

American Builder



A SIMMONS BOARDMAN TIME-SAVER PUBLICATION

1960 BUILDERS' Planning ISSUE

October 1959

HOUSES

PLANS

MATERIALS

TOOLS

CONSTRUCTION

MARKETS

MERCHANDISING

MANAGEMENT

LAND PLANNING

CODES

SCHEDULING

FINANCING



the quality...the design...sells itself

now ... famed Scholz designs ... anywhere in the nation

Now the famed Scholz prestige designs are available to builders in every part of the United States. In addition to special plans, specifically developed for maximum sales appeal to the peculiarities of buyer preference in each region, access is provided to all of the merchandising know-how and selling techniques developed by America's largest and most successful seller of quality homes. Call or write today: Mr. Howard Trinz, Scholz Homes Inc., 2001 N. Westwood, Toledo 7, Ohio.

SCHOLZ HOMES, INC., 2001 N. Westwood,
TOLEDO, O.
Please have your field representative call. AB

Builder's Name _____

Address _____

City _____ Phone _____

We normally build _____ houses per yr. in the \$ _____
to \$ _____ range.

PLANTS

east	central	south	west
Wilmington Durham	Toledo Kansas City	West Palm Beach Houston	Long Beach Greeley (Colo.)

Let's Talk about Apartment House Ventilation

Five Ways to Ventilate Apartment Kitchens . . .

- 1. NuTone 3000 Series Hood-Fan on Outside Wall*
- 2. NuTone Exhaust Ventilating Fan on Outside Wall*
- 3. NuTone Automatic Fan on Wall underneath Hood*
- 4. NuTone Exhaust Fan with Central Ventilation*
- 5. NuTone Triple-Aire System Using No Duct Work*



NuTone Hood-Fan Ventilation traps all the odors, grease and cooking fumes. Keeps the kitchen air fresh and clean.



NuTone Ventilating Fans are powerful and trouble-free. Available in 10 basic types to fit the exact needs of any apartment.

U.S. & Foreign
Patents Pending

See
Other
Side



3 More NuTone Ideas for Your Apartments

1. Non-Electric Chime with Viewer

Safety and Privacy for every apartment!

No wiring needed for this beautiful two-note door chime that attaches to the door. The wide-angle optical lens viewer offers a clear view of the entire doorway . . . not limited like the ordinary mirror types. No need to open the door.

Your tenant can see who is outside the door but strangers can not look inside. Personalized double-window nameplate . . . White or Walnut chime covers. \$7.95 list.



MC-309 Door Chime

U.S. & Foreign
Patents Pending



SEE
OTHER
SIDE
←



2. Bathroom Exhaust Fan

No matter whether your bathrooms are on inside or outside walls you need exhaust fans to avoid lingering odors and to prevent steam and moisture condensation on walls. NuTone offers 2 basic types. Model 881 . . . \$25.95 list — Model 883 . . . \$23.95 list.

3. Built-In Food Center

Now NuTone's fabulous Food Center is available as a "Starter Set" with Power Unit and Blender. Tenants can add any of the attachments desired to make their set complete. Model 205 . . . \$49.45 list.



FREE Installation
Data and Catalogs,
NUTONE, Inc.
Cincinnati 27, Ohio
Dept. AB-10

- Apartment House Ventilation
- Door Chime with Viewer
- Low Cost Built-In Food Center

Every wind storm boosts
sales of the industry's
BEST SELLER!

Wherever high winds are a problem, self-sealing shingles are taking over the market in new construction. So, if you want to get the most out of the boom in self-sealing shingles... grab hold of the Bird band wagon and latch onto the selling features that put **BIRD WIND SEALS**

AHEAD BY A MILE

- ★ Powerful thermoplastic seals.
- ★ Correctly spaced for drainage.
- ★ Seals weld through grains to base material.
- ★ No sticking in bundle.
- ★ Lay Wind Seals just like ordinary shingles.
- ★ Consistent advertising in Saturday Evening Post — constantly pre-sells homeowners.

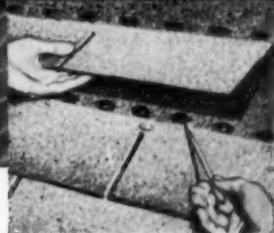


BIRD & SON, inc.

East Walpole, Mass. • Chicago, Ill.
Shreveport, La. • Charleston, S. C.

BEST FOR YOUR ROOF

BIRD
Wind Seal Shingles



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

AMERICAN BUILDER, published monthly by Simmons-Bordman Publishing Corp., Emmett Street, Bristol, Connecticut. Second class postage paid at Bristol, Connecticut. Subscription price: U. S., Possessions and Canada, \$3.50 for one year, \$7.00 for three years, October issue, Volume 81, No. 10. Subscription correspondence to AMERICAN BUILDER, Emmett Street, Bristol, Connecticut.

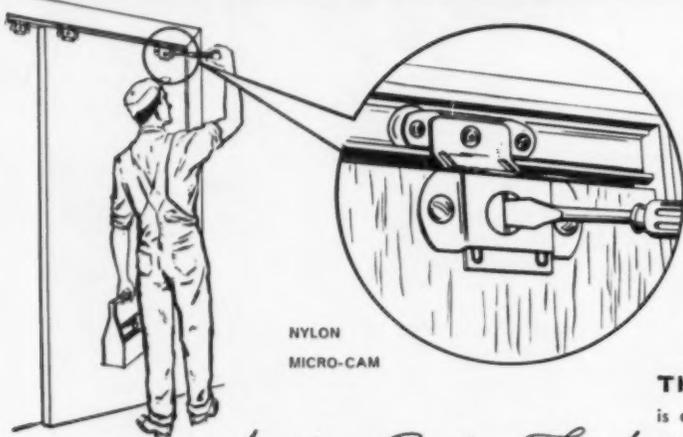
Sterling

**THRIFTEE
HARDWARE**

NOW has the revolutionary

* MICRO-CAM HANGER FOR SLIDING DOORS

THE FIRST AND ONLY LOW COST SLIDING DOOR HANGERS TO
PROVIDE THE EASIEST ADJUSTMENT FOR PLUMBING OR LEVELING SLIDING DOORS



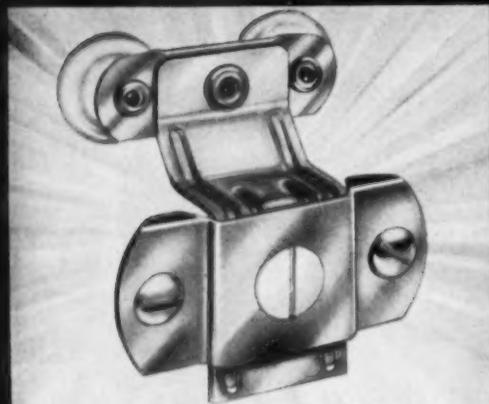
NYLON
MICRO-CAM

Only two screws are needed to attach hanger to door. To plumb door simply loosen screws and turn nylon cam with a screw driver. This automatically raises or lowers doors. When making precise adjustments door cannot slip down out of control.

THE THRIFTEE MICRO-CAM HANGER

is available with either single or twin nylon wheels and is packaged with both fascia and non-fascia aluminum track.

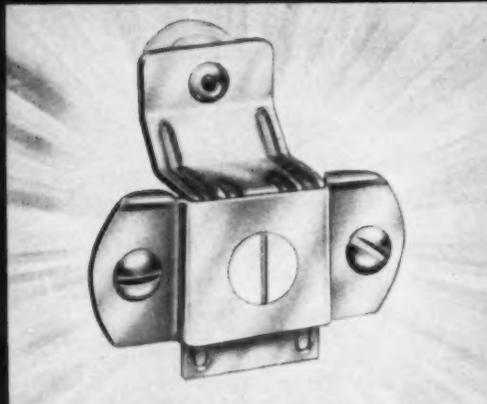
Another Sterling First!



TWIN WHEEL HANGERS

Nylon wheels have oiled-for-life bronze bearings. MICRO-CAM is made of sturdy nylon.

FULLY COVERED BY PATENTS PENDING.



SINGLE WHEEL HANGERS

Nylon wheels have oiled-for-life bronze bearings. MICRO-CAM is made of sturdy nylon.

Send for complete catalog today!

John Sterling Corporation

R I C H M O N D I L L I N O I S

THE Opportunity PAGE

We wish Mr. Khrushchev had taken a look at our building business, to see what America was all about. I'm not talking about the product—the house—good as it is. I'm talking about the people who build it—and how they operate.

The popular Russian picture of American business seems to be a couple of greedy capitalists clawing each other to ribbons.

Well, this *is* the most competitive society the world has seen. But I wonder if it isn't also the most co-operative.

Here's **Bob Schmertz** of New Jersey, who goodness knows is a sharp competitor—but who also is willing to share (on p. 34) a really clever way to frame a roof under difficult circumstances.

Here's **C. K. Dart** of Oregon, who'd just as soon that builders besides himself benefited from a slick and simple way to get materials to the roof (p. 33).

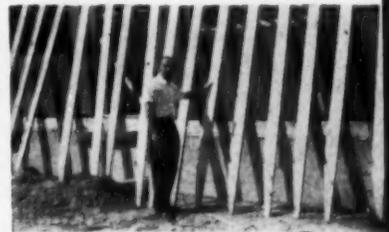
Here's **H. A. Ross** of Florida (far right)—who has ideas about building communities instead of just stretches of homes . . . and who doesn't mind our passing on his thoughts to other builders (on p. 145).

Jack Worthman and **Mel Larsen**—of Indiana and Florida, respectively—couldn't have been more co-operative in helping us assemble techniques of winter building (on p. 114).

And instead of being a few privileged, hereditary leeches feeding on the body of the proletariat, I wonder if AMERICAN BUILDER's 77,280 builder-capitalist readers didn't generally start with remarkably little capital.

What this is, was, and will be the land of, Mr. Khrushchev, is—*opportunity*.

Arthur J. McGinnis
Publisher



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

Address all subscriptions and correspondence concerning them to: Subscription Department, American Builder, Emmett St., Bristol, Conn. Changes of address should reach us three weeks in ad-

vance of next issue date. Send old address with the new enclosing if possible your address label. The Post Office will not forward copies unless you provide extra postage. Duplicate copies cannot be sent.

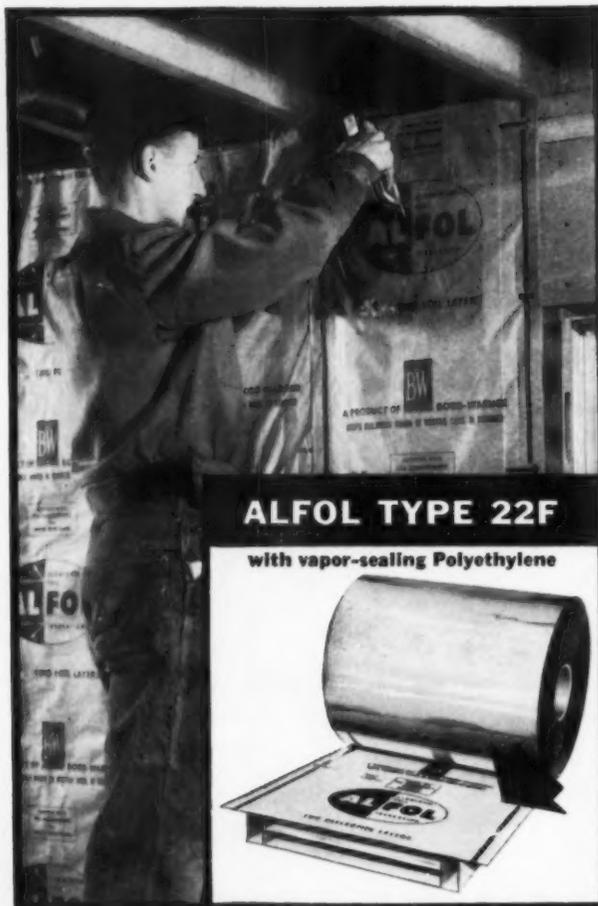
Circulation Department: R. C. Van Ness, Director of Circulation, 30 Church St., New York 7, N.Y. Postmaster: send Form 3579 to Emmett St., Bristol Conn.

Published monthly by Simmons-Boardman Pub-

lishing Corporation, Emmett St., Bristol, Connecticut. Editorial and Executive Offices, 30 Church Street, New York 7, New York. Subscription price: United States, Possessions and Canada, 1 year, \$3.50; 3 years, \$7.00. Foreign countries: 1 year, \$12.00; 3 years, \$25.00. Single copies 75 cents; April issue, \$2.00. Second class postage paid at the Post Office at Bristol Conn. Copyright 1959 by SIMMONS-BOARDMAN PUBLISHING CORP. All rights reserved.

A message of importance to:

the **1** builder in **3** who **INSULATES SIDEWALLS**



**Now...as you insulate...add
the supreme moisture-protection
of vapor-stopping polyethylene!**

With ALFOL Type 22F Insulation, you can give your homes an entirely new dimension in year-round weather-protection.

Another Borg-Warner "first," this unique ALFOL blanket delivers *more* than the extra comfort and economy of superb insulation alone. In addition, it gives your walls the supreme condensation-protection of kraft-backed polyethylene lining!

In Type 22F, this exclusive polyethylene lining is an integral part of the ALFOL blanket itself. Automatically, the polyethylene is installed *as you insulate*. There's no extra labor. It's all done with one speedy application . . . one low cost product.

Yes, you'll save money with ALFOL, too. Value for insulating value, ALFOL usually costs less in your sidewalls than any comparable insulation you can use. Less to buy, less to apply.

Isn't it time *you* investigated the construction-improving advantages of ALFOL Reflective Insulation? Remember . . . there's an ALFOL Type for every purse and purpose. Send today for the informative new brochure shown below.

**SEND NOW for free brochure on today's
"New Directions for Sidewall Insulation"**



Please send
Free ALFOL brochure:

"NEW
DIRECTIONS"
IN SIDEWALL
INSULATION"

REFLECTAL CORPORATION, Department A-47
A subsidiary of Borg-Warner Corporation
200 South Michigan Avenue, Chicago 4, Illinois

Name _____
Firm _____
Address _____
City _____ State _____



REFLECTAL®

Borg-Warner®

AMERICAN BUILDER

READER'S Guide FOR OCTOBER 1959

PLANNING

BUYING

BUILDING

SELLING



Cover story: actually we don't have a cover story this month, but several. In fact, every feature listed at the right is part of the cover story. We suggest you read straight through before planning your business for 1960.

●

The Opportunity Page	5
Reader's Guide to Advertising Impact	9
Construction Ideas in Action	11
Pulse of Building	13
Tomorrow's House	15
Building with Brains	17
What's New and What To Do About It	33
Regional News	41
	43

●

The Payoff Departments	163
New Products and Catalogs	164
Reply Card	166
The Plans Clinic	222
Cost Saver	230
Better Detail of the Month	232
The Month Ahead	238

Features:

1960 Planning Starts Now	
Problems and opportunities—an editorial	93
Forecast	
The sixties are ready to sizzle	94
Construction	
How to tackle the problem of rising costs in 1960	96
Materials	
These new materials help you give more house for less money	102
Tools and Techniques	
Save time, labor, money with power tools	110
Winter Building	
Bad-weather scheduling can help you beat the competition	114
Houses and Plans	
How 24 builders are placing their bets for 1960	122
Management	
It's the key to your profits in 1960, and beyond	133
Merchandising	
You can sell in a changing market	138
Land Planning	
Can small builders beat rising land costs?	143
Codes	
Easing, but slowly	148
Financing	
Tight, but obtainable	149
Hidden Values Contest	
Here are the donors and their prizes so far	161

Editorial Director Joseph B. Mason
 Associate Editors
 Construction Maxwell Huntoon
 Merchandising Alvin M. Hattal
 Technical Joseph Ferche
 New Products and April Buyers Guide Sally Anne Gassert
 Assistant—New Products Georgia Cookson
 Assistant—Buyers Guide Lawrence Laub

Editor Walter Reese Browder
 News June Vollman
 Copy Editor Arthur Maher
 Western Editor William C. Rodd
 Midwest Editor Richard Bullock
 Assistant Ethyl Byrns
 Washington Editor Walter J. Taft

Managing Editor William F. Keelling
 Art Director Russell F. Rypsom
 Assistant Art Director Robert Gorlin
 Production Editor Eleanore B. Wright
 Production Director M. J. Figo, Jr.
 Research Director J. W. Milliken
 Publisher Arthur J. McGinnis

Editorial office including April Buyers Guide issue: 30 Church St., New York 7, N.Y.

Regional editorial offices: **Midwest**—Richard Bullock, 79 West Monroe, Chicago 3, Ill. **West Coast**—William C. Rodd, 1336 Wilshire Blvd., Los Angeles 17, Calif.

American Builder is published by the SIMMONS-BOARDMAN PUBLISHING CORPORATION, Emmett St., Bristol, Conn., with editorial and executive offices at 30 Church St., New York 7, N.Y. James G. Lyne, Chairman of the Board; Arthur J. McGinnis, President and Treasurer; Duane C. Salis-

bury, Executive Vice President and Advertising Sales Director; George A. Dusenbury, Vice President and Editorial and Promotion Director; Walter Reese Browder, Vice President and Editor of American Builder; Robert C. Van Ness, Vice President and Circulation Director; George Hutchings, Regional

Vice President; Michael J. Figo, Jr., Vice President and Production Director; Bayne A. Sparks, Regional Vice President. The editors are not responsible for unsolicited manuscripts. Manuscripts to be returned must be accompanied by a stamped, self-addressed envelope.



Steel Windows — in for 27 years — still good

The owner of this house is well pleased with his steel windows. They've been in for 27 years and haven't given a bit of trouble! They stay tight, keep their shape and blend with the surrounding trim. The chances are that they will last as long as the house.

Any style you want. Today, steel windows are styled to fit any type of architecture from modern to colonial . . . and the big expanse of glass in so many homes needs the strength of steel for adequate support.

Why builders like steel. The ease of installation of steel sash makes it less costly to use and you get so few call-backs for maintenance that steel is much cheaper in every way. Couple this with low original cost and you have the very best.

United States Steel supplies window manufacturers with special rolled sections of high-grade open hearth steel. You can be sure of a quality product when you buy windows made from USS Steel. *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



READER'S GUIDE TO Advertising

A	Allis-Chalmers	160	I	Ideal System Company, The	186	S	*Sani Top, Inc.	46N
	Aluminum Company of America	176, 177		Inland Homes Corporation	61		Schlage Lock Company	62
	American Builder	131, 132		International Harvester Company, Drott Manufacturing Corp.	155		Scholz Homes, Inc.	Cover 2
	American Gas Association	82, 214		International Paper Company, Long-Bell Division	209		Shell Chemical Corporation	86A
	American-Saint Gobain Corporation, American Window Glass Division, American Steel & Wire Division, United States Steel Corporation	201, 202		J	Johns-Manville	228	Sherman Products, Inc.	159, 212
	American Telephone & Telegraph Co.	175		Junior-Pro Products Co.	236		Showerfold Door Corporation	220
	Amerock Corporation	198		K	Kaiser Aluminum & Chemical Sales, Inc.	63	Sonoco Products Company	214
	Armstrong Cork Company	58, 59		Kennatrack Corporation	72, 73		Standard Dry Wall Products, Inc.	203
B	Bar-Brook Mfg. Co., Inc.	192		Keystone Steel & Wire Company	74, 75		Sterling Corporation, John	4
	Bendix Moulding	236		Knape & Vogt Mfg. Co.	152		Sub-Zero Freezer Company, Inc.	14
	Berger & Sons, Inc., C. L.	234		Kohler Co.	38		Symons Clamp & Mfg. Co.	180
	Berry Door Corporation	12		Koppers Company, Inc., Plastic Division,	226	T	Tappan Company, The	49, 50
	Bestwall Gypsum Company	208		L	La Salle Products, Inc., Markel Electric Products, Inc.	237	Tennessee Coal & Iron Division, United States Steel Corporation	8, 56, 57
	Bird & Son, Inc.	3		Lenawee Peerless, Inc.	234		Thermo-Rite Manufacturing Co.	237
	Black & Decker Mfg. Co., The	172, 173, 236		Lennox Industries, Inc.	178, 179		Thomas Industries Inc., Moe Light Division	225
	Bostitch	69		Libbey Owens Ford Glass Company, Thermopane	190, 191		Trade-Wind Motorfans, Inc.	227
	Bradley-Southern Division, Potlatch Forest, Inc.	207		Long-Bell Division, International Paper Company	209	U	Trane Company	32
	Brosnan Manufacturing Co., Inc.	81		Louisville Cement Company	193		*United States Gypsum Company	46D
	Brown Company	66, 67		M	Macklanburg-Duncan Co.	52, 53	United States Plywood Corporation	150
	Bruce Co., E. L.	83		Major Industries, Inc.	37		United States Steel Corporation, Columbia-Geneva Steel Division	46H
	Butler Manufacturing Company	206		Malta Manufacturing Company, The	233		United States Steel Corporation, United States Steel Export Company	8, 56, 57
C	CARADCO, Inc.	50A-50D, 51		Markel Electric Products, Inc.	237		Universal Atlas Cement Company	65
	Case Manufacturing Corporation	235		Marlite Division of Masonite Corporation	200A		Universal Built-In Gas and Electric Ranges, Cribben & Sexton Company	158
	*Cemex of Arizona, Inc.	46K		Marsh Wall Products, Inc.	47	V	Vikon Tile Corporation	220
	Chambers Built-Ins, Inc.	233		Masonite Corporation	200A		Viriden Co., John C.	221
	Classified Advertisements	236		Massey-Ferguson Industrial Division, Massey-Harris-Ferguson, Inc.	153	W	Wagner Manufacturing Company	235
	Cleveland Engineering Institute	236		Milwaukee Electric Tool Corporation	10		Waste-King Corporation	18
	Columbia-Geneva Steel Division, United States Steel Corporation	8, 56, 57		Minnesota Mining and Manufacturing Company, Adhesives, Coatings and Sealers Div.	64		Well Pump Co.	210
	Crane Co.	170, 171		Minnesota Mining & Manufacturing Company, Thermo Fax	200		Wessels Co.	208
	Cribben & Sexton Company, Universal Built-In Gas and Electric Ranges	158		Moe Light Division, Thomas Industries Inc.	225		Western Lock Mfg. Co.	71
	Curtis Companies Incorporated	182, 183		Morgan-Wightman Supply Co.	180		Western Pine Association	46
	Curtiss-Wright Corporation	87		Mosley Electronics, Inc.	210		Weyerhaeuser Sales Company	86B, 86C
D	Dayton Sure-Grip & Shore Co., The	186		Mulkey Company, Sam	206		Wheeling Corrugating Company	216
	DeVac, Inc.	217		N	National Gypsum Company	79, 92	Wiegand Company, Edwin L.	231
	Dodge Reports, F. W. Dodge Corporation	224		National Lumber Company	85, 86		Wood-Mosaic Corporation	213
	Douglas Fir Plywood Association	23-31		National LP-Gas Council	234	NEW YORK 7, N.Y.		
	Drott Manufacturing Corp., International Harvester Company	155		National Lumber Manufacturing Association	194, 195		NEW YORK 7, N.Y.	
	Du Pont de Nemours & Co. (Inc.), E. L. Film Dept.	44, 45		National Manufacturing Company	Cover 4		30 Church St.	
	Dur-O-wal Division, Cedar Rapids Block Company	211		National Oak Flooring Manufacturers' Association	204, 205		Phone: Worth 4-3060	
E	Edwards Engineering Corp.	206		NuTone, Inc.	1, 2	CHICAGO 3, ILL.		
	Efron Mfg. Co., Theodore	164		O	Oliver Corporation, The	151		
	Elliecot	162		Owens Illinois Glass Block, Kimble Glass Company, subsidiary of ..	40		79 West Monroe St.	
F	Farley & Loetscher Manufacturing Company	78		P	Pease Homes & Building Materials	48	Phone: Randolph 6-0794	
	*Fibreboard Paper Products Corporation, Pabco Building Material Division ..	46L, 46M		*Pioneer-Flintkote	46E	CLEVELAND 15, OHIO		
	Firestone Tire & Rubber Company	70		Pioneer Plastics Corporation	199		1501 Euclid Ave.	
	Fleet of America, Inc.	192		Pittsburgh Corning Corporation	60		Phone: Main 1-4455	
	Foley Mfg. Co.	236		Pittsburgh Plate Glass Company	218, 219	TOLEDO 6, OHIO		
	Ford Division, Ford Motor Co.	196, 197		Pootatuck Corp.	236		3545 Lincolnshire Woods Rd.	
	*Forest Fiber Products Company	46J		Porter-Cable Machine Co.	54, 55		Phone: Greenwood 9-2801	
	Formica Corporation	90, 91		Portland Cement Association	76	DALLAS 19, TEXAS		
	Frantz Manufacturing Co.	216		Potlatch Forests, Inc., Bradley-Southern Division	207		3908 Lemmon Ave.	
G	General Electric Company	187		Precision Parts Corporation	192		Phone: Lakeside 1-2322	
	General Electric Company, Range Dept.	88, 89, 187		Preway Inc.	84		LOS ANGELES 17, CALIF.	
	General Electric Company, Room Air Conditioners	215		R	Raynor Manufacturing Co.	174		
	General Homes Division of General Industries, Inc.	86D		Ready Hung Door Corporation	200B		1336 Wiltshire Blvd.	
	Georgia-Pacific Corporation	157		Red Cedar Shingle Bureau	80		Phone: Hubbard 3-0390	
	*Gladding McBean & Co.	46I		Reflectal Corporation	6	SAN FRANCISCO 4, CALIF.		
	Goldblatt Tool Company	235		Republic Steel Corporation	188, 189		244 California St.	
	Gold Seal Division, Congoleum-Nairn, Inc.	Cover 3		Reynolds Metals Company	19-22		Phone: Garfield 1-7004	
	Grant Pulley and Hardware Corporation	229		Robertshaw Thermostat Division, Robertshaw-Fulton Controls Company ..	77	ATLANTA 9, GA.		
H	Hall-Mack Company	68		Roberts Mfg. Co., Rangaire	181		242 Eighth St.	
	Hamlin Products, Inc.	186		Rolscreen Company	167, 169		Phone: Trinity 2-6720	
	*Hinge Butt Template	46N		Rowe Manufacturing Company	154	NEW YORK OFFICE:		
	Homasote Company	156		R. O. W. Sales Company	16		Advertising Sales Manager	Jack Wyatt
	Hotpoint Co.	39					Sales Promotion Manager	Richard S. Barton
							Production Manager	John V. Mitchell

*Appears in Western editions only.



YOU ASKED FOR IT... NOW IT'S HERE!

Completely New "S" Series Circular Saw

All the power, cutting speed, and accuracy you ever wanted... at savings up to 10% over other heavy-duty makes

Here's proof! Full 1 $\frac{3}{4}$ HP at the blade... more work done easier... faster... saves time and money.

One-piece wrap-around *steel shoe* for firm support on both sides of blade. Glides freely: won't score, bend, or spring out of shape.

Fast-lock depth and miter adjustments... accurate at any angle and depth.

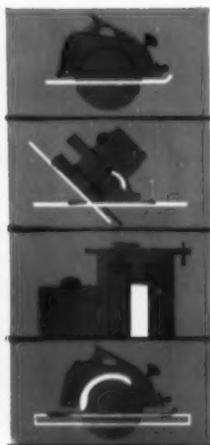
Excellent blade visibility... cyclonic sawdust blower keeps guide-line completely clear. Clear-view sighting of blade edges at point of contact with work.

Telescoping blade guard *floats* over board edges without jamming or dragging: smooth operation at any angle or depth of cut.

No-slip, balanced grip. Functionally styled handle fits hand comfortably... positioned for ideal balance and one-hand control.

Exclusive spring-loaded coaster-brake-clutch drive protects gears, shafts, and motor against impact shock... *doubles* gear life.

Helical cut, hardened steel gears, rugged die cast housing, and large grease sealed ball and roller bearings are your further guarantee that MILWAUKEE Super Powered "S" Series Circular Saws will out-perform and out-live any other comparable saws. Compare feature for feature, price for price today. See your MILWAUKEE Distributor or write for your free copy of Bulletin SW-27.



3 SIZES

6 1/2" Model S-101 - \$99.50
7 1/4" Model S-121 - \$129.50
8 1/2" Model S-141 - \$159.50

Also available with steel carrying case. All models furnished complete with rip fence.



MILWAUKEE ELECTRIC TOOL CORP.

5356 WEST STATE STREET • MILWAUKEE, WISCONSIN

Look under — Tools - Electric

A9-8008

AMERICAN BUILDER Impact

To The Editors:

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

Low-cost homes

Dear Sirs: As I wrote you last year, I still wish you would publish something we could use in our low-cost-home business.

When the recession got going well, you did break down and show a few plans of houses around \$8,000, but these have gone by the board, now that things are looking up. . . .

There must be hundreds of small builders all over the country who are currently building really low-cost homes. Probably many of these are too poorly built and not well designed for looks or space, but if you would devote a page each issue to what the best of these are doing, they would no doubt all do much better.

My special interest here is, of course, homes for retired couples or single persons. The building industry should and could well compete with the bigger mobile homes, say in the \$5,000 bracket, and do a better job and offer more space. I have not been able to build a quality home here for less than \$4,500, but I have not given up hope.

H. McGuire Wood
Black Mountain, N.C.

● We do plan, during the coming year, to publish pictures and plans of houses in the \$8,000 price range, as well as houses for retired couples.

Re: Plans Clinic

Dear Sirs: To assure your readers that we are imbued with a singleness of purpose (their welfare), [I suggest] a sentence in the paragraph relative to the critique service, which states that the aim is to produce a *better* house for *less* money. Sometimes there may not be a saving except in the sense that the house will sell quicker.

By expressing that as our goal, it

will be apparent that suggested revisions are not those postulated by ignorance of labor and materials. . . .

Producing a house is in the same category as any item which makes a bid for the purchaser's dollar. What practically all builders fail to realize is that their competition is not limited to other houses in the community, but practically every single item which can be purchased outside the Iron Curtain.

I believe we can extend your many ways of helping the builder produce a better house, particularly in the eye-appeal field. Heaven knows the builder gets precious little help of that kind, and many have no conception of the degree of effort which a manufacturer spends on making his TV or refrigerator to stand out among its competitors on a sales floor.

Gerald K. Geerlings
New Canaan, Conn.

"Far-reaching"

Dear Sirs: In our past 10 years of operation we have not had such far-reaching and lasting effects from any other medium than that of your magazine.

It is unbelievable that a small 1-inch listing would produce inquiries from every state in the Union, plus Alaska, Canada, Ha-

wai, Bermuda, Cuba, South Africa, Guam M.I., China, Costa Rica, Turkey, and Pakistan, and continue to get response for a whole year. . . .

Marshall S. Field
Damp-Vent Co.
Bettendorf, Iowa

"Building is a business"

Dear Sirs: We have received a tremendous amount of favorable comment [re: "Building Is a Business," June issue]. Significantly, much of it has been on the information in the article in general and the ideas in it, rather than of the fact that we happen to be the subjects. I think you have struck a very solid note with this story.

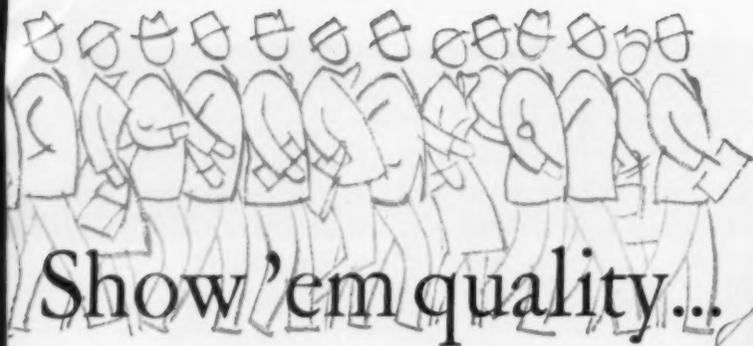
Hermen Greenberg, president
Community Builders
Silver Spring, Md.

"Building with Brains"

Dear Sirs: . . . Your features, "Training Your Men" and "Building With Brains," show a lot of imagination in taking from manufacturers information on the development of new products or designs and putting it into interesting and usable form for your readers. . . .

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





Show 'em quality...

Berry makes it easy

The easiest-going garage door on the market makes it easy for you to pull more traffic and roll up more sales ... with dynamic promotional pieces specially designed for builders. Everything you need—Berry gives you ... from wall banners to hang tags to literature ... and for free! And every striking, colorful piece puts impact behind the quality story you tell—the full five-year guarantee; rustproof, peelproof Paintlok steel; complete weatherstripping. This is the quality that has made Berry the world's largest manufacturer of residential garage doors. You get competitive pricing in a complete line of one-piece and sectional models. Put it to work for you ... along with the complete package of Berry merchandising aids. See your supplier or write: Berry Door Corp., 2400 E. Lincoln, Birmingham, Michigan. In Canada: Berry Door Co., Limited, Wingham, Ontario.



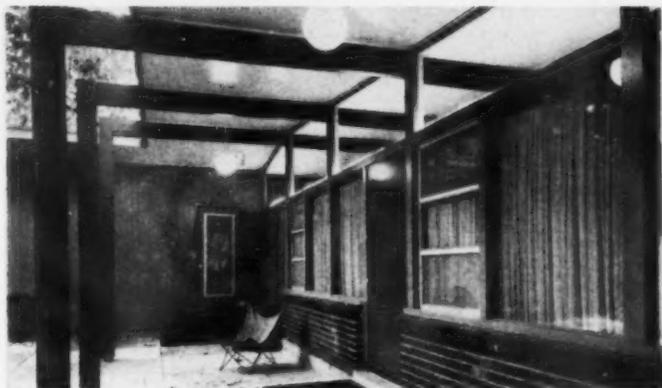
Berry

STEEL DOORS

put them to work!  every piece pays off!

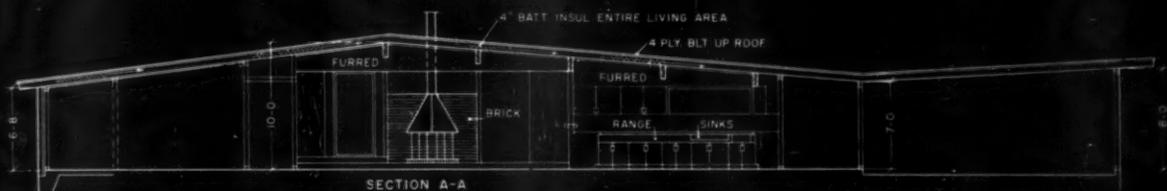
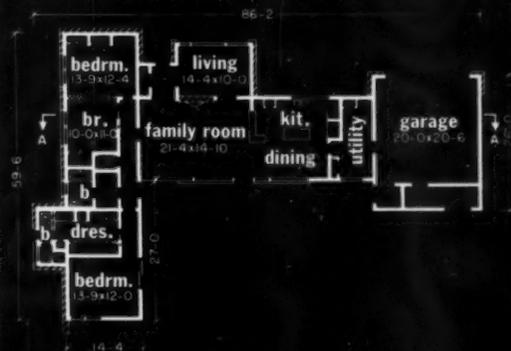
Berry Door Corp., 2400 E. Lincoln, Birmingham, Michigan 48406 • In Canada: Berry Door Co., Limited, Wingham, Ontario

CONSTRUCTION Ideas in Action



Post-and-beam framing makes an unusual overhang

Post-and-beam construction is an economical way to frame a low-pitched roof. And, as shown above, it can be a good-looking way as well. Architect A. Carroll Brodnax of Houston, Tex., designed this house for himself. He ran roof beams beyond rear overhang, dropped posts from the beam ends, produced a buttress effect. House cost \$24,750, was built by William C. Rader.



Sell! with SUB-ZERO

Built-in
FREEZERS-REFRIGERATORS

The most complete, colorful,
SELLABLE line on the market!

- ★ 12 MODELS... FOR EVERY SIZE KITCHEN
- ★ NO SPECIAL KITCHEN CABINET REQUIRED
- ★ NO COMPLICATED INSTALLATION WORK
- ★ BASE IS INTEGRAL PART OF CABINET
- ★ NO SPECIAL REFRIGERATION "HOOK-UP"
- ★ REMOVABLE FRONT PANELS FOR DECORATIVE FLEXIBILITY
- ★ SEPARATE COMPRESSOR FOR EACH REFRIGERATOR AND FREEZER SECTION
- ★ ALL MODELS SELF-VENTING

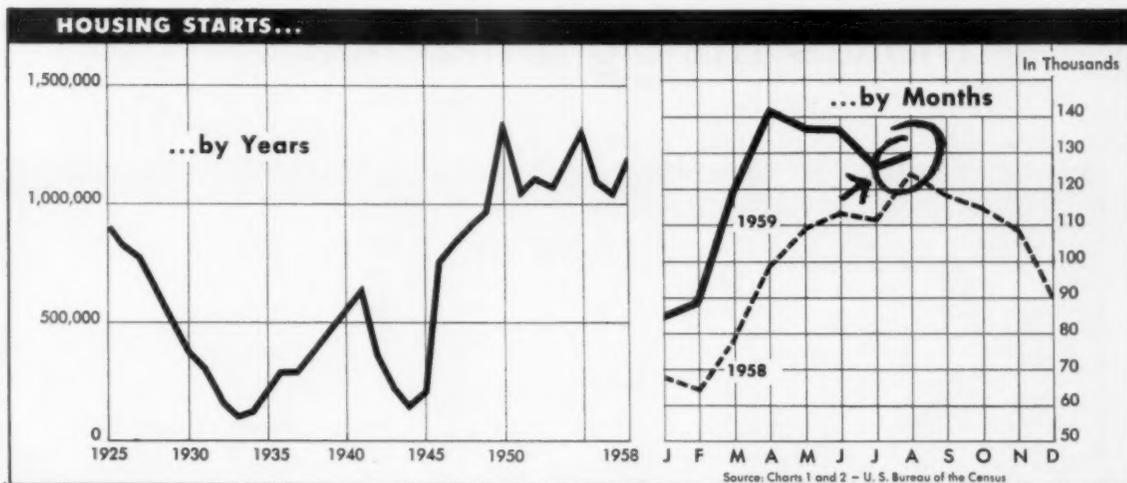


MODEL	CAPACITY	HEIGHT	WIDTH	DEPTH	*ROUGHING IN DIMENSIONS	CONDENSING UNIT-REFRIG.	CONDENSING UNIT-FREEZER	WEIGHT (LBS.)	
								NET	CRATED
9 BIR (Refrigerator) Remote	9.5 cu. ft.	40 $\frac{1}{4}$ "	36"	24"	35 $\frac{1}{2}$ " x 39 $\frac{3}{4}$ "	1/8 H.P.		226	280
9 BIF (Freezer) Remote	8 cu. ft.	40 $\frac{1}{4}$ "	36"	24"	35 $\frac{1}{2}$ " x 39 $\frac{3}{4}$ "		1/5 H.P.	221	275
9 BIR (Self Contained)	9.5 cu. ft.	51 $\frac{1}{4}$ "	36"	24"	35 $\frac{1}{2}$ " x 50 $\frac{3}{4}$ "	1/8 H.P.		226	280
9 BIF (Self Contained)	8 cu. ft.	51 $\frac{1}{4}$ "	36"	24"	35 $\frac{1}{2}$ " x 50 $\frac{3}{4}$ "		1/5 H.P.	221	275
119 BIR (Refrigerator) Remote	11.7 cu. ft.	47 $\frac{1}{4}$ "	36"	24"	35 $\frac{1}{2}$ " x 46 $\frac{3}{4}$ "	1/6 H.P.		229	283
119 BIF (Freezer) Remote	9.4 cu. ft.	47 $\frac{1}{4}$ "	36"	24"	35 $\frac{1}{2}$ " x 46 $\frac{3}{4}$ "		1/5 H.P.	219	273
119 BIR (Self Contained)	11.7 cu. ft.	58 $\frac{1}{4}$ "	36"	24"	35 $\frac{1}{2}$ " x 57 $\frac{3}{4}$ "	1/6 H.P.		229	283
119 BIF (Self Contained)	9.4 cu. ft.	58 $\frac{1}{4}$ "	36"	24"	35 $\frac{1}{2}$ " x 57 $\frac{3}{4}$ "		1/5 H.P.	219	273
129 BIRF { Refrigerator and Freezer }	11.7 cu. ft. Refrig. 3.5 cu. ft. Freezer	73"	36"	24"	35 $\frac{1}{2}$ " x 72 $\frac{1}{2}$ "	1/6 H.P.	1/8 H.P.	365	420
139 BIRF { Refrigerator and Freezer }	11.7 cu. ft. Refrig. 6.5 cu. ft. Freezer	84"	36"	24"	35 $\frac{1}{2}$ " x 83 $\frac{1}{4}$ "	1/6 H.P.	1/8 H.P.	376	461
169 BIR (Refrigerator)	16.9 cu. ft.	73"	36"	24"	35 $\frac{1}{2}$ " x 72 $\frac{1}{2}$ "	1/5 H.P.		326	381
169 BIF (Freezer)	14 cu. ft.	73"	36"	24"	35 $\frac{1}{2}$ " x 72 $\frac{1}{2}$ "		1/4 H.P.	329	384
179 BIRF { Refrigerator and Freezer }	14.7 cu. ft. Refrig. 4 cu. ft. Freezer	84"	36"	24"	35 $\frac{1}{2}$ " x 83 $\frac{1}{4}$ "	1/6 H.P.	1/8 H.P.	383	468
189 { Refrigerator and Freezer } Self Contained	9.5 cu. ft. Refrig. 8.6 cu. ft. Freezer	84"	36"	24"	35 $\frac{1}{2}$ " x 83 $\frac{1}{4}$ "	1/8 H.P.	1/5 H.P.	385	470
189 { Refrigerator and Freezer } Remote	9.5 cu. ft. Refrig. 8.6 cu. ft. Freezer	73"	36"	24"	35 $\frac{1}{2}$ " x 72 $\frac{1}{2}$ "	1/8 H.P.	1/5 H.P.	385	470

*Roughing-in dimensions are minus .000 and plus $\frac{1}{8}$ ". *Roughing-in width 71 $\frac{1}{2}$ " when these models are installed side by side. All models use Freon 12 refrigerant except 169 BIF which uses Freon 22.

For more information—**SUB-ZERO FREEZER COMPANY, INC.**
MADISON, WISCONSIN

THE Pulse OF BUILDING



With 129,000 starts August hits 4-year peak; annual rate now 1,340,000

Starts this year continue to stay well above the 1958 figure. Despite a decline from July to August, seasonally adjusted annual rate for the first eight months of 1959 came to 1,379,000. This compares to 1,042,000 for the same 1958 period. Actual private starts so far this year total 947,000. This is 225,800 above the eight-month private total in 1958.

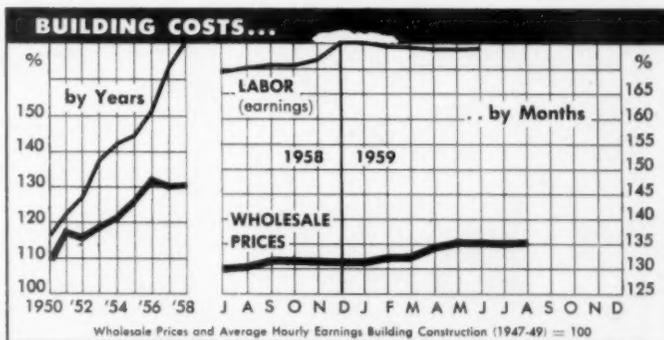
The specter of tight money continues to haunt the outlook of Government backed starts in 1960. FHA applications—usually a barometer of future activity—dropped 15% in August over July. However, a reversal of this trend could come about with the anticipated increase of the FHA interest rate to 5¾%.

The total volume of FHA applications so far this year, however, is still above that for the first eight months of 1958. FHA starts during the first eight months of 1959 were 235,086 against 178,007 last year.

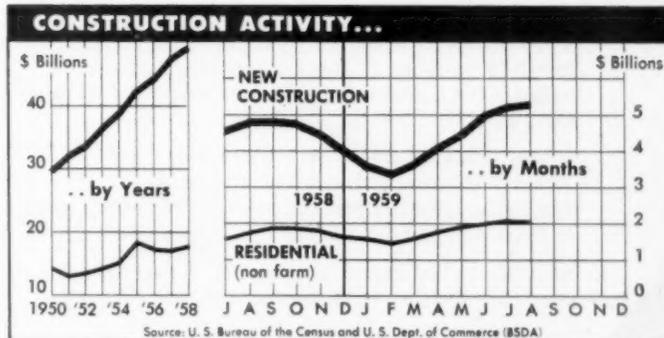
FHA ACTIVITY

	Aug. 1959	Aug. 1958	% Change Jan.-Aug. 1958-1959
New Homes			
Starts	29,218	27,841	+31.5
Applications	25,625	33,617	+25.5

1 AUGUST STARTS of 129,000 reached a four-year peak for that month, put the August seasonally adjusted annual rate at 1,340,000. Private starts of 124,800 were 300 above the July figure.



2 LITTLE CHANGE took place in the wholesale price index, which was 135.4 for August. Labor earnings in June stayed at 174.1. It is anticipated July earning figures will reflect higher wages in new contracts.



3 A SLIGHTLY LESS than seasonal rise from July put the value of new construction in August at \$5.3 billion, 13 per cent above the year-ago figure. New residential building was at \$2.1 billion.

Removability

makes the big difference



Smart Builders Equip Homes For Modern Living

Your prospects *could* get by without removable filters for their vacuum cleaners. They *could* get by without the convenience of removable wood windows—*but why should they?*

If you don't offer R.O.W Removable Wood Windows with the "look of luxury" and better weather protection—you're risking loss of sales to a builder who *has* installed them.

Why *should* your prospects settle for less than the windows that look better, work better and last longer?

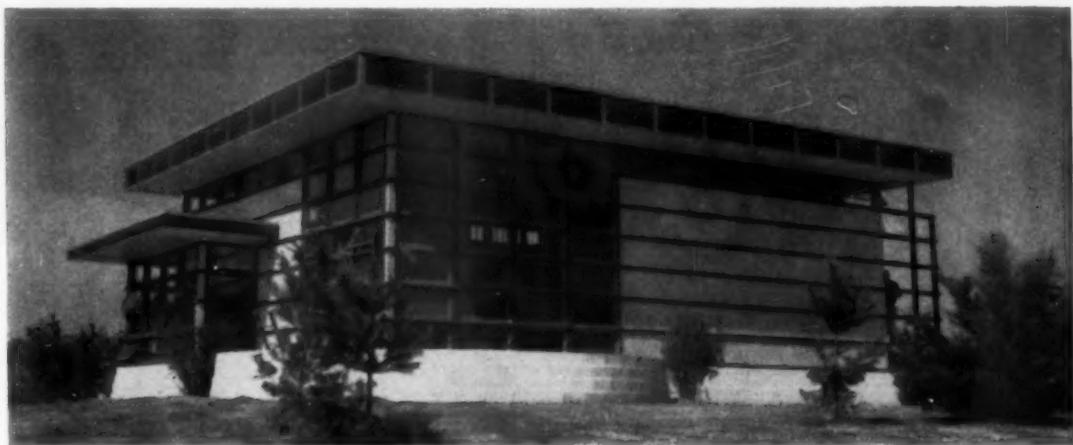
See your local lumber dealer or write —

R·O·W SALES COMPANY • 1301-10 ACADEMY AVENUE • FERNDAL 20, MICHIGAN



R·O·W and LIF-T-LOX are registered trade-marks of the R·O·W Sales Company

Tomorrow's HOUSE



HEIGHT of this reddish-toned two-story (18') house is reduced by the use of a flat roof and horizontal trim strips.

Here's Frank Lloyd Wright's final gift to the housing industry

This is model "B" of a new line of three prefab houses designed by the late Frank Lloyd Wright, and manufactured by Marshall Erdman & Associates of Madison, Wis. It was designed

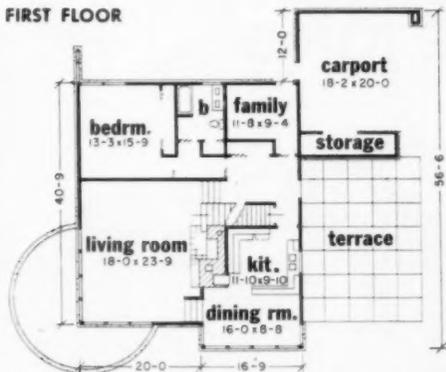
for the middle-price range—\$29,000 to \$35,000 depending on whether basement and built-ins are included. Models "A" and "C" cost \$35,000 to \$50,000, and \$18,000 respectively.

The unusual design is Wright's version of a one-room house for family living. The two-story, 2915-sq.-ft. house is a simple box. Space is divided with a minimal number of partitions.



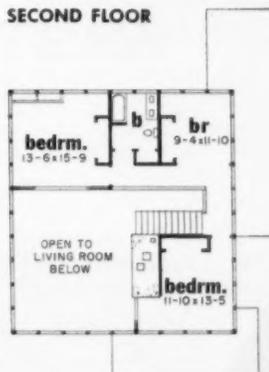
MAHOGANY-PANEL partition which separates the living room from the first-floor bedroom does not extend to the 14' ceiling.

FIRST FLOOR



FLOOR LAYOUT will fit the needs of either the small or large family. The first floor has all of the necessary rooms for a family of two: sleeping, working, dining, and living.

SECOND FLOOR



BALCONY-TYPE BEDROOMS on the second floor look out on the living room. This system creates a sense of great space.

Looks like this kitchen is a real "wife saver".
Let's take the "cook's tour".



Yes, Ma'am, you're just like most ladies . . . First thing that catches your eye is that WASTE KING automatic dishwasher.

Believe me, we checked them all and this was the best money could buy. That new

Magi-Matic Cycle Selector is quite a gadget. Now all you do is

push one button to Pre-Wash light loads or sticky

breakfast dishes for full washing later . . . or push

another to wash pots, pans and plastics, or push

a third to completely wash, rinse and dry

a full service for 14.



Like the super-quiet, super-fast garbage disposer . . . it's another

famous® **WASTE KING** appliance.

® Famous because 33 million men and women are reading about WASTE KING in Living, House Beautiful, American Home, and House & Garden. For full facts on the Magi-Matic and all other traffic-stopping WASTE KING appliances, write to:



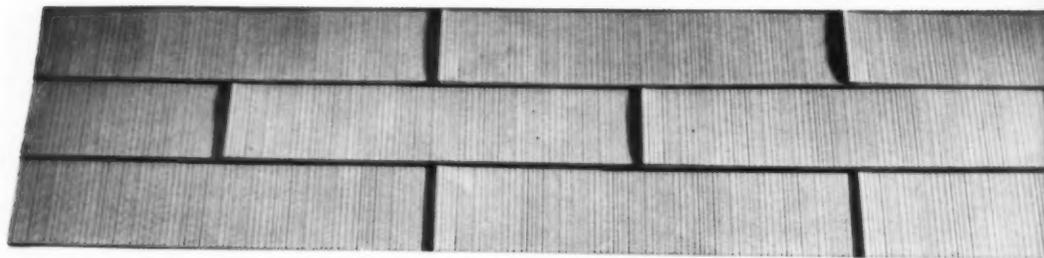
Waste King

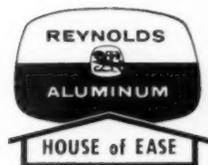
WASTE KING CORPORATION

3300 E. 50th Street
Los Angeles 58, Calif.

A Better Way To **Build**

And **Sell** *Your Homes*





HELP YOUR CUSTOMERS LIVE BETTER WITH ALUMINUM

You build better — and sell better — with maintenance-free aluminum. Aluminum siding and shingles with beautiful baked-on colors — no costly painting and repainting. Good looking, practical aluminum windows, gutters and down-spouts, louvers, hardware — no rust, no rot, and easy to handle and install. Special budget easing for your customers in heat-reflective aluminum insulation and rust-free ductwork — more efficient heating and cooling, plus moisture control. You build better and your customers live easier with aluminum. It will pay you to find out more about the growing trend to aluminum in home building. Learn how builders all over America are increasing their sales by helping families Live Easier, Live Better with aluminum. Write Reynolds Metals Company, Richmond 18, Virginia.

REYNOLDS ALUMINUM

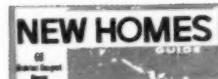
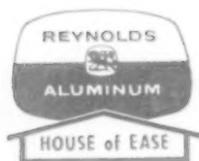
ANDREW PLACE, PRESIDENT OF PLACE CONSTRUCTION CO., South Bend, Indiana, says: "Aluminum as a modern building material has appealed to me for a long time. It was only recently, though, that I discovered for myself the tremendous appeal of aluminum's freedom from maintenance to home buyers. When people realize they don't have to go through the periodic cost and effort of painting and repainting they really buy fast. That's what Reynolds 'House of Ease' program has meant to me."



Powerful Advertising Support for Your Sales Efforts

Scores of leading home builders all over America are joining in Reynolds "House of Ease" program. They're backed up by great new Network Television Shows reaching more than 30,000,000 people week after week, full color pages in national magazines, full color pages printed on aluminum foil in Home Building Annuals — all with the Easy Living, Better Living message of aluminum — all helping sell the "House of Ease" concept. And Reynolds has local programs tailored to fit your needs. Write for full information about how you can benefit from this "House of Ease" program. Reynolds Metals Company, Richmond 18, Virginia.

REYNOLDS ALUMINUM



Another nine-page report from
Douglas Fir Plywood Association



DALE FURSBERG
Minot, North Dakota



ANDY PLACE
South Bend, Indiana



BOB CLARK
San Rafael, California



DAN HARODICK
Seattle, Washington

These 4 builders show

16 ways
to build more
house for the
money with
DFPA-QUALITY TRADEMARKED
FIR PLYWOOD



4 BUILDERS SHOW
16 WAYS TO BUILD

MORE HOUSE
FOR THE MONEY



Plywood construction = savings of over



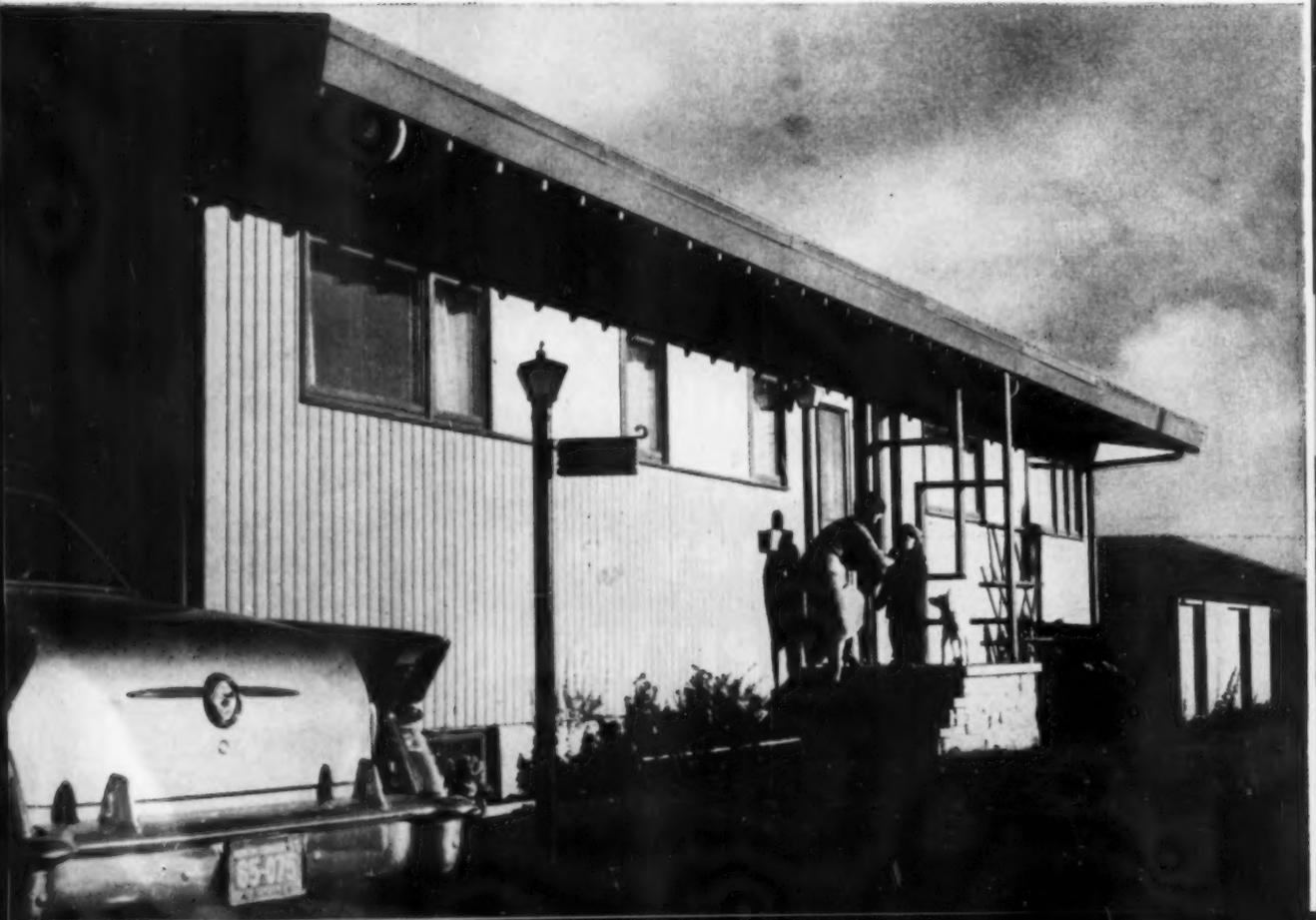
DALE FORSBERG
Minot, North Dakota

"We use plywood wherever we can. It's a real cost-cutter. Customers like it, too. Sales are up. Complaints down."

Time is money for Dale Forsberg of Minot, North Dakota. That's why he uses virtually all-plywood construction in 80-100 homes he builds per year in the \$17,000-23,000 price range. Plywood builds a better quality home, yet by capitalizing on its labor-saving advantages and using it to do two jobs in one operation—like siding-sheathing and subfloor-underlayment—he saves \$888 per house. Savings are passed on to home buyers in the form of extras giving the builder a competitive sales edge. Homes are often sold before the foundations are poured.

Every phase of the Forsberg operation is carefully planned and scheduled using specialized crews who rotate from house to house. Here is how cost savings with plywood break down on a typical unit.

1. 3/8" PlyScord® roof sheathing	\$202.00
2. Leaving plywood roof deck and rafters exposed at the eaves	126.00
3. Exterior plywood siding applied to studs without sheathing	275.00
4. 2-4-1 plywood subfloor-underlay with spline joint	225.00
...plus additional savings in overhead because plywood saves 10 days construction time per house	60.00
Total:	\$888.00



+ careful work schedules \$800 per house for Forsberg, Inc.

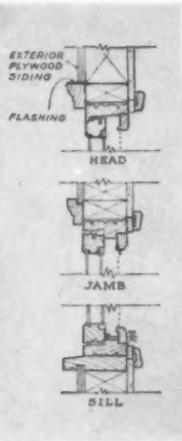
1 PlyScord® sheathing halves labor, forms solid deck for built-up roof

Forsberg uses PlyScord grade plywood roof decks for built-up roofing—at a savings of \$202 per house over the cost of boards. The plywood goes down much faster, forms a stronger, tighter deck for the finish roofing. It requires less nailing and fitting; cuts down on waste. Panels $\frac{3}{8}$ "-thick are used over rafters spaced 16" o.c.



2 Smooth underside of plywood deck is exposed, eliminating soffits

Simply by leaving rafters exposed at the eaves, Forsberg saves another \$126 by eliminating both time and materials required to install soffits. He says this is possible because the painted underside of the plywood roof deck is attractive "as is" without boxing-in. He uses A-C grade Exterior plywood, good face down, for all parts of the roof deck exposed to the weather.



3

Single thickness of Exterior plywood serves as both siding and sheathing

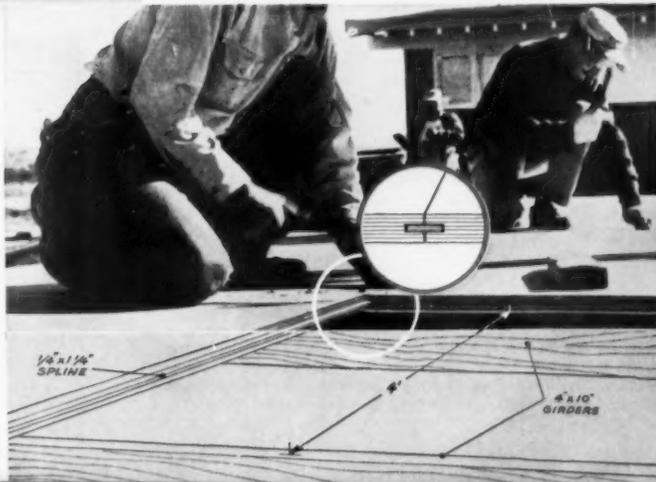
Conventional wall sheathing is completely eliminated by applying either Texture One-Eleven® (vertical grooved panels) or $\frac{1}{2}$ " Exterior plywood and battens directly to the studding. Savings: \$275 per house. Plywood combined siding-sheathing has ample bracing strength and meets FHA requirements.

Look for the DFPA-quality trademark on all plywood you buy

4 New idea in floor construction uses 2·4·1® plywood with a spline joint

Savings of \$225 per house are made by using 2·4·1 (1 $\frac{1}{8}$ "-thick combined subfloor-underlay panels) over girders on 4-foot centers, using splines instead of 2 x 4s to support panel edges. The system saves time and materials, eliminates need for additional underlayment for resilient flooring. It presents an attractive and uncluttered basement ceiling highly popular with buyers.

For more information about plywood sheathing, siding or subflooring, write Douglas Fir Plywood Association, Tacoma 2, Washington.

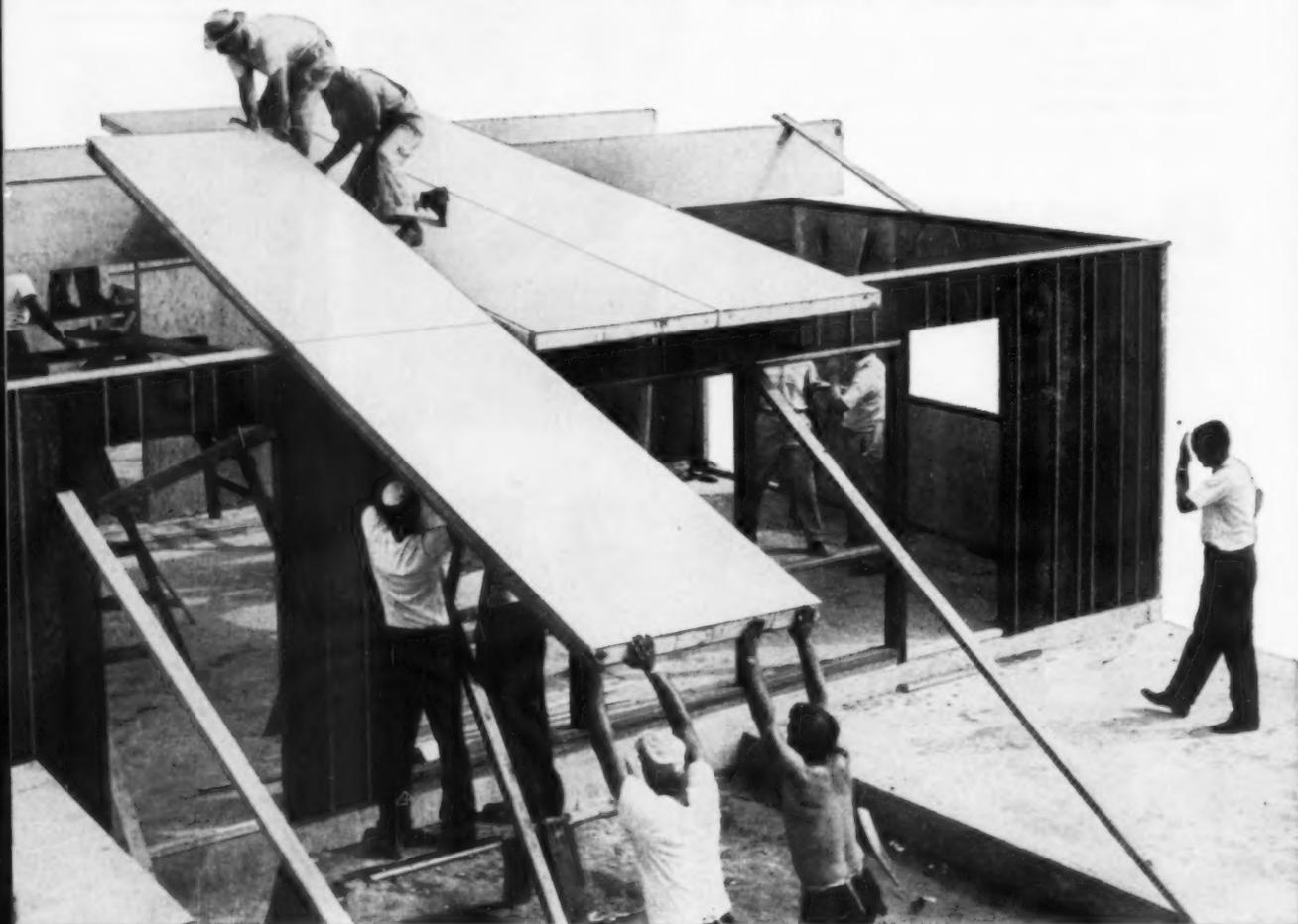


4 BUILDERS SHOW
16 WAYS TO BUILD

MORE HOUSE
FOR THE MONEY.

You'll be using factory like these

NAHB South Bend Research House shows 4 Ideas for tomorrow's house you can use today



The South Bend Research House was sponsored by NAHB Research Institute to investigate new ways to build better for less. It was built by Andy Place (above), Place & Co., Inc., South Bend. Consulting Architect: Herman York. Both also serve as Research Institute trustees. Coordinating work for the NAHB Research Institute: Ralph Johnson, director and John M. King, assistant director.

5

Stressed-skin roof panels made of DFPA-quality trademarked fir plywood and foamed styrene were installed in less than 2 hours. They combine the function of rafters, roof deck, insulation and finish ceiling in one easily handled component that replaces the many hand fitted layers of a conventional roof and ceiling. Panels (each 4 x 18 ft. and weighing only 190 lbs.) extend from ridge to eave and are joined with splines so that the plywood facings butt to each other. Strength is provided by the $\frac{1}{4}$ " fir plywood top and bottom, with foam plastic used for insulation and as a spacer between the skins.

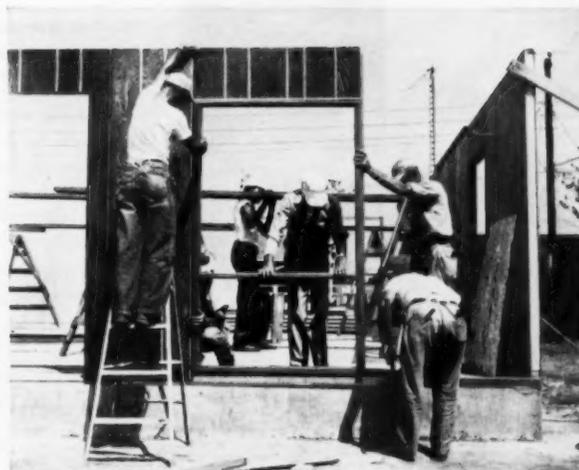
Look for the DFPA-quality trademark on all plywood you buy



made fir plywood components sooner than you think



6 Plywood box beams act as the main roof support, have $\frac{3}{8}$ " fir plywood skins nail-glued to 2x4 top and bottom chords and stiffeners. Projecting (or recessed) end stiffeners form tongue and groove joints over bearing partitions. Advantages of fir plywood box beams include high strength-weight ratio, design freedom, dimensional stability, easy-to-finish surfaces.

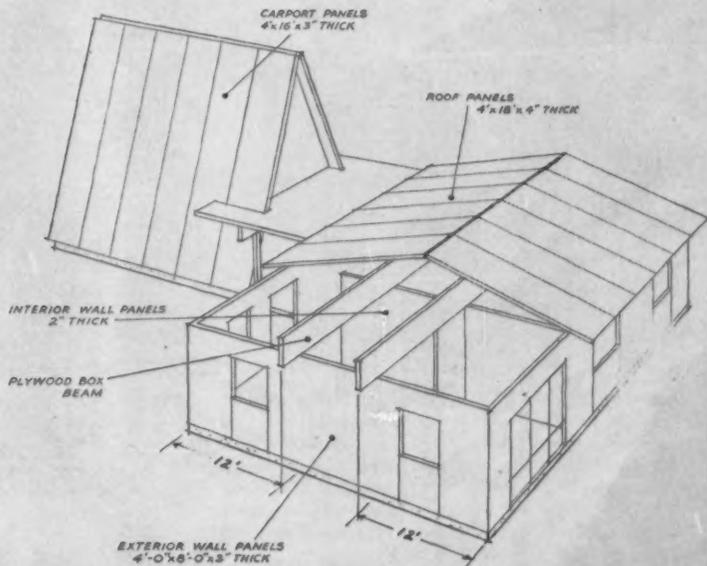


7 Exterior wall panels were erected in 3 hours, 20 minutes. Outer face is $\frac{1}{2}$ " "brushed grain" plywood with inset redwood battens; inner face is $\frac{1}{4}$ " fir plywood. Foamed styrene core gives panel a total thickness of $2\frac{3}{4}$ " and a "U" value of 0.1. The individual panels are tied together with splines and a continuous top plate shaped to conform to roof pitch.



8 Carport, built by hinging foam-core fir plywood panels together prior to erection, cost some \$400 less than conventional semi-enclosed carport. It demonstrates cost-cutting advantages of components as well as new building forms they make possible.

Cutaway shows how plywood components permit house to be assembled with relatively few big parts, rather than built with countless small pieces.



(CONTINUED)

4 BUILDERS SHOW
16 WAYS TO BUILD

MORE HOUSE
FOR THE MONEY

The extra quality of Builder Bob Clark



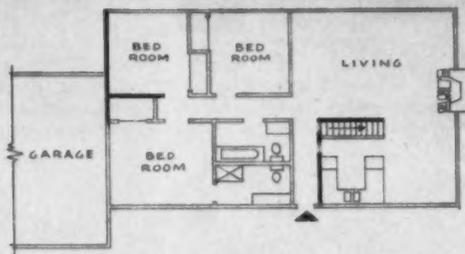
BOB CLARK
San Rafael, California

"Solid basic construction is a 'must' in \$30,000 homes. To us that means DFPA plywood. It's the best money can buy."

Bob Clark has found today's second-time home buyers a lot more sophisticated about basic structural materials—especially with 2-level homes perched on steep lots in Northern California's earthquake territory. Plywood's extra strength can be just as important as good design, or a spectacular view—all of which are featured in Clark's semi-custom Madera Gardens homes in Corte Madera. He describes his homes structurally as good looking reinforced plywood boxes that can't wrack or twist.

Clark's homes contain over 2,000 square feet and range in price from \$23,500 to \$30,000—or about \$11 a square foot, lot included. Plywood saves about \$200 per house, largely due to lower installation costs.

For more information about fir plywood structural applications, write Douglas Fir Plywood Association, Tacoma 2, Washington.



Typical upper level floor plan. Heavy lines show location of plywood shear walls.

2-4-1 PLYWOOD
ROOF DECK

PLYWOOD SHEAR
WALLS

2-4-1 PLYWOOD
SUBFLOOR

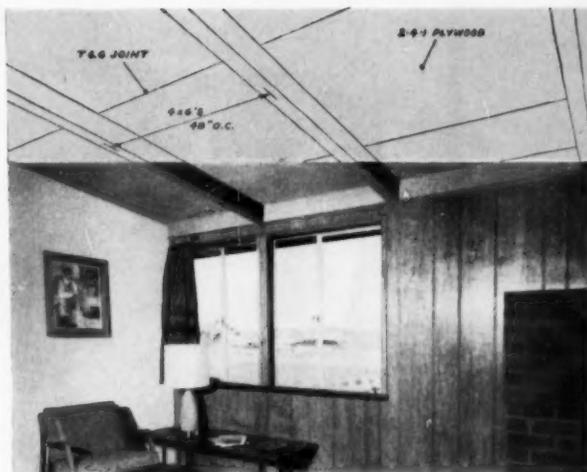


fir plywood construction helps sell the upper-income market



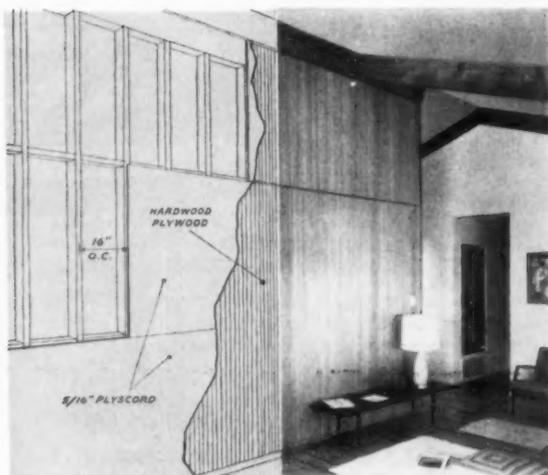
9

2-4-1 Subflooring is used for both oak-strip covered main level and semi-finished basement. The 1 1/4" thick panels are laid over beams 48" o.c. Panel edges are tongue and grooved to eliminate blocking. Clark, who switched from 2 x 6 car decking, reports plywood is superior structurally and costs about \$100 less installed.



10

2-4-1 Roof decking is basically a modification of the floor system. Panels serve as both roof sheathing and finish ceiling. Panel edges between beams are tongue and grooved, with eased edges. As with subflooring, the in-place cost of plywood construction comes to \$100 less than car decking; material costs are the same, but plywood can be installed in half the time.



11

Plywood shear walls eliminate bracing on all other walls and permit use of large glass areas on the view side. Used in pairs (see floor plan), they work with the horizontal plywood floor and roof diaphragms in resisting high wind or earthquake loads. At least one shear wall on every home is continuous from foundation to roof.



12

Texture one-eleven is used either as the basic side wall covering or as an accent for other materials. Panels are applied directly to the studding without sheathing and are given two coats of a heavily pigmented shake and shingle stain. In the house above Texture One-Eleven is used on the upper level carport to relate it visually to the main structure.

Look for the DFPA-quality trademark on all plywood you buy

(CONTINUED)

4 BUILDERS SHOW
16 WAYS TO BUILD

MORE HOUSE
FOR THE MONEY

How one tract builder —and saves \$300

13

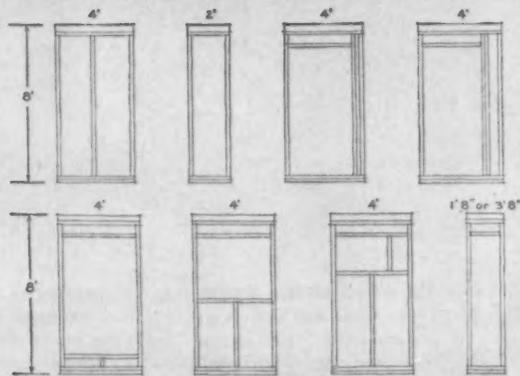
Pre-fab plywood wall sections for the 1,000 sq. ft. houses being built by Hebb and Narodick are installed in an average of 45 minutes. The components are tipped into place, butted and nailed together. A continuous double 2 x 6 header ties the sections together.

Hebb and Narodick buy the Lu-Re-Co components from Blackstock Lumber Co., Seattle, who make deliveries to meet work schedules. Construction is completed in 30 days or less in contrast to the 6-8 weeks formerly required.

The Hebb and Narodick homes are a modified version of the "Madison", one of the new "Emblem" homes designed by DFPA for either Lu-Re-Co or conventional construction. For more information write Douglas Fir Plywood Association, Tacoma 2, Washington.



Hebb and Narodick, Seattle, Wash., have just completed one 41-home tract using Lu-Re-Co plywood components, and are using them on another, 106-home tract just getting under way. Dan Narodick (above) is partner in charge of the projects. Al Curran is superintendent.

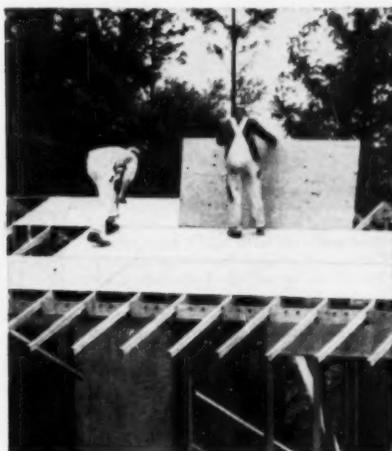
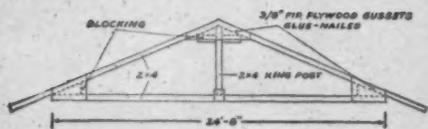


8 basic panels are used, with $\frac{3}{4}$ " PlyScord® sheathing over 2 x 4s, 24" o.c. Window frames are installed by fabricator. Sections rest on $\frac{3}{4}$ " fir plywood sole plate and are tied together by a continuous double 2 x 6 header.



uses Lu-Re-Co plywood components per house in labor costs alone

Roof construction is fast and easy with plywood sheathing over pre-fab trusses and gable ends



14 Kingpost trusses eliminate load bearing partitions, save 16 man hours per house. Two men take less than 4 hours to install the 24 trusses used on each house. Nail-glued fir plywood gusset plates fasten truss members securely... provide added stiffness and rigidity.

15 Pre-fab gable ends are installed by a two-man crew in 20 minutes—compared to four hours required for piece-by-piece construction on the job. Units are basically kingpost trusses covered with 3/8" exterior fir plywood and battens.

16 PlyScord® roof sheathing takes between one third and half the time required to do the job with boards or shiplap. Panels, 1/2" thick, are applied over trusses on 2-foot centers. Plywood sheathing saves on nailing, reduces waste, provides superior lateral rigidity.

WE URGE YOU TO SPECIFY ONLY DFPA TRADEMARKED PLYWOOD

because...

The DFPA-industry quality control program assures satisfactory performance of the plywood you buy.

DFPA conducts product research and development to give you the best material for the job—and up-to-date information about how to use it.

DFPA works with building codes to clear any road blocks which might prevent you from using plywood to best advantage.

DFPA national advertising programs help pre-sell your customers on plywood construction, as well as enlarge the new home market.

In view of these activities in your behalf, we again urge that you buy only DFPA-trademarked plywood.

DOUGLAS FIR PLYWOOD ASSOCIATION, TACOMA, WASHINGTON
—a non-profit industry organization devoted to research, promotion and quality control



Since 1934, the DFPA-industry quality control program has served customers and specifiers by providing unbiased and authoritative certification of fir plywood quality.

Only plywood which bears the DFPA trademark is manufactured under the industry-wide Douglas Fir Plywood Association quality control program. Always look for the letters "DFPA"



Heat and cool with this year-around Climate Changer! Cooling unit may be added later—so you may offer cooling as an optional feature. 2, 3 and 5-ton capacities. Heating unit (lower section) comes in a complete range of sizes and types, oil or gas-fired.

Now! 3 ways to provide cooling and still keep building costs down!

New Trane Climate Changers heat, cool—or both—add salability to your homes at minimum extra cost

Here are *three ways* you can offer complete air conditioning in the homes you build—and still keep your prices competitive. New TRANE Climate Changer units give you your choice of any type of heating—with matched cooling systems. And this is *quality* air conditioning—manufactured by a leader in big building systems—backed by a national sales and service organization.

- 1 **HEAT AND COOL** any type of home with a TRANE combination Climate Changer. Heating unit may be gas or oil-fired warm air type. Matched cooling unit fits on the furnace. This way, all ductwork and other equipment is installed at the same time, cutting your installation costs.
- 2 **OFFER OPTIONAL COOLING** by installing just the heating unit now—letting the buyer decide on cooling, now or later. TRANE equipment is *matched*—making it easy to add the cooling units.
- 3 **WITH HOT WATER HEAT**, install a Climate Changer fan-coil unit. Fits into utility room, attic, basement or behind partition.

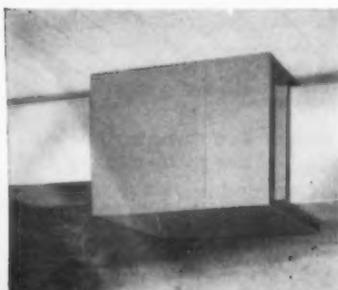
Every TRANE installation is handled by a carefully selected engineering contractor. Equipment is installed right—the first time! And the name TRANE on your heating-cooling system means full-capacity . . . trouble-free operation. It marks yours as a quality home. For facts on Climate Changers, call your nearby TRANE Sales Office. Or write TRANE, La Crosse, Wisconsin.

For any air condition, turn to

TRANE

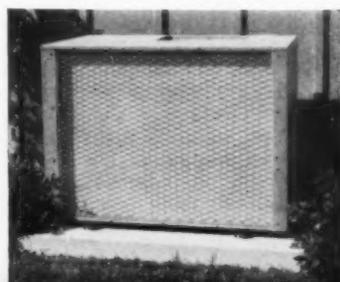
MANUFACTURING ENGINEERS OF AIR CONDITIONING, HEATING, VENTILATING AND HEAT TRANSFER EQUIPMENT

THE TRANE COMPANY, LA CROSSE, WIS. • SCRANTON MFG. DIV., SCRANTON, PA.
CLARKSVILLE MFG. DIV., CLARKSVILLE, TENN. • TRANE COMPANY OF CANADA, LIMITED, TORONTO
87 U. S. AND 18 CANADIAN OFFICES



For cooling with any type of heat, install this Climate Changer fan-coil unit. Fits into just 5 square feet in attic, utility room, basement or garage. Ideal for use with TRANE Baseboard and other types of wet heating. Sizes to cool any home or small commercial building.

Needs no water! Compressor and condenser unit for TRANE Climate Changers described above is air cooled . . . eliminates water supply and disposal problems. Installed outside the home or building. Features high capacity, quiet operation and small dimensions.

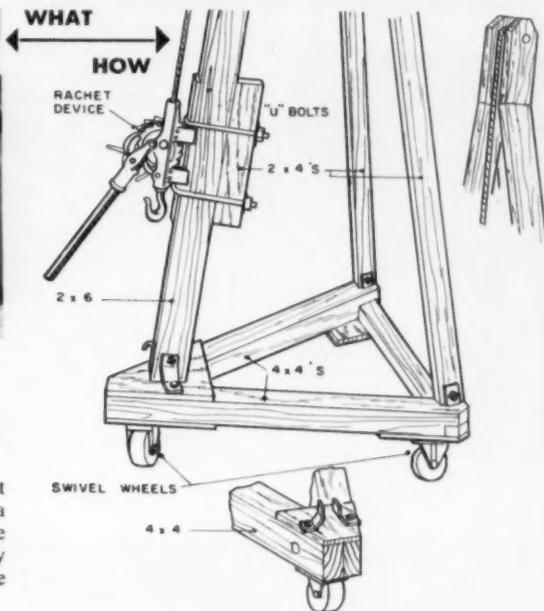


BUILDING WITH Brains



Movable hoist is easily made, simplifies handling of heavy timbers

C. K. Dart, Eugene, Ore., uses this wheel-mounted hoist for lifting 8x14 beams. It's made of two 2x4s and a 2x6 (see drawing, right). Leverage is provided by a "More Power Puller," a pulley made by the Wyeth-Scott Company of Newark, Ohio. Dart finds his crew now has little trouble positioning such large timbers by hand.



Spray-on coating saves time, labor in curing terrazzo floors

In curing the terrazzo floors of a Washington, D.C. shopping center, T&T Construction Co. sprayed on a resin-base compound (photo, below right). The compound dries quickly, seals in moisture. This eliminated the need to keep workmen returning every day for six days to wet down the floor (photo, below left).

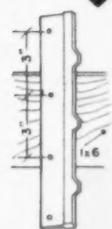
An ordinary 2½-gallon garden sprayer was used to apply the resin-base compound.



OCTOBER 1959

This builder saves money with steel batter-board stakes

Today's high cost of lumber makes the waste of a few 2x4s run into dollars. So Jim McMahan, Hamilton, Ill. stakes batter boards with reusable steel fence posts. To adapt posts, he drills holes 3 in. O.C. (drawing, right). So batter boards can be nailed at any height.

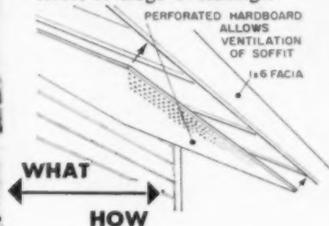


Continued ▶

Perforated hardboard provides attractive way to ventilate roofs

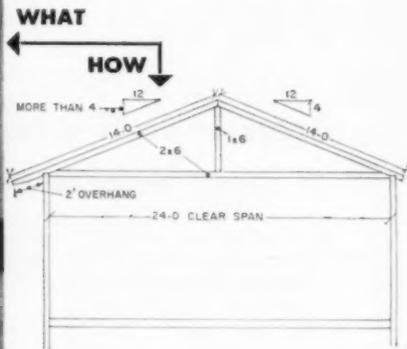


Another smart idea from C. K. Dart: by using 1/4-in. Masonite Pegboard to form his soffits, he gets two advantages: (1) the perforations provide excellent roof ventilation; and (2) the material's surface lends visual interest to large overhangs.



Short-wave radios can save you time

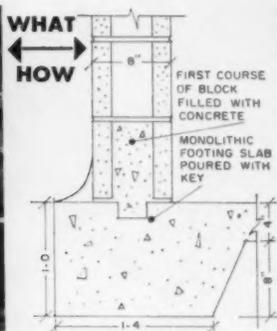
Bob Schmertz, Lakewood, N.J., has short-wave radio units in his car, his superintendent's, and his foreman's. Radios save time in getting field reports, locating equipment, co-ordinating work with FHA and utility inspectors.



Smart builder examines his MPSs, finds out they permit big savings



These tricks enable Bob Schmertz (see above) to save money under the new MPSs. (1) He frames roofs off center, using two 14-ft. 2x6s to span 24 ft. This gives a 2-ft. overhang at front of house (see drawing, above). (2) He hangs 24-ft. ceiling joists from rafters with 1x6 strips. In effect, this creates conventionally-framed king-post trusses, eliminates load-bearing partitions. Result: he can use lighter girders and lally columns. Saved: \$50 a house. (3) He saves another \$25 a house by eliminating outriggers. He bevels overhanging rafters to 4-in. (see photos, above). Frieze board is nailed to rafter ends, soffit is nailed to beveled undersides (see photo, left).



How to save \$75 a house: pour slab and footing monolithically

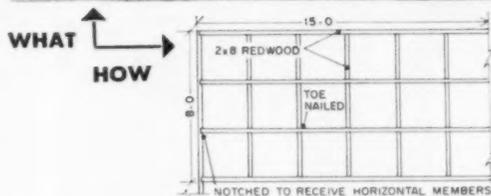
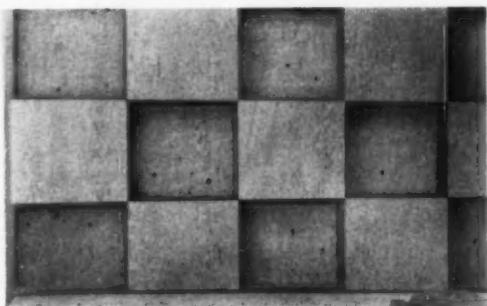
By pouring his slabs and footings monolithically, Bob Schertz saves \$75 per basement. Here's why:

- He eliminates one pour.
- He saves one course of concrete block. "Ordinarily," says Bob, "the

block walls are keyed into the footing. So when the slab is poured, it's level with the first course of block. But with our system, the walls start on top of the slab. This lets us achieve the cellar height required by the MPSs in 10

courses of block, instead of 11."

Another trick: Bob uses cinder block in the top course. This permits nailing wood members right to the walls with a minimum of trouble. Extra cost: only 2¢ per block.



This unusual patio divider is attractive, easy to build

Bob Clark, San Rafael, Calif., worked out this divider for houses with adjoining patios. It's made of redwood 2x8s framed as shown above. Framework is covered with 32-in. squares of plywood. These are painted in bright, contrasting colors, arranged in alternating checkerboard patterns (see photo).

Metal door and window jambs . . .



. . . can save you 2 hours per house

Jim McMahan saves two hours per house by using metal door and window jambs (by Kewanee) in his basements. Poured right into the walls (see photos) these units give a neat, accurate job, don't require mortar sills or caulking. But, most important, they don't need all the careful fitting by a carpenter that wooden jambs would ordinarily require.





Integral curb and gutter mean more savings, less trouble

A last item from ace cost-cutter Bob Schmertz. He builds gutters and curbs monolithically (see

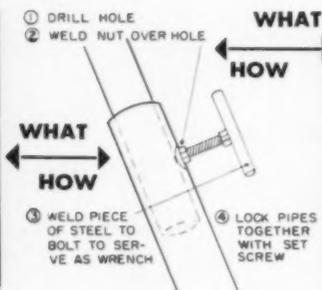
photos, above). This gives two advantages: (1) there's no erosion where curb and gutter meet; and

(2) curb needn't be interrupted for driveways—a car will easily drive over the low curb.

Water-repellent masonry fill speeds insulation of basement walls

Joe Volvano, Detroit masonry contractor, insulates his concrete-block basement walls with Zonolite water-repellent fill. It takes him only six man-hours to do 1,400 sq. ft. of wall area—much faster, and less expensive, than furring out and installing batts.

Zonolite fill is a pour-in type insulation specially treated for use in cavity and block walls. It won't hold moisture, set up capillarity, or compact.



Save that old scrap iron. You'd be surprised how it can help you

Here are two ways you can put scrap iron to work: (1) to make a wall brace (see photo, top left); place one piece of scrap piping inside another. Drill a hole

in the outer one, weld a nut to the hole to accept a set screw. Weld a piece of steel to the bolt. This will serve as a hand grip. (2) To make scaffolding (see photo, top

right); again, use two lengths of pipe, one sliding into the other. Follow same procedure as in making wall brace. (From Jim McMahan).



The builder bought it

The buyers loved it . . .

Yours will, too!

Looking for something *practical* and *new* to add appeal to your homes? Herbert L. Sandburg, a prominent Chicago area builder, found it in the NAUTILUS NO-DUCT HOOD*—the new kitchen appliance that eliminates cooking odors, smoke and grease without costly ducts and vents.

Mr. Sandburg installed the NAUTILUS NO-DUCT HOOD in the first 100 of his 250-home development to measure buyer reaction. After several weeks, he asked these new home owners what they thought of it. The unanimous answer was that the NAUTILUS NO-DUCT HOOD was one of the most useful appliances in the house.

"Believe me," says Mr. Sandburg, "The NAUTILUS NO-DUCT HOOD is going into all 250 kitchens. And I'm building 20 apartment house units with 200 apartments that will be equipped with the NAUTILUS, too. This is something people *want!*"



OCTOBER 1959



*Patent Pending

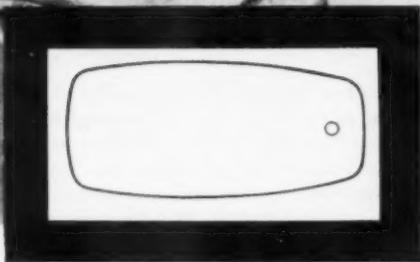
No kitchen is really modern unless there's some way to get rid of cooking odors, grease and smoke. With the NAUTILUS NO-DUCT HOOD AND FAN you can offer pure, clean kitchen air without costly, time-consuming installations required by conventional range hoods.

- Easy screw driver installation . . . no ductwork, carpentry, mason work or wiring needed.
- Purifies kitchen air by means of an Activated Charcoal Filter plus a Grease Filter.
- Can be installed in any kitchen . . . on any wall . . . with any kind of range or layout . . . *in single or duplex homes and apartments.*
- Full range of sizes and colors available.

GET ALL THE FACTS—MAIL THIS COUPON TODAY!

	MAJOR INDUSTRIES, INC. AB10 505 N. LaSALLE ST., CHICAGO 10, ILL.
	Please rush me full information on the NAUTILUS NO-DUCT HOOD.
Name _____	
Position _____	
Company _____	
Address _____	
City _____	Zone _____ State _____

KOHLER DYNAMETRIC BATH



K-516F

Dynamic symmetry Increased comfort Easy installation

The Kohler Dynametric, of balanced contemporary design, offers new bathing luxury, bathroom beauty, safety, practical utility.

A symmetrically enlarged bathing area assures roomy comfort. The bottom is flat for safety, the end sloped for stretch-out reclining. All four corners provide useful surfaces—as convenient

seats in front, for toilet articles at the rear.

Straight front styling, 32-inch width, and machine ground back and ends— together with four cast-on leveling supports, insure firm, time-saving installation.

The chrome-plated Constellation fittings — engineered for finger-tip control—are solid brass for maximum wear and corrosion resistance.

The Dynametric is presently available in the 5' recess model, left or right outlet—white and six colors.

KOHLER CO. Established 1873 KOHLER, WIS.

KOHLER OF KOHLER

ENAMELED IRON AND VITREOUS CHINA PLUMBING FIXTURES • BRASS FITTINGS
ELECTRIC PLANTS • AIR-COOLED ENGINES • PRECISION CONTROLS

Get ALL the facts before you specify any appliance

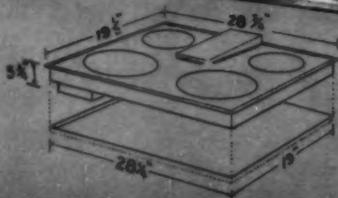
NEW BUILT-INS SAVE SPACE, CUT INSTALLATION COSTS



Model RJ35-A



Model RU35-A



WHEN YOU BUILD IN HOTPOINT YOU BUILD IN PUBLIC PREFERENCE

Hotpoint

A Division of General Electric Company, Chicago 44, Illinois

ELECTRIC RANGES • REFRIGERATORS • AUTOMATIC WASHERS
CLOTHES DRYERS • CUSTOMLINE® • DISHWASHERS • DISPOSALLS®
WATER HEATERS • FOOD FREEZERS • AIR CONDITIONERS

Hotpoint

PRODUCT FACTS

5th of a series

TEAR OUT AND SAVE FOR
FUTURE REFERENCE

New Oven Fits in 24" Cabinet Width, Has New Lift-Off Door For Easier Cleaning

Hotpoint's new oven saves you money three ways. First, you add deluxe sales appeal to your kitchen at a moderate cost. Second, the oven fits into a 24" cabinet, yet offers capacity comparable to other brands which demand a 27" or larger cabinet—you save on cabinet costs and add extra living space. And Hotpoint's new up-front terminal block means quicker installation.

Surface Section Has Integral Pushbuttons, Fits 30" Cabinet

Now you can offer the pushbutton convenience of Calrod® Recipe Heat units in a standard 30" cabinet. One installation takes care of everything—there's no separate control panel to mount and wire. Can be installed with control panel in front or in rear. Hotpoint's squared mounting frame and quick connections reduce cut-out and installation time.

Available in Sunburst Yellow, Turquoise, Coral Pink, Copper Brown, Satin Metallic Finish, and Classic White.

BE SURE YOU GET ALL THE FACTS

To receive copies of all the Hotpoint Product Facts series write today to:
Kitchen Appliance Department
Hotpoint
5600 West Taylor Street
Chicago, Illinois
Attn.: Mr. F. Gene Abrams

Your Name _____

Your Company _____

Address _____

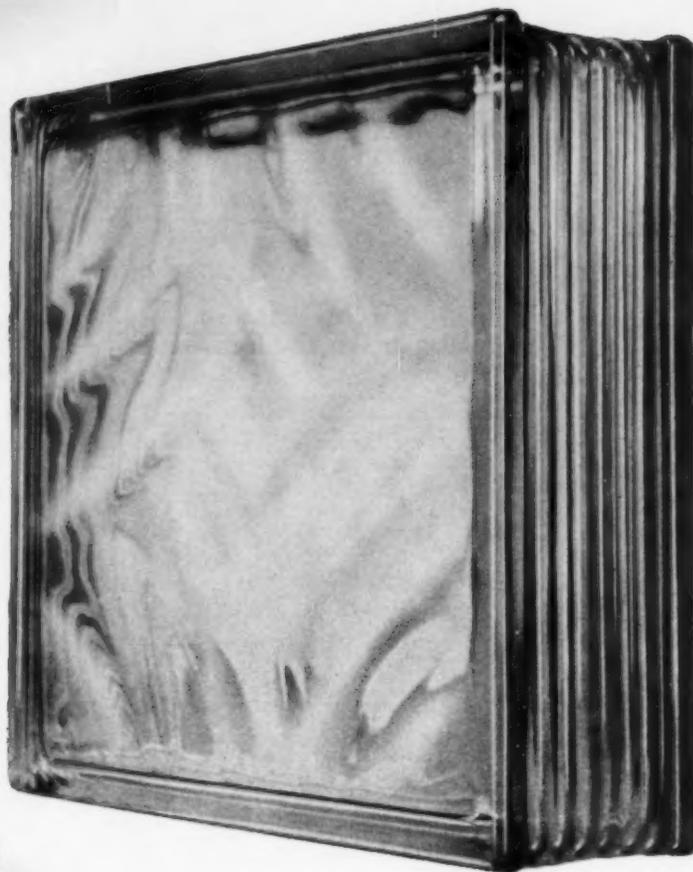
City _____

State _____



IT'S

NEW!



OWENS-ILLINOIS

“SHADE AQUA” GLASS BLOCK

... excitingly decorative because the color is in the glass!

Now . . . for the first time . . . Owens-Illinois offers a decorative Glass Block made of *colored* glass . . . SHADE AQUA.

From *any* viewing angle, the cool, distinctive SHADE AQUA 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 AQUA 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 Aqua is also available in the decorative #31 pattern. The functional #80-F design is available in SHADE GREEN. In 8" and 12" sizes.

Send for a new booklet on exciting new SHADE AQUA Glass Block. Write Kimble Glass Company, subsidiary of Owens-Illinois, Toledo 1, Ohio.

OWENS-ILLINOIS GLASS BLOCK
AN **(I)** PRODUCT

OWENS-ILLINOIS
GENERAL OFFICES • TOLEDO 1, OHIO

WHAT'S **New** AND ► WHAT TO DO ABOUT IT

It's a record-breaking year for building

Builders can expect to finish off the year with a whopping 72.7 billion dollar construction record—an all time high. Housing will touch 21.7 billion for an astonishing 1,350,000 starts. AMERICAN BUILDER's Forecast (see page 94) also sets new tops for remodeling and commercial work.

Flagrant flaw in the picture is the sharp upsurge in credit demand from every segment of U.S. industry. It's probable that tight money will get even tighter in 1960, and cause some slowing down in home starts.

► Plan now to face up to a bad situation in mortgage financing. Seek new channels, figure on higher discounts. Avoid commitments that may be blocked by higher money rates.

More business for more builders

Like every building boom, the current one is bringing thousands of new firms into the field. New research data by AMERICAN BUILDER shows carpenter and masonry contractors as the largest source of builder-contractor firms. They usually start small, but they often grow up fast. The five-house builder of 1955 may be the 100-house builder of 1960. How many will be in business in 1960? Best estimate: over 200,000 builders, contractors, and remodeling firms.

► Competition will be keener, so keep abreast of new techniques, new products, new trends. Most important, new sources of financing.

Housing bill will help sales, counteract effect of tight money

First reaction of builders to passage of the twice-vetoed housing bill was, "It's great. Why did it take so long?"

In its final form, the bill proved to be a powerful aid to big and little builders throughout the land. Here are the highlights:

- Lower down payments: it expands FHA market sharply by making homes easier to buy. Downpayment on an \$18,000 house is cut to \$800; on a \$25,000 house, to \$3,000.
- Higher mortgage limits: now upped to \$22,500.
- Trade-in housing: made easier, cheaper.
- Rental housing: new mortgage limits, higher interest, better terms.

- Housing for the elderly: direct loans covering up to 98% of development cost.
- Land development loans: permits savings and loan groups to finance land for home building.
- \$8 billion additional FHA mortgage insurance authorized: enough to keep FHA booming.

Other provisions include 37,000 units of public housing, more urban renewal, more military housing, aid to cooperative housing. It adds up to a vigorous move forward in housing of all kinds in the next few years.

► It will take time to get the housing wheels rolling, but it's not too early to engineer your own plans. Study a copy of the bill, check with local FHA or mortgage expert on new helps that fit your future.

Keep an eye on these new products

You will hear these exciting new products talked about in the months ahead:

- Lighter-weight, crystal insulating glass that fits most stock window sizes.
- One-piece aluminum ridge cap: easy to install. Also aluminum soffits, gable ends.
- Thin parquet flooring, pre-finished, plastic-impregnated to resist moisture: it's easy to lay (with adhesive) over concrete.
- Latex-base exterior house paint: has long life, dries in 20 minutes, can be applied over damp surface or in damp weather.

► Check what's new in building products and equipment. You will find a complete directory of manufacturers and trade associations in AMERICAN BUILDER's April *Buyer's Guide*.

Labor rates move up again

Building wage rates continued to rise last month, increasing the pressure for higher price tags on houses. Builders were caught in the squeeze between higher land, labor and material costs, and the reluctance of buyers to pay more. Carpenter wages have risen 4.8% in the past year, now average \$3.63 an hour. Bricklayers are up 4.5% to \$4.04 per hour.

► Even though most small home builders are not unionized, count on continuing trend to higher wages in 1960. Study work patterns, methods, procedures to get higher productivity.

Air conditioning lifts builder sales

Torrid weather this past summer gave another big push to air conditioning and won new converts for next year's houses. Sales of unit conditioners passed 1,750,000, and installations of central jobs in homes set a new record.

Builders report four significant developments that will help them sell more air-conditioned homes in 1960:

- Simplified in-wall installation of units for small homes to cut costs.
- Better engineered central systems that are more compact, easier to install.
- New gas-operated cooling systems with low-cost operation in areas where gas is cheap and plentiful.
- Buyer acceptance stepped up by new promotions which stress clean air, less housework, better health, in addition to cooling.

▶ Take a sharp look at newer, less expensive ways to air condition homes. Weigh cost against extra sales lift you will get.

Help for small builders

Builders who put up a few houses, do some remodeling and one or two light commercial jobs are the backbone of the business. These smaller firms are profiting most by newest products and methods. "Packaged" door, window, and heating help them do a job better and faster. A new wall and roof panel with Polystyrene core is another good example. Made by Koppers Co., this "universal" panel has a prefinished interior and exterior of plywood, hardboard, or plastic. It will have a multitude of uses.

▶ Substitute building with brains for building by habit. The smaller the firm, the more profit there is in new time- and money-saving methods being developed every day.

Prefab in state of flux

When giant National Homes Corp. told the world last month of its absorption of seven other prefab firms, it stirred a wave of speculation by builders. Other mergers were rumored. Will one or two huge firms dominate the industry? What will be the effect on competition? Many observers felt that the pyramiding at the top would be countered by growth of efficient new firms operating in key local areas.

Exceptions make the rule

Action by FHA to modify harsh and sometimes unworkable aspects of the new Minimum Property Standards was received with cheers by local builders (those in the lucky spots!). Steeper lot grades were authorized in Pittsburgh; cesspools permitted in Portland, Ore.; greater lot coverage (50%) in Philadelphia. Other local exceptions are under study in hundreds of areas to meet local problems or special conditions.

▶ Check the new MPSs against your local practices, make sure you are informed about latest local ruling by your nearest FHA office. Where there's a clearly unfair or unworkable rule, request a change.

More growth areas studied

Fifty additional communities where population and housing growth are predicted for the next five years have been announced by AMERICAN BUILDER'S research department. Hottest area: Kenosha, Wis. Here are 15 of the leaders:

	<i>Dwelling units built 1954-1958</i>	<i>Dwelling units to be built 1959-1963</i>	<i>% change</i>
Kenosha, Wis.	1,700	6,600	288.2
West Palm Beach, Fla.	15,000	57,500	283.3
Bay City, Mich.	1,000	3,100	210.0
Racine, Wis.	2,900	8,300	186.2
Fort Worth, Tex.	25,400	62,100	144.5
Springfield, Ohio	1,500	3,500	133.3
Albuquerque, N.M.	13,000	30,000	130.8
Oklahoma City, Okla.	17,000	36,800	116.5
Wilmington, Del.	14,200	30,100	112.0
Anderson, Ind.	2,600	5,500	111.5
Muskegon, Mich.	2,900	6,000	106.9
Lansing, Mich.	5,600	11,500	105.4
Altoona, Pa.	600	1,200	100.0
Stockton, Calif.	8,900	17,700	98.9
Boston, Mass.	48,300	95,400	97.5

Diversify or die?

Some home builders see diversification as the answer to their tight money problem. Light commercial and remodeling jobs can carry a higher proportion of money costs. Builders plan to shift some part of their crews to these non-residential fields where financing is easier.



AMERICAN BUILDER ANNOUNCES:

How 50 more[★] Building Markets will change in the next 5 years

STANDARD METROPOLITAN AREAS	DWELLING UNITS BUILT FROM 1954 THROUGH 1958	DWELLING UNITS TO BE BUILT FROM 1959 THROUGH 1963	NUMERICAL CHANGE	PERCENT OF CHANGE
SAN BERNARDINO-RIVERSIDE				
—ONTARIO, CALIF.	77,500	137,300	+59,800	+ 77.2
BOSTON, MASS.	48,300	95,400	+47,100	+ 97.5
BALTIMORE, MD.	66,800	83,700	+16,900	+ 25.3
SACRAMENTO, CALIF.	38,000	62,700	+24,700	+ 65.0
FORT WORTH, TEXAS	25,400	62,100	+36,700	+144.5
WEST PALM BEACH, FLA.	15,000	57,500	+42,500	+283.3
MILWAUKEE, WISC.	49,700	54,600	+ 4,900	+ 9.9
SAN ANTONIO, TEXAS	23,300	41,300	+18,000	+ 77.3
OKLAHOMA CITY, OKLA.	17,000	36,800	+19,800	+116.5
WILMINGTON, DEL.	14,200	30,100	+15,900	+112.0
ALBUQUERQUE, N. M.	13,000	30,000	+17,000	+130.8
EL PASO, TEXAS	16,000	28,600	+12,600	+ 78.8
DAYTON, OHIO	31,800	27,500	- 4,300	- 13.5
HARTFORD, CONN.	16,100	24,800	+ 8,700	+ 54.0
TUCSON, ARIZ.	16,700	23,400	+ 6,700	+ 40.1
FRESNO, CALIF.	15,500	22,700	+ 7,200	+ 46.5
WICHITA, KANSAS	13,000	20,700	+ 7,700	+ 59.2
GRAND RAPIDS, MICH.	12,600	18,400	+ 5,800	+ 46.0
BATON ROUGE, LA.	10,800	17,700	+ 6,900	+ 63.9
MADISON, WISC.	9,500	17,700	+ 8,200	+ 86.3
STOCKTON, CALIF.	8,900	17,700	+ 8,800	+ 98.9
AMARILLO, TEXAS	9,100	17,100	+ 8,000	+ 87.9
SYRACUSE, N. Y.	8,900	17,000	+ 8,100	+ 91.0
BAKERSFIELD, CALIF.	15,400	16,700	+ 1,300	+ 8.4
SANTA BARBARA, CALIF.	10,900	16,500	+ 5,600	+ 51.4
KNOXVILLE, TENN.	9,600	15,300	+ 5,700	+ 59.4
NASHVILLE, TENN.	11,800	14,100	+ 2,300	+ 19.5
CORPUS CHRISTI, TEXAS	8,900	13,500	+ 4,600	+ 51.7
AUSTIN, TEXAS	8,300	12,200	+ 3,900	+ 47.0
LANSING, MICH.	5,600	11,500	+ 5,900	+105.4
SAVANNAH, GA.	8,500	10,500	+ 2,000	+ 23.5
FLINT, MICH.	18,700	9,800	- 8,900	- 47.6
TACOMA, WASH.	12,400	9,400	- 3,000	- 24.2
COLUMBIA, S. C.	N.A.	9,200	N.A.	N.A.
RACINE, WISC.	2,900	8,300	+ 5,400	+186.2
SAGINAW, MICH.	5,600	7,000	+ 1,400	+ 25.0
LINCOLN, NEB.	5,800	6,800	+ 1,000	+ 17.2
KENOSHA, WISC.	1,700	6,600	+ 4,900	+288.2
WACO, TEXAS	4,100	6,100	+ 2,000	+ 48.8
WATERLOO, IOWA	4,000	6,100	+ 2,100	+ 52.5
MUSKEGON, MICH.	2,900	6,000	+ 3,100	+106.9
ANDERSON, IND.	2,600	5,500	+ 2,900	+111.5
SIOUX FALLS, S. D.	2,400	4,700	+ 2,300	+ 95.8
SAN ANGELO, TEXAS	2,400	4,700	+ 2,300	+ 95.8
SPRINGFIELD, OHIO	1,500	3,500	+ 2,000	+133.3
BAY CITY, MICH.	1,000	3,100	+ 2,100	+210.0
JACKSON, MICH.	3,400	2,900	- 500	- 14.7
SIOUX CITY, IOWA	1,600	2,800	+ 1,200	+ 75.0
DUBUQUE, IOWA	1,400	2,000	+ 600	+ 42.9
ALTOONA, PA.	600	1,200	+ 600	+100.0
Total	711,100	1,160,800	449,700	+ 63.2

★ **We will send you more information**

In June we showed you how 50 building markets will change in the next 5 years. Now, we have statistics on another 50. Take Baltimore for example. Our researchers have a breakdown for Baltimore City and Anne Arundel and Baltimore counties. To get the full data from either or both surveys, write: Research Dept., American Builder, 30 Church St., New York 7, N.Y.

Here's how the forecast was made

Dwelling units built in an area during 1950-57 were divided by the number of new households formed in that area in the same period to obtain the dwelling unit factor. This factor, plus an allowance for increased demolitions, was multiplied by the number of new households expected during 1959-63. Result: the number of new dwelling units to be built in 1959-63.

Announcing **New Du Pont** for moisture-

These valuable promotional tools help you merchandise the extra quality built into your homes . . .



1. "WELCOME, WALK IN" STRIP of heavy-duty Du Pont Polyethylene Film . . . protects the floors or rugs in your sample home . . . quickly establishes a "quality consciousness" with prospective buyers.



2. "HIDDEN PROTECTION" ARROW helps your salesmen point out the extra-quality protection behind woodwork . . . in crawl spaces.



3. BASEMENT HANG TAG spells out the benefits of protection against dampness in the walls and under the floor.



4. NEWSPAPER ADVERTISING MATS help you promote the years of comfort provided by moisture-vapor protection to prospective buyers.

Polyethylene Film vapor protection

Plus: A dynamic new program
to help you **MERCHANDISE**
the "extra quality" built into your homes
with Du Pont Polyethylene Film

Here's a new high-quality polyethylene film for permanent moisture-vapor protection in your new homes. By using tough, durable Du Pont Polyethylene, you can assure your prospective home buyers years of comfortable living through protection against dampness and humidity.

And now, for the first time, you can *capitalize* on extra sales appeal of moisture-vapor protection. Authorized Dealers handling Du Pont Polyethylene Film can now provide you with a ready-made program to **MERCHANDISE** . . .

- the years of comfort through effective protection against

dampness and humidity

- the "extra quality" built into your homes with a nationally known, brand-name product, Du Pont Polyethylene Film.

When planning your next building starts, make sure you include moisture-vapor protection with Du Pont Polyethylene Film . . . make sure you have Du Pont's new "Builder Merchandising Kit" (as shown on left) to help you capitalize on the extra sales appeal of moisture-vapor protection. If your dealer is temporarily out of stock, write E. I. du Pont de Nemours & Co. (Inc.), Film Dept., Wilmington, Delaware.



REG. U.S. PAT. OFF.

BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY



For distinctive paneling...

consider **RED CEDAR**



preferred for its beauty—and because it is practical



RED CEDAR beautifully expresses the trend toward wood paneling for every home setting, Early American to Modern.

In either its clear or knotty grades, Red Cedar is a favorite of architects and builders everywhere. It is handsomely grained and colored. It is one of the best natural wood insulators. And Red Cedar resists swelling, shrinking and warping, thus will not crack or split. Carpenters like Red Cedar, too. It is light in weight, readily workable and easily nailed.

For *sheathing, siding, and floor and roof decking*, Red Cedar is also excellent. In addition to its insulating properties, it is extremely weather-resistant. And it is *carefully dried*, assuring accurate sizing and improved working qualities, insuring lower maintenance costs.



Write for FREE illustrated Facts Folder about Red Cedar to:
WESTERN PINE ASSOCIATION,
Dept. 701-B, Yeon Building,
Portland 4, Oregon.

Western Pine Association



member mills manufacture these woods to high standards of grading and measurement . . . grade stamped lumber is available in these species

Idaho White Pine • Ponderosa Pine • Sugar Pine
White Fir • Incense Cedar • Douglas Fir • Larch
Red Cedar • Lodgepole Pine • Engelmann Spruce

Today's Western Pine Tree Farming Guarantees Lumber Tomorrow

Western Views

By **BILL RODD**

THE THEME OF THIS ISSUE of AMERICAN BUILDER is "Problems and Opportunities." To the builder who runs ahead of the pack, problems are opportunities.

LAND PROBLEMS, for example, have been turned into opportunities by many resourceful builders. Van E. Barcus, Glendale, Calif., contractor, has no land worries. He has developed a technique for utilizing hillside lots of which there are thousands in his backyard (AMERICAN BUILDER, Sept. 1958, p. 32-G). . . . Tom Glenn moved from a Los Angeles suburb to the desert; found plenty of relatively low-priced land and a growing market for homes and commercial (AMERICAN BUILDER, June 1959, p. 40-B). . . . P. L. McNutt used to build about 200 single-family homes in the San Gabriel Valley near L.A. There is no more land in his area for such volume, but he still builds 200 units per year—now in apartments. . . . Exhibit Homes, Inc., running out of reasonably priced close-in land, started a new city 40 miles

from downtown Los Angeles.

NED CANTILLON of Westport Development Co. turned a money problem into an opportunity. Like most young builders he was short of capital for land acquisition and development, and with the cash on hand early this year he could have purchased only four lots. By use of secondary financing he was able to secure 31 lots, which of course increased his volume and profit.

MANY BUILDERS have found that it pays to stick with one source of mortgage money. Then when money becomes tight that source takes care of them. P. L. McNutt, for example, is assured of money for his apartment program for the next several months because he has given all his business to one institution for years.

PRIVATE INVESTORS furnish money for many builders. Doctors, lawyers, and other professional men frequently have money to invest at better-than-usual rates of interest. One building firm in Los Angeles has a list of

WESTERN EDITOR

W. C. Rodd
8522 Lorain Rd., San Gabriel, Cal.
Phone: Atlantic 6-1842

ADVERTISING REPRESENTATIVES

Bayne A. Sparks
Regional General Manager
1336 Wilshire Blvd., Los Angeles 17
Phone: Hubbard 3-0390
David S. Clark, District Manager
244 California St., San Francisco 11
Phone: Exbrook 7-4990
Joe Sanders, Representative
3908 Lemmon Ave., Dallas 19, Tex.
Phone: Lakeside 1-2322

such people who absorb thousands of dollars worth of second trust deeds monthly.

PROBLEMS SOMETIMES prove to be blessings in disguise. The skyrocketing costs of land, improvements, and construction have caused many builders to look to fields other than single-family homes. The BCA of California reports that 193 of its members do remodeling; 372 build small commercial and industrial; 110 build churches, swimming pools, etc. Many of these were builders who once confined all their efforts to the home market.

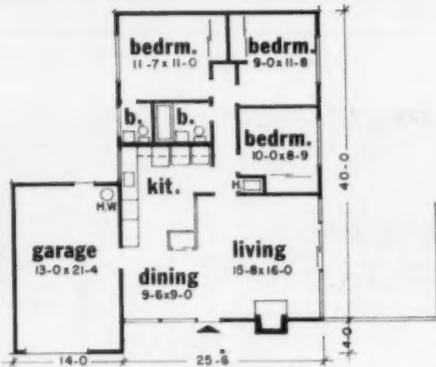
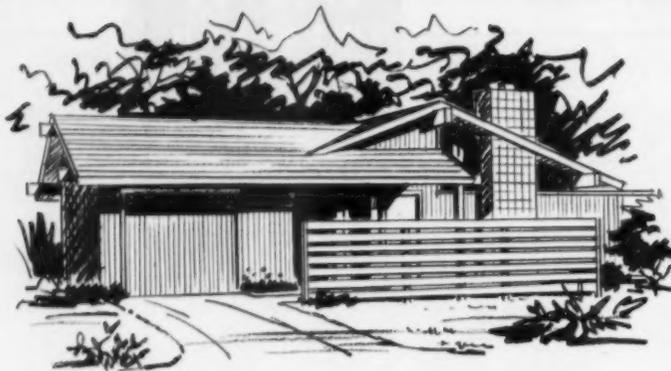
1960 WILL BE ESPECIALLY REWARDING to builders who look upon industry problems as opportunities and set about to solve them.

WESTERN ADVERTISERS INDEX

Cemex of Arizona, Inc.	46K
Columbia-Geneva Steel Div., United States Steel Corp.	46H
Fibreboard Paper Products Corp. Pabco Building Material Div.	46L, 46M
Forest Fiber Products Co.	46J
Gladding McBean & Co.	46I
Hinge Butt Template	46N
Pioneer-Flinkote	46E
Sani-Top Company	46N
United States Gypsum Co.	46D
United States Steel Corp., Columbia-Geneva Steel Div.	46H

What western builders plan for 1960

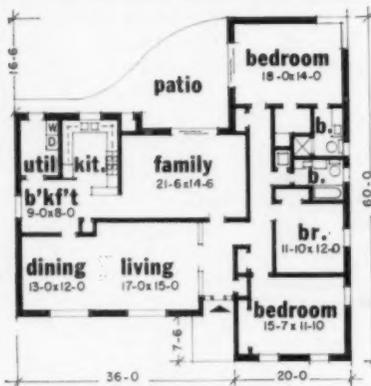
▶ **PORTLAND, ORE.: contemporary outsells area's more-familiar ranch**



USING IDENTICAL floor plans, Hallberg Homes finds more favorable acceptance for its contemporary model than its ranch which has been the mainstay in the Port-

land area. Fence in front makes floor-to-ceiling window possible. Wing wall gives house wide appearance from street, provides patio off living room. Price \$14,300.

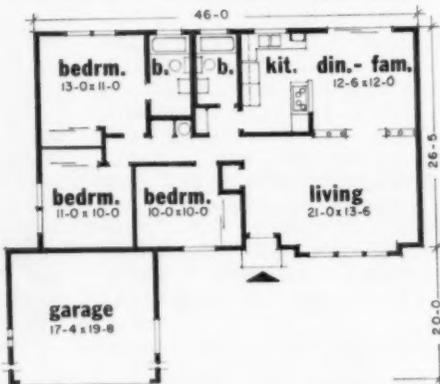
▶ **CORPUS CHRISTI, TEX.: family rooms still lead as popular sales feature**



STONEWOOD HOMES, INC., features a large paneled family room with built-in entertainment wall unit. Walk-in closet and bath in master bedroom is another big sales

getter. This house has excellent separation of living and sleeping areas, plenty of closets and storage space—as do many homes which top builders will offer next year.

▶ **GARDEN GROVE, CALIF.: complete community living is sales point**



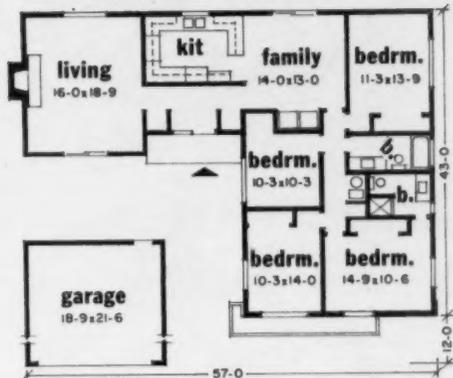
THE ALOHA is one of several designs offered by Laramore Construction Co. in its new community, Eastland. Plans call for 2,500 homes, plus apartments, shopping

centers, churches, a recreation area and a fire station. Two-car garage, two full baths, wall-to-wall carpeting in living room and hall are included in \$13,350 price.

ALBUQUERQUE, N.M.: new architectural approach to get test



A **STORYBOOK** style house is where Dale Bellamah is placing his 1960 bet. The Kailua, priced at \$23,000, is a radical departure from the type and price range he

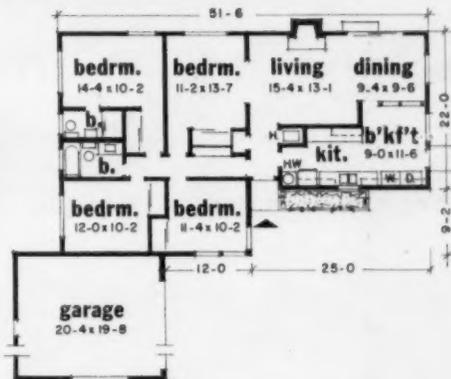


usually builds. Detached two-car garage provides patio area off the living room. A second outdoor-living area (not shown) is located off the dining-family room.

LOS ANGELES, CALIF.: builder sells prestige and brand names



THE MCCARTHY CO. offers a prestige location (between the San Bernardino and San Jacinto mountains) and nationally known brand-name products. But, more

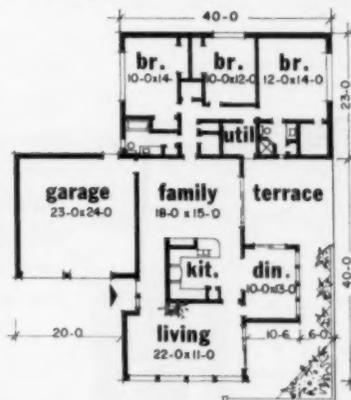


important, the company is building a four-bedroom house with two baths. The four-bedroom house is growing in popularity all over the country.

HOUSTON, TEX.: a house designed with the whole family in mind



ACTING AS A BUFFER between the living and sleeping zones, the family room gives adults and children their own areas, also makes up part of the dual entertaining



center. Even though the lot is narrow, good planning allows for a two-car garage. Price: about \$23,500.

● Continued on page 46-F ▶



In 8 out of 10 western building projects...

MATERIALS OR SERVICES BY U.S.G.

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



Right now, western building starts are setting new records. This growth situation demands new building products and plenty of them. It demands new systems for faster, more profitable building. U.S.G. meets these needs with vast production facilities and continuing research for better building techniques. If you'd like to hear how U.S.G. can help you with building problems you may be facing right now, write: 2322 W. Third St., Los Angeles 54, California, Dept. ABW-94.

UNITED STATES GYPSUM
the greatest name in building



There's a U.S.G. lathing and plastering system to meet every western design requirement.



improve
on
nature?

Yes—Flintkote has done just that—with exciting new

WOODFLEX*

VINYL-ASBESTOS FLOORING:
Like wood, no two pieces are alike, permitting true natural tone variation *without* using two contrasting colors.
WF-5 (Cherry).

Also available in economical

TEXWOOD*
ASPHALT TILE

Two colors:
WA-10 (Oak), D-Group
WA-11 (Mahogany), C-Group

and now **FLINTKOTE** has done it again...with **modnar**



...the exciting modular plank design in beautiful **TEXWOOD** colors!



Here's new design opportunity for the modern floor with the new wood look. In the new **TEXWOOD** colors **MODNAR** looks like wood—**MODNAR** shape looks like plank—providing modular concepts in floor treatment—with all the economy and service of asphalt tile. See the **NEW MODNAR NOW**—rush coupon today!

*A TRADEMARK OF THE FLINTKOTE COMPANY

All the richness of wood
in two harmonizing colors:
M-5 (Oak) D-Group and
M-6 (Mahogany) C-Group

TILE-TEX, PIONEER DIVISION, THE FLINTKOTE CO.
P.O. Box 2218, Terminal Annex • Los Angeles 54, Calif.

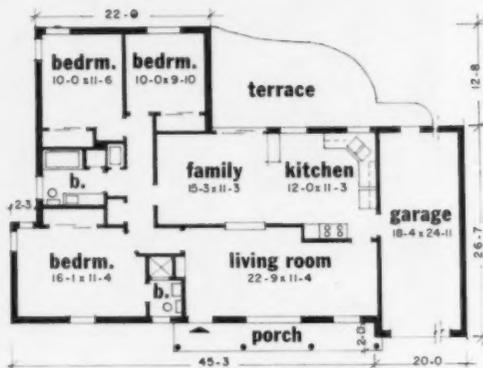
Please Rush Information on **NEW MODNAR!**

NAME _____
FIRM _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

SAN ANTONIO, TEX.: colonials move to forefront



AS A PACE-SETTING idea, E. H. "Cotton" Jaroszewski has adapted his traditional design to Colonial. Inside he carries out the Colonial motif with wallpaper in the bath-

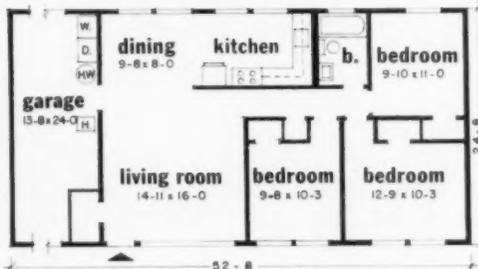


rooms, wallpaper and paneling in the dining room. Buyers comment on excellent traffic pattern, indoor-outdoor living. Cost: \$16,250 without land.

SEATTLE, WASH.: perennial top seller—the ranch house



ONE PROBLEM faced by Hebb and Narodick Construction Co., Inc., is keeping prices down in face of rising labor and materials cost. One cost-saving technique

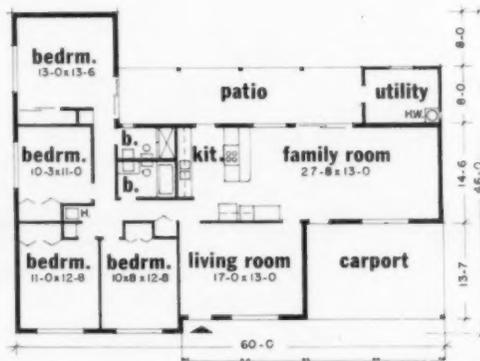


they use in this house: king-post trusses. This model crams a lot of house into a small area. Builders have two locations, price their homes from \$12,950 to \$19,000.

PHOENIX ARIZ.: demand is for four-bedroom homes

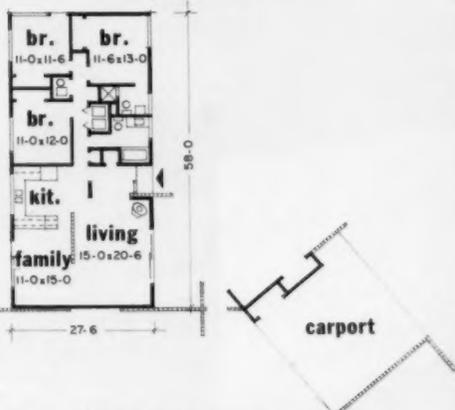


"CUSTOMIZED" tract houses are what Ralph E. Staggs gives his buyer. The demand is for four bedrooms, two baths, family room, double carport. Staggs builds them



from \$10,000 to \$16,000. This model has 1,798 sq. ft. of living area, a large patio, built-in breakfast bar. The latter is seen in an increasing number of homes.

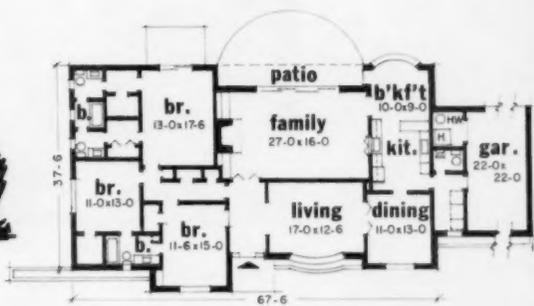
▶ **SAN BERNARDINO, CAL.: open planning in a contemporary setting**



CENTRAL HALL zones Gordon Field's contemporary model into living and sleeping areas. As in most new

model homes, two baths are included. Entry closet is another "must" in today's market.

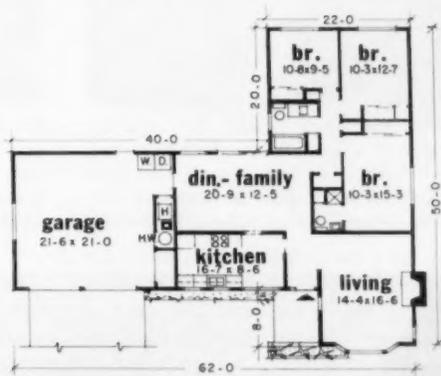
▶ **DALLAS, TEX.: "Fit for a king" is builder's slogan**



TWIN DRESSING ROOMS off master bedroom is one evidence of luxury in this "Texas Rambler." Unusual bathroom arrangement is excellent for bedrooms and

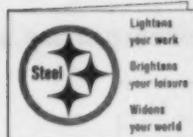
kitchen use, but lack of "guest" bath in entry zone means heavy traffic through work and sleeping areas. Master bedroom is "home-in-itself." Builder: Crest Homes.

▶ **TACOMA, WASH.: modified ranch with Northwest treatment**



HERMAN LARKOWSKY is betting that the ranch will continue as his best seller. Unusual feature in this model is sliding-glass door from the kitchen to the entry which

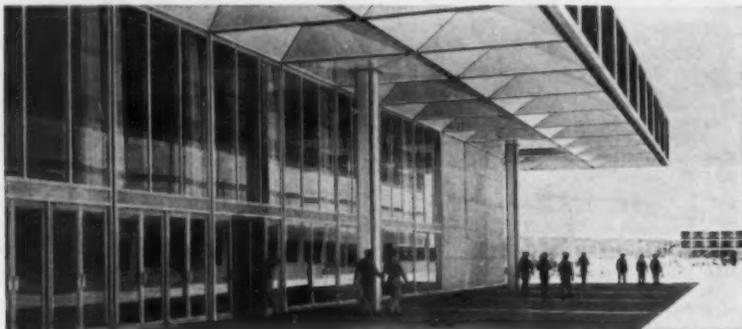
keeps traffic (especially children) from living room. The popular pass-through from kitchen to dining-family room is provided as are two baths, ample closet space.



Lightens
your work
Brightens
your leisure
Widens
your world

USS is a registered trademark

Westerners like these new ideas in **USS** steel

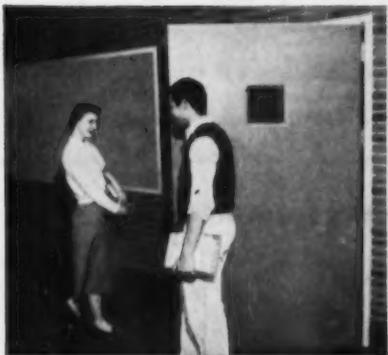


New Space for Cadets. Biggest job of its kind—the new cadet dining hall at United States Air Force Academy, Colorado Springs. Capacity: 3,000 hungry men. The roof is a 2-acre grid of USS Steel, floating on sixteen slender columns. And inside, a massive coffered ceiling is finished in gleaming USS Stainless Steel for permanent beauty and easy maintenance.

New Room for Crowded Classmates. Western school boards are solving classroom shortages with steel! Example: Palm Springs High School, well built of lightweight structurals, sheets and roof decking of USS Steel. This modern school has survived two semesters of teen-age enthusiasm and desert weather and still looks as new as it did on dedication day!



Steelwork: Calcor Corp., Huntington Park, Calif. Architects: Wexler & Harrison, Palm Springs, Calif.



New Fire Insurance for Students. Fire doors by M. Reuter & Sons, Portland, Ore., for example, are formed from durable USS Cold Rolled Sheets to surpass the highest specifications for any Western school installation.



New Support for Deep Sea Denizens. At Stanford University Zoology Museum, Palo Alto, Calif., preserved fish are safe and accessible on new steel shelves formed from USS Cold Rolled Sheets by Harbor Metal Products Corp., Belmont, California. In Western schools, offices, and plants, shelving of USS Sheets carries more weight longer at less cost per square foot.

STEEL FOR EVERY PURPOSE FROM A SINGLE SOURCE

Throughout the West, United States Steel products are at the head of the class in school building. The cost-saving advantages of steel for school construction, furniture and playground equipment can be a factor in winning bids. Ask your USS representative.



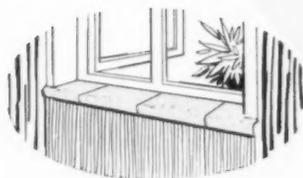
**Columbia-Geneva Steel
Division of
United States Steel**

new, window **SILL TILE**

... imagine a window sill impervious to stain, rust, blister, fading, wear or weather! It's the new Hermosa window sill tile. Already this new idea in tile is being used eagerly by architects and builders in homes, schools, hospitals, stores and office buildings.

NEW DIMENSIONS IN TILE FROM **HERMOSA**

Hermosa window sill tile comes in sections 11-15/16" x 5-7/8" with left and right angle stop sections. It can be cut to any dimensions by the tile-setter on the job. Colors are oatmeal (AH-169) and salt-and-pepper white (AH-9). Finished in sparkling Bright Glaze, Hermosa window sill tile enhances any room... can be used for interior or exterior sills... wipes clean in a jiffy. It is easy to install and surprisingly low in cost for such lifetime beauty and convenience. Write today for Hermosa window sill tile detail and specifications data.



HERMOSA *glazed ceramic* **TILE**

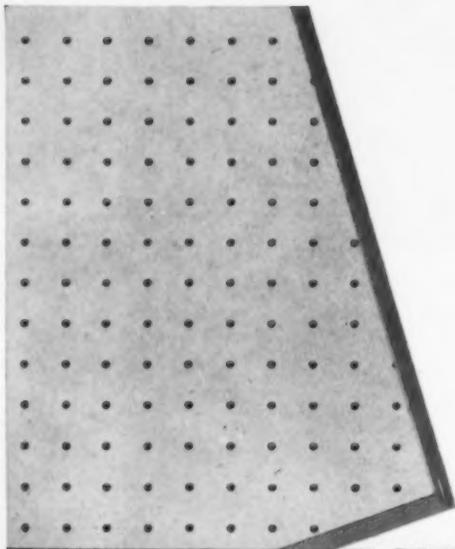
a product of **GLADDING, McBEAN & CO.**

2901 LOS FELIZ BOULEVARD, LOS ANGELES, CALIFORNIA

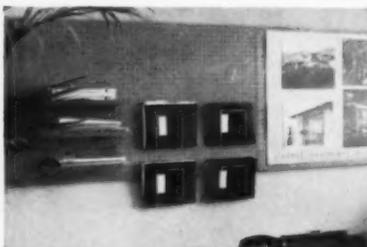
SALES OFFICES IN SAN FRANCISCO, SEATTLE, PORTLAND, SPOKANE AND PHOENIX

PUNCHED Forest Sandalwood HARDBOARD

*A superior panel that
builds quality into any application*



Ventilation. Sliding doors made from Punched Forest Sandalwood Hardboard makes a place to store and display most things needed for doing business. Store books, attach shelves, display blueprints, or maps. Scotch tape won't mar the surface.



Office Walls. A wall in an office made of Punched Forest Sandalwood Hardboard makes a place to store and display most things needed for doing business. Store books, attach shelves, display blueprints, or maps. Scotch tape won't mar the surface.



Display Walls. Whether used for walls or special fixtures, Punched Sandalwood makes a perfect place to show off merchandise at its best. Hundreds of different fittings are available to offer maximum flexibility.



Decorative. Walls made from Punched Sandalwood Hardboard give an interesting and unusual textured effect. This one has the panels cut in 18" squares. The edges are beveled to accentuate the design.



Kitchens. Punched Forest Sandalwood Hardboard hung almost anywhere in the kitchen gives homeowners a place "to put things"



Bathrooms. Sliding doors made of Punched Sandalwood not only add a decorative effect but also offer the advantage of ventilation. It is temper treated for moisture resistance.



Acoustical. Punched Forest Sandalwood Hardboard, applied over batts of Fiberglas, rock wool or wood fiber has proved to be one of the most effective yet economical methods of controlling sound. Send for a special bulletin.

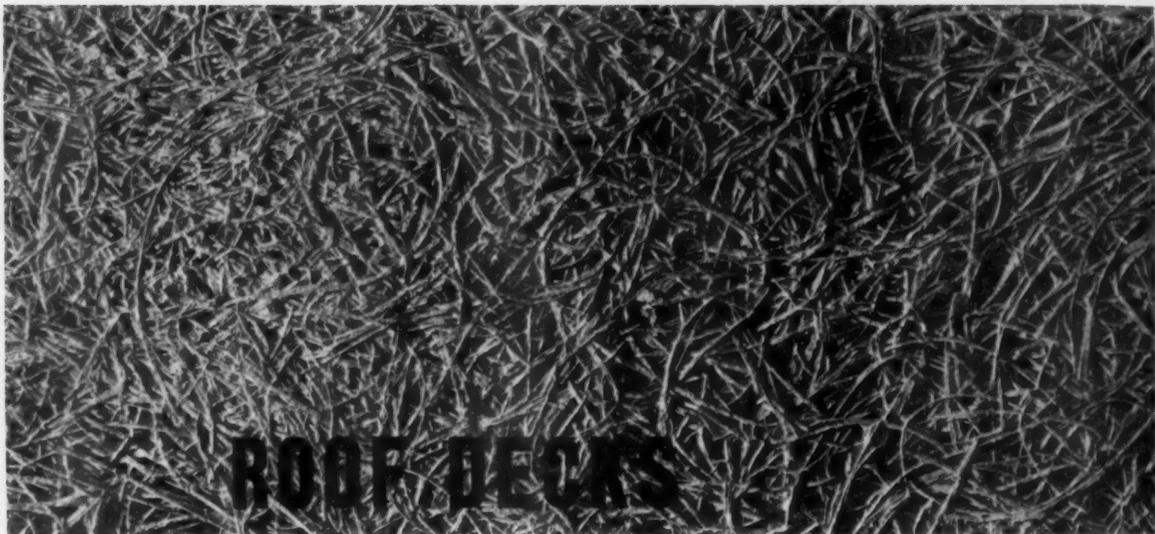
Yes, Punched Forest Sandalwood Hardboard has many, many uses and many advantages over other materials. The fact that it's hard and smooth, with clean punched holes is obvious.

In addition, you get the advantages of a fully oil-tempered panel for moisture resistance. You get a factory painted panel that needs no further finishing. You get a panel that has a baked-in, sealed surface that requires little if any attention... virtually every kind of dirt or grease wipes off easily. And you get a panel that is built to take abuse. It is hard, tough... dent and scratch resistant.

In short, when you are applying a punched panel... be sure it's Punched Forest Sandalwood Hardboard. Here's a panel you can be proud of and will show that you do quality work.

FOREST HARD BOARD

Forest Fiber Products Company
P. O. Box 68AB,
Forest Grove, Oregon



*Want to give your clients the solid plus of CEMEX?
Pluses like insulation, high acoustical qualities, decor,
all wrapped up in one incombustible, structural slab?
Rhetorical questions, yes, but read on for the economic reasons why.*

CEMEX is a structurally strong cement-bonded wood-fiber building slab that adapts to all conventional construction design, goes in place quickly or easily in all kinds of weather, saves money on first cost, and on installation.

THEN—these money-saving extras . . . for free!

CEMEX *insulates*: a 4" slab outperforms 3" of conventional wood decking plus 2" of standard insulation.

CEMEX *absorbs noise*: its acoustical quality sops up 85% of reflected sound.

CEMEX *attractive texture*: left unfinished, it provides an interior ceiling at no additional cost.

These solid pluses are built into CEMEX at about the cost of conventional materials, and it's rot-proof, termite-proof and incombustible as well.

Saw it, nail it, plaster it or paint it, it's easily installed on the job by any competent contractor. *Special to Western Builders*, additional savings. It delivers from our Arizona plant to any jobsite in Los Angeles, for example, at a freight rate of 28¢ c.w.t.

Kenneth Raetz, Executive Vice President
CEMEX of Arizona, Inc., 8949 Sunset Blvd., Los Angeles 46, California

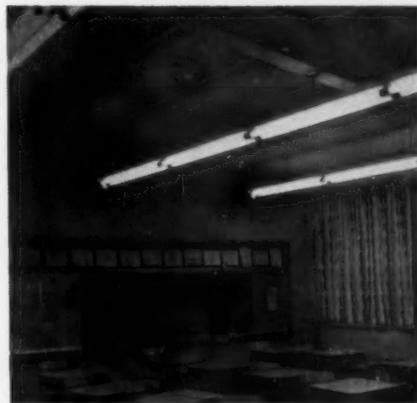
- Send me a free sample of CEMEX and catalog information.
 Provide engineering consultation service without obligation.

YOUR NAME _____

FIRM NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____



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.



Sales Division: 8949 Sunset Blvd.
Los Angeles 46 • CRestview 6-6236

THIS HOUSE WAS

BECAUSE THE BUILDER

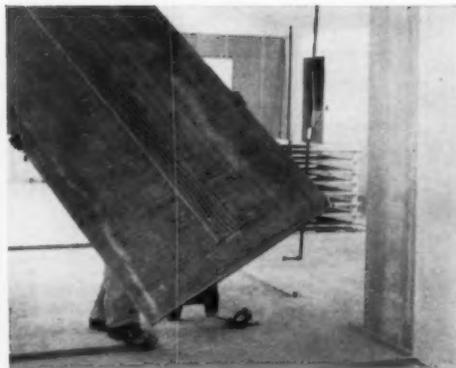
INTERIOR FRAMING WITH



1 **LAMINATE** strong 1" x 6" gypsum ribs to gypsum board panels. Ribs are attached on center with Pabco joint cement at a rate of one each 60 seconds. Total laminating time is only 40 minutes on average job.



2 **NAILING STRIPS**, 1" x 1 1/2", are applied to ceilings, floors and sidewalls. Walls are laid out according to blueprint with chalk line and level. Note how interior framing is eliminated.



3 **PANELS** go up fast, erected with staggered joints for strength and nailed along wood strips. No nails in field of panel. Laminate face panels to ribs at joints. 6" ribs, 24" o.c. give twice as much solid wall as wood studs.

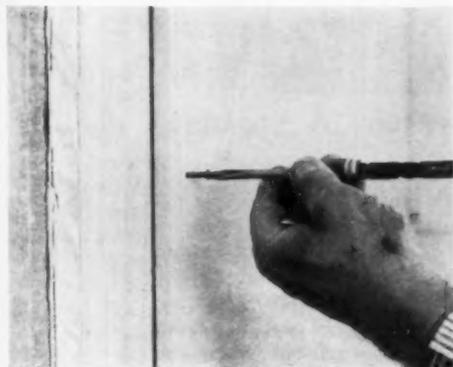
BUILT AND SOLD FASTER WAS ABLE TO ELIMINATE

PABCOWALL

(Patent Pending)



No wood studding! No nail popping! Pabcowall is the studless drywall system that: adds 20 sq. ft. more liveable floor space to the average house; has passed the one-hour fire test and separate hose stream test in accordance with ASTM standards; insulates against sound transmission comparable to thicker conventional drywall construction. For free architectural specifications on Pabcowall, please write: Dept. AB, PABCO Building Materials Division, Fibreboard Paper Products Corporation, 475 Brannan Street, San Francisco, California.



4 #7 WOOD SCREWS, 2" long, tie wall together at each joint. Three screws on edge of each panel provide all the strength you need. For quicker, cleaner construction, rely on Pabcowall.



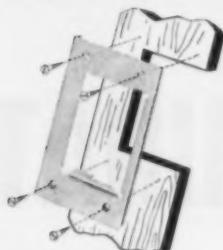
5 DOORS are cut or placed anywhere you desire. Door bucks reinforced with 1" x 1 1/2" wood strips in space between face panels. See how Pabcowall adapts itself to your most specific construction plans!



6 WIRING IS SIMPLE, with conduit coming through ceiling nailing strips and running between face panels to outlets. Note the strong outside corner achieved with 1" x 1 1/2" wood strip.

HINGE BUTT TEMPLATE . . .

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.

• **DURABLE**—Always ready to use. Never out of adjustment. Reversible.

• **ECONOMY**—Increase your output. Low price of \$4.95 lets you use several Templates at one time.

For More Information Write to:

HINGE BUTT TEMPLATE

253 W. Harriet St.

Altadena, Calif.

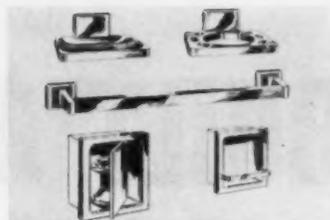
PRODUCTS AND CATALOGS FROM THE WEST . . .



Creates more space

These sliding doors can be used as room dividers. Provide almost complete control of space in the home. Aluminum sliding doors are glazed with a patterned plastic laminate for interior use. Can also be used outdoors in warm climates. Photo shows oriental pattern in bath.—Sun Valley Industries, Inc.

Circle No. 0122-W on reply card, p. 166



Bathroom trim in gold

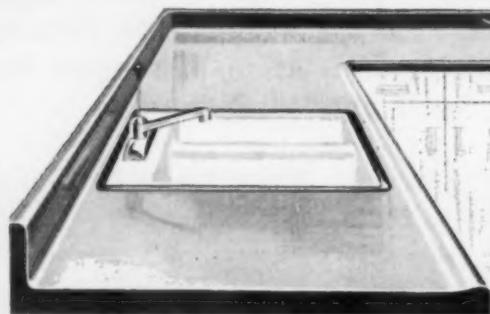
Gold-plated bath hardware retails at \$46.50 for six pieces ranging from soap holder to recessed paper holder. Gold plating is protected with two coats of plating beneath and one coat over it. Durability matches chrome. Attractive modern styling.—Sea-Chrome, Inc.

Circle No. 0123-W on reply card, p. 166

OAK AND BIRCH finished Tim-Deck panels . . . described in 7-page catalog. Discusses and illustrates 3" and 4" roof deck. Shows residential, commercial, institutional uses.—Timber Structures, Inc.

Circle No. 0124-W on reply card, p. 166

VOLUME BUILDERS! *Guard against costly time lag!*
SANI-TOP delivers best quality sink tops—on time!



Rely upon the West's most experienced sink-top fabricators for tops when you need them! Attractive SANI-TOP laminated kitchen and bathroom fixtures of consistently high quality help you sell homes. And SANI-TOP's alert follow-through, from the original purchase order to on-schedule delivery at job site, helps you sell faster. Whether it's a 20-unit apartment or a 1,000-unit Capehart, just tell us what you need and when you need it. Designs, patterns, sizes to suit all requirements.

Write, wire or phone for complete information:



SANI-TOP INC.

4610 S. Main Street
Los Angeles 37, Calif. • ADams 3-5116



**NEW!
MARLITE
RANDOM
PLANK**

*in six new Trendwoods® for
creating luxurious walls in any room*

Here's the newest in paneling for dry-wall interiors, new or remodeled. Tongued and grooved Marlite Random Plank is just 16" wide by 8' long, 1/4" thick . . . designed for fast, simple application over furring strips or existing walls.

The completely new Trendwoods which have been developed especially for Marlite by American Color Trends capture both

the beauty and the warmth of fine woods.

Yet Marlite's melamine plastic finish needs no further painting or protection . . . resists stains and mars, takes years of wear but just minutes of care.

Get complete information about new Random Plank from your building materials dealer, or write Marlite Division of Masonite Corporation, Dept. 1B-59, Dover, Ohio.



DANISH BIRCH



ENGLISH OAK



SWEDISH CHERRY



ITALIAN CHERRY



SWISS WALNUT



AMERICAN WALNUT

Marlite® plastic-finished paneling



MARLITE IS ANOTHER QUALITY PRODUCT OF MASONITE® RESEARCH

MARLITE BRANCH OFFICES AND WAREHOUSES: 204 Permalume Place, N.W., Atlanta 18, Georgia • 18 Moulton Street, Cambridge 38, Mass. • 1925 No. Harlem Ave., Chicago 35, Illinois
8908 Chancellor Row, Dallas 35, Texas • 3050 Leonis Blvd., Los Angeles 58, Calif. • 2440 Sixth Avenue So., Seattle 4, Washington • Branch Office: 101 Park Avenue, New York 17, N.Y.



PEASE helped us build and sell 32 homes in 90 days!

"It's like having an extra partner in your operation when you build Pease Homes," report Earl Bailey and Bert Udell, developers of popular Kimberly Acres in Youngstown, Ohio. "Pease customized architectural service helped us make every home different and tailored to fit its lot. This individuality was a vital factor in our success."

"But that was just the beginning. Pease also showed us how to put up homes faster and more efficiently. Then helped us merchandise and advertise for fast turnover."

This highly successful Northern Ohio building duo, now starting the seventh section of their development, are typical of the many modern builders who rely on the complete program of Pease services to make more money.

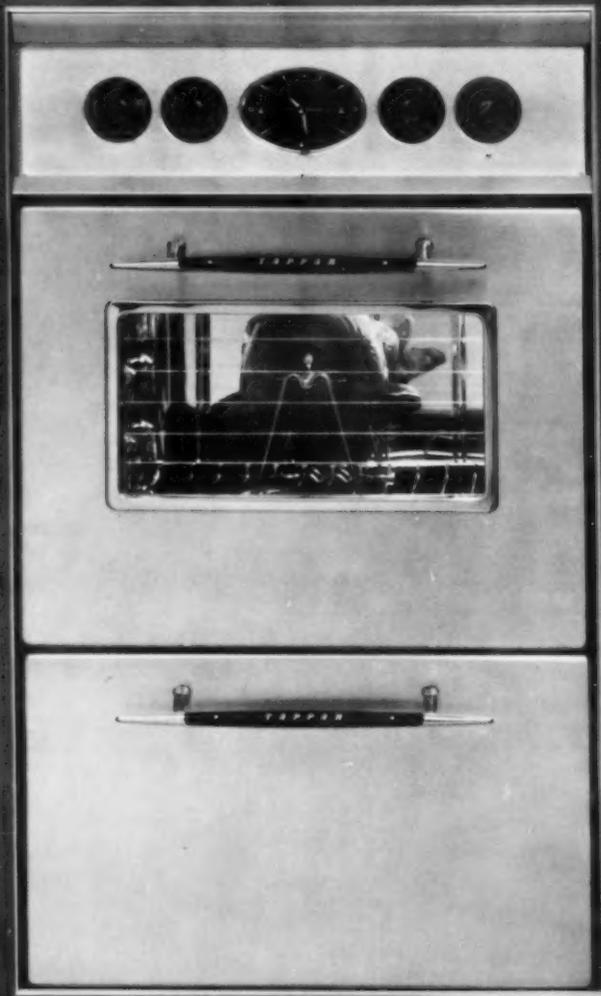
You, too, can convert F.H.A. approved land to liquid profits faster by building Pease Homes and utilizing Pease Customized Architectural Service . . . Personalized Model Home Merchandising and Promotion . . . F.H.A. Processing and Financing Service . . . and Model Home Financing.

*For full information write or phone
William Stricker, General Sales Manager, and
arrange for a Sales Representative to call.*

PEASE HOMES
and Building Materials

940 FOREST AVENUE

HAMILTON, OHIO



QUICK FACTS about today's biggest selling built-ins

TAPPAN

Mail this post card
for more information



BUSINESS REPLY MAIL
First Class Permit No. 3 (C.F.R. 34.9), Mansfield, Ohio

THE TAPPAN COMPANY
DEPT. AB 10-9
MANSFIELD, OHIO

ATTENTION: MR. KEN BERKEY



Quick Facts to help you sell your kitchens with Tappan built-ins!



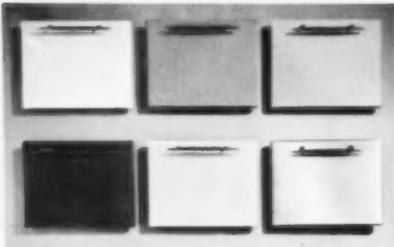
Tappan styling's got 'em all beat! Gas and electric models are exact look-alikes!



Tappan's self-vented 'Fabulous 400' looks built-in but isn't—no rough cut-outs!



'Debutante 400'—newest styling in compact 30"—self-vented!



Copperloy, Lusterloy, 4 more beautiful colors!



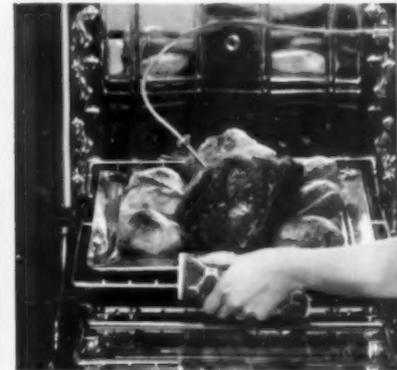
Tappan Set 'N Forget burner ends pot-watching and scorching!



Gas and electric ovens, surface units fit same size cut-outs!



Rotisserie bastes meat automatically!



Oven Roast-Meater times roasts automatically!

Please supply me with complete specification, installation and model information on Tappan:

Built-in gas ranges Built-in electric ranges

The 'Fabulous 400' and the 'Debutante 400' Built-in Refrigerators

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

Go with the biggest built-in advertiser



GO TAPPAN
the biggest selling built-in

Announcing....



Super-hold

Super-lift

Super-therm

The all new **BILT-WELL** Double-Hung, Removable Window

Series by

BILT-WELL

...especially designed with **YOU...THE BUILDER** in mind!

Here it is at last! One basic window with a choice of three models, with stepped-up features, to fit various building requirements. A model engineered right and priced right for every home you build...low cost...medium-priced...or custom. All meeting FHA Minimum Property Standards; all of top quality workmanship and materials, assuring you and your new home prospects exceptional value for budgeted dollars.

THE BILT-WELL LINE: WINDOW UNITS, Double-Hung, Awning, Casement, Basement. **CABINETS:** Kitchen, Multiple-Use, Wardrobe, Storage and Vanity-Lavatory. **DOORS:** Exterior, Interior, Screen and Combination.

For additional detailed information on BILT-WELL Products
... see Sweet's Architectural 17c/Car and 24b/Car,
or Sweet's Light Construction 6c/Car and 12a/Car.



BILT-WELL
WOOD WORK

Manufactured since 1866 by

CARADCO, Inc.

(formerly Carr, Adams & Collier Company)

Dubuque, Iowa



...an efficient, double-hung, removable window for budget-priced homes

...an ingenious sash holding device that retains the window in any open position providing easy, economical operation. Patent applied for.

...New jamb adjuster provides convenient plumbing of the side jamb and eliminates pecking. Patent applied for.

...Patented BILT-WELL jamb-linget for complete weather-tightness.

...Anodized aluminum alloy weatherstripping on horizontal parts of sash.

...Sash removable for easy cleaning.

...The BILT-WELL window is available in a wide range of modular sizes. It provides quick, easy installation in walls. Easy removal of sash for cleaning and painting. All units fully covered by quality control.

Available in Modular Sizes

BILT-WELL Super-hold

SPECIAL FEATURES

- An ingenious sash holding device that retains the window in any open position providing easy, economical operation. Patent applied for.
- New jamb adjuster provides convenient plumbing of the side jamb and eliminates pecking. Patent applied for.
- Patented BILT-WELL jamb-linget for complete weather-tightness.
- Anodized aluminum alloy weatherstripping on horizontal parts of sash.
- Sash removable for easy cleaning.



—efficient, fully weather-tight window that insures ease of operation, ease of cleaning and painting—low maintenance and attractive appearance.

Available in Modular Sizes

BILT-WELL Super-lift

...a high quality double-hung removable window especially designed for the medium-priced homes

SPECIAL FEATURES

- Flat overhead balance counter-balances the window for finger tip opening and closing.
- New jamb adjuster provides convenient plumbing of the side jamb and eliminates blocking. Patent applied for.
- Patented BILT-WELL jamb-liner for unusual weather-tightness.
- Anodized aluminum alloy weatherstripping on horizontal parts of sash.
- Effortless removability of sash.

...especially designed with YOU...THE BUILDER in mind!

Here it is at last! One basic window with a choice of three models, with stepped-up features, to fit various building requirements. A model engineered right and priced right for every home you build...low cost...medium-priced...or custom. All meeting FHA Minimum Property Standards; all of top quality workmanship and materials, assuring you and your new home prospects exceptional value for budgeted dollars.

THE BILT-WELL LINE: WINDOW UNITS, Double-Hung, Awning, Case-ment, Basement. **CABINETS:** Kitchen, Multiple-Use, Wardrobe, Storage and Vanity-Lavatory. **DOORS:** Exterior, Interior, Screen and Combination.

For additional detailed information on BILT-WELL Products
... see Sweet's Architectural 17c/Car and 24b/Car,
or Sweet's Light Construction 6c/Car and 12a/Car.

Build Well
with

BILT WELL
WOOD WORK

Manufactured since 1866 by

CARADCO, Inc.

(formerly Carr, Adams & Collier Company)

Dubuque, Iowa

BILT-WELL Super-therm

...BILT-WELL'S finest double-hung
removable window for
custom-built homes

SPECIAL FEATURES

- Insulating glass (two panes of SS glass hermetically sealed) set in vinyl gasket and clamp glazed eliminates need for storm sash.
- Counter-balanced with flat overhead balances for finger tip operation.
- New jamb adjuster provides convenient plumbing of the side jamb and eliminates blocking. Patent applied for.
- Patented BILT-WELL jamb-liner for maximum weather-tightness.
- New flexible vinyl weatherstripping on horizontal sash members.
- Quick, easy removability of sash.

—assures the ultimate in comfort, convenience, beauty, economy in fuel consumption, in cooling and maintenance costs. Increases valuation for sale and resale of homes.

Table of Insulating Glass Sizes:

20 x 16	24 x 16	28 x 16	32 x 16	36 x 16	40 x 16
20 x 20	24 x 20	28 x 20	32 x 20	36 x 20	40 x 20
20 x 24	24 x 24	28 x 24	32 x 24	36 x 24	40 x 24

all 3 offer maximum fuel savings, efficiency and easy installation!

all 3 ...have the patented BILT-WELL jamb-liner of .008 anodized aluminum alloy, factory lubricated for ease of window operation and weather control.

all 3 ...meet FHA Minimum Property Standards No. 300 and U. S. Department of Commercial Standards CS190-59. These standards require a minimum air infiltration of .75 cubic feet per minute per linear foot of perimeter at 25 miles per hour wind pressure. SUPER-hold, SUPER-lift, and SUPER-therm test .439...almost twice as weather-tight as standards require!

all 3 ...have the same "top-quality" frame, made of clear, kiln-dried Ponderosa Pine, water-repellent preservative (vacuum) treated. Jamb's are 1,1/16" x 4 3/8" (thicker

than competitive frames) and 1,3/8" sill, patented, unitized for simple, easy installation...the latest and best method of combining twin, triple, quadruple, quintuple, and more unit installations without sill limitations.

all 3 ...are standardized for standard walls (brick veneer, solid masonry and frame walls) and for lath and plaster (3/4", 1/2" or 3/8" thick wallboard (dry wall) and 1/2" or 25/32" sheathing.

all 3 ...come from the factory with the American Wood Window Institute and National Woodwork Manufacturers Association Seals of Approval rolled in the head jamb ...permanent assurance that they meet FHA Minimum Property Standards.

...especially designed with YOU...THE BUILDER in mind!

Here it is at last! One basic window with a choice of three models, with stepped-up features, to fit various building requirements. A model engineered right and priced right for every home you build...low cost...medium-priced...or custom. All meeting FHA Minimum Property Standards; all of top quality workmanship and materials, assuring you and your new home prospects exceptional value for budgeted dollars.

THE BILT-WELL LINE: WINDOW UNITS, Double-Hung, Awning, Casement, Basement. **CABINETS**: Kitchen, Multiple-Use, Wardrobe, Storage and Vanity-Lavatory. **DOORS**: Exterior, Interior, Screen and Combination.

For additional detailed information on BILT-WELL Products
... see Sweet's Architectural 17c/Car and 24b/Car,
or Sweet's Light Construction 6c/Car and 12a/Car.



CARADCO, Inc.

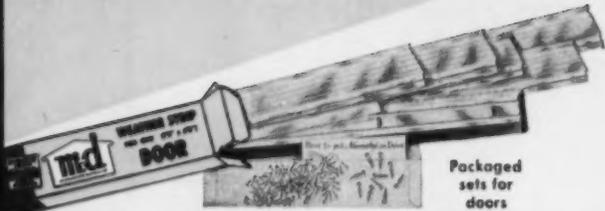
(formerly Carr, Adams & Collier Company)

Dubuque, Iowa





For more SEE-able features...
Quality Building Products



Packaged sets for doors

M-D Numetal WEATHER STRIP

Packaged sets for doors. In stainless steel or bronze. Complete packaged units mean easier handling for you . . . easier installation for customers. M-D Numetal door sets available with regular door bottoms or with any M-D threshold.



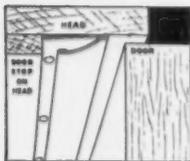
M-D Jamb-Up DOOR WEATHER STRIP

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.



M-D H-4 FOLD-BACK DOOR WEATHER STRIP



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.



M-D Nu-GARD AUTOMATIC DOOR BOTTOMS

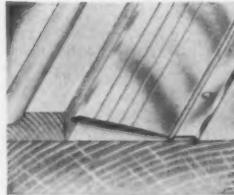
For ALL doors. With silvery-satin or Albras finish—will not rust or tarnish. Furnished in standard lengths—28", 32", 36", 42" and 48".



Up automatically to clear carpet easily when door opens.



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



M-D On-GARD COIL WEATHER STRIP

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 edge!

M-D Nu-WAY WEATHER STRIP

The "original" coil metal and wool felt weather strip. Fast-selling because it's so easy to put on. Each individual package contains one 18 ft. roll with nails and instructions. Packed 12 cartons in free display.



M-D CASEMENT WINDOW WEATHER STRIP

Easy to install on steel or aluminum casements. Slips over window flange. Style No. 1 is used on head and lock side or swinging edge of metal casement windows. Style No. 2 is used on hinge side and the sill.



Style No. 1

Style No. 2

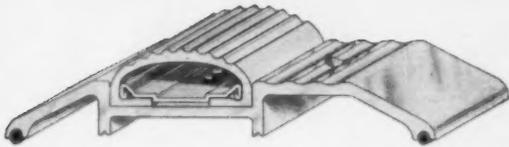


BUILDERS Sold by Leading Hardware, Lumber and Building Supply Dealers

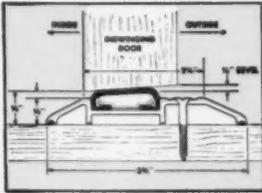
DEALERS ORDER TODAY your order will receive prompt shipment.

For more *SELL-able* features...

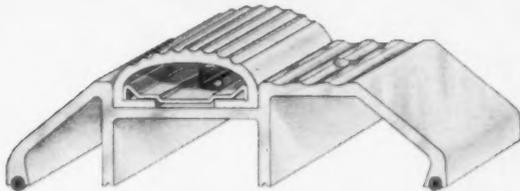
for Doors and Windows



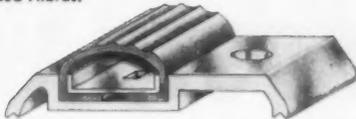
M-D EXTRUDED THRESHOLDS



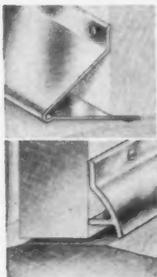
AP-3 3/4 —America's most popular threshold with replaceable vinyl insert. Note vinyl calking strips under each leg, which may be removed if the use of Nu-Calk Calking Compound is preferred. Available in Alacrome or Anodized Albras.



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

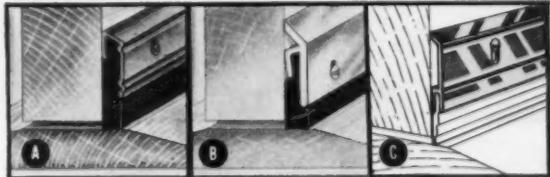
Nu-CALK Speed Loads

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 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.

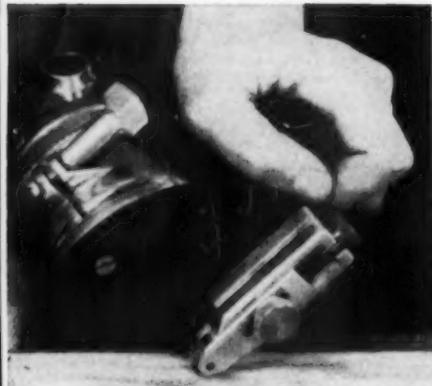


MACKLANBURG-DUNCAN CO.

Manufacturers of Quality Building Products • Box 1197 • Oklahoma City 1, Okla.



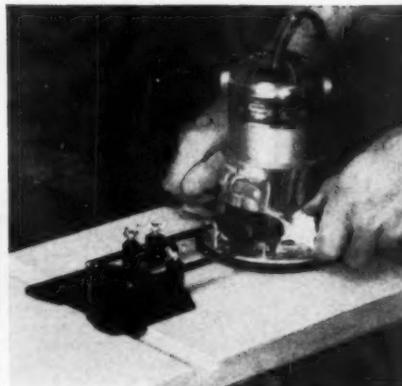
How to cut costs with



Equipped with carbide-tipped combination bit and micrometer guide, Porter-Cable Router accurately trims overhang on laminated plastic tops. Same bit trims flush or 25° bevel.



With over 150 available bits and cutters, tremendous variety of edge mouldings are possible. Corner round and standard $\frac{3}{8}$ " rabbet cuts for cabinet doors are each made in one pass with Router.



With straight bit (29 sizes to choose from), dados or grooves can be made in just one operation. Magic Router Guide attachment (shown above) makes the job easy.

Produce "Custom-Quality" Cabinets and Built-Ins at a pre-cut price— with Porter-Cable ROUTERS . . .

Use the Porter-Cable Electric Router right-on-the-job to perform a wide variety of time and cost-saving jobs . . . from rabbeting cupboard doors, edge routing, to fast and accurate cutting and trimming of plastic laminate tops on cabinets, sinks, and vanities.

Porter-Cable offers the largest line of professional routers—there's a model, precision-designed and built to fit every need. And the wide variety of attachments and cutters, makes a Porter-Cable Router the most versatile and useful production tool in any shop, on any job.

"BUILT-INS"



A real selling extra for home builders—dovetailed drawer joints. Quickly and accurately cut with Porter-Cable Router and precision Dovetail Templet.

CHOOSE YOUR ROUTER **NOW!**

½ H.P. ROUTER Model 162

Powerful ½ h.p. motor, twin molded plastic knobs, sealed ball bearings, recessed double-pole switch, non-marking base, and light weight make this a popular router among smaller-volume builders. Features an interchangeable motor that may be used with Plane or Shaper Attachments.

\$49⁹⁵



¾ H.P. ROUTER Model 100

World's most widely used Router! The model 100 has extremely accurate yet easy to set depth adjustment. High speed, powerful motor gives chip-free cutting, precision ball bearings, non-marking base. Motor can be used interchangeably with Plane or Shaper Table Attachments.

\$59⁹⁵



1¼ H.P. ROUTER Model 150

The workhorse on any job, this heavy duty machine features an exclusive handle design with instant trigger switch power control. This provides a safe and convenient method for accurately controlling the router in any position. Light weight yet powerful . . . eliminates burning and chipping even on plastic laminates. Motor can be used interchangeably with Plane or Shaper Attachments.

\$82⁹⁵



**PORTER-CABLE
MACHINE COMPANY**
9169 Marcellus Street
Syracuse 4, N.Y.

FREE!

Router guide shows bits and cutters and the cuts they make, in addition to important dimensions. Describes and pictures all Porter-Cable routers. Big wall-chart size for guide reference.



Porter-Cable Machine Company
9010 Marcellus Street
Syracuse 4, N. Y.

Please send me a free copy of the Porter-Cable Router Guide

Name _____

Company _____

Address _____

City & State _____



The little house that

IT WAS A LOVELY LITTLE HOME, just right for a young couple. And a very young, newly-married couple was going through it with Mr. Johnson, the builder. After they had finished the inside tour, Mr. Johnson took them outside to see the landscaping, the patio and the driveway.

"Look, Jim," said the bride, "isn't this a nice patio? We could do a lot of entertaining outside next summer if we bought this place. Do you like it?"

"Yes, Ginny, I like a patio a lot. In fact, that was one of the things I especially liked about the house we saw in Pine Trees yesterday. Remember, the house that was just a little bit more money than we had planned to spend."

"I remember and I was so disappointed," she sighed. "But," brightening, "I like this place just as well and it's not so expensive."

The builder interrupted with, "Well, I try to give my customers as much home for their money as possible. I don't

waste time, work and money on a lot of unimportant extras. I find that I can undersell many other builders."

"Glad to hear it," says Jim. "By the way, this concrete patio is pretty big. What about the danger of cracking from frost heave. Is it reinforced with welded wire fabric to guard against breaking?"

"Well," said Mr. Johnson, "that's a pretty heavy, well-laid piece of concrete. I don't think you need to worry about it breaking."

"But is it reinforced," persisted Jim.

"No it isn't," replied the builder. "I found that I could save a few dollars by not using welded wire fabric for concrete reinforcement. This is one of the ways I told you I saved you money—by eliminating unnecessary extras."

"I don't consider Welded Wire Fabric Reinforcement an unnecessary extra. It'll cost me a lot to replace the concrete later if it breaks. Maybe that builder over in Pine Trees had a good reason for asking a little more for his home. I think we'll go look at that house again. Its concrete was



was almost sold

reinforced with USS American Welded Wire Fabric. Thanks a lot for showing us your home, Mr. Johnson."

Like this young couple, more and more homeowners are asking is it reinforced and are deciding that maybe the little extra welded wire fabric cost is well worth it. The use of USS American Welded Wire Fabric will add 30% to the strength of concrete, and it gives you a strong selling point. Use USS American Welded Wire Fabric in the homes you build. Tell your prospects that it insures the protection and appearance of concrete for only about a penny a day on the mortgage life; and that it will add years of service to drives, walks, patios and basement slabs. Tell them that even after the mortgage is paid, the concrete areas will be in good condition.

USS American Welded Wire Fabric is made of cold drawn, extra strong steel wire, and it's prefabricated

for quick, easy installation. American Welded Wire Fabric is available in a wide variety of styles and sizes. For more information, see your building supply dealer, or write American Steel & Wire, Dept. 9106, 614 Superior Avenue, N. W., Cleveland 13, Ohio.

USS and American are registered trademarks

buyers will ask *"is it Reinforced?"*



**American Steel & Wire
Division of
United States Steel**

Columbia-Geneva Steel Division, San Francisco, Pacific Coast Distributors
Tennessee Coal & Iron Division, Fairfield, Ala., Southern Distributors
United States Steel Export Company, Distributors Abroad

Home Remodelers!

Read how to make more money



1. See your Armstrong Lumber Dealer. He has the answers. Your Lumber Dealer will show you how you can make more money putting up Armstrong ceiling tile than other types of ceiling materials. He'll supply you with booklets, sales aids, and samples of the Armstrong line of ceilings. He'll give you profitable leads to get you started — and you won't need additional capital.

2. Include ceilings in remodeling package. When you are called in to do even the smallest remodeling job, always check the ceiling. Point out that a damaged ceiling gets worse with time. Sell your customer on the idea of avoiding future mess and trouble. Include a new Armstrong ceiling with your estimate for the job you were called in to do. You'll appreciate the extra profits.

putting up Armstrong ceilings

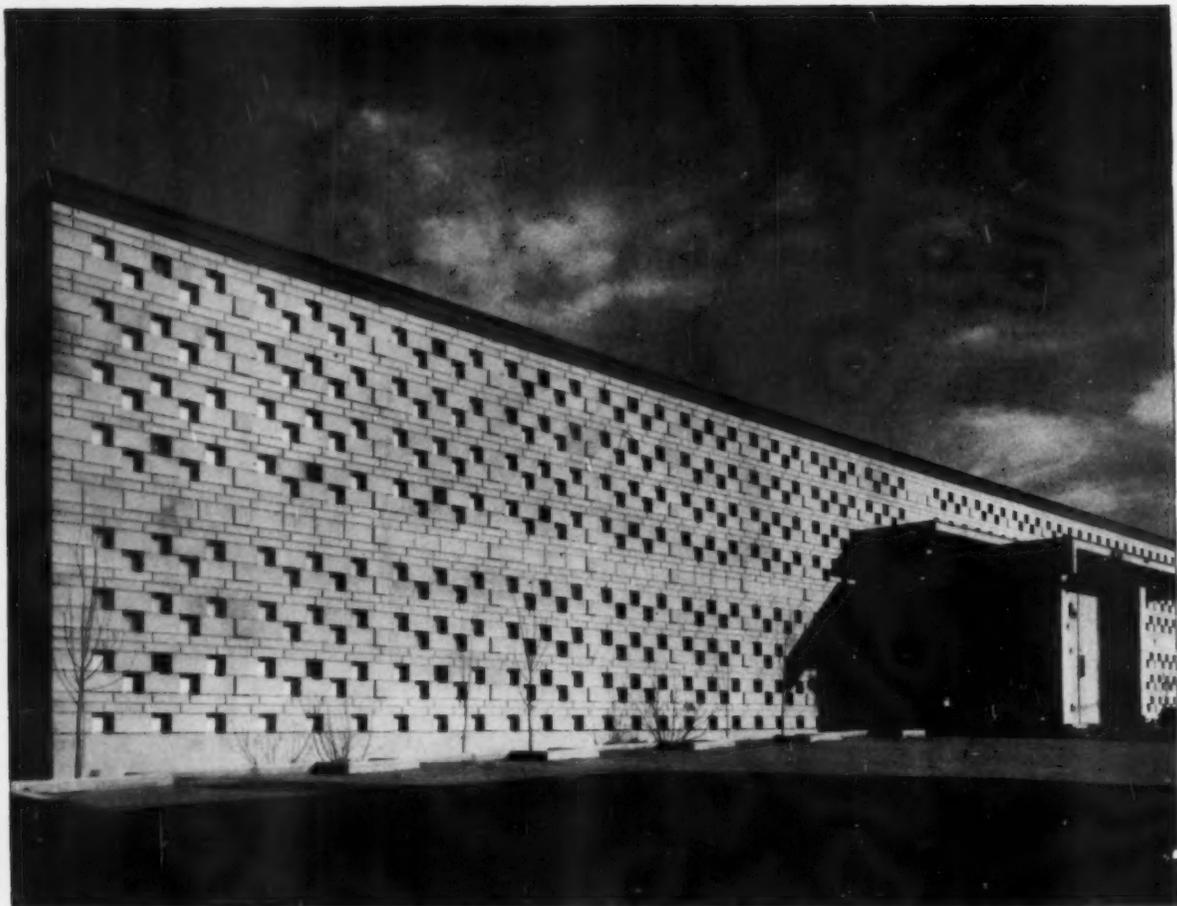


3. Here's how you make more money. Remodeling ceilings in attics, basements, or any room takes less time with Armstrong ceiling tile. No taping, spackling, sanding, or painting is necessary. One man can do the job. That means you don't have to bother to sub-contract parts of the job. It's so simple. Compare this with other types of ceiling materials.

4. Your business will grow. Satisfied customers will build your list of prospects. People like the smart new look of Armstrong ceilings and the way they soak up noise. Armstrong is the best-known name in ceilings because it is advertised in leading magazines and is the only ceiling on network TV. For information, write to Armstrong Cork Co., 3910 Rider Ave., Lancaster, Pa.

Armstrong CEILINGS

... a profitable new business for you



“Something different” for the walls of this architect’s office



Denver Architect Stanley E. Morse, A.I.A., sought “something different” for the walls of this building—designed to house his offices and those of a few tenants. His aims: outstanding design appearance, low initial construction cost, minimum cost of maintenance (including heating, cooling, lighting); elimination of window shades and operable sash.

Architect Morse discovered the ideal solution in a solid concrete block wall with light penetration over 20% of its area through the use of single PC Glass Blocks to perforate the wall in a planned pattern. Five glass block patterns were used to meet varied lighting conditions.

The result is a wall that has architectural interest, controls light, affords good insulation and provides freedom from costly maintenance.

Looking for “something different” for your next commercial building, reception room, retail store, home or office? Investigate PC Glass Blocks. You’ll find a range of 12 face colors now available on architect’s specification . . . plus 4 sizes, including the new 4 x 12—and a variety of light controlling patterns. Write for details. Pittsburgh Corning Corporation, Department AJ-109, One Gateway Center, Pittsburgh 22, Pennsylvania. In Canada: 3333 Cavendish Boulevard, Montreal, Quebec.

P I T T S B U R G H



C O R N I N G

THE ALL-NEW


Mustang

package price

\$2691 with **GARAGE**

(less quantity discounts)



PACKAGE PRICE INCLUDES

-  **12 Colonial, Contemporary, French Provincial, Ranch and New Orleans Colonial designs.**
-  **Attached Garage.**
-  **Cedar shakes factory applied and double coursed. Horizontal siding also available, or sheathing only for brick.**
-  **Birch wood kitchen cabinets.**
-  **2" x 4" construction throughout.**
-  **Also includes exterior wall sections with doors and windows installed, architectural trim, gables, roof trusses and sheathing, roofing, hardware, interior partitions, interior trim, insulation . . . and much more.**

MASS MARKET SALES!

Build the new Mustang with an attached garage. At a cost, until now, of a garageless house. Designed to build at a total direct cost of \$6540 . . . overhead, profit and mortgage financing costs to be added.

MODEL HOME FINANCING!

Round-up sales with a Mustang Model Home. Complete Model Home construction financing through Inland Mortgage Corporation at no cost to builder-dealers.

FOR DETAILS!

Visit, write or phone P. R. Thompson, Vice President, Sales . . . P.Rospect 3-7550, Piqua, Ohio.

**INLAND.
HOMES**

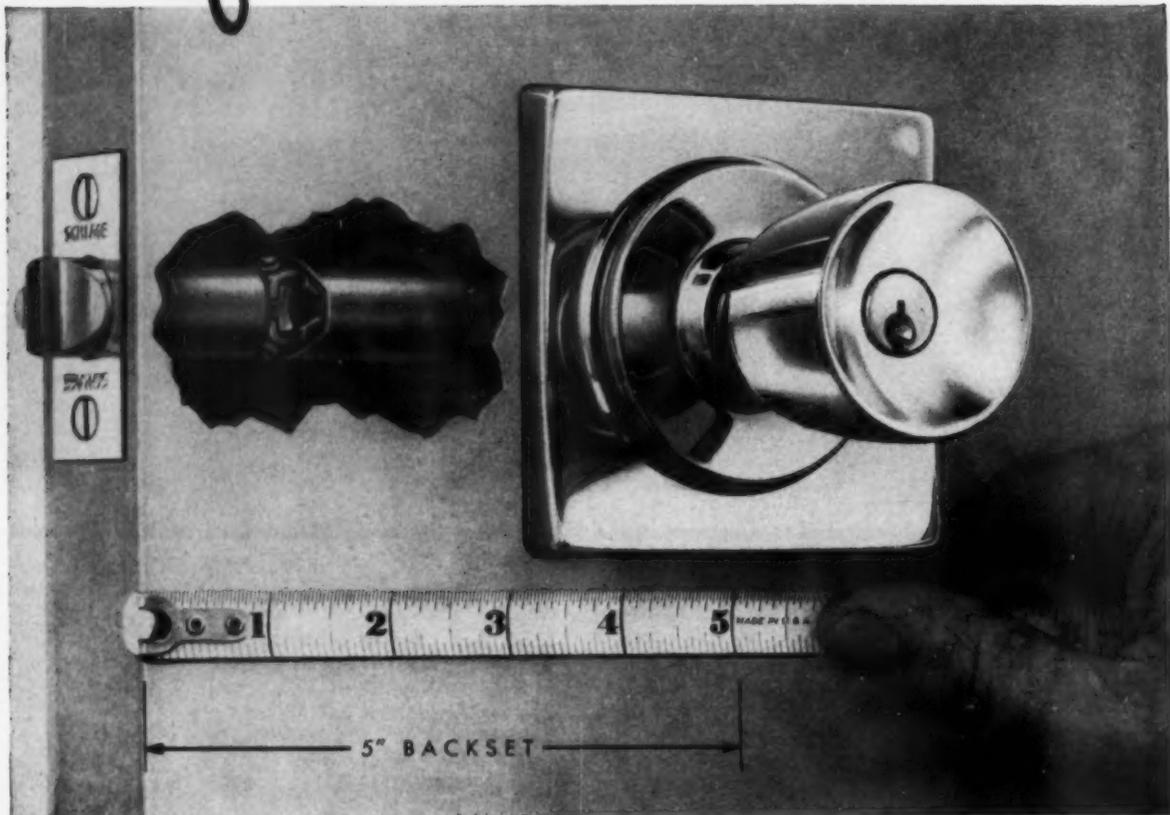


INLAND HOMES CORPORATION • Plants in Piqua, Ohio and Nanover, Pa.

Manufacturer of America's Finest Homes

•SCHLAGE• LOCKS

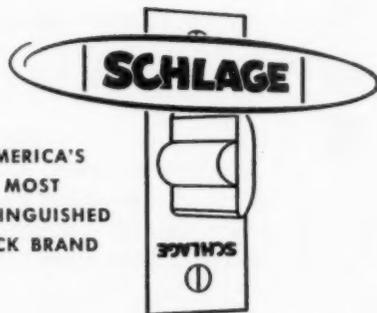
mark of a
quality builder



Design illustrated: Regent escutcheon with Tulip knob

SCHLAGE beauty locks add grace and distinction to any entranceway. Put the Schlage mark on your homes. Make an important impression on prospects with the 5-inch backset feature; simple as a standard installation. Decorate your doors with handsome, eye-catching Schlage escutcheons.

Let us help you merchandise and sell your homes. Contact your Schlage representative or write P.O. Box 3324, San Francisco 19, California. Schlage Lock Company . . . New York . . . San Francisco . . . Vancouver, B. C.



AMERICAN BUILDER

UNIQUE BUILDER PROGRAM PULLS IN MORE HOME BUYERS!

"Added value without adding cost"

Dave Fox, national award-winning builder and Chairman of NAHB merchandising committee: "The program was especially helpful in showing builders how the unique advantages of aluminum building products could add value and sales appeal without increasing the cost."



"Kaiser Aluminum's help was tops"

Herb DeShong, executive officer of the Home Builders Association of Dallas County: "We welcomed Kaiser Aluminum's program because it was designed to help the whole home building industry sell more new homes by encouraging families to buy."



"Sincere assistance"

Bill Gaynier, President of the Home Builders Association of Dallas County and developer of one of five POH sites: "We were especially impressed with the flexibility of Kaiser Aluminum's program and its earnest efforts to help us sell more homes."

"Enjoyed the additional impact"

Bill Knighton, Chairman of Dallas County Parade of Homes: "Builders enjoyed the additional public impact from the unprecedented crowd that flocked to our Parade of Homes this year."



Professional builders in Dallas County attracted a record throng of 172,965 to their 1959 Parade of Homes... with the help of a unique local Kaiser Aluminum program based on the theme: "Buy A New Home Now—Your Best Investment In The Future."

For professional builders from coast to coast, the success scored in Dallas (as in New Orleans, Hartford, Kansas City, Minneapolis and San Diego) is a meaningful forerunner of things to come.

In these six cities, builder programs benefited from the most powerful home selling support ever offered by an aluminum producer... a concentrated local campaign from Kaiser Aluminum that the builders themselves helped design!

Spearheaded by special local TV commercials on "Maverick" (the Emmy Award ABC-TV show), each campaign was backed by a complete line-up of supporting promotion: newspaper, radio, outdoor posters, car cards, lawn signs, literature.

The hard-selling theme: "Buy A New Home Now — Your Best Investment In The Future!"

Here was the kind of support builders said they wanted... support that encouraged each builder to use only those aluminum products that do a better job at installed cost equal to or less than other materials. Here was fully-integrated support builders could really use!

This six-market pilot program 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 this publication for more news for professional home builders... coming soon from Kaiser Aluminum.



THE BRIGHT STAR OF METALS

Kaiser Aluminum & Chemical Sales, Inc.
1924 Broadway, Oakland 12, California

See "MAVERICK" • Sunday Evenings, ABC-TV Network
Consult your local TV listing

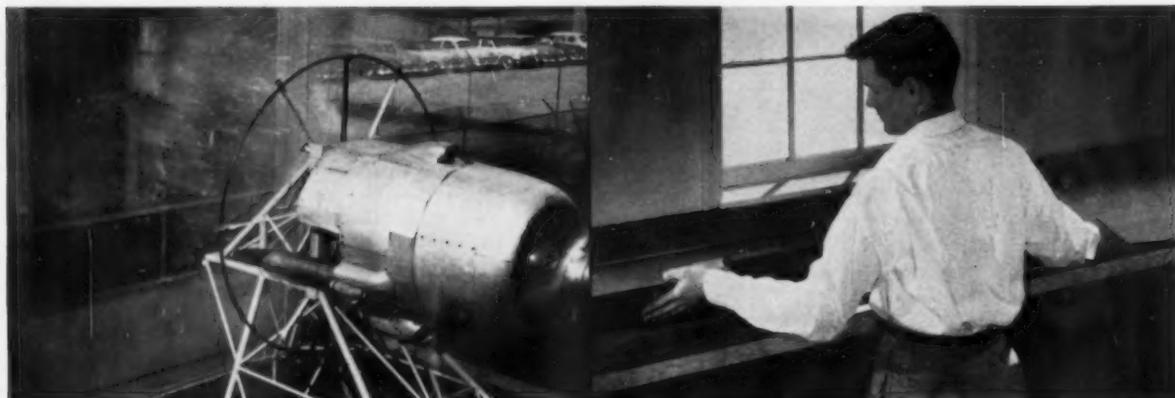
Now! Choose from a complete line:

3M Building Adhesives and Sealers for every bonding and sealing job



UNUSUALLY HIGH COVERAGE. Insulation adhesive EC-104 covers up to 200 square feet per gallon when brush applied. Goes on quickly, easily, uniformly. Provides fast grip even when wet. Open time: up to 20 minutes when both surfaces are coated.

STRENGTH, DURABILITY. Adhesive EC-194 bonds wood blocks to above-grade concrete or wood subflooring indefinitely. Suitable for use on radiant-heated floors. Water-resistant EC-194 grips immediately, dries rapidly. One gallon covers about 40 sq. ft.



LONG-LIFE SEAL. WEATHERBAN® Brand Building Sealer goes on easily, cures without shrinkage to a durable, solid rubber seal. It flexes, stretches, compresses with wall movement. And it lasts through sun, ice and winds of hurricane velocity.

QUICK GRAB. 3M Brand Sink and Counter Top Adhesive assures tough, flexible bond. It provides high initial strength yet lets you "skid" vinyl and linoleum into position. Fast drying, this adhesive is highly water resistant and covers up to 125 square feet per gallon.

SEE WHAT 3M ADHESIVES CAN DO FOR YOU—These are but four adhesive products research-developed by 3M to improve your building installations, cut your building costs. 3M offers the widest range of experience and products for your adhesive, coating and sealer needs. Call your 3M Field Engineer. Or, for more information and free literature, write on your company letterhead, stating your interest, to: A.C.&S. Division, 3M, Dept. YE-109 St. Paul 6, Minnesota.



ADHESIVES, COATINGS AND SEALERS DIVISION

MINNESOTA MINING AND MANUFACTURING COMPANY

... WHERE RESEARCH IS THE KEY TO TOMORROW



▶ Great new things are shaping up in concrete block



Screen block unit designed, manufactured and franchised by Keogh Bros. Concrete Products, Glendale, Calif.

Atlas Masonry Cement provides the right mortar

Concrete block has really "come out of the cellar." No longer used only for foundation walls or back-up, concrete block is out in the open . . . to add beauty, style and individuality in masonry construction. New shapes . . . new sizes . . . new textures . . . are now available for structural and decorative masonry walls, indoors and out.

And for laying up these new concrete masonry units, Atlas Masonry Cement continues to be the preferred basic material in the bonding mortar. It produces a smooth, workable mortar . . . assures a stronger bond . . . gives weathertight masonry joints that are uniform in color. Atlas Masonry Cement complies with ASTM and Federal Specifications.

For information, write: Universal Atlas Cement, Dept. M, 100 Park Avenue, New York 17, N. Y.

M-76

"USS" and "Atlas" are registered trademarks.



**Universal Atlas Cement
Division of
United States Steel**

OFFICES: Albany • Birmingham • Boston • Chicago • Dayton • Kansas City • Milwaukee • Minneapolis • New York • Philadelphia • Pittsburgh • St. Louis • Waco

New! BERMICO

THE LOW-COST WAY TO

Why we call it the BERMICO SURE-DRY drainage plan



SURE DRY DRAINAGE PLAN...

ASSURE DRY HOUSES, DRY YARDS



*Planned Protection for You -
Planned Drainage for Your Houses -
Planned Satisfaction for Your Customers.*

A good dry cellar . . . A good dry yard . . . A good, trouble-free sewer connection or septic tank system . . . These are *basics* with modern home-buyers. *Basics* . . . not extras!

To help you cover these basics . . .

. . . Bermico has just developed a new, low-cost drainage plan — new and complete: The Bermico *Sure Dry Drainage Plan*.

Not only does the new Bermico *Sure Dry Drainage Plan* give protection to you — as a builder who stands behind his houses . . .

It also assures planned drainage for your houses — of unwanted water: underground water, waste water, runoff water.

Most important — it assures complete satisfaction for the buyers of your houses.

And home-buyers will *know* you're offering better homes. They'll read about the Bermico *Sure Dry Drainage Plan* in THE SATURDAY EVENING POST and SUNSET MAGAZINE—they'll see Bermico *Sure Dry Drainage Plan* signs on your site.

To give your homes unique *Sure Dry* "sell," get all details, get the proof. Write for information about the "Bermico *Sure Dry Drainage Plan*" today.

PERMANENT BERMICO BITUMINIZED FIBRE PIPE AND FITTINGS . . .

Bermico Sewer Pipe (solid)
Bermidrain (perforated for water collection)
Bermiseptic (perforated for liquid waste disposal)

✓ strong, root-proof, rot-proof, shock-resistant	✓ light, easy-to-lay 8 ft. sections
✓ unaffected by freezing, thawing or normal soil settlement	✓ fast, easy-to-install connections
✓ impervious to acids and alkalis	



Bermico has been made and steadily improved for over 40 years by Brown Company . . . the only bituminized fibre pipe manufacturer whose basic research is in the field of cellulose fibre. This means the best product for you.

Another Quality Product of
BROWN COMPANY

General Sales Offices: 150 Causeway St., Boston 14, Mass.
 Mills: Berlin, N. H.; Corvallis, Ore.

Get the facts!

Dept. 6109, BROWN COMPANY, 150 Causeway St., Boston 14, Mass.

Gentlemen: I want proof. Please send me the facts on your Bermico *Sure Dry Drainage Plan*.

Name _____

Company _____

Street _____

City _____ State _____

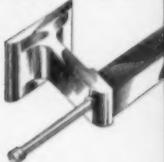
add the Touch that means so much



Concealed Toilet Paper Holder—revolving hood protects, covers paper.



Handsome lucite and chrome Towel Ring.



Coronado Extendo-bar for drying nylons, lingerie.



Shower Recess Unit—handy, safe spot for shampoo bottles, etc.



Relaxation Unit is luxuriously practical—recessed for toilet paper, cigarettes, ashtray, magazines, papers.



with **HALL-MACK**[®] bathroom accessories in
Sparkling chrome!

HALL-MACK COMPANY

Division of **TEXTRON INC.**

1380 W. Washington Blvd., Los Angeles 7, Calif. AB-109

Please send your FREE color booklet of new bathroom ideas

NAME _____
PLEASE PRINT

CITY _____ ZONE _____ STATE _____

ADDRESS _____

A lady never tells her age—and neither do Hall-Mack Bathroom Accessories. Styled for a lifetime of gleaming beauty, these quality accessories provide practical convenience and comfort—plus blending harmoniously with either modern design or period architecture to enrich the beauty of any bath. Pioneered by Hall-Mack, these quality accessories are tailored to meet the needs of every budget. Building, buying, or remodeling—always specify and install Hall-Mack Bathroom Accessories for the *touch that means so much.*

Sold by leading plumbing, tile and hardware dealers everywhere

Bostitch Staplers Save Maryland Builder \$55.13 per House

\$33.75 SAVED ON ROOF ALONE

Stapling a 24' x 48' roof is a three-hour job for four men and a carrier. The same size roof was a six-hour job with hammer and nails. At \$2.25 per man, savings come to \$33.75. Stapler is Bostitch H4 Heavy-duty Hammer.



STAPLING CUTS SCREENING JOB \$4.50

Screening goes up 50% faster using a Bostitch T5 Tacker to fasten it to soffit supports. Hammer and tacks were used before. There's less fatigue with the powerful, spring-driven T5—and one hand is always free to position screening precisely on soffit supports.



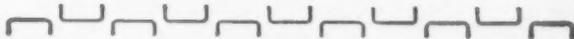
ONE-HOUR JOB DONE IN 15 MINUTES—\$16.88 SAVED.



Men in shop staple aluminum vapor barrier in side-walls in a quarter hour. This was a one-hour chore with hammer and nails. At an average of 10 panels per house, builder puts an additional \$16.88 in the profit column on each house.

WHERE ELSE CAN BOSTITCH STAPLERS SAVE YOU TIME AND MONEY?

Many places—installing ceiling tile, Cornerite, metal lath, insulation and low-voltage wiring—to name just a few. On a typical small house, your savings should equal or better this builder's. Stapling will save you even more if you use Bostitch staplers and staples on *all* the building jobs that they do better and faster. You'll find them at building supply dealers everywhere.



Fasten it better and faster with



830 BRIGGS DRIVE, EAST GREENWICH, R. I.

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 1969, The Firestone Tire & Rubber Company

See
the
man
who
sells



WESLOCK

He services what he sells . . . and he's anxious to serve you.

He knows builders hardware, is a specialist in locksets, and understands your business, that's why he's the man who sells Weslock. You'll profit by discussing your problems with him.

You'll be pleased to know why Weslock is one of the fastest selling complete

lines of locksets and matching cabinet hardware, and how you too, will benefit by being, a man who sells Weslock, on every door and cabinet.

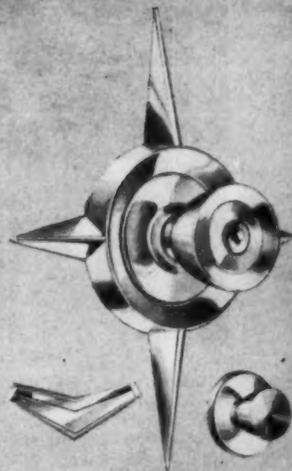
"See the man who sells Weslock", you will find him at leading hardware jobbers, contract hardware dealers, lumber yards, building supply and hardware stores.

For the name and address of your nearest "Man Who Sells Weslock" write, wire or phone

WESLOCK® WESTERN LOCK MANUFACTURING CO.

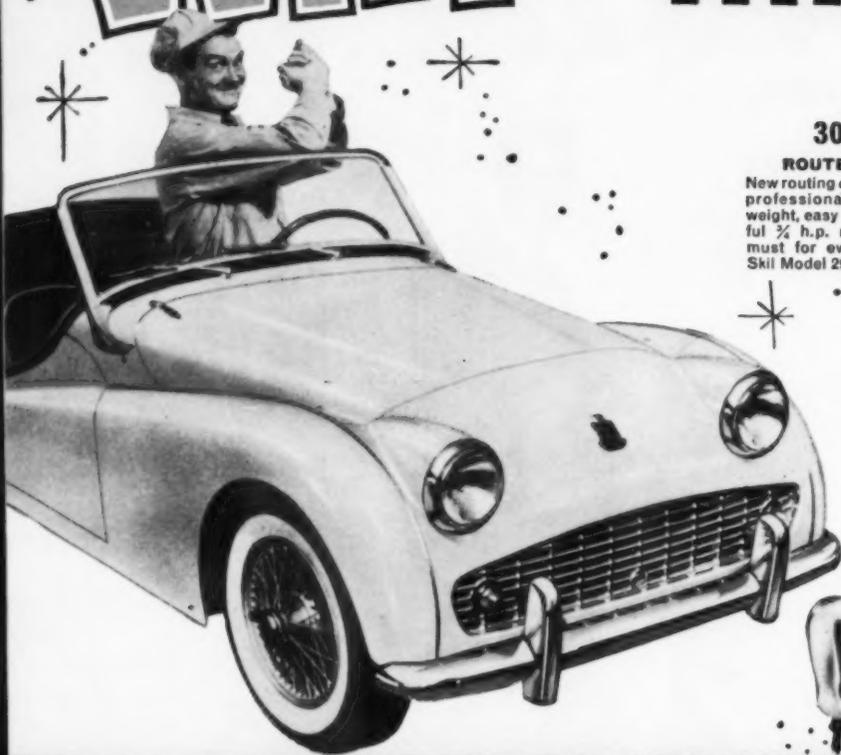
2075 BELGRAVE AVE., HUNTINGTON PARK, CALIFORNIA • TELEPHONE LUdlow 2-8391

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



Win

THIS TR-3



30

ROUTERS!

New routing ease for the finest professional results. Lightweight, easy handling, powerful $\frac{3}{4}$ h.p. motor make it a must for every routing job. Skil Model 297.



15

RECIPRO SAWS!

Does the work of keyhole, hand, and hack saws. Cuts wood, plaster, or metal equally well. A natural for every cutting job. Carrying case included. Skil Model 700.



You're always a big winner



All-steel strength; easier installation, adjustment; 900 FA pocket Kennaframe—Warp-proof frame with a new ratchet type hanger permits door adjustment anytime without removing stops or trim. Only finger-tip pressure on this adjustable hanger is needed to insure perfect alignment. Shipped to fit your exact size specifications. Has removable track and nailing strips in place, ready for faster, easier assembly. Doors are held in place by simple retainer lock that disengages with pencil tip pressure.

"Snap-in"—"Snap-out" knee action hanger series 675—By-passing installations are a cinch: doors snap in or out with fingertip pressure. Spring knee-action permits mounting or removing door after trim has been added **without changing door alignment.** Hangers are adjustable. Makes by-passing installations practical in more home areas. Saves time, saves labor, saves millwork!

...SKIL POWER TOOLS IN KENNATRACK'S BIG SWEEPSTAKES!

Get your entry blank with every box of Kennatrack quality hardware for gliding and folding doors

Watch for this coupon in the next carton of Kennatrack hardware you buy. Just fill in your name, address, and dealer's name and mail to Kennatrack Corporation, Elkhart, Indiana. If you prefer, mail in a post card with the same information. You can win a classy TR-3 English sports car, or a Skil Power Tool that makes dozens of jobs easier. Send in as many entries as you wish. The more you enter, the better your chance to win one of these valuable prizes. Sweepstakes restricted to professional builders only. Contest ends December 31, 1959.

**PRIZES WILL BE AWARDED AT THE NAHB CONVENTION,
CHICAGO, JAN. 17, 1960**
(winners do not have to be present)

BUILDER NAME _____
BUILDER ADDRESS _____
DEALER NAME _____
DEALER ADDRESS _____

All entries must be postmarked before midnight, December 31, 1959, and received by Kennatrack no later than January 8. All prize winners will be selected by drawing on January 17, and all winners will be notified on or before January 22, 1960.

Only one prize will be awarded to each winner. Only professional builders are eligible for this sweepstakes. Employees of Kennatrack, its advertising agency and their families are not eligible. This sweepstakes is subject to all government laws and regulations.

with **KENNATRACK!**



Top quality, "Top to Bottom"—for folding doors series 2300S— New spring action hangers and pivot insure smoother operation, sure flush close for folding doors or wardrobe dividers. Hangers hook into notched track for fastest, simplest installation; fits within $\frac{3}{8}$ " stop for minimum headroom. No additional trim needed. Available with top mount or side mount hangers. (For complete factory assembled folding door unit, including louvered doors, specify 2340S Kenna-Rama.)

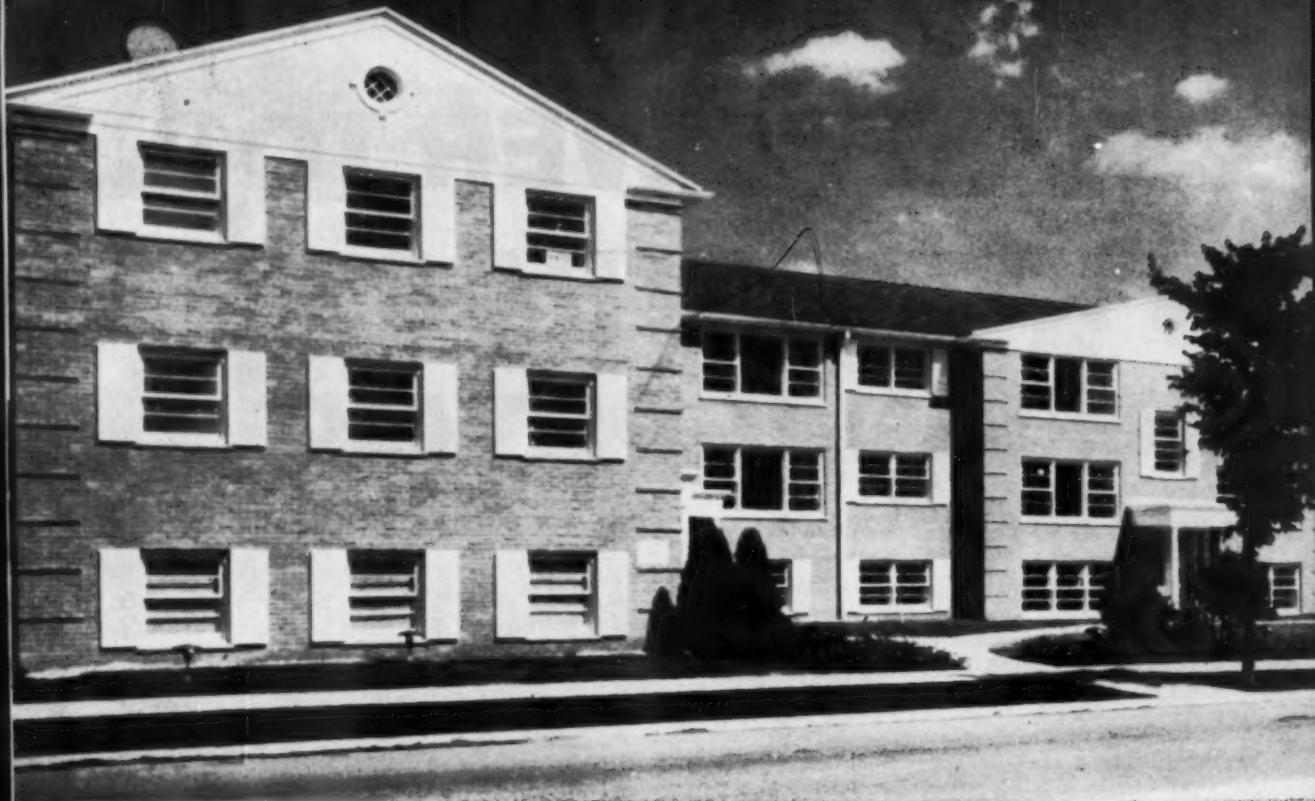
for quiet and for quality



KENNATRACK®
SOUND-CONDITIONED
GLIDING DOOR HARDWARE

Kennatrack Corporation, Elkhart, Indiana
A subsidiary of Ekco Products Company

©1959



Chicago builders get greater crack resistance at no extra cost with the

KEYMESH® · KEYCORNER ·

Lasting beauty and low maintenance are built into the new Williamsburg Apartments located in Chicago, Illinois. That's because greater plaster-crack resistance is assured by reinforcing the lath and plaster walls.

Valenti Builders, Inc., Chicago, found it cost no more to get this extra reinforcing quality. By specifying Keymesh, Keycorner and Keystrip galvanized reinforcing lath, the builders got top quality reinforcement with greater resistance to cracks and fire.

Tiled bathrooms in the Chicago project have lasting beauty with KEYMESH reinforcement. The portland cement plaster reinforced with Keymesh provides a strong, maintenance-free base for the tile. You'll find Keymesh makes any gypsum lath and plaster wall stronger and more crack resistant.

Keysmesh rolls out flat and laps without bulging . . . forms easily and cuts quickly. The open mesh permits rapid troweling and assures a full, even thickness of plaster. Keysmesh, Keycorner and Keystrip are galvanized against rust.





three keys to stronger plaster

KEYSTRIP GALVANIZED REINFORCING LATH

Inside plaster corners reinforced with KEYCORNER lath have almost twice as much resistance to cracking as corners reinforced with other materials. Recent tests and actual use confirm this feature.

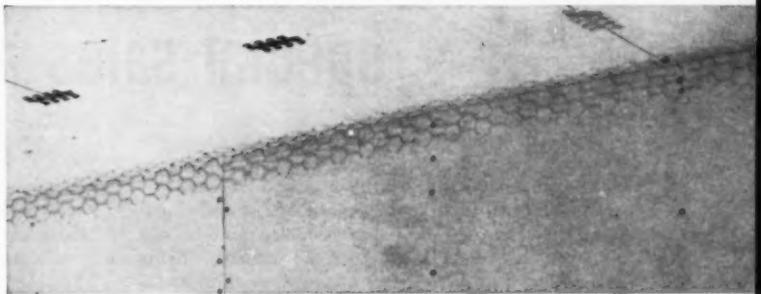
The men working on the Williamsburg Apartments, as on other jobs, found the preformed, 4-foot lengths of Keycorner easy to handle. Keycorner goes into place quickly and can be nailed or stapled. The open mesh design makes it easy to plaster over and assures a complete bond.

Get quality wall construction with lath and plaster at low cost by specifying the three keys Keymesh, Keycorner and Keystrip. Send for more complete information and results of recent tests conducted by leading laboratories. Write Keystone Steel & Wire Company, Peoria 7, Illinois.

KEYSTRIP is a new addition to the Keystone line of plaster reinforcement. Here, this flat strip reinforcement is stapled over joints where narrow strips of gypsum lath are used. This use of Keystrip adds strength where needed.



KEYSTRIP can be used as a reinforcement for plaster in a space too narrow for strips of gypsum lath. A full bond of Keystrip to the plaster is assured. Keystrip also adds strength to points of stress above doors and windows.



KEYSTONE STEEL & WIRE COMPANY

Peoria 7, Illinois

Keycorner • Keymesh • Keystrip • Keywall • Keydeck • Welded Wire Fabric



Smooth-surfaced block painted a modern pastel shade



Living concrete in integrally colored 4"-high split block



Fireplace of concrete slump block has raked joints for interest



Painted, textured units in running bond, a perfect patio background

Modern masonry patterns give homes special sales appeal!

Across the country, a growing number of aggressive builders are using today's new concrete masonry to give their homes added buyer-interest and salability.

This is new-type *living concrete* . . . concrete masonry in countless new shapes, sizes, textures and colors. Used for both exteriors and interiors, *living concrete* helps create homes of real warmth, friendliness and charm . . . homes that match the buyer's idea of modern living.

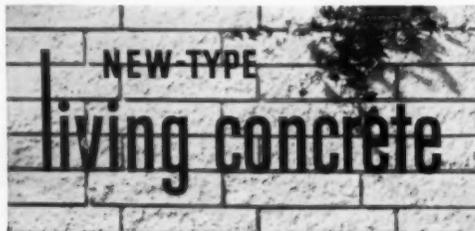
Living concrete goes beautifully with other materials, fits into any surroundings. It's being used for all styles of architecture, in every part of the country.

PORTLAND CEMENT ASSOCIATION

Dept. A10-3, 33 W. Grand Ave., Chicago 10, Illinois

A national organization to improve and extend the uses of concrete

The acceptance by financing agencies and architects, as well as by home buyers, is contributing to the increasing popularity of *living concrete*. For more facts, write for free booklet "*What Builders Say About Concrete Masonry Homes*." (Distributed only in U.S. and Canada.)





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 8904

Robertshaw





So many reasons she'll prefer Qualitybilt Wood Casements

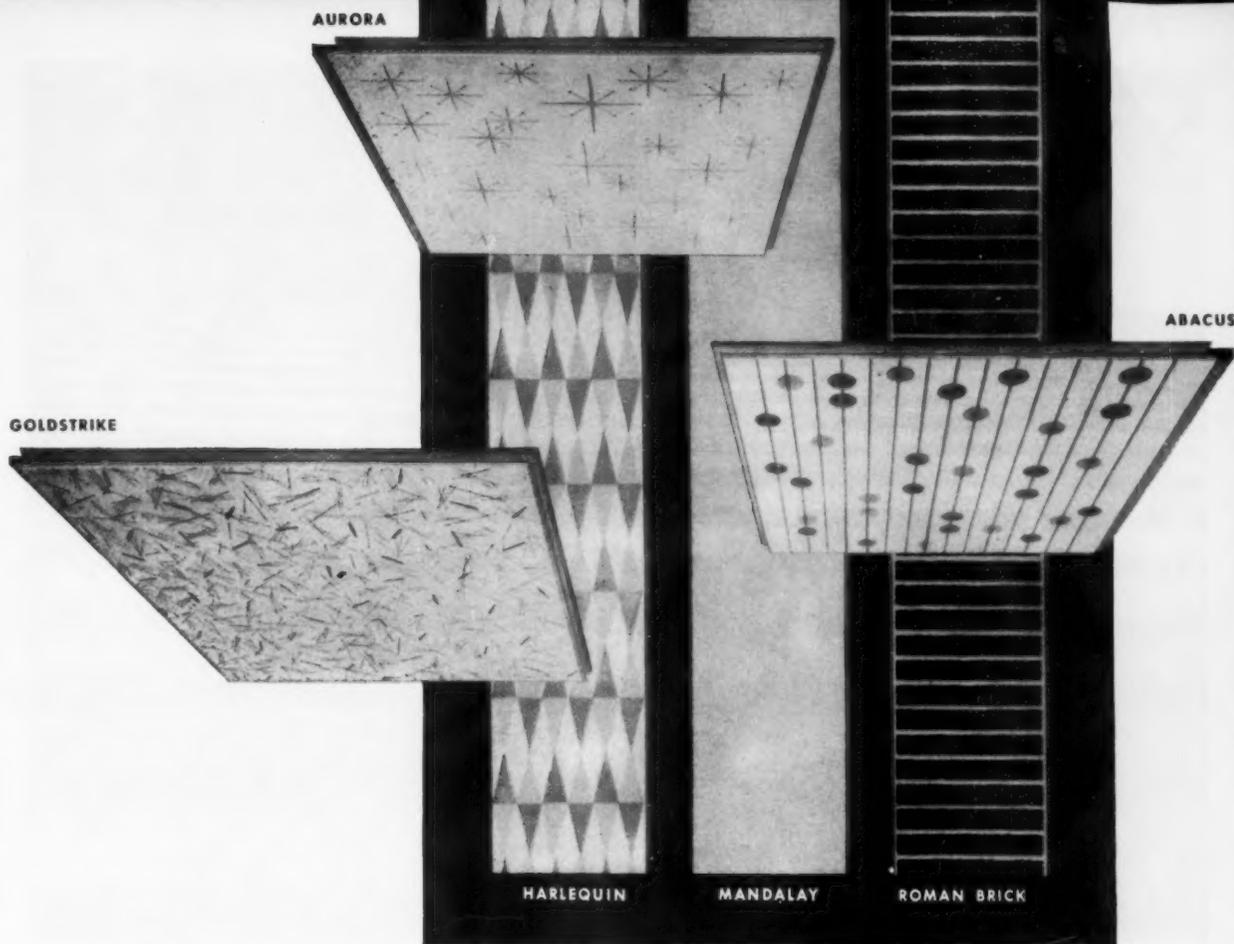
Here is the finest and most complete casement line available. It's easy to plan hundreds of eye-catching arrangements with Qualitybilt's full range of two widths, five heights, plus picture window combinations . . . in one light, divided light, or the new, work-saving removable inserts. Qualitybilt's superb craftsmanship and low maintenance features include precision hardware . . . feather-touch worm and gear operators, extension hinges for easy inside cleaning, and pick-up action locks. All wood parts are preservative and toxic treated . . . and each window is completely weatherstripped to seal snug and draft-free without effort. Investigate Qualitybilt Casement Windows TODAY!



FARLEY & LOETSCHER MFG. CO.
DUBUQUE • IOWA

Entrances • Doors • Frames • Sash • Blinds • Casements • Glider Windows • Sliding Doors • Screens
Combination Doors • Storm Sash • Garage Doors • Mouldings • Interior Trim • Sash Units • Louvers
Kitchen Cabinet Units • Cabinet Work • Stairwork • Disappearing Stairs • "Farlite" Laminated Plastics

Qualitybilt
WOODWORK®



AURORA

ABACUS

GOLDSTRIKE

HARLEQUIN

MANDALAY

ROMAN BRICK

The winners out of 60 patterns!

Your remodeling prospects will go for these three new Decor Ceiling Tiles the same way our consumer panels did. They gave the dainty Aurora pattern first choice among 60 patterns designed by professional stylists. The glinting Goldstrike and gay Abacus were close followers. So you can be sure that your customers will like them too!

Home owners also go for Gold Bond Decor Planks, which provide an easy way to enhance a room with an accent wall in a smart contemporary pattern. Keyed to today's mood, these handsome wood fiber tiles and planks are sure to spark sales. Ask your Gold Bond® representative for samples, handsome full-color literature and hard-selling display materials. Or write Dept. AB-109.

NATIONAL GYPSUM COMPANY, BUFFALO 13, NEW YORK



One of the panels of typical consumers who chose these new patterns



a step ahead of tomorrow



CEDAR GIVES YOU AN EDGE!

You add that vital third dimension—thickness—to your roofs when you use genuine red cedar shingles. This is the roof that says quality . . . clearly, emphatically . . . with enduring good taste.

Applied three layers thick, a cedar shingle roof adds a bold note of texture up where it shows, up where it counts. In all kinds of climate, on all kinds of architecture . . . the roof of cedar is the best-looking, longest-lasting, quality investment you can make.

Give yourself an edge! Make your next roof a cedar shingle roof.

RED CEDAR SHINGLE BUREAU

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



For complete application details on cedar shingles and cedar shakes, see your Sweet's File . . . or send coupon . . .

Name

Firm

Address

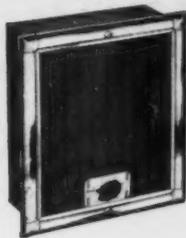
City Zone State

Broan Building Products

designed for
fast running installation
in any of
these directions

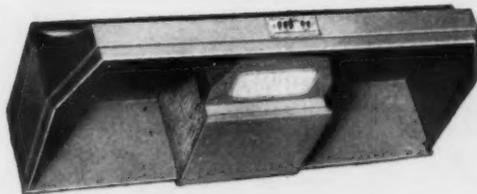


More than ever today, TIME IS MONEY. And you can save valuable minutes when you install the products that Broan provides for the home, a few of which are illustrated here . . . products designed with the contractor's installation problem in mind. It will pay you to remember, too, that everything that Broan makes is fully guaranteed for five full years.



No. TU-15 Electric Fan-Type Bathroom Heater

- Provides heat in less than 10 seconds.
- 4" deep wall box fits dry wall construction.
- Grille projects only 1/4" from wall.
- Uni-flo safety grille couples unrestricted air flow with maximum concealment of interior.



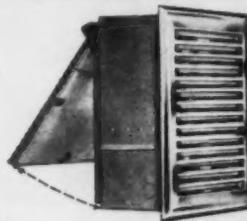
Dual-Blower Hood Combination

- Hood, blower unit factory rewired.
- Spring-loaded backdraft damper prevents cold drafts and damper flutter.
- Combined blower and hood saves on cabinet space.
- Dual blower provides extra pressure needed for long duct runs and elbows.
- Twin air intake with twin aluminum lifetime filters.
- Blower and light removable without tools.



No. 872-S Vertical Discharge Fan

- "Venturi-design" grille.
- 6 wing Broan fan for hushed air movement, unmatched volume.
- Built-in spring-loaded damper.
- Convenient knockouts and outlet boxes — two hanger bars included.



No. 11C Motorized Wall Fan

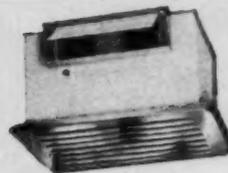
- Completely automatic operation. Single switch controls two speeds for operating fan and opening and closing insulated outer door.
- No backdrafts, no fluttering dampers, no condensation.
- Louvered grille conceals fan interior.

No. HL-15 Fan-Type Ceiling Heater and Light Combination

- Fan propels diffused stream of warm air.
- Safe — thermal overload protection.
- Attractive stainless steel grille.
- Adjustable brackets span 16" center joists. Field connections are completed when housing is installed.



All Broan products
are Underwriters' Approved.



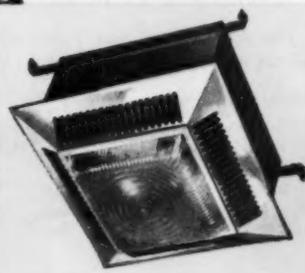
No. 300 Twin Blower

- Vertical or horizontal discharge for ceiling or soffit installation.
- Adjustable mounting lugs.
- Spring-loaded backdraft damper.



No. 600-S Bathroom Ventilator

- For ceiling or wall installation, including dry wall. Nails to studs, header or joists.
- Stainless steel grille has lifetime mirror finish that bathroom moisture won't dull.
- Uses 3" round duct for fast, low cost installation.
- Effective backdraft damper.



Broan

MANUFACTURING COMPANY, INC.

946 West State Street, Hartford, Wisconsin (near Milwaukee)

Specialists in Quality Ventilating Equipment for Over 25 Years

"Within a few years any house that is not air-conditioned will be obsolescent,"
says Federal Housing Administration



SUN VALLEY* All-Year® Gas Air-Conditioner dramatizes newness, lasting value.
It heats in winter...cools in summer...saves money with low-cost Gas

Housing authorities recognize the growing trend to air conditioning. Today it's one of the best ways to clinch the sale of a new house, one of the most convincing arguments against competition of older homes on the market.

The Arkla-Servel Sun Valley offers many advantages to the builder as well as to the buyer:

1. Show customer how, from a single compact unit, the Sun Valley heats the whole house in winter, cools it in summer, circulates clean, filtered air at all times.

2. Demonstrate its ease of use. Show prospects how the temperature of the entire house is regulated from a single thermostat.

3. Explain to home buyers that because the Sun Valley works with Gas, there are no worries about fuel deliveries. You can tell them, too, that modern Gas is the clean, economical, most dependable fuel.

4. Show them the five-year warranty, real assurance to the home buyer of long life and low-cost maintenance.

Make sure your new homes *stay* new. Contact your Gas company or Arkla-Servel dealer now. Units available in models and sizes to fit any home.

AMERICAN GAS ASSOCIATION

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

*Trademark. Product of Arkla Air Conditioning Corp., General Sales Offices, Little Rock, Arkansas.



Photo by Hedrich-Blessing

A floor that talks

This solid Oak floor says to the home buyer: "Here is smart style and quality construction." And that's the kind of talk that starts sales! The geometric pattern of a Bruce Block Floor is appropriate for the casual atmosphere of contemporary homes or the formality of traditional design. These Unit-Wood Blocks are available with the famous cost-saving Bruce factory finish or for on-the-job finishing. Lay in Everbond Mastic over any level subfloor or old floor. Write for color booklet. See our catalog in Sweet's Files.

E. L. BRUCE CO.
Memphis 1, Tennessee

Bruce
 **Block**
Hardwood Floors
Naturally Beautiful

BRUCE RANCH PLANK



BRUCE LAMINATED BLOCKS



BRUCE FIRESIDE PLANK



BRUCE STRIP



Bordering the shoreline of Long Island Sound at Bayside, Queens, New York is Bay Terrace, a model community development for suburban living. It will ultimately include 60 apartment buildings like this, and provide country club and pool facilities.



Alex Danin, A.I.A.
Architect

Showplace Beauty for Bay Terrace-

3120 planned apartments

New York's newest,
largest, suburban
apartment development

features



Bilt-In Ranges



Shown here in their office checking out plans are Lester Weindling and George Browne, members of the N. K. Winston-A. Holzer building organization, well known for its outstanding suburban community developments.



The PREWAY kitchen as shown in Bay Terrace model apartment.

Foot for foot, the kitchen gets more hard wear than any room in an apartment — (or a home, too, for that matter.) Making it a SHOWPLACE and being sure that it will retain that showplace look over the years, requires more than good intentions. It demands careful planning.

With this in mind, Lester Weindling and George Browne deliberately checked out contemporary gas built-ins, specification by specification. They selected PREWAY on hard facts. More costly, yes . . . but here was the look of luster they wanted in styling, plus an

extra measure of value in solid long-lasting construction. And back of this superiority was the best performance record in the New York area, as verified by the experience reports of other quality builders.

PREWAY makes both gas and electric built-ins to suit your building plans — provides dependable, on-time deliveries from reliable, carefully selected distributors who are always at your service. For the one nearest you, and for full information on the PREWAY Bilt-In Appliances of interest, write for full color specification bulletins.



Inc., 8109 Second Street, N., Wisconsin Rapids, Wisconsin

SINCE 1917 — Pioneer manufacturer of built-in appliances . . . refrigerator-freezer combinations, gas and electric ovens and surface units, ventilating range hoods, dishwashers. Member of Brand Names Foundation.

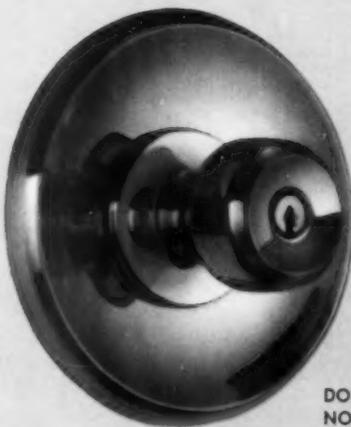
**JUST PENNIES MORE THAN THE CHEAPEST
...DOLLARS LESS THAN THE HIGHEST...**



SONIC KNOB
NO. 486 SQUARE
ESCUTCHEON

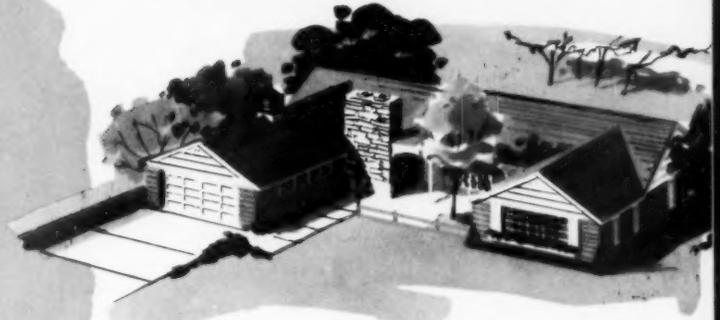


ARDEN KNOB
NO. 498 STAR
ESCUTCHEON



DORIC KNOB
NO. 496 ROUND
ESCUTCHEON

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**

For New Housing
**TERMITE CONTROL
WITH CHEMICALS**

Specify

aldrin

- **LOW IN COST**
- **LONG LASTING**
- **EASILY APPLIED BY YOUR
LOCAL PEST CONTROL OPERATOR**

Now listed in the Minimum Property Standards of FHA

Get the latest facts from your local
Pest Control Operator or write to:

SHELL CHEMICAL CORPORATION

AGRICULTURAL CHEMICALS DIVISION
460 Park Avenue, New York 22, New York



Check your blueprints...



Order Weyerhaeuser 4-Square

NU-LOC

in made-to-measure

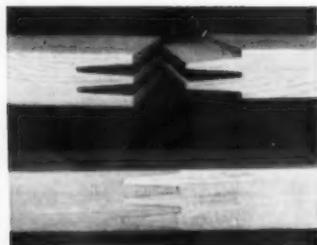
Your blueprints hold the answer to lower costs and faster completions. By itemizing non-structural lumber to size, you can order Weyerhaeuser 4-Square NU-Loc in specified lengths and widths, thus gain the economy of building with "component parts".

Cutting and fitting time becomes a minor cost factor with NU-Loc because your dealer can order NU-Loc in required lengths and widths, and he will work with you in obtaining special sizes from your blueprints (max. length: 22', max. width: 24").

NU-Loc is made of selected pieces of skillfully kiln-dried lumber. The pieces are end glued and/or edge glued together with a light-color waterproof exterior glue, then finished to uniform smoothness. Manufacture is backed by over 20 years of research, testing, and development . . . NU-Loc is a proven product customized to your building needs. See your Weyerhaeuser 4-Square Lumber Dealer for complete information, or write us for literature.

Weyerhaeuser Sales Company

First National Bank Building • St. Paul 1, Minnesota



NU-Loc lumber is produced in strict accordance with the grading rules of West Coast Lumber Inspection Bureau and finished to the high standards set for all Weyerhaeuser 4-Square Lumber Products.

Lumber

lengths and widths



You can order kiln-dried Nu-Loc lumber products in clear grades of Douglas Fir, Western Red Cedar, West Coast Hemlock, and in inland woods: Ponderosa Pine, Idaho White Pine, Red Cedar, Fir and Larch.

EXTERIOR WALL COVERINGS:

Bevel Siding—Drop Siding—Vertical Patterns—Board and Batten—in lengths to 22', widths to 12".

FINISH LUMBER:

S4S or S2S—lengths to 20', widths to 24"—4/4, 5/4, and 6/4 thickness.

DOOR JAMB SETS:

S4S, dadoed, eased edges—in 4/4 and 6/4 thickness.

CASING AND BASE:

Standard patterns, cut to size or assorted lengths.

MOULDINGS:

Standard patterns, cut to size or assorted lengths.

On-site delivery of specified lengths or widths saves construction time and costs! Nu-Loc lumber is remarkably free of warping and cupping, easier to finish.

Weyerhaeuser **4-SQUARE**[®]

LUMBER AND BUILDING PRODUCTS



YOUR KEYS TO SUCCESS

**Total,
Guaranteed
Financing—**

**Total
Prefabrication!**

For years, General Homes' finance plan has been the finest in the industry, covering all the builder's financial needs from building site to completion. We give a firm commitment on a permanent, guaranteed finance program at a definite price. Strong dealer support and personal counsel in planning, erection and selling gives the General Homes builder-dealer every essential for a sound, profitable business.

Add *total prefabrication* . . . and you begin to get the General Idea! *Two days* from arrival at building site, a General Home is ready for occupancy . . . pre-wired, pre-plumbed, pre-painted inside and out, with complete kitchen, bath, "patio garage" and attic storage . . . a *quality* home with appeal to the buyer.

If you are a qualified builder with 25 or more lots within 450 miles of Fort Wayne, get details on our brand new and sensational Scotsman—the Super S-60! Contact me personally, or ask for our Builder-Dealer Manager, Wm. B. F. Hall, President, General Homes, Division of General Industries, Inc., Fort Wayne, Indiana. Phone: Kenmore 6221.

**GENERAL INDUSTRIES, INC.
FORT WAYNE, INDIANA**



Interior photographs taken at Woodward Heights... elegant modern terrace apartments located in the North Woodward Area, Detroit, Michigan.

New quiet, new privacy, new savings
...with CURON Wall-Ceiling Covering

CURON* is ideal for covering walls and ceilings in every room, including kitchen and bath. This exciting new material shuts out noise with 1/4 inch of sound-absorbing softly-textured beauty. Cuts heating (and cooling) costs too. Many colors and designs. Easily installed, maintained. For more facts, write: Curon Division, AB-10, Curtiss-Wright Corporation, 50 Rockefeller Plaza, New York 20, N. Y.

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

Curon
 WALL-CEILING COVERING

Over 1000 Builders install

General Electric's New One-Piece Built-In Range Adds Value to Every Price Home

So versatile . . . fits any house . . . any sized kitchen . . . built-in, yet saves 5 sq. feet of space.

So easy to install . . . just one unit to install . . . just one control to connect . . . and no costly special cabinets are needed.

So economical . . . can save you up to \$100.00 on installation costs.*



Here the **Mark 27** in handsome Turquoise keynotes a kitchen designed for medium-priced housing. Note the smart chrome-trim strips that enhance the built-in appearance.



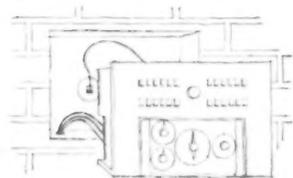
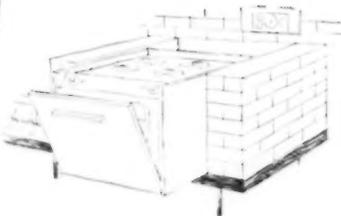
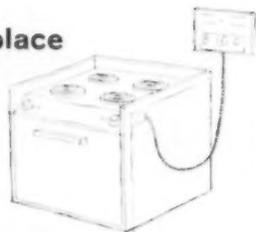
Beautiful . . . yet simple enough to use in lower cost homes. The continuous backsplash is a practical, economical way to achieve a modern, built-in look.



BUILT-IN RANGES



**Slides into place
easily—
saves time
and labor**



Mark 27 needs space only 27" wide x 24" deep. Use saved space for extra cabinets . . . room for another appliance.

One unit to install! Mark 27 slides between cabinets; is suitable for island as well as wall installations.

One conduit to connect! Control mounts wherever convenient. (Even plaster rings are available for the new Mark 27!)

new Mark 27 in first 6 months



(TONTINE® Window Shades by DUPONT)

Just see the versatility of the new Mark 27—styled for even the most deluxe kitchens. Note these features to please your most discriminating customer! Practical recessed top • Extra-big oven • Focused-heat Broiler • Automatic Oven Timer • Automatic

Minute Minder • Extra hi-speed surface units • Pushbutton controls • Master indicator light • Fully enclosed bake and broil units • Oven floodlight • Removable oven door • Choice of Pink, Turquoise, Coppertone, Yellow, Brown or White.

*LOOK AT THESE SAVINGS!

Single conduit connection	Save up to	\$25.00
No oven cabinet needed	Save up to	45.00
No cooktop base cabinet needed	Save up to	20.00
No wasted countertop covering	Save up to	20.00

\$110.00

10.00

Less base panel below oven of Mark 27 (optional)

NET SAVINGS TO YOU

\$100.00

Savings approximate. They will vary with local material, equipment and labor costs.

Progress Is Our Most Important Product

GENERAL  ELECTRIC

OCTOBER 1959



FREE! Mark 27 Idea Book

A kitchen planner sketch book filled with up-to-the-minute kitchen designs featuring the Mark 27. Send for your copy now! General Electric Company, Range Dept., Building #2, Appliance Park, Louisville 1, Kentucky

NAME _____

ADDRESS _____

CITY _____ STATE _____

AB-10



Illustrated: Camellia Skylark 93-L-48
Tawny Walnut 18-FC-22

Shop fabricated
FORMICA[®] tops and...
Laminated Plastic

...Site applied
FORMICA[®]
Laminated Plastic
wall surfacing

... make the best sales team a builder ever had!

Builders and Homemakers Favor

Fully Formed **FORMICA**® Tops Laminated Plastic



One-piece construction Formica laminated plastic kitchen tops have become so popular that many fabricators offer them to builders at little or no premium over conventional tops with metal moldings.

This type of top is produced on special bending presses from a postforming grade of Formica. Finished top, usually with sink bowl installed and all cutouts made, is brought to the job and installed complete. Tell your fabricator-dealer you want genuine Formica and insist that the brand marking be left on the top. This identification is your customer's assurance you use only top quality materials.

Applying **FORMICA**® Wall Surfacing Laminated Plastic **On-the-Job**

Greatly simplified application techniques using new Formica Safe Bond Cement have popularized job site application of Formica laminated plastic vertical surfaces.

A portable router for cutting and trimming, a paint brush for applying adhesive to the wall and back of Formica, and a rubber roller for assuring good all-over contact, are all that are required to give your homes the sales appeal of beautiful, practical Formica walls.

Apply Formica colors and woodgrains in full sheets, random width planking, squares, or many special effects as complete feature walls or wainscot heights.

Write for builders' catalog with full line of color swatches.

Model Home Merchandising Kit

A specially prepared kit of builder merchandising helps for model homes has just won an award from Producers Council for effectiveness at your point of sale. These kits are available free from your local Formica district office.



FORMICA CORPORATION

4611 Spring Grove Ave., Cincinnati 32, Ohio

This mark certifies genuine

Be sure you get genuine Formica. Look for this wash-off registered trade mark on the surface.





"Two layers of Gypsum Wallboard more than double the quality of a single layer"...



Quality two-layer construction performed by Hollenbeck Dry-wall Association, Inc., Riverdale, Illinois.

say Steve Fitzsimmons and Art Kiney of Lynnwood Development Corp., Wheaton, Illinois. The \$35,000 to \$60,000 homes in their new 352-unit Arrowhead Estates development will be built with a double layer of Gold Bond Gypsum Wallboard. These builders think so highly of this construction method that *they guarantee* the walls and ceilings in their quality-built homes.

Job-laminated Gold Bond gypsum wallboard makes a stronger wall, with more than twice the impact resistance of a single layer. It gives a full hour of fire protection, and cuts sound transmission between rooms. What's more, this top quality construction costs less than you'd think. Call your Gold Bond® representative for complete details, or write Dept. AB-109.

NATIONAL GYPSUM COMPANY, BUFFALO 13, NEW YORK



a step ahead of tomorrow

1960 PLANNING STARTS NOW

PROBLEMS: you can be sure of plenty of headaches as the sizzling sixties get under way, with **tight money** taking the No. 1 spot. It's certain this problem will get worse as the **competition for loans sharpens**. Close second among builder worries will be **good land at a fair price**. In many areas, decent sites are priced out of sight. The third problem—causing builders many a pain—will be **rising costs**, or how to keep from being **priced out of the market**. Fourth is: **new competition**. More than 10,000 new builders a year are entering the field. Many tend to **underprice their product** until they know their real costs. Other obstacles to profit and progress: **slow markets, bad weather, unfair codes, low margins**. None are unsurmountable. In fact, as you will see in the pages that follow, **one man's problem may be another's opportunity**.

OPPORTUNITIES: new highs in volume and profits will be enjoyed by most builders in 1960. But not by all. Some will lose money, or go broke. The difference is in **advance planning**—or you might call it **foresight**, or **"canny" judgment**. Builders who line up secure sources of finance will have an edge. Those who track down "sleeper" sites, or develop **ways to build on rugged or sloping land** will keep ahead. Others will trim costs by **tighter management, or sharper construction techniques**, as the articles on pages 133 and 96 show. Will **bad weather cause trouble?** It needn't; it can create an opportunity as you'll see on page 114. Smaller volume firms are in a good spot to grow in 1960. **New tools, new techniques, new materials** will help them build a better house for less money.

Joseph B. Mason
Editorial Director



FORECAST: The sixties

Private Residential—Off 10%

Private residential construction is in for a drop from the near-record of about 1.35 million starts in 1959. Builders of one-family homes will be those

mainly affected. The 1959 housing bill, assuming it becomes law, will help hold starts at about 1.2 million, still a good year. Apartment building should continue to

boom, although in some areas there may be a mild slackening in demand. Money shortage and rising construction costs are main factors in downturn.

Non-Residential—Up 15%

American industry is in an expansion mood again. Only an (unlikely) inordinately long steel strike can prevent business' 1960 expenditures for new plant

and equipment from topping 1959 figures by a substantial margin. The electric utilities and the steel industry are some leaders of this parade. Appropriately,

the so-called "sizzling sixties" should get off to a flying start in the battle to keep production abreast—or slightly ahead—of forecast demand.

Public—Down a Bit

Public construction will slide off a little from the 1959 levels. In part, this will be due to the probable stretching out of the highway program, which has

run into fund-raising difficulties. Also, now that the politicians' fears of the recession have eased somewhat, there will be some deferment of projects. The competi-

tion for money will play its part in reducing public spending for new construction. There probably also will be some mild cuts in defense spending.

Modernizing—a 5% Increase

A large part of business' plans for meeting the production problems of the sixties, is centered on modernizing existing facilities. To a large extent this in-

volves production machinery, but modernizing of buildings is scheduled for considerable activity. Consumers' spending for remodeling will continue at a brisk

pace. Therefore, a rise in expenditures for modernizing and repairs during 1960 is in the cards, with total spent increasing by \$1 billion over '59.

\$72.7 billion spent in 1959

are ready to sizzle

1959 \$21.2 BILLION DOLLARS

1960 \$19.0 BILLION DOLLARS

1959 \$16.5 BILLION DOLLARS

1960 \$19.0 BILLION DOLLARS

1959 \$15.0 BILLION DOLLARS

1960 \$14.5 BILLION DOLLARS

1959 \$20.0 BILLION DOLLARS

1960 \$21.0 BILLION DOLLARS

\$73.5 billion will be spent in 1960



Construction: quality is a

PROBLEMS

The rising cost of labor and materials makes it tough to sell the buyer, and still make a fair profit

Rising labor and materials costs have been an unpleasant but permanent part of the building business since the start of the building boom of the '50's. But except for the 1957 slump, a hungry market has been willing to swallow the price increases brought about by increasing costs.

Today's bad news, which seems likely to carry over into 1960, looks like this: the average labor cost, spread over all trades, has gone up between four and five per cent in the last twelve months. Materials have risen about five per cent.

However, another painful fact is now making itself evident. The market is slacking off, and statisticians have revised their earlier predictions for this year down about 10 per cent. A thinner

market is a market that shops for higher quality and lower price; and builders may find themselves wedged between this market and higher costs.

Builders believe they can pass on at least some of these higher costs. In Houston, AMERICAN BUILDER Editorial Director Joe Mason was told that builders there pretty much planned on being able to pass along an annual price rise of 3 per cent. But this now looks like too low a figure to handle today's rising costs. And in Dallas, builder Leland Lee indicated how low many builders' own absorbing power is. Said Lee: "Down here, there are a lot of guys working on a margin of 5 per cent for both profit and overhead. That's just about as low as you can go."

There's a big demand for low-cost houses. But how can you tap it, especially if you're a small builder?

Avitaly important market for the builder's product is slowly starving for lack of attention. Many builders and economists believe that low-cost housing could be the biggest market of them all; but rising costs of construction and land promise to further reduce activity in this field during 1960.

Some of the problems are an integral part of the market. A small house is inherently more costly

per square foot than a larger one. And low-cost buyers are terribly sensitive to increases in price. Three or four more dollars a month can disqualify a big piece of the market in a given locality.

The worst problem, though, is that low-cost houses are hard to build. There's not much margin for error in a \$9,000 house, and not much profit either. So the low-cost market is largely handled by big-volume specialists.

For the smaller builder, competition with the big boys is hard, and getting harder

The problem of the small builder competing with the big builder is not confined to low-cost housing. It extends into all but the highest price ranges. And from a long-range point of view, the small builder's position is getting rougher.

Certain differences are inevitable. The big builder buys better because he buys more at a time. And the big builder's mass-production techniques keep his labor costs lower.

But other differences are not inevitable. There is no compelling reason why a small builder today should use the building methods his grandfather used; yet in too many cases he does just that. He need not ignore the products and techniques that could give him much of the mass-production advantages his big competitor enjoys. And he need not stubbornly refuse the help he'd get from better planning and engineering, up-to-date thinking.

good goal, but how about costs?

OPPORTUNITIES



Better organization: planning is as important to construction as nails and wood . . . p. 98

Good planning is the best road to better construction efficiency, and lower costs. Materials needn't be bought in carload lots; their proper use will cut their cost, and the cost of installing them. Designing for less measuring and cutting will provide more space for the money. Better scheduling will speed up construction, and this is just as important in day-to-day building as in bad-weather building (p. 114). In brief, the builder who controls his construction is the builder who can control his costs.

Components: the best opportunity for the smaller builder to attain big-builder efficiency . . . p. 100

Components can bring the assembly line to the smallest field operation. The builder who buys a wall panel buys a part built with factory efficiency, at a cost he can seldom duplicate in the field. Since the part is partly built, there's less chance of costly mistakes at the site. And the builder who uses components is buying the future. New products, like the foam-core sandwich panels, will be sold as component systems. The builder who is used to such systems will be way ahead of the game.



New materials: they make possible not just new finishes, but entirely new ways to build . . . p. 102

Today's new materials are making major contributions toward offering more house for the money. And there's new life in old materials too. Wood is booming as new plywood veneers, and glued-up structural wood members are proving light, strong, and inexpensive. Aluminum is booming. Plastics are getting a lift from the new expanded polystyrene panels, and from plastic piping. And masonry is showing new life with the announcement of a new light-weight material for manufacturing brick.

Tools and techniques: they can bring factory speed and power to your building site . . . p. 110

Nobody's figured out a replacement for the hand hammer yet; but that's about the only hand tool that hasn't been replaced with a more efficient power tool. From concrete compaction (with an electric vibrator) to final painting (with an electric spray gun) today's tools and methods can improve virtually every operation. There are power saws for every sort of cutting job. There are machines to tape and spackle drywall. And power staplers may yet replace that old hand hammer.





Good construction means good

Organized construction starts with a standard dimensioning system

Any builder who's shooting for more efficient work in 1960 should start by eliminating efficiency's worst enemy: waste.

Waste can occur practically anywhere. Wasted labor is the most expensive; wasted materials hurt too; and wasted time can keep a builder's entire business limping along at half speed.

For years, technical men in the industry have cried for the increasing use of standard modular dimensions. Here, they feel, is the place to start controlling waste. And products built to standard dimensions are on the market now, although few builders have taken full advantage.

"The modular dimensions most builders work with have been pretty much determined by the 4x8-ft. size of most sheet materials," says Richard Pollman, engineer, house designer, and always one of the more aggressive advocates of the increased use of standardized dimensions. Pollman is now serving as advisor to NAHB's technical committee.

"If," says Pollman, "the sides of a house are designed to a four-foot module, cutting of sheathing can be virtually eliminated. At worst, some pieces will have to be cut in half. And since the sheathing comes out even at both ends, none is wasted. Labor is saved in cutting, and by the fact that with this operation, measuring is practically automatic."

Floor decking is another place where modular design can save. If the module (usually either 2 ft. or 4 ft.) is carried to the outside face of the studs, plywood deck can be laid with a minimum of layout and cutting.

Framing lumber is not usually thought of as modular; but it comes cut in 2-ft. increments, and

the builder who manages not to have to cut it again is saving.

"It's best to try and keep a house at 24, 28, or 32-foot widths," Pollman points out. "That way you can use two equal size joists with no cutting. But on a 26-foot house, for example, you'd have to use 12-foot and a 14-foot joist. The 12-footer probably could be a 2x8, but you'd still have to use a 2x10 to keep it even with the longer joist. So you'd be wasting wood."

Good modular design must start on the drawing board if the builder is to squeeze every advantage out of it. Door and window openings should be designed to fall into the rhythm of studs 16 in. o.c. And these openings should be positioned so that sheet material can end on them without

the necessity of cutting, or of fitting small filler pieces.

Byron Bloomfield, executive officer of the Modular Building Standards Association, points out that new materials, such as the foam-core panels just making their appearance, must be based on some sort of standard module. Builders will have to go to modular design, since trimming completed panels would be wasteful.

"Many products are available in modular sizes right now," Bloomfield adds. "Besides the sheet materials like plywood, there are some modular windows; kitchen cabinets are often made on a 12-foot module, and can be made to fit in most kitchens. Bathtubs are pretty well standardized at 5 feet, and some tile manufacturers are making a 4-inch tile instead of a 4½-inch one, so it will come out even on a 60-inch tub. Closet door units are available pre-built in standard sizes: And, of course, most masonry units have always been designed to modular sizes."

You'll never know where you are if you don't build to a schedule

"Most houses build themselves; the builder doesn't really know what's happening. If he wants to control his job, he's going to have to organize it first."

These fighting words are from builder Clayton Powell of Savannah, Ga., member of NAHB's Research Institute. Powell believes that every builder should know exactly what's happening in his houses every hour of every day.

"When you get that kind of control," he says, "you're on solid ground. You know just what your costs are going to be."

Suppose a builder is taking three months to build a house. Powell thinks he should start re-

organizing by scheduling what actually happens on each of those ninety days. "He'll find that lots of days go by where nothing at all happens. Here's where he can start improving. He can set up a schedule that makes sure there's someone working in that house every day. And he can make sure that the right subs come in at the right time, so that none of them holds up the job."

This same builder may now find that he can finish the job in thirty days instead of ninety. "Look what that means," says Powell. With the same crew and the same money, he can do three times as much business every year."

planning—on paper and in the field

A house isn't a collection of odd jobs. It's a system of operations that work smoothly with each other

The builder who wants to improve his building next year should start with a whole new idea of construction. And the key word of that idea is "system."

Builder Bob Schmitt, of Berea, Ohio, qualifies as an expert on construction systems on two counts: he is chairman of NAHB's Research Institute, a body dedicated to better building systems; and he is a highly successful builder whose favorite pastime is selling houses two or three thousand dollars below FHA appraised values.

"The man building two or three houses a year can usually get by with no system," says Schmitt. "He can carry everything in his head. But when he gets bigger, he'll be in trouble that way."

The truss, in Schmitt's opinion, is the keystone of his own building system. "Some builders think they can prove a truss costs more than a conventional roof-framing system. They just aren't aware of what a truss can do for them. Look.

"Trusses let you get the roof on faster. This means less time and labor, and so less money.

"Trusses give you clear-span construction. Ceilings, floors, and outside wall can go on before partitions, and with almost no cutting and fitting. Since the partitions are non-load bearing, they can be much lighter. And mechanical work can go much faster before partitions are up.

"Trusses will let you build a deeper house, and it's cheaper to add area through depth than it is through length.

"What the builder has to realize is that the truss is not just a hunk of wood. It's part of a system of construction whose parts all must interrelate."

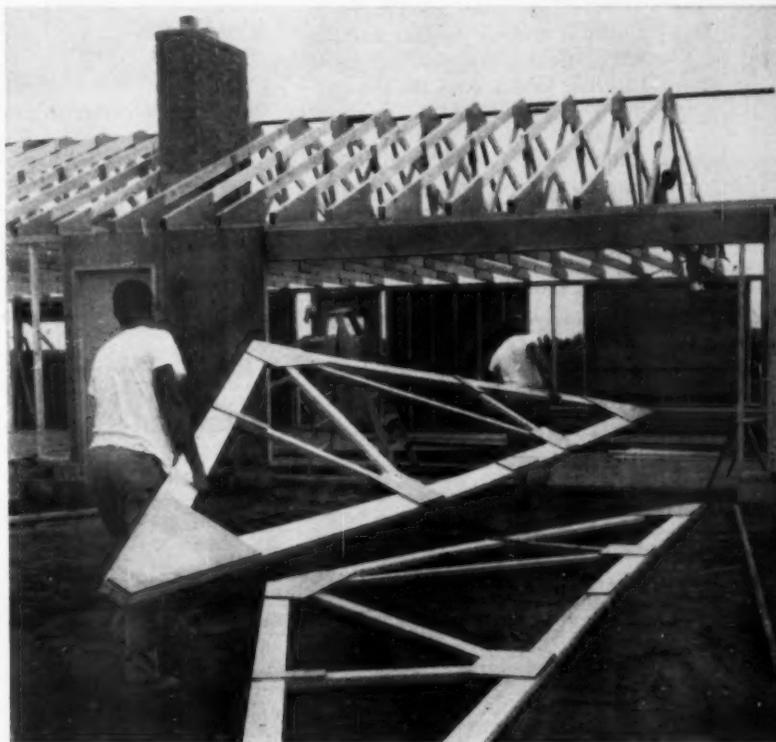
Another mistake many builders make, Schmitt believes, is in seeing construction as a progression of trades. "Actually it's a progression of operations, and time is the division. Most builders, for instance, think of heating as one operation. In reality it's part of the concrete work, part of the framing, and part of the finishing. The house should be broken up into sub-assemblies, but not necessarily the usual ones."

Like Clayton Powell, Schmitt is a believer in fast construction. His advice: "Set up a schedule of 30 calendar days to complete the house. When you see you

can't meet it, find out why. In looking at your operation this way you'll see things you never noticed before. Eventually, you should be able to meet the schedule.

And finally, Schmitt points out that many problems can be anticipated on paper, and never crop up on the job.

"Anybody who can build a house can make a drawing. And operations like laying out wall-board and sheathing, or figuring partitions, can be done on paper. It's easier to use the eraser than to tear something down in the field."



TRUSSES ARE THE KEY to builder Bob Schmitt's system. These are 34-footers. They give him a deeper house, more space for the money.

**1960
PLANNING
STARTS NOW**

COMPONENTS: they give any

LuReCo components are available from lumber dealers almost everywhere

The builder who plans to take advantage of component construction doesn't need to wait. He can start just as quickly as he can locate the local lumber dealer who handles LuReCo panels and trusses.

"You don't have to be a big builder to take advantage of components," says Larry Higgins of the Lumber Research Council. "In fact the most important thing about LuReCo is that it lets the smaller builder frame with the speed and efficiency of the big operator. And these days, with more and more really big outfits moving into home building, the small builder needs this efficiency more than ever before, if he's going to compete."

There are other advantages to LuReCo too. A builder buys a whole house, not just a lumber list. The dealer does the estimating, and when he gives a price he guarantees that it will cover all the material needed. And it will be delivered to the site in the order the builder wants and at the time he wants it.

Higgins points out another important fact: "New materials are just beginning to come on the



LURECO COMPONENTS go together rapidly to form the shell. Detailed, expensive work, like window framing, is done at the lumber yard.

market, and they're mostly in the form of modular components. The builder who's used to working with components will benefit most from these new products."

Most LuReCo dealers have the following components available: wall panels, trusses, floor panels, closet units, kitchen cabinets, and interior partitions.

Components aren't a new animal; you've used them for years



THERE'S NOTHING NEW about the idea of components; all builders have used them in one form or another for years. The pre-built vanity (1) is a component. So is the pre-hung door, (2) which saves money by saving the

labor of fitting and finishing. The Cemex panel, (3) is a new-type cement-fiber panel component that's making news on the West Coast. And the Andersen "Strutwall" window (4) includes window (a component) as part of the wall.

builder production-line efficiency

Production begins on building's hottest

item: the foam-cored panel

What may be the biggest change in the history of residential construction begins quietly in Detroit next month. Koppers Co. will start limited production on a line of foam-core sandwich panels complete enough to build a house shell and its interior partitions. And some time in 1960, Koppers says it expects to be able to supply builders with these components within about a 300-mile radius of Detroit.

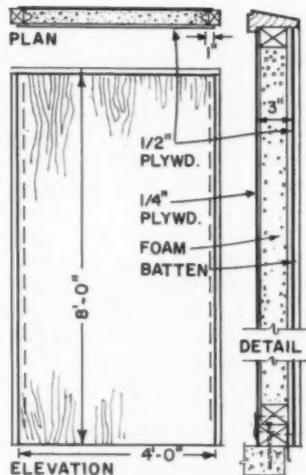
The panels are basically the same ones used in last year's

tinuous backing) or veneered plywood. Roof panels will be up to 20 ft. long, and 4 to 5 in. thick.

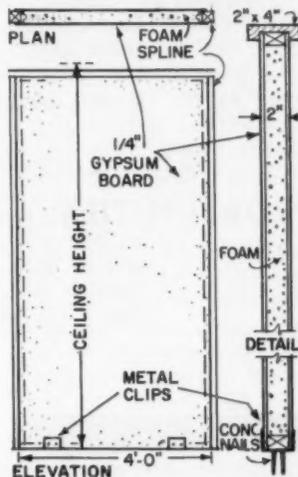
The Koppers panel is not the first of its type on the market. Alcoa has been making its aluminum-faced "Alply" panels for several months. But it is still comparatively expensive, while the Koppers panel is expected to give an in-place cost for the shell at least as low as conventional construction.

"But," adds Bernard Sarchet, Koppers' Manager of Product Development, "other factors, such as speed of erection, are more important. The house can be under roof in a day, and two men can set all interior partitions in half a day. And remember, this means both outside and inside surfaces are on, insulation is on, and you're ready for paint. And later on we hope to provide roof panels with the roofing already on. Eventually we'll put out a catalogue from which the builder can order the parts he needs."

Can any builder in the Detroit area buy the panels next year? "Yes," says Sarchet, "but at the beginning we're going to shoot for the somewhat bigger builder. He'll be able to build more houses, and we'll get a faster idea



NAHB Research House in South Bend, Ind. The exterior wall panels, shown above, have 2 3/4 inches of polystyrene foam sandwiched between plywood walls of 1/2 in. on the outside and 1/4 in. on the inside. (Hardboard, or any other strong sheet material may also be used on the inside walls.) Non-load-bearing interior partitions, in the drawing at right, have a total thickness of 2 in., and will usually have 1/4-in. gypsum board facings (heavy enough, since the foam gives con-



of any problems that may come up. Once we get rolling we'll be happy to supply any builders, big or small. The only real qualification is that he'll have to build designs that are suited to modular panel construction."

Here's why you should consider components

Says NAHB Research Institute Director Ralph Jonson:

"Component construction will offer the small-volume builder the advantages of mass buying and factory efficiency.

"It will let him take advantage of building's rapidly changing technology without having to make big changes or greatly expand his business."



**1960
PLANNING
STARTS NOW**

MATERIALS: How to keep

We asked 1,200 manufacturers, associations, research people and builders for a run-down on their 1960 thinking. Here's a fact-packed up-to-the-minute summary of what they told us.

PROBLEMS: A builder today wears a lot of hats. One of them is that of an intelligent and capable materials buyer. To be this kind of a specialist you have to keep abreast, and ahead of new materials. You

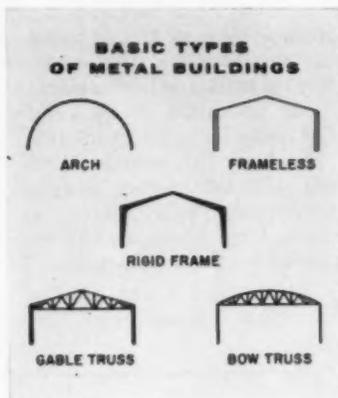
have to know how much to pay for them, how best to use them. If you can specialize in this exploding field you'll know how to plan better and make these materials pay off for you.

OPPORTUNITIES: **Cost-cutting** . . . the right material will do the job faster for you. Save on labor costs. **Quality** . . . the special material will give you a better house. **Sales** . . . good materials are good adver-

tisers, "pre-sell" a lot of home-buyers. **Competition** . . . your prospects will also read new materials as a sign that you're way ahead of the next builder. Be sure to point up this "newness."



"SENSIBLE" USES for aluminum . . . fascia and soffit by Keystone.



STEEL "comes out" in new variety of commercial building uses.

more "sensible" aluminum products—like Alcoa's rib roofing sheet (below). More big components. Plenty of promotion help from the big aluminum firms. Example: the Keystone assembly (above, left) is featured in Reynolds big "House of Ease" promotion. (No. O54 on p. 166). Bigger "break throughs" in aluminum. E.g.: Alcoa's "Alply" insulating panel. (No. O55, p. 166).

If you do light commercial building you'll find steel high on your 1960 cost-saver list. (Big, clear-span strengths balance the



TIME-SAVER aluminum ridge cap from Alcoa. (No. O53 on page 166)

METALS: Less speculation, more "sensible" uses for residential and commercial

"We are working . . . to exploit . . . those natural qualities (of aluminum products)—strength without weight—durability, ease of cutting . . . low upkeep . . .", says Dick Gerber, Building Products Manager of Kaiser Aluminum. Ralph Johnson, NAHB Research Institute Director, agrees.

He thinks aluminum products will grow in usefulness, particularly in components and specifically where it makes better sense to use aluminum. **Ed. note:** Local preferences show that home buyers now accept aluminum as a building material.

Ahead in 1960? More and

material's cost). Prefabbed or component metal buildings, small enough—or large enough—for any job, will be available in in-

ahead of an exploding field

creasing numbers and designs. (See chart.) (No. O56, p. 166.) Steel framing, curtainwalls, other structural products for residential use will grow during '60 . . . but slowly. Architects are exploring residential applications. **Ed. note:** Check AMERICAN BUILDER's Aug. '59 story "New Ways to Build with Steel, p. 87.

MASONRY: New designs, textures, applications spell greater use in '60

It's a sure bet. Concrete block will take another "giant step" in 1960. Reports the National Concrete Masonry Assn.: "Over 300 solid and 'screen' units (of blocks) are . . . on the market. This vogue for variety plus *wider acceptance and uses* have boomed the production of concrete masonry . . ." **Ed. note:** The italics are ours, we see more and more block being used in houses. One other big reason: the price stays



CONCRETE BLOCK as exterior, interior wall. Hallberg Homes, Ore.

low. "Cinderella becomes a beauty queen!"—This is Colorcrete Ind. describing its system of color-converting the concrete block. (No. O57, p. 166). Colored split block, patterned blocks, faced blocks . . . all allow erection of a completely finished wall (interior and exterior) in one operation. Good collection of ma-

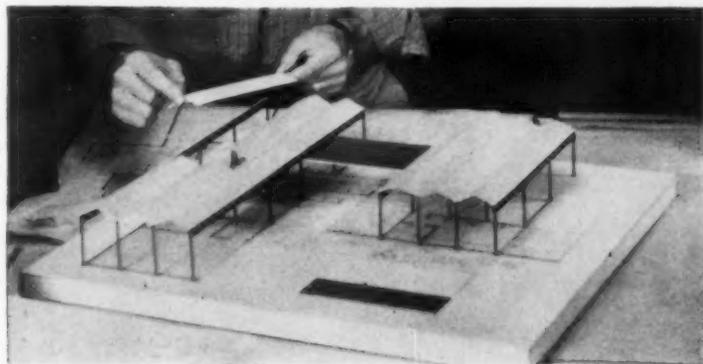
sonry news and installation details: Universal Atlas Cement's catalog. (No. O58, p. 166). **Ed. note:** technical data on Masonry, Tile, Brick, etc. is in our own April '59 Buyers Guide.

Brick forecast: a new, light-weight brick should be ready for the market in mid-1960. According to Paul Johnson, Dep. Direc-



TILE . . . in many shapes and forms, . . . is easier to apply.

tor of Structural Clay Products Research Foundation, the brick will be 30-35 per cent lighter



BOX BEAMS of fir plywood are used to support folded-plate roof.

WOOD: Research has opened the door to new structural uses, greater savings

If you're talking structure, the big word in wood is "strength." Southern Pine Assn. reports greater strength, more efficiency, new designs in structural wood.

In his Wedgewood Homes (above) Dwight Haugen of Portland, Ore., used a roof designed with long-length stressed-skin panels, engineered as a folded

than existing units. It will be easier to handle, make possible new, larger bricks.

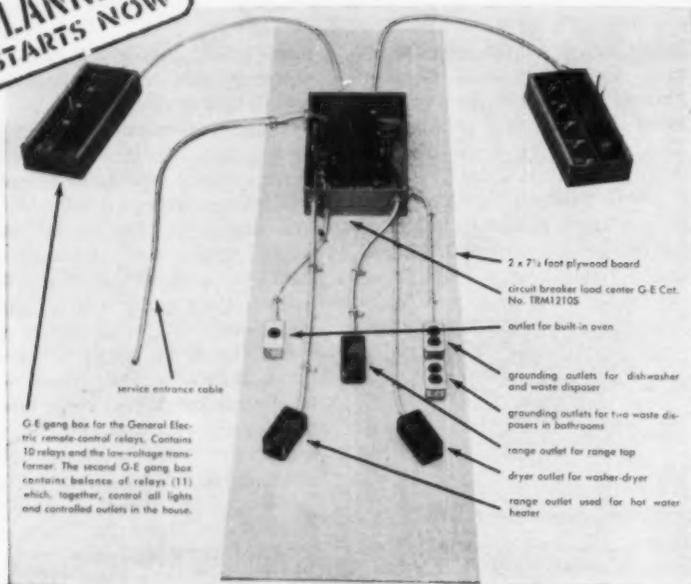
Other big brick news will be time-saving construction techniques. Some are here already, will become accepted methods in '60. Example: the cavity wall with steel ties (AMERICAN BUILDER, Sept. '59, p. 29).

You used more tile in your houses this year, and buyers ate it up. In '60 the trend will continue. There will be more tile on the market. It will come large, tiny, patterned, plain and cut out for screens. Most important cost-saver news will be easier laying techniques. Example: a rubberized cement, "Laticrete," used (at left) for applying glass mosaic tile. U.S. Rubber (No. O59, p. 166). **Ed. note:** Another example . . . the new thin-set mortar bed, described in July '59 AMERICAN BUILDER, p. 196.

plate. Flat planes of the roof were supported by 4x4 posts and plywood box beams. A house to research these and newer ideas is underway by Douglas Fir Plywood—in conjunction with LuReCo. AMERICAN BUILDER's Dec. '59 Issue will carry our own big wood story. **Ed. note:** More news this issue pgs. 100, 108.

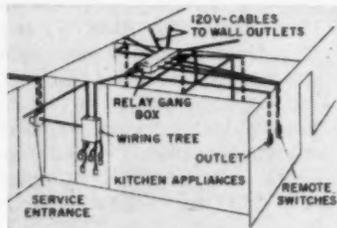
**1960
PLANNING
STARTS NOW**

OPPORTUNITIES in Materials: a run-down of facts



A BIG STEP towards "one-stop" wiring: G.E.'s "Wiring Tree." Above, plywood panel "trunk" for a kitchen. Top right, "branches" extend into attic, terminate into two distribution boxes.

◀ What the tree looks like



▲ How it is installed

house sales. Below: part of the Minimum Light for Living Standards from the American Home Lighting Institute. Also available from them: a room-by-room Guide to Advanced Light for Living. (No. O62, p. 166)

Ed. note: One sure tip-off that builders are becoming "light designers": more than 3,000 of you asked for the four catalogs we ran on light designing in our April '59 Issue.

Another opportunity: outdoor lighting. It's growing from post-lamp to path light to patio lighting. Example: Virden's "Mind-O-Light" that turns on at dusk, off in the morning. (No. O63, p. 166). **Ed. note:** See p. 96, Sept. '59 AMERICAN BUILDER.

WIRING and LIGHTING: You'll hear more about wiring panels, "light engineering"

The trend toward components rolled into the wiring field this year. Outlook for 1960: more wiring components; more wiring "control centers." Example: G.E.'s "Wiring Tree" (above). Its purpose: "a simplified wiring system that could be completely or partially prefabricated in the contractor's shop. (No. O61, p. 166)

In '60 you'll have to become more of an expert at "light engineering." One good reason: your buyers are becoming arm-

chair experts on the subject. Conversely, more-than-adequate lighting will pay off in better

Room Size	A. Ceiling Fixtures		B. Structural Lighting
	Min. Size of Shield	Minimum Wattage	(Length of light source in cornice, cove or valance)
Very small (Up to 125 sq. ft.)	12"-15"	1 400w or 3 40w	6 feet
Average (125-225 sq. ft.)	15"-17"	1 150w or 4 40w	8-12 feet
Large (Over 225 sq. ft.)			16-20 feet

PAINTS and COATINGS: Research promises new products that will be much easier to apply, do two or three jobs at once.

"We (the paint industry) are on the threshold of a tremendous marketing expansion of exterior emulsion formulations." —W. Jenkins, president John Lucas Co., writing in *Paint Industry Magazine*. Acrylic-type emulsions are cited by Jenkins as

top runners.

Aluminum will make news in this field. Example: Flintkote has just announced "Aluminized Static," a reflective, decorative coating compound. (No. O64, p. 166) Another example: from National Homes: "aluminum Na-

tional Homes will have a baked-on Lucite permanent finish, with no sheen . . . everlasting protection against wear and weather."

Also ahead: more and better water-proofing compounds, sealants. They'll patch, color and waterproof in one operation.

and predictions to aid your 1960 buying

PLUMBING and BATHS: 1960 will see some code problems solved. Careful space planning will solve some "customer" problems

Problems, code and otherwise, abound in this part of the job. 1960 will see some of these problems moving towards settlement. The 1959 NAHB Research House in Knoxville featured a new "miniature sewage plant" idea. (Photos below, full story: Jan. '59 AMERICAN BUILDER, p. 88.) Plastic piping by Carlon Products was part of this system. In 1960 there's a good chance of having available a new poly-



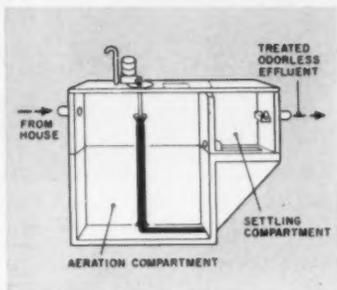
SEWAGE PLANT in miniature. One part: grinder installed below toilet.



OUTSIDE END: the treatment tank. Constant air flow is pumped through.

propylene pipe that will be suitable for hot water. Another advance: the new National Plumbing Code will include a section on plastic piping.

Builders report growing difficulties in local approval of septic tank systems. Many will turn to self-contained sewage disposal systems in 1960. These can be either single-house (see drawing, above) or development size. **Ed. note:** for a roundup of these

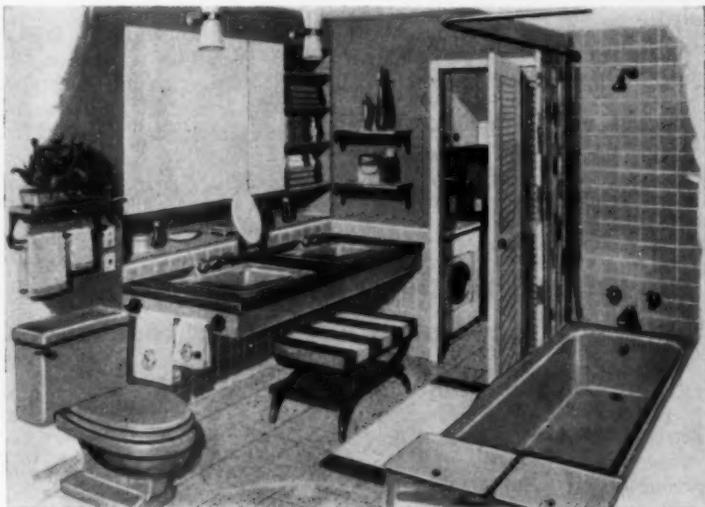


ANOTHER single-home sewage plant: Caviette. (No. O60, p. 166)

plants, re-read our Sept. '59 article, p. 190. And you can bone up on coming problems and solutions with Yeoman Bros'.

walls of Formica, metal and Styrofoam . . . all of which "slip together." (No. O67, p. 166)

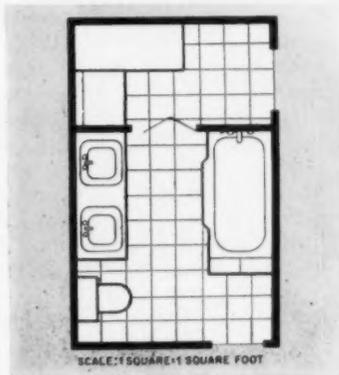
More bathroom space but not at higher costs . . . this is sure to be a 1960 home-buyer cry. Solution: more attention than ever to location of bathroom and other plumbing fixtures; maximum use of the space you have. Remember, too, that your buyers are now looking for "glamor" in bathrooms. One aid: Eljer's "Award-Winning Ideas" booklet (see drawing and plan, below). (No. O68, p. 166). **Ed. note:** Check "Planning for Plumbing Fixtures," p. 258, AMERICAN BUILDER, April '59.



EVERY INCH pays off in bathroom planning. Laundry is included.

"Homebuilders Guide to Effective Sewage Disposal." (No. O65, p. 166). Help in planning drainage into septic tank, sewer or cesspool connections is offered by Bermico's "Sure Dry Drainage Plan." (No. O66, p. 166)

Opportunities in plumbing components will grow in 1960. Example: Fiat Metal has just announced its "Wonderwall Commadore" with terrazzo floor, and



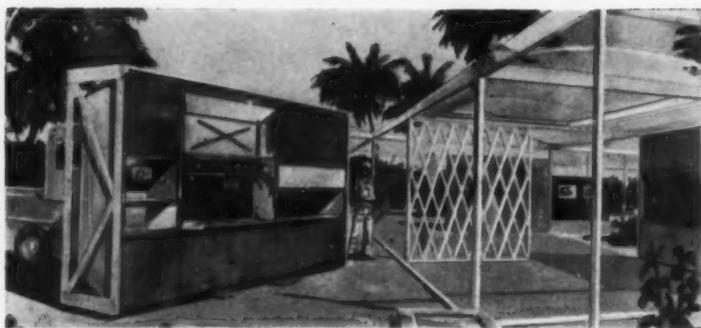
**1960
PLANNING
STARTS NOW**

OPPORTUNITIES in materials: what to look for; how to

KITCHENS, APPLI- ANCES: more "pack- aging," time-saving in installations

You won't be wheeling in your entire kitchen wall in 1960 (see photo). But you may be *planning* your house for it in the next few years. Modular kitchen appliance units have been around for several years. So, the next step, a modular kitchen unit *with* exterior wall, can't be far away. According to Kaiser Aluminum, this package would be light enough to be shipped and installed as a *complete* unit.

The "complete package" trend will give you concrete help in smaller appliances. Research by Roberts Mfg. Co. showed No. 1 consideration of builders: "to save labor costs through materials and built-ins that 'install quickly and easily.'" R. E. Roberts,



"THE MODULAR" . . . an advance-design package kitchen. Contains almost all kitchen equipment plus utility core in a 3-ft. thick unit. By Kaiser Aluminum.

president, thereupon announced: ". . . When a built-in arrives on the building site it should be complete right down to the last screw . . ." **Ed. note:** His Rangaire hoods are doing just that. (No. 069, p. 166). Another trend-setter: NuTone's Selecta-Matic" Hood fans. Installation is simplified to allow your carpenter to do the work, rather than a master electrician. (No. 070, p. 166). Watch for a trend in *packaged built-ins* to hit more appliances. Example: RCA's new Mural Television. (No. 071, p. 166).

There'll be bigger sales opportunities with your 1960 kitchens,

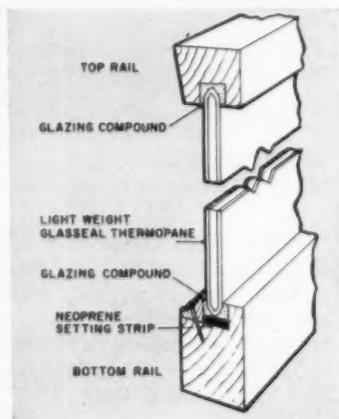
so make the most of that room. Buyers will want more warmth and color here, but they'll have a sharp eye out for practicality, too. Time-saving floor plans are a "must." **Ed. note:** Re-read our Sept. '59, p. 82 article: "Plan a good, working Traffic Pattern for your kitchen." Also, AMERICAN BUILDER, April '59, p. 378, on kitchen built-ins.

Take advantage of the color and decorating services offered by the appliance and cabinet people. Good color may sell a kitchen that will sell a house. Example: Caloric's newly-announced color-coordination plan. (No. 072, p. 166).

WINDOWS, DOORS and HARDWARE: Traditional styles will keep up their "comeback." But luxury touches will win in any style

Opportunity: ready for mass-production this Fall and through 1960 . . . double-hung windows with double-pane insulating glass. Window "break-through" is made possible by Libbey - Owens - Ford's development of new "GlasSeal" Thermopane unit. It's made of single-strength glass, 25% lighter than double-strength Thermopane. (No. 073, p. 166). To date, six firms are making the new window: Binswanger & Co., Caradco, Curtis Companies, Farley & Loetscher Mfg., Royal Glass & Millwork Corp., Woodco Corp.

Window trends in '60 . . . more "colonializing," more lux-



DOUBLE-HUNG windows with thin Thermopane. Mass-produced in '60.

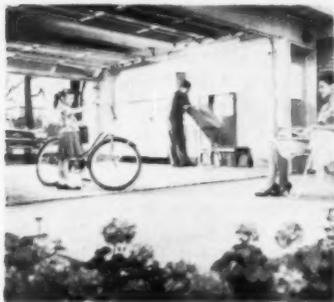
ury touches. **Ed note:** More than 50% of all windows installed in homes are double-hung . . . percentage may get higher. On the other side of the 1960 picture: an increasing use of sliding glass doors and windows. Home buyer's favorite spot: between family room and patio. Good news from the Sliding Glass Door and Window Institute: they're developing a set of standards and specifications to make it easier for builders to plan for and install sliding doors and windows.

"Modern Colonial" is what one manufacturer, Morgan Co., calls its new line of "Diamond Lite" entrance doors. (No. 074,

plan your 1960 building around them

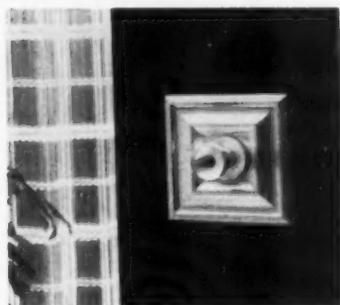
p. 166). Whatever the name, you'll see a lot more in the colonial doors to choose from in 1960.

News in garage doors: for one thing, they're getting wider. Reports Calder Mfg. Co.: "Common stock sizes of the future will be



GARAGE DOORS gain more usable space, sales appeal. Overhead Door.

10' wide and 12' wide for single-car garages . . . for the two-car family . . . 15' and 16' openings are giving way to the 18' opening." Another trend: garage

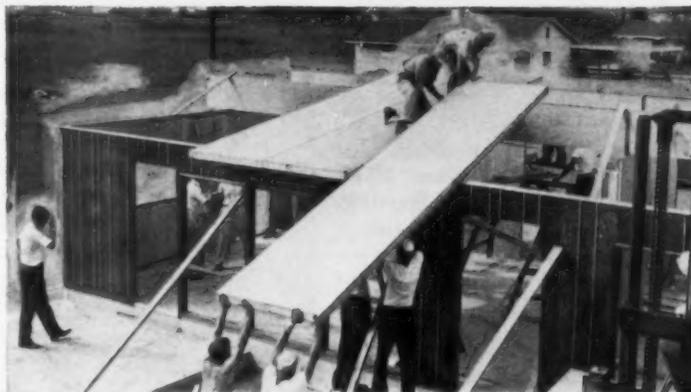


"THE MIDAS TOUCH" is Schlage's name for new line. (No. 076, p. 166)

doors are serving a double purpose. They're being used by more builders to turn empty garage space into a patio. (See Overhead Door Corp. photo above. No. 075, p. 166).

In hardware, the big news is luxury. Not in price, but looks. Example: Schlage's offering above. Elegance of style, gold, ceramic and other finishes all add to the luxury picture that's going over big with the home-buyer. **Ed. note:** Check Apr. '59, pp. 201, 355 for technical data on these materials.

ROOFING, SIDING, INSULATION: Bigger "pieces" will do several jobs at once



IN THE OFFING: foam core panels with stressed plywood skin to make a wall Plywood box beams and stressed-skin panels form roof.

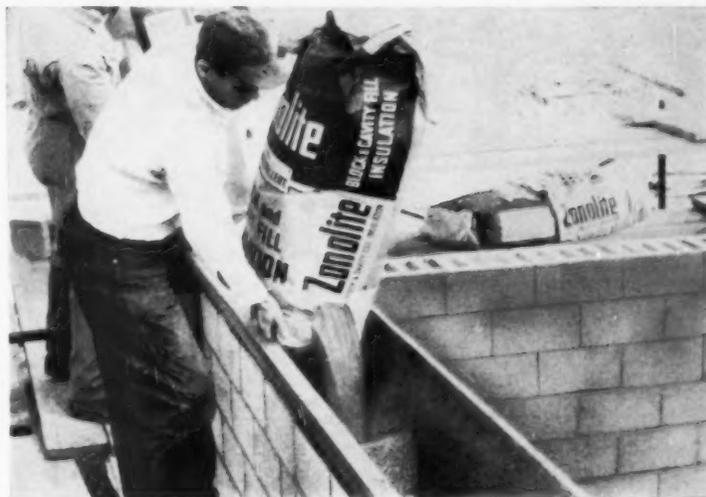
The photo above is a good guidepost to 1960. Our crystal ball (and everyone else's) shows a steady movement toward component wall panels. Finished in aluminum, plywood, wallboard or plastics, the panels often have built-in insulation and finished siding. High on next year's research program: Masonite's exterior wall component, using Koppers polystyrene, with prefinished siding and a prefinished interior of Masonite hardboard. The Masonite people

predict insulation, vapor barrier, two factory-finished surfaces and wiring and heating facilities . . . all in an exterior load-bearing wall panel.

Simpson is still working on redwood plywood sandwich wall panels used in 1959 NAHB Research House.

Ready now for popular post-and-beam construction: new roof deckings, like Johns-Manville's "Nu-Wood"; builds, insulates, decorates. (No. 078, p. 166).

(Continued on next page)



INSULATION NEWS: a masonry fill that makes it easy to pour insulation into cavity walls. From Zonolite. (No. 077, p. 166). Next page has more details.

**1960
PLANNING
STARTS NOW**

OPPORTUNITIES: cost-savers, time-savers, hidden

FLOORS, WALLS, CEILINGS: whether it's wood, plastic or composition, your material will arrive with half its job done

(Continued from preceding page)

Also ready and waiting: improved conventional roofing. Example: Red Cedar Shingle's new colored Certigrooved shakes (No. 079, p. 166). Bird's new sun-setting "Wind Seal Shingles" (No. 080, p. 166).

There's lots of news on aluminum siding too (see page 102). And in bigger and better traditional siding materials. Example: National Gypsum's 4x8 Gold Bond board-and-batten (No. 081, p. 166).

Insulation opportunity: Zonolite's new water-repellent masonry insulation. Tried in Detroit's 1960 "Idea Home," materials took only six man-hours of labor to insulate 1,400 sq. ft. of basement wall area. More details, p. 36. Figures to figure by: the average home (1,200 sq. ft.) if properly insulated and designed can be heated and air conditioned for \$8.44 a month in the South to \$14.60 in the North. More details: Owens Corning Fiberglas (No. 083, p. 166).

Coming up in 1960: a thin parquet flooring, dimensionally stable, that can be laid directly on the slab. Another prediction, this time from U.S. Plywood: subflooring with a veneered hardboard flooring top.



REDWOOD . . . in thin, cost-saving panels. By Simpson Redwood.

Ed. note: you'll be using a lot of wood, both in flooring and walls . . . if not, you'll use something that looks like wood.

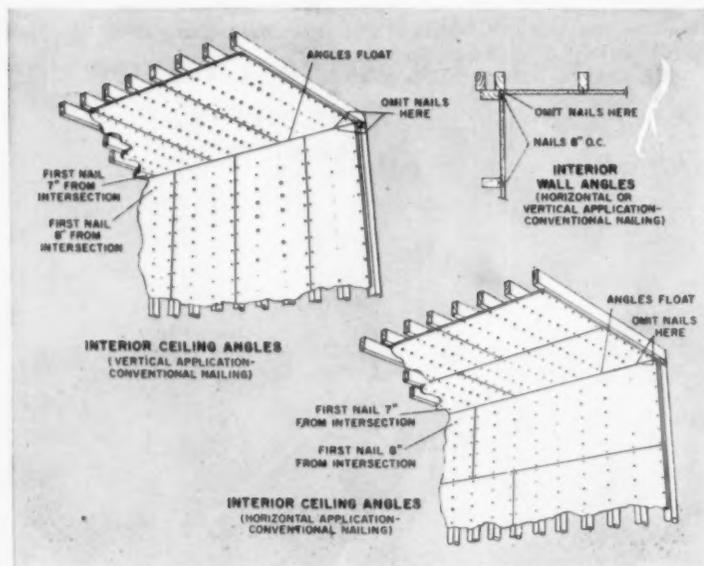
Wood-alikes: in vinyl tile. Example: Azrock Floor Product's new oak and walnut "Vina-Lux" tiles. (No. 084, p. 166). In plastic laminates. Example: G.E.'s new Textured Textolite. The laminate comes in woodgrain patterns, has a new textured surface. (No. 085, p. 166). Prediction from G.E.: ". . . kitchen surfacing trends in paints, wallpapers and metals, as well as plastic laminates, will be toward greater use of textured matte finishes. . . ."



COLOR, DESIGN and acoustical treatment all in one. Kaiser Gypsum.

Plan also in 1960 for more practical, technical help from the Rubber and Vinyl Flooring Council. Plan on buyer acceptance and your use of carpeting as a *building* product.

For wall surfacing, you'll find wood paneling getting more "practical" (i.e.: less costly, easier to apply). One example: Simpson's La Honda redwood thin paneling. (Photo above, left). Panels are 3/8" thick, pre-cut to 8' lengths, 4-, 6- or 8" widths, t&g, packaged to provide enough for average interior wall and *still* be carried by one workman. (No. 086, p. 166). Other trend-setting examples: Weyerhaeuser's new striated and v-grooved Weytex panels (No. 087,



"FLOATING" Gypsum wallboard in wall and ceiling angles reduces board stress. Elimination of nails does it. Gypsum Assn. (No. 082, p. 166)

values, sales appeal . . . all wrapped up in the right materials

p. 166). Masonite's cost-saving Panelok system. (No. O88, p. 166).

New combination you can count on: a vinyl-surfaced gypsum wallboard. It's National Gypsum's "Durasan" . . . comes

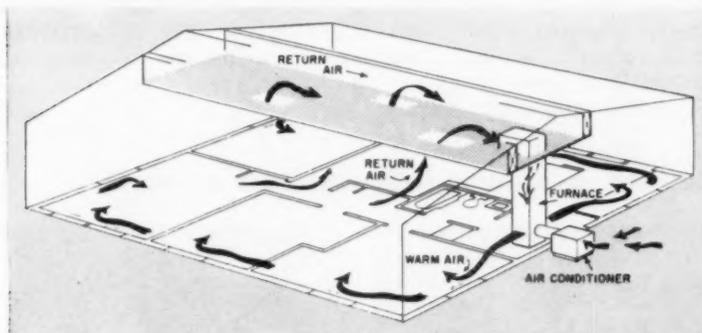
in five colors. (No. O89, p. 166).

Plan, too, on better looking, cost-saving ceiling materials. Example: (opposite page), Kaiser Gypsum's new acoustical tile. It comes in six patterns, decorator colors. (No. O90, p. 166).

HEATING and AIR CONDITIONING: they make better sense as a package . . . and 1960 customers will look for them that way

Where are the heating and air conditioning materials heading in 1960? Answer No. 1 . . . toward a bigger and better year of "togetherness." Manufacturers will offer more "complete package" lines and you'll find your customers looking for same. Ed.

heating and a/c equipment. Result: a better chance to meet your houses' requirements exactly.—Reported by Perfection Industries. Perfection also predicts more zone-controlling. Result: you can offer your buyers separate heating or cooling control of



RADIAL DUCTWORK was eliminated from this warm-air system. (NAHB Research House). Furnace is on top of perimeter duct, near exterior wall.

note: 1959's record-breaking summer heat nudged homebuyers along in this trend.

One new package: perimeter duct warm-air system which eliminates radial ductwork. (See diagram above). Units from Chrysler's Airtemp Div., (No. O91, p. 166).

Packages will be as compact as possible in '60. Most manufacturers will offer a heating-a/c unit plus system that will eat up the smallest amount of house space possible. Example: Arkla-Servel's year-round gas air conditioner, above. (Circle No. O93, p. 166).

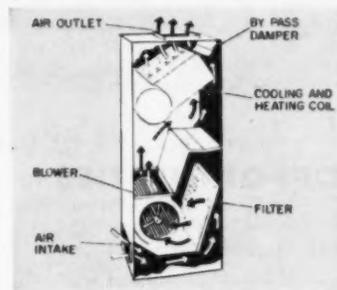
Another aid in 1960 planning: you'll have a greater choice in

living, sleeping areas. More details from Perfection, (No. O92, p. 166). Ed. **note:** Another idea in zone-control is the use of several room air conditioners in a house whose low price prohibits a central system.

Complete control of all house air is a "here-to-stay" trend, according to Mueller Climatrol (see photo, right). This includes cooling, heating, humidity control, air cleanliness, filtration. Growth of electronic "comfort control panels" on the market and in new houses supports this prediction. Comfort and health . . . two "best-sellers" on all American markets, will go a long way to selling a completely comfort-



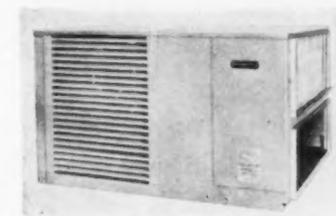
SPACE-SAVING rates high in new heating-a/c units. 10 sq. ft. for this.



A LOOK INSIDE. This Arkla-Servel unit has simple operation. Works on absorption-refrigeration principle.

conditioned house for you in 1960.

Another trend to watch in '60: the heat pump package. (Especially if you're building in a climate where the cooling load is heavier than the heating requirement.) Since it burns no fuel, requires no chimney, uses only electricity and air or water, its cost-saving qualities are apparent. You'll see a lot of these



HEALTH FEATURES will help 1960 sales. Mueller's humidity control air conditioner. (No. O94, p. 166)

units on the market in '60. Example: G.E.'s brand new 5-ton, split-system Weathertron heat pump. (No. O95, p. 166).

**1960
PLANNING
STARTS NOW**

TECHNIQUES and TOOLS:

For your 1960 planning . . . a roundup of the latest in tools and equipment. Plus some of the construction techniques these products are specially designed to master.

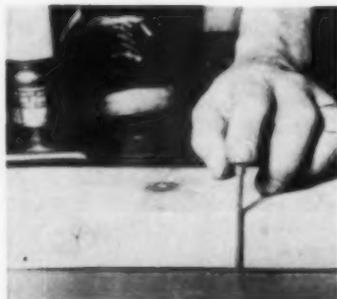
PROBLEMS: How big a builder do you have to be in order to make power tools pay off? There are so many specialized tools . . . How do you pick the "right" tools for your particular problems? How much in

time, accuracy and money will a tool save you? How skilled do your men have to be to use power tools? How long will the average tool last? And how often should it be turned in for a new model?

OPPORTUNITIES: If you can't afford a big investment, you can concentrate on a few tools that do a lot of jobs. You can cost-cut one big stumbling block in your operation with a tool designed just to handle it. Tools can help unskilled crews do

more skilled jobs for you. You can build up your tool line gradually, investing savings for more savings. Finally, remember that tools give you some of the factory efficiency on the job site that you need . . . to compete with the big guys.

Cost-saver in action. One nail a minute into concrete or steel



1. HERE'S HOW FAR nail goes through 2x4 into concrete.



2. NAIL is dropped into barrel, then power load is inserted into tool.



3. ONE TAP does firing. Remington "Mighty-Mite." (O96, p. 166)

Speeds staples into dry wall, fiberboard

Cut costs when you come to wall-board installation. Air-operated staple gun drives 16 gauge galvanized staples. Tool speeds installation of fiberboard, plywood, gypsum sheathings, subflooring, roof decks, rock lath, drywall. Weighs a light 5½ lbs., has rapid front-end loading of 100 staples. From Fastener Corp. (Circle No. O97, p. 166)



HEAVY-DUTY Duo-Fast is a rugged staple gun. This is Model S-762.

WHAT
↔
HOW

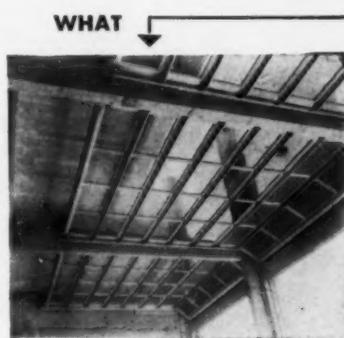
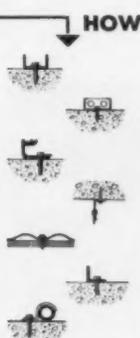


ROCK LATH goes on faster with gun, galvanized staples.

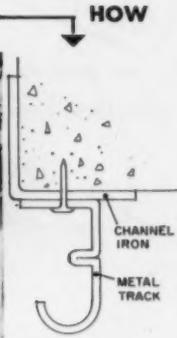
What to buy and how to use them



APPLICATIONS UNLIMITED . . . Powder-actuated "Drive-It" nails almost anything onto concrete or steel.



SPECIAL TECHNIQUE . . . Same tool, with special guard, fastens metal overhead door tracks to steel jambs.

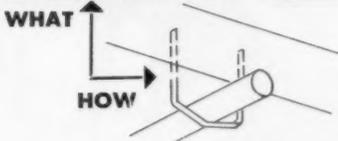


Time-saving nailing . . . overhead doors installed in 1/3 the time

Special technique developed with Omark's 330 Drive-It. Problem called for fastening overhead door

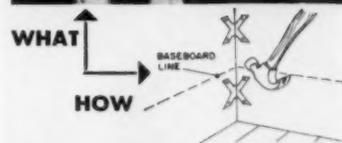
metal tracks to steel jambs. Jambs were on "tilt-up and poured concrete construction de-

signs." Special guard on tool did day's work in 45 min. Omark Industries Inc. (No. 098, p. 166)



Locks gypsum lath at inside corners; eliminates cracking

"Angle-Rites" lock gypsum wallboard together at inside corners and ceiling angles for crack-free corners. Full-floating corners avoid cracks. Installed by hand or with magnetic applicator. Use nails on Angle-Rites (drawing) under baseboard nailing. Butcher & Hart Mfg. Co. (No. 0100, p. 166)



Stapler designed for low-voltage wiring

One-hand, fast, easy installation technique suggested for Bostich's T5-8W. New radiant-heat tacker is designed specifically to install heat wire, bell wire, inside telephone wiring, etc. Tool has a wire guide and grooved design, allowing it to drive staples snugly over wire without danger of cutting insulation. (See drawing.) Tacker feeds and drives more than 80 staples without reloading. Bostitch. (No. 099, p. 166)



Built for power, accuracy, speed

Portable electric saw. Motor: 1 3/4-h.p. \$69.50-\$89.50. Milwaukee Electric. (No. 0101, p. 166)

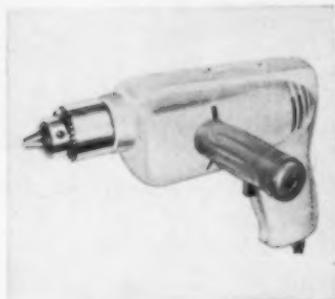


Fast-cutting, it cuts almost everything

Lightweight, balanced. Has 7 blades, 1/2-h.p. motor. \$44.95. Wen Products. (0102, p. 166)

**1960
PLANNING
STARTS NOW**

TOOLS AND TECHNIQUES, continued



New 3/8" drill offers more torque

Lightweight drill has 50% more torque than 1/4" models. Has 2.6-amp motor. \$26.95. Portable Electric Tools. (No. O103, p. 166)

Drills deep, quick

New Power Earth Drill can drill 30" deep hole of 7" in less than a minute. Has a two-cycle 2 1/2-h.p. air-cooled engine. Designed



for post holes, for setting trees and shrubs, place footings, etc. Weighs only 29 lbs. Can be carried easily on the job, transported in car or light truck. Retail: \$149.95. General Equipment Co. (No. O104, p. 166)

Saves 50% on time in finishing concrete

Roto-Trowel was used to finish a concrete driveway, did it in half the time it would have taken



Loose gravel goes up at 10 tons in 2 hrs.

A 16' Util-A-Veyor weighs 240 lbs., can be unloaded, set up in 10 min. Handles almost anything. Sam Mulkey. (No. O106, p. 166)



by hand. Highly maneuverable, with foolproof clutch control. Stow Mfg. Co. (No. O105, p. 166)



Grinds concrete wet . . . or dry

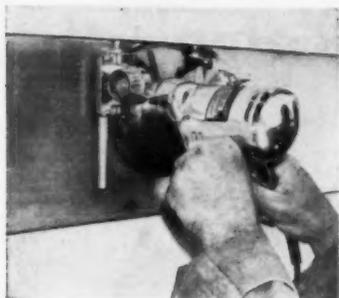
Two men can easily carry this Edco portable floor grinder. It can be used wet or dry, is capable of grinding the roughest

slabs. Moves on four rubber-tired wheels. Covers about two sq. ft. of grinding area with two full-floating discs. Comes with 1 1/2-h.p. electric motor or 3 3/4-h.p. 4-cycle gas engine. Uses six grinding stones. Equipment Developing Co. (No. O107, p. 166)



Seven-inch circular saw . . . less than \$40

Professional quality and reasonable price . . . suggested by Thor SpeedWay saw. Model #70 has 1.5-h.p. motor, adjusts to cutting depths from 1/4" to 2 1/8". Cuts 2x4s at a 45° angle. Features include safety slip clutch, rip guide, retractable blade guard, sawdust blower, angle-locking levers. Thor Power Tool Co. (No. O108, p. 166)



Remodeling? Paint remover saves time

Paint-remover tool prepared 7"x8" clapboard for painting in 2 min. Controlled disc sanding. Porter-Cable. (O109, p. 166)



Sabre saw converts into bench jig

Sabre saw cuts curves, angles, irregular patterns. American Power Tool. (No. O110, p. 166)



"Pushbutton" nailing cuts roofing costs

New bracket on OW Spotnailer keeps tool standing up, ready to slide to next shingle. Also guides shingle placement, allows pin-

Easier-to-operate devices are added

Master Midget power trowel has throttle and control located at operator's fingertips. Master Vibrator Co. (No. O111, p. 166)



Brick saw has "Full-Vue" cutting head



Unlimited vision, hand clearance . . . with Briksawmatic's new cutting head. Eveready Briksaw Co. (No. O112, p. 166)

CATALOGS:

Run-down on more tool information . . .

MASONRY CUTTING . . . what to use and how to do the job. Bulletin on portable models that cut costs 50%. Rice Pump & Machine. (No. O114, p. 166)

PLASTER MORTAR Mixers in two sizes. Four-page brochure gives job performance, specifications, cutaway drawings. Gilson Bros. (No. O115, p. 166)

ALL KINDS of information . . . on lathes, drills, saws, hand tools. Catalog sheets give photos, applications, prices. Millers Falls Co. (No. O116, p. 166)

"APPLICATIONS UNLIMITED" for the 125 Tractair Compressor. Eight-page bulletin gives action photos of construction possibilities. Le Roi Div., Westinghouse. (No. O117, p. 166)

NEW APPROACH to concrete finishing. Booklet on hand-powered concrete tractor shows it, gives details and prices. Goldblatt Tool Co. (No. O118, p. 166)

FOR THE SMALL BUILDER . . . information about Transmix concrete mixer. Explanation, step-by-step "use" drawings. Universal Pulleys Co. (No. O119, p. 166)

DOES A REAL cutting job. Literature on 10-in. Challenger tilt saw tells whole story. Photos, specifications, features. Boice-Crane. (No. O120, p. 166)

COMBINATION TOOL . . . new Delta saw-jointer combination. Photos, information on jobs, how to use. From Delta Div., Rockwell Mfg. Co. (No. O121, p. 166)

point spotting of staples. "Pushbutton" action drives 1"-wide heavy-duty staples. Spotnails, Inc. (No. O113, p. 166)

**1960
PLANNING
STARTS NOW**

ON THE NEXT 8 PAGES:

How to beat bad weather

NORTHERN PROBLEMS



BELOW-FREEZING temperatures, ice, snow create many problems for the northern builder. "But," says builder Jack Worthman (Fort Wayne, Ind.), "when these problems are taken one-by-one, and their cost spread through the year, they become negligible, compared to the benefits winter building affords." Here (above) one of his spring models takes shape.



SUDDEN THAW catches this heavily-loaded truck while going over supposedly frozen ground.



CONCRETE is more troublesome in winter. Cost of heating and additives: \$1 more per yard.

SOUTHERN PROBLEMS



WORST RAINY SEASON on record last March created a scene like this in Mel Larsen's Clair-Mel development in Tampa, Fla. "To be effective, the shell base for the roads has to go down in dry weather," says Larsen. "So

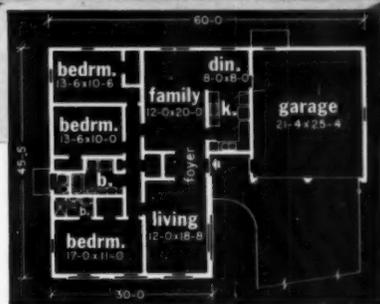
I'm in real trouble if I get caught in a rainy season without the shell base down, plus my curbs, gutters, and sewers." But inside the houses, work continued right through the worst of the drenching rains.

problems for early spring sales

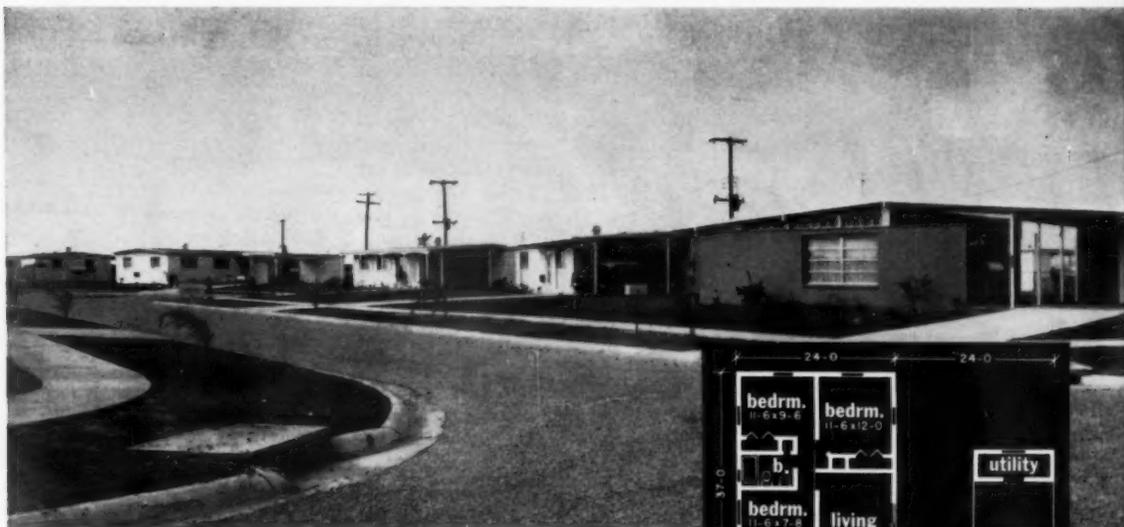
NORTHERN OPPORTUNITIES



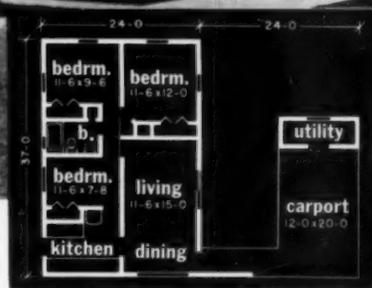
FIRST WARM SATURDAY in spring Worthman's finished model was on sale for \$23,000, without land. "That's the best time of the year for sales," he comments. "So you've two strikes against you if you have nothing but last year's model or plans to sell from." Another hidden value of winter building: "It keeps our crew together, helps us maintain a high degree of craftsmanship and efficiency."



SOUTHERN OPPORTUNITIES



IN SPITE of rainy weather delays, Larsen built over 1,000 houses since he started construction in September '58. House, above, is one of six models that sell for about \$10,500. It has 888 sq. ft.; is equipped with appliances.



**1960
PLANNING
STARTS NOW**

NORTHERN OPPORTUNITIES

"How I make building through

"By building the way we do in the winter (see photo sequence)," says Jack Worthman, we can gear our winter building to a *need* basis rather than a *projected* basis. By using



Jack Worthman doesn't stockpile.

this tent (above), we're able to start a new house—from foundation up—any time of the year.

"We believe it's impractical to build on a projected basis or stockpile through the winter," says Worthman. "There are just



1. Jan. 1st: heated tent is used to thaw ground for a new foundation

too many changeable factors involved. When we build on a demand rather than a projected basis, there's less danger of getting stuck with a bunch of un-

salable houses because of unexpected changes in the market.

"I don't mean to say that market analysis is unimportant," Worthman continues. "In fact, no

SOUTHERN OPPORTUNITIES

"I use this new roof system to



Mel Larsen discarded trusses.

"Before we developed the new panel roof system (pictured at right)," says Mel Larsen, "we felt that trusses provided the fastest and cheapest way to frame a roof. We were the first builders in the Tampa area to make and use trusses. But after a while we decided there must be some easier way to frame a roof.

"Trusses were fine as far as they went. But after they were in position, the sheathing had to be laid, the roof insulated, and the drywall ceiling attached to the bottom chord. This last operation was always a thorn in our side because we insisted on using $\frac{3}{8}$ -in. drywall ceilings and had to provide 1x4 furring strips (16 in. o.c.) nailed to the underside of the trusses (2 ft. o.c.) to keep the drywall from sagging. We figure cost was about \$1 per sq. ft. Our new roof costs us 33¢ less per sq. ft. than the trussed roof. This includes everything above the masonry wall.

"Now, when we place a 4x12-ft. insulated panel over the 3x8-in. precut rafter beams (see photo right), we're putting down sheathing, insulation and rough-



1. System uses panels to combine three roofing operations in one

the winter pay off"

smart builder would try to plan his operations without the information that analysis can give him. However, my own experience has shown that we can build ahead confidently on a three-month basis—no longer.

"For example, during one spring and summer of the last recession, over 2,000 people in this area lost their jobs. The result was a sudden drop in new-home demand. So if we'd stockpiled foundations over the winter, say 25 or so, we could have started the spring with 25 completed houses, but no buyers.

"We believe that the greater the time between planning, designing, construction and merchandising, and final sale, the greater the danger in having planned improperly."

"It's a matter of month-by-month scheduling"

JANUARY 1959						
S	M	T	W	T	F	S
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

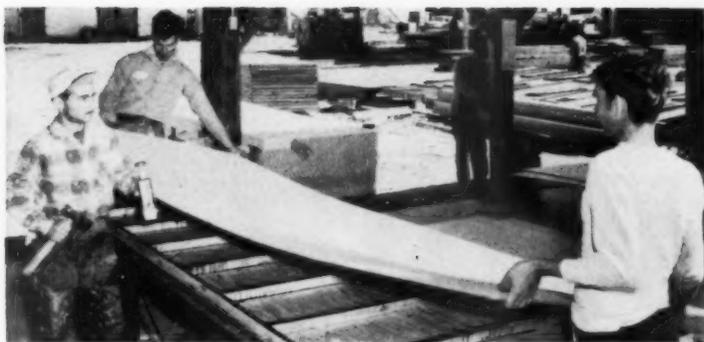
FEBRUARY 1959						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

MARCH 1959						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				



2. Jan. 3rd-15th: footings, slab are poured

build around wet weather"



2. Takes minutes to fabricate panels in shop

finish ceiling in one operation. The panels are handled and nailed as easily as sheathing. With the new roof system my crew can dry-in a house so quickly that they can, in effect, build around

the weather. A threatening day doesn't make us shut down.

"The panels are built in the shop—out of the weather. It takes just a few minutes to make the standard 4x12 panel—which



"It's a question of hourly timing"

includes insulating it with 1½-in. Fiberglas blanket insulation.

"To hold the inner and outer surface of the panels, which form sheathing and rough finish ceiling, respectively, we use a special glue. Called Wilhold Resorcinolphenol Resin, this glue is required by FHA." (See pp. 120 and 121 for more details.)

**1960
PLANNING
STARTS NOW**

NORTHERN OPPORTUNITIES

"Winter building lets us design



3. Jan. 1st to Feb.

5th: house goes from slab to rough finish

"Construction on our spring models generally begins around January 1st," continues Worthman. "This lets us use in our new models any good products we might see at the NAHB convention. And, more important, it

lets us revamp our designs, if necessary, for the spring market.

"Last year, for instance, our National Home Week model (\$26,000 without land) was a real dud. Many people had liked it during the Parade of Homes, so we built four houses based on it. Meanwhile, our area's demand for high-priced homes had sagged miserably. The result? Out of those four homes, we sold only two. We're still trying to get rid of the others.

"Obviously, it was time for a change, and our January 1 starting date allowed us enough time to work up new designs. Thus, we were able to hit the spring market with three completely new, lower-priced models.

"All three designs are now selling nicely, and one of them has won national recognition; *American Home* named our



4. March 4th: finish

carpenters move in— they're out by the 12th

lowest-priced model (about \$20,000 without land) 'Best Home for the Money' in our area."

SOUTHERN OPPORTUNITIES

"Here's how quickly my



3. 8 a.m.: beams and gable ends delivered

Precut framing members and panels are delivered to the site



4. 9 a.m.: gable ends, top plates, in place

the morning after the concrete lintel, on the top course of block,



5. Takes 2 hrs. to put in rafters and . . .

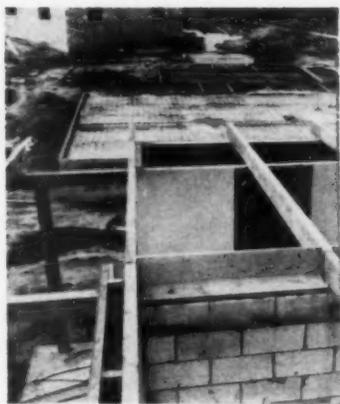
is poured. The framing members come in first, in steel-

new models for spring market"



5. "March 27th finds my models finished and completely furnished—we buy carpeting on a tie-in deal; the store furnishes our models"

3-in-1 roof system goes together"



6. . . . assemble the paneled utility room

strapped bundles. They're deposited by power equipment.



7. 45 min. to install panels and a layer of felt

After they're installed, a lift-bed truck lifts the panels to plate



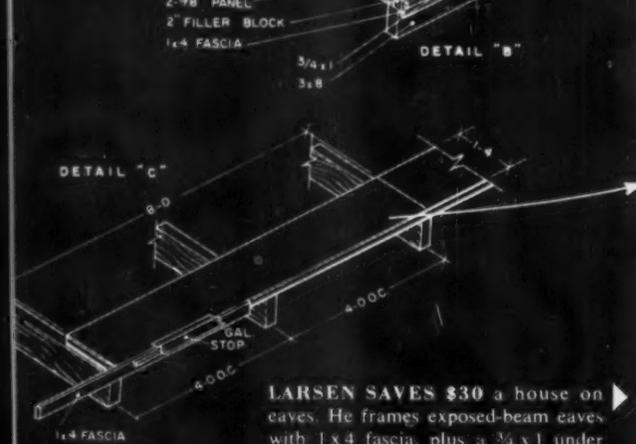
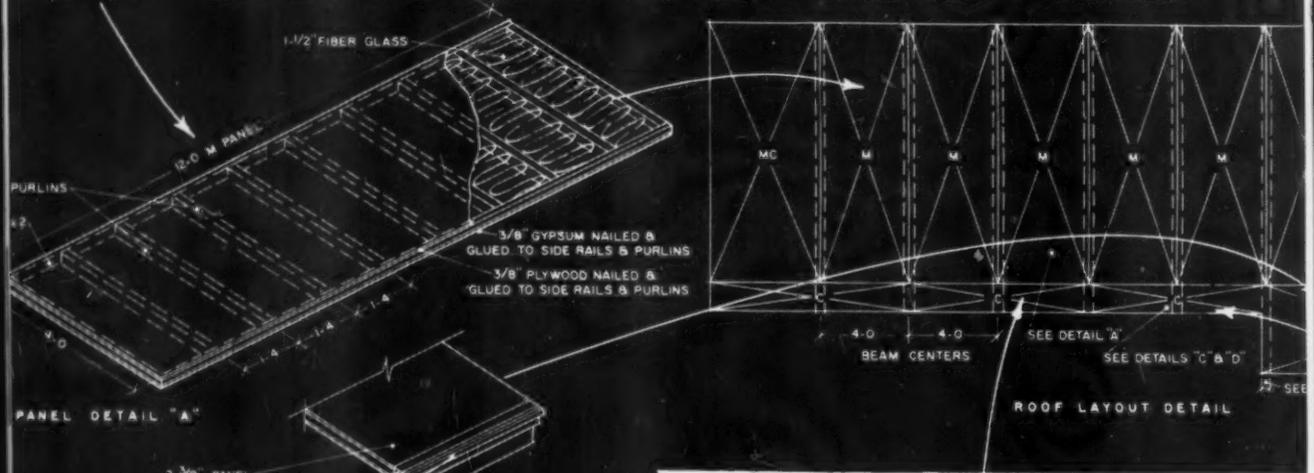
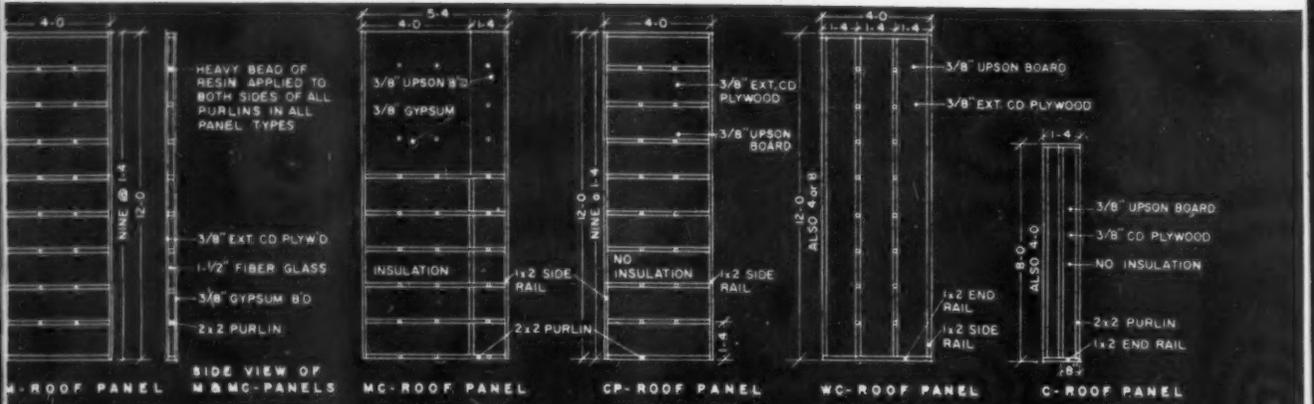
8. 30 min. of paint spraying completes job

height, where they're merely walked off the truck.

**1960
PLANNING
STARTS NOW**

OPPORTUNITY—in the South... or North

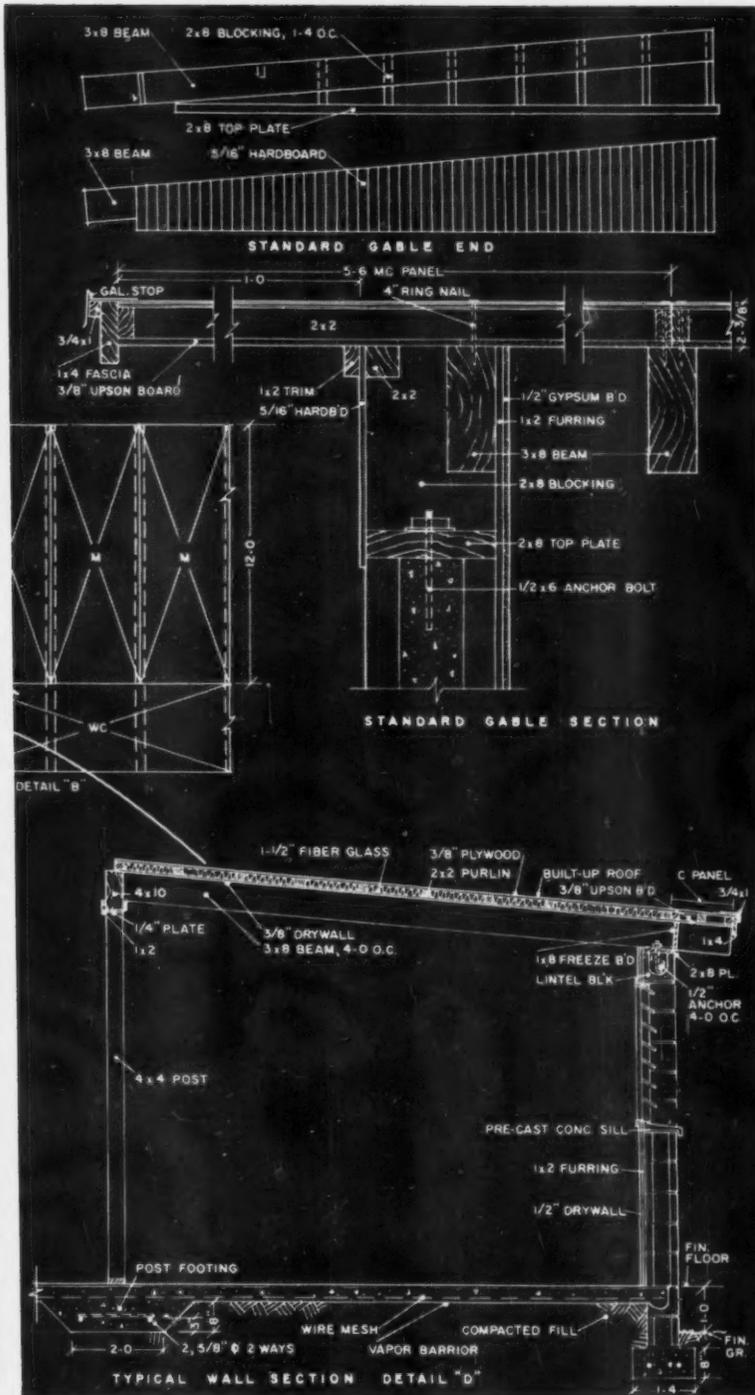
How Larsen's new time-saving



LARSEN SAVES \$30 a house on eaves. He frames exposed-beam eaves with 1x4 fascia, plus a 3/4 x 1 under gravel stop. Trusses would need screened soffit, wider fascia.



roof system works



“Our new roof system,” says Mel Larsen, of Tampa (see pp. 116 and 117) “is easy to fabricate and erect. Here’s why:

“Fabrication requires no cutting of plywood and drywall because panel size is based on standard 4’x12’ dimensions of those materials. Thus, all we need to do is lay the 2”x2” purlins on a jig and nail-glue the plywood skin to them. Then, we turn the panel over, apply Fiberglas insulation, and glue on the drywall. If a panel’s underside is to be exposed to the weather (at overhangs or carport), Upson board replaces the drywall.

“Erecting takes very little getting-used-to. On our first job, the panels weren’t abutted tightly enough, so we ran into ‘panel gain’: slight spaces between panels added up, making the roof a bit too long. But a little care when laying panels overcame that.”

DESCRIPTION OF PANELS

Plywood	Exterior Gd.	3/4"x4'x12'
Gypsum Drywall		1/2"x4'x12'
Purlins	Construction Gd.	nominal 2x2"
Insulation		1 1/2" Fibreglas
Side Rails	Construction Gd.	nominal 1x2"
Adhesive	Withhold Resorcinal—Phenol Resin	
Nails		1 1/2" Spotnail staples
		4" pole barn ring nail

INSULATION CALCULATION

Resistance 1/C or R for given thickness.

.61	air films
.17	plywood
5.551	1-1/2" Fibreglas
.27	gyp. wallboard
.33	B.U.R.
7.40	[1.00 U = .13]

“Design of insulated buildings for various climates” written by: Tyler Stewart Rogers.

TESTING REFERENCE

Pittsburgh Testing Laboratory
Tampa, Florida
Laboratory Report No: 2991
3821
3837

NOTE:

1. Side rails & purlins to be constructed of const. fir or No. 1 pine.
2. Spot staple gypsum & Upson side with 16 GA. x 1" staple with 7/16" crown. Spot staples as indicated by (.) on all purlins. Staples shall be driven parallel to edges and not more than 5" O.C.
3. Plywood to be stapled with 16 GA. 1 1/2" staples.
Max. edge spacing 3".
Max. interior spacing 6".



HOUSES AND PLANS

How the leaders are placing their blue chips

PROBLEMS

Buyers want greater space

The trend toward home-centered family activity continues to grow. As a result, more and more house hunters seek and demand bigger space. They are not satisfied with single rooms made larger at the expense of others in the house. They want all of the rooms made bigger, more comfortable. Typical of this are the success of two-lavatory bathrooms and houses that offer as many as three, even four dining areas, in and around the kitchen. The tough part of the problem is the buyers' resistance to paying more. They want more for less.

Buyers want more rooms

The average family is still increasing in size. As it continues to grow, so will the demand for houses with more rooms. And, it will not end there. Today's families also want extra rooms—areas for special purpose, like formal and informal entertaining, laundry, study or play.

Buyers want added storage

The need for additional storage facilities is increasing with the growth of the family unit and the shift of interest from outside activity and entertainment to the home. The problem is made more acute by the parallel trend to slab construction, which eliminates use of the basement for storage. Now builders must either add more storage horizontally or make better use of space that is wasted or lost in most houses.

Buyers want a fresh look

The attitudes of buyers are often contradictory. They want their new houses to look really new. Yet they do not want them to be radically different from what they are used to or what was built the year before. Just how far should the builder go in offering a fresh face to the buying public? Should he adapt some of the really new engineering concepts; should he use revolutionary new products? It's a chronic problem.

OPPORTUNITIES

Design trends are clear

Smart builders insure the success of their house designs by noting social changes plus local and national building trends. For instance, the advent of television indicated more time would be spent at home—and created the need for the family room. Now the growth of the highway system and shopping centers will probably mean more two-car families; bigger families' demand for space at a lower cost means new popularity for two-story houses. And recent proposals of some government officials may make home bomb shelters as common as attached garages.

Built-ins build sales

Built-ins help ease the hunger for more space and storage. For instance, a small kitchen is made larger by installing wall ovens and counter-top stoves. Here are ideas some builders have included in other rooms: cabinets under the lavatories, linen storage on open bathroom walls, planters in entry halls, window seats with storage underneath, cabinet walls to conceal television, hi fi, records and books. These are examples of space-saving storage, things buyers want and buy.

Open planning wins approval

Plans with open kitchens flowing into family or all-purpose rooms, dining areas that open out on patios are gaining in popularity. Designs emphasizing features such as these increase space and hold costs down. They reduce many partition and framing expenses.

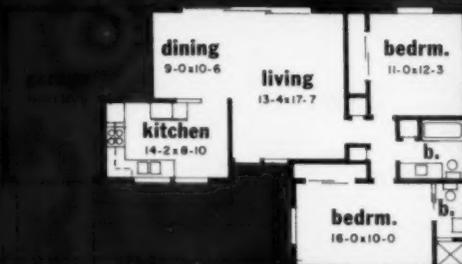
Market is broadening

The changing structure of American society has created a need for a bigger variety of houses. The growing number of older people makes the two-bedroom house desirable again. Difficult commuting has sparked interest in town houses. Wide-awake builders will find opportunities in these and many other current developments.

CLAYTON, N.J.: For the money will get the best



THIS IS THE BEST value you can get for \$100,000. It's a ranch-style house with a living room, dining room, kitchen, two bedrooms, a bathroom, and a full basement. It's a great house for the money.

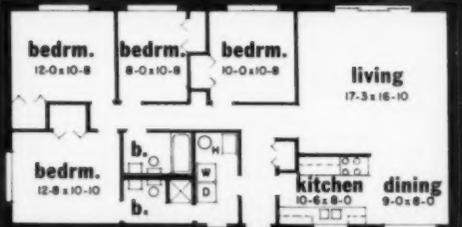


Living room wall is built-in bookcase. Kitchen has built-in cooktop and oven. Full basement with two bedrooms, all the other rooms, and a full bath.

DAYTON, OHIO: All major changes planned by the best



WIDE ACCEPTANCE of the suburban market built by better houses—more than 10 per cent of total sales in 1983—prompted Home to look at it. The line has 1900's.

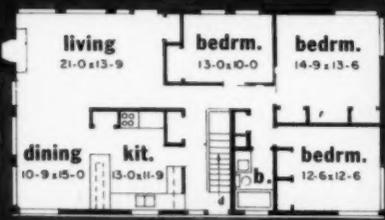


All major variations will be made. The four bedrooms, outside traffic pattern, and conveniently located utility room are the main selling points.

MADISON, WISC.: Place your bets on the prize winner



THIS IS THE HOUSE Nancy Bauermann put up in the Mad on Parade. It shows it because it was a prize winner—a Better Homes and Gardens 5-star house. It's



puts it of California Redwood, put in lots of windows. And when Nancy research shows buyers in this area want more windows, more wood floors and so on.

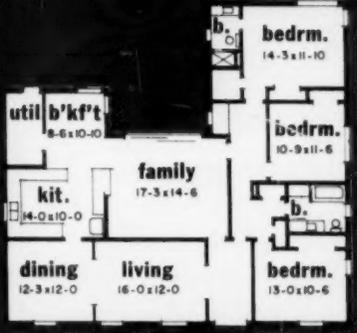
► **TEXAS**—A new look in living space, West of the KC



BELDEN C. WALKER calls the home the "Texas Ranch Home." Through the dramatic lighting that can be seen from the front entrance of the house, the

architect believes in the use of a large, open living space that can be used for both the hall and the living room.

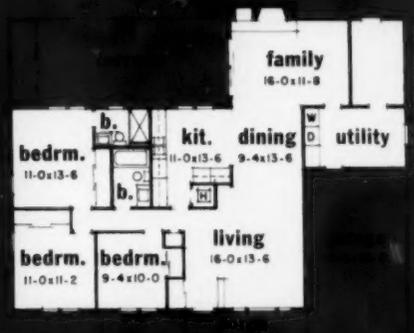
► **HOUSTON, TEX**—Here are 2,100 sq ft of living space



LEE FRANKLIN says this house is placed in a modern style, with a large porch for an 1,800 sq ft. The architect believes in the use of a large, open living space that can be used for both the hall and the living room.

space is used for both the living room and the living room. The architect believes in the use of a large, open living space that can be used for both the hall and the living room.

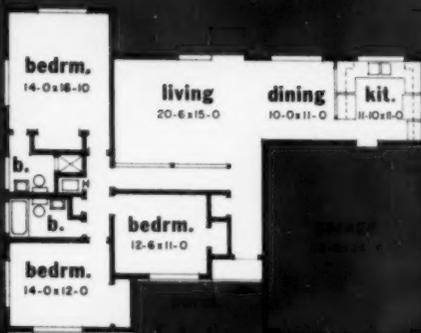
► **FLINT, MICH**—even up North buyers want outdoor living



THIS ATTRACTIVE RANCH built by "Gorbis" Community Homes, Inc., places a definite emphasis on outdoor living. The rear portion of the house, which

is used for both the living room and the living room. The architect believes in the use of a large, open living space that can be used for both the hall and the living room.

▶ WESTMINSTER, CALIF.: builder's bet for buyer's choice in 1960



PARENTE CONSTRUCTION CO. feels that the model shown and their two-story model with two bedrooms and a bath on each level will be best sellers in 1960. Their

model will sell in three price ranges: \$18,500, \$17,500 and \$16,500. What buyers want in a "big" living area for washer and dryer, water softener, etc. options, built-ins.

▶ SAVANNAH, GA.: a budget house for the retirement market



BUILDER JOHN AHERN offers this model for \$13,000 and it might be just the thing for retirement couples. Aherne feels that demand for retirement homes has shown

an increase. His best bet for 1960 is a single and split levels in the \$25,000 to \$35,000 range—the appealing house buyer who wants more custom extras.

▶ LYNWOOD, WASH.: northwest contemporary features two-story effect



NEW YORK was designed by local hands, John and Jerry Stewart A. Fisher, Center Co. recreation room—contains living before parties include dining room for the sake of dinner.

▶ **WINCHESTER, MASS.:** they still like Cape Cod in New England



THIS IS THE KIND of home that people like in New England. DeVries Construction Company offers this and other models at their Winchester Estates. Prices range

from \$24,500 to \$35,000. Features include vinyl clad woodwork and at least 15,000 sq. ft. of finished area. The unique features of the Cape Cod design include a gambrel roof.

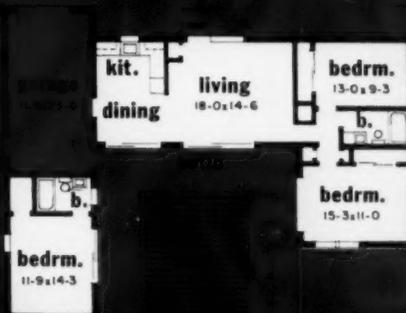
▶ **MILWAUKEE, WIS.:** a two-story Early American for family living



A CHARMING FACE plus space and convenience are the best features of this model according to Leland Baum Co.,

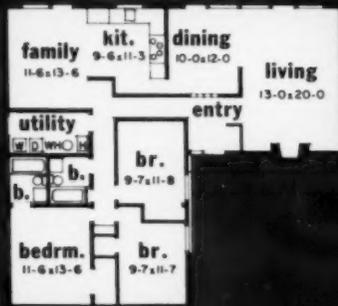
the builder. First-floor level has plenty of space and a good layout planned for the diversity of a family's activities.

▶ **ST. PETERSBURG, FLA.:** patio and pool is a sure winner in 1960



THERE'S A NEWER LOT of home here for the money. This three-bed room house is offered with patio and pool for \$14,995. Florida Builders, Inc., includes with the

price, GE built-in appliances, central air conditioning, and heating system. Features include vinyl clad woodwork. The patio is screened.



FINE SPACE 21,117 sq. ft. is the outstanding feature of this model offered by **Frankford Homes, Inc.** at \$114,900. It has a large front porch, wood-slatted central bar dining

living, and appointed powder and guest baths, and family room are joined into single area to create an formal family-activity center—a new trend.



living. Large front porch leads to the wood-slatted bar dining. The large front porch, which wraps around the main house, has the character of the master suite, double

doors, and built-in beds in the bedrooms. Large separation of sleeping and living areas. The location of the bedrooms, with ample closets and built-in's, is ideal.



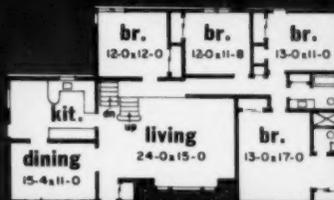
TEXAS BUILDERS Walter Collins and Jim Jones are promoting this ranch-style with a choice of two floor elevations. One is traditional and the other has California

feeling. Dual ceiling beams are the spacious dining and vast utility rooms and isolated location of the detached breakfast room for formal entertaining.

► **NEW YORK**: Contemporary builder goes for a two-story, four-bedroom



THIS TRADITIONAL style's "modern" model was built by Zuckerman & Newman, Inc., the nation's leading builder. It calls for 2,200 sq. ft. and an attached two-car garage. All necessary services are included.



► **CHICAGO, ILL.**: Two-bedroom model goes for \$125,000



NEXT YEAR'S HOME SET for George Aronoff's Blue Jay Construction Co. probably will be a four-bedroom house featuring finished crawl space. The \$125,000

ask price includes the cost of a swimming pool. Located on the base of a hill, the house is built on a lot zoned for the upper

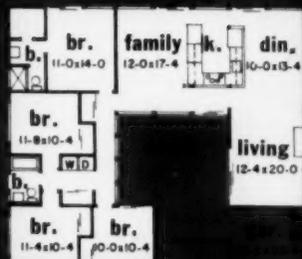


► **DALO ALTO, CALIF.**: Contemporary builder goes for a two-story, four-bedroom

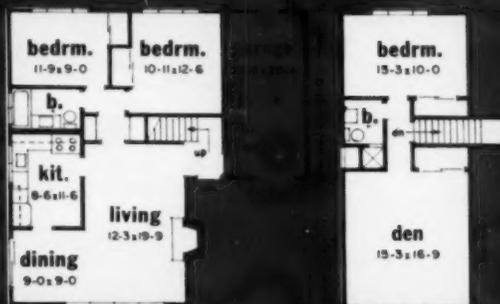


FASTER HOMES built by the builder for its market with contemporary style, will feature a 3,240-sq. ft. four-bedroom model using 1980. Close location of the second level

room allows it to serve as a children's bedroom. The only garden, which includes a pergola, may signal one of the owner's tastes for a trend.



▶ **SEATTLE, WASH.:** contemporary has room for future growth



WASH. MODEL built by Ben & Valdez for 1,400 sq. ft. plus two-car garage and a selling price of only \$13,500 (includes lot). Budget variations are shown for expansion.

Upper level optional finish plan can include two sleeping quarters, a study, or play room. And, half of the large garage can be converted into a recreation room.

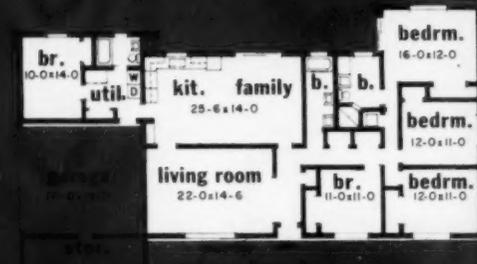
▶ **HANOVER, PA.:** a simple, inexpensive package for the young



PACKAGE PRICE for this Mustang model manufactured by Inland Homes is only \$2,691. Three bedrooms and the combined utility area and bathroom make it an ideal

home for the young family. To suit regional differences in taste, a choice of 12 different architectural styles are offered by Inland, which also has offices in Flint, Ohio.

▶ **SCOTTSDALE, ARIZ.:** the romantic ranch offers space and storage



WORTHY FINANCIAL THON is being this spacious ranch home will be a sure winner in 1986 market. It was designed for growing families (two bedrooms, plus

maid's quarters) which could serve as another bedroom or guest room, den, low family room and dining were combined, and the large garage included.

FIRST CLASS
PERMIT NO. 210
Bristol, Conn.

BUSINESS REPLY MAIL

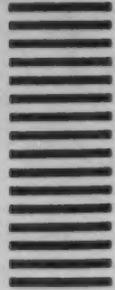
NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES

POSTAGE WILL BE PAID BY

**American
Builder**

Emmett Street,

Bristol, Conn.



"Neither a borrower nor a lender be"

Hamlet, Act I, Scene 3

TIRED of (1) waiting to see some-
one else's **American ?
Builder ?**

(2) waiting for yours to be
returned ?

(1) Fill in and mail card

(2) Tear out card and give to borrower



Management: it's the key to your 1960 profits

PROBLEMS

More and more, experienced businessmen are moving into the building business. They're bringing with them the specialized skills in financing, administration, and sales that have brought every other American industry to a peak of efficiency. And these businessmen can hire all the technical skills they need. They are becoming an increasingly formidable competitor. They may, as things stand, put the small builder without these management skills out of business. Big builders who already combine these management skills are now tough competitors for the small builder without them.

Cost control: too many builders don't know what their costs are. No real bookkeeping system. No correlation between estimated and actual costs.

Job control: too many builders don't know where their materials are, their men, equipment— or what their men are doing.

Budgeting: too many builders have no organized plan for controlling expenditures. Consequently, money is wasted and may be unavailable when needed to capitalize on opportunities.

Purchasing: too many builders have no formal system of buying to create economies.

Taxes: too many builders fail to plan their tax situation *before* closing the deals that lead to it.

Personnel: too many builders organize their team haphazardly and fail to supervise adequately.

Sales: too many builders operate with only a sketchy idea of their market and a less-than-professional organization to reach it.

Financing: too many builders don't make enough effort to get and keep a reputation among bankers and other lenders as a good credit risk.

General administration: too many builders lack managerial experience. This is the principal cause of business failure.

OPPORTUNITIES

Just as businessmen can hire skilled technical help, builders can get free or hire skilled business management help. A great deal of work has already been done by manufacturers, associations, suppliers, and others who stand to gain from your success. The important thing is to know when and how to use the facilities that are available to you. It's a matter of judgment—largely based on experience. But there are short cuts, and you *can* learn from others' experience. So maybe your first job is to strengthen your own management skills. Here are three ways to increase your opportunities.

What you can do yourself: you can increase your own knowledge of management techniques by boning up on business administration procedures—by attending special courses on accounting, budgeting, etc., given by local offices of the U.S. Small Business Administration, and home builder associations. See p. 134.

What you can pay others to do: you can hire professional accountants, efficiency experts, attorneys, personnel specialists, tax advisors, merchandising consultants, experienced sales managers or real estate salesmen. See p. 136.

What others will do for you free: manufacturers and distributors, both local and national, provide counsel and tangible help on a variety of subjects, from bookkeeping to merchandising. Associations, notably NAHB, provide management information in the form of courses and publications almost across the board; e.g., taxes, purchasing, general administration.

Manufacturers of office equipment and business machines will set up accounting systems for you to use in conjunction with their equipment.

Banks and other lenders will advise you on the best ways to establish and maintain good relations with your sources of financing, how to remain a good credit risk, how to save time in qualifying prospects in line with a bank's requirements.

Trade publications provide a constant stream of ideas and plans for setting up and running your building operation as a business. And they do it by example, showing you how other builders are doing it successfully. See p. 137.

**1960
PLANNING
STARTS NOW**

Here's the way a businessman looks at the home-building industry

▶ Right now, time is potentially the builder's biggest single ally. So few builders are even partially integrated as a business that those who start planning now will steal a march on most of their competitors. Seasonal lulls provide the opportunity to organize for the future. Once organized, the builder will have more time to handle more pressing jobs as well as plan for future improvement.

▶ There is no real lack of competent managers. But builders must first realize their need for more and better management skills and then learn how to attract and hold the caliber of professionals who have them.

▶ Builders must learn to part with customary practices and traditional thinking in setting their goals. They must develop a more realistic perspective in relating their own business to (a) the home-building industry and (b) the economy as a whole.

▶ With goals stated and the staff to achieve them, clear lines of responsibility and authority must be defined and delegated. Management must be freed from detail; it must be available for counsel and opinion but not for decisions. Individual functions must be so accurately assigned that there is no duplication, overlapping, or conflict of duties. Finally, the organization must be kept flexible enough to adjust for changes in conditions, with alternative plans in reserve wherever feasible.

OPPORTUNITIES

Here's what you can do yourself

General Administration

"I credit my success," a famous businessman once said, "to my good judgment. And my good judgment came from sad experience, which in turn resulted from my originally *poor* judgment." The trick is to short-circuit the sad experiences and acquire good judgment as soon as possible.

In Houston, Tex., builders told AMERICAN BUILDER what they believed were the seven most important qualities for success during the next five years. They included "canny" judgment and good business management. (The other qualities were: foresight, a forward-looking approach, smart market analysis, technical know-

how, and merchandising.)

What does "good business management" involve? Basically, it involves planning, organizing, assembling and staffing, directing, and controlling. Within this framework each builder must work out his own formula. In planning it means setting goals, outlining action to achieve these goals, and stating operating policies.

Organizing means defining working procedures, assigning responsibilities.

Assembling and staffing involve capital, space and equipment, personnel.

Directing requires leadership with ideas, instructions, co-ordination, motivation.

Controlling means the setting of standards, comparing results, making corrections.

These are the guide lines, regardless of size. "It is most important," says Earl Smith of El Cerrito, Calif., "that the administrative and supervisory personnel of the organization be in just sufficient numbers to do an adequate job. This is all the more important in today's market, which requires very judicious analysis and the gearing of the operation, which includes the number of administrative personnel, to the business to be performed."

Best way to start is by broadening and sharpening your own management skills. One course

of business-management study workshops is given by the U.S. Small Business Administration. The courses are conducted at local colleges. Topics cover "administrative management problems of interest to small builders and other small businessmen."

You can get details from your local SBA office or the Office of Management and Research, Small Business Administration, Washington 25, D.C.

Budgeting

Budgeting is the blueprint for managing any business. But, says builder Don Stone of San Jose, Calif., "budgeting one's expenditures allowable when an income is fixed or known is a relatively simple procedure. However, budgeting expenditures for the purpose of deriving the greatest possible net income is another problem."

The old formula consisted of:

Total Income	
+ Total Expenses	
= Net Profit (if any)	

The new approach is:

Total Expected Income	
+ Net Profit Objective	
= Total "Allowable" Expense	

This final "Total of Allowable Expense" becomes the basis of all budget control.

To prepare such a statement of allowable expenses, "presumes (1) a careful market analysis has been made for the particular product at a particular price (and in the case of home building, at particular terms of sale) for a given location; (2) a statement of present financial position showing available working capital; (3) a predetermined line of credit; (4) a staff of management, production, and sales personnel, whose capabilities are known; (5) an analysis of the previous quarter's or year's fixed costs for a given volume of sales."

That's the kind of planning Lou Laramore Construction Co. did before starting its recently opened development in Garden Grove, Calif.

As a result of a preliminary study, says general manager Syd

Bartlett Jr., the Los Angeles firm decided it wanted to be in the \$12,-\$14,500 price range.

Then they sat down to see what kind of homes they could build to sell at those prices. They listed their fixed costs as follows:

Land Cost	\$2,800
Financing	875
Advertising & Selling	500
Overhead	300
Profit	1,200
	\$5,675

By deducting this total from the proposed selling price they learned how much they had for building (e.g., \$13,350 minus \$5,675 equaled \$7,655 with which to build).

"Some builders think this is figuring backwards," says a Laramore spokesman. "They prefer to start with the house and let the rest of the items fall where they may. But when you do this you usually end up in a higher price bracket."

Financing

The lack of money is the greatest single obstacle to a home builder's progress, according to builders surveyed by AMERICAN BUILDER. More than 500 out of 651 builders agreed on this.

Yet, some bankers say, many builders fail to present themselves as good credit risks. What is a good credit risk?

Here's how James Snyder, vice president of New York's Marine Midland Trust Co., describes him:

- He builds a good, strong house.
- He builds fast.
- He builds a good development ("we have a man who travels constantly to inspect new tracts.").
- He plans well.
- He's making money.
- He has a sound bookkeeping system.
- He is not overextended in land purchases and has sufficient working capital.

From actual builders' experiences the National Assn. of Home Builders has summarized the following tips in dealing with your banker:

"Always supply your banker with an annual audit of your company's books. Be ready to offset the unfavorable points disclosed.

"Construct a financial budget showing your company's plans for the future. The plan for each phase of the company should be reduced to dollar and cent terms.

"Be ready to furnish concrete evidence of the peculiar nature of the business, particularly the new sales opportunities and methods in increasing profits.

"Do not abuse a line of credit. When it is granted for seasonal purposes, do not try to use it for land or equipment.

"Borrow only when working capital is absolutely essential and when it will protect your credit."

Adds Tom Coogan of Housing Securities, Inc.: "Don't jump around from one lender to another to save .5% of a point on loans.

"In hard times you'd be left out, whereas the lender you stay with is obligated to work to help you."

As the focal point of a builder's operations, sound financial management both influences and is influenced by his efficiency in other phases of his business.

When Fox & Jacobs, Dallas, were unable one year to obtain all the money they wanted, the company had either (1) to build fewer houses or (2) build faster and turn over their available funds faster.

Ike Jacobs says their decision to build faster forced them to revise their scheduling which in turn helped to improve their accounting methods.

"Plan your construction program," says Richard Goodwin of Haddonfield, N.J., "so that you deliver houses as rapidly as possible.

"This way you get a greater turnover of your cash equity and you pay a minimum amount of interest."



OPPORTUNITIES

What you can pay others to do for you

Personnel

Professionals from outside the industry are bringing management skills with them into the building business—mathematicians such as John Birch of Chicago, attorneys like Frank Aldrich of Chicago and Isaac Wolpert of Long Island.

In 1960 chances are there'll be a growing influx of such skills—whether as builders or on builders' payrolls.

Heretofore, according to a recent study by a Harvard Graduate School of Business group, such men have not been attracted to home construction "simply because the industry has never been attracted to them, i.e., home construction has rarely wanted professional managers, college graduates, or experienced men from other industries, and so has never gotten them."

The tide may now be changing. New Jersey builder Saul L. Cantor of Cantor & Goldman, Inc., maintains that the many facets of building today call for specialists in so many lines that only the rounded training of a college education prepares one to meet the challenges of the industry.

Particularly valuable, says Cantor, are men with backgrounds in economics (for land buying, material pricing, contract negotiation), government, banking, sales promotion. "The industry," states Cantor, "has progressed markedly from the time when a short-sleeved operator could maintain his office in his hat."

Finding such men is not always easy, and often is costly. A study published by the American Management Assn. shows that a mistake in hiring a salesman, for instance, can cost a firm between \$6,000 and \$8,000, not counting good will lost and sales that might have been made by a better man.

Cost control

"Without a workable bookkeeping and accounting system, a would-be contractor can be filling out his income tax return in April and discover he's been broke since last July." So says Gerald Hayman of Kirkwood, Mo., who recognizes the need for hiring specialists to do special jobs.

"Scheduling and co-ordinating a job," says Hayman, "is a simple matter of close relationship of contractor and supervisory personnel. An experienced field superintendent is the key man and he is a must if you want to stay in business and make money."

Several times last month, builder Wayne Burns shot this question at his accountant: "How much has 4610 South Second St. (or whatever) cost so far?" In seconds he had the answer; e.g., "To date, \$3,280. We ran \$41 over yesterday on the flooring."

The Austin, Tex., builder has a new accountant—and a new system, a system that will save him between \$10,000 and \$12,000 a year, Burns figures.

"I was tired of getting cost figures 90 days after a job was completed, as is common in the home-building business," says Burns. Now, with his new system, Burns completes his houses in 31 working days.

"I was frankly out of touch," Burns admits. "Sometimes it would take 30 days to run down a single item." Now, when the cost does exceed the project estimate, as in the case mentioned above, Burns can find out why, fast. If his company was overcharged by a sub or supplier, his accountant will know. If labor caused the overcharge, Burns questions the foreman, gets the reason, and makes any adjustments before it can continue.

This is one skill that builders

can buy most profitably. Burns, who builds a three-bedroom, two-bath house for as low as \$10,200, with closing cost of \$87.50 and monthly payments of \$65, insists that without the new cost-analysis accounting system it would be impossible to operate in the tough Austin market.

Tax Planning

The average builder, like any other businessman, regards taxes as merely a minus sign. The tax expert sees taxes as an opportunity. The difference: planning. In fact, says John J. Griffin, proper advance tax planning is "the area today offering the greatest financial rewards." The well-known Oklahoma expert adds: "You must plan in advance every phase of your business operations with emphasis on tax planning. Your own local professional advisor offers you profitable assistance if you will but ask."

Before entering any transaction, says Griffin, you should have professionally answered, in advance, these questions:

1. What is it I wish to achieve?
2. How many choices do I have?
3. What are they?
4. What is the cost of each?
5. Is the cheapest way the best way for me?

To be fully productive, Griffin points out, your tax counsel must correlate law, taxation, accounting, and some sound management principles in almost every business transaction.

"You often determine whether his principal services remain on a piece-work or time basis or graduate to the ideas level," says Griffin. "The proper decision of how, when, and what to plan in a big business transaction is a man-sized job—one only for the qualified and initiated."



BUSINESS MANAGEMENT CLINIC sponsored by NAHB is attended by builders from all parts of country.

OPPORTUNITIES

What others will do for you free

“Old bankers never die; they just lose interest,” says banker James Snyder of Marine Midland Trust Co., New York. But before they do they go ‘way out of their way to help builders. The National Assn. of Home Builders, under the leadership of Director of Construction Richard Canavan, has been working closely with banker groups to coordinate the available aid. One result has been business management clinics (see picture, above) at which builders periodically meet to improve their knowledge of financing. The American Bankers Assn. and the U.S. Savings & Loan League are among the groups that work with builders.

Manufacturers of building ma-

terials and products have recently done outstanding work in both business and sales management education for builders. U.S. Gypsum, for one, has provided a unique guide, “A Blueprint for Profit” (see opposite page) in both manual and movie formats. Both have been used extensively at builder meetings. At press time U.S.G. was readying more detailed material on specific aspects of business management. First one to be released: “How to Develop an Operating Budget.”

Other manufacturers, notably American Standard, National Homes, Lennox Industries, Hotpoint, have created excellent merchandising, advertising, and sales promotion idea starters (see full

treatment of these on pp. 138 to 142).

Office equipment and machine manufacturers such as IBM, National Cash Register, Burroughs, Sperry Rand, Underwood, etc., make a wealth of information available to builders interested in setting up an accounting system.

Help with all kinds of administrative and operative management problems can be obtained from the NAHB, which distributes it both nationally and locally via seminars and printed material. Other co-operating associations include Home Improvement Council, Home Manufacturers Assn., Producers Council, National Assn. of Real Estate Boards, American Management Assn.

**1960
PLANNING
STARTS NOW**

Merchandising: builders

PROBLEMS

► **The builder—even the big builder—faces competition from outside the home-building industry**

Builders aren't the only businessmen making plans for the 1960s. Autos, food, clothing, appliances, travel, cosmetics—name any industry: all are determined to carve out a larger share of the consumer dollar. And most have a head start.

► **Builders of all sizes will compete with each other within the industry**

- *Small* builders face the big sales-promotion budgets of big builders. The smaller merchandising budgets of small builders leave little leeway for error, thus creating pressure to make every promotion dollar do more work.

- *Big* builders face competition from mobile builders (e.g., CenTex, Bollinger-Martin, etc.) who are carefully following growth areas.

- Big and small builders alike face competition of huge builders with big-time ad budgets and home manufacturers with vast resources, aided by the marketing and merchandising brains of the best ad agencies and sales consultants in the country.

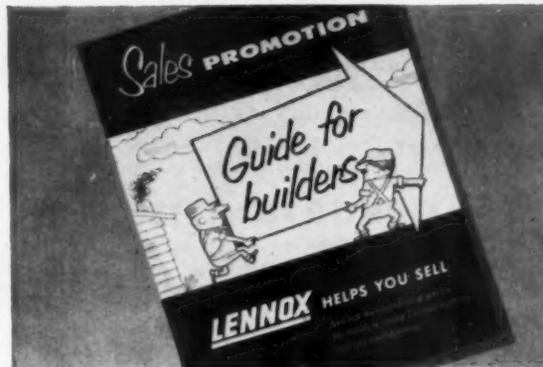
► **Too many builders lack a well-integrated, effective sales organization geared for 1960**

Most often this is the smaller builders' problem. Besides facing competition from big builders with sounder over-all management, land acquisition, and other long-range planning, they're generally weak on the firing line, too: they lack trained salesmen and experienced sales direction.

OPPORTUNITIES



MARKET RESEARCH starts with the builder. Here Leonard Bisanz, St. Paul, asks buyers' opinions.



MORE MANUFACTURERS like Lennox Industries are providing more merchandising help to builders.



PROFESSIONALS, such as Stan Edge (r.), create ideas. Builder is Raleigh Smith, Houston.

will sell to a changing market

▶ **There's a lot you can do for yourself—no matter how big or small you are . . . see page 140**

Learn how you can conduct your own market research on a modest basis, often with the help of local chambers of commerce, newspapers, radio and TV stations. There's a wealth of information available to you for the asking, and the sources that have a stake in home building are eager to help you find and use the right local data. You don't have to be a building giant to turn this basic market information into effective merchandising and sales tools. Set up a planned advertising and promotion program. Tie in with the marketing and merchandising campaigns of regional and national advertisers; exploit their enormous and consistent brand-name advertising and channel its impact into your local sales efforts. Establish an advertising and public-relations program to promote and dramatize your *own* brand name—your reputation as a reliable builder of sound homes.

▶ **Suppliers, associations, media, utilities are providing more and better merchandising help . . . see p. 141**

Manufacturers and distributors of building materials and products are providing an increasing amount of merchandising help to builders—much of it free, much of it better than ever. This includes help ranging from ideas for an ad layout to planning an entire promotion campaign. National associations are sponsoring idea meetings between builders, manufacturers, agencies to spark more effective merchandising methods. Local associations provide a clearing house for merchandising ideas for builder members and a showcase for their current models via Parades of Homes and Home Shows. Utilities give tangible support in their own marketing efforts with tie-ins involving publicity, co-op advertising, brochures, schools for home buyers. Media—newspapers, consumer and trade magazines, radio, TV—provide market data, publicity, editorials, reprints, awards, brochures that inspire, support, and reward good merchandising.

▶ **You can hire pros to do the special jobs you can't do yourself . . . see p. 142**

There are some jobs you can't do yourself. And some that nobody else is doing for you, not for free, anyway—such jobs as a complete, detailed market analysis; or a study of motivations; or the planning of an integrated advertising and sales-promotion campaign; or even the vital, day-to-day job of selling, getting the name on the dotted line. These are jobs for specialists, for qualified professionals whom you can hire. Such pros as market analysts, who will find out what, where, and who your market is and why it buys (and why it doesn't); homes sales consultants, who will tell you how to merchandise to this market; advertising and public relations experts, who will plan and carry out your sales-promotion objectives; real estate brokers, who will find, sell, and sign home buyers for you. These are among the experts you can pay to bring specialized talents and know-how to help you organize, plan, and work for greater—or at least more profitable—sales volume. And their services are available on a flexible basis to fit almost any size budget.

**1960
PLANNING
STARTS NOW**

Here's the way today's sales-minded builder looks at 1960

- ▶ Market planning and research are no substitutes for alert thinking and common sense—but they can help to minimize the big mistakes.
- ▶ The 1960 brand of competition has outdated any casual approach to merchandising. The smaller the promotion budget, the more pressure there is on the builder to make every dollar count. All sales efforts must therefore be painstakingly budgeted, constantly reviewed, and scientifically executed.
- ▶ It's vital to know when to use professional merchandising help. For example, in organizing such basic programs as market research and analysis and sales promotion; also in carrying out specific advertising and sales campaigns.
- ▶ The small builder particularly cannot afford not to use the help available from suppliers, utilities, associations, etc.

OPPORTUNITIES

What you can do yourself

Market analysis

National trends are helpful guides in your planning. But when you zero in on a particular market there are certain things you must find out about it. While a complete market analysis calls for a professional analyst, even a small builder with a modest budget can get much vital information on his own.

Here, according to NAHB, are the basic points to check:

1. Inventory of unsold new dwellings.
2. Employment and income.
3. Population trend.
4. Migration and mobility.
5. Volume of new building.

Unsold dwellings

Best sources for inventory data are your local chamber of com-

merce or board of trade. Local home builders' associations maintain current statistics for their members. Also, your local electric company may tell you how many electric meters are currently inactive.

Employment — income

Check with large employers in the area about their hiring plans, ask the local State Employment Service office about trends. The chamber of commerce or board of trade can give you both projected levels of employment and estimated payrolls for the current and coming year.

Population trends

There'll be a new census in 1960. The figures, when you get them,

will help you plot trends by comparing them with those of 1950. Meanwhile, again tap your local chamber of commerce for the current local picture. Write to AMERICAN BUILDER for a copy of its recent study, "Markets on the Move," which covers much basic market data on growth areas and trends.

Migration — mobility

People moving into and within your area leave trails you can readily pick up to gauge how much change is going on. Most obvious sources to check are the local moving companies, phone company for changes in listings, gas and electric companies for transfer of accounts, newspapers and milk companies for changes in home deliveries.

For the longer view, see if you

can get reports of migration studies made by the highway department, regional planning commission, newspapers, radio and TV stations, your local utilities. AMERICAN BUILDER's "Markets on the Move" report contains information collected from a vast number of sources engaged in research of this sort.

New building volume

Not only should you know how much other builders are doing at the moment; you want to know what they're planning. Strange as it may seem, you can sometimes find out by asking them. They're just as anxious as you to exchange information. When the data you seek is more competitive, you can do better with your building supply dealers, real estate brokers, and lending institutions.

Merchandising

Many builders claim they just build the best darn house around and let the house sell itself. Tony Eberle of Spokane, Wash., for example, uses no salesmen. He wants prospects to come and go and look as often as they wish without pressure. Says Eberle:

"Hershey bars are not advertised; they're just put where you can see them, and they sell all right."

George Yasamura, Lakewood, N.J., relies mostly on a 50-point list of "Quality Features" which he hands out to lookers.

Bill Dawn of Knoxville, Tenn., who says he's "sick and tired of that word 'merchandising'" (see June '59 AMERICAN BUILDER), adds: "A builder can usually sell value without having to knock himself out with sales gimmicks, promotions, and the like."

What all of these builders omit is that they actually *are* merchandising in their own way. They're merchandising by word of mouth (the best way there is) and, most important, by building with their reputations in mind, they really begin their merchandising before they begin to build.

Public Relations

Few businesses depend on good public relations as much as home building. To stay in business, a builder must make—and keep—friends. Not only with his customers, but with his community: civic groups, other businessmen, his employees, previous buyers.

Yale Simons, head of Beauty Built Homes, Inc., Detroit, believes "... if there is any one

factor responsible for selling homes it is service after you sell."

Simons gives every new buyer a manual containing names and phone numbers of his contractors to call in emergency. But meanwhile his superintendent makes an inspection within the first week after the buyer moves in. Together they list items needing attention. To insure their prompt handling, Simons awards prizes to the contractors who best service customers "promptly." Some 30 days later the superintendent checks back and follows through to completion of all trouble spots until they're okayed by the buyer.

On the other hand, Family Homes, Inc., Wheeling, Ill., watches for manufacturers bound from the city to the suburbs. David Pattis, general sales manager of Family, offers special guided tours of the firm's current subdivision to employees of such manufacturers. The offer includes transportation to and from the building site, plus a free lunch.

Another builder deposits \$25 in a bank in each buyer's name. This money is used toward all repair work needed. At year's end the unused balance is turned over to the buyer. Besides keeping the buyer satisfied, the builder finds he reduces his service calls and saves the \$25 in most cases.

OPPORTUNITIES

What others will do for you free

With the supply of homes catching up with demand in recent years, the individual home builder has been getting a steadily increasing amount of merchandising help from many sources. Suppliers, utilities, associations—everyone who has a stake in the builder's success—eagerly provide sales tools. And much of what they provide is free for the asking.

In the past year, groups of manufacturers and builders have sat down together to work out the best ways to tie in with one another. To a large extent, this

co-operation is aimed at helping the builder take advantage of the manufacturers' brand-name advertising. By 1960, many of the ideas now being discussed will be translated into working sales promotion aids the builder can adapt. As a spokesman for Frigidaire put it, "We know it is impossible to plan one merchandising program to suit all builders unless it provides a factor of 'local flexibility.'"

Frigidaire's current idea package for builders contains suggestions for ad layouts, radio and TV scripts, brochures, etc., and

offers site signs, ad mats, inside cards—all built around the woman-is-queen theme. Similar packages (with different themes) are available from American Standard, Lennox, Curtis, Hotpoint, Westinghouse, Formica, Waste King, General Electric, to name a few. Companies like National Homes and Hotpoint offer training courses for builders' salesmen.

Utilities

Utilities are another source of
(Continued on next page)



OPPORTUNITIES

What others will do free

(Continued from preceding page)

free merchandising help—some direct, some indirect. In a direct way, for example, the Dayton Power and Light Co. and the Dayton branch of the Ohio Bell Telephone Co. recently carried out a smooth, three-way tie-in with builder Charles V. Simms. The phone company created a "telephone-planned home" symbol, the power company used its "Medallion Home" symbol. Both were used in ads by Simms and the utilities, which bought big ads at no cost to Simms.

Bell also provided professional models to be photographed at Simms's model home, plus photographers and staff for TV com-

mercials. The power company staffed Simms's model with lighting consultant. Both utilities feature Simms in their own TV advertising, both local and national.

Indirectly, the Ohio Fuel Gas Co. helps builders with year-round support of the building industry. Earlier this year it conducted its third annual "Home Planning Clinic" for home buyers in Columbus and staged its first such clinic in Springfield. Builders can invite prospects.

Associations

Builder associations also provide basic merchandising help. On the national level, both research and

sales promotion support comes in a steady stream from the National Assn. of Home Builders, National Retail Lumber Dealers, Home Improvement Council, Home Manufacturers Assn., Structural Clay Products Institute, National Lumber Mfrs. Assn., and many others. Seminars on market analysis, advertising, selling attract builders from all over the country. The NAHB, among others, has even taken its three-day merchandising short course and one-day home-selling course on the road. And it has put together other programs, such as a school for home buyers, which local groups can present in their own communities.

OPPORTUNITIES

What you can hire experts to do

Even with all the help you get from others, in 1960 you'll likely find some merchandising problems that no one else has anticipated. You may, for example, sense that something is terribly wrong with your sales staff. Or that you'd like to know what motivates people to buy. Perhaps you need a full-scale market analysis to determine what price houses to build, and how many. You may simply need a complete advertising and promotion campaign. Solving such problems requires the specialized know-how of experts.

Last spring Jack Worthman of Fort Wayne found many prospects in a price-resistant mood.

"We shopped our competitors," says Worthman. "We suspected that, if we wanted to, we could build their own houses for \$1,000 less than their price."

Worthman's merchandising consultant made a thorough anal-

ysis of the market, finally worked up a campaign to explain the 66 advantages of owning a Worthman home.

Builder Frank Robino of Wilmington, Del., acted on a hunch that his sales staff was missing too many bets. And not only his own staff. As president of the local HBA, he was concerned with the standard of salesmanship in the entire Wilmington area. So he hired a professional merchandising consultant to find the trouble spots. The consultant did a bit of sleuthing, hired a team of "shoppers" to pose as interested prospects while investigating the techniques of various builders' sales staffs.

"The result," says Robino, "was shocking!" The art of selling, it was discovered, had turned into a farce. The weak spots were spotted, reviewed, and eliminated.

Scientific research calls for qualified specialists. Plagued with

cancellations, Philadelphia builder Ralph Bodek commissioned a University of Pennsylvania marketing professor to conduct a motivation study of house buying. The study showed that, after signing the contract, most buyers keep returning to the model house for a surprising reason. It's not pride of ownership; it's *fear* of ownership. They're afraid they may have made a mistake. "Some of these people are scared to death," Bodek explains.

As a result of the study, Bodek has trained his salesmen to keep these buyers sold by giving them the confidence and reassurance they desperately need when they show up with friends, their insurance man, an architect, a lawyer, or some other advisor.

For further reassurance, Bodek keeps a crew of maintenance and service men on a full-time basis to remedy immediately any defect that troubles the buyer.



Land: the squeeze is on

PROBLEMS _____

Land is scarce, and its cost is rising at a faster rate

For the builder planning his 1960 land program, the situation is unhappy. There are no really new problems, but the old familiar ones are worse.

Actually, the builder is in a two-way land squeeze. On one side is the rising cost of raw land. Although raw acreage prices have always climbed faster than any other building material, last year's hikes were the worst ever. And they promise to continue growing. Here's what they did to finished lot prices in typical areas: Savannah, Ga., up 15%; Dallas, Tex., up 20%; and the Chicago area, up as much as 25%.

Traditionally, builders faced with high land costs have simply moved further out of town, where land is cheaper. Today, these same builders encounter the other side of the squeeze. This further-out land is beyond municipal water and sewer service; and the cost of providing these utilities more than wipes out the savings of cheaper acreage.

The smaller the builder, the worse the money squeeze

The painfulness of the squeeze is normally inversely proportional to the builder's bank account. Land developing requires cash; it cannot be financed until the house commitments actually are made.

The small builder, as usual, is worst hit. He just hasn't the money to buy and develop land, and the single lots that he used to buy, close to town and utilities, are either gone or prohibitively expensive. Some small operators are giving up new homes entirely and turning to remodeling.

The medium-sized builder generally can afford to buy bigger parcels, and so keep his raw land costs lower. But any large land inventory is liable seriously to curtail his working capital, and unexpected development costs can sometimes break him. Further, the builder who burns up fifty lots a year has the gnawing problem of either having plenty of finished lots ahead of him, or having to stop work.

The big builder is generally well enough heeled to carry plenty of land ahead, but all is not roses for him either. His development costs are up, and there is a growing tendency on the part of suspicious municipalities to overload the requirements on roads, sewage and water systems, and similar community facilities.

OPPORTUNITIES _____

There are more land developers, and they're doing a better job

As the land problem gets tougher, there are increasing opportunities for the land developing specialist. This in turn means opportunities for the builder to buy **finished lots in developments** where someone else has already taken over the land headaches. **See page 144** ▶

Small builders can band together to buy and develop land

Co-operative land planning is a seldom-used, but highly promising solution to the smaller builder's land development problems. Two years ago **AMERICAN BUILDER** featured just such a venture in Savannah, Ga. Here is a progress report, and some very important do's and don't's for builders who are considering **co-operative developing**. **See page 146** ▶

The building-supply industry is taking an active interest in helping the builder

Unless the builder builds houses, the people who supply him with materials will go out of business. It is not surprising, therefore, that both **lumber dealers and home manufacturers are vitally interested** in the builder's land problems. Last October we showed how lumber dealers are beginning to make land available to their builders; here's a report on what the country's biggest prefabricator is offering its builder-dealers as a land program. **See page 147** ▶

Financing help seems to be on the way for both builders and land developers

Most land problems could be solved if financing were available, and this **financing help may be on the way**. FHA Commissioner Julian Zimmerman reports on how his agency views land financing, and what steps have been taken towards it. **See page 147** ▶

**1960
PLANNING
STARTS NOW**

OPPORTUNITIES

Land developers may hold the key

▼ There are beginning to be giants in land developing

Home building is often called the last refuge of the individualist. So any sort of bigness is apt to worry the builder. Yet it may take the biggest sort of bigness to find a long-range solution to the problem of land.

Just such a big solution is the Riverlands development, a 13,000-acre project between New Orleans and Baton Rouge, La. Webb and Knapp, Inc., of New York is handling Riverlands as a "Satellite Community." That is, it's adjacent to, but largely independent of, the cities that flank it. It remains a self-contained town, with its own homes, stores, municipal offices, and industry.

No builder could have bought and developed Riverlands; it's just too big. But Webb and Knapp, by working on the grand scale, has created an area that benefits even small builders. The company has started building its own houses; this assures builders

that follow that the project will be a going business. And Webb and Knapp plans to sell lots to other builders as the area grows.

Riverlands is a pattern that will be repeated, although perhaps not on so grand a scale. Ronald Nicholson, vice president of Webb and Knapp, says that a 2,200-acre tract between Fort Worth and Dallas is in the "active planning" stage; an 11,000-acre piece outside of Los Angeles is waiting for action; and work will probably start on two somewhat smaller projects in 1960.

Another giant developer

Three well-known names are concerned in the formation of another king-sized developer. The company, Kaiser-Burns Development Corp., is owned jointly by big builder Fritz Burns and industrialist Henry J. Kaiser. David Slipher, former president of

Webb and Knapp Communities, is vice president. The company's aim: to develop large tracts.

Big-tract developing, says Dave Slipher, will have to be the pattern if the housing boom forecast for the 60s materializes.

"The close-in land either has been or will soon be consumed," says Slipher. "The really big tracts like Hawaii Kai (a 6,000-acre project in Honolulu that will be Kaiser-Burns' first development) are too big for individual builders. They don't have the money. So it's up to the large-scale land developer to produce an inventory of usable building sites in these new areas."

How will this help the builder? "Look what he'll get," says Slipher. "His market analysis, land planning and developing, and a complete community. And he'll have an inventory of land in a market that he knows and that knows him."

▼ The small developer and the small builder can make an ideal combination

The small land developer may be the answer to the smaller builder's land headaches.

This is the opinion of Bill Gaynier, land developer, former builder, and present president of the Dallas Home Builders Assn.

"I went into developing," says

Gaynier, "because I thought there was a real need for this kind of help for small builders."

What advantages does the developer offer? They vary from area to area, but Gaynier lists nine he feels are most important.

1. Credit. Builder ties up only the money he pays for lots he's actually working on. This leaves him more working cash.

2. Time. A builder can do just so much. With his land problems taken care of, he's free to devote all his time to building.

3. Permanent interest. The developer depends for his living on a good-looking, well-run subdivision. He will pick and police his builders carefully.

4. Community facilities. The

good developer goes beyond the minimum in services. The story of Gaynier's recreation center in his latest development will be in November's AMERICAN BUILDER.

5. Promotion. The developer can coordinate and augment the efforts of all his builders.

6. Sales. Gaynier's sales force is always on hand to help the builder sell houses. And when builders are away, Gaynier will "baby sit" a house for him.

7. Inventory. Though he buys one lot at a time, the builder really has an inventory of lots in same area. He can buy them from developer as he needs them.

8. Price. The builder is protected from raw-land price jumps for as long as he builds in the same development.

9. Development. Streets, utilities, and other planning that the builder gets are handled by an experienced developer.



DEVELOPER Bill Gaynier: he's a partner for the smaller builder.

to the builder's land problems

▼ The smart builder finds the community that sells itself



Status, say the developers . . .

The smart builder plans to build well and price right. This is the best way to sell a house. But with the emergence of the community-sized development, another sales point appears. The builder can buy land in a project that adds to the desirability of his house.

For three years, AMERICAN BUILDER has followed the progress of one of the finest community developments in the country: North Palm Beach, Fla. Developers Dick and Bob Ross (center and right, above) used restrictive covenants, and architectural control everywhere they thought it would add to the project's ultimate value.

Today, the results of this careful planning are evident. North Palm Beach has become more than just a development. It's a status symbol.

"People don't just say, 'We're buying a house,'" says Bob Ross. "They say, 'We're moving up to North Palm Beach.' It's a community and it has status."

Naturally the builder who buys his lots in an area like this has a definite advantage.

"The materials and labor he puts into his house cost the same here as anywhere else," says Ross. "The lots cost about the same too. So he's getting the de-

sirability of the area for nothing. And this is a high-value development. Everything that has been done in the way of good houses and good community planning helps what is being built now."



. . . comes from country clubs . . .

What should a builder check when he's looking for a "presold" community?

"Location is the most important," says Ross. The project should be on desirable land, close to all important community areas.

"Community facilities are next. Good schools, recreational areas, shopping centers, are vital.

"And finally, status. We get it in many ways. Our country club with its 18-hole golf course is very important. The general appearance of the area—the streets, the landscaping, and of course the houses, all make a big difference. There's lots of variety in house styles here, so they look like people's homes, not builders' houses.

"And finally, prices count.



. . . and well-planned projects.

Our range is slightly higher than adjacent areas, and this has a definite status appeal."

▼ The FHA view: Bring smaller developments together to form bigger, better-planned communities

The medium-sized builder often finds himself in an awkward position in developing land. He may be big enough to handle a fair sized project, but still too small to create a really well-planned community.

Byron Hanke, head of FHA's land planning section, sees smaller projects like this being planned as one large integrated unit, with benefits for both the builder and the community.

"Grouping small developments

into larger communities would have many advantages," says Hanke. "The over-all planning would be better. Developing could be done on a larger scale, and so be more efficient and less expensive. And in particular, the really costly items like sewer and water systems could be reduced to a much lower cost."

FHA Commissioner Julian Zimmerman is interested too. His statement on this sort of planning is on page 147.

**1960
PLANNING
STARTS NOW**

OPPORTUNITIES

There are many ways of



BUILDERS WHO STARTED Windsor Park. (L to R) Cecil Mason, Norris Pindar, John Ahern, Clayton Powell, E. B. Pinckney, Hugh Armstrong.

▼ A touch of togetherness can make the builder's land problems a lot simpler

What one builder cannot do alone, a group of builders may be able to do together. Co-operative land developing is, in theory at least, a logical answer to the smaller builder's land problem. The surprising thing is that so few have tried it.

Windsor Forest in Savannah, Ga., is just such a cooperative land project. AMERICAN BUILDER covered the story two and a half years ago when it was just getting under way. This is a progress report on its success from the builders who participated.

"I'd be happy to do it all over again," is the verdict of Clayton Powell, president of the corporation that owns Windsor Forest. "The corporation has been a good investment, and this way of developing land has been a tremendous help to my building."

Here's how Windsor Forest

was originally set up: eight stockholders financed the project by their stock purchases, by pre-paying for a certain number of lots, and by pooling their credit ratings. By this means they had more than enough money to buy the land (1,000 acres) on a highly advantageous time-payment plan, and to develop it. Lots were sold to stockholders, at a discount, or to outside builders.

The advantages were twofold. Each builder's credit rating was considerably improved, and each secured enough low-cost land for several years of building. (Originally \$500 an acre, this land is now worth \$2,000 an acre.)

Problems came up too. Two of the original stockholders who were not builders have withdrawn. And two builders, Cecil Mason and Hugh Armstrong, also have sold their interests.

"We wanted to build in the \$12,000 to \$15,000 range," says Mason, "but land prices and restrictions made it hard to work below \$14,000." Still, he and Armstrong will stay in the area. They were permitted to buy a 188-acre slice of Windsor Park for their own building.

It should be noted, however, that both the builders who left and the builders who stayed are enthusiastic about the co-operative land idea—if certain precautions are observed:

- All co-operating members should have the same objectives; they should all be builders.
- All the builders should be about the same size, hence have approximately the same lot demands. Otherwise two problems arise: the builder who buys a larger number of lots pays a disproportionate share of the corporation's profits; and while this same builder should be allowed to pay a lower price per lot for his larger purchase, this would give him an unfair competitive edge over the other builders in the group.
- The co-operating group should not be too large. The consensus of the Windsor Park group is that between five and ten builders is a good working size.

Check highway plans for clues to new growth areas

For the builder planning on where to build in 1960, the location of new superhighways is of the utmost importance. Highways can take areas that were once far beyond the invisible "buying line" and turn them into veritable boom towns for home construction. And they can boom land prices, too. This can be good or bad, depending on who gets there first, bona fide

licking the growing problem of land

builders and developers, or land speculators.

Dallas is a good example of the impact of highway construction.

"The effect of our highways here has been tremendous," says Herb DeShong, Executive Secretary of the Home Builder's Association of Dallas County. "Home sites 14 miles out of town are accessible and easily salable. And some lower-cost housing is selling well 15 or 16 miles beyond the Dallas line. These sites just wouldn't sell without our highway system."

What can happen to a little town when a new highway comes in is often little short of cataclysmic. Richardson was once a quiet little town twelve miles from Dallas; in 1954 it supported perhaps half-a-dozen builders. Then Dallas' superb loop-super-highway system reached out and touched Richardson, and the panic was on. Today the once sleepy little town has almost tripled in size; and more than 65 builders are busily engaged in making it grow still bigger.

▼ The country's biggest home manufacturer takes a giant step in the direction of financing builders' land

National Homes has long believed that money is as important as wood to the builder.

National's construction loan program has been a major factor in that company's steady growth. Now a land development loan program, barely in its second year, is giving promise of being even more important.

Says National vice president Alan Dibble: "We think the program is the key to future home building—more important than mortgage financing. And it's an absolute requirement for a volume operation like ours."

Recent figures bear out this opinion of the land loans. The program has been in actual operation only about seven months. Yet 24 per cent of National's house sales this year were to builders who participated in the new land-loan program.

"The program is principally for the smaller builder that we think can grow," says Dibble. "In effect, we help him to work beyond his normal limits. If he had to use his own cash to develop his land, he'd soon run out. This way, he can use the money to grow much faster."

The land loan program (which will be extended to the six other manufacturers recently bought up by National) works this way: National lends the builder-dealer 50 per cent of the raw land cost, and 75 per cent of the development cost.

The builder must put up the balance when the loan is made. Land acquisition loans are due in two years, development loans in one. Interest is 6½ per cent, payable quarterly. And there is a fee of ten per cent of the total loan.

▼ FHA-insured financing for buying and developing land may be on the way. Here's what Commissioner Julian Zimmerman says

Just before press time, FHA Commissioner Julian Zimmerman gave AMERICAN BUILDER this statement on possible land financing:

"It is true that builders are having considerable difficulty in obtaining improved land at reasonable prices. The search for available land for home sites is taking builders further away from water and sewer systems, and other important community facilities. The FHA, in order to keep current on the problem, has consulted with industry committees and has attempted to assist builders in every way possible.

"We find that rapid urban growth has surpassed the finan-

cial ability of many communities to provide the necessary facilities for new urban areas. But it has been shown that private industry itself can meet a large share of its needs for improved land with necessary facilities if adequate private financing for development is possible.

"An intensive collaborative study of methods to overcome this difficulty was made by FHA and VA last winter. This resulted in a proposal for FHA insurance of neighborhood development loans on a sound basis with proper standards. A preliminary legislative draft was circulated and received a very favorable response.

"The proposed legislation was developed in such a way that small builders and developers would be eligible for financial assistance in developing small tracts, so located that they are part of a planned neighborhood unit having central water and sewer facilities available or assured.

"As proposed, the legislation attempted to safeguard against land development in excess of market needs, and against malpractices of a speculative or risky nature. Economic soundness as well as insurance premiums for self-supporting operation of the program are part of the proposal."

Codes: easing, but slowly

PROBLEMS

The bad news: no real change

The worst news about building codes is that, basically, nothing has changed. Builders all over the country still are plagued by old-fashioned specification codes, conflicting codes, and no codes at all. What little progress there has been has been spotty, and almost all at the local level. Nationally, the picture is still gloomy.

Model Codes: still inadequate

The best codes available to most of the country, the so-called model codes, still have serious flaws. The various code groups are intensely competitive, which is no help to the harried builder. Instead of working together, these groups are splitting up even more: a section of the International code group on the West Coast has split from its parent to form a separate organization, and there may be another new group forming in the South.

Mechanical Trades: big problem

The mechanical trades, notably plumbing and electrical work, continue to be the worst headache of all. Oddly enough, very good codes are available in both these categories: the National Plumbing Code and the National Electrical Code. If every community would adopt these two sets of standards, many builders' code problems would disappear.

Manufacturers could help more

The manufacturer's voice could be a powerful factor in reforming codes. But, unfortunately, it's seldom heard. Many producers of building materials are afraid that if uniform code requirements were instituted all over the country, it would bring them problems. As things are today, a product that is refused acceptance by one code may still be accepted by others. Under uniform code requirements, or so many manufacturers reason, one refusal would close the door to them everywhere.

The flaws in this reasoning are obvious: a good product will be accepted by a good code, and a manufacturer that can't engineer his product to meet a sound performance code has no business putting that product on the market. Furthermore, the advantages of having the product automatically accepted everywhere should far outweigh any other disadvantage. Nevertheless, the feeling persists; and in consequence, the heavy pressure that manufacturers could bring to bear for better and more uniform codes is not being used.

OPPORTUNITIES

Public is learning about codes

Public interest in the building code problem is growing every day. Two years ago, code headaches were the private affairs of builders, building officials, and manufacturers; the outside world hardly knew what a building code was. But over the last two years, the problem has come into the light. AMERICAN BUILDER, for example, stirred up tremendous interest with its "Outrage" issue on antiquated codes a year and a half ago. And as late as this summer, information presented in this issue was being reprinted in consumer publications.

Builders working for improvement

Professional interest in building codes has also increased tremendously. Up until a couple of years ago, neither builders nor the National Association of Home Builders seemed terribly excited about the building code. Today, NAHB is leading the builder effort towards code reform. They have.

- Added a staff member to the construction department in Washington to specialize on codes.
- Started work on a set of building standards (not a building code) which would serve as a guide for builders, manufacturers, architects, code groups, and any other interested parties. It is due for completion in about a year.
- Worked closely with model code groups to the end that provisions might be clarified, and that prospective code changes which seem wrong or unnecessary can be protested. (Example: The National Fire Protection Association proposed a change in one code that would have required secondary exits from habitable rooms in a basement. This would have meant extra exits from recreation rooms, which are considered habitable, as well as all bedrooms. NAHB made their case, and the code group modified the requirement. Now, if the basement room is a bedroom, an operating window with a sill height not over 36 inches is the only exit required.)
- Engaged an expert in municipal law, Charles Rhyne, to do a study on the legal aspects and limitations of municipal law.

Hard work can reform codes

Old codes can be changed, or replaced. Last year, Houston, Tex., was faced with the prospect of the adoption of an outrageous building code. The local builders' association got busy, talked turkey with the city's architects, engineers, and everybody concerned with building, and had the code turned down in favor of one of the better model codes.

Financing: tight, but obtainable

PROBLEMS

Money will get tighter

Tight money—the specter which haunted home builders a couple of years ago—is back again. By all signs it will stay around most of next year. Recent moves by major banks raising prime and short-term interest rates is one indication. If borrowing continues heavy, there will be moves by the government toward further tightening. Another indication is . . .

More competition for funds

Business expansion is expected to shoot ahead with the settlement of the steel strike. When business competes in a big way for available funds, it's always to the detriment of home mortgages. A corollary problem lies in the fact that . . .

Lenders have less money

As inflationary pressures mounted this year, stocks and bonds became more attractive as anti-inflationary investments. Money, normally scheduled for bank deposits, was syphoned into these investments. This meant less funds available for home loans. Less mortgage money also means . . .

FHAs, VAs will be harder to get

During the last drop in home building, it was the FHA-VA market that took the beating. Conventional loans stayed on a pretty even keel. Fixed interest rates (the anticipated FHA hike to 5¾% won't help much) hurt government-backed loans when more attractive yields are available. Already . . .

Discounts are on upswing

As long as FHAs and VAs carry fixed interest rates, discounts will be used to keep them at par with the going rate for other loans. Discounts in some areas are higher than they were in 1957. So it's understandable why . . .

Builders are worried

Most builders surveyed by AMERICAN BUILDER listed financing as a top 1960 problem. Typical comment came from one Western builder, who said: "If the pattern remains as in other years, then this year's mortgage money shortage will carry over into 1960. In our area, even a mild shortage of . . . funds in the general market can constitute a crisis since we depend so heavily on Eastern capital as a source of permanent financing."

OPPORTUNITIES

Conventionals will stay strong

Conventional loans (as noted in the adjoining column) were the least hard hit during the last money shortage. Since then, the 90% conventional has appeared, making these loans more competitive with FHAs and VAs on down payments.

Cultivate, stay with a good lender

No matter what business you're in, it's human nature to give your best customers first choice. Lenders work the same way. If you use one or even a couple of lenders exclusively when money is easy to get, they'll look more kindly on you when money is tight. A case in point: T. E. (Ted) Lewis of Alco Construction Co., Westminster, Calif., says select a lender "who can and will take care of your needs when money is plentiful. He, in return will continue to serve you when money is hard to get." Lewis has been placing his loans with a Beverly Hills mortgage company which has arrangements with 33 Eastern banks and savings and loan associations who buy mortgages, then have the mortgage company service them. A second advantage in this arrangement: the mortgage company works closely with Lewis's sales organization to prevent any hitch in qualifying buyers or any delay in processing papers.

Special land deals conserve funds

Too many builders have found themselves tying up much-needed working capital on land which they won't be using for a couple of years. One way to avoid this is to take options on the land. Another good idea is being used in Canada. Down payments were made to farmer owners of some 5,000 acres. This land will be developed into a city during the next few years. The farmers took back mortgages to be paid up by 1962 through annual installments. Under terms of sale, each farmer will get notice before his farm is taken over. He'll also be paid for any unharvested crops.

New Housing law will aid sales

Final version of the housing bill offers you tremendous financing opportunities. First, FHA gets \$8 billion of new insurance authorization, is assured of adequate funds for the next 12 months. Also, FHA down payments will be 3% on the first \$13,500 of a home's value; 10% on the value between \$13,500 and \$18,000; and 30% above \$18,000. Also, builders get mortgages on trade-ins at the same rate previously available to owners.

Free to builders—32-page
new Weldwood Catalog.
Just mail the coupon.

FREE WELDWOOD CATALOG

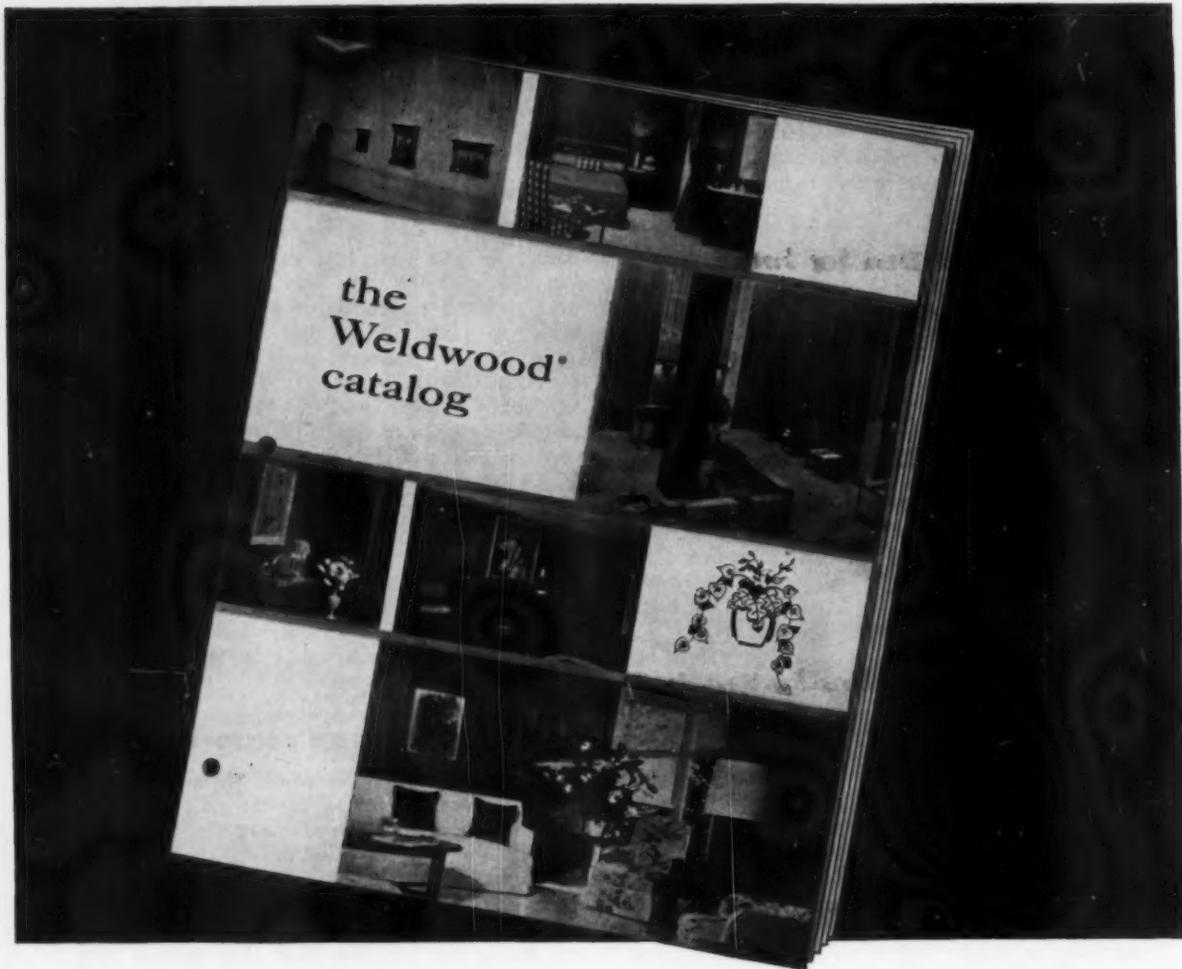
United States Plywood Corporation
Dept. AB10-59, 55 W. 44th St., New York 36, N. Y.
Please send me the new Weldwood Catalog (#1902).

Name

Firm

Address

City Zone State



Here's your one handy buying guide to the
Weldwood line of quality building products

From wood paneling to doors, from adhesives to wood finishes, from sturdy plastic counter tops to supple plastic wall coverings—whatever your building requirements, you can select confidently from the hundreds of superior products listed in the new Weldwood Catalog.

It's your handy guide to United States Plywood's large

selection of high-quality building products—products designed to help you build better. Its 32 pages are filled with product descriptions (many of them are brand-new), recommended uses, sizes, and approximate retail prices. In addition, there are dozens of room setting pictures, both in black-and-white and full-color, to help spark ideas you can use to boost sales of your homes.

The Weldwood Catalog is invaluable to have, handy to use, and it's yours—free. Just mail the coupon.

No one has a way with wood like **WELDWOOD®**

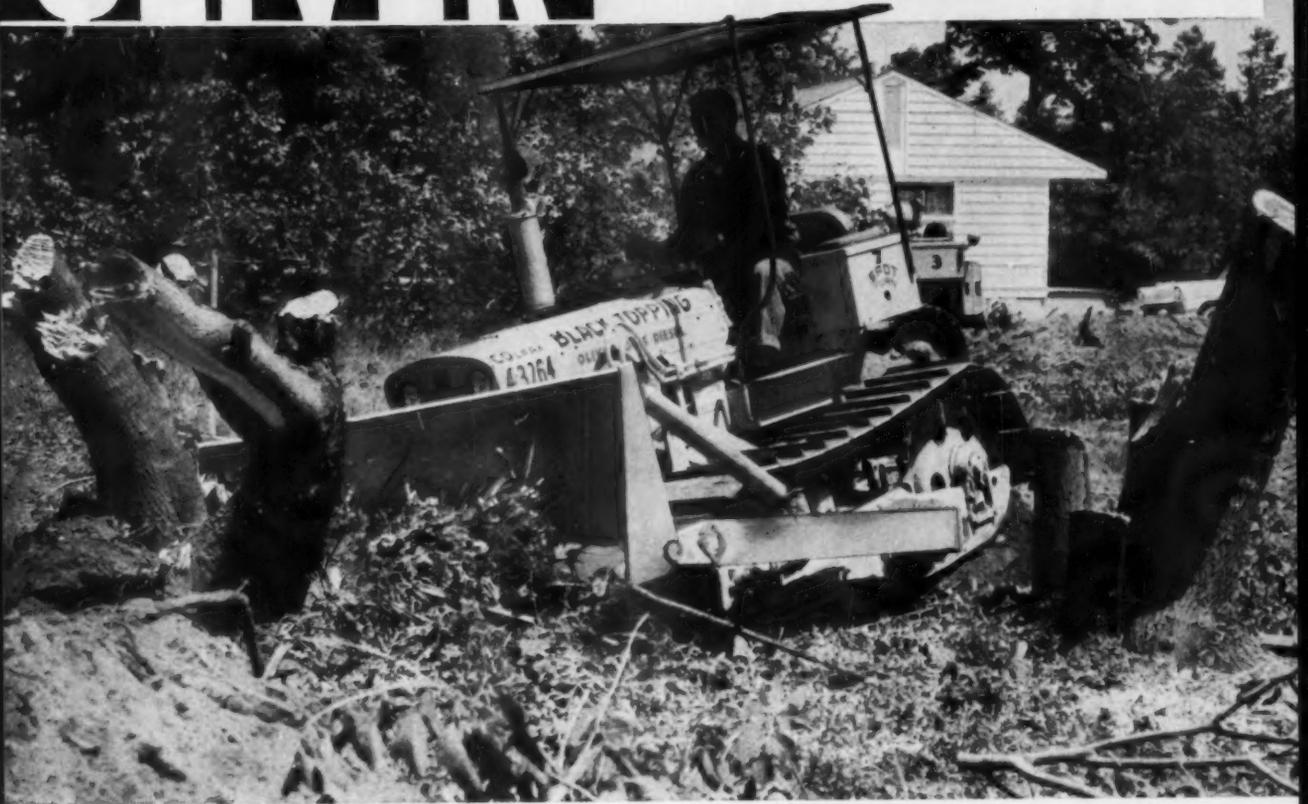


HARD AND SOFTWOOD PLYWOOD • ADHESIVES • WOOD FINISHES, WAXES, AND PRESERVATIVES • AND OTHER WELDWOOD PRODUCTS FOR THE BUILDING INDUSTRY

UNITED STATES PLYWOOD CORPORATION • 119 Branch showrooms in U. S. and Canada

OLIVER

Sanfilippo's OC-4 with 72½" dozer does it all—land clearing, assists in basement digging, back filling, final grading on this commercial building job.



"My OC-4 with 'Spot-Turn' saves me 2 hours in 8!"



Jack Sanfilippo is a keeper of accurate records. As owner of his own excavating company in Keyport, N.J., he finds it pays to be. The facts prove that with his OC-4 he can now do in six hours what took eight with an older tractor not having the OC-4's "Spot-Turn" steering advantages.

That's a 25% gain in production and profits—just by the addition of one OC-4. Splendid close-quarter maneuverability with shortest turn-around radius accounts for most of it—with the OC-4's higher measure of diesel power doing the rest. Not only that, but Sanfilippo's earnings are even greater when you consider his unbelievably low fuel operating cost—just \$7.65 for a 40-hour week!

Come see... come try the OC-4 for yourself—the compact, big-job tackler that's *first* in its crawler class for drawbar pounds pull and *lowest* in its class for price!



THE OLIVER CORPORATION

Industrial Division, 19300 Euclid Ave., Cleveland 17, Ohio

a complete line of industrial wheel and crawler tractors and matched allied equipment

Here's the new look in tractor catalogs: the all-new OC-4 bulletin. It's heavy on job-application pictures and data... shows the OC-4 tooled-up with a dozen different work-speeding, income-boosting equipment changes! It's sound business reading that carries a rewarding message for any tractor user. Mail coupon.

Ask your Oliver Distributor for a demonstration of the OC-4's work power

Please send a copy of your new 16-page, color catalog on the OC-4 tractor.

T12-10

Name.....
(Please print)

Company.....

Address.....

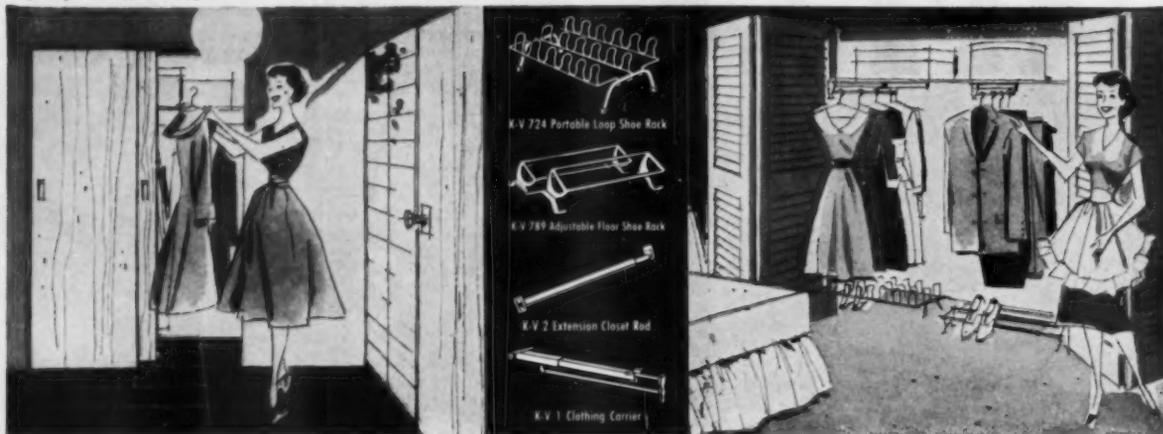
City..... Zone..... State.....

K-V 858 SLIDING DOOR HARDWARE. Years of trouble-free operation. Everything for simple installation in compact package. Fits $\frac{1}{2}$ " and $1\frac{1}{4}$ " doors.

K-V 2 EXTENSION CLOSET ROD. For shallow closets. Quickly installed. Won't sag even under heavy loads. Sizes 18" to 96". Bright nickel plate.

EZY-FOLD CONCEALED HARDWARE. Keeps doors of any weight from sagging. Adjust with hardware in place without removing doors or trim.

K-V 1 CLOTHING CARRIER. Virtually doubles closet space. Easily installed. Brings a whole wardrobe into easy reach. 10" to 48" models.



For closets and kitchens

KV gives you more of what you're looking for!

★ Top Quality ★ Easy Installation ★ Trouble-free Performance

...and the best known line in the business!

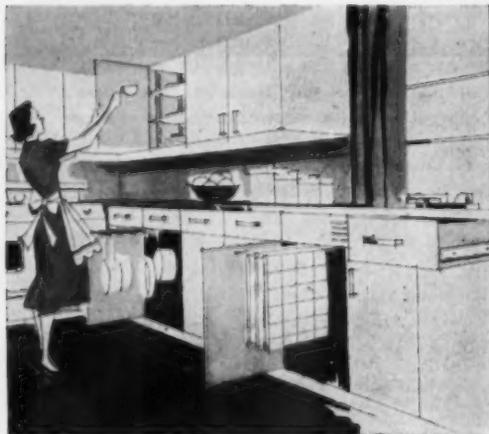
With an eye to more efficient use of space, more and more builders and contractors are specifying K-V Closet and Kitchen Fixtures, and sliding and folding doors installed with K-V hardware. They know these top quality fixtures are easy to install, provide scores of years of trouble-free performance and give homes strong customer appeal. Ask your K-V sales representative for the complete story on K-V fixtures and hardware.

K-V KITCHEN FIXTURES. Homemakers love the way K-V kitchen fixtures keep towels, cups and pans right at hand, but neatly out of sight.

K-V 790 DISAPPEARING PAN RACK. Holds 14 pans, strainers, etc. Slides out at a touch. Fastens to underside of cabinet. Length 28"; width $5\frac{1}{4}$ ". Bright chrome.

K-V 255-256 SHELF HARDWARE. Mounted flush or surface. $\frac{1}{2}$ " adjustment. Gives perfect alignment. 24" - 144" lengths. Nickel or bright zinc.

K-V 793 DISAPPEARING TOWEL RACK. Towels slip over ends of three chrome bars. Ball-bearing carriage. Side mounted. 5" wide; 20" long.



KAPE & VOGT MANUFACTURING COMPANY, Grand Rapids, Michigan

READY for another load

..... WHILE OTHERS ARE STILL SHIFTING GEARS



MASSEY-FERGUSON WORK BULL 204

HAS EXCLUSIVE

**INSTANT
REVERSE**

with TORQUE CONVERTER

In a race against time — to increase profits — no other industrial utility tractor can keep pace with the new Massey-Ferguson Work Bull 204. This 40-h. p. tractor has exclusive Instant Reverse with torque converter. You simply press one foot pedal to go forward — and another to go reverse. Acceleration is built in each pedal. Select one of four different gear ranges to fit your job requirements, and never waste time, power, or momentum in shifting, clutching, or pulling levers. The famous partners in profits — Massey-Ferguson Davis Loader and Backhoe — are designed to perfectly match the Work Bull 204. It's an unbeatable rig. Try it . . . compare it . . . you'll buy it!



PAYS OFF AT BOTH ENDS

Massey-Ferguson 220 Backhoe handles jobs with ease that others can't tackle. 14,000 lbs. breakout whips the toughest assignments. For flush digging, you can move the entire mast, boom, and seat to the side in only a few minutes. It increases your bidding power . . . reduces manpower.

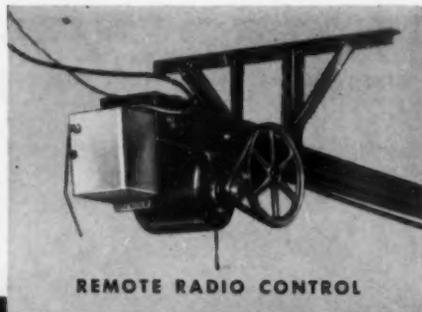
Why Wait? Set a Date — We'll Demonstrate!



MASSEY-FERGUSON INDUSTRIAL DIVISION

Block 1000 South West Street • Wichita 13N, Kansas

Ro-WAY ELECTRIC OPERATOR for residential garage doors



Remote radio or push-button control

What's selling houses fastest these days? It's the *extra* conveniences that turn lookers into buyers. *Real* conveniences—like the Ro-Way automatic garage door operator.

With remote radio control, the touch of a button on the car's instrument panel actuates the operator to unlock the door, lift it up, and turn on the lights. Another touch of the button closes the door, locks it, and turns off the lights.

As simple as that—and it can all be done up to 85

feet from the garage, without ever leaving the car.

Best of all, the Ro-Way Electric Operator *really* works. *Without fail!* Thousands of installations, hundreds of hours of punishing tests, prove its complete dependability.

See for yourself. Install a Ro-Way Electric Operator in your model home—and watch it open your prospects' eyes. Call your Ro-Way distributor now—he's in the Yellow Pages.

Write for free literature, full details and prices

there's a Ro-Way for every Doorway!



RESIDENTIAL • COMMERCIAL • INDUSTRIAL



ROWE MANUFACTURING COMPANY

796 Holton Street, Galesburg, Illinois

How a clam-action 4-In-1 gives you a one-man "equipment fleet"



Many-purpose Clamshell

Using clamshell "stand-and-load" one-gulp bucket fill, the 4-In-1 can do clean-up work twice as fast as ordinary buckets—can "surround" elusive materials without "chasing them"—can give amazing advantages on stockpile loading. "My TD-9 4-In-1 did a clean-up job in only 4 hours that usually takes any other same-sized rig 8 hours to do!" says Robert Findlay, Clarks Hill, Indiana.

Excavator-Loader



Skid-Shovel position applies the tremendous excavating force of pry-over-shoe break-out action—enables the International Drott 4-In-1 to "double" for power-shovel performance on a long list of jobs. This TD-9 4-In-1 is breaking up, digging up, and loading out old concrete walks and masonry curbing for Contractor Ralph Torres, El Paso, Texas.

"Carry-type Scraper"



As "carry-type scraper" this TD-9 4-In-1 gives inch-close lot-grading accuracy, spreads with precision. Close-coupled, this unit delivers its big capacity where "long hitched" outfits can't profitably maneuver. "The 4-In-1 gets me jobs an ordinary loader can't begin to do," states Owner Harold Swanson, Richmond, Calif. "My competitors are buying 4-In-1's to equal what I can do!"

Earth-rolling Bulldozer



Lift the clam lip hydraulically, and you've got earth-rolling bulldozer action, seconds-fast and fingertip easy. This TD-20 4-In-1 is doing all the excavating and rough grading for a new 6-acre factory. "I switched to the TD-20 outfit to get maximum volume as a one-man-operating contractor," reports Owner Albert George Gee, Cedar Rapids, Iowa.

Count the machines an International Drott 4-In-1 can replace for you—count the thousands of dollars it can save you—count the profitable jobs it can get you, competing with contractors who bid on the basis of using a yard full of limited-duty rigs. And measure the performance protection value of exclusive shock-swallowing Hydro-Spring. See your International Drott Distributor for a demonstration!

International Harvester Company, Chicago 1, Illinois
Drott Manufacturing Corp., Milwaukee 15, Wisconsin



INTERNATIONAL

DROTT



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 $\frac{15}{32}$ " 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 $\frac{15}{16}$ " Homasote. Keeps closet dry; provides added sound-deadening between rooms.
- 7 SAVE \$9 to \$12** with closet flooring of $\frac{3}{8}$ ", $\frac{15}{32}$ " 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 $\frac{15}{32}$ " glued together make strong $\frac{15}{16}$ " 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. K-8.

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





THESE BUILDERS SAY GEORGIA-PACIFIC 'FAMILY-PROOF' PANELING HELPS SELL THEIR HOMES

Builders across the country agree:

JOHN PHILIP ENTERPRISES, ANDOVER, MASS.: '... public got a warm, pleasant atmosphere from this Georgia-Pacific "Family-Proof" paneling. It's easy and clean to work with and install.'

C. C. McDONALD, JR., BRIARWOOD, MISS.: 'The public is very interested in G-P "Family-Proof" hardwood paneling...and we're enthused about it, too.'

APPLE VALLEY, INC., GRAND RAPIDS, MICHIGAN: 'Public loved the "Family-Proof" G-P paneled room and commented on it more than any other feature.'

LANE REALTY CO., FOREST HILLS, NEW YORK (Agent for Hymen Rosen & Sons): 'People were very impressed by the "Family-Proof" paneling and showed great interest in it. We expect to sell homes to these interested people.'

Families across the country are buying homes with this GEORGIA-PACIFIC "Family-Proof" paneling, and here's what they like about it:

- The wide choice of warm, distinctive grains and colors — 8 in all.
- The chance to custom-fit their home to their own taste and personality.
- The modern practicality of "Family-Proof" finish that resists marring, scuffing, staining—backed by a GEORGIA-PACIFIC Lifetime Guarantee.
- The luxury of genuine hardwood paneling at modest cost.

See the Georgia-Pacific exhibit in NRLDA show—booth #1034

GP

GEORGIA-PACIFIC

PLYWOOD & REDWOOD — LUMBER & HARDBOARD — PULP & PAPER

GEORGIA-PACIFIC
Dept. AB1059, Equitable Building, Portland, Oregon
Please send me details on how Georgia-Pacific can help me sell more homes.

Name _____

Address _____

City _____ Zone _____ State _____

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!

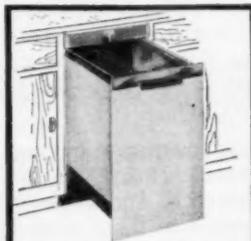
Gas and electric ovens and surface cooking units are fully interchangeable . . . all are drop-in units that fit standard cabinets. Available in your choice of five beautiful decorator colors: canary yellow, petal pink, turquoise green or copper-tone porcelain and satin-finished chrome.

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 the 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.

A Clean Hydraulic System Is A MUST!



Only Sherman Power Diggers and Loaders Have the Easy-Check Filter Gauge!

Only the Sherman Digger and Loader have the easy-check filter gauge that guarantees positive hydraulic performance. Yes, now for the first time in the industry, all guesswork is eliminated! For the exclusive Sherman easy-check filter gauge tells you at a glance if your hydraulic filter is giving proper performance!

What does this exclusive Sherman development mean to you, the owner?

Better filtration means:

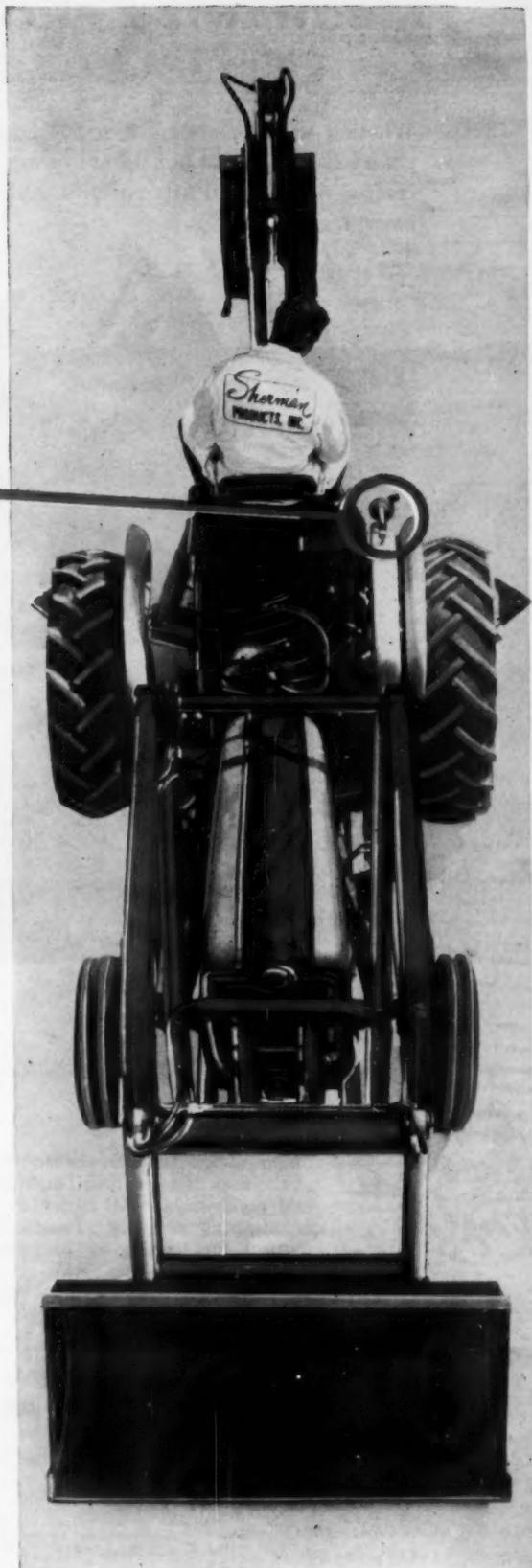
- Longer equipment life!
- Less downtime!
- Fast filter cleaning without draining tank!

In short, the exclusive Sherman filter gauge means—You Get More For Your Money When You Buy Sherman!

Write for details on *all* Sherman features or for filter gauge Bulletin No. 797

SHERMAN  **PRODUCTS**

POWER DIGGERS • LOADERS • SOIL WORKING TOOLS
SHERMAN PRODUCTS, INC., Royal Oak, Michigan



MECHANIZE FROM THE GROUND UP

with ALLIS-CHALMERS TRACTORS

Whether you're planning 5 or 105 houses this year you'll want to consider *tractor power*. Big operators put fleets to work . . . while a smaller builder may use a single tractor with several attachments. Allis-Chalmers utility tractors are profitable for both! Here's why:



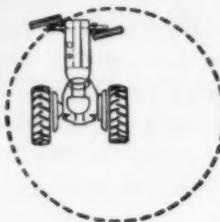
D-10 /
D-12 /
D-14 /
D-17 /

... Tractors from 31 to 63 engine horsepower . . . all with the companion equipment to handle your jobs.



Long Wheel Base, Wide Tread

gives you better footing and more stability. Weight is *spread out* to provide more traction and give you a better working advantage with any attachment.



Front Axle's Forward Location

lets you make a tight turn . . . a pivot turn in *less than 16½ feet!*



•D-14 Shuttle Clutch

makes forward and backward moves at the flick of a lever—oil-cushioned and positive. No foot clutching . . . no clashing of gears. Tractor is a natural for loading or backfilling. Forward and reverse ratios are the same for safe speeds at all times.



Low Profile . . . High Clearance

—the ideal combination because center of gravity is low, yet you get high clearance for travel over berms, rocks and other obstacles. And, you can *SEE over, under and all around* the machine.

This new design lets you move fast, keep four wheels on the ground, push on through tough dirt, stand firm on deep trenching jobs.

Put on any production tool in the complete line of companion equipment — backhoe, loader, blade, auger, mower, whatever you need — and you're in business to make a real profit! An Allis-Chalmers dealer is ready to demonstrate . . . on your job . . . just name the day!

**SOLD BY ALLIS-CHALMERS DEALERS
EVERYWHERE**

ALLIS-CHALMERS

Here are the donors and their prizes so far in American Builder's big Hidden Values Contest

AMERICAN BUILDER'S Hidden Values Contest is aimed at encouraging builders to "sell" the *unseen qualities* in their houses (like wiring, piping, insulation, wood preservatives, vapor barriers, high-quality mate-

rials, etc.). So if you do a real job of merchandising these hidden values, you've a good chance of winning a valuable prize. Top award is a powerful Ford pick-up truck. And there'll be lots of others, each worth \$200 or more

(see partial list, below).

Deadline for all entries is October 2. Judging is on the 12th. If you're tapped as a winner, you'll receive your prize and a plaque, plus valuable publicity in our November Hidden Values issue.

THE BLACK & DECKER MFG. CO.
1—8" Heavy Duty Saw cat. #830
1—¾" H.P. Router-Plane Kit
cat. #202

E. L. BRUCE CO.
1,000 ft. prime grade
prefinished strip flooring

CAPRI SALES, INC.
6 or 8 ft. two-light Cavalier
Door with screen; door glazed
with ⅝-in. Thermopane

CONGOLEUM-NAIRN, INC.
Inlaid linoleum "Ultima"
(\$200 worth)

**CONDENSATION ENGINEERING
CORP.**
Vitroliner open-hearth
prefabricated fireplace with
Vitroliner Chimney

FASCO INDUSTRIES, INC.
1 Fasco Range Hood
1 Fasco Ventilator Heater Light
(\$215 worth)

**GEORGIA-PACIFIC
CORPORATION**
15 panels factory finished
Flame Gum (Over \$200 worth)

KEASBEY & MATTISON CO.
Twenty squares of
Shake-Shingle asbestos
cement siding (\$300 worth)

**KWIKSET SALES & SERVICE
CO.**
400 Line Locksets for a
complete home

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
(\$294.75 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)

SHOWERFOLD DOOR CORP.
\$200 worth of either
Standard or Deluxe model
bath enclosures. Builder-winner
to select colors

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

U. S. GYPSUM CO.
480 sq. ft. USG Fashion Tile
20 Gallons USG Poly Vinyl
Acetate Interior Paint

VISKING CORPORATION
Visqueen film sufficient
for water vapor protection
under slab and warm side of
walls for two homes

**WESTERN LOCK
MANUFACTURING CO.**
Residential locksets and
matching cabinet hardware
for a complete home with
choice of finishes

WHIRLPOOL CORPORATION
11 Cubic Foot Refrigerator

WHIRLPOOL CORPORATION
11 Cubic Foot Freezer

**YEOMANS BROTHERS
COMPANY**
1 Cavitette Sewage Treatment
System for individual home.
Consists of aerator, tank and
automatic control

ZEGERS, INC.
Dura-seal Weatherstrip-Sash
Balance for wood double-hung
windows in one complete house

How to turn a swamp into acres of dollars ...with an ELLICOTT DRAGON*

A Typical Job: creating land for a blue-chip summer vacation area on Barnegat Bay, N. J. Two-thirds of the 180 acres of raw marsh land were under water.

They Cut Filling Costs in Half by using an Ellicott DRAGON model hydraulic dredge. It paid for itself in a few months. At a land-fill investment as low as \$1,500.00 an acre, developers are producing land that will bring up to \$12,000.00 an acre when market-ready.

Many Other Projects are producing similar results in Florida, along the Great Lakes, and elsewhere. The DRAGONS accomplish three jobs in one: dig swiftly under water through sand or light gravel, transport their own fill at varying distances, and grade to a smooth, compact surface. Ellicott DRAGON models can be moved overland from job to job by truck or low-boy.

For Land Reclamation, or for any dredging operation, the DRAGON will prove to be your most economical investment. Write today for Bulletin 937 - Turning Swamps Into Dollars. Learn all about the economics and mechanics involved. Ellicott engineers will gladly make recommendations on any dredging problem without obligation.

Ⓢ 4439

*T.M. REG. U.S. PAT. OFFICE MARQUE DÉPOSÉE



ELLICOTT MACHINE CORPORATION

1637 Bush Street, Baltimore 30, Maryland, U. S. A.

Subsidiaries: Dragues Ellicott France, Paris, France; Ellicott de Mexico, Mexico City, Mex.; Dragas Ellicott do Brasil Ltda., Rio de Janeiro, Brazil; Ellicott Fabricators, Inc., Baltimore, Md.; Conway & Torley Corp., Pittsburgh, Pa.

Successors to the floating dredge business of the Bucyrus-Erie Co. and the American Steel Dredge Co. Complete engineering sales and repair parts service.



From muck



. to model homes,



the "before and after" of land reclamation using an Ellicott DRAGON.

Send for the
FREE BULLETIN

ELLICOTT MACHINE CORPORATION

1637 Bush Street • Baltimore 30, Maryland

Please send me Bulletin 937, "Turning Swamps into Dollars."

NAME _____

ADDRESS _____

COMPANY _____

CITY _____ ZONE _____ STATE _____

THE Payoff DEPARTMENTS

New Products and Catalogs 164 →

Builders' supermarket for the latest information on new products and catalogs. Reply card, page 166.



The Plans Clinic 222 →

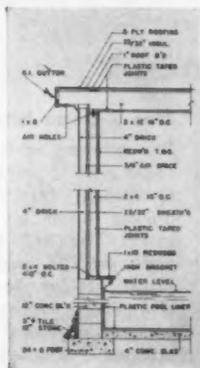
"There's a lot of house here, but a few changes can make it look like more value."



Cost Saver ... 230 →

A masonry-block chimney can save you \$300 if you build it as shown in this article.

Better Detail Of The Month 232 →



This built-in swimming pool is located in a wing off the living-dining room. It's a real attention-getter, is surprisingly easy to build.

The Month Ahead 238 →

Here are some things for you to think about during October; some may be problems which you can turn into opportunities for the coming year.

High Styling

MORE QUALITY

with a
NATIONALLY
ADVERTISED



PACER MODEL 850
illustrated

ShoweRite
TUB ENCLOSURE

PROMOTIONALLY
PRICED

Suggested
Retail **\$54⁹⁵**

FOR 5 FOOT
RECESSED TUBS



MADE EXCLUSIVELY WITH
KAISER ALUMINUM

FEATURED ON
MAVERICK

A TRADEMARK OF
KAISER ALUMINUM & CHEMICAL SALES INC



Mr. Builder: For a low cost investment, you add an asset that can mean a sure sale—without penalizing your customer. This beautiful ShoweRite tub enclosure sells gracious living plus practical usefulness. Special features of the Model Shown—the Pacer No. 850—include stunning hammered frosted glass, gleaming aluminum extrusions, and two sturdy towel bars for convenience and safety.

A ShoweRite Tub Enclosure Makes Wet, Messy Bathrooms a Thing of the Past . . .

and you'll make a sure hit with the lady of the house. She will appreciate elimination of annoying, messy, slippery damp after-the-shower floor mopping.

WRITE TO DEPT: AB1059
FOR NAME OF
NEAREST DISTRIBUTOR

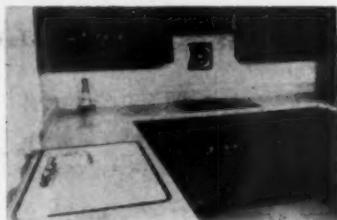


THEODORE EFRON Mfg. Co.

7519 S. Greenwood Ave. Chicago 19, Illinois

See "ShoweRite" Products on Maverick
Sunday Oct. 4 and Oct. 11 at
7:30 E.S.T. on ABC-TV

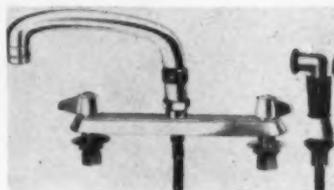
NEW PRODUCTS



Sink work simplified

Sink-top installation can be simplified with help of these laminated products for kitchen counters, bar tops, bathrooms. Available in standard models, or made to your specifications. Manufacturer has "follow-through plan" to facilitate building schedules.—Sani-Top, Inc.

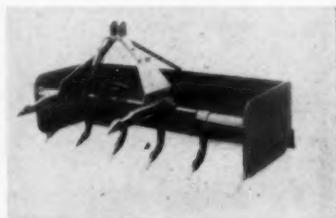
Circle No. 01 on reply card, p. 166



Smooths water flow

"Stylist" topmount sink faucet has new hydramold spout. Eliminates any turbulence in water flow. Canopy handles and automatic spray provide finger-tip ease of operation. Swing-arm spout extends 8" from center of supply line.—The Royal Brass Mfg. Co.

Circle No. 02 on reply card, p. 166



Has 2-point hitch

Soil scrapers in 66" and 72" sizes come with 2-point hitch to fit International Harvester tractors. A 3-point hitch is standard equipment. The 66" has six scarifier teeth, the 72", nine. Curve in mold-board section insures full load. Bumper bar prevents bending. Complete information from the manufacturer.—Servis Equipment Co.

Circle No. 03 on reply card, p. 166

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 . . .



BUSINESS REPLY CARD

First Class Permit No. 153, Sec. 34.9, P. L. & R., New York, N. Y.

6 cents postage will be paid by

Business Manager
AMERICAN BUILDER
30 Church St.
New York 7, N. Y.





CIRCLE items below

...and mail this
postcard today

FREE INFORMATION . . .
on PRODUCTS & EQUIPMENT

FREE INFORMATION - ON PRODUCTS and EQUIPMENT

NEW PRODUCTS

- 01 Sani-Tap, Inc. laminated products
- 02 Royal Brass Mfg. Co. faucet
- 03 Sarvis Equipment Co. soil scraper
- 04 Leigh Building Products clothes carrier
- 05 NuTone range hood
- 06 Kohler Co. cart
- 07 Ador Corp. window
- 08 Stowe Mfg. grinder
- 09 Abbott Glass weatherstrip
- 10 General Tire and Rubber tire
- 11 Kai-Win fittings
- 12 Precision Equipment Co.
- 13 Frigidaire washer-dryer
- 14 Structoglas panels
- 15 Curtis Mathes & Sons
- 16 Keller Products edging
- 17 Filon Plastics fence
- 18 Minnesota Mining & Mfg. sealer
- 19 Allegheny Ludlum sink
- 20 General Electric, Laminated Products, Div.
- 21 Precision Weatherstrip Co.
- 22 Wood Art Products screen
- 23 A. M. Byers Co. pipe
- 24 Panel Clip Co.

CATALOGS

- 025 Owens Corning acoustical products
- 026 The Cleveland Trencher Co. backfiller
- 027 Johns-Manville sewer pipe
- 028 Vermont Marble Co. stone
- 029 Alpha Portland Cement
- 030 Crouse Hinds Co. lighting
- 031 Johns-Manville admixtures
- 032 Owens Corning Fiberglas Corp. curing blankets
- 033 General Electric water repellents
- 034 Smithcraft Lighting

- 035 RCA Whirlpool washer-dryer
- 036 Weyerhaeuser Timber Co. hardboard
- 037 Koopers Co. Inc. pole-type construction
- 038 Master Builders Co.
- 039 Wandel Machine Co. waste disposal
- 040 Metal Lath Mfgs. Assn.
- 041 Ridge Plastics Co. wall
- 042 Insulite sheathing-siding
- 043 Gypsum Assn. wallboard
- 044 Reflectal Corp. insulation
- 045 Alcoa heater tanks
- 046 Automatic Transportation Co. fork-lift trucks
- 047 Recpal Brass Mfg. Co. plumbing fixtures
- 048 Ceca Steel Products Corp. windows
- 049 Lightolier lighting ideas
- 050 Chicago Pump Co.
- 051 Leviton Mfg. Co. wiring
- 052 The Malta Mfg. Co.

MATERIALS

- 053 Alcoa ridge cap
- 054 Keystone fascia assembly
- 055 Alcoa Alply Metal Buildings Mfgs. Assn. chart
- 057 Calacrete Industries
- 058 Universal Atlas Cement Co.
- 059 U. S. Rubber glass tile
- 060 Cavitts, Yeoman's Bros. General Electric, Wiring Device Dept.
- 061 American Home Lighting Institute
- 062 Virden Co.
- 063 Plinkette Co.
- 064 Yeoman's Bros. sewage disposal
- 066 Berman Div. drainage
- 067 Fiat Metal Co.
- 068 Eljer Co. baths
- 069 Roberts Mfg. Co. vent hoods
- 070 NuTone hood & fan

- 071 RCA Mural T. V.
- 072 Caloric kitchen color plan
- 073 Libbey-Owens-Ford glass
- 074 Morgan Co. doors
- 075 Overhead Door Corp.
- 076 Schlage Co. lockset
- 077 Zonalite insulation
- 078 Johns-Manville siding
- 079 Red Cedar Shingle Bureau
- 080 Bird & Son shingles
- 081 National Gypsum Co.
- 082 Gypsum Assn. wallboard
- 083 Owens-Corning Fiberglas heating & e/c
- 084 Azrock Floor Products tile
- 085 General Electric Laminated Div. Textolite
- 086 Simpson Redwood Co.
- 087 Weyerhaeuser panel
- 088 Masonite Panelox system
- 089 Nat'l Gypsum Co.
- 090 Kaiser Gypsum Co. tile

- 091 Chrysler Air Temp Div.
- 092 Perfection Industries
- 093 Ariga-Sarvel heating a/c
- 094 Mueller a/c, dehum. drier
- 095 General Electric heat pump

TOOLS

- 096 Remington stud driver
- 097 Fastener Corp. staple gun
- 098 Omark Industries fastener
- 099 Bostitch tacker
- 100 Butcher & Hart fastener
- 101 Milwaukee Electric saw
- 102 Wen Products Saw
- 103 Portable Electric Tools
- 104 General Equipment drill
- 105 Stow Mfg. Co.
- 106 Sam Mulkey Co.
- 107 Equipment Developing Co.
- 108 Thor Power Tool Co.

- 0109 Porter-Cable paint remover
- 0110 American Power Tool saw
- 0111 Master Vibrator Co.
- 0112 Eveready Brikaw Co.
- 0113 Spotnails, Inc. nailer

TOOLS CATALOGS

- 0114 Rice Pump & Machine Co.
- 0115 Gilson Bros. Co.
- 0116 Millers Falls Co.
- 0117 Le Roi Div. Westinghouse
- 0118 Goldblatt Tool Co.
- 0119 Universal Pulleys Co.
- 0120 Boice-Crane Co.
- 0121 Delta Div., Rockwell

WESTERN

- 0122 Sun Valley sliding door
- 0123 Sea-Chrome fixtures
- 0124 Timber Structures, Inc.

OCTOBER, 1959

NAME (Please print)

STREET

CITY

ZONE

STATE

PLEASE CHECK YOUR FIELD OR OCCUPATION

- Builder or Contractor
- Sub-Contractor or Building Trades
- Building or Planning Own Home
- Architectural
- Engineering
- Manufacturer or Producer
- Other
- Dealer or Distributor
- Finance
- Realty
- Organization
- Government
- Student or Teacher

Signature



THERE . . . SHE'S FOUND IT

"See, Tom, you just turn these catches to remove the inside storm panel on these PELLA CASEMENT WINDOWS." Like most of today's home buyers, this lady has seen, heard or read about PELLA WINDOWS' self-storing storm panels. Now she's checking this convenience feature for herself.

She also knows about the exclusive PELLA ROLSCREENS that roll up and down like window shades; . . . the double-action sash

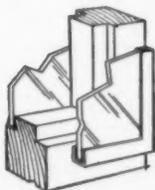
hinge that makes it possible to clean outside glass from inside the home; . . . and the muntin bars that snap out, leaving one large glass area for faster, easier cleaning.

PELLA WOOD CASEMENT WINDOWS can help make the houses you *build* . . . the homes that buyers *want*. Try them on your next job. See the PELLA distributor listed in your classified telephone directory or mail coupon.



DUAL GLAZING PANELS

store inconspicuously
inside the sash;
remove easily
for cleaning.



.....
ROLSCREEN COMPANY, Dept. KB-37, Pella, Iowa
 Please send me literature on PELLA WOOD
 CASEMENT WINDOWS.

NAME _____

FIRM NAME _____

ADDRESS _____

CITY & ZONE _____

STATE _____

.....

TRUE

Sewage Treatment for Single Homes!



Revolutionary CAVITETTE®

Qualifies for FHA Financing

No odor . . . no clogging . . . no drain backup . . . no tank cleaning . . . completely warranted by manufacturer and installer. These are just a few of the merchandising features which Cavitette gives you in selling countryside homes. The Cavitette banishes septic tanks forever and eliminates sales resistance. It's the next best thing to a subdivision-size, sewage treatment plant. If you don't have a dealer or distributor in your area yet, use the coupon below to get full details. (For information in a hurry, see Sweet's Catalog, Light Construction File.) Meanwhile, consult your controlling health authority for local requirements.



YEOMANS

SPECIALISTS IN SEWAGE HANDLING FOR 60 YEARS



Cavitette Bulletin 221



"Homebuilder's Guide to Effective Sewage Disposal"

YEOMANS BROTHERS COMPANY
2006-6 N. Ruby St., Melrose Park, Illinois

Name _____

Title or Business _____

Company _____

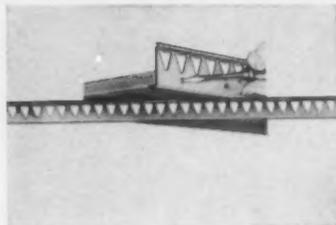
Street _____

City _____ Zone _____ State _____

No. of Homes Planned _____

G-5912

NEW PRODUCTS



Trims shelf edges

New Closet Valet clothes carrier covers hard-to-finish edges of plywood shelves. Attached to front of shelf, it's simply screwed into place without brackets. Strengthens shelf, spaces clothes evenly. Can be used also for utensils in kitchen, or for tools.—Leigh Building Products.

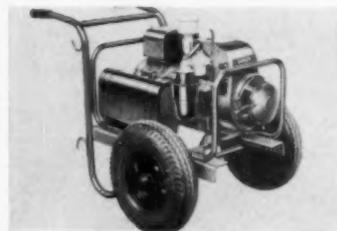
Circle No. 04 on reply card, p. 166



Comes ready to use

Simple installation is feature of new range hood. Designed to accommodate choice of three fans. Each power unit, concealed in hood, is pre-wired, ready to plug in. Built-in controls compensate for voltage variations. Hood covers burners entirely. Widths 30" to 48". From \$19.75 to \$61.25.—NuTone, Inc.

Circle No. 05 on reply card, p. 166



Supplies convenient power

Two-wheel cart brings power conveniently to job site. Carries one of two Kohler electric plants. Either model can operate vibrators, paving breakers, electric saws requiring 3-phase AC simultaneously with standard portable electric tools and floodlights operating on DC.—Kohler Co.

Circle No. 06 on reply card, p. 166



OPEN . . . THEN HELP CLOSE THE SALE WITH THIS NAME

If you want to add a well recognized MARK OF QUALITY to your homes . . . do it with PELLA MULTI-PURPOSE WOOD WINDOWS. Then you can sell the "living difference" that these windows make in a home.

Let prospects open and close the ventilating sash of PELLA M-P and TWINLITE WOOD WINDOWS with the exclusive, new GLIDE-LOCK® underscreen operator. Demonstrate PELLA'S

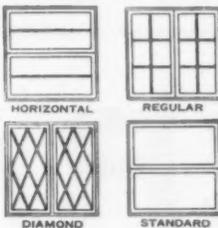
REMOVABLE MUNTIN BAR feature and how outside glass can be cleaned from inside. Point out the time and work saved by inside self-storing storms and screens.

Use nationally advertised PELLA M-P and TWINLITE WINDOWS on one or more of your next jobs. See how they strengthen your sales story. For nearest PELLA distributor, see the classified telephone directory . . . or mail coupon.



REMOVABLE MUNTIN BARS
Removable muntin bars snap in, snap out, for easy cleaning. Available for all PELLA WINDOWS.

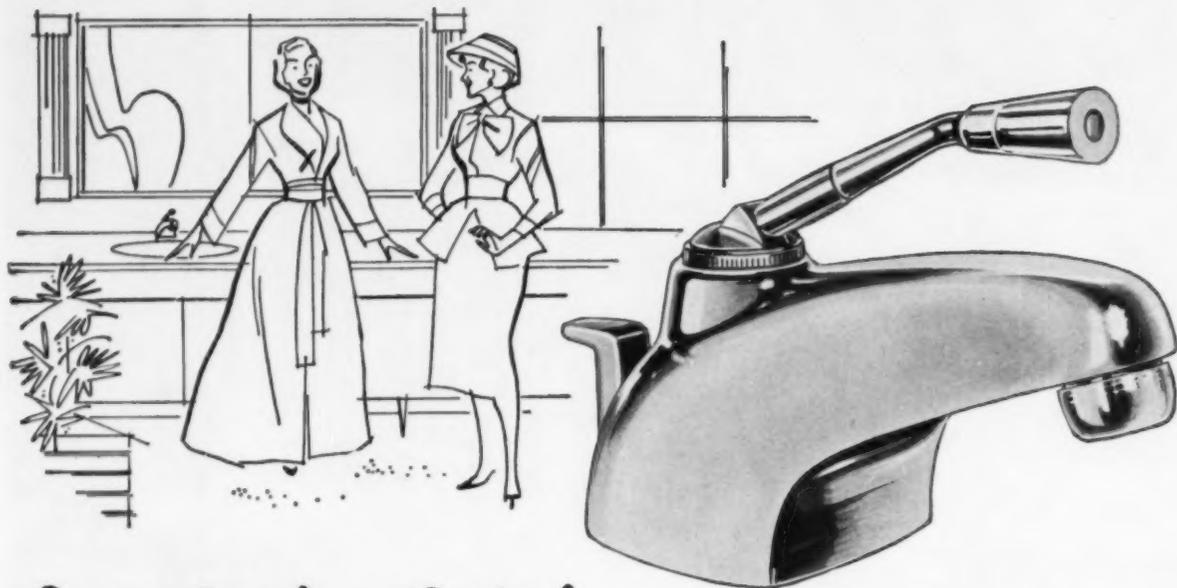
ONE WINDOW . . . FOUR DIFFERENT APPEARANCES



••••• **ROLSCREEN COMPANY**, Dept. KB-34, Pella, Iowa
••••• Please send literature on PELLA M-P and
••••• TWINLITE WINDOWS.

••••• NAME _____
••••• FIRM NAME _____
••••• ADDRESS _____
••••• CITY & ZONE _____ STATE _____
•••••

No wonder it pays to use...



Crane Singl-ese Control

...Crane is the plumbing most people want... the plumbing they look for when buying a home. Why? Because of products like these, products they know will add distinction... quality... originality.

That "different" touch that everyone wants! With Singl-ese, one lever controls water volume and temperature. Styled for beauty by Henry Dreyfuss; engineered for long, dependable service by Crane.



Crown Round

A true "classic" lavatory in a circle design. Only 18 inches in diameter, the Crown can be installed in any type of countertop. Singl-ese control. Available in seven Crane colors or white.



Westland

Another Singl-ese lavatory built for countertop installation. Big, rectangular basin of gleaming vitreous china; two soap depressions. Only 19" x 20", the Westland is ideal for twin installation.



Charlotte

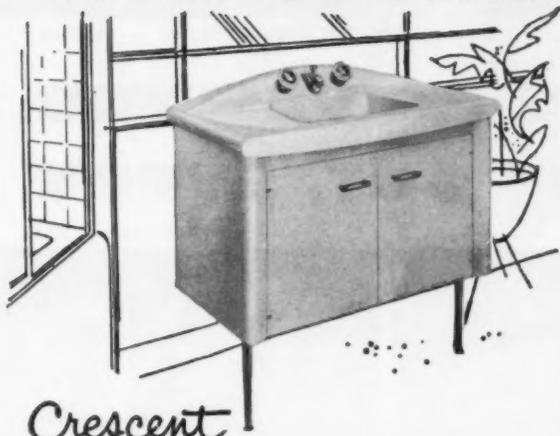
Note the designer's touch in the modified rectangular basin of the Charlotte countertop lavatory. Porcelain enamel on cast iron. Single-ese control. All good reasons to consider the Charlotte.

STEP ^{UP} YOUR SALES WITH

CRANE®

CRANE®

No wonder Crane makes your bathrooms beautiful!



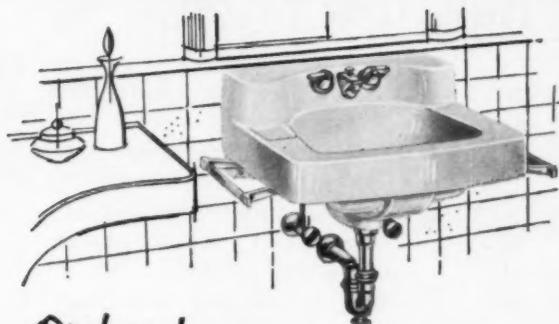
Crescent

with custom cabinet. A broad sweep of gleaming countertop at both sides of the basin makes the smart new Crescent lavatory truly functional. Smooth, vitreous china with rounded corners and 45° control panel. *Dial-ese* controls. Available in white or Crane colors—with attractive cabinet or legs. Size, 18½" x 36".



Walsan

Actually makes bathrooms bigger! Takes up less space; allows full-floor cleaning, and carpeting with no special cutting. New flapper valve ends sticking handles and annoying water waste. Tank is completely concealed between 2- by 6-inch studs.



Oxford

Featuring a modern, 45° beveled control panel and plenty of back shelf space. Two soap depressions; also available without towel bars. This vitreous china lavatory with *Dial-ese* controls will be a source of pride in any home.



Criterion Shower Head

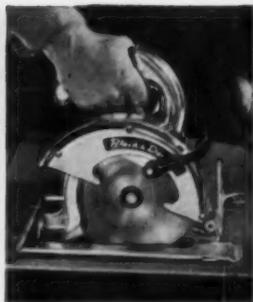
Non-clogging, self-cleaning, adjusts to any size spray. Chrome-plated and brush-finished; resists wear, corrosion and water deposits. A true companion piece to the popular Crane Criterion bath.

THE PREFERRED PLUMBING

CRANE CO., 836 S. MICHIGAN AVE., CHICAGO 5, ILLINOIS • VALVES • FITTINGS • PIPE • PLUMBING • HEATING • AIR CONDITIONING



WOOD



MASONITE



PLASTIC



CONCRETE BLOCK



MARBLE

BLACK & DECKER GIVES YOU FOR EVERY CUT, EVERY



CROSS CUT



RIP CUT



POCKET CUT



DADO CUT



BEVEL CUT

New Black & Decker 6½" Utility Saw brings top performance at new low price

Now Black & Decker Saws—on the job at the leading construction projects in the country—welcome a new member to the team, the No. 430 6½" Utility Saw!

Why two 6½" Saws? Because most builders need *both*: a light-duty, low cost unit for trim and other light work; a heavy-duty saw for the tough, continuous production jobs. If you're keeping an eye on costs, the NEW No. 430 6½" Utility Saw gives you Black & Decker quality and features at an expendable low price. Ask your B&D supplier to show you *both*: No. 63 Heavy-Duty Saw—the experts' choice; the No. 430 Utility Saw—performance at low cost.

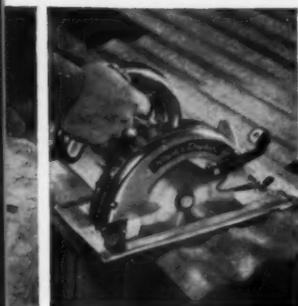
- ① NEW sawdust ejector for cleaner jobs
- ② NEW *calibrated* depth adjustment for accuracy
- ③ Telescoping blade guard, convenient retracting lever for added safety
- ④ Perfect cutting visibility; guided air flow keeps cutting line clean
- ⑤ Calibrated bevel adjustment for accuracy
- ⑥ King-size shoe for stability and accuracy



Black & Decker®



Towson 4, Md. World's Largest Maker of Electric Tools

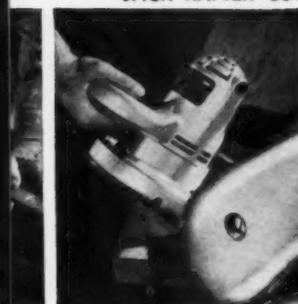


METAL

SAWS

JOB!

JACK RAFTER CUT



No. 63- 6 1/2" H-D Saw

The experts' choice in power, performance and operating features for 5 years. B&D motor insures power to spare; cuts 2x4's at 45°. Max. depth: 2 3/8" at 90°; 1 7/8" at 45°. Your performance insurance on the tough, continuous jobs.

only
\$69⁵⁰

New No. 430- 6 1/2" Utility Saw

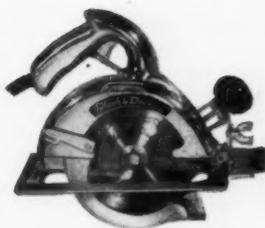
New sawdust ejector and depth adjustment PLUS features of heavy-duty models. Cuts to 2 3/8" at 90°; 1 3/16" at 45°. Performance with economy... now at an even lower introductory price!



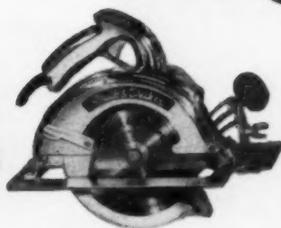
SPECIAL INTRODUCTORY PRICE

only **\$45⁹⁵**

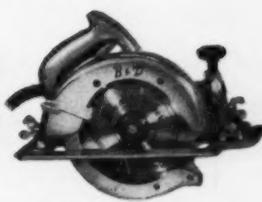
AFTER DECEMBER 25, 1959, \$49.95



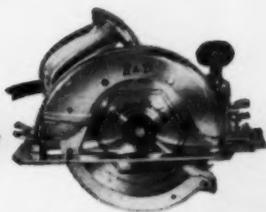
7 1/4" HEAVY-DUTY SAW



8" HEAVY-DUTY SAW



8 1/4" HEAVY-DUTY SAW



9 1/4" HEAVY-DUTY SAW



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, admats, 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



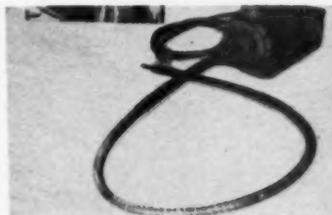
NEW PRODUCTS



Fits any construction

Aluminum window walls for one-, two-, or three-story buildings. Designed for use with all types of construction materials. Can be custom fitted. Basic 2x4" mullion system; can utilize any type panel, from 3/16" to 3" thickness. Entire system weathertight, watertight.—Ador Corp.

Circle No. 07 on reply card, p. 166



Grinder does 2 jobs

Portable electric grinder gives concrete desired finish at low cost. Has angleheads for both wet-rubbing and dry-grinding. Motor is enclosed to prevent damage from concrete dust, and mounted on skid base for easy pulling. Flexible shaft transmits power, comes in 8' and 12' lengths.—Stow Mfg. Co.

Circle No. 08 on reply card, p. 166



Closes up chinks

Rubber weatherstrip for chinks between glass doors is held in place with plastic channels. Makes doors weather-tight, prevents nicking and chipping. Cuts with hand tools, snaps into place on edge of door. Will fit 1/2" or 3/4" thick glass.—Abbott Glass Co., Inc.

Circle No. 09 on reply card, p. 166



Builder Michael Campanelli (above, left) discusses telephone planning with Architectural Consultant Edward Poskus. In photo at right, Mr. Poskus tours a Campanelli model home with New England Telephone and Telegraph Company man "Pete" Danforth.

"People want telephone-planned homes"

—SAYS MASSACHUSETTS BUILDER MICHAEL CAMPANELLI

"We make pre-wired telephone outlets a standard feature of all the homes we build," says Michael Campanelli, Senior Vice-President of Campanelli Bros., Inc., Braintree, Massachusetts.

This progressive New England firm has built over 8000 homes in the past 10 years—and, since pre-wiring facilities became available, 3000 of them have been telephone planned. Every one of the Campanelli homes now under construction north and west of Boston contains pre-wired telephone outlets.

"People *want* telephone-planned homes," says Mr. Campanelli. "They like being able to add

extension phones easily when they're needed. And they like having the wiring for them neatly concealed within the walls.

"No question about it. Telephone planning is a *plus* feature that really helps us sell our homes."

* * *

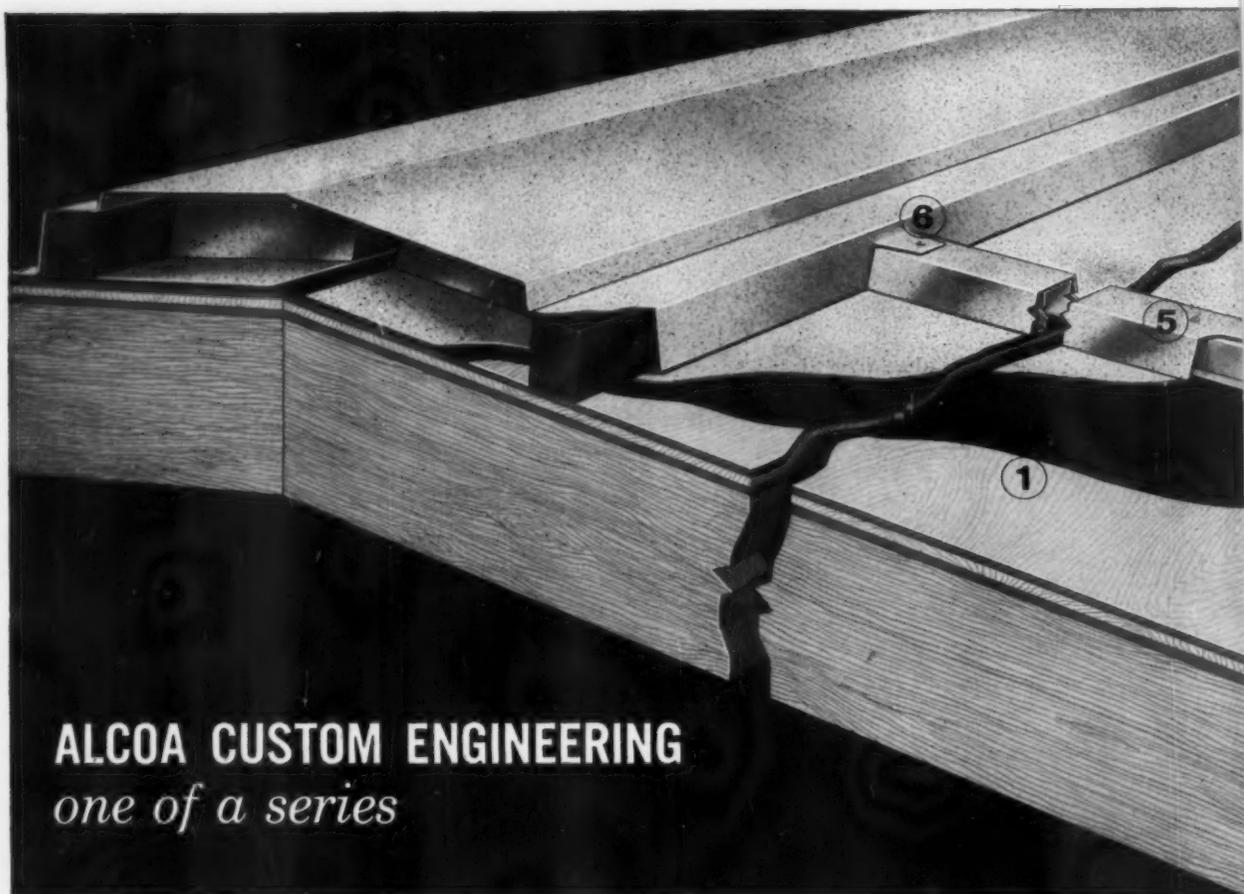
Your local Telephone Business Office will be glad to help you with telephone planning for your homes. For complete details on home telephone installations, see Sweet's Light Construction File, 8i/Be. For facts about commercial installations, Sweet's Architectural File, 32a/Be.

"The Regent," a modern Campanelli home in Danvers, Massachusetts.



**BELL
TELEPHONE
SYSTEM**





ALCOA CUSTOM ENGINEERING
one of a series

Home manufacturers and volume builders:
CALL ON ALCOA FOR THE SAME DESIGN

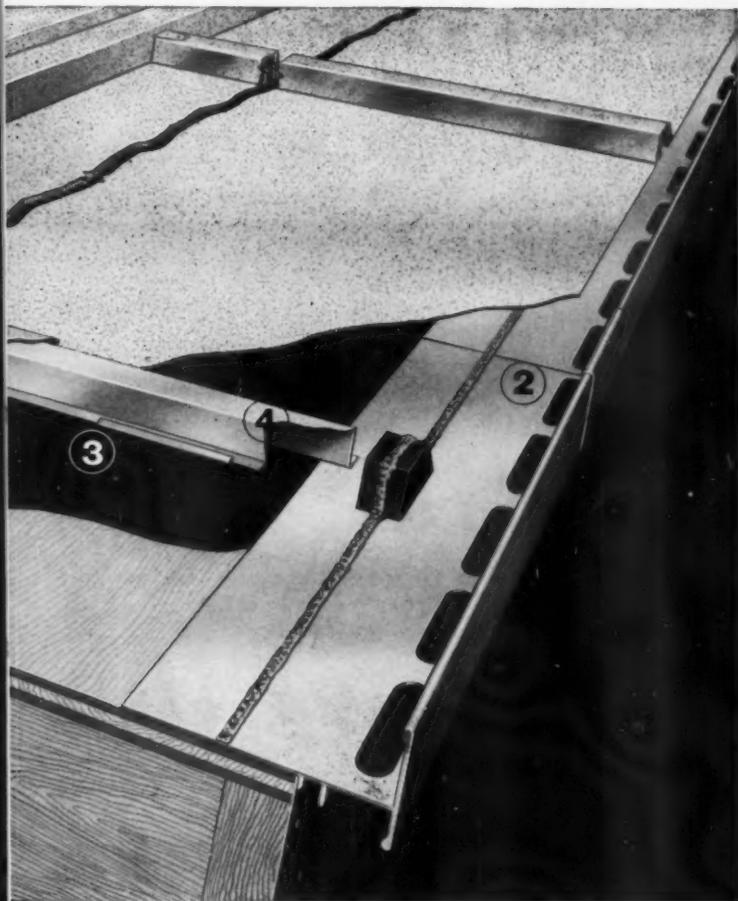
Alcoa's revolutionary roofing system went on fast and at low cost at the NAHB Research Homes in Knoxville and South Bend. On Wilson Homes' new "Brinwood" model in St. Louis and on Reed Homes' "Leisure-Living" ranch model in Hartford, Conn., it was the same story: Roofing completed sooner, houses under cover faster and ready for earlier occupancy. And when it comes to durability, roofs of similar alloys have been exposed to industrial and salt atmospheres for up to 60 years.

Behind these success stories is a history of close teamwork between builders and Alcoa's design and engineering specialists. Every problem and detail—from exact tolerances of batten bars and protective lap-joint system to procedure that permits easy installation—was worked out with builders before construction began. Result of this careful planning and cooperation is the most modern roofing system in the industry. It pleases both builder and customer.

This Design Help Is Available to You

Through Alcoa's custom engineering service, the skills and technical resources of Alcoa are available to home manufacturers and high-volume builders. Alcoa specialists will work with you to solve any problem in aluminum application, from a single major component to an all-aluminum exterior. And you will find that technical help is only one advantage of designing with aluminum. Ease of fabrication and light weight make such great contributions to manufacturing efficiency and erection speed that selling prices are fully competitive. And million-dollar annual investments by Alcoa in advertising and promotion send buyers out looking for the Care-free living they expect whenever they see the Alcoa label.

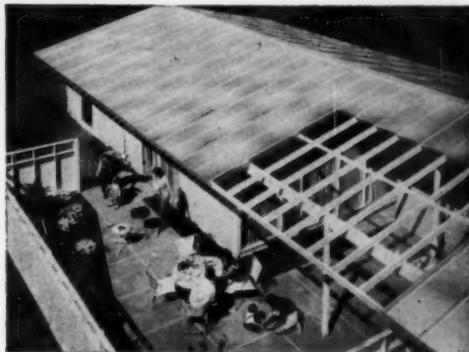
Your first step to cash in on this growing preference? Measure your intentions and requirements against this policy statement by William S. Ellis, Jr., Alcoa Manager of Residential Sales.



Alcoa's new roofing system is custom engineered to provide greater profit for the builder, better protection for the buyer.

1. Plywood sheathing and felt.
2. Eave fascia strip with weathertight composition rubber enclosure.
3. Batten clips nailed at 18-in. intervals on 24-in. centers.
4. Batten bars snap into clips.
5. Alcoa® Aluminum sheet with 48-in. coverage attached by "pop" riveting; double lap at seams.
6. Unique, Alcoa-designed ridge cap applied with "pop" rivets and sealed with composition rubber.

NAHB Research House in Knoxville, Tenn., featured the new Alcoa Aluminum roof. Installation was fast and easy.



HELP THAT CREATED THIS FAMOUS ROOF

WHAT DOES ALCOA MEAN BY CUSTOM ENGINEERING?

"Custom engineering is Alcoa's description of a unique service for volume builders and home manufacturers. It is our offer of complete technical assistance in the development and adaptation of aluminum components for their homes, whether produced in a factory or in a builder's precutting plant. We welcome problems and the opportunity to place our skills and experience at the disposal of your own technical staff. Whatever your ideas for using aluminum in quantity, you can bring them to us in complete confidence and be assured of prompt and expert counsel. Simply write or call me."

H. S. Ellis, Jr.

Manager of Residential Sales
Aluminum Company of America
1888-K Alcoa Building
Pittsburgh 19, Pa.



For exciting drama watch "Alcoa Presents" every Tuesday, ABC-TV, and the Emmy Award winning "Alcoa Theatre" alternate Mondays, NBC-TV

YOUR LENNOX

Offers you service and experience



as a designer:

Your Lennox Comfort Craftsman's comprehensive training by Lennox engineers in factory schools qualifies him to pre-plan with you right from the blueprint stage. His knowledge of heating design can save you time and money. Because he's an expert, he *custom designs* each heating installation to satisfy the individual needs of each home that you build, based on style of house, climate—even the living patterns of today's families.



as a businessman:

Your Lennox Comfort Craftsman is in business to stay. He knows that prompt, perfect installations geared to *your* building schedules are important to his continued success. He *deals direct* with the Lennox warehouses and factories throughout the U. S. and Canada. This enables him to *get and give faster deliveries*. You can count on him to be on the job on time, and to stay there until the job is done exactly!



"Quality goes beyond quality product!"

"Customer satisfaction is as dependent upon service as it is on quality. That's why we are so particular in the selection and training of our Comfort Craftsmen.

"Their engineer training at Lennox factory

schools makes them experts in service, as well as experts in design.

"That expertness is your assurance of satisfaction when you deal with a Lennox Comfort Craftsman!"

John W. Norris
John W. Norris, President
Lennox Industries Inc.

COMFORT CRAFTSMAN

that will save you time and money!



as a craftsman:

Your Lennox dealer knows that installing a heating or air-conditioning system is more than a simple "plug in" job. Therefore, he personally custom-engineers each job with a Craftsman's dedication. That requires not only skill, but a complete assortment of heating or cooling units. *He stocks the world's largest heating and air conditioning line*, from which he selects the exact combination that is best suited to comfort condition your homes.



as a salesman:

Your Lennox Comfort Craftsman's job isn't done until you've made the sale. Even then, he helps you keep your customers sold with a follow-up service program that lasts until he's satisfied the heating unit is operating perfectly. He also supplies professionally planned advertising materials, in-home displays, *personalized* builder brochures and billboards. His service program and merchandising aids make home selling easier for you!

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.

MORGAN-WIGHTMAN

SKIL*
Electric Tools

KWIKSET*
Locksets

NUTONE*
Built-Ins

HOTPOINT*
Appliances

MIAMI-CAREY*
Cabinets

BRAND NAMES tell...

the Story of Quality Products!

MORGAN-WIGHTMAN Dept. A-20 • P. O. Box No. 1 • St. Louis 66, Mo.

Please send me your 1959 CATALOG or other Building Material literature—FREE!

NAME _____

COMPANY _____

STREET _____

CITY _____ ZONE _____ STATE _____

** Only a Few of Many Top Brands We Distribute Nationally*



9 to 11 Foundations

Pouring 9 to 11 house foundations a week is a regular occurrence in the sparsely populated area of Logan, Utah. In fact, Morris J. Smith, the concrete contractor, and his crew with about 5,000 square feet of Symons Steel-Ply Forms have poured more than 400 foundations in 2 years. The ply-wood has not been turned and is still good for many more pours.

Symons CLAMP AND MFG. CO.

4261 Diversy Avenue, Dept. K-9, Chicago 39, Illinois
Please send folder giving the complete Morris J. Smith story.

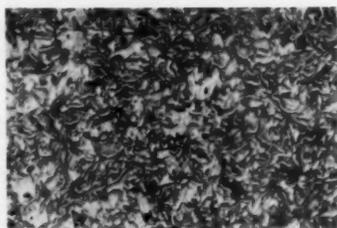
Name

Firm Name

Address

City Zone State

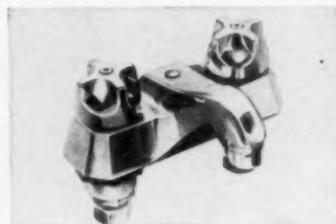
NEW PRODUCTS



Gives floor 3rd dimension

Three-dimension appearance is feature of new floor pattern in vinyl resin. Called "Colorado," it employs unique metallic overtones. Suitable for residential and commercial use. Comes in six color combinations, 1/8" gauge, standard tile sizes.—General Tire and Rubber Co.

Circle No. 010 on reply card, p. 166



Fitting takes heavy duty

Heavy-duty 4" centerset combination lavatory fitting has Kel-Win self-seating closure. Faucet remains open at desired water flow; final closing and seating is automatic. Operates by cam and straight-lift piston action. Adjustable to any water pressure.—Kel-Win Mfg. Co., Inc.

Circle No. 011 on reply card, p. 166



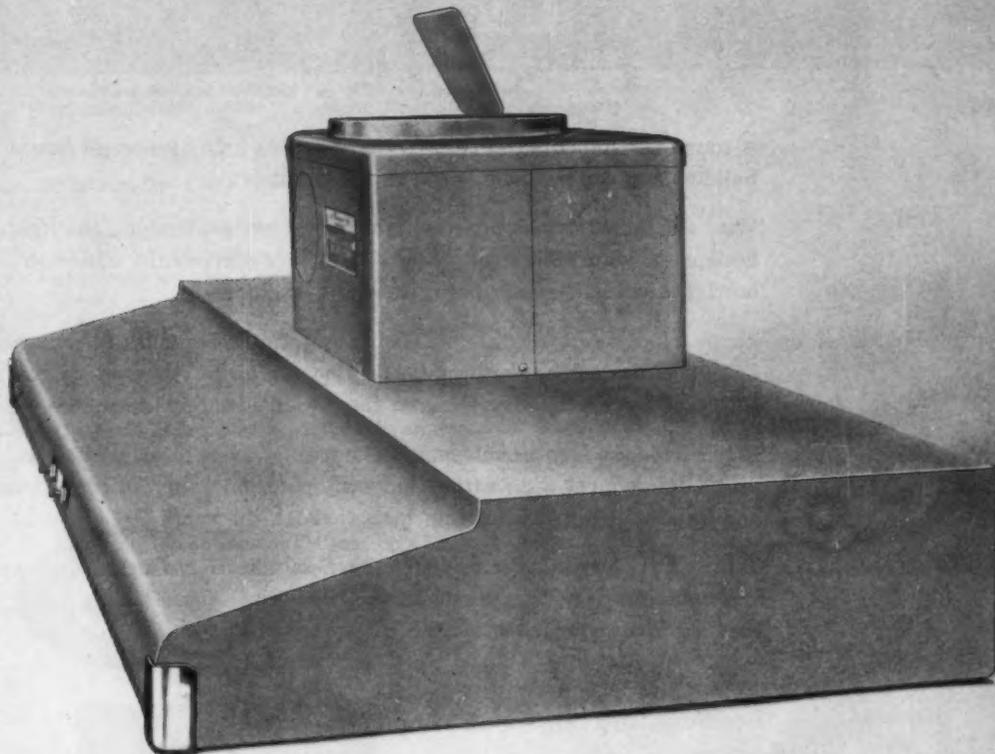
Makes figuring easier

To convert measurements quickly, have this wall chart posted in convenient place. Chart lists frequently used conversions, such as inches to centimeters, watts to H.P., cubic feet to liters. Also covers microns to meters, quintal to pounds, etc.—Precision Equipment Co.

Circle No. 012 on reply card, p. 166

A PRODUCT OF RANGAIRE BUILDER-ENGINEERING RESEARCH

DISTINCTIVE DESIGN
AND QUALITY YOU CAN
INSTALL WITH PRIDE!



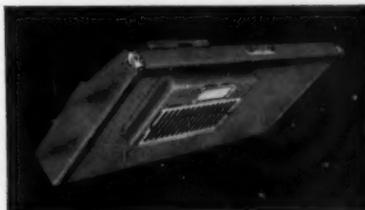
Rangaire UC-2 Squirrel cage exhaust, recessed lights, permanent filter

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. A3



Rangaire
RANGE HOODS

ROBERTS MFG. CO., CLEBURNE, TEXAS

OCTOBER 1959

181

In apartment buildings...

CURTIS I Q INDIVIDUALITY
and QUALITY

keep unit costs down,
quality up

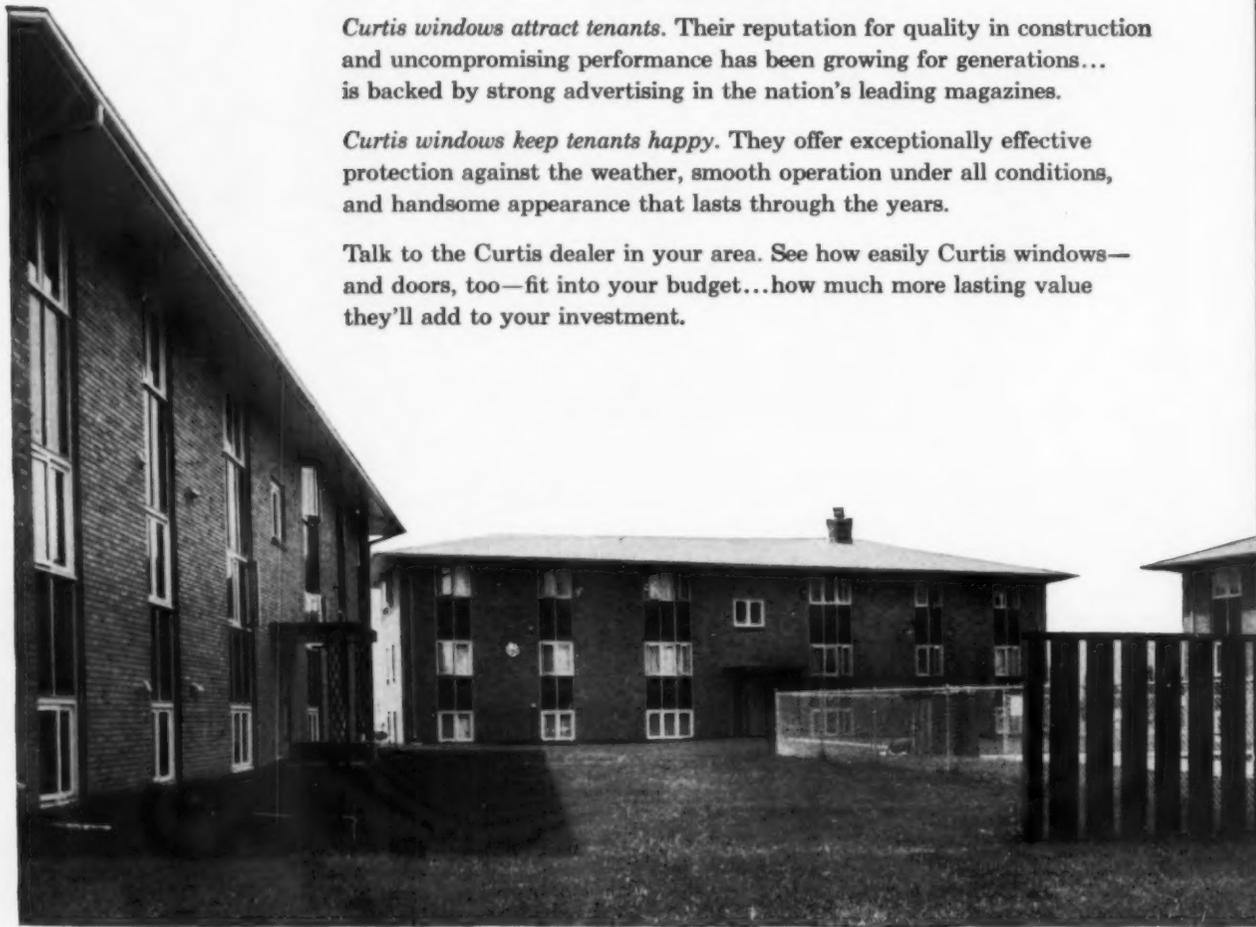
A tough assignment? Yes, but Curtis windows help apartment house builders and owners meet these requirements.

With the industry's broadest window line, Curtis offers you the *right* designs for your buildings—designs that have successfully added so much individuality and quality to single dwellings.

Curtis windows attract tenants. Their reputation for quality in construction and uncompromising performance has been growing for generations... is backed by strong advertising in the nation's leading magazines.

Curtis windows keep tenants happy. They offer exceptionally effective protection against the weather, smooth operation under all conditions, and handsome appearance that lasts through the years.

Talk to the Curtis dealer in your area. See how easily Curtis windows—and doors, too—fit into your budget...how much more lasting value they'll add to your investment.





Apartment building, Minneapolis, Minn. M. Loken, Inc., owner-builder. Another 11-unit apartment building, under construction, is shown below.

Minneapolis apartment builder chooses Curtis Convertibles—again!

"They did such a terrific job for us on our first project, and the tenants are so well pleased, there wasn't any question about using them on our second group of apartments."

That's how Mr. M. Loken, Minneapolis builder, feels about the Curtis Convertible. This versatile, weather-tight window can be used in any number of ways: casements, awning windows and flanking picture windows, as at right; ribbon windows; stacked windows; or in combination with other top-quality windows by Curtis.



Individuality and Quality in windows, doors and FashionWood® cabinets

AB-10-59

CURTIS COMPANIES INCORPORATED
200 Curtis Building, Clinton, Iowa

- Please send me more information about the Individuality and Quality of Curtis windows and doors.
- Send data on FashionWood kitchen cabinets.
- Please have a representative call.

NAME _____

ADDRESS _____

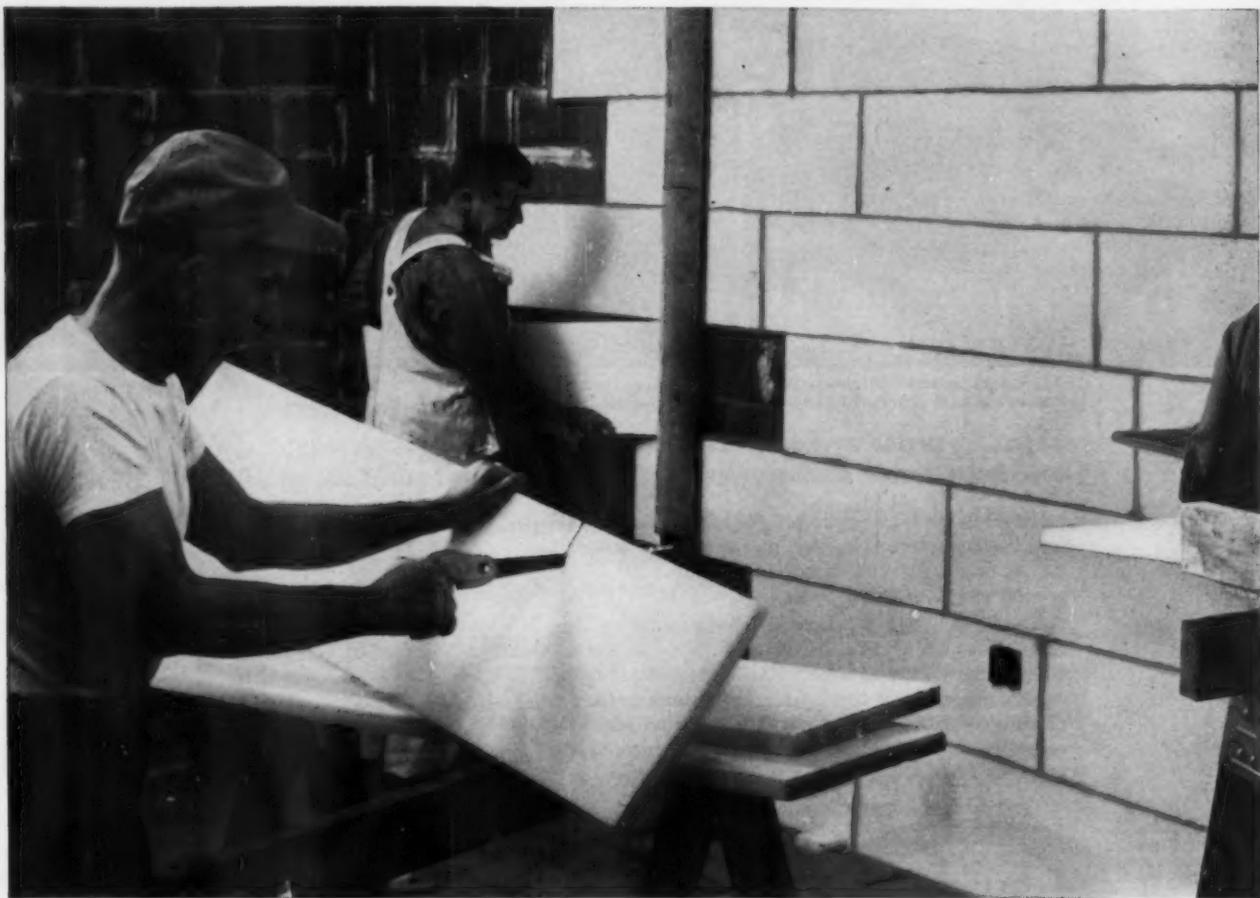
CITY _____ ZONE _____ STATE _____

It'll pay you to get all the facts about Curtis products and how they add individuality and boost quality in multiple unit buildings, as well as single homes. *Just Send the Coupon!*



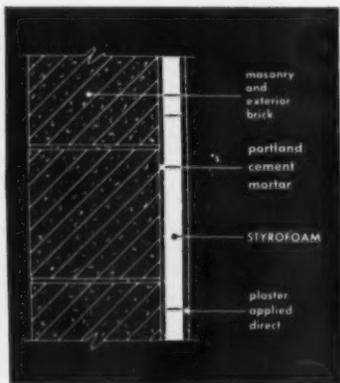


BUILDING PRODUCTS



Permanent insulating efficiency costs less with

STYROFOAM[®]



100,000 sq. ft. of Styrofoam was used as an insulation—plasterbase for this Wisconsin school because of its economy and high insulating quality.

This Arizona building cut wall costs 30% with Styrofoam and reduced central air conditioning requirements even in desert-hot weather.





New insulation-plasterbase method eliminates furring and lath

No studs, no lath . . . and no better, easier way to insulate a masonry wall! The new insulation plasterbase method is providing permanent, *full* insulation efficiency in commercial and residential structures across the country . . . at costs comparable to insulated frame structures. The secret? Styrofoam!

BETTER! Styrofoam offers an unmatched combination of advantages. Its permanent low rate of heat transfer . . . resistance to water and water vapor . . . high compressive strength . . . immunity to rot, mold and deterioration . . . all add up to permanent insulating effi-

ciency. The millions of tiny, non-interconnecting air cells in Styrofoam keep moisture from passing through, and make an excellent base for plaster. An outside wall insulated with 1" of Styrofoam will stay warm to the touch even in zero weather . . . maintains heating and air conditioning costs at a long-term low level.

EASIER! Only three steps in this new method. A masonry wall is laid up in the usual manner. Then, Styrofoam is adhered to the wall with a layer of portland cement mortar. And the wall is ready for plastering directly over the

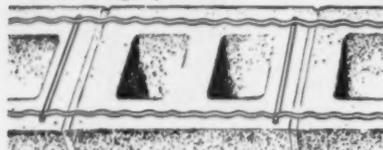
Styrofoam. Furring and lathwork are completely eliminated, reducing material and labor costs substantially. Moreover, Styrofoam is lightweight, clean and easy to handle . . . quickly cut with handsaws and other common tools. Or, it can be scored with a jackknife and snapped off to desired size.

GET DETAILED INFORMATION on *complete* insulation with Dow products: Styrofoam for the walls . . . Scorbord® (Pat. applied for) for the foundation . . . and Roofmate® insulating board overhead. Write to The Dow Chemical Company, Midland, Mich., Plastics Sales Dept. 2202D10. *Trademark

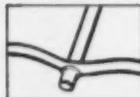
THE DOW CHEMICAL COMPANY, MIDLAND, MICHIGAN

Build Stronger Masonry Walls with SUR-LOK

... the corrugated reinforcement designed to give your masonry walls the greatest lateral strength possible.



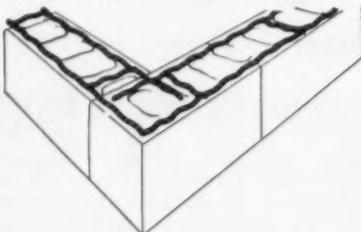
SUR-LOK'S side wires are corrugated horizontally to assure a better bond between mortar and reinforcement. Corrugating does not destroy the effectiveness of the galvanizing on galvanized wire. Cross wires support reinforcing so mortar completely surrounds the corrugated wires. You receive greater protection against expensive and unsightly cracks so common in non-reinforced walls.



SUR-LOK stays together. Each 10 gauge galvanized cross wire is pressure welded to the side wires. You get uniform thickness

and higher strength. Side wires available in 8 and 9 gauge and $\frac{3}{8}$ " in plain, galvanized and galvanized after fabrication wire.

SUR-LOK is manufactured in standard 10-foot lengths which can be cut or bent for corners. It is stocked in five different widths to meet the requirements of walls 4", 6", 8", 10" and 12" wide and is shipped in convenient bundles of 250 lineal feet.



Clip the coupon below for free facts on SUR-LOK and other Sure-Grip concrete accessories.

THE DAYTON SURE-GRIP & SHORE CO.

117 Kercher Street, Miamisburg, Ohio
Without obligation, please send me the facts on SUR-LOK masonry reinforcement and name of my nearest Sure-Grip dealer.

Also send catalog of other Sure-Grip accessories.

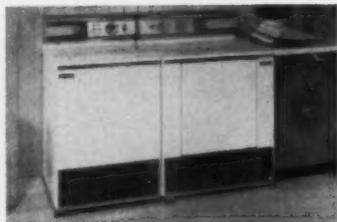
Name

Firm

Street

City State

NEW PRODUCTS



Improved washing cycles

Newest idea in 1960 washers and dryers is automatic soak-and-wash cycle. Also, all models have two separate wash-and-wear cycles. Launders anything from lingerie to work clothes. Completely automatic . . . any phase can be stopped, shortened, lengthened, skipped at any time.—Frigidaire.

Circle No. 013 on reply card, p. 166



Panels control daylight

Controlled daylight can be effected with Structoglas fiber-glass panels. As an integral part of this U-shaped house, two sections of the overhang are made of Structoglas panels. Fastened with bolts and waterproof washers. "Seashell White" patterns enhance exterior appearance.—Structoglas, Inc.

Circle No. 014 on reply card, p. 166



Saves amusement space

An "entertainment center" is combined into one unit. Houses all electronic equipment. Included are TV, Hi Fi and stereophonic AM and FM radio and record player, and combination radio and TV. Also has space for records, books, magazines. Choice hardwoods.—Curtis Mathes & Sons.

Circle No. 015 on reply card, p. 166

NEW! HAMLIN DIE CAST ALUMINUM BRICK VENTILATOR



PAT. PEND.

TWO SIZES

● **MODEL 2711**—ONE BRICK size (shown). Actual size 2 $\frac{1}{4}$ " x 7 $\frac{1}{2}$ " x 4 $\frac{1}{4}$ " deep. 13 sq. in. free area—8 mesh screen, weight 1 $\frac{1}{4}$ lb.

● **MODEL 2712**—TWO BRICK size. Actual size 4 $\frac{1}{2}$ " x 7 $\frac{1}{2}$ " x 4 $\frac{1}{4}$ " deep, 27 sq. in. free area—8 mesh screen, weight 1 $\frac{1}{2}$ 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.

HAMLIN PRODUCTS, INC.
BOX 2016 - LITTLE ROCK, ARK. - LOCUST 5-3462

More Profit with Ideal System



Sample entries show how to keep this simple record.

Designed Especially for CONTRACTORS

You'll see where to cut costs, where your best profit opportunities are, when you keep your business and tax records in this easy "do-it-yourself" book. No bookkeeping experience needed. Especially designed for contractors. Used by thousands in the building trade. From America's largest publisher of simplified bookkeeping systems. Recommended by bankers and accountants. Order from your stationer, \$3.50 and up. If he doesn't stock, write for full information to The Ideal System Company, 2437 West Pico Boulevard, Los Angeles 6, California.

Now at Most Stationers

General Electric Kitchen—Laundry

“Planned Profit Package”

offers you 6 big advantages



PRODUCT AVAILABILITY

100 General Electric distribution points in every part of the country assure you wide selection and fast deliveries no matter where you are. All deliveries are scheduled to fit *your* convenience—no long waits, no needless “storing.” General Electric has the kitchen that you want, when you want it. More profit for you.



PLUS these 5 big bonuses:

Power of brand preference. Among the homebuyers . . . Women think General Electric makes the best home appliances. Among appraisers . . . Lending institutions in all parts of the country use General Electric's high quality as a basis for granting high appraisals.

Planning and styling help. Special Custom Design Service includes help with layouts, perspectives, color coordination and space planning.

Savings on labor and installation. General Electric “Straight-Line” Appliances provide flexibility—are easily and conveniently installed.

Complete merchandising program. Merchandising tools, widespread advertising and publicity help create model home traffic for you.

Product service. Your General Electric distributor or dealer relieves you of the product service responsibilities covered by the manufacturer's written warranty. This can increase your profit.



As an authorized builder of “Live Better Electrically” MEDALLION HOME, you get prestige and promotional advantages. Ask your local utility about this program.

For more information, send this coupon to:

Progress Is Our Most Important Product

GENERAL  ELECTRIC

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

Please have the local General Electric builder sales representative contact me.

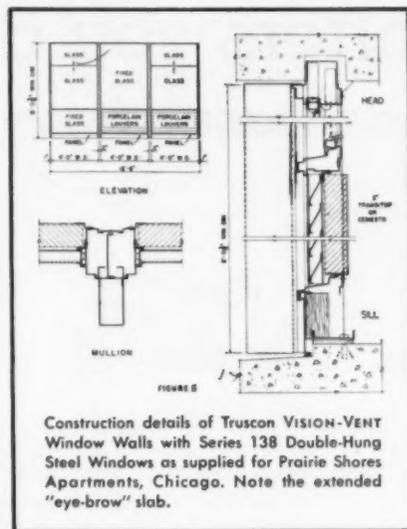
NAME _____

ADDRESS _____

CITY _____ STATE _____

AB-10

TRUSCON..

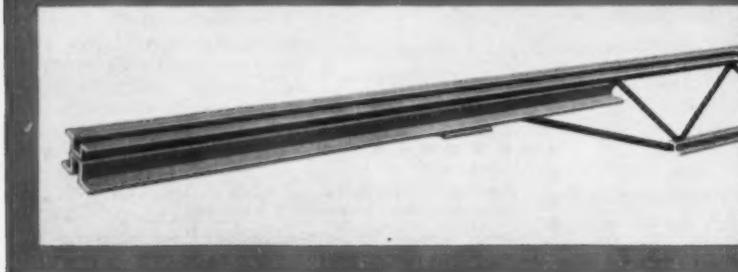


Construction details of Truscon VISION-VENT Window Walls with Series 138 Double-Hung Steel Windows as supplied for Prairie Shores Apartments, Chicago. Note the extended "eye-brow" slab.

Prairie Shores Apartment #1, Chicago, Illinois
 Architects: Loebel, Schlossman, & Bennett
 Contractor: Sumner Collitt Construction Company
 Products: Truscon VISION-VENT Window Wall Units—
 Series 138 Double-Hung Steel Windows



BIGGER KITCHENS...REPUBLIC STEEL KITCHENS complete apartment living with built-in features homemakers want most. Attractive sink centers, storage conveniences, cook and serve areas, designed to meet modern live and work habits. Easy-to-clean, stay-new Republic Steel Kitchens can't crack, splinter, won't warp, swell, or shrink. Bonderized to resist and restrict accidental damage. Baked enamel finish — white and colors — never need refinishing, never absorb odors, are a joy to live with year after year. Send coupon.



PROFITABLE BALCONIES...NEW TRUSCON "O-T" STEEL JOISTS. Now designed to 20,000 psi working stress. New longer sizes, greater working stress, balanced design — in balance with all other structural elements. Straight bottom chord carries spandrels and columns. Produced to exceed the rigid standards of the Steel Joist Institute Quality Verification Program. Available in the longer 40- to 48-foot range. Ideal for apartment balcony design and construction. Send coupon for specifications and design data.

.. HELPS YOU BUILD BETTER APARTMENTS

Better apartments! Bonanza market of the 1960's. And Truscon products help you build them for long-term value and long-term livability. Truscon products adapt to both high-rise and garden type apartments.

Good design, executed in quality products, can combine the appeal of suburban houses with the convenience of close-in living. Truscon can help you achieve it. Truscon engineers and designers will work with your architects to design for good rentals, low vacancies, and minimum obsolescence.

Bigger rooms! Truscon Vision-Vent® Window Walls can give you more useable square feet of floor space at no increase in cost. Available in steel or aluminum with wide choice of window types, choice of color if desired.

Adequate lighting and ventilation! Offer this

with Truscon's big line of steel or aluminum windows. Types and sizes to fit every architectural design, every lighting and ventilating function. Built to be fully weathertight, and to assure air conditioning efficiency.

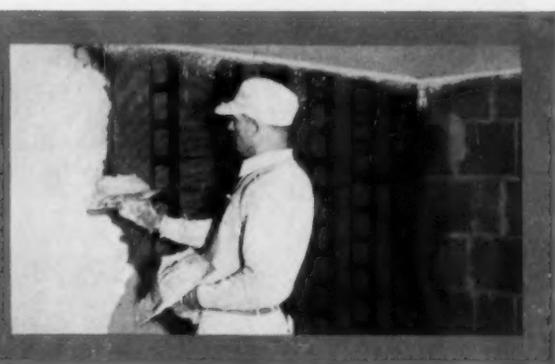
Sound resistance, fire resistance! Truscon Metal Lath and plaster provide both as no other wall and ceiling materials can. Truscon Metal Doors and Frames give you additional sound deadening and fire resistance.

Balconies and porches! Easy to achieve using Truscon "O-T" Steel Joists with economical extended end. Add much to tenant pleasure and increase property value.

Keep vacancies low, maintain value. That's the key to building apartments that pay their way. Truscon can help you build better. Contact Truscon, or send coupon today.

LARGER ROOMS...TRUSCON STEEL AND ALUMINUM WINDOWS and HOLLOW METAL DOORS exceed apartment building F.H.A. standards and requirements. Truscon Steel and Aluminum Windows are specifically designed for the economical needs of multi-family building. Easy to install. Never warp, shrink, stick. Practically no maintenance required. Full ventilation with full living space. Truscon Hollow Metal Doors—for both interior and exterior applications provide greater sound isolation, privacy, and greater fire-resistance. Write today.

SOUND-RESISTANT—FIRE-RESISTANT! TRUSCON TRU-DIAMOND METAL LATH AND ACCESSORIES... a pleasure to work, precision-made, distortion-free. Sheets are perfectly rectangular, ends are square and true, selvage edges are neatly finished. Truscon Metal Lath and plaster is the finest wall finish in building; sound proof, fire-resistant, verminproof. Truscon Metal Lath can be worked to shape columns, arches, and other difficult construction with a minimum of effort. Use the coupon and write for additional information.



REPUBLIC STEEL



*World's Widest Range of
Standard Steels and Steel Products*

REPUBLIC STEEL CORPORATION

DEPT. AB-8372

1441 REPUBLIC BUILDING • CLEVELAND 1, OHIO

Please send information on the following products:

- Truscon VISION-VENT Window Walls
- Republic Steel Kitchens
- Truscon Steel and Aluminum Windows
- Truscon Tru-Diamond Metal Lath and Accessories
- Truscon "O-T" Steel Joist
- Truscon Hollow Metal Doors and Frames

Name _____ Title _____

Firm _____

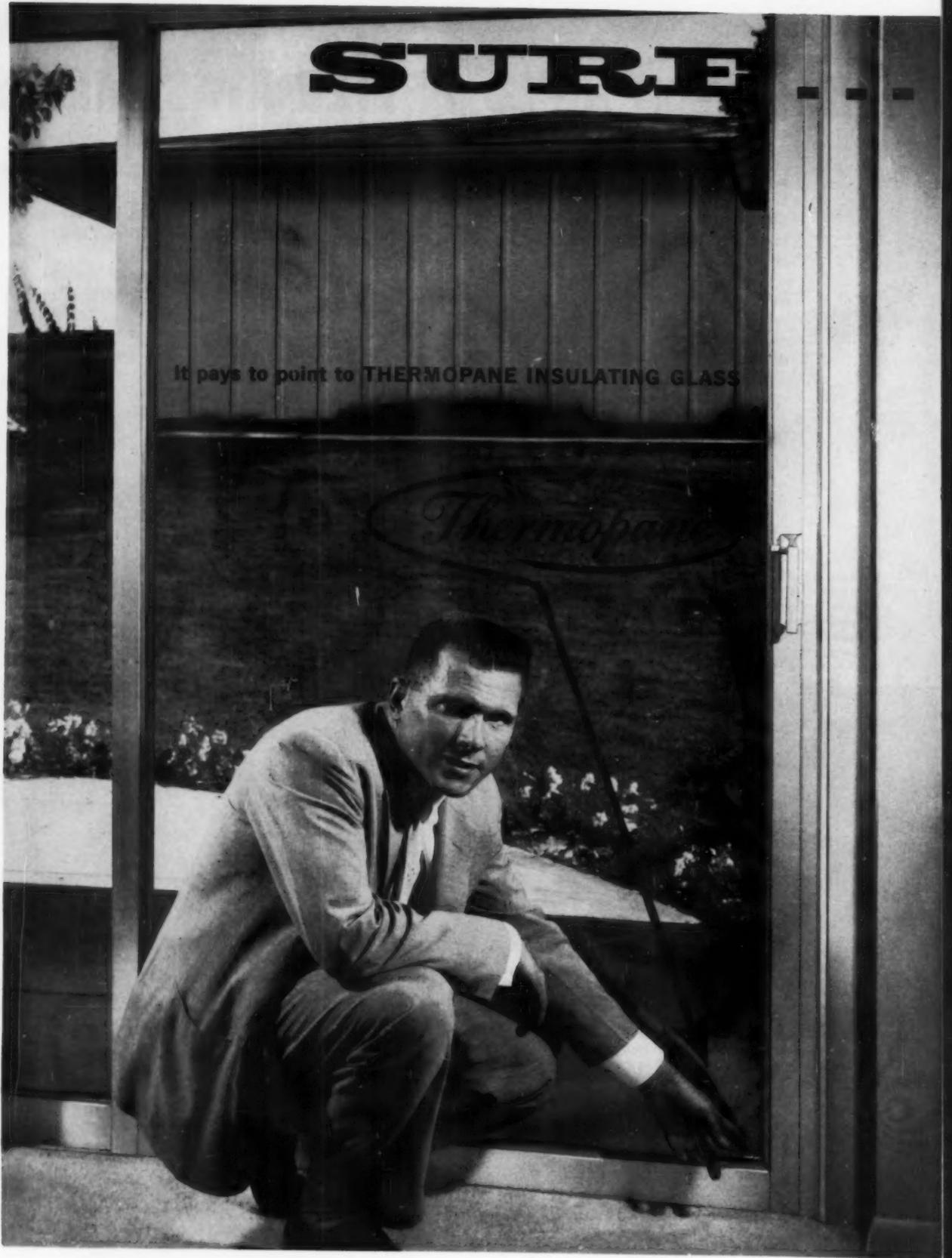
Address _____

City _____ Zone _____ State _____

SURE

It pays to point to THERMOPANE INSULATING GLASS

Thermopane



it's *Thermopane*[®]

...says so right on the glass!

The trade-mark is inscribed delicately (but plainly) right on the glass where house shoppers can see it. *Thermopane* insulating glass units made since August 3, 1959 have had this name in one corner as your protection against imitations.

It is our way of helping you merchandise quality to sell more houses.

People know that *Thermopane* is a sign of a more comfortable house, and of a house that's more economical to heat and air condition. They've read and heard about *Thermopane* for more than 16 years.

Now they're hearing about it—month after month—on TV's hottest suspense-adventure program, "Bourbon St. Beat". When they see proof that you've used *Thermopane*, they'll know you are concerned over their comfort.

There's no better way to merchandise houses than to feature the quality, nationally advertised materials used in them. Now *Thermopane* helps you do just that with national promotion and with identification right on the product!

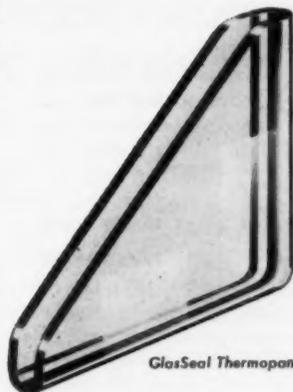
TUNE IN **Bourbon St. Beat** Monday nights*, ABC-TV Network
*In most cities,
(Check local station schedules.)

TWO KINDS OF THERMOPANE



Thermopane
with Bondermetic Seal

GlasSeal[®] *Thermopane* for double hung, casement, awning—many types of opening windows. *Thermopane* with *Bondermetic Seal*[®] for picture windows, window walls and sliding glass doors.



GlasSeal Thermopane

Thermopane

INSULATING GLASS

Made in U. S. A. by LIBBEY • OWENS • FORD only.

Libbey • Owens • Ford Glass Co., Toledo 3, Ohio

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



Counter edges to match

Non-drip counter edging comes in colors to match all plastic laminate patterns. Kalwood molding is made of extruded aluminum, has plastic finish bonded to it. In 8' lengths, it can be cut to size with ordinary tools, pressed into position.—Keller Products, Inc.

Circle No. 016 on reply card, p. 166



Circulates air better

Solid fences are said to afford greater air circulation than do louvered or open area fences. This plastic fence is made of reinforced fiber glass panels. Fence assures privacy without sacrificing ventilation and light transmission.—Filon Plastics Corp.

Circle No. 017 on reply card, p. 166



Blends with masonry

Sealer for curtain walls blends with light-colored masonry, marble, limestone, concrete. Mixed with a curing agent, it chemically cures in place. Produces a solid, flexible rubber seal. Stretches to twice its length, and regains original dimension. Also adheres to metal, glass, porcelain, wood.—Minnesota Mining and Mfg. Co.

Circle No. 018 on reply card, p. 166

Versatile *New* Bar-Brook BREEZEBUILDER-K



answers
every
builder-
contractor
need . . .

at the lowest cost yet!

The new Bar-Brook Breezebuilder-K was designed with the builder in mind. It's remarkably low in cost and can be installed in minutes. The attractive aluminum shutter assembly is completely automatic, adds to the decor of any room. Rubber-mounted dual ball bearings assure silent, long-lasting operation. And "sealed-in" fan and motor bearings provide lifetime lubrication. The Breezebuilder-K is available in 4 sizes, with 24, 30, 36 and 42-inch fan blades.



Write today for our free catalog, certified ratings and attractive discount prices.

BAR-BROOK MFG CO., INC.

Box 6638-G

Shreveport, La.



Wall
Pocket
Sliding
Door

Decorative and Functional

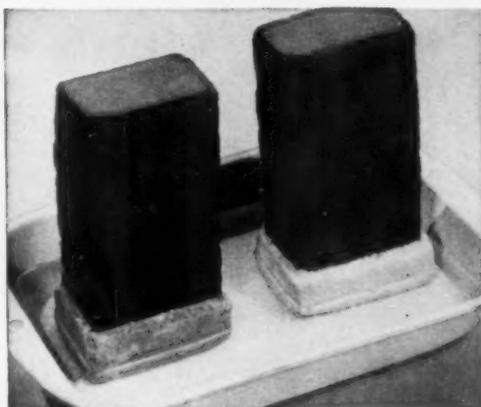
For the unusual yet functional in decorating, Fleetlite Wall Pocket and Interior Sliding Glass Doors are available for use as partitioning between rooms.

Both the Wall Pocket and Interior Doors are top-hung for quiet, smooth operation and have a flat sill which is level with the floor. Doors may be glazed with 1/4" plate or patterned glass or, if used in protected exterior installations, with full inch insulating glass. Doors in exterior locations have a continuous sill weatherseal and double weatherstripping at the header and vent perimeter.

Fleetlite Interior Sliding Glass Doors are available in thirteen styles and a complete range of standard and special sizes; Pocket Doors in three styles and nine standard sizes. Write for catalog. Fleet of America, Inc., Department AB-109 2015 Walden Avenue, Buffalo 25, N. Y.

BRIXMENT MORTAR

Helps Prevent Efflorescence



To test Brixment mortar and ordinary cement-and-lime mortar for resistance to efflorescence, "cap" two brick heavily with the mortars—



let harden, and keep both brick for a few weeks in a shallow pan of water, as shown. See the difference with Brixment mortar!

HERE'S WHAT CAUSES EFFLORESCENCE—AND WHY BRIXMENT MORTAR HELPS CONTROL IT

Efflorescence is an outcropping of small white crystals on brickwork. It is caused by the soluble salts which almost all masonry materials contain. When reached by water, these salts dissolve. They may then be drawn by evaporation to the surface of the wall.

Brixment helps prevent efflorescence. The air-entraining, water-repelling agent in Brixment helps to prevent water from saturating the mortar and dissolving the small amounts of salts it may contain. Brixment mortar also helps prevent

water from seeping down through the wall, dissolving the salts in the brick, and carrying them to the surface.

Contractors who have used all sorts of mortars say they have far less efflorescence with Brixment.

This is only one of many advantages which have helped make Brixment the most widely-used masonry cement on the market. It will be worth your while to hear *all* the advantages of Brixment the next time a Brixment salesman calls on you. Or write direct for full details.

LOUISVILLE CEMENT COMPANY, LOUISVILLE 2, KENTUCKY

Cement Manufacturers Since 1830



This interior uses wood posts, beams and ceiling in bold framing and exterior-style patterns to give a spacious pavilion feeling. Smith & Williams, architects.

For built-in sales appeal, nothing takes the place of



For distinctive interiors in homes of any price . . .

built of WOOD means built to sell

Make wood your best selling tool. Wherever you use it in the interiors of your homes—paneling, flooring, posts, beams, ceilings—wood adds a richness, a feeling of quality that says *home* to your prospects.

Wood says *value*, too. Value to you in its versatility, workability, economy of construction . . . value to your customers in the beauty and durability they get for their money. Tract homes or custom jobs, you sell more houses and make *more dollars per house* when you build with wood. For more information on better homes of wood, write:

NATIONAL LUMBER MANUFACTURERS ASSOCIATION
Wood Information Center, 1319 18th St., N.W., Washington 6, D. C.



This traditional room uses wood liberally in the mantel, paneling, flooring and built-ins for an atmosphere of warmth and comfort. Lorenz Schmidt, architect.



Horizontal paneling here, rising to wood ceiling and beams, accents wall width and highlights modern decor. Edward B. Hawkins, architect.

Announcing for 1960 NEW FORD

CERTIFIED GAS SAVINGS!
CERTIFIED DURABILITY!
CERTIFIED RELIABILITY!

New style! New models! New features! And never before could you be so *sure* of savings!

To give you this confidence, independent experts* tested the '60 Ford Trucks in the three major areas of operating economy. The result . . . Certified Economy!

Certified gas savings! Tests certified by America's foremost independent automotive research organization confirm the gas savings

of the 1960 Ford 6-cylinder engine . . . the same engine that beat all competitive sixes in Economy Showdown U.S.A.!

Certified durability! Certified results on tests of key truck parts show definite durability benefits. For instance, half-ton pickup frames showed an increase of 23.6% in torsional rigidity; two-ton models showed an increase of 20% in brake-lining life.

Certified reliability! Typical of the many reliability tests was a "shake-test" on the wiring harness for heavy-duty engines. Certified results showed a twofold increase in Ford reliability.

This is Certified Economy . . . and it adds new weight to the evidence that Ford Trucks Cost Less!

But there's more . . . much more in 1960 Ford Trucks. New *toughness* with stronger frames . . . new *capacity* with huskier axles . . . new *brakes*, new *cab comfort*, new *riding smoothness*, new *handling ease!*

See your Ford Dealer. Check the facts in his "Certified Economy Book." Look into Ford's modern features. You'll discover that the things you want most in *your* new truck are in the 1960 Fords!

*Name available on request. Send inquiry to P. O. Box 2687, Ford Division, Ford Motor Company, Detroit 31, Michigan.

FORD TRUCKS COST LESS

LESS TO OWN . . . LESS TO RUN . . . BUILT TO LAST LONGER, TOO!



TRUCKS

WITH

Certified Economy

Left: new F-600 Stake, available with Ford's gas-saving Six as well as V-8 engine. *Center:* '60 Styleside pickup with new styling, 23% more rigid frame and longer lasting brakes. *Right:* America's most popular Tilt Cab truck!



NEW PRODUCTS



Sinks are priced lower

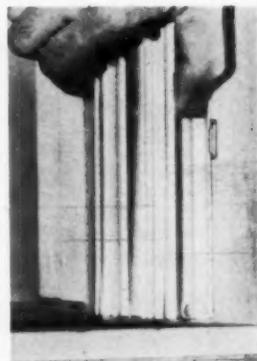
Stainless steel sinks, installed previously in higher-priced homes, are now available to all home builders. Light and easy to install, they last longer, will not chip or wear out with abrasives. Their neutral color blends with any color scheme.—Allegheny Ludlum Steel Corp.

Circle No. O19 on reply card, p. 166

Looks, feels like wood

The "texture" of woodgrain for desks and table tops is featured in this laminated plastic. "Textured Texolite" gives surface a "third dimension," the feel of textured material. Adds durability, eliminates glare. Can be used for walls and doors.—General Electric, Laminated Products Div.

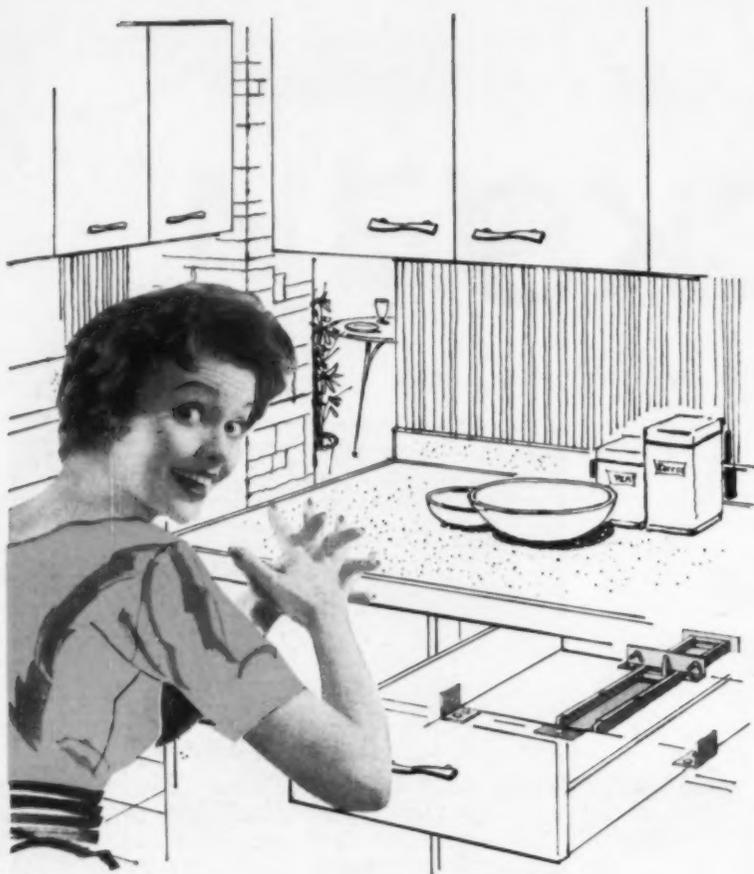
Circle No. O20 on reply card, p. 166



Press in weatherstrip

You can throw away hammer and stapler, save time by thumb-pressing this weatherstrip into place. Steel jamb clips have tiny teeth which hold weatherstrip permanently. Concave tension makes it fit snug, easy to remove. Sash can be installed later, removed anytime.—Precision Weatherstrip Co.

Circle No. O21 on reply card, p. 166



the lady goes for built-in conveniences!

Like power steering on her car—she wants fingertip convenience in her kitchen. Amerock's free-rolling drawer slides are low in cost—retail prices starting at \$1.25. Quick and easy to install. Center-mounting type shown above, side-mounting and bottom-mounting types also available.

Other convenience items include Amerock's Turn-A-Shelf and Hide-a-Shelf hardware, shown below. And she will appreciate Genuine Amerock Hardware on her cabinets—in Contemporary, Modern, or Colonial styling.

Ask your Amerock supplier or write Amerock, Dept. AB910.

Amerock Contemporary Pull No. 444-41

only **39¢** retail

easy-to-install Amerock Hide-A-Shelf hardware

convenient Amerock Turn-A-Shelves

Amerock CORPORATION
ROCKFORD, ILL. • MEAFORD, ONT.

Design BETTER KITCHENS ... Build MORE ECONOMICALLY ... Sell MORE PROFITABLY

Pionite

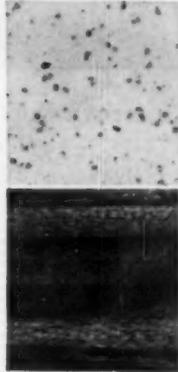
THE PLUS IN YOUR PLANS

LIFETIME LAMINATES



Shown in Pionite Blonde Ash

Another outstanding example of the
PIONITE CUSTOM-SURFACED LOOK



Pionite, in standard 1/16" and post-forming grade .051, comes in the following 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 5/32" plastic surfaced hardboard, comes in 3' x 8', 6' x 8', 3' x 10', 42" x 10', or cut to size.

Any kitchen — big or little, luxurious or low-cost — can earn ready approval, custom-surfaced with Pionite Lifetime Laminates. The striking realism of Pionite woodgrains, the decorator-styled patterns in harmonizing tones, the resplendent marbles and onyx are sheer inspiration to the designer. On the job, quality-controlled Pionite in 14 convenient sizes is easier to work with, saves time and money. More than 9,000,000 homes now point with pride to installations of Pionite high pressure plastic laminates in kitchens, bathrooms, and other rooms.

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 _____ AB1059

PIONEER PLASTICS CORPORATION, Sanford, Maine • Los Angeles, California

Copy bids, sketches,
price lists ...
in 4 seconds!



Only "Thermo-Fax" Copying Machines do so many jobs... so quickly, so easily, for such low cost!

Here's the perfect answer to your paperwork problems. The "Thermo-Fax" Copying Machine can copy the most complicated sketch in just four seconds . . . without error! Or make copies of bids, invoices, catalogue sheets, price lists, statements. Even the newest clerk can use this completely electric, completely dry, completely clean copying method. Call your local dealer today for a convincing demonstration of the amazing "Thermo-Fax" Copying Machine or fill-in and mail us the coupon below.



**MAKES 250 STATEMENTS
PER HOUR TOO!**

The "Thermo-Fax" Copying Machine can make accurate, itemized Instant Electric Statements from your up-to-date ledger cards! Thousands of business and professional users save time and cut costs this way! Phone today.

MINNESOTA MINING AND MANUFACTURING COMPANY
... WHERE RESEARCH IS THE KEY TO TOMORROW



THE TERM "THERMO-FAX" IS
A REGISTERED TRADEMARK
OF MINNESOTA MINING AND
MANUFACTURING COMPANY

Minnesota Mining and Manufacturing Company
Dept. DCI-109, St. Paul 6, Minnesota

Name _____
Company _____
Address _____
City _____ Zone _____ State _____

NEW PRODUCTS



Decorate with screens

Shoji and Filigree screens for decoration . . . each panel measures 18" x 77". Shoji screens are of clear western pine. Have a seven-cross-rail construction. Filigree screens (shown) are made of birch. Come in four patterns to complement varied decorator schemes. Retail at \$7.98 to \$10.98 per panel.—Wood Art Products Corp.

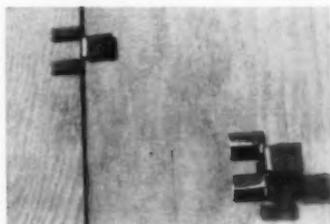
Circle No. 022 on reply card, p. 166



Plastic pipe joins easily

PVC (polyvinyl chloride) plastic water pipe for home water systems can be easily joined. A cemented joint provides a bond stronger than burst pressure of the pipe. Pipe can also be joined by threading or by welding. Data is available from the manufacturer.—A. M. Byers Co.

Circle No. 023 on reply card, p. 166



Allow 3/8" sheathing

Panel clips make it possible to use 3/8" plywood roof sheathing on maximum spans. Do away with necessity for solid edge blocking. Tests show panel clips reduce the difference in deflection between edges of plywood panels to 1/16" or less.—Panel Clip Co.

Circle No. 024 on reply card, p. 166



Here's your sales **"CLINCHER"** (for new homes or old)
PANELOK—the wall that adds storage anywhere!

Now! A powerful new selling tool for almost any job—in the home, apartment, store or office.

You can offer the sensational new Masonite® Panelok® system—an easy-to-install hardboard wall with hidden supports for shelves, racks, cabinets and other Adjust-A-Bilt* fixtures (available through lumber dealers). All can be arranged and rearranged at will. You can offer Panelok in any of four handsome shades of a beautiful factory-

grained Royalcote® pattern—designed to harmonize with any decor, old or new. All at a refreshingly low price.

Masonite has many panels you can use to get your share of the giant building and remodeling market: Decorative panels like Panelok, Seadrift® and Peg-board®. Smooth panels like Presdwood®, Panelwood® and Duolux®. Exterior panels like Shadowvent® siding, Ridgegroove® and Panelgroove®.

SEE US AT BOOTH #110
 N.E.I.D.A. BUILDING PRODUCTS EXPOSITION
 CLEVELAND, OHIO • NOV. 14-17.

**Free booklet
 about PANELOK**

To read about Panelok is to want to install it! See your lumber dealer, talk to the Masonite representative, or send the coupon for a free copy of our illustrated booklet. It'll close many a sale for you.

*Reg. T.M. U.S. Pat. Off. by L.A. Darling Co.



MASONITE CORPORATION

©Masonite Corporation—manufacturer of quality panel products.

MASONITE CORPORATION
 Dept. AB-10, Box 777, Chicago 90, Ill.

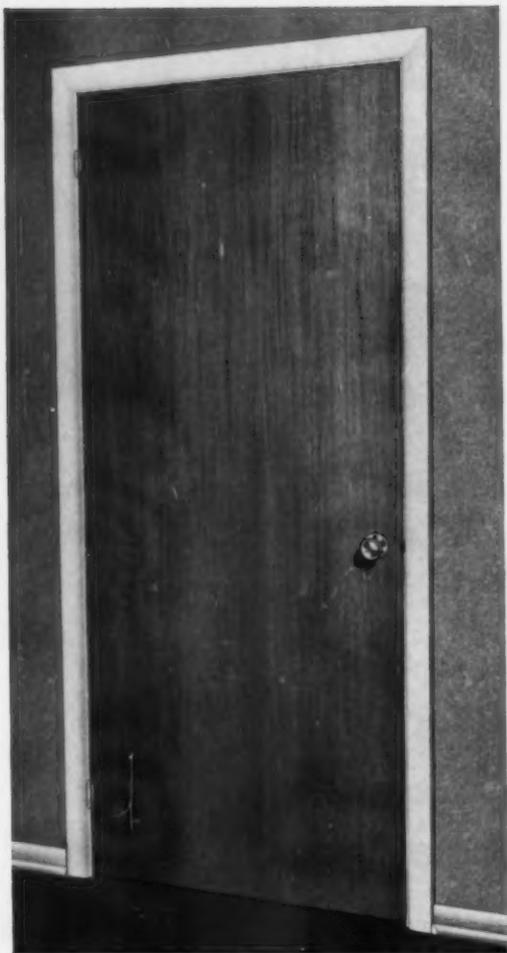
Please send me your free Panelok booklet and more data on Masonite panels.

Name.....
 Firm.....
 Address.....
 City..... State.....
 Zone..... County.....

Compare the *QUALITY* and *COST* ... You'll Use...

READY HUNG DOORS!

Delivered Fully Assembled
Install in 20 minutes!



READY HUNG DOOR INTERIOR & EXTERIOR UNITS
(Interior shown) Fit any construction - any wall thickness. Lock nailed header joint. Machine-made trim mitres. Self-aligning "Magic Circle" Hinges—matching lock & strike plate.

Quality, Economy, Beauty, Efficiency ... all in a single precision-engineered package. That's what you get when you use Ready Hung Doors. Completely assembled door—with frame trimmed on both sides and hardware installed, arrives in perfect condition. Easily installed in less than 20 minutes. Adjustable jambs for any wall thickness. Styles for every need ... priced to save you money.



READY HUNG DOOR BY-PASSING UNITS

Two-Point bolt suspension of track insures trouble free operation - eliminates bent tracks, loose suspension screws, 90% of door hanger adjustment. Special header-jamb eliminates need for rough blocking.

*PAT. NO. 2,883,048

READY HUNG DOOR BI-FOLD UNITS

No tracks top or bottom to bind or limit opening; leaving entire opening 100% usable. Unique spring-controlled folding action that's smooth, easy, automatic, completely silent. Self-aligning "Magic Circle" hinges. No unsightly hardware in view on *EITHER* side.

*PAT. PEND.



Magic Circle Hinges with matching lock and strike plate, add exclusive charm and sales appeal to every home ... at no extra cost.

Remember - you save on labor - you gain in quality. Look into it today ... we're certain you'll choose Ready Hung Doors too!



first with the finest
in door and frame packaged units



READY HUNG DOORS ARE MADE BY THESE LEADING WHOLESALERS

ALBANY, N. Y. Iroquois Millwork Corp.	CHARLOTTE, N. C. Miller Millwork Corp.	GRAND RAPIDS, MICH. Porter-Hedley Co.	LOS ANGELES, CALIF. Ready Hung Door Mfg. Co. Burbank	PITTSBURGH, PA. Iron City Sash & Door Co.	SEATTLE, WASH. Builders Products, Inc.
BILLINGS, MONT. Building Service, Inc.	CHICAGO, ILL. Morgan Sash & Door Co.	HOUSTON, TEXAS Southwest Sash & Door Co.	MARION, IND. General Millwork Corp.	ROCHESTER, N. Y. The Whitmer-Jackson Co.	SPRINGFIELD, MO. Southern Supply Co., Inc.
BIRMINGHAM, ALA. National Woodworks, Inc.	CINCINNATI, OHIO Acme Sash & Door Co.	HUNTINGTON, W. VA. Iron City Sash & Door Co.	NEW YORK, N. Y. Bailey-Whalen Co.	SAGINAW, MICH. Flint Sash & Door Co.	SYRACUSE, N. Y. Iroquois Door Co.
BOSTON, MASS. A. W. Hastings & Co., Inc.	CLEVELAND, OHIO The Whitmer-Jackson Co.	INDIANAPOLIS, IND. Midland Bldg. Industries, Inc.	WEST ORANGE, N. J. West Orange, N. J.	ST. LOUIS, MO. Imse-Schilling Sash & Door Co.	TOLEDO, OHIO Allen A. Smith Company
BUFFALO, N. Y. Iroquois Door Co.	DAYTON, OHIO Dayton-Akron Sash & Door Co.	KANSAS CITY, MO. Rust Sash & Door Co.	OAKLAND, CALIF. Ready Hung Door Mfg. Co.	ST. PAUL, MINN. Minnesota Wood Specialties, Inc.	TORONTO, CANADA C. Lloyd & Son Limited

READY HUNG DOOR CORP., FORT WORTH 2, TEXAS

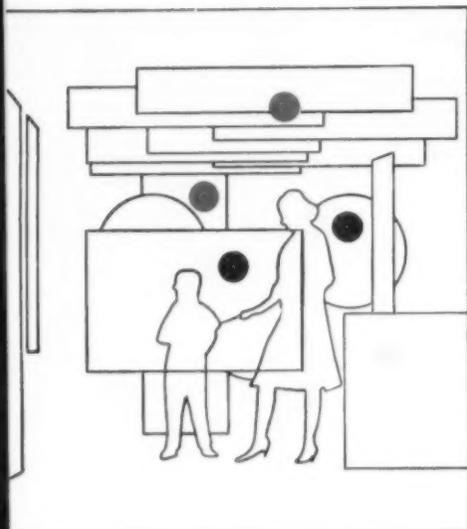


Beauty...fidelity...utility: the sales appeal of



GLASS BY AMERICAN-SAINT GOBAIN

Glass sets the scene for living...learning...working...in today's light-filled architecture. People look for the color and feeling of space that only glass can contribute to their indoor lives. To the user, it's the most pleasing and practical of materials. To the architect, the most versatile. To you, the most merchandisable! • American-Saint Gobain today offers you the most complete line of architectural glass ever available... a huge fund of distinctive building and decorating ideas. It is the company with the longest experience in glass. American-Saint Gobain Corporation.



FOUR SAMPLES . . . FROM A WEALTH OF BUILDING AND DECORATING IDEAS IN GLASS . . . are shown above and on the reverse, to suggest to you the vast merchandising potential in *Glass by American-Saint Gobain*. No other material adds so much value—per dollar of investment—to a building or interior. All the types and characteristics listed below . . . and combinations thereof . . . in the widest range of sizes and thicknesses . . . are available from *American-Saint Gobain*.

TRANSPARENCIES: window glass; crystal sheet; obscure and light-diffusing; opaque.

FINISHES: textured; Satinol®; frosted.

PATTERNS: a wide variety of decorative patterns: linear, geometric, random and non-directional; corrugated.

PROCESSES: heat tempered; laminated; wired.

FABRICATIONS: spandrels; doors; resistance heaters; plane and bent shapes.

SPECIAL CHARACTERISTICS: heat-absorbing; glare-reducing; insulating; fire retarding; chemical resisting.

COLORS: integral tints; fused ceramic coatings.

For information or service, check the Yellow Pages for the address of your local independent glass jobber . . . or our district office nearest you.

AMERICAN-SAINT GOBAIN CORPORATION
Dept. AB4, 625 Madison Ave., N. Y. 22



AMERICAN LUSTRAGRAY®

gray-tinted window glass

Reduces glare approximately 50% without sacrificing vision. Exterior opacity contributes to privacy. Neutral shade places no restrictions on interior decor. No special glazing requirements. Thicknesses: double strength . . . $\frac{3}{16}$ " . . . $\frac{7}{32}$ " . . . $\frac{1}{4}$ ".



BLUE RIDGE HUEWHITE®

glare reducing glass

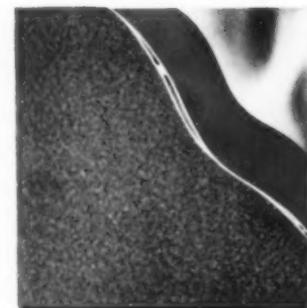
For light diffusion with true color transmission. Designed for light control and/or decoration, in day lighting of schools, offices, studios, museums and similar installations. Delivers very wide light distribution—almost uniform down to incidence of 15 degrees. Thicknesses: $\frac{1}{4}$ " . . . $\frac{3}{16}$ ". Also: $\frac{1}{4}$ " wired . . . $\frac{3}{16}$ " corrugated.



BLUE RIDGE NUWELD® MESH

wired glass

A continuous process glass with chromium dipped, welded wire mesh of modern appearance. An approved fire retardant. With polished surfaces, or ribbed (as shown) and hammered patterns, and Satinol® or Frosted finishes. Thickness: $\frac{1}{4}$ ".



BLUE RIDGE HUETEX®

colored, insulating glass facing

The most durable of spandrel materials. Fully tempered glass, $\frac{3}{16}$ " thick, textured on the weathering side to subdue reflections . . . sunfast ceramic enamel, in 12 standard colors (or custom-made to your sample), permanently fused to back of glass . . . aluminum, welded to the back surface by exclusive process, to protect enamel, and insulate. Will not fade, craze, crack or warp.



AMERICAN-SAINT GOBAIN

NOW
Wesglas[®]

**LAUNDRY
TUBS**



Give you even greater sales appeal with **NEW Hide-a-Hose***

These durable and beautifully functional laundry tubs now have an added sales feature! New Hide-a-Hose completely conceals unsightly hoses and eliminates messy handling of hoses when re-using suds or draining waste water.



Convenient Hide-a-Hose*

- Completely conceals all hoses and connections at the rear of the tub
- Fits all automatic washers—suds saver and non-suds saver type*
- Eliminates messy hose handling and dripping when re-using suds or draining waste water.

*OPTIONAL EXTRA ON CHALET AND MAJOR MODELS



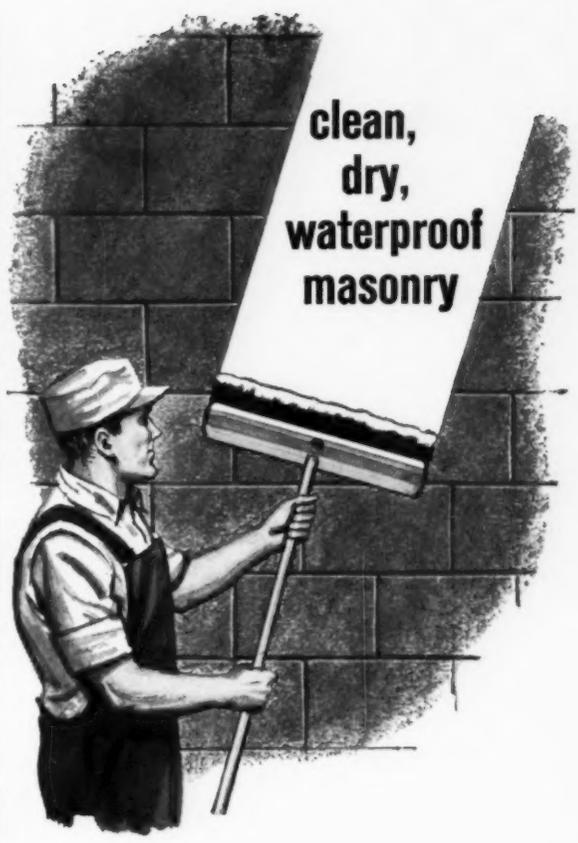
← Chalet model C-54—with enameled steel cover. Tub can be used with cover in place.



Oxford model O-55-1—fiberglass tub with shelf attached to gray enameled steel stand. Model O-55-2 has two compartments joined with a chrome strip.

Sold Nationally through Plumbing Supply Wholesalers

WESSELS CO. 1625 E. Euclid Avenue
 Detroit, Michigan



makes homes easier to sell

Using our new long-handled broad brush, one man can coat the inside walls of the average new basement with Thoroseal in less than one hour. You get clean, dry, sparkling walls and a new sales feature at insignificant cost. This single coat will suffice except in severe moisture conditions. Thoroseal is available in white, pearl gray and a variety of attractive pastel colors. There is a dealer in every locality to assure prompt supply. Write for our new 20-page specification guide.



Please send me your free new specification guide.

Name _____

Company _____

Address _____

Standard Dry Wall
Products, Inc.

Box X, New Eagle, Pa.

Plants at New Eagle, Pa., and Centerville, Ind.

Today's
style trend
favors
Oak Floors



**Different finishes add variety
and interest to Oak Floors**

Try staining your Oak Floors for a "different" look. Modern finishing materials provide a wide range of color tones, are easily applied, give dependable results.



Home buyers want the warm natural beauty of wood

You see genuine wood everywhere in today's well-designed new homes. Builders, architects and the public have re-discovered wood . . . the exciting building material . . . and are using it more than ever in many interesting and decorative structural applications. This style trend is obvious in the continued popularity of Oak Floors, by far the favorite of all flooring materials with builders,

realtors and home buyers. The smart, modern appearance of Oak Floors is combined with amazing durability, resistance to marring and ease of maintenance . . . well-known advantages appreciated by every housewife. You get natural wood beauty that wins immediate buyer acceptance when you install Oak Floors in both conventional wood joist and concrete slab foundation homes.



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

OAK FLOORS

The most popular,
most practical of all floors

You Just Know...
**THIS CONTRACTOR
 USES A**
Mulkey

Portable **CONVEYOR**
and BUILDS for a PROFIT!
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.

MULKEY
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.



Light Weight
Sturdy
Versatile
Economical
Gas or Electric Power

Handles With Speed and Ease

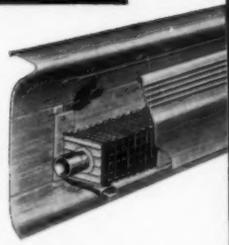
Blocks, Bricks, most all solid materials including plywood. A 32' unit at 60° angle delivered bricks and blocks to 27' height at the rate of 2500 bricks and/or 1000 concrete blocks per hour. This is truly the answer to the small contractor's prayer for automation in materials handling.

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.

ENGINEERED BY EDWARDS

1/2" Zone Control Baseboard



In Woodgrain, Chrome, Copper-Tone, Flat White

• Low cost • Approved industry ratings for Edwards 1/2" tubing greater than many competitive 3/4" sizes • Unbroken Acousti-Cover lengths up to 20 ft. • Quiet, wire slide

Also available: Standard 3/4" Baseboard Radiation.

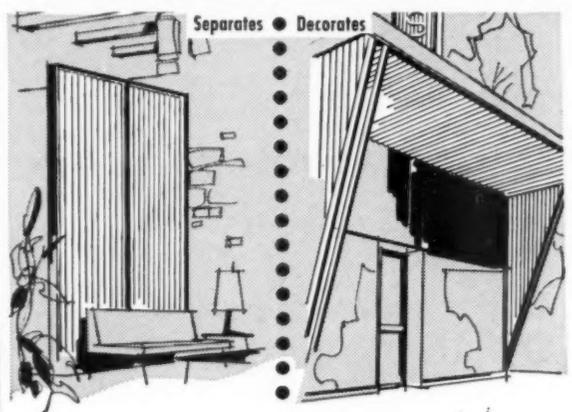
FREE...70 page design handbook on single and multi-zone hot water baseboard heating systems.

EDWARDS ENGINEERING CORP.

233 ALEXANDER AVE., POMPTON PLAINS, N.J.
 TEMPLE 5-2808



One of the nation's largest manufacturers of Residential and Commercial Boilers, Baseboard and Steel-Fin Radiation, Motorized Valves, Air-Cooled and Water-Cooled Condensers.



NEW Stylux
 BY BUTLER

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.

For whole story, including specifications, write

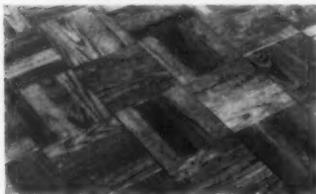
STYLUX - Plastics Department - Buildings Division
BUTLER MANUFACTURING COMPANY
 Dept. 105 - 7400 East 13th Street, Kansas City 26, Missouri



BRADLEY FLOORS



Famous Bradley Straightline Strip Flooring—Precision manufactured for lifelong beauty and service.



Bradley Unit Wood Blocks—for floors with a "years-ahead" look. Also available in Beech and Pecan.



Bradley Random Width Oak Plank—a fine floor in the Colonial Tradition.



For Beauty Everlasting

Your home will be more liveable, more beautiful with a Bradley Brand floor of genuine, solid hardwood. A Bradley floor has natural warmth and subtle charm that cannot be matched by other materials. A Bradley floor will form a perfect setting for any style of furnishings. It will blend harmoniously with every imaginable color scheme. A Bradley floor is economical. It eliminates the need for costly rugs and carpets . . . gives a lifetime of sturdy under-foot comfort with minimum repair and maintenance cost. Bradley floors are available in all standard grades of superior Southern Oak, unfinished or pre-finished at the factory in strip and block or unfinished plank.

Look to POTLATCH . . .

for the finest of EVERYTHING in lumber!

POTLATCH FORESTS, INC.

BRADLEY-SOUTHERN DIVISION - POTLATCH FORESTS, INC. WARREN, ARKANSAS

Greatest value per dollar



**Bestwall
Fireproof
Gypsum
Sheathing**

**Important
Note:**
only Bestwall
Sheathing has
glass fibers in
the core for
greater resistance
to breakage and
cracking, better
nailability, cleaner
scoring.

Compare insulation and installation costs, initial price, and performance, and you'll see why Bestwall Gypsum Sheathing is the greatest value per dollar over any other type of sheathing available.

It is fireproof, wind-tight and water-repellent . . . construction-tailored to cut waste below 5% on the job . . . requires fewer nails . . . and you get the added advantage of textile glass filaments in the core at *no extra cost.*

*The facts to prove these statements are available
from your Bestwall representative. Call him today.*



BESTWALL GYPSUM COMPANY • Ardmore, Pennsylvania
Plants and offices throughout the United States

CATALOGS

ACOUSTICAL PRODUCTS are described in three new booklets. One 30-page book discusses Fiberglas line. Others describe Sono-faced tile, and kerfed tile for easy access when ceiling covers pipes, ducts, etc.—Owens Corning Fiberglas Corp.

Circle No. 025 on reply card, p. 166

IMPROVED BACKFILLER, for pipe-lines is subject of this 6-page folder. Describes new Cleveland 190, with water-cooled throw-out clutch. Well illustrated.—The Cleveland Trencher Co.

Circle No. 026 on reply card, p. 166

TRANSITE SEWER PIPE is described in brochure. Shows how fewer pipe lengths and joints mean faster installation, easier handling. Contains technical information.—Johns-Manville.

Circle No. 027 on reply card, p. 166

MARBLE AND GRANITE. Fact-filled, color-illustrated book contains data sheets on many varieties of each. Shows residential and commercial uses, lists physical properties, etc. Additional sheets sent every other month.—Vermont Marble Co.

Circle No. 028 on reply card, p. 166

CONCRETE CRACKS and how to control them is subject of handy 8-page folder. Shows examples, causes of eight common types of cracks; lists probable causes of six others.—Alpha Portland Cement Co.

Circle No. 029 on reply card, p. 166

FLOODLIGHTING Bulletin 2714 is a miniature edition of Crouse-Hinds Floodlight Catalog. Pocket-sized, it lists, describes many types of lights for wide variety of uses. Contains many diagrams, packed with technical data—Crouse Hinds Co.

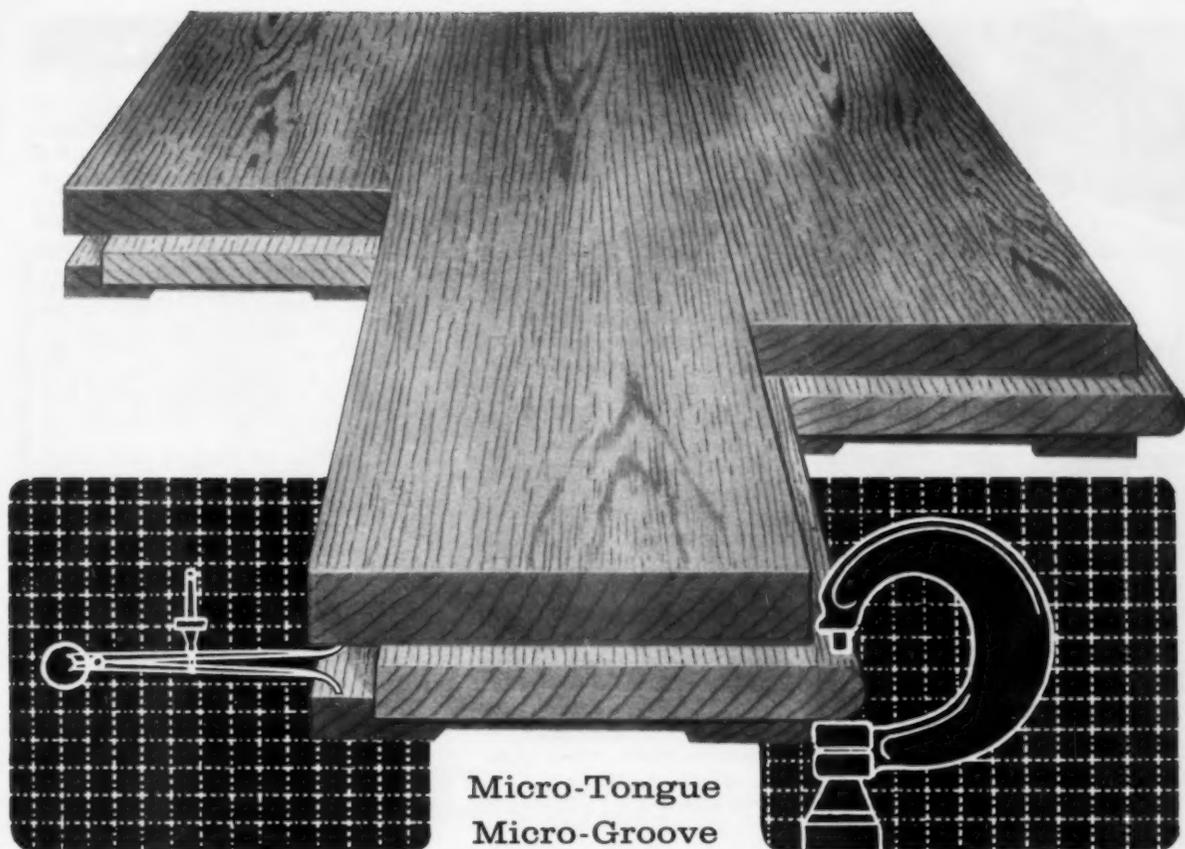
Circle No. 030 on reply card, p. 166

ADMIXTURE FOR CONCRETE is described in new folder. Stresses advantages of Liquid Placewell, a concrete additive, tells how to use it. Technical data included.—Johns-Manville.

Circle No. 031 on reply card, p. 166

CURING BLANKETS for concrete are subject of 4-page brochure. Includes technical data on bad-weather curing of concrete walls, piers, abutments, etc.—Owens Corning Fiberglas Corp.

Circle No. 032 on reply card, p. 166



Micro-Tongue
Micro-Groove

for faster laying...tap-in fit...

Long-Bell Oak Flooring

**Saves Even Skilled Floor Layers
Hours Per House**

Every strip of properly seasoned, kiln dried Long-Bell Oak Flooring is carefully machined to hairline tolerances. Edges and ends are milled to the most exacting standards. Every splinter-free strip goes down quickly and beautifully... fits like a glove.

Because homeowners prefer the warmth and beauty of Long-Bell Oak Flooring, it is the first choice in residential construction.

Long-Bell Oak Flooring gives you a wonderful selling advantage... for it is truly the best flooring money can buy.

Produced in Volume...For Lower Unit Cost

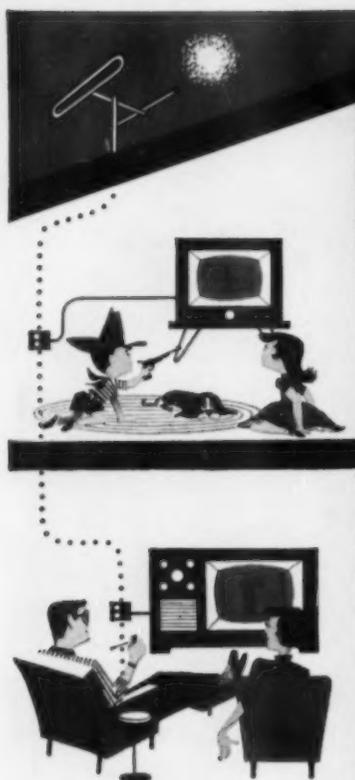
INTERNATIONAL PAPER COMPANY

Long-Bell

DIVISION

Kansas City, Mo. Longview, Wash.

WRITE-WIRE-PHONE Your Nearby Long-Bell Supplier



CATER TO 2-SET FAMILIES

(AND THOSE WHO
WANT TO BE)

install MOSLEY TV ANTENNA WIRING KITS

Mosley TV Antenna Wiring Kits connect one antenna to 2 or 4 rooms...users plug in their sets anywhere in the house.

2-Outlet or 4-Outlet Kits...complete with wiring, wall plates and hardware...are low-cost and easy to install—high in the convenience appeal that swings sales. They meet FHA requirements.

Pick up salespower! Pick up Mosley Kits at your electrical wholesaler, or write

**Mosley
Electronics, Inc.**

8622 St. Charles Rock Rd., St. Louis 14, Mo.
FREE—Builders Booklet AB-1.
Send for yours.

CATALOGS

MASONRY PROTECTION with silicone water repellents is subject of three illustrated folders. Include technical data, tell how these materials can help reduce maintenance, increase profits.—General Electric.

Circle No. 033 on reply card, p. 166

RECESSED FLUORESCENT lighting equipment is listed in 20-page catalog. Packed with information, illustrations. Describes troffers, spot boxes, pattern lighting and plaster frames.—Smithcraft Lighting.

Circle No. 034 on reply card, p. 166

AUTOMATIC WASHERS and dryers, combination washer-dryers, wringer washers are described in fact-filled brochures. Give weight, size, installed price, individual features for 22 models.—RCA Whirlpool.

Circle No. 035 on reply card, p. 166

USE OF HARDBOARDS is described in 8-page booklet. Jam-packed with how-to photos, detail drawings. Shows many construction and remodeling applications of various hardboards.—Weyerhaeuser Timber Co.

Circle No. 036 on reply card, p. 166

POLE-TYPE CONSTRUCTION is described in large illustrated folder. Gives complete run-down on use of pressure treated poles in farm and commercial structures.—Koppers Co., Inc.

Circle No. 037 on reply card, p. 166

HOT-WEATHER CONCRETING is discussed in 1-page fact-filled sheet. Tells how to get best results when using concrete during summer. Gives step-by-step advice.—Master Builders Co.

Circle No. 038 on reply card, p. 166

DISPOSAL OF INDUSTRIAL WASTE is theme of 12-page booklet. Shows how automatic system cuts hidden costs in conventional disposal systems. Well illustrated, fact-filled.—Wandel Machine Co.

Circle No. 039 on reply card, p. 166

METAL LATH is discussed in material designed to aid in writing metal lath and plaster specifications. Gives details on stiffeners, furring, etc.—Metal Lath Mfr's. Assn.

Circle No. 040 on reply card, p. 166

PLASTIC WALL covering is subject of large illustrated brochure. Includes installation data, suggests many attractive applications of both tile and accessories.—Ridge Plastics Co.

Circle No. 041 on reply card, p. 166



IN SELECTING A SUMP PUMP...

In selecting a sump pump for residential installation the contractor must be sure that it is **DEPENDABLE** and **ECONOMICAL**!

Dependability is determined by long life and trouble-free performance. Economy is determined by initial cost, installation cost and the amount of servicing required afterwards! The weil Submersible Sump Pump is **DEPENDABLE** and its low initial cost, low installation cost and trouble-free performance make it an **ECONOMICAL** unit to buy.

Send for **FREE** Booklet,
"THE TRUTH ABOUT SUMP PUMPS"

Make your Sump Pump
ANOTHER HIDDEN VALUE

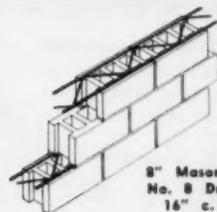
weil PUMP COMPANY

1510B No. Fremont St.
Chicago 22, Illinois

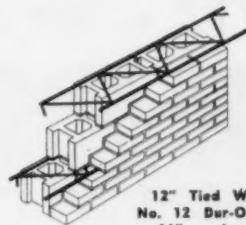
- **IT IS QUIET.** All operation is in the pit.
- **IT IS CLEAN.** The pit is sealed. No dirt, no odors.
- **LOW INSTALLATION COST.** Only one piping connection; one electrical connection (just plug in).
- **LOW MAINTENANCE COST.** The factory sealed and permanently lubricated unit, all ball bearing, 1/3 HP Capacitor motor with overload protection assures long life.
- **IT IS DEPENDABLE.** Heavy duty construction and fully tested MICRO-SWITCH guarantee trouble-free performance.

DUR-O-WAL[®]

Rigid Backbone of Steel For Every Masonry Wall



9" Masonry Wall
No. 8 Dur-O-wal
16" c. to c.



12" Tied Wall
No. 12 Dur-O-wal
16" c. to c.

IT'S THE **Steel + Design** THAT ASSURES **Results**

Compare these weights > Standard Dur-O-wal 187 lbs. per 1000 ft.
Standard Ladur Type 139 lbs. per 1000 ft.

New Companion Product for Masonry Walls



Wide flange rubber control joint with concave edged, neoprene compound flanges allows easy compression; tight control joints.

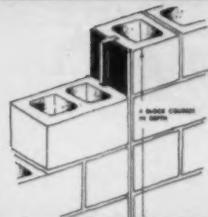
Rapid CONTROL Joint

Trademark



Pat. Pending

WIDE FLANGE



Mail today for your free literature on better masonry wall construction

A-8

DUR-O-WAL
Cedar Rapids, Iowa

NAME _____

COMPANY _____

CITY _____

ZONE _____

STATE _____

DUR-O-WAL[®]

Rigid Backbone of Steel For Every Masonry Wall

Dur-O-wal Div., Cedar Rapids Block Co., CEDAR RAPIDS, IA. Dur-O-wal Prod., Inc., Box 628, SYRACUSE, N. Y. Dur-O-wal Div., Frontier Mfg. Co., Box 49, PHOENIX, ARIZ. Dur-O-wal Prod., Inc., 4500 E. Lombard St., BALTIMORE, MD. Dur-O-wal of Ill., 119 N. River St., AURORA, ILL. Dur-O-wal Prod. of Ala., Inc., Box 5446, BIRMINGHAM, ALA. Dur-O-wal of Colorado, 29th and Court St., PUEBLO, COLORADO | Dur-O-wal Inc., 165 Utah Street, TOLEDO, OHIO

CATALOGS

LOW-COST EXTERIORS with primed combination sheathing-siding discussed in 4-page data sheet. Contains application photos, pictures of finished jobs, easy-to-read instructions; also other cost-saving uses.—Insulite.

Circle No. 042 on reply card, p. 166

GYPHUM WALLBOARD used with radiant heating is topic of bulletin. Gives specifications for nailing and stapling the wallboard. Tells how

to avoid cracking due to thermal shock, shadowing under the heating system, etc.—Gypsum Assn.

Circle No. 043 on reply card, p. 166

INSULATION PROBLEMS are solved in "Seven modern ways to pinpoint your insulating needs." Pamphlet specifies types of insulation for furred masonry, crawl space moisture control, wall and ceiling use, etc.—Reflectal Corp.

Circle No. 044 on reply card, p. 166

ALUMINUM HEATER TANKS are shown in booklet listing many models and sizes, all types of installations. Fact-filled, well illustrated, this book stresses advantages of aluminum tanks.—Aluminum Company of America.

Circle No. 045 on reply card, p. 166

FORK-LIFT TRUCKS are discussed in this 20-page Instructors' Manual. Describes theory of operation, good driving practices, types of trucks available, etc.—Automatic Transportation Co.

Circle No. 046 on reply card, p. 166

PLUMBING FIXTURES listed in 15-page illustrated catalog. Shows many models and sizes for laundry, kitchen and bath. Additional brochures feature installation, advantages of this company's line.—Repal Brass Mfg. Co.

Circle No. 047 on reply card, p. 166

ALUMINUM-WINDOW installations are detailed in fact-filled bulletin. Shows both aluminum and steel casement windows in use on frame, stucco and concrete-block homes.—Ceco Steel Products Corp.

Circle No. 048 on reply card, p. 166

LIGHTING IDEAS are illustrated in 96-page color catalog. More than 500 separate items listed, 200 for the first time. Covers uses of lighting for residential and public areas, budget or luxury job.—Lightolier.

Circle No. 049 on reply card, p. 166

SMALL-UNIT SEWAGE treatment process equipment for 20 to 5,000 people . . . Described in 11-page Bulletin 135-A. Color illustrations, technical information included, along with installation data on Rated Aeration units.—Chicago Pump Co.

Circle No. 050 on reply card, p. 166

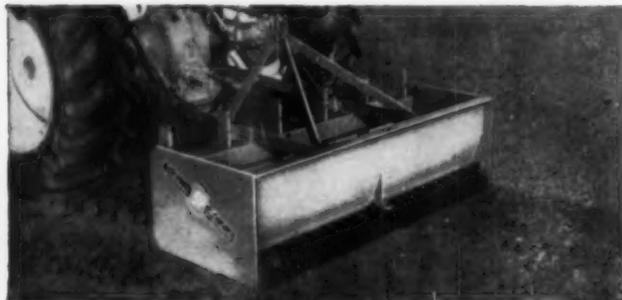
SHORT-CUT TO WIRING . . . described in this handy catalog. Lists illustrates and classifies over 600 items, contains much technical data. Designed to simplify selection, comparison, pricing of electrical equipment.—Leviton Mfg. Co., Inc.

Circle No. 051 on reply card, p. 166

ADVANTAGES OF WOOD window units is theme of 16-page catalog. Contains photos, detail drawings, specifications for well-known manufacturer's full line. Describes all types of units, shows many residential uses.—The Maka Mfg. Co.

Circle No. 052 on reply card, p. 166

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

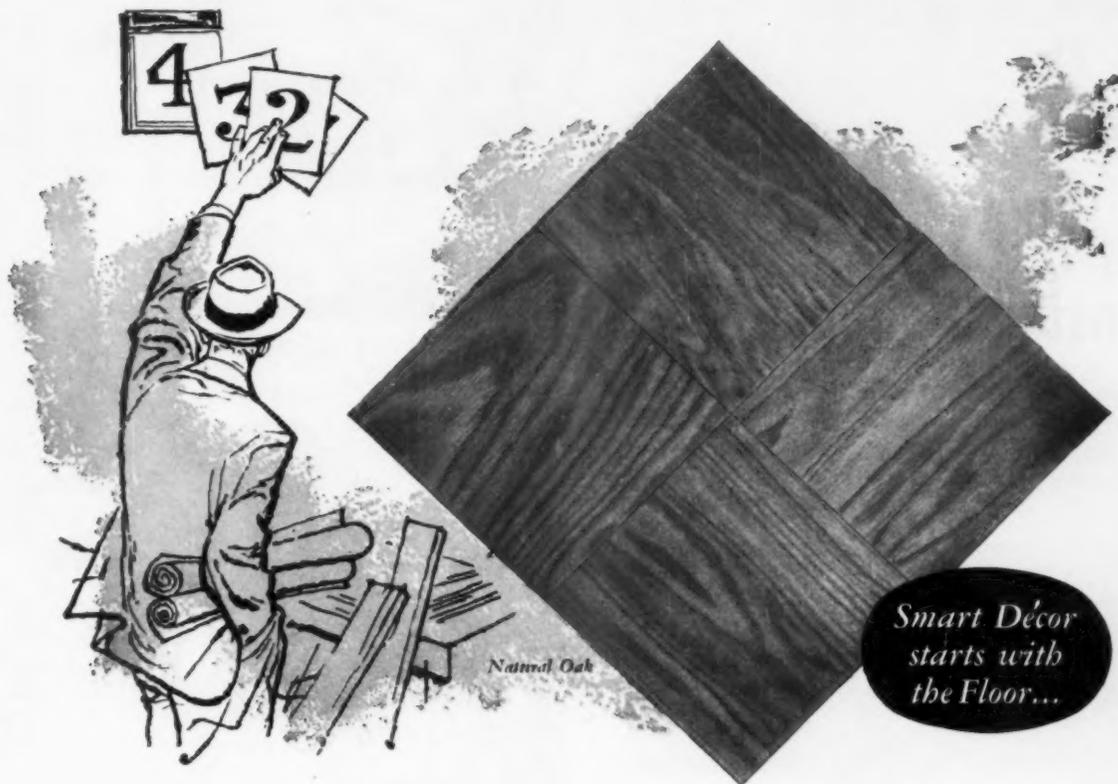
SHERMAN **S** PRODUCTS

SOIL WORKING
TOOLS

SHERMAN PRODUCTS, INC. • Royal Oak, Michigan

NEWS *for Builders...*

Hardwood Floors that *save 3 to 4 days labor on the job!*



... and Wood-Mosaic Laminated Block Floors cost no more than ordinary floors ...



The only Laminated
Hardwood Block Floors available
in four different woods.

- 1—INSTALLATION is fast, clean and easy.
- 2—"SUREFIT" tongued and grooved construction assures easy interlocking—no mastic seepage.
- 3—3-PLY lamination eliminates warping, buckling, expansion, shrinkage.
- 4—BEAUTIFULLY prefinished—no sanding or finishing on the job.
- 5—WHEN installed, floor is ready for immediate use—no finishing time lost.

NOTE: Wood-Mosaic's exclusive "Diamond Lustre" finish resists all common household spills and provides 3 to 4 times greater wear resistance than ordinary lacquer finishes.

Wood-Mosaic hardwood block floors save time, labor, materials—and bring lasting customer satisfaction.

Send for literature: Wood-Mosaic Corporation, Dept. A-10
Louisville 9, Ky. In Canada: Woodstock, Ontario.



Wood-Mosaic
BLOCK FLOORS

Send for this
new, helpful
fibre
duct



installation manual...

New SONOAIRDUCT Fibre Duct installation manual is now available! This helpful manual contains latest, detailed step-by-step installation data. Use your company letterhead to send us your name and address for a free copy.

SONOCO
SONOAIRDUCT
FIBRE DUCT

is America's best selling fibre duct!

For years, Sonoco SONOAIRDUCT — the original fibre duct — has been America's most popular product of its type with builders and contractors. It is made especially for slab perimeter heating or combination heating and cooling systems. Initial cost is low. Installs fast. Available in 23 sizes — 2" to 36" I.D., in standard shipping lengths of 18'. Special sizes, to order. Meets and exceeds F.H.A. criteria and test requirements for products in this category. See our catalog in Sweet's.

For complete information and prices, write—

SONOCO

Construction Products

SONOCO PRODUCTS COMPANY

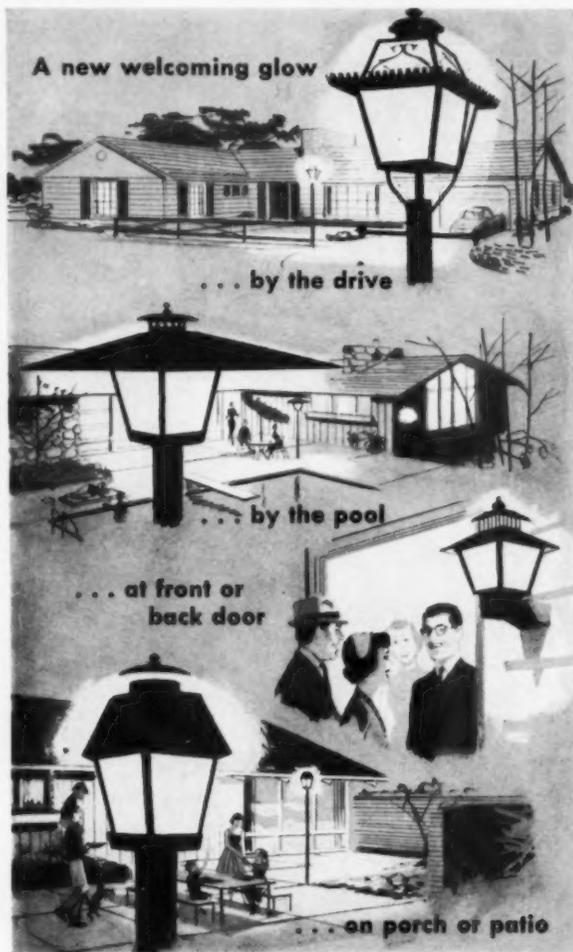
- Hartsville, S. C.
- La Puente, Cal.
- Fremont, Cal.
- Montclair, N. J.
- Akron, Indiana
- Longview, Texas
- Atlanta, Ga.
- Brantford, Ont.
- Mexico, D. F.

900-B

214

Builder and Buyer agree:

*Modern Outdoor Gas Lights
give a home a special glow*



This "warm welcome look" helps sell your houses faster—yet costs you very little!

"Beautiful 'come-on'" says the builder. Gas lights give a real look of style for very little money—and post or wall bracket mounts mean you can put them anywhere, easily.

"So lovely" says the buyer. Modern Gas lights have a look of prestige—of luxury. Yet you can assure prospects they cost little to use, like all Gas appliances.

Dependable, non-glaring, and warmly flattering to house and grounds—modern out-

door Gas lights make a wonderful difference in the appeal of a home—enhance the desirability of an entire housing development.

AMERICAN GAS ASSOCIATION

Free Booklet: for complete information, write Arkla Air-Conditioning Corp., Gaslite Sales Division, Little Rock, Arkansas.



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

AMERICAN BUILDER



Tenants of Kona Palms and Maui Palms Apartments in North Hollywood, Calif. have exactly what they need to beat summer's heat—General Electric *Thinline* air conditioning.

General Electric Built-In Thinline prove most economical air conditioning system for California builder

"I'm always on the lookout for ways to save money," says Dale Becker, builder and owner of Kona Palms and Maui Palms Apartments in North Hollywood, California.

"Another type of air conditioning system for my two buildings would have cost three times what I paid for 24 General Electric Built-In *Thinline*s.

"Why did I decide on General Electric *Thinline*s over other room units? Past experience was part of it. And *Thinline*s are compact—they fit easily where I wanted them to go.

"Another feature that appeals to me is the decorator baffle on the Built-In *Thinline* model. Tenants can paint or paper it to blend with the walls."

All 24 apartments in Mr. Becker's two buildings have a General Electric Built-In *Thinline* Air Conditioner installed under the picture window in the living room. One unit keeps the entire living area cool and comfortable.

There's a General Electric *Thinline* air conditioner to solve your cooling and installation problems, too. *Thinline*s are available in models of up to 16,000 BTU* capacity.

See your General Electric dealer for full details. General Electric Company, Room Air Conditioner Department, Appliance Park, Louisville 1, Kentucky.

*Cooling capacities are tested and rated in compliance with NEMA Standard CNI-1958, and are stated in terms of British Thermal Units.



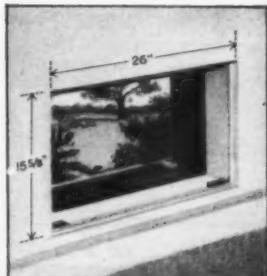
This living room is quiet because the decorator baffle on the Built-In *Thinline* absorbs sound. It also directs air upward to permit flexible placement of furniture.



Progress Is Our Most Important Product

GENERAL ELECTRIC

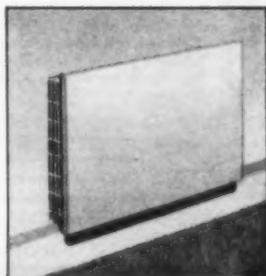
GENERAL ELECTRIC BUILT-IN THINLINE AIR CONDITIONERS ARE EASY TO INSTALL



Case installed during construction.



Unit slides into case later.



Add decorator panel.



That's all there is to it.



CUT FURRING NAILS BY WHEELING

Four times tighter!

Furring strips stay tighter longer when you use Wheeling LaBelle Special Hardened Cut Nails. Here's the proof (based on tests by Pittsburgh Testing Laboratory):

HOLDING POWER (LBS.)	0	50	100	150	200	250
SAND AND GRAVEL BLOCK		■ Wire Nails would not penetrate				
SLAG-LITE BLOCK		■ Wire Nails would not penetrate				
PUMICE BLOCK		■ Wire Nails would not penetrate				
CINDER BLOCK						■
CELOCRETE BLOCK						■

□ WHEELING CUT NAILS ■ WIRE NAILS *Only 50% of wire nails penetrated

Get the full story on LaBelle Cut Nails from your Wheeling man. 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



FRANTZ GARAGE DOORS

SOLD BY more LUMBER AND BUILDING SUPPLY DEALERS THAN ANY OTHER

And Here's Why

- 1** Pre-bored and pre-fitted for fast on-the-job assembly. Diagrammed instructions.
- 2** Fully adjustable springs for feather-touch operation.
- 3** Finest hardware, including chrome plated handle. Wood Sections are Frantz crafted.

Thousands of installations prove—Frantz Doors deliver more features, more value, greater sales appeal, for both builder and home owner.

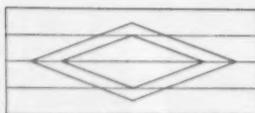
Greater choice from one source—sectional type or rigid, extension spring or torsion spring, for residential, commercial, and industrial use. Over 100 sizes, types, styles.

Faster installation, easier operation—thanks to Frantz exclusive features.

No wonder more builders are asking for Frantz doors at their Lumber and Building Supply dealers.



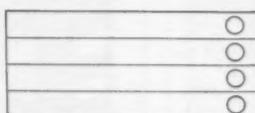
8'x7' No. 400



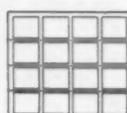
16'x7' (Molding not included)



16'x7' No. 466



16'x7' F227 with Glass Inserts



8'x7' No. 200

FRANTZ MANUFACTURING COMPANY, STERLING, ILLINOIS

.. Says "Sat. Eve. Post" and "American Home" award-winning home-builder, Orrin Thompson



ORRIN THOMPSON

"Curtis" Window Units equipped with DeVAC Bilt-In storm and screen inserts let me cut construction costs—and give my customers a better home for the money."

"Curtis combination windows with DeVAC inserts come to me completely assembled and ready to install," says award-winner Orrin Thompson, fifth largest home-builder in the U.S. "That's why I save time and labor costs, and pass those savings on to my customers. I sure owe it to Curtis and DeVac for helping me win the 'Saturday Evening Post' and 'American Home' awards for the best homes for the money."



Left to right: Orrin Thompson, John E. Klopp, Earl Peterson



Storm and screen inserts are made to operate easily and to be removed from inside the house.



Fiberglass screen is extremely durable, non-rusting or corroding and glare proof.



Removable bottom rail of attractive wood "surround" permits easy cleaning and maintenance from inside the house.

"We design DeVAC Bilt-In inserts to please both the builder *and* the home owner," adds Earl Peterson, sales manager of DeVac's Bilt-In Division. "The Bilt-In lets the builder handle the 'packaged' prime and combination window just like a prime window only, and helps him make extra profits without extra labor of installation, handling, bookkeeping and billing. And home owners like the easy way the window operates, and removes from inside the house. They like its clean exterior appearance, too, with a minimum amount of exposed metal."

"At Curtis, we make and sell storm and screen combination units with DeVac Bilt-In inserts *exclusively*," reports John E. Klopp, Product Manager, Millwork, Curtis Companies, Incorporated, Clinton, Iowa. "We know that everything about DeVAC—the strong, durable Fiberglas screen, the removable bottom rail of attractive wood surrounding the insert—*everything* is top-quality. Home owners tell us they like the way the Curtis window with DeVac storm and screen inserts blends with any type of building material or architecture—wood, brick, colonial or contemporary. And at Curtis we appreciate the way DeVac contributes to the individuality, and to the quality features, of our line of windows. The DeVac Bilt-In is an outstanding example of **CURTIS** individuality of design and quality of materials and workmanship."

Take your cue from Curtis . . . and from award-winning home-builders and prominent millwork dealers. Get the full story of *how* and *why* Curtis windows, with top-quality, DeVac Bilt-In inserts, makes a winning combination that will build your sales and profits.

DeVAC

DeVAC, INC.

Dept. AB, 5900 Wayzata Boulevard
Minneapolis, Minnesota

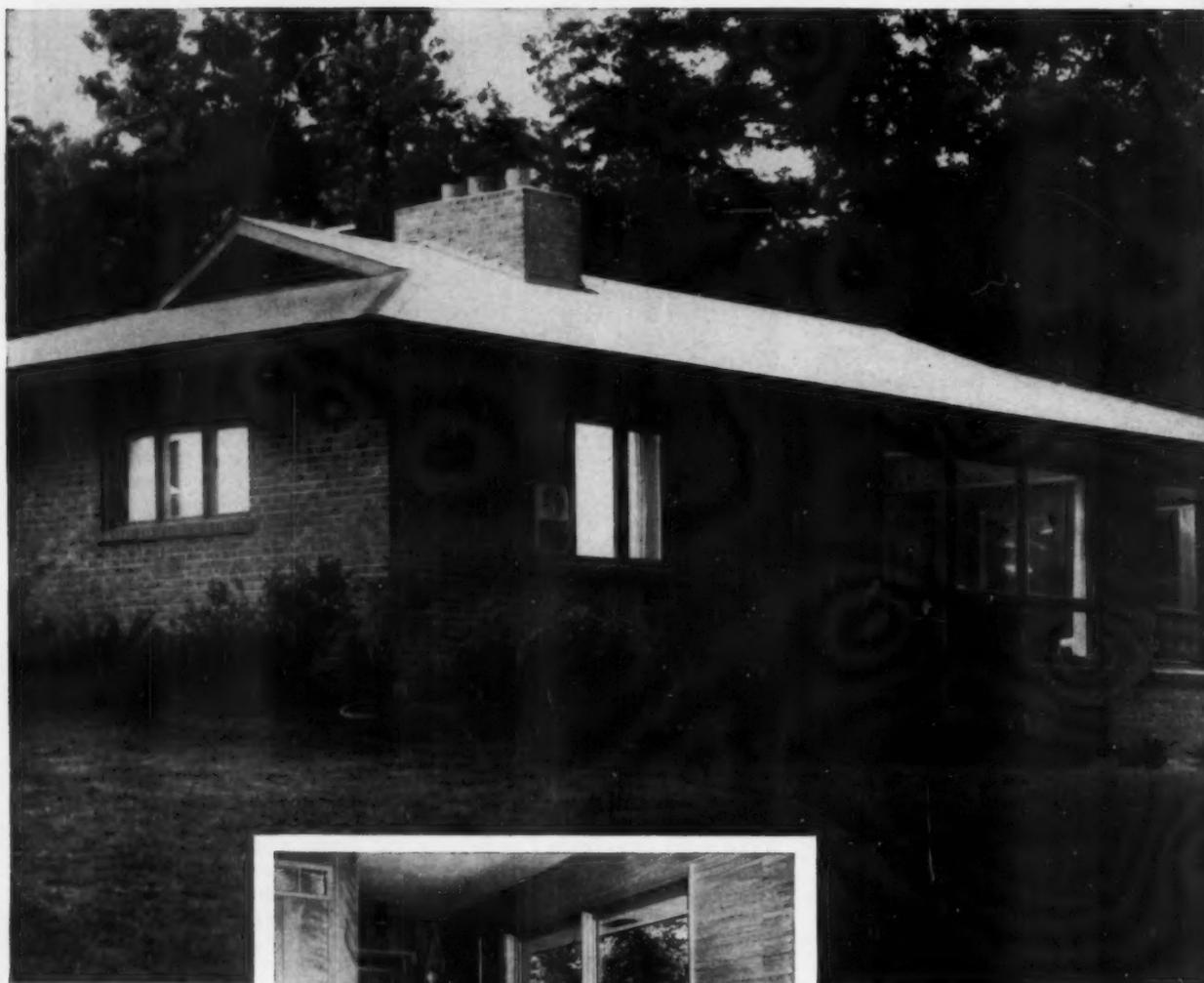
Please have your representative call on me, with complete information about Curtis windows with DeVac Bilt-In inserts.

NAME

ADDRESS

TOWN STATE

**“I have found it costs considerably less to install
with TWINDOW than to make the same**



a large window area
area a solid wall,"

says builder Spencer L. Dickinson,
St. Louis, Missouri.



Mr. Dickinson builds about 10 better-type homes a year in the St. Louis, Missouri, area. Many of his homes are designed to take advantage of a particularly fine view and to remove the feeling of separation between indoors and the outside. And in certain homes he has made allowances for the future inclusion of air conditioning.

Both of these requirements have given Mr. Dickinson considerable experience with TWINDOW. He sums up his observations in these words: "Homes built for future air conditioning require TWINDOW when they are created, to insure efficient operation of the air conditioning unit. TWINDOW adds beauty, insulating value and the viewing area demanded by the buyers—at no extra cost over the same area with a windowless wall. In fact, I have found it to cost considerably less to install large window areas and include TWINDOW than to make the same area a solid wall."

Why not explore the possibility of incorporating more sales appeal, greater comfort, and lower cost in the homes you build by including TWINDOW in their design? We shall be pleased to send you our free booklet which contains valuable information on the sales points, handling and installation of TWINDOW. Write to Pittsburgh Plate Glass Company, Room 9210, 632 Fort Duquesne Blvd., Pittsburgh 22, Pennsylvania.

TWO TYPES OF TWINDOW



TWINDOW—METAL EDGE. This type is ideal for large windows and where maximum insulation is needed. It's made up of two panes of $\frac{1}{8}$ " clear-vision Plate Glass, with a $\frac{1}{2}$ " sealed air space between. Its stainless steel frame, a TWINDOW feature, eliminates bare edges . . . makes handling safe, quick and easy.



TWINDOW—GLASS EDGE. This type is just the thing for modern window-wall construction. Having exceptional insulating properties, it is constructed of two panes of $\frac{1}{8}$ " PENNVERNON®—the quality window glass—with a $\frac{1}{16}$ " air space between. TWINDOW glass edge units are available in popular sizes for a variety of window styles.

TWINDOW®

... the windowpane with insulation built in



PAINTS • GLASS • CHEMICALS • BRUSHES • PLASTICS • FIBER GLASS

PITTSBURGH PLATE GLASS COMPANY

IN CANADA: CANADIAN PITTSBURGH INDUSTRIES LIMITED

Looks like a

MILLION!

Installs for less than

\$300



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

VIKON

METAL WALL TILE

gives your customers
the finest in durable,
easily-cared-for METAL
TILES—in the widest
range of types and colors



- Enameled Aluminum
 - Enameled Chromatized Steel
 - Porcelain on Aluminum
 - Solid Copper
 - Solid Brass
 - Stainless Steel
 - Copper Glaze
 - Brass Glaze
 - Brushed Aluminum
- Hammered Metal
 - Antique finish

The trend can't be missed! Beautiful, lightweight metal tiles are selling better than ever. And that means VIKON METAL TILES—by the only manufacturer geared to give you nationwide service in this popular, practical type of tile.

VIKON tile is economical. It gives lasting beauty wherever used. VIKON means top quality too. Investigate today. Write for our complete catalogue, "All About Vikon."

VIKON Tile Corporation
Washington, N. J.

AMERICAN BUILDER

"light ideas"

..from virden

to add sales sparkle
to your new homes

For
Traditional
Homes



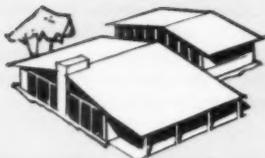
V-1476 One of six gorgeously styled Colonial chandeliers. Handcut crystal and gleaming brass to add a brilliant touch to any room.

V-6051 Authentic Early American in a pull-down. Polished brass with white shade. Opal chimney has star decorations.



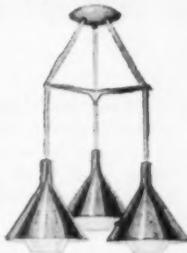
V-1499 Quiet dignity, warm hospitality is exemplified in this traditional design. In 6, 4, 3, and 2-light models, each hand-fashioned from solid brass.

For
Contemporary
Homes



V-1630 Modern blending of white imported plastic and polished brass, an exciting accent wherever it is used.

V-1193 An unusually versatile 3-light cluster . . . use it in living rooms, dining areas, family rooms, anywhere you need a smart modern accent.



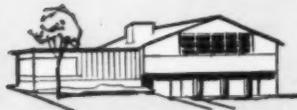
V-6200 Perforated downlight with crystal lens. Polished brass. Excellent accent light.

V-4465 Gleaming brass and satin white, in a modern blending.



V-7940 Give your patios, porches, entranceways extra sales appeal with this outdoor wall lantern.

For
Transitional
Homes



V-1791 The lovely charm of polished copper and black in the popular pull-down style.



V-1860 A touch of brilliance in an exciting 6-light chandelier. Use it with matching ceiling and wall lamps for a wonderful effect.

V-6840 Add a touch of glamour with this bathroom fixture. Use it singly or in pairs.



V-5880 Lift your halls and entryways out of the ordinary with this graceful design. Has matching wall unit and 5-light chandelier.



V-3920 Give your bedroom the look of richness. Imported glass has crystal beads, polished brass trim.



Your Virden distributor has the complete line of Virden "light idea" fixtures on display now. Or mail the coupon below for your free copy of our new 52-page full-color catalog.



virden
LIGHTING

A Division of the John C. Virden Company
Cleveland 3, Ohio
Member American Home Lighting Institute
In Canada, John C. Virden, Ltd., Toronto, Ontario

Virden Lighting, Dept. AB
5209 Euclid Avenue, Cleveland 3, Ohio

Send me your new 52-page "light idea" catalog.

Name _____

Address _____

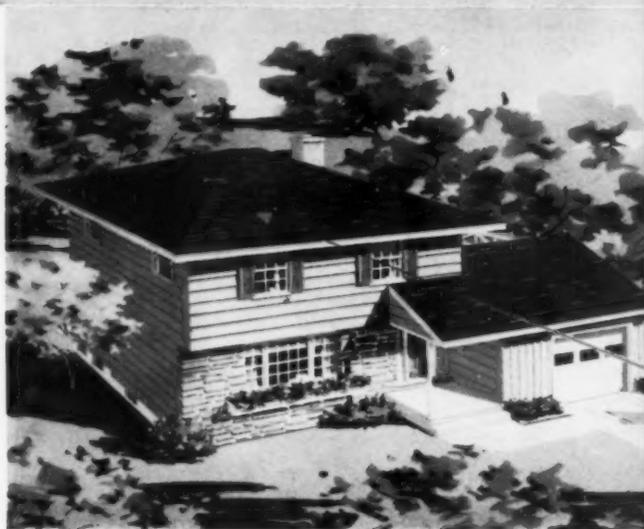
City _____ Zone _____ State _____

Find It Fast
In The
Yellow Pages

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.

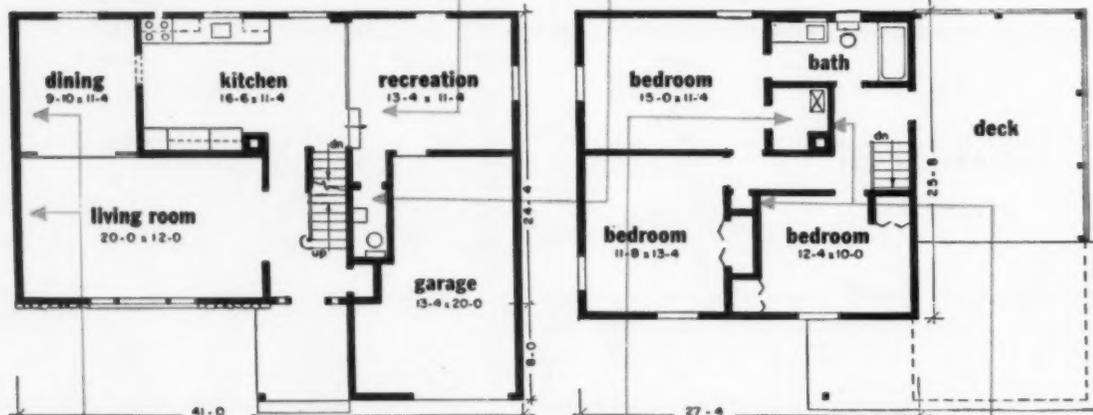
Check the jury report for ideas. Check it for point of view. Maybe it'll help you take a critical-constructive look at your house!
—The Editors



"There's a lot of house here, but a few

"The builder deserves great credit for offering so much value... and in modifying a tried-and-true floor plan. However, the judges could not feel enthusiastic over some aspects..."

"...for example, the first-floor washroom is accessible only from the recreation room, so guests must traverse kitchen and recreation room to use this facility. Recreation room would offer more flexibility in family dining if it were on same level as the kitchen. Also, some families might prefer omitting the wrought-iron railing, to allow more room for family dining table."



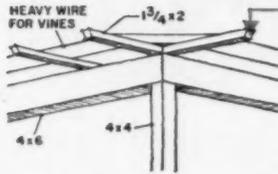
"Since lots are generally 70 ft. wide, it would be pleasant to have windows on the side walls of living and dining rooms. This would give a much greater sense of spaciousness."

"The original walk-in closet is too small to serve as a dressing room. Reducing it in size would make it more convenient and allow room for a linen closet and a hall closet for storing such miscellanies as vacuum cleaners, etc. Original linen closet could then be removed. This would make room for the enlargement of closets in bedrooms No. 2 and No. 3." (See revised plan on opposite page.)

"Basement plan and elevation (not shown) provide for windows only along the left side. Should there not be at least one on the front, near the porch, and one on the rear at the extreme right, to prevent dampness from summer condensation?"

"It is to be hoped that the fiber glass wall insulation has integral vapor barrier on the inside, or that polyethylene will be used throughout, and not only in the recreation room, as shown on the builder's application sheet."

These suggestions will make the house look bigger



Detail of pergola.

"Since front of house is good, solid Colonial, it seems in dubious taste to use another style of windows on the other three sides of the house. Also, a gabled roof would work better with this design than the original hip roof."

"Building a pergola and running the sun deck over the entire garage would be an inexpensive way to vary the exterior. (When I did this to my own house, friends thought I'd made an addition.)"



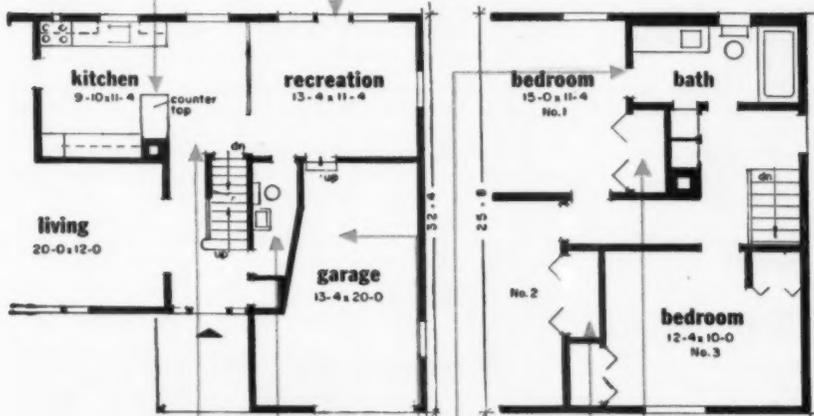
"Replacing the hip roof with a gabled roof, and using horizontal siding on all sides, would make the house seem larger. And the gables would permit installation of ventilating louvers at each end."



changes can make it look like more value"

"A countertop would prove a handy addition to the kitchen. Some families might like the idea of using a sliding or roll-down screen—at right edge of counter, and at the edge of the sink—to screen the food-preparation area while dining. Recreation room could use more natural light. There might be one window on each side of the door, or a pair to one side of the door."

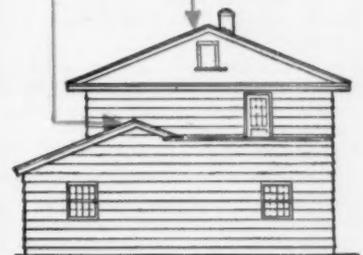
"Using the gabled roof (also see above sketch), plus giving the garage roof a ridge would improve harmony between main and secondary roofs. It will look like more house."



"Reducing the second-floor bathroom a foot or so in width would enlarge bedroom No. 1. Also, walk-in closet is not large enough, so closet shown might be more convenient."

"Modifying walk-in closet would make room for a linen closet, accessible from bath as well as hallway, plus a hall closet. Closets in bedrooms No. 2 and No. 3 could then be enlarged."

"Starting the stairs about 9 in. further towards the rear of the house would make the first-floor washroom accessible from the foyer. You will notice that the garage does not lose significant space as a result of this change."



How about your plan?

Architect Gerold Geerlings will do a limited number of plan critiques for AMERICAN BUILDER's readers. The charge is only \$50. We'll publish one critique each month. But we won't publish yours without your consent.

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 preference in your area.



*“What does it take
to be ‘top dog’
these days?”*

Bid on better jobs—get more contracts— through daily DODGE REPORTS

Yes, you can help yourself to more profitable bidding—with an assist from *Dodge Reports*. Here's what *Dodge* can mean to you:

1) *You won'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. With *Dodge Reports*, you always know what's coming up. You don't have to depend on invitations to bid.

2) *You'll bid on the jobs that will do you most good.* If you want to concentrate on jobs you know will be profitable, you need *Dodge Reports'* reliable facts about new building projects. And you need them early in the game.

3) *You'll know who's bidding against you.*

4) *You won't be misled by gossip and rumors.*

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 in the 37 Eastern states, let us show you how *Dodge Reports* can improve your operation and increase your profits.

WRITE FOR FREE BOOK

F. W. Dodge Corporation, Construction News Division,
119 West 40th Street, New York 18, N. Y., Dept. AB109

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)

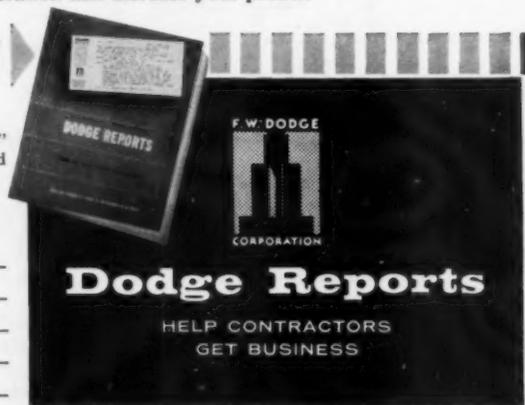
Area _____

Name _____

Company _____

Address _____

City _____ Zone _____ State _____



FREE MOE Light[®] lighting guide and catalog!

**SHOWS YOU How to Use
Decorative Lighting
to Sell Your Homes Faster**

Easiest way to keep ahead of your competition... best way to flatter your homes... quickest way to the heart of a home buyer! MOE Light brings you the latest ideas in lighting... MOE Light Inspiration Lighting, the newest styles in nationally advertised fixtures. Put them both together and they spell *profit!*



*Send for Your
Free Copy Today*



THOMAS INDUSTRIES INC.
LIGHTING FIXTURE DIVISION
410 S. Third St., Louisville 2, Kentucky

MOE LIGHT • STAR LIGHT • BENJAMIN
ENCHANTE • SAN MARINO

- 52 Pages in Full Color
- Practical New Lighting Ideas
- Easy Guide to Fixture Selection
- Facts on Certified Inspiration Lighting
- Mood Lighting with Dimmers
- Accent Lighting
- Decorating with Pendants, Clusters
- Recessed Lighting
- Outdoor Lighting

THOMAS INDUSTRIES INC., Dept. AB-10
Lighting Fixture Division • 410 S. Third St., Louisville 2, Ky.
 Send new 52-page full color MOE Light Lighting Guide and
Fixture Catalog.

COMPANY _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____
YOUR NAME _____



Manufacturer: Culligan, Inc., Northbrook, Ill.

No sweat, no drip, no complaints

Sweating, dripping, floor-messing water softeners usually bring sharp complaints from home owners. These complaints, of course, are poison to builders and contractors.

Designed to keep the housewife happy and the floor dry is this Culligan Pioneer water softener encased in DYLITE® expandable polystyrene. The DYLITE foam plastic casing insulates the cold tank from the warm air around it and prevents sweating either

can get started. DYLITE is practically moisture-proof, too. No sweat, no tank rust, no complaints.

Perimeter insulation made from DYLITE foam plastic is also finding greater builder acceptance. It is lightweight, easy to install, and relatively low cost.

We'll send you full particulars on DYLITE expandable polystyrene if you'll write to Koppers Company, Inc., Plastics Division, Dept. AB-109, Pittsburgh 19, Pennsylvania.

Offices in Principal Cities · In Canada: Dominion Anilines and Chemicals Ltd., Toronto, Ontario

KOPPERS PLASTICS

DYLENE® polystyrene, SUPER DYLAN® polyethylene and DYLAN® polyethylene are other fine plastics produced by Koppers Company, Inc.



You are paying for Trade-Wind quality . . . why not get it?



THE BUDGET-PRICED
Trade-Wind
PATRICIAN for 1960

The low price tag on this new Patrician Ventilating Hood may surprise you. Yet in spite of its budget price this is a *Trade-Wind quality-product*.

STUDY THESE QUALITY FEATURES:

This is "Packaged" ventilation. Comes to you complete with pre-wired hood, fan, lifetime lubricated motor, filter & grille for quick installation.



Quiet, high pressure Trade-Wind axial flow fan forces out the air against the toughest static resistance.

Push-button control - 2 ventilator speeds and on/off light switch.

Fully enclosed under-hood light with removable Alba-lite window.

Two lifetime finishes - beautiful coppertone or stunning satin chrome.

5 standard lengths - 30", 36", 39", 42" & 48".

The **PATRICIAN** . . . as surprising in price as it is in quality

Trade-Wind

DIVISION OF ROBBINS & MYERS, INC.
7755 PARAMOUNT PLACE, DEPT. AB, PICO RIVERA, CALIF.



It's a fast one man job!

to install Johns-Manville *Fiber Glass* Home Insulation
—you reduce labor costs on every installation

Johns-Manville Fiber Glass home insulation is so light in weight and resilient it fits snugly between framing members and stays in place until stapled. No helper is needed to hold the blanket up during installation.

One man alone can insulate an average-size house, both ceilings and side-walls in a matter of hours. The result: a great saving in time and labor costs.

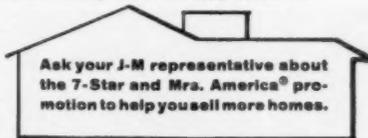
Because of the design of the exclusive "Double-Fold" Tabs, the blankets are automatically positioned in place

on the framing members to provide proper air space.

And there are added benefits after the insulation is in place. Because the "Double-Fold" Tabs extend only 1/2" on the face of studs or joists, framing members are not hidden from view of other craftsmen. Stapling is done on the portion of the tab along the side of the framing member. There are no obstructions on face of studs or joists to interfere with lath and plaster or dry-wall construction.

The tabs are aluminum foil, covered on both sides with Kraft paper. They have stronger holding power and don't tear away from the staples.

For additional information and name of nearest distributor, write: Johns-Manville, Box 111, New York 16, N. Y. In Canada, Port Credit, Ontario.



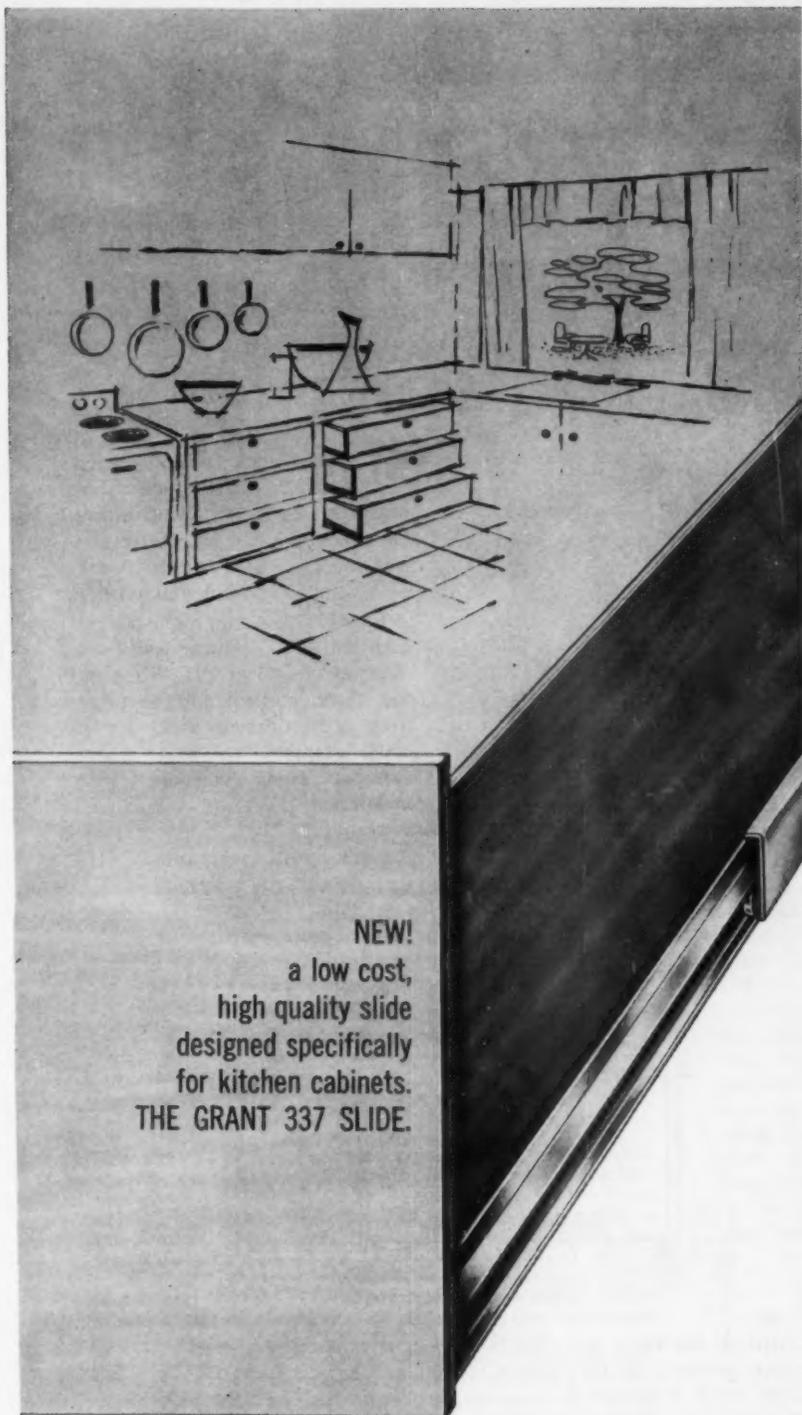
©Reg. U.S. Mrs. America, Inc.

JOHNS-MANVILLE



AMERICAN BUILDER

**FROM
THE
ground
UP**



NEW!
a low cost,
high quality slide
designed specifically
for kitchen cabinets.
THE GRANT 337 SLIDE.

Occasionally a product with outstanding features gains market acceptance at a pace so fast that even the manufacturer is somewhat surprised.

Such a product is the Grant 337 Kitchen Slide, whose entry in the competitive market 6 months ago, was greeted by a very substantial number of orders — and whose present position as *the* slide made expressly for kitchen kitchen cabinet application, is unchallenged.

Why has this happened?

Perhaps because Grant's research and development efforts are unique and superior — or, perhaps, because Grant's quality, prices, delivery and product dependability are without equal.

Whatever *your* reasons for liking the 337 — the following must be among them: it is low in cost . . . high in quality . . . and specifically designed for kitchen cabinets. It is available in production packages suitable for mass installation, standard packages or less than standard packages. Specifically, the 337 slide requires only 1/2" side space for mounting, installs with minimum effort and supports up to 30 lbs. Quiet nylon wheels have a positive mechanical stop to further insure efficient operation *and* durability.

Why not check further into the 337 — your kitchen-appeal will be substantially increased. Literature available upon request.

GRANT SLIDING HARDWARE



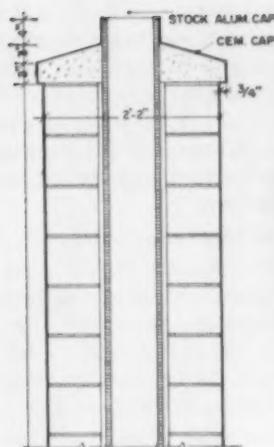
GRANT PULLEY AND HARDWARE CORPORATION

1 High Street, West Nyack, New York • 944 Long Beach Avenue, Los Angeles 21, Cal.

sliding door hardware • drawer slides • drapery hardware • pocket frames • pulls • special sliding hardware

COST SAVER FOR THE MONTH OF OCTOBER

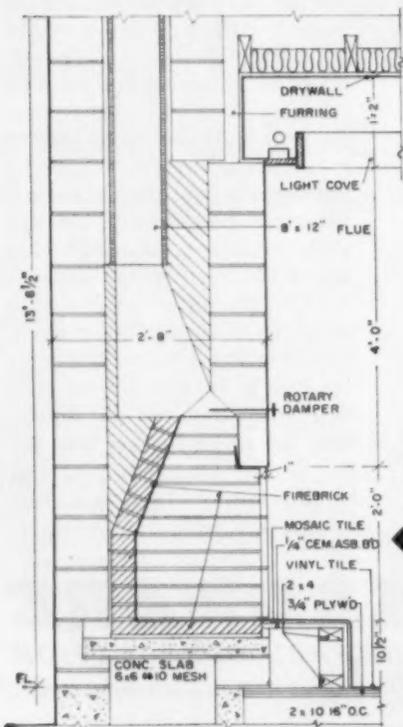
This masonry-block chimney can save
you \$300 if you build it this way



STACKED BOND construction gives the chimney an attractive pattern. Builder Gilhorn, at right, checks the completed job.

Masonry block is widely used to cut costs on inside chimneys. But builder J. A. Gilhorn, Glendale, Mo., saw no reason why the same idea couldn't work on an outside chimney as well.

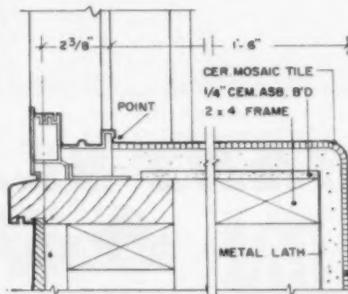
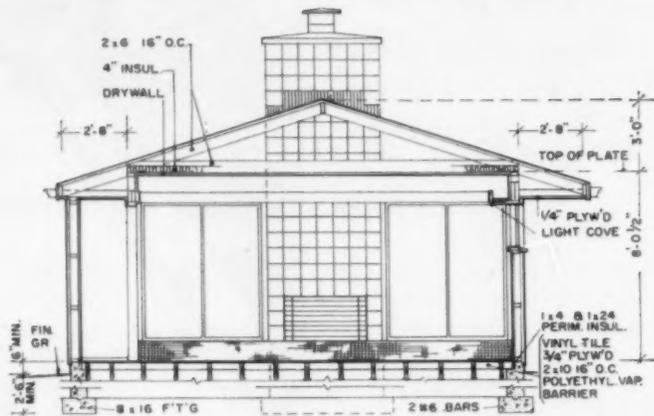
Faced with a minimum-budget addition job, Gilhorn built the chimney shown at left. When he was through, he'd cut the price from an estimated \$800 for a brick chimney to \$500 using masonry block. Savings came from using the lower-cost block, and from the faster erection made possible by the larger pieces.



▲ **HOUSE SECTION** shows the 56-in.-wide chimney, plus tiled window seat and hearth in front of it.

▶ **CHIMNEY SECTION** shows how massive masonry look is achieved with a single layer of block on each side of flue.

▶ **WINDOW-SEAT SECTION** shows construction of ceramic tiled seat. This part is under one of the flanking windows.



ADVERTISED IN
LIFE



CHROMALOX
Electric Baseboard Heating

No Drafts! No Dirt! No Furnace! No Ducts!

Save the cost of furnace, ducts, pipes, chimney—and enjoy modern, controlled comfort at its best. *Chromalox* electric baseboard units heat your whole home . . . yet you can adjust the heat separately for each room. And housework is much easier. There is no dirt or dust . . . and no fumes . . . with clean electric heat.

Chromalox Electric Baseboard Heating is economical to install and operate. Put smart-looking baseboards under windows and along cold outside walls . . . in new homes and old. They're the perfect answer for added rooms.

Automatic electric heating is so economical and safe that it's also the sole heating system for many of today's schools. And the name *Chromalox* gives you the assurance of dealing with the world's largest manufacturer of electrical heating equipment for home and industry.

FREE BOOKLET tells all you want to know. Just tell us whether you're interested in a new home or remodeling. **Write today.**



CHROMALOX

EDWIN L. WIEGAND COMPANY
7870 Thomas Boulevard • Pittsburgh 8, Pa.

Interest in electric home heating is at an all-time high

CHROMALOX heat will sell your homes

This ad appeared as part of a special 32-page "Live Better Electrically" section in the September 14 issue of *Life* magazine. This special supplement was the largest single advertising effort in *Life's* 23-year history.

In addition to *Life's* 15-million circulation, an additional 4-million copies are being mailed by electric power companies to their subscribers.

This ad is just one example of the strong *Chromalox* national promotion to help sell the truly all-electric home. And we'll help you. Not just with national advertising . . . but with model home signs, banners, local newspaper ad mats, radio and tv commercials, model home displays, hand-out literature, direct mail . . . a complete promotional package.

Get more information. *Today* . . . fill out and mail the coupon.

Edwin L. Wiegand Company
7870 Thomas Boulevard
Pittsburgh 8, Pennsylvania

Send me your free "Information for Builders."

I plan to build ___ homes in the next 12 months.

I am considering electric heat for the first time.

I have built ___ electric heat homes, using (brand) _____ heaters.

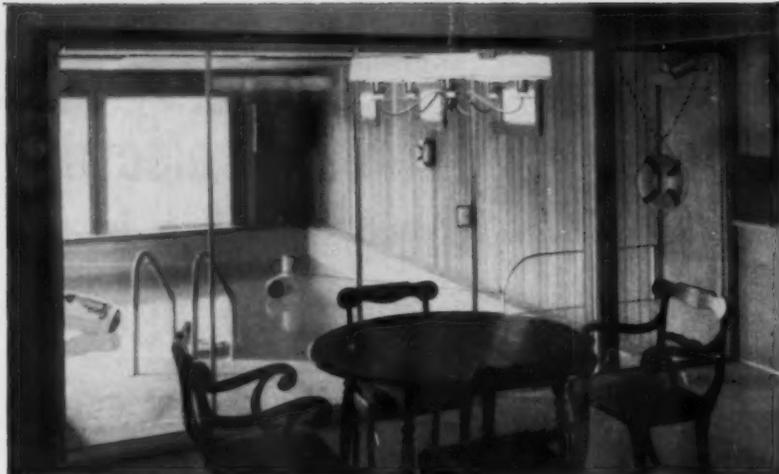
Name _____ Title _____

Company Name _____

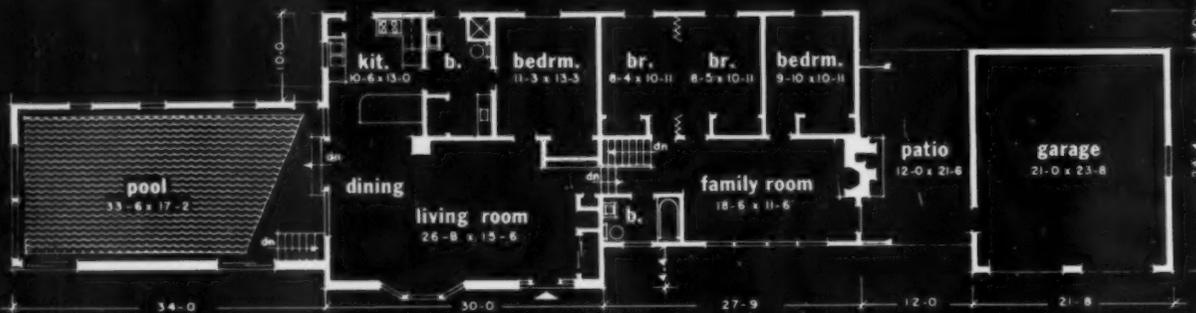
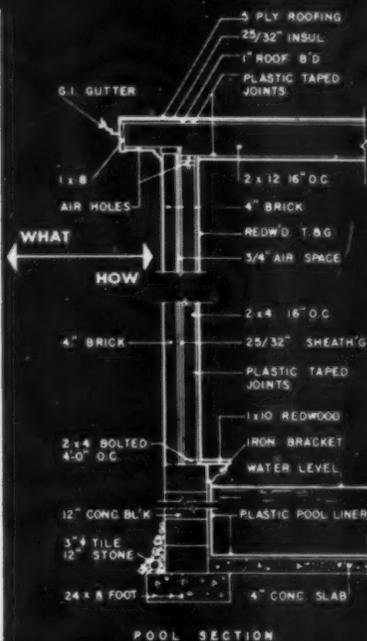
Address _____

City _____ Zone _____ State _____

BETTER DETAIL PLATE



SWIMMING POOL WING opens off the living-dining room, is separated from it by a set of sliding doors. Pool itself is extremely simple, consists of a concrete block foundation, with a slab below. A standard plastic pool lining makes the whole thing watertight. House sold for \$24,500 with pool, but without land.



This built-in swimming pool is a real attention getter

The built-in swimming pool shown above is interesting on two counts. First, as shown in the cross section, it proves how simple an indoor pool can be. And second, as Pioneer Builders of Mil-

waukee, Wis., discovered when they built the house, it proved a pool can be a great attention getter. It pulled huge crowds through the house, led to two more contracts based on this model.



"Town and Country's" easy adaptability to double and triple combinations adds external charm and beauty to every type of architectural styling . . . brings light and airy living to every room in the home.

THE NEWEST NEW HOMES IN AMERICA ARE BEING BUILT WITH

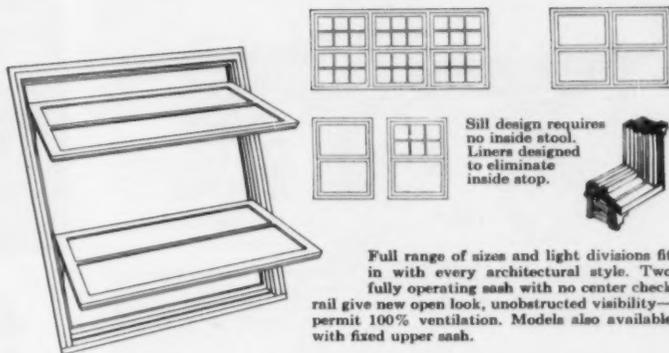
Malta *Town and Country* Windows

NEW HOMES built with Malta "Town and Country" windows are a step ahead of competition in charm, value, buyer appeal. This versatile new Malta thin line design is the perfect answer for creating unusual, low-cost window effects with a new open look . . . 100% ventilation, unobstructed visibility.

Economies in design and installation of Malta "Town and Country" units multiply into important savings — and profits — for the builder. Two fully operating sash are set in a single frame to cut material costs, speed installation. Single units combine easily into doubles and triples. A continuous casing around the inside of multiple combinations eliminates the need for a stool or stop — saves on materials, work time and finish cost.

See your local window supplier and discover how the new, low-cost Malta "Town and Country" units can help you build a better home without increasing costs, or write to:

Member Fonderosa Fine
Woodwork Assn. and N.W.M.A.



Sill design requires no inside stool. Liners designed to eliminate inside stop.

Full range of sizes and light divisions fit in with every architectural style. Two fully operating sash with no center check rail give new open look, unobstructed visibility—permit 100% ventilation. Models also available with fixed upper sash.

TOWN AND COUNTRY QUALITY FEATURES THAT HELP YOU SAVE . . . HELP YOU SELL

- Precision milled from first grade Ponderosa Pine for perfect fit.
- Attractive locking hardware secures sash. Durable, rust-proof screens and storm sash readily available.
- Malta preservative treated for protection against water, weather, termites.
- Materials, preservative treatment, factory workmanship unconditionally guaranteed.
- Full, rust-proof weatherstripping seals out dust, drafts, moisture . . . keeps heat in.

Supreme Quality Since 1901

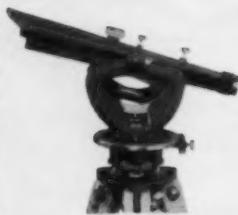
THE MALTA MANUFACTURING CO.
Malta, Ohio

— there's a BERGER instrument for every builder... every budget



**MASTER BUILDER CONVERTIBLE
TRANSIT-LEVEL — Model 320**

22-power telescope; coated optics. 3-ft. short focus. Horizontal circle and vertical arc read to 5 min. Sliding bar-type level lock. \$229.50*



**SPEED-A-LINER BUILDERS
TRANSIT-LEVEL — Model 200**

New brilliant optical system. Horizontal circle; vertical arc. Plate and telescope fine motion controls. Built-in sunshade. \$99.75*



**HEAVY DUTY 12" DUMPY LEVEL
Model 150**

24-power coated optics. Dust protected horizontal circle and vertical arc read to 5 min. Rugged, accurate center construction. \$174.95*



**SERVICE DUMPY LEVEL
Model 110**

12-power. Horizontal circle reads in degrees. Micrometer tangent screw and clamp for "on target" pointing. Underlugs level vial. \$54.95*



**SPEED-A-LINER DUMPY LEVEL
Model 190**

Internal focusing 11 1/2" telescope. Circle reads in degrees. Built-in sunshade. 4-screw fully enclosed, dust-proof leveling head. \$59.95*



**SERVICE TRANSIT-LEVEL
Model 143**

Reinforced one-piece yoke frame. 10-power. Fine motion controls on horizontal circle and telescope. Telescope and plate vial. \$92.95*

*Prices include stiff leg tripod, plumb bob and case—F.O.B. Factory
Other Berger low-cost, easy-to-use instruments include:
DUPLEX Tilting Level \$69.95; SIGHT "n" SURFACE Pocket Level \$3.85

MAIL COUPON FOR DETAILS

C. L. BERGER & SONS, INC., 47 Williams St., Boston 19, Mass.
Send me literature on

Convertible 12" Dumpy Level SPEED-A-LINER Transit-Level
SPEED-A-LINER Dumpy Level Service Transit-Level
Service Dumpy Level Duplex Tilting Level Pocket Level

Name _____ (Please print)

Address _____

City _____ Zone _____ State _____

THE BEST IN SIGHT IS

BERGER

Engineering and Surveying Instruments... Since 1871

Houses sell twice as fast!

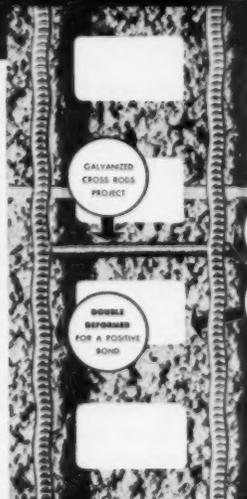
7 OUT OF 10 PROSPECTS WANT GAS

Beyond the city mains, your houses sell *twice* as fast when equipped with LP-Gas. Gas is the preferred fuel. A U.S. Dept. of Labor study reveals that 7 out of 10 new homes are gas-equipped. Economical, too. An LP-Gas water heater, for example, costs less to buy and less to install than any comparable electric model. Maintenance costs are lower because LP-Gas burns clean and requires fewer service calls. For clean heating, modern cooking and other home uses beyond the mains, it's LP-Gas!



WALLY WAL-LOK SAYS:

WAL-LOK
MORTAR JOINT REINFORCING
is now **DOUBLE DEFORMED**
... BONDS BETTER THAN EVER!



GALVANIZED
CROSS ROSS
PROJECT

CROSS ROD
HOLDS SIDE
BARS UP

SO THE
MORTAR GRIPS
ALL THE WAY
AROUND.

DOUBLE
DEFORMED
FOR A POSITIVE
BOND.

LENAWEE PEERLESS, INC.

1412 E. MICHIGAN, ADRIAN, MICHIGAN
SUCCESSORS TO ADRIAN PEERLESS, INC.

AMERICAN BUILDER

The WALL-HUNG WATER CLOSET



THE FAMOUS CASE WALL HUNG WATER CLOSET

The new CASE Wall-Hung "Quiet Type" Non-Overflow (safety feature) Off-the-Floor Water Closet is the ultimate in cleanliness, comfort and convenience.

Write for complete information to

CASE MANUFACTURING CORPORATION
247 Delaware Avenue, Buffalo 2, N. Y., Telephone CL 6000
1853 • 1959

HAVE YOU

Got an Idea?

**FOR A NEW, BETTER
BUILDING TOOL OR EQUIPMENT ITEM**



Men like you, who are building professionals, often get on-the-job ideas for new tools and equipment to do the work better, faster or more easily. Ideas like these can make money for you!

WE PRODUCE NEW TOOLS!

We are constantly on the look-out for new tool and equipment ideas needed and wanted by the building trades. Our 73-year reputation in the building field, plus our manufacturing facilities, make it possible for us to market worthwhile ideas successfully. Your own idea may be one of these!



WE PAY ROYALTIES TO YOU!

We reserve the right to accept or reject any ideas submitted to us. When we accept a new tool or equipment idea, we do all necessary development work — and actually make and sell the merchandise. We contract to pay you, as the inventor, a royalty for every unit we sell.



WRITE US — HERE'S EXACTLY HOW YOU DO IT!

BEFORE you submit an idea to us, you must FIRST write for our "New Idea Submission Form!" This is important! We use this Form to protect both the inventor and our Company. DO NOT send us your idea UNTIL you have received this FORM! Write for it — we'll send it to you at once. We cannot assume responsibility for any idea not submitted as described here. Write us today!



PRODUCT DEVELOPMENT DIVISION
GOLDBLATT TOOL COMPANY

1912 Walnut Street

Kansas City 41, Mo.

OCTOBER 1959

LOOK INTO
THE *Complete* LINE...

WAGNER
Garage
DOORS



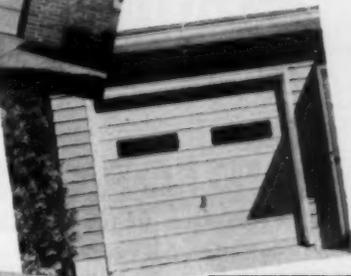
RESIDENTIAL

Standard and special designs in sectional overhead type residential doors for quick factory drop shipment. Makers of the fabulous Redwood Beauti-door.



WOOD

All standard types of sectional overhead wood doors available in extension spring or torsion spring galvanized hardware.



STEEL

Sturdy sectional and one-piece steel overhead type doors available in residential and commercial sizes. Galvanized steel and factory painted.



COMMERCIAL

Commercial sectional overhead type doors job design in wood or steel with either extension or torsion spring galvanized hardware.

Get full details about the 1959 Wagner profit-making sales plans on Garage Doors. Write for Condensed Price List AB-59.

If interested in Sawhorse Trestles, Scaffold Brackets, Ladder Brackets, etc., write for Building Hardware Bulletin AB-59H.

WAGNER
Slideover
DOOR

WAGNER MANUFACTURING COMPANY
CEDAR FALLS, IOWA, U.S.A.

235

REPAIR FOR YOUR B&D TOOLS



For genuine Black & Decker repairs check Yellow Pages under "Tools-Electric" for address of nearby Black & Decker

FACTORY SERVICE BRANCH
Free tool inspection when requested • Genuine B&D parts used • Factory-trained technicians handle all work • Standard B&D Guarantee at completion of recommended repairs • Fast service at reasonable cost.

Or write for address of nearest of 48 branches to:
THE BLACK & DECKER MFG. CO., Dept. S4210, Towson 4, Md.



Black & Decker
QUALITY ELECTRIC TOOLS



Break the monotony of
Flush Doors
with
finely carved

BENDIX mouldings

192 Lexington Avenue, New York, N.Y. Murray Hill 6-3395

LION UNIVERSAL TRIMMER
Precision Miter & Joint Cutter

A multi-duty cutter for right or left hand 45° miters or any adjusted angle to 90°. Accurate, razor-like cut any way of grain. Fine tool steel knives. Compact design. 8" wide, 23" long. Portable. A time saver on every job!

Write for full information

POOTATUCK CORP.
50 Old Stratford Rd., Shelton, Conn.

CLASSIFIED ADVERTISING

The Market Place for buying and selling used merchandise, help wanted, positions wanted, and other classified listings.

Rates—\$7.50 minimum for 40 words or less. 15¢ for each additional word.

FOR SALE:

30,000 Board Feet Douglas Fir Air Dried S4S 2x4—3' 4' 5' 6' 7' lengths, grades run about 20% construction and better, 25% standard, 35% utility, 20% economy.

\$40.00 M F.O.B. Mill
FRIDAY LUMBER COMPANY
TUSCALOOSA, ALABAMA

SELL WEATHERSTRIPPING. Exceptional profit. All-metal, simple to install. Write E-Z-ON (AB), 1009 Harvard Terr. Evanston, Ill.

we PAID FOR OUR HOME with the FOLEY SAW FILER

Here is Leslie Patrick's true story — as told by his wife.

"I can truthfully say Mr. Patrick made a wonderful investment 10 years ago with his Foley Saw Filer. He has done so well with his Foley and repair shop, we bought a house, built an addition, bought a new car, new shop machines — and it's all paid for."

Make \$3 to \$6 an hour

The Foley Saw Filer sharpens hand, band, circular saws like new. Start in spare time. No experience needed. Send for Free Book "Money Making Facts" — no salesman will call.

FOLEY MFG. CO., 1024-9 Foley Bldg., Minneapolis, Minn.



FINGERTIP DRAWER OPERATION

For Only **26⁴/₁₀¢**

PER DRAWER

(Cost of One Roll-ez "A" Set in Bulk to Cabinet and Fixture Manufacturers)

Roll-ez

ROLLER BEARINGS FOR WOODEN DRAWERS

Improved NYLON Rollers Insure a Smoother, Quieter Drawer Operation!

Eliminate friction of wood-against wood, keep drawers in alignment. Quick, easy to install. Performance compares with high priced slides. Made of perfectly molded NYLON rollers mounted on steel frames. Complaints, costly "call-backs" due to drawers sticking and binding are a thing of the past.

WRITE FOR FREE ROLL-EZ "A" SET & LITERATURE SHOWING HOW ROLL-EZ GIVES ADDED APPEAL TO BUILT-INS & SAVES YOU MONEY!

JUNIOR-PRO PRODUCTS CO., 118 E. Marceau St., St. Louis 11, Mo.

LEARN ARCHITECTURAL DRAFTING in spare time at home



GUIDED BY REGISTERED ARCHITECTS. Lay-out design, detailing, estimating, specs., constr. mat'ls., plumbing, electrical, etc. All tools, books, mat'ls included at no extra cost with this up-to-date drafting course.

CLEVELAND ENGINEERING INSTITUTE

MAIL COUPON NOW!

Cleveland Engineering Institute
Dept. AB-10J • 6300 Euclid Ave. • Cleveland 3, Ohio
Please send FREE lesson & success book.

MY NAME AGE

ADDRESS

CITY ZONE STATE

(No obligation — No salesman will call) A-2314

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.
- Comfort* • Picture window view of fire.
- Convenience* • Radiates gentle, even heat with no floor drafts.
- Burn wood, coal or gas.
- Piano hinged doors open easily.
- Control fire with sliding draft doors.
- Safety* • Protects against sparks, smoke, soot and dirt.
- Guaranteed.



*Treasured In Fine Homes
Everywhere!*

Sizes to fit any opening.
For complete details . . . Write Dept. AB1059

Thermo-Rite MANUFACTURING CO., Akron 9, Ohio
Canada: St. Catharines, Ontario

MARKEL . . .
world's largest mfr.
of residential and
portable electric
heating units.



MARKEL ELECTRIC *Thrift Trim* BASEBOARD HEETAIRES

- Cost Less to Buy!
- Cost Less to Install!

Completely Inclosed
Heating Elements

**GUARANTEED
5 YEARS!**

MORE HEAT at LESS COST!

Automatic or Manual
2 ft. to 8 ft. Lengths
500 to 3000 Watts 208/240V

For FREE LITERATURE
Write Dept. AB

MARKEL Electric Products, Inc.
LA SALLE Products, Inc.

145 Seneca St. Buffalo 3, N. Y.

Chambers BUILT-INS

most honored name in America's finest kitchens

... OFFERS THE ONLY
**COMPLETE PACKAGE OF
MATCHED
Built-Ins**

... NOW PRICED
FOR EVERY KITCHEN PLAN!

Gas or Electric

Only Chambers offers so many combinations . . .
a complete line of RANGES and OVENS (Gas
and Electric) . . . REFRIGERATOR-FREEZERS
. . . DISHWASHER-DRYERS . . . VENTILAT-
ING HOODS . . . HEAVY DUTY DISPOSERS
to fit every budget . . . every plan!



Every homemaker knows Chambers quality, the
byword in gourmet cooking equipment since 1910.
Now here is the finest achievement of Chambers
craftsmen, styled in Silver Satin Chrome, gleaming
Copperlux, or pure plated Antique Copper.

- NO mis-matches
- NO mis-fits
- NO "off" Colors
- ONE call to order
- ONE call for service
- ONE sales policy

RESULT: More Profit For You!

CHAMBERS BUILT-INS, INC. Dept. AB-109
2012 N. Harlem Ave., Chicago 35, Ill.

Please rush Air Mail:

- Specifications on all Chambers Built-In units.
- Have representative call.

Name _____

Address _____

City _____

Zone _____ State _____

THE MONTH Ahead

SCHOOL FOR BUILDERS

The sixth annual Advanced School for Home Builders will be held at the University of Illinois October 19-28. It will be a joint effort by the University's Small Homes Council and the National Association of Home Builders.

We cannot recommend these nine days too highly. The subjects will include every phase of home building: market analysis, land planning, design, management, component construction, heating and air conditioning, promotion, and merchandising. In addition, key builder problems will be hashed over, and there will be question and discussion periods where builders can bring their own particular headaches for analysis.

Since facilities are limited, enrollment must be held to 50 students, and these will be accepted on a first-come, first-served basis. The fee is \$135, and it includes tuition, classroom material, field trips, and a final banquet. If you'd like to attend, write to: Short Course Supervisor, Room 116c, Illini Hall, Champaign, Ill.

WINTER ON ITS WAY

Did you read the scheduling story on p. 114 of this issue? If not, turn back to it right now. It talks about bad-weather building, and how to plan for it; and the *time* to plan for it is right now, when the weather is still good.

The important thing is this: keep your crews working. If you have jobs ready for them inside when they can't work outside, bad weather won't hurt you a bit.

Your own time needs planning too

Before we close out this planning issue, let's take a look at a too-often neglected aspect of planning: your own time.

Stand in front of a mirror. What you're looking at is a combination of builder, designer, purchasing agent, salesman, superintendent, bookkeeper, carpenter, and general errand boy. Each one of these roles is important to your business. Yet can you honestly say that your time is planned in order to get the most efficient service from each of these "employees"?

Let's begin with this idea: no matter how much of a superman you are, you can't do everything. If you produce one or two houses a year, you may come close; but if you've passed the ten-year mark, you simply can't be the whole show. And if you try, you'll spread yourself too thin. Things won't get done, and you'll wind up losing money.

You've simply got to farm out some of these roles, and the trick is to know which ones.

What are you best at?

Suppose, for example, you're a real bear for field work. You can handle men, keep track of which subs should be where and when, and keep half a dozen houses rolling at a time. Obviously this is where you will be most valuable to yourself. Leave the books to a part-time accountant, and hire a bright young lad at a buck and a half an hour to chase after nails in the pickup. You belong on the job.

Or suppose that you're better at the business end of things. Then it will pay you to stick closer to the office, and perhaps spend your outside time in your model home working on buyers. You can hire a good superintendent, and you can have your plans drawn by an architect (or tear them out of AMERICAN BUILDER).

Finally, there's a personal aspect to all this. Building houses is a full day's work, and if you own your own business, it will slop over into many evenings, and some weekends to boot. But you shouldn't have to work **every** night and **every** weekend. Good planning will give you more time for yourself. Your family will see something of you for a change, and you may even have time to play a little golf.

IN THE NEXT ISSUE: an expert shows you how to get the most out of your merchandising dollar... how to use both visible and hidden values to sell your houses... AMERICAN BUILDER's special National Home Week Report highlighting significant housing trends across the country.

*A floor she'll appreciate—
the new*

Ultima*

**INLAID
LINOLEUM**

Here's something that will really help you sell homes—a brand new kind of inlaid linoleum that combines the finest of linoleum with the best of vinyl—for increased beauty and ease of maintenance. Now you can offer prospects all the advantages of a custom installed, seamless flooring plus sharper colors, new stain resistance and new sheen. And locked-in-to-stay-in metallics for today's smart decorator look. It's Ultima Linoleum—a truly eye-catching, *different* floor.

*Trade Mark



ULTIMA INLAID LINOLEUM (1806)

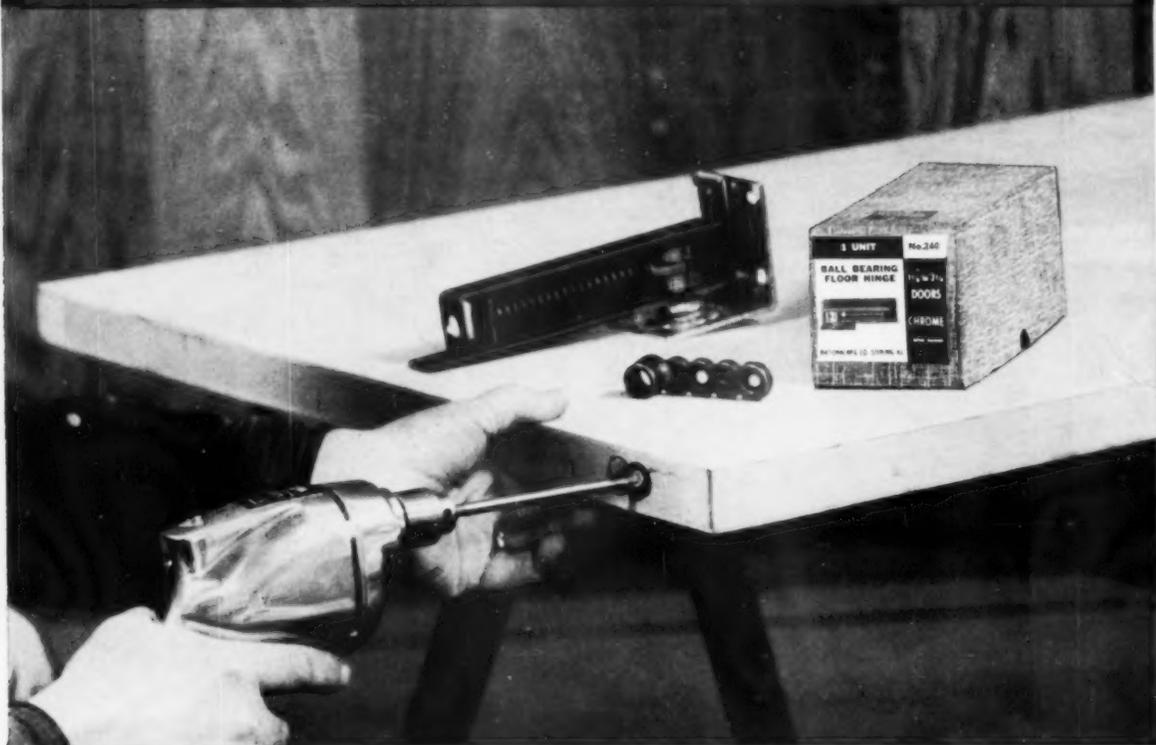
GOWN—BONWIT TELLER

Learn how you can use Ultima Linoleum as part of a complete new home-selling program. Write Congoleum-Nairn Inc. Kearny, N. J.



Congoleum-Nairn
FINE FLOORS

Bullders who "look ahead" specify
hardware by *National of Sterling*



For example, they can...

Hang Doors Faster...Easier

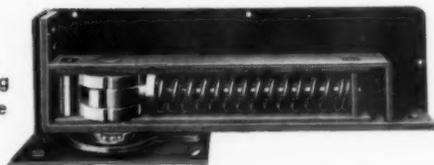
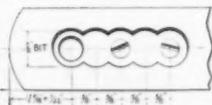
WITH NATIONAL'S UNIQUE
BALL-BEARING FLOOR HINGE

Installing a swinging door with the No. 240 Floor Hinge is one good example of how you *cut labor costs* with National of Sterling hardware. Any carpenter can drill five $\frac{7}{8}$ -in. holes *faster* than he can measure and chisel out the mortise for a pivot plate. The National line is built to satisfy the *builder*, as well as the home-buyer. That's why so many prominent builders say, "Make it National of Sterling"!

WRITE FOR FREE CATALOG TODAY



No. 240
Ball-Bearing
Floor Hinge



NATIONAL MANUFACTURING CO.

18910 First Ave., Sterling, Illinois

