

American Builder

SMALLER TIME SAVER PUBLICATION • 7/4

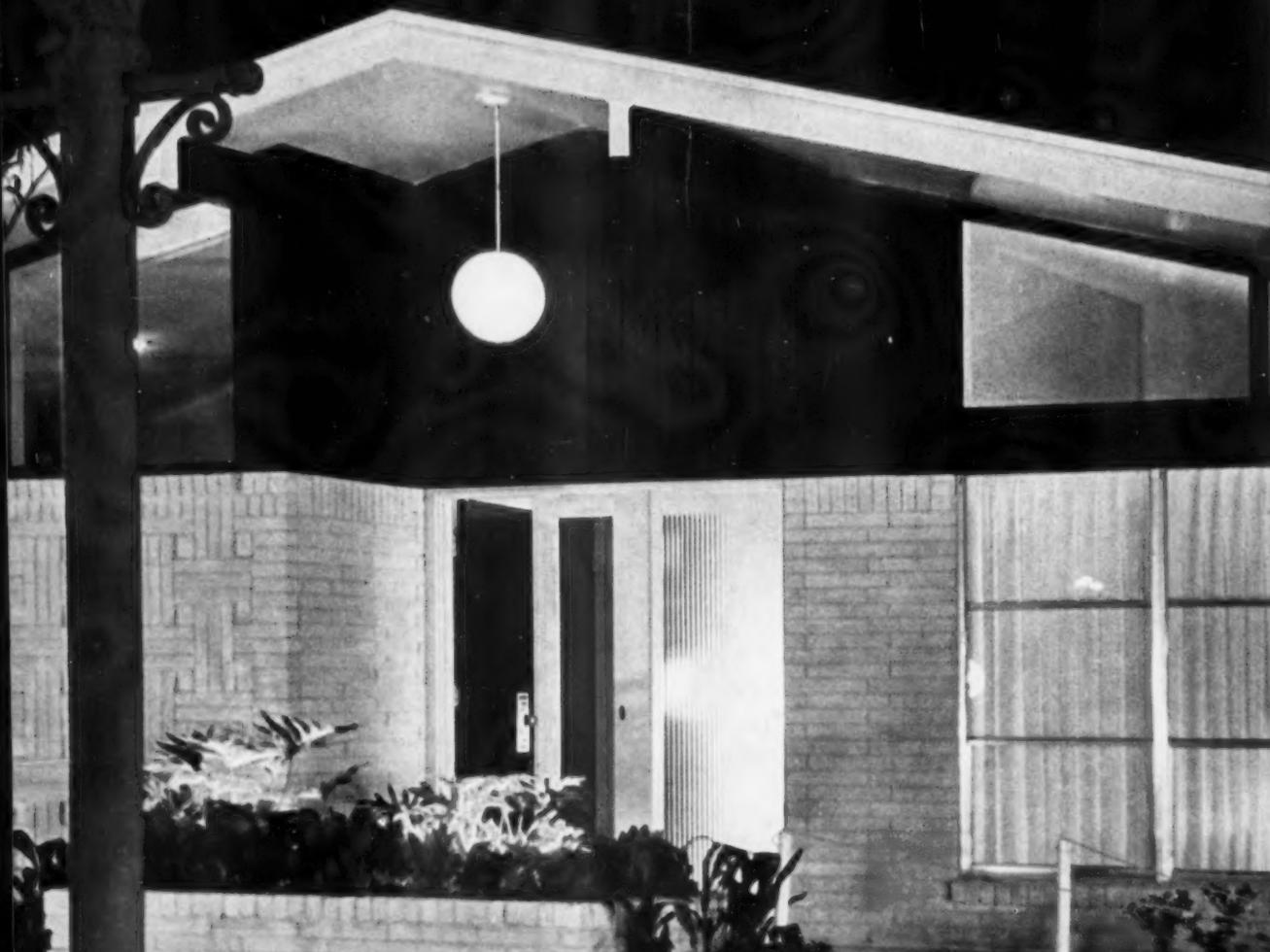
SEPTEMBER

1 9 5 9

INTRODUCING:

The
Plans Clinic

page 132



Gas lighting — another example of:

Smartest **PLANNING** with gas yet

The Most Advanced Idea in *New NuTone 3000*

NuTone's Intercom-Radio is a step-saver. Fills the home with radio music.

NuTone Range Hood-Fans get rid of cooking odors to keep kitchen air fresh.

NuTone's Food Center . . . saves space. One built-in motor for SIX appliances.

New
CRISP-LINE
STYLING
WITH THE
"APPLIANCE
LOOK"

Get All these Exclusive Features in

1. SELECT ANY HOOD SIZE . . . ANY HOOD FINISH . . . ANY POWER UNIT
2. FULL 21" DEEP . . . REACHES ALL THE WAY TO FRONT BURNERS
3. MULTI-SPEED DIAL CONTROL . . . FOR ANY VOLTAGE VARIATION

Kitchen Ventilation in 25 Years *Series Hood·Fans!*

.... with Interchangeable "Plug-In" Power Units



BASIC NUTONE HOODS CAN BE "TAILOR-MADE" INTO
OVER 60 DIFFERENT HOOD-FAN COMBINATIONS *

Get Exactly What You Want at the Price You Want

- * 20 DIFFERENT COMBINATIONS WITH STANDARD POWER UNITS
- * 20 DIFFERENT COMBINATIONS WITH DELUXE POWER UNITS
- * 20 DIFFERENT COMBINATIONS WITH WALL FAN POWER UNITS



MULTI-SPEED DIAL CONTROL
FOR ANY VOLTAGE VARIATION



POWER UNIT CONCEALED IN HOOD
EXTRA LARGE GREASE FILTER

JuTone's 3000 Series Hood·Fans!

4. POWER UNITS ARE CONCEALED IN HOODS. RECESSED LIGHTS
5. EXTRA LARGE "WRAP-AROUND" GREASE FILTER... EASY TO CLEAN
6. PREWIRED AT FACTORY. SAVES VALUABLE INSTALLATION TIME

SEE OTHER SIDE →

4 EASY WAYS TO INSTALL *NuTone's 3000 Series Hood-Fans!*



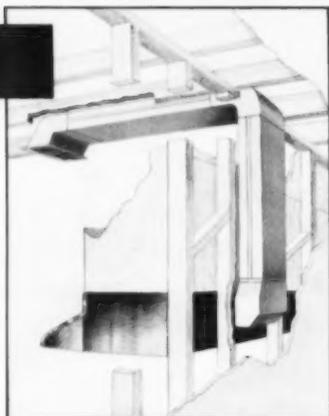
Here's the newest idea in Hood-Fans... that saves you money when you buy... and saves you money when you install. Get COMPLETE FLEXIBILITY... Choose the exact Hood-Fan you want and the type of installation best suited for your needs!

Write for new catalogs to
NUTONE, INC., Dept. AB-9,
CINCINNATI 27, OHIO

NuTone

1. *Vertical*

Transition elbow in wall and ducts concealed between the wall studs.



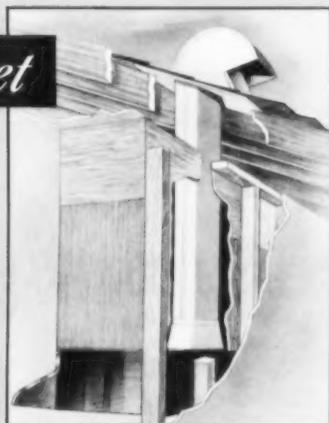
2. *Horizontal*

Ideal for outside wall. Horizontal discharge through outside wall cap.



3. *In Cabinet*

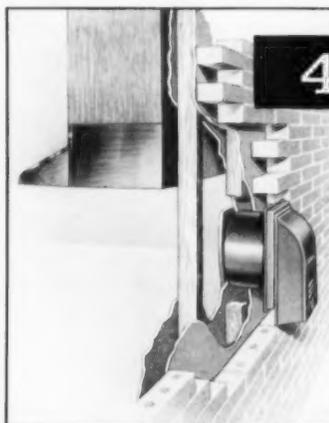
For installation along the back wall of cabinet and soffit above.



← See other side

4. *In Wall*

For a wall fan installed below the hood on an outside wall.



A suggestion of significance to:

the 1 builder in 4 who SELLS FROM A MODEL

Use these bonus values
of ALFOL insulation
as a selling "plus"

ALFOL reflective insulation gives your home buyers a real bonus in comfort and protection ... values they appreciate... values you can merchandise to advantage.

Bonus summer comfort... up to 15° cooler is delivered by the sun-taming effectiveness of ALFOL reflective insulation. Air conditioning added now, or later, goes in for less... costs less to operate.

Bonus winter heating savings... amounting to as much as 35% are effected by today's multiple layer ALFOL Blanket. The home feels warmer, too, as heat is reflected back by the aluminum foil.

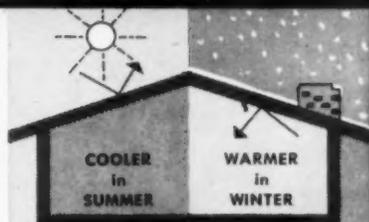
Bonus year 'round protection from costly condensation damage... is provided by the continuous and positive vapor barrier built into each ALFOL Blanket.

See for yourself the many merchandisable benefits which ALFOL insulation can give your homes. Use the coupon below to get full data.

Send for FREE merchandising ideas



ALFOL insulation
reflects...
summer heat out
winter heat in
...controls
condensation



Please send REFLECTAL CORPORATION, Department A-46
Free ALFOL brochure: A subsidiary of Borg-Warner Corporation
200 South Michigan Avenue, Chicago 4, Ill.

"5 easy ways to

merchandise your

insulation"

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Firm _____

Address _____

City _____ Zone _____ State _____



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WESTERN EDITION



**"I'd put in
Steel Windows
again,"**

says the owner of this house.

These steel windows are 20 years old but they look like new. They are a perfect style for the architecture of the house, yet they were inexpensive to install.

The owner says, "The only maintenance they ever get is an occasional painting every four or five years. The windows stay tight and true . . . and if I ever build another house, I'll put in steel windows."

If you are a builder, you'll recognize that these are all standard steel sash. Their first cost is low, they can be installed quickly and you seldom have to go back for maintenance. When the owners like them and they last so long, what more can be desired?

United States Steel has been supplying window manufacturers with special rolled steel sections for more than forty years. The windows are delivered to the job with a prime coat of paint ready for installation. With a minimum of care, they will last as long as the house.

USS is a registered trademark

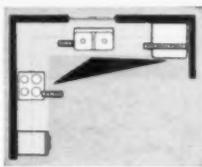
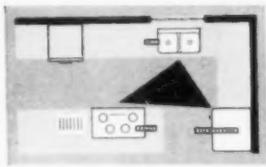
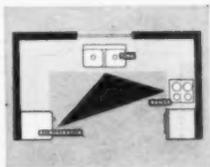
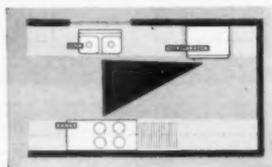
United States Steel Corporation—Pittsburgh
Columbia-Geneva Steel—San Francisco
Tennessee Coal & Iron—Fairfield, Alabama
United States Steel Export Company

United States Steel



THE Opportunity PAGE

This is an issue mostly about planning—first of the four legs your business stands on: 1) planning, 2) buying, 3) building, 4) selling. In fact this issue introduces a whole new planning department to AMERICAN BUILDER—the **Plans Clinic**—on p. 132. As an AMERICAN BUILDER reader, you can do two things about this new department—and I hope you do them both.



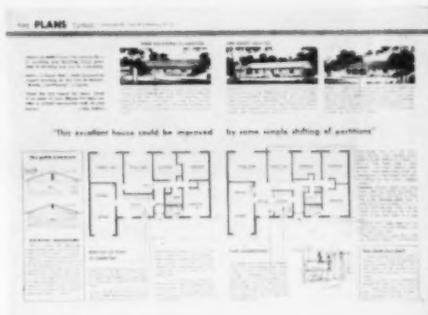
1. You can watch the other fellow's plan being analyzed—and that's one of the most fascinating sights in this business.

2. You can submit your own plan for analysis. Cost is only \$50—and it could be the best investment you ever made. We expect a wide response—so chances are against your plan being published (which we wouldn't do without your permission, anyway).

When you plan a house, what you're really planning is a sales talk. On p. 82, for example, AMERICAN BUILDER's editors are talking about the kind of **traffic triangle** you should have in your kitchen. As you read about it, imagine yourself telling a likely lady of the house how she'd save steps from the day she moved in.

Next month, we're pulling out all the stops on planning—planning in the very broadest sense of the word—the kind of planning ahead which—and which alone—can put you where you want to be.

Arthur J. McGinnis
Publisher



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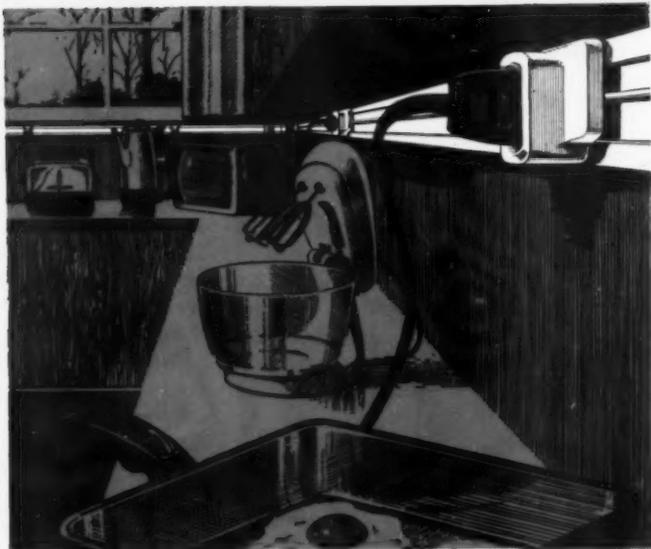
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House of Charm, Grosse Pte., Mich.

Added
convenience . . .
added buyer
appeal
for your homes . . .



Electrostrip

PATENTED ®

*It costs you no more to give home buyers the very latest in electrical wiring . . . Electrostrip, the *movable* outlet system. And what a sales maker!*

*Hundreds of leading builders are giving their homes bonus sales appeal with Electrostrip. It installs quickly and easily . . . can be painted to match walls and woodwork . . . and completely eliminates the headaches of fixed outlet planning, because it's *every inch an outlet!**

Home buyers love the extra convenience of Electrostrip . . . in the kitchen, living room, bedrooms, all through the house. No more fixed outlets to dictate furniture and appliance placement! Outlet receptacles can be spotted

anywhere they're needed. And unsightly, hazardous extension cords and "octopus" outlets become a thing of the past.

Install Electrostrip in your next model home and watch the enthusiasm it generates. Electrostrip is safe, tested, proved—listed by Underwriters' Laboratories.



BULLDOG ELECTRIC PRODUCTS DIVISION
I-T-E CIRCUIT BREAKER COMPANY
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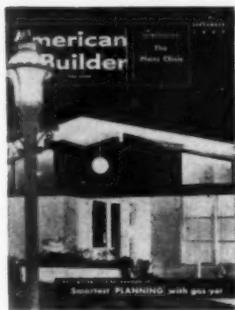
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BETTER BUY

R·O·W

WOOD *Gliding* WINDOWS



The best millwork houses in the country are franchised to manufacture R·O·W windows. Strategic plant locations allow dealers to give you faster delivery—better value.



Because sash lift out for separate painting on a bench or easel, painting time can be cut in half. Frames can be primed separately. With sash removed, one man can install any but the largest R·O·W windows.



Removable wood windows are as much a part of modern living as automatic hot water. Climbing ladders or balancing on sills is old-fashioned and dangerous.



Cleaning glass accounts for more than 80% of all window "maintenance". This household chore can be done safely, in half the time, if you install R·O·W windows.



Your best salesmen are satisfied owners. You can be certain of weather-tight, trouble-free performance when you install beautiful R·O·W Removable Wood Windows.



HIGH-LITE
GLIDER

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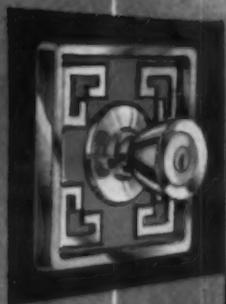
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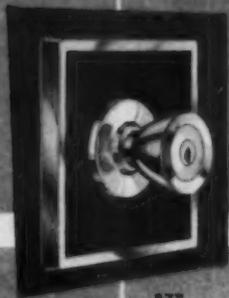
who sells



878



876



877



WESLOCK

he has these smart NEW designs!

Three new beautiful escutcheons, solid brass or bronze, that you'll want to see. They'll add that extra touch of smartness that means so much. They're versatile, too. You can plan many pleasing combinations from these three basic designs. Style 878 in beautiful Chinese Red; 876 available in red, black, or without color; 877 in red or black.

Weslock, the style leader, is also introducing two new cabinet hardware

designs, a knob and pull. Ask to see these outstanding numbers. They'll add that needed touch. They're available in all standard Weslock cabinet hardware finishes.

Remember, the "Man Who Sells Weslock" always has the smartest designs and wants to help you sell too! If you don't already know him, we'd like to introduce you. Write, wire, or phone for his name and address.

160



Cabinet Hardware

WESLOCK® WESTERN LOCK MANUFACTURING CO.

2075 BELGRAVE AVE., HUNTINGTON PARK, CALIFORNIA • TELEPHONE LUdlow 2-8391



165

One of a series of advertisements in leading trade publications dedicated to "The Men Who Sell Weslock".

AMERICAN BUILDER Impact

To The Editors:

AMERICAN BUILDER
30 Church Street
New York 7, N.Y.

Add questions on well water

Dear Sirs: Re "What You Should Know about Today's Well-Water Systems" [June issue]: is the water bacteriologically pure? Is it corrosive? How hard is it? Does it have a high iron content? Is it a sulfur water? Is it saline?

Too darn many builders think that anything wet coming out of a hole in the ground is satisfactory water for household use.

How about more emphasis on water quality, one of the bugaboos of development well drilling today?

Edwin Harrington
Water Analysis Services
Carversville, Pa.

"Markets on the Move" still moving

Dear Sirs: On page 73 of the June issue of your very readable magazine you describe your facts on the 50 leading metropolitan areas for home building. Kindly send me a copy of your "Markets on the Move." I am very much interested in St. Louis, San Jose, Portland, and Seattle. . . .

Your ideas on merchandising for builders are always good, particularly those on page 84 and the following pages of the same issue.

Robert R. Rogers
Webster Groves, Mo.

● Free copies of "Markets on the Move" data will be sent on request. Write to: Research Dept. AMERICAN BUILDER, 30 Church St., New York 7, N.Y.

Highway system

Dear Sirs: Your May issue article, "How Our New Highway System Can Be Your Opportunity Tomorrow," is of great interest to us.

As advertising counsel for the J. I. Case Co., Industrial Division, we edit and publish for Case a quarterly direct-mail newspaper, *Tracks and Wheels*, which is sent

to some 100,000 contractors and equipment owners. We'd like to use parts of your "highway system" article in the August issue of *Tracks and Wheels*.

J. J. Ludwig
Andrews Agency, Inc.
Milwaukee, Wis.

Permanent home show catches on

Dear Sirs: Your article in the May issue, "A Permanent 'Home Show' Keeps Sales Rolling," interested us. . . . We are planning a permanent home show of our own now. . . .

William H. Sells, vice president
Thomas J. Northcutt, Inc.
Smyrna, Ga.

That word "merchandising"

Dear Sirs: I would like to commend you on your very fine article and presentation of Bill Dawn ["I'm Sick and Tired of Hearing that Word 'Merchandising'"—June issue]. His ideas and methods represent the foundation upon which the building industry is built and expanding. Dawn's philosophy is quite refreshing.

Jim Brick
Chicago, Ill.

Arch frame story is publicized

Dear Sirs: Reprints of the article you wrote on our arch frame de-

sign ["Spacing Frames at 4 ft. Saves Dollars in Labor and Material"—March issue] have been mailed to over 30,000 architects, engineers, and lumber dealers throughout the country.

D. R. Norcross, manager
Product Sales
Timber Engineering Co.
Washington, D.C.

Thin-set tile mortar

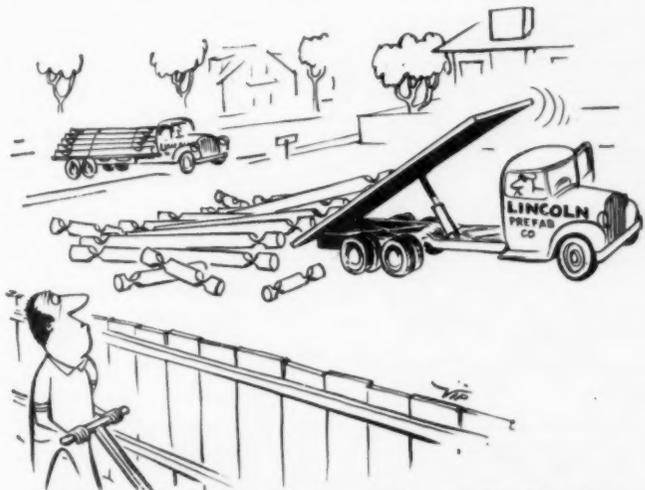
Dear Sirs: Your story on the Tile Council's 756 mortar ["Here's a New Way to Set Tile: Use a Thin-Set Mortar Bed"—July issue] is a masterpiece of condensing and simplifying. . . .

George Whaley
Tile Council of America, Inc.
New York, N.Y.

Lighting standards

Dear Sirs: In April 1958, AMERICAN BUILDER described the Minimum Light for Living Standards of the American Home Lighting Institute. To date, 876 inquiries for copies have been received from your readers, the greatest number received from any magazine. This may indicate the interest your readers have in lighting.

Bernard E. Ury
Ted Cox Assocs.
Chicago, Ill.



(Cartoon by Virgil Partch—Courtesy Pomana Tile Mfg. Co.)



Sports equipment courtesy Roos Bros., San Francisco

How CreZon Paid for My Hunting Trip



"Durable overlaid plywood has streamlined our production—helped builder-dealers cut costs", says M. R. Black, General Manager of Sales for U.S. Steel Homes, shown above standing in front of a STEELSTYLE BEACON which features Everlast siding supplied by Walton Plywood Company, Everett, Washington.

I'm a builder of manufactured homes. But I never realized what a difference the siding could make in my profits. Then I put up a packaged home with CreZon overlaid plywood siding . . .

Why, the savings in paint alone almost paid for this hunting trip. I found the smooth, grainless CreZon surface easier and faster to paint . . . and it took less paint to do the job!

My customers like this kind of siding, too. It looks better, lasts longer and withstands all kinds of weather without a trace of checking, splitting or grain rise.

If you want to save money as I have, why not try CreZon overlaid plywood siding on *your* next home?

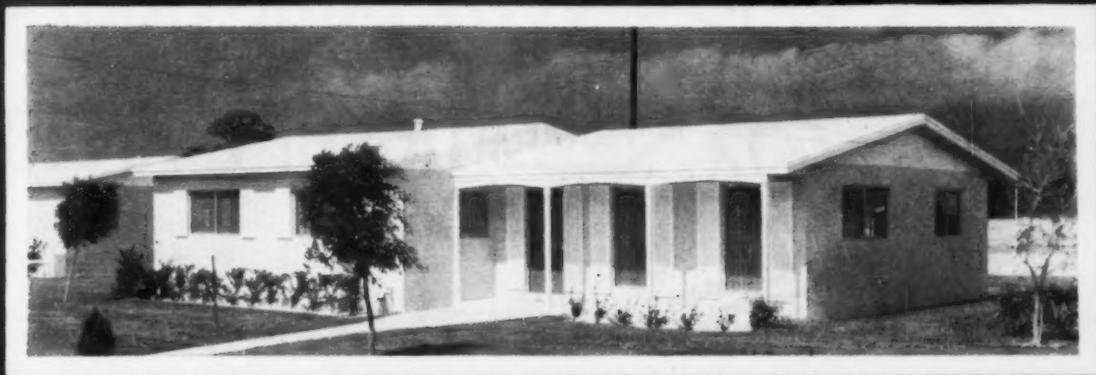
CreZon is available from regular plywood suppliers under these brand names: Super Siding, G.P.X., Armorite, Duraply, Everside, Plyaloy, CreZon Overlaid Plywood.



CROWN ZELLERBACH CREZON SALES

In Canada address product inquiries to Crown Zellerbach Canada Limited, Vancouver, B.C.

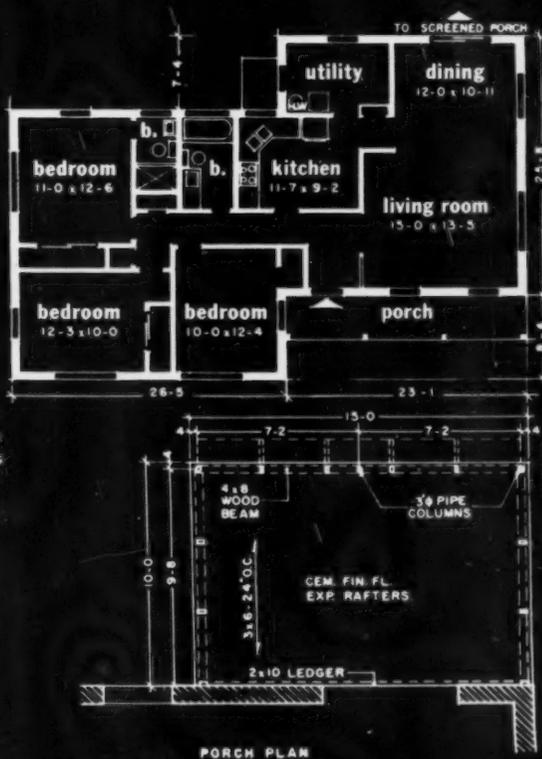
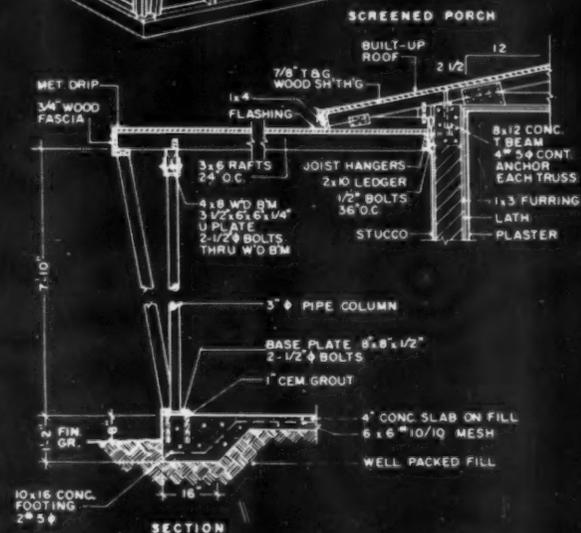
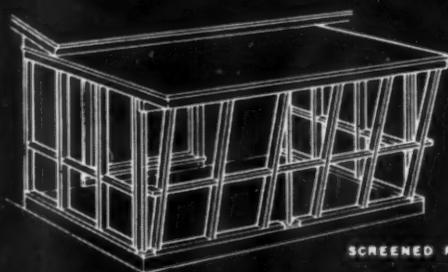
CONSTRUCTION Ideas in Action



Good looks are up front, good living in back

THE "BONNIE," built by the Janis Co. of Miami, Fla., is designed to give buyers the best of Florida living at the lowest price. For \$14,200, including land, the Bonnie offers a handsome colonial exterior and a simple, well-laid-out floor plan. A major sales feature in the Florida climate is,

of course, outdoor living. Janis provides it with a 140-sq. ft. screened porch at the rear of the house. This porch will be interesting to other new home builders, and also to remodelers. It meets the exterior wall below the roof overhang, eliminating the need for extensive flashing.





Why poor Henry never got rich

(when he could've)

Henry was a builder. Good one, too. Knew building business inside and out. Had a good crew of men.

Henry put up a model house. Quality workmanship cellar to attic. "No trouble selling this and plenty more like it," mused Henry. "Heck of a lot for the money!"

Came opening day. With it hordes of people. "Ah-h-h-h!" sighed Henry. "Really in business now."

Sad as it is to report, Henry wasn't in business at all. Good as traffic was, Henry couldn't get anybody—any-

where near the dotted line. "What have I left undone?" wailed Henry. "Where did I go wrong?"

Nobody told him and he never found out. But you, dear reader, for reading this far, certainly deserve to know where Henry goofed.

Poor Henry hadn't included one, single, nationally-advertised Brand Name—*anywhere* in his house. Roofing was by -----, Inc. Siding by ----- Co. Even the door latches were a product of the Brothers -----.

We say Brand Names *are* important!

Selling shoes or shirts. Hammers or houses. Brand Names give assurance of quality. Carry weight. Impress people. Provide something to point to with pride. Most important to you—Brand Names help sell more houses—and sell 'em faster. Ask any builder who uses them.

Now the \$64 question. Why be like poor Henry and build houses with unknown materials? Are the pennies you save (if you do) worth it? Why not use nationally-advertised Brand Names (like Orangeburg and Flintkote) and end up successful!

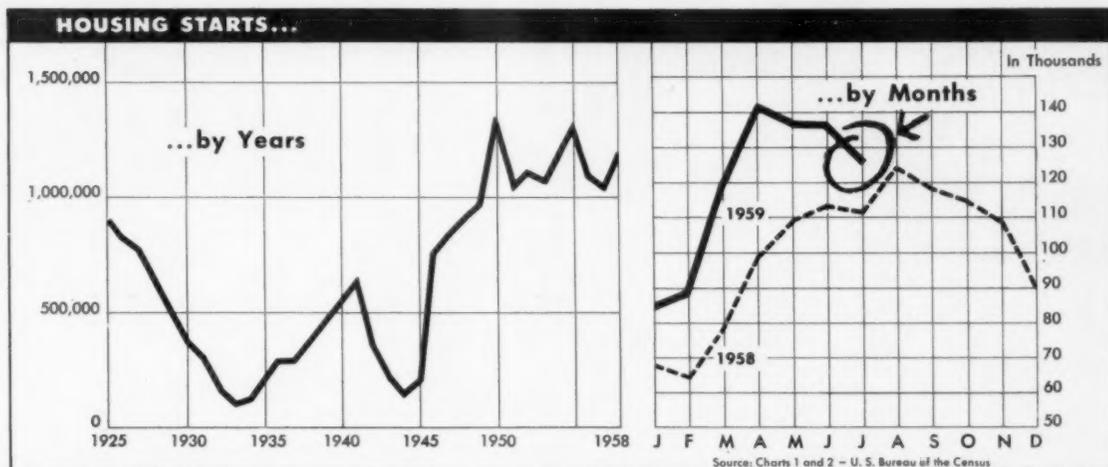
THE NAME ORANGEBURG AND THE SILVER BAND ARE REGISTERED TRADE-MARKS OF THE ORANGEBURG MANUFACTURING CO.

This message is presented by Orangeburg Manufacturing Co., the folks who practically invented Brand Name selling in pipe. Be sure your homes feature genuine Orangeburg—the Brand with the Silver Band. Root-Proof Pipe and Fittings for house sewer lines, downspout run-offs... Perforated Pipe for foundation drains, septic tank filter beds. Orangeburg Manufacturing Co., Orangeburg, N.Y., Newark, Calif. A Division of The Flintkote Company, Manufacturers of America's Broadest Line of Building Products.*



Secret of Success Make a product of unquestionable quality and advertise that fact nationally year-after-year. The Orangeburg ad above, one of a continuing series, appears in LIFE, Sept. 14, reaching an estimated audience of 32 million. **LIFE**

THE Pulse OF BUILDING



1959 has best July since '50 with 126,000 starts

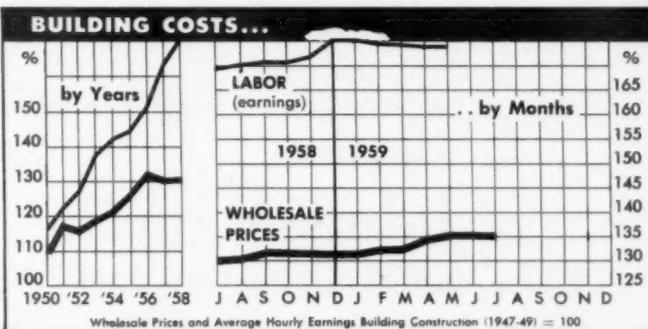
Any doubts about 1959 being a banner year for the housing industry should be dispelled by the 126,000 starts reported for July. Although this was 10,000 units less than were begun in June, it was the highest July on record except for the boom year of 1950. Seasonally adjusted annual rate for July was 1,350,000, a moderate seasonal drop from the May and June figure.

FHA reported July starts on one-to-four-family houses hit 29,519 compared to 27,708 in July, last year. At the same time applications for FHA insurance on new homes fell to 28,961 from 60,186. This substantial drop was not unexpected. As reported on this page last month, the unusually-high June application figure was due mainly to builders trying to beat the changeover deadline from the old MPRs to the new MPSs. Last July, FHA received 31,780 new home applications,

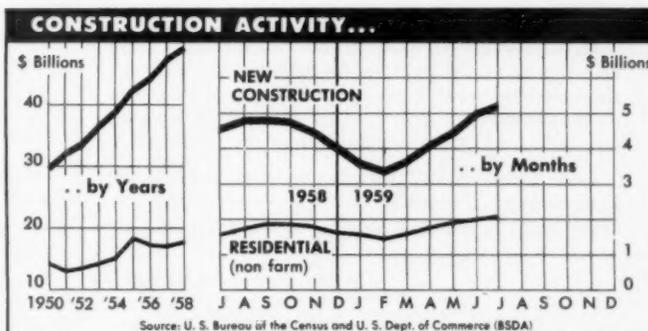
FHA ACTIVITY

	July 1959	July 1958	% Change Jan.-July 1958-1959
New Homes			
Starts	29,519	27,708	+ 6.5
Applications	28,961	31,780	- 9.1

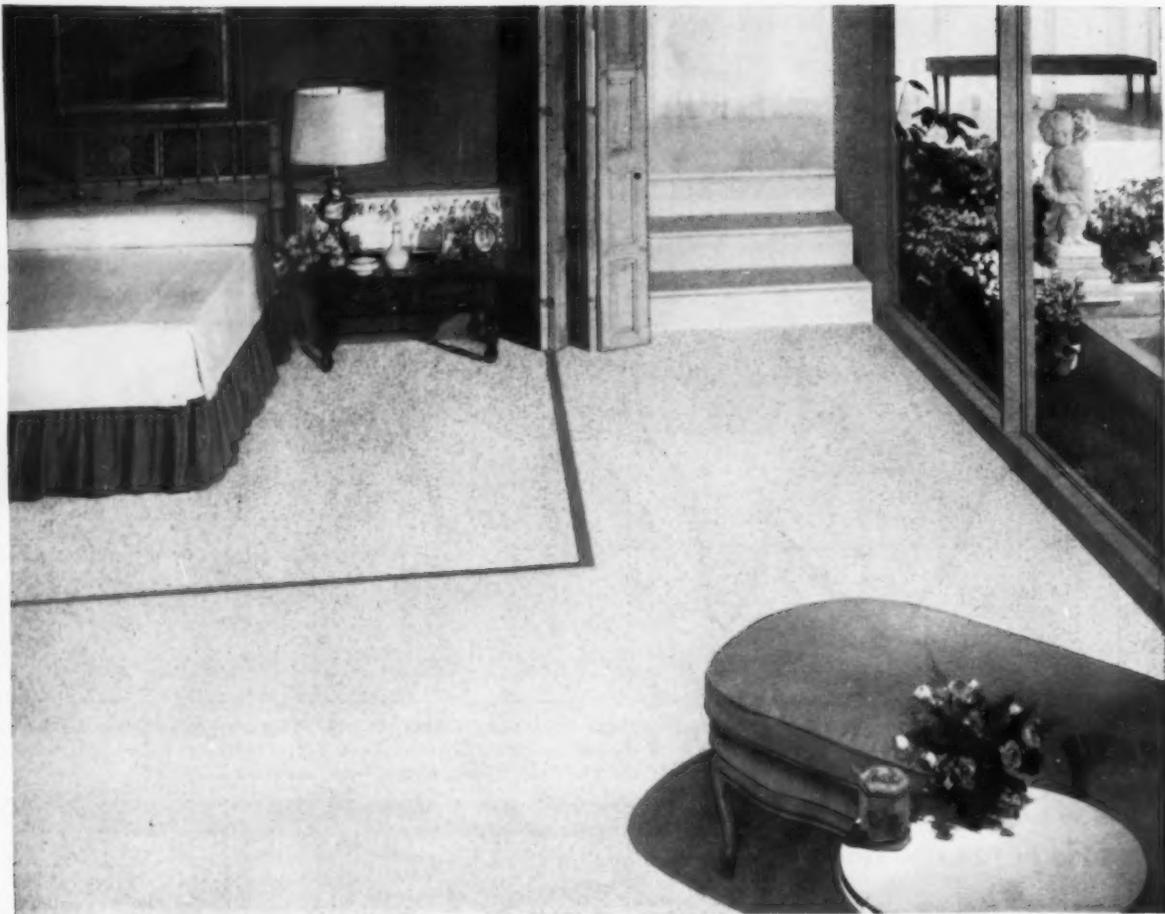
1 JULY STARTS of 126,000 set a nine-year same-month high. Although the July seasonally-adjusted annual rate of 1,350,000 was slightly below the May-June figures, it was a normal seasonal decline.



2 EDGING OFF slightly, the July wholesale price index was 135.4 (compared to 135.8 in June) mainly because of declines in Douglas Fir, softwood plywood. May earning stayed at April 174.1 level.



3 RISING SEASONALLY to \$5.2 billion, July new construction outlays were up 14 per cent over July, 1958. The \$2.1 billion spent in July on private residential building was 2 per cent over the year-ago figure.



This attractive floor is Johns-Manville Terraflex in Opal and Gold Terrazzo style with insert of Cardinal Red feature strip.

Johns-Manville Floor Tile

gives homes a "custom look"...provides the carefree floors home buyers want...makes homes easier to sell

You can dramatize the floors of your homes because there's no limit to the custom-design effects you can achieve with Johns-Manville floor tile.

In both Johns-Manville luxurious Terraflex® vinyl asbestos tile or attractive Johns-Manville asphalt-asbestos tile there's a color, a pattern, a style for any room. By varying floor designs you can personalize each house to give it a custom-built appearance.

J-M Terraflex tile provides carefree flooring for homemakers. It saves work . . . saves scrubbing . . . defies greases, oils and alkaline moisture. Available

in Marbleized, Cork, Terrazzo and Metallic styles, in over 40 permanent colors for the creation of striking and lovely floors of your own ideas or designs by your decorator.

J-M Asphalt-Asbestos tile is an all-purpose flooring that provides colorful, durable flooring at low cost. Available in Marbleized, Cork and Terrazzo styles in a wide range of decorator colors.

For complete information and color chart on J-M floor tile, write to: Johns-Manville, Box 158, New York 16, N. Y.



Ask your J-M representative about the 7-Star and Mrs. America® promotion to help you sell more homes.

© REG. U.S. MRS. AMERICA, INC.

JOHNS-MANVILLE



AMERICAN BUILDER

Tomorrow's HOUSE



REAR OF SPACE HUT focuses attention on the moonshaped pool which is lighted automatically at sundown.

Will tomorrow's earth people dwell in Super "space huts" like this one?

Top Los Angeles promotion men joined builder J. Stuart Hilliard to build this "Space Hut" for charity. They expect more than 150,000 will pay to see it.

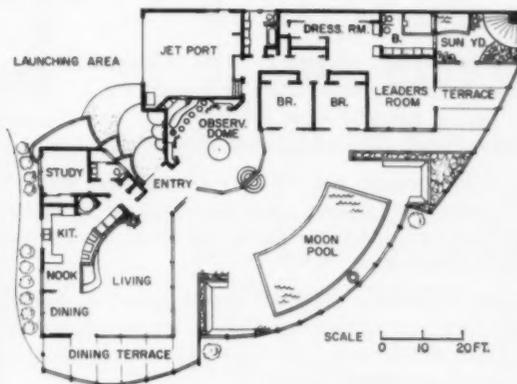
Despite some tongue-in-cheek ideas, it has many innovations which may become standard in American houses.

Some of the outstanding fea-

tures are electronically switched gas appliances, elevator cabinets, helio-port roof, sprinklers which turn on when the lawn is dry, and central light-control center.



ALL-TILE SUNBATHING YARD joins the sumptuous master bathroom, which includes over-size dressing room.



SPRAWLING LAYOUT of the Space Hut's 3,500 sq. ft. is dedicated to individual privacy and luxurious living.



There's always a way to solve a problem

Columbus had a problem . . . how to stand an egg on its end! Architects and builders have problems, too . . . how to find a material that absorbs noise and decorates. CURON* wall and ceiling covering is your answer.

It is the unique way to sound condition while you decorate and insulate your installations. It brings a peaceful atmosphere to Hi-Fi, recreation, family rooms where quiet counts.

CURON wall and ceiling covering is 1/4 inch in depth . . . adds luxurious texture to walls . . . gives a modern look that will still be new years from now. It's colorfast, easy to apply, easy to maintain.

Architects and builders who look forward . . . who plan for the future, want the products they use to be unique,

to give extra prestige to their designs. Be sure and specify CURON wall and ceiling covering for all *your* installations. Call your CURON dealer, or write: CURON Division, Section AB9, Curtiss-Wright Corporation, 50 Rockefeller Plaza, New York 20, N. Y.

Curon®

WALL-CEILING COVERING

*CURON is the registered trademark of the Curtiss-Wright Corporation for its multicellular materials.

Columbus solved it by hard-boiling the egg and tapping the tip of it.



"MAVERICK" SPEARHEADS UNIQUE TV-PROMOTION PLAN TO INCREASE SALES FOR PROFESSIONAL HOME BUILDERS



Right now—as part of local Parade of Homes events during the NAHB's National Home Week—professional home builders in six major markets are taking part in one of the most concentrated sales campaigns ever devised!

FULLY INTEGRATED CAMPAIGN—

No Cost to Builder. Beginning with four special commercials in each market, "Maverick" brings local builders the sales impact of national network television! (The award-winning "Maverick" show is seen Sunday evenings on the ABC-TV Network.) These special, local commercials are backed up by a complete line-up of supporting promotion—newspaper, radio, outdoor posters, car cards, lawn signs, literature—and Kaiser Aluminum pays for the entire package!

A PROGRAM THAT BUILDERS HELPED DESIGN

This concentrated selling support backs up a plan for use of aluminum building products which is unique in the industry. It furnishes what builders have said they want...encouraging each builder to use only those aluminum products that do a better building job at installed cost equal to or less than other materials.

For example, aluminum soffits and aluminum vented end gables are recognized as solutions to two of the ten most difficult problems that builders face today. Dozens more tested and recommended aluminum products offer similar advantages; any or all are available locally according to individual builder needs.

Buyers are quick to appreciate the added benefits that aluminum products offer. Lending institutions find the homes more attractive as investments. Because the program is centered around the builder (not around the aluminum producer), it also helps to strengthen the builder's reputation for attention to value and quality.

END RESULT: Sales...Plus Recognition for the Builder

In a Spring, 1959 "dress rehearsal" of this same promotion, Kaiser Aluminum's powerful "Maverick" support helped to attract more than 12,000 model-home visitors to one builder in one day! Result: *many more qualified home buyers!*

Now in the six Fall, 1959 markets, the same kind of powerful sales support is at work, cooperating with professional builders through their local NAHB chapters to create a tremendous selling advantage.

This six-market campaign is only the beginning of Kaiser Aluminum's support for the professional home builder...helping to introduce better products, improved techniques, increased home values. Watch for more news for professional home builders...coming soon from Kaiser Aluminum.

37 ACCEPTED ALUMINUM PRODUCTS THAT ADD VALUE TO YOUR HOME

All are available locally from manufacturers who are customers of Kaiser Aluminum.

- | | |
|-----------------------------------|-------------------------------|
| 1. AWNINGS | 20. OUTDOOR LIGHT POSTS |
| 2. BUILDING CORNERS | 21. PRIMARY DOORS |
| 3. CHAIN LINK FENCE | 22. PRIMARY WINDOWS |
| 4. CONDUIT | 23. RAILINGS |
| 5. EXHAUST FANS | 24. ROOF VENTS |
| 6. FASCIA STRIP | 25. ROOFING |
| 7. FLASHINGS | 26. SCREENS |
| 8. FLUE PIPE AND CHIMNEYS | 27. SHOWER AND TUB ENCLOSURES |
| 9. GARAGE DOORS | 28. SHUTTERS |
| 10. GUTTERS AND DOWNSPOUTS | 29. SIDING |
| 11. HARDWARE | 30. SLIDING GLASS DOORS |
| 12. HEATING AND VENTILATING DUCTS | 31. SOFFITS |
| 13. INSULATION AND VAPOR BARRIER | 32. STORM WINDOWS AND DOORS |
| 14. INTERIOR MOULDING AND TRIM | 33. TERMITE SHIELDS |
| 15. JALOUSIE WINDOWS AND DOORS | 34. THRESHOLDS |
| 16. KITCHEN RANGE HOODS | 35. VENTED GABLE ENDS |
| 17. LIGHTING FIXTURES | 36. WALL AND CEILING TILES |
| 18. LOUVRES | 37. WEATHERSTRIPPING |
| 19. NAILS | |



KAISER ALUMINUM & CHEMICAL SALES, INC.
1924 Broadway, Oakland 12, Calif.

SEE "MAVERICK" • SUNDAY EVENINGS, ABC-TV NETWORK • CONSULT YOUR LOCAL TV LISTING

FOR \$10,000 HOMES



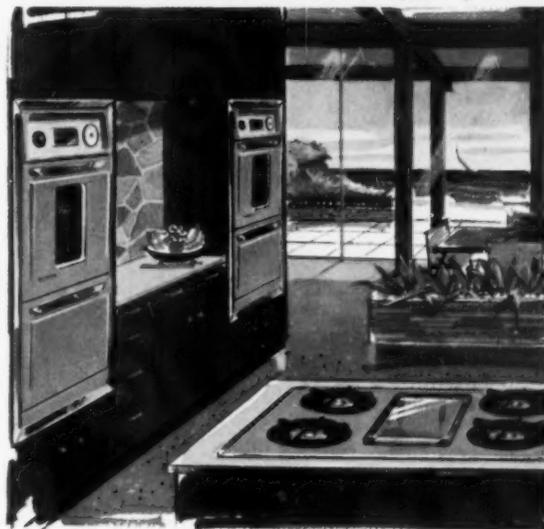
\$14,000 HOMES



\$18,000 HOMES



AND HOMES OVER \$20,000



suburban[®] BUILT-IN RANGES

GAS OR ELECTRIC—BEST VALUE AT EVERY PRICE LEVEL

Regardless of the price homes you build, you can include the sales power of Suburban and offer prospects all 36 of the features most women want in a built-in range. Here's real quality at a price you can't beat! *Plus* — models available in both *gas and electric* to fit same size cabinet opening — *interchangeable*. Get your value-packed price from your local distributor. Send coupon today!

Free Color Literature!

Samuel Stamping and Enameling Company
Dept. AB-99 — Chattanooga, Tennessee

Send me complete information and prices on
Suburban Built-in Ranges Gas Electric

Name _____

Address _____

City _____

State _____



On time on **FIRESTONES!**

They cut costs on building materials deliveries

Whether you operate one truck or twenty trucks, count on Firestone Rubber-X, the longest wearing rubber ever used in Firestone truck tires. It's yours with every Firestone, for extra trouble-free deliveries and lower truck tire costs.

And along with new long-wearing tire rubber, all Firestones bring you Firestone S/F (Shock-Fortified) cord for still more stamina and dependability. No wonder more and more truck owners like yourself find it good business, always, to buy Firestones when replacing old tires—and to specify Firestones on all new trucks. Ask about them today at your nearby Firestone Dealer or Store—your headquarters for fast, reliable service!



TRANSPORT

SUPER ALL TRACTION

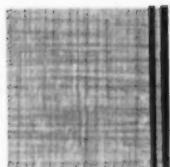


LOOK FOR NEW LOW COSTS PER MILE WITH LONG-WEARING FIRESTONE TRUCK TIRES

Firestone

BETTER RUBBER FROM START TO FINISH

Copyright 1959, The Firestone Tire & Rubber Company



5 ways to cut costs in your quality homes

The successful builder today has one question in mind: "How can I build the better quality homes people want, and still hold the line on cost?" The following pages show a few answers — five products specifically designed to help you build better, for less. Predicting your building needs and having the products ready is one way we strive at National Gypsum Company to keep "A Step Ahead of Tomorrow."

NATIONAL GYPSUM COMPANY
BUFFALO 13, NEW YORK



a step ahead of tomorrow

Remarkable new Durasan...the first vinyl surfaced gypsum wallboard

Most exciting wallboard news in years! New Gold Bond Durasan, the first gypsum wallboard with a beautiful *vinyl plastic surface!* Makes an exquisite accent wall for living room, hallway or den—gives your homes a special touch of personality that helps sell the most discriminating customer. And new Durasan is as rugged as it is beautiful. Resists scuffs and stains... and dirt washes right off!

Durasan cuts finishing costs because it goes up fast; needs no joint treatment, paint or wallpaper. Comes in five colors. See your Gold Bond® representative or write Dept. AB-992.

NATIONAL GYPSUM COMPANY, BUFFALO 13, NEW YORK



a step ahead of tomorrow

**Put the strength of
steel into windows and
doors, and save
up to \$70 a house!**

You can complete your interiors faster and save as much as \$70 in construction by using Gold Bond Metal Corner and Casing Beads. They'll give you harder, more uniform corners than wood trim, and never cause cracks by shrinking.

Here's how you save: Installing trim and terminating plaster are done in one easy operation. The bead acts as an accurate ground for plaster, and factory-mitred corners eliminate extra cutting and fitting.

We have a full line of corner and casing beads for both gypsum wallboard and plaster construction. Ask your Gold Bond® salesman for full details, or write Dept. AB-993 for free Technical Bulletin.

**NATIONAL GYPSUM COMPANY
BUFFALO 13, NEW YORK**



Gold Bond
BUILDING PRODUCTS

a step ahead of tomorrow

Gold Bond Board-and-Batten just looks expensive

When you build with Gold Bond Board-and-Batten you give your homes the appearance of greater quality for the lowest possible cost. These beautiful sidewalls are made of Gold Bond Permaboard, the lifetime Asbestos-Cement product that can't burn and is rotproof, verminproof and rodentproof. The 4' x 8' sheets go up fast, cost very little, and last for the life of the house. Gold Bond Permaboard is also available preprimed, to reduce painting costs. Or it can be left in its natural gray color because it never needs preservative paint. Ask your Gold Bond® salesman about this top quality building material — or write Dept. AB-994 for free samples and literature.

NATIONAL GYPSUM COMPANY, BUFFALO 13, NEW YORK



a step ahead of tomorrow

**Build popular
open beam ceilings,
and save \$17 a square!**

A New Hampshire builder reports Gold Bond Tri-Dek saved him \$1,500 on a \$40,000 house! That's because Tri-Dek gave him a complete roof, full insulation and a beautiful interior ceiling surface all in one application. And the job was done in hours instead of days!

Open beam ceilings with Gold Bond Tri-Dek are a powerful selling point, too. They give you an attractive "extra" to offer your customers.

Ask your Gold Bond® salesman for the full story—or write Dept. AB-995 for free samples and technical literature.

**NATIONAL GYPSUM COMPANY
BUFFALO 13, NEW YORK**



Gold Bond
BUILDING PRODUCTS

a step ahead of tomorrow

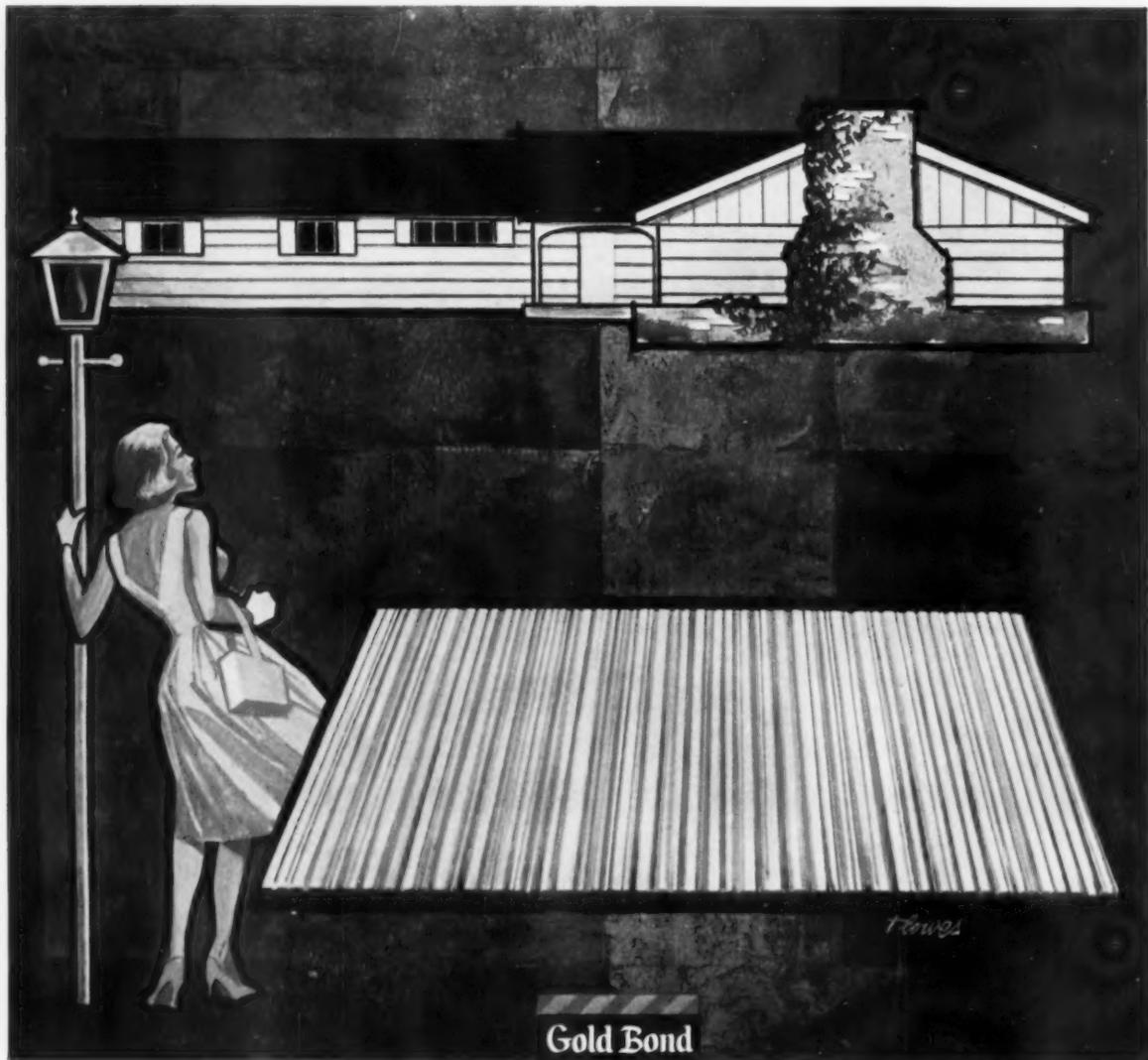
Classic-Shake gives your home a look of quality far above its price!

The greater thickness and natural texture of Gold Bond Classic-Shake Siding give it the look and feel of expensive wood shakes.

The new solid colors—never before available in Asbestos Siding—are weather-protected by *exclusive* Plasticrylic Finish. And Classic-Shake is *Permanized* to prevent warping and shrinkage. No matter what price range your homes are in, Classic-Shake will make them look more expensive.

Your Gold Bond® representative will be happy to show you the full color line, or write Dept. AB-996.

NATIONAL GYPSUM COMPANY, BUFFALO 13, NEW YORK



Gold Bond
BUILDING PRODUCTS

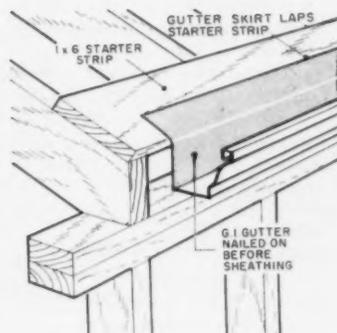
a step ahead of tomorrow

BUILDING WITH Brains



WHAT

HOW



Gutters with built-in flashing are better, easier to install

Here's how F&S Construction Co., Chicago, speeds installation of their metal gutters.

After the roof framing is completed a carpenter nails a 1x6 sheathing starter along the edge of

the roof. Then, a special gutter, with a skirt or flashing as an integral part, is nailed over the 1x6 (see drawing, top right).

Advantages of the system: (1) it saves time because the sheet

metal sub doesn't have to work up under the starter course of shingles or wait for the roof to be completely sheathed; and (2) flashing gives better protection because it's an integral part of the gutter.

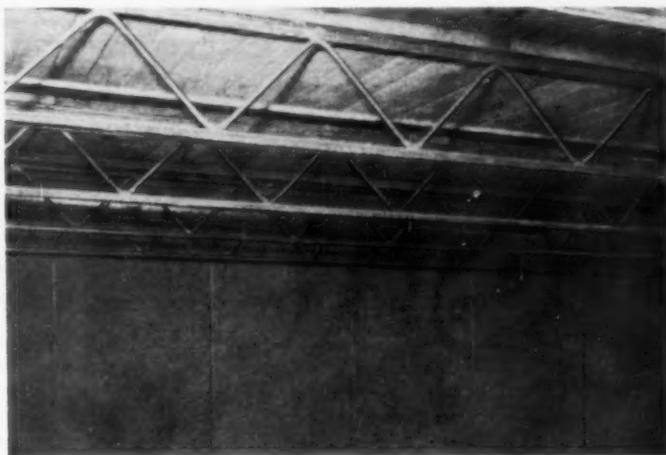


Hand cart helps builder speed trimming operation

Ray Lindberg, Eugene, Ore., saves time by mounting a small radial saw, plus a 4-in. jointer on this cart. Machines, which replace a miter box, can then be moved onto the job.

Steel joists provide a low-cost method of constructing clear-span basements

The steel joists pictured below will let you get the sales appeal of a clear-span, postless basement at only slight additional cost. Hebb & Narodick, Seattle, use them successfully, estimate additional cost of a 40-ft. basement at \$74. In the basement shown below, joists were set on 4-ft., 6-in. centers, were spanned by 2x6 T&G flooring.



A trailer-mounted jig lets this builder combine the ...

Jim McMahan, of Hamilton, Ill., uses prefabricated wall panels, ladder overhangs for gable ends, and soffit overhangs. But he saves himself the bother of trucking these components by prefabricating them on the site.

The components are assembled on this trailer-mounted jig, which is brought right to the job. Pre-cutting is done on-site, on a DeWalt cut-off saw. Saw is stored in a portable shanty. Lumber is hauled from the shanty to the site in a second trailer.

TRAILER JIG is brought right to the job, to simplify handling of prefabricated panels. Trailer tongue is removed to keep men from stumbling.



... advantages of prefabrication and on-site work



FIRST STEP IS LAYOUT. Precut members (these are for a soffit assembly) are placed on the trailer jig. Bed of the trailer is marked off in 8-in. increments, for 8-, 16- or 24-in. centering. This helps minimize measuring errors.



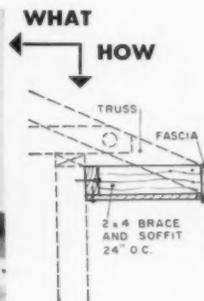
SECOND STEP IS NAILING. 2x4 members are placed over approximate mark and nailed up. Note 2x4 backing on trailer bed. It permits one man to nail panels against it. Also note how trailer's height permits man to work without bending over.



SOFFIT OVERHANG is lifted into place by two men. Man on the roof nails the component to walls and truss outlookers. To get maximum efficiency, soffit panels are completed for both sides, and are then installed in one operation.



FINISHING OF THE CORNICE now involves merely finishing the roof over it. In photo above, one man uses a power hand saw to trim edge of sheathing along soffit. Man nearest the camera is feeding the saw's electric cord.





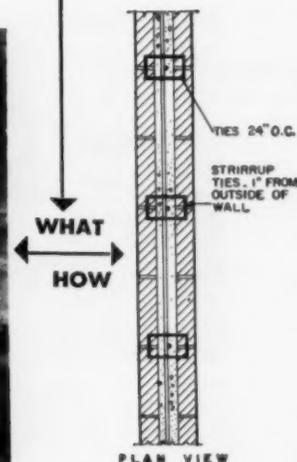
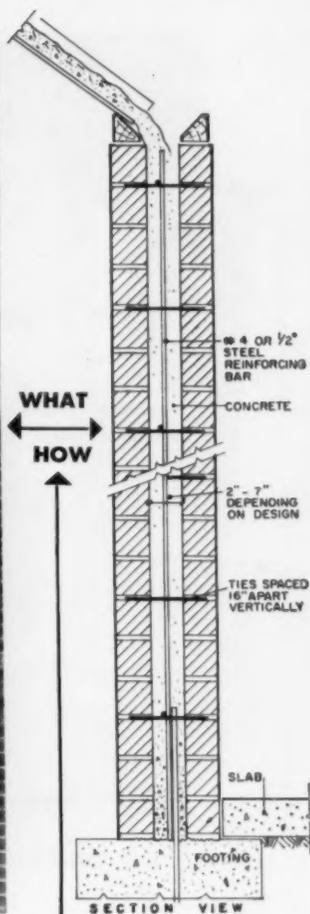
**New way to build reinforced concrete walls is faster,
cuts cost by eliminating conventional forms**

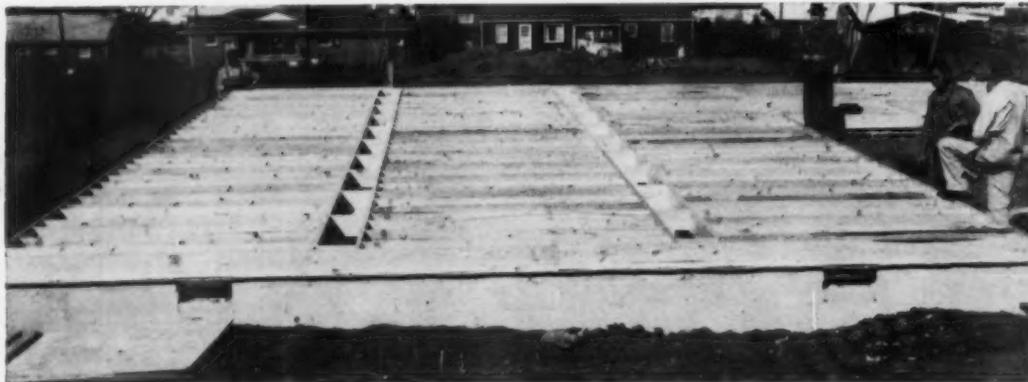
The Masonry Joint Industry Board of San Francisco has developed a fast, cost-cutting method of building reinforced concrete walls. Chief advantage of the system is that it eliminates the costs of fabricating, erecting and stripping the conventional wood or metal forms. It also eliminates the need to finish or cure the wall's outside surface. Here's how the system works:

As shown in the illustrations, a cavity wall is built, using high-strength steel wire ties (see drawings). (In this case, brick—which gives the added advantage of good looks—was used. However, any masonry unit will work just as well.) As work progresses, steel reinforcing rods are set into the cavity (see photo, right). When the wall reaches a height of 12 ft., the space is filled with grout or concrete in one pour (see photo, above).

For further details, write to Bob Harrington, SCPI, 55 New Montgomery, San Francisco, Calif.

(Used in girder construction for a church, this idea saved \$4,000. See May 1958 issue, p. 176.)



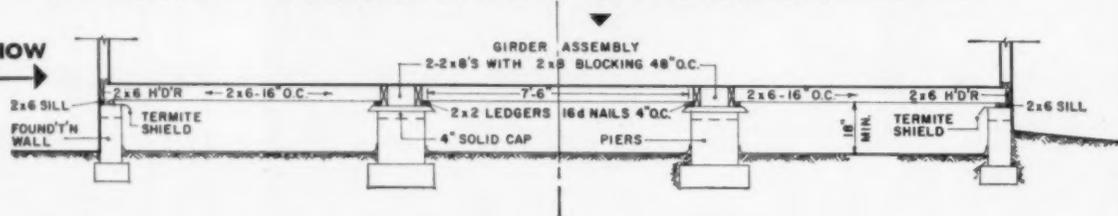


WHAT

FINISHED FLOOR FRAME is shown above. Girders support three rows of 2x6 joists, which replace the two rows of 2x10 joists normally used. Girders also eliminate the two rows of bridging normally required.

CROSS SECTION shows how the ledgers on the girders carry the 2x6 joists. Note that no notching is needed over the 2x6 sills. Each girder is of two 2x8's with 2x8 blocking, 4 ft O.C. Supporting piers are 8 ft. O.C.

HOW



New two-girder floor framing system cuts costs by eliminating bridging, permitting use of lighter joists



HOW

JOISTS ARE NAILED to girder, a faster operation than putting in bridging over a crawl space. To avoid cutting the plywood subfloor, 1x4 nailers are placed inside the girders.

The flush-girder floor-framing system shown above was developed by Kingsberry Homes, prefabbers, of Fort Payne, Ala. Experience has shown it can save up to \$75 on a 26x44 house. It eliminates almost 800 bd. ft. of lumber, and one builder reports his 7-man crew can put down four floors a day with the system, twice as many as he could handle previously.

While the system was developed to simplify shop and field erection problems of a panelized crawl-space home, it's adaptable to standard construction.

The new system exceeds MPS design strength by 137 per cent—7 per cent more than older system.

COST COMPARISON FOR 1,040-SQ.-FT. HOUSES

	Old Floor System	New Floor System
Model	10-1 1958	10-1-1 1959
Cost of floor	\$377.00	\$289.00
Cost of piers (6 piers)	90.00	(8 piers) 120.00
Site—18 MH @ \$2.00 =	36.00	9 MH @ \$2.00 = 18.00
Total savings	\$76.00 = \$503.00	less \$427.00



NEW 8010
Construction Level-
Transit with fiber-
glass carrying case
and European-style
tripod \$99.50 retail

2 NEW

INSTRUMENTS

**NEW STYLING! • NEW FIBERGLASS CASE!
NEW WIDE-FRAME TRIPOD!**



NEW 8027

Construction Level, with fiberglass carrying-case and new heavy white ash tripod.....\$54.50 retail

NEW 9022 TRIPOD

European style, wide-frame legs for greater strength and stability
\$19.95 retail

Now — for only \$99.50 — you can own a quality package of the finest level-transit, the finest carrying case and the finest type of tripod!

The 8010 level-transit features aluminum alloy construction combining strength and light weight in the sturdy new standard and base. There's a new aluminum horizontal circle for easier reading, and a new smooth finish for dirt resistance and easier cleaning. Rack-and-gear internal focusing with either hand, built-in sunshade, positive lever lock bar, unmatched David White 12-power optical system with sharp focus over the entire field at all distances are added features for greater precision, easier handling, longer service.

The new, fiberglass carrying-case combines light weight with shock resistance and gives perfect protection from jars, bumps, dust and water. The instrument fastens securely to the base with no pressure on the 'scope.

The new tripod for the level-transit is more rugged and sturdy with its European type wide frame.

Here's versatility that will pay dividends in time and labor savings day after day. Find out how instruments can save you time and money, write for "Point to Point," a how-to-do-it booklet — only 25c.



WHITE INSTRUMENT COMPANY

makers of fine optical equipment for over 60 years
2051 North 19th Street, Milwaukee 5, Wisconsin

NEW RODDIS VENEERED TIMBLEND

EXCLUSIVE WOOD BLEND PANELS

MANY WAYS SUPERIOR TO HARDWOOD PLYWOOD...YET COSTS LESS

Timblend, Roddis' amazing man-made board, is now available veneered, in the most popular hardwoods. New beauty, plus highest warp-resistance combine in veneered Timblend to give finer product quality at lower cost.

With new, veneered Timblend you'll get all the richness and beauty of your favorite hardwoods, plus all the proven advantages of Roddis' exclusive man-made core. It's this Timblend core that makes the big difference!

Because of the unique, controlled density, non-grain construction of this core, veneered Timblend machines beautifully with ordinary woodworking tools or power tools. It can be sawed, drilled, routed and rabbeted. You get smooth, gap-free edges every time. *Even lipped edges turn out beautifully!* And veneered Timblend has a remarkable dimensional stability that assures *highest warp-resistance!* Screw-holding ability equals that of the softwoods.

Veneered Timblend comes in any of these best-selling woods: Elm, Birch, Maple, Cherry, Mahogany, Oak, Walnut, and many others. Available in 3/4", in common plywood sizes. Other thicknesses and sizes available, prefinished if desired, on special order.

Veneered Timblend is ideal for cupboard doors, cabinets, built-ins, wardrobes, sliding doors, table tops, displays and other hardwood plywood applications. Excellent end results every time... at lower cost. Why not send the coupon today for a free sample of veneered Timblend plus the illustrated brochure: "Working with Veneered Timblend"?

SPECIAL
TIMBLEND
CENTER CORE!

YOUR CHOICE
OF HARDWOOD
VENEERS!



FREE

Roddis Plywood Corporation, Marshfield, Wisconsin—Dept. AB-959

Please rush free sample of Veneered Timblend
and brochure: "Working with Veneered Timblend"

NAME _____
FIRM _____
ADDRESS _____
CITY _____ STATE _____

WHAT'S **New** AND **▶ WHAT TO DO ABOUT IT****Home buying is a Sunday habit**

Police in a Long Island, N.Y. city recently forced a builder to close his model houses on a Sunday because of state blue laws. The action was rescinded when the county D.A.'s office reminded local officials of a 1912 State Court of Appeals ruling which exempted real estate from the Sunday closing regulations. Similar Sunday model home closings have been reported from other sections of the country.

▶ This is a matter which may call for legislative action. If you're building in an area which has a blue law, you should demand immediate action to exempt real estate transactions. Buying a house has become a weekend habit—particularly in the lower and middle price ranges. If you're forced to close on Sundays, a big bite is being taken out of your potential sales.

Seeing is believing

Chicago builders Martin H. Braun and Frank M. Aldrich have invested \$25,000 in billboards to guide prospective buyers to their 900-home community. Why? Often a prospect heads for a development he's read about in the newspaper, then gets lost in the maze of highway turnoffs. Says Aldrich: "The investment may seem like a lot of money just for signs, but it is more than paying for itself. From 30 to 40 per cent of sales made are directly due to the signs."

▶ This is the kind of merchandising any builder can do—whether he spends a large amount like Braun and Aldrich, or just a few bucks for some small directional signs to lead from the main road to his model. National Home Week is a good time to start using these signs. There are more home seekers than usual out during that week. If they can't find your house, they may wind up at a competitor's.

Hot and cold running water—outdoors

A hot water faucet outdoors may sound like a gimmick, but it isn't. The Plumbing-Heating-Cooling Information Bureau points out the many outdoor uses for hot water. It's a big help in window and car washing. And in this era of outdoor living, it's particularly useful for cooking and dishwashing.

▶ Try out the sales appeal of an outdoor hot water line. It's an easy matter to run one from the basement or utility room to some convenient place outside. But don't forget, like all hot water lines it should be insulated for fuel conservation.

National acquires 7 prefab firms

National Homes Inc. has absorbed seven other prefab home manufacturers. The giant Lafayette, Ind., firm, No. 1 in its field in volume, last month merged with Knox Homes, which previously had bought American Houses. National also bought the following companies outright: The Thyer Corp., W. G. Best, Lester Bros., Fairhill, and Western Pacific. The additional facilities, says National, put the firm within a 200-mile radius of all major markets east of the Rockies and give it its first entry into the West Coast market. This year National's 1,000 builder dealers are expected to build 45,000 units, between 3.5 and 4.2% of the entire production of privately constructed, nonfarm, single-family homes.

Basements—the space salesman

Bob Schmertz, building in southern New Jersey, is offering 800-sq. ft. homes at \$8,-\$9,000. He has both slab and basement models, the latter selling for about \$1,000 (or \$1 per sq. ft.) more. Since spring, he's sold only 14 slab models, against 175 with basements.

Says Schmertz: "As soon as I get rid of the slabs I have left, I won't build any more. Actually, the 14-to-175 ratio isn't really accurate. I've been pushing the slab model to get rid of them. If I hadn't, I'm not sure I'd have sold any."

What makes the difference? Schmertz thinks it's just plain space—always at a premium in small houses like his. With an extra \$1,000, buyers double their house area; and they get a real wood floor over the main level, instead of tile over the slab.

▶ No matter what part of the country you're in, if you build small houses, space is important. And basements are the cheapest way to provide that extra space. Even where slab or crawl space is the local preference, basements might mean extra sales on the basis of space. And you might try another Schmertz trick: finish off the basement in your model; give the prospect an idea of how he can use the space.

WHAT'S **New** AND

▶ WHAT TO DO ABOUT IT

Are too-large plots tomorrow's dumps?

Planning boards may defeat their own purposes in demanding larger and larger lot sizes for new homes. A. J. Falconi, custom builder from Boston, says: "We are finding owners willing to take care of land within approximately a 30-ft. area around their house . . . letting the rest of it go to seed. Some even have begun to use the extra land as a dumping spot."

▶ The next time your local zoning board wants to increase minimum lot sizes, remind them of what Falconi says: "It is becoming increasingly evident that home owners do not have the time or inclination to cultivate large plots. They're simply going wild and unweeded." This could be a powerful argument against the unreasonable lot sizes some towns are pushing on builders.

An old idea in a new setting

Low-cost homes and a suburb that won't sprawl are the aims of Delaware builder Leon Weiner. His new development, Oakmont (near Wilmington) falls back on a design more familiar to cities—row housing. There will be 261 houses on Oakmont's 20 acres. This gives a density of 13 families per acre, compared to four in a conventional development in the same price range. Houses will be priced from \$11,500. (AMERICAN BUILDER editors have also noted row houses going up in New York, Chicago and Philadelphia.)

▶ If you're interested in building low-cost homes, a plan like this may be one answer. While the density is high by suburban standards, planning keeps it to only half of that for similar row housing in the city. Weiner's project includes two recreation areas, three parking lots. Minimum lot size is 1,600 square feet.

Department store sells home repair

Remodelers face new competition from a Pennsylvania department store. Hess Bros., Allentown, Pa., now offers no-down-payment fix-up, with monthly payments spread over five years at bank-loan interest rates. The store provides "every form of home remodeling," gives free consultation and estimates. Average job is for \$4,000.

▶ Look into ways of easing the financing for your own remodeling customers; consider tying in with your local stores and lending firms.

Housewives say what they want

Seventy out of 100 "typical housewives" prefer houses with exteriors of two different materials, and almost all want wood included. The 100 women were surveyed recently by the National Lumber Manufacturers Assn. They also rated appearance, low maintenance, durability, and cost as the most important factors in choosing outside materials. Other findings:

- Wood was the most popular material for flooring, built-ins, windows, kitchen cabinets, outside doors, accent walls, trim and fences.
- Ninety-eight insisted on basements, indicating that homes with only crawl space or slabs may be harder to sell in future.
- Most liked a cathedral ceiling in the living-dining area. Eighty called for exposed wood plank-and-beam construction.

▶ Find out what else these women want. Compare their likes and dislikes with what you're offering. For a copy of NLMA's "Homemakers Quiz Report," write: Glen Simon, National Lumber Manufacturers Assn., 1319 18th St., N.W., Washington 6, D.C.

Public paint preference No. 1: beige

Speaking of consumer preferences (see above), here are the most popular paint colors for homes: in most of the U.S. and Canada, various shades of beige; in the West, beige and yellow; Midwest and East, pink, lemon-yellow, and blue-green; South, pink, beige, cool blue; Southwest, beige and pink. These are the paint colors actually bought in paint stores, according to Color Corporation of America, a division of Rockcote Paint Co. The report is based on over 32,000 sales.

▶ Again, check your ideas against the facts. Write for a three-page release on CCA's "Color Preference Report" to: Color Research Survey, 200 Sayre St., Rockford, Ill. (The report itself, showing samples of the actual colors by regions, costs \$5.)

Huge annexation fee causes Denver's growing pains

City officials and builders in Denver are at odds over a typical growth area problem—annexation. Late in 1956, the city council passed a \$2,000-per-acre annexation fee. Since then, the city's physical growth has been at a standstill.

Builders and developers maintain the standstill will continue as long as Denver charges the fee. Planning officials say the standstill will end when builders and developers are convinced the fee has to be paid.

Meanwhile, more and more people are moving into the Denver area. This fast-growing suburban population is demanding urban services which the city says must be paid for with the annexation fee.

A decision will have to be reached soon. And on this decision will rest the growth of Denver for years to come.

The problem is a practical—not a theoretical one.

Franklin Burns, a realtor and home builder, is also a member of the Denver Planning Board. Burns wants to annex about 240 acres of land at the southeast edge of Den-

(Source of information for this story: Sunday editorial section of the Denver Post.)

ver. And he doesn't want to pay the fee. But the planning board (Burns disqualified himself on this vote) has recommended against any change in the policy. The final decision, however, rests with the City Council.

The problem of annexation is one of the most difficult faced by any fast-growing city. Here are some of the questions the City Council must answer:

- How much does it cost present Denver residents to provide additional city facilities and services to new residents?
- How long will these new areas have to pay taxes to Denver to make up these costs? Or, can they ever be made up?
- How much is it worth to Denver to control its fringe areas in order to be sure of good planning, zoning, etc.—rather than risk "shantytown" areas at its borders?
- Does metropolitan-area planning (co-operation between the core city and surrounding counties and towns in providing essential services) offer the solution?
- Does Denver's annexation fee mean that no more area will be added to the city, or that developers are playing a waiting game in hopes the city will do away with

or cut down on the fee?

Actually, city officials must decide whether or not more annexation is desirable. If it is, and the fee is drawing a belt around Denver, they must decide if the fee should be dropped.

If annexation is undesirable without the fee, then they must decide to keep it regardless of the affect on the city's growth.

The big problem, of course, is the high cost involved in annexing land. In 1859, when Denver City was organized, its area encompassed some 3.5 square miles. The first annexation took place in 1874. Since then, Denver has grown through annexation to its present size of 73.7 square miles.

Each annexed area has presented a problem. Westwood, annexed in 1947, is typical. The major part of Westwood was a shantytown. During the depression many persons went there to escape the higher costs of city living. It was, by report, "an eyesore, a health menace, an area of uncontrolled do-it-yourself patchwork construction."

When Denver annexed Westwood it was necessary to bring it up to city standards. At the taxpayers' expense, water and sewer

(Continued on page 42-L)

Flying down to job sites: 'copter is builders' time-saver



SCATTERED JOB SITES are no problem when you use a helicopter. Two Los Angeles area builders—Oscar Slattebo and Beckner Construction—recently teamed up to rent a 'copter for their weekly tour of jobs. Result: a trip which normally takes three days and 218 miles of driving was completed in just five hours. Slattebo says on a recent job he was able to determine just where cuts and fills had to be made, how far he would have to move dirt, etc. Above left, he prepares to take off on an inspection trip; at right, aerial view of job under way.

G-E's PPP MEANS

Here's a way to help net you higher profits. The program is G-E's "Planned Profit Package" . . . and it starts with your decision to install a General Electric Kitchen. G-E's "PPP" adds value to your house, saves you money from start to finish. And . . .

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Among home buyers . . . G-E brand preference studies show most women think G-E makes the best home appliances. Among appraisers . . . Lending institutions in all parts of the country use General Electric's higher quality as a basis for granting higher appraisals. This puts a greater value on your house . . . means more profit for you.

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3



SAVINGS ON LABOR AND INSTALLATION

New G-E "Straight-Line" appliances have built-in look without built-in expense. Flat backs and sides on all appliances. Each fits flush. Each is designed for easy, convenient installation. Made to fit any kitchen layout, any house . . . this means more profit for you.

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A special Model Home Program gives you a variety of merchandising tools, plus widespread "Success Story" advertising and publicity assistance to help you create model home traffic. With G-E's extensive home promotion program, you'll get faster sales . . . more profit for you.



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Once G-E appliances are installed your General Electric distributor or dealer relieves the builder of all product service responsibility. No appliance repair or maintenance worries. This means savings after the sale . . . more profit for you.



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GENERAL  ELECTRIC



This house is a lesson in how

Layout of this Phoenix house was designed for comfortable family living. Its 2,100 sq. ft. of living space is divided into three special-purpose areas. There are zones for sleeping, informal family doings and formal entertaining. And, noisy areas—such as carport and utility room—are placed far from the bedrooms. It is planned to eliminate any possible conflict of activities.

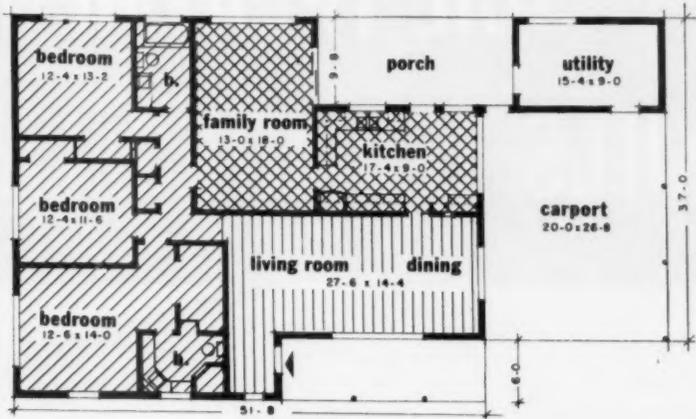
Result of keying the plan to family living: the house has become one of the hottest sellers in Allied Construction Co.'s Hidden Village development—where it sells for \$18,950, complete with landscaped 90x120-ft. lot.

Other individual features which give the house extra buyer appeal: the master bedroom suite, built-in storage wall in family room, inset rear patio-porch, and the double carport with adjoining storage and utility room.



CENTRAL LOCATION of this spacious, 10x12-ft. kitchen is one of its main attractions. Although it's the hub of the family's activity area—dINETTE, family room, outside porch and nearby utility room—it's also convenient to the more formal dining room.

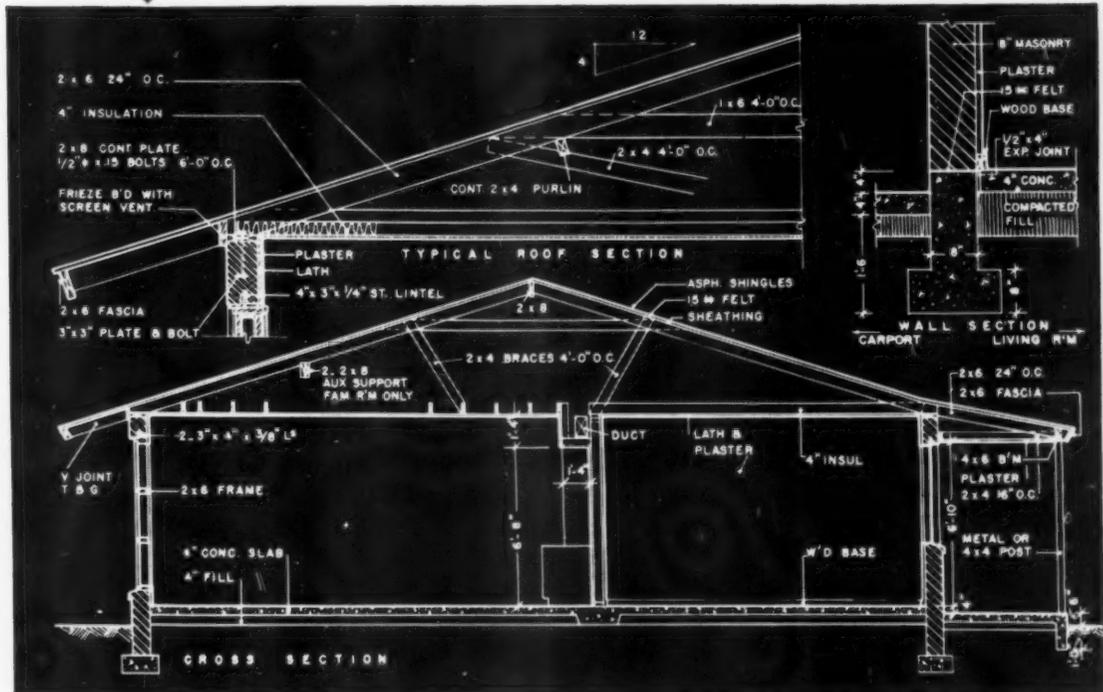
of the MONTH for September



RICH TEXTURES and SIMPLE ZONING of the plan into three separate areas has scored real hit with prospective homebuyers.

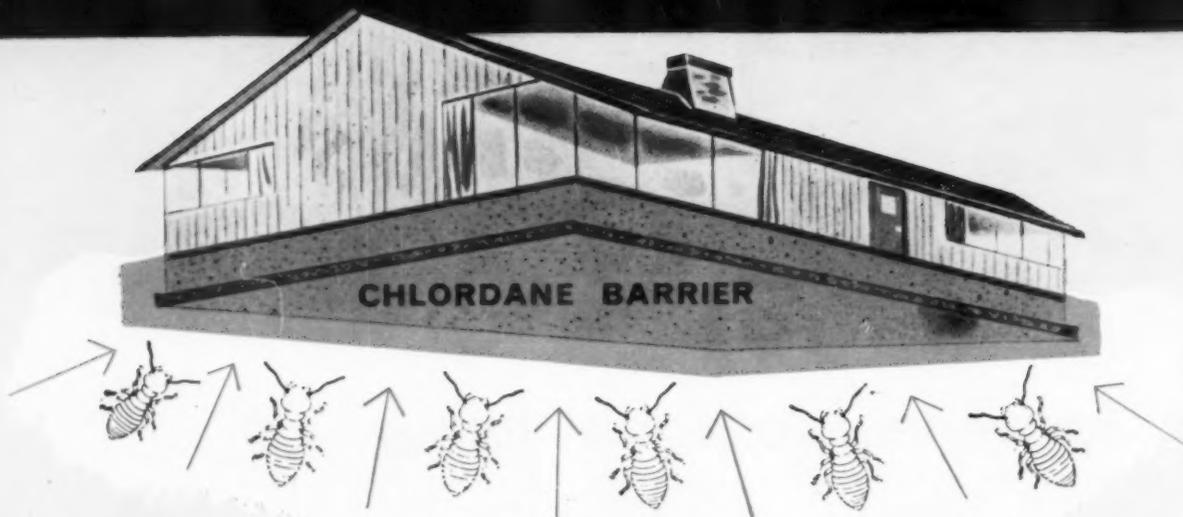
- sleeping
- family
- formal

WHAT
 ↑
 to zone for family living
 ↓
 HOW



The best way to meet FHA termite control standards!

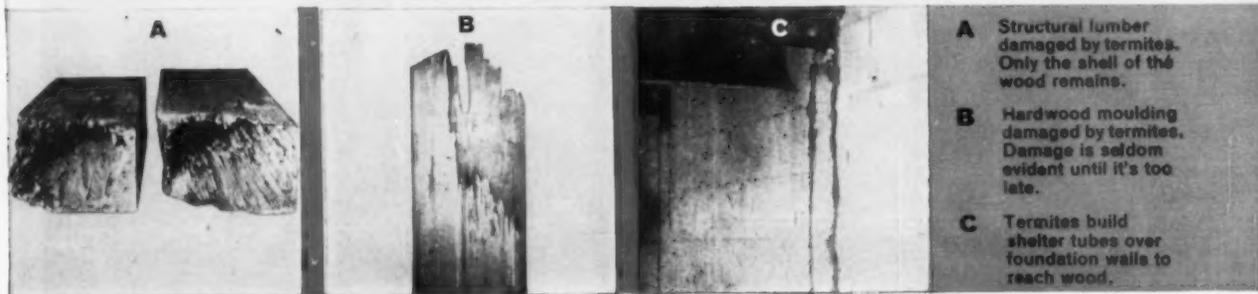
SOIL TREATMENT BY A PEST KILLS TERMITES, LASTS LONGER,



CHLORDANE MEANS LASTING TERMITE CONTROL—Chlordane is the preferred chemical for termite control. It has a longer record of residual effectiveness and safety than any other recommended insecticide. Its long residual action has not only been established in official tests, but also has been proven in use, under all climatic and soil conditions, for over twelve years. Yearly checks of applications made over 11 years ago show that the original Chlordane application is still 100% effective. It is part of the recommendations of the FHA, U.S.D.A. Forest Service, Public Housing Authority, combined Armed Services, and other state and federal agencies concerned with termite control. As a professional builder, you know the value of using quality materials. In the same way, professional pest control operators know the value of using Chlordane.

CHLORDANE BARRIER—Chlordane, applied by a professional pest control operator, will protect your new construction. It forms an impervious barrier in the soil. A barrier that kills termites year after year!

TERMITES ARE BUILDINGS' DEADLIEST ENEMY



- A** Structural lumber damaged by termites. Only the shell of the wood remains.
- B** Hardwood moulding damaged by termites. Damage is seldom evident until it's too late.
- C** Termites build shelter tubes over foundation walls to reach wood.

CONTROL OPERATOR COSTS LESS!



TERMITES—Termites do 100 million dollars worth of damage to homes every year. There are termites in every state, and they can invade every type of construction.

FHA STANDARDS FOR TERMITE CONTROL—The new FHA Minimum Property Standards require protection against termites and decay in very heavily infested areas. In other areas, FHA field offices may specify it if a hazard exists. Paragraph 815-3.4 states: "Where termite protection is required, it shall be provided by one or more of the following means: a. concrete foundations; b. metal shields; c. reinforced concrete foundation caps; d. soil treatment; e. treated lumber."

ONLY SOIL TREATMENT KILLS TERMITES—Soil treatment, called "pre-treatment," is the only recommended method that actually kills termites. Other methods merely deter them, temporarily. Termites can "tube" over concrete, or penetrate small cracks. Termite shields can bend or break, losing their effectiveness. Treated lumber is expensive. Pre-treatment is by far the best method, because it provides lasting protection at low cost.

ONLY CHLORDANE IS

- 1** ALKALI STABLE . . . remains effective in the most highly alkaline soils.
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...for lasting termite control!

PRE-TREATMENT HAS SALES APPEAL—The cost of soil pre-treatment is negligible, and adds value to buildings far beyond its low initial cost. You can capitalize on this by mentioning pre-treatment in your advertising and site promotions. Your pest control operator has special promotional materials available that you can use for this purpose.

HOW A PEST CONTROL OPERATOR CAN HELP YOU—A professional Pest Control Operator can help you in many ways. Termites and termite control are his business! He knows the latest state and federal regulations. He has the experience, equipment, skills, and personnel needed to apply chemicals safely. He has the proper insurance and bonding. In short, he can give you a complete, trouble-free packaged service that will save you time and money.

CALL A PEST CONTROL OPERATOR TODAY! Call one of the Pest Control Operators in your area today. Let one of these reliable professionals show you how effective and profitable soil pre-treatment can be. Get the facts about this important advance in building construction.



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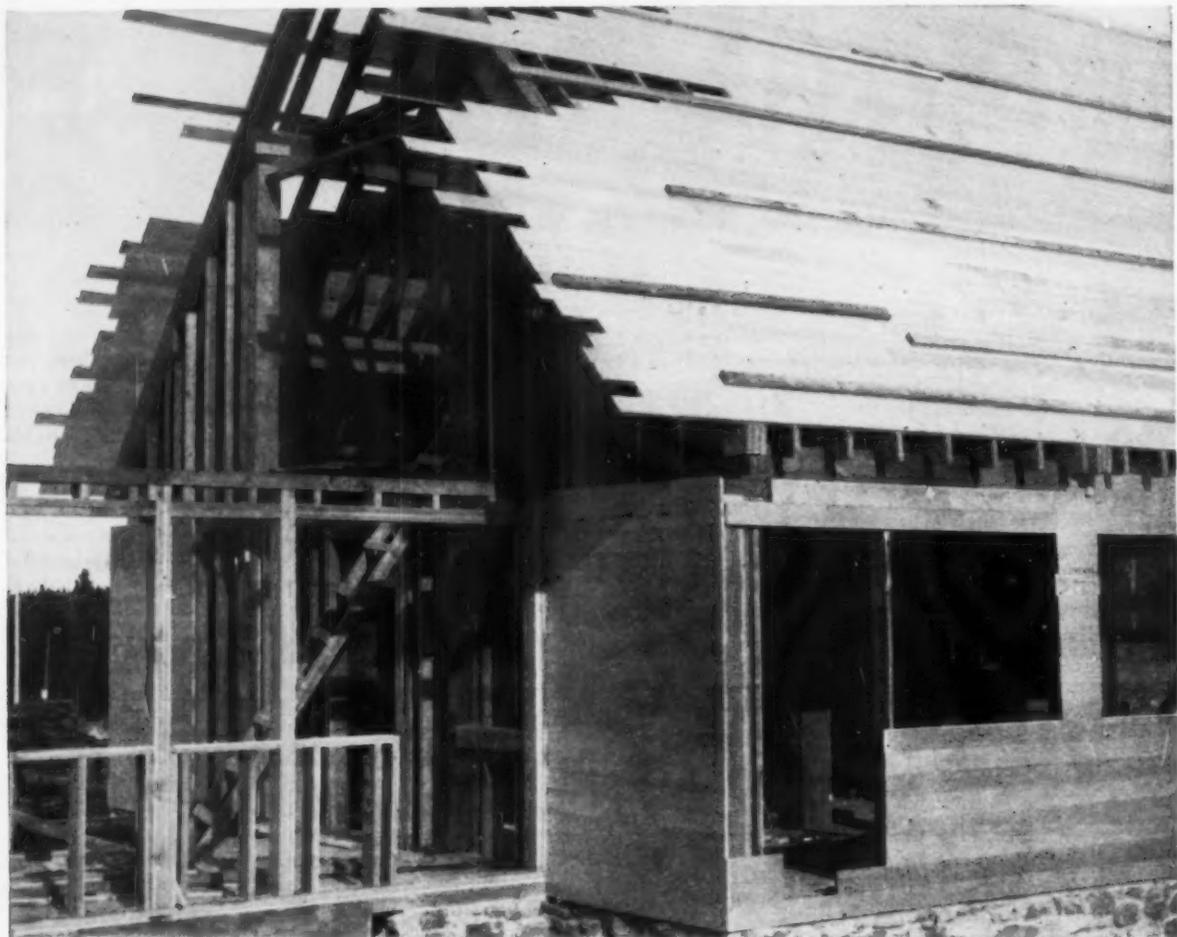
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Consider, too, Engelmann Spruce for interior uses. Small, tight knots and light color make it an interesting wood for paneling and trim. Its paint-holding qualities are good, and because of its light color fewer coats of paint are required than for darker woods. It is *carefully dried*, assuring more accurate sizing and improved wood-working qualities, insuring lower maintenance costs.

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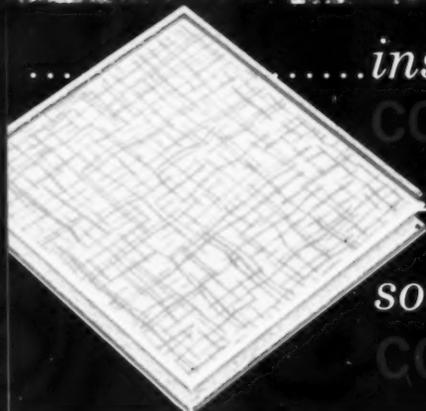
Color

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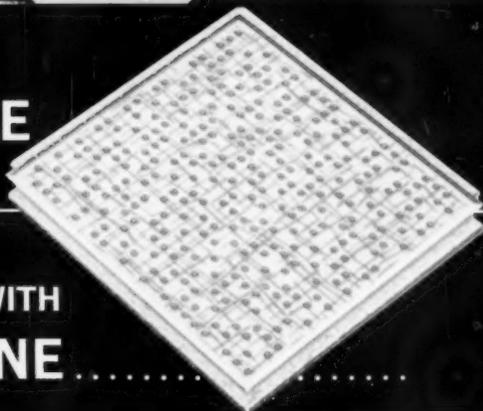


by **FLINTKOTE**

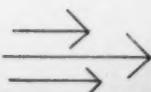
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Both of these Hawaiian cane fibre insulation board products are available in 3 decorator-styled pastel hues, with elegant "Gold-line" overtones **TURN PAGE**



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Western Views

By **BILL RODD**

FIRST ANNUAL PACIFIC COAST BUILDERS CONFERENCE held in San Francisco, July 6-9, was a huge success in the opinion of everyone there. An imposing array of speakers and panelists, each an authority on his subject, came from all parts of the country. Many were from New York (including AMERICAN BUILDER editor, Walter Reese Browder). Every important problem facing builders was aired and much valuable information came from the speakers. All sessions were well attended and builders could be found milling around the 69 exhibits at all hours. Interesting tours were worked out for wives of delegates. All in all, the visit was educational and enjoyable. Congratulations are in order to those who worked so hard to make the arrangements. It certainly should and will be an annual affair.

"WE LOST OUR FANNY TWICE" said John W. Cain of Forest Fiber Products Co. of Forest Grove, Ore. Recently the company inaugurated a delightful little house organ which recipients look forward to getting, if for no other reason than to see what "Fanny Forest" will be up to. This is the name given to a local bathing

beauty who displays the company products—and her own charms. Trouble is they're hired away as soon as their photos appear.

DEL WEBB acquires 20,000-acre Arizona ranch. There aren't very many builders who have \$20,000,000 lying around, or can borrow it, but apparently Del E. Webb Development Co. had it, because they bought this land which lies directly in the northwest and westerly growth pattern of Phoenix. Some day it will be worth four to five times today's cost. In the meantime farming operations will be continued until the land is needed for building.

HBA OF SPOKANE, WASH., recently included some vital data in its monthly sheet to members. It gave the number of completed and unsold homes on the local market, also the number of homes under construction, unsold. There were 406 unsold homes in both categories. The information came from Securities-Intermountain, a member.

"FORECLOSURE SALE ON 20 HOMES, PRICES SLASHED." This was the sobering headline of a recent ad in the Los Angeles Times. It was run by the savings and

WESTERN EDITOR

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3908 Lemmon Ave., Dallas 19, Tex.
Phone: Lakeside 1-2322

loan association which had to take over these homes. Unfortunately there are many situations in this area where builders are in trouble. And, this is happening right in the midst of a building boom. A recent trip through one end of the San Fernando Valley revealed more than 100 homes unsold although they have been completed for months. The quality of the homes seemed to be alright, indeed some had won national awards. But they were all over \$20,000 and in that price class you have to have the right place at the right price and the right time. One contractor said: "A builder does not have to go to Las Vegas to gamble." But maybe he should do his gambling there; he would probably enjoy it more.

WESTERN ADVERTISERS INDEX

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In 5 years, Marty and Ruth Andrews have learned the profitable approach to the remodeling business. Any remodeling-minded home builder can learn a lot from these specialists. Here's . . .



FIRST MEETING: Marty and Ruth Andrews visit prospect (holding colored slides of previous remodeling jobs.) Ruth Andrews writes down what's needed in new kitchen while Marty Andrews draws preliminary kitchen floor plan.

... How they make remodeling

Marty and Ruth Andrews have been successful remodelers for about five years. They're located in an old residential section of Los Angeles where properties are well-kept and the neighborhood has not deteriorated.

Almost every home in their immediate neighborhood needs to be up-dated; and such remodeling is a sound investment because property values are high.

Therefore most of the work of their Bel Air Construction Co. is within a few blocks of the Andrews home, in which they have their office. This house is a showcase for their remodeling talents.

About three years ago they bought the house with the idea of remodeling it for resale. After the work was done, they decided to make it their own home.

Originally the service porch was at the front of the house. The windows over the sink faced the house next door; the eating area was too small, as was the kitchen.

In the original plan, kitchen windows were recessed into the

thick walls. Andrews picked up about 11 inches in the front kitchen wall by placing the windows flush with the outside of the house.

At the entry he changed one of the walls (which had dead air space in the middle) into a cabinet. On the other side he used the extra space for a window seat. Andrews also added six feet across the rear of the house, making two bedrooms larger and providing needed storage space.

The thoroughness with which the Andrewses remodeled their own home is typical of the way they tackle any job.

Armed with a list of key questions, they take their services out of the category of carpentry and plastering. They aren't merely interested in installing cabinets, appliances and wallpaper. They want the kitchen to fit the housewife's way of life—to save her steps and drudgery. (Although kitchens represent about 60 per cent of their volume, the same careful thinking goes into all

other types of work they do.)

Marty Andrews does most of the selling and runs the jobs. Ruth specializes in color co-ordination, kitchen economics, etc. In addition, they have a salesman who works on a commission basis, and an office assistant who also draws plans.

There are practically no financing problems. Customers secure FHA or local savings and loan association money. When extensive remodeling makes it necessary to re-finance a house, Andrews refers the customer to a loan broker who can get commitments for new loans.

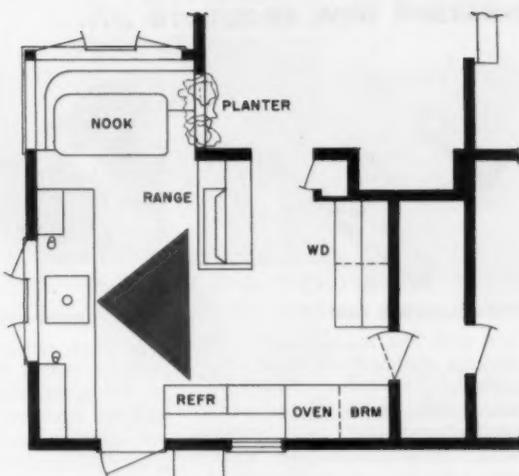
Here's how they handle a typical remodeling job.

When a lead comes into the office, it's logged in a bound book, showing name, address, telephone number, and source. The source is important because it enables the Andrewses to thank the people who send them leads and to promote the good sources in other ways. They do no adver-

(Continued on page 42-V)



BEFORE: kitchen area in the Andrews' home was small and cut off from eating area. Windows over sink faced adjacent house. Service porch was at front with its windows recessed into thick walls.



AFTER: kitchen, eating and service areas were opened into one room. Andrews added 11 inches to front kitchen wall by placing windows flush with outside of house. Cabinet, seat were built in at kitchen entrance.

pay: kitchens are their business



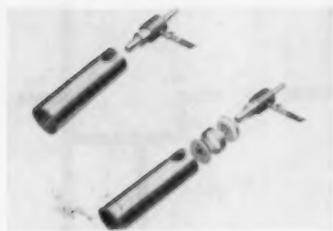
Their own house is a show case of remodeling know-how

REMODELED AREA as viewed from kitchen door. Note large broom closet, storage space under double oven. Narrow recessed windows over old sink area were covered with decorative translucent screens.



NEW DINING NOOK replaced old cut-off eating area. Andrews installed built-in corner seat, new large windows and planter. In right foreground is portion of new range; at left is a section of the counter-top work space.

WESTERN NEW PRODUCTS . . .



Drills concrete faster

Core drill line utilizes surface-set industrial diamonds for wet-drilling reinforced concrete, masonry, stone, blocks, etc. Available in two types: "resettable" and "throw-aways." Drills use circulating water applied through swivel. Diameters range from 1/4" to 14" O.D.—Felker Mfg. Co.

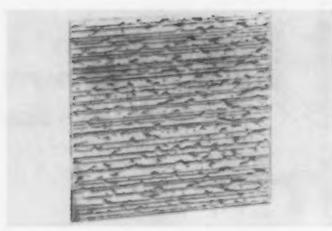
Circle No. 5112-W on reply card, p. 164



Joint runner saves time

Pipe joint runner made of heat-resistant rubber takes hot lead up to 850 degrees. Saves up to 10 minutes on each pipe joint. Tool is self-adjusting, quickly fastens into place. Designed for running joints on soil pipe, vitrified, or cast-iron water pipe.—Perfecto Products, Inc.

Circle No. 5115-W on reply card, p. 164



Give ceilings new look

Forestone acoustical tile features striated surface that makes for attractive ceilings. Paint will not affect sound absorbency. Available in 12" x 12" size, thickness of 9/16" and 3/4". Comes with beveled edges, kerfed and rabbeted. Install with cement, nails or staples.—Simpson Logging Co.

Circle No. 5118-W on reply card, p. 164



Cap protects fence posts

Aluminum cap for fence posts eliminates chamfering of tops, prevents checking of wooden posts. Square-shaped stamping for 4"x4" posts is easy to apply, gives fences trim appearance. In natural aluminum at 20¢ each or brass-colored anodized finish at 27¢.—American Tool & Engineering.

Circle No. 5113-W on reply card, p. 164



Template is inexpensive

This template sells for \$4.95 and mortises all makes of butt hinges on jambs and doors. Designed for use with any electric router using 5/8" template collar and 1/2" cutter. Available in 3 1/2" and 4" hinge sizes. Made of aluminum alloy for protection of router cutter.—Hinge Butt Template.

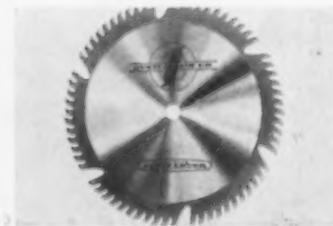
Circle No. 5116-W on reply card, p. 164



Debut sliding glass door

Aluminum-framed sliding glass doors are designed for both exterior and interior partitions. Features include simplified sill tracks, wedged-shaped interlockers for greater weather seal. Sliding panels come with continuous weatherstripping; fixed panels have complete V seal.—Trimview Metal Products.

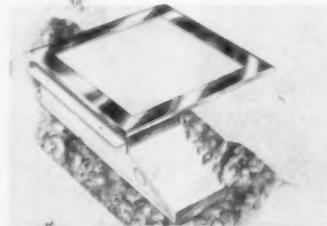
Circle No. 5119-W on reply card, p. 164



Saw cuts tough plywoods

Carbide-tipped saw blade cuts tough, hardwood-faced plywoods with minimum of splintering and chipping. Unique tooth design enables Plymaster to make smooth cuts on variety of materials. For use on table saws, radial arm saws, and panel saws. Available in 8" to 16" sizes.—Systi-Matic Co.

Circle No. 5114-W on reply card, p. 164



Concrete-pour light units

Pre-wired lighting fixtures designed for use in concrete-pour construction are available in 100 and 150 watt units. Removable top on housing allows pre-wiring. Large access plate inside permits wiring after concrete has been poured. Completely factory assembled.—Prescolite Mfg. Co.

Circle No. 5117-W on reply card, p. 164



Dispenses vapor barrier

Polyethylene film now comes in colorful dispenser-type package. This keeps loose ends of polyfilm ready for unwinding and cutting, provides for easier use at job site. Available thicknesses of 1 1/2, 2, 4, and 6 mils in all popular widths.—Extruders, Inc., Subdiv. of Dow Chemical Co.

Circle No. 5120-W on reply card, p. 164

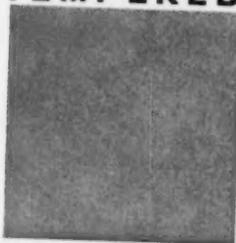
Weyerhaeuser decorative hardboards

build "quick sale" appeal into your homes...



for rich interior designs

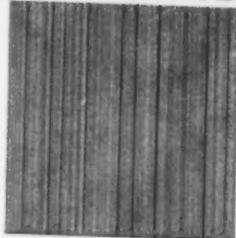
STANDARD TEMPERED WEY TONE



PREFINISHED

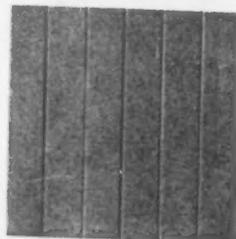
prime-sealed hardboard needs no painting. Baked finish resists stains and wear.

STANDARD WEYTEX



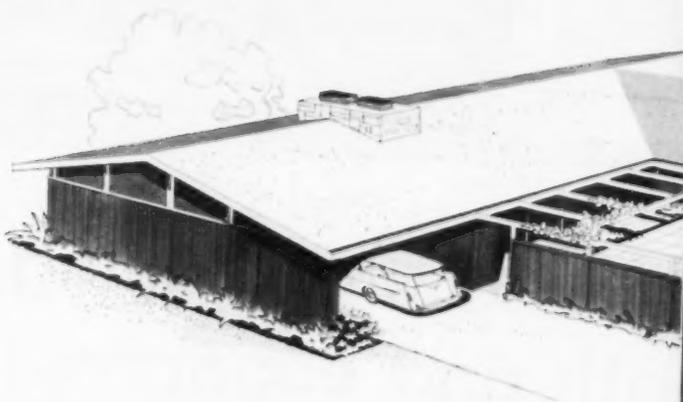
STRIATED

deep striations create handsome irregular ridge effect.



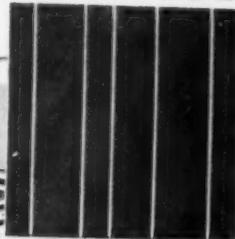
"V" GROOVED

shallow beveled grooves in plank or block patterns.



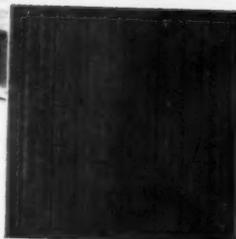
for "all-weather" exterior styling

TEMPERED WEYTEX



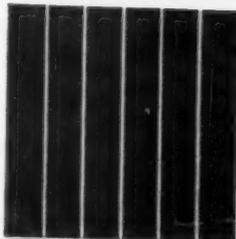
"U" GROOVED

a distinct vertical plank pattern.



STRIATED

shallow combed, rustic wood appearance.



"U" GROOVED STRIATED

rich texture combined with vertical plank effect.



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Columbia-Geneva Steel
Division of
United States Steel

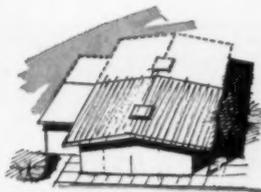


USS IS A REGISTERED TRADEMARK



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It takes less manpower, less time to erect steel buildings. Pre-engineered structural systems and panels of steel enclose buildings faster—cost less than other construction methods. And when the building is completed, you'll enjoy additional saving on maintenance costs as well!



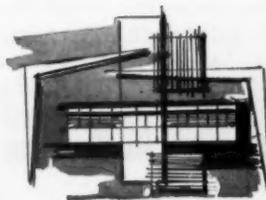
EASY EXPANSION

Adding more area to your existing plant is easy and economical. Precision-made steel components fit perfectly, and cut remodeling time in the bargain. Existing walls can be repositioned with no loss of material and expansion potential is limited only by your property lines.



BONUS SPACE

Post-free clear spans provide maximum overhead clearance and complete flexibility in planning—100% utilization of interior space! In industrial buildings chain hoists may be mounted directly to roof beams, while uncluttered floor area below allows free movement of equipment.

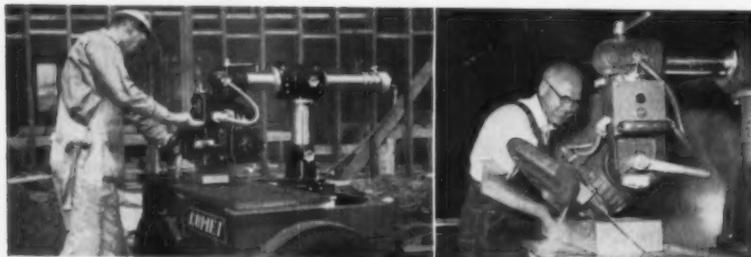


LIFETIME BEAUTY

Architects are opening new design frontiers with steel, using versatile, pre-engineered structural systems—shapes, plates, bars and sheets of USS steel. Handsome buildings may be created in steel—or in tasteful combination with the contrasting textures of other building materials.



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COMET 

**WESTERN
NEW PRODUCTS . . .**



Automatic door closer

Sliding-door closer installs easily, allows full door opening up to 6'. Mounts inside wardrobe for invisible installation. Only two wood screws are needed for the closer unit, and two sheet metal ones for universal bracket. Tension is adjustable to weight of door.—Kelly-Klozer Co.

Circle No. 5121-W on reply card, p. 164

Cuts school heating costs

Heating, ventilating and filtering system is designed to cut costs in school heating. Unit ventilator for each classroom avoids waste in vacant rooms. Installation requires only fresh air duct, connection with gas, electricity and vent pipe.—Williams Furnace Co.

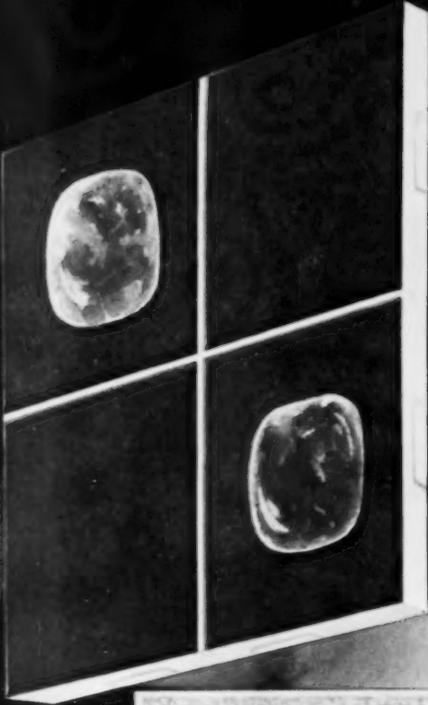
Circle No. 5122-W on reply card, p. 164



Plastic veneer for doors

Plastic veneer provides attractive jewel-like pattern for front doors. Completely weatherproof, Plastidor will not peel or fade. Comes applied to door or in 4' x 8' plywood panels, 1/4" thick. Patterns are adaptable to modern, Georgian, provincial or ranch homes.—California Casement Co.

Circle No. 5123-W on reply card, p. 164



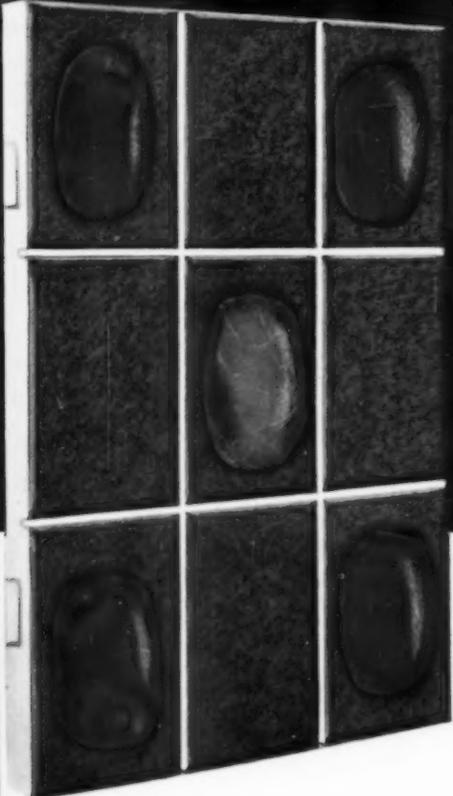
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HERMOSA



new, exclusive
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DENVER

(Continued from page 35-W)

lines, schools and other facilities were installed. The estimated cost to Denver citizens was about \$6 million.

In 1948, the land rush into Denver began in earnest. Population doubled in the metropolitan area. A housing shortage developed. There was very little space left within Denver limits; yet there was an unprecedented demand for home construction.

Developers and builders began to develop the great expanses of land just outside of Denver.

Between 1949 and the end of 1956, seven square miles were annexed to Denver. Developers and builders—and home buyers—were eager to obtain Denver facilities. City officials noted the tremendous tax burden as the cost of extending these facilities mounted. And, since most of the annexed land was residential, the main burden fell on business and industrial property.

The council's first move to equalize conditions came in 1953. They passed an ordinance requiring annexed areas to fulfill certain

building and health standards; to possess proper sewerage and water facilities; and to convey to the city eight per cent of the annexed area for schools and other public facilities.

Successful test case

During that year a test case was initiated by a group of builders and the president of a title company. Burns was among the builders. The group successfully petitioned the city to annex 660 acres of Arapahoe County—providing space for some 1,600 houses.

Between 1953 and 1956 several more areas were annexed. And in mid-1956 another test case came along as the city began to think about requiring an annexation fee.

Burns and another developer, Leon DuCharme, proposed the annexation of a 437-acre tract at the southeast tip of the city. The council passed the measure on the first reading, then reversed itself. This action led to the \$2,000 fee.

Officials of the Denver HBA said the fee would construct an "iron ring" around Denver; planning staff officials said the fee would represent only one-fourth of the

cost to the city of annexation of raw land.

About a year ago, Burns and another builder again petitioned to bring the 437-acre tract into the city—without a fee.

They contended the fee was unrealistic and that the value of industrial property (then existing and to be built) offset the usual argument that residential areas do not pay their own way. This proposal was later dropped. But Burns continued to fight for new annexation.

New proposal under fire

The planning board has recommended against his current proposal for annexation of 240 acres of mixed business and residential land. It contends that commercial and residential areas must stand on their own and that a business area cannot be mixed with a residential area in order to dilute the liability of residential annexation. The final decision rests with the City Council. These officials must decide whether they should interpret the annexation fee strictly or liberalize it.

Ultimately, however, they must decide whether a fee should be charged at all.



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Splitting those big, thick, heavily-textured cedar shakes is a craft. Because they *are* made by hand, no two shakes are ever exactly alike. That is part of their beauty. It also makes *quality inspection* a necessity, because so much depends upon individual care. You can be sure of *full count, full coverage* and *No. 1 quality*, throughout, when you specify shakes bearing the Certi-Split label. Always look for, always insist on, *Certi-Split*—under the bandstick of every bundle!

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550 Burrard Street, Vancouver 1, B. C.



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HE WANTS ECONOMY AND SALES APPEAL

The Country Kitchen is a top quality product in every respect. Its detailing is so exact that installation is simple and low in cost. There are over 300 units in the Country Kitchen line each one designed to meet builder requirements and to delight the buyer. *This kitchen sells homes!*

CONSUMER



SHE WANTS BEAUTY AND CONVENIENCE

There is nothing quite like the Country Kitchen for buyer appeal. From the woman's point of view, pride of home ownership begins and ends in the kitchen. Gorgeous Native Red Alder cabinets with their antique copper pulls glorify the kitchen in any home, new or remodeled.



It's exactly what they all want in a kitchen for today's home

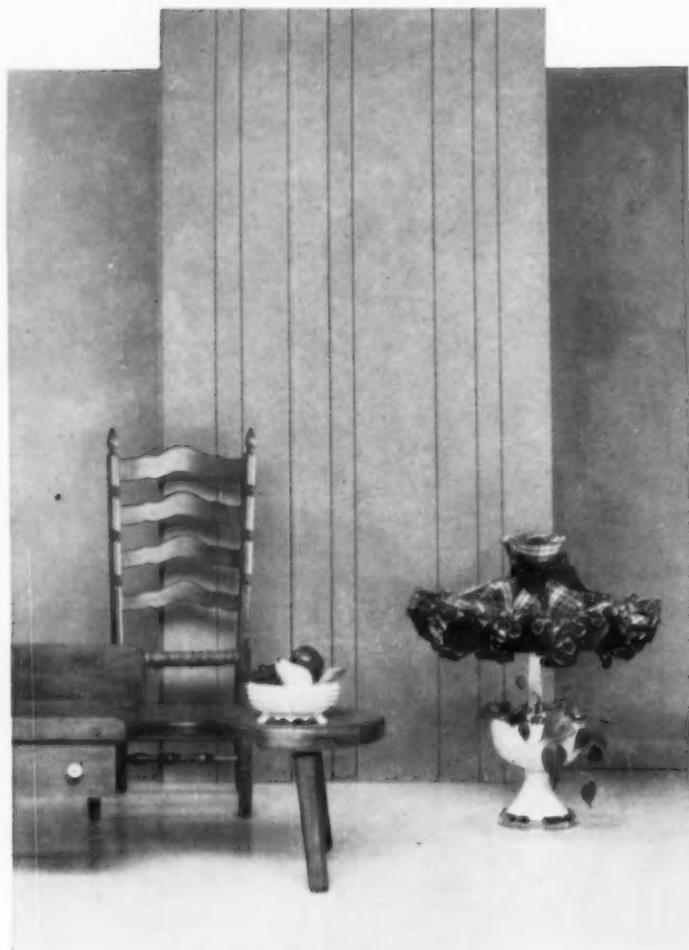
Cabinets in beautiful wood, finished to perfection, have no equal in kitchen design. No other wood quite matches the dramatic color and grain of Native Red Alder. We have a sample for you just to prove our point. Please send for it.

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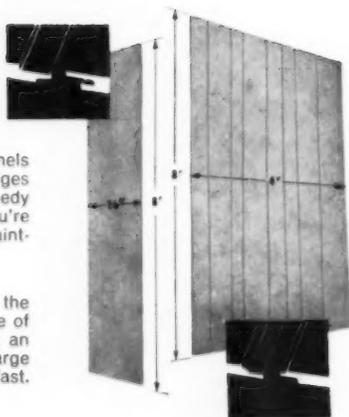
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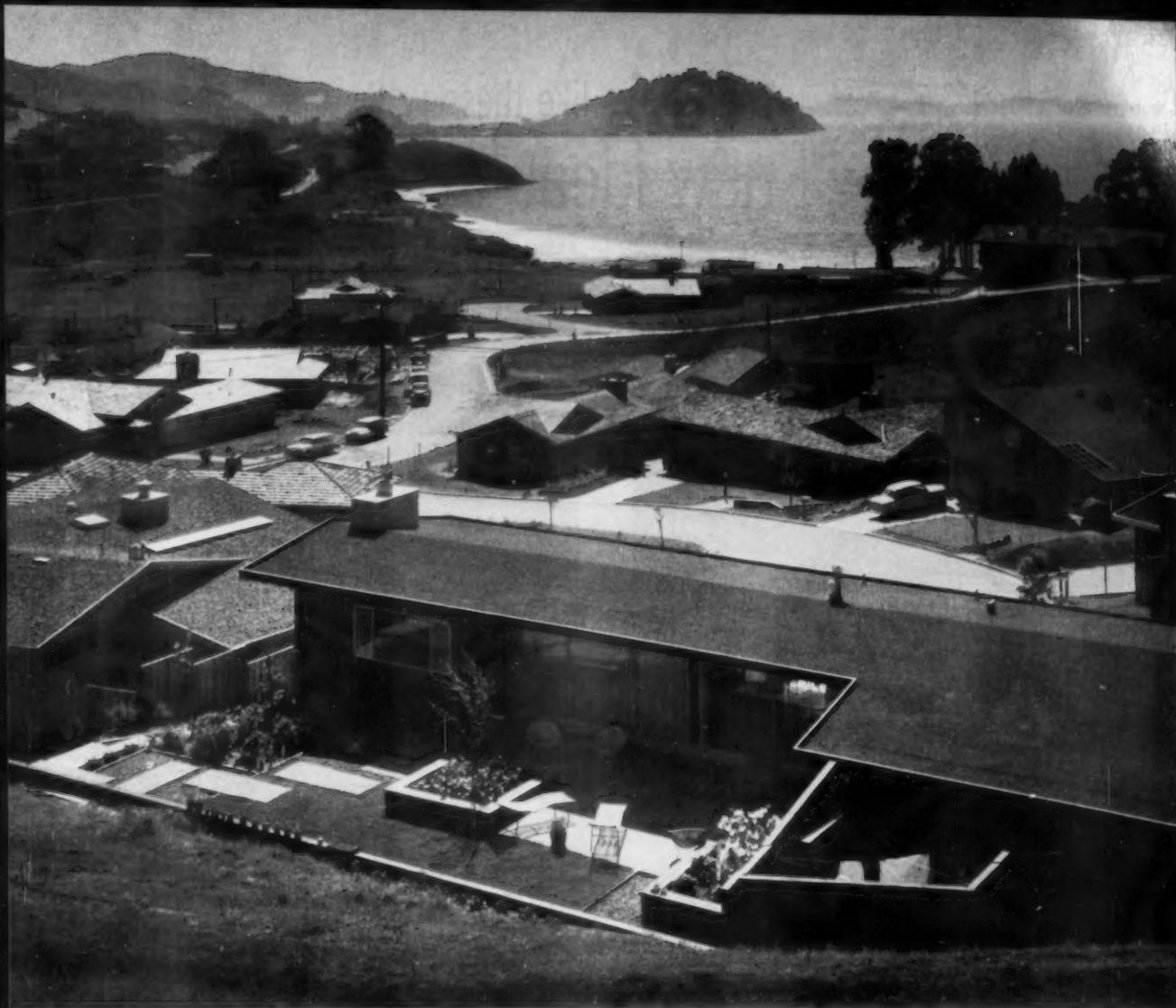
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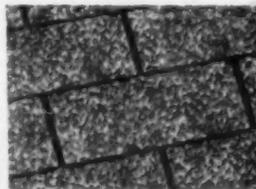
Over 20 U.S.G. sales offices and plants serving western building.



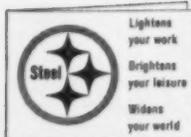
Throughout the West you find U.S.G. products and systems at work. You find U.S.G. preferred on the majority of jobs, and for very good reasons. The work moves along quickly, profitably. Materials maintain constant high quality, orders are filled on schedule. Imaginative, time-saving U.S.G. systems cut labor cost, produce better construction when the job's done. Like to hear how U.S.G. can help you meet your building problems? Write: 2322 W. Third St., Los Angeles 54, California, Dept. ABW-93.

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New Dependability for Doors. Steel doors like these are formed from durable USS Galvanized Sheets by Aeromotive Metal Products, Inc., San Jose, Calif. and Seattle, Wash. You can depend on USS Steel for lasting advantages in a variety of handsome products available in the growing West today.



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Products of steel make Western living better. That's why Western purchasing agents and manufacturers depend on USS Steel for quality, strength and durability. All these, plus expert metallurgical service, are yours when you call any United States Steel representative.



New Poise for Produce. This produce table is formed from USS Cold Rolled Sheets by Daley Store Fixtures, of Menlo Park, California—one of thousands of Western manufacturers who choose USS Sheets for finer products for markets, home and industry.

New Device for Dairy Delivery. Neither bending, banging, bumping or beating can stay the sturdy milk delivery basket from completing its daily rounds. These carriers are formed by Rehrig-Pacific, Inc., Los Angeles. Strong, versatile USS Manufacturers' Wire gives these and other Western wire products lifetime durability.



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CEMEX, hydraulically-molded slabs of Portland cement bonded wood fibres, can be used for roof decks, ceilings, walls, partitions, almost any structural or decorative use. CEMEX can be nailed, sawed, painted, or plastered, and delivered overnight to any western jobsite, *installed easily on the job by any competent contractor.*

YOU'VE SEEN THIS PICTURE before, but we are suggesting that it's worth another look. Lab tests (and very independent ones, too) have proved conclusively the load-bearing strength of CEMEX, and now we're just a few steps away from general building code approval.

Imagine what you'll be able to do to building costs when you use 32" x 96" x 4" CEMEX panels for full *load-bearing* wall construction.

And then add the extras—the benefits to your clients—of incombustibility (and no hollow walls to act like flues), of high insulation, of sound absorption and sound deadening, of plastering (if you want to plaster) *without* lathe or additional bond.

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CEMEX is what you make it

Aside from cost considerations, Architects Smith and Voorhees selected Cemex for the Lela Howland Grade School, Eagle Grove, Iowa, to take advantage of Cemex' decorative and acoustical properties.

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Los Angeles 46 CRestview 6-6236

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OF ARIZONA, INC.

Kenneth Raetz, Executive Vice President
CEMEX of Arizona, Inc.
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This ↑ model house was the best

Lionel V. Mayell, pioneer builder-developer of co-op apartments, used a home builder's top merchandising aid—a model home—to sell his Whispering Waters suites.

On a busy street in Pasadena, Calif., about two blocks from where the 30-unit co-op was to be erected, he built this model apartment home to show prospects what a typical 2-bedroom unit would look like. Results: the co-op was almost sold out before construction began. This apartment sells for \$33,500. Monthly carrying charges of \$72 include gas, light, electricity, water, taxes, gardening.

Co-ops are gaining in popu-

larity on the West Coast. The two main reasons: monthly costs are much less than they would be in running a home in the same price range; generally, co-ops are built in choice locations, near big shopping centers with good transportation. Individual homes in similar locations would be economically unsound.

Mayell has built other co-ops all over the West. At the present time, he's also building in St. Petersburg and Winter Park, Fla.

HOW IT WILL LOOK: 30-unit co-op will have water landscaping, air conditioning, provisions for outdoor living in each unit. Cost of the building: \$1 million.





1.



2.

◀ **MODEL HOME** was built to show prospects typical two-bedroom unit. Suites boast fully-equipped electric kitchens with dishwashers and garbage disposals.

Large rooms, luxury features are sales aids

1. 2-bedroom unit plan
2. Living-dining area
3. Master bedroom bath
4. Master bedroom



3.



4.

salesman for this | 30-unit co-op



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LOWEST COST • SERIES TC



TOOL COMPARTMENTS

Adaptable • Versatile • Economical. Series TC Rugged Tool Compartments are designed so that you can mount them on any pickup truck or flat bed vehicle. Buy them any way you want them. Individually or in pairs with or without part trays. They convert the most ordinary pickup truck into an efficient workable service vehicle by adding lockable carrying space for tools, parts and other equipment without sacrificing loading area. 1/2 Ton Pickups require TC-72 and 3/4 Pickups require TC-84. Complete mounting instructions are furnished with TC Tool Compartments so that they can easily and economically be transferred when you replace your truck.

OPTIONAL EQUIPMENT

- Overhead Ladder racks
- Vise Brackets
- Pipe Carrier with tension clamps
- Sliding Steel Covers, etc.

Write Utility Body Company or telephone your nearest distributor for complete information.

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SERIES U-56
CROSS COMPARTMENTS



MODEL UB-T



MODEL UB-X



MODEL UB

**WESTERN
NEW PRODUCTS . . .**



Dividers stay in place

Polyester room dividers and panel screens have floor-to-ceiling tubing which holds them in position, eliminates fastening. Translucent 3' x 6' panels are suitable for both indoor and outdoor use. Framed to provide space at top and bottom.— Styline Products Co.

Circle No. 5124-W on reply card, p. 164



Valve has safety device

Valve regulates water temperature and volume for children. Also diverts water from tub to shower. Safety stop prevents temperature from passing pre-set level. Entire valve is outside the finish wall. Fixture can be readily installed during remodeling.—RCB Mfg. Co.

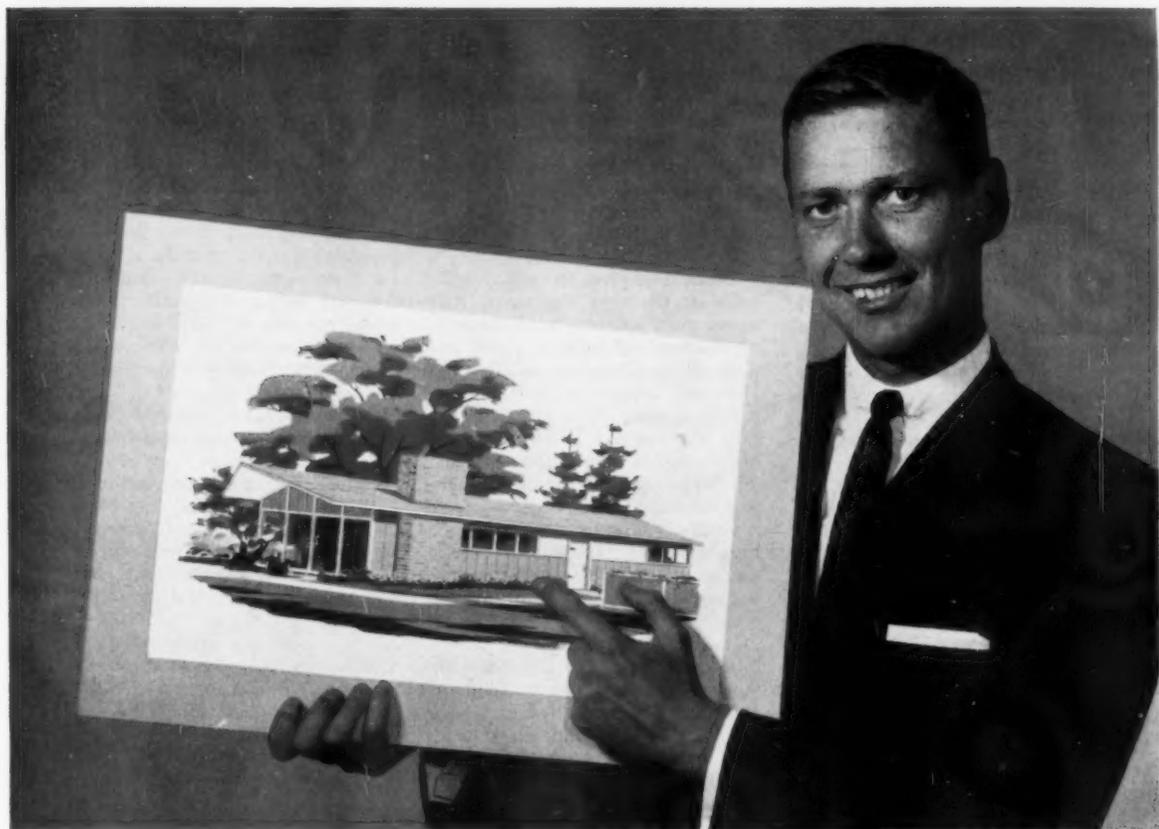
Circle No. 5125-W on reply card, p. 164



Gives wood a dry finish

Watco natural wood finish has deep penetrating compound which prevents surface coating or filming. Compound leaves surfaces dry and satiny, will not gum up in warm temperatures. Made for oil, flat and Danish-type finishes. Is nonflammable and non-toxic.—Watco-Dennis Corp.

Circle No. 5126-W on reply card, p. 164



NEW IDEA in board and batten speeds construction, cuts costs!

It's easy! Just use Pabco Asbestos-Cement Board 4' x 8' or longer instead of narrow woodboard. Each big sheet spans *four* studs, 16" o.c. For every four feet of wall, you handle just one piece of material. And, only half as many nails are required on intermediate studs! Jobs go even faster since Pabco Asbestos-Cement Board can be scored and snapped. No sawing required.

You get a better finished job, too. Unlike wood, Pabco Asbestos-Cement Board can't warp, shrink, or crack. It's termite-proof, water-proof, fire-proof, rot-proof, vermin-proof. Paint goes on faster, covers better, lasts years longer. Virtually maintenance-free, Pabco

Asbestos-Cement Board sidewalls can be a big selling point with your customers.

Good looking? Your Pabco representative has color slides that prove it!

The most versatile building material since wood, Pabco Asbestos-Cement Board has countless uses inside and outside every type of building. Available in two grades: Pab-Flex flexible grade board . . . Pab-Rok utility grade board. Use them on your next job and be money ahead.

PABCO BUILDING MATERIALS DIVISION

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Send today for free Pab-Flex and Pab-Rok Booklet. Contains illustrations of various uses, architectural specifications, complete product data, including sizes and thicknesses.

PABCO

ASBESTOS-CEMENT BOARDS

REMODELING

(Continued from page 42-D)

tising and get their leads from satisfied customers, utilities, suppliers, etc. Because their area is a good one for remodelers, they have a lot of competition and frequently find they must bid competitively.

Usually, the first call they receive is from the housewife who wants to get a price for the work that must be done. Marty Andrews tries to find out whether or not the prospect's husband is in accord with the idea. If not, he tries to make his first appointment at night when the husband will be available.

During the first meeting, he gets enough information to quote an approximate price for the job. This allows him to find out if the prospect wants and can afford the job; how it will be financed; if there is a competitive bid.

To illustrate the kind of job he can do, Andrews takes along a 3-D viewer with color slides of his previous jobs. He's found color slides do the best selling job.

While the housewife is looking at the slides, Andrews makes a floor

plan of the kitchen to scale. After the decision is made as to what work will be done, he draws the room as it will appear after remodeling. When the prospect is satisfied with preliminary drawings and approximate price, Andrews makes up a complete plan.

After he gets bids from subcontractors, he draws up a contract, and has the customer sign it.

Because he gives an approximate price at the very beginning, Andrews must estimate what the subcontractors will charge. Long experience enables him to do this. However, before the final contract is signed, he calls in the subs for firm bids on any items where he questions his own estimate. Usually he gets subs to bid on cabinets and electrical work.

Andrews uses a Polaroid camera to photograph the kitchen before the remodeling begins. These photos remind him and his draftsman what's in the kitchen while they're planning the new setup.

If a salesman develops the job, Andrews makes the price estimate from the preliminary plans which the salesman brings in. As soon as the salesman is almost sure the job will go through, Andrews visits it

in person before preparing the final contract. Like most remodeling contractors, Andrews is unwilling to delegate to anyone else the responsibility for making final bids. The salesman, together with either Marty or Ruth Andrews takes the contract to the owner for signature.

Although appliances are involved on most of their jobs, the Andrews don't try to make a profit on them. They usually send the prospect to a wholesale house where they can select the items and pay for them directly. This pleases the customer and eliminates a lot of bookkeeping.

Sometimes it's necessary to convince a customer that what he has in mind is unwise in view of how he intends to use the new facilities. "This can be tough," says Marty Andrews, "especially if we want to spend more money and there is competition for the job. But after a job is finished, the customer thanks us for our suggestions."

The Andrews ask these questions to find out what work should be done: how do you want to live in your new kitchen? What are your habits? Do you do a lot of baking? Will you serve meals on the patio?

PREVIEW—FIRST ALL NEW SLIDING WINDOW DESIGN



ALL-NEW RADCO Universal Window

A New Kind of Sliding Glass
Window with

*New buyer appeal—
new installation savings:*

1. Universal—fits frame, concrete block, post-and-beam construction.
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Competitively Priced For The
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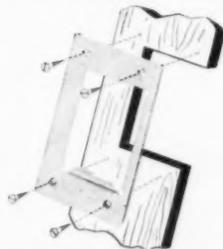


RADCO PRODUCTS, INC.

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For Mortising All Makes
of Butt Hinges on Jamb and Doors



- **ADAPTABLE**—In sets of 3 for 2 or 3 Hinge installations. Extra plates can be added for Dutch or odd size doors.
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SALES POWER TO YOUR HOMES!

Colorful, smartly-styled floors of Vina-Lux are potent sales helps to the merchant home builder. And, after the house is sold, this low-cost vinyl-asbestos tile makes day-to-day living easy and pleasant.

Investigate Vina-Lux — ask your flooring

contractor to show you samples of this outstanding residential flooring. Available in 42 colors, 5 sizes and 3 thicknesses.

Write for full information on Azrock's Model Home Program: Display floors, "hidden value" signs, identification cards, advertising and publicity.

Vina-Lux is a nationally-advertised product.



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SEPTEMBER 1959

43



AND TITLE INSURANCE

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To make certain mortgages are readily marketable, look for the most familiar trade mark and company signature in the title industry on the title policy.



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Home Office - Richmond, Virginia

CAPITAL, SURPLUS AND RESERVE OVER \$20,000,000



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For the ultimate in all-weather service and efficiency, PELLA WOOD MP WINDOWS are available

with insulating glass. All hardware is either aluminum or stainless steel.

Whenever the job calls for insulating curtain wall construction . . . investigate the advantages of working with PELLA WOOD MP WINDOWS. See our catalog in Sweet's or mail coupon today. Distributors throughout the U.S. and Canada. Consult your classified telephone directory for name of nearest PELLA distributor.

Pella wood
 multi-purpose
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• **ROLSCREEN COMPANY**, Dept. KB-33, PELLA, IOWA

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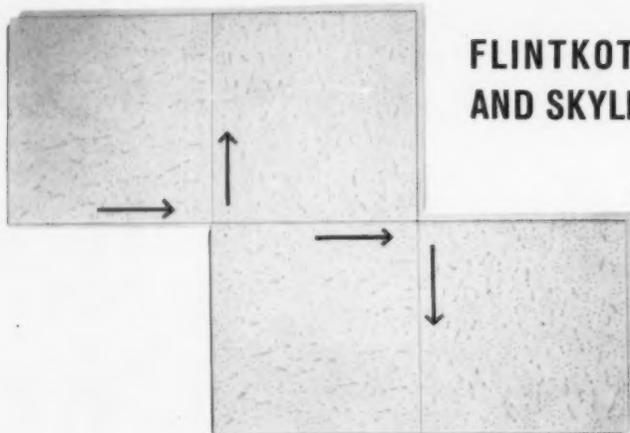
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ANNOUNCING



FLINTKOTE'S NEW CREVATEX AND SKYLINE® ACOUSTICAL TILE...

with exclusive new installation and decoration features that are made to order for you and your home-buyer prospects!

EXCLUSIVE "TWIN-TILE" FEATURE IN CREVATEX TILE—Tile comes with two design directions in a single unit—each non-repetitive for superb high style. "Twin-Tile" feature cuts installation time in half because you install two pieces of tile at once!

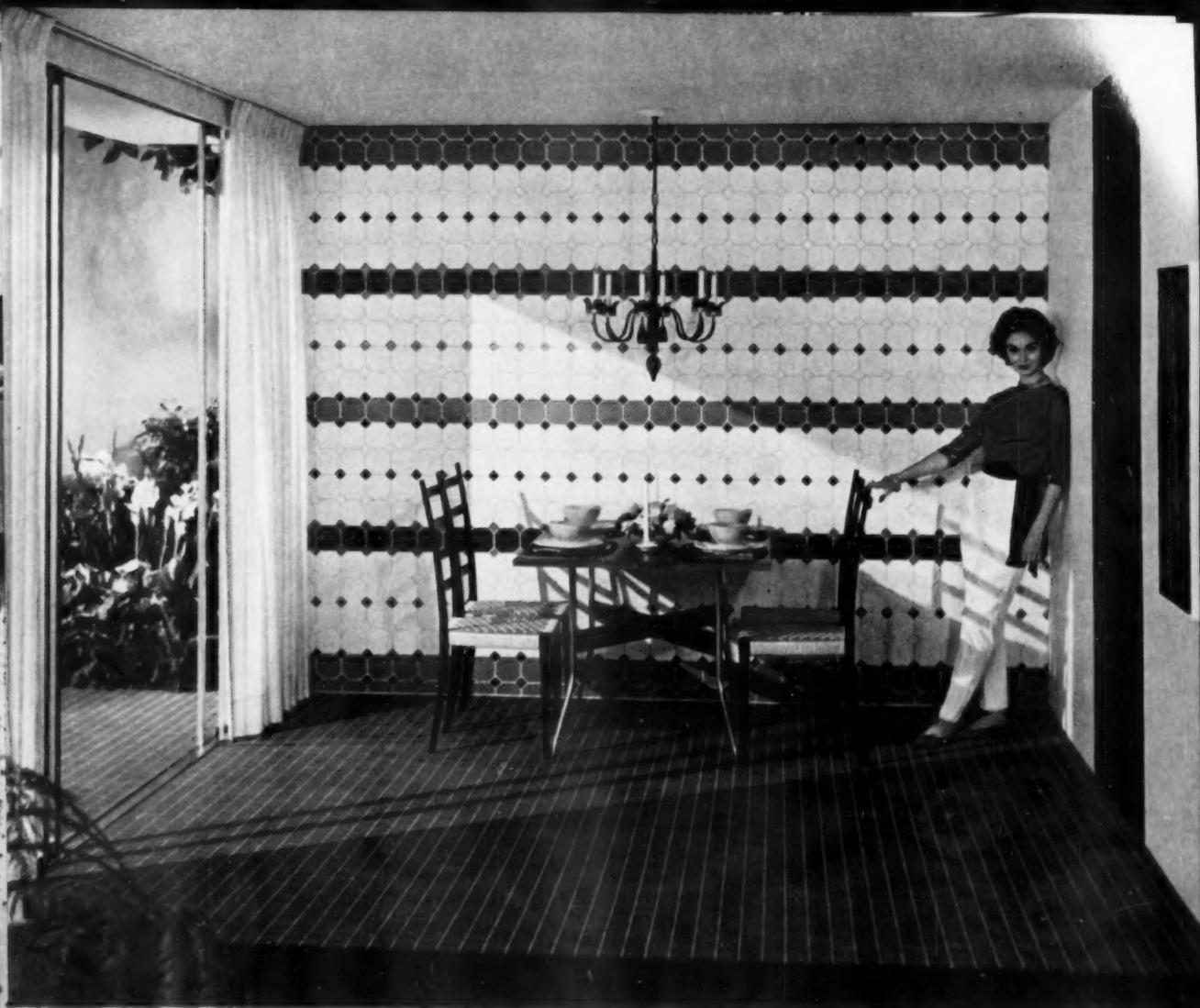


EXCLUSIVE "FOUR-PATTERN" FEATURE IN SKYLINE TILE. Tile comes in four beautiful star-design perforation patterns. 1200 to 1500 perforations per tile in star clusters eliminate mechanical look, improve styling.

For complete information and samples, call your Flintkote supplier or write: The Flintkote Company, Building Materials Division, 30 Rockefeller Plaza, New York 20, New York.

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A dining room of distinction, designed by Emily Malino Associates. Wall is 4 1/4" Octagon and Dot in 56 Leaf Green, 345 Cr. Cobalt and 365 Cr. White. Floor: 1 1/10" x 2 2/10" Oblongs, Azure Textone. Color Plate 89.

New look for dining rooms ...new lift for sales

Ceramic tile works the magic... creates a dining room that glows with jewel-bright color, sparkles with care-free beauty—adds a dramatic new sales feature to the homes you build. And with American-Olean's exciting tile colors, new textured surfaces and cost-saving scored designs, decorative possibilities are endless.

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Please send me full color Booklets: 1020, "Crystalline Glazes and Scored Tile"; and 450 "Color Planning with Ceramic Tile"

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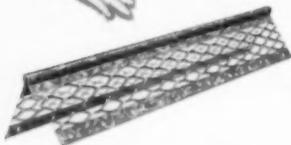
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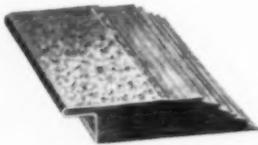
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This toddler's room features Aristoflex-Confetti #773.

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There's nothing like the extra-value of a luxury-look floor to march your prospects right to the dotted line. You'll be happy to know Matico Tile is economical . . . low in cost, inexpensive to install, with long-time carefree use. It meets all applicable Federal Specifications.

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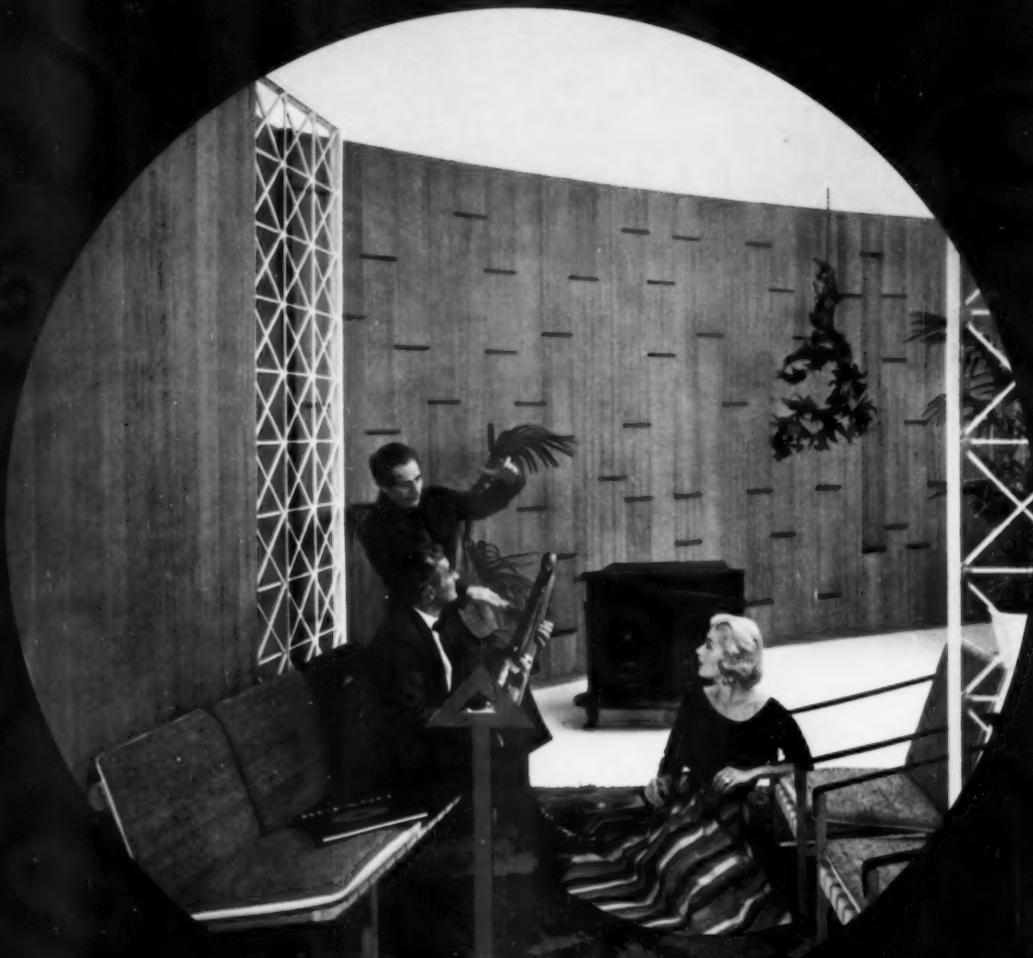
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For less cost than most ordinary materials, you can panel walls with "America's most treasured wood" — redwood. Kiln dried Simpson La Honda redwood lends itself to curves, angles or special wall designs. A designer-planned assortment of top grades in flat and vertical grains, one side surfaced—the other resawn, provides rich, contrasting textures. Now available in 8' lengths with no more than two layers of nested shorts in each dust-tite package. Sizes are $\frac{3}{8}$ " nominal thickness in 4", 6", or 8" widths. See your local Lumber Supplier soon for full details. Mail coupon on fourth page of this insert for further information about La Honda Redwood paneling. Simpson Redwood Company, Arcata, California.

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*Repaintability of deep-fissured
Forestone gives you extra sales appeal.*

Acoustical ceilings help sell homes . . . and so does color. You can repaint Forestone* to match your decorative plans or leave it in the original soft-white finish. Your buyers can likewise redecorate whenever they wish—and still retain the high acoustical efficiency and deep-fissured beauty.

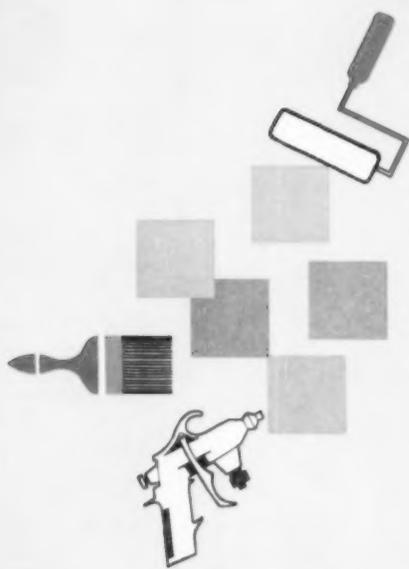
Forestone quiets rooms beautifully—absorbs up to 70% of all sounds striking it. Your own crew can install it quickly, easily. Check Sweet's File or see your Lumber Supplier for full details. Simpson Logging Company, Shelton, Washington

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Your prospects will be mighty impressed by an attractive and functional family-room finished in Simpson Redwood Plywood. Deep-toasted V-grooves enhance the natural warmth and beauty of "America's Most Treasured Wood" . . . and help disguise door edges when the storage space between wall studs is not in use. Check your Lumber Supplier and investigate Simpson Redwood Plywood soon. Check Sweet's File or mail coupon on back of next page for free 16-page, full color Simpson Plywood Catalog. Simpson Logging Company, 2301 N. Columbia Blvd., Portland 17, Oregon.

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Simpson Redwood Plywood for Sandwich Wall Panels

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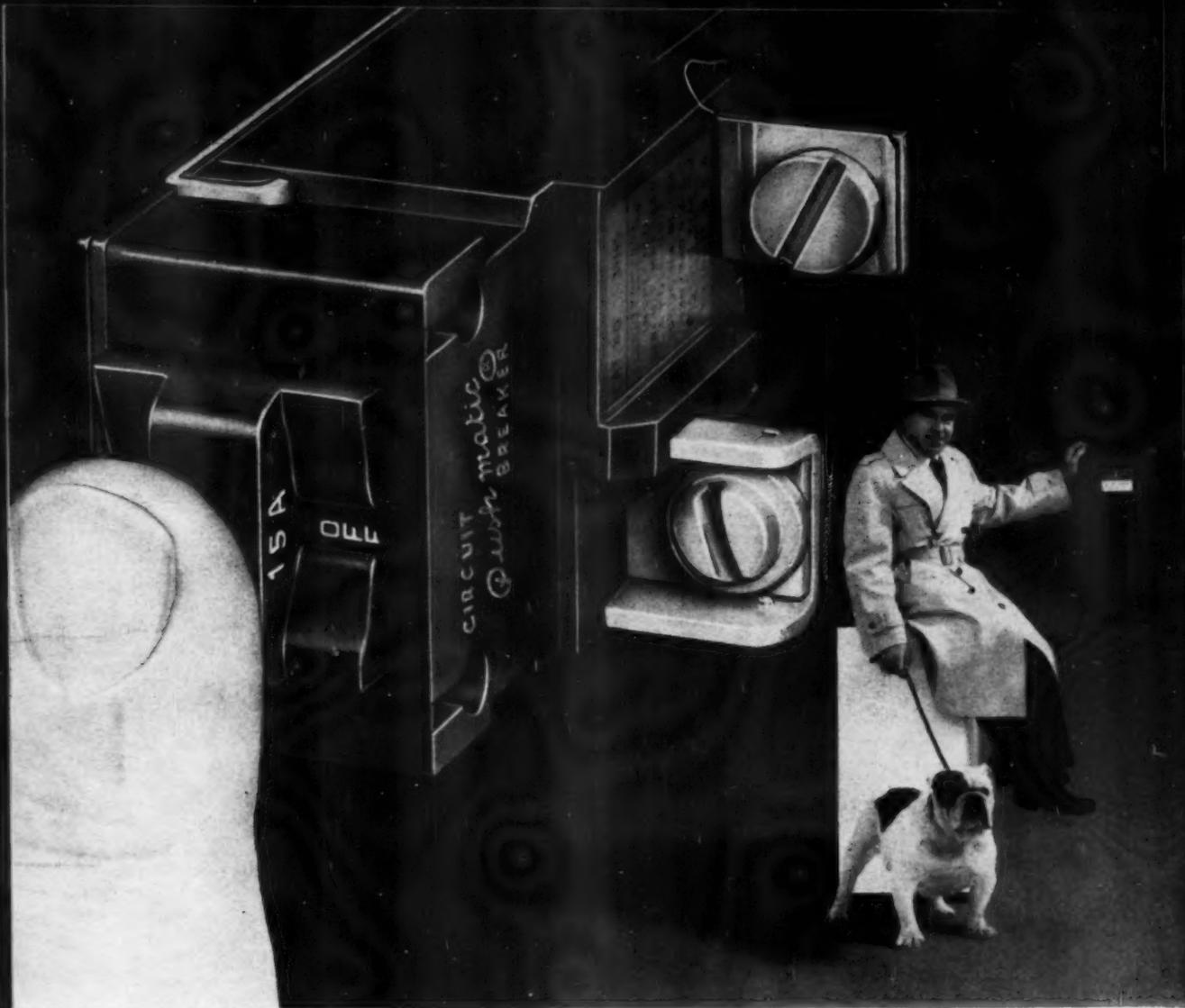
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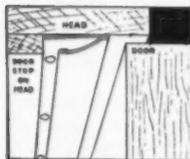
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Extruded Aluminum & Durable Vinyl

Perfect for wood or metal doors. Made of sturdy, extruded aluminum and tough, durable vinyl. Comes completely packaged with necessary strip, nails, screws and instructions. Available with or without extruded aluminum and vinyl DV-1 Door Bottom.



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Automatically spaces itself when properly placed against door stop. A smoothly-operating, economical packaged set for all standard doors. Aluminum or bronze—with any door bottom or threshold desired. Nails, screws and instructions furnished in each set.



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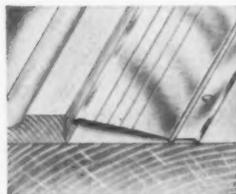
For ALL doors. With silvery-satin or Albras finish—will not rust or tarnish. Furnished in standard lengths—28", 32", 36", 42" and 48".



Up automatically to clear carpet easily when door opens.



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All-metal weather strip in handy rolls. 8 widths in either stainless steel or bronze. Features built-in tension, embossed nail zone and hum-proof edgel.

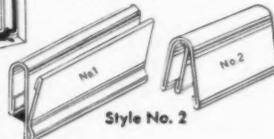
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Style No. 1

Style No. 2



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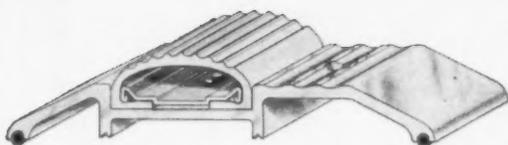
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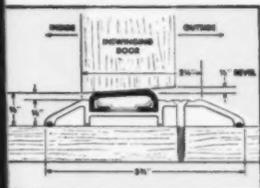
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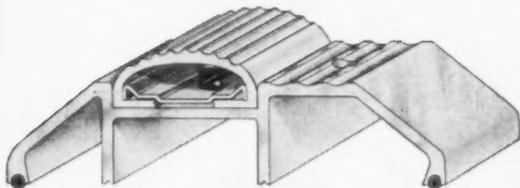
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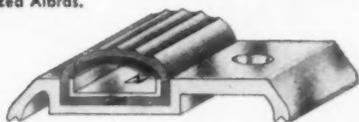
M-D EXTRUDED THRESHOLDS



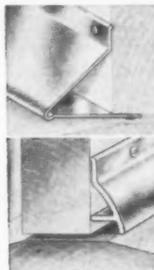
AP-3 3/4 —America's most popular threshold with replaceable vinyl insert. Note vinyl calking strips under each leg, which may be removed if the use of Nu-Calk Calking Compound is preferred. Available in Alacrome or Anodized Albras.



AP-118—(above) Designed especially for thick pile rugs. Has vinyl calking under legs, as well as replaceable vinyl insert. Available in Alacrome or Anodized Albras.



AP-158—Threshold of sturdy, extruded aluminum with replaceable vinyl insert. Can be used on bottom of door or on top of wood threshold. Available in Alacrome or Anodized Albras.



M-D DRIP CAPS

Prevents rain from draining or blowing under door or wood casement windows.

A Available in DCA Aluminum or DCA Albras. Holes punched, nails furnished—comes in any length.

B New, heavy duty extruded aluminum drip cap. Packed in individual poly tube. Available in natural Alacrome and in 3 permanent Anodized finishes. Standard lengths 32", 36", 42" and 48".



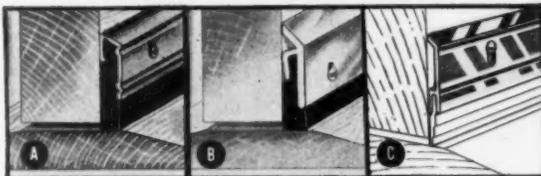
M-D CALKING COMPOUND

Nu-CALK Speed Loads

World's finest calking compound available in loads, with or without nozzle . . . hand squeeze tubes . . . or 1/2 pt., pt., qt., and gal. cans. Also 5-gal. and 55-gal. drums, gun or knife grade.

M-D Nu-Glaze GLAZING COMPOUND

Always sets to rubber-like consistency. Clean, easy to handle. Use and recommend with complete confidence that it always "stays put." Packed in 1/2 pt., pt., and qt. cans, 25 lb., 50 lb., 100 lb. and 880 lb. drums.



M-D DOOR BOTTOMS

A M-D Numetal Door Bottom made of extra thick wool felt and heavy gauge stainless steel, brass or aluminum. Standard lengths—28", 30", 32", 36", 42" and 48".

B M-D heavy duty extruded aluminum and felt door bottom in Alacrome or Anodized satin, bright or brass colors, in all standard lengths.

C M-D extruded aluminum and vinyl door bottom—in natural Alacrome or Anodized Albras finish—in all standard lengths.



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EXCEPTIONALLY WATER-RESISTANT ceramic tile adhesives provide fast bond-strength build-up, yet offer ample open time for work at normal pace. 3M tile adhesives trowel like butter, permit grouting on the same day. Test CTA 11 and 12 yourself!



COST-SAVING COVERAGE is easily and quickly achieved with 3M Vinyl and Rubber Tile Adhesive—up to 225 square feet per gallon. Wood block flooring adhesive EC-194 covers about 40 square feet per gallon. They're ideal for above-grade wood, concrete or radiant-heated floors.



QUICK-GRIP Roltite® brand contact cement keeps laminated plastic counter tops from warping or peeling! Highly water resistant; provides exceptional coverage; eliminates need for clamps, presses or other heavy equipment. Available either as solvent or water-based compound.



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Kitchen dining area. Notice how clean whiteness of Insulite Roof Deck matches appliances and tables.



Home is built on three-foot module with four roof heights. Highest is over the living room.



Photos by Ernest Silva, courtesy Living for Young Homemakers

Builds Japanese-type masterpiece with Insulite Roof Deck throughout

Before even selecting a lot, Ernest Silva, owner of this unusual home, spent five years doing research on Japanese architecture.

It's easy to see that his builder, Ralph Lill of Rochester, N. Y., and architect David Leavitt, A.I.A., have helped him make the most of his ideas. They have also helped Mr. Silva take full advantage of Insulite Roof Deck's exceptional decorative and practical characteristics throughout the home.

Inside and out, its clean, white finish adds to the beauty of this remarkable home. Insulite Roof Deck's 4-in-1 functional advantage economically provides decking, insulation, vapor barrier, prefinished ceiling—all in one. Its superior washability enables it to retain its bright, new appearance.

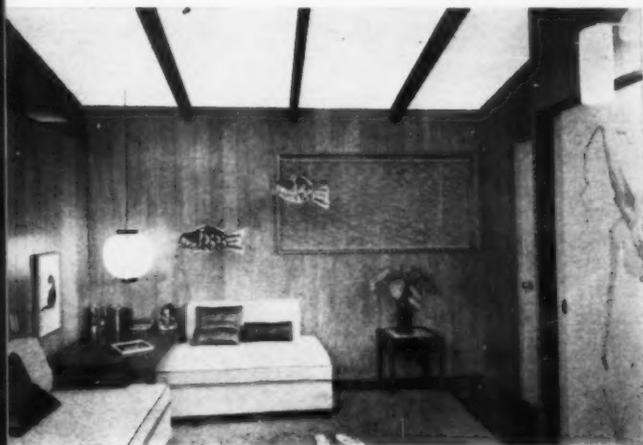
Save money, add beauty like this to homes you build with Insulite Roof Deck. See your lumber dealer for facts, or write: Insulite, Minneapolis 2, Minn.

build better, save labor, with

INSULITE® *Roof Deck*



Insulite Division, Minnesota and Ontario Paper Company, Minneapolis 2, Minnesota



Oriental influence is built into every room of home. Note how Insulite Roof Deck blends with decor.



Night photo shows how Insulite Roof Deck provides a built-in feeling of continuity throughout.

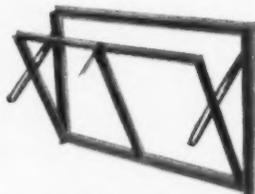
Builder Ralph Lill (left) and owner Ernest Silva are extremely pleased with Insulite Roof Deck. Mr. Lill says, "It's easy to work with. Goes on fast."



**MAKE EXTRA PROFIT
ON NEW AND REMODELED HOMES
WITH DONLEY BASEMENT DOORS
AND WINDOWS**



It's more than a basement, it's a truly useful *extra room* that really appeals to home buyers . . . when you install the popular Donley Basement Door! Tricycles, trash, friends and frisky children can be routed directly to the outside through a convenient Donley Basement Door . . . an extra sales feature that means extra profits for you! This new stepsaver is equipped with a torsion bar spring for easy fingertip control. It opens at a touch from inside or out . . . stays securely open . . . locks from the inside. Other features include rigid 12-gauge steel construction, weathertight flanges and threshold. Shipped with sides detached for easy job-assembly, this standard-size unit is quickly installed in new or remodeled homes.



DONLEY BASEMENT WINDOW

Accurately welded and factory fitted for tight closure, this unit features adjustable ventilator stops, positive locking device. Available in three standard sizes; putty or puttyless.



DONLEY UTILITY WINDOW

This popular unit is ideal for shops, garages, storerooms and similar applications. Operating features and construction same as described above. Wall opening 32" x 42 $\frac{3}{4}$ ".

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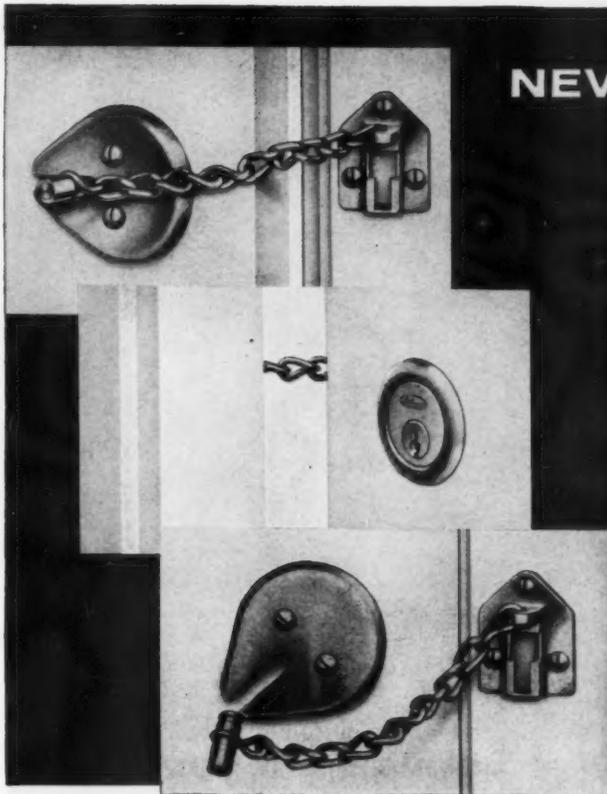
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 UTILITY WINDOWS

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COMPANY _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____





NEW

DORGUARD

- ▶ **SECURITY:** Permits identification before admission
- ▶ **CONVENIENCE:** Allows entrance by key from outside

Lockwood's DORGUARD provides a new feeling of security for the whole family. Ideal where small children may rush to answer the door bell . . . for elderly folk . . . or for the lady, home alone. DORGUARD permits identification of a visitor with complete security. Chain cannot be removed from outside without key, but can be easily removed by the occupant.

AND what convenience! Members of the family can enter at any time—a turn of the key releases the chain. Easy to install, too—just one hole required.

- ▶ DORGUARD can be furnished keyed alike with Lockwood residential locksets at no extra charge.

*New
Visual Appeal*

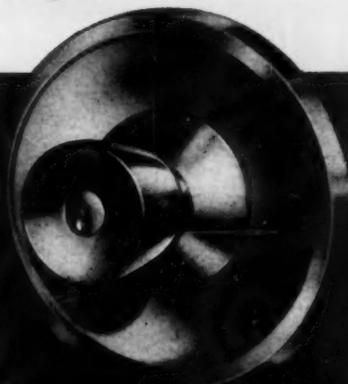
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LOCKWOOD 'R' Series

• **Can be keyed alike with DORGUARD**

Here is double-barrelled sales appeal . . . the best-looking, best locking, easiest to install lockset in the low-cost field plus handsome, unique DORGUARD. And they can be keyed alike singly, in pairs, or in any number of combinations.



**No. 572 decorative trim plate
with Thunderbird Design 'R'
Series — 5-pin tumbler cylinder,
all steel mechanism, all functions.**

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LOCKWOOD

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New system can save you dollars!

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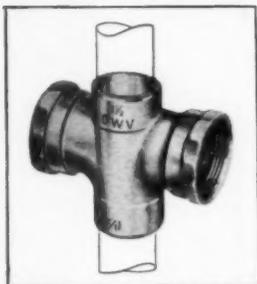
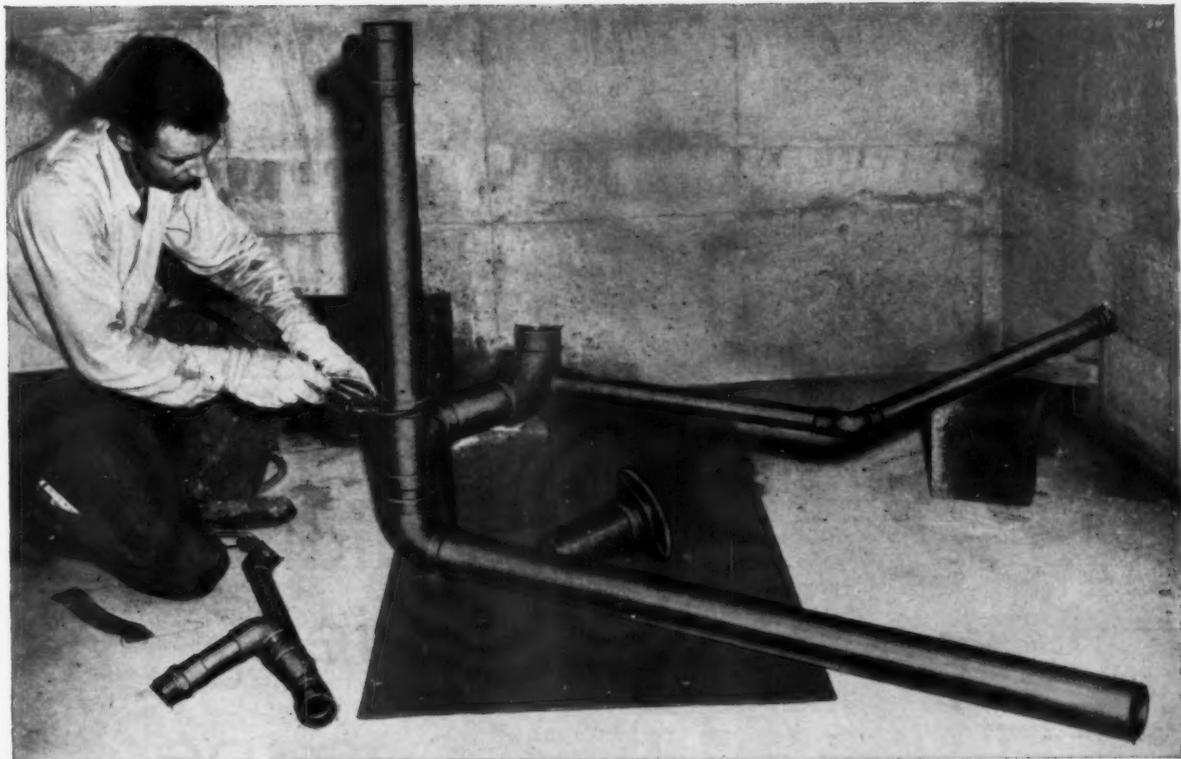
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® **COPPER TUBE AND FITTINGS for soil, waste and vent lines**

Available through plumbing wholesalers. Products of The American Brass Company



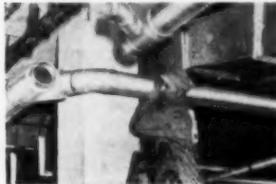
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enclosure
quicker,
easier &
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All in one carton—a single unit that lets you add a fully framed glazed door and filler panel enclosure to a shower stall in a matter of minutes!

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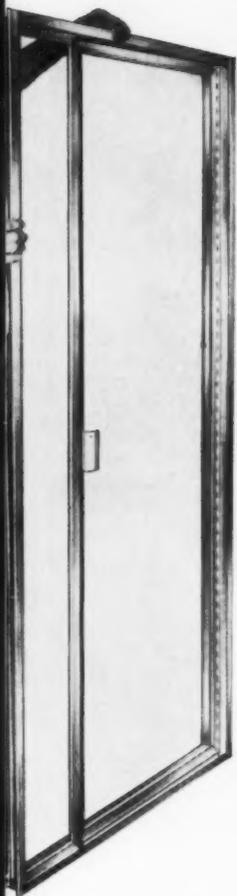
PreHung "Monterey"

will save you money...send

FIAT

FIAT METAL MANUFACTURING COMPANY FIVE COMPLETE PLANTS: Plainview, Long Island; Franklin Park, Illinois;

Since 1922...First in Showers Packaged Showers • Doors • Floors • Toilet Room Partitions



NOTE: This enclosure is designed as the perfect companion to the FIAT Pre-Cast Terrazzo floor, or any type built-on-the-job shower stall.



PreHung "Monterey" is ready for installation ... saves hours of costly labor ... replaces cut-and-try. Unit is reversible so door can be hung from left or right.

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Just set in position and mount with eight screws. And that's it! There's plenty of room for adjustment— $\frac{3}{4}$ " on each side of frame (total $1\frac{1}{2}$ ") to handle openings out of plumb.

Shower Enclosure



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FIAT METAL MANUFACTURING COMPANY
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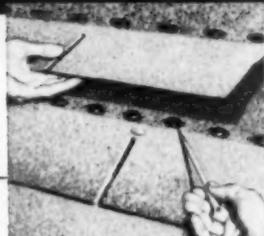
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In ad after ad in the Saturday Evening Post we're telling prospective homeowners that Bird Wind Seal Shingles give them more wind and weather protection than any other for the money —

Are you using them as a plus sales value on your homes?



The sun sets these spots of adhesive into sticking action, sealing every Wind Seal Shingle down in a mighty grip.

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Shreveport, La. • Charleston, S. C.



Exclusive! Back is grooved to "balance" surface striations, resist warping. Rounded striations are snag-proof.

*U. S. Patent No. 2,782,468

Only Georgia-Pacific adds a handsome sand-colored topcoat to Striated plywood at the factory. Serves as a finish for either exterior or interior use—or as a base coat for custom colors. Saves on-the-job paint costs. For details and samples of G-P Factory Coated Striated, call your local G-P source or write today.



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3/8" or 5/16" in 4'x8' panels

INTERIOR
5/16" in 4'x8' and 4'x10' panels.
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There's nothing in the world like wood



| *bright spot in building cost picture*

As the cost of building materials continues to edge upward, builders can find comfort in the money-saving features offered by the newer materials. The extensive line of Dow Building Products, for example, is all designed, in one way or another, to save money in installation

costs. This may take the form of time saved, elimination of materials ordinarily used, simplified fabrication or less wear and tear on men and machines. In any event, these chemically engineered materials put more value into your construction . . . more profits in your pocket.

SCORBORD® TAILORS INSULATION TO JOB—BUT FAST!

Pre-scored insulation proves its ability to cut fitting time as much as 80% in foundation perimeters, cavity walls.

Dow's specially developed insulation for foundations, perimeter heating ducts and cavity walls is rapidly gaining popularity with builders for two reasons. First, it delivers *permanent* insulating efficiency, even where moisture is a severe problem. Second, its pre-scored, snap-off feature enables workmen to

insulate an entire foundation in minutes.

A brief examination of the material reveals why Scorbord† scores with builders. Each cubic foot of Scorbord contains countless air cells, each independent of the others. This fact, plus the basic low heat conductivity of the material, makes Scorbord an impassable barrier to water and water vapor . . . gives it excellent insulating characteristics. Once installed, Scorbord retains its unusually high insulating efficiency, year after year.

In each big 2' by 8' board of Scorbord there are three clearly marked pre-scored lines, each running the full

length of the board. By a slight pressure of the hand, Scorbord can be snapped off 4", 12" and 21" from one side to form a number of commonly used widths. This feature eliminates measuring and cutting, permits workers to speed the job. Scorbord can be easily cut to fit irregular shapes with ordinary hand tools such as a saw or knife.

An F.H.A. materials release has been issued on Scorbord and it is now readily available from building supply houses throughout the nation. For more information, including a how-to-do-it brochure, write to the address at the bottom of the next page.

†Patent applied for



**SARALOY® 400—fits
vent stacks like a glove**

At last—one of the fondest wishes of all roofers has been granted! Saraloy 400, an elastic flashing that defies the attacks of weather, can be fabricated right on the job to conform to any contour—or cut to fit any shape. It expands and contracts with other building materials . . . stays serviceable years longer than other flashing materials.

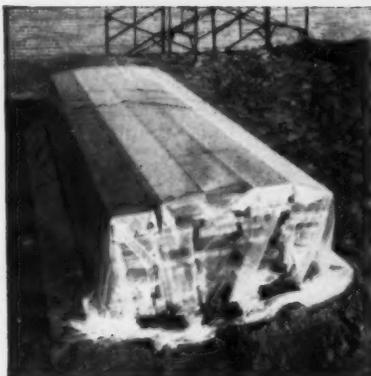
Saraloy 400 can be bonded to all materials commonly used in roof construction, is ideal for protecting vent stacks, chimneys, sumps, fascia and all types of joints. It won't corrode, crack or peel.

**ROOFMATE*—new insulation and
moisture barrier in one package**

The most recent innovation in roofing materials, Roofmate combines outstanding resistance to water and water vapor with rugged durability. It forms its own moisture barrier, prevents vapor build-up throughout its long service life, reducing blistering and leaks.

Roofmate is lightweight—easy to handle and install. It is supplied in standard roof sizes . . . unpackaged, and bundled in 38 lb. lots . . . can be easily fabricated with ordinary hand tools. Hot bitumen can be applied directly over Roofmate without a protective covering.

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POLYFILM. Dow's high quality polyethylene film serves as a moisture barrier, temporary enclosure or tarp. Packaged in handy box that saves unused film, time and tempers.

STYROFOAM. Many builders now construct fully insulated walls with new masonry-insulation-plaster method. Styrofoam makes an excellent plaster base, eliminates both furring and lath.



WHAT ELSE IS NEW? One sure way to keep abreast of important new developments in building materials is to keep an eye on the rapidly growing Dow Building Products line. For more information about any of the products discussed here, write to us today. THE DOW CHEMICAL COMPANY, Midland, Michigan, Plastics Sales Department 2203D9.

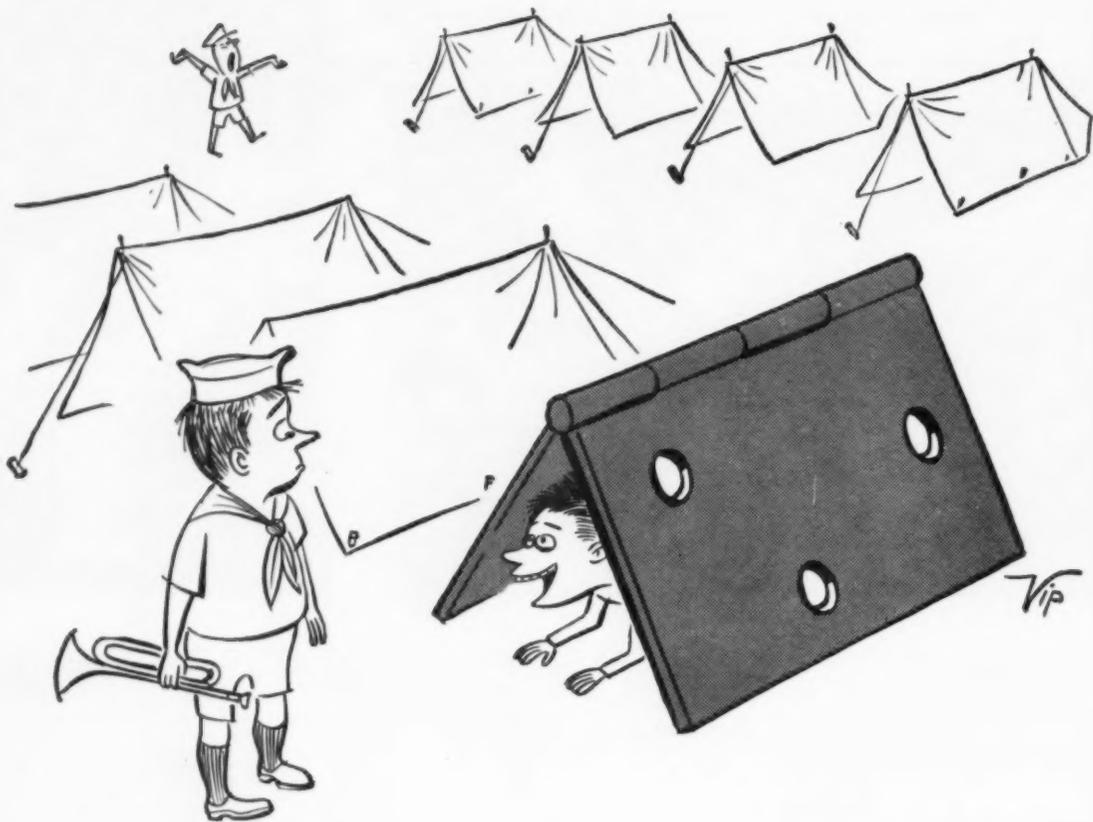
**Build permanently and profitably with
DOW BUILDING PRODUCTS**

SCORBORD® (Patent applied for) • STYROFOAM® • ROOFMATE®
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Midland, Michigan





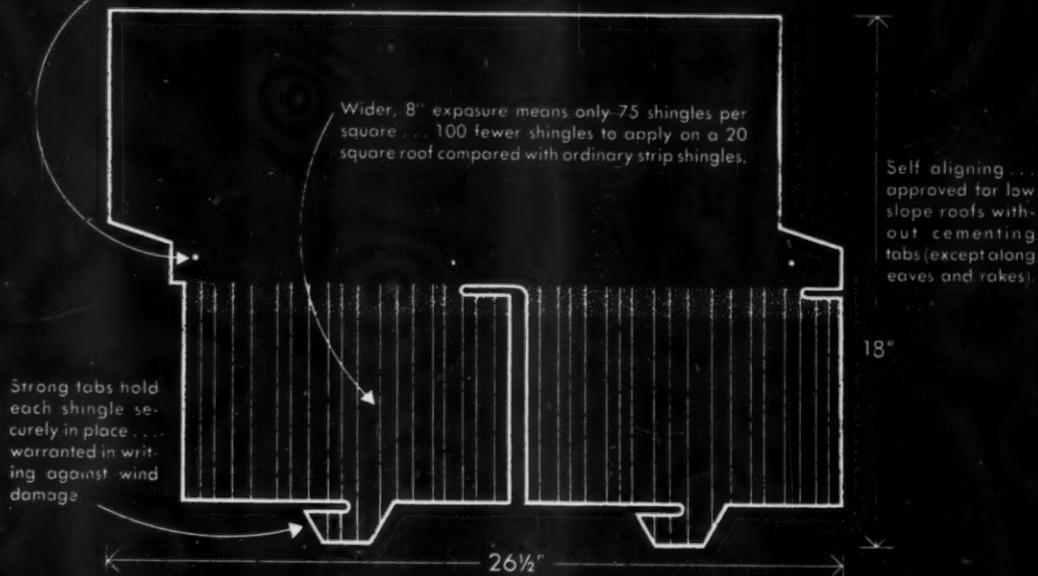
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The Lok-Tab is another product originated by Ruberoid and designed to improve new

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THE MEDITERRANEAN, typical Centex home, has 1677 sq. ft., under roof, 1½ baths. Centex building projects are currently under construction in Chicago, Dallas and Hawaii. In the Chicago project alone, 50 SKILSAW Power Saws are used exclusively.



50 SKILSAW POWER SAWS HELP NATION'S LARGEST BUILDER GIVE MORE HOUSE *for less money!*

In 1958 alone, the huge Centex Company put up an astounding total of over 3200 homes. And their plans call for even more this year.

One of the big reasons for this spectacular success is their continuing search for the "cheaper, faster, better way."

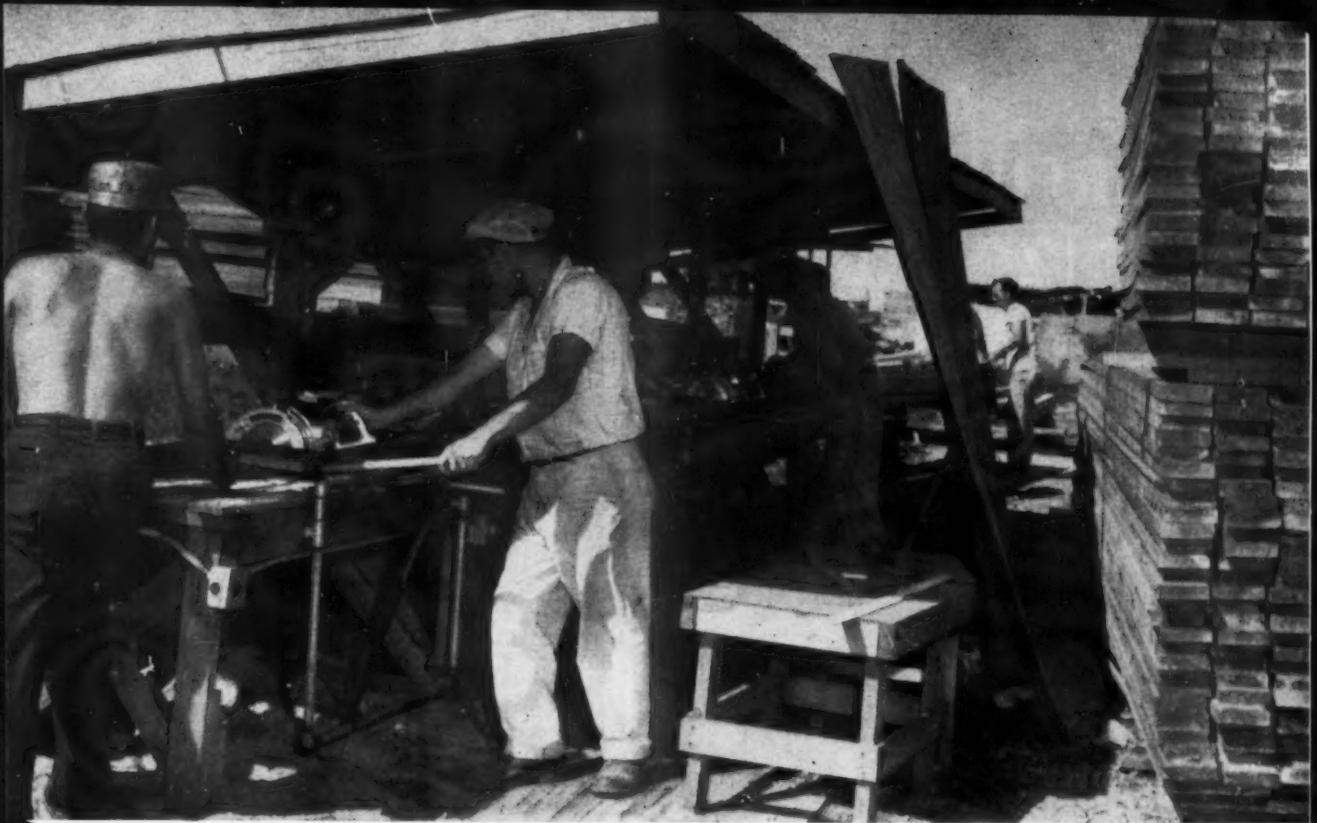
This helps explain why today's largest U. S. home builder is able to give buyers more house for less money.

And it also explains why they chose rugged, dependable Model 77's—50 of them—as the exclusive portable saws for use in their giant Elk Grove project in suburban Chicagoland.



TWO NEW HIGH SPEED SKILSAW POWER SAWS (7¼" Model 857 and 8¼" Model 858) give you all these important new features:

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Combination of SKILSAW Model 77's and this ingenious gang-sawing station saves Centex more than \$1000 a week pre-cutting and notching rafters, studing and floor joists at the 6000-unit Elk Grove, Illinois, project.



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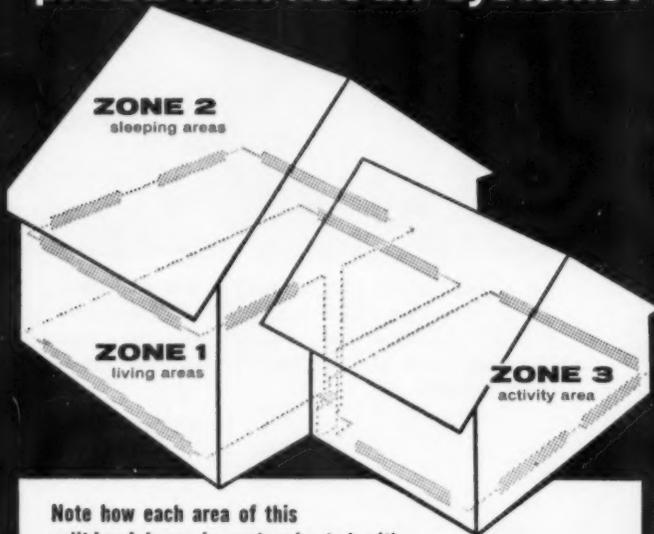
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Add glamour, protection and sales appeal to your new homes!

The
NEW **Mind-O-Light**[®]

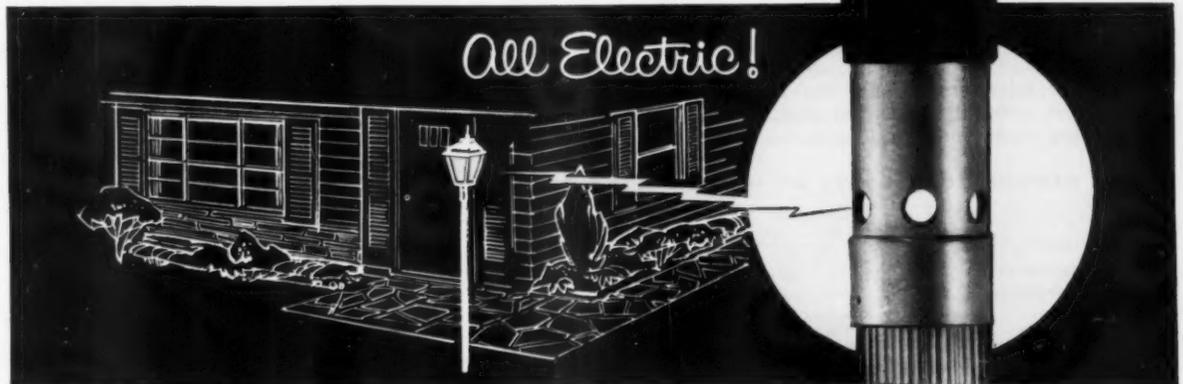
Completely Automatic!

It turns post lights **ON**
at dusk...**OFF** at dawn!

Now, equip your new homes with outdoor lighting that is automatic! Provide illumination and protection all night long when it's needed, then turn the lights off during the day, when they are not. The new Virden Mind-O-Light does it all automatically! No wasted current. No valves! Perfectly safe!

Here's an inexpensive "light idea" every new home buyer will want! What's more, it's a demonstrable feature, one that will set your new homes apart.

Easy to install on any new or existing standard 3" post and post light. Quality made by Virden. Fully guaranteed for one year. Available in aluminum or black finish, with or without convenience outlet. 5 amp. rating. Your Virden distributor has the new Mind-O-Light in stock now. Ask him to show it to you. Or mail the coupon today for full details plus a complete showing of the Virden line of post lights and posts.



Another "light idea" from



virden
LIGHTING

A division of the John C. Virden Co., Cleveland, Ohio
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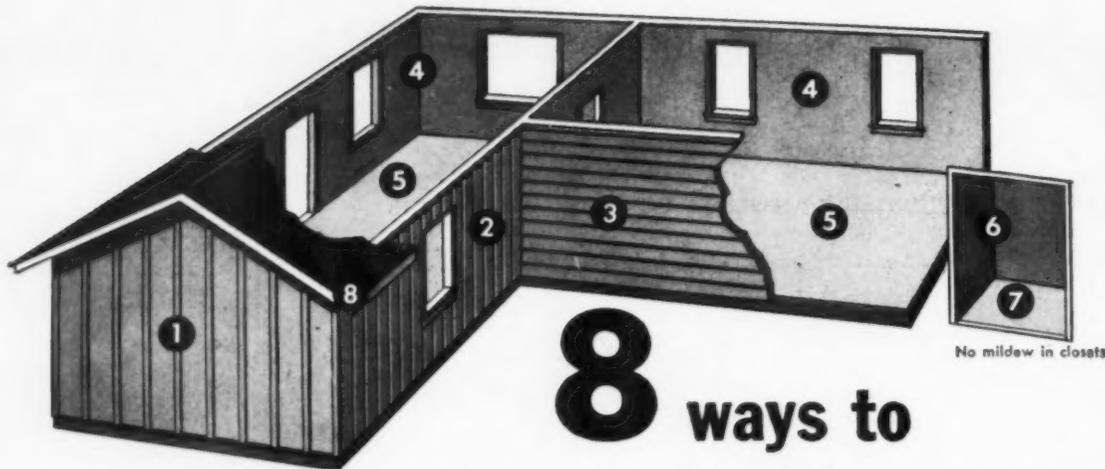
Virden Lighting, Dept. AB
5209 Euclid Ave., Cleveland 3, Ohio

I want to know more about your Mind-O-Light. Please send me complete details. (Brochure 124)

Name _____

Address _____

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8 ways to increase building profits with increased quality

Let's get down to dollars—on a 3-bedroom house—with 1200 sq. ft. of exterior wall surface, 3000 sq. ft. of interior wall surface, 960 to 1144 sq. ft. of floor area. Here's how Homasote Boards—with the highest quality in their field—can save you money over other standard building materials...

- 1 SAVE \$204 to \$929** with Homasote $1\frac{1}{2}$ " Board-and-Batten Exterior Walls... Provides high structural strength and top insulation value; holds paint 20% longer.
- 2 SAVE \$164 to \$889** with Homasote $\frac{5}{8}$ " Grooved Vertical Siding... Provides even greater insulation value than #1; beautiful in appearance.
- 3 SAVE \$103 to \$828** with Homasote $\frac{5}{8}$ " Reversible Siding—in 12" width, with 10" exposure. If used with clip, there are no exposed nails—no danger of rust stains.
- 4 SAVE \$270 to \$462** with Homasote Interior Walls. No need for door or window trim... Keeps out dampness—stops mildew, bathroom noises and glare... Makes the whole house quiet and rest-

ful... Ideal surface for paint or wallpaper.

- 5 SAVE \$32 to \$38** with Homasote $\frac{5}{8}$ " Sub-Flooring—in Big Sheets 8' x 12'. Adds insulation; reduces noise; keeps dampness away from finished flooring.
- 6 SAVE \$25 to \$37** with closet walls of $1\frac{5}{16}$ " Homasote. Keeps closet dry; provides added sound-deadening between rooms.
- 7 SAVE \$9 to \$12** with closet flooring of $\frac{3}{8}$ ", $1\frac{5}{16}$ " or $\frac{5}{8}$ " Homasote—instead of finished flooring. Increases mildew-protection.
- 8 SAVE \$19 to \$26** by making facia and rake molds from pieces cut out from door and window openings. (Two pieces of $1\frac{5}{32}$ " glued together make strong $1\frac{5}{16}$ " thickness.)

**FREE —
HOMASOTE'S
COST-REDUCTION
ANALYSIS**

Send us one of your best-seller house plans. (It will be treated in strict confidence and returned to you.) We will be glad to give you the exact cost—in your area—for using each of these eight products on that particular house. You incur no cost or obligation.

Remember — Homasote products give you *new selling features* as well as lower costs.

Get the facts! Other progressive builders have taken advantage of our *free* COST-REDUCTION ANALYSIS. We haven't yet failed to prove our case to their great satisfaction. Send your house plan to Dept. J-3.

REDUCE YOUR COSTS BY \$458 TO \$1504 PER HOUSE

	1 Homasote Board-and-Batten	2 Homasote Grooved Vertical Siding	3 Homasote 12" Siding
4 Homasote Interior Walls	\$204 to \$ 929	\$164 to \$ 889	\$103 to \$ 828
5 Homasote Sub-Flooring	270 to 462	270 to 462	270 to 462
6 Closet Walls	32 to 38	32 to 38	32 to 38
7 Closet Floors	25 to 37	25 to 37	25 to 37
8 Facia and Rake Molds	9 to 12	9 to 12	9 to 12
	19 to 26	19 to 26	19 to 26
	\$559 to \$1504	\$519 to \$1464	\$458 to \$1403

Further savings occur, because application of materials is not included in above prices. Homasote Boards—in a wide variety of sizes, forms and thicknesses—reduce application costs.

HOMASOTE COMPANY

TRENTON 3, NEW JERSEY

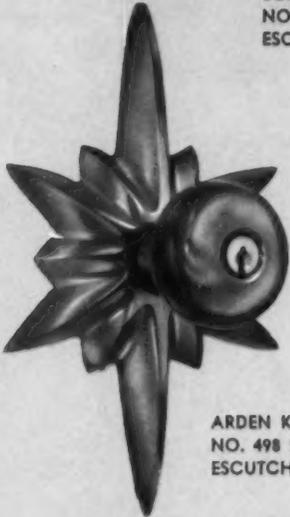
Homasote of Canada, Ltd., 224 Merton Street, Toronto 12, Ontario



**JUST PENNIES MORE THAN THE CHEAPEST
...DOLLARS LESS THAN THE HIGHEST...**



SONIC KNOB
NO. 486 SQUARE
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DORIC KNOB
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NATIONAL LOCKset



**only the finest quality
lockset gives you all
these advantages**

- Skillfully-styled knobs and escutcheons to blend with every type of architecture and decor.
- "Panic-proof" design to permit emergency exit when inside knob is turned right or left, even when locked from the outside.
- Pin tumbler lock construction to assure maximum household security.
- Emergency release on bathroom doors to prevent accidental "lock in" by children.
- Cold-rolled steel lock case and mechanism (no die cast parts) to provide troublefree service, long-term lock life.

The quality that's inherent in NATIONAL LOCKset reaps big dividends . . . striking beauty, added safety and security, greater convenience in use, longer dependable service without "call backs" for costly repairs. Naturally, NATIONAL LOCKset quality costs a little more than the very cheapest, but the few pennies it takes are well worth the extra value.

Medalist

**HARDWARE DIVISION
NATIONAL LOCK COMPANY
ROCKFORD, ILLINOIS**

Distinctively new CABINET HARDWARE CREATIONS by Medalist



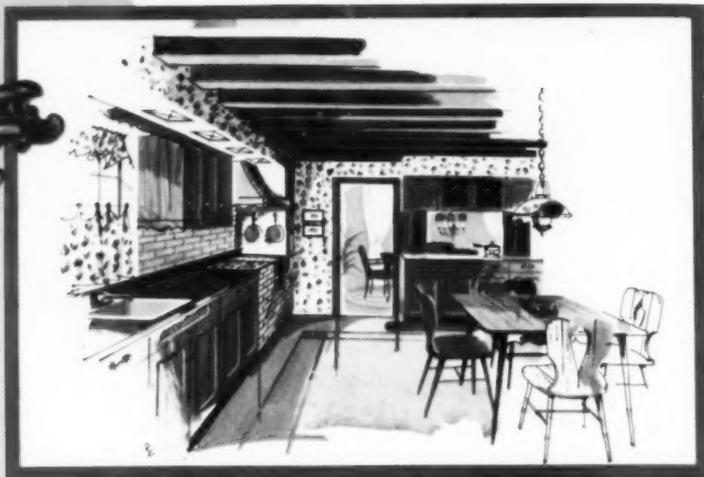
Provincial



Capri



Custom



This Period Inspired hardware treats cabinets and built-ins like fine furniture

Closely examine the quality features of Medalist cabinet hardware. Note the fresh designs of the "Capri" and "Custom" lines . . . the skillfully reproduced "Provincial" line . . . so correct, right to every authentic detail. Shown here are only a few of the many modern and period cabinet hardware groupings by Medalist.

Complete HOME-MERCHANDISING AIDS PROMOTION KIT available FREE!



Complete kit contains sample lockset display card, key presentation folder, knob hanger, hand-out folder, cabinet hardware hang-tags, consumer folder and newspaper mats. They're designed specifically for use with open house events and model home showings. Also included is a full-color brochure describing how decorative and functional hardware can be used most effectively. These many selling aids explain why quality hardware by Medalist was chosen for the prospective buyer's new home. Order blank facilitates ordering reasonable quantities for distribution to builders. Write to . . .

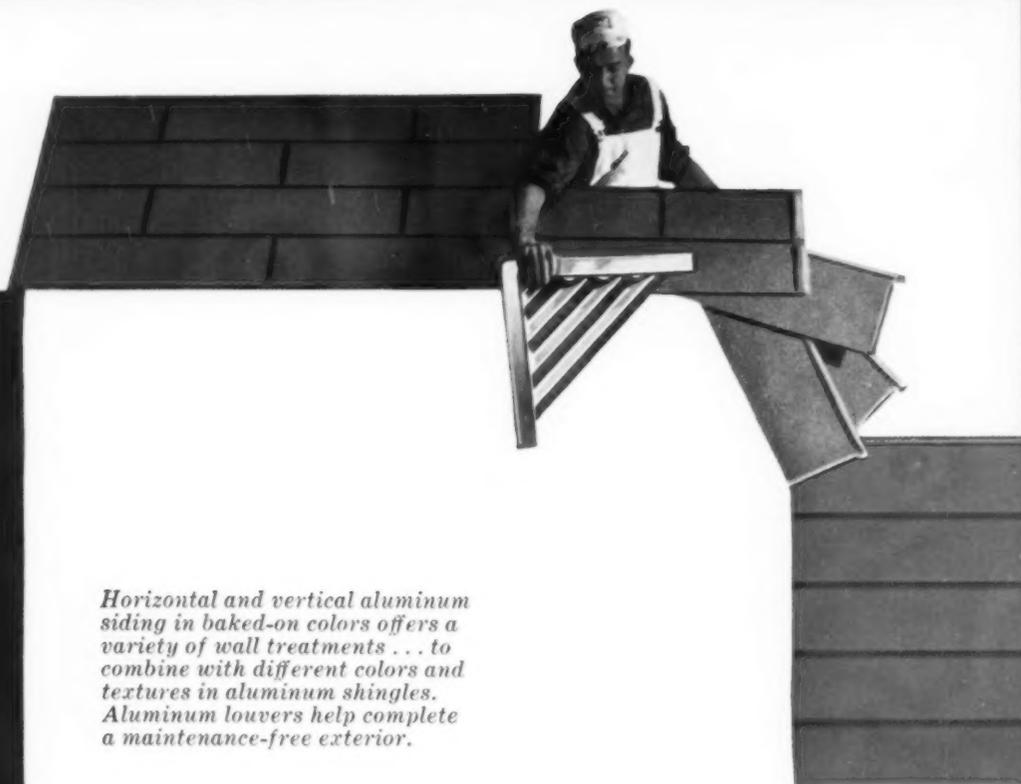
Medalist

HARDWARE DIVISION

**NATIONAL LOCK COMPANY
ROCKFORD, ILLINOIS**



*Reynolds
Aluminum
for Color and
"Everything"...*



Horizontal and vertical aluminum siding in baked-on colors offers a variety of wall treatments . . . to combine with different colors and textures in aluminum shingles. Aluminum louvers help complete a maintenance-free exterior.

Aluminum windows mean permanent beauty, smooth functioning. To bulk insulation and wallboard, Reynolds Aluminum Foil adds the TRIPLE PLUS® of better summer cooling, greater winter warmth, year-round moisture control.



The downspout and the gutter on the right demonstrate the ease of handling aluminum rain-carrying equipment. Important advantage is freedom from rust — no painting.



*In building products, "Everything" means Efficient Construction
and Freedom from Maintenance plus Modern Appearance.*

Reynolds Aluminum has it!

*The piece the man is holding
like a tuba represents aluminum
ductwork—now competitively
priced and highly promotable,
with new embossed identification.
Aluminum sliding doors are, of
course, increasingly popular.*



*The Homebuying
Public is being
intensively sold on
aluminum . . . on
the more than
30 Home Building
Products made of*

REYNOLDS ALUMINUM



"REYNOLDS ALUMINUM 'HOUSE OF EASE' PROGRAM really opened my eyes to modern Sales Power," says Larry Behymer, St. Louis home builder. "I have actually sold twice as many houses since I began featuring the maintenance-free, easy-living advantages of aluminum. And the way Reynolds backed me up with local promotional help—as well as national advertising—was a real revelation!"



*Powerful Advertising Support
for Your Sales Efforts!*

Great new Network Television Shows reaching more than 30,000,000 people week after week. Full color pages in national magazines. Full color pages on aluminum foil in Home Building Annuals. This is the strong national program that helps you sell the "House of Ease" concept of better living—plus local promotions tailored to your needs. Write for full information about how you can benefit from this "House of Ease" program. Reynolds Metals Company, Richmond 18, Va.

**REYNOLDS
ALUMINUM**





INTRICATE NETWORK of pipelines for natural gas totals more than half-million miles, taking in every corner of country.

How to tap one of America's great natural resources

More than ever before, Americans are reaping the benefits of one of our newest forms of national wealth—natural gas. Are you one of them?

The American Gas Association reports there are now more than 102 million gas-powered appliances in daily service throughout the country. These include water heaters, refrigerators, clothes dryers, combination washer-dryers, cooking ranges, ovens, incinerators, air-conditioners, home-sized heating units, and combination heating-cooling units.

Figures also show that the number of homes using gas heat will grow by 4 million in the next three years. And by the end of this year, the gas

industry will have spent \$2.1 billion on the construction of new gas outlets. So you can see that gas has become an important factor in the lives of millions of Americans.

What does this mean to the builder? Simply this: with so many people using gas appliances, today's home buyer expects to see gas equipment in your model home. Therefore, planning your houses around gas appliances gives your houses extra sales appeal.

On the next 16 pages, you'll see how you can take full advantage of this extra sales appeal. Turn the page, for the complete story on the . . .

Smartest

PLANNING

with gas yet ▶

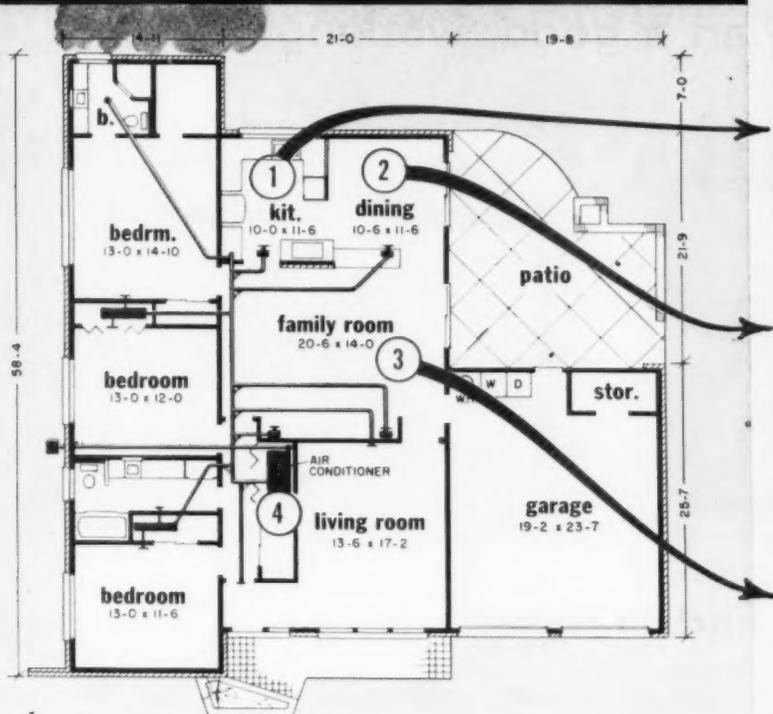


This cover house is described by its builder, Herbert Outlaw of Houston, as a "modified modern which has something to appeal to everyone." In keeping with his claim, Builder Outlaw

softened the contemporary lines by installing gaslights at both the front and rear entrances.

Use of gaslights is another example of how today's builder can add sales appeal with gas.

What's smart about this plan?



Answer: (1) well-planned U-shaped gas kitchen is joined to dining area by means of a popular pass-through; (2) space saved by built-in gas appliances is borrowed for the dining area which also includes the adjoining patio; (3) gas air-

conditioning makes the close-knit dining room, family room, kitchen combination into a year 'round activity area for the whole family; (4) central location of gas-powered air conditioning equipment keeps the duct runs short—thus more efficient.

That's why this Houston House is an example of

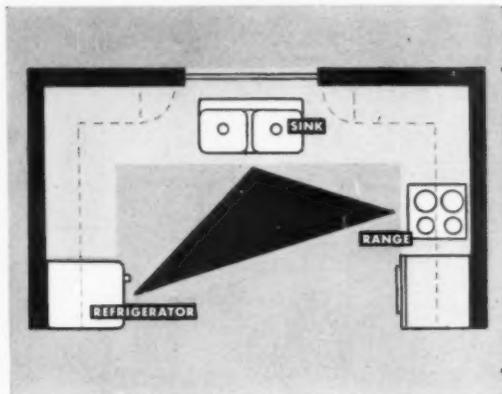
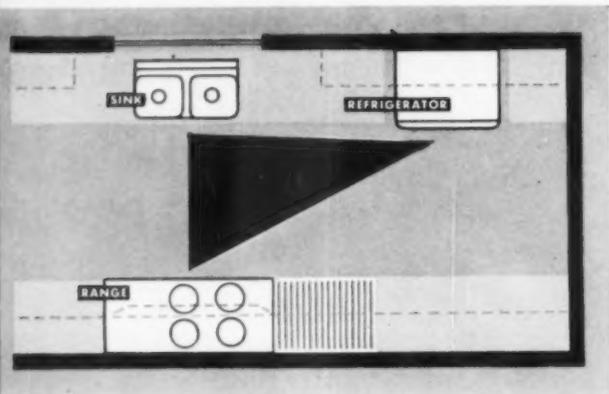
Smartest

PLANNING

With Gas Yet

Smartest **PLANNING** with gas yet

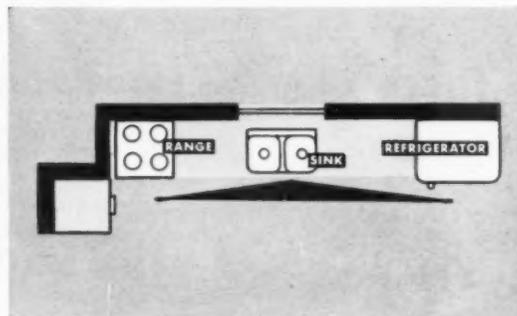
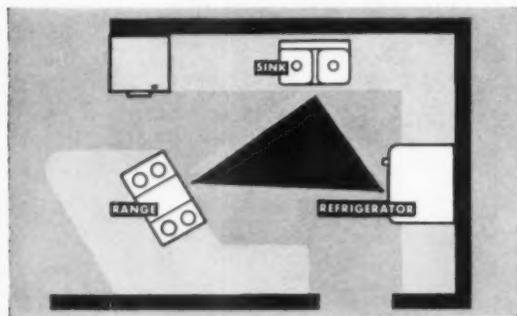
Plan a good, working TRAFFIC



Here are four basic kitchen plans . . .

CORRIDOR plan works well if kitchen space is long and narrow. Correct traffic pattern is easily fitted in. Pattern keeps three prime work centers within easy walking triangle. Clean-up center (sink, dishwasher, counter) should be placed between storage center and cooking center.

U-SHAPE arrangement is usually the most step-saving and efficient. The three walls of the U shape take naturally to the triangle traffic pattern—one work center to a wall. This plan also eliminates the possibility of any “non-working” traffic through the kitchen working centers.

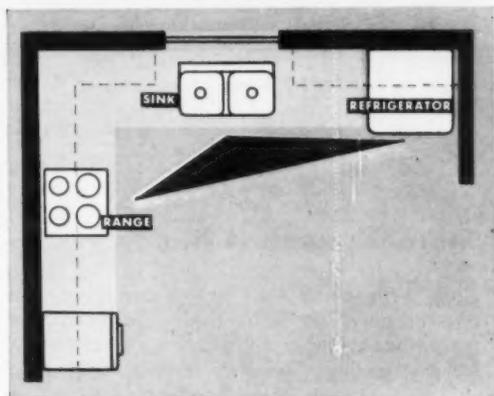
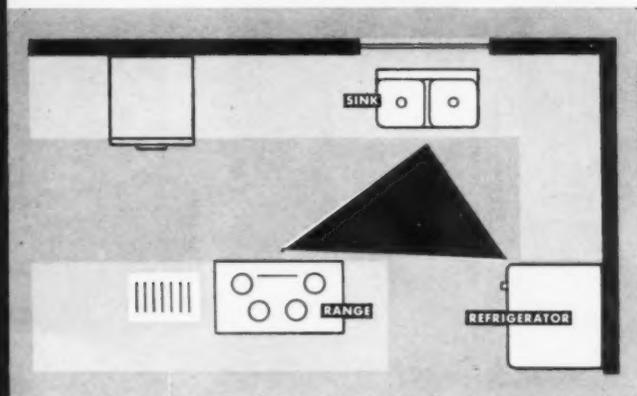


. . . and two “not-so-basic” kitchen layouts to meet unusual planning requirements

PENINSULA arrangement resembles Island design. Difference is a larger kitchen to begin with, allowing for a jutting peninsula. Result is a minimum-size traffic triangle in what may be a maximum-size kitchen. Peninsula itself usually opens onto a kitchen-family area, acts as a divider.

ONE-WALL plan keeps the three work centers in correct relation, but the traffic triangle is larger than desirable. This plan is often used in apartments, two-kitchen houses or vacation cottages. If your building dictates a one-wall setup this is undoubtedly the best solution.

PATTERN for your kitchen



ISLAND kitchen design is a good idea for the "open-plan" house. Often the "Island" part (with countertop range) serves as a divider between kitchen and dining area, or kitchen and family room. Basic working triangle is maintained although oven is separated from range top.

L-SHAPE layout uses two right-angled walls for all the kitchen essentials. Traffic triangle between three work centers is easy to arrange. L-shape plan gives probably best combination of efficiency and space-saving. Other two walls are free for possibilities of doors, eating space, laundry, etc.

Will your kitchen pass this efficiency test?

DO

Work out your Traffic Pattern between working centers first. This traffic triangle (from sink to range to refrigerator and back to sink) should not add up to more than 22'. Since the sink (plus dishwasher, usually) is both a clean-up and food preparation center, place it between the other two work centers. Generally, allow: 4 to 7' between sink and refrigerator; 4 to 6' between sink and range; 4 to 9' between range and refrigerator.

Place the refrigerator near an outside door where the groceries arrive. Specify the refrigerator door to open away from the adjoining counter space. Put food storage cabinets next to refrigerator.

Allow 24 inches as minimum counter width in most cases. Exceptions: counters should be 36" wide for serving space next to range for family of four or more; 36" wide to right of sink for dish-stacking, 30" wide to left of sink.

Plan on adequate gas piping for appliances, a good lighting design, and adequate ventilation.

Keep the range within the Traffic Pattern, but separate the automatic oven, if necessary. Do give the oven adjoining counter space. Keep it away from conflicting doors or through-kitchen traffic.

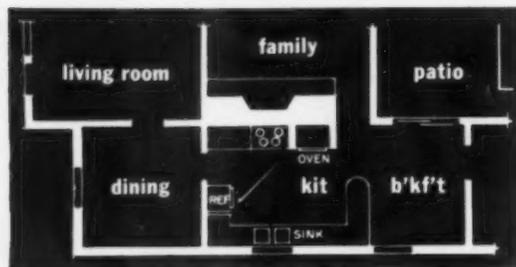
DON'T

Have any more doors into the kitchen than essential. Too many doors eat up space, invite "non-working" traffic through kitchen.

Start your plan by placing the sink under the window. There's no law against another arrangement.

Herd your appliances into the corners of your kitchen. Working space around them is vital.

Fill every available inch of wall space with cabinets. Provide adequate cabinets in the places needed.



COMPACT KITCHEN plan keeps this traffic triangle (blue) small and step-saving. Oven, range top and rotisserie are set in brick wall. Family room fireplace backs them. —Tilson Built Lumber Co., Houston.

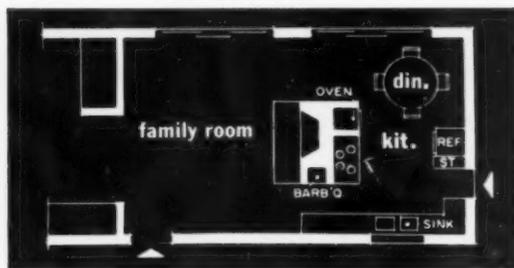
Storage: keep it handy

Both storage and food maintenance are centered around the refrigerator. It should be placed with ample cabinet storage close by. Nearby counter space is important, too. If cabinets are built above the refrigerator allow 6-12" for ventilation. Top cabinet shelf should not be higher from floor than 72".



Smartest **PLANNING** with gas yet

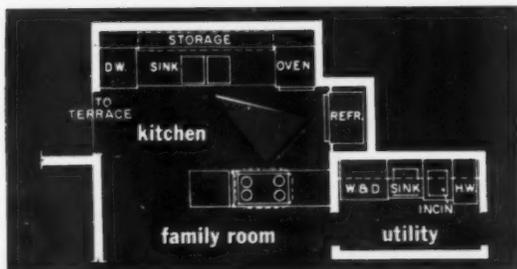
Take a close look at EACH



COOKING CENTER itself is elaborate here but compact. Set in brick, it acts as a room divider between kitchen and family room. Fireplace faces out to family room.—Nara Homes, Fullerton, Calif.

Cooking: here are two

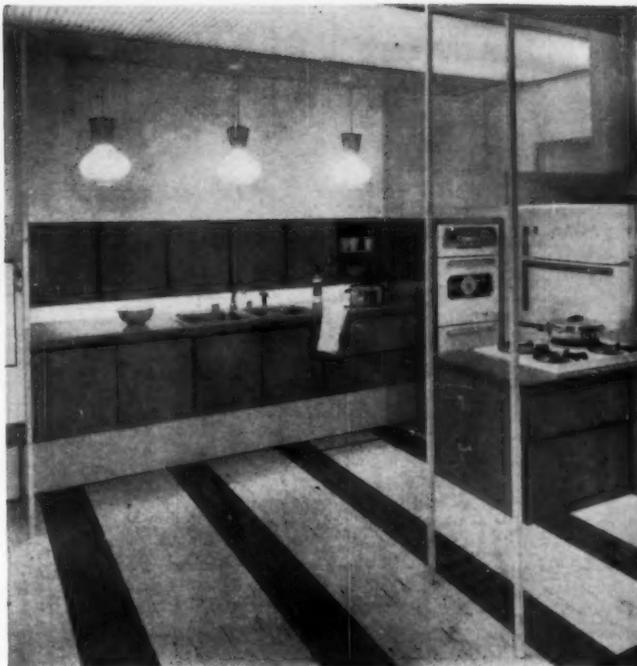
The cooking center is probably the most flexible third of the traffic triangle. Built-in range tops and ovens, barbecue units and food blenders have added to the versatility of the cooking center. Here, and at right, are two variations. Kitchen above features an adjoining range top and oven, backed up with a built-in barbecue.



PENINSULA with range top and low-hanging ventilating hood reduces traffic triangle in this plan. Off-the-floor cabinets make room look larger, help transition to family room.—*Living for Young Homemakers Kitchen.*

Clean up: use lots of space

This is the most vital work center in the kitchen traffic triangle. Reason: it's double use for food preparation *and* all cleaning jobs. Consequently it goes between the other two work centers, should have plenty of wide counter space on both sides. Dishwasher is included here at left of sink.



POINT of the traffic triangle



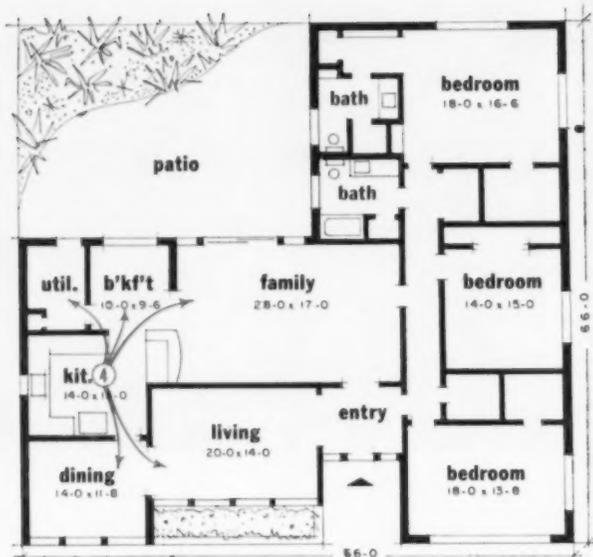
SMALL KITCHEN packs a lot of service in a minimum of space. Unbroken counter space is achieved by centering sink, putting range and refrigerator at extreme ends of the "U."—*American Home Magazine.*

good examples

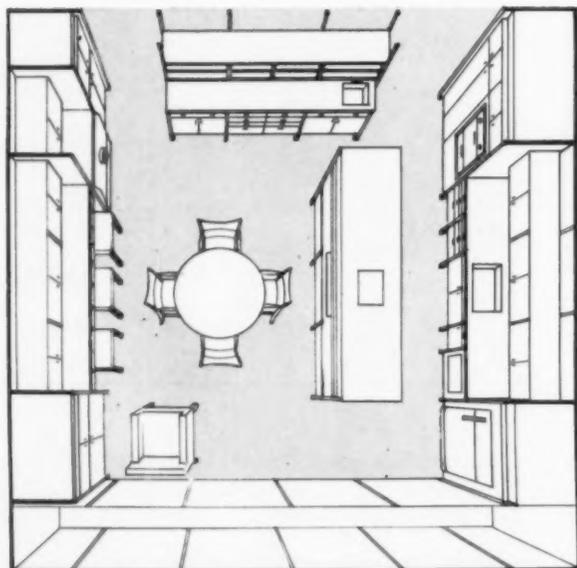
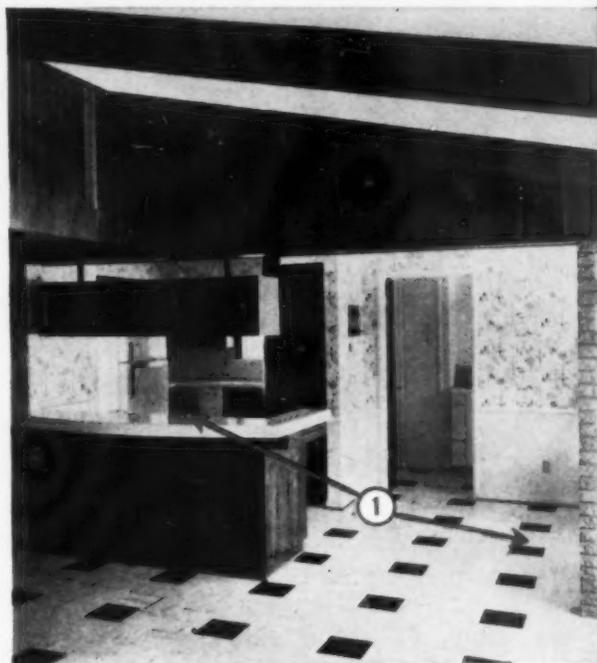
At right, second kitchen is smaller, keeps cooking center to essential oven and range top. Range is most vital part of cooking center, should be kept with traffic triangle. Oven, because it needs less watching, can be moved outside triangle if wall space is not available there.



Smartest **PLANNING** with gas yet
 Today's really good kitchen



MAJOR SELLING FEATURE of this house, by Herber Bug & Development for Houston's Parade of Homes is the well-planned kitchen. It's small, but U-shaped layout uses every inch. Kitchen's location offers easy movement to work-play areas.



ALL-GAS KITCHEN planned by staff of *McCall's Magazine* was big hit of 1959 NAHB show. Large space creates a combination work and play room for the entire family. Smartly designed cabinets were manufactured by Mutschler.



does MORE than cook a dinner



1 It provides eating spaces

Homebuyers today want not one, but two, or even three areas for different types of eating—formal and informal. This kitchen has two, plus a counter.

2 It absorbs the appliances

By building modern gas appliances right into the counters and cabinets, you can give the housewife more uninterrupted workspace and extra storage.

3 It cleans the air

Install either an exhaust hood over the range or an in-wall exhaust fan to remove smoke, moisture, and unpleasant cooking smells.

4 It becomes a living center

Make your kitchen the housewife's command post. Place it near all major indoor-outdoor activity areas of the house.

5 It stores everything

Put in plenty of cabinets to store things other than food and utensils. Plan units which can hold or hide sewing machines, ironers, vacuums.

6 It washes the laundry

Place laundry equipment right in, or adjacent to, the kitchen. Help the housewife consolidate her work in a single well-planned area.

7 It saves steps

Be sure your kitchen's basic traffic pattern is as efficient as possible. In a big kitchen, put the stove on a peninsula or island of cabinetry.

8 It handles office work

Build in a low counter with drawers like this. It doubles as mother's office and child's play area.

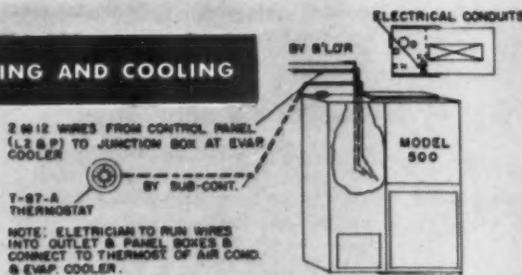


Smartest **PLANNING** with gas yet

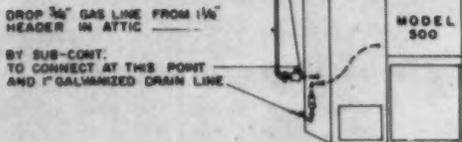
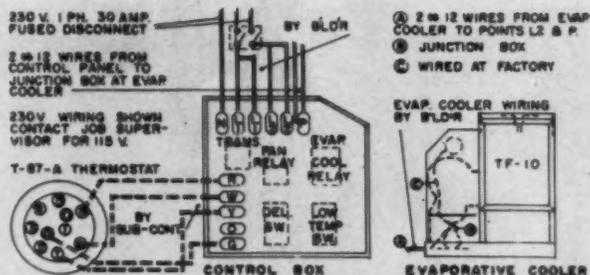
How to get the most HEAT in the least

▼ Ask your utility for (1) Details like these . . .

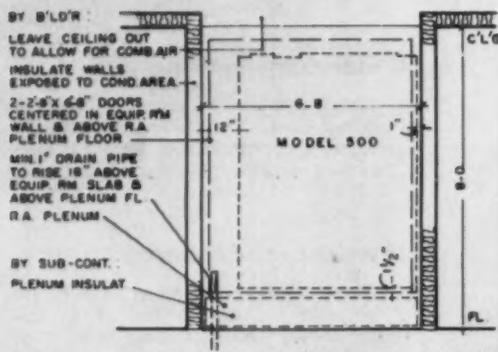
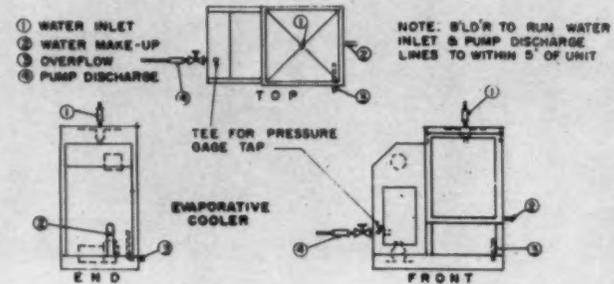
HEATING AND COOLING



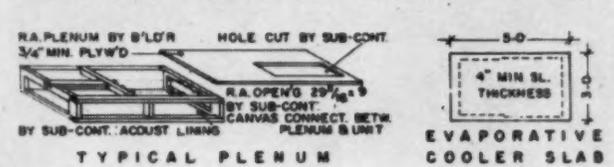
ELECTRICAL CONNECTIONS



PLUMBING CONNECTIONS



EQUIPMENT ROOM ELEVATION



When Norman Dobbins, head of Pace Setters' Homes in Houston, decided to install gas heating-cooling equipment in his Parade house, he went to the local United Gas Corp. for advice. The specifications above are typical of the ones United's engineering department worked out for him and other gas-minded Houston builders.

These drawings clearly spell out all installation details. Both builder and sub-contractors are told who does what. The possibility of costly error is

eliminated. For instance, note the drawing of the equipment room elevation. Dobbins was reminded to leave the ceiling off to permit air entry.

Once the work was finished, these drawings also guided Dobbins and the other builders in checking quality and completeness of the installations.

Not every utility offers this service. But, it will pay you to check with the one in your area. It's a free guarantee that you'll get the best possible planning for gas.

space...and get AIR CONDITIONING too

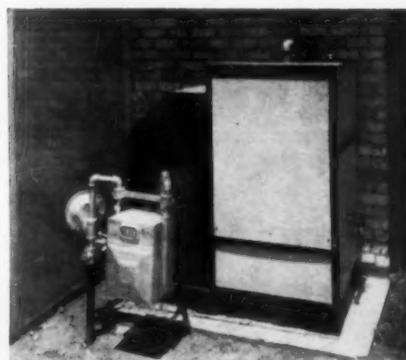
▼ ... and (2) Engineered Ductwork like this



DUCTWORK LAYOUT was also engineered for Dobbins by United Gas Corp. To hold costs down and make the equipment as efficient as possible, the main equipment is placed at a mid-way point in the house. Evaporator cooler was stationed in the yard.

THE COMPACT COMBINATION heating-cooling unit was placed in a closet-size compartment near the family room. This unit (Arkla-Servel 500) needs only 10 sq. ft.

GOOD PLANNING paid off for Dobbins. It enabled him to fully equip this 2,000-sq. ft. house with all types of gas-powered units and still sell it for only \$19,900.



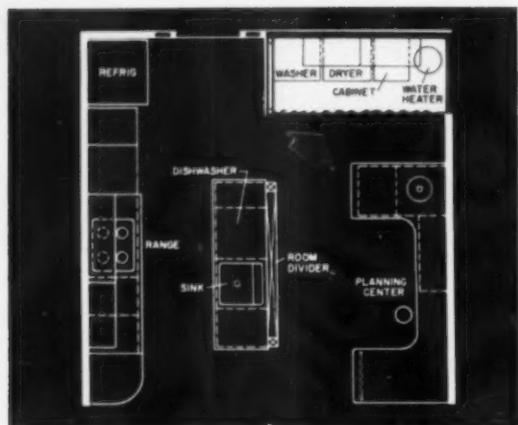
HIGH STYLING of today's evaporative coolers erases any need for special enclosures or extra landscaping. The builder need install only a simple concrete slab foundation.



Smartest **PLANNING** with gas yet

LAUNDRY EQUIPMENT: how

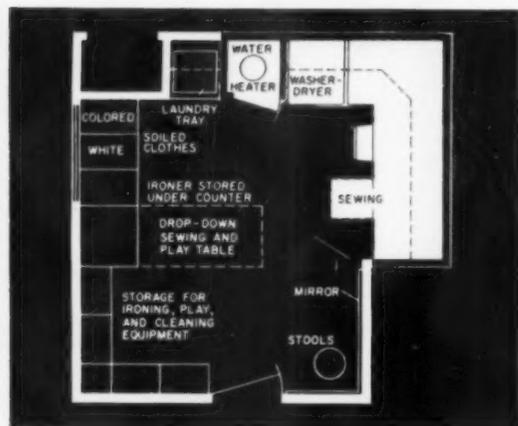
IN KITCHENS: keep it handy but hidden



THE LARGER KITCHEN, or the smaller one, can easily use this laundry arrangement (red area on plan above). Washer, dryer (or combination), cleaning cabinet, and water heater can be arranged compactly. Cabinets above and folding curtain door complete this "hidden kitchen value." By Hallmark Kitchens.



IN UTILITY ROOMS: make it a part of the work center

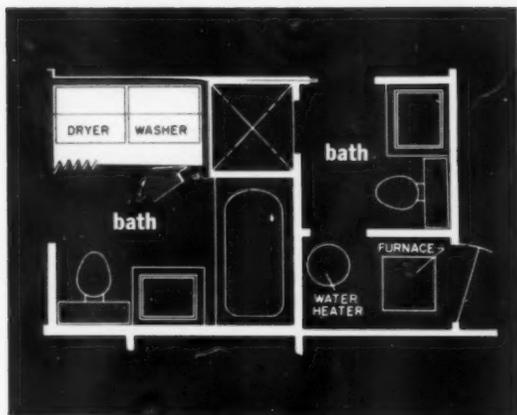


THE COMPLETE utility-work room includes a high percentage of laundry area. This plan lines up water heater, washer-dryer, cabinets and counter, allows a sewing machine nearby. Laundry tray, hampers and ironer fill out other side of the "U." Design, by *American Home Magazine*, is a step-saving layout.



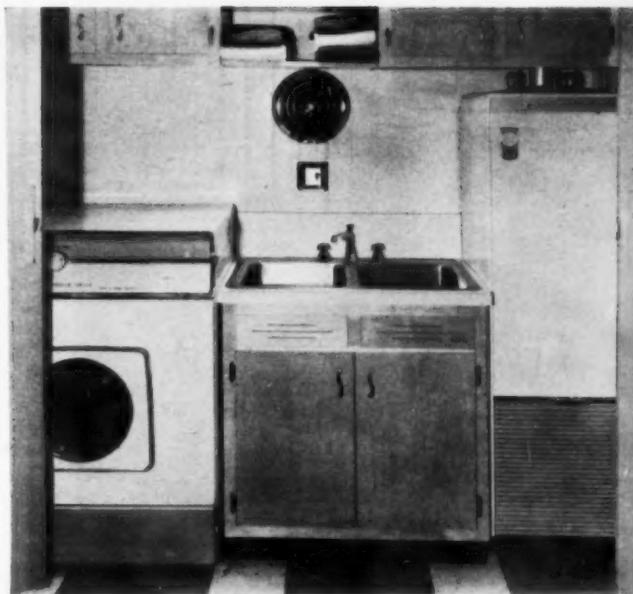
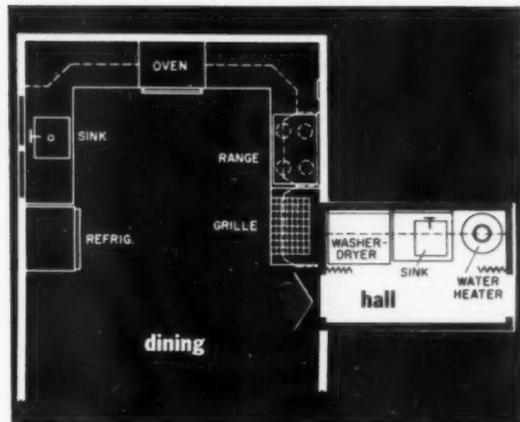
to put it in the HANDIEST place

IN BATHS: add a washing center, near bedrooms



THROUGH THE MIRROR you can see the washer and dryer in this bath. They face the sink and toilet, are closed off with a folding door. Laundry storage units are above the machines. Plan puts laundry into both bath and cleaning centers, (see plan). Keeps it handy to bedrooms, too. Built by Mannon Associates, Denver.

IN HALLWAYS: turn a closet into a utility center



ANOTHER COMPACT COMBINATION . . . this time in a hall closet with folding door for screening. Here, the laundry area is on its own, out of the kitchen, but still near enough to keep the two work areas handy. Sink separates washer-dryer and water heater; storage tops all three units. A *Living for Young Homemakers* kitchen.

Smartest **SELLING** with

IN TEXAS: with a PARADE of Homes

This year 33 out of 35 Houston Parade homes were all-gas homes. So the two local gas utilities last April gave the builders a merchandising program they won't forget—not as long as sales keep coming in.

Though competitive, the two utilities pooled their talents and money. According to Houston HBA Exec. V.P. Gordon Neilson, they spent over \$100,000 and lent 78 employees just to staff the Parade models. But more important was the way the utilities worked with the builders: they sold *homes*, not gas, relying on home sales to net gas sales.

Here's some of what the utili-

ties (United Gas Corp. and Houston Natural Gas System) provided:

- Preparation and engineering of the layout for heating and air conditioning; supervision of installation.
- Complete gas street lighting, free of charge.
- Daily staffing of gas homes by employees especially trained to know and promote the homes rather than the gas appliances.
- Cash allowances for co-op advertising of all-gas homes.
- Liberal newspaper and outdoor advertising of the Parade.
- Free built-in gas appliances for the association's giveaway house, plus appliance and cash

prizes for publicity purposes.

- Complete janitor service for maintenance of all Parade homes for 15 days.
- Service specialists on duty all day at the Parade to keep all gas equipment working.
- Free coffee, phone service.

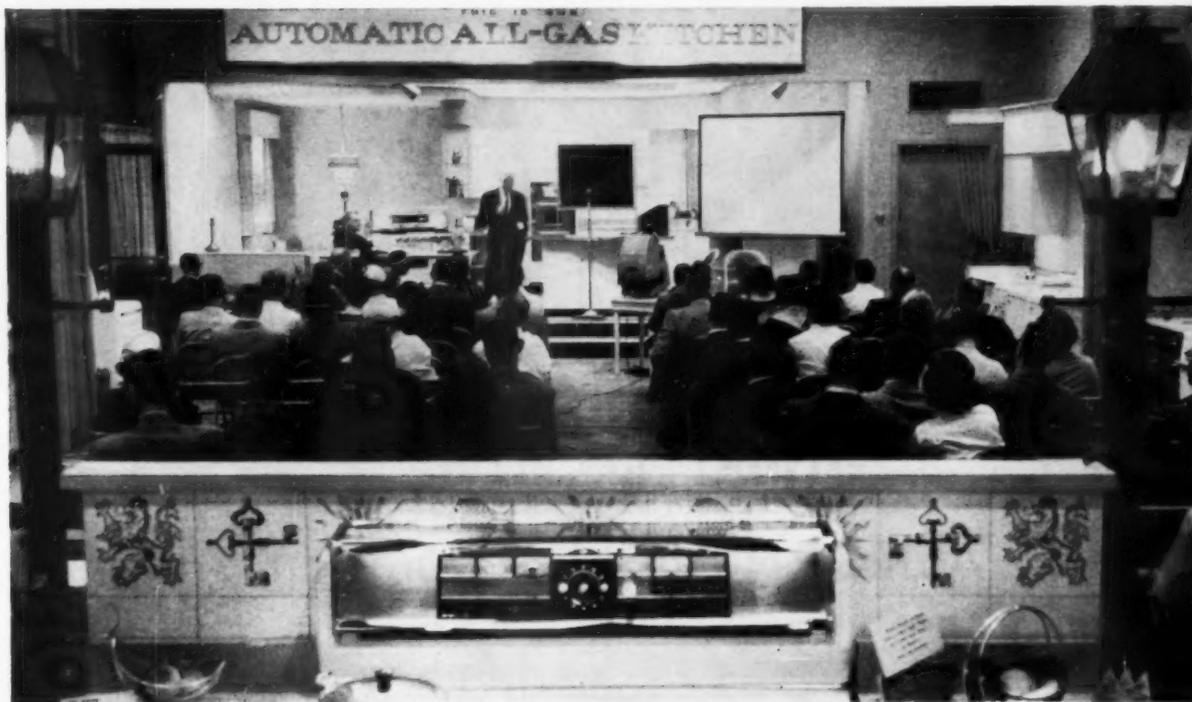
The utilities really trained the people assigned to mind the models. They could answer all reasonable questions about the houses: square footage, sizes of rooms, materials used for flooring, paneling, ceilings, etc.; type of slab, roof, insulation, mortgage financing. Many sales reportedly resulted directly from interest generated by the utility staffers.



OVER 100,000 toured Houston's Parade of 35 model homes in the \$22,-30,000 range. Parade also featured a Home Show.

GLAMOR SYMBOL of Houston's '59 practically all-gas Parade was this Arkla Gaslite, spotted beside model homes.

gas yet | How builders get help from gas utilities



HOME PLANNING CLINIC helps Columbus builders by educating—and exciting—prospects about home ownership.

IN OHIO: with a Buyers' CLINIC

Educating your prospects may be a good idea. But you're not a teacher; you're a builder. So chances are you can't take as much time as you'd like to explain all the advantages of owning a home. But for Buckeye State builders this problem has been solved by the Ohio Fuel Gas Co. Together with the Columbus Home Builders Assn., the utility recently completed its third annual "Home Planning Clinic." And the clinics have gone so well in past years, they've introduced one to Springfield.

The builders either invite their prospects directly to attend the clinic or do so through the utility.

The eight- to ten-week course

is conducted by Columbus architect Mel K. Armbrust. Speakers are experts on everything from financing to landscaping. For example, Springfield builders Roger Houseman and L. Edwin Hoppes cover "Types of Construction"; Ohio Fuel Gas's own kitchen-planning consultant, Gaylee Ankerstjerne, lectures on space requirements and placement of appliances. The sessions range over a broad field of topics involved in home buying and building, besides the use of gas for heating, cooling, cooking, refrigeration, incineration, clothes drying, water heating, and outdoor lighting. But in several of the sessions gas is not even mentioned; e.g.,

there are meetings devoted solely to budgeting, decorating, landscaping, design.

Highly professional techniques are used during the 2½-hour clinics, and visual aids such as slide projectors and movies help to demonstrate much of the information.

In addition to this, prospects enrolled in the Columbus course are taken through a show house built in a nearby suburb.

Besides all this, the utility donates the use of its auditorium for the sessions and the time and talents of its business promotion department, which gets ample press, radio, and television coverage.



Smartest **SELLING** with gas yet
IN CALIFORNIA: This saturation program

Most builders worry about how to merchandise a development house like the one shown above. But in southern California they don't have to—if it's a good looking, all-gas house; local promotion-minded gas utilities

will practically do it for them.

The Southern California and Southern Counties Gas Cos. liked this house enough to offer Los Angeles builder George Heltzer a complete promotion package, same as they've pro-

vided to other builders represented below.

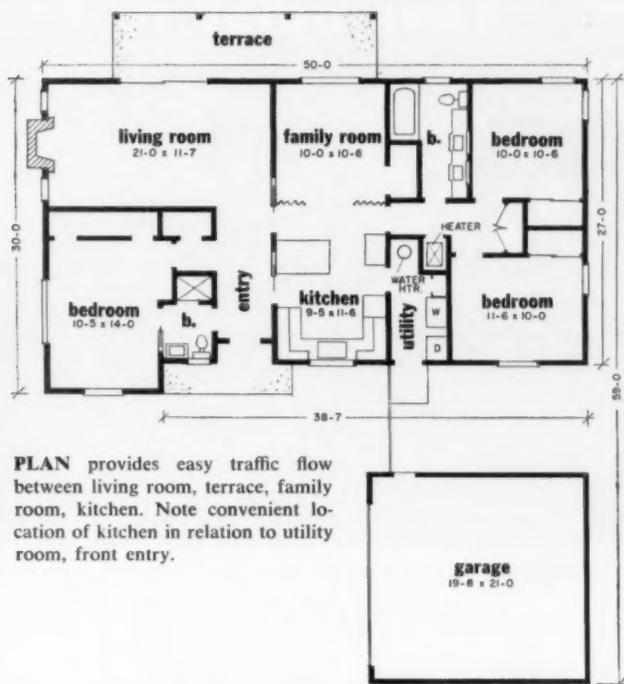
Nicest part about the utilities' merchandising program is its complete flexibility: it can be tailored to fit just about any size home builder.



LIVE TV SHOW on Saturday afternoons is aimed at Sunday home seekers, features interviews with builders, views of their current housing developments.



BROCHURES printed for builders by gas companies promote house rather than gas equipment. These are backed by car cards, flame-shaped site signs, billboards.

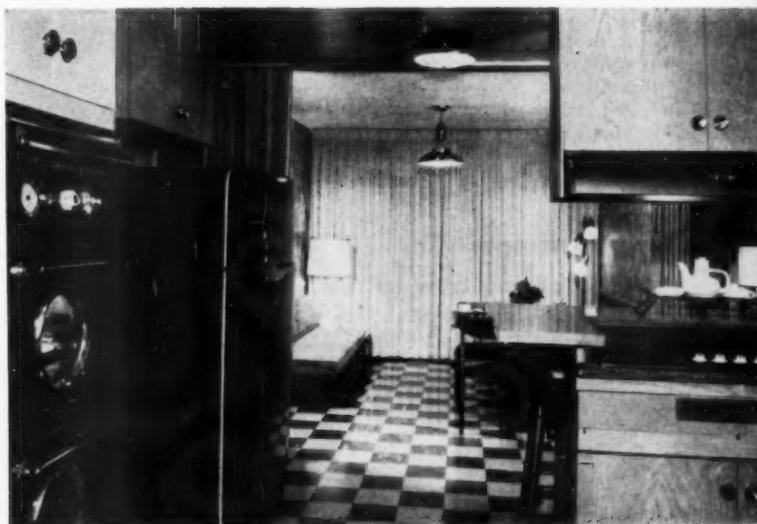


PLAN provides easy traffic flow between living room, terrace, family room, kitchen. Note convenient location of kitchen in relation to utility room, front entry.

can be **SCALED** to your needs

Scaling it down—or up

Besides the selling help illustrated on these pages, the utilities offer a variety of merchandising ideas and aid. Any part of this program, called "The Great Builders Series," is available to big and small builders. A special sales kit containing samples and miniatures of all the materials is used in developing each individual promotion.



ALL-GAS KITCHEN of Heltzer's \$22,500 "Fantasia" is ideal for demonstrations to show off layout and appliances such as Western Holly range and oven, Whirlpool refrigerator, Nutone hood, Waste King disposer.

◀ **POSTERS** in gas companies' own offices advertise nearby homes (utilities have over 30 offices). Similar cards travel throughout area on company trucks. Other merchandising includes radio, newspaper ads.





BUILDERS in Arkansas and Louisiana are gas-lighting entire developments. "They help cinch sales for us."

Looks good, sells like crazy ... the 1959 version of the old-fashioned street lamp

If your planning on gas products in your new houses, here's a sure-fire way to shout about it. Gas lamps are attracting customers—and sales—all over the country. They're attractive, provide a good introduction to your "indoor" gas products.

In Shreveport, La. . . .

"something new to sell"

In Louisiana and Arkansas, gas lamps are going great guns. The reasons? Says one Louisiana builder: "[It] would sell on practicality and attractiveness alone . . . But . . . also answers a need for something new to sell to home shoppers . . ." The lamp described here (and shown in photo above) is Arkla's "Gaslite." Now in five different models. (No. S1, p. 164)

In Albuquerque, N.M. . . .

a co-operative story

Builder Ed Mankin's newest subdivision is "Buena Ventura Estates."



He plans to build 300 houses a year there; and in front of each house he's putting an attention-grabbing sentinel gas lamp. Southern Union Gas Co. worked with Mankin on the project.

Above, part of the co-operating team (Mankin's at far left). Below, another idea: gas-lamping the remodeled house. Lamps in both cases are "Gas glo" from Bruest, Inc. (No. S2, p. 164)



In Bay Village, Ohio . . . a commercial attraction

"They make the building a landmark" says James Burke of Cleveland. Burke built and owns this 14,600-sq.-ft. office building. It houses the Bay Village post office, a pharmacy, other offices. Indoors, it's heated and cooled with gas. Outdoors, 12 gas lamps line the exterior. Burke had the help of his



gas company (Ohio Fuel Gas) in planning the job. Lamps are from Arkla's Gas Lite Div. (No. S3, p. 164)

Gas products (refrigerators, incinerators, air conditioners, etc.) continued on page 106.



Built-In Luxury and Economy

with Automatic
GAS 
Appliances

Give Home-Owners what they're looking for:

Luxury of the latest convenience features that make daily living easier and more comfortable than ever before.

Economy they can count on—month after month, year after year. With an all-Gas home, monthly utility bills are lower, appliances are built to give many years of trouble-free service. Some even give unusually long warranties.

Advertised brands. With millions of dollars going to TV's leading dramatic series "Playhouse 90" and all the leading national magazines, more people than ever want Gas appliances. No wonder houses equipped with them are easier than ever to sell!

AMERICAN GAS ASSOCIATION

**8 WAYS
TO SPELL**



BUILT-IN LUXURY

...with a Gas Range
built to new Gold Star
standards



WORLD'S NEWEST EMBLEM OF EXCELLENCE. Only the finest ranges from the world's great Gas Range Makers qualify for this coveted Gold Star Award. To meet new Gold Star standards, a range must have at least 28 advances in performance, automation and design. No wonder now, more people than ever prefer cooking with Gas!



**Look for features like these
in ranges built to
Gold Star standards:**

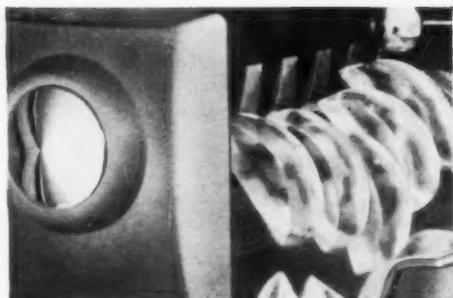
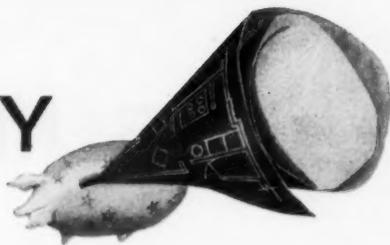
- Burner-with-a-Brain*
- Automatic Roast Control
- Automatic Rotisserie
- Clock-controlled Oven
- Space-saving Fold-up Burners
- Automatic Griddle
- Self-lighting Oven and Broiler
- Smokeless Broiling
- Finest Oven Insulation
- Every Inch a Cinch to Clean

*A.G.A. MARK © Am. Gas Assoc.

THEY'VE READ ABOUT IT, THEY WANT IT! It's well worth your while to tie-in with this nationally-advertised promotion. These de luxe ranges will create an impression of luxury far beyond the few extra dollars you spend for them. They'll give you features galore to talk about and demonstrate—features today's women buyers look for.

ECONOMY FOR BUILDER AND BUYER. With all their marvelous improvements, Gas ranges built to wonderful Gold Star standards still cost the builder less to install, the buyer less to use. Wide choice of brands. Colors and metals to beautify every kitchen. Handsome free-standing models as well as lovely built-ins.

AND ECONOMY



...with a Gas Refrigerator
that makes—and serves
—the ice cubes

WATCH CUSTOMERS' FACES as the *Magic Ice Maker* replaces the cubes as you remove them. Nothing fascinates prospective buyers like an RCA WHIRLPOOL Gas refrigerator delivering sparkling ice cubes to the handy server. No trays to empty—or fill. Even the water is supplied automatically.



Only a GAS refrigerator gives home buyers all this:

1. **Automatic ice cubes.** Makes and serves cubes without bother with trays or water.
2. **10-year warranty.** This guarantee on the refrigeration system is twice as long as that on any other refrigerator.
3. **Permanent silence.** There are no moving parts in the cooling system to make noise. Silent, dependable Gas does all the work.

4. **No costly upkeep.** There is nothing in the cooling system to wear out, so there is no need for expensive repairs. Economical to use because it runs on Gas.

5. **Constant balanced cold.** Never any "on-off" fluctuation. Freezer and food compartment temperatures automatically stay at the exact degree that keeps food best. Automatic defrost.

ONLY GAS  **does so much more...for so much less!**

BUILT-IN LUXURY

...with a Gas Washer-Dryer
that saves space, work
and time...



SO COMPACT IT FITS ANY PLAN! New Gas washer-dryer combinations take much less space than separate units. You can install one in kitchen, bathroom, hallway, even a closet—give the smallest home a full laundry.



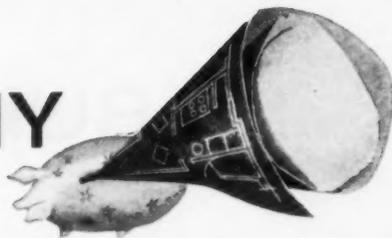
LESS LIFTING, FEWER STEPS! Install a compact washer-dryer in the bathroom or near the linen closet and all her friends will hear of your thoughtful planning. Point out, too, that a Gas washer-dryer can act as a hamper. Gas drying is so gentle there's no need to sort clothes—even the most delicate fabrics dry safely for Gas fluff-dries, never "bakes." What's more, whites stay whiter, colors brighter than they do outdoors.

FASTER, MORE ECONOMICAL WITH GAS! No time wasted between washing and drying with a modern combination. And because Gas starts drying instantly—no wasteful warm-up wait—washday chores are shortened, fuel bills are surprisingly low. An automatic Gas home laundry is a real sale-clincher—homemakers know that professional laundries use Gas, they want it too. Separate Gas dryers available, as well.

ONLY GAS 

AMERICAN BUILDER

AND ECONOMY



REPLACED AUTOMATICALLY! When the hot water goes on, a modern Gas water heater goes on—instantly heating more to replace what's being used. And it shuts off automatically when water is hot.



BATHS EVEN ON WASHDAY! Put in a Gas water heater, and you can safely promise that even on washday there'll still be plenty of hot water for baths, showers and dish-washing.



MORE HOT WATER—FASTER! A Gas water heater heats more gallons per hour than any other kind. Even a small unit can serve a large family. Trim, compact models, sizes to fit every house.

...with a Gas Water-Heater that gives all the hot water a family can use



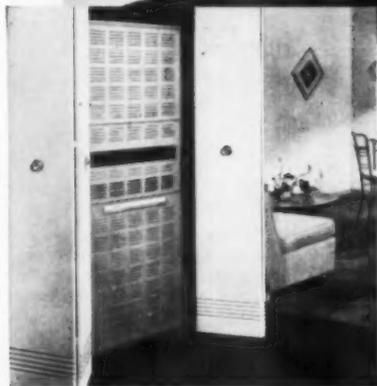
FASTER, MORE ECONOMICAL WITH GAS! A Gas water heater gives instant heat. There's no waste of time while it starts warming up. The moment more hot water is needed, the Gas comes on full force—

automatically—starts to heat the cold replacement water as fast as it enters the tank. Then it shuts off—automatically. And Gas costs you less to install, home owners less to use.

does so much more...for so much less!

BUILT-IN LUXURY

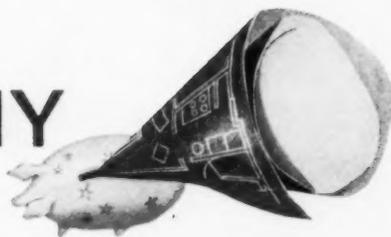
...with dependable Gas heating—
clean, worry-free, low in cost



GIVE THEM MORE HEAT PER PENNY WITH GAS. Because Gas is low in cost, and burns completely, you can promise your prospects they'll save money every winter—literally hundreds of dollars over the years. In addition, they'll avoid worry over fuel deliveries—dependable Gas is piped right in. *You'll* save, too, in initial outlay because 1. you don't have to provide storage space for fuel, 2. a Gas heating unit is so clean and compact it can be positioned to save duct work. Important selling point: a modern Gas heating installation can be converted into a year-round weather-conditioner simply by adding a cooling unit at any time in the future.

ONLY GAS 
does so much more

AND ECONOMY

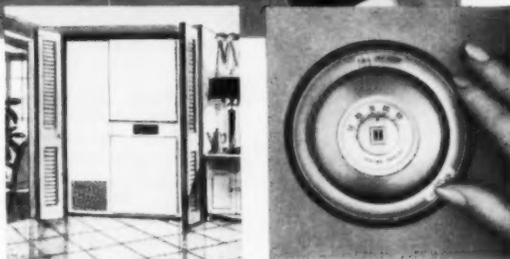


...with year-round Gas air-conditioning,
a single unit both heats and cools



GIVE WHAT THEY WANT—MAKE IT PRACTICAL WITH GAS! "Within a few years any house that is not air-conditioned will be obsolescent," states the Federal Housing Administration. That's why Gas air-conditioning is one of your best selling features. A Gas unit is economical—you can assure prospects of low monthly bills—and it has a long life. For example, you can show a *five-year warranty* with this Arkla-Servel Sun Valley*. From the builder's standpoint, too, it's your best buy—you save on installation costs, for this single unit heats the whole house in winter, cools it in summer.

*Trade mark



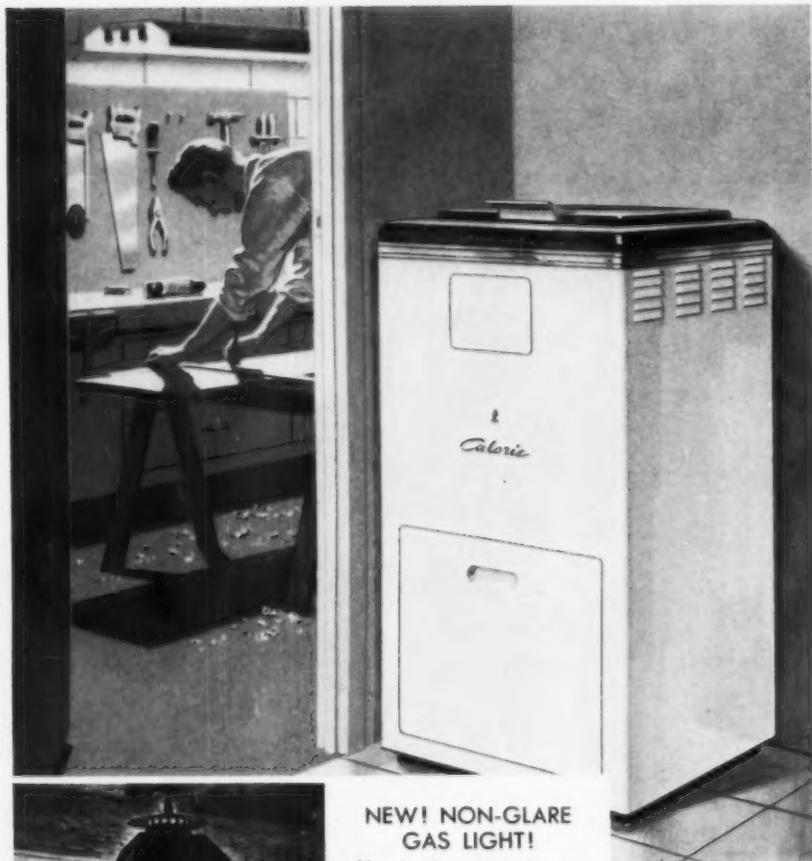
DEMONSTRATE EASE OF USE. Point out to your customers that one simple easy-to-use thermostat regulates the temperature of the entire house in summer as well as winter. Clean, filtered air—cooled or warmed to the desired degree—circulates and ventilates constantly. Even the humidity is controlled.

...for so much less!



BUILT-IN LUXURY AND ECONOMY

...with a smokeless, odorless
Gas Incinerator



SMOKELESS! Show them—hold a smoking cigarette under a burning match. The match *consumes* the smoke! This same principle is used in today's Gas incinerators—there's *no smoke. No odor, either!*



A CINCH TO USE! Just drop in trash, set a dial, and the Gas goes to work immediately. Leaves only a clean, powdery ash in a removable tray—makes good fertilizer for potted plants and gardens.



NEW! NON-GLARE GAS LIGHT!

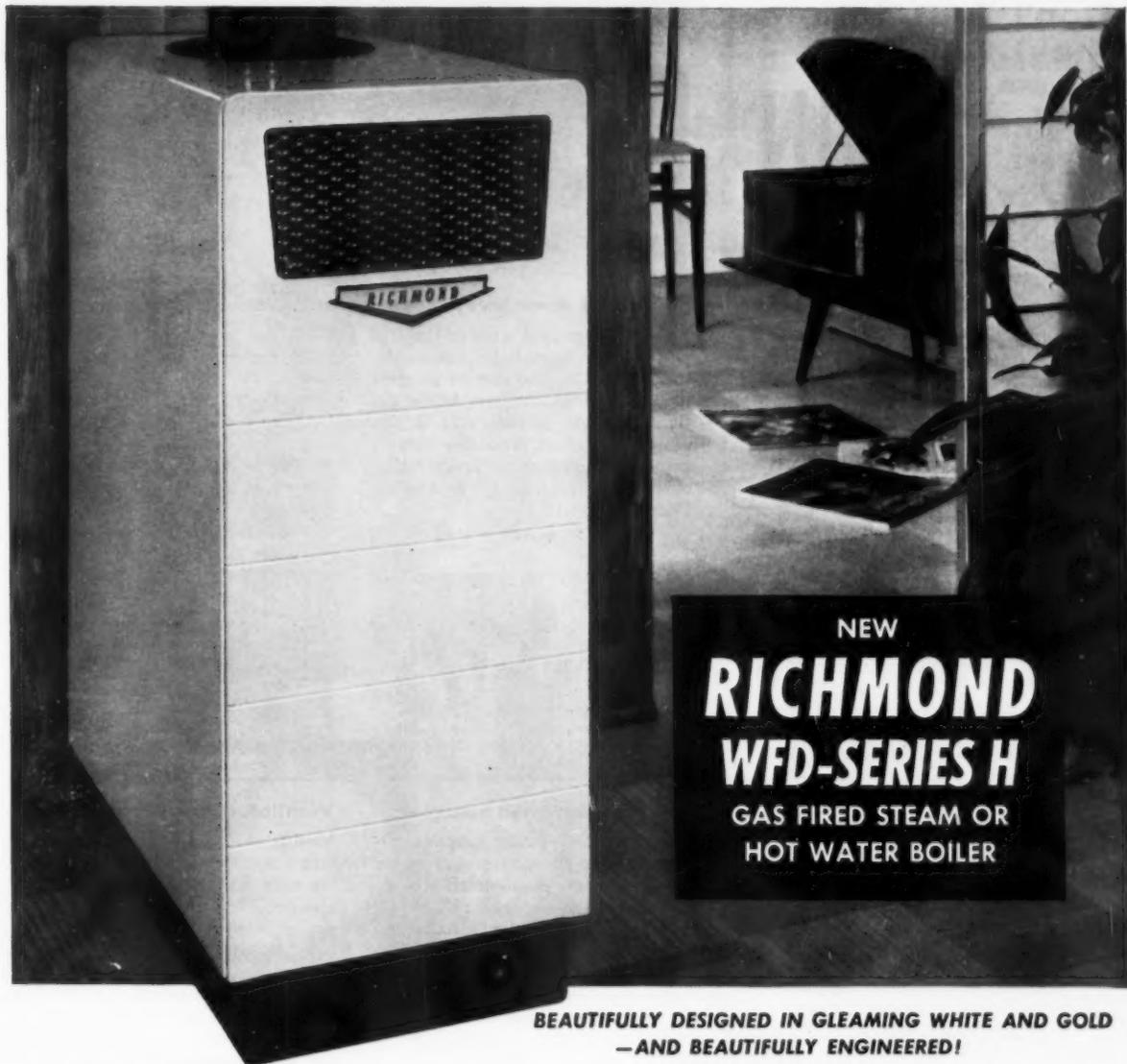
Here's the most picturesque—and most practical—idea in outdoor lighting. The epitome of luxury, soft gas-light illumination of steps, doorways, patio or porch says "Hello" to your prospects, "Welcome" to their guests.

THE HEIGHT OF LUXURY FOR PENNIES A DAY! Here's the cleaner, healthier living every home buyer wants. Modern Gas incinerators save prospects the nuisance of garbage carrying, lets you offer a community free from unsightly refuse piles waiting for collection day. Less danger of insect breeding, too.

AUTOMATIC GAS APPLIANCES SERVE BOTH BUILDER AND BUYER BEST

ONLY GAS  **does so much more...for so much less!**

HERE! The Home Appliance Look of 1960!



**BEAUTIFULLY DESIGNED IN GLEAMING WHITE AND GOLD
— AND BEAUTIFULLY ENGINEERED!**

The slim, trim Richmond WFD is only 39" high, comes completely enclosed* in a glistening white enamel jacket, performs superbly in practically any residential gas-fired, wet-heat situation.

Economical: Improved "triple-layer" insulation plus wet-base sectional design with new low water capacities minimize fuel consumption.

Efficient: New optional tankless coil for generous hot water supply. Fully automatic, amazingly quiet!

Versatile: 9 sizes from 78,000 to 300,000 BTU/Hr. input permit *precise matching* of more installations. AGA approved for manufactured, natural, mixed and straight propane gases, and L-P gas-air mixtures.

Rugged: Heavy gauge steel "damp-proof" jacket has patented "Duradized" finish. Porcelainized exterior flue-collector is corrosion resistant.

Easy to Install: Fits smallest space. Easy to service with top clean-out. Wet base—installs on any (even combustible) floor. Recommend the WFD confidently and *profitably* for recreation or utility rooms, basements and laundries.

Write today for details.

*first four residential sizes


RICHMOND

16 Pearl Street, Metuchen, N. J.

Mr. Builder ---
Don't just follow
the LEADER....



**JOIN
 US**

**IN THE
 Smartest**

PLANNING

With Gas Yet
Modern Maid
GAS BUILT-INS

**18" WIDE
 OVEN
 with
 CONCEALED
 VENTING**



SUPER-THIN RANGE TOPS
 (only 3" deep) that allow
 drawer space underneath.

Call or
 Write today
 for specifications
 and descriptive
 literature



TENNESSEE STOVE WORKS
 CHATTANOOGA 1, TENNESSEE
 In Canada
 Superior Electric Ltd.
 Pembroke, Ontario

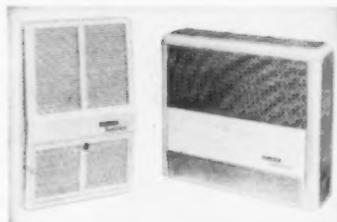
NEW GAS PRODUCTS



Build in at work level

Built-in ovens and surface units at work level appeal to housewife. Easy to install, and can be adapted to all types of modern home designs. Newest surface unit is this gas drop-in insert, available with or without automatic temperature burner control.—Gray & Dudley Co.

Circle No. 54 on reply card, p. 164



Installation is easy

This gas wall heater saves up to 70% in cost of installation. Simply cut a 7¼" hole through wall, fit Seal'd-Vent unit into place. Then connect outside vent and hook up to gas line. Efficient design for zone heating of homes, motels, light commercial buildings.—Bastian-Morley Co.

Circle No. 57 on reply card, p. 164



Designed for small homes

Petite Cast Iron Boiler supplies efficient heating for house with up to three bedrooms. Completely assembled unit requires only 13" x 26" floor space. Ready for installation. Smartly styled, finished in Infra-red baked enamel.—Roberts-Gordon Appliance Corp.

Circle No. 55 on reply card, p. 164



Ventilator matches decor

Ventilator hoods eliminate grease, steam and heat. Come in appropriate sizes for any kitchen or barbecue pit. Their smart styling adds to decor. Vent-A-Hood has compression grease extraction, blower, fire protection, flood lighting. Pre-wired.—Vent-A-Hood.

Circle No. 58 on reply card, p. 164



No ductwork needed

Thru-The-Wall gas heater has adaptable vent which adjusts to any wall from 4½" to 12" thickness. Needs no ductwork or chimney. Requires only a 6½" diameter hole for the 20,000-btu model and 8" for the 30,000-btu. Has safely sealed combustion chamber.—Chattanooga Royal Co.

Circle No. 56 on reply card, p. 164



Heater keeps "cool cabinet"

Triple baffle construction and fibre glass insulation keep the top and sides of this unvented heater "touch-cool." Flow of heat is concentrated out of front of cabinet. "Warm Morning" cabinet and combustion surfaces are finished in porcelain enamel.—Locke Stove Co.

Circle No. 59 on reply card, p. 164

IT'S SMART **PLANNING**

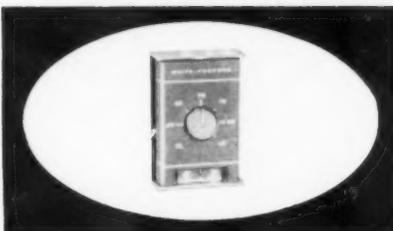
to specify **WHITE-RODGERS** controls on all gas heating installations



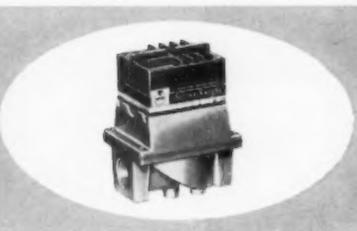
No heating system can operate better than the performance of its controls. That's why smart builders specify the best performing controls they can... White-Rodgers. Each is precision built for a long life of accurate temperature control... meaning, more comfort-satisfied customers, no profit stealing service calls, a finer reputation as a quality builder.

Now, White-Rodgers offers builders another outstanding sales feature... *zoning at a price anyone can afford.* New, improved zoning method cuts costs by using less equipment, piping, fittings and labor, with low-voltage wiring.

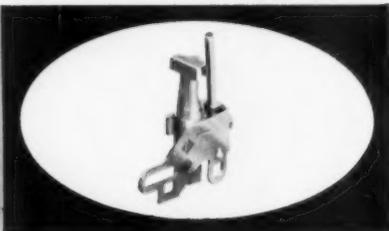
Write for Catalog R-1650 and zoning Brochure R-1590



THERMOSTATS—Unmatched in beauty and performance. Sensitive control keeps temperature right where you want it.



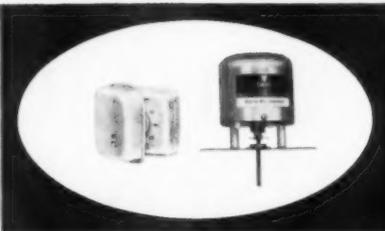
SILENT KNIGHT GAS VALVES—absolutely silent... eliminate forever complaints about noisy gas valve operation.



LINT SENTINEL GAS PILOT BURNERS—lint and dirt can't affect operation—puts an end to 85% of service calls due to pilot trouble.



ZONE-A-FLOW—for zoning hydronic systems... superior in performance... saves up to 65% of former costs.



ZONE-AIR—for zoning forced air systems... easy to install... low cost, simplified design.



ZONE-A-LOOP—for zoning one-pipe hydronic systems... increases system efficiency... gives better heat control and distribution.



Your heating contractor can supply White-Rodgers Controls

WHITE-RODGERS

ST. LOUIS 6, MISSOURI
1209 Cass Avenue

TORONTO 8, CANADA
611 Gerrard St. East



HERE'S HOW
LENNOX QUALITY
PAYS OFF
FOR YOU



DESIGN SKILL: *Another reason why the Lennox Comfort Craftsman helps home builders sell more new homes than any other heating contractor! Here's how:*

Whatever kind of homes you build, your Lennox Comfort Craftsman is factory-trained by heating engineers to custom-design each furnace installation right at the blueprint stage. He selects the right combination of heating units from the world's most complete line. He tailors the heating system for maximum efficiency within your construction budget. As a result, you save building time and money, your home buyers get trouble-free operation!

His design skill pays off in salability, too. The quality of

his installations, plus the sales power of the Lennox brand name, helps sway quality-conscious buyers your way.

Design skill is just one of his many abilities. He's a dependable businessman and a conscientious craftsman. He can offer you promotion and merchandising help that's tops in the industry. Put them all together and you'll see why he's helped sell more new homes than any other heating contractor.

Put your Comfort Craftsman's skills to work for you — for better heating, better selling!

LENNOX

*World leader in indoor comfort
for homes, business, schools*



© 1959 Lennox Industries Inc., founded 1895, Marshalltown and Des Moines, Ia.; Syracuse, N. Y.; Columbus, O.; Decatur, Ga.; Ft. Worth, Los Angeles, Salt Lake City. In Canada: Toronto, Montreal, Calgary, Vancouver, Winnipeg.



in these charming
Wood-Burning
Majestic
THULMAN
Fireplaces

All-Metal Construction

Any Style Mantel

Zero Clearances

UL-Listed

Built-in Fire screen

The multi-wall construction of this prefabricated fireplace (with chimney) allows it to be set right against wood or other combustible material with complete, permanent safety. Made entirely of corrosion-resistant alloys and stainless steel. Easy to install, it cuts the builder's cost, yet meets the demands of fireplace-minded buyers. Choice of mantel styles and surrounds.

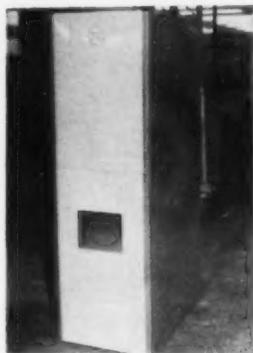


Also available: Cost-saving Majestic-Thulman Class A all-fuel chimney for regular heating needs, as well as UL-listed Gas Vent Class B chimney for venting appliances. Attractive chimney top housings.

Write for details

The **Majestic** Co., Inc.
433 -B Erie Street, Huntington, Indiana

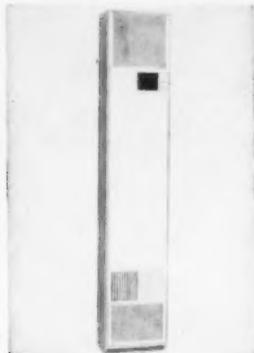
NEW GAS PRODUCTS



Furnace is streamlined

High-boy forced-air furnace has new streamlined appearance. Shown here is counter-flow design . . . especially suitable for perimeter or slab floor installation. Matching coil boxes for use with air conditioning are available for both counter-flow and down-flow models.—John Zink Co.

Circle No. 510 on reply card, p. 164



Gives central heat comfort

This completely automatic gas wall furnace can be recessed into wall or set against it. Does not require chimney or ducts. Has counter-flow blower for circulating air; gives central heating comfort. Pre-wired, takes minutes to install. Adaptable for one to three heat outlets.—Motor Wheel Corp.

Circle No. 511 on reply card, p. 164

a. Sentry
b. Watchman
c. Cavalier
d. Tropical
e. Plat
f. Mission
g. Heritage

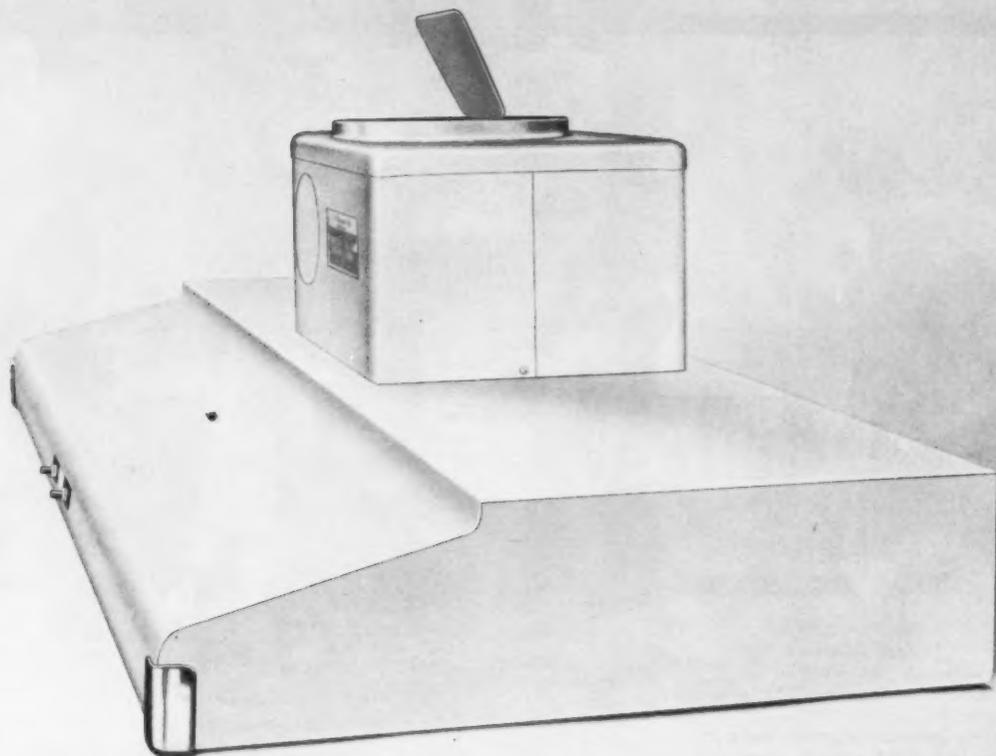
Gaslites BY ARKLA

Gaslites by Arkla . . . picturesque and practical . . . a mark of the owner's taste for beauty.

For full specifications and prices, please write
Arkla • Gaslite Division • Shannon Building • Little Rock, Arkansas

A PRODUCT OF RANGAIRE BUILDER-ENGINEERING RESEARCH

**DISTINCTIVE DESIGN
AND QUALITY YOU CAN
INSTALL WITH PRIDE!**



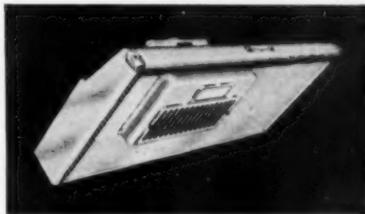
Rangaire UC-2 Squirrel cage exhaust, recessed lights, permanent filter

Styled to excite your prospects, priced to fit your budget—nationally advertised Rangaire offers the widest selection of range hood styles, colors and sizes anywhere.

A great favorite with homebuyers, Rangaire's lustrous wipe-clean finishes and distinctive lines add luxurious beauty and dignity to any kitchen . . . and there are *no hard-to-clean exposed parts* under the hood. Rangaire's

powerful, trouble-free exhaust unit removes greasy smokes and odors instantly.

Easily installed, with all color-matched accessories in one package and *no extras to buy*, Rangaire is a favorite with builders, too. For a quality plus you can point to, with pride, install a Rangaire in the home you're building now. Call your friendly Rangaire dealer today — you'll be glad you did.



For further information write
Dept. A2



Rangaire
RANGE HOODS

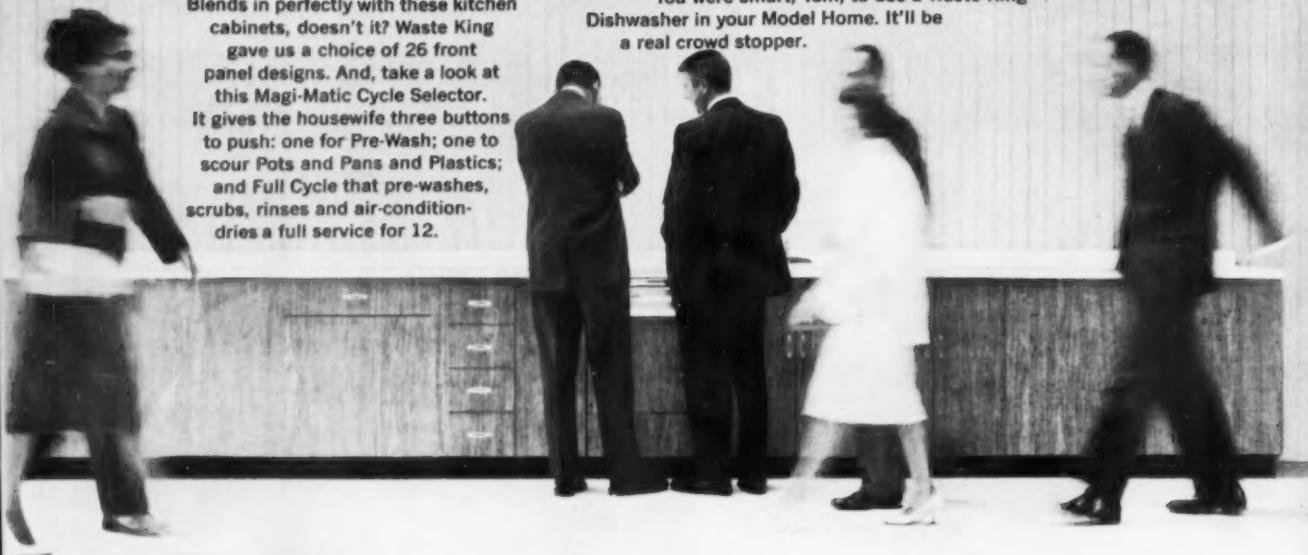
ROBERTS MFG. CO., CLEBURNE, TEXAS

SEPTEMBER 1959

111

Blends in perfectly with these kitchen cabinets, doesn't it? Waste King gave us a choice of 26 front panel designs. And, take a look at this Magi-Matic Cycle Selector. It gives the housewife three buttons to push: one for Pre-Wash; one to scour Pots and Pans and Plastics; and Full Cycle that pre-washes, scrubs, rinses and air-conditions a full service for 12.

You were smart, Tom, to use a Waste King Dishwasher in your Model Home. It'll be a real crowd stopper.



See!



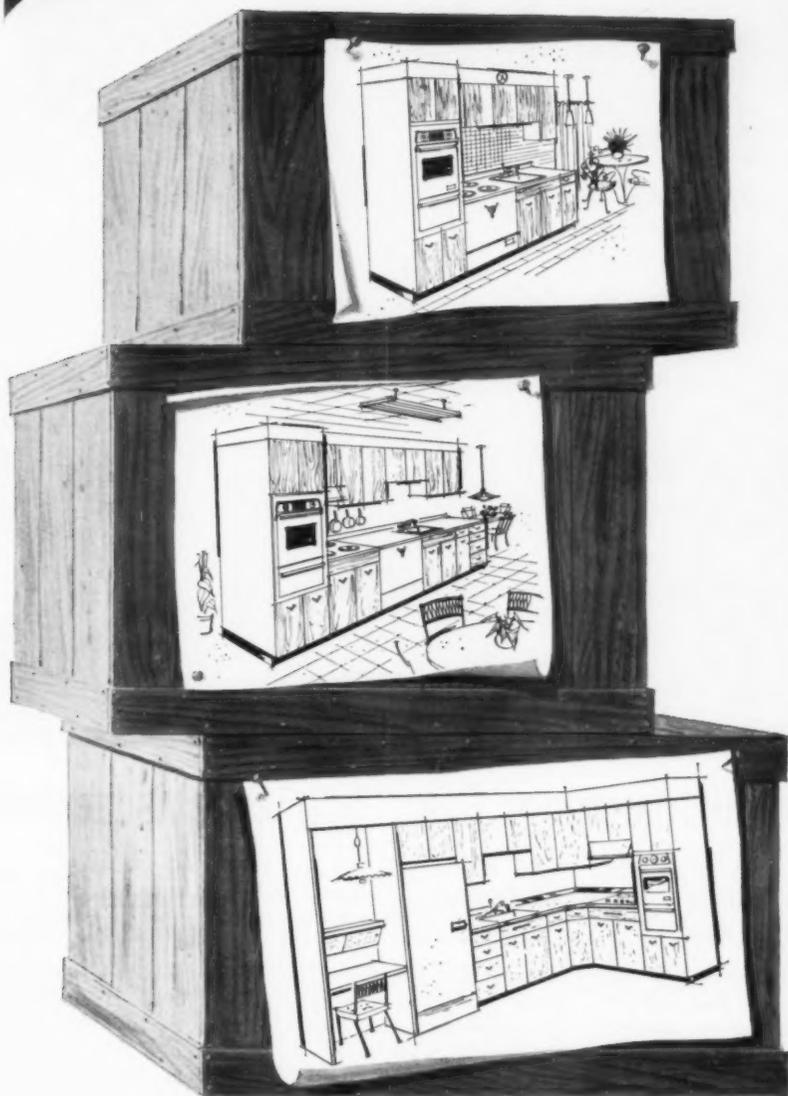
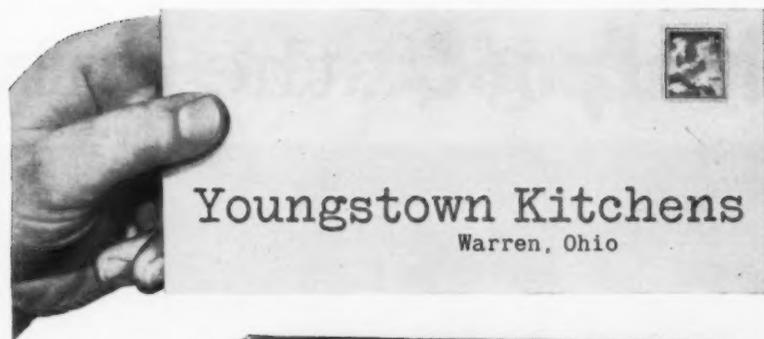
This Waste King Dishwasher really cleans dishes! Runs quiet, too. Why, it sells itself! And see this chip-proof poly vinyl tub? It's another reason why we get no call-backs after we sell our houses. In fact...

Er, Tom. Now that we've got these nice people here, don't you think we ought to sell a house or two?

33½ million prospective new home buyers will see the **WASTE KING** Dishwasher in full-page ads running in Living, House & Garden, House Beautiful, and American Home. Those ads will help you sell a "house or two!"



WASTE KING CORP.  3300 East 50th St. • Los Angeles 58, Calif.



Be sure to see Youngstown Kitchens new mar-resistant laminates.

**Just
send us
your
building plans**

**WE'LL SAVE
YOU MONEY
WITH A
QUALITY
"PACKAGED
KITCHEN"
TO FIT YOUR
INDIVIDUAL
NEEDS**

You'll be amazed how much better a kitchen you can build...how much more value you can offer in your model home...if you let us "package" a kitchen for you. Our experts, with years of experience in the building business, will work from your plans, rough sketches or budget specifications to create a kitchen with every feature to help you sell your homes.

"Packages" can be prepared almost overnight from the world's largest selection of kitchen components...including new mar and stain-resistant laminate styles in our Woodcharm line. Ask your Youngstown Kitchens representative to show you the new book of "Packaged Kitchen" styles and planning suggestions.



AMERICAN-Standard
YOUNGSTOWN KITCHENS DIVISION

American-Standard, Youngstown Kitchens Div.,
Builder Dept. A899, Warren, Ohio
Please send me full details on your "Packaged
Kitchen" plans for builders.

Name _____
Firm Name _____
Address _____
City _____ State _____



Whirlpool...the only



Eliminates mismatching! Every appliance is perfectly

1 Gas refrigerator-freezers

Think of the sales appeal you'll add with these convenience features. Exclusive ICEMAGIC® that makes and stores ice cubes automatically, no more trays to fill or spill; so quiet you can't even hear a hum; 10-year warranty, the strongest in the industry; plus many other exciting features. Available in 11, 10, 9 and 6 cu. ft. models.

2 Gas built-in surface units

Here's the flexibility to fit any kitchen plan *and* provide the most modern cooking features... thermostatically-controlled burner with "Flame Set" eliminates burning and boil-overs, Dispos-A-Bowls*, Center Simmer burners plus many others. Choice of 4-burner models, 2-burner units, even a drop-in griddle that converts into a giant-size burner.

3 Gas built-in ovens

Almost like "providing a cook"! Rotisserie turns meats automatically; Meat Probe tells when meat is done; "2-Set" automatic clock turns oven on and off. All 3 models feature matchless automatic ignition and "smokeless" broiling. If your prospect prefers free-standing gas ranges there's a complete selection of 30", 36" or 40" models to fit any budget.

4 Gas washer-dryer combination

Washes and dries a big, 10-lb. load of clothes cleaner, softer and fluffier in one continuous operation. And, it saves up to 15,600 gallons of water a year over competitive models in washing and drying a full load of clothes. There are also gas dryers and matching washers if your buyer prefers separate laundry units. *Tmk.

complete all-gas kitchen!



coordinated to give your kitchens more appeal than ever!

Now, you can add extra sales appeal to your homes with the one and only design-coordinated, all-gas kitchen. Women want their gas kitchens to look like a unit, not mismatched and jumbled. That's why RCA WHIRLPOOL all-gas kitchen gives your homes sales power others can't. Everything from floor to ceiling can be correlated in color and design . . . no single appliance "interrupts the beauty", because they're all matched mates. Another big advantage! It means you deal with just one dependable source who is eager and able to furnish expert planning assistance, merchandising aid and the quick delivery you want. Also, the heavily-promoted, nationally-accepted name of RCA WHIRLPOOL quickly tells prospects you've built the finest QUALITY into your homes.

Use of trademarks and RCA authorized by trademark owner Radio Corporation of America

Get the complete story. Send coupon today!

Contract Sales Division		AB 9
Whirlpool Corporation, St. Joseph, Michigan		
Please send me information on RCA WHIRLPOOL all-gas kitchens and gas appliances.		
Name _____	Title _____	
Firm Name _____		
Firm Address _____		
City _____	Zone _____	
County _____	State _____	

RCA WHIRLPOOL . . . America's first family of gas appliances
Products of WHIRLPOOL CORPORATION St. Joseph, Michigan

For the package deal at a package price...it's RCA WHIRLPOOL!



We've got **GAS** air conditioning

Yes, there's a special appeal to pride of ownership when the potential buyer inspects a new home equipped with GAS AIR CONDITIONING . . . The Sun Valley by Arkla-Servel, finest equipment made.

And every home builder, too, can take special pride in offering a Sun Valley home . . . because Sun Valley-equipped homes provide the ultimate in year-round comfort.

In the Sun Valley's simple gas system there

are no moving parts . . . nothing to wear out. This means LONG LIFE, MAXIMUM EFFICIENCY and LOW MAINTENANCE COST.



Call your local gas company's air conditioning department, or write



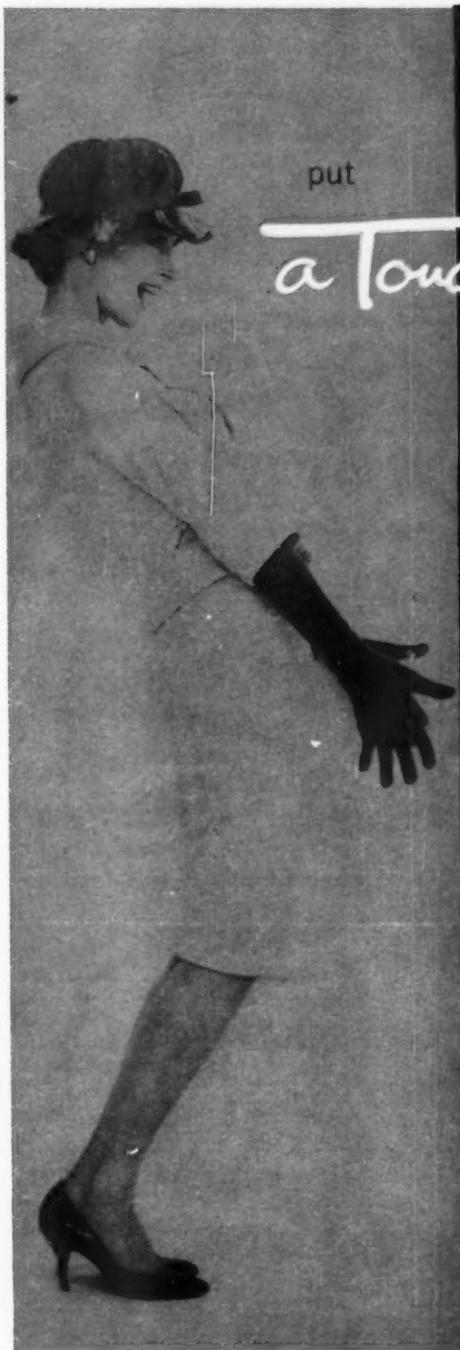
ARKLA AIR CONDITIONING CORPORATION
GENERAL SALES OFFICES • SHANNON BUILDING • LITTLE ROCK, ARKANSAS

ALSO ASK TO SEE



Gaslites  **BY ARKLA**

BIGGEST NAME IN DECORATIVE OUTDOOR LIGHTING



put

a Touch of



The new Magic Control Center with clock-controlled oven starts and stops the Magic Chef Oven automatically; cooks an entire meal while the housewife is away from home.

Magic in your sales
with new **MAGIC CHEF** built-in ranges



New Magic Chef built-in gas ranges put a Touch of Magic in the homes you build with exclusive new automatic features . . . a dramatic national advertising campaign . . . and Magic Chef's outstanding consumer acceptance.

Magic Chef's built-in advertising is preselling over a million prospective homebuyers with color full page ads in *BETTER HOMES & GARDENS KITCHEN IDEAS*, *HOUSE BEAUTIFUL'S BUILDING MANUAL* and *HOUSE & GARDEN'S BOOK OF BUILDING*.

And this is only a part of Magic Chef's dynamic national advertising campaign that is expanding even further. Magic Chef's widespread consumer acceptance. Now, more than ever before, Magic Chef is the name the modern homemaker knows—her guarantee of range quality and your invaluable sales asset.

For the profitable details of the new Magic Chef built-in line contact **MAGIC CHEF**, Cleveland, Tennessee.

New Magic Chef Ovens are available in both standard and deluxe models and in your choice of five decorator colors.



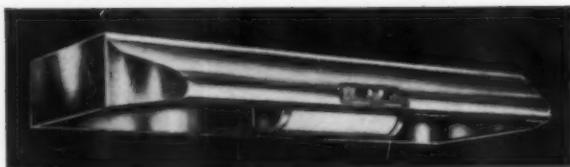
New Magic Chef Countermasters with recessed controls in the counter top reduce carpentry to a single rectangular cut.

Magic Chef
CLEVELAND, TENNESSEE



There once was a Builder named Blake
 Who went fishing for bass in a lake.
 His houses, all sold
 He was rolling in gold
 His secret is—"Use the right bait*."

***progress, OF COURSE**



PowerVent RANGE HOOD-FAN COMBINATION

- Powerful under-hood twin blowers, fully filtered
- Enclosed light
- Duct at rear, wastes no cabinet space
- Pink, yellow, turquoise, coppersone, or solid stainless steel
- Easy to install and maintain
- Push-button 2-speed control

PROGRESS MANUFACTURING CO., INC.
 Phila. 34, Pa.,

Please send me complete information on Range Hood
 name of local distributor

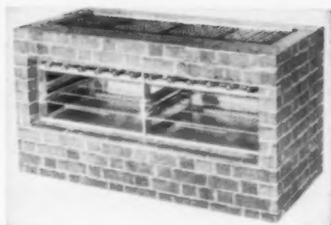
NAME.....

COMPANY.....

ADDRESS.....

AB-9

GAS PRODUCTS



Cooks with radiant heat

Charco-gas broiler supplies radiant heat from material called Glo-Brick. Unit is designed to be housed in a brick enclosure. Broils like a charcoal pit, looks like one, too. Available in sizes from one to nine grates. For commercial or home use.—Bakers Pride Oven Co., Inc.

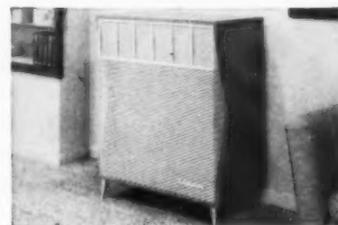
Circle No. 512 on reply card, p. 164



Lights fireplace quickly

Blue Flame Log Lighter can be permanently attached to gas line stub in fireplace. Efficient, economical way to start a fire without kindling. Measures 20½". Includes air-gas mixing chamber and steel pipe with 15-jet burner holes. Under \$5.00.—Canterbury Enterprises.

Circle No. 513 on reply card, p. 164



Quick-heats small homes

This forced-air space heater is done in fine furniture styling. Will heat up to five rooms. Built-in precision impellers send heat to all floor areas. Heat exchanger is noiseless. Fingertip controls are concealed for safety. For quick-heating in small homes.—Vacuum Gas Burner Co.

Circle No. 514 on reply card, p. 164



House hunters come back to this model home!

. . . the women remember those gas top burners, equipped with the newest "burner with a brain"—the FLAME SET*.

There's a big difference between the old and this new FLAME SET "burner with a brain." With the old type, the flame starts and continues at *full height* until the pan heats to the preset temperature. Try it! Result? Scorching in small and in non-aluminum pans.

With this new FLAME SET "burner with a brain,"

women can now tailor the flame to fit the pan size: small pan . . . small flame—BIG pan . . . BIG flame! Women remember this selling feature.

Far superior to the old style "burner with a brain," the FLAME SET doesn't increase the cost of the unit! Before ordering built-ins, make sure they're equipped with FLAME SET—the *modern* "burner with a brain."

It's a sales feature that will be *remembered* by your house-hunting prospects!

*TRADEMARK

For complete FLAME SET information, write to Robertshaw Thermostat Division, Robertshaw-Fulton Controls Company, Youngwood, Pa.

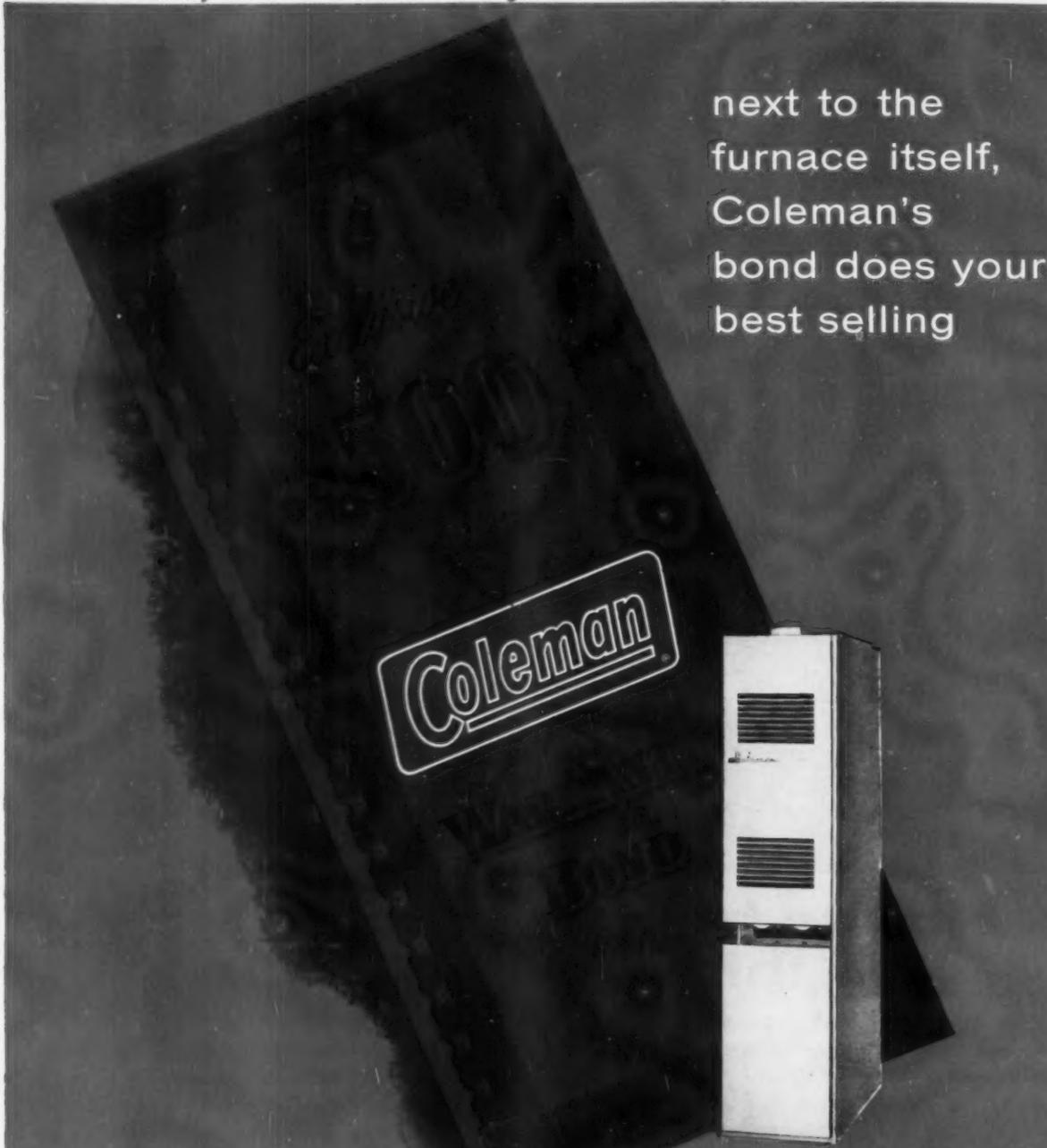
VMA 6904

Robertshaw

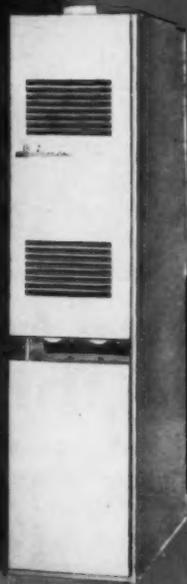


Now America's only bonded line of home heating and air conditioning is bigger and better than ever.

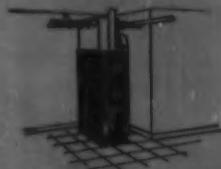
next to the
furnace itself,
Coleman's
bond does your
best selling



Coleman



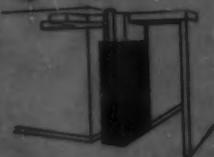
The Coleman Company, Inc./ Wichita 1, Kansas



UTILITY ROOM



CLOSET



BASEMENT

*Issued by Travelers Indemnity Company of Hartford, Connecticut

COLEMAN'S EXCLUSIVE \$500 WARRANTY BOND* tells your buyer he's getting the best in comfort, the finest quality in heating equipment. This unique bond stands behind every Coleman heating and air conditioning unit. The Trim Boy up-flow furnace shown above — in sizes from 80,000 to 180,000 BTU input — speaks of quality with a soft-voiced blower and unexcelled performance. Designed with air conditioning in mind — now or later. Call your Coleman distributor or write.

NEW GAS PRODUCTS



Has an "outdoor" sentinel

Gas air-conditioning unit for winter makes continuous air circulation easy. "Weather Wand" control outside house regulates temperature according to weather. Variable air-flow blower can also be used for heating and cooling in year-round system.—Mueller Climatrol.

Circle No. 515 on reply card, p. 164

Fits into small spaces

Gas furnace designed for installation in utility room, closet, basement. Available for up-flow or counter-flow use. Completely accessible from the front. Sectional units assembled and wired at the factory. One-piece, cross-slotted burners.—York-Shipley, Inc.

Circle No. 516 on reply card, p. 164



Installs almost anywhere

The new Imperial . . . a smokeless, odorless incinerator. Can be installed in kitchen, utility room, basement or garage. Requires only access to 6" flue. Has special alloy steel construction. Measures 18" x 24" x 36", with 1½ bushel capacity. Gas input: 30,000 btu.—Calculator Corp.

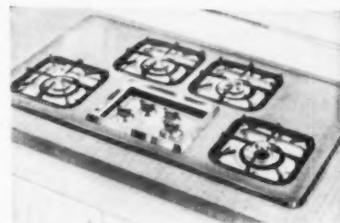
Circle No. 517 on reply card, p. 164



Can take cooling, too

Gas-fired furnace features one-piece cast iron slotted burners. Highboy models come assembled and wired. Lowboy (shown here) has split cabinet construction. Controls and draft diverter are enclosed for attractive appearance. Cooling can be installed in all models.—Iron Fireman Mfg. Co.

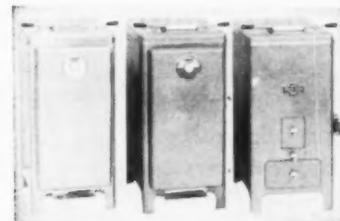
Circle No. 518 on reply card, p. 164



Require no control panels

Drop-in surface units do not need a special cutout for front control panel. Burner controls are mounted on the cooking top. Design also puts controls out of children's reach. Burner boxes are one-piece; no welds, rivets.—Geo. D. Roper Corp.

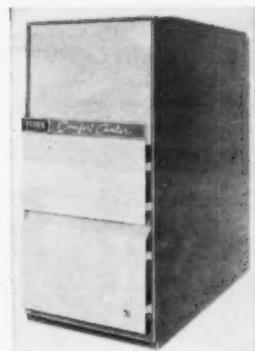
Circle No. 519 on reply card, p. 164



Prevents air pollution

Gas-fired incinerator is designed for areas where air pollution is a problem. Has multiple burning chamber with fly ash trap and afterburner. Smokeless and odorless. In modern design to look well in kitchen. Foot pedal for easy opening.—Waste King Corp.

Circle No. 520 on reply card, p. 164



Insures pure air, comfort

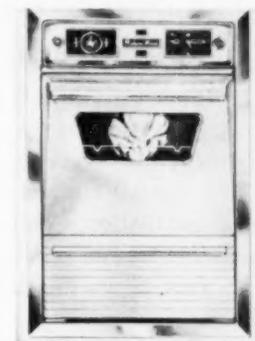
Combined furnace and air conditioner provides year-round uniform temperature. Electronic filter strains out bacteria. Cooling coil is inside furnace, heat exhaust outside. Indoor and outdoor units joined by hermetically sealed tubing.—York Div., Borg-Warner.

Circle No. 521 on reply card, p. 164

Plug-In gas fixture

Snap-Lox gas connector permits removal of one appliance without shutting off gas supply to other appliances. Two-way shut-off unit seals gas in supply lines and gas in manifold of appliance. No tools required. Provides same plug-in convenience as electricity.—M. J. Wilkoff Co.

Circle No. 522 on reply card, p. 164



Has no exposed vent

New feature of this built-in oven is its recessed control panel with no exposed vent. Oven has 18" capacity, yet can fit any standard 24" cabinet. Roastender, which controls oven automatically, and triple-spit rotisseries, are optional.—Tennessee Stove Works.

Circle No. 523 on reply card, p. 164

SENSATIONAL NEW GAS SALES-MAKER!

ROPER

BARBECUES



BROILS

COVERS NEATLY

EASILY INSTALLED IN
KITCHEN, PATIO, PORCH,
RECREATION ROOM . . .
'MOST ANYWHERE!'



Built to Quality
Gold Star
Standards

Unique 3-Way Built-in Rotis-O-Grill Gas Cooking Center

First time anywhere! Irresistible sales-clincher for new homes or remodeling jobs. Multi-purpose, any-place versatility pleases and sells prospects. Only one cut-out needed, for fast, economical installation. Compact, fits any 24" counter top. In four decorator colors or Satin Chrome. Investigate this exclusive Roper development.



ROPER ALSO MAKES OTHER BUILT-IN TOP BURNER UNITS IN ADDITION TO A FULL LINE OF BUILT-IN OVEN-BROILER UNITS AND FREE-STANDING GAS RANGES.

Write Dept. AB for full details.

GEO. D. ROPER SALES CORP.

a subsidiary of Geo. D. Roper Corporation
Kankakee, Illinois

More prospect-pulling Roper Top-control Models



"STAGGERED" TOP
Convenient arrangement. New Circle-Simmer or Simmer-Speed top burners. Tem-Trol burner is optional.



"CLUSTER" TOP
Extra compact . . . needs only 26" of space. Controls guarded by raised bezel. Tem-Trol burner is optional.



Caloric[®]

creates home automation
—to sell homes fast!



Caloric **GAS DISPOSERS**

Dispose of all garbage and trash (except metal and glass) with no trouble. Lid locks automatically when dial is turned "on". Jet-Stream action—a unique air-flow system—assures complete combustion of all rubbish. Flame devours smoke and odor.

Caloric **BUILT-IN GAS RANGES**

Naturally, buyers want the most up-to-date equipment in a new home. Caloric gives it to them. Automatic features provide "home automation"—make cooking almost as easy as turning a dial! Separate oven-broiler and top burner units give homemakers made-to-order convenience, too. Choose from 9 handsome finishes.

AUTOMATIC MEAT THERMOMETER shuts oven off when meat is "just right."

CLOCK-CONTROLLED OVEN cooks complete meals automatically, when nobody's home.

THERMO-SET TOP BURNERS hold exact heat set... make every pot and pan "automatic."

AUTOMATIC ROTO-ROASTER turns meat or fowl slowly under flame for fine barbecued flavor.

CALORIC APPLIANCE CORP.
 DEPARTMENT AB
 TOPTON, PA.

Please send me full-color brochure on Caloric Built-In gas ranges .
 On Caloric gas disposers .

Name _____

Address _____

City _____ Zone _____ State _____

CALORIC - THE BUILT-IN SPECIFIED BY LEADING HOME BUILDERS FOR AMERICA'S BEST HOMES.

CALORIC APPLIANCE CORP., TOPTON, PA. • RANGES • BUILT-INS • DISPOSERS



Lamps come in pairs

Patio, garden or driveway can be lighted by this spiral post Gay-Lawn lamp. Matching Cheer-Glo lamp is bracketed for installation on buildings. Both lamps have brass valve, aluminum working parts, are equipped with shut-off valve. General Gas Light Co. (Circle No. S24, p. 164)



Takes up only 30 inches

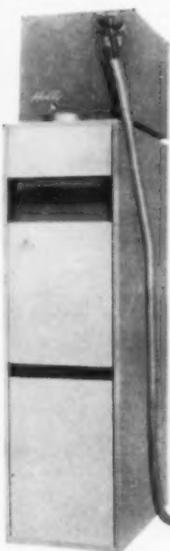
New . . . from RCA Whirlpool . . . a 30-inch Deluxe model gas range. Model G-323 has a big 24" matchless oven with counter-balanced door and heat-proof glass window. Also featured: five-position broiler, electric clock and timer, thermostat controlled burner. Whirlpool. (Circle No. S25, p. 164)



Save on cooking space

Two new cooking units can both save space in your kitchens. New tile top gas unit (far right of photo) offers four burners. Has tile guide lip to aid tile setting. Built-in oven is 18" wide, has glass control panel, triple rotisserie. From O'Keefe & Merritt. (Circle No. S26, p. 164)

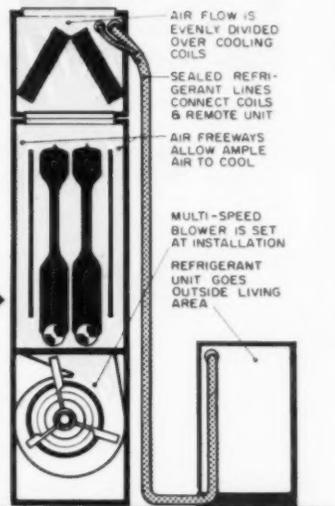
New forced-air furnace . . . takes cooling without wiring



This Airtrol unit gives complete air control for heating and cooling. Furnace comes wired and ready to install. No wiring is needed to add cooling. Sizes range from 80, 100, 120, 140 thousand BTUs. For use with two-to five-ton air conditioning. From the Holly-General Co. (Circle No. S27, p. 164)

WHAT

HOW

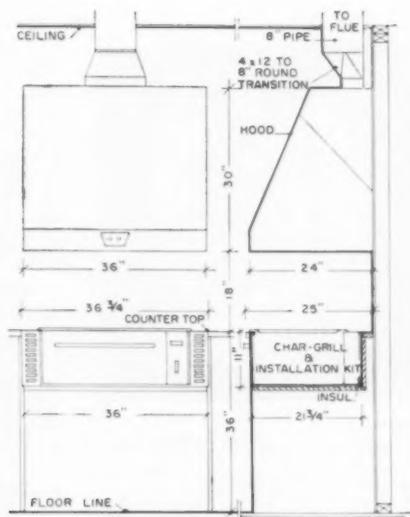
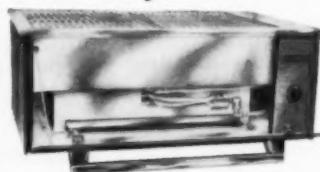


This barbecue builds in. Can be installed with a vent hood

"Char-Grill" can be built into wood, metal or masonry. Broils or barbecues with natural, manufactured, or LP gas. Burner is fed through with 25,000 BTU heat through 3/8" inlet. Vent hood for barbecue has powerful exhaust blower. Moves 400 cu. ft. of air per minute. From Majestic Co., Inc. (Circle No. S28, p. 164)

WHAT

HOW



New... from **VESTA®**



SUPERB STYLING!
Giant 24" or standard 16" double-oven.

GIANT 24" BUILT-IN OVEN AND BROILER

A quick sale . . . so close to the heart (and pocketbook) of every man who sells!

The beauty, convenience and sales-appeal of new Vesta Built-ins bring the 'ooooohs' and "aaaaahs" that make sales come faster. Finest Vesta no call-back quality *keeps 'em sold*, too!

Magnificence in every inch! Four beautiful porcelain enamel finishes or handsome stainless steel.

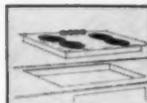
Mail the coupon now and find out how Vesta can close *extra sales* for you!



NEW! Tilt-in oven installs faster!

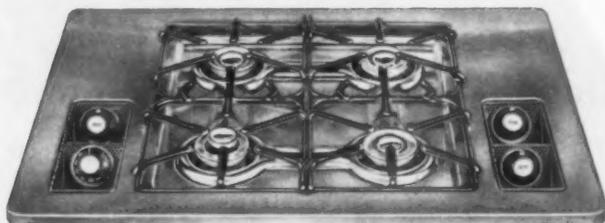


NEW! Push-in frame always fits flush!



NEW! Square-fit cook-top—no curves to cut!

SHALLOW COOK-TOP — only 2 1/2" deep. Allows extra drawers underneath!



GAS OR ELECTRIC . . . ONE-YEAR FACTORY WARRANTY

Also Builders of famous Vesta ranges



Nationally Advertised
IN LEADING HOME MAGAZINES

ATHENS STOVE WORKS, INC.
DEPT. 7
ATHENS, TENNESSEE

I'm a builder dealer. Please rush me full details on the new Vesta Built-ins!

Name

Address

City & State

NEW GAS PRODUCTS



Moderate-priced built-ins

Popular-priced built-in gas oven and top burner units have contemporary design. Oven has electric clock, glass door, automatic ignition, and minute minder. Top burners have automatic lighter, interior and exterior heat baffles. Choice of decorator colors.—The Stove Works, Inc.

Circle No. 529 on reply card, p. 164

Heater fits any wall

In-the-wall Saf-Aire heater can be installed in any type of outside wall, at any floor level. No chimney or flue required. Everything for heater and vent system comes in one package. Installation seals all products of combustion outside of building.—Stewart-Warner Corp.

Circle No. 531 on reply card, p. 164



Dries with filtered air

Maytag dryer has filter to clean the air used in drying. The "halo of heat" air-flow system makes air uniformly warm, prevents hot spots. Dryer can be installed flush-to-wall or flush-to-cabinet. Can be vented in any of three directions. Four-in. exhaust duct permits venting up to 30'.—The Maytag Co.

Circle No. 534 on reply card, p. 164

Barbecue without charcoal

Gas-fired barbecue broiler eliminates both of charcoal. Heats ceramic "coals." Tilting grill conducts fat into drip pan. Install in kitchen counters, in any masonry, wood or tile. A new idea in modern living for the new or remodeled home.—Christiansen Co.

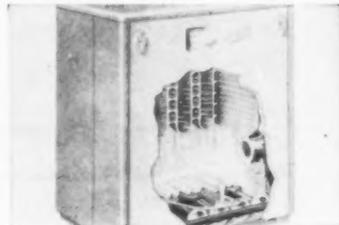
Circle No. 532 on reply card, p. 164



Has extra-large capacity

Giant-size gas oven and broiler comes in bi-level design for space economy. Occupies only 24" of wall space, yet has capacity for extra large fowl. Suburban built-in has embossed door, Verti-View window, automatic clock control on oven.—Samuel Stamping & Enameling Co.

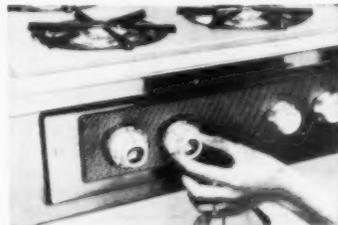
Circle No. 530 on reply card, p. 164



Comes pre-assembled, wired

Gas boiler for steam and water comes in seven sizes. Unit provides home heat. Is also available with built-in automatic water heater for kitchen, bath, laundry. Holiday-Pak is assembled, wired, equipped with circulator at factory. Packed in skid-bottom crate.—Burnham Corp.

Circle No. 533 on reply card, p. 164



"Burner with a brain"

Thermostatic top-burner control keeps temperature of cooking utensils at pre-set level. Placed in center of burner grate, it fits against pan. Control also has "Flame-Set" to regulate size of burner flame. Featured as the "burner with a brain."—Robertshaw-Fulton Controls Co.

Circle No. 535 on reply card, p. 164



THE BUILT-IN LINE

Designed with the builder's profit in mind... **See the complete**

MARTHA *Washington* LINE

TODAY'S MOST COMPLETE SELECTION

OVENS—SURFACE UNITS—RANGE HOODS
DISHWASHERS—REFRIGERATOR/FREEZERS
GRAY & DUDLEY CO. — NASHVILLE, TENNESSEE

Universal...the quality built-in now in gas or electric!



New styling...new versatility...famous for quality for nearly 4 generations

New Universal built-in gas ranges—only Universal offers such a wide choice of customized arrangements . . . 14 new two-burner, four-burner and griddle surface cooking units; five new oven-broiler units. Famous "air-conditioned" oven, smokeproof broiling, "obedient burner" top cooking.

New Universal built-in electric ranges—versatile surface cooking units can be installed for either front or rear control location. Hinged, flip-up "Quick-heat" element design permits easy, fast cleaning of spill-overs. Each element has exclusive "on" indicator. Choose from two double oven, two single oven models.



Now gas and electric units are interchangeable!

Gas and electric ovens and surface cooking units are fully interchangeable . . . all are drop-in units that fit standard cabinets. Available in your choice of five beautiful decorator colors: canary yellow, petal pink, turquoise green or copper-tone porcelain and satin-finished chrome.

Advertised in leading national magazines

UNIVERSAL

BUILT-IN GAS AND ELECTRIC RANGES

See your Cribben and Sexton representative or contact Cribben and Sexton Company,
A Subsidiary of Waste King Corporation, 700 N. Sacramento Blvd., Chicago 12, Ill. Phone VAn Buren 6-4600.

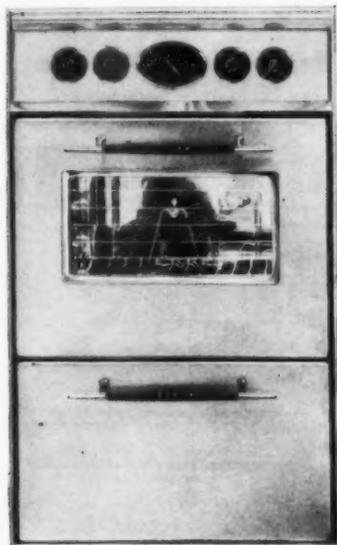


Universal Built-in Automatic Dishwashers

Exclusive "Jet-Torque" washing action, stainless steel construction, full-capacity compact design. Washes service for eight, yet requires only 18" of cabinet space. Decorator colors.



HIDDEN VENTS
TAPPAN
GAS OR ELECTRIC



GAS OR ELECTRIC— YOU CAN'T SEE THE VENTS ON TAPPAN OVENS

The vents are there all right. But you can't see them. There's nothing to interfere with the modern sweep of the new illuminated Constellation control panel.

You can offer the same beautiful Tappan styling whether your customer wants a gas or electric oven. And since they both fit *exactly* the same cabinet cut-out you can interchange gas and electric units without extra carpentry.

TAPPAN

For more information on Tappan Built-Ins write

The Tappan Company
Department AB-99, Mansfield, Ohio

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Address _____

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NEW GAS PRODUCTS



Everything is automatic

Built-in oversize oven and giant broiler are completely automatic. Capable of cooking an entire meal. Both finished in new dawn-gray porcelain. Automatic ignition system. Built-in rotisserie. Cut-out size: 40½" high, 21¾" wide, 23⅛" deep. Price: \$295.95.—Preway Inc.

Circle No. 536 on reply card, p. 164



Heats with contour flame

Contour flame burner uses entire heat-exchanger surface in new "Airtemp" gas heater. Flame spreader prevents dirt clogging. Has exchange air filter, automatic shut-off. Converts to air conditioning. Lo Hiboy, Lo-boy, or horizontal styles.—Airtemp Division, Chrysler Corp.

Circle No. 537 on reply card, p. 164



Keeps meter handy

Gas meter box for outdoor installation. Designed to be surface-mounted or recessed behind a front panel in outside wall. Made of weather-proof, resin-rubber compound. Has plexiglas window for quick reading. Will accommodate variety of meter-regulator arrangements.—Handley-Brown Co.

Circle No. 538 on reply card, p. 164



Built in or stands free

Eight-foot gas refrigerator is designed for built-in or free-standing installation. Has full-width freezing compartment and vegetable crisper. Freezing unit is a sealed absorption-type system with no moving parts. Available for all types of gas.—Kirk Industries, Inc.

Circle No. 539 on reply card, p. 164

Installs in many ways

Lo-Hiboy gas furnace comes with burner and controls installed and completely pre-wired. Leveling legs allow easier installation. Provided with matching return air cabinets. Units can be converted to conventional basement models.—Toridheet Div., Cleveland Steel Products Corp.

Circle No. 540 on reply card, p. 164



Saves space for laundry

Combomatic gas washer-dryer does up to ten pounds of laundry, yet is small enough to be installed in kitchen, bathroom. Unit is 27" wide. Weighs only 280 lbs. Has sound-conditioned cabinet. Functional styling has built-in look.—Easy Laundry Appliances Div., Murray Corp.

Circle No. 541 on reply card, p. 164



most honored name in America's finest kitchens

... OFFERS THE ONLY

COMPLETE PACKAGE OF

MATCHED Built-Ins

... NOW PRICED

Gas or Electric

FOR EVERY KITCHEN PLAN!

Only Chambers offers so many combinations ... a complete line of RANGES and OVENS (Gas and Electric) ... REFRIGERATOR-FREEZERS ... DISHWASHER-DRYERS ... VENTILATING HOODS ... HEAVY DUTY DISPOSERS to fit every budget ... every plan!



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- NO mis-fits
- NO "off" Colors
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Please rush Air Mail:

- Specifications on all Chambers Built-In units.
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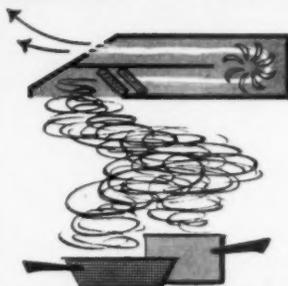
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PURIFIES AIR ... with NO outside ducts!

DUCTLESS HOOD
banishes cooking odors ... removes smoke, grease—even pollen—by a time-tested scientific miracle. This is the magic of Activated Charcoal—the substance that purifies the air men breathe in atomic submarines.

SIMPLE TO INSTALL ...
DUCTLESS HOOD uses no expensive outside vents or louvres. Instead, powerful motor-blowers recirculate kitchen air through filters to remove impurities.



Ductless Hood

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**TOTAL FREEDOM
IN KITCHEN DESIGN!**
DUCTLESS HOOD is self-contained, permitting kitchen units to be placed in any desired location. Sizes and colors for every decor.

*For other rooms—the built-in
DUCTLESS AIR PURIFIER*



ORDINARY HOOD ...
Pipes and ducts costly to install—take up shelf space—waste of house heat and conditioned air.

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Dept. 34, 601 Plandome Road, Manhasset, N. Y.



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7 out of 10 choose Gas

and it costs you less to install!

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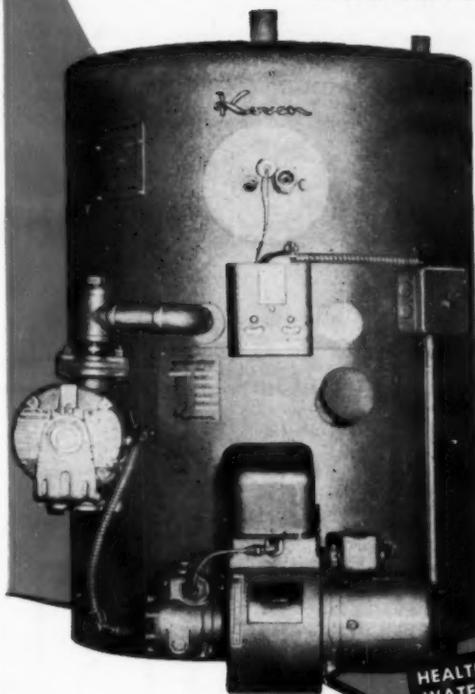
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A Space Saver...
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HEALTHY HOT
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COMPLETELY EQUIPPED FOR
FAST INSTALLATIONS

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There's probably more fun—and profit—in noodling and doodling house plans than in anything else you do in building.

Here's a house that's been exposed to expert noodling by the jury of McCall's "Builder Certification" program.

Check the jury report for ideas. Check it for point of view. Maybe it'll help you take a critical-constructive look at your house!
—The Editors

THREE ELEVATIONS AS SUBMITTED . . .



"Scheme A could be improved at a saving in cost, by eliminating the long, sloping roof to the right of the garage. At the lower end there is only about 4' of headroom, which throws the balance of the house out of scale. Also, this sloping roof would cut in front of the dining area window, cut off some of the light, and look rather strange from the inside of the house."

"This excellent house could be improved

This treatment is old hat

This fits house better

ELEVATION SUGGESTIONS

"Vertical battens on gable ends have become too usual and common to tract houses to be considered an attractive design feature. Also, the verticals being used only in the triangular areas are in direct contradiction to horizontal emphasis on the balance of the house . . . the two suggestions below will be more harmonious with the front and rear elevations, and will make the house appear wider than it does with vertical emphasis."



ANALYSIS OF PLAN AS SUBMITTED

"Original plan rather limits guests in dining. They would have to be served at the end of the kitchen—or there would be a dining table at the end of the living room.

"But the end of the living room is virtually a traffic lane between the front door and the family room, and between

family room and bedrooms and bathrooms.

"It was felt that it would not be easy to secure a good furniture arrangement in the living room because of this traffic lane. Consequently, the usable floor space of the living room was no greater than the family room."

AND DESIGN ANALYSIS



"Scheme B has a very trim, attractive design. But the introduction on the front of 8" siding above the window sill height seems questionable taste, particularly since distance between shutters varies. Advantages accruing from shutters, well-proportioned windows and fence, would be enhanced if same wall material were used as below window sills (as is done to right of front door in Scheme C.)"



"Scheme C might be even more attractive with gable roof used on A and B. Certainly the porch is excellent, and would gain if scale of the pickets were in harmony. If each picket were of stock 1 x 4's, they would be much more compatible with the size of the porch posts. It is to be hoped that if the owner supplies lamp post and lamp, he will be encouraged to make the post at least 6' high."

by some simple shifting of partitions"



room. Parents could entertain guests without having children in evidence as they go from family room to their bedrooms. Too, many families prefer to have living room farther from the sleeping area, so that sounds from adult entertaining do not disturb children.

"Partition between family and living rooms could be moved according to buyers' personal preferences. It could shift to left, enlarging family room. It could have a door or large casied opening. Or entire partition could be an accordion door, permitting use of two rooms as one when there is a party.

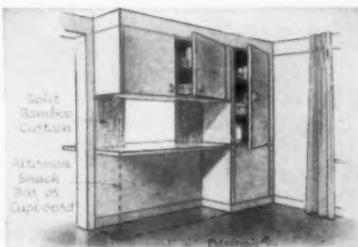
"There is now a coat closet near entrance. FHA, and most families want coats near front door.

"Closet partitions could have studs used flatways, saving 2". All closets are as large, or larger, than in original—and Bedroom No. 3 is slightly larger."

PLAN SUGGESTIONS:

"Arrange kitchen equipment in 'U' shape and screen from dining area. Room divider could be some form of pass-through. Countertop 3' above floor could serve as a snack bar. Shelves behind cupboard doors for china are well-located: table can be set from dining area, washed and put back on shelves which are close to kitchen sink.

"Interchange living room and family



How about your plan?

Gerald Geerlings will do a limited number of plan critiques for AMERICAN BUILDER's readers. The charge is \$50. One critique will be published each month, but only with permission of the builder.

Write to Plans Clinic, AMERICAN BUILDER, 30 Church St., New York 7, N. Y. Enclose two sets of white prints (rolled, not folded), and list any local buyer preferences in your area.

"I make as much remodeling a house

That's small-volume builder J. A. Bilhorn of Glendale, Mo. talking. He says the cost of the remodeling job shown here ran up to \$16,000—as much as a medium price home. \$4,500 alone was spent remodeling the kitchen and adjoining areas. The remaining \$11,500 went into re-vamping the open porch into a

family-dining area, which was then expanded outward into a new addition (shaded area).

The house shown below is typical of four houses that Bilhorn has remodeled during the past few months. He finds that many home buyers choose this type of older home because these homes are generally near schools and

transportation, give more living space for less money.

Bilhorn started in the building business in '49—doing speculative building, some remodeling. During the past two years, because of the scarcity of lots in the St. Louis area, he went into commercial building, began stepping up his remodeling activity.



like this as I do building a new one"



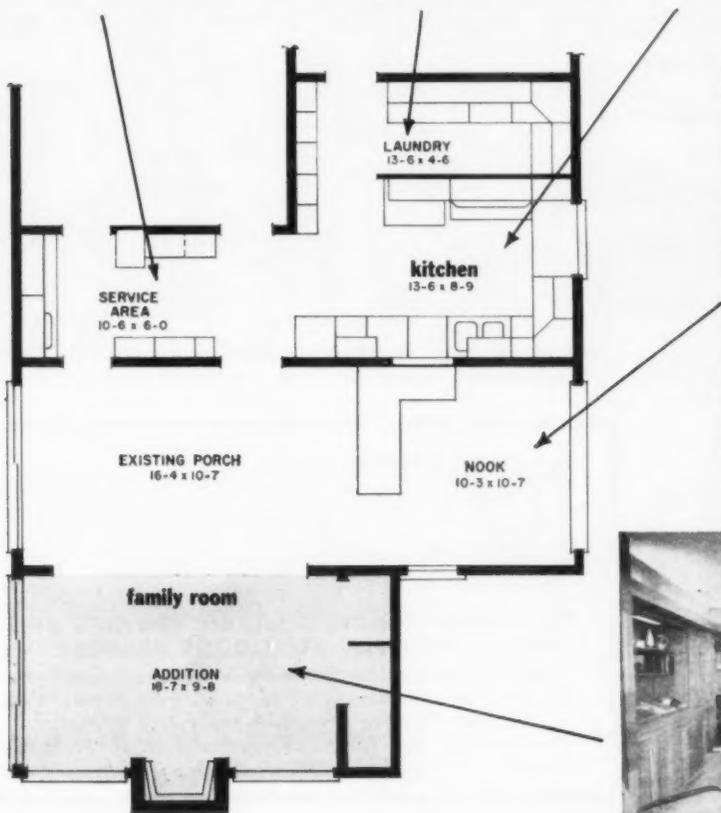
Service area has its own sink.



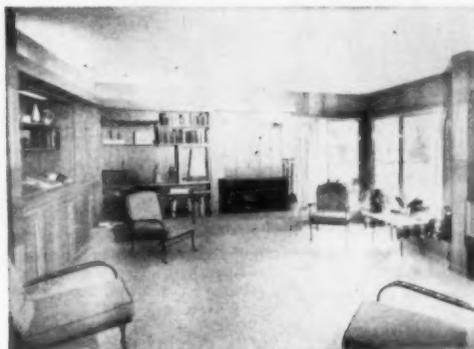
Laundry is convenient to kitchen.



Kitchen pass-through serves family-dining area.



Builder's crew made nook table, seat.



Fireplace and built-ins add interest to family room.

◀ REAR VIEW OF HOUSE shows the attractive addition. Block was used in fireplace to reduce cost. Partial list of products used: Tappan oven and range; NuTone blender; Waste King disposal; GE dryer; Maytag washer; Armstrong tile.

**NOW - A QUALITY STEEL DOOR FRAME YOU CAN
INSTALL IN LESS THAN 5 MINUTES!**

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**FOR SWING, SLIDING OR
FOLDING DOORS**

(INSTALL OVER DRYWALL)

... equal in beauty to the finest wood trim (looks like ranch-trim), plus the durability and labor-saving advantages of steel.

- Jamb, stop and trim formed into a complete frame.
- Packaged ready for installation — embossed for hinges and complete with strike plate, dust box and rubber bumpers for silent door operation.
- Made of prime cold rolled steel with baked on enamel prime coat.
- Sturdy, snug fitting and easy to paint.

INSTALLATION IS EASY . . .



Snap hinge jamb over stud and wallboard. Snap header into opening with hinge jamb. Install strike jamb same as hinge jamb.

Nail bottoms of jambs at strap anchors . . . only 4 nails required (baseboard covers strap anchors).

OTHER KEWANEE STEEL DOOR FRAMES
PLASTERITE: install before plastering
"KWIK-FIT": install over drywall

OUR 40th YEAR MAKING QUALITY BUILDING PRODUCTS



Lock into place by turning screw at top of strike jamb (patented assembly).



200 - HOME - BUILDER FEATURES KEWANEE UNIVERSAL "KWIK-FIT" STEEL DOOR FRAMES

"The best fitting door frame we've run into," says Wm. Edwards, construction supt. "No cracks, splits or nail holes . . . fits tight against drywall. A really fast installation." (Photos shown were taken at Pacesetter Park, So. Holland, Illinois.)

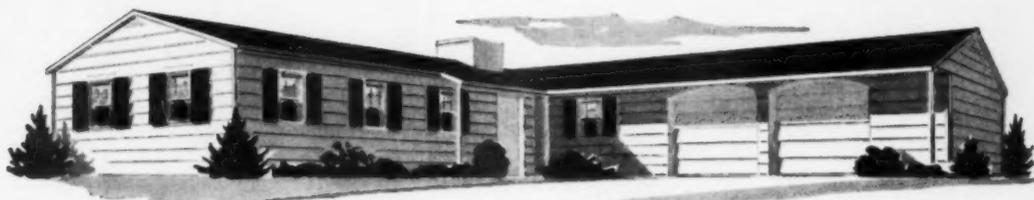
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8 handsome sidings by Weldwood give you variety at low cost

Give your homes sales-winning variety without changing floor plans. Choose any combination of Weldwood Sidings. Each meets FHA requirements as a combination

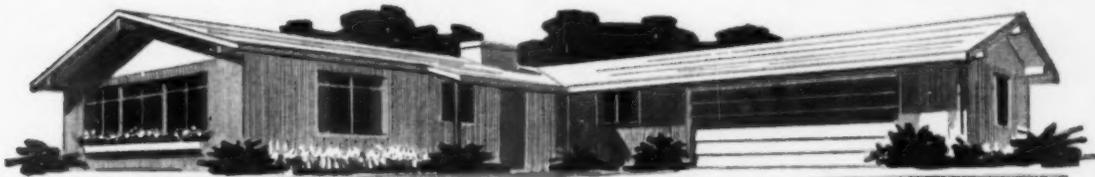
sheathing-siding; can be applied directly to studs, giving tremendous savings in materials and labor. You can save, too, by ordering in mixed carload lots.



DURAPLY® LAP SIDING, lowest priced siding of its type, is genuine Exterior-Grade Weldwood fir plywood overlaid with a smooth medium density sheet of cellulose fibers and phenolic resins called CreZon® that presents a superior paint surface. Duraply Lap Siding is supplied with attached wedges or shims for fast, easy installation.



BOARD AND BATTEN styling with tough, abrasion-resistant Duraply's CreZon overlay to help prevent moisture penetration, control checking and swelling, and eliminate paint peeling. Duraply needs no sanding, and just two coats of a quality exterior paint last for a minimum of five years before repainting is needed.



WELDTEX® STRIATED SIDING, textured with deep, closely spaced grooves, provides eye-catching shadow effects that harmonize attractively with virtually any home style. The striations conceal nail heads, joints, checking, and grain raise. Many color combinations in paint and stains are possible, for Weldtex siding finishes beautifully.



FOR STRIKING SIMPLICITY, consistent with contemporary design, Duraply Flat Panels are an ideal choice. Smooth, easily painted CreZon-faced modular panels are large, easy to handle, and add rigidity to the entire construction. Duraply's paint-saving economy can save hundreds of dollars per house.

*Reg. T. M. Crown Zellerbach Corp.

8 Weldwood Sidings give maximum design flexibility and superior strength

1. Duraply Lap Siding
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Actual tests conducted by United States Forest Products Laboratory at Madison, Wisconsin, prove conclusively that plywood as thin as 1/4", when nailed directly to studs, provides

more than twice the relative rigidity and more than three times the relative strength of 1" x 8" lumber sheathing nailed horizontally to studs.

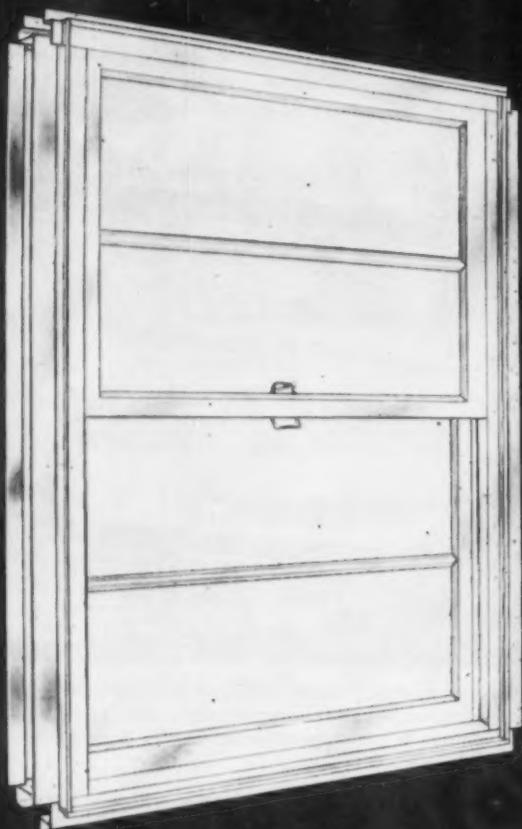
For details on the many ways Weldwood Sidings can help you cut costs and give a better house for the money, write for a free copy of the new 12-page booklet, "Weldwood Sidings For Traditional And Contemporary Design."



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UNITED STATES PLYWOOD CORPORATION

Dept. AB9-59, 55 West 44th Street, New York 36, N. Y. In Canada: Weldwood Plywood, Ltd.



Series 60
Double-Hung Aluminum Window

TYPES AND SIZES

	2' 0"	2' 4"	2' 8"
3' 1 3/8"			
	20H31	24H31	28H31
3' 9 3/8"			
	20H39	24H39	28H39
4' 5 3/8"			
	20H45	24H45	28H45
5' 1 3/8"			
	20H51	24H51	28H51
5' 9 3/8"			
	20H59	24H59	28H59

Type H windows (with horizontal muntins) are illustrated. Colonial types with vertical as well as hori-

THESE QUALITY ALUMINUM WINDOWS PAY YOU TWO WAYS

1. Complement your other good building components to help attract mortgage money
2. Save labor time because one frame fits all wall conditions

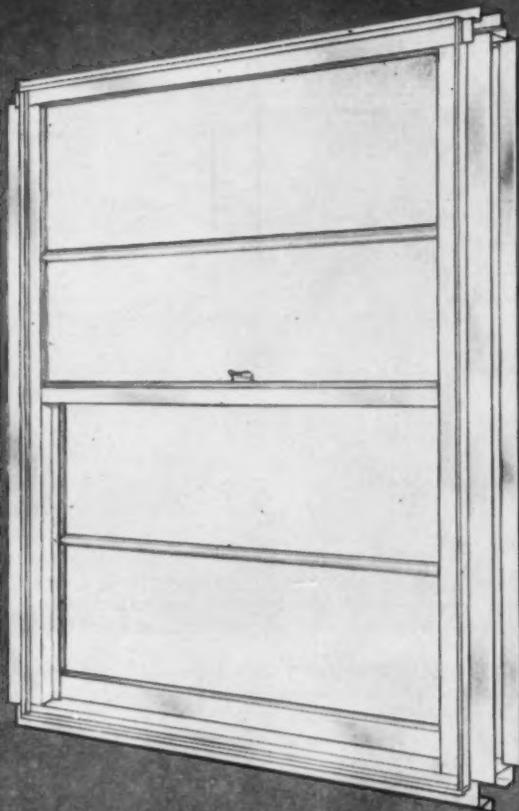


Total Manufacturing for the Building Industry from Raw to Finished Products

/ SERIES 60 AND 65



zontal muntins, or Contemporary types with muntins omitted, are also available. Send coupon for catalog.



Series 65
Single-Hung Aluminum Window

More than ever before, it's good business to inject quality into homebuilding. Good building components attract mortgage money. Ceco's new aluminum windows will complement all the other quality you put into building. They are economical without sacrificing good window construction.

Windows are a small part of the home but since they are so evident they deserve your careful consideration. First, they should be graceful and rugged, neatly joined at the corners, and give evidence of continued easy operation. Designed and made by craftsmen, the Ceco window fills the bill. Good spiral balances with spring coils are engineered to provide easy opening and closing now and in the future.

Windows should be weathertight. Ceco gives you tightness, as proven by Aluminum Window Manufacturers Association's DH-A1 tests. The secret is in the design, workmanship and weather stripping (silicone treated wool-pile backed with aluminum.)

Ceco windows can be installed in any construction. You save labor, time and money because the frames are identical and fit all conditions.

So when you plan for quality with economy, plan to use Ceco Series 60 or 65 Aluminum Windows . . . made to last a lifetime. Ceco Steel Products Corporation. General offices: 5601 West 26th Street, Chicago 50, Illinois. Offices, warehouses and fabricating plants in principal cities.

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Please send me your new 1960 Window Catalog 1049-E.

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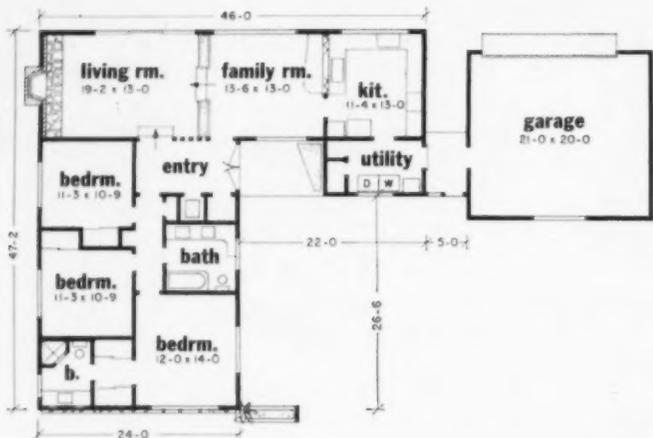
my lumber yard is _____

If student, check here for special data.

AB

Buyers couldn't say NO
to this house ...

Here are 10



1 THIS PLAN is a top seller because: L-shaped layout with main entry at the inside angle splits sleeping and living quarters, a must for young families with children; spacious laundry next to kitchen; double garage; plenty of storage and two big bathrooms.



The fast-selling model shown here is the result of knowing a market and building for it. Larwin Co. planned it expressly for the young executive and professional families still pouring into the Los Angeles area. The main sales features listed here are keyed to that market. But, they can be adopted by any builder,

anywhere in the United States. Larwin builds houses which have universal appeal. The lines are clean and there is little extreme styling. Floor space is large and well-divided. Lot sizes are also big, about 11,000 sq. ft. or $\frac{1}{3}$ acre. The result is the type of house growing young families want for a home.

1800 SQ. FEET on full $\frac{1}{4}$ acre lots with frontages spreading up to 104 feet... 3 and 4 Bedrooms, plus spacious family room, plus all-purpose hobby room... Completely built-in Kitchens, 2 Baths, expensive wood paneling, Palms Verde stone fireplaces, spacious entry halls and more. Everywhere you look, you'll find those custom extras.

VETS - NO DOWN (only low costs and compounds)
NON VETS full price from \$25,000
IMMEDIATE OCCUPANCY IN A FEW MODELS.

Natural Gas



4 EASY FINANCING, especially for houses in the mid-twenty-thousand bracket, appeals to everyone, particularly the buyers Larwin aims for: young families with fat futures and slim wallets.

5 SIT-DOWN COUNTER is the latest variation of the popular soda-fountain counter with its special high stools. Table-level counter can be used for eating, desk work, and a children's play area.

REASONS they had to say yes



2 **SIMPLE ROOFLINE** with extended eave over entry and use of heavy textured surfaces give the Dover lots of sales appeal. Clean styling and 75-ft. length make it look larger than 1,800 sq. ft.

3 **THE PRACTICE** of leaving the main trees standing is another key to Larwin's sales success. Even their newest developments look stable and settled—a definite appeal to the family on the way up.



6 **EXTRA FINISHING TOUCHES** like the swinging louver doors and shutters between the kitchen and dining-family room also build sales. Buyers also like the warmth of the interior wood paneling.



7 **STEP-DOWNS** and built-in planters help separate the versatile family-dining room and living room. Need for dividing partitions is eliminated. This cuts material costs, and the buyers like it.

8

BIG FIREPLACE of Palos Verdes stone is one of the main interior sales features, according to the builders. Overly large glass window wall is another attraction.



9

SECOND BATHROOM is designed for children's use: lots of space, plenty of mirrors, and twin lavatories. Its size helps eliminate off-to-school morning tie-ups.

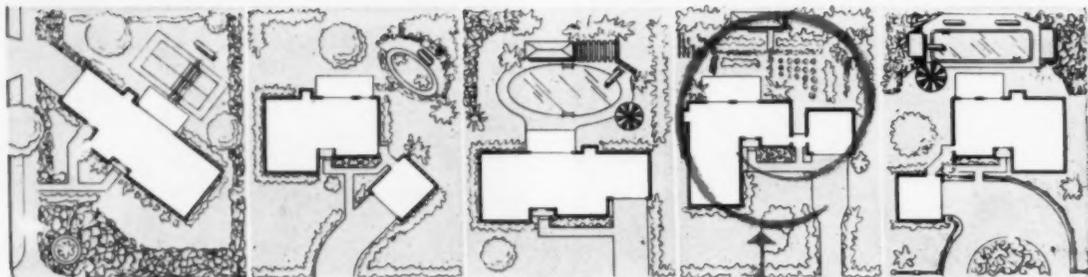


Los Angeles' Larwin Company hit young executive market head-on with this smartly styled model

Larwin's El Dorado Northridge was planned as an executive community. This meant the houses would have above-average price tags, conservative contemporary styling, easy financing. And there would be smart site

planning to make each neighborhood look stable, prosperous.

Proof of success: 107 engineers, 13 architects, 33 lawyers, 94 doctors and dentists moved into the first 370-house section of El Dorado Northridge.



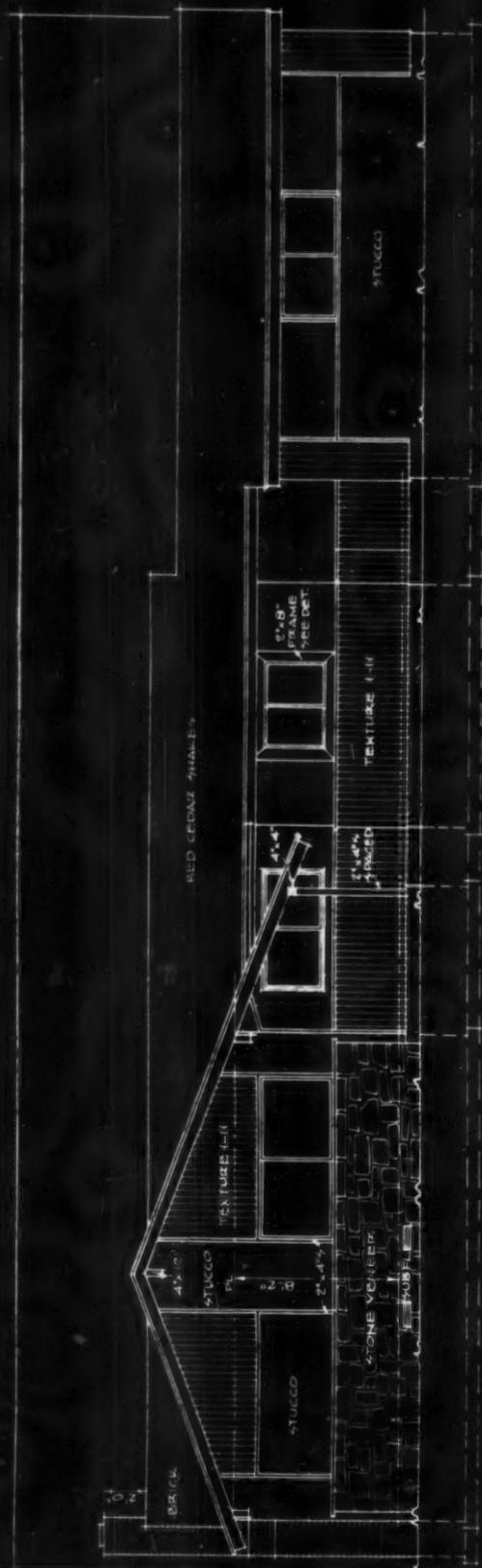
10

SMART SITE PLANNING of the entire neighborhood is another example of Larwin's market sense. Setbacks are staggered; driveways varied. There is no sameness although only a few designs are used.

WHAT

HOW

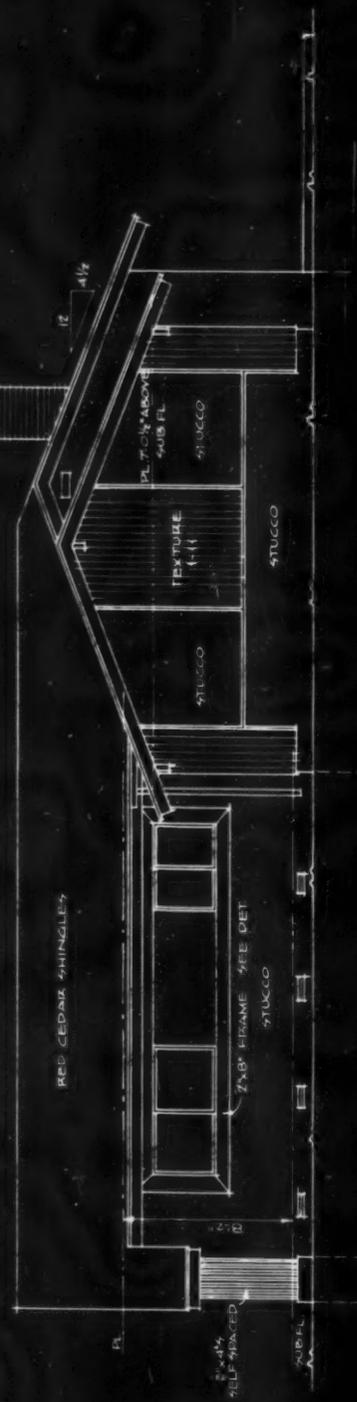
For details on how the Dover goes together



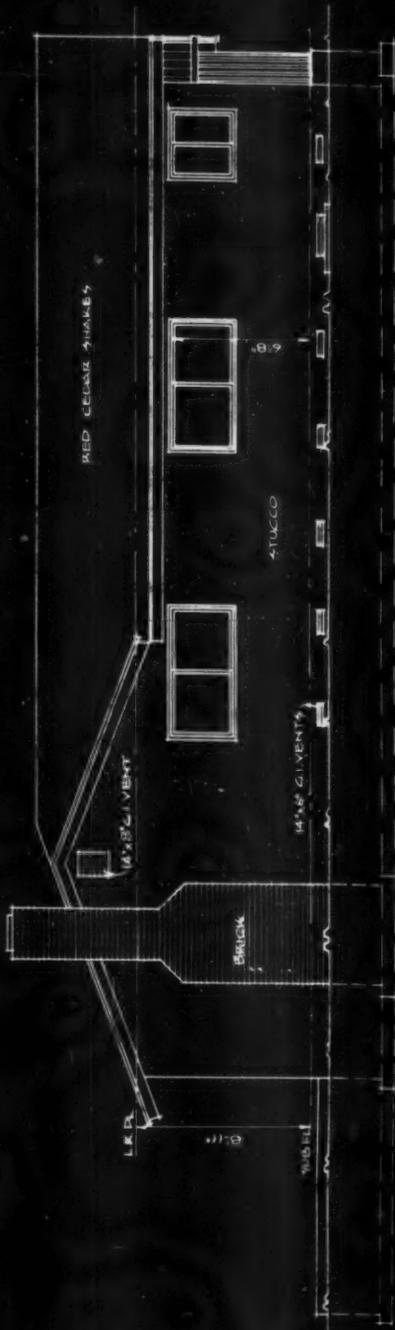
FRONT ELEVATION SCALE 1/8"=1'-0"



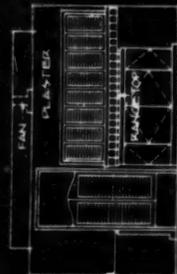
REAR ELEVATION SCALE 1/8"=1'-0"



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

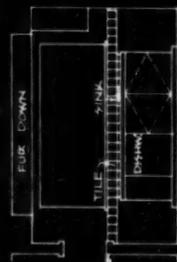


LEFT SIDE ELEVATION SCALE 1/8" = 1'-0"

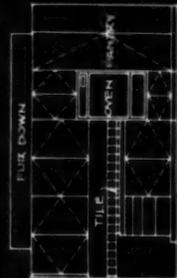


ELEVATION 4

KITCHEN ELEVATIONS



ELEV 5



ELEV 6

SCALE 1/8" = 1'-0"

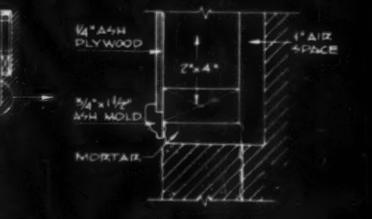
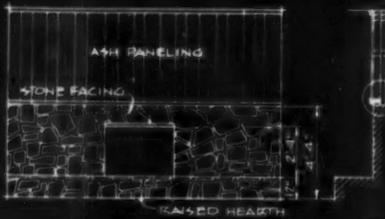
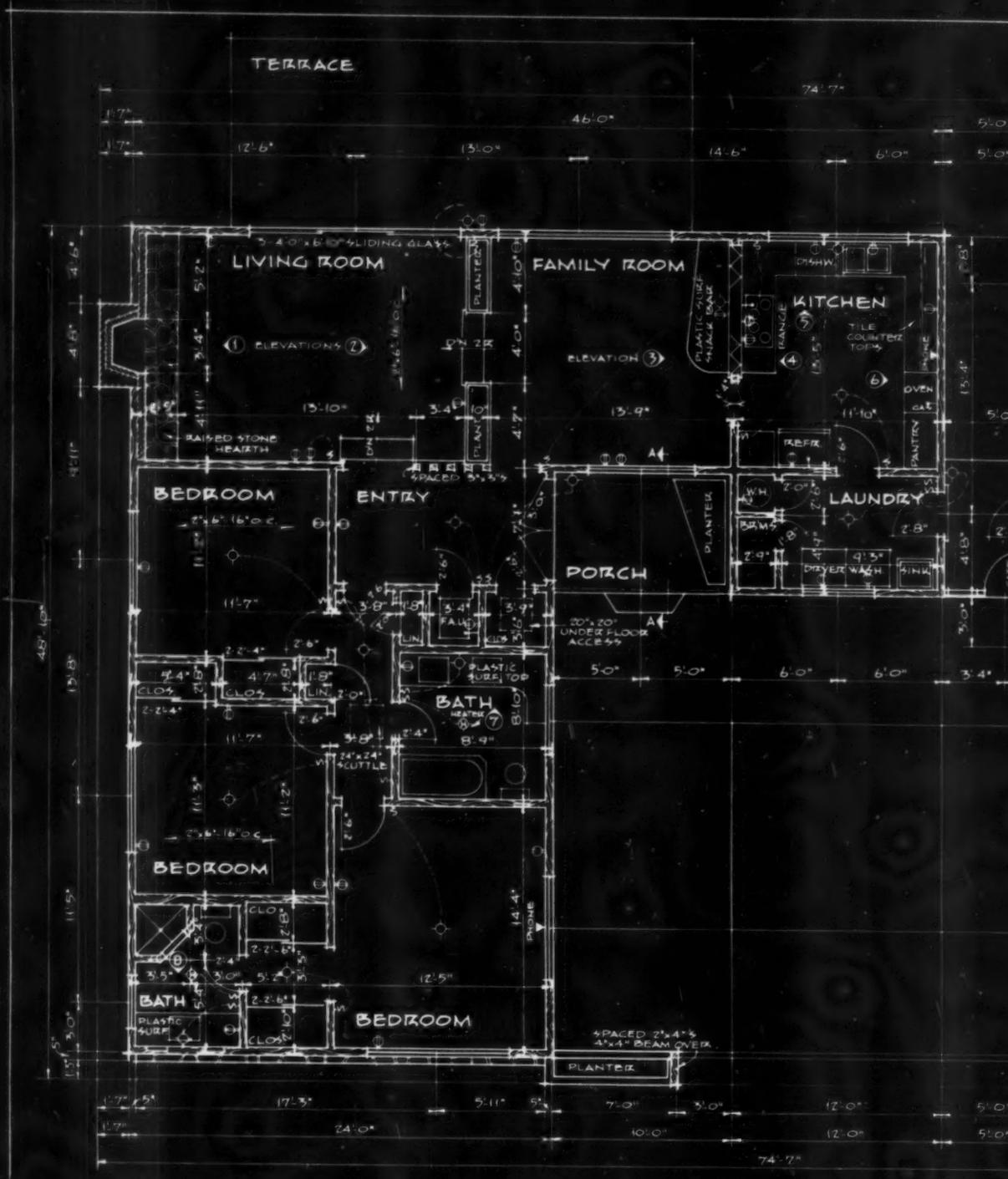


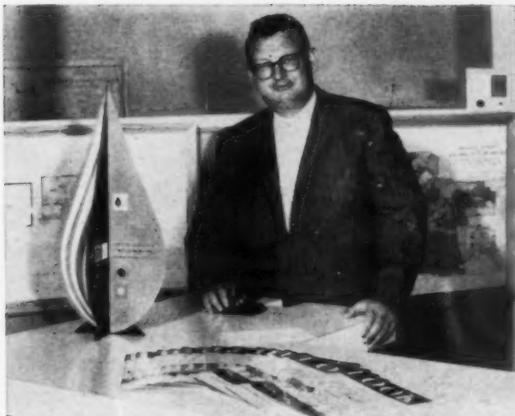
ELEV 7

BATHROOM ELEVATIONS



ELEV 8





TIE-IN PROMOTIONS play a big part in Larwin's merchandising campaigns. Here one of the salesmen is shown with special brochures prepared by *Look* Magazine and one of many displays by Southern California Gas Co.



PUNCHY HIGHWAY SIGNS like this were co-sponsored by Larwin, Southern California Gas Co., and *Look* Magazine. Larwin's all-gas houses were regional recipients of *Look's* series of Great Builders' Awards.

WHAT

HOW

AMERICAN BUILDER blueprint list of materials

AMERICAN BUILDER HOUSE No. 267

FIRST FLOOR ONLY	1,490 sq. ft.
GARAGE AREA ONLY	460 sq. ft.
PORCH & TERRACE AREA ONLY	850 sq. ft.

—EARTH EXCAVATION & GRADING—

Top Soil 6" Grade Exc. & Pile	4,905 sq. ft.
Earth Foundation Exc. & B'ill	2,850 cu. ft.
Earth—Hand Pler & Footing Exc. & B'ill	795 cu. ft.
Gravel 10" Porch Sub-ill	50 sq. ft.
Gravel 6" Pl. & Terr. Sub-ill	750 sq. ft.
Water Encountered Drainage	Sum

—CONCRETE CONSTRUCTION & FINISH—

2500# Conc. Wl., Chim. & Pier Footing	215 cu. ft.
2500# Conc. Wl., Chim. & Pier Footing Forms	395 sq. ft.
2500# Conc. Foundation Wall	585 cu. ft.
2500# Conc. Foundation Wall Forms	1,750 sq. ft.
2500# Conc. Chim. & Hearth Foundation	115 cu. ft.
2500# Conc. Chim. & Hearth Foundation Forms	80 sq. ft.
2300# Conc. Structural Pier	5 cu. ft.
2500# Conc. Structural Pier Forms	40 sq. ft.
2500# Conc. 4" Garage Slab O.G.	505 sq. ft.
2500# Conc. 4" Porch & Terr. Slab O.G.	385 sq. ft.
2500# Conc. 12x9" Step, Forms & Fin.	5 lin. ft.
Monolithic Floor Finish	460 sq. ft.
Monolithic Porch & Terr. Float Fin.	430 sq. ft.
Kraft Paper Floor Prot. & Cur'g	890 sq. ft.
Trade Items Set-in	Sum

—STEEL ROD & MESH REINFORCING—

#10/6x6 Stl. Terr. & Garage Mesh Reinf.	1,030 sq. ft.
#3 Steel .376# Reinf. Rod	8 lin. ft.

BRICK & BLOCK CONSTRUCTION & VENEER—

Face Brick 4" Chimney Veneer	100 sq. ft.
Fire Brick 4" Fireplace Lining	15 sq. ft.

Fire Brick 4" Fireplace Paving	5 sq. ft.
Com. Brick Chimney Construction	65 cu. ft.
Vit. T.C. 12x16" Flue Lining	10 lin. ft.
P.C. Conc. 24x30x5" Chimney Cap	1 unit
Acid & Mort. Expos. Brick Clean & Paint	120 sq. ft.
Asphalt Found. Wall Damp proofing	630 sq. ft.
Trade Items Built-in	Sum

—FIELD STONE FIREPLACE VENEER—

Field Stone 5" Ext. Wall Veneer	95 sq. ft.
Field Stone 4" Fireplace Veneer	50 sq. ft.
Field Stone 4" Fireplace Hearth Paving	25 sq. ft.

—OAK FINISH FLOORING—

Oak 25/32x2 1/4 Fin. Flooring	795 sq. ft.
Machine Floor Sanding	795 sq. ft.
Varnish Floor 2 Coats	795 sq. ft.
Vinyl 1/2" Floor Tiling	345 sq. ft.

—LUMBER FRAMING & CONSTRUCTION—

4x12 Fir Ridge & Roof Brackets	10 lin. ft.
4x6 Fir Floor Girder	15 lin. ft.
4x4 Fir Foundation Sill	210 lin. ft.
4x4 Fir Roof Beam	5 lin. ft.
3-3x10 Fir Floor Beam	70 lin. ft.
3x8 Fir Window Hood	70 lin. ft.
2x8 Fir Floor Joist	1,118 lin. ft.
2-2x6 Fir Wall Plate	15 lin. ft.
2x6 Fir Wall Sill	15 lin. ft.
2x6 Fir Wall Studs	115 lin. ft.
2x6 Fir Ceiling Joists	1,420 lin. ft.
2x6 Fir Roof Rafter	1,473 lin. ft.
2x6 T.&G. Fir Floor Lining	1,490 sq. ft.
2x6 Fir Bolt. Found. Sill	210 lin. ft.
2-2x4 Fir Partition Plate	500 lin. ft.
2x4 Fir Partition Sill	420 lin. ft.
2x4 Fir Rafter Blocking	175 lin. ft.
2x4 Fir Wind. Frame Nailor	65 lin. ft.

(Continued on page 216)

Brand-name products used in September blueprint house

Jahns-Manville Transite pipe
Dunn & Edwards exterior paint
Visking membrane
Sisalkraft flashing
Formica counter tops
Minneapolis-Honeywell controls
Nu-Tone exhaust fans

Gladling-McBean tiles
Pella accordion doors
Gaffers & Sattler cooking equipment
Waste King garbage disposal unit
Owens-Corning insulation
Challenger hardware

Dens-Sederland wallpaper
Alwintite sliding windows
Soule aluminum casement windows
Danner bathroom accessories
American-Standard plumbing fixtures
Westinghouse laundry equipment
Higgins oak block flooring

Why you should enter AMERICAN

1. "Best Model Homes" Contest



"You can't put a dollars-and-cents value on winning this kind of contest. It's a big sales aid, gives us plenty of promotion and merchandising ammunition. But best of all, it gives us quality recognition . . . puts us above, and apart from, the other fellows in our area." That's Andy Place talking. The South Bend, Ind., builder was a top winner in last year's AMERICAN BUILDER Best Model Homes Contest. At left, he stands next to some of his "merchandising ammunition," a giant reproduction of the AMERICAN BUILDER telegram announcing his award. Like to be this year's contest winner? Read below.

How one of your houses can win in our Best Model Homes Contest

This contest is part of AMERICAN BUILDER's observance of National Home Week (September 12th to 19th, 1959). Any model house built during the year and on display during National Home Week may be entered.

You'll have a choice of two price categories: houses under \$16,000 (without land); and houses from \$16,000 to \$40,000 (without land). You can enter houses in both. From your entries and all the others we receive, our panel of judges will choose the model homes they think best express the purpose of National Home Week: more saleable houses. They'll check all houses entered on (1) exterior design; (2) floor plan; (3) construction techniques; (4) quality materials and equipment; (5) merchandising. Then, they'll choose three top winners and 15 "Award of Merit" winners in each category . . . a total of 36 winning houses to receive an AMERICAN BUILDER

Best Model Homes plaque.

As a contest winner, your model home will be featured in our big December "Best Model Homes" issue. It will go on display at the 1960 NAHB convention in Chicago; and it will be the subject of a feature article during 1960.

Choosing the best model homes will be seven top-level experts in the building field: Carl T. Mitnick, President of the National Association of Home Builders; Gerald Geerlings, American Institute of Architects; Robert Schmitt, Chairman, Research Institute, NAHB; James L. Pease, Jr., Secretary-Treasurer, National Home Manufacturers Association; Ernest B. Norman, Chairman of the National Home Week Committee, NAHB; David G. Fox, Chairman, Merchandising Committee of NAHB; and Joseph B. Mason, Editorial Director of AMERICAN BUILDER.

How to submit your entry:

1. Deadline for all contest entries is Oct. 2, 1959. Material must be sent to Contest Editor, AMERICAN BUILDER Magazine, 30 Church St., New York 7, N.Y.

2. Entries *must* include: blueprints of working drawings and floor plans; exterior and interior photographs; a list of the important materials and equipment used in the house; samples of advertising and promotion material.

3. Entries *may* also include: detail drawings of special features; description of cost-saver building techniques; newspaper publicity.

4. In a covering letter, give full name and address of builder or building company; architect; name of model; its price and location; sales results, if possible.

5. If you wish to enter the same house in the Hidden Values Contest (see opposite page), please note this in your letter.

BUILDER's two big contests

2. "Hidden Values" Contest



Could you use this big, rugged 1960 Ford V-8 pickup truck? It's yours if you take first place in our Hidden Values Contest. If you come out second, third, or even 36th in the contest, you'll receive a valuable prize worth \$200 or more. AMERICAN BUILDER's Hidden Values Contest is aimed at encouraging builders to "sell" the unseen qualities in their houses (like wiring, piping, insulation). If you do a real job merchandising hidden values, then you have a good chance of winning. Besides your prize, and a plaque, you'll get valuable publicity: you and your house will be featured in our November issue.

How you can be a prize winner in our Hidden Values Contest

First, decide whether or not you're really "selling" the hidden values in your model house. Do you have cutaways to show what's behind your finished walls? Do you have a display of quality products used (but unseen) in your finished houses? Do you use signs to spotlight a value that is "behind the scenes" as well as seen? Do you show customers wiring diagrams or layouts of the house's plumbing and piping system? These are the things our judges look for when choosing a Hidden Values Contest winner.

They want to spotlight the model homes that do the best hidden-values merchandising job. They'll check your entry for photos of hidden-value displays; they'll read your promotion literature and newspaper advertising; they'll carefully evaluate your description of how you sell the house. And, they'll want to know what results you've had from your hidden-

values merchandising efforts.

If your house is tapped as a winner, you'll receive a valuable prize (explained above); and feature billing (including your photo) in AMERICAN BUILDER's November '59 issue.

How to submit your entry:

1. Deadline for all contest entries is Oct. 2, 1959. Entry material should be sent to Contest Editor, AMERICAN BUILDER Magazine, 30 Church St., New York 7, N.Y.

2. Entries *must* include: photos of hidden-value displays; a photo of the builder; samples of promotion literature and advertising; and a description of why you found it profitable to merchandise the hidden values.

3. Entries *may* also include: exterior or interior photos of your model house; blueprints; floor plans; detail drawings; newspaper publicity and any other pertinent

material.

4. In a covering letter, give the full name and address of builder or building company; architect; name of model; its price and location; and a list of all the important brand-name products used in the house.

5. You may wish to enter your model house in both the Hidden Values Contest and in the Best Model Homes Contest (see page opposite). If so, please mention this in your letter.

Prizes received to date ▶

What's a Hidden Value?

It's a product that can't be seen . . . BUT it adds to the life, strength or value of a building. Examples: wood preservatives, vapor barriers, quality piping.

**DONORS AND THEIR
PRIZES SO FAR IN
HIDDEN VALUES CONTEST**

THE BLACK & DECKER MFG. CO.

1—8" Heavy Duty Saw cat. #830
1—3/4" H.P. Router-Plane Kit cat. #202
(\$243 worth)

E. L. BRUCE CO.

1,000 ft. prime grade prefinished strip flooring

CAPRI SALES, INC.

6 or 8 ft. two-light Cavalier sliding glass door
with screen, glazed with 5/8 in. Thermopane

CONGOLEUM-NAIRN, INC.

Inlaid linoleum "Ultima"
(\$200 worth)

CONDENSATION ENGINEERING CORP.

Vitroliner open-hearth prefabricated fireplace
(\$470 worth)

KEASBEY & MATTISON CO.

Twenty squares of Shake-Shingle Asbestos-
Cement siding (\$300 worth)

LENNOX INDUSTRIES, Inc...

Dry-type electronic air filter

PRECISION PARTS CORP.

2 Super Simplex #89 Disappearing Stairways

RHEEM MANUFACTURING CO.

RICHMOND PLUMBING FIXTURES DIVISION
3 piece bathroom set (\$295 worth)

RODALE MANUFACTURING CO.

Touchette Switches (\$200 worth)

GEO. D. ROPER SALES CORP.

1 Model 990 counter top motorized rotisserie
and vertical broiler
1 Model 933 staggered top control counter unit
with circle simmer burners and flame set
Tem-Trol automatic top burner
1 Model 630 automatic oven (\$685 worth)

TAPPAN COMPANY

1 Fabulous "400" model PV-442 built-in range
(\$675 worth)

THERMADOR ELEC. MFG. CO.

Masterpiece oven with triple rotisserie..

TRADE-WIND MOTORFANS, INC.

Prize to be announced in October

WESTERN LOCK MANUFACTURING CO.

Residential locksets and matching cabinet
hardware for a complete home with
choice of finishes

Looks like a
MILLION!

Installs for less than

\$3000



Thousands of builders have already discovered that Showerfold doors add so much to a house for so little cost that they can't afford not to finish their bathrooms. The gleaming anodized aluminum sections containing flexible, non-shattering panels of Alathon* plastic fold back for easy access to the tub.

Showerfold equipped bathrooms are finished bathrooms and they do help sell homes.

*A product of Dupont

Write today for literature and price!

SHOWERFOLD Door Corp.

6565 W. Warren, Detroit 10, Michigan

WATCH BILL CULLEN SELL FLINTKOTE PRODUCTS AND YOU TO OVER 20,000,000 VIEWERS!



NBC's "The Price is Right" features the fabulous Story Book House starting September 9 through September 30. Don't miss it! † House below awarded to winner.

Now, *you're* represented on TV—you and thousands of others like you who build with Flintkote.

Over 20 million TV viewers—thousands of prospects in your own area—will see a variety of Flintkote products in actual use. Seal Tab* Shingles . . . Van Packer* Chimneys . . . Stalwart* Sheathing . . . Insulating wool . . . Flexachrome* flooring . . . these and other Flintkote

†Check your paper for time and station

products will be described to help pre-sell them for you! And that's not all.

Over 18 million magazine fans will read about Flintkote building products. A 12-page section on the Story Book House—in full color—will appear in Modern Screen, Photoplay, TV-Radio Guide, Modern Romance, True Story and other magazines starting in October.

All this adds up to greater awareness of Flintkote quality . . . greater prestige for you locally as a builder who uses quality Flintkote products.

*Registered trademark. The Flintkote Company



FLINTKOTE STORY BOOK HOUSE—More than 200 builders across the nation are using the Story Book House as a showcase for Flintkote Building Products. How about you? For information write The Flintkote Company, Building Materials Division, 30 Rockefeller Plaza, New York 20, New York.



*America's Broadest Line
of Building Products*



*“They won’t
catch me napping
when opportunity knocks”*

Get the jump on bidding competition — with daily DODGE REPORTS

• *Be sure you don't miss out on real opportunities.* A job you didn't bid . . . but would have if you'd known about it . . . is money down the drain. You need to know who *all* the prime contractors are — so you don't have to depend on invitations to bid.

• *Be sure you bid only on the kind of job you know will be profitable.* It costs money to prepare bids. If you want to concentrate on jobs that will do you most good, you need reliable facts about new building projects — and you need them early in the game.

• *Be sure you know who's bidding against you.*

• *Be sure you're not misled by gossip and rumors.*

How can you be sure? Easy — with *Dodge Reports!*

Dodge Reports are individual project reports. They're mailed to you daily. You get Reports only on the types of building you're interested in — in the area where you do business. They tell who's going to build what and where . . . whom to see . . . when bids are wanted on each stage of construction . . . who else is bidding.

If you do business anywhere within the 37 eastern states, let us show you how *Dodge Reports* can improve your operation and increase your profits . . . keep you ahead of competition.

WRITE FOR FREE BOOK

F. W. Dodge Corporation, Construction News Division,
119 West 40th Street, New York 18, N. Y., Dept. AB99

Send me the book "Dodge Reports — How to Use Them Effectively" and let me see some typical Dodge Reports for my area. I am interested in the general markets checked below.

House Construction General Building
 Engineering Projects (Heavy Construction)

Area _____

Name _____

Company _____

Address _____

City _____ Zone _____ State _____



Dodge Reports
For Timed Selling
to the Construction Industry

Pionite Luxury-Surfaced KITCHENS

In Chestnut Hill's New
HAMMOND HOUSE APARTMENTS



Kitchens at the Hammond House, in exclusive Chestnut Hill, Mass. strike a distinctive contrast, with White Flitter counter tops accenting Platinum Walnut cabinets.

Only the best went into this de luxe new apartment house — and only the best means Pionite Lifetime Laminate surfacing in all 48 kitchens. Pionite White Flitter and Platinum Walnut, used throughout, are just two of the more than 400 patterns, colors, and woodgrains that make up the most complete line in high pressure plastic laminates. Small builders, big-tract operators, and kitchen installers, all find Pionite styling creates better-looking installations. Easy-to-work-with Pionite pays off in greater economy, too.



Another kitchen layout in these swank \$150-\$350 apartments. Counter tops by Custom Hall, Boston; cabinets by Vanity Fair Laminates, Scranton, Pa.

PIONITE in standard $\frac{1}{8}$ " and post-forming grade .051, comes in convenient-to-use sizes:

Width 24" — lengths 96", 120"
Width 30" — lengths 48", 60", 72", 84", 96", 120"
Width 36" — lengths 60", 72", 96", 120"
Width 48" — lengths 96", 120"

GLAMOR-BOARD, a $\frac{5}{32}$ " plastic surfaced hard-board, comes in the following sizes 3' x 8', 4' x 8', 3' x 10', and 42" x 10', or cut to size.



Two Great Plants to Serve You

Pioneer
PLASTICS CORP.

Sanford, Maine • Los Angeles, Calif.

Pioneer Plastics Corp., Sanford, Maine

- Please send me full-color brochure
 Please send me "On the Job Installation Manual"

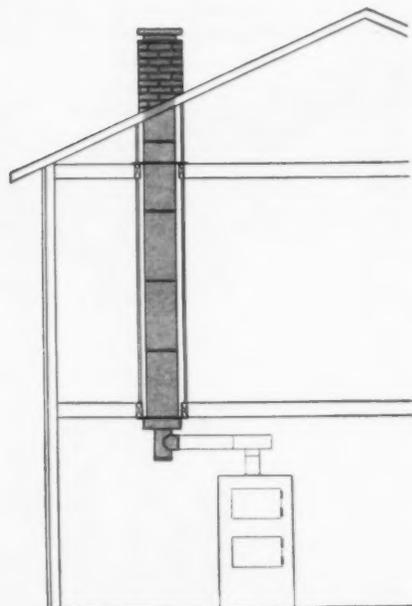
Name _____
Firm _____
Address _____
City _____ Zone _____ State _____

AB-959

**LIGHT
WEIGHT
"TWIST-
LOCK"
METALBESTOS
CHIMNEY**



Simple "twist-lock" — like putting the lid on a pickle jar (no mastic, cement or screws). Perfectly safe for all fuels and incinerators (listed by Underwriters' Laboratories, Inc.). Finest materials and construction throughout assure lasting performance. Write to Department L-9 for our new METALBESTOS factory built chimney catalog MC-2.



For installation inside or outside of structure.
Choice of attractive tops and
complete line of fittings.



M

METALBESTOS DIVISION

WILLIAM WALLACE COMPANY • BELMONT, CALIF.

Manufacturing Plants in Belmont, Calif. • Logan, Ohio • Brockville, Ontario, Canada



cedar fans freshness into home design

Favorable first impressions are assured when you combine fresh design with quality merchandise. Certigroove cedar shakes give you the best of both. The deep-etched striations add interest to a wall and mask joints between shakes. Double-coursing with shakes creates bold shadow accents for home exteriors as well as superior insulation in all kinds of weather.

Available in a wide array of colors, applied under controlled factory conditions . . . Certigroove cedar shakes answer your need for an exterior wall material with design versatility, low applied cost and enduring good taste.

RED CEDAR SHINGLE BUREAU

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

For complete application details on Certigroove cedar shakes, see the current Sweet's Catalog . . . or send coupon . . .



Name _____

Firm _____

Address _____

City _____ Zone _____ State _____

"STRONG-

NEW CELOTEX

REG. U. S. PAT. OFF.

INSULATING SHEATHING WITH SUPER NAIL-HOLDING POWER!

FOR DIRECT NAILING OF WOOD OR ASBESTOS SHINGLES

**Now... Celotex gives you
the industry's most
complete sheathing line!**



A Type for Every Requirement . . . for Every Building Budget!

FINEST!

CELOTEX 25/32" INSULATING SHEATHING

- Indicates "top quality construction throughout"
- Thickest, maximum insulation value, superior structural strength
- Double-Waterproofed (asphalt coated) or Asphalt-Impregnated
- Big Board (4' x 8' or 9'; square edges). Center-Matched (2' x 8')

THRIFT LEADER!

CELOTEX 1/2" INSULATING SHEATHING

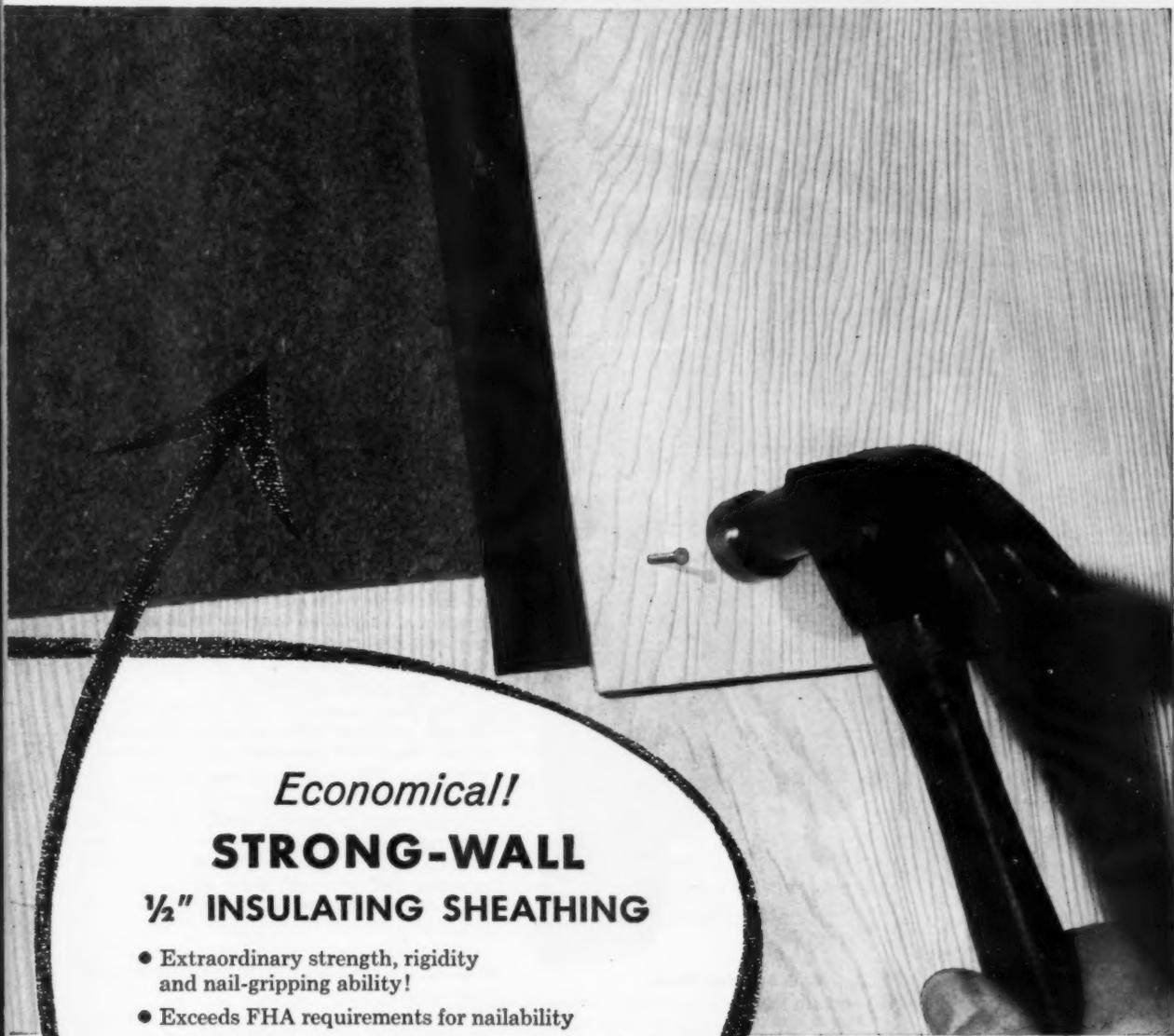
- Surpasses other sheathing materials in insulating efficiency
- Handles extra "easy," with dependable strength, durability
- Double-Waterproofed (asphalt coated) or Asphalt-Impregnated
- Big Board (4' x 8' or 9'; square edges). Center-Matched (2' x 8')

Treated during manufacture for protection against termite and dry rot attack.

YOUR CELOTEX BUILDING PRODUCTS DEALER INVENTORIES THESE SHEATHINGS. CALL HIM TODAY!

WALL™

TRADE MARK



Economical!
STRONG-WALL
½" INSULATING SHEATHING

- Extraordinary strength, rigidity and nail-gripping ability!
- Exceeds FHA requirements for nailability
- Exceeds FHA requirements when applied vertically without corner bracing. Cuts cost!
- Asphalt treated integrally
- BIG BOARD (4' x 8' or 9'; square edges)

**Plus... "Life-of-Building"
Guarantee**



With Celotex Insulating Sheathing, you get this "Life-of-Building" guarantee to give every buyer. Indicates quality building throughout . . . helps sell more homes, faster. Also, attractive folders with your name imprinted, free. Write for sample copies.

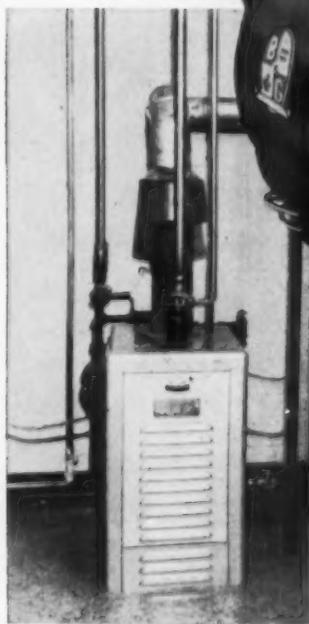
THE CELOTEX CORPORATION • 120 SOUTH LASALLE STREET • CHICAGO 3, ILLINOIS

SEPTEMBER 1959

157

14,000 JAM THROUGH MODEL HOME...

SEE HOW *Hydronic** SYSTEM DOUBLES USUAL LIVING AREA



Hydro-Flo heating plant takes much less space than a refrigerator.



B&G Booster Pump

The B&G Booster is a silent, vibrationless electric pump which circulates hot water through the heating system—automatically keeps indoor temperatures at whatever degree desired. This key unit and other auxiliary *Hydro-Flo* equipment can be installed on any hot water boiler.



"Hydronic Homes" sales promotion for builders

Every builder should see this comprehensive program of ideas and sales helps for utilizing the outstanding and exclusive advantages of *hydronic heating*. There's no obligation in getting all the facts—write today.

M & I Supply Co., Muskegon, Michigan, sponsored this home to show builders how a properly designed hydronic heating system could produce 2400 sq. ft. of usable floor space in a 1200 sq. ft. house.

This show home has three bedrooms, one full and two half baths, living room, separate dining room and *completely usable basement*.

Full use of the basement was made possible by the hydronic heating system. It includes a family room, playroom, half bath, laundry, hydronic heating plant, water heater and storage areas. The playroom floor is so warmed that young children can play in the coldest weather without need for extra clothes.

The basement is on one zone and the first floor on a second zone, both thermostatically controlled.

Mr. L. M. Van Kersen, of the M & I Supply Company, says, "The basement area created the most excitement for both husband and wife. The direct result is that in 90% of the homes we have laid out, complete heating of the basement has been specified."

**Modern hot water heating.*



Hydro-Flo[®] SYSTEM
BELL & GOSSETT
 COMPANY

Dept. FW-11, Morton Grove, Illinois

Canadian Licensee: S. A. Armstrong, Ltd., 1400 O'Connor Drive, Toronto 16

THE **Payoff** DEPARTMENTS

New Products and Catalogs..... 161 →

Builders' supermarket for the latest information on new products and catalogs.

Land Planning..... 190 →

Big news for small builders: here's an economical way to provide complete sewage treatment for the smallest development you can build.

Technical Guide..... 200 →

Here are 12 ways to build better lighting into your homes, dress up interiors at the same time.

Cost Saver..... 204 →

Save \$450 with a three-flue chimney system, have two fireplaces for the price of one.

How To Do It Better..... 208 →

How to set up a control board that gives you up-to-the-minute progress reports on your houses.

Ask The Experts..... 212 →

How to build and brace a basement wall of glass brick.

Better Detail Of The Month..... 220 →

Remodeling problem: change a steep, gloomy flight of stairs into a bright stairway with open, modern appearance.

The Month Ahead..... 222 →

Things for you to think about during September.



No. 78 Standard Door Closer

STANDARD DOOR CLOSER

ADDED TO THE DEXTER LINE

Here's economy — with quality, too, the same Dexter superior quality that's built into the famous Dialmatic door closers and all the Dexter lock lines.

This new standard closer for screen and combination doors offers fingertip closing speed adjustment. Installs easily in two quick steps and is equipped with time-saving Dexter mounting spacer for error-free installation.

Fastens securely to metal or wood out-swinging doors. Has simple, foolproof hold-open device, baked aluminum finish.

Write for literature.



No. 80 Dialmatic Door Closer — adjusts closing speed with simple twist of wrist. (Large $1\frac{3}{8}$ " diameter tube — heavy torque spring.) For screen and combination doors, light interior doors.

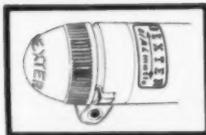


No. 81 Dialmatic Door Closer — child-proof push button dial lock prevents tampering with closing speed adjustment

DEXTER LOCK DIVISION

Dexter Industries, Inc. • Grand Rapids, Michigan

In Canada: Dexter Lock Canada Ltd, Galt, Ontario. In Mexico: Dexter Locks, Plata Elegante, S.A. De C.V. Monterrey. Dexter Locks are also manufactured in Sydney, Australia, Milan, Italy and Porto, Portugal.

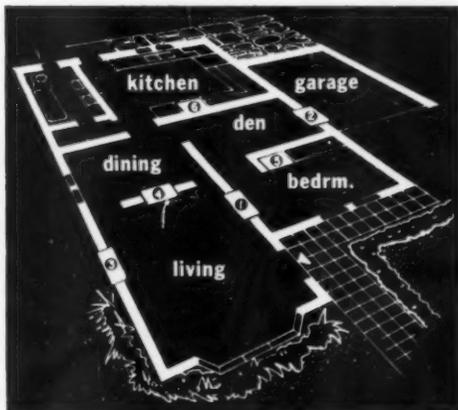


BUY DEXTER

**Built-in TV sets . . .
builder George Hyam is
using them to add
sales appeal to his
\$18,000-\$30,000 houses**

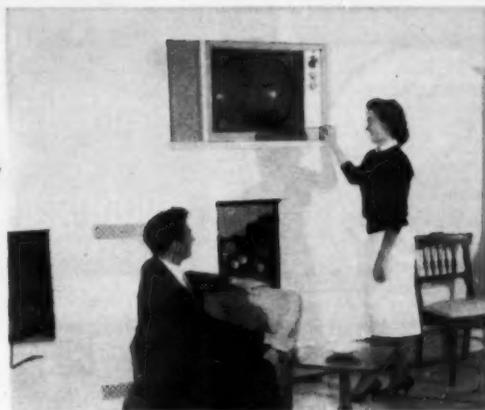
George Hyam has been building TV sets into his houses for the past nine years. But this year he found a way to do the job more easily and at less cost. He used RCA's new Mural Television. This new line is especially designed to be built-in (see right) and takes most of the "custom work" out of the builder's hands.

Included in RCA's first line of built-in sets is one 21-in. color receiver; two black and white 21-in. units; and a 17-in. receiver. All can be vented in front or back.



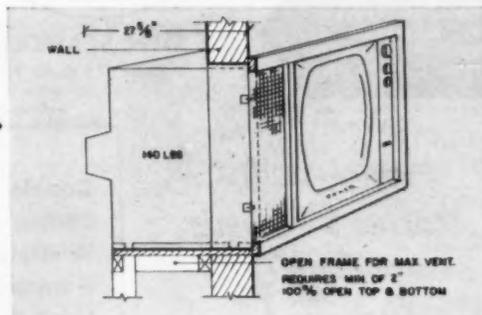
FLOOR PLAN gives six suggestions for location of Mural TV set. All styles have controls and speakers in front. Ventilation louvers can go in front or receiver be vented from the back.

WHAT →



FAMILY ROOM in Lakeview Estates, Pa., features Mural Color TV. From RCA Victor. (No. S42, p. 164)

HOW →



TO BUILD IN the TV set, RCA offers detailed installation drawings. Sets are 43, 81, or 140 lbs.

HOW →



ATTIC VIEW of Lakeview house. Complete antenna is installed here without taking up too much space. Indoor installation performs as efficiently as outdoor, is free from damaging wind and rain.

Still ahead, more than 50 new products and catalogs

ROOFING BRACKETS

Adjustable, safe for staging at any pitch. For all jobs on any roofing. Holds 2" x 10" plank. Weighs 5 1/4 lbs.

LADDER JACKS

Available in 3 styles—"Jiffy", "Trouble Saver" and Side Rail Type. Lightweight, strong, durable; adjustable; easy to handle. All Styles may be used from either side of ladder.

"TROUBLE SAVER"® scaffolding accessories

FOR SAFE • EASY • FAST

roofing and siding work

ADJUSTABLE • STRONG • LONG-LASTING

"TROUBLE SAVER" SCAFFOLD BRACKETS

Three types — Studding, Nail Attached and Bolt Attached — to provide a means of installing safe working platforms for sidewall work. Lightweight, easy to handle — save time, money and life.

LADDER HOOKS

Makes difficult places easy to reach. Special pivot permits ladder to ride valley with complete safety. Plate protects roof. Only 6 lbs.

For complete data on all types of "Trouble Saver" adjustable scaffolding accessories write for Catalog MR.

THE STEEL SCAFFOLDING COMPANY, Inc.

Route 119 North, P. O. Box 1792, Dept. AB
Uniontown, Pennsylvania

Homes with
Crestline Millwork
are better
to live in!

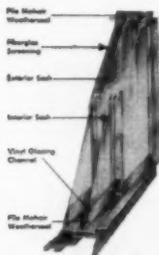


Pay less for
CRESTLINE
Windows & Doors!
Add value to
your homes!

See your
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Dealer

THE CRESTLINE COMPANY—WAUSAU, WIS.
(FORMERLY THE SILVERST CO.)

Double Sliding Windows Eliminate Need for Storm Sash

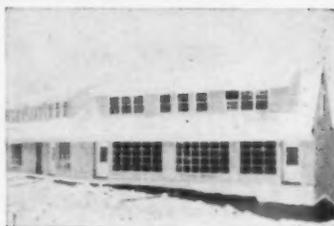


Fleetlite Sliding Aluminum Windows consist of interior sash, self-storing storm sash and Fiberglass screen in a four channel extruded aluminum frame. 1 3/4" insulating "blanket of air" between sash reduces heating and cooling costs. Units are double weatherstripped with interlocking weatherstripped meeting rails. Double sills have multiple weep holes for proper moisture drainage. Sash operate on nylon guides — no metal-to-metal contact — and may be removed from inside for cleaning.

Twin Slides available in 31 standard sizes from 2'0" by 2'1" to 8'0" by 5'1". Triple Slides have three units of equal width with flanking sash opening to the center. Quad slides in widths up to 16' have four double sash, open from the middle to either side.

All units are factory assembled, individually cartoned and shipped directly to the job site for immediate installation. Write for catalog. Fleet of America, Inc., Dept. AB-99, 2015 Walden Avenue, Buffalo 25, N. Y.

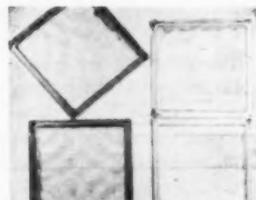
NEW PRODUCTS



Suburban look for stores

Window walls give a non-commercial, suburban appearance to small office and shop buildings. Manufacturer suggests both bowed and flat units are adaptable as ground floor display windows. More than 60 styles and sizes offer variety. For lower cost, high quality housing projects.— Reuten, Inc.

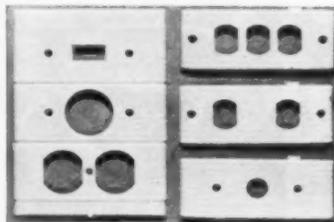
Circle No. 543 on reply card, p. 164



Glass blocks now colored

Hollow glass building blocks now come in blue-green color. This is first color to be added to glass blocks. Color was chosen for its ability to reduce solar heat and brightness. Blocks come in both 8- and 12-inch sizes.—Kimble Glass Co., Sub. of Owens-Illinois.

Circle No. 544 on reply card, p. 164



Outlets can combine

You can combine switches and outlets in any arrangement with these sectional wall plates. Made of plastic, they're self-aligning with a lug and slot arrangement. End and center sections come in nine styles. Combined, they form complete Uniline installation.—Pass and Seymour, Inc.

Circle No. 545 on reply card, p. 164

You have just entered the **American Builder**
Supermarket



Help yourself to everything you want in new information and literature about new products listed 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 . . .



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FREE INFORMATION - ON PRODUCTS and EQUIPMENT

GAS PRODUCTS

- 51 Arlio-Serrel lamp
- 52 Brust, Inc. lamp
- 53 Arlio-Serrel lamp
- 54 Gray & Dudley oven
- 55 Roberts-Gordon boiler
- 56 Chattanooga heater
- 57 Easton-Morley heater
- 58 Vest-A-Hood hood
- 59 Locke Stove heater
- 510 John Zink furnace
- 511 Motor Wheel furnace
- 512 Bakers Prds boiler
- 513 Canterbury log lighter
- 514 Vacuum Gas Co. heater
- 515 Mueller air conditioner
- 516 York-Shipley furnace
- 517 Calcinator incinerator
- 518 Iron Fireman furnace
- 519 Geo. D. Roper range
- 520 Waste King incinerator
- 521 York air conditioner
- 522 Wilboff gas connector
- 523 Tennessee Stove oven
- 524 General Gas Light
- 525 Whirlpool stove
- 526 O'Keefe & Merritt burners
- 527 Holly-General furnace
- 528 Majestic Co. barbecue
- 529 Stove Works Inc. oven
- 530 Samuel Stamping oven
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- 536 Fraway oven-broiler
- 537 Airtemp heater
- 538 Handley-Brown meter
- 539 Kirk refrigerator
- 540 Toridheat furnace
- 541 Easy Laundry washer

NEW PRODUCTS

- 542 RCA Victor Television
- 543 Reuten window walls
- 544 Kimble Glass blocks
- 545 Pass & Seymour outlets
- 546 Corloa pipe fittings

- 547 Clayton Mark chlorinating unit
- 548 Morgan Co. doors
- 549 Nutting Truck dollies
- 550 Kewanee buck windows
- 551 Progress intercoms
- 552 Gering polyethylene
- 553 Hager & Sons hinges
- 554 Beckhart door hinge
- 555 Vega fireplace unit
- 556 Terminal Ind. panels
- 557 Formica tile sealer
- 558 American-Standard lavatory
- 559 Ram Tool power saw
- 560 Regal bath vanity
- 561 International Harvester tractor
- 562 Amerock drawer slide
- 563 E. G. Building Fasteners
- 564 Garland cupola
- 565 Stanley curtain rod
- 566 Bodell door hardware
- 567 Builtesign tiles
- 568 Bettendorf truss jig
- 569 Micarta laminate
- 570 Grant Pulley drawer slide
- 571 Symons Clamp forms
- 572 Simix water mixer
- 573 Protectub repair kit
- 574 Tamms concrete colorant
- 575 Donley joist support
- 576 Sopolin house paint
- 577 Diston saw blade
- 578 W. H. Maze nail chert
- 579 Gaudis water pump
- 580 American Felt Husalon
- 581 G. E. garbage disposer

CATALOGS

- 582 Master Builders masonry
- 583 Bemica drainage plan
- 584 Arvin wall panels
- 585 Jones & Laughlin steel
- 586 Vibra metal tile
- 587 Stenberg electric pump
- 588 Zero Weather Stripping
- 589 Michael Flynn curtain-walls for motels
- 590 Reflectal insulation
- 591 Lawson bath fixture
- 592 Daryl sliding doors

- 593 Link-Belt torque converter
- 594 Diagrin material-handling wheel
- 595 Prime-Mover buggy
- 596 Kimble Glass curtainall
- 597 West Coast Lumberman's Assn.
- 598 Hess Mig. roof panels
- 599 Inland Steel Milcor
- 5100 Alumiline store fronts
- 5101 Dixon marker chart
- 5102 Alcoa "Sol-Dec"
- 5103 Western Pine panels
- 5104 American Home Lighting standards
- 5105 Thermoflector blocks
- 5106 Barco Vibra-Tamp
- 5107 Aeraco steel sinks
- 5108 Pioneer-Flintkote panels

- 5109 Marbon plastic pipes
- 5110 LAM, Inc. lighting
- 5111 DuKane symbol chart

WESTERN PRODUCTS

- 5112-W Felker Mig. drill
- 5113-W American Tool cap
- 5114-W Syni-Matic saw blade
- 5115-W Perfecto piping
- 5116-W Hinge Butt template
- 5117-W Prescolite fixtures
- 5118-W Simpson Logging tile
- 5119-W Trimview door
- 5120-W Extruders Inc. vapor barrier
- 5121-W Kelly-Klozer sliding door
- 5122-W Williams furnace

- 5123-W California Casement panels
- 5124-W Styline panels
- 5125-W ICB water valve
- 5126-W Watco-Dennis wood finish

SEWAGE-TREATING PLANTS

- 5127 Yeoman sewage treating plant
- 5128 Hays sewage plant
- 5129 Chicago sewage plant
- 5130 Smith & Loveless sewage plant
- 5131 Inflico sewage plant
- 5132 Dorr-Oliver sewage plant

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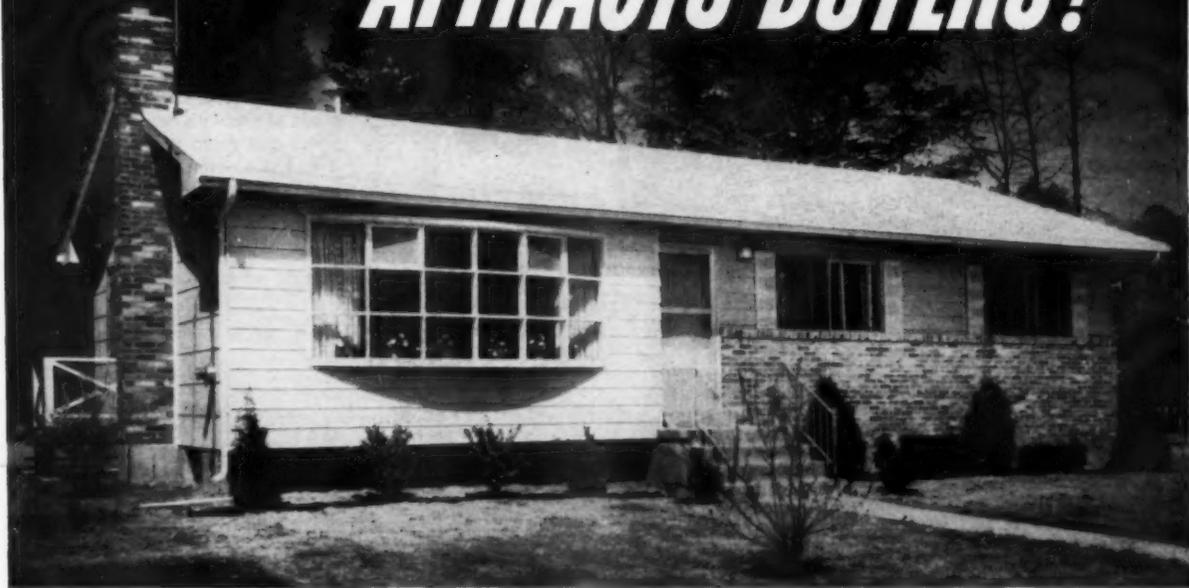
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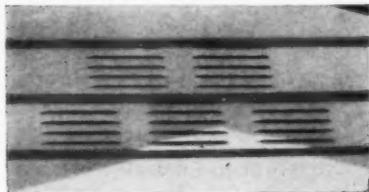
SENSIBLE SIDING OF ALSCO ALUMINUM ATTRACTS BUYERS!



This three bedroom home by Buchanan Development Co., Aspen Knolls, Md. has AlSCO Siding, Shutters, Vents. Architect: John A. d'Apagnier, Silver Springs, Maryland.

Building firms like the Buchanan Development Co., Aspen Knolls, Maryland are learning that it's good building with AlSCO Aluminum Siding.

Not only does AlSCO keep building costs competitive, but its two coats of factory baked-on enamel eliminates hold-ups due to inclement weather. The finish (nearly 50 color combinations are available) offers a wonderful sales story, too. Wonderful in the fact that it virtually eliminates paint worries—almost cares for itself. And show us a homebuyer who won't trade paint worries for AlSCO Aluminum.



Gable ends are vented with pre-formed louvers in two panels of AlSCO Siding. Eliminates sheathing, framing.

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NEW PRODUCTS



Fittings match pipes

Molded plastic sanitary fittings are made to use with company's 4" "D" sewer and drain pipes. Available in Y's, T's, 45- and 90-degree elbows and couplings. Inside diameters remain constant in turns. Can't absorb water, corrode or rust.—Carlton Products Corp.

Circle No. 546 on reply card, p. 164



Chlorinates well water

Electrical chlorinating unit treats up to 75,000 gals. a day. Injects a tiny stream of ordinary chlorine bleach in proportion set by finger-tip control knob. Weighs 15 lbs. Requires no support. Can be clamped on pipes 3/4"-2".—Clayton Mark & Company.

Circle No. 547 on reply card, p. 164



"Diamond lite" for doors

Entrance doors for modern colonial look have one or more window areas with wood cross-hatching. Forms deep-looking diamond or rectangle panels for glass area. Made of ponderosa pine, doors come in all standard sizes. Also come in four styles in one-piece construction.—Morgan Company.

Circle No. 548 on reply card, p. 164

General Electric Kitchen—Laundry

“Planned Profit Package” offers you 6 big advantages



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New General Electric “Straight-Line” design appliances have a built-in look without built-in expense. Flat backs and sides on all appliances. Each fits flush. Each is especially designed for maximum layout flexibility—easily and conveniently installed. This means more profit to you.



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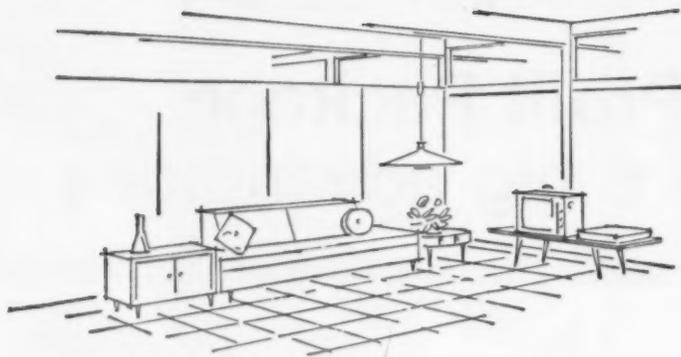
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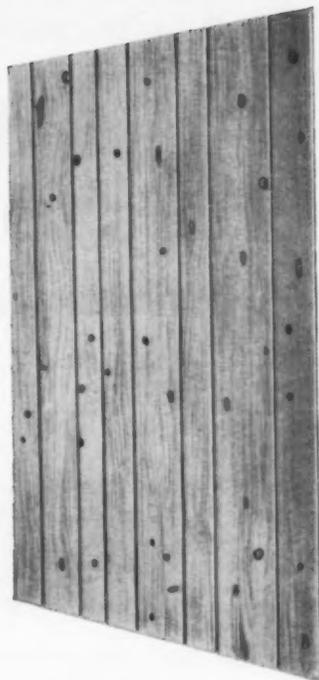
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AB-9



CONTEMPORARY STYLING, with medium knots, is just right for today's ranch homes. It fits naturally into the growing trend toward informal entertaining in family and recreation rooms.



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3 versatile designs

Weyerhaeuser 4-Square IDAHO WHITE PINE
comes in Contemporary, Traditional and Formal Styling

Add that extra eye appeal that makes homes easier to sell . . . with smartly styled Idaho White Pine paneling by Weyerhaeuser.

You get a choice of three distinct types of natural wood characteristics in this new *packaged* pine paneling. Each meets the specific requirement of style decor . . . from traditional Colonial to clean-cut contemporary. Weyerhaeuser has done the additional selection—after careful lumber grading—to give you a choice by appearance.

This modern version of popular Idaho White Pine comes to your job clean and unmarred because it is packaged. Available in 7' or 8' lengths and in 6", 8" or 10" widths. Each package contains 5 full lengths and another layer of two pieces. One man can easily handle a package. Each piece is kiln-dried and precision finished—it has to be to carry the Weyerhaeuser 4-Square trademark.

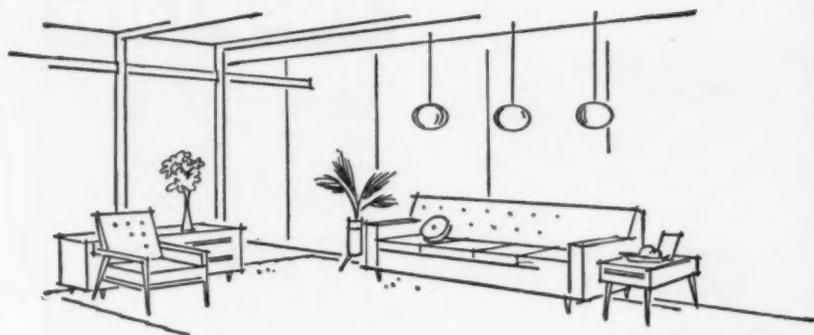
Panel your homes the modern way for greater saleability. Ask your Weyerhaeuser 4-Square Lumber Dealer about packaged Idaho White Pine paneling.



CLEAN, UNMARRED pieces of carefully selected paneling are yours when you buy Idaho White Pine paneling in this modern package.

Weyerhaeuser Sales Company

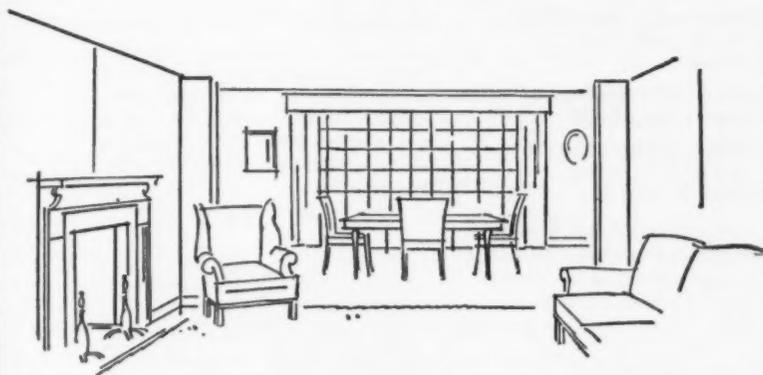
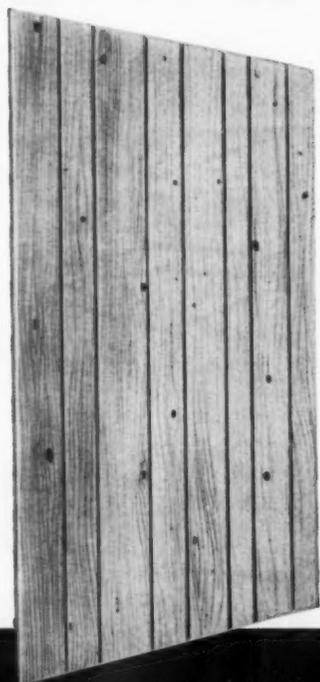
First National Bank Building / St. Paul 1, Minnesota



FORMAL STYLING, generally clear with small scattered natural characteristics, is ideal for either the clean, modern look or for traditional elegance. It can be stained any natural wood finish or given one of the new high color treatments.



in packaged pine paneling



TRADITIONAL STYLING, with small, tight knots, gives a warm, friendly appearance to any type of room. Perfect for Colonial interiors, excellent in many modern decorating schemes.

Weyerhaeuser **4-SQUARE**

LUMBER AND BUILDING PRODUCTS

MORE SATISFIED HOME BUYERS



- ⊞ Prevents wood checking, cracking—inside and out
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Deep penetrating, colorless Thompson's Water Seal locks out moisture from any porous material for 5 years and longer. Easy to apply by brush, spray, roller.

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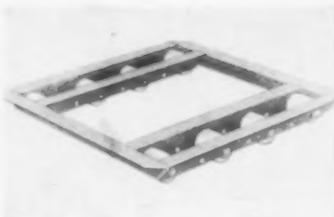
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NEW PRODUCTS



Keeps materials moving

Steel frame dollies will move palletized goods in straight line or 360 degrees. One-piece unit maintains alignment. Can be converted to non-tilt on the job. Axle holes accommodate four to ten rollers. Seven sizes; from 2,000 to 5,000 lbs.—Nutting Truck & Caster Co.

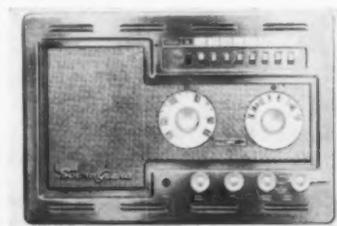
Circle No. 549 on reply card, p. 164



Fit block walls

Block "buck" windows for concrete block walls have frames of full-wall thickness. Available in modular sizes. No mortar sill is necessary; no caulking to do at the jambs. Head of the window furnishes channel to which wood header plate can be laid, forming a good joint.—Kewanee Mfg. Co.

Circle No. 550 on reply card, p. 164

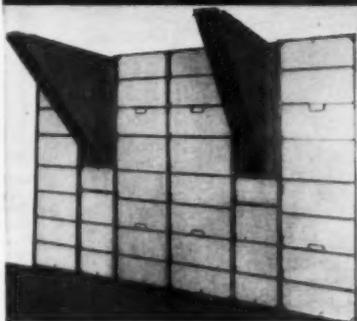


Intercom line expanded

Sound Guard home radio intercoms feature four new systems. All have same housing. You can offer economy model, with more expensive features as extras. Wiring is simplified by fewer, easy-to-reach color-coded connections. (Retail: from \$195 to \$179.—Progress Manufacturing Co., Inc.)

Circle No. 551 on reply card, p. 164

NEW Steel Stoop Form



Designed both for residential construction and industrial where a wing wall is required. Forms concrete bracket four feet deep, and extends four feet from wall at top. Eight inches thick at wall, and six inches at outer extremity. Used with wood-ply or steel-ply forms. Handles provided for easy handling.

SYMONS CLAMP & MFG. CO.

4261 Diversey Ave., Chicago 39, Ill., Dept. J-9

Please send bulletin giving complete information on steel wing wall or stoop form.

Name _____
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Lower prices for architectural quality millwork!

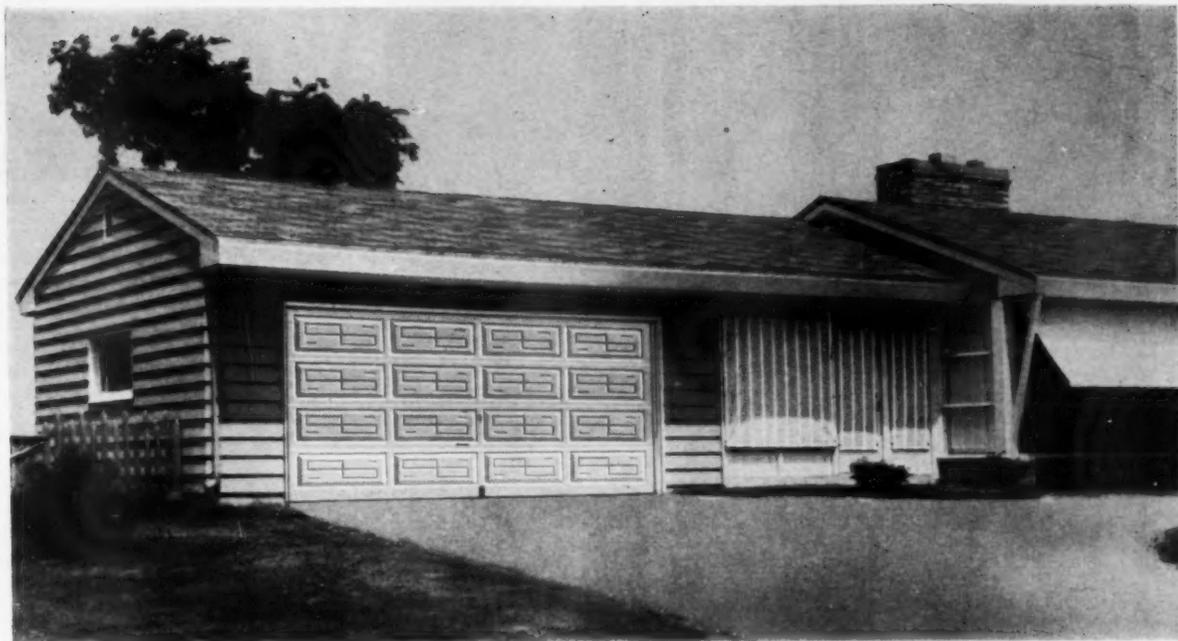
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Why settle for less than you get with
RO-WAY OVERHEAD DOORS?



There's no need to sacrifice quality for economy in the garage doors for your homes! Not when you install RO-WAY overhead doors. Because RO-WAY garage doors are quality-built through and through—yet competitively priced!

And you can prove it to yourself by comparing RO-WAY with any other make. You'll see that RO-WAY materials are superior quality . . . that RO-WAY hardware is generally heavier gauge, yet trimmer . . . that RO-WAY craftsman-

ship is unsurpassed.

And you'll see that RO-WAY operation is free and easy, smooth and quiet. For the specially designed track, ball bearing rollers and tension-balanced springs mean responsive performance at the lightest touch.

So why settle for less, when you get so much *more* with RO-WAY doors? Call your RO-WAY distributor for full details—he's listed in the Yellow Pages.

**For added convenience, install the RO-WAY Model 80
Electric Operator with push-button or remote radio control.**

there's a Ro-Way for every Doorway!

RESIDENTIAL • COMMERCIAL • INDUSTRIAL



Only a GARAGE offers:

- COMPLETE PROTECTION
- FINISHED APPEARANCE
- EXTRA STORAGE SPACE
- EXTRA ROOM



ROWE MANUFACTURING COMPANY

710 Holton Street, Galesburg, Illinois



Stop Switch-Groping!
LEV-O-LITE
 ILLUMINATED HANDLE
silent mercury switch

No longer any need to fumble in the dark when looking for the light switch . . . no more dirty walls from groping for the switch. The answer? *Lev-o-Lite* with a tiny built-in neon light that illuminates the switch handle, costs only a few cents annually to operate and lasts a lifetime. The switch is sturdy with no moving parts to wear out, no springs to snap and as easy to install as any standard switch. Ideal for that dark spot — and silent too.

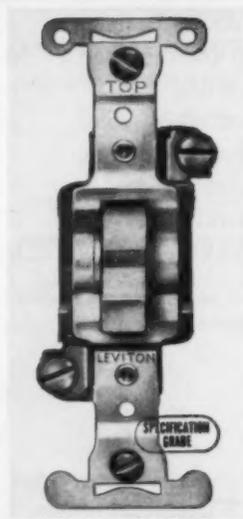
LEV-O-LITE...just one of the many fine, quality devices made available to everyone through the superior skills and complete resources of LEVITON! All popularly priced for every installation.

For the complete story, write today on your letterhead.



Available boxed or carded. Specify "K" when ordering on card.

LEVITON SILENT MERCURY SWITCH: Fully enclosed, rated 10A.-125V T., 3A.-250V. Ivory toggle, with illumination. Single Pole No. 5561 or Three Way No. 5562



Switches listed by U.L. and C.S.A.

Your best jobs are done with . . .



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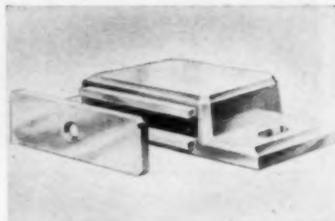
NEW PRODUCTS



Film is reinforced

Ger-Pak polyethylene film is now reinforced with fiber glass. Suitable for storm windows, cold frames, closing-in during construction. Light-weight, it will not stretch or bag. Comes in 2 x 2 and 4 x 4 mesh, in 4- and 8-mil thickness in 100' and 150' length rolls.—Gering Products, Inc.

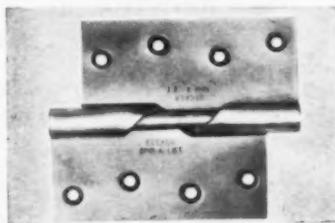
Circle No. 552 on reply card, p. 164



Catch can't wear out

Magnetic catch for wood or metal cabinet doors saves up to 50% installation time. Keeps doors closed tightly; requires 12-lb. pull to open. Latch has no moving parts, springs to wear out. Lasts lifetime.—C. Hager & Sons Hinge Mfg. Co.

Circle No. 553 on reply card, p. 164



Hinge lifts door over rug

Spir-A-Lift Butt Hinge features spiral action that lifts door over rug, lowers it upon closing, without a spring. Requires only 1/4" bevel at top, and eliminates bevel at bottom as well as threshold. Adaptable to swinging doors. Can be self-closing or remain open.—Beckhart Hinge Co.

Circle No. 554 on reply card, p. 164

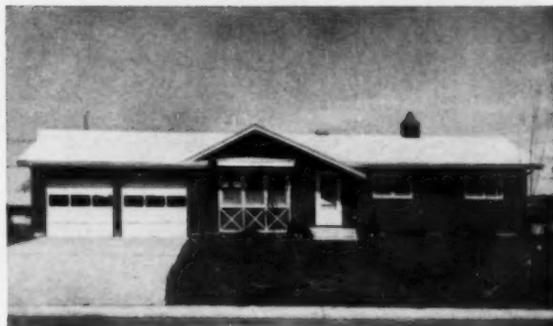
COPPER PLUMBING SHOWS BUILDER HOW TO SAVE \$2371 ...



The **BUILDER** likes lower costs



The **PLUMBER** likes easier work



The **DEVELOPER** likes sale-ability

The builder of 850 new homes in Kansas City has just completed a test in two identical houses. In one, the plumbing was 100% Chase® Copper Tube—in the other it was ordinary pipe. Direct comparison of costs was made. And *all concerned give copper their vote.*

THE BUILDER, J. A. Peterson, found copper cost a little less per home than any other pipe he could use—*could save \$2,371.50 on the complete project if he switched to copper.*

THE PLUMBER, Garney Plumbing & Heating Company, found Chase copper tube easier and quicker to work with—*time per installation was cut 1/3 compared with rustable pipe.*

THE DEVELOPER, Mr. Peterson, found a definite sales advantage—*people appreciate the obvious values of copper.*

THE BUYER of the test house using copper says "*We're thrilled and pleased with our modern copper plumbing installation.*"

It will pay you to plan on using Chase Copper Tube hot and cold water lines and Chase Drainage, Waste and Vent in the homes you build. Ask your Plumbing Contractor for details—see your architect or write Chase at Waterbury 20, Conn.



The **BUYER** likes dependable comfort



Chase



BRASS & COPPER CO. WATERBURY 20, CONN.
Subsidiary of **Kennecott Copper Corporation**

THE NATION'S HEADQUARTERS FOR ALUMINUM • BRASS • BRONZE • COPPER • STAINLESS STEEL AND FORGINGS

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 (Maspeh, L. I.) Philadelphia Pittsburgh Providence Rochester St. Louis San Francisco Seattle Waterbury



RAYNOR Garage DOORS

Factory Registered
for your protection and convenience

SELL HOMES FASTER...

with Raynor
Factory Registered
Builders
Promotion Kit!



The "Customized Design" of Raynor doors offers a garage door architecturally correct for the homes you build. They embody only the finest materials . . . exclusive "Graduated Seal" . . . heavy-duty galvanized hardware . . . quality controlled construction built complete under one roof . . . and NOW every Raynor Garage Door is **FACTORY REGISTERED** with the registration number that appears on the nameplate of the door . . . your guarantee that you have chosen the finest when you install a RAYNOR GARAGE DOOR.

The Raynor Factory Registered Builders Promotion Kit is designed to help you sell your homes faster and easier, provide protection and convenience for your customers. A complete builders promotion with banners, literature, ad mats, feature arrows, registration cards, etc., ideally suited for use on model or tract homes. Call your nearest Raynor Distributor or write direct for complete information.

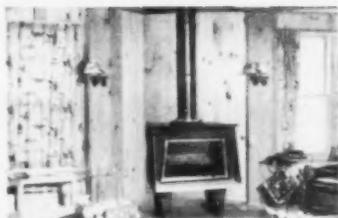


RAYNOR MFG. CO.

Dixon, Illinois Hammonton, New Jersey



NEW PRODUCTS



Offer low-cost fireplace

Uni-bilt fireplace is designed for inexpensive installation. Can be easily connected to existing flue or prefabricated chimney. Unit is a wood-burning, full-size fireplace. Provides the comfort of an open fire on modest budget.—Vega Industries, Inc.

Circle No. 555 on reply card, p. 164



Panels have custom look

Sculptured panels for interior and exterior designs come in a variety of woods and patterns. Panels are ready for painting or staining, and look hand-carved, but are economical. For wall panels, dividers, doors, and outdoor fences, gates, enclosures.—Terminal Industries, Inc.

Circle No. 556 on reply card, p. 164



Tile sealer is flexible

New seam finish for sealing Formica wall tiles is waterproof and flexible. Expands and contracts with tiles. Does not become brittle and chip. Also seals edges of tubs and corners. One 5-oz. tube, sufficient for average bathroom installation, costs \$1.50.—Formica Corp.

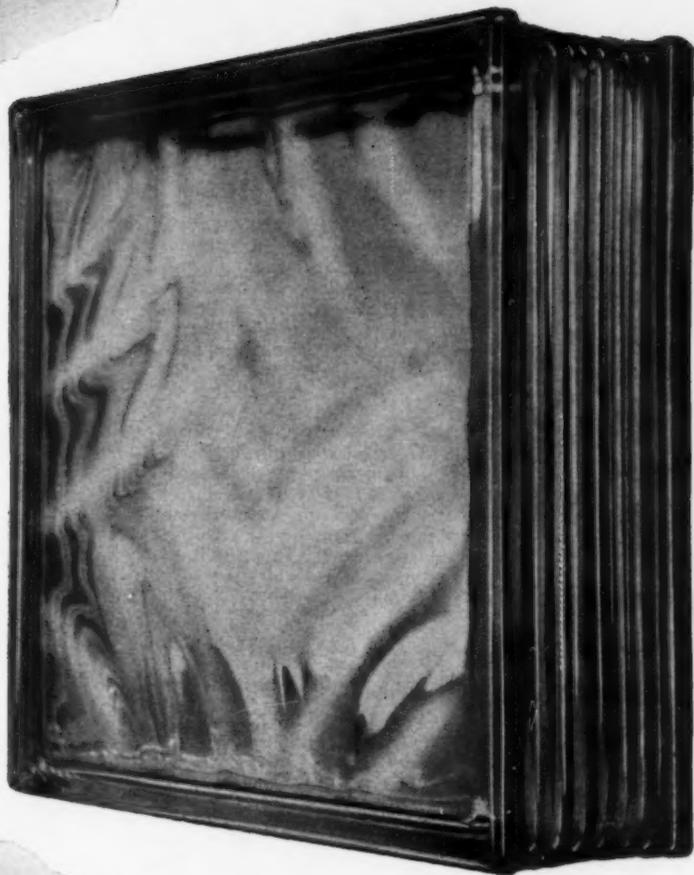
Circle No. 557 on reply card, p. 164

AMERICAN BUILDER



IT'S

NEW!



OWENS-ILLINOIS

"SHADE GREEN" GLASS BLOCK

... excitingly decorative because the color is in the glass!

Now . . . for the first time . . . Owens-Illinois brings you a decorative Glass Block made of *colored* glass . . . SHADE GREEN.

From *any* viewing angle, the cool, distinctive SHADE GREEN color is *always* visible, enhancing the ripple-like design of this richly decorative new

block. Concentric circles within panels create swirls of shifting blue-green tints for exciting light patterns.

You'll find so *many* decorative uses for SHADE GREEN in your homes, stores, offices, factories! It's as permanent and maintenance-free as the masonry materials you work with.

Illustrated above is the #30 design. Shade Green is also available in the decorative #31 pattern and the functional #80-F design. In 8" and 12" sizes.

Send for a new booklet on exciting new SHADE GREEN Glass Block. Write Kimble Glass Company, subsidiary of Owens-Illinois, Toledo 1, Ohio.

OWENS-ILLINOIS GLASS BLOCK

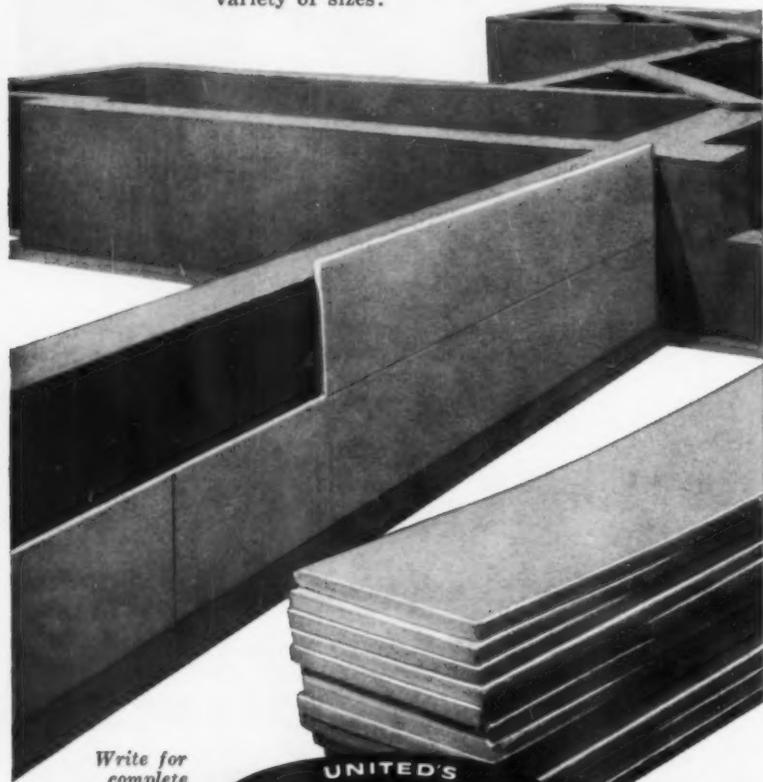
AN  PRODUCT

OWENS-ILLINOIS

GENERAL OFFICES • TOLEDO 1, OHIO

new UNI-CREST insulation

Now, through the combination of modern chemistry and the experience of United's 50 years as a leading manufacturer of insulating material, comes Uni-Crest. A thoroughly proven foam plastic insulation of outstanding thermal properties . . . labor saving and cost cutting benefits. Highly recommended for walls, ceilings, floors and around foundations or under slabs. Readily adheres to masonry, eliminates furring or lathing, provides an excellent surface for plaster, cement or other finishes. Easy to work with, light, non-dusting, odorless, non-toxic, can be cut with all standard tools. Will not shrink or rot and retains its insulating value indefinitely. Regular and self-extinguishing available in a variety of sizes.



Write for complete installation instructions and **FREE** sample

UNITED'S
UNI-CREST
EXPANDED POLYSTYRENE

Uni-Crest Division
UNITED CORK COMPANIES
25 Central Avenue, Kearny, New Jersey

OFFICES OR APPROVED DISTRIBUTORS LOCATED IN KEY CITIES COAST TO COAST.

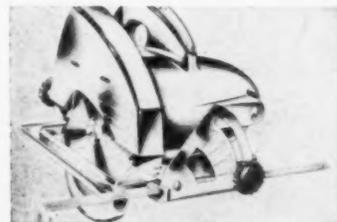
NEW PRODUCTS



Bowl is off-center

Left side of this lavatory curves inward, providing surface for toiletries. Front and right rims slope so water will drain into bowl. Made of vitreous china. Can be installed as a wall-hung unit with or without legs.—American Standard, Plumbing & Heating Division.

Circle No. 558 on reply card, p. 164



Heavy saw handles easily

Ram 7" power saw provides heavy-duty cutting with ease. Has 1½-hp motor; can be operated with one hand. Makes full 0 to 45 degree angle adjustment. Maximum depth of cut is 2½". Includes combination rip and cross-cut blade and rip-guide. Weighs 11 lbs.—Ram Tool Corp.

Circle No. 559 on reply card, p. 164



Have new "straight look"

"Straight-line" style of bathroom vanities has cabinets square to the floor, flat sides, and square self-edged doors. Doors and bodies are of waterproofed plywood with Formica surfaces. Available with cane insert doors. Matching medicine and utility cabinets.—Regal Laminates, Inc.

Circle No. 560 on reply card, p. 164

AMERICAN BUILDER



GUARANTEED PREMIUM SHEATHING

No more storage problems! No more piece-meal deliveries and other costly construction delays! This premium sheathing—made by Georgia-Pacific—can be stored outdoors without regard to weather conditions. In fact, it's guaranteed against delamination and mold up to one year!* Use this superior plywood for all your sheathing

applications — wall sheathing, roof decking, subflooring, etc. Save time, speed work in any weather—at a cost of only pennies a panel more. All standard sizes—5 thicknesses. Edge-sealed panels packaged in steel-strapped bundles, 25" high, for easy handling. Georgia-Pacific Corp., Dept. AB 959, Equitable Bldg., Portland 4, Oregon.

Georgia-Pacific guarantees G-P Premium Sheathing against delamination and mold for 12 months when stored outdoors off the ground, tarpaulin-covered; or for 6 months, uncovered.

Remember, men -
It's Georgia-Pacific
premium sheathing
that carries a
written guarantee!



**BUILD
HOUSE
SALES**
with...



calder

OVERHEAD SECTIONAL GARAGE DOORS
the door that floats... on lifetime bearings

1 QUALITY

GUARANTEED FOR THE LIFE OF THE DOOR. Only Calder doors float on lifetime bearings. All rollers and sheaves are permanently greased packed at the factory. Calder Wedge-Tight action fits like part of the wall.

Even a child can raise a Calder door. (New Snap Latch action locks door shut automatically).

**2 SALES
and
SERVICE**

In your Demonstration homes, trained Calder salesmen spark interest with radio controlled doors... provide free, colorful literature... demonstrate famous Calder quality to help sell the house!

FREE CATALOG...

illustrates full line of residential and commercial garage doors, many more top quality features.

calder MANUFACTURING COMPANY
LANCASTER 12, PENNSYLVANIA

NEW PRODUCTS



Designed for small jobs

New small-sized tractor-crawler moves earth in small areas, yet has stability and traction. Weighs 5,600 lbs., has 31 drawbar hp. Pulls 5,320 to 8,000 lbs. Designed for landscaping, moving earth close to foundations, home construction on hill-sides.—International Harvester Co.

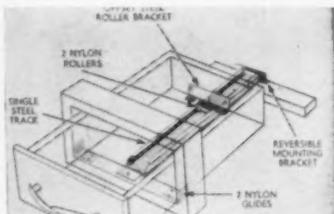
Circle No. 561 on reply card, p. 164



Cupola assembles easily

Attic ventilation is simple with this all-aluminum cupola and weather-vane. Especially suitable for homes with hip, flat, or low-pitched roofs. Stands 31" high and 24" square. Ready-cut parts assemble in six steps. Has copper-colored dome on white body.—Garland Mfg. Co.

Circle No. 564 on reply card, p. 164



Designed for easy use

New nylon drawer slide with single track mounts under center drawer of cabinet. Only 1/8" clearance is required on each side of drawer. Installation is faster and less costly. Device works best with loads up to 30 lbs., but can support up to 50 lbs.—Amerock Corporation.

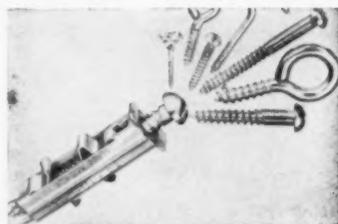
Circle No. 562 on reply card, p. 164



Traverse rod is cordless

Cordless hand traverse rod is for use over doorways and closets, wherever regular traverse rods can't be used. Made of heavy-gauge steel, finished baked-on enamel. Extends 28" to 48", projects 3". Comes pre-assembled with brackets. Ten in a box.—The Stanley Works.

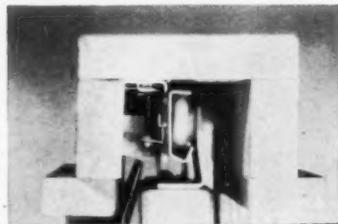
Circle No. 565 on reply card, p. 164



Anchor does all jobs

One-size Fitsall screw-anchor can be used on any building material. No special tools required for fastening sheet rock, plaster, tiles, plywood and masonry. Accepts any size screw from 1/8" to 1/4". Can be used in furred hollow wall with 3/4" clearance.—E. G. Building Fasteners Corp.

Circle No. 563 on reply card, p. 164



Makes door adjustable

Sliding door frame permits adjustment without removal of door or stop. Manufacturer says doors can be hung three times faster, and can be adjusted by anyone after installation. Has EZ Line track which is adjusted by turning two screws. Hangers are of lifetime nylon.—Bodell Mfg. Co.

Circle No. 566 on reply card, p. 164



Did you
say it only
takes about
1 HOUR...



to apply a whole square of
Shakertown® GLUMAC UNITS®

That's right! Every Glumac Unit is equal in size to 18 individual shakes and undercoursing shingles . . . and only 22 Glumac Units cover 100 square feet! No wonder Shakertown Glumac Units go up faster, have a lower applied cost! And Shakertown Jiffy Corners . . . striated and painted to match the pre-stained Glumac . . . provide quick, neat corners. Matching colored nails in every carton eliminate touching-up. Send the coupon below for complete information.



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NEW! HAMLIN DIE CAST ALUMINUM BRICK VENTILATOR



**TWO
SIZES**

PAT. PEND.

● **MODEL 2711**—ONE BRICK size (shown). Actual size 2¼" x 7¾" x 4¼" deep. 13 sq. in. free area—8 mesh screen, weight 1¼ lb.

● **MODEL 2712**—TWO BRICK size. Actual size 4¾" x 7¾" x 4¼" deep, 27 sq. in. free area—8 mesh screen, weight 1¼ lb. Packed one dozen to a carton.

● **MODULAR** size permits use in all type brick construction. Can be nested and/or used end to end in any combination to obtain the width and height desired.

THE NEW GOLDEN HUE

The Golden Hue of all Hamlin Foundation Ventilators indicates they have been treated to meet new MPS of FHA.

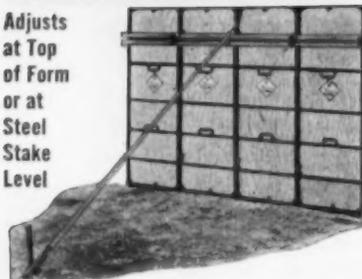
BE SAFE

Write today for catalog sheet and name of nearest jobber.

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SYMONS Form Brace

Adjusts
at Top
of Form
or at
Steel
Stake
Level



Newest addition to Symons line . . . steel form brace. It is easily tied to pre-fab or built-up forms and to wooden or steel stakes. Once attached, brace can be adjusted at top of form or at stake level for positive alignment. Comes in regular lengths of 6' and 10'6". Brace extensions available.

SYMONS CLAMP & MFG. CO.

4261 Diversy Ave., Chicago 39, Ill., Dept. J-9
We will send contractors a sample 6' form brace if request is received on company letterhead. Please include \$2.00 to cover cost of shipping. To be used with _____

type form _____ stake.

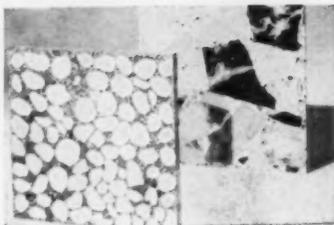
Name _____

Firm Name _____

Address _____

City _____ Zone _____ State _____

NEW PRODUCTS



Give a marble effect

Marble chips cast in cement make unique decorative floor tiling. Highly durable and weather resistant. Tiles are suitable for outdoor patios and terraces, as well as interior floors. Come in standard units 12" sq. and 1" thick. Also 10" sq. in quantity.—Buildesign.

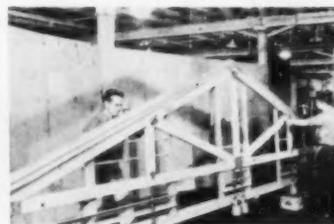
Circle No. 567 on reply card, p. 164



Opens easily on new slide

This slide for kitchen cabinets has quiet, smooth-rolling nylon wheels. Mechanical "stop" does away with jolting nylon-to-metal stop action. Requires only ½" clearance on sides. Can be mounted flush with back. Simple installation.—Grant Pulley & Hardware Corp.

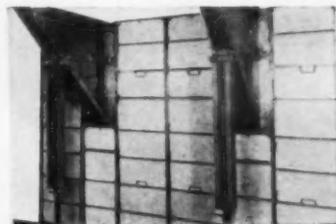
Circle No. 570 on reply card, p. 164



New jig tilts easily

Tiltto-Matic jig makes it possible to put pre-cut truss parts in a horizontal position. Thus, both sides can be worked on at same time. Only slightest effort is needed to tilt jig. An electric-powered air compressor provides uniform pressure to each truss section.—Bettendorf Distributing Co.

Circle No. 568 on reply card, p. 164



Forms for wing walls

New steel prefab forms are for wing walls or stoops. Usable for residential as well as industrial construction. Forms are triangular, and will form a concrete bracket 4' deep, extending 4' from the wall at the top. Available for wood-ply or steel-ply forms.—Symons Clamp & Mfg. Co.

Circle No. 571 on reply card, p. 164



New laminate reduces costs

Latest high-pressure laminate can postform corners of cabinet doors, tops of vanities. Material costs less because it eliminates the need for stocking postforming and nonpostforming grades of plastic laminates. Has many residential applications.—Micarta Div., Westinghouse Electric Corp.

Circle No. 569 on reply card, p. 164



Mixer has safety lock

Now, a thermostatic water mixing valve with individually controlled dial. Features graduated Fahrenheit degrees; will maintain selected temperature exactly. Lock for maximum temperature adds to safety; eliminates scalding, wastage. Matches decor of any bathroom or kitchen.—Simix Company.

Circle No. 572 on reply card, p. 164



**Long-Bell
Picture
windows
give you a**

MIGHTY ATTRACTIVE OUTLOOK

- From the Viewpoint of
- customer satisfaction
 - fast, easy installation
 - quick turnover and profitable sales

Long-Bell Picture Windows give you the widest range of fast-selling convenience features ever put into a wall. In fact, Long-Bell Windows are really

4 WINDOWS IN 1

Long-Bell's new 4-way convertible window may be quickly installed as a casement window, a hopper-type window, a stationary window or an awning-type window. Will match any decor.

LOADS OF EXTRA FEATURES

- All wood parts are toxic-treated with water repellents to give you an added sales tool.
- Flush frame surface makes it easier (and less costly) to install in straight, level openings.
- Cartoned units stack evenly and firmly to save you storage space.
- Adaptable to the stock of trim you have on hand.
- Tightly weatherstripped in any position.
- Aluminum storm sash and screens available.

For All the Facts about this "Fastest Selling"
4-in-1 Window Unit, write:

INTERNATIONAL PAPER COMPANY
Long-Bell
DIVISION
Kansas City, Mo. Longview, Wash.

MAZE NAILS

Modern Nails for Today's New Building Materials

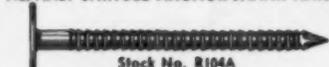
Featuring **STORMGUARD NAILS**

STRONG STEEL NAILS DOUBLE-DIPPED IN MOLTEN RUST-RESISTANT ZINC!

(NOTE: In a zinc coated nail, F.H.A. requires the hot-dipped type for all exterior work . . . and now specifies threaded nails for application into plywood roof and wall sheathing.)

- FOR
- ROOFING
 - SIDING
 - TRIM

ASPHALT SHINGLE ANCHOR-SHANK NAILS



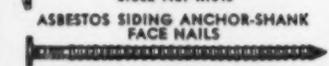
Stock No. R104A



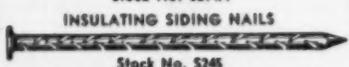
Stock No. R1593A



Stock No. R1345

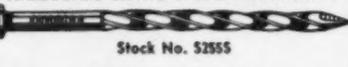


Stock No. S214A



Stock No. S245

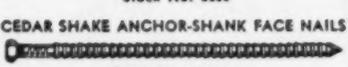
HARDBOARD SIDING SPIRAL-SHANK NAILS



Stock No. S2555



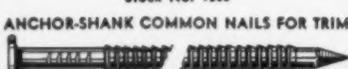
Stock No. S206



Stock No. S235A



Stock No. T305



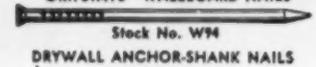
Stock No. T377A

SIDING NAILS IN COLORS TO MATCH ALL POPULAR SIDINGS

MAZE

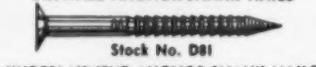
INTERIOR NAILS

"GRIPSTAYS" WALLBOARD NAILS



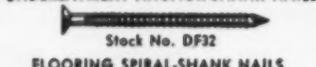
Stock No. W94

DRYWALL ANCHOR-SHANK NAILS



Stock No. D81

UNDERLAYMENT ANCHOR-SHANK NAILS



Stock No. DF32

FLOORING SPIRAL-SHANK NAILS (Casing Head)

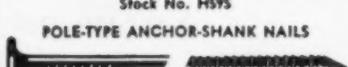


Stock No. F167

MASONRY NAILS HARDENED SPIRAL-SHANK



Stock No. M595



Stock No. S26A



Stock No. S235

MAZE

CORRUGATED METAL ROOFING NAILS

COMPRESSED LEAD HEAD BARBED-SHANK



Stock No. P223 — (Bright or Galvanized finish)
Also available in Anchor-Shank

HOT CAST LEAD HEAD ANCHOR-SHANK



Stock No. C223R — (Bright or galvanized finish)
Also available in Barbed-Shank

FOR MORE INFORMATION SEE YOUR DEALER, OR WRITE TO



W. H. MAZE COMPANY

PERU 3, ILLINOIS

NEW PRODUCTS



Repair chips in porcelain

You can repair porcelain-enameled bath fixtures with these kits. Colors will match fixtures of any manufacturer. The \$3.00 Repair Kit mends deep cracks and chips. The \$1.00 Touchup is for minor scratches. Repairs made below the water line will not change color.

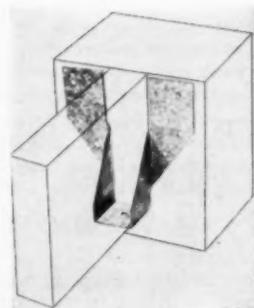
—Protectub, Inc.

Circle No. 573 on reply card, p. 164

Mix color into concrete

Color can be mixed into fresh concrete with "Dust-on." Product comes in eight colors, gives concrete a lasting surface which will not peel, chip, fade or streak. It consists of cement, aggregate, a wetting agent, oxide coloring, and a hardening agent—Tamms Industries Co.

Circle No. 574 on reply card, p. 164

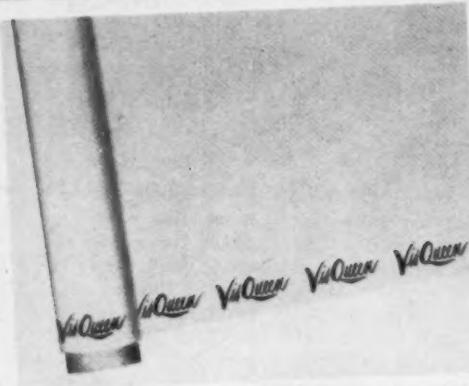


Joist support fits flush

This joist support fits flush to eliminate notching the supporting beam. Can be installed after joist is in position. Fabricated from 14-gauge steel and punched to receive heavy nails. In 2" and 4" sizes to take joists from 2x8" to 4x12".—The Donley Brothers Co.

Circle No. 575 on reply card, p. 164

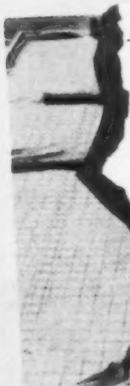
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Be Sure: Look for the VISQUEEN mark on every foot of visqueen film. This trademark is your assurance that you have the first and foremost polyethylene film.



Be Safe: VISQUEEN film meets Federal Housing Administration Minimum Property and Test Requirements and...



Jack:
Be sure our supply house
delivers the VISQUEEN brand of
poly for the vapor barrier.
We can't afford to chance
our reputation on anything else.
B. J.

Be Ahead: ONLY visqueen film—first and foremost polyethylene film. A product of the long experience and outstanding research of PLASTICS DIVISION VISKING COMPANY Division of UNION CARBIDE Corporation. 6733 West 65th Street, Chicago 38, Ill. In Canada: VISKING COMPANY DIVISION OF UNION CARBIDE CANADA LIMITED, Lindsay, Ontario. VISQUEEN, VISKING and UNION CARBIDE are registered trademarks of Union Carbide Corporation.

Write now



VISQUEEN film—first and foremost polyethylene film. A product of the long experience and outstanding research of PLASTICS DIVISION VISKING COMPANY Division of UNION CARBIDE Corporation. 6733 West 65th Street, Chicago 38, Ill. In Canada: VISKING COMPANY DIVISION OF UNION CARBIDE CANADA LIMITED, Lindsay, Ontario. VISQUEEN, VISKING and UNION CARBIDE are registered trademarks of Union Carbide Corporation.

NEW 30



LARGER CEILING OPENING
to enable home owners to take full advantage of attic space. Now storage of storm doors, windows, yard furniture and other large objects is possible when you install the quality Super 30" x 54" stairway.



YOUR HOMES WILL SELL
quicker with this new larger access stairway—buyers can see the advantage!

STAIRWAY FOR EVERY PRICED HOME

STAIRWAY PRICED HOME

Push Button Electric.....\$40,000 UP
Super Deluxe (30 x 54)....\$25,000 to \$40,000
Super Simplex (30 x 54)...\$12,500 to \$25,000
Simplex.....Homes to \$12,500

ALSO AVAILABLE are 14 other sizes and models WRITE for complete details



PRECISION parts corporation

400-AB North First Street. Nashville 7, Tennessee

NEW PRODUCTS



House paint resists stains

White house paint has a special preservative pigment which resists staining. Provides an elastic film which expands and contracts. Does not blister. Only one coat usually necessary. Requires no special primer where two-coat work is necessary.—Sapolin Paints, Inc.

Circle No. 576 on reply card, p. 164

Cuts plywood smoothly

This circular saw blade cuts plywood smoothly, silently. Extra sharp saw teeth stay sharp. Teeth have alternate sheer bevels for free, smooth cutting. Hard chrome on each blade assures long life. Blade is hollow ground, has maximum rigidity.—Disston Div., H. K. Porter Co., Inc.

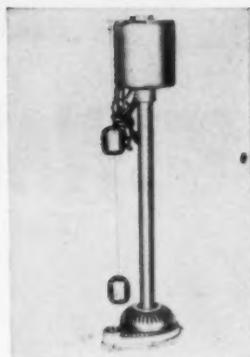
Circle No. 577 on reply card, p. 164



Choose nails from chart

Colorful new wall chart shows many types of Maze nails with both threaded and plain shanks. Shows "penny-wise" and corresponding nail lengths in inches. Also rust-resistant nails for roofing, siding and trim, and corrugated roofing nails.—W. H. Maze Co.

Circle No. 578 on reply card, p. 164



Drains 2,000 gal. an hour

A vertical cellar drainer is designed for use in a 12" or larger sump. Will pump 1,300 gal. an hour at 20'; 960 gal. at 22'. Maximum: 2,000 gal. Gives top side suction, eliminates impeller clogging from debris. Corrosion free.—Goulds Pumps, Inc.

Circle No. 579 on reply card, p. 164

Wool felt reduces noise

New wool felt acoustic wall covering, "Hushalon," provides a noise-reduction coefficient of .20. Has reinforced backing which eliminates shrinking and stretching in application. Also helps ease installation. Moth- and flame-resistant. Comes in 21 colorfast shades, 54" wide.—American Felt Co.

Circle No. 580 on reply card, p. 164

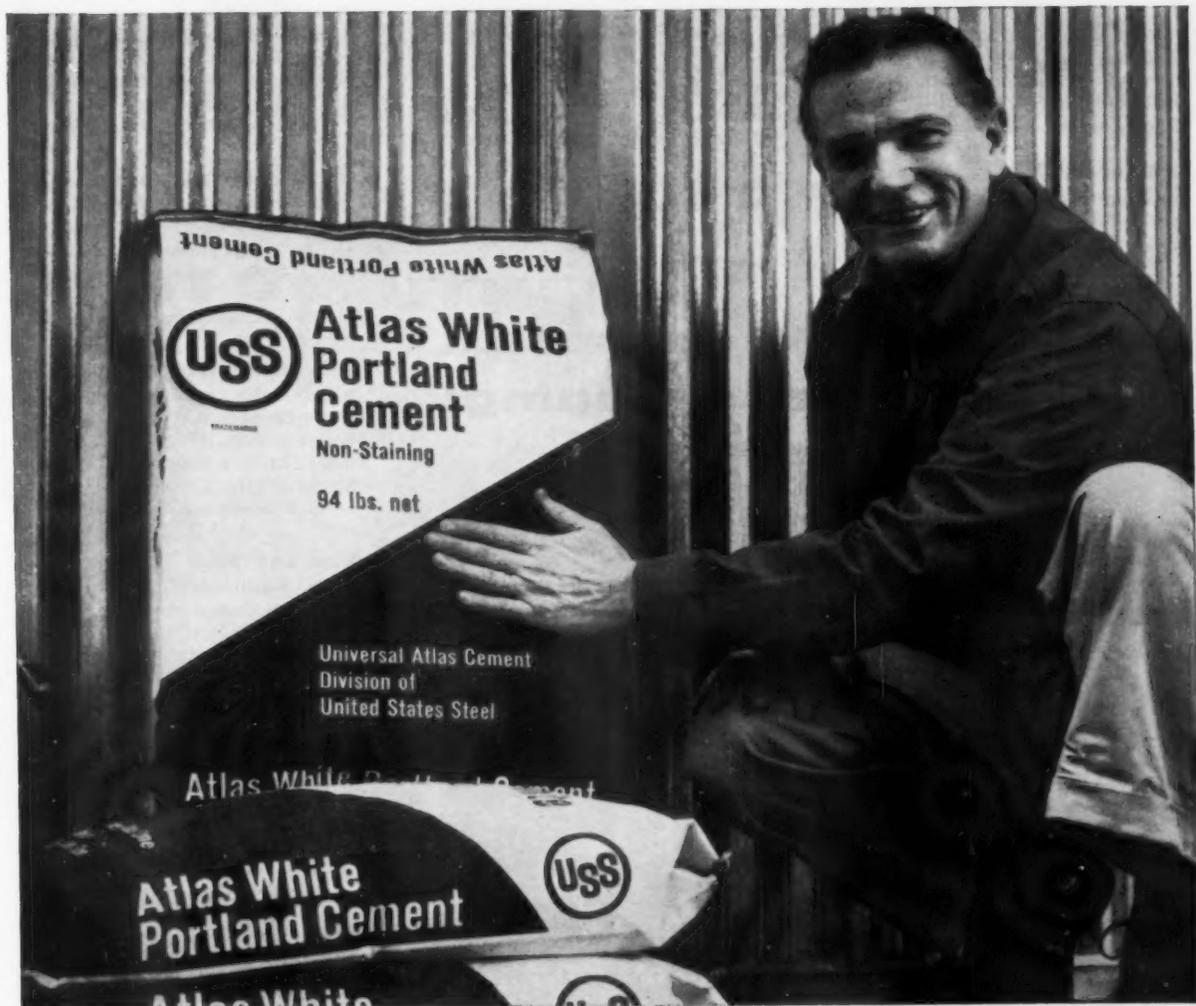


Grinder is muffled

A sound shield and carboly cutter are new features of the GE Disposall. Carboly cutter provides extra-tough grindings. All Disposalls have the keyhole-type mounting assembly. Simple to lift, turn, install beneath a sink.—General Electric, Major Appliance Division.

Circle No. 581 on reply card, p. 164

When the job calls for white portland cement . . .



Specify Atlas White . . . the uniform white portland cement preferred by builders and contractors. The whiteness of this cement will bring out the true tones of colored aggregates and coloring pigments . . . in terrazzo, precast concrete panels, stucco and masonry mortars. It is non-staining, too . . . a must in mortar mixes for backing, setting and pointing limestone units . . . and setting and grouting ceramic tile. Use it for colored or white concrete projects such as screen walls, patios, posts, benches, flagstones, swimming pools, sidewalks. Also available in air-entraining and waterproofed types. Complies with ASTM & Federal Specifications. See your building supply dealer — or write to: Universal Atlas Cement, 100 Park Avenue, New York 17, N. Y.

"USS" AND "ATLAS" ARE REGISTERED TRADEMARKS



**Universal Atlas Cement
Division of
United States Steel**

WG-2

OFFICES: Albany • Birmingham • Boston • Chicago • Dayton • Kansas City • Milwaukee • Minneapolis • New York • Philadelphia • Pittsburgh • St. Louis • Waco

SEPTEMBER 1959

185

CATALOGS

WATERTIGHT MASONRY wall designing . . . outlined in a six-page bulletin. Discussed are mortar ingredients, control of shrinkage and bleeding, separation cracks, etc.—Master Builders Co.

Circle No. 582 on reply card, p. 164

HOME DRAINAGE PLAN collects water around foundation, leads it off into suitable outlets. Details, draw-

ings, plans in folder on "Sure-Dry" system.—Bermico Div., Brown Co.

Circle No. 583 on reply card, p. 164

WALL PANELS of vinyl-metal are described in new four-page brochure. Types and characteristics included. Preparation and installation methods generously illustrated.—Arvin Industries, Inc.

Circle No. 584 on reply card, p. 164

LIGHTWEIGHT STEEL structurals for fast, economical construction. Highlighted in 16-page booklet. Application and erection techniques; plenty of detail drawings included.—Jones & Laughlin Steel Corp.

Circle No. 585 on reply card, p. 164

DETAILED INSTRUCTIONS on installation techniques for metal tile. Available in this eight-page booklet. Wall preparation and mechanics of laying out the job are covered.—Vikon Tile Corp.

Circle No. 586 on reply card, p. 164

SUBMERSIBLE ELECTRIC PUMP can handle highly abrasive materials and run without supervision. Ideal for drainage work. Flygt B-80L is fully described in a four-page folder.—Stenberg Mfg. Corp.

Circle No. 587 on reply card, p. 164

HOW AND WHAT to use to effectively weatherstrip any building. Clearly explained in a new 24-page catalog. Full illustrations of design and installation details.—Zero Weather Stripping Co., Inc.

Circle No. 588 on reply card, p. 164

NEW FOR MODERN MOTELS . . . a four-page bulletin. Shows how curtain-wall system with Lupton Comfort-Conditioning units cools, heats, and ventilates motels. Complete description, dimensions given.—Michael Flynn Mfg. Co.

Circle No. 589 on reply card, p. 164

EFFECTIVE INSULATION explained in this pamphlet. Materials and new techniques for sharply reducing air-conditioning requirements and costs are detailed. Reflective-type insulation is thoroughly explained.—Reflectal Corp.

Circle No. 590 on reply card, p. 164

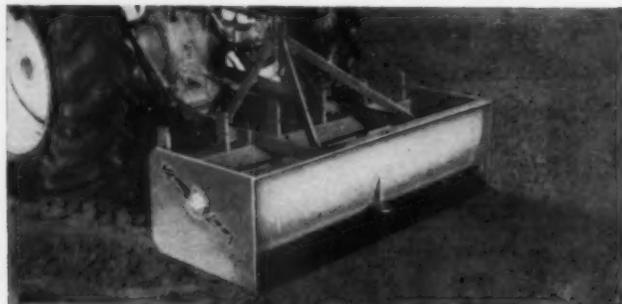
SHEET METAL FABRICATION for bathroom accessories . . . maximum utility, new design features. A 24-page catalog illustrates the latest styles in medicine cabinets, vanity and lavatory mirrors.—F. H. Lawson Co.

Circle No. 591 on reply card, p. 164

"ARCHITECTURAL MANUAL" is a comprehensive presentation of Daryl line. Includes complete descriptions and drawings of sliding glass doors and bath enclosures.—Daryl Products Corp.

Circle No. 592 on reply card, p. 164

NOW! a New Process for Landscaping!



Two pieces of equipment instead of seven. Result: lower investment and a terrific saving in time of changing from one attachment to another. That's the capsule story of the new Sherman line of soilworking tools. The Sherman Landscrapper and the Sherman-Gill Multi-Purpose Tool revolutionize landscaping.

The Sherman Landscrapper does the rough grading. Then the Sherman-Gill scarifies, breaks clods, levels, finish grades, pulverizes, rolls and firms. And when you're finished, you just put the Landscrapper on top of the Sherman-Gill and roll down the road to the next job.

The Sherman Landscrapper and the Sherman-Gill are inexpensive, high productive landscaping tools. Ask for a demonstration today or write for Bulletin No. 792.

POWER DIGGERS
LOADERS

SHERMAN **S** PRODUCTS

SOIL WORKING
TOOLS

SHERMAN PRODUCTS, INC. • Royal Oak, Michigan

let's sharpen the pencil

As a builder, you know the public's demand for more and more value at less and less cost. Neat trick if you can do it — and you *can* — if you really sharpen your pencil.

Leigh makes a wide range of building products specifically designed to help you offer *more* home-selling value at *less* actual cost. Let's take the new Leigh Adjustable Wardrobe Shelf, for example, and compare it with the national average cost of a finished wooden shelf and closet pole:

LEIGH ADJUSTABLE WARDROBE SHELF	VS.	WOODEN SHELF AND CLOSET POLE
MATERIALS		MATERIALS
Leigh shelf\$4.00 (supports included)		Shelving\$1.13 Supports & Trim48 Wooden Pole57
LABOR		LABOR
Installing37		Cutting, fitting, trim- ming, and installing.... 2.25 Sanding, priming & painting 1.80
TOTAL COST\$4.37		TOTAL COST\$6.23

You have just saved \$1.86 per closet while offering your customers a highly attractive, warp-free shelf with baked enamel finish and built-in clothes carrier!

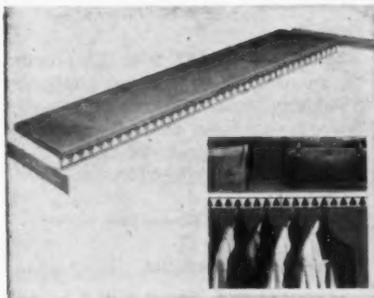
A free booklet, just off the press, proves specifically how each of many other Leigh building products can effect profit-building savings and help sell homes faster for you.

Write for your copy today — see your Leigh dealer soon!

FREE—24 PAGES OF IDEAS TO CUT
COSTS AND SELL HOMES FASTER

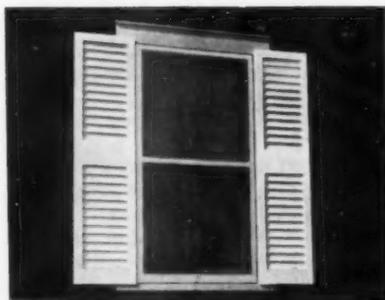
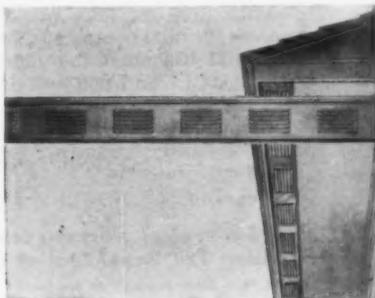


Leigh BUILDING PRODUCTS
Division of Air Control Products, Inc.
1659 Lee Street Coopersville, Mich.



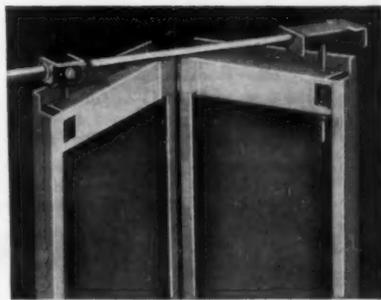
ADJUSTABLE WARDROBE SHELF with built-in clothes carrier, ivory baked enamel finish. Five sizes for closets from 23" to 84". Free booklet shows how you save \$1.86 per closet.

TRIMVENT Aluminum Strip Ventilator — replaces a board in the soffit, looks like trim, provides large free area. 8-ft. lengths. Free booklet shows how you save \$3.24 per home.



ORNAMENTAL SHUTTERS in authentic louver designs. Rustproof aluminum, baked enamel finish, choice of colors. Free booklet shows how you save \$8.10 per window.

FULL-VU FOLDING DOORS with revolutionary traverse rod instead of top track. 18 minutes to install—can't come out of alignment. Free booklet shows how you save \$13.70 per closet.



In Canada: Leigh Metal Products Ltd., 72 York St., London, Ontario

CATALOGS

TORQUE CONVERTERS in shovel-crane are treated in a 16-page booklet. Offers tips for getting greater production with less effort. Compares performance differences between torque converters and fluid couplings.—Link-Belt Speeder Corp.

Circle No. 593 on reply card, p. 164

DISOWHEEL is subject of heavily illustrated four-page folder. Describes this material handling wheel.

Features a chart comparing the tread of the Disowheel with other wheel tread materials. "How-to-use" photos.—Disogrin Industries, Inc.

Circle No. 594 on reply card, p. 164

NEW POWERED BUGGY is described in a bulletin featuring a concrete placement comparison chart. Includes complete specifications. Illustrates outstanding features of the unit.—Prime-Mover Co.

Circle No. 595 on reply card, p. 164

THINLITE CURTAIN WALL system is presented in an informative full-color folder. Illustrations of fired-on ceramic colors, various combinations of units, plenty of how-to details.—Kimble Glass Co., Owens-Illinois.

Circle No. 596 on reply card, p. 164

CEDAR LUMBER is subject of a 36-page-technical booklet. Covers insulating, stability, gluing, weathering characteristics. Diagrams and photos of actual usage.—West Coast Lumbermen's Assn.

Circle No. 597 on reply card, p. 164

HOW TO QUOTE, sell, order, and install prefabricated roof panels. Same type data on Quincy Armclad screen walls, jalousie walls, porch enclosures. In a 68-page manual.—Hess Mfg. Co.

Circle No. 598 on reply card, p. 164

MILCOR SHEET METAL products are thoroughly covered in a new 64-page booklet. Contents include complete product data, drawings, installation information.—Inland Steel Products Co.

Circle No. 599 on reply card, p. 164

NEW CLEAR ALUMILITE is now available for store fronts and entrances. Colors also include gold, blue and black lite. Current problems in aluminum construction are well explained in catalog.—Alumiline Corp.

Circle No. 5100 on reply card, p. 164

SELECTOR CHART tells the proper type of marker (crayon, chalk or industrial pencil) to use on metals, woods, concrete, etc. Also suggests markings when material is hot, cold, damp, dry, rough.—Joseph Dixon Crucible Co.

Circle No. 5101 on reply card, p. 164

NEW ALL-ALUMINUM sun shading and decorative wall system is called "Sol-Dec." For face-lifting outdated structures. Booklet is full of diagrams and sketches; measurements and specifications. Includes installation instructions.—Aluminum Co. of America.

Circle No. 5102 on reply card, p. 164

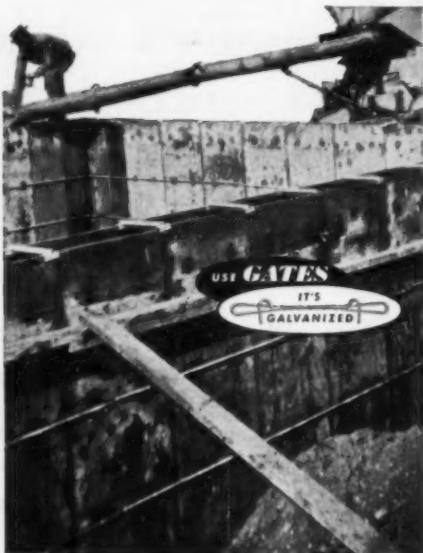
"ABOUT LUMBER PANELING," new eight-page catalog, gives panel sizes, grades, stability, and patterns. Illustrates variations in design and surface textures. Gives suggestions for coloring and installing.—Western Pine Assn.

Circle No. 5103 on reply card, p. 164

Talk About Speed!

Only
12 man-hours
to strip, move,
set up and pour

Vix Construction Company,
residential development,
Englewood, Colorado



With just two men working, Warren Garrett, Denver concrete forming contractor, forms and pours a 37'8" x 23'0" residential basement foundation in twelve man-hours per working day... and not just once but consistently throughout many similar foundations!

Using Gates Horizontal Rod Forming System with 2' x 8' panels, Garrett places four rows of form ties in the wall and, to gain extra speed and economy, uses Gates re-usable Channel Top Ties at the top of the forms.

Here's a typical working schedule used by his crew in handling 121 lineal feet of forming:

6:30 A.M. Start cutting ties preparatory to stripping forms from previously poured foundation.

7:55 A.M. Forms and equipment have been moved and corner panels are set and braced in place on the footing.

9:00 A.M. Outside forms have been completely erected and braced plumb and true. The inside form

will "float" to eliminate unnecessary waling and stiffening.

11:10 A.M. All forming has now been completed, including placement of two rows of reinforcing bars and seven windows.

12:30 P.M. Twenty-two cubic yards of concrete have been placed. Forms and bracing are given a final check and job is complete.

Investigate the many ways Gates Forming Systems can lower your costs and keep quality high. Additional information plus technical assistance is available from your nearby Gates Dealer, or write direct.

Gates & Sons, Inc.

80 S. Galapage Street

Denver 23, Colorado

BRANCHES IN SPOKANE, ROCHESTER and CALGARY

AB-9/59



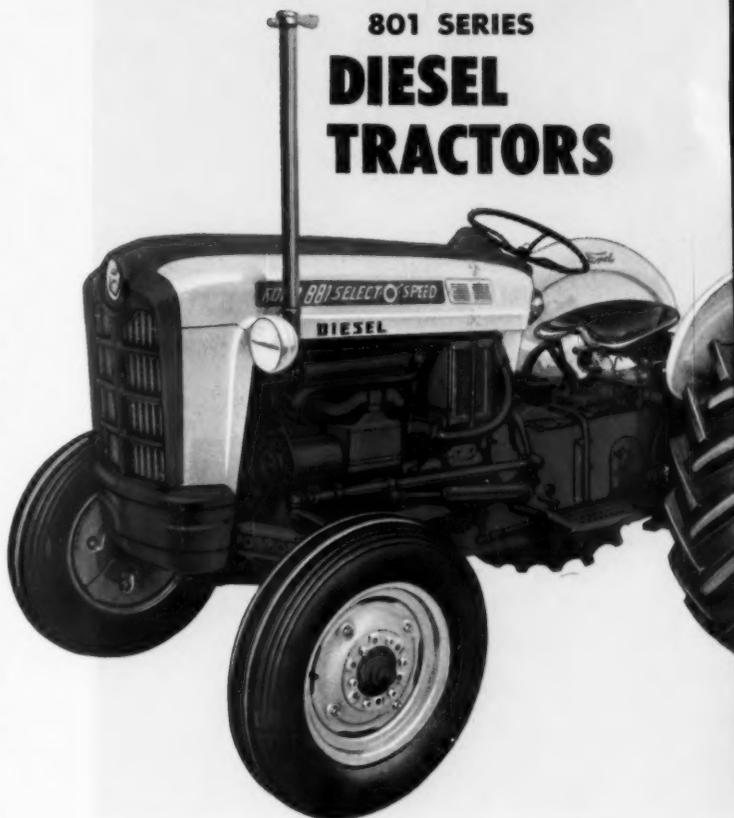
For big power requirements

Extra lugging ability, fuel economy.
Quick starts even in zero weather!

- Max. corrected brake H.P.** (less accessories @ 2200 rpm; manufacturer's rating) 56 H.P.
- Engine displacement** 172 cu. in.
- Compression ratio** 16.8 to 1
- Number of models** 7
- Transmission options** 4 or 10-speed "Select-O-Speed"
- Heavy duty front end with industrial clutch** Optional
- Available without hydraulic system and power take-off** Yes
- Front tires** 6.00 x 16
- Rear tires** 10 x 28, 11 x 28 and 12 x 28
- Wheelbase at 52" front tread** 74.50"
- Turning radius, brake locked (w/52" min. tread)** 8'11"
- Overall height w/12" rear tires** 57.29"
- Overall length at 52" front tread** 120.83"
- Overall width at 52" tread** 63.88"
- Overall width at 76" tread** 87.50"
- Min. ground clearance (under transmission case)** 13.98"
- Factory installed options include:** Power steering, power adjusted wheels, auxiliary over-under transmission which provides 12 speeds forward when used with 4-speed transmission, and new "shift-on-the-go" Select-O-Speed.
- Typical working weight with front and rear tire fill, front and rear wheel weights** 5617 lbs.

FORD

801 SERIES
DIESEL TRACTORS



all new...

all diesels...

all from

FORD...

For rock bottom original cost

Lowest cost diesel tractors in their power class!

Max. corrected brake H.P. (less accessories @ 2200 rpm; manufacturer's rating)	41 H.P.
Engine displacement	144 cu. in.
Number of models	8
Transmission options	4 or 10-speed "Select-O-Speed"
Heavy duty front end with industrial clutch	Optional
Available without hydraulic system and power take-off	Yes
Front tires	5.50 x 16 (6-ply 6.50 x 16 and 7.50 x 16 for HD front end)
Rear tires	10 x 28 and 11 x 28
Wheelbase at 52" front tread	74.50"
Turning radius, brake locked (w/52" min. tread)	8'11"
Overall height w/11" rear tires	56.15"
Overall length at 52" front tread	120.83"
Overall width at 52" tread	63.88"
Overall width at 76" tread	87.50"
Min. ground clearance (under transmission case)	13.22"

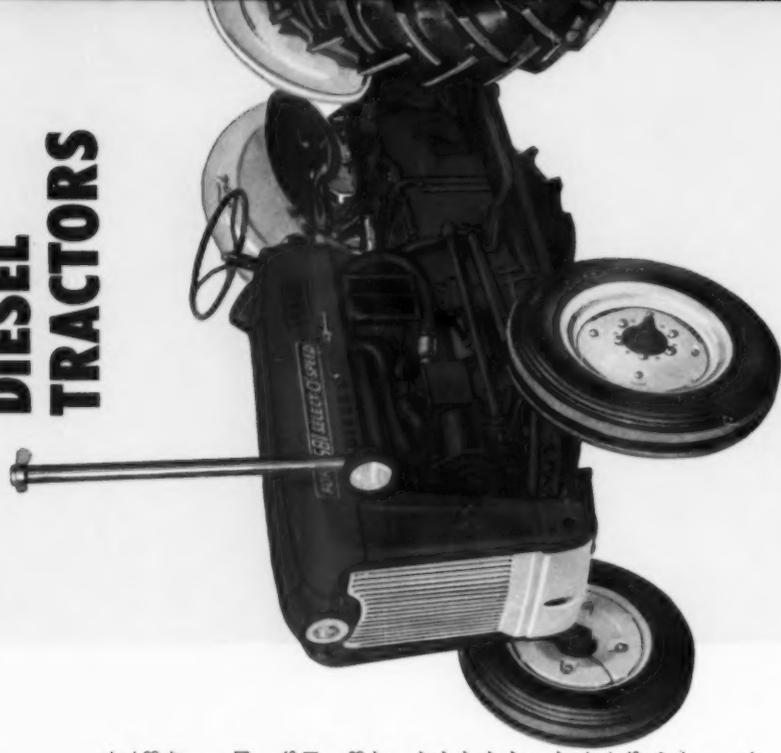
Factory installed options include: Power steering, power adjusted wheels, auxiliary over- under transmission which provides 12 speeds forward when used with 4-speed transmission, and new "shift-on-the-go" Select-O-Speed.

Typical working weight with front and rear tire fill, front and rear wheel weights.....4716 lbs.

FORD

601 SERIES

DIESEL TRACTORS



FORDSON POWER MAJOR DIESELS

For economy, dependability on the big jobs

Gallon-an-hour fuel scrimper. Operates for pennies an hour, dimes a day!

Max. corrected brake H.P. (less accessories @ 1700 rpm; manufacturer's rating)	54 H.P.
Engine displacement	220 cu. in.

TEAR OUT FOR HANDY REFERENCE

accessories @ 1700 rpm, manufacturer's rating) 54 H.P.
Engine displacement 220 cu. in.
Number of models 4
Transmission 6 speeds forward, 2 reverse
Available without hydraulic system Yes
Front tires 7.50 x 16
Rear tires 12 x 38 and 14 x 30
Wheelbase 80"
Turning radius, brake locked 12'1"
 (w/58" min. tread)
Height to top of steering wheel 63"
Overall length 130.5"
Overall width, maximum 85"
 minimum 65"
Min. ground clearance (drawbar) 12.75"
Factory installed options include: Power steering, raised or "live" power take-off, automatic clutch release, belt pulley and horizontal muffler.
Typical working weight with front and rear tire fill, front and rear wheel weights 7361 lbs.



And for peak productivity on industrial jobs

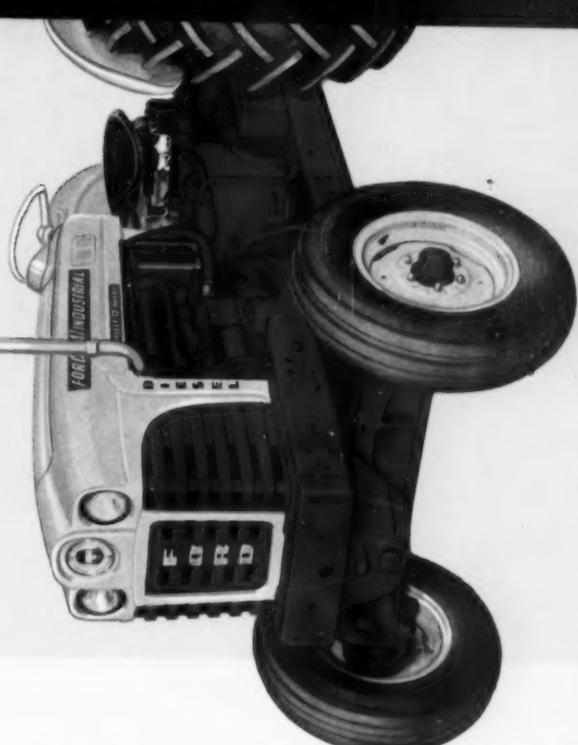
Direct injection fuel system with automatic timing for peak power, peak savings on fuel!

Max. corrected brake H.P. (less accessories @ 2200 rpm; manufacturer's rating) 56 H.P.
Engine displacement 172 cu. in.
Number of models 5
Transmission options 4-speed, reversing, "Select-O-Speed"
Available without hydraulic system and power take-off Yes
Front tires 7.50 x 16—8 ply
Rear tires 12 x 28, 13 x 24, 13 x 28 and 14 x 24
Wheelbase 81.5"
Turning radius, brake locked 9'6"
 (w/54" min. tread)
Overall height (14 x 24 rear tires) 57.72"
Overall length (14 x 24 rear tires) 128"
Overall width (14 x 24 rear tires) 71.38"
Factory installed options include: Equipment Hydraulic Package, 28" cast iron rear wheels (1200 lbs.), and the new "shift-on-the-go" Select-O-Speed.
Weight with 28" tires 3800 lbs.
Weight with 28" tires and cast wheels 5000 lbs.

FORD

1801 SERIES

DIESEL TRACTORS



ALL NEW FROM FORD FOR '59

- **For any power job**—Utility, All Purpose and Industrial tractors, gasoline or diesel.
- **For any digging job**—10 ft., 12 ft. and 14 ft. backhoes with bucket and stabilizer pad options for all kinds of digging.
- **For any mowing or maintenance job**—Dozens of man and money-saving implements and attachments, including many specialized tools matched to Ford.
- **For any loading job**—Heavy Duty, Extra Heavy Duty and Super-Duty Loaders with 1000 to 2500 lb. rated capacities.

Design, materials and/or specifications are subject to change without notice and without liability.

Ford industrial tractors and equipment can help solve problems, beat schedules and save money on your job, too. Why not talk to your nearby Ford Tractor and Equipment Dealer about easy credit terms? Get full details on all of Ford's new industrial line for '59, on the exciting new Select-O-Speed transmission. See him today, or write Industrial Sales Department, Ford Motor Company, Birmingham, Michigan.

YOU SEE MORE
FORDS
BECAUSE THEY
SAVE MORE MONEY!

PRINTED IN U.S.A.

TEAR OUT FOR HANDY REFERENCE

LIGHTING RECOMMENDATIONS to help you upgrade home lighting. Available in new standard sheets. Includes charts of lighting requirements, recommendations for every area of the home.—American Home Lighting Institute.

Circle No. 104 on reply card, p. 164

INSULATED CONCRETE BLOCK is detailed and illustrated in a new four-page folder. Covers uses, properties, and sizes. Includes latest designing features.—Thermoflector Association, Inc.

Circle No. 105 on reply card, p. 164

BARCO VIBRA-TAMP does more work in less time at less cost. New four-page folder gives specifications, outstanding features. Photos, along with instructions illustrating how it's used.—Barco Mfg. Co.

Circle No. 106 on reply card, p. 164

STAINLESS STEEL SINKS described and illustrated in a four-page brochure. Includes features, specifications, diagrams of several models.—Aeronca Mfg. Corp.

Circle No. 107 on reply card, p. 164

FIVE PASTEL COLORS have been added to Flintkote's asbestos cement siding panels. A new sampler shows actual Shadowall material in the "western series" new colors.—Pioneer-Flintkote.

Circle No. 108 on reply card, p. 164

TEN ADVANTAGES found only in ABS plastic pipes. Listed in a new folder. Covers domestic gas, potable water systems. "Be Absolutely Sure with ABS Plastics" just issued.—Marbon Chemical Div. Borg-Warner Corp.

Circle No. 109 on reply card, p. 164

MODULUME prefabricated structural lighting . . . described in a new 14-page booklet. Informative catalog gives complete technical data, plus designing suggestions. Includes charts, diagrams, illustrations.—LAM, Inc.

Circle No. 110 on reply card, p. 164

ELECTRONIC SYMBOLS used to designate elements of all systems of communication. Now available on a single wall chart. Makes it easy to understand graphic devices when indicating electronic communications layout.—DuKane Corp.

Circle No. 111 on reply card, p. 164

Mr. Builder..for 1 home or 10,000 THERE'S A YEOMANS LOW-COST SEWAGE TREATMENT SYSTEM



For SINGLE Homes
CAVITETTE®
Miniature "City Type" System

For 10 or MORE Homes
CAVITATOR®
Full Scale "City Type" Plant

Easier to Finance at Prime Rates
Because They Are Fully Approved

- 1 Banishes septic tanks.
- 2 Eliminates health hazards.
- 3 Opens up low-cost land.
- 4 Qualifies for federally insured home loans.
- 5 Increases loan value of homes.
- 6 No unpleasant odors, no clogging, no backup.
- 7 Handles waste from garbage disposers, detergents from automatic washers, ALL modern home appliances.
- 8 New selling feature for countryside homes gives faster turnover at better price.
- 9 Service policy with dealers prevents call backs.
- 10 Operates in all climates.
- 11 Installs fast.
- 12 Models for all home sizes.
- 13 Completely warranted by manufacturer and installer.
- 14 Nationwide sales and service network.

- 1 Builders find that original cost of Cavitator community systems is up to 40% less than for individual septic tanks.
- 2 With community systems, local governments often permit builders to use smaller lots . . . thus more houses share original cost of the system.
- 3 Community systems improve the value of homes (both to owner and lender) . . . make them easier to sell.
- 4 Plants are small . . . can easily be camouflaged to look like a home.
- 5 Factory engineer supervises installation, trains operator, tests performance.

PREFABRICATED PLANTS AVAILABLE FOR SMALLER SUBDIVISIONS

- 1 Packaged . . . shipped as a complete plant ready to lower into place.
- 2 Easy, low-cost installation requires only simple excavation and concrete slab.
- 3 Goes in fast, starts up fast.
- 4 Factory assembly offers the lowest cost way to provide this type of treatment by reducing engineering and on-site construction time.

Cavitette® and Cavitator® are registered Yeomans trademarks

YEOMANS

Specialists for 60 Years in Sewage Handling

2006-N. Ruby Street, Melrose Park, Illinois



ALL YOU NEED
TO KNOW ON
HOME SEWAGE
DISPOSAL

Published especially for builders, this fast-reading booklet gives the solution to any problem you might meet in home sewage disposal. Covers single-home systems, central plants, temporary facilities, connection to municipal lines, different types of terrain, lift stations, and health considerations for one to 1500 homes. Not technical! Forty pages, full of helpful illustrations. Fill out this coupon for your free copy of "The Homebuilder's Guide to Effective Sewage Disposal."

Yeomans Brothers Co.
2006-N. Ruby St., Melrose Park, Ill.
(Suburb of Chicago)

Name

Title or Business

Company

Street

City Zone State

No. of Homes Planned

TG-5805

The small sewage plant: big

What it is . . .

The small sewage treatment plant is a brand new idea—so new, in fact, that many builders haven't even heard of it. Six years ago it was barely off the drawing board; today it's on its way to becoming the land planner's most important tool.

The small treatment plant is just what its name says: a complete treating plant in miniature. It handles primary and secondary treatment, produces effluent with 85 to 95 per cent of the

BOD removed from it.

Two things make these small units valuable to the smaller builder. First, they are flexible. Units are available to handle any number of houses, from one on up. And plants up to 15,000 gallons per day capacity (about 36 houses) are available as pre-built packages.

Second, the units are economical, easy to install and maintain. And one lot is generally all the area they require.



COMPACTNESS is a major advantage of the small treatment plant. This housing is all the cover necessary for Dorr-Oliver's 15,000-gallon Complete-Treater unit. The installation is for a small military base.



GOOD LOOKING installation is in Bollinger-Martin project in Louisville, Ky. House looks like part of the subdivision, actually covers a Yeomans Cavitator plant that handles more than 200 houses.



. . . how it can help the

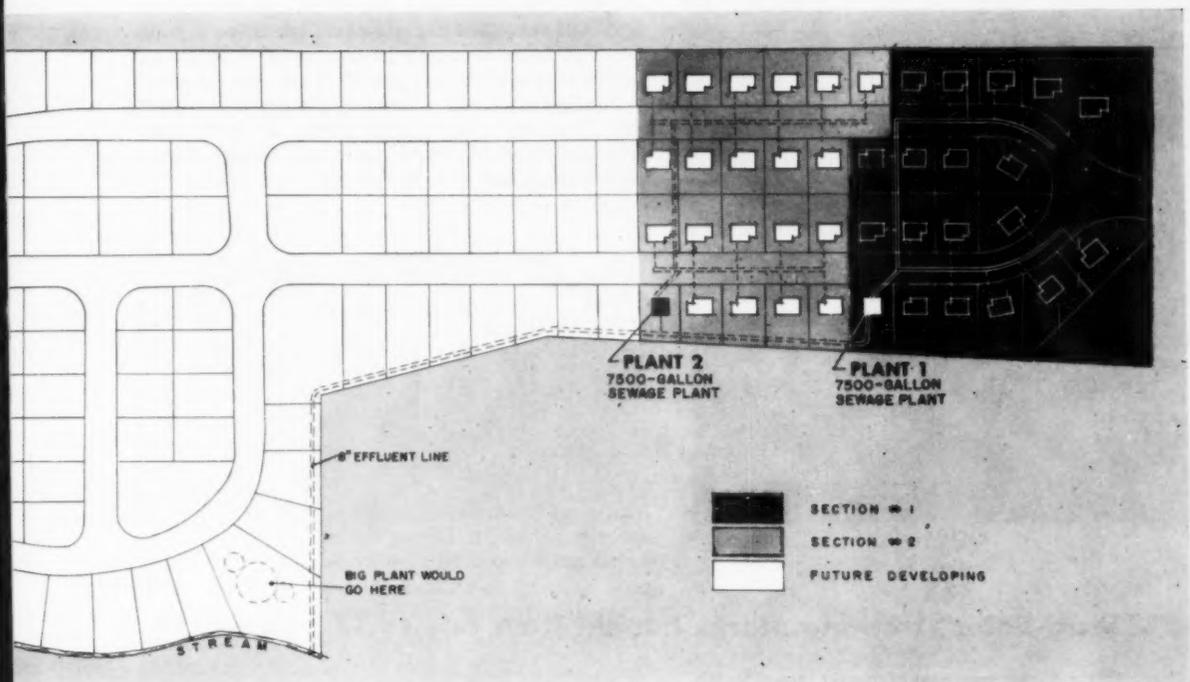
For the builder who builds 20 houses a year or fewer, the small sewage plant can be the biggest thing since the hammer.

Now this builder can buy land where it's cheapest—beyond the water and sewer lines—and install complete sewage treatment for as few or as many houses as he pleases. Most important, his per-house cost will be little more than that of a first class septic system.

The subdivision shown above is being handled in just this way. Consulting Engineer Dan Koffler of New Castle, Del., is laying it out for a builder-client who plans to build cautiously.

"We couldn't even have started the project without the small treating plants," says Koffler.

news for the small development



smaller builder-developer

"Local health officials don't want septic tanks here because we have wells. And we couldn't afford to start off with a treating plant big enough for the whole 150-house project. It was all we could do to buy the land.

"Suppose we sell 18 houses from our model the first year. One 7,500-gallon treating plant can handle them. Our cost will be around \$9,500, not including the collecting system.

"A plant big enough for the entire 150 houses would cost around \$60,000. This is somewhat less than our final cost for eight small units (although the lift stations and bigger mains needed for the big plant would keep the difference small). But we can afford to buy the little

plants one at a time."

There are other advantages to the small-unit treating system. The first block of houses is estimated at 18. If sales are fewer, the plant will still operate efficiently, and the amount of capital tied up is small. If sales are unexpectedly good, a second block could be put on another 7,500-gallon unit; or a 15,000-gallon unit could handle both blocks.

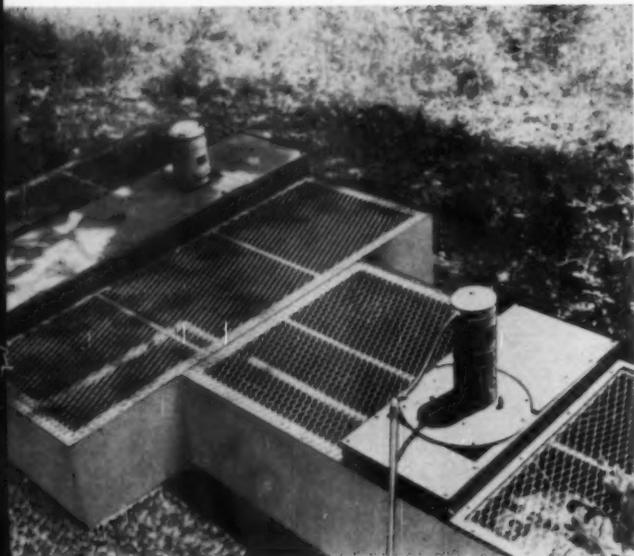
In either case, the builder is tailoring sewage costs to sales. He spends just enough money to keep up with his building rate. And if the market softens, he's in a much better position to coast along than the man who has tens of thousands of dollars tied up in sewage facilities for houses that were never built.



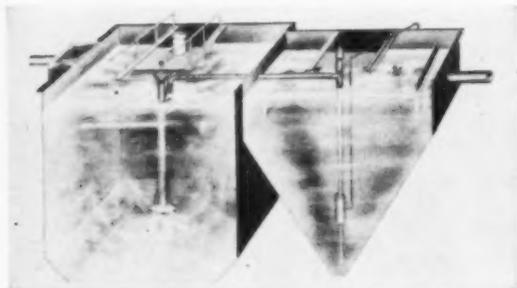
ENGINEER Dan Koffler (left) shows editor Max Huntton how small sewage plants are laid out.

Here are some of the small

▼ Yeomans Brothers: treatment for one house or a development



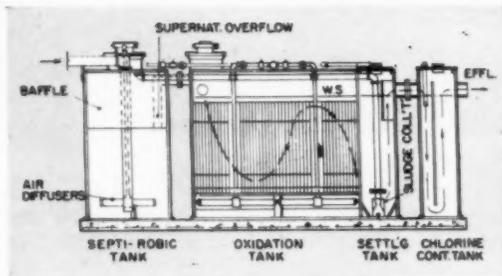
Yeomans "Cavitator" treatment plant, shown at left and in drawing below, is a packaged unit that will serve from five houses up. It is a super aeration type, in which large quantities of air are forced through the sewage to speed up reduction. Yeomans Brothers Company manufacture both the Cavitator and the Cavitette, a single-house treatment plant that operates on the same principle as the Cavitator. (Circle No. S127, p. 164)



▼ "Septi-Robic" treating plants handle from one to 17 houses

Hays Filter Company manufactures the "Septi-Robic" line of small treating plants. Units range from 500 to 15,000 gallon per day capacity. Using the generally accepted rule of 100 gallons per person per day, and four persons per household, these units accommodate 1 to 17 houses.

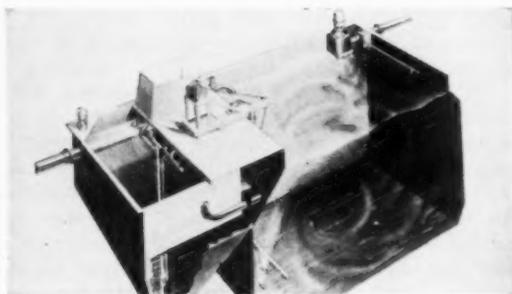
Septi-Robic plants combine anaerobic digestion, in the first stage, and super aeration in the second stage. Like all the other units shown here, chlorine treatment can be added for sterilization, if necessary. (Circle No. S128, p. 164)



▼ "RatedAeration" plants: prebuilt standardized units

Chicago Pump Company produces sewage treatment plants which operate on air "Rated-Aeration" principle. For capacities of 2,000 to 15,000 gallons per day, the manufacturer recommends prebuilt steel units. These units are built of standardized balanced equipment, and need only be dropped into an excavation and hooked up.

In the drawing at right, sewage enters the unit from the right, where a comminuting grinder grinds up the larger matter. Sewage then enters an aeration tank, and finally a sludge settling tank. (Circle No. S129 on reply card, p. 164)

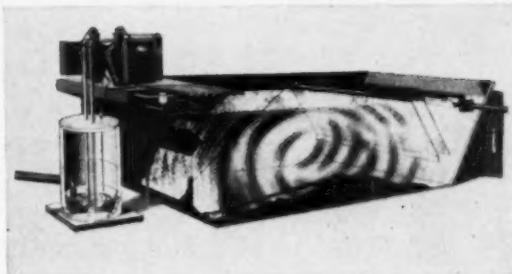


treating plants you can buy

▼ "Oxigest" treatment plants offer single-tank units

"Oxigest" sewage treatment plants, manufactured by Smith and Loveless, Inc., utilize the supraeration principle of sewage reduction. The plants are available as prebuilt one-piece units from 4,000 to 17,000 gallons capacity, and as two-piece units from 17,000 to 34,700 gallons.

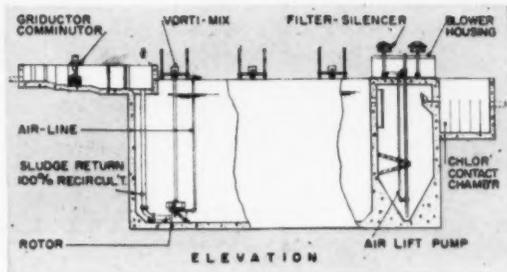
A feature of the "Oxigest" unit is its use of a single tank for all sewage reduction. A preliminary filter removes any extra large material, and the remainder passes directly into the main tank. (Circle No. S130 on reply card, p. 164)



▼ Infilco treating plants will serve from 6 to 250 houses

Infilco Incorporated produces the supraeration treatment plant shown at right. It is available with capacities ranging from 2,500 to 100,000 gallons per day.

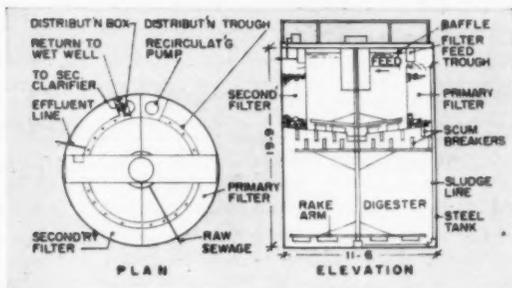
The Infilco unit uses a comminutor to grind up incoming sewage. In its second stage, the process forces a high volume of oxygen through the liquid by means of rotors at the bottom of the tank. The purified effluent is drawn off at the end of the final settling stage. (Circle No. S131 on reply card, p. 164)



▼ The "CompleTreator": a trickling filter treating plant

Dorr-Oliver's "CompleTreator" is a 15,000-gallon packaged treating plant. The picture at right shows it being set into place on small concrete pad at the bottom of the excavation.

The "CompleTreator" differs from other units in two respects: first, it operates on the trickling filter principle, rather than supraeration; and second, it is laid out vertically, rather than horizontally. (Circle No. S132, p. 164)



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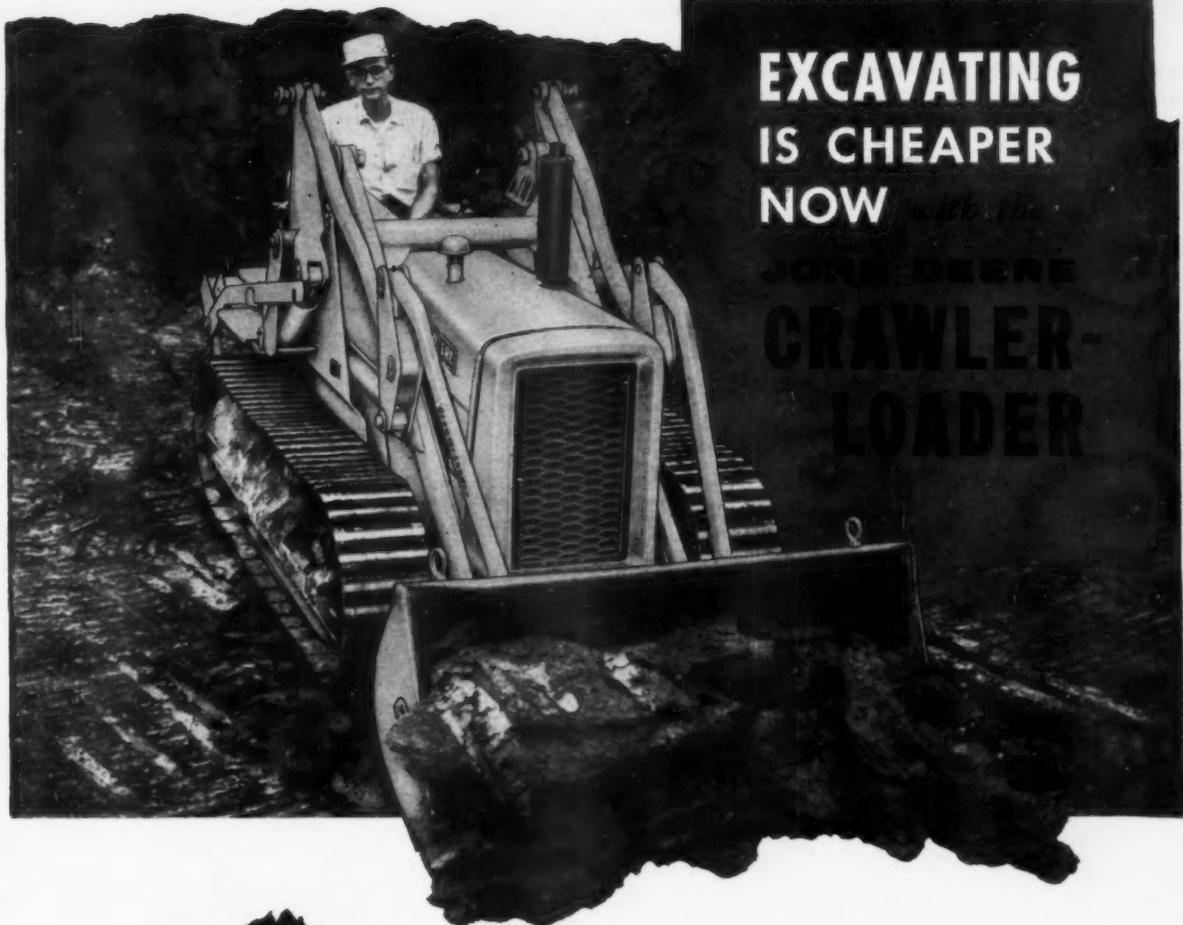
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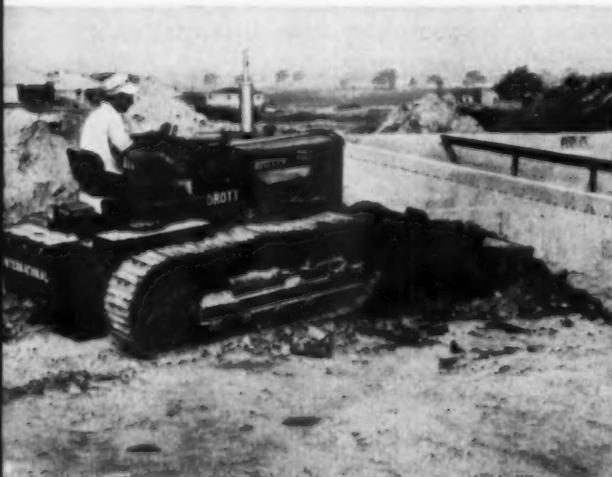
195

Automatic hydraulic self-leveling bucket gives the operator a clear view with the International Wagner loader—unobstructed by cumbersome mechanical linkages. Big, $\frac{3}{4}$ -cu yd bucket is 64 inches wide, has 3,500-lb capacity. Notice how unsightly external hose connections are eliminated by T-340 internal pump design.



New International Drott Four-in-One. Only the new T-340 offers this versatile, high-production unit in the utility crawler field! Left below, showing exclusive clamshell action for "surrounding" materials, or dozing close to green foundations without excessive ground pressure. Right, bottom-dump action provides 9 ft, 6-inch

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already, they're calling it the

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*Maximum flywheel hp

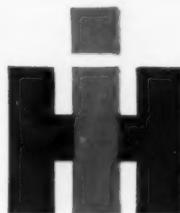
Ask your IH Dealer to demonstrate . . . see for yourself how smooth, 4-cylinder power, planetary-type steering, balanced power-weight ratio and other features put the T-340 at the head of its class! For name of the IH dealer nearby, and descriptive literature, write International Harvester Company, Dept. AB-9, P. O. Box 7333, Chicago 80, Illinois, *today*.

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that he may run
that readeth it”

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1. Use big pictures and short words;
2. Boil down copy, skimming off the fat;
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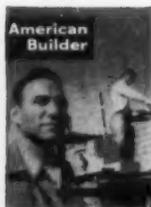
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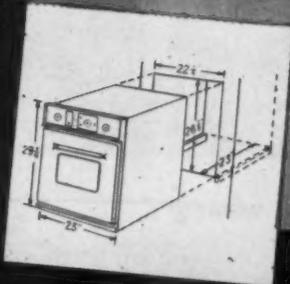
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12 ways to build better lighting

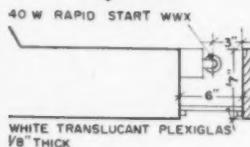
1 Hang a fluorescent bracket system in special areas where more light is required

A lighting cove like this will provide good general illumination in addition to extra local lighting.



WHAT

HOW



BRACKET is mounted $7\frac{1}{2}$ ft. above floor to provide 10 footcandles of light along an extra-long sofa built-in below it.

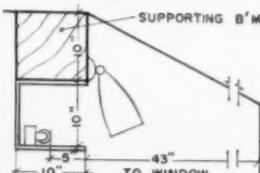
2 Frame in a cove below supporting beams

Here is a good way to add extra light to a living area, while accenting a planter along the wall. Fluorescent tubes light up the draperies, while spots show off shapes. Supporting beam is a good natural location for a lighting cove.



WHAT

HOW



FRAMING a 10x10" space below the beam left a 10-in. opening along alcove side.

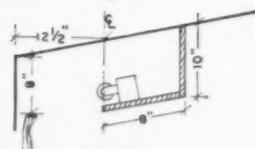
3 Build in false beam cornice to light up a window wall

This is a case where a false beam was built to house the window wall lighting system. Any other lighting solution would have interrupted the ceiling pattern.



WHAT

HOW



SIMPLE false beam houses fluorescent lights which give general illumination. Table lamps are used for reading, other close work.

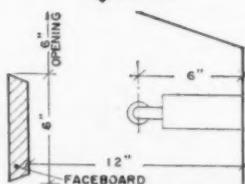
4 Tie in a fluorescent dimmer switch with a built-in light system

A standard wood valance at windows gives general lighting, lights up draperies. Dimmer will vary brightness level. (Photo courtesy Superior Electric Co.)



WHAT

HOW



DIMMING SWITCHES work like sound-volume controls. They offer a wide choice of light.

systems into your houses

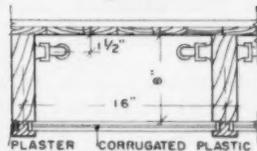
5 Install a luminous ceiling in major living areas

Here a luminous ceiling was installed in an area that was used by the family as a combined dining and hobby room. Original ceiling was lowered for wiring.



WHAT

HOW



FALSE CEILING leveled off at lowest point, 7'8" above floor. Ballasts were located in attic space above kitchen.

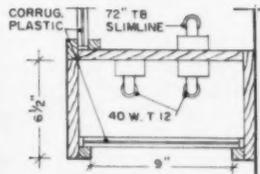
6 Box in luminous panels below kitchen ceiling

Whether it's for a remodeled kitchen such as this one, or a new home, this method of lighting is an easy way to get recommended illumination without using typical ceiling-attached lighting. Kitchen is 12x13' with 9 ft. ceiling.



WHAT

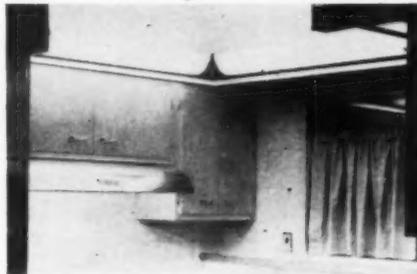
HOW



THIS LUMINOUS panel system directs light downward and to the sides. Plug-ins give local light.

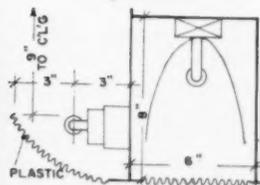
7 Brighten kitchens with luminous covers, soffits

This small kitchen used a plan like this to get high light levels, and to make the U-shaped room look bigger. Compact kitchen has 8 ft. ceiling, covered with paint that increases reflectance values.



WHAT

HOW



LIGHTS here make a continuous unit for sides of kitchen in soffit cove.

How good lighting will help sell your homes

Builders are learning that it pays to offer houses that are equipped with the right kind of custom extras. Special lighting is a good example. It will show off interiors, add to the appearance of any home.

You can include built-in lighting as part of your house package or let the owner pay for the kind

of lighting he wants. Either way, make a show house of your display models. It can be a real sales booster.

A correctly decorated interior, complete with built-in lighting, dimmer switches and warm-colored lamps will give the buyer a strong feeling of value.

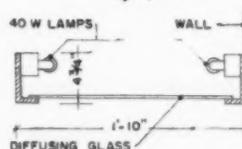
How built-in lighting will dress up

8 Face framed bracket with translucent plastic

This installation was in an area that needed lots of light, a laundry-ironing utility room. Room size is $9\frac{1}{2} \times 8\frac{1}{2}$ ft. with ceiling that slopes from 8 ft. at the inside wall to 7 ft. at the outside entrance. Ceiling is painted white for high reflection.



WHAT HOW



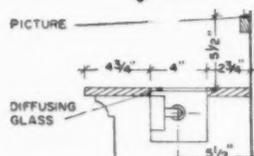
A WALL-TO-WALL canopy, 22 in. wide was built to house lamps. Two-inch gap between lamps and glass makes light even.

9 Recess a light above your fireplace mantel

Here is one way to install light in the fireplace mantel. It creates a decorative effect above the fireplace, at the same time helps light up nearby areas. Mantel is 52 in. high, 81 in. wide and extends $11\frac{1}{2}$ in. into room.



WHAT HOW



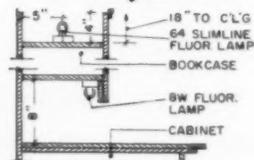
A 40-WATT T-12 deluxe warm white fluorescent lamp is used here. It is recessed in fireplace mantel as shown in drawing.

10 Build in fluorescents at desks, bookshelves

Built-in bookcases, cabinets, desks also offer the opportunities for built-in lighting. Here built-ins light telephone, and above add to general illumination of room with eight foot ceiling.



WHAT HOW



A 2-IN. BOARD added to the telephone recess conceals an 8-watt fluorescent lamp. A recess above shelves conceals 64" tube.

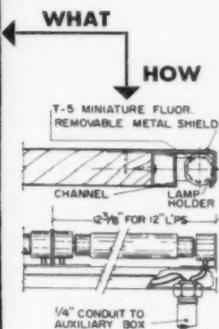
What you should know about light and lighting

- Good lighting needs good planning. For the best results imagine you live in the house, too.
- Use interior paints with these reflectance values: for ceilings—65-85%, for walls—35-55%, for floors—15-30%.
- Locate outlets so that portable lamps can be moved easily.
- Shield all light sources to reduce glare.
- Light general areas indirectly.
- Louvered or luminous panels make soft shadows.
- Add extra lighting for decorative effect.
- Keep general illumination at 5 to 10 foot candles to keep brightness balanced.
- Plan local lighting systems to produce from 40 to 100 foot candles in working areas.
- Plan your electrical system for a 4-watt per sq. ft. area capacity for optimum custom lighting.
- Consider a 75 lumen per sq. ft. area capacity as optimum for a custom residential lighting installation.

your interiors

11 Mount fluorescent lamps in the channels along shelves for accent light

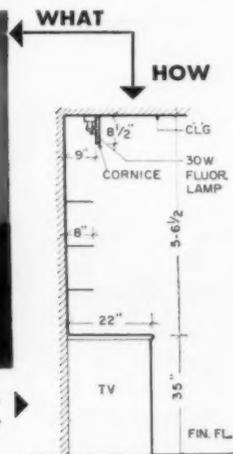
Builders can find an ideal spot for built-ins at wooden shelves, to light up books or knickknacks. Shelves shown are 14 in. deep with a spacing of 11 in. Wood finish has 25% reflection.



FRONT FACES of metal shields are painted to match woodwork. Ballast is located away from shelves.

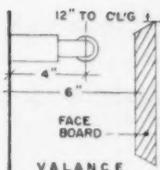
12 Install cornice light above glass shelves for display purposes

Glass shelves offer another opportunity to use built-in lighting. Local lighting like this can be particularly effective in displaying art objects and glassware.

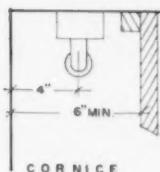


A CORNICIE directs light downward through glass shelves for effective display of china.

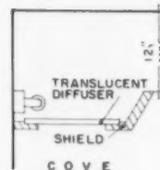
How and where you can use structural lighting in the homes you build



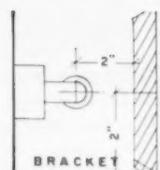
VALANCES should be used with wide-mounted channels. Tube is placed far enough from wall to keep drapery from blocking downward light. Both ceiling and side-wall light result.



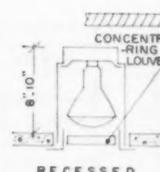
CORNICES provide only wall light—will not light up ceilings. Channels in this case are ceiling mounted. Best for use in low-ceiling rooms or where the window head is close to the ceiling.



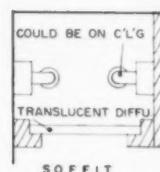
THE COVE is a system where the light is emitted horizontally and upward. With the translucent shield shown here, lighting becomes more efficient. Lower location of lamp lights wall and ceiling.



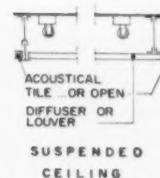
BRACKETS look like valances because of structural similarities. Difference is that centerline of face-board is at same level as tube. Mount brackets closer to wall to direct light up and down.



RECESSED downlights, although actually fixtures, may be thought of as built-ins, too. Their location must be planned before rough wiring. Reflector bulbs will pick up highlights, do the best job.



SOFFIT LIGHTS are good on the undersides of beams or at furred-down sections, where recessed panels enclose fluorescent tubes. Main use is for local lighting, but several give good general light.

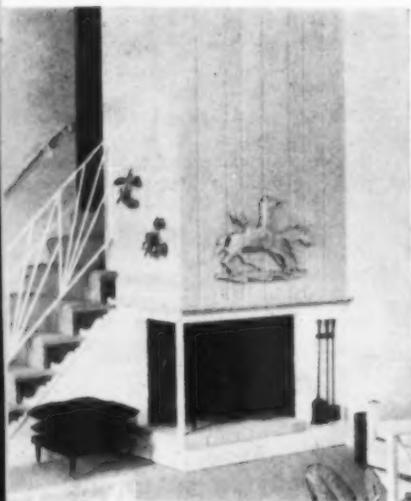


SUSPENDED CEILINGS are for general lighting use. A light plenum is made from either plastic or glass. Either a diffuser or a louver of opaque material (like egg-crate louvers) can be used.

C O S T S A V E R F O R S E P T E M B E R

Three-flue chimney system trims costs by \$450

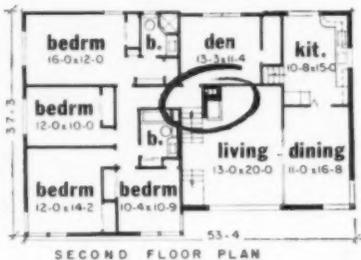
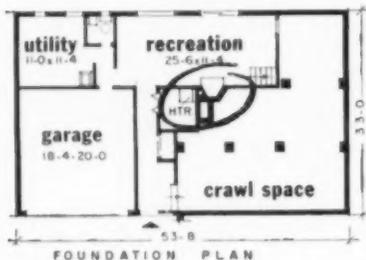
Result: two fireplaces for the price of one



LIVING-ROOM FIREPLACE is open on two sides to give full view of hearth from any point in the room.



RECREATION-ROOM FIREPLACE sets flush with the wall. Firebox is recessed into the crawl space.

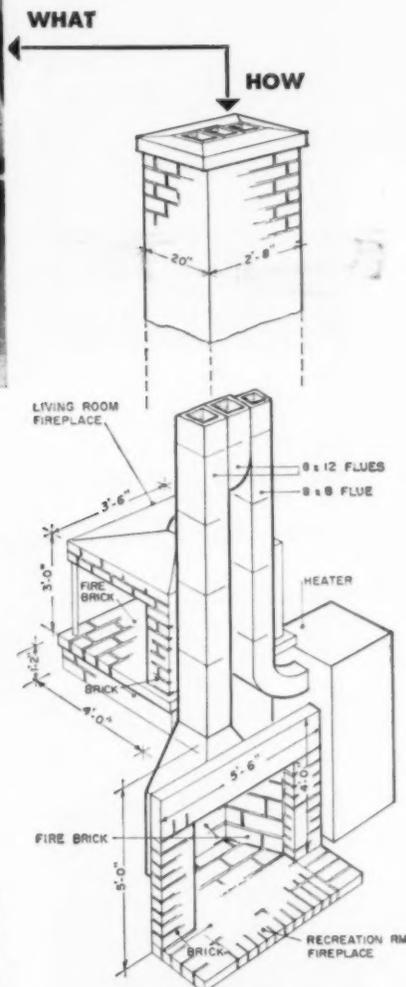


By combining two fireplaces and a furnace in a central location, brother-builders Ralph and Sid Paul can run three flues up a single chimney. They estimate the over-all cost savings at \$450 to \$500 per house.

Split-level design of the Capri (plan above) helped them combine the fireplaces and heating

unit. Recreation-room fireplace is only 5 ft. below the living room. Furnace is set in crawl space adjacent to the recreation room.

Cost-saving tricks like this explain how the Pauls can offer Wilmington, Del., home buyers a five-bedroom house for only \$23,990 including land.



DETAIL OF FLUE SYSTEM

Cross-section drawing shows how three flues are combined in a single chimney. Fireplaces have 9x12" flues, whereas furnace needs only 8x8" flue.



7 opportunities to save hand-work

with **CASE**

Utility **LOADER**

Each of the "little men" above represents an opportunity... a place where you can save handwork wages on miscellaneous digging, lifting, loading, and carrying, with a Case 210B Utility Loader and quick-change attachments.

For as little as **\$92⁰⁰** per month*

...you can cut your cost per home by mechanizing dirt work and bulk material handling with a 1000-lb. capacity Case Utility Loader. Finish building and clean-up faster, boost productivity of skilled men, cut subcontract expense. At modest extra cost you can equip with quick-change attachments for added savings in handling other building materials and specialized tasks.

Get a free demonstration and see for yourself how the power, speed, and all-around versatility of the Case 210B can save you a full month's installment payment in **ONE WEEK** — in hand-labor costs alone!

See the "210B" at your Case Dealer's. Try it on jobs of your choice. Clip and mail coupon for literature.

*Installment payment after average down payment or trade-in, f.o.b. factory — plus freight, taxes, installation. Price subject to change without notice.



2 7 **LOADER** digs and loads dirt, gravel, snow. Carries soil, materials. Backfills, grades, lifts. **BUCKETS** to 2/3 cu. yd.



3 **ALL-PURPOSE BLADE** finish grades, cuts ditches, sidewalks, forms terraces.



4 **DOZER BLADE** backfills, grades, spreads, clears snow.



5 **BACKHOE** cuts trenches, footings to 10' deep.

1 6 **PALLET FORK** handles lumber, roofing, large materials, 1000# of block, brick, stone.



J. I. CASE CO.
Dept. J1409, Racine, Wis.
Yes, send free information on Case 210B Utility Loader and attachments to:

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J. I. CASE CO., RACINE, WIS.

**FROM
THE
ground
UP**

**GRANT 1000/6000
SLIDING DOOR HARDWARE**

The right set at
the right price
in the right package,
everytime!

Ever face this?

Your houses are finished. The last few jobs are being completed. The finishing hardware is being installed. Locks, hinges, pulls, sliding door hardware. All is going smoothly (a minor miracle) and you check the sliding doors and you find they don't slide (a common disaster).

You shim, trim, square and swear. Probably hunt for the installation sheet while your carpenter takes a smoke (on your money). After kicking the doors once or twice, you walk away vaguely muttering something like "never again."

What a spot for us to say — "Your troubles are over!"

What we will say is that for low cost, moderate duty applications, Rocket 1000/6000 hardware goes up with an absolute minimum of cursing and, many builders even feel a little satisfaction.

This well-known line includes a broad range of sets. The 1040, for example, for 1 3/8" bypassing doors; the reversible 6032 and 6034, for both 3/4" and 1 3/8" doors. Also, Grant has recently added the cost conscious "Econo-Pak" to the 1000/6000 line — a 12 set carton with track and hardware packed together. With no boxes to open or wrappings to break, just open the Econo-Pak and immediately start installing 12 sliding door openings!

Retain your composure! Have your carpenters stop taking sliding door "breaks." Write for literature on Rocket 1000/6000.

GRANT SLIDING HARDWARE



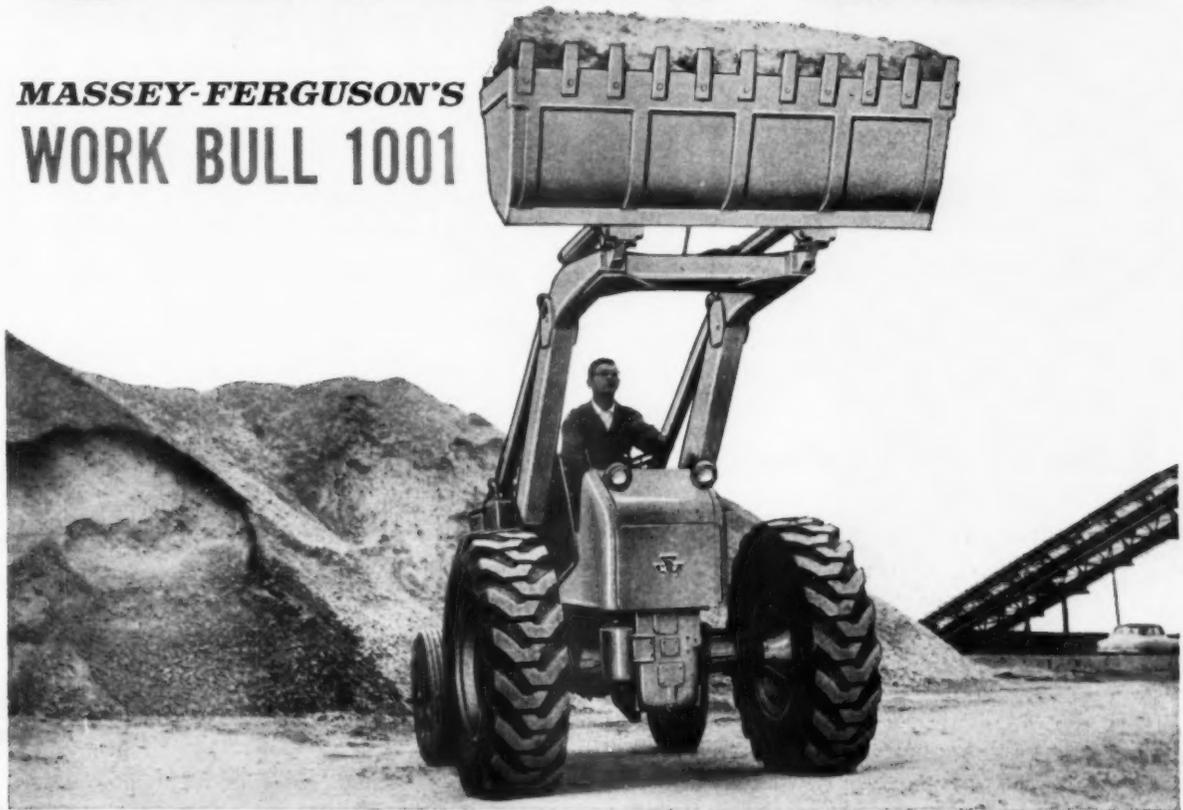
GRANT PULLEY AND HARDWARE CORPORATION
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sliding door hardware • drawer slides • drapery hardware • pocket frames • pulls • special sliding hardware

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MASSEY-FERGUSON'S WORK BULL 1001



against any
Tractor Shovel
in its class!



- ☆ **EXCLUSIVE INSTANT REVERSING** — Change direction of travel — either forward or reverse — at a touch of your toe — no shifting . . . no clutching . . . no levers to pull. Shortens cycle time between load and dump.
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- ☆ **VERSATILITY** — A full range of perfectly matched attachments include a combination Davis Backhoe-backfill blade, asphalt spreader, pick-up street sweeper, rotary boom, angle dozer, crane, fork lift, scarifier, and a variety of buckets.
- ☆ **QUALITY** — Designed and manufactured for rugged construction and industrial applications. Has strength built-in and quality in every part.

Yes, we invite you to compare Massey-Ferguson's Work Bull 1001 against all the rest. You'll soon be convinced of its superiority . . . of its profit-making and time-saving advantages on the job. You'll see why it can outperform costly, single-purpose machines. Ask your Massey-Ferguson Industrial Dealer for a demonstration.

Why Wait? Set a Date — We'll Demonstrate!



**MASSEY-FERGUSON
INDUSTRIAL DIVISION**

Block 1000 South West Street • Wichita 13N, Kansas

ALIVE TODAY!



Arch Lightbody, like 800,000 other Americans, is cured of cancer. Like 800,000 other Americans he went to his doctor in time—in time for early diagnosis and prompt and successful treatment. He learned that many cancers are curable if detected in time.

You can do two things to defeat cancer: Have an annual health checkup. Be alert to the 7 danger signals that could mean cancer:

1. Unusual bleeding or discharge.
2. A lump or thickening in the breast or elsewhere.
3. A sore that does not heal.
4. Change in bowel or bladder habits.
5. Hoarseness or cough.
6. Indigestion or difficulty in swallowing.
7. Change in a wart or mole.

If your signal lasts longer than two weeks, go to your doctor to learn if it means cancer.

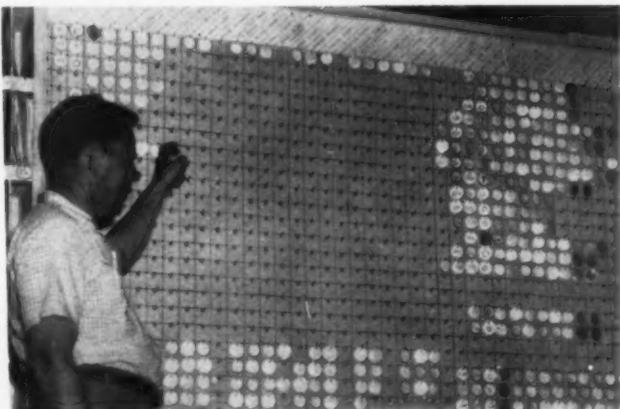
AMERICAN CANCER SOCIETY



American
Builder

TRAINING YOUR MEN

How to do it better



How you can maintain an automatic progress report on all your houses

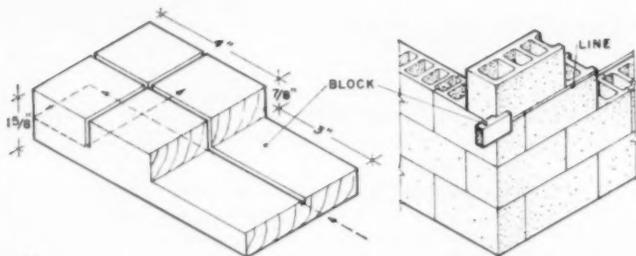
A glance at this control board gives you a "progress report" on each of your houses. Here's how the board works:

Each column represents a phase of construction. As a house undergoes each phase, this is indicated on the board by hanging a colored tag in the appropriate column. Other tags

show dates of completion; a red tag warns that a house is behind schedule and must be pushed.

Stan Paver, of Sarasota, Fla., says such a board helps him keep track of as many as 80 houses at a glance. (See photo, above.)

Harry J. Miller, Sarasota, Fla.



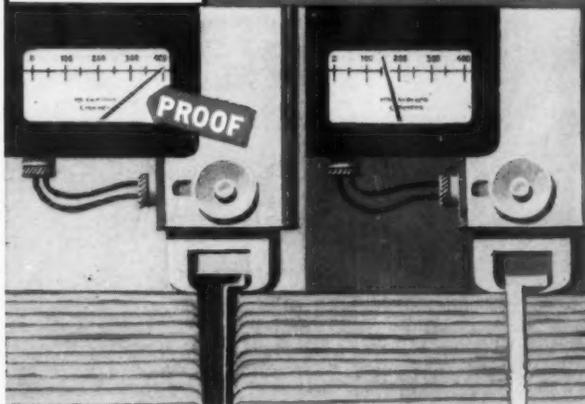
Stretching a line is easy with these blocks

"When lining up a block wall, I find two of these wooden blocks save me a lot of time," says Ed. G. Lachapelle, Canterbury, Conn. "They let one man stretch a guide line without driving nails into the wall.

"The guide line is wound around the two blocks, as shown. The blocks go at either end of the wall, with the line stretched between them. The tension of the line will hold the blocks firmly in place."



L-HEAD CUT NAILS BY WHEELING



...hold 2½ times stronger

Scientific tests show it takes an average of 395 pounds to pull Wheeling L-Head Cut Flooring Nails from yellow pine. On the other hand, machine-driven cleats pulled out after only 154 pounds pressure. Wheeling Cut Flooring Nails have more than twice the holding power!

...greatly reduce splitting!

Unlike other nails, Wheeling Cut Nails do not split flooring. They cut wood fibers instead of spreading them. Then the fibers act like fish hooks to hold nails tight and secure. Ask your Wheeling representative for details. Or write Wheeling Corrugating Company, Wheeling, W. Va.

WHEELING CORRUGATING COMPANY • IT'S WHEELING STEEL! Warehouses: *Boston, Buffalo, Chicago, Columbus, Detroit, Kansas City, Louisville, Minneapolis, New Orleans, New York, Philadelphia, Richmond, St. Louis.* Sales Offices: *Atlanta, Houston*

**THAT EXTRA SELLING FEATURE FOR NEW HOMES
IMPROVES and BEAUTIFIES
ANY FIREPLACE!**



Thermo-Rite FIREPLACE ENCLOSURE

WITH HEAT-TEMPERED GLASS
DOORS AND SOLID BRASS FRAME!

- Beauty* • Blends with any decor.
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- Convenience* • Radiates gentle, even heat with no floor drafts.
- Safety* • Burn wood, coal or gas.
- Piano hinged doors open easily.
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- Protects against sparks, smoke, soot and dirt.
- Guaranteed.



*Treasured In Fine Homes
Everywhere!*

Sizes to fit any opening.
For complete details . . . Write Dept. AB9-59

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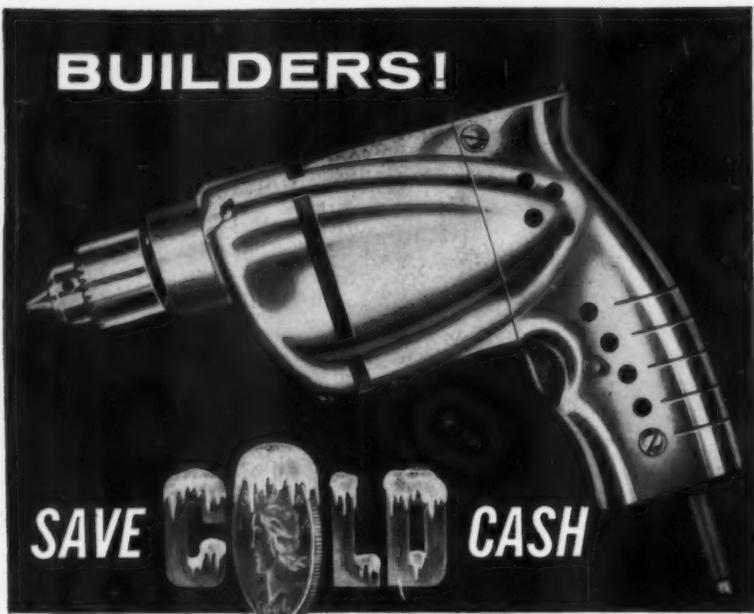
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NEW ball bearing DRILLS

Here are six new quality-built drills, powerful additions to Millers Falls ever-expanding line. They'll take the toughest jobs in stride — and invite comparison on price as well as performance. They have quality features galore — ball bearing construction . . . cool-running motors . . . lightweight die cast aluminum housings with non-glare, wear-resistant satin finish. And each is powered by a "Millers Falls Built" motor specifically designed to give it top performance. For important savings in time and money, put these drills on the job.

 <p>\$32.50 No. 1234 ... 1/4" 2.7 Amps ... 2250 rpm</p>	 <p>\$32.50 No. 2434 ... 1/4" 2.5 Amps ... 1800 rpm</p>	 <p>\$37.50 No. 2438 ... 3/8" 2.5 Amps ... 1000 rpm</p>
 <p>\$32.50 No. 1235 ... 1/4" 2.7 Amps ... 2250 rpm</p>	 <p>\$32.50 No. 2435 ... 1/4" 2.5 Amps ... 1800 rpm</p>	 <p>\$37.50 No. 2538 ... 3/8" 2.5 Amps ... 1000 rpm</p>

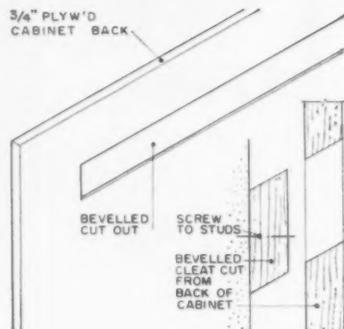


Write for free literature
MILLERS FALLS COMPANY
Dept. AB-5, Greenfield, Mass.

HOW TO DO IT BETTER

(Continued from page 208)

Try this fast, easy way to hang your wooden cabinets



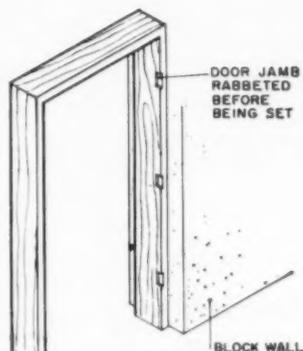
This trick can save you a lot of time and trouble in setting a wooden cabinet.

As shown in the above drawings, it involves cutting a beveled strip, or cleat, from the back of the cabinet. This strip is leveled and set on the wall, with the bevels pointing downward. The cabinet is then hung from the strip, as shown.

Obviously, it's much easier to handle and set the small strip than it is to handle and set the whole cabinet.

N. M. Pittman, Overton, Tex.

Rabbet jamb before it's set to avoid loosening



Here's how we avoid a big headache in block, and other masonry construction: before installing door jambs, we rabbet them to take the door hinges. With this system we eliminate any possibility of having the jambs come loose, as often happens, when they're rabbeted in place.

Myron Miller, Ft. Lauderdale, Fla.

AMERICAN BUILDER



Demonstrate the *Delco-matic*

Garage Door Operator when you begin your home showings to make the promise of convenient, modern living more vivid and inviting. From the moment Delco-matic raises the door, all other home features take on extra glamor and value.

You can rely on the all-new all-transistor Delco-matic Garage Door Operator to perform dependably when you demonstrate and after the home is sold. Performance-proved by home owners in a 500-home test across the nation, Delco-matic is virtually trouble-free—the door operator you can install and forget.

Call your local Delco-matic representative or fill out and mail the coupon for additional information.

Delco-matic Garage Door Operators are sold, installed, warranted and serviced by Crawford Door Sales Company, the nation's leading garage door specialists.

START SELLING YOUR HOMES RIGHT HERE!

DELCO  **PRODUCTS**

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Division of General Motors Corporation
Dept. AB-9, Dayton 1, Ohio

Please send more information on
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Company _____

Address _____

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NOW...You Can
SLASH
Trench Costs



Model M-3, 9 HP, Illustrated

Amazing Trenchers
MODELS: C-3, 7 HP • M-3, 9 or 12 HP

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Produces Low Cost Trench

... overall cost
less than any
other machine
or method!
Usually about ...



HOW IT'S BUILT: 7, 9 or 12 HP air cooled engine, 3-speed transmission, sealed ball bearings, 20M lb. test steel digging chain, replaceable teeth Studite edged, telescoping tubular steel boom, screw jack depth control — rugged throughout!

WHAT IT WILL DO: Trench at speeds up to 12 FPM, widths 3" to 12", depths 2' to 5', digs in any soil. Countless applications for utility service lines, gathering systems, signal systems, cathodic protection, street lighting, sprinkler systems, road crossings, etc.

CHARLES MCH. WKS., INC.
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Distributors throughout the world sell, rent, and service Ditch Witch trenchers. Contractor's service is available everywhere at reasonable rates. For information, write, wire, or call

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Gentlemen: Please send the information checked, at no obligation.

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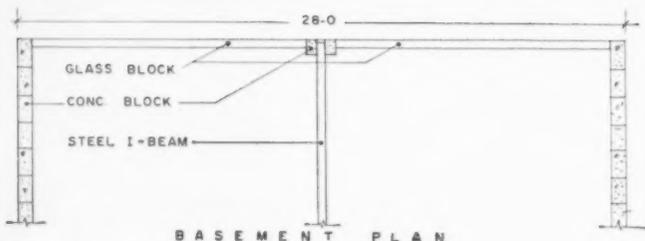
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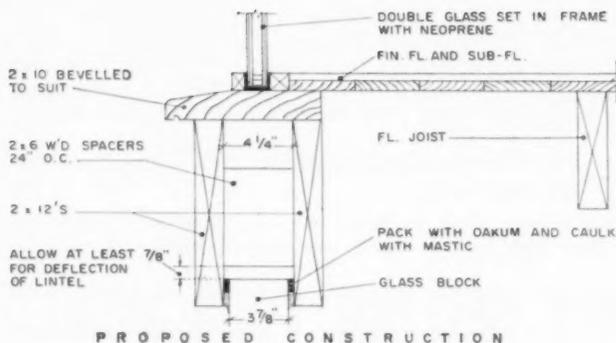
TRAINING YOUR MEN

Ask the experts...

**Above a basement wall built
of glass blocks . . .**



**. . . this lintel will keep blocks
from being crushed by the wall above**



QUESTION:

I'd like to build the upper half of a basement wall of glass block. Resting on a one-story building, the wall above will have a weight load made up of 1-in. insulating glass panels for the entire 28 ft. width. This main floor wall of glass will extend up to a 3-in-12 pitch roof.

What kind of joist lintel should I use above the glass block to keep it from being crushed?

Karl G. Alfter
Milwaukee, Wis.

ANSWER:

Structurally, a 2x10 lintel should handle the load, (using 1,200-psi stress lumber). However, to limit deflection to 1/360th of span (because of glass block below), 2x12's are recommended.

Lintels should *never* rest on glass blocks. Any deflection would cause them to crack.

Sketch above shows one way of building this system.

George A. Kennedy
& Assoc.

Structural Engineers
Chicago, Ill.

Continued ▶

OPENINGS



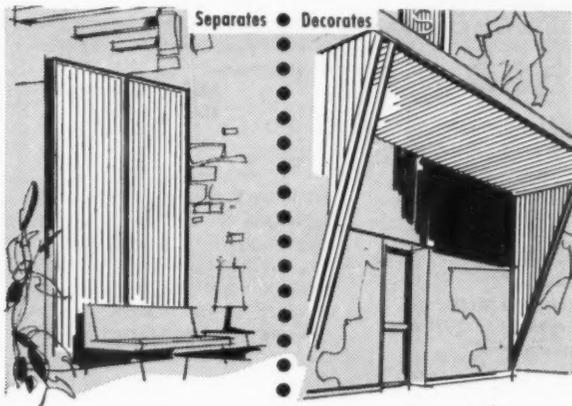
for Sales Managers and Sales Representatives

Due to rapid expansion of our nationwide network of manufacturing facilities, we have openings for Regional Sales Managers to supervise sales activities in the New England States and Colorado, and for Sales Representatives in outstate Massachusetts, Boston, Washington, D.C., Baltimore, South Carolina, Upper New York State, Ohio, Detroit, Michigan, Iowa, Kansas City, New Orleans, Louisiana, Houston, Beaumont, Port Arthur and San Antonio, Texas, to service existing and establish new Builder-Dealers.

Remuneration on liberal commission basis. Drawing account available after performance established.

Proven management and creative sales ability essential, with knowledge of real estate, residential construction, FHA/VA procedures and mortgage financing desirable. Potential earnings for Sales Managers up to \$30,000—for Salesmen \$15,000 to \$20,000. Send brief resume to Howard Trinz, Vice President, 2001 North Westwood, Toledo 7, Ohio.

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NEW Stylux

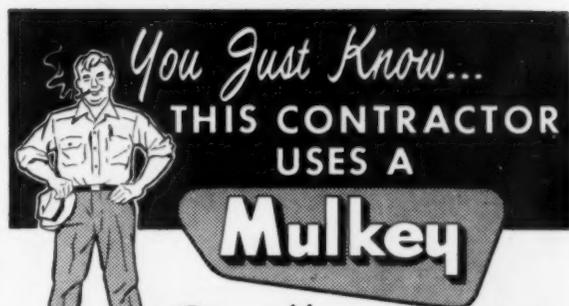
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PREMIUM QUALITY PLASTIC PANELS

New plastic panel defies weathering and keeps brilliant beauty — makes inside, outside building improvements easy. Lasting color, finer quality from new weather-tested resins and improved fiberglass mat. New 4-ft. coverage widths save installation costs. Partition new offices, glamorize old ones, use in dramatic fashion outside. Guaranteed uniform quality.

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STYLUX — Plastics Department — Buildings Division
BUTLER MANUFACTURING COMPANY
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THIS CONTRACTOR
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BELT—Chain & Flight—UTIL-A-VEYOR
Maybe ALL THREE!!



MULKEY PORTABLE BELT UNLOADS A 6 YD. TRANSIT MIX EVERY 15 MINUTES

Concrete, sand and gravel may be delivered directly from truck to gravity hopper without intermediate handling, maintaining a continuous flow of materials from truck to point of use on the job.

One man on the ground can keep 10 men busy in the air. Pours of 120 yards a day are commonplace.

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UTIL-A-VEYOR

Its low price will
please you.

This light weight unit was especially designed for the small contractor whose volume of work does not justify the heavy duty conveyors. The units is expandable from a basic 16' length by means of 8' extensions quickly applied in the field at low cost per foot. A 16' unit will deliver material to a discharge height of 13'; 24' to 20'; 32' to 27'; 40' to 34'. A lock swivel wheel assembly is available as an accessory. Write directly to the Sam Mulkey Company for full details and specifications.



Handles With Speed and Ease

Blocks, Bricks, most all solid materials including plywood. A 32' unit at 60° angle delivered bricks and blocks to 27' height at the rate of 2500 bricks and/or 1000 concrete blocks per hour. This is truly the answer to the small contractor's prayer for automation in materials handling.

YOUR LOCAL DEALER CAN SUPPLY . . . IF NOT . . . Write, Wire or Phone Sam Mulkey Co. direct—we will see that you are supplied promptly.

SAM MULKEY CO.

MANUFACTURERS OF PORTABLE CONVEYORS

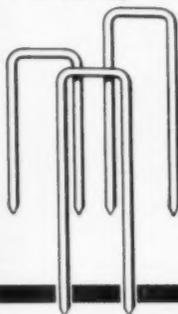
DEPT. AB, P.O. BOX 270, LEE'S SUMMIT, MO.



THE NEW DUO-FAST STAPLE GUN...

...drives
FHA approved
staples

$\frac{3}{16}$ " crown, 16 ga.,
galvanized, 1", $1\frac{1}{4}$ "
and $1\frac{1}{2}$ " long.



NOW...you do the job 4-times faster

Here it is! The all new DUO-FAST Staple Gun that drives FHA approved staples faster and easier than ever before. This new Gun is air-operated. Just flick your finger... air does the rest. With power to spare, the DUO-FAST Staple Gun has the wallop to drive heavy duty $1\frac{1}{2}$ " DUO-FAST Staples... and drive them with pressure as low as 50 psi.

Light weight, yet ruggedly built... greater efficiency with the ultra-fast Air Return piston... Easy-Trip trigger and fast front end loading for high speed stapling. And the built-in safety trip, plus an air lock cap makes the new DUO-FAST Staple Gun safe as well as fast and highly efficient.

Remember... every DUO-FAST Staple Gun has the added protection of our unique FREE SERVICE GUARANTEE. This means extra savings on maintenance costs.

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For complete information about the all-new DUO-FAST Staple Gun, see your nearest DUO-FAST Distributor... or write to the address below:

DUO-FAST

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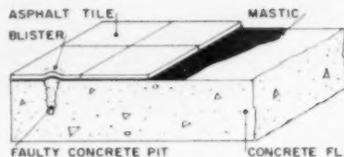
3754-64 River Road, Franklin Park, Ill.

9433

ASK THE EXPERTS

(Continued from page 212)

Mastic may react in concrete



QUESTION: We poured a concrete floor in November, then placed asphalt tile over it the following June. When poured, the floor appeared in good condition, as it was before the tile went on. But three weeks after tiling, entire area was covered with blisters. Examining under the tile we found a heaving and pitting in concrete that could be dug out with a knife.

Aggregate and cement were good quality, tested materials. Well water from site was used for mix. Concrete tested at over the 2,500 psi required by the specifications.

Nobody in the area seems to be able to come up with a good explanation, except to suggest that alkali in the subsoil might have created the condition. The area is spotted with alkali.

We'd appreciate any explanations or suggestions.

Maher Construction Co.
Denver, Colo.

ANSWER: Since seven months went by before the tile was laid and the floor remained sound until that time, the sole reason for blistering could not have been the aggregate or alkali in the water.

Your problem started when the tile was laid. So the answer lies in the mastic or the tile.

It seems to me the mastic might be the culprit in this case. It was sealed in an airtight enclosure between tile and concrete, and could have started a chemical reaction with concrete, withdrawing water from the slab. Ordinarily, there's no trouble with this, but in this case some material in the mastic must have brought on the reaction.

I'd suggest you remove the tile, re-lay with a different type mastic. But first be sure to test the new mastic to see that it does not contain the same material that caused the trouble before.

George A. Kennedy & Assoc.
Structural Engineers
Chicago, Ill.

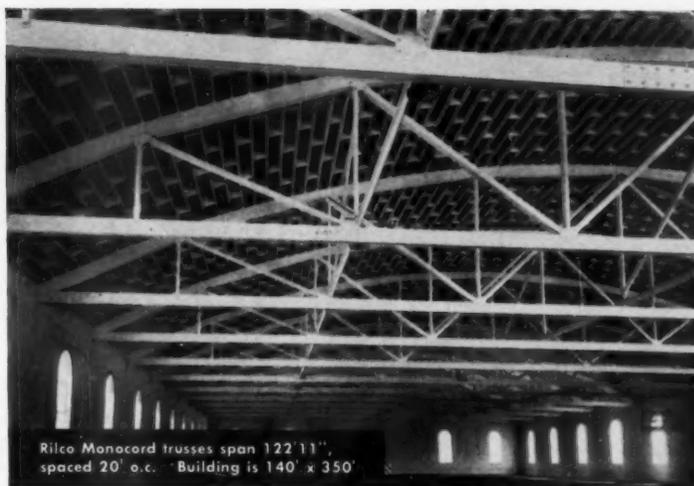
"RILCO TRUSSES

FELL TOGETHER

LIKE MACHINED PARTS"

"The Rilco laminated members we used at Clothier Hall made construction very simple. They fell together almost like machined parts. We were able to assemble and erect the entire building in one week with a crew of eight men. We wish every material item would come through as well engineered and fabricated as these Rilco members," reports Mr. A. Ranieri, Ranieri Construction Company.

Large buildings (Clothier indoor riding hall covers 1½ acres) or small buildings—all go up fast with Rilco laminated members because components fit—are factory fabricated for fast assembly—arrive at the jobsite precut and drilled for connection hardware furnished. Contractors report successful results on their very first job.



Rilco Monocord trusses span 122' 11", spaced 20' o.c. Building is 140' x 350'

For more information about how Rilco laminated members can help you bid on and get jobs, finish them on time and make a profit write your nearest Rilco office.

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wood wonders with wood

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COMPLETE KITCHEN

8 cu. ft. Refrigerator

Including

2 cu. ft. Pull-out Freezer Drawer

Choice of White or Natural Wood Grain Finish

Write for full details to

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Los Angeles 23, California

**GENERAL
CHEF**

NATIONWIDE SALES AND SERVICE



**new FHA
MINIMUM
PROPERTY
STANDARDS**

(FHA BULLETIN NO. 309,
PAGE 191, SECTION 909-4.5)

"Doors shall be made weathertight. A watertight threshold shall be provided. Doors shall be weather-stripped when required to prevent infiltration of dust or snow."

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**A COMPLETE & POSITIVE
"ONE-PACKAGE" DOOR
SEALING SYSTEM BY
DURAFlex... EXCEEDS
FHA MPS REQUIREMENTS!**



**DURAFlex® THRESHOLDS
plus
VINYL-STOP® WEATHERSTRIPPING**

The combination of these two fine products provide the first practical means for effectively weatherstripping the entire doorway!

FIELD PROVEN BY OVER 2,000,000 INSTALLATIONS!

- Positive sealing *
- Fast, economical installation
- No callbacks due to faulty operation *

*When installed in accordance with manufacturer's recommendations

For complete information and samples, write to:

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3500 N.W. 52nd Street • Miami 42, Florida

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COMPANY _____ POSITION _____

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CITY _____ ZONE _____ STATE _____

U.S. Pat. 2,718,677 Can. Pat. 545,851
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ESTIMATING TAKE-OFF

(Continued from page 147)

2x4 Fir Plant Box Brace	5 lin. ft.
2x4 Fir Wall Studs	2,345 lin. ft.
2x4 Fir Partition Studs	1,440 lin. ft.
2x4 Fir Plant Box Framing	65 lin. ft.
1x3 Fir Wall Furring	105 lin. ft.
1x6 T.&G. Fir Ext. Wall Lining	1,990 sq. ft.
1x6 V-Joint Roof Lining	545 sq. ft.
1x6 Fir 10" o.c. Roof Lath	2,934 lin. ft.
Cedar Roof Shingles	2,990 sq. ft.
Rock Wool 2" Ceiling Insulation	1,490 sq. ft.
Rock Wool 2" Wall Insulation	1,990 sq. ft.
15# Felt Floor Isolation	1,490 sq. ft.
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Wood Misc. Furring & Grounds	Sum
Metal Structural Hardware	Sum

—METAL & ROCKLATH FURRING & LATHING—

3.4# Metal Ext. Wall Lath	1,635 sq. ft.
Rocklath 3/8" Wall Lath	3,370 sq. ft.
Rocklath 3/8" Ceiling Lath	1,325 sq. ft.
3.4# Metal Internal Cornerite	550 lin. ft.
26-ga. Metal Corner Bead	155 lin. ft.

—PLASTER WALL & CEILING FINISH—

Gyp. Plast. Wall 3 cts. O.R.L.	3,105 sq. ft.
Gyp. Plast. Ceiling 3 cts. O.R.L.	1,325 sq. ft.
Col. Stucco 3/8" Ext. Wall 3 cts. O.L.	1,635 sq. ft.
Cem. Plaster Ceramic Tile Scratch Coat	265 sq. ft.

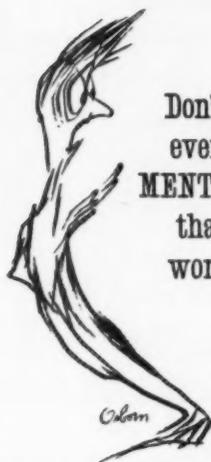
—WOOD EXTERIOR & INTERIOR MILLWORK—

1 3/4" Bir. Ven. 6x7' Flu. Ext. Door, F.&T.	1 unit
1 3/4" Bir. Ven. 2'8x7' Glaz. Ext. Door, F.&T.	2 units
1 3/4" Bir. Ven. 3x7' Flu. Int. Door, F.&T.	2 units
1 3/4" Bir. Ven. 4'8x7' Flu. Int. Door, F.&T.	2 units
1 3/4" Bir. Ven. 2'6x7' Flu. Int. Door, F.&T.	2 units
1 3/4" Bir. Ven. 2'4x7' Flu. Int. Door, F.&T.	2 units
1 3/4" Bir. Ven. 2x8' Flu. Int. Door, F.&T.	2 units
1 3/4" Bir. Ven. 2x7' Louv. Int. Door, F.&T.	1 unit
1 3/4" Bir. Ven. 1'8x7' Flu. Int. Door, F.&T.	1 unit
1" Bir. Ven. 2'8x7' Louv. Int. Door, F.&T.	1 unit
Plywd. or Pine 2x2' Scoffie Door, F.&T.	1 unit
Plywd. or Pine 1'8x1'8 Fl. Acc. Door, F.&T.	1 unit
1" Birch 7'6x2' Louv. Count. Door, F.&T.	1 unit
Birch Ven. 7'6x2'x2'9 Sink Cabinet	1 unit
Birch Ven. 7'6x2'x2'9 Base Cabinet	1 unit
Birch Ven. 7'6x2'x2'9 Range Cabinet	1 unit
Birch Ven. 5'6x2'x2'9 Pantry Cabinet	1 unit
Birch Ven. 2x2x3' Base Cabinet	1 unit
Birch Ven. 7'6x2'9x1' Wall Cabinet	1 unit
Birch Ven. 8'6x2'x2'6 Sink Cabinet	1 unit
Birch Ven. 6x2x2'6 Sink Cabinet	1 unit
Birch Ven. 2x1x2'6 Base Cabinet	1 unit
Oak 2Rx4' Liv. Rm. Stair	2 units
Wh. Pine 3x3" Divider Posts	40 lin. ft.
Wh. Pine 2x8" Roof Posts	320 lin. ft.
Wh. Pine 2x8" Wind. Frame	65 lin. ft.
Wh. Pine 2x4" Planter Grill	40 lin. ft.
Wh. Pine 1x5" Wind. Stool	75 lin. ft.
Wh. Pine 1x1 1/2" Wind. Trim	145 lin. ft.
Pine 2x4" Ext. Wall Divide Strip	140 lin. ft.
Pine Texture 1-11 3/4" Vert. Ext. Wall Boarding	275 sq. ft.
Pine Texture 1-11 3/4" Fence Boarding	5 sq. ft.
Pine Texture 1-11 3'6x3'6 Fence Gate	1 unit
Plywood 7'6x2'6 Snack Counter	1 unit
Plywood 3/4" Closet Shelves	70 lin. ft.
Wh. Pine 1x3" Shelf Cleats	120 lin. ft.
Plywood 1/2" Soffit Boarding	75 sq. ft.
Ash Plywood 3/4" Int. Wall Boarding	210 sq. ft.
Ash 3/4x1 1/2" Hearth Moulding	13 lin. ft.
Hardwood 1"-d. Closet Pole	20 lin. ft.
Hardwood 4" Wall Base	285 lin. ft.
Hardwood 1x2" Planter Molding	30 lin. ft.
Hardwood Door Saddles	16 lin. ft.
Formica Counter Tops	75 sq. ft.
3/8" Pl. Glass Door & Slid'g Panes	75 sq. ft.
D.S.A. 1/8" Glass Window Panes	200 sq. ft.
O.B.S. Glass Window Panes	20 sq. ft.
1 3/4" Text. 1-1 16x7' O.H. Door, F.&T.	1 unit
Oakum & Mastic Door & Window Caulking	260 lin. ft.

—METAL ORNAMENTAL & MISCELL. WORK—

3 1/2"x6x1/4" Steel 6" Wind. Frame Supports	83 units
3/8"-d. Steel 10" Anchor Bolts N.&W.	61 units
Galv. Metal 14x18" Wall Vent	1 unit
Galv. Metal 14x6" Wall Vent	1 unit
Galv. Metal 14x6" Found. Vent	15 units
Cast Iron Fireplace Damper	1 unit
Cast Iron 8x8" Cleanout Door, F.&T.	1 unit
Aluminum Door Saddle	12 lin. ft.

(Continued on page 218)



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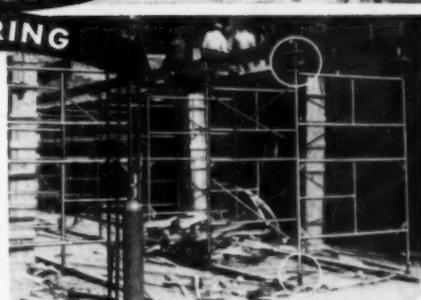
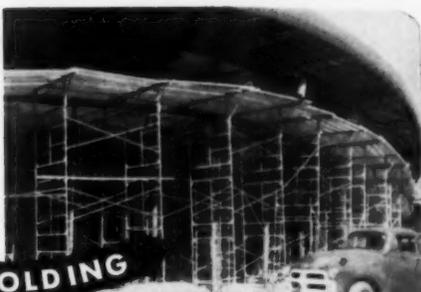
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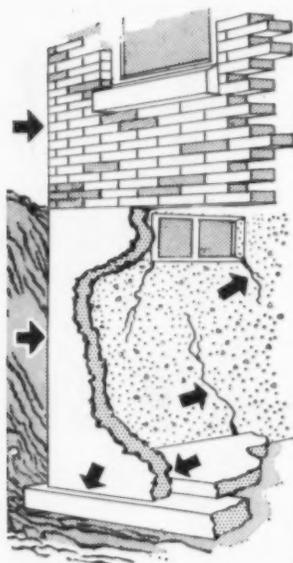
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Standard Dry Wall Products Inc.
NEW EAGLE, PA.

ESTIMATING TAKE-OFF

(Continued from page 216)

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16-oz. Copper 12" Valley Flashing	25 lin. ft.
16-oz. Copper 12" Chimney Flashing	6 lin. ft.
16-oz. Copper 8" Porch & Terr. Flashing	30 lin. ft.
16-oz. Copper 3"-d. Rain Leaders	40 lin. ft.
16-oz. Copper Roof Gutters	185 lin. ft.
20-oz. Copper 24" Truwall Flashing	55 lin. ft.
20-oz. Copper 20" Planter Lining	16 lin. ft.

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Ceramic Floor Tiling	265 sq. ft.
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Ceramic 4" Wall Base	35 lin. ft.

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Aluminum Sash 8x3' Slid. Wind. & Hdw.	1 unit
Aluminum Sash 6'6x3' Slid. Wind. & Hdw.	3 units
Aluminum Sash 6x3' Slid. Wind. & Hdw.	2 units
Aluminum Sash 4x3' Slid. Wind. & Hdw.	2 units
Aluminum Sash 3x3' Slid. Wind. & Hdw.	1 unit
Aluminum Sash 6x2'9" Slid. Wind. & Hdw.	1 unit

—METAL & GLASS TOILET ACCESSORIES—

1/4" Glass 6'9x2'6" Wall Mirror	1 unit
1/2" Glass 4x2 1/2" Wall Mirror	1 unit
Chrome Metal Toilet Paper Holders	2 units
Chrome Metal Soap Holders	5 units
Chrome Metal 30" Towel Racks	2 units
Chrome & Cloth 8" Shower Rod & Curtain	1 unit
Chrome & Cloth 2" Shower Rod & Curtain	1 unit
Mat. & Glass Medicine Cabinets	2 units
C.P. Metal Glass & Brush Holders	3 units

—PAINT EXTERIOR & INTERIOR FINISH—

Lead & Oil Ext. Millwork 3 coats	1,005 sq. ft.
Lead & Oil Plast. Ceil. 3 coats	1,325 sq. ft.
Lead & Oil Plast. Wall 3 coats	3,105 sq. ft.
Lead & Oil Int. Millwork 3 coats	245 sq. ft.
Lead & Oil Metal 2 coats	200 sq. ft.
Stain & Var. Int. Millwork 4 coats	1,915 sq. ft.
Stain Roof Shing. 1 coat	2,990 sq. ft.

—PLUMBING SYSTEM & FIXTURES—

Water Service Connection & Piping	1 unit
Sanitary Service Connection & Piping	1 unit
Hose Bibbs, Piping & Accessories	3 units
Gas Furnace Connection & Piping	1 unit
Bath Tub, Piping & Accessories	1 unit
Shower, Piping & Accessories	1 unit
Water Closet, Piping & Accessories	2 units
Kitchen Sink, Piping & Accessories	1 unit
Shower Head, Piping & Accessories	2 units
Dish Washer, Piping & Accessories	1 unit
Elec. H.W. Heat., Piping & Accessories	1 unit
Laundry Wash, Piping & Accessories	1 unit
Gas Oven Piping & Accessories	1 unit
Lavatory, Piping & Accessories	3 units
Laundry Sink, Piping & Accessories	1 unit

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Gas Warm Air Furnace & Accessories	1 unit
Gas Warm Air Temp. Cont. Equip.	1 unit
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Electric Service Connection	1 unit
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H.W. Heater Connect. & Wiring	1 unit
Gas Furnace Connect. & Wiring	1 unit
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Exhaust Fan, Connect. & Wiring	1 unit
Range Connect. & Wiring	1 unit
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Electric Heat Ceil. Outlet & Fixtures	2 units
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BETTER DETAIL PLATE

Remodeling problem: change a steep, gloomy flight of stairs

... into a bright and modern stairway like this one

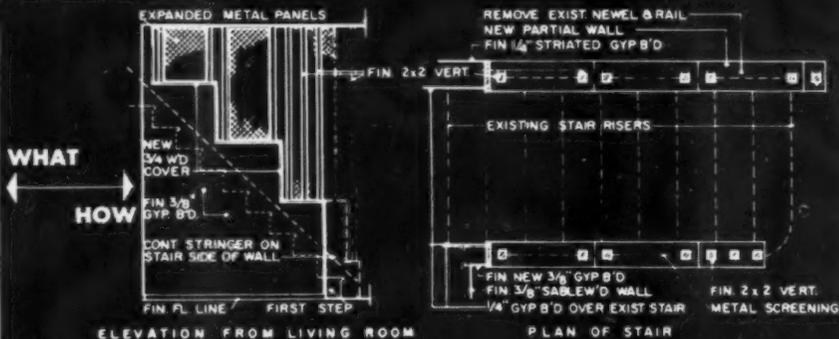


BEFORE: stairway was typical of those found in many old houses. It was dimly lit, ordinary looking.



AFTER: stairway has open, modern appearance. It is enclosed with screening, wallboard and 2x2's.

Here's an easy way to do the job



STAIRCASE WALLS were covered with 1/4-in., 16-in.-wide Sheetrock gypsum wallboard.

New products and a few changes make an old stairway bright

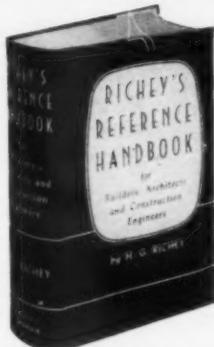
Key to successful remodeling is to make as few changes as possible. U.S. Gypsum demonstrated this principle in its Home Improvement

Research House. An old staircase was left standing but was brightened simply by replacing a partition with expanded metal screens, 2x2 poles.

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SCHOOL BELLS

September means school time, and school may be a good hook for you to hang some last minute advertising on. Most families looking for a new home right now want to get in and settled by the time school opens; so an "In by school time" ad should create a lot of interest.

And make sure that when you talk to a prospect you have all the local school facts on the tip of your tongue. If your particular area is especially well located in relation to schools, talk about it. It could be the last little push that clinches a sale.

TAKE A PREVIEW PEEK

Every year the major automobile manufacturers commit everything short of outright murder to get an early peek at the models their competition is readying for production. But you, as a builder, have the unique privilege of being able to walk right into your competitor's product. (In fact he'll probably welcome you.)

This can be a very profitable way to use your free time during National Home Week. Go out and see what your fellow builders have on display. If the other guy's idea is good, don't be afraid to use it in your next house; chances are any good idea you've thought up will turn up in his house before long.

LAST CHANCE

Deadline for AMERICAN BUILDER's Model Home contest is October 2, so hurry! Details are on page 148 of this issue.

Components: the field keeps growing

Nobody needs to tell you that in building, time is money. So it should be good news that building-supply people are getting more and more interested in selling you time-saving component construction.

The case in point is the National Retail Lumber Dealer Exposition, to be held in Cleveland November 14-17. NRLDA will feature a completed house built from the latest in LuReCo components (and furnished and decorated by *Parents Magazine*). On Sunday, November 15, there will be a breakfast clinic to air old and new ideas on component construction. And one exhibitor, Heritage Homes of Cleveland, will build a three-bedroom home from its own component system each day of the show.

While this is primarily a dealers' show, the part about components is tremendously important to you. The ideas displayed in November are likely to be the panels and trusses you will build with a couple of years from now.

The NRLDA exposition will have a lot of other things in it of builder interest, and builders, particularly those in the Cleveland area, are urged to attend. For information and/or reservations, write: Martin Dwyer, Exposition Dept., National Retail Lumber Dealers' Assoc., 302 Ring Building, Washington, D.C.

Plywood components are getting really hot

Speaking of components, none has enjoyed a faster rise in importance than the glued-up plywood box beam. In its short course for builders, the University of Illinois Small Homes Council gave it top billing (AMERICAN BUILDER, March, 1959), and in Atlanta, Clayton Powell's Tekcraft Corp. is using plywood box and web beams all through a topnotch component system (AMERICAN BUILDER, July, 1959).

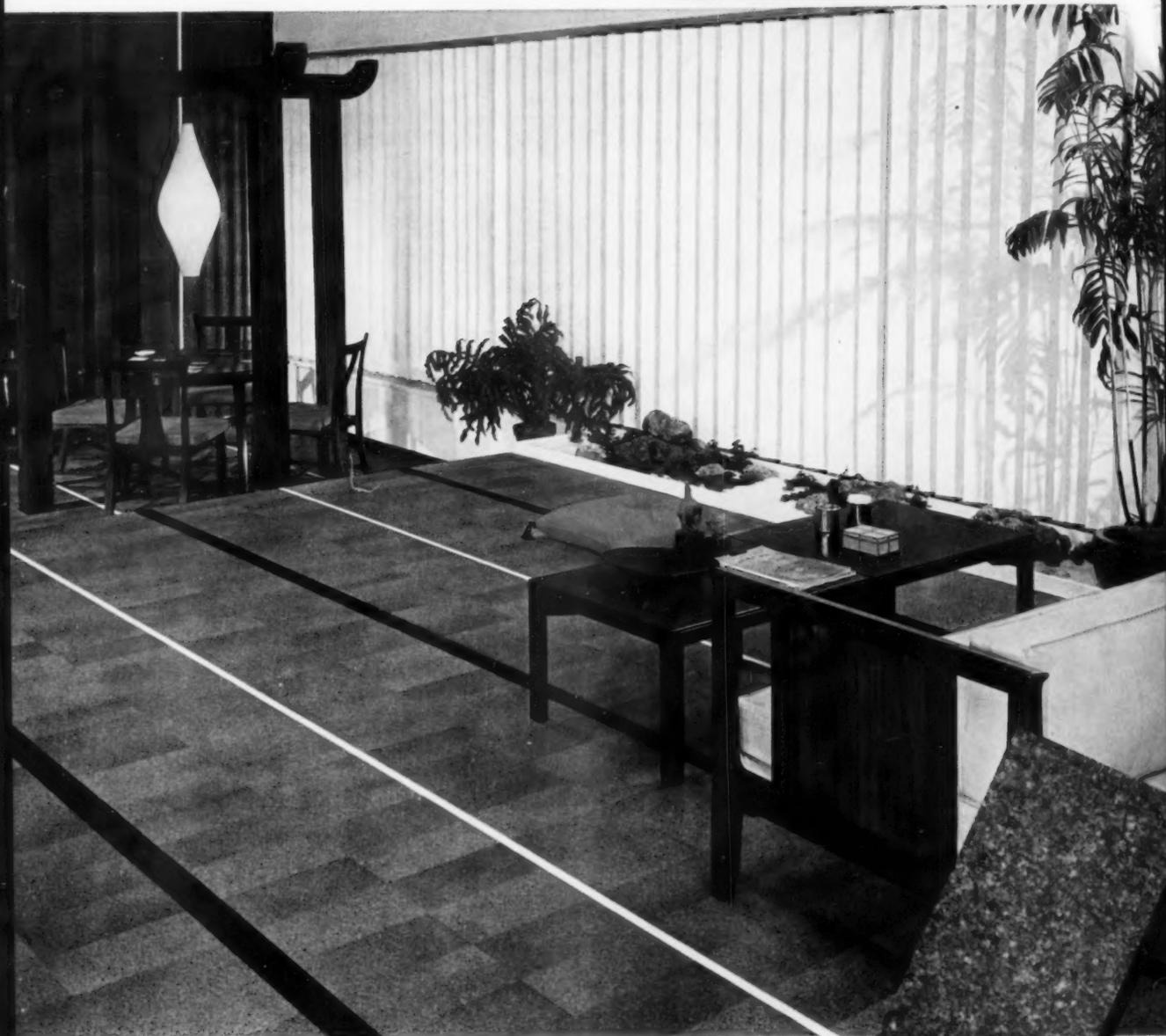
Now comes word that the Lumber Research Council and the Douglas Fir Plywood Association will team up on a plywood research house. It will be built in Champagne, Ill., and is scheduled to be completed by January of next year. One of its most important features will be the use of glued plywood members.

The house was designed by LuReCo's Larry Higgins and engineered by DFPA's Dave Countryman. Needless to say, we'll bring you the complete story in a future issue.

IN THE NEXT ISSUE: the country's top builders bring you an up-to-the-minute report on major problems and opportunities for 1960...facts to help you in next year's planning...ideas on design, construction, materials, land planning, merchandising, financing, and every area of your business.

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selling job. New style note: combine it with black and white feature strips for striking modern effects! Like all Kentile Floors, Kentile Cork Tile is advertised in leading magazines. It's *the* name in cork tile... and customers know it.

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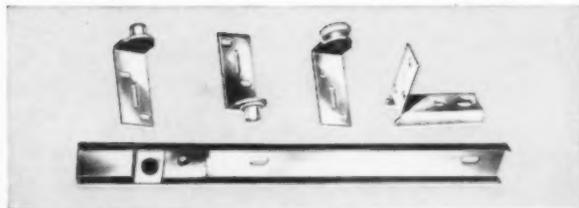
Stops Costly Call Backs

Nothing irritates a new home buyer more than to have a sliding closet door hang up. When you install National's Fold and Slide Door hardware you know it's *right!* Nylon pivots carry door weight; nylon roller smoothly guides door in track at top of opening. It's simple to install . . . sure to please discriminating home buyers. That's why so many prominent builders *insist* on hardware by National of Sterling. It helps build customer satisfaction—today, tomorrow and through the years.

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