

Building forecast . . . Land planning

Next year's costs . . . Business management

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Hottest Markets Ahead: 1-Lowest cost houses

2-Apartments, town houses 3-Retirement houses

4-Remodeling

5-Vacation houses

Oct. 1961

AMERICAN

Builder

*The Business Book
for Builders*

Builder Carl Mitnick: tells how to plan for a banner year in '62 . . . page 13





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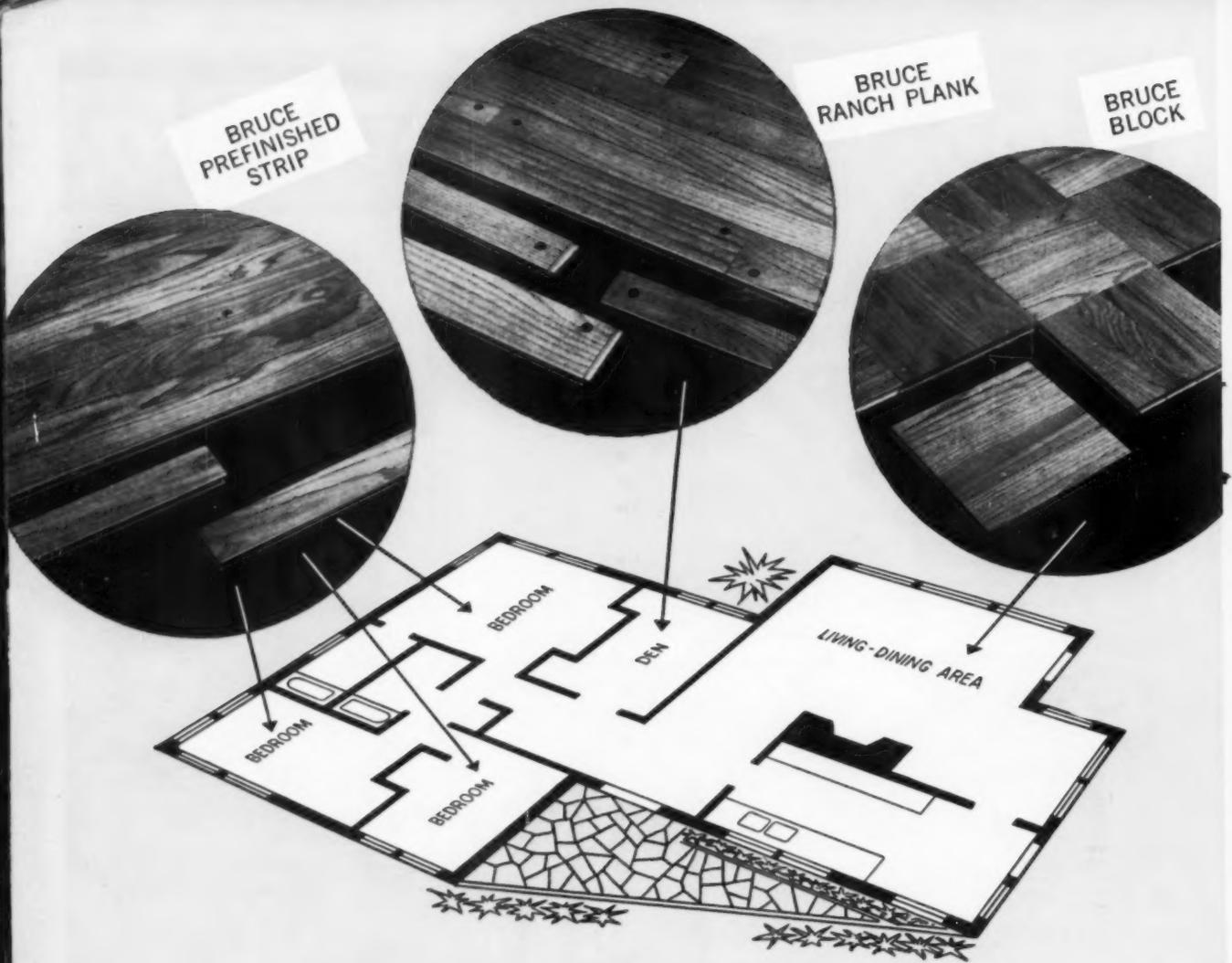
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Not by price alone

The drastic shift from a post-war seller's market to the recession buyer's market of 1960-61 has forced significant changes on the building industry. Two we consider highly important are:

The builder does not, and can not, SELL on price alone
The builder does not, and can not, BUY on price alone

Builders have abandoned the idea of attempting to sell even the lowest income buyers on price alone. Today they are selling good planning and design, a fine community, a livable, luxurious interior. They are selling high quality and low upkeep, good service, good equipment, a house that's easy to own, and fun to live in.

This sales approach applies even to the lowest priced models. And it's the sale approach that has kept most builders making a profit in spite of the late depression.

Now let's take a look at the other side of the ledger—the buying side. We hear it said “builders buy on price alone.” It's not true except in isolated cases, and then usually by volume operators of poor reputation and short life.

A healthy majority of builders today are more concerned with quality, service and reliability than price. Time after time they complain:

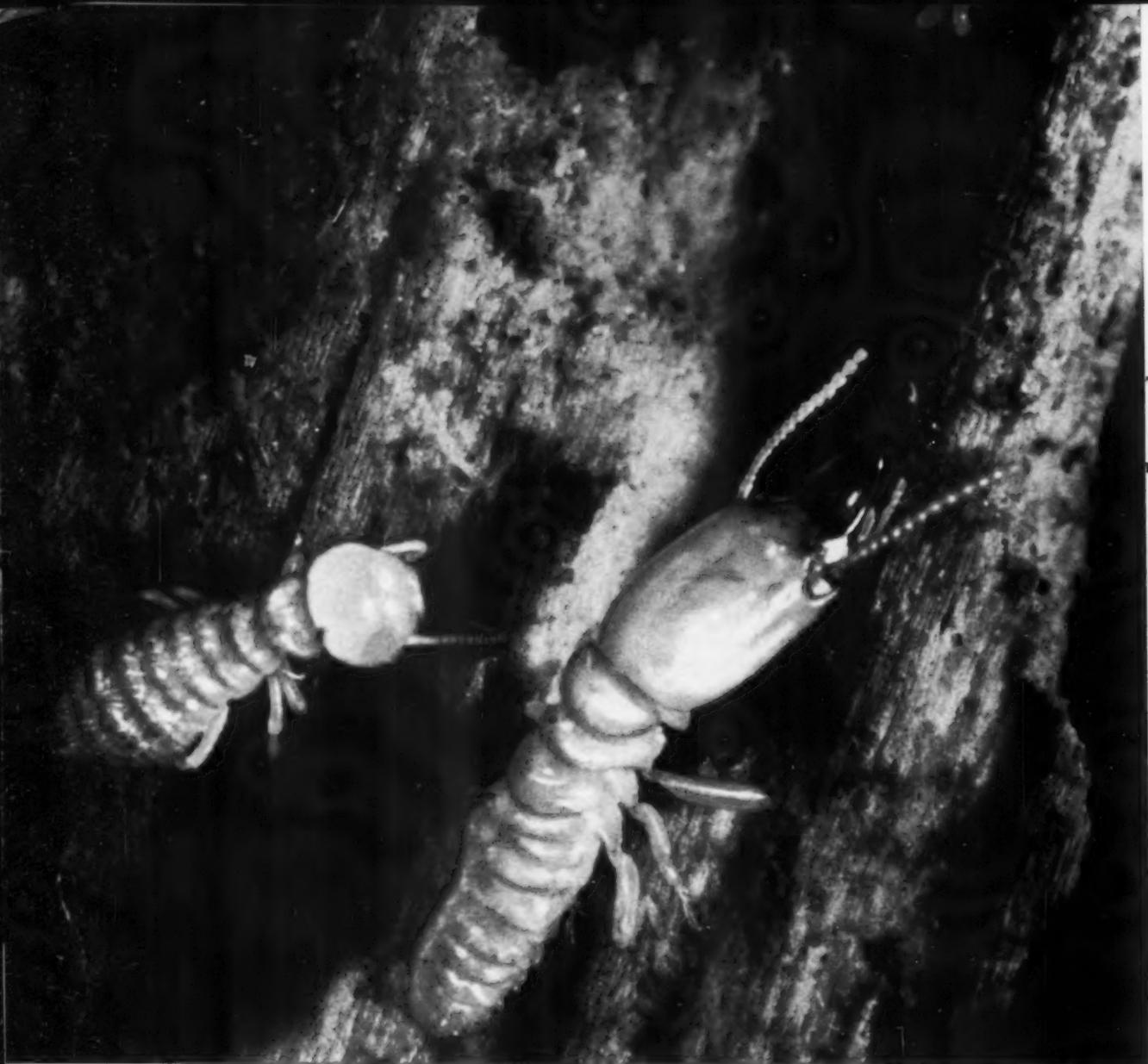
“We need more product data and installation facts.”
“We want a quality product that helps us sell.”

Custom home builders are especially vocal about what they consider the wrong sales approach taken by manufacturers and their salesmen. Often the salesman mistakenly assumes the builder is concerned with price alone and starts the conversation by offering a cut rate. Yet the builder is much more interested in how the product can help him do a better job, build a better house, or make a sale.

Here's the advice a prominent builder who buys more than a million dollars a year of building products offers to those who would sell a builder materials or services:

- **“Know your builder.** Learn his problems. Above all, be sure you know the kind of houses he is building, and the market he serves.”
- **“Know every technical detail** about installing or servicing your product as it applies to the builder's locality. Salesmen often do not. Be prepared to show how to install economically.”
- **“Attend local builder meetings,** get to know what's happening, what's selling, what's hot; know what competitors are doing.”
- **“Be equipped to give help** on such builder concerns as zoning, codes, utility or land problems, FHA minimums.”
- **“In other words, sell service, quality, know-how—not price.”**

JOSEPH B. MASON, *Editor*



New homes can now be protected against termites for 10 years or more with aldrin

—and there's no significant increase in building costs.

ALDRIN has proved to be one of the most effective termite controls in use today.

Aldrin schedules easily into construction procedures and allows many units to be treated in each working day.

Aldrin is listed in the minimum property standards of F.H.A. for termite control on all types of new construction—slab, basement and crawl

space. The U. S. Forest Service, the Armed Forces and many other Federal, State and local agencies responsible for building construction have listed aldrin for use as a soil poison.

Aldrin is long lasting—proved 100% effective for more than 10 years. Because of this, you can use and specify aldrin chemical termite barriers with complete confidence.

Shell Chemical Company, Agricultural Chemicals Division, 110 West 51st Street, New York 20, N. Y.

**Shell
Chemical
Company**



Agricultural Chemicals Division

October 1961

The Facts on Condominiums—This important part of the new housing act may find many homebuilders moving their operations back to the city 11

Planning: It's the Key to Profits in Tricky Days Ahead—There's no doubt: business will be better (in many areas, booming) in 1962. But about the individual builder? What are the best markets for him? AMERICAN BUILDER forecasts the "jump areas" in '62 building; shows you tomorrow's hottest new markets 71

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An Aggressive Oil Industry is Out to Win the Builder—Faced with tough competition from other utilities, the newly-organized National Oil Fuel Institute is engaged in an all-out campaign promoting oil heat to builders and buyers 112

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COVER: New Jersey's Carl Mitnick points out why he feels building will enjoy a banner year in '62. An NAHB past-president, Mitnick is active in retirement building at Cape May, N.J. (Photo by Russ Rypsam)... 13

Now! Any old electric hammer is worth \$60 or more trade-in



on a New Skil ROTO-HAMMER

...the hammer that revolutionized masonry drilling

Your Skil distributor is ready to give you a whopping big trade-in allowance on a new Skil Roto-Hammer—the *fastest, easiest, lowest cost way to drill masonry holes!* You'll actually receive \$60 or more worth of Skil Hammer accessories as your trade-in for any old electric hammer, regardless of make, model or condition.

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WHAT'S NEW *and what to do about it*

Pace of homebuilding continues to quicken

Latest reports from the Bureau of Census indicates spending for private non-residential construction in the month of August amounted to \$2.1 billion—an increase of 4% over the same month in 1960. Total private construction expenditures (\$3.7 billion) were up 5% over the previous August.

The best brains in the business are agreed that the upward trend will continue on into 1962. The only disagreement is on the rate of increase. Opinion ranges from moderate to magnificent. For more details on the year ahead in the residential construction business, turn to AMERICAN BUILDER'S forecast for '62 on page 72.

"Don't ignore the small town market potential"

This advice is being sounded more and more often throughout the building industry. NAHB's chief economist Nat Rogg has been alerting various builder groups to the unsatisfied demand for new housing that exists in the smaller towns which have been by-passed in recent years. William Slayton, head of the Urban Renewal Administration, also points out that 310 cities of 50,000 or under now have urban renewal projects in either the planning or operational stages and adds "one of our objectives in the URA is to bring more small cities into this program." And, Sam Slaughter, Jr., a successful builder from New Richmond, Wis., says one of the most attractive housing markets in the nation today is for rental units in small towns. Surveys on this phase bear Slaughter out.

Biggest problem in stepping up construction volume in small town markets is a lack of financing. One of the quickest solutions is to turn to the prefabbers who usually have money available for this purpose and are now offering a wide variety of houses and commercial structures to fit almost any local need.

How do you build a successful remodeling business?

A new survey of builder-remodelers by AMERICAN BUILDER found that 93% of the 1000-plus respondents felt that referrals from satisfied customers was their main source of business. Second and third in importance: lumber dealers and sub-contractors. These builder-remodelers apparently know what they are talking about—almost 3 out of 4 reported that business was as good or better in 1961 than it was last year.

Simple moral: the extra you sometimes spend to make a customer happy may be the cheapest and best advertising you can buy.

Wisconsin builders finally win a statute of limitations

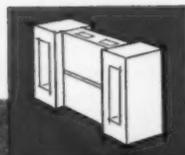
Wisconsin has placed a statute of limitations of six years on residential construction—after that time the builder cannot be held liable. Bryant Fisher, president of the Wisconsin Builders Association, said that until the new law was enacted the homebuilder could not (with confidence) call any profit his own if it was derived from the building of a dwelling unit.

Copying of plans may be flattering but it's illegal, too

Two federal district courts in Southern California have enjoined two building firms from further use of house plans which were substantially similar to ones used by builder Ross Cortese. In both cases the courts found in favor of plaintiff Cortese although the defendants claimed they had not copied from the original drawings but conceived their plans from visual inspections of his houses.

If you like a plan and want to use it intact, get permission from the owner. These rulings affirm the doctrine of indirect copying which holds an architectural copyright is violated when drawings made from a completed structure closely duplicate the original ones.

► Great new things are shaping up in concrete block



Architect Marcel Breuer, New York, alternated hollow-core units and standard 4" x 8" x 16" concrete blocks to create this striking masonry wall. PHOTO COURTESY NATIONAL CONCRETE MASONRY ASSOCIATION.

Atlas Masonry Cement provides the right mortar

Concrete blocks in a range of new designs . . . colors . . . and textures are being used to create unusual and distinctive effects in masonry construction. For structural or decorative use, indoors and out, the economical concrete block is now a major design element in today's building plans. And to lay up these new concrete masonry units, Atlas Masonry Cement continues to be the preferred basic material for mortar. It helps produce a smooth, workable mix . . . assures a stronger bond . . . gives weathertight joints that are uniform in color . . . complies, too, with ASTM and Federal Specifications. For information, write: Universal Atlas Cement, Dept. M, 100 Park Avenue, New York 17, N. Y.



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CHANGE

The Facts on Condominiums

Now part of the Housing Act, it's an exciting new market for builders

One bright solution for the builder interested in urban housing is the ancient concept of individual ownership of living units combined with joint management of community facilities. Its name—condominium.

Now an important section of the new housing act (Section 234, Public Law 87-70, passed by the 87th Congress) it is finding increased enthusiasm among city planners, large and small builders, and any number of people who wish to live in urban areas.

The advantage for the buyer

Long known in Europe and Latin America (especially Puerto Rico, where they are called "horizontal properties") condominium incorporates an important difference from the co-op—each owner holds title to his apartment. The only control (and this is restrictive) that the apartment dweller has over his living unit in a co-operative is his stock certificate in the corporation.

Under condominium, owners have the choice of:

- Owning their apartments free and clear of mortgage.
- Financing the unit through regular mortgage channels, or
- Mortgaging the apartment according to changing economic conditions.
- Giving away or willing the unit much in the same way as a private house.

In addition, each deed is recorded separately; taxes are levied individually.

Another point: Favorable FHA terms for condominiums can aid those people who enjoy good credit rating, but lack the down payment.

There are common responsibilities

Management of a condominium is controlled by a residents' association with a two-thirds voting rule. The builder or developer who has taken the initiative in promoting and constructing the condominium may assume management temporarily—soon passing it to the residents. Costs are assessed from individual owners.

Common responsibilities shared by the unit owners include maintenance of land, entrance

lobbies and halls, elevators, heating, landscaping, swimming pool. This common obligation is set forth in each owner's deed.

An important point here: Each owner is charged according to the value of his property in relation to the entire condominium. This value cannot change (hence, neither can maintenance liability) without the agreement of all the owners.

Puerto Rico leads the way

Keeping pace with that island's slow, but rising economy has been the popularity of condominiums. Soon to rise in San Juan, a 22-story apartment building dubbed the "Condominio Atlantico." This 82-unit building (with second floor swimming pool) will be financed by the Equitable Life Assurance Company of New York. The company will also provide mortgage loans for qualified purchasers.

Heart of Puerto Rico's condominium ordinances (or Horizontal Property Law) are deed restrictions which, when recorded, point out that: . . . "everything relative to the administration of the property and any further data in connection with the property which it (the deed) may be advisable to set forth . . ." In addition to the deed, a plan of the apartment must be filed.

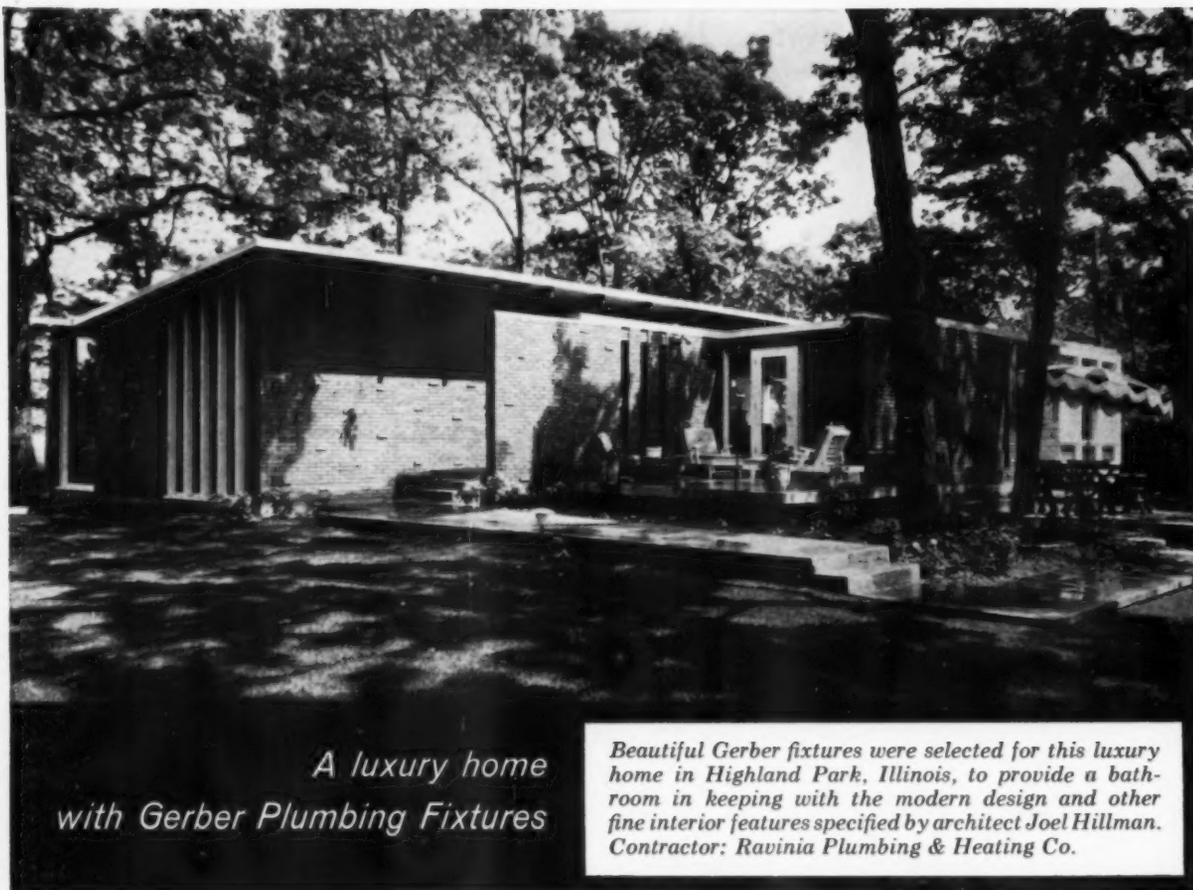
Other U. S. companies jumping on the condominium bandwagon in Puerto Rico include Aetna Insurance, Westinghouse, Pittsburgh Plate Glass, American Institute of Marine Underwriters, Raymond Loewy and others.

Interest quickens in U. S.

A little over two months ago, Hawaii took the lead among the States by passing a condominium enabling act. California and Florida are readying a similar legislation. In all three states the reason is obvious—land is scarce and valuable; providing "air space" is a logical solution.

Modified condominiums have already gone up in such varied communities as New York City, Washington, D. C. and Stamford, Conn.

Condominium will probably find more immediate acceptance and use in the vastly populous east and west coasts. As it becomes more a part of housing's overall picture, it will help answer the "population explosion" problems of the cities of Mid-America.



*A luxury home
with Gerber Plumbing Fixtures*

Beautiful Gerber fixtures were selected for this luxury home in Highland Park, Illinois, to provide a bathroom in keeping with the modern design and other fine interior features specified by architect Joel Hillman. Contractor: Ravinia Plumbing & Heating Co.

Gerber fills your luxury home needs for less yet gives "expensive line" features, quality

Builders are selecting Gerber Plumbing Fixtures for more and more of their luxury homes because Gerber's styling, quality, and beauty meets luxury requirements at sensible prices.

That's because Gerber fixtures are designed and produced for the Mighty Middle mass market only. This market specialization in a complete line of basic fixtures only, results in savings passed on in the form of added features — some exclusive, others found only on more expensive lines. Thus, Gerber fixtures are priced low enough for very moderately priced

homes, yet their quality, beauty and styling makes them highly desirable for expensive homes or motels, hotels, schools and similar applications as well.

It will be to your advantage to check on Gerber fixtures, available in white or six modern colors to match any decor. Write for our catalog showing the complete line of Gerber brass, steel, cast iron and vitreous china. Catalog shows special design features that make installation quick and easy, too, plus "packaged" bathrooms available for every building price range . . . saves time and money on every job.



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OPINION

Will '62 be a banner building year?

Builders everywhere who want insight into the coming year turn to men like Carl Mitnick. Master builder—with over four decades of experience—Mitnick has earned a position as an elder statesman of the industry. Here, the former president of NAHB (1959) turns his experienced eye on 1962. This is what he sees:

Mr. Mitnick, what kind of year will 1962 be for builders? "I think it will be a banner year. It will be one of the best years we've ever had. There are two reasons for this. First, Mr. Kennedy's increased spending on defense. And second, the housing act. Both of these factors will greatly stimulate building in '62."

Why is increased defense spending important? "It acts as a boost to the economy. And even though it doesn't affect building directly—it has a marked effect on sales. Why, the day after Mr. Kennedy made his speech on the Berlin Crisis we had a spurt of interest in our model homes. People came down because they felt more secure in their jobs. And that's important, increased defense spending will tend to reduce some of our unemployment."

What aspects of the housing act do you see as most important? "I don't know about 'most important' but the bill will certainly stimulate remodeling, and I think it will definitely push low-cost housing, housing priced below \$15,000."

What about the elderly housing market? "This market is becoming bigger and bigger every year. In 1962, I think it will really come into its own. You know right here in this development [Fairway in Ocean City, N. J.] we have considerable interest from elderly couples. Half the homes we sell are for retired families."

Why will this market be important in 1962? "Well, elderly couples are surprisingly well off. I had a customer just the other day who told me he had between \$35,000 and \$40,000 accumulated—and yet he had never made more than \$8,000 in his life. And with the new social security law [permitting retirement at age 62 for many workers] and the always increasing pension payments—elderly couples will be a wealthy market in 1962. Then there will be more companies asking people to retire early



CARL MITNICK, with his vice president and general manager, W. V. Higgins, in the patio of a retirement house.

next year, offering them 85% of their pensions. All this will put more old people in the market for retirement housing.

"Elderly couples are a good trade-in market, too. They usually own their own homes and are quite willing to take a reasonable offer for their homes so they can buy a retirement house."

What do retired couples look for in homes—besides low cost? "They look for good automatic heat, and good automatic cooling. They want a one story house with a nice kitchen and a nice bathroom; and they want two or three bedrooms. That's what they look for in a house. Mainly, they want something that is compact and easy to care for. Outside, they want small plots. They don't want to have to cut a large lawn. Sure, they want their gardens, but they don't need a large lawn to take care of. And, in the winter, they don't want to do a lot of snow shoveling."

Mr. Mitnick, in planning for 1962, what do you think will be the two most important factors builders will have to consider? "Land development and financing. Those definitely will have the most important effect on builders next year—and for years to come. "I don't care how much you try to trim your materials costs or your labor costs, if you haven't planned and prepared your land wisely, you will not make any great profits."
(Continued next page.)



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Made where gas costs 60¢ a gallon.

Regular gas.

The only kind a Volkswagen needs.

The place is West Germany.

13 years ago, tradesmen used bicycles and motor scooters to get around the high cost of gas. Could Volkswagen make a truck that would do for business what our sedan did for families?

Our answer was the VW Panel Delivery. It ran on half the gas that others used.

Many still give all the credit to our en-

gine. (The efficiency of VW's 4-cylinder air-cooled car and truck engines is legendary.)

But to tell the truth, our light weight is just as important.

The engine itself is built of magnesium and aluminum alloys, one of the lightest designs in the world.

And our truck is designed without radiator, driveshaft or the heavy members used in bolted construction. For extra strength, the Volkswagen body is welded.

It's all one piece.

We save 1,600 lbs. this way. A $\frac{3}{4}$ -ton load you do not buy gas for.

How much gas don't you buy?

The owner who saved \$480 a year over his former truck did not surprise us. (He did this driving 2,000 miles a month.)

Almost every VW owner gets over 20 miles a gallon and a few even get 30.

Our average is 24. What's yours?



You mention that financing will be important in 1962—do you think we will be entering tight-money period? "No, not as tight as in the past few years. But I still believe that builders should form long-term relationships with their bankers. If funds do become limited, it is extremely important to have made arrangements with your banker to get commitments. Rather than trying to shop around for the cheapest money you can find, I would suggest that builders sit down with their bankers and work out an agreement covering at least a year, so they'll have money when they need it.

"Cost of money continues to be one of the most important factors to consider in this business. Young men coming into the business must realize this. Too often you get young builders coming in and being hit by a mortgage peak that puts them out of business fast."

Mr. Mitnick, in looking again at 1962, can you see any trouble spots on the horizon that might make 1962 somewhat less a year than it should turn out to be? "There may be a tendency of builders to price themselves out of the market. 1962 should be a banner year, but if builders try to get rich quick on it, and raise the prices of their houses too high, they'll be asking for trouble. The market is not geared for high-priced housing. Especially with retired couples comprising so much of it. These retired people want to pay cash for their homes. Right here, in this development, we've had only 11% of our retired buyers ask for mortgages."

What suggestions do you have for better merchandising in '62? "I always like to see something new in a model home. People will remember a new lamp, or a new kitchen layout. I always have a new model house design every year. It gives people added incentive to come back to your development. This is especially important in selling to old people. I had a man go all the way down to picking out the colors on his flooring with me—and then he tells me that he doesn't plan to buy until 1965! These old people will come and shop around two and three years before they plan to retire.

"I always have a lot of variety in my models, too. We keep six models open here all the time—we've got more than \$100,000 invested just in model homes. You have to do that because you never know which way people will be buying. For example, we had a split level model here that we discontinued because people just weren't interested in it. No sooner did we discontinue it than people began asking to see our splits. So we had to build another one. And get this: No one has bought a split from us since we opened the new one. You never know."

What major market attractions do you depend upon to get buyers out to your developments?

"Well, first of all, I never choose a site unless it's near water or it has a golf course nearby. I won't build unless it meets one of those requirements. And when I have these features, I try to work them into my plan. Right here in Fairways, you can see how I've built right around the golf course.

"Second I don't think a builder should consider putting up more than 250 homes without planning a swimming pool for his development. It definitely acts as an inducement.

"And I always make provision for a gasoline station and a small shopping center. And I wouldn't worry too much about having to build homes right across from stores. There are plenty of people who want to live directly across the street from a shopping center—or even a service station, strange as it seems. This is especially important to old couples. They want to live near stores because it's so convenient for them.

"But having stores is important for another reason: It brings in income even during slack periods. Overhead is always going on; so it's very helpful to have some money coming in, even when your homes are not selling."

Mitnick talks about the key topics

ELDERLY HOUSING: "This is a sound market, but I don't think builders should devote more than 50% of their developments to it: Old folks resent it—and young couples won't come if they find too many elderly people."

LAND PLANNING: "Drainage is still the biggest headache in this business. Too often a builder will let the water go anywhere it wants to in the beginning. To avoid this, you've got to have a full plan of your entire job."

OVERHEAD COSTS: "I'd advise builders to try to stay at one site for more than a single year. After you've finished up on a plan, and you're looking around for another, your overhead goes right on. Few builders can just close up shop completely."

UNNEEDED IMPROVEMENTS: "FHA is going to have to change its thinking: With their so-called betterments, all they do is push the price of homes out of reach of homeowners who don't recognize the improvements, anyway."

**Builders
Prefer...**



Weather for easier-

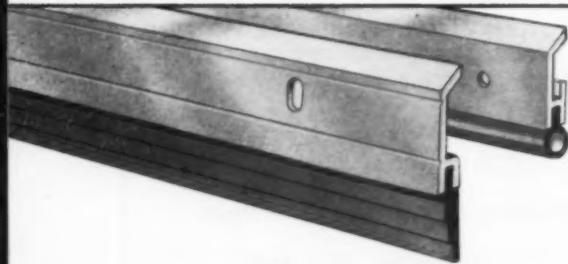


m-d Numetal WEATHER STRIP

Completely packaged set contains sufficient Numetal strips and accessories for one door. Available in bronze or stainless steel, with or without door bottom or with any M-D threshold.

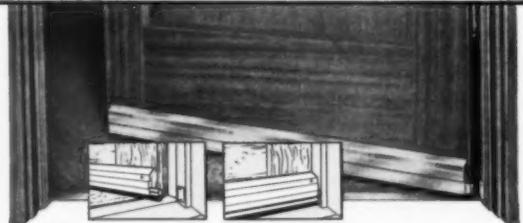
m-d H-4 FOLD-BACK WEATHER STRIP

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 Jamb-Up DOOR WEATHER STRIP

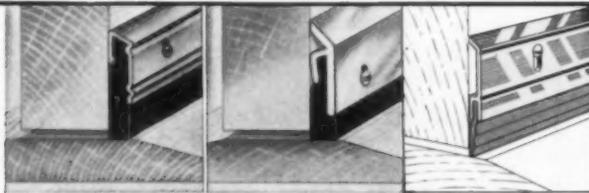
Extruded aluminum strip with durable vinyl insert. Perfect for wood or metal doors. Packaged with strip, nails, screws and instructions. Comes with or without extruded aluminum and vinyl DV-1 Door Bottom.



RAISES when door opens! LOWERS when door closes!

m-d Nu-GARD AUTOMATIC DOOR BOTTOM

Raises and lowers automatically. Made especially for doors (wood or metal) where bottom must clear carpet or rug. Comes in silvery-satin or Albras finish. Won't rust or tarnish. Standard lengths, 28, 32, 36, 42 & 48 in.



m-d DOOR BOTTOMS

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

M-D heavy duty extruded aluminum and felt door bottom in Alacrome or Anodized Alacrome or Anodized Albras finish—in all standard lengths.

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



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 of swinging edge of metal casement windows. Style No. 2 is used on hinge side and the sill.

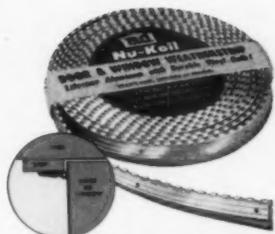
Style No. 1



Style No. 2

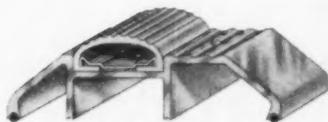
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selling...faster-selling homes!



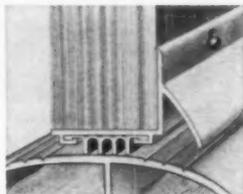
md Nu-Koil WEATHER STRIP

Latest advance in weather strip efficiency by the pioneers of the industry. Combines lifetime aluminum with tough, durable vinyl bulb. Lasts indefinitely in any climate. In 17 ft. roll, packed with nails, instructions and handy nailing gauge. Packed 24 rolls to display carton.



md EXTRUDED THRESHOLDS

Popular AP-3¼ threshold has replaceable vinyl insert. This is only one of 29 styles and sizes available in Alacrome, Anodized Albras or Brass.



md Combination DRIP CAP AND DOOR BOTTOM

In one unit. Style DCV, for all exterior swinging doors, combines extruded aluminum drip cap that sheds water with vinyl air-baffles that stop drafts, dust, etc. Also excellent as garage door bottom.



md Nu-WAY WEATHER STRIP

The "original" coil metal and wool felt weather strip. Widely used because it's so easy to put on. Each 17 ft. roll packaged with nails and instructions. Packed 12 cartons in free display.



md On-GARD COIL WEATHER STRIP

These handy rolls come in 8 widths in either stainless steel or bronze in 17 ft. or 100 ft. rolls. Features built-in tension, embossed nail zone and hum-proof edge!

Nu-CALK SPEED LOAD CALKING COMPOUND

Loads come with or without plastic nozzle that can be clipped to different size openings. Also in hand squeeze tubes or 1/2 pt. to 55 gal. drums.

Nu-Glaze GLAZING COMPOUND

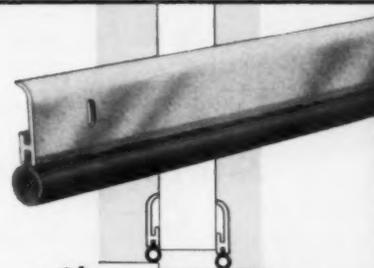
Sets to rubber-like consistency. Clean, easy to handle. Use and recommend with complete confidence that it "stays put."



NEW!

md Vina-Seal GARAGE DOOR WEATHER STRIP

Made especially for door bottoms, this new vinyl weather strip easily tacks on. Keeps garage dry and clean —also cushions door closing. Individually packaged for every garage door.



md GARAGE DOOR WEATHER STRIP

Seals all 4 sides of door to keep out rain, dust, etc. Extruded aluminum with durable vinyl strip. For overhead doors but may be used on almost every type garage door. Packaged sets in poly tubing.



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MODULAR PRINCIPLE of design allows flexibility in arrangement of colored aluminum panels and fixed or sliding glass walls.

All-aluminum house promised for \$12,000

Anticipating a rapid growth in housing within the next few years, Alside, Inc., of Akron, Ohio intends to spend \$5-1/2 million for new plant facilities to produce a 3-bedroom, all-aluminum house that will sell for \$12,000. A model, with a living area of 1,500 sq. ft., has already been erected at its headquarters. It is completely equipped with air conditioning, insulating glass, insulation in wall, roof and floor. The house also includes a kitchen with countertop range, dual wall ovens, dishwasher.

When completed (in 1962), the new plant will be able to produce 200 of these houses a day. According to Jerome J. Kaufman, president of Alside, the houses will contain more aluminum than any previously built and will allow the buyer a wide choice of floor plans, designs and color combinations. Wall panels are 4" thick with styrofoam between aluminum sheets.



MODEL IS LOW, angular with double carport to extend horizontal feeling on front.



A Kentile exclusive is this thrifty, smooth-surface floor in "Random Tones" Asphalt Tile. Color: Cork Tones. Aspen Green feature strips. Green Wall Base is Vinyl KenCove®.

YOUR QUALITY STORY BEGINS RIGHT HERE. Remodeling a traditional home? Building a new one? Feature this floor of Kentile "Random Tones" Asphalt Tile. Another Kentile *quality* Floor that's as good looking as it's long wearing...*and* economical to install! And remember: With Kentile, you virtually eliminate call-backs...have greater opportunity to create distinctive flooring designs. Why not talk *Kentile* to your flooring man today?

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Who'll be seeing this ad for "Random Tones"—or others like it? Readers of *BETTER HOMES & GARDENS*, *LOOK*, 14 other magazines, plus the magazine sections of 324 newspapers.

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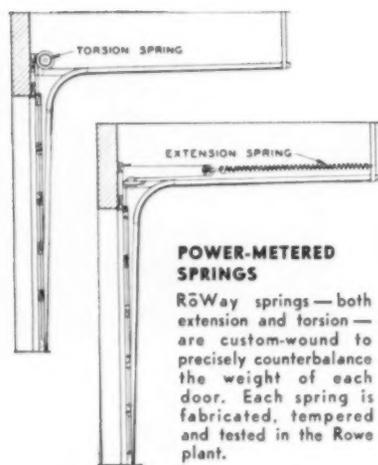
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There's a Kentile® Floor for every home, in every price range. Over 200 decorator colors in 5 types of resilient tile.



RōWAY Garage Doors

SPEED REMODELING OR NEW CONSTRUCTION



Garage jobs pack more profit when you install time-saving and customer-pleasing RōWay doors. Complete doors — sections and hardware — come from the same plant *at the same time*. This procedure provides delivery convenience for you and a quality-controlled product your customers will prefer along with many other exclusive RōWay features. One of these is the Power-Metered Springs which are custom-wound to *exactly* counterbalance each door. The result: years of smooth, easy fingertip operation. Taper-Tite Track and Seal-A-Matic Hinges provide year 'round weather protection by assuring tight closure. All hardware is galvanized and rust-resistant. When remodeling plans call for new garages, call for work-speeding, customer-satisfying RōWay Doors.

there's a RōWay for every Doorway!

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Why the Mark 27 is America's most wanted drop-in range.



New all-in-one Mark 27. Low cost. Easy, inexpensive to install because controls are right on the unit—just slide it in.

See the smart, recessed top? There is no other built-in range quite like it in styling, simplicity, appearance. That—plus General Electric's reputation for quality—is the big *consumer* reason why the Mark 27 is America's most wanted drop-in range by far.

And it's most popular with *builders*, too.

It is compact, only 27" wide. Note, too, how the handsome hood (in coppertone or aluminum) adds to the built-in look.

It takes the worry off your shoulders. It's a range that works and keeps on working.

And, it's a range that General Electric stands behind with a network of *local* service facilities.

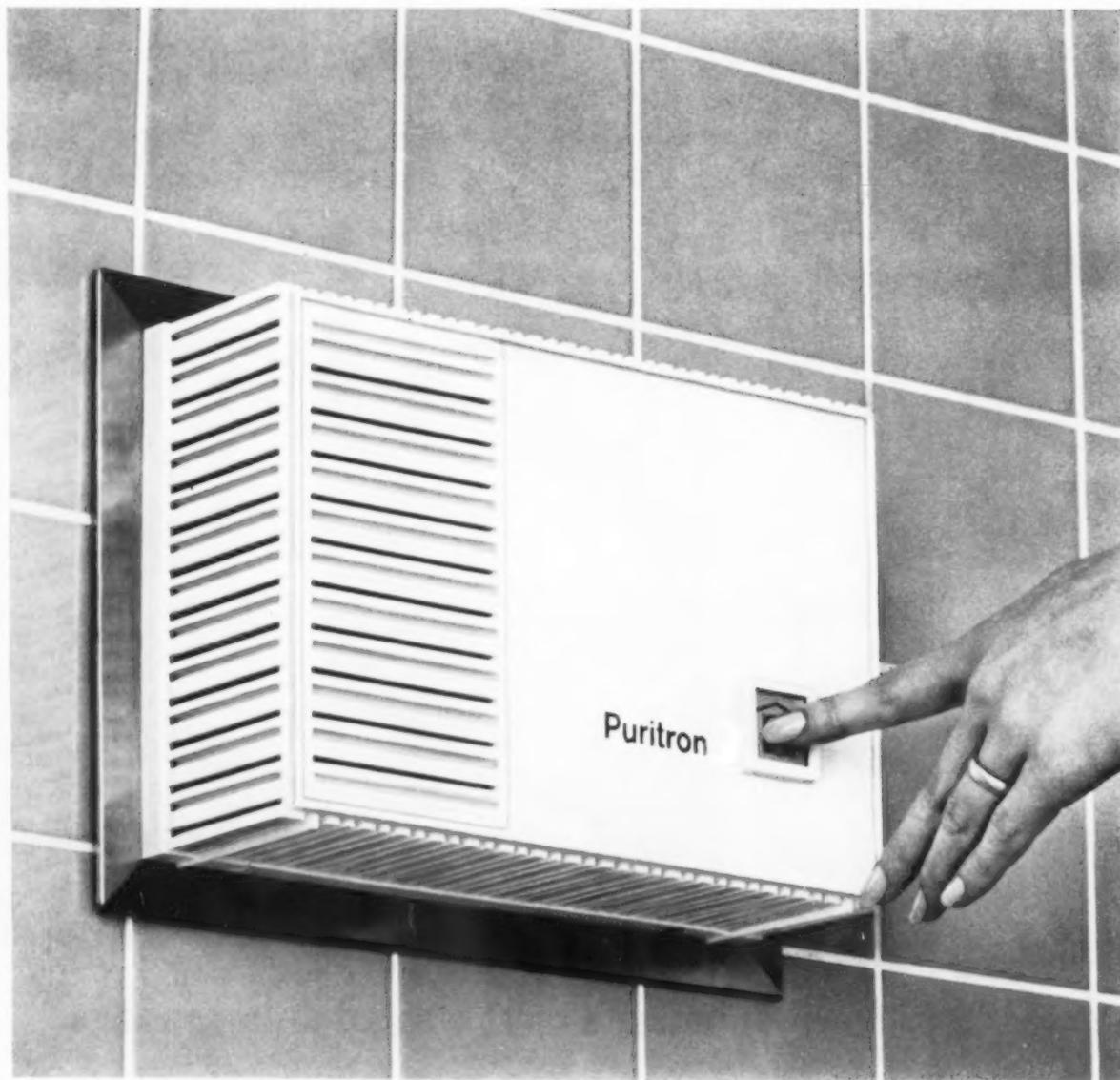
On top of all this, the Mark 27 is best known to consumers because it is advertised in Reader's Digest and in other national publications directed to your best prospects.

It's the kitchen that helps sell a house—and the General Electric Mark 27 is one of your best ways to sell the kitchen.

Progress Is Our Most Important Product

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The most modern advancement in bathrooms since plumbing!



Puritron—electronic miracle keeps bathrooms completely free of odors.

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For full information, write Puritron Corporation, 15 Stiles Street, New Haven, Conn.

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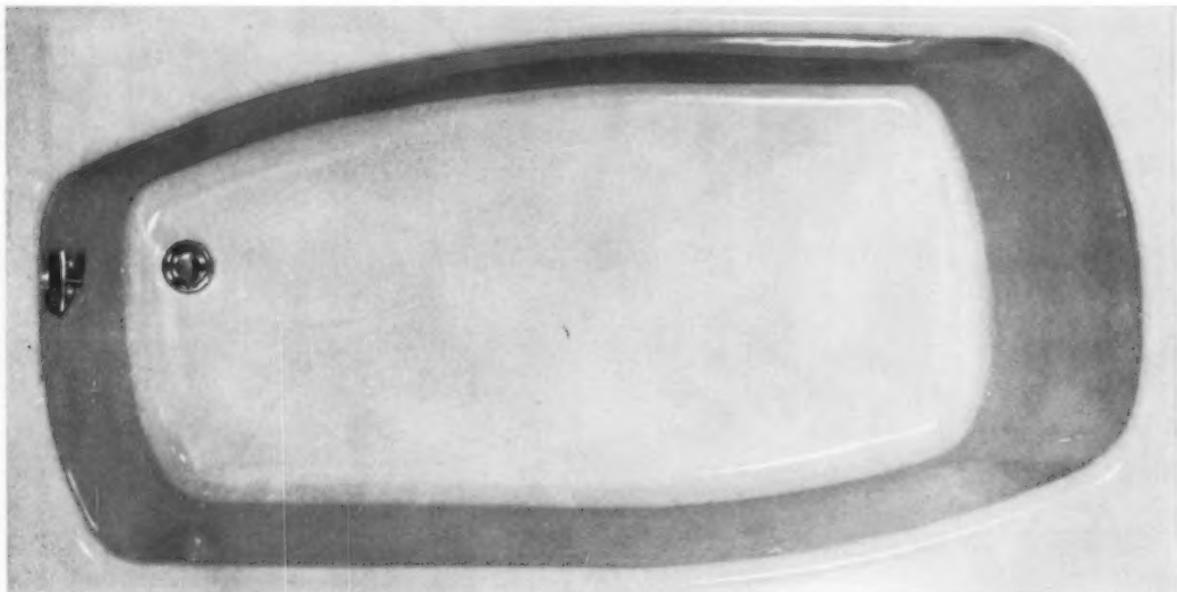
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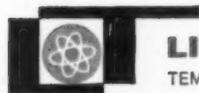
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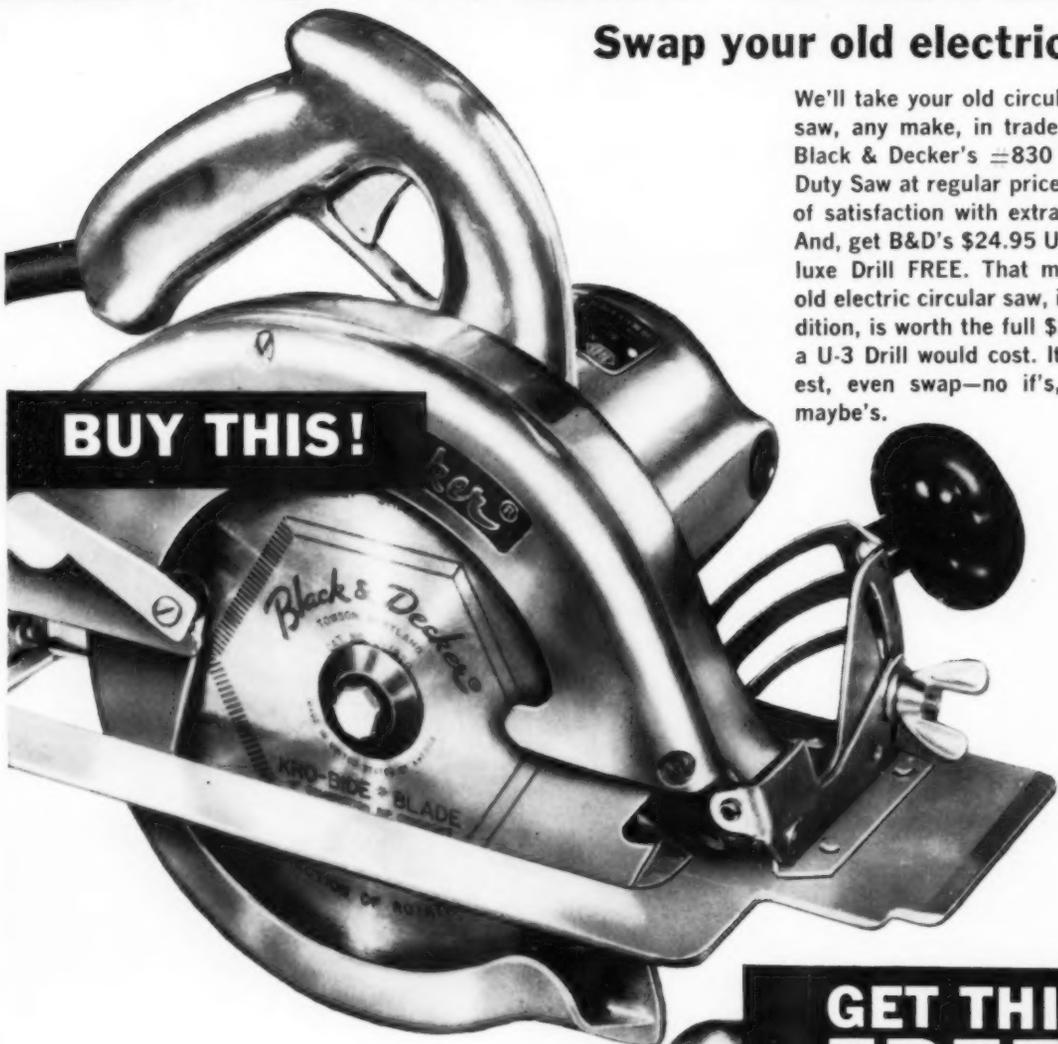


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We'll take your old circular electric saw, any make, in trade. Just buy Black & Decker's #830 8" Heavy-Duty Saw at regular price, for years of satisfaction with extra-hard use. And, get B&D's \$24.95 U-3 1/4" Deluxe Drill FREE. That means your old electric circular saw, in any condition, is worth the full \$24.95 that a U-3 Drill would cost. It's an honest, even swap—no if's, and's or maybe's.



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Forestone® Acoustical Ceilings

These dramatic woodfiber acoustical ceiling tiles combine highly effective noise control with smart contemporary beauty. You can see and feel the original deep-etched sculptured surface that provides permanent beauty and sound conditioning which no other ceiling material can match.

SAVES MONEY. Forestone is one of the most practical ceilings a builder can install. It allows you to decorate and sound condition at the same time. In addition, Forestone is easy to install, goes up in a hurry. You save on installation time and eliminate the need for ceiling finishing or painting. You get a handsome, truly unique modern ceiling and create a quiet room all in one simple operation.

CONTROLS SOUND. Forestone's deeply-etched fissures and multi-

fibered characteristics absorb up to 70% of all sounds striking it. It quiets the room . . . helps reduce transmission of sound through the ceiling.

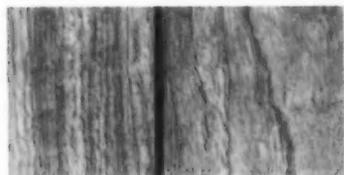
DECORATIVE. Soft-white pre-finished surface has a hint of gold in the fissures to add warmth and elegance. Choose from four textures, classic fissured and three exclusive decorative designs. Each may be repainted, if desired, without loss of textured beauty or sound absorption.

FIRE-RESISTANT. All Forestone textures have a special flame-resistant coating conforming to Class C requirements of Federal Specifications SS-A-118b. Exclusive Biotox process also protects against termites, dry rot and mold.

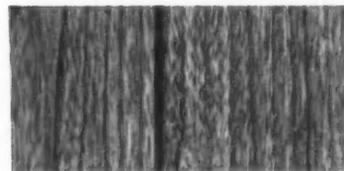
SIZES. Three of the four textures (Forestone, Starlite, Driftwood and Striated) are available in 12" x 12" x 9/16" with flange joint or butt edge. The fourth texture (Forestone Fissured) comes in 12" x 12" x 9/16" flange joint and 12" x 24" x 9/16" flange joint. All are suitable for nailing, stapling, mastic or suspension type installation.

NEW PETITE TILE. A new Walter Dorwin Teague Associates design of tiny perforations in Simpson woodfiber acoustical tile—efficient, economical and unusually attractive. Available in all standard Simpson sizes and thicknesses.

OTHER CEILING PRODUCTS. Simpson also offers a complete range of ceiling products including Forestone tapestry white, standard and random-drilled tile, new Petite pattern tile and variety of roof deck. For complete information on these and other quality Simpson Building Products, call your Simpson dealer or clip and mail the coupon on back.



ORIENTAL PECAN



TEMPLE WALNUT



VERMONT CHERRY



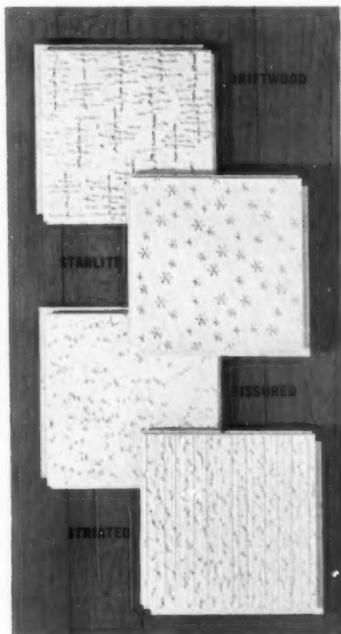
ARABIAN SANDALWOOD



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CASCADE HEMLOCK





*Save up to \$10
per opening with
Seven-Eleven
ceiling height doors*



Here is a ceiling height, hollow core, flush door at a mass-produced price. It creates an air of spacious luxury wherever used in homes, offices and commercial structures.

ELIMINATES OVERHEAD FRAMING. These new doors eliminate costly time-consuming overhead framing in the area where cracks frequently develop above standard doors. Builders report this saves them up to \$10 per opening.

JUST TRIM TO FIT. Doors are 7'11" high and can be end-trimmed as much as 3" to fit exact height of opening. Exclusive full width solid lock block across entire door allows lockset to be placed where you want it.

MATCHING LIFECLAD FINISHES. Seven-Eleven doors are available in all grained finishes to match Lifeclad Plywood surfaces and also in Rotary Luan, Rotary Birch and Hardboard (unpainted). Widths, 1'6" through 3'. Thickness, 1 3/8" and 1 3/4".

STANDARD DOORS ALSO. Flush doors in all standard widths, thicknesses and heights are also available in all Lifeclad and regular faces, fully guaranteed by Simpson. All Lifeclad doors are packaged individually in rigid cartons.

SYMPHONIC DOORS. This distinguished new line of doors brings a custom look to any house, yet the cost is small. Each Symphonic® door style is designed to be used throughout the house...for entrance, living room, bath, bedroom or den. Thus a custom-type design continuity is carried out in each of the rooms.

SIMPSON TIMBER COMPANY,

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Builders recognize the outstanding sales features of a Follansbee Terne roof immediately. In addition to its beauty, a Terne roof will last a lifetime. It can be painted any color, any time; when painted white or a light color, a Terne roof will reflect most of the sun's heat.

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Follansbee, West Virginia



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C1504 STEPSIDE PICKUP ▲

R1205 CORVAN ▼



FROM CHEVROLET'S NEW WORLD OF WORTH!

JOB-MATCHED CHEVROLET TRUCKS FOR '62

NEW POWER! NEW EYE APPEAL! CHEVIES FOR EVERY CHORE

From Chevrolet's broader-than-ever 1962 lineup of trucks for every kind of hauling job comes a full roster of better-than-ever light-duty models, specialists at trimming tough jobs down to size in short order. Here are new models and new power choices to meet a wider range of working needs, plus a trim new look for all conventional models that gives you safer seeing down the road! Now it's easier than ever to get Chevrolet's traditional thrift and dependability going for you, in the model tailor-made for your kind of job. There are work-loving pickups in a full range of sizes and weight ratings, in sleek Fleetside and handy Stepside styles, plus sensational Corvair 95 Rampside and Loadside models built to outwork anything in their class. In addition, there's the biggest choice ever of *choice* delivery models, including smart, fleet-stepping panels, high-capacity Step-Vans for every job up to 10,000 lbs. GVW, and the wonder-working Corvair 95 Corvan. For specialized requirements there are sturdy stake models and chassis-cabs in every size and weight class, rounding out a selection sure to include a better way to do *your* job! Why not see your nearby Chevrolet dealer for full details on the model made for you, and start finding out right away how much better business can be. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

NEW EASY-VIEW STYLING—For 1962, all conventional pickups, panels and Suburban Carryall models ride in with trim new look-ahead lines, featuring a new hood design sloping lower at the front to let you see the ground as much as 8½ feet closer. Safer, easier viewing results! Also, there's a handsome new grille, new custom exterior trim, and sparkling new colors. Inside, too, things are looking better for the man at the wheel, with new easy-to-live-with colors and tough good-looking upholstery.

NEW STEP-VAN 7—Here's good news—211 cubic feet of it!—for light-duty delivery operators with high-bulk lading problems. And Chevrolet's new Step-Van 7 is built to give your bulky loads a better ride, too, on the years-ahead Independent Front Suspension chassis design that's revolutionized the conventional truck field. With the big-saving High Torque 235 Six under the engine box, there's plenty of power to take your tightest schedules in stride, and a long list of better built body features adds up to easy work and extra-long working life.

NEW HIGH TORQUE POWER—New wider power choice for '62 lets you match your job needs better than ever, in all conventional pickup, panel and Carryall models. There's the standard-equipment 235 Six, cornerstone of the Chevrolet reputation for unbeatable operating economy, and the spirited, ultra-efficient 283 V8 for premium payload punch. *And now, in addition, the heavy-duty 261 Six is available at nominal extra cost, offering an extra measure of stamina and durability to keep on delivering in the roughest, toughest kind of duty.*

JOB-TESTED CORVAIR 95's—They've got a year of enthusiastic acceptance behind them and they're still the talk of light-duty trucking! Chevrolet's sensational Corvair 95 models, in two pickup styles and the spacious Corvan, have set new standards for space and weight utilization in the half-ton field. With a roomy driver compartment up forward and the compact, perky 145 Six tucked under the load floor at the rear, the space between goes to work in a way conventional designs can't match. And, to top it off, this new way to work comes in as pretty a package as ever came down the pike!

YOURS FOR THE ASKING . . . FREE INFORMATION

Use this convenient ordering coupon to get descriptive literature and specifications on new 1962 Chevrolet trucks to match your job. Just check what you would like, fill in your business address and mail to: Chevrolet Motor Division, P.O. Box 7271, Detroit 2, Michigan.

Please send:

1. Full-Line Brochure.....
2. Corvair 95 Models.....
3. Pickups & Light-Duty...
5. Suburban Carryalls...
6. 4-Wheel-Drive Models...
7. Medium- & Heavy-Duty Models.....
8. Diesel-Powered Models...
9. Tandem Axle Models...

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Company

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8



1962 CHEVROLET JOBMAS-TER TRUCKS

CHEVROLET

JOIN THE FASTEST

Introducing Inland's Newest Low-Cost Home Priced to Sell the \$10,500 Market
(Including \$2300 Lot)

The 3-bedroom Buccaneer. Inland's newest low-cost home is available with a choice of slab, crawl space, or full basement . . . with or without attached garage. Basic home measures 34'-4" x 26'-4". Offers 904 sq. ft.

Geared specifically to meet the favorable low-cost financing features of the latest housing legislation.

Ten elevations in American Ranch, Cape Cod, and Colonial styles . . . all architect designed. You will be amazed by the curb appeal of the most outstanding elevations ever designed for low-cost housing.

Craftsmanship is unexcelled: 2" x 4" construction and finest brand name materials are used throughout. The double wall construction with impregnated insulated sheathing provides year round comfort.

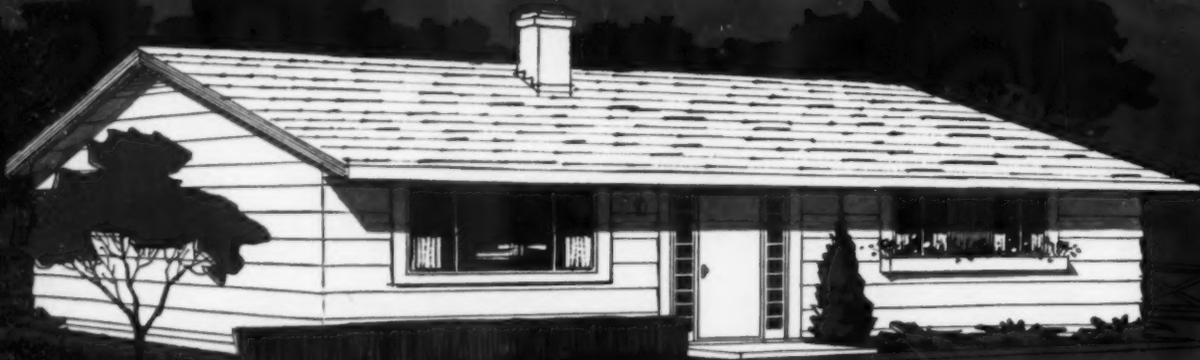


Buccaneer Cape Cod Design No. 4



Buccaneer American Ranch Design No. 2

the
Buccaneer



Buccaneer American Ranch Design No. 1

SELL THE BUCCANEER...RIGHT HOME...RIGHT

SELLING TEAM TODAY!

Inland Homes Builder-Dealers Report Record-High Sales Ahead



Sampling of a few builder-dealers in Inland Homes 25-state marketing area . . . figures show sales ahead prior to construction.

Here's What Makes These High Sales Possible!



Most successful merchandising program in the industry! Includes local advertising, model home presentation, proven selling techniques.



Bonus sales aids such as market surveys, color styling, cost analysis, plus complete administrative assistance are at your service.



Liberal financial assistance. Inland Mortgage Corp. specializes in all phases of financing—construction, permanent, model home, furniture package, land acquisition and development.



A model just right for you. 133 distinctive designs with a large variety of floor plans. Colonial, Contemporary, Ranch, Swiss Chalet, French Provincial, Cape Cod models.



Faster service. 3 modern plants are strategically located in the 25-state marketing area to give you fast service and prompt delivery.



We perform! Make us prove it! Write, wire, or phone (PR 3-7550) Neal B. Welch, Jr., Vice President-Sales, Department A-10, Piqua, Ohio.

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MARKET...RIGHT PROGRAM...RIGHT PRICE...RIGHT NOW!



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Display this emblem. It builds your business!

Display ad (shown reduced) runs under CONTRACTORS—GENERAL. Call the Yellow Pages man at your Bell Telephone Business Office to plan your program.

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YOU AND YOUR
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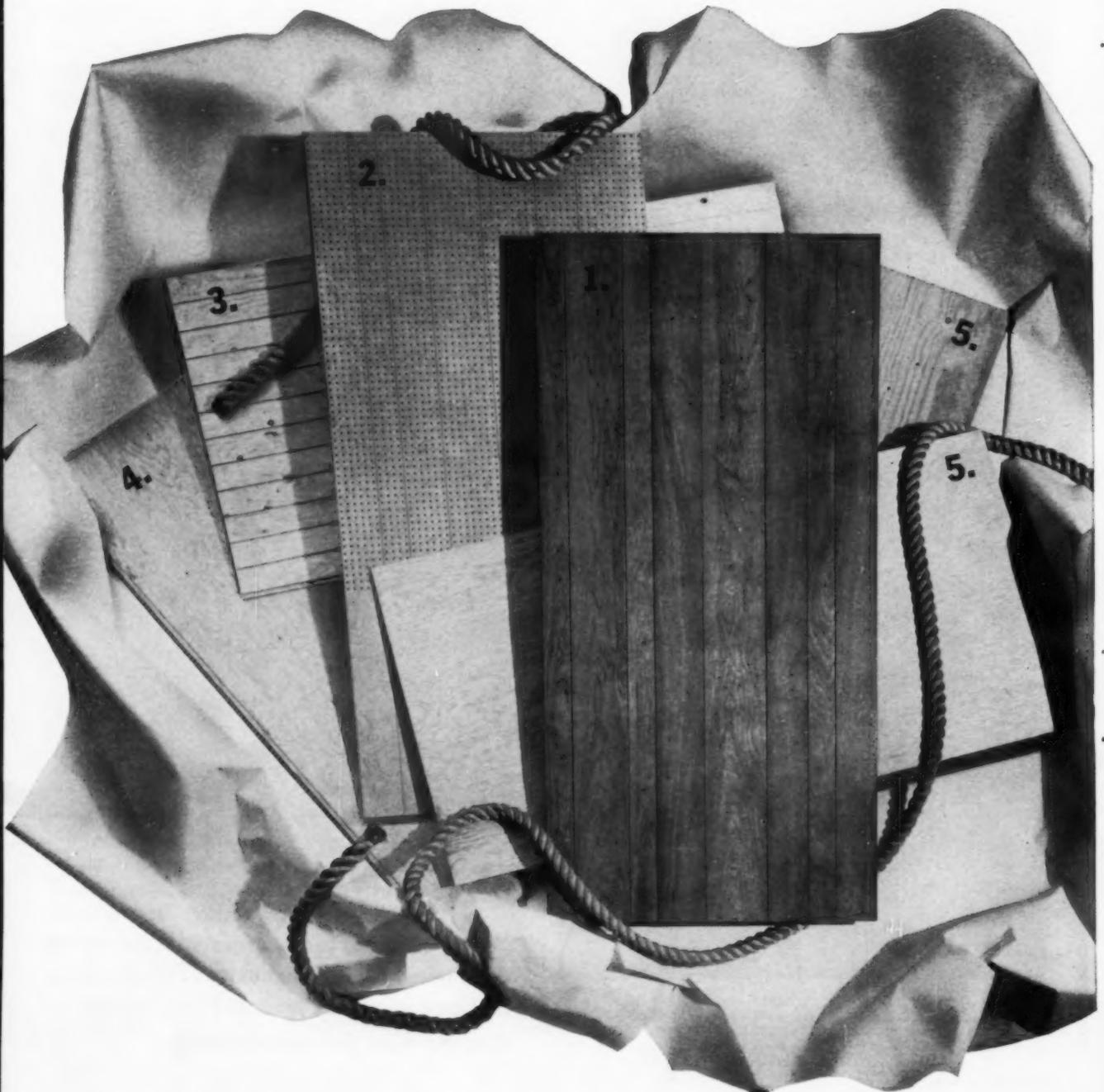


Georgia-Pacific has a wide variety of materials that **speed work time . . . cut your costs . . . create satisfied customers** that promote your business.

Consider what G-P provides 

GEORGIA-PACIFIC

OFFERS THE COMPLETE REMODELING PACKAGE.



MATERIALS THAT SHRINK WORK... STRETCH PROFIT

1. FACTORY-FINISHED PANELINGS

You install these 4' x 8' panels quickly, easily by nailing or gluing. No messy on-the-job finishing necessary. Customers can choose from a wide variety of beautiful patterns . . . **imported panelings** in rare woods and unusual faces . . . **textured panelings** in domestic woods . . . and the famous "**Family-Proof**" finished hardwoods that resist the roughest wear. There's a price to suit every budget, a pattern to suit every taste. Special sizes may be ordered.

2. SPECIALTY HARDBOARDS

Easily-installed perforated panels with the wainscot right on them are available in the new **Garage Liner**, ideal for storage walls in any part of the home. **Regular perforated panels** are also popular for the same purpose. G-P Hardboards are made in a wide choice of surfaces and finishes for cabinets, walls, partitions and underlayment. Attractive factory-finished hardboard panels are available to install without further finishing.

3. SIDINGS

You can order ready-to-install sidings from a wide variety of species and patterns. Consider the new **extra-wide reversible redwood Hacienda** siding—end and edge glued to form a striking design—smooth on one side, textured on the other. There's also **factory-sealed redwood bevel** siding that dramatically cuts on-the-job-costs. **GPX® overlaid plywood** sidings require 30% less paint, defy wear and, like all G-P materials, are easily workable to any design requirement. **Texture 1-11** and **V-grooved** patterns are offered in both overlaid and standard plywood. **G-P Ranch Panel** in economical exterior-grade plywood is pre-painted in Rural Red, will soon be available in other colors. GPX overlaid plywood sidings, including Texture 1-11 and V-grooved patterns, are available factory-primed.

4. 2•4•1 FLOORING

New **2.4.1 Flooring** serves as both subfloor and underlayment. Simplest, most efficient flooring you can use . . . 1 1/8", 4' x 8' T&G panels can be used over framing 48" o.c., dramatically cutting installation time and costs. Both T&G and conventional edge available. 2.4.1 is an excellent base for **Flexible Oak Flooring**, new 3/4" x 9" x 9" floor tiles of high-grade oak, pre-finished with a tough catalyzed resin. Special processing provides flexibility to follow normal subfloor contours and dimensional stability. Easy to install.

5. SHEATHING & PLYWOODS

Highest quality **fir plywood sheathing** is offered for all sheathing, subflooring and roof deck applications, in all standard sizes and 5 thicknesses, bundled for easy handling. **G-P Douglas Fir Plywood** is available in a wide range of grades and sizes, overlaid and standard . . . plywood with the vital quality "plus".

JOIN G-P IN A *BOOMING MARKET

Georgia-Pacific encourages the growing demand for adding or remodeling entire rooms with national advertising that tells your customers the advantages of G-P materials. G-P provides leads for you with the new **EXPAND-A-HOME** remodeling sales promotion at your building materials dealer's.



The annual home improvement market has increased almost 100% in the past 3 years, according to U. S. Government estimate. In 1960, Americans spent \$15½ billion on the home improvement market, as compared to about \$16 billion in new home construction.



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WITH

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GET YOUR FREE IDEA FOLDERS THAT CREATE CUSTOMERS

Send the coupon for your free supply of colorful remodeling idea folders. Here are new ideas in detail . . . to get your prospects thinking about the most popular remodeling areas: Kitchen, Recreation Room and Family Room. Each folder shows how easily you can improve the customer's home. Space for your firm's name to be imprinted. **PLUS:**

Handy cost chart in each folder,
giving approximate costs of materials
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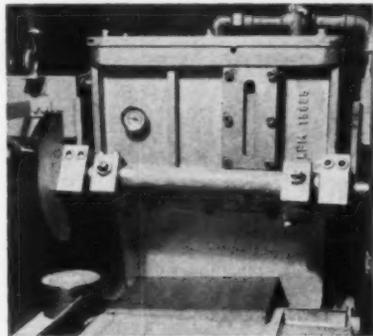
plywood • lumber • redwood • hardboard • pulp • paper • chemicals

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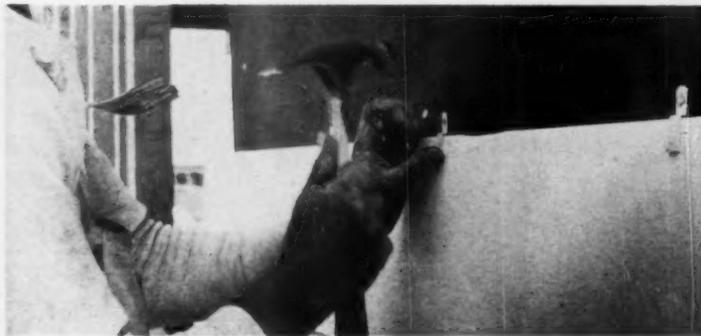


WESTERN NEWS

Palco Reveals Prefinished Siding



CURTAIN COATER assures uniform paint application. Siding is backsealed.



CLIPS are nailed to sheathing or studs, fit into groove along butt edges of siding. Snug assembly is achieved, yet system permits natural ventilation.

A completely prefinished painted wood siding that requires no paint on the job site is being manufactured by the Pacific Lumber Co., San Francisco.

An important feature of the

firm's prefinished system is the elimination of nailing through the siding. This is done with a clip fastening system, which also helps reduce installation time through its self-aligning feature.

The material, through the fastening system, also helps prevent moisture condensation within, blocking bothersome blistering problems. The siding meets FHA requirements.

California Land Transaction Termed Largest of Century; Buyers to Keep It as Ranch

Centex Construction Co., Dallas, in a joint venture with M. W. Hull and H. A. McDougal, recently purchased the vast Crocker empire, comprising more than 32,000 acres of rich farm land and grazing lands in the heart of the San Joaquin Valley of Northern California.

Officials state the transaction was probably the largest single land deal in the 20th century. The price approached \$7 million.

Tom Lively, president of Centex, said the land will continue to be operated as a farming and ranching venture. Centex is the nation's largest home builder.

Thunderbird Corp. to Build \$9 Million Hotel in L. A.

Thunderbird Hotel Corp. will build a \$9 million, 17-story hotel on Sunset Blvd., Los Angeles. Work is slated to start next January.

California Firm to Design Homes for Chicago Builder

L. C. Major & Associates will design a series of new houses for Roger Ladd, head of Ladd Enterprises, Chicago. Ladd hired the Downey, Calif., firm after being

convinced that California architecture has a strong appeal for Chicago home buyers. The first model that opened was the "Hawaii." The first buyer: a Hawaiian.

California Trade-in Plan Is Tagged Popular

A trade-in plan launched at the new Golden West Estates, Huntington Beach, has attracted wide attention from prospective new homebuyers.

The plan offers prospects a free 48-hour appraisal service and a cash refund or lowered monthly payments on a new home, if the value of equity warrants it. The homes, priced from \$17,500, sell with GI no-down payment terms. FHA terms from \$800 and conventional financing (with down payments from \$695) are available.

The homes feature three or four bedrooms, two bathrooms, large family rooms, and a 2-car garage. A choice of 22 exterior treatments are being offered.

Other features include breakfast bars, forced air heat, a large service area, and center hallways.

Portland S&L Offers 90% Conventional Financing

Portland builders can now develop new markets in medium-priced homes through a 90% financing plan by the Benj. Franklin Savings & Loan Assn. The loan must be applied to a 1-family dwelling occupied by the buyer, and the total loan can't exceed \$22,000.

SELECTED WESTERN HOUSE



LESS-THAN-\$10,000 Coronet model features air-conditioning unit which perches on roof, yet does not spoil roof lines.

Quality compacts: They bring

Today's hottest home markets are young-marrieds and soon-to-retires. Here's an answer to their limited incomes

Builder John Long of Tucson, Ariz., built this house priced at \$1,000 less than his existing line. The market: Young married couples with one or no children and couples reaching retirement age;

the product: "Coronet," a compactly-built, two-bedroom house which sells for \$9,400.

Despite its low-cost, the Coronet is loaded with quality. Entrances to kitchen and living room are roll-



Living room opens on private patio

Rolling-aluminum-glass doors make up two-thirds of living room wall, lead onto party wall-screened, concrete and grass patio.



In-line kitchen has plenty of storage space

Plenty of counter, cabinet space highlight compact, in-line kitchen. Appliances are all-electric, cabinets are mahogany.

SELECTED NORTHERN HOUSE



Quality keynotes this \$25,950 New Jersey house: it's loaded with hidden values

Elegance combined with solid "hidden value" construction are outstanding points of the "Hamilton." Set in prestige-named Wellington West (Cinnaminson, N. J., just 10 miles east of Camden) it features four bedrooms, 2½ deluxe baths, full dining room, living room with fireplace. The Hamilton also in-

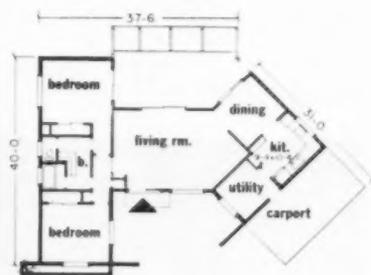
cludes a panelled library, all-electric kitchen, back porch, laundry rooms, quarry-tiled foyers, two-car garage and full basement.

The house's hidden values include completely moisture-sealed basement (which is painted), marble door sills, built-in TV antenna, vented picture windows, full house-

power. Exterior siding is fieldstone and clapboard.

Wellington West, developed by Cornell Construction Co., features, besides the Hamilton, such model home names as "Newport," "Yorktown," "Rittenhouse," "New Arlington" and "Normandy." Prices range from \$24,950 to \$28,950.

SELECTED SOUTHERN HOUSE



Family living centered around screened lanai is theme of new Florida house

Ever popular with Florida buyers is a home that offers family living flowing easily from indoors to out. Such a house is the "Ranchero," built by the Richmond Construction Co. of Sarasota, Fla.

The living and dining rooms, although separate, open onto a sizeable screened lanai which includes

large planting area. Add direct access of kitchen to dining area and you have a convenient center for family living. Builder Laurence Richmond reports the most popular sales feature is the lanai.

Basic house construction is quality throughout and includes terrazzo floors, built-in bookcases,

plenty of linen space, indirect valance lighting. An extra touch on the 13'x14' master bedroom: Glass doors opening onto the lanai.

Total living area for the Ranchero is 2,124 sq. ft. Contributing to the openness of the design is 140 sq. ft. of sliding glass doors. House price: \$10,995, exclusive of land.

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GYPSON (1/2 IN.)	R 0.45
PLYWOOD (5/16 IN.)	R 0.39

Write for the new booklet, "How to Save with Sheathing."

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➔ **NEW-SOLID-STATE
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forerunner of a whole new line of revolutionary MOE Light Intensity Controls.

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exciting new decorative ideas in combinations of exclusive new
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New elegance in a pull-down fixture. Reel is hidden to give fixture a clean, contemporary appearance. Decorators, designers, and housewives will love it.

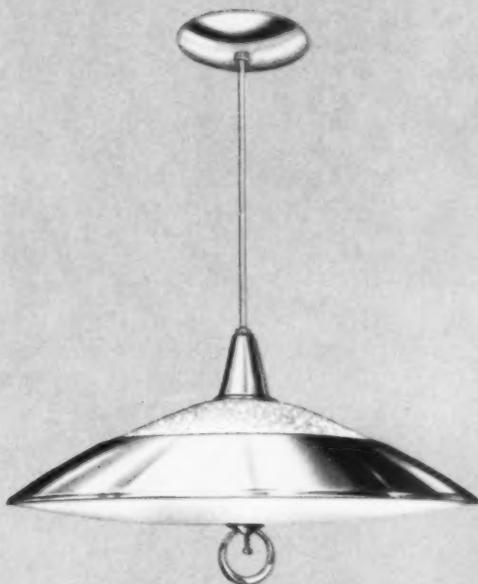
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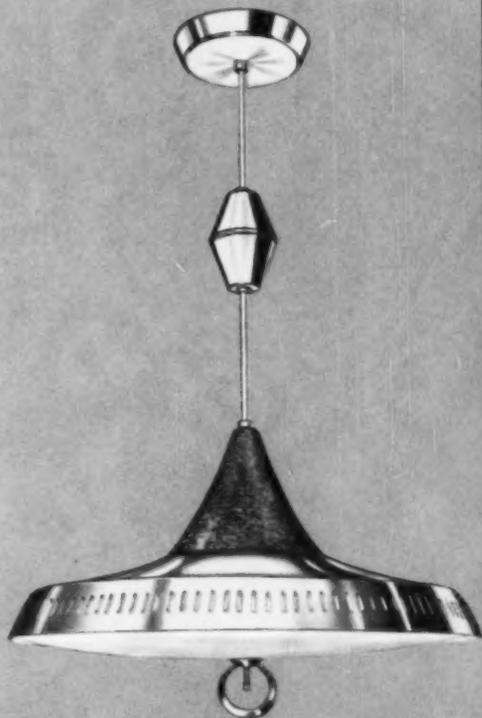
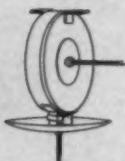


M-1441.....\$19.95 List
 Slim... modern... stunningly new cylinder pendant in original MOE LIGHT clear crackle glass and brass. Use singly as an accent or combined in-a-row or as cluster for handsome decorator appeal. Diameter 3½". One 100 watt lamp recommended.



M-1544....\$49.95 List
NEW! HIDDEN RECESSED REEL. Eliminates visible pulley. Gives fixture a sleek, modern appearance. The diamond like sparkle from the crystal ice top glass of this strikingly contemporary new pull-down blends majestically with the gleaming polished brass shade... to add a touch of elegance to any setting. Shade is 20" diameter. Adjustable from 19" to 50". Three-way switch. Four 60 watt lamps recommended.

M-1543.....\$39.95 List
 Same as M-1544, but with conventional reel.



M-1548.....\$39.95 List
 Magnificently modern, for contemporary living or dining room. The attractive polished shade blends perfectly with a smoked crackle glass top... to give any setting an aura of bright distinction. Shade diameter 20". Three-way switch. Three 75 watt lamps recommended.

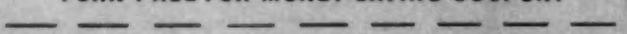


New MOE LIGHT electronic dimmer

Fits in a regular switch box, can be used for new work or old. Wires into switch leg only, no need to wire into power leg of circuit. Can be installed in less than a minute. Built-in on-off switch—no need to change dimmer position. No objectionable radio interference. Incandescent, 500-watt capacity. M-6500 only \$32.95 list.

A Moe Light electronic laboratory development— forerunner of a complete new line of MOE Light Intensity controls!

TURN PAGE FOR MONEY-SAVING COUPON!



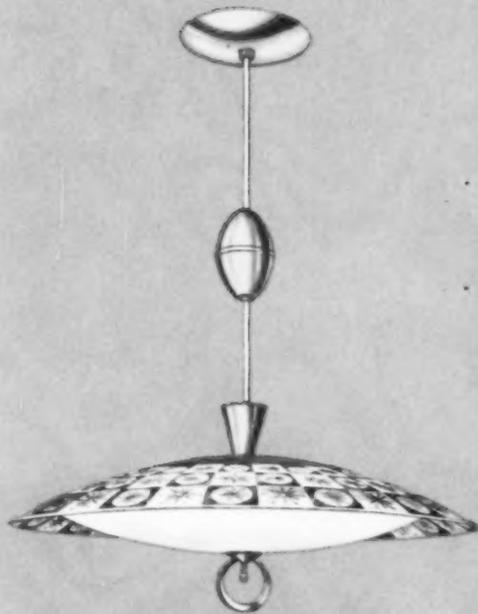


M-1454-14 \$24.95 List

This attractive, colonial pull-down in Antique Copper finish transforms breakfast nooks, dining, living or family rooms in to comfortable havens of hospitality and charm. Shade diameter is 14". Opal glass diffuser. Adjusts from 21" to 51". Three-way switch. One three-way lamp recommended.

M-1547 \$34.95 List

Designed to dramatically complement any contemporary setting, this gleaming polished brass pull-down has two candelabra bulbs directing light upward for a dramatically decorative effect. Bent white glass diffuser. Shade is 20" in diameter. Adjusts from 20" to 50". Three-way switch. Four 60 watt down light lamps recommended.



M-1545 \$29.95 List

Attractive gold and white snowflake pattern on top glass shade creates an interesting light pattern for this delightfully informal pull-down. White bent bottom glass. Diameter 21". Adjusts from 18" to 48". Three-way switch. Four 60 watt lamps recommended.

10% OFF COUPON

This coupon entitles you to a special 10% introductory discount on the following fixtures:

M-1441	\$19.95 List	M-1454-14	\$24.95 List
M-1548	39.95 List	M-1547	34.95 List
M-1544	49.95 List	M-1545	29.95 List
M-1543	39.95 List	M-6500 Dimmer	32.95 List

Offer expires October 31, 1961



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THOMAS INDUSTRIES INC.

207 East Broadway, Louisville, Kentucky

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SPECIAL WESTERN SECTION

Red cedar shutters: A new way to brighten a window

Out of the West comes this new idea in exterior trim—the window dressing that literally helps sell houses.

Trimming helps sell houses, and no exception is this example of the cedar shingle, or shake, shutter, which lends a textured touch to

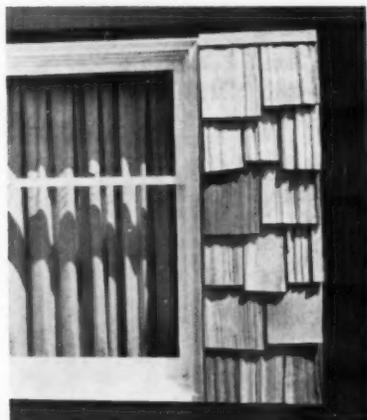
exterior walls of all types—frame, masonry, stucco, etc.

On this page, you'll find only a few of these shutter designs.

After the window dimensions are determined, trim pieces of $\frac{3}{8}$ " exterior plywood to size, and nail the shakes or shingles to it. Across the top, nail a simple molding strip. The shutters can be painted, stained or left natural to match the rest of the color scheme.



For this design, butts of shingles are trimmed on slight angle; direction changed.



Rugged texture is easy with handsplit, resawn shakes; they offer highlight, shadow.



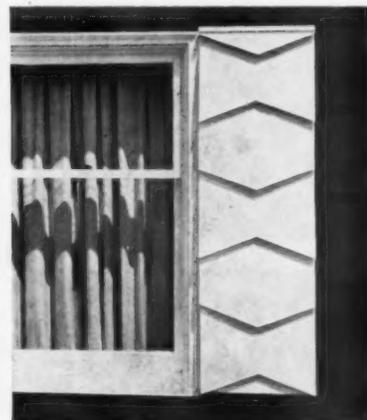
Double-crossed shingles give deep shadow lines. Joints are spaced $\frac{1}{4}$ " apart.



Ribbon style wall application duplicates popular mode of shingle construction.



Thatch style of shingle roof application gives interesting pattern for shutters.



This shutter is made from machine-grooved shakes; butts are retrimmed on an angle.

WESTERN EDITOR

8522 Lorain Rd., San Gabriel, Cal.
ATlantic 6-1842—W. C. Rodd

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FOREST Sandalite*

REFINISHED IN A SCATTERED MOSAIC DESIGN



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Notice how **Forest Sandalite** used here as a wainscot and as sliding cabinet doors adds a little spark to the room . . . offers texture, makes it appealing. What's more, it is very practical. Sandalite is designed to take abuse and still look beautiful. And the price is far less than you'd expect.

CHOICE OF PANELS

- RANDOM GROOVE
- TEE-N-GEE
- PUNCHED
- PLAIN PANELS

I am interested in Sandalite.

- Please send sample of the board.
- Please have sales representative call.
- Send Technical Bulletin.

*patent applied for.



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FOREST SANDALITE IS famous Sandalwood Hardboard with scattered high-lights of three shades of color imbedded into the surface. This lustrous finish is baked in permanently . . . it won't wear off, it is impervious to water, oil, food stains, dirt, grease, bumps and nicks.

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COOL
fiberglass panel

Lascolite Solar Block reduces heat transmission 60% . . . helps **sell** houses by adding color and cool comfort to outdoor living areas. Converts hot spots into the cool, refreshing rest and recreation areas home-buyers want. You'll find dozens of applications for this "idea" panel: patio roofs, porch enclosures, awnings, sun shields, windbreaks, swimming pool enclosures, and many others. Wide range of beautiful architectural colors.

Cut-to-length extra lengths available.



Custom-made shapes
without
special tooling
costs

Any two-dimension shape can be matched—or your original design produced—in colorful Lascolite Fiberglass. Orders as small as 10,000 square feet can be produced at amazingly low cost; there are no costly dies or tooling costs to absorb. Custom designed Lascolite Panels add selling features indoors and out . . . for garage doors, patios, porches, room dividers, curtain walls. Wide range of architectural colors or your special colors can be matched.

Made-to-Match
standard
corrugated roofing
and siding

Now Lascolite matches standard metal corrugations exactly . . . preserves overall contours, provides light diffusion and weather protection while adding distinctive color effects. Lightweight, shatterproof Lascolite is easy to handle and install. Wide range of architectural colors.

Lascolite Panes and Rolls. Hard-surfaced, shatterproof flat panes and rolls are easily cut to size and installed by ordinary glazing methods.

5 new whites
and "clears"
for
Greenhouse
construction

Build better greenhouses at half the cost. Lascolite provides important selling features to greenhouse builders: Controlled light and heat transmission to promote uniform, healthy plant growth. Better heat retention cuts heating bills and makes temperature control easier. Glass breakage is eliminated forever. Ideal for commercial or home greenhouses.

Lasco Industries, 1561 Chapin Road, Montebello, California

Write for
color samples and
"idea" literature on
Lascolite Fiberglass.

fiberglass panels

open the door to
extra sales appeal
of built-in comfort

DRAFSTOP® WEATHERPROOFING PRODUCTS

FOR
construction details
and specifications
write for
SPEC SHEET #4054

DRAFSTOP® INSULATED DOOR STOP offers a PLUS value...without adding to time and labor costs. This new product combines door stop and weatherstripping in one unit. Easily installed, coped for perfect fit. Keeps out dampness, drafts, dust, insects. Eliminates cost of installing conventional weatherstripping. For new homes and remodeling.

DRAFSTOP® DOOR BOTTOM® completes the weather seal on outside doors. Fully automatic action keeps out wind, water, dust, insects. Durable extruded aluminum with tough, pliable vinyl guard is impervious to weather, mildew, chemicals and temperature change.

*U.S. Patent No. 2855638



THE
ROBERTS
CO.

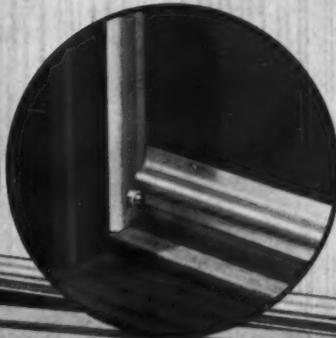
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DEPT. 4051 AB

Manufacturers of
quality products for
home and industry
for over 20 years
including...

ROBERTS-FOLD® Metal
Folding Closet Doors
ZEPHYR Range Hoods

DOOR OPEN
Automatic "spring action"
raises vinyl guard
to clear carpeting

DOOR CLOSED
Nylon stop-roller holds
vinyl guard tightly
to threshold





***TO INSURE PROFIT**
 Install **LongBell** Wood Windows

You can be sure of customer satisfaction when you install Long-Bell work-right, stay-tight window units. These attractive windows are precision made by skilled master woodworkers of selected, kiln dried Ponderosa pine or Douglas Fir. They provide excellent sill drainage and are treated with water and fungus repellents to assure long life and trouble free operation. Long-Bell windows are competitively priced and are readily available in types and sizes to fit every need. Because of their finish and ease of installation they can save hours of on-the-job time.

And, of course, every window unit is backed by Long-Bell's reputation for service, quality and satisfaction. To be sure—specify Long-Bell windows.

Long-Bell makes and markets a quality line of mill-work including 4-way Projected, and Horizontal Sliding Window Units illustrated above; AirTite Double Hung, MorView, Cabin Utility, and Basement Windows. Also Dutch Doors (shown above), Flush and Panel Doors as well as AirTite Window and Door Frames.



INTERNATIONAL PAPER
LongBell Division

A Quality Name in Forest Products

Weed, California • Kansas City, Missouri



ROOFS
OF GENUINE
CEDAR
COMBINE
GOOD TASTE
WITH
SOUND JUDGMENT



No single feature of a home does more to show your concern with quality than a glistening  new cedar shingle roof.

Clear from the curb,  its etched beauty and natural character are apparent. Equally important is a cedar roof's ability

to assure troublefree service—even in areas where extremes of wind  and weather  are common. A properly

constructed shingle roof provides three thick layers  of solid cedar. This gives the roof unusually effective insulative

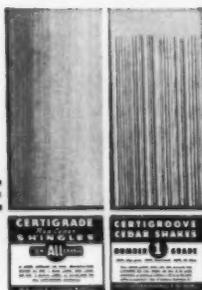
properties. Because a cedar shingle is strong and rigid, it also adds structural strength to the house... and it can be applied

over spaced sheathing  (often saving up to 50% in decking costs). Send for your copies of "Distinctive Roof

Applications" and "The House of Cedar."  These colorful folders show ways that genuine cedar can help you speed

home sales while enhancing your reputation for quality. 

CEDAR GIVES YOU AN EDGE



RED CEDAR SHINGLE BUREAU

5510 White Building, Seattle 1, Wash.

550 Burrard Street, Vancouver 1, B. C.

EXCLUSIVE ONE-PIECE CAB-BODY DESIGN gives Ford Styleside Pickups extra capacity and extra strength. Heavy duty in every way for heavy going all day! And there's carlike riding comfort thanks to Ford's long wheelbase and exclusive *Driverized Cab!*



**THEY'RE
HERE!**

NEW '62 FORD TRUCKS

Get full-time economy that only starts with Ford's low price!

Meet the trucks that make saving money a full-time business—new Ford Trucks for '62!

In a selection of over 600 models there's a truck that's right for your job, whatever your job . . . trucks that you can buy and operate at lower cost . . . trucks that can save you money mile after mile, load after load, year after year!

They save on price. They save on gas and oil. They save on tires and on maintenance—wherever there's a way to save! The full record of Ford economy, covering three years of independent tests, is detailed in Ford's Certified Economy Reports. See your Ford Dealer now. Check out the facts, work out a deal, and drive out a truck that saves money . . . full time!

FORD TRUCKS COST LESS
SAVE NOW . . . SAVE FROM NOW ON!



ECONOMICAL HEAVY DUTY V-8's with 292-, 302- and 332-cu. in. displacement give you tailored-to-the-job economy at much lower prices than you would expect in trucks with engines of this size. Stress-relieved cylinder heads, aluminum alloy pistons and sodium-cooled exhaust valves are but a few of the heavy-duty features you get with these engines.





ECONOLINE — ALL-ROUND ECONOMY LEADER —

and low price is only the start! Certified tests show this pickup may save \$100 on gas, oil, tires and license over your present conventional pickup every 16,000 miles you drive.



AMERICA'S MOST POPULAR VAN — and small wonder! Econoline savings start with a price far under any popular ½-ton conventional panel on the market! And they continue saving every day—certified tests have shown that in 16,000 miles, savings in operating costs compared to the conventional panel you may now own could top \$100! Big 4-ft. doors rear and curbside plus 204 cu. ft. of loadspace, and a floor that's flat the full length, mean easy cargo handling.

PROVEN 262-CU. IN. BIG SIX FOR FORD MEDIUMS includes more heavy-duty engine features than any other Six of its size. Never before such long-term durability, reliability, and economy at so low a price.



PRODUCTS OF  MOTOR COMPANY

COMPANIES ON THE MOVE

Number 4 of a Series

You'd
American Builder
were buying
CROWN JEWELS!



think readers

*A doorknob is just
a doorknob? Not after
you see Kwikset advertising
in American Builder.
Here is unabashed elegance
in advertising...
a smartly fashioned
reflection of the product
and its marketing plan.*

Young Company with Two Objectives

In 1948 three years after it was founded, Kwikset (then a virtually unknown division of American Hardware Corporation) set an advertising policy it has followed ever since. "We've always had two basic objectives," says William Tell Thomas, Kwikset's Marketing Director, "to sell the product the company makes—and to sell the company that makes the product. Every single ad is a spokesman for our company."

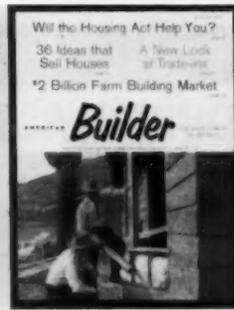
Builders Respond to Ads with Elegance

"Of course our advertising in American Builder—with its co-ordinated merchandising program—has helped us grow. Today it's almost always the builder who sells the houses he builds. We've helped him realize that Kwikset is one feature that helps him sell more houses."

Winning wide recognition of the Kwikset name by featuring product styles and features has led to spectacular growth. Today Kwikset's distinctive "K" trademark is a builder's guide to dependable lockset performance. Kwikset now sells more residential locksets than any other company in America.



Ads to sell more building products...



...to readers who buy more building products

How American Builder Helps Kwikset

Mr. Thomas considers American Builder an important marketing tool for Kwikset. Here are his reasons:

1. "The builder is the lockset buyer for virtually every house. American Builder delivers the buyers we want—over 74,000 active builders in every phase of light construction.
2. "We like the climate of 'sell' in American Builder. I've noticed American Builder's increasing editorial emphasis on selling and what makes people buy. I think this rubs off and helps us, because Kwikset also helps builders sell more houses.
3. "American Builder pre-sells for our dealers. Today 61% of all hardware dealers stock Kwikset—more than any other brand. American Builder readers already know the Kwikset name when they come to buy locksets—so these dealers can trade up to Kwikset easier and with less personal selling."

*Companies on the Move
Move More Building Products
Faster in*

american builder

The Business Book for Builders

A SIMMONS-BOARDMAN TIME-SAVER PUBLICATION
30 CHURCH STREET, NEW YORK 7, N. Y.

SLIDING GLASS DOORS

Cupples series 1100 Sliding Glass Doors. In 9 widths, 6 ft. to 20 ft. With or without integral fin and/or interior trim.



DEPENDABLE

Cupples

ALUMINUM WINDOWS

DEPENDABILITY

*is the key to Cupples
and your success!*

DEPENDABLE FOR QUALITY OF PRODUCT
DEPENDABLE FOR SERVICE AND DELIVERY
DEPENDABLE FOR CONTINUITY OF OPERATIONS

Have you ever stopped to consider how much it costs you in time, service and lost good will, to say nothing of actual money lost in obsolete inventory when a manufacturer falls down in his deliveries or goes out of business?

DEPENDABILITY of the manufacturer, of his products and his service can be mighty important to your continued success.

Cupples—a division of ALCOA—is no “here today, gone tomorrow” operation. For 15 years, it has supplied aluminum windows to the building trade, and what’s more it’s in this business to stay. When you line up with *dependable* Cupples you can be assured of quality products (single-hung, double-hung and sliding windows and sliding glass doors) that are well-designed and well-made for efficient trouble-free service.

Once you examine these products and see their many outstanding features, their quality and their attractive appearance, you’ll be amazed at how much value you get for so little. You’ll find Cupples products attractively priced to meet today’s competitive market. Investigate the Cupples line today. For complete details, address Dept. AB-61-10.

CUPPLES PRODUCTS CORPORATION

A DIVISION OF ALUMINUM COMPANY OF AMERICA

2650 SO. HANLEY ROAD • ST. LOUIS 17, MO.

SEE US AT BOOTH 1165 NAHB BUILDERS SHOW

SLIDING GLASS DOORS



ALCOA

CUPPLES PRODUCTS DIVISION

You get more roofing profits with every swing of a Bostitch H4 Stapling Hammer



Why? Because applying asphalt shingles with the Bostitch H4 Stapling Hammer is as much as four times faster than with hammer and nails, giving you time to do more jobs.

It takes only six swings to fasten each strip of shingles with $\frac{3}{4}$ " galvanized staples. Roofing is faster with the H4 and staple legs spread inside roof deck for maximum holding power. Staging time is cut, too.

More and more builders are saving time and money and earning better profits with Bostitch. See your building supply dealer for a demonstration.

Other Bostitch products help you speed work, increase profit



THE BOSTITCH H5 STAPLING HAMMER

is best for fast, light tacking jobs. It's the almost "no-fatigue" way to install builder's paper, foil-type insulation and vapor barriers.



THE BOSTITCH T-5 TACKER

—the standard by which all spring tackers are compared. Operates with easy squeeze of hand. Small nose permits staple location as close as one-sixteenth inch to inside of rabbet. Cuts time on every job. Also made with heavy spring for hard-to-penetrate materials.



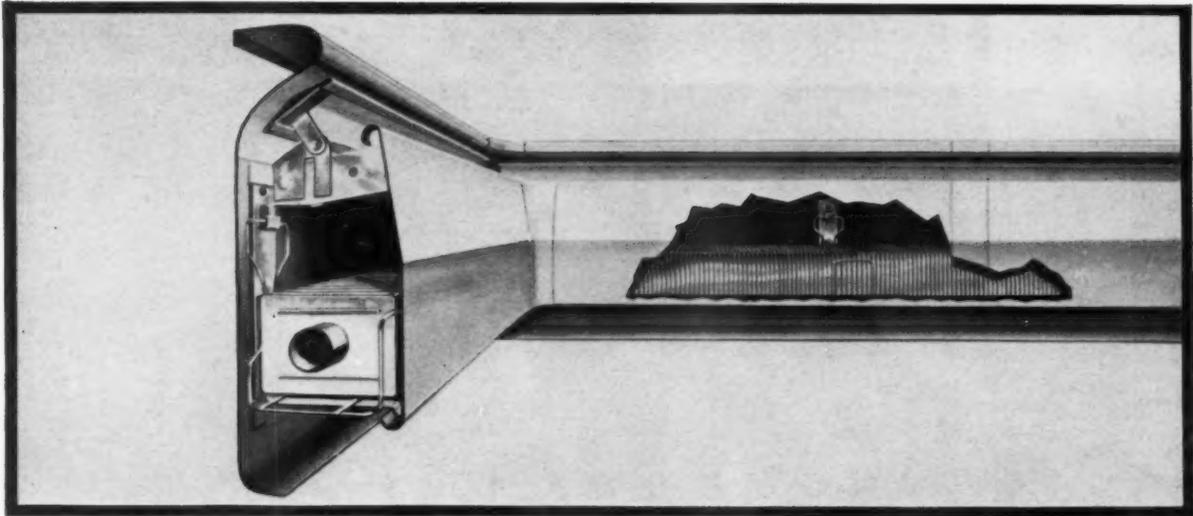
THE BOSTITCH H2B STAPLING HAMMER

is designed to cut costs on medium tacking or nailing jobs such as insulation, building paper, under-course shakes. Fast one-hand operation—other is free to position work. Pay for itself on a few jobs.

Profits are better and faster with

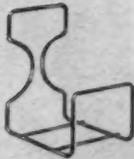
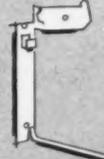
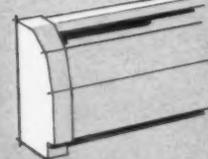
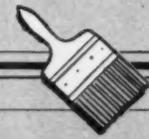
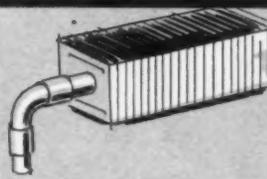
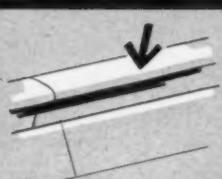
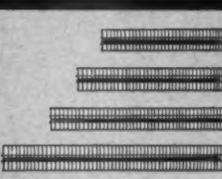
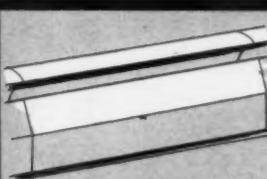
BOSTITCH[®]
STAPLERS AND STAPLES

830 BRIGGS DRIVE, EAST GREENWICH, RHODE ISLAND



This new baseboard is IBR-rated 

National-U. S. introduces new and improved baseboard heating 8 ways better! (...and it's a snap to install!)

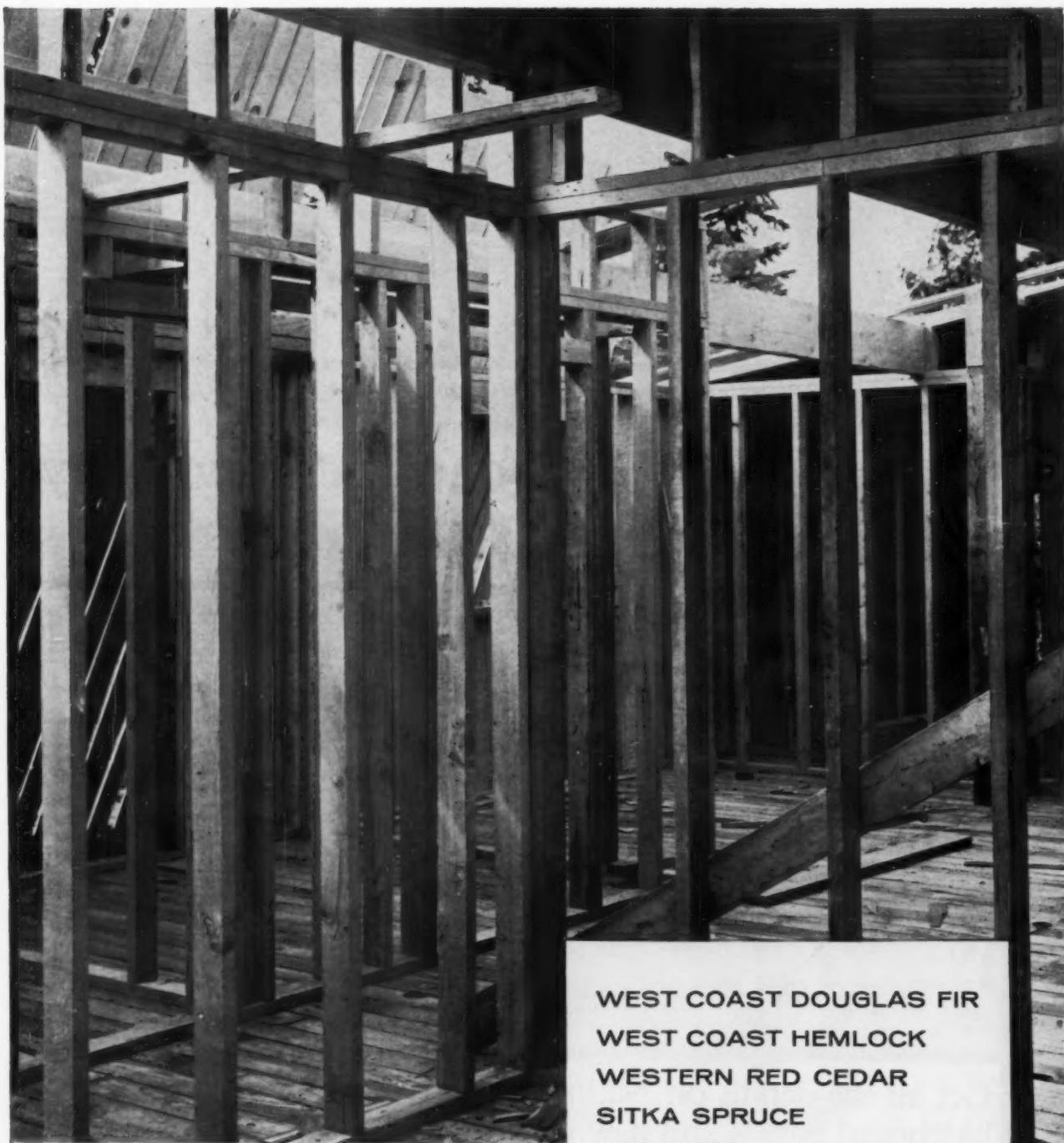
 <p>NEW FLOATING SUPPORTS free heating element of all hanger and panel contact for truly quiet operation.</p>	 <p>NEW SNAP-IN BRACKETS need no screws or fasteners to stay in place.</p>	 <p>NEW SNAP-ON END COVERS with rounded edges match panel contour perfectly. Snap-in door provides handy access to valves. They're easy to install . . . fit tight.</p>	 <p>NEW PRE-PAINTED PANELS do away with need for painting. If custom painting is required, white semi-gloss acts as a prime coat.</p>
 <p>NEW BOX FINS give more strength to heating elements . . . make installation easier, more convenient.</p>	 <p>NEW MODULATING DAMPER can be supplied with each panel length to provide separate temperature control for each room.</p>	 <p>NEW PRE-CUT PACKAGING lets you select 3, 4, 5 and 8-foot lengths in any combination to eliminate cutting and fitting on the job.</p>	 <p>NEW ADJUSTABLE EXTENSIONS let you easily combine uncut standard-length panels to cover any wall-to-wall distance.</p>

Get all the details on National-U. S. baseboard panels and new, compact hydronic heating units for oil or gas fuel. See your contractor or National-U. S. representative or write National-U. S. at Crane Co., Box 780, Johnstown, Penna.

AT THE
HEART
OF HOME AND
INDUSTRY

CRANE

VALVES AND PIPING
ELECTRONIC CONTROLS
PLUMBING
HEATING • AIR CONDITIONING



WEST COAST DOUGLAS FIR
WEST COAST HEMLOCK
WESTERN RED CEDAR
SITKA SPRUCE
WHITE FIR

WEST COAST LUMBER

"We're in our
second generation of
profitable experience with
**UTILITY GRADE
WEST COAST LUMBER"**

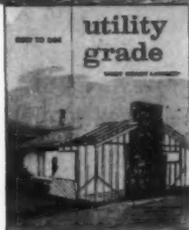
say **E. L. Mallory** and
Thomas E. Mallory
Portland, Oregon builders



"I started building 20 years ago with No. 3, now called Utility grade West Coast Lumber. I have now turned the buying over to my son, Tom, and it didn't take him very long to learn that Utility grade dimension lumber saves us at least \$250.00 on each house. We build in the \$10,000 to \$30,000 price range and have built homes from California to Alaska. Utility grade helps maintain our reputation for quality and permits us to price our homes competitively," the senior Mallory concludes.

Utility grade is used for all types of framing—joists, studs, plates, rafters and bracing*. Decking of this grade is also a money-maker when used for sub flooring on beams or for roofs*. Ask your retail lumber dealer about Utility grade West Coast Lumber . . . he's your local source of supply.

* When used in accordance with FHA Minimum Property Standards for One and Two Living Units, FHA Bulletin No. 300.



FREE TECHNICAL FACTS about Utility Grade. Contains span tables.

Write for your **FREE** copy today . . . Room 101

WEST COAST LUMBERMEN'S ASSOCIATION

1410 S. W. Morrison Street • Portland 5, Oregon

YOUR GREATEST ASSET IS OUR QUALITY PERFORMANCE!

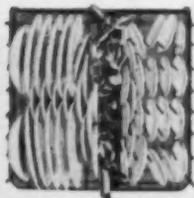
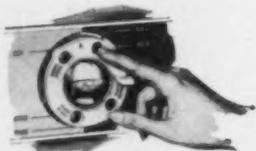
This time it's RCA WHIRLPOOL

"We especially liked these features," says McCall's



Washes silver, dishes and glassware beautifully without pre-treatment. Adds rinse conditioner for spotless drying, too.

Dial-A-Cycle* control mounted at top of door is convenient to use, operates all four cycles . . . NORMAL, SHORT, READY-RINSE* and PLATE WARMER. *Tmk.



"Random-Loading" vinyl-coated racks are easy to load. Front door opens wide and racks glide out and in smoothly.

Filter-Stream* washing action collects solid food particles and automatically flushes them down the drain. *Tmk.



New RCA WHIRLPOOL Imperial model food waste disposer



Model SHD-31

is also McCall's endorsed . . . builds still more value into your kitchens. Among the homemaker-wanted features of the RCA WHIRLPOOL disposer endorsed by McCall's are: Automatic reversing action designed to free trapped items instantly. Big 1½-quart capacity batch feed. Handy cover control. Easy to install, it has a built-in dishwasher connection to permit use of common drain.

after rigid lab tests

Prospective home buyers by the thousands look to *McCall's Magazine* for ideas on how to make their dream houses more livable, base many a buying decision on a *McCall's* recommendation. That's why the *McCall's* Laboratory and Use Tested Tag on the new RCA WHIRLPOOL Imperial model undercounter dishwasher represents powerful sales help for you.

Here's what the tag says: "We tested this large family undercounter dishwasher by loading it time after time with china, plasticware, glassware, silver, pans and utensils soiled with every type of food . . . We found that everything came out of the dishwasher clean, sparkling and dry without scraping or rinsing . . . the READY-RINSE is wonderful for 'dusting off' seldom-used dinner service and the PLATE WARMER for heating plates and platters."

You can bank on it that homemakers will be favorably inclined toward a kitchen with an RCA WHIRLPOOL Imperial model undercounter dishwasher. And since it's no secret that women are frequently sold or unsold on a home by the kitchen, it stands to reason you have a big sales advantage when *your* kitchen is the one equipped with *McCall's*-endorsed RCA WHIRLPOOL dishwasher. For the complete story on all the RCA WHIRLPOOL home appliances available to help you build more sell into your homes, contact our Contracts Sales Division.



ADMINISTRATIVE CENTER, BENTON HARBOR, MICHIGAN

Manufacturer of RCA WHIRLPOOL Automatic Washers • Wringer Washers • Dryers • Washer-Dryers • Refrigerators • Freezers • Ice Cube Makers • Ranges • Air Conditioners • Dishwashers • Food Waste Disposers • Dehumidifiers • Vacuum Cleaners.

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

McCall's endorsing built-in dishwashers



Model FU-70B

Announcing!

A Great New Book of House Plans for Professional Builders



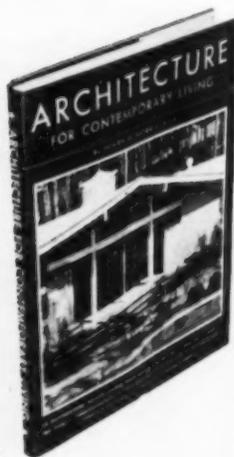
ARCHITECTURE FOR CONTEMPORARY LIVING

by Henry D. Norris, A.I.A.

Seeking fresh new designs? Want tested plan? With sales appeal? Here are 59 leading houses for contemporary living incorporating traditional details. Big double-page elevations on each house, floor plans, and alternative floor arrangements, plus specification data. Descriptive text matter by Joseph B. Mason (editor of "American Builder" magazine) and Harriet S. Mason.

In these pages you'll find the newest concepts in:

- family rooms • snack bars • indoor-outdoor living • compartmented baths • sliding glass doors and window walls • decks and terraces
- kitchen builtins • better space planning



Builders—across the nation—will appreciate the wide selection, in various sizes and price ranges, of these *tested* house plans—every one of these houses has been constructed. BLUE PRINTS ARE AVAILABLE.

"This book," says REAL ESTATE WEEKLY, "will appeal to builders who are looking for a wide selection, in many price ranges, of tested house plans . . . a handsome volume . . . each structure described in full . . ."

Give your home buyers an architect-planned home at a fraction of the cost of architectural services.

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

Send me a copy of ARCHITECTURE FOR CONTEMPORARY LIVING for which I enclose \$6, with the understanding that if I am not completely satisfied I can return it in 10 days for FULL REFUND.

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Address

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TRIAL OFFER

you take no risk

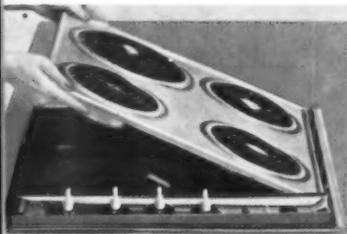
This helpful book is yours for \$6.00. If not convinced that it can give you practical, professional guidance simply return the book within 10 days for full refund. Mail coupon today!



Women who like kitchens, love Tappan built-ins. Ovens are huge. Easy to clean. Chrome-lined for better, more even baking. Finishes are stain-resistant and rust-proof. Lusterloy, copperloy and 4 modern colors make it simple to match your—or your customer's—color ideas.

A **TAPPAN** kitchen says “quality house” to every woman who sees it

Tappan's complete line includes built-in ranges—gas or electric—and in varying widths and prices to suit any plan or budget.



14 choices of surface unit arrangements—No special cutouts needed. Tops lift up for cleaning. Automatic features galore.



New Tappan Compact slides into place in 60 seconds. Looks built-in! 30" or 21". Vertical side strips. Gas or electric.

Women know and respect Tappan. A Tappan kitchen assures them that your homes are quality homes. Whatever model you choose, gas or electric, you'll sell homes faster.

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Will Be Paid
by
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No
Postage Stamp
Necessary
If Mailed in the
United States

BUSINESS REPLY MAIL

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

THE TAPPAN COMPANY
Dept. AM 10-1
Mansfield, Ohio

Attention: Mr. Ed Barr

QUIET!



Con conversationally quiet—no propellers, no noisy motors, no grunt, grind or squeal. Entire load is drenched in steaming water from all directions thanks to reversing Dual-Drench washing action.



Easy to service—All service—even on controls—is done from front. Impeller and pump slide out as a single unit. Never the need to pull machine out. Color matched panels installed in seconds. And remember—it's a Tappan!



Casual loading—The Tappan dishwasher can be loaded from top, front, left or right. Plenty of room for a whole day's dishes (12 place settings), plus pots, pans and serving plates.

Big capacity, quickly installed, all service from front

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

- Built-in dishwashers
- Built-in gas ranges Built-in electric ranges
- Electronic ranges Built-in refrigerators
- The 'Fabulous 400' Gas Range
- The 'Fabulous 400' Electric Range

Name _____

Address _____

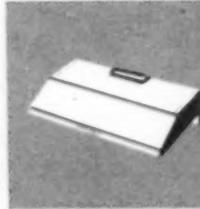
City _____ Zone _____ State _____



Sinks



Refrigerators



Range Hoods



Disposers

**Give the woman what she wants
...and she wants a
Tappan kitchen!**

Nothing cooks or looks like a

TAPPAN

Mansfield, Ohio • Montreal, Quebec



Vina-Lux[®] FLOORS
 give buyers more value ...
 builders more profit

Beautiful floors of Vina-Lux vinyl asbestos tile help keep the profit right for the builder and the price right for the buyer — because Vina-Lux cuts floor costs — lets you offer more house for less money.

Vina-Lux gives you top economy of installation — on or below grade over concrete slab — today's lowest-cost construction method — or over wood or plywood sub-floors. The full range of Vina-Lux colors and styles gives you unlimited design possibilities for maximum sales appeal.

Yours free — samples of nationally-advertised Vina-Lux, model home merchandising kit and idea-packed "Vina-Lux Floor Styling Handbook."

Write today!

AZROCK FLOOR PRODUCTS DIVISION

Specialists in the manufacture of vinyl asbestos tile and asphalt tile flooring
 UVALDE ROCK ASPHALT COMPANY • 516A FROST BANK BLDG. • SAN ANTONIO, TEXAS



Over 50 colors and a style for every builder requirement

800
SERIES

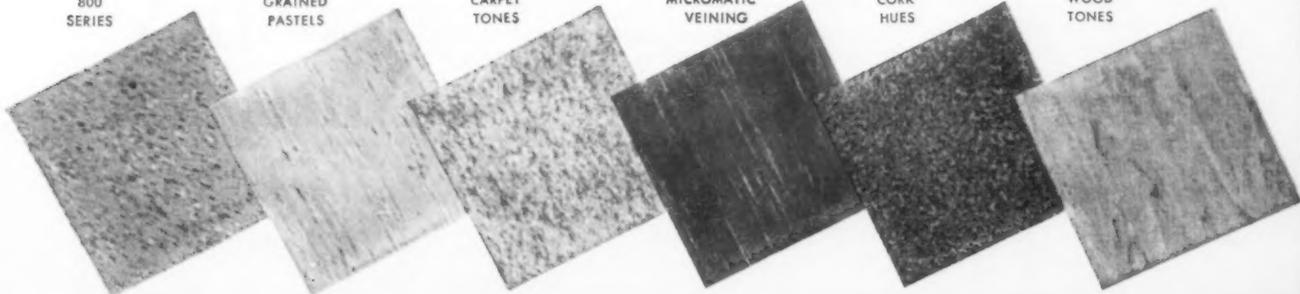
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PASTELS

CARPET
TONES

MICROMATIC
VEINING

CORK
HUES

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TONES





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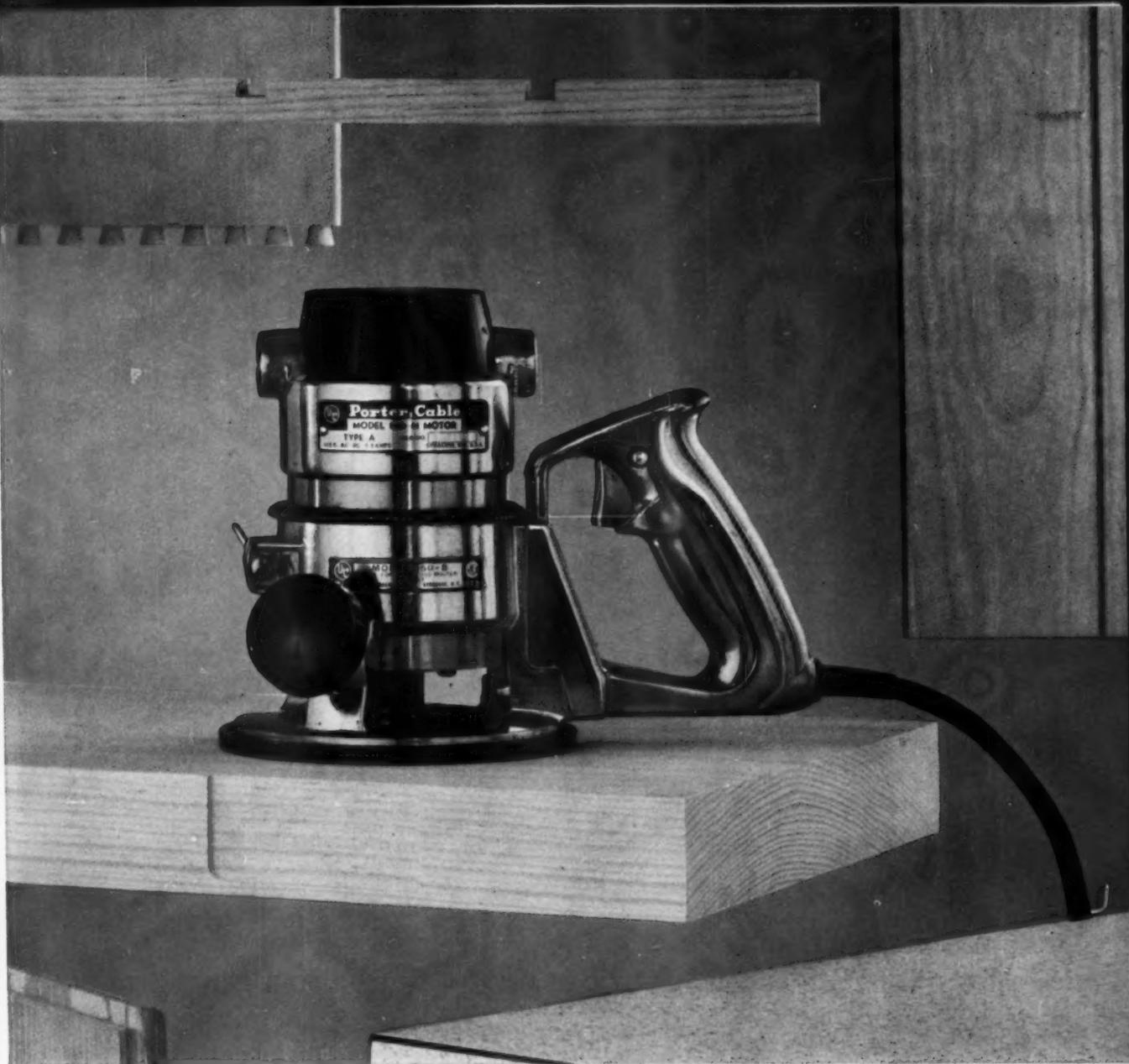
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New American Scored Tile® brings new glamor to bathrooms

This distinctive bath-dressing room was created with American Olean crystalline glazed tile in a brand new scored design—SD-5. The effects possible with this new Scored Tile are unusually rich and decorative—providing a look of custom-design without custom costs. With Scored Tile you can give rooms a new and different look that makes homes easier to sell in today's competitive market. Send for color booklets showing many other distinctive new design ideas.

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Please send me Booklets 452, "Color Planning with Ceramic Tile," and 1021, "Crystalline Glazes and Scored Tile."

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PLEASE PRINT

Company _____

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Bathroom Illustrated: Walls: Scored Design SD-5, 335 Cr. Aqua, 365 Cr. White. Vanity Walls and Countertop: SD-5, 320 Cr. Brown, 332 Cr. Toffee. Floor: SD-5 and 4 1/4" squares, 335 Cr. Aqua, 362 Cr. Charcoal. Plate No. 121.

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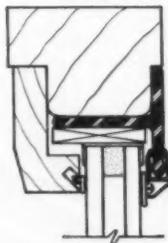
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ARCHITECT: HARRY OLLROGGE



**wood sliding
glass doors**
invite good decorating ideas



WELDED STEEL T-SECTION
on all 4 sides of the 1/4" Ponderosa Pine door panels gives the PELLA SLIDING GLASS DOOR rugged strength and slim lines. NEW GLAZING METHOD utilizes a flexible vinyl "bulb" that assures a positive seal between the glass and frame.

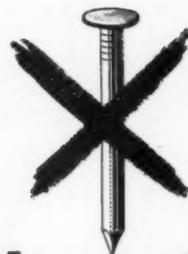
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Please send full color literature on PELLA WOOD SLIDING GLASS DOORS and name of nearest distributor.

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PELLA ALSO MAKES QUALITY WOOD CASEMENT AND MULTI-PURPOSE WINDOWS, WOOD FOLDING DOORS AND PARTITIONS AND ROLSCREENS



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PLANNING—

It's the key to profits in tricky days ahead

Business will be better next year, but the nagging question in every builder's mind is, "will MY business be better?"

There's a very good clue to the answer to this question in what happened to builders in 1961. Unquestionably **those who made the most money were the ones who kept well ahead of what happened: they "figured a new angle," "took a fresh look," "made a new start," "tried a new market," "took a new approach."**

The ones who suffered most were those who went right along on a do-it-just-as-we-always-have basis, ignoring the **truly tremendous transformations in markets, methods, materials and financing that have swept this building industry.** And don't think that the hurricane of change is spent.

To survive in the tricky days ahead, builders must make themselves better businessmen. This demands more careful, complete, advance planning and an expert day-to-day knowledge of what's happening to markets. **It's the purpose of this 1962 Planning issue to give just this sort of guidance, just as it was of our 1961 Planning issue of last October from which the quotations above were taken.**

You will find in this issue what we think are the hottest markets for next year, and ideas about how to tackle them. They will vary locally, but the greatest potential lies in **low cost and shell houses—small apartments and town houses—vacation houses—retirement houses—and a new specialty, bomb shelters.** You will find advice on year-round building—financing—pricing.

All of these will have a strong bearing on the success or failure of builders next year. Again we repeat, **the only thing you can count on next year is that changes in markets, methods and materials will continue faster than ever.**

The best way to be sure of success is to start your 1962 building early. **Make sure you capitalize on change, rather than ignore it as many did this year.—THE EDITORS**

Economic Signposts Point

NEW RESIDENTIAL

1961 \$17.7 BILLION

1962 \$18.6 BILLION

UP 5.1%

MODERNIZATION

1961 \$18.8 BILLION

1962 \$19.8 BILLION

UP 4.8%

NEW NON-RESIDENTIAL

1961 \$16.3 BILLION

1962 \$17.9 BILLION

UP 9.8%

Next year's building activity will show an increase in single-family construction,

New construction will expand next year. It will climb to about \$56.2 billion in value compared to \$52.8 billion this year.

While homebuilding will make some contribution to this rise, its share will not be as great as most homebuilders undoubtedly would wish.

Here's why:

There's a glut of apartments in many of the larger metropolitan areas, and there'll be a rise in the cost of money late next year. The latter should be felt about mid-year 1962 and well into 1963.

Spring of 1962 should be a good one for builders, but things will slow down somewhat after mid-year, as the cost of money in-

creases, in keeping with the demand for funds. Business expenditures for new plant and equipment, plus inventory building, in large part, will create a demand for credit. When that happens, housing always gets second call on the money.

Builders of single-family homes should fare better than high-rise

to a Bigger Year in 1962

High spot: low-cost homes

Watch for an increase in single-family housing starts next year—perhaps by as much as 100,000 units. Much of this will be geared for the low-cost market.

The outlook for apartment dwellings, however, is less bright. Construction of small apartment houses may continue at this year's rate, but high-rise apartments will fall into a tem-

porary decline, primarily because of the high apartment vacancy rate.

Altogether, 1962 should be a year of 1.4 million housing starts—up 4% over 1961. The value of the new units put in place next year should range up to \$18.6 billion. This is a 5.1% increase over this year's total of \$17.7 billion.

Remodeling loans—a stimulant

Modernization in 1962: The outlook is exhilarating. With the improvement loans that Congress authorized this year, home owners will be borrowing up to \$10,000 for as long as 25 years to remodel their homes.

This new modernizing effort will add millions of dollars in new orders to the growing backlog now piling up for remodelers. It will

be a huge market: between \$14.5 billion and \$15 billion.

Add to this the modernization programs of industry—spurred on by a recovering economy—and you have a total improvement market of almost \$20 billion.

Actual estimates put modernization expenditures at \$19,750,000,000 next year.

School building on the upgrade

There will be a 9.8% increase in non-residential building next year—but not all phases of this market will enjoy the upsurge.

Schools, colleges, other educational buildings will vie with commercial buildings for the lion's share of the 1962 increase.

Industrial building, however, will hold about even with 1961's level. Much of this

building will be centered in the small plants and laboratories, the kind of construction that AMERICAN BUILDER readers have been getting into more heavily each year. High-rise office structures should hold to this year's strong pace, with New York City leading the way.

All told, the market should hit \$17.9 billion next year—\$1.6 billion over 1961.

but the apartment house boom will begin to weaken

apartment house builders. Lending credence to this forecast are the recently-reported upturns in the sale of second-hand homes and a substantial increase in applications to FHA for mortgage insurance on homes.

These factors, coupled with the rise in contracts for new homes point to a rise in production of

new one-family homes next year. Similarly, reports of a curtailment in the issuing of permits for units in multiple-family buildings suggest a coming slow-down in the apartment boom.

Outlays for all construction in 1962 will rise to \$83.2 billion, a rise of almost 5% from similar expenditures (\$79.5 billion) in '61.

For the Bright Spots

- Home Improvement
- Low Cost Houses
- Retirement Houses
- Apartments, Townhouses
- Vacation Houses
- Fallout Shelters



HOTTEST MARKETS FOR '62

Home Improvement

BIG BUSINESS. U.S. Bureau of Census reports that, in 1960, country's home-owners spent almost ten billion dollars on alterations, replacement, maintenance and repairs. 84.2% went into single-family houses.

FHA REPORT. Loans for the improvement of single-family residences continued (from 1959 to 1960) to account for nine out of every ten of its notes and 85% of its net proceeds.

NEW HOUSING BILL. According to Neal J. Hardy, FHA administrator, "Now it is possible for home owners to improve their houses to meet the needs of modern living." The bill has a home improvement provision with a \$10,000 maximum loan limit, a maximum of 20 years and a maximum interest of 6% plus one-half percent FHA insurance premium. To qualify, a remodeling project must form a permanent part of a house. Built-in appliances which contribute to this end will be allowable items."

MAJOR REMODELING JOBS POSSIBLE. Again we quote FHA. "With the loan increase to \$10,000, many owners of older homes will be able to remodel them completely with such things as a new roof, new panel doors and windows, complete insulation, new plumbing and electrical wiring."

MARKET IN THE MOVE. Last July, the purchase of older houses rose 13% above that of the same month a year ago. New owners invariably make changes before or after taking possession. This produces a continually expanding field for the builder.

TWO-FOLD MARKET. J. G. Oldham of U.S. Gypsum Co. breaks the home improvement market into two parts. An add-on market—new homes that require expansion to meet growing family needs; an updating market (older houses being converted into multi-family or rental units). Both are on the increase.

AMERICAN BUILDER REPORT. Jobs of 1,109 builder-remodelers surveyed amounted to over 7,233 during 1960. They report an increase in these remodeling figures this year.



Former first floor bedroom became modern kitchen-dining area

Old houses offer plenty of space. Here a large bedroom was transformed into an attractive, informal living space with knotty pine-paneled kitchen cabinets, built-in equipment and plenty of room for eating and entertaining in a relaxed atmosphere.



◀ BEFORE

AFTER ▶

Old farmhouse inspired remodeling project

Old house, sturdily built with good lines, was set amidst grove of hard-to-replace trees. Remodeling consisted of a new paint job, new roofing and front entrance.

Remodel old houses

Rockland County (N.Y.) builders put up 40 houses a year, keep crew of thirty busy throughout winter by updating century-old farmhouses which are included in purchase of tracts. Remodeled jobs all sell before completion.

There's plenty of gold in older houses if you look for it. That's what the Hungry Hollow Estates Corporation, builders in Rockland County, N.Y., have found during the past few years. Remodeled farm houses have a ready market and, since most of their tracts are built on rural acreage, a farmhouse was usually part of the purchase. With a keen sense of traditional design, this astute building organization

has not only found good profits in remodeling but has also discovered a way to keep its crews busy during slack winter months.

Since most remodeling is done indoors, weather is no deterrent. Even during the severest seasons, workmen are guaranteed steady employment. The result—a good crew is loyal all year long and readily available for new houses started each spring.



photographs by Ben Schnall

for off-season profits



Garage wing enhances traditional design

Original lines of century-old house were kept intact. Owners and builders, Ed and Sam Schecter, added garage, open porch to extend lines of house, cut down on too-vertical appearance.



Deep porch offers protected entertainment area

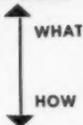
A solution to trend towards outdoor living, this decorative porch offers welcome shade for dining and get-togethers. Horizontal lines prove excellent contrast to narrow gable wing.



Home improvement can mean a separate screened porch connected to the house by an open deck

Built to catch all prevailing breezes, this screen house is open at top and sides. Built on concrete piers, its cantilevered frame is supported on 4x4's. The floor is of tongue-and-groove fir,

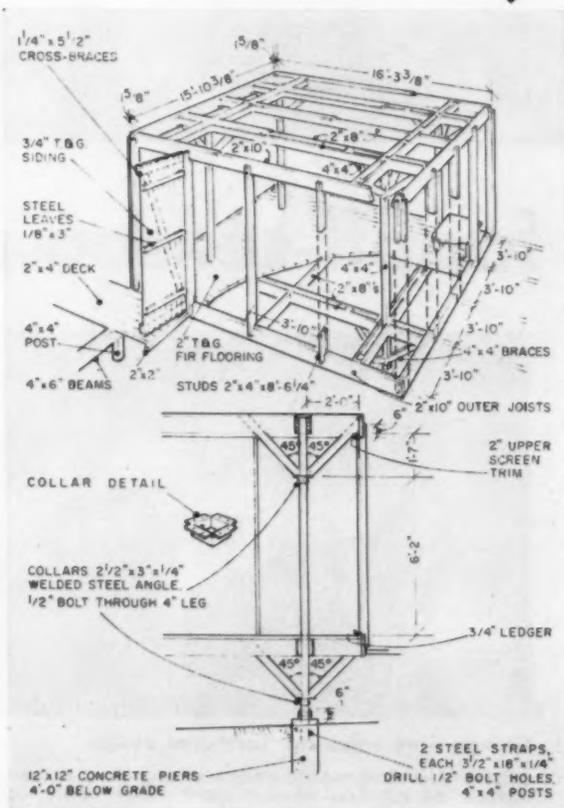
coppered for weather-protection, drilled for drainage. Copper screening is attached to 10" redwood framing at top and bottom. Designer: Stanley Gettle.



The home improvement market is wide open to manufacturers and builders— Will you get your share of its profits?

Proof that remodeling needs exist was indicated last year by 81,000 homeowners who entered the Home Improvement Council's "How's Your Home" Contest. Wants are shown below in terms of percentage importance. Since many indicated several choices, the total exceeds 100%.

- 55% wanted to modernize their kitchens. Here's a lucrative field not only for the builder but for the manufacturer of cabinets, flooring, countertops, plumbing fixtures, major appliances and wall finishes.
- 48% wanted to improve their garages or carports. Category also showed need for enlarged or screened porches.
- 43% wanted more space for hobbies. The result of family growth, this desire for more space could mean basement family room improvements or the addition of an extra wing.
- 43% wanted outdoor storage for garden tools or patio furniture. The trend towards more outdoor living and lack of basements in many houses makes this a "must" for many. Desire for fences was also indicated.
- 43% also wanted a new bathroom. Again an indication of growing family needs, this offers the builder many opportunities: the manufacturers of tile, plumbing fixtures, flooring and accessories a wide open market.
- 42% wanted outside changes in their homes. Included were new windows, doors, screens. Evidently these are owners of older houses beginning to show their age.





Home improvement can turn an open porch into a pine-paneled family room with built-ins

Large aluminum sliding doors still bring plenty of light into this remodeled porch. All interior walls have been paneled in pine-surfaced plywood with vertical joints. An L-shaped counter, on

the wall next to the present dining room, serves as a bar. Cupboards are underneath at one side, hi-fi equipment on the other. Louvred doors conceal glass and record storage.



Home improvement can add a bedroom to the second floor by means of a long, running dormer.

A running dormer, usually relegated to the back of a house, is used here as an integral part of the front elevation. In fact, the wide overhang and long horizontal lines enhance the overall

design. The resulting children's room has walls of random width plywood panels, an open ceiling and oak floor. Remodeling jobs on this page—Westchester Modernization, White Plains, N.Y.

HOTTEST MARKETS FOR '62

Low Cost Houses

Sales of incomplete houses will soar in the sixties. This is the opinion of forecasters who have their fingers on the pulse of this booming market.

What are shells? Why has the idea come to the fore? And how much threat to the conventional builder? These questions come up as you look at the tally sheet: Some 4% of all the houses built last year were shells. One of the leading shell operators estimates that since the start of the industry, some \$350 million worth of shells have been erected.

Most builders—both conventional and shell—feel that the two are not competitive: Says William Parker, president of Nationwide Homes, Atlanta: "Our industry supplies homes to that segment of the public who are housing poor. Washington appropriates money for housing, but it goes to towns of 20,000 population or more. What about the forgotten low income people in rural and small town areas? That's where the shell home industry comes in. So without government assistance, without any subsidy whatsoever, by arranging financing on his own—privately—the shell home builder has answered a basic need."

Other shell builders point out that anyone who can afford the minimum down payments under conventional housing practices is invariably better off doing so. FHA loans carry lower rates and longer terms than are available under most shell selling.

Who's your buyer? He isn't—as might be supposed—a do-it-yourself type with a room full of hand and power tools. The shell buyer buys because of price and because no more favorable financing (viz FHA, etc.) is available to him. He is primarily rural. Often his education ended with grade school and his income is low. A rural person generally owns a small lot and has no hope of ever building his own home unless he does it with a shell. Surveys show that he will buy the needed materials from local supply houses, purchasing piecemeal only what he can either afford or complete. He's a family man; he's a good risk. He's a big part of your market in '62.

This Quality 3 Bedroom Home as little as \$46.65 per month

Come see the 1961 Fleetw...

ALWAYS FIRST! ALWAYS THE LEADER!

NEW WONDERWOOD LIFETIME SIDING

The Country Home \$3095

Merchandising is different

Ads are geared to low income bracket; pitch centers on terms, downpayment discussion. Promotion runs \$40-\$150 a house.

Offers wide variety of designs

Shellcraft offers 100 designs in three stages: basic shell, livable (varied degrees of finishing), and finished.

The low-cost market

In a few short years, the shell house business has grown into a 100,000-house-a-year market. It looks even bigger from now to the '70s. Designs are improving along with construction techniques, merchandising, and financing

Mostly centered in the Southeastern part of the nation a few years back, the shell house industry has mushroomed west to the Coast and north to New England. In some areas, sales have grabbed 50% of the housing market. To test their sales appeal, several builders have added them to their stable of designs and have found them big sell-

ers—as much as 15% of volume.

Beyond a doubt, the boom behind the shell business is price. The customer who can build or buy a conventional house is not a prospect. The low wage earner is the man to sell: shells give him the house he can afford on scattered lots, in undeveloped areas, and in rural and farming sections.

In the past, shell designs have left a lot to be desired. But as the industry grows, this problem (as shown on the following pages) is working itself out. Building techniques are improving: components, prefab, and standardized parts are being used. Financing is better. Seaboard Homes, Inc., Hawthorne, N.Y., for example, has signed for financing with Universal C.I.T. Through Universal, buyers will receive a 10-year loan of up to \$8,500. Unlike most shell deals, this arrangement does away with large balloon payments on the last installment—often as high as \$3,000 in one chunk under some financing.



Crawford operates in 5 states

Shellcraft, owned by Crawford Corp., Baton Rouge, has 20 builders in 5 states, will expand more with package units.



is coming out of a shell



"Orleans" shell starts at \$2,235

Small Shellcraft house offers two bedrooms, bath, kitchen, and living room in 247 $\frac{1}{4}$ " square space. Firm offers complete package: accounting, administration, financing, marketing.



Seaboard markets under Diamond Homes name

About 20 different models are offered by Seaboard in Diamond line. Financing is excellent (see opposite page). Basic package offers exterior shell and interior finish materials.



Major Realty Corp., offers aluminum shell

Contemporary model by Major Realty has walls that are a laminate of aluminum, polyurethane foam, phonolic hardboard. The model sells for \$2,995. House is fastened with adhesive.



Omaha builder experiments with components

Don Decker cut costs on "off site" spot with components. House sells for \$9,450 with all city improvements. Three bedroom units have 864 sq.ft. Components also reduced pilferage.

IN '62: THE LOW-COST MARKET IS COMING OUT OF A SHELL

Component and prefab construction has been one of shell housing's biggest improvements. Like conventional building, a faster house is a must to stay in the market

Shellcraft Homes, a division of Crawford Corp., offer their products—as do other shell firms—in three stages: The basic shell is complete outside, unfinished inside with materials and equipment available for finishing; livable, ready to live in, but with varied degrees of finishing to meet the customer's needs; finished, completed entirely.

On this and the next page you'll find the construction sequence of one of Shellcraft's models. The house arrives on the job in the morning. By nightfall, it is ready to be painted.



Foundation is ready for the house trailer

Houses are trucked to building sites. Foundations are already in (concrete block) complete with termite shields. Crawford operates in radius of 250 miles from Baton Rouge headquarters.



Completed floor framing is bridged by crews

Crews install bridging between completed floor framing. Note how component parts of house are positioned about site. This speeds erection time; crews don't have to return to truck.



Plywood subflooring goes on framing fast

Plywood subflooring is used only when finished floor is to be installed. Otherwise, subfloor is 1x4" pine stock. Foundations use concrete footings, blocks—open piers.



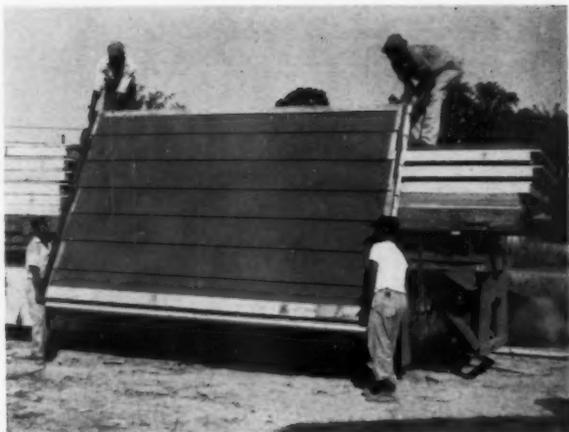
Interior partitions are installed next

Like wall panels, partitions are pre-assembled 2x4s, 16" o.c. They're spotted in the house for quick tilt-up. Electrical system meets National Code requirements, has minimum fixtures.



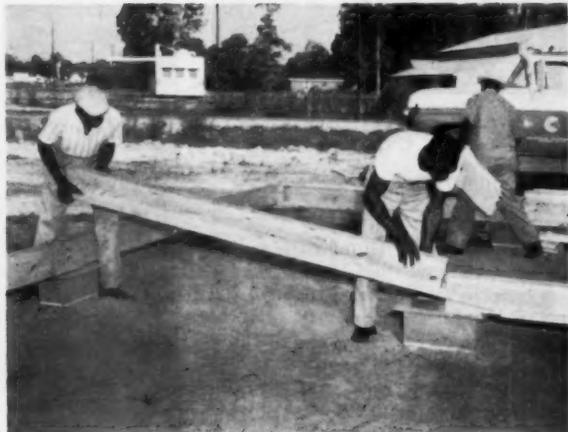
As partitions are placed, roof sheathing goes on

Roof sheathing is 5/8"-thick plywood, which is installed as the interior partitions go up. Roof area has a big 16" overhang with screen soffits for ventilation.



Four-man crew can handle unloading operation

Wall panels are light enough for easy handling by 4-man team. Panels-partitions use 2x4s, 16" o.c. with 3/4" gypsum wallboard. Exterior siding is cedar shakes. Windows are aluminum.



Floor framing material is next step

Workmen assemble floor framing on foundation. For quick and easy assembly, it is precut. Floors use 2x8s, 16" o.c. single pine flooring. All lumber is grade marked.



Wall panels are tilt-up job for 4-man crews

Walls are complete; exterior shingles are plant-applied for on-site speed. Aluminum windows also are installed at the plant. Cedar siding gets two coats of paint when house is up.



Roof trusses are lifted and fastened into place

Roof trusses are 2x4 stock and go up 24" o.c. Ceiling is 1/2" gypsum hung. Other components to speed building include pre-hung exterior, bathroom and bedroom doors.



Roof system offers weather-tight construction

Sheathing is covered with 15 lb. asphalt-impregnated felt, over which 210 lb. shingles are applied. Plumbing is National Code approved; house has 3-fixture bathroom, double sink in kitchen.



First coat of paint is applied at end of day

By late afternoon of the first day, crews apply first coat of paint. In kitchen, 24 lin. ft. of wall shelves are installed with 60" base cabinet. House has 20 gal. gas water heater.

HOTTEST MARKETS FOR '62

Retirement Houses

By 1975, America's senior citizen population will have jumped to 20 million from its present 16 million. Going at the present rate, builders are expected to erect 125,000 single-family dwellings and 60,000 multiple rental units for retirees each year for the next 15 years. Yet, this meets only one-half of the market need.

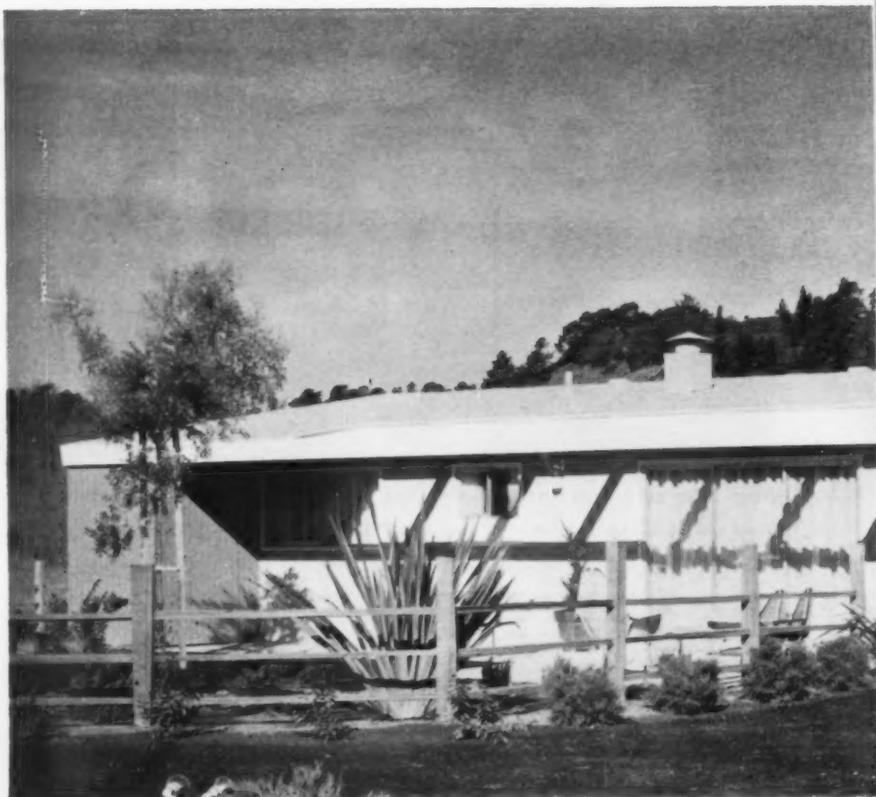
Most senior citizens must live on curtailed incomes, sometimes as low as \$2,000 per year. However, among the total of retirees, only 20% falls in the destitute OR well-to-do category. The remaining 80% make up the classically solid middle class of oldsters. Two more points: (1) in a nation-wide survey of retirement communities, between 50% and 70% cash sales were recorded and (2) recent figures indicate that 80% of non-farm, over-65 people own their own homes; homes, incidentally, that are too large for them.

But, what about the credit risk? Carl Mitnick, successful retirement builder in Cape May (N.J.) found that, among 400 retired homebuyers interviewed: 27.7% paid cash; 21.5% took mortgages of five years or less; 24% took mortgages for 60% or less of the purchase price of a home; 10% made a down payment of 10%. Only 11% took the maximum mortgage. "This is a constant market. Retired buyers don't wait for economic changes," says Mitnick.

The big controversy—should oldsters be segregated in their own communities? Yes, says Florida builder, James Rosati in discussing his Orange Lake Village: "We have a retired area of 1,000 homes . . . concept of segregation has been well received."

No, says architect E. N. Turano, of New York: "Without proper social interchange with younger people, a community of this type (segregated) can grow older very quickly."

American Builder reports: The retirement market is everywhere; 90% of oldsters prefer to stay in their hometowns—remaining active, contributing members of the community. Fulfilling this need in your own backyard can be a profit booster for you.



Retirement living:

Not every over-fifty buyer wants to go where the balmy breezes blow, but some want to settle in planned communities with a vacation atmosphere. Here's how two builders in Detroit and California found this fast-growth market

Casting about for an ideal retirement community location, the Alcan Pacific Company (developers) hit on California's beautiful Monterey peninsula. Prime reasons: the year-round "air-conditioned" weather, convenience to ocean beaches and other recreational facilities. The name: Hacienda Carmel Retirement Community.

Figuring that retirees would be attracted by a solid investment opportunity, the builders decided on co-operative homes. Purchase price of the shares (in effect, the house) are payable as follows: 20%—time of subscription; 70%—construction begins; 10%—ready for occupancy.

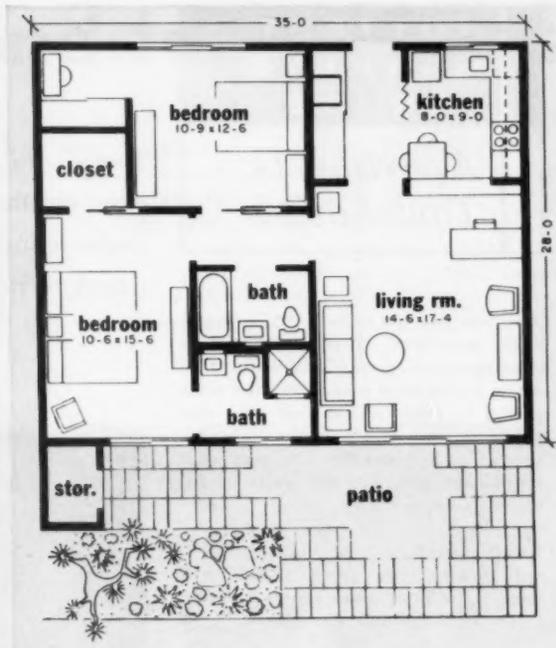
The tract encompasses 40 acres,

with 300 (planned) one-story, garden-type dwelling units. Prices range from \$11,200-\$19,200.

Builds senior citizen co-ops

Builder C. W. Babcock of Detroit has proved that even the "difficult" age oldster can be provided with good housing. With over 39 years of building and managing senior citizen co-ops, Babcock classifies his customers as (1) between 65 and 80 years of age and (2) about 85% widows. He is even able to provide good housing for retirees living solely on their social security.

C. W. Babcock & Sons have built 26 senior citizen co-ops, recently embarked on number 27.



Typical Hacienda Carmel Home—the Casa Sereno

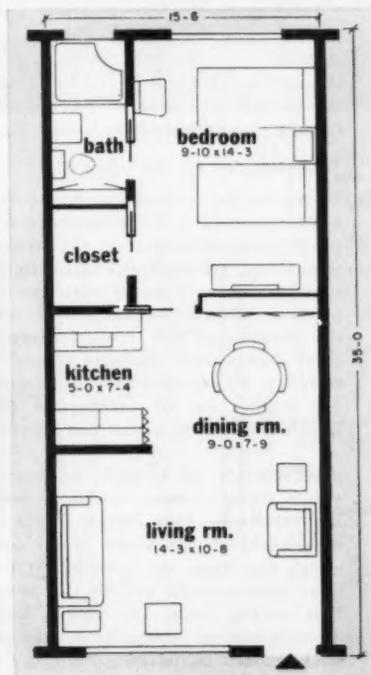
This garden-type cooperative unit sells for \$19,200, features two bedrooms, two baths. Sliding glass doors open living room onto rustic-fenced patio. (Family room, shown, is optional.) Designed for oldsters, the homes feature non-skid tubs, no-stoop outlets, easy-to-reach cupboards, complete soundproofing.

it's in your own backyard



Detroit's Babcocks mark another "sold" for retirees co-ops

Builder Charles W. Babcock, right, took advantage of a favorable Detroit zoning law in selecting a site for his latest senior citizen co-operative. This ordinance allowed him to build on business property situated on secondary streets. Added advantage: Side streets are quiet, convenient to small shops and transportation. Monthly maintenance per apartment: \$30. Shown with Babcock, Sr.; sons James, center, and Charles.



**HOTTEST
MARKETS
FOR '62**

*Apartments,
Townhouses*

Profits, progress

There's no doubt about it—rental housing and rowhouses are, by the thousands, on builders' planning boards or under construction. Here's what two Eastern builders are doing to profit from this hot market

The first five months of 1961 saw private, non-farm, three-family-or-more housing starts reach 77,900 units. This shows a powerful surge from the same period in 1960—59,500 units and tops 1959's strong 76,100 units for that year's first five months. The year's end should see over 230,000 units under-way or completed.

In all probability, the builder who is not looking for quick profits will benefit the most from rental housing. Listen to David Muss, president, N. K. Winston-Muss & Co.: "To the producer of rental housing for investment . . . special advantages are as follows: (1) special tax advantages and tax shelters (2) the establishment of an investment portfolio (3) building an estate."

No builder can afford large standing inventories, nor can a rental producer maintain standing vacancies in his apartments. A market analysis can be the answer, but, in the words of James F. Neville, NAHB's Rental Housing Director . . . "regardless of which approach is taken . . . vacancy survey, consensus of informed opinion, studies by professional market analysts . . . the final decision is on the builder himself . . . but, using available information, he has the facts to make an informed decision."

Townhouses on the upswing

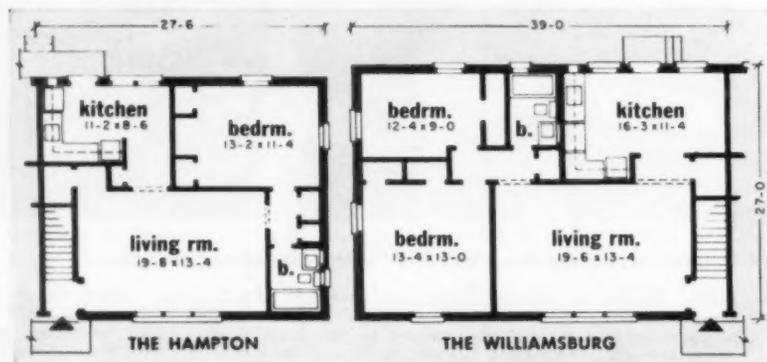
Flying in the face of the house-with-a-yard concept is the resurgence of a pre-Revolution structure, the row- or townhouse. Its market: Practically the same as for apartments with one important difference—these people want the investment and pride of owning their own homes. Builders should remember: Rowhouses have been a major feature in all progressive communities planned in the last 35 years.

AMERICAN BUILDER reports: If you're going to enter rowhouse building (1) Know your market AND the neighborhood; (2) Know in-city codes—they vary from the suburbs (3) Vary your setbacks—this can be the homes' best selling point (4) Orient living areas to rear of house, preferably with back garden or patio.



New Jersey's Eatoncrest garden apartments rent for \$35 per room

Typical buildings in this brand-new community are the "Hampton" (four one-bedroom units) left; the "Williamsburg" (four two-bedroom units) right. When completed, the community will number over 100 buildings, twenty acres of landscaping, parking lots.



in apartments and townhouses

Two builders who recognize this new market are Mark Handler of Eatontown, N.J., and Burkard & Kaufman of Queens County, N.Y.

Handler's "Eatoncrest" garden apartments are built around a country club theme. The 412-unit project will include a swimming pool,

tennis courts and dressing cabana.

Each building contains four one- or two-bedroom apartments. Unique feature: Ceiling radiant heat with individual room thermostats.

In the shadow of New York's Idlewild Airport lies one of the biggest "gray" belts in the city. In

an attempt to improve and utilize this area, builders Burkard & Kaufman have launched a 139-townhouse community called "Georgetown Homes." Their market: Second- or third-time buyers who hold onto their original properties as rental investments.



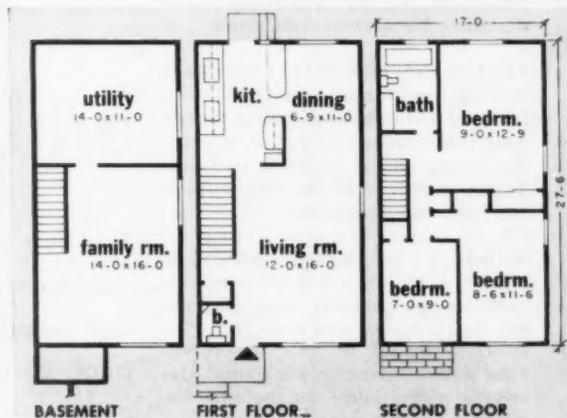
Queens County townhouses sell for \$16,750

Main selling point of Georgetown Homes: Three full floors of living space at a relatively low cost. Model is known as the "Towne." This is Burkard & Kaufman's fifth community.



Finished basement extends living 3 full floors

Each Burkard & Kaufman townhouse contains three bedrooms, 1-1/2 baths; open plan of first floor makes maximum use of restricted space. Finished recreation room is optional.



HOTTEST MARKETS FOR '62

Vacation Houses

PAST HISTORY: According to Nat Rogg, economist for the National Association of Home Builders, at least one million American families now own vacation houses. The annual growth of the field, during the past few years, has been at a rate ranging from 50,000 to 75,000 and indications are that 100,000 leisure homes will be built this year.

PRESENT MARKET: The sky's the limit if responses from AMERICAN BUILDER readers are an indication. A recent survey showed that one out of every six houses built by these firms is a vacation house. Though the majority of these homes are in the \$2,500 to \$5,000 class, many report that second houses costing \$25,000 to \$40,000 are no exceptions. Most are conventionally built, fully insulated with ranges, heating, a water supply, a septic tank and drainage field and baths. Almost half of the buyers paid cash; the majority own homes.

BRIGHT FUTURE: The country's families have more money than ever before—more leisure time, longer vacations and weekends. Superhighways and thruways bring beaches, lakes and mountains nearer to metropolitan areas, making it easy for owners to escape to the wide open spaces in record time. Vacation house ownership potentials are many. Not only does it offer an atmosphere for relaxation but saves money on family vacations, provides a lucrative means of rental income and, for the far-sighted, forms the basis for a retirement home.

FINANCING POSSIBILITIES: Many lending institutions now look with favor on leisure houses, finding them a good risk since, over a period of years, the average house increases in value. Easing of money in the field attracts more and more prospects.

BUILDER - REALTOR PARTNERSHIPS: A builder's best bet is to own vacation-type property or align himself with a realtor who does. He or his associate should be able to provide some sort of financing. He should also erect a model house on the site. Experience proves proper atmosphere helps sales growth.



Typical rental units have rustic look, tree-shaded plots

Native stone and red cedar were used as outside finish on these two-story leisure homes. Each has an unobstructed view of the lake front, private terraces and barbecues. Electric heat, air-conditioning, maid service are included in rental.

Rental resort —

St. Louis builder Burton W. Duenke developed a wooded peninsula on the Lake Of The Ozarks into a 26-unit vacation resort that offers privacy and service with swimming pool, playground, boat dock



Large windows overlook lake and terrace

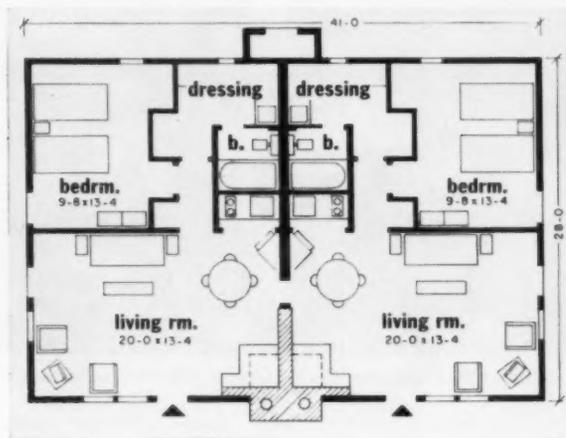
Cabins are rented on a daily or weekly basis. Larger suites are divided for privacy, have separate bedrooms, compartmented baths, dressing rooms, kitchenettes and stone fireplaces.



Interior of A-frame house has airy, open look

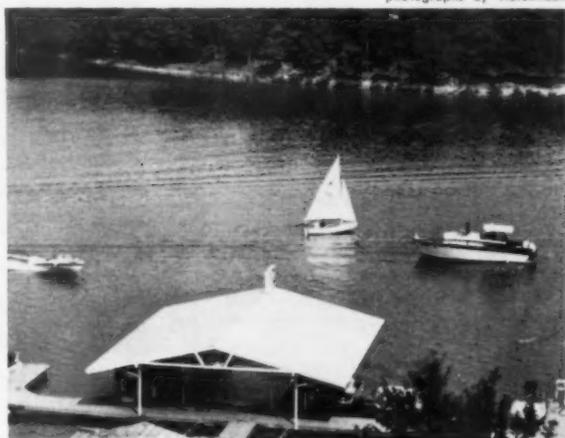
Framework of all interiors is left exposed, stained to contrast with painted wallboard walls. Cabins are completely furnished; all living rooms can be easily converted into sleeping quarters.

photographs by Hutchinson



Double cabin offers two identical suites

Separated by a party wall, larger units can be rented separately or combined if extra room is needed. Each has a fireplace, television and kitchenette for preparing drinks or complete meal.



Lake front marina is shared by all tenants

Tan-Tar-A stretches along more than a mile of beautiful wooded lakeshore, offers guests fishing, water skiing, motor boating, 70 acres of undeveloped woodland for the adventuresome.

a profitable side line

Co-ordinated planning, the preservation of natural beauty and uniformity of architectural design are features that give Tan-Tar-A a quality that attracts tenants. So successful is this side line, that Mr. Deunke is planning to subdivide 50 of the 70 acres, setting up lots of a minimum of one-half acre.

These lots will be leased, rather than sold. Cost and design of all houses will be controlled by the builder-developer who will also provide vacation facilities such as pools and playgrounds. In this way, high quality will be preserved.

He will also act as renting and servicing agent for these new

houses, getting a percentage of the rental in each case. This program will reap dual benefits—it will be profitable for Duenke and will help owners, who use their homes during part of the year, to cut down on expenses. As resort owner, the developer will also gain extra patronage for his restaurant and marina.

BONUS MARKET FOR TODAY

Fallout Shelters

A potentially huge bonus market is shaping up for 1962. It's open to both remodelers and new-home builders, and involves a structure that almost nobody even thought about until now—the fallout shelter.

At this writing, there are no figures to indicate the actual potential in this market. However, reports from shelter manufacturers, contractors, government agencies, homebuilders, trade associations and newspapers all point to growing public interest, in all parts of the country.

Main reason, of course, is the current heightening of world tensions—notably in Berlin. But there are other factors too, which indicate that the market for shelters could grow significantly even if the Berlin crisis dies down. These are:

(1) The trade associations are starting to boost it. Some organizations, like the Portland Cement Association and the Structural Clay Products Institute, have made pertinent information available for some time, and are now being joined by other groups. Result: more publicity, more research, more plans available. (See box, on page 9.)

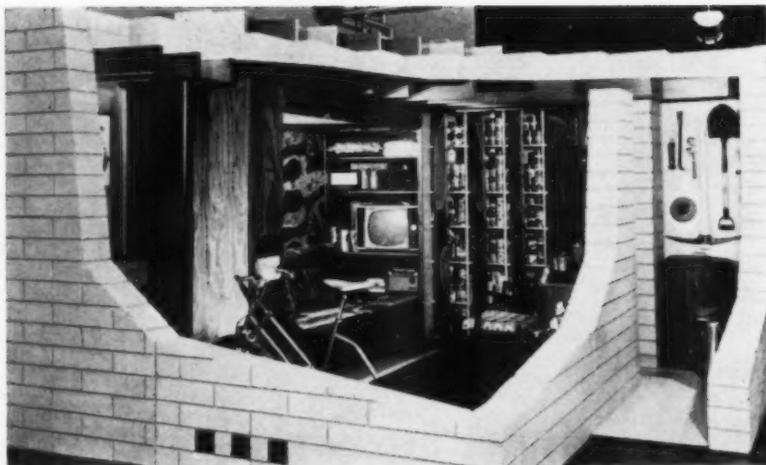
(2) The federal government is moving in. Until now, government stimulation of fallout-shelter building has been almost nil. Publicity was sporadic, and civil defense authorities did little more than offer a few plans and booklets. But the present administration is changing all that. Official U. S. policy now calls for, among other things:

- **Stronger promotion.** Aim is to convince people that fallout shelters do increase significantly one's chances of survival.

- **More research,** to show how shelters may be incorporated in new and existing buildings.

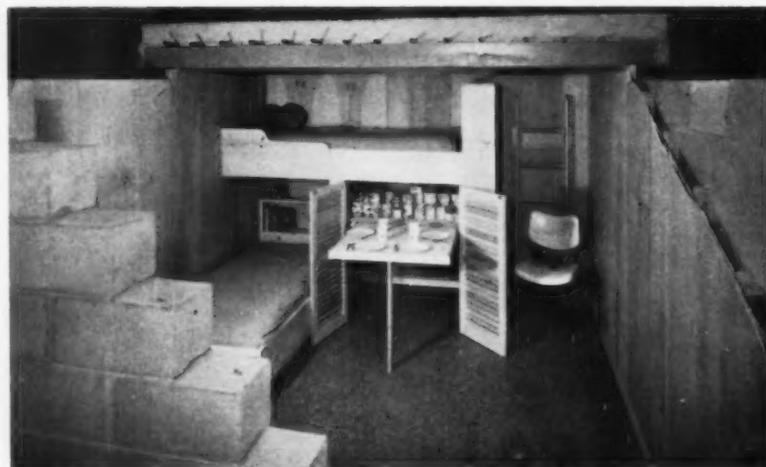
- **Setting an example,** by putting shelters in many new and existing federal buildings.

- **Financial assistance.** Steps are still under study, and indications point to no massive federally financed program. But under FHA's home improvement programs, homeowners can get insured loans to build shelters. This fact will be publicized.



Completely equipped shelter will support family for two weeks

Cutaway of basement fallout shelter shows supplies needed for reasonable comfort. Bike is for exercise. Other equipment would include water storage, food, stove, ventilator, containers for garbage and human waste, tools, battery radio, books.



Remodeler merchandises four-person shelters with full-size cutaway

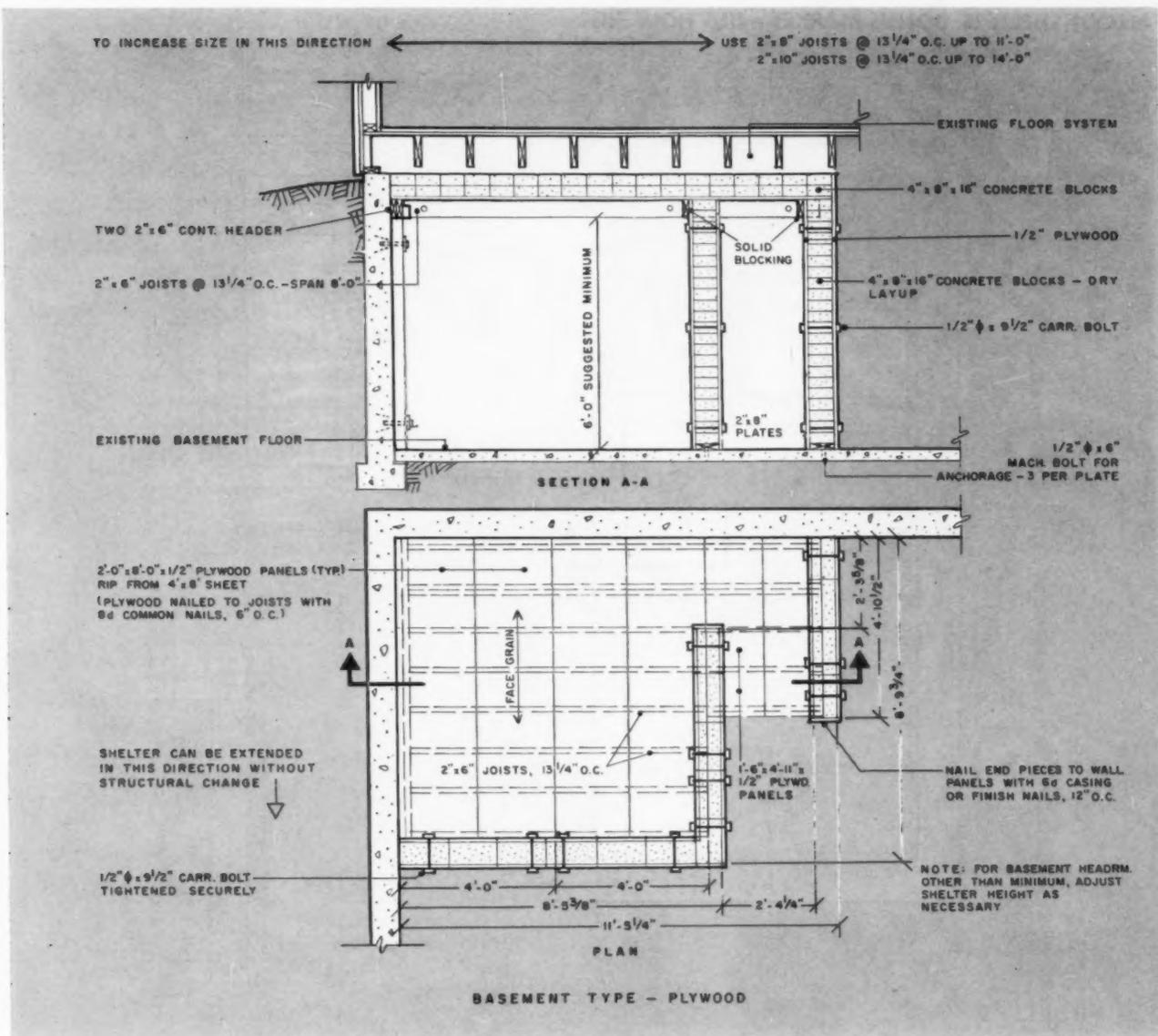
Two bunks are built-in, two others stored in cabinet, which also holds food, slide-away table. Resilient flooring and birch paneling let shelter double as finished basement room. Built by East Coast Attic and Basement Co., Inc., Mineola, N.Y.

Fallout shelters:

As world crisis deepens, public and builders show more interest in home shelters. Federal government, trade groups strengthen their promotions, make wealth of information available. Sales pick up, but slowly

While the size and potential of the fallout-shelter market remain question marks, there is no scarcity of information on how to build, sell and equip these structures.

For example, the Douglas Fir Plywood Association has come out with shelter designs both for basement and underground installation. A basement model is shown



bonus market—but how big?

at top right. It requires no special skills on the part of builder or crew, and, like most designs offered by the trade associations, is based on specifications of the Office of Civil and Defense Mobilization.

DFPA's underground design (not shown) is made entirely of plywood, is waterproofed to withstand relatively high ground water pressure, and has the advantage of adapting to panelization.

The model on next page may be

constructed of clay tile or concrete block. Details were furnished by the Structural Clay Products Institute and the National Concrete Masonry Association.

Shown on page 91 is a backyard, or underground shelter made of reinforced concrete. It was taken right out of an OCDM booklet, "The Family Fallout Shelter."

A careful look at any of these plans—and the many others available—shows that building the shel-

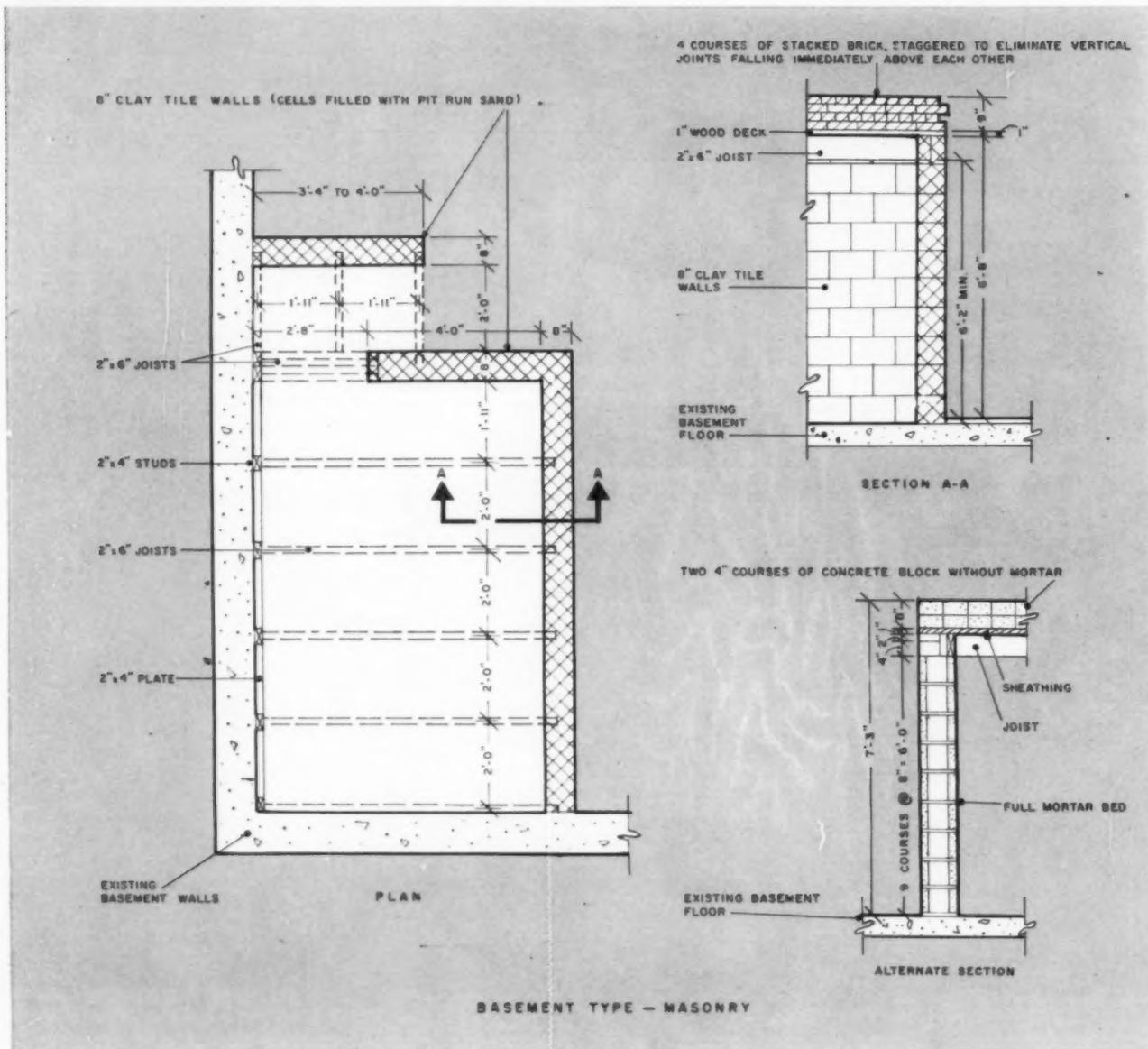
ters is no problem. They fit easily into new or existing houses. But . . .

What about merchandising possibilities?

Right now, there is still much public resistance to the idea of building fallout shelters. Reason? "If the bomb falls, we'll all be killed anyway. A shelter won't do any good."

But the builder can point out that the vast majority of casualties in most nuclear attacks would be

FALLOUT SHELTERS: BONUS MARKET—BUT HOW BIG?



from radiation—just what these shelters are designed for.

Another good sales point: the shelters need not be expensive. Alco Associates, Inc. (Long Island, N. Y.) will build an OCDM-type shelter, of solid core concrete block, in an existing basement, for \$395. That includes a 25% profit. The same firm will sell a completely equipped shelter—including ventilator, bunks, chemical toilet, water storage and enough food to last four people 12 days—for \$795. (Profit is still 25%.) And a California developer, Tri-City Builders, will put optional shelters in its houses for \$550.

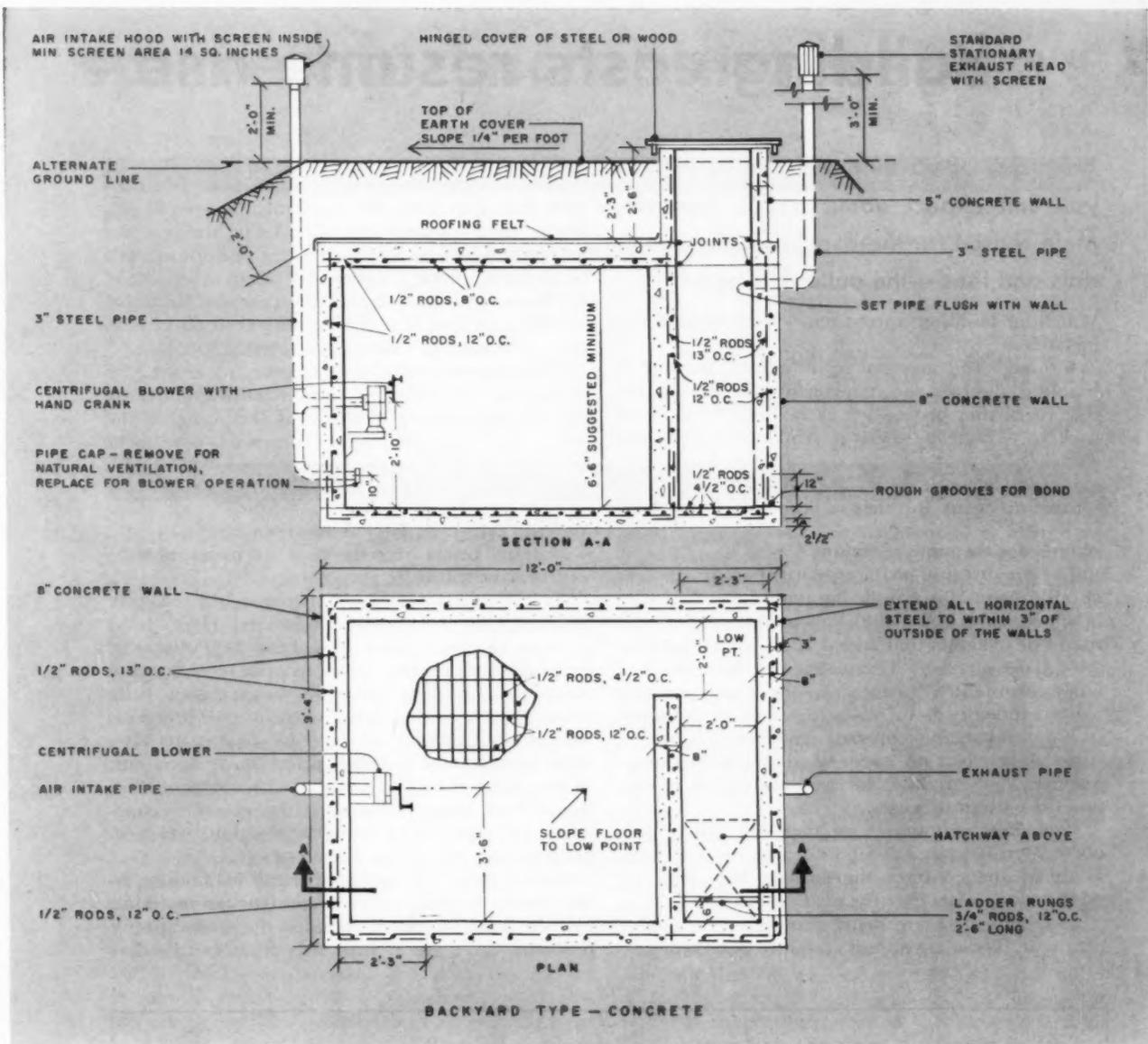
Some builders find that it helps to play up the fact that fallout shelters are not wasted space. Among other things, they can be used as storm shelters, hi-fi rooms, darkrooms, dens, studies, TV rooms, and extra bedrooms. (This point will probably get wide publicity from the OCDM and associations.)

A lot more merchandising ammo can be found in the pamphlet, "Fiction and Facts About Family Fallout Shelters." It costs only \$2.50 per 100 copies, from the U.S. Chamber of Commerce. The associations also give merchandising advice. (See box, right.)

The problem of equipping the shelter can be handled by the builder in one of two ways. He can include the equipment and furnishings in the sales price, or he can sell the bare shelter and advise his customers where to buy the equipment at a later date. This information is available from your local civil defense office.

Before you jump into the fallout shelter market with both feet, remember this: the public is only beginning to show interest. But the market is there, it's potentially big, and it's being promoted.

AMERICAN BUILDER has seen re-



ports like: "A 400% increase in sales since Kennedy's Berlin speech." However, we've found it difficult to find out "400% over what?" Such reports may be intended to boost the market, but they can be dangerous to the individual builder who takes them too seriously when analyzing his market.

So here's what we recommend:

- Write for all the information you can get.
- Contact local newspapers, civil defense authorities and other builders, to find out how much interest there is in your area. Then . . .
- Enter the market with caution.

Where to get data on shelter construction, sales

Chamber of Commerce of the U. S.
Washington 6, D. C.

Office of Civil and
Defense Mobilization
Battle Creek, Mich.

National Concrete Masonry Ass'n
1015 Wisconsin Ave., N. W.
Washington 7, D. C.

Douglas Fir Plywood Ass'n
1119 A Street
Tacoma 2, Wash.

Structural Clay Products Inst.
1520 18th Street, N. W.
Washington 6, D. C.

Portland Cement Ass'n
33 West Grand Avenue
Chicago 10, Ill.

West Coast Lumbermen's Ass'n
1410 S. W. Morrison
Portland 5, Ore.

Your local City, State or
Federal Civil Defense Office

Building costs resume rise—

Your cost of building will rise in 1962—you can expect about a 3% increase. Main reason for the rise: labor. For materials and land—the outlook is good

Watch for building costs to renew their upward rise in 1962.

Although you may not have noticed, the cost of building slumped uncharacteristically during the past year. After hitting a peak in June, 1960, it fell back to a plateau where it remained during the winter.

It was not until May, 1961, that building costs spurted up again. But they've been rising ever since.

Wages are the main stimulant

The major cause of the upward spurt in the cost of building in May was the big jump taken by wages in the construction field. The unions won a new round of increases that added 10 to 15¢ an hour to most types of labor. This pattern of increases was fairly consistently drawn across the whole country.

Even though the increases in wages are centered in union labor, their upward tendency will have a stimulating effect on wages of all workers. Consequently, you can look for a continuation of the upward pattern in wages.

This effect of union wage increases will be felt not only this year, but in 1962 and 1963 as well. Many of the contracts signed last May call for staggered increases over the next year or two.

And, too, there are many contracts that expire next year. These are almost certainly to be renewed

with some increase in wage scales.

Primarily, because of wage hikes, the overall cost of building in 1962 will probably be around 3% higher than it's been this year. Using the post-war period (1947-49) as a base, the cost of building will be a significant 43% higher in 1962. In other words, the house you built during the post-war boom for \$10,000 may cost as much as \$14,300 to build next year. Last year, it would have cost \$13,970.

These figures are relative, of course, and are generalized for the nation as a whole. Furthermore, the cost of single-family dwellings is lumped with the cost of building multi-family (up to six) apartment buildings. But the figures do give you a bench-mark with which to compare your own forecasts.

Material prices: no big rise foreseen

Material prices over the next six to ten months will bear watching.

Basically, they will not be expected to rise very much, despite the upswing in demand. Here's why:

Many material prices have been held down by over-capacity. Lumber, steel, copper, cement, and other key building materials have shown little tendency to respond in price to the overall rejuvenation of the economy. In fact, in some materials—most significantly in steel—prices have been cut, rather than raised. This is a development that would have truly confounded the classical economists. In a period of rising production, you normally expect rising, not falling prices.

Even if there is a healthy demand for housing in the coming months, prices of construction materials will be held in check. Besides the over-capacity problem, there are at least two other factors that

Cost of money: It may not rise next year—despite improved housing demand

Everybody is predicting a reversal of mortgage rates for next year—but that doesn't prove it will happen.

Everything hinges on the trend of construction. If next year is a good year—and there is every reason to expect that it will be—money rates should be forced back up again.

There's an important factor that supports this thinking. Deficit financing by the federal government—bloomed by increased spending for defense—will put a strain on all available financing, and tend to draw funds away from housing.

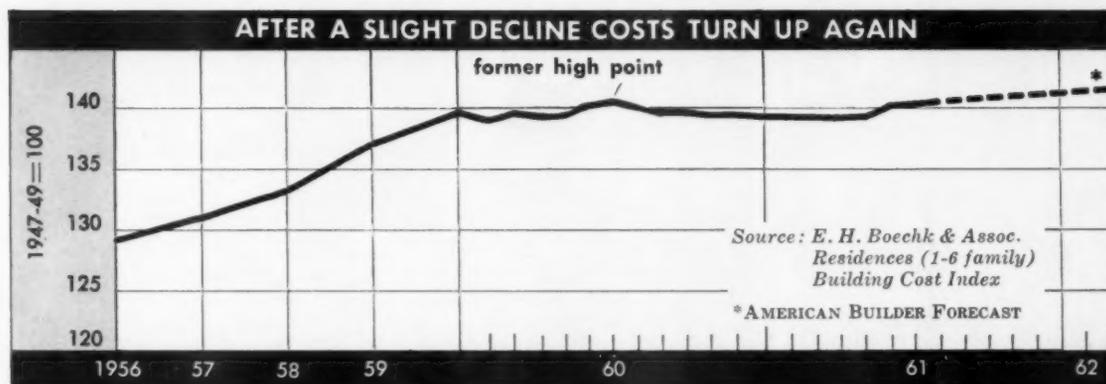
But there's a growing buffer of personal saving to consider. This will ease the strain on money

and tend to keep money rates steady at least through the early part of 1962. Then, too, there's the growing impatience of mortgage bankers with FHA lending, which could reduce the pressure on FHA rates.

As for conventional sources, there's a shift to watch here, too. A considerable portion of mortgage borrowing is by-passing these sources, going to such non-conventional lenders as insurance companies.

It all means that money rates pose a big question mark for 1962. But chances are they won't tighten—at least not until the peak of the demand season has passed.

spurred by increasing wages



will diminish the ardor of manufacturers to plug for higher prices.

- The interchangeability of materials.

This phenomenon will have a growing influence on material prices over the next few years, especially with the spurt of competing materials coming out of the test tubes of plastic makers. (The plastic industry is shooting for 20% of the construction market by 1970. It now has 3%.)

The new housing act, which encourages experimentation, will have an effect here.

- The other price-influencing factor is labor.

With construction workers taking a growing share of the in-place cost of materials, suppliers have tried to hold the line against their own price increases—lest they price themselves out of the market.

This is what has happened already to brick. Over the past five years (since 1956), brick has increased 7% in price, compared to just over 1% for an average of all construction materials. Couple this increase with the upward climb in the wages of bricklayers, and you explain why the brick industry is spending so much on research to try to find ways or regaining its place in homebuilding.

Although most materials suppliers will tend to forestall any full scale price increases, there are two factors that could have an upward effect on prices.

One is the tense international situation. With the federal government increasing the defense budget, the call for defense materials could influence the availability of construction materials. But few economists believe that this influence will be strong.

The other factor centers around the government's efforts to stimulate employment in depressed areas. In many of these areas, Washington will try to put small firms back to work because they employ more workers per dollar of sales than large firms do. Since

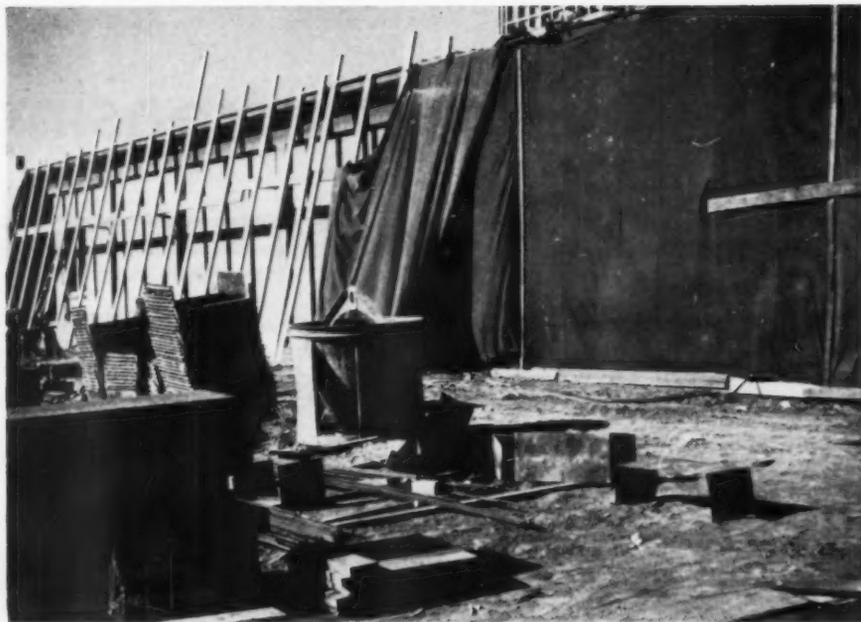
small firms are also inefficient users of materials, their return to the marketplace could put inordinate pressure on available supplies. But there again, the influence would be slight and, for the most part, will be confined to areas of acute unemployment.

Land: a downward trend?

Land prices in 1962 may begin to feel a lessening of pressure that should prevail over the next year or two. This lessening of pressure could have a significant effect on the cost of land in suburban areas and in outlying communities.

Here's what's happening:

- The mad dash to the suburbs is over—at least temporarily.
- The accent in many communities will be centered on the city. The new housing legislation is responsible for much of this renewed interest in rehabilitating the central city.
- Even though there may be a smart increase in housing demand next year, it will be tempered by many factors which will tend to discourage rampant land speculation. Some of these factors include:
 - A continuation of the trend toward apartment housing, which is an efficient employer of land.
 - The slowdown in the marriage rate, caused partially by the unsettled international situation.
 - The delay in the emergence of the so-called "war babies" will further forestall any spirited demand for future land requirements. These children of the post-war baby boom will not be of marriageable age until later in the decade and, even then, will tend to delay both marriage and their need for single-family housing.
 - Finally, there has emerged in metropolitan areas a surplus of available re-sale housing and apartment vacancies which will soak up some of the future housing demand.



With adequate protection from cold, winter concreting becomes less of building problem

If job is small enough, it pays to enclose it in temporary shell. This project—light commercial—uses board framework, laced together for support. Mud sill supports vertical boards. Heavy

taraulins enclose structure; they're held in position by strips (above). For best results, coverings used should be well-lapped and nailed for protection against wind and cold.

Bad Weather Building

Here's a potpourri of winter construction ideas that will keep your crews together and increase production and profits. The emphasis is on concreting—your biggest problem when the temperature falls

"During October, when the weather's still good, we start planning our winter building schedule. Sites are developed, complete with access roads, drainage, services, and so on. How much is done during these cold months pretty well determines our early Spring sales."

This quote is a summation of dozens of builders across the nation, who keep operating in spite of bad weather conditions. The advantages are many-fold as a recent AMERICAN BUILDER survey indicates:

Everybody benefits

- You keep your crews working.
- Unskilled labor is available.
- Sales volume stays higher.

- Some materials are cheaper.
- Subs offer better prices.
- Financing is quicker.

The additional cost of winter building, on the other hand, is nominal. Time and heating run about \$150 to \$200 per house. Too, fixed overhead can be distributed over more units during winter months.

Do as much as possible now

Of the 1,166 builders surveyed, 60.1% said their winter building was based on fall orders—a backlog of sales which keep operations moving. Most of these sales were made during Fall home shows and special merchandising efforts to boost "off-season" starts. Additional profit

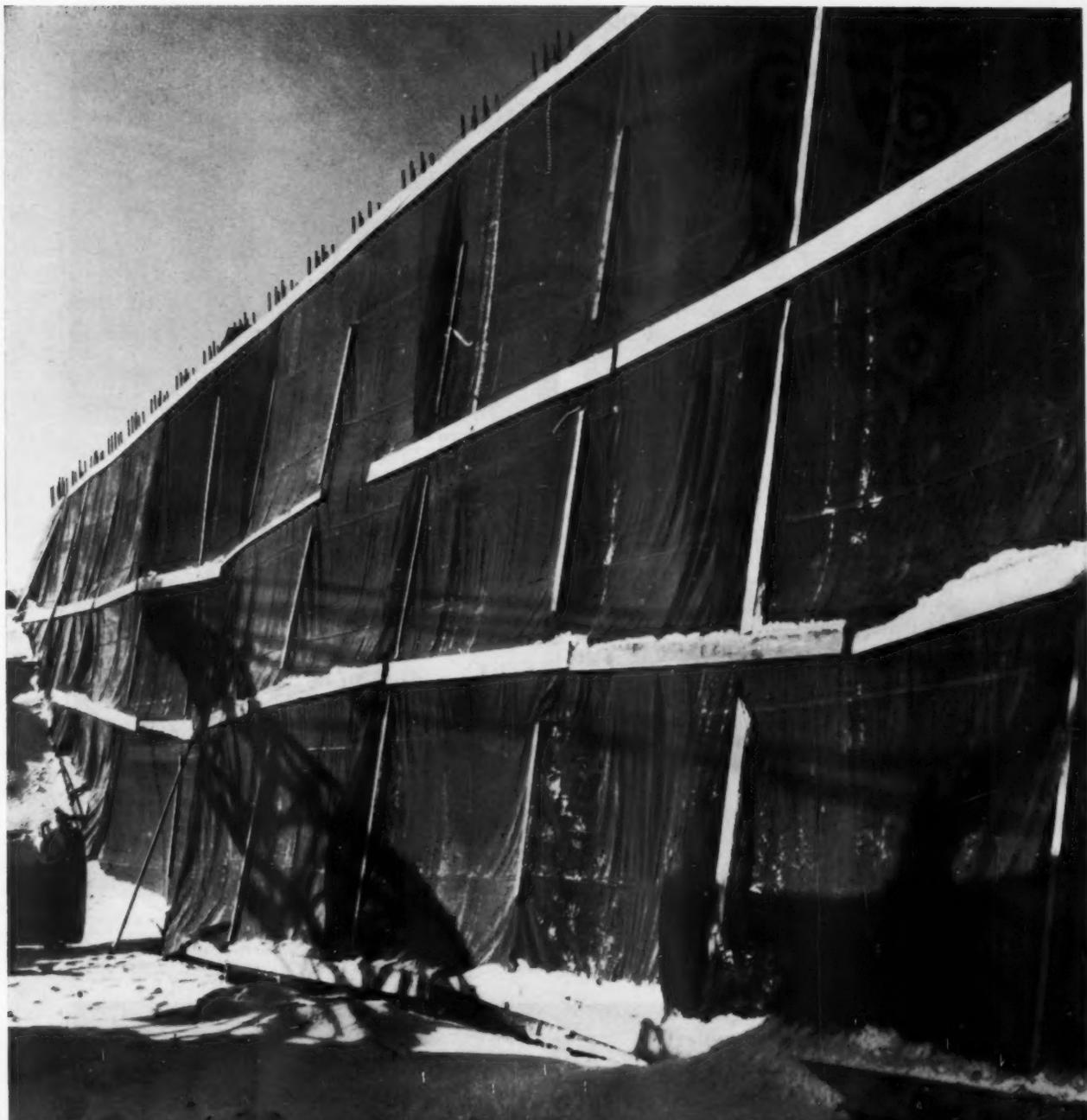
usually offsets costs involved in this extra promotional effort.

As to actual construction, the biggest toe-hold you can get is site development. Get as much done as possible during the moderate weather. Clear the land, layout the lots, excavate, put in the slabs or foundations and lay the floor deck to keep the snow out of the basement. Access roads become important when bad weather sets in. And be sure to provide for materials storage and arrange for water, power.

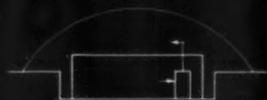
Close the house fast

Components play an important role in getting a house closed in fast. In the survey, 34.9% use trusses; 13.9% roof deck; 15.7% wall panels; 39.2% pre-hung doors; 8.4% plumbing trees; 8.8% complete prefabrication.

Pre-cutting exterior materials in the shop also helps close houses faster and keeps crews warm.



PROJECT BUILDER



Put basement supports under low arch or dome. Supports can be wood, metal for tarp, plastic.



For brickwork, wood frame technique (above, left) offers low-cost enclosure, ideal for prefabbing.

SMALL BUILDER



Covered scaffolding, circus tent encloses entire house; is left up for paint, brickwork, finishing.



Air supported tents (cost about \$1 psf) cover entire house; stand big snow loads, protect workers.

Additional cost for enclosures needn't be great for either project or small volume builders

Completed tarp enclosure (above) will withstand most winters. Diagrams below show how project builder (left) can use enclosures for basement and subfloor construction, if prefab

method or component systems are utilized. Small builders (one or two houses) often can profit by enclosing entire structure (right). On large projects it pays to enclose only work areas.

BAD WEATHER BUILDING INCREASES PRODUCTION AND PROFITS



English-designed enclosure system utilizes scaffolding and wood frames for support

Panels are 6' square. Each is made with two cedar frames with polyethylene film (500 gauge) sandwiched between. Clamps hold them secure. Thin, interwoven slats also offer film support.

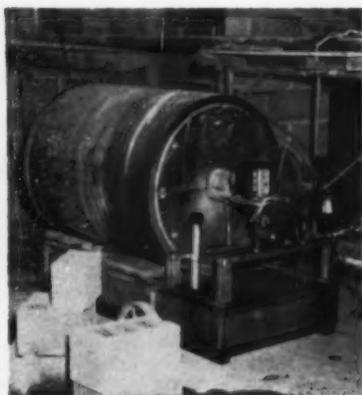
Panels are supported by steel scaffolding installed at foundation level. Wooden battens, 6' o.c. support roof unit. Panels weigh about 14 lbs., can be easily handled by one-man crew.



Ohio builder uses circus tent to shelter light-commercial construction sites from weather

Old circus tent, 100x140' and 34' high, protects winter construction for builder Thomas J. Dillon, Cuyahoga Falls, Ohio. Tent was purchased from small New York State theater group.

Heating unit, right, pumps warm air in tent enclosure, helps keep snow from collecting on roof and collapsing it. Dillon stockpiles most materials before walls of building go up.



Big heaters solve 40° temperature requirement

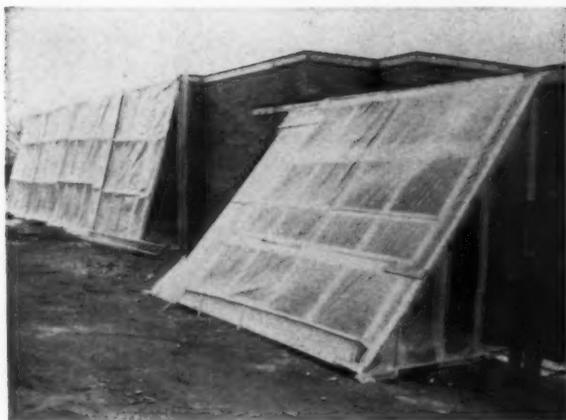
For large jobs, oil furnace like this one keeps temperature right on both sides of wall. Duct attachments serve several areas.

Oil or coke-burning heaters can be used on scaffolds.

On small jobs, portable salamanders provide adequate heat for masonry. Units are light enough for scaffold placement.

To thaw frozen earth, hot coke fire does a fast job

If ground is frozen, coke fire thaws it so ditcher can operate. Cover ground with straw, brush to cut frost depth.



Shields made with polyethylene film seal off openings to keep crews and concrete warm

Windowless areas are quick to cover with frames of polyethylene film. Frames are 12x12' to 16x18' panels made from 2x4s. The .006-inch thick film is lath-nailed to frames. Job is church.

Because of light-weight factor, crew can quickly, easily move frames for concrete trucks, building materials. For job, film cost about \$200, including that used for slab moisture barrier.



To admit materials' trucks, walls of tent are simply raised—circus fashion

Strings of spotlight bulbs ring tent interior for daylight-like illumination. Temperatures were warm enough (specifications call for 40°) to place reinforced floor slab.

Already-mixed concrete trucks back under tent and place load through open windows. Power supply and fuel storage tanks for heating units are located outside of tent enclosure.



Water has to be heated for mortar in freezing weather

Two barrels and a Boy Scout fire is quick way to heat water for mortar mix on job. Minimum water temperature: 40°.



Sand for mortar also has to be heated when mercury dips

To heat sand for mortar mixtures, try old piece of metal pipe. Lay it on sand, as shown, and load it with paper and coke.



Oil drums can be substituted for pipe to heat sand

If pipe isn't handy to heat sand, big oil drum will work. Check heating progress carefully; scorched sand can't be used.

BAD WEATHER BUILDING INCREASES PRODUCTION AND PROFITS



Stockpile materials in central spot for speed

For easy handling and quick close-in, prefab and stockpile materials and store them near the job. Millwork, finish flooring, and so on should be placed in a warm, dry spot.



Sharp digger breaks through frozen ground

To chop through frozen earth, builder Marvin Anderson, Minneapolis, uses plow share-shaped scraper, then earthmover. Snow insulates. Leave it on ground until the job is ready.



Cover blocks, bricks to keep them dry

Heavy tarps protect masonry units, which should be kept dry. Always keep units off snow- or ice-covered bases, and work with dry material. Wet units will freeze and crack.



Straw helps prevent concrete from freezing

Frozen lumps of earth or materials should be removed before concrete is placed. To prevent deterioration, never start job if material will freeze before it hardens properly.



Cover both sides of concrete projects

When block or concrete walls are up, cover and heat (if necessary) both sides. Plywood insert in window opening prevents glass breakage from frozen earth when job is backfilled.



Inexpensive hand warmers aid carpenters

Wayne Judy, International Falls, Minn., furnishes his crews with sportsman-type handwarmers when the temperatures really dip. Men use it to keep nail hand warm; put it in apron pocket.

Bad weather masonry, concreting

Laying up brick and block and placing concrete isn't as difficult as it may seem, if you follow rules outlined here by two national organizations.

Of the problems confronting winter builders, masonry and concreting is probably the greatest. Unless ground rules set up by the Portland Cement Assn., and the Structural Clay Products Institute are carefully followed, results can leave quite a lot to be desired. Here, AMERICAN BUILDER has condensed answers to the problems you'll be facing on these important subjects this winter. For specific problems, Portland Cement Assn., 33 West Grand Ave., Chicago 10, and Structural Clay Products Institute, 1520 18th St. N. W., Washington 6, D. C., can help.

If the temperature is below 40°, masonry should be above 40°. Provide an air temperature of above 40 on both sides of the job for at least 48 hours. If you'll use a high-early-strength mortar mix, you can cut the time to 24 hours. This mix uses (by volume) 1 part portland cement to ¼ hydrated lime or lime putty (M mortar type) or 1 part portland cement to over ¼ to ½ hydrated lime or lime putty (S type).

If you use Type N mortar (1 part portland cement to ½ to 1¼ hydrated lime or lime putty) the time can be reduced from 72 hours to 48 hours. (All types—M,S,N—use not less than 2¼ nor more than three times the sum of the volumes of the cement and lime used of aggregate measured in a damp, loose condition.)

Keep your masonry materials stored in a dry spot. If they become snow- or ice-covered, they have to be carefully cleaned and dried before they can be used. It costs less for adequate protection.

Sand should be heated before you use it. So should the water. Water temperature should be 160° or slightly lower. When the batch is stirred up, the temperature should be between 120° and 70° at the time it is used by the crews.

If the temperature is below 18°, heat masonry units to about 40°. Sprinkle brick with warm water before laying. Bricks that have low rates of absorption should go up dry.

To accelerate hydration while the work is protected, use calcium chloride—2% of the portland

cement by weight. Add it to the mixing water. Structural Clay Products says the use of admixtures or antifreezes to lower the freezing point of mortar shouldn't be used. With calcium chloride, trial mixes are recommended to find the right percentage to be used for rate of set. A combination of high temperature and calcium chloride percentage can cause flash set.

Protect new work with heaters or by covering it or by both methods, as explained before. A rule of thumb: Below 32°, but above 18°, use salamanders with covers. From 18° to 0°, use salamanders, steam, or forced draft heaters with enclosures. Below 0°, use steam or forced draft heaters with complete enclosures.

Concrete should be protected for at least 48 hours after it has been placed. At the time of placement, the mixture should have a temperature of 50°, but not over 70°.

Never place concrete on a frozen subgrade. When it thaws, the material will settle. When concrete goes between forms, make sure they're free from ice and frost. Live steam is a good way to clear the forms for placement of the material.

Like mortar, the use of salts, chemicals, or other foreign materials to drop the freezing point of concrete shouldn't be used, cautions the Portland Cement Assn. Within certain limits, you can use calcium chloride (not more than 2 lbs. per sack of cement) to speed hardening and increase early strength of the material. Admixes should be used only when specified as to amount by the architect or engineer on the job.

If you mix your own, make sure the aggregates have a temperature of 45° to 50°. Heat the water from 165° to 175°, but not over this point. Too much heat can cause flash set.

When you use salamanders, be sure you provide plenty of ventilation for your crews. This requires careful placement so temperatures don't drop near vent openings. You should also provide moisture for the concrete. Steam jets work best. If a boiler isn't available, wet the concrete frequently with water spray. Also, be sure to keep your heat source far enough away from the concrete to prevent rapid drying in one spot. If salamanders are located on the floor slab, set them on legs over a piece of metal. Place a couple of inches of wet sand under the metal to keep the heat from penetrating.

KITCHEN PLANNING: How to avoid mistakes that slow sales

Are builders using all the help they should to get efficient, saleable kitchens? Home economists don't think so. Here Amber C. Ludwig, Housing & Equipment Editor of "What's New in Home Economics" gives some pertinent advice and comment on planning more saleable kitchens

The principles of good kitchen planning are simple and have been well known to home economists for many years. Why don't home builders and architects know them and follow them? Ask yourself—

How many of these mistakes are in your kitchens?

- Oven and refrigerator built-in side by side with no work-space or loading and unloading space provided for either appliance.
- Refrigerator an "orphan", out of the food preparation center, with no adjacent work space.
- Refrigerator door opening the wrong way—away from rather than towards work space.
- Working triangle (made up of range, refrigerator and sink) too big or too small.
- Kitchen or house traffic forced to go through work area.
- Corner cabinet rendered dead storage because range placement leaves insufficient clearance.
- Too little counter space at left or right of sink, beside built-in range top or free-standing range.
- Insufficient base cabinet and/or wall cabinet space.
- Laundry equipment so placed that dirty clothes and foods are handled in the same area.

How do your kitchens rate on these points?

- The chief work centers, i.e. refrigerator-mixing center, sink and clean up center, range-and serving center should be placed in a working triangle with the combined length of the three sides not more than 22 feet. (The built-in oven may need to be located outside the triangle—but not too far—and

should have loading and unloading space beside it.) A working triangle can be achieved in a U-shaped, L-shaped, or corridor kitchen.

- Proper placement of work centers, cabinets and equipment is best achieved in the blueprint stage, locating doors, windows, plumbing.
- House wiring should make generous allowance for future needs. Outlets should be sufficient in number and conveniently located.
- In addition to good general lighting, individual work centers call for supplementary lighting.
- Different working levels as well as provision for sit down work are desirable.
- Open planning should not mean that every unwashed pan, every bit of food preparation activity should be in full sight of the front doors—or even of the adjacent family room.

Here's how builders can get needed help.

- If you are a big builder, consider adding a home economist to your staff. She is as good an investment as an architect or landscape artist. She can help you with decorating model homes as well as in planning kitchens.
- If you are a middle-sized builder, engage the part-time services of a home economics consultant.
- If neither of the above suggestions fits your operation, ask your utility home service director to organize a kitchen planning workshop for builders, contractors and architects of your community.
- Check your kitchen plans with

the local home service director or home demonstration agent.

- If you are building in a town where there is neither a utility home service director nor a home demonstration agent, drop in at the local high school and talk to the home economics teacher. She may help your kitchen plans.

- Attend the Kitchen Planning Workshops sponsored by the National Institute of Wood Kitchen Cabinets. They are thorough workouts.

- Write to the Small Homes Council, University of Illinois for its kitchen planning material. It is excellent.

- Purdue University and Oregon State College also have done valuable research on distances and trips between major appliances and on space needs for counters and work areas.

- Write for additional kitchen planning data from Edison Electric Institute, American Gas Association and to your manufacturer-supplier of cabinets, kitchens.

- Never let yourself think that good kitchen planning is too expensive. It is poor planning that costs you sales.

Prize-winning kitchen-family room with a garden view

TOP—Housewife will look directly across peninsula service center and family room to garden. It's a colorful model gas kitchen sponsored by the Southern California Gas Company in builder Ray A. Watt's Sun Ray Estates project. The kitchen won a Builder's Achievement Trophy.

Stepped-down eating bar, rustic design, buyer approved

BOTTOM—This kitchen proved so popular that Ray Watt duplicated it many times. Its equipment includes an O'Keefe & Merritt range, RCA Whirlpool refrigerator, Formica counter-tops in color-styled theme. (Photos: courtesy of the Southern California Gas Company.)





Remodeled in wood and bright toned wallpaper

TOP—Builders of Whitman Square near Philadelphia restyled the model kitchen above, contrasting the deep tones of the wood cabinets with colorful wallpaper and appliances. Cooperating in the promotion were Caloric Appliance Corp., So. Jersey Gas Co.

Peninsula type cooking area—neat pass-through

BOTTOM—Custom-builder Lamond Chamberlain built this striking gas kitchen in one of his more expensive homes, equipped it with a Gaffers & Sattler range and double oven and a striking hood by Stanthony. There's a clever pass-through to dining room.



**Kitchen magic in
gay colors with
an island counter**

TOP—Builder Max Rosenberg went all out on this bright custom design with its island counter, gas rotisserie and overhead hood. He equipped it with a "burner with a brain" that automatically raises or lowers the flame so coffee won't boil, eggs won't burn.

**Early American
theme carried to
family room**

BOTTOM—The 12' long cooking island separates this bright, spacious kitchen from the equally bright and spacious family room beyond. The Early American theme is carried to both areas. It's a custom job by J. L. Dandy. (Photos by So. Calif. Gas Co.)



Entrance elevation features three barrel vaults on roof, glass-enclosed at both ends

Decorative wood fence affords privacy to patio, family room on street side, also offers texture contrast to stucco and brick walls of house. Main entrance leads directly to living-dining room,

kitchen, bedroom area behind garage, is recessed for protection during inclement weather. Roof vaults are plywood; built-up roof covered with 2x6 tongue-and-groove decking.



Trend setter on narrow lot..

Faced with a narrow lot, a steep grade and a view, Stoneson Development Corporation of San Francisco came up with a solution that takes full advantage of each. The result—an award winner in AMERICAN BUILDER'S Model Home Contest—blends eye and sales-appeal with a livable plan that combines efficiency with drama. The main house measures 35'8"x17', includes a living-dining room and family room, a large kitchen, three bedrooms and two baths. Large sliding glass doors open main rooms onto patio and porch, extend living beyond its four walls.

The exterior finish of stucco and brick is painted white for unity. The flat roof and three barrel vaults over the living room are covered with built-up roofing, also white, to deflect the hot sun's rays.

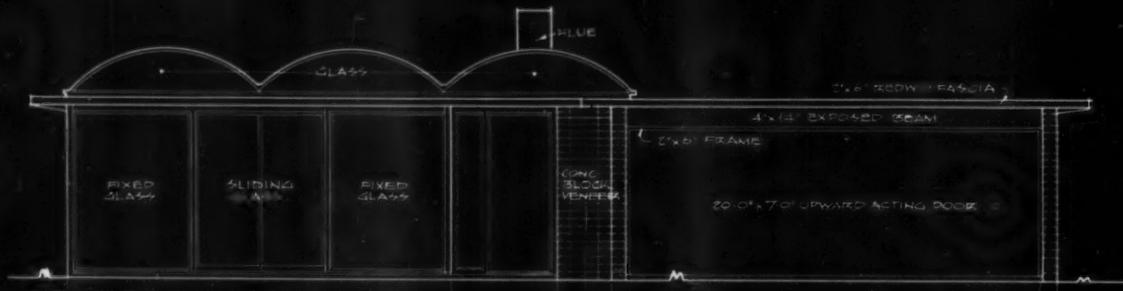


Concrete slab, stepping stones form geometric pattern in patio

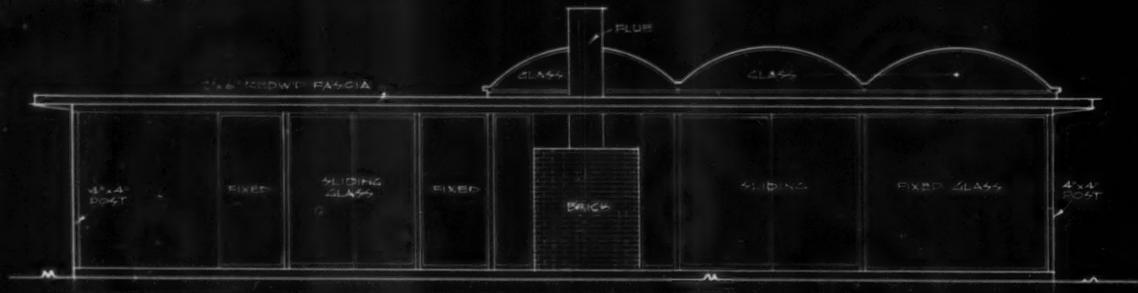
Since land was at a premium, every square inch was put to work. Front patio formed by fence, house and garage extends living through wide aluminum sliding doors of family room, has planting beds for ever welcome touches of ground cover and flowers.

...has tomorrow's look, today's

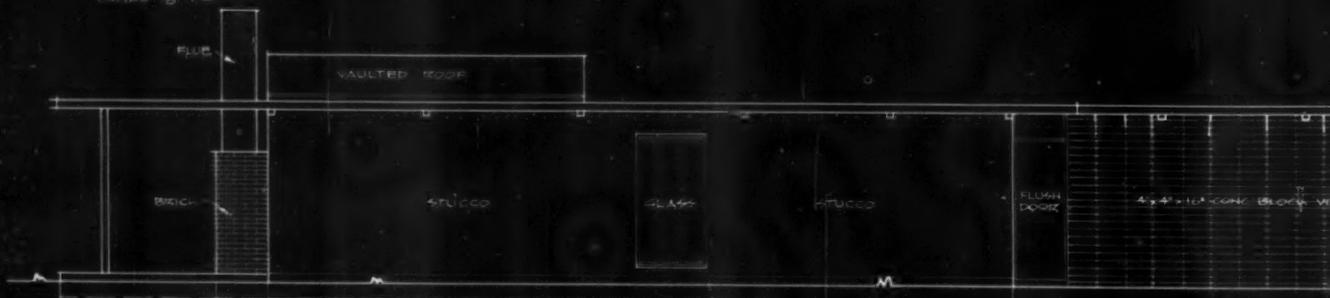




FRONT ELEVATION
SCALE 1/8" = 1'-0"



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



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



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

INTERIOR
SCALE

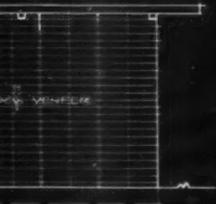


SECTION THROUGH LIVING ROOM 1-1
SCALE 3/16" = 1'-0"

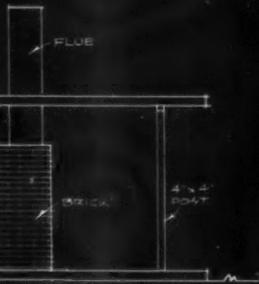
INTERIOR ELEVATIONS
SCALE 3/16" = 1'-0"



ELEVATION 1



ELEVATION 2



ELEVATION 3



ELEVATION 4





View from kitchen shows built-in table, street-front patio beyond wide glass sliding doors photograph by Morley Baer

Dropped wood-slatted ceiling in kitchen is stained walnut color to match custom-built cabinets. Ceilings throughout rest of house are of painted 2x6 boards. Outside wall of both kitchen and family room is solid, relieved, for artistic effect, by three narrow vertical openings filled with translucent glass. Counters and table are covered and edged with resistant plastic.

Top salesmen—roof vaults, walnut cabinets

Because side walls were made solid for privacy, extra light was gained in living-dining room by means of plywood roof vaults whose open glass ends introduce an everchanging view of the sky. These, according to the builders, together

with a circular fireplace and custom-built kitchen cabinets, were the best sales features of the house. The wide porch on the rear with its panorama of nearby hills also interested prospective buyers.

The house rests on a radiantly-

heated concrete slab, covered in main rooms, with vinyl asbestos. All inside partitions are of wall-board, painted; roof framing is left exposed for an informal appearance. House is at Millbrae, Calif.; architect, William Kubach.

Estimating material takeoff list

AMERICAN BUILDER HOUSE NO. 289

L = lin. ft.	C = cu. ft.
S = sq. ft.	U = unit(s)
FIRST FLOOR AREA	1,650 S
GARAGE FLOOR AREA	420 S
PATIO PLATFORM AREA	410 S
BUILDING CUBAGE AREA	20 M
—EARTH EXCAVATION & GRADING—	
Topsoil 6" Grade Exc. & Pile	7,415 S
Earth Grade Beam Exc. & B'fill	410 C
Earth Grade Leveling	2,570 S
Gravel 4" Floor Sub-fill	2,650 S

—STEEL ROD & MESH REINFORCING—

#10 /6x6" Stl. Floor Mesh Reinforcing	2,650 S
#4 Steel .668# Rod Reinforcing	625 L

—CONCRETE CONSTRUCTION & FINISH—

2500# Conc. Grade Beams	285 C
2500# Conc. Grade Beams Forms	185 S
2500# Conc. Fireplace Footing	15 C
2500# Conc. Fireplace Footing Forms	15 S
2500# Conc. Floor Haunch	5 C

continued on page 110

Quality Products Used In Blueprint House

Kitchen appliances, General Electric; lighting fixtures, Lighalier; flooring, Armstrong Cork Company; plumbing fixtures, Kohler Company; faucets, Moen Faucet Div., Standard Screw; roof vaults, Douglas Fir Plywood; ceramic tile, Hermosa; patio doors, aluminum, Arcadia; sliding windows, Soule; countertops, Formica; heating controls, Minneapolis-Honeywell; patio fixtures, Kim.

sales clinchers

▲ SECOND HALF OF BLUEPRINT
FOLDED UNDER.

WE'RE IN BUSINESS FOR YOUR HEALTH...



...and your employees' health. Doctors estimate that 1 in 4 of your employees (whether key executives, skilled workers, experienced secretaries or valued clerks) will develop cancer at some time in their lives. What is worse, many of them may die needlessly, unless they know how to guard themselves against cancer.

To help save their lives, call or write our nearest office for information about a free employee education program, geared to your particular factory or office.

AMERICAN CANCER SOCIETY

Estimating Takeoff

continued from page 109

2500# Conc. 5" Fir. & Platf. Slab O.G.	1,690 S
2500# Conc. 5" Garage Slab O.G.	420 S
2500# Conc. 5" Patio Slab O.G.	410 S
2500# Conc. 5" Walk Slab O.G.	115 S
2500# Conc. 4" Floor Slab O.G.	20 S
2500# Conc. 4" Floor Curbs	12 C
2500# Conc. Floor Curb Forms	50 S
Monolithic Floor Finish	400 S
Monolithic Floor Sub-finish	1,500 S
Monolithic Platf. & Walk Floor Sub-finish	685 S
Plastic Floor Isolation	1,650 S
Kraft Paper Floor, Platform & Walk Protect	2,655 S

—BRICK & BLOCK CONSTRUCTION & VENEER—

Face Brick 4" F. Pl. Exter. Wall Veneer	60 S
Fire Brick 4" F. Pl. Inter. Wall Lining	60 S
Conc. Block 8" Exterior S.B. Wall	25 S
Conc. Block 4" Exterior Wall S.B. Veneer	325 S
Acid & Mortar Expos. Brick Clean & Point	120 S
Acid & Mortar Expos. Block Clean & Point	375 S

—LUMBER FRAMING & CONSTRUCTION—

4x14" Fir, D4S Roof Beams	60 L
4x14" Fir, D4S Window Headers	20 L
4x12" Fir, D4S Roof Beams	20 L
4x10" Fir, D4S Door & Window Headers	50 L
4x10" Fir, D4S Roof Beams	15 L
4x8" Fir, D4S Roof & Canopy Beams	110 L
4x6" Fir, D4S Roof Overhang Outriggers	35 L
4x6" Fir, D4S Door & Wind. Headers	20 L
4x4" Fir, D4S Roof Beams	5 L
4x4" Fir, D4S Roof Posts	55 L
2-2x6" Fir Roof Vault Curbs	90 L
2-2x4" Fir Wall & Part. Plates	325 L
2x4" Fir 16"-oc. Wall Studs	980 L
2x4" Fir 16"-oc. Part. Joists	1,680 L
2x4" Fir 16"-oc. Ceiling Joists	350 L
2x4" Fir Bolted Wall Sill	125 L
2x4" Fir Partitions Sill	200 L
2x2" Fir Window Sill Nailers	40 L
1x4" Fir Wall & Part. Diag. Bracing	90 L
2x6" T&G Roof & Canopy Planking	2,450 S
Blanket 4" Wall Insulation	920 S

—METAL ORNAMENT & MISC. WORK—

Metal 16"-d. Pat. Flue	8 L
1/2"-d. Steel 10" Anchor Bolts & Nuts	51 U

—METAL SHEET WORK—

16-oz. Copper 12" Base Flashing	40 L
16-oz. Copper Roof Vent Flashing	2 U
Rigid 1" Roof Insulation	2,450 S
15 yr. Compos. 4 Ply Roof Cover. & Flash	2,450 S
Metal & Glass 22"x22" Roof Skylight & A.	1 U

—WOOD EXT. & INT. MILLWORK—

1 3/4" W. P. & Glass 6'x7'8" Ext. Slid. Dr., F&T 1 U
1 3/4" W. P. & Glass 6'x7'8" Ext. Slid. Dr., F&T 2 U
1 3/4" W. P. & Glass 5'x7'8" Glaz. Ext. Dr. Tr. F&T 1 U
1 3/4" Wh. Pine 2'6x7' Flush Int. Door, F&T 2 U
1-3/8" E. Ven. 6'x6'8" Int. Slid. Door, F&T 2 U
1-3/8" E. Ven. 4'x6'8" Int. Slid. Door, F&T 2 U
1-3/8" B. Ven. 2'6x6'8" Flu. Int. Door, F&T 5 U
1-3/8" B. Ven. 2'4x6'8" Flu. Int. Door, F&T 1 U
1-3/8" B. Ven. 2'2x6'8" Flu. Int. Door, F&T 1 U
White Pine 2'6x6'8" Cased Opening 1 U
White Pine 2'6x6'8" Cased Opening 1 U
1 3/4" Fir & Pine 20"x2" O. Head Dr. Track & A. 1 U
W. P. Sash & Gl. 8'6x7'8" Fix. Window, F&T 1 U
W. P. Sash & Gl. 5'6x7'8" Fix. Window, F&T 2 U
W. P. Sash & Gl. 3'3x7'8" Fix. Window, F&T 2 U
W. P. Sash & Gl. 1'6x7'8" Fix. Window, F&T 2 U
W. P. Sash & Gl. 3'4x6'6" Fix. Window, F&T 1 U
W. P. Sash & Gl. 5'x5' Sliding Window, F&T 1 U
W. P. Sash & Gl. 4'x3' Sliding Window, F&T 2 U
W. P. Sash & Gl. 4'x2' Sliding Window, F&T 1 U
W. P. Sash & Gl. 3'x2' Sliding Window, F&T 1 U
P. Fin. B. Ven. 4'x3'x2' Range Cab. & Hd. 1 U
P. Fin. B. Ven. 3'x3'x2' Sink Cab. & Hd. 1 U
P. Fin. B. Ven. 3'x3'x2' Base Cab. & Hd. 1 U
P. Fin. B. Ven. 2'6x3'x2' Base Cab. & Hd. 1 U
P. Fin. B. Ven. 2'4x3'x2' Base Cab. & Hd. 2 U
P. Fin. B. Ven. 4'x1'x2' Wall Cab. & Hd. 2 U
P. Fin. B. Ven. 2'6x2'x2' Wall Cab. & Hd. 1 U
P. Fin. B. Ven. 2'6x1'x2' Wall Cab. & Hd. 1 U
P. Fin. B. Ven. 5'x2'6x2' Table 1 U
White Pine 1'x24" Closet Shelving 25 L
White Pine 1'x12" Closet Shelving 35 L
3/4x2 1/2" W. Pine 4"-oc. Ceil. Grill 160 S
White Pine 1/2"x1 1/2" Wall Base 350 L
White Pine 1'x3" Shelf Cleats 80 L
Redwood 4"x4" Canopy Posts 50 L
Redwood 3"x4" Screen Posts 135 L
Redwood 2"x4" Screen Rails 115 L
Redwood 1'x6" Screen Face Panels 560 S
Redwood 1'x6" 3'x5' Screen Face Door 1 U
Redwood 2'x6" Roof Fascia 230 L
Redwood 1" Int. Wall Panels 235 S
Formica Counter Tops & B.S. 45 S
3/4" Plywood Curved Vault Roof 450 S
Hardware 1-1/4"-d. Cloth Pole & Supp. 35 L
P. Fin. B. Ven. 5'6x3'x2' Van. Cabinet 1 U
P. Fin. B. Ven. 4'9x3'x2' Van. Cabinet 1 U
W. P. & Glass 9'x2' Fixed S. Cir. Window 6 U

—GYPSUMBOARD T.J. CEIL. & WALL BOARDING—

1/2" Gypsum T.J. Ceiling Boarding	180 S
1/2" Gypsum T.J. Ceiling Lining	15 S
1/2" Gypsum T.J. Wall Boarding	160 S
1/2" Gypsum T.J. Wall Boarding	2,950 S
1/2" Gypsum T.J. Wall Lining	105 S
26-ga. Metal Corner Beads	80 L

—LATH & PLASTER EXT. WALL FINISH—

3.4# Metal Ext. Wall Lath	625 S
Stucco 1" Ext. Wall Finish O.L.	625 S

—VINYL ASBESTOS FLOOR TILING—

Vinyl Asbes. Floor Tiling	1,500 S
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—METAL FINISH HARDWARE—

Metal Exter. Door Cylind. Locks	3 U
Metal Exter. Slid. Door Lock Sets	3 U
Metal Inter. Door Latch	4 U
Metal Inter. Door Lock Sets	3 U
Metal Inter. Slid. Door Thumb Sets	4 U
Metal 8'6" Ext. Door Tracks	1 U
Metal 6' Ext. Door Tracks	2 U
Metal Ext. Door Hinge Sets	3 U
Metal Interior Door Hinge Sets	7 U
Metal 6' Interior Slid. Door Tracks	2 U
Metal 4' Interior Slid. Door Tracks	2 U
Metal Slid. Window Locks	5 U

—CERAMIC FLOOR & WALL TILING—

Ceramic Floor Tiling	15 S
Ceramic Wall Tiling	105 S
Ceramic 4" Wall Base	15 L

—METAL & GLASS TOILET ROOM ACCESSORIES—

Metal & Glass 2'6x2'6x4" Med. Cab. w./Mir. 2 U
Metal & Glass 2'6x2'6" Wall Mirr. & Frame 1 U
Chrome Metal Toilet Paper Holders 2 U
Chrome Metal Soap Holders 3 U
Chrome Metal Tumb. & T.B. Holders 3 U
Chrome Metal Soap Dish & Grab Bar 2 U
Chrome Metal Towel Bars 5 U
Metal & Fabric 5' Shower Rod & Curtain 1 U
Metal & Fabric 4'6" Shower Rod & Curtain 1 U

—PAINT EXT. & INT. FINISH—

Lead & Oil Ext. Millwork 3 Coats	1,470 S
Lead & Oil Int. Millwork 2 Coats	1,110 S
Lead & Oil Doors 3 Coats	510 S
Lead & Oil Wood Sash 3 Coats	430 S
Lead & Oil Gyp'bd. Ceil. 2 Coats	180 S
Lead & Oil Gyp'bd. Wall 2 Coats	3,110 S
Stain & Varn. Int. Sash 4 Coats	430 S
Stain & Varn. Int. Doors 4 Coats	875 S
Lead & Oil Exp. Wd. Deck 2 Coats Ceiling	1,195 S
Lead & Oil Exp. Wd. Beams 2 Coats	660 S
Lead & Oil Wd. Scrn. Fence 2 Coats	1,955 S
Lead & Oil Stucco Wall 2 Coats	625 S

—PLUMBING SYSTEM & FIXTURES—

Water Service Connection & Piping	1 U
Sanitary Service Connection & Piping	1 U
Gas Service Connection & Piping	1 U
Gas Furnace Connection Piping & Acc.	1 U
Hot Water Bibb. Connection Piping & Acc.	2 U
Laundry, Piping & Accessories	3 U
Bath Tub, Piping & Accessories	1 U
Water Closet, Piping & Accessories	2 U
Kitchen Sink, Piping & Accessories	1 U
Shower Head, Piping & Accessories	2 U
Elec. H. W. Htr. Piping & Accessories	1 U
Wash Machine Piping & Accessories	1 U
Dish Washer Connection & Accessories	1 U

—HEATING SYSTEM & FIXTURES—

Gas Warm Air Furnace & Accessories	1 U
Gas Warm Air Under Floor Ducts & Regis.	18 U
Gas Warm Air Temp. Control Equipment	1 U
Gas Warm Air Furnace Filters	2 U
Gas Warm Air Vent Stack & Connection	1 U

—ELECTRIC SYSTEM & FIXTURES—

Electric Service Connection	1 U
Electric Service Panel & Switch	1 U
Telephone Service Connection	1 U
H. W. Heater Connection & Wiring	1 U
Gas Furnace Connection & Wiring	1 U
Oven Connection & Wiring	1 U
Range Top Connection & Wiring	1 U
Exhaust Fan Connection & Wiring	1 U
Single Switch Outlet & Wiring	14 U
3 Way Switch Outlet & Wiring	2 U
Conven. Recep. Outlet & Wiring	26 U
Power Recep. Outlet & Wiring	2 U
Light Outlet & Wiring	22 U
Entry P. But. Outlet, Chime & Wiring	1 U
Ceiling Fixtures & Bulbs	9 U
Wall Fixtures & Bulbs	10 U
Single Fixtures & Bulbs	3 U
Television Antenna & Wiring	1 U
Dish Washer Connection & Wiring	1 U
Broiler Connection & Wiring	1 U

AMERICAN BUILDER QUALITY MODEL HOME CONTEST

Do you wonder how your model homes stack up with other builders'? Then plan now to enter American Builder's Quality Model Home Contest. It's the only one designed for builders everywhere. It can mean prestige, publicity, a free trip to Europe and added sales for you.

AMERICAN BUILDER established its quality model home contest more than ten years ago. Its main purpose then, as now, was to encourage better house design, improved construction techniques and the use of the best quality building products and materials.

It was designed to give all builders—whether big or small—an equal chance at winning a top prize.

This year's contest, however, has been revised slightly. Each house entered will compete only with houses of similar square footage regardless of price. Thus, the heavily insulated 1500 sq. ft. house built on a basement for the North Central market will be able to compete directly with the lightly insulated slab house of similar size built for a southern market. Each house entered will be classified in one of three groups: (A) under 1200 sq. ft.; (B) between 1201 and 1800 sq. ft.; and (C) over 1801 sq. ft. The editors felt this method of judging would give builders in each part of the country an equal chance at winning. Regional variations in the cost of design, construction and labor will be eliminated.

Four winners will be selected in each category by a five-man panel of judges.

The judges will use three yardsticks in picking the winners: (1) quality of floor plan; (2) quality of exterior and interior design; and, (3) quality of construction and products used in the house. Winners will get national and local publicity.

It's easy to enter the contest. Here are the rules you will need to follow.

● To qualify, your model house must have been completed and opened to the public for at least one week between October 1, 1960 and October 1, 1961.

● Each entry should include the following:

1. Completed data sheet
2. Working drawings of the house
3. One exterior and two interior photos
4. Photo of the builder
5. Samples of merchandising material

● Entries need not be mounted. But, if mounted no larger than 24"x36".

● You may enter more than one house. But, each house should be entered separately.

● Each entry should be in the AMERICAN BUILDER editorial office by October 4, 1961.

● Contest data sheets are available from the Contest Editor, American Builder, 30 Church Street, New York 7, New York.

Here's what winning in 1960 meant to a few—

"We feel sure that it has helped us sell houses."—Brown & Kauffman, Palo Alto, Calif.

"We found our award invaluable in building our public image . . ."—Richard Prows, Bountiful, Utah

"Our brisk sales during the ten-week period following receipt of our award were undoubtedly due in no small measure to our Quality Home Award."—Bennett Construction Co., Bethesda, Maryland

" . . . gives us an extreme advantage over our competitors by being singled out among thousands of builders to receive this honor."—Huber Homes, Inc., Dayton, Ohio

" . . . a real prestige builder and very valuable from a promotional point of view."—Bollenbacher & Kelton, Beverly Hills, California.

"Our salesmen are always well informed about them (awards), and actually use them as selling tools."—Centennial Construction, Dallas.



SPECIAL BONUS PRIZE

Top winners in each class will receive free round trips for two to Europe via Icelandic Airlines. Winners will receive a choice of visits to Norway, Sweden, Denmark, Holland, Germany, England, Scotland.

ICELANDIC AIRLINES
LOFTLEIÐIR

An aggressive oil industry



In many markets, oil dealers are laying down a complete promotion package for builders

This sprightly sales kit is stuffed with helpful selling aids. It contains pennants, colored streamers, signs, identification badges, balloons, magazines, and a carpet for your floors. The Oil Heat Institute of Washington (State) provides it.

is out to win homebuilders

Oil marketers have their eye on you—the homebuilder. They're ready with new promotional aids to help sell your homes and new oil-heat equipment to help cut your house heating costs

Want to give punch to your home promotion campaign? Take a look at what the oil-heat marketers will do for you.

The oil industry is spending many millions of dollars on promotion this year. A huge chunk of this money is geared to the prospective homebuyer—aimed at getting him out to see oil-heated homes.

This is a promotional force that will not only awaken a greater number of homebuyers to the benefits of new, oil-heated homes, but it can even direct buyers right up to your model-home doorsteps.

What's the reason for all this? The oil industry is a rejuvenated giant. It's been coasting along for years on easy victories over coal. But now it's feeling sharp competitive pressure from the gas and electric utilities.

This competition has thrown new life into oil. The industry has regrouped its promotional wing under a wholly new organization—the National Oil Fuel Institute. This group represents oil companies, local marketers, and equipment manufacturers.

With the big companies contributing to a national advertising fund, the small dealers are bringing the fight to the local level—right to the model home.

Here's what's happened to builders in two markets—Rochester and Seattle:

ROCHESTER: In a plan sponsored by the local oil heat association, builders get step-by-step aid in winning new-home buyers:

Here's how it works: Builders get hundreds of dollars of advertising assistance in local newspapers in order to publicize their new homes. The oil-heat association contributes 50¢ of every \$1.00 of advertising that the builder spends promoting his homes.

This advertising aid is limited to

a full page for each tract that a builder is developing. All the builder has to do to take advantage of it is agree to carry an oil-heat emblem in his ads.

Once the ads have enthusiastic buyers on the road, the oil-heat association guides them to the builders' homes with free tract signs. As long as the signs carry the oil emblem, the association will chip in as much as \$60 for each builder's signs.

In the model home, the oil-heat marketers are ready to pitch in and sell. They provide point-of-sale aids, and even a young, attractive hostess to guide buyers through the home and answer questions. She's there to sell the builder's home—not just oil heat.

But to keep the model homes warm until they are sold, the oil heat marketers agree to provide all the necessary fuel—free.

SEATTLE: The Oil Heat Institute of Washington State has run several new home promotions to attract prospective buyers to oil-heat homes in this city and other nearby markets.

In one recent campaign, builders were given equipment allowances (\$100 for each home) for every oil-heat unit they installed. This year, the association spread the word

about 280 selected "Added Value Homes" during a month-long campaign.

According to National Petroleum News, the campaign drew 28,000 home-seekers to 170 model homes in the Seattle area and to 110 homes located in other Washington markets.

Here's what the drive included:

- Ads—some of them full pages in 21 local newspapers pointing the way to the "Added Value Homes," and naming the builders.

- Spot announcements in four TV stations complete with house diagrams.

- Billboards—90 of them—carrying the promotion campaign to the highway with the theme: "Follow the flags to the Added Value Homes."

- Sales kits for all the model homes in the campaign, complete with balloons for the children.

This whole package added up to \$20,000 of free promotion for builders.

These stories are being repeated all across the country. In Philadelphia, for example, the local oil heat institute is picking up the tab for "Builder's Showcase," a weekly television promotion of new oil-heated homes.

In Milwaukee, oil marketers have sold builders on installing oil heat units in 1,000 homes by offering them a promotion campaign centered on "Showcase of Homes," a weekly television program featuring 'guided tours' through model homes.

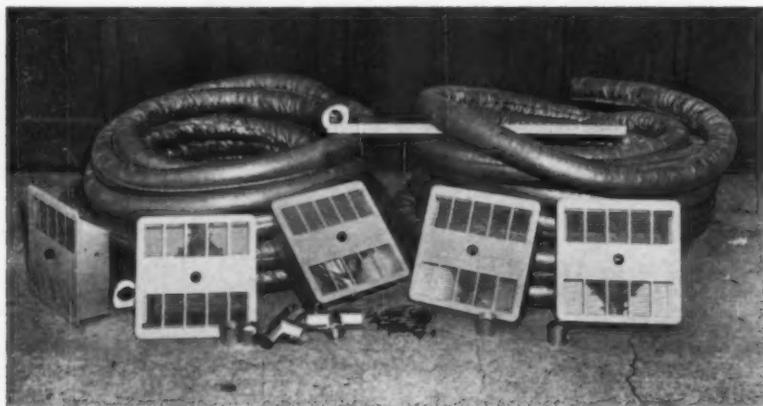
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Billboards and newspaper ads: to get buyers out to your homes

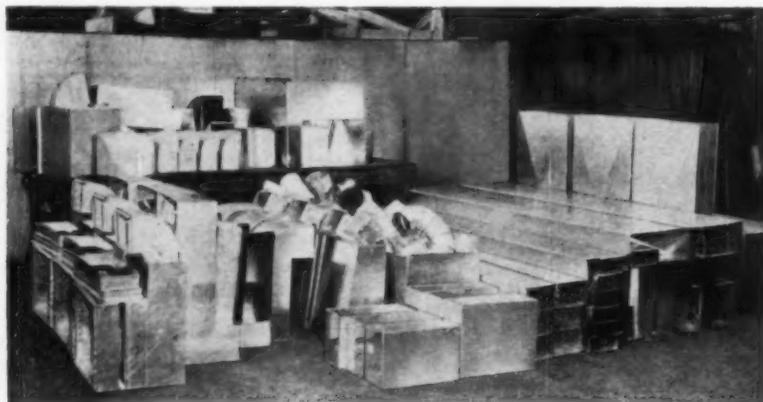
The Oil Heat Institute of Washington spent \$20,000 on a recent new-home promotion. Some of this money went for ads in 21 local newspapers and for 90 highway billboards.

OIL MEN OUT TO WIN BUILDERS



Equipment research: Cost savings for builders who use oil heat

The new tubing (above) replaces old, rigid tubing (below). Made by Jet Heet, Inc., Englewood, N. J., it consists of flexible aluminum covered by fiberglass and neoprene. Its 3¼" diameter permits it to be strung through existing stud bases with ease.



New equipment: lower cost

There's more than one reason why you should consider oil heat. Besides its enthusiastic promotion campaign, the oil industry is turning out a new array of oil-burning equipment.

Here are some of the fruits of its research that are on the market:

- Completely packaged boilers and furnaces which reduce on-the-job labor to a minimum.
- Flexible tubing to replace conventional warm air ducts.
- Warm air furnaces with built-in domestic water heaters.
- Featherweight combustion chambers—using materials originally designed for jet planes—which reduce first costs and shipping charges, and improve combustion.
- Units which need cleaning not oftener than every three years.
- A burner with an invisible flame. It needs no chimney, and is so small you can easily carry it.
- Water heaters that work up to 4½ times as fast as gas, 8½ times as fast as electricity.
- Oil-fired air conditioning units.

In your market, oil marketers are anxious to win new customers. By teaming up with your local oil dealer—and his oil-heat association—you can tap this flood of new equipment and promotional aids.

The builder, oil heat, and some cold facts about your home buyers

Even with oil, gas, electricity battling for the consumer market, there is still little evidence that potential homeowners can be convinced to buy a home just because it has a certain type burner.

There are stories about whole communities switching from one fuel to another. There are claims and counter claims about safety, cost, and convenience. To a great extent, however, they cancel each other out.

The choice of fuel, then, is squarely up to you, the builder.

If you just consider initial cost—chances are gas heat will still be the cheapest. The oil industry—despite its intensive research—has not yet narrowed the gap between the cost of oil-heat units and gas-burning equipment.

But there are compensating savings you can get from oil marketers. We've already shown you the promotional savings. Consider these other advantages:

- Oil frees you from dependence of gas mains. You don't have to wait for the local utility to reach out to your development.
- If you're heating model homes, oil heat may be cheaper than gas. Because you'll be using small quantities of fuel, you miss out on volume discounts in gas. Oil prices are the same regardless of the amount you use.

But don't forget the homebuyer. You can generate added sales appeal for your homes by reinforcing the promotion of oil marketers.

Tell your potential homebuyers that you've installed oil-heat units so that they can get these important advantages:

- Lower cost heat. Oil is generally the cheapest modern fuel for heating homes. Your local oil dealer can give you cost comparisons for your area.
- Freedom to select suppliers. A subtle advantage, but it frees homeowners from dependence on a single utility with its single price scale.

NEW

**ELONGATED RESIDENTIAL CLOSET...
PRICED FOR THE MASS MARKET...**

*a full siphon jet
at reverse trap prices*



E-5255
Eljer Emblem
Elongated

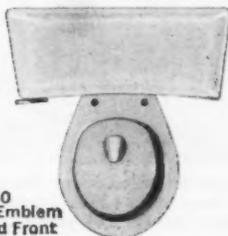
Now, you can benefit *and profit* from all the sanitary advantages of an elongated type closet for just a few dollars more than a conventional round front model.

Eliminating the common institutional look, Eljer's new EMBLEM Elongated rim closet, designed especially for residential use, is of *premium quality* in every detail. Both elongated and round front models comply fully with federal specifications for siphon jet closets.

Available in all Eljer colors as well as snowy white. For further information contact The Murray Corporation of America, Eljer Plumbingware Division, 3 Gateway Center, Pittsburgh 22, Pa.

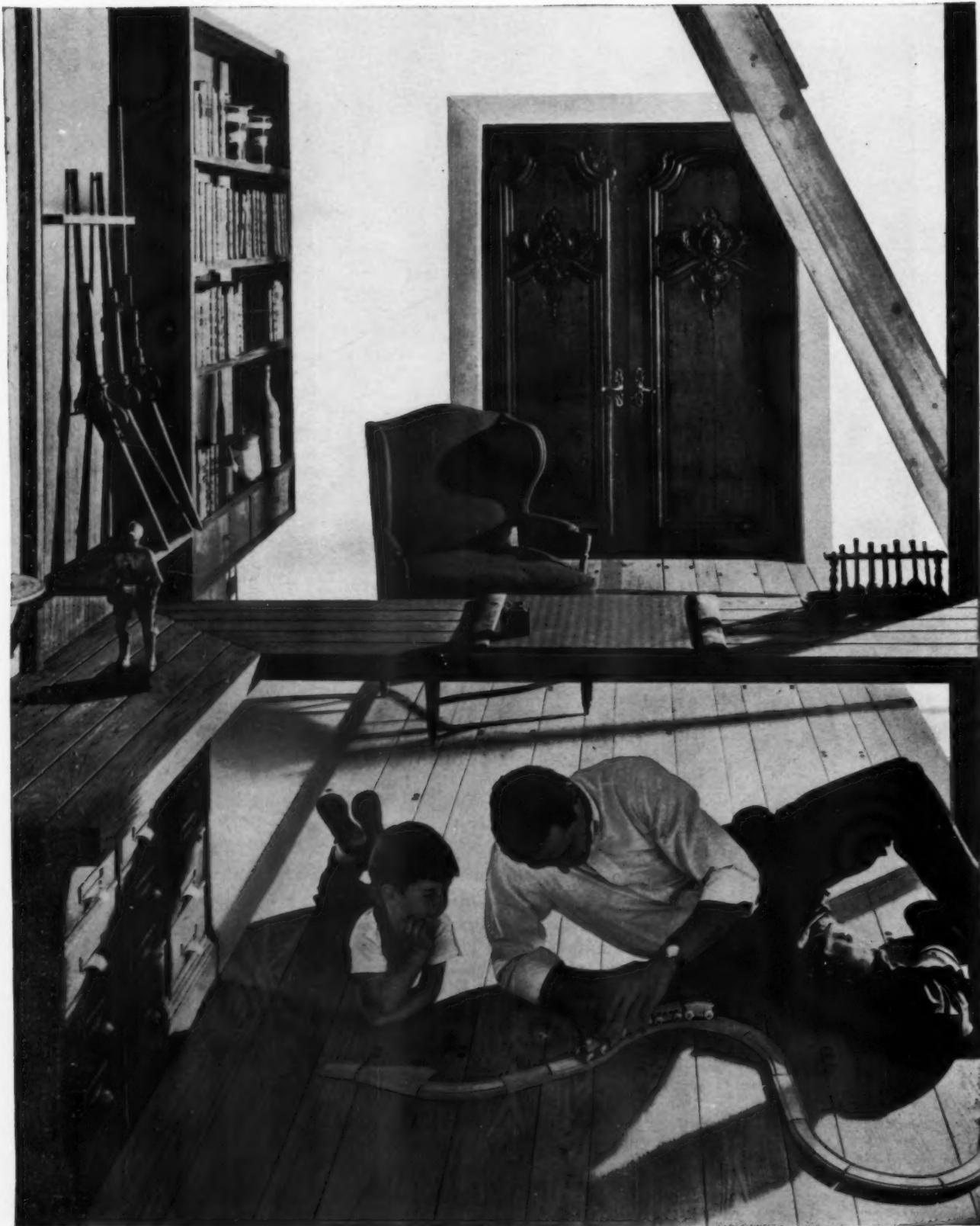


Eljer Emblem
Elongated Full View



E-5250
Eljer Emblem
Round Front

ELJER
FINE PLUMBING FIXTURES



All the selling points for wood in the den can be seen in this picture, taken from an NLMA advertisement in LIFE. It emphasizes wood's universal appeal, both as a basic building material and as a beautiful, useful, and lasting decoration.

Because wood in the den appeals to men

WOOD sells the rooms that sell the house

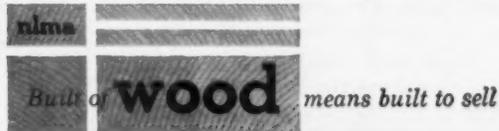


The unusual, canted lines of this ultra-modern den fit in well with the airy, contemporary appearance of this house. The wood paneling acts as a buffer, adding warmth to the coldness of metal and glass.

A den of wood can make the difference between an ordinary home and an irresistible buy. It's masculine, yet appeals to every member of the family. That's why the den is a builder's asset, the clincher for many a sale. To sell the den that sells the house, there's nothing in the world like wood. Its beamed ceiling looks both strong and handsome. Its paneled walls of wood promise privacy. And, in or out of the den, doors, floors, windows, and built-ins of wood add obvious value to your houses, without adding to their cost. Any or all of the uses of wood will help convince your prospects that the homes you build were designed for them to *live* in.

Does the illustration on your left look familiar? It should, because it appeared as a full-page, full-color NLMA advertisement in *LIFE* not long ago. Millions of people—your prospects among them—saw it. They will be looking for wood in the dens you show them. 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.



The natural warmth of wood and its compatibility with other building materials highlights this unusual den. The paneled walls and ceiling, the rustic shelf and the matching settees make an inviting, comfortable setting.



**2-WAY
RADIO
GETS
THE MOST
OUT
OF**

EVERY DAY

For instant contact between office and cars or trucks, for inter-unit communication, for expediting materials handling, the Gonset FM Business Communicator provides top performance at moderate cost.

Gonset system design makes it possible to custom-tailor a communication system to meet your individual requirements economically.

Gonset combines creative engineering and superlative workmanship with test procedures unique in the industry to permit constant quality control. Service and parts depots throughout the country maintain Gonset equipment to deliver high quality performance for which it's designed.

An authorized Gonset distributor will install and maintain your FM Business system. Ask for his help on all your radio communications problems.

Get the facts today.



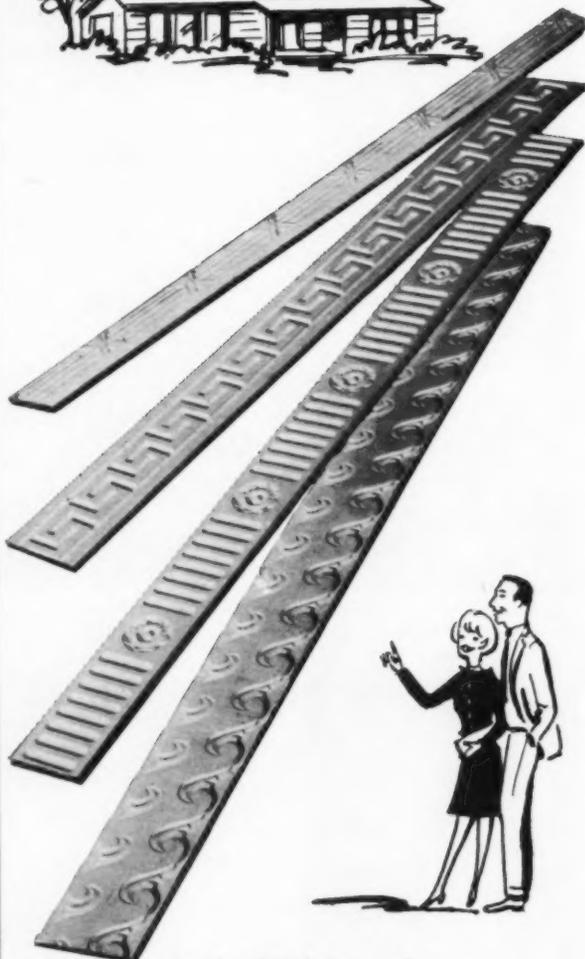
GONSET
DIVISION OF YOUNG SPRING & WIRE CORPORATION

COUPON: Please send me, without obligation, full information on the Gonset FM Business Communicator and the name of the authorized Gonset distributor nearest me.

NAME _____
COMPANY _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

GONSET, Dept. AB-10, 801 So. Main St., Burbank, Calif.

to sell them both...



*it's the little touch
that makes the big difference*

Strategically placed decorative mouldings add eye appeal as well as dollars to the value of your houses.

Approved by Leading Architects and Builders
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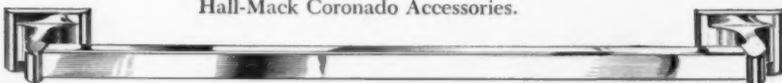


Quality that quietly speaks for itself...

HALL-MACK®

CORONADO ACCESSORIES

Where nothing but the finest in distinctive bathroom decor is acceptable, there you'll always find Hall-Mack Coronado Accessories.



Their lasting style and elegant quality are topmost among all bathroom accessories, bearing the most time-honored name of all ... Hall-Mack.



Coronado accessories are made of highest quality Zamak metal or brass, brilliantly polished, then finished in copper-nickel-chrome plate.



Send today for your free color booklet on Coronado and other fine Hall-Mack accessories

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Please send free booklet on bathroom planning.

Name _____ Please Print

Address _____

City _____ Zone _____ State _____

Sold by leading plumbing, tile and hardware dealers everywhere

When you build beyond the gas mains...



AUTOMATIC LP-GAS

costs less to install

Whenever you build beyond the gas mains, LP-Gas is better for the builder. LP-Gas costs less to install. There's no expensive extra insulation. No special construction. And LP-Gas is the fuel preferred for automatic cooking and home heating. Clothes drying, water heating are fast, automatic, easy on the homeowner's budget. Before you build, take a new look at LP-Gas, the modern automatic fuel for suburb and country. For detailed information, write LP-Gas Council, 1515 Chicago Avenue, Evanston, Illinois.



For **RESIDENTIAL** installations...



or **INDUSTRIAL** installations...



Amazing, New **PANEL-LIFT** is the Lowest-Priced, Electrically-Operated, All-Steel Garage Door on the market!

• And no wonder! Panel-Lift Doors have no space-hogging, hard-to-install overhead tracks, springs or counterweights. Elimination of these costly items reduces initial cost—slashes installa-

tion and maintenance costs. You owe it to yourself and your customers to get all the startling facts on this amazing new concept in garage doors. Write today for details. Address Dept. A1061.



PANEL-LIFT DOOR CORPORATION
1724 CHESTNUT STREET - PHILA. 3, PA.

PAT. PENDING Wholly-owned subsidiary of Standard Tech Industries, Inc.

POURING BASEMENTS CAN BRING EXTRA PROFITS and STRONGER FOUNDATIONS SIMPLEX makes it easy... it is a fast and flexible forming system



Set Faster — finish complete foundations in 16-24 man-hours with 2 men. Patented locking levers, bolted to panels, speed erection!



Pour Faster — Rigid assembly permits fast pouring. Panels won't shift... adjust to footing. Embossed steel bars on panels prevent deflection.



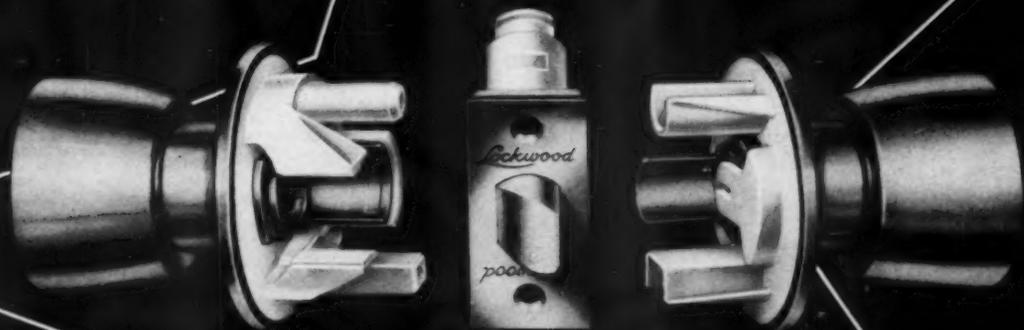
Strip... Move Faster — 9-ply panels (2' x 8') weigh only 65 lbs. Easy to handle. Vital parts can't be lost or misplaced... saves stripping and moving time.



Smooth, Accurate Walls — Seam marks are at a minimum. Simplex assures positive wall dimension; saves above-grade time and work... especially on pre-fabs!

Send for Approved Fall-Out Shelter Specifications
SIMPLEX FORMS SYSTEM, INC. 5619 Industrial Ave.
Rockford, Illinois

A LOCKWOOD FIRST



NYLON BRINGS EXCLUSIVE FEATURES!

YOU AND YOUR HOMEOWNERS will get more out of this revolutionary new Lockwood "R" Series with internal parts of industrial nylon. Why? Because Lockwood has put more into it . . . more time-saving, cost-saving, trouble-saving features than have ever been put into any lockset.

FOR YOU . . .

- **FOOL-PROOF INSTALLATION** . . . Thanks to the ultra simplicity of design and the self-aligning latch which functions perfectly despite improper boring.
- **NEVER A CALL-BACK** . . . Not one in hundreds of thousands of installations.
- **INSTALLATION TIME SAVINGS** . . . This lockset literally falls into place . . . and exposed double-lead through-bolts slash time by 50%.
- **3 SPARKLING DESIGNS** . . . Choose from popular Thunderbird—modern Starfire and classic Delmar.
- **A BONUS OF GOOD WILL** . . . from your customers for using the most modern, longest lasting lockset on the market.

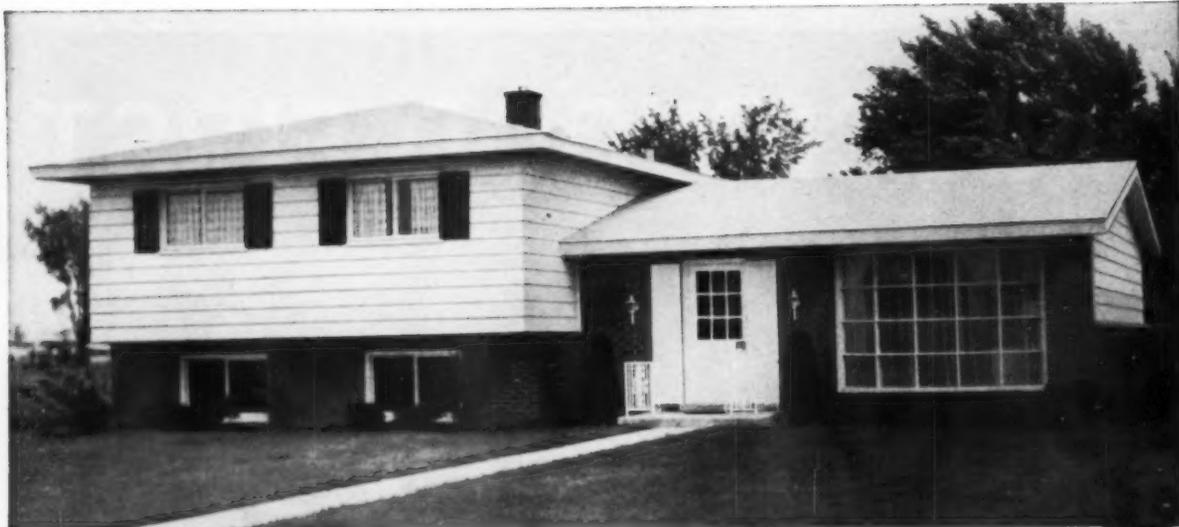
FOR YOUR HOMEOWNERS . . .

- **QUIET, SMOOTH OPERATION** . . . Resilience eliminates rattle and click of metal parts giving the feel of a heavy duty, commercial quality lock.
- **FREEDOM FROM MAINTENANCE** . . . Nylon parts *never* need lubrication.
- **EXTRA YEARS OF SERVICE** . . . Grueling endurance tests equaling 80 years of normal use failed to show wear.
- **CORROSION RESISTANCE** . . . Nylon parts withstood extremes of humidity, temperature and corrosive atmosphere without deterioration.

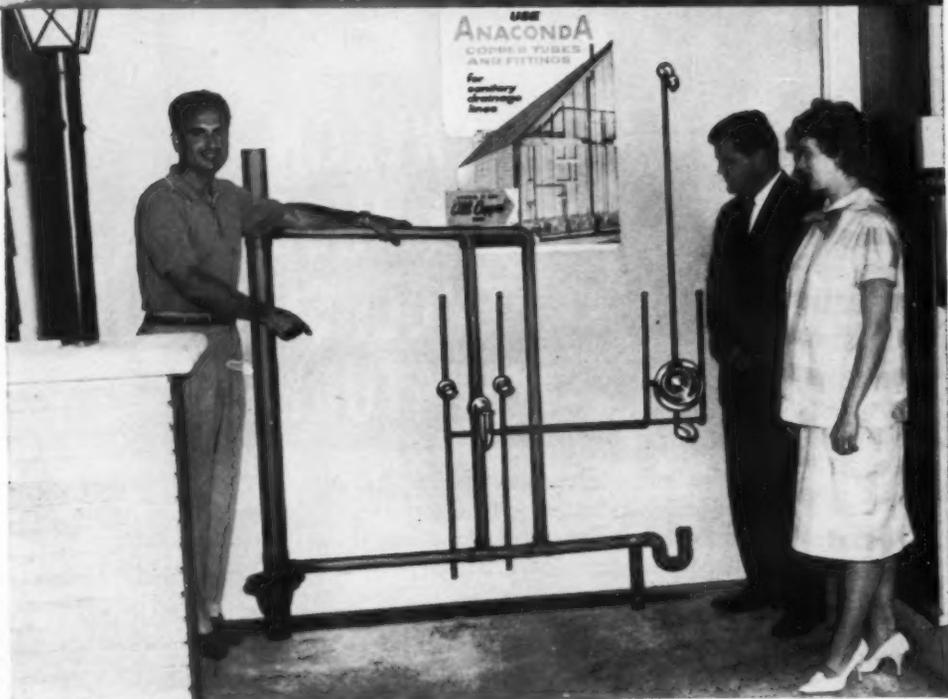
LOCK UP WITH LOCKWOOD

LOCKWOOD

LOCKWOOD HARDWARE MANUFACTURING COMPANY, FITCHBURG, MASS.



William-York makes a practice of using nationally-advertised products that home buyers know and trust.



Anaconda Copper Tube for both water lines and sanitary drainage is one of the quality products featured in the William-York Homes, Inc. display room.

Anaconda because "our clients want quality"

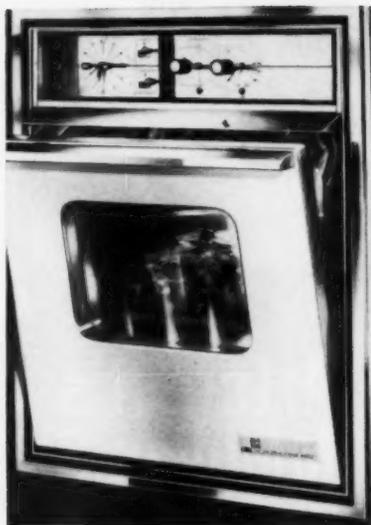
"We at William-York Homes, Inc. build approximately 75 homes per year on owners' lots. By their election to custom-build, our clients have indicated they want individuality of design and quality construction. In our products display room, the most prominent space is given to the 'All Copper' plumbing display. Anaconda copper plumbing has been a great help in associating our homes with quality materials and workmanship."

This statement by C. F. Bauer of William-York Homes reflects the experience of hun-

dreds of builders. For complete information about Copper Tube and Fittings for general plumbing, heating, air-conditioning and refrigeration, write for free copy of Publication B-1, Anaconda American Brass Company, Waterbury 20, Conn. In Canada: Anaconda American Brass Ltd., New Toronto, Ont.

ANACONDA[®]
AMERICAN BRASS COMPANY

GUIDE TO NEW PRODUCTS



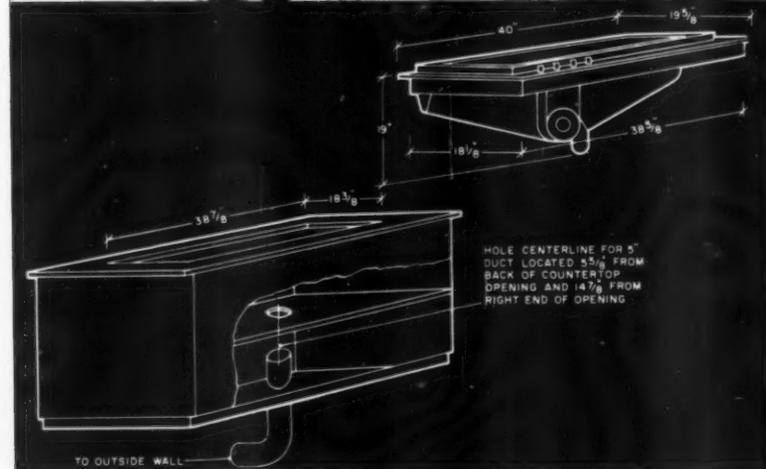
WHAT

Integral vent systems of these range and oven units eliminate hoods, simplify ductwork

Range vent intake doubles as a spatter guard while in use, folds down when not in use to become extra counter space. Power shuts off when cover is closed. Oven vent removes all fumes, even when door is opened. Both units have the appealing features now demanded by status-conscious housewives—low temp oven, controlled heat, rotisserie, etc.

HOW

Kitchen units expel their own fumes



Work with existing ducts or with a unique downward-flow system that eliminates hood, cuts installation costs

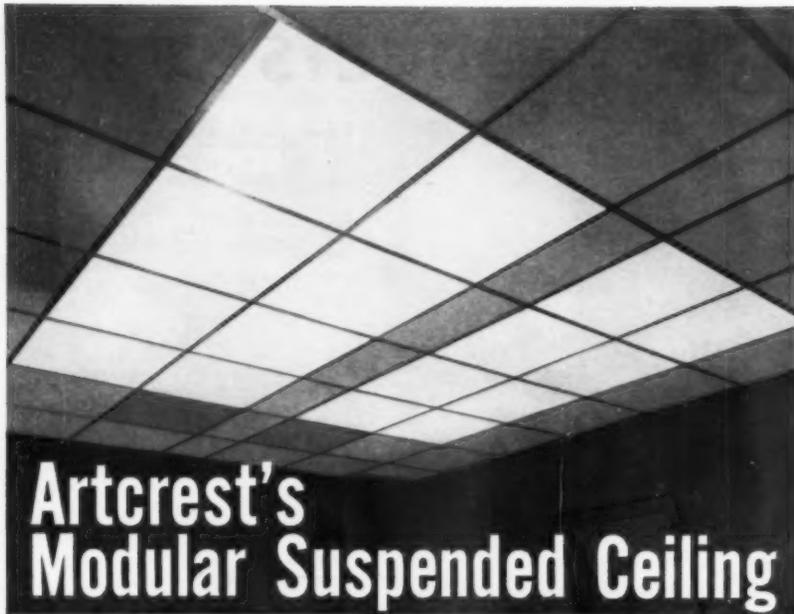
Here's a pair of electric built-ins that offer several unique advantages to builder and housewife.

Outstanding feature is an integral ventilating system that expels cooking fumes downward through a 5" round duct.

For the builder, this means elimination of overhead vent hoods, plus lower installation costs than incurred with the usual rectangular duct work.

For the housewife, it makes possible a new dimension in open design, as the range can be installed in an island or peninsula, free of any overhead obstruction (left).

The units are being offered by Jenn-Air Products Co. Both range and oven come in Custom (above) and Regency models. Jenn-Air says they will most likely be used in houses priced from \$20,000 and up. (Circle No. 01, reply card.)



Artcrest's Modular Suspended Ceiling

Costs No More Than Ordinary Drywall Installed

ELIMINATE TAPING, SANDING, PAINTING! Here's all the modern beauty of suspended insulating ceilings for the *installed* cost of drywall! Artcrest ships custom kits for each room with the right number of two-foot square, 1/2-inch thick foamed styrene panels and white enameled aluminum grid — everything you need for just 37¢ a square foot (wholesale list price). Your installation costs only 10¢ a square foot. (One man does the whole job quickly, even without previous experience, and there is no messy clean-up.)

INSULATES SEVEN TIMES BETTER than half-inch drywall. Permanently white panels are safe, classified as self-extinguishing by U.L. You can wash 'em, paint 'em, cut 'em to any size or shape with a sharp knife.

ORDER DIRECT FROM

ARTCREST PRODUCTS CO. INC.

255 W. 79TH ST., CHICAGO 20, ILL.

Ph. HU 3-4500

COMBINATION CEILINGS FOR LIGHTING. Mix regular panels with luminous panels as shown in photograph to create islands of light! (A ceiling with 25% luminous panels costs only 5¢ a square foot more.)

HOW TO ORDER. Send your order direct to Artcrest at the address below. (Order to the next two-foot dimension for both length and width.)

Residential

Commercial

Remodeling

FREE CEILING LAYOUTS

Send your ceiling plan and tell us of any special objective. We'll return our suggestions, complete with estimates and detailed brochure. (No salesman will call.)

NEW PRODUCTS



Diesels boost tractor power

New 203 and 205 series tractors have 40-HP, 152-cu. in. diesel engines said to burn 1 1/2 gals. of low-priced diesel fuel per hour. Attachments include loaders, multi-purpose blades, angle dozers, post hole diggers, etc.—Massey-Ferguson, Inc. Circle No. 035, reply card.



Versatile new strip flooring

Par-PLANK flooring is a highly compressed T&G particle board said to be ideal for industrial, commercial, residential and school installations. It's spot and stain resistant, high glossed, non-fading. Made in walnut and natural wood tones, in widths of 4 1/2", 6", and 9", lengths of 36", 48" and 60". Thickness is 3/8". Forrest Industries, Inc. Circle No. 036, reply card.

Door gives clearer view

New sliding door is made of heavy heat-strengthened glass in 3/8" and 1/2" thicknesses. Designed to eliminate most of the obstruction to vision caused by frames of conventional doors. Makes possible a wall area up to 39' wide having two 3/8" vertical sight lines. Also safer, as it breaks into relatively harmless blunt-edge pieces. Said to be weather-tight. Virginia Glass Prods. Corp. No. 037, reply card.

Baseboard heater for bathrooms

Convection baseboard heater has a built-in thermostat to regulate bathroom comfort level. Thermal cut-out switch prevents overheating. Surface of the unit won't harm even children's skin.—Hunter Div., Robbins & Meyers. Circle No. 048, reply card.

Rugged sawhorse saves \$10

Demountable sawhorse, of 3/4" plywood, is said to be up to \$10 cheaper than one built on the site. Can be set up or broken down in seconds. Held together by notched joints that prevent racking, twisting, rocking.—West Coast Forest Prods., Inc. Circle No. 050, reply card.

Tool cleans thick paint from brick

Power tool chips thick accumulations of paint and other materials from brick surfaces. Ideal for refinishing old fireplaces and walls.—Aurand Mfg. & Equipment Co. Circle No. 054, reply card.

Waste disposer is fester

Food waste disposer is said to dispose of large bones in one fourth the time previously required. Also said to be quieter, more efficient than competitive units. Handles many materials once considered impossible for disposers. Called Universal Imperial Hush model.—Waste King Corp. Circle No. 021, reply card.

You can shop by postcard in American Builder's Supermarket

Help yourself . . . to the wide variety of manufacturer's literature shown on the pages ahead. You don't have to write, just circle the numbers on one of the cards below. Then drop the card in the mail (no stamp needed). AMERICAN BUILDER will forward your request to each manufacturer and he'll send you complete data, free of charge. So . . . get out your pencil and help yourself.

Just circle the numbers at right and you'll receive the information you want FREE from the manufacturers

American Builder

Reader Service

★★ OCTOBER 1961

PRODUCT	O9	O20
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NAME (Please print) _____

FIRM NAME _____

TITLE _____

STREET _____

CITY _____

ZONE _____

STATE _____

PLEASE CHECK YOUR FIELD OR OCCUPATION

- | | | |
|--|---|---|
| <input type="checkbox"/> Builder or Contractor | <input type="checkbox"/> Architectural | <input type="checkbox"/> Finance |
| <input type="checkbox"/> Sub-Contractor or Building Trades | <input type="checkbox"/> Engineering | <input type="checkbox"/> Realty |
| <input type="checkbox"/> Building or Planning Own Home | <input type="checkbox"/> Manufacturer or Producer | <input type="checkbox"/> Organization |
| | <input type="checkbox"/> Distributor | <input type="checkbox"/> Government |
| | | <input type="checkbox"/> Student or Teacher |

Signature _____

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American Builder

Reader Service

★ OCTOBER 1961

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NAME (Please print) _____

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STREET _____

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Signature _____

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O34	O39	O44	O49	O54
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**Diesels boost tractor power**

New 203 and 205 series tractors have 40-HP, 152-cu. in. diesel engines said to burn 1½ gals. of low-priced diesel fuel per hour. Attachments include loaders, multi-purpose blades, angle dozers, post hole diggers, etc.—Massey-Ferguson, Inc. Circle No. 035, reply card.

**Versatile new strip flooring**

Par-PLANK flooring is a highly compressed T&G particle board said to be ideal for industrial, commercial, residential and school installations. It's spot and stain resistant, high glossed, non-fading. Made in walnut and natural wood tones, in widths of 4½", 6", and 9", lengths of 36", 48" and 60". Thickness is ¾". Forrest Industries, Inc. Circle No. 036, reply card.

Door gives clearer view

New sliding door is made of heavy heat-strengthened glass in ¾" and ½" thicknesses. Designed to eliminate most of the obstruction to vision caused by frames of conventional doors. Makes possible a wall area up to 39' wide having two ¾" vertical sight lines. Also safer, as it breaks into relatively harmless blunt-edge pieces. Said to be weather-tight. Virginia Glass Prods. Corp. No. 037, reply card.

Baseboard heater for bathrooms

Convection baseboard heater has a built-in thermostat to regulate bathroom comfort level. Thermal cut-out switch prevents overheating. Surface of the unit won't harm even children's skin.—Hunter Div., Robbins & Meyers. Circle No. 048, reply card.

Rugged sawhorse saves \$10

Demountable sawhorse, of ¾" plywood, is said to be up to \$10 cheaper than one built on the site. Can be set up or broken down in seconds. Held together by notched joints that prevent racking, twisting, rocking.—West Coast Forest Prods., Inc. Circle No. 050, reply card.

Tool cleans thick point from brick

Power tool chips thick accumulations of paint and other materials from brick surfaces. Ideal for refinishing old fireplaces and walls.—Aurand Mfg. & Equipment Co. Circle No. 054, reply card.

Waste disposer is faster

Food waste disposer is said to dispose of large bones in one fourth the time previously required. Also said to be quieter, more efficient than competitive units. Handles many materials once considered impossible for disposers. Called Universal Imperial Hush model.—Waste King Corp. Circle No. 021, reply card.

Artcrest's Modular Suspended Ceiling

Costs No More Than Ordinary Drywall Installed

ELIMINATE TAPING, SANDING, PAINTING! Here's all the modern beauty of suspended insulating ceilings for the *installed* cost of drywall! Artcrest ships custom kits for each room with the right number of two-foot square, ½-inch thick foamed styrene panels and white enameled aluminum grid—everything you need for just 37¢ a square foot (wholesale list price). Your installation costs only 10¢ a square foot. (One man does the whole job quickly, even without previous experience, and there is no messy clean-up.)

INSULATES SEVEN TIMES BETTER than half-inch drywall. Permanently white panels are safe, classified as self-extinguishing by U.L. You can wash 'em, paint 'em, cut 'em to any size or shape with a sharp knife.

ORDER DIRECT FROM

ARTCREST PRODUCTS CO. INC.

255 W. 79TH ST., CHICAGO 20, ILL.

Ph. HU 3-4500

COMBINATION CEILINGS FOR LIGHTING. Mix regular panels with luminous panels as shown in photograph to create islands of light! (A ceiling with 25% luminous panels costs only 5¢ a square foot more.)

HOW TO ORDER. Send your order direct to Artcrest at the address below. (Order to the next two-foot dimension for both length and width.)

Residential

Commercial

Remodeling

FREE CEILING LAYOUTS

Send your ceiling plan and tell us of any special objective. We'll return our suggestions, complete with estimates and detailed brochure. (No salesman will call.)

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American Builder's Supermarket

Help yourself . . . to the wide variety of manufacturer's literature shown on the pages ahead. You don't have to write, just circle the numbers on one of the cards below. Then drop the card in the mail (no stamp needed). AMERICAN BUILDER will forward your request to each manufacturer and he'll send you complete data, free of charge. So . . . get out your pencil and help yourself.

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	09	020
PRODUCT	010	021
LITERATURE	011	022
01	012	023
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Signature _____

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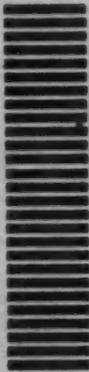
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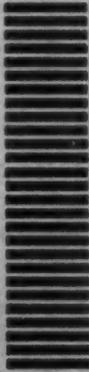
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Denver, Colorado Wholesale Building Materials Corporation For Sale

Physical facilities are excellent—30,000 sq. ft., dock-high with rail, six blocks from major traffic interchange. Owner will sell corporation, and sell or lease real estate. This corporation has a \$250,000 tax loss. Van Schaack & Company, 624-17th Street, Denver 2, Colorado.

FOR SALE

Retail Lumber yard, Danbury, Conn. vicinity. Price \$75,000.00 including trucks, equipment and inventory of \$20 to 25,000 dollars. Goodfellow and Ashmore, Danbury, Conn.

SALES EXECUTIVE

Top rated Multi-plant corporation producing quality metal building products seeks seasoned sales executive. Must have proven sales management record amongst distributors and general contractors and possess ability to achieve and maintain a minimum annual sales volume of \$10,000,000. Reply to American Builder, Box 299, 30 Church St., New York 7, N.Y.

PLANT MANAGER

Listed multidivision company needs seasoned manager for a plant. 10-15 years previous responsibility preferably in light metals fabrication and assembly operations, standards, production scheduling and control, manpower, methods and tooling, product service, and general administration. Send resume personal, education, work history and other details in confidence. Location: Southern Mass.—Providence area. Must be willing to relocate. Reply to American Builder, Box 300, 30 Church St., New York 7, N.Y.

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NEW PRODUCTS



New decking gets FHA sanction

A new building component called Sheet-Deck has been cleared by FHA. It's a panel material made in 2' widths and any desired length. It consists of 2x4" or 2x6" T&G lumber with a wood spline glued and recessed into each end, and is used as roof decking, roof sheathing, and subflooring.—Western Pine Association. Circle No. O27, reply card.

Colonial-style window in aluminum

A new aluminum window, designed for the trend toward colonial, has been introduced. The new unit—called Series 410 Alwintite—is single-hung, with separate panes and baked white enamel finish. Lower sash removes for cleaning. Panes replaceable from inside. Built-in channels for screens and storm sash. Said to need no painting.—General Bronze Corp. Circle No. O28, reply card.

Offer low-cost sewage treatment

Six compact steel sewage treatment plants can handle waste from communities of 100 to 1,800 persons. Designed for housing developments, garden apartments, shopping centers, etc. Work on Biofiltration process, permit safe disposal of effluent in a nearby water course or body of water. Smaller sizes shipped pre-assembled; larger sizes can be field erected by manufacturer's crews.—Dorr-Oliver, Inc. Circle No. O29, reply card.



One-piece plastic shower stall

Shower stall is made of fiberglass-reinforced plastic. Said to promise lower installation costs, easier cleaning, greater comfort. Does not feel ice-cold to the touch, won't reverberate sound of water. Impact resistant; won't corrode; resists mildew and fungus growth. Also available in two pieces, for remodeling projects and passage through narrow areas.—Ceralyte Corp. Circle No. O30, reply card.

New gunk works in any weather

Stay-Tite No. 77 caulking compound is said to gun easily at 30° to 120°. Develops a rubbery protective skin within 24 hours. Colors include white, green, yellow, gray, beige. Cartridges, gallons, 5-gal. pails.—Stay-Tite Prods. Circle No. O31, reply card.



**"CHROMALOX
electric heating
goes into 70% of
our new homes...
helps sell them faster"**

*says R. R. Terwilliger,
Builder, Hanover, New Jersey*



"We build about 60 homes a year... and since featuring All-Electric Homes, we sell our homes faster. More people are asking us about electric heating, and we find it to be a highly preferred feature. Best of all, we've had no complaints... our customers like its quiet, draft-free warmth." So states Robert R. Terwilliger, president of Designed for Living Homes of Morris & Essex, Inc., in Hanover, N.J. Construction moves along faster with no furnace or chimney needed in all-electric homes.

You too can profit with CHROMALOX Electric Heat

Your homes will sell themselves — and sell faster—with clean modern, silent electric comfort heating. New style baseboards allow maximum useable floor space. And you'll save on building costs... up to \$500 per house.

Profit with Chromalox comfort heating; write for Bulletin 975D and name of your Chromalox heating engineer.



WR-4



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CHROMALOX ELECTRIC HEAT

3 BETTER BUILDING

They'll Save You Money...

1

Cuts Costs!*

STURDY-BRACE[†] Insulating Sheathing

NO CORNER BRACING NEEDED

Exceeds FHA bracing strength requirements . . . nailed OR stapled . . . without corner bracing! Rugged new 1/2" asphalt-impregnated STURDY-BRACE sheathing adds to your homes the extra insulation only fiberboard provides.

Goes up fast! Strong, rigid, yet light, easy to lift. Men like to handle non-tiring STURDY-BRACE sheathing, all day long, 4' x 8' or 9', to cover sill and plate.

Your CELOTEX dealer inventories this and other famous Celotex insulating sheathings: 1/2" STRONG-WALL[®] nail-base . . . Double-Waterproofed and Impregnated 1/2" and 25/32" sheathings.

SAVE \$20 per M sq. ft.!

(Average cost of corner bracing—labor and materials—reported by contractors and builders in nationwide survey. Can be much more in 2-story and multi-level construction.)



**CUT APPLICATION TIME 50%
(or more) with power stapling**

You can make big extra cost savings with power stapling because STURDY-BRACE sheathing exceeds FHA strength requirements without corner bracing when nailed OR stapled.

If it's "by CELOTEX"...
you get QUALITY, plus!

CELOTEX
STURDY-BRACE



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Help You Build Better...Help Sell Homes!



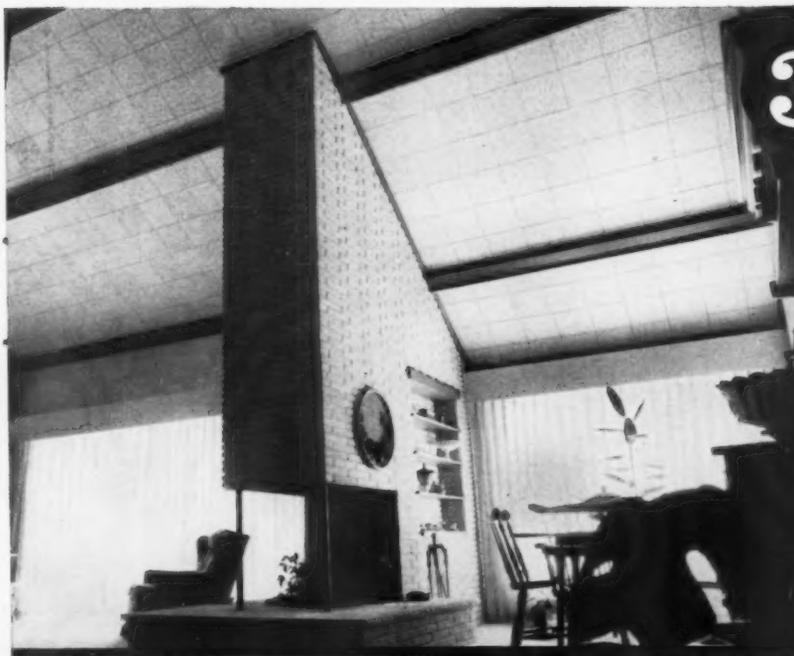
2

New beauty...new economy

SHADOWCAST[†] Hardboard Siding

EASY TO NAIL...DOESN'T DIMPLE!

Extra thick (7/16") for deep, sharp shadow lines. Smooth, tough, hard-to-dent surface resists bumps, scuffs, hail. Prime-coated, face and all edges; finish coat can be applied as much as 60 days later. Back-sealed for moisture resistance. Nails drive flush; no surface dimpling or fracturing. 12" wide; long lengths for rapid coverage and fewer joints. Guide lines, on both long edges, speed application.



3

HUSH-TONE[®] Acoustical Ceilings by Celotex Help Sell Homes

This year more leading builders than ever before will install acoustical ceilings in their homes (based on recent study among 400 Builders Other Builders Follow). In Housing Forums across the country, women have voted acoustical ceilings one of the "most wanted" construction features in family rooms. New exclusive Celotex patterns give you three compelling sales points: (1) the comfort of quiet, (2) distinctive beauty, (3) quality-famous brand name.

CELOTEX BUILDING PRODUCTS

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†Trade Mark



Air-driven DUO-FAST Staple Nailer makes short work of sheathing job.



Ceiling tile goes up fast and easy with Air Tackers.



Hammer Tacker does the job on insulation and building papers.



Powerful Staple Nailer applies sub-floor and roof decks 5 times faster.

Four ways **DUO-FAST** brings assembly-line production to homebuilding industry

You'll be amazed at the amount of work one man, plus a DUO-FAST Stapler, can do in one day. Inside, outside, on the floor or on the roof, DUO-FAST gives you high-speed production at absolute minimum cost.

Whether it's applying plywood roof decks or sub-floors, insulation or sheathing, putting up ceiling tile, cornerite or metal lath... DUO-FAST has the correct model and staple to do a good job, and do it fast.

You'll like DUO-FAST. You'll like the Free Service Guarantee. Write for the story on home building with DUO-FAST, and the address of your nearest DUO-FAST representative.

FASTENER CORPORATION

3700-02 River Road, Franklin Park, Illinois



NEW PRODUCTS

Shower doors come in new colors

Showfold translucent folding doors for shower and tub enclosures now come in a selection of colors, in addition to the white already available. These are: pink, yellow and beige.—Showfold. Circle No. 025, reply card.



Strutwall line overhauled

Increased design flexibility is claimed for the Strutwall line of window units, although the number of basic units available has been reduced. This has been accomplished by increasing number of combinations possible with units now offered. New system is said to simplify inventory problems.—Andersen Corp. Circle No. 023, reply card.



Combination lavatory-dresser

"The Legend" bathroom fixture combines lavatory and dressing table in one unit. Made of vitreous china, in white or colors, with dressing table on right or left. Used in motels, hotels, custom homes.—Kohler Co. Circle No. 024, reply card.

Flooring gives beauty, long life

Parquet flooring is said to last a lifetime under normal use, decades under heavy use. Made in 12-11/16" blocks, comprised of four squares each. The squares consist of 7 strips each. Available in cherry, walnut, red oak, mahogany, ash, cedar, hard maple, and combinations.—Mosaic-Parquet Flooring, Inc. Circle No. 032, reply card.



Introduce wall-hung water closet

Wall-hung siphon jet water closet is made of vitreous china. Has integral china tank overflow and ground-in valve seat. Supply pipe is roughed through back flange of the bowl and is not visible in normal bathrooms. Six pastel colors, plus white.—Eljer. Circle No. 033, reply card.

New tile resembles marble

Castilian vinyl tile looks like deep-quarried marble. It's made in standard 9x9" and 12x12" sizes in 1/8" gauge. Variety of shades. Recommended for commercial and institutional use, or for "luxury" home areas.—Armstrong Cork Co. Circle No. 034, reply card.



Lau Deluxe Wall Vanities

Lau Deluxe Wall Vanities add extra sales appeal to any bathroom. The clean, functional design and many built-in features are unmatched by other cabinets. Two distinctive styles and three builder sizes provide the right unit at the right cost. See the Lau Wall Vanity before you buy . . . you'll be glad you did.

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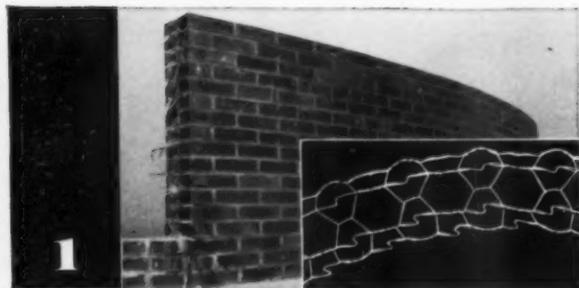
*. . . manufacturers of residential attic fans / commercial-industrial ventilating fans
central ventilating systems / humidifiers / bathroom cabinets / air conditioning blowers*



John Crouch, Crouch-Walker Company

ON THE CHICAGO FIRE ACADEMY JOB, MASONRY CONTRACTOR CROUCH-WALKER DEMONSTRATES

...Three things that only



1
TAKING CURVES . . . to provide continuous reinforcement strength throughout the length of this curving wall, it was found that only Keywall could do the job. Crimped at intervals in order to curve, Keywall retained its strength. Only Keywall can be curved to reinforce unusual shapes.



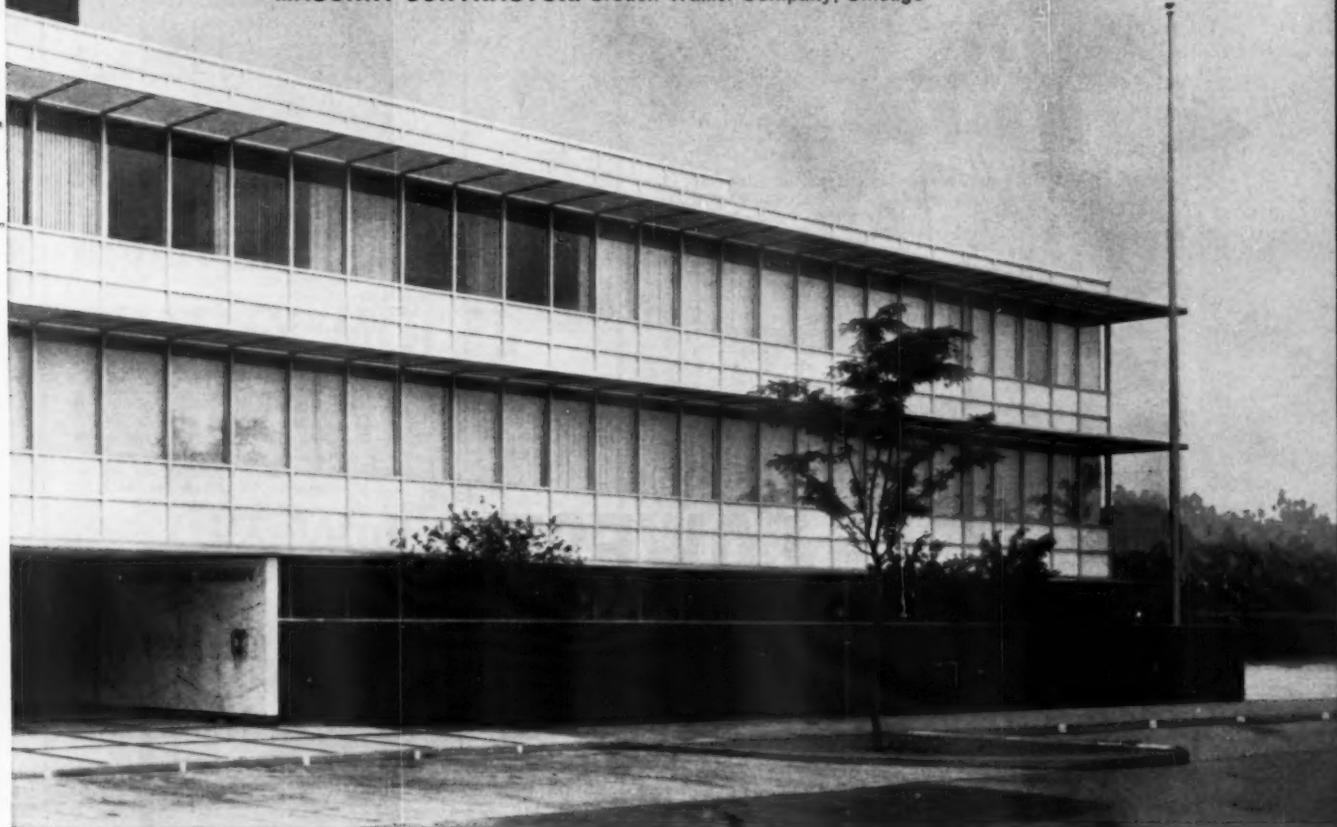
2
TIES IN . . . Many wall sections were left unfinished for other work to progress. For continuous reinforcement, Keywall was used. Bill Revers of Crouch-Walker, shows the Keywall "tails" to be tied in later. Only Keywall can be tied in. Only Keywall is flexible enough to accommodate variations in mortar joint levels.

The new Chicago Fire Academy will cover 62,500 square feet, cost \$1,700,000 without furnishings. Fire escapes, window balconies and smoke and sprinkler rooms will make possible the simulation of all fire control and extinguishing problems. A swimming pool in the basement will have a 25 x 75 ft. underwater observation window that will enable viewing of underwater demolition and life saving demonstrations.

ARCHITECT: Loebel Schlossman & Bennett, Chicago

GENERAL CONTRACTOR: John C. Long Company, Inc., Chicago

MASONRY CONTRACTOR: Crouch-Walker Company, Chicago



Keywall reinforcement can do



UNIFORM MORTAR JOINTS . . . In doing fine tile work (or any good masonry work), uniform, mortar joints are necessary. Only Keywall can be lapped without lumping up the mortar joint. That's why the architects and Crouch-Walker used it on the tile work for the Chicago Fire Academy job.

The masonry contracting firm of Crouch-Walker, Chicago, Ill., was faced with a number of knotty reinforcement problems on the Chicago Fire Academy job. They ranged from fine tile work to curving brick walls. The architect and Crouch-Walker decided on Keywall as the solution of all 3 demands (at left). Perhaps Keywall can solve your masonry reinforcement problems, too.

KEYSTONE
STEEL & WIRE COMPANY
Peoria, Illinois



LOW SEASON
fares roundtrip
from New York.
Valid Eastbound
Now thru
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LOWEST FARES of any scheduled airline ANY TIME OF YEAR

NEW PRODUCTS

New spray-on roofing announced

A new spray roofing technique employs a neoprene-hypalon film that's reinforced with chopped fiberglass roving. It's said to go on for 50¢ to \$1.00 psf, and to be especially suited to intricate, modern architectural shapes.—Elast-O-Glass Co. of America. Circle No. 039, reply card.

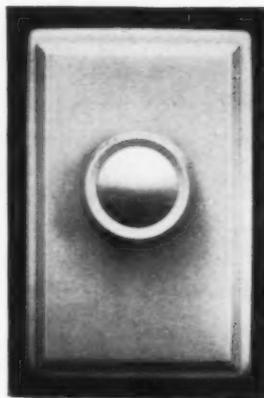


Add storage to kitchens

Vertical lazy susan units are designed either for top loading, to use the "dead" corner in an "L" or "U" shaped kitchen, or for front loading in kitchen cabinets. Several models available for widely varied installations. Called Korner Stor.—Murray Equipment Co. Circle No. 040, reply card.

Speeds concrete resurfacing

Power-Grip Concrete Bond eliminates roughening, chipping, drilling, scarifying and washing of old concrete that is to receive a new concrete surface. Can also be added to concrete mix to increase strength and resistance to abrasion, impact, oil and grease.—The Monroe Co. Circle No. 041, reply card.



Dimmer fits standard wall box

Dimitron light control is said to be the first 4-stage unit to fit into a standard wall box. Installs quickly, with no special construction or knocking out of walls. Full range can be dialed within a quarter turn. Colored gold and cream-beige.—Lutron Electronics Co. Circle No. 042, reply card.

Aluminum window goes in fast

Series 500 single-hung aluminum prime window is designed for fast installation. Features include: Narrow center meeting rails; horizontal sweep latch; removable sash. Integral fin nails directly to sheathing. Drywall and plaster return recess eliminates interior trim or finishing.—Quaker Window Products Co. Circle No. 043, reply card.

Line of ceramic floor tile expanded

Ceramaflex floor tile will soon be marketed in eight new glazed pastel designs. Mounted in a heavier rubber grid said to be even more resilient and easier to clean than types already available.—U. S. Ceramic Tile Co. Circle No. 044, reply card.

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in

American Builder's QUALITY MODEL HOME CONTEST

12 Winners

National Acclaim

Trips to Europe

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W-K American-made
Contractor's Transit No. 32
\$460 with tripod

If you're economy-minded AND value-minded, too, here's your transit! We've cut no corners in giving it the precision, ruggedness and features Contractors and Builders want! 24-power internal focusing telescope has finest achromatic coated lens system—5' close focus. Telescope plunges through standard for ease in sighting ahead or back without resetting. Center is special alloy steel with all other parts tough cast Bronze or Brass—no die castings. Features include: ball bearing telescope axle, 2 plate levels, clamp and tangent for circle and center, double centers. Normally plain crosswires, but stadia can be installed. Complete with tripod, mahogany carrying case, plumb bob, magnifier, trivet pins. Weight only 13½ lbs.

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LITTLE MAINTENANCE DURING A LIFETIME OF SERVICE**

Call or write for full details in Bulletin F-101



"Tru-Start" CORE DRILLS

**FOR DRILLING
LARGE HOLES IN
CONCRETE,
BRICK,
STONE,
ETC.**

**START
EASIER...
CUT
FASTER**

COST SAVING FEATURES. New "starter point" design eliminates walking... locates hole accurately and quickly. Large multiple carbide cutters permanently bonded to drill body—guarantee longer tool life. Threads start at cutter edge and are continuous—assure faster, smoother cutting. Lands and spiral designed for quick removal of dust—eliminate packing and stalling. Standard drill sizes, ½ to 2½". Fully guaranteed! ALSO: Hi "TRIPL-FLUTE" PERCUSSION DRILLS, "HI-TWIST" & "FAST-SPIRAL" MASONRY DRILLS.

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ROTARY
DRILL**

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"A SEPARATE THERMOSTAT IN EVERY ROOM has big appeal for customers," Bauman states. "They can keep every room exactly as they want it—and it's quick."

"BASEBOARD UNITS SAVE SPACE," Bauman adds. "This feature gives homeowners more flexibility in decorating. The heat is clean, even and quiet, too."



"ACCURATE HEATING ESTIMATES are a big factor in closing sales," says Bauman. Here Northern States Power representative Stan Traczyk and Bauman discuss wiring and insulation for a new home. Bauman insulates with fiberglass batts and a polyethylene vapor barrier for top heating efficiency and economy.



"SATISFIED HOMEOWNERS ARE MY BEST INVESTMENT," Bauman says. "It's what these customers say that sells new prospects," he adds. Mr. and Mrs. W. C. Mitchell are delighted with the clean comfort and room-by-room temperature control they enjoy with flameless electric house heating.

"I profit two ways when I install flameless electric house heating"

Custom builder Paul Bauman of Minneapolis, Minn., tells why he's among the many aggressive builders now installing flameless electric house heating in over 400 homes per day

"Installing electric baseboard heating in the homes I build saves me time and money in construction," says Paul Bauman.

"The thing that saves time is that my electrician wires in the heating along with the rest of the electrical work. I don't have to wait on sub-contractors and I can schedule insulation work so that I wind up ahead in terms of time. I save money because there are no vents or ductwork with electric baseboard heating and there's no labor needed to frame around them.

"There's another important point, too. The simplicity and durability of these electric house heating units mean fewer callbacks and complaints for me—more satisfied customers," he adds.

"To keep homeowners satisfied I put a lot of time, effort and the finest materials into these

\$30-80,000 homes. Then I don't hesitate to direct prospects to my customers. It's what these customers say that makes the next sale," Bauman says.

"And speaking of satisfied customers, I'm one myself. I like flameless electric house heating so much that my new home here is a total electric home. And my family agrees that the most comfortable heating we've ever had is electric. Also, with four children, my wife and I are glad to know that it's flameless," Bauman concludes.

Like Paul Bauman, up-to-date builders all across the nation have found that it pays to install and promote flameless electric house heating. That's why it is now going into new homes at the rate of over 400 per day.

Why not find out how electric house heating can help you? Get detailed information now about the five basic types of electric house heating: baseboard, ceiling cable, wall panel, heat pump and electric furnace. A call to your local electric utility company will bring you the facts.



SEE OUR EXHIBIT



With Flameless Electric House Heating

YOU LIVE BETTER ELECTRICALLY

Sponsored by Edison Electric Institute



This is the Builder:

John F. Long

Nationally recognized building authority of the superb 13,000 home community, Maryvale, at Phoenix, Arizona

This is the Home at Maryvale

This is its Fireplace



With an industry-wide reputation for home construction innovation and building methods, Mr. Long consistently reduces labor and material costs while continuing to offer better value to a cost, and now quality, conscious public.

Using Heatilator—500 Series—Fireplace components only, plus his own facing materials, he constructed this magnificent *exterior* fireplace, complete, for under \$275. In so doing, Mr. Long substantially cut our own cost estimates. He also demonstrated the versatility and adaptability of this all metal, scientifically designed fireplace and chimney.



This is the Price

Less than

\$275

Complete from hearth to chimney top and identical in appearance to an all masonry fireplace.

... and These are His Reasons for Specifying the New, Cost-Cutting

Heatilator® 500 Series Fireplace

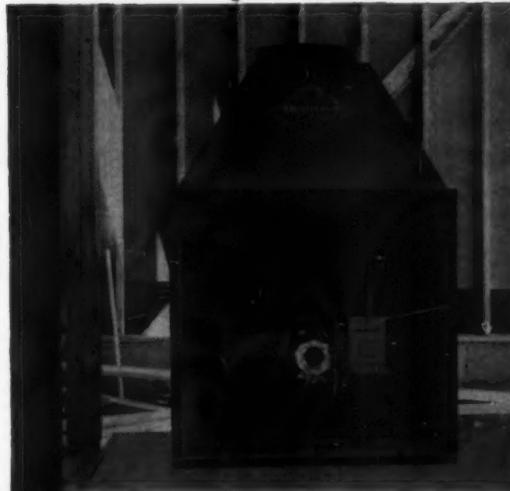
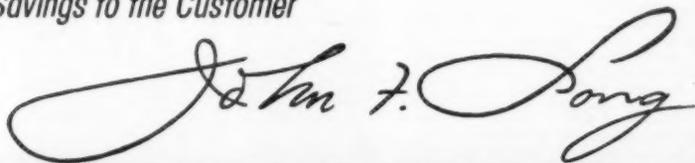
"Ease of Construction"

"Holding On-Site Labor Costs to a Minimum"

"Assurance of a Perfectly Functioning Fireplace Every Time"

"Material Savings"

"Savings to the Customer"

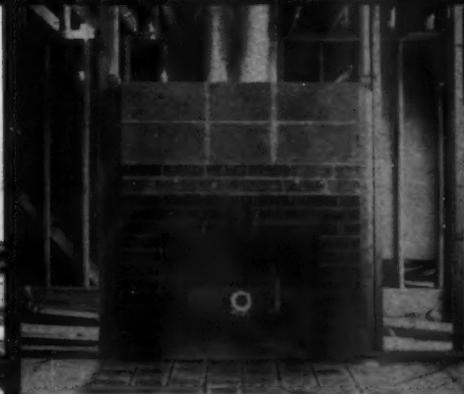


1 Base laid, firebrick hearth installed, fireplace form positioned.

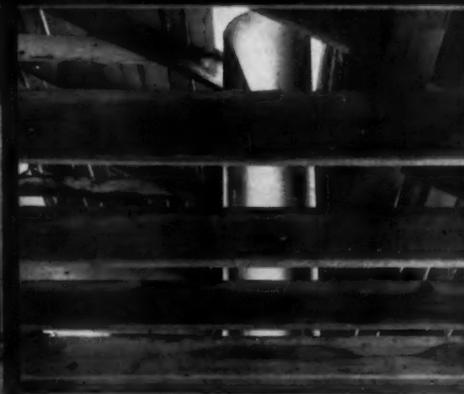
... and at ANOTHER BUILDER'S INSTALLATION in Denver, Colo.



2 Form wrapped with insulation, concrete block installed to 8" above chimney base, face masonry started.



3 Face masonry and hearth completed, chimney section started.



4 Chimney section extended thru roof, ready for exterior housing installation.

COMPLETE FIREPLACE INSTALLED IN LESS THAN 10 MAN HOURS TIME

SMOKE-FREE GUARANTEE*

The secret of the Heatilator—500 Series—Fireplace is its *full size 10"* Underwriters' approved flue, an engineered size which assures perfect chimney operation.

It carries a top brand name . . . reduces fireplace construction costs to pre-war levels. With a sales feature 7 out of 10 home prospects prefer, it puts the builder back in the fireplace business.

*Guarantee

Your Heatilator—500 Series—Fireplace is guaranteed to provide smoke-free operation under normal operating circumstances when installed as outlined in the directions attached to the unit.

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NAHB SHOW
Dec. 3rd thru 7th
Booths #1125. #1126
McCormick Place,
Chicago

HERE'S FURTHER PROOF

Every day more and more builders, from coast to coast, are proving their own Heatilator—500 Series—Fireplace costs. For their certified stories, or for a copy of Mr. Long's certified testimonial, write today.



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7610 E. Brighton Ave.
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YES, I am interested in further information:

- Heatilator—500 Series—Fireplace literature
- Certified builder testimonials
- Have factory representative call

Name _____

Address _____

City _____ Co. _____ State _____

NEW PRODUCTS

New lumber marking system

Weyerhaeuser Co. is now edge marking its common dimension lumber and bevel siding. Words "Kiln-dried" and the 4-Square brand are repeated along full length of one edge of common 2x4's through 2x12's and along lap edge of bevel siding. Shows customer he's getting a quality brand-name material in the house.—Weyerhaeuser Co., Wood Prods. Div. Circle No. 051, reply card.

Speeds ceiling tile installation

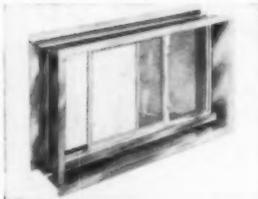
Acoustical ceilings are said to go up as much as 50% faster with these new "tiles." Manufacturer has enlarged the usual 12" square tile to a plank 16" wide and 10' or 12' long. Called Fir-Tex Plank. Comes in 1/2" thickness, painted white, with pin-punched or fissured pattern. May be nailed or stapled.—Kaiser Gypsum Co., Inc. Circle No. 022, reply card.

Anchor boosts high holding power

Steel Dura-Brace is said to give exceptionally high holding power as a roof truss or rafter tie-down, and as a joist hanger. Uses fewer nails, won't interfere with finishing.—Duratite. Circle No. 049, reply card.

Siding maker adds new sizes

Insulite primed vertical siding, both grooved and plain, now comes in 4x9' and 4x10' sizes, in addition to the original 4x8' size. Manufacturer's line also includes two widths of horizontal lap siding—8" and 10"—that were announced last spring, plus a 12" width marketed before. These come in 16' lengths, with 8' lengths furnished on request.—Insulite. Circle No. 026, reply card.



Window installs without bucks

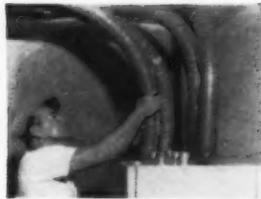
E-Z Pour basement window eliminates installation, stripping, hauling, storage and maintenance of bucks. Steel frame fastens to foundation forms, serves as pouring form for the window opening, then becomes permanent frame and sill.—Inland Steel Prods. Co. Circle No. 046, reply card.

Liquid extends form life

Form-Cote is said to permit use of concrete forms up to sixty times. This compares with 10 uses made possible with conventional coatings. Two applications—by spray, brush or roller—are said to eliminate sticking of concrete and deterioration of wood due to water absorption. Gives a smooth, non-chip finish.—Precio Chemical Corp.—Circle No. 047, reply card.

Brings telephones to poolside

Stainless steel unit goes next to apartment house swimming pool. Contains individual compartments, each with a phone jack. Each compartment locks with same key as the tenant's mail box, and can hold his wallet, glasses, etc. while he swims. Flashing light tells which phone is ringing.—Jensen Industries. Circle No. 038, reply card.



Flexible ducts go in stud spaces

Unique new air conditioning system uses flexible ducts that wind through the stud spaces, much like electrical cable. Ducts are aluminum, covered with neoprene and fiberglass. Manufacturer says the system can be installed in homes with any type heating system in one day with no major home overhaul.—Jet Heet, Inc. Circle No. 045, reply card.

Dishwashers have more capacity

New line of portable and built-in dishwashers are said to have 30% more capacity and 2/3 more water power. Higher capacity is due to redesigned racking. Boosted water power is due to double wash and triple rinse systems. In addition, a clear rinse additive is injected into third rinse to assure spot-free and streak-free drying.—Westinghouse. Circle No. 052, reply card.

Cork makes unique wall covering

Four styles of natural cork wall coverings, imported from Portugal, are being marketed. Come in light and dark finishes, smooth and rough textures. Said to give a warm, yet durable finish.—Maharam Fabric Corp. Circle No. 053, reply card.

KITCHEN K-VENIENCES



K-V 790

DISAPPEARING PAN RACK

Two rows of hooks mounted on easy-to-pull-out ball-bearing carrier, handles 14 pots and pans with ease. Bright chrome finish. Installs on underside of cupboard shelf, 20" long, 5 1/4" wide. Single row model (No. 690) also available.



KAPE & VOGT MANUFACTURING CO.

Grand Rapids, Michigan

Manufacturers of a complete line of quality fixtures and hardware.

KITCHEN K-VENIENCES



K-V 791

DISAPPEARING CUP RACK

Holds 12 cups, eliminates danger of cracking or breaking. Slides easily out of cabinet at touch of a finger. Bright chrome finish. Fastens on underside of shelf, 11" closed, 18" extended.

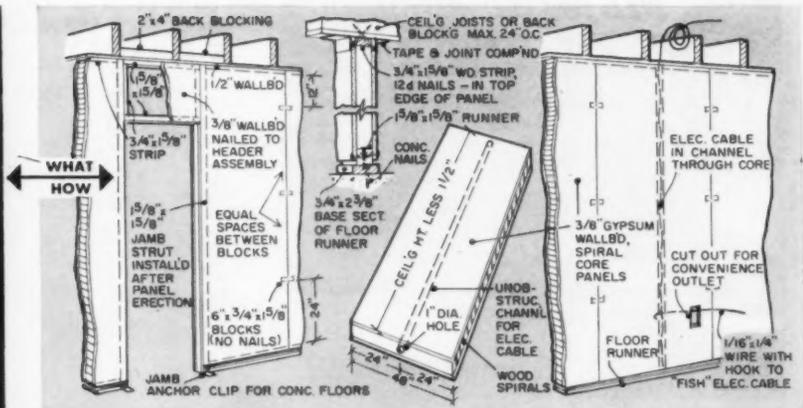


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Manufacturers of a complete line of quality fixtures and hardware.

NEW PRODUCTS



Simplicity is key to speedy erection of panels

Details show how new panels fasten to nailers on floor and ceiling. Blocks at joints are driven right into panel edges. One-inch channel speeds wiring. Joints take regular drywall tape and cement. System works with both wood and concrete floors.

Unveil fast new partition system

National Gypsum's Spiral Core partition system is latest entry into component field. Uses 2 3/8" thick panels made by laminating two fire-resistant gypsum sheets to a core

of hardwood shavings. Said to permit erection of a home's interior walls in few hours. Companion exterior system is in works. (Circle No. O2, reply card.)

KITCHEN K-VENIENCES

KITCHEN K-VENIENCES



K-V 793

DISAPPEARING TOWEL RACK

Towels and aprons slip over free end of three bright chrome finished bars, pull in and out smoothly on ball bearing carrier. Fastens to either side of kitchen cabinet. 5" wide, 20" long. Two bar model (No. 792) and four bar model (No. 798) also available.



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K-V 796

DISAPPEARING WASTEBASKET RACK

A real kitchen time saver. Ball-bearing carrier pulls out of cabinet easily when needed, slides back smoothly when not in use. Holds standard size polyethylene baskets. Bright chrome finish. Fastens to underside of cabinet top, 9" wide, 20" long.



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Majestic® thulman
ALL-METAL, WOOD - BURNING FIREPLACE
 Builders, home buyers and handyman remodelers are quickly and completely sold! No masonry, mortar or footings needed. Costs less money, takes less time to install. Connects to Majestic Thulman all-metal flue. Complete package for all roof heights.

The **Majestic** Co., Inc.
 433 Erie Street, Huntington, Ind.

**PROFIT
 BIG
 in this
 Growing
 Market**



New **COMPACT Spring Hinge**
 for your "Slimmer" Lowered
 Doors . . .

Milwaukee NU-JAMB
 Double-Acting No. 2200-2"



Here's the new hinge that's your smartest choice for easy-swinging those trim, slim — 7/8" to 1 1/2" — lowered doors. Milwaukee **NU-JAMB** Double-Acting Spring Hinge No. 2200-2". More than beautiful, compact, symmetrical in modern design, it has new practical, exclusive features vital for every job. Easier to install, it has a new **Concealed, Built-In Hold-Open** feature requiring no extra, time-wasting parts to bother with. Holds door open at 90° angle right or left. Requires no hanging strip! Beautifully designed, with modern button tips, it is furnished in all standard finishes.

Ask for prices on Type M-2200 with Hold-Open, or Type 2200 Standard. For other Milwaukee Hardware, see Sweet's Architectural File.

MILWAUKEE STAMPING COMPANY
 806 South 72nd Street
 Milwaukee 14, Wisconsin
 QUALITY METAL PRODUCTS SINCE 1893



Don't blindfold him!

THE AWESOME-looking instrument in the picture above is an electron microscope. Through it, a cancer researcher can observe the detail of a cancer cell—magnified 100,000 times.

The microscope costs \$35,000 and was paid for by American Cancer Society funds—which support 1300 scientists, all working to find the cause of cancer, and its prevention.

Don't blindfold cancer research. Give to it. Send your contribution to **CANCER**, c/o your local post office.

AMERICAN CANCER SOCIETY



IMPROVE CONCRETE FLOORS: Catalog sheet gives technical information on a liquid that hardens both old and new concrete floors. Prevents dusting and powdering, retards surface deterioration, seals out dirt and oils.—The Monroe Co. **Circle No. 015**, reply card.

"PROFESSIONAL GLUING and Wood Finishing Guide" gives comprehensive information about the use of Weldwood finishes. Also features instructions on how to obtain a finish that's "virtually indistinguishable from a 20-coat linseed oil hand-rubbed job."—U.S. Plywood, **Circle No. 04**, reply card.

PLYWOOD COMPONENTS: 6-page brochure presents full line of fabricated components, including Trofdek system, box beams, stressed skin panels and the new Delta structures. Also describes fabricating equipment.—Council Mfg Co. **Circle No. 05**, reply card.

HOUSE INSULATION: brochure tells how modern insulation can cut the builder's hidden costs. Shows how latest materials save up to 45% on costs of loading, unloading, and installation.—Reflectal Corp. **Circle No. 06**, reply card.

MORTARS, MASTICS, GROUTS and other related products for ceramic tile installation are discussed in new catalog. Also presents complete line of specialty items for the mosaic tile trade and the marble and terrazzo fields.—Technical Adhesives, Inc. **Circle No. 07**, reply card.

POWER TOOLS: Revised 96-page catalog has complete information on an entire line of industrial power tools. Shows drill presses, grinders, cut-off machine, jointers, planers, etc., plus accessories.—Delta Power Tool Div. **Circle No. 08**, reply card.

ELECTRIC LIGHTING: 48-page catalog shows an extremely extensive line of incandescent light fixtures. Includes models for mounting on ceiling or walls, plus outdoor post-mounted types. Color illustrations give decorating ideas, show how the fixtures blend with wide variety of decors.—Emerson Electric. **Circle No. 09**, reply card.

PUMPS for farm and domestic use are presented in a well-illustrated technical catalog. Contains submersible, jet, and other types of hand and power operated models, along with water conditioners.—Red Jacket Mfg. Co. **Circle No. 010**, reply card.

DATA ON RED CEDAR: a set of brochures, totaling 14 pages, deals with Western Red Cedar paneling, finishing, tongue and groove, paneling patterns and finishes, and channel. Combined they form the most complete information package ever assembled on this subject.—Western Red Cedar Lumber Ass'n. **Circle No. 011**, reply card.

WINTER EQUIPMENT: bulletin WE-1 includes oil fired and L.P.-Gas fired space heaters, thawing torches and a portable hot water heater for construction use.—Aeroil Prods Co. **Circle No. 012**, reply card.

LATEST IN STAINLESS STEEL SINKS is presented in a new 6-page booklet. Four-color illustrations show single-double- and triple-compartment sinks, with many built-in accessories. Special corner sinks included.—Elkay, **Circle No. 013**, reply card.

BUILDING WITH BRAINS



New floor system tests as sturdy as a bridge

Omaha Builder Louis A. McFarling needed a floor system that could be erected on the job site easier than the conventional ones.

He came up with a new plank beam system (photo and drawing) that's as solid as a bridge floor.

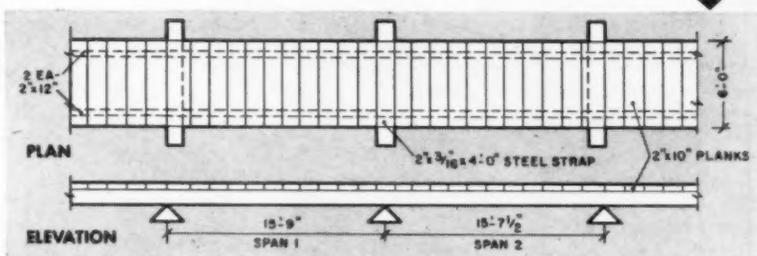
A simple span beam will fail at the center of each span where the greatest bending occurs; no bending exists at the supports. The effect of McFarling's continuous beam system is to re-distribute some of the bending "moment" from the center of each span.

Built-up beams are used: two 2x12" planks nailed together and reinforced over the center support with a 2x3/16"x4' steel plate. The plate is fastened on by 10d case-hardened nails, staggered 3" o.c. The test results are shown in the following charts:

Span	Load, lbs.	Loaded per sq. ft.	Deflection
1	50 lbs.	0.31 in.	
1	60 lbs.	0.37 in.	
1	80 lbs.	0.53 in.	
1	90 lbs.	0.62 in.	
1	100 lbs.	0.74 in.	

(At 100 lbs., twice the required loading, there was no visible evidence that the beam was cracking or in danger of failure, McFarling reports.)

To have a comparison, McFarling set-up a system using a beam and spacing approved by FHA tables of al-



Fully loaded, span showed no evidence of racking, breaking

lowable design stresses. For this test, 2x8" joists were used. They were spaced 16" center to center, with a 13' clear span. (An Ames Instrument was used to measure the deflection; it was mounted at the center of the span.) The results showed:

Superimposed load, lbs. per square foot	Deflection (inches)
40 lbs.	0.48 in.
50 lbs.	0.59 in.
60 lbs.	0.78 in.
70 lbs.	0.88 in.
80 lbs.	0.91 in.



Lacquer thinner trick renews clogged sanding machine belts

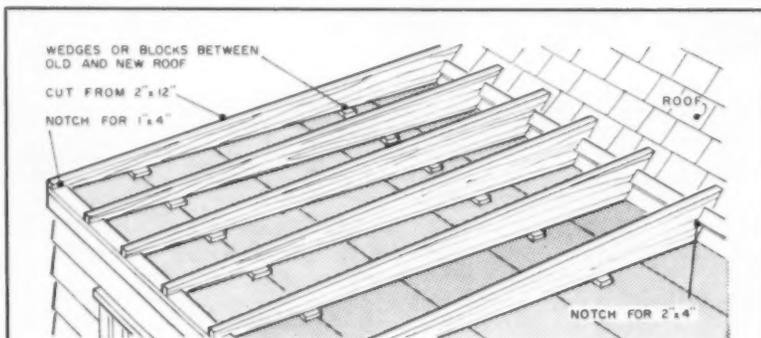
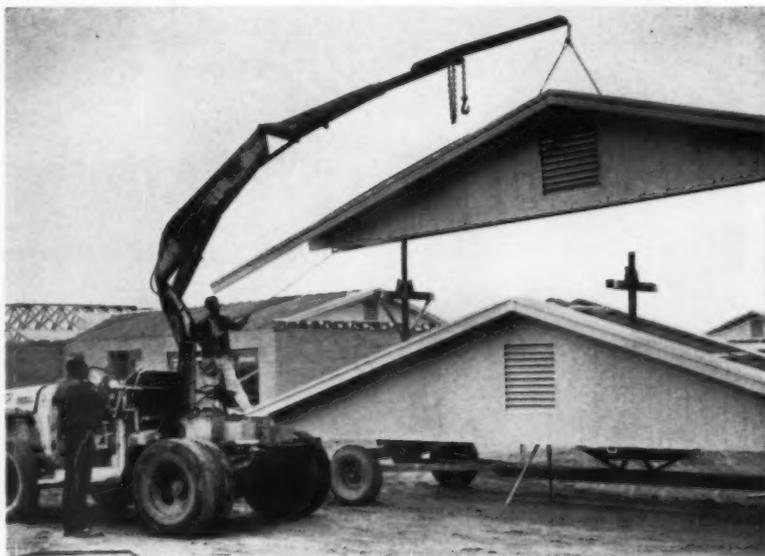
Builder S. Clark, East Bradenton, Fla., says he gets about four times more use out of sanding belts by soaking them for 30 minutes or so in a pan of lacquer thinner. Then the belts are removed and given the once-over-lightly treatment with a steel brush.

Arizona builder cuts labor time, costs with prefabricated gable ends

John Long, Phoenix, Ariz., builds a faster house by prefabricating as many parts (roof trusses, wall panels, door units, to name several) of it as possible in his workshop.

One example are gable ends, which are fabricated, pre-primed, and delivered to the building site. For prefabricating in the cutting yard, it takes $2\frac{1}{2}$ man hours to put together two trusses and the barge. It requires about 15 to 30 minutes to deliver the package to the job site. There, it takes just one man hour per gable end to install.

Gables use 2x4s layed flat for framing. Long buys factory-finished hard-board siding for the units, then gives them another coat of paint before they are installed. Ends are complete with ventilator. To make a strong, rigid unit, ends are fastened to the first 28' Sanford truss. The entire unit is positioned with a small crane, which also helps cut installation time.

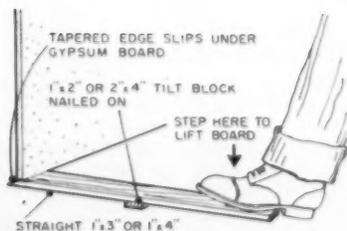


Built-up roofs sag, leak? Here's one way to mend them

Builder Art Nelson, Kansas City, Mo., overcomes problems with built-up roofs that sag and leak by giving the roof more slant with new rafters. They're cut from 2x12" stock. Each

piece makes two units, 10" wide at the top, 2" wide at the opposite end. Sheathing, flashing, roofing is applied with standard techniques to finish the job.

To lift wallboard in place, give this idea a try



Barrel staves to lift gypsum wallboard in place (AB, June, '61) are hard to come by in Chicago, reports Paul Mandaback. A good substitute is a scrap of 1x3 or 1x4 with a 1x2 or 2x2 tilt block nailed on, as shown left.

One end of the lever is tapered so the workman can kick it under the edge of the wallboard while holding it upright. By stepping on the other end, the panel is lifted.

Glove trick keeps calking gun primed, cocked, ready to go

Nozzles of calking guns usually are choked with dirt and grit or the sticky material becomes dry. Pressure on the trigger to break the blockage results in waste before you can back off the plunger lever.

Builder Stan Clark, East Brandon, Fla., has solved this problem by capping the business end with a finger cut from a discarded rubber glove. A canvas counterpart works also.

To hold the "finger" in place, use a strong rubber band. The entire assembly slips off easily when you're ready to use the gun. Before storing the gun, be sure there is no pressure on the plunger.





DIGGING • LIFTING
HANDLE WITH CASE
Utility
 LOADING • CARRYING

PROFIT TIP for builders

- (a) who "sub" excavating or
 (b) dig and finish with same big tractor

If you're "doing without" the many *every-day* advantages of owning a good tractor outfit, you are missing a tremendous profit-opportunity. Similarly, if you're using an expensive "oversize" rig for routine finishing work, you are paying up to \$15 a day too much — in ownership* costs alone! Once the foundation is in, you'll be time and money ahead with a fast, mobile Case 530 Utility Loader that costs only about \$8 a day*.

For backfilling and grading — on average-size home-sites — the thrifty Case 530, with its *high-torque gasoline or diesel engine* and special "All-Traction Utility" tires, gives you all the power and capacity you need. Tractor-loader moves heaped loads easily with float-control bucket, reverses in an instant with shuttle transmission. It maneuvers quickly with power-steer, digs and loads-out surplus dirt fast with over 9' dump clearance.

During framing, roofing, masonry and roughing work, a 530 loader can step-up your building schedule, keep entrances clear and graded for close unloading of trucks. It speeds handling of aggregate, stone, mortar... even holds roofing and other materials up where workmen can work off the stack. In 5 minutes you can quick-change to pallet fork for one-story lifting of block, lumber, and other materials. Or for special handling of windows, pre-fab sections, trusses and other awkward pieces, change to crane boom attachment.

Final finishing is simple with this precision loader. It cuts grade for driveways and walks, forms terraces and levels areas for lawn, loads-out surplus. Quick-change tools on rear hydraulic hitch help you prepare smooth finish grade for sod, or work-up soil before seeding... for best appearance to help you sell the house easier.

See how Case 530 Utility Loader can help you *reduce* your net cost per house, increase profit... call your Case Dealer for free demonstration. Or for complete details, write J. I. Case Co., Dept K1401, Racine, Wis.

*Ownership cost figured as 30% of estimated average delivered price to cover depreciation, interest, taxes and insurance, based on 200 working days per year.

CU-1-286



If you need footings for slabs on grade, or dig your own septic systems, or want to handle trenching for sewer and water lines... See Case 530 Utility Backhoe-Loader. Hoe cuts over 16' from pivot, digs 14' deep, excavates fast because exclusive foot-pedal swing control allows bucket operation while swinging.

CASE®

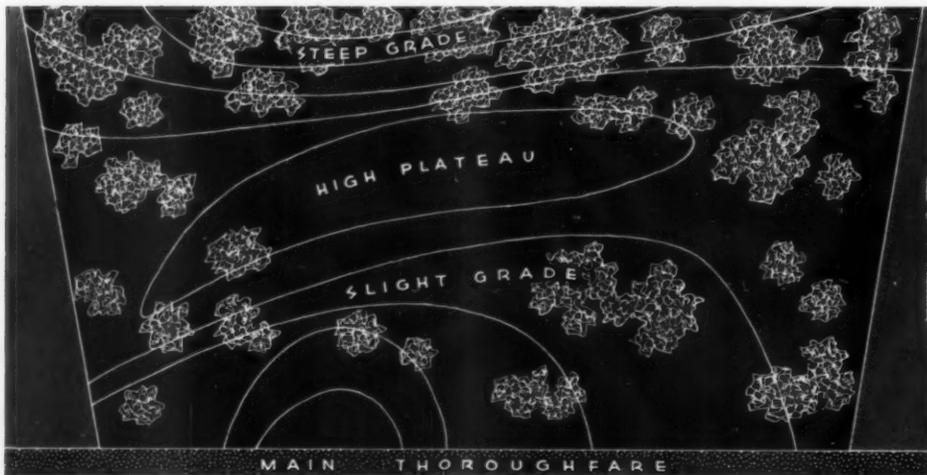
J. I. CASE CO., RACINE, WIS.

Cluster planning offers a

PROBLEM

How would you develop this plot? There's room for ten houses

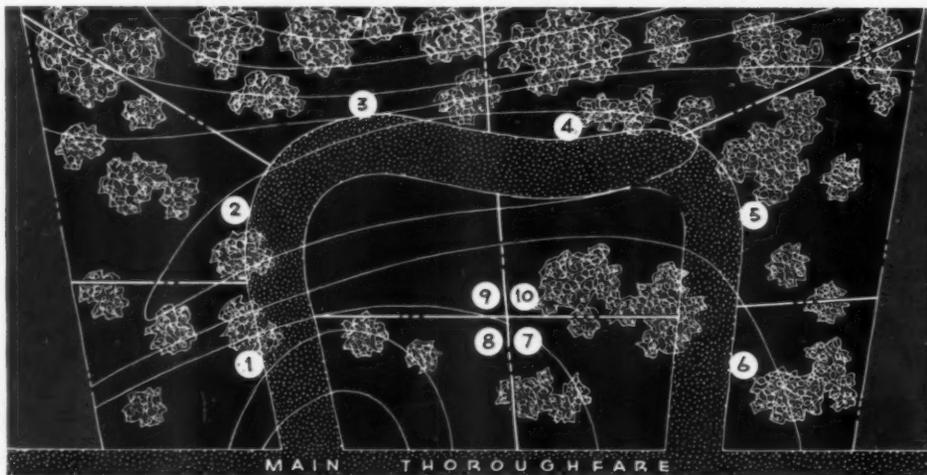
A plateau of level land is surrounded by sloping land—a steep grade on one side, a slight grade on the other. Suggestive of by-passed land found in many communities, the problem sets the stage for imaginative techniques in land planning. For possible solutions, see below.



WRONG

A disregard for topography traps the builder in costly development problems

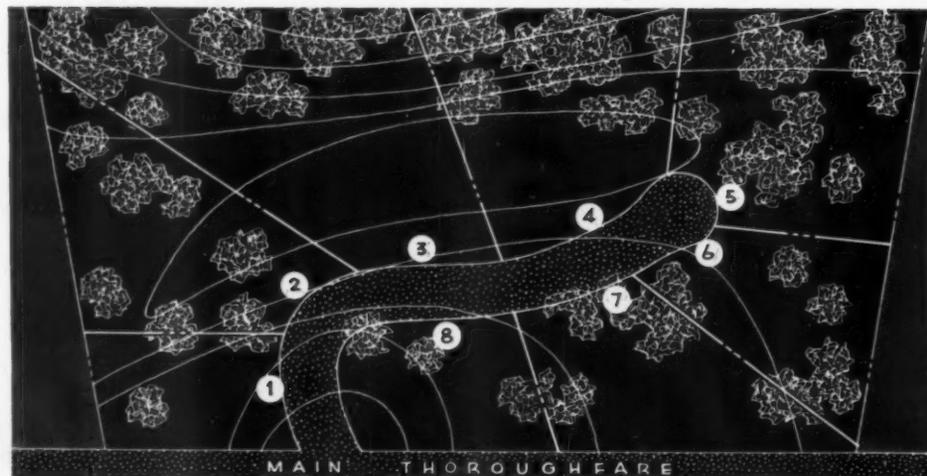
By stringing all ten plats across both grades and plateau, the builder encounters difficult drainage (water runs across plats) and extensive cut-and-fill problems. At the same time, he destroys much of market attraction of the sloping, wooded land in his development.



RIGHT

By sacrificing two homes, builder achieves compensating savings

Instead of squeezing all ten homes into the plot, the builder clusters eight homes about a cul-de-sac. In this way, he imparts an interesting character to the entire development, and adds additional value to three homes that he can center atop the plateau. (Sites 2, 3, 4).



new frontier for builders

Here's a plan that lets in nature and keeps out the "development look" of the past. Coupled with topographic planning it offers builders a way to add value to their homes—and cut building and development costs

Land planning is at the crossroads.

Builders, developers, planners, everyone interested in home-building is talking about the "new ideas" that are just now winning recognition.

This new thinking is probably the first real departure in land planning since the curve and the cul-de-sac started making inroads into the dreary grid systems of the recent past.

The cluster gets big play

The big topic today is the cluster plan.

With this approach, homes are grouped or "clustered" together on a plot, while the rest of the land is left open or in its natural state.

The cluster method frees the builder from the "development look" that has discouraged so many homebuyers, and opens up an array of interesting design possibilities.

It's for the small builder

Small builders, in planning for the future, have tended to skirt around the cluster. "It's not for me," they have thought, "it's for the big builder."

This is not true.

Although the small builder may not be able to introduce the same isolated, individualized feeling into a cluster plan as a large builder can, he can still use the method with interesting results.

By retaining some of the natural environment around his land, and by changing the sizes of his plots to offer attractive variety into his plan, the small builder can augment his selling prices.

The most important lesson in the cluster today is that it forces builders to think in terms of the land—rather than of the house alone.

This is important to all builders, regardless of the number of homes they build. Instead of considering land development an unavoidable preparation for building, builders should view land as one of the most valuable assets they have in marketing new homes. This calls, however, for a complete about face in profit planning.

Too often, builders try to squeeze as many homes as they can into a plot, thinking that the more houses they build, the cheaper the land and the greater the profit.

There are important reasons why this thinking is faulty.

- Land development costs are high. In some areas, in fact, the cost of developing land may exceed the price of the land itself.
- Plotting that calls for maximum density of homes is often the most difficult to prepare.
- Topography is a governing fac-

tor. It has marketing—as well as development—considerations. By ignoring the natural characteristics of terrain, a builder may actually reduce the value of his development by many times the price of the homes he manages to shoehorn into his plot.

Building costs affected

A builder who squeezes homes into a parcel of land, without regard for land conditions, creates untold construction problems. When the topography is followed, on the other hand, the buildings just seem to drop into place.

Here's proof: Take a look at this hypothetical example (drawings, left).

Rather than try to spread 10 homes into the plot, a builder would be wiser to sacrifice two homes and cluster the rest about a cul-de-sac.

This way he adds value to homes that are perched on well-situated plots, and, at the same time, he saves money on roadbuilding, drainage, foundations.

But there is more to the cluster-concept than this. For some of the new ideas, please turn the page.

Watch for BIG changes in future land planning

Land planning in 1962 will be on the verge of unprecedented change. Stimulated by an increasing repugnance with the monotonous community designs of the past, planners are readying a host of new, creative techniques. In the push for acceptance of these techniques, here's what's happening:

- The National Association of Home Builders is planting seed money now for followup studies to the Urban Land Institute's recent compendium of "New Approaches to Residential Land Development" (Technical Bulletin No. 40). What's wanted is a coldly practical plan to implement the theory.

- The new housing bill throws

the weight of FHA behind experimental techniques—not only in home building—but in land planning as well.

- FHA is signaling its field offices to be on the alert for modern approaches to development.

Zoning boards, at first, will tend to be conservative in the face of this new trend in land planning. But the more they hear the new terms, "cluster," "flexible zoning," "open land," "averaging," "topographical planning"—the more they will listen to these new approaches.

Urban Land Institute's Bulletin, itself, gives evidence to the growing acceptance of these new ideas.

Here's how you can add new ideas to the

The new thinking in land planning does not stop with the cluster. There are a host of other new ideas—many of them which blend well with the cluster technique.

Because the cluster calls for open spaces, there is a need to adjust plat sizes to the remaining land.

Try average plot sizes

Where zoning regulations permit, builders will find that averaging plat sizes is a good way of working with the cluster. Instead of making every lot the same size, some lots are reduced so that other lots—particularly those placed on difficult terrain—may be increased in size. Land planners say that builders will not encounter too much difficulty in getting approval of averaging.

One caution: Do not reduce the minimum lots too much below existing zone requirements.

Cluster planning means open spaces. But with open spaces come problems. Often these spaces can be allocated to new homeowners (by enlarging lot sizes). But, occa-

sionally, the open land must be separated into parks.

Parks—however small—make good merchandising appeals. But who is to care for the parks once the homes are sold?

To find an answer to this question, planners are turning to neighborhood associations. Here, homeowners in a new community form their own group to care for the parks.

FHA favors a different plan: one that brings in the local government to tend to the parkland.

Whichever approach is used, builders would do well to follow these rules.

How to avoid park problems

- Establish clear boundaries for proposed parks.
- Don't hide the parks behind homes, but make them easily accessible from the main road. (This makes them easy to police.)
- Don't spread parkland around among houses, but cluster it into one separate area where ball fields, for example, may be laid out.

• Don't leave parkland in its rustic state. Develop it with paths and benches and other facilities. (It's easy to care for that way—and offers much more appeal for new homebuyers.)

The cluster plan is eminently well-suited to accommodate other growing trends: the reviving interest in row housing and the growing acceptance of the cul-de-sac.

Row houses and cul-de sacs

Even where there is single-family resistance to row houses, a builder can shroud his units from nearby neighborhoods by grouping them in wooded land or open space.

Such an arrangement paves the way for another new idea that is slowly winning recognition in local communities—flexible zoning.

This zoning brings an end to the rows upon rows of similar houses that mark our suburbs by permitting builders to intermingle single-family homes with town houses and apartment dwellings.

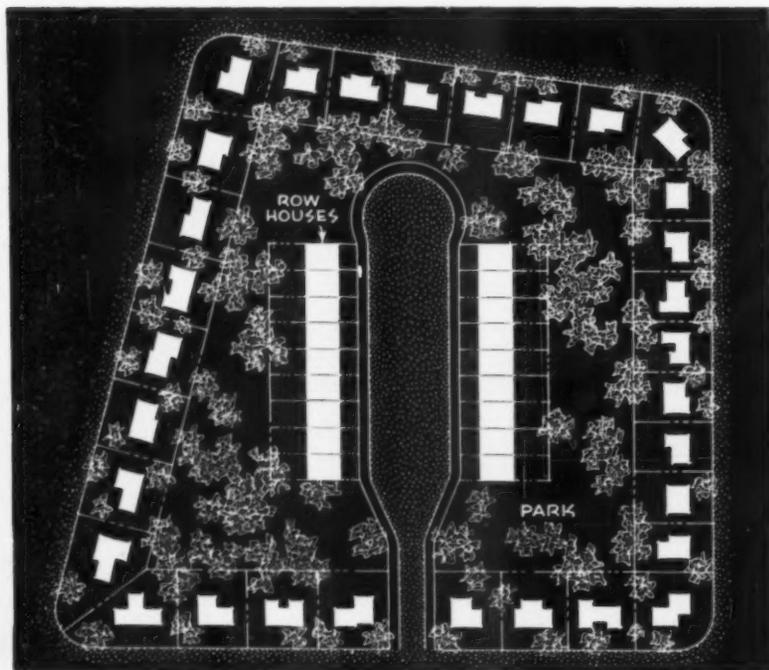
Actually flexible zoning goes beyond this intermingling of residential properties, and admits other structures (such as schools, stores, and professional buildings, etc.) to enter exclusively residential areas.

The cluster design—with its open land—provides the necessary breathing space between these various types of structures and makes the whole idea of flexible zoning more interesting and acceptable to town officials.

In the same way, the cluster is furnishing a compatible setting for the cul-de-sac.

These dead-end streets have a remarkably modern appeal. They provide the seclusion and the safety that homeowners desire, and, at the same time, they offer savings in land and utility costs.

Actually, the cul-de-sac is an old design that somehow lost favor over the years. For example, it provided the rib streets in the old Radburn (N.J.) plan, in which a single superblock formed the spine. But with the dominating expansion of the rectangular street networks, the dead-end cul-de-sac proved unworkable.



ROW HOUSES may be made more acceptable to single-family owners by clustering them behind wooded areas. In this way, too, a variety in house types is achieved.

cluster plan

Now that the trend is away from the grid-street systems, the cul-de-sac is re-emerging.

A new look at plat shapes

Most of the new ideas in land planning center around the whole community—or the whole development. The single plat in this approach is seen, not as a separate entity, but as an integral member of a larger plan.

Accordingly the plat itself is coming in for revision.

Here is the thinking:

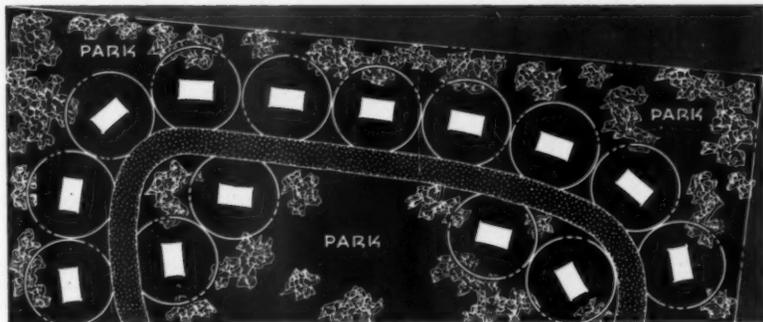
Instead of an excuse for a building, the plat should be united with the overall living plan. Parking space, for example, should be carved into the plat so that automobiles may be placed away from traffic. (Something more than driveways is looked for here.) The position of the houses, too, should vary. Rather than follow inflexible setback lines and shallow side-yard requirements, houses should be permitted to find their natural position on the plat. Such a plan would bring in more light and space between homes.

One variation of this thinking, proposed by community planner M. Hover Curtis, advocates double setback lines. Every other house in his plan would be placed far back away from the street. (See diagram: lower right).

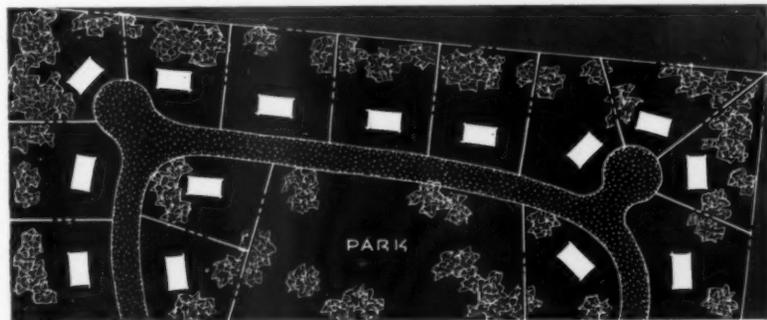
The plan has merit in theory. It increases the number of homes that can be built along a single street and it maximizes the distance between each home. But in practical terms the plan creates problems: i.e. Who wants to live in back of someone else's house?

Considerable landscaping, too, would be required to insure privacy between each home. In addition, the plan requires lengthy drives and walkways for the setback homes. Besides this, the marketability of homes that front on a neighbor's backyard has not been satisfactorily demonstrated.

Despite this, the plan is symptomatic of the search for new ideas that will bring new interest to land planning throughout the exciting building-years to come.



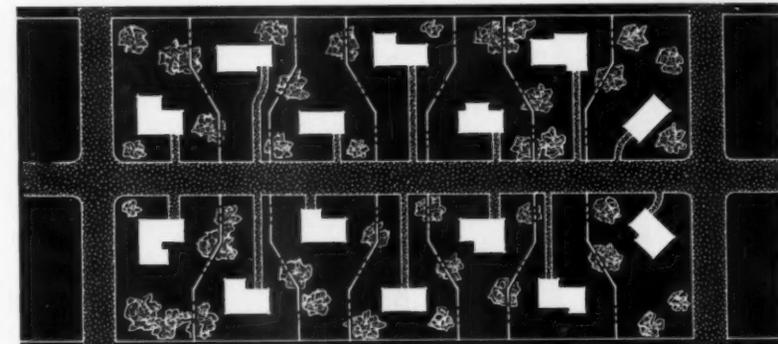
CIRCULAR PLOTS have been suggested to add variety and parks to land plans. Problems arise, when homeowners seek to determine responsibility over open space.



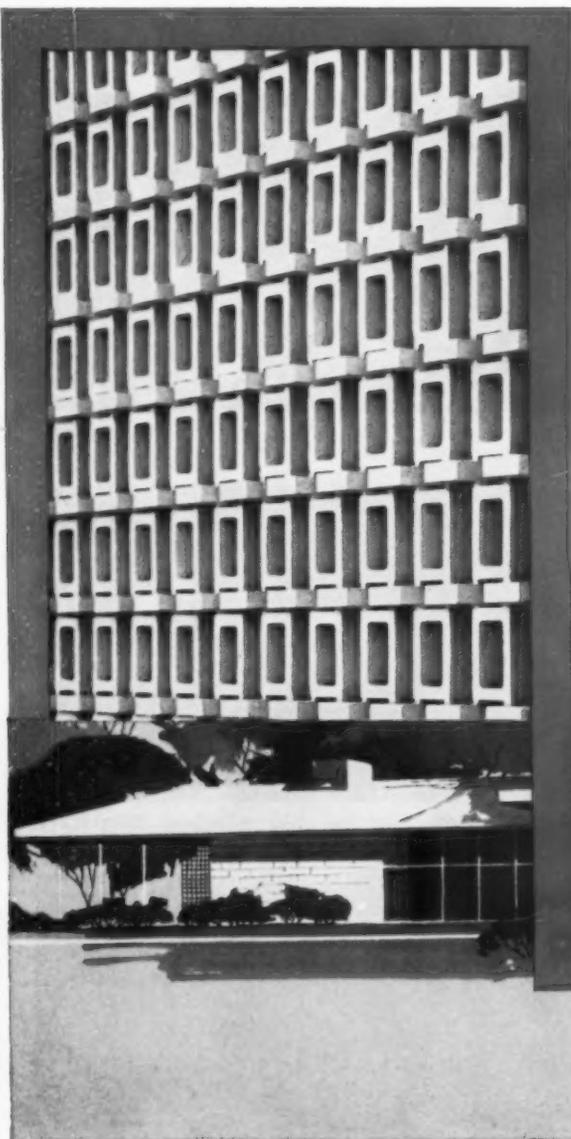
PARKLAND SHOULD BE CLUSTERED in one place, close to roadways, where it can be adapted for recreation. Conventional property lines also clarify ownership rights.



THE CUL-DE-SAC blends well with the cluster plan. It offers relief from rectangular planning and provides the seclusion and safety from traffic that homeowners want.

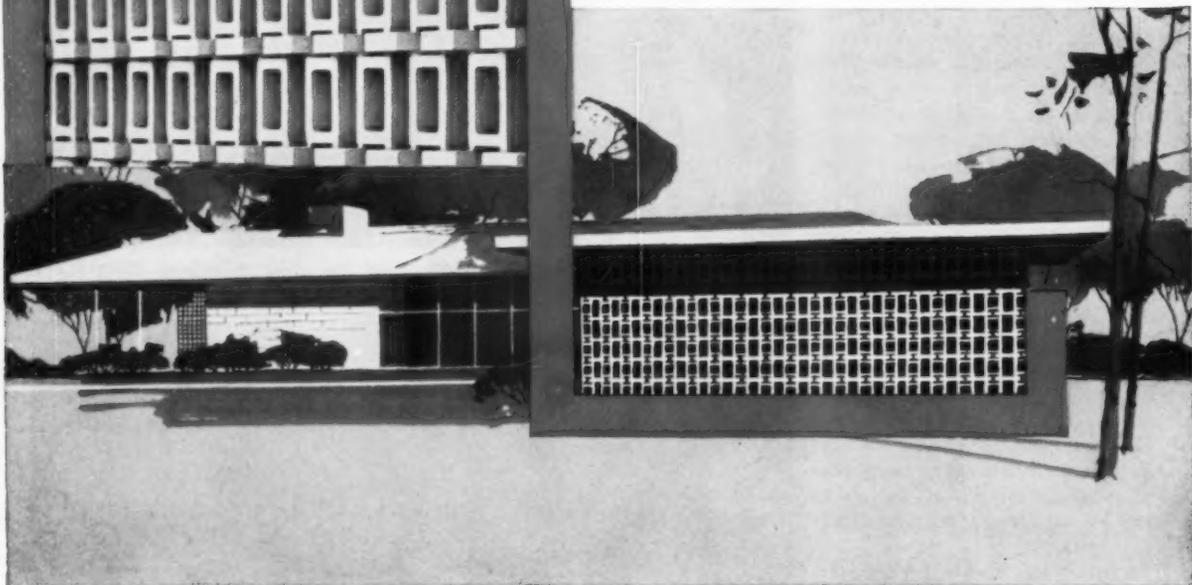


DOUBLE BUILDING LINES increase the number of homes per street by alternating them one behind the other. But marketability of this plan has not yet been proven.



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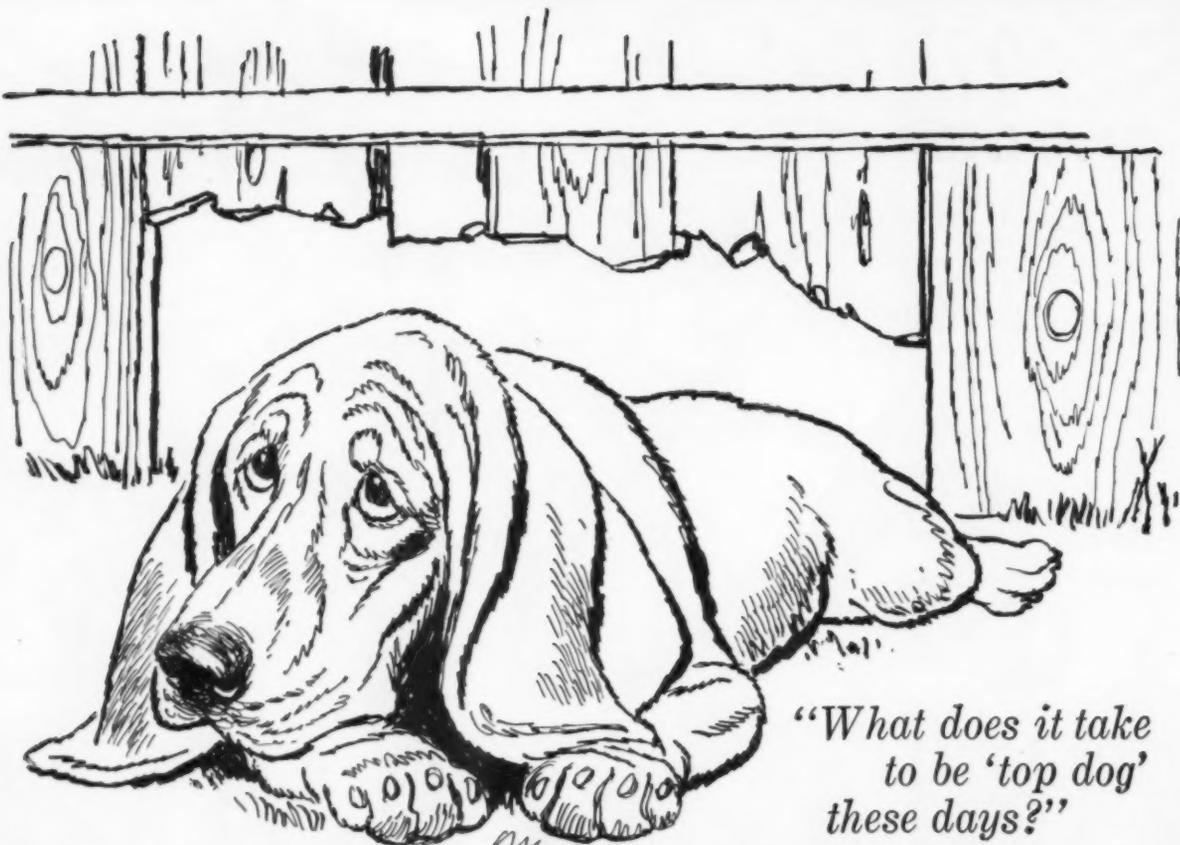
"The machines will really do the work," reports Jim Henderson. "A contractor of our size has more use for small crawlers than larger ones. We have to keep down load limits in the spring, and would have problems moving big machines around. The size of

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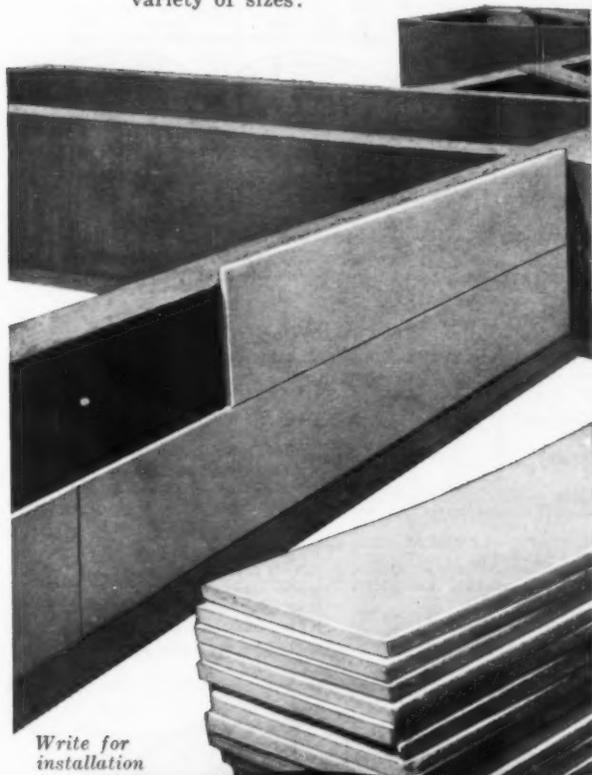
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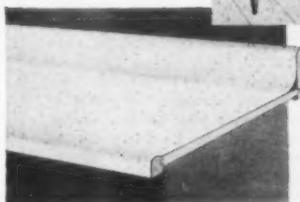
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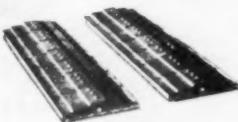
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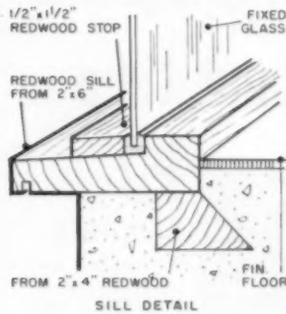
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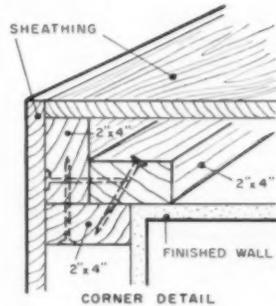


Contemporary glazing

QUESTION: What's a practical way to install a fixed window-wall in a contemporary house?

Tucson, Ariz.

ANSWER: Here's a method used by the well known Eichlers of California. Milled redwood strip replaces the sill. It's fastened to a nailer in the slab.

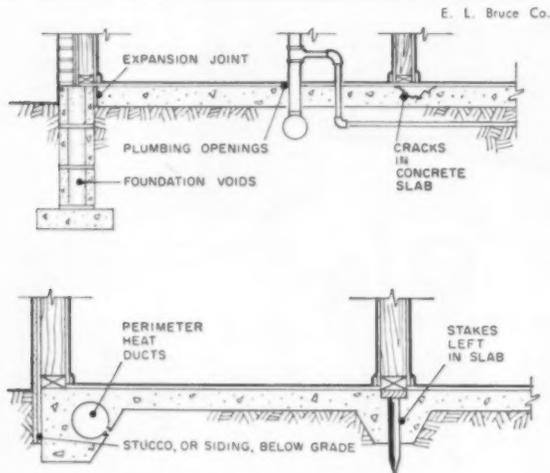


Corner with no blocks

QUESTION: Is there a way to frame an exterior corner without 2x4 blocking?

Richmond, Va.

ANSWER: We know some builders who claim this method (left) has worked for many years. It takes the usual three 2x4's but no blocking. Note nailing angles, which are critical.

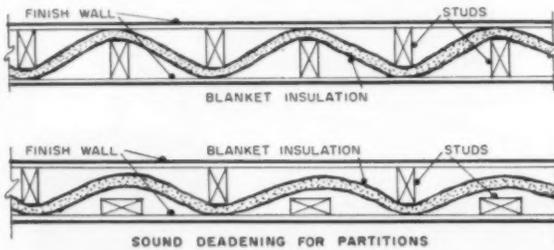


Slab on grade won't stop termite attacks

QUESTION: Slab-on-grade houses are supposed to be termite-proof. But a number of such houses in my area, that have been up for several years, are showing termite damage. How is this possible, and what can be done about it?

Fayetteville, N.C.

ANSWER: There are so many ways for termites to enter a slab-on-grade house we can show you only a few. In the above diagrams, termites can enter through cracks in heat ducts, stucco run below grade, grade stakes left in the concrete, joints, plumbing openings, voids in the foundation, and cracks in the slab. Best remedy is chemical treatment of soil, preferably before slab is poured. Also, plate, framing and other wood should be treated during construction to a height of 12" above grade. Interior wall finish should stop 4" above floor, to permit inspection of the framing.

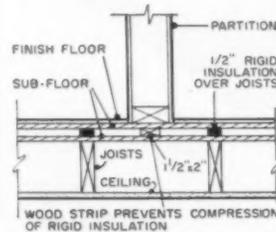


Insulation, staggered studs soundproof a wall

QUESTION: I plan to build a soundproof partition by staggering the studs. Is this the best method?

Elmira, N.Y.

ANSWER: It is, if you run blanket insulation around the studs (above). An alternate method, giving more room for pipes, ducts, wires, is to use flatwise studs on one side.

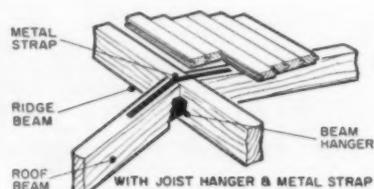
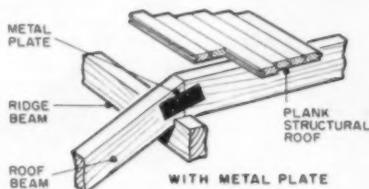
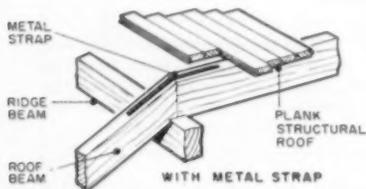


Wood stiffener solves noise problem

QUESTION: We're using this method (left) to deaden sound on the second floor of a two-family house. But how can we keep the weight of a partition from compressing the rigid insulation?

Chicago, Ill.

ANSWER: Nail a 1/2" x 2" wood strip between the two layers of subfloor, as shown. This should prevent the compression.



Plank-and-beam houses require careful detailing, proper bracing

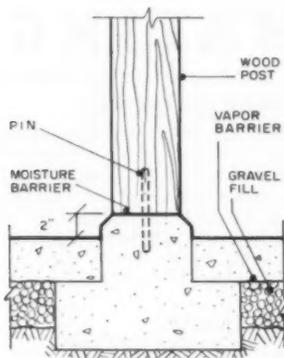
QUESTION: I have several years' experience at building conventional houses. Now, a customer has asked for a plank-and-beam job. I am told that the detailing at the ridge of such a house is highly critical, due to the strong horizontal

thrust produced by sloping roof beams. Can you suggest some details?

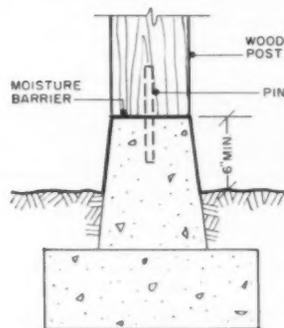
Los Angeles, Calif.

ANSWER: Here are three (above) suggested by the National Lumber Manufacturers Ass'n. Metal straps, plates and/or

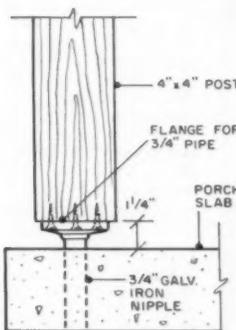
hangers help take up the horizontal thrust. Actually, the detailing throughout post-and-beam houses is more critical than conventional detailing, due to the smaller number of pieces used, and because many joints are left exposed.



(A) ON CONCRETE BASEMENT FLOOR



(B) ABOVE EARTH FLOOR IN BASEMENT



(C) ABOVE CONCRETE PORCH SLAB

Posts won't decay if kept away from water

QUESTION: In a house I built several years ago, the wood posts in the basement and on the porch are rotting at their bases, even though I coated the bottoms with asphalt emulsion. How can I remedy this situation?

Elizabeth, N.J.

ANSWER: Decay at the base of a post is all too common. It's generally caused by water entering the wood through the end grain. A vapor barrier is not sufficient protection.

Drawings (A) and (B) at left show how proper detailing can prevent basement posts from rotting.

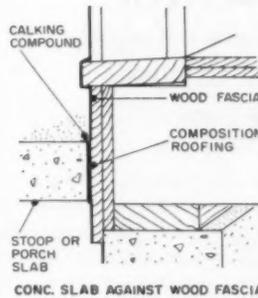
In both cases, posts are set on concrete pedestals that have bevels, to prevent water accumulation. (A handy way to pour the pedestal in "B" is with a sheetmetal form.)

If the basement has a concrete floor, base of post should be at least 2" above the floor. If floor is of earth, clearance should be 6". Check local codes, however, as they might be specific on these points.

As for the porch, drawing (C) shows how one builder we know makes it impossible for rain water to reach the end grain. He sets the post on a 3/4" pipe flange, secures it with screws. A 3/4" nipple holds the flange.

Similar protection can be achieved with commercially available post bases, or, as in the basements, with a concrete pedestal.

Other possible precautions would be to use a naturally decay-resistant post—of bald cypress, cedar, redwood, black locust or black walnut—or wood that's been chemically treated.



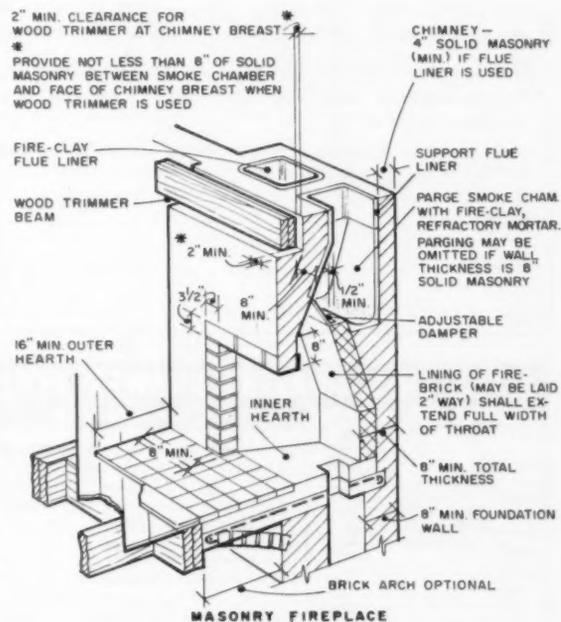
CONC. SLAB AGAINST WOOD FASCIA

Simple flashing trick

QUESTION: When placing a porch slab against a house fascia, how can I prevent the fascia from rotting?

Scranton, Pa.

ANSWER: About the simplest method we've seen is to place roll roofing or top halves of asphalt shingles as shown before slab is poured. Then calk the joint.



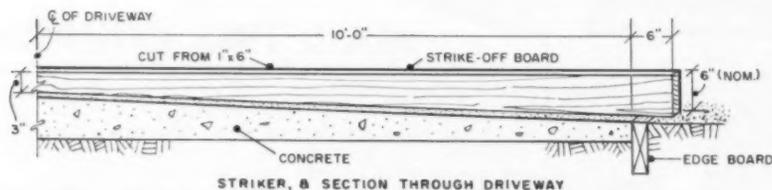
MASONRY FIREPLACE

Fireplace design almost a lost art

QUESTION: A customer has asked me to build an all-masonry fireplace. However, I'm having trouble finding the correct proportioning to insure proper draft and operation.

Columbus, Ohio

ANSWER: Fireplace design is becoming a lost art. We'd suggest you follow this drawing, from FHA booklet No. 300.



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Making a straight slope is easier than crowning a driveway

QUESTION: How can we strike a 3" crown on a driveway 20' wide and 8" thick? It will be poured in two 10' halves.

Ambridge, Pa.

ANSWER: It would be a nuisance to make a curve as delicate as the one you propose.

Why not use a straight slope? The striker could be made from a solid 1x6, sloped on the underside as shown. To insure a true slope all along the driveway, check with a level at top edge of your strike-off board every few feet.

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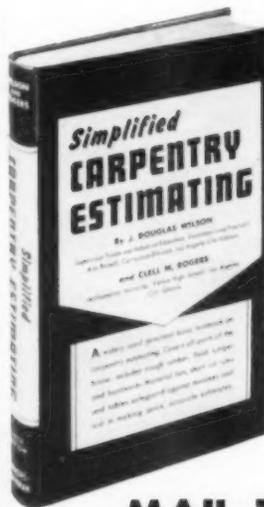
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MONTH AHEAD

How to get what you want—when

You know what happens when needed building products are delivered to the site off-schedule. Workmen stand idle. Costs pile up. Manufacturers of brand name, widely advertised products take pains to help you avoid such delays. Generally, their products are sold through the top distributors and dealers who are backed by adequate warehousing. You can be surer of getting the building materials you need—when you need them—by specifying and using only brand name products.



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For the faster house—the need is here

With the new housing act promising millions of low-cost and retirement houses, with new financing rules making it easier to buy a home, the builder must streamline his operation in order to profit in these new, booming markets. This means only one thing—a faster house.

To bring you this story, AMERICAN BUILDER went out and found some startling new concepts in this business of putting up a faster, more economical house.

For the faster house—the jig is up

One of the best component jigs our editors have ever seen is capable of producing components for any house, regardless of size or shape. Called the Q-System, it's the brainchild of builder, M. S. Quesenberry, of Big Stone Gap, Va. In addition to using the jig in his own building operation, he is marketing it on a nation-wide basis. AMERICAN BUILDER will bring the step-by-step details of how the jig works and how it can be geared to a typical floor plan.

We'll back this up with a wrap-up on how the builder can buy and erect the complete house package; how he can buy or make his own components and the latest in construction, jig and erection techniques. It's must reading for all builders.

Before the Yuletide—a time for planning

The upcoming NAHB Chicago Convention and Exposition has been changed from late January to early December. What are the benefits in the change? For one thing, it's going to give you a jump on planning for 1962. And this is going to be important in today's fast-moving markets. Listen to Carl Mitnick, NAHB past-president: "... but 1962 will be a banner year—maybe the best we've had. I predict the housing industry will make 1,600,000 starts next year."

In the speedup of your planning, think in terms of the big, new markets: Remodeling (this should zoom from \$5 billion to \$10 billion in a year); Apartments (expert Victor Gruen says 30% of 1960's housing will be multiple units); Retirement (although builder's will take care of at least 50% of this market, they are capable of handling the whole market).

IN DECEMBER: Annual Product Preview

- The Dec. 3-8, 1961 NAHB Convention and Exposition promises to be bigger and better than ever. Hundreds of new products will be shown: American Builder will bring you a complete product preview of what to expect in 1962.



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