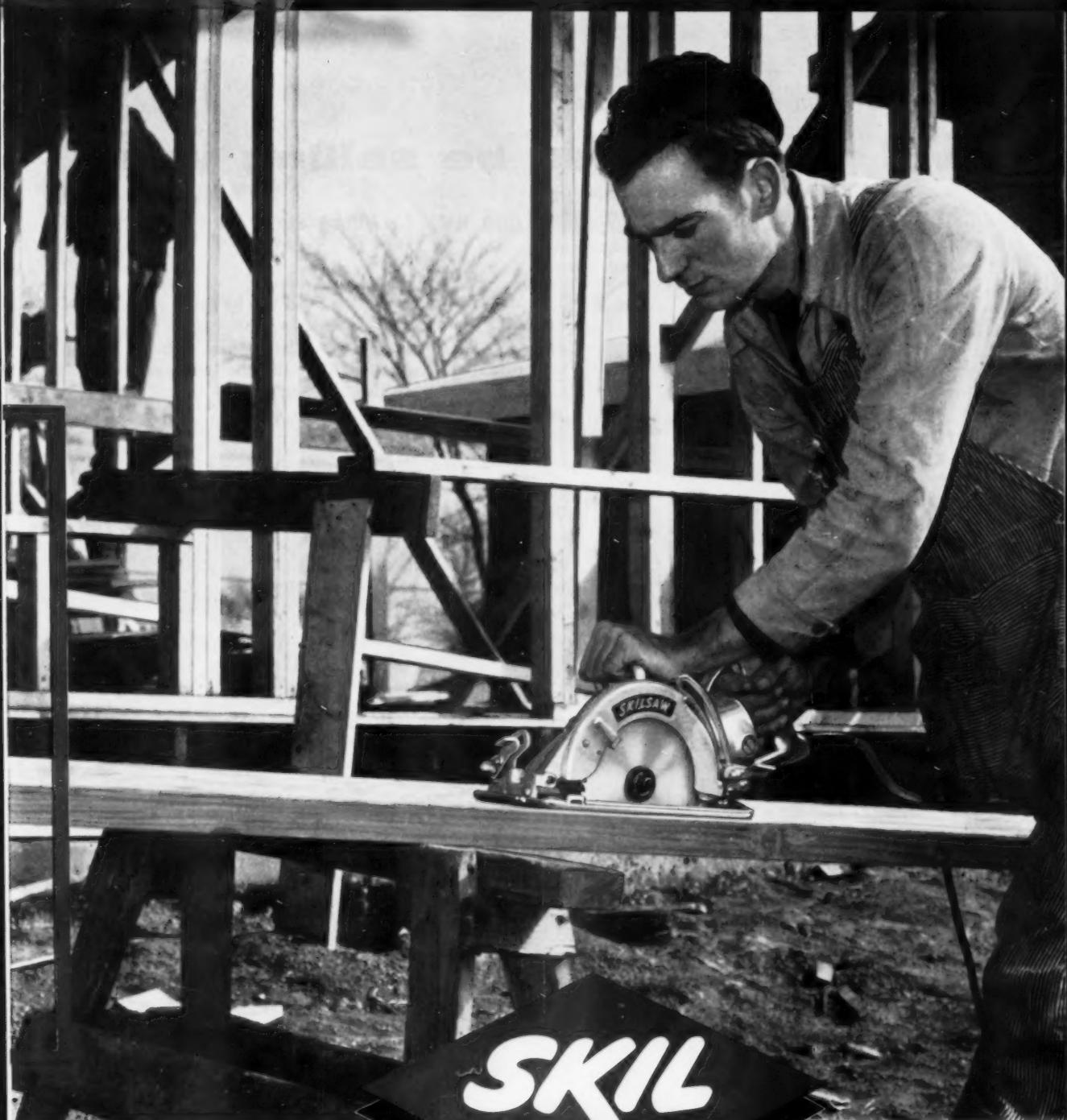
- Preferred for all-around carpentry.
- Depth of cut at 90°, 2-3/8"; at 45°, 1-7/8"
- Free speed, 4500 r.p.m.
- Net weight, 15-1/2 lbs.



NEW 8¼" MODEL 825

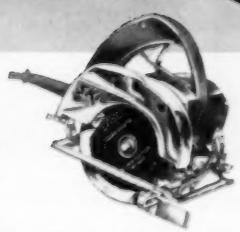
- Ideal for residential or commercial construction.
- Depth of cut at 90°, 2-5/8"; at 45°, 2-1/8"
- Free speed, 4000 r.p.m.
- Net weight 16-1/2 lbs.

OVER ONE MILLION SKIL SAWS IN USE!



Made only by SKIL Corporation
 formerly SKILSAW, Inc.
 Factory Branches in ALL Leading Cities

PLUS!
An all-new
TRIM SAW
by SKIL!



4 1/4" Model 604 weighs just 1/2 as much as most 6" Saws!

The most powerful lightweight saw ever developed! Ideal as the carpenter's *second saw* —for slicing through roofboard, sheathing, wallboard, flooring, plywood, plaster, many other materials. Cuts vertically to 1-5/32" — bevel-cuts 1" at 45°. Rips 1" lumber. Weighs only 6 1/2 lbs.! Depth and bevel adjustments.

MAIL COUPON TODAY

SKIL Corporation, Dept. AB-96
 5033 Elston Avenue, Chicago 30, Illinois
 In Canada: 3601 Dundas St. West, Toronto 9, Ontario

- ___ I would like a SKIL demonstration and FREE trial of Super Duty Saws; Model 604 Trim Saw.
- ___ Please send literature on SKIL Super-Duty Saws; SKIL Model 604 Trim Saw.

Name _____

Street _____

City _____ Zone _____ State _____

When interior styles change

will your homes be selling you?

Installing Milcor Casing Bead is one way to make sure they do

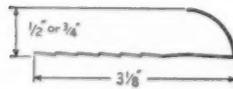
Interiors with Milcor Casing Bead will be good design for years to come. Owners will always appreciate the simple beauty that harmonizes with modern interior decoration. They like the feeling of spaciousness that Milcor Casing Bead gives to a room. Women are particularly attracted to it because it is easy to dust and keep clean.

Remember that Milcor Casing Bead is an integral part of the plaster construction — tied into the plaster by expanded-metal flanges.

The house you sell today builds your reputation tomorrow — and brings new prospects your way, as the happy home-owner tells his friends about "our builder."

Milcor Catalog No. 254 is available upon request.

MILCOR[®] Casing Bead



Cross section of Milcor No. 4 expansion casing bead.



Milcor Casing Bead is available in a variety of styles — in solid and expansion-type types. Shown is Milcor No. 4 Expansion Casing Bead.



INLAND STEEL PRODUCTS COMPANY
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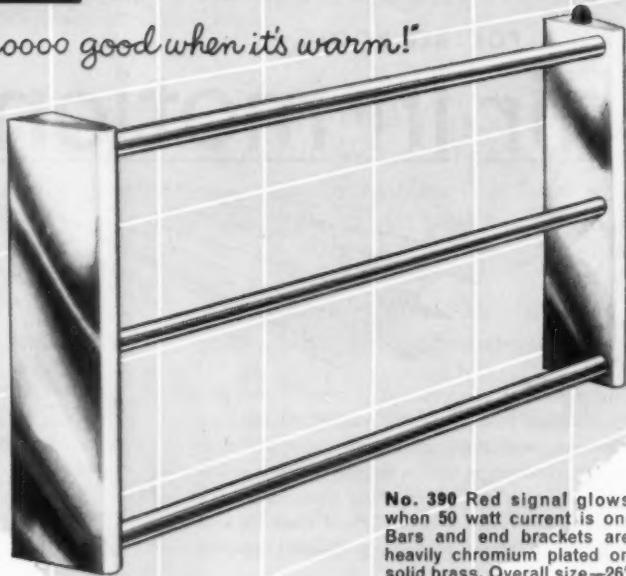
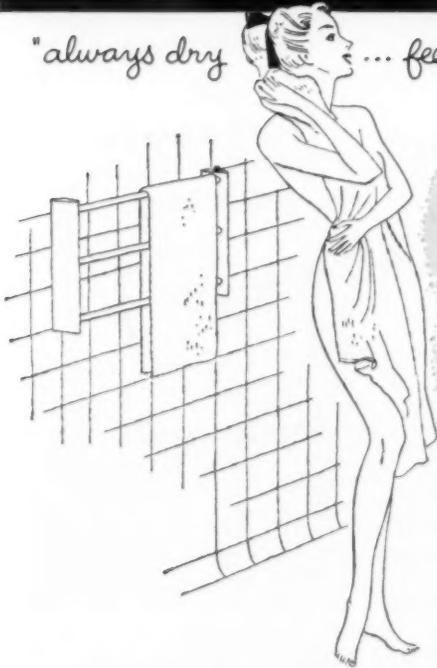
M-182

Here's the
newest idea
for your
bathrooms

HALL-MACK®

electric
warm-dri
towel rack

"always dry ... feels sooooo good when it's warm!"



No. 390 Red signal glows when 50 watt current is on. Bars and end brackets are heavily chromium plated on solid brass. Overall size—26" long, 13" high.

Sold by leading plumbing, tile and hardware dealers everywhere



HALL-MACK COMPANY

1380 West Washington Boulevard
Los Angeles 7, California

HALL-MACK COMPANY • 1380 West Washington Blvd.,
Los Angeles 7, California

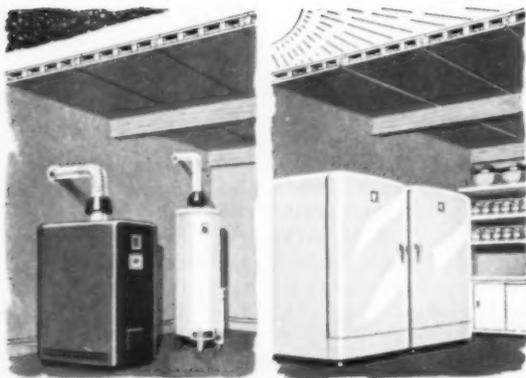
Please send me your FREE color brochure of new bathroom ideas.

name _____

address _____

city _____ zone _____ state _____

AB-9



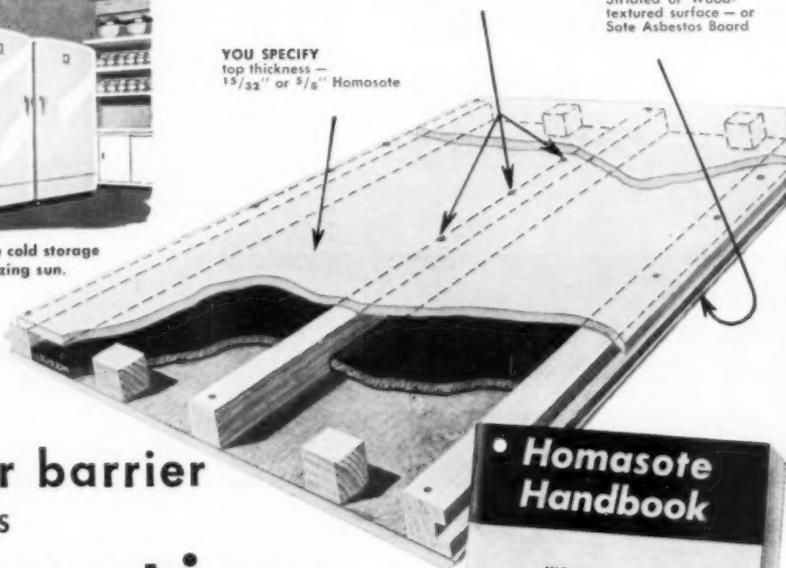
Between the furnace room and a blanket of snow.

Between the cold storage and the blazing sun.

YOU SPECIFY pre-drilled nail holes — 32" or 48" on centers

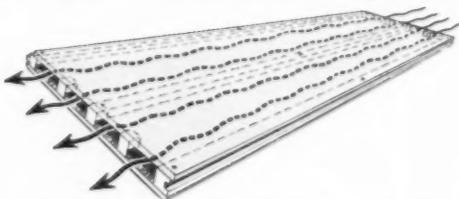
YOU SPECIFY any of 4 finished ceilings — Homasote with Linen, Striated or Wood-textured surface — or Sote Asbestos Board

YOU SPECIFY top thickness — 1 5/32" or 5/8" Homasote



HERE IS THE
scientific vapor barrier
FOR ALL ROOFS

air in motion



The final answer to condensation is nature's own principle of air circulation. In contrast with partial, mechanical vapor barriers — air ventilation, the normal flow of air in and around any structure, is truly a simple, dynamic solution to a fundamental weather problem. Now thoroughly tested and demonstrated successful, Wilson Air-cor Roof Decking embodies the air-in-motion principle in its most complete and scientific form.

Wilson Air-cor is a rugged 2' x 8' panel with 16" of open space at each end for air to flow freely in four air channels from panel to panel — across the entire length of any roof. Homasote boards over three 2 x 2 wood members, with batt-type insulation encased in vapor barrier paper on the lower inside, constitute the primary materials. But Air-cor is much more than this description can indicate.

Besides being the only complete answer to condensation — Wilson Air-cor Roof Decking is, *in one material*, a sturdy roof, the best insulation known, a sound-deadening partition, and a finished ceiling. Wilson Air-cor is available in two different top thicknesses and four different ceiling

finishes, including Sote Asbestos Board for fire protection. Any one familiar with Homasote Insulating-Building Boards will recognize at once the advantages of this long-proven material.

The designing and production of this remarkable product illustrate a typical example of the thoroughness of research and practical testing behind each Homasote product. The Homasote Handbook — newly revised throughout all 68 pages — describes in detail a hundred other construction values. On each page of this fully-illustrated booklet every architect, builder, and dealer finds ideas of new construction and modernization that fit in with his quality plans. As is the case with Wilson Air-cor, Homasote products are designed to give only the finest service — and yet the **know-how** behind each product makes every one an economy item.

We are proud of the Homasote Handbook, and would like to place a copy in your hands, without cost or obligation. Kindly address your inquiry to Department J-7.



HOMASOTE COMPANY

TRENTON 3, NEW JERSEY



AMERICAN BUILDER

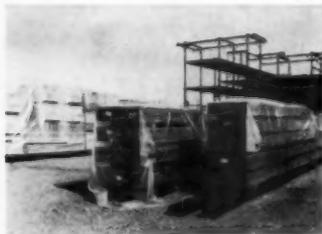


Light, easy-to-handle, Olin Polyethylene makes a permanent moisture barrier when used in slab, full cellar or crawlspace construction. Extra wide roll widths make the job that much easier.

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 UWP-147
PERTAINING
TO MOISTURE
VAPOR CONTROL

Olin Film Division, 655 Madison Avenue,
New York 21, New York.

Write in for details!

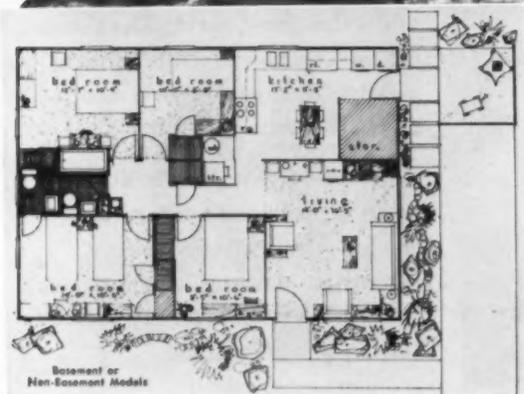
OLIN FILM DIVISION
655 MADISON AVENUE
NEW YORK 21, NEW YORK

Please send me full information on Olin Polyethylene,
and the name of my local dealer.

name _____ title _____
company _____
address _____

meet the
RICHMOND

Champ



**QUALITY HOUSING AT ITS LOWEST PRICE . . .
"OUTCLASSES" ANYTHING IN ITS FIELD!**

RICHMOND HOMES BUILDS A COMPLETE
LINE OF TRADITIONAL AND CONTEMPORARY HOMES—
COMPETITIVELY PRICED IN ALL RANGES

The Standard Line

Low-cost Quality Homes—Conventional Type Framing

The Magic Circle Group

Luxury Sales Features in the Medium Price Field

The Nassau Group

Contemporary Designs—
Complete Flexibility of all Elevations. Distinctive styling.

**The Quality Home, Factory Built
for Particular and Capable Builders**

**More than 1150 Square Feet of
Low-Cost Living Space**

28' 8" x 40' 8"

1½ BATHS! FOUR BIG BEDROOMS!

Meet a new Richmond Home that is really the quality "CHAMP" of the low-priced field! Here is a roomy, four-bedroom house with 1½ baths that offers all the quality, modern styling and individuality of expensive homes, but at a much lower price. You can offer your prospects a distinctive home with greater privacy and controlled family activity. The "CHAMP" is built from the finest of name-brand construction materials, and features expert workmanship throughout. Framing is of sturdy, full-wall 2 x 4 stud construction—16" o.c. with reinforced trusses supported by the outside walls. Fir and Hemlock No. 1 and better, are used for all framing and trusses. Outside covering is factory applied. And, like all Richmond Homes, it is "under roof," with all doors and windows secure in a single day!

Write for complete information about the "CHAMP" or the two other outstanding, low-cost project homes of Richmond's STANDARD LINE:

The Challenger

More than 1,050 square feet—
4 bedrooms

The Peerless

More than 1,050 square feet—
3 bedrooms

All Richmond Homes are of conventional construction and offer the finest materials and precision workmanship throughout.



WRITE BOX A

RICHMOND homes • INC.
RICHMOND, INDIANA

**Averaged $16\frac{2}{3}$ cubic yards an hour,
for 8 hours, with 24 location changes!**



ONE SHERMAN POWER DIGGER averaged $16\frac{2}{3}$ cubic yards of excavation an hour, for 8 hours, for a southwestern plumbing contractor. And this figure included time necessary for 24 location changes! The Sherman is used, primarily, for digging water, gas and electrical service lines for new homes.

Here are some reasons why this plumbing contractor gets more production from his Sherman: Fast operating cycle; high visibility around other utility lines; and top-notch bell-hole performance. And the local Ford Tractor dealer, having sold so many, is equipped and skilled to keep his machine on the job, working at peak output without costly downtime.

See your local Ford Tractor dealer **TODAY** for a demonstration or write for Bulletin No. 745



*Designed, Engineered and Manufactured jointly by Sherman Products, Inc., Royal Oak, Michigan. Wain-Ray Corporation, Hubbardston, Mass.



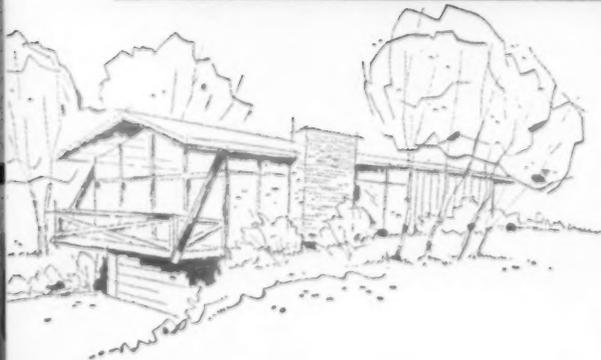
CUSHIONTONE CEILINGS



NEW KINDS OF CEILINGS ADD "SELL" TO HOMES

Now smart builders can turn ceilings into a valuable sales feature, instead of just a big, blank area that tops off a room. Two new products made by Armstrong have helped develop this idea. One is Cushiontone, the smart-looking sound-conditioning material that replaces plaster, dry wall, or other conventional ceiling finish. The other is Temlok Roof Deck, the new 4-in-1 material that makes open-beam ceilings practical for popular-priced homes.

TEMLOK ROOF DECK



1. Sound conditioning and attractive ceiling in one material

You can build the new comfort of quiet into your homes by installing Armstrong Cushiontone ceilings. At the same time, Full Random* Cushiontone's smart design adds a new kind of beauty that ceilings have never had before. Any carpenter can quickly put up Cushiontone without special tools or training. Simply nail or staple Cushiontone to furring applied to joists and the ceiling is completed. Cushiontone is factory painted.

*TRADE-MARK



4. Open beam ceiling—and complete roof deck—in one material

If you're building flat or low pitched roofs on exposed beams, you can cut costs up to \$250 per house by using Temlok Roof Deck. At the same time, you add considerable beauty, comfort, and value to your homes. Temlok provides a strong deck, complete roof insulation, vapor barrier, and finished ceiling in one material . . . in one installation. Eliminates several old-style materials, cuts labor time 50%.



2. Now advertised in LIFE

With Cushiontone in your homes, you can feature the new noise-quieting ceiling that people in your town are seeing every month in Life. Most of your best prospects are Life readers. When they see Life-advertised Cushiontone in your homes, they'll be convinced that you're offering them a new extra in home comfort. Cushiontone is also advertised in The American Home, Better Homes & Gardens, and Sunset magazine.



3. Puts prospects in buying mood

Whether you sound condition one room or several with Cushiontone, prospects will be impressed by the hushed atmosphere in your homes. And women, who like a kitchen filled with appliances, like it even better when appliance noises are quieted by Cushiontone. For Cushiontone signs that tie in with the Life campaign, see your Armstrong dealer or write to the Armstrong address below.

5. The smart look for your new homes

The moment Temlok Roof Deck is installed, an open beam ceiling is automatically created for the rooms below. This much-admired type of ceiling, usually associated only with high-priced homes, gives any home a feeling of greater spaciousness . . . a touch of luxurious warmth. And Temlok blends with both modern and traditional interiors. Its painted underside needs no further treatment and will never crack or warp.

For a free promotional kit on Temlok Roof Deck—and for your free Cushiontone signs and posters—see your Armstrong dealer or write Armstrong Cork Company, 3509 Rider Avenue, Lancaster, Pennsylvania.



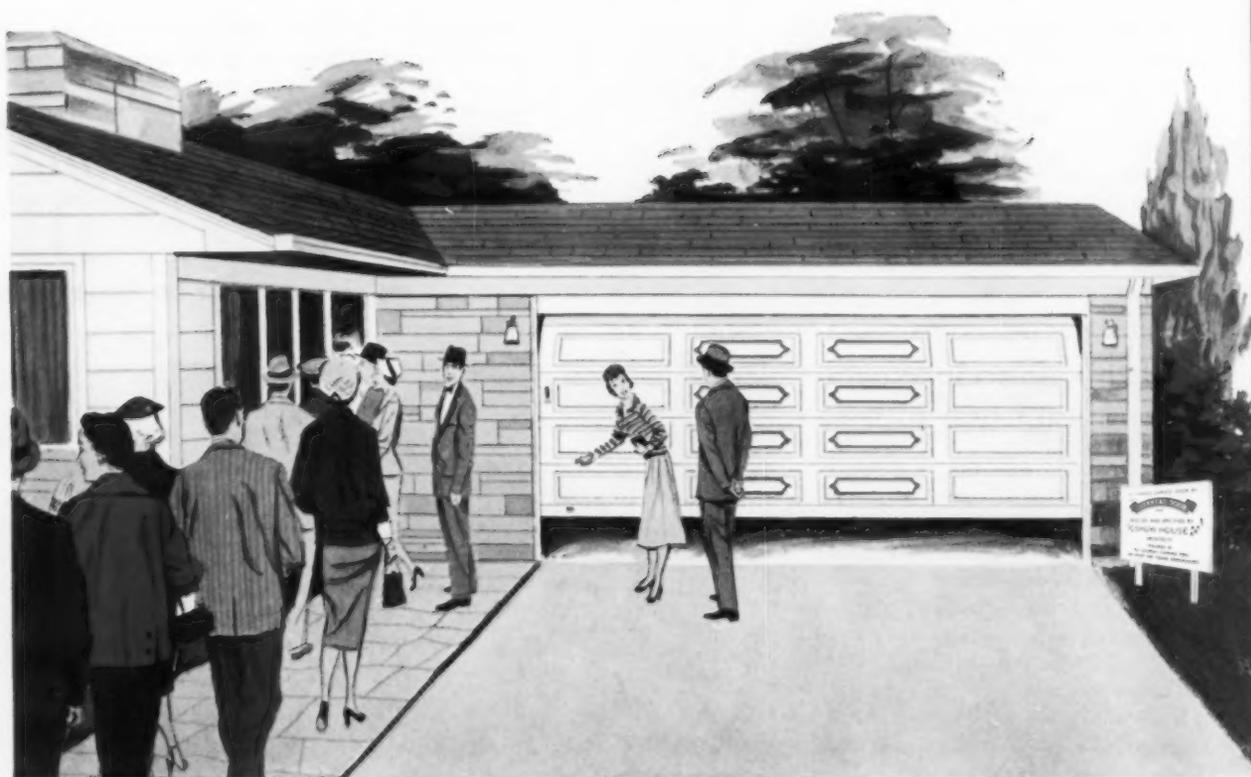
Build your new homes with

Armstrong BUILDING MATERIALS

Temlok® Roof Deck
 Temlok Sheathing
 Temlok Tile
 Cushiontone® Ceilings

For 35 Years...

More people



The famous brand-name door that helps builders sell more homes!

- Feature The "OVERHEAD DOOR" in your Model Home to dramatize and demonstrate today's outstanding *living* convenience
- Let the 100 sq. ft. (or more) of The "OVERHEAD DOOR" be your point-of-sale *proof of quality* for the entire house
- Use the modern magic of The "OVERHEAD DOOR" with Ultronic operator to draw more people to your Open House
- Write for details concerning our cooperation in providing this push-button miracle with America's foremost garage door



have bought

THE

"OVERHEAD DOOR"

TRADE MARK

than any other brand!

**And, in 1956, more people
are buying The "OVERHEAD DOOR"
than ever before!**

Only The "OVERHEAD DOOR" offers builders so many advantages . . . so much service!

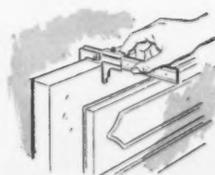
COMPLETE RESPONSIBILITY for the satisfactory performance of The "OVERHEAD DOOR," wherever installed, is assumed by Overhead Door Corporation and its distributors. Each installation is guaranteed for one year, service provided whenever needed, and parts available on 24-hour notice.

The "OVERHEAD DOOR" is advertised in full color in *Saturday Evening Post* and *Living*, and is the *only* garage door specified by SHOW-HOUSE architects in these publications.

**A complete line of doors—
including Ultronic operation — in a
complete range of styles and prices.**



Widest variety of styles—standard patterns, individualized designs—is offered by The "OVERHEAD DOOR."



Top quality materials, the most expert craftsmanship make The "OVERHEAD DOOR" America's finest garage door.



Fast delivery, installation of The "OVERHEAD DOOR" helps keep jobs on schedule . . . keeps customers satisfied.



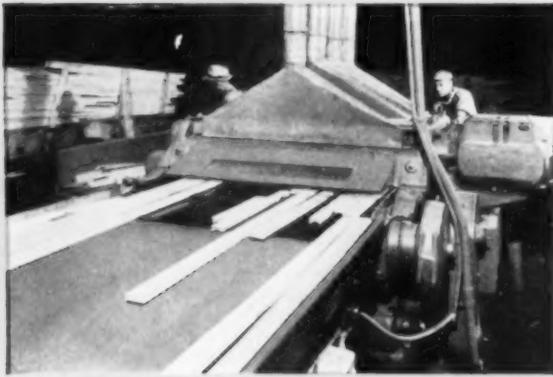
Guaranteed against defective materials and workmanship for one year; expert service available any time, anywhere.

America's pioneer and leader in upward-acting garage doors

OVERHEAD DOOR CORPORATION
Hartford City, Indiana

MANUFACTURING DIVISIONS

Hillside, N. J. • Nashua, N. H. • Cortland, N. Y. • Lewistown, Pa. • Oklahoma City, Okla. • Dallas, Tex. • Portland, Ore.



SANDED SATIN-SMOOTH



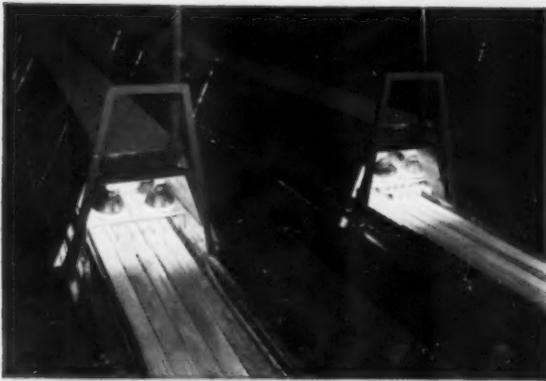
FILLED AND FINISHED

Bruce PREfinishes

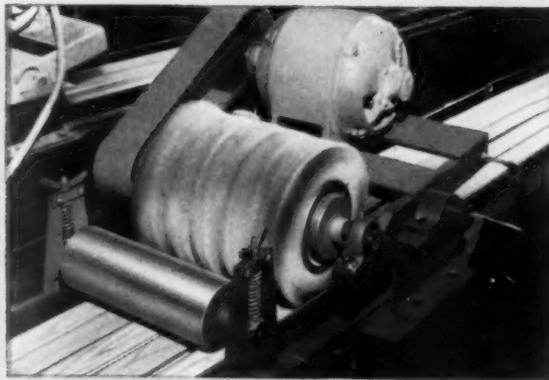


Builders save up to
\$100 or more per
house and 3 to 4
days' working time

No on-the-job sanding
and finishing. Just nail
Bruce PREfinished Floors
down and they're ready
for use.



BAKED INTO THE WOOD



WAXED AND POLISHED

floors for 3 1/2¢ a foot!

HOME BUYERS LIKE BRUCE PREFINISHED FLOORS



Now in use in over 400,000 homes

You give home buyers a finish floor that looks better, lasts longer, and is easier to care for when you use Bruce PREFinished Flooring.

These advantages are well-known because they're consistently advertised. Bruce consumer advertising on PREFinished Flooring this year will deliver more than 37 million messages, mostly in full color, through America's leading home magazines.

This is your assurance of immediate buyer approval of Bruce PREFinished Floors in the homes you build.

Let us show you how to cut floor costs and please home buyers.

BRUCE
PREFinished
HARDWOOD FLOORS



MAIL COUPON

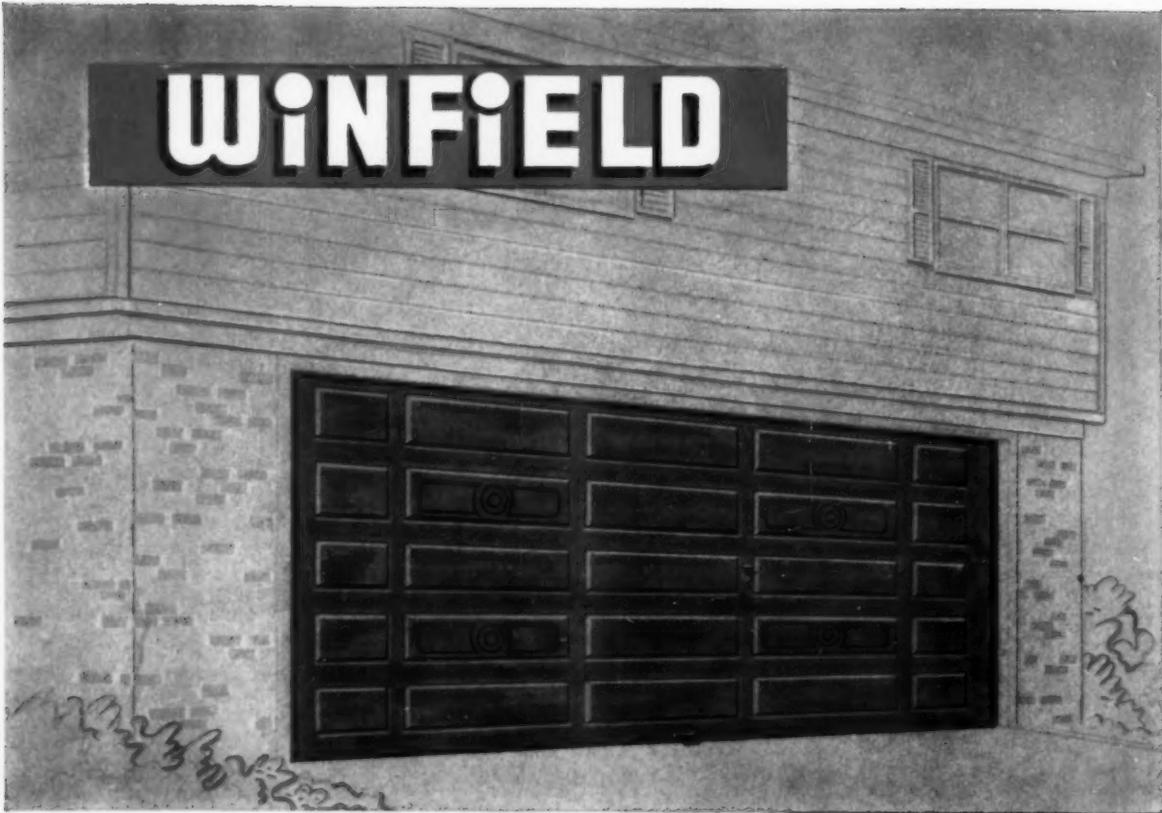
E. L. BRUCE CO.
1532 Thomas St., Memphis 1, Tenn.

Please send information on Bruce PREFinished Floors.

Name _____

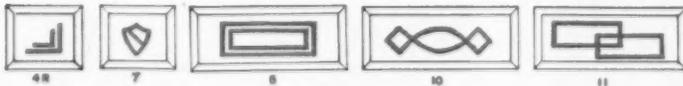
Address _____

WINFIELD



FIRST WITH THE BEST
California Redwood
SECTIONAL GARAGE DOORS

WINFIELD was the *first* company to produce sectional garage doors made of finest California Redwood . . . the only door that will add the mark of distinction to your finest home! Smooth and easy in operation, Winfield's California Redwood doors are designed to last as long as the building.



Here is distinctive garage door beauty! These attractive designs are a few of the raised panel carved motifs WINFIELD offers — arranged to specification.

WINFIELD

Door Corporation

MUNCY AVENUE — WEST BABYLON, N. Y. — P.O. LINDENHURST, N. Y.

for **BEAUTY** — California Redwood is singularly attractive . . . blends with any architectural design!

for **DURABILITY** — California Redwood won't warp or cup through years of service . . . resists decay, termites.

for **LOW-COST MAINTENANCE** — California Redwood holds finishes and paint longer, even under extreme weather conditions!

Send for **FREE** illustrated brochures on WINFIELD'S complete line of outstanding industrial, commercial and residential garage door values!

Will your masonry look like this

1956

after ten years?

PROTECT IT FROM MOISTURE NOW...

with durable G-E SILICONE "defense in depth"

Water cracked this concrete—by getting into the masonry pores, freezing and expanding. Keeping water out of masonry makes it last longer. A simple, inexpensive treatment of above-grade masonry, with water repellents containing General Electric DRI-FILM® silicones, retards cracking and spalling . . . preserves masonry beauty by checking unsightly efflorescent stains. Your masonry stays cleaner, too, for water can't carry dirt or stains into the pores. And, of course, a water-repelling exterior means a dry interior.

PROVIDES "defense in depth"

A water-repellent treatment with DRI-FILM silicones is the *most durable known*—because it provides "defense in depth." Silicones actually

penetrate masonry pores—get deep inside—where they cannot be eroded away. *Durable* silicone protection *lasts for years!*

Why not ask your supplier of water repellents about *silicone* protection for *your* masonry? For the names of suppliers using G-E DRI-FILM in their products, write to:

**Silicone Products Department
General Electric Company
Section 164-1B, Waterford, New York**
(IN CANADA, write to Canadian General Electric Co., Ltd., Toronto.)

Paint and Chemical Manufacturers!

DRI-FILM silicones offer you a profitable opportunity to add a superior water repellent to your product line. Ask us about them!

See your "Sweet's Industrial Construction & Architectural File" (9/Gel) for details!



Progress Is Our Most Important Product

GENERAL  ELECTRIC

THE NEWEST IN BATHROOM LUXURY



New One-Piece Emperor



Here's the latest in fixtures for your new bathroom—the beautiful Emperor Closet. Its low, massive, one-piece design is both distinctive and luxuriously modern. The non overflow feature and quiet operation set it apart from conventional units. Precision internal mechanism assures extremely smooth, trouble-free operation. A specially designed solid plastic Olsonite Seat is furnished.

ENGINEERED INSTALLATION — QUIET, DEPENDABLE OPERATION



TWO BOLT PRINCIPAL—There is no need for extra floor screws. The precision positioning of the two bolts assures rigid anchorage of the closet—saves time and labor.



THE CARLTON—available in either elongated or round-front designs with syphon-jet bowls. These deluxe models are ideal for quality home installation.



THE PRINCE—a close-coupled design with reverse-trap bowl. One of the industry's most popular closets with both home builder and home owner.

BRIGGS ^{*}Beautyware

BRIGGS MANUFACTURING CO., 300 Buhl Building • Detroit 26, Michigan

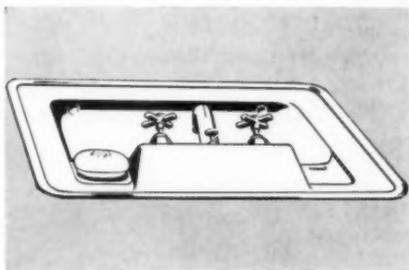
MODERN STYLING

WITH REAL SALES APPEAL



The Lindsay open front model—permitting installation in narrow 16-inch counter tops—is the newest and most practical thing in built-in lavatory design. Stainless steel union strips.

The Deluze Lowell lavatory is the finest of flat rim models which are so popular for single or twin counter-top installation. Prefomed, stainless-steel mouldings assure tight, leak-proof fit.

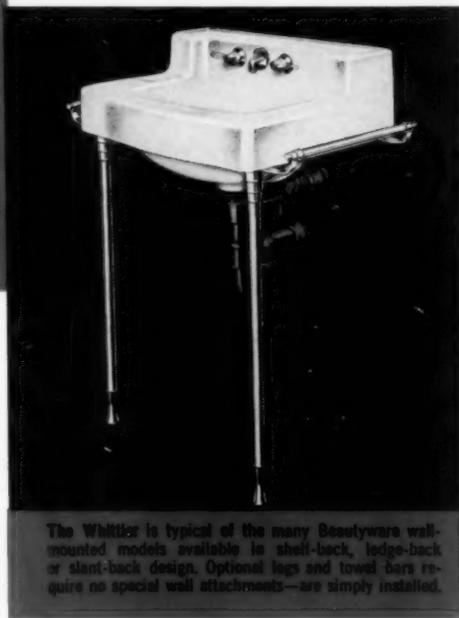


Convenience Features such as soap-space, concealed overflows and anti-splash rim contribute greatly to the value of Beautyware lavatories.

Modern living calls for smartly styled, functionally designed lavatories — and **PLENTY OF THEM** for family needs.

Here are three Beautyware models which can improve your bathroom installations. All three offer superior quality, durability and color processing.

Scientific design and manufacture of all Beautyware lavatories assure accurate and simplified installation — trouble-free, long-life operation. Gleaming, easy-to-clean finishes — precision brass fittings — and choice of five distinctive nature colors — are all strong selling features.



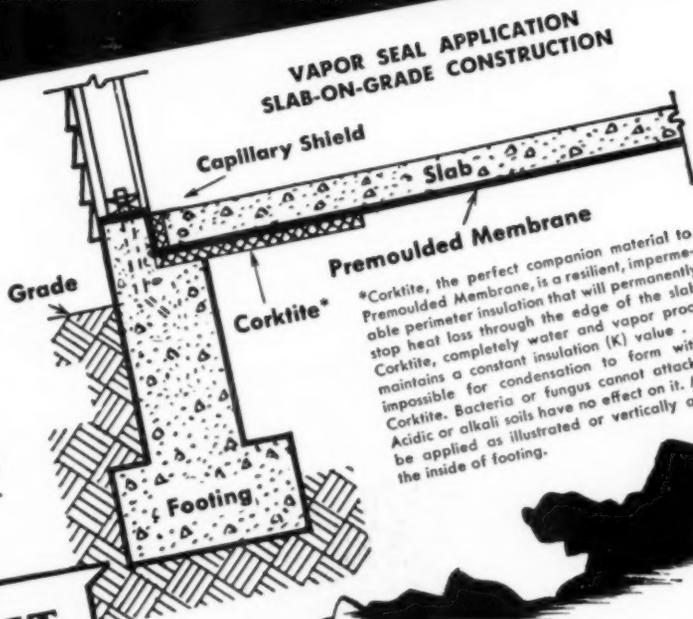
The Whittier is typical of the many Beautyware wall-mounted models available in shell-back, ledge-back or slant-back design. Optional legs and towel bars require no special wall attachments—are simply installed.

BRIGGS * Beautyware

BRIGGS MANUFACTURING CO., 300 Buhl Building • Detroit 26, Michigan

YOU CAN BUILD SLAB-ON-GRADE CONSTRUCTION WITH PERMANENTLY WARM AND DRY FLOORS!

This illustration shows how the proper installation of Premoulded Membrane and Corktite completely isolates the superstructure from the soil . . . the source of 80% of all destructive moisture. Insures a permanently warm and dry floor slab. In most cases you can eliminate expensive gravel fill when using Sealtight Premoulded Membrane.



VAPOR SEAL APPLICATION
SLAB-ON-GRADE CONSTRUCTION

*Corktite, the perfect companion material to Premoulded Membrane, is a resilient, impermeable perimeter insulation that will permanently stop heat loss through the edge of the slab. Corktite, completely water and vapor proof, maintains a constant insulation (K) value . . . impossible for condensation to form within. Bacteria or fungus cannot attack it. Acidic or alkali soils have no effect on it. May be applied as illustrated or vertically along the inside of footing.

SEALTIGHT

PREMOLDED MEMBRANE

the original TRUE VAPOR SEAL

Eliminates

- Excessive Window Condensation
- Blistering of Exterior Paint
- Deterioration of Adhesives Bonding Floor Finish Materials
- Deterioration by Mildew of Rugs, Furnishings and Clothing

The popularity and economy of slab-on-grade construction is a proven fact. Its feasibility, however, rests on the proper application of a true vapor seal to keep the slab dry plus a resilient, impermeable perimeter insulation to prevent heat loss.

Unfortunately the building industry has been guilty of the promiscuous use of permeable materials under the guise of vapor barriers. When purchasing any vapor seal material be sure it meets these Sealtight standards of quality: permeance rating of only .0066 grains per square foot . . . resistant to rot, mold and termites . . . strong enough to resist tearing and puncturing . . . expandable . . . quickly and easily installed—Premoulded Membrane has them all.

Don't risk your reputation by using an inferior "so-called" vapor seal material. We sincerely advise and invite your comparison of Premoulded Membrane against all other vapor barrier products . . . we're sure that once you do you'll also agree that there's only one true vapor seal on the market . . . Premoulded Membrane. Equally effective for crawl-space or basement installation.



SEE OUR CATALOG IN SWEETS

"Guardian of the Home"

MANUFACTURED BY

W. R. MEADOWS, inc.

8 KIMBALL STREET • ELGIN, ILLINOIS

ARCHITECTS, BUILDERS, HOME OWNERS . . .

Remember, the time to "eliminate" destructive moisture is in the original construction, with the use of Sealtight Premoulded Membrane and Corktite . . . all other methods are merely temporary "stop-gaps". A complete set of structural recommendations (tech-tips) on the applications of Sealtight Products is available . . . WRITE TODAY for your copy.



1956 Builders' Report: smartest uses of gas yet

24 PAGE U.S. GUIDED TOUR



EVERY YEAR THE GAS INDUSTRY PRODUCES MORE GAS AND BETTER APPLIANCES FOR MORE PEOPLE. Residential customers now number over 35 million, owning over 92 million appliances. Each home used 845 therms in 1955 (a therm is 100,000 Btu's); in 1946 the average was 443 therms.

ABOUT 27 MILLION HOMES USE UTILITY GAS, brought to them by about 470,000 miles of lines. Most of the remaining 8 million are served by LP gas, usually the pioneer in introducing new territories to gas. Customers served with natural gas totaled 24.2 million in March 1956.

THREE FACTORS EXPLAIN THE CONTINUED GROWTH OF GAS. First, the natural properties of the fuel: cleanliness, cheapness, dependable availability. Second, continually improving appliances (new cooking controls, compactness in heating, linings in water heaters, attractiveness in incinerators). Third—of special concern to builders—the vigor of local utilities in cultivating builders.

ALL OF THESE QUALITIES are shared to some degree by other fuels and types of appliances. Clearly, the best thing that has happened to the utility industry and the American public is competition between utilities. Where there is a local monopoly, indoctrination of the builder is likely to be lax.

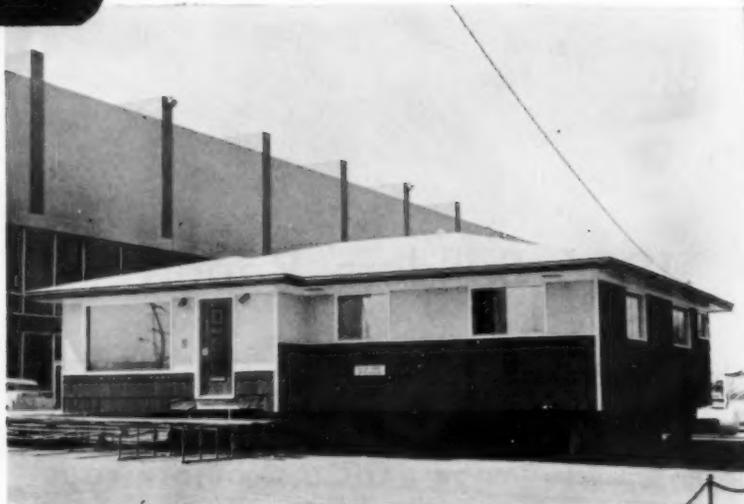
BUT THERE CAN BE STAGNATION WITHOUT MONOPOLY. In Texas and Missouri, "gas country," we find some builders who think there are available only a couple of kitchen built-ins that use gas. And the local gas companies have no campaign to teach them otherwise.

THE FOLLOWING PAGES SHOW WHAT ALERT BUILDERS CAN DO with gas and gas appliances, in response to vigorous leadership by local utilities or, indeed, on their own initiative. We present houses in every section of the country which embody the latest in equipment in the smartest settings. Not all the houses represent all seven uses of gas. But the very flexibility of the fuel, the ease of later addition of appliances, has contributed to its growth.

- Spokane, Wash.
- Washington, D. C.
- Columbus, Ohio
- Boston, Mass.
- Denver, Colo.
- Dallas, Texas
- Chicago, Ill.
- Short Hills, N. J.
- Indianapolis, Ind.
- Pittsburgh, Pa.
- Miami Beach, Fla.
- Madison, Wisc.
- Houston, Tex.
- Tulsa, Okla.
- Los Angeles, Cal.
- St. Louis, Mo.



INTERESTED TRIO: Builder Bob Wideman (r) watches Ben Thompson, supplier of rich variety of tiles for "all-plastic" house, tell plans to Gage Olcott of Dow.



HOUSE ON SHOW adjacent to Spokane Coliseum. Note LP gas tank in rear, to demonstrate gas heating before pipeline arrival. Interior, 1260 sq. ft., is completely surfaced with plastic tile in many shapes and colors. Exterior is gray and chocolate shakes; roof is built up, gravel top.

U. S. GUIDED TOUR: SPOKANE, WASH.

How they took a gamble on gas . . .

Five months before natural gas got through to the Pacific Northwest, Bob Wideman installed gas appliances in the Spokane Home Show "house of the future." During the show's one-week run in late April, record crowds totaling 30,000 inspected the house and got an idea of what the oncoming pipelines would do for them (the gas furnace used a specially installed tank of LP gas).

Wideman decided to install gas in all future starts. He had fifteen houses under construction at the time of the show; all were fitted with gas heat and hot water against the coming of the pipeline in the fall. About 40 more jobs started since the show are similarly equipped.

Gas is booming in the Northwest

Early in May the Spokane County building inspector estimated that plans of at least half the new homes scheduled included gas. The New Construction Department of the Spokane Natural Gas Co. reported in June that all major builders and contractors who could be assured of receiving natural gas had installed or were planning for gas heat.

Nearly 400 miles of new mains and laterals are being installed to serve the area; about 10,000 homes, new and old, will be heating by gas this winter. And in this tough selling year, the boldness

of builders like Wideman is proving a stimulus.

Once distribution was solved . . .

This month's triumphal entry into the Pacific Northwest is the final great stride of natural gas. Once the problem of distribution was solved by steel pipe fabrication, a complete national network was only a matter of time.

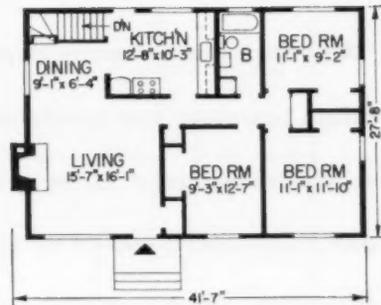
The bugle blew in 1946, when Big Inch and Little Big Inch, wartime expedients for the movement of oil to the industrial Northeast, were converted to gas transmission by installing giant compressor stations every hundred miles. Since 1942 over 65,000 miles of large diameter long distance lines have been laid from the rich oil and gas fields of Texas and Louisiana (and now from Canada).

The expansion program has cost more than \$5 billion, apart from exploration costs, since 1942. The 1956 budget is \$1.6 billion for new construction and expansion. The four years 1956-1959 will see \$7.3 billion spent—assuming a continuation of present levels of business. About 96% of these sums will be spent on facilities for natural gas systems. The growth of all gas customers in recent years has been one million annually.

Every utility faces seasonal demand. Until current developments in gas-powered air conditioning are brought to the mass market stage, winter



HOUSE AS MODEL, with permanent foundation, full basement, fireplace, at Town and Country addition, now ready for natural gas. Twenty-five builders working on subdivision benefit from publicity. Owens-Corning is running heating-cooling tests with \$97 per year as target.



PLAN SHOWN is of smaller, competitive version of the show house, without second bath attached to rear bedroom. Light open-plan kitchen is the same in both.

and came out ahead of the game

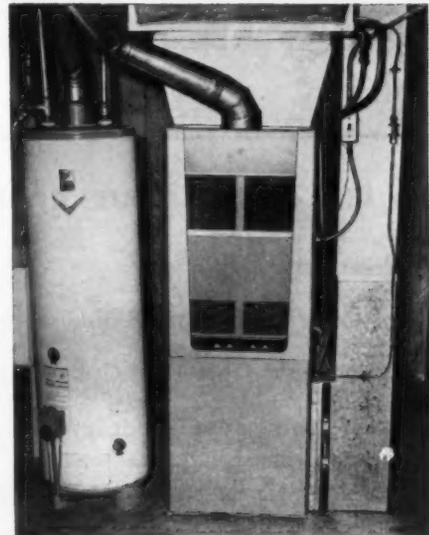
will continue to be gas peak load time. The gas industry's problem is not production but storage, to permit continued use of production and transmission facilities in the slower summer months.

Underground storage in natural caves and old mines is solving the problem. During 1955 the total reservoir passed the two trillion cubic feet mark, according to AGA's fifth annual statistical report on underground storage. This was an increase of 237 billion over 1954. At the end of 1955 there were 178 storage pools.

No shortage in sight

Gas people are not disturbed by predictions of exhausted natural resources, nor of being supplanted by atomic energy. Exploration continues ever more efficiently, and the sum of known reserves (as distinct from total actual reserves) goes up every year. Automobiles symbolize the American standard of living, and the more oil found to fuel them, the more gas is found for those Americans when they're home. Last year gas reserves went up 12 trillion cubic feet to a total of 223.7 trillion, even though total withdrawals went up to a record 10.1 trillion cf.

Atomic energy? It's coming, and will certainly take its place among other fuels. But each, including gas, will readjust to new functions.



MOVED TO BASEMENT, successfully demonstrated equipment now waits on natural gas. Carrier furnace has cooling unit. Water heater is 52-gal. Day & Night. Kitchen is Tappan.

HOW UTILITIES HELP SELL HOUSES FASTER ▶

How utilities

U. S. GUIDED TOUR: WASHINGTON, D. C.

"An entire gas company department offers complete and specialized service to builders" is the promise, and Hungerford Towne by Buchanan-Gingery is one proof of successful performance in helping builders plan



SPACE A-PLENTY is main selling point of Hungerford Towne splits. There are two living rooms (one called a colonial "keeping room"), sit-down kitchen, up to five bedrooms in "early American tradition." Base price: \$19,250.

"Your gas company field man is like another member of your staff. From engineering counsel to extended mains for new areas . . ." Washington Gas Light Co., in an ad to builders.

Hungerford Towne, near Rockville, Md., is one of the first developments in the region to make the

U. S. GUIDED TOUR: COLUMBUS, O.

"House of Enchantment" in 15 key towns is how Ohio Fuel Gas Company displays the latest in equipment, builds up the builder. Last year 85,000 Ohioans saw the seven uses of gas at their "enchanted" best



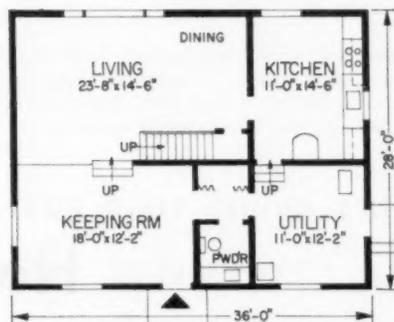
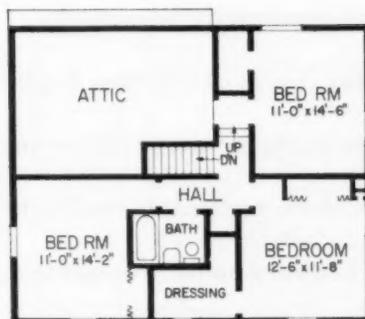
FIRST DISPLAY HOUSE ready this year is in Columbus, by G. Ray Mathers. Native stone, redwood siding, refurbished gas street light give distinctive quality of luxury to full-scale showcase, designed by John Seidel.

help them sell houses faster

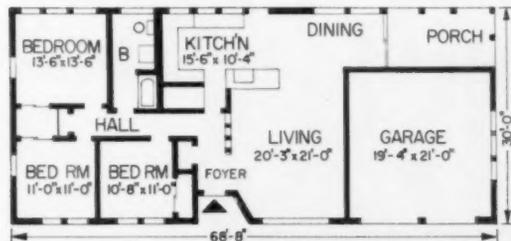


NEWEST thermostatic controlled burners, draft-proof automatic ignition are features of Caloric counter units fitted, with eye-level oven, in Tracy cabinets. John Wood 40-gal. water heater and Mor-Sun furnace also use gas.

latest built-in gas cooking equipment exclusive. Another is Lynbrook in Springfield, Va., by Mich-nick-Maio, Inc., whose James Price (left) is shown with T. C. Stocksdale and C. M. Fletcher, gas company field men, whose job is to "anticipate every gas requirement of new construction."



CHOICE INCLUDES extra bedrooms and roughed-in second bath for master bedroom; floor-to-ceiling bay windows, walnut paneling at fireplace, sliding glass. Closets are "dressing-room" size.



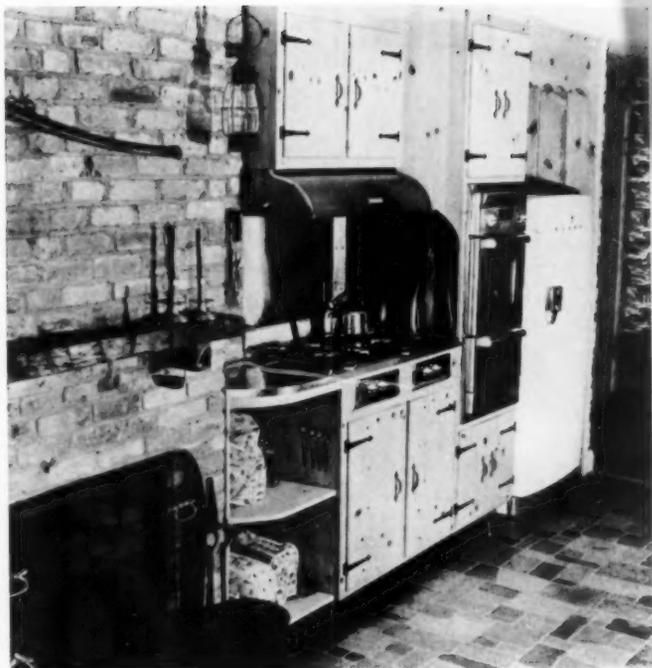
PLAN REALLY HAS FOUR LEVELS. Living, bedroom areas are on two; recreation, family, utility and home-maker's rooms, second bath, are on two basement levels. Two-car garage is integrated into structure.

BUILT-INS are Tappan automatic oven and range units, Servel Ice-Server refrigerator (right), Maytag dryer, Rex water heater, Incinor and Servel year-round air conditioning central unit complete "all-seven" gas uses.



This Garrison Colonial was planned "to link modern living with the gracious charm of old New England," says its designer-owner. New touches and modern equipment make the South Sudbury home "complete delight."

FIREPLACE in the living-kitchen, with Revolutionary sword, symbolizes owner Leslie Hall's antiquarian interest. Next to it, stainless Caloric units (built into knotty pine) mark the modern, as does Servel Ice-Server.

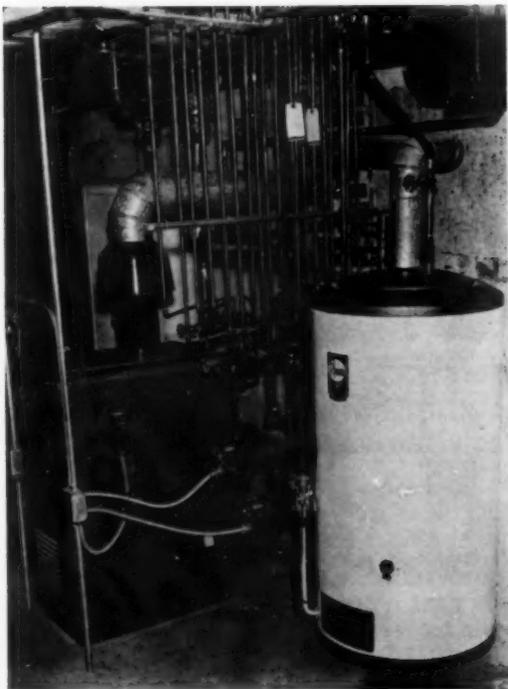


U. S. GUIDED TOUR: BOSTON, MASS.

How gas helps them go

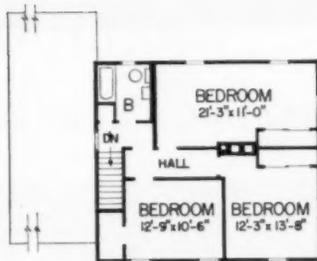
An innovating split level finds itself acclimatized to New England by well-chosen Colonial touches. Builders DiGiando and Trubiani of Wellesley put the newest techniques for comfortable living into a design that clearly "belongs."

HERE IS THE START of one mile of copper tubing. Compact new American Standard gas-fired boiler sits comfortably next to Rheem Coppermatic 40-gal. water heater. Hamilton dryer and Western Holly cooking units also use gas.

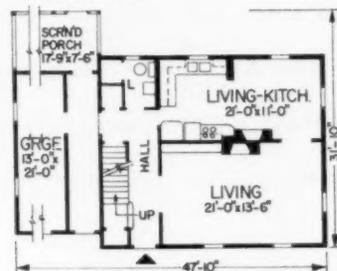




WHITE TRIM accents fine colonial lines, at home in township that goes back to 1683. Nearby is Longfellow's Wayside Inn. The door next to garage is bad-weather entry to passage to main hall and to screened porch visible at rear. Garage windows unify the design. Builder was K. E. Giddings.



SECOND FLOOR



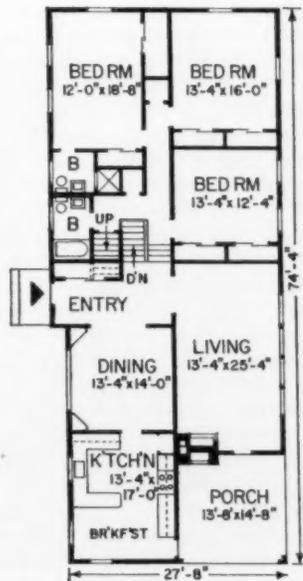
FIRST FLOOR

PLAN shows sound traffic pattern. Large size of downstairs rooms makes open plan unnecessary, and is matched by bedroom at upper rear. Note size of closets.

modern in a "traditional" way



LOW WINDOWS at left mark garage, with two overhead doors on left side elevation. Owner, F. G. Sims Jr., says up-to-date appliances fit in with traditional white clapboard siding, shuttered windows and knotty pine cabinets. Stack serves fireplace in living room, porch, and downstairs den.



PLAN shows how kitchen commands view of front entrance. Lower level has laundry, half bath, large den. Living room window-wall has Andersen Flexivents.

HEATING & COOLING

All the old tasks in home heating and some new ones are done well by gas. And the horizons for both technical advance and a new market cannot yet be clearly defined.

Now that it is almost universally available, the arguments for gas show up especially well in home heating. It is clean, pleasing both home owner and pollution-conscious community. It is quiet. It is dependable, not likely to be cut off by storm. Once adjusted, it requires a minimum of service.

Every type of heating has been invaded by gas equipment. Most common, of course, is the warm air furnace, with blower and ducts to floor or wall registers, and benefiting from new compactness and air-filtering techniques. Or radiant heating coils in the floor using hot water, or radiators and convectors for steam, hot water or air; individual wall units, or free-standing space heaters—gas is versatile.

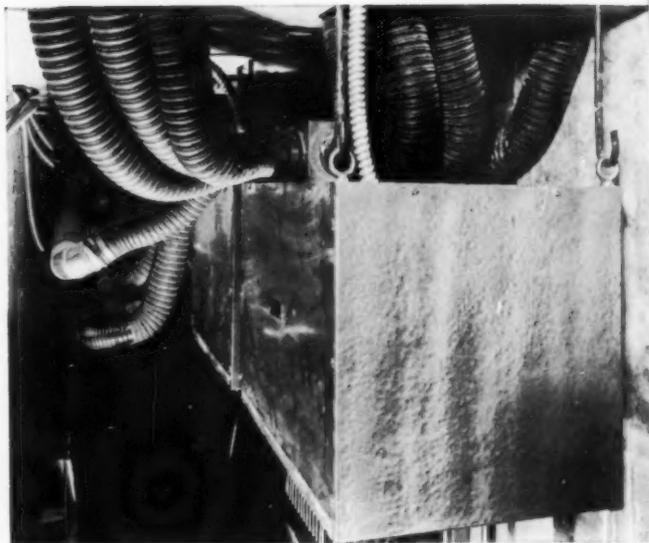
With cooling making its way down into a broader buying stratum every year, for the long view heating systems must be adaptable to cooling. The standard combination gas heating-cooling device is shown at right, as installed in several models in the last Dallas Parade of Homes: the Servel year-round unit, using an absorption system to cool without moving parts.

An all-out effort to use baseboard radiation with a combined hot-water heating and chilled-water cooling system is illustrated above, in a custom built Denver home. The same piping carries water from gas boiler or a standard chiller. Air to be cooled by contact with the baseboards in summer is sent through tubes from a strategically placed blower; condensate is collected in troughs and carried off by gravity. Gas is not essential to the Vulcan system, but to the degree that it is effective for fluid heat systems, gas offers a challenge to combination cooling techniques.

The new Type B gas vents can be used for gas heating instead of masonry chimneys, with fire insurance approval, a GAMA pamphlet explains.

FOR MORE INFORMATION, SEE P. 101

How they keep



DENVER. Flexible 3" tubes carry air to be cooled by chilled water in Vulcan baseboards in home of Arnold Cook, heating contractor. The \$80,000 modern showplace was built by Jerry Aronoff to plans by W. C. Muchow.



DALLAS. Central location in main hallway off tiled entry saves ductwork in attic space for year-round Servel conditioner. Early American style with high pitched roof and antique brick was Parade entry of Mark Rice.

up with advances in equipment

HOT WATER HEATING & INCINERATION

The biggest-selling and the newest uses of gas are teaming up with the furnace in many a basement.

This will be a near-3-million year for gas water heaters, and also the biggest year yet for incinerators—11% above 1955, says GAMA. Once gas is brought in for central heating, quantity consumption rates help sell the other appliances. Adequate hot water supply is managed either by increasing tank size or by stepping up the Btu input and thus the gallon per hour delivery—(“quick recovery” types).

Improved controls are doing well for water heaters, responding quickly and making an easy switch from bath heat to laundry heat.

FOR MORE INFORMATION, SEE P. 150

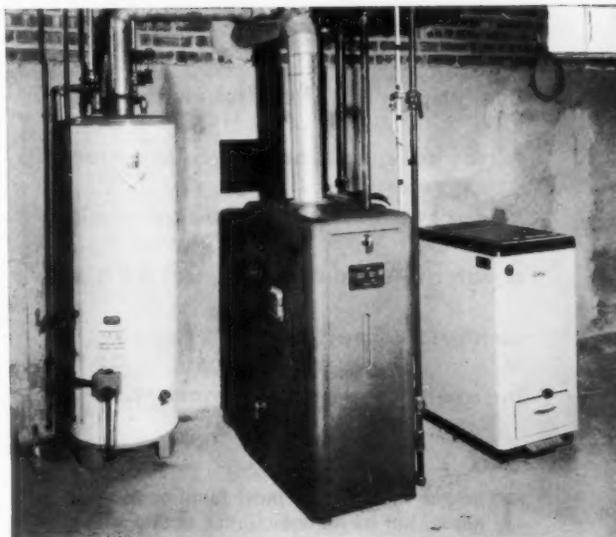
LAUNDRIES

Handsome and handy, dryers bring gas to the laundry as the laundry moves close to daily living.

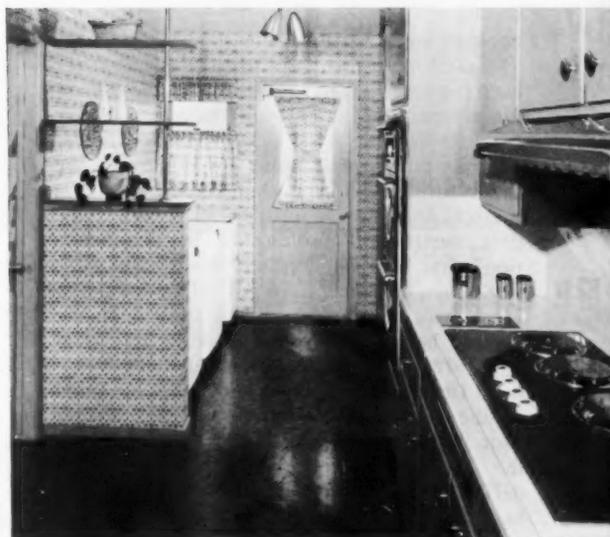
Monday may still be blue in many homes, but not because it's wash day. A gas industry survey shows that 59% of homemakers wash clothes two, three, even four times a week. More kids, easily available hot water—and the dryers save steps and footpounds of energy carrying wet clothes to lines now “for the birds.”

So we find more and more laundry areas on builders' plans close to the kitchen or family room. The matched units are too handsome to hide, and are to be reached easily for quick washes while something else is going on.

FOR MORE INFORMATION, SEE P. 144



CHICAGO. Trio in harmony for efficiency and service. Day & Night water heater and Caloric incinerator flank the National gas boiler and use a common vent system. Range is 40-in. Caloric. House is by Lindgren and Carlson.



EAST WHITTIER, CALIF. In full view of kitchen and family room (to right beyond oven) is matched pair of RCA Whirlpool washer and gas dryer in service area of Sungold Inc. home, planned by W. M. Bray (see p. 91).

COOKING AND REFRIGERATION

Everything but the kitchen sink is gas powered, and there are more gadgets cooking than you can shake a pan at—and they all pass AGA's exhaustive performance tests before they go on the market.

The gas range is the most familiar of appliances, but its manufacturers work hard not to let us take it for granted. New devices are being tried out all the time, and before they win the American Gas Association's Approval Seal, the Blue Star in a white circle, they have to come smiling through 600 tests, such as calibration of thermostats, evenness of heat radiation, incineration of food fumes in broiler flame, reliability of automatic pilots.

Besides the Seal, there's the "CP" varsity letter, denoting the most modern features.

This year the leading de luxe feature is the top-burner automatic control, permitting the cook to set a dial and maintain a temperature. "Mini-pilots," tiny, draft-proof igniters for each burner; built-in rotisseries, griddles, deep-fat fryers; elevator broilers rising to handy height when the oven door is opened; roast controls that register meat temperature on the top control panel, and shut off the heat at a pre-set degree of doneness—these are some enticements to "obsolescence by dissatisfaction" that help builders sell new houses.

Kitchen designers have not yet agreed on an ideal space relation for various appliances. We present here two examples: one, a spreadout work area with a full array of auxiliary equipment (including a gas lamp for hurricane time) in the remodeled kitchen of H. P. "Press" Morehouse of Public Service of New Jersey; the other a compact woman-designed-and-decorated kitchen in Indiana, with the all-at-hand look of the sharp family manager. Gas equipped by Citizens Gas and Coke, it was shown in three open house week-ends at the Gas Model of 1956.

FOR MORE INFORMATION, SEE P. 122



NEW JERSEY. Mr. Morehouse's Short Hills kitchen has Caloric built-in burners for main cooking, with new controls and hypodermic pilots; Roper griddle; Gaffer & Sattler grease collecting pot with full-up signal light.



ON FACING WALL is Cribben & Sexton range dishwasher (left), Western Holly oven over a Tappan Crisp Chest, and Dixie fold-away burners, connected to oven vent. Refrigerator and year-round conditioner are Servel.



INDIANAPOLIS. Roper built-ins in Jamestown cabinets and freezer-top Servel have handy work space plus projecting counter top. Mrs. Marion Cassell designs for builder husband Leo. House sold first day for \$48,000.

ONE OF THIRTY builders who joined "Home of Safety" promotion, Roland Catarinella (right, with wife) was helped by Bert Nemitz and other gas company representatives to show the house and stress AGA approval of appliances.



▶ U.S. GUIDED TOUR: PITTSBURGH, PA.

How they sell a safety-angle

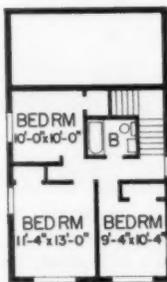
When campaign listed 35 safety features for Green Cross emblem, utility helped prominent builders push their all-gas houses.

Eager to have "safety" and "gas" chime together in the public's mind, John Lamert, New Building promotion manager of Peoples Natural Gas Co., was glad to help the program of the Western Pa. Safety Council, local HBA, and the Pittsburgh Press. He joined Roland Catarinella of the Catranel Co. and Edgar Hagel, State HBA president, and son Robert, director of local HBA, to push "all-gas." Hagel house sold the first day at \$29,850.

MULTI-LEVEL construction uses full basement with gameroom area, sunken living-dining room, steel beams, integral garage, concrete driveway, birch cabinets, marble sills (plan reversed).



CATRANEL "Forecast" model shows builder's liking for wood-brick veneer combination. New Freedom kitchen and laundry features Martha Washington built-ins, Rheem water heater, Bendix Duomatic. Basic price, \$16,475.

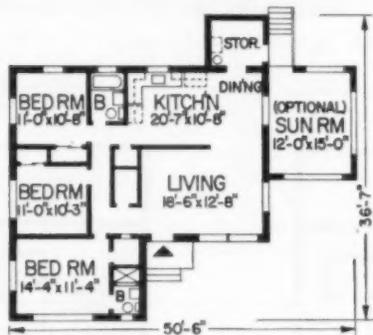


U. S. GUIDED TOUR:
MIAMI, FLA.

People who want gas appliances will buy a house with an LP gas tank outside, but they'll buy it sooner if they can get gas piped right through a meter. And the big tank need not be miles away.



MOST POPULAR of Century Co. models is "Riviera" with three bedrooms, two baths at \$13,675 base. At right is optional jalousied Florida room. Kitchen appliances and central heating also extra.



PLAN boasts "circular" traffic pattern to reach any room without going through any other. Size is 1305 sq. ft. overall. Panel heater at left of entry also serves master bathroom.

How they're



STORAGE TANK with 30,000 gal. of LP gas is being filled by large Warren supply truck. Smaller truck taking on gas will service outlying developments. Subdivision's sewage plant and water tower are inside the same fence enclosure.

Gas appliances need not wait on the coming of mains with natural or manufactured fuel from the big local utility. About 8 million customers for LP (liquefied petroleum) gas are used to having the truck come from town to replenish or replace the individual house tank outside.

But Century Construction Co. and other Miami builders have found an excellent sales appeal in the "central suburban" system offered by the Dade Gas Corp., whose brochure describes "the use of city-type underground piping which gives to the suburban areas gas without the use of cylinders in back of each home." A central tank (top of page) is filled by truck from a master plant, and serves individually metered homes nearby.

A packaged program for subdivisions calls for complete installation of piping and appliances. Central water and sewage cost the builder \$5-600; total land development costs are \$1,000 per lot.

Home owners go for the metered and monthly billing set-up, which includes appliance service. There is unlimited peak demand supply and no "run-outs" or pressure drop. And after the cold 1954 winter, "the advantage of adequate home heating has been proven to Floridians, many of whom were formerly averse to such thinking," as the same brochure delicately suggests. Century includes central heat in six Cutler Ridge models, \$14,455 to \$16,305.

A standard LP gas cylinder installation is found in the handsome house (right) by H. E. Postweiler in the 1956 Madison, Wis., Parade of Homes.

building with gas beyond the mains



GAS PIPE and sewer line shown in easement area between rows of houses. Each home will have own meter. Shown in storage room are White 30 gal. heater and American Standard forced air furnace.



KITCHEN has knotty pine cabinets, vinyl floors, and built-in Caloric units. The "CP" matchless oven is completely automatic. The sink is equipped with a built-in garbage disposer. Storage room is off to the right.

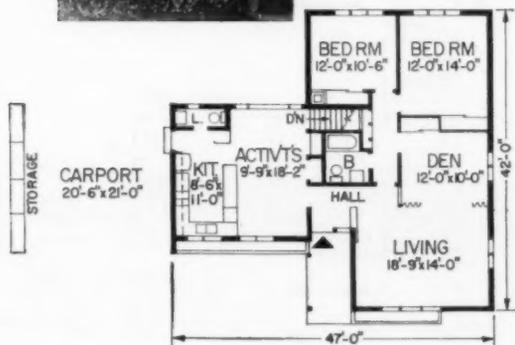
U. S. GUIDED TOUR: MADISON, WIS.



GAS TANK outside Postweiler home is placed at angle of activity room and bedroom, protected by overhang and blending with wall.



OPEN COUNTER encourages participation in family room's activities. Rippled softwood cabinets contrast with hardwood paneling at other side of family room. Preway cooking units work on gas from tank outside.



SMARTLY DESIGNED house has 1453 sq. ft. Family room features indoor charcoal grill and placement of TV for flexible viewing. Modernfold door opens to include den space in living room. Convenient lavatory is off kitchen.



LONG ROOF LINE stressing width of carport contributes to suburban touch. Overlapping siding, overhangs, light roof complete an attractive picture, making builder H. E. Postweiler's entry one of the most visited in June Parade.

U.S. GUIDED TOUR: HOUSTON, TEX.

How they give "all gas" a place in their Parade

Houston's Parade of Homes usually comes first each year, and in setting a challenge for the rest of the nation it also gives a clear idea of trends in design and equipment. This May's Parade was certainly no exception.

Most of the 31 houses built for the show were priced at under \$20,000, and there was a soul-satisfying wealth of ideas and architectural variety. A control panel headed by the architect firm of Crochet & Carroll passes on all plans of houses to be built in the Glenbrook Valley subdivision, and a common characteristic of every house in the Parade was "quality," whatever the style.

The public visits a Parade expecting to see what's available and much that's new in residential housing; this year's Parade fulfilled its obligations in that respect. An important phase of a show's appeal is the demonstration of the most glamorous in appliances. Manufacturers and utilities vie for the privilege of showing their wares, and, once chosen, vie to show them off at their best. This year built-ins and modular kitchen units with a full array of

labor saving devices caught on hard.

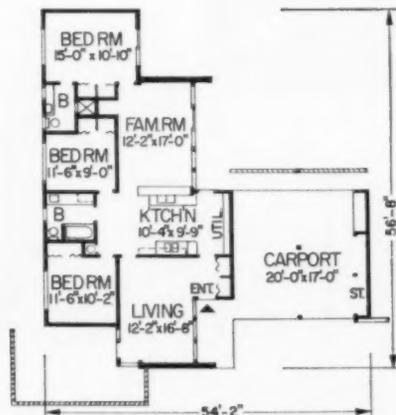
Eight of the houses in the Parade gave gas equipment a prominent place. Four of them are presented here. One of them is the Giveaway House (below), Houston's version of the widely accepted method of publicizing a Parade by offering a completely furnished house as a door prize.

The Giveaway House represented the contemporary sector at the show. It was designed by Dunaway & Jones, A.I.A., and was built by Tex-Craft Builders for the Houston Home Builders Association, Parade sponsor. Its functional shed roof is of post and exposed beam construction, with exposed insulative decking topped with Ther-Mo, a built-up roofing process to turn back rays of the sun.

One entire length of the house is a clerestory, with fixed glass in conjunction with operating aluminum windows. The Rheem Co., which sponsored the Parade plan book, supplied the Wedgewood cooking units, the dryer, and the central year-round air conditioning system. A 15 x 30 kidney shaped swimming pool is the final touch.



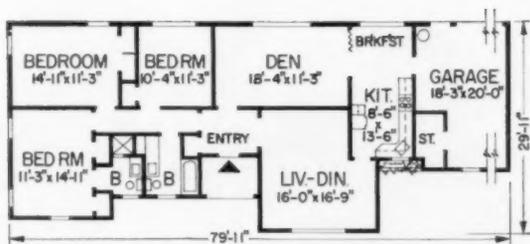
GIVEAWAY HOUSE supports air conditioning by good use of orientation, blank walls and fences and clerestory overhang. Marlite is used for wall between living areas and bedroom. The end wall of the family room is brick.



ENTRY from covered porch leads direct to utility room and kitchen, with aqua-tinted skylight and bar-counter to family room. Kitchen plan is open to hall, not to living room. Plan has 1335 sq. ft. of inside space.



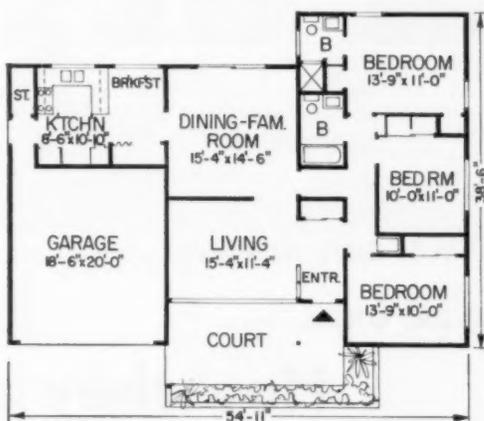
JIM WEST chose used brick and cedar board-and-batten for his \$18,000 ranch style model, by L. B. Wootters. Birch paneling is used in den, breakfast nook, kitchen, which has egress to front, rear and side of house.



AMPLE CLOSET SPACE is builder's boast. Two full baths have Ruhl gas heaters. Other appliances are Caloric built-ins, Hamilton washer and gas dryer, Hotstream water heater, Rheem gas central heating.



CONTEMPORARY quality of Paul H. Wolf's model appears in low pitch of roof, high fixed windows of living room, cathedral ceilings. Roof is iron ore slag in chips. Design is by architects J. V. Womack and H. E. Mount.



PLAN stresses rear orientation of kitchen and family room, with glass door and terrace overhang. Baths have skylights. Appliances are Roper built-ins, Bendix Duomatic, Bryant gas central heat.



SOLIDITY is mark of Bill Williams' \$15,000 model, with brick exterior and wall in kitchen, high windows and protective Ther-Mo white roof. Bath in master bedroom is optional. Design is by architect Joseph H. Reynolds.



LARGE KITCHEN-DINING area with Spacemaster folding door is planned as family center. Kitchen range is by Universal, water heater is Hotstream, gas bathroom heater is Peerless, wash and gas dryer are Hamilton.

**1956 BUILDERS' REPORT:
SMARTEST USES OF GAS YET**



BRIGHT KITCHEN, bright prospects, bright smiles: "Buddy" McCune, dad and teacher W. O. McCune Sr., and architect Cecil Stanfield in 1955 Tulsa Parade kitchen, expect equal success in this year's Blue Flame promotion.

**LAST
YEAR'S
KITCHEN**



**THIS
YEAR'S
KITCHEN**



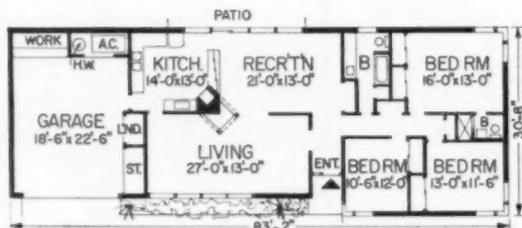
WINNER of "Companion" award, McCune kitchen used Chambers built-ins and Bendix Duomatic in laundry alcove.

FIREPLACE WALL houses oven, sliding panels open on family room in new home. Caloric units have "Thermoset" controls.

U. S. GUIDED TOUR:

TULSA, OKLA.

How they prove that practice

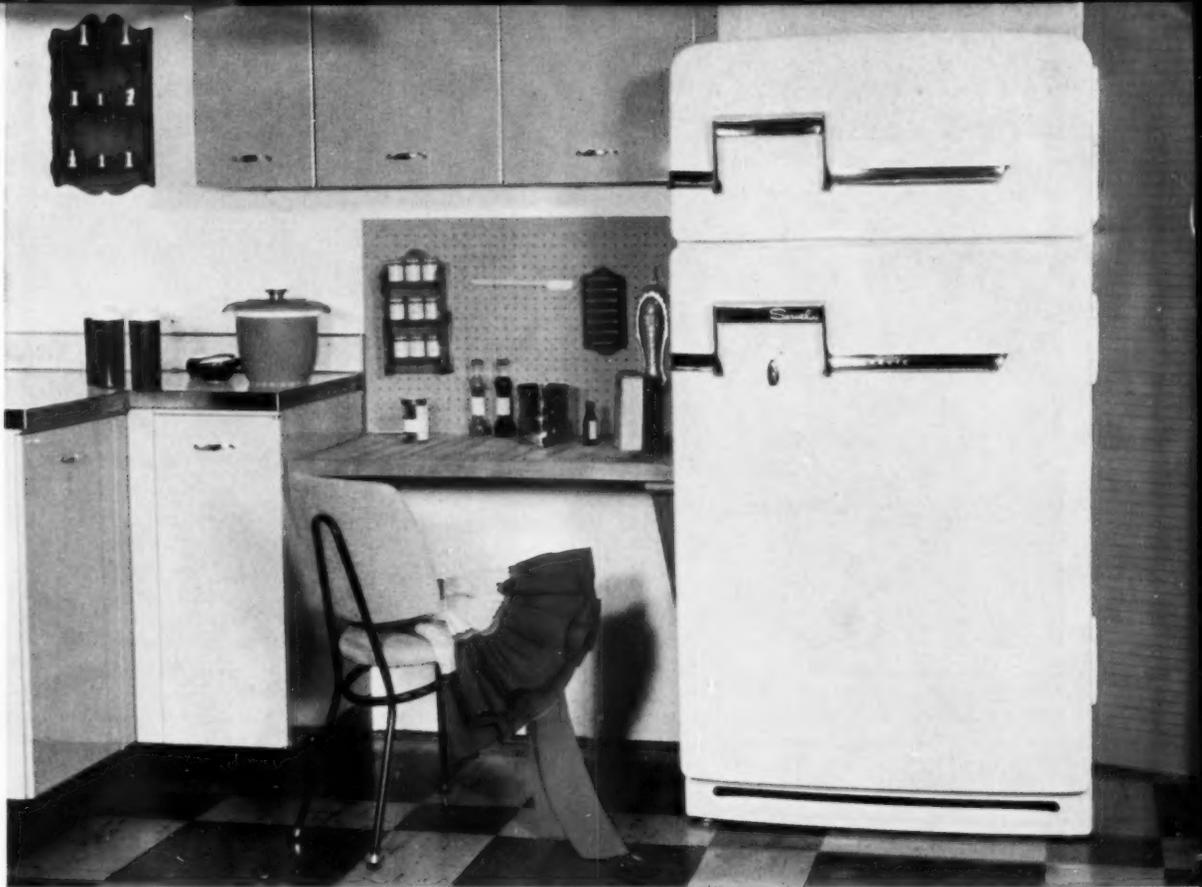


ROUGH CEDAR and ledge stone with wood shingles set an informal tone, carried inside by pitched, open-beam ceilings. Fireplace opens into den, living and dining areas, united by a sliding door. Bedrooms are isolated.

Last year "Buddy" McCune experimented in his Parade of Homes entry. He put in all-gas equipment, with the "Blue Flame" of the Oklahoma Natural Gas Co. as a display marker. About 30,000 visited his model, a variation of the Woman's Home Companion "House of the Year."

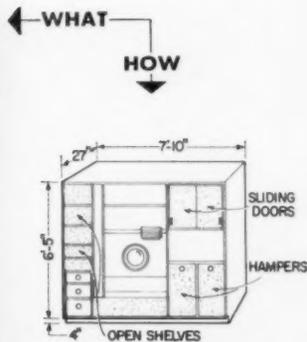
This year he's sticking with gas, and is at this moment finishing up a spacious ranch-type model with a \$29,000 price-tag on a half-acre lot. Similar to last year's job in stressing open planning and indoor-outdoor movement, the new house gives an additional role to the garage. In it: the Serval year-round air conditioner, Jet glass water heater, work bench (with natural light from a fixed glass gable and a glass section in the overhead door), storage space and laundry built-in.

The McCune house will again be used as a leader in gas company promotion. Last year's model is still selling; this year's tie-in at the April Home Show sold at least ten houses.



BUILDER'S OWN HOME tests Parade kitchen layout. New Servel automatic ice-server refrigerator leads eye outdoors.

makes perfect Parade leaders



BUILT-INS ADD ULTIMATE in smart planning: peg-board hampers and sliders, closed drawers and open shelves—all just a step from the kitchen.

COMBINATION washer-dryer (well received last year too) allows efficient storage in space saved by single unit.

**1956 BUILDERS' REPORT:
SMARTEST USES OF GAS YET**



USED BRICK setting for Western Holly oven goes well with brown and tan of tile and wallpaper, and rich-grained birch cabinets in Oakridge House, Glendale, by Ridge Construction Co., Paul Burkhard Jr., architect.



SNACK BAR is now a standard transition between kitchen and family room, but shutters are practical too. Note handy wall telephone and hooded island range units adjacent to work space. Bernie Warren, Encino, is builder.

**U. S. GUIDED TOUR:
SOUTHERN CALIFORNIA**

COLOR AND STUDIED SPACE make this Santa Barbara kitchen memorable. Albert West built it for himself. Brick, white and cork work well with wood and small patterned paper. Angled half-wall leaves space for desk.

How they "go Hollywood"



DO-IT-YOURSELF remodeling job by Roger Lyon made the kitchen-family room the center of 28-year-old house. Handrubbed pine sets off stainless steel cooking units, white Bendix Duomatic. Gas-fired rotisserie not shown.

Technicolor dreams may occur to Southern California builders at night; but comes the dawn, they go out and make the dreams come alive in their kitchens. Most of the appliances are available anywhere, but two factors seem peculiar to the Fabulous Land.

These are a bubbling of new ideas that are quickly accepted by the buying public; and an enlightened cooperation by the utilities responsible for most of the pictures on these three pages, the Southern California and the Southern Counties Gas Companies.

In the great migration westward, home-buyers from Kansas or Coalville toss away old suspicions of the daringly new. They may show nostalgia in asking for farmhouse, colonial, rustic ranch or Hansel and Gretel types, but in equipment they want fresh ideas.

To keep things bubbling, utilities will supply kitchen planning and long-term free service of appliances. They help find financing and lend quality gas appliances for models. They add display signs and brochures, and even watch local ordinances and code proposals.



with everyday gas equipment



SMART IDEAS find vehicle in experimental kitchen by L. A. Times and gas utilities: luminous ceiling, wall-hung gas refrigerator, two-way TV screen; also double-play inside-outside flop-down gas units, dishwasher, sink, barbecue.



LARGE FARM-KITCHEN with snack table permits complete separation from family room (beyond oven), and Whirlpool laundry and the dining area (beyond wall, left), in East Whittier home of Wm. Thompson, by Sungold, Inc.

... SOUTHERN CALIFORNIA IDEAS continued



FREE-FORM KITCHEN adds paneled alcove to one end of U-shaped work area in Don Hansen's self-built home in La Lomita. Copper tone of oven and range works well with wood and yellow refrigerator on other leg of U.



HOLIDAY KITCHEN cooperative package of appliances was introduced at Orange County Home Show. O'Keefe & Merritt units, 1957 built-in Servel, Jetglas water heater, Whirlpool dryer use gas. Builder makes overall purchase.



LOTS OF LIVING was planned when builder Mark Hanson moved his house to a Santa Paula orange grove and rebuilt the kitchen. Desert tan of Western Holly ovens and refrigerator plays off wood, brick and red ceramic tile.



GROWING IN POPULARITY is indoor rotisserie. John Poss Jr.'s "Pennsylvania Colonial" house (designed by Kelly and Kelly) integrates Seabreeze counter unit into exhaust system with Western Holly conventional range.



WHERE'S THE GAS? Pool heating unit is behind the small stake fence, was added to "Holiday House" in La Canada after pool was put in. Heating a pool lengthens the swimming season. Burkay water heater is by A. O. Smith.



YEAR-ROUND Servel air conditioning unit was carefully designed into this Fairview Estates model in Riverside to permit easy accessibility, even though it is isolated from the living areas of the house.



▶ U.S. GUIDED TOUR: ST. LOUIS, MO.

They emphasize quality with quality-installations

Maybe you've noticed: the best builders' houses give the idea of quality a double play. As you can see in the photograph above, Burton W. Duenke Building Company's all-gas house in St. Louis County exudes quality in this way—quality of design (*cont'd on p. 94*)

AMERICAN BUILDER
BLUEPRINT HOUSE

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U. S. GUIDED TOUR: ST. LOUIS, MO. continued

and of installation. Shown on the front cover of this issue, incidentally, is Burton W. Duenke, directing delivery of a gas appliance into one of his Harwood Hills homes. This kind of personal attention is part of the reason why his firm is noted as builders of distinctive houses—distinctive because of quality construction and quality appliances.

Duenke uses all-gas appliances in all of his houses. Here are some other products he uses: Active stainless steel kitchen sink; Afco heat; Briggs fixtures; CertainTeed sheathing; California redwood siding and paneling; Economy, Imperial,

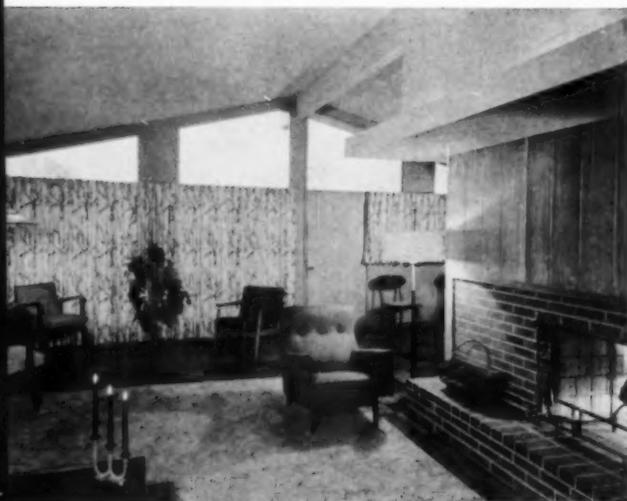
Litecraft, Marvin and Progress lighting fixtures; Efco jalousie door; GE dishwasher; Grant Pulley hardware; Gyro faucets; Kentile flooring; Logan-Long roofing; Libby-Owens-Ford glass; Mengel doors; Modular Homes kitchen cabinets; National Gypsum siding; Never-Mar counters; National Tile; Overhead garage doors; Premier windows; Richkraft vapor barrier; Servel refrigerator; Schaefer ventilator; Talk-A-Radio system; Tappan oven and range; Titus heat registers; Wagoner hot water heater; Waste King disposer; U.S. Gypsum insulation; Yale & Towne hardware.



◀ **ONE OF SEVERAL** Harwood Hills models is the "Westerly." As you can see, it has an excellent plan, fine circulation. Bedroom area is nicely separated from activity areas. Plan here is reverse of that shown in the blueprint.

SALESWISE, the "Westerly" was one of Harwood Hills' most popular models, has commendable design, appearance, 1923 sq. ft. of living area; 385 of garage. On 100' x 175' lot, it sells for \$29,700. Lot is valued at \$5000.

All photos of American Builder blueprint house by Robert Hutchinson



LIVING ROOM SHARES generous two-way fireplace with family room. Duenke finds that this arrangement has strong appeal in St. Louis. Draped glass area opens on large back yard. Dining area is located at right.



ENTRY TO HOUSE shows guest closet at left, living room directly ahead. Afco furnace and optional air-conditioner is inside grilled door at right (color photo on p. 93). Note use of tile on floor of entrance-way.



VIEW OF FAMILY ROOM with kitchen at left, utility room through door ahead. Snack bar table height so dining chairs can be used. Top is exceptionally large. Note Titus registers, right; Talk-A-Radio system on wall.



KITCHEN is corridor type. Cabinets are natural wood. Built-in oven and cooking top by Tappan, dishwasher by GE, disposer by Waste King; counter top by Never-Mar. Note soffit above sink, which holds indirect lighting.

St. Louis, Mo. (continued) . . .

here are some extra luxury features that Duenke builds into his all-gas Harwood Hills "Westerly". . .



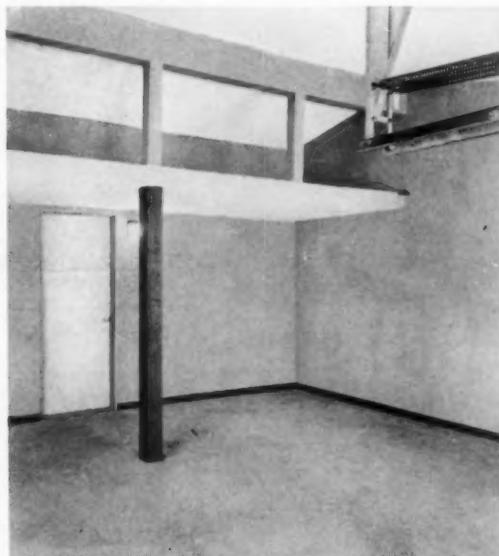
In the "Westerly," there are many extra features to make it and the other Duenke houses a terrific lesson for builders. First, Duenke knows that each piece of land has individuality. His projects are models for the best land planning. Inside, baths have luxury features. The entire ceiling can be il-

luminated. The garage has heat ducts of its own. Walls and ceilings are drywalled, insulated, sand-painted and trimmed. This area of about 400 sq. ft. may be expanded later by removing garage door and filling in windows. Another Duenke touch: an adjustable door jamb so doors never stick.



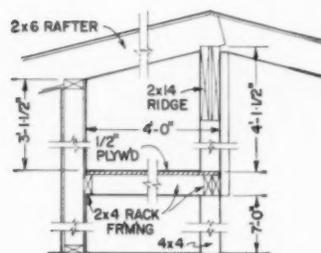
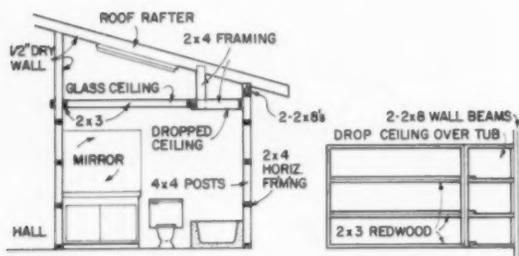
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WHAT
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HOW

BATHROOMS in Duenke houses are luxury attractions. Ceiling is redwood beam and plastic. Ceramic tile by National; fixtures by Briggs.

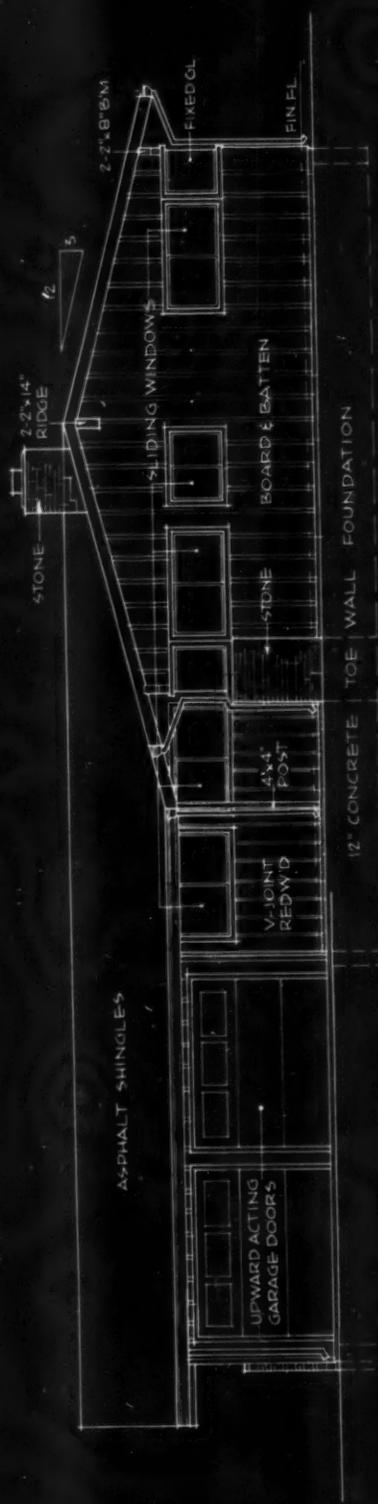


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WHAT
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HOW

STORAGE AREA in garage is built in above, near ceiling. Depth is 4 ft., runs entire width of the garage. Framework is of 2 x 4's.

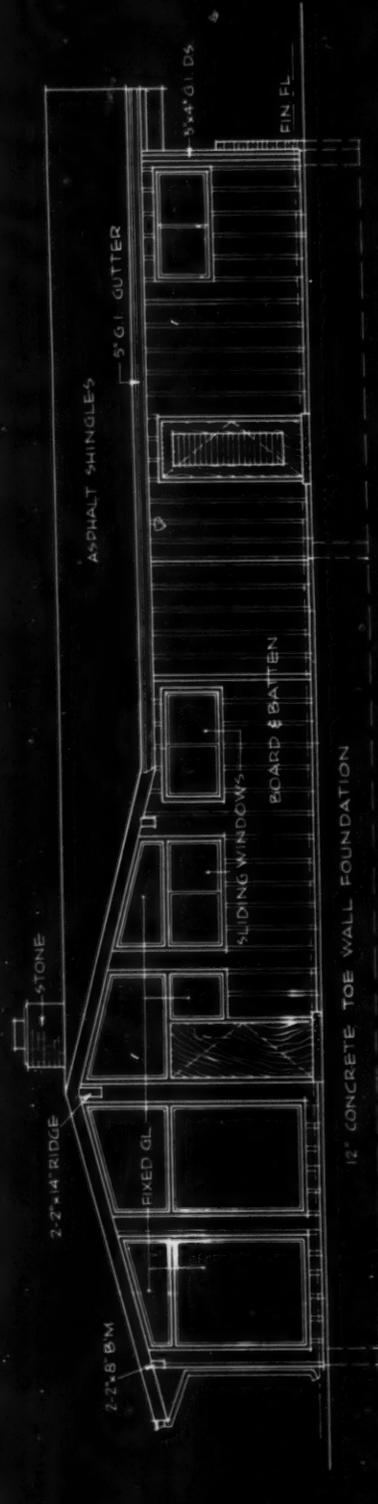


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FRONT ELEVATION

SCALE 1/8" = 1'-0"



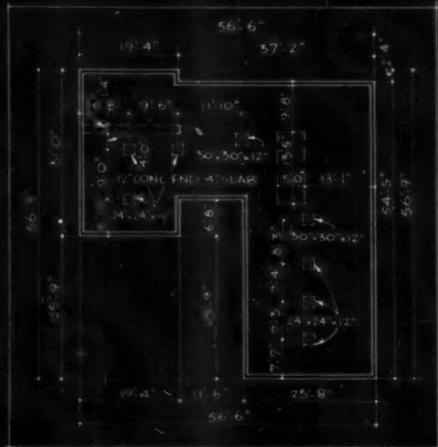
REAR ELEVATION

SCALE 1/8" = 1'-0"

AMERICAN BUILDER BLUEPRINT SERIES.

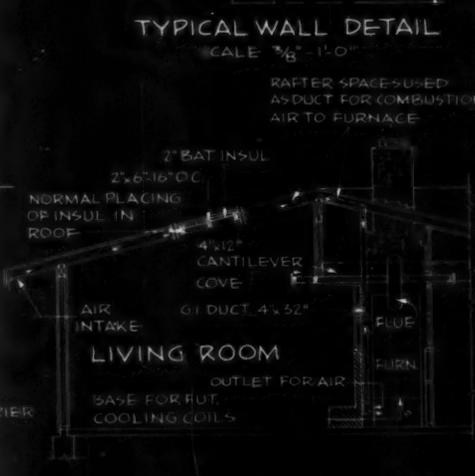
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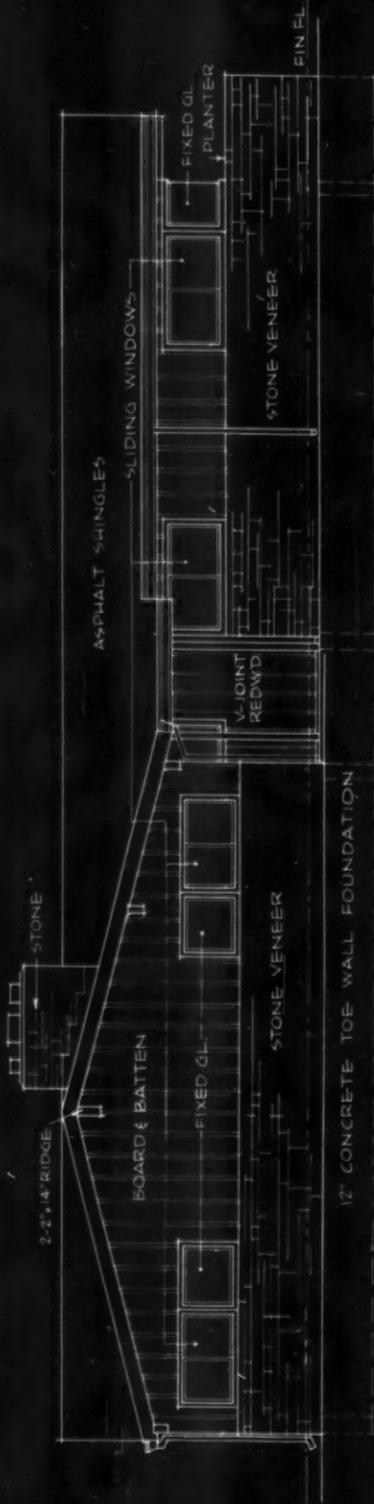
SIMMONS-BOARDMAN PUBL. CORP., 30 CHURCH ST., NEW YORK 7, N. Y.



FOUNDATION PLAN
 SCALE 1/8" = 1'-0"
 19'-4"

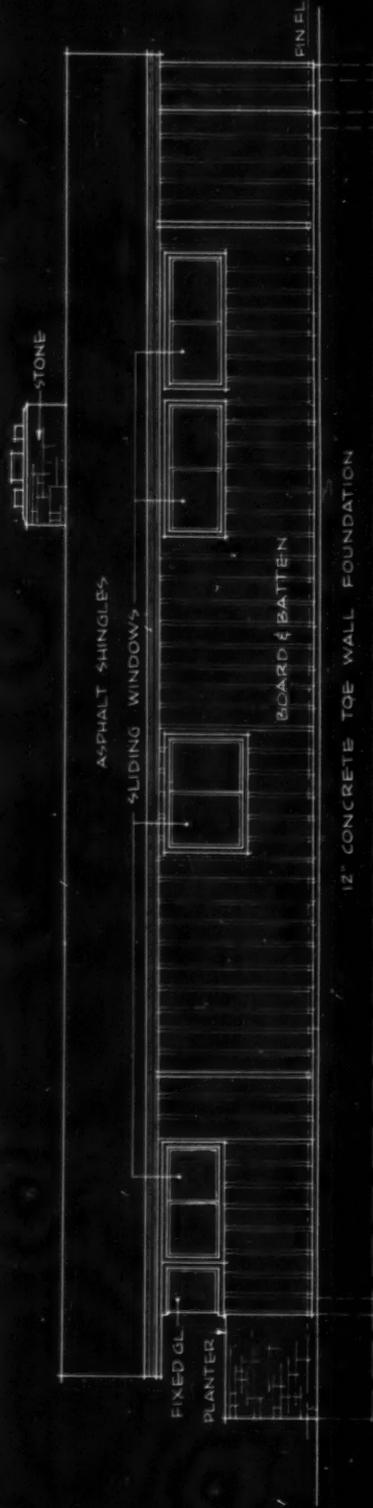
FLOOR PLAN
 SCALE 1/8" = 1'-0"





LEFT SIDE ELEVATION

SCALE 1/8" = 1'-0"



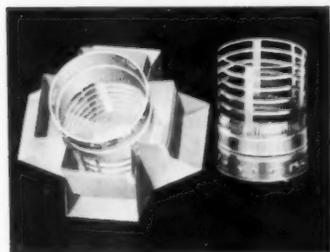
RIGHT SIDE ELEVATION

SCALE 1/8" = 1'-0"

The latest gas equipment: more safety, service, style

Heating and cooling . . . product trends in three types of gas equipment

What's new in gas heating and cooling? A greater variety of styles, including low-priced packaged units aimed especially at large projects . . . more automatic controls as safety insurance . . . baseboard radiation . . . wall heaters without ducts . . . "new look" styling and greater heating range from the latest in space heaters.



Clog-proof grille made of new Metalbestos

Permanent Belmont Top protection against external gas vent hazards is offered in this clog-proof grille of aluminum encased in a heavy gauge, corrosion-resistant aluminum fitting. Designed to give protection against all kinds of roof debris and weather, the Belmont Top is available in 3" to 8" diameters to fit Metalbestos gas vent pipe of these sizes. Complete line of prefab gas vents offered. From Metalbestos Div., William Wallace Co., Dept. AB, Belmont, Calif.

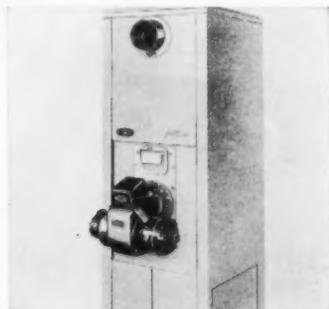
Circle No. 9046 on reply card, p. 206



One cabinet combines cooling and gas heating

Year 'round comfort simplified with this new combination heating and cooling unit, model 928-128 of Mueller Climatrol. Unit, which operates from one thermostat, features a self-contained cooling cycle designed for installation with a gas winter air conditioner. Both in one heavy-gauge insulated steel cabinet in Mountain Green. Mueller Climatrol, Attn. John Rosenthal, Dept. AB, Box 401, Milwaukee, Wis.

Circle No. 9047 on reply card, p. 206



Gas-fired unit designed for new construction

Designed especially for new construction, the new Thatcher 554 series of gas-fired winter air conditioners is described as a budget

unit. Factory-assembled for easy handling and installation, the unit comes in heavy gauge steel cabinet with maroon and grey finish, is compact in size. Other features: front flue for inspection; quiet, long-life blower; heavy gauge heat exchanger; large capacity air filter; automatic humidifier. From Thatcher Furnace Co., Attn. J. T. Angell, Dept. AB, Garwood, N. J.

Circle No. 9048 on reply card, p. 206



Air cooled units combine with gas warm air furnace

Temco now offers air-cooled air-conditioning units in two, three and five ton capacities, designed for use in combination with its new gas warm air furnaces. Units can also be readily adapted to existing furnace installations. Furnaces have adequate blower capacity to handle air conditioning, feature ceramic-clad heat exchangers. Air conditioning condensers can go indoors or out. Priced from \$1,111.12 to \$1,988.90. More information from Temco Inc., W. H. Ferriss, Dept. AB, Nashville, Tenn.

Circle No. 9049 on reply card, p. 206

OTHER GAS EQUIPMENT

- Cooking and refrigerating . . . p. 122 ▶
- Laundry equipment p. 144 ▶
- Hot water heating, incinerating p. 150 ▶



Wired and assembled gas unit easy to install

Peerless MM Series gas unit is wired with automatic controls, assembled with jacket, and crated at factory in skid-bottom crate for ease of handling. Upon arrival unit is ready to be slid off into position. Peerless series of gas-fired, cast-iron boilers comes in 70,000, 95,000 and 100,000 btu input sizes and is also available for other gases. Unit is compact in size, operates economically and is of sturdy construction. More information may be obtained from Peerless Heater Co., R. G. Pinkerton, Dept. AB, Boyertown, Pa.

Circle No. 9050 on reply card, p. 206



Automatic swimming pool heater completely equipped

Completely equipped Laars automatic swimming pool heater is described as easy to install, fully automatic, needing no extras or accessories of any kind. The heater features as safety measures: a pool thermostat, automatic safety pilot, a gas pressure regulator, a water pressure safety switch, a high limit safety switch and an A.S.M.E.

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pressure relief valve. Unit comes in four different models or in larger sizes on special order; all light, compact and corrosion-resistant. From Laars - Engineers, Attn. Thomas Clark, Dept. AB, 13246 Saticoy St., North Hollywood, Calif.

Circle No. 9051 on reply card, p. 206



Three styles available for gas-fired unit

Three styles . . . extended jacket, flush jacket and packaged—are offered in a new line of vertical gas fired boiler-burner units by Federal Boiler. Extended jacket style (shown) features jacket design permitting installation of jacket after piping has been completed. Matching burner is single port, inshot type and is shipped with controls completely assembled. Available in five sizes with inputs ranging from 105,000 to 220,000 btu/hr. From Federal Boiler Co., Dept. AB, New York City, N. Y.

Circle No. 9052 on reply card, p. 206



Forced air furnace is for any cost home

New builder's model of Mission's

forced air furnace is an economical heating unit suggested for individual homes as well as mass projects. Completely self-contained, it can be installed in alcoves, closets or similar areas. All controls factory-assembled with liquefied petroleum gas models equipped with 100% shut-off controls. Fiberglass filter for clean air; direct driver blower for quiet operation. Also usable for summer ventilation. From Mission Appliance Corp., Attn. J. Miller, Dept. AB, Hyde Park Station, Los Angeles, Calif.

Circle No. 9053 on reply card, p. 206



Console TV-styling for vented heater series

The Lowboy Continental is introduced as Ohio Foundry's new vented circulating heater series in its Brilliant Fire line. Designed along TV console lines, low and compact, the cabinet is finished in beige and taupe baked enamel with gold trim. Series comes in five sizes, (20,000 to 65,000 btus) all fully vented, engineered for all type gases and high altitude operation. Safety features include inset heating section plus ample air insulation; embossed radiation surfaces for structural reinforcement, all-weather draft diverter. Priced from \$59.95 to \$169.95. From Ohio Foundry & Mfg. Co., Dept. AB, Box 191, Steubenville, Ohio.

Circle No. 9054 on reply card, p. 206

MORE GAS HEATING AND COOLING EQUIPMENT, P. 113 ▶

Gas helps you sell
the houses you build-

7 ways!

Cooking
Refrigeration
Water heating
Clothes drying
House heating
Air Conditioning
Incineration

Gas appliances cost less to install, maintain
and use... offer home buyers more comfort,
more leisure at lower cost



GAS in the kitchen



GAS for COOKING

No wonder it's the first choice of today's home buyers. There's sales appeal in every one of these GAS features:

- Choice of built-in units or free-standing ranges in many sizes, many burner arrangements.
- Instant on-off heat for faster cooking. Cleaner and cooler, too.
- Broiler cooks with live flame for "outdoor flavor" indoors . . . makes smokeless, closed-door cooking possible without special filters.
- Center simmer flame on all burners—a cooking plus.
- New needlepoint pilot lights that burn *cool*, use less gas.
- Oven-door windows for "eye-control" cooking.
- Decorator colors, compact modern design for extra eye appeal.



And all modern GAS ranges now offer a sensational new automatic cooking development—

"The Burner with a Brain"



A sensing element in the burner "feels" the temperature of the pan . . . automatically lowers or raises the flame to maintain just the cooking heat you want. No pot watching; no burned food!



Built-in units fit easily into standard cabinets . . . adapt easily to modern kitchen design. They're perfect for making the most of limited floor space. Builders like the low cost, the easy installation.

Free-standing ranges cost less to buy and install . . . come in many sizes, many burner arrangements . . . make it easy to plan efficient cooking space in any kitchen. And today's gas ranges guarantee perfectly controlled cooking, dependable, economical performance.

helps sell the whole house

For REFRIGERATION



The Servel Gas Refrigerator actually makes and serves ice automatically! Exclusive Ice Server keeps an ample supply of non-stick cubes in their own roomy basket . . . replaces cubes as they're used. No more trays to fill, spill, empty or forget to refill!



*House builders and
home buyers like these
SERVEL features:*

- A 10-year warranty—twice as long as any other refrigerator! Operates as well after 10 years of use as on the day it's installed.
- Lasting dependability—4 million Servel Gas Refrigerators have been built to date and 3½ million are still in use!
- Permanent silence—no moving parts to make any noise!
- No costly upkeep—because there are no moving parts in the freezing system to wear out. Real savings on repairs and replacements!
- Constant balanced cold—at any one of 12 temperature levels that best suits individual needs. Never any "on-off" fluctuation!
- New Color Balanced Styling inside for beauty and easy storage identification . . . colorful outside handles in choice of pastel shades!

Only **GAS**



gives such matchless performance

*Only the Servel Gas
Refrigerator operates at such
low cost, year after year!*

GAS in the laundry

For CLOTHES DRYING

Automatic Gas Clothes Dryers
cost less to install, maintain and use... give
home buyers thriftier, faster service



Dries for a penny a load! No other automatic clothes drying method is nearly so economical!

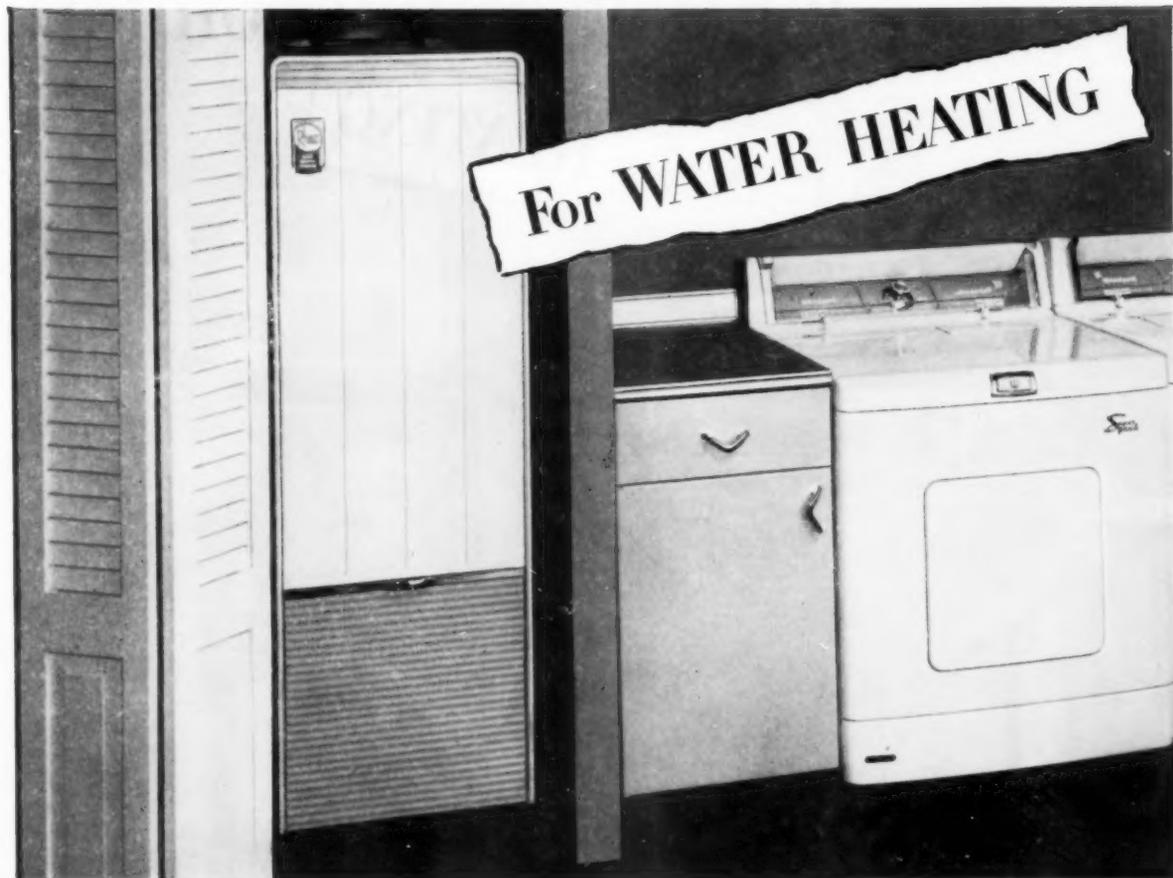
Safe for finest fabrics! Flow of heated air is perfectly controlled for gentle, thorough drying. Clothes can't scorch, sheerest fabrics dry safely.

Gas drying is faster! Instant on-off heat... no long warm-up wait. (Other types of dryers take as long as 18 minutes to reach proper heat.)

Gas clothes dryers are also available in washer-dryer combinations, which do the entire washing chore for you with just one setting of dials.

Completely automatic! Perfect control of temperature... self-lighting pilots... automatic shut-off... the gas dryer "works by itself."

helps sell the whole house



A modern GAS Water Heater:

the builder's best buy

- Costs less to buy and install.
- Easy to install—it can be completely built-in to conceal controls, piping and venting.
- Available in free-standing units, many sizes. There's one to fit any building plan.

the home buyer's first choice

- Costs less to operate.
- Looks good—units may be obtained in colors to match scheme of kitchen or work room.
- Meets the modern family's stepped-up need for continuous *hot* water . . . assures the speedy recovery required by modern automatic washers.

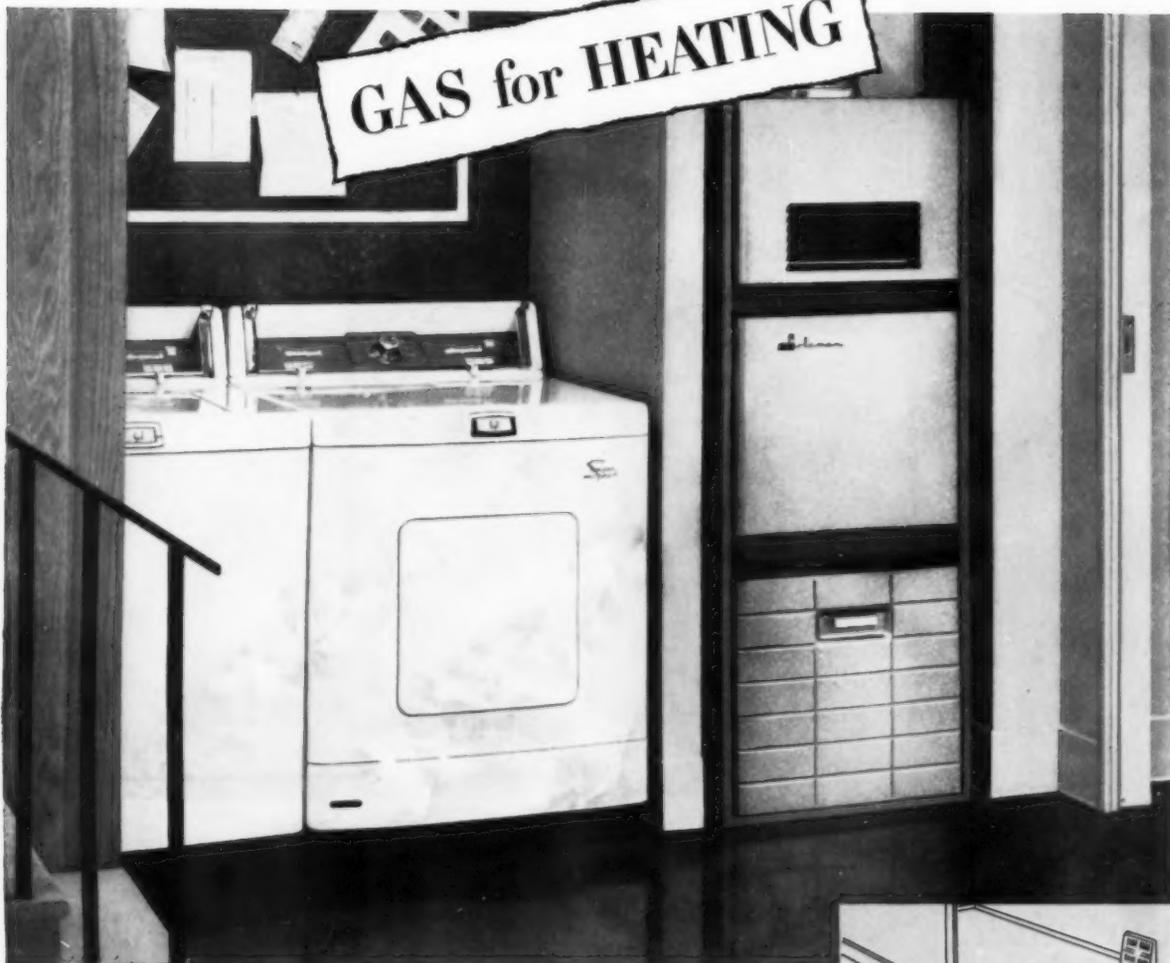
Only **GAS**



gives such matchless performance

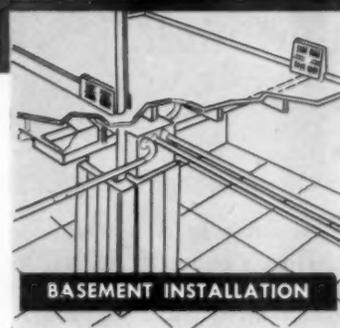
GAS Weather-conditions for year-round comfort,

GAS for HEATING



Only a Modern Gas Furnace can give you the clean, *dependable* heat today's home buyers demand. They like its quiet operation, too . . . the way it consumes fuel without smoke, odor or residue. And look at the advantages a Gas Furnace offers the builder:

- **Saves money.** Installation takes hours instead of days because ducts or tubes are standardized. Labor costs are cut way down.
- **Saves space.** Gas furnaces are factory-engineered to fit any house, with or without basement. Ideal for modern single-floor dwellings . . . adaptable to any floor plan.
- **Does air-conditioning, too.** A modern gas furnace can be converted into a year-round "weather-conditioner" simply by adding a cooling unit. Furnaces and cooling units are engineered to work together in perfect harmony.



Only **GAS**



the houses you build extra sales appeal

GAS for AIR CONDITIONING



Put a great big plus in home sales with year-round air-conditioning! Use GAS for both heating and cooling.

- Easy to install—only one unit to put in, no expensive wiring necessary.
- One compact cabinet saves floor space. No fuel storage needed.
- Five-year guarantee protects your investment. No moving parts to wear out.

GAS for heating and cooling is easy to sell to home buyers!

- Simple to operate—a flick of the switch changes the unit from heating to cooling.
- Quiet—no vibration noise.
- Safe—uses water, safest of all liquids as a refrigerant. Approved by the American Gas Association.

gives such matchless performance

A modern GAS incinerator puts sales appeal plus in any house you build

GAS for INCINERATION



A modern GAS Incinerator costs no more than a sink disposer . . . gives you *twice* as big a selling point because it does *twice* the work . . . it burns *all* household refuse except metal or glass.

- Occupies a minimum of floor space . . . fits perfectly into today's compact planning.
- No sewage connections necessary. May be installed in utility room, basement or garage.
- Leaves no messy residue. Reduces refuse to fine ash (excellent for fertilizer) that needs to be removed only once or twice a month.



SELLS ITSELF TO HOME BUYERS

because it ends smelly garbage cans, dependence on disposal services. And modern GAS incinerators operate in most areas for just a few cents a day!

Only **GAS** 
gives such matchless performance

WHITE-RODGERS

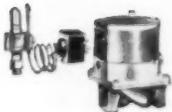
announces

completely

silent GAS VALVES!



the complete line...and completely silent



All sizes available for use with or without Plug-in Pilot connection
Manual operator optional: automatic recycling or non-recycling types

Absolutely Quiet . . . the W-R CS* Gas Valve has no plunger, no relay "snap" and no customer complaints about valve noise!

Easy to Install . . . 8 terminals are accessible for easy wiring. . . standard valve lengths make them easy to use for replacement. Valve bodies have same length as corresponding sizes in W-R "Cushioned Power" Solenoid Valves.



Plus These Features . . . All CS* valves contain a built-in filter in the bleed valve assembly. No changes in thermostat necessary because valves draw primary current of .4 ampere, as do all W-R primary controls. CS* valves are for use with all gases.

And Competitively Priced, Too!

Remember . . . *CS means **Completely Silent**

Available in
Seven Sizes



3/8"



1/2" Small



1/2" Large



3/4" Small



3/4" Large



1" Small



1" Large



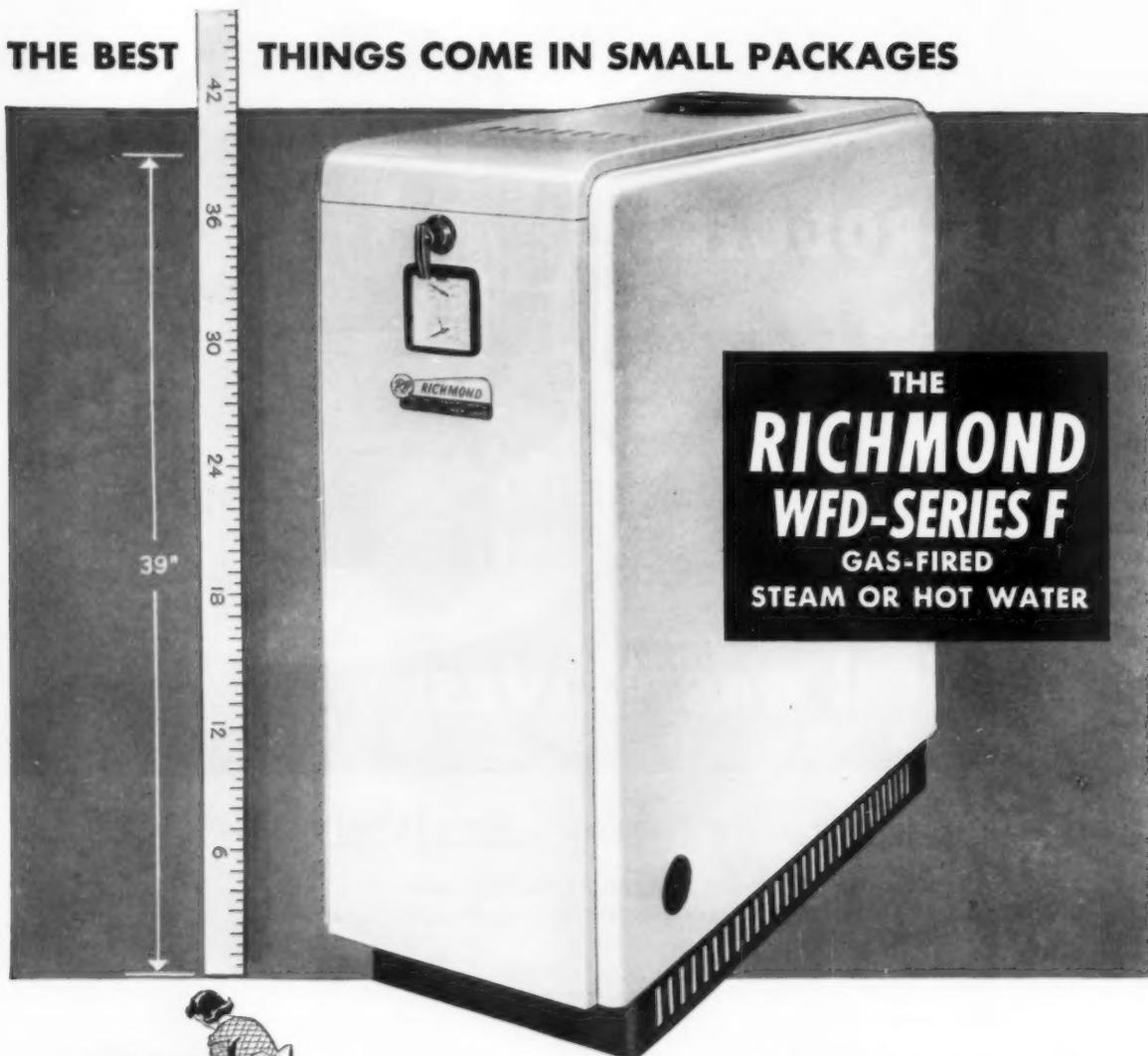
WHITE-RODGERS Controls

FOR MODERN COMFORT • HEATING • REFRIGERATION • AIR CONDITIONING

Write for
Specifications

THE BEST

THINGS COME IN SMALL PACKAGES



RICHMOND

PLUMBING FIXTURES DIVISION

Rheem Manufacturing Company
16 Pearl Street, Metuchen, N. J.

Among the smallest of all heating units (only 39" high) the Richmond WFD gas-fired boiler does the biggest job on most residential gas-fired wet-heat problems. A quick check of the WFD's outstanding features tells why:

- Fully automatic, gas-fired operation.
- Wet base permits installation on any (even combustible) floor.
- Gleaming white enamel "Duradized" finish to match appliances.
- 8 different capacities between 80,000 and 290,000 input BTU/Hr makes possible *precise matching* of more installation requirements.
- Easy to install, easy to service—with top clean-out.
- Compact design fits almost any available space.
- A.G.A. approved for use with manufactured, natural, mixed and straight propane gases and L-P gas-air mixtures.
- Available with tankless hot water heater.

The WFD is ideal for installation in basements, laundries, recreation or utility rooms. It has an important place in your profitable future. Write, now, for complete information.

Look to **RICHMOND** for a complete line—automatic heating—central summer cooling units.

Other Rheem Products: WATER HEATERS • WATER SOFTENERS • WEDGEWOOD GAS RANGES AND CLOTHES DRYERS • STEEL AND FIBRE CONTAINERS

1956 BUILDERS' REPORT:
SMARTEST USES OF GAS YET

HEATING AND COOLING



New wall heater forces heated air to floor

New trend in wall heaters, according to Kilbury Mfg., is a forced, circulating heat achieved with built-in blowers and automatic controls. Blower forces heated air to floor assuring quicker, better heating of rooms in small and medium homes. Designed primarily as custom builder's unit, Floor-Flo is compactly designed, adapts to any thickness wall, can also be installed inside a storage wall with front panel flush with the wall. Measures 57" x 20" x 11" deep. Priced from \$211.95 to \$224.95. From Kilbury Mfg. Co., Attn. A. J. Gervais, Dept. AB, 14529 Hawthorne Blvd., Lawndale, Calif.

Circle No. 9055 on reply card, p. 206



Added safety features in vented wall heaters

Complete line of Martin recessed wall heaters, approved by 1956 AGA requirements, offers new safety features. Besides positive fire

(Continued on p. 116)

SEPTEMBER 1956

Modern Maid . . .

combines Antique Copper with Wrought Iron Black



- Easiest to Install
- Realistically priced for the builder
- Stainless steel or coppers tone porcelain
- Two-burner or four-burner tops
- Choice of ovens

In either sparkling stainless steel or non-tarnishing antique copper porcelain accented with wrought iron black, Modern Maid built-in ranges give you most for your money. You have a choice of three different ovens, two different top burner arrangements and optional griddle. Modern Maid offers one of the largest ovens in built-in ranges today, with fully automatic clock controls, automatic oven lighter and, as an added feature, a hood over oven vent to keep walls clean. Installation is remarkably easy! Fully guaranteed.

Tennessee Stove Works

CHATTANOOGA, TENNESSEE

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*America's
Fastest Selling
Vanities*

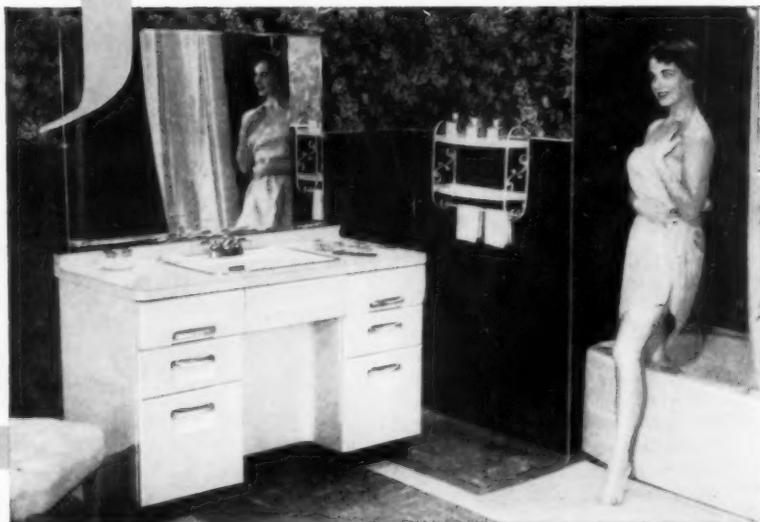
Beauty Queen[®]

LAVANETTES

Give Your Homes More Eye and Buy Appeal

**8 PASTEL COLOR
COMBINATIONS**

Harmonize with any
plumbing fixtures—



THE QUEEN

Double luxury with twin bowls, 72 inch Formica top, generous 5 drawers, 3 compartment storage space.



THE VANETTE

Center bowl with 48 inch top, 4 deep drawers and 2 storage compartments, provide a place for everything.



THE LAVANETTE

Most popular builders' model, 36 inches wide, available with left or right hand drawers. Gives the bath or powder room the extra touch of smartness.



THE PRINCESS

Designed for project installations, only 30 inches wide. Available only with white cabinet and gray Formica top.

Next to the kitchen, your bathroom planning, the color decor and convenience features exert a greater sales influence than any other room in your homes.

That's why more and more builders are using complete factory assembled Beauty Queen vanities to add an extra touch of smart glamor.

Whatever size or priced house, there's a model of Beauty Queen Lavanette ideally suited for greater eye and buy appeal.

Write today for color literature.



TOLEDO DESK & FIXTURE CO.

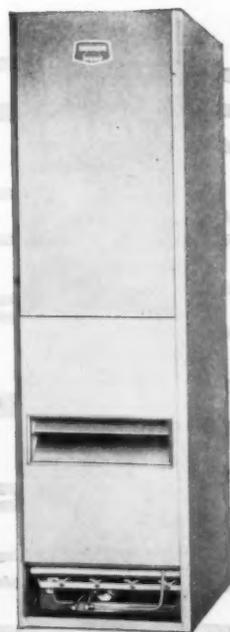
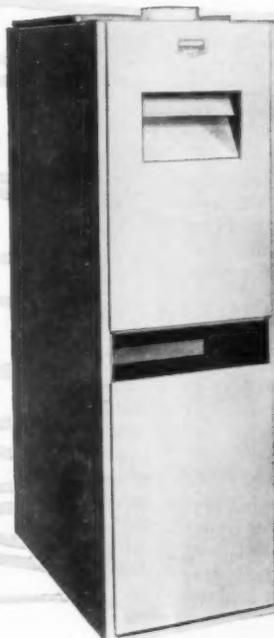
MAUMEE, OHIO

NEW

in design

LOW

in price

MODEL 385

MODEL 384

Bryant Suburban Downflow Model 384 and Upflow Model 385. Each in three sizes—75,000, 100,000 and 125,000 Btu/hr. Built-in Draft Diverter, Bryant Diaphragm Valve and Pilot, Cast Iron Drilled Port Burners, "Straight-Through" Heat Exchanger, Built-in Side or Bottom Return.

SUBURBAN FURNACES FOR BUILDERS

make your homes easier to sell!

Two brand-new Bryant Gas Furnaces—downflow and upflow, each in three popular sizes—are ready for delivery to homes being built right now. Loaded with Bryant features and carrying the famous Bryant brand name, they are low, low priced to help sell your homes faster . . . with a minimum investment. You'll be delighted at the rock-bottom cost of these handsome, dependable units. Ask your Bryant Distributor right now for a quotation!

PROMOTION HELPS TO SELL YOUR HOMES



A wide range of hard-hitting promotion helps are on hand to enable you to give star billing to the Bryant name and the finest in heating and cooling equipment. They talk product advantages while they tell the story of *your* homes. They are tailored exactly to your needs whether for use in a model home or in advertising to draw prospects. Available through your Bryant Distributor who will assist in preparing your complete program, if you so wish.

OTHER BRYANT BUILDER PRODUCTS INCLUDE CENTRAL AIR CONDITIONING



CALL YOUR BRYANT DISTRIBUTOR TODAY

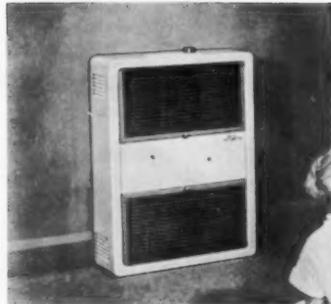


for complete information
or write
DEPT. AB-9
48 MONUMENT CIRCLE
Indianapolis 4, Indiana

**1956 BUILDERS' REPORT:
SMARTEST USES OF GAS YET**

stop around flue, gas-tight flue connection, and satisfactory operation of burners at 1/5 of normal input rate, line has lowered maximum air discharge temperature to 290° F and reduced average allowable flue temperature to 100° F. Heater has vitreous enameled drawn combustion chamber, fully automatic controls, rated at 25,000 and 35,000 btu in a single unit. From Martin Stamping and Stove Co., Attn. F. N. Sefton, Dept. AB, Huntsville, Ala.

Circle No. 9056 on reply card, p. 206



Heater installs without ducts or electricity

Cast-iron construction for new Holiday gas boiler

Rugged cast iron construction houses the new Holiday gas boiler made by Burnham Corp. Designed primarily for forced hot water systems it can also be used as a steam

boiler without domestic hot water. Boiler comes in four popular sizes as packaged unit with all essential controls and accessories factory installed. Heat absorbing pins economize on fuel; all controls automatic. Burnham Corp., Dept. AB, Attn. Frank Brophy, 2 Main St., Irvington, N. Y.

Circle No. 9057 on reply card, p. 206

Saf-Aire wall heater can now be installed without chimney, ducts or electricity. It will provide "Safety-Sealed" gas heating for one room or for the entire home, according to its maker. Saf-Aire burns any type gas heating fuel in a sealed chamber. Sealed vents through the wall supply outside air for combus-

(Continued on p. 120)



VITROLINER CHIMNEYS—The Logical Choice!

Vitroliner is not only the first and Pioneer Chimney but still the finest quality-built class "A" Chimney on the market for one and two story homes and buildings using all fuels.

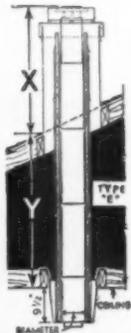
The Architect has flexibility and choice. He can specify 2 types "E" and "L" for ceiling or basement installations—3 Designs, as illustrated above—5 Diameters (6", 7", 8", 10", and 12") for correct size—UL listed for 4 Fuels—oil, gas, coal and wood. The Builder prefers lightweight Vitroliner (10 to 15 lbs. per ft.) which is easy to handle and quick to assemble.

The Home Owner enjoys a neat modern design. His Vitroliner adds distinction to the appearance of his home. He also enjoys the safety and long life VITROLINER provides.

Of course, Vitroliner provides complete chimney functions, venting combustion gases from Heating Plant, Water Heater and Incinerator.



For fast quotation, send us "X", "Y" dimensions and flue diameter.



Investigate this nationally accepted quality chimney—write for literature today

CONDENSATION ENGINEERING CORPORATION
3511 W. POTOMAC AVE., CHICAGO 51, ILL.



Built-in SALESMEN for YOU!

It takes a touch of sales glamour to move even the nicest-looking, best-built house. And Hardwick built-ins are the sale-closing frosting on the cake. High-style Hardwick gas oven and surface units offer the homemaker more in styling, performance and durability, yet cost you less. Install Hardwick Built-In Gas Cooking Units — let them sell for you.

HARDWICK  GAS RANGES

Since 1879

High-Style Beauty . . .

Laid out by America's top designers. Finished in Stainless, Copertone or White Porcelain.

Quick, Easy Installation . . .

All connections made in front

Popular Price . . .

America's greatest built-in value

Luxury Features . . .

Many are standard. Optional: Oven Window and Light, Clock-controlled Oven, Thermal Eye Burners.

Hardwick Stove Company • Cleveland, Tennessee

Please send me full information on Hardwick Built-In Gas Ranges.

Name _____

Address _____

City _____ Zone _____ State _____

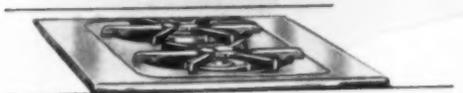
Hardwick Advertisements
appear in full color in

Ladies' Home Journal
McCall's
Better Homes & Gardens
House Beautiful

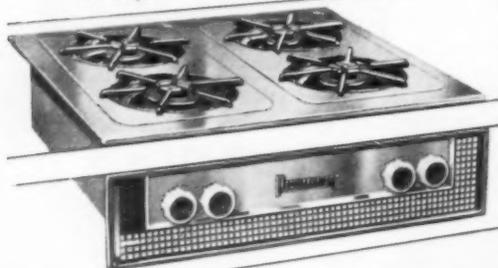
PREWAY - No. 1

in the country
in Gas Built-In Ranges

because PREWAY
helps builders cut costs



MODEL 788 IMPERIAL COUNTERCHEF — Same as Model 789 illustrated below, but two burners only.



MODEL 789 IMPERIAL COUNTERCHEF — Finished in gleaming stainless steel. Lifetime guaranteed burners mounted in handy spillover trays. Foolproof pilot lights, equipped with special gas filters. Instant automatic ignition.

Acceptable to F.H.A. — V.A.

You can't become No. 1 in any field on talk — and that's particularly true when you're selling cost-conscious people like home-builders. To succeed here you need specific FACTS . . . black-on-white figures that you can prove, such as styling women like, performance women want, and initial cost plus installed cost that spell out unduplicated economy.

Well, we have the FACTS that say PREWAY gas Wallchef and Counterchef units can do more for builders than any other make of built-in range . . . and there are an awful lot of home builders around who see it this way, too. Their convictions, reflected by their orders, have carried PREWAY to the front in new home construction using gas built-in cooking.

You owe it to yourself to investigate this remarkable record — to see and know what PREWAY quality and PREWAY engineering stand for . . . and what these FACTS mean to you. Full information will be sent to you, gladly. Just write

PREWAY Inc.

8956 Second Street N.
Wisconsin Rapids, Wisconsin



In the national march to more modern homes, you as a builder are right in step with your customers. You have to be.

Similarly, Temco is in step with you and with them—offering the finest automatic gas heating units available—units that fit perfectly the latest architectural trends.

These two are special favorites of many builders:
Temco's Automatic Gas Wall Heater!
Temco's Automatic Gas Floor Furnace!

- Easily, inexpensively installed.
- No duct work or excavation required.
- Operate with equal efficiency on natural, manufactured, or L. P. gas.
- Carry written warranties on Temco's *Ceramic-Clad*™ heat exchangers.
- Approved by A. G. A.; guaranteed by Good Housekeeping.

Specify **Temco** and keep in step with the growing popular demand for the best in completely automatic gas heat!



®TRADE MARK REGISTRATION PENDING.



TEMCO, inc.
 NASHVILLE 9, TENNESSEE
"Gas Heating Specialists for the Nation"

"THE COMPLETE LINE OF GAS HEATING EQUIPMENT"
 ROOM HEATERS • FLOOR FURNACES • WALL HEATERS • UNIT HEATERS
 WARM AIR FURNACES AND AIR CONDITIONING

Temco, Inc., Department B-914
 Nashville, Tennessee

Please send me catalog and full information on Temco Automatic Gas Wall Heaters and Floor Furnaces.

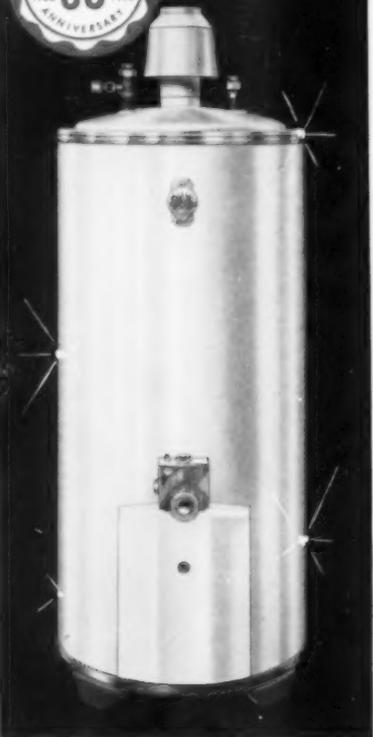
Name _____

Firm Name _____

Address _____

City _____ Zone _____ State _____

CLEVELAND
HEATER'S
50th
ANNIVERSARY



- The water heater built in anticipation of TOMORROW'S needs . . .
- Best by service test for 50 years

WHEN YOU FURNISH REX WATER HEATERS,
YOU SUPPLY THE TOPS IN:

- PERFORMANCE
- BEAUTY
- SAFETY
- EFFICIENCY
- VALUE



Write for your copy of the Rex catalog
without delay.

**THE CLEVELAND
HEATER CO.**
2310 SUPERIOR • CLEVELAND 14, OHIO

**1956 BUILDERS' REPORT:
SMARTEST USES OF GAS YET**

(Continued from page 116)

tion, and discharge products of combustion directly outdoors. In three sizes, from 14,000 to 30,000 btu input, heater extends only five inches from wall. From Stewart-Warner Corp., U. S. Machine Div., Attn. Norman Gill, Dept. AB, Lebanon, Ind.

Circle No. 9058 on reply card, p. 206



**Unit takes natural,
manufactured, mixed gases**

The Penn gas-fired boiler-burner unit, AGA approved for natural, manufactured or mixed gases, comes in four models with inputs from 100,000 to 200,000 btu hr. Units are completely packaged in green baked enamel jacket, fully insulated, and ready to operate upon arrival. All have mounted circulating pump and hot water coil included among built-in features. Boiler is $\frac{1}{4}$ " and $\frac{3}{16}$ " boiler plate, fire tube type with all tubes completely under water. From Penn Boiler and Manufacturing Corp., Attn. A. Morrison, Dept. AB, Lancaster, Pa.

Circle No. 9059 on reply card, p. 206



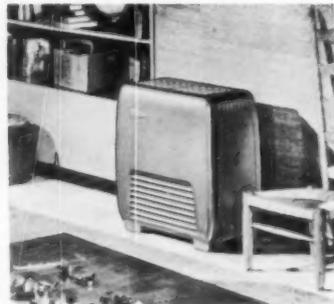
**Shallow log burning unit
fits in pre-fab fireplaces**

Specially designed for very shallow

HEATING AND COOLING

fireplaces and mantles with only an eight- or nine-inch depth is this No. 19 Shallow Log burning unit from Strait & Richards. Unit is eight inches from front to back, 19" wide and 19" high. Universal burner concealed behind big front log is suitable for all gases and has capacity of 20,000 btus. Control valve at left, partially concealed by front stick. Gas supply can be brought under unit or from back. Oak finish at \$43 and white birch at \$45. Strait & Richards Inc., Attn. R. F. Cleary, Dept. AB, 23-41 Selvage St., Newark 8, N. J.

Circle No. 9060 on reply card, p. 206



**Space heater fits new
construction or remodeling**

Economic heating for a wide range of new construction and remodeling applications is suggested by the makers of Duo-Therm's "Mayfair" gas space heater. Model 1101 combines modern styling with automatic operation and ease of installation. "Equaflame" burner produces clean, quiet flame at every burner port. High-gloss baked enamel finish easily cleaned. Electrical or mechanical thermostats available for completely automatic heating. Output 23,000 btus. From \$123.95 to 215.95. Appliance Div., Motor Wheel Corp., Attn. L. Vandertill, Dept. AB, Lansing, Mich.

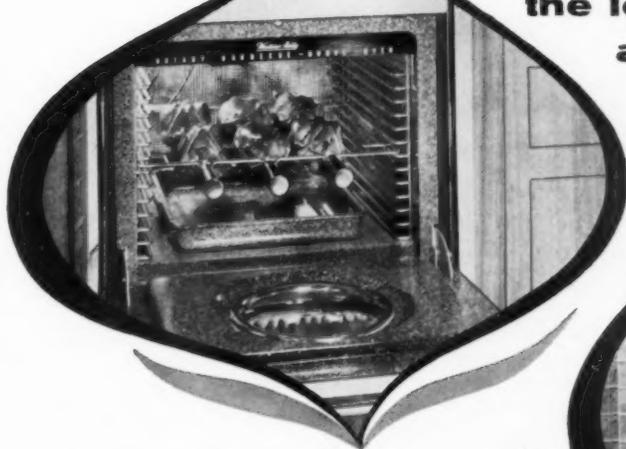
Circle No. 9061 on reply card, p. 206

**FOR MORE ON GAS HEATING
AND COOLING, SEE PAGE 80 ▶**

GAS PRODUCTS continue on p. 122 ▶

NOW... *Western-Holly*

Queen of the Western Ranges
the leader in style
and design
brings
to you:



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

Cooking, refrigerating
. . . what's new in gas
kitchen equipment

Gas cooking and refrigerating equipment offers many former "quality extras" in new low-priced models . . . roto-broilers, double ovens, automatic controls both for easier cooking and safety . . . color trend in refrigeration continues, now moving inside the unit . . . wider range of cabinets for complementing kitchen appliances.



Hi-Broiler Barbeque in
new line of gas ranges

Florence Stove has announced its new Hi-Broiler Barbeque Gas range, Model 74020, in the popular priced field. Range can be supplied with the automatic Roto-Broilerque at small extra cost. Model gives the equivalent of a double oven range in only 36" of floor space, features separate hi-broiler, Baker's Arch baking oven, deluxe backguard with condiment shelf and light. Equipped with two 12,000 btu and two 9,000 btu top burners. Suggested list: \$189.95 after trade-in allowance. From Florence Stove Co., Dept. AB, 1154 Merchandise Mart, Chicago 54, Ill.

Circle No. 9062 on reply card, p. 206



Combination of cabinets
adds to kitchen convenience

Combination laundry and playroom completes a Republic Steel Kitchen designed by Ohio Fuel Gas Company of Columbus. Triple-duty room with sturdy wall cabinets providing storage space for toys and doubling as a settee, allows housewife to cook and watch youngsters at the same time. Steel cabinets come in variety of Harmony Hues to assist working ease of gas surface range unit and other kitchen appliances. Upper and lower steel cabinets come in wide range of sizes and combinations. From Republic Steel Corp., Dept. AB, Canton, Ohio.

Circle No. 9063 on reply card, p. 206

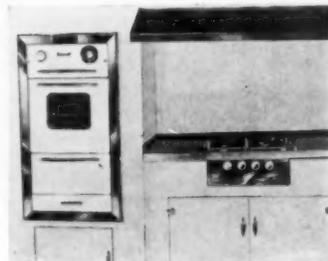


Colors move inside new
gas refrigerator line

Servel now offers a new look in refrigerators, this time moving decorator colors inside the model. The new 1957 gas refrigerators, now available, feature interiors of varying-sized rectangles of pink, yellow and blue against a light grey background. Also featured in the '57 models are increased food capacity, thicker, more spacious

doors, and a single-door "automatic ice server" model. Five of Servel's seven gas models will have separate-coil two-zone freezing systems. Servel Inc., Attn. Jack Hewson, Dept. AB, Evansville 20, Ind.

Circle No. 9064 on reply card, p. 206



Installation easy for built-
in ovens, cooking units

Built-in gas range units, both oven and cooking, recommended by Wincroft for their ease of installation and service design. Units come in choice of satin chrome, white and colored porcelain finish, have automatic top burner lighter, cast-iron top burners and oven burner. Also feature non-fog glass oven door, porcelain interior finish, electric four-hour clock, thermostat for oven temperature control, chrome main front. From \$179.50 to \$199.50. The Stove Works, Attn. T. A. Prouser, Dept. AB, Middletown, Pa.

Circle No. 9065 on reply card, p. 206



Top burners and griddles
with full automatic control

Wilcolator's Panatrol top burner control makes possible the same temperature control and economy of operation now available with
(Continued on p. 130)

Revolutionary Rheemaire

...a new kind of home air-conditioning system that cuts operating costs almost in half!



Here's the biggest news for builders and buyers ever! The *Rheemaire*—from Rheem—an entirely new kind of cooling for the homes you build. *Complete* home cooling you can install faster than ever before—and *sell* faster to *all* your buyers. For every objection to existing units is designed *out* of the amazing new Rheemaire.

It takes up no usable space indoors, eliminates the noise problem, and needs no costly recirculating system or cooling tower. It ties right into the existing ductwork of the homes you build with forced air heat, and adapts to others. One- or two-story homes, with or without basements.

Rheem did it all with a new Air-Film Condenser that *nearly doubles* compressor capacity, and new pre-charged

refrigerant lines with quick-connect fittings. No flare connections—no system evacuation or charging—and no need for refrigeration mechanics.

Hard to believe? Rheemaire was thoroughly tested in homes of all types and sizes in the hottest parts of the country—through one of the hottest summers in history.

YOU CAN RELY ON  MANUFACTURING COMPANY

Seattle • Houston • Chicago • South Gate, California • Sparrows Point, Maryland

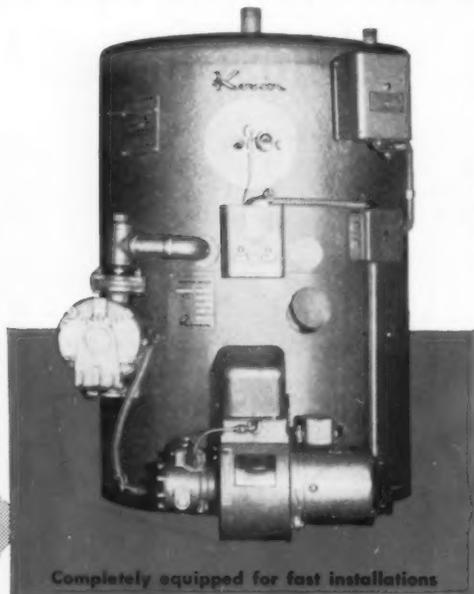
**FREE
BOOKLET**

Write to Rheem on your company letterhead for an illustrated booklet and full information about the amazing new Rheemaire. Rheem Manufacturing Company, 7600 S. Kedzie, Chicago 29, Illinois. Dept. AB-9

\$1000 CAPACITY GUARANTEE

Here's complete protection and positive proof, that the new Rheemaire is thoroughly dependable. So carefully has it been tested and proved, that Rheem has guaranteed the Rheemaire to operate at its rated capacity. It's the only guarantee of its kind that you can offer your home buyers!

INSTALLATION TIME CUT
means **SELLING TIME GAINED**



Completely equipped for fast installations

with **venko** THE QUICKLY
INSTALLED
GAS or OIL FIRED PACKAGED UNIT

by **Koven**



VENKO arrives fully wired and assembled—ready for immediate installation... eliminates delays due to missing parts and wiring problems... substitutes time spent in difficult installations with time spent in profitable sales. Besides which, VENKO'S trim space-saving design, abundant low-cost heat and hot water meet every requirement for today's home... make for tried 'n true customer satisfaction—bigger business for you.

- PLENTY OF HEAT AND HOT WATER
- FUEL-SAVER — economical to operate
- FULLY WIRED AND ASSEMBLED (as illustrated)
- FITS THROUGH A 30-INCH DOOR in easy one-man handling crate
- BUILT TO FIT THE MODERN HOME

**HEALTHY HOT
WATER HEAT**

QUICK AS
HELLO AND
GOODBYE



nationally advertised

Plants: Jersey City, N. J. • Dover, N. J. • Trenton, N. J.

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a division of L. O. Koven & Bro., Inc.
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MORE ATTRACTIVE and EFFICIENT TOP HOUSING

All aluminum, painted and embossed for realistic brick appearance. Adds beauty to the roof! Effective rain cap. Increases attic ventilation!

BUILT IN CLEARANCE OVER ENTIRE LENGTH

Building materials of all types can butt against the triple-walled casing... ample clearance is built in! U.L. listed for all fuels. Lifetime aluminum and stainless steel 7" flue.

HANGS ON JOISTS — NO SPECIAL BRACING

Slashes costs in both economical price and amazingly easy erection. Base hangs on joists... no footings or special braces. Lightweight sections need no cutting, fitting, or mortaring. One man can put it up in two hours or less!



Call your nearest **The Majestic Co., Inc.**
Majestic Dealer or write 433 Erie St., Huntington, Ind.

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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



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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.



We help
BUYERS
MAKE
TRACKS
through your homes!

Buyer traffic is the key to selling homes. Perfection's ingenious "Guaranteed Comfort" Home merchandising program gets the prospects *out* . . . gets them *in* to your homes . . . then gives them an *extra* reason for buying from you. You get the jump on competition.

Take advantage of Perfection's model home advertising and merchandising . . . ask your Perfection heating contractor about it. Then watch the protective sheathing on your floors collect *buyer tracks* . . . not dust.

And remember Perfection furnaces with Regulaire give you the advantage of the only exclusive in the heating business. Complete summer cooling, too.

Perfection dealers have the reputation for competent, cost-wise, trouble-free installation. Perfection guarantees it. Perfection Industries, Division of Hupp Corporation, Cleveland, Ohio.

Perfection

AUTOMATIC HEATING • SUMMER COOLING • HEAT PUMPS

A look at the **inside story** of



THE BUILDERS—
*Coleman heating
and cooling units fit on
all jobs—whether
Blend-Air or
conventional
duct systems.*

Coleman *Blend-Air* Heating and Air Conditioning, Coleman's fabulous Vit-Rock Water Heater

They give a house more worth. They convince a prospective buyer that you installed the finest—for better health as well as comfort. Coleman is a brand name they've seen in *Life*, *Saturday Evening Post*, *Household*, *Better Homes & Gardens*, *American Home*, and other leading magazines. Coleman has been a famous name since 1900. It's another way of saying "quality" in home heating and air conditioning. For Coleman exclusives, like the Blend-Air system, give the owner value that lasts.

These are some of the reasons why more homes heat with Coleman than any other brand—why your homes will sell faster with Coleman. Get the whole story. Write for complete product information and Coleman's attractive "1956 Home Builder's Merchandising Program."

Manufacturer of world-famous Coleman lamps and stoves —

America's fastest selling homes



THE OWNERS—
*happy because
 Coleman Blend-Air
 gives them low-cost
 heating and
 cooling plus
 value that lasts.*

Give buyers the best in home heating — yet keep cost to a minimum. The Blend-Air Trim-Boy has the features of furnaces costing much more, plus the flexibility of four different models, upflow and downflow . . . for basement, crawlspace or slab type construction. No other furnace compares in space-saving . . . compactness! TrimBoy fits in smallest closets—80,000 B. T. U. model takes only 2¾ sq. ft. of floor space.

Add cooling now or later. Plenum cooling units fit either upflow or downflow models.



The Coleman Company, Inc., Wichita 1, Kansas

leader in heating and air conditioning



Coleman VIT-ROCK Water Heaters

... with exclusive rock lining that can't rust. Backed by the industry's strongest guarantee — 10-year \$500 Warranty bond!

**The Coleman Co., Inc. Dept. AB-167
 Wichita 1, Kansas**

Please send me Coleman's exclusive
 "Home Builder's Merchandising Program."

Name _____

Firm Name _____

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**FEATURING
LUXURIOUS HOT WATER
BASEBOARD HEAT ...
UNLIMITED DOMESTIC
HOT WATER SUPPLY!**

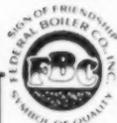
THE *Federal* GAS BOILER
BOOSTS

"Saleability"

IN YOUR HOMES AT NO EXTRA COST!

Beneath the trim colorful jacket of this Federal Gas Boiler lies a power-packed heating plant. Designed and built by leading specialists in the hot water heating industry . . . the Federal Gas Boiler

allows the luxury of hot water heat at no extra cost! Give your houses extra "saleability" . . . insist on Federal Gas Heating!



**DESIGNED FOR... LOW COST
GAS HEATING!**



Both boiler and burner in Federal Gas Boilers are designed especially for use with natural, manufactured or mixed gases.



SOLD THROUGH PLUMBING AND HEATING WHOLESALEERS ONLY

FEDERAL GAS BOILERS ADD THESE EXTRA SELLING FEATURES:

- ✓ **LUXURIOUS HOT WATER HEAT!** The ultimate in heating comfort and at no extra cost.
 - ✓ **UNLIMITED DOMESTIC HOT WATER!** With Federal's oversize built-in tankless coils.
 - ✓ **CLEAN, ECONOMICAL HEATING!** With low consumption of gas.
 - ✓ **FUTURE AIR CONDITIONING POSSIBLE!** With a Federal System, future installation of summer air conditioning is possible in a number of ways.
- TRIM UNCLUTTERED APPEARANCE!** Gone is "cellar clutter" of old style heating plants.



BASEBOARD RADIATION Perfect Prolit-mate for Federal Boilers!



Federal **BOILER CO., INC.** GRANITE & WEST STREETS • MIDLAND PARK, N. J.
PRODUCING AND SELLING MORE RESIDENTIAL STEEL BOILERS THAN ANY OTHER MANUFACTURER

The NEW

KITCHEN CHAMPION*

(IT COMPLETES TODAY'S ALL GAS KITCHEN)

MR. BUILDER: satisfied customers tell and sell the advantages of COLE AUTOMATIC VENTILATING RANGE HOODS. Minneapolis-Honeywell Micro-Switch and thermostatic control — washable aluminum foil GRESTOP Filter—increased horsepower electric motor with overload protection and new Torrington fan with pressure-type blade.

Approved for FHA, new home construction in beautiful Antique Copperplate, Coppertone, Stainless Steel or White. A style and price to fit every need.



"It's all in the nameplate"

**It's Automatic!*

COLE manufacturing company

OF AUSTIN, TEXAS, INC.

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Mail this coupon NOW for Catalog and Specifications.

NAME _____ BUILDER

ADDRESS _____ ARCHITECT

thermostatically controlled ovens. Panatrol has two main assemblies, a sensing unit and a thermostat. Operation is similar to that of standard oven control. When thermostat dial is set at desired temperature, valve opens, allows gas to flow to the burner. As the cooking utensil is heated, the sensing bulb becomes heated and controls the flow of gas to the burner. Wilcolator Co., Attn. P. McCaughey, Dept. AB, 1001 Newark Ave., Elizabeth, N. J.

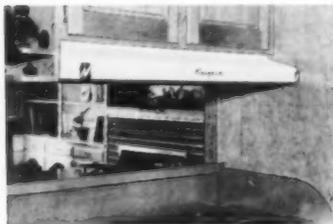
Circle No. 9066 on reply card, p. 206



**Storage wall fits with
gas appliances**

To complement the kitchen and its gas appliances . . . this St. Charles storage wall which offers six feet of space for hard-to-put-away items. Illustrated above is storage wall with deep sliding shelves, shallow sliding trays, revolving shelves, adjustable shelves. One unit is devoted to cleaning tools and supplies and is equipped with hooks and shelves for this purpose. Not open above are three compartments for standard or rotary trays. Ample drawer space below. From St. Charles Kitchens, Attn. Homer Price, Dept. AB, St. Charles, Ill.

Circle No. 9067 on reply card, p. 206

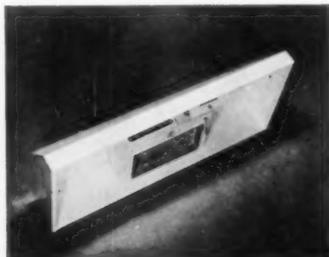


**New stove hood assures
cool, odor-free kitchen**

A cool, clean, odor-free kitchen is

assured by the makers of Rangaire Kitchen Stove Hood. Easily installed in new or completed construction, this undercabinet hood promises efficient and trouble-free operation. Cooking fumes, odors, etc. are quickly and quietly removed at approximately 300 CFM by Rangaire's squirrel-cage-type blower. Other features: toggle switches, frosted light panel, chrome trim, permanent type aluminum foil filter removable for easy cleaning. From Roberts Manufacturing Co., Dept. AB, Cleburne, Tex.

Circle No. 9068 on reply card, p. 206



**Ventilating hood planned
for ease of installation**

Simple installation of this under-cabinet kitchen ventilating hood is promised by Cole Mfg. The new Champion has a self-contained exhaust unit, comes in 42" and 36" widths, has center venting to allow the fullest possible use of upper cabinet space. Just seven inches high by 18 in. deep, the unit has an automatic switch for exhaust operation, pull chain for lighting, comes in either white or copper. Information from Cole Manufacturing Co., Attn. F. Goode, P. O. Box 4103, Austin, Tex.

Circle No. 9069 on reply card, p. 206

**Built-in cooking tops
in a variety of finishes**

To meet various decorating demands for the built-in cooking top, Magic Chef presents its unit in a variety of sizes and in brushed chromium as well as white porcelain. Burners have low btu pilot lights, a tray to catch spillovers and a movable splashback to protect the cabinet. Flexibility of installation permits placing them



wherever needed in the right number. Matching oven units fit 24" kitchen cabinets, has automatic timer. From Magic Chef, Inc., Dept. AB, 1641 So. King's Highway Blvd., St. Louis, Mo.

Circle No. 9070 on reply card, p. 206



**Broiler and rotisserie
can be built-in**

Built-in, casual convenience is suggested by Madsen Range with its Char-Rock broiler combinations for the kitchen. Unit, which heats to desired temperature with all types of gases, is easily built-in to kitchen or patio installations. Cooks without the smoke and odors of charcoal. Cool control panel, chrome-plated broiling grid, constant burning pilot, stainless steel or baked enamel finish, optional rotisserie, lifetime Char-Rock coals. List: \$74.95 from Madsen Range Co., Attn. John Ferlin, Dept. AB, 2430 E. 30th St., Los Angeles 58, Calif.

Circle No. 9071 on reply card, p. 206

MORE COOKING REFRIGERATION EQUIPMENT, P. 144 ▶

YOUR CUSTOMERS WILL REALLY APPRECIATE THIS CONVENIENCE FEATURE

Garbage and Trash-free homes



Consumes 1½ bushels of garbage and trash in 1 hour.



No sorting or separating—just Drop it—Set it—Forget it—that's all!



Can be installed anywhere a class "A" flue is accessible.



Operates silently and efficiently for just pennies a day.



No unsanitary garbage can or unsightly trash burner to mess up the yard.



The ONLY home incinerator bearing both the Good Housekeeping Guaranty Seal and American Gas Association Approval.



GAS
CALCINATOR
hi input
HOME DISPOSAL

PUTS A BIG SALES PLUS IN YOUR HOMES

Your customers will like the fast, easy way the CALCINATOR HI-INPUT disposes of both the daily household garbage and trash.

You'll like the easy installation and the BIG sales boost it gives your homes.

MAIL COUPON TODAY

CALCINATOR CORPORATION

28TH AND WATER STREETS, BAY CITY, MICHIGAN

Gentlemen: Please send complete information on the Calcinator Hi-Input Disposal.

NAME _____

COMPANY NAME _____

STREET _____

CITY _____ ZONE _____ STATE _____

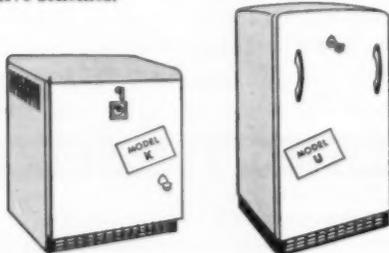
you can't miss



Profit with Packets

The NATIONAL-U.S. PACKET
all-in-one . . . automatic
HOME HEATING UNIT affords
outstanding features you can
turn into profits

1. ADAPTABLE TO ALL LOCATIONS . . . with any form of forced hot water heating . . . radiant panels . . . radiant convectors . . . baseboard heating . . . and radiator heating.
2. LOW INSTALLATION COSTS . . . Packets are factory-assembled and shipped as one unit comprised of burner, boiler, domestic water heater, controls, and all accessories. Only simple connections are required.
3. ELIMINATION OF SEPARATE HEATERS . . . built-in water heater eliminates the need for a separate water tank and heater with their attendant installation costs.
4. EFFICIENT USE OF SPACE . . . compact size conforms with modern arrangements of using space efficiently.
5. ECONOMICALLY PRICED . . . low first cost makes the Packet suitable for homes priced within the budget range of a huge segment of buyers.
6. WINS CUSTOMERS AND PROSPECTS . . . Packets provide the heating comfort, heating economy, and plentiful domestic hot water that home-owners need and enjoy. They're smart in appearance and their white enameled jackets harmonize with all decorative schemes.



National-U.S. Radiator

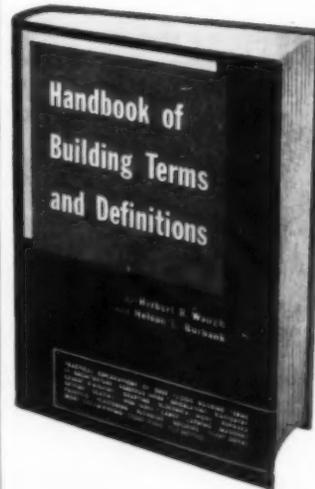
CORPORATION

HEATING AND AIR CONDITIONING DIVISION
Johnstown, Pa.

If some building terms
PUZZLE YOU . . .

BANK-RUN is not a panic.
BUS CONDUCTOR is not a fare grabber.
FISH PLATES are for beams, not breams.

. . . this is a book
you need!



By
Herbert R. Waugh
and
Nelson L. Burbank
Former instructors in construction and building trades, Bridgeport, Connecticut and Cincinnati, Ohio schools.

422 PAGES

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TERMS

HUNDREDS OF
ILLUSTRATIONS

BEING SURE of the correct meaning of any building term can often mean money to you! And with many thousands of such terms in use, not even the most experienced can be

positive regarding the meanings of them all. The only safeguard is to turn to an accepted authority.

Such authority may be a regular dictionary, yet not even in Webster's Unabridged will you find many of the terms which are constantly cropping up in the building industry. That is why the authors, Waugh and Burbank, who knew that they and their fellow teachers needed a specialized book of definitions, decided to compile one. Then, while talking to contractors, builders and architects about the project, it was discovered that they, too, needed it just as badly. The result is **The Handbook of Building Terms and Definitions**, product of many years of painstaking research, compilation and careful cross-checking.

The **Handbook of Building Terms and Definitions** is a compact, desk-size book approximately six by nine inches. The part of speech and correct pronunciation is given for each word. At the low price of only \$5.00 postpaid, this is a book which no one in the building industry can afford to be without. Order your copy today on the coupon below. Full refund will be cheerfully made if you are not completely satisfied that this book will prove useful.

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I enclose remittance of \$5.00. Please send me postpaid, one copy of **HANDBOOK OF BUILDING TERMS AND DEFINITIONS**. I have 10 days to examine the book and, if not satisfied, can return it within that time for full refund.

Name

Address

City, zone, state

How to pick the Built-In Range that will sell hardest for you

1. Pick the built-in with the most features. Builders tell us just *any* built-in won't do the trick any more. Today, your prospects *know* which features to look for...and only nationally advertised Suburban has so many. Features such as smokeless, closed-door broiling on gas models...full size, fully automatic oven...removable griddle with *extra* burner underneath...rotisserie...Auto-Temp Eye...40 Wife-Saver features in all!

2. Pick the built-in with the most eye-appeal. Suburban's Stainless Steel, Copper-Tan and 7 smart decorator colors give you the widest color line in the industry. And notice Suburban's sleek, streamlined appearance. Interchangeable color panels, too!

3. Have the widest choice of cook-tops possible. Why be limited to just a few arrangements? Suburban offers the widest choice of cook-top variations in the built-in range industry.

4. Be able to sell dependable performance. Suburban's system of quality control lets you assure your prospects of more dependable, trouble-free performance than any built-in range has ever offered.

5. Get the full Suburban story. Suburban is more than a range—more than a built-in. Builders acclaim it as one of the hottest selling tools in the housing market today. The coupon below will bring complete information. Mail it now!



Cabinets by Scheirich... Vinyl Flooring by Robbins

suburban
AMERICA'S FINEST BUILT-IN RANGE

GET FULL DETAILS NOW—AT NO OBLIGATION!
Samuel Stamping & Enameling Co., Dept. AB-96 Chattanooga, Tenn. At no obligation to me, please send complete information on Suburban Built-In Ranges.

Name _____ Title _____
Firm _____
Street _____
City _____ State _____



*Close the sale
... in the kitchen!*

New Universal Built-in Gas Range

Easier to install! Easier to service! Easier to sell!

You put dramatic new sales appeal where *she* can't resist when you make the kitchen truly modern with this new Universal Built-In Gas Range.

Custom built to Universal's famous standards of precision and performance, these brilliantly-styled oven and surface units give her *every* modern cooking feature right where she wants it. And she can choose from sparkling white, brilliant yellow, brush chrome or shimmering copper.

From *your* standpoint, too, Universal Built-Ins offer many practical advantages. Surface units are easier to install because leveling problems are quickly solved by concealed adjustment screws. Complete oven-broiler units fit flush without extrusions. And servicing is simplified by removable surface plates and burners.

Ask your Universal representative for full details of this new home-selling feature, or write direct today.

another **fully automatic**

Universal  Gas Range by

Cribben & Sexton Co., 700 North Sacramento Boulevard • Chicago 12, Ill.

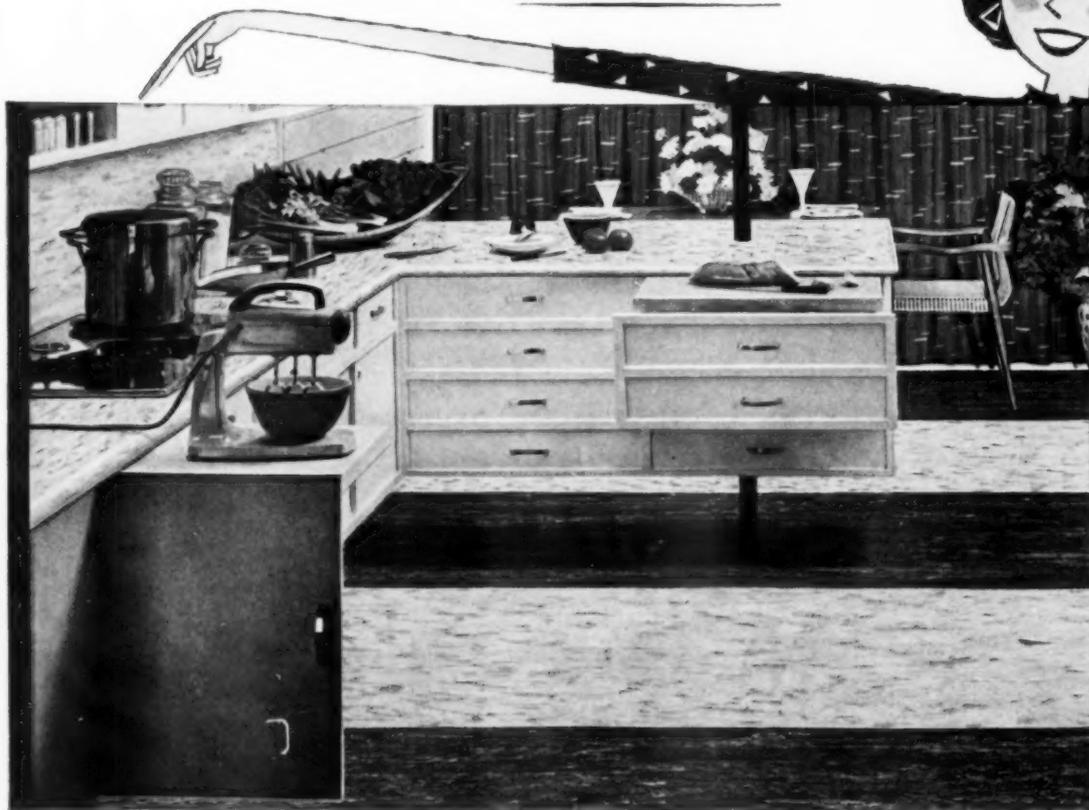
(AGA Advertising Continued)



Standard 24-inch cabinet or counter top is ideal for surface units. Each is equipped with two full-size burners, convenient front controls. Entire unit fits flush without gaskets. Levels by handy adjustment screws.

Oven-broiler unit is complete, compact, fully automatic. Big 17-inch precision oven and radiant broiler are Fiberglass insulated, fully ventilated. Installation conceals all screws behind seamless stainless steel strip.

Match plastic counter to plastic floor—
to Sell More!



Gold Seal NAIRON* "CORRELATED COLORS" STANDARD

Sell the kitchen that sells the home!

Homemakers can't resist the beautiful harmony of NAIRON Standard plastic color-keyed floors and countertops. Especially when you point out the almost unlimited possibilities for custom design . . . the outstanding wear . . . the easy care!

Gold Seal NAIRON Standard for floors and walls, and Nairontop* for countertops make a time-saving, work-saving team! Their satin-smooth surfaces seal out dirt . . . make cleaning so easy. Grease, grime and spills wipe up with a damp cloth. Household acids and solvents won't harm them! Floors are quiet and comfortable, countertops muffle the clatter of kitchenware. Decoration goes through to the backing.

Color correlated Gold Seal NAIRON Standard Plastics have been seen by millions of readers of these outstanding magazines—"Better Homes and Gardens," "House Beauti-

ful," "Living For Young Homemakers," "Life," and "Look." Cash in on your share of these pre-sold customers!

SPECIFICATIONS

For Floors: Install Nairon Standard 6-ft. wide yard goods over suspended concrete and wood under-floors. Install Nairon Standard 9" x 9" tile goods over on-grade concrete or over suspended concrete or wood under-floors.

For Walls: Install Nairon Standard yard goods and tile over smooth walls.

For Countertops: Install Nairontop over smooth surface working areas. Nairon Standard is available in 20 marbleized tile and yard goods, 11 "Bermuda Hues" tile, and Nairontop 30", 36", 42" widths in 7" "Marble" and 8 "Bermuda Hues."

SEE YOUR GOLD SEAL DEALER TODAY!

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
PRINTED FLOOR AND WALL COVERINGS—Congoleum® and Congowall®
RUGS AND BROADLOOM—Loomweve®

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FOR THE LOOK THAT'S YEARS AHEAD

Gold Seal®
FLOORS AND WALLS

*Trademark



For love at first sight

In kitchens, high-style natural wood is the thing to capture the hearts of your feminine prospects. And, among natural woods, *birch* seems to glow with a special "come-hither" warmth—as in this kitchen with its completely modern Curtis natural birch cabinets. On the practical side, simple, uncluttered cabinet surfaces like these are easy to keep looking their best...require the minimum of care...withstand the hard knocks of constant use! And Curtis wood cabinets may be decorated as desired by the owner—and changed at will.

Curtis natural birch kitchens have good looks in full measure—and for maximum convenience they are "woman-designed."

CURTIS

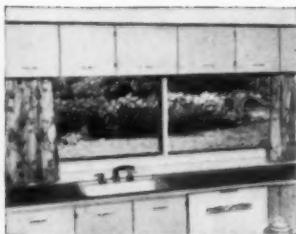
W O O D W O R K

Some sales-making features of Curtis kitchens



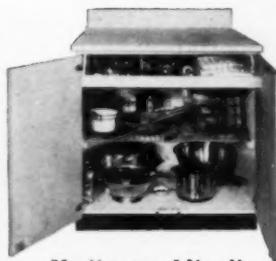
Pull-out trays

These convenient trays are made in 7 widths ranging from 15" to 36". All trays are made with depths of 4 1/4".



Over-window cabinets

Small cabinets over the windows provide extra storage space for seldom-used articles that every home has.



No "scrambling"

This Curtis pan unit with tray at top and sliding wire shelf is made in 9 widths... 12" to 36". Real flexibility!



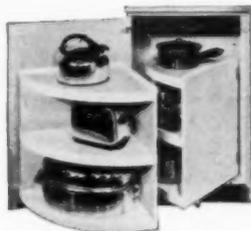
Swing shelves

For use in a square corner, these swing shelves utilize the entire storage area. The inside shelves are fixed.



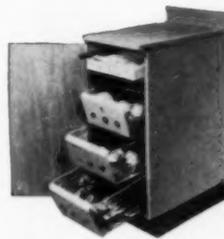
Opens on both sides

Two trays and sliding table are accessible from both sides in this unit—an attractive, modern convenience.



Women love this unit

Swing shelves installed in base square corner unit—a dramatic, eye-catching feature that multiplies space.



For fruit and vegetables

These sliding bins may also be used for pan or other storage. Extremely handy—provide quick accessibility.



Tray storage

Always useful... a unit with sliding tray and removable dividers. Made in 12" and 15" widths for your choice.

show her a CURTIS kitchen

Made like fine furniture, these sturdy wall and floor cabinets embody the work-saving features women say they want *most*. That means such modern features as revolving shelves, swing shelves, pass-through shelves, slide-out bins, special units for pans and cutlery—and a host of others.

And for *you*, Curtis cabinets have a special kind of convenience. They are made in sizes to fit every shape of kitchen, large or small. They come as

cartoned units, ready to join together in almost any arrangement. Installation time is kept to the minimum—a big help in reducing costs.

Curtis kitchen cabinet units are sold by leading lumber and building material dealers in most parts of the country. Complete information, literature and specifications on Curtis kitchens are yours for the asking. Mail the coupon—or get in touch with your Curtis Woodwork dealer soon.

Heart of the Home



Curtis Companies Service Bureau
200 Curtis Building
Clinton, Iowa

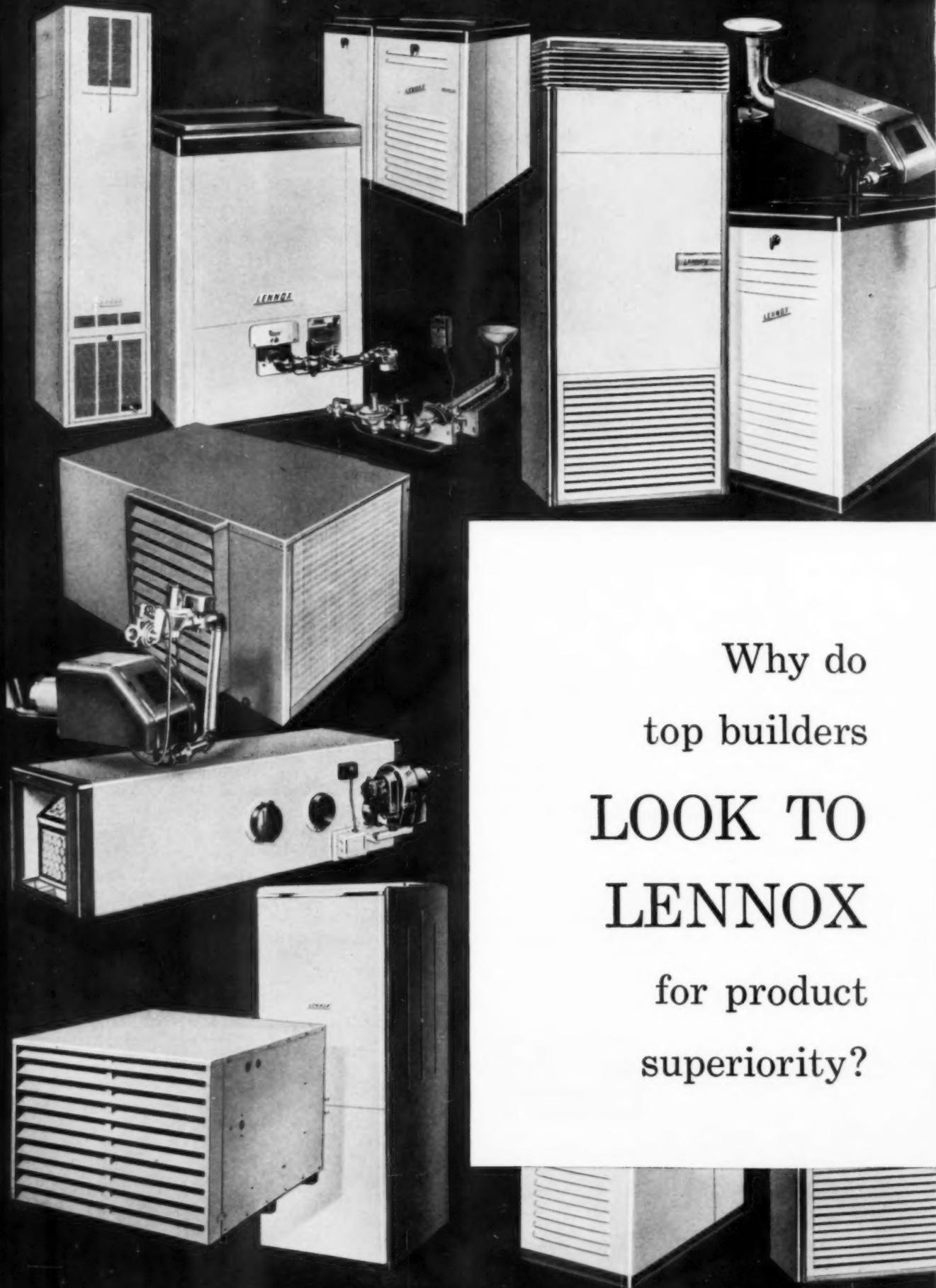
AB-9-56

Please send booklet on Curtis kitchens and tell me where I can buy them.

Name

Address

City State



Why do
top builders
LOOK TO
LENNOX
for product
superiority?



It's the world's most complete line of warm air heating and air conditioning units made by the pioneers in the science of conditioning air

In one out of every nine new homes across the nation, you'll find Lennox equipment—forced warm air heating, air conditioning, or both. And for a very sound reason! Lennox makes properly-designed equipment for any home, regardless of its size or design: units for basement, attic, closet, utility room, or crawl space.

Take heating: there are up-flow, down-flow, horizontal-flow units (capacities of 70,000 to 225,000 Btu's), using gas, oil, coal, or LP gas. Take cooling: there are air-cooled and water-cooled units in two- to six-ton sizes, that use the same blower, filter and ducts as the heating system. All are engineered so they're easy to install, simple to service, economical to operate.

Look to Lennox for superior service, too. More than 5600 factory-trained dealer-experts—one right in your community—are waiting to serve you. No headaches for you. Your Lennox dealer helps you plan, installs on schedule, even helps you with your promotion efforts. *And look to Lennox for selling support,* with exclusive national ads that sell home ownership, and tested promotion kits that help you turn home-owning interest into sales. Send now for the new Lennox merchandising kit, prepared by experts, proved by actual use.

Product superiority, dealer service, selling support—three good reasons why you should start looking to Lennox, today!

It pays to do business with

LENNOX

through more than 5600 dealer-experts



HEATING - AIR CONDITIONING

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.



An automatic sales clincher
for home builders...

The Bendix Gas Duomatic!

WASHER-DRYER ALL IN ONE

Builders coast to coast are installing Bendix Gas Duomatic Washer-Dryer combinations—advertising them—selling them as a plus that proves their homes are geared to modern living.

This completely automatic washday appliance consistently helps move homes. Six out of ten housewives, in a national survey, wanted Bendix Duomatic as their next washing appliance. Hundreds of thousands have been installed in the four years since their introduction.

Gives you a "Laundry Center" to advertise.

Advertise the first-floor location of the Bendix Duomatic as a step-saving modern feature of your homes. Use this appliance as a closer. It sells for you . . . and at low cost.

Economies for builders . . . space saving, too!

Bendix Duomatic eliminates set-tubs; requires no complicated installation; needs no finished basement. Saves space, too. Fits snugly into floor plans as no separate washer and dryer "pair" can. Requires only 36 x 26 $\frac{3}{4}$ inches of floor space. Figure

these economies against the low builder's cost for Duomatics and you will find that the extra sales allure it gives your homes costs very little indeed.

Automatically washes—then dries in one cycle.

The Bendix Duomatic is the perfect all-in-one machine that needs no watching whatsoever. With just one setting the Duomatic takes over the job of washing and drying clothes to perfection. Uses less water; less detergent. Women want its work-saving, money-saving features.

For more detailed information, write to Department AB-100, Crosley and Bendix Home Appliances Division, Avco Manufacturing Corporation, 1329 Arlington Street, Cincinnati 25, Ohio.

bendix
HOME APPLIANCES
DIVISION OF AVCO MANUFACTURING CORP.
CINCINNATI 25, OHIO



Strongest way to bring on the buyers...



Sell with a brand name they know and want!

IN today's competitive building market, you want all the sales sock you can muster. The kind of pull-power you get with Mueller Climatrol all year air conditioning!

Think about it. You offer the appeal of luxury along with the down-to-earth pleasure promise of full-time comfort conditioning. And you do it with Mueller Climatrol — a reputation for quality that doubles the impact.

Want a more complete look at the rosy sales possibilities? Write direct, or...

See the man from

Mueller Climatrol

Dept. 96, 2021 W. Oklahoma Ave., Milwaukee 15, Wisconsin

**When they ask about GAS heat...
COME BACK WITH THE BEST!**

For every size of home in your line, there's a capacity-matched, builder-priced Mueller Climatrol Suburbanaire® heating unit. Choose from highboys, lowboys, horizontals, counter-flows and year-round air conditioners (shown) . . . for natural or manufactured gases. All this,



plus a host of sales-winning features: up-draft design . . . super-sized blowers . . . and deep-drilled, cast iron, raised port burners — each design-mated to the unit in which it's installed.

Caloric Built-In Gas Ranges with THERMO-SET

Selected by NBC-TV for the "HOUSE THAT **HOME** BUILT"...

the national promotion to provide the "HOME" show audience with homes that are the last word in popular appeal, with every convenience that American men and women want. Three "houses that HOME built" are actually complete on Long Island and many more are being readied for construction and sale throughout the nation . . . and, of course, every "house that HOME built" features Caloric Built-In Gas Ranges . . . the tops in selling homes.



Caloric and HUGH DOWNS on the "HOME" Show

Super-salesman Hugh Downs presells for you Caloric Gas Ranges with THERMO-SET on the NBC-TV "HOME" show . . . the favorite nation-wide television show that goes right to the heart of home-buying America and sells millions of homemakers . . . your customers.

Caloric Appliance Corp.
Topton, Pennsylvania

Name _____

Address _____

City _____

Zone _____ State _____

AB



Caloric Built-In Gas Ranges with THERMO-SET give your homes consumer appeal that makes buyers out of shoppers. Nationally advertised on the famous "HOME" show, featured in the NBC-TV "house that HOME built" promotion, and having all the wanted features modern home buyers demand, Caloric makes your kitchens into sales-rooms.

And Caloric has THERMO-SET, the thermostatically controlled top-burner that makes every utensil "automatic" . . . just a turn of the THERMO-SET dial and the exact food temperature desired is maintained.

Yes, Caloric Built-In Gas Ranges lead the way in selling features:

8 BEAUTIFUL COLORS . . . black, white, coppertone, pink, and pastel shades of yellow, blue and green. Satin finish, also.

SMOKELESS BROILING . . . that only gas can give.

EYE-LEVEL CONTROLS . . . no squinting, no stooping.

AUTOMATIC OVENS . . . automatic clock control, oven timer, oven heat control. *AND* CALORIC Built-In Gas Ranges can be installed at any height, in any material to give you design flexibility that meets the modern trend.

Write today for full information on Caloric Built-In Gas Ranges with THERMO-SET.

Selective "Mortgage Money" Requires Quality Heating at Lowest Cost

PROTECT YOUR INVESTMENT WITH NEW 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 new VULCAN TRIMLINE BASEBOARD.

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

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



New TRIMLINE
Is Available
In Two Styles
— Style 1000
— Style 800

TRIMLINE

Manufactured in Canada
Under the Trade Name
"Heal"
by

Vapor Heating
Corp., Ltd.
3839 Courtoi Ave.
Montreal, Canada

NEW TRIMLINE TAKES UP 16% LESS SPACE

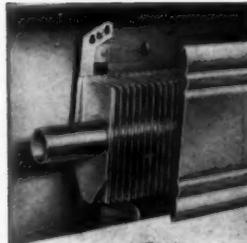
Now — another new TRIMLINE designed to take up 16% less baseboard space. Overall depth for recessed or non-recessed installations has been reduced, allowing more floor space.

Before You Contract . . .

. . . for heating in your new homes, be sure you get the TRIMLINE story from your Plumbing & Heating Contractor.

In The Meantime . . .

. . . write today for the free TRIMLINE Catalog 54, 12 pages of valuable information on quality, low cost heating.



NEW ROD HANGER — 3 "key-hole" slots at different heights provide pitch adjustments for element, quickly, accurately.



POSITIVE POSITION DAMPER — provides positive control of heat output independent of system controls.

The VULCAN Radiator Company

775 CAPITOL AVENUE
HARTFORD 6, CONN.

THE VULCAN RADIATOR CO.

775 Capitol Avenue.
Hartford 6, Conn.

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.

NAME

COMPANY

STREET

CITY ZONE STATE



Kitchen cabinets designed to match cooking units

Youngstown Kitchen cabinets specially designed for built-in Tappan gas surface cooking units and ovens are suggested by the maker for a perfectly matched kitchen decor. Ventilating cabinets as well as a complete line of matching utility and storage cabinets complete the installation. Besides Tappan installation cabinets, firm offers oven cabinets and wrap-around jackets for ten other brand ovens and ranges. Information from Youngstown Kitchens Div., Attn. John B. Byers, Dept. AB, Warren, Ohio.

Circle No. 9072 on reply card, p. 206



"Retained-Heat" range cooks after gas is turned off

Globe's Model D40CAWV-I, is one of its 40 in. series of "retained-heat" ranges, designed to cook after the gas turns off. Automatic Tel-Tru time control turns gas off automatically and "retained-heat" cooking is insured by heaviest super insulation, automatic oven damper vent, tension-sealed oven door and massive oven bottom plate. All-porcelain range top, visual door, two large storage compartments, lighted backguard control panel, eight-piece condiment set. From Globe American Corp.,

Dept. AB, Merchandise Mart Plaza, Chicago 54, Ill.

Circle No. 9073 on reply card, p. 206



Gas-generated barbecue for indoors or out

A new barbecue-broiler designed for simple installation indoors or out, has been announced by Char-Rock. Generated by gas, either bottled or local piped, the unit has a solid four-inch bed of Char-Rock between the gas flame and the food, which becomes hot enough to cook food with a penetrating, radiant heat. Rock, which is volcanic, will last for years even under continued use. Package contains grate, frame, refractory bricks, steel retainer, cement, burner equipped for gas hook-up. From Char-Rock Products, Dept. AB, 3930 Central Ave., Indianapolis, Ind.

Circle No. 9074 on reply card, p. 206



Built-in gas oven, burners completely automatic

Gaffers and Sattler has a new built-in automatic gas oven and burners which feature an Oven-Sentinel automatic roasting control. Dial of the sentinel can be set to any cooking degree, stainless steel probe inserted in meat and oven turned on. Oven shuts off automatically when roast is completed. Unit also

has a ten-position Broil-A-Vator and rotisserie and a top burner timer that automatically shuts off the burner when cooking time is completed. Gaffers & Sattler, Dept. AB, 14851 S. Alameda St., Los Angeles, Calif.

Circle No. 9075 on reply card, p. 206



Streamlined stainless steel units build in to counters

Preway's Countertop unit comes in both two- and four-burner models. The built-in gas units are of stainless steel and streamlined in style to present an attractive kitchen appearance. Countertops have cast-iron burners mounted in spill-over drip trays; burner box fully porcelainized for easiest cleaning; fully automatic pilot lights for instant ignition; special gas filter. Information from Preway Inc., Dept. AB, Wisconsin Rapids, Wisc.

Circle No. 9076 on reply card, p. 206

FOR MORE ON COOKING AND REFRIGERATION, SEE P. 82

Laundry equipment . . . more of the latest in washers and dryers

Laundry equipment trends include newer, compact styling which allows the unit to be built into kitchen or laundry or installed in minimum of space . . . larger capacities of wash at one filling for growing families . . . automatic controls for ease of operation as well as safety assurance . . . new "soft drying" methods.

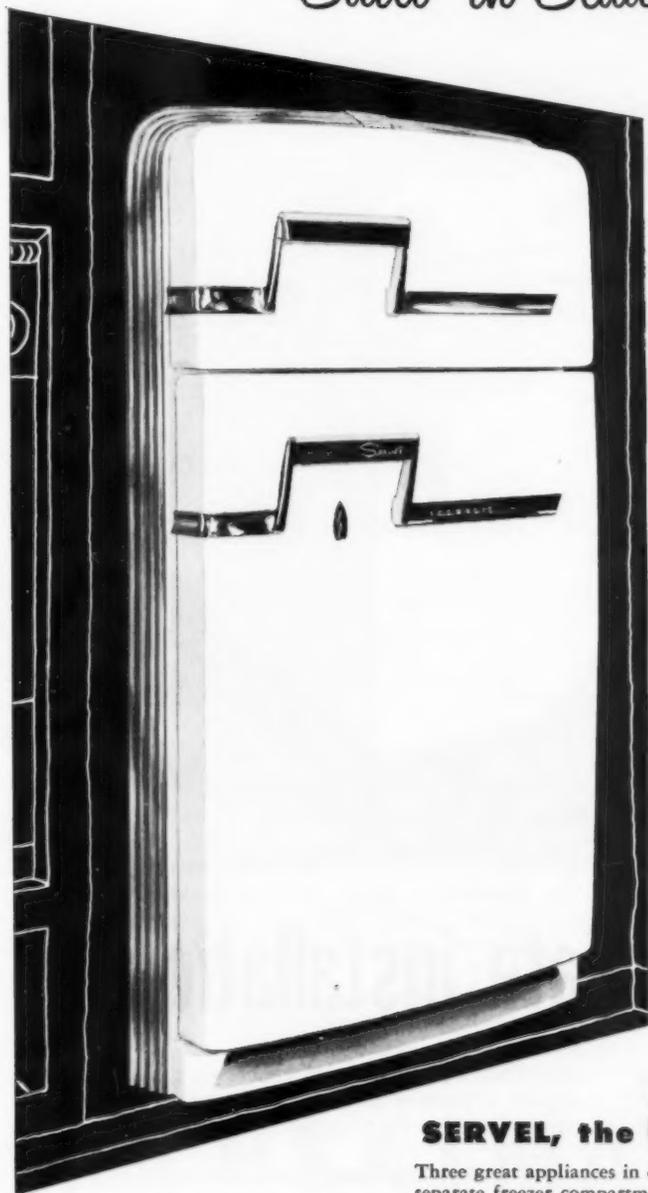
(Continued on p. 148)

Servel adds extra values to your homes!

Servel PERMANENTLY SILENT, VIBRATION-FREE

Built-in Beauty WITH THE EXCLUSIVE

Automatic Ice Server



**MAKES and SERVES
ICE CUBES AUTOMATICALLY!**

Have your prospect take one cube or a handful from the Servel Automatic Ice Server Refrigerator. *No trays to fill, spill or forget to refill.* This dramatically demonstrates the "extra values" your homes offer.

With handsome polished aluminum trim bezel, a built-in Servel is as practical as it is beautiful. Its motorless gas freezing system operates silently, can't transmit vibration through the walls. Long, dependable service is assured by 10-year warranty, *twice as long as any other.* One year on entire refrigerator, nine additional years on sealed freezing system.

SERVEL, the Gas refrigerator

Three great appliances in one! Automatic defrosting refrigerator, separate freezer compartment, Automatic Ice Server. Longest life with continued low operation cost. Choice of seven models. Install built-in or free standing.



Servel, Inc., Evansville 20, Indiana

In Canada, Servel (Canada) Ltd., 548 King Street W., Toronto, Ontario



Ready for immediate installation

Packaged Heatmaster heating unit is easily the best way to winterize a home!

C-E has designed this small gas fired home heating unit for use with any type of hot water radiation. It is shipped as a *completely assembled* boiler—absolutely no on-the-job assembly is required! Occupies

only four square feet of space. Can be installed almost anywhere in the house. Approved for use on combustible flooring too!

Pre-engineered and packaged

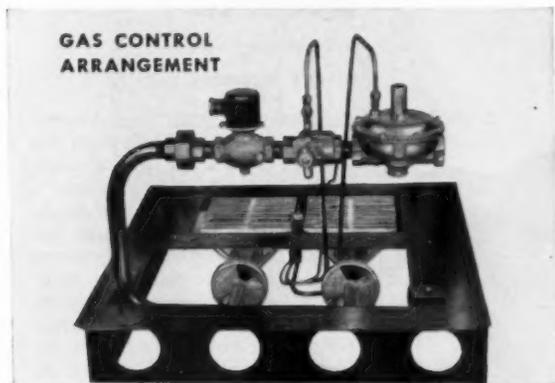
Simple gas and water connections to boiler are made external to the unit. No assembly or connections necessary to be made within the cabinet. All operating parts are in place for easy installation. Every C-E Home Heating unit is equipped with

these standard furnishings: Circulator, expansion tank, gas regulator, gas automatic pilot and safety valve, gas flue diverter (draft hood), control relay, gas control valve (solenoid), tube brush, temperature, pressure and altitude gauge, drain valve, manual air vent and complete internal wiring and piping ready for system hookup.

Patented features

C-E's patented aluminized steel burners are designed for use with all domestic gas fuels. The gas control arrangement, consisting of gas pressure regulator, automatic safety cut-off and solenoid is in place and is readily accessible for easy servicing.

The boiler heating surface consists of 92 feet of 1" steel tubing. Tubing is bent by C-E's exclusive process and welded in accordance with ASME code.



**GAS CONTROL
ARRANGEMENT**

**BOILER
HEATING
SURFACE**



About C-E

The C-E domestic home heating unit is built by Combustion Engineering, one of the world's largest manufacturers of steam generating equipment, with 70 years experience and "know how." Combustion Engineering is currently designing a steam generator for the Philadelphia Electric Company power station which will be the most efficient station in the world. This C-E steam generating equipment is being designed for 6000 psi to produce steam at 1200°F. This will be the highest pressure and temperature ever projected for utility stations. This is an example of the kind of work that typifies the company behind the C-E home heating unit.

Small radius bends and compact tube arrangement make for maximum transfer of heat to water. Small water volume of the C-E boiler (approximately 3 gallons) provides efficient utilization of fuel and practically instantaneous response to heating demands.

Add air conditioning

Homeowners desiring the comfort of air conditioning can add a chiller unit to the system at a later date. The boiler is specifically designed for this addition. If C-E room convectors are used and piping properly insulated with original heating installation, the summer air conditioning can be accomplished by simple interconnections between boiler and chiller units.



Take advantage of the many benefits C-E Heatmaster Home Heating and Air Conditioning offers by sending for more information now.



HEATMASTER

The easiest way to winterize a home

COMBUSTION ENGINEERING INC., Home Equipment Division, 911 West Main Street, Chattanooga 1, Tennessee



IT'S
WONDERFUL!



the world's most
complete line of
KITCHEN STOVE HOODS

featuring the
Rangaire

Model UC2



Outstanding star of the Ranger line of kitchen stove hoods is the famous Rangaire... an easily installed undercabinet hood with handsome chrome trim, frosted light panel and permanent-type aluminum foil filter which is removable for easy cleaning. Whisks out heat, greasy fumes and cooking odors at approximately 300 CFM. Investigate! Compare!

LIST

- WHITE BAKED ENAMEL \$64.95
- COPPERTONE BAKED ENAMEL \$69.95
- HAND-RIVETED SOLID COPPER OR STAINLESS STEEL \$114.95

For 42" size or less

Prices slightly higher on West Coast and in Northeastern States.

USE COUPON

for information on complete line

- ISLAND TYPE
- CANOPY TYPE
- CUSTOM MADE HOODS

for New Construction or Modernizing

ROBERTS MANUFACTURING CO. • P. O. BOX 177 • CLEBURNE, TEXAS

AB 9-56

NAME _____

ADDRESS _____

CITY _____ STATE _____

1956 BUILDERS' REPORT:
SMARTEST USES OF GAS YET

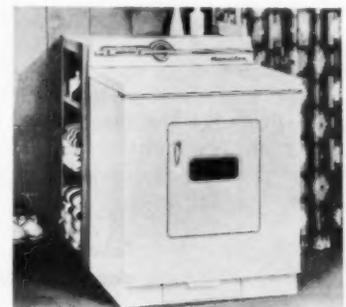
LAUNDRY EQUIPMENT



Special filter cleanses
dryer's incoming air

Air intake of the Rheem Wedgewood dryer is filtered through this multiple layer of fine metal mesh, easily cleaned by holding under a laundry faucet. From this intake air is pulled in, warmed and circulated to the two drying systems which operate at the same time: one a gentle dry for woolsens, nylons and other delicate fabrics, the other regular tumbler drying for heavy wash. Dryer can be installed flush to wall and vented in any direction. More information from Rheem Manufacturing Co., Attn. James Krohne, Dept. AB, 7600 S. Kedzie Ave., Chicago 29, Ill.

Circle No. 9077 on reply card, p. 206



Automatic dryer features
touch and go controls

Touch and go controls, automatic ignition, and a Sun-E-Day ultra violet lamp are among the features of Hamilton's gas clothes dryer, Model 295G. Capable of handling a washer load of nine lbs., with
(Continued on p. 150)

"SAFETY-SYSTEM" INDIVIDUAL GAS VENT TABLES

4 INCH
SIZE

VENT DIAMETER, INCHES	LENGTH OF LATERAL, FEET	Total Height of Vent (in feet) from Draft Hood to Top								
		4	6	8	10	15	20	30	40	50
		Allowable Span of Vent Operation, Expressed as Rated Hourly Heat Input (1000 BTU Per Hour) of Gas Appliance Being Vented.								
4 INCH SIZE	0 (No lateral)	6 to 80	7 to 86	8 to 95	11 to 102	14 to 115	18 to 120	33 to 131	46 to 137	61 to 140
	2	6 to 57	8 to 67	11 to 75	12 to 81	16 to 95	23 to 105	35 to 115	52 to 127	66 to 128
	5	7 to 55	11 to 64	13 to 71	16 to 78	22 to 91	27 to 100	41 to 113	55 to 120	77 to 123
	10	10 to 53	17 to 60	19 to 66	22 to 74	27 to 85	36 to 95	50 to 108	65 to 115	80 to 120
	15	12 to 50	27 to 54	29 to 63	31 to 69	35 to 81	44 to 90	59 to 102	72 to 110	94 to 115
	20	16 to 49	35 to 52	39 to 60	41 to 65	45 to 77	50 to 85	72 to 99	83 to 108	105 to 112
	25	25 to 46	45 to 49	48 to 56	50 to 62	55 to 73	60 to 79	79 to 95	S and C	S and C
	30	S and C	S and C	S and C	S and C	S and C	S and C	S and C	S and C	S and C

Shown above is 1 of 10 Metalbestos tables for gas vent installations.

a new building standard for gas from the leaders in gas venting

In 1946, the Metalbestos Division of William Wallace Company developed the first scientifically correct gas vent. Now Metalbestos introduces the first scientific standard for gas vent installation—"Safety-System" Gas Vent Tables. Both are based on William Wallace President *Kinhead's Equation*, accepted by AGA as "... the most general approach to vent operation yet developed."*

Primarily for heating contractor use, these new gas vent tables cover all types of individual and combined vent designs... make it easy to do a streamlined installing job that's sure to be safe. Specifically developed for use with Metalbestos double-wall pipe, the

tables give builders positive assurance of trouble-free gas venting for the life of their homes.

Why not order your free copy now?

"Safety-System" Gas Vent Tables can be a great help to your architects and engineers in determining the space requirements for vent installations. For your copy, contact the nearest Metalbestos supplier—or write to Dept. YY-9.

ANOTHER FIRST BY THE LEADER IN GAS VENTING



Stocked by principal jobbers in major cities. Factory warehouses in Atlanta, Dallas, Newark, Des Moines, Chicago, New Orleans, Akron

*AMERICAN GAS ASSOCIATION RESEARCH BULLETIN NO. 69

HERE IS WHAT MOST PEOPLE WANT IN

COOKING VENTILATION



MOST FAMOUS NAME
Vent-A-Hood
IN COOKING VENTILATION

COLOR MATCHING
Plus Choice of Trim
To Blend with Kitchen

Range Size Hood
For Complete
Collection of Heat

Spread Out Air Flow
For Thorough Vapor Removal

Heat Protected Exhaust Blower
with Time-Saving Grease Removal
and Fire Protection Features.

Long 18" Tube Lighting for Most
Thorough Indirect Light-flooding
of Cooking Area.

Full Protection of Back Wall

... FULLY COVERS ALL YOUR COOKING VENTILATION NEEDS

EASIER TO INSTALL IN ANY KITCHEN

Complete mounting frame gives solid, permanent attachment on any type wall construction ... at half the ordinary installation cost. Stops noise. Prevents vibration



COLOR MATCHED TO YOUR KITCHEN

Color matching and beautiful metallic finishes are standard. Vent-A-Hood has the widest choice of trim to blend with your individual kitchen. Scallops ... shining gold or chrome ... even satin black.



ADAPTABLE TO ANY KITCHEN

Vent-A-Hood is available in the largest array of designs and models to fit every conceivable kitchen arrangement. Vent-A-Hood gives you the adaptability for your individual kitchen at a production line price.



LONG LASTING TROUBLE-FREE SERVICE

The heavy duty power unit is sealed away from the heated vapor and is designed for lifetime service. Vent-A-Hood motors, in daily service for 20 years, have shown no appreciable wear. Wiring is asbestos coated and enclosed in steel tubing for permanency and safety.



Please send more information about Vent-A-Hood Cooking Ventilation

Name _____

Address _____

City _____ State _____

There are Vent-A-Hoods for standard ranges, for built-in ranges, for cooking islands, for cooking peninsulas, for built-in ovens, between cabinets, under-cabinet hoods and for open walls.

Vent-A-Hood

1903 Plantation Rd. • Dallas, Texas

HOME COOKING VENTILATION SPECIALISTS

1956 BUILDERS' REPORT:
SMARTEST USES OF GAS YET

LAUNDRY EQUIPMENT

drying time at 30 to 40 min., the unit operates on all kinds of gas at 18,000 btu per hr. Safety devices include automatic pressure regulator, a burner which cannot wear out, gas filter to remove dust and tar for proper pilot operation. List: \$269.95. Hamilton Manufacturing Co., Attn. C. Pehowski, Dept. AB, Two Rivers, Wis.

Circle No. 9078 on reply card, p. 206

FOR MORE ON LAUNDRY EQUIPMENT, SEE P. 81

Hot water heating and incinerating . . . new products, new ideas

Hot water heaters move into the foreground . . . appliance-styling, decorator colors place them beside kitchen and laundry units . . . compact sizes allow for space-saving and built-ins . . . gas incinerators dispose of garbage and trash with minimum time, maximum safety . . . styling again suggests kitchen or utility room use.



Appliance styling given storage water heater

A gas water storage heater which can be completely built-in with piping and venting completely concealed is presented by Rheem for

(Continued on p. 154)

This is for me!

A WONDERFUL, WORK-SAVING REPUBLIC STEEL KITCHEN!

The sale of your homes can be an open-and-shut case in your favor when prospects step into your Republic Steel Kitchen. Drawers move smoothly on whisper-quiet nylon glides, with no side-to-side whip. Doors open a full 180 degrees. Even the most modest kitchen can boast features that reflect your thoughtful planning. A stainless steel sink, for example. Adjustable shelves that help meet FHA requirements and offer comfort-reach convenience. Extra, easier storage with inner sliding drawers. Built-in oven and range cabinets for the brand of built-in oven and range *you* prefer.

REPUBLIC STEEL MEANS SERVICE, ECONOMY

Republic Steel, alone, offers the economy of mine-to-market production. Dependable service. Planning guidance. Economical installation. Quality that eliminates expensive call-backs. Get the complete story from your Republic Steel Kitchens distributor, or use the coupon.

REPUBLIC STEEL KITCHENS *in Harmony Hues*

Classic White • Largo Yellow
Tempo Turquoise • Prelude Pink



REPUBLIC STEEL KITCHENS, Builder Sales
1038 Belden Avenue, Canton 5, Ohio
Send me complete information on Republic Steel
Kitchens and the name of my nearest distributor.

Firm _____

Individual _____

Address _____

City _____ Zone _____

County _____ State _____

AB-569

C-1328-A



Builders know this sign means

"Quality Heating is being installed"

Builders everywhere know how important quality construction and built-in conveniences are in closing a sale. Today's home buyer is looking for these features — without them he is not interested. It requires a big investment to buy a home and you can hardly blame the purchaser for making certain he is getting what he wants.

You can help meet these customer demands when you build homes equipped with NIAGARA furnaces and NIAGARA air conditioning units.

NIAGARA builds quality. NIAGARA builds comfort and convenience in every unit. NIAGARA builds heating and cooling equipment that will help you sell houses and provide years of service for your customers.

NIAGARA furnaces are gas or oil fired and available in many capacities and models to fit practically every home heating requirement. If you want the "cream of the crop" there is no finer furnace than the NIAGARA Series 50. For economy purposes the quality built NIAGARA Series 70 furnace "fits the bill".

So, plan now to include NIAGARA in your next development. It is your opportunity to offer quality heating and build profits for yourself.

For complete information, write direct or contact your NIAGARA Heating Contractor.

NIAGARA FURNACE DIVISION

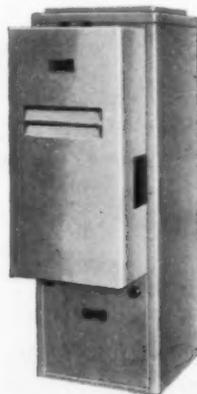
The Forest City Foundries Co.
2500 West 27th St. — Cleveland 13, Ohio

NIAGARA Series 50



The finest gas-fired furnace line available for home heating. Equipped with the exclusive NIAGARA cast iron heat exchanger and 3-speed blower. Completely automatic. NIAGARA refrigerated unit can be combined to provide the best in "year 'round air conditioning."

NIAGARA Series 70



The low-cost quality furnace line with High Bay, Down Flow and Basement Models. Completely automatic, gas or oil fired, available in a wide range of sizes.





Excite your prospects with a **TAPPAN** gas built-in ...
 the distinctive plus that closes your sale

Now—as easy and fast as you can complete an ordinary kitchen—you can put modern, beautiful, sales-building Tappan Built-In Ranges in your homes. New Tappan Gas Built-In Ovens set on standard 24, 30 and 36-inch cabinets.

The Tappan Lusterloy cooking top shown above drops into standard 24, 30 and 36-inch cabinets. You install it in minutes. Gas top units also available in 36-inch inverted "V" arrangement or 42-inch four-in-line.

Oven and surface units for every plan and price ...
 loaded with sell-on-sight features

You can choose the units to fit your plan and price. Ovens in smart Lusterloy or Copperloy finishes with solid or Visualite-Window doors. Surface units to fit any kitchen plan. And all of them have the quality cooking feature that has made Tappan the finest way to cook food.

Special deal for builders!
 Call, wire or mail this coupon today

No other built-in offers so many wanted features

- Superb cooking performance exclusive with Tappan
- Convenient Visualite oven window
- Best-baking chrome-lined oven
- Lift-Off oven door for easy cleaning
- Automatic clock controls
- One-hour timer and signal
- Separate roll-out broiler drawer

Choose Tappan gas built-ins in range of models to fit any price, any type home.



Dept. AB-96, The Tappan Stove Co., Mansfield, Ohio
 Please send me complete information on the new Tappan built-in range.

Name _____ Title _____

Firm _____

Address _____

City _____ State _____

I build homes

I remodel homes

use in a kitchen or utility room. Styled to match other home appliances, it is finished in white with natural metal tones or colors and may be refinished to match the room decor. Unit is compact, takes little floor space, has flat sides and plain top to allow wall cabinets installed around it. Automatic storage heater comes in 30-, 40- and 50-gallon sizes. From Rheem Water Heaters, Dept. AB, 7600 S. Kedzie Ave., Chicago 29, Ill.

Circle No. 9079 on reply card, p. 206



**Solid non-ferrous tank
for new water heater line**

"Hispeed" series of automatic gas storage water heaters is designed to bring benefits of a solid non-ferrous tank in the low, first-cost field. Latest additions to the Ruud Alcoa Alloy group, designed for all gases, are comparable in cost to ordinary steel-lined tank types of water heaters, but with higher storage, recovery and performance than glass-lined models. Models have 35,750 and 42,900 btu input. Retail prices start at \$129.50. Rudd Manufacturing Co., Attn. F. McFerran, Dept. AB, Kalamazoo, Mich.

Circle No. 9080 on reply card, p. 206

**Decorator-styled heater
engineered to last, too**

Another new product in the water heater market is Harrison's "Empress" model, styled and designed to blend with the latest appliances. Engineered to "last a lifetime" according to its maker, the unit has a new super flexi-glass lining, a



built-in pilot filter and 100% Grayson controls. Comes in 30 to 60 gallon sizes with 26,000 to 40,000 btu inputs. Heights vary from 59 to 74½"; widths, 18 to 22¼"; depths, 21 to 25¼". Price: 30 gal. size, \$160. From Harrison Steel Cabinet Co., Attn. L. Walsh, Dept. AB, 4718 W. Fifth Ave., Chicago, 44, Ill.

Circle No. 9081 on reply card, p. 206



**Gas incinerator burns
both wet garbage and trash**

Double duty service . . . from the new Warm Morning gas-fired incinerator which "quick-burns" both wet garbage and trash. Model L-17T has full firebrick lining to avoid corrosion and rust; heavy steel body finished in baked enamel with cast iron porcelain enameled top; 1.7 bushel capacity. Controls are fully automatic for "flash-type" incineration. Specially designed 10,000 btu burner quickly reduces garbage to small ash residue. Retail: \$124.95. From Locke Stove Co., Attn. James Baker, Dept. AB, 114 W. Eleventh St., Kansas City 5, Mo.

Circle No. 9082 on reply card, p. 206



**Four-bushel incinerator for
small commercial needs**

Bowser has added a new four-bushel automatic, gas-fired incinerator to its line. Designed specifically for small commercial, institutional, motel and multiple dwelling use, the unit has an atmospheric ribbon type flame burner which consumes a maximum of air and a minimum of gas for a more efficient operation. Model C incinerator is completely automatic and approved for use with natural, manufactured, mixed propane and L.P. gases. List: \$335. Bowser Inc., Incineration Div., Attn. E. O. Olsen, Dept. AB, 1335 West Randolph, Chicago, Ill.

Circle No. 9083 on reply card, p. 206

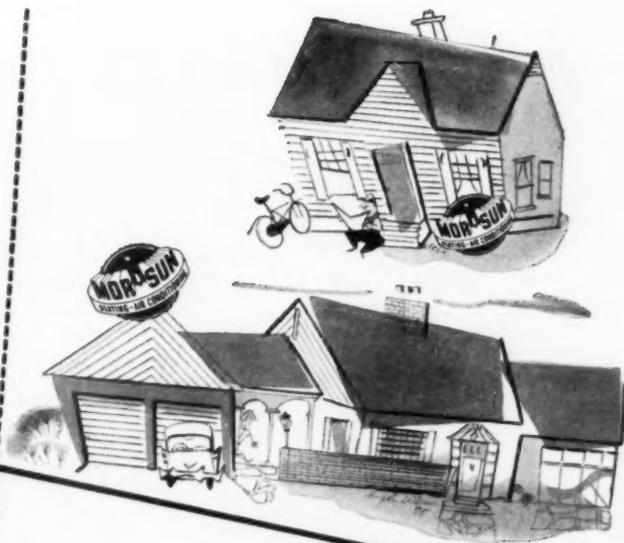


**Fully automatic controls
in high input incinerator**

Calcinator offers a fully automatic incinerator (18" x 36" x 24") with a high gas input of 10,000 btu's per hr. Unit will dispose of all garbage and trash at the rate of 1.5 bushels per hour. Styled for installation in kitchen, basement, utility room or garage,—anywhere a suitable Class A flue is accessible. Calcinator Corp., Attn. George Kennedy, Dept. AB, 28th and Water Sts., Bay City, Mich.

Circle No. 9084 on reply card, p. 206

The **RIGHT MODEL**
for every home...
The **RIGHT PRICE** for
any building budget...
The **RIGHT** home-buyer
APPEAL...



*You get so much more
...with*

MOR-SUN

HEATING AND AIR CONDITIONING

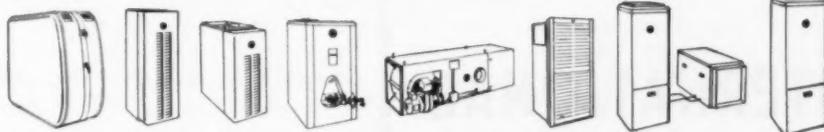
Mor-Sun Heating and Air Conditioning is right for you... regardless of the number, size, type or price class of your homes. Here are some of the chief reasons more and more builders everywhere are installing Mor-Sun:

- A COMPLETE, QUALITY LINE** of warm air heating and air conditioning equipment.
- THE RIGHT SIZE . . . THE RIGHT PRICE** for every home heating and cooling requirement . . . for every building budget.
- DEPENDABLE, ECONOMICAL OPERATION** year after year with oil or gas, including LP. Mor-Sun Air Conditioners can be either water or air cooled.
- NATIONAL ADVERTISING AND SALES PROMOTION** in leading consumer magazines presells your prospects on Mor-Sun . . . builds customer recognition and acceptance.
- HOME OWNER SATISFACTION** is assured by written guarantees on all Mor-Sun products.
- NATIONWIDE DISTRIBUTION** through leading local outlets assures prompt delivery from local stocks and dependable installation and service by qualified experts.
- ADD THEM ALL TOGETHER** and they mean more of your homes "SOLD" when you install Mor-Sun.

BEFORE YOU BUILD another house or plan another project, get all the facts from your Mor-Sun Distributor or Dealer who is listed in the Yellow Pages of your telephone book—or write directly to Mor-Sun Furnace Division, Morrison Steel Products, Inc., 605 Amherst Street, Buffalo 7, New York.

In Canada: Mor-Sun Ltd., Waterloo, Ontario

THE COMPLETE LINE



• There's a Mor-Sun Warm Air Furnace and Air Conditioner for every home heating and cooling requirement . . . the right size . . . the right price . . . for new construction or modernization.
Also manufacturers of Morrison Roly-Door Steel Sectional Overhead Doors and Morrison Service Bodies



International

SAINT LOUIS

PRESENTS...



AN ENTIRELY NEW CONCEPT IN THE HEATING OF SMALL HOMES

Decorative Recessed Furnace, for Oil

Easy to install in any 2-bedroom basementless home. It fits in a wall opening or in-a-closet 20 inches wide x 22 inches deep. Adds beauty to any room, with its slender lines and neutral willow baked enamel finish.

Low Cost Installation

Costs no more than a space heater because there are no ducts necessary. Yet it has provision for addition of ducts above or below floor for central heating system if home owner or builder wishes to add them at nominal additional cost.

Gives Radiant Warm Floors

Automatic thermostat-controlled unit. 55,000 BTU output as 600 CFM squirrel-cage blower sends heat out warm air register at the bottom of the furnace (not at ceiling) to circulate warmth all over floors.

Complete Package at such a Low Price you will be amazed!

You can add all these sales features to your home at a price that will amaze you. Find out the complete money saving, profit-building story. For illustrated literature, prices, discounts and full information fill in this coupon and mail it today!

International Oil Burner Co.
3800 Park Ave.
St. Louis 10, Mo.

West Coast Representative
2645 South Yates,
Los Angeles 22, Calif.

Gentlemen: Please rush me full information, including prices, on the International Model R70 Recessed Furnace.

Name

Firm

Address

INTERNATIONAL FURNACE DIVISION

3800 Park Ave., St. Louis 10, Mo.



SECOND IN A SERIES OF THREE ARTICLES ON ADEQUATE WIRING:

HOUSEPOWER

. . . means good lighting

IT USED TO BE . . . homes were wired for lighting alone . . . that an inspected wiring job was one that did no more than conform to a safety code . . . that 40 amp or 60 amp service was the rule . . . that the average home consumption was 3,000 kwh annually . . .

IT USED TO BE . . . builders left the entire wiring problem up to their electrician or contractor . . . that "covering the outlets" was their chief aim in lighting a house . . . that under the "fixture allocation" system houses were inevitably poorly lighted . . .

IT USED TO BE . . . centered ceiling outlets, a few wall brackets and some room-lamp receptacles were enough to light a house . . . that dimming, spotlighting, floodlighting (both indoors and out) were for theater or store, not for the home . . .

TODAY YOU FIND . . . homes are wired for lighting *and* appliances . . . that future needs must be accounted for if a wiring job is to be certified adequate . . . that the average power consumption is up to 25,000 kwh.

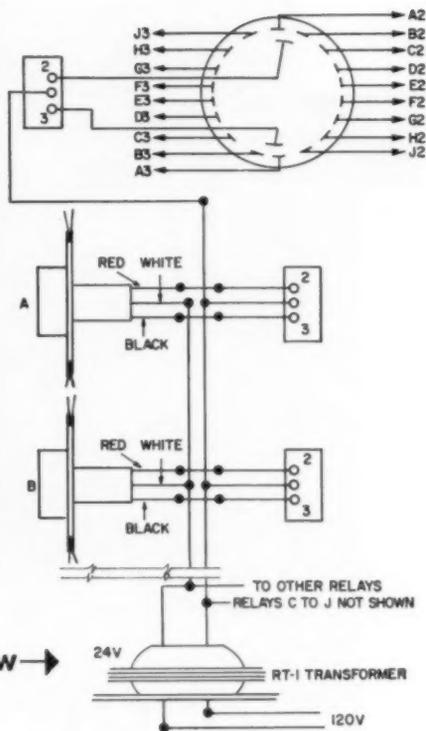
TODAY YOU FIND . . . because of the stepped-up drive by the utility and electric companies, the consumer is asking for (and getting) more HOUSEPOWER . . . that despite the increase in HOUSEPOWER, houses are still woefully underlighted . . . that the lighting level is four times below standards.

TODAY YOU FIND . . . the custom builder (and to some extent the tract builder) is using new lighting techniques, smart decorative fixtures and the concept of "light engineering" to give their houses much greater sales appeal . . .

WHAT A "LIGHT ENGINEERED" PLAN MEANS ▶



G. E. LOW VOLTAGE REMOTE CONTROL wiring system in Appleton, Wis., house has master selector switches in bedroom and kitchen for controlling all lights. System has 25-volt transformer, nine circuits.



A "light engineered" plan ... makes a difference a buyer

▼ Illumination levels vary with tasks—control must be highly flexible



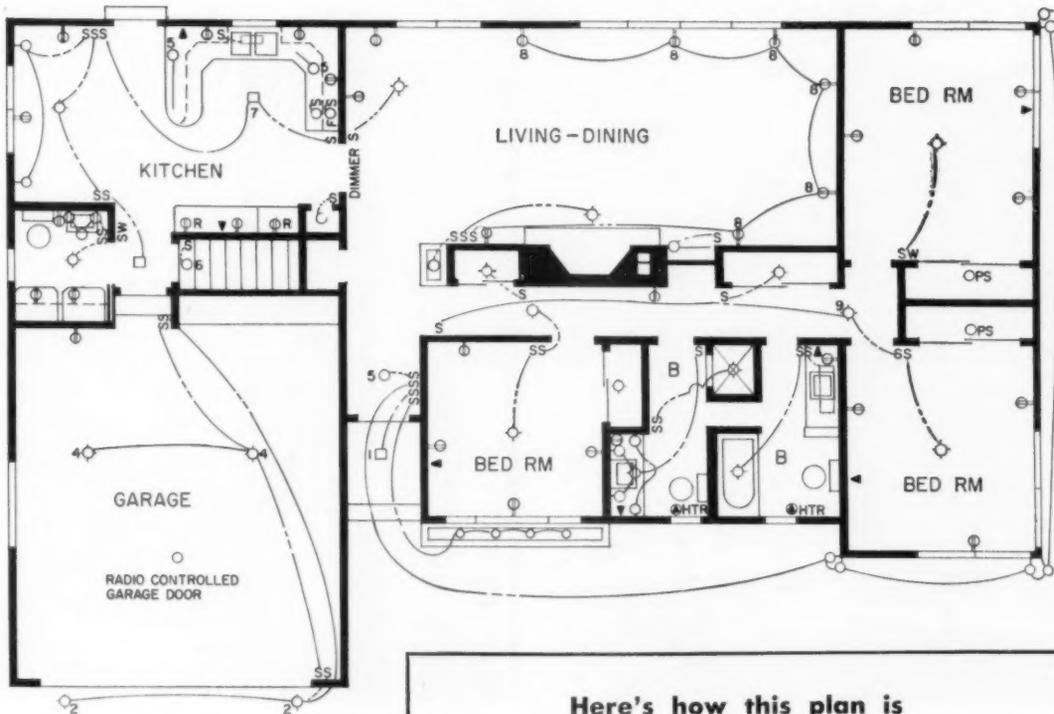
KITCHEN OF ALL-ELECTRIC house combines incandescent with fluorescent light to give sink, range and counter over 120 footcandles.



THREE FLUORESCENT FIXTURES at shaving mirror easily give more than 40-footcandle minimum required. Note two sun lamps.



POPULAR PULL-DOWN FIXTURE and wall bracket light breakfast nook. Dining area has dimmer switch (see plan) for subdued light while dining.



can see



BUILDER DARREL HOLCOMB shows circuitry in his 100 amp service panel: 18 general circuits, 6 special appliance, 2 water heater, 4 spares.

Here's how this plan is light-and-power engineered*

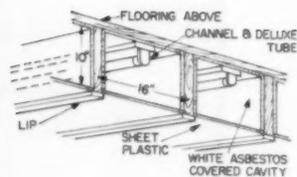
HAS CAN BE ADDED

HAS	CAN BE ADDED
Work center lighting	✓
Electric range or oven cook top	✓
Dishwasher	✓
Waste disposer	✓
Kitchen receptacles (for use of at least two table appliances at once)	✓
Electric clothes dryer: regular	✓
high-speed	
Automatic washer	✓
Electric water heater (2-66 gal.)	✓
Ironer	✓
Central air conditioning	✓
Room air conditioners in:	
Attic fan	
Electric workshop	✓
Refrigerator	✓
Freezer	✓
Space heaters in: Bath #1	✓
Bath #2	✓
Furnace mechanism	✓
Others	

* Based on new HOUSEPOWER Rating Sheet by National Adequate Wiring Bureau. Data supplied by J. H. McLeun, Wisconsin-Michigan Power Co., Appleton, Wis.



← WHAT
↓ HOW

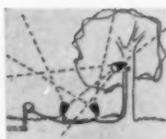
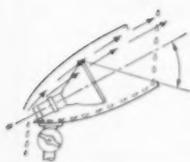


COMPLETE CEILING of light, variation on the eggcrate theme, has slimline fluorescents mounted above panels.

COMPLETE WALL of light for powder room also uses built-in slimlines. Both installations by Sylvania Electric.

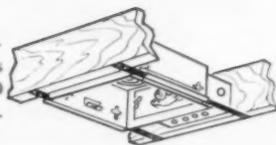


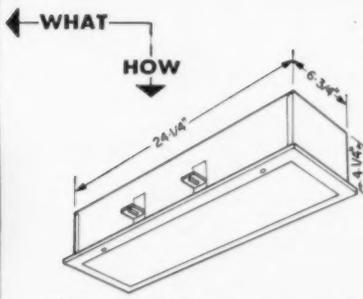
Ceiling



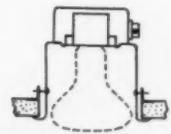
OUTDOOR LIGHTING adds to sales appeal of house. Wiring is buried or uses waterproof surface connectors. Walks, plant beds take spots or parasol fixtures. By Lightolier.

RECREATION ROOM in Packanack Lake, N. J., home by builders Birchenoff and Hertz has series of 150 watt incandescents recessed in ceiling. Fixtures by Virden Lighting Co.

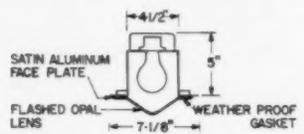




TWO-LIGHT 20-watt fluorescent by Moe Lighting is recessed in soffit above sink, has mounting brackets.

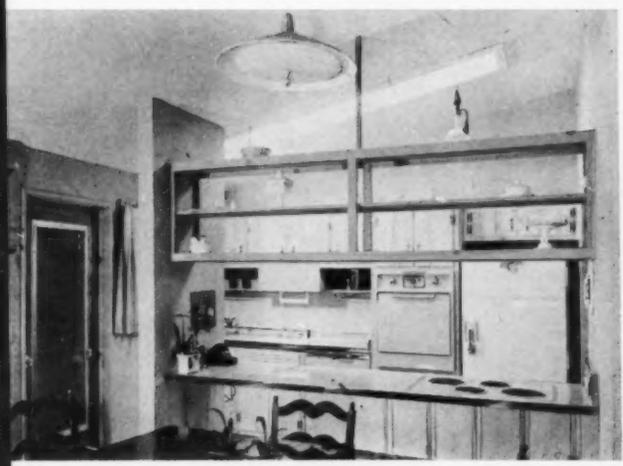


PRE-WIRED spotlight for 75-watt lamp may also be used interchangeably with sun lamp for artificial tan.

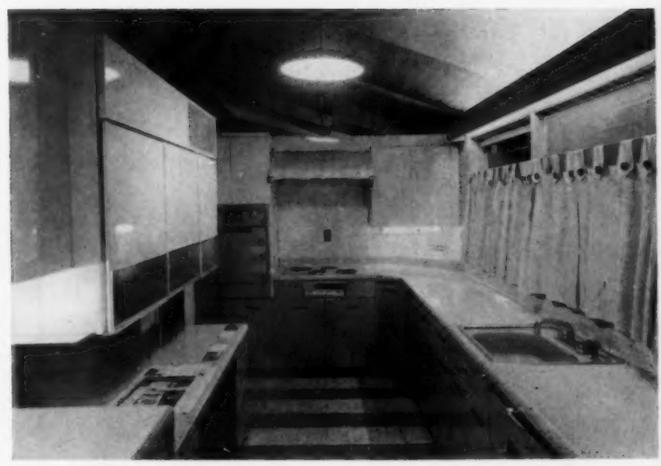
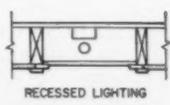


WATERPROOF shower fixture, recessed in plaster or drywall, has watertight gasket, takes 75-watt lamp.

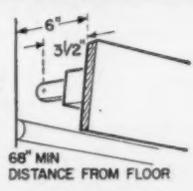
and sidelighting: new tricks



SLANTED CEILING in builder Walter Tally's house, Atlanta, Ga., uses recessed slimline tubes in kitchen, pendent fixture for dining area. Installation of slimlines at right.



ANOTHER SOLUTION to slanted ceiling: Polished brass drop unit (Virden) plus fluorescent valance over sink. Wiring channels are on back of faceboards, which match cabinets.

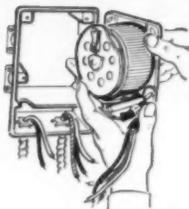


**HOUSEPOWER: GOOD LIGHTING
MEANS FLEXIBLE CONTROLS...**



↑
WHAT
↓
HOW →

LUXTRON DIMMER switch creates high or low key lighting through small transformer in box. Carl Freeman installed switch in Rollingwood Terrace homes, Silver Springs, Md.



↑
WHAT
↓
HOW →

REMCON LOW VOLT-AGE system uses tiny relays inside each box instead of one central transformer. Six-volt system features multi-point switching, bell wire.



HOUSEPOWER, continued

Now you can



FOUR-FOOT MODULE of suspended ceiling is used throughout entire building. Light level is 100 foot-candles at wall. Ceiling is of acoustical baffles and plastic diffusers. Partitions are removable.



NEW OFFICE BUILDING of Wakefield Electric Co., Vermilion, Ohio, is showcase for new suspended ceiling.

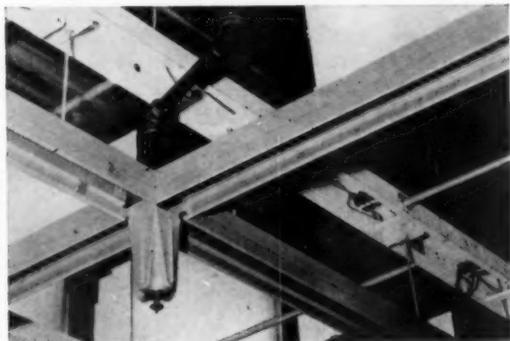
Structure is 42' x 125', offers almost perfect environment for occupants. Front is heat-absorbing glass.

have high frequency light

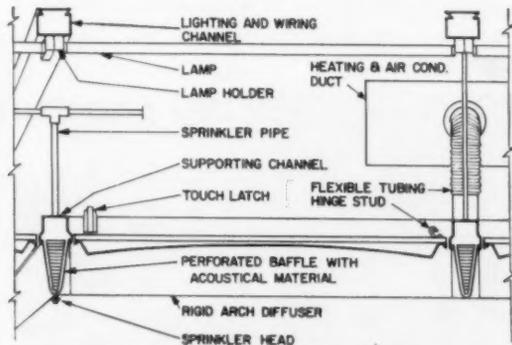
Overlooking the Vermilion River valley in Ohio, this outwardly modern office building can boast of one of the few high voltage, high frequency lighting systems in the country. Instead of the usual 118-volt, 60-cycle operation it gets its power from 400 volts and 840 cycles, uses

pygmy-size capacitors instead of heavy ballasts. The result is more light per watt, fewer lamps, one-fifth as many circuits—yet installation costs are about the same as the conventional system. The use of capacitors for heat-generating ballasts also reduces the air conditioning load.

← **WHAT**
HOW

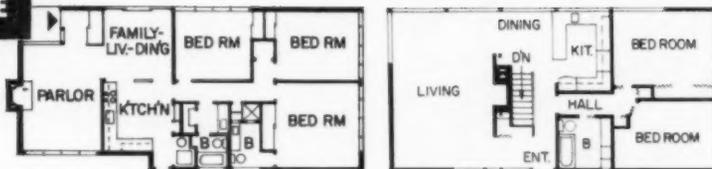


WAKEFIELD CEILING provides high level, flickerless light, and also serves to conceal water sprinkling pipes and air conditioning ducts, upper right. About 85 per cent of commercial buildings are poorly lighted.



SECTION OF SUSPENDED CEILING shows perforated acoustical baffles and plastic diffusers, with touch-latch for opening to replace tubes. Building was designed by Cleveland architects, Outcalt, Guenther and Associates.

**Five ways to open up
with windows and doors**



Windows and doors: new

SLIDING GLASS DOORS ARE STILL GAINING IN POPULARITY

Now that house hunters are more patio-happy than ever, builders are looking for new ways to lure them. That's why sliding glass doors are going in everywhere: everywhere in the house (as in the bedroom at right by Bill Baird of California) and practically everywhere in the country. Major improvements in design (better weatherstripping, double glazing, matching sliding screens) have given sliding glass doors that kind of versatility. Major plays in consumer magazines have given them a popularity that often clinches the sale.



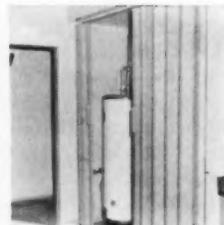
SLIDING SCREENS match Arcadia Metal Products' sliding doors opening off bedroom. (No. 9001, p. 206)

FOLDING DOORS ARE DOING MORE WORK IN MORE PLACES

A major problem . . . lack of privacy . . . is solved by open-planners with sliding and folding doors. More popular than room dividers because of complete partitioning, the doors are now found between family room and living room; between kitchen and dining area; closing off workshop or utility areas in basementless homes. Manufacturers have kept pace with the trend by improving locks and latches, cutting down on "stack space", adding nylon wheels and slides, offering a wide choice in wood and plastic doors.



LIVING area privacy by Foldoor. (No. 9002)



UTILITIES HIDDEN by Pella door. (No. 9003)

YOU CAN "OPEN UP" AND STILL BE TRADITIONAL ABOUT IT



BOW-BAY WINDOWS by Woodco in New Jersey home by Romolo Botelli. (No. 9004, p. 203)



DUTCH DOORS, louvered shuttered doors in builder Don Hansen's California homes. (No. 9005, p. 203)



trends help in "open" planning

IN MANY A GOOD PLAN, THE WINDOW IDEA COMES FIRST

Manufacturers of window units have made it possible for today's imaginative builders to combine the units any-and-every-which-way to (1) cater to customers who want open planning, (2) solve the open planning versus lack of privacy problem and (3) get away from the cookie-cutter look that now makes customers avoid otherwise well-planned tract houses.

Still another dividend: good architectural judgment in combining window units gives real design integrity to small, low priced houses. A perfect example is the house shown at right, by Sheffield Building Corp. of Long Island.

Another popular trend in home building made possible by today's window units: a wall of windows that looks out on private family areas. You can vary the wall with hopper units for off-the-floor ventilation or with awning units for rain protection.

Post and beam

One California-trend-gone-East is the combining of window walls with post and beam construction. (Check builder Al Balch's Seattle house at right). The wall is constructed like any other house wall except that the space between posts act as framing members for sheets of glass rather than siding. Builders usually add awning or hopper units of wood, steel or aluminum at foot of window wall. Recommending this window treatment are its dramatic effect, space giving qualities, and economical way of window-making. Curtains may be necessary, though, unless the glass wall faces a view which cannot be overlooked.

Modular units are at last catching fire in the window industry. Aluminum, wood and steel window manufacturers took part last May in an NAHB-Producers Council meeting aimed at fixing practical standards for dimensioning windows and window openings. Lower window costs, with reduction in design and installation costs for the builder were one of the primary aims. Many manufacturers now offer a complete line of modular window units which can be combined in unlimited variations. Right: workmen for Sloan-Poolock-Wheeler Homes in Wichita, Kan. putting in a modular window unit engineered and packaged for quick installation.



VENTILATION PLUS PRIVACY solved with various window combinations from Andersen. (No. 9006)



SPACE PLUS ECONOMY are obvious results of this window wall used in Balch's Seattle houses.



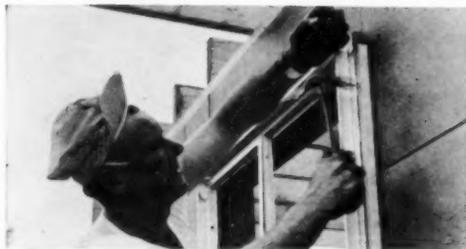
ON THE JOB ECONOMY plus maximum light and ventilation with Andersen modular unit. (No. 9007)

EASIER INSTALLATION METHODS HELP YOU SAVE ON LABOR

On-the-job trends favor installation ease and economy. Ordering, for instance, is easier when the builder can use a manufacturer's modular unit grouping to place orders for a year's production well in advance. Prepackaged and assembled units (including good-sized picture windows) save precious construction hours. Still more hours are saved by modular units which fit together easily and nail-on windows which cut down on framing and other installation time-consumers.

Builder J. E. Marrion of Chicago has translated this trend into savings at his Marynook development by using Ceco's new steel window with an integral fin and trim extruded on window members. (Top right). The window is anchored with simple nailing or screwing through prepunched holes to a rough opening frame. A separate window clip is unnecessary.

In California, builders Russell and Proulx use a Delaney window which nails on, with no special framing, right to the studs. (Second photo at right). Sisalkraft paper is first applied, then aluminum sash which comes already glazed and with screen in place. Eliminating sills, glazing, sash balances and molding makes real labor savings.



PREPUNCHED, PREPARED window from Ceco Steel Products goes up in minimum time. (No. 9008)



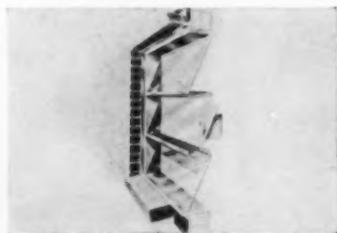
NAIL-ON WINDOWS for seven houses are put up by two men in one day. (Delaney) (No. 9009, p. 206)

MANUFACTURERS MAKE TRENDS WITH NEW EQUIPMENT

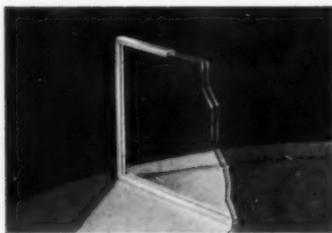
Remote control, among other things, has moved into the window industry. So have the 3-D window, double-paned insulating window, double glazed window. Merchandising homes gets a big lift, too, from windows which eliminate the problem of sorting and painting storm windows and screens . . . louvered windows which provide ventilation even in heavy rain . . . large-paned windows which save the housewife's washing time . . . removable windows that can be safely cleaned or painted on both sides, indoors.



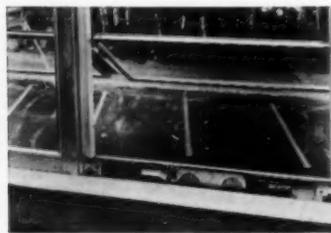
WHAT: Gate City's Push-Button window works electrically, quickly, quietly. (No. 9010, p. 206)



THREE-D Z-Louve window has horizontal ventilation. (No. 9011)



TWIN-GLASS insulation provided by Pittsburgh Plate Glass. (No. 9012)



HOW: Entire Push-Button mechanism window fits into sill section.

**Here's technical help for you on
better window planning for
bigger sales . . . for more on the
subject, see pp. 164-166, 207-210**

Windows have done more to influence the architecture of the home in the past decade than any other building product. While their function has not changed, the contemporary style home has promoted far greater expanses of window area than were once thought possible.

From a physical aspect, windows must admit daylight in desired quantities and provide an adequate means of ventilation. From the psychological standpoint, they are expected to add a decorative note, frame an outward view and enhance the appearance of the house, both inside and out.

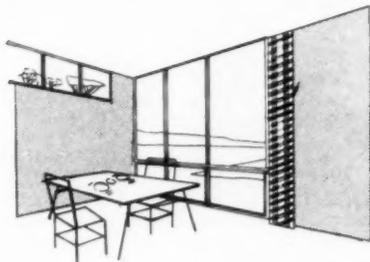
Portions of the material in this article have been reprinted by permission of the University of Illinois Small Homes Council from its copyrighted circular, "Window Planning Principles." Other circulars in this series are available for ten cents each. For a list of publications, write to the Small Homes Council, Mumford House, University of Illinois, Urbana, Ill.

DISTRIBUTION OF LIGHT

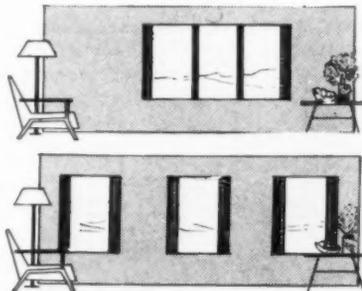
Planning for adequate daylight illumination cannot be reduced to a mathematical formula. Geographical location, practical and (continued on p. 168)

WINDOW SHAPES MAY BE SELECTED to give any desired distribution of light within the room. This diagram shows graphically how the sun's rays entering a room at a 45-degree angle give various patterns of light, depending upon the shape of the opening. The closer the head of the window is to the ceiling, the greater the depth of penetration into the room, as seen in windows 1 and 2. Strip windows, as in 2, are desirable where it is preferable to have the area beneath the window in shadow, as in a bedroom. This diagram also illustrates the reasons why it is desirable to have windows in more than one wall, for better distribution of daylight. Window 3, in this illustration, represents the average window used in popular home construction.

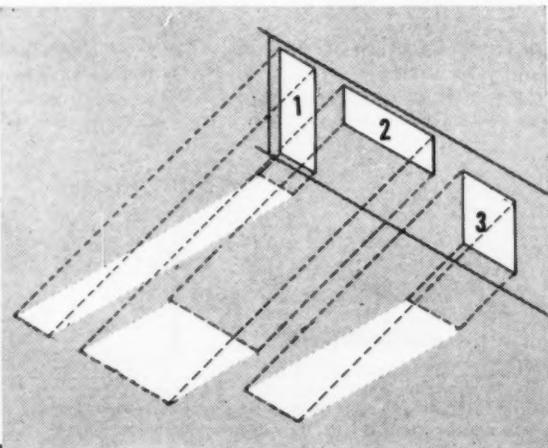
▼ HOW TO LET IN THE LIGHT



WINDOWS IN MORE than one wall give maximum light distribution throughout the room. Strip or clerestory windows offer adequate light and ventilation, but also offer maximum privacy.



ONE LARGE WINDOW is more desirable than several small ones. Not only is there better distribution of light, but dark areas between openings and undesirable contrasts in brightness are eliminated.



theoretical considerations must all serve as guides. Although uniform distribution of light throughout a room is desirable it is not always obtainable, and one of the most common faults of improper window placement is that of glare.

Glare is basically the product of extreme con-

trast, and should not be confused with brilliance. Outdoor light is much more intense than indoor light, but the eye is usually comfortable out-of-doors. When the eye must accustom its mechanism to both a brilliant and weak light source at the same time, it becomes tired.

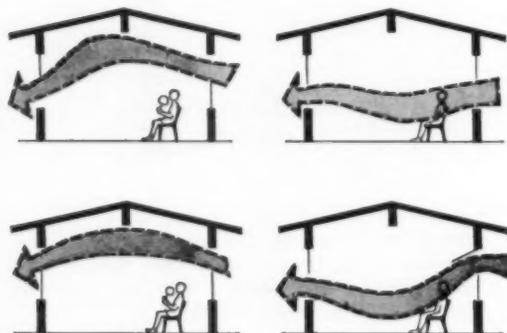
While most building codes demand that the glass area of a room be not less than 10 per cent of the floor area, an excess of 20 per cent is favored for maximum illumination. Windows on one side of a room are not as desirable as windows on two or more walls.

Shape and location of the window does much to govern distribution of light. Tall, narrow windows give deep distribution of light into the room. Short, wide windows give broader and more shallow light distribution.

Placing principal window areas toward the south offers better illumination in winter. In Southern areas, however, a northern exposure will reduce the heat load of the sun on glass areas.

Full screens on a double-hung window will reduce effective daylight as much as 50 per cent; half-screens will absorb only about 15 per cent.

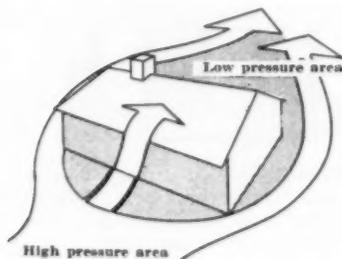
▼ HOW TO LET IN THE AIR



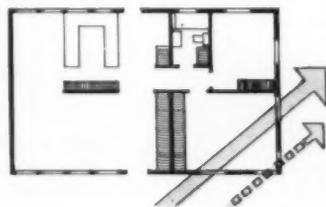
PRINCIPLES OF AIR MOVEMENT play their part in window placement. For maximum cooling, air should move through the room at the level of occupancy. Avoid the type and location of windows causing air to flow along ceiling.

TIPS FOR TOP VENTILATION

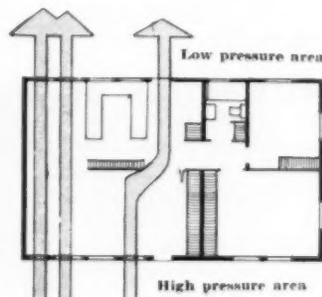
Natural ventilation and summer comfort can be "built into" the house by taking advantage of the



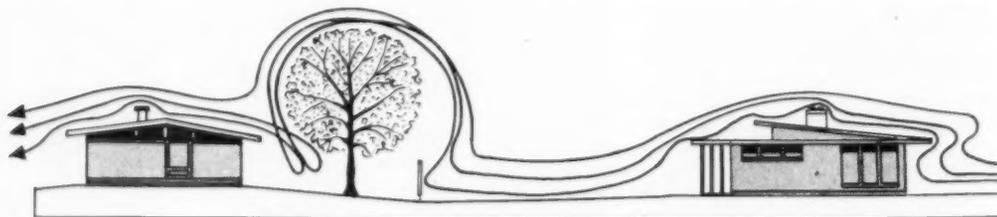
HIGH PRESSURE area is created by moving air striking a building; low pressure area is created as air moves over and around the building.



BETTER VENTILATION is achieved by placing windows as far apart in a room as possible. Corner windows limit the air flow across the room.



PARTITIONS divert and slow down the movement of air through a house; the movement of air is primarily caused by differences in air pressure.



OBSTACLES in the path of moving air slow it down and have a tendency to divert its flow. Heavy shrubbery, fences

and other obstructions should either be eliminated or "planned around" to take full advantage of breezes.

▼ HOW TO OPEN THEIR EYES

prevailing breezes. To understand these advantages, it is necessary to understand the principles of air movement.

Air moves either by differences in temperature or differences in pressure. Because warm air rises, air entering the room at a low point will continue to move if provision is made to exhaust it at a higher point.

Prevailing breezes striking a building create a high pressure area on the windward side, with a low pressure area as it moves around the building. The wall on the high pressure side acts as a dam and forces the air through the open windows and through the house. On the low pressure side a vacuum is created and the flow through the house is increased. To speed this movement, the openings through which the air leaves should be larger than those through which it enters.

Obstacles in the path of moving air cause it to change direction, thus slowing it down. Because the cooling effect of air in summer depends on its speed, obstructions should be held to a minimum.

Most building codes have a minimum of 5 per cent of floor area as the amount of ventilation openings in a room. An excess of 10 per cent is much better, since maximum openings can mean maximum cooling on hot days.

Selecting the proper window has much to do with the effectiveness of ventilating. Horizontal or vertical sliding windows are best for locations lower in the walls. Awning, casement or hopper vent types can be adjusted to deflect air currents in the direction which will afford the greatest comfort to the occupants.

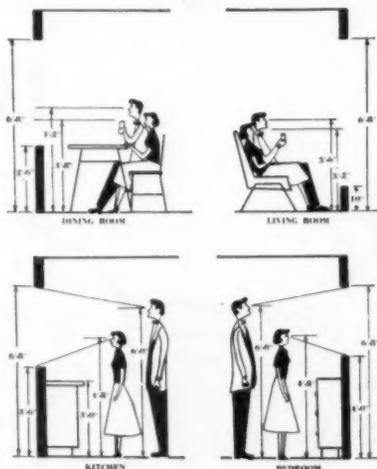
In cross-ventilating a room, remember that the greatest flow of air is achieved by placing windows far apart. Corner windows limit the flow of air, rather than increasing it.

FOR A ROOM WITH A VIEW

The view from the windows is as important to the occupants as is light and ventilation. This factor should be considered in the orientation of the house as well as in the size and placement of the windows.

The proportions of the window opening should be scaled according to the view. A large horizontal window should be used to frame a panoramic view, while a confined view, such as a patio, is better suited to a vertical grouping.

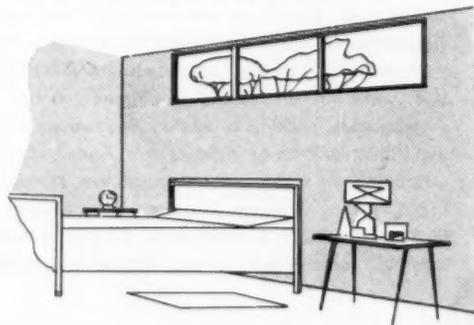
In planning window openings, it is important for the builder to avoid placing muntins or rails where they will interfere with normal vision when seated or standing. While vertical divisions are not as objectionable as horizontal ones, even these should be kept to a maximum width of four inches, if at all practical. Large floor-to-ceiling windows tend to bring the outside in; while strip windows supply privacy with the view.



SKETCH SHOWS the average eye-level range for persons sitting and standing. Consideration should be given in the placing of windows so that sills and horizontal rails or muntins do not interfere with vision. Avoid horizontal window divisions within the levels shown. Avoid over use of vertical divisions, too. Dimensions shown are based on persons from 5' 0" to 6' 4" tall, as well as on the usual window head and sill heights as determined by the placement of furniture along the walls.



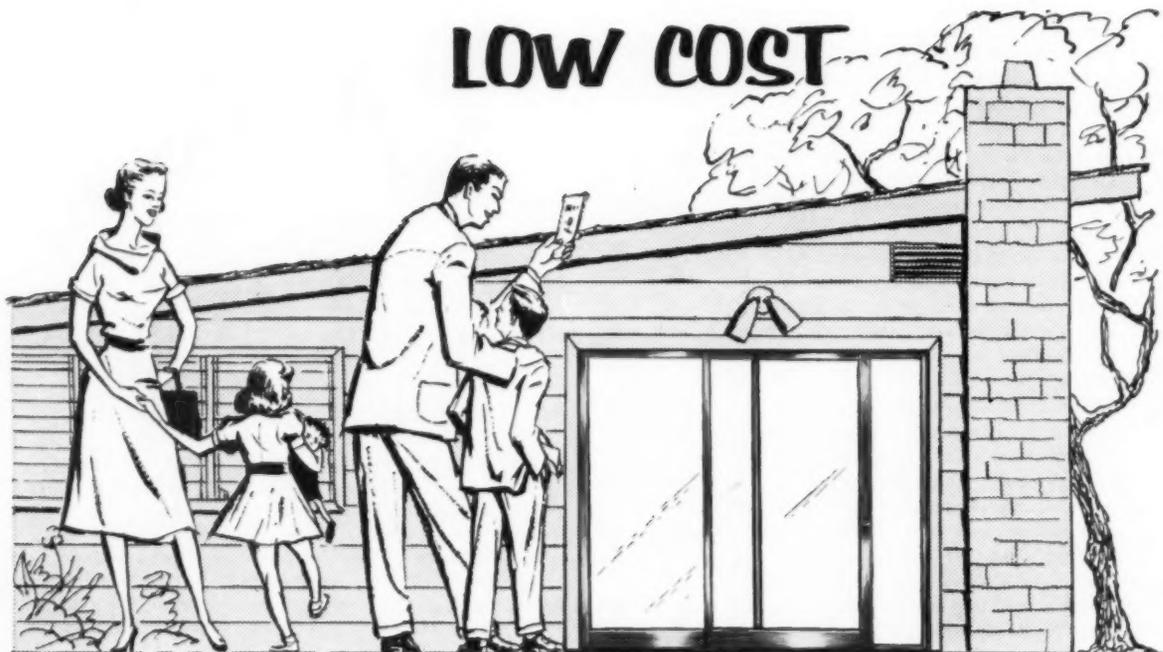
SMALL ROOMS can be made larger with walls of glass. Large floor-to-ceiling glass areas also make the outdoors come into the room. This device is most effective when used between a room and a patio or terrace.



CLERESTORY WINDOWS have many advantages, particularly for bedrooms. The short, high windows provide plenty of light, ventilation and scenery, but minimize the heat from the sun and keep privacy as well.

sales at first sight with

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All doors 6' 8 $\frac{1}{4}$ " high

DOOR WIDTH OPENING	LIST PRICE
2 Panel 6'	\$ 94.50
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12'	132.30
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The Payoff Departments

New Products and Catalogs.....page 207 →

Builders' Supermarket for new products and equipment, and for manufacturers' literature, on windows and doors, kitchens and bathrooms, floors and ceilings, building specialties, etc. Just detach the handy reply card at the beginning of the Supermarket and go right on through, circling the items that mean money in your pocket.

How To Do It Better.....256 →

Everything from an easy-to-build roof boom to converting a hand bull float to a power model to making counter-top joints; all these ideas have been tested and found helpful by other builders and are now presented here for your own use.

Ask The Experts.....260 →

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 a knee wall addition to a dormer; four causes of drywall nail popping; economical sound proofing of wall board, etc.

Convention Calendar.....264 →

Here is American Builder's listing of all association meetings scheduled to take place in the near future. Check these listings for the meetings you want to attend . . . these are the places to learn what your fellow-builders are doing.

Keeping Up With The Law.....268 →

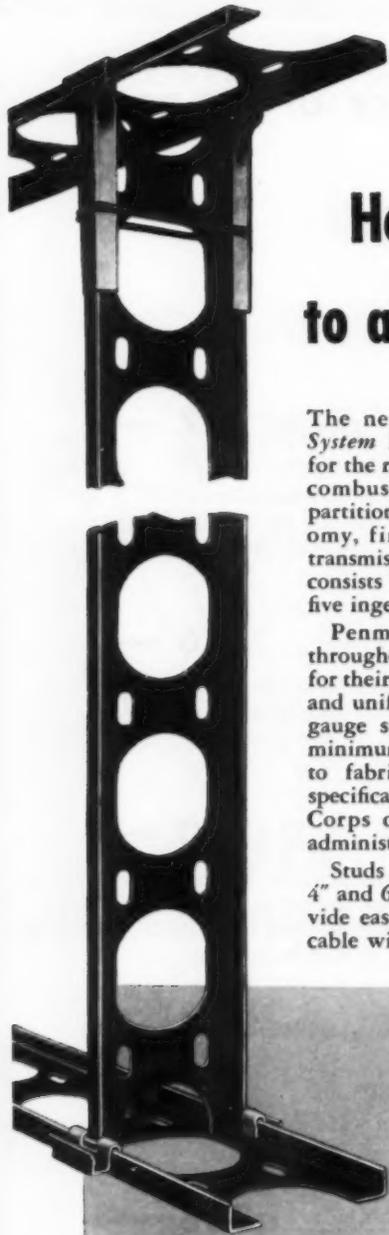
American Builder's legal consultant, John F. McCarthy, offers valuable advice to builders on questions involving the law. This month, Mr. McCarthy discusses union violence and the power of state courts to prevent and enjoin it.

Better Detail Plate.....276 →

Here, in detailed drawings, vivid photos and complete text, is the planning for a louvered skylight for a timber chapel. Save these pages; you'll be glad you did.

The Month Ahead.....280 →

Things for alert builders to think about in the month of October.



Here's an easy, economical way to attach gypsum lath to steel studs

The new Penmetal *Studlock Clip System* has been developed expressly for the rapid, low-cost erection of non-combustible non-bearing plastered partitions. Ideal for use wherever economy, fire-resistance and low-sound transmission are required, the system consists of Penmetal studs, track and five ingenious clips.

Penmetal studs are well known throughout the construction industry for their strength, rigidity, straightness and uniformity. They are made of 18-gauge steel to reduce the load to a minimum, and to enable the erector to fabricate easily. They meet the specifications of the United States Corps of Engineers and Veterans' administration.

Studs are furnished in 2", 2½", 3¼", 4" and 6" widths. Their openings provide easy passage of pipe, conduit or cable without expensive chases. Track

is made in five sizes to fit over the flanges of the different studs.

Because of the simplicity of the clips, attachment of lath takes minimum time. And, the clips are low in cost.

Send for samples and folder describing the Studlock Clip System. No cost or obligation.

PENN METAL COMPANY, INC.

General Sales Office:
40 Central St., Boston 9, Mass.

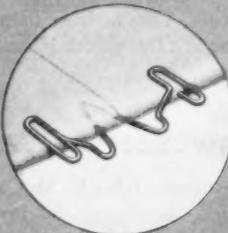
Plant: Parkersburg, W. Va.

District Sales Offices: New York, Philadelphia, Pittsburgh, Chicago, Detroit, St. Louis, Dallas, Little Rock, Seattle, San Francisco, Los Angeles, Parkersburg

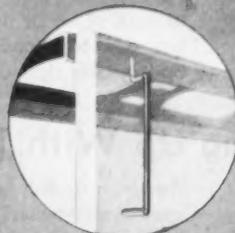


PM-116

"C" CLIP reinforces joints



"JF" CLIP secures lath to ceiling track



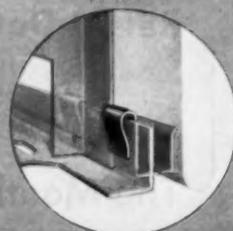
"CB" CLIP prevents center buckling

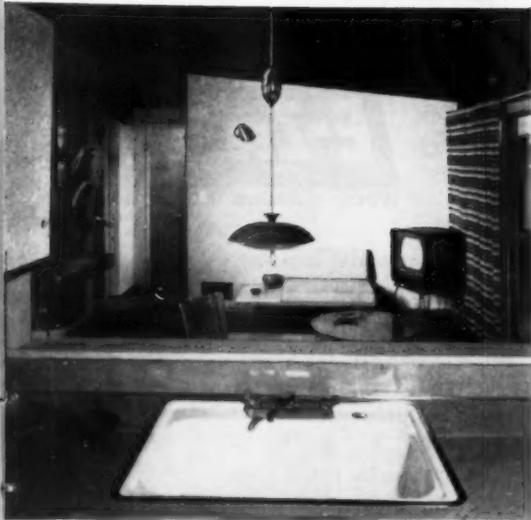


"JX" CLIP locks lath to stud

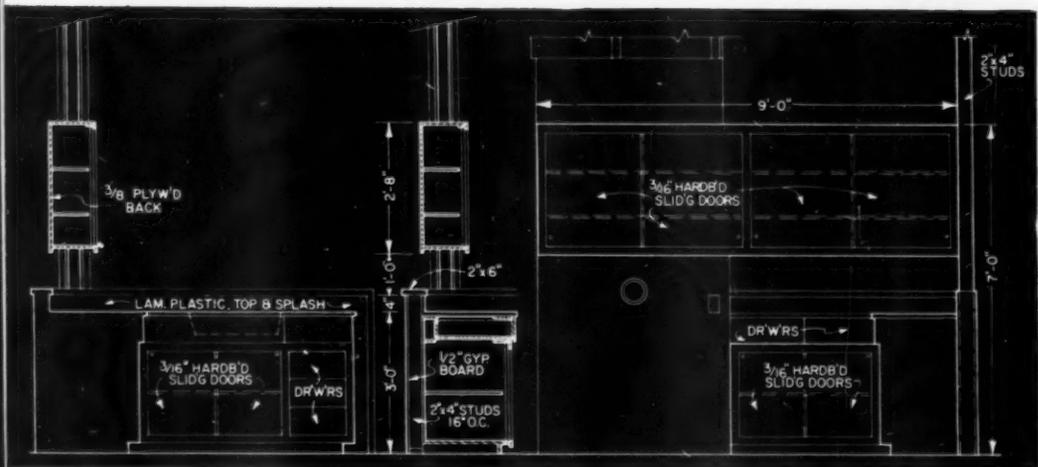


"AS" CLIP anchors track and stud





WHAT to build



HOW to build it



If one picture is worth 10,000 words ... what are these pictures worth?

Look sharply. These two interior photos, this construction detail, mean big money to you. 107,730 AMERICAN BUILDER subscribers say so. Heed them . . . they're the largest, most influential audience of your own best customers and prospects.

Every month they see vivid combinations of such "WHAT-HOW" pictures in this one light construction publication. Right here. *No place else.* This realistic editorial formula of "WHAT to build—HOW to build it" is exclusive with AMERICAN BUILDER. Painstakingly thorough, alert, *anticipating* the builder's problems and

profit-opportunities . . . from "Custom Building with Stock Parts," to the specifics of "Cabinets as Space Dividers."

What ordinarily it takes two magazines to do, AMERICAN BUILDER does more effectively and economically—for the reader in a single magazine . . . for the advertiser with a single schedule. When the editors handle this big "WHAT-HOW" job so ably, your advertising starts selling sooner, hits with a heftier wallop, reaches more ready-to-buy readers. Yes, *only here in . . .* AMERICAN BUILDER, Simmons-Boardman Pub. Corp., New York 7, N. Y.

Nobody covers American Building like . . .

AMERICAN BUILDER (ABC-ABP)

WOODCO
E-ZEE Loc
WOOD AWNING WINDOWS



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.

there are many ways to measure a window

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
 Jacksonville 1, Fla.

**THE BEGINNING OF A NEW ERA IN HOME BUILDING
DOCUMENTED IN THE SEPTEMBER ISSUE OF **LIVING****

LIVING
FOR YOUNG HOMEMAKERS

For the entire building industry and consumers alike **LIVING** presents...

LIVING
FOR YOUNG HOMEMAKERS

23 RESIDENTIAL HOME DESIGNS IN ONE ISSUE!

THE ELECTRI-LIVING HOMES

ON 22 LOCAL SCENES throughout the country — twenty-three architect-builder teams have designed and built Electri-Living homes. These homes are tangible evidence for consumers of the technological progress and developments that can be theirs in the moderate cost home.

SPONSORED BY local utility companies, and builders' organizations . . . in cooperation with **LIVING For Young Homemakers** magazine which has long felt the need for local programs such as Electri-Living and has set out to forward them locally and nationally.

RESEARCH AND STUDY in each region determined the needs and tastes of the prospective homeowner after extensive consultation with architects, builders, utility companies, manufacturers, banks, suppliers and young families in search of better shelter.

ADVANCEMENTS in **DESIGN AND CONSTRUCTION** methods and materials were merged in these homes to make them a composite of today's best thinking.

THE INAUGURATION OF A NEW LEVEL OF ELECTRICAL LIVING in the Electri-Living homes makes them the homes of tomorrow — ready for the homemaker to live in today.

"MAJOR CONTRIBUTION TO THE BUILDING INDUSTRY" say architectural educators and utility companies consulted on the program. They also characterize the Electri-Living program as "a guide to home planning for young families . . . of inestimable value to builders . . . represents volume sales for manufacturers . . . opens up a new vista for home building in the U. S."

SEE THE RESULTS of this intensive home building program sponsored by **LIVING** . . .
23 homes distinctively designed and built for specific regions of the United States . . .
capturing a maximum of comfort, convenience and easy maintenance within each home
. . . proving that the individual family within an individual community can have—and
insists upon having—a home that satisfies the greater number of their needs and desires.

BE SURE TO GET YOUR SEPTEMBER ISSUE OF

LIVING
FOR YOUNG HOMEMAKERS

AT YOUR LOCAL NEWSSTAND

A Street and Smith Publication • 575 Madison Avenue, New York 22, N. Y.

**No Test Like
TIME**



CAST IRON SOIL PIPE LASTS FOREVER!

In recent years—especially during World War II when there was a shortage of cast iron—a number of non-metallic substitutes for permanent cast iron soil pipe have come on the market. Few of these materials claim to do a *better* job than cast iron. Claims for *equal* performance are based on the experience of a comparatively few years. But only cast iron has passed the acid test of time—generation after generation.

In many of our nation's historic public buildings and ante bellum homes, the same cast iron soil pipe and fittings that were installed when the structure was built are still in service, *and good as new.*

Because of improved manufacturing methods, production standards and rigid metallurgical and laboratory controls, modern cast iron pipe is vastly superior to that of earlier days. While modern homes may not be designed or built to endure forever, owners like the comforting assurance that their plumbing drainage system will give trouble-free service as long as the home lasts. That's why the majority of architects and contractors specify **CAST IRON**—the *only time-tested, permanent piping.*

WOODWARD IRON COMPANY

WOODWARD, ALABAMA

Woodward Iron Company does not manufacture cast iron pipe but supplies many of the nation's leading foundries with quality pig iron from which pipe is made.

Paddock Hills

—New 1100-home St. Louis County Development being equipped with Emerson-Electric ventilators.

Builder:
Mayer-Raisher-Mayer Construction Co.

Architect:
Robert Elkington, A.I.A.

Electrical Contractor:
E. A. Koeneman Electric Co.



Add selling power to homes like this with new Emerson-Electric ventilators

Quality, performance and lasting beauty—that's the "strong-sell" story of the new competitively priced Emerson-Electric 8-inch ACTIVE-AIR ventilator for kitchens, bathrooms, utility rooms.

Housing project developers and custom builders take advantage of the selling power of the famous Emerson-Electric 66-year reputation. They know that buyers are

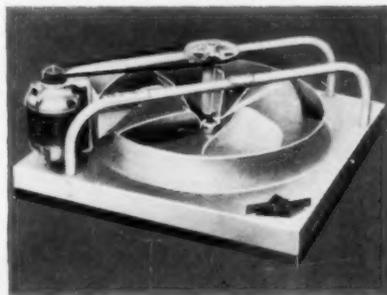
influenced by what they see—that the Emerson-Electric trademark and the 5-Year Factory-to-User Guarantee gives the installation added value.

Write for complete data on Emerson Electric ventilators and attic, ceiling and exhaust fans. Ask for Fan Bulletin No. 1032 today. THE EMERSON ELECTRIC MFG. CO., ST. LOUIS 21, MISSOURI.

Typical ceiling installation in bathroom—helps expel moisture and prevent condensation.



New Emerson-Electric 8" ACTIVE-AIR ventilator, with its mirror-finish grille, appeals to home buyers. Whisks out kitchen odors, heat, steam.



New 24" and 30" Emerson-Electric ACTIVE-AIR attic fans are designed to be installed in narrow hallways and low-headroom attics.

Backed by the FAMOUS 5-YEAR Factory-to-User GUARANTEE at no extra charge

Emerson-Electric

of St. Louis • Since 1890



"I saved money 4 w



* **Faster nailing** is just one part of the big savings builders discover with Bildrite Sheathing. Four major economies mentioned by Francis Schons are **1** Bildrite cuts application costs 40%; **2** eliminates corner bracing; **3** cuts waste of materials; **4** saves 1 or 2 saw blades per job.

Builder Francis Schons (left) and R. H. Hansen (right) have enjoyed doing business together for many years. Hansen is yard manager for Fullerton Lumber Co. at Waterloo. Schons, now building about 100 homes a year, is well known in Waterloo area for top-quality work.

INSULITE AND BILDRITE ARE REGISTERED T.M.'S U.S. PAT. OFF.



ways* with Insulite™

says Francis J. Schons, Schons Construction Co., Waterloo, Iowa

"Believe me, I wanted this house to be perfect," Mr. Schons recalls with a grin. "This is Rudy Hansen's own home. Rudy is a lumber yard manager. So you see what I mean."

To build the finest possible home, Schons and Hansen agreed on use of Insulite products throughout—Bildrite Sheathing, Insulite Wool,

and Insulite Hardboard Underlayment.

"Besides giving us a tighter, warmer house, I'd say Insulite cut our costs about \$175," states Schons, "and on a medium-priced home that's real money. The biggest saving, of course, was made with Bildrite Sheathing. It's the only sheathing I'll ever use."

Want facts about how you can cut costs with Insulite—on any type of home, from \$10,000 to \$100,000? Write Insulite, Minneapolis 2, Minn.

build better and save with

INSULITE



INSULITE, Made of hardy Northern wood

Insulite Division of Minnesota and Ontario Paper Company, Minneapolis 2, Minnesota





*Garage Door Beauty
that helps sell the home*

Ro-WAY
Individualized
Garage Door
Designs

Over 40 decorative designs
afford unlimited combinations

Flush Doors • Raised Carved Panels
Applied Rosettes • Accent Molding

*there's a Ro-WAY
for every
doorway!*

Ro-Way
OVERHEAD TYPE
DOORS

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

SEE OUR
CATALOG IN
SWEET'S

ROWE MANUFACTURING COMPANY 759 HOLTON STREET • GALESBURG, ILLINOIS



"A wise investment". That's what the management of 20th Century Woodcrest Homes at Haddonfield, N. J. calls Flintkote roofing and siding. Shown above are some of the homes in the first section of this handsome development featuring Flintkote Materials . . .

20th Century Woodcrest Homes again chooses Flintkote Roofing and Siding for 360 more new homes!

Builders continue to find Flintkote roofing and siding a wise investment.

Wise . . . because these materials help dress up a home. Help to sell it—help to keep it sold.

Wise . . . because Flintkote roofing and siding add beauty, color, comfort, economy. Give long-lasting all-weather protection. Resistance to fire . . . moisture.

Wise . . . because they increase present and future values of a single home or an entire community.

You'll find just what you are looking for in the famous Flintkote line of colorful shingles and sidings. See your Flintkote supplier today.

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



So well are Flintkote roofing and siding proving themselves on the first houses. . . 20th Century Woodcrest Homes has specified Flintkote materials again . . . for 360 new ultra-modern homes. Here . . . going up.



FLINTKOTE
Originator of the Asphalt Strip Shingle



Now, new exterior plywood with



WHAT COULD BE SIMPLER? Duraply can be nailed right to the studs with no sheathing, no building paper. Big size of panels means you can close in a house in a day . . . save extra material and cost of installing them.

overlay faces cuts building costs

Easy-to-work Duraply

Siding needs no sheathing— no priming coat

Now you can make real savings in construction time and cost with new Weldwood Duraply . . . and what a whale of a difference it's going to make in your profits! Duraply is exterior grade plywood with permanently bonded faces of tough, smooth Crezon. And that Crezon overlay makes Duraply completely unlike any other type of plywood you've ever worked with. Now—with Duraply—you can:

1. Save price of sheathing and cost of installing it. In areas where building codes permit, you can use Duraply as a sheathing-siding *all in one!* No separate sheathing needed. You can actually nail Duraply right to the studs. For this, Duraply should be used in a minimum of $\frac{3}{8}$ " thickness. You'll want to use Duraply for gable ends and soffits, too.

2. Save on painting costs. The supersmooth Crezon surface of Duraply takes paint better and holds it longer than a wood or shingle surface. Two coats of paint on Duraply actually give the same protective cover as 3 coats on ordinary wood surfaces. Strong, durable Duraply is completely weatherproof—stands up to water, harsh sunlight, drastic temperature changes.

Duraply is available in v-grooved (to give the effect of random-width planking) and plain panels. Panels go up quickly, can be fabricated with ordinary tools. Available with Crezon overlay on one or both surfaces. Panel sizes: 4' x 8', 4' x 9', 4' x 10'; five thicknesses,



PAINTING IS A SNAP WITH DURAPLY. You not only save cost of primer and labor, but also the drying time. A Duraply-built house can be completely painted while an ordinary house is still getting its finish coat.

from $\frac{5}{16}$ " to $\frac{3}{4}$ ". Duraply is also available in precut lap-siding. The lap-siding panels are cut 12" x 8' and 16" x 8' in $\frac{3}{8}$ " thickness, packaged 10 panels to a carton. Furring strips are preattached to the bottom edges to provide a deep shadow effect and backup wedges are included in each carton. Aluminum corners are also available. For information and a free sample of Duraply, send the coupon below. You can see Duraply at leading lumber dealers or at any of our 87 offices in principal cities. In Canada: Weldwood Plywood, Ltd.



Weldwood® DURAPLY®

A product of

UNITED STATES PLYWOOD CORPORATION
Weldwood—The Best Known Name in Plywood

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

AB9-56

SEND ME full information and free sample of new Duraply.

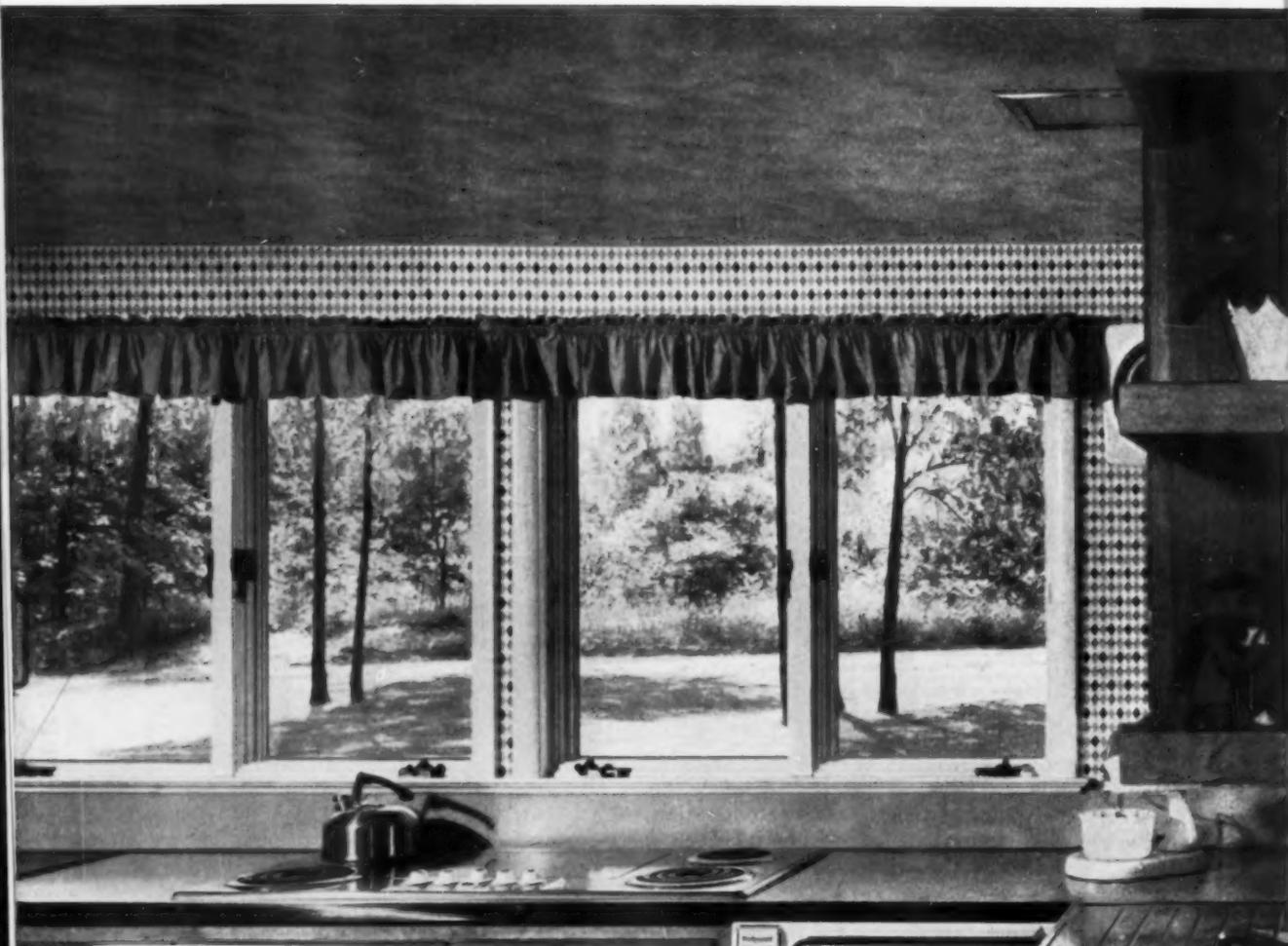
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COMPANY.....

ADDRESS.....

CITY.....STATE.....

HOW TO PACK A KITCHEN WITH SALES APPEAL



A prime selling feature in this attractive kitchen is window beauty supplied by Andersen WINDOWALLS. These Andersen Casements open wide to let in sunshine, flood in fresh air and sweep out kitchen odors. Yet they also close tight in an instant to form a weatherproof barrier on windy, wet or wintry days. They're both windows and walls. They're Andersen WINDOWALLS, designed to bring year 'round beauty and comfort.

For further information on Andersen WINDOWALLS in homes you build, see your lumber and millwork dealer, Sweet's Light Construction File, or write Andersen. WINDOWALLS are sold throughout the country including the Pacific Coast.

ANDERSEN CORPORATION • BAYPORT, MINNESOTA

Andersen *Windowalls*

TRADEMARK OF ANDERSEN CORPORATION



What's a "Swing"

Got to do with Insulation?



Here's a lively demonstration that drives home the ruggedness of Balsam-Wool insulation. Build a simple frame of 2" x 4" lumber; suspend a short length of 16" Standard Balsam-Wool from the top as shown. Add a "swing"...and you're ready to demonstrate just how tough Balsam-Wool is!

What does this swing test prove? Simply this: Balsam-Wool is built to withstand *tough* handling on the job... yet it's so *gentle and clean* to use. This rugged insulating blanket is designed for site application or prefabrication operations.

An insulation has to be good to stand up under this demonstration. Insulation that doesn't tear easily, pull apart or settle on the job...fully measures up to good application standards.

There's nothing flimsy about Balsam-Wool Sealed Insulation. It's built *rugged* for good application results that mean maximum efficiency on the job.

Chances are you may not build such a "swing"...but you can demonstrate Balsam-Wool's *ruggedness* with a simple product sample which shows:

1. Tough cold and warm side liners (*effective barriers against wind and moisture passage*).
2. Bonding of insulating mat to liners (*insulation stays put for a "house-time"*).
3. Rugged spacer flanges (*a reinforced flange for application to framing, providing important air spaces*).
4. Low thermal conductivity (*soft, non-irritating wood fibers effectively stop heat and cold*).

Balsam-Wool sealed insulation is sold by lumber dealers. You'll like the way it *handles on the job!* Wood Conversion Company, Dept. 118-96, First National Bank Building, St. Paul 1, Minnesota.



BALSAM-WOOL®

Blanket Insulation

RUGGED AND PROTECTED







Portable saws

...for wood, metals,
plastics, ceramics

Whatever the cutting problem, Porter-Cable makes a *quality* portable saw that fills the bill *exactly*.

There are 13 ruggedly built models with 4" to 10" blades, including the new 8 $\frac{1}{4}$ " Speedmatic illustrated — and the remarkable new Model 148 Bayonet Saw. A wide choice of blades and cutting discs makes for fast, efficient work in all materials — 12 separate saw kit combinations offer exceptional value and convenience.

Every Porter-Cable tool is *built to last* — to give complete satisfaction through long years of dependable service. Write today for free catalog and the name of your nearest Porter-Cable Dealer.

Model 528 Speedmatic Saw, \$130. In handy kit with accessories, \$145. Write for full catalog of the complete Porter-Cable line.

Porter-Cable

Quality Electric Tools

PORTER-CABLE MACHINE COMPANY

6019 N. Salina Street, Syracuse 8, New York

saws • belt sanders • finishing sanders • drills • routers • planes

In Canada: write Porter-Cable, Ltd., Box 5019, London, Ont. Canadian prices slightly higher.

**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.

©1956, NEW CASTLE PRODUCTS, INC.

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. J21T, New Castle, Indiana

Please send complete information on new MODERNFOLD Tub-Master.

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

IN CANADA: N.C.P., LTD., MONTREAL 23. IN GERMANY: N.C.P., GMBH, STUTTGART.

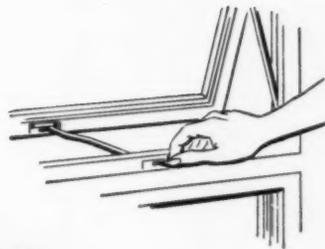
NEW CASTLE PRODUCTS, INC., NEW CASTLE, INDIANA • MANUFACTURERS OF MODERNFOLD DOORS



Pella[®]

WOOD MULTI-PURPOSE WINDOWS

UNDERSCREEN OPERATOR locks in any position



A pin-and-socket device locks the sash in many positions between fully open and fully closed. The aluminum Underscreen Operator is PELLA'S exclusive way of opening and closing sash without screen interference. And it's furnished at no extra cost.

OPERATES QUIETLY

The aluminum Underscreen Operator arm slides through a solid Nylon guide for smooth, quiet operation. Guide is wear resistant...needs no lubrication.

Inside screens are inconspicuous. They save storage space because they may be left in place year 'round. Wood frame screens are included with all windows that ventilate. All-aluminum screens available at nominal extra charge.

PELLA MULTI-PURPOSE WINDOWS are low in cost, yet have these quality features and many others—like all-aluminum and stainless steel hardware and stainless steel weatherstripping, sash and frame of select western pine, toxic-treated, mortised and tenoned. Self-storing, inside "storms" available when specified. A packaged window. Completely factory assembled. See our catalog in Sweet's Architectural or Light Construction File. Representatives throughout U. S. and Canada.

Pella[®]

WOOD MULTI-PURPOSE WINDOWS

CLIP AND MAIL TODAY

**ROLSCREEN COMPANY, Dept. H-76
PELLA, IOWA**
Please send helpful 20-page book,
"Library of Window Ideas."

FIRM NAME

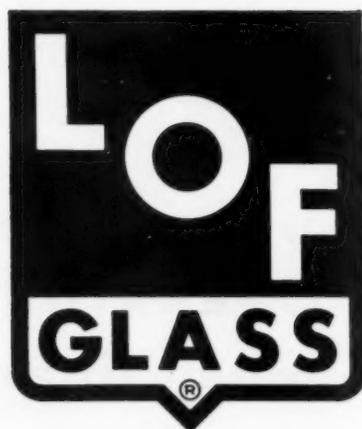
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CITY

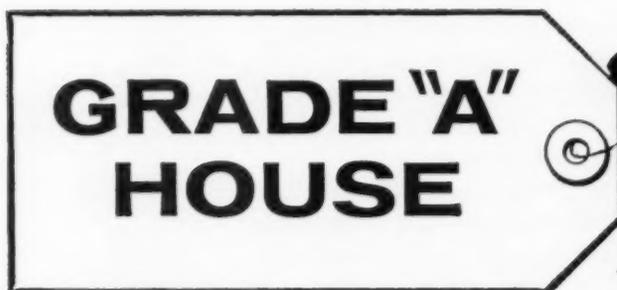
ZONE STATE

ATTENTION MR.

A LABEL LIKE THIS ON YOUR WINDOWS



HELPS PUT A QUALITY LABEL ON YOUR HOUSES



It would be silly to say that this famous symbol of quality will *sell* your houses, but consider this:

In advertisements to Mr. & Mrs. America during 1956 alone, this L·O·F label is appearing 216,787,000 times!

So when it appears on the windows of your houses, home buyers are naturally more confident that you've used well-known, top-quality 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



New cost-cutting construction *introduced by Styrofoam insulation method*

Now Dow plastic foam insulation eliminates furring, lathing . . . assures warm, waterproof masonry walls . . . with construction method proved in low-temperature structures.

Authorities have been astonished recently to see how damp-free masonry homes can be erected in less time—without furring or lathing—by using the low-temperature method with Styrofoam® (a Dow plastic foam).

This rigid, water-resistant insulation bonds to masonry walls with portland cement mortar. Plaster keys directly to its surface. Time-consuming jobs are eliminated, and the result is a dry, well-insulated structure.

These are a few of the many reasons why experts agree that Styrofoam brings a new concept to home construction. Yet no special tools or training are required.

Proved best by industry—

Styrofoam has been manufactured in commercial quantities since 1943. In that time it has been used with exceptional success in industrial installations across the country. The list of foremost organizations that have used Styrofoam reads like "Who's Who"! Now increased production makes the unique advantages available to the builder field. Its low thermal conductivity, its high resistance to water and water vapor, combined with

its exceptional strength and light weight, add up to make a superior insulation for all building needs.

Everyone benefits—

With Styrofoam the home owner enjoys the finest insulation—plus smooth, long-lasting plaster walls. The builder profits from the elimination of furring or lathing—plus exceptional ease of handling. And the architect is able to specify walls he knows will remain dry.

Brochure of architectural details is available at no cost from Plastics Sales Dept. PL 532Y-1, THE DOW CHEMICAL COMPANY, Midland, Michigan.

Builder shows 4 steps to



1 MASONRY wall is erected according to usual practice ...



2 MORTAR of portland cement is applied to Styrofoam ...



What do the unique advantages of Styrofoam mean to builders?

One of the first concerns of every builder is to erect faster-selling structures—at lower cost. And Styrofoam now makes an outstanding contribution to help accomplish these twin goals. For instance—

Styrofoam is so strong, so rigid that concrete floors are poured over it without additional support (so larger sections can be applied at one time!).

It is the lightest of all rigid insulations, weighing only 2.4 ounces per board foot (for easier handling on the job).

It is not affected by water or water vapor because of its noninterconnecting cellular structure. Even after a weeks immersion, only the open surface cells show any evidence of moisture (for dry living quarters).

The low thermal conductivity cannot be matched by any other insulation with comparable properties. The average "K" factor is 0.25 BTU-in./sq. foot-hr. —°F. (for comfortable housing, winter and summer).

Exhaustive tests indicate Styrofoam lasts a lifetime (for higher-value structures and completely satisfied clients).

It is nondusting, nonflaking, and can be cut easily with common tools (for low investment).

It is clean, odorless and nonirritating to the skin (for contented workers).

Advantages like these can be turned to the builder's profit—write for free brochure of architectural details and specify number needed. Address: Plastics Sales Dept. PL 523Y-1, THE DOW CHEMICAL COMPANY, Midland, Michigan.

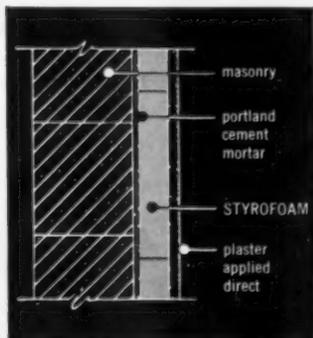
eliminate furring, lathing



3 **STYROFOAM** adheres readily to masonry without furring!



4 **PLASTER** keys directly to Styrofoam without lathing!



Styrofoam is readily adhered to masonry surfaces by portland cement mortar, cold-setting asphalts or roller-coat-applied hot melt.

comparative (u) values

wall type	wall thickness	(u) values		
		A	B	C
Brick	8"	.50	.30	.158
4" face	12"	.36	.24	.139
Rest common	16"	.28	.20	.123
Concrete	6"	.79	.39	.180
	8"	.70	.36	.175
	10"	.63	.34	.170
	12"	.57	.33	.166
Concrete	8"	.56	.32	.164
Block	12"	.49	.30	.158
Cinder	8"	.41	.27	.146
Block	12"	.38	.25	.142

Where:

*A = plain wall

*B = furred, lathed and plastered wall

*C = 1" thick Styrofoam with plaster direct—no furring or lathing

engineering data

thermal properties

Thermal Conductivity (K factor) B.T.U. /ft. /hr. /in. /°F.

.00003 to .00004 in./in./°F. between 0°F. and 80°F.

Specific Heat

Resistance to heat (maximum recommended temperature for continuous use)

0.23—0.27 at mean temperature of 40°F.

.00003 to .00004 in./in./°F. between 0°F. and 80°F.

0.27 B.T.U./lb./°F. at 40°F.

Styrofoam 22—175°F.
Styrofoam 33—155°F.

physical properties

Density (lb./cu.ft.)

Compressive yield strength (p.s.i.)

Tensile strength (p.s.i.)

Shear strength (p.s.i.)

Flexural strength (p.s.i.)

Compressive modulus (p.s.i.)

Bending modulus (p.s.i.)

Modulus or rigidity (shear modulus) (p.s.i.)

Styrofoam 22	Styrofoam 33
1.6—2.0	1.7—2.3
16—32	16—38
45—61	65—95
27—36	30—40
42—61	48—99
1200—1700	1500—2000
1000—1285	1250—1760
700—1600	1000—1300

water resistance properties

Capillarity

Water absorption
When subjected to 90°F., 90% relative humidity for 15 days

Water adsorption
When completely submerged for one week

None

Less than 0.03% by volume

Water pick-up only on surface cells less than 0.15 lb./sq. ft. of area.

vapor transmission

When Styrofoam acts as a barrier between spaces having different atmospheric conditions.

1.0—2.0 grains/sq.ft./hr./in. of thickness/in. of Hg. vapor pressure difference.

Copyrighted by The Dow Chemical Company 1955.

you can depend on DOW PLASTICS

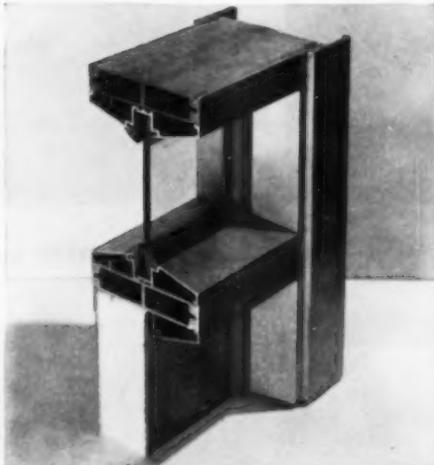


Check these other applications where

Styrofoam is superior



CAVITY WALLS may be constructed with air space on either side of Styrofoam.



WALL PANELS with Styrofoam cores are available from several manufacturers.



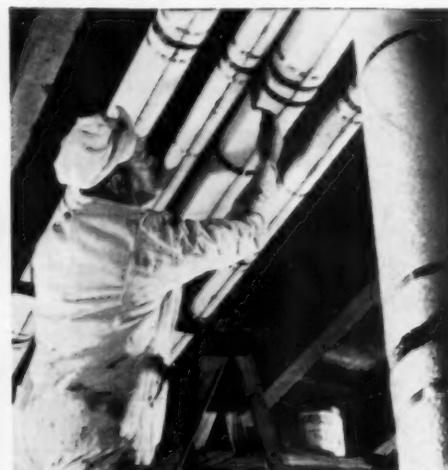
FOUNDATION AND SLABS—Unusually satisfactory with wet-proof Styrofoam.



ROOFS—Exceptional strength is combined with light weight to reduce dead load.



LOW-TEMPERATURE CONSTRUCTION—Unique combination of properties.



INDUSTRIAL EQUIPMENT—Tanks, pipes and heat exchangers perform better.

Free Brochure of Architectural Details

A brochure of architectural details for various applications of Styrofoam is available to you without charge. Address: Plastics Sales Department THE DOW CHEMICAL COMPANY, Midland, Michigan.

you can depend on **DOW PLASTICS**



MORRISON

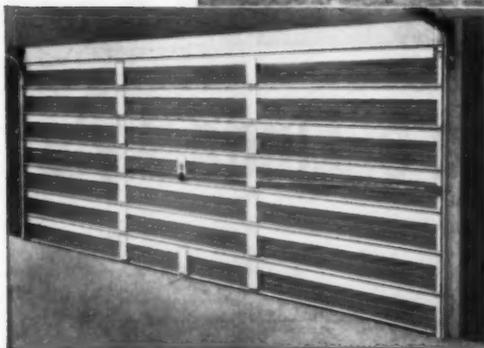
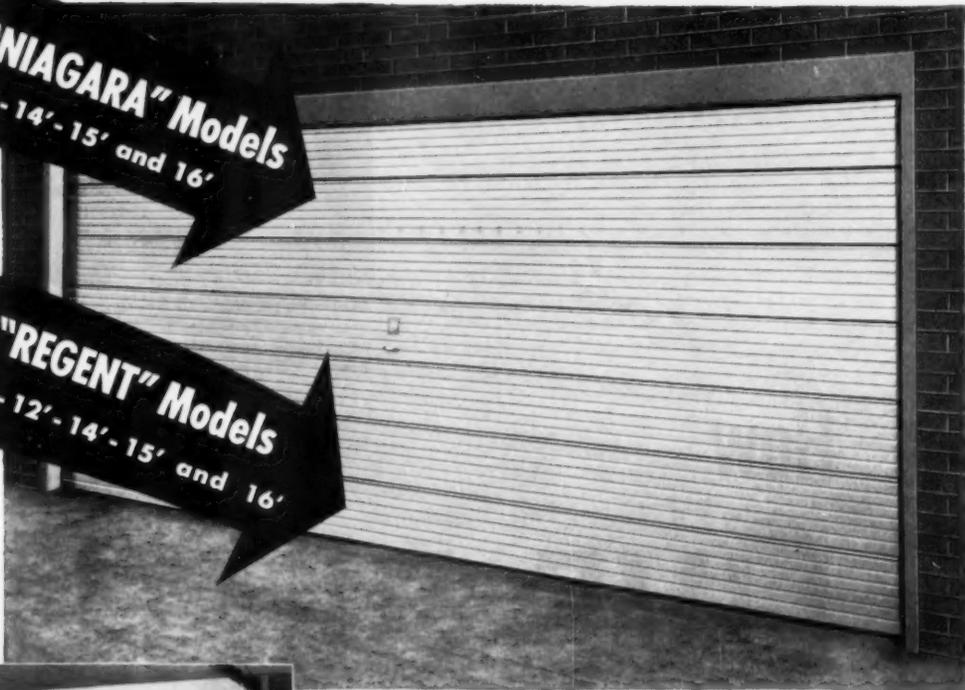
Roly-Door ANNOUNCES...

An expanded "NIAGARA" line...

A new "REGENT" line...

Larger "NIAGARA" Models
10'-12'-14'-15' and 16'

New "REGENT" Models
8'-9'-10'-12'-14'-15' and 16'



The **NIAGARA** — first all-steel, 7-section, *quality* garage door designed and priced for the volume building market — has allowed merchant builders everywhere to offer all the advantages of a *sectional* garage door for the same cost as an ordinary wood or one-piece metal door. Now the **NIAGARA** is available in a complete range of sizes — 8'-9'-10'-12'-14'-15' and 16' widths, in 6'6" and 7'0" heights. The new larger sizes feature vertical and horizontal reinforcing for maximum strength and rigidity, and a center locking handle with locking bars for extra security.

The **REGENT** is completely new. It has all the quality features of the **NIAGARA** plus "extras" like wedge-type tracks and completely adjustable roller brackets — generally found only on much higher priced doors. The **REGENT** is also available in the same complete range of sizes as the **NIAGARA**.

BOTH THESE GARAGE DOORS add to the value and saleability of any home. Once your prospects try their amazing fingertip operation — consider the lifetime durability of their all-steel construction — see that they roll up completely inside the garage without an awkward swinging-out motion — once they learn the many other exclusive features from you — they'll be one step closer to being "sold."

YOU CAN'T FIND A BETTER "BUY" IN GARAGE DOORS than Morrison Roly-Doors. Look for the name of the nearest Morrison Roly-Door Distributor or Dealer-Installer in the Yellow Pages of your telephone directory or write directly to Roly-Door Division, Morrison Steel Products, Inc., 644 Amherst Street, Buffalo 7, New York.

**QUALITY GARAGE
DOORS TO FIT EVERY
BUILDING BUDGET**



*There's a Morrison
Roly-Door for every
overhead door application...*

RESIDENTIAL • COMMERCIAL • INDUSTRIAL

IN CANADA: OVERHEAD DOOR SUPPLIERS, 1330 Bloor Street W., Toronto, 4

Morrison Steel also manufactures Mor-Sun Warm Air Furnaces and Air Conditioners, and Morrison Service Bodies.



Wall refrigerator and freezer is a feature of Linda Lyle Homes that women rave about. Mrs. Rigsby shows how this new wall arrangement puts all the food on view at hand and, at the same time, allows added counter space.

How

LIVE BETTER...

helps sell California's Linda Lyle

"Everywhere you look you see indications that families today want better living built right into their new home. That's why we're making Linda Lyle Estates an all-electric community," says Mr. James F. Rigsby, builder of one of California's newest developments in Fullerton, near Los Angeles.

There will be four hundred Linda Lyle homes when the community is completed, and they'll have an all-electric heat pump for year-round heating and air conditioning, electric kitchens, remote-control lighting...every convenience and comfort electricity can offer.



Attractive site sign arouses interest with the familiar words and symbols for HOUSEPOWER and LIVE BETTER . . . *Electrically*. Visitors are influenced by the tie-in with both these nationwide promotions offering the promise of better living.



Everything's electric! This typical Linda Lyle kitchen boasts an electric range, electric wall oven, dishwasher, garbage disposer and washer-dryer . . . *and* electric water heater—all included as *standard equipment*.

Electrically



Homes in the city of Fullerton

In promoting his new project, Mr. Rigsby is using the theme of the two national movements, HOUSEPOWER and LIVE BETTER . . . *Electrically*, to help him sell. Both of these consumer advertising programs tell prospective home buyers about electrical living . . . explain the unique advantages of an all-electric home. So far, visitors show by their enthusiasm that Mr. Rigsby is definitely on the right track.

Ask your local electric utility for advice and help on how you can benefit in your area from the national Live Better . . . *Electrically* program,

.....
SEE YOUR ELECTRIC UTILITY for these useful Live Better . . . *Electrically* merchandising helps:

- 72-page illustrated idea book (LBE-4)
- 64-page residential wiring book (LBE-5)
- Site sign — black and gold (14½" x 22") for builder imprint
- Banners, streamers, posters
- Ad mats and advertising suggestions
- Full-color movie "Meet Mrs. Swenson"



When they look for clues to quality
here's a convincer!

Millions of prospects for new homes or for remodeling—including *your* prospects—are learning about this seal.

They are learning that the AWWI Seal of Approval on wood window units is a convincing mark of quality in a house—windows which comply with the quality specifications of U.S. Commercial Standard 190-53. They are getting the AWWI seal story in the big national magazines they read—LIVING FOR YOUNG HOMEMAKERS . . . HOUSE BEAUTIFUL...HOUSE & GARDEN...SMALL HOMES GUIDE.

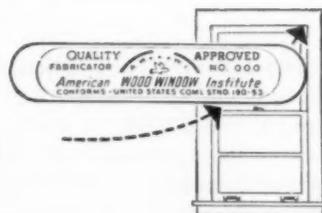
It's all part of a nationwide promotional program. This program can work for *you* by furnishing instant identification of quality in windows—and by identifying YOU as a quality builder. Included in the program is a special certificate of window quality, proving that the windows you install, bearing the Seal of Approval, comply in every respect to U.S. Commercial Standard 190-53. A mighty valuable sales tool—as builders are finding out.

How can you tie in to this promotion? By asking your supplier for wood windows bearing the AWWI quality seal. Certificates of quality for home owners will gladly be furnished you through the same source. American Wood Window Institute Seal of Approval Division, Ponderosa Pine Woodwork, 105 West Monroe Street, Chicago 3, Illinois.



What the AWWI seal of approval means for wood window units

1. Correct in design and construction
2. Made of carefully selected lumber
3. Preservative treated for lasting durability
4. Equipped with properly balanced sash for easy operation
5. Efficiently weather-stripped for weather-tightness



This full-page ad is typical of AWWI Seal of Approval advertising in big national magazines reaching home owners.

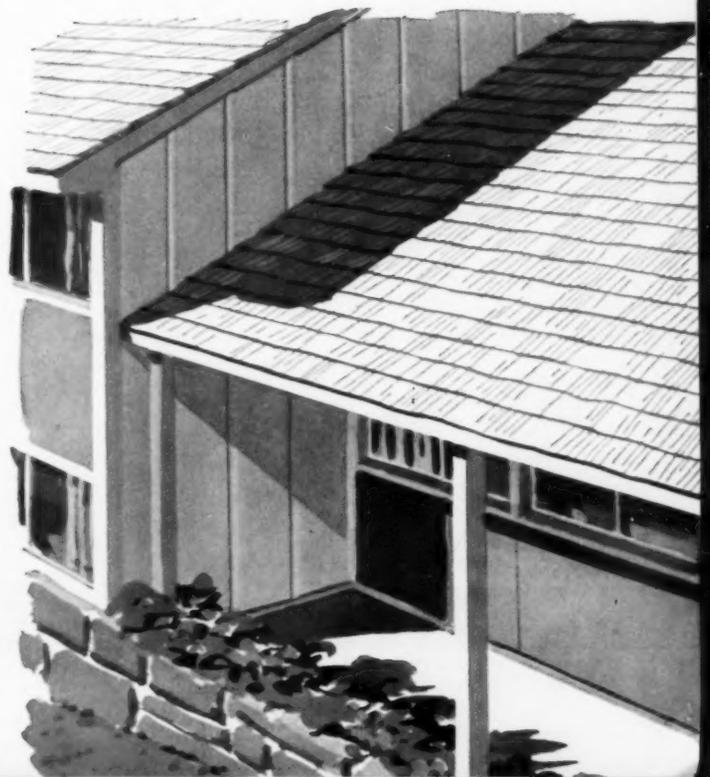


Designed by George Cooper Rudolph, A.I.A.

PAINTED ASBESTOS BOARD BRIGHTENS THIS SPLIT-LEVEL

The beautiful sidewalls of this split-level show how smartly you can "individualize" a home with asbestos-cement board. Asbestos sheets are applied vertically with battens at gable ends; horizontally *without* battens in front. You'll find asbestos sheets take paint beautifully, are economical and easy to work with. An asbestos roof and sidewalls give you extra sales appeal — fire protection, long life, and low maintenance. 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.



New! Luxurious General Electric Dramatic Sales Appeal to Your Houses —



**REFRIGERATION
CENTER**

The General Electric Wall Refrigeration Center is available in Mix-or-Match colors: Canary Yellow, Turquoise Green, Petal Pink, Cadet Blue, Woodtone Brown—or White.

Wall Refrigeration Center Adds Gives Any-Priced House a Custom Touch!

**Offers many installation possibilities. Save construction costs
by using it as a wall or room divider**

Here, in one compact unit, is a practical new concept in refrigerator design and styling that will put more sales attraction in your houses.

The basic feature of this wonderful General Electric Refrigeration Center is its *flexibility*.

For example, you can install the 11-cubic-foot General Electric Wall Refrigerator-Freezer without any other units. Simply hang it on the wall on a specially provided mounting bracket.

Or, you can substitute for this, the single, free-standing unit (illustrated left) which consists of the General Electric Wall Refrigerator in combination with

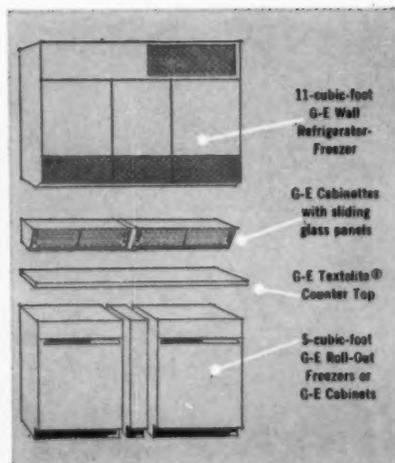
General Electric Cabinets underneath; separated by the new General Electric Cabinettes® in the center, with sliding glass panels.

And if you wish to provide more freezer space, you can install one or two of the new General Electric Roll-Out Freezers underneath, in place of regular base cabinets. In this way, you can offer your customers a 16- or 21-cubic-foot refrigeration center all in one!

Call or see your General Electric distributor for more complete details. Household Refrigerator Department, General Electric Company, Appliance Park, Louisville 1, Kentucky.

Progress Is Our Most Important Product

GENERAL  ELECTRIC

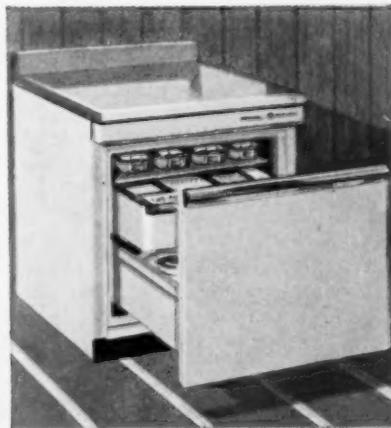


These are the various units. Install one, two or more of these units for any arrangement. Appliances are simply "stacked on." Saves cost of finishing an exterior wall or erecting a partition wall.

G-E Wall Refrigerator-Freezer or G-E Roll-Out Freezer may be installed separately!



G-E Wall Refrigerator-Freezer. Everything at your eye level. Everything is accessible. And because this appliance hangs on the wall, extra floor space is gained for extra counter surface and base cabinets.



G-E Roll-Out Freezer holds up to 173 pounds of frozen food. Freezer glides out smoothly and silently like a filing cabinet. Top section holds the foods you use most. Bottom section holds bulky foods.



Lenox China Company's new 143,000-sq-ft plant, with attached administrative building, in Atlantic County, New Jersey.

Plenty of Natural Daylight in Lenox China's New Plant

... AND THIS BUILDING IS READILY EXPANDABLE,
THANKS TO THE RUGGEDNESS OF STEEL WINDOWS

When the Lenox China Company decided to double their production capacity by building a new plant near Atlantic City, N. J., they asked the architects to meet two basic requirements in the design. First, to provide plenty of natural daylight, a "must" for gilding and other intricate hand operations that go into the production of fine china. Second, to provide for plant expansion.

H. F. Everett & Associates, of Allentown, Pa., the architects, filled both requirements by specifying commercial projected steel windows. Glazed with tinted glass, these windows reduce glare, but allow all the natural light necessary. When the time comes to expand, the rear window-wall of the four-bay plant can be removed, other bays added, and the windows re-installed. Tough on the windows? Of course — but sturdy steel windows can take it!

Whatever type of designing or building you do — industrial, commercial or residential — you can do it *better* with steel windows. Thanks to steel's strength, steel windows give more light and more ventilation than other types of window — and are far more rugged.

A wide selection of steel windows in all standard types and sizes is available locally. Check with your building supply dealer, or contact the local representative of any reliable, nationally-known manufacturer of steel windows.

For many years, manufacturers of fine steel windows have used solid, hot-rolled sections of open hearth steel made by Bethlehem.



MAXIMUM DAYLIGHT — These highly-skilled craftsmen are gilding fine china, an intricate job that requires excellent natural lighting. Only steel windows have slender but strong framing members that permit maximum daylight and maximum ventilation. See Sweet's File 16b.

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



You are entering the **American Builder**

Supermarket

Help yourself to everything you want in new information and literature about new products shown on the pages ahead. This is one-stop shopping for ideas. Instead of writing a dozen different manufacturers, just circle the numbers on the other side of the card below . . . then drop it in the mail (no stamp needed). **AMERICAN BUILDER** will forward your request to each manufacturer, who will send you complete data free of charge. Get your pencil out and help yourself . . .



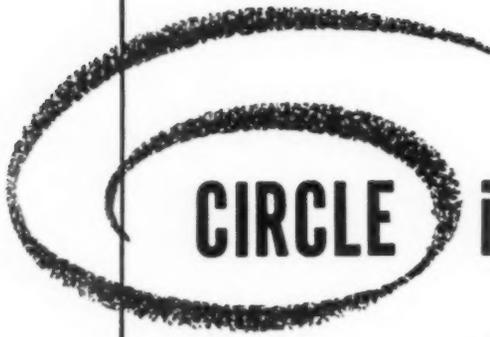
BUSINESS REPLY CARD

First Class Permit No. 153, Sec. 34.9, P. L. & R., New York, N. Y.

4 cents Postage will be paid by

Business Manager
AMERICAN BUILDER
30 Church St.
New York 7, N.Y.





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postcard today

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INFORMATION SERVICE**

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OF GAS YET**

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MAIL THIS CARD TODAY — WE PAY THE POSTAGE

PLEASE PRINT NAME TITLE

NAME KIND OF BUSINESS

STREET

CITY ZONE STATE SEPTEMBER, 1956

I wish to enter a subscription to American Builder for one year (\$3.50) 3 years (\$7)

New Renewal Signature

SERVICE ON THIS CARD EXPIRES IN 90 DAYS — ACT NOW!

... more about windows and doors. Your buying guide to this field, complete with the latest trends, starts "up front" on page 164. It continues here with more ideas on the latest products.

OPEN PLANNING begins with open window walls in Wichita, Kan., house by the Wichita Building Material Co. Bilt-Well windows, which offer modular planning in an unlimited number of window arrangements, here combine an awning unit on top, a fixed unit next and a hopper unit below. Natural insulating wood frame construction. Window arrangements allow complete ventilation control. Carr Adams & Collier Co., Attn. Allen E. Stoltz, Dept. AB, Dubuque, Iowa. (Circle No. 9013 on reply card, page 206)



How to "open up" for space and sales



STACKING WINDOW UNITS from Pella's "Multi-purpose" line achieved fixed plus open combination in Don Erickson residence, Excelsior, Minn. Frame and sash of toxic-treated Western Pine; stainless steel, spring type weatherstripping around entire sash. Competitively priced. Rolscreen Co., Attn. A. L. Reisser, Dept. AB, Pella, Iowa. (Circle No. 9014 on page 206)



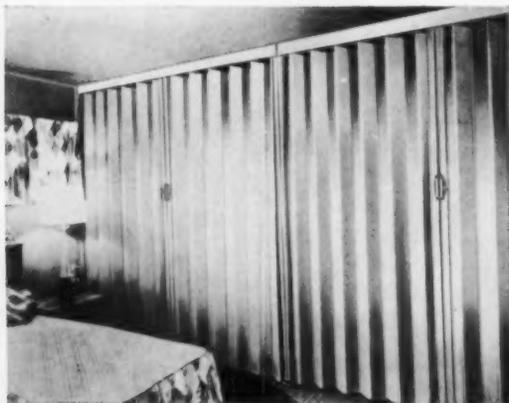
SPACIOUSNESS CREATES SALES in Los Angeles development by George D. Buccola. One of the open-planning ideas is use of Arcadia steel-framed sliding glass doors to join living room to outdoor living area. Doors are weatherproof, in variety of sizes. Arcadia Metal Products, Dept. AB, 324 N. Second Ave., Arcadia, Calif. (Circle No. 9015, page 206)

OTHER NEW PRODUCTS IN THIS ISSUE

Baths and Kitchens	p. 218 ▶
Building specialties	p. 232 ▶
Floors and Walls	p. 228 ▶
Tools and Equipment	p. 224 ▶
Windows and doors	p. 214 ▶
Catalogs	p. 236 ▶

**STILL MORE ABOUT WINDOWS AND
DOORS AHEAD . . . TURN PAGE ▶**

▼ **OPEN PLANNING SOLUTION . . . FOLDING DOORS OPEN TO**



OPENNESS TURNS TO PRIVACY with installation of a folding door. This one, used by Bill Levitt in Levittown, Pa., is an Accordofold door which features a new, matching finished cornice as well as choice of nine decorator colors. Of vinyl plastic with teakwood insert, door operates freely and silently on self-lubricating nylon slides running on heavy duty top track. Security latch insures tighter closing. Price: about \$24.50 for standard door. American Bamboo Corp., Attn. Lee Jacobs, Dept. AB, 171-06 Jamaica Ave., Jamaica, N.Y. (No. 9016, p. 206)



PRIVACY OR SEMI-PRIVACY offered by Hough in Fashionfold Doors, often used in full-access closets and as room dividers, and the Hufcor Door for essential privacy. Fashionfold is a wood-slat ventilating folding door while Hufcor is of 5-ply laminates which form a semi-rigid partition. Air space between the covers provide an additional sound barrier in Hufcor which starts at \$32.25. In stock and standard sizes. From Hough Manufacturing Co., Attn. C. A. Weber, Dept. AB, 1044 S. Jackson, Janesville, Wisc. (No. 9017, p. 206)

▼ **GARAGE DOOR SOLUTIONS . . . THE FINISHING TOUCH IN**



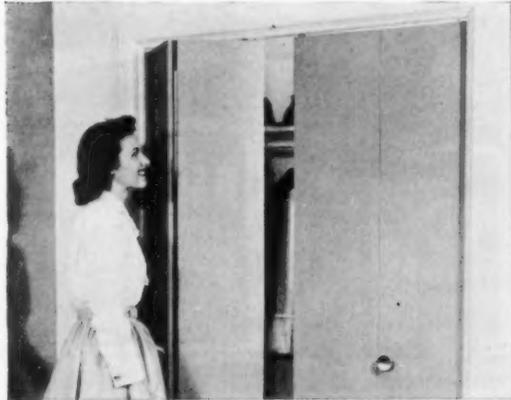
RIGHT DOOR FOR THE RIGHT HOUSE was used by E. T. Schimmel and Sons of New York City on this home in York, Pa. Giving an organized texture to the door area, a shutter-effect door by Raynor finished off front elevation of the house. In effort to meet the demands of tract builders for variation in front elevations, Raynor offers variety in carved panel designs and panel arrangements, all keyed to architectural theme of the home. Illustrated door, approximately \$450. Raynor Mfg. Co., Attn. J. M. Watson, Dept. AB, East River Rd., Dixon, Ill. (No. 9018, p. 206)



FIVE SECTIONAL DOOR MOVING UP in popularity says Howell Mfg., which recommends it for smoother operation because of smaller sections; a design which complements the contemporary home. Howelldors also recommended by the maker for quiet operation, dowel construction, complete fabrication at the factory, feather-touch action and the Howell-tite track (wedge type) which can be installed in as little as three inches of headroom. Howell Manufacturing Co., Attn. Margaret Donnelly, Dept. AB, N. Morehall Rd., Paoli, Pa. (No. 9019, p. 206)

latest products to fit the latest trends

SPACIOUS LIVING, CLOSE TO CREATE PRIVACY



STURDINESS PLUS SPACE SAVING in American Community Builders' Homes in Park Forest, Ill.: Strength of steel in Amweld folding door unit adds to folding advantages. Door provides access to closets, cupboard or wardrobe. Four panels are hinged in pairs and doors fold to each side. Four-inch unit projects only seven inches into room when opened. Unit is sound-deadened, operates on nylon pivots. Prices from \$31 to \$35.50. American Welding & Mfg. Co., Attn. S. T. Hunter, Dept. AB, 310 Dietz Rd., Warren, Ohio. (No. 9020, p. 206)

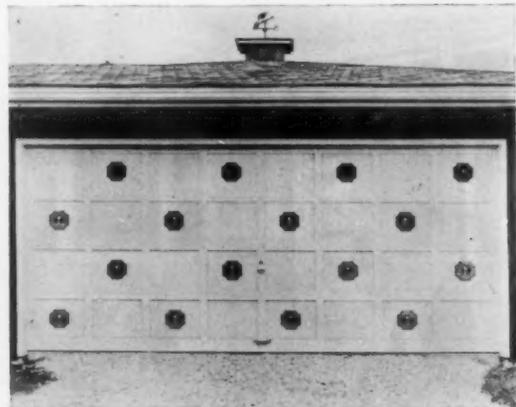


EVERY INCH COUNTS in closet and bedroom space when a folding door like this Modernfold unit is used to enclose a closet. Doors are installed as package, complete and ready for use. Frames are of rust-proofed steel, covered with washable vinyl-coated fabric which comes in wide color range. Four types of steel track are available, and pantograph hinge construction keeps door in true balance. Line includes stock, standard and Spacemaster doors. Prices start at \$22.45. New Castle Products, Attn. J. D. Kenison, Dept. AB, New Castle, Ind. (No. 9021)

TRADITIONAL, MODERN, VARIABLE DESIGNS



FINISHING ARCHITECTURAL TOUCH to project and custom home is the right garage door. Above, builder R. A. Gall of Cleveland employs correct styling of Graham door to complement lines of his houses, uses many variations of line to add individuality. These flush, sectional garage doors are upward acting, available with decorative mouldings or windows of all shapes built in at factory. Styles vary from Early American to contemporary. Graham Industries, Attn. J. H. Homuth, Dept. AB, 6901 Carnegie Ave., Cleveland 3, Ohio. (No. 9022, p. 206)

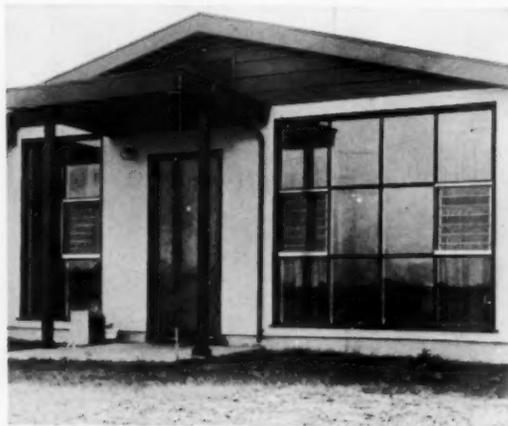


VARIATION IN DEVELOPMENTS as well as in individual homes is solved by Frantz's demountable Rosettes which come in nine styles and can be mounted in numerous patterns on either the firm's sectional or rigid type garage doors. Above, builders Gattel and Wolber of Sterling, Ill., used a four-section upward-acting door (Model 226) with demountable decorations (Rosette No. 2520). Price: about \$180. Rosettes at \$1.00. Frantz Manufacturing Co., Attn. W. L. Black, Dept. AB, Sterling, Ill. (Circle No. 9023 on reply card, page 206)

▼ **SCREENS, AWNINGS . . . NECESSARY WINDOW AND DOOR EXTRAS**



SCREENING ADDS NEW USE to porch. Recommended as sunshading device to block heat and glare from sun-exposed windows and openings is Koolshade Sunscreen. Builder installation above shows sun blocked by screening on either side of open door. Besides cooling results (up to 15° cooler) screening reduces air conditioning tonnage. Installed in custom aluminum frames, Koolshade is miniature venetian blind with louvres at optimum sun-shading angle. Reflectal Corp., Attn. S. A. Helffrich, Dept. AB, 310 S. Michigan Ave., Chicago, Ill. (No. 9024, p. 206)



SCREENS THAT FIT LIKE SHADES were used by builder R. Lindsay on 30-home tract near Mountain View, Calif. Tensionite screens, made to fit all standard double-hung windows plus jalousie and other type windows, are easily installed with template adjustment bar on top and bottom and total of five screws. Aluminum screens engage sill screw and fit, insect-tight, against window. Easy to remove, they can be rolled up for storage. Overall appearance is modern. From Rudiger-Lang Co., Dept. AB, 2701 Eighth St., Berkeley 10, Calif. (No. 9025, p. 206)



STORM AND SCREEN DOOR COMBINATION allows easy interchange of storm and screen panels. With this builder installation, for instance, the home owner may combine a screen panel with two glass panels for ventilation during a mild mid-winter period. Continental's "Stylist" with diamond grids features Ponderosa pine door; screen panels wired with non-corroding aluminum cloth. Prices: \$32.00 to \$35.00. From Continental Screen Co., Attn. W. M. Steinbauer, Dept. AB, 310 So. Michigan Ave., Chicago 4, Ill. (No. 9026, p. 206)



BIGGER WINDOWS, BIGGER AWNINGS: Cotton canvas awnings are suggested as the perfect companion for bigger-than-ever windows. Used here in Bellevue, Wash. by Wendell H. Lovett, architect, the striped awning softens the sun's glare on the glass wall and offers a contrast in color and texture. Tests show unshaded windows let in 35 times as much heat from the sun as an insulated wall. Awnings can be raised or lowered to keep pace with sun. National Cotton Council, Dept. AB, P.O. Box 9905, Memphis 12, Tenn. (No. 9027, p. 206)

Announcing the **BIG, ALL NEW**

SHAWNEE®

Chief

MODEL "D90" BACKHOE

Featuring Exclusive

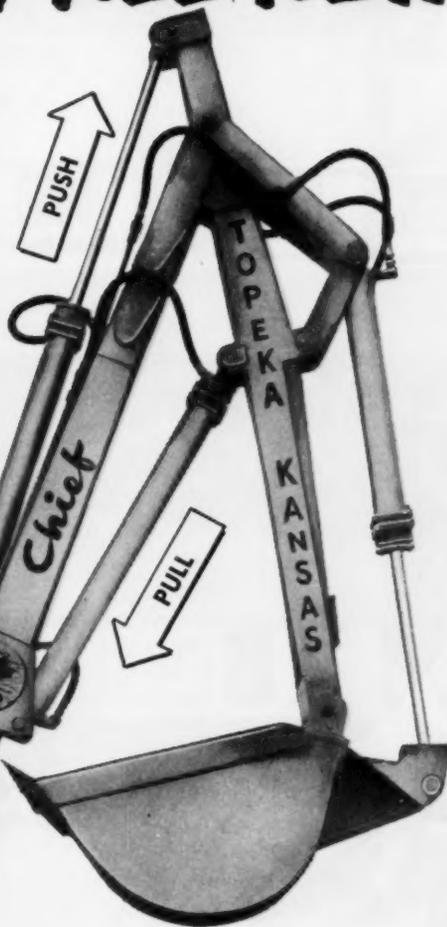
**PUSH PULL
POWER**



For Complete Information, write:

SHAWNEE

manufacturing company, inc.
1947 JJ N. TOPEKA AVE., TOPEKA, KANSAS



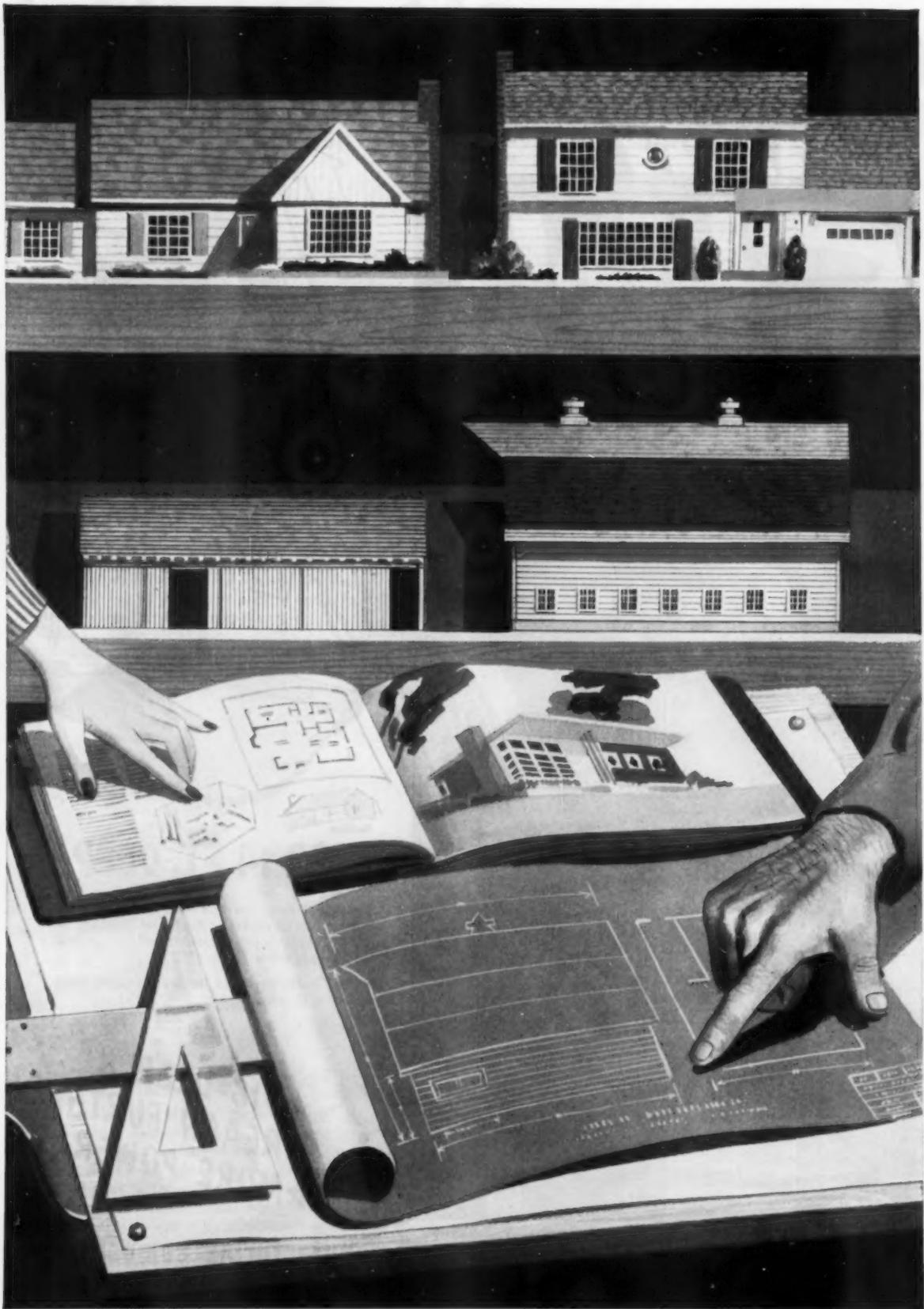
DIGS 14 FT. DEEP!

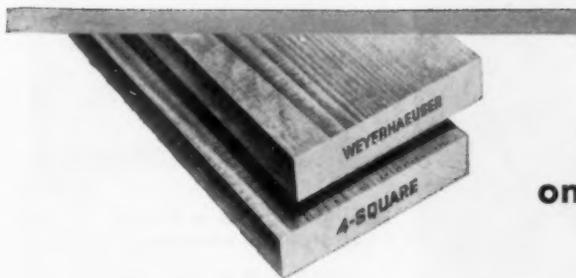
Another Shawnee exclusive — PUSH-PULL POWER!
The top cylinder **pushes** on the Bucket Boom and the bottom cylinder is synchronized to **pull** . . . provides more digging power.

Digging is efficient to 14 feet—actual reach below surface is 15 feet.

★ **DIG DEEPER!**
★ **REACH FURTHER!**
★ **MORE POWER!**

Ad-552





This brand name
on lumber
also gives builders...

Proved sales aids

Modern designs give builders interesting, effective material for attracting new business.

Accordingly, the Weyerhaeuser 4-Square Building Services were developed . . . one for city homes . . . the second for farm service buildings, equipment items and modern rural homes. Every design in both services has been designed by experts—and engineered by Weyerhaeuser for sound, economical construction.

Builders find these services powerful selling tools . . . they offer the means of providing better structures and

gaining more satisfied customers — which means increased profits.

Both of these services are continuously advertised in national consumer publications . . . to locate prospects, to direct them to builders using Weyerhaeuser 4-Square Lumber and Building Service designs.

Ask your Weyerhaeuser 4-Square Lumber Dealer to show you how you can benefit by using the Building Services . . . and the powerful sales and merchandising tools. Your building prospects will be interested in seeing the many designs and ideas offered.

LUMBER SHEATHING—Building authorities prefer wood sheathing for holding the framework of a building in a firm, rigid unit. Lumber Sheathing offers a sound base for nailing which resists loosening caused by vibration . . . does not require furring strips . . . and is not damaged by moisture before or during construction. These are reasons why Weyerhaeuser 4-Square Lumber Sheathing offers true structural economy.

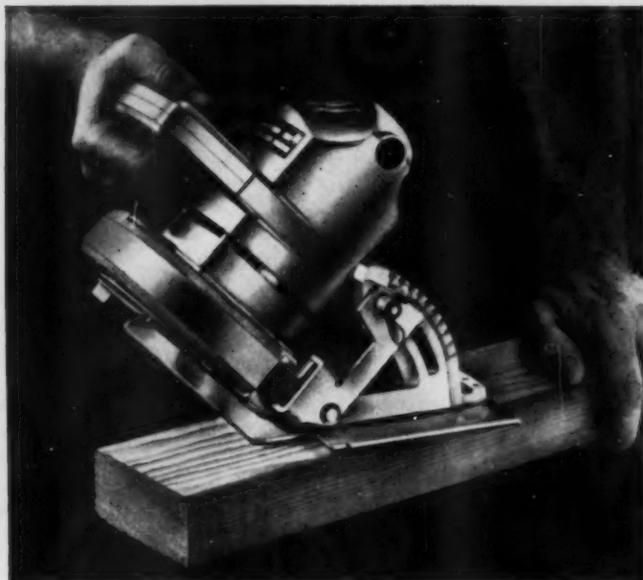
Weyerhaeuser Sales Company

ST. PAUL 1, MINNESOTA



STANLEY

Electric Tools



New saw added to line 6½" H68 . . . only \$64.95

This is Stanley's H68, a 6½" companion to the new line of heavy duty builders saws. H68 cuts a 2 x 4 at 45° and 2¾" at 90°. It has ball bearings throughout and every other work saving feature of the new 6", 7" and 8" Stanley saws.

H68 has the "Free-Start" Guard that never sticks at any angle of cut and gives maximum blade coverage. H68 has the Motor-Saver Drive that protects saw motor against shock caused by striking foreign objects like nails, etc. And H68 costs only \$64.95.

SAWS

Here's the new low-priced line of Stanley heavy duty builders saws.

6" H65 . . . only \$59.95
6½" H68 . . . only \$64.95
7" H70 . . . only \$69.95
8" H85 . . . only \$79.95

KITS

These kits include saw, extra blade, ripping gauge, lubricant and wrenches in sturdy metal carrying case.

H665 . . . only \$75.95
H668 . . . only \$80.95
H770 . . . only \$85.95
H885 . . . only \$97.50

See Stanley builders saws at the Stanley Electric Tool distributor near you. For his name and address and complete power tool catalog No. 56, write Stanley Electric Tools, 109 Myrtle St., New Britain, Conn.

STANLEY

American Builder **New products**

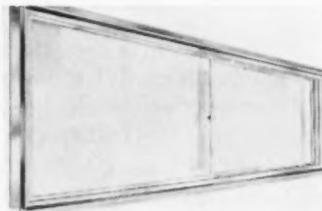
WINDOWS AND DOORS



Sliding doors in choice of steel or aluminum

Arislide sliding doors are offered in both aluminum and steel. Both come with nylon bottom rollers to give smooth, quiet operation, plus complete mohair weatherstripping. Doors are available in 20" to 6' widths, and in heights of 6'10" and 8'. Special types and sizes are furnished for individual requirements. Besides residential use, Arislide doors are also recommended for hospital, office and commercial construction. Information from Michel & Pfeffer Iron Works, Inc., Dept. AB, 212 Shaw Rd., South San Francisco, Calif.

Circle No. 9028 on reply card, p. 206



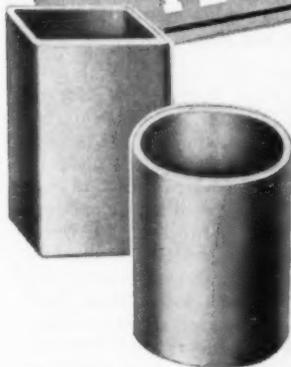
Sliding window complements sliding glass door

New addition to the Sun Valley line of sliding glass doors is an aluminum, easy-sliding window offered in 34 sizes and several styles. Tenite Butyrate plastic liner for sill weatherstripping makes movement of windows smooth and silent. Stainless steel and extruded vinylite weatherstripping in head and jamb of window for additional weather control. Cam type locks, prepunched nail holes in fin and trim for easy installation. From Sun Valley Industries, Inc., Dept. AB, 8354 San Fernando Rd., Sun Valley, Calif.

Circle No. 9029 on reply card, p. 206

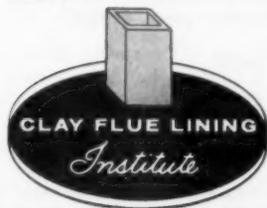
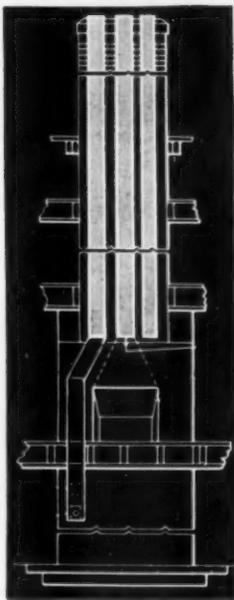
**Put Extra Sales Appeal
in Your New Home!**

**Specify CLAY
FLUE LINING**



**for added
Fire
Protection!**

One out of every five destructive fires results from faulty chimney flue and furnace installations! That's why Clay Flue Lining is the mark of a quality home — with important extra sales appeal for any buyer. It's 100% fireproof — won't melt under heat. And its smooth inner surface can't accumulate dangerous quantities of soot. Be sure to specify Clay Flue Lining in every home you build, and use this important safety feature to help you sell.



You Can Trust This Mark of Quality

CLAY FLUE LINING INSTITUTE

161 Ash Street, Akron 8, Ohio

CONTACT AN INSTITUTE MEMBER WHEN YOU WANT THE BEST

American Vitrified Products Co., Cleveland 14, Ohio • Dee Clay Products Co., Inc., Bloomingsdale, Ind. • The Evans Brick Co., Uhrichsville, Ohio • The Kaul Clay Manufacturing Co., Toronto, Ohio • The Kopp Clay Co., Malvern, Ohio • Larson Clay Pipe Co., Detroit 34, Mich. • Malvern Flue Lining, Inc., Malvern, Ohio • Mill Hall Clay Products, Inc., Mill Hall, Pa. • Natco Corp., Pittsburgh 22, Pa. • Peerless Clay Corp., Toronto, Ohio.

FL-456-24D

**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.

OUT-PERFORMS ANY DOOR IN ITS PRICE RANGE!



New TRIMVIEW Aluminum Sliding Glass Doors

- are designed to help you sell your homes
- have more features with "sales appeal" than any other competitively-priced door on the market.

Here are just a few of them:

- All panels slide • sloped sill with large drainage slots assures fast run-off • continuous full-length weatherstripping in both jambs and rails • satin-like alodized finish for high corrosion resistance • a positive-locking jamb latch • Optional Extras: nail-on trimfin for dry wall or stucco; interior snap-on sill extensions; exterior sill flashing

Take Advantage of Trimview's Package Plan:

More than a dozen fine matching metal building products are available under Trimview's Package Plan:

- you deal with one company
- one order fills your requirements
- one source expedites building schedules

For information: Write, wire or phone:

TRIMVIEW METAL PRODUCTS
600 No. 3rd St., Covina, California • EDgewood 9-6211

Metal components for glass

TRIMVIEW

metal products

COVINA, CALIFORNIA

American Builder **New products**

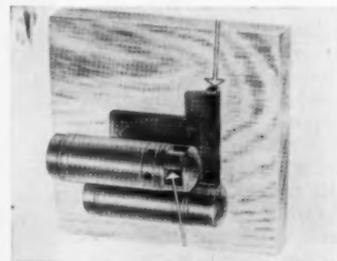
WINDOWS AND DOORS



New locks give remodeled look to old doors

For remodeling old doors with new locks Schlage suggests its line of lock installation tools. Featured among them is the Schlage Boring jig which insures perfect installation on all standard wood doors. The boring jig, used in conjunction with a small number of accessory tools, can handle lock replacement or installation of long backset or standard backset locks. Basic tool is of heavy gauge stamped steel, designed to fit doors from 1 $\frac{3}{8}$ " to 2". Information on this and other locksetting equipment from Schlage Lock Co., Attn. R. W. Ebey, Dept. AB, P.O. Box 3324, San Francisco 19, Calif.

Circle No. 9030 on reply card, p. 206



Improved hold-open feature in new louver door hinge

A new louver door spring hinge with an automatic hold-open feature has been put on the market by Bommer Spring Hinge Co. Hold-open feature engages only if the door is opened slowly, so that the door may be held open or not, as desired. Slight push on the door, in either direction, releases the hold-open. Hinges are available in two sizes: one for $\frac{3}{4}$ " to 1 $\frac{1}{8}$ " thick doors and the other for 1 $\frac{1}{8}$ " to 1 $\frac{3}{8}$ " doors. Further information from Bommer Spring Hinge Co., Dept. AB, Landrum, S.C.

Circle No. 9031 on reply card, p. 206

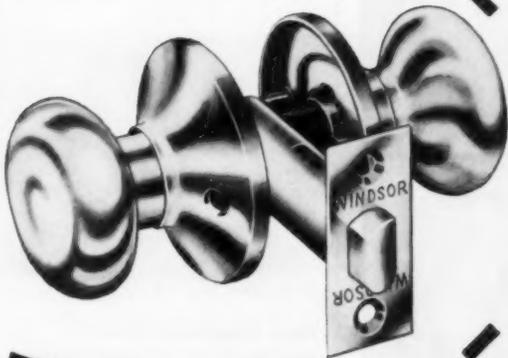
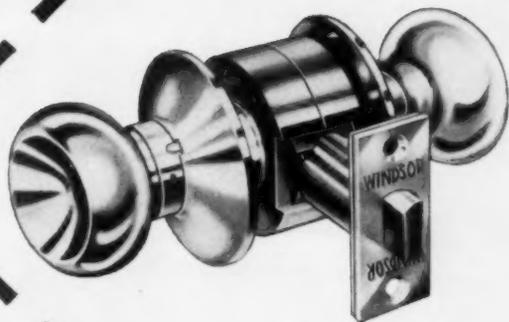
For window and door catalogs, see p. 236

Windsor

*Your Best Buy in
locks...builders prices
start at \$1.40*

the 800 Series

Engineering perfection is the keynote in every Windsor 800 Series Lockset or Latchset. This Semi-Heavy Duty Cylindrical Series features only the finest brass, aluminum and steel construction...and the elimination of all unnecessary working parts assure continuous, trouble-free operation. In fact, *all Windsor Locks are guaranteed for the life of the building!*



the 500 Series

Highest quality in the low price field...that's the Windsor 500 Series of Locks and Latches. All outside parts are solid brass and, like the 800 Series, polished to a high jewel-like lustre...sealed with a baked-on clear enamel to retain their beauty. And, all chrome surfaces are triple plated! Both Windsor Series are available in either attractive polished brass or sparkling aluminum.

If you buy Hardware, Millwork or Building Supplies...send today for our latest catalog. 100 pages filled with everything you need in building materials.



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St. Louis 20, Mo.

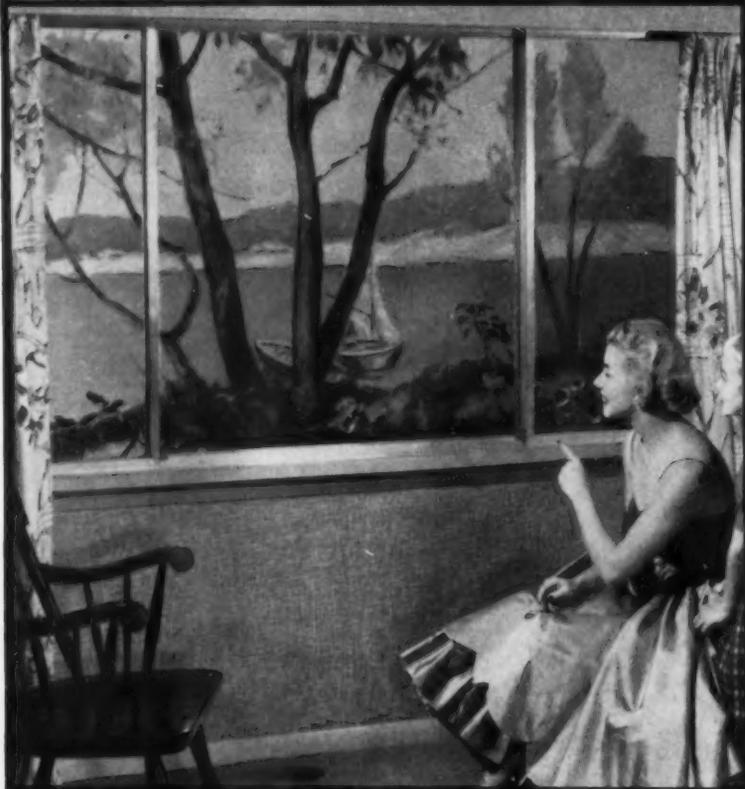
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THE *Fleetlite* Rhapsody in Glass



SLIDING WINDOWS



SLIDING DOORS



DOUBLE, DOUBLE HUNG WINDOWS



JALOUSIE WINDOWS

Glass — bringing light, vision, beauty to our new construction is offered by Fleet in matching frames of extruded aluminum. Engineering has solved the problems of weathertightness and ease of ventilating. Good design has made it practical to mix different styles in the same building.

Now you can have complete freedom and use sliding glass doors, either double hung or horizontal sliding windows and as a special feature a Jalousie window or door.

All Fleetlite products meet the needs of northern winters and western dust storms.

Write today for complete information.

FLEET OF AMERICA, INC.

2009 Walden Avenue, Buffalo 25, New York



American Builder New products

BATHS AND KITCHENS



Built-in units transform small kitchen area

Built-in gas cooking units are the answer to modernizing a small kitchen. Built-in is an in-a-wall waist-level oven in stainless steel and a drop-in three burner unit. Natural white birch cabinets are placed along two longer walls of rectangular room. These, plus built-in cooking units give maximum use of small amount of space. More information on units and custom built storage from Chambers Ranges Inc., Dept. AB, 2464 N. Meridian St., Indianapolis, Ind.

Circle No. 9032 on reply card, p. 206



New Stanthony hood is designed for remodeling

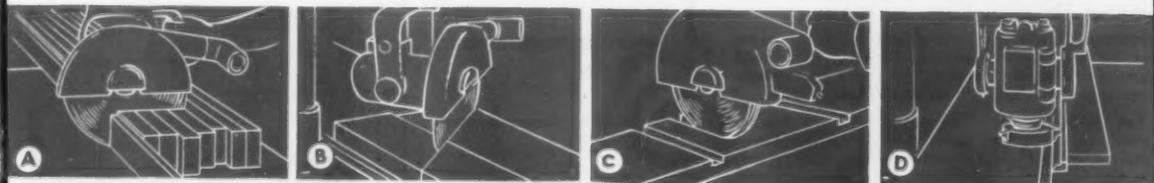
Stanthony's Model 400 hood equipped with a vent cover solves the remodeling problem for kitchens in which there is no cabinet above the range. Vent cover comes in two styles, with or without an electric clock and covers blower vent and wiring between hood and ceiling. Ventilating hood also in two styles, four sizes: 30, 36, 42 and 48 in. and in six color finishes. All with twin wheel blower and twin grease filters that slide out for washing. Information from Stanthony Corp., Dept. AB, 5341 San Fernando Road West, Los Angeles, Calif.

Circle No. 9033 on reply card, p. 206

Cuts 7-10 times faster than power hand saws!



Portable De Walt® pays for itself on one job



A—De Walt'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**—De Walt carries inside for finishing work, special built-ins—minimizes scrap. **D**—Converts mill-run lumber to perfect moldings, for added savings.

De Walt saves on practically every cutting job inside or outside. Arm raises, lowers, swings 360°. Powerful De Walt-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 De Walt 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 70c a day in monthly payments after 10% down puts a GW-I on your job. Use De Walt's Easi-Budget Payment Plan.

See your supplier or send for FREE BOOKLET.



De Walt Inc., Dept. AB-56-9 Lancaster, Pa., Subsidiary of AMERICAN MACHINE & FOUNDRY COMPANY

Please send FREE Booklet on Job-Tested Methods for Cutting Cutting Costs. I enclose 25c for valuable Common Rafter Meter.

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 Company _____
 Address _____
 City _____ Zone _____ State _____





RELIABILITY BY THE CARTON*

*5 lb. carton of
Maze Stormguards

You'll never get another complaint about staining and streaking nails when you provide Maze Stormguard Nails for roofing, siding and trim. With Stormguards you not only protect your reputation but you give peace of mind to the homeowner who depends on your expert advice.

Maze Stormguards are inexpensive, especially engineered fasteners which can be used with complete confidence. Composed of a strong steel core that provides excellent driving qualities, Stormguards are made stain-resistant by special double-dipping in molten zinc. Thus, while FHA requires zinc-coated nails of the "hot-dipped" type—Stormguards are hot-dipped TWICE.

Stormguards save application time, too! . . . require no counter-sinking or puttying; hold anchor-tight and prevent leaks and rust deterioration of roofing, siding and trim.

Yet, with all these advantages, Maze Stormguards cost 1/3 less than non-ferrous nails and only 1 1/2¢ per pound more than ordinary galvanized nails. Inexpensive assurance of nail satisfaction! Help your customers guard against costly repair and repainting bills—stock and recommend Maze Stormguards . . . reliability by the carton.

Maze Stormguards are available in 85 sizes and types for roofing, siding and trim—plain and anchor (ring) shank. Ask for them by name; packed in clearly labeled 5 lb. cartons.

OTHER MAZE NAILS FOR:

Colored Insulating Siding—Flooring—Underlayment—Gypsum Wallboard—Metal Roofing, Etc.



Illustrations are slightly smaller than actual size

STORMGUARD

DOUBLE DIPPED NAILS
In Molten Zinc

Asphalt Shingle Roofing—R102

Cedar Shingle Roofing—R112

Metal Roofing—R134S

Wood Siding—S206A

Cedar Shakes—S235A

Asbestos Siding—S214A

Insulated Asphalt Siding—S245

Finishing Nail—T315

Illustrations are slightly smaller than actual size

GET THIS FREE HANDBOOK

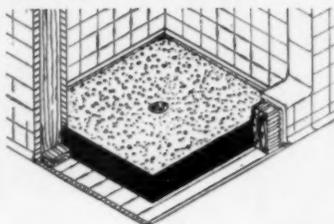
Tells you how and where to use these new rust-resistant nails. Want free nail samples, too? Specify type: Roofing, Siding or Trim.



W. H. MAZE COMPANY, Peru 3, Illinois

American Builder New products

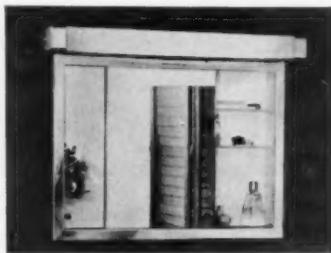
BATHS AND KITCHENS



Single slab shower floor goes with tile or glass walls

A new, one-piece pre-cast terrazzo shower floor has been introduced by Superior Shower. Described as leak-proof, attractive and economical, it is designed for use with tile, plastic or glass walls, has a built-in drain and simulates polished marble. Metal flange forms water-tight seal between wall and floor. In 30-, 32-, 36- and 40-inch squares; 36- and 40-inch corner models. Odd sizes also made on order. List prices: approx. \$25 to \$45. Superior Shower Co., Attn. Harry Holly, Dept. AB, 37-06 57th St., Woodside, L.I., N. Y.

Circle No. 9034 on reply card, p. 206



Recessed twin-cabinet saves bathroom space

Princess-size twin cabinet by Lehn has one-piece Armco "paint-grip" bonderized steel body coated with no-stain enamel. Frame is of stainless steel, mirrors of quality plate glass, copper protected. Princess-size recesses into rough wall opening of 28 7/8" x 22" x 4". Has overhead fluorescent fixture, polystyrene door tracks, two adjustable bulb-edge glass shelves. Interior also contains toothbrush rack and razor blade drop. Cabinet is designed specifically for smaller baths. Model 5015-FL retails for \$64.50. Lehn Co., Attn. Gordon Ellis, Dept. AB, Madison at 25th Ave., Bellwood, Ill.

Circle No. 9035 on reply card, p. 206



NO SUBFLOOR is needed in this modern construction method. Strip Oak Flooring is nailed to screeds cemented to the slab.

How to install strip oak floors over concrete slabs

LOW-COST METHOD IS FAST AND TROUBLE-FREE

For greater sales appeal in your slab-on-ground houses use Strip Oak Flooring... installed the money-saving way illustrated here.

The "screeds-in-mastic" method of providing a sound nailing surface for Strip Oak Flooring over concrete is used by builders throughout the country. It's easy, fast and effective, and has the approval of lending agencies.

Oak Floors are preferred by home buyers everywhere. They give slab homes greater warmth and comfort. Beauty and durability are important sales features. With the "screeds - in - mastic" installation method the cost of using Oak Floors is within range of even lowest-budget homes. Mail coupon below for your free copy of complete step-by-step instructions.



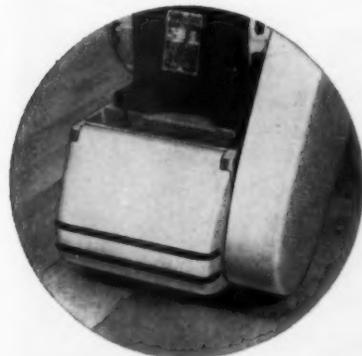
1. Spread mastic over surface of waterproofed slab.



2. Lay short lengths of 2x4 on 12" centers. Lap joints.



3. Nail Strip Oak Flooring at each screed intersection.



4. Finish in usual manner, or use prefinished flooring.



Mail coupon for FREE Installation Manual

National Oak Flooring
Manufacturers' Association
862 Sterick Building
Memphis 3, Tennessee

Please send a free copy of "How to Install Hardwood Strip Floors over Concrete Slabs."

Name _____

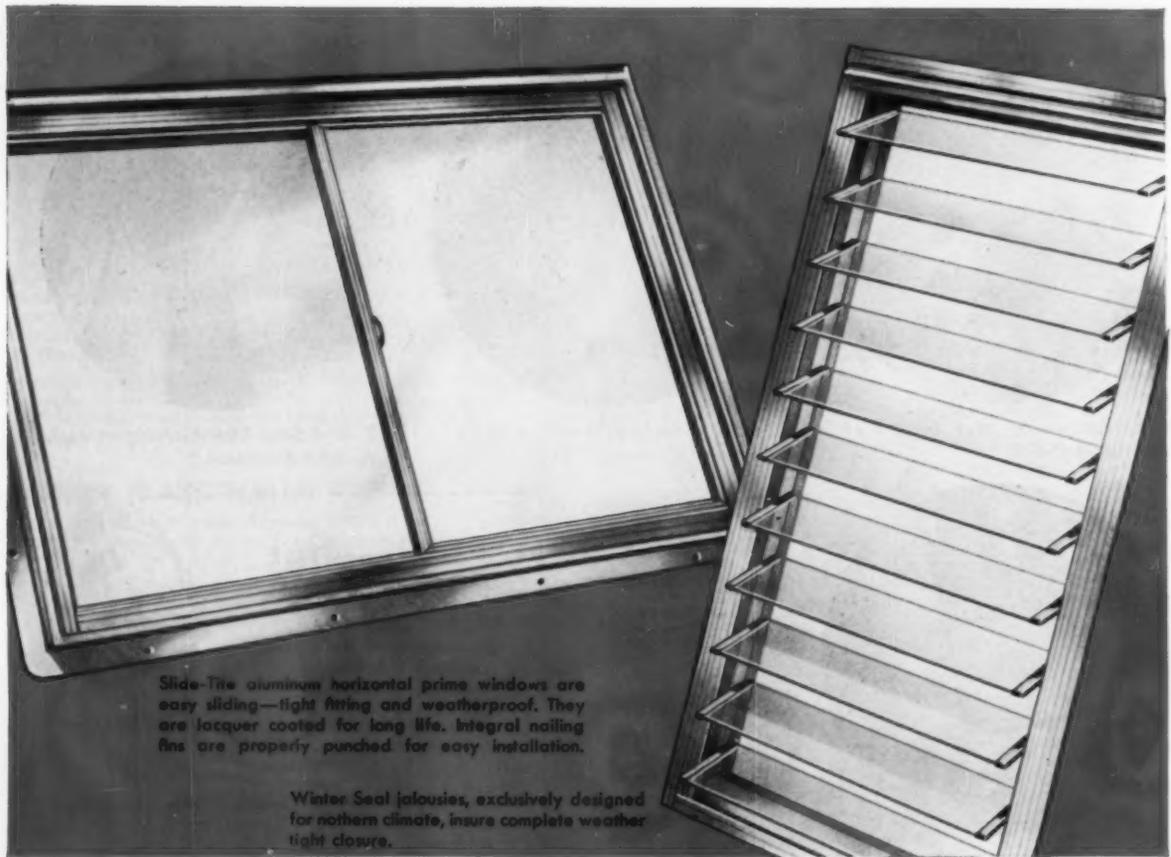
Address _____



YOU CAN STEP-UP WINTER SEAL

ALUMINUM

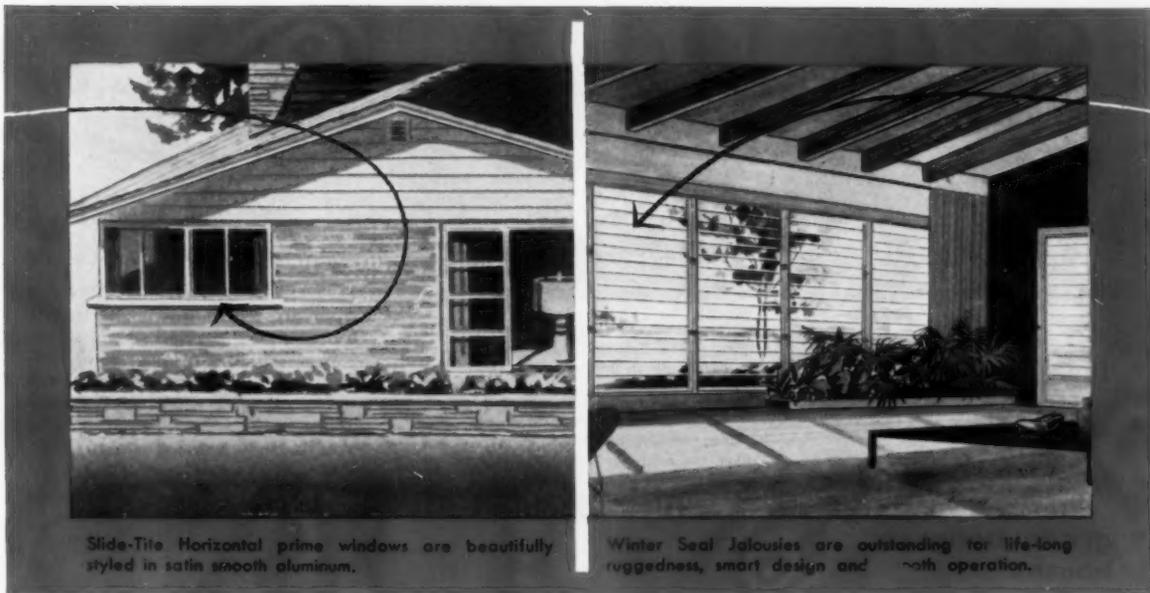
PRIME SLIDING WINDOWS AND JALOUSIES



Slide-Tite aluminum horizontal prime windows are easy sliding—tight fitting and weatherproof. They are lacquer coated for long life. Integral nailing fins are properly punched for easy installation.

Winter Seal jalousies, exclusively designed for northern climate, insure complete weather tight closure.

SALES APPEAL WITH



Slide-Tite Horizontal prime windows are beautifully styled in satin smooth aluminum.

Winter Seal Jalousies are outstanding for life-long ruggedness, smart design and smooth operation.

Homes with *sales appeal* move fast. Those without this "precious ingredient" just sit—waiting for a buyer.

Winter Seal aluminum sliding windows and jalousies give homes the extra appeal that closes the deal. They are made of heavy-duty extruded aluminum, satin-finished to look better and last longer. Winter Seal products are designed for maximum efficiency of operation to provide perfect weather control. The brand name *Winter Seal* is your guarantee of top quality and exclusive features at a fair price. Winter Seal products are sold and serviced nationally by a large network of reliable dealers.

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SEAL
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 14575 Meyers Road • Detroit, Michigan

WINTER SEAL CORPORATION
 14575 Meyers Road
 Detroit, Michigan

Please send me your FREE brochures on sliding windows and jalousies.

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Business _____

Street and Number _____

City _____ State _____

D Tournapulls pay-off on subdivision work



- level land
- cut streets
- haul fill
- grade between houses
- spread topsoil
- fine-grade before paving

Contractors all over the country find D Tournapulls ideally suited to land leveling for subdivisions and other real estate developments. These units turn in space less than their length, work efficiently in close quarters...around buildings, between paving forms. They drive anywhere, at traffic speeds. Their big, low-pressure tires give excellent compaction, do no damage to pavement, curbs, or sidewalks.

If you do your own earthmoving, write us for full details on how 138 hp D Tournapulls can speed your work and help cut costs. If you subcontract your earthmoving, ask us for names of contractors in your area who use Tournapulls for this work. Either owning "D's" or subcontracting to "D" owners you get your land-leveling, landscaping, and street grading done quickly, efficiently, and at low cost.

At Rosewood Gardens, near Levittown, Long Island, John Schultz Contracting Co. used 2 D Tournapulls in this manner: First, the "D's" stripped topsoil from 75-home building and street areas. Material was stockpiled at rear of house locations. The "D's" then rough-graded the streets. When houses were complete, the machines self-loaded the stockpiled topsoil and spread it around the houses. "They left a nice smooth grade," said Ed Schultz, brother of the owner.



John Grosso Drainage and Excavating Company, Kankakee, Ill. handled all grading for the new 80-acre, 300-home Brunning Subdivision at Lockport, Ill., with the one D Tournapull pictured. The "D" did a wide variety of dirtmoving assignments—from digging drainage ditches, building terraces, and leveling lots to putting in streets, sidewalks, and ditches for water, gas, and sewer lines.



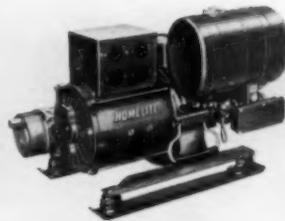
One D Tournapull handled 5,000 yds. of sandy loam for Vogel Brothers, Farmingdale, L.I., cutting streets for a 33-home project near Levittown, L.I. On 1200-ft. cycles, machine averaged 14 loads (70 pay-yards) per hour.
Tournapull—Trademark Reg. U.S. Pat. Off. DP-1170-B-z

**LeTourneau-
WESTINGHOUSE
Company**
Peoria, Illinois

A Subsidiary of Westinghouse Air Brake Company

**American
Builder** New products

TOOLS AND EQUIPMENT



New generator is small, lightweight, gives 1500 watts

Homelite's new 35A115 generator combines small size, light weight, close voltage regulation and generous overload capacity. The 1500 watt generator is a 115-volt, 60-cycle AC unit which will operate all types of portable tools and provide standby power in emergencies. Easily carried by one man (90 lbs. weight), the generator is equipped with four convenient outlets, can operate several tools simultaneously. List price: \$350 fob Port Chester. Information from L. Lyman, Dept. AB, Homelite Div., Textron American Inc., Port Chester, N.Y.

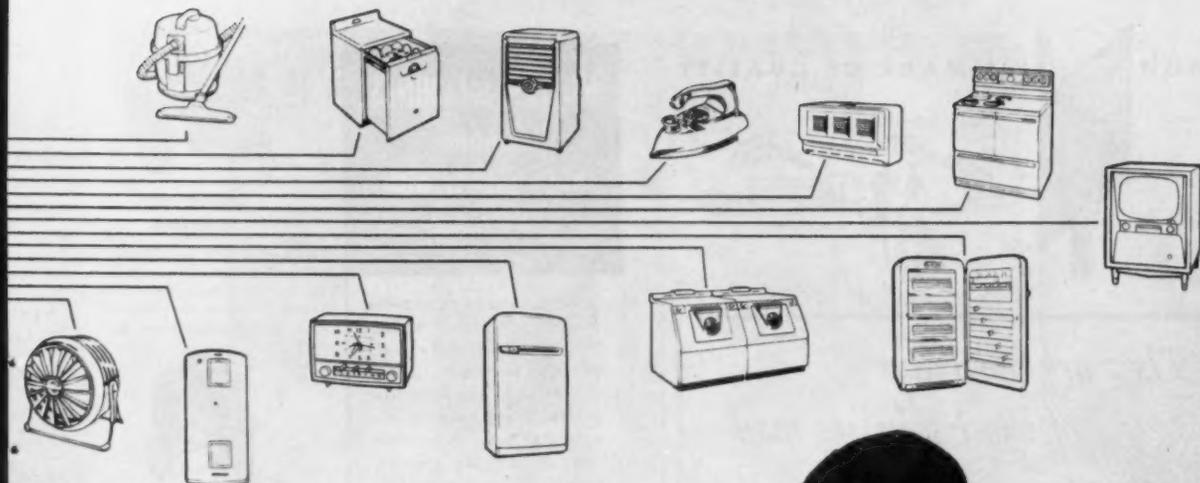
Circle No. 9036 on reply card, p. 206



"Safety-stop" attachment on new wall jack

A new, simple-to-operate wall jack is described by its maker, Proctor Products, as capable of lifting 2,000 lb. walls perpendicular when operated by two workmen. With its "safety stop" attachment, the Wall Jack holds upright wall firmly in place for nailing, moving or bracing even in high winds. Workmen stand back from wall while jacking, thus eliminating possibility of injury. Longer walls can be raised with two wall jacks (see picture) and only two workmen. Lists at \$149 per pair. Discounts available. Proctor Products Co., Attn. M. A. Proctor, 162-2 Sixth North-east, Seattle 55, Wash.

Circle No. 9037 on reply card, p. 206



adequately wired for...

efficiency!



Modern electrical living demands fore-sighted "adequate wiring" plans

Automatic washing machines and dryers. Freezers and air conditioners. Dishwashers and garbage disposal units. Television, new lighting, power tools. Most of these didn't exist a few years ago. Today they are "necessities" that are fast making even new homes electrically obsolete.

Obsolete because in many homes this growing emphasis on electrical living has made the wiring system a sensitive spot. That's why leading manufacturers have geared to produce more wire and cable with safer, more efficient insulation. Many of them are using Monsanto Opalon vinyl resins and electrical compounds.

Architects and builders, alert to the fact that new inventions will create new electrical needs and will make still greater demands on wiring systems, are giving due consideration to the demands of "adequate wiring."

What constitutes "adequate wiring"—now and for the future? The best answer is found in the booklet "Residential Wiring Handbook." If you would like detailed assistance in your electrical planning, write for a complimentary copy to: National Adequate Wiring Bureau, 155 East 44th Street, New York 17, New York.

A NEW REPORT, "Pipelines to the Future," containing an evaluation of different types of plastic pipe is available at \$1.00 each. This study was compiled by Monsanto's Structural Plastics Engineering Group. You are invited to write them on any question pertaining to the use of plastics in construction. Monsanto Chemical Co. Room 1302, Springfield 2, Mass.



OPALON: REG. U. S. PAT. OFF.

KNOW THIS MARK OF QUALITY



*These are the things
of which sales are made*

RAYNOR
GARAGE DOORS



The little extra that makes the difference between the commonplace and the **OUT-STANDING**

The additional quality that assures longer years of **SERVICE**.

The greater distinction of design that swells the pride of ownership.

These are the things of which Raynor Doors are made.

Builders wise—"Raynorize"—and reap the harvest of faster selling homes.

RAYNOR

RAYNOR MANUFACTURING CO.
DEPT. AB DIXON, ILLINOIS
Please Send Free Raynor Literature.

Name _____

Address _____ City _____

County _____ State _____

MULLER MACHINES
combine
high quality with
low price



**PLASTER and
MORTAR MIXERS**

Five sizes, 2 to 10 cu. ft. Electric or gasoline. Muller Lifetime Paddle Shaft Seal. Power throwouts on smaller models, disc clutch on larger. Rubber scraper blades optional.



CONCRETE MIXERS

Three models, 3 to 6 cu. ft., tilting type. Ample drums, fast mixing action. Timken Bearings, electrically welded construction. Electric or gasoline.



4 BLADED POWER TROWELS—Sizes 24", 29", 34" and 44" dia., B & S Engines. Stationary guide ring. Clutch and speed controls on handle.

Ask for prices and name of local dealer. You will be agreeably surprised with Muller's low prices.

MULLER MACHINERY COMPANY, Inc.
Metuchen 4, N.J. Cable Address MULMIX

No matter what your concrete forming need, there's a Gates System to handle it for you. These systems are job-tested and proved to give top quality construction at big over-all savings in time, labor and materials!

THOUSANDS OF BUILDERS RELY ON GATES FOR QUALITY, SPEED AND ECONOMY



This photograph shows foundation forming with Gates Horizontal Rod Forming System. Gates Horizontal Rod Panels are versatile, lightweight and reusable. Waling is held to a minimum, and erection and stripping time is reduced, to show substantial savings and profit on every job.

For further information on Gates Systems, contact your nearest dealer, or write direct to: **AB3-56**

GATES & SONS, INC.

80 S. GALAPAGO, DENVER 23, COLO.



High style sells hard... in exciting ELJER ads

Underneath the soft words, there's plenty of hard sell in every Eljer advertisement!

Sparked by colorful decorating ideas like this master bath, Eljer advertising rides the wave of interest in high-style living. It capitalizes on that interest and builds a desire for modern bathrooms. It creates a distinctive, appealing personality for Eljer fixtures as part of the modern home.

You'll find these Eljer ads in America's leading magazines—reaching millions of people every month. You can put their impact to work for you by featuring Eljer fixtures and fittings in the homes you build. See your plumbing contractor or write: Eljer Division of The Murray Corporation of America, Three Gateway Center, Pittsburgh 22, Pennsylvania.

Choose Eljer fixtures from six lovely pastel colors or snowy white.

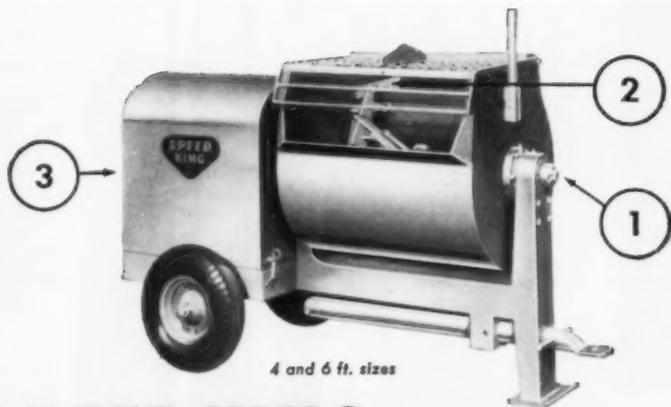
✱

ELJER

DIVISION OF THE **MURRAY** CORPORATION OF AMERICA



✱ *ELJER - the only name you need to know in plumbing fixtures*



4 and 6 ft. sizes

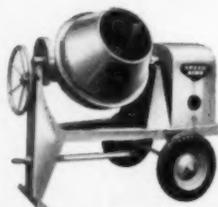
SPEED KING® fast new mixers

with long-proved Jaeger features

(1) Timken shaft bearings have lifetime seals. Used for years in Jaeger plaster-mortar mixers without a single instance of failure where grease seal has been maintained.

(2) Multi-blade pugmill mixing: Four sets of 3-blade paddles give a faster criss-cross mix. Produce smoother, easier spreading material. Abrasion resistant drums. Rubber blades, optional.

(3) Heavy duty engines (or electric drive). Shift lever engages, disengages power. Send for catalog, low prices, name of dealer.



SPEED KING
3 1/2 Tilt
Concrete Mixer

SPEED KING Manufacturing Co., 521 W. Spring Street, Columbus 16, Ohio
Division of The Jaeger Machine Company

Only **LUFKIN**
"RED END"
FOLDING
WOOD RULES
OFFER
ALL THESE
ADVANTAGES

- ✓ BRIGHT RED SEALED ENDS... YOUR GUARANTEE OF QUALITY
- ✓ PATENTED LOCK JOINTS TO ELIMINATE END-PLAY
- ✓ STRONG, STRAIGHT-GRAINED HARDWOOD SECTIONS
- ✓ RUST-PROOF SOLID BRASS JOINTS AND STRIKE PLATES
- ✓ LONG-WEARING PLASTIC FINISH

You can tell by the "feel" — Lufkin "Red End" Rules are a quality product: Made from the finest of straight-grained hardwood with a snow white, easy-to-read finish; Bold black markings embedded in the wood and the entire rule coated with long-wearing clear plastic; Both edges of both sides graduated in inches to 16ths. Each joint is securely spring-locked with concealed type solid brass joints — rust-proof and smooth working. Models with folding end hook available. Graduations for carpenters, plumbers, brick masons and engineers.

BETTER MEASURE WITH **LUFKIN**



411

BUY **LUFKIN**

TAPES • RULES
PRECISION TOOLS
from your hard-
ware, lumber or
tool dealer

THE LUFKIN RULE
COMPANY
SAGINAW, MICH.
NEW YORK CITY
BARRIE, ONTARIO

American Builder New products

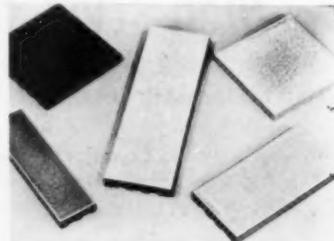
FLOORS AND WALLS



Plastic wall tile now with fluted surface

A new, fluted surface in plastic wall tiles has been announced by Wilson Plastics. Called "Classic", the tile has a feeling of texture because of its combination of Granitone with three soft, parallel surface flutes. New surface treatment of tile permits checkerboard, inlaid and striped effects without changing tile color. Classic is available in Wilson Lockback 4 1/4" tile in six Granitone shades with matching accessory trims. Information from Wilson Plastics Inc., J. L. Sampson, Dept. AB, 1531 Milan Rd., Sandusky, Ohio.

Circle No. 9038 on reply card, p. 206

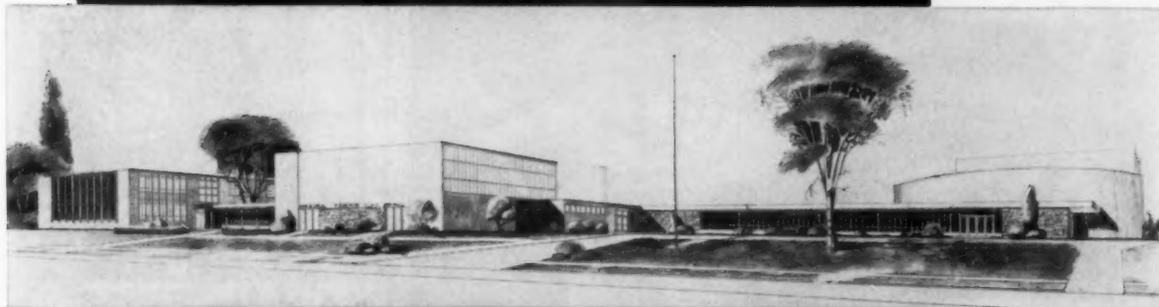


Glazed quarry tile good for exteriors, interiors

Complete new line of genuine ceramic glazed quarry tile is announced by Summitville Tiles. Tiles are both waterproof and frost-proof, making them adaptable to exterior use. Stocked in nine standard colors, both wall and floor type glazes, and in five standard sizes. Suggested applications for glazed quarries include light-duty floors, patios, countertops, store fronts, swimming pools, etc. Information from Summitville Tiles Inc., Attn. Peter C. Johnson, Dept. AB, Summitville, Ohio.

Circle No. 9039 on reply card, p. 206

In the nation's newest, most modern schools...



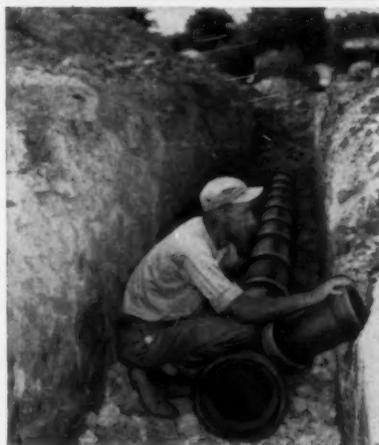
CLAY PIPE SEWERS Protect YOUNGSTERS' HEALTH

MEDINA, OHIO's new million-dollar senior high school is protected by Vitrified Clay Pipe sanitary and storm sewers. It's a typical modern school building, with a typical modern sewerage system . . . built for permanence, and guarded by the only pipe that *never wears out.*

Taxpayers, city officials, and men of long experience in the construction industry all agree that America's schools must be built to *last*. That's why you'll find an overwhelming preference for Vitrified Clay Pipe in the specifications . . . not only for sewers but important drainage lines and heating ducts.

Clay Pipe is the one material you can depend upon to outlast the life of the building. Chemical action can't corrode it. The ravages of time can't weaken it. Generations of constant use can't wear it out. Wherever public health is at stake, it pays to specify *permanent* Vitrified Clay Pipe.

ARCHITECTS: Fulton, Krinsky & Dela Motte.
BUILDER: Freeman Construction Co., Art Bayless, Superintendent. **PLUMBING:** Kraus Plumbing, Heating and Ventilating Co.
SEWERS: Franklin Bros. Co.



Vitrified
CLAY
PIPE

CLAY PIPE NEVER WEARS OUT!



NATIONAL CLAY PIPE MANUFACTURERS, INC.

1820 N. Street, N.W., Washington 6, D. C.

206 Connally Bldg., Atlanta 3, Ga.
100 N. LaSalle St., Rm. 2100, Chicago 2, Ill.
703 Ninth & Hill Bldg., Los Angeles 15, Calif.
311 High Long Bldg., 5 E. Long St., Columbus 15, Ohio

C-556-4

Progress in Public Health - Through Clay Pipe Research



Forged Iron Cabinet hardware by McKINNEY

*the original re-creator of historic
forged iron designs since 1926*

A complete line of quality
forged iron cabinet hardware for every room in the
house—in three fine finishes
—Dull Black, Swedish (re-
lieved) Iron and Olde Copper.



McKINNEY

SINCE 1863

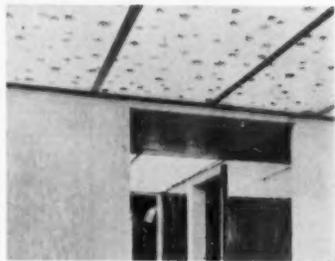
MANUFACTURING COMPANY

1715 Liverpool Street • Pittsburgh 33, Pa.

In Canada—Skiffcraft Ltd., St. Catharines, Ontario

American Builder New products

FLOORS AND WALLS



Decorative fiberglass panels have many uses

Room dividers, shower enclosures, partitions, hallways, etc. can take on a new decorative note with the use of Cardenas fiberglass panels. Panels are made with glass-like surface on one side and textured surface of light-diffusing fiberglass on the other. Designs of natural foliage or materials such as photos, maps, marine life, etc. are laminated into the panels, retain their natural color and appearance. Panels shown here used for overhead diffused lighting. Retail prices from \$2.40 to \$12.50 per sq. ft. National distribution in effect shortly. Glass Laminators Inc., Dept. AB, 524½ First Ave., South Seattle, Wash.

Circle No. 9040 on reply card, p. 206



Acoustical tile available in several new textures

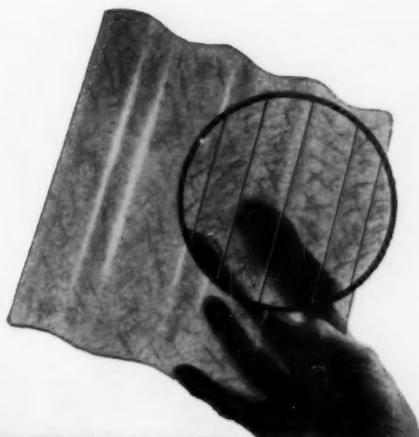
Ebbtone acoustical tile is now offered in striated, grained and standard plain textures. Tile is of foamed mineral composition with a light reflectant value of 81%, noise reduction coefficient rating of .75 and a sound absorption coefficient of .77 at 500 cycles. Requires no additional finishing but may be painted. Available factory-kerfed, beveled and back-cut for suspension systems or may be applied with approved adhesives. In 12 x 12" and 12 x 24" sizes. Available through approved dealers. Information from F. E. Schundler Acoustical Div., Attn. Joseph Pohlman, Dept. AB, Box 1145, Joliet, Ill.

Circle No. 9041 on reply card, p. 206

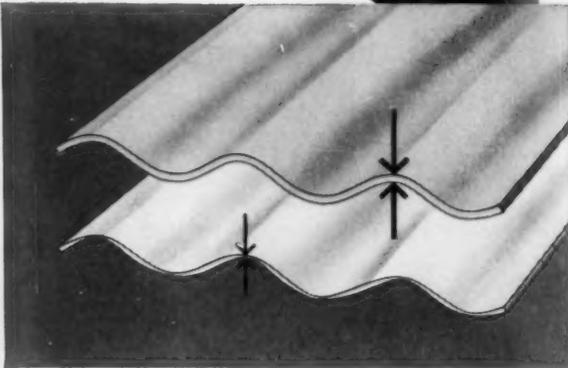
UNIFORMITY

makes a big difference in
Fiberglas-Plastic Panels

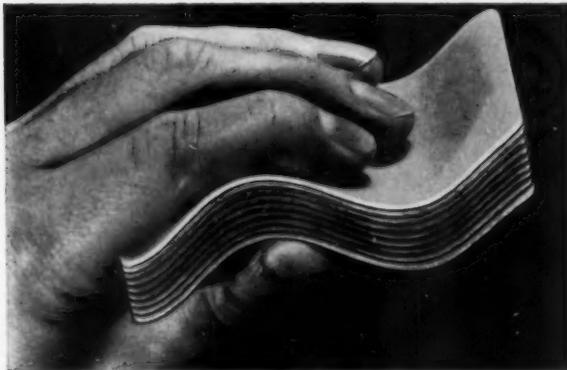
FILON PANELS ARE BY FAR THE MOST UNIFORM ... WITH GREATER STRENGTH AND DURABILITY. The parallel nylon strands (as shown in the magnified circle) are an exclusive FILON feature to control a uniform dispersion of Fiberglas and to add considerably to the strength and rigidity of FILON panels.



FILON'S UNIQUE MANUFACTURING PROCESS. High standards of quality are the result of extensive research for better raw materials and methods of production. FILON is produced in continuous lengths by a fully automatic electronically controlled system in the world's largest plant devoted exclusively to the manufacture of Fiberglas-Plastic panels.



UNIFORM THICKNESS FOR MAXIMUM DURABILITY. FILON'S uniform thickness prevents premature failures at fastening points. Moreover, the uniform density in color will create the most even lighting effects. FILON'S uniformity of thickness and color dispersion assures greater durability and better diffusion of light.



UNIFORM CORRUGATIONS FOR BETTER FIT. A good nesting overlap is obviously essential for a tight, waterproof fit. Rigid standards of corrugation tolerances for FILON panels give maximum assurance of satisfactory nesting and overlaps.



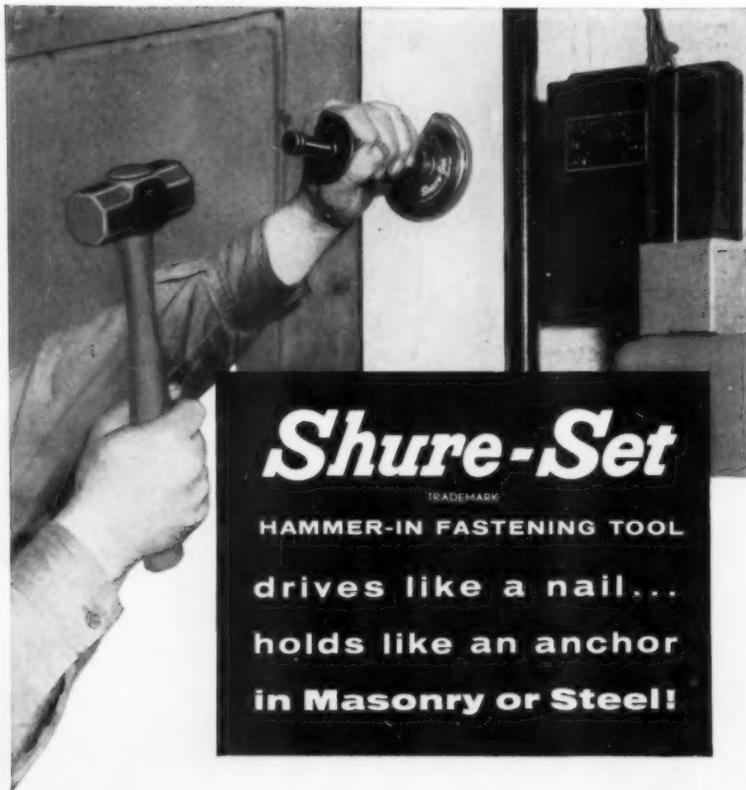
FILON HAS MUCH HIGHER LOAD CAPACITY THAN REQUIRED BY STANDARDS OF THE INDUSTRY. Shown above is a 26" wide FILON type 250 panel over a 4" span supporting a static load of 1820 lbs.—equivalent to 210 lbs. per sq. ft. Compare this with the 100 lbs. per sq. ft. required by industry standards.

FOR FREE ILLUSTRATED BROCHURES containing all technical data, ideas and detailed drawings, write to Architectural Dept. of our Regional Sales Offices or consult the "Yellow Pages" under the heading "Plastic Materials" for nearest Distributor.

FILON®
PLASTICS CORPORATION

2051 East Maple Ave., El Segundo, California
270 Park Avenue, New York 17, New York
228 North LaSalle Street, Chicago 1, Illinois
55 Marietta Street, N.W., Atlanta 3, Georgia

DISTRIBUTORS AND DEALERS WITH WAREHOUSE STOCKS COAST TO COAST, CANADA AND MANY OTHER FOREIGN COUNTRIES



Shure-Set

TRADEMARK

HAMMER-IN FASTENING TOOL

drives like a nail...
holds like an anchor
in Masonry or Steel!

You'll be amazed how easily you can drive hardened fasteners into mortar, concrete, even steel; with SHURE-SET, the hammer-in fastening tool.

SHURE-SET holds and guides fasteners with pin-point accuracy. Using no outside power, it makes your own hammer power more effective. Ends pre-drilling, star drilling, filling, plugging and chipping. Just drive through furring strip and into the mortar and the job is done!

There's no bend, bounce or buckle with SHURE-SET. Pins and studs go in where you want them. Forget the problems of concrete nails, of drilling, and expansion fillers. With SHURE-SET, the job's done quickly, permanently, correctly.

Get the jump on your competition. Save time, money and tempers with SHURE-SET and RAMSET. Write for FREE catalog and complete details.

Duo-Jobmaster®
...quickest, easiest
powder-actuated tool
you can use.

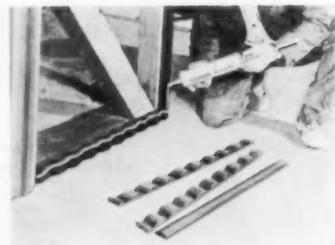


Two quickly interchangeable barrels allow you to switch from 1/4" to 3/8" fasteners in seconds. Duo-Jobmaster handles the toughest fastening jobs into steel and concrete.

Shure-Set Trademark HAMMER-IN FASTENING TOOLS PATENTS PENDING BY THE MAKERS OF Ramsot® PRODUCTS	Ramset Fastening System WINCHESTER-WESTERN DIVISION OLIN MATHIESON CHEMICAL CORPORATION
---	--

12113-1 BEREA ROAD • CLEVELAND 11, OHIO

BUILDING SPECIALTIES



Filler strips in 70 sizes to fit irregular openings

Perm-Seal filler strips are suggested for closing any openings between metal, asbestos and plastic sheeting and structural members. Made of molded rubber, the preformed closure strips come in a variety of 70 sizes designed to fit the various sheets and panels in popular use today. Strips are available for horizontal use (across corrugations) and vertical or longitudinal use (along corrugations). Also cut at special angles for diagonal use. Information from Asphalt Corp. of America, Dept. AB, Danville, Ill.

Circle No. 9042 on reply card, p. 206



Ripple-textured wall finish gives one-coat coverage

One-coat coverage over dry wall construction is ascribed to Arco's new Alkyd Ripple Texture. The paint, for interior walls, completely covers taped joints and nail holes, dries to an interesting textured finish, is quick to dry and washable. It is applied with a twist-weave carpet roller. One gallon can of Ripple Texture will cover 200 to 250 feet depending on degree of texture desired. Price schedules depend upon color quantity and location. Arco Paint, Attn. Arthur Berliner, Dept. AB, 7301 Bessemer Ave., Cleveland 27, Ohio.

Circle No. 9043 on reply card, p. 206



"This new roof concept was the leading factor in

THIS QUICK HOME SALE"

Says JOHN BLEMLER, General Contractor, North Canton, Ohio,
builder of this \$27,000 home in North Canton, Ohio.



"Gold Bond 'Economy 250' has ready
adaptability to almost any roofing need"

"Gold Bond 'Economy 250' Corrugated Asbestone," says Mr. Blemler, "was the *leading factor* in the *quick sale* of this house. Because of this striking new concept in roof design, I plan to use this roof system on my own home, too."

Using a staggered joint construction with 24" x 42" panels of Gold Bond "Economy 250", this permanent roof will stay fresh looking under all weather conditions. "Economy 250" panels, pre-cut at the factory, go up quickly and easily at no greater labor cost than is required for the installation of a conventional roof. Corrugated Asbestone panels may be painted for decoration with Gold Bond's new Exterior Velvet if roof colors

are desired but painting is not necessary.

Mr. Blemler also states: "I strongly recommend the use of Gold Bond 'Economy 250' because of its ready adaptability to almost any building need, its ease of handling and its strong appeal to the new home buyers. I have discussed the uses of Gold Bond Corrugated Asbestone with other contractors and dealers and their enthusiasm is as great as mine."

See how the economy, durability and unusual versatility of "Economy 250" can produce savings in your building operations and profits in your home sales. Write for full details, Dept. AB-96, National Gypsum Company, Buffalo 2, New York.



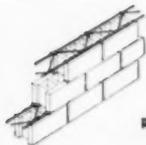
CORRUGATED "ECONOMY 250"

NATIONAL GYPSUM COMPANY



DUR-O-WAL

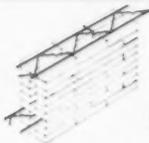
**Backbone of Steel
for EVERY Masonry Wall**



**RUNNING
BOND**

BEAUTY

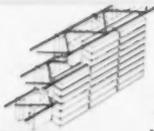
Dur-O-wal prevents the development of cracks, assures years-ahead beauty for any masonry structure you build.



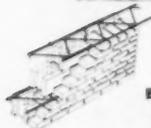
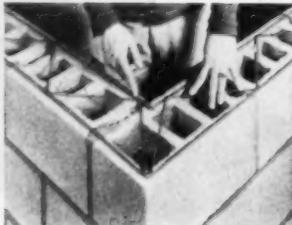
**CAVITY
WALL**

ECONOMY

Investing a few pennies in Dur-O-wal now can save hundreds of dollars later on . . . by eliminating high labor and materials costs on call-backs for crack-repair and patchwork.



**TIED
WALL**



**BONDED
WALL**

PERFORMANCE

Customer . . . Builder . . . Architect satisfaction from coast to coast. Dur-O-wal stands the test of time in America's finest masonry architecture.

In your building plans, the Dur-O-wal section is of utmost importance. **QUALITY** materials help assure structural craftsmanship in your building. Plants . . . Jobbers . . . Dealers coast to coast guarantee plentiful Dur-O-wal stocks in your trade area. For the name of your Dur-O-wal jobber . . . and for complete information on Dur-O-wal, write today to Dept. 7F.

**Trussed Design
Butt Weld • Deformed Rods**

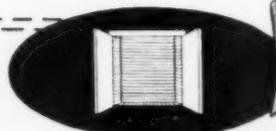
DUR-O-WAL®

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**

Your construction dollar goes farther in

★ **installation**
★ **profits**
★ **sales**

with **CEDARCO**
Aromatic Red Cedar
CLOSET LINING



Fast, low-cost installation is your first advantage. CEDARCO closet lining is tongue-and-grooved with matched ends.

Higher appraisal value is earned—even one closet finished with CEDARCO closet lining increases the value of a home.

House sales go smoother and faster—buyers want the beauty and utility of this genuine Tennessee Aromatic Red Cedar closet lining that protects, never needs painting.

Before you finish another house, match your construction dollar against the installation, profits and sales features of CEDARCO closet lining.

- machine spiral wrapped in cap sealed bundles
- available in different lengths and widths
- guaranteed in writing against moth damage
- nationally advertised in Living for Young Homemakers.

For free CEDARCO Planning Booklet and name of nearest distributor,

Write:

GILES & KENDALL COMPANY
P.O. Box D, Huntsville, Alabama



BUILDING SPECIALTIES



Three-bedrooms featured in newest prefab model

The "Jr. Executive", Thyer's new suburban series, features three bedrooms and two baths plus a large living room and dining area and corridor-type kitchen. Living-dining area faces to rear where large windows overlook patio or terrace. All rooms located to reduce cross-room traffic and assure individual privacy. Available with or without basement. Garage with storage area in all non-basement models. Choice of elevations. \$15,900 in Wisconsin area; distributed through builders in 32 Eastern states. Thyer Manufacturing Corp., Attn. Clyde W. Richey, Dept. AB, 2857 Wayne St., Toledo, Ohio.

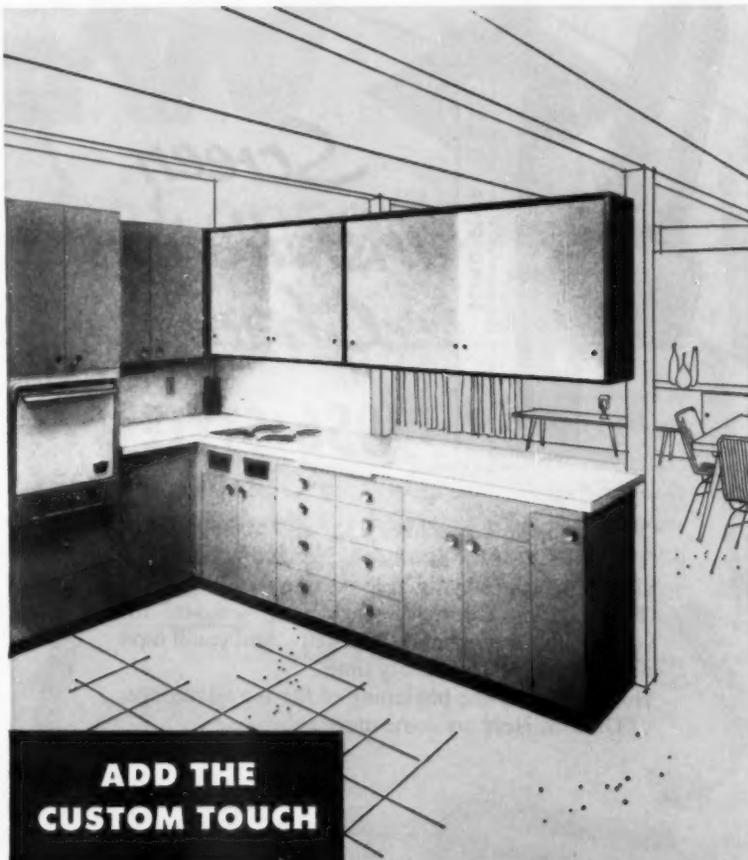
Circle No. 9044 on reply card, p. 206



New vapor barrier for floor waterproofing

American Sisalkraft's Moistop is described as a specially designed ground cover in residential crawl spaces and as a permanent vapor barrier under concrete in commercial and industrial construction. A reinforced paper-supported polyethylene product, it has advantages of pure polyethylene-permanency, resistance to rot—plus strength and ease of handling of reinforced paper. Available at lumber and building material dealers in standard widths. Price to builder: 3½¢ per sq. ft. American Sisalkraft Corp., Attn. Paul E. Fair, Dept. AB, Attleboro, Mass.

Circle No. 9045 on reply card, p. 206



with
FIR PLYWOOD KITCHENS

HOW OFTEN IT'S TRUE—the sale is made or lost in the kitchen. That's why it pays to feature the warmth, charm and individuality of fir plywood kitchen cabinets and built-ins in all your homes. No limit to size, design, or color. No juggling of "stock" units—plywood fits your design requirements exactly. It's strong, split-proof, good looking. Easy to cut, fit, fasten and finish.

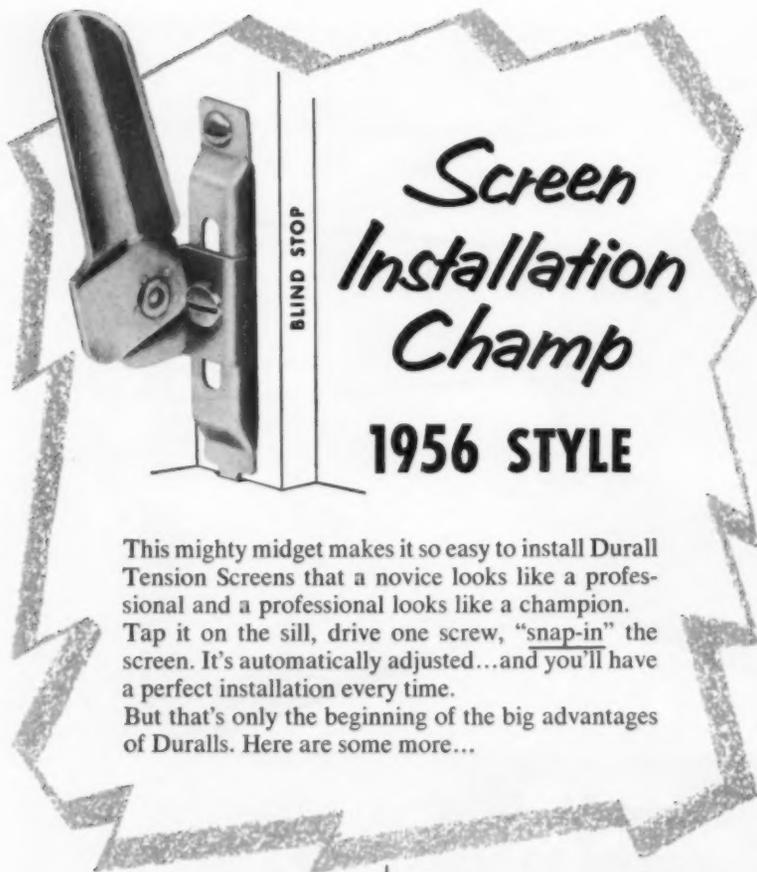
FREE PORTFOLIO OF FIR PLYWOOD INTERIORS
File folder assembly includes design ideas, specifications, application data. Write (USA only) Douglas Fir Plywood Assoc. Dept. AB, Tacoma 2, Washington.



INSIST ON DFPA GRADEMARKS!

DFPA grademarks assure quality. Standard grades for interior finish are A-A, A-B and A-D (PlyPanel). Special panels include overlaid plywood, "relief grain" (brushed, embossed and striated panels) and Texture One-Eleven "grooved."

Plywood of other western softwoods available; look for this DFPA grademark.



Screen Installation Champ

1956 STYLE

This mighty midget makes it so easy to install Durall Tension Screens that a novice looks like a professional and a professional looks like a champion. Tap it on the sill, drive one screw, "snap-in" the screen. It's automatically adjusted...and you'll have a perfect installation every time. But that's only the beginning of the big advantages of Duralls. Here are some more...



LESS EXPENSIVE TO BUY

They have no all-around frames, just top and bottom rails that hold the screen in the window under tension. They're all aluminum and top quality throughout.



COST LESS TO INSTALL

It takes only 5 screws to install each Durall. A man can easily install one in five minutes from inside the building. And there are sizes for all stock frames so they fit perfectly, with no expensive and time-consuming fitting on the job.



NO CALL BACKS

Duralls put up nine years ago are still going strong... tight and secure against insects. And they're made so perfectly there are no "call backs."



LOOK SO GOOD

Fit in the window so taut and trim... they "look like a million." Made of "Alclad" aluminum, Duralls never rust, stain nor streak the house. Buyers appreciate that.



"SELL" SO EASILY

Just tell 'em they're "Duralls" — that go up and down so easily, from inside...roll up to store away in a closet...and never need painting... Duralls, that are nationally advertised by brand name.

They're perfect for porches and breezeways too—widths up to six feet—any height. Ask your dealer about them, or write to...

DURALL

PRODUCTS COMPANY

Sixth Ave., York, Penna.

Manufacturers of the Durall line of custom-made Screen-Porch Enclosures, Bermuda Screen Houses, Aluminum Combination and Screen Doors.

Catalogs . .

... still more on windows and doors. Catalogs are yours by circling the reply card, p. 206.

REMOVABLE WOOD WINDOWS which come inside the house for safe and easy cleaning or painting. Described in a four-page brochure complete with cutaway drawings and step-by-step photos. More information from R.O.W. Sales Co., Dept. AB, 1365 Academy Ave., Ferndale 20, Mich.

Circle No. 9085 on reply card, p. 206

COLORS FOR WINDOWS, suggested Fenestra which offers a steel window in many styles all pre-treated and ready for a recommended finish coat of paint in any decorator color. Colors and details in a 16 page, four-color booklet. Fenestra Inc., Dept. AB, 2250 East Grand Blvd., Detroit 11, Mich.

Circle No. 9086 on reply card, p. 206

CASING BEAD for every type of window and door is described in this 16-page catalog (No. 202) on metal lath and accessories. Photos, detailed line drawings and complete data from Inland Steel Products Co., Dept. AB, 4139 W. Burnham St., Milwaukee 1, Wisc.

Circle No. 9087 on reply card, p. 206

NEW WINDOW HORIZONS in sliding aluminum windows presented in a four-page brochure from Horizon. Full size details, installation instructions, plus diagrams of more than 60 window sizes and types. Horizon Window Co. Inc., Dept. AB, Flower & Paula Sts., Glendale 1, Calif.

Circle No. 9088 on reply card, p. 206

CHOICE OF INFORMATION on steel or aluminum windows offered by Thorn with two complete catalogs. Both filled with type and size diagrams, photos, numerous detail drawings, specification sheets. From J. S. Thorn Co., Dept. AB, 8501 Hegerman St., Philadelphia 36, Pa.

Circle No. 9089 on reply card, p. 206

(Continued on p. 238)

NEW



promotional opportunities for franchised American Houses Builders!

Plan to build the "Rosewood"—newest House of Vision by American Houses, Inc.! You'll get the benefit of nationwide attention, because this moderately-priced home is being featured in the October issue of *Living for Young Homemakers*! You'll get added sales, because a full-color advertisement in the same issue lists all cooperating builders! You'll be able to offer smart styling, rock-solid construction, a thoughtful plan, and quality that can't be matched at anything like the price! All this—*plus* a power-packed collection of selling helps! Write today for more details!

3-bedroom, 2-bath "Rosewood", designed to sell in the medium price range



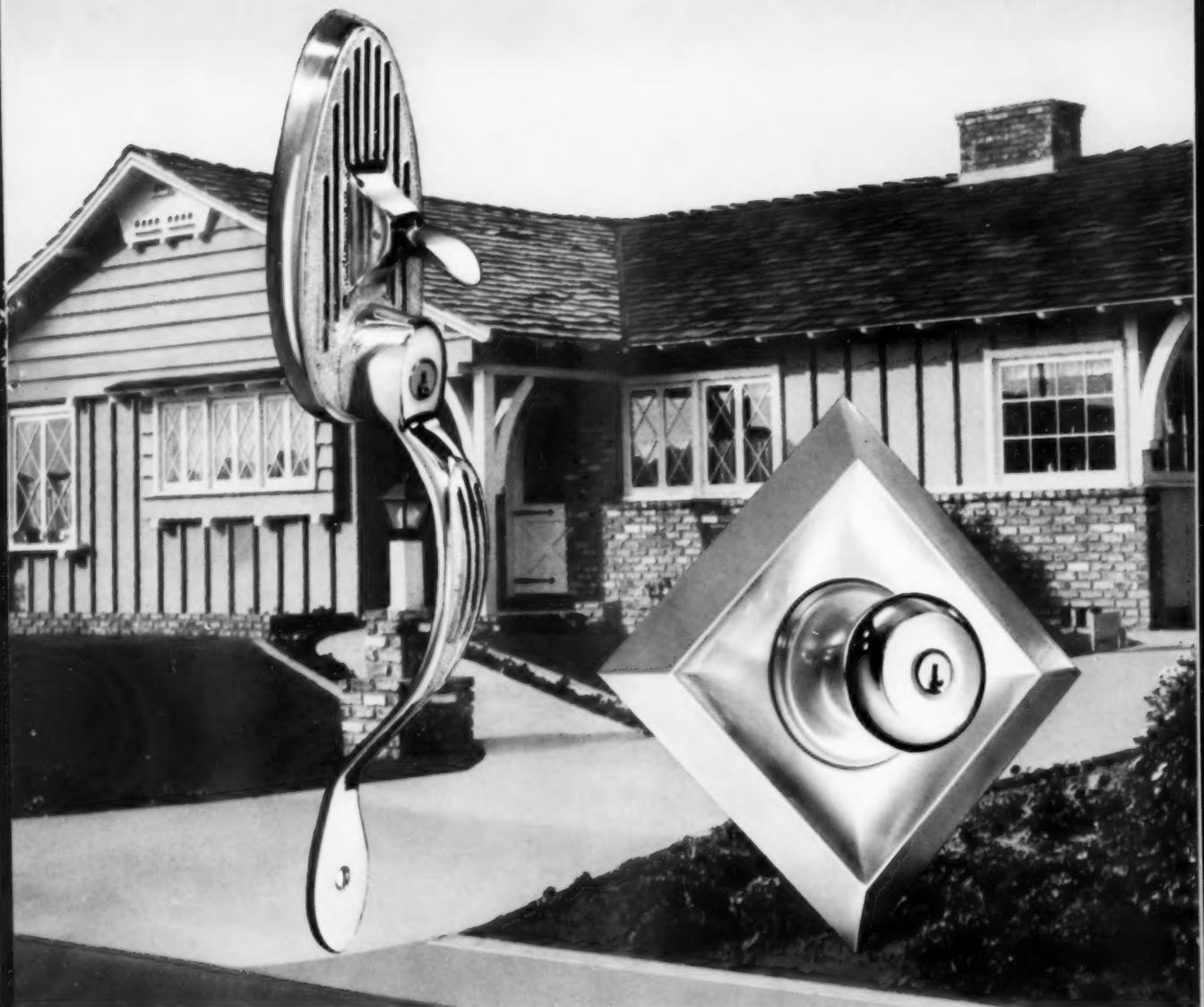
The first House of Vision appeared in the May 1956 issue of *Living for Young Homemakers*. Within one month of the promotion, American Houses builders had sold hundreds of these and similar models.



American Houses Inc.

Creators of the House of Vision

Dept. AB-956, P. O. Box 239, Allentown, Pennsylvania



**A WEISER LOCK ON THE DOOR TELLS THE WORLD
"HERE'S A BUILDER WHO USES THE FINEST MATERIALS"...**

You couldn't say it better if you hung a sign on the front door. For the high quality of Weiser Locks is readily recognized by prospective buyers and the conclusion is obvious... "if this builder uses the finest locks, he has no doubt used other quality materials throughout the house."

And prospective buyers will be impressed with the rich, good-looking finishes of brass, bronze, chrome or two-

tone — finishes that add dollars to the value of the house in any buyer's eyes.

Yes, when a builder uses Weiser Locks he adds a powerful sales feature to his home... a feature that will provide years of guaranteed trouble-free service. There are no regrets when you buy quality, so next time — specify WEISER.



WEISER LOCKS

WEISER COMPANY • SOUTH GATE, CALIFORNIA

BALANCE
YOUR
WINDOWS

why
"BRAKE"
them!

Unbalanced windows require many pounds of friction which puts the "BRAKES" on free movement!

UNIQUE Balanced windows are free to move—independent of friction and pressure-holding devices.

Inexpensive and quick to install by carpenter on the job or by the Millwork Dealer or Jobber in window units at the shop.

INSTALL
Unique
the World's
**MOST EFFICIENT
SASH BALANCE
for double-hung
windows**

OVER 160,000,000
IN USE EVERYWHERE



Available thru local
Building Supply Dealers

Factories also in:
AUSTRALIA
BRAZIL—CANADA
and ENGLAND

Send for complete data today

UNIQUE BALANCE CO.
25 Bruckner Blvd., N. Y. 54, N. Y.

Catalogs . .

THE ACCESSORIZED BATH done by Miami-Carey in its new 36-page catalog of bath equipment. Bathroom cabinets, mirrors, towel bars, soap holders, robe hooks, plus ventilators, fan and heaters all fully illustrated with photos, diagrams, and specifications in this 1956 brochure. From P. J. O'Brien, Dept. AB, Miami Cabinet Div., Philip Carey Mfg. Co., Middletown, Ohio.

Circle No. 9090 on reply card, p. 206

MONEY-SAVING IDEAS in handling lumber, unitizing brick and tying forms in concrete construction featured in the Spring '56 issue of "Signode Seal". Twelve-page brochure also details information on firm's new power tools and how to save costs when ordering hard-board products. Signode Steel Strapping Co., Dept. AB, 2630 N. Western Ave., Chicago 47, Ill.

Circle No. 9091 on reply card, p. 206

BATHROOM VANITIES by Topcraft featured in a four-page pamphlet which describes, with photos, diagrams, and sketches, the firm's Royale line. Modular units to form flexible bath-vanities also described. Metal cabinets have all exposed surfaces covered with Formica. More information from Topcraft, Dept. AB, 4207 Menlo Dr., Baltimore 15, Md.

Circle No. 9092 on reply card, p. 206

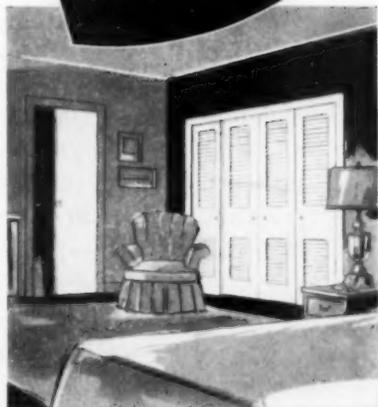
MODELS IN MINIATURE . . . How to demonstrate your home in miniature described in an eight page catalog by Architectural Models. Details contents and adaptability of various model building kits composed of 1/4" scaled modular sections, all of plastic, together with cardboard roof and gable sections. Architectural Model Materials Inc., Dept. AB, 4208 Armitage Ave., Chicago, Ill.

Circle No. 9093 on reply card, p. 206

PLASTER AND PLASTIC discussed in a 12-page booklet by Vermiculite Institute called "Standard Specifications for Vermiculite Plaster and for Vermiculite Acoustical Plastic." Includes new provisions of American Standards Assn. specifications for gypsum plastering plus information on machine application of both plastic and plaster. Vermiculite Institute, Dept. AB, 208 S. La Salle St., Chicago 4, Ill.

Circle No. 9094 on reply card, p. 206

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Usable Space
in the Very
Same Place!



with

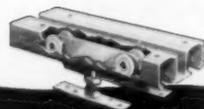
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Plan more room in every room the Kennatrack way. Kitchen, bedroom, bath — all through the house Kennatrack's complete line answers every need.



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CORPORATION
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Atlas Plywood Gum flush doors are uniformly better doors to start with — so you're always sure of a uniformly better *finish*.

Buy Gum!

stain it mahogany — and forget shortages!

This is it — and you can sell it completely. Atlas Plywood Gum flush doors are harder and less porous than inferior imported doors — yet Atlas Plywood doors are priced competitively! And the harder the wood the easier the sale!

Atlas Plywood Gum flush doors can be uniformly stained in a variety of rich, deep Mahogany tones. Made of American woods throughout Atlas Plywood Gum flush doors are skillfully crafted by experienced American workers — from forest to finished product.

Atlas Plywood Gum flush doors cost about the same as inferior foreign doors—but their difference pays off for you in sales and repeat sales. They are actually cheaper to stain and finish than the softer imported woods.

For complete information, send for free color folder. Write Dept. AB-9, 1432 Statler Building, Boston 16, Mass.

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Plywood

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**on tap for you ...
the biggest attraction
in the house!**

Arlene Francis handles everything with a charm and grace that make her a star attraction to *millions* of homemakers. And on NBC Television's **HOME**, her authority sets the *buying* pattern for an audience as responsive as it is large.

Women in the market for new homes look carefully for American-Standard bathroom fixtures, because Arlene personally talks so glowingly about them. For the builder and developer, the name "American-Standard" reflects the quality of materials selected throughout the house.

The story's the same when the man of the house checks out the heating plant and plumbing



fixtures. He's seen Dave Garroway on **TODAY**, so he, too, knows why American-Standard is the best. Dave's another example of the T-H-T stars' *personal* and forceful *pre-selling*—the kind that leads to direct inquiry and sales!

Products advertised by the T-H-T stars—Dave Garroway, Arlene Francis and Steve Allen—are the *best sellers* in the house. When you use these products, you've got the stars selling for you . . . to 22,000,000 viewers every week!

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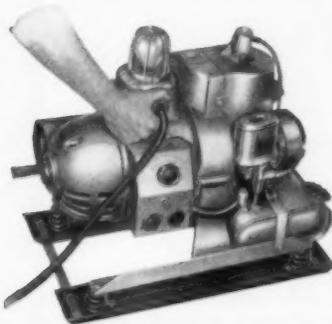
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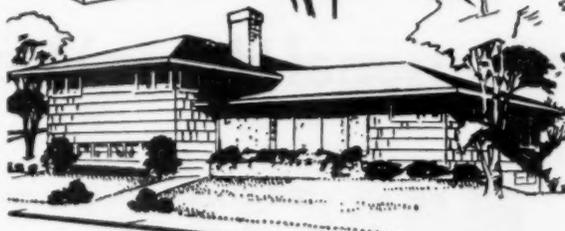


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CHAIN SAWS**

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A DIVISION OF TEXTRON INC.
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Sell more units!
**NEW 3 and 4 LEVEL
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the luxury of space at the cost of a
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These are not ordinary "split
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designed to solve the problems of
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give more house on a small lot—
to sell the families that need more
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Our Design Department can
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information on split-level, basic
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Longer handles
for **Easier** handling
Supersharpest Blades Cut Waste Motion



Finest carbon steel blades
are instantly replaceable.
Push in new blade—old one
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NEW 115 VOLT AC-DC VIBRATOR

In addition to the high-cycle vibrator, Homelite also has a new 115 volt AC-DC vibrator for working concrete in small forms, reinforced concrete columns, and in other "tight spots". Weighing only 32 pounds complete, it can be carried and used anywhere by one man. It will operate from either standard, 115 volt "house" current or from a low-cost Homelite carryable generator.

Write or call your nearby HOMELITE representative today for a free demonstration.

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Carryable Pumps • Generators
Blowers • Chain Saws

One man can run this Homelite High-Cycle Electric Concrete Vibrator anywhere . . . to place concrete faster, easier and more profitably than ever before. That's because he handles only the lightweight vibrator head and cable. The generator stays on the ground . . . or in any convenient spot within a 400' radius . . . out from under foot and away from pouring operations. No special cradles or scaffolds are needed.

You can handle 30 to 40 cubic yards of 2" slump concrete per hour with this powerful Homelite vibrator. Tough, kink-proof, handling hose goes anywhere . . . around corners, over obstacles . . . can't be injured by bending. Quick-connecting extension hoses let you work effectively in the deepest forms. The rugged, high-cycle motor built into the vibrator head will give long, profitable service at lowest maintenance cost. Carryable, 125 pound, Homelite generator supplies both high-cycle current for one or two vibrators and 110 V. DC current for your electric tools and floodlights.

HOMELITE

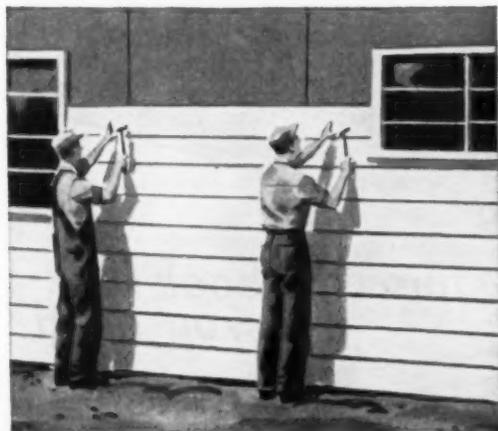
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Front side and edges of each piece uniformly primed at the factory with high efficiency resinous coating. Developed especially for this purpose by the Upson Chemical Corporation. Finish coat will not blister or peel. Back side has special *reflective aluminum* prime for extra moisture protection. Yet, both coatings allow board to "breathe." Has superior water resisting, wearing and painting qualities. You save up to \$50 per house on painting costs alone!

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Enter your best model home in American Builder's National Home Week contest



Here's what six nationally famous judges will look for in awarding "best model home" plaques:

The judges will spotlight model homes that best express the purpose of National Home Week: more saleable houses. Entries will therefore be scored on five counts, each of equal weight: (1) exterior design; (2) floor plan; (3) construction techniques; (4) quality materials and equipment; (5) merchandising. The judges are Joseph B. Haverstick, presi-

dent, National Association of Home Builders; Neil A. Connor, director, Architectural Standards Division, Federal Housing Administration; John Normile, building editor, Better Homes & Gardens; William H. Scheick, executive director, Building Research Institute; John Highland, Highland & Highland, architects; one judge to be named.



Entries will be judged in two price-categories: houses under \$16,000; houses \$16-40,000

One builder in each price-category will be given a Grand First Award. Similarly, there will be duplicate second and third awards. The judges will also select 15 houses in each category for special awards of merit. Award-winning entries

will be published in American Builder's December issue and will be displayed at the 1957 NAHB convention in Chicago. Winners will also be publicized in local newspapers by American Builder's press relations staff.



If you show a model home during National Home Week, follow these steps to enter the contest:

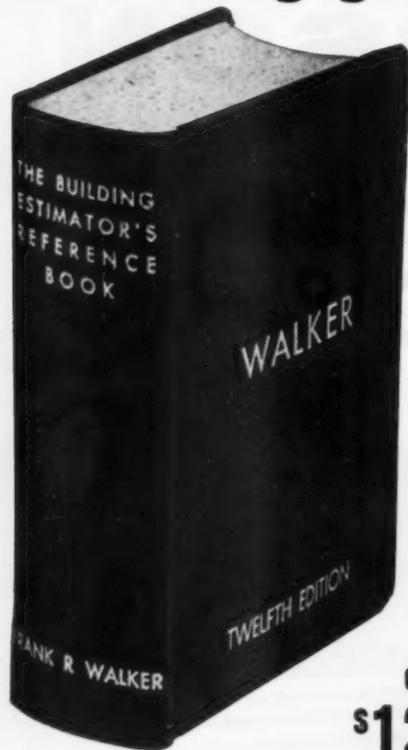
1. Contest entries must reach American Builder, 30 Church St., New York 7, N. Y. not later than October 15.
2. Entries must include blueprints of complete working drawings; interior and exterior photographs; a list of major materials and equipment; samples of advertising and promotional material.

3. Entries may include rough detail drawings of special features; brief descriptions of economical construction techniques; newspaper publicity.
4. Please send a letter giving name of builder or company; architect, if any; price; location; statement of sales results; date of local NHW promotion.

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estimating guide...**



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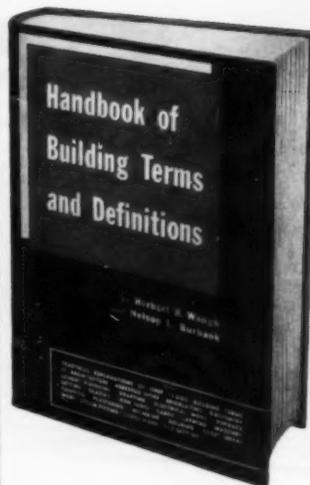
The standard help for contractors and estimators. During 40 years, over 130,000 copies have been sold in its many editions. This new edition was revised

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you need!**



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**Herbert R. Waugh
and
Nelson L. Burbank**
Former instructors in construction and building trades, Bridgeport, Connecticut and Cincinnati, Ohio schools.

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ILLUSTRATIONS**

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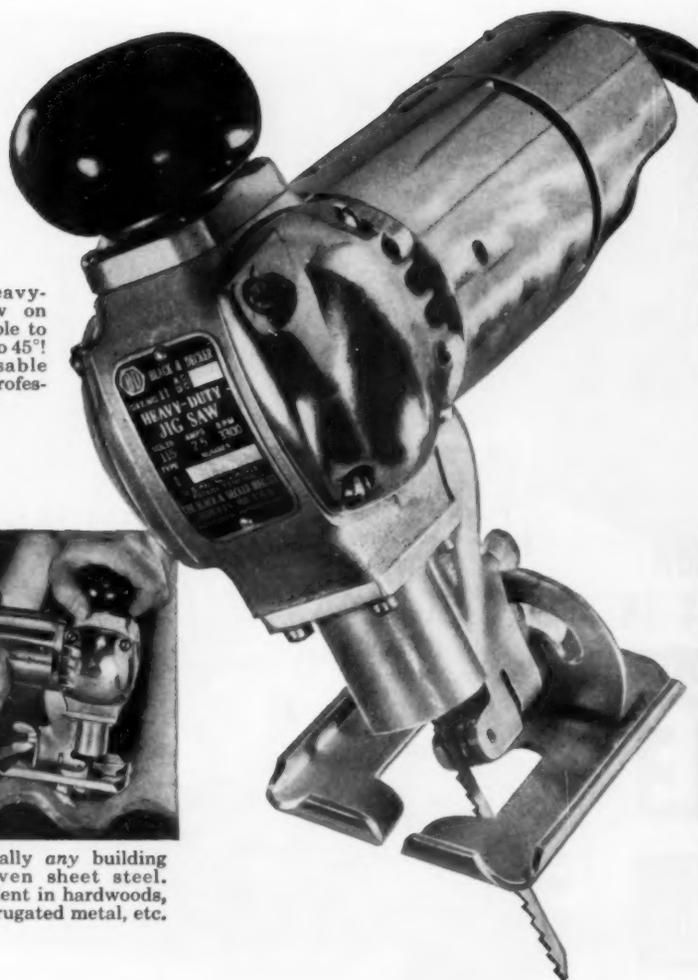
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... says Mr. Charles E. Johnson, sales manager, Everett F. Rawlings, Contractors, Hollydale, California—a typical user of Chevrolet light-duty trucks.

"We've used Chevrolet trucks for over eleven years and we feel they're the finest on the road. In the building business, trucks must be rugged and dependable as well as economical in maintenance and gas savings. In these lines, Chevrolet trucks fill the bill.

"Our drivers are as happy with these Chevrolts as we are. Comfortable seating and better maneuverability make easier on-the-job driv-

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Everywhere in America today, you'll find Chevrolet truck owners echoing Mr. Johnson's words . . . saying, in effect, "Chevy puts more money in my pocket!" These great-performing trucks, the sales leaders since '37, now boast the biggest, happiest family of owners to be found anywhere. Why not see your Chevrolet dealer and join 'em soon! . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

Modern features make new Chevrolet trucks the Performance Champs of the Lightweight Class!

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NEW CHEVROLET TASK·FORCE TRUCKS

Anything less is an old-fashioned truck!



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Long-Bell Natural Wood Kitchen Cabinets

Whether it's a thousand-unit project, a single-unit job or a remodeling contract, builders, contractors and architects rely on the sales-appeal of Long-Bell Natural Wood Kitchen Cabinets. The great variety of finishing and decorating effects possible and their easy operation are sure-fire features housewives want. Here's *custom beauty* that costs no more than less attractive cabinets — and the women love it.

Long-Bell has always been first to introduce such exclusive features as the full-depth sliding shelves that come to you for storage — and adjustable shelves for perfect adaptability to each housewife's storage setup.

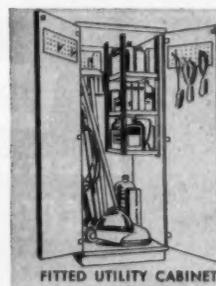
It's easy to plan with Long-Bell Kitchen Cabinets because they're engineered on a 3" module for accurate fit.

Long-Bell maintains big inventories of completed cabinets of beautiful rift grain fir and mellow birch in a full range of sizes — ready for immediate shipment. That's why there are satisfied Long-Bell customers all over the United States. They know that Long-Bell gets the order to the job on time, ready for placement.

Ask your Long-Bell representative to show you the many cabinets, including special-purpose cabinets and accessories that are available.

The Long-Bell Lumber Company.

Established 1875
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Long-Bell Lumber Company, Dept. AB
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We would like to send you a free catalog or answer any of your questions—no obligation.



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400 Series**



ABOVE—Two No. 450's. Other sizes and styles to fit all openings.

RIGHT—Detail of the patented Safety Catch that holds door securely in full open position.

The only garage door with the patented SAFETY CATCH*

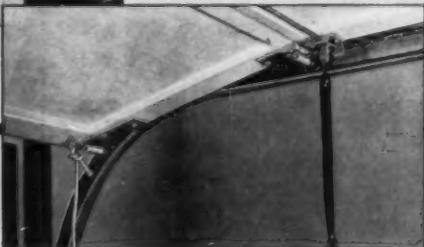
● The Frantz No. 400 Series has rapidly become a best seller everywhere—from coast to coast.

The exclusive Safety Catch provides the utmost in sectional overhead door convenience. Just a gentle lift starts the door up. At full open position the Safety Catch stops and holds the door firmly, securely. No banging or slamming! No rebound! Yet a slight pull releases it for closing when desired.

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*U.S. PATENT No. 2,708,478

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Sterling, Illinois



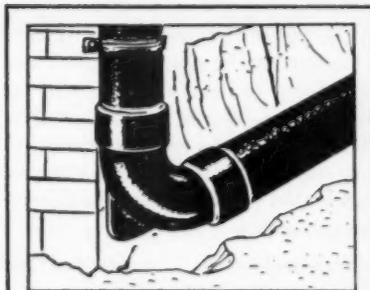
CATALOG NO. 303—Contains specifications and illustrations of 67 models and sizes of rigid and sectional doors. Write for FREE copy.

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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!

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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.

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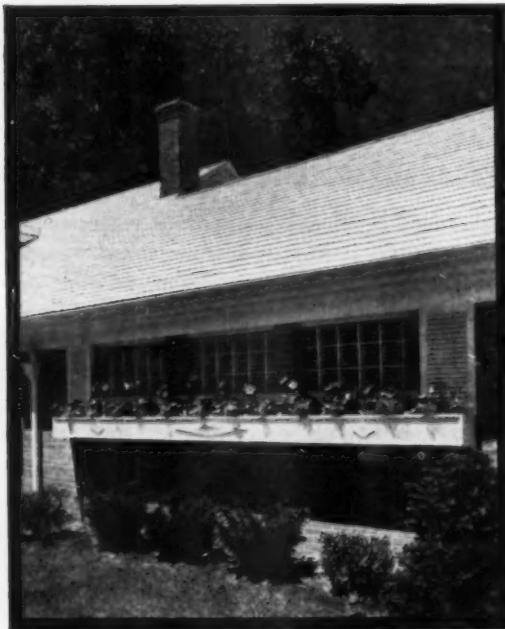
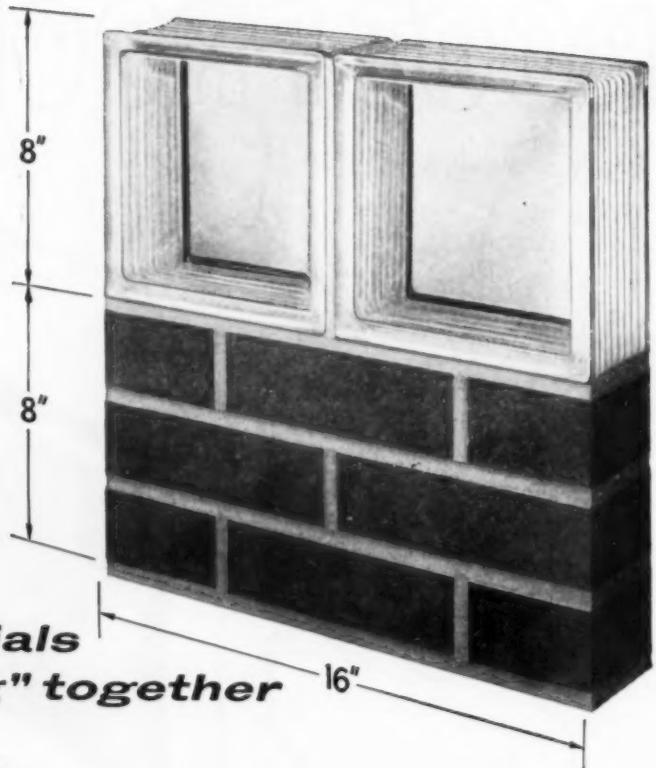
ROOT-PROOF PIPE AND FITTINGS

OWENS-ILLINOIS GLASS BLOCK

AND

MODULAR BRICK

*...building materials
that "belong" together*



Glass block and modular brick "fit." Two 8" glass block are easily substituted for six standard modular brick; two 8" block can be used in place of a standard concrete block. When you use glass block in side walls you have no delays in construction. They go in at the same time as the rest of the masonry.

Owens-Illinois Glass Block are handled in the same way as modular brick and concrete block—same mortar materials and similar laying technique . . . go in at the same time.

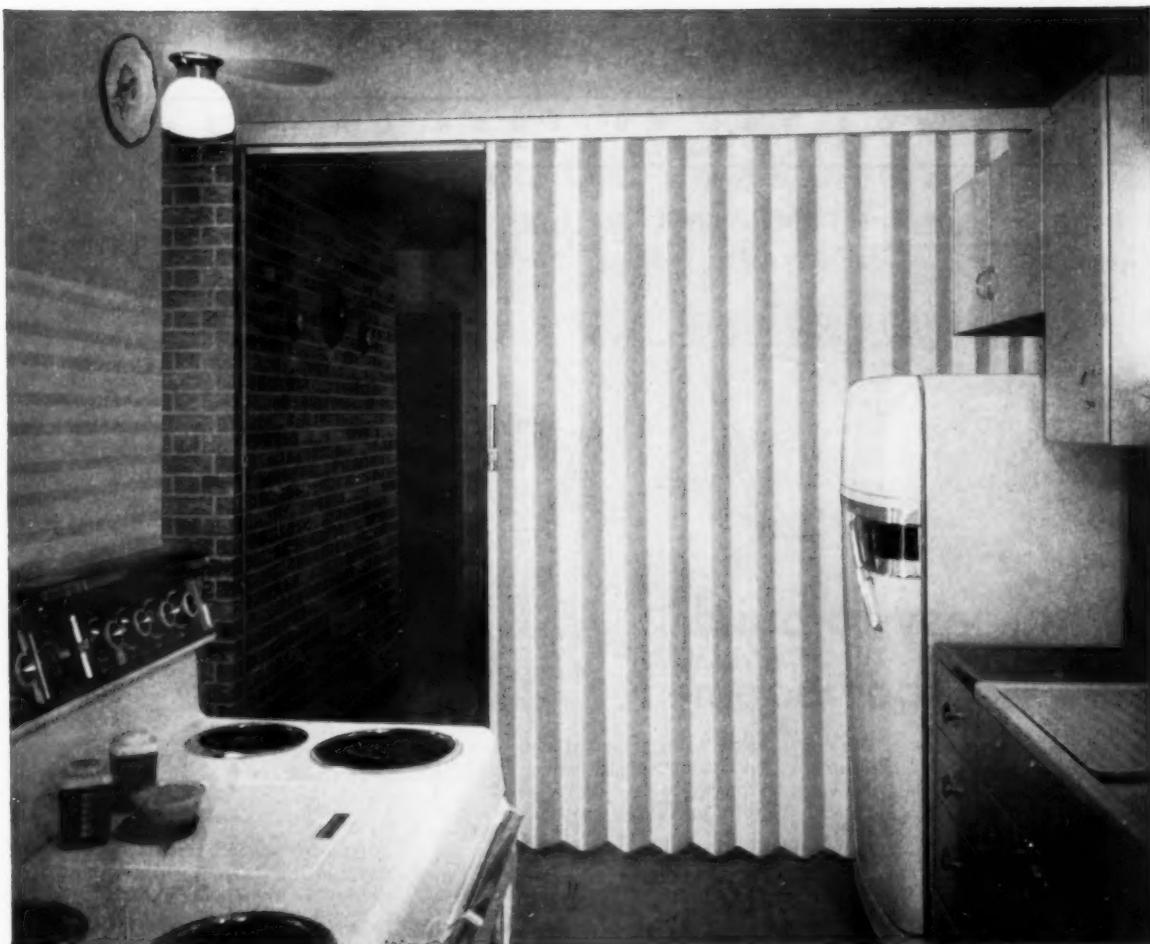
Glass block arrive on the job site packed in sturdy cartons of convenient size. Cartons can be opened as block are needed. No loose block for you to handle. Panels can be made to fit any size opening . . . no frame is necessary. Because Owens-Illinois Glass Block have a specially designed corrugated mortar-bearing surface, you benefit from cheaper and faster masonry construction. And only Owens-Illinois Glass Block have this design feature.

To save you additional time and money, all mortar-bearing surfaces on O-I Glass Block are pre-coated with a special grit material for easy installation and all exterior faces have O-I's "magi-clean" finish for easy cleaning.

Owens-Illinois Glass Block are available in a wide variety of designs from super-clear that you can see through to those that restrict sight completely. Literature for any glass block application is available free of charge. For information or help with a specific problem write: Kimble Glass Company, subsidiary of Owens-Illinois, Toledo 1, Ohio.

OWENS-ILLINOIS GLASS BLOCK
AN **(I)** PRODUCT

OWENS-ILLINOIS
GENERAL OFFICES • TOLEDO 1, OHIO



Builder Donald W. Johnston uses FOLDOOR as movable partition in typical Imperial Home, Peoria, Ill.

Imperial 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 Donald W. Johnston chose FOLDOOR by Holcomb & Hoke for his entire Imperial Homes project at Peoria, Ill. 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!

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In Canada: FOLDOOR OF CANADA, Montreal 26, Quebec



HOLCOMB & HOKE MFG. CO., INC.
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Indianapolis, Indiana

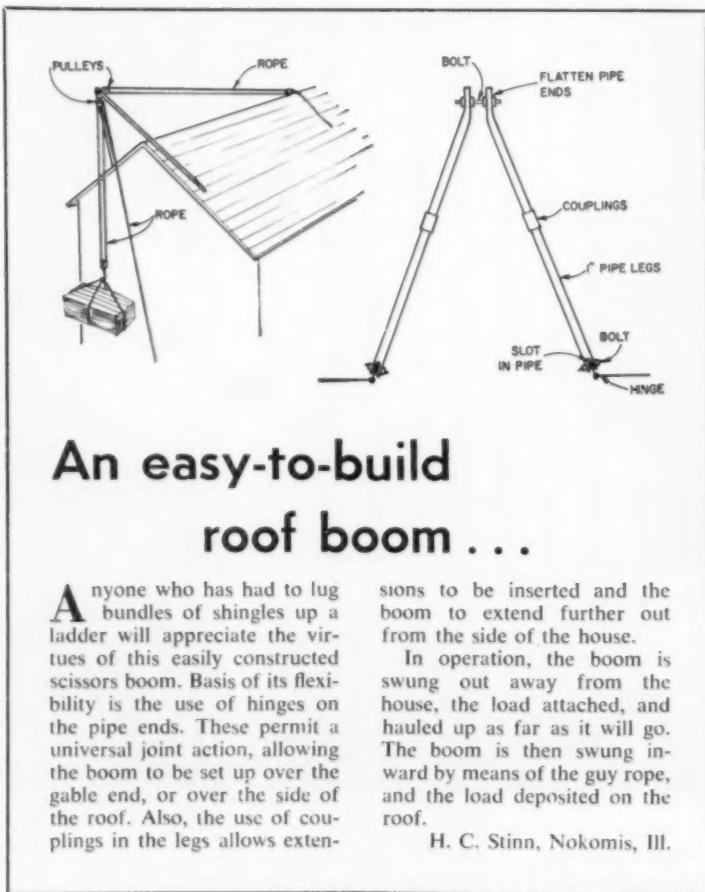
Please send full details on FOLDOOR

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L



An easy-to-build roof boom . . .

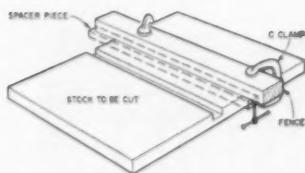
Anyone who has had to lug bundles of shingles up a ladder will appreciate the virtues of this easily constructed scissors boom. Basis of its flexibility is the use of hinges on the pipe ends. These permit a universal joint action, allowing the boom to be set up over the gable end, or over the side of the roof. Also, the use of couplings in the legs allows exten-

sions to be inserted and the boom to extend further out from the side of the house.

In operation, the boom is swung out away from the house, the load attached, and hauled up as far as it will go. The boom is then swung inward by means of the guy rope, and the load deposited on the roof.

H. C. Stinn, Nokomis, Ill.

Grooves for shelving



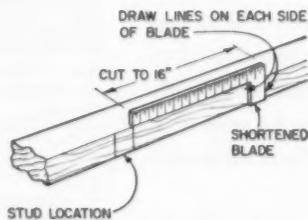
This method of grooving cabinet sides to receive shelves is recommended by a builder who says he has found a small bench saw not always accurate enough for the job.

First, a guide strip is C-clamped to the piece to be grooved, and in such a position that the cut made by a pass with the power saw will form one side of the groove. A 1/2" by 5/8" spacer strip is then set between the guide strip and the saw, and another pass made to form the other side of the groove. (It is as-

sumed that the groove is 3/4" wide, the 5/8" plus the 1/8" thickness of the saw blade.) The spacer strip is then set on end, and a pass made in between the other two. It is easy to knock out the remaining wood with a chisel.

D. Adolph, Preston, B. C.

Handy stud spacer



Here's a good way to make use of that old square that has so rusted

that the numbers on it can't be read any more.

The tongue of the square is 16" long on its outer edge, the right length to space studs. The width of the other arm of the square is the same as that of the stud. By cutting this blade off short as shown, a tool is created that will give the correct spacing, and permit the appropriate markings to be made easily on the side of the shoe or plate.

N. Pittman, Overton, Texas

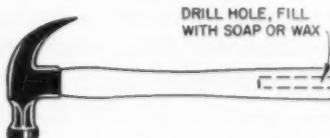
Homemade power bull float



This builder converted a hand bullfloat into a power model by mounting an oscillating sander on top of the float. The resulting machine, he claims, runs down the aggregate and works up the "fat" much faster than if it were used without the vibration. The electric cord for the sander is run up the handle to keep it out of the way.

R. A. Tophigh, Corning, Cal.

Hammer does double duty



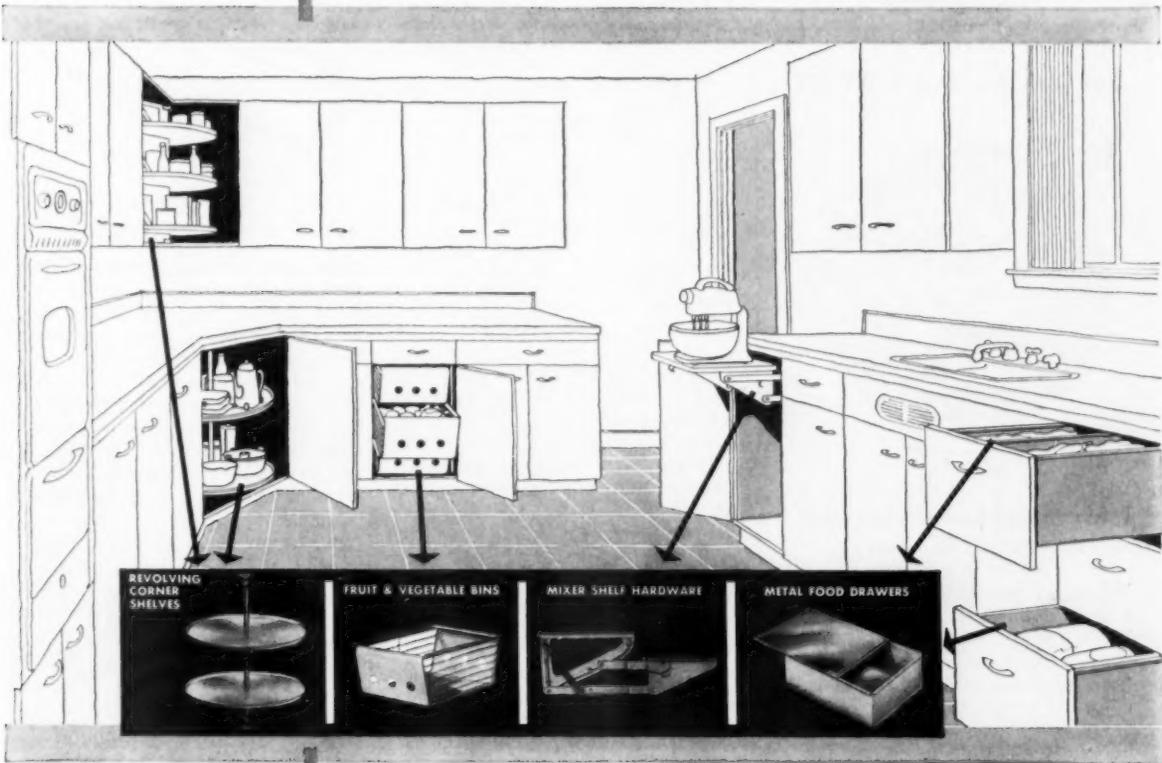
Most carpenters know that a little wax or soap applied to the threads of a screw will make it easier to drive. Likewise, they know how easy it is to misplace the lubricant while working, and between jobs too. A hole drilled in the handle end of a hammer makes a handy place to put the lubricant; the hammer is hard to lose, and since the screw is usually started by a hammer blow, it is at hand when it is needed.

L. Hamill, Seattle, Wash.



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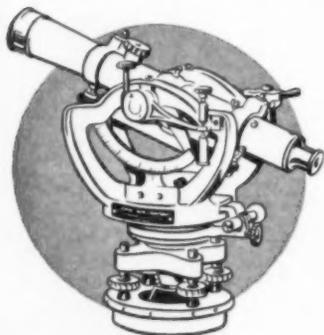
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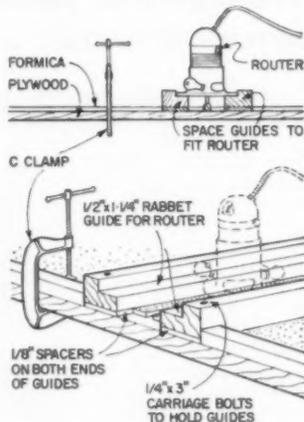
NAME _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

American Builder

How to do it better . . .

(Continued from page 256)

Making counter top joints



One of the more time-consuming and irritating jobs in finishing off a kitchen is making a smooth joint where two pieces of plastic counter top material butt together. The builder who has a lot of these jobs should be interested in the cutting jig pictured above.

The guides should be spaced to fit whatever make of router the builder uses, and the fit must be a tight one all along the guides. The two pieces of plastic to be butted slipped into place under the guides, lined up against the stop strip, and secured with C-clamps. The router is then run through, and the resulting joint will be a perfect one.

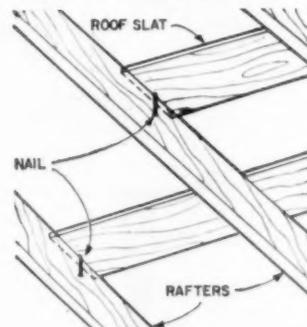
Can you do it better?

SEND US . . .

- A brief written description
- A simple sketch
- Snapshots, if possible

You are American Builder's main source of better building methods, so send us your ideas. Good sketches are most important; a free hand drawing is fine so long as it's clear. If we publish your idea, we'll send you \$25 for your trouble. Mail contributions to: American Builder, 30 Church St., New York 7, N. Y.

Positioning roof slats



One man putting up roof slats or roof sheathing can save himself a lot of crawling back and forth with this idea. A nail is driven into one end of the board, its distance from the end being about half the width of the joist. The carpenter can then be at one end of the board, push it along until the nail hits the rafter, and start nailing at his end, knowing that the board is in the right position.



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GOOD
LAW
TO
BREAK

The law of averages says that cancer will kill one out of every six Americans. But the law does not have to prevail. You can help break it in two ways. By having a thorough medical checkup every year . . . and by sending a contribution to your Unit of the American Cancer Society or to Cancer, c/o your town's Postmaster.

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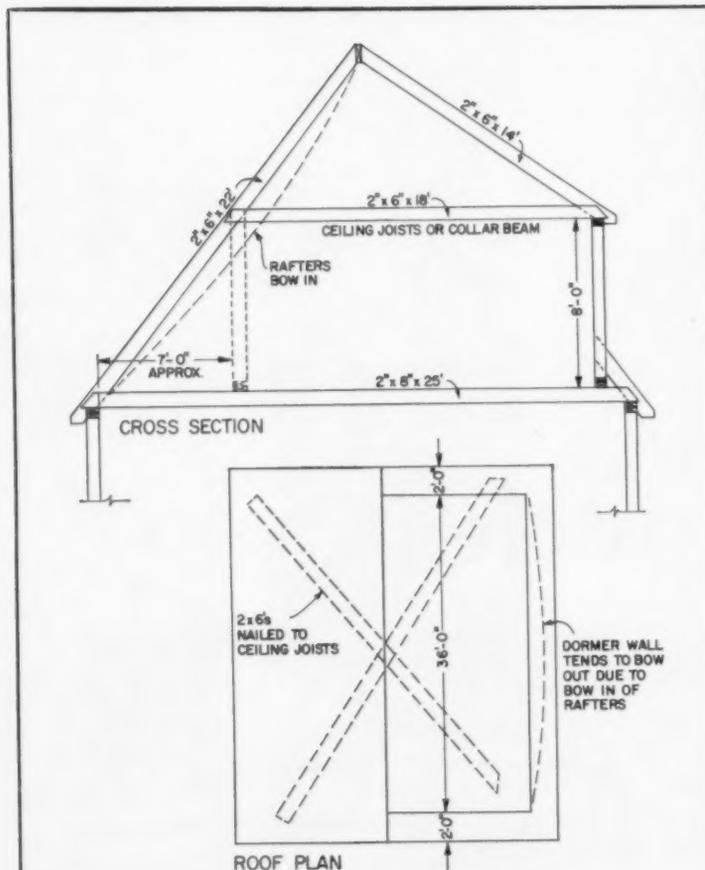
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Framing

▶ Roofing
Wiring

▶ Concrete Work
Air Conditioning

▶ Heating & Plumbing
Power Equipment

▶ Insulation
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Cross-bracing or knee wall for dormer?

QUESTION: I am building a Cape Cod type home but discovered the shed type dormer at the rear tends to bow. Should I put in a knee wall and take away considerable floor space, or should I nail 2 x 6's to the ceiling joists or collar beams? Roof shingles are not yet applied.

Donald E. Flowers
Lisle, Ill.

ANSWER: Recommended span for 2" x 6" rafters (No. 2 framing lumber) on 16" centers is 16'-1". You exceed this considerably, which is why your rafters bow and why you should follow knee wall plan to correct it. Space behind knee wall is not lost; it may be used for storage or built-in drawers. Cross-bracing shouldn't be needed.

Building paper problem

QUESTION: When using vapor barrier paper on a building should it be stapled to studs before lathing or nailed on to sheathing before applying siding—or both?

Dante Giannetti
Chicago Heights, Ill.

ANSWER: The paper should be stapled directly to the sheathing prior to nailing the siding.

Tight traffic turn?

QUESTION: Isn't a 60' diameter turn-around about the smallest that can be constructed for public traffic?

C. G. Brouzas
Morgantown, W. Va.

ANSWER: According to the department of commerce regulations of the state of New York, a turn-around roadway should have a minimum radius of 35 feet from the outside curb at the closed end. Thus a 60' diameter turn-around would not be sufficient to meet this standard.

Soundproofing walls

QUESTION: I have had several occasions to construct soundproof walls. Recently one between a guest apartment and another between a machine shop and a manager's office. Can you give me the best method with drywall construction?

W. A. Stocker
Sunapee, N. H.

ANSWER: Use insulating or reflective or insulating wallboard and place the reflective side toward the inside of the rooms. Then apply acoustical tiles over the wallboard.

Heating a slab type church

QUESTION: In an area where winters are long and severe, we are thinking of building a church without a basement, using concrete slab construction. Is a hot water or a hot air system the best to use. What about insulation?

Rev. J. A. Floyd
Davidson, Sask.

(Continued on page 262)

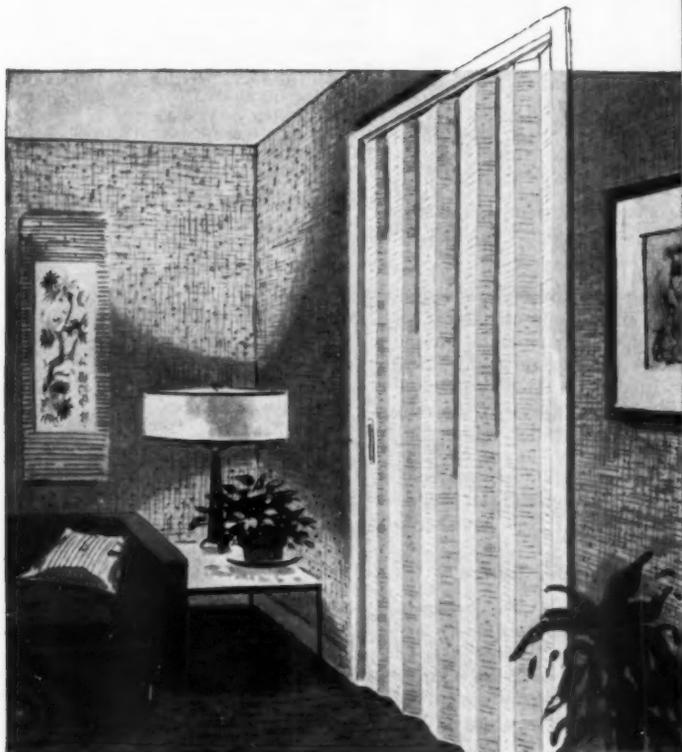
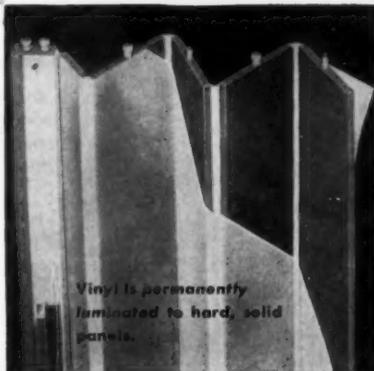
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styled by Paul McCobb



features

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▶ Ask for your copy of fully descriptive specifications booklet, the swatch book showing the attractive colors available and texture of the non-scuffing vinyl finish.

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Grant *folding door*
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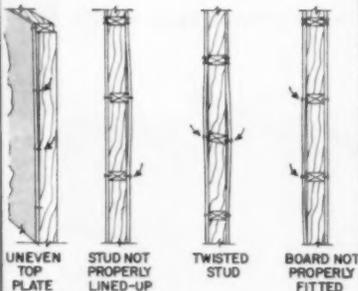
Ask the Experts . . .

(Continued from page 260)

ANSWER: A hot air system with ducts embedded in cinders may be used. Ducts can be asphalt, clay tile, glass fiber or metal. For complete information you should contact the National Warm Air Heating and Ventilating Association, 145 Public Square, Cleveland 14, Ohio.

What's behind nail popping?

QUESTION: Would you explain what causes nail popping? A friend of mine wants to use drywall in a house he's building but is afraid of nail popping.
W. R. Wyatt
Warren, Ohio



ANSWER: The Gypsum Association lists the above four conditions as causes of nail popping: uneven top plate, stud not properly lined up, twisted stud, and board not properly fitted. All may be the result of careless workmanship, green lumber, or improper nailing. The Association recommends threaded nails in wallboard application.

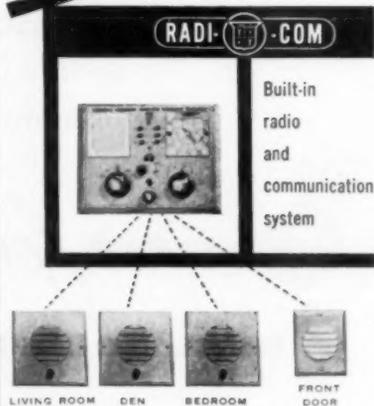
Which uses more lumber?

QUESTION: I would like to know whether a truss with 2 x 6 upper and lower chord on 16" centers uses as much lumber as two 2" x 6" rafters on 16" centers. Also whether 1/2" plywood gussets are as strong as 3/4" shiplap boards.

James M. Hanlan
Caldwell, N. J.

ANSWER: To answer this question properly we would first have to review your plans. As to your second question, 1/2" plywood for gussets is stronger than 3/4" boards and is so recognized by the FHA. Both the Small Homes Council of the University of Illinois and the Timber Engineering Co. of Washington, D. C. recommend 1/2" gussets in their truss designs.

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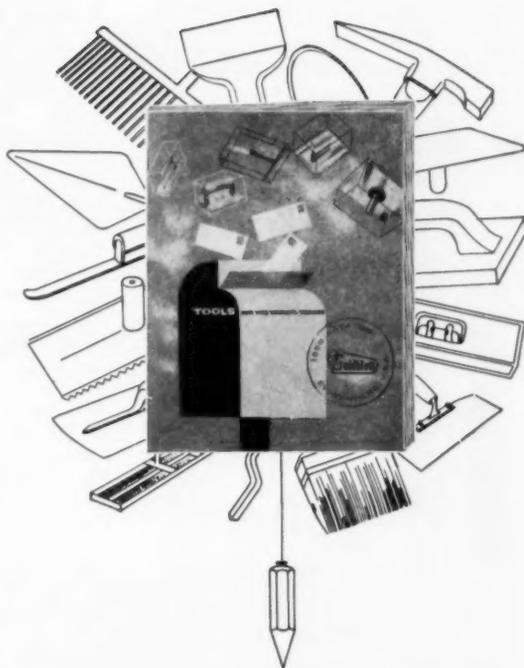
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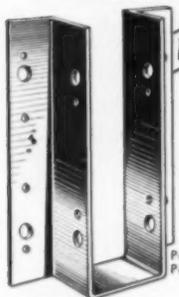


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CONVENTION CALENDAR... 1956

Sept. 10: Home Builders of Saginaw, 310 Court St., Saginaw, Mich. Monthly meeting; Chanticleer, Saginaw, 6:30 P.M. R. O. Park, chairman.

Sept. 10: Rochester Home Builders, 240 Powers Bldg., Rochester 14, N. Y. Fall meeting; Oak Hill Country Club, Pittsford. Arnold A. Scagliola, chairman.

Sept. 12: Marion County Residential Builders, 143 E. Ohio St., Indianapolis 4, Ind. Parade of Homes Kick-off Dinner; Joe Haverstick, speaker; Athenaeum, 401 East Michigan. D. W. Thompson, chairman.

Sept. 13: Home Builders of Hartford County, 14 Oakwood Ave., West Hartford, Conn. National Home Week banquet; Rockledge Country Club. Clayton W. Johnson, chairman.

Sept. 13: Toledo Home Builders, 564 Spitzer Bldg., Toledo 4, Ohio. Parade of Homes Preview; 2:00 P.M. Camille Drive in Beverly Downs. Following, Producers' Council will entertain at Secor Hotel. Raynor B. Pyle, chairman.

Sept. 15-23: National Home Week. Organizations listed below are among those who have programs planned:

• Montgomery Home Builders, 22 S. Perry St., Montgomery, Ala. Parade at Greymar Road, Gay Meadows. Arthur E. Stewart, chairman.

• General Contractors Assn. of Contra Costa County, 3462 Mt. Diablo Blvd., Lafayette, Calif. Ernest D. Holly, chairman.

• Home Builders of Fort Wayne, 4338 Drury Lane, Fort Wayne 6, Ind. Parade at Archwood Lane in Northcrest Addition. D. H. Miller, chairman.

• Marion County Residential Builders, 143 E. Ohio St., Indianapolis 4, Ind. 75 builders will enter 200 homes. D. W. Thompson, chairman.

• Quad City Home Builders, 1530 State St., Bettendorf, Ia. Parade to be in Davenport-Bettendorf, Ia. area, and Rock Island-Moline, Ill. area. C. R. Dohrn, chairman.

• Wichita Assn. of Home Builders, 1120 North Broadway, Wichita, Kan. Parade Area, Pine Valley Estates. Wm. C. Salome, Jr., chair-

man. Parade to be held each weekend in Sept.

• Home Builders of Greater New Orleans, 427 Carondelet St., New Orleans, La. Approximately 20 homes in various areas of the city. Morgan G. Earnest, chairman.

• Home Builders of Maryland, 7 E. Lexington St., Baltimore 2, Md. Parade at Fifth Regiment Armory. Jack B. Candler, chairman.

• Home Builders of Kalamazoo, 609 S. Burdick St., Kalamazoo, Mich. 35 new homes open to public. Carl E. Walters, chairman.

• Home Builders of Jackson, P. O. Box 54, Jackson, Miss. Parade at Brinoy Hts. George Cain, chairman.

• Omaha Builders Assn., 4555 Cuming St., Omaha 3, Neb. Don Decker, chairman.

• Oklahoma City Home Builders, 328 Biltmore Hotel, Oklahoma City, Okla. Parade at these additions: Northridge Manor, North May & Kent Drive; Wildewood, N. E. 50 & N. Everest; Del Crest, S. E. 15 & Sunnylane Road. Gus Fields, chairman.

• Home Builders of Knoxville, 3042 Sutherland Ave., Knoxville, Tenn. Two sites one for \$11,000-\$15,000 class; the other \$15,000-\$40,000. Paul Waters, chairman.

• Home Builders of Memphis, 2440 Central Ave., Memphis 4, Tenn. Approximately 1,000 new homes and 40 furnished model homes will be on display. Frank Z. Jemison, chairman.

• Abilene Home Builders, P. O. Box 1355, Abilene, Tex. Geo. Steakley, chairman.

• Home Builders of Dallas County, 318 N. St. Paul, Dallas, Tex. Four sites: Bruton Terrace, homes in the \$14,000-\$18,000 range; Glen Oaks, \$27,000-\$40,000; Merriman Park, homes in the \$23,000-\$27,000 range, and Sparkman Estates, \$25,000-\$28,000 range. In Richardson one unit in \$15,000-\$22,000 class. Leland G. Lee, Jr., chairman.

• Lubbock Home Builders, 3208-A 34th St., Lubbock, Tex. Parade at 61st St. & Boston Ave. Jay Curraa, chairman.

• Home Builders of Richmond, 3122 West Clay St., Richmond, Va. Parade in residential areas of city. H. Dick Rathbun, chairman.

(Continued on page 266)

**MIDWEST'S LARGEST
HOME BUILDER REPORTS:**

**"LEAKY BASEMENT
PROBLEM SOLVED!"**

Nationally-known Edward Rose & Sons reduced leaking basements 90% by switching from block construction to poured concrete walls formed by Rocform Systems.

IRVING ROSE, President of Edward Rose & Sons gives this detailed report on how his firm benefits by using Rocform Systems.

"Before we started using Rocform Systems, leaking basements were one of our most frequent and costly headaches. Today, this problem has virtually been eliminated—thanks to Rocform Systems and poured concrete basement walls."

**MOST ECONOMICAL OF ALL
FORMING METHODS**

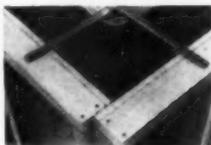
"We have found Rocform Systems to be the most economical of all forming methods," continued Rose. "All hardware is fully guaranteed and lasts indefinitely. This makes it possible to amortize the forms over as many years as they are used which reduces the cost per job for the forms to a very low figure. The fact that Rocform Systems have no snap ties is another cost reducing factor. This feature also makes possible a neat appearing, smooth, flush wall surface that is impossible to obtain when snap ties are employed to hold outside and inside forms together."

**NOW'S THE TIME FOR YOU
TO CUT COSTS BY SWITCHING
TO ROCFORM SYSTEMS, TOO**

In 1948, 95% of Detroit builders used block construction for basement walls. Rocform Systems completely reversed this picture. Today 96% of all Detroit builders use poured concrete basement walls! This is undeniable proof that Rocform Systems is a tested, proved method that will enable you to produce better homes and reduce costly call-backs to repair leaky basements. Write, wire or phone us today and get all the facts on this better way to build.

Rocform CORPORATION
Dept. AB-2
WORLD'S LEADING PRODUCER OF CONCRETE FORMS

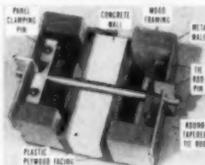
Details of outstanding
Features of Rocform
Systems



Round-corner form
eliminates filler strips
and results in strong,
attractive, rounded
basement corners.



Patented wall align-
ers automatically give
wall of uniform
desired thickness and
line up tops of panels.



Tapered steel tie rods with
special pins hold forms rigidly
in place. Can be re-used con-
tinuously.



ROCFORM metal
wallers are perma-
nently built into
forms. Sections lock
together with pat-
ented clamps.



Adjustable outside corner
clamps allow for a 3-inch
variable without neces-
sity of corner fillers.

15160
W 8 MILE
ROAD
DETROIT 35
MICHIGAN

STRENGTH

for heavy duty

GRAIN

for finish beauty—

you get them both with

LARCH

one of the dependable woods

from the Western Pine mills



Larch is a strong, beautiful wood that can be used ideally for either structural purposes or for many types of interior architectural woodwork.

It comes in 3 select, 5 common, 3 structural, 4 dimensional grades, and can be ordered in straight or mixed car lots along with other woods from the Western Pine mills.



Get the facts on LARCH. Write for the FREE illustrated booklet to WESTERN PINE ASSOCIATION, Yeon Bldg., Portland 4, Oregon.

The Western Pines

Idaho White Pine

Ponderosa Pine

Sugar Pine

and these woods from
the Western Pine mills
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INCENSE CEDAR
RED CEDAR - DOUGLAS FIR
ENGELMANN SPRUCE
LOGEPOLE PINE - LARCH

are manufactured to high standards of seasoning, grading, measurement

TODAY'S WESTERN PINE TREE FARMING
GUARANTEES LUMBER TOMORROW

ANNOUNCING... New Remington Cartridge-Powered Tool for Stud Fastenings



REMINGTON "MIGHTY MITE" STUD DRIVER sets a stud a minute in steel or concrete!

Here's the "MIGHTY MITE"—small but powerful partner of the full-size Remington Stud Driver—the answer to any job requiring a 1/4" diameter stud. It's the perfect tool for builders, light contractors and the "do-it-yourself" market... can be rented or purchased. You can buy it for only \$34.75!

The "MIGHTY MITE" has only three parts to handle... easy to load and operate. The upper assembly is unscrewed, the 22 caliber cartridge with the desired 1/4" stud is inserted, and it's ready to go. One rap of the hammer on the firing pin, and "MIGHTY MITE" rigidly anchors wood sections or steel fixtures to concrete or steel! No pre-drilling required.

Safe, too. It's non-tilt—cannot be fired at an angle; cocks only when held in the proper firing position; must be pushed firmly into position to expose the firing pin. A four-inch-square guard provides full protection to the operator.

Send for the facts about the REMINGTON "MIGHTY MITE"—small, powerful and ideal for your construction job—at the lowest possible price—

ONLY
\$**34⁷⁵**



Industrial Sales Division, Dept. AM-9
Remington Arms Company, Inc.
Bridgeport 2, Conn.

Please send me your free booklet which shows how I can speed the job and save with the new Remington "Mighty Mite" Stud Driver.

Name _____ Position _____
Firm _____
Address _____
City _____ State _____

Another great NEW cartridge-
powered industrial tool by

Remington



(Continued from page 264)

Sept. 17: Builders Assn. of Metropolitan Detroit, 2316 Dime Bldg., Detroit, Mich. Meeting, Crystal Ball Room, Fort Shelby Hotel. Ted Pratt will speak on his tour and inspection of Russian Housing. Irvin H. Yackness, chairman.

Sept. 25: Home Builders of Rhode Island, 433 Westminister St., Providence 3, R. I. Trade-in panel and discussion. Ross Dagata, chairman.

Sept. 26: Home Builders of Greater Cleveland, Manger Hotel, Cleveland 14, Ohio. General meeting in conjunction with Producers' Council. Hollender Hotel. H. W. Hanna, chairman.

Sept. 27-30: Minneapolis Home Builders, 1750 Hennepin Ave., Minneapolis, Minn. Midwest Housing Conference for Wisc., The Dakotas, Ia., and parts of Central Canada, and Minn. Leamington Hotel, Minneapolis. W. D. Coffman, chairman.

Oct. 3-9: Home Builders of Westchester, 151 East Post Road, White Plains, N. Y. Home show, Westchester County Center, White Plains. George A. Frank, exhibition director.

Oct. 19: Tucson Home Builders, 3910 East Speedway, Tucson, Ariz. Regional Mortgage Clinic; Pioneer Hotel. Marvin H. Volk, chairman.

Oct. 28-Nov. 4: N. J. Shore Builders Assn., 191 Main St., Manasquan, N. J. Co-sponsor, Monmouth-Ocean Lumber Dealers Assn. Home Show; Convention Hall, Asbury Park. Jerry Gasque, chairman.

Oct. 30: Home Builders of Maryland, 7 E. Lexington St., Baltimore 2, Md. Regional Mortgage Clinic for Md., Va., W. Va. and Wash., D. C. Lord Baltimore Hotel, Baltimore, 9:30 A.M. to 4:30 P.M.

Nov. 7-11: N. J. Home Builders, Military Park Hotel, 16 Park Place, Newark, N. J. Convention; Claridge Hotel, Atlantic City. John S. Wright, manager.

Nov. 10-12: Montgomery Home Builders, 22 S. Perry St., Montgomery, Ala. First annual convention-exposition, Whitley Hotel, Montgomery.

Nov. 18-20: Ohio Home Builders, 57 East Gay St., Columbus 15, Ohio. Convention, Netherland Plaza Hotel, Cincinnati. 95 booths. Clifford M. St. Clair, chairman.

Nov. 23-24: Utah Home Builders, 345 S. State St., Salt Lake City, Utah. Convention, Hotel Utah, South Temple & Main Sts. Arthur Christiansen and Earl P. Stath, co-chairmen.



Add extra charm
and extra Sales Appeal
with window sills of . . .

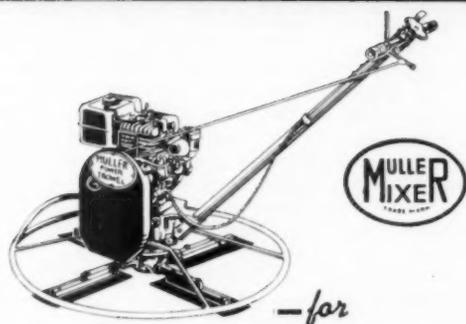
Carrara Structural Glass!

Carrara® Glass Window Sills can add an extra touch of beauty and practicality to the homes you are building. Carrara Glass has a beautiful, polished surface that will not be affected by water, moisture, condensation or cleaning compounds.



PITTSBURGH PLATE GLASS COMPANY

the new MULLER POWER TROWELS



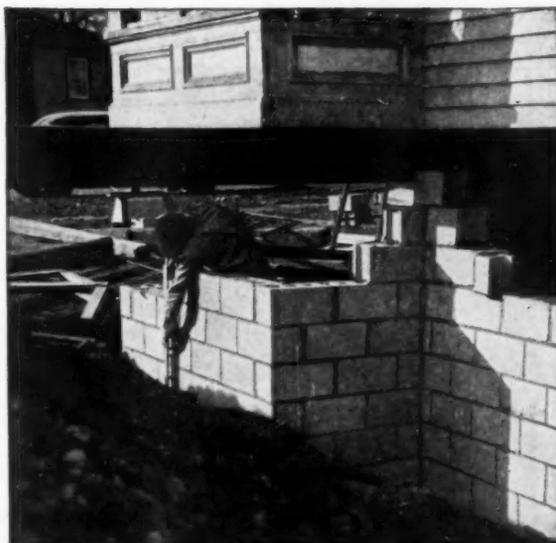
*—for
easier handling and smoother jobs*

These new 4-Blade Power Trowels finish concrete smoother than conventional 3-blade types. They can get on the concrete sooner, and are much less tiring to the operator because vibration and lateral pull are greatly reduced.

Blade adjustment, engine throttle and power throw-out are conveniently located at the top of the handle. Timken Bearings maintain accurate alignment in all four sizes—24", 29", 34" and 44". Separate Floating and Finishing Blades are standard equipment.

Send for folder, prices, name of nearest dealer.

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Metuchen 4, N.J. Cable Address MULMIX



Get *Your* share of the \$8 Billion Remodeling Market

Contractors are discovering that remodeling jobs form an ever-increasing part of their business—and that concrete masonry is a practical and economical remodeling material.

Jobs for which concrete masonry offers many advantages are such projects as:



NEW BASEMENTS . . .

Concrete masonry is ideal for basement and partition walls and enclosures for laundry equipment and heating plants.

FIRESAFE ADDITIONS . . .

Using concrete masonry to build an extra room gives growing families firesafe and comfortable additional space.



NEW GARAGES . . .

Hundreds of thousands of post-war houses were built without garages. Here's a ready-made market for you.

This seal is the sign of a great cooperative campaign by government and industry to stimulate the modernizing, remodeling and repairing of American homes.

Tie-in with this campaign. Get your share of the remodeling jobs that will be started this year.



PORTLAND CEMENT ASSOCIATION

33 West Grand Avenue, Chicago, 10 Illinois

A national organization to improve and extend the uses of portland cement and concrete . . . through scientific research and engineering field work.



Assembly-Line Pouring with Symons Wide Panel Forms...

F&S Construction Company, Phoenix, Arizona, is converting 615 acres of farm land, northwest of Chicago, into one of Chicago's largest private suburban housing projects. 1,350 homes in the \$15,500 to \$17,900 price range are planned.

Symons Wide Panel Forms were used on the 265 homes already erected. Seven sets were used over 35 times in the assembly-line pouring. Also, approximately 6,000 square feet of Symons Forms in 2' x 6' and 2' x 8' sizes with fillers, were used to construct the sewage system for the development.

Our engineering staff is experienced with all types of forming and will furnish complete form layout and job cost sheets on your form work—at no charge or obligation. Our salesmen give advice on form erection, pouring and stripping methods.

Symons Forms may be rented with purchase option. Symons Clamp & Mfg. Co., 4261 Diversey Avenue, Dept. J-6, Chicago 39, Illinois.

Rudy Gasten is resident manager for F&S and George E. Steele is general superintendent.



Catalogs and Additional Information on FORMS Sent on Request

Union violence may be enjoined by State court



By JOHN F. MCCARTHY

Attorney-at-law

A State, acting through its own labor relations board and its own courts, may enjoin violent union conduct which is an unfair labor practice under the State's labor relations act. This follows even where the same conduct is an unfair labor practice under the National Labor Relations Act or Taft-Hartley Law, and enjoined by the National Labor Relations Board and the federal courts. This appears to be the opinion of the United States Supreme Court in its recent decision in the case of *United Automobile, Aircraft and Agricultural Implement Workers of America v. Wisconsin Employment Relations Board and Kohler Co.*, 76 S. Ct. 794.

After the decision of the United States Supreme Court in the case of *Garner et al. v. Teamsters Union*, 74 S. Ct. 161, many authorities considered that the Taft-Hartley Act set up an exclusive pattern for the regulation of labor relations for those segments of industry within the Board's jurisdiction. They concluded that there could be no regulation for those industries by State statutes, even though consistent with the Taft-Hartley Act or merely supplementary to it. (See *American Builder*, May 1954). Most labor disputes between building construction employers in an area and a union will "affect interstate commerce" within the meaning of the Taft-Hartley Act and will be subject to that Act and the power and authority of the National Labor Relations Board. A brief discussion of the *Garner* case will serve as an example.

Garner was in the trucking business. He had no controversy with his employees and never had objected to their joining the union. The union sought to force Garner to compel his employees to join, and established a picket line at Garner's loading platform. Drivers of

other carriers refused to pass the picket line, and Garner's business fell off substantially. The conduct of the union violated the Labor Relations Act of Pennsylvania, where Garner conducted his business, as well as the Taft-Hartley Act. The Pennsylvania Court, finding a violation of the State statute, issued an injunction prohibiting the union's picketing. The United States Supreme Court reversed the Pennsylvania decision and said that since the dispute was within the purview of the Taft-Hartley Act, the parties might proceed only before the National Labor Relations Board.

The recent decision under discussion, in the case of *United Automobile, Aircraft and Agricultural Workers of America v. Wisconsin Employment Relations Board*, involved a strike at the Kohler plant in that State. The State labor relations board found that the union engaged in mass picketing, obstructed ingress and egress to and from the Kohler plant, coerced employees who desired to work and threatened them and their families with physical injuries. The State court enjoined the union conduct.

The union contended that its conduct, if proved, was an unfair labor practice under the Taft-Hartley Act. It insisted, relying on the decision in the *Garner* case, that its conduct could be reached, not under a State statute and by a State board, but only under the Taft-Hartley Act by the National Labor Relations Board. The United States Supreme Court disagreed with that contention. It pointed out that acts of violence were peculiarly within the powers of the states and might be reached by the states, either through their general criminal statutes or through their labor relations acts. The Court said that this followed even though the particular acts of misconduct were also unfair labor practices under the Taft-Hartley Act and subject to the jurisdiction of the National Labor Relations Board.



DUMPS
HYDRAULICALLY



MIXES WHILE
TRANSPORTING

**SAVES MONEY AND TIME, TOO!
1 and 1½-BAG MIXERS**

Fits all popular makes of tractors
Universal Transmix® mixes, transports, hydraulically dumps cement. Mixes 1 or 1½ bags cement at 5 to 1. Can be attached or removed in 15 minutes. Barrel friction-driven from power take-off extension. Revolves quietly on rubber wheels. No gears or chains to wear out.

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A WasteMaster
Adds More "Sell" to
The Homes You Build!

- Immediate delivery!
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- Easy installation!
- Exclusive "Shavitron" Shredder keeps drains clean and free . . . ideal for septic tank use!
- Umbrella Slinger keeps motor dry . . . always!

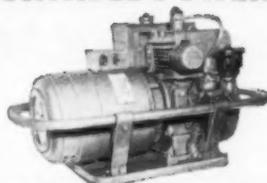
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LOCKLEY MACHINE COMPANY
WASTEMASTER DIVISION
310 GROVE STREET NEW CASTLE, PA.

Now!
CUT COST . . .
BOOST PRODUCTION

Katolight
On The Job...
PORTABLE POWER

KATOLIGHT Portable Generators give you quick power . . . when and where you want it . . . for operating electric saws, grinders, sanders or paint sprayers. No delays . . . no nuisance with powerline hook-ups. Available on dollies or on trailers. A.C. Models from 350 Watts through 50 KW.



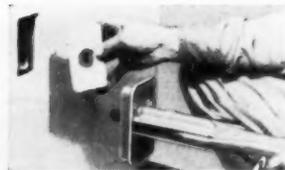
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**JOIN THE
PAYROLL
SAVINGS
PLAN**

**CUT
PERFECT
OUTLET HOLES
in dry wall . . .**

Everytime with the
QUICK-KUTTER



- Eliminates repairs • Saves time • Always a perfect job

The Quick-kutter guarantees you flawless die-cut outlet holes in gypsum wallboard every time—without damage to the internal structure or the paper facing of the wallboard. It eliminates patching completely—saves you time and trouble! Available in 2" x 3", 2" x 4", and 4" round

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2020 W. Barbary Place • Denver 4, Colo.

CONVENIENCES UNLIMITED
in KITCHEN, SHOWER & LAVATORY

GYRO

**SINGLE-HANDLE
MIXING FAUCETS**

The Proven Faucet with

- DRIP-PROOF SERVICE
- EFFORTLESS OPERATION
- TROUBLEFREE SATISFACTION
- STREAMLINED APPEARANCE
- NO SCALDING HAZARDS

Write for FREE folder to:
GYRO BRASS MFG. Dept. A Westbury L.I.N.Y.



**QUICK JOB PAYS BIG!
—E-Z-ON—
INTERLOCKING
WEATHERSTRIP**



Efficient All-Metal Weatherstrip need not be expensive. E-Z-ON gives complete protection, neat appearance, life-time service at LOW COST. Easy to install, inside or out, without removing sash. Cuts labor time. Trial job leads to big contracts, adds extra profits to insulation, heating and air conditioning jobs. Buy in sets or at rock-bottom linear foot prices. Made of zinc and copper. Nothing to wear or deteriorate. Write for illustrated circular and wholesale price list.

ROBERT N. BALTZ & CO., INC.
1004 Harvard Terrace, Evanston 1, Illinois
Also E-Z-ON Caulking and Glazing Compounds



Grillcraft
BARBECUE UNIT

Write for free fireplace plans and specifications.

Crank raises, lowers fire basket 3" to 30". Controls the heat for any meat.

Sold by lumber and building supply dealers.

For INDOOR and OUTDOOR
FIREPLACES

INTERCHANGEABLE! SIMPLY LIFT IT OUT!
A Grillcraft fireplace can be used for both charcoal cooking and log fires. Easily installed in amusement rooms, kitchens, porches, breezeways, summer cottages, screen houses and in the yard.

GRILLCRAFT CO.

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**LOOK TO
THE
CORNER
FOR
QUALITY**



BEADEX

Reg. U. S. Pat. Office

**Beautify the
room with perfect corners . . .**

Strong, straight BeadeX corners create the finished quality that attracts buyers . . . makes your homes more readily salable. Since BeadeX is attached to the plaster board itself rather than being nailed to framing members, the shrinkage of studs never affects the beautiful appearance of BeadeX corners. No cracks . . . no bends . . . no bulges.

Builders prefer BeadeX . . .

BeadeX provides built-in beauty on any drywall job, and, in addition, gives strength that lasts. Use BeadeX on your next house and see for yourself.

SEE YOUR BEADEX DEALER OR WRITE

BEADEX SALES, INC.

4615 EIGHTH AVENUE N.W., SEATTLE 7, WASHINGTON
659 BAYVIEW AVENUE, TORONTO, ONTARIO, CANADA



1 ADJUSTABLE door jamb and trim is redwood. Here, workman is placing the head but does not nail it in place. Head is screwed in place later.



3 PLUMB AND SET hinge side. Use shims under hinges. Plumb and set opposite side. Apply shims here too if necessary. Pull head down and fix.

How to install an

The series of photographs above shows you how to install an adjustable jamb. The drawing at the right shows you how the one-piece jamb and trim is cut and installed to fit around wall studs and drywall. The door jambs are not nailed into place but are screwed into the studs through chromium washers. Secret of the adjustable jamb is a piece of spring steel bent into an arc and nailed to the inside strip of the one-piece jamb and trim. Two or three springs are attached to each side door jamb and two to the top door jamb. If sticking doors develop, all that needs to be done is to release pressure on the jambs or increase the pressure by adjusting the screws in the spots that bind the door.

The adjustable door jamb was invented by Burton W. Duenke of the Burton W. Duenke Building Company for his subdivisions. The one in Harwood Hills, St. Louis County, Mo. is discussed at greater length in the September Blueprint House on pages 93 to 96 of this issue.

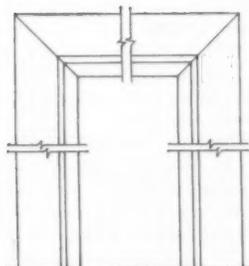


- 2** CUT SIDE DOOR jambs, and trim. Mitered joints where side jambs and head meet are not nailed. Note spring steel in the shape of arc.

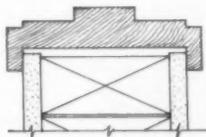
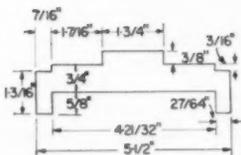


- 4** WHEN DOOR is hung and jambs and head are in place, adjust jambs and head to proper alignment. If door sticks later adjustment can be made.

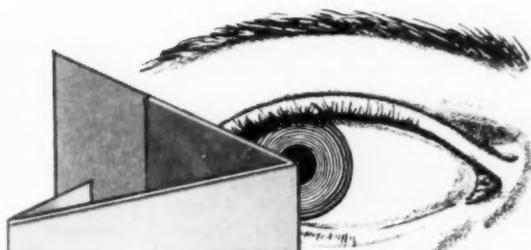
adjustable door jamb



DOOR FRAME ELEVATION



DRAWINGS SHOW physical construction of the Duenke adjustable door jamb and trim. Note that it is made of a single piece of redwood. Rough opening of door is 2'6" x 6'9 $\frac{1}{2}$ " for slab; 6'10 $\frac{3}{8}$ " for hardwood floors.



**LOOK TO
THE
CORNER
FOR
QUALITY**



JambeX

Reg. U. S. Pat. Office

**Strengthen the
jambs for lasting beauty . . .**

Only JambeX is engineered to provide a lasting bulwark for corners against the hundreds of shocks of slamming doors and windows. JambeX is permanently attached to the drywall itself . . . is not *nailed to studs!* It is inserted into a sawed kerf in the jamb stock where any shrinkage in the framing members is automatically absorbed without marring the beauty of the original corner.

Builders prefer JambeX . . .

The long life and unblemished beauty of JambeX is a measurable *quality* required by thousands of builders in North America. Try it and you'll see why *JambeX is preferred.*

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BEADEx SALES, INC.

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659 BAYVIEW AVENUE, TORONTO, ONTARIO, CANADA

Manufacturers' news

Use of Styrofoam as an insulation in modern masonry constructed homes is the theme of a 20-minute color film, "Lifetime Protection," introduced by Dow Chemical Company . . . Another film, "Savings in the Attic," describing vermiculite insulation is available through the Vermiculite Institute. . . Given Manufacturing Co. has changed its name to Waste King Corp. . .

Wesley Wise, former managing editor of Building Supply News, has formed a service company to specialize in merchandising consultation for building product manufacturers and in store planning for building material dealers. . . **Leo Black** has retired as production manager of Silcrest Company. . . United States Air Conditioning Corporation has moved its main offices and plant from Minneapolis to Philadelphia. . . Operation of the Peoria parts department of

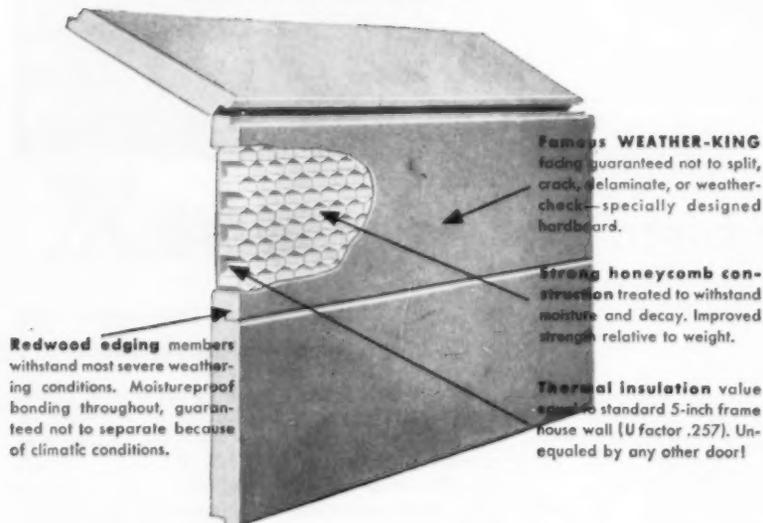
Caterpillar Tractor Co., Peoria, will be transferred to a new building in Morton, Ill., early in 1958.

After twenty-seven years' association with the Crane Co., **Russell G. Creviston**, director of public relations has retired. . . **Walton S. Smith** has retired as vice-president in charge of manufacturing of Metal & Thermit Corp., after thirty-seven years with the company. . . **Mason M. Roberts**, General Motors vice president and head of its Frigidaire division has retired and has been succeeded by **Herman F. Lehman**, general sales manager of Frigidaire



Barcol® OVERdoors

now feature weatherproof
flush sections with house-wall
insulation value!



Now a flush door guaranteed against weather and with the insulating properties of a standard house wall! Combines with Barcol cam action snug closing to improve year-round comfort, cut cooling and heating costs.

Moistureproof, decayproof, verminproof, and fire-resistant, WEATHER-KING flush sections free architect, engineer, and builder from practically all limitations on use of attractive flush doors for residential, commercial, and industrial jobs. Yet the price is actually less than for most hollow-core doors! Shadow box window inserts and "Doornaments" can be used as with any flush door. Call your Barber-Colman distributor (under "Doors" in phone book) or write:

Barber-Colman Company

Dept. Q69, Rockford, Illinois



Lehman



Berzelius

. . . **Carl E. Berzelius** has been named vice president of the newly-formed Bestwall-Certain-teed Sales Corporation which is to handle sales of the products of Bestwall Gypsum Co. and Certain-teed Products Corp. . . Two executive promotions have been announced by the Speedway Manufacturing Co. division of Thor Power Tool Co. **George R. Winkley**, former production control manager, was named treasurer and assistant to the president and **William E. Sopusek**, formerly office manager, has been named secretary.

Martin V. Wolf has been appointed manager of contract sales for built-in equipment division of Tappan Stove Co. . . **Daniel Kalter** has joined Matic Tile Corp. of America as director of advertising. . . American Bilrite Rubber Co. has named **Lester Bernfeld** assistant district manager in the Chicago area. . . **James C. Tobin** was appointed central division construction manager of Powers Regulator Co. . . **Harold E. Rossiter** is manager of the new district sales office of Inland Steel products in Atlanta. . . **James C. McGill** is new manager of distributor sales for McGill Manufacturing Co., Inc. . . Techbuilt, Inc. has appointed **George Bielefeldt** manager of its development department. . . **Harold F. Martin** has been promoted to product manager, woodworking tools, of the Rockwell Manufacturing Co. He is succeeded as San Diego district sales

(Continued on p. 274)



1st IN SPEED
IN PROFIT

AMERICAN SUPER 8 SANDER

serves the leading floormen
of the nation . . .

You can sand any floor, wood or composition, with stepped up speed and profit when you put an American Super 8 on the job! This high production sander tops them all with years-ahead features and performance. Cuts twice as fast as Standard machines . . . keeps your work on schedule with no unnecessary downtime . . . lowest maintenance costs . . . longest service. No wonder it's the No. 1 Floor Sander everywhere . . . preferred by leading floormen of the nation!

Write for catalog and no-obligation demonstration of the American Super 8 on your next job.



511 So. St. Clair St.,

Toledo 3, Ohio

Performance Proved Professional Machines for Contractor Use • World-Wide Sales and Service

**HOW TO PROTECT
THE HOMES YOU BUILD
FOR LIFE . . .**
against the
**DESTRUCTIVE DANGERS
of CONDENSATION
and DAMPNESS!**

In just a few minutes, at negligible cost, you can install Midget Louvers on soffits, gable ends, dormers, eaves or you face the menace of moisture. These inexpensive all-aluminum ventilating units are your fastest, cheapest, surest permanent protection. They will prevent the accumulation of heat and condensation . . . virtually eliminate paint blistering . . . combat rot . . . maintain the efficiency of insulation. Made in 7 sizes (1" to 6") and 2 styles (with and without rain deflectors — both with insect screens).

WRITE for full information.

"A House That Breathes is a Better House"
The aluminum louver is the original louver.
Don't accept "second best" substitutes!

MIDGET LOUVER CO.
6 WALL STREET • NORWALK, CONN.

Quick and easy to install. Just drill a hole and push in place. No nails or screws needed.

KEES GALVANIZED METAL BUILDING CORNERS
Made for the Job!

There's a Kees building corner made especially for the job, whether the construction is of wood or of hardboard siding.

Corner for hardboard construction

Made of 28 gauge zinc coated steel, Kees corners make possible that "mitered look" without the slow, expensive work of cutting and fitting the ends of the siding. Metal corner is unnoticed after building is painted.

Two corners for typical wood construction

Lower flanges overlap and make tight joints. Joints can't pull part, and moisture can't rot the corner because it is completely covered.

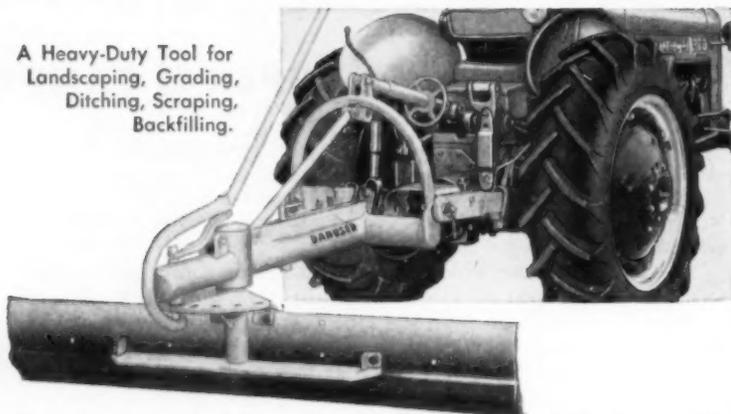
Sizes and patterns available for all widths and thicknesses of lap siding and various patterns of drop siding, in addition to sizes made especially for hardboard.

ORDER FROM YOUR JOBBER
Write P.O. Box 599 for Free Catalog
"Since 1874"

F. D. KEES MFG. CO.
BEATRICE, NEBRASKA

Low-Cost Blade Makes Your Light Tractor an Efficient Earth Mover!

A Heavy-Duty Tool for Landscaping, Grading, Ditching, Scraping, Backfilling.



One man can operate the DANUSER BLADE by himself and make adjustments without leaving the tractor seat. Blade uses the tractor three-point suspension principle, with adapter kits available for older models. It is raised and lowered by the tractor's hydraulic system, and turns all the way around so you can push with it.

Rugged construction throughout. Built of reinforced welded structural steel and heavy tubular members. Abrasion-resistant moldboard

with replaceable, standard grader cutting edge. Moldboard mounting is supported on two oversize tapered bearings to maintain stability. It shifts 8 inches right or left of center for cutting beyond tractor wheel line.

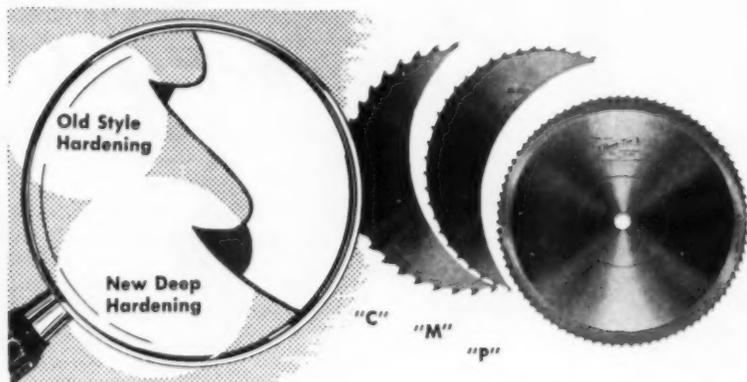
Danuser built the original rear-mounted blade, and is still producing the finest tool of its kind on the market. Thousands are in daily use throughout the world. Tested and approved by tractor manufacturers.

"Quality Since 1910"

DANUSER MACHINE CO.

534-44 East 3rd Street • Fulton, Missouri

If you will give us the model of your tractor, we will be glad to furnish complete descriptive material.



the all New DEEP HARDENED BEVEL SHARPENED HARD-TIP SAW BLADE

the HARD-TIP saw blade that can be RE-SHARPENED in minutes . . . and saves you 50% to 60% on sawing costs. Stays sharp 5 to 7 times longer than conventional blades. DEEP HARDENING now gives you many of the qualities of an expensive carbide tipped saw. We also manufacture a complete line of conventional, carbide and special saws. Write for new catalogue #22.

C—combination saw M—cross cut and mitre P—planer

HEINEMANN SAW CORPORATION

CANTON, OHIO, U. S. A.

MANUFACTURER'S NEWS . . .

(Continued from page 72)

manager of the company's Delta Power Tool Division by **J. A. Casso**. . . **Robert L. Gibbs** has been promoted to general sales manager of Mueller Brass Co.



Martin



Bielefelt

J. E. Williams was appointed vice president and general manager of western brass mills division of Olin Mathieson Chemical Corp. . .

Harold J. LeBeck was named assistant to the manager of the industrial plastics and bearings division (formerly Ryertex-Glyco division) of Joseph T. Ryerson & Son, Inc. . .

Three appointments to American Cyanamid Company's new engineering and construction division have been announced by **Kenneth C. Towe**, president. **T. P. Forbath** is assistant general manager; **Dr. J. F. Bourland** is technical director; and **G. J. Forney** is manager of operations. . . **Renne G. Rankin** has been named field sales manager of Blend-Air heating and air conditioning division of Coleman Co., Inc. He succeeds **Hascal Simmons** who was appointed manager of Coleman's branch sales office in Kansas City. . . **Marshall N. Waterman** has been elected president of Illuminating Engineering Society.

Tops

in readership

by

BUILDERS

AMERICAN

BUILDER

DIRECTORY

At last!

a strong, quick, safe way to install and anchor posts to concrete!

ANCOR-EEZ

saves you 1/2 the time and trouble on porch, carport and patio posts!

Protects wood from fungi (damp rot), termites, flood, wind-storm, earthquake, etc!

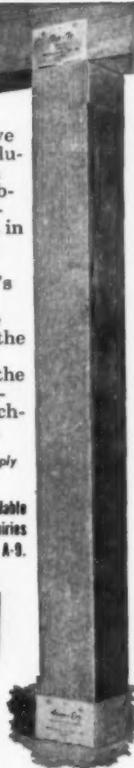
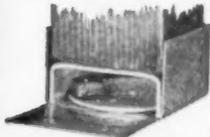
So simple . . . Now a child can install any post properly!

ANCOR-EEZ and Top-Ty products of WOODMACK PRODUCTS, INC.
Commercial & Bayshore, CYPress 5-2298, San Jose 12, Calif.

Western builders have discovered the solution to post erection and anchoring problems! . . . it's ANCOR-EEZ! Posts go up in less than 1/2 the time . . . last "forever" thanks to Ancor-Eez's better protection features . . . You save much more than the cost in labor alone! Recommended by the West's largest builders, developers, architects, engineers, etc.

Ask for it at your Building Supply or Lumber Yard

Some sales territories still available to qualified agents. . . Dealer inquiries invited . . . write or wire Dept. A-9.



LATEX CONCRETE TOPPING

REQUIRES NO CHIPPING—NO ROUGHENING—NO PRIMING—NO CURING—

- The only concrete-color material that can be applied thin as 1/16" or more than 1" thick, as needed.
- Rough, Pitted, Trowel-Marked, Uneven or Broken Concrete and Masonry can be made smooth with a thin coat of LATEX CONCRETE TOPPING—INDOORS OR OUT—the answer to those "frozen" or "rain-pitted" concrete surfaces!
- 52-lb. drum includes 40 lbs. of powder mix, 1 gallon Latex liquid. Covers 100 sq. feet, 1/16" thick.
- If your dealer cannot supply you, one unit delivered to you for \$10.50, 2 units \$18.00.



The CAMP COMPANY, Inc.
6958 South State Street, Dept. AB-96
Chicago 21, Illinois

OVER 21 YEARS OF CONTINUOUS SERVICE

Now . . . the quality and choice that assures big profits FOR AUTHORIZED Franklin Thrift Homes Dealers



67 Models



Two, Three, Four and Five Bedroom Homes

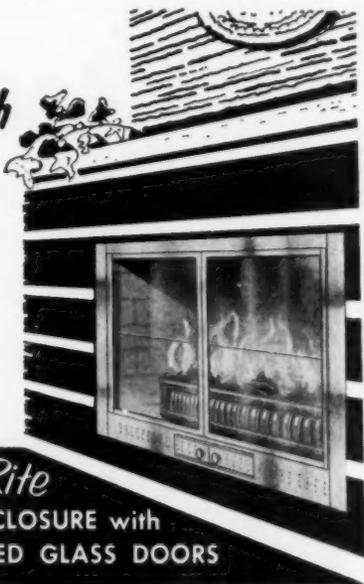
Now, Franklin Thrift Dealer Franchises mean bigger profits than ever. Combining their nationwide reputation for quality and integrity with an increased line of 67 solidly built, beautiful, contemporary homes—Franklin is helping many dealers to unprecedented success. Franklin Thrift Franchises mean a permanent, profitable future by giving the dealer virtual control of all housing sales—from modest sized homes to palatial ranch and split-level types—in his own protected area. Assure yourself of a profitable, prestige building future. Sell Franklin Thrift Homes as a complete, pre-cut package—delivered direct to your customer's building site—unconditionally guaranteed from factory to purchaser with free life insurance.

Write for dealer information. Send 75c for catalogue of 67 homes in color. Ask about extra profits 'Mobile Homes Trade-in Plan.'

FRANKLIN THRIFT HOMES, Inc.
Dept. AB, Box 631, State College, Penna.
AMERICA'S FINEST PACKAGED HOMES



for the **final touch** in the finer homes you build **SPECIFY the . . .**



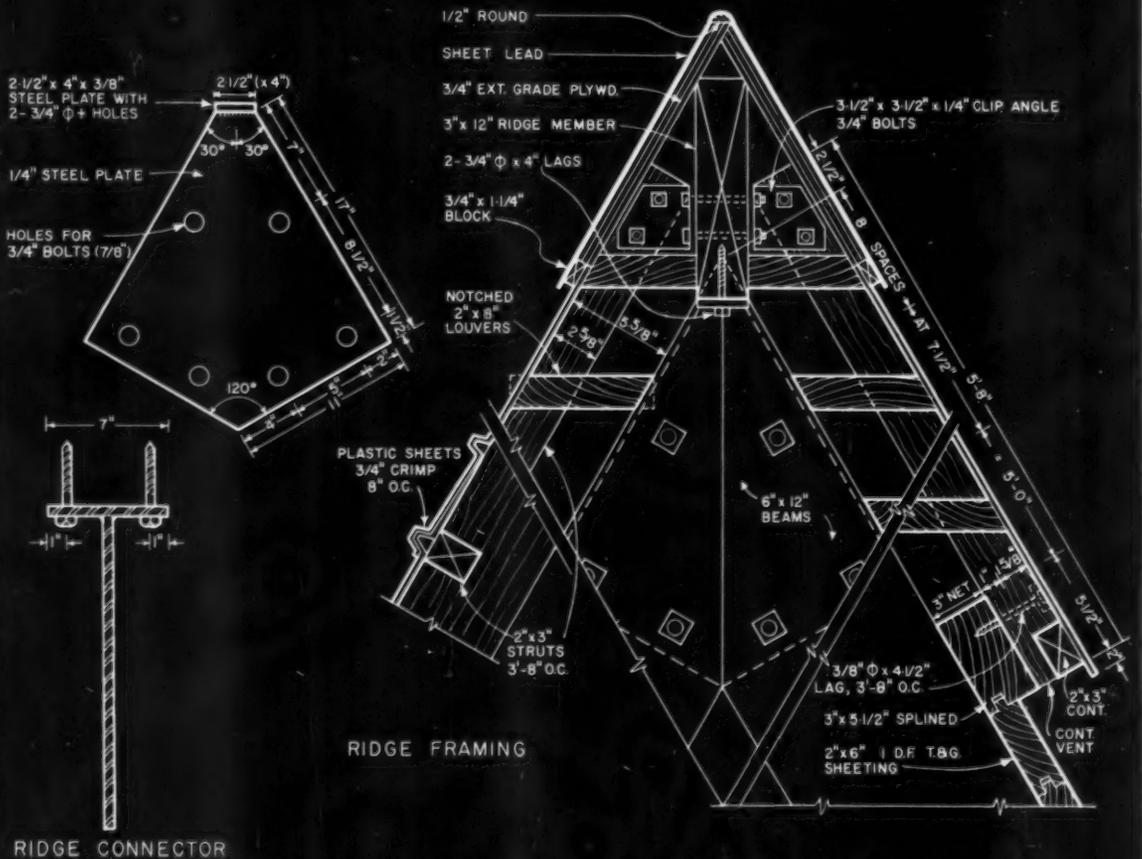
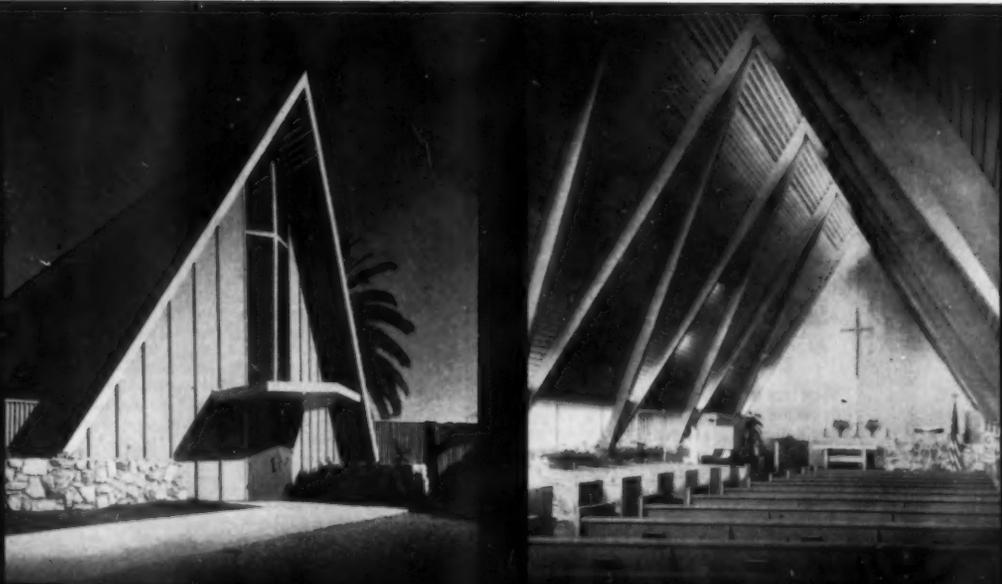
Thermo-Rite FIREPLACE ENCLOSURE with HEAT TEMPERED GLASS DOORS

- Blends with traditional or contemporary decor. Adds fire-side charm and beauty.
- Radiates your fireplace heat like a common light bulb, but on a much larger scale. (Burns wood, coal or gas.)
- No sparks. No smoke
- No floor drafts
- Perfect safety
- Complete control of fire
- Cleanliness
- Lowers fuel bills

THERMO-RITE MFG. CO., Dept. AB-956 Akron 9, Ohio
CANADIAN PLANT—134 HARTZEL ST., ST. CATHARINES, ONT.

Louvered skylight for a timber

AMERICAN BUILDER'S BETTER DETAIL PLATE . . . NO. D-142: LOUVERED SKYLIGHT FOR A CHAPEL

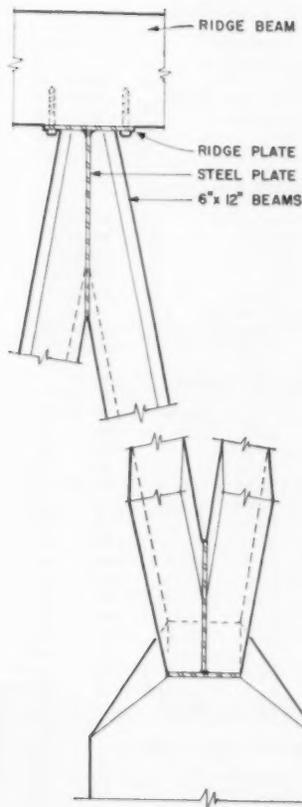


chapel

This Presbyterian chapel in Pacific Palisades, Calif., has a plywood and stone interior, slab floor and split cedar shake roof over a roof deck. The design is similar to other churches in the area but makes dramatic use of natural light at the roof ridge. Also unique are the 6" x 12" beams, triangulated to eliminate all bracing. The effect is that of a modern Gothic cathedral.

The church has a seating capacity of 225. It was built for \$37,000, exclusive of seats, plantings and architect's fee.

Photos by Robert C. Cleveland



BEAMS SPRING from concrete base as shown. Ridge plate connectors are lag-screwed to beams.

Designed by:

Barienbrock & Murray, A.I.A.

Builder: Robert L. Reeves

Santa Monica, Calif.

**FASTER
WITH
HANSEN
SAVES —**

TIME—Tacks insulation — screens — cornerite — metal lath—building paper—and other tacking and fastening jobs.

STEPS—No back-track for staples. Tacker is self-contained, ready for instant and continual use. Hansen Vest-Kit provides staples as near as the vest pocket.

MATERIALS — No marred or torn materials. Hansen drives staples with precision, accuracy and speed. Compound leverage provides trip-hammer blows—fast as you grip.

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BOOKLET**

A.L.HANSEN MFG. CO.
5029 RAVENSWOOD AVE. CHICAGO 40, ILLINOIS

Sargen

**Derricks
Hoists
Winches**

Over 50 years serving contractors . . . easily rigged on the job . . . conservatively rated for safety . . . simple in design . . . low-cost maintenance.

See your dealer . . . or write for latest catalog.

Sargen
DERRICK COMPANY
3103 W. GRAND AVE., CHICAGO 22, ILLINOIS

Field tests prove
Champion JADE BLADES
Provide Lowest Cost per
Cut Among Abrasive
Blades



Test them yourself. You name the time, the place and the competition. Champion guarantees Jade blades to outperform all blades in their class. They fit all masonry saws. Diameters 6 to 18 inches.

Use this coupon to send for more information.

Champion Manufacturing Company
2928 Washington Avenue
St. Louis 3, Missouri

Please send me more information about Jade blades.

Name _____

Address _____

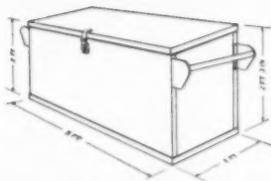
City & State _____

KARYALL COMPARTMENTS

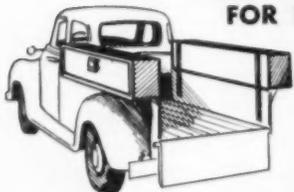
PROTECT YOUR TOOLS FROM DAMAGE OR THEFT ON-THE-JOB OR IN YOUR PICK-UP TRUCK

GIANT SIZE STORAGE BOX

made especially for builders and contractors who keep tools on the job for days or weeks. Theft-proof, water-proof for all around safety. Made of heavy gauge steel with reinforced handles and sturdy padlock hinge. Size 2 ft. x 2 ft. x 5 ft. Net weight 180 lbs., prime painted. Price \$75.00 F.O.B. Cleveland.



SIDE COMPARTMENTS FOR PICK-UP TRUCKS



Heavy gauge steel, roomy divided sections, slam-action locking door handles. Fast easy installation. Made in 78", 88", 96" lengths. Model H-78 shipped prime painted, crated, F.O.B. Cleveland, Ohio (including Federal excise tax) only \$124.20 per pair.



Write to DEPT. G for details

Telephone ATLantic 1-0470

8221 CLINTON ROAD CLEVELAND 9, OHIO

Only BESSLER has the BIG MODELS

to meet your specific needs!



FREE CATALOG AND WALL CHART

AS LOW AS

\$53⁰⁰ LIST

Generous Trade Discounts!
Write for 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

CONTINUED FROM P. 96

ESTIMATING GUIDE

House	Frame	Ranch
Area Living		1720 sq. ft.
Cube		14,620 cu. ft.
Utility or Storage Area		194 sq. ft.

CONCRETE WORK

Location	Actual*
Foundation Wall 4'0"	354 cu. ft.
Concrete Pads (8)	37 cu. ft.
Chimney footing	69 cu. ft.
Grade Beam	17 cu. ft.
Slabs 2196 sq. ft. (4")	732 cu. ft.
Planter	15 cu. ft.
Porch Slab (4")	42 cu. ft.
1266 cu. ft. or 1329 cu. ft. or 50 cu. yds.	

*Add 5% for waste

DRYWALL

Location	Description	Amount
Ceiling	Drywall	approx. 3400 sq. ft.
Walls	Drywall	approx. 4600 sq. ft.

CONCRETE ACCESSORIES

Location	Description	Amount
Chimney Foot	1/2 Reinforcing Bars	56 Lin. ft.
Slab	Mesh 6 x 6 10/10	2196 Sq. ft.
Foundation Wall	Reinforcing Rods 1/2 Rods	240 Lin. ft.
Foundation Wall	Rigid Insulation 18"	240 Lin. ft.
Anchor Bolts	12" Long	30 Pieces
Termite Shield	Galv. Iron	240 Lin. ft.

BRICKWORK & MASONRY

Location	Description	Amount
Planter	Brick 8"	50 sq. ft.
Veneer	Brick 4"	228 sq. ft.
Chimney	Brick	200 cu. ft.
Inside Wall	Brick 4"	120 sq. ft.
Flue Lining	15" Dia. T.C.	16 Lin. ft.
Flue Lining	8" Dia. T.C.	16 Lin. ft.
Flue Lining	4" Dia. T.C.	16 Lin. ft.

FRAMING LUMBER

Location	Size	Pieces	Lin. Ft.	B.F.M.
Sill	2 x 4	—	200	134
Top Header	(2) 2 x 8	—	380	507
Ridge Board	(2) 2 x 12	—	48	96
Ridge Board	(2) 2 x 14	—	58	136
Girder Family Room	(2) 2 x 14	2/12	24	56
Garage Girder	(2) 2 x 12	—	48	96
Plates	2 x 4	—	1500	1000
Studs	2 x 4	300/8	2400	1600
Rafters	2 x 6	102/16	1632	1632
Rafters Right	2 x 6	37/20	740	740
Rafters	2 x 6	30/8	240	240
Bathroom Studs	2 x 6	18/8	144	144
Bathroom Plates	(3) 2 x 6	—	54	54
Posts	4 x 4	6/8	48	64
Cantilever Beam	(2) 2 x 12	4/12	48	96
Studs	2 x 4	200/12	2400	1600

SHEATHING AND MISCELLANEOUS

Location	Description	Actual*
Finish Floor	Asphalt Tile	1720 sq. ft.
Side Wall Sheathing	Transite Board	2050 sq. ft.
Siding (Battens)	Wood 1 x 2	2500 Lin. ft.
Roof Sheathing	3/4 Plywood	3480 sq. ft.
Roofing	215# Shingle	3480 sq. ft.
Insulation Ceiling	3" Blanket	3400 sq. ft.
Insulation Walls	2" Blanket	1640 sq. ft.
Leaders	3 x 4 Galvanized	70 Lin. ft.
Gutters	5" O.G. Metal	160 Lin. ft.
Siding	V-Joint Red Wood	60 sq. ft.

* Add 10% for waste

MILLWORK

Ext. Trim	Description	Amount
Location	1 x 8 Redwood	260 Lin. ft.
Fascia		

Frieze Molding	1 x 2 Pine	160 Lin. ft.
Soffit	1/2 Blackwall	320 sq. ft.
Int. Trim		
Location	Description	Amount
Base	3/4" x 2 1/2" Redwood	600 Lin. ft.
Clothes Pole	1 1/2" Diam.	30 Lin. ft.
Pole Sockets	Pair	6 Pair
Cleats	1 x 3	30 Lin. ft.
Hack Strip	1 x 4	54 Lin. ft.
Shelving	1 x 12	40 Lin. ft.

WINDOW SCHEDULE

Size or Code	Description	Amount
6'0" x 5'0"	Fix Crystal Sheet	2
5'0" x 4'0" x 3'0"	Triangle Fixed	2
5'0" x 2'0" x 1'0"	Triangle Fixed	2
5030	Sliding	7
6030	Sliding	6
2'0" x 3'0"	Fix	5
6040	Sliding	1
3030	Sliding	2
3430	Sliding	1
		Total 28

All windows are ordered complete with all trim and casings.

Aprons	1 x 6	140 Lin. ft.
Stools	1 x 8	140 Lin. ft.

DOOR SCHEDULE

Ext. Doors	Description	Amount
Size		
8'0" x 6'6" x 1 3/4"	Overhead 3 Lite	2
3'0" x 6'8" x 1 3/4"	Flush S.C.	1
2'8" x 6'8" x 1 3/4"	Flush S.C.	1
2'6" x 6'8" x 1 3/4"	Flush S.C.	1
2'6" x 6'8" x 1 3/4"	F.P.S.C.	2
Int. Doors		
2'8" x 6'8" x 1 3/4"	Flush H.C.	1
2'6" x 6'8" x 1 3/4"	Flush H.C.	8
2'4" x 6'8" x 1 3/4"	Flush H.C.	2
1'6" x 6'8" x 1 3/4"	Flush H.C.	1
Sliding Doors		
2'6" x 6'8"		8
		Total 27

All doors, door frames, saddles, trim, and casing are to be ordered from the door schedule.

Material breakdown prepared by Joseph Steinberg, head, and Martin Stempel, senior instructor, Construction Technology Dept., New York City Community College.

**FOR MORE ON BLUEPRINT HOUSE,
SEE PAGES 270-271**

LEVELALL

... "better than any transit!"

"When it comes to accuracy, the Levelall is better than any transit,"... writes Mr. Richard S. Otto. LEVELALL is a 75' transparent plastic tube with shut-off valves, mounting brackets and filled with a special anti-freeze liquid... a precision leveling instrument for only \$12.95. With it, one man can do the work of two men and a transit.

Send today for your FREE copy of "On the Level," a booklet that tells and shows how to use the Levelall.

LEVELALL, 831 Webster St., Rockland, Mass.

Please send free booklet, "On the Level." Mail me 75' Deluxe LEVELALL @ \$12.95 Regular 50' model at \$9.95 Ship postpaid full price enclosed. Ship C.O.D.

Name _____

Street _____

City _____ Zone _____ State _____

"TAKES ME 10 MINUTES"



Yes Sir — just 10 minutes or less that's how little time it takes me to assemble and set a Bilco Door ready for pouring the concrete. And it's my best selling feature!

Cost? None at all. I save money by cutting down man hours during construction with that direct opening to the basement.

A must for
rumpus room
or work shop.
For satisfied
customers and
faster sales
install



Bilco

**AMERICA'S FINEST
BASEMENT DOOR**

Sold by Lumber & Building Supply Dealers.

THE BILCO CO., DEPT. 369-B, NEW HAVEN, CONN.

Please send me complete information on the
BILCO DOOR, sizes, prices and dealers' names.

1 build 10 or less 10-100 100-500 houses

NAME _____

ADDRESS _____

CITY _____ STATE _____

The Month Ahead

WHEN THE DIP COMES . . .

When the political conventions and home parades are over, and your business may be slackening a bit, take time out for a trip to the National Housing Center in Washington. Get your local association to charter a plane, train or bus—but schedule your trip now because the Center will be bustling with visitors at this time of year.

\$8.50 A TON

If you've still got steel work to do and are beefin' about those prices, consider yourself lucky to get steel at any cost. Some builders are facing delays on deliveries, or aren't getting any steel at all—aside from reinforcing. One answer, of course, is to use less steel and more concrete.

WOODWORK AT COST?

Millwork houses and small prefabs, anxious for business during the coming slack months, are likely to offer lower prices and better service. Now's the time to give them your orders for specialty items like cabinets, store fixtures, stairs and window frames.

OUR NEXT ISSUE IS PACKED

A Camden, N. J. ranch house by builder Bob Scarborough will be our blueprint house for October. Also in October we'll show (1) why you can't afford to be without adequate **HOUSEPOWER** (third of a series); (2) why you can't afford **NOT** to build in winter; and (3) why many ranch house builders are turning to motels and small apartments. You won't want to miss (you can't afford to miss!) this issue.

Coming up—the builder's biggest bustout

The biggest noise in the home building industry during the next few weeks will, of course, be coming from National Home Week. From the 15th to the 23rd of September, builders from Berkeley to Bangor will be showing off what they think will be the most merchandiseable model they can dream up for next year's market. And as it has over the past eight years, the blasts of publicity enticing potential buyers to parades and developments will give a healthy shot in the arm to the building business during what used to be its slack season.

Now's the time to get with it

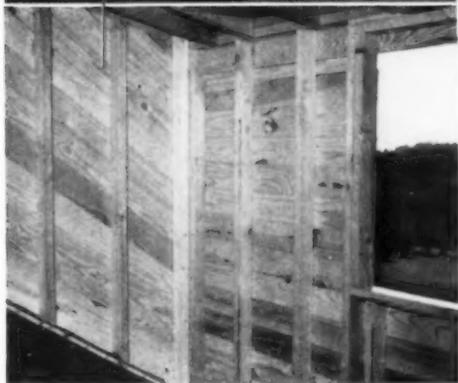
If you're a builder with houses to sell, regardless of whether two houses or two thousand houses is your production, you simply cannot afford to ignore the tremendous selling job National Home Week can do for you. The big parades are, of course, the most spectacular features of the week, but even if you live hundreds of miles from the nearest parade, your newspaper and point-of-sale advertising can and should play up your participation in National Home Week. The bigger the event in your area the more preparation you should do. How about giving your models a new coat of paint? Or perhaps there is a way of tying in with a local appliance merchant and including some appliances as extras for the duration of the week. But whatever you do, do it now. National Home Week is just around the corner.

Don't forget the contest!

We've said it before and we say it again: start putting together your entry for American Builder's National Home Week Best Model Home contest. Last year's winners found that the American Builder Award shield used in their merchandising was a real interest and sales booster, and this year's contest promises to be twice as big and exciting. But you can't win unless you enter, so get moving.



PUT FORMICA TO WORK
To Finish an Attic



YOUR HOMES WILL SELL FASTER WITH FORMICA

To give you the widest range of new "color blended" patterns and the largest selection of modern "postformed" ideas, we help our distributors do these two very important things for you: (1) Carry a complete stock of 70 colors and patterns in convenient, no-waste sizes; (2) Advise and train Formica fabricators in the know-how of modern postforming and up-to-date design. Thus your Formica fabricator immediately has available from his nearby distributor any or all of Formica's 70 colors, patterns and wood grains in cost-saving sizes.

If your requirements cannot be met, we urge you to wire direct to Formica Corp., Dept. T, Cincinnati, Ohio.

For the latest ideas in wall applications and free swatches of Formica's new 14 "color blended" patterns, write today to:

FORMICA CORPORATION Subsidiary of 

4514 Spring Grove Avenue, Cincinnati 32, Ohio

In Canada: Arnold Banfield & Co., Ltd., Oakville, Ontario.

Customers buy Formica because it is a brand name they know and trust.

DEMAND THIS CERTIFICATION

We protect this faith in our product by certifying every sheet with a wash-off Formica marking. It is for your protection and guarantee that you are getting genuine Beauty Bonded Formica.

This mark certifies genuine

RUB OFF WITH LOTS OF BAR SOAP ON A DAMP CLOTH



Seeing is believing. If this wash-off identification is not on the surface, it's not FORMICA.



On guard against any kind of rough weather *National* Storm-Proof Hardware

This stoutly built hardware will defy the ravages of storms bringing rain, snow or sleet. Hanger wheels are in tandem and equipped with anti-friction steel-hardened roller-bearings to provide a smooth glide for the hanger wheels. Hangers have both vertical and lateral adjustment features.

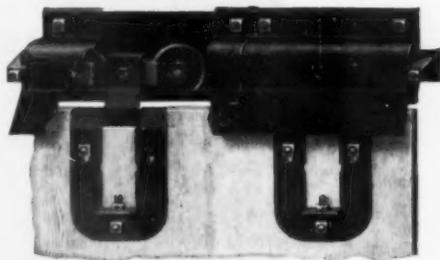
There is a size and style to fit the requirements for both small and large sliding door installations.



No. 77
Flexible
Storm-Proof Door Hanger

The specially designed Storm-Proof Rail that serves these hangers has a large protecting hood which keeps the rail clear of all obstructions such as snow, ice and even birds' nests.

The rail joints are dovetailed, forming sections into practically a one-piece rail. No splice covers are necessary. The cover of the rail can be removed at any time for painting the inside of the rail. Rail is furnished in 4, 6, 8 and 10 foot lengths.



No. 88 Adjustable Storm-Proof Door Hanger

National

MANUFACTURING COMPANY

STERLING, ILLINOIS