

December 1961

BLUEPRINT HOUSE

It's the New "Farmhouse Style" from Long Island. It could start a trend

1962 SHOW AND PRODUCT PREVIEW

What new products will go into your next house?

Your choice affects your 1) Design, 2) Construction,
3) Production, 4) Price, 5) Sales, 6) Business

AMERICAN

Builder

The Business Book
for Builders





**THE NEW BERRY AUTOMATIC
INSTALLS IN 30 MINUTES !!!
ONLY GARAGE DOOR OPENER
GUARANTEED FOR 5 YEARS**

■ Opens, closes garage door, lights up garage, all from inside your car. ■ Transistor-operated with portable pocket transmitter. ■ Completely pre-assembled, the Berry Automatic with pre-tuned electronic controls installs in just 30 minutes. *Other door openers require from two to four hours for installation.* ■ Servicing usually amounts to simple replacement of control box. ■ Mechanical components guaranteed for five years—*not just one year!* ■ Installs on all types of retractable garage doors—steel, wood, fiberglass, and aluminum. ■ Write to Berry Door Corporation, Birmingham, Michigan. In Canada: Berry Door Co., Ltd., Wingham, Ontario.

Berry
DOOR CORPORATION

NUTONE Fold-Away Hood Fan

Matches Wood

or Any Color!



Major appliances are doing it! . . . NuTone does it too! . . . with the sensational "Fold-Away" Hood that can match your cabinets in exactly the same wood. Just insert the wood panel in the metal frame.

If you want color, there's no limit! Simply insert a panel of plastic that matches your counter . . . or choose from NuTone's metal panels in 11 beautiful colors and finishes that match most appliances.

NuTone

SEE NEXT PAGE →

WATCH FOR IMPORTANT NEW PRODUCTS ANNOUNCEMENT IN JANUARY

NUTONE Fold-Away Hood Fan

Now You See It...



A GENTLE LIFT . . . and you have a Range Hood-Fan, complete with a powerful exhaust fan PLUS bright concealed lighting to illuminate the entire range!

Now You Don't...



A GENTLE PRESS . . . and it folds back, flush with your cabinets . . . out of sight, out of the way! Choose either the Standard or Deluxe Twin-Blower Power Unit.

See Previous Page

NuTone

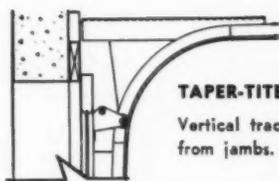
NEW 1962 DELUXE CATALOGS IN BINDER

NUTONE, Inc., Dept. 1, Cincinnati 27, Ohio



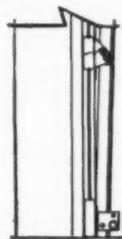
RōWAY Garage Doors

HELP CLOSE SALES BY SEALING OUT WEATHER



TAPER-TITE TRACK

Vertical tracks taper away from jambs.



SEAL-A-MATIC HINGES

Seal-A-Matic hinges of graduated height guide the closing door firmly against jambs and — for opening — free the door from jambs for easy, frictionless operation.

When you're selling prospects up the quality ladder, the weathertight features of RoWay Doors help you make it to the top. Exclusive Taper-Tite Track and Seal-A-Matic Hinges effectively seal out snow, rain and dust. All units are fitted with galvanized, rust-resisting hardware for complete weather protection. Buyers also respond instantly to the quick, effortless lifting action made possible by "Power-Metered" springs. Every door is counterbalanced with a custom-wound spring — an advantage gained through RoWay's single-plant fabrication of all components. All RoWay Doors can be fitted with motor operators. To help you beat deadlines, hardware and door sections are shipped from the factory at the same time. For your next sale, let RoWay features help you open the door to bigger sales in the quality home market.

there's a RoWay for every Doorway!



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ROWE MANUFACTURING COMPANY

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NEW! Gerber Princess lavatory has imported marble top, is moderately priced for low cost homes



The new Gerber Princess Lavatory includes a genuine Italian marble top at a price comparable with laminated plastic tops. It lets you enhance the sales appeal of any low cost home with a luxury touch usually impossible to obtain with tight budgets.

The Gerber Princess Lavatory is modern, beautiful and practical. It makes a strong selling point in new homes and for remodeling sales. Gerber lavatories offered are the new 18" Round Lavatory in vitreous china, cast iron or steel, and a new vitreous china Gerber Oval Lavatory, set into Gold Calacatta Italian Marble.

These new marble topped lavatories by Gerber are another example of the greater value Gerber is able to offer by specializing production for the Mighty Middle mass market. Gerber offers a complete line of moderately priced plumbing fixtures with the quality, styling, and deluxe features usually found only on the most expensive lines.

Send Coupon today for specifications and prices.

Gerber Plumbing Fixtures Corp.
232 N. Clark St., Chicago 1, Ill.

Please send complete information on Gerber's new Italian marble-topped Princess lavatory.

My name _____

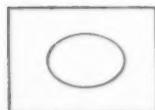
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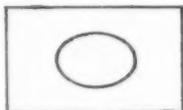
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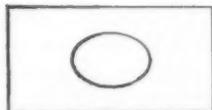
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30" Wide,
22" Deep,
16" x 12 1/2"
Oval Bowl Opening



36" Wide,
22" Deep,
16" x 12 1/2"
Oval Bowl Opening



42" Wide,
22" Deep,
16" x 12 1/2"
Oval Bowl Opening

SEE GERBER'S BEAUTIFUL NEW MARBLE-TOPPED VANITIES AT THE NAHB SHOW: BOOTH 1255-56



"Plumbing Fixtures for The Mighty Middle"

Gerber Plumbing Fixtures Corp., 232 N. Clark St., Chicago 1, Illinois

5 Factories: Kokomo, Ind., Woodbridge, N. J., Delphi, Ind., Godsdon, Ala., West Delphi, Ind. • Export Div.: Gerber Int'l. Corp., 500 Green St., Woodbridge, N. J.

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How to pick up a \$100,000 idea . . .



One way to do it, says builder Ed Mears of Medina, Ohio, is to read your builder magazines more carefully, and act quickly on the ideas you find.

"I might have missed the profit on 28 houses this year (about \$100,000) if I hadn't read your Blueprint House article (p. 112, March, 1960) and your Builder's Best Bets (p. 110, Oct., 1960).

"These projects impressed me so much I figured they would work just as well for me.

"I flew out to visit them, talked to the builders, made arrangements to duplicate the same houses in Rustic Hills.

"I built several models just as I saw them in AMERICAN BUILDER; then merchandised them fully. They are \$35,000 to \$50,000 Colonials on scattered lots. I sold over a million dollars worth—all the result of my careful reading, studying, and acting on what I read."

Our reason for relating this story is not to expound on the influence of this publication, but to point to the moral that \$100,000 ideas do lurk in many places. Most builder successes are based on the skillful adopting, adapting or application of smart new ideas. This goes for big or small firms.

This fact is especially evident right now when building is changing so rapidly. There's no question that the builders who were smartest at adapting to changed conditions, buyers' needs, or marketing situations made the greatest profits in 1961.

It's appropriate in this December issue to point out:

- Now is a good time to review your materials, methods and marketing for 1962.
- Now is a good time to re-read those articles on designs that sell, merchandising, and cost-saving techniques.
- Now is a good time to go to the NAHB Convention in Chicago, where over 500 manufacturers are displaying their 1962 products, where you will become charged with the enthusiasm and ideas of thousands of fellow builders who come there to learn.
- And now is a good time to take a few side trips, or long trips, to builder operations in other areas to find out how they operate. (If you'd like a list of 50 builders worth visiting, just write us.)

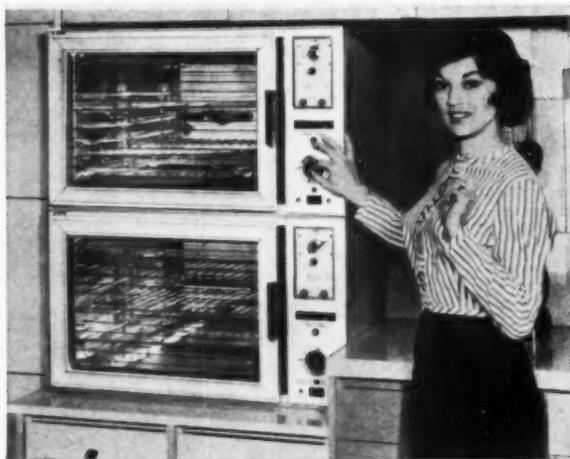
This building business is the most challenging and exciting there is, and the constant generation of new ideas keeps everyone in it on his toes. But to grow and prosper, you have to keep posted.

JOSEPH B. MASON, *Editor*

YOUR GREATEST ASSET IS OUR QUALITY PERFORMANCE!



Look! A built-in electric oven with a *second*, low oven for baking pizza, pies, or pre-cooked frozen dishes . . . and it fits in a space-saving cut-out. Sharp styling, sharp pricing. Model HE1958. Available in brushed chrome or porcelain, as well as colors.



Dramatic kitchen beauty is yours in minutes with this exclusive new modular oven! Can be set on a counter, stacked, hung on a wall . . . combines built-in style with movability of conventional range. Chrome and glass front, beige sides. Model HE2900.

THREE UNIQUE APPROACHES TO MORE LIVABLE KITCHENS



The flame can be controlled so accurately it will cook the egg without burning the paper plate. That's an example of revolutionary new "controlled cooking" now possible with the exclusive Blanket-O-Flame® range. An exciting new look, too, with uncluttered lines that complement today's fine home. Model HG889, in brushed chrome.

... WITH RCA WHIRLPOOL GAS OR ELECTRIC RANGES

Take a moment to check these cooking centers. You'll find that each is designed around new, different, practical concepts that will enhance the value of any kitchen . . . will enhance the salability of your houses . . . and often save you time and money in installation. See these new ranges plus the complete line of RCA WHIRLPOOL gas or electric appliances at the NAHB show, or at your local RCA WHIRLPOOL distributor.

It's easier to sell homes equipped with RCA WHIRLPOOL appliances than to sell against them!



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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.

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December 1961

Integrated Housing—A Presidential order forcing open occupancy in FHA and VA housing looms on the horizon. What does integration mean to the average builder, how will it influence his market? You may face this hot issue soon 13

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COVER: Only part of the blueprint used to build Bourne Homes' ranch house featuring a traditional farmhouse design is represented here. House with low roof lines contains modern five-bedroom floor plan, attracts many New York City prospects to Long Island. For the full blueprint and details, turn to page 115.



There's only one genuine Skilsaw Power Saw...

but you have 17 different models to choose from!

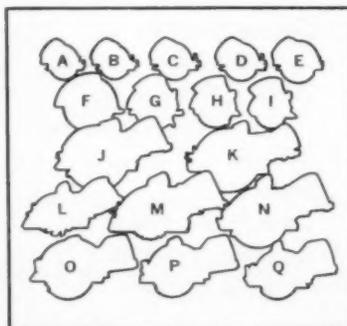
What's your preference? The speed and handling ease of a top handle saw . . . or the pile-driving power of a worm-drive? A compact 6½-incher . . . or a 7¼", 8¼", 10" or 12" big job? A quality, low cost saw . . . or the very finest super duty saw money can buy?

Nobody offers as many models, as many features, as much saw for the money, as Skil. Best way to find out is to ask any owner or your Skil Distributor. They'll both tell you the same thing.

P. S. Your distributor's name is under "Tools Electric" in the Yellow Pages or write for free catalogs. Skil Corporation, 5033 Elston Ave., Chicago 30, Ill. Dept. 106-L.

SKIL
POWER TOOLS

BLADE DIA.	MODEL NO.	PRICE
A 6½"	536	\$ 49.95
B 6½"	552	74.95
C 7¼"	537	59.95
D 7¼"	553	89.95
E 8¼"	554	99.95
F 10"	860	175.00
G 8¼"	858	135.00
H 7¼"	857	110.00
I 6½"	856	95.00
J 12"	127	325.00
K 12" (Air)	2127	525.00
L 6" (Dado)	177	215.00
M 7" (Dado)	117	300.00
N 10"	107	250.00
O 8¼"	825	160.00
P 7¼"	77	135.00
Q 6½"	367	120.00



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

Homebuilding's future: bright, brighter, very bright

The U.S. Dept. of Commerce, looking ahead to 1975 and 2000, forecasts that private residential new construction (non-farm) will increase from \$22.5 billion in 1960 to \$45.5 billion in 1975 and \$74.2 billion by the year 2000—all this is in terms of 1960 dollars. The department further projects that "households should increase annually by 1.5 million in 1975 and by 2.2 million in the year 2000. These figures represent the number of residential units necessary to meet the demand for new households."

An interpretation by AMERICAN BUILDER'S research director William Miliken points out that the need for housing units will be even greater. "By 1975, approximately 2.2 million new housing units would be called for—1.5 million for new family formations and another .7 million for replacement of existing houses. By 2000, the total would be close to 3 million."

If you think the new home market is drying up, check these figures

While many builders and building economists explain away the current slow-down in sales by saying demand for new houses has been temporarily satisfied, the experience of Levitt & Sons indicates this may not be the case. Recently, after announcing plans to put up a 1,300-house development in central New Jersey, the big building firm received 750 \$100 purchase applications for its new houses—sight unseen. Early promotion for the houses said they would range in price from \$16,500 to \$24,990 and include year-round air conditioning, U-shaped electric kitchens, fully equipped laundry rooms, hot-water radiant heat with zone controls, window walls in the rear, and electronic antenna systems with multiple plug-ins.

The tremendous response proved two things of importance to builders everywhere: 1) there is a good market for builders who can come up with ways to offer more for less than their competition; 2) a builder's reputation for quality is one of his strongest sales assets.

The remodeled model home—a good idea catches on

After reporting the success of three Philadelphia builders who re-did kitchens in their year-old model houses to boost sales (July, 1961), AMERICAN BUILDER editors are receiving reports of other builders in all parts of the country who are following suit. In most cases, exterior modifications are held to a minimum and a completely new look is given to both the kitchen and the bathrooms—the most important rooms in any house from the standpoint of selling the housewife.

The idea is good. It permits builders to get more mileage out of their model homes and come up with a fresh promotional angle at minimum expense. The fact that it is being used by some of the country's smartest merchandisers such as Chicago builders Braun & Aldridge should encourage others to give it a try, too.

Conventional home loans continue to make major gains

The nation's savings-and-loan associations continued to maintain their record setting lending pace through the first three quarters of 1961. Latest reports indicate that the third-quarter rate was 21% higher than a year ago. A buoyant U.S. Savings & Loan League estimates volume will top the all-time high set in 1959, with the S&Ls capturing 44% of the total mortgage market. And the S&L lenders see an even brighter year ahead. Managing director Kenneth G. Heisler of the National League of Insured Savings Associations predicts home construction will rise approximately 12% next year, with sales prices and interest rates on residential loans remaining relatively stable. Heisler estimated total starts of new homes would be 1.3 million this year and 1.45 million for 1962.

continued ▶



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"Near as I can tell, somebody tried to put anti-freeze in it."

Please don't try to force alcohol on our little truck.

It can't hold it.

There's nothing in the Volkswagen cooling system that can freeze, anyhow. Just air.

You may not have given much thought to air-cooling an engine. It has its advantages.

No radiator to leak. Or flush out. Or rust.

No hose to rot. No pump to poop out.

No water to freeze up or boil over.

No anti-freeze to buy.

You'll never hear of a Volkswagen with a cracked block from the cold.

Or of one that blew its top in a summer traffic jam.

It may seem funny that the truck that can't freeze up or boil over only costs \$1,895,* while trucks that cost several hundred more can still be seen by the side of the road.

On the other hand, you may not think it's funny at all.

It all depends on which one you have.



WHAT'S NEW and what to do about it

Biggest all-industry sales promotion set for May, 1962

Paul C. K. Smith, newly appointed head of HI-PO (Housing Industry Promotional Operation), has announced the biggest joint house-selling venture in the building industry's history will be launched in May '62. During the month which has been designated "New Homes Month," Smith says there will be a barrage of merchandising and tie-in materials for builder and manufacturer use. Special newspaper sections for local use and a 16-page booklet insert in the Readers Digest are designed to spur home buying.

Have remodelers done the promotion job they could or should?

Apparently not. According to a new Parents magazine survey of its readers, mostly young marrieds with growing families, only 14.2% of the respondents had been contacted by a remodeler either directly or indirectly. Yet 44% were actively planning some type of remodeling or modernization in the near future. Among the total returns, 17.9% were planning to add new rooms and another 18.7% were going to convert spaces such as attics or basements into living areas. The room additions consisted mainly of garages (33.8%), family rooms (24.6%) and bathrooms (20%). The majority of the conversions (44.1%) were planned for basement areas.

While most remodelers agree that the best source of business is by referral, the low percentage of contacts shown by the survey indicates there may be plenty of untapped business just waiting for the aggressive promotion-minded remodeler. If you are in the market for new ideas on how to promote as well as operate a remodeling business, try the new 200-page handbook, "How to Operate a Profitable Modernizing Business." It's just been published by the National Home Improvement Council, Room 1107, 87 Madison Ave., New York 16, New York. Price: \$10 for members, \$25 for non-members.

Mechanical core for houses may be just around the corner

A mobile core containing a complete kitchen, two baths, heating-cooling equipment and all other electrical and plumbing equipment in a single unit is only a year away from production, according to Albert Hildebrandt of Kingsberry Homes, home manufacturers. Use of the core unit should cut the normal construction cycle on a manufactured home from 21 days to an average of five to seven and possibly three days under optimum conditions, says one Kingsberry research man. And, equally important to builders, is an estimated 15% reduction in the cost of the house.

Speedier FHA loan processing is in the offing

In an all-out drive to reduce processing time on loan applications, FHA commissioner Neal Hardy (who recently automated his department's record handling system) has announced a recruiting drive for 600 additional field employees—mostly appraisers. He said that although the average loan time lapse between house purchase and closing on FHA-insured loans is 103.3 days, lending institutions are spending an average of 40 days to complete and transmit FHA forms.

Both builders and their lenders who want to work with FHA should become more familiar with the department's procedures or step up their handling of forms. It could help eliminate one of the biggest complaints against FHA, and make it an even more attractive financing tool.

Dates for annual short course in residential building announced

The University of Illinois Small Homes Council 17th annual short course in homebuilding will be held on January 29 and 30. The session will concentrate on "New Methods and Materials for Better Homebuilding."

Tuition for the complete course is \$20. For further information write Short Course Supervisor, Div. of University Extension, 116b Illini Hall, Champaign, Illinois.

47 MILLION PROSPECTS

FOR INLAND'S NEWEST LOW-COST HOME

here's why

PRICED TO SELL AT \$10,400 (including \$2300 lot)
UNDER NEW FHA SEC. 221 AT \$9700 (including \$2000 lot)

DOMINATE THE LOW-COST MARKET

The **Buccaneer** is specifically designed for today's housing legislation. You can now take full advantage of the current requirements, and offer the **best terms** available with the **Buccaneer**.

The **3-bedroom Buccaneer** is available with a choice of slab, crawl space or full basement, with or without attached garage.

Ten architect designed elevations in American Ranch, Cape Cod and Colonial.

Inland's top quality is unequalled: 2" x 4" construction and the finest nationally advertised materials make the **Buccaneer** another outstanding Inland low-cost home.

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Plants in Piqua, Ohio; Hanover, Pennsylvania; and Clinton, Iowa

RECOGNIZED LEADER IN LOW-COST HOMES

INLAND HOMES BUILDER-DEALERS REPORT RECORD SALES AHEAD! *here's why:*



Most successful merchandising program and proven selling techniques in the industry.



Liberal financial assistance from Inland Mortgage Corporation in all phases of financing.



Faster service from 3 modern plants strategically located in a 25 state marketing area.



The model you want. 133 distinctive designs with a large variety of floor plans. Colonial, Contemporary, Ranch, Swiss Chalet, French Provincial and Cape Cod models.

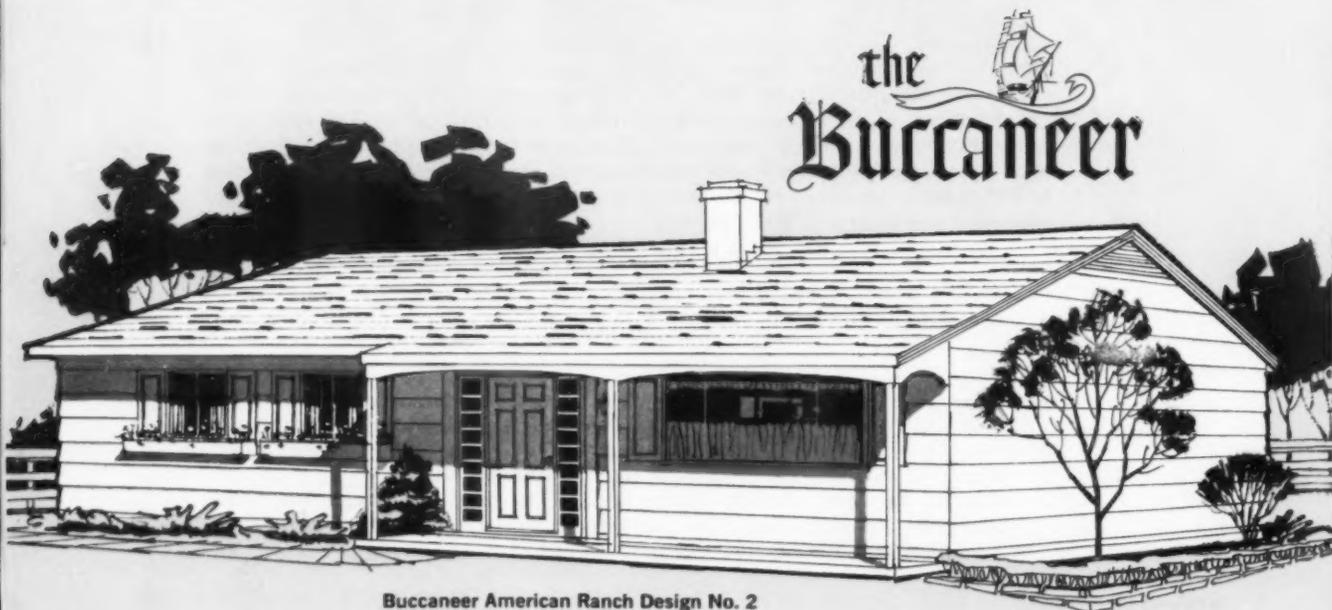


For proof and performance! Write, wire or phone (PR 3-7550) Neal B. Welch, Jr., Vice President-Sales, Department A-12, Piqua, Ohio.

INLAND HOMES



the
Buccaneer



Buccaneer American Ranch Design No. 2

CHANGE

Open occupancy—a hot issue

Integrated housing is shaping up as the most crucial issue that will face builders in 1962. On the horizon: a Presidential order to force open occupancy in FHA and VA housing.

Builders everywhere are talking about open occupancy and what it will mean to the housing industry.

The recent report by the U. S. Commission on Civil Rights brought the issue to the fore. In this report, the Commission flatly stated that the Federal government was not living up to its promise to end discrimination in its housing programs.

The Commission recommended to President Kennedy that he issue an executive order directing all Federal agencies to promote equal opportunity in housing. The Commission also called on the President to direct FHA and VA to take appropriate steps to eliminate discrimination in housing built with FHA and VA aid.

The Commission also recommended Federal or Congressional action to end discrimination by mortgage loan institutions that are supervised by Federal agencies.

Law gives builders the jitters

At the moment, there are 17 states and several cities (including New York and Pittsburgh) that prohibit discrimination in housing. In Pennsylvania, where an anti-discrimination law went into effect last September, builders are concerned about its influence on market conditions. Some have even slowed down on construction. They don't want to leave themselves open to minority home-seekers during the winter with an inventory of unsold houses.

Other Pennsylvania builders have tried the usual trick of stalling Negro buyers to keep them out of their developments. And if they take an application, they try to avoid accepting a deposit.

These jittery builders are no different from builders in other states where anti-discrimination laws obtain. In Connecticut, where such a law became effective in 1959, builders were fearful of the mass infiltration

of non-whites. But they have learned to live with open occupancy—if only because few Negroes have followed through.

Social reform—a bankruptcy risk?

As many builders see it, they are being asked to carry out a social reform at the risk of bankruptcy if they fail. There seems to be little consolation in the thought that legislation is putting all competing builders in the same boat.

Leonard L. Frank, NAHB's first vice president, says the state and Federal governments are shifting too much responsibility to the builder. He recently told AMERICAN BUILDER that these authorities should invest some money in trying to educate the public to the needs of open occupancy, instead of pressuring the builders into accepting it.

On the other hand, U.S. Senator Jacob K. Javits (N. Y.) recently made an assembly of home manufacturers feel as if they were an arm of the State Department trying to impress the free world—two thirds of which is non-white. "As a Senator, I tell you there is no single element of domestic policy that hurts the United States more than discrimination," Javits pointed out. He hopes "the homebuilding industry will support and make effective non-discrimination in housing."

There are still some natural obstacles that impede any real progress toward fully integrated housing. For one, many non-whites are not in a financial position to move into new houses—except for public housing. Second, non-whites often hesitate to enter developments where they may be unwanted. In time, housing experts insist, both these factors will be overcome.

Unfounded beliefs: the real obstacle

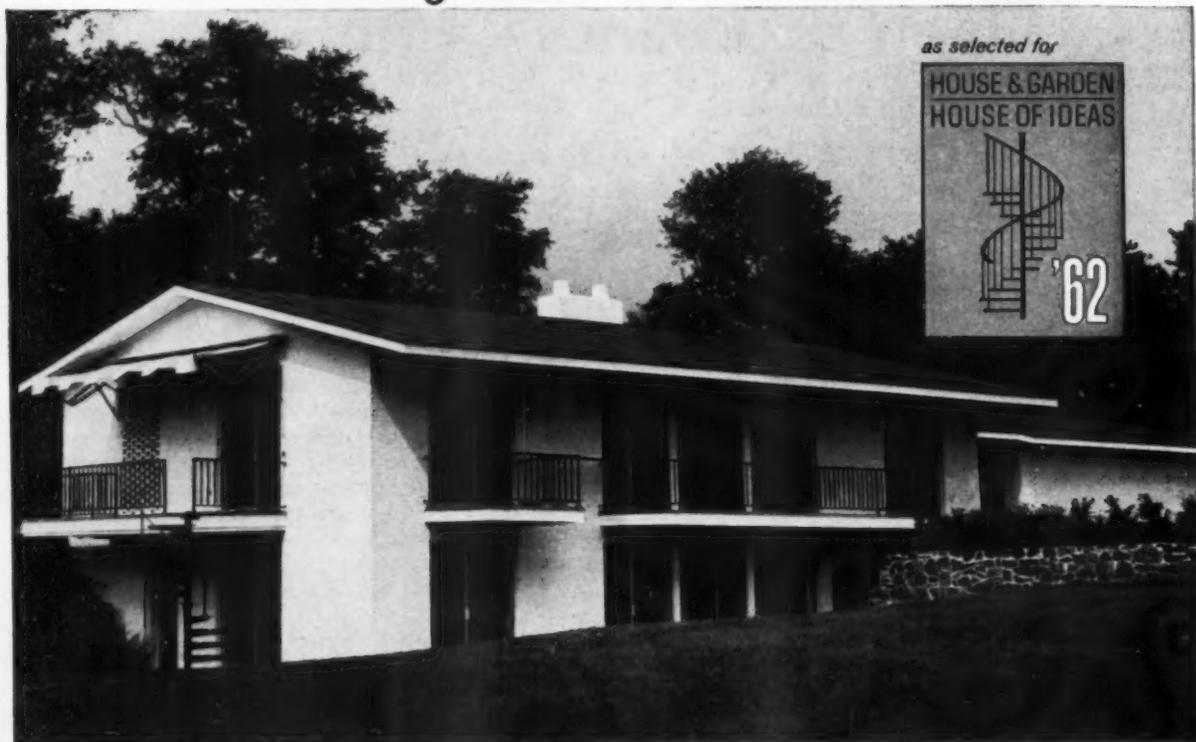
Of greater importance are the beliefs of builders, homeowners, realtors, mortgagors, and others on the effects of non-white infiltration in white developments (new or old). These beliefs seem paramount:

- That once a non-white enters a development it will eventually become all non-white.
- That once a non-white enters a development, property values always fall.

Studies by the Commission on Race and Housing conclusively show, however, that both these beliefs are unfounded in real life.

FOLLANSBEE TERNE ROOF

The "crowning touch" on the "House of Ideas."



Architect: Chloethiel Woodard Smith, FAIA, Washington, D. C.

Builder: Urban Farms, Inc., Franklin Lakes, N. J.

Roofer: Edward J. Koehler, Paterson N. J.

Designers who specified components for the HOUSE & GARDEN 1962 "House of Ideas", chose Follansbee Terne for the roof.

Its choice is a natural one for a structure like the "House of Ideas", which incorporates scores of architectural and decorating ideas using many materials of proven quality.

Follansbee Terne is also very much at home among products of architectural significance. Architects and builders everywhere are recognizing the design and sales potential of this roofing material which allows the roof to be a distinctive part of a structure's appearance.

That's why it is no surprise to find Follansbee Terne being specified for many new and modern buildings and homes. As it is on the "House of Ideas", Terne is being used to give them a "crowning touch" — a colorful and attractive roof which will last a lifetime.

See the "House of Ideas" at the Follansbee Booth (1156-57), Home Builders' Show.

FOLLANSBEE IS THE WORLD'S PIONEER PRODUCER OF SEAMLESS TERNE ROOFING



FOLLANSBEE STEEL CORPORATION

Follansbee, West Virginia

OPINION

Len Frank looks at Building in '62

NAHB's first vice president calls for more field demonstrations to promote builder understanding and to stimulate cooperation between builders and local governments.

Q. *Mr. Frank, what are some of the things that NAHB should do next year to stimulate home building?*

A. Well, I think that we've got to make greater use of field demonstrations. This is especially important for two reasons. They motivate builders to participate in some of the programs we have been promoting. Demonstrations also bring the builder and the community into closer cooperation in solving the problems that exist in housing.

Q. *What problems do you have in mind?*

A. For one, there's going to be a great need for apartment house construction in the suburbs—even high-rise apartments. Many townships object to apartment houses, partly because they don't understand that these buildings provide just as much tax income as single-family units.

Q. *What about housing for the elderly? Why aren't builders getting into this market as much as they should?*

A. Mainly, I think, it's because they don't understand it. There's a specialized market here that demands more understanding than other markets. I think, though, that with demonstration programs the association can drive home the lessons that have to be learned. The same is true of urban renewal. There are plenty of opportunities for builders here—but they require a new understanding of building.

Q. *What about fallout shelters? Do you think builders should get into this market?*

A. I hesitate to say. There is so much that we don't know. And so much conflicting opinion. Some authorities say we should build against blast; others say that all we need is protection against fallout. Then, there's the controversy over whether we need community shelters or shelters for single families. I think all these questions should be settled first—before we embark on any program of shelter construction.



LEONARD L. FRANK, at his office in Mid-Island Shopping Center (which he built), Hicksville, N. Y.

Q. *In looking ahead to next year, what kind of housing demand do you anticipate?*

A. There's a lot of uncertainty in the air. People are worried about the international situation and the calling up of reserves. All this creates doubts in people's minds, and affects their decisions to buy homes. Actually, I think, we'll have a better year, but not very much better. Say, about a 5% increase.

Q. *Eventually, there is the expectation that demand will boom, possibly to as much as two million units a year. Is the industry ready for that?*

A. Not until we devote a lot more effort to research. What we need are faster and better ways of building. Eventually, I think, this industry will turn completely to component part construction. The need for this is shown right here on Long Island. We are running into a shortage of carpenters, just trying to meet a spurt in demand caused by last summer's strike delays. And this is only a temporary thing.

New
**"Brushed
 Finish"**



FORMICA[®]
 LAMINATED PLASTIC

Kitchen Cabinets will sell your homes!

Now, a special new Formica cabinet surfacing features an exclusive brushed finish that hides fingerprints and laughs at harsh, color-fading detergents.

Local, regional and national cabinet manufacturers are finding that they can now provide you the many plus advantages of Formica V-32 material at prices no higher than wood.

Builders who offer this welcome improvement in home construction and maintenance are sure to enjoy an early and continuing sales advantage.

Write, wire, for the names of manufacturers of Formica kitchen cabinets, together with a complete set of 8 actual product samples of new Formica V-32 material in the exclusive brushed finish.

See Formica V-32
 at Space 1417-1517
 NAHB Convention



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subsidiary of **CYANAMID**

Dept. Y-10, CINCINNATI 32, OHIO

AMERICAN BUILDER

IMPACT

Letters to the Editor

Cul-de-sac arrangement is scorned in land planning

OH NO!

Your illustration of "RIGHT" and "WRONG" platting of the trapezoidal land plat on page 146 of the October issue just isn't true. The wrong is more nearly right, and the right is more nearly wrong (see diagrams below).

What's Wrong with the Right? In brief:

1. Cutting off two homes means that each of the remaining eight must bring in 25% more money in order to realize the same gross return as the "Wrong" platting.

2. The three homes centered "atop the plateau" have more than double the land area as well as an elevation advantage over the lower grade homes fronting on the main thoroughfare, and, as prestige homes, are usually hard to sell when facing lower value home-sites.

3. And the cul-de-sac—one of the most unsatisfactory design arrangements ever conceived by impractical planners and highly unworthy of resurrection from the dead. . . .

The street, by its nature, doubles every movement of traffic entering its confines.

The "sac" becomes a merry-go-round of squealing tires, transmission rumbles and cursing drivers. The milkman, postman, and every delivery man doubles his tires' wear, his gas cost, and his irritation. Every single resident loses any hope of privacy of movement as he is forced to pass the homes of his neighbors while traversing the only way in and the only way out. . . .

I'll beat you dollar-for-dollar by selling 11 homes on my plan faster than you will sell eight homes with your plan, and have better satisfied customers.

No deadend street troubles, but still not a traffic thoroughfare; no surface water problems; no more cut and fill than you have; plus four homes on the rise without outclassing the neighbors.

Wanna' bet?

John Gibson
Urban Planning Center
Miami, Florida

Editor's Note—We feel that the basic concepts of averaging, topographic planning, and mixing of price ranges, which were used in our platting, are sound, but will face opposition until they have been put in practice. In the meantime, we don't doubt, developers will continue to favor platting that

squeezes as many homes as possible into a plat. As for Mr. Gibson's comments on culs-de-sac, all we can say is that we know some very happy home owners living on culs-de-sac who would strongly disagree.

Praise from Washington

I should like to commend you for the job that was done in this issue (August, '61).

Your editorial entitled "Kennedy's housing bill means millions of new buyers" is excellent and certainly expressed the philosophy that is behind this legislation.

This, together with your breakdown of the Housing Act—"What's in it for you?"—are really excellent pieces.

There are many fine things, I feel, that were stressed in your column on page 11, entitled "What's New and what to do about it."

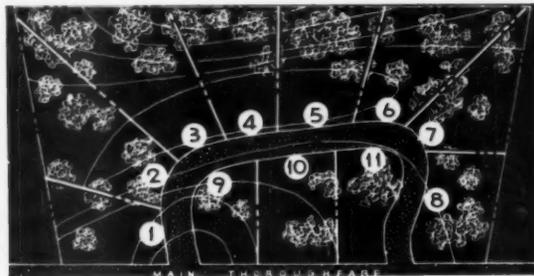
One final item that intrigued me greatly was your story on Charles Reynolds of Toledo, Ohio, and 36 sales ideas that worked.

Administrator Robert C. Weaver asked me to express also his real interest and commendations for these pieces.

Fred A. Forbes
Assistant Administrator
Housing & Home Finance
Agency
Washington, D. C.

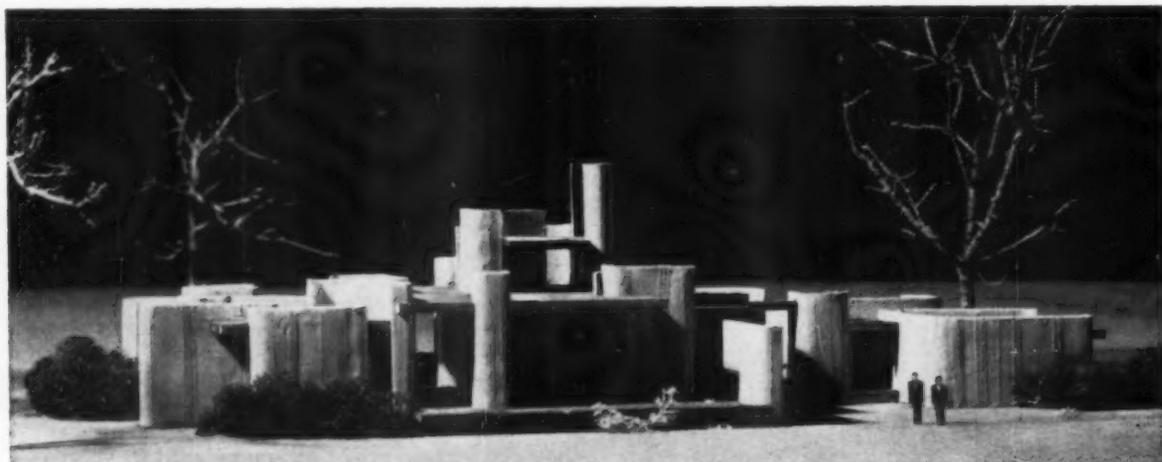


AMERICAN BUILDER'S suggested platting for this hypothetical land development problem calls for avoiding expensive cut-and-fill, limiting the number of homes, and giving three homes a setting atop the plateau.



OUR READER'S platting, on the other hand, would place 11 homes on the plat (instead of eight) and would eliminate the cul-de-sac which is a feature of the AMERICAN BUILDER platting.

TOMORROW'S HOUSE



ROUGH-TEXTURED CONCRETE forms outside walls; roof decks and tower room afford "crow's nest" views of land and sea.

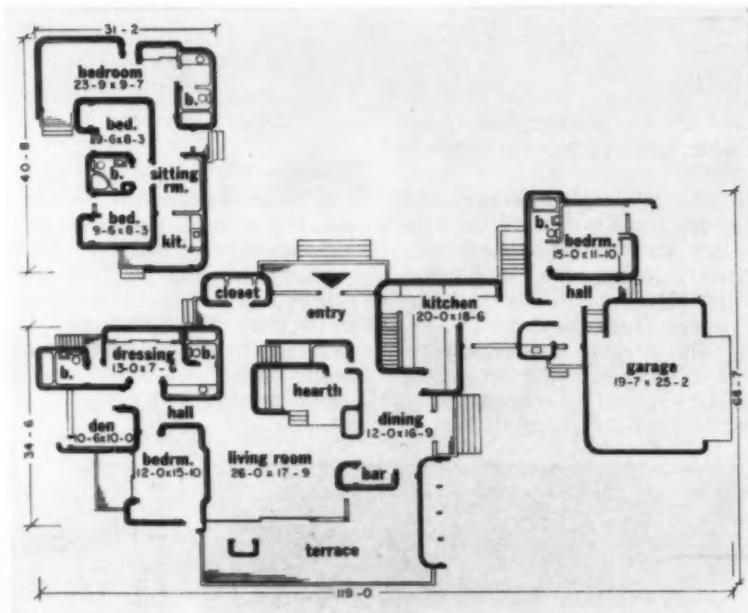
Shells inspire freeform plan

John M. Johansen, architect, captures decorative beauty, protective quality of sea shells in this house design

From the sea comes the basic principle that produced this Connecticut house with its cornerless rooms and appearance of a turreted castle. Its design, rough textured on the outside, smooth as silk on inner walls emulates the sea shell. The plan groups rooms together, yet allows free flow of traffic without conventional sharp corners.

The concrete that forms its outside walls is formed with vertical boards of random widths, irregularly spaced and angled to create rough, vertical striations. This simulates the outer surface of the sea shell. Inside surfaces are rendered smooth and shiny, soft in color like the inside of a conch or periwinkle.

The house, built in Westport for occupancy in January, is next to the waters of Long Island Sound and was designed to reflect its maritime landscape. Rounded corners form a



serpentine design, both inside and out; a slender turret dominates the exterior and offers an uninterrupted view on all sides. Roofs are of vinyl plastic over rigid insulation. The tower room is the ro-

mantic expression of a retreat or private study, Johansen says.

The overall plan contains the main house and a guest house, a separate unit, self-sufficient with its own housekeeping facilities.



Exclusive with Kentile® is this floor in new Vinyl Asbestos Terrazzo Pastels. Tile colors: Bahama Blue and Nantucket. Feature strips in Bristol Blue Solid Vinyl.

FEATURE THE FLOOR THAT'S "PRE-SOLD" TO PROSPECTS! This new Kentile Vinyl Asbestos Terrazzo Pastels Tile Floor is no stranger to home buyers. They've already seen—and been sold on it—via Kentile national advertising. And—because it has Kentile *quality* in every square foot—it helps build confidence in the ideas, construction, and other materials you show. Talk Kentile to your flooring contractor soon. Get the *quality* tile floor that eliminates costly call-backs; gives you more chances to create distinctive flooring designs in your model homes.

MOST POWERFUL ADVERTISING IN THE TILE BUSINESS! No need to sell home buyers on *Kentile Floors*. The biggest advertising in the tile business does that job for you. Who sees it? Readers of LOOK, THE SATURDAY EVENING POST, HOUSE & GARDEN, 13 other leading magazines *plus* the magazine sections of 324 newspapers.

KENTILE FLOORS

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

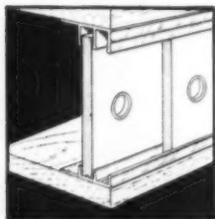


The right track to greater sales...
FOLDING & SLIDING DOOR

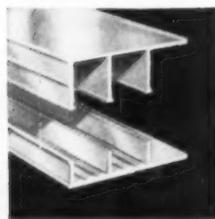


For any size cabinet—any panel material . . .

M-D Aluma-Slide
SLIDING DOOR TRACK SET



Panels glide easily on special supporting ridges of lower track.



For 1/8-, 1/4-, 3/8-, 1/2- or 3/4-in. sliding panels of plywood, hardboard, perforated panels and glass.

Comes in natural Alacrome finish and 3 permanent anodized finishes—Albras, Albright and Anodized Satin that won't rust or tarnish. Enhances the appearance of any cabinet.

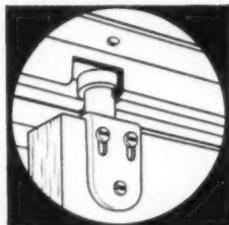
Installs Easily . . .
Requires No Special Tools

Aluma-Slide can be used wherever cabinets are needed . . . throughout the home, office or shop. In tubular packaged sets of 3-, 4-, 5-, 6- and 8-ft. lengths, with holes drilled, screws and instructions.



For folding doors of any type . . .

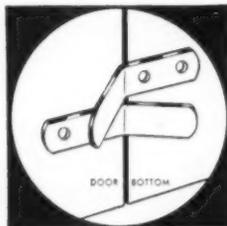
M-D FOLDING DOOR
HARDWARE



OPERATES SMOOTHLY
 with silent nylon bearing gliding in top quality extruded aluminum track.

Ideal for 4-panel or 2-panel full or half size interior doors of any thickness. For closets, wardrobes, dens, bars, room dividers, etc. Gives full access to closets . . . yet saves floor and wall space.

Comes in completely packaged sets for 2-, 2½-, 3-, 4-, 5- and 6-ft. openings, ready to install.



PERFECT DOOR ALIGNMENT

With M-D door guide, doors snug together when closed and will not creep open. No bottom track needed.

BUILDERS

See your leading hardware, lumber or building supply dealer for M-D products!

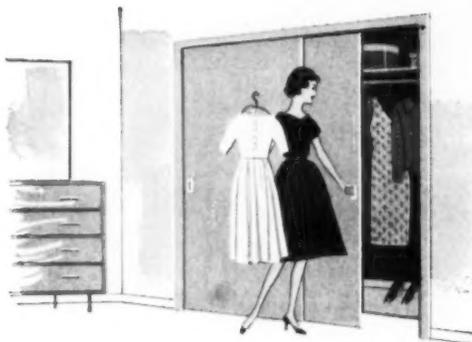
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Order today! Your order shipped promptly! All M-D products are fast sellers, nationally advertised.

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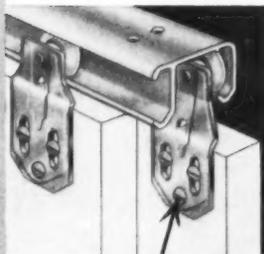


md QUALITY
is the difference
THAT HELPS YOU
MAKE MORE SALES

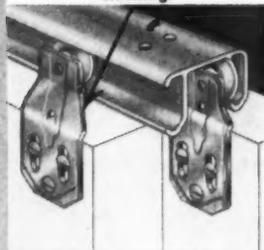


For quiet, efficient operation . . .

md OT-400 Reversible
SLIDING DOOR HARDWARE
with easy-to-install features!



USE SAME HANGERS FOR
BOTH 3/4" and 1 1/4" DOORS
Simplifies ordering and
stocking.



Installation saves time . . . cuts costs. Hangers are quickly attached to doors because of a built-in guide on each hanger which automatically positions it for proper alignment. Sturdy extruded aluminum track designed with built-in-no-jump feature. Cadmium steel hangers have silent nylon wheels.

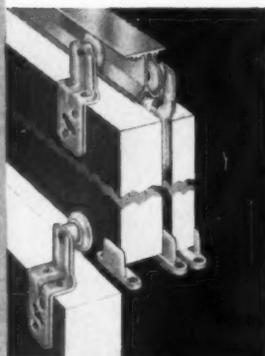
Comes in Poly Tubular Package

Set includes track, hangers, guides, screws and instructions. Packaged in 3-, 4-, 5-, 6- and 8-ft. lengths. Please specify OT-400 REVERSIBLE!



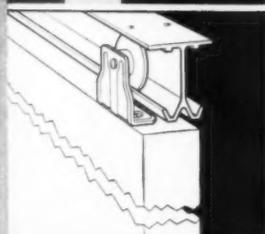
Meets today's quality-economy needs!

md OT-200 Overhead Type
SLIDING DOOR HARDWARE
For 3/4", 1 1/8" and 1 1/4" By-Passing Doors



Extra-sturdy extruded aluminum track and hangers. Built-in no-jump track feature. Noiseless, lifetime nylon wheels. Plastic door guides. All instructions and screws furnished. Hardware for each door thickness is individually boxed.

WALL POCKET HARDWARE

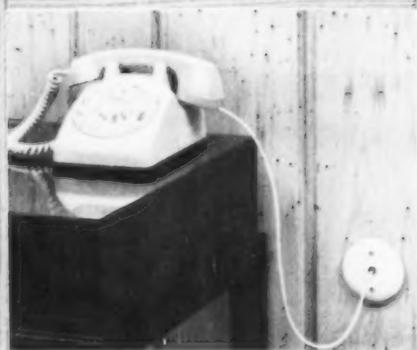


Shown here is Hanger TH-2 and Guide No. 13, made especially for Wall Pocket Doors. Packed 2 hangers and 1 guide to envelope, plus screws for hangers, guide and track.

MACKLANBURG-DUNCAN CO.

BOX 1197 • OKLAHOMA CITY 1, OKLAHOMA

One of the custom-built Ellis homes at Watch Hills Terrace, Rock Island, Ill. Features include: air conditioning, all-stone double fireplaces, built-in china closets, ornamentation plaster—and telephone planning.



Attractive telephone outlets such as this add to the appearance of the home today, and to the resale value later on.

Your local Bell Telephone Business Office will gladly help you telephone plan your homes. For more information on telephone planning, see Sweet's Light Construction File, 11c/Be. For commercial installations, see Sweet's Architectural File, 34a/Be.

"Our buyers like all the new ideas. That makes telephone planning a must for us"

**SAYS MR. T. H. ELLIS, ELLIS COMPANY
ROCK ISLAND, ILL.**

"Concealed telephone wiring is a must for the builder of a custom home," says T. H. Ellis, promotion-minded Illinois builder. "Buyers know about it, and they recognize it as a sign of quality in a home. It's one of the newer ideas that we consider essential.

"By planning ahead with both the customer and the Telephone Company's Communications Consultant, we get the most convenient, most practical locations for telephone outlets while the walls are still open."

Mr. Ellis has been building homes for twenty years. Since 1957 all of them have been built with concealed telephone wiring. "Now we are also providing for the Bell System's new intercommunications system, Home Interphone."

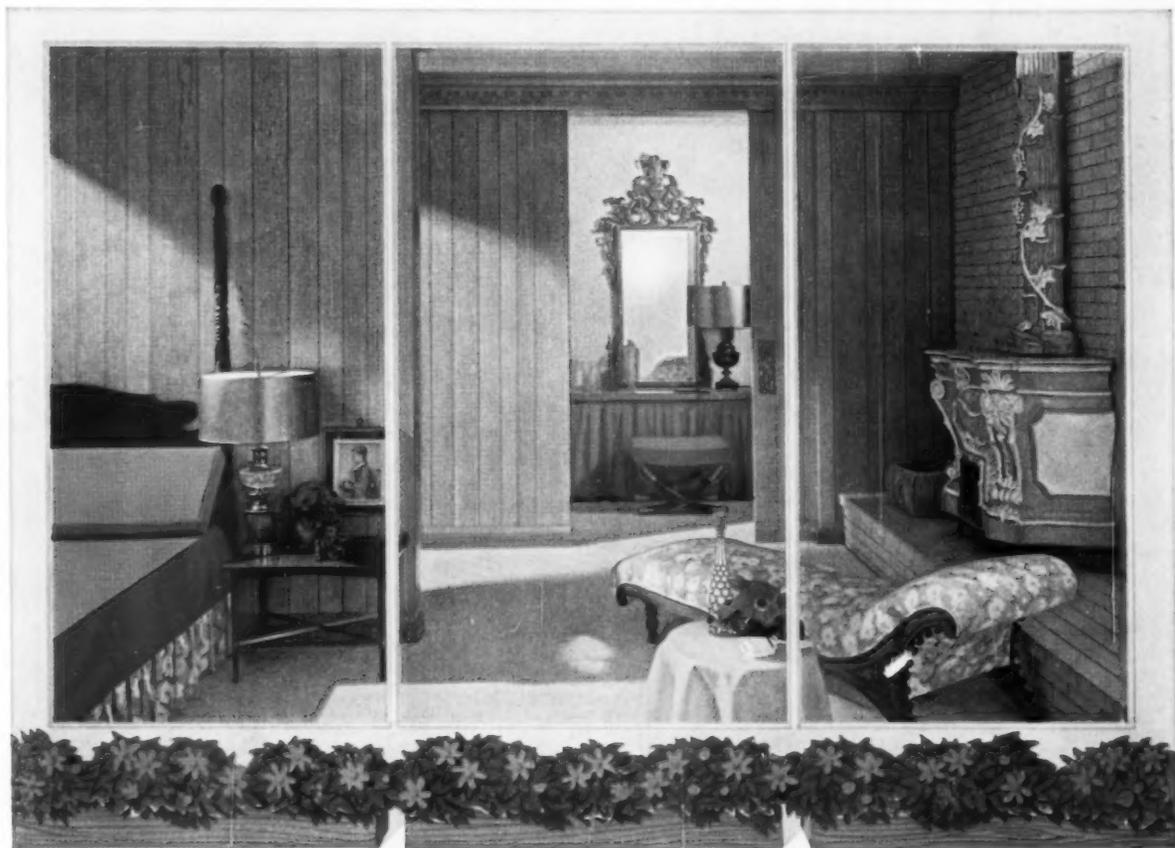
BELL TELEPHONE SYSTEM



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by Weyerhaeuser

It's the new look in genuine wood paneling! New, richer wood colors and tones . . . new deep-grooved beauty . . . guaranteed for the life of the home. Craftwall genuine wood paneling is now more beautiful than ever. Thanks to an improved finishing process, colors are now even richer and clearer. And Craftwall's new, deeper grooves accent the beauty of every "plank." The setting below highlights Pastel Cherry, just one of the nine new Craftwall finishes. It will be featured in *Better Homes and Gardens*, and in five building and home improvement manuals this year. New Craftwall resists scuffs, stains, dirt, cleans with a damp cloth. Never needs waxing. It's guaranteed for life, in writing. Coupon brings complete Craftwall details.



In nine different woods, 7' to 12' lengths. Offer Fire Retardant Craftwall, too. In Canada, buy prefinished Plankply, manufactured by Guelph Plywood Co. Ltd., Mattawa, Ontario—a subsidiary.



Weyerhaeuser Company

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Dept. AB-121, Box B1, Tacoma, Washington

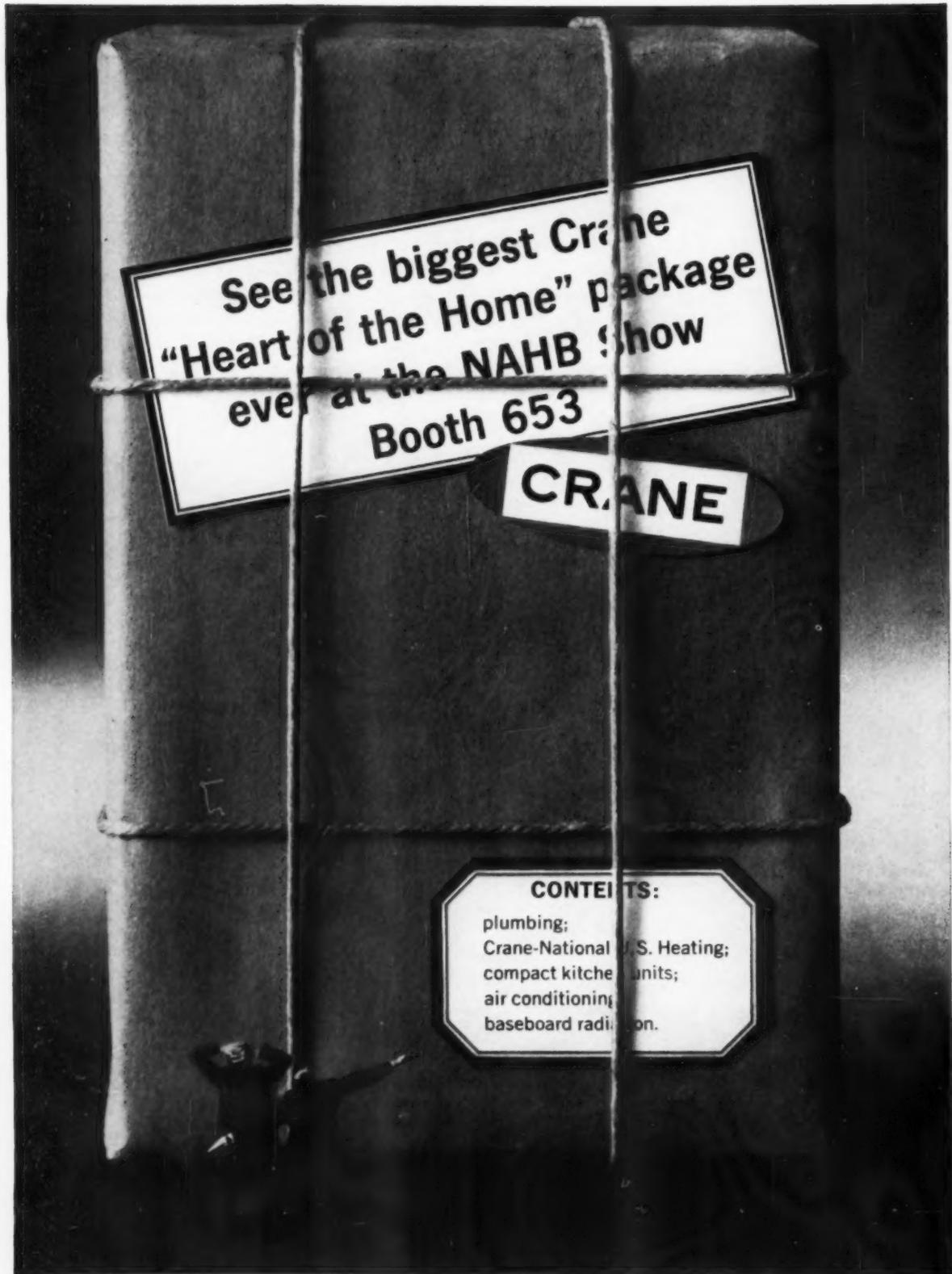
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It has to be the biggest exhibit because it's jam-crammed with the largest array of builder-inspired, builder-designed, builder-proven products in Crane history. Here are the results of a 2-year program to give you the broadest line of all in plumbing, heating, air conditioning . . . Crane quality at every price level for every builder need. See why Crane offers you the most—to help you build quality homes that will excite prospective buyers. Crane Co., Box 780, Johnstown, Pennsylvania. • At the show: Booth 653—the big booth every builder should see this year!

Long-Bell
TIP★



A LONG-BELL CONTEMPORARY KITCHEN

★ TO INSURE PROFITS...

Long-Bell Natural Wood Kitchens

Here's a Long-Bell Kitchen that's brimming with feminine sales appeal! What housewife could resist the warm "livability" of its natural Birch cabinets and smart contemporary styling?

What woman could say "no" to the many quality features that go with each Long-Bell cabinet—the careful workmanship, knee and toe room, adjustable wall shelves, non-warp doors, slide-out Nylon-glide base shelves, magnetic door catches, attractive hardware, and hand-rubbed appearance of Super Microseal® finish.

And how enthused she'll be about Long-Bell's special pur-

pose cabinets—Lazy Susans, Vegetable Bins, Vertical Storage and many others. Yet, with all their beauty and quality features, Long-Bell cabinets are surprisingly low in cost.

From a builder's point-of-view Long-Bell cabinets mean extra profit because of their ease and speed of installation and finishing, due to 3" modular construction and the Microseal® pre-sealing process. Long-Bell cabinets are quickly available in Birch or Rift grain fir, setup or knocked down from stock at three conveniently located warehouses. Ask your dealer or call or write Long-Bell for information and price.

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most
convincing way
to tell her
"Quality home"...

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DISHWASHER



The lady who holds the purse strings can't readily recognize the quality of most of your building materials. And many she won't even see. But she's right "at home" with appliances. And she *does* know the KitchenAid reputation for better washing and long-life dependability.

Put one of these extra salesmen in the kitchen—the room that sells the home. From these three new series, you'll find a KitchenAid to fit your building budget.

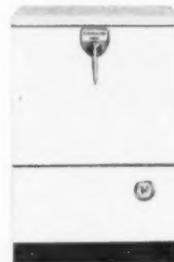
NOW IN THREE SERIES

Superba VariCycle (shown at left) Push-button selection for partial loads, full loads or utensils. King-size capacity. Rinsing Agent Dispenser. Vari-Front finishes, including wood.



Beautiful Imperial
Same as the Superba VariCycle, except it has single push-button control, for full cycle. Rinsing Agent Dispenser is optional.

Economy-priced Custom Identical better-washing features as on all KitchenAid dishwashers—"Guided Action" wash, Dual Filters, exclusive Flo-Thru drying. Choice of finishes.



All series available with pump or gravity drain. Pump models include built-in U tube for simpler, more trouble-free installation. Get full specs at the show, or write: KitchenAid Home Dishwasher Div., The Hobart Mfg. Co., Dept. KAB, Troy, Ohio. In Canada: 190 Railside Road, Don Mills, Toronto.



See this permanent KitchenAid display at the National Housing Center in Washington, D.C.... also see us at Booths 251-252-253 of the NAHB Show in Chicago.

KitchenAid

the dishwasher of proven quality®

An important announcement to quality builders



Weyerhaeuser Company
Executive Offices

George H. Weyerhaeuser
Executive Vice President

Tacoma Building
Tacoma, Washington

To our builder friends everywhere:

We are making major changes which I believe will greatly benefit you in your future building programs. Many of these changes will be reflected in our manufacturing practices, enabling your dealer to quickly supply your specific wood products needs from a nearby distributing point. Let me review them with you:

1. Our objective is to help supply you with the kinds of products you need when you need them.
2. With this in mind, we have consolidated our former Lumber and Plywood, Roddis and Silvatek divisions into one...to be known as the Wood Products Division.
3. Your nearby dealer will now be able to supply you with the complete line of quality Weyerhaeuser wood products.
4. At the same time, we are expanding our distribution system to provide you with faster supply and better service.
5. When these changes are completed, you will be able to look to the Weyerhaeuser dealer nearest you for fast, personal service on all of your wood building product requirements, including lumber, plywood, hardboard, particleboard and other manufactured panel products, hardwood plywoods, Craftwall paneling, Roddis doors and numerous other standard and specialized finish items.

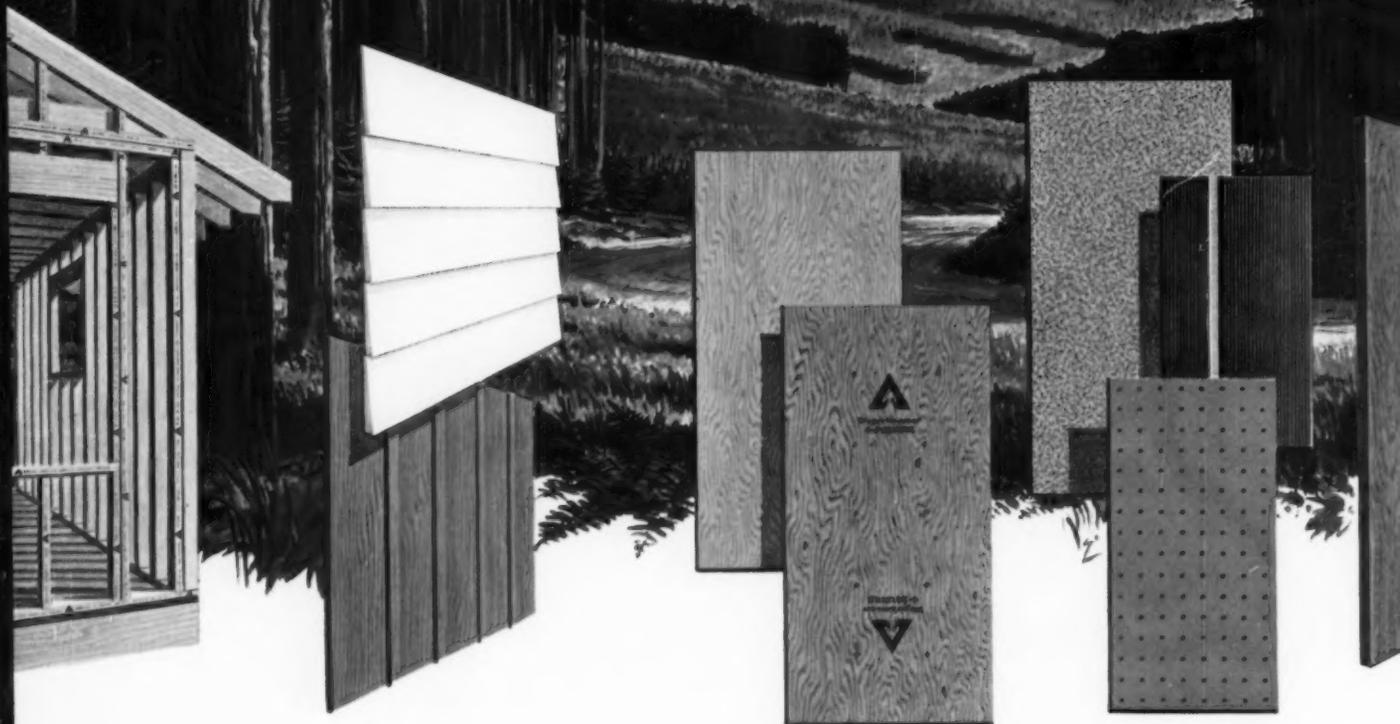
I sincerely believe that you will find your dealer's broader line of products and services increasingly important to you.

Sincerely,

George H. Weyerhaeuser

From the Weyerhaeuser w

America's most complete line



DIMENSION LUMBER

Kiln-Dried dimension in a wide range of species, sizes and grades. And now all 2" K-D Common dimension is edge-marked for visible proof of quality before, during and after construction.

WOOD SIDING

Bevel, Drop, Dolly Varden, Board and Batten... a full range of patterns in many species. "Dri-Shield" water repellent treated and factory Prime-Coated sidings also available in three species.

PLYWOOD

Plyscord Sheathing with the distinctive Weyerhaeuser mark plus nailing guides printed on each work-saving panel. Also sanded, decorative and specialty plywoods for interior and exterior use.

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Prefinished, perforated, decorative and Prime-Coated hardboards; particle and flake panels for underlayment and core material, and Ply-Veneer for economical partitions and packaging.

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VENEER
Architectural doors for a solid-core, X-ray, sound plastic-faced doors guaranteed

As a builder, you know that quality brand-name products help to sell houses. They put the unmistakable stamp of value on every home you build . . . mark you as a quality builder. How important, then, that you carry this image into the basic structure itself. From the first joist to the final piece of finish, build with Weyerhaeuser 4-SQUARE products. Above are examples of the complete line, the line nationally known as the hallmark of quality in wood products. See your nearby Weyerhaeuser dealer for exciting news about the full line of Weyerhaeuser products and services.

woods...

line of quality wood products



PRE-FLUSH DOORS

Architecturally designed for all uses, including fire, hollow-core, fire, sound-retardant and veneer-faced. Golden Dowel guaranteed for life.

SOFTWOOD LUMBER PANELING

Douglas Fir, Western Red Cedar, West Coast Hemlock, White Pine, Ponderosa Pine, in varied patterns and widths for complete interior and exterior design freedom.

HARDWOOD PANELING

A full line of prefinished hardwood paneling, including luxurious Craftwall in 12 beautiful tones, and the new beautiful "Forestglo" line in nine distinctive species.

SPECIALTY AND FINISH PRODUCTS

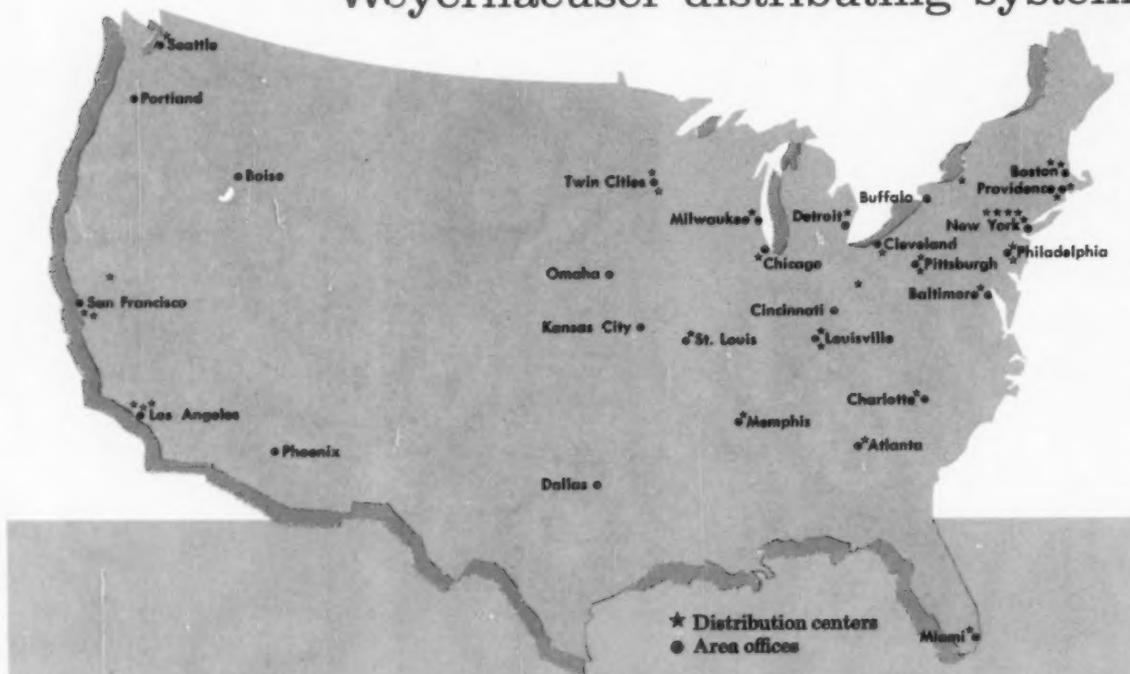
Nu-Loc "made-to-measure" lumber, end-matched lumber, Douglas Fir gutters, door jamb sets, moldings and trim, flooring, fencing, ceiling, laminated beams, etc.



Weyerhaeuser Company
Wood Products Division

**You'll benefit from a wider
range of products and more personal service . . .**

**with this new, expanded
Weyerhaeuser distributing system**



Builders everywhere have the dual problem of locating the specific materials they need, and then getting these materials to the job-site on schedule. Substitute items or delays can mean costly setbacks, and often the additional expense of shifting manpower from project to project.

Recognizing this problem, Weyerhaeuser is in the process of expanding its distribution system. In the near future, your dealer will have a Weyerhaeuser distribution point nearby enabling him to give fast personal

attention to your individual needs.

At the same time, by placing all of our building materials line under one Wood Products Division, you will have available from a single source . . . the dealer nearest you . . . one of America's most complete lines of quality wood products.

These two steps—fast local service and one-stop ordering to meet most of your needs—should help put more profit dollars in your pocket when you or your architect specify Weyerhaeuser quality wood products.

**For further information on any Weyerhaeuser product or service,
contact the dealer nearest you.**

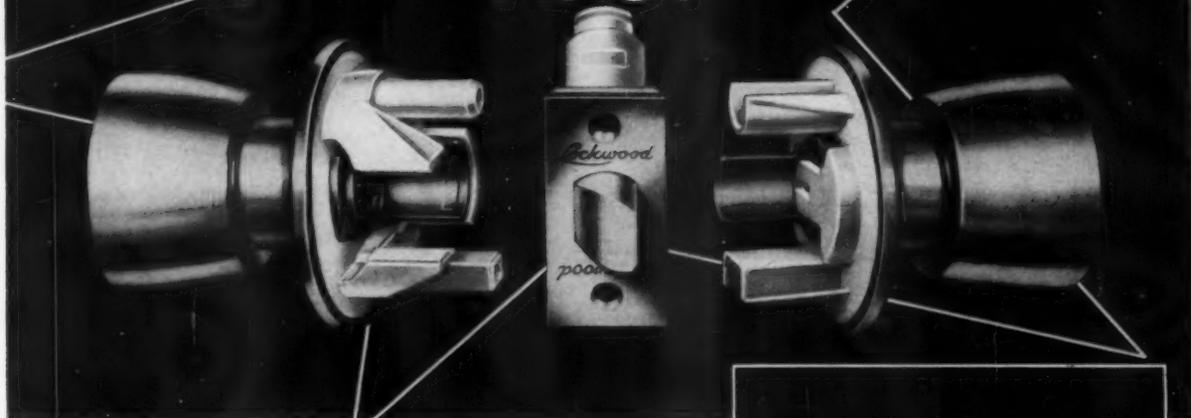


Weyerhaeuser Company

Wood Products Division

Tacoma, Washington

BUILDERS HAIL A LOCKWOOD FIRST



NYLON brings exclusive features!

More and more leading residential builders, like Steve Yeonas, are acclaiming Lockwood's new 'R' Series with internal parts of industrial nylon. They say it's the most important development in builders' hardware in years . . . and they are installing these revolutionary locksets on every door in thousands of new homes from Maine to California.

★ **QUICK, EASY INSTALLATION**—thanks to fumble-proof design with self-aligning feature.

★ **QUIET, SMOOTH OPERATION**—resilience eliminates rattle and click of metal parts.

★ **NO OIL**—internal parts of industrial nylon never require any lubrication . . . will outlast and outperform similar metal parts by wide margin.

★ **WON'T RUST**—parts will withstand extremes of humidity, temperature and corrosive atmosphere without deterioration.

See us at the N.A.H.B. Show—Booth 563

LOCK UP WITH LOCKWOOD



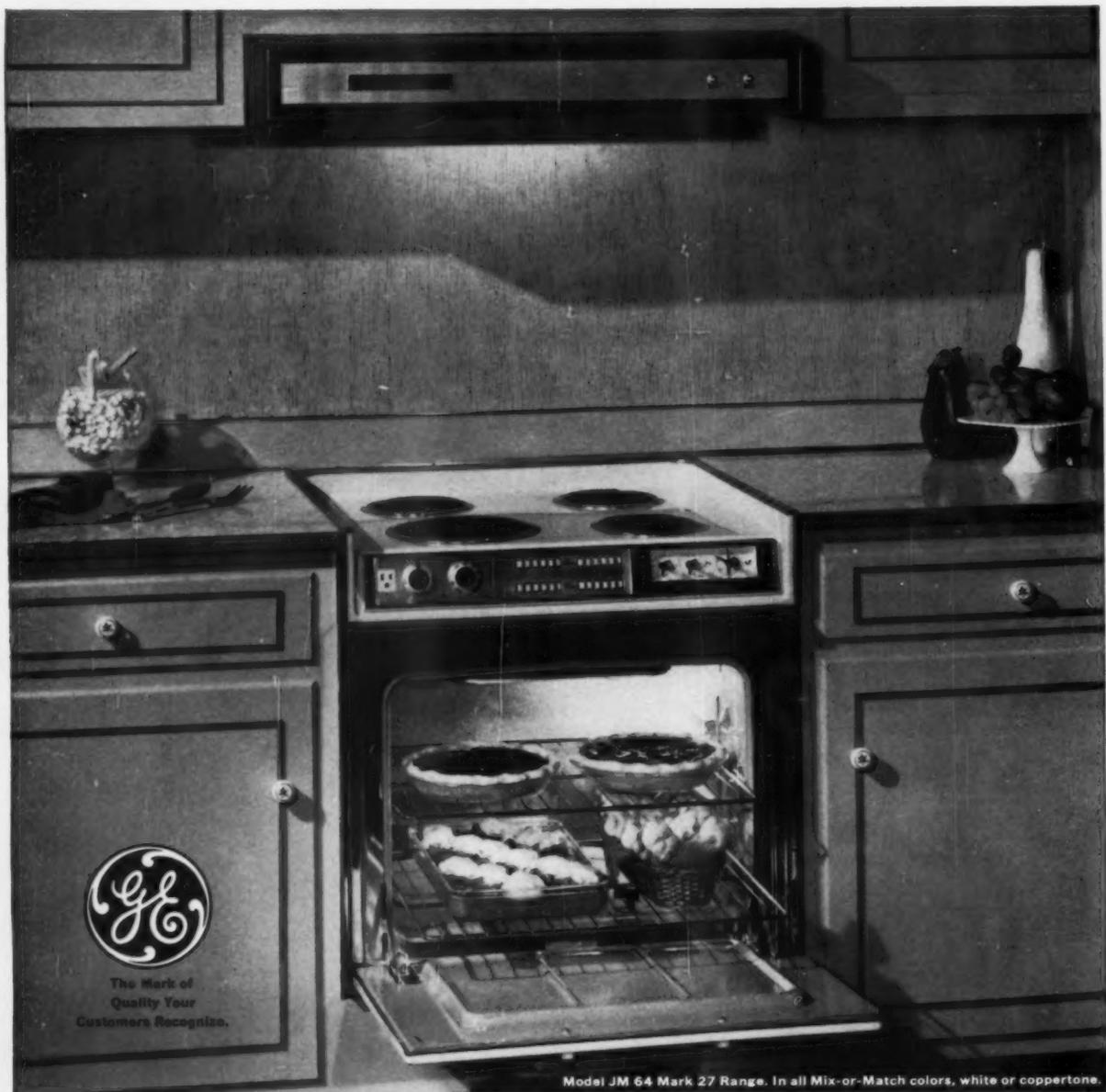
"As proud builders of proud homes in the Northern Virginia area, Yeonas is everlastingly on the lookout for new, improved products. Your revolutionary new lock is an innovation we are proud to add to the many others that characterize Yeonas Homes.

"It is a Yeonas policy that every home we build shall reflect credit on our good name, so we are happy to tell our homebuyers that they are getting the most advanced locks in Lockwood's New 'R' Series with internal parts of industrial nylon."

*Stephen G. Yeonas, President
YEONAS DEVELOPMENT CORP., VIENNA, VIRGINIA*

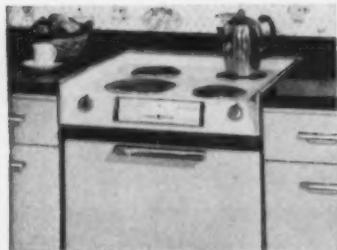
LOCKWOOD

LOCKWOOD HARDWARE MANUFACTURING COMPANY, FITCHBURG, MASS.



Model JM 64 Mark 27 Range. In all Mix-or-Match colors, white or coppertone.

The range that builders asked for: the new all-in-one automatic Mark 27



MODEL JM 61 MARK 27. ALL COLORS.

The low-cost Mark 27. Built-in beauty in compact space. All the features of range above except for Clock and Oven Timer. Same quick and easy drop-in installation.

The low cost and easy installation of a drop-in range *plus* the luxury features that customers want. That's what builders asked for.

The new Mark 27 is the *first* drop-in with the extra features that turn prospects into buyers. It has an automatic oven timer, minute timer, clock and timed appliance outlet. Oven doors lift off, Calrod® units tilt up for easy cleaning. And the recessed cooktop adds to the built-in look.

Installation is simple and inexpensive because there's no remote wiring—and only one simple connection to make. All controls are right on the range. Just slide it into place.

The kitchen helps sell a house—and the Mark 27 will be the best salesman your kitchen could have. When customers see that you've installed General Electric, they'll know you don't compromise with quality.

A hood for the Mark 27, too. Shown above is the Mark 27 with General Electric's Model JH 92 exhaust hood. And hoods rank high on the "most wanted features" list of today's home prospects.

Progress Is Our Most Important Product

GENERAL  ELECTRIC

AMERICAN BUILDER



UNDER STUCCO, BRICK OR WOOD, QUALITY BUILDERS USE SHEATHING, AND...

THIS IS THE SHEATHING THAT INSULATES

That's the difference between one sheathing material and another. Insulation board is the one that insulates. In fact, insulation board sheathing meets F.H.A. minimum requirements without supplementary wall insulation.

Now the Insulation Board Institute has established a precise rating system (see chart). Soon these ratings will be stamped on every sheet manufactured by our fourteen member firms. Watch for the "IBI Rated" seal.

Got time for three fast facts? (1) Insulation board sheathing is strong—up to five times as strong as horizontal lumber sheathing! (2) Insulation board requires 50% less labor than lumber sheathing—and involves at least 10% less waste. (3) Insulation board weighs less than half as much as gypsum sheathing.

HEAT RESISTANCE RATINGS (R)	
IBI RATED INSULATION BOARD SHEATHING (25/32 IN.)	R 2.06
IBI RATED INSULATION BOARD SHEATHING (1/2 IN.)	R 1.32
LUMBER (NON. 1 IN.)	R 0.98
GYPSUM (1/2 IN.)	R 0.45
PLYWOOD (5/16 IN.)	R 0.39

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

IBI INSULATION BOARD INSTITUTE

111 West Washington St., Chicago 2, Illinois



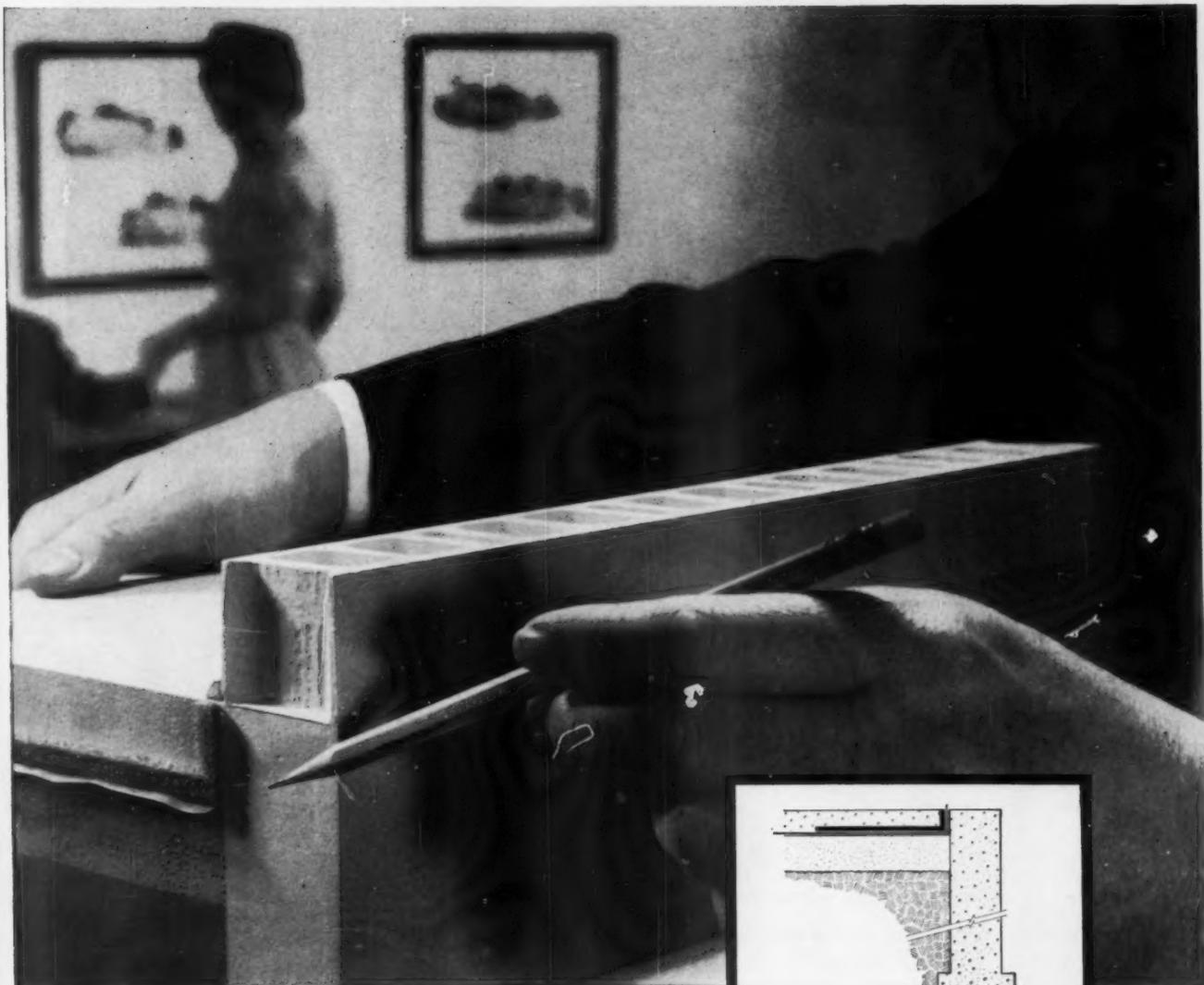
SCORBORD[®] AND POLYFILM[®]

Build comfort into your slab floors with positive permanent insulation against cold and ground moisture. SCORBORD and POLYFILM are quick and easy to lay . . . give you "plus" benefits to sell.

Homes and buildings are easier to sell . . . and "most wanted" . . . when you build in permanently warm, dry slab floors. Scorbord and Polyfilm stop heat loss and moisture entry through foundations and floors, regardless of temperature conditions outside. These Dow Building Products are easy and economical to install. The result: more comfortable buildings, lower heating costs, *more* satisfied buyers.

SCORBORD (Patent applied for) perimeter insulation. To install, simply snap off the prescored width you want and lay it without adhesive against the foundation and on the fill. It is excellent for both heated and unheated slabs and for crawl spaces.

POLYFILM polyethylene film. Forms a permanent ground-moisture barrier. Lay Polyfilm on the fill and place concrete directly over it. In crawl spaces, use it to cover all exposed ground. And for flashing around door openings and window framing, staple strips of Polyfilm around the openings before installing frames.

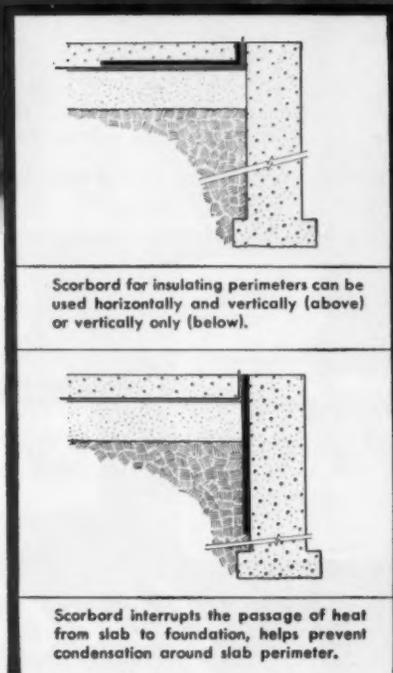


keep slab floors warm and dry

OTHER DOW BUILDING PRODUCTS

STYROFOAM® insulation board for insulating cavity walls and as an insulating base for plaster and wall-board with masonry walls. Low "K" factor and high moisture resistance.

SARALOY® 400 flexible sheet flashing. Installs easily without complicated pre-fabrication. For information on these and other Dow Building Products, write THE DOW CHEMICAL COMPANY, Midland, Mich., Plastics Sales Dept. 1512D12.



Scorbord for insulating perimeters can be used horizontally and vertically (above) or vertically only (below).

Scorbord interrupts the passage of heat from slab to foundation, helps prevent condensation around slab perimeter.

THE DOW CHEMICAL COMPANY



Midland, Michigan

Good *Exhaust* Ventilation Is Needed in Every Home!

Be sure of good exhaust ventilation, which will do all six of these important things, if you select rated and certified ventilating fans — ventilating fans which will move air in accordance with their ratings.

The fans manufactured by members of the Home Ventilating Institute are rated and certified — and will ventilate in accordance with these ratings.

All fans are tested at an outstanding independent University Laboratory — and the results are Certified. Only in this way can you be assured of air movement that will provide the benefits every new and modernized home should enjoy — the benefits of good exhaust ventilation.

Look for these "H. V. I." Labels on the ventilating products you buy — and be sure!

Send for new illustrated "HOME VENTILATION GUIDE"

Home Ventilating Institute, 1108 Standard Bldg., Cleveland 13, Ohio

GOOD EXHAUST VENTILATION WILL —

- 1 — Remove cooking odors from the kitchen.
- 2 — Take grease and moisture from the air.
- 3 — Get rid of excess cooking heat.
- 4 — Keep walls and cabinets clean.
- 5 — Remove bathroom odors and moisture.
- 6 — Replace stale air with fresh, clean air.

H

CERTIFIED AIR DELIVERY

THIS FAN WILL VENTILATE A RESIDENTIAL:

- KITCHEN 80 sq. ft.
- BATHROOM 150 sq. ft.
- FAMILY, LAUNDRY, OR RECREATION ROOM 200 sq. ft.

Home Ventilating Institute

Exhaust Fan Tag



Exhaust Fan Label

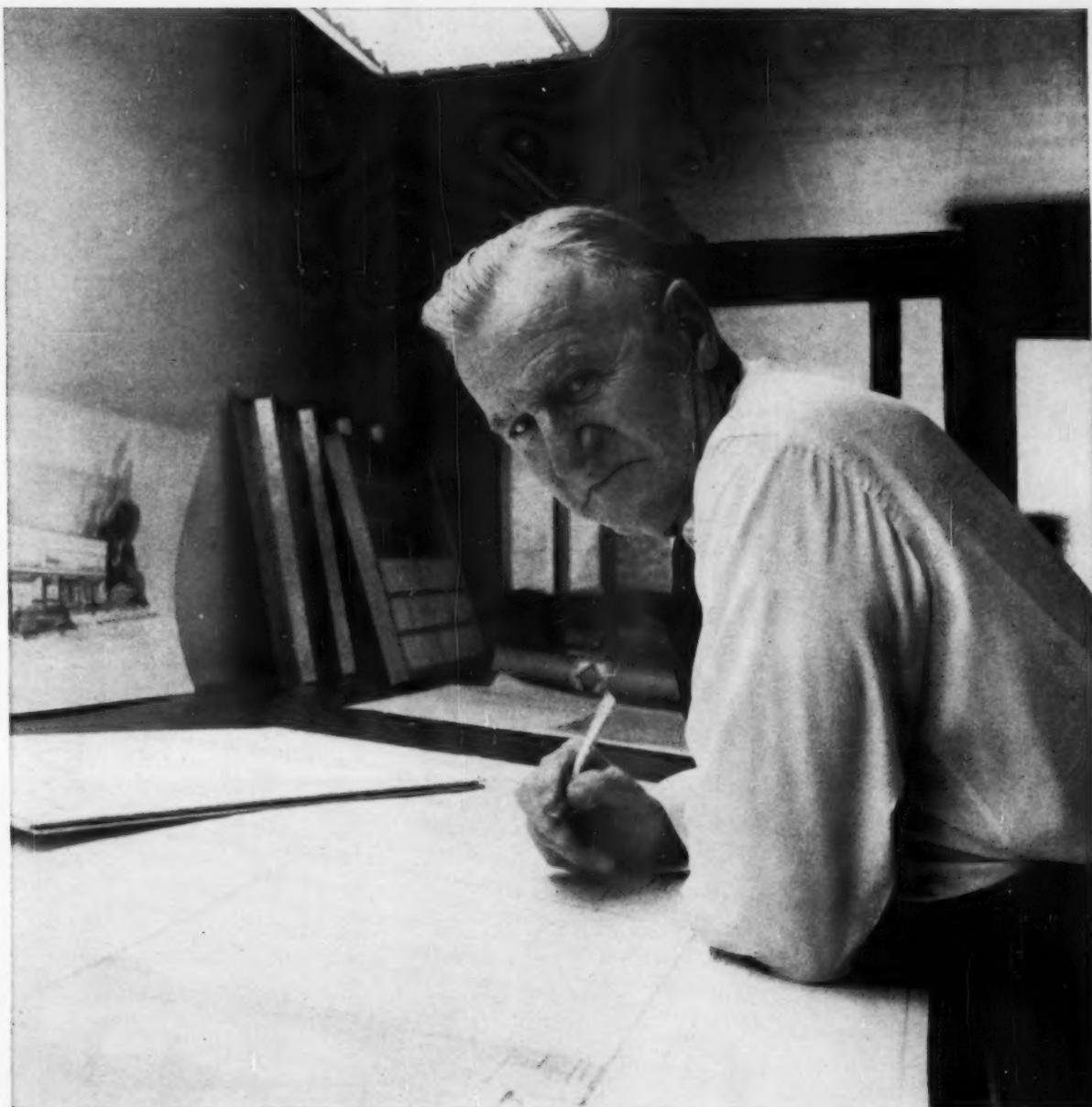


Hood Fan Label

MEMBERSHIP LIST

BERNS AIR KING CORP.	NUTONE, INC.
BROAN MFG. CO. INC.	PROGRESS MFG. CO.
EMERSON-PRYNE CO.	ROBERTS MFG. CO.
FASCO INDUSTRIES, INC.	SWANSON, INC.
MIAMI-CAREY MFG. CO.	TRADE-WIND DIVISION, ROBBINS & MYERS, INC.

*You Can Be Sure If You
Select an "HVI" Certified Fan*



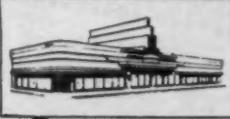
"I've gotten jobs worth \$20,000 through the Yellow Pages," says C. W. Bean, owner, Clarence W. Bean Contractor, Los Angeles, Calif. "Hardly a week goes by that I don't get calls from people who see my ad in the Yellow Pages. And, I'd say about 50% of these calls are converted into jobs. Many of them become long-lasting contracts. In fact, just recently I did a \$1,500 job for a client I first did business with 3 years ago. That customer originally found me in the Yellow Pages. My directory advertising does a great job for me!"



Display this emblem. It builds your business!

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

GENERAL BUILDING



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NEW CONSTRUCTION
COMMERCIAL - INDUSTRIAL

REMODELING FOR PREP ESTIMATES
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Clarence W. Bean
CONTRACTOR

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NOW YOU CAN OFFER HOME BUYERS THIS GUARANTEE OF SATISFACTION

Hotpoint

90-DAY REPLACEMENT

Guarantee of Satisfaction

*This is to certify that Hotpoint hereby
guarantees your complete satisfaction with this appliance.*

Your new Hotpoint electric appliance has been engineered and manufactured to exacting quality standards. We are confident that it will render satisfactory performance. However, if you are not completely satisfied with the performance of your new Hotpoint appliance and notify the seller within 90 days of the date of purchase, we will replace it with a comparable model at no cost to you. Your appliance will be picked up and a new one promptly delivered to you. This guarantee assures your complete satisfaction with the performance of this appliance. It does not, of course, cover disconnection and reconnection costs of built-in or plumbed-in products. This guarantee supplements the Hotpoint parts and labor Warranty against manufacturing defects, and applies within the continental United States, Hawaii, and Alaska.

This guarantee made by **Hotpoint**

A Division of General Electric Company, 5600 West Taylor Street, Chicago 44, Illinois

CELEBRATING



TODAY'S HOME BUYERS

**WILL BUY WITH CONFIDENCE FROM THE
BUILDER WHO OFFERS THIS GUARANTEE!**

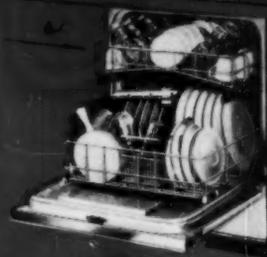
Hotpoint gives you an unequalled selection of top quality built-in Town and Country ranges, ovens, surface units, dishwashers, disposals, automatic washers and dryers—and they are all backed by Hotpoint's unprecedented Guarantee of Satisfac-

tion—exactly as stated in the above Certificate. This unprecedented written Guarantee is positive proof to home-buying prospects that you've selected top quality appliances for your homes—and that you're a top quality builder!



...and the

GREATEST LINE IN HOTPOINT HISTORY!



- Town and Country Ranges—the popularity of this new type of built-in is sweeping the country. Your choice of 5 models.
- Customline Built-In-Ovens—the widest variety on the market. 9 models, including single and double ovens.
- Famous Hotpoint Cabinet Ranges—six 40 in. models, seven 30 in. models, two 19½ in. apartment models.
- Touch Command Home Laundries—6 Washer models and 6 "Speed Flow" Dryer models.
- Automatic Dishwashers—3 built-ins available, including models with "Double-Deck" washing action.
- Disposall® Food Waste Disposers—3 dependable models.

SEE THE GREAT NEW HOTPOINT LINE DURING THE NAHB CONVENTION
IN CHICAGO AT SPACE 837, McCORMICK PLACE,
AND AT OUR SHOWROOM IN THE EDISON BUILDING AT 68 WEST ADAMS STREET, CHICAGO

Hotpoint



A Division of General Electric Company, Chicago 44, Illinois

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



As seen on THE PRICE IS RIGHT

For the
most
beautiful
kitchens
of them
all...



BRONZEGLOW, BIRCH

See Us In Chicago

December 3-7

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As seen in HOUSE BEAUTIFUL



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STUCCO

*for patterns
unlimited...*



Modern way to get custom wall effects! Bold and dramatic use of stucco is today's big opportunity for builders. It provides the distinctive, custom touch that makes houses stand out, move fast in the most competitive markets. No other wall material lends itself to so many unusual treatments—through simple variations in standard application methods, using readily available tools. The panel featured above, for example, has an exposed aggregate blown or thrown on the finish coat. Other popular techniques are combing and sculpturing. For houses of every style, white portland cement stucco is the material for modern living.

For the newest in homes...

**LIVING
CONCRETE**

PORTLAND CEMENT ASSOCIATION

*... A national organization to improve and
extend the uses of portland cement and concrete*



**YOU
CAN BE
SURE OF
CONSISTENT
QUALITY
- INSIDE
AND OUT**



★ TO INSURE PROFITS

Specify Long-Bell Plus-Grade Plywoods

Builders know and appreciate the year-in and year-out consistent top-quality of Long-Bell plywoods. They've found that Long-Bell plywoods work better, have greater weather resistance, are precisely sized to meet hairline tolerances, have more uniform dimensional stability, require less on-the-job finishing and are readily available in types, grades, dimensions and finishes to fit every construction need. Builders have learned over the years that Long-Bell stands solidly behind its many plywoods — backs them up with good service, performance guarantees, quick delivery and competitive pricing. For plywood

that consistently makes your jobs easier, quicker and more profitable, call Long-Bell.

.....

Long-Bell markets Douglas Fir and Hemlock interior, exterior, marine, 2-4-1, and sheathing plywoods; Ponderosa Pine solid pine core (illustrated above) interior, exterior and sheathing plywoods; Knotty Idaho Pine, Knotty Idaho Red Cedar and Decorative Hardwood on fir-core plywoods. Mills at Chelatchie Prairie, Wash., Weed, Calif., Vaughn and Gardiner, Oregon.



INTERNATIONAL PAPER

Long-Bell Division

A Quality Name in Forest Products



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WESTERN NEWS



Portland Home Builder Starts Apartment Project

Arizona Builder Begins Work On State's 3rd Largest 'City'

A \$190 million community, largest pre-planned residential development ever undertaken in Arizona, has been started in Phoenix by Staggs-Built Homes, Inc. The 2,500-acre project will contain 10,000 homes when completed. The subdivision will include schools, and parks. Homes will sell in the \$9,000 to \$15,000 price range.

Construction is underway on a 130-unit apartment development in Portland, Ore., by home builder Jack C. Nunn, first vice-president, Portland Home Builders Assn.

The 120 living units will be located on eight floors with the lower level reserved for an 80-car parking area, storage, and office space. The building will also have a heated swimming pool.

Exterior walls will be constructed of concrete and brick with aluminum window walls. Reinforced concrete will provide the structure of the building. Inside, some living areas will be paneled; ceilings will be acoustically treated.

Missile Bases Boost Building; Permits Go Over \$72 Million

Because of activity at two big missile bases in Santa Barbara County, Calif., building construction has set a record during the first nine months of this year. Permits already have reached \$72 million.

Overall, permits show a gain in home building, light and heavy construction (schools and shipping centers), and planned developments of all types.

Neighboring Santa Maria's September total was nearly \$1 million more than the September, 1960 valuation total.

California Builder Credits Home Week for Sales Boost

Response to the formal opening of Park Knolls subdivision in La Mirada, Calif., was credited to the stimulus of National Home Week, reports W. R. Effinger, sales director. The project, designed by David Freedman, AIA, involves a range of exterior treatments that include contemporary and conventional styles.

Prices start at \$21,700. Features of the homes include a fireplace and wall-to-wall carpeting.

Start Construction on \$500 Million Los Angeles Project

The first phase of construction on \$500 million Century City, largest privately financed development of its kind in the United States, began Oct. 26 in Los Angeles adjacent to Beverly Hills.

The project is a joint venture by Webb & Knapp, Inc., New York, and Aluminum Co. of America.

The first office building, Gateway West, will rise 13 stories high, encompassing 300,000 sq. ft.

Construction contracts for on-site improvements and excavation were awarded Vinnell Constructors, Los Angeles, and Walsh Construction Co., of Iowa.



ARIZONA'S FIRST MOTOR BANK, designed by William Wilde, AIA, for Southern Arizona Bank & Trust Co. in Tucson, uses adobe brick, tile curtain walls and—for the first time in the country—skin-stressed, thin-shell laminated plywood formed into compound curves. Quartz terrazzo columns support the front entrance. Free traffic flow has been created by three street entrances. Drivers have a choice of four windows while pedestrians are served by a walk-up unit. Total cost of building: \$100,000.

SELECTED WESTERN HOUSE



'Garden House' in New Mexico

Part of a 750 house subdivision, formal ranch sells for \$26,900 with quality features, two-car garage and an 80'x115' improved lot. Builders Mossman-Gladden of Albuquerque offer choice of twelve different floor plans

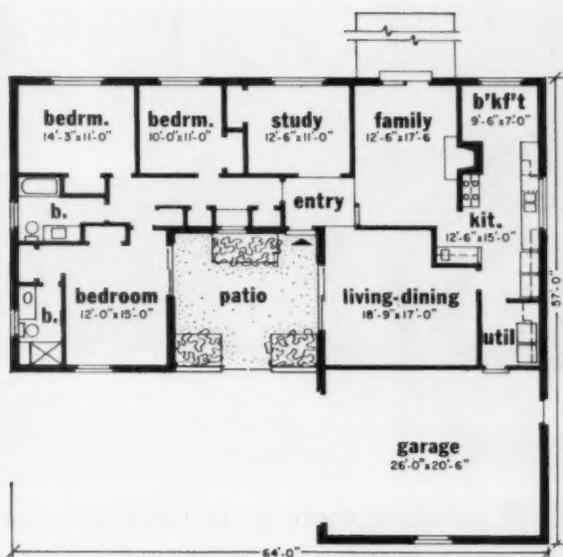
Careful research on both a national and local level helped bring about this house. Mossman-Gladden, its builders, took the guesswork out of buyer preferences by utilizing the services of Housing Market Research of Washington and sponsoring a two-day forum which enabled them to incorporate the needs and desires of homemakers in their vicinity. In addition, the distaff members of their staff provided the personalized woman's touch for

each home design.

Results show that such know-how pays off. In the 24 months since the opening of their Stardust Skies subdivision, 227 houses were sold and sales continue at a brisk pace. Each house has a custom-built look; each offers numerous features found only in more expensive houses. The model shown on these pages illustrates many of these quality best sellers. The classic simplicity of its outside design, free from carnival

gimmicks; the inviting entrance court which affords privacy to the main entrance yet extends living out under the sky; the delicate grill-work on the window balconies—all spell quality.

The plan, too, places accent on comfortable, modern living. Main rooms are grouped together, each with direct access to the entrance foyer. Four sleeping rooms include a master room with a private bath and dressing alcove. One of these rooms can also double as a den. There's a built-in desk in the hallway, a utility room off the kitchen plus a family room fireplace—all extras and sales boosters. Evaporative air-conditioning and forced-air perimeter heat provide year-round comfort.



ENTRANCE TO HOUSE is through brick-walled open court into centrally located foyer which separates sleeping quarters from main living areas. Formal living-dining room opens, through glass sliding doors, onto court; family room has outside door to rear patio. Street-side garage wing has direct access into kitchen.

TWIN LAMPS on entrance wall offer a traditional welcome to this modern variation of a ranch house while decorative touches—full length shutters at windows and wrought iron balconies—provide formal dignity to the outside design. Hip roofs are low, have wide overhangs to provide deep shadows and sun control.

planned around open court

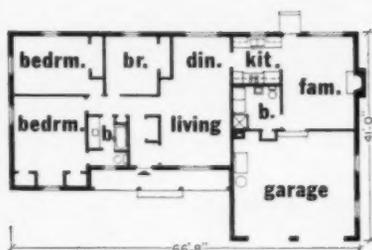


FIRM is a family affair, Fred Mossman, Sr., center, founded firm in late 1940's. Flank-

ing him are Edward Gladden, left, son-in-law and Fred Mossman, Jr. Distaff mem-

bers of family attend to advertising and act as interior design consultants.

SELECTED NORTHERN HOUSE



Early American charm helps boost sales for Indiana tract builders

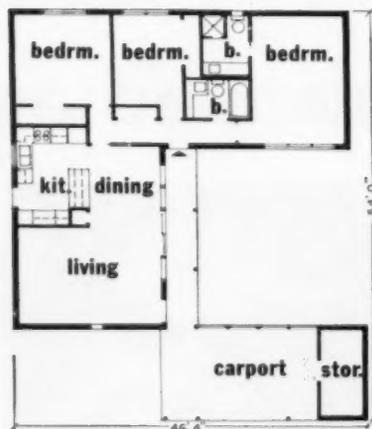
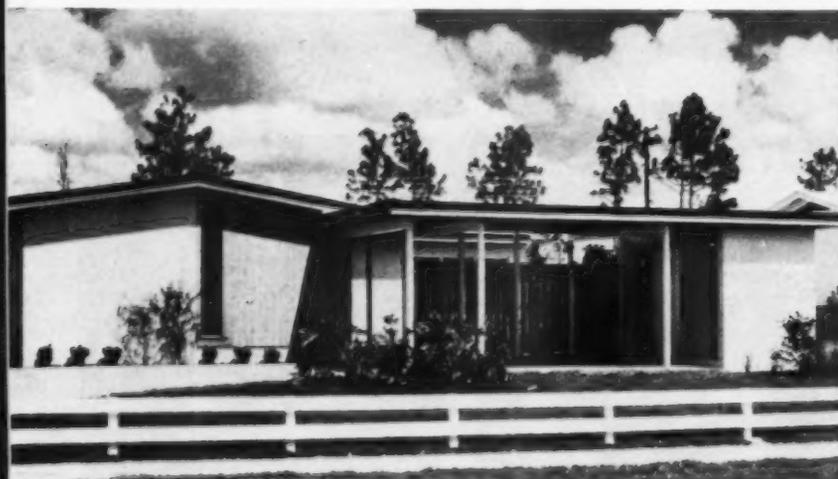
Homebuyers throughout the country are showing a growing preference today for houses that reflect our heritage. This is forcefully emphasized in the house shown above. Built by Pappas Brothers of Indianapolis, noted for the high quality of their designs, its plan is as

modern as today's newspaper. There's a look about it, however, that recalls farmhouses dotted along the old Connecticut Post Road.

Behind the traditional exterior is a house that's custom-tailored to meet the needs of today's active family living. Included are a long

living-dining room, a family room with raised fireplace, a small, efficient kitchen, a mud room-laundry, a compartmented bath and a heated garage that's large enough for both heater and work bench. Other modern touches include a built-in oven, counter range and dishwasher.

SELECTED SOUTHERN HOUSE



Tampa, Florida builders spark sales with indoor-outdoor living plan

Though this house is located under the sunny skies of Florida, its plan could be adapted to almost any climate and allow its owners to extend their living far beyond four walls and a roof. A product of Sunstate Builders, Inc., its carport, which relies on a high wood fence

to provide privacy on the street side, could well become an enclosed garage to serve the same purpose. By following the same rooflines, this substitution would still result in the same attractive overall design.

The L-shape plan of the main house offers much more good living

than its 1,272 square feet would indicate and a basic price tag of \$14,040 is a definite sales feature. Rooms are ample in size; traffic is cut to a minimum. There are three bedrooms, two baths, an open kitchen with built-in table, a combination living room.

SPECIAL WESTERN SECTION

West Coast builder draws retired buyers by following proven format

by Bill Rodd

DEL WEBB OPENS SECOND "ACTIVE RETIREMENT" COMMUNITY. Del Webb has started another development designed exclusively for senior citizens. It's called Kern City, and is located below Bakersfield, Cal., about 110 miles north of Los Angeles.

Webb's Sun City, opened near Phoenix, Ariz., in January, 1960, has already attracted more than 4,000 retired citizens. It was restricted to people over 50.

He is following the same format which made Sun City so successful. Before opening day at Kern City, he installed complete recreational facilities, including a golf course, swimming pool, clubhouse, arts and crafts center, shuffleboard courts, and horseshoe and croquet courts.

The homes are priced "with unbelievable modesty," Webb's ads declare. He is using full-page color ads in Los Angeles papers and low-cost bus trips from Los Angeles to bring prospects out to Kern City.

BETTER NEIGHBORHOODS NEEDED FOR MINORITY RACES. A study just completed by the University of California shows that the population of large cities may well be 28% non-white by 1975. At present, 28 million Americans are limited in their choice of housing, according to the University. These people can no longer be ignored by governmental agencies or the housing industry, the report states.

One builder, Aaron Kolkey, who is close to this problem in San

Diego, gave AMERICAN BUILDER his view of the minority housing market: "It's my opinion that most Negroes do not really want to infiltrate into white neighborhoods. What they want are good homes in good neighborhoods of their own, near shopping centers, transportation and schools."

Kolkey's firm has built hundreds of homes for Negroes.

COUNTY LOT LEVY VOIDED BY SUPREME COURT IN OREGON. Multnomah County, Ore., has been overcharging builders for its park fund. At least that's what the Oregon Supreme Court believes. The court has ruled that the county's planning commission exceeded its authority in charging builders \$37.50 per lot for its fund. The court has ordered a refund to a builder who brought action against the county.

CAN GAS BE CONVERTED INTO ELECTRICITY IN HOMES? It's not right around the corner—but it is coming, say spokesmen for the Southern California gas companies.

"When certain technological breakthroughs have been achieved, perhaps in the next decade, it is possible that homes will have only one power supply—natural gas. Electricity used for home appliances will be generated in a natural gas converter—no larger than a suitcase—located in a garage," says Frank Foster, vice-president of Southern California Gas Co.

CUSTOM BUILDERS TACKLE REMODELING. Ken Dart of Eugene, Ore., got into remodeling about two years ago and now it represents 30% of his volume. Lewis & Bristow of Sacramento, Cal., has built up a \$300,000 remodeling business during the last three years. John Osmundsen of Walnut Creek set up a separate company to handle remodeling several years ago.

SOLD OUT! More than 3000 homes averaging \$22,000 sold in 4½ years; 1200 acres "out in the middle of nowhere" transformed into a walled city of 12,000 population; resales going at as much as \$6000 over original prices: all this is the achievement of Ross W. Cortese, developer. Selling from exquisitely furnished models, Cortese gave his buyers solid value which was clearly evident in the size, finish and equipment of the homes.

Undoubtedly low land cost enabled him to do this—and yet, because he walled in his city and created his own neighborhood, he was able to deliver a fine individual atmosphere as well.

WESTERN EDITOR

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

ADVERTISING

SALES REPRESENTATIVES

Dallas 19, Tex., 3915 Lemmon Ave.
LAkeside 1-2322—Joseph Sanders

Los Angeles 17, Cal., 1336 Wilshire Blvd.
HUbbard 3-8414—Fred Klaner, Jr.

San Francisco 11, Cal., 916 Kearny St.
GARfield 1-7004—Lewis A. Vogler

Portland 5, Oregon, Terminal Sales Bldg.
CApital 7-4993—Lewis A. Vogler

WESTERN ADVERTISERS

Fermica Corporation 46D

SPECIAL WESTERN SECTION



San Ramon stimulates buyer

Buyers want space—the more space the better. That's the principle Ken Volk and Bob McLain put to the test in San Ramon when they built houses with spacious floor plans and long silhouettes. Proof: 80 sales a month

Give them more space at a lower price. This is the way Ken Volk and Bob McLain are winning homebuyers who travel to their thriving community (estimated future population: 50,000) near Oakland.



Exteriors offer variety

Designs employ wood siding and used brick or slumpstone veneer. Here doorway is recessed between garage and bedroom.



Hottest model sells for \$16,495, offers three bedrooms

This is the "San Ramon" which offers three bedrooms and two baths. It has a family room in addition to a dining area. A wide overhang adds character to the exterior, which is heightened by diamond-panel casement windows and a deep-set entranceway.



A \$75,000 recreation center offers an Olympic-size swimming pool

Center is just one of the many recreational facilities featured in the San Ramon Village. Plans also call for extensive parks and golf courses. Outdoor showers, restrooms, parking space for 32 cars, concrete decking, lawns and fencing are provided for in this area.

Here's a buyer boom in a recession housing market

San Ramon Village draws crowds of excited home seekers. Selling 800 houses between Labor Day and June 1, this community is located 20 miles southeast of Oakland, Cal., in a market that has been surfeited with thousands of unsold homes.

response with 'space houses'

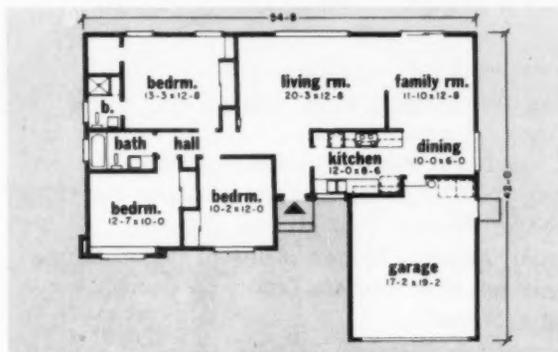
Floor plans vary from 1,140 sq. ft. to 1,430 sq. ft. with large (20x22) garages—a strong sales feature.

The appearance of the homes is made even larger by the long, shallow layouts that please the eyes.

Lowest priced model sells for \$13,995 and includes three bedrooms. The hottest seller adds a dining area and a family room and sells for \$16,495 (see below).

Volk and McLain achieved their

economies through shrewd land buying. They bought 4,500 acres of rolling land out beyond the reach of neighboring developments, yet close enough to Oakland to promise "city close, country quiet" living.



Long floor plan gives big house look

The house looks big from the outside because the plans are long and shallow. Here the kitchen is placed in front with the living room which faces a long backyard. The floor space is 1,430 sq. ft.



Kitchen contains many attractions

High on list of kitchen attractions are built-in range and oven, range hood, disposals, double sinks and all-wood cabinets. Laundry units are located in nearby garage.



The kitchen sells the home...

FORMICA[®] *sells the kitchen*

Watch her face light up when she sees Formica laminated plastic in your kitchen. She knows Formica eliminates dirt-catching grout lines... won't crack, chip, peel, burn, warp, stain or fade. She also knows Formica *will* stay lovely to look at for the life of her home. There's a whole, wonderful world of dramatic patterns and colors, too (including fresh, new "Silver Snow"), giving *you* added selling flexibility. And wait 'til she sees all-new maintenance-free Formica V-32 kitchen cabinets, designed to double the selling impact of your kitchens. There's plenty of big, exciting news from Formica... and *all* of it will help sell your kitchens (and your homes) like no other counter or cabinet surfacing ever made.



FORMICA[®] *...the only name she knows!*

FREE! Write today for your color swatches of New Formica V-32 laminated cabinet surfacing.
 FORMICA, 8692 Wilshire Boulevard, Beverly Hills, California

How to make a small bathroom **BIG**

and a big bathroom **Better**



Cabinet Illustrated: #7887 Slide Door 39 $\frac{3}{4}$ " x 27 $\frac{3}{4}$ " overall plus two 16" x 27 $\frac{3}{4}$ " wing mirrors. Light #780



LAWSON[®]
KNOWN FOR QUALITY SINCE 1816

New for '62...available now!

This enlarged Lawson slide door medicine cabinet adds value far beyond its modest cost.

The wing mirrors amplify every selling feature in the room and introduce a suggestion of real luxury. Lawson offers a complete line of quality bathroom cabinets and accessories that dollar for dollar is unmatched.

Common sense demands that every bathroom have safe convenient medicine storage out of the reach of small children. Our reputation for quality is the reason more medicine cabinets carry the Lawson name than any other.

Sold through leading distributors the country over. Write for complete catalog.
THE F. H. LAWSON COMPANY, DEPT. A-2, CINCINNATI 4, OHIO

plywall flair goes everywhere!

Quality and beauty to enrich any decor—care-free wearability to enhance any installation. Now Plywall provides *more* ways to add the warmth and richness of beautiful wood-grain finishes—more efficiently, more economically. And only Plywall offers the wear-free, cost-free livability of Poly-Clad protected products.



NATURAL OAK



HERITAGE CHERRY



MODERN CHERRY



ADIRONDACK BIRCH

WOOD PANELING . . .

Prefinished—for permanence! Selection of 12 distinctive, decorator-smart finishes. Poly-Clad protected to resist mars, scuffs, stains. Guaranteed against fading, delamination, structural defects—in writing and registered. Available in $\frac{1}{4}$ "—4' x 7', 4' x 8', 4' x 10' panels, and in $\frac{3}{4}$ "—4' x 8' cabinet stock.

MATCHING MOLDINGS . . .

Poly-Clad protected, prefinished moldings cut costs, save the time and trouble of special finishing on the job. 10 styles and 12 finishes to match Poly-Clad Plywall paneling. Perfect for any room—paneled, papered or painted.

BI-FOLD DOORS . . .

Unusual quality and beauty—unusually economical. Prefinished—no finishing or painting necessary. Poly-Clad Rock Maple finishes assure lifetime beauty and wearability. Back-sealed and edge-banded. Standard heights of 6'8", and 8' for floor-to-ceiling installations. Widths for 4', 5' and 6' openings.

INTERIOR DOORS . . .

Plywall's High-Pressure Laminex doors are distinctive, durable, economical! Bold Poly-Clad wood-grain finishes—in Rock Maple or English Walnut—complement any decor, add lifetime beauty and value to any home. Standard heights and thicknesses. Complete range of widths.

See how Poly-Clad Plywall guaranteed building products can add more quality, beauty and economy to your homes. Visit the Plywall booth, No. 1743, NAHB Show, December 3-7, McCormick Place, Chicago.

Plywall

Call your dealer or write

PLYWALL PRODUCTS COMPANY, INC.

Fort Wayne, Indiana • Corona, California

A subsidiary of Evans Products Company

NEW PRODUCTS: don't underestimate their importance in the '62 market

The arresting array of new and improved products now being introduced for 1962 will be a potent sales help and a force for better building. Such product development is constantly expanding markets, improving quality and spurring new building techniques and construction methods.

This year producers have advanced the introduction of many new lines because of the earlier date of the N.A.H.B. convention in Chicago. It is a significant step forward because it enables builders to start planning their 1962 buying almost two months earlier. They will be off to a fast start.

And from all the advance reports, builders will need every new sales help and better building idea they can get to increase their business next year.

AMERICAN BUILDER is previewing several hundred of the most striking products that will be on display at the N.A.H.B. convention in Chicago's McCormick Place, December 3 to 7. There's no doubt that American industry has made giant strides in its 1962 product work. We're impressed by—

- Research-based wall, floor and panel units.
- Colorful bath-kitchen products with sales punch.
- Wall and floor materials in colors and textures that resist time and wear. Colorful prefinished panelling.
- Compact air conditioning and heating units.
- Products that employ new chemicals, plastics or combinations to resist decay, add longer life and beauty.

Many a builder proved last year that one new quality product or one new construction idea made the difference between good and bad sales. We're sure that among the dazzling display of products on the pages of this issue are many more that can prove money-makers in 1962—THE EDITORS.



NAHB

● **MARKETING** involves deep research to step up sales, profits in '62.

● **REMODELING:** Experts agree estimating, financing are most important.

● **BUILDING** technology is changing. Sales depend on a faster, better house.

● **FHA-VA.** New laws, new procedures will affect most projects in every way.

● **SMALL VOLUME** builders need a fresh approach to profit operation.

● **TAXES** and related problems are taking on new importance for all builders.

Convention

Your preview of building for '62

More than ever before, every phase of your business has to be analyzed and evaluated now so you can jump the gun on Spring sales and stay ahead of competition in 1962. The NAHB Show will discuss and demonstrate new ways to streamline your operation.

"More New Homes—Better Old Homes."

That's the theme of the greatest show on earth for those in the light construction industry: The National Assn. of Home Builders' Convention-Exposition which shifts into high gear December 3 for five days in Chicago's giant McCormick Place on the Lake.

Dates for the show have been advanced nearly two months to give builders more time to study and work out problems before Spring construction begins. Too, conventioners will have the opportunity to see and try the latest equipment and materials available to them before placing orders for 1962 construction.

As in past years, all builders—including those who don't belong to NAHB—are invited to attend the show. Registration fees total \$15 for men and \$10 for women. Most meetings—except NAHB housekeeping affairs—are open to non-members. Exhibits (to date, more than 550 manufacturers have reserved space) are open to all that have registered for the event.

What they'll be talking about

- Marketing involves more than just sales. It starts with land planning and moves onto such problems as design, building techniques, merchandising, and financing. Scheduled in special sessions are discussions by experts on this important phase: "You and Your Market Research," "Your Model Home Promotion," "Your Sales Force," and "The Smart Sell."
- The Government, under the new Housing Act, affects your business more than ever before. To help you understand what the new program involves, a series of panels have been set up to discuss Federal housing policies and programs, the Housing Act of 1961, the relation between community facilities administration and housing development and the state.
- Financing and taxes are becoming more complex

by the day. Helpful sessions will include equity and development financing, tax saving ideas for the builder and land developers, the new strength in the savings and loan system, the new look in FHA financing, housing and the monetary and credit policy, FNMA financing and what it means.

- For small volume and large volume builders, sessions are planned on merchandising, advertising, the builder and realtor relationship, and the small volume builder and diversification of projects.
- The utility problem has become more serious since subdivisions have had to move farther away from the city because of land shortages. Special panels will discuss how to get the most for-your money in sewer and water installations, facts and figures on sewage lagoons, the new package systems and intermediate treatment, how to successfully operate privately owned utility plants, complete utility services for tract developers, and the best financial approach to community-wide sewer and water installations.
- Remodeling and urban renewal is one of today's most talked about, but misunderstood phases of the industry. To give you a better understanding of both programs, workshops are planned on all elements involved: estimating and financing, how-to-do-it, home building and urban renewal, and the small city approach to urban renewal problems.
- Other events important to your 1962 building program will include business management, time and method analysis, sales training and selling, retirement housing, fallout shelters, the general economic outlook, manufactured homes, shell houses, low-cost housing, light commercial construction, and the ever-popular how-to-do-it carnival by manufacturers.

BUILD BETTER, SELL MORE. THE '62 PRODUCT PREVIEW ►

IDEAS FROM RESEARCH

Build better for less with these

Take advantage of the effort manufacturers are making in your behalf. To survive and make money in a progressive field, you must keep pace with research

Building research has exploded out of the back room at the factory and comes into its own.

Millions of dollars are budgeted annually to nourish the growth of research. The Douglas Fir Plywood Association alone spent \$1,187,410 this year seeking better ways to produce plywood and build with it. Spotless laboratories like the 22,000 sq. ft. Simpson Research Center dedicated in Seattle last August are springing up throughout the country. They're staffed with technicians whose sole job is to improve the solutions to your building problems.

Research, however, is not all bright new materials and spectacular methods. Often, it simply challenges deep-rooted traditions with surprising results for the builder.

For example: bridging between floor joists—one of the deepest rooted traditions in building—is about to be exploded as a myth.

A study by the NAHB's Research Institute Lab in Rockville, Md., has proven that the crossed sticks so painstakingly nailed between the joists might better be used for fence pickets. Working the test structures loaded to within an ounce of accuracy, and dial indicators to measure deflection in thousandths of an inch, the researchers found that in many instances simply removing the dead weight of the bridging lessened the deflection.

The NAHB is planning to dramatize this study at the convention. As a result, FHA is expected to sanction bridging-free construction in all residential dwellings, regardless of joist span.

Builders specializing in masonry construction will welcome the news of a new high-bond mortar just developed after five years of joint effort by the Structural Clay Products Research Foundation and the Dow Chemical Company.

Tests indicated that the new mortar increases bond strength more than five times. In dollars-and-cents home construction, this means that four-inch load-bearing brick walls may soon be entirely adequate without structural wood studs or back-up masonry.

Little, if any reinforcing will be needed in the design of structures that will resist earthquakes,

hurricanes and tornadoes: a four-inch wall tested on a five-foot span withstood a horizontal force of 250 pounds per square foot as against 50 pounds with standard mortar.

As soon as engineering and structural data on the high-bond mortar are prepared, SCR will ask the national code authorities for approval of the higher stress figures.

Meanwhile, there are other developments in masonry that have already been approved. New lightweight brick: SCR veri-lite mixed with regular clay expands like popcorn when it is fired, making the brick 40% lighter.

Structural research with brick produced a brick component wall, or building panel, for fast erection of exterior walls. Factory-cast panels of brick, one foot wide by four feet long, are bonded together in steel frames to produce panels of any required size. Because of the steel reinforcement, the walls are only 2½ inches thick.

What to look forward to in '62

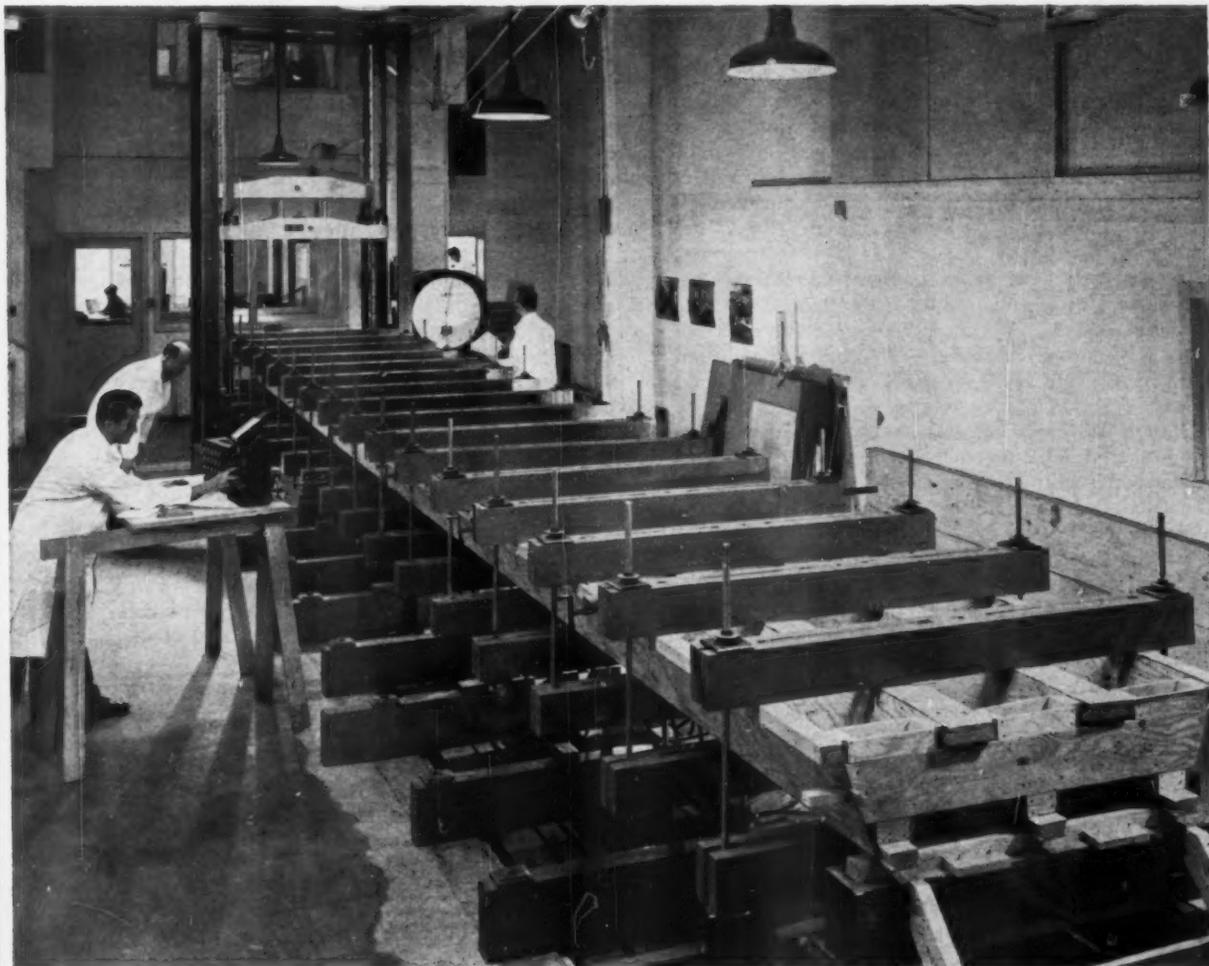
Research will continue its dynamic pace next year. New methods will make better use of old materials. New materials will make old methods more

Research sharpens competition, but there's room for everybody

"Try my brand" is the cry you hear as each new development emerges. "Wood is better than steel! Steel will outlast wood! Masonry's the thing to use! Concrete lasts forever!" Each has something to offer, but the contradictions could be confusing. Your good judgment is the deciding factor. By keeping informed, reading the magazines of your industry and attending your conventions to shop and see, you'll be able to choose intelligently. And it will pay off.

There is no panacea. No one method or material that will solve all the problems of building. There's so much room for everyone in this wide-open building industry that the fruits of research often overlap. Yet each new idea fits one particular situation best and may be only second best or mediocre for others—that's one reason why paint comes in so many types and colors.

techniques industry pioneered



TORTURE TESTS in labs prove economical construction is sound. Here engineers load a long span beam until it breaks.

efficient. New methods will lead to the development of new materials. These, in turn, will bring about new methods. However approached, it all adds up to a better house at a profit. Here are just a few ideas from the labs that could affect your balance sheet next year:

Elimination of blocking in flooring by Douglas Fir Plywood Assn.'s new tongue-and-groove joint treatments in plywood subflooring and underlayment.

Shallower crawl spaces to obtain the low silhouette now possible only in concrete slab construction. New floor construction, treated wood and soil poi-

soning to protect against termites and decay are expected to get the minimum height lowered.

The shallow space will serve as a plenum for heating and air conditioning. Washington State University is conducting the investigation for the National Lumber Manufacturers' Association.

Lighter framing resulting from a study on load distribution over structural members and the covering materials is another NLMA study now under way.

Cushioned sleepers, 2x3's with rubber pads bonded to one face, will provide a sound and shock absorbing base for hardwood flooring laid over con-

There's a better-for-less program under

crete slab. The floor becomes an independent structure within the building. Potlatch Forests, Inc., developed the system.

Low-cost headers, made by combining wood with light gauge steel, will span openings for two-car garages at savings up to \$15. A 16' steel-wood header costs about \$27-\$6 cheaper than a 12" junior I-beam and \$15 less than the commonly-used pair of 2x12's combined with a 3/8" steel flitch plate. NAHB and the United States Steel Corp. developed the header jointly.

Nailed-only box beam garage-door headers require no gluing and can be fabricated on the site without special equipment. An engineered nail pattern gives it extra strength—2½ times the design load in lab tests made by the Douglas Fir Plywood Assn.

Panels built like box beams can be supported on piers spaced 8, 12 or 16 feet o.c. to carry roof and floor loads. Using these panels, NAHB estimates that load-bearing exterior walls can be erected in a few hours.

Plastic foam will become an important building material and is already well-established as a fire-retardant, insulating core material in shop-built stressed-skin exterior panels and doors.

National Gypsum will soon announce a panel for exterior walls similar to the one recently unveiled for interior partitions. The new panel will consist of a core of rigid polyurethane foam sandwiched between sheet asbestos on the outside and gypsum board on the inside.

Dow Chemical has developed a system that allows direct lamination of plastic foam and wall-board over masonry walls. Plastic foam can also be expanded on the site. Two liquids are mixed together and the solution foams to as much as 30 times the original volume to fill irregular voids or to foam throughout the cavities in concrete blocks—effectively bonding them together. The foam is an

efficient moisture and termite barrier as well as insulator.

Pease Woodworking Co., Koppers Co. and United States Steel have jointly produced a warp-free, foam-core steel door lacking the oil-can sound usually associated with metal clad doors. A thermal break between the outer and inner steel facings eliminates the tendency to sweat on the warm side.

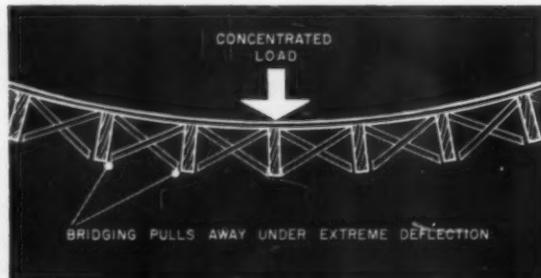
Ventilating acoustical ceiling developed by Armstrong Cork diffuses conditioned air for heating or cooling over an entire room with no drafts. Air is forced into a plenum space above the ceiling, and it descends uniformly through thousands of through perforations in the acoustical tile. The system eliminates air diffuser units and much ductwork.

Resilient flooring will adhere firmly to concrete slab when the results of two studies currently in progress are analyzed. The Asphalt & Vinyl Asbestos Tile Institute and the Rubber Manufacturers Association are testing the effect of concrete-curing compounds on the flooring.

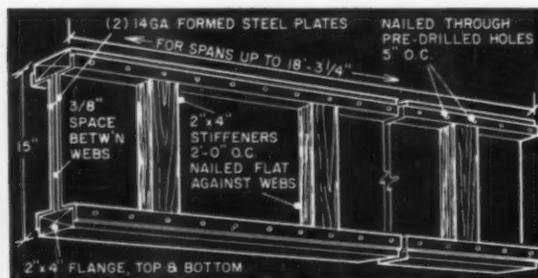
It is said that many of these compounds prevent an adequate bond between the flooring and the concrete and are responsible for many installation failures. Recommendations for suitable types of compounds and preparation of the slab are expected to eliminate the problem.

Plumbing and heating equipment manufacturers have taken the hint and the competition is keen. While makers of the plastic, copper and cast iron pipe fight for supremacy, new prefab plumbing systems, faster connecting fittings and code revisions will help cut your material and installation costs.

The oil heating industry's answer to the convenience of gas and electricity is a new system of metered oil delivery emanating from a centrally located storage tank that serves an entire community. The answer is valid: it will eliminate the storage tank in the basement and permit the customer to pay for fuel as he uses it. To balance this,



STARTLING PROOF that bridging is a "myth" results from a study by the NAHB Research Institute Laboratory (see text).



WOOD AND LIGHT STEEL are combined in this header to save up to \$15 in the framing of wide garage door openings.

way in almost every phase of building

important improvements are being made in oil heating equipment. Burners will be smaller and more efficient, and one new type requires no chimney—only a vent pipe.

In the electrical field, two research homes have been built to test the latest electrical innovations under actual living conditions. NuTone, Inc., calls theirs the "guinea pig" ranch house. It's equipped with two kitchens for testing hoods and fans over different type ranges, electrical ceiling and wall heaters, built-in stereo and intercom systems, and a charcoal barbecue. One kitchen and the bathroom have movable walls to vary their size.

Emerson Electric's research home—their "Laboratory of Living Effects"—will be used as a proving ground for electric heating, cooling, ventilating and lighting products, chimes, and intercoms. A variety of related products such as insulation, floor and ceiling coverings will also be tested.

Your co-operation is needed

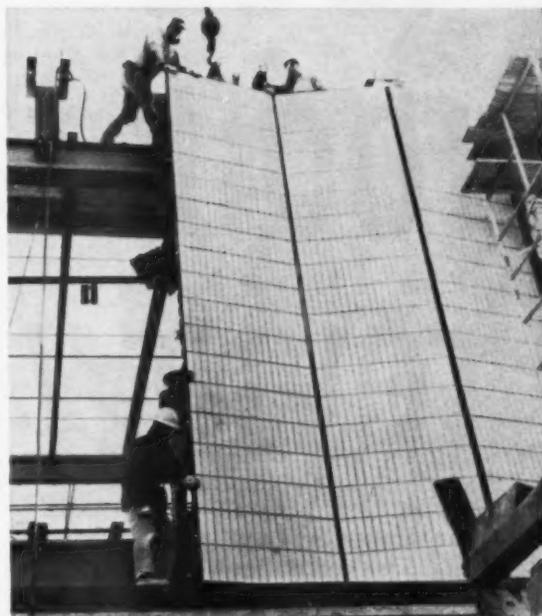
Research provides only the foundation for success. You must follow through on new ideas, put archaic methods aside and gamble a bit—even stick your neck out once in a while. Next year, and in the years to follow, you'll be asked to experiment more and more. There will be more wonder materials, greater advancement in the use of components, and more startling news from the labs in the next ten years than we have known in the past century.

The fight to revise and streamline building codes will be waged with increased intensity. Here, too, your voice must be heard in support of those who are helping you build better for less.

Keep informed by supporting the many organizations that promote the science of building and make new data available on the arts and technologies involved. The Building Research Institute in Washington, D. C., is the accepted leader in the field of research reporting.

BRI provides a forum where researchers and building scientists may present their papers, discuss problems and uncover areas that call for further investigation. The recent Fall Conference featured sessions on prefinishing of exterior components, building cost analysis, plastics in building, mechanical fasteners for wood and identification of colors for building. Even a design for a nuclear city was discussed.

All this represents only a cross-section of what's going on behind the scenes in research. It's a broad picture, but AMERICAN BUILDER will focus on the details of every innovation that you can use to save time, money or material.



PREFABBED BRICK WALLS take masonry out of the brick-at-a-time class, put it alongside the fast component panels.



DFPA ENGINEERS and NAHB technical committee watch a test of nailed-only header. It took $2\frac{1}{2}$ times design load.

1962 Product Preview

From slide-in ranges to component jigs—from a ventilated ceiling to fallout shelter circulators—American Builder presents the latest in products and materials to help you build better and sell better in 1962



Four-burner range utilizes two-level top

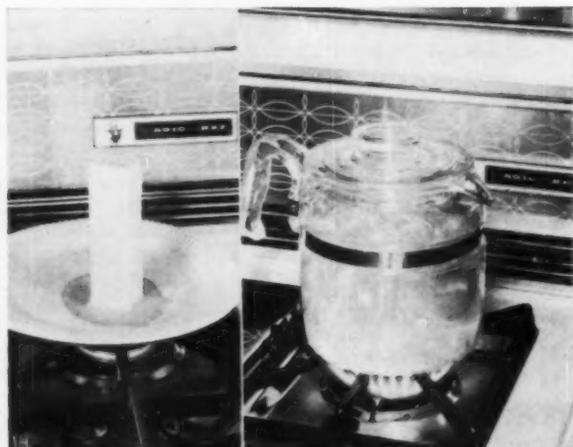
New 30" range features a two-level cooking surface, sets easily between cabinets. Installation requires only single 230-volt connection. Range is available in two models, includes removable oven door, lift-up surface units, decor panel.—Westinghouse, Booths 823-835, 836. Circle D1, reply card.

Kitchens: heart of the home—



Compact range-oven slides into 27" of space

New four-burner range (with 21" oven) is designed for compact kitchens, fits into 27" wide space. Controls are located on front, feature five heat settings. Surface units, reflector pans lift out for easy cleaning. Range comes in five colors.—General Electric, Booths 1144-1152, 1244-1252. Circle D4, reply card.



Range burners feature broad temperature range

Temperature of gas range burners goes to 1,000° at high setting, down to 140° at low setting. Units reach maximum of 12,000 btu's, minimum of 500 btu's. Burners have removable caps for cleaning, are made of cast iron; controls have click position, are color coded.—Magic-Chef, Booths 247, 248. Circle D5, reply card.



Kitchens present color-coordination system

Built-in range top and oven are designed into color-coordinated themes representing styles from here and abroad. Created by designer Beatrice West, kitchens show influences of Paris, Denmark, Mexico and the United States.—*Galoric Appliance, Booths 1322-1324. Circle D2, reply card.*



Range sets up with any cabinet arrangement

Extra-wide flanges and floating end caps on either side of range panel make it possible to fit unit into any cabinet layout. Once positioned, range is secured by four thumbscrews. Rough-in opening is 30" wide, 20 1/2" from front to rear.—*Frigidaire, Booths 747-752, 647-652. Circle D3, reply card.*

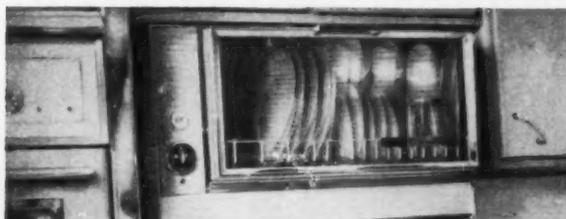
they're packed with sales clinchers

FOR MORE KITCHEN PRODUCTS, TURN TO PAGE 74



Standardize disposal mount

Sink mounting for garbage disposal is rigidly secured by three set screws in mounting rings. Top and lower rings are engaged by quarter-turn of lower ring; service wrench locks lug, rings in position.—*In-Sink-Erator, Booths 659-661. Circle D6, reply card.*



Compact dishwasher mounts anywhere, handles service up to 15

Dishwasher can mount under wall-hung cabinets, over or under built-in ovens, recessed in wall or as floating room divider. Washes and steam-purifies dishes in 25 minutes. Water is re-circulated and filtered at rate of 100 gal. per minute.

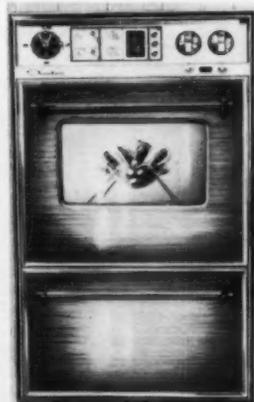
Cooktop maintains even heat

Surface built-in has 8" burner with thermostat, maintains even heat at any temperature. Other units have 5 heat settings; are color-keyed to control bank. Cooktop measures 19 1/2" x 28 3/4". —*Hotpoint, Booths 837-839, 938, 939. Circle D8, reply card.*

Steam prevents water spotting at 212°. Comes in three models, handles plate service for 5, 10, 15. All models are 30" long; range from 13" deep to 23" deep.—*LTV Ind. Div., Ling-Temco-Vought, Booths 1529, 1530. Circle D7, reply card.*

Cooktop comes in two models

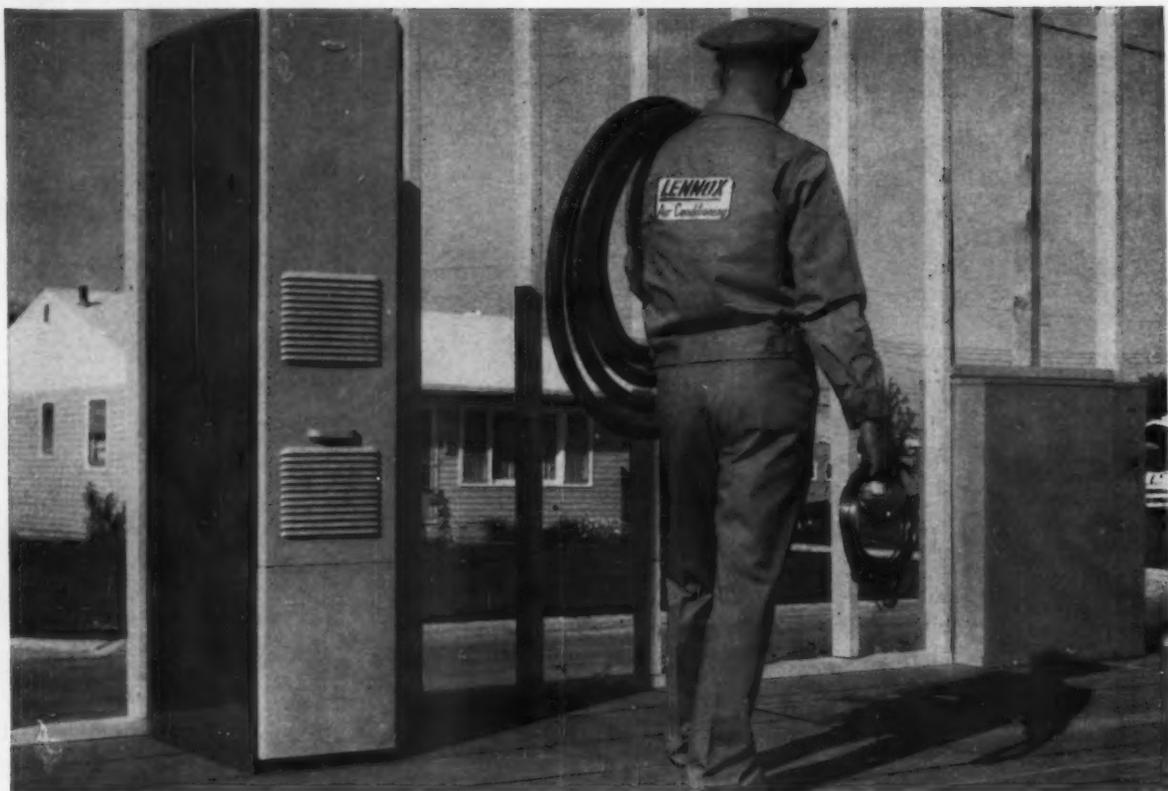
Built-in cooktop drops in less than 3" of space, is available in three or four burner units. Heat output ranges from 9,000 btu's to 12,000 btu's. Tops come in white, pink, yellow, chrome, turquoise.—*Admiral, Booth 1823. Circle D9, reply card.*



Oven handles double load

Double built-in oven has automatic appliance outlet, 60-minute timer. Features thermostats in oven and rotisserie, 3-D control panel. Sizes: 23 1/4" wide, 39 1/4" deep. Cutout: 22" x 38" x 23 1/2". — *Chambers Built-Ins, Booths 1047-1051. Circle D10, reply card.*

1962 Product Preview



Year-round a/c comes in builder's package

Air conditioning package consists of condensing unit, right; pre-charged refrigerant lines (carried by worker) and gas-fired up-flow furnace with evaporator coil, left. Condenser's intake

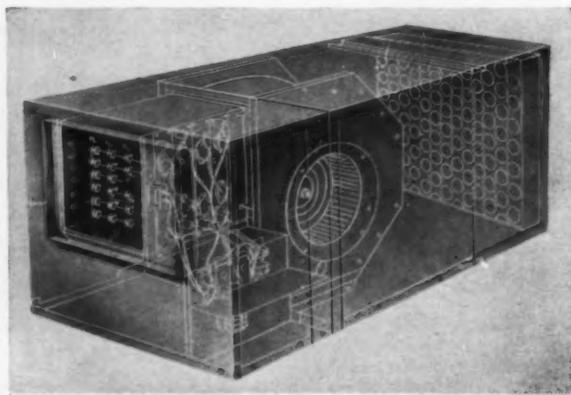
and discharge is on same side, allows unit to be built into wall. Refrigerant lines can run in floor, joists, crawl space or attic. Furnace and coil provide $1\frac{1}{2}$ -2-ton cooling.—Lennox Industries, Booths 1241, 1242. Circle D11, reply card.

Heating, Cooling: comfortable



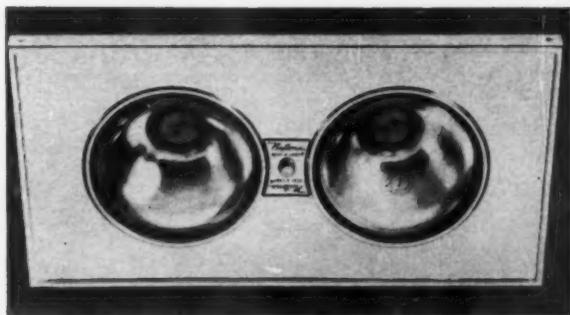
Room air-conditioner cools large areas

Called the "Imperial," this air-conditioner has a 20,000 btu cooling capacity, can take care of large living, family rooms or small buildings. Unit mounts through the wall, comes in models measuring up to 14" in depth. Also comes in heat pump model.—Carrier Corp., Booths 941-944. Circle D18, reply card.



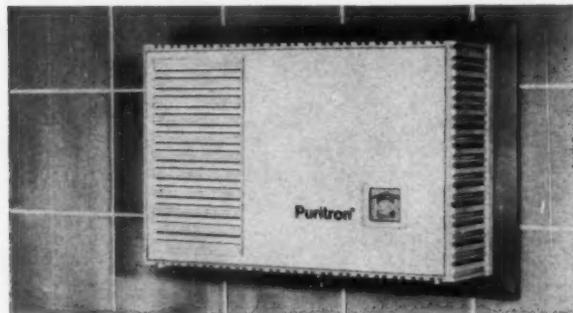
Two-piece furnace adds a/c at low cost

Horizontal electric furnace is designed for fast, inexpensive addition of central air conditioner. Unit features two-part construction consisting of heating and blower sections. Furnace measures $18\frac{1}{2}$ " high, comes in 34,100 btu/hr. to 68,300 btu/hr. ranges.—Fedders Corp. Circle D19, reply card.



Bathroom ceiling heater uses infra-red lamps

Ceiling heater installs parallel or at right angles between joists, uses two infra-red lamps as heating elements. The 250-watt lamps yield 1706 btu's; can be replaced by 150-watters for lighting. Comes in aluminized steel housing.—NuTone, Booths 1033, 1035, 1036, 1133-1135. Circle D12, reply card.



Bathroom ventilator needs no outside vents

Bathroom unit ventilates electronically, requires no outside venting. Ventilator installs either free-standing or wall-mounted. Comes in two models—both weigh 7 lbs., measure 9"x6"x5", are white with gray trim, and operate off 110 volt AC.—Puritron, Booths 249, 250. Circle D13, reply card.



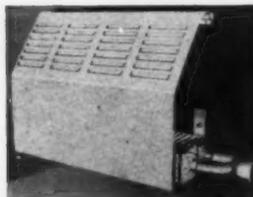
Furnace installs anywhere

All-electric furnace installs in vertical, horizontal positions, can go in attic, basement, crawl space, closet. Uses up-flow, down-flow, horizontal-flow duct systems. Unit measures 52"x25"x20".—Electromode, Booths 1041-1042. Circle D14, reply card.



For perimeter heating

Electric baseboard heater has wrapped-fin element, thermal cut-out to insure against overheating. Units mount without removing front cover. Heaters come in 3', 4' lengths, are 6" high, 2 1/2" deep.—Edwin L. Wiegand, Booth 41. Circle D15, reply card.



Heat elements side-by-side

Hot-water baseboard heater contains two elements, side-by-side, result in high heat output. Ratings are 1320 btu/ft. and 1000 btu/ft. at 200° and 180°.—Edwards Eng. Corp., Booths 1167, 1164, 1263, 605-614. Circle D16, reply card.

Offer merchandising kit

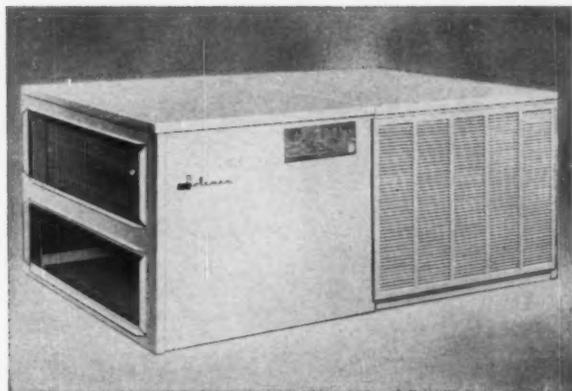
Hydronic heating selling kit includes 60-page information notebook, baseboard and boiler stickers, site signs emphasizing heating, home salesman's training course.—Better Heating-Cooling Council, Booths 604, 614. Circle D16A, reply card.

New down-flow gas furnace

New model is gas-fired down-flow furnace available in three btu sizes: 80,000, 100,000 and 120,000. Comes in straight heating model or high-capacity a/c, measures 51"x26"x20-3/16" (or 16-3/16").—Day & Night Mfg. Circle D17, reply card.

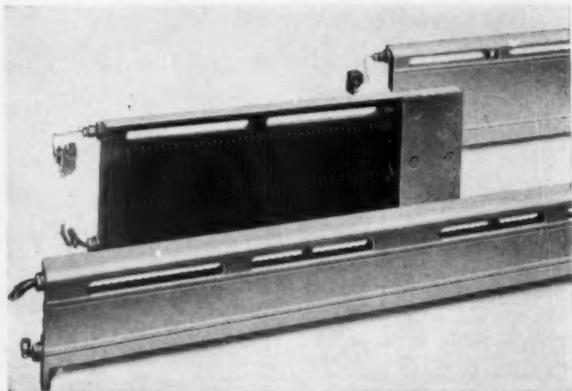
homes will impress hot prospects

FOR MORE ON HEATING, COOLING TURN TO PAGE 80



Design air-conditioner for small, medium houses

Central air-conditioner for small and medium-size houses installs in attic, basement or crawl space. A/c can mount on furnace, use heating ducts to circulate cooling air, or can utilize its own system. Operates from central thermostat.—The Coleman Co., Booth 1037. Circle D20, reply card.



Electric element creates heat in hydronic unit

Hydronic heating system contains electric heat-producing element in individual units, eliminates ducts, boilers, pumps, other accessories. Available in "H" panels (10" high) and "L" panels (7" high). All units available in 2" to 20" lengths.—Aqua-Lectric, Inc., Booth 330. Circle D21, reply card.

1962 Product Preview

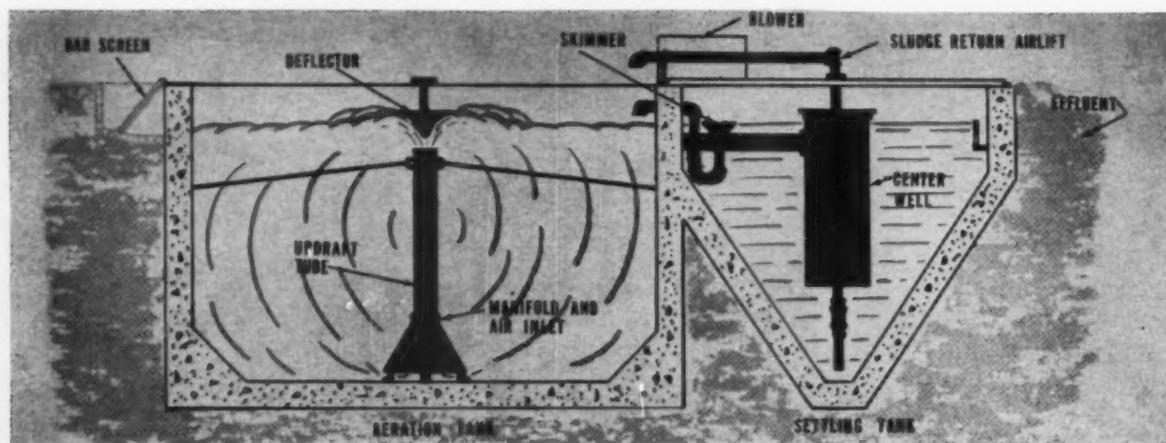


Lavatory combines with dressing table

Small "Ledgend" combination lavatory and dressing table measures 49½" in length, features full-sized wash basin at one end (available on left or right side) and dressing table on the other.

Eliminates need for extra vanity shelf. Unit goes with "Champlain" toilet which can be positioned as seat for vanity. Toilet measures 19" from floor to top of tank.—Kohler, Booths 1418, 1419, 1518. Circle D22, reply card.

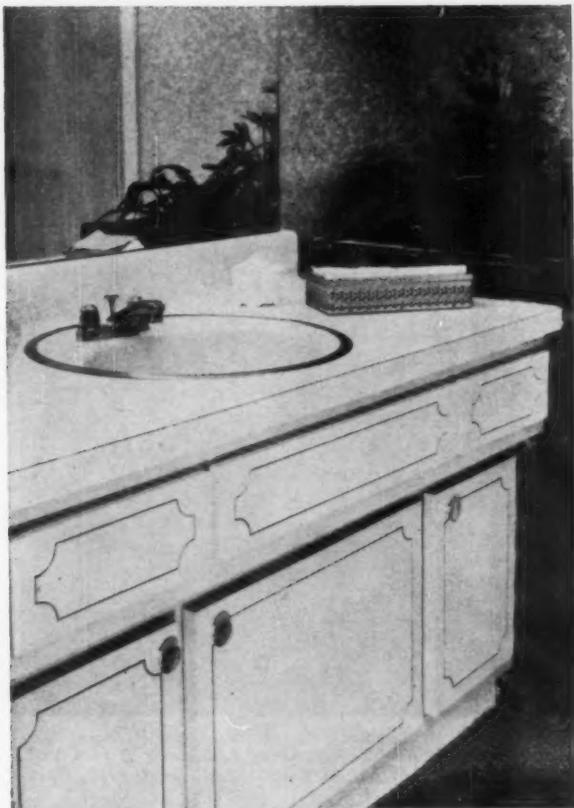
Plumbing: you'll see a new high-style



Design sewage plant for small tract

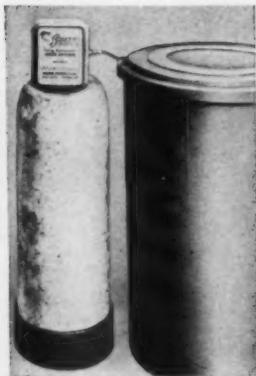
Extended aeration sewage plant is designed for small subdivisions (maximum: 50 homes) as well as shopping centers, motels, etc. Simplicity of design is said to result in low installation,

operating, maintenance costs. Ten sizes from 3,000 to 18,000 gal. per day are available for on-site construction; five smaller sizes are factory completed and shipped.—Yeomans Bros., Booth 940. Circle D27, reply card.



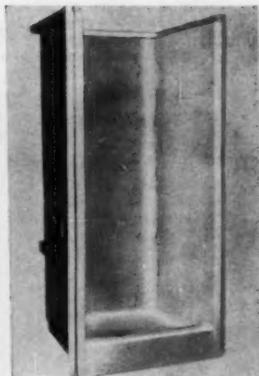
Vanity has European look, lots of cabinets

Factory-finished vanity top and cabinets, called "Gold Regency Vanity," has European furniture styling, plenty of under-counter storage space. Line is available in seven colors; counter is laminate. Features single, double bowls.—Boro Wood Products, Booths 1420, 1421, 1520, 1521. Circle D23, reply card.



Water softener is compact

Water softener comes in two parts, is designed to be fully automatic. Both mineral tank and salt-storage tank are corrosion proof. Softener is compact (34" high), can be placed in kitchen.—Bruner, Booth 807. Circle D24, reply card.

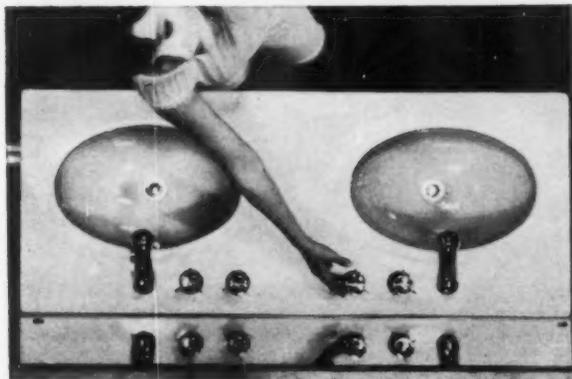


Shower stall is one-piece

One-piece seamless shower stall nails directly on partition studing, needs no plaster or dry-wall backing. Surface is non-porous, will not chip or crack. Finish is gold-flecked white.—Theo. Ejon, Booths 1257-1259. Circle D25, reply card.

level in baths

FOR PLUMBING PRODUCTS TURN TO PAGE 94



Twin bowl lavatory installs on cabinet top

Called the "Valery," this lavatory has twin bowls, large 48"x20" china slab which can be installed on a cabinet top. Fixtures are conveniently placed, bowls have hidden overflows, anti-splash rims. Slab, bowls come in all colors.—Briggs, Booths 718, 618. Circle D28, reply card.



Wall-hung toilet uses concealed pipe

Wall-hung, siphon jet toilet is built with concealed drainpipe. The vitreous china toilet features integral china tank overflow and ground-in valve seat. Round front bowl has curved side panels, partially conceals installation bolts. Supply pipe is roughed through back flange of bowl, is not visible in the normal bathroom. Water tank has top opening smaller than the bottom. Acid-resistant toilet called the "Easton" comes in white, six colors.—Eljer Div., Murray Corp., Booth 1848. Circle D26, reply card.

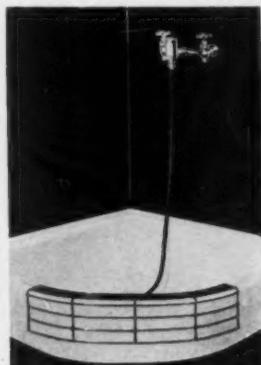
Debut commercial water plant

New commercial water treatment plant corrects water conditioning problems. Especially effective where hard water is heated in heat exchangers, condensers. Neutralizes acid water.—Culligan, Booths 816, 817. Circle D29, reply card.



Faucet has spray device

New one-knob controlled lavatory sink faucet features auxiliary hair spray attachment known as Lava-Spray 575. Faucet control regulates temperature of spray unit.—Delta Faucets, Booths 515, 516. Circle D30, reply card.



Sink for commercial cleaning

Floor sink is designed for commercial building maintenance. Sink is made of enamel, measures 28"x28"; curb height is 8"; back height is 13".—American Standard, Plumbing & Heating Div., Booths 948, 952, 848, 852. Circle D31, reply card.

1962 Product Preview



Random-plank panels can be applied in all rooms
Paneling is finished at the factory, and is available in grooved, random-plank modular units. "Imperial Cherry Plateboard" panels set directly on plaster walls or over furring strips. They

are suitable for living rooms, dining rooms, family rooms, bedrooms, nurseries, and kitchens. Units measure 4'x2' and 4'x8', with a 1/4" thickness.—Abitibi Corp., Booths 1443, 1444. Circle D32, reply card.

Interior materials: new colors,



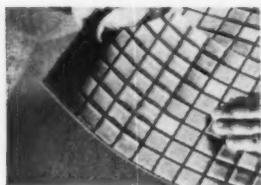
Vinyl flooring is designed for big builder

Vinyl yard goods called "Americana" is aimed at flooring needs of mass builder and remodeler. Flooring is blend of polished marble flakes set against light backgrounds surrounded by multicolored accent chips. Backing is resin impregnated. In six colors.—Congoleum-Nairn, Booth 348, Circle D10, reply card.



Face crown makes panels three-dimensional

Off-center crown and sloping sides of pine panels give a sculptured look to den, family room, dining room. Pattern is called "Coronado"; panels are mounted by either reverse batten or flush method, go up natural or stained. Panel spacing is painted flat white.—Arkansas Soft Pine Bureau. Circle D41, reply card.



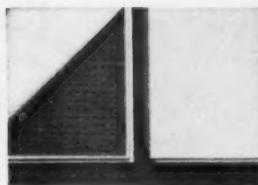
Tile is cushioned in rubber

Ceramic tile for kitchens, bathrooms, family rooms, has rubber joints; 1" x 1" tiles come 64 to 8" x 8" sections. Tile resists stains, scuffs, chipping and cracking. Material is "Cermaflex."—*U. S. Ceramic Tile, Booth 617. Circle D33, reply card.*



Finish requires no waxing

Cherry woodgrain hardboard looks hand-rubbed, requires no waxing, can be cleaned with damp sponge. Comes in 16" x 7" (and 8") sections for clip-setting; 4' x 7' (and 8') for color-matched nails.—*Celotex, Booth 637. Circle D34, reply card.*



Tile hides perforations

Polyvinyl chloride film covers acoustical ceiling tile's face, is washable with damp sponge. Units have T&G edges, can be cut to fit light fixtures, comes in three finishes.—*Barrett Div., Allied Chemical, Booth 1845. Circle D35, reply card.*



For commercial ceilings

New 2' x 2' ceiling panels install on metal grids, are designed for commercial construction. Standard colors are white, green, blue, or custom printed. Flame-spread rating is zero.—*Johns-Manville, Booths 1657, 1757-1759. Circle D36, reply card.*



Decking gets FHA sanction

New building component called "Sheet-Deck" has been cleared by FHA. Panels are made in 2" widths, any desired length. Uses: roof sheathing, roof decking, sub-flooring. Can be finished for exposed ceilings.—*Western Pine Assn., Booths 1348, 1349. Circle D37, reply card.*



Floor eliminates finishing

Factory-finished oak flooring has random planks. "Midnight" finish eliminates on-site sanding, filling, waxing. Planks are recommended for colonial, oriental decor, yet go with most modern interiors.—*E. L. Bruce, 1038, 1039, 1138, 1139. Circle D38, reply card.*



Looks like tile singles

New floor tile module is scored to appear as individual 2 1/4" squares, actually comes in 4 1/4" x 4 1/4" units. Tile surface is rough, called "Crystalline Scored Tile." Tile back is grooved for easy bonding.—*American-Olean, Booth 623. Circle D39, reply card.*



Add seven new floor tiles

Vinyl asbestos floor tile line features such titles as Sunny Buff, Piedmont Green, Primrose, Nassau Pink, Alleghany Gray, Bahama Blue, Nantucket. Line is called "Terrazzo Pastels," comes in 1/8", 9" x 9" tiles designed for kitchens, family rooms.—*Kentile, Booths 538, 539.*

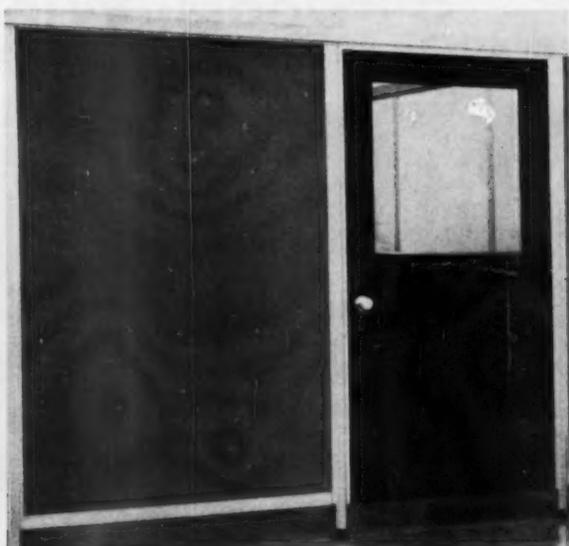
finishes will spark home sales

FOR MORE ON INTERIOR MATERIALS TURN TO PAGE 88



Acoustical ceiling acts as ventilator

Ventilating acoustical ceiling absorbs sound and allows conditioned air to flow directly into room through thousands of perforations in the material. Designed for commercial and industrial use, the system eliminates long runs of ductwork.—*Armstrong Cork, Booth 679. Circle D42, reply card.*



Commercial partitions are flexible

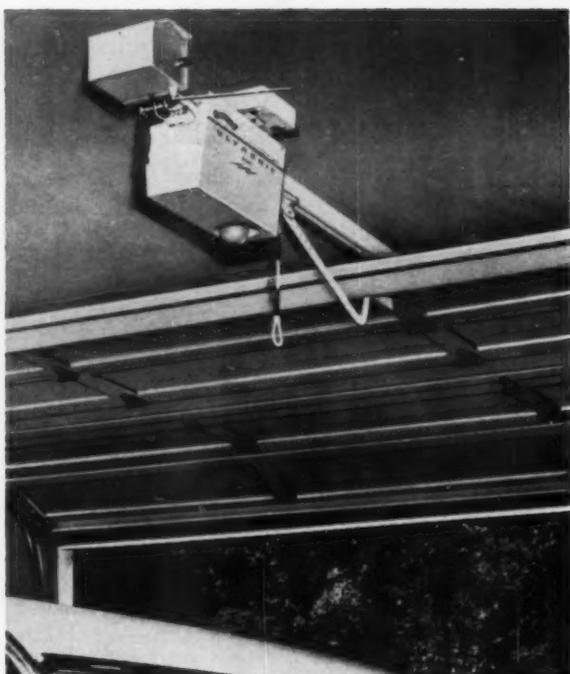
Called "Spacemaker," the partitions set up, dismantle easily. Special spring-loaded latches ease placements of panels into anodized extruded aluminum framing members, assure perfect alignment. Panel posts on floor pedestals adjust to uneven floors.—*Simpson Timber, Booth 1842. Circle D43, reply card.*

1962 Product Preview



Steel T-bar reinforces wood-frame sliders

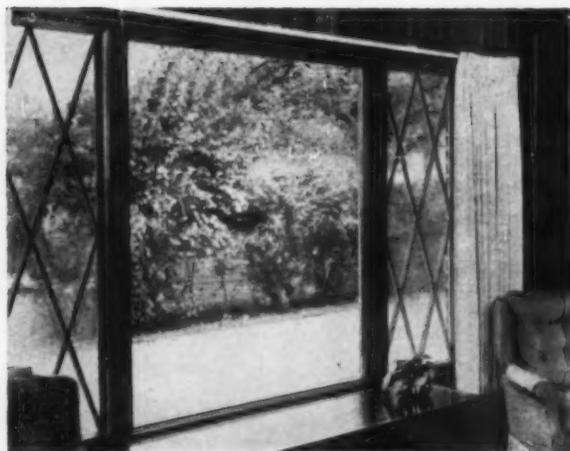
Wood-framed sliding glass window wall goes with warm-textured interiors. is reinforced with warp preventing steel T-section. Track is stainless steel, screens are self-closing. Doors take $\frac{1}{4}$ " $\frac{5}{8}$ " plate glass: 1" insulating glass.—Pella, Rolscreen Co., Booths 1071, 1271. Circle D44, reply card.



Garage door opens at touch of a button

Operated electronically from transmitter inside car, garage door opens, closes automatically. Operator is called "Ultrinsic," contains light which stays on after door is closed. Device works on single-track pull-up with manually-operated catch.—Overhead Door Corp., Booth 870. Circle D45, reply card.

Doors, Windows: eye-catching,



Casement window contains fixed center section

Picture window called "Royal Casement" is framed in wood, blends with wood, plastic, hardboard interiors. Center section is fixed, side panels have concealed hardware, diamond muntins, open vertically and are self-locking.—R.O.W. Window Sales Co., Booth 146. Circle D47, reply card.



Sub-head, sub-sill fit contour of bow window

Bow window, called "Tru-Bow," features sub-head and sub-sill shaped to exterior contour of window's head and seat. Bow radius is arc-formed, not angular. Head, seat boards are $\frac{1}{4}$ " thick clear pine with routed dovetail mullion joints.—Fred Reuten, Inc., Booths 1526, 1527. Circle D48, reply card.



Folding doors turn wall into closet

Floor-to-ceiling metal bifold doors are designed for apartments, other dwellings where utilization of minimum floor and storage area is necessary. Extra shelf can add 25% to 35% extra storage

space. Doors fold outward at pull of center knob, will not warp or bind. Units are louvered for ventilation, are factory-finished, run on tracks and require no special framing.—*Float-Away Door Co., Booth 1817. Circle D46, reply card.*

versatile designs will stimulate sales

FOR MORE ON DOORS, WINDOWS TURN TO PAGE 98



Features new frame finish

Combination storm-screen window has extruded aluminum frame with new finish called Patina Lustre. Finish will not pit or corrode, requires only soap for cleaning. Appearance is pearl gray.—*AlSCO, Inc., Booths 1546, 1547. Circle D49, reply card.*



Muntins snap on glass

Plastic window grilles called "Divided Light" are designed for "Strutwall" line of window units. Muntins snap in and out for easy cleaning of windows, are molded in one piece, change window decor.—*Andersen Corp., Booth 1237. Circle D50, reply card.*

Combine door and frame

All-steel door, frame, hardware comes in one package, needs no mortising, fitting, sanding or hardware preparation. Door has acoustical core, can't warp, swell, rot. Unit is self aligned, will not sag or stick.—*Truscon Div., Republic Steel, Booths 912, 913. Circle D51, reply card.*



Features self-storing sash

Double-rolling, four-track sliding window has self-storing storm sash, tubular frame and inserts. Removable vinyl track minimizes condensation, pre-drilled flanges speed installation. Window matches decor.—*Ida Products, Booths 1727, 1728. Circle D52, reply card.*

Sheet glass reduces glare

Sheet glass called Grey Plate is designed for use in reducing heat and glare in large areas. Plate comes in 15/16" thickness, maximum sizes of 84" x 120." Transmits 50% daylight, 52.2% radiation.—*Libbey-Owens-Ford Glass, Booths 645, 646. Circle D53, reply card.*



Eliminates door frame

Exterior door has "butting strip" which allows completion of exterior walls without finished door frame. Door goes in after exterior, interior walls are dry, finish floor is laid. Useful for component building.—*Ready Hung Door, Booths 1457, 1458. Circle D54, reply card.*

1962 Product Preview

Exterior Materials: new ways to dress



Foam core panels make up exterior siding

Stressed-skin modular panels, shown here as partial exterior siding on Pittsburgh house, are molded around expanded polystyrene core. Foam is closed-cell type of insulation, will not sag

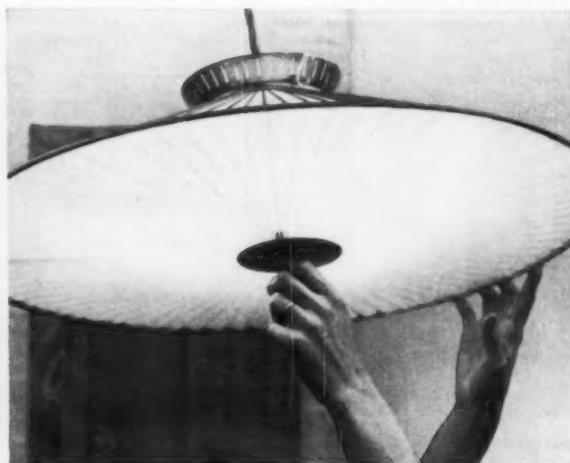
or pack, is impervious to moisture. Panels are 3" thick and manufactured to builder's specifications. Units for one house can fit into truck, are light and easily handled.—Plastics Div., Koppers Co. Circle D55, reply card.

Lighting, Wiring: bright ideas



Ceramic globes lend glamour to pendant lamps

Two new pendant lighting fixtures feature ceramic globes. Left: eggshell white with brown stippling and diamond holes; right: eggshell with scattered perforations and gold speckles. Pendants are 7" wide with 58" of white cord. Tops are of walnut with brass canopies.—Firden Lighting. Circle D61, reply card.



Lamp gives three levels of even light

Multi-bulb, three-way socket in pull-down lamp adjusts collectively to three levels of light, take 25-, 35-, 60-watt bulbs. Old system had single bulb dimmer. Bulbs are called "Cluster Light," have rated life of 1,500 hrs. at low level; 1,000 at upper.—Nela Park, General Electric. Circle D62, reply card.

up the outside

FOR MORE ON EXTERIOR MATERIALS PAGE 99



Edge marks identify framing lumber

Dry framing lumber for attic rafters, floor joists, wall studding, garage studding is marked on one edge, symbolizes quality and pre-seasoning of material. Effectively demonstrates hidden values in builder's cutaway model house.—Weyerhaeuser Co., Booths 1437-1439, 1538-1539. Circle D56, reply card.



Siding carries guarantee

Mineral surface insulating siding is offered with 20-year warranty. Siding is called Woodsul-8, measures 8" x 48". Units are fire-retardant resist termites, fungus, rot, mildew.—Bestwall Certain-teed, Booths 419, 420. Circle D57, reply card.



Press-in insulation

Called Friction-Fit, insulation presses into place, needs no stapling. Batts can fit ducts, pipes, wiring. Comes 2", 3" thick for walls; 3", 6" for ceilings.—Owens-Corning Fiberglas, Booths 120, 121, 218, 219, 318, 319. Circle D58, reply card.



Add two new siding panels

Factory-primed vertical siding panels come in 4' x 9', 4' x 10' sizes, as well as standard 4' x 8'. Three lengths are packaged four to a bundle. Line includes 16' horizontal lap siding; 10 per bundle.—Insulite, Booth 1052. Circle D59, reply card.

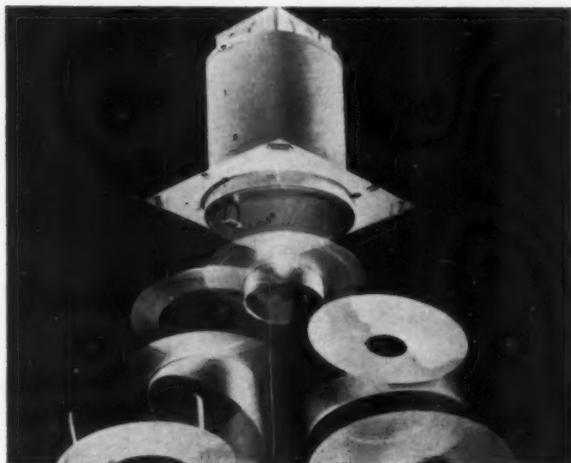


Wrap protects lumber

Lumber wrap combines heavy-duty paper and polyethylene film, protects wood against moisture, dust, scuffing. Uses no twine, tape for sealing, opens easily.—Crown Zellerbach, Booths 1440, 1441. Circle D60, reply card.

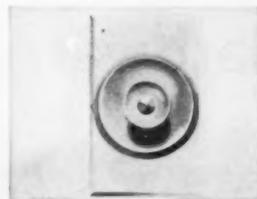
for your models

FOR MORE ON LIGHTING, WIRING, PAGE 150



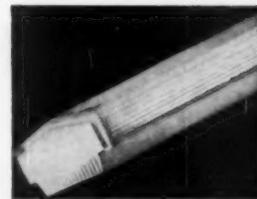
Light housing takes wide variety of fronts

Individual housings permits use of 67 front and trim styles, including flat and drop bowls, louvered, conical, skirted, eyeball, pinhole and adjustable spots. Housing is called "U-All." Fronts are anodized aluminum with chrome, brass, copper, finishes.—Emerson-Pryne, Booths 1017, 1117. Circle D63, reply card.



Controls for light dimming

Dimmer has two positions, comes in 300-, 500-watt capacities. Other type has continuous selectivity, comes in 300-, 600-watt capacities. Dimming capacities are for incandescent.—Progress Mfg. Co., Booths 342, 343. Circle D64, reply card.



Fixture has molded lens

Fluorescent fixture features injection molded lens; prisms provide good brightness control. Interlocking ends need no dark joiner straps for continuous runs. Designed for schools, offices, stores.—Lightolier. Circle D65, reply card.



Antenna goes in attic

Built-in attic TV antenna comes in 2, 4, 5 outlet systems. Unit above has 2-set coupler, 2 TV-FM "plug-in" outlets. Face plates are flush or surface types. Antenna staples over joists.—Jerrold Electronics. Circle D66, reply card.



Takes many types of trims

Recessed light housing goes with variety of trims and lenses. Has snap-on bar hangers, fits easily into plaster frame. Housing is prewired, measures 8 1/4" high, 6 5/8" dia.—Moe Light Div., Thomas Industries, Booth 150. Circle D67, reply card.

1962 Product Preview

Packaged Homes: new designs,



Home combines classic clapboard, brick finish

Manufactured home called the "Lexington" has two full stories, offers total living space of 1,495 sq. ft. Designed to make maximum use of limited lot size, home has living room, dining room,

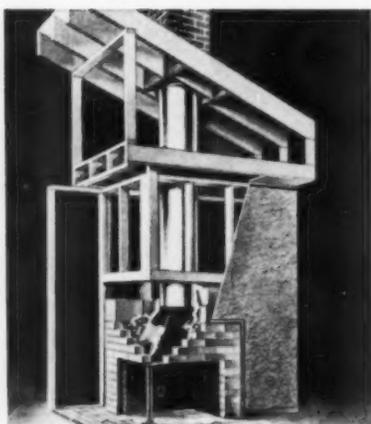
kitchen, half-bathroom on first floor; features three bedrooms, study and full bathroom on the second. Exteriors are available in several stylings. Optional: one-, two-car garage.—U. S. Steel Homes, Booths 1223, 1224. Circle D68, reply card.

Hardware, Building Specialties:



Design lockset for motel

Lockset has red occupancy indicator, is designed for motel, hotel rooms. Device locks out extra guest keys, master keys, can only be opened by owner's key. Safety feature prevents leaving room unlocked.—Kwikset Sales, American Hardware, Booths 414-416. Circle D73, reply card.



Complete fireplace for \$300

Masonry fireplace is completely built from hearth to housing top for under \$300 in any inside location. Sets up in less than 10 hours, is designed for slab, basement, inside wall or center of house. Has classic or two-sided opening.—Vega Industries, Booths 1125, 1126. Circle D74, reply card.



Ventilator for fallout shelter

Fallout shelter ventilator is powered by electricity; works by hand in case of power failure. Blower operates at 2,850 rpm (on electric); motor is 66 watts, 115 volts, 60 cycle AC. Delivers 86 cu. ft. of air per minute.—Hunter Div., Robbins & Myers, Booth 1352. Circle D75, reply card.

techniques for every taste

FOR MORE ON PACKAGED HOMES TURN TO PAGE 84



Series comes in several different models

Home series known as "1500" comes in variety of stylings, features three bedrooms, two baths. Shown above is "Ranch Colonial."—Scholz Homes, Booths 441, 541. Circle D69, reply card.



Four floor plans, ten elevations for home series

"Buccaneer" series of homes have variety of designs, three bedrooms, 904 sq. ft. of space. "American Ranch" is shown above.—Inland Homes Corp., Booths 1558, 1559. Circle D71, reply card.



Derrick truck unloads homes right on slab

Truck brings packaged homes to site, has 85' "sky hook" which lowers fully constructed wall sections directly on slab.—Mid-American Homes, Booths 412, 413. Circle D70, reply card.



Packaged homes enter low-cost market

Three-bedroom, 902 sq. ft. home is designed to sell for as little as \$9,280 (excluding lot). Homes exceed FHA minimum requirements.—Kingsberry Homes, Circle D72, reply card.

extras that count

FOR MORE HARDWARE TURN TO PAGE 102



Intercom, AM-FM comes all in one package

Intercom system includes AM-FM radio, fold-out stereo record changer. Easy-to-read switches open communication to nine rooms and front door. Unit is designed for living room, recreation or family room and kitchen.—Rangaire, Roberts Mfg. Co., Booths 933-935. Circle D76, reply card.



Device gives fire protection

Built-in outlet for home cleaning system features thermostat which triggers alarm bell in case of fire. Bell rings until heat subsides or is turned off manually. Outlet also has burglar alarm.—H. P. Products, Booth 1121. Circle D77, reply card.

Locks for panel doors

Locksets are designed for traditional-style front entrances, blend with flush or set-back framing. Locksets have in-knob keyhole, click-shut and double-bolting action. Manufacturer's line includes interior door locks and pulls, strikes, bolts, handles.—Schlage Lock, Booths 434, 435. Circle D78, reply card.

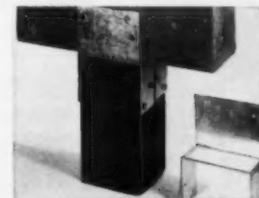
Sets go with any decor

Exterior, interior lock-and-latch sets are designed to fit any design. Includes front door, closet, passage, bedroom, terrace, and bathroom units. Also spring latches and dummy trims.—Arrow Lock Corp., Booth 1471. Circle D79, reply card.



Pegs take care of tools

Power and hand tools hang on adjustable pegs which fit easily into 4" track. Called "Handi-Pegs," units come in natural or anodized finishes, eight pegs and 4" track to a package.—Macklanburg-Duncan, Circle D80, reply card.



Caps go with two members

Post caps are designed for use with 4x4, 4x6 framing members. Can be used singly or in pairs when tying post and beam connections together. Packaged with post, beam cap nails.—Timber Engineering, Booths 321, 322. Circle D81, reply card.

1962 Product Preview



Power screwdriver sets drywall quickly

Heavy-duty drywall power screwdriver sets mounting screws to pre-set depth on metal or wood studs. Prevents marred wall-board, damaged screw heads. Eliminates nail-pop, broken bits, stripped threads. Can also be used for mounting acoustical tile. —Black & Decker, Booths 221, 222. Circle D81, reply card.



Pistol-grip drill makes holes up to 3 1/2"

Power drill has heavy-duty, compact chuck, takes 1/2" drill for metal or 3/4" hole saw. Side handle gives leverage and control for heavy drilling operations, can be removed for close-quarter drilling. Housing is aluminum; 3 amp. motor provides 300 rpm at full load.—Skil Corp. Circle D82, reply card.

Tools, Equipment: they help



Panel jig requires only three men to operate

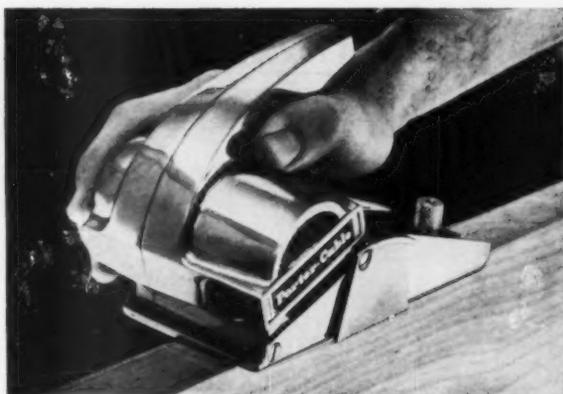
Panel jig, called "Q-System," needs only two men for exterior and interior component building. Third man pre-cuts lumber. Panels can be dimensioned and made to any stock plan of 1,000'-

1,200' house. Jig can make corner panels, door panels, exterior types with blocking, partition, panels for stock windows, filler panels. Jig can operate right on site or in shop.—Quesenberry Component Building System. Circle F85, reply card.



Pump device cuts contractor's costs

Automatic idle control on water pump cuts in when water drops below suction line strainer, cuts maintenance costs on engine and pump parts. Engine resumes full speed when water level rises. Device releases workman for other duties. Control available on four pump models.—Homelite. Circle D83, reply card.

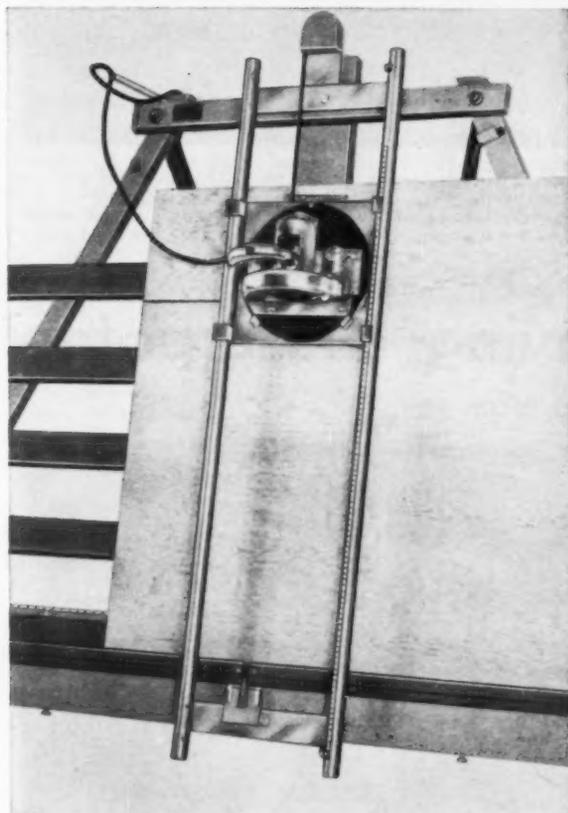


Block plane features one-hand control

Power block plane can be controlled by one hand, is suited for overhead work and hard to reach locations. Performs wide range of operations including edge planing, beveling, rabbeting. Can plane 2" dressed stock.—Porter-Cable, Rockwell Mfg., Booth 1819. Circle D84, reply card.

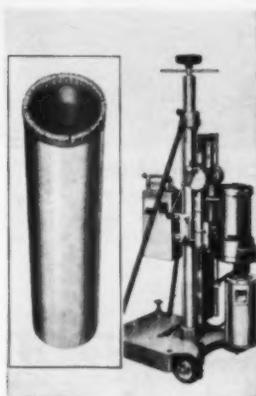
make the faster house a reality

FOR MORE ON TOOLS, EQUIPMENT TURN TO PAGE 107



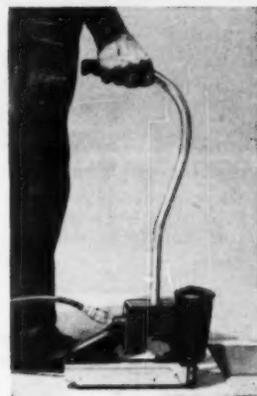
Power saw handles all sizes of panels

Two-way panel saw and jig can size standard 48" wide panels and large 62" types. Jig channel lengths go up to 14', can accommodate any panel length. Special turntable allows operator quick change from cross-cut to rip. Can cut thin laminates.—DeWalt, Booth 1753. Circle D86, reply card.



Drill cuts into concrete

Heavy duty floor drill has diamond-headed core bits, is designed for drilling into steel reinforced concrete, other critical areas. Device is set up for contractors involved in small drilling jobs.—Clipper Mfg. Co. Circle D87, reply card.



Takes stoop out of stapling

Staple nailer with handle extension is designed to take the stoop out of stapling. Touch-trip device fires staples without squeezing trigger. Tool is for roof sheathing, sub-flooring.—Fastener Corp., Booths 119, 120. Circle D88, reply card.

Sharpens saws on the job

Jointing, gumming, sharpening and setting can be done right on the job, requires no special skills. Called "EZ-Sharp," machine save sending power and hand saw blades to shop.—Easy-sharp Corp., Booths 716, 717. Circle D90, reply card.



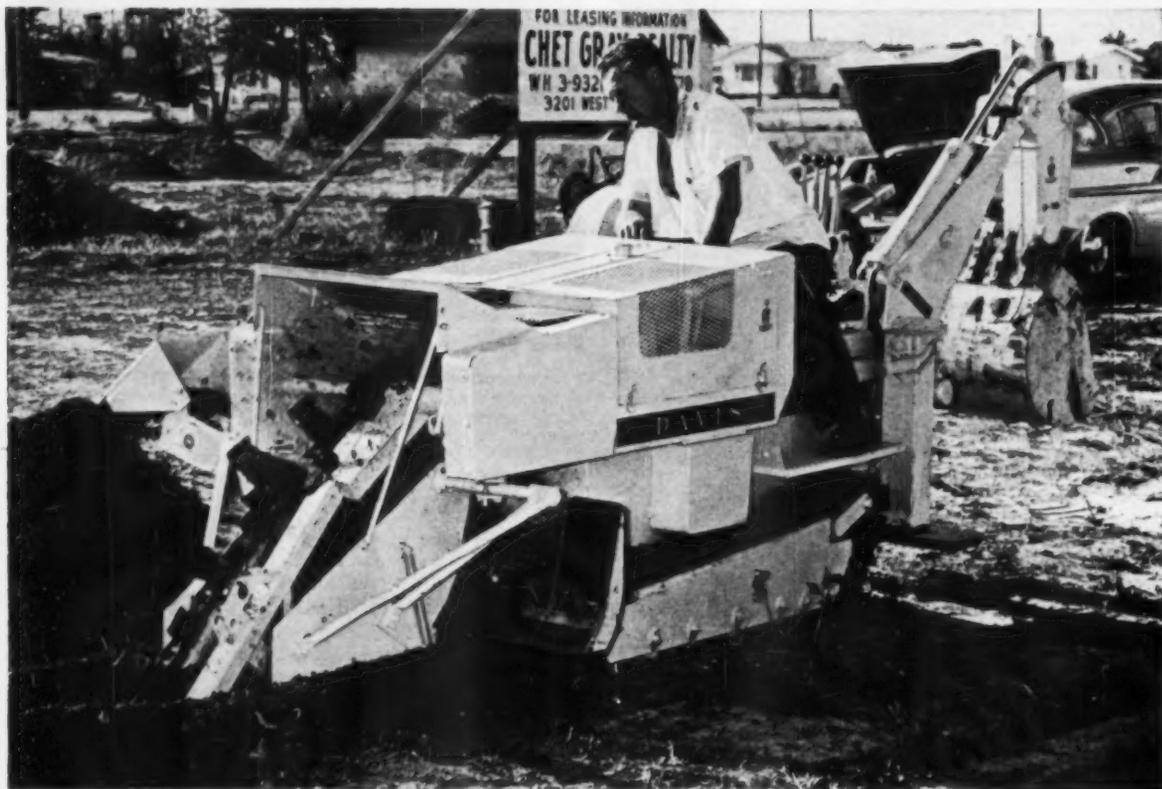
Cuts wood for 600 trusses

Component cutter will size up parts for 600 roof trusses per eight-hour day. Fabricator cuts to minimum of 1/2 to 12 pitch on a 2x4 lower chord; heel cut from 0" to 1 1/2" pitch on lower chord.—Clary Corp., Booth 1744. Circle D89, reply card.

Design for masonry drilling

Air impact drill works in reinforced concrete, other masonry materials. Tool operates off portable compressor, needs no electricity. Drills for anchors, pipe, conduit.—Stanley Works, Booths 1467-1470, 1567-1569. Circle D91, reply card.

1962 Product Preview



Excavator combines backhoe and backfiller

Crawler-type excavator combines trencher-backfiller with heavy duty, detachable backhoe. Operator can handle any soil and digging problem as well as backfilling and leveling up to final

grade. Trencher handles ditches up to 18" wide, 78" deep at speeds up to 840' an hour. Backhoe digs 84" deep, has continuous operating arc of 180°, pryout pressure in excess of 10,000 lbs.—Davis Mfg. Co. Circle D92, reply card.

Trucks, Earthmoving: these potent



Introduce diesel power into truck line

Truck line now uses diesel power with 15 medium-duty models. Power is supplied by 130 hp., 212 cu. in., two-cycle, in-line, four-cylinder engine. Trucks also feature lower hood lines, direction signals as standard equipment, longer-life mufflers.—Chevrolet Motor Div. Circle D98, reply card.



Van pickup has walk-in door feature

Delivery van pickup features walk-in type door. Truck is designed for light pickup and delivery duty, weighs 1/2-ton. Commercial unit has cargo capacity of 170 cu. ft., compact wheelbase of 81", overall length of 154"; engine is 4-cylinder.—Willys Motors, Booths 142, 143. Circle D99, reply card.



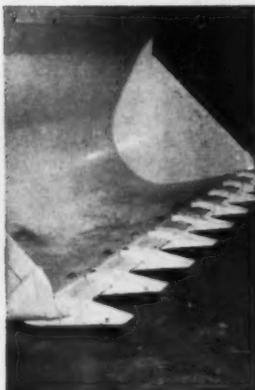
Front-end loader has removable backhoe

Loader takes variety of front-end attachments, has quickly removable backhoe. Loader has 3,700 lb. breakaway and 1,800 lb. lifting capacity, comes in bucket sizes of $\frac{1}{2}$, $\frac{3}{4}$, $1\frac{1}{8}$ cu. yds. Front-end attachments include 72" backfill blade and 1,000 lb. capacity fork lift.—*Oliver Corp. Circle D93, reply card.*



Forced feed conveyor loads earth fast

Forced feed conveyor loader attains speeds of 500 feet per minute. Unit is 30" wide, equipped with heavy-ply rubber belting. Capacity is five to eight cu. yds. per minute in loose material, 20 cu. yds. in snow. Overall length is 25'.—*Industrial Div., Massey-Ferguson, Booths 138-140. Circle D94, reply card.*



Bucket teeth are longer

Longer tips for loader bucket teeth, called "runners," are designed for 944 and 966 models. Top of tooth is ribbed, wears slightly faster than flat bottom surface, keeps tooth sharp throughout wear life.—*Caterpillar. Circle D95, reply card.*



Truck has swivel seat

Driver has ready access to 170 cu. ft. compartment of truck line by using swivel seat. Reduces operator fatigue, allows driver to step into compartment without leaving truck. Seat is optional on trucks.—*Volkswagen. Circle D96, reply card.*



Blade fits small tractors, angles 10 ways

Maintenance blade fits most small tractors, has ten adjustments for angling blade. Unit is designed for maintaining roads, is effective in backfilling and leveling operations. Three reverse blade positions are set up for backfilling; angle of cutting edge is controlled by top link of tractor, side tilt controlled by leveling screw. Blade measures 6', construction is all-steel, weight is 242 lbs. Hitches to tractor by snap-coupling or point fastening. Blade is designed for tractors with 35 hp rating.—*Servis Equipment. Circle D97, reply card.*

partners save you on-site labor

FOR MORE ON TRUCKS, EARTHMOVING TURN TO PAGE 85



Utility truck comes with soft top

Soft top snaps on quickly on utility pickup truck, is made of white vinyl-faced cotton twill with polished vinyl windows. Top is supported by steel tubing sections that can be stored in special compartment mounted behind front seat.—*International Harvester, Booths 1648, 1650. Circle D100, reply card.*



Tractor adapts to all grading work

Tractor and attachments are designed for all types of grading from sub-surface work to final landscaping. Backhoe digs pipe and tile lines, has angle-blade for backfilling. Front loader removes surplus dirt quickly. Special "Earthcavator" attachment does all final grading.—*Ford. Circle D101, reply card.*

PRODUCT PREVIEW

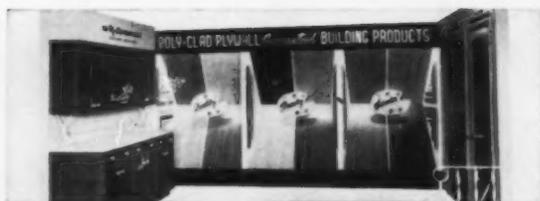
KITCHENS



Award winning gas range comes free-standing or built-in

Control provides higher operating temperatures yet maintains lower temperatures than ever before possible, according to manufacturer. Free-standing or built-in models; cooking top is on sliding panel beneath oven at convenient work height. Fea-

tures double oven and eye-level broiler. Included is thermostatically controlled burner and hard wood cutting board. Entire burner top can be lifted out for cleaning convenience.—*O'Keefe & Merritt Co., Booths 667-669. Circle D101A, reply card.*



Prefinished cabinet package includes wood edging

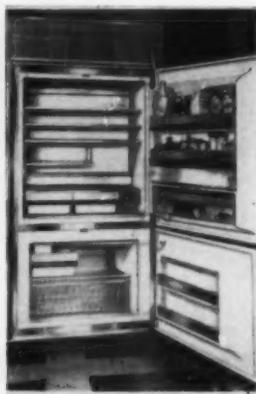
New Poly-Clad package, new Plywall wood edging and moldings are now part of Poly-Clad Plywall line along with full access bifold doors and 12 panel finishes. Offer wide variety of kitchen wall surfaces that are both decorative and easy to

clean, allow builder and buyer opportunity to achieve custom-made look. Panels and finishes are equally at home in living and dining rooms, add informal look to family room.—*Plywall Products Co., Inc. Booths 1743. Circle D102, reply card.*



Oven cooks, keeps food warm

A boon to housewives, automatic cooking turns oven down when food is cooked, keeps it warm until ready to serve. Control keeps food fresh. Has 19" wide oven.—*Modern Maid, Tennessee Stove, Booths 144, 145. Circle D105, reply card.*



Refrigerators have new decor

Built-in refrigeration equipment, in 13 models, has neutral tone interiors, choice of colors or metal finishes. Complete with conveniences to suit every kitchen.—*Sub-Zero Freezer Co., Inc. Booths 631, 632. Circle D114, reply card.*



Ranges save on work

New line of gas and electric ranges has advanced luxury features that are designed to save labor for the housewife. Free-standing or built-in styles from 36" to 20".—*Brown Stove Works, Booths 708, 709. Circle D116, reply card.*



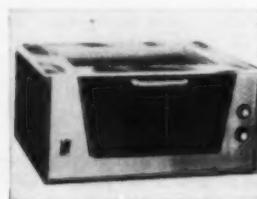
Sliding tray base cabinet

Birch kitchen unit has two rows of three drawers, strong enough to support heavy loads with finger tip control. Available in 18" and 24" widths to fit any basic kitchen plan.—*Long-Bell Div. International Paper, Circle D117, reply card.*



Gas range has take-out doors

Model with 20" oven features new Vesta line. Oven doors are removable, have double silicon seals. Wide variety of porcelain enamel finishes. Other sizes: 20" and 30".—*Athens Stove Works, Inc. Booths 1210-1211. Circle D118, reply card.*



Barbecue is built-in

Features twin, 3,000-watt elements with individual infinity control knob. Flexibility permits cooking of rare to well-done meats at same time. Each element takes 220 volt AC.—*The Majestic Co., Booths 642-3 and 843-4. Circle D119, reply card.*



Plastic finishes reduce glare, go on kitchen cabinets

New plastic laminate finishes retain look of fine wood, cut glare and hide fingermarks. Especially adaptable for vertical surfacing of cabinets. Material is 1/32" thick and has tough abrasion resistance, is impervious to strong cleaning solutions.

New finishes come in a special line of eight wood grains, popular choices of average homeowners. Laminate is stocked in 48"x120" sheet sizes. Complete line also includes counter tops.—*Formica Corporation, Booth 1601. Circle D103, reply card.*

Range hood glides on rollers

For oven-over-burner ranges, hood glides all or part way out. When not in use, front is flush with panel of range. Has mesh grease and activated charcoal filters, variety of finishes.—*Major Industries, Inc., Booth 560. Circle D111, reply card.*



Corner shelf revolves

Revolving shelf hardware gives maximum service in kitchen corner cabinets. Lazy Susan operation allows housewife to reach any package without strain. Fits all standard cabinets.—*Knappe & Vogt Mfg. Co., Booths 619, 620. Circle D110, reply card.*

Range has even heat control

Drop-in range top features low temperature gas heat control, keeps food warm without scorching. Called "Blanket-O-Flame." control is maintained by cushion of air under grate.—*Whirlpool, Booths 1058-1061, 1158-1161. Circle D112, reply card.*



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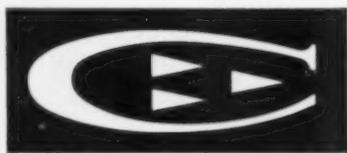
BULLETIN

FOR BUILDERS

Now—for the first time—you can include whole-house air conditioning in your new homes for less than the cost of an average fireplace. By installing Chrysler's Model 1140, you get 33,000 BTU's of cooling capacity—enough to cool 2,200 square feet of living space. Here's your opportunity to sell more houses—faster. This breakthrough was made possible by Chrysler advances in design—another example of Chrysler's engineering leadership.

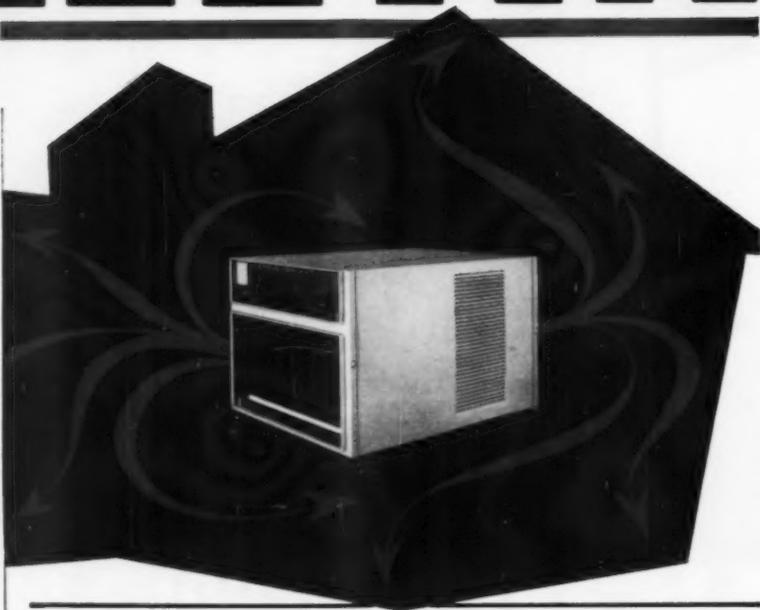
Fancy frills and extra weight are gone. The compressor features a new "deep probe" motor guard: an overload protector wired directly into the motor windings, eliminating the need for four separate (and complicated) control components. This increases reliability, simplifies servicing and reduces manufacturing costs.

So insure that sale before you build. See your Chrysler distributor today and let him show you how you can install Chrysler's Model 1140 for less than \$600.



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WHOLE-HOUSE AIR CONDITIONING

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PRODUCT PREVIEW

KITCHENS



Compact all-electric heat pump saves space, cuts ductwork

Electro-Flo heat pump was designed to fit into a 22x22" space—preferably in kitchen areas or small closets to keep ductwork at a minimum and improve operating efficiency according to designers. Indoor section of the unit consists of blower, heating-

cooling coil and furnace. Outdoor section is reported to have several new features including a better defrosting method and a charge stabilizer to increase input of btu's for heating cycle.—*Stewart-Warner Corp., Booths 819-20. Circle D138, reply card.*



Water reaches all corners of dishwasher, prevents spotting

Dual-direction roll repeller dips into solid water, rotates in both directions and reduces blind spots. Washer has selector dial and indicator light recessed in control panel; manual switch allows light to act as night light in kitchen. Automatic water

conditioner injector adds exact amount of conditioner to rinsing cycles, preventing spotting on glasses and silverware. Thermostat insures positive drying action; timer turns off machine.—*The Tappan Co., Booths 1067, 960-964. Circle D104, reply card.*



Ranges match cabinets

Electric and gas ranges high-light styling with easy-to-clean blue-gray oven interiors, modern control panels. In 20" and 30" sizes, they match cabinet heights and depths.—*Hardwick Stove Co., Booths 1260-1262. Circle D120, reply card.*



Cabinets with lasting finish

Cabinet doors are of high-pressure laminate, exclusive development of company. Will not warp or dent. Available in various wood grain patterns, won't fade. In 3" module units.—*Caradco, Inc., Booths 1005-1007. Circle D107, reply card.*

Fiber glass laundry tray

Tray has 23 gallon capacity, black enameled steel stand with leveling screws and tie down plates. Tray is finished at factory. Colors: white, mint, canary and pink. Shipping weight—211 pounds.—*The Selfridge Company. Circle D121, reply card.*

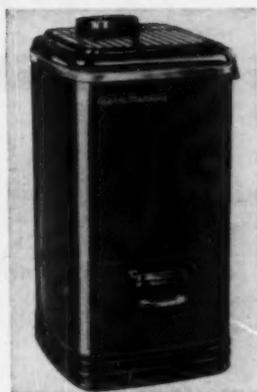
Cooktops are packaged

Electric built-ins come in four packages, offer builders wide range of 3- and 4-counter units, wall ovens, with or without windows. All units offer a selection of 6 decorator colors.—*Vernois, Mt. Vernon Furnace & Mfg. Co. Circle D122, reply card.*



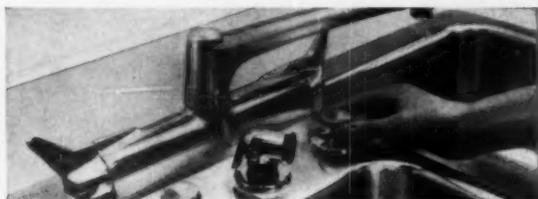
Washes through radial arms

Greater racking flexibility is achieved in gas dishwasher because water enters through radial wash arms on unit's sides. Wetting agent goes in fold-down door before operation.—*Preway, Booths 1512-1516. Circle D123A, reply card.*



Gas disposer is lined

Disposer has glass-lined outer jacket, full firebrick lining. "Positive seal" method prevents smoke leakage. Finished in porcelain enamel; two shades of green on outside.—*Locke Stove Company, Booth 1519. Circle D115, reply card.*



Kitchen sinks feature lavatory-type pop-up drain

No longer need a woman plunge her hand to the bottom of a sink full of soapy dishwasher to release the drain. A study by manufacturers showed that the sink feature most wanted by women is a remote control drain at countertop level. The pop-up, lavatory-type drain can be had

in single and double sinks. A three-bowl "Cuisine Centre" sink has remote drain controls for the two side sinks and provision for installation of a garbage disposal in the center. Sink includes cutting board.—*Elkay Mfg. Co., Booths 1553-1555. Circle D147, reply card.*



Knock-down steel cabinets need only screwdriver to assemble

Designed to save shipping costs, cabinets can be assembled by one man with screwdriver. Panels of wood veneers or plastic laminates are interchangeable. Decorative appearance makes them equally useful in kitchens, baths or in main living areas of

house, offer builder and owner greater choice of decorative schemes. Inset front can be changed in a matter of minutes. Cabinets can be purchased assembled.—*United Metal Cabinet Corp. Booths 1428. Circle D113, reply card.*

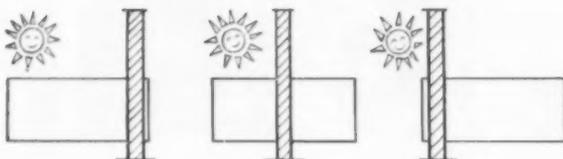
See what's new in air conditioning at the NAHB Show!

Trane announces new line— MEETS THE 7 MAJOR CHALLENGES OF

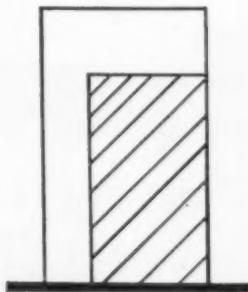
For some time now, builders have wanted central air conditioning equipment that offers greater installation flexibility—sizes to meet exact requirements—more compact design—quieter operation and easier installation and maintenance.

Now, TRANE announces a completely new and expanded line of residential and small commercial Climate Changers to meet these demands. Built with the skill that has made TRANE the leader in big building air conditioning, TRANE Climate Changers offer these attractive advantages...

INSTALLATION FLEXIBILITY



TRANE Climate Changers can be installed anywhere—in or out of the house. The new Horizontal Self-Contained unit can be completely hidden in the attic, basement, crawlspace, furred-in; or outside against a wall. Compact design allows you to butt units through the wall of a standard frame house by cutting only one stud.



TRANE Split System Climate Changers have the same flexibility and design. The neat, trim compressor unit is up to 50% smaller than comparable units. It fits perfectly in a typical garage corner. Compact cooling coil is installed on top or bottom of furnace... or in ductwork.

UNMATCHED SELECTIVITY

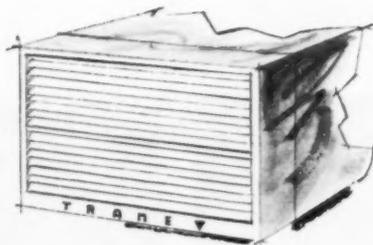
The new TRANE line is the most complete in the industry. It assures you of a unit sized to fit almost every residential application regardless of the size or style of the home you build. Allows you to select a unit to meet exact tonnage requirements—no unsatisfactory under-sizing or expensive over-sizing.

TRANE UNITS	TONS OF REFRIGERATION									
	2	2½	3	4	5	7	10	12½	15	
SPLIT SYSTEM COOLING	•	•	•	•	•	•	•	•	•	
HORIZONTAL SELF-CONTAINED COOLING	•	•	•	•	•	•				
SPLIT SYSTEM HEAT PUMPS	•	•	•	•	•	•				
HORIZONTAL SELF-CONTAINED HEAT PUMPS	•	•	•	•	•	•				

TRANE air conditioning, including heat pumps, is now available in full-rated capacities of 2, 2½, 3, 4, 5, 7, 10, 12½ and 15 tons... in horizontal self-contained or split system units.

TRANE furnaces to match are available in gas models ranging from 77,000 Btu to 154,000 Btu. Oil models, 84,000 to 140,000 Btu.

CUSTOM APPEARANCE

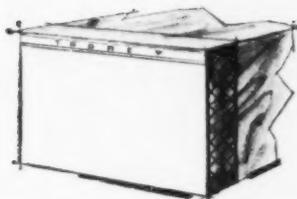


Attractive Climate Changer styling allows the unit to blend with any surrounding. An attractive accessory condensing air intake and discharge grille provides trim outside appearance for units mounted inside the house. When installed outside, unobtrusive compact units blend with the landscape or roof line.

QUIET OPERATION

In the past builders complained of the noise associated with residential air conditioning equipment. Now, TRANE has solved the problem. TRANE equipment is designed to provide maximum cooling with a minimum of sound.

RESIDENTIAL AIR CONDITIONING

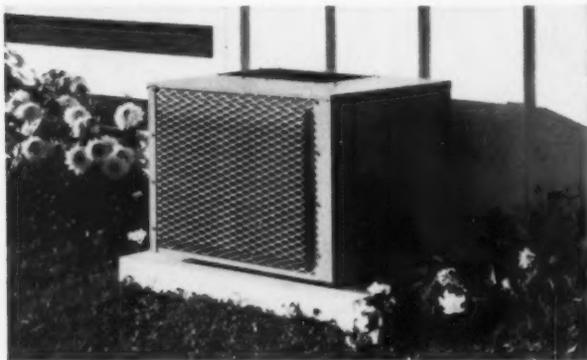


All fans used in TRANE Climate Changer units are carefully selected to provide top efficiency at low sound levels. Fans are accurately balanced before installation in the unit and all are belt driven for quieter operation. Fan motors and the compressor are floated on rubber.

And, when even greater sound reduction is required because of nearby homes or outdoor entertainment, an exclusive TRANE accessory sound attenuator is available to make the unit even more quiet.

COMPACT SIZE

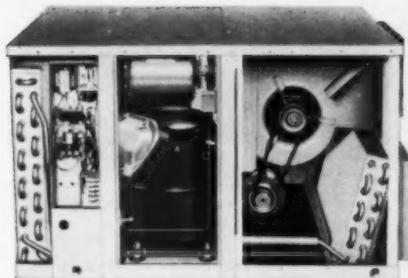
TRANE Climate Changers are more compact. Single package air conditioners save up to 50% of the space used by other makes. TRANE units require no floor space—can be suspended from a ceiling, tucked away under the kitchen sink or hidden in a closet. In outdoor application the low silhouette unit is ideal for roof top installation or for slab installation beside the house.



EASY INSTALLATION, MAINTENANCE

Horizontal Self-Contained units can be flush mounted in a corner because all working parts and controls are accessible from one side—no need for service clearance on top or other three sides.

Rugged cabinets are constructed of heavy gage, rust-proof galvanized steel. Even if playing children jumped on an outside installation, they wouldn't hurt this sturdy unit—or hurt themselves because all working parts are completely enclosed.



HIGH QUALITY AT LOW COST

TRANE enables you to meet the demands of today's quality-conscious buyers. Here's quality heating and cooling at down to earth prices. With TRANE, you get all the experience and know-how of a leader in air conditioning . . . everything from skyscrapers to jet planes to subway trains.

A 270,000 sq. ft. plant in Clarksville, Tenn. was built especially for the production of residential air conditioning and heating equipment. In this multi-million dollar plant, modern tools, top-grade materials, skilled workmen and painstaking testing and inspection procedures work to uphold the TRANE tradition for quality equipment.

Now's the time for you to investigate the new TRANE line of Climate Changers. Call your local TRANE authorized dealer or TRANE Sales Office today. Learn how TRANE equipment will solve your residential air conditioning problems at lower cost. Or, write TRANE, La Crosse, Wisconsin.

If you attend the National Association of Home Builders Show in Chicago, be sure to stop at the TRANE exhibit, Booths 954-958, and see what's new in air conditioning.

TRANE

For any air condition

Manufacturing engineers of air conditioning,
heating, ventilating and heat transfer equipment

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PRODUCT PREVIEW

HEATING, COOLING



Prefabricated glass fiber duct said to cost less in-place

G-B Duct, a round duct which combines thermal and acoustical insulating properties, is delivered in six-foot sections which require no pre-assembly—only standard sheet metal fittings. Makers also point out that additional time and money may be saved by the product's resilience

and ability to take abuse during installation. G-B Duct also said to be inorganic, does not rot, mildew, corrode or deteriorate. Carries Underwriter Laboratory approval. Adapts to attic or basement installations.—*Gustin-Bacon Mfg. Co., Booth 1844. Circle D142, reply card.*

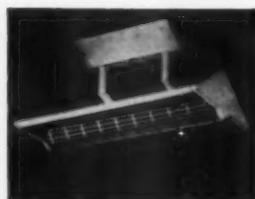


Improved heating-cooling

New line of belt-driven attic fans require only two steel corner supports attached to cross bracing. Designed for horizontal installation in limited spaces. Sizes: 24", 30", 36", 42" blade dia.—*Lau Blower Co., Booths 845-6. Circle D127, reply card.*

Cleans air electronically

Electronic cleaner removes dirt smaller than tobacco smoke particles by means of ionization. Designed to fit into space similar to one used with disposable air filters. Units have full-year warranties.—*Trion, Inc., Booth 1528. Circle D135, reply card.*

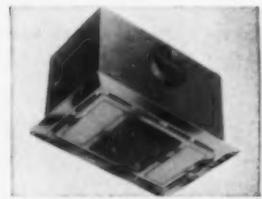


New radiant ceiling heater

Bathroom ceiling heater, Model 1104, uses a pendant design to enclose fully the 700-watt, 115-volt heating element capable of producing 2390 btus. Both grille and reflector are aluminum.—*Trade-Wind Div., Robbins & Myers. Circle D128, reply card.*

Gas merchandising materials

Gas industry announces complete line of promotional and merchandising materials to be used with its Blue Star Home program. Also, information on gas heating and cooling is available.—*American Gas Association, Booths 1319-20. Circle D125, reply card.*



Triple duty bathroom heater

New bathroom ceiling unit offers lighting, ventilation and 4950 btu heating. The 115-volt package includes remote wall switch with plate, 4" duct with built-in back draft damper.—*Hunter Div., Robbins & Myers, Booth 1352. Circle D126, reply card.*



Simpler central system a/c

New Quik-Attach air conditioner in 2-ton range combines installation ease and factory sealed advantages of self-contained units with flexibility of split systems. New Spine-Fin coil said to be 50% more efficient.—*General Electric. Circle D129, reply card.*



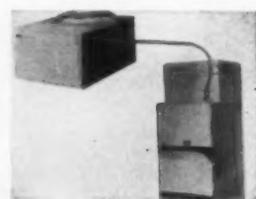
Furnace line saves space

New line of Base Blo and Counter Flow, upflow and downflow gas heating units, will feature squared look and space saving design. Unit capacities range from 50- to 150,000 btu. Can go in kitchen, closet.—*American Furnace Co., Booth 930-932. Circle D143, reply card.*



Furnace needs little space

New A165 needs less than 2 sq. ft. of floor space. Can be installed with side, front or rear outlets. Rated at 65,000 btus input. Safety controls turn off gas in case of overheating, power or pilot failure.—*Monogram Ind., Booths 731, 732. Circle D133, reply card.*



Easy-to-install central a/c

To simplify installation of central a/c, new pre-charged split system-model 1254 has been introduced. Special features: flexible refrigerant tube; deep probe motor guard to stop overheating.—*Airtemp Div., Chrysler, Booth 1053. Circle D130, reply card.*

Year-round unit goes outside

Econoair, combination forced-gas heater and electric cooling unit, is designed for completely outside installation on slabs or roof tops. Only ducts and thermostat needed inside. Unit available in three sizes: 60-, 80-, 100,000 btu's.—*The Payne Co. Circle D137, reply card.*

Improved heating-cooling

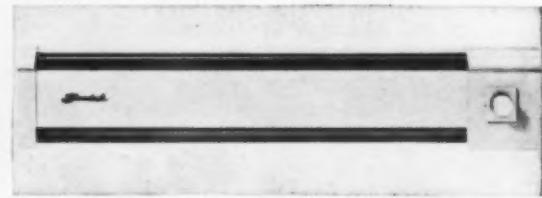
Complete line of residential air conditioning equipment is being introduced. New units include air-cooled condenser, vertical air-handler, horizontal heat pump, split-system heat pump.—*Trane Co., Booths 955-960. Circle D132, reply card.*

Hot water heating packages

Full line of Heatmaster gas- and oil-fired boilers come completely packaged to speed installation. Oil units have net btu outputs of 90- to 135,000. Gas units have 72- to 136,000 btu outputs.—*L. O. Koven & Bro., Booths 605-14. Circle D134, reply card.*

Lightweight fibre ducts

Sonoairduct—fibre ducts—permit savings in time and labor on slab perimeter heating-cooling jobs according to maker. Ducts meet FHA standards, come in 18' lengths, diameters up to 36".—*Sonoco Construction Prods. Circle D139, reply card.*



Electric baseboard designed to reduce installation costs

Main features of new electric baseboard heating unit are special fin system and labor saving installation accessories. Patented fin system reduces noise, increases heat transfer surface, cuts dust clogging. Accessories include snap-on joints for in-line

joining, piano-hinged inside corner, lid-mount thermostat and snap-on end caps. Lengths of 3', 4', 6' and 8' offered for both 120 and 240-volt hook-up. Two densities: 200 and 250 watt per foot.—*Slant/Fin, Booths 605-14. Circle D124, reply card.*

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D1	D20	D40	D60	D80	D100	D119	D138	D158	D178	D198	D218	D238	D258	D280
D2	D21	D41	D61	D81	D101	D120	D139	D159	D179	D199	D219	D239	D260	D281
D3	D22	D42	D62	D82	D101A	D121	D140	D160	D180	D200	D220	D240	D261	D282
D4	D23	D43	D63	D83	D102	D122	D141	D161	D181	D201	D221	D241	D262	D283
D5	D24	D44	D64	D84	D103	D123	D142	D162	D182	D202	D222	D242	D263	D284
D6	D25	D45	D65	D85	D104	D123A	D143	D163	D183	D203	D222A	D243	D264	D285
D7	D26	D46	D66	D86	D105	D124	D144	D164	D184	D204	D223	D244	D265	D286
D8	D27	D47	D67	D87	D106	D125	D145	D165	D185	D205	D224	D245	D266	D287
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D17	D37	D57	D77	D97	D116	D135	D155	D175	D195	D215	D234	D255	D276	D297
D18	D38	D58	D78	D98	D117	D136	D156	D176	D196	D216	D235	D256	D277	D298
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											D237	D258	D279	D300

American Builder Reader Service

★ DECEMBER 1961

NAME (Please print)

FIRM NAME

TITLE

STREET

CITY

ZONE STATE

Builder, Contractor

Manufacturer

Sub-contractor

Finance

Building own home

Realty

Architect

Government

Engineer

Student

PRODUCT LITERATURE

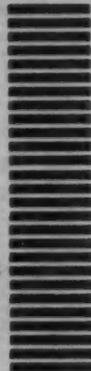
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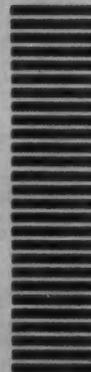
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NAHB SHOW
BOOTHS 618-718

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TO THE BUILDER OR ARCHITECT
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PRODUCT PREVIEW

PACKAGED HOMES



Harnischfeger debuts spacious vacation cottage

Two-bedroom, contemporary styled vacation model features a "wide open" end plan covering 768 square feet of living space. Latest in the "Forestaire" series, it is 24'x24', has an 8' covered porch. Included is a 14'x24' living room, two 8'x10'

bedrooms, bath, storage and kitchen areas. The front is almost entirely of fixed glass. This model retails at approximately \$3,000. Other Forestaires offer 512 and 640 sq. ft. of living space.—Harnischfeger Homes, Inc., Booth 437, Circle D228, reply card.



Fairfield offers 7 closets

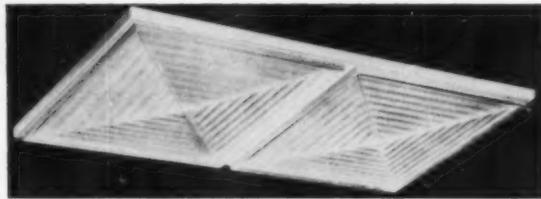
L-shaped manufactured home has seven closets for storage space. While divided into two distinct areas, house's central hall provides access to all areas. Bedroom "wing" makes for privacy.—Seaboard Homes, Booths 1463, 1464, Circle D229, reply card.



Develop aluminum panel system

Mechanically fastened aluminum panel system permits combination of typical prefab panels with beauty and easy maintenance of prefinished aluminum. May be completed in shop.—Reynolds Metals Co., Booths 450-452, 550-552, Circle D230, reply card.

LIGHTING



Modular lighting fixture uses prisms to focus light

Holophane 6600 eliminates shadows and uneven light. By use of prisms, light focuses on work spaces and out of people's eyes. The fixture is surface-mounted, and houses four fluorescent lamps, and two prisms which are each two feet square.

The prisms are made of acrylic plastic. Because the fixture is modular, it can be joined in various patterns, such as rows, L's, and squares. This makes it adaptable to hard-to-light stores, schools, and offices.—Holophane Co. Circle D224, reply card.

Nine types of switch plates

Switch plates harmonize with any kitchen and bathroom tiles, and go well in other rooms, too. Available in nine different types and several finishes, including copper and stainless steel.—Vikon Tile Corp., Booth 842, Circle D225, reply card.

Accent lights have custom look

Accent lights with random perforations have star-shaped piercings to enhance effect. They're made of polished brass or matte black. From a new series of low-brightness fixtures.—Globe Lighting Products, Inc. Circle D222A, reply card.

TRUCKS, EARTHMOVERS



Lists loader specifications

New catalog on four wheel drive loaders lists specifications on each of three models. Full color 16-page booklet is illustrated and designed for easy application reference. Line includes tractor backhoes, trenchers, backfill blades. Medium-size W-10 loader is featured.—*J. J. Case Co. Circle D281, reply card.*



Introduce footing cutter

Newly developed "T" footing cutter can be mounted on any Ditch Witch trencher in M3 or M4 series. Cutter attachment digs foundation footing with 8" stem. Attachment also adapts to pier-type digging. Eliminates forming and saves concrete.—*Witch Marketing Co., Booth 1243, Circle D282, reply card.*



Dumps load in 45 seconds

Electric cab controls permit "Dumpcrete" concrete truck driver fast discharge of 6 cu. yd. load in only 45 seconds. Body mounts on standard chassis, requires no outriggers; needs no angling of truck. Unit is designed for tract roads, driveways, other paving.—*Maxon Construction. Circle D283, reply card.*



Backhoe disconnects quickly

Hydraulic backhoe with dirt ejector bucket has 12'6" digging depth, couples in 30 seconds. Called "Hydra-Hitch," backhoe attaches by pushing one lever to engage two cone mounting pins. Tractor also takes loader bucket, and shoveling blade.—*Equipment Div., Young Spring & Wire. Circle D284, reply card.*

NEW for you '62! in '62!



NEW FLOOR PLANS

Five fresh approaches to interior living arrangements designed for the '62 buyer. Pre-tested in tough markets to prove their worth. Customers will demand the new and different . . . and Richmond has it . . . for you in '62.



DELUXE KITCHENS

Smart new traffic-stopping kitchen arrangements in all models. Your choice of custom, built-in or drop-in appliance arrangements.



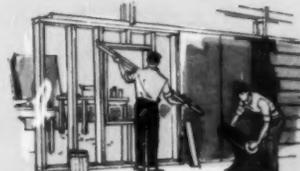
IMPROVED KLOSET-WALLS

Famous traffic puller is improved through and through in '62. Only Richmond Homes offers this really different sales feature.



MORE ELEVATIONS

Outstanding NEW elevations to existing best selling floor plans. Richmond Homes has variety for you in '62.



LOWER PRICES

Improved production facilities allow price to be lowered on the entire line. This means more profit for you in '62.

Builders . . . in Illinois, Indiana, Ohio, Kentucky, Pennsylvania, Tennessee, Western New York . . . call Ray Imperial, 8-1636, Richmond, Indiana

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for you in '62

Richmond Homes
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ARE YOU MISSING A SALESMAN?

Fill
this space
with a
General Electric
Refrigerator!



When a woman walks into one of your kitchens, does she see a big, empty space there? If so, you're short one of your best salesmen. But—if she sees a spanking new refrigerator—a General Electric Refrigerator—chances are she's well on her way to being sold!

A General Electric Refrigerator is *every* woman's choice, and no wonder. She knows she'll find all her favorite features—swing-out shelves, roll-out freezer—and Frost-Guard, the *best* no-frost system made. She'll find dependability—7 million General Electric refrigerators have been in use 10 years or longer. She'll find quality—the kind General Electric is famous for.

In fact, if the lady finds a General Electric Refrigerator, you might just find yourself with a sale! Better call your distributor now. Household Refrigerator Dept., Louisville 1, Kentucky.

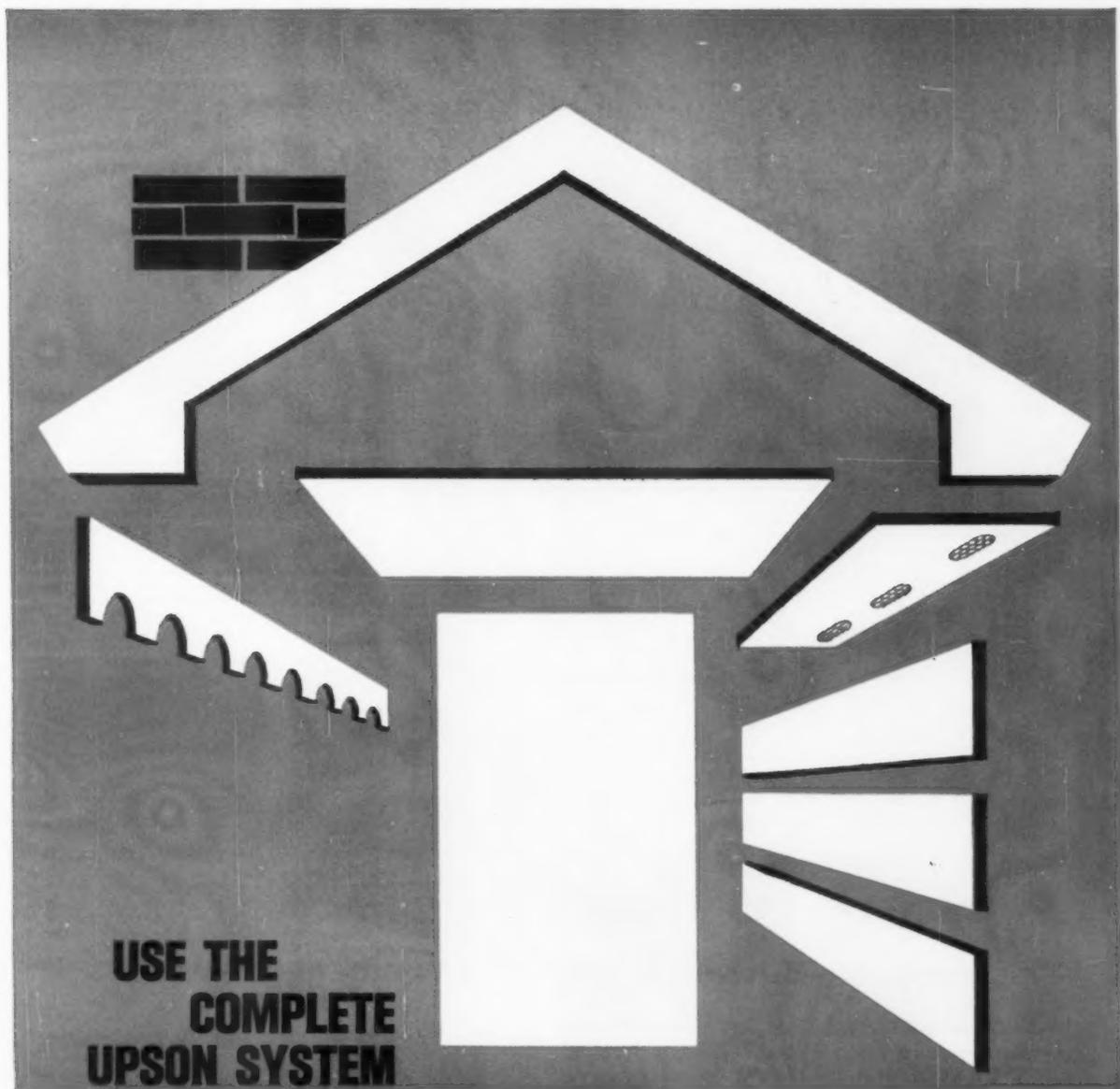
By any measure . . .

There is nothing just as good as General Electric

Progress Is Our Most Important Product

GENERAL  ELECTRIC

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**USE THE
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FOR MODERN HOME BUILDING AND REMODELING

Upson Soffits—Pre-cut, primed, vented, screened, ready-to-apply.

Upson Trim-Bilt—Attractive, economical exterior trim board for cornices, fascia and rakes.

Upson Prime Siding—Practical, proven lap siding that will not crack, splinter, chip or check.

Upson Interior Board—Wide range of sizes and textures for interior walls and ceilings.

See the complete Upson System all in one place. All at one time. Booths #432 and #433 NAHB Show.



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PRODUCT PREVIEW

INTERIOR MATERIALS



Multi-purpose design units for dividers, screens, fences, rails

You have thousands of decorating possibilities with these new aluminum design units with a variety of colors and finishes. Use them inside for room dividers, screens, wall motifs. Outside, the material can be used for fences, columns, rails, etc.

Installation is fast and easy; the panels simply bolt together. To match furnishings or building materials, framing for units can be made from wood or many types of metals.—*Tennessee Fabricating Co., Booths 745, 746. Circle D199, reply card.*

Add new series to tile line

Droplets of shimmering gold, silver or copper, alone or combined with pink, aqua, or emerald, decorate six background colors of a new vinyl-asbestos floor tile.—*The Ruberoid Co., Booths 430 and 431. Circle D189, reply card.*

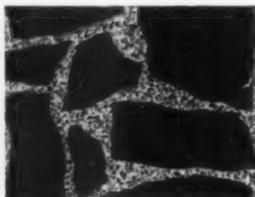
Develops semi-solid partition

A new semi-solid partition for residential use has been recently developed. The unit consists of face layers of gypsum wallboard applied to wide ribs of 1" gypsum coreboard.—*U.S. Gypsum Co., Booth 436. Circle D188, reply card.*



Laminate beams add decor

Structural laminated beams add beauty to church (above) and other commercial or residential buildings. Beams withstand flame for long periods. Material is Douglas fir, western larch.—*Pottlatch (Idaho), Booths 1346, 1347. Circle D260, reply card.*



Cement and marble chip tile

This new cement and marble chip tile can be used for floors and walls—both interior and exterior. It's quick and easy to install, reducing labor costs. No special tools are required.—*Boiardri Tile Mfg. Corp., Booth 1111. Circle D184, reply card.*



Introduces new vinyl floor tile with realistic slate appearance

An English courtyard design with new vinyl slate tile produces an outdoor effect in this dining room. The pattern for the tile was taken directly from a piece of fine natural slate flooring and duplicated. With the tile, builders gain the ad-

vantages of lower shipping, handling, and installation costs plus greater versatility in creating natural stone effects. Tiles are easy to cut with regular tools. They're made in 12" squares, 1/8" thick.—*B. F. Goodrich Co. Circle D195, reply card.*



Panels flat or corrugated

Unbroken spans of paneling up to 100' are now possible with this reinforced plastic material in both flat and corrugated rolls. The panels are available in four colors; material is shatter- and weatherproof.—*Alsynite, Booth 1062. Circle D175, reply card.*



Wall panels cut labor cost

Two workmen can quickly put these new "Spiral-Core" panels in place. All interior non load-bearing walls of any home can be erected this way in several hours. Lowers labor costs over conventional way.—*National Gypsum Co., Booth 1003. Circle D176, reply card.*



New ceiling sparks interiors

By using these new fiber glass panels, it's possible to create a lighting situation that facilitates work and reduces eye fatigue for the homeowner. The panels come in many designs.—*Barclite, Barclay Corp., Booth 1511. Circle D193, reply card.*



Stain interior textures

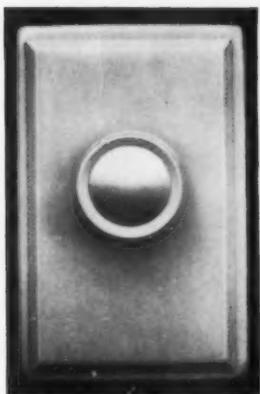
Emphasis is being placed on stained rough texture paneling for any interior. Paneling here is 1x8 red cedar, tongue-and-groove with an edge vee. Other styles available.—*Western Red Cedar Assn., Booths 1344, 1345. Circle D194, reply card.*



Plastic panels brighten rooms naturally, without 'hot spots'

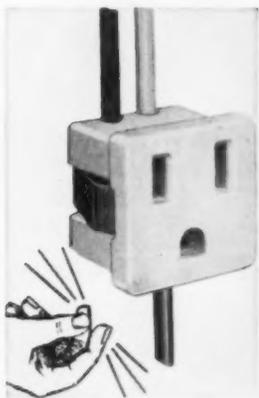
Lightweight, structural wall and skylight units are made with fiber glass sheets bonded to an open aluminum grid core. Wall panels come in standard 4'x8'x 1-9/16" sizes for bathrooms, bedrooms, living areas—anywhere diffused daylighting is desired.

Skylight units, with self-flashing aluminum edges, are designed to fit standard rafter spacing. Material has top insulating value, eliminating "hot spots" and glare common to transparent building materials.—*Kalwall Corp. Circle D174, reply card.*



Dimmer has four stages

Just a quarter turn offers a full range of light: full on, half, 20% and off. "Dimi-tron" can be installed quickly, without special construction. Its smooth switch-plate surface is unmarred by screws.—*Lutron Electronics Co. Circle D223, reply card.*



Grounding outlet snaps in

Miniature grounding outlet snaps in place. Measures 1-1/32" across to fit a 31/32" square. The strong mounting clip will accommodate any material .025" to 0.95" thick. It comes in four colors: grey, brown, black and white, is especially useful in remodeling operations.—*Circle F Mfrs. Co. Circle D226, reply card.*



Features split-foyer design

This manufactured house has 1,877 square feet of living space and a split-foyer design. Porch columns, split-roof and plantation lines help give it strong curb appeal.—*National Homes Corp., Booths 1118-1120, 1018-1020. Circle D231, reply card.*



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....AND ONLY



FASCO HAS IT!

STAINLESS STEEL on vents and hoods...

Fasco is the first ventilator manufacturer to round out the stainless steel concept in the kitchen. New and exclusive stainless steel ventilator grilles of advanced design spearhead this breakthrough by Fasco. Another Fasco ventilator "first" that gives builders more to sell, more solid value, more kitchen sales appeal than ever before.

The durable gleaming finish of stainless steel ventilator grilles adds a touch of luxury and a feeling of known-quality. The use of this exciting material on the Fasco vents and

hoods provides builders with highly saleable, top performing products wrapped in the widely accepted appeal of stainless steel.

This revolutionary development in ventilator grilles is only one of many ways that Fasco has redesigned and re-styled many in the 1962 line of ventilators, hoods, fans and electric heat units. Look into Fasco for products that "please as they perform"... you'll find value and installation satisfaction that you have never experienced before. Fasco Industries, Inc. • Rochester 2, New York

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NOW!

INSULITE PRIMED SIDING AVAILABLE IN A COMPLETE RANGE OF SIZES

Lap siding in 3 widths . . . vertical panels in eights, nines and tens—for design flexibility and economy

Now you get even *more* versatility with this man-made siding that has proved itself on more than 250,000 homes in just 4 years!

Leading builders know from experience that homes built with Insulite Primed Siding are easier and faster to build *and* sell. Use it on your next start—and you'll use it regularly.

NAILS EASILY—SEATS PERFECTLY. Has no structural grain—which means no knots, pitch or splits. It's easy to saw, easy to nail, easy to put up fast.

COMPLETELY PRIMED AT FACTORY. Deep priming on face, edges, ends and back saves time and cost of on-the-job priming coat. Finish coat goes on easily, bonds firmly, is extremely resistant to paint blistering.

PROVED DIMENSIONAL STABILITY. Four years of experience with exposure to all kinds of climates has demonstrated the superior stability of Insulite Primed Siding. Joints *stay* butted!

All Insulite Primed Siding is now available for immediate delivery. Call your building materials dealer today. For special information write Insulite, Minneapolis 2, Minn.

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INSULITE
Primed Siding



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

3 SIZES OF HORIZONTAL (LAP) SIDING

8" x 16' x 1/2"

10" x 16' x 1/2"

12" x 16' x 1/2"

Now you have more design opportunities—and you can match existing sidings when adding a garage or an addition to a home. Ten pieces of horizontal siding per bundle of 8" x 16' siding; eight pieces of 10" siding; six pieces of 12" siding.



NEW PULL-TAB CARTONS FOR HORIZONTAL LAP SIDING

Exclusive with Insulite: new Pull-Tab cartons for 12" siding open quickly, simply. Require no tools. Stronger, more rigid . . . easier to handle, too. Won't rip, catch or snag when moved.



3 SIZES OF VERTICAL PLAIN PANELS

4' x 8' x 1/2"	4' x 9' x 1/2"	4' x 10' x 1/2"
----------------	----------------	-----------------

New 9' and 10' lengths of vertical panels—in addition to the standard 8' length—let you cut down on joints and frieze board, save you money by cutting waste. Use these panels plain—or for board and batten construction. Butt edge. Four panels per bundle.



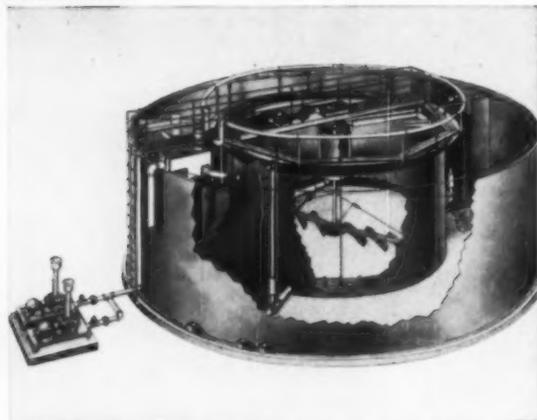
3 SIZES VERTICAL GROOVED PANELS

4' x 8' x 1/2"	4' x 9' x 1/2"	4' x 10' x 1/2"
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Three sizes—eight, nine and ten-foot lengths—to give you even more design opportunities. Grooves are 1/2" wide and 8" apart—lengthwise. Long edges have shiplapped edge which creates groove at joint for continuous groove pattern. Four panels per bundle.



PLUMBING



Sewage treatment plant handles half-million gallons a day

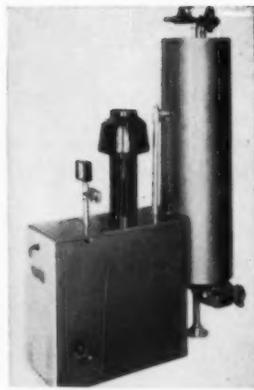
A new sewage treatment plant, the Model R "Oxigest," can be field-erected on the job site to serve subdivisions or small communities of 300 to 5,000 persons. Formerly limited to a peak of 35,000 gals. per day, the new sewage plant is available in 17

standard sizes to handle from 30,000 to 500,000 gals. per day. The manufacturer will assemble the new units on the purchaser's foundation and supply all equipment necessary.—*Smith & Loveless, Booths 1544-1545. Circle D145, reply card.*



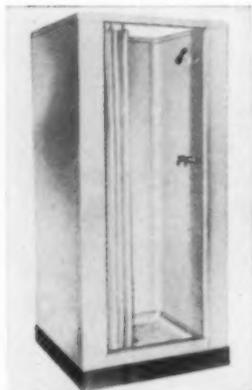
Introduce steel boiler line

New Commando line of four gas and four oil-fired steel boilers has been introduced. According to the makers, installation costs are lowered. Lighter weight steel means easier handling.—*Rheem Mfg. Co., Booths 1268-70, & 1368-69. Circle D136, reply card.*



Smaller boilers now possible

A compact "Duo-Service" heat and hot water system handles 200 to 500 sq. ft. of radiation. Unit supplies hot water at 3-4 gpm with a smaller boiler than previously possible.—*Hydrotherm, Inc., Booths 605-614. Circle D148, reply card.*



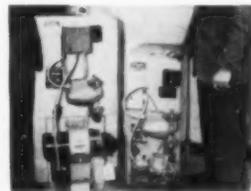
Low cost packaged shower

Packaged showers combine good looks with economy. The "Cadet" model illustrated is said to have an installed price that is less than half the cost of conventional built-on-the-job showers.—*Fiat Metal Mfg. Co., Inc., Booths 1054, 1055. Circle D150, reply card.*



Non-electric water softener

Turning a dial on the new model MTA-9 water softener initiates regeneration as required, and sets a mechanical timer that controls the operation and returns the unit to service.—*Permutit Water Conditioning, Inc. Circle D156, reply card.*



Boiler utilizes waste heat

Matching external and internal projections—"Thermal Pins"—cast into sections of a new boiler capture what would ordinarily be waste heat and transfer it to the boiler water.—*Bryant Mfg. Co., Booths 438-440. Circle D146, reply card.*



Maintenance-free vanities

All exteriors of a new line of vanities are of non-porous laminated plastic, permitting easy cleaning with a damp cloth. The line includes many combinations of drawers and linen storage.—*Curtis Companies, Inc., Booth 1457. Circle D156, reply card.*



Plastic over asphalt membrane makes durable shower pans

Already in use in over half the tiled shower stalls in the U. S., a laminated asphalt shower pan is said to be proving superior to conventional pans formed of sheet lead. Costing only one-third as much as lead pans, the plastic-faced pan is impervi-

ous to corrosion and electrolytic action. Manufacturer's records of 20,000 installations in a test area show that only two cases of leakage were found, both due to mechanical causes.—*Composite Shower Pan, Inc., Booth 509. Circle D149, reply card.*



Automatic water heater company offers 10-year guarantee

Budget-priced, glass-lined automatic gas water heater comes with 10-year guarantee. Unit is covered for its entire value for six years; then pro-rated (by years in use) for four years. Called "Valiant," heater has 30- to 40,000 btu/hr. for maximum

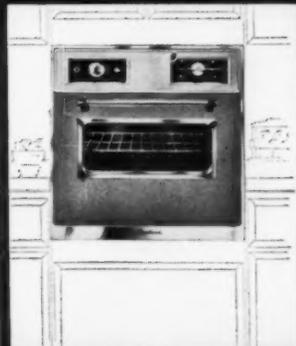
inputs in 30 to 40 gal. capacities. Unit has enclosed combustion chamber, can be installed on combustible flooring without need of special insulation. Styling is two-toned. Also available in compact "L" model.—*A. O. Smith. Circle D144, reply card.*

HARDWICK
 the BUILT-IN RANGE
 with
 HOMEMAKER APPEAL
America's Choice Since 1879

Hardwick offers the largest, finest selection of Built-In Ranges ever! Designed with the homemaker in mind, Hardwick Built-In Ranges include luxury styling and top performance features that only 83 years of experience can produce. See the Built-In Range that fits every home, every budget.



Let Hardwick help you co-ordinate your kitchen needs. Complete line of hoods, backsplash, and sinks to color-match Hardwick's famous gas or electric cooking equipment.



Gas or Electric Built-In Ranges, fully interchangeable counter-tops and ovens plus special single-oven electric model. Queen size 18" ovens, all popular features, five popular colors or white.

New "Trend" Series Gas or Electric, 20" or 30" Slide-In ranges that install neatly between kitchen cabinets... giving the custom look of a built-in range without the built-in cost. Four popular colors or white.



Please send me information on Hardwick Built-In Ranges Gas Electric AB-41-12

NAME _____

COMPANY _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____



C1504 Stepside Pickup



C1534 Fleetside Pickup

R1205 Corvan



1962 CHEVROLET JOBMASTER TRUCKS ARE BUILT TO KEEP ON SAVING AND SAVING AND SAVING AND SAVING AND SAVING

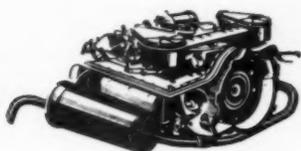
LOOK WHAT CHEVY'S GOT FOR '62...

MORE WAYS TO MAKE MORE MILES (AND MONEY)!

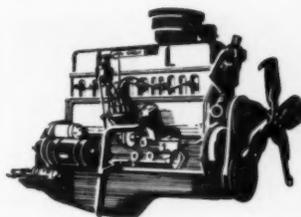
Matchless performers...matched to the job. That's what you'll find under the hoods of Chevrolet light-duty trucks for '62. More sure-saving power plants to choose from than ever before. New assurance of the *right* power for the job—power that does just what you want it to so that operating costs stay at a *low* low.

Standard in conventional models is the thrifty High Torque 235 Six, an engine that's powered more payloads than any other. *Then for heavier, harder working jobs that take more out of a truck, Chevy offers two great optional (extra-cost) engines for '62: the big High Torque 261 Six, available for the first time in this weight class, and the spunky High Torque 283 V8 with short-stroke design.*

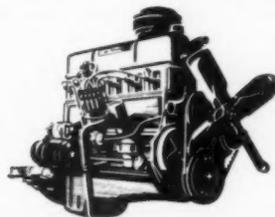
Add to this engine spread the space-saving High Torque 145 Six provided in Corvaire 95 models and you've got a broad, all-purpose lineup that allows you to match the power to your type of work and nurse the last penny's worth of performance out of every operating dollar. Talk it over with your Chevrolet dealer soon. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.



Compact High Torque 145 Six—air-cooled "pancake" design (only 17" high) saves space and minimizes weight by eliminating water jacketing, radiator, coolant and water pump. Gone for good are antifreeze and cooling system maintenance expenses. With fuel-saving valve-in-head design, the 145 Six develops 80 hp and 128 ft.-lbs. of torque—ample for brisk performance with big loads.



Rugged High Torque 261 Six—you get extra torque (235 ft.-lbs. of it) for extra tough pulls, *plus* proved 6-cylinder economy—available for the first time in Chevrolet light-duty trucks. Provides 150 hp and scores of reasons for efficient, cost-saving performance—forged steel crankshaft, high-alloy inlet valves, precision bearings, hard-faced exhaust valves with Rotocoils, to name just a few.



Popular High Torque 235 Six—the most widely used engine in the history of hauling with 235 cubic inches of lean-muscled efficiency. Standard in conventional models, the 235 Six delivers 135 hp and a load-moving 217 ft.-lbs. of torque. Premium-quality features such as forged steel crankshaft, aluminized exhaust valves, oil-bath air cleaner, and precision bearings add to engine durability.



Efficient High Torque 283 V8—made to order for runs that call for the extra punch of V8 power. Advanced short-stroke design knows how to nurse extra power and miles out of every drop of gas. 160 hp and 270 ft.-lbs. of torque get big loads moving quickly and efficiently. Top durability features include chrome-plated piston rings, Moraine 100 bearings and hydraulic valve lifters.

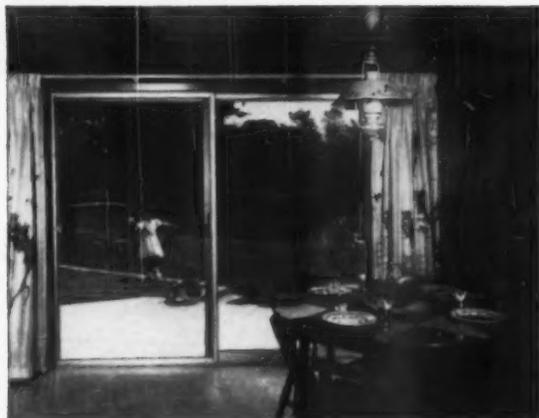


CHEVROLET

AND SAVING AND SAVING AND SAVING AND SAVING

PRODUCT PREVIEW

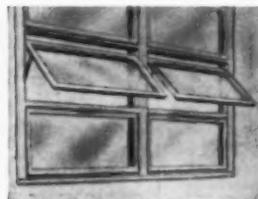
DOORS, WINDOWS



Sliding glass doors in 12 standard sizes satisfy most needs

Slim lines, sturdy construction, thorough weather sealing and a flat threshold are outstanding features of the Gateway sliding glass doors. Interlocking door stiles and tight weatherstripping of all members keep out cold, dust, moisture and insects. Avail-

able in two, three or four-panel units, the doors can be ordered single glazed or fitted with 3/4" double insulating glass. Frames are extruded anodized aluminum.—Pittsburgh Plate Glass Co., Booths V2671, 871. Circle D157, reply card.



Manufacturer expands line

Aiming at making everything from hinges to houses available at low prices, a line of building products will include new awning, fixed and removable windows, and prefinished paneling.—Morgan-Wightman, Booths 1031, 1032, 1131, 1132. Circle D158, reply card.

Door frame adjusts to wall

The Adjusta-Jamb Pocket Door Frame has an adjustable split jamb that can be fitted to dry-wall or plaster or a combination of both. The door rolls easily on a raised track that can't clog with dust.—Precision Paris Corp. Circle D159, reply card.



Acoustical door expands against jamb when closed

Magnaseal, an innovation on the newest Hufcor Acoustical Door, offers 41.7 decibels attenuation. The design employs the use of a magnetic seal operating with a bellows effect, which expands against the jamb as the door is closed. Twin sweep strips with



Garage door self lifting

Fresh engineering has gone into the Uni-Glide one-piece steel garage door to make it easy to install and maintain. Operation is easier because of a new automatic self-lifting feature.—Wagner Mfg. Co., Booth 46. Circle D160, reply card.

Economy storm-screen door

Self-storing and pre-hung, a new aluminum combination storm-screen door, the Duo-Door, is said to be priced as much as \$20 lower than competitive doors of comparable design. All holes are pre-drilled.—The Weatherproof Co. Circle D161, reply card.

five full plies of vinyl, rubber and felt seal the door at the top and bottom. Steel plates laminated between layers of fiber board and vinyl provide maximum sound control with less weight.—Hough Mfg. Co., Booths 662, 663. Circle D163, reply card.



Door units divide rooms

Designed to close large openings, Kennavider door units eliminate custom doors between rooms. The doors are available in 6'8" heights for framed openings and 8' heights to reach ceilings.—Kennatrack Corp., Booths 561, 562. Circle D164, reply card.

Add quality with glass

For better daylighting or to borrow light from one room for another, choose from an extensive selection of figured glass in structural and non-structural grades for partitions and exterior walls.—Mississippi Glass Co. Circle D165, reply card.

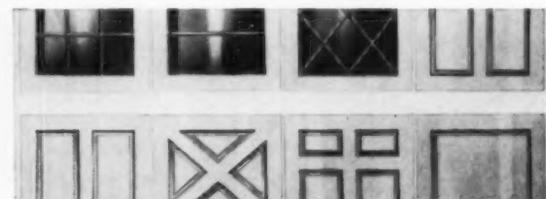
Window know-how pays off

Everything required for fast, easy installation—from nailing grooves to calking stops—has been designed into a full range of residential aluminum windows made of Alcoa aluminum.—Cupples Products Div., Booths 1165, 1166. Circle D166, reply card.



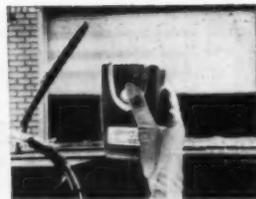
Venetian-blind garage doors

Horizontal steel panels in Panel-Lift garage doors raise and lower electrically on side tracks like a venetian blind. Residential and industrial sizes up to 80' are available.—Panel-Lift Door Corp., Booth 22. Circle D167, reply card.



Dutch doors created by assembling interchangeable halves

You get variety in a line of "Qualitybuilt" Dutch doors that offers 16 different doors assembled from a choice of 4 interchangeable tops and 4 interchangeable bottoms. A vinyl seal attached at the factory to the bottom rail of each top



Door operator transistorized

It takes only 30 minutes to install a new remote-control garage-door opener and there's a 5-year guarantee on the parts. The portable transmitter is about twice the size of a pack of cigarettes.—Berry Door Corp., Booths 1618-1620. Circle D168, reply card.



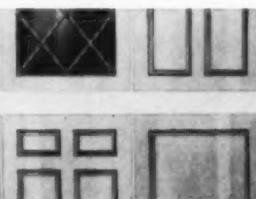
Windows are wood framed

The insulating qualities of wood and the freedom from maintenance of aluminum are combined in windows that can be nailed right to studs.—Wood-A-Lume, Grand Rapids Hardware Co., Booths 1454, 1455. Circle D169, reply card.



Windows custom styled

Single light window sash can be styled to blend with a variety of designs by arranging clip-in muntins. Window cleaning is easier, too; snap the muntins out and clean one pane.—Zegers Inc., Booth 761. Circle D171, reply card.



section keeps out the weather. The doors are treated with wood preservative and are guaranteed in accordance with the requirements of the NMA's Warranty.—Farley & Loetscher Mfg. Co., Booths 1451, 1452. Circle D162, reply card.

PRODUCT PREVIEW

EXTERIOR MATERIALS



Prefabricated terne roof panels featured on House of Ideas

Terne prefabricated roof panels top off House & Garden's House of Ideas for 1962 at Franklin Lakes, N.J. Fifty-three 50 linear foot seamless rolls of 24" wide, 40 lb. terne were used on the spacious ranch home. Completely fabricated in the shop, the roof

panels were installed on rosin felt backing in the standing seam construction to create a handsome and distinctive pattern. Total weight of the panels: 3,021 lbs.—*Follansbee Steel Corp., Booths 1156-7. Circle D212, reply card.*



Sealant proves versatile

Roofing sealant seals all joints—metal, ceramic, wood, or masonry. Designed for all roofs, it's available in standard-sized caulking cartridges and fits into conventional applicator guns.—*Alcoa, Booths 1067, 1069. Circle No. D220, reply card.*



Moisture infiltration is cut

Rigid urethane foam in masonry cavities is designed to save construction, operating costs. Insulates and cuts down moisture infiltration, according to laboratory tests.—*E. I. DuPont de Nemours & Co., Booths 1663-1665. Circle D221, reply card.*

Tile gives walkable surface

"K & M Promenade Tile" provides clean, durable walking surface over flat roofs. Converts flat roofs to usable space. Light, tough tile is suitable for sun-decks and roof gardens.—*Keasbey & Mattison Co. Circle D207, reply card.*

Introduce siding panels

Two new Masonite sidings have been introduced: V-Grooved panels with half-inch vertical grooves and siding intended for panel-and-batten application. Both use X-90 fiber formula.—*Masonite Corp., Booth 517. Circle D202, reply card.*

Device figures shingle space

Certi-grade calculator takes guesswork out of shingle estimates. Gives required coverage for 16" FiveX, 18" Perfection or 24" Royal shingles. Shirt pocket size.—*Red Cedar Shingle Bureau, Booths 1342-1343. Circle No. D208, reply card.*

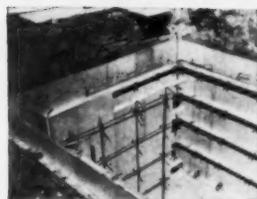
Plans for fallout shelters

Douglas Fir Plywood Assn. has developed three plans for fallout shelters: underground, basement and above-ground, which have been approved by the Department of Defense.—*Douglas Fir Plywood Assn., Booths 547-548. Circle D206, reply card.*



Adhesive for concrete

Epoxy concrete adhesive is excellent for bonding large areas of new concrete to old concrete because of its long working life (90 minutes). The adhesive and the new concrete cure simultaneously.—*Adhesive Engineering, Circle No. D203, reply card.*



Forms for fallout shelters

Here are field-tested fallout shelter wall forms. "Wedge-Lock" brackets and "Poly-Cone" form ties attach panels securely. Steel reinforcing bars give positive tie-in to the roof slab.—*Gates & Sons, Inc. Circle No. D209, reply card.*



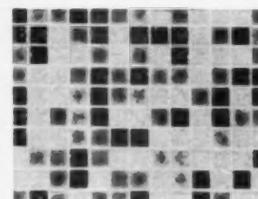
Paint dries quickly

New paint goes right on exterior surfaces—even if they're wet. No need to "shut down" because it has just rained. Luminall forms a dry film in 15 minutes.—*Luminall Paints Div., National Chemical & Mfg. Co., Booth 1141, Circle D204, reply card.*



Soffit system comes complete

Soffit system comes complete with a soffit panel, screen covered vents, and panel joining moldings. It is prime-coated at the factory for easy painting, features a smooth surface.—*Upton Co., Booths 432-433. Circle No. D210, reply card.*



Tiles highlight balcony

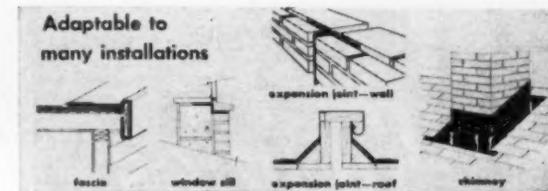
Dazzling burst of tan, surrounded by whites, and sprinkled with a gold-leaf effect: this is the impression derived from KJA Series #2 tiles. Has wide variety of applications.—*Amsterdam Corp., Booth 141. Circle D205, reply card.*

Glulam girders insulate well

Glulam girders overcome cold weather problem of insulating exposed members against frosting and heat loss. With natural insulating properties of wood, girders eliminate need for special treatment.—*Timber Structures Inc. Circle No. D211, reply card.*

Film seals water out

"Visqueen" vapor barrier seals a house against excessive moisture, keeps out dust and drafts. Made of thin (4-mil and 6-mil) polyethylene, it comes in rolls 3' to 40' wide.—*Fisking, Union Carbide Corp. Booth 124. Circle D222, reply card.*



Adaptable to many installations

Flashing expands and contracts with other materials

Saraloy is a highly durable flashing that does not corrode, crack or peel. It is classified as self-extinguishing by ASTM standards. Because of its elasticity, Saraloy insures against failure due to expansion and contraction of other materials. It ex-

pands and contracts (not at its own rate) but at the rates of the materials to which it is attached. Saraloy is also easily molded and its labor saving, too, by as much as 25% to 75%, studies show.—*Dow Chemical Co. Circle D201, reply card.*

Sliding ALUMINUM WINDOWS

Cupples series 100c Sliding Window with integral fin and inside trim. 23 standard sizes. Also Picture Slide, Center Vent Slide and Picture-over-Slide windows.



DEPENDABLE

Cupples

ALUMINUM WINDOWS

DEPENDABILITY

*is but one reason for
using Cupples windows
and sliding glass doors!*

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

Everybody likes to do business with dependable people . . . to handle dependable, satisfactory products. Nothing costs a builder or a dealer more in lost time, in aggravation, and in profit dollars than to have the manufacturer fall down on delivery or to ship poorly made products that give unsatisfactory service and require costly call-backs.

You'll find Cupples aluminum windows (double-hung, single-hung, sliding) and sliding glass patio doors dependable in every way. They're not only superbly designed, embodying all the latest improvements, but they're also precision made to assure trouble-free operating efficiency and complete customer satisfaction.

Dependable, too, is Cupples service and delivery that gets your windows and doors to you on time—when you need them—delivered from nearby warehouse stocks. And what's more, you'll find all Cupples products priced to meet today's competitive conditions.

Now add to all this, the DEPENDABILITY of product, of service, of company behind the product (Cupples is a division of ALCOA) . . . and you'll quickly understand why you should investigate Cupples. Write today for a copy of our latest catalog. Address Dept. AB-112.

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SLIDING GLASS DOORS



ALCOA

CUPPLES PRODUCTS DIVISION

PRODUCT PREVIEW

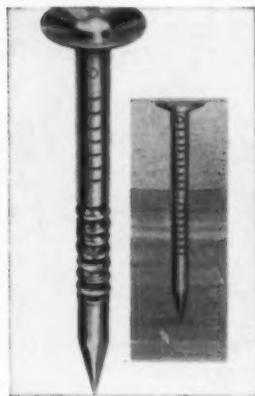
HARDWARE, BUILDING SPECIALTIES



Complete fireplace unit is ready for installation in home

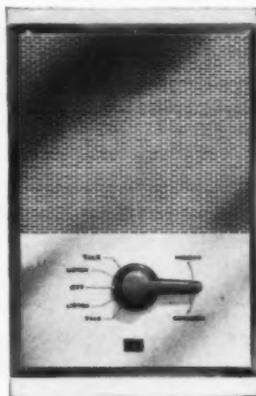
Hart Imperial Hearth Fireplace model 425 is a complete unit designed for simple installation. The unit comes with everything from firebrick to roof flashing in a complete package. This is a full-sized fireplace able to take fire logs up to 27" long. Lightweight, it erects without tools.

Blends with any decorator period because of its neutral tone. Can be painted any color. Made of aluminized steel with aluminum foil-faced fiber glass insulation. Line includes center-placed corner fireplaces.—Stratton & Festschegg Co., Booth 1214. Circle D248, reply card.



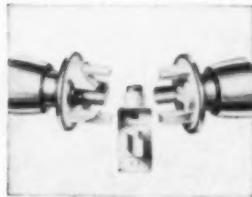
Nail has hub in head

New dry-wall nail features hub-in-head center, thin conical head, altered position of annular rings and larger shank diameter. Nail is engineered to resist popping and cut material and labor costs.—Sheffield Div., Armco Steel Corp. Circle D245, reply card.



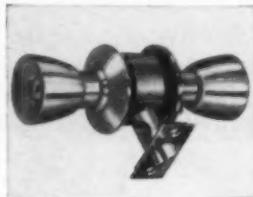
Intercom broadcasts alarm

Thermostats that never sleep are placed about house to warn of fire and respond instantly through intercom amplifier. No power outlet required. Operates from any chime transformer. UL approved.—Progress Webster Corp., Booths 342-343. Circle D246, reply card.



Locks are weathertight

Introduction of nylon in locks eliminates lubrication, adds elasticity and withstands temperature changes. Locks install easily, perform quietly. Come in three designs, fit all residential designs.—Lockwood Hardware Manufacturing Co., Booths 563, 671. Circle D259, reply card.



Steel knobs have no seams

One-piece stainless steel knobs now available on 800 series semi-heavy duty cylindrical locksets. Have no seams or welds and are resistant to corrosion. Fine grain steel used for high lustre.—Challenger Lock Co., Booth 1551. Circle D254, reply card.



New compact cabinet hardware

Cabinet hardware is designed with emphasis on compactness. The new "900" line consists of four bevel-edged knobs, two pulls. Comes in individual plastic bags, also in bulk packs.—Washington Steel Products, Inc., Booths 428-429. Circle D260, reply card.

Idea home program featured

Scale model homes will be displayed on exhibit for builders to duplicate across the nation during 1962. Magazine to feature these homes and their builders editorially next Fall.—Better Homes & Gardens, Booth 454. Circle D235, reply card.

Light thwarts burglars

Electronic garage door operator has safety feature to thwart nighttime intruders. "Genie Switch" consists of an automatic light timed to remain on after garage door closes.—The Alliance Manufacturing Co., Booths 1658-1659. Circle D236, reply card.

Weatherstrip is weather-tight

Bronze colored aluminum weatherstrip for wood doors provide weather-tight seal. Coated with Zelite, "Bronzeal" will not streak or discolor. No nails are required for installation.—Zegers, Inc., Booth 761. Circle D234, reply card.



Brackets adjust swiftly

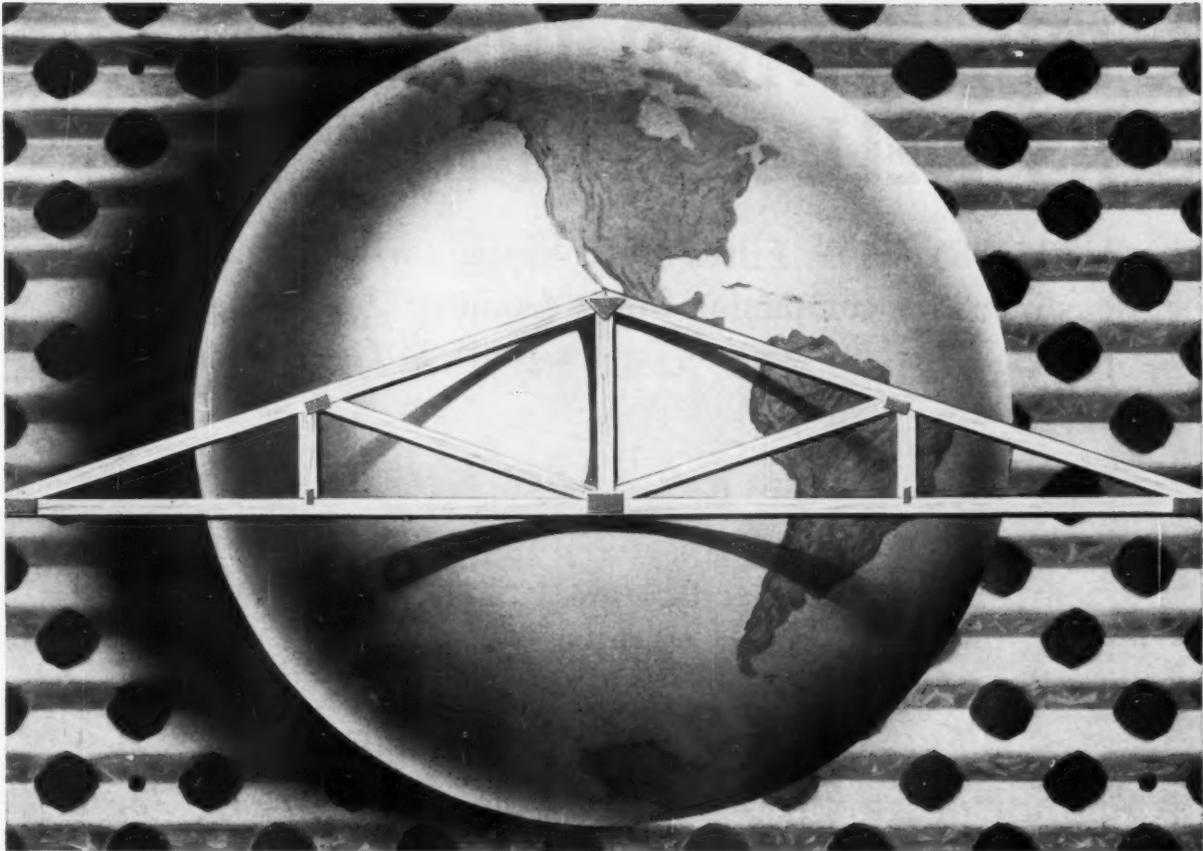
All-metal footing bracket adjusts to depths of 4" to 12" and to widths of 4" to 36". No need to knock down for resetting, no need for nails in assembling footing forms. Lifts free when stripping.—Engineered Concrete Form Corp. Circle D261, reply card.

New weatherstripping weave

New weatherstripping weave reduces air and moisture infiltration. The fabric has uniform pile, smooth backing and is coated with polyester resin. Available with or without metal backing.—Schlegel Manufacturing Co. Circle D250, reply card.

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AB

NEW LAUNDRY CENTER IN

BUILD IT INTO THE MORTGAGE AS WELL AS THE HOUSE

UTILITY TOP Filter-Flo® Washer, with a handy extra basin and the companion Under-Counter Dryer, topped by 27 inches of usable counter space—this is General Electric's brand new Laundry Center.

General Electric has telescoped all this into a space-saving 54 linear inches—a saving for the builder of 5 to 6 square feet over separate installations. For the buyer, a very attractive addition to utility room or playroom.

The UTILITY TOP Washer and Under-Counter Dryer have been reviewed by leading architects, builders and plumbers.

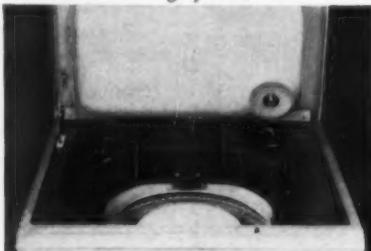
Build it into the mortgage as well as the house. Consult your local lending institution for details.

It's tailor-made for discriminating home builders and buyers. For details, see your General Electric Distributor.

Stainless-steel basin is above the washer. Drains directly into separate waste system, *lifts for access to washer*. Finished, non-splashing faucet is included.



UTILITY TOP Washer WB-2050W. Gets a big 12-pound load truly clean. 2 wash speeds, 2 spin speeds, 3 wash and 2 rinse temperatures and 3 water levels. Famous Filter-Flo Washing System, too.



High-Speed Dryer DU-2020W. Three automatic drying selections as well as de-wrinkling cycle for wash-and-wear. Counter space for sorting and folding. (Counter-top not included.)



54 INCHES—



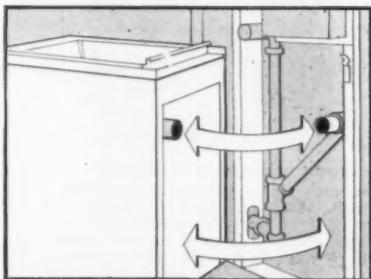
The washer with
the basin on top.



MODEL WB-2050W

Under-Counter Dryer DU-2020W completes the Family Laundry Center.

Steel wall-box supports back of washer. Location of knockouts permits variation in plumbing to meet local codes.



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BUILT-IN
GENERAL ELECTRIC
LAUNDRY CENTER

NAHB Convention and
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General Electric
Booth 1252.

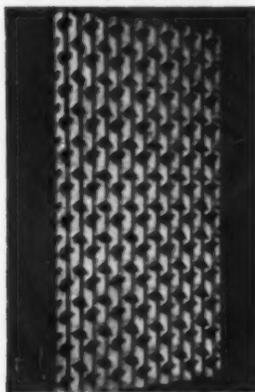


Progress Is Our Most Important Product

GENERAL  ELECTRIC

PRODUCT PREVIEW

HARDWARE, BUILDING SPECIALTIES



Connector plate cuts costs

New truss connector plate cuts nailing in half, holds costs at a minimum. "Grip-Master" offers added strength through a patented corrugation process and retains flexibility in fabricating. Can be used on-site or in shop.—*Sanford Truss, Inc., Booth 28. Circle D262, reply card.*



Rail installs fast, easy

New steel grip-rail permits perfect fit for every installation. The rail erects faster, saves costs and installs easily. Comes in three lengths, 12', 8', 4' and requires one finish coat and needs no priming.—*Logan Co., Booths 1142-1143. Circle D263, reply card.*



Automatic door bottom

New automatic door bottom, called "Flip-Flop," fits any exterior in-swinging door. Made of heavy plastic, anodized aluminum and soft vinyl. Comes in plain aluminum, white and aluminum, white and gold.—*The Duraflex Co., Booth 1129. Circle D252, reply card.*



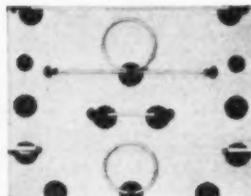
Ventilation simplified

Aluminum cupola vent solves ventilating problems. Can be centrally located, minimizes temperature and moisture build-ups. Is weather resistant and sound cushioned; never needs paint.—*Home Comfort Products Co., Booths 425, 426. Circle D258, reply card.*



Fall-out shelter ventilator

Ventilator is designed to move 78 cubic feet of air per minute while under manual or electric operation. Has 8' long, 3" diameter intake pipe with cap. Operates quietly and meets CD requirements.—*Swanson Manufacturing Co. Circle D233, reply card.*



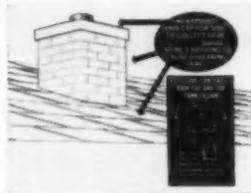
Adorned bathroom accessories

Bathroom accessories in Hawaiian shell and Versailles rose patterns create luxury look. Accessories are cast in brass, finished in chrome, brass and gold. Finishes have clear baked enamel coating, adapt to drawers and cabinets.—*Artistic Brass, Inc., Booth 805. Circle D255, reply card.*



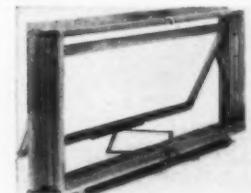
Lock features snap-in chain

Chain Door Guard has interior-mounted lock which opens and locks from outside by use of snap-in chain. Easily installed, chain cannot be removed, filed or clipped.—*National Lock Co., Booths 1359, 741-742. Circle D256, reply card.*



Chimney has hidden raincap

Prefabricated chimney with concealed rain-cap and stainless steel tank has no exposed parts to catch soot. Tank collects and evaporates moisture. Chimneys are coated with acid-resisting porcelain.—*Condensation Engineering Corp. Circle D257, reply card.*



Lever lock seals tightly

Designed to complement company's vent window unit, lever lock pulls sash tightly against stop and weatherstripping on vent. The scissor lock gives smooth operation and is gold toned in color.—*Malta Manufacturing Co., Booths 1447-1448. Circle D240, reply card.*

Service reports for builders

Business reports give advance news of new projects, future prospects and evaluate markets to help increase volume, profits. Latest report: "How General Contractors Get More Business in New Construction."—*F. W. Dodge Corp., Booth 1552. Circle D251, reply card.*

Home improvement projects

"Minimum Maintenance for Maximum Living" articles featured in '62. Subject covers interior and exterior home improvement projects, home building workshop projects and a vacation home program.—*Popular Mechanics, Booth 327. Circle D249, reply card.*

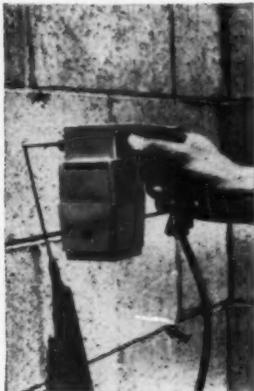


Developer reproduces blueprints

Automatic diazo print developer has a heated roller which speeds up action and assures good color tone. The "Thermomatic," designed for wall or table mounting, develops clear, crisp prints.—*Rotolite Sales Corp., Booth 1222. Circle D237, reply card.*

PRODUCT PREVIEW

TOOLS, EQUIPMENT



Drill increases accuracy

New type 1/4" hand drill has 3-amp, 1,800-rpm motor set at right angle to drilling axis. With center of weight below axis, there is less wobbling which makes for greater accuracy.—*Disston, H. K. Porter Co., Inc. Circle D277, reply card.*



Space heaters aid painters

Portable space heaters can be used to speed drying of plaster which is slowed down by cold weather. Enabling painters to keep pace with plasterers, units keep winter construction job on schedule.—*Stow Mfg. Co. Circle D276, reply card.*



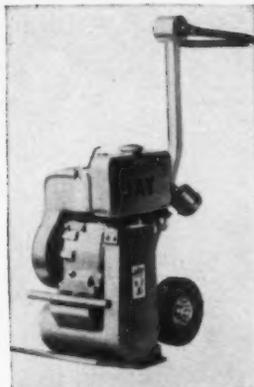
Roof trusses save money

Jig table and tools for roof trusses enable builder to save between \$150 and \$500 per house, manufacturer claims. Equipment is designed to erect strong, light-weight units.—*International Truss Plate Corp., Booth 405. Circle D268, reply card.*



Electric saw is versatile

Designed for toughest cutting jobs in wood and metal, this heavy-duty electric saw is vibration free. Complete kit includes 12 assorted blades, lubricant, blade wrench and carrying case.—*Millers Falls Co., Booth 39. Circle D280, reply card.*



Improve soil compacters

Soil compaction units permit greater control, easier starting. All three models now use a new carburetor and fuel line; a dry type air cleaner with the carburetor assures longer engine life.—*Jay, J. Leukert Co., Booth 1310. Circle D278, reply card.*



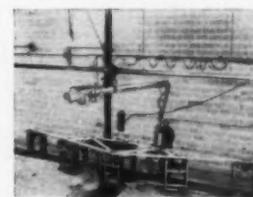
Nailer speeds truss-making

Air-powered nailing machine helps speed construction of trusses and component parts. Model 6-16A is latest addition to Powasert line of nailers this company manufactures.—*United Shoe Machinery Corp., Booth 17. Circle D266, reply card.*



Trash pumps handle solids

Heavy-duty line of 3" self-priming trash pumps handles trashiest water, including up to 1 1/2" solids. Hatch permits removal of big obstructions in minutes without tools or disconnecting hose.—*Construction Machinery Co. Circle D279, reply card.*



Truss machine uses monorail

Truss-making machine consists of assembly that moves along monorail under own power and fixture with universal adjustments for various trusses. Nails are pressed into the lumber.—*Hydro-Air Engineering, Booth 1745. Circle D265, reply card.*

Debut plastering tool

Newly designed featheredge tool for plasterers who work behind machines all day. Can be held and controlled with tips of forefingers. Extra-wide blade permits scraping off of maximum amount of mud.—*Goldblatt Tool Co. Circle D275, reply card.*

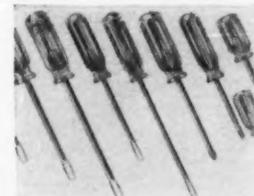
Design nailer for trusses

Portable air-powered nailing and stapling machine is made for truss builders who use metal plates or gussets in assembly operations. Drives fillet headed nails at 300 per minute.—*Power-Line Sales Co., Booth 45. Circle D264, reply card.*



Layout tool speeds building

Precision tool makes it possible to automatically lay-out 8, 12, 16 or 24 inch o.c. markings for studs or other modular materials. Marking wheel can be set quickly. Works equally well on steel or concrete.—*Pearson Products, Booth 1010. Circle D271, reply card.*



Screwdrivers in ten sizes

Screwdriver line comes in ten most wanted sizes, features handles of unbreakable amber plastic. Inexpensive screwdrivers also have blades of high carbon steel, hardened and nickel-plated to deter rust.—*Great Neck Saw Mfrs. Circle D272, reply card.*

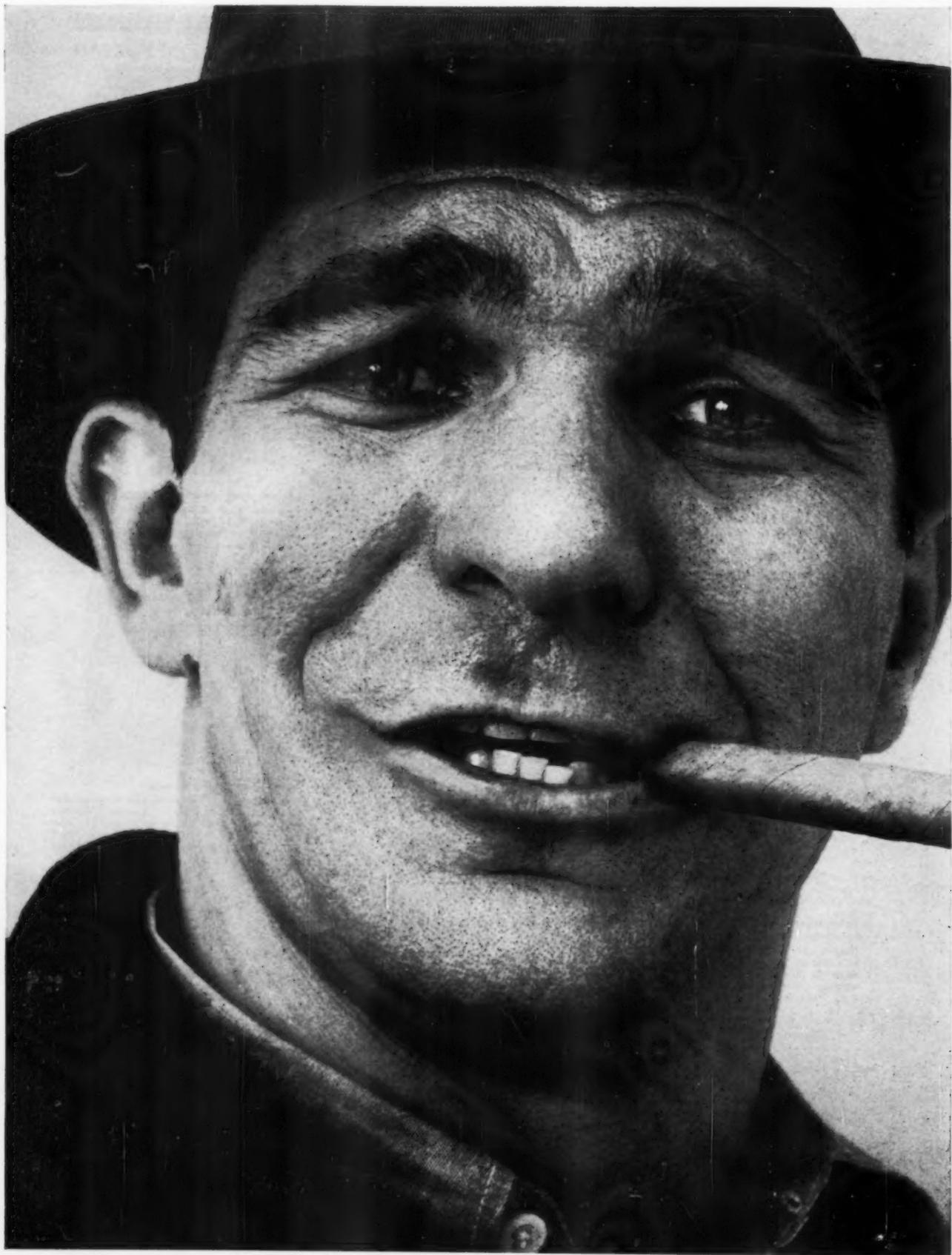


Guard prevents paint smears

Handy little flat metal triangle keeps window panes smear-free while window sashes are being painted. Versatile device can protect walls, aid in trimming wallpaper. Retail for 40¢, 12 to a box.—*Red Devil Tools. Circle D269, reply card.*

Truss building machinery

Advanced method of fabricating roof trusses features machine with special connector plates. Designed to assemble trusses spanning 16' to 40'. Roof pitches may be set from 1/2 to 6.—*TrussOmatic, Inc., Booths 1180, 1181. Circle D273, reply card.*





**"O.K!
Tell me why
I should put
Puritron®
Range Hoods
in the kitchens
I build?"**

BECAUSE Puritron is the only range hood that works on the Patented Puritron electronic principle. This electronic miracle keeps kitchens free of cooking odors, smoke... and even swallows grease electronically, so it can never settle on the walls.

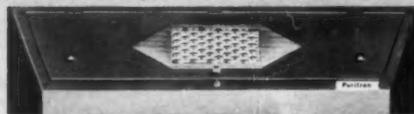
BECAUSE you need no expensive ducts, exhaust fans... no expensive carpentry to install a Puritron Range Hood. You put it up over the range in minutes with just two screws.

BECAUSE you'll be amazed at the fantastically low cost of Puritron Range Hoods. And since there are no installation costs, this means bigger savings.

BECAUSE Puritron is the only range hood that is nationally advertised on television. It has been pre-sold over and over again to millions on the Jack Paar NBC-TV show and 9 popular daytime TV shows. Puritron is also advertised in Life, Saturday Evening Post, Readers Digest and other important national magazines.

AND THE BIG BECAUSE... Puritron Range Hoods make your houses easier to sell... your apartments easier to rent. For full information, write Puritron Corporation, 15 Stiles St., New Haven, Conn.

Come to Booth 249-250 at the NAHB Show and see Puritron's newest Range Hoods. You'll see powerfully effective, beautifully styled units that improve the decor of any modern kitchen. And see Puritron's exclusive new ductless bathroom unit. This handsome built-in model has been specifically designed to solve the tough problem of bathroom odors, immediately and effectively. Needs no vents or ducts either. Come to the show and learn why Puritron is the choice of successful builders everywhere.



PURITRON — THE ELECTRONIC MIRACLE



"We Built this House for only \$7.50 per sq. ft. of living space by using a Seaboard Manufactured Home!"



MEET THESE BUILDERS AT BOOTHS 1463 & 1464 AT THE CHICAGO HOME BUILDERS EXPOSITION TO LEARN HOW THEY DID IT—AND INCREASED SALES . . .



YORKTOWN WOODS

Yorktown Heights, N. Y.

By exclusively using Seaboard Manufactured Homes, no one, but no one, was able to undersell us in our area.

Aaron Grad



THRUWAY HOMES

Mamaroneck, N.Y.

Sales and profits increased while construction headaches decreased when I turned to Seaboard Homes.

Roger Becker



LAKE & VILLAGE

Wolfeboro, New Hampshire

With the flexibility offered by Seaboard I custom designed my homes to meet the most discriminating tastes.

James Wales



DONO & SWIRNOW, INC.

Greenwood Lake, N. Y.

Seaboard Manufactured Homes enabled us to sell quality homes at low prices with healthy profits.

Gerald M. Swirnow



AURORA HOMES

Mahopac, N. Y.

I increased my sales by better than 300% since I began using Seaboard Manufactured Homes.

Vincent Melillo



ALUMINUM HOMES, INC.

Yonkers, New York

Seaboard Homes enabled me to sell quality homes at low prices with high profits. I'm sold on them.

Alfred J. Modica

SEE! ALSO ON DISPLAY—MODELS of GARDEN APARTMENTS, RETIREMENT HOMES, MOTELS



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**RECESSED
UNITS**

For that extra touch of delightful luxury and comfort in your bathroom, there's nothing to equal the classic styling of Hall-Mack built-in accessories.

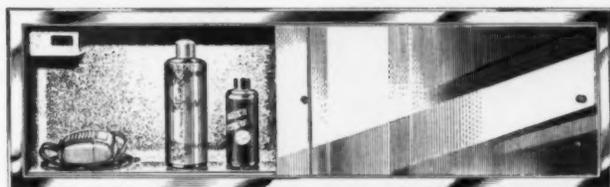
Their quiet dignity

blends harmoniously with any decor... saves precious space... provides extra convenience for every member of your family.

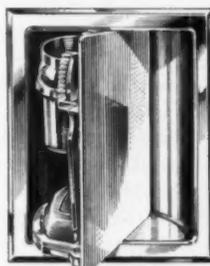
The traditional fine quality of Hall-Mack accessories brings lifetime beauty to your bathroom... combines discriminating concealment with full utility. Accessories make the bath, so to be sure to specify Hall-Mack when you build or remodel.



accurate scale folds into wall... saves space prevents tumbles

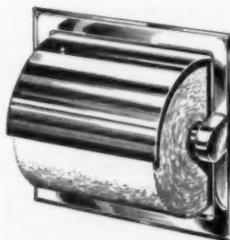


concealed vanity shelf with sliding mirrors



revolving door hides soap, tumbler, tooth brushes

semi-concealed paper holder... hinged hood keeps tissue clean, acts as brake on roll



AB-12-61

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division of *Textron Inc.*
1380 W. Washington Blvd.,
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Please send your free color booklet on bathroom planning

Name _____
PLEASE PRINT

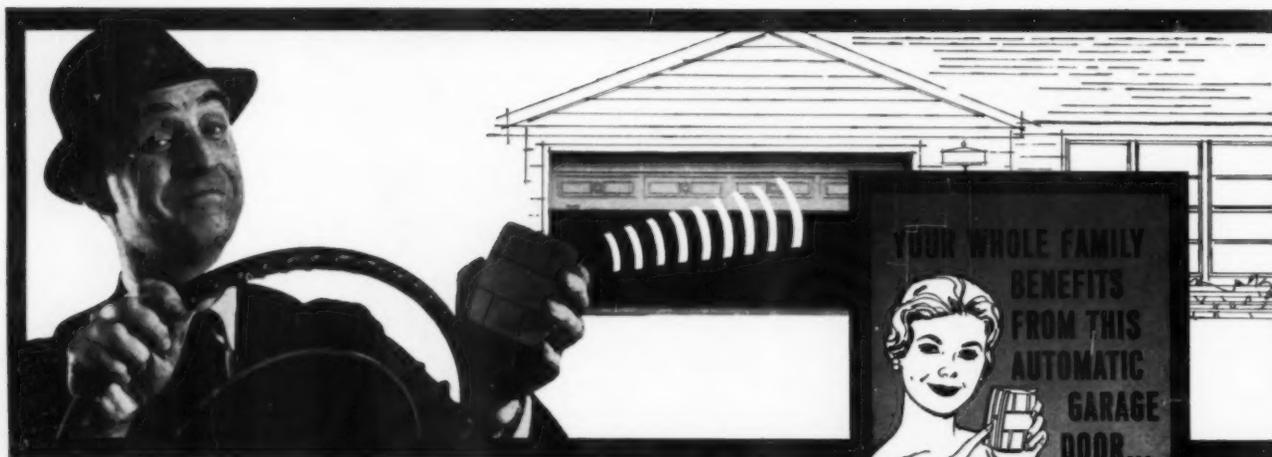
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Sold by leading plumbing, tile and hardware dealers everywhere

3

DRAMATIC IDEAS TO HELP YOU



1 Push-Button Garage Doors Help YOU Excite Prospects

Now YOU can sell your prospects electronic-age convenience, status, fun they can't resist!

YOU will sell them faster with the ULTRONIC Automatic Garage Door Operator, new from Overhead Door Corporation.

YOUR CUSTOMER stays right in the car . . . safe from prowlers, dry and comfortable in the ugliest weather. He touches a button on the compact ULTRONIC radio transmitter. Presto! Garage doors open or close—electronically. Makes manual door operation absolutely old-fashioned!

YOUR CUSTOMERS will like the gadgetry, the status symbol of ULTRONIC. And what a profitable selling feature for *your now truly modern* model homes!

ONE OF YOUR BETTER SALESMEN now can be this ULTRONIC Operator, installed in one of YOUR model homes—a deal so attractive YOU can't afford to turn it down!

YOUR NEARBY "OVERHEAD DOOR" DISTRIBUTOR will give you details—and free promotion materials, such as the colorful wall poster shown at right. He's listed in the white pages under "OVERHEAD DOOR." Or write us today.



2 Door Design Helps YOU Sell

SELL YOUR PROSPECTS modern design, individuality—dramatic garage door styling with personality.

Let them *see* and *select* their own personalized garage door designs from our complete line, shown on this full-color poster: raised and routed doors, modern and traditional doors, flush and special doors, standard and multi-panel doors. Doors with windows, with decorative molding added, with unbroken surfaces, with tack-ons, appliques, louvres—and tasteful color.

YOU CAN VISUALIZE endless variations with our new Design Selector, too. Large poster and full-color folder are available to help YOUR customers make up their minds. Ask YOUR "OVERHEAD DOOR" distributor.

SELL MORE HOMES IN

1962

3 Dramatic Use of Livable Garage Space

YOU will build traffic with this whole new concept of space-use, that converts garage area into pastime workroom, playroom, patio extension—more useful space as well as car space.

An optional "OVERHEAD DOOR" as a "movable" backwall lets in more light and air, provides better space use. Transforms whole area. Labor and materials saved on the backwall may make up most of the extra door cost. And YOU get higher evaluation for your homes.

Put the "Convertible-Garage-Room" to work for YOU . . . selling. Exciting sales tools are free from YOUR "OVERHEAD DOOR" distributor. Or write us.



This extra door opens up all this extra living space...

it's the New Convertible-Garage-Room

by "OVERHEAD DOOR"

Look what it does! Your garage becomes party space, a comfortable, covered extension to a rear patio—and more! The extra door lets in light and ventilation to give you a bright, airy hobby shop, a handy play pen for the children, a customer family room. And it opens wide access to the back yard to make your garage a handy place for work and storage.

The "Convertible-Garage-Room" idea is from Overhead Door Corporation, maker of the original

"Overhead Door"—the light, strong, easy-opening door that opens and closes without ropes. It's the door that's guaranteed to work by the factory-trained expert who installs it—your local "Overhead Door" distributor.

Ask for a colorful free booklet showing what has been done with "Convertible-Garage-Room" across the country. It offers more suggestions you can use to make the most of this extra living space.



THE OVERHEAD DOOR CORPORATION

plus -

FAMOUS NAME

helps YOU sell reliability. "OVERHEAD DOOR" is the original, made only by us.

SERVICE WARRANTY

relieves YOU of any call-back. YOUR local "OVERHEAD DOOR" distributor installs every "OVERHEAD DOOR" with service warranty label.

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Wall banners, handout "idea" booklets, publicity releases, and other materials are available from Overhead Door Corporation, Dept. AB-112, Hartford City, Indiana.

SEE US AT THE NAHB EXHIBIT, BOOTH 870

McCORMICK PLACE, DEC. 3-7, CHICAGO

the original upward-acting sectional door,
made only by



OVERHEAD DOOR CORPORATION

General Offices: Hartford City, Ind. Manufacturing Distributors: Dallas, Tex.; Portland, Ore.; Cortland, N.Y.; Hillside, N.J.; Lewistown, Pa.; Nashua, N. H. In Canada: Oakville, Ontario



REMINISCENT of Early American homes along eastern sea coast, Long Island model has hand-split shingled walls, low roof lines.

Introducing a new trend . . .

With something borrowed, something new, model home attracts New York prospects. Basic ranch-style offers buyers informal charm of traditional farm house combined with modern five-bedroom floor plan. The price—\$33,800; the site—Harbour Green, Massapequa, Long Island; the builder—Bourne Homes; Architect—Donald J. Brown

The spearhead for a proposed development of nineteen houses, this month's blueprint house reflects a trend that is being felt throughout the country: buyer pressure for more traditional design. Informality is its keynote; warm, inviting living its promise.

Hand-split red cedar shingles add texture to the outside walls and, left natural, will soon reward the owner with that much prized salt-sprayed look so familiar in New

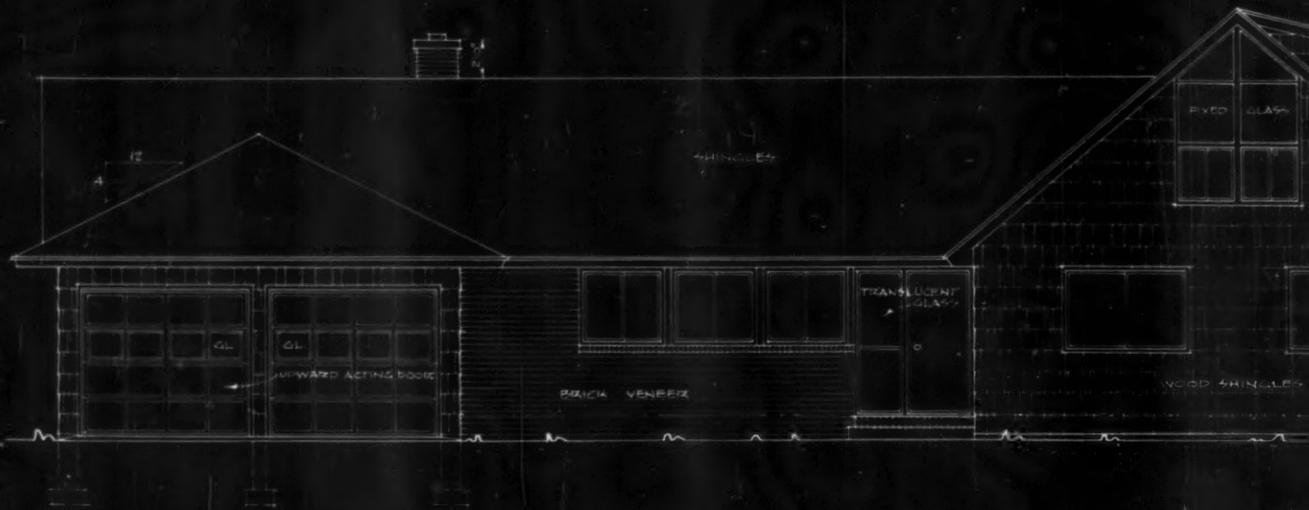
England. Inside, exposed beams which follow the roof lines add a feeling of extra height to all main rooms. This feeling of spaciousness is further emphasized by sliding glass doors in the family room which open onto a private side terrace. This room, lined with pre-finished plywood, gains added interest because of a brick island fireplace which separates it from the dining area.

The first floor also includes a

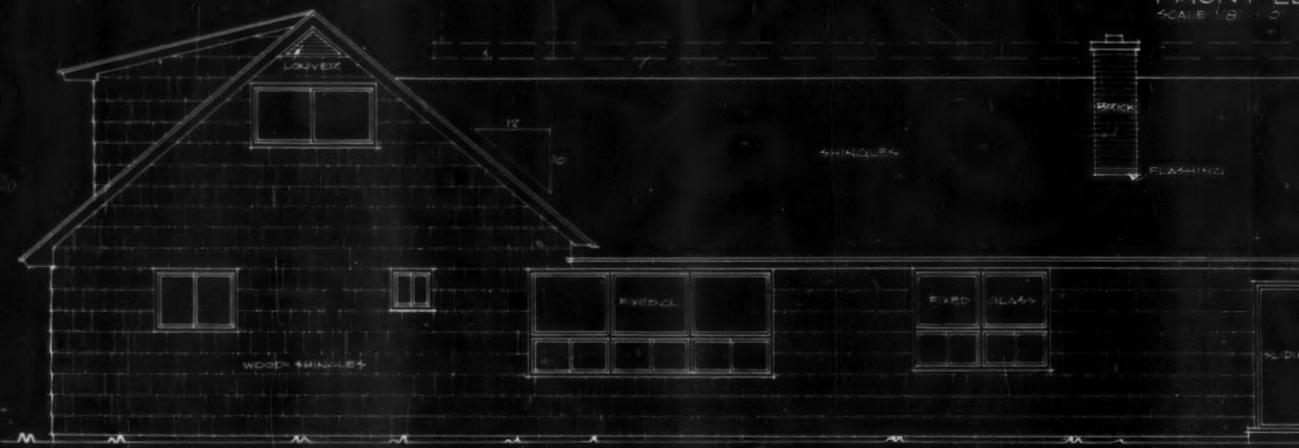
formal living room, a kitchen-breakfast room, foyer, three bedrooms and two baths. This basic design is offered along with a two-car garage, laundry and unfinished attic. Price: \$29,990. A second floor dormer brings the price tag up to \$31,800. If the attic is finished, offering two more bedrooms and an extra bath, the buyer pays \$33,800. Large studio windows on the upper floor add brightness to the bedrooms.

. . . ranch model with weathered

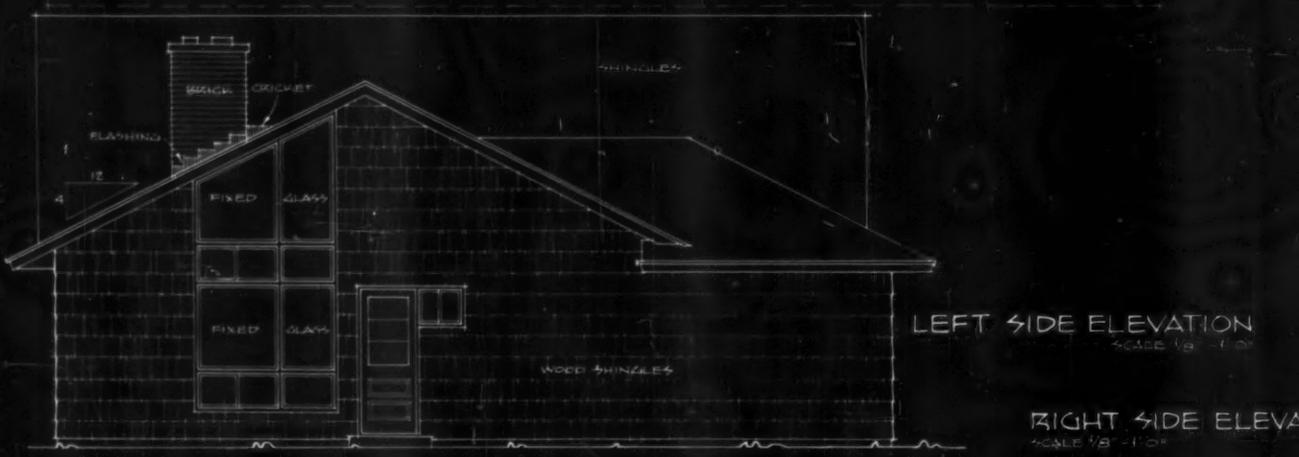




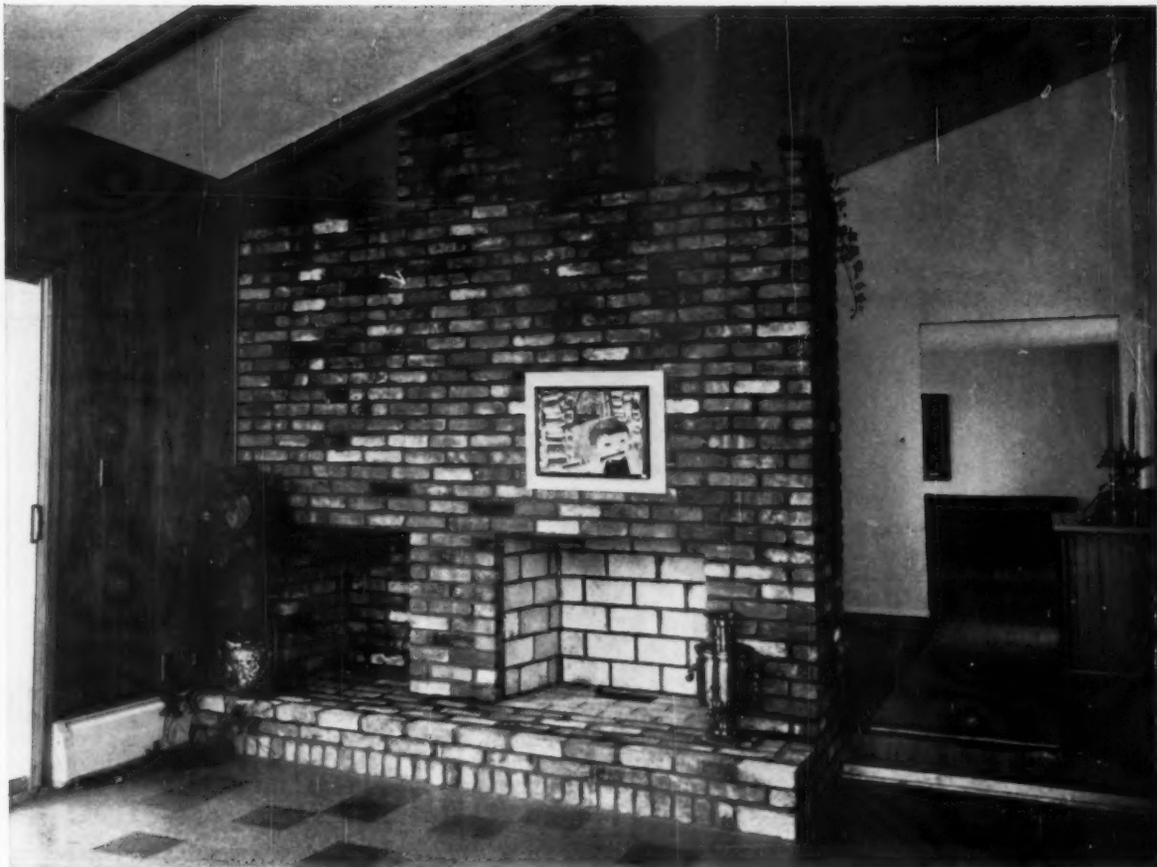
FRONT ELEVATION
SCALE 1/8" = 1'-0"



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



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



VIEW OF FAMILY ROOM shows exposed beams of ceiling, peninsula fireplace and open passage leading into formal living area.

Complete estimating take-off list of building materials

AMERICAN BUILDER HOUSE NO. 291			
L = lin. ft.	C = cu. ft.		
S = Sq. ft.	U = unit(s)		
BASEMENT FLOOR AREA	1,440 S		
MAIN FLOOR AREA	1,745 S		
EXT. PLATFORM FLOOR AREA	115 S		
GARAGE FLOOR AREA	395 S		
—EARTH EXCAVATION & GRADING—			
Topsail 6" Grade Exc. & Pile	10,800 S		
Earth Basement Excavation	13,130 C		
Earth Foundation Exc. & B'fill	1,110 C		
Earth Hand Footings Exc. & B'fill	525 C		
Exc. Mater. Surplus Removal	13,130 C		
Gravel 4" Fir. & Platf. Sub-fill	2,290 S		
—CONCRETE CONSTRUCTION & FINISH—			
Concrete Wall & Chim. Footings	355 C		
Concrete Wall & Chim. Footings Forms	450 S		
Concrete Chimney Foundation	155 C		
Concrete Chimney Foundation Forms	160 S		
Concrete Foundation Walls	995 C		
Concrete Foundation Wall Forms	2,890 S		
Concrete Structural Pier	1 C		
Concrete Structural Pier Forms	10 S		
Concrete 4" Fir. & Platf. Slab O.G.	2,290 S		
Concrete 11"x7" Steps, Form & Finish	10 L		
Monolithic Floor Finish	1,945 S		
Monolithic Floor Sub-finish	230 S		
Monolithic Platform Finish	115 S		
Kraft Paper Platform & Floor Prot. & Curing	2,300 S		
Premade 1/2"x4" Floor Expan. Joint	135 L		
#4 Steel .668" Rod Reinforcing	563 L		
Mastic Found. Wall Dampproofing	1,235 S		
—BRICK CONSTRUCTION & VENEER—			
Face Brick 4" Ext. Wall C.B. Veneer	110 S		
Face Brick 4" Chimney C.B. Veneer	60 S		
Face Brick 4" Fireplace C.B. Veneer	185 S		
Fire Brick 4" Fireplace Wall Lining	10 S		
Fire Brick 4" Fireplace Floor Paving	5 S		
Fire Brick 4" Fireplace Hearth Paving	15 S		
Comm. Brick Chimney Construction	165 C		
Face Brick 4"x8" Window Sill	15 L		
Vitr. T.C. 9"x9" Flue Lining	25 L		
Vitr. T.C. 13"x13" Flue Lining	20 L		
Acid & Mortar Expos. Brick Clean & Point	385 S		
—METAL ORNAMENT & MISC. WORK—			
3 1/2"-d. Steel Lally Column	50 L		
6x6x3/4" Stl. Base Plate	7 U		
6x6x1/2" Stl. Base Plate	11 U		
3x4x3/8" L Stl. Fireplace Lintel	8 L		
—METAL SHEET WORK—			
Metal 14" Valley Flashing	70 L		
Metal 12" Base Flashing	35 L		
Metal 12" Chimney Flashing	10 L		
Metal 6" Dr. & Window Flashing (Head)	110 L		
Metal 2x1x1" Chim. Cricket	1 U		
—LUMBER FRAMING & CONSTRUCTION—			
6x10" Wood Floor Girder	75 L		
4x12" Wood Ceiling Beam	35 L		
3x8" Wood 12"-o.c. Floor Joists	170 L		
2x10" Wood Valley Rafter	55 L		
2-2x8" Wood Flr. Joist Headers	20 L		
2x8" Wood Hip Rafter	55 L		
2x8" Wood Roof Ridge Board	105 L		
2x8" Wood 16"-o.c. Joists	1,525 L		
2-2x6" Wood Wall & Part. Plate	15 L		
2-2x6" Wood Foundation Sill	250 L		
2x6" Wood 16"-o.c. Part. Studs	100 L		
2x6" Wood 16"-o.c. Roof Rafters	2,920 L		
2x6" Wood 16"-o.c. Ceiling Joists	1,170 L		
2x6" Wood Wall & Part. Sill	15 L		
2x6" Wood 16"-o.c. Roof Rafters	2,680 L		
2-2x4" Wood Wall & Part. Plate	700 L		
2x4" Wood Wall & Part. Sill	570 L		
2x4" Wood 16"-o.c. Ceil. Joists	100 L		
2x4" Wood 48"-o.c. Ceil. Ties	40 L		
2x4" Wood 48"-o.c. Joists Ties	50 L		
2x4" Wood 16"-o.c. Wall Studs	2,235 L		
2x4" Wood 16"-o.c. Part. Studs	2,870 L		
2-2x3" Wood Wall & Part. Plate	5 L		
2x3" Wood Wall & Part. Sill	5 L		
2x3" Wood 16"-o.c. Part. Studs	35 L		
3/4" Wood Wall Lining	1,720 S		
3/4" Wood Floor Lining	1,000 S		
3/4" Wood Roof Lining	3,350 S		
Wood Exter. Wall Shingles	1,610 S		
15# Felt Exter. Wall Insulation	1,720 S		
15# Felt Roof Insulation	3,350 S		
15# Felt Floor Insulation	1,550 S		
Shingles Roof	3,350 S		
Blanket 3" Wall Insulation	1,720 S		
Blanket 4" Ceiling Insulation	2,035 S		
Oakum & Mast. Door & Wind. Caulking	435 L		
—WOOD EXT. & INT. MILLWORK—			
Wood & Glass 6x7" Glz. Ext. Sl. Door, F&T	1 U		
1 3/4" & Glass 5'6x7" Glz. Ext. Door, S.L., F&T	1 U		
1 3/4" Wood & Glass 2'8x7" Glz. Ext. Door, F&T	1 U		
1-3/4" Wood 4'x6'8" Flush Int. Dr., F&T	4 U		
1-3/4" Wood 3'x6'8" Flush Int. Dr., F&T	1 U		
1-3/4" Wood 2'6x6'8" Flush Int. Dr., F&T	8 U		
1-3/4" Wood 2'x6'8" Flush Int. Dr., F&T	5 U		
1-3/4" Wood 1'6x6'8" Flush Int. Dr., F&T	1 U		
1-3/4" Wood 4'x6'8" Fold. Int. Dr., F&T	1 U		
1-3/4" Wood & Glz. 8'x7" O. Head Dr., Track, F&T	2 U		
Wood 1"x12" Closet Shelf	75 L		
Wood 1"x8" Roof Fascia	180 L		
Wood 1"x8" Rake Board	130 L		
Wood 1"x4" Wall Base	135 L		
Wood 1"x3" Shelf Cleats	110 L		

continued on page 128

Cape Cod look

DECEMBER 1961

▲ SECOND HALF OF BLUEPRINT
FOLDED UNDER.

119

*"For higher quality
at lower cost"*

BUILD WITH HOMASOTE PRODUCTS



HOMASOTE ONE-MAN PANELS

- ✓ 2' x 8'
- ✓ V-grooved
- ✓ End-matched
- ✓ 1/4" thick

The only 3/4" end-matched insulating panel

for interior and exterior use

- Interior walls and ceilings
- Carpet and porch ceilings
- Roof and wall sheathing
- May be applied horizontally or vertically
- Apply over or under the ceiling joists
- Because of end-matching, ends need not hit studs



HOMASOTE ONE-MAN PANELS

for exterior wall or roof sheathing or exterior finish

- A tough, weatherproof, asphalt free material
- Apply vertically or horizontally
- V-joint makes application easy and fast
- Increases both structural strength and insulating value

For exterior finish, cover studs with 1/2" furring, fast before applying

COMPARATIVE "R" FACTORS

Resistance to heat passage		
4" Insul-It	70 3" Glass Wool	11.11 Alum. Foil
4" Gypsum	91 1/2" Gypsum	30 3" Roof Deck
15-22" Homasote	1.02 2x2" narrow Pine	30 8" Cedar Shook
1 1/2" Homasote	6.26 1/2" Insulating Board	1.28 6-18 Plywood

Ask your lumber dealer for free Homasote Handbook, 72 pages, and how to make full pay how to make many other savings.



FORM 245

FOR EXAMPLE:

HOMASOTE ONE-MAN PANELS

save you \$64. or more

on every 1,000 sq. ft. of exterior wall area

Applied vertically, these panels provide the most economical, satisfactory exterior wall covering available. They give you structural strength, insulating value and resistance to weather. With V-grooving and end-matching—and applied either vertically or horizontally — they afford an attractive new note in interior walls and ceilings.

Homasote Products can help you cut your costs — whether in specific applications or throughout the whole structure. With a wide variety of thicknesses and sizes (up to 8' x 14") — and all of them *weatherproof* — you save money at every step. They permit many uses not possible with other materials.

The major facts about each Homasote Product are presented in briefest terms—on a colorful Nutshell Card (as here pictured). Handy reference tables — such as Comparative "R" Factors — are included. Ask your Lumber Dealer—or write us—for a set of these cards. Each shows you where you can save money at some point of construction — and still give the home owner higher quality, finer appearance and more lasting satisfaction. And — be sure you always have available a copy of the latest edition of the 72-page Homasote Handbook. Kindly address your request to Department M-1 or ask your Homasote representative.



VACATION HOUSE #702

TO WIDEN YOUR MARKET . . .

get the full facts about Vacation and Shell Homes, Farm and Utility Buildings constructed by the new Versitruuss-Panel System. Also—ask about Homasote's Vacation and Shell House Financing Plan.

Ask your Lumber Dealer
about Homasote P-B Components

HOMASOTE COMPANY
TRENTON 3, NEW JERSEY

Homasote of Canada, Ltd. • 224 Merton Street • Toronto 7, Ontario



Jury panel sifting through the hundreds of contest entries at the Savoy-Hilton Hotel, New York

(Left picture) Leonard L. Frank, First Vice President, National Ass'n. of Home Builders, Stephen G. Yeonas, Builder, Arlington, Va. (Center picture) Mr. Frank and Don R. Proudfoot, Vice

President, Producers' Council; (Right picture) Neil A. Connor, Director, Architectural Standards Division, Federal Housing Administration, Mr. Proudfoot, and Joseph B. Mason, Editor.

American Builder's Top Winners In Quality Home Contest Get Flights To Europe

Three lucky builders will soon be winging their way to Europe, enjoying a bonus prize for excellence in their work. These free trips for two, via Icelandic Airlines, were the added incentive that brought this year's entries in American Builder's Quality Home Contest way above the 300 mark, the largest number to date.

Entries came from every part of the country though, as in previous years, the West Coast and South dominated the field. Quality of design, planning and construction was high; there seemed to be a

definite trend towards more traditional design, two-story houses, dual-purpose rooms and simplified decoration.

Our panel of distinguished judges met October 13 in New York's famous Savoy-Plaza. Their job wasn't an easy one. Hundreds of photographs, plans and details were carefully studied; pros and cons argued and debated. Finally the list dwindled down to twelve houses, four in each category and, from these, three Grand Prize winners were selected, and appear on this page. Congratulations!

The Winners: Their designs will be in the February American Builder

Category "A," under 1200 sq.ft.—**Grand Prize**, B. C. Deane Contracting Co.—M. J. Brock & Sons, Inc., Huntington Beach, Cal. **Award of Distinction**, Bell & Valdez, Bellevue, Wash.; **Awards of Merit**, A. C. Langworthy, Inc., Mission, Kansas; Marnel Development Co. Inc., San Diego, Cal.

Category "B," 1200 to 1800 sq.ft.—**Grand Prize**, John C. Mackay, Mackay Homes, Menlo Park, Cal.; **Award of Distinction**, Cowart Homes, Inc., Jacksonville, Fla. **Awards of Merit**, Stoneson Const. Corp., San Francisco, Cal.; President Homes, Anaheim, Cal.

Category "C," over 1800 sq.ft.—**Grand Prize**, Steven L. Fortunato and Leon N. Weiner, Franklin Associates & L. Fortunato Associates, Wilmington, Del.; **Award of Distinction**, Crest Development Co., Silver Spring, Maryland; **Awards of Merit**, Rolfs Construction Co., Annandale, Va., Walter J. Klassen, Overland Park, Kansas.

Top Winners

James Deane,
B. C.
Deane Cont.
Co.—
M. J. Brock
& Sons.



John C. Mackay,
Mackay Homes,
Menlo Park, Cal.



Steven L. Fortunato
& Leon N.
Weiner, Frank-
lin Assoc. & L.
Fortunato Assoc.
Wilmington,
Del.



"Ford Econolines cost us 23% less to buy... save us almost 50% on gas"

says Mr. L. LeRoy Highbaugh, Jr., L. LeRoy Highbaugh & Son, Louisville, Kentucky

"Our first Ford Econoline truck convinced us we should replace all 11 units in our repair and maintenance fleet with Econoline Vans and Pickups.

"We saved from \$300 to \$500 apiece on initial cost, and this lower price also means a fleet savings of \$200 in city taxes and several hundred dollars each year in state taxes.

"We also found that our gasoline bill has been cut almost in half. These Ford Econolines are getting about 20 miles to the gallon, compared to the 10 miles our standard 1/2-tonners used to average. It looks like we'll save 15% yearly on tire costs. In fact, our total maintenance expense is way down. So much so, we've been able to cut our staff of mechanics from three to two.

"Many other Ford advantages have shown up—

besides economy. Our drivers report the Econolines are much more maneuverable, and they're easier to operate in snow than the standard trucks we've had.

"Each driver-repairman carries all the supplies and equipment needed to plaster, paint, fix plumbing, secure sagging hinges or handle any emergency. They need plenty of room to keep everything where it can be reached quickly and easily. The Econoline's flat floor, larger loadspace and convenient double doors (side and rear) are big timesavers.

"We have 12 other Ford Trucks, including dumps and mixers for construction work and Falcon Rancheros in our nursery operation, all doing an excellent job for us."

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

FORD TRUCKS COST LESS



PRODUCTS OF  MOTOR COMPANY



Introducing ... a sales-winning
new line from the house
of *Qualitybilt*



kitchen cabinets

If you are interested in the bigger volume that comes when you can feature genuine quality tempered with budget pricing . . . you'll find these beautifully designed new "Princess" cabinets a money-making answer for your building and remodeling business. Made of fine birch wood finished to a mellow, golden fruitwood finish . . . crafted in the Qualitybilt tradition . . . completely assembled, ready to install . . . with exclusive antique coppertone hardware for a final touch of elegance.

These and many other exclusive features make the "Princess" a truly outstanding new line. *Call your Qualitybilt distributor for full details now!*



FARLEY & LOETSCHER MFG. CO.
DUBUQUE, IOWA



The new "Princess" cabinets . . . and other outstanding products . . . will be on display at the NAHB show — Booths 1451 and 1452. Don't miss them!

GM-DELCO

BREAKS to Low-Cost Home



the **THRIFT-PAK**
(*upflow or counterflow
models*)

*Gives complete
heating and
air conditioning*

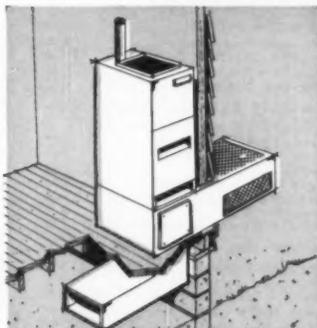
See this advanced home conditioning unit
and other new GM-Delco Home Conditioning products
at the Builders Show—Booth 917

THE BARRIER Conditioning

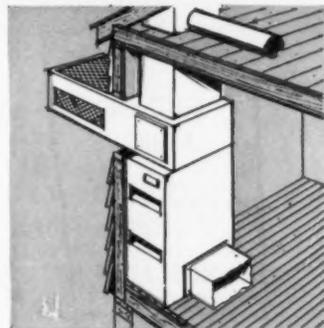
Now you can completely air condition even modestly priced homes with *Thrift-Pak*, GM-Delco's new thru-the-wall heating and cooling system. This is the unit that builders requested to help sell new homes in the big \$10,000 to \$15,000 range.

Low installation cost makes the difference. In just sixty minutes, two men can install this GM-Delco Conditionair. For more details, write the Delco Appliance Division, Dept. A-2, General Motors Corporation, Rochester 1, New York.

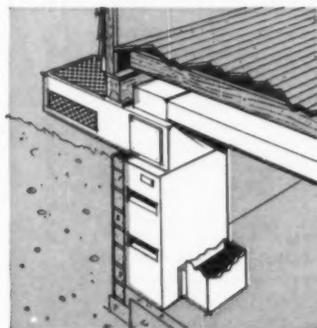
Versatile...with all these applications



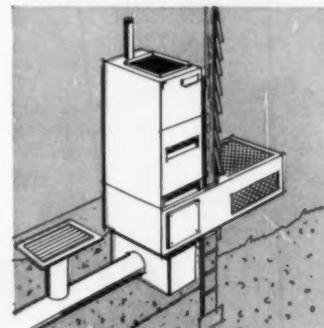
CRAWL SPACE . . . The Thrift-Pak fits through the wall and connects to distribution duct work underneath the house for an economical installation.



OVERHEAD DUCTS . . . The popular overhead distribution system uses the Thrift-Pak mounted through the wall and over the heating unit.



BASEMENT . . . A conventional basement heating installation can be easily made into a year-round Delco-365 system by locating the Thrift-Pak directly above the furnace.



SLAB CONSTRUCTION . . . For fast, easy, year-round air conditioning in slab type houses, the Thrift-Pak is installed through the wall and over the supply plenum in the floor.

GM Delco 365 CONDITIONAIR

DELCO APPLIANCE DIVISION • GENERAL MOTORS CORPORATION • ROCHESTER, NEW YORK



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LOWEST FARES of any scheduled airline ANY TIME OF YEAR

Estimating Takeoff List
continued from page 119

Wood 1"x3" Crown Moulding	130 L
Wood 1-1/4" diam. Clothes Pole	35 L
Wood 13Rx3'6" Stair & Rail	1 U
Wood 12Rx3' Stair & Rail	1 U
Wood & Mesh 3'6x1'6" Wall Louver & Scrn.	1 U
Wood & Memb. Ceil. False Beam	60 L
Pre-fin. Wood 4'x2'x3' Base Cabinet	1 U
Pre-fin. Wood 4'x2'x3' Range Cabinet	1 U
Pre-fin. Wood 3'6'x2'x3' Sink Cabinet	1 U
Pre-fin. 6'x1'6x3' Island Cabinet	1 U
Pre-fin. Wood 3'x2'x6'8" Pantry Cabinet	1 U
Pre-fin. Wood 2'x2'x3' Base Cabinet	1 U
Pre-fin. Wood 2'x2'x4'9" Oven Cabinet	1 U
Pre-fin. Wood 4'6x2'x1' Wall Cabinet	1 U
Pre-fin. Wood 5'x2'x1' Wall Cabinet	1 U
Pre-fin. Wood 2'x2'6x1' Wall Cabinet	1 U
Pre-fin. Wood 3'x1'6x1' Wall Cabinet	1 U
Pre-fin. Wood 5'6x1'8x3'6" Vanity Cabinet	1 U
Pre-fin. Wood 1'4x1'x6'8" Linen Cabinet	2 U
Pre-fin. Wood 3'x1'6x3'6" Vanity Cabinet	1 U
1-3/4" Wd. & Gl. 7'x14'6" Fix. Window, F&T	1 U
1-3/4" Wd. & Gl. 6'x8'6" Fix. & Sl. Window, F&T	1 U
1-3/4" Wd. & Gl. 12'x5' Fix. & Sl. Window, F&T	1 U
1-3/4" Wd. & Gl. 6'6'x5' Fix. & Sl. Window, F&T	1 U
1-3/4" Wd. & Gl. 6'x4' Sliding Window, F&T	2 U
1-3/4" Wd. & Gl. 4'x3'6" Sliding Window, F&T	3 U
1-3/4" Wd. & Gl. 5'9x2'6" Sliding Window, F&T	1 U
1-3/4" Wd. & Gl. 8'6'x2' Sliding Window, F&T	1 U
1-3/4" Wd. & Gl. 4'x3' Sliding Window, F&T	1 U
1-3/4" Wd. & Gl. 3'x3' Sliding Window, F&T	1 U
1-3/4" Wd. & Gl. 3'x2' Sliding Window, F&T	3 U
1-3/4" Wd. & Gl. 2'x2' Sliding Window, F&T	1 U

**—GYPSUM BOARD & METAL
CEIL. & WALL BOARDING—**

Gypsum board 3/4" T. J. Ceil. Boarding	2,480 S
Gypsum board 1/2" T. J. Wall Boarding	5,865 S
Gypsum board Wall Lining	270 S
Metal Corner Beads	95 L

—WOOD & RESILIENT FLOORING & TILING—

Wood Finish Flooring	1,545 S
Resilient Floor Tiling	525 S
Machine Finish Sanding	1,545 S

—CERAMIC FLOOR & WALL TILING & TRIM—

Ceramic Floor Tiling	130 S
Ceramic Wall Tiling	270 S
Marble 1"x4" Door Saddle	6 L

—METAL FINISH HARDWARE—

Metal Ext. Cylinder Locks	3 U
Metal Interior Latch	11 U
Metal Interior Lock Sets	3 U
Metal Extar. Door Hinge Sets	2 U
Metal Inter. Door Hinge Sets	14 U
Metal Sliding Door Tracks Sets	5 U
Metal Sliding Door Finger Pull	5 U

—METAL & GLASS TOILET ROOM ACCESSORIES—

Metal & Glass 18x24" Medic. Cabinet	1 U
Metal & Glass 60x42" Wall Mirror	1 U
Chrome Metal Toilet Paper Holder	3 U
Chrome Metal Soap Holder	2 U
Chrome Metal Tumbler & T.B. Holder	3 U
Chrome Metal Soap Dish & Grab Bar	1 U
Chrome Metal Towel Bar	3 U
Chrome & Fabric 5' Shower Rod & Curtain	2 U

—PAINT EXT. & INT. FINISH—

Paint Ext. Millwork 3 Coats	850 S
Paint Int. Millwork 3 Coats	735 S
Paint Int. Doors 4 Coats	1,500 S
Paint Gypb'd. Wall 2 Coats	5,865 S
Paint Gypb'd. Ceil. 2 Coats	2,480 S
Paint Wood Floor 4 Coats	1,545 S
Paint Wood Sash 3 Coats	795 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
Hose Bibb, Connection & Piping	2 U
Lavatory, Piping & Accessories	2 U
Van. Lavatory, Piping & Accessories	2 U
Bath Tub, Piping & Accessories	2 U
Water Closet, Piping & Accessories	3 U
Shower Head, Piping & Accessories	3 U
Kitchen Sink, Piping & Accessories	1 U
Elec. H.W. Mtr. Piping & Accessories	1 U
Laundry Wash. Piping & Accessories	1 U
Laundry Dryer & Accessories	1 U

—HEATING SYSTEM & FIXTURES—

Gas Hot Air Furnace & Accessories	1 U
Galv. Metal Floor Regist. & Ducts	12 U
Hot Air Temp. Control Equipment	1 U
Gas Hot Air Vent Stack & Connection	1 U

—ELECTRIC SYSTEM & FIXTURES—

Electric Service & Connection	1 U
H.W. Heater Connection & Wiring	1 U
Gas Furnace Connection & Wiring	1 U
Elec. Range Connection & Wiring	1 U
Elec. Refrig. Connection & Wiring	1 U
Oven, Connection & Wiring	1 U
Conven. Recep. Outlets & Wiring	40 U
Light Outlets & Wiring	20 U
Entry P. Butt. Chime, Trans. & Wiring	1 U
Ceiling Fixtures & Bulbs	10 U
Wall Fixtures & Bulbs	4 U
Ceil. P. C. Fixtures & Bulbs	4 U



Theodore M. Penker, Jr., Vice President, Penker Construction Company, Cincinnati, Ohio, (left) with Bert Melching, his Dodge Representative.

“We can bid lower because Dodge Reports do our prospecting for us”

“Without the advance notice of prospects for new work that Dodge Reports give us,” says Mr. Penker, “we’d have to maintain a much larger sales force to provide the same kind of information. We figure that could add 5 to 10% to our cost of sales and advertising . . . which might make the difference between losing or winning an award!”

“We cannot afford to miss a single valuable lead, since we can’t hope to get more than a few of the jobs we bid on. This is why continuation of our business at its present levels without Dodge Reports would be almost impossible!”

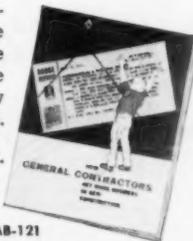
Mr. Penker’s company was formed in 1880 by his grandfather to build homes and small factories. Today it employs 300 to 400 men on various projects ranging from buildings to sewage, water and power plants, bridges, viaducts and highways. It is one of the three largest firms in southwest Ohio doing both engineering and building types of construction.

“Over the 35 years that we’ve been using Dodge Reports,” Mr. Penker says, “their primary value to us has been the important advance news of new projects they provide. But they give us other benefits, too.

They let the sub-contractors know which jobs we are bidding in plenty of time to submit *their* bids to us! What’s more, Dodge Reports help us to know a large part of our possible market as much as two years ahead, thereby enabling us to plan on either curtailing or expanding our overhead, personnel and equipment requirements. This can be a vital factor in an operation of our size.”

Every day, Dodge Reports give Penker Construction the kind of advance information they need—in time to take action. Dodge Reports can do the same for your company — at surprisingly low cost — regardless of your size or scope.

Send the coupon for **FREE BOOKLET.**



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Construction News & Statistics Div., Dept. AB-121
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I’d like to receive your free booklet, “How General Contractors Get More Business in New Construction” and details on how Dodge Reports can help me increase volume and profits.

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DODGE
reports

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IMAGINE!!

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EGAD!!!

... THEN THIS MEANS YOU CAN PUT 'EM UP AND WALK AWAY!... BECAUSE YOU INSULATE AND PAINT ALL IN ONE OPERATION! ... AND AT A LOWER APPLIED COST THAN ANY OTHER SIDING!!!

IV'E GOT IT! I'LL BET YOU SELL THOSE GREAT

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(BY THE WAY, GEORGE . . . HOW'RE HELEN AND THE KIDS?)



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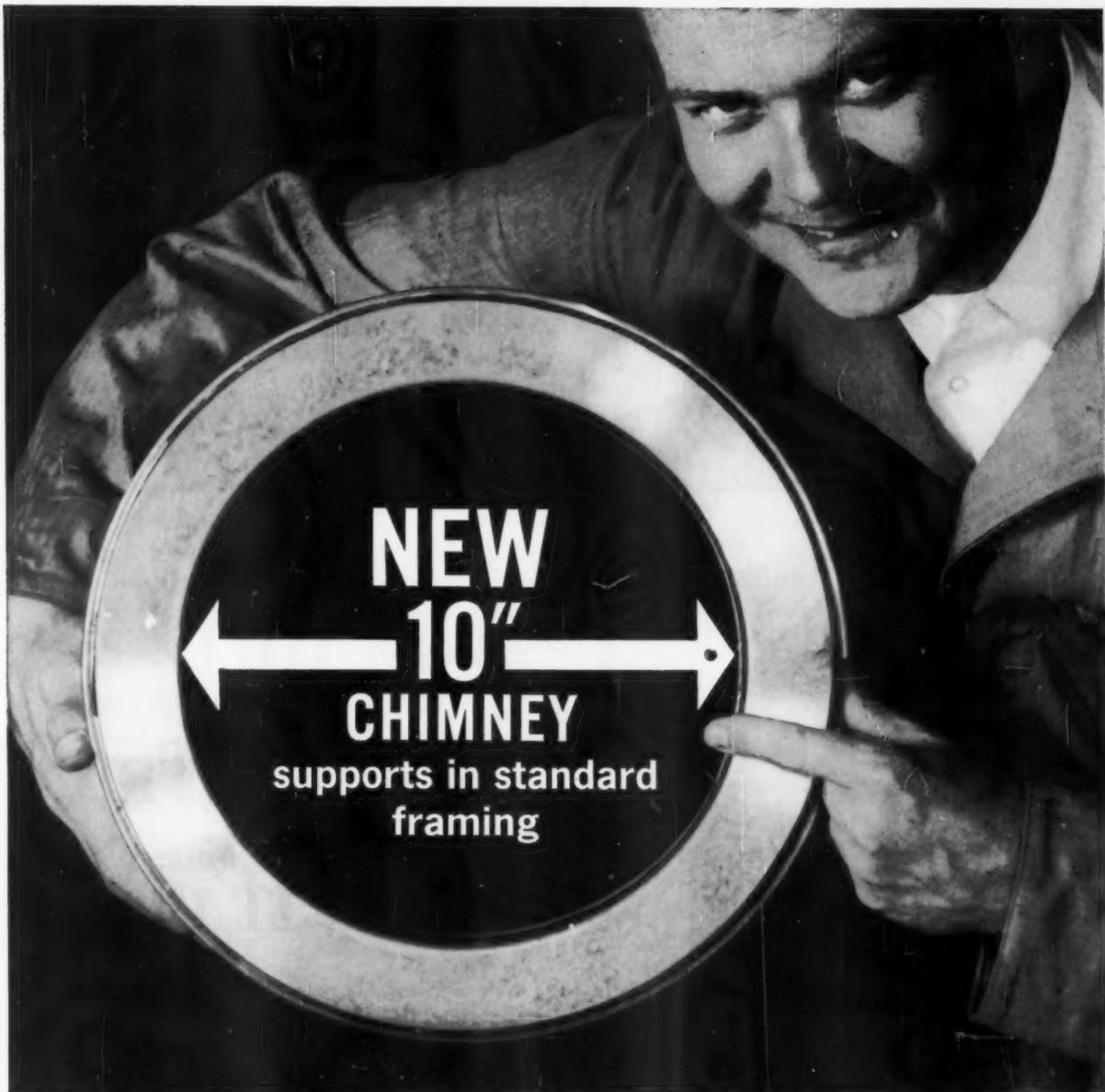


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Please send me Shakertown's
new, colorful brochure on Red Cedar Glumacs.

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under
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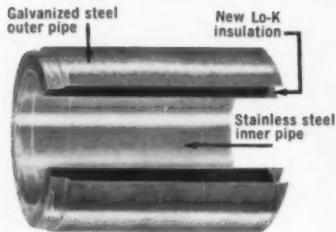


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NEW
10"
CHIMNEY
 supports in standard
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the all-fuel 10-K by Metalbestos



with Lo-K, a revolutionary new insulation

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- Chimney capacity increased 100% yet supports in standard framing.
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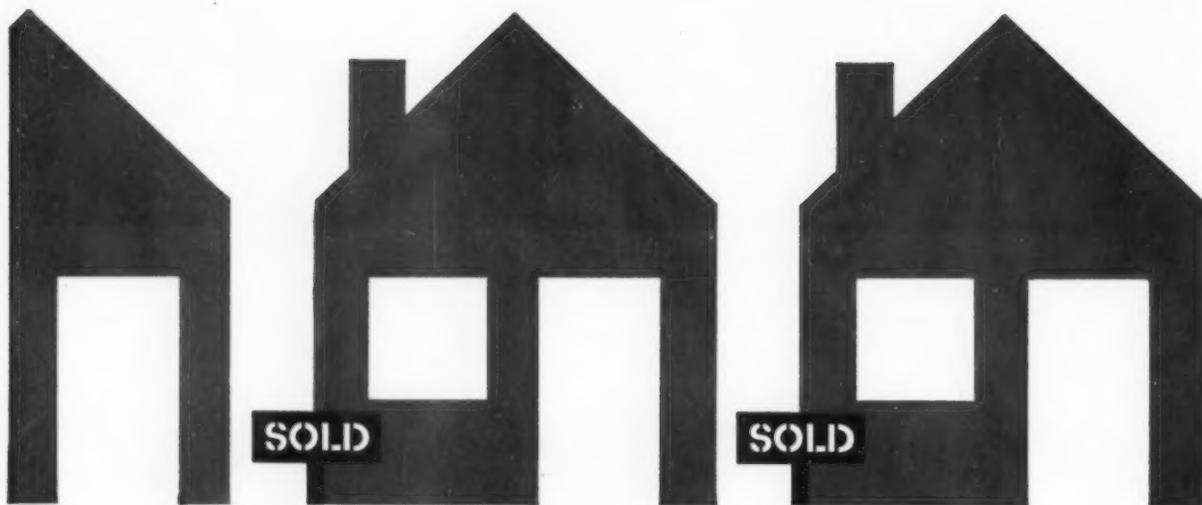
The 10-K CHIMNEY
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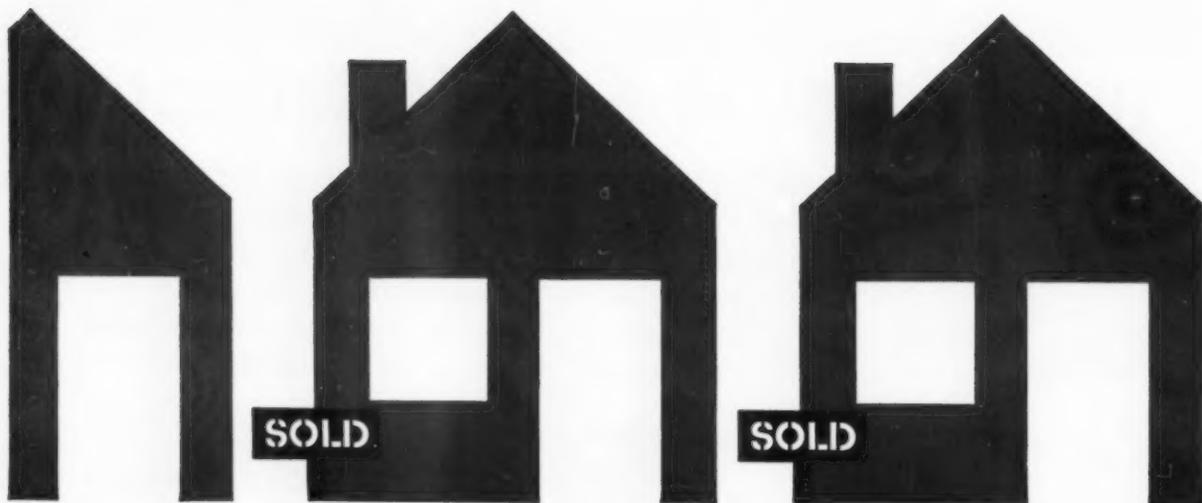
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**YOU TOLD
US WHAT
YOU WANTED!**

HERE IT IS



...a practical new promotion package from Carrier to sell your homes in '62!

Within the last year, we talked with hundreds of builders all over the country about their problems.

We asked: "What can we do to help you sell your homes?"

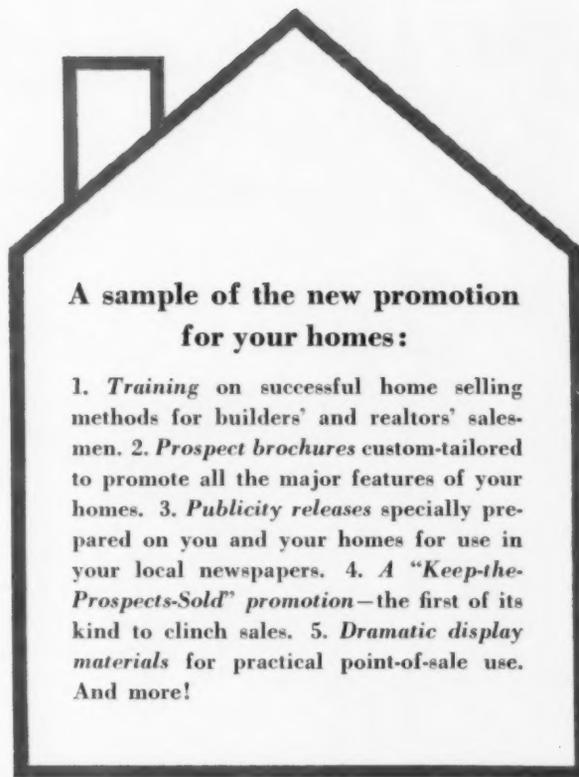
We listened. We made notes. And then we put together a program that includes the builders' major requests.

Is it workable? We've already field-tested just one section of the program with a group of builders—and the result was increased builder profits.

It's ready now—without any cost whatsoever—for builders using Carrier furnaces and/or air conditioning. It's complete with everything you need from the moment the prospect walks in until he's happily moved into his new home.

You can get complete information about the program and the new Carrier furnace line of gas-fired and oil-fired . . . upflow, counterflow, horizontal and loboy . . . budget, standard and deluxe models . . . for any size and type of home at our booths in the NAHB convention.

If you're not attending the convention . . . or want information before then . . . see your Carrier Dealer, listed in the Yellow Pages. Or write Carrier Air Conditioning Company, Syracuse 1, New York.



Visit the Carrier exhibit at the NAHB Convention, McCormick Place, Chicago—Booths 941 through 946

Carrier Air Conditioning Company

NEW

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

*a full siphon jet
at reverse trap prices*



E-5250
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

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FINE PLUMBING FIXTURES

Get set for BH&G's biggest HOME BUILDERS' BONANZA!

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HOMES
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1962

HOME IMPROVEMENT CONTEST



\$30,000⁰⁰

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4 DIVISIONS

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2. INTERIORS

3. ADDITIONS

4. KITCHEN UTILITY AREA

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CONTEST STARTS JANUARY 1

Already, top brand names manufacturers are tying in to add tremendous support. Harness the purchasing power of 5,500,000 BH&G families . . . order your promotion kit today, and you'll be on your way!

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PROMOTION KIT

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AB-12, Des Moines 3, Iowa**

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Company Name _____

Type of Business _____

Address _____

City _____ Zone _____ State _____

(ADVERTISERS: Write on your letterhead for Contest details, or tie-in assistance, to the above address.)

BUILDING WITH BRAINS



Photos courtesy U. S. Gypsum Co.

Drywall contractor's idea eliminates costly callbacks

How can a drywall contractor put up a better ceiling to reduce callbacks, yet keep his price competitive?

Jim Shaw, Orleans, Mass., found the answer in a strip lamination system he devised to eliminate face nails in the panels. After using the system on more than 300 jobs, Shaw has yet to send his crew back to reset popped nailheads or repair a deformity caused by delayed warping of framing.

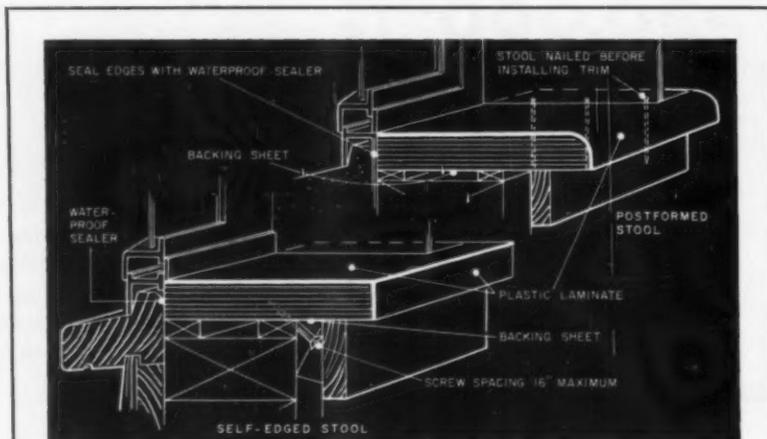
Here's how it works: Strips of gypsum or backing board, 8" wide, are double-nailed 16" o.c. at right

angles to the joists. Adhesives are applied with an applicator, and the panels are pressed in position and nailed only along the tapered edges—joint taping will later cover the heads. As the panels are installed, bowed wood braces are nailed across them at every other joist to press them firmly against the backing strips until the adhesive sets. Scaffold nails are used to hold the braces in place and they, too, are driven through the tapered edges of the panels, leaving the face surfaces unmarred.

Oil keeps asphalt materials from clogging metal shears

When using sheet metal shears to cut roofing, linoleum or asphalt shingles, dip the blades in oil before each cut.

H. Josephs, Gardenville, Pa., reports that this prevents the asphalt from sticking to the blades and insures a clean cut.



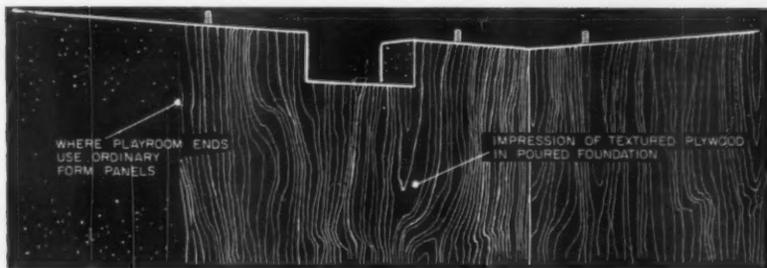
Plastic laminate improves window sills

Covering the stools of window-sill assemblies with laminated plastic adds durability and convenience to these trouble spots for little more than the cost of conventional stools, according to Bob Lilly of the Formica Corp.

Dust, moisture and stains can be wiped away easily and the laminate won't check or peel from hot sun and condensation runoff. A backing sheet laminated to the underside of the stool seals it against warpage.

Place blocking as floor is laid for accuracy

To avoid having to move the blocking because of a miscalculation or accumulated error in a long building, carpenters using the Douglas Fir Plywood Association's 2.4.1 system install the blocking one jump ahead of the floor layers. The blocking is suspended from the beams by metal hangers, and a spacer is used to center the blocking accurately beneath the butting edges of the panels about to be laid.



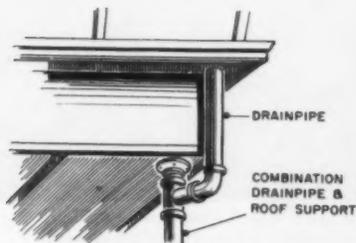
Paneled foundation walls cost nothing extra

By using textured plywood for part of the inner foundation forms, you can cast a driftwood or striated effect in the exterior walls around a basement game room. After stripping the forms, these panels are

cleaned and used for matching interior partitions. Builders who use this cost-saving trick say it's hard to tell the difference between the real wood and the cast concrete when the walls are painted.

Supporting columns double as downspouts

A second story porch, carport or patio roof can have controlled drainage without installing a gutter system. Builder Gordon Rogers, Mercer Island, Wash., slopes the deck (or roof) to drain to the corners, then installs tees and elbows in the supporting pipe to carry the water to the ground.

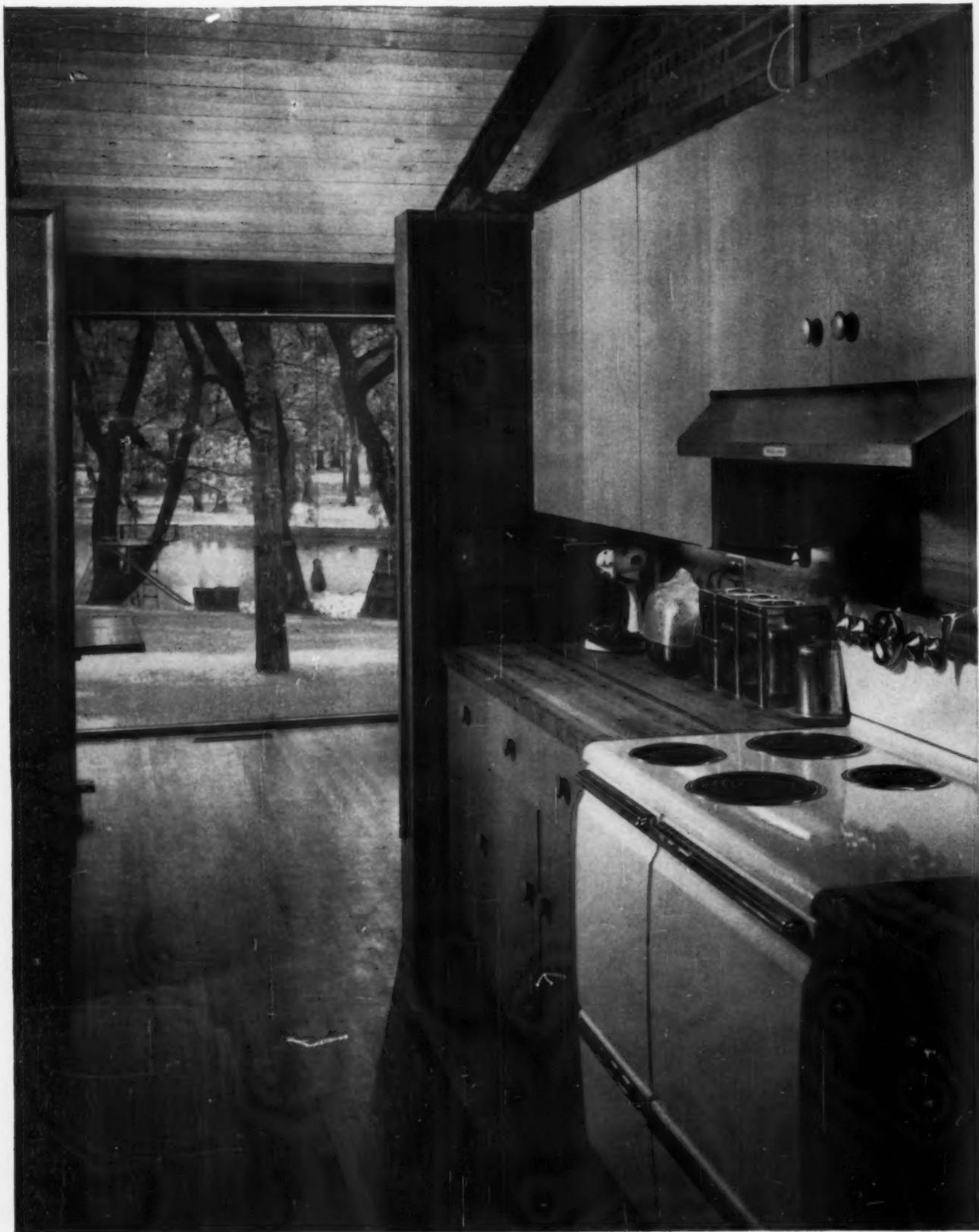


Close line placement facilitates insulation work

If your plumbers and electricians install their lines close to the inner edge of studs in exterior walls, there will be ample room to slide insulation batts in place without tearing or compressing them. The insulation and its vapor barrier helps prevent freezing in pipes and condensation in electrical conduits.

Colored antifreeze is easy to read in level tube

Have you tried a colored antifreeze in your level tube? Not only does it keep the level from freezing, but it's easier to read.



The compatibility of wood makes a strong selling point in this kitchen. Note how beautifully cabinets of wood accommodate the enameled range. Ceiling, floor, and wall paneling of wood blend harmoniously for an effect of warmth and comfort. Frazier and Raftery, architects.

In kitchens that whet buyers' appetites

WOOD sells the rooms that sell the house



A free-standing centerpiece of wood serves as counter decoration and storage space in this kitchen. Cabinets, beams, and paneling of wood combine warmth and beauty with practical advantages.

When you build the kitchens for today's homes, make them *wood*. Wood's warm beauty and ease of care mean more pleasure and freedom for the home-maker . . . more chance of a sale for you. For kitchens that are desirable and livable, for houses that are readily salable, there's nothing in the world like wood. Walls of wood are so comfortable, so practical to maintain. Beautiful cabinets of wood, prebuilt or custom, are strongly preferred. Windows and doors of wood are durable, attractive barriers against heat, cold, and sound. With its many economical possibilities for good design, wood makes the homes you show women the ones they will want to live in.

NLMA, with its ad campaign in *LIFE*, continually reminds home-buyers of wood's many wonderful uses. Millions of people—your customers among them—are seeing it. They'll remember to look for wood in the kitchens you show them. For more information on better homes of wood, write:

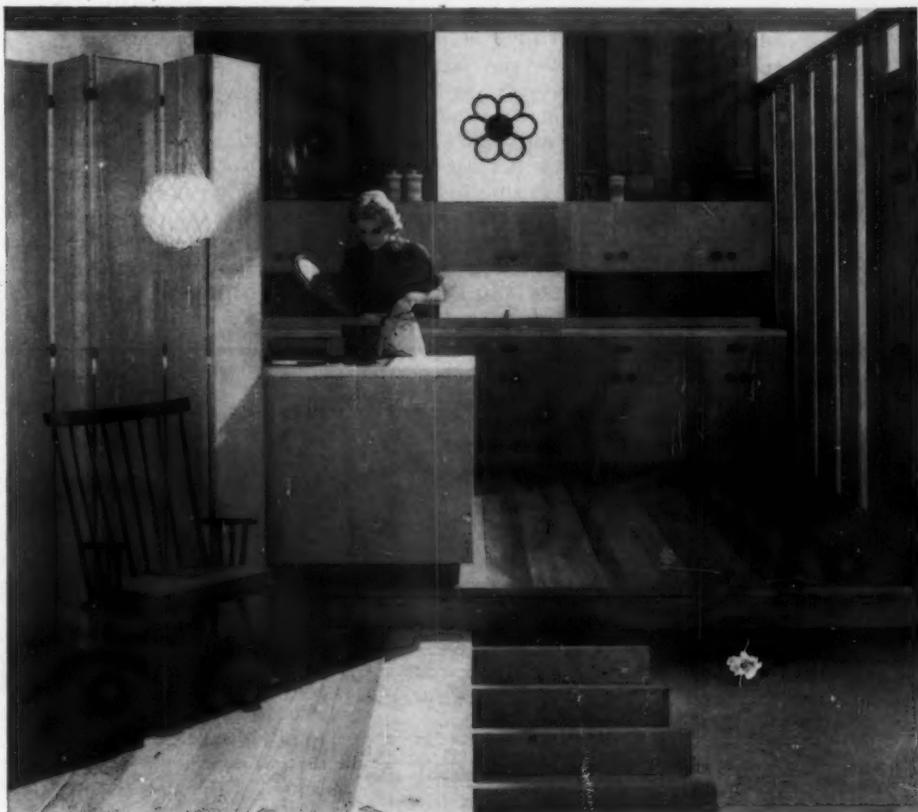
NATIONAL LUMBER MANUFACTURERS ASSOCIATION

Wood Information Center, 1619 Massachusetts Ave., N.W., Washington 6, D.C.

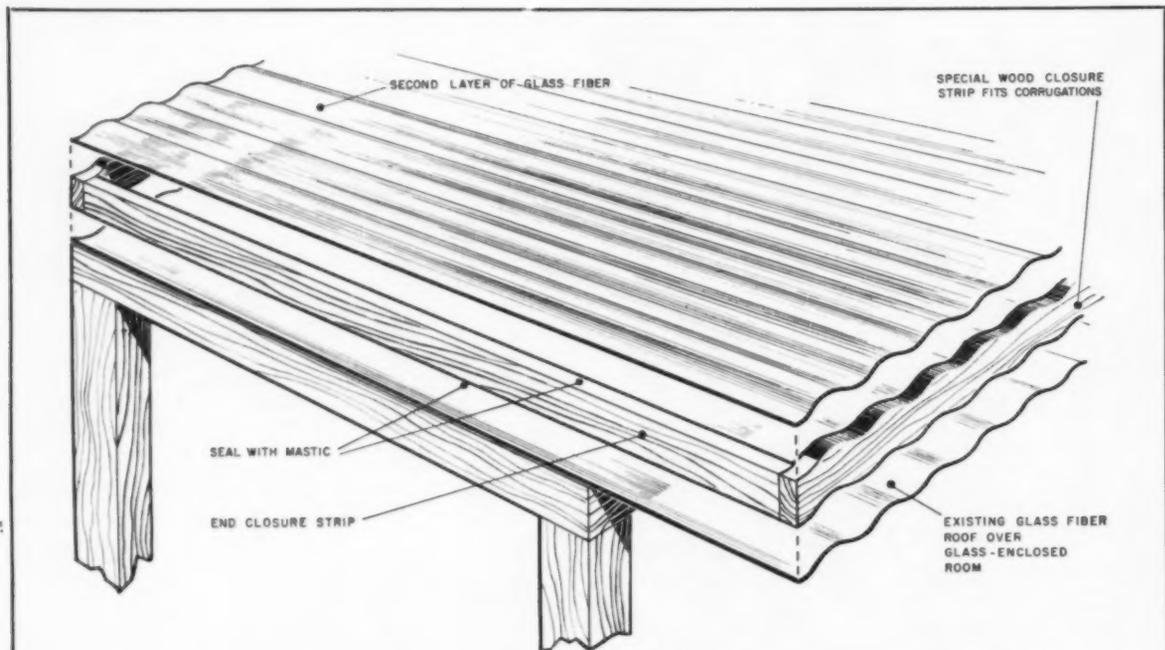


means built to sell

All the good points home-buyers look for in kitchens of wood are present in this dramatic illustration. Exposed structural elements emphasize the advantages of building with wood. Paneling shows wood's easy-to-maintain beauty on walls, while strip flooring calls attention to its benefits underfoot. The wood door is both good-looking and practical. Cabinets and shelves demonstrate useful and attractive ways in which wood creates space for storage; while wood countertops make attractive work areas in the kitchen.



Ask the Experts



Air space insulates corrugated fiberglass roof, reduces condensation

QUESTION: I completed a home this year which has an indoor swimming pool in a room roofed with corrugated fiberglass. The sun warms this room during the day, but at night water drips from the ceiling like rain. Is there any advice you can give me about correcting this situation?

New Brunswick, N. J.

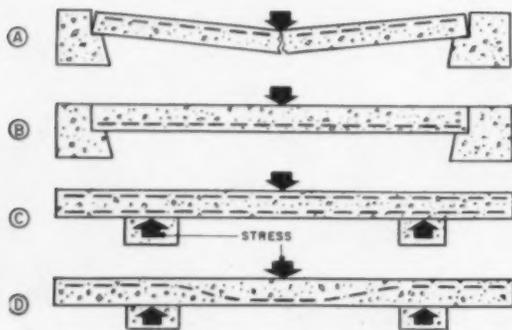
ANSWER: Your problem is primarily a lack of insulation. When the cool evening air settles on the roof above the warm, humid pool room, moisture condenses on the warm side—just as the out-

side of glass containing a cold drink sweats profusely in hot weather.

Since we assume you want to retain the translucent roof, we can only suggest that you create a *double* fiberglass roof. Seal both layers to the closure strips thoroughly with mastic to trap dead air between them. This should minimize the problem to a great extent.

Another solution might be to ventilate the room with a large exhaust fan. This might not appeal to the swimmers, but it will stop the condensation by equalizing inner air with outer air.

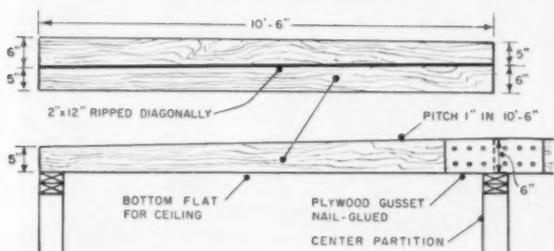
The How and Why of placing concrete reinforcement effectively



QUESTION: I asked the foreman why they always put reinforcing rods in the *bottom* of a slab. He said to ask a guy who makes blueprints. Can you help me?
Los Angeles, California

ANSWER: Placing the rods at the top is little better than no reinforcement at all if the stress is downward; the slab will crack at the bottom as shown at (A). Figure (B) illustrates how placing the rod at the bottom ties the concrete together. When stress is from two directions (C) rods are often used at top *and* bottom. However, the Wire Reinforcement Institute tells us that draping a single layer of wire mesh toward the center of the slab (D) is nearly as effective.

Fast roof pitched without waste—underside level becomes ceiling

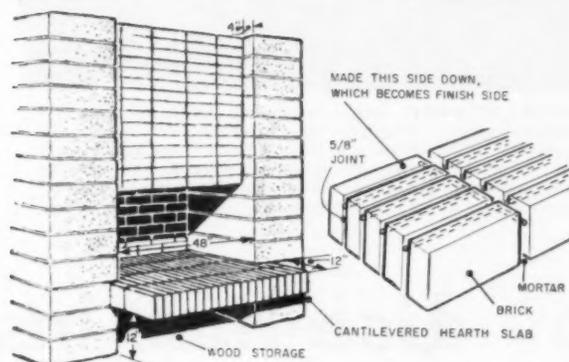


QUESTION: I plan to build small cottages approximately 21' square. Roofs will be pitched just enough for water to run off. How can I pitch the rafters without using separate joists for a flat ceiling? Each cottage will have a center partition.

Albany, Georgia

ANSWER: Rip 2x12's diagonally. Join their wide ends above the supporting center partition. This will give you 21' rafters pitched on top and flat on bottom.

Concealed backbone of rod reinforces cantilevered brick slab

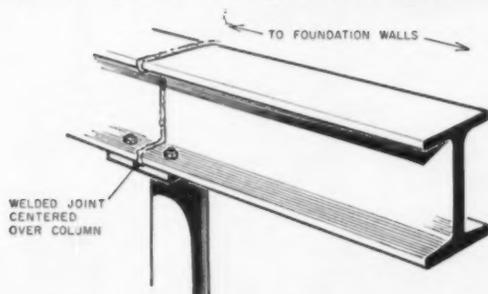


QUESTION: I've seen fireplaces having a cantilevered hearth of brick protruding into the room a foot above the floor. What holds the brick together?

Niagara Falls, N. Y.

ANSWER: The hearth slab is reinforced by $\frac{3}{8}$ " rods set in the mortar between the brick. To make such a slab, arrange the brick on a flat surface in parallel rows, leaving a $\frac{5}{8}$ " joint between the edges and the ends. Work a 1" layer of mortar into the joints and place the rods between the brick in both directions. Next, fill the joints with mortar and allow the slab to set. Turn the slab over and install it in the fireplace so that the rods are near the top.

Okay to weld short girders together to make long one, if . . .

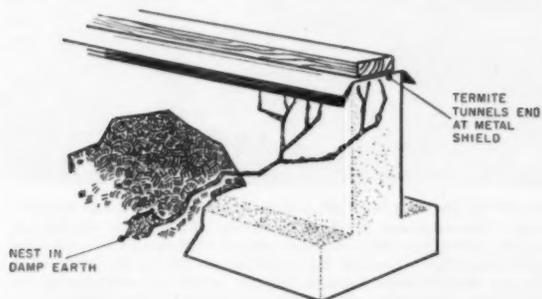


QUESTION: I have a supply of I-beams that are too short to span the foundations of a group of larger houses I'm putting up. Can I use these beams by welding two sections together?

Danville, Illinois

ANSWER: Welded beams are acceptable, but the joint should be centered over one of the supporting columns. This might mean trimming both ends of the girder, since the location of the column fixes the placement of the joint. If this is too wasteful, save the short beams and buy new steel to fit present starts.

Metal barrier is dead end for termites trying to reach wood



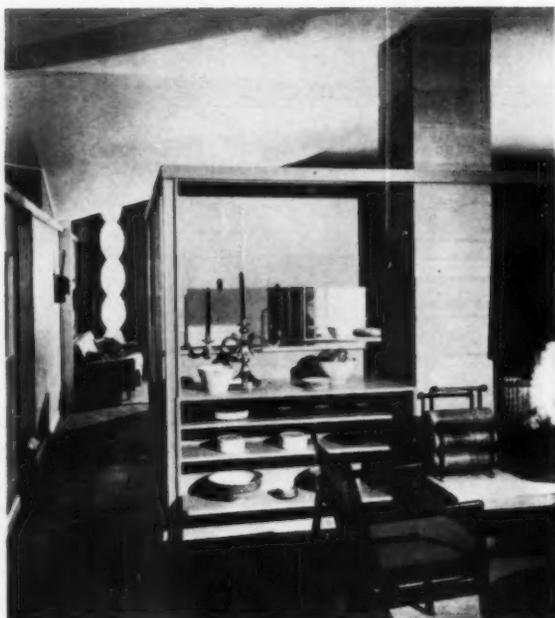
QUESTION: Since a termite shield is nothing but a strip of metal placed between the sill and the foundation, what's to prevent these bugs from crawling around the shield to get at the wood?

Dothan, Alabama

ANSWER: Termites are borers, not surface crawlers. They nest in damp earth and burrow through weak spots in masonry or concrete, finally eating into the sills from below. Since they can't chew their way through metal, their tunnels end at the shields.



DRESSING TABLE occupies one corner of a bedroom and takes the place of movable furniture. Placed next to the bathroom door, it is a great convenience to the lady of the house and helps solve the bathroom bottleneck during the pre-breakfast rush. Counter is of black hard-surfaced plastic; panel between framework is a plastic insert.



STORAGE WALL, with open shelves, forms one end of a divider between a family room and kitchen, serves as a pass-thru during mealtimes. Designed as a piece of furniture, its height allows the ceiling to run into a formal living room beyond, giving an added sense of unity and extra spaciousness to all main living areas in the house.

Use built-ins



SECOND FLOOR ATTIC, where headroom is at a premium, finds one solution in this storage wall. Equally usable in either a bedroom or a family room, it takes care of book or collection displays and has plenty of room for concealed storage underneath. Design can be made of solid wood or plywood, painted or stained to match trim of a room.



ENTERTAINMENT and laundry wall proves ideal for a family room with limited floor space. A slanted frame focuses attention on the upper portion with its built-in TV, radio, record player and hi-fi. Sliding doors conceal a washer-dryer. Unit is covered with natural finish, flush wood panels match those on the adjacent wall.

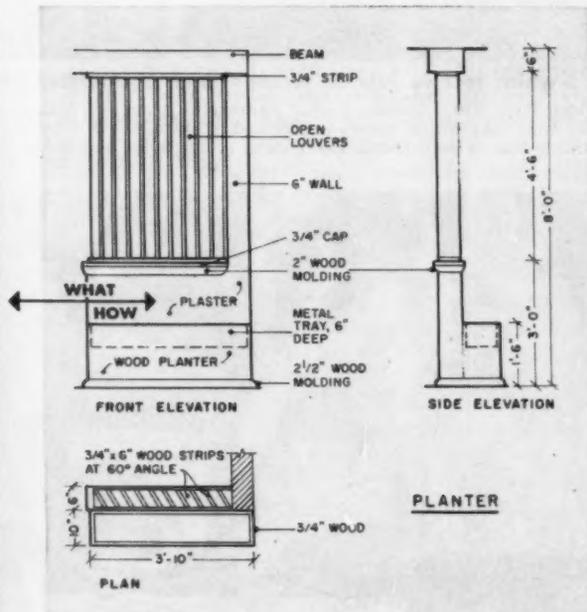


ENTRY DIVIDER helps define the foyer of a split-level house and partially conceals stairway to an upper floor. The lower part facing the entrance door, acts as storage space for rubbers, gloves and other outdoor gear; the upper shelves display plants and flowers, add a decorative note. Wood matches panelling shown on the adjacent room wall.

to speed up your sales



PARTIAL PRIVACY between three living areas, foyer, living room and family room, is gained by an open-slatted screen with plant box in its lower section. Slats, of $\frac{3}{4}'' \times 6''$ boards set at a 60° angle, begin at counter height and run up to the soffit of the ceiling beam. Finished in a light driftwood stain, they add a feeling of verticality and allow



the passage of light and air between rooms. The planter, built of the same wood and finish, has a removable metal tray which is concealed when filled with foliage. For a change of pace, alternate dividers, in houses with similar floor plans, could substitute panels of decorative plastic, in geometric pattern, for the slatted louvres.

FILE BUT DON'T FORGET TO USE



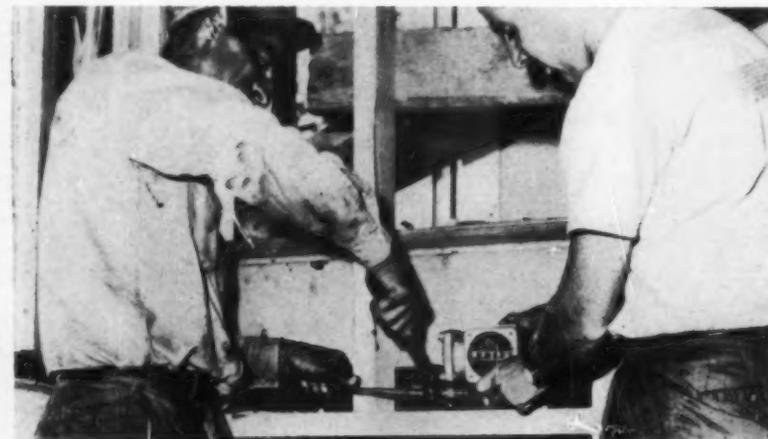
Storage tank serves as central distribution point for houses . . .

Protective coating is applied to supply tank slated for installation on separate one-acre site at edge of development. Public Service Commission ruled that Tri-State's system doesn't constitute a public utility and is not subject to their regulation.



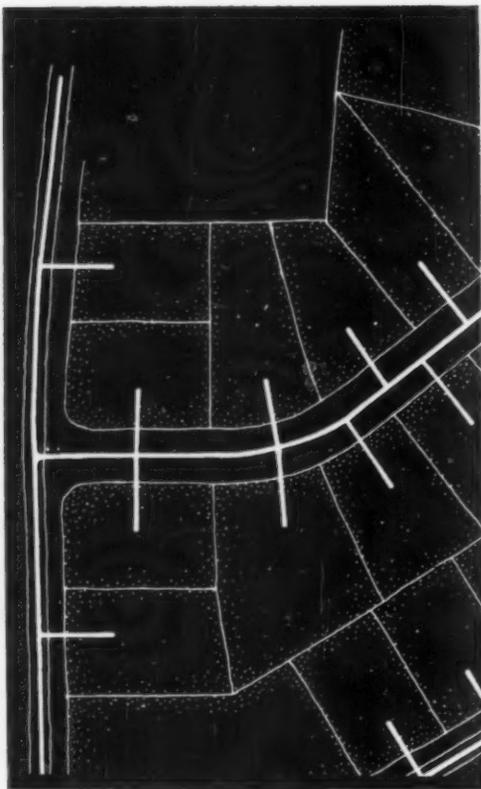
. . . which receive fuel oil through main and feeder line network . . .

Builder Mark Ritter inspects typical juncture of main and feeder line. An elaborate safety valve and cut-off system is provided at the head of each street, the tank site and curb line of each house. Two pumps at the main tank assure constant pressure.



. . . and use special meters to measure individual gallons used

Plumber prepares to attach fuel oil line to unique device that solved metering problem of central distribution system for oil. New system puts oil companies on direct competitive footing with utilities in nationwide battle for residential business.



TWO STORAGE TANKS, each with a 10,000

LAND PLANNING

Metered

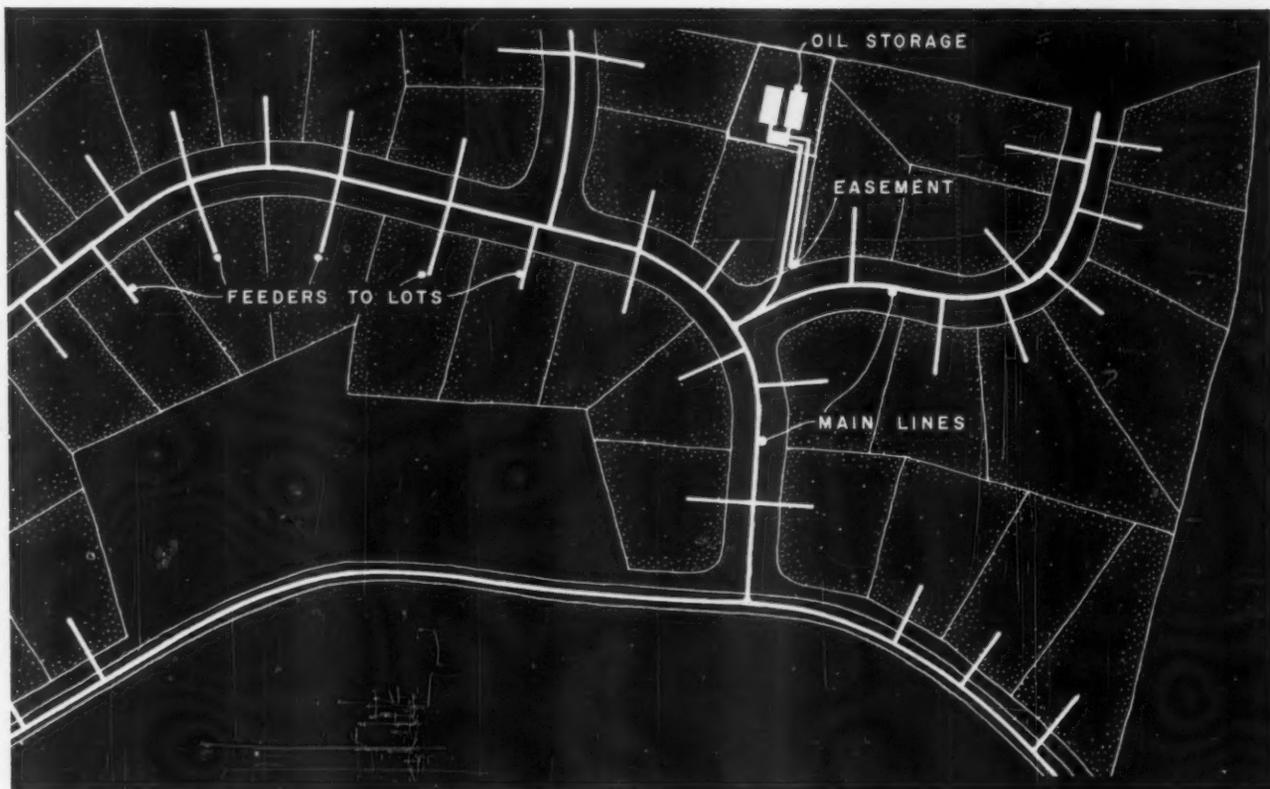
A pilot installation in Poughkeepsie Township, New York, demonstrates how this system works to the advantage of all parties.

For the builder: Tri-State Pipe Lines Corp., the sponsor, pays for and installs the system. It costs the builder exactly nothing. On one item alone—an oil tank for every house—the builder saves from \$75 to \$100.

Furthermore, the central system enjoys complete mobility, Otis M. Waters, Tri-State's president, points out. "It is self-contained and can readily be installed wherever the development is located," he says.

Another advantage is that the builder doesn't have to post the bond that utilities often require when a development is not located near existing fuel mains.

For the homeowner: Homebuilder Mark Ritter estimates oil can save between 10% and 25% on his heating bills.



-gallon capacity, were installed in the Oakwood Heights development. Plat shows their location, along with main and feeder lines.

fuel oil system free to builder

Major breakthrough puts oil consumption on pay-as-you-use-it basis. Central distribution system—installed free of charge—features one large supply tank for each fifty houses, eliminating fuel oil tank in basement or yard

Key to the system, which puts oil consumption on an individual basis despite the use of a community storage tank, is the meter at the furnace. Called a "Slow-Flow" meter, it measures down to 10ths of a gallon on an easily read dial face.

Approved in New York State and California, the meter handles firing rates as low as a half-gallon per hour. As with gas, a serviceman periodically reads the meter for billing purposes.

Since the central tank is large enough to hold a two-to-three-week reserve against weather contingencies, this eliminates potential heating emergencies in winter due to impassable or treacherous roads.

With this system, naturally, oil tank trucks do not visit individual homes. Consequently, there is no oil spillage or smell, and the hazard, however remote, of a fuel tank on the premises is removed.

In addition, homeowners will never be charged more than the current market price for fuel oil, Waters says. A restriction in the builders' contract and the lease of the supplying oil company guarantees this price structure.

For the company: Tri-State's income comes from leasing the distribution system to Sinclair Refining Co. on a long-term basis. Sinclair supplies and services it.

At Oakland Heights, Tri-State

bought the land on which it buried the fuel oil tanks and holds permanent title to that spot. This is the procedure it will follow on a 500-house project in Monroe, N.Y. All home titles will be subject to perpetual easement to the company for the lines.

Normally, Tri-State will undertake to install its system in developments with a 100-house minimum, Waters says. At present, there are two 10,000-gallon tanks underground in the Oakwood Heights development—the second one in case the project grows.

To "seal out" corrosion and insure long life, Republic Steel Corporation's plastic-coated steel pipe, called X-Tru-Coat, was specified for main and feeder lines. The piping network consists of 2,300 ft. of 1 1/4" main lines and 1,800 ft. of 1/2" feeder lines. The main lines run in a trench two to four feet under the streets.



She needs the hot water- and detergent-resistance of K & M Asbestos-Cement Building Sewer Pipe!

It's easy to sell a homeowner by giving her what she needs and Keasbey & Mattison Asbestos-Cement Building Sewer Pipe does just that. This tough house-to-sewer pipe resists the normally destructive effects of hot water and detergents (even where other materials go "soft" or disintegrate). You'll do yourself a favor as well, by installing this modern material. Its two-step assembly and lightweight $6\frac{1}{2}$ and 13 foot lengths let one man do

the entire installation. Available in 4", 5", and 6" diameters. For more information, write: Keasbey & Mattison Company, Ambler, Pa. Dept. P-36121.

These rugged asbestos-cement features assure homeowner satisfaction:

- Permanently smooth bore
- Root-tight, leak-tight joints
- Corrosion-resistance
- No collapsing—can be laid under driveways and streets



**Keasbey
& Mattison**
at Ambler



It's a 3010... for heavyweight stability above ground... better work 13½ feet down

Built for the big jobs, the new John Deere "3010" furnishes a steady platform for fast, efficient trenching, plus the high mobility only a wheel tractor can provide.

Two John Deere backhoes are available for "3010" work—the center-mounted 50, and five-position 51 for regular and offset digging. Each operates with simple two-lever control, has a 13-1/2 foot digging depth.

With a "3010," the operator sees his job through from start to finish in comfort. Adjustable, weatherproof backhoe seat is contoured fiberglass plastic. Tractor seat is adjustable to

operator's height and clean platform provides easy off-on access. Low profile improves stability.

The unit is available with a choice of power—64 engine h.p. gasoline or 69 engine h.p. Diesel. Power steering and power brakes are standard. Constant-mesh transmission.

For a "3010" demonstration, contact your John Deere equipment dealer now through the yellow pages. Ask him about the advantages of the John Deere Credit Plan, and long-term leasing arrangements available. John Deere, 3300 River Drive, Moline, Illinois.



**LOADERS
BULLDOZERS
BACKHOES
AND
EARTHMOVING
EQUIPMENT**

***divide
and***



conquer

Imagine it — standard divider doors to fit non-standard room openings! Now, the *Kennavider door and matching hardware package* makes short work of such room division problems.

Kennatrack engineers have pre-figured most room opening requirements. They've designed the right doors and matching hardware to fill each such opening — fashionably and economically. Further, they've put the doors, necessary hardware and full instructions in one package and made it available to you in *one-stop shopping*. The *Kennavider* plan makes *you* the specialist in room divider problems; gives *you* the package to conquer unlimited room divider sales in today's building market. Be sure to read the next page for full details.

K KENNATRACK CORPORATION
3947 E. JACKSON BLVD., ELKHART 10, IND.
A Subsidiary of  Products Co.

Room Divider Doors & Hardware



KENNAVIDER package includes two-door units, track, hangers, factory-mortised hinges, jamb set, door guide, screws, instructions. All hardware is Kennatrack's heavy-duty Custom 1300 Series.

Now... all in one package!

These raised panel-louvered units pull back at playtime, insure privacy at night.



A closed Kennavider isolates table setting and cleaning noises, yet opens wide at mealtime.



This opening between recreation and card rooms is closed in with flush Kennaviders.



Kennavider Philippine mahogany doors install with snap-on ease, save immensely on assembly and installation time. Door panels and all hardware necessary for a finished installation are included in the *Kennavider* package (hinges mortised and assembled at the factory). Two-door units (separate jamb and intermediate sets) are completely interchangeable. Add as many as you want to fill any width opening. Two styles—traditional flush panels and a classic combination of louvered top with raised-panel bottom. Warm mahogany finish on all six sides. Available in 6'8" and 8'0" heights and in standard panel widths.

K KENNATRACK CORPORATION

A Subsidiary of EXCO Products Co.

3947 E. Jackson Boulevard, Elkhart 10, Indiana
802 W. Whittier Boulevard, Whittier, California
376 Birchmount Rd., Scarborough, Ontario, Canada

IDEAS IN ACTION

Wire mesh reinforcing carries the heat

Concrete slab reinforcing does double duty as the electrical conductor for efficient radiant heat. Unusual system stores heat for daytime use

Experimental use of a welded wire fabric grid in a floor slab holds promise for substantial savings in installation over more conventional systems of radiant heating.

This floor grid is energized primarily at night to store heat in the floor and underlying areas, eliminating an increase in the daytime demand factor. Baseboard resistance heating supplements the stored heat during late afternoon hours. A thermostat overrides the preset schedule to energize the floor grid during the daytime.

Can be used in commercial structures

Now being tested in a 6,500 sq. ft. warehouse for Northern States Power Company on the outskirts of Minot, N. D., the process can be adapted to other commercial buildings.

In making the method work, both the reinforcing and electrical conductor had to operate without one impairing the efficiency of the other. To be effective as reinforcing, the welded wire fabric had to be overlapped to assure continuity of its crack-controlling ability. To maintain a proper flow of current, however, it was essential to electrically separate the overlapping lengths of wire fabric.

Asbestos cement lumber does the trick

This problem was solved by placing between the lengths of fabric a 2" wide, 1/2" thick strip of asbestos cement lumber. This was tied securely in place every 12" by plastic tape wrapped about the sandwich formed by the insulation and the overlapping wires.

Electricians then welded 1/4"x3" wide copper bars across the full width of each length to apply the electric potential to the lengths of wire fabric. That established a path for the flow of current.

Near the transformer ends the bars were 5' long. But at the far side the copper buss bars reached nearly 10' in length. These bridged two strips of fabric and served to conduct the current from one length to its immediate neighbor.

To simplify placing the wire fabric, the welding of the copper buss bars, and the insulating and tying of the overlapping lengths, the designer specified that the floor slab be constructed in two separate stages by the workmen.



Welding the wire mesh overlaps comes first . . .

Workman connects wire mesh overlaps. Mesh is laid out on previously-placed 20" course of unreinforced concrete set over polyethylene vapor barrier. Welding makes mesh continuous grid.



. . . tightening bars and wires is next stage . . .

Electricians tighten cable-connecting lugs to copper bars at ends of wire fabric. Clamps keep wires and bar in close contact. Acetylene flame is hot enough to weld but not burn wire.



. . . and pouring concrete completes the slab

Fully connected mesh reinforcing awaits pouring of concrete to complete slab. Conventional concrete is used and concreting is done in conventional manner. Current flow is 600 amps.

The AIR CONDITIONED Range



***Its fume and vapor removal system
is built into the range itself!***

A tremendous profit opportunity is yours in The Air Conditioned Range. For here is unprecedented sales appeal . . . deriving from brand new, very important range benefits that your customers will find nowhere else:

Completely odor-free cooking — All fumes and vapors are removed *within* the range-top and oven. Even onions fry in an open skillet with no detectable odor in the room!

Quietness — The Air Conditioned Range is several times quieter than conventional ventilators. The power unit is centrifugal, resilient-mounted, and remotely located inside the range base cabinet . . . does not interfere with even normal conversation.

Exclusive range cover—When closed, the lustrous cover beautifully conceals the stainless cooking area, providing extra counter space. At the touch of a button the cover raises to reveal four front elements, and then becomes a splashguard to protect walls and decorations.

Freedom of kitchen design—By eliminating overhead ventilating apparatus, The Air Conditioned Range opens up dramatic new design concepts. Wall cabinets can be carried full length directly above the range in a beautiful, sweeping, unbroken line. Or, for an open spacious effect, the range-top can be located in islands or peninsulas . . . *with no overhanging obstructions.*

Lasting beauty — Classic simplicity gives The Air Conditioned Range-Top and Oven a look of quiet elegance that quality-conscious kitchen and home buyers will be quick to appreciate.

Installation Ease and Economy

Single-unit installation with only one mounting and one electrical outlet for both cooking and ventilating saves time and money, and so does the simplified down-and-out ducting.

The Air Conditioned Range is "tomorrow's concept in cooking" . . . for profitable sales today! Write for complete brochure and the name of your Jenn-Air Distributor.

JENN-AIR PRODUCTS COMPANY, INC.
1102 STADIUM DRIVE, INDIANAPOLIS 7, INDIANA

DECEMBER 1961





**"CHROMALOX
electric heating
helps sell my homes
faster by giving buyers
more for their money"**

*says Paul L. Sell,
Builder, Huntington, Indiana*



"Believe me, electric heating has played a great part in the growth and development of my business," says Paul L. Sell, highly successful home builder in Huntington, Indiana. "Owners know that an all-electric home is a more comfortable home . . . with better heat, insulation and other conveniences not available in other types of homes. In fact, I sell electrically heated homes easier than those equipped with other types of heating equipment!"

**You, too, can profit with
CHROMALOX Electric Heat**

Smart, thrifty home-buyers appreciate CHROMALOX electric heat. They know they will pocket substantial savings over other types of installations because there's no furnace, flue or chimney, no piping or ventilating to worry about or to pay for. This helps electrically-heated homes go up faster, too, with savings in installation costs as high as \$500 a home!

Join the swing to Chromalox electric comfort heating. Send now for Bulletin 975 and name of nearest Sales Engineering Representative.



WR-17



**CHROMALOX ELECTRIC HEAT
EDWIN L. WIEGAND COMPANY**
7742 Thomas Boulevard, Pittsburgh 8, Pa.

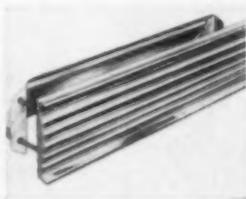
PRODUCT PREVIEW



Nylon carriers on anodized closet rod glide at a touch

New anodized closet rod features nylon carriers which glide out clothes at a touch. Carriers can snap in place, permitting the addition of extra carriers for more clothes. The rod will support extra heavy loads safely, and can be cut to size for special

widths. Track is made of aluminum and is gold anodized. Nylon carrier is black in color. The end brackets and center support are of cold rolled steel and are brass plated.—*Grant Pulley & Hardware Corp., Booths 45-46. Circle D243, reply card.*



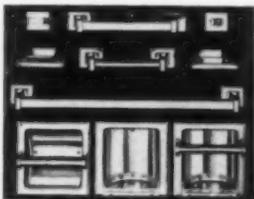
Unit holds large magazines

Twelve-inch wide mail plate made of anodized aluminum takes large magazines unfolded. Available in brass, bronze and aluminum. Modern design and tarnish free.—*Dexter Lock Div., Dexter Industries, Inc., Booths 1762-1763. Circle D241, reply card.*



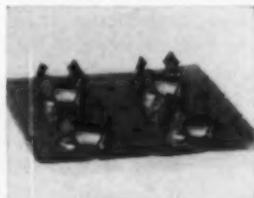
Finish line is extensive

Complete line of finishes and wood primers for in-plant application by various methods is available. Designed for manufactured homes and builders supplying components for factory-built homes.—*The Arco Co., Booths 1554, 1555. Circle D232, reply card.*



New line of bath accessories

Bathroom accessories consisting of 57 styles and sizes make up new line. Included are chrome-plated holders, glass shelves, towel bars and rings.—*Leigh Building Products Div., Air Control Products, Inc., Booths 738-740. Circle D242, reply card.*



Truss plates eliminate cracks

"Barbgrip" truss plates made of galvanized steel eliminate plaster cracks, sagging ceilings and cost of interior foundation walls. The plates resist distortion, warping and utilize maximum design of wood.—*Ronel Corp., Booth 769. Circle D239, reply card.*

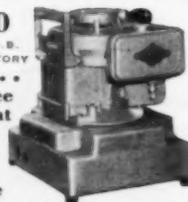
Threshold can be reversed

Tube-shaped vinyl weatherstripping reverses when one side becomes worn giving long-lasting service. Companion high-rug threshold also available with same features and is adjustable for perfect weatherseal.—*Sager Building Products Corp. Circle D253, reply card.*

Instant ELECTRIC POWER
115 VOLT AC
for lights, tools, appliances
MITE-E-LITE

\$249.50
F.O.B. FACTORY

- It's the most . . .
- ..Trouble Free
- ..Light Weight (60 lbs.)
- ..Compact
- ..Powerful
- ..Dependable



Because it's a new Missile-Tested Principle in a permanent magnet design—brushless—burnout-proof.

Operated by famed quick-starting Briggs & Stratton 4-cycle engine using regular gasoline.

Carry MITE-E-LITE with you for instant electric power anywhere.

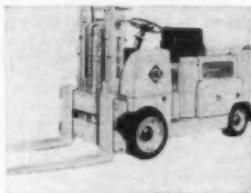
Use one unit for 1500 watts; 2 for 3000; 3 for 4500.

Write for literature . . .

HEARTH Industries Inc.

215 S. BROOKLYN AVE. • WELLSVILLE, N. Y.

PRODUCT PREVIEW



Lift has 12,000 capacity

Manufacturer announces addition of F-120, 12,000 lb. capacity fork lift truck. It has a heavy-duty frame with all-welded members. Steering axle is mounted on springs to cushion road shock. Can adapt to lifting roof trusses into place.—*Allis-Chalmers Mfg. Co. Circle D285, reply card.*

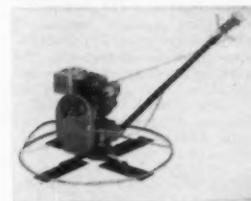


One man operates aerial lift

Compact aerial lift is designed for one-man operation, has basket heights extending to 28', 32' or 36'. All movements are controlled by joy stick in basket. Torsion bar suspension assures stability. Lift is designed for trees, other high work.—*Highway Trailer Ind. Circle D286, reply card.*

Add models to heater line

Two portable heaters, a larger and a smaller unit, have been added to the John Wood line. Both use no vents and are equipped with combustion chambers to help eliminate odor, smoke and visible flame.—*John Wood Co. Circle D270, reply card.*



Add larger trowel engines

Larger engines have been furnished as standard equipment on 24" and 29" power trowels. Due to longer handle, trowel is easier to operate and provides better control for operator. Tool speeds large tract cement slab work.—*Muller Machinery Co. Circle D267, reply card.*

Jig features truss variety

Improved jig turns out more components per minute than earlier models. Forty-foot, all-steel jig can produce almost all trusses used of any design. Hips, scissors, gables can be turned out on same unit and needs small labor force to operate; can be moved from site to site.—*Gang-Nail Sales Co. Circle D274, reply card.*



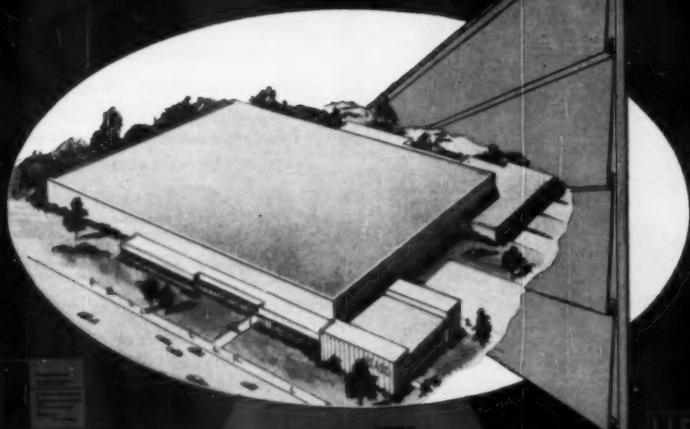
Satin-smooth cabinet hardware

Introduction of satin-smooth finishes on Colonial cabinet hardware brings new look. Knobs apply to laminates and natural or finished wood.—*Amerock Corp., Booths 1238, 1240. Circle D247, reply card.*

Delco-Matic operator opens, closes garage door from car

All-transistor garage door operator is push-buttoned controlled and fully automatic. Opens and closes garage doors at the touch of a button providing instant operating action. Transmitter and receiver are fuse protected and are set up separately from main house control. Door also has automatic light switch (optional) which turns on when door is opened. Sensitive control stops door when contacting an obstacle. Operator motor is guarded against mechanical or electrical overload and works on an exclusive radio frequency range. Lubrication is not required and requires very little maintenance.—*Delco Products Div., General Motors, Booth 1821. Circle D244, reply card.*

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PRODUCT PREVIEW

Shakes mounted to sheathing

New cedar shingle panel has the shakes already mounted on insulation board in panels 43 3/4" long. Units also are available in 8' lengths; 14 colors are available.—*Shakertown Corp., Booths 709, 710. Circle D185, reply card.*

Hardwood floors resist wear

Hardwood floors have great resistance to denting by women's spike heels, children's toys, etc. Many interesting designs can be created with the material.—*National Oak Flooring Manufacturer's Assn., Booths 1340, 1341. Circle D186, reply card.*



Laminate has many uses

Besides seamless countertops, this laminated plastic material can be used for cabinets, shower walls, wall paneling, doors, etc. It's available in grains and patterns, as well as solid colors.—*Consoweld Corp., Booths 729 and 730. Circle D187, reply card.*



Wood ceiling adds beauty

Depth and natural beauty of plank-and-beam ceiling dominates interior, eliminates the need for other types of decoration. Roof system is constructed of pine lumber; it offers strength.—*Southern Pine Assn., Booths 1355, 1356. Circle D177, reply card.*



On-grade vinyl flooring

New on-grade vinyl flooring—1/16" gauge for residential use and 1/8" for commercial jobs—is applied with conventional asphalt type adhesive for economy. Many patterns available.—*Good-year, Booths 1264 1267. Circle D192, reply card.*

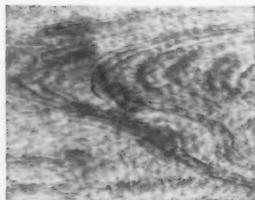
New panel has scatter design

A new hardboard panel, Sandalite, has a neutral, light blond Sandalwood background for imbedded particles of white, grey, and blue-gray random scatter design. Material is ideal for walls, counters and blends well with contemporary or oriental interior design.—*Forest Fiber Products. Circle D180, reply card.*



Offer suspended ceiling kits

A ceiling in a package—complete with 2' square foamed styrene panels 1/2" thick and wall-to-wall aluminum grid—is the big feature of this new system. Units, designed on module, fit most commercial jobs.—*Artcrest Products Co., Booths 868 and 869. Circle D181, reply card.*



Add eight grain patterns

New flat cut mahogany, available in four colors, is one of eight new wood grain patterns to the Nevamar high-pressure laminate selection. Material can be used for walls, counters.—*National Plastic Products Co., Booths 621, 622. Circle D182, reply card.*

Lead acts as sound barrier

To block sound, two factors are required: weight and limpness. Research points out that lead—over other materials—approaches the ideal. It can be used as "wallpaper," door linings, and in partition materials.—*Lead Industries Assn., Booth 523. Circle D183, reply card.*

Panels designed for utility

A new hardboard product, "Garage Liner," has been designed expressly for utility—garage walls, in basement shops, storage rooms. It's prefinished in light tone, can be installed directly to the studs. Board takes shelf and tool-hanging support pegs.—*Evans Products Co. Circle D179, reply card.*

HIPP AND REIMER

Dramatize Quality That Buyers Can Appreciate To Sell Homes In Minneapolis



Richard Reimer and Richard E. Hipp shown with Lindsay "Hidden Value" Blue Ribbon

Richard Reimer, realtor, tells Mr. and Mrs. Walt Meffett how their attractive new Lindsay Princess water softener will give an unlimited supply of pure soft water for baths, cleaning, dishes and laundry. The Meffetts' new home is in Hipp's Hopewood Hills, a new subdivision in the Minneapolis suburban area.



Viewers' Curiosity Piqued by Lindsay Soft Water Blue Ribbon Benefits

Richard E. Hipp has built over 1,500 quality homes in Minneapolis suburban area. His present project is Hipp's Hopewood Hills homes—a 500-home subdivision. He believes his buyers deserve the best quality homes he can give them for their money. This is evident to builders by 2 x 10 joists, extra house power, large heating units, self-storing windows and many other quality features.

Richard Reimer, realtor, who works closely with Hipp also believes in the selling power of quality home features.

When Hipp and Reimer discovered that 98% of their buyers installed water softeners within the first six months they knew this was an extra that would dramatically help to show quality in such a way that buyers would see and understand—and want to buy.

As Richard E. Hipp says, "Most of the people want a water softener in the home, so we decided to make a selling feature of it. Water is, after all, the most used utility in the home, so the quality of the water is vitally important!"

Throughout their model display home Hipp and Reimer use blue ribbon me-

dallions to highlight the many soft water benefits. Each ribbon has two streamers. The top one refers to a Hidden Value. The streamer underneath then gives the soft water benefit, such as "Complexion fair, soft water care." Visitors' natural curiosity leads them to examine the blue ribbons throughout the house to find out what the "Hidden Values" are. This gives the salesman plenty of opportunity to point out that Lindsay soft water is just an example of extra quality the builder has put into the home. He shows builder thoughtfulness by pointing out Lindsay soft water saves up to \$117.60 a year, or about a house payment a year. *Yet this "plus" feature is included right in the mortgage!*

The water softener selected by Hipp and Reimer is the trim, slim Lindsay Princess, only 12" wide and 43" tall. Genuine porcelain inside and out, it comes in 4 popular decorator colors and white. It's all-automatic, too—with an automatic by-pass in the regeneration cycle.

Drop us a letter to see how you, too, can benefit from the Blue Ribbon Hidden Values promotion.

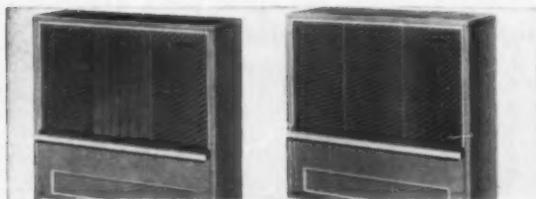


The Lindsay Company

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Division—Union Tank Car Company



PRODUCT PREVIEW



New line of gas-fired wall-mounted heating units announced

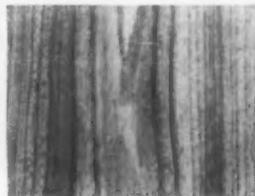
Ventura line of gas-fired wall-mounted heating units includes three models. There are two gravity type models with capacities of 25,000 and 35,000 btu plus a counter-flow forced air unit of 35,000 btu capacity. All three units have beige finishes

and feature sealed combustion chambers. All three units may be surface mounted, but the smaller gravity unit can be recessed into the wall.—*Samuel Stamping & Enameling Co., Booth 131. Circle D131, reply card.*



Add pattern to fabric line

A new pattern, a combination of gay balloons and blossoms, has been added to the Wall-Tex line. The fabric, Balla, is available in 4 colors and pre-trimmed.—*Columbus Coated Fabrics Co., Booths 1123 and 1124. Circle D178, reply card.*



Introduce woodgrain pattern

A new woodgrain pattern, American Elm, has been added to the Textolite line of decorative plastic laminates. Line includes solid color and other wood patterns.—*General Electric Co., Booths 1144, 1152, 1244, 1262. Circle D177, reply card.*

Two-way unit mounts on roof

Combination heating-cooling unit designed primarily for roof mounting on one-story commercial buildings now available in cooling sizes of 5 to 35 tons, and 150- to 600,000 btu heating capacity. Prices: from \$1500 to \$8000.—*Welbilt. Circle D140, reply card.*



Tile has Travertine effect

This new tile, which has the overall pattern effect of Travertine, comes in seven colors, including two metallics. The pattern runs through the full thickness of the vinyl asbestos.—*Uvalde Rock Asphalt Co. Booth 24. Circle D190, reply card.*



Wall mounted cooling unit

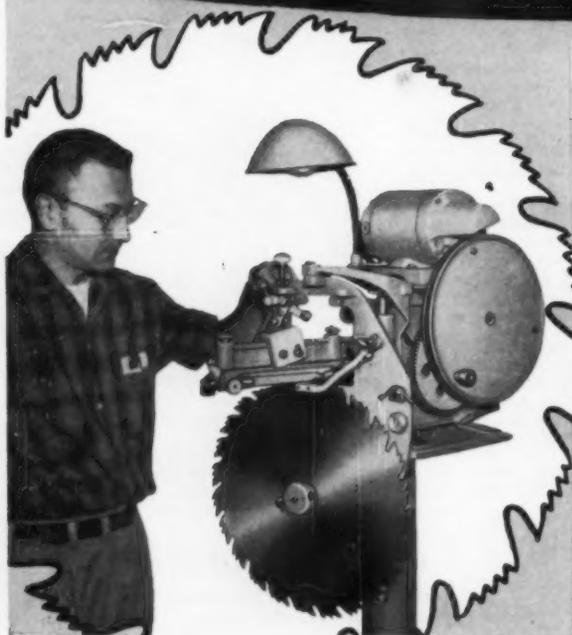
WhispAir, new 18,000 btuh cooling unit, fits on outside walls. The factory assembled units with prewired thermostats serve up to 1,000 sq. ft. Cased in 6'x 2' x 1' cabinets.—*Westinghouse, Booths 823, 835, 836. Circle D141, reply card.*



New textile wall covering

Recently developed, this dramatic wall covering is easy to wash without harm to the material. The vinyl fabric is easy to install and impervious to scuffing.—*The Birge Co., Booth 529. Circle D191, reply card.*

COMBINATION SAWS can now be filed automatically with the New Model 200 FOLEY Automatic SAW FILER



This is the FIRST and ONLY machine which will file the so-called "combination" (rip and crosscut) circular saws; also crosscut circular saws, band saws, all types of hand saws.

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Finish hardens like concrete

Life-time finish for swimming pools is made of liquid cement. Designed to take place of ceramic tile, "marble" finishes or paint. Applied under pressure, with a special sprayer, it hardens like concrete.—L. F. Popell Co., Inc. Circle D214, reply card.



Coatings are guaranteed

"Handi-gard" aluminum roof and sidewall coatings, guaranteed for five years, comes in five colors—red, white, green, blue, and gray. The warranty assures replacement if defective.—Gibson-Homans Co., Circle No. D215, reply card.



Washer comes in two models

Undercounter dishwasher-dryer is made in two models—Supreme and Custom. Both feature two power washes, four power rinses and fan-forced drying, load from side. Size—24½" high, 24" deep and 24" wide. Fits into most cabinet arrangements.—Gaffers & Sattler. Circle D109, reply card.



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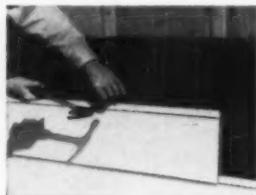
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PRODUCT PREVIEW



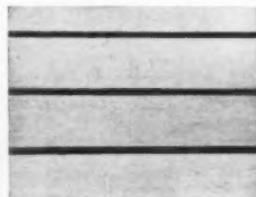
Insulator comes in two forms

Low-temperature insulator is made of small cells, which are produced by expanding beads of polystyrene. "Uni-Crest" material comes in sheets or as a covering for blocks or pipes.—United Cork Co., Booths 426, 427. Circle D216, reply card.



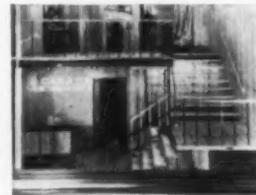
Siding fits over studs

"Protecto-Back" aluminum siding is fully insulated with laminated backer board. It meets FHA standards for application directly over studs when installed with sheathing paper.—Crown Aluminum Industries Corp., Booth 1824. Circle D217, reply card.



Siding is pre-stained

Pre-finished siding brings out the natural grain of cedar wood with a re-sawn texture. Pre-finishing includes staining, back priming and edges. Need no on-the-job staining. Nails on sheathing or framing studs.—Olympic Stained Products Co., Booth 1354. Circle D218, reply card.



House that wood built

The "wonderful world of wood" is demonstrated in House That Canada Built. Canadian woods are shown in their structural and decorative versatility—from posts to panelling, from shakes to stringers.—Canadian Consulate General, Booth 1843. Circle D219, reply card.

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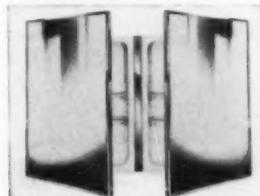
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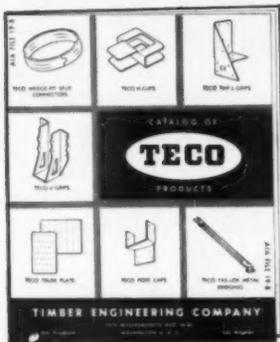
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Versatile medicine cabinet

A reversible hinged-door cabinet can be installed to open to the left or turned upside down to open to the right. Glass shelves are adjustable in either position.—Groite Mfg. Co., Booth 457. Circle D151, reply card.

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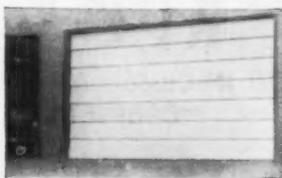
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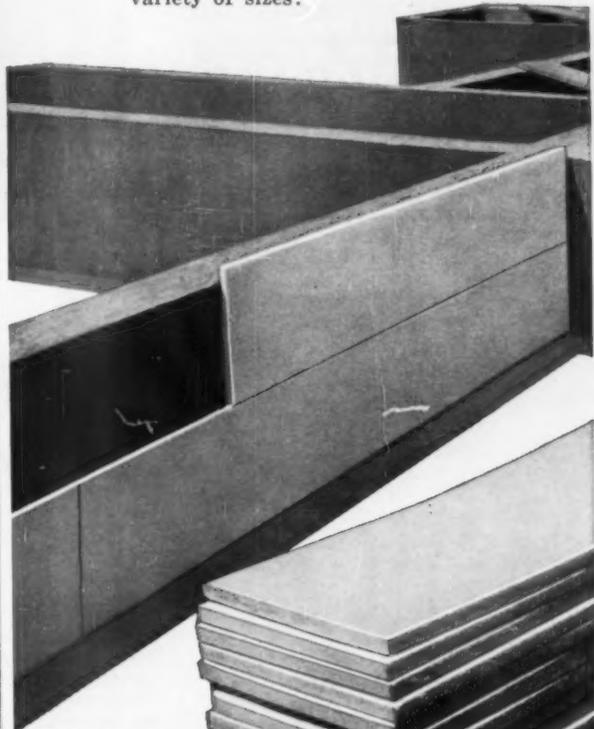
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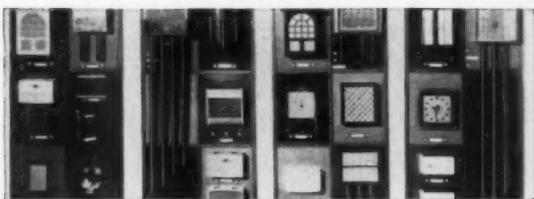
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PRODUCT PREVIEW



Door chimes come in all models, adapt to one to three doors

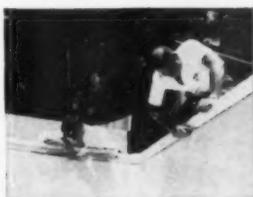
Door chimes are designed to sound pleasantly in two to eight musical notes. Chimes styles are modern, early American or contemporary and adapt to needs of one, two or three doors. Finishes are polished brass, embossed brass, chrome, ornamental antique, polished and em-

bossed bronze. Chimes are either non-electric types or complete push-button electric. Come with wide line of push-buttons. Line also includes bathroom heaters and fans, exhaust ventilators.—*Miami-Carey, Mfg. Co., Booths 418, 518. Circle D291, reply card.*



Decorative concrete block

Exterior, interior concrete block screening geared to the homebuilder will be presented. Also includes decorative, textured interior walls, many commercial and residential applications. Literature will be offered showing decorative uses of concrete products.—*Portland Cement Assn., Booth 1718. Circle D292, reply card.*

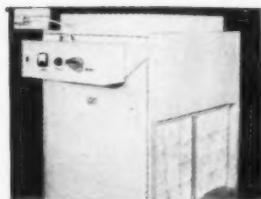


Pool liner fits tightly

Feature called "Innerlock" makes tight, neat-appearing vinyl swimming pool liner. Design consists of extruded bead welded to edge of vinyl liner and companion locking channel molding. Goes in with minimum labor. Swimming pool liner fits over concrete, tile or plywood pool foundations, is unaffected by weather.—*Plastimayd. Circle D290, reply card.*

More venting in chimney

Model 10-K all-fuel chimney supports in standard framing, provides double the venting. Inside is 10" with total venting area of 78.5 sq. in. Can be used with oil, gas, coal equipment and classic, two-sided, center-placed or prefab fireplaces.—*Metalbestos Div., William Wallace. Circle D289, reply card.*



Electronic air cleaner

Horizontal air-flow electronic air-cleaner rids house of smoke, pollen, dust and dirt. Installs on floor or suspended between furnace and ductwork. Comes completely assembled.—*Electro-Air Cleaner Co., Booth 1309. Circle D299, reply card.*

Range hood meets FHA rules

Series 94 range hood meets all FHA requirements whether air is discharged horizontally or vertically. Venting can go through wall, eaves or roof. Comes in copper or satin chrome. Goes well with any range, oven, cabinet arrangement, works equally well with gas or electric appliances.—*Fasco Industries, Booths 447, 449, 4450, Circle D288, reply card.*



Floor tile varies patterns within houses and rooms

Solid hardwood floor tile called "Stretchwood" can be mixed or matched to vary designs and patterns in the house. Tiles apply to concrete slab or subflooring using resilient-type adhesives. Units measure 9"x9"x1/8", will not stretch, shrink or buckle. Six-coat finishing system includes

hydraulic press curing which makes finish part of wood. Tile comes in light domestic oak or dark African hardwood. Although Stretchwood is designed for residential use, it can adapt to commercial jobs.—*Higgins Industries, Inc., Booths 1422, 1425. Circle D293, reply card.*

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PRODUCT PREVIEW



Hardwood parquet flooring installs over concrete

Larger than other parquet blocks, these units measure 19x19", with a full 5/16" wearing surface—81% thicker than laminated blocks. The material can be installed in a variety of patterns—plain, with divider strips, with insets and divider

strips. There are no dirt-catching beveled edges; units have square-edged slats, with flush joints. In the event of damage, slats can be removed. Price is competitive to other flooring.—*Harris Mfg. Co., Booth 1361. Circle D198, reply card.*



New plaster partition system

Simple lock tabs on metal ceiling runners fasten gypsum lath at the top with this improved solid plaster partition system with a 1" core. Lath is locked at the bottom in same way.—*Kaiser Gypsum Co., Booths 1242, 1246. Circle D196, reply card.*



New thickness offers design

Because all planks and blocks in color will be made in 1/4" thickness instead of 3/16", the units can be used together for decorative effects. Moldings also have been standardized.—*Marlite, Marsh Wall Products, Booth 417. Circle D197, reply card.*



Water closets can't overflow

A patented feature, which prevents overflow even when the ballcock is wide open at 90 pounds pressure, is now available on the Cassette One-Piece Water Saver, illustrated, and on another moderately priced model.—*Case Mfg., Booths 909-911. Circle D155, reply card.*



Range fits into 2' space

Featuring eye-appeal, electric range is designed in one-piece unit with full 19" oven and 4 heating elements. Oven has a patterned glass door. Range comes in chrome and five decorator colors.—*Waste King Corp., Booths 637, 641. Circle D108, reply card.*

Portable steel outbuilding

Steel-sectional, all-purpose outbuilding is designed for use in any kind of weather. Features upward-acting overhead door for access to large storage area.—*Roly-House Div., Morrison Steel Products, Booths 519, 520. Circle D294, reply card.*

Foam core door won't warp

Primed galvanized metal faces over a foamed-in-place polystyrene core provide dimensional stability and insulation in "Ever-Strait" door. Now available in 23 designs, each is prehung in a wood frame.—*Pease Woodworking Co., Booth 865. Circle D170, reply card.*

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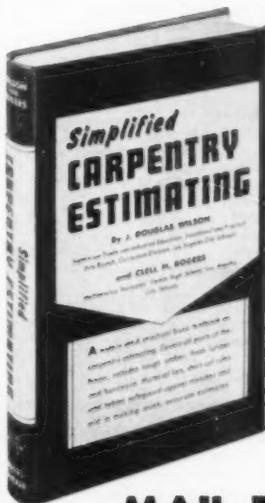
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PRODUCT PREVIEW



Cabinet lit at top and sides

Shadowless lighting around this sliding-door medicine cabinet is provided by three fluorescent lights—25 watts on top, 15 watts on each side—covered by a plastic shade in a continuous line.—*F. H. Lawson Co., Booths 1560, 1561. Circle D154, reply card.*



High-style closet seat

New contours designed into the #990 closet seat completely mask the top of the closet bowl. The molded cover on matching color hinges is dished on the underside to fit over the seat.—*Beneke Corp., Booths 1056, 1057. Circle D153, reply card.*

For planning your homes

Floor plan books include such titles as "Blue Ribbon Homes," "Choice Selected Homes," "Ranch and Suburban," etc. Ranch books include working drawings and materials list for fall-out shelter.—*L. F. Garlinghouse, Booth 859. Circle D295, reply card.*

Uses of redwood covered

Garden redwood and its uses—decks, pavilions, gazebos—add outdoor living at a fraction of cost of house remodeling. Shows how redwood can give luxurious look to gardens, terraces.—*California Redwood Assn. Circle D296, reply card.*

Panels designed for re-use

Concrete form panel is designed to be used again and again. Called "Fiber-Ply," the panels have new type of hard, smooth surface which allows extensive reuse of panels.—*Georgia-Pacific Corp., Booth 1253. Circle D297, reply card.*

Wood fronts match cabinets

Wood fronts for built-in dishwashers come in natural birch, dark wood, light wood with provincial trim, other hardwoods. Wood matches kitchen cabinets.—*Kitchen-Aid Dishwasher Div., Hobart, Booths 251-253. Circle D298, reply card.*

Line includes new saws, sanders

Latest line includes 10" table saws, 24" jig saws, 12" band saws. Also belt and disc sanders, 12" lathes, 15" drill presses, 6" jointers and a new grinder-sharpener. Complements radial arm saw line.—*DeWalt, Booth 1753. Circle D299, reply card.*

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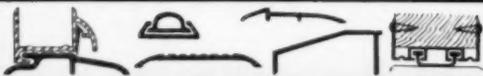


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Merchandising from the ground up—literally

Where does selling begin? Not too long ago, many builders thought selling began with the salesman—and ended there, too. Whether or not a house sold often depended on the salesman's personality or gift of gab. As long as this approach worked, the builder had no cause for complaint, especially not when he acted as his own salesman and saved the commission.

But personal magnetism is no longer enough to sell a house in today's market. While home building is coming out of the doldrums, along with the rest of the country, the public's buying resistance must still be overcome. In today's market, the builder should recognize that he cannot afford to wait until his houses are up to start selling them: sales appeals must be built in. And that's what AMERICAN BUILDER's January issue is all about: Merchandising From the Ground Up.

The four stages of merchandising

For the first time, a magazine is going to talk sense to builders on the crucial subject of how to sell. Unlike other efforts in this direction, our stories will not be confined to the "circus" promotions of a few big, big builders. Instead, we will point out and explain how each step in the builder's operation affects his sales record, from planning the house, selecting and buying land and materials, building the house, to the final selling stage.

Learn from modern masters of merchandising

You can profit from the sales success of Herman Sarkowsky who operates in several markets in the Northwest. He builds and sells 100 or more houses in one town, 10 or less in another. You can pick up land buying ideas from Marion McCune, one of America's top land appraisers. You can learn about the right words to use in selling from Dale Witt. A special vocabulary of field-tested words that your salesmen should use will appear in this special issue.

Don't overlook special features on how to style your house to sell, what kind and price of house to build and how to make your model house more effective as a selling tool. These and other stories on how to revitalize your merchandising techniques will come your way.

IN FEBRUARY: Best Model Homes

- Looking for hot ideas? You can get them from the award winners of American Builder's Quality Model Home Contest. The houses and plans in this issue represent a bumper crop: you can reap the harvest of profit.



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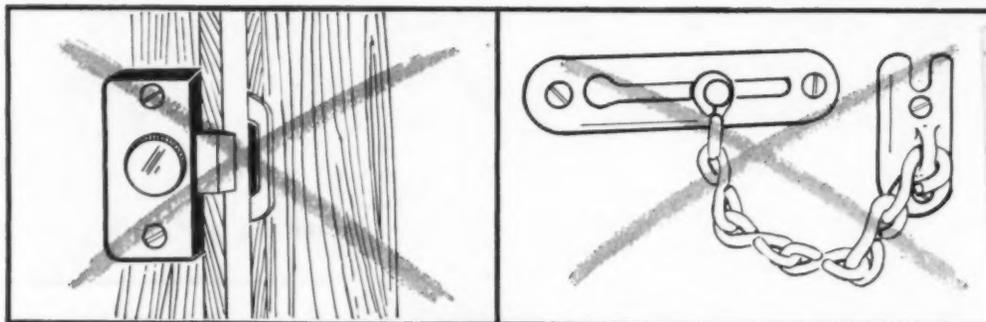
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