

# House & Home

MANAGEMENT PUBLICATION OF THE HOUSING INDUSTRY

NOVEMBER 1966

**Housing's 1967 market:  
biggest pent-up demand  
since World War II**

Basic  
demand  
(new  
households  
and  
demolitions)

Total  
housing  
starts

2,000,000 —

1,200,000 —

1955

56

57

58

59

60

61

62

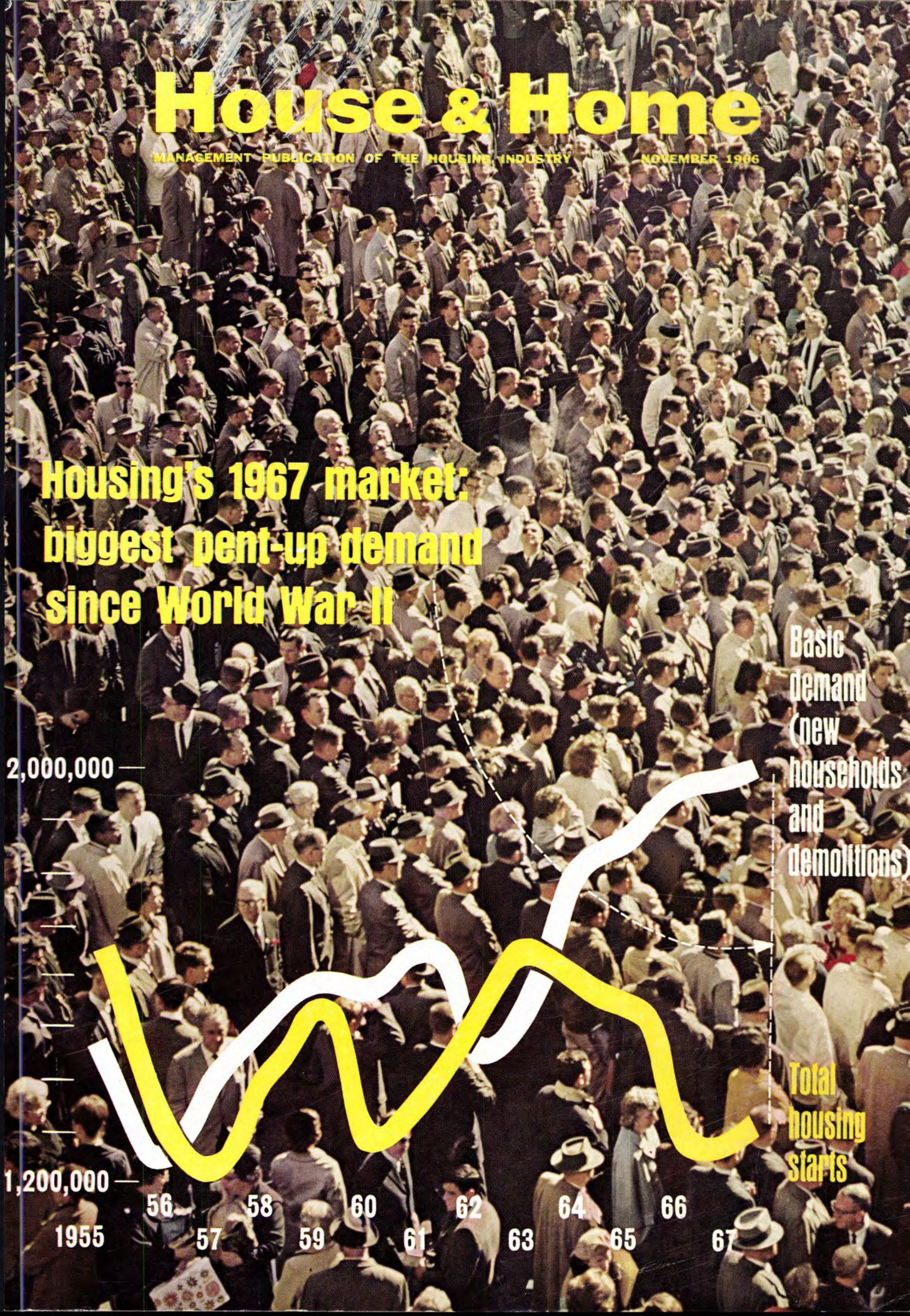
63

64

65

66

67





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to Rome.

Rome wasn't built in a day, you  
know!

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fact, they're going to ask Nero to  
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# House & Home

A McGraw Hill Publication

VOL. XXX NO. 5

NOVEMBER 1966

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And that means not only more-professional selling but also better planning, better design, and much better knowledge of your potential buyers

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The agency will demolish 750 units in Fort Worth after all efforts to fill the apartments, including rent cuts to \$8 weekly, failed

Also: Congress passes bill with 90%-plus renewal aid . . . Fast writeoffs for apartment owners suspended through 1967 . . . FNMA's loans for new houses to cost 7¼% to 8½% discount . . . Fight over Eichler Homes ends

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Photos: McGraw-Hill World News



**FIRST DEMOLITION** of an FHA foreclosure is leveling Southland Terrace—a post-war project—to clear valuable land for commercial use.

## FHA begins razing two foreclosed post-war apartments

In the past five years FHA has taken back more than 250,000 foreclosed houses and resold nearly 200,000 of them. The string of successes finally ran out last month in Fort Worth. There a contractor began leveling one foreclosed project, and families started moving out of a second project slated for the wrecker. Altogether, 750 units in two post-war Sec. 608 projects will fall.

FHA apartments have been resounding flops in Fort Worth. In March FHA had taken over some 2,807 of the 4,040 units it insured there and was struggling under a 45% vacancy rate in the acquired units. A 23% vacancy rate in the remaining 1,233 units, moreover, was the highest in the nation (see p. 6).

FHA District Director Adrian Henderson ordered demolition of 250-unit Southland Terrace and 500-unit Rosedale Park after every available step to boost occupancy had failed. Even rent cuts to as low as \$8 weekly were futile.

**Vicious circle.** "The lower the rent, the more maintenance was required and the less income you had for upkeep," Henderson said. "We decided to eliminate this vicious circle by simply razing some of the projects which do not meet today's standards."

FHA considered and rejected rehabilitation as too expensive. Mass renovation would have meant a rent increase many tenants could not afford. Even after improvements were made, the maintenance problem would have remained.

The apartments are typical Sec. 608s, built under a now-dead FHA program. By

the late 1950s the original tenants had larger families and higher incomes and shifted to single-family housing. In the Rosedale Park neighborhood, 3,000 single-family homes have been built through FHA alone, and 65% of the buyers have come from the Rosedale project, estimates the Rev. Emanuel E. Washington, who is aiding in Rosedale relocation.

Southland Terrace is directly across a highway from Seminary South, the city's largest shopping center, so the site is now more valuable for commercial use. When FHA took over the project in November 1961, it was 40% occupied and the mortgage was down to \$1 million.

**Rezoning.** Two years ago FHA realized that the area's major usage was being phased from residential to commercial, so the agency asked the city to rezone the 25-acre site. The city rezoned two sections for commercial use.

FHA is tearing down 27 buildings (the contractor is moving a few others to another site) in one 6-acre commercial section. The six acres are expected to bring FHA more than \$250,000, and Henderson thinks sale of the remaining acreage will ultimately let FHA recover the \$1 million still remaining on the mortgage.

Rosedale Park was in trouble almost from the start. The 500-unit, Negro occupied project was built in 1951 with a \$2.5-million FHA loan. Within two years, the owners realized they had overshot the market by about 100 units. What's more, vandalism and rough treatment made the frame buildings increasingly difficult to rent. In 1958 and 1959 the owners tried

to sell the project to the city for public housing, but were turned down. Then they spent \$300,000 for a complete renovation. But rentals still lagged, and in 1961 the owners were bankrupt.

**Community pressure.** FHA took over, tried cutting rents, and found the lower rates would not support adequate maintenance. The project deteriorated so badly that nearby homeowners complained to the city and to FHA. Meanwhile, Fort Worth's new neighborhood-improvement department—organized to push code enforcement—told FHA to bring the apartments up to standard.

FHA and HUD agreed that rehabilitation would be too expensive, decided to raze the apartments, and began relocating the tenants.

Relocation has posed no difficulty because numerous foreclosed, single-family houses owned by FHA are available for rent or sale. What's more, public housing in Fort Worth is 14% vacant.

In fact, interviews revealed that very few Rosedale families were aware of the nearby FHA housing available for only \$57.50 monthly payments. "The move has opened possibilities for a whole new way of life they never dreamed was within reach," says Rev. Washington.

The demolitions will leave FHA in Fort Worth with several other problem projects: Jarvis Heights, with only 25% of its 316 units occupied, and Noreast Apartments, with only 30% of its 202 units filled. Earlier this year FHA sold a third problem project, Carroll Park, to Baptist Theological Seminary.

—LORRAINE SMITH



**SHABBY FRAME BUILDING** in Rosedale had deteriorated so badly that renovation was impractical.



**OUTDATED CONSTRUCTION** jammed water heater into kitchen corner, making renting difficult.



**FHA DIRECTOR** Adrian Henderson ordered razing of both projects.



## After the backlash: Bias-ban fight shifts to White House

Despite a drumfire of punditry about a "white backlash" that caused defeat of the Johnson Administration's bill to ban race bias in housing, the issue is still very much alive.

It exists in continuing pressure from civil rights forces for a broad Presidential executive order barring race bias in any housing built or financed with federal aid—including savings and loan associations and commercial banks using federal deposit insurance or charters. If it seems to builders like where they came in a year ago before LBJ proposed his open-housing bill to Congress, they are correct.

Until now civil rights forces have muted their calls for an executive order, partly because they realize that militancy may have a reverse impact in this month's Congressional elections. But their pleas will probably be more forceful after the votes are tallied.

President Johnson for his part has remained uncommitted on his future action. At one press conference, he refused to say he would send a new bill to the new Congress in January. Observers interpret this as his natural desire to retain his freedom of choice on whether to issue an executive order or to ask Congress for a replay of the 1966 debate.

**Symptom of dismay.** Defeat of the housing ban was only one, albeit the most noted, measure of the voters' dismay and distrust over current civil rights policy.

"The demonstrations, the riots, the violence all add up to the point where Senators think they are getting pushed around," said Minority Leader Everett Dirksen (R-Ill.), who put the death-grip filibuster on the 1966 anti-bias bill. A few other examples:

- Maryland Contractor George P. Mahoney won the Democratic gubernatorial candidacy after sending sound trucks through middle-class suburbs, bellowing opposition to antibias laws under the slogan, "Your home is your castle—protect it." (Mahoney has since modified the phrase in his literature in the general election campaign, as shown above.)

- Rep. Roman Pucinski, (D-Ill.), long a civil rights advocate, refused to support a Chicago anti-bias bill.

- California Governor Edmund (Pat) Brown backed away from his staunch support of the Rumford "fair housing" act and appointed a 15-member commission to study the law after Republican candidate Ronald Reagan's attacks on the act began to become popular.

And apart from housing measures, Gallup polls and other sentiment-sounding mechanisms were showing a growing resentment of civil rights marches and demonstrations.

**No jewel.** So the antibias bill was due for a tumble because timing coincided with the growing unrest and riots.

But the bill itself was no jewel. The President and his civil rights advisers were perplexed by the political strategies as well as

**"Your home is  
Your Castle"...  
is only PART of  
THE MAHONEY STORY**

### NEW BIAS STANCE IN MARYLAND RACE

the philosophical problems inherent in the bill, and it showed in the bill's draft.

Johnson knew he could not shove too much down the throat of Congress in an election year—"all the way with LBJ" was wearing a bit thin. So the Administration's proposal wasn't as much as the civil rights leaders wanted—but it was something.

Furthermore, once it had been watered down through the legislative process, many civil rights advocates couldn't or wouldn't

support it, saying experience showed an all-inclusive ban worked best.

**Home & castle.** The most talked-about reason for the bill's defeat was this: For the first time the principle of civil rights ran into the principle of property rights.

Unlike the arguments against prior civil rights bills, the property-rights argument struck home to the individual voter. The culprit in job discrimination is the employer; the culprit in school segregation is the school administrator; when it comes to bias in selling one's home, the culprit is the individual citizen.

There have been attempts to shift the housing-bias burden onto the homebuilder, but builders have made a record of at least passively accepting antibias policies. What's more, new homes constitute only a small share of the housing market, a point which galled civil rights backers.

Should Johnson call for Congressional action next year, the "home is your castle" will be at the heart of the controversy. And no resolution is in sight.

## Vacancies in FHA units fall to three-year low

The agency's annual survey of apartments it insures shows vacancies down to 5.7%, the first reversal of an upward drift that started in 1964 and hit an all-time high of 6.5% in March 1965. The district-by-district survey, reported last month, was taken March 15.

Apartments in the Midwest are fullest; their vacancy rate is only 3.8%. And Chicago-district vacancies are down to 1%, second lowest in the nation behind 0.7% in Honolulu.

For the second consecutive year the Southwest reports the highest vacancy at 10.2%, down from 14.3% last year. Fort Worth-area apartment owners have the most units to fill, 26.2%. Dallas, last year's high-vacancy leader at 25.1%, cut this rate in half to 12.4%.

Vacancy rates dropped in 36 districts with over 1,000 units each and rose in 17. The district-by-district picture:

NORTHEAST					
	1966 Vacancy Percent	Change In rate Percent			
Albany .....	2.2	- 2.1	Detroit .....	1.4	- 2.3
Baltimore .....	3.4	- 1.2	Grand Rapids ..	3.4	- a
Boston .....	2.6	- 1.8	Indianapolis ..	4.3	- 2.1
Buffalo .....	1.4	- 1.0	Milwaukee .....	3.5	+ 0.1
Camden .....	9.6	- 2.9	Minneapolis ..	6.3	- 1.6
Hartford .....	2.9	- 3.4	Omaha .....	9.9	+ 0.4
Newark .....	6.7	+ 2.0	Springfield ..	5.8	- 1.9
New York .....	3.6	- 1.2	Total .....	3.8	- 2.3
Philadelphia ..	14.2	+ 6.0	SOUTHWEST		
Pittsburgh .....	4.1	- 1.8	Dallas .....	12.4	-12.7
Richmond .....	9.3	+ 4.6	Denver .....	10.1	- 0.5
Washington ..	4.4	+ 1.6	Fort Worth ..	26.2	+ 5.9
Wilmington ..	2.6	- 2.5	Houston .....	8.4	- 7.0
Total .....	4.6	-	Kansas City ..	4.0	- 1.3
SOUTHEAST			Lubbock .....	16.0	+ 4.6
Atlanta .....	6.1	+ 0.7	New Orleans ..	2.8	- 4.3
Birmingham ..	7.3	- 0.8	Oklahoma City ..	18.6	- a
Columbia .....	2.7	- 1.8	St. Louis .....	9.5	+ 1.6
Greensboro ..	5.3	+ 1.8	San Antonio ..	6.0	-16.5
Jacksonville ..	21.0	+ 9.6	Topeka .....	4.5	- 1.9
Knoxville .....	5.1	- 3.5	Total .....	10.2	- 4.1
Louisville .....	3.1	+ 1.2	FAR WEST		
Memphis .....	6.7	- 0.7	Anchorage .....	9.8	+ 2.8
Miami .....	5.2	- 4.8	Honolulu .....	0.7	- 2.0
San Juan .....	4.5	+ 3.2	Los Angeles ..	11.1	+ 0.2
Tampa .....	14.9	- 4.1	Phoenix .....	9.1	- 7.1
Total .....	6.6	- 0.1	Portland .....	8.0	- 1.4
MIDWEST			Reno .....	15.5	- 0.4
Chicago .....	1.0	- 1.0	San Diego .....	4.2	-11.9
Cincinnati .....	4.3	- 4.9	San Francisco ..	11.7	+ 2.8
Cleveland .....	2.7	- 3.1	Seattle .....	5.7	- 6.6
Columbus .....	12.6	- 3.6	Total .....	9.9	- 1.5

a—Less than 1,000 units in March 15, 1965 survey.

## Top FHA appraisers quit over 'rent' meaning

Two top appraisers have left FHA in agitation over HUD's method of determining the value of rent-supplemented projects.

In a nutshell, the tempest shows what happens when a mortgage-oriented agency takes on a social-purpose program.

John R. Lynch, chief of FHA's valuation section, and Waldemar Weichbrodt, director of FHA's appraisal and mortgage risk division, "retired" in a huff over FHA's rules for the rent-supplement program.

In leaving, they made no official protest to FHA. Instead, it remained for an article in *The Appraiser*, publication of the American Institute of Real Estate Appraisers, to explain the points at issue.

Appraisers Lynch and Weichbrodt con-

tend that "economic rent" must bear a specific relationship to prevailing rents for comparable housing in the same community. But in its rent-supplement rules, FHA simply defines "economic rent" as the amount necessary to sustain the project, thereby covering mortgage repayments, upkeep, taxes, contingencies, and a limited-dividend if risk capital is involved.

Said *The Appraiser*: This policy "grossly distorted the meaning of recognized appraisal terminology." Logically extended, a rent-supplemented apartment could cost more than a non-supplemented unit, "notwithstanding the availability of comparable units in the market" at lower prices. That, rebuts FHA, is next to impossible.



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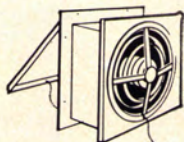
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## Private land development in suburbs faces renewed attack

The argument that the ills of U. S. cities are so massive that the government must take a hand in suburban land development is gaining adherents in Washington and academic circles.

The strongest indication yet of the muscle behind this movement for government intervention in free-market development of land came last month when the recently reconstituted Urban America Inc. (NEWS, Aug.) used a lavish Washington conference as a show-piece for a strong plea for government intervention.

Not unexpectedly, the sophisticated plea came from keynoter John Kenneth Galbraith, Harvard economist and ambassador to India under the late President Kennedy.

Economists, Galbraith told the 1,000 assembled businessmen, architects and planners, have been so preoccupied with production and market that "both have induced a myopia which has kept us from seeing some very great problems."

**New market force.** Chief among these problems, in Galbraith's eyes, is the waste of land and the pervasive ugliness of much suburban development. Only "far more effective planning and control of land use" will correct the situation, says Galbraith, and he is not sure this can be done while still preserving the free real-estate market.



**ECONOMIST GALBRAITH**  
*Private ownership or public goals?*

Galbraith's hard judgement:

"We should not imagine that our traditional arrangements for guiding or directing land use will be sufficient for the purposes I have just mentioned. Private land ownership is a natural way of according economic priority. . . . It is not so certain it [private land ownership] can be accommodated to social and esthetic goals.

"The record of planners and zoning authorities when they come in conflict with

the profit motive is not encouraging. I incline to the belief that for good urban, suburban, and adjacent land use we will need to resort increasingly to public ownership of strategic land areas."

**Political bloodletting.** A realist as well as a theoretician, Galbraith adds, "Nor does it take a political genius to see the prospect here for some bloodletting."

As a matter of fact, the bloodletting has been going on quietly since 1965, when President Johnson asked Congress to authorize loans to state and local land-development agencies. His proposal presumed that such agencies would be created to acquire land, plan residential communities, and sell lots to private builders.

Congress rejected the idea, but the Administration proposed it again early this year. In June the House banking and currency committee reported a bill containing the plan. But that bill has now been withdrawn, and later versions of housing legislation have omitted the plan.

The NAHB, for its part, firmly opposed the measure, because "it would inject government deeply, irrevocably and on an inevitably expanding scale into the business of land development." NAHB says the private enterprise system is "producing a better over-all result."

## Congress clears the way for 90%-plus financing of renewal

The "demonstration cities" bill passed last month by Congress may prove to be an historic turning point in federal spending for decaying residential areas.

The bill lets Washington pay from 93% to 95% of the cost of renewal projects of all types—clearance, rehabilitation and code enforcement—in a few "demonstration cities" yet to be selected. To qualify, cities must combine existing federal programs for both physical and social improvements into a coordinated effort to elevate living standards in declining neighborhoods. The federal government will pay a bonus of 80% of the local share of each program. Renewal projects are expected to

be the basic program for most qualifying cities, and the local share of such projects runs from 25% to 33%.

So federal aid on these selected renewal projects will be comparable to the 90% federal share for interstate highways. This is significant in view of repeated assertions that cities have urban problems while the federal government has the tax dollars that could solve them.

Congress also approved aid to metropolitan planning that could encourage correlated planning by local governments inside a metro area and stimulate changes in local zoning and land use. Other items:

*New towns* may get FHA insurance of

land development loans up to \$25 million, provided local authorities approve the aid. Congress called this an experimental program expiring in 1972.

*FHA veterans' loans* with nothing down up to \$15,000 are opened to 5.8 million World War II veterans who have already used VA loans. All other World War II vets lose VA eligibility next July 25 but can still get these no-down FHAs.

*FNMA construction advances* are approved up to 95% of mortgage for Sec. 213 coops and Sec. 221d3 moderate-income units.

*Low-priced houses* under Sec. 221d2 may get \$12,500 loans, up from \$11,000.

## Fast writeoffs curbed slightly for apartment builders

New tax rules limiting apartment depreciation probably won't inhibit apartment building in 1967.

That is exactly the opposite of what the Johnson Administration had in mind last month when it proposed outright suspension of all forms of accelerated depreciation to halt inflationary spending.

Homebuilders and realty men argued so strongly against suspension that Congress refused to buy much of the Administration proposal. Instead, both houses of Congress have agreed to let builders and owners of new apartments continue to use the 150%-depreciation method for any building built

or sold through Dec. 31, 1967.

Under the 150% method, the owner may deduct 150% of the normal straight-line depreciation. This deduction is then applied against a new declining depreciable balance each year. The method yields a depreciation of 31.8% in the first quarter of useful life and 56% in the first half.

But Congress deprived large apartment builders of two other methods of even faster depreciation during the suspension period: the double-declining balance (or 200%) method and sum-of-the-years digits method. Both have been used mainly by owners wishing to show large cash flow

in the early years of a building's life.

Congress let owners of apartments costing up to \$50,000 use either of these two faster methods, providing no individual could claim more than a total of \$50,000 in depreciable value.

Both NAHB and the National Association of Real Estate Boards are pressing the Internal Revenue Service to soften depreciation curbs even further by recognizing shorter useful lives for apartments. IRS generally wants apartment depreciation stretched over 35 to 40 years although some components such as elevators and air conditioners may have shorter terms.



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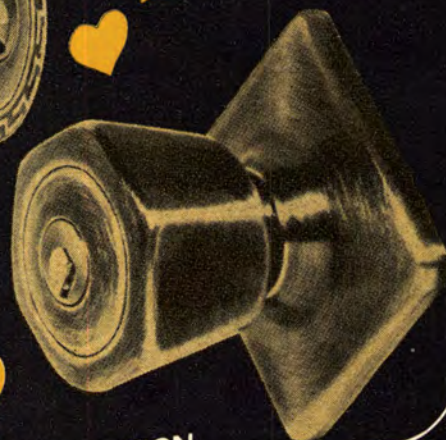
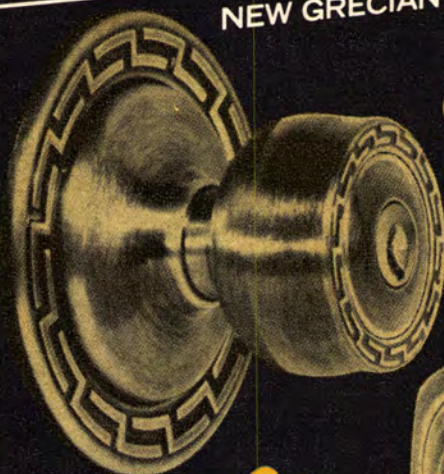


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## Cleveland's urban renewal, favorite target of critics, gets a boost amid new brickbats

The Cleveland program, repeatedly pilloried by national opponents of renewal, was in the limelight again last month—but this time for a different reason. Vice President Hubert H. Humphrey visited the city's riot-scarred Negro slum of Hough to dedicate the nation's first rent-supplement project.

The project consists of two slum buildings to be rehabilitated into 21 units. It is owned and sponsored by HOPE Inc., a church-run, non-profit foundation. The Housing & Urban Development Dept. will contribute annual rent supplements of \$12,200, or an average of \$48 a month per unit, to help pay rents of \$80 to \$107 a month.

Whether the rent-supplement program in renovated buildings will become widespread is another question, however. Even as HUD Secretary Robert C. Weaver signed the first rent-aid contract, a Cleveland contractor declared that the high cost of rehabilitating slums deters renovation.

Said Contractor William Seawright after renovating a 14-unit Hough tenement at a cost of \$130,000: "I could build a new apartment building that would meet all the housing-code requirements for the same price. I'll bid on renovation projects and I'll do the job, but this is not the answer."

**Subsidy's spurs.** Moreover, Cleveland has found that federal subsidies can be a mixed blessing. Last month FHA charged that 25% of the families in two renewal projects financed by a Sec. 221d3 mortgage (at 3½% interest) were earning too much money to be living there under d3 rules. FHA told the citizen-supported Cleveland Development Foundation, which took over

the projects in 1962, to throw out the families, and it levied assessments that will threaten the project's solvency. Specifically, the foundation must pay \$72,514 for premium rents that it failed to collect from higher-income tenants plus \$4,000 a month until these tenants leave.

The foundation's vice president, John K. Fockler, said higher-income tenants were allowed to move in without paying higher rents because they were "a good influence" and helped to stabilize the projects. "There is an unfortunate conflict," he said, "between practical problems and the theory of the law."

**Brickbats, too.** Cleveland still faces problems in reorganizing its foundering urban renewal programs in Hough and elsewhere in the city. Criticism by the U.S. Commission on Civil Rights last spring led to an urgent meeting and the declaration of an "action" program by Mayor Ralph S. Locher and Secretary Weaver (News, Aug.). But results appear few.

Last month a city "Little Hoover" Commission charged that snafus in six projects have cost the city some \$2,047,000 in extra interest charges, salaries, and lost rentals.

Ten days later renewal officials were caught up in yet another imbroglio with zoners and the City Council.

The point at issue: Western Reserve University began building a 10-story dormitory in the University-Euclid project area (which includes Hough) as part of a renewal plan approved by the Council. But when zoners discovered that the land had never been formally rezoned for high-rise use, the council demanded a halt to construction. Mayor Locher refused.



**Home promotion in Cincinnati draws nearly 100,000 lookers**

Despite all that yelping about tight money and slow sales, interest in new houses is strong. That's what members of the Home Builders Association of Greater Cincinnati learned to their delight when 96,000 people visited the association's annual "Homearama" display of model homes last month (photo above).

Although thousands of free passes helped swell the turnout, some 45,000 people were serious enough about seeing the houses to pay a 75¢ admission charge. Orville Brown, HBA executive officer, credited success to joint promotion.

## AFL-CIO claims no shortage of construction workers

Labor and management talked past each other's heads at the 45th annual meeting of the Producers' Council in New York City last month.

Management almost unanimously chorused that chronic labor shortages and consequently high labor costs were its chief problem. But a high-ranking AFL-CIO official told a labor panel: "We don't agree that there's a terrific shortage of manpower in the construction industry."

Then the union man—William J. McSorley, assistant to the president of the Building and Construction Trades Dept. of AFL-CIO—rolled out a battery of his own statistics to prove his point. The seasonally adjusted unemployment rate, claimed McSorley, never dropped below 12% in the late 1950s and early 1960s. Even with construction booming last year, he said, unemployment still stood at 9% and this year dropped only two points to 7%.

McSorley lumped residential and heavy-construction workers together, and management men were quick to ask him how he could account for complaints of labor shortage from residential builders. He explained: "These are temporary."

McSorley held no brief for swelling labor's ranks with more men: "The social engineers would have us create instant journeymen. Our training forms the basis for the stability of construction."

But construction managers sang a different tune. Said Henry A. Letoile, counsel and assistant to the president of the Perini Corp., Framingham, Mass.: "Our own company bid on \$350 million of construction in the last 21 months that never started because of high labor costs."

## Veteran builder asked to pick up the pieces of plastic company's fling into real estate

In recent years many non-housing companies have tried to enter homebuilding, with varying degrees of success. Last month a federal district court in Newark, N. J., called on a professional builder to rescue one such venture which had come a cropper.

If the recommendation of a court-appointed trustee is followed, Bob Schmertz, one of New Jersey's largest developers and builders, will become president of recently bankrupt South Jersey Land Corp., a publicly held subsidiary of Hydrocarbon Chemicals Inc. Creditors, the court, and the Securities & Exchange Commission must approve the move.

Schmertz heads Robilt Inc., builder of one of the Northeast's first retirement communities, Leisure Village in Lakewood, N. J. He says Robilt and South Jersey Land will operate independently but from offices in the same building.

South Jersey Land was set up to invest in numerous tracts near the south Jersey shore, a semi-resort area now rapidly becoming part of the New York City com-

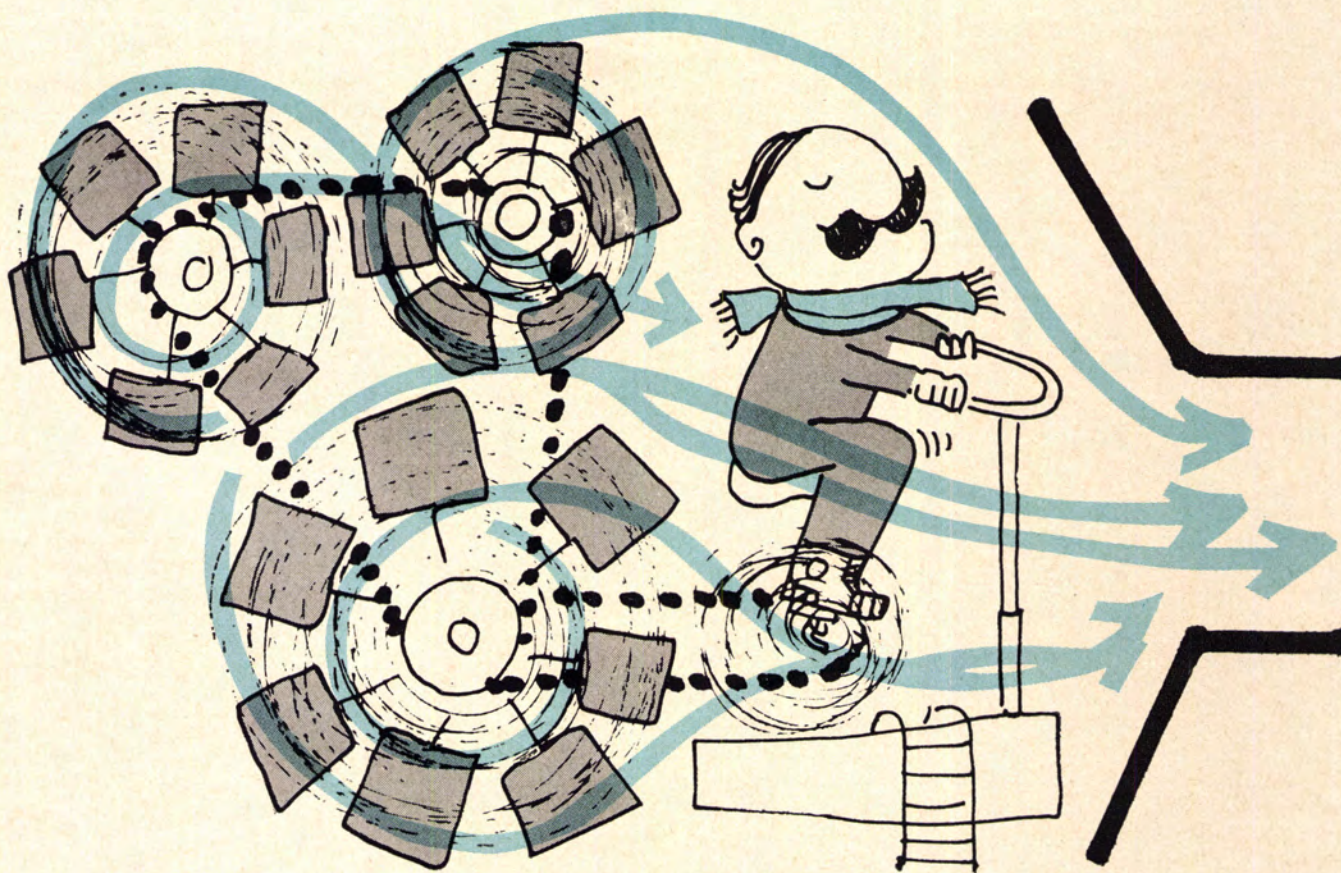
muter belt by better bus and rail lines.

Hydrocarbon, which owned gas and oil wells in Texas and West Virginia and a plastic-bottle plant in New Jersey, fell into reorganization under bankruptcy laws in 1963. The trustee, Elliott I. Clemence, says an ill-advised investment in the plastic-bottle manufacturing plant brought about the downfall.

But in the view of housing men, the land venture was a contributing factor. Although South Jersey Land bought well-located tracts, it fouled up development. Houses, ordered from a home manufacturer, did not fit some lots in the company's largest development, Berkeley Shores near Tom's River, N. J. Then sales-promotion expenses rose far higher than the \$10,000 average house price warranted.

Once the reorganization of South Jersey Land is approved, Hydrocarbon's West Virginia gas wells will be sold and the proceeds reinvested in land development. So Hydrocarbon, through South Jersey Land, will become principally a builder and developer under Schmertz's management.





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# FHA's 6% mortgage brings a hint of relief for builders

Along with other developments in the money and credit markets, the interest rate increase to 6% on FHA-VA mortgages may help stabilize the prices charged to builders for mortgage and construction money.

The 6% rate makes FHA-VA loans slightly more attractive to investors, so it could attract some small amounts into housing.

Two other factors work to the builder's advantage:

1. The Federal National Mortgage Assn. has raised its limit on purchases of new-house mortgages from \$17,500 to \$25,000. FNMA began by requiring a standby commitment on new-house loans over \$17,500 and setting a steep effective price of 91½—a discount of 8½ points. California mortgage bankers and developers protested, and the agency agreed to purchase mortgages up to \$25,000 at the over-the-counter prices shown on the map (right). The Californians were unsuccessful, however, in a plea that the ceilings of \$17,500 on used-house loans and \$25,000 on new-house mortgages be lifted.

And FNMA has refused to release \$1 billion in special assistance money voted by Congress in August, saying it wants to hold the money in reserve. Builders are pressing for its release, at 2% discount.

2. On Sept. 30 a majority of the 25 indicators that show which way the economy is going turned downward for the first time in five years. The implication: Long-term capital demand will ease, permitting interest rates to stabilize.

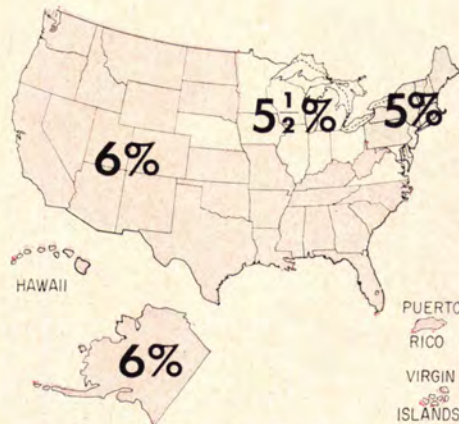
**Plateau?** The turnaround in "leading" indicators produced a sharp decline in bond yields, which exert some influence on mortgages. So the mortgage community began to theorize that mortgage yields and discounts had topped out. The average yield quoted on the 203b residential loan in New York and Chicago money centers was still 6.54%, virtually unchanged on the month. Said Home Federal S&L of Chicago: "Probably the peak has been reached."

But Robert M. Morgan, president of the Boston 5¢ Savings Bank and head of the Massachusetts Purchasing Group of 190 mutuals, disagreed emphatically. He cited two adverse developments:

1. An October bank-credit squeeze that would make all credit still tighter. A record \$7 billion worth of certificates of deposit was maturing at commercial banks, and because interest rates in the open markets surpass the 5½% maximum that banks can pay on the CDs, the banks were having difficulty holding the deposits.

2. A virtual run on insurance companies by clients demanding low-interest policy loans. Since April the demand has run at a \$1-billion annual rate, and that is all money that will not go into mortgaging.

**Mortgage market.** The market debut of the 6% loan failed to establish any definite price plateau. The ¼% interest increase, from 5¾%, translated into 2%—



**DISCOUNTS** are shown for 6% FHA-VA loans sold to FNMA. Rates include ½% fee and ½% loss on purchase of 1% in stock worth 50¢ on \$1.

or 2 points—of discount. When the 6% loan began trading, builders were charged 2 points less of discount in 10 of the 18 mortgage centers that report prices to HOUSE & HOME (see chart, right).

But the advantage was deceptive.

The discount on the old 5¾% loan had risen a point or two in anticipation of the FHA rise, so the 2% "reduction" figured out to about 1% below the old 5¾% loan discount.

Furthermore, several Eastern investors buying from those 10 cities had apparently not gotten around to claiming up to half

of the 2-point discount differential on the new loan. The investor usually does claim up to one of the two points, taking the one point in higher yield (NEWS, Feb. and May), and such a decision on the new 6% mortgage would mean that the builder would get only a 1-point advantage from a discount that had already risen a point—or, his discount would then be about the same as that on the old 5¾% loan.

And the new 6% loan did not even get the initial 2-point advantage in some cities. It "opened even," or at the same big discount charged on the old 5¾% loan in Dallas, Houston and San Francisco.

**Used-house market.** One of the fondest hopes behind the campaign to get FHA to go to 6% had been to cut back discounts, thus encouraging homeowners to sell their old houses and trade upward. With the old discounts running up to 9 points, and another 6% being charged in realty commissions, the owner of a \$20,000 house had at least a \$3,000 sale expense before talking to a buyer. The used-house market had suffered virtually everywhere.

But the new prices did not seem to offer much help in the way of lower discounts. And as far as rates in general went, Chicago's housing economist James Downs summarized this way:

"There's no factual basis for believing money rates are about to turn down."

## HOME BUILDER'S MORTGAGE MARKET QUOTATIONS

Reported to HOUSE & HOME in week ending October 14.

City	FNMA Secd. Mkt. FHA-VA Up to \$17,500 Used or New		FHA Sec. 203b Discount paid by builder Min.-Down* 30-year Immed.†		FHA 207 Apts. Firm		Conventional Loan Rates			Construction Loan Rates
	6s	5½s	5½s	Trend	6s	5½s	Comm. banks, Ins. Cos. 75%	Savings banks, S&Ls 80%	Savings banks, S&Ls Over 80%	
Atlanta	6	8	7½-9	Up 1	5½-7	a	6¾-7¼	6¾-7¼	6¾-7¼	6½+1½-2
Boston	5	7	4	Steady	2	a	6¼-6¾	6-6¾	a	6¾+1
Chicago	5½	7½	7-9	Up 1	5-7	5-5½	6¼-7	6¼-7	6¼-7	6¾-7+1½
Cleveland	5½	7½	7-8	Steady	5-6	a	6¼-6¾	6¾-7+1-2	6¾-7+1-2	7-7½+1-2
Dallas	6	8	9-10	Up 1	9-10	a	6¾-7¼	6¾-7¼	7-7½	7½+1
Denver	6	8	7-8	Steady	6½-8	a	6¾-7	6¾-7	7-Up	7+1-2
Detroit	5½	7½	8-9	Up 1	6-7	a	6½	6¾-7	7	6¾-7+1
Honolulu	6	8	9-10	Up 2	7-8	a	7-7½	7¼-7¾	a	7-8+1-3
Houston	6	8	7-9	Up 1	7-9	a	6½-7	7-7½	7-7½b	7+1½-2
Los Angeles	6	8	8-9	Up 1	6-7	a	6½-7	6¾-7.2	b	6½-7+1½-3
Miami	6	8	8-10	Up 1-2	6-8	a	6¾-7	6¾-7	6¾-7	6¾-7+2½-4
Newark	5	7	6-7	Up 1	5-6	7-8	6+1	6+1	b	7+2-3
New York	5	7	a	—	2-3	8	6+2	6+2	6+2	6¾-7+3
Okla. City	6	8	7-9	Steady	5-7	a	6½-6¾	6½-6¾	6¾-2b	6½-7+2
Philadelphia	5	7	a	—	6½	a	6b	6-7	6-7	7+2
San Fran.	6	8	7	Steady	7	a	6¾-7+1	7-7½+1	a	7+1½-3
St. Louis	6	8	6-8	Steady	4-6	a	6½-6¾	6¾-7	a	6½-7+1-2
Wash., D.C.	5½	7½	8-9	Up 1	7	a	6+4-6	6+4-6	6+4-6	6½+2-2½

\* Immediate covers loans for delivery up to three months, future covers loans for delivery in three to twelve months.  
† Quotations refer to prices in metropolitan areas, discounts may run slightly higher in surrounding towns or rural zones.  
• Quotations refer to houses of typical average local quality.  
• 3% down on first \$15,000; 10% of next \$5,000; 25% of balance.

Footnotes: a—no activity. b—limited activity. c—Net yield to investor of 6% mortgage plus extra fees. w—for comparable VA loans also. x—FNMA pays ½ point more for loans with 10%. y—discounts quoted are net after seller pays ½% marketing fee and ½% adjustment for stock purchase. Seller must pay 1% of mortgage for stock calculated in \$130 units, of which \$30 is contribution to FNMA capital and \$100 is for a share trading at about \$62.

Sources: Atlanta, Robert Tharpe, pres., Tharpe & Brooks Inc.; Boston, Robert Morgan, pres., Boston 5¢ Savings Bank; Chicago, Robert H. Pease, pres., Draper & Kramer Inc.,

and Robert H. Wilson, pres., Percy Wilson Mortgage & Finance Corp.; Cleveland, David E. O'Neill, vice pres., Jay F. Zook, Inc.; Dallas, M. J. Greene, pres., Southern Trust & Mortgage Co.; Denver, Clair A. Bacon, pres., Mortgage Investments Co.; Detroit, Sherwin Vine, vice pres., Citizens Mortgage Co.; Honolulu, H. Howard Stephenson, vice pres., Bank of Hawaii; Houston, Everett Mattson, vice pres., T. J. Bettes Co.; Los Angeles, Christian M. Gebhardt, vice pres., Colwell Co.; Miami, Lon Worth Crow Jr., pres., Lon Worth Crow Co.; Newark, William W. Curran, vice pres., Franklin Capital Corp.; New York, John Halperin, J. Halperin & Co.; Oklahoma City, B. B. Bass, pres., American Mortgage & Investment Co.; Philadelphia, Robert S. Irving, vice pres., First Pennsylvania Banking & Trust Co.; St. Louis, Charles A. Keller, vice pres., Mercantile Mortgage Co.; San Francisco, John Jensen, vice pres., Bankers Mortgage Co. of California; Washington, James C. Latta, sr. vice pres., Associated Mortgage Cos. Inc.

NEWS continued on p. 16



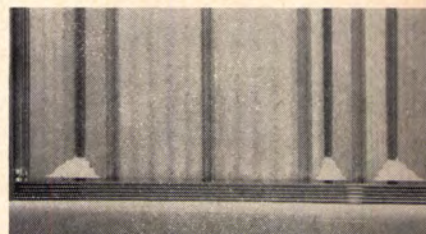


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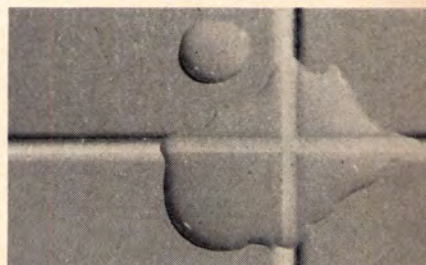
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Corpus Christi, Tex.: 1400 sq. ft. Ranch.



Portsmouth, R.I.: 1900 sq. ft. Colonial.



Dubuque, Iowa: 1325 sq. ft. Ranch.



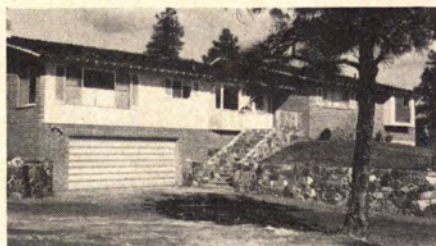
Port Huron, Mich.: 1400 sq. ft. Cape Cod.



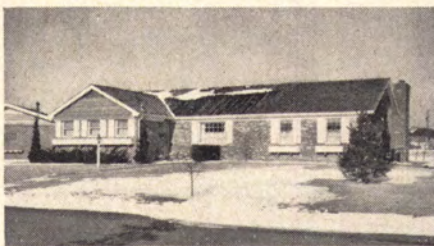
Baxter Springs, Kans.: 1326 sq. ft. Ranch.



Mequon, Wis.: 1400 sq. ft. Ranch.



Prescott, Ariz.: 2000 sq. ft. Ranch.



Wichita, Kans.: 1720 sq. ft. Ranch.



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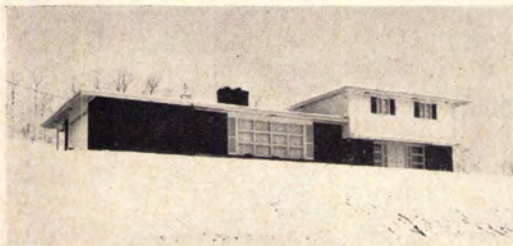
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Connellsville, Pa.: 3062 sq. ft. Split-Level.



Kingston, Pa.: 1219 sq. ft. Ranch.



Denver, Colo.: 3000 sq. ft. Bi-Level.



Lexington, Ky.: 3020 sq. ft. Colonial.



Cumberland, Md.: 2000 sq. ft. Colonial.



Woodbridge, Conn.: 3000 sq. ft. Ranch.



Marion, Ohio: 3200 sq. ft. Ranch.



Zion, Ill.: 2426 sq. ft. Ranch.



Birmingham, Ala.: 2300 sq. ft. Reproduction.

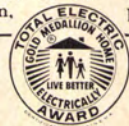
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# Sun shines for California S&Ls—and perhaps for builders

Nowhere were the Federal Reserve's new savings-rate restrictions greeted with higher glee than in California, the nation's No. 1 savings and loan state.

The 276 California s&ls had walked in the shadow of a \$157-million savings decline for the first seven months of 1966,\* and the rate curbs brought hopes of a gold rush of modest proportions.

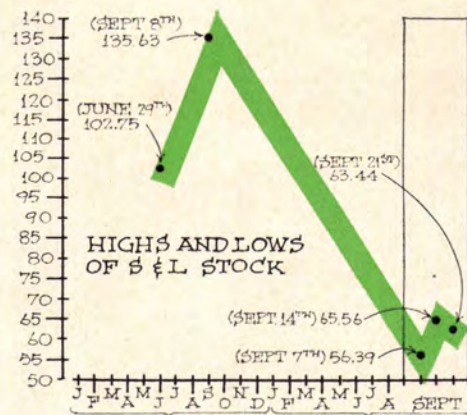
Here was the Fed clamping a 5% ceiling on the banks' certificates of deposit but telling the s&ls they could go right on paying 5¼% on passbooks and up to 5¾% on renewed certificate accounts. The rules were enough to make a commercial banker weep, and they brought a grumble about "discrimination" from no less a personage than President Rudolph A. Peterson of the giant Bank of America (resources: \$17 billion).

**A hearty cheer.** But the s&ls liked things fine.

"We don't just like it—we think it's brilliant," exulted Bart Lytton, in his own words one of the last of the grand tycoons of the s&L industry. "A quarter-of-a-point spread is all we need over the banks. It's money from heaven."

Good news for s&ls is good news for builders in California, where the associations normally make 50% of all home

\*Compared with a net gain of \$747 million in the first seven of 1965.



KIDDER, PEAODY & CO., AGGREGATE MARKET VALUE OF 21 S & L ISSUES, OCT. 1, 1966, EQUALS 100

loans. Tight money and the resulting decline in savings took many of the s&ls out of the lending market for much of 1966, and new-home building permits were down 53% in July in the 14 counties of Southern California. A resurgence in savings inflow could reverse the trend.

The resurgence may already have begun. The state's s&ls scored a net savings gain of \$136 million in August, and Executive Vice President Franklin Hardinge of the California s&L League said he could spot indications of a larger gain in

September. The League got the happy tidings at the close of its convention in the hamlet of Coronado, and incoming League President Robert S. Fuller (who heads San Fernando Valley Federal in Van Nuys) said several of his industry's officials had noted the September signs with new hope.

Hardinge said there appeared to be a complete reversal of the trend that found savings channeled into small-denomination bank CDs, stocks, and mutual funds.

"August confirms this," he explained. "California's gross s&L intake (new savings, not counting withdrawals) was nearly \$810 million, up 30% over August of 1965. As a matter of fact, California's s&ls accounted for 75% of the \$180-million gain by the entire s&L industry."

**S&L stocks.** The industry's stock, a true hard-luck category on Wall Street since last fall, appeared to take heart with all the good news. The 21-issue index kept by the Wall Street investment house of Kidder, Peabody & Co. turned slightly upward from its low of September 7, gaining 16% from its old standing on its first leap (see chart). It was too early to tell whether the turn signaled a trend, but California, whose companies issue 17 of the 21 stocks on the list, was keeping its fingers crossed.

—BARBARA LAMB

## Levitt's gain lends support to index of housing stocks

Minus signs dominated HOUSE & HOME's recap of the month's prices in 72 home building stocks, but a strong showing by Levitt & Sons of Lake Success, N. Y., helped buoy up the average.

Levitt added 1¼ points, to 11½, after declaring its regular quarterly dividend of 12½ cents payable Nov. 1 on 995,264 publicly held shares.

Elimination of Great Lakes Homes of Sheboygan Falls, Wis., from the prefab list lent a kind of false statistical support to the over-all average. The stock had been quoted at 1/16 shortly before the company filed to reorganize in bankruptcy (see p. 12).

Jim Walter was a heavy loser among the building companies, giving up 1¾ to settle at 14½. In the mortgage banking category, Kissell was off ¾, to 2½. The Springfield, Ohio, company omitted its quarterly dividend in October. It blamed the tight mortgage money market for taking the action.

The averages:

	Aug. 9	Sept. 6	Oct. 7
Building .....	5.33	4.60	4.37
Prefabrication ....	2.17	1.75	1.71
S&Ls .....	6.83	5.67	5.59
Mortgage banking .	10.04	8.60	8.58
Land development .	6.04	5.13	4.99
Average .....	6.22	5.25	5.20

## HOUSING'S STOCK PRICES

COMPANY	Oct. 7 Bid/Close	Chng. Prev. Mon.	COMPANY	Oct. 7 Bid/Close	Chng. Prev. Mon.
<b>BUILDING</b>			<b>MORTGAGE BANKING</b>		
• Adlar-Built Inc. ....	1/8	—	Advance .....	5 3/4	+ 1/4
• Capital Bld. Ind. ....	41¢	— 12¢	• Amer. Mort. Ins. ....	K	—
Cons Bldg. (Can.) ....	1	+ 1/8	Associated Mtg. ....	5 1/2	— 1/2
• Dev. Corp. Amer. ....	5/8	+ 1/8	Charter .....	17 1/8	— 5/8
Edwards Inds. ....	1 1/2	— 1/4	Colwell .....	5 3/4	+ 3/4
Eichler Homes <sup>b</sup> .....	1.05	+ 5¢	Cont. Mtg. Inv. ....	23 1/2	+ 1 3/4
• First Hartford Rity ..	5 3/4	+ 1/4	• Cont. Mtg. Ins. ....	2 3/4	— 1/8
First Nat. Rity <sup>b</sup> .....	3 1/4	+ 1/8	• FNMA .....	62 1/2	— 4 3/4
• Frouge .....	37 1/8	—	First Mtg. Inv. ....	13 5/8	— 1/2
General Bldrs. <sup>b</sup> .....	1 1/8	— 1/4	• Kissell Mtg. <sup>b</sup> .....	2 1/8	— 5/8
Kaufman & Bd. <sup>b</sup> .....	10 1/4	+ 1 1/4	Lomas & Net. Fin. <sup>b</sup> ..	3	— 1/4
Levitt <sup>b</sup> .....	11 1/8	+ 1 1/4	MGIC <sup>b</sup> .....	15 3/4	— 1 1/4
Lou Lesser Ent. <sup>b</sup> .....	2 1/4	— 7/8	• Mortg. Assoc. ....	2 3/4	— 1/8
Lusk .....	5¢	—	• Palomar Mtg. ....	2	—
• Nationwide Homes <sup>b</sup> ..	1	— 1/4	• Southeast Mtg. Inv.	4 3/4	— 2 1/4
Pres. Real. A. <sup>b</sup> .....	9 1/2	— 1/8	United Imp. & Inv. <sup>b</sup> ..	2 1/2	—
• Sprout Homes <sup>b</sup> .....	1	— 1/8			
U.S. Home & Dev. ....	5/8	— 1/8	<b>LAND DEVELOPMENT</b>		
Jim Walter <sup>c</sup> .....	14 5/8	— 1 3/8	All-State Prop. ....	12¢	— 5¢
Del. E. Webb <sup>b</sup> .....	2 1/2	— 1/2	• American Land .....	5/8	— 1/8
			Am. Rity. & Pet. <sup>b</sup> .....	3 1/8	—
<b>PREFABRICATION</b>			Arvida .....	5 3/8	— 1/4
Admiral Homes .....	1/8	— 3/8	Atlantic Imp. ....	18	+ 1 1/2
Albee Homes .....	1/2	— 1/8			
• Continental Homes ..	2 1/4	— 1/2			
Inland Homes <sup>b</sup> .....	2 1/8	— 1/2			
Modern Homes .....	2	— 1/4			
Natl. Homes A. <sup>b</sup> .....	2 5/8	— 1/4			
• Scholz Homes <sup>b</sup> .....	2 1/8	— 5/8			
Steel Crest Homes <sup>b</sup> ..	2 1/8	— 1/8			
Swift Industries .....	1 3/4	+ 1/8			

## S&Ls

American Fin. ....	12	— 3/8
Calif. Fin. <sup>c</sup> .....	2 3/4	— 3/8
Empire Fin. ....	4	— 1/4
Equitable S&L .....	11 1/2	— 7/8
Far West Fin. <sup>c</sup> .....	5 1/8	+ 1/8
Fin. Fed. <sup>c</sup> .....	10 3/8	+ 1
First Char. Fin. <sup>c</sup> .....	10 1/8	+ 1/2
First Fin. West. ....	3 1/4	— 5/8
First Lincoln Fin. ....	4 3/8	— 1/4
First Surety .....	2 1/2	—

## SHORT-TERM BUSINESS LOAN RATES

Percent interest and (net change) in year

LOAN SIZE	New York City	7 other Northern & Eastern cities	11 Southern & Western cities
\$1-10 .....	6.14 (+.52)	6.32 (+.44)	6.52 (+.52)
\$10-100 .....	6.11 (+.72)	6.35 (+.77)	6.28 (+.57)
\$100-200 .....	5.87 (+.80)	6.08 (+.76)	6.08 (+.66)
\$200 and over ..	5.57 (+.95)	5.74 (+.89)	5.84 (+.78)

Source: Federal Reserve Board June 1966

a—stock newly added to table. b—closing price ASE. c—closing price NYSE. d—not traded on date quoted. g—closing price MSE. h—closing price PCSE. k—not available. p—formerly Wallace Investments. q—formerly San Diego Imperial Corp. \*—not included in averages. x—adjusted for 4-for-3 split. y—tender offer.

Sources: New York Hanseatic Corp., Gairdner & Co., National Assn. of Securities Dealers, Philip Beer of Russell & Saxe, American Stock Exchange, New York Stock Exchange, Midwest Stock Exchange, Pacific Coast Stock Exchange. Listings include only companies which derive a major part of their income from housing activity and are actively traded.



*This  
wise man...*

*is 4000 years  
old, thanks to  
indestructible  
ceramic*



CERAMIC  
VALVE  
PLATE

*Price Pfister wisely uses indestructible  
ceramic in Flow-Matic single handle water control devices\**

The ancient ceramic thinker has seen centuries of wind,  
rain and fire since 2000 B.C. — and never broken under the elements. Ageless ceramic  
will preserve this primitive art indefinitely.

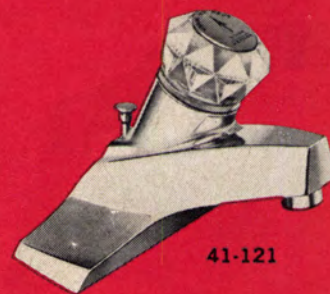
Price Pfister also uses ceramic to withstand the stinging power of flowing water in Flow-Matic single  
handle fittings. The surfaces within our ceramic valve plates maintain tolerances  
within 25 millionths of an inch — and therefore require no lubricants, no  
springs, no washers and no "O" rings that are subjected to friction.

Flow-Matic ceramic valve plates assure corrosion-free use  
under the most adverse water and atmospheric  
conditions for years and years and years.

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13500 Paxton Street, Pacoima, California 91331  
Sold only through wholesalers.  
Warehouses in these principal cities:  
Birmingham, Alabama; Chicago,  
Illinois; Dallas, Texas; Pacoima,  
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Established 1910



41-121

**Price Pfister Products — Install Easier — Work Better — Last Longer**

\* Ceramic plates manufactured by Coors Porcelain Co. using Alcoa Alumina — developed by Aluminum Company of America



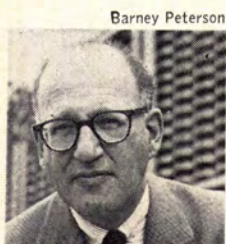
## Eichler settles on its management—but not on its debt

A court suit has forced Joseph L. Eichler to give up control of Eichler Homes, the company that for 18 years made outstanding contemporary architecture a trademark of its houses in a dozen subdivisions around San Francisco Bay. Los Angeles adman Charles H. Parr Sr. wins full command under an out-of-court agreement.

Parr thought he had bought the \$42-million San Francisco corporation from Eichler in May, but he charged in a September suit that Eichler was still dominating corporate affairs.

Parr said Eichler had told the Bank of America that Parr had defaulted on payment for the majority stock. The bank, Parr claimed, then directed the transfer agent to transfer the stock back to Eichler. Parr and Executive Vice President Robert M. Bryson demanded \$15.8 million damages, and a week later Eichler agreed to step down rather than fight.

The accord averted a full-dress battle in San Francisco County Superior Court, but the suit had already cost heavily in public confidence. Between its initiation and withdrawal two other actions were filed against Eichler. American S&L of Los Angeles said the \$30,250 due monthly on a \$4.1 million loan for Eichler's Central Towers Apartments in San Francisco had not been paid since August. Massachusetts Mutual Life, which had bought Eichler's Summit apartments, said lease



EICHLER



PARR



**EICHLER HOUSE** by Architect Robert Anshen typified company's distinctive home styling.

payments due from Eichler as leaseback operator were in default. Only after Eichler promised to turn over all rent payments for both projects did the two creditors agree not to press for appointment of a receiver.

**Debt load.** Parr charged that Eichler had aggravated the company's already serious debt position by diverting corporate funds. Parr said the diversion caused company checks to be dishonored and resulted in numerous liens against

Eichler properties. The *Daily Pacific Builder* reported 35 liens filed for a total of \$675,000 between Aug. 8 and Sept. 27, the day Parr brought suit.

The suit focused attention on the Eichler debt, which, at \$34,253,453 on Dec. 31, had almost tripled in five years and was 13 times net worth.

The company's accounting also raised questions about its net worth. Eichler was carrying as an "asset" some \$3,410,752 in land-development costs and option fees on five parcels it hoped to acquire. Three options—covering land on which Eichler had spent \$3,204,081—expired April 1, and the company says only that negotiations toward obtaining time extensions "are currently in progress." Should such negotiations fail, a loss of the \$3.2 million charged against net worth of \$2,537,869 might sink Eichler into minus net-worth status.

**Leap into high rise.** Eichler Homes, a family corporation, was founded by Joe Eichler in 1947 and organized as a partnership with sons Edward (Ned) and Richard in 1951. Working with such top architects as Anshen & Allen, Jones & Emmons, and Neill Smith & Assoc., the Eichlers attained international prominence for mass-produced houses of unique design.

By 1962, house sales skyrocketed to \$19.1 million, and the company reported profit of \$512,024. But land costs soared too, so Joe Eichler decided to build high-rise apartments (he called them "vertical subdivisions").

Tidy new entries of "rental income" and "sales of apartments" came aboard the Eichler balance sheet in 1963 for a total of \$724,000. And that figure jumped to \$3.17 million in 1964.

Eichler's venture into high-rise produced some of the Bay Area's most breathtaking buildings: the dazzling Eichler Summit (see p. 91) atop Russian Hill, its 32 luxury floors reaching to the highest point in downtown San Francisco; the two 15-story Central Towers buildings near the city's Civic Center; the two 18-floor Geneva Towers buildings near the Cow Palace; and the 15-story Laguna Eichler.

**Cash-flow problem.** But Eichler debt rose almost as fast as its apartment towers. It went from \$22.6 million to \$27.5 million in 1963, eased a trifle in 1964, and then climbed to \$34 million in 1965 as cash flow virtually disappeared in the face of slow rent-ups.

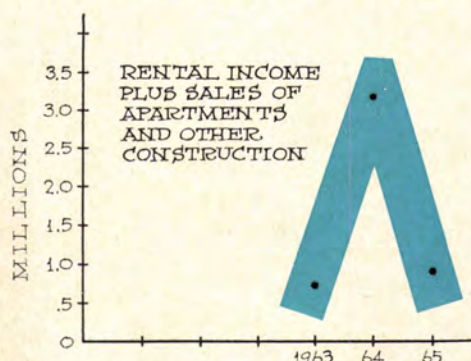
What was worse, Eichler's house sales declined as it concentrated on high rise. They fell from \$19.1 million in 1962 to \$17.4 million in 1963, recovered in 1964, and then plummeted to \$12.1 million in 1965.

Meanwhile apartment income tumbled—from \$3.17 million in 1964, to \$894,000 in 1965.

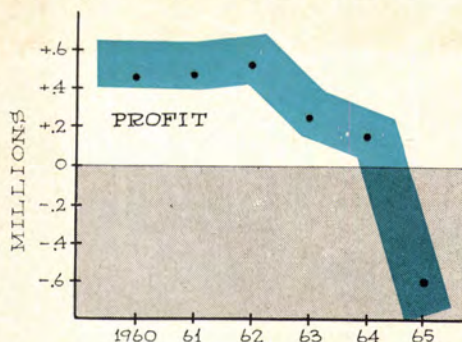
Profits had been trending downward ever since 1962, and under the weight of

NEWS continued on p. 22

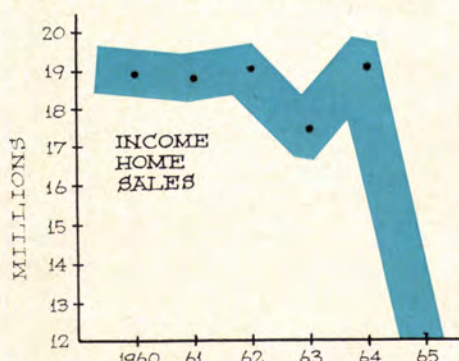
### THE EICHLER STORY—FROM HIGH RISE INTO DEEP DEBT



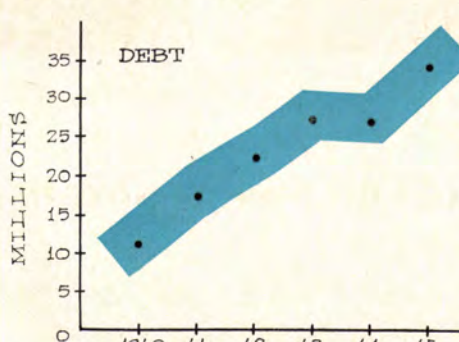
With the move to high rise . . .



The company's profits fell . . .



Home sales suffered . . .



And its debt escalated





Your prospects will see this new floor advertised in Better Homes & Gardens, Ladies' Home Journal, other top magazines. Moda Moresca is  $\frac{1}{8}$ " thick. 12" x 12" tiles permit easy installation. Greaseproof, easy to clean. Comfortable, quiet. Colors: 5, including gold.

**The elegance of Old Spain—now in solid vinyl floor tile.**

**KENTILE**  
VINYL **FLOORS**

Floors of new Kentile® Moda Moresca will impress your model home prospects. Your commercial prospects, too. All the beauty of handmade Spanish tile—at far less cost. Ask your flooring man.



# Get the competitive edge! Give homes new appeal with outdoor features in Decorative Concrete



**New-style patios—put colors, textures and patterns to work for you.** Here, the builder offers not simply a patio, but a beautifully integrated extension of the home for outdoor living. Appropriate atmosphere is created with a concrete patio surface patterned by partly-buried rocks in muted colors. Yet

the floor-level patio relates effectively to both living room and kitchen. An open planter saves an existing, and handsome, tree. Decorative concrete won the builder credit for being different. Concrete's versatility is so broad that it permits decorative effects at any materials-labor cost level.



Buyers today want more distinctiveness in their home setting. This trend offers progressive builders a selling opportunity that can be exploited to the fullest with decorative concrete—in driveways, patios, walks, pools and other outdoor features.

Concrete can be shaped, patterned, colored, textured almost endlessly. It permits “decorator” effects to fit practically any home, any builder’s budget.

Decorative concrete turns outdoor installations into sales “features.” It’s worth looking into. For more information, ask your ready mix or concrete masonry suppliers, or simply contact the PCA office nearest you. *Portland Cement Association, 33 W. Grand Ave., Chicago, Ill. 60610. (An organization of cement manufacturers to improve and extend the uses of portland cement and concrete.)*



**Driveways with a difference—double as entry walk and play area.** This colorful driveway provides drama for the total landscaping theme. Beige Mexican beach pebbles are exposed, treated with a concrete sealer to bring out color and sheen. Stained dividers form irregular modular units to bring driveway into scale. Such decorative effects with concrete, today, are unlimited. And even measured solely by the special buyer appeal that’s added, the extra investment is reasonable.

**Fresh-flair stairs—concrete shapes up to unusual ideas.** A decorative treatment in concrete like this can make a big difference in luring house shoppers through the front door. The idea: use oversize precast discs surfaced in exposed aggregate and set on standard curved units of concrete masonry. Of course, surface treatment, color, shape, size can be fitted to your home style and site. Decorative concrete puts your money where it shows—right where buyers like to put theirs, too!



**Decorator entry walks—with stones and a simple design.** What could have been ordinary is here made strikingly different with decorative concrete. Exposed aggregate surfacing and black, brushed concrete are used in a pattern of alternating wedges that is repeated by the stairs. A fine design idea carried to full effect by bold exposure of black San Quentin pebbles on both treads and risers. Imaginative use of decorative concrete can make any home look “more for the money.”



## NEWS

continued from p. 18

falling home sales and declining rental income the Eichler net figure plunged into the red to the tune of \$600,577 in 1965. Vice President Bryson says the loss for the first half of 1966 will be about \$458,000. Eichler stock, which had traded up to \$11.50 in 1960, was selling at \$1.20 on the Pacific Coast Exchange the day the Parr suit was filed.

**To go or not to.** Son Ned Eichler left to join the University of California's real estate faculty in 1964, and late that year Joe Eichler was already looking for a buyer. A deal with Sunset International fell through when Sunset made Joe's retirement part of the bargain (NEWS, Jan. '65 *et seq.*).

Last spring Eichler lined up the sale to Parr, then head of the Los Angeles advertising agency of Coleman-Parr (NEWS, June). But once again Eichler appeared to balk at yielding full control, and the September suit resulted. Last month's accord left Joe Eichler, at 66, running only the custom-homes division of the company he had steered through an 18-year performance that brought into being some of America's finest houses and apartments.

### Great Lakes Homes files to reorganize in bankruptcy

The big Wisconsin prefabricator has just told the federal bankruptcy court in Milwaukee that it is insolvent and unable to pay its debts. It is asking to reorganize under present management.

Great Lakes, with headquarters in Sheboygan Falls, listed \$6,072,791 in liabilities and \$6,251,550 in assets. The assets include \$1,847,075 in receivables and another \$2,792,834 in land contracts and real estate held for sale, both soft categories.

Chairman Lee Larson's petition asked permission to repay debts over a longer period or at a reduced rate from that at which it was contracted. He listed long-term debt of \$4,060,266.

Great Lakes lost \$1.9 million in calendar 1965 (NEWS, July), but only two months ago Vice President Allen L. Kovacic said the company's officers still hoped to meet payments (NEWS, Oct.).

Great Lakes was one of housing's wonders in the stock market after going public by selling 93,000 shares at \$6.50 in April, 1962. The offering was tied to Great Lakes' acquisition of Craftway, the Aurora, Ill., home manufacturing plant of Chicago builder Don Dise, and Place Homes, prefabricator of Robert B. Place of South Bend, Ind.

The success led to a second offering of 93,000 shares in December, 1963, at \$8.

Sales zoomed to \$13.9 million in fiscal 1964. Great Lakes shipped 4,350 units.

But growth seemed to slow after mid-1964 and industry sources said the company had shipped houses to dealers on open account—dealers took the houses with billing and payments to come later. Some dealers became disenchanted, and the sales decline followed.



**RENEWAL TOWNHOUSES** in Chicago, The Common, were cited for "direct and logical"

siting and "calm, well-designed unit facades." Architect: Ezra Gordon—Jack M. Levin & Assoc.



**PUBLIC HOUSING**, East Barnard Street Homes, showed "logical variation in facades." Architect: Geddes, Brecher, Qualls, and Cunningham.



**RENEWAL HIGH-RISE**, Society Hill Towers, won for an "urban design contribution to the cityscape." Architect: I. M. Pei & Assoc.

### HUD's design-award program emphasizes environment in honoring three housing projects

When FHA held its first design competition three years ago, it emphasized architectural styling of individual buildings, and four houses were honored out of 11 award winners.

This year the new Housing & Urban Development Dept. gave top importance to urban environment when it revived the competition. Result: No single-family, detached houses were among the seven award winners announced last month.

The judges picked as the best of residential building the three complexes pictured above: The Common, a cluster of Chicago townhouses built by private sponsors on cleared renewal land; Society Hill Towers, a privately-sponsored luxury high-rise in Philadelphia, and East Barnard Street Homes, a group of new row houses intermixed with older dwellings built by Chester (Pa.) Public Housing Authority.

HUD officials explain the omission of one-family detached houses by the fact that only 25 houses were among the 350 entries—most of which were ineligible because they had been entered in the 1963 contest. One house eked out a second-place award along with 21 other projects.

George Rockrise, FAIA, the San Francisco architect who became Housing Secretary Robert Weaver's design adviser last spring, acknowledges that builders have difficulty getting design costs recognized in valuations which determine the maximum mortgage. He has met with FHA head Philip Brownstein about this problem but

has yet found no way to build better design recognition into the FHA process.

Rockrise is aiming his first efforts at improving the overall design quality of urban slum neighborhoods. He suggests that streets are the "living room" of a slum neighborhood and perhaps should be closed to all but emergency vehicles so trees and benches could replace pavement.

To this end, one honor award this year went to an open space multi-level plaza, landscaped and furnished to provide space for various activities of tenants of a New York City public housing project, Riis Houses. Pomerance and Breines were architects for the open space, and M. Paul Friedberg and Assoc. were landscape architects.

Other honor-award winners included Crawford Manor, a high-rise for elderly residents built by the New Haven public Housing Authority and designed by Paul Rudolph, FAIA; Ridgeway Dormitories, at Western Washington State College, designed by Fred Bassetti and Co.; and the Arena Stage, built by the Washington (D. C.) Drama Society and designed by Harry Weese and Assoc.

HUD, says Weaver, has not forgotten good architecture in single-family housing. But it is even more concerned about a "concept of design which makes whole commercial districts and neighborhoods good places to work and live. Our goal is to enrich the quality of life for city dwellers."

NEWS continued on p. 27





## This Ceramic Tile Bath Turns "Lookers" into Buyers.

The soft-spoken beauty of a bath like this is sure to win the hearts of prospects—especially the heart of the female half of the home-buying team.

Ceramic tile from American Olean does the wooing with a floor of Texline® ceramic mosaics in Driftwood and Reef Brown, a sparkling bath alcove of white Crystalline scored tile, and a space-dividing wall of distinctive decorated tile.

Your prospects are seeing imaginative ceramic tile applications like this one in American Olean's year-round full-color advertisements in *McCall's*, *Better Homes and Gardens* and other leading magazines with a combined circulation of more

than 26 million. See the kind of tile design ideas your best prospects are looking for... and demanding. Write today for your copy of American Olean's 16-page, full-color booklet #472 "Decorating Ideas with Ceramic Tile." American Olean Tile Company, 1022 Cannon Avenue, Lansdale, Pa. 19446

CERAMIC TILE  
**American  
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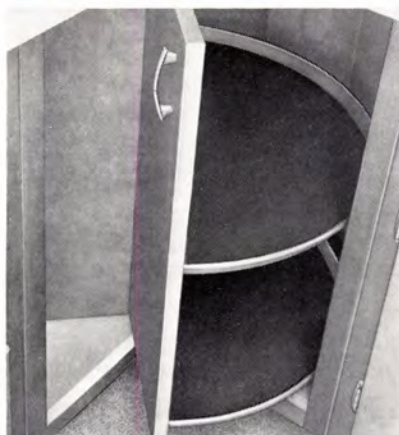




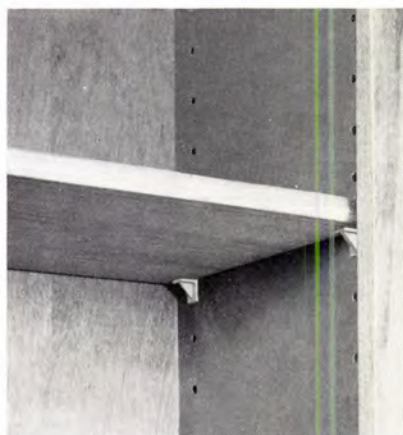
36" Base Cabinet has full width roll-out shelves.



Handy cutlery section has dividers and concealed flatware drawer.



Lazy Susan has easily accessible metal shelves and convenient self-centering closing action.



Wall cabinet shelves are fully adjustable  $\frac{5}{8}$ " solid lumber.



# Today's greatest wood kitchen value...The **Kemper** Traditional

It is no secret in the kitchen cabinet industry that the Kemper Traditional Kitchen is the value standard by which all cabinets are judged. Discussed here are just six of many reasons why this time honored cabinet still deserves your consideration each time you build or remodel a home or apartment.

**Finest finish** of any kitchen cabinet you can buy, regardless of price. At the same time wear resistant and beautiful, this exclusive Kemper process prevents warping, checking and cracking.

**Only quality** materials and workmanship, quality that you as a builder will immediately recognize, go into Kemper cabinets. To your customer this quality means a lifetime of satisfaction...to you it means faster installation.

**Dependable delivery**, safe and on-time, is assured because Kemper maintains a large inventory and utilizes a special packaging technique that protects the cabinets during warehousing and shipment.

**Competitive pricing** has long been a Kemper advantage. Comparison will soon prove to you that you just can't find this kind of value from any other kitchen cabinet source.

**A Furniture quality** guarantee is issued with each Kemper kitchen sold. Only Kemper can protect you and your customer this way because Kemper Brothers, Inc. is the only kitchen cabinet manufacturer licensed by the National Association of Furniture Manufacturers to display the NAFM seal of integrity.

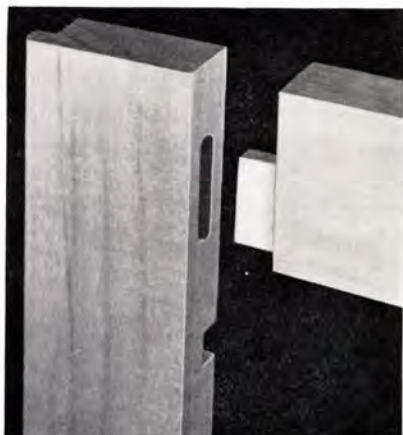
**An extra bonus** is Kemper's wide range of cabinet styles and finishes. That's why more and more builders are making their Kemper Distributor a one stop source for all their kitchen cabinet and bathroom vanity requirements.

Visit your nearby Kemper Distributor today (he's listed in the Yellow Pages) or write for complete full color catalogs. See for yourself why the industry standard, The Kemper Traditional, is today's greatest wood kitchen value.



## Kemper

KEMPER BROTHERS, INC., RICHMOND, INDIANA



Mortise & tenon construction assures maximum cabinet strength.



Special 3 point suspension system, heavy duty nylon rollers and unique self closing feature on all drawers.



All door and drawer fronts are bookmatched select white birch.





## THERE'S 1 BIG REASON FOR THIS NEW FLOAT-AWAY SAVOY DOOR...



**You asked for it!** So Float-Away produced it. The Savoy closet door is loaded with all the exclusive Float-Away features missing from other doors. And is priced only nominally above the flush door.

There are many reasons why the Savoy can help you use your closets to make money.

Here are some: can't warp—23 gauge steel—10% heavier than anyone else uses—better tracks and sturdier hardware; greater closet conveniences; storage space; beauty; and savings you won't make anywhere else. Plus, the Savoy is backed by a 5-year guarantee. Need more reasons? Write, wire, or phone Float-Away.



**TIGHT BUDGET JOB!** You can get our special budget door that meets all specifications of competitive doors and is available in most models. For full information, write or phone:

**FLOAT-AWAY DOOR CO.**  
1173 Zonolite Road, N. E., Atlanta, Ga. 30306  
Dept. H-1166. In England write: London-Lens-  
crete Ltd. Queen's Circus, London S.W. 8.





## Zoning bribery becomes a federal case in a northern Virginia county

For years Washington, D. C., suburbs in Fairfax County, Va., were rife with rumors of zoning improprieties, and for years the rumors came to naught. Then last month the roof fell in on both zoners and developers.

In an unprecedented move, the federal government intervened in county zoning matters and handed out wholesale indictments. A hastily convened federal grand jury, ostensibly summoned to hear tax cases, unexpectedly handed down charges of bribery conspiracies in five Fairfax rezonings involving a trailer park, a shopping center, and three garden-apartment sites. The jury indicted 15 persons, many of them in multiple cases.

The line-up itself read like a Who's Who. It included two leading Washington builders, a former Fairfax County planning director, the present deputy planning director, five present or past members of the county's seven-man Board of Supervisors, and a former state senator.

The Justice Dept.'s charges exposed a labyrinthine snarl of relationships between various developers and key planning and zoning officials.

The bribed officials, charged the jury, included:

- **William C. Burrage**, former Fairfax County planning director and now a planning consultant in Warrenton, Va. As a planning director between 1961 and 1963, he allegedly received \$27,481 for a favorable rezoning recommendation for a garden-apartment and \$1,500 for the trailer park.

- **Herbert F. Schumann**, Burrage's one-time second in command and still deputy planning director, charged with taking \$10,000 in the same apartment rezoning case.

The bribers, according to the indictments, were:

- Washington Builder **Alan I. Kay**, president of the Rozansky & Kay Construction Co., charged with paying a county supervisor \$5,000 for an apartment rezoning.



**BUILDER KAY**  
An unexpected indictment

- Washington Builder **Isadore Parzow** of the Julian & Parzow Co., charged with giving another county supervisor 1,000 shares in a development firm in exchange for a shopping-center rezoning.

- **Andrew W. Clarke**, a prominent Alexandria, Va., attorney and civic careerist who served in the Virginia State Senate from 1943 to 1951. In one case, he allegedly paid \$37,481 to Burrage and Schumann, and from \$1,000 to \$3,000 to each of the five supervisors.

- **Lytton H. Gibson**, zoning attorney for Builder Kay and Trailer Court Ventures, charged as co-conspirator in two cases.

The trials begin in January, and the defendants face maximum penalties of \$10,000 fines and five years in jail. Whatever the outcome, the indictments have already triggered a series of proposals aimed at revising Virginia's zoning machinery.

The government case rests on the authority of the 1961 Racketeering Act, which empowers the government to prosecute not only mobsters but also corrupt local officials. The Justice Dept. cannot directly try local officials for bribery, but it can try them for planning and fulfilling an illegal conspiracy. Conspiracies are liable to federal prosecution if, as charged in the Fairfax County cases, they involve interstate travel or interstate facilities such as the telephone or mail.

## Mortgage banker in California post

Ex-President **Raymond H. Lapin** of Bankers Mortgage Co. of California is the new commissioner of the state's Economic Development Agency.

Says Lapin of his appointment: "Using EDA as a focal point, my job is to create a state department of commerce."

Executive Vice President **Harland C. Keller** has been elected

president of Bankers to succeed Lapin, who stepped down after final settlement of terms of the sale of the company to Transamerica Corp. of San Francisco (News, April '64). The payment in stock, based on the \$40-per-share value of Transamerica at time of sale, is reported at \$5-6 million. Lapin continues as a consultant through 1969. *NEWS continued on p. 30*

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Pictured above—Floor: Bruce Ranch Plank, medium finish. Wall: BrucePly Smoke Birch Paneling.



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Fresh from the forest comes a bright new idea in paneling—BrucePly Sylvan. This genuine hardwood paneling is prefinished to perfection and distinctively grooved. The dark, wide grooves separate random widths of unmatched veneers to give a

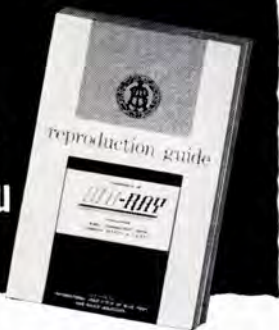
handsome individual plank effect. Sylvan panels are hand-picked for beauty of grain and coloring. The famous Bruce Prefinish is baked in the wood to give a deep, glowing finish that won't chip, crack, or wear away. E. L. Bruce Co., Memphis, Tenn.

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## NEWS

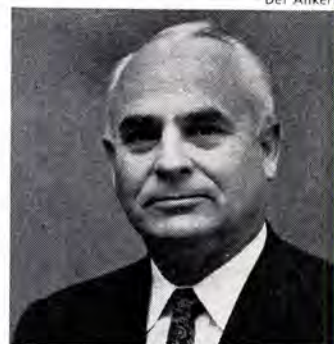
continued from p. 27

McGraw-Hill World News



**U.S. LEAGUE'S PREISLER**  
*A better year for builders*

Del Ankers



**NATIONAL LEAGUE'S BAKER**  
*A Texan steps up*

## S&L leagues get new presidents and builders get a hopeful word

Otto L. Preisler, who took Home Federal S&L in Chicago from assets of \$46 million to \$375 million in 14 years, takes over the presidency of the U. S. Savings & Loan League at its New York convention this month.

Preisler, an expansionist and an optimist, has this word for builders who have found S&L money scarce throughout most of 1966:

"The Johnson administration's decision to move away from complete reliance on high interest rates in curbing inflation suggests that next year the economic climate for mortgage lending and housing will begin to improve.

"We believe that, while there will be appreciable improvement in the situation for this year, we are more optimistic about the prospects for homebuilding

and home sales by the second half of 1967."

Preisler, Home Federal's president, succeeds **C. A. Duncan Jr.** as head of the U. S. League. The national trade association represents 5,100 of the nation's 6,325 associations. **Hans Gehrke Jr.**, president of First Federal S&L of Detroit (assets: \$630 million), will be Preisler's vice president.

The other major S&L group, the 450-member National League of Insured Savings Associations, has elected **Rex G. Baker Jr.** as president to succeed **Harry P. Greep**, president of Atlantic Federal S&L in Fort Lauderdale, Fla. Baker is president of the \$86-million Southwestern S&L in Houston. His vice president is **Everett C. Sherbourne**, president of the \$126-million City Federal S&L of Elizabeth, N. J.

## California developer shifts command

**Jules Berman**, 55, liqueur importer and developer, has taken over as president of Christiana Oil Corp., developer of 900-acre Huntington Harbour south of Los Angeles.

Berman also heads Lake Arrowhead Development Corp., a publicly owned land developer, but he says there will be no connection between Arrowhead and Christiana.

He has hired **Gene S. Fisher**, 48, away from Larwin Companies to serve as executive vice president. Fisher formerly was a partner in F&R Builders of Miami.

Christiana earned \$305,000 in the year ending June 30, down from \$730,000 the previous year.

**UNIONS:** **Thomas F. Murphy**, a son and grandson of bricklayers, is the new president of the 180,000-member Bricklayers, Masons and Plasterers International Union. He succeeds **John J. Murphy** (no relation) who resigned. Tom Murphy's succe-

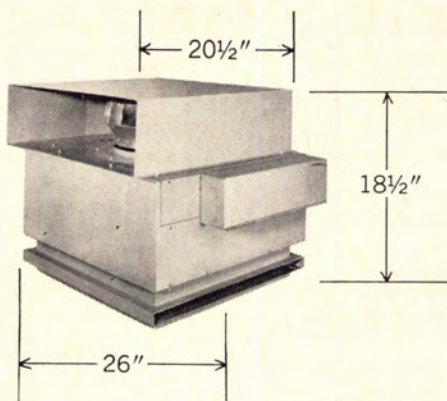
sion may bring significant changes in the bargaining tactics of bricklayer locals. He favors a union-wide pension plan. And he seeks winter negotiations for contracts, saying, "Do it while the weather's cool, and tempers will stay the same way."

**MOBILE HOMES:** Mobile-home builder **Elmer W. J. Frey** of Marshfield, Wis., has proposed selling \$100,000 in stock (at \$10 a share) to begin preliminary plans on a high-rise trailer park in downtown Milwaukee (NEWS, Mar.). Initial sale of the stock has not yet received approval.

**DIED:** **James Vincent Saracine**, 76, one of Toronto's largest builders, Sept. 25 in Toronto; **William L. Maude**, 72, former chairman of Howard Savings Institution of Newark, N. J., and 1948 president of the National Association of Mutual Savings Banks, Oct. 2 in Upper Montclair, N. J.

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# BIG HOUSEWARMING

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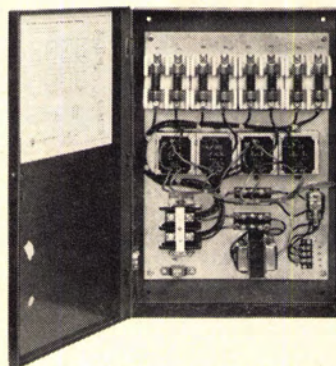
No longer do you have to plan around obstacles. There's no cluttering of living areas, no floor or head-room problems.

CHROMALOX WAF-10 and -20 units are just 26" narrow, 18½" low, 20½" shallow — and are easily adapted to add-on air conditioning.

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WAF-10 and -20 models come in three capacities 10, 15 and 20 KW. A lot of heating in a little package — for new or remodeled homes.

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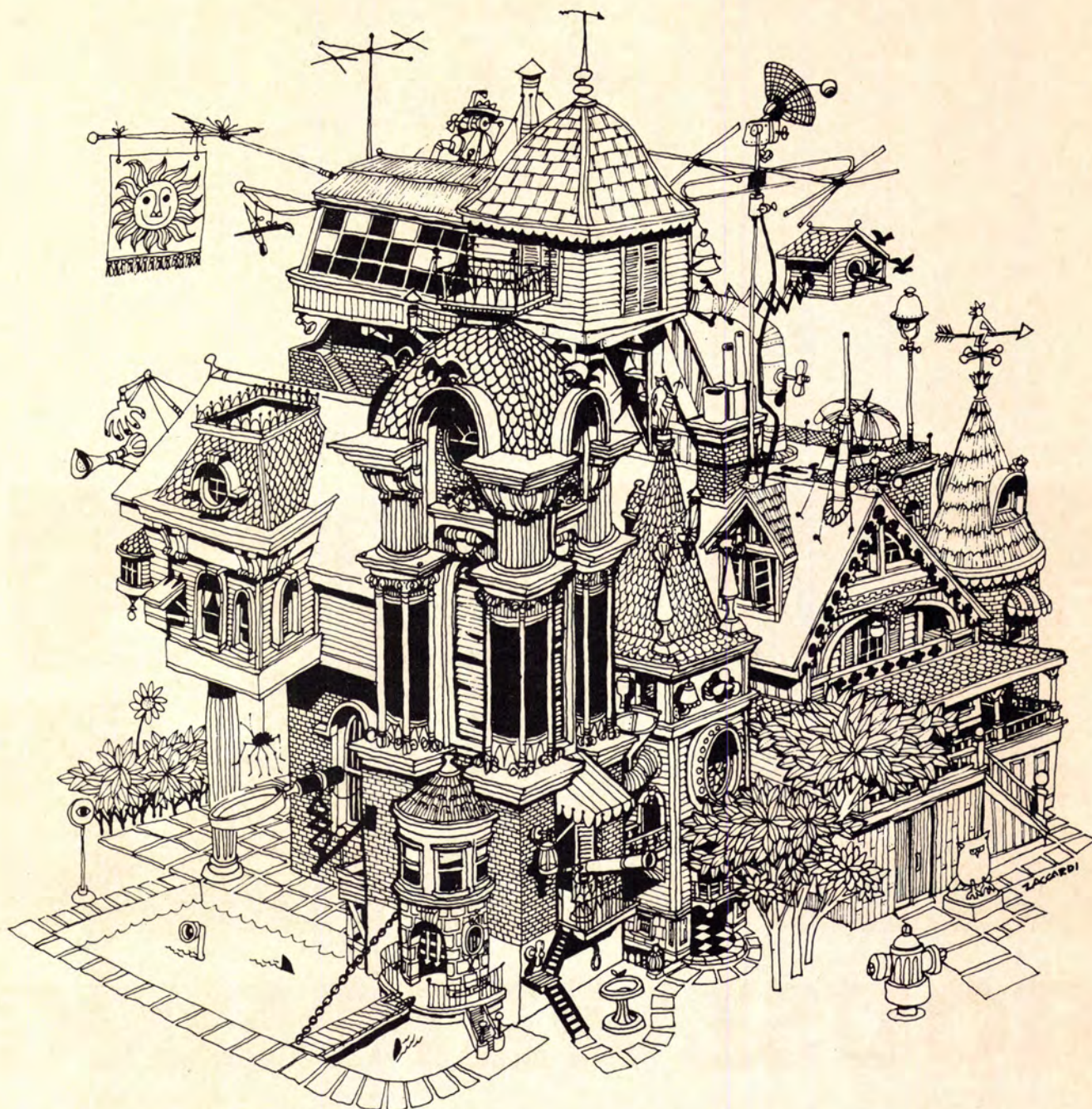
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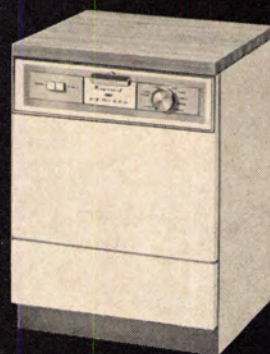
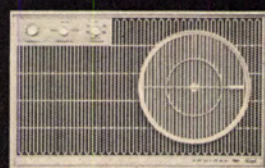
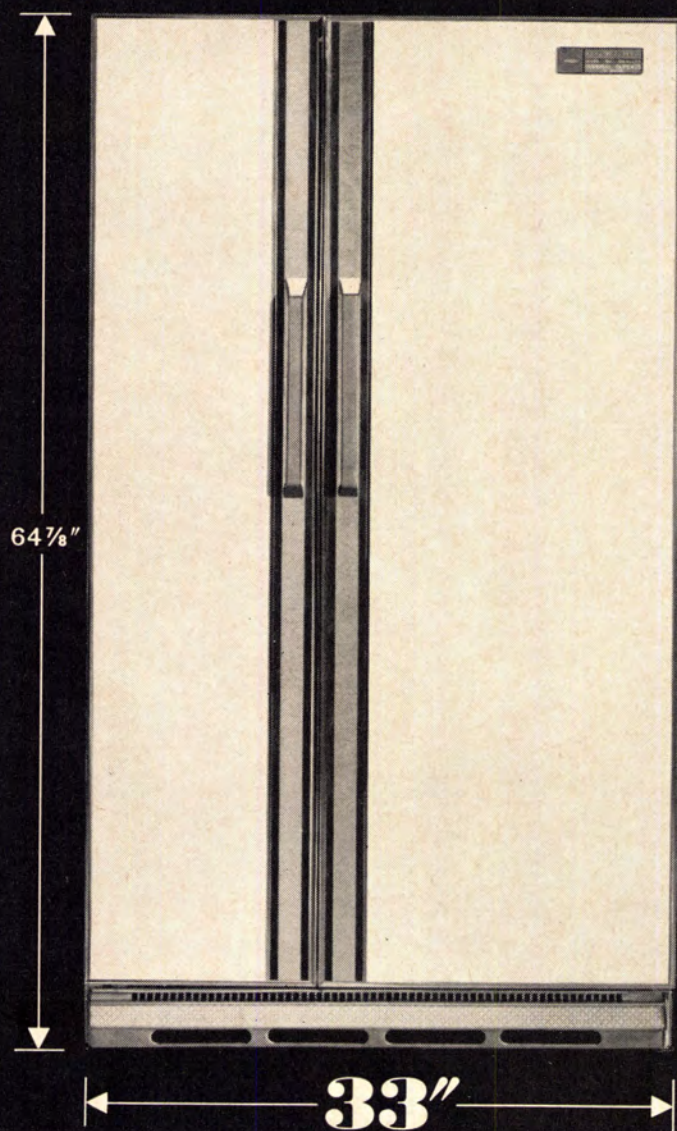


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Give them white or decorator colors: avocado, copper-bronze, halo-beige or yellow . . . plus Admiral automatic ice maker and exclusive party ice bucket.

Clog-free forced-air condenser permits service-free reliability and completely built-in installation of all Duplex models.

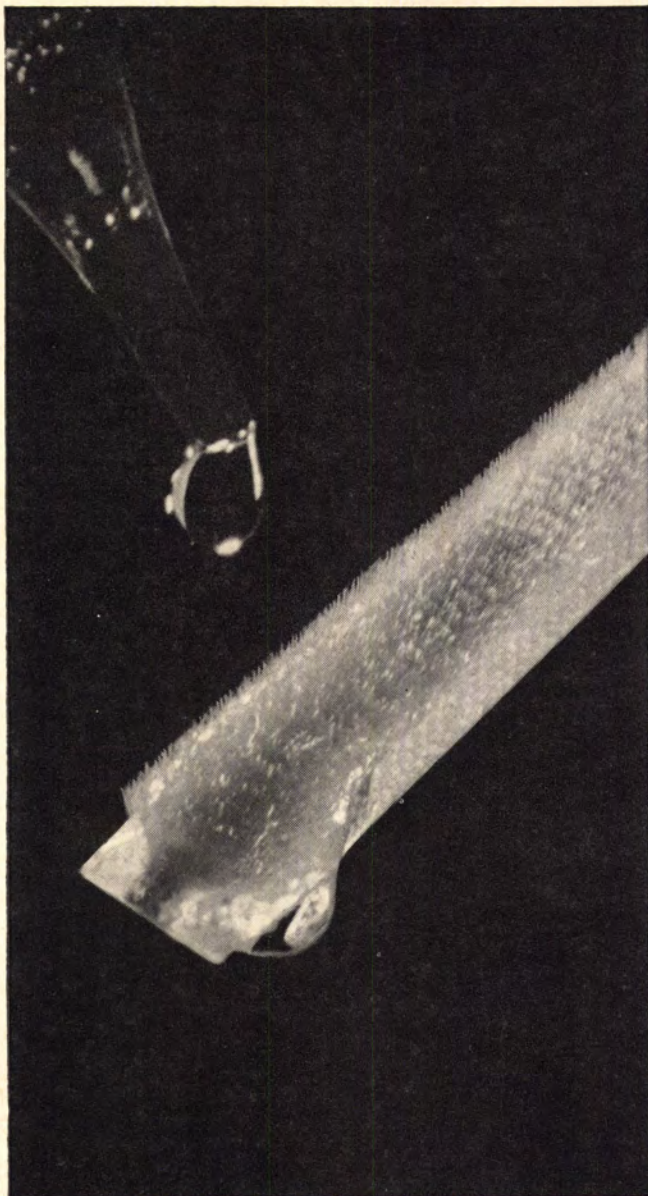
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cubic feet, dishwashers, gas and electric built-in or slide-in ranges, through-the-wall air conditioners and disposers. Get the complete package for the complete kitchen, from Admiral.

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## The only difference is silicone treating

The polypropylene pile on the right, with silicone, is water resistant enough to hold that bead for 15 minutes or more. An identical sample without silicone won't hold a bead at all. Water resistance like this could make the difference in meeting AAMA and ASA specifications.

In a recent series of tests by an independent laboratory, two pieces of our weatherstripping like those above were placed in a sliding glass door and subjected to water infiltration according to AAMA testing procedures. The silicone-treated Poly-Pile\* sample prevented seepage in the door track *twice as long* as the untreated one.


A second set of samples was subjected to 20,000 strokes with an aluminum abradant in a Stoll Wear Tester. After this kind of wear, silicone-treated Poly-Pile weatherstripping still held a bead of water for 15 minutes. The untreated sample absorbed water immediately.

In the standard AAMA resiliency test, silicone-treated pile held only a 2.0% set after compression, compared with an 8.0% set on the untreated sample.

Pretty conclusive evidence, isn't it? Silicone treating dramatically affects the performance of synthetic-pile weatherstripping. That's why every foot of prime window Poly-Pile weatherstripping by Schlegel is silicone treated and will continue to be.

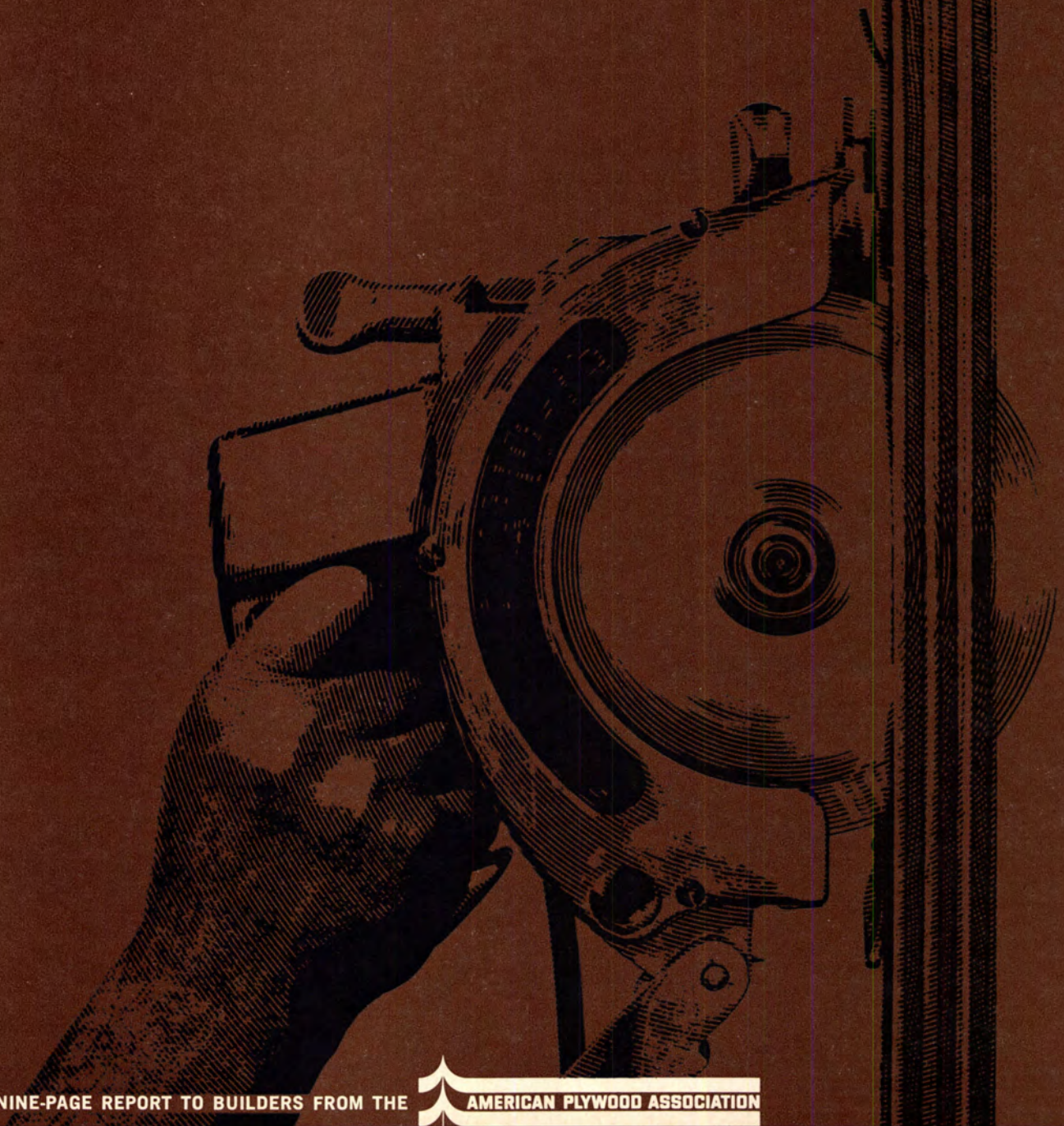
Write us if you'd like full details of the test results. We'll even send you an eyedropper to make your own test.

Better yet, send for silicone-treated Poly-Pile weatherstripping. It doesn't cost you anything extra.

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# 11 ways to cut costs on commercial jobs with plywood.



ANOTHER NINE-PAGE REPORT TO BUILDERS FROM THE



AMERICAN PLYWOOD ASSOCIATION



# **Want a roof with diaphragm strength? Low in-place cost? Fire protection? Long span?**

**There's a plywood system tailored precisely to your needs. Besides the ones here, we have information on dozens more.**







▲  
**1. 2.4.1 plywood roof decking** was the answer when the budget was cut for the Peninsula Jewish Community Center, Belmont, Calif. When site preparation ran over budget, Architect Goodwin Steinberg, San Francisco, brought over-all costs back into line by switching from a board roof deck to 2.4.1 plywood. With these extra-strong, 1-1/8-in.-thick panels, joists were spaced 4 ft. o.c. with no blocking needed at panel edges. The 13,740 sq. ft. of enclosed space was \$12 per sq. ft.



**2. The plywood roof on this Florida school** ▶ cost 30¢ to 50¢ less per sq. ft. than any alternative considered, yet gave excellent diaphragm strength and equal fire protection. Insurance costs were also competitive with other systems. Wood trusses (installed 24 in. o.c.) as well as 1/2-in. C-D plywood roof decking are fire-retardant treated. Contractor P. J. Callaghan Co., Inc., St. Petersburg, used all DFPA grade-trademarked plywood. The school: Gulf Gate Elementary, Sarasota.



▲  
**3. Plywood components** saved \$600 and cut 6 to 8 weeks' delivery time on this Phillipsburg, N.J., supermarket addition. In-place cost of the 2,800-sq.-ft. roof was \$1.12 per sq. ft. — of which only 4¢ a ft. was labor. Consulting engineer Heikki K. Elo specified 12-ft.

stressed skin panels (left) to provide both roof and ceiling in one component. Panels are supported by 40-ft. plywood box beams. Component fabricator was Champlin Co., Hartford, Conn. (For another long-span plywood roof system, see last page of this section.)

*For a free booklet on plywood roof systems, see coupon.*



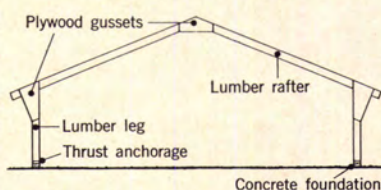
# With this new plywood system, you can put up the basic shell of a building for less than \$1.<sup>00</sup> per sq. ft.

Plywood rigid frames are springing up all over...  
offices, farm buildings, warehouses, even a theater.

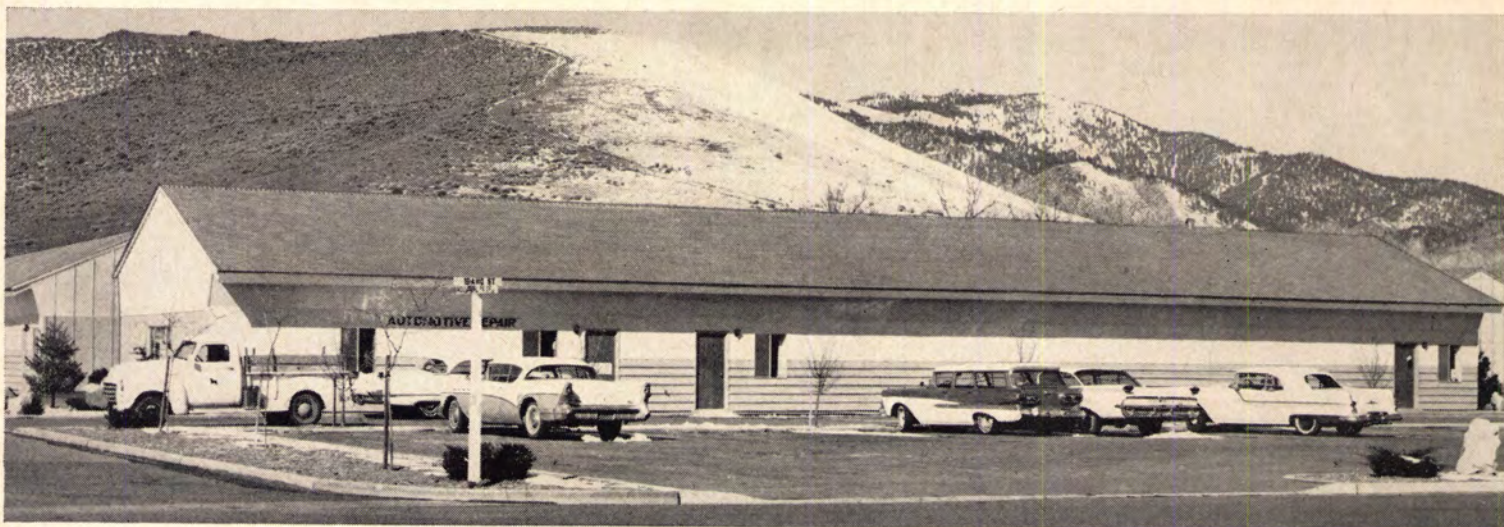


#### PLYWOOD RIGID FRAMES

Plywood rigid frames are made of four straight pieces of lumber joined with nailed plywood gussets. Plywood siding and roof sheathing tie the structure together. Hundreds of design variations are possible. Below: straight-leg version.







▲  
**4.** Plywood rigid frame warehouses like this are typical of the system's all-around economy. Total cost: \$3.25 per sq. ft., from slab floor to asphalt roofing. The 3,840-sq.-ft. building is one of four rigid frames built by Silver Sage Investment Co. in a Carson City, Nev., industrial tract. Costs are kept at a minimum because the system cuts on-site construction time and doesn't require skilled labor. "It gave us four good-looking and very serviceable structures," the builder said.

**5.** Here's where the plywood rigid frame idea ▶ all started: on the farm. It was first developed to fill a need for a low-cost building that used readily available materials and ordinary farm labor. This poultry house, for example, cost 80¢ per sq. ft. for the basic shell. The system has spread to all kinds of commercial buildings, even garages and second homes. Costs under \$1 per sq. ft. are still by no means uncommon.



▲  
**6.** This little theater proves that a plywood rigid frame doesn't have to be a "plain Jane." Builders Attebery and Secreto, Lakewood, Wash., used Texture 1-11 siding, grooved 8 in. o.c. Roof sheathing is 1/2-in. plywood, prestained to serve as exposed ceiling. Nature of the building and a tight budget demanded speed, maximum height and clear span. Cost of the 48 x 90-ft. structure: \$2.47 per sq. ft., including slab floor. Completion time: 60 days for three men. Builder's opinion: "I'd like to build a rigid frame every day," said Attebery, who has just completed another, a 32 x 50-ft. warehouse.

*For a free rigid frame design manual, see coupon.*



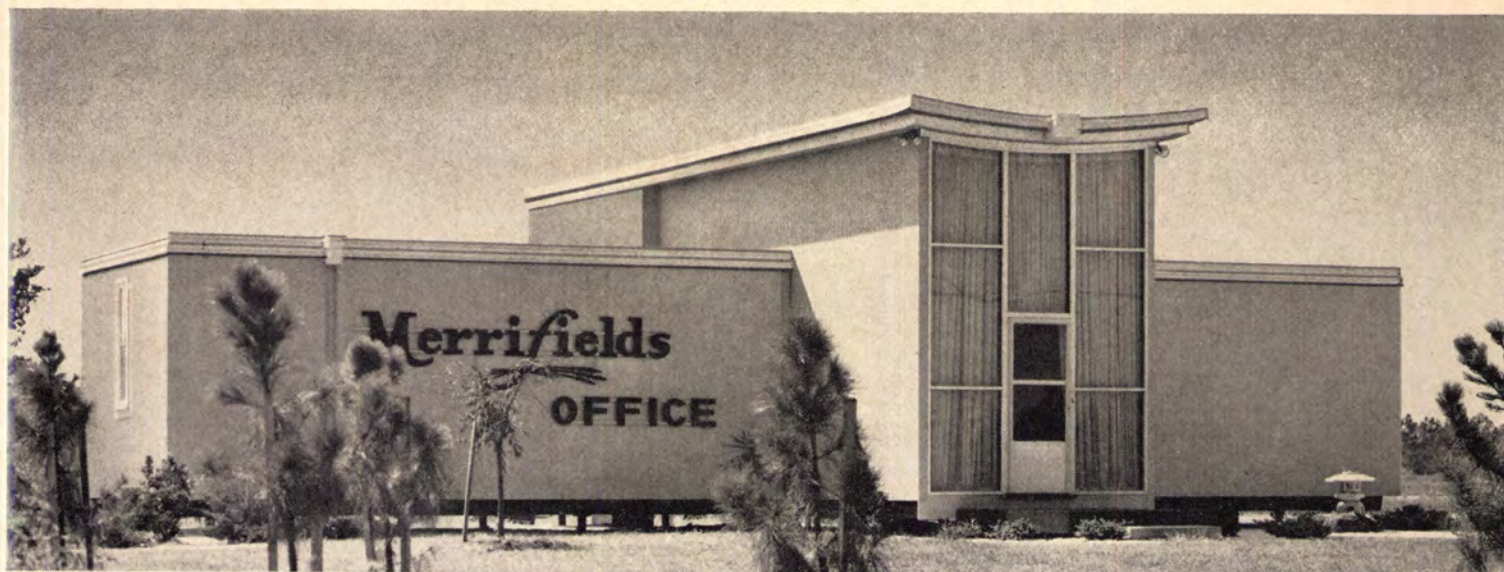


# Don't let the low cost of a plywood wall fool you.

Plywood sheathing gives the strongest construction money can buy. To save still more, use plywood as siding and sheathing.







▲  
**7.** A portable plywood office was devised by Portsmouth, Va., tract builder Paul Merritt to keep him close to the job. By using plywood as siding-sheathing, he cut wall construction costs by 60%. Texture 1-11, nailed directly to studs, gives the building solid bracing strength, so it can be moved without racking. When it's time to move, Merritt simply unbolts the three sections from each other and their supporting columns; hauls them away on flatbeds; pours new concrete footings; rebolts columns, and he's ready for business.

**8.** This Minnesota apartment house illustrates one of the handsome new low-maintenance plywood sidings. Bruce Construction Co., St. Louis Park, Minn., used rough sawn plywood with battens to cut installation time, both on this 61-unit building and a companion 68-unit structure. In most areas, plywood sidings like this can be used without additional sheathing, with insulation between studs if necessary. Free booklets with complete data are available, as well as lists of sidings manufacturers. See coupon.



**9.** Tilt-up plywood walls cut construction time by one-third on this Sepulveda, Calif., warehouse. These rigid, lightweight walls can be installed quickly with a forklift (left), eliminating the cranes and heavy equipment that would be needed for tilt-up concrete walls. Each 20-ft.-wide, 22-ft.-high wall section was fabricated at the site. Half-inch overlaid plywood was applied to framing, then components were lifted into place and bolted together. Roof and wall subcontractors Beven-Herron, Inc., Torrance, Calif., used one thickness of plywood to provide both exterior and interior wall surfaces and form the structural diaphragm.



*For free booklets on plywood wall systems and new sidings, see coupon.*



# These two plywood systems can cut 30% or more off floor installation time.

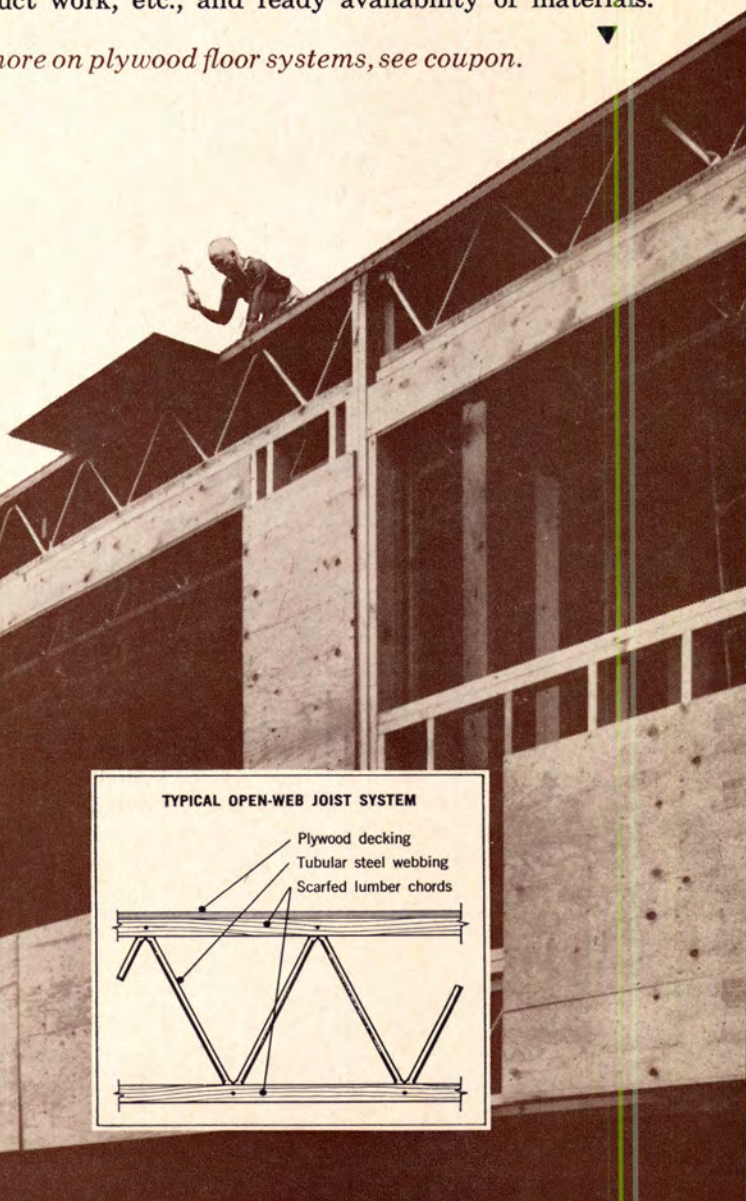
First: 2-4-1, the combination subfloor-underlayment panel. Second: long-span wood-steel joists plus plywood decking.



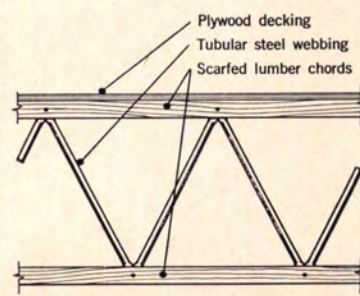
**10.** This lodge had to go up fast because the winter skiing season was only weeks away. Builder Jack Corrock, Seattle, used 2.4.1 plywood to get a tight, solid floor in short order—more than one-third faster, he estimates, than car decking. The 1-1/8-in. panels were used on both 4,500-sq.-ft. levels. His crew had fewer pieces to handle—2.4.1 eliminates need for separate underlayment. And its smooth surface makes an excellent base for tile flooring.

**11.** Open-web joists and plywood subflooring and roof decking kept labor costs on this apartment house to “a bare minimum,” according to the contractor. This new floor and roof system requires only carpenter labor because plywood is easily nailed to the lumber chords. The plywood-and-joist combination provides high strength and stiffness, spans to 100 ft., open webs for duct work, etc., and ready availability of materials.

*For more on plywood floor systems, see coupon.*

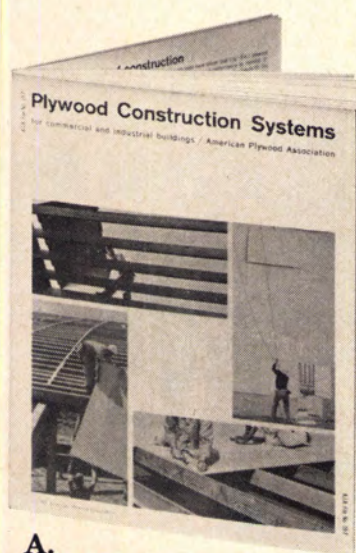


TYPICAL OPEN-WEB JOIST SYSTEM

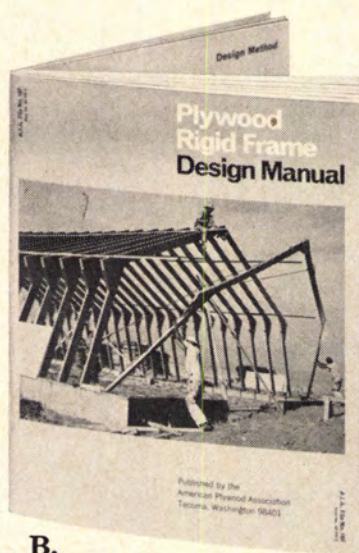




# These 4 new booklets show more ways you can cut costs with plywood on commercial jobs.



A.



B.



C.



D.

**(A) Plywood Construction Systems** — 48-page guide on roof, wall and floor systems for commercial buildings. Includes application and specification data; information on fire-resistive systems, etc.

**(B) Plywood Rigid Frame Design Manual** — 770 design combinations — straight or slant-leg, up to 48-ft. span. Includes 72 pages on material selection, construction procedures, diagrams and illustrations.

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**(C) Guide to Plywood Sidings** — 24-page standard and specialty sidings guide, and list of manufacturers. Includes recommendations and suggested applications of Sturd-i-wall systems; color illustrations.

**(D) 2.4.1 Subflooring** — Latest facts on tongue-and-groove 2.4.1. Complete with installation recommendations and load span tables. Information on heavy-duty floors, also roof applications.

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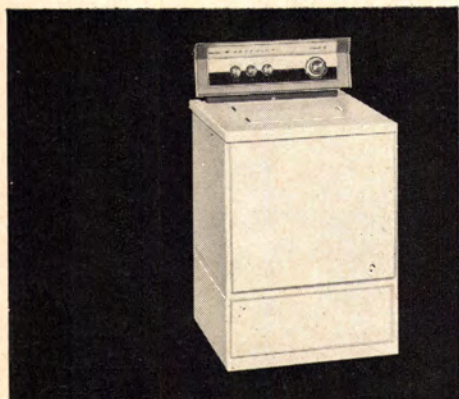
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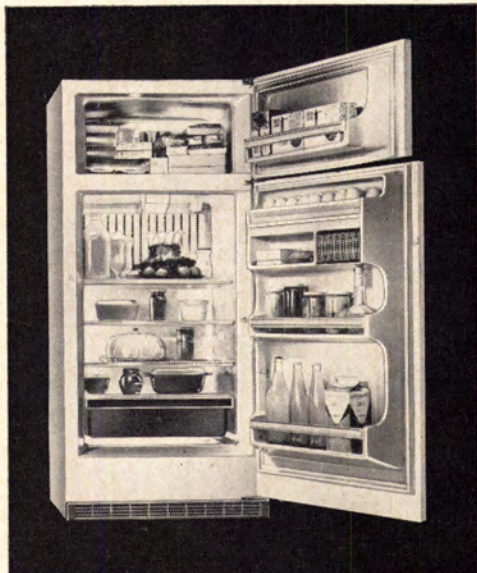
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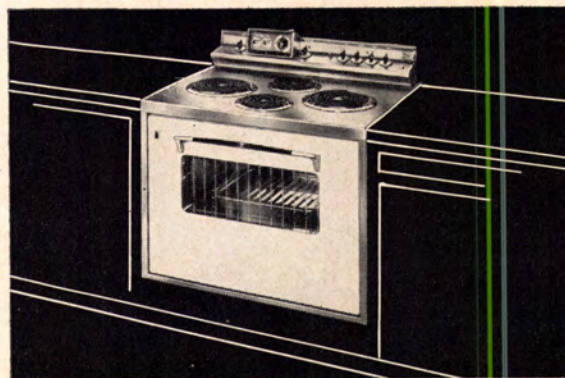


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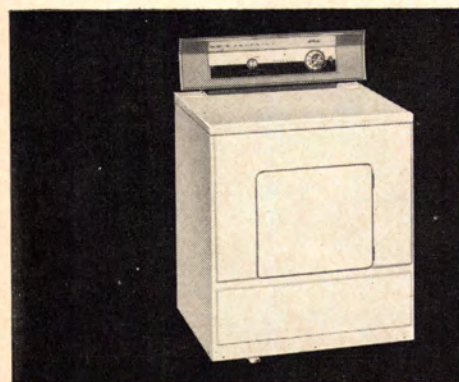


22 Refrigerators

37 Ranges/Ovens/Surface Units

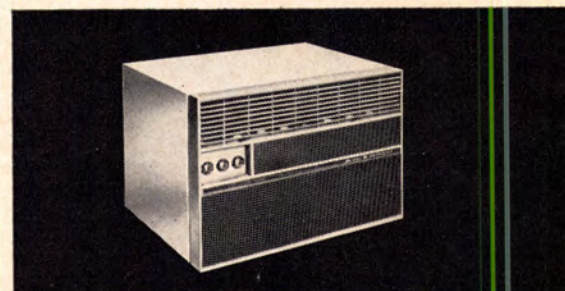


6 Drop-in Ranges



10 Dryers

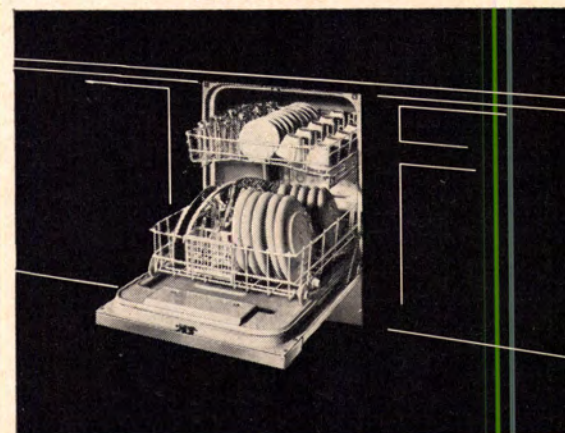
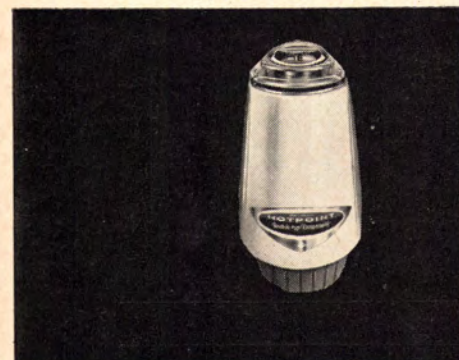
6 Food Waste Disposers



8 Air Conditioners plus a full line of Electric Heat Products



4 Dishwashers





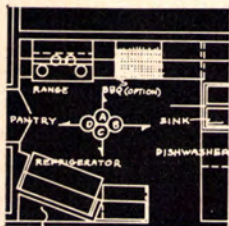
# ...the best in professional builder services

And Hotpoint helps you keep costs low with a full range of expert technical and building services. Example? A builder was planning to install a U-shaped kitchen in the homes of one of his major subdivisions; he called in Hotpoint early and our Kitchen Planners showed him how a corridor-kitchen plan could be substituted. This eliminated costly corners and more than 100" of countertop, saving the builder more than \$45.00 on each unit.

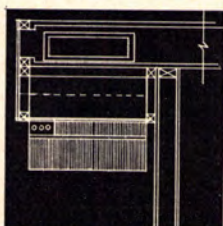
You'll sell better with Hotpoint, too. Because it's a name customers know and

respect. Over a million dollars in dramatic TV and magazine advertising is pre-selling prospects on Hotpoint's outstanding features—like Teflon-coated oven walls, No-frost refrigerators on wheels, and an automatic washer that does hand-washing better than hands.

Your local Hotpoint distributor stocks the full-line. So, call him today to get the full story on our Single-Source Builder Program. He wants your business, and can deliver the products and services to earn it!



Kitchen and Laundry Planning



Air Conditioning Calculation and Layout

**Hotpoint**

1. Room  
2. Date

3. Project  
4. Location

5. Heating  
6. Cooling

7. Heating  
8. Cooling

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44. Cooling

DATE

PROJECT

LOCATION

HEATING DESIGN TEMP. 65°F

COOLING DESIGN TEMP. 80°F

OUTDOOR DESIGN TEMP. 55°F

DESIGNER: J. L. LEE

PROJECT: 1000 Main St., 10th Fl.

LOCATION: New York, N.Y.

HEATING DESIGN TEMP. 65°F

COOLING DESIGN TEMP. 80°F

OUTDOOR DESIGN TEMP. 55°F

DATE

PROJECT

LOCATION

HEATING DESIGN TEMP. 65°F

COOLING DESIGN TEMP. 80°F

OUTDOOR DESIGN TEMP. 55°F

HEATING

COOLING

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## BUSINESS IN THE MAKING

HOUSE & HOME presents locations, sponsors, architects and estimated costs of representative new projects costing over \$500,000 as gathered by ENGINEERING NEWS-RECORD and F. W. Dodge Co., division of McGraw-Hill Inc. to alert builders, lenders and contractors to new business.

**CALIFORNIA**—BREA: 2,050 houses, apartment complex, shopping center, parks, \$40 million. Sponsor: Macco Realty, Newport Beach. CYPRESS: Condominium apartments and swimming pool, \$2 million. Sponsor: Larwin Co., Beverly Hills. Plans: B. A. Berkus Assoc., Los Angeles. HAYWARD: Housing, offices, parking and shopping facilities, \$20,000. Sponsor: Western Cities Development c/o Skidmore, Owings & Merrill, architects. HUNTINGTON BEACH: Apartments, \$672,000. Sponsor: Covington Bros., Anaheim. LOS ANGELES: Retirement center, \$6 million. Sponsor: Retail Clerks Union. Plans: Kenneth T. Thompson & Assoc.; YMCA addition, \$2.6 million. Sponsor: Hollywood YMCA. Plans: Earl Heitschmidt & Assoc.; Senior citizens home, \$2 million. Sponsor: Progressive Baptist Church. Plans: Carey Jenkins, Beverly Hills. MONTEREY: Apartment complex, \$10.5 million. Sponsor: Joseph Fratessa Co., P.O. Box 430. Plans: Edward D. Stone, Palo Alto. NEWPORT BEACH: Apartment, \$1 million. Sponsor: Rom & Cola; Apartment and swimming pool, \$1.5 million. Sponsor: George Holstein & Sons, Costa Mesa. Plans: Richard Leitch & Assoc., Corona Del Mar. PLACENTIA: 61 houses, \$1.8 million. Builder: Orange Valley Construction, Santa Ana. Plans: Earl Kaltenbach, Santa Ana. SACRAMENTO: Housing, dining, and commons development, \$2.8 million. Sponsor: c/o Reid & Tarics, architect, San Francisco. SAN DIEGO: Condominium apartments, \$1 million. Sponsor: Ashton & Kies Co. Plans: Naegle-Malone & Assoc., La Jolla; Town

houses and apartments, \$17 million. Sponsor: Jonathan Manor. Plans: Simpson & Gerber, La Jolla. SAN JOSE: Apartments, \$6 million. Sponsor: c/o Kenneth P. Elvin, architect, Los Altos. SAN RAFAEL: Senior citizens housing, \$1.2 million. Sponsor: Aldersly Danish Home for Senior Citizens. Plans: Rex Whitaker, San Francisco. SIMI: 72 houses, \$700,000. Builder: J B R Development, Los Angeles. Plans: B. A. Berkus & Assoc., Los Angeles. VENTURA: 61 houses, \$700,000. Builder: Suburia Inc. Plans: Kermit Dorius, Corona Del Mar. WOODLAND HILLS: 25 houses, \$625,000. Builder: Scenic Sites, Los Angeles.

**CONNECTICUT**—BRANFORD: Garden apartment project, \$500,000. Sponsor: Anderson Wilcox. Plans: Cyril K. Smith. FARMINGTON: Apartment development (offices, stores, bank, swimming pools, and bathhouses), \$16 million. Sponsor: Talcott Park Development Co. Plans: Charles Dubose, Hartford. HARTFORD: Apartments, \$1 million. Sponsor: Larry Ross, West Hartford. Plans: Kane & Fairchild Assoc. ROCKVILLE: Garden apartments, \$1.2 million. Sponsor: Chase Realty, Wellington. Plans: William J. McHugh Assoc. TORRINGTON: Garden apartments, \$1.5 million. Sponsor: Marshall Steward c/o Francis T. Zappone, Waterbury. TRUMBULL: Apartments, \$900,000. Sponsor: c/o Jack Schecter, Bridgeport. WATERBURY: Apartments and stores, \$2.5 million. Sponsor: Leonard Paul Assoc., West Hartford. WILLINGTON: Garden apartments, \$600,000. Sponsor: Stevens Assoc., Niantic.

**FLORIDA**—CAPE CORAL: Apartments, \$1.5 million. Sponsor: Gulf American Land Corp. Plans: Joseph M. Shifalo, Winter Park. MIAMI: Dormitory, \$640,000. Sponsor: Biscayne College. Plans: Thomas J. Madden; 28 houses and apartments, \$2 million. Builder: c/o Donald E. McIntosh,

Tampa, architect. MIAMI BEACH: Condominium apartment, \$1 million. Sponsor: c/o Jules P. Channing. ORLANDO: Apartments, \$1 million. Sponsor: P. Zeulii & Sons c/o Hal Harriss, Rte. 1, Box 2296, Sanford, architect; 120 houses, \$2.5 million. Builder: H & M Construction, Winter Park. TALLAHASSEE: Garden apartments, \$850,000. Sponsor: Hillcrest Apartments c/o Barrett Daffin & Coloney. TAMPA: Apartments, \$1 million. Sponsor: Preston C. Haskell, Jacksonville. Plans: Allen Frye, Orange Park; Dormitory and swimming pool, \$3 million. Sponsor: Allen Bros. & O'Hara Inc., Memphis. Plans: McGehee-Nicholson Assoc., Memphis.

**LOUISIANA**—BATON ROUGE: Apartments and swimming pools, \$1 million. Sponsor: Durwood Gully. Plans: Perry Staub; Apartment complex, \$850,000. Sponsor: Broadmoor Apartments c/o Wilson W. Russell, designer. GRETNA: Apartment, \$850,000. Sponsor: Sam Gattuso c/o Claude Hooten, New Orleans; Novitiate, \$500,000. Sponsor: c/o John Iachin Jr., New Orleans. NEW ORLEANS: Apartments, gate house, and swimming pool. Sponsor: Mullicon Corp. c/o Schooley Corenlius Schooley, Columbus, Ohio, architect. SLIDELL: Apartments and shopping center, \$1.8 million. Sponsor: Bode & Bode, Metairie.

**MARYLAND**—BERWYN HEIGHTS: Apartment, \$4 million. Sponsor: West Chester Construction, Washington, D.C. Plans: Cohen-Haft & Assoc., Silver Spring. BETHESDA: Apartment, \$1 million. Sponsor: Aubinoe Co. COLESVILLE: Apartments, \$5 million. Sponsor: Kay Construction, Silver Spring. Plans: Cohen-Haft & Assoc., Silver Spring. HYATTSTOWN: Housing development, \$25 million. Builder: c/o Professional Realty Organization, Washington, D.C. LAUREL: 1,000 Townhouses, \$10 million. Sponsor: Washington Development

Business continued on p. 56

## "MATCHING" Stains & Paints

... perfect color matching  
for siding and trim with

### Cabot's

#### RANCH HOUSE HUES

For Wood Siding, Shingles, Paneling  
An oil-base stain for all types of untreated lumber. Provides an attractive flat finish. Colors duplicated in the Old Virginia Tint line.

#### OLD VIRGINIA TINTS

For Trim of Wood, Masonry, Metal  
An oil-base flat paint with excellent hiding power. For all lumber (treated or untreated), striated shakes and shingles, metal downspouts, etc.



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Please send color card and information on  
Cabot's "Matching" Stains and Paints.

**18  
MATCHING  
COLORS**

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**WHY?**

Our list price of \$469.50\* for the 42" "SpaceSaver" is \$125 to \$300 less than any comparable 42" Semi-Automatic Whiteprinter on the market. (18" SpaceSaver \$379.50\*)

**WHY?**

High Quality, Reliability and Minimal Service enable us to maintain a low non-inflationary price and pass these savings along to you.

\*F.O.B. Youngsville, North Carolina



42" or 18" SEMI-AUTOMATIC WHITEPRINTER/DEVELOPER

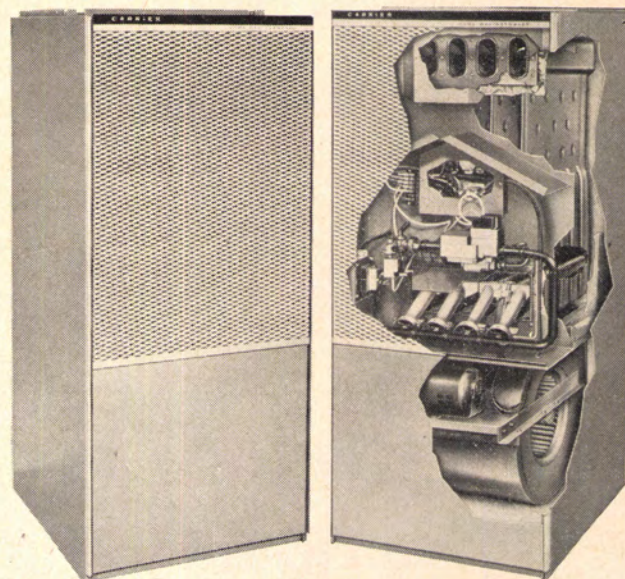
18" SpaceSaver with Feed-it, Retrieve-it  
and Automatic Pump-it Accessories Illustrated

Small and light for wall or table operation—Modular construction—Non-corrosive "Stainless Steel" Developer—No venting required—Synchronized "Single Dial Electronic" Speed Control 3" to 12 Ft./Min. Now you can efficiently process any type of Diazo prints up to 42" wide, Film, Sepia, Mylar, etc. In your office immediately at the low cost of approximately a penny per square foot or per letter size copy. **WRITE OR CALL FOR BROCHURE**

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SpaceSaver

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New Carrier Home Weathermaker® Furnace with Two-Stage Heating  
Four sizes: 100,000; 125,000; 150,000 and 200,000 Btu's

## **You can't build too fine a house for this new furnace!**

That's because we designed it to be the top of our line.

And built it that way.

With an important extra—a development we call TWO-STAGE HEATING.

With two-stage heating, this new furnace operates just as constantly in normal winter weather as on the few severest days.

Like this: In mild and intermediate weather it cruises at half speed... burns gas at half the maximum rate.

At this low speed it operates *twice as long* as ordinary furnaces... squeezes a

maximum amount of heat from every cubic foot of gas, too.

When severe weather strikes, it shifts immediately into "high." Full flame blossoms along the burner. The blower speeds up to deliver more air and more heat.

Naturally, we didn't put this kind of comfort into just any furnace. We designed everything to match—cast iron burners, ceramic coated heat exchanger, big low-speed blower, dual gas valves, modern straight line styling and sea spray green enamel finish.

No matter what section of the country you build in, here's a furnace that will do the job most efficiently the *whole* heating season. What's more, it has the reserve capacity in air power to handle the addition of air conditioning—as well as any other equipment devised for comfort in the foreseeable future!

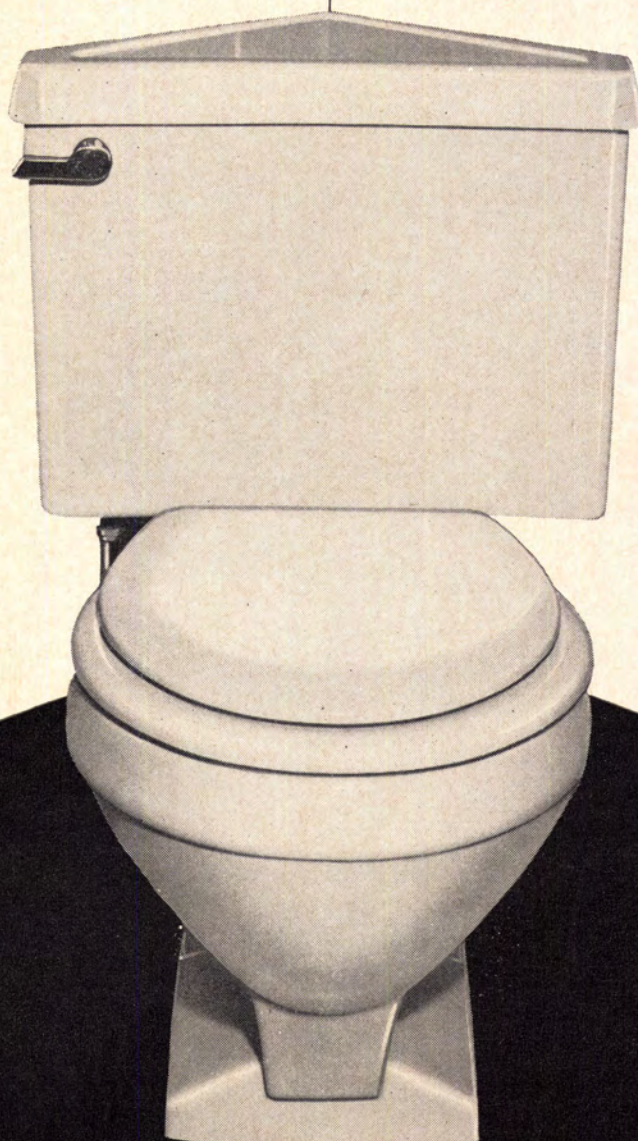
For complete information about our new furnace, call your Carrier Dealer listed in the Yellow Pages. Or write us at Syracuse, New York 13201. Represented in Canada by Carrier Air Conditioning (Canada) Ltd.

**Carrier** Air Conditioning Company

More people put their confidence in Carrier air conditioning than in any other make



# Eljer's Corner Toilet gives your homes an extra sales angle



Eljer's Triangle gives you just the right angle for scoring with your customers. How? Simple: Eljer's Triangle toilet converts unused corner space into usable space. Opens up large and small bathrooms! Corner toilet is a space-maker for half baths and powder rooms, too!

With Eljer Master Crafted fixtures, callbacks are at a minimum. Available in Eljer pastels and white. For more information, call your contractor, Eljer representative, or write Wallace-Murray Corporation, Eljer Plumbingware Division, Dept. HH, P.O. Box 836, Pittsburgh, Pa. 15230.

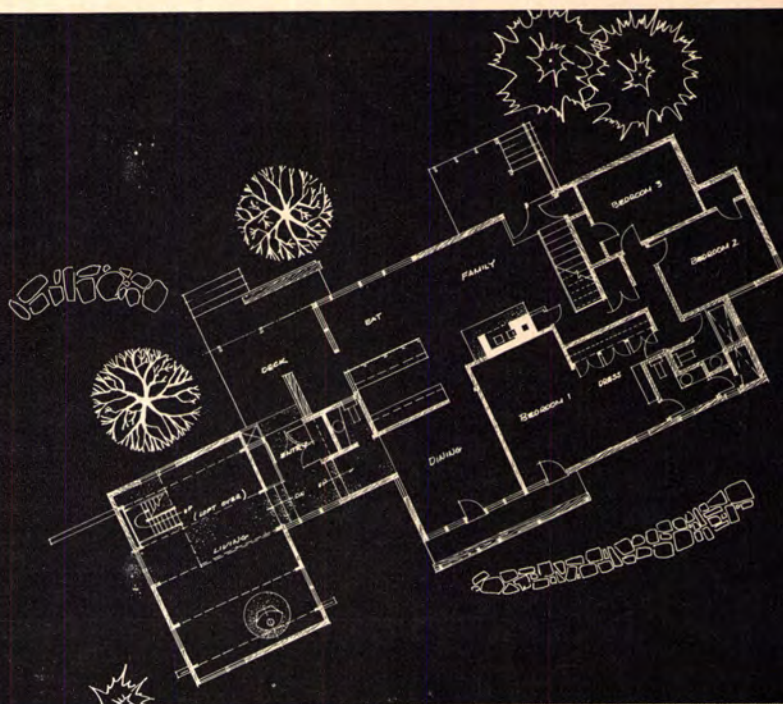
Visit Eljer's Booths #1434—1435—1535 at the NAHB Show, Chicago, December 4-8



**ELJER**  
SINCE 1904 FINE PLUMBING FIXTURES



*Residence, Issaquah, Washington*  
*Architect: James Patterson*  
*Certi-Split Handsplit/Resawn Shakes, 24" x ¾" to 1 ¼"*  
*with 9" to the weather on sidewalls and roof.*



## **Red Cedar Handsplit Shakes: For the character of hewn stone with the warmth of wood.**

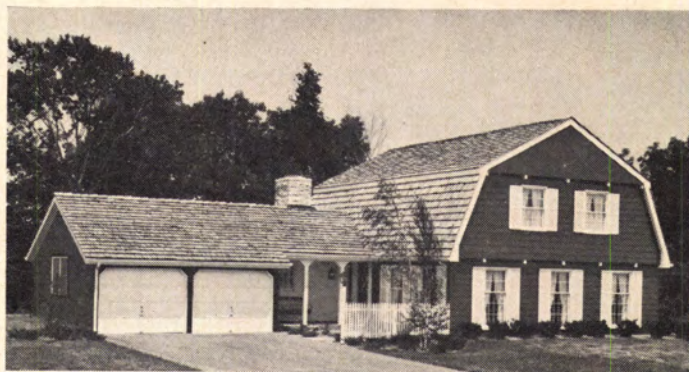
Sidewalls of red cedar handsplit shakes can exhibit a fascinating ambivalence. They look impregnable, yet thoroughly inviting. Interestingly enough, both qualities are real. For red cedar is one of the toughest, most durable woods in the world. It asks no quarter from rain, sun, wind or snow. It generates and carries its own preservative oils. And it insulates

against the passage of heat. You'll find more detailed information on Certi-Split red cedar handsplit shakes (and Certigrade shingles) in our Sweet's catalog listing 8d/Re. Or give us a call. Or write.

### **RED CEDAR SHINGLE & HANDSPLIT SHAKE BUREAU**

5510 White Building, Seattle, Washington 98101  
 (In Canada — 1477 West Pender Street, Vancouver 5, B.C.)



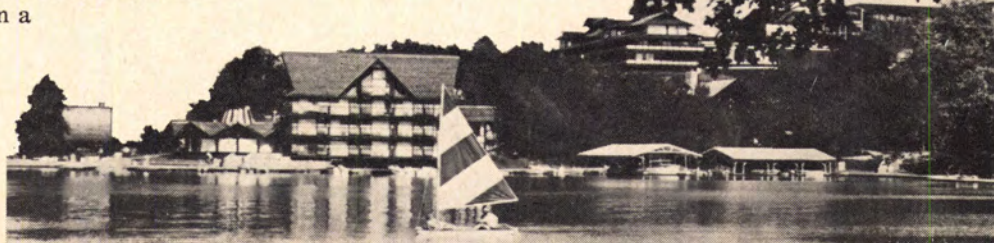


In River Bend, Burton Duenke has created a planned community of outstanding homes. Individually styled, they sell in the \$35,000-and-up range, and there is no lack of demand. Their kitchens, equipped with RCA WHIRLPOOL dishwashers, disposers and gas ranges, are a principal attraction.



This house, in Duenke's Conway Springs community, is a striking example of traditional styling combined with thoroughly modern efficiency. Its RCA WHIRLPOOL appliances help make its kitchen one of the most attractive rooms in a house full of exquisite ones.

Fabulous Tan-Tar-A, plush year-round resort on the Lake of the Ozarks. A recent expansion added twenty units, all of which are equipped with RCA WHIRLPOOL appliances, as are most of the already existing units in the 800 guest resort.





**"Customer acceptance,  
one-source buying,  
choice of gas or electric ranges--  
these are the reasons  
we selected  
RCA WHIRLPOOL appliances!"**

Those are the words of Burton Duenke, prominent St. Louis builder. He chose RCA WHIRLPOOL dishwashers, Connoisseur® gas ranges and food waste disposers for his four prestige housing developments in the St. Louis area: Conway Springs, Arrowhead, Chesterton and the imposing River Bend Estates. In addition, Mr. Duenke recommended that buyers also install an RCA WHIRLPOOL refrigerator-freezer. Why is he sold on RCA WHIRLPOOL appliances? He knows from experience that people like them. And he appreciates the convenience of getting *all* appliances from one top-quality source, and having a choice of gas or electric ranges. Along with his housing developments, Mr. Duenke is also builder and operator of Tan-Tar-A, one of the most elegant year-round resorts in the country. When twenty new units were recently added at Tan-Tar-A, they were all equipped with RCA WHIRLPOOL appliances.

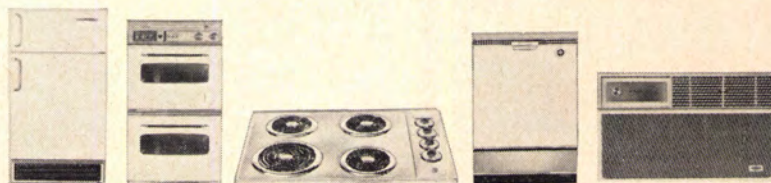
Burton Duenke has been building homes in the St. Louis area for almost thirty years. He is known nation-wide for beautiful houses in beautiful settings.



Virginia Duenke is a highly esteemed decorator. She is largely responsible for the stunning decor that distinguishes the houses her husband builds.



When you order *all* your appliances from Whirlpool, you save time and trouble. You deal with one man, get undivided responsibility and service. You get color-coordinated kitchens, too. And the home buyer has one dependable source for service. It's the Whirlpool Full-Line Concept. Ask your RCA WHIRLPOOL distributor. Today!



**Whirlpool**  
HOME APPLIANCES

PRODUCTS OF WHIRLPOOL CORPORATION

Trademarks ® and RCA used by authority of trademark owner, Radio Corporation of America.



## BUSINESS

starts on p. 50

opment Corp. Plans: Hyman & Evander, Baltimore. ROCKVILLE: Garden and low-rise apartments, \$25 million. Sponsor: Keteler Bros., Washington, D.C. Plans: Rodger, Talifferro, Kostriksy, Lamb, Baltimore. UPPER MARLBORO: 35 houses, \$1 million. Sponsor: Albert Silver, Washington, D.C. Plans: Horowitz & Seigel, Silver Spring.

**NEW JERSEY**—LAKEWOOD: Garden apartments, \$800,000. Sponsor: Milady Apartments. Plans: Morgan Davis; Garden apartments, \$2 million. Sponsor: c/o Siegmund Spiegel, Long Island, architect; Apartments, \$700,000. Sponsor: Milady Apartments c/o Morgan Davis, architect. MORRISTOWN: Garden apartments, \$720,000. Sponsor: Associated Properties, New Providence. Plans: Stephen Nolan. PEMBERTON TOWNSHIP: 1,000 houses, garden apartments, shopping center, and swimming club. Sponsor: Magnus International, Camden. Plans: Dante D'Anastasio, Camden. PRINCETON: Faculty housing, \$3.5 million. Sponsor: Princeton University c/o William Geoffrey Platt, New York City. SEA ISLE CITY: Housing development, \$1 million. Builder: Lagoon Bay Estates c/o Buecker Assoc. WILLINGBORO: Townhouse apartments, \$7.5 million. Sponsor: Levitt & Sons.

**NEW YORK**—CLAY: Garden apartment, swimming pool, shopping plaza, \$3 million. Sponsor: A. Sarkin & Sons Construction, Jamesville. Plans: Michael Suttoni, Syracuse. COMMACK: 78 houses, \$1.5 million. Sponsor: Woodoak Homes, Forest Hills. GOSHEN: Garden apartments, \$2 million. Sponsor: Land Lease, New Windsor. Plans: Martin Gebhardt & DiPaola, Fairview, N.J. JOHNSON CITY: Townhouse apartment complex, \$1.3 million. Sponsor: Robert M. Schwartz, Vestal. Plans: Leonard J. Robilotti, Binghamton. HARTSDALE: Garden apartments and swimming pool, \$1.5 mil-

lion. Sponsor: Kenwood Properties c/o Wenning Assoc., Hastings-on-Hudson, architect. LONG BEACH: Apartments and swimming pool, \$3 million. Sponsor: c/o A. H. Salkowitz, Jamaica, architect. NEW YORK: Apartment, \$2 million. Sponsor: 820 E. Elmont Realty, Elmont. Plans: Robert L. Bien. OAKDALE: 37 houses, \$750,000. Builder: Oakdale Assoc., Mineola. PALISADES: Home for the aged, \$2 million. Sponsor: Gemiluth Chessed c/o William Eli Kohn, Spring Valley, architect.

**NORTH CAROLINA**—ASHEVILLE: Condominium apartments, \$1 million. Sponsor: c/o Lawrence Traber, architect. CHARLOTTE: Apartment complex, \$960,000. Sponsor: Ervin Construction. Plans: Ferebee Walters & Assoc.; Apartments, \$700,000. Sponsor: Progress Construction. Plans: Holroyd & Gray; Garden apartments, \$1.5 million. Sponsor: Nor-West Builders c/o Jack O. Boyte, architect. OAK RIDGE: Dormitory, infirmary, classrooms, \$2 million. Sponsor: Oak Ridge Military Institute.

**OHIO**—BAY VILLAGE: 40 houses, \$1.3 million. Builder: Ryan Homes Western Division. BEACHWOOD: Apartment complex, \$12 million. Sponsor: Beachwood Park. Plans: Hemlock-Fremont & Assoc., Cleveland. CINCINNATI: Retirement home, \$2.5 million. Sponsor: Greater Cincinnati Educators Inc. Plans: Glaser & Myers & Assoc. CLEVELAND: Apartment complex, \$928,000. Sponsor: Hough 9000 Corp., Parma Heights. Plans: Damon, Worley, Cady, Kirk & Assoc. LAKEWOOD: Housing for elderly addition, \$2 million. Sponsor: The Westerly. Plans: Weinberg, Teare & Fischer, Cleveland. MANSFIELD: Apartments, \$750,000. Sponsor: c/o William Polatsek, Cleveland; Apartments and shopping center, \$12,000,000. Sponsor: Saul Doelt. Plans: Andrew J. Burin, Cleveland.

MAPLE HEIGHTS: 21 houses, \$525,000. Builder: Rzepka Construction, Parma. MAYFIELD VILLAGE: Apartments, \$2 million. Sponsor: Aintree Park Apartments, Independence. Plans: Andre Buehler. NORTH CANTON: Apartments, \$2 million. Sponsor: Realty Building. REYNOLDSBURG: Apartment, \$1.5 million. Sponsor: J. P. King, Shaker Heights. Plans: Richard Bowen, Cleveland. WHEELERSBURG: Housing development, \$500,000. Builder: Edward Pyles. YOUNGSTOWN: Apartment, \$750,000. Sponsor: Venice Homes; Apartments, \$2.8 million. Sponsor: Boulevard Apartments, Girard. Plans: McLean & McGraw.

**PENNSYLVANIA**—BEAVER: Apartment, \$750,000. Sponsor: c/o Clarence Blezard, Pittsburgh, architect. McCANDLESS: Garden apartments and townhouses, \$750,000. Sponsor: Durham Court, Pittsburgh. MOON TOWNSHIP: Apartments, \$1.2 million. Sponsor: c/o Quentin S. Beck, Carnegie, architect. NEWTON SQUARE: Apartments, \$800,000. Sponsor: Rodger Construction, Huntingdon Valley. PITTSBURGH: Apartments, offices, \$12 million. Sponsor: William Burchett. Plans: William Pleva. SCHUYLKILL HAVEN: Garden apartments, \$2 million. Sponsor: Indeas Corp. c/o Walter F. Mullen, agent. UPPER CHICHESTER: Apartment, \$3 million. Sponsor: Michele Emma, Yeadon.

**TEXAS**—ARLINGTON: Apartment and swimming pools, \$800,000. Sponsor: c/o Jerry C. Davis, architect. DALLAS: Apartments, \$600,000. Sponsor: Warren Clark & Robert Folsom. Plans: Craycroft & Lacy. FORT WORTH: Apartment complex, \$1.5 million. Sponsor: c/o Virgil A. Davis & Assoc., architect. HOUSTON: Apartments and swimming pool, \$2.4 million. Sponsor: Allen Field Enterprises. Plans: Horace Wauson; Apartments, \$600,000. Sponsor: Herbert Building & Development. Plans: Horace Wauson.

Leaders start on p. 62

# DELTA<sup>®</sup>

## SINGLE HANDLE BALL FAUCETS

Proven the finest in multiple millions of installations the past decade, Delta offers you the advantage of the greatest name in faucets combined with the greatest product. Install DELTA faucets and give the finest.

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# A Family-Tailored Home Franchise Offers

## MONEY

We have financing . . . both construction and permanent, plus model home financing.

## MODELS

Professional market analysis and business planning to help you select the right models from the more than 400 offered.

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Substantial labor saving as a result of a pre-engineered complete package and expert field supervision.

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A complete national advertising program, sales promotion, and local co-op advertising to build traffic . . . plus training for your salesmen.

## A Partnership For Profits!



*As advertised on the NBC-TV Tonight Show, Life, McCall's, and Woman's Day magazines*

Family-Tailored Home builder/dealers have over 42 different services available to them covering every phase of home building . . . and six widespread plant locations for most efficient and economical transportation. *That is why their combined sales will exceed \$300 million this year!*

Whether you build \$15,000 or \$50,000 houses . . . you can increase your sales, build faster, and close quicker with Family-Tailored Homes . . . the greatest housing values on earth. For full details write, wire or phone: Arthur L. Schnipper, Jr., Vice President—Marketing.

## NATIONAL HOMES CORPORATION

Lafayette, Indiana/Phone: 447-3131

Nation's largest producer of quality homes

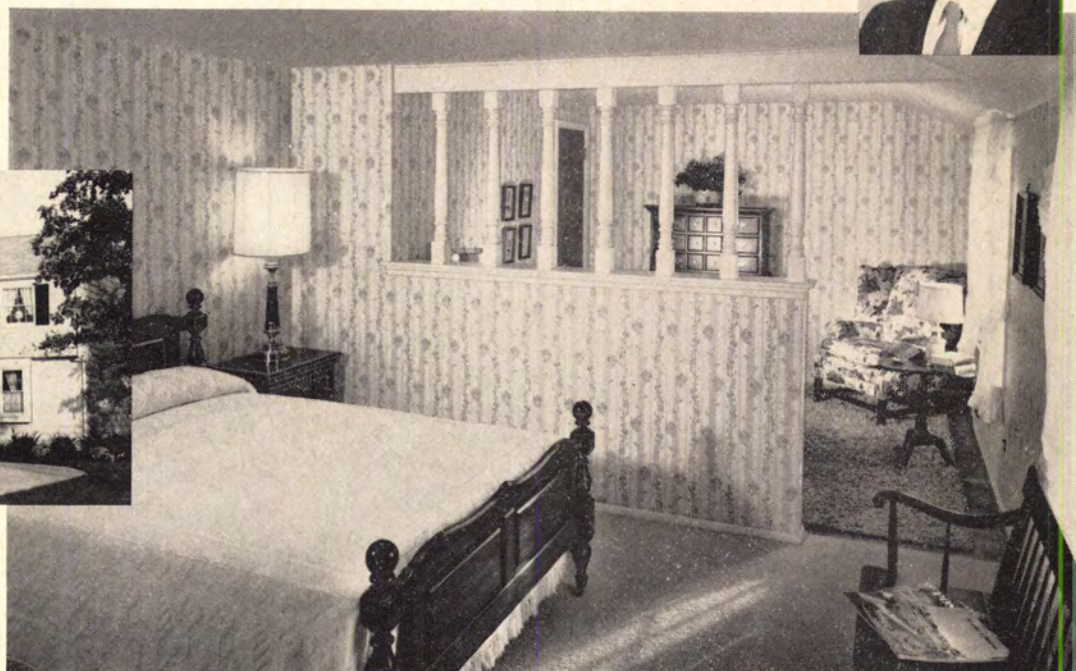


# 'Wallpaper helped me sell 1,500 homes in Barclay Farm' says Bob Scarborough, builder of Haddonfield, N.J.

MR. ROBERT SCARBOROUGH



A TYPICAL SCARBOROUGH HOME



A SCARBOROUGH MODEL HOME INTERIOR

"We switched to wallpaper 15 years ago—and have sold houses fast ever since.

"We learned the facts about wallpaper and how it helps close sales. Wallpaper, more than any other element, allows our home-buyers to *customize* a house. You probably won't find two homes with exactly the same wall interiors in all Barclay Farm, thanks to wallpaper. Women appreciate this, as much as they appreciate the care and attention we give to all details in our fine homes.

"But wallpaper is more than just customer pleasing. From our standpoint, it means a wall can be finished quickly. There's no second coat needed, no long waits for a first coat to dry. That means faster construction—and a faster sale.

"It's after our clients move into their new homes that the superb qualities of wallpaper really come through. Wallpaper can really take the knocking about that happens on moving day. It is rare when we have to go back into a home after moving day and make repairs.

"Wallpaper seems to hide all the scratches, cracks, punctures that normally occur on moving day.

"Wallpaper has proved itself to us year after year. We are sold on it—and it helps us sell!"

Builders throughout the country are hopping on the wallpaper bandwagon. Like Mr. Scarborough, they are learning how much more saleable houses are with today's wallpapers. Today's wallpapers are washable, factory trimmed, easy to apply. It is the one coat covering that gives your customers their choice of color, pattern, texture, design. Total cost for a finished wall can be substantially lower with wallpaper.

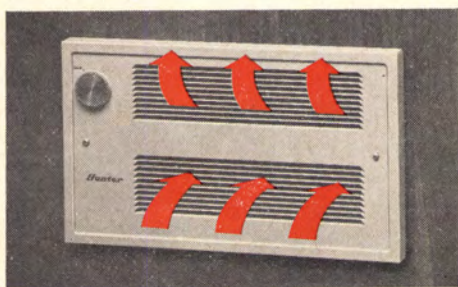
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*Hunter makes a complete line of electric heaters and fans of all types.*

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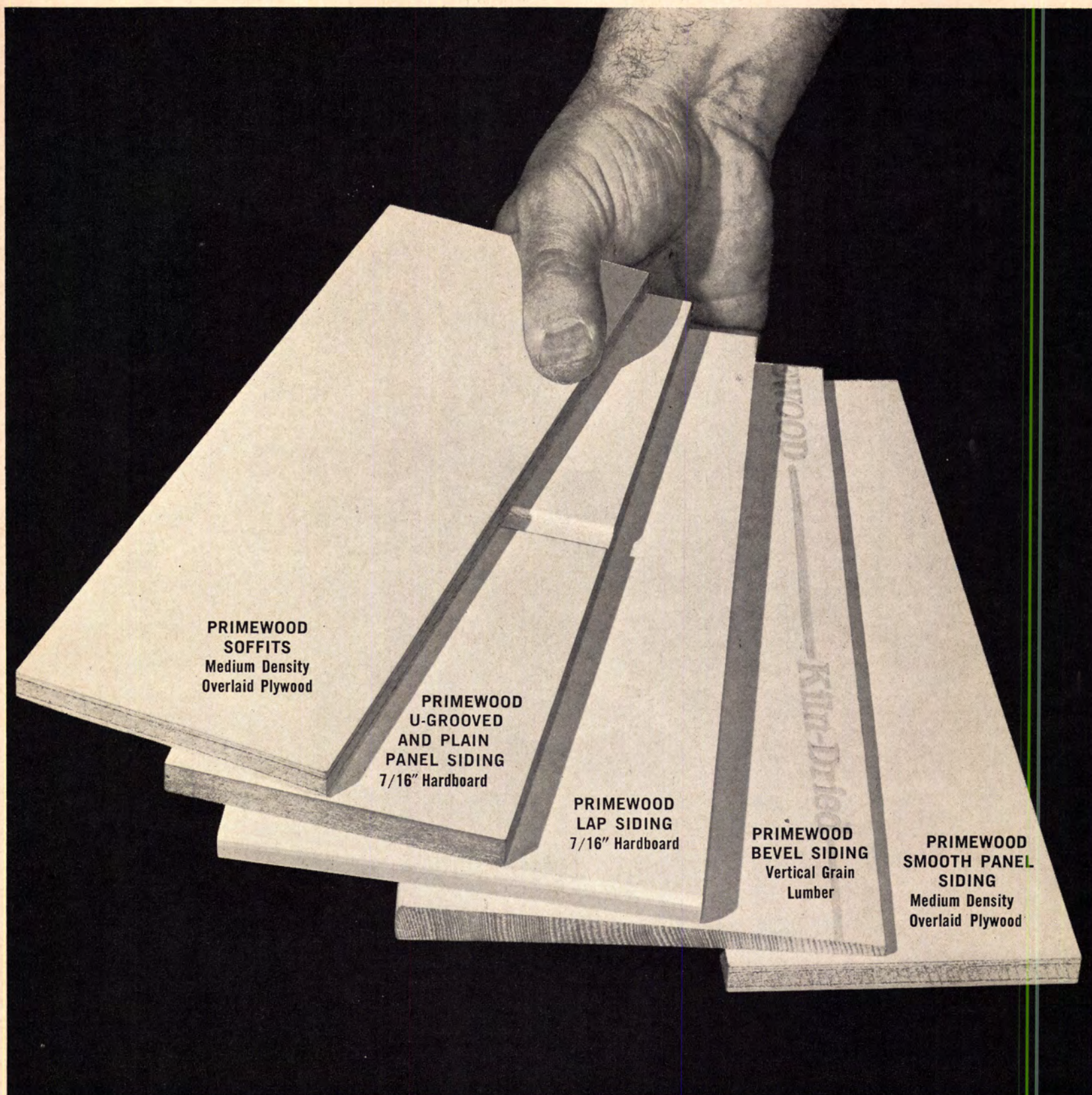
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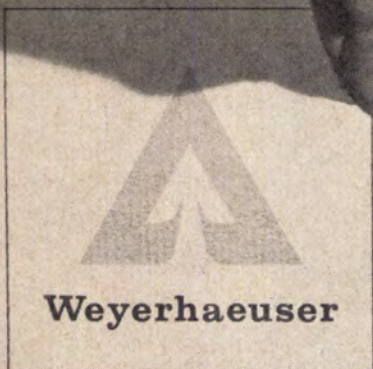
Think about it! A complete line of exterior wood products and a no-nonsense performance guarantee that eliminate the on-site priming problems you've had. What's more, you'll save money on in-place costs.

Primewood siding comes in a broad range of styles and materials so you can use it with any kind of house you build. Also available: pre-primed trim, fascia and door jambs.

The special primer we use is baked on in infra-red ovens right at the factory. The result is a tough, uniformly smooth base. Paints last longer, look better and cover more area faster on Primewood.

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Lumber:	Hardboard:	Plywood:
Bevel siding	Lap siding grooved panels	Medium density overlaid

The factory-applied primer on all Weyerhaeuser Primewood exterior products is guaranteed for FIVE YEARS after initial installation to be peel-proof and blister-proof, provided a finish paint coat is applied within 60 days after initial installation and thereafter maintained in good condition.

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Should any Primewood product not comply with this guarantee, Weyerhaeuser will, at its option, repair, replace, or make a fair allowance for same, up to the original price of the material as delivered for the installation. However, Weyerhaeuser must be given written notice within 90 days after discovery of such noncompliance and a reasonable opportunity to inspect the product prior to any alteration or repair.

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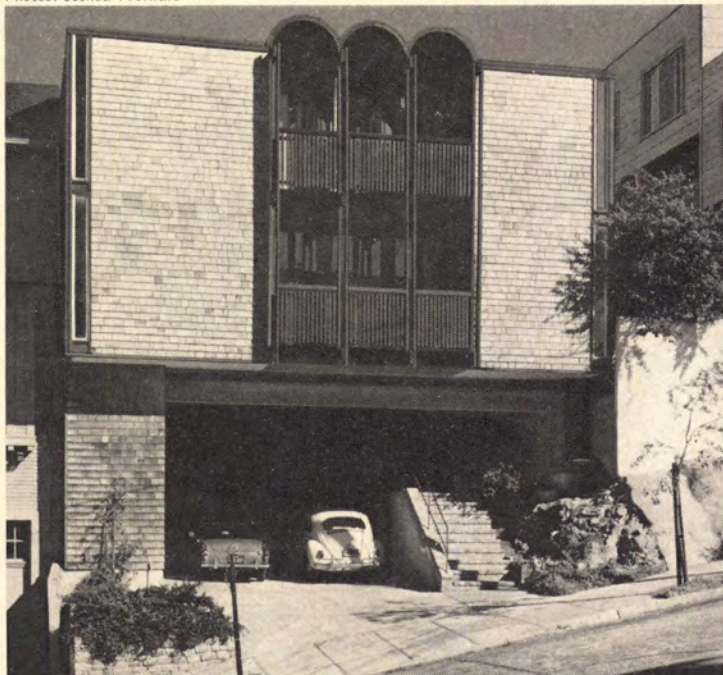


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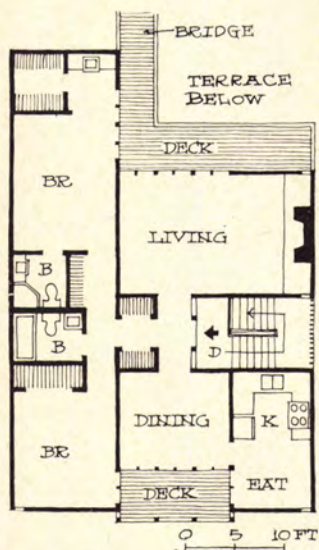


## Two contemporary duplexes designed for tight sites

Photos: Joshua Freiwald



**UP-AND-DOWN-DUPLEX** has two 35'-wide living units above carport.



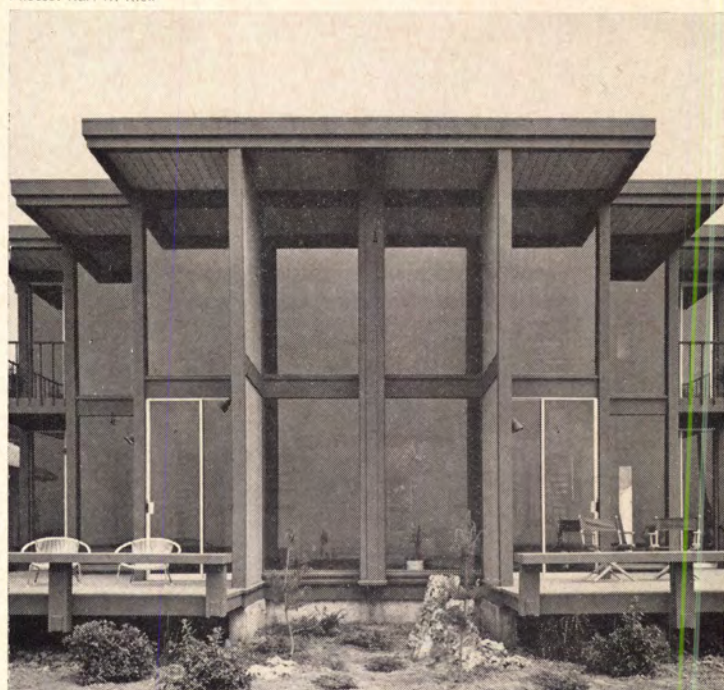
Wider by 10' than its neighboring lots, this \$12,000 San Francisco site is prime residential property. Despite a slope that is steep even for San Francisco, Architect Jonathan Bulkley gave his clients 1) a spacious apartment on one floor, 2) an income-producing unit on the other, 3) off-street parking for two cars, 4) private entrances to each unit, 5) fireplaces, and 6) private outdoor living on a terrace and 200 sq. ft. of decks. Each unit has 1,600 sq. ft. of living area plus front and rear outdoor-living space. The rental unit brings in \$250 a month. Construction cost, excluding land: \$39,000.



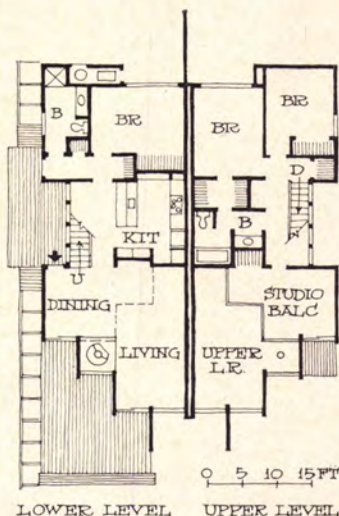
**OUTDOOR LIVING AREAS** have privacy from street and each other.



Photos: Karl H. Riek



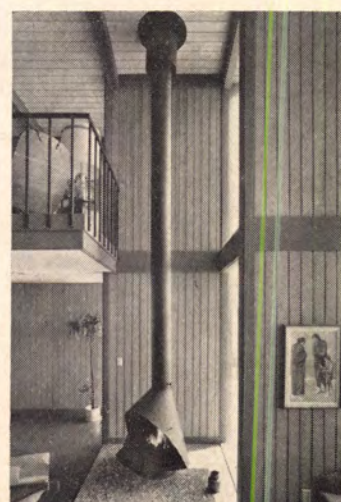
**SIDE-TO-SIDE DUPLEX** straddles property line between beachfront lots.



If these two 25'-wide oceanfront lots had been developed separately, zoning regulations would have required the houses be only 15' wide. But a setback variance allowed Architects May & McElhinney to place astride the common property line a single building that includes two units, each 20' wide. Both two-story houses have full glass walls facing the ocean, but extended fin walls screen their outdoor living areas from each other and from the sun. In Santa Cruz, Calif., where beach lots this size sell for from \$15,000 to \$18,000, each 1,500-sq.-ft. unit sold for \$40,000, including land.



**STEPPED-BACK SIDE WALLS** provide privacy from neighboring houses.



Letters start on p. 74

HOUSE & HOME




## Wood windows vs. metal windows:

**This calculator will give you  
the facts about  
condensation in your area.**

ACTUAL SIZE

### WINDOW CONDENSATION CALCULATOR

There is a big difference in windows... and window materials. To see how great that difference is, set the calculator to wintertime temperature in your area.



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Chicago, Illinois 60603

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Conditions:  
70°F. Inside Temperature  
Wind Velocity 15 MPH  
Max. Inside Rel. Humidity—45%

	Inside Surface Temp.	Condensation Occurs At	°F	% Humidity
WOOD SASH	59	None	47	
METAL SASH	32	24	43	
SINGLE GLASS	32	24	47	
INSULATING GLASS	49	None	43	
SINGLE GLASS with STORM SASH	52	None	58	
INSULATING GLASS with STORM SASH	57	None	None	

Source: Guide & Data Book, published by  
The American Society of Heating, Refrigerating & Air-Conditioning Engineers

**Yours free.**

From coast to coast and border to border, wherever cold winds blow, condensation on windows can be a problem for home owners. It drip, drip, drips down the wall and ruins wallpaper and plaster. All this can be avoided with the right kind of window.

What's the right kind of window? This unique calculator, based on ASHRAE\* data, quickly gives you the answers before condensation can give you the problems. It's yours free. Just ask for it on your business letterhead.

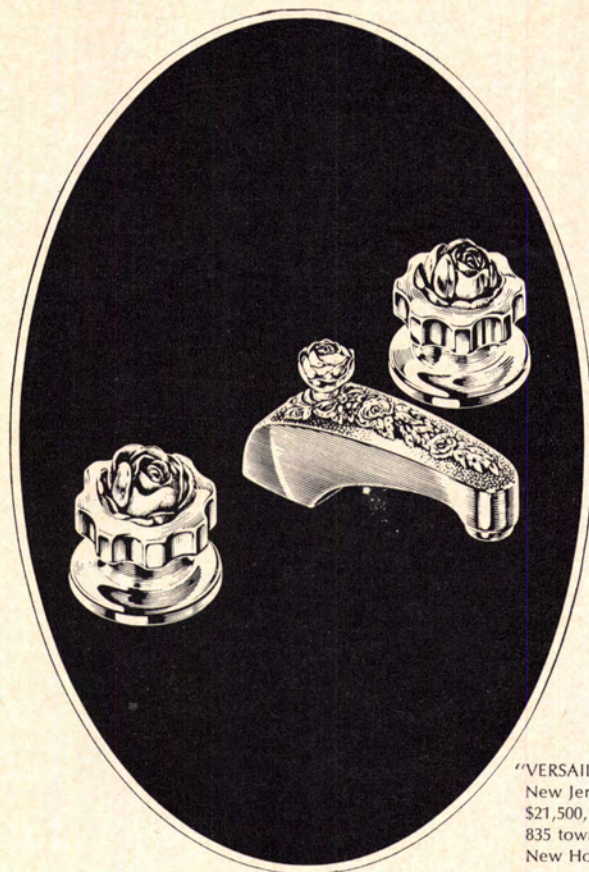
\* The American Society of Heating, Refrigerating & Air Conditioning Engineers



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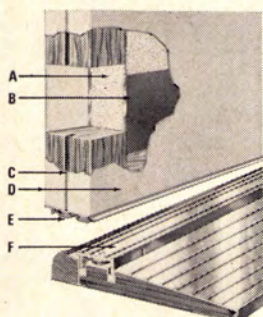
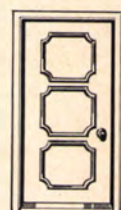
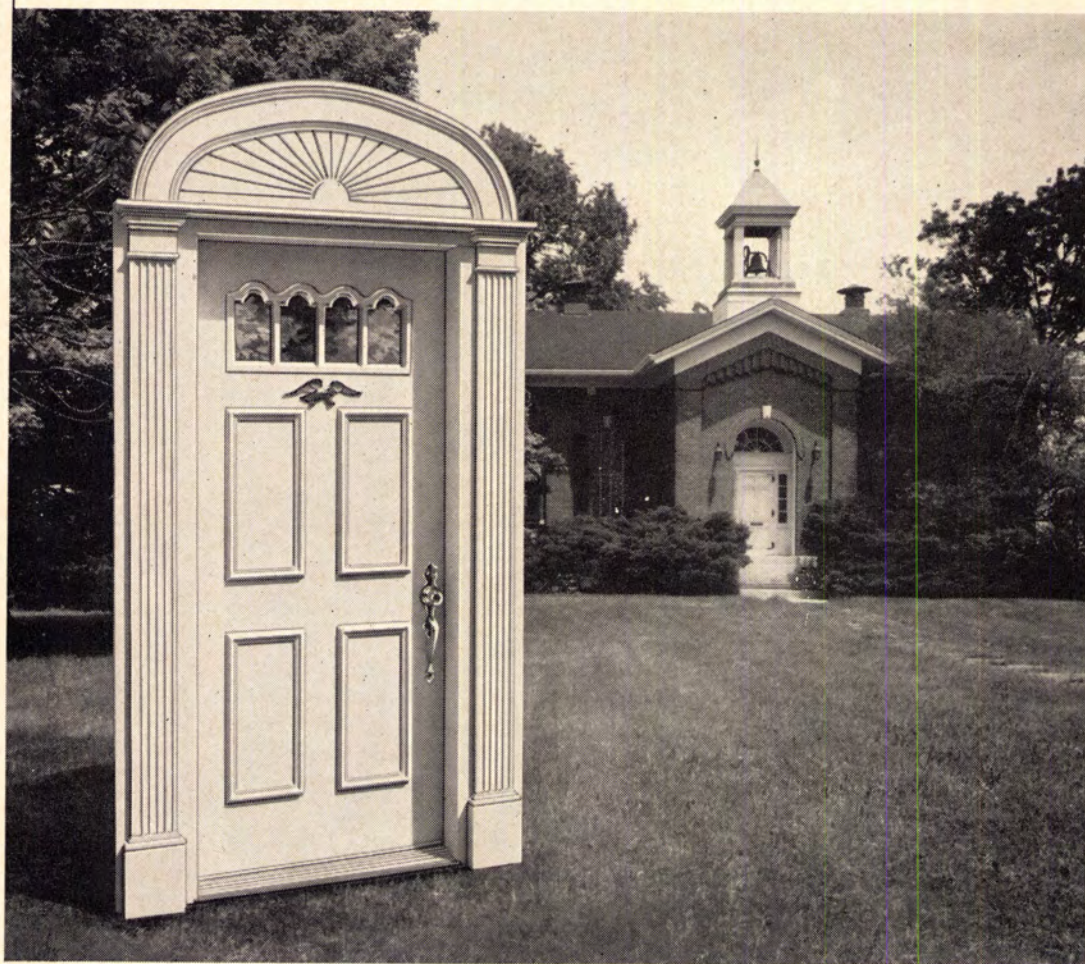


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- D. Galvanized steel facings
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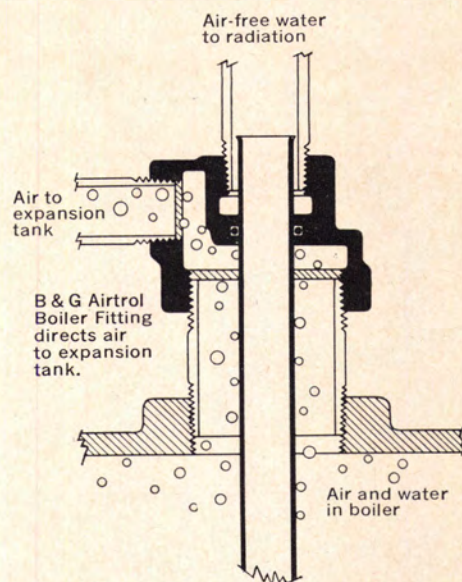
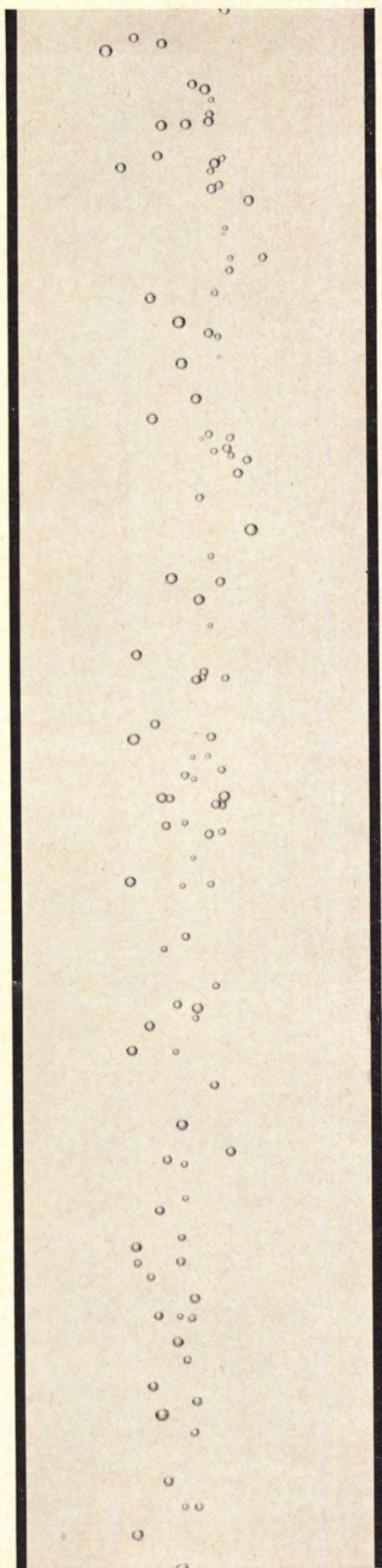
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## Chevy adds showhorse appearance for '67

We think you'll agree that the '67 Chevrolet pickup is something new in workhorses. Lower and more stylish, it's almost as good looking as a passenger car. You'll be proud to use this one anywhere the job takes you. And, on top of that it'll work harder than any Chevy pickup you ever owned.

It's built to handle back road hauls; or expressway hustle. It's constructed to last longer with new body sheet metal that discourages rust. And

with a pickup box made of double-walled steel. It gives you more comfort and more safety features in the cab. And, under the hood, famous Chevrolet truck Six or V8 power.

No, sir, workhorses *don't* have to be beasts. They can be handsome machines, as these new Chevis prove. See your Chevrolet dealer for all the facts about the '67 Chevy pickup and the new conventional cab (shown above).... Chevrolet Division of General Motors, Detroit, Mich.



*a brand new breed for '67!*



## EDITORIAL

### On being a businessman

## There is always enough business for somebody, but you are going to have to work like a demon to get your share

The graph on this month's cover shows the widening gap between what the housing industry is producing and what the marketplace demands. Traditionally, housing starts have stuck fairly closely to basic demand—generated by new households and demolitions—but we are now heading into a situation without parallel since the heyday of housing right after World War II.

Beginning in 1964, household formations and demolitions (for highways, urban renewal, etc.) have been exceeding housing starts by a wider and wider margin. Our inventory of empty houses and apartments, new and old, has been dropping fast all this year. Vacancies by the first of the year will probably hit the lowest point since 1958. In some cities like Seattle and Spokane, there are virtually no vacancies, and in Los Angeles, one of housing's biggest trouble spots, the apartment vacancy rate is dropping by 1% a month.

The total of demolitions and new households (rising white curve on the cover) is now at an all-time high. Demolitions are approaching an annual rate of 600,000 to 700,000 units; new-household formations are ranging from 1.1 million to 1.2 million a year—and will continue at this level through the rest of the '60's. This means basic demand will run between 1.7 million and 2 million units every year for the next four years. It also means that if homebuilders and their customers had their 'druthers, we could build and sell (or rent) up to 1.8 million houses next year and 2 million houses in 1968. (New households do not buy new houses necessarily; they put pressure on the total market to create a demand from all quarters.)

Those are big numbers, and as a market potential they are not pie-in-the-sky numbers. But next year we will produce only about 1.3 million units.

The obvious question: Why is production lagging so far behind demand? We can always haul out those excuses of tight money, labor shortages, lack of consumer confidence, spiraling land costs, and so forth. But we would be kidding ourselves if we thought those factors accounted for even half of our troubles. We would be ignoring the fact that *marketing* in other industries has been just plain devastating to our industry.

We have said it before and we will say it again: Any retailing activity that takes money from the consumers' pocket is housing's competitor, whether it be automobiles, furniture, vacations, or color TV sets. The producers of these items are out there selling status, razzmatazz, sophistication, opulence, the good life, and more than a little sex. The only thing that will really sell or rent more new housing is professional marketing, and we as an industry must do a much better

marketing job to get the business out there waiting for us.

There are some dramatic dimensions to that business. For instance, 12 million households changed their place of residence this year, but only one in every ten of them bought or rented a new dwelling instead of an old one. Take a look at the incomes these households have: Latest figures put the average family income at \$7,300—more than twice as high as in 1951. In the last decade the number of families with incomes from \$7,000 to \$10,000 has more than doubled. And 25% of all U. S. households—almost 15 million families—now have incomes over \$10,000. (Incidentally, the proportion of families with incomes under \$5,000 has shrunk from 67% in the early 1950s to 38% in 1966.)

You can also add these considerations: Almost half the people in the U. S. were not born when Pearl Harbor was attacked, and the average age of all Americans by 1968 will be 25. These young people make up a fast growing sector of our market, and their attitudes toward housing are not the attitudes of an older generation. We all thought of a house as a homestead. But to the new—and highly mobile—generation, a house has become as disposable as most other possessions. Nevertheless, the new generation has definite housing requirements—primarily recreational amenities and freedom from maintenance chores. These are the young couples who race out on Friday night, jump into their new car, and take off for a weekend of skiing or surfing. They will pay for someone else to mow the lawn, prune the rose bushes, wash the windows, shovel the snow, and repaint the living room.

Clearly, there are buyers *with money* in the marketplace. Clearly, too, there is a great and growing shortage of the kind of housing these buyers want. They want not just housing per se but a way of life with a dwelling unit as part of the package. The sooner our industry capitalizes on this fact, the sooner our sales will catch up with basic demand.

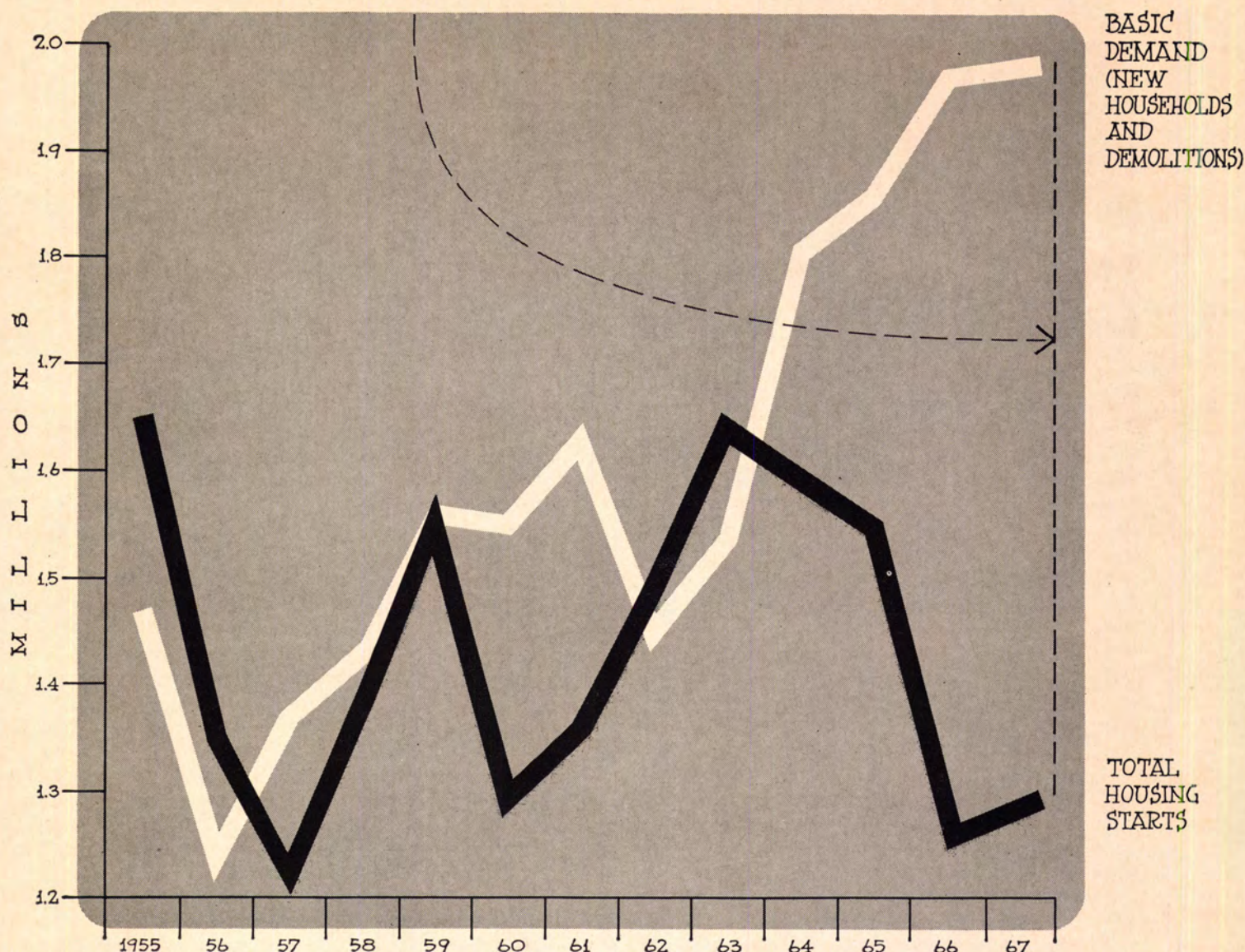
And don't forget that our big potential market is not just a sometime thing; it's going to be around for a long time. In the last quarter century we as an industry built almost as many housing units as were occupied in 1940—32 million built versus 34 million occupied. In the next quarter century we will again double our housing stock. In other words, our industry will build more than 60 million dwelling units. The question for you as a business man: Will you still be a part of the industry, or will you have passed up a great opportunity by not keeping your eye on the ball?

The name of the game is marketing, which means not only more-professional selling but also better planning, better design, and much better knowledge of your potential customers. Sic 'em.

—RICHARD W. O'NEILL



## A widening gap between housing production and demand



## Housing's 1967 market: the biggest

The housing market is making a dramatic turnabout which the din of this year's tight-money crisis has obscured.

As the graphs above show so clearly, tight money choked 1966 starts to about 1.25 million units just when a surge of demand hit the market.

Hence housing faces 1967 with a puzzling anomaly: Washington's forecasters are still concerned about overbuilding when the industry's problem is clearly erecting enough units for new households.

Worse, Washington's policymakers, by ordering an end to some fast-depreciation writeoffs on apartments, are, in effect, telling builders to postpone apartment starts in a year when new households will put extra strain on the apartment market.

This bifurcation shows up strikingly in the rapid filling of apartments. By mid-1966 national vacancy rates dropped below a normal 7% level for the first time since

1959. And even in recently overbuilt southern California, apartments are filling so quickly that vacancy rates are now falling by nearly 1% a month.

*The post-war baby crop—now heading altarward to create new households—is the biggest source of today's surging demand for new housing.*

The bumper baby harvest of 1946 and 1947, one million stronger than in the war years, is marking its 20th and 21st birthday, and a substantial portion is doing what comes naturally.

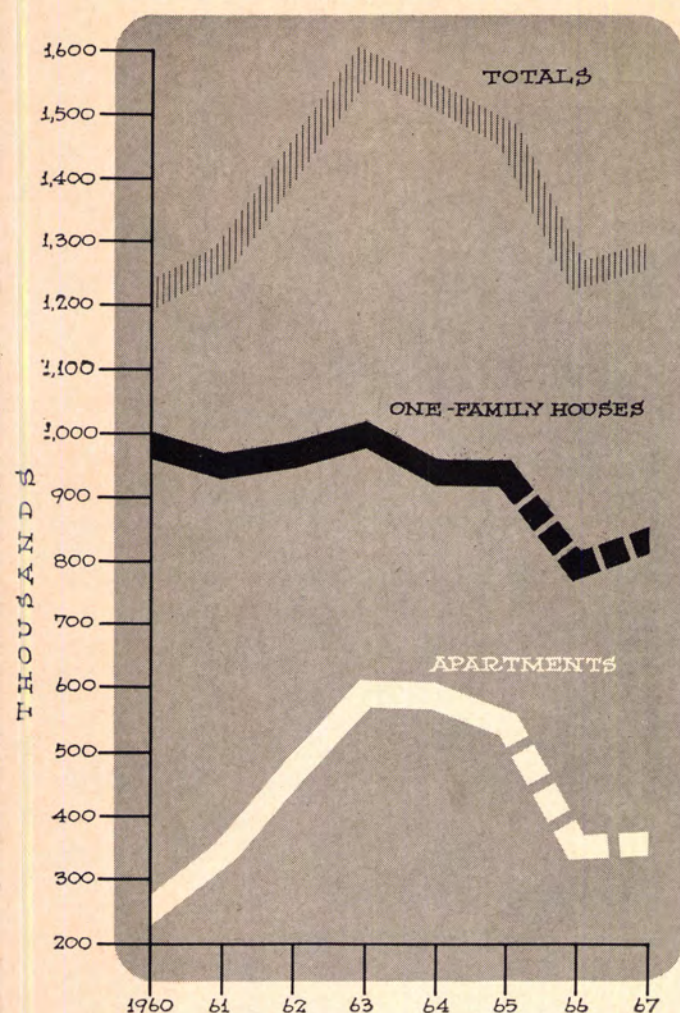
For apartment owners, the implications are heady. The Census Bureau's most conservative projection of household formations calls for a 10% jump to 951,000 in the year ending next July and for an annual addition of 1 million new households every year thereafter. Actually, household formations have been topping this conservative forecast by 50,000 to

**By George A. Christie**

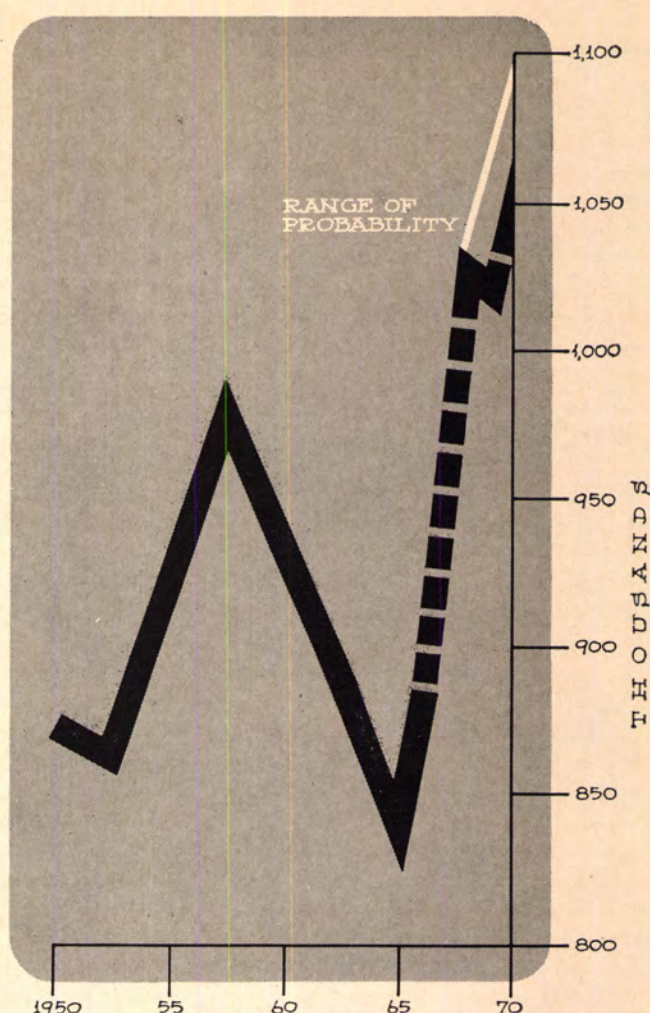
Chief economist and head of the economics staff of F. W. Dodge Co., division of McGraw-Hill Inc.



## A slight rise in starts



## A surge in household formations



# pent-up demand since World War II

100,000 yearly, and there is little reason to doubt that this upward buoyancy will continue.

Census projections also reveal that virtually all the increase in households between now and 1970 will take place among "primary families"—a husband and wife or a wife with children.

Until this year households made up of individuals living alone or in groups were the most dynamic force in housing demand. But in the next four years the rapid increase in these households—25% since 1960—will slow to a trickle.

The vast majority of young couples will set up housekeeping in apartments for the first half-dozen or so years of their married

lives, so by the end of 1967 the nation may well see a roaring apartment shortage unlike anything since that in World War II days.

A second big source of surging housing demand is the pace of demolitions. Through 1965 the nation was razing about 500,000 old and substandard dwellings a year to make way for expressways and urban renewal.

It is not clear yet whether this pace continued through 1966, but the important fact is that this rate would have to be stepped up to make appreciable progress in reducing the nation's slums.

The nation's revulsion at the plight of slum-dwellers will not permit a slow-down.

This year the Housing and Urban Development Dept. began giving local communities the first of \$85 million annually to enforce housing codes and demolish rotten dwellings. A full \$10 million is earmarked for demolition, and through August HUD had allocated \$5 million to let 21 cities begin outright demolition. These cities will add another \$2.5 million of their own, to begin leveling over 4,000 dilapidated structures, including a big chunk of low rental apartments. Indeed, FHA itself is now starting to demolish 750 foreclosed apartments (see p. 5) and no one is betting that demolition will diminish in coming years. And it could easily increase to 650,000 units yearly.

*But 1967's big question is how much pent-up demand builders can meet*

continued



## The immediate outlook: a rise in houses, a slight drop in apartments

While a bit more mortgage money will be forthcoming next year, credit will continue to be scarce, and the improvement in housing output will, at best, be small. In terms of housing units, the credit squeeze of 1966 precipitated a 15% drop from 1965 levels, and 1967's recovery—coming late in the year and slightly inhibited by the lack of fast depreciation writeoffs for apartments—is likely to recapture just a small part of that loss.

Private nonfarm starts will be up 2% to 1,300,000 units in 1967, but the proportion of one-family houses will be higher, reaching an estimated 850,000. This

higher proportion of single-family homes will boost residential building value by about 5% to \$19.65 billion.

The suspension of some methods of fast depreciation writeoffs during 1967 will keep apartment construction at 1966 levels. From 60% to 66% of apartment owners appear to have used some form of accelerated depreciation to increase cash flow. Congress has suspended two forms of fast writeoff—the double-declining balance and the sum-of-the-years digits systems—but let apartment builders continue to claim a modified form of fast writeoff, the 150% method (see p. 8).

The changed rules still won't induce builders to start many apartments prior to 1968, but there is no way to estimate the magnitude of the apartment drop in the coming year. In the absence of any clear trend, chances are that the number of units will decline slightly but that rising building costs will increase apartment building contracts by 2%.

Nonhousekeeping units—hotels, motels, dormitories—will continue to benefit from strong demand, and dollar volume will rise 7% in the coming year to \$1.6 billion.

Costs are expected to continue rising for residential builders.

## The economic climate: continuing competition for mortgage money

Tight credit conditions that dampened housing markets during the past year are but symptoms of a more fundamental problem facing the entire economy. The escalation of the war in Vietnam in mid-1965 triggered an all-out boom and the rapidly expanding military budget more than took up what little slack was still left in the economy.

Stresses and strains of excess demand began to appear. The unemployment rate broke the 4% barrier in January and stayed below that level; 1966 wage settlements proved very costly; and the Administration's wage-price guideposts burned to a cinder, especially in the construction industry.

The nation's basic economic policies shifted gears from mild stimulation to restraint of consumer and corporate demand. During most of 1966, monetary policy (or tight money) was the main restraint. September brought the first mild fiscal restraints of reduced government spending and suspension of two key incentives to business capital spending.

Next year government actions will have

even more to do with shaping the total economic environment.

Government spending, especially for Vietnam, will be a strongly expansionary force—unless some cease-fire is arranged. If it continues on its present course, the annual rate of defense spending will rise throughout 1967 at more than \$2 billion a quarter. There will be some offsetting reduction in nondefense spending but the pressure to maintain the financial momentum of Great Society programs will be strong.

Consumers will also add greatly to total demand in 1967 as the labor force reaps higher wages. A moderate hike in personal and corporate income taxes in the near future (most likely in early 1967) will hold the rise in disposable income within safer bounds. Even so, higher consumer spending will be a consistently buoyant force throughout the year.

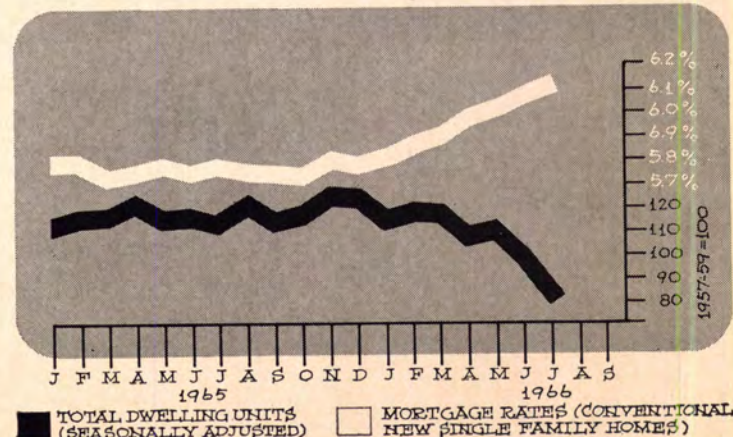
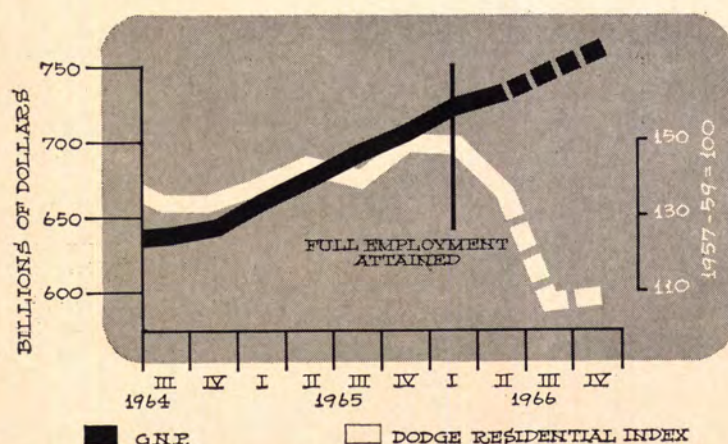
Business capital spending will also rise in 1967, but much less rapidly than in 1966. And in the latter half of the year—as the heaviest impact of the suspension of accelerated depreciation and the tax

credit is felt—the rate of capital spending will fall into a temporary decline.

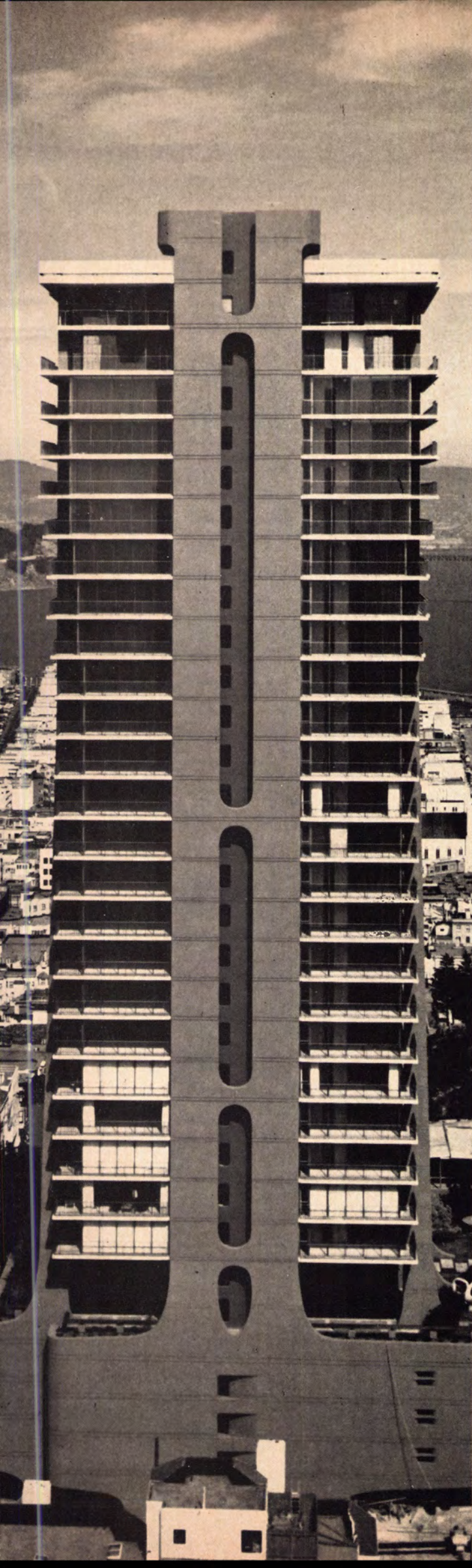
The combined impact of these demand forces leaves little hope of release from the present taut money conditions before the middle of next year at the earliest. So while a strong and growing need for housing already exists, the supply of homes and apartments will not begin to meet this need until there is a substantial improvement in availability of mortgage funds.

Even with the \$4.7 billion of FNMA aid and dividend ceilings to cool the battle for savings, the present excess demand for money in other sectors will not let the money market provide enough mortgage funds to meet the demand for new housing.

If more use is made of fiscal controls to deter demand—specifically, if corporate and personal income taxes are raised—it will be possible for the monetary authorities to permit a reasonable expansion in the supply of credit. Since a tax rise is highly probable, a gradual return of funds to the mortgage market and a slow but steady recovery in residential construction are in prospect for 1967.







## Why would a homebuilder tackle a high-rise building like this?

There are plenty of reasons, according to homebuilders who have done it.

"For the profit," says Janis Risbergs of General Builders. Two of his Florida high-rises yielded a \$1 million profit between them in their first year.

"For the tax shelter," says Daniel Schwartz of Perma-Bilt Enterprises. He is building two high-rise rental projects to ease the tax bite on his \$17-million homebuilding operation in northern California.

"To take advantage of the widest possible market," says Samuel Dattel of Memphis. In the last eight years he has added luxury high-rises—with rents up to \$550 a month—to his tract-house and garden-apartment operations.

"To stay ahead of the competition," says Herbert M. Rosenthal of Dunbar Builders. Just three years ago Dunbar pioneered low-rise condominiums in Chicago, and now the company is pioneering the high-rise condominium.

*Furthermore, experienced homebuilders have definite advantages over many heavy-construction firms and national syndicators—the companies that virtually monopolize the high-rise field. Specifically:*

The homebuilder knows his local market, and so can judge what type of high-rise project will be successful.

He knows what layouts and room sizes buyers want.

He is usually a first-class merchandiser.

He tends to build better quality into his apartments, and often includes custom-change options and workmanship guarantees.

He often has outside income from his houses and low-rise apartments to balance out the big initial costs of high rise.

He and his reputation are known to local officials—especially to zoning board members who must approve high-rise sites.

*But make no mistake; while the potential profits from high rise are big, so are the risks. Homebuilders can bounce back*

*continued*

**EICHLER/SUMMIT**, a 32-story high-rise in San Francisco, was built by Eichler Homes.



from a subdivision that never gets rolling; but one shaky high rise can cripple or bankrupt even an established builder. For example, Eichler Homes of California, for years a leading homebuilder, is currently in serious trouble (NEWS, p. 18) because it poured huge amounts of working capital into high rises like the one shown on page 91.

Perma-Bilt's Schwartz, who is building two FHA 207 high-rise structures, says a homebuilder shouldn't even consider high-rise unless he has both a pressing need for a tax shelter and joint venturers who are willing to keep the builder's capital investment to a minimum. And even so, says Schwartz, high-rise is treacherous. "Most homebuilders can't build anything but houses, and some of them fail just changing from a \$20,000 to a \$30,000 market. So how could they hope

to switch to high-rise and make a profit?"

The answer: They can't if they think of themselves as merely homebuilders. High-rise demands businessmen. And these businessmen must have the following:

1. *Management* to handle the planning, paperwork, and supervision of 500 units at once.
2. *Money* committed in million-dollar amounts.
3. *Merchandising* so good that the high rise can be largely sold out before it is completed.

A businessman-builder with all these prerequisites, plus some personal courage, faces a growing market. Right now, 20% of all multi-family units are in high-rise structures of four or more stories; in five years that percentage will jump to 30%—or 300,000 units.

## High-rise demands both mass-housing and heavy-construction experience

Most homebuilders who could even consider moving into high-rise have the basic management know-how that comes with producing 150 or more houses a year. But few home-builders have employees who understand heavy construction or who could learn it quickly enough. So the high-rise management team must be expanded to include this type of experience.

The biggest problem this management team must face is extended lead time—the period devoted to planning and construction before sales get rolling. A house subdivision may need a lead time of three months; a high-rise averages about 18 months. Furthermore, building a high-rise is like building a big subdivision on speculation and delaying sales until the last house is finished.

*There is only one way to deal with lead time: the tightest possible scheduling within the limits of financing and construction contracts.* The further ahead of schedule a building is, the greater its profit potential. Conversely, if the building falls too far behind schedule, the builder can go broke.

### The battle against lead time demands solid management

Homebuilders who have successfully moved into high-rise point to four basic requirements:

1. *The builder must be experienced in volume homebuilding.* Says Sam Dattel: "He should be used to a \$2-million annual volume. And the more years he has handled that volume, the better." Dattel adds that the builder should also have built a few hundred low-rise rental units because they 1) give him a taste of the rental market, and 2) help him build up equity and steady cash flow. During the ten years before Dattel moved into high-rise, he averaged about 175 houses a year and built 1,400 rental units.

2. *The builder must know how to delegate authority.* Even today, some giant homebuilders run a one-man show. "But

the size of a high-rise operation demands delegation," says Louis R. Silverman, a Dunbar vice president. "No one man can handle the necessary expansion. For example, when we began building high-rise our staff doubled to 30 persons, we began building in a wider geographical area, and we began planning two and three projects at the same time."

Dattel, with a much smaller operation, nevertheless delegated the operation of his three main interests to subordinates. One man is in charge of all low- and high-rise rentals, a second is in charge of building houses (about 100 a year) and garden apartments, and a third supervises all high-rise construction. Dattel is thus free to attend to the high-rise builder's basic concerns: finding good locations and getting financing.

3. *The builder must be able to handle reams of paperwork.* And that usually means a more refined organization. Even though Dunbar had been a homebuilder for 18 years when it started on high rise, it hired consultants to review and revamp some departments. As a result, an operations manual that includes company procedures and policies was written for the first time.

Says Dunbar President Herb Rosenthal: "We think we could build anything now. In fact, we plan to expand both our low- and high-rise operations at the same time."

4. *The builder must be able to keep a working balance between high-rise and his other building operations.* The cash flow from house sales and low-rise rentals can help carry the builder through the high-rise lead time. But the right balance is hard to come by. "Something has to suffer," says Builder Schwartz, who tends to give his high-rise work a lower priority than his profitable house building.

Dunbar temporarily abandoned its low-rise operation as it moved to high-rise, but is now thinking about renewing it.

And General Builders, which also seems

to have leaned too far toward high-rise, is now starting a land development in Atlanta. "We neglected homebuilding, our bread and butter," says one executive.

Lack of such balance is what got Eichler Homes into trouble (*see p. 18*). The company concentrated on building five high-rises in three years, and the resulting neglect of its house-building program eventually cut cash flow down to a dangerous level.

### It takes top construction supervision to bring a high-rise in on schedule

Most homebuilders agree that it is hard to overestimate a supervisor's contribution to a high-rise building. Because the homebuilder is new to high-rise he must rely heavily on his supervisor's judgment on critical matters like cost estimates, subcontractor negotiations, and even the construction schedule itself. So it is essential to find the right supervisor at the beginning and to motivate him to treat the project as if it were his own.

"I lost six months because the two supervisors I hired didn't work out," says Schwartz. "It took me that long to realize that the right decisions were not being made." Schwartz abandoned the construction department he had created and put the whole job out on bid. The new general contractor will draw a 5% profit, but Schwartz estimates his overhead would have reached a comparable 4% had he built the project himself.

Dunbar Builders ran into a motivation problem on one early project. Although a technically competent job superintendent was hired, says Vice President Silverman, the project progressed poorly. "The superintendent got the same salary whether the schedule was met or not," says Silverman. "We weren't getting enough extra effort." Dunbar has had more success hiring a general contractor at a fixed fee. The contractor fights to keep on schedule because he loses money if the project comes

*continued*



## Samuel Dattel: a suburban homebuilder who believes in the future of high-rise

Snider Photographs



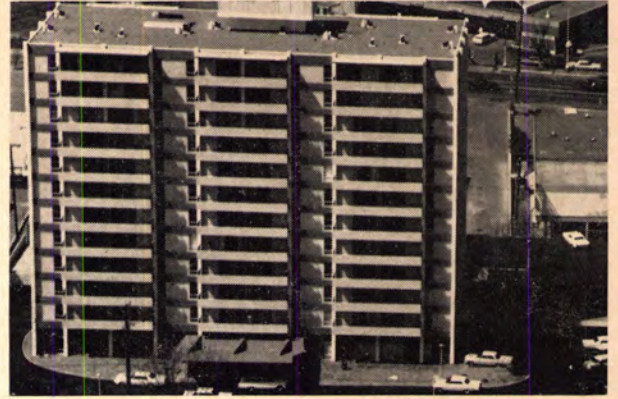
**TYPICAL HOUSE** (bottom) sold for \$15,000. Garden apartments (top) rent from \$200.

It seemed that Sam Dattel's future would always be in the Memphis suburbs, where in 10 years he built 1,700 houses and 1,400 garden-apartment units.

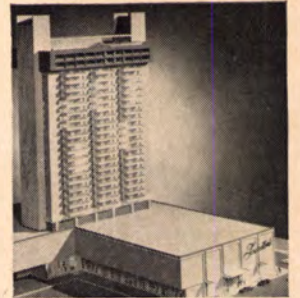
But by 1960, soaring land costs forced him to diversify to gas stations, small stores, and post offices.

Then in 1962, Dattel found an ideal suburban site next to a school, shopping center, and country club. The problem: The land was too expensive for low-rise housing. The solution: a 10-story suburban high-rise, which was an instant success. And so was the second one he built next door (top right).

After this, Dattel was ready for downtown. His 22-story apartment tower on top of a City Stores' department store will be completed early in 1968 (bottom right). Says Dattel: "I don't know why people want to live on top of each other. But I know they do."

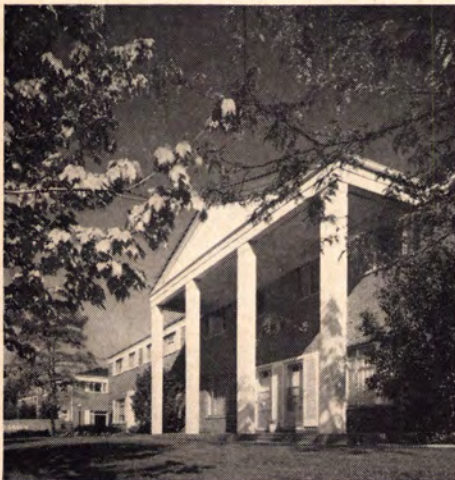


API Photographers



**SUBURBAN HIGH-RISE** (top), built in 1965, was instant success. Now Dattel is building a 22-story apartment tower on top of a department store in downtown Memphis. Model of the project is at right.

## Dunbar Builders: a downtown homebuilder that turned to high-rise condominiums



**TOWNHOUSE UNITS** were phased out by Dunbar in 1963 after first high-rise success.

The move to high-rise began in 1960 when Dunbar ran out of 125 x 200 ft. lots for its two-story cooperatives. Because Chicago frowns on taller co-ops, Dunbar built 300 townhouses (left) on odd-shaped lots—but the company soon ran out of those lots too.

In 1962, Dunbar President Herbert M. Rosenthal came home from Puerto Rico with a new idea: condominiums. Dunbar pioneered the individual ownership concept in a low-rise in 1963. Other builders jumped on the bandwagon, so to get a step ahead, Dunbar switched to high-rise condominiums (right), which Chicago has accepted enthusiastically.



**FIRST HIGH-RISE** built by Dunbar is sold out. Building's twin, to be completed soon, has 220 of its 226 units sold.



**SALES CENTER** was built at foot of first high-rise to help presell units. It included three furnished model apartments and a sales room.



**HIGH-RISE MODEL APARTMENT**, key part of Dunbar's merchandising, is attractively furnished. Early low-rise models were less elaborate.



in late. (Dunbar's own man supervises construction quality.)

Says Dunbar's Rosenthal: "We can do

it either way now—hire a general contractor or act as the general ourselves."

Dattel, on the other hand, pays his

supervisor a high salary plus bonuses, gets excellent work from him, and saves most of the general contractor's 5% fee.

## High-rise demands cash—but neither too little nor too much

The danger in having too little cash is obvious: The builder may not be able to weather the six months or so between the start of planning and the first construction-loan payment. But the builder with too much of his own cash tied up in a high rise is flirting with danger, too. The reason: If the high-rise falters, he won't have enough money left to bail himself out with another new project.

Just what is the right amount of front money? According to Builder Dattel, it's 15% to 20%. So for a high-rise estimated to eventually cost \$2 million, the builder should start with at least \$300,000. Most of this money will be spent before construction starts, and it will go into two areas:

1. *Land.* The site must be in an ideal location, near shopping, downtown jobs, and if possible, a recreation attraction such as a lake. Obviously, such sites are expensive.

"That kind of land isn't sold by the acre," says Dattel. "I've paid from \$1.50 a sq. ft. for land on the outskirts of Memphis to \$22 a sq. ft. for downtown land."

"You don't get any pay-as-you-catch-me deals either," says General Builders' Risbergs. "In fact, the seller often demands all cash."

"There are few bargains on downtown sites," says Dunbar's Rosenthal. His company used to pay an average of \$10 a sq. ft., but its last purchase, a 200x120-ft. site in the heart of Chicago, cost \$1.8 million—\$75 a sq. ft.

Sometimes land comes with a hidden but expensive problem: neighborhood opposition to high-rise. In areas that are just changing from residential to commercial, an impending high-rise is sure to set off a series of protests to local politicians.

Dunbar Builders finally gave up on one lake-front site after fighting for it with the resident-aroused Chicago Park dept. for six months. Rosenthal says the squabble, plus the wasted planning, cost his company a year's work. Such a loss

could have driven a less stable company into bankruptcy.

2. *Design.* General Builders' Risbergs says architects' fees on a high-rise can easily reach \$50,000 for completed plans and specifications. And changes can conceivably double that initial fee. For example, Risbergs and New York Architects Liebman & Liebman have worked for a year on plan variations for a pair of buildings in Ft. Lauderdale, Fla. But he considers the time and money well spent because it will pay off in quick sales later.

### Homebuilders must find new sources for their high-rise financing

Their favorite sources for houses and low-rise—savings and loan associations and FHA—are not often suitable for high-rise. Here's why:

S&Ls are reluctant to finance high-rise says an S&L League spokesman, because 1) high-rise involves too big a risk for all but the most heavily capitalized S&Ls, and 2) by law, only 20% of an S&L's resources can be invested in high-rise and other big-money projects such as medical buildings and motels. Everything else being equal, an S&L will bet on less-risky motels every time. And even when S&Ls have money available, they tend to shy away from homebuilders who lack high-rise experience.

FHA financing is more readily available, especially in today's tight-money market, but it has drawbacks. FHA is best suited to middle-income rental projects in marginal areas. Builders looking for quick profits generally avoid FHA because 1) the agency won't back a mortgage for a luxury project, and 2) it imposes profit ceilings (General Builders had to share profits with tenants in one building).

Condominiums are even tougher because FHA rules say that if a project isn't substantially sold out within a specified period, it must be turned into a rental project. And these sales quotas are so high that there's a good chance they can't be met.

The S&Ls' attitude towards condomin-

ium is simple if not encouraging: They consider the concept too new to finance.

*Insurance companies are the biggest single source of high-rise financing.* They have lots of money to invest, even in a tight market, and they like high-rise because it offers a big yield from just one project and gets that yield with a minimum of paperwork. So insurance-company representatives are sometimes willing to work with the builder by insuring a loan or even by joint venturing.

But there's a catch. Insurance-company loans are limited by law to about 70% of valuation. Furthermore, the companies habitually put the builder and his plan under close scrutiny, and if there is any doubt about feasibility, no money is loaned. For example, insurance companies will turn down projects planned for an area that has a history of failures. On the other hand, if a homebuilder can get an insurance-company loan for a high-rise, he can feel certain his plan is sound.

Because insurance-company loans are limited to 70% of equity, builders who want to hold down their cash investment must seek second loans. Dattel, for example, favors going to manufacturers.

"That's how I was able to keep my personal investment at 15% in my first two high-rise buildings," he says. He took the loans with Westinghouse Credit Corp., a division of Westinghouse. (The bulk of Dattel's high-rise financing came from Metropolitan Life, which backed many of his earlier garden apartments.)

Schwartz of Perma-Bilt got his high-rise loans via a joint venture with local businessmen who, like himself, were looking for long-term tax losses. "Actually," he says, "the doctors and dentists get more personal benefit from the projects than I do."

General Builders has made a habit of buying package deals—including the site, a plan, and a financing commitment—which the original backers want to abandon for one reason or another. If there is ever a bargain at all in high-rise, a good package deal is it. But the seller almost always wants a lot of cash.

## High-rise demands merchandising that sells hundreds of units quickly

The need for speed is due to the fantastic financial pressure on a high-rise. For every month a typical completed unit remains vacant, the builder loses \$100; if a building isn't 85% occupied after six months,

a builder's profits may be gone.

Those gloomy statistics explain why high-rise builders must put heavy emphasis on merchandising. And it is here that homebuilders enjoy a great advantage over

most syndicators and heavy-construction companies. Selling is the life blood of tract housing, and it isn't surprising that the homebuilders now building high-rise have taught the so-called "heavy construction

*continued*



## General Builders: a giant housing company that now specializes in luxury high-rise

Photos: Bruno Rozitis



**HOUSES AND APARTMENTS** were built in New York area.

The driving force behind General Builders is Janis Risbergs, a Latvian refugee who landed in America in 1947 with \$3 in his pocket. In rapid succession, Risbergs became a piece-work carpenter, a subcontractor with 500 employees, a tract-house builder, a gypsum board magnate, and then the man who turned General Builders—a faltering building-supply company—into a national housing giant.

Risbergs started building in the New York area in 1958, and his jobs included both low- and high-rise projects in New York City and a 3000-house subdivision on Long Island.

Then in 1962, looking for more profit—and more challenge—Risbergs pioneered high-rise condominium in Fort Lauderdale.

Today, General Builders is building homes, low-, and high-rise in New York, a community development in Atlanta, and its Florida high rises. The company's volume is expected to top the \$15-million reported for 1965.

Brown's Aerial Photography



**FLORIDA CONDOMINIUM** in Fort Lauderdale, called Sky Harbor East produced \$500,000 profit. The 16-story building was completed in 1963.

## Perma-Bilt Enterprises: a successful builder that moved reluctantly to high-rise

Photos: Darrow M. Watt



**PERMA-BILT HOME** has 2,200 sq. ft. Price: About \$30,000.

Daniel Schwartz, president of Perma-Bilt, sometimes thinks he has been too successful for his own good. Since 1952 he has built 10,000 houses in five counties near San Francisco (*top left*), plus 800 garden-apartment units. His production has climbed to 600 houses a year or a volume of \$17 million. But his corporate income tax has soared too.

So with misgivings ("What does a homebuilder know about high-rise?"), Schwartz decided in 1964 to build a high-rise for tax shelter. To keep his own capital free for homebuilding, he formed a joint venture with local businessmen. They supply the investment, and he supplies the tax loss. He just completed a 14-story structure (*right*), and is now building a 26-story project in Oakland.

Photos: Ricco-Mazzuchi



**SAN FRANCISCO HIGH-RISE** called Jackson Towers, cost \$2.5 million. The 14-story building, financed by FHA, has 85 units. Rents: \$200 to \$400.



**FURNISHED APARTMENT MODEL** is strikingly similar to model in Perma-Bilt's house. Apartment furniture has a more expensive look.



pros" some lessons in the art of merchandising.

### **Good market research can minimize the risk in a high-rise project**

And as most homebuilders know, research data can be culled from a wide variety of sources. Case in point is General Builders' Point of Americas, a project soon to be built in Fort Lauderdale, Fla.

Early in 1965, Janis Risbergs acquired an ideal, ocean-front site with water on three sides. There was enough room on the eight-acre parcel for 550 condominium units in four or more 18-story buildings. Risbergs decided to aim at the super-luxury market with prices ranging from \$50,000 to \$100,000.

Working from past experience in the Fort Lauderdale market, Architects Harold and Norman Liebman proposed that the project be changed to two buildings—one of 20 stories and one of 30—to provide more open space. And they proposed short, separated corridors in each building instead of the building-long corridors usually put in high-rises.

Next, Risbergs' salesmen were questioned, and on their recommendation the size of the proposed apartments was increased, and layouts were varied.

In August, after six months of planning, two more sources of market data became available. Risbergs set up a sales center, equipped with building sketches and tentative floor plans, on the site. And at almost the same time, a nearby Risbergs' project with lower-priced units (\$35,000) opened and scored an instant success. Salesmen from both the sales center and the new building filed market reports, and on the strength of those reports, Risbergs decided to 1) scale down prices at Point of Americas to from \$35,000 to \$60,000, 2) put two or three more units on each floor to increase layout variety (to accomplish this, the buildings were made lower and wider), and 3) build fewer three-bedroom units and more one- and two-bedroom units.

Finally, as tight money got tighter, the site plan was refined so half the property could be sold as an undeveloped parcel if the market warranted it.

### **It takes preselling to fill up a high-rise the day it's finished**

And no company does a better job of preselling than Dunbar Builders. Dunbar developed its technique in the low-rise market; the company used to reserve one model apartment in each occupied low-rise to help presell the next building.

Here is Vice President Lou Silverman's advice on preselling high-rise:

1. *Put up a model building on the site.* This allows sales to begin months before an apartment model can be opened in the main building; and prospects can go

through model units without having to climb over messy construction work. Dunbar's one-story model building at Thorn-dale Beach (*photo, p. 93*) had three furnished units, a display area featuring pictures of the adjoining lake, and a private sales room.

2. *Create a preview atmosphere.* Instead of mailing bland announcements of a new project, Dunbar likes to send up to 20,000 engraved invitations to prospective buyers. The invitations announce that this is a preview showing, and the project will not be opened to the general public until later.

"We make the first few thousand who come feel wanted," says Silverman.

3. *Go heavy on the advertising.* In Chicago's very competitive high-rise market, Dunbar keeps a public relations and ad agency busy turning out display ads. "We try to grab the market by the nape of the neck," says Silverman.

4. *Make long-term friends.* Referrals and an active prospect list form the backbone of a good preselling program. Dunbar sales managers tell beginning salesmen that the company's operation will be around for years, so buyers shouldn't be pressured for a quick sale. Active prospects left over from one building are often invited to the preview of the next high-rise. And above all, salesmen try to find out what each customer wants, because buyer preferences are collected and tabulated to help Dunbar plan future units.

(Because Dunbar demands low-pressure salesmanship, its sales managers prefer to train their own men rather than hire experienced salesmen who may already have high-pressure habits.)

### **Luxury extras are as important to high-rise as they are to houses**

For example, here are the amenities Risbergs plans for Point of Americas:

1. The 23- and 31-story buildings will be sited so nearly every unit will have an ocean view.

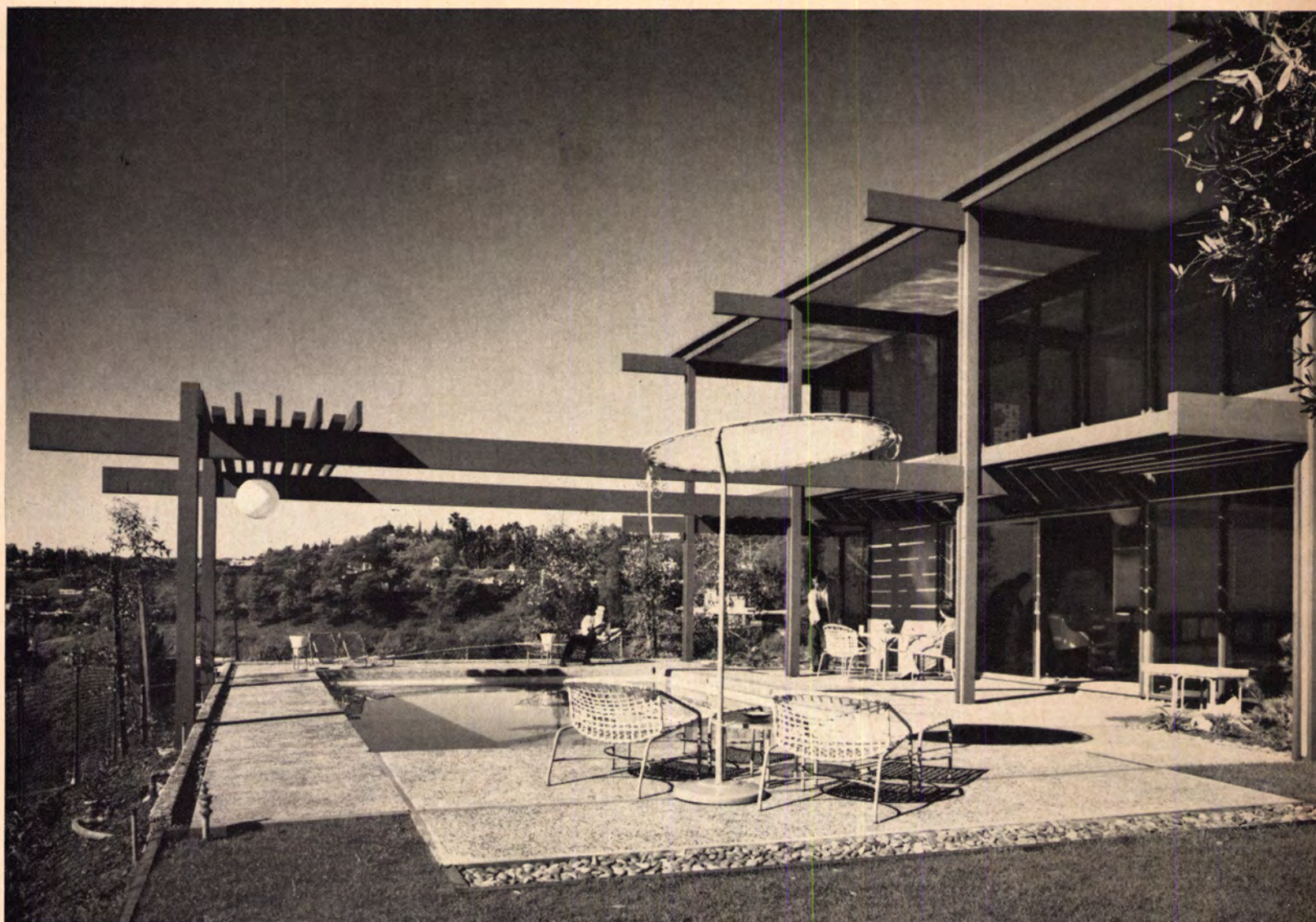
2. Parking for about 800 cars will be provided either underground or well out of sight of living areas.

3. A pedestrian deck with both outdoor and indoor swimming pools will be built above the parking level.

4. The ground floor of the second building will feature a meeting lounge and card room, cocktail lounge, snack bar and restaurant.

Other homebuilders provide extra amenities in their high-rises too. Both Schwartz of Perma-Bilt and Rosenthal of Dunbar are building on lake-front sites. Schwartz's building will include a sauna, and Dunbar's will have an indoor swimming pool. In another building, Dunbar will offer custom changes in each unit. And Dattel features maid service in all his buildings.





**CUSTOM HOUSE** in Beverly Hills, Calif., was designed by Buff, Straub & Hensman and built by Al Homer. Plans and additional pictures are shown on p. 99.

## Why would a custom builder want to take on a difficult contemporary house like this?

Most custom builders wouldn't. Contemporary design can be hard to estimate, hard to build, and hard to supervise.

But just because most builders avoid such houses, a few specialized contractors have created very successful businesses, which require little capital and are relatively immune to the booms and busts of small-scale speculative building. And almost every architect says there is need for more builders who can bid and build quality contemporary houses.

It's not a huge market. Custom houses are only a small percentage of housing's volume, and not all of them are contemporary. But in areas like Los Angeles, San Francisco, Seattle, and parts of Florida, hundreds of architects are designing non-traditional houses. University towns and upper-

income suburbs are getting more and more contemporary design. And everywhere in the country, architects' own houses reflect the design they preach.

Studies of three builders who are taking advantage of this market are shown on the following six pages. Their operations are very different, but the men themselves have two attributes in common:

1. They have the technical ability to understand and oversee the complexities that usually go into a custom contemporary, and . . .

2. They take pride in their ability to translate the most difficult design into houses of outstanding quality.

*For a look at their operations and at some of the houses they build, turn the page.*

*continued*





*Al Homer, 42, of Beverly Hills, Calif., has been a home-builder since 1953. He does only residential work (new construction or major remodeling), and will bid only on architect-designed houses. While he has never worked at any building trade, he is a graduate mechanical engineer. His annual custom-house volume—\$300,000 to \$400,000—convinces him that . . .*

## 'You can specialize in contemporary if your market area is big enough'

Los Angeles is just such a market. Hundreds of architects there do custom residential work, and their clients strongly prefer contemporary. Homer is getting just about all the work he can handle in his market; he has built custom houses for seven different architectural firms, and his current volume is between eight and ten houses a year, plus a few expensive (over \$10,000) remodelings. But he says . . .

### 'It isn't easy to break into the contemporary-house market'

Homer thinks the best way a builder can show his skills on the architect-designed custom house is to begin by bidding on additions or remodeling jobs. Few contractors like this work, and architects welcome the builder who will try. Says Homer: "Break your neck doing this first job right. If you do a good job, the office will let you bid all their work. But architects are unforgiving. If one job goes sour, they will never call you again."

This need for top quality must be passed on to the builder's subs. If necessary, they must be willing to come back and re-do work to the architect's or client's satisfaction. Homer takes bids only from subs he has used before or who have been recommended by "an architect who knows the difference between good and bad."

Once the job starts, change orders are the biggest threat to the builder's profit. So Homer demands that the architect approve all changes, then bills for them the very same day. He thinks he has lost more money by not collecting for changes than through any other mistake, and the prime reason is delay in billing.

Accurate estimating is also a critical factor in getting into this market. Homer warns against both overbidding for fear of unfamiliar details and underbidding through the common mistake of not in-

cluding all covered space (garages, carports, walkways, and all overhangs) in the estimate. The first will lose the job; the second will break the builder.

On big jobs, Homer considers the time he must spend making estimates part of the risk of bidding. But on small jobs, he charges a fee for doing an estimate; he finds he must earn \$20 to \$25 an hour for all his productive time to make a decent annual wage. And he also says this about bidding small jobs:

"Put in the full profit you need. If this makes the price too high for the client, let the job go." He often turns these little jobs over to his subs.

Whether a job is large or small, Homer says . . .

### 'The biggest bidding problem is a heavily detailed design'

He remarks — only half humorously — that the way to figure the cost of a house is to multiply the number of drawing pages by \$5,000: "As soon as subs see pages and pages of details, they raise their bids."

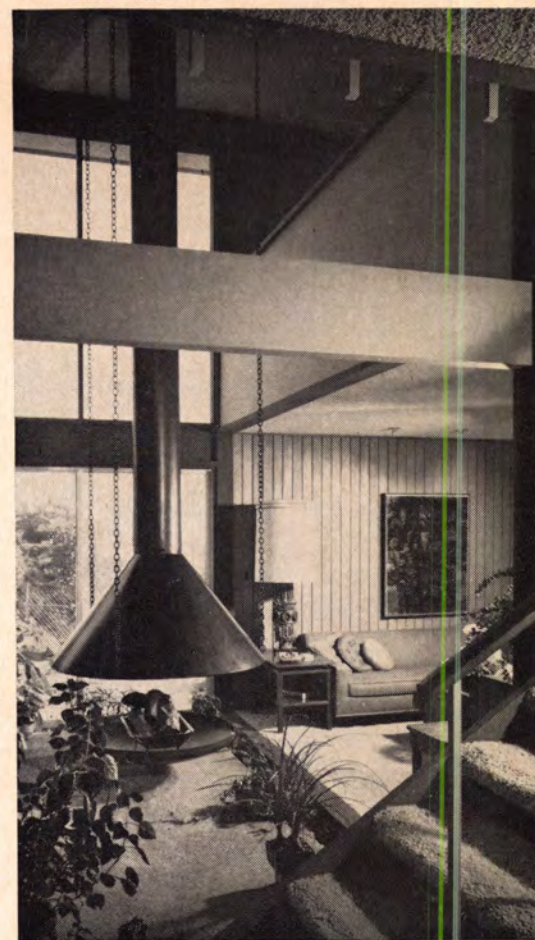
This problem would be eased, Homer thinks, if architects would call him in during the early design stages.

"If I am called in before the plans are drawn," he says, "I can guarantee that the house will come in on budget." He thinks architects don't call in a contractor because they fear incurring an obligation to give him the job.

When he has understood the general complexity of an architect's details, Homer is able to provide a rough per-square-foot estimate on the plan. If this estimate is within the budget, he calls in the major subs and does his own materials take-off. When he has determined actual costs, he adds 3% to 5% for contingencies ("There are *always* contingencies"), 2% to 3% for overhead, and 10% profit.

## An open house of wood

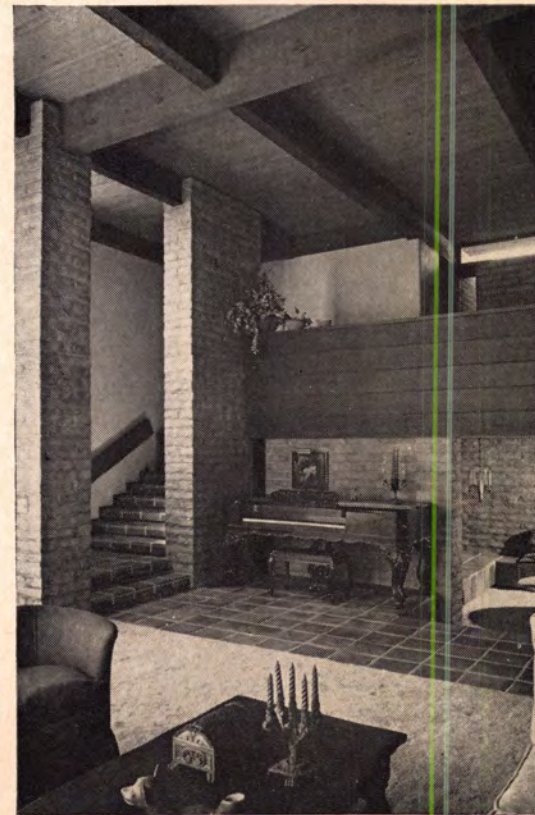
Photos: Julius Shulman



**DRAMATIC FIREPLACE** facing main entry is hung by chains from roof beams.

## An open house of masonry

Photos: Ernest Braun

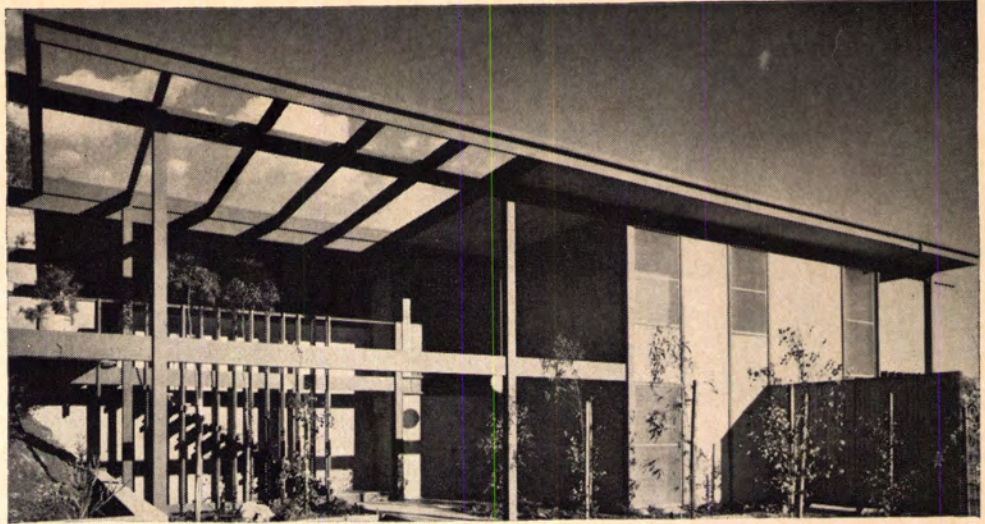


**MASSIVE BEAMS** and handsome Mexican tile add to the house's Spanish flavor.





**BALCONY BEDROOM** is open on both sides to two-story space in living and dining areas.

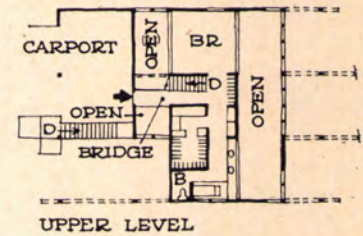
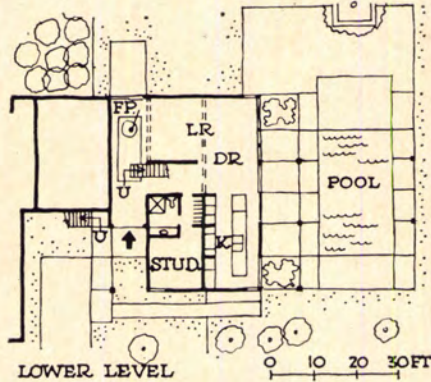


**MAIN ENTRY** is at lower level, but owners can go across bridge directly from garage to bedroom-

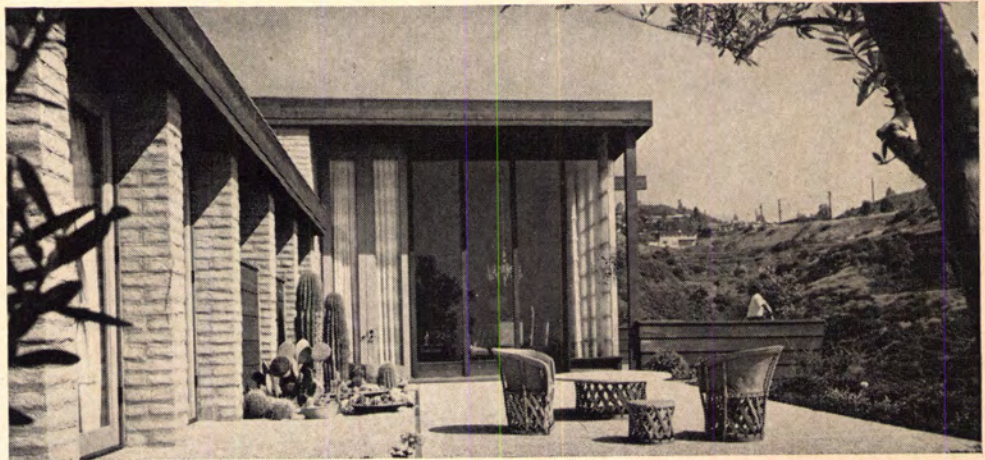
bath suite (see plan below). Architects: Buff, Straub, & Hensman.



**LIVING AREA** has low ceiling to amplify the effect of the two-story space (above).

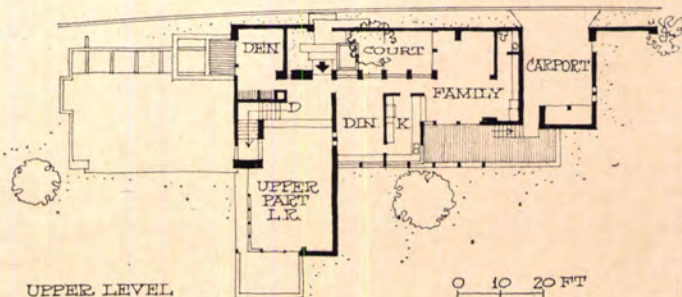
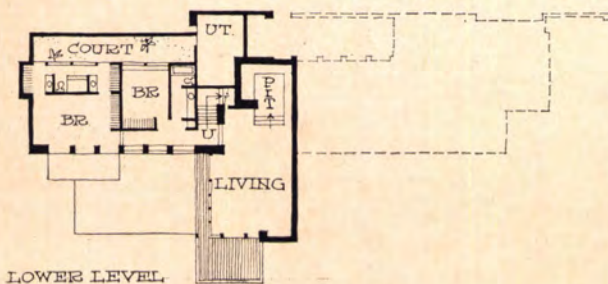


**WINDOW CORNER** of living room has two-story glass opening 180° to the view.



**SUN TERRACE** on lower level (see plan below) is perched over a steep hillside that falls away

to a canyon 200 ft. below. Architects: Donald Peart & Associates, AIA.







*Waldo Berger, 44, of Cedar Rapids, Iowa, has had his own contracting business for ten years. His annual volume of about \$250,000 includes commercial building, remodeling, and insurance repair work. And he had 60 different jobs in the first eight months of this year. Where do custom houses come in? Says Berger . . .*

## 'In a small city, contemporary houses can be the heart of your business'

Berger's business has ranged from an \$80 storm-repair job to an \$80,000 title-company office building. But he counts on contemporary custom houses to build his reputation—and his volume. Four of his houses have won design awards for their architects. "And," says Berger, "these award-winning houses have brought me many other building opportunities. The proof that I can carry out the very best in design helps me in every job I bid."

For instance, Berger is beginning to be called in to bid larger commercial jobs. And as soon as his growing capital builds up his bonding capacity, he expects to bid on such projects.

There are only six architectural firms in town, and Cedar Rapids is small enough so that Berger usually knows what is on the drawing boards and can ask for a chance to bid. He keeps in touch with local insurance adjusters, and, as a member of the school board, he is well-known in building circles.

### Top quality contemporary demands first-class mechanics

Berger agrees with Al Homer that there are not enough building mechanics who can do good work. He knows most of the 700 carpenters in Cedar Rapids, and says, "I have the ones I want." Berger has one super and six carpenters on his payroll but can use his men on different trades, depending on where and what the job is. For example: When a recent cement delivery found no union finisher available, Berger and his men pitched in and finished the slab.

Carpentry is critical because the ratio of labor costs to materials costs is higher in custom houses than in built-for-sale houses, and a high percentage of this labor goes into finish carpentry. Furthermore, while finish carpentry in a tract house

averages only one-third of framing costs, in a custom contemporary it may be as much as 50% more than the framing.

### Scheduling and subcontractors are Berger's biggest headaches

And they are the chief reason why it normally takes five months to complete a house. If a sub doesn't show up on a promised day, Berger may be set back more than a week because the trades that follow get thrown off schedule, too. So he tries to take bids only from subs who will tell him in advance when they can or can't make a promised date.

Because the builder can't pass the buck for poor work, he must pick subs who can produce the quality demanded. Says Berger: "Whenever a client or architect demands that we take a certain sub or supplier, I will not take responsibility for his work. I often tell people that I know they can buy work cheaper, but it won't be of the quality they want. If I pick the subs, I'll stand behind them completely."

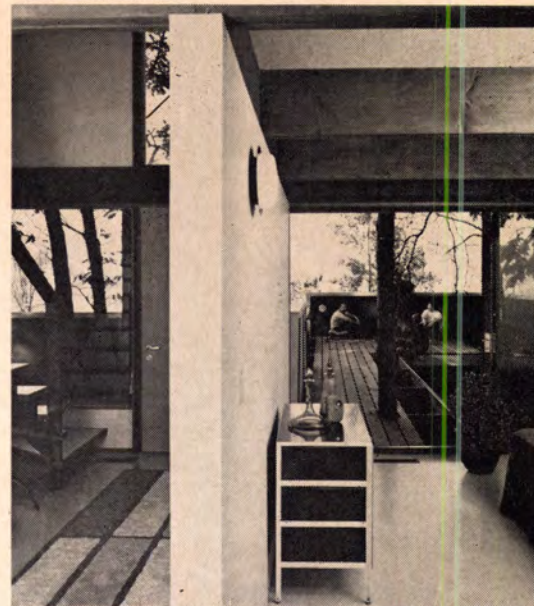
Berger likes working with top architects, not only for the prestige of being associated with their attention-getting houses, but because of the architect's role as a buffer between the builder and client.

But he thinks many architects would benefit from more experience in the field to learn the limitations of materials and mechanics and the difficulties of accomplishing a desired esthetic effect. He says: "If a detail is important to the architect's design, and if he knows how much it will cost and is willing to pay for it, fine. But if it is not critical, it may not be worth the extra cost."

One added point: Berger thinks contractors should get more sets of plans. Too often, one sub is held up for lack of a set that might be lying unused in another office.

## A compact hillside house

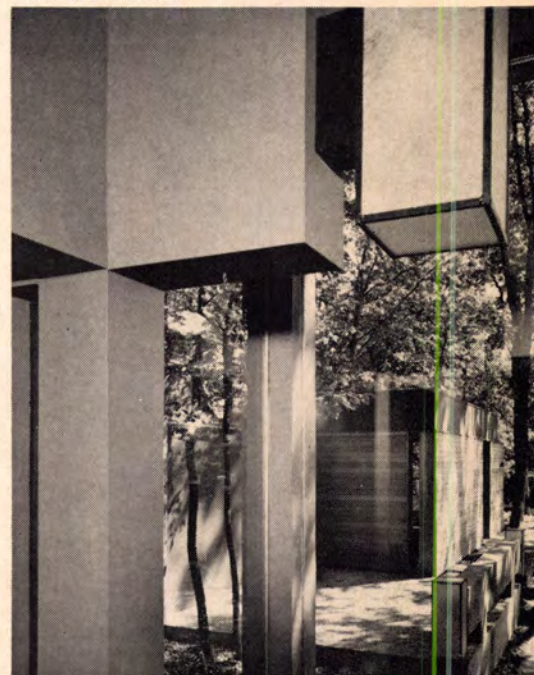
Photos: Julius Shulman



**HARD EDGES** and unconcealed joints demand precise carpentry and drywall work.

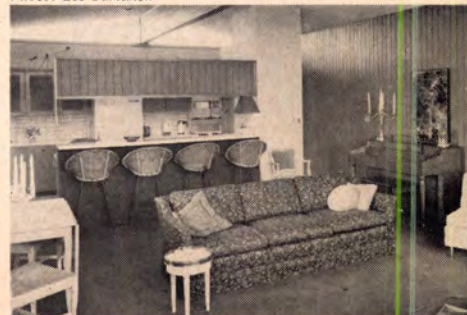
## A flat-roofed two-story

Photos: Julius Shulman



**CLEAN DETAIL** lets glass into wood column. Light fixture (top) was designed by architects.

Photo: Les Burianek



**OPEN KITCHEN** is part of single large living area. Walls echo exterior siding (photo right).

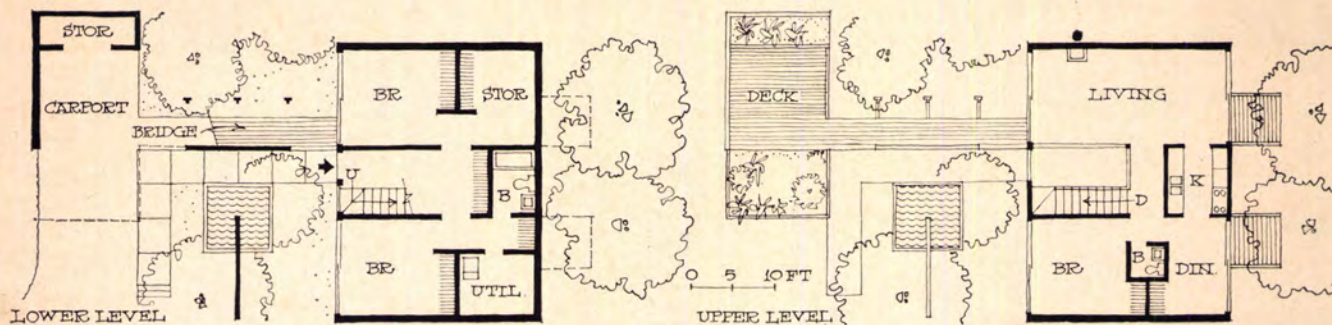




**OPEN PLANNING** and absence of unnecessary moldings are hallmarks of contemporary design.



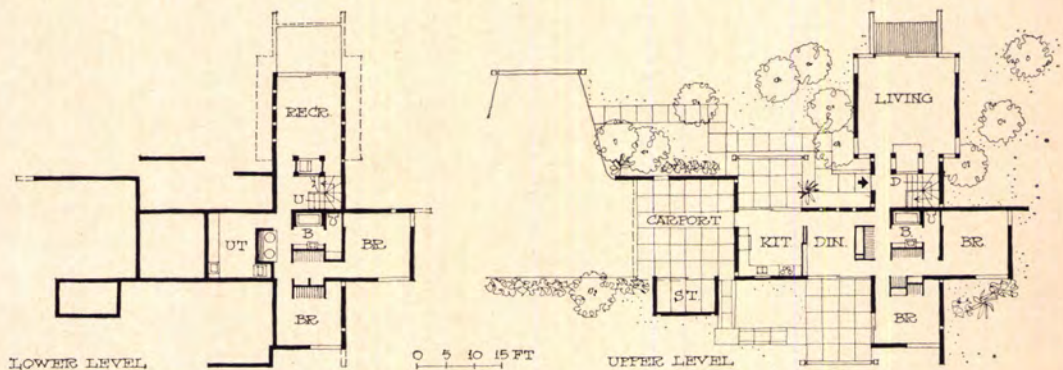
**AWARD-WINNING HOUSE** is by Architects Crites & McConnell (as is house below). It was built for \$17,500 on a steep, by-passed lot on a street of standard split-level houses.



**CORNER WINDOWS** with fixed glass over awning sash, run from freize boards to box trim.

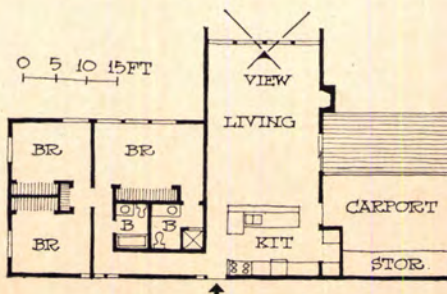


**REAR ELEVATION** is tied together by heavy freize and horizontal cedar siding.



**ARCHITECT INFLUENCE** is apparent in house Berger designed and built for a customer.

### Even in his own houses, Berger prefers contemporary



This house was designed by Berger himself, and it reflects his personal preference for contemporary design. Berger has also build and sold 14 contemporary spec houses, using them chiefly as fill-in work for his crews between custom jobs. But this intermittent operation threw labor costs out of line, so Berger made little on the houses.





*Leslie Lowey, 54, of Great Neck, N.Y., wears more hats than Stetson. He is an engineer, teacher, materials distributor, appraiser, custom consultant, and—almost as a sideline—a customer builder who specializes in contemporary design. But, sideline or not, Lowey's two or three houses a year give him an annual volume of about \$150,000, convincing him that. . .*

## 'You can make a good living out of just two or three houses a year'

Lowey's low volume is a matter of preference rather than limited demand; he could take on other jobs if he wanted them. The important point is that while building takes up a minor portion of Lowey's time, it accounts for a major portion of his income. And by following the principles behind Lowey's operation, other builders with the proper qualifications should be able to make a very comfortable income out of a relatively small custom business.

### **Low volume means the builder must handle all of his own overhead**

This is, in fact, the key to Lowey's success. To his contract costs, he normally adds 10% for profit and 10% for overhead; so, in effect, his income is 20% of the contract price. This markup doesn't put him in a competitive squeeze because other builders, fearing the unfamiliarities of contemporary design, generally throw in big percentages for contingencies.

But the custom builder who takes on all of his own overhead must meet two definite qualifications:

1. He must have a good technical background in construction so he can bid accurately. Traditional houses are relatively easy to bid because their structure is simple and standardized; contemporary houses are often complex and unusual, hence difficult to estimate. Lowey enjoys an advantage in this respect because he is a professional engineer. (But this particular qualification can also be a disadvantage. Lowey has found that because of his engineering and design background, some architects resent his suggestions, especially when the client has solicited them. He plays down his professional background and makes his suggestions only in his capacity as a contractor.)

2. He must be able to handle subcontractors. Lowey subs out every trade in-

cluding carpentry, and he acts as his own supervisor. This means he must be able to explain unusual contemporary design to mechanics, he must act as his own quality control man, and he must know whether to accept or reject a bid.

### **If you look for the lowest bid you're looking for trouble**

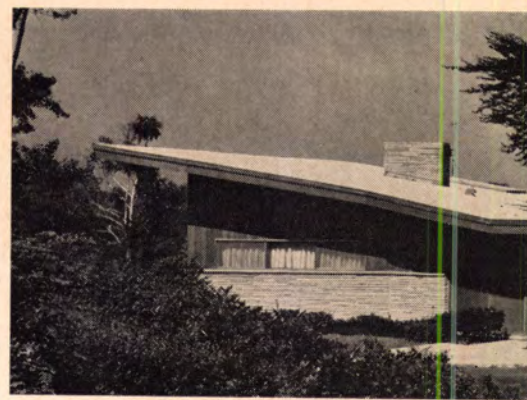
This is sometimes true for all building, but it's always true in the custom contemporary field. Lowey has found that the low-bidding sub often hasn't studied the job; when it turns out more complex than he anticipated, he may demand more money or walk off the job. Furthermore, the low-bidder seldom can provide the kind of supervision that's absolutely necessary for top-quality custom work. Hence Lowey prefers to pay the price for subs who are completely dependable. Often such subs have themselves been general contractors, and this eases the load of Lowey's supervising duties.

But even the best of subcontractors are sometimes afraid of the unusual complexities of contemporary houses, and they bid high because they think they will have to give their men too much supervision. Lowey tries to overcome this problem by telling the sub that he himself will be on the job at least twice a day and will take over much of the supervising.

"In some cases," says Lowey, "I have taken over the crews completely. All the subcontractor had to do was pay them."

Subcontracting offers still another advantage to Lowey's low-volume operation: His subs carry labor and material costs between the client's payments. So the normal 10% downpayment at the start of a job is all the operating capital he needs. Lowey always takes his trade discounts, since "that 1% or 2% on a materials bill can be a welcome addition to profit."

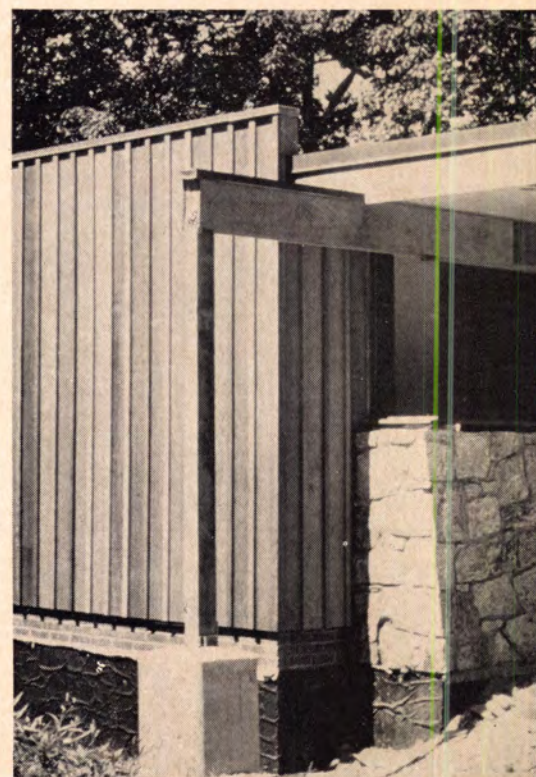
## A shed-roofed one-story



**ENTRANCE** of V-shaped house (plan, far right) is between wings that form interior courtyard.

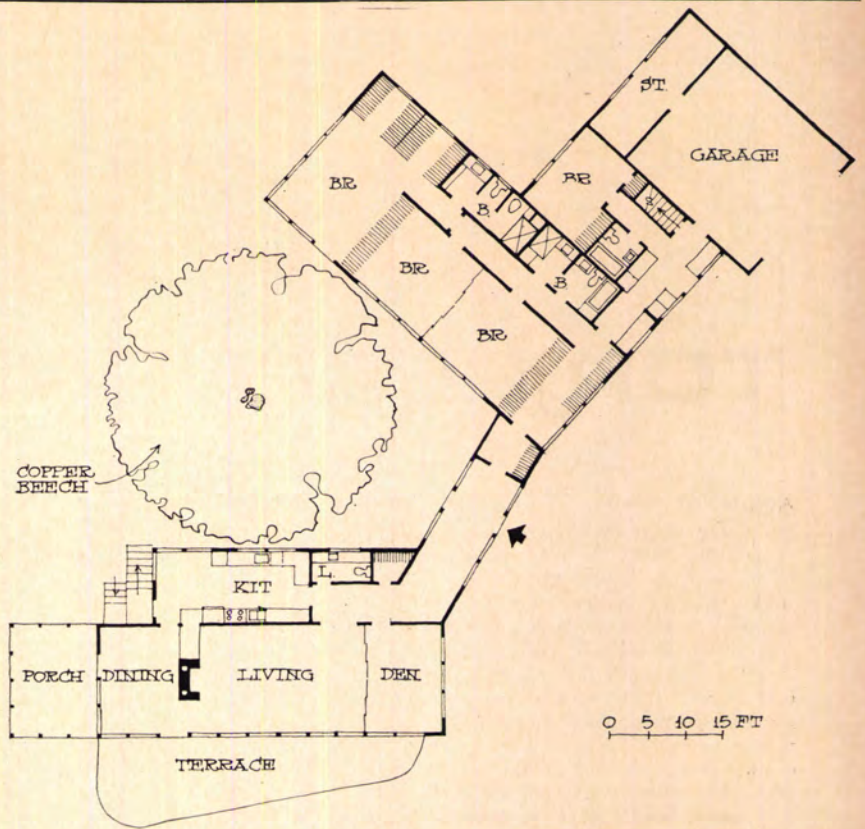
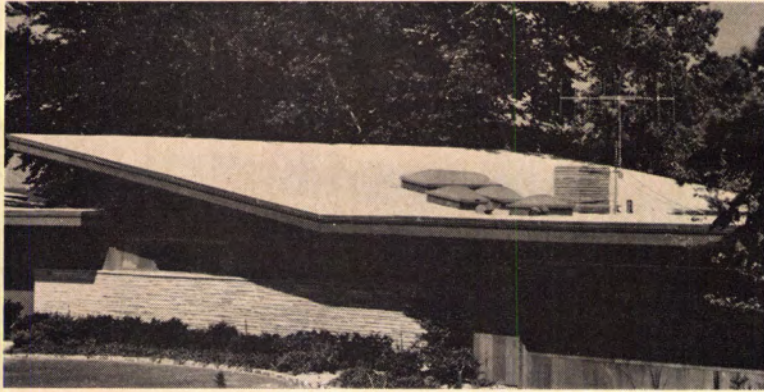
**SCREENED PORCH** off dining room was later enclosed by Builder Lowey in \$5,000 remodeling.

## A flat-roofed two-level

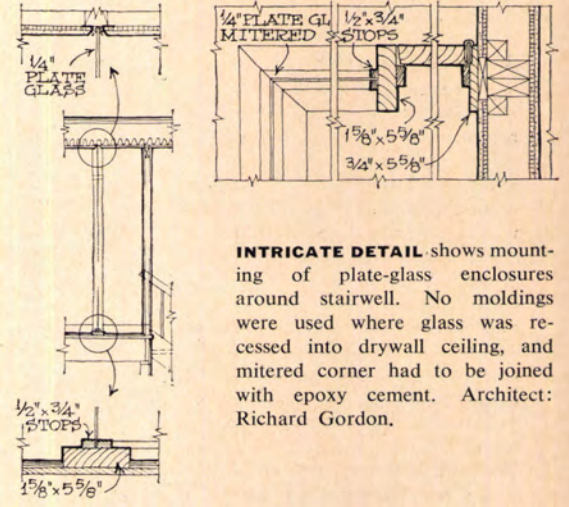


**END WALL** of bedroom wing required complex joinery of varied materials at corners.

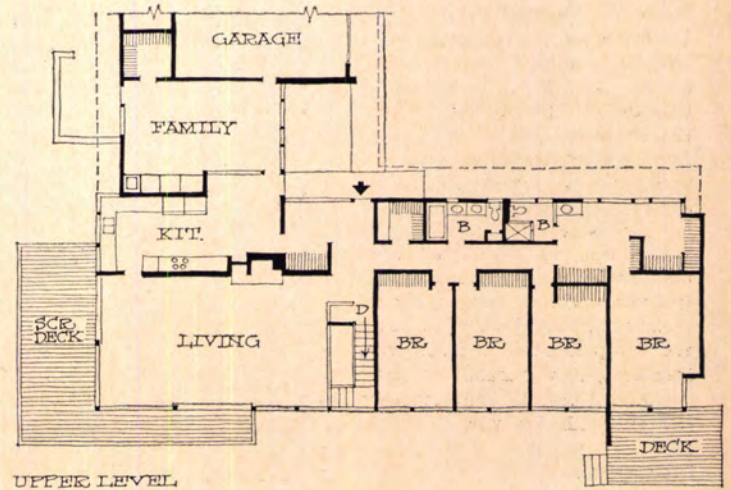
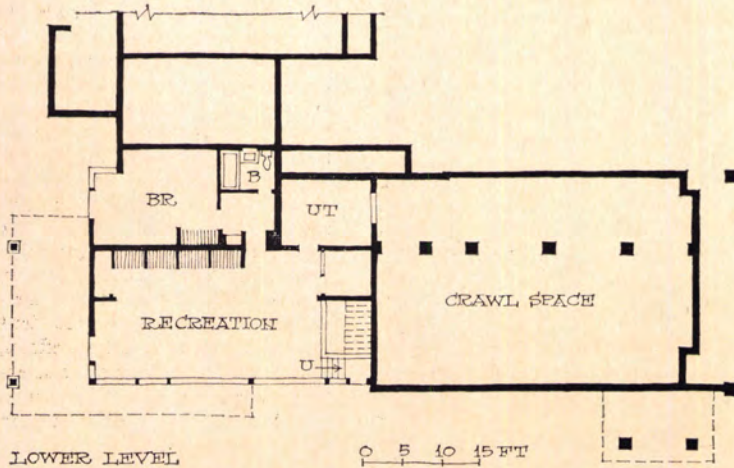




**DOWNHILL SLOPE** permitted space for glass-walled recreation room under main living-level.



**INTRICATE DETAIL** shows mounting of plate-glass enclosures around stairwell. No moldings were used where glass was recessed into drywall ceiling, and mitered corner had to be joined with epoxy cement. Architect: Richard Gordon.





# TOP PERFORMERS OF 1966

## August M. Strung

The senior vice president in charge of mortgage activity for the nation's No. 1 mortgage buying bank, New York's Bowery Savings, said of mortgage men and builders in the darkest days of the money shortage: "I try to keep a little going to them each month." Even during the summer squeeze that virtually dried up private mortgage funds, The Bowery was never out of the secondary market. At Strung's direction, it was still committing \$5 million a week for mortgages. He maintained the bank's mortgage portfolio at well over \$2 billion, and he maintained his and The Bowery's reputations as homebuilding's best friends in the banking community.



N. Y. Times

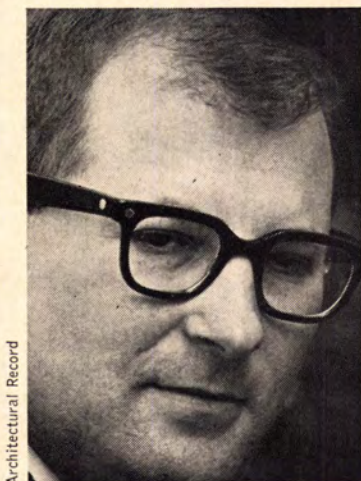


## J. Stanley Baughman

He was Mister Money of 1966, a pillar of strength for a housing industry that found private financing tighter than at any time since the depression '30's. The soft-spoken president of the government's Federal National Mortgage Assn. relieved pressures in the credit market by purchasing \$1.8 billion worth of FHA and VA loans in fiscal 1966, an all-time record for the agency that has been providing liquidity for the nation's mortgage lenders since 1938. And by gaining Congressional approval to expand his purchases, Baughman made available another \$4.7 billion, an action that will have transcendent importance for homebuilding for decades to come.

## A. Robert Fisher

With Partner Rodney F. Friedman and Associate Robert J. Geering, he has brought to builder houses and garden apartments the distinctive design usually limited to custom houses. The San Francisco architectural firm of Fisher, Friedman & Assoc. has now won HOUSE & HOME's Better Living Awards in all three categories—with a merchant-built house in 1964, an apartment and two merchant houses in 1965, and two merchant houses and a custom house in 1966. It won *Architectural Record* awards for excellence in home design in 1965 and 1966, and the firm kept the prices of the winning entries in the \$27,000-to-\$40,000 range.



Architectural Record

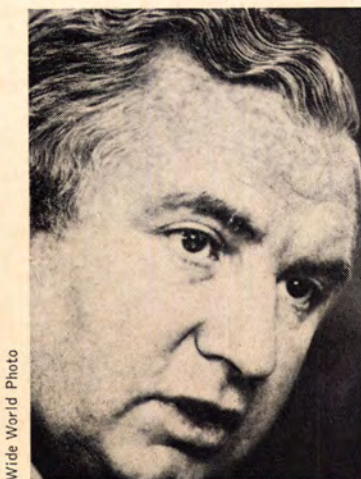


## Gareth M. Sadler

The California savings and loan commissioner's rescue of Van Nuys S&L Assn. averted any loss of confidence in the state's S&L industry in the July dividend period when savers often move money from S&Ls to banks. After most private efforts to save the \$120-million Van Nuys association had failed, Sadler devised a novel formula that brought new purchase bids. He split the Van Nuys holdings, inviting offers for the soundest portion. Result: purchase of Van Nuys' loans and savings by Equitable S&L of Long Beach. Sadler has watched over half a dozen other mergers of small California S&Ls in his effort to guard the industry's image.

## John T. Connor

The Secretary of Commerce took a big step toward ending the interminable wrangle over new sizing standards for the lumber industry. His ultimatum threatening to discard existing standards produced agreement between warring green and dry factions of the industry. If the pact wins industry ratification, as it is expected to do, it will open the way for really engineered construction and, hopefully, for greater economy in homebuilding. Connor also set up an Office of Engineering Standards, thus guaranteeing faster and more realistic measurements and standards for virtually all of the new products coming into homebuilding.



Wide World Photo



## Max Okun

He was the first major builder to adapt the gas industry's concept of total energy to an apartment project as small as 100,000 sq. ft.—and make it pay. He brought together in Kansas City all the available experts, data, and mechanical innovations needed to construct a system to produce heat, cooling energy, and electricity from one fuel. He proved the system could be more economical than purchased power, thus opening new profit and merchandising potential for builders. Chiefly as a result of Okun's efforts, Kansas City now has more residential total-energy projects in operation than any other community in the United States.



In HOUSE & HOME's opinion, these 12 men made outstanding contributions to the housing industry.

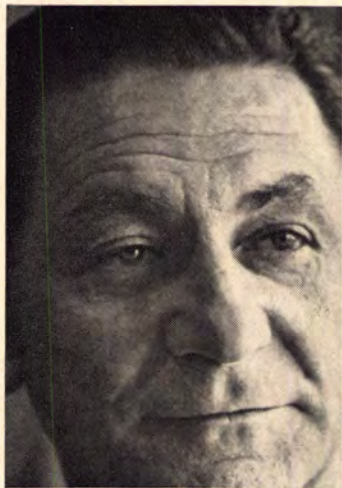
Tight credit made 1966 the most difficult year for homebuilding in a quarter century. In that troubled context four financial experts helped the industry find funds to operate from a base of fiscal stability. Yet housing did not stand still despite money scarcity. HOUSE & HOME found many contributions of lasting value as it surveyed the entire building field. A de-

veloper made his high-rise village a model of excellence for new towns everywhere. Two builders took important technical strides. Another pioneered novel financing methods. A producer opened a new rehab frontier, and an architect brought fine design to moderately priced homes. An S&L regulator bolstered confidence in his industry, and a member of the President's cabinet brought nearer to reality a uniform sizing standard for the lumber industry.

#### Milton M. Gordon

To ease both credit stringency and unemployment in the building trades, this Beverly Hills mortgage expert organized California's builders and labor leaders in a statewide campaign to seek pension-fund money for mortgaging. Taking his idea to Gov. Edmund Brown, Milt Gordon formed a building industry committee that won pension-fund promises of \$173 million after just one exploratory meeting in Los Angeles July 27. By September the group was bringing 200 presidents and treasurers of leading corporations to the Coast to talk mortgaging, and NAHB was launching a nationwide drive to attract pension-fund investments.

Ernest E. Reshovski



#### Robert E. Simon

Because he believes that the way people live is at least as important as where they live, Bob Simon has for three years sought—and fought—to make his new town of Reston, Va., the nation's finest urban showplace. He rejected plans for a humdrum subdivision, used his own money when backers wavered, and refused to cheapen his concept when costs soared. Reston finally got the long-range financing it needed, and sales are beginning to mount. The project's first village center is a model of urban design, visited by builders who come from the world over to look to its tower complex for new ideas and for architectural inspiration.



#### William E. Aubin

As the pioneer builder of the nation's first small (23-acre) planned unit development, Bill Aubin showed the homebuilding industry that it is possible to sell the P. U. D. concept to traditionally skeptical municipalities. Aubin is a quality builder whose P. U. D. in Amherst, Mass., includes an unusual amount of open land and a refreshing mixture of housing types. The project required legislation at local and state levels; so good was Aubin's presentation of his case (H&H, June) that he has been asked to repeat it at dozens of builder gatherings and conventions, including a meeting of the NAHB's directors in Washington.



H&H Staff

#### William T. Leonard

The executive officer of California's East Bay HBA devised procedures to bring pension-fund millions into mortgaging despite tight credit. With help from lenders and construction union leaders, Leonard made his association a major force in luring pension money. He won from the state teachers fund a pledge to put \$500 million into mortgages over five years, a landmark decision. He distributed to builders a manual containing every form needed by a fund in mortgage purchasing. He helped make the pension fund drive statewide under mortgaging expert Milt Gordon (left). Leonard is the only Top Performer to repeat (1963).

#### Graham J. Morgan

U. S. Gypsum's president demonstrated that private enterprise can profitably rehabilitate slum housing and tenants alike. While others sought magic solutions via government subsidy or super technology and succeeded only in displacing tenants, Morgan rebuilt old Harlem dwellings and—perhaps more important—involved their tenants in the effort. His aides worked with block leaders and persuaded renters to seek a better way of life. His solution not only produced viable living units, it lifted tenants from apathy to hope. Usg's investment for rehabilitation in Harlem represents a \$1.25-million wager on a better America.



#### John C. Neely

He proved that a major building product manufacturer can succeed as a tract-house builder. President Neely took Canada's Alcan Design Homes to 650-house annual volume and a \$19-million gross in four years in spite of tightening credit. He was among the first to use sales contracts as collateral to borrow building money at less than construction-loan interest, and he pioneered in creating for the entire Canadian homebuilding industry a combined first-and-second mortgage that permits 90% financing for buyers. Turning to the problem of low-cost housing, Neely has developed prototypes of factory-built houses to sell at less than \$10,000.



H&H Staff



*If you want to start shopping for 1967 materials and equipment right now . . .*

### Here's a 20-page catalog of 185 new building products

Some of these products are brand-new concepts—the magnetic window track and the plastic sewage-treatment plant on page 162, for example. Others, like the embossed-copper door on the opposite page, are old materials in new combinations. Many, like the compact water purifier that fits a kitchen cabinet (p. 110), are old products with new, more practical designs.

All are presented here for one reason: because they will make next year's new houses easier to sell and/or less costly to build.

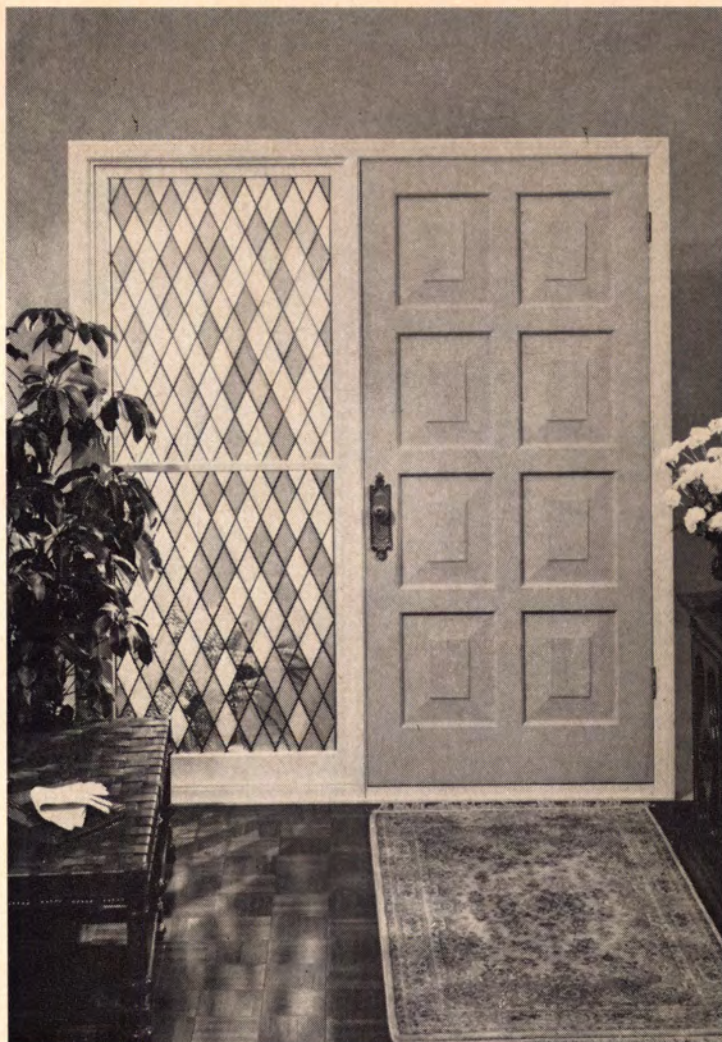
As you leaf through the following pages, chances are you will note some strong design trends in the '67 products. For instance:

The traditional look—in doors, windows, and finishing materials—will be stronger than ever next year. But the traditional look will make its gains in the guise of modern materials, particularly plastics, that are 100% pre-engineered and promise the buyer a bare minimum of maintenance.

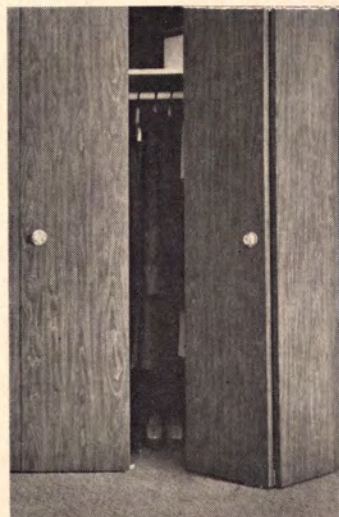
"Total comfort" is certain to reach new heights of builder and buyer acceptance in 1967 because of the compactness of the new heating-cooling-humidifying-air-cleaning packages.

As for the construction work itself, the choice has never been greater between power tools with accessories that do a dozen jobs and specialized equipment precisely tailored to do one job.

For easy reference, the products are grouped into ten classifications: doors and windows (opposite), kitchens (p. 110), bathrooms (p. 130), exteriors (p. 136), interiors (p. 116), flooring, (p. 138), lighting (p. 134), heating and cooling (p. 114), tools and equipment (p. 112), and construction materials (p. 142). For more information about the products shown, circle the indicated number on the Reader Service card on p. 169.



**Variegated glass panel** simulates hand-lead glass, but is actually smooth. The pattern is built in. Panels come in one size—28"x40"—in four patterns, and nine colors that may be combined (shown) or used singly. Coltra, Milwaukee. *Circle 170 on Reader Service card*



**Fiberboard bifolds** have a honey-comb core and are wrapped in vinyl, making them washable. Choice of two finishes: linen, and wood grain. Available in standard door widths, and in 6'8½" and 8'0" heights. Glide-All, El Monte, Calif. *Circle 171 on Reader Service card*



**Pre-painted bifold**, made of 24-gauge steel, is unconditionally guaranteed for one year against warpage or faulty construction. Three styles and 18 standard sizes are offered. The paint finish is standard white. Roberts, City of Industry, Calif. *Circle 172 on Reader Service card*





**King-size electric door** is 18' wide and is operated by remote radio control. Style shown enhances low-silhouette house design, but door is available in a variety of sizes and styles to blend with any architecture. Overhead Door, Dallas. Circle 173 on Reader Service card



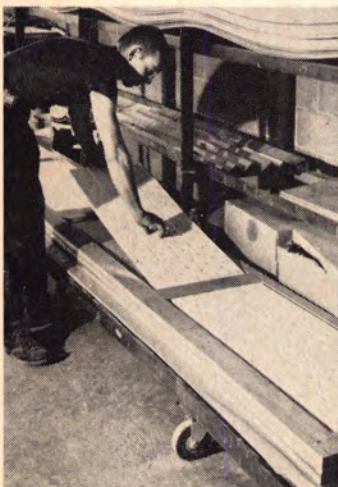
**Weathertight patio door** promises 81% less air infiltration than established standards, according to lab tests. Weatherstripping is polypropylene, and a vinyl sill insert stops water seepage. Wood frame. R.O.W. Window, Ferndale, Mich. Circle 174 on Reader Service card



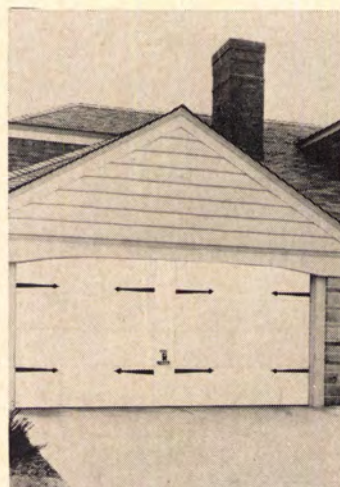
**Wood patio door** features 1) a floating, rigid-vinyl head track that provides double weatherstrip contact, 2) tandem nylon rollers, 3) pile weatherstripping to stop sill drafts, and 4) thermal-barrier sill construction. Caradco, Dubuque, Iowa. Circle 175 on Reader Service card



**Copper-covered door**—available in all standard sizes—comes with a bronze lockset. Copper is laminated to the door and given a lacquered or statuary-brown finish. Several embossed patterns are available. Brewster, White Plains, N.Y. Circle 176 on Reader Service card



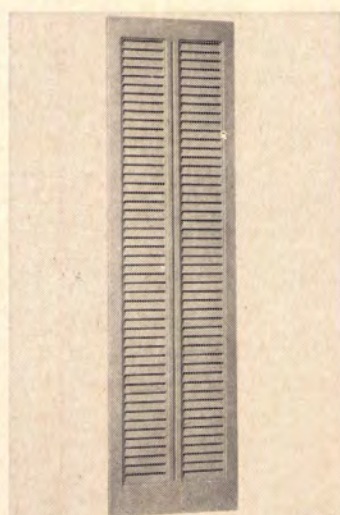
**Insulated garage door** contains a core of expandable polystyrene (Dylite) between outer skins of hardboard. The core (left, above) incorporates air-circulation channels, and all stiles contain air vents. Graham, Cleveland. Circle 177 on Reader Service card



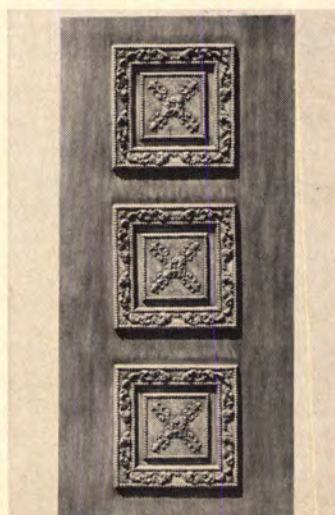
**Glass blocks** are 12" square, 4" thick, and installed with standard mortar. Dead air space inside each block provides the same insulation as thermal glass doors. Ideal as privacy glazing for a bathroom. Pittsburgh Corning, Pittsburgh. Circle 178 on Reader Service card



**Glass wall** combines coordinated aluminum sash: a sliding window stacked over a fixed window next to a sliding-glass door. A special mullion is used to join the two windows. Also: side-by-side components. Ador/Hilite, Fullerton, Calif. Circle 179 on Reader Service card



**All-plastic shutter** is formed of high-impact polystyrene, prefinished in a choice of three matte-finish colors—colonial black, architectural white, and deep green—and backed with expanded polystyrene. Many sizes. Leigh, Coopersville, Mich. Circle 180 on Reader Service card



**Antique carvings** are reproduced as decorative panels that can be applied to any solid or hollow-core door by inexperienced workmen. More than 40 possible design arrangements. Also available: pre-decorated doors. Palazzo, Santa Ana, Calif. Circle 181 on Reader Service card

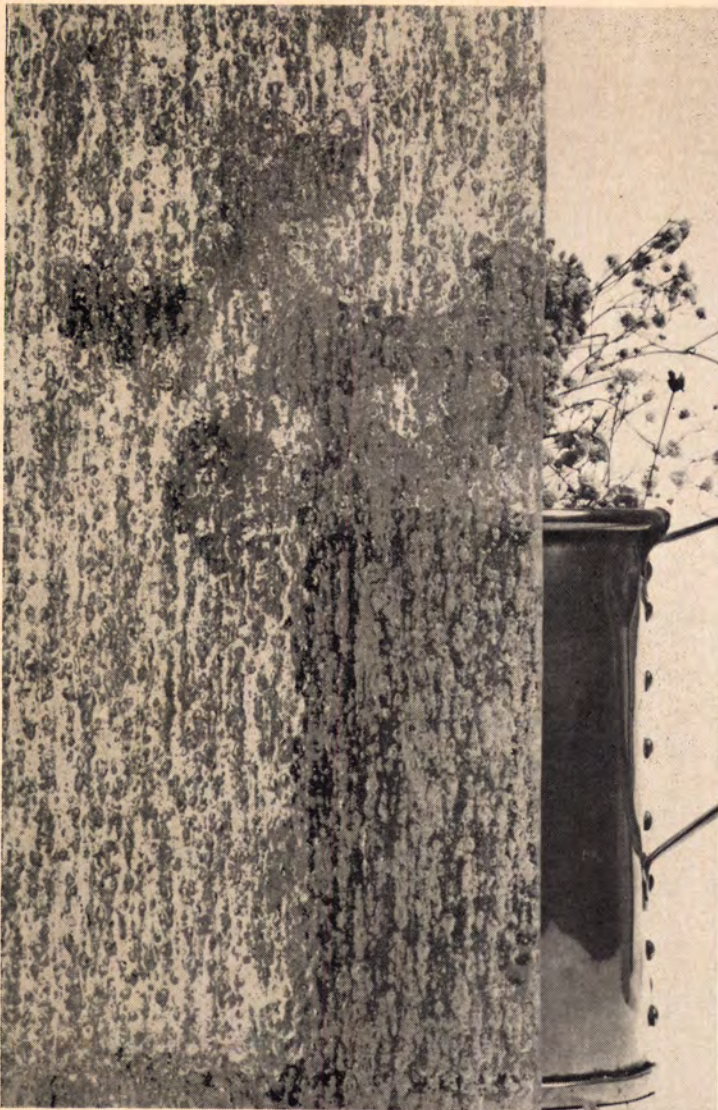


**Folding door** is constructed of solid wood or veneered panels 3½" wide, and joined by vinyl hinges in a choice of eight colors. Package includes privacy latch, metal track, nylon glides or rollers. Sizes to 30'x10'. Hough, Janesville, Wis. Circle 182 on Reader Service card

continued



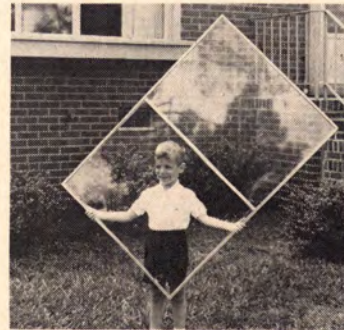
## Doors & windows



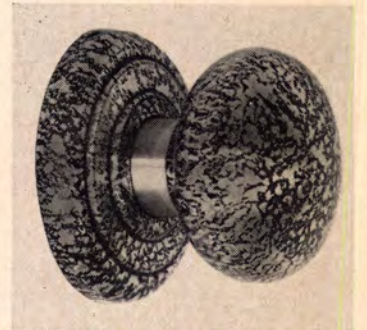
**Decorative glass** contains tiny bubbles dispersed at random. No square foot of the glass is exactly the same as another. Available in  $\frac{3}{8}$ " thickness, in standard lengths to 48" wide. American Saint Gobain, Kingsport, Tenn. *Circle 151 on Reader Service card*



**Wood garage door** comes in choice of widths from 8'2" to 20', and four or five sections high. The panels are  $\frac{1}{4}$ " hardboard guaranteed for the life of the door. Other styles include colonial, flush, and carved panel. McKee, Aurora, Ill. *Circle 152 on Reader Service card*



**Lightweight storm sash** consists of aluminum frame glazed with plastic film. Advantages: shatterproof, lower price than glass sash, and the manufacturer estimates it conducts 41% less cold than glass. Virginia Iron & Metal, Richmond. *Circle 153 on Reader Service card*



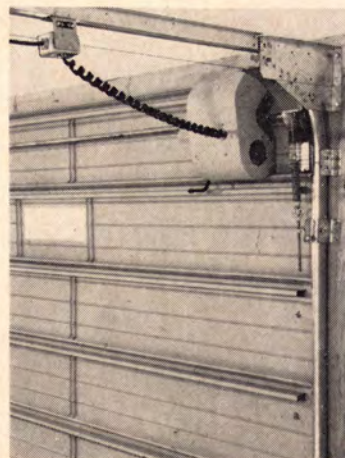
**Elegant door knob** displays a hand-buffed silver finish on a dark, etched background. Matching trim and pocket-door hardware are available. Also: The identical style, plus matching trim, is available in bronze. Weslock, Los Angeles. *Circle 154 on Reader Service card*



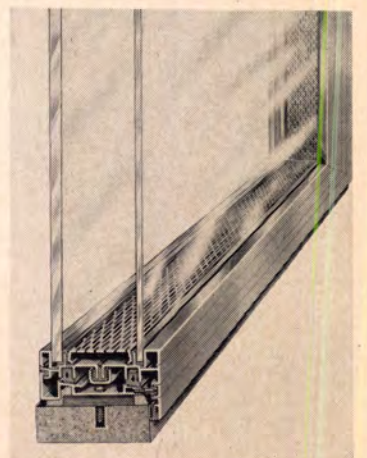
**Venetian-blind window** — double-glazed — controls light, heat, and sound. Choice of vertical or horizontal pivot, with automatic 15° hold-open position. Built-in venetian blind operates mechanically. Glazing beads snap in. Sampson, New York. *Circle 155 on Reader Service card*



**Steel front door** with ventilating sidelights is one of 26 designs available with choice of four side-vent styles. Features: magnetic weatherstripping, adjustable sill/threshold, and three widths: 2'8", 3'0", and 3'6". Pease, Hamilton, Ohio. *Circle 156 on Reader Service card*



**Door and operator** are designed and built as a single unit. Because the automatic operator is built on the door itself, the door is easier to assemble, cheaper to install, and requires just 8" of overhead clearance. Taylor Doors, Detroit, Mich. *Circle 157 on Reader Service card*

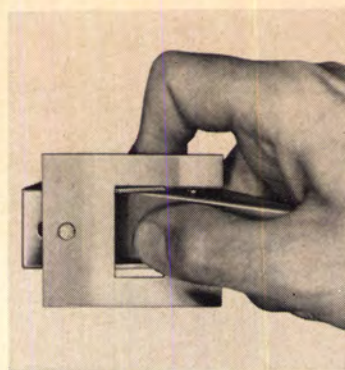
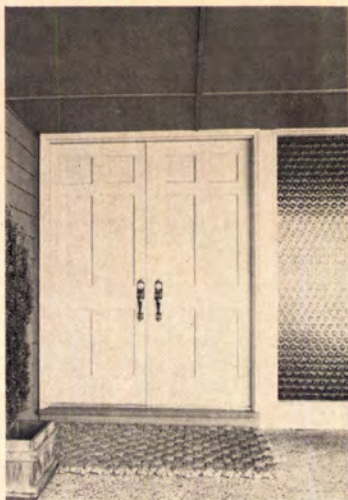


**Acoustical window** is hermetically sealed, offering protection against heat loss and radiant-energy gain as well as noise. It reduces sound transmission by 48 decibels, compared with 30 for an ordinary window. Miller, Burbank, Calif. *Circle 158 on Reader Service card*





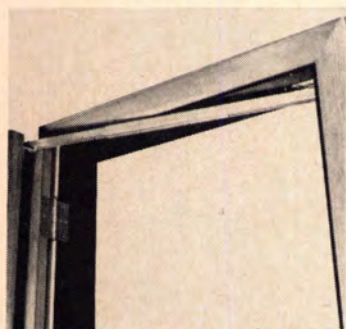
**Molded door surface**—of wood fibers and resin molded under high pressure—is estimated to be six times more resistant to denting and scuffing than average door finishes. Skins are designed for six-panel doors. Weyerhaeuser, Tacoma. *Circle 159 on Reader Service card.*



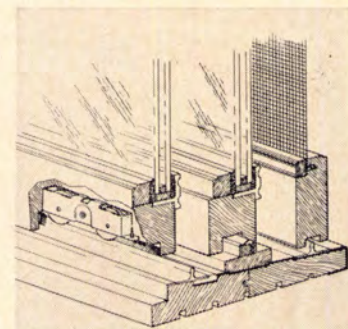
**Latch and pull** combination has a simple push release—a thumb bar built into the pull. The unit will mount flush in metal cabinet doors .062" thick, but can be adapted to doors that are slightly thicker or thinner. Amerock, Rockford, Ill. *Circle 160 on Reader Service card*



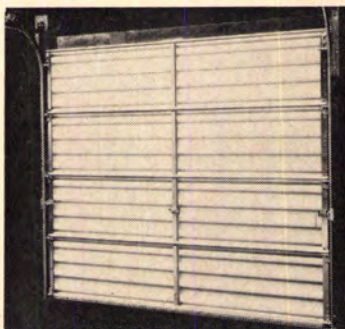
**Transistor door opener** works from 100' away by means of a portable pushbutton. Available with friction or chain drive, and a safety clutch that stops the door and turns off the motor if door strikes an object. Perma-Power, Chicago. *Circle 161 on Reader Service card*



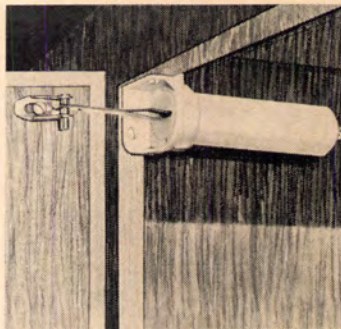
**Telescoping track** lets bifold doors swing completely clear of door opening, like a swinging door, for 100% access to a closet or passageway. The door is hinged. It fits 1" to 1 3/8"-thick doors of up to 100 lbs. Stanley, New Britain, Conn. *Circle 162 on Reader Service card*



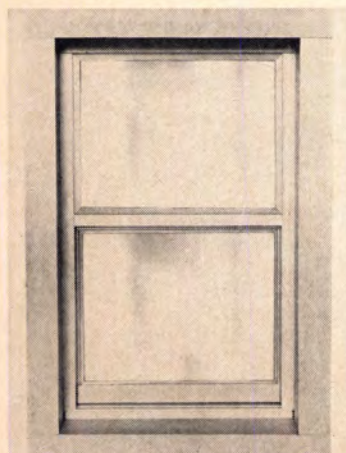
**Wood sliding door** rolls on adjustable ball-bearing tandem wheels and has a vinyl thermal barrier. Self-closing screen panel rides on exterior track. In 6' and 8' widths, weather-stripped, with 5/8" insulating glass. Crestline, Minneapolis. *Circle 163 on Reader Service card*



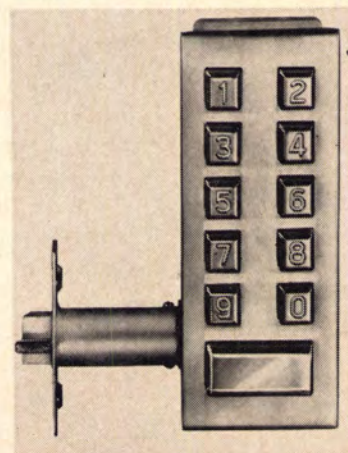
**Fiberglass door** has a textured surface on both sides of its ribbed panels. Advantage: greater diffusion of light rays to reduce glare and shadows. Choice of three precolored panels—white, green, or sand—and widths of 8' to 18". Roly-Door, Buffalo, N.Y. *Circle 164 on Reader Service card*



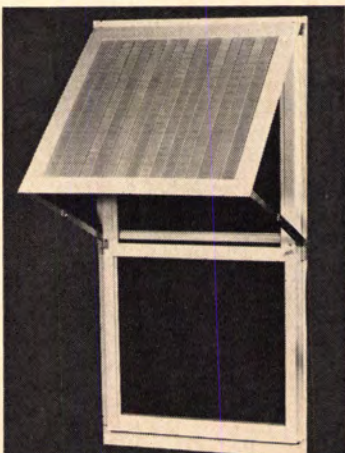
**Cabinet-door closer** can be applied to any lipped door. It automatically closes door, or holds it open if desired. The compact closer controls door action with a built-in backstop, protecting adjoining surfaces. Grant, West Nyack, N.Y. *Circle 165 on Reader Service card*



**Replacement window** speeds remodeling of old buildings because its aluminum exterior trim completely covers all existing trim—head, sill, and jamb. Adjustable sash balances, lock-in screens, and self-storing storm sash. Ida, Detroit. *Circle 166 on Reader Service card*



**Pushbutton lock** opens when a preset combination of four numbers is pushed. Ten pushbuttons offer 10,000 possible combinations. No keyhole, no tumblers, and it may be backset to 5". Choice of four escutcheon plates. Preso-Matic, Lyons, Ill. *Circle 167 on Reader Service card*



**Built-in awning** is part of an aluminum storm window. It folds flat against the upper pane for storage and foul weather protection. Manufacturer suggests it is better suited to modern houses than standard awnings. Also, Akron, Ohio. *Circle 168 on Reader Service card*



**Wood-framed sliding door** combines wood and aluminum, and carries the same lifetime guarantee the manufacturer gives with its aluminum doors. Comes with complete single-plane, perimeter weatherstripping. Choice of colors, Peachtree, Atlanta. *Circle 169 on Reader Service card*

*continued*



## Kitchens



**Built-in double wall oven**—24" wide—cleans itself electrically by vaporizing oven grease and spatters with controlled high heat. Model is available in a choice of colors including turquoise and copper. Frigidaire, Dayton, Ohio. *Circle 219 on Reader Service card*



**Vinyl range hood** simulates light or dark wood tones in washable finish laminated to hood front. Body is color-matched enamel. Lifetime aluminum circulation system has washable filters that can be recharged with an aerosol spray. Air King, Chicago. *Circle 220 on Reader Service card*



**Water purifier** turns salty water into fresh water and filters cloudiness, sediment, and undesirable minerals from ordinary city or well water. The compact unit can be mounted conveniently on kitchen cabinet. Culligan, Northbrook, Ill. *Circle 221 on Reader Service card*



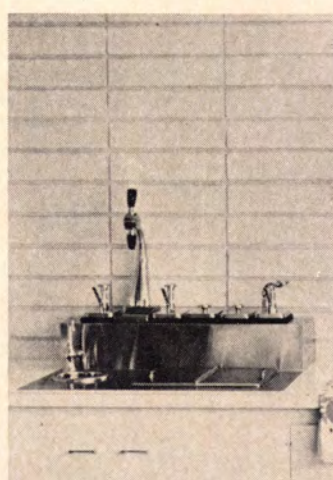
**Base cabinets**—in several styles and finishes—allow for maximum pantry storage. Unit includes: two fixed shelves; two swing-out sections with eight shelves each; and four-shelf door sections. Whitehall, East Rockaway, N.Y. *Circle 222 on Reader Service card*



**Flexible plastic laminate** for vertical surfacing of doors, walls, and cabinets permits cold-forming to  $\frac{1}{2}$ " radius or hot-forming to  $\frac{1}{8}$ " radius. Veneer comes in 24"x76" sheets. In choice of wood-grain patterns or white. Reiss, Lowell, Mass. *Circle 223 on Reader Service card*



**Slide-in range** in six colors features interchangeable ceramic-tile inserts. Twenty-seven tile colors and patterns are offered. Color-coordinated range sides permit installation of model as a free-standing appliance. Royal Chef, Nashville. *Circle 224 on Reader Service card*

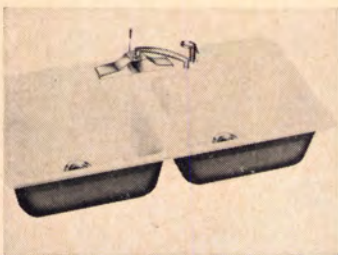


**Soda fountain** is ideal for dispensing snacks and beverages to children and can also double as a wet bar for adults. Offered as a refreshment center for the family room. Two models are offered by the manufacturer. Everfrost, Gardena, Calif. *Circle 225 on Reader Service card*



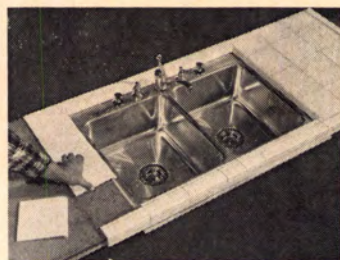
**Electric built-in** permits user to broil or bake in both ovens at the same time. All elements are self-cleaning. Oven is offered in four colors: copper, white, turquoise, and yellow, as well as brushed chrome. Hardwick Stove, Cleveland, Tenn. *Circle 226 on Reader Service card*





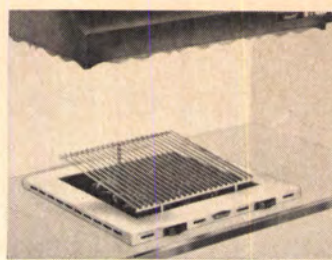
**Flat-rim countertop sink** is constructed of enameled cast iron and measures 32"x21". Individual bowl dimensions: 15"x8". Top surfaces slant for drainage. Available in white, burnished copper-tone, and green. Mansfield, Perrysville, Ohio.

Circle 209 on Reader Service card



**Stainless steel sink** is especially designed for use with ceramic-tile countertops. Extra-tight moisture barrier is guaranteed leakproof. Model choice includes single- as well as double-compartment sinks. Zeigler-Harris, San Fernando, Calif.

Circle 210 on Reader Service card



**Compact drop-in grill**—20" x21" overall—provides 14½" square cooking area ideal for small kitchens in apartments and summer houses. Unit can be installed in standard wood or metal kitchen cabinets, or in masonry. Majestic, Huntington, Ind.

Circle 211 on Reader Service card



**Electric range** has removable Teflon oven panels, oven door, and bottom storage drawer to simplify cleaning. Model is offered in white or coppertone porcelain with choice of gold-anodized or chrome trim. Gibson, Greenville, Miss.

Circle 212 on Reader Service card



**Refreshment center** is only 48" wide, 25" deep, and 43" high, but includes 5-cu.-ft. refrigerator; one-piece, stainless-steel worktop and sink; and two burner electric range. Finishes include colors and wood-grain. King, Glendale, N.Y.

Circle 213 on Reader Service card



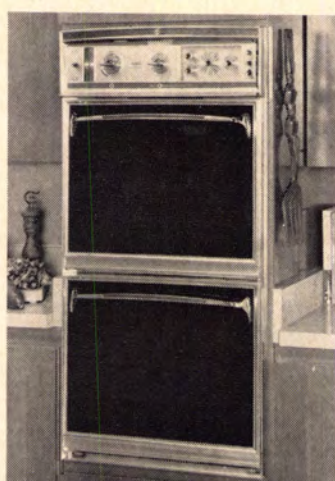
**Deluxe exhaust hood**—42" wide—comes vented or non-vented with two-speed fan and incandescent light. Eye-level pushbuttons control range below. In white, coppertone, aluminum, and other colors. General Electric, Louisville, Ky.

Circle 214 on Reader Service card



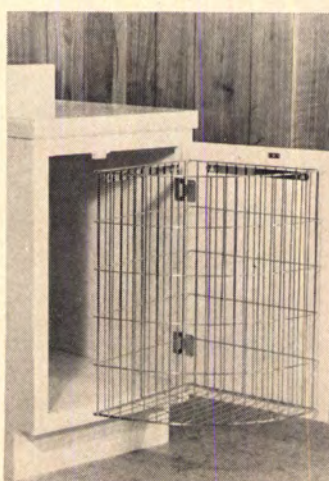
**Lock-cover disposer**—unlike most models—eliminates the need to align stopper with an arrow on the sink flange before unit can be turned on. All parts subject to corrosion are backed by a lifetime warranty. In-Sink Erator, Racine, Wis.

Circle 215 on Reader Service card



**Black-glass oven doors**—opaque when oven light is off and transparent when light is on—lift off for easy access when cleaning. Full-width doors—a potential sales plus—have chrome handle inlaid with walnut. Waste-King, Los Angeles.

Circle 216 on Reader Service card



**Removable clothes hamper** for bathrooms or bedrooms can be attached to back of cabinet door for swing-out accessibility. Chrome-plated wire unit—18" wide—can be combined with any of manufacturer's standard vanity units. Long-Bell, Portland.

Circle 217 on Reader Service card



**Wood kitchen cabinets**—available in standard units and dimensions—are offered in five styles, three woods (maple, birch, and medium-priced mountain oak), and three finishes. Style shown has carved center panels. Del-Mar, Atlanta.

Circle 218 on Reader Service card

continued



## Tools & equipment



**Crawler tractor** with 44 hp. diesel engine offers long-track design for easier maneuvering. Tension on five-roller track frame is adjusted hydraulically in an estimated two minutes. Track roller guards are standard. Massey-Ferguson, Detroit. *Circle 238 on Reader Service card*



**Pneumatic nailer** drives full round-headed nails from 6d to 10d. Air-pressure requirement for hardest wood is 80 psi, and can be reduced for softer wood. Nail is driven with single impact, by trigger or touch-trip. Duo-Fast, Franklin Park, Ill.

*Circle 239 on Reader Service card*



**Bayonet saw** with orbital blade action cuts through 2½" wood, ¾" aluminum, and ¼" steel. The base—17 sq. in.—tilts 45° left or right for bevel cutting. Industrial-rated 3-amp motor produces 3,500 strokes per minute. Rockwell, Pittsburgh.

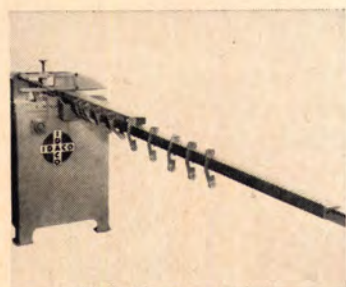
*Circle 240 on Reader Service card*



**Truck-mounted tree mover** has two hydraulically operated cutting cups that scoop out a root ball in minutes. The tree is hoisted hydraulically and laid prone for transport. Capacity: trees up to 8" in diameter. Vermeer, Pella, Iowa. *Circle 241 on Reader Service card*

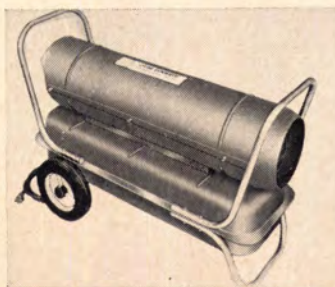


**Truck-mounted crane** rotates 360° in either direction, elevates to 90°, and lifts up to 16,000 lbs. Two self-centering levers control all movements of the hydraulic, telescoping boom. Also: a 10,000-lb.-capacity model. Alenco, Bryan, Tex. *Circle 242 on Reader Service card*



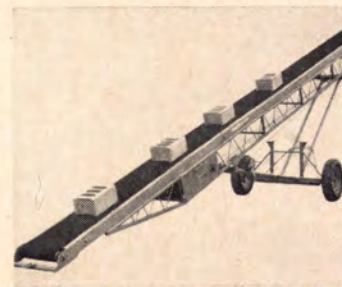
**Gauge table** for components manufacturing permits multiple-stop indexing for cutting, drilling or milling. No measuring or wrenches are ever required. Stop increments are as fine as 1/64", and are accurate to .003". IDACO, Oakland, Calif.

*Circle 243 on Reader Service card*



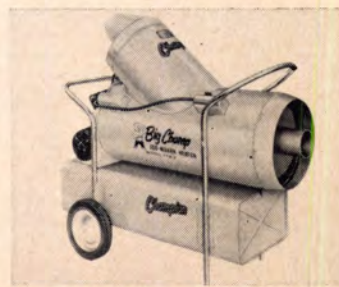
**Portable heater** fueled by No. 1 fuel oil or kerosene comes in three sizes: 50,000, 75,000, and 120,000 Btu. Features removable top, low-pressure burner, stainless-steel combustion chamber, optional thermostat. Century, Cedar Rapids, Iowa.

*Circle 244 on Reader Service card*



**Belt conveyor** comes in lengths up to 51' but folds up for transporting on 15" auto tires. Speed: 65' per minute. Capacity: 20 lbs. per ft. Normal incline is 35°. A smaller model is available in lengths to 23½". Stone Conveyor, Honeoye, N.Y.

*Circle 245 on Reader Service card*



**Vented space heater** in the 170,000 Btu class circulates 1,900 cu. ft. of odor-free air per minute. It is used with a stack, and has a motor and burner like those in home heating systems. Tank holds 21 hours of fuel. Champion, St. Louis.

*Circle 246 on Reader Service card*





**Power trowel** with four reversible blades finishes to within  $\frac{1}{4}$ " of any obstruction. In three sizes: 1) 28"—2 $\frac{1}{4}$  hp. (which can be transported in the trunk of a car), 2) 36"—3 hp., and 3) 48"—7 $\frac{1}{4}$  hp. Speed: from 75 to 100 rpm. Skil, Chicago.

Circle 247 on Reader Service card



**Trenching machine** with hydraulically controlled boom digs up to 1,500' per hour, as deep as 5 $\frac{1}{2}$ ", and as wide as 12". Available with 9 or 12 $\frac{1}{2}$  hp. engine, plus accessories—footing cutter, and hydraulic borer. ARPS, New Holstein, Wis.

Circle 248 on Reader Service card



**Sheetrock lift** rolls on casters and weighs only 40 lb. Dry-wall mechanic lays sheetrock across the top, rolls lift into position, and cranks sheetrock up to ceiling. Lift also serves as a mason's scaffold. Ken-Do, Ponca City, Okla.

Circle 249 on Reader Service card



**Light dump truck** is part of manufacturer's 92"-cab series, which includes stake and other styles ranging in weight from 1 $\frac{1}{2}$  to 4 $\frac{1}{2}$  tons. It combines a broad windshield with sloping hood for good visibility. GMC, Pontiac, Mich.

Circle 250 on Reader Service card



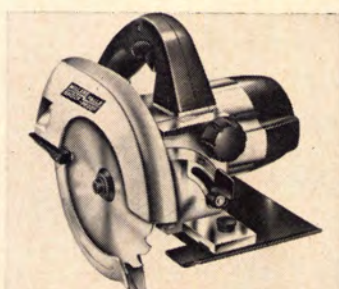
**Portable saw table** for rough and trim carpentry lets operator measure and cut square in one step. Weight: 38 lbs. Length: 9' extendable to 12'. Table accepts most power saws and accommodates lumber sizes up to 2"x12". Alcoa, Pittsburgh.

Circle 251 on Reader Service card



**Power miter table**, for cutting wood and metal moldings, combines the speed of a stationary table saw with the portability of a hand miter box. Weight: 45 lbs. It is designed for use with manufacturer's 7" saw. Milwaukee, Brookfield, Wis.

Circle 252 on Reader Service card



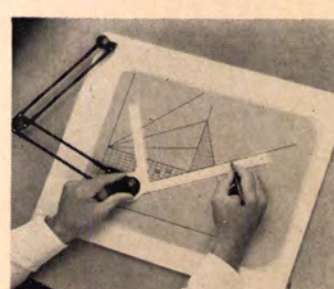
**Shock-proof saw** is double-insulated for protection from electrical shock. It needs no ground, so it has a two-prong plug. Extra feature: a see-through telescoping guard. Three models: 6 $\frac{1}{2}$ ", 7 $\frac{1}{4}$ ", and 8 $\frac{1}{4}$ ". Millers Falls, Greenfield, Mass.

Circle 253 on Reader Service card



**Portable concrete saw** in two sizes—6 hp. and 8 $\frac{1}{4}$  hp.—is suspended on four wheels and lowered by a ratchet lever operated by a thumb button. A 10" diamond blade is available. Also: 3 and 5 hp. electric models. Eveready, Kansas City, Mo.

Circle 254 on Reader Service card



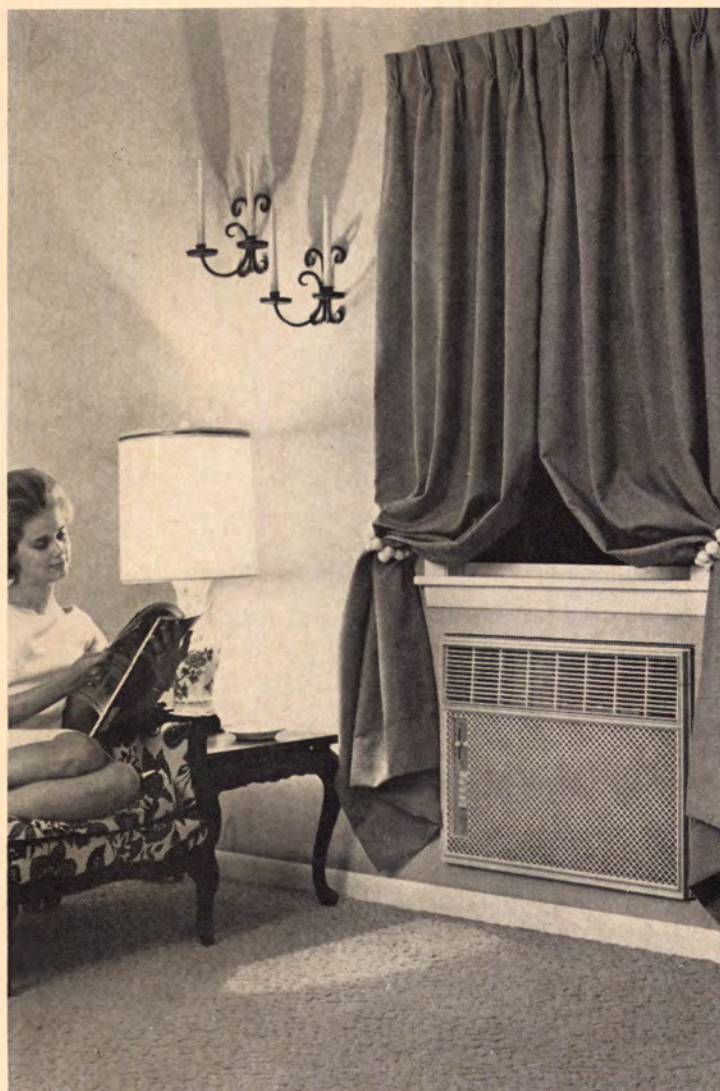
**Compact drafting machine** combines T-square, triangle, ruler and protractor on a 16"x21" drawing board. Weight: 2 $\frac{1}{2}$  lbs. One-piece aluminum scale, calibrated in 16ths or 10/50ths, can be clamped to a sketch pad. Draftette, Beverly Hills, Calif.

Circle 255 on Reader Service card

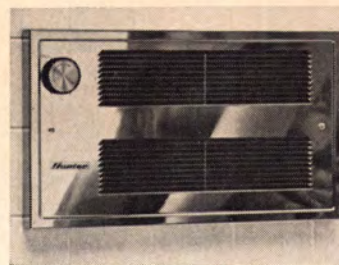
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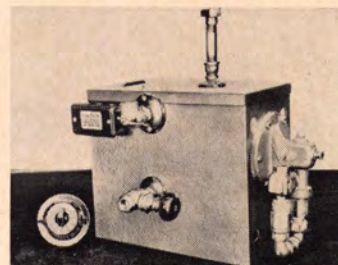
## Heating, cooling, ventilating



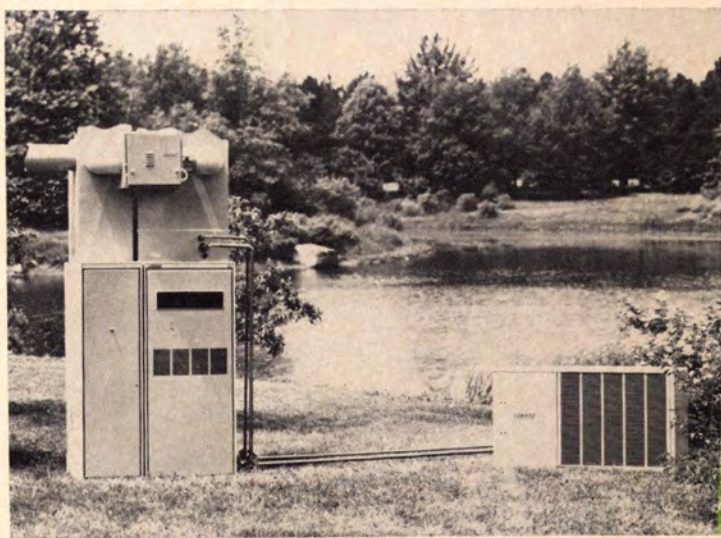
**Room air-conditioner** for cooling large spaces comes in two models: 26,000 or 30,000 Btu. Unit contains two fan motors—one for three-speed cooling, the other for the condenser fan—for quiet operation. Carrier, Syracuse, N.Y. *Circle 282 on Reader Service card*



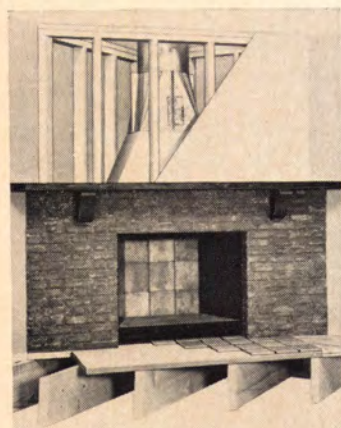
**Recessed heater** for bathrooms and kitchens fits between studs. Rough-in size: 14 1/4" x 8 1/4" x 4 1/4" deep. Four models: 1,250-watt with chrome grille; 1,500-, 2,000-, and 2,500-watt with beige grille. Blower and thermostat. Hunter, Memphis. *Circle 285 on Reader Service card*



**Electric boiler** for hot-water heating systems comes in 12 and 20 kw capacities for producing heating of 41,000 and 68,300 Btu. Integral sequencer-control energizes immersion heaters one at a time as needed. Edwin Wiegand, Pittsburgh. *Circle 286 on Reader Service card*



**Total comfort package** for gas, oil or electricity combines accessories that provide 1) constant air circulation, 2) fresh-air intake, 3) humidification, 4) electronic air cleaning, and 5) quiet cooling. Lennox, Marshalltown, Iowa. *Circle 284 on Reader Service card*



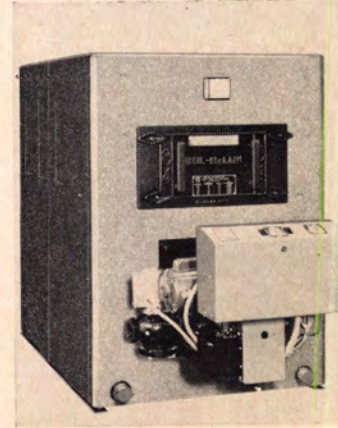
**Packaged fireplace** sits directly on floor, requires no masonry support. Glass, brick, stone or any other facing can be applied. Chimney sections—18" or 36"—are added as needed, plus exterior chimney housing. Vega, Syracuse, N.Y. *Circle 283 on Reader Service card*



**Free-standing fireplace** takes any fireplace fuel, including logs up to 27" long. Package includes hood extension, chimney sections, chimney housing. Styles include Early American, modern, contemporary, provincial. Hart, New Albany, Ind. *Circle 290 on Reader Service card*

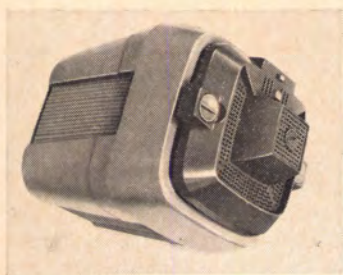


**Plexiglas humidifier** is a demonstrator offered free to builders who purchase standard humidifier models in quantities of five or more. It shows house prospects how the rotating bronze humi-discs create humidity. Hamilton, Chicago. *Circle 287 on Reader Service card*



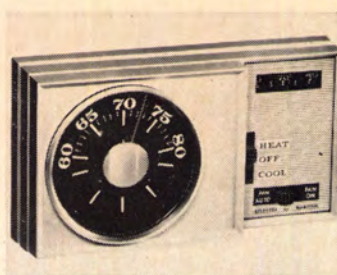
**Boiler-burner** for commercial buildings provides forced-draft firing with gas, light oil or gas-light-oil burners. Net load range is 536,600 to 1,231,000 Btu/hr., 1,820 to 5,130 sq. ft. steam. Available pre-assembled. Weil-McLain, Michigan City, Ind. *Circle 288 on Reader Service card*





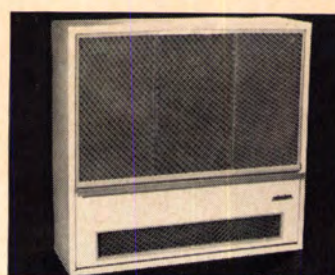
**Power humidifier** is designed for simple installation on a furnace hot-air duct. The unit is built into a modern-looking case so it will blend with the average basement recreation area or casually finished game room. Eaton, Cleveland.

Circle 289 on Reader Service card



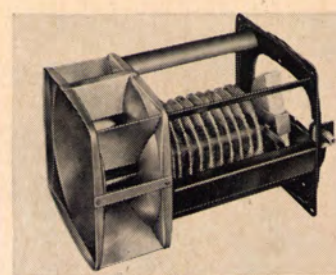
**Warm-air thermostat** for gas furnaces automatically controls heating and air conditioning. Manufacturer claims unit's sensitivity is one-tenth degree. Unit provides fan control and manual operation. Maxitrol, Southfield, Mich.

Circle 291 on Reader Service card



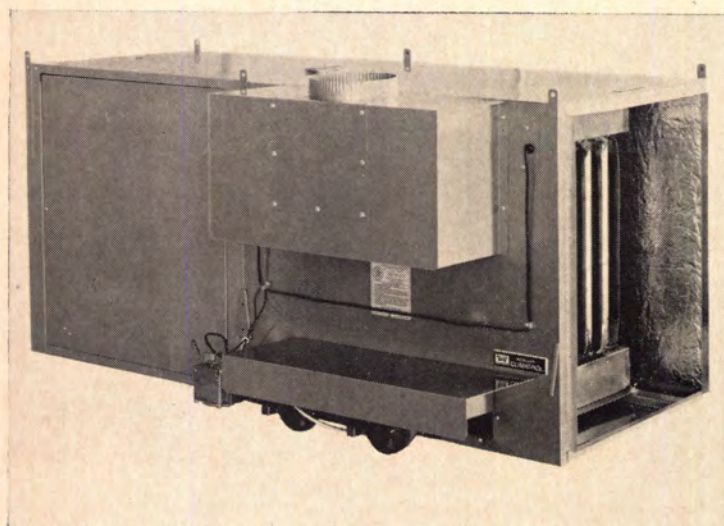
**Slim wall heater** is a gas-fueled counter-flow unit for through-the-wall mounting. It is 12" deep, and can be wall-recessed or simply hung. Input rating: 35,000 Btu. Four gravity models are also available. Suburban, Dayton, Tenn.

Circle 292 on Reader Service card

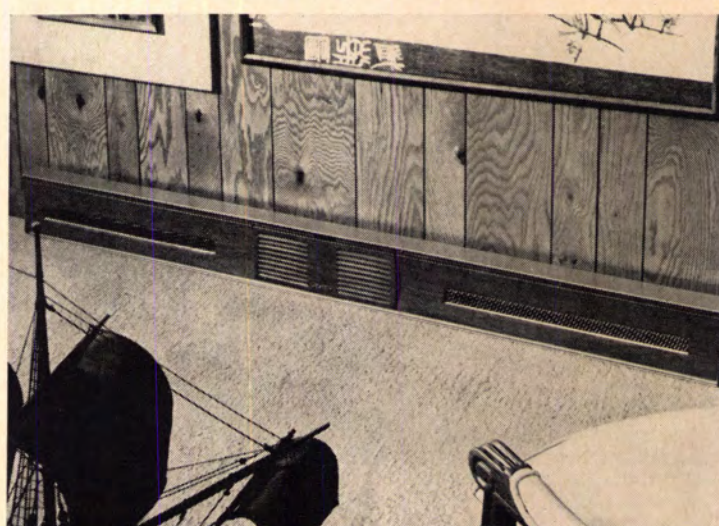


**Air-powered humidifier** needs no electrical connections, no added ductwork, and no adapters. Moving air from the furnace rotates the evaporator discs. Manufacturer says it will humidify a 2,000-sq.-ft. house. Leigh, Coopersville, Mich.

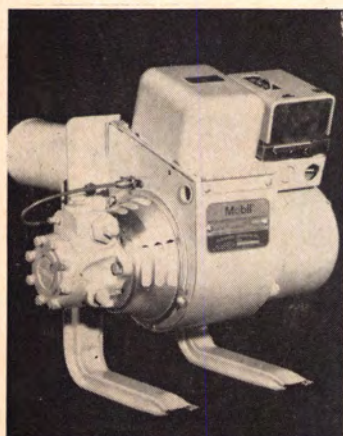
Circle 293 on Reader Service card



**Horizontal furnace**—gas-fired—can be installed in attics, crawl space, and on combustible floors. Maximum size: 23½" high, 22¾" wide, 52" deep. Ten direct-drive models offer up to 150,000 Btu input. Worthington, Milwaukee. Circle 294 on Reader Service card



**Forced-air heater** for baseboard mounting is faced by walnut panels in a sand-tone case. Five models: 1,500 to 4,000 watts, 240 volts. Squirrel-cage blowers, built-in automatic thermostat, 2¾" projection. Martin, Huntsville, Ala. Circle 295 on Reader Service card



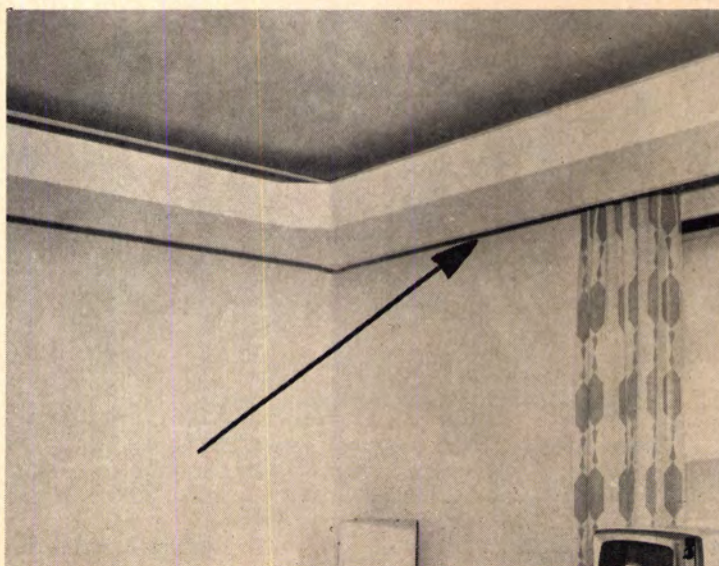
**Compact oil burner** weighs 50 lbs., yet handles firing rates ranging from ¾ to 2½ gallons per hour. Manufacturer estimates it will fit the heating needs of 90% of new houses without change in air-handling parts. Mobil, New York.

Circle 296 on Reader Service card



**Gas incinerator** has a timer that automatically turns off unit when burning cycle is completed. Off-gases containing smoke and odor are destroyed by an after-burner. Capacity: 1.5 bushels. Input: 30,000 Btu. Calcinator, Bay City, Mich.

Circle 297 on Reader Service card



**Valance system** for heating and cooling consists of fin tube at the junction of ceiling and wall. Chilled water is circulated through the tube for summer cooling, hot water is circulated for winter heating. Edwards, Pompton Plains, N.J. Circle 298 on Reader Service card

continued



## Interiors



**Handmade brick** for interior walls simulates the appearance of Early American masonry. An expanded line now includes earth colors and white as well as typical red-brick shades. Glen-Gery Shale Brick, Shillington, Pa. *Circle 310 on Reader Service card*



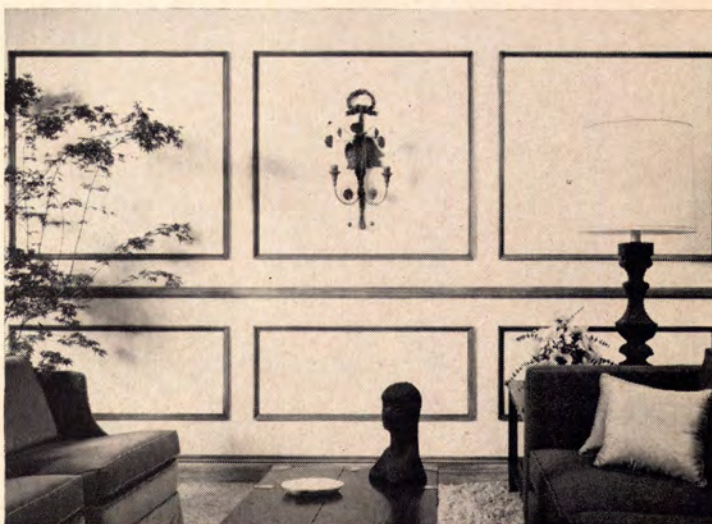
**Grid ceiling system** for installations where headroom is at a premium fastens flush to joists, using only 1/4" of overhead space. However, ceiling clips permit grid to be lowered as much as 2 1/4" to clear pipes. Insulite, Minneapolis.

*Circle 311 on Reader Service card*



**Ceiling tiles** molded from polystyrene have a white pebble-textured surface. The 24"x24" squares are prescored to give the appearance of 12"-square tiles. Interlocking flanges facilitate alignment. U.S. Mineral Prods., Stanhope, N.J.

*Circle 312 on Reader Service card*



**Western wood moldings** come in a variety of configurations that can be applied to flush wall surfaces to copy the look of solid wood paneling. Above: moldings combined with painted wall. Western Wood Moulding, Portland, Ore. *Circle 313 on Reader Service card*



**Woodgrained paneling** has the deep color and pronounced grain of oak. Ideal for dens and libraries. Panels are 4' wide and come in three lengths: 7', 8', and 10'. Line also includes pecky teak and French walnut. Masonite, Chicago.

*Circle 314 on Reader Service card*



**Translucent panels** of rigid polystyrene are offered in two patterns and five colors: crystal, avocado, gold, tangerine, and aqua. Suggested uses: room dividers and luminous walls. Sizes: 2'x4', 2'x6', and 4'x8'. Celotex, Tampa, Fla.

*Circle 315 on Reader Service card*



**Bamboo molding** is made of half-round wood with darkened knuckles at 9" intervals. Advantage over real bamboo: It can be mitered. The trim comes in 3/4", 1 1/4", and 1 1/2" widths in lengths up to 8'. Federal Millwork, Ft. Lauderdale.

*Circle 316 on Reader Service card*



**Fancy-butt shingles** of No. 1 Certigrade red cedar are available in several dozen butt configurations. The wall shown above is covered with a "fish-scale" butt—once popular for second stories and gable ends. Red Cedar Bureau, Seattle.

*Circle 317 on Reader Service card*

*New products continued on p. 130*





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makes the most beautiful kitchen of them all*



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place, nail flanges, and unit is ready for plumbing hookup. Find out how other builders have increased their profits on NAHB tested fiberglass fixtures. Passed for scrubbing, staining, cleanability, wear and strength. U/R fiberglass Uni-Baths and Uni-Showers to meet all design requirements in white and five pastel colors matched to U/R china or cast iron lavatories and water closets. More information? Mail coupon today.

**Neptuna** (photo top) Full-width, molded fiberglass tub with integral nailing flanges. One man (or gal) can lift and easily install. **Meteor** (photo middle) New! Full-width, one-piece bathtub with three walls. Recessed soap dish and grab bar. Featherlight and mobile. Two men can lift easily. Nail flanging edges to framing and complete remaining wall areas to specifications. **Spa** (photo bottom) New! Unique design concept. 60" fiberglass shower stall and three walls with integral corner seat molded all-in-one. Recessed soap dish and grab bar. Leakproof. Wipes clean with liquid household detergent. Molded safety bottom.



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☐ Send brochure. ☐ Send name of nearest wholesaler. ☐ Send girl.

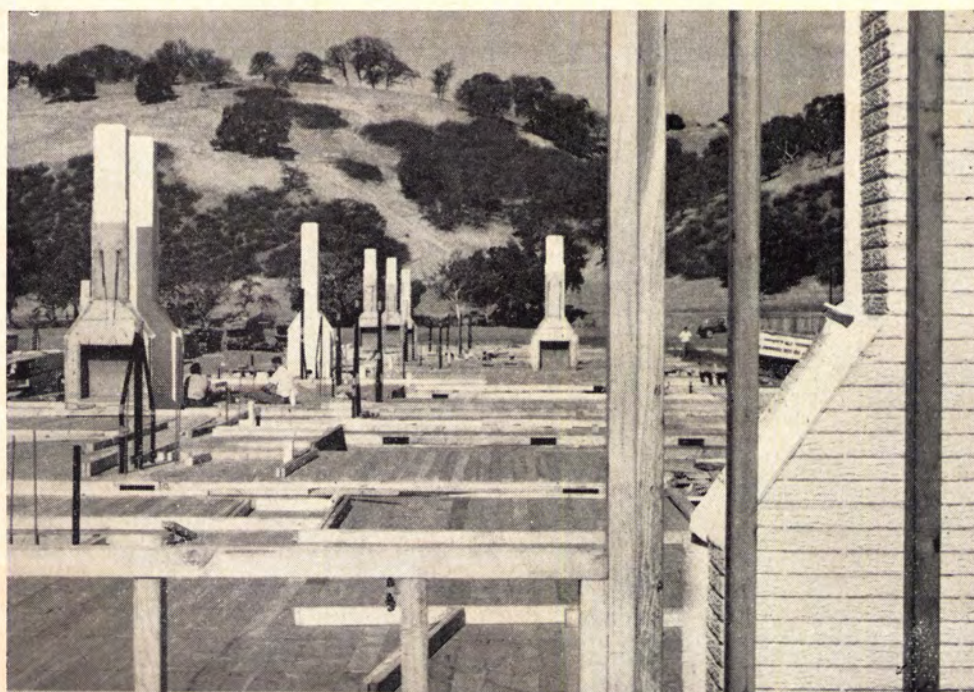
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**PRECAST FIREPLACES** can be set in place before framing is erected. Straps on inner face, far

left, are nailed to ceiling joists to tie chimney to house. Package also includes pre-painting.



**TEMPORARY SUPPORT**, seen at rear of chimney in foreground, serves until framing is up.

## Precast fireplaces cut two days' work to 30 minutes

Besides eliminating two days of bricklaying from a builder's construction schedule, the fireplaces shown above make scheduling more flexible. Reason: They can be installed any time from right after the foundation is in (*photos*) to when the house is nearly completed.

These and other advantages have helped a California manufacturer, Western Monolithics Inc. of San Jose, turn the precast fireplace into a growing business. In two years Monolithics has hoisted some 3,000 fireplaces onto new-home sites in the San Francisco Bay area.

A Monolithics fireplace is cast out of concrete, shale, aggregate, and steel rods. But it is cast in embossed forms, so the exposed concrete surfaces simulate Roman

ruffle-face brick. The casting incorporates not only damper, firebox, and terra-cotta flue liner but also all necessary metal flashing.

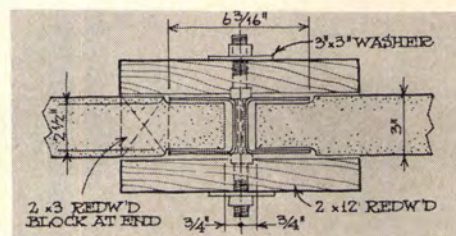
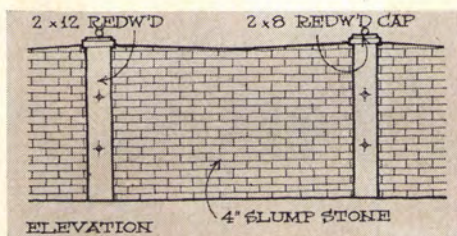
While the precast fireplace looks like brick-and-mortar, it is both stronger and lighter. After 28 days, says the manufacturer, it has the strength of a bridge girder. Its weight is two to three tons—depending on whether it is one or two stories high—compared with seven to eight tons for a brick fireplace.

Two built-in connections attach the precast fireplace to a house. As the unit is placed by Monolithics' truck-crane, reinforcing rods are connected at the base, and steel straps protruding from the chimney are nailed to ceiling joists. If the house

is a two-story, the chimney contains two sets of straps—one at each floor level. A separate concrete pour unites the base of the fireplace with a footing of the house foundation.

When house walls have not been erected, the fireplace is shored up by a temporary support: A 3" pipe-and-screw-jack is connected to a threaded plate in the upper face of the chimney and to a plate anchored to the ground by a 3/4" pin driven 36" into the ground.

The interior face is laid up at the site on veneer ties incorporated in the casting. Assuming a finished face of used brick, Monolithics says its fireplace is priced at 15% less than the average conventional version.



### Precast privacy wall combines lightweight concrete and redwood pilasters

Western Monolithics casts the embossed-concrete wall in 10' sections as a sideline to its fireplace work (*story, above*). At the site, sections are locked into steel-

channel posts embedded in 3 1/2'-deep concrete caissons. To cover the joints and add contrast, pressure-treated redwood boards are applied to both sides by bolts

welded to spacers in the steel posts. A decorative cap makes the posts look like columns. Monolithics also sells the lightweight sections as room dividers.



# Come on, Joe.







# Force yourself to go to Rome and Spain's Costa del Sol.

## You've got it coming to you from Fedders.

Twelve days in Europe isn't hard to take is it? Particularly with Fedders footing the bill. No kidding. All you do is install Fedders Central Air Conditioning and Heating Systems...fewer units than you might think for a trip this great.

And Fedders makes it easy! You want price—you *get price*. You want models that fit your plans—Fedders gives you the biggest line of central air conditioning and heating equipment ever. For outside or inside installation. In attic, garage, closet, basement, breezeway, backyard...you name it, we have it! Cooling and heating, split or packaged systems!

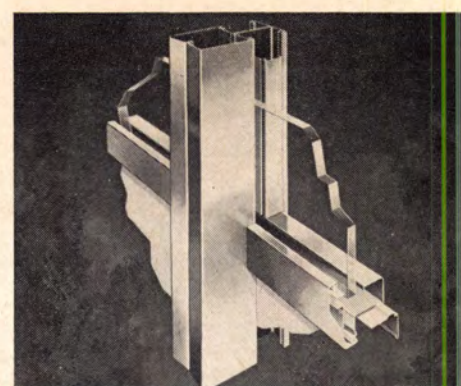
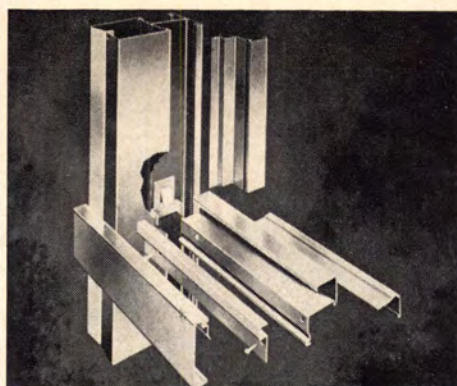
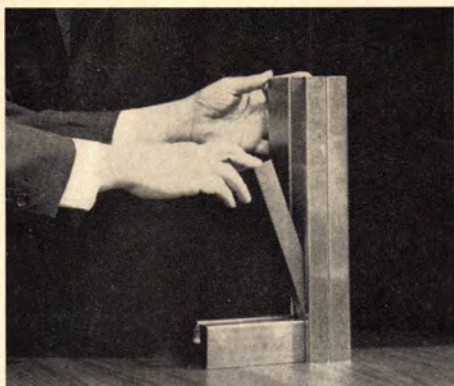
All engineered for easy installation, easy service. All set to send you and your wife to Rome and Spain's Costa del Sol.

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# **FEDDERS**

## **CENTRAL AIR CONDITIONING AND HEATING**





### Snap-together components cut the price of stainless-steel curtain walls

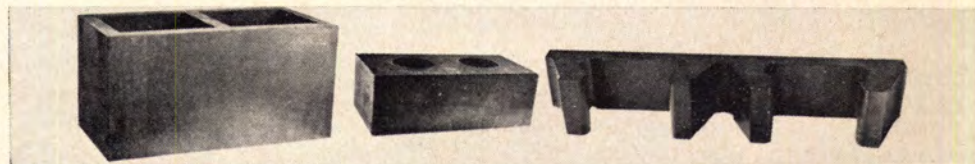
At the new lower price, stainless steel can now compete with any curtain-wall system—in both low-rise and high-rise buildings. So says U.S. Steel, which developed the new steel system through Designer Abe Grossman, and is now selling it.

Stainless-steel curtain walls have been around for some time, but their market

was limited because the price was high. The price was high because lack of a well-engineered components system prohibited mass production and necessitated extra work at the construction site.

U.S. Steel's new system uses just seven basic shapes. They can be produced in volume by precision roll-forming, and

they reduce most on-site assembly to a matter of locking together preformed members (*shown above*). No exposed fasteners are required. Vertical members of the curtain-wall grid—mullions—need only one anchor point at each floor, and are inserted one on top of another. Horizontal members are locked into the mullions.



### Masonry made of soil and oil can save 25¢ a sq. ft.

Specifically, a soil-oil block costs 2¢ to 5¢ less than a concrete block, it can be laid up with a paint roller instead of a trowel—saving 20¢ a block—and it needs less finishing material than concrete.

Those are field-test claims made by the developer of soil-oil masonry—Esso Research and Engineering Co. Now builders are getting a chance to see for themselves: Esso's first licensee, Sayre & Fisher Co. of Sayreville, N.J., has gone into production of soil-oil block, brick, and other

masonry units (*photos*); and other suppliers are on the way.

Soil-oil masonry is just that—soil plus petroleum asphalt (ten-to-one). Esso calls it BMX, and says about one-third of the earth's soil is suitable. The advantages of BMX block and brick lie in close dimensional tolerances and smooth surfaces. Those are the reasons mortar can be applied with an ordinary paint roller, and a BMX interior wall surface can be finished with one coat of plaster.

### Lenders get a new manual for appraising houses

But builders as well as lenders may want a copy of this thick new handbook. It's the largest compilation of house-construction information ever published in a single volume.

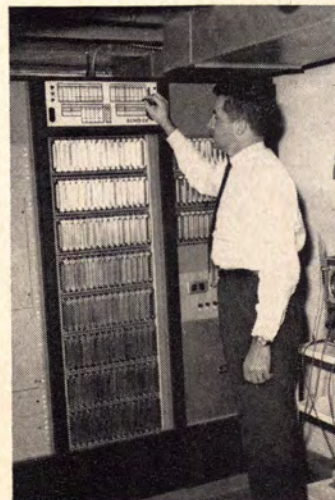
The manual—called "Construction Lending Guide"—contains about 700 pages (unnumbered) on five subjects: land planning, house design, construction, appraising, and construction-loan procedures.

The material is thorough. John Schmidt and other staffers of the U.S. Savings & Loan League spent four years gathering it

aided by Architect Walter Lewis.

And the material is well presented. Subjects are covered at considerable length in "main text" sections and then followed up by "work files"—summaries of industry specifications and recommendations concerning pertinent construction materials, methods, and practices. Heavy use is made of photos, drawings, tables, and charts.

American Savings and Loan Institute and McGraw-Hill Book Co. are the publishers. Price, except to U.S. S&L League members, is \$26.



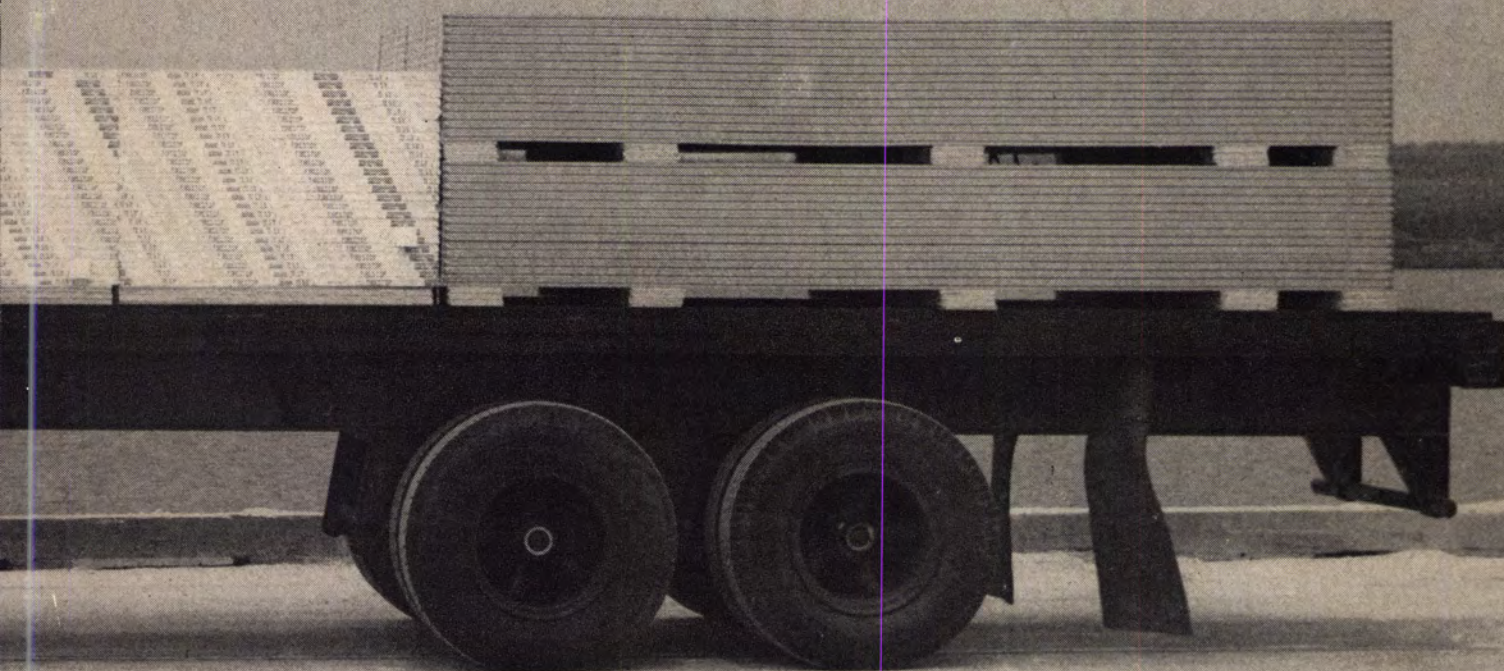
### For 1980 homebuyers—a built-in computer

The working model (*left*) is in Westinghouse Engineer Jim Sutherland's basement. He built it himself, and is programming it to run his home. He says the machine will eventually:

1. Produce shopping lists.
2. Keep the family budget.
3. Predict the weather.
4. Control all thermostats.
5. Switch on TV programs.

But Sutherland says the programming, a hobby for him, will take ten years. Pending FDA approval, "total automation" may outrank "total comfort" by 1980.





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New, lightweight  $\frac{5}{8}$ " Firestop covers all our ratings approved by Underwriters' Laboratories for the  $\frac{5}{8}$ " thick material, and is approximately 10% lighter than before. This means that contractors, builders, architects can specify one  $\frac{5}{8}$ " fire-rated board to fit all their requirements—and save weight and money—for incombustible wall, floor and ceiling assemblies in construction of all kinds. Write or call for further information today!



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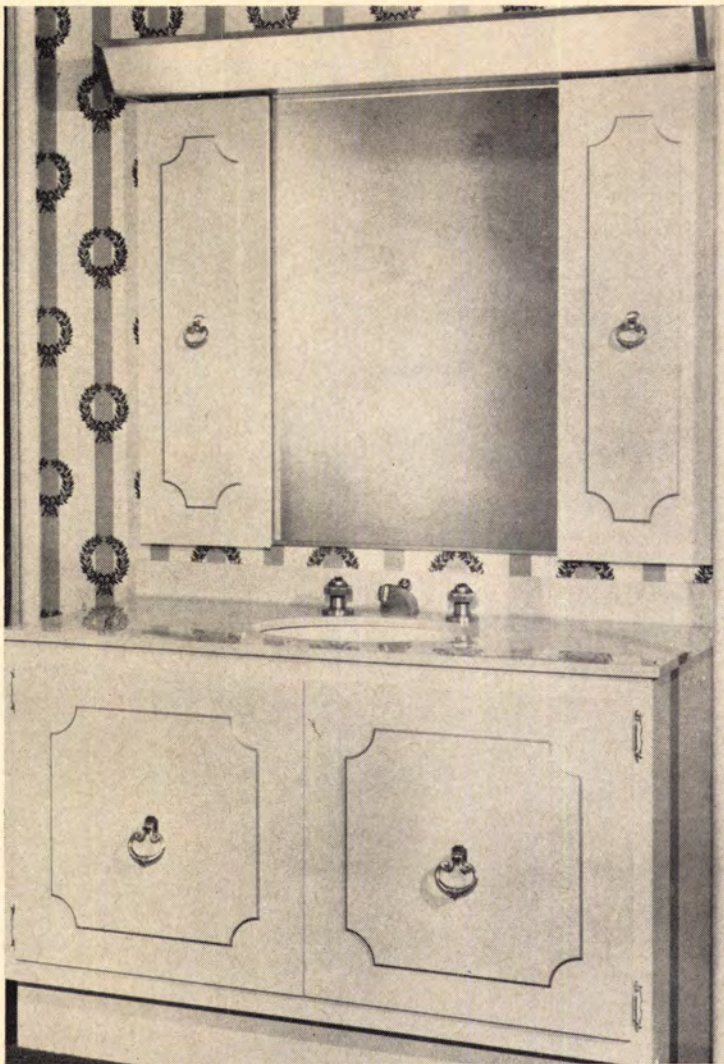


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2 INDUSTRIAL BOULEVARD, PAOLI, PENNSYLVANIA



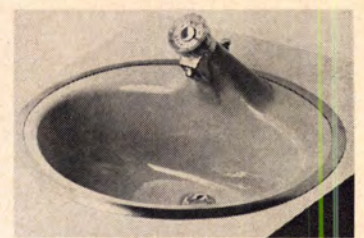
**Baths**



**Matched hardwood cabinet series** includes recessed wall units and 48" vanity base with synthetic marble top. Recessed cabinet has one-piece drawn body of zinc-coated steel. Hardware finish: satin gold. Williams, Elkhart, Ind. *Circle 339 on Reader Service card*



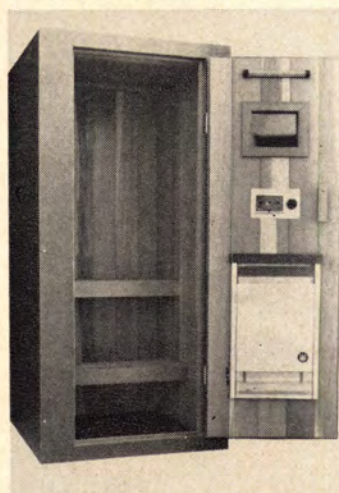
**Fan and light** are combined with mirror and cabinet in both standard and deluxe models that are available in 24" and 48" widths. Features: 75 cfm exhaust fan, electrolytic copper-back mirror, convenience outlet. Nutone, Cincinnati. *Circle 340 on Reader Service card*



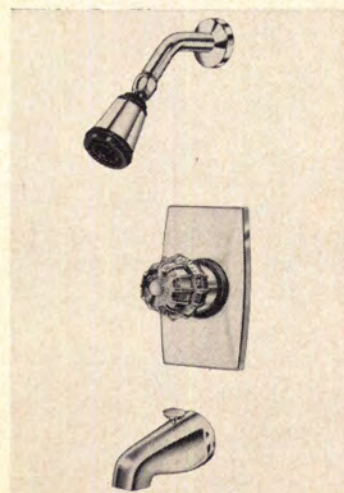
**Push-pull valve** permits color-control temperature mixing, and is positioned on oval lavatory to eliminate splash on the valve housing. Seventy lavatory colors match fixtures and appliances of most manufacturers. Graning, El Monte, Calif. *Circle 341 on Reader Service card*



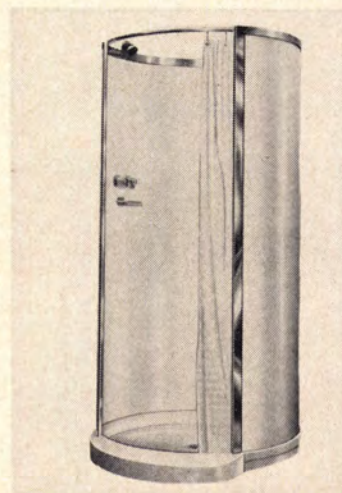
**Sliding-mirror cabinet** is framed in gold-brushed white or wood-tone with gold detailing. Features: adjustable glass shelves for flexible storage, and plate-glass mirrors guaranteed five years. Rough opening: 26"x17". Grote, Madison, Ind. *Circle 342 on Reader Service card*



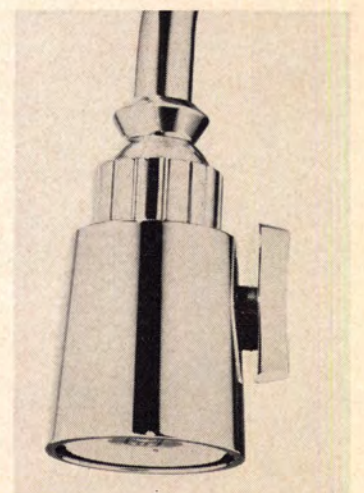
**Solo sauna**—36"x39"x78"—requires only 110 volts. Builder can place door on existing closet as an option. Features: stainless steel heater, kiln-dried redwood interior, mahogany paneled exterior. Viking Sauna, San Francisco. *Circle 343 on Reader Service card*



**Dual faucet** combines hot and cold water controls on one stem. Cold handle is positioned directly over the hot, permitting both handles to be operated independently or together. With shower head and spout. Sterling, Morgantown, W. Va. *Circle 344 on Reader Service card*



**Circular shower kit** of fiberglass and aluminum is shipped knocked-down in choice of colors. Unit includes hot and cold control valve, showerhead, soapdish, drain, and curtain. Suggested as a swimming-pool accessory. Swan, St. Louis, Mo. *Circle 345 on Reader Service card*



**Adjustable shower head** of chrome-plated brass has large ball socket for smooth swiveling. Head offers a full range of spray patterns from needle point to full flood. Features double-action self-cleaning. Standard Screw, Elyria, Ohio. *Circle 346 on Reader Service card*

New products continued on p. 132



## CAUTION!

This lock is not  
panic-proof.  
Children should be  
accompanied by a  
panic-proof adult.



## Is she really in danger if she locks herself in?

Surely, if she's big enough to lock the door from the inside, she's big enough to unlock it. All she has to do is: 1) remember to turn the little button; 2) remember which way she turned it to lock the door; 3) then turn it back exactly in reverse. It's as simple as one, two, three...if only she doesn't panic from the fear of being trapped in.

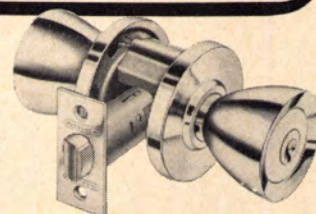
If she does panic—she's safe if there's a Weslock on the door.

All Weslocks are panic-proof. They unlock and open *automatically* from the inside with one *instinctive* turn of the knob. They do not need to be unlocked first.

If you were making door locks, isn't panic-proof the only way you'd make them?

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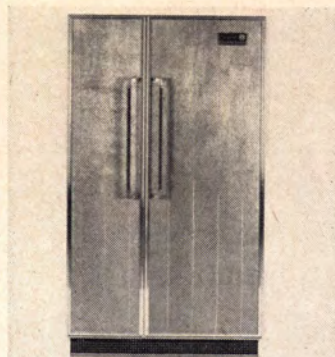




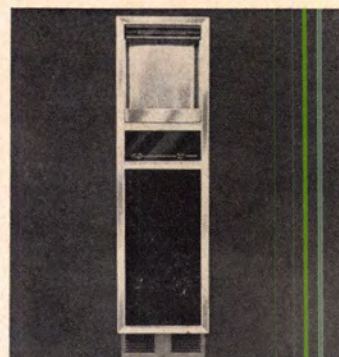
## Kitchens



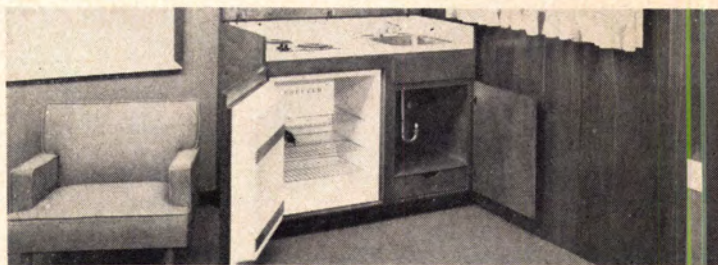
**High-style cabinets** answer a variety of storage needs with a custom-furniture look. Honey-colored planking is used both vertically and horizontally. Extra-wide undercounter cabinet accommodates three-bowl sink. I-XL, Goshen, Ind. Circle 201 on Reader Service card



**No-frost duplex** mates 259-lb. freezer and full-size refrigerator in 35 $\frac{3}{4}$ " unit. Tappan, Mansfield, Ohio. Circle 205 on Reader Service card



**Water dispenser**—a 9" x 34" built-in—provides hot or chilled water at a touch. Rangaire, Cleburne, Tex. Circle 208 on Reader Service card



**Efficiency kitchen** combines 5-cu.-ft. refrigerator, stainless-steel top burners, and sink in 48", 54", and 60" widths. Cabinet is lumber-core birch and is offered with or without a folding cover. Noblecraft, Hillsboro, Ore. Circle 200 on Reader Service card

## Why the trend to Medallion homes and apartments equipped by General Electric?

REASON NO.

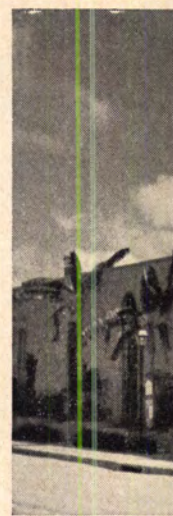
1

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Buyers and renters recognize General Electric as the standard for quality and dependability in electrical appliances and equipment. And this acceptance helps you create a closing climate for your homes or apartments. When you say "Equipped by General Electric" you're communicating with an audience presold by years of favorable product experience and continuing national advertising.

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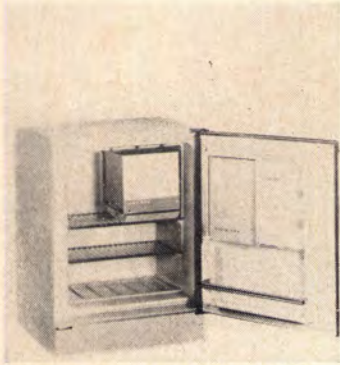
Construction Market Development Operation





## NEW PRODUCTS

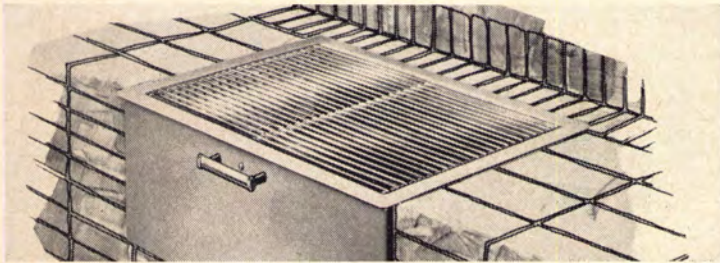
start on p. 106



**Compact gas refrigerator**—21¼" deep, 21" wide, 28" high—has eight-lb. freezer. Morphy-Richards, Northvale, N.J. Circle 202 on Reader Service card



**Gas range** incorporates waist-high barbeque broiler and Teflon-coated griddle. O'Keefe & Merritt, Los Angeles. Circle 203 on Reader Service card



**Charcoal grill**—with 24" x 16" chrome surface—can be installed outdoors in masonry fireplace, or post-mounted with bracket accessory. Where codes permit, it can be installed indoors in insulated cabinet. Donley, Cleveland. Circle 204 on Reader Service card



**Freezer/refrigerator** is offered in four widths—33" to 48"—with capacities of 20 to 30 cu. ft. The unit allows separate temperature control for refrigerator and freezer. Colors include copper bronze, beige, avocado. Admiral, Chicago. Circle 206 on Reader Service card

New products continued on p. 134



TEXAS

### Trend Setters . . .

#### TOWNHOUSE MANOR

Houston, Texas

180 Gold Medallion Townhouses

McHenry Builders

#### CHATEAU RIVIERA

Detroit, Michigan

200 Bronze Medallion Apartments

Edward Rose and Sons—

Beznos Realty & Investment Co.

#### WATER'S EDGE ( Rendering )

Bayside, New York

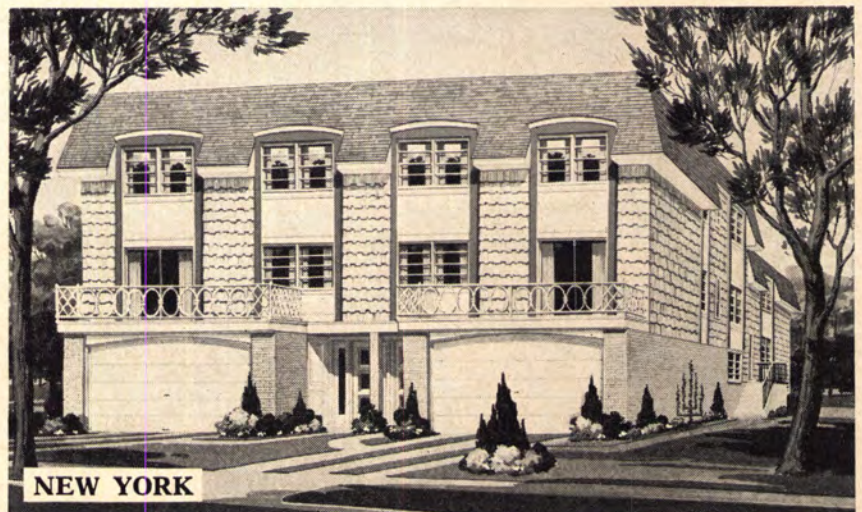
500 Bronze Medallion Homes

Birchwood Park Builders;

Morris Sosnow, President



MICHIGAN



NEW YORK



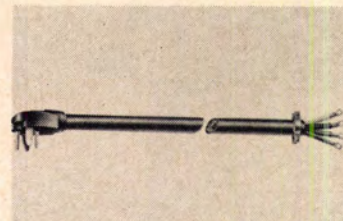
## Lighting & electrical fixtures



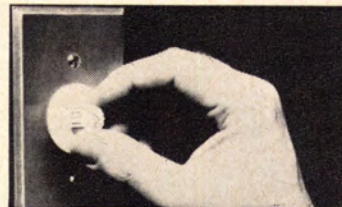
**Wrought-iron chandelier** features imported optic glass in champagne or clear crystal. Dimensions: 30" spread, 18" length, 42" over-all drop. Arms are solid brass with a rectangular configuration. EJS Lighting, Los Angeles. *Circle 271 on Reader Service card*



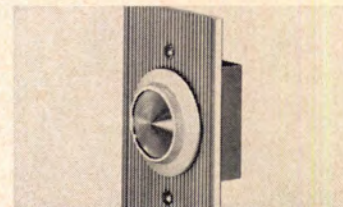
**Carriage lamps** feature a design that complements any style house entry—traditional or contemporary. Three-way port-holes provide ornamental lighting and maximum water-tightness. Artolier, Garfield, N.J. *Circle 272 on Reader Service card*



**Four-wire cord** for ranges and dryers permits grounding of not only the electrical circuit but of the appliance itself. The extra wire is attached directly to the appliance frame. Carol Cable, Pawtucket, R.I. *Circle 273 on Reader Service card*



**Fluorescent dimmer** offers full-range control of 40-watt rapid-start fluorescent lamps. Dimming range: 900:1. Choice of three capacities for 10, 30 and 120 lamps. Superior Electric, Bristol, Conn. *Circle 274 on Reader Service card*



**Incandescent dimmer**—a single-pole switch for use on 120-volt, 60-cycle, single-phase input—is U.L.-listed to carry a connected load rating of 1,000 watts. Gold wall plate. Ideal, Sycamore, Ill. *Circle 279 on Reader Service card*

REASON NO.

2

### *Why the trend*

systems engineering assistance helps you take full advantage of all-electric construction

When you deal with General Electric, a team of engineering specialists can help you with every facet of your electrical installation. At your request, G-E engineers will work closely with your architect, electrical engineer, or electrical contractor to help determine and select the most practical heating, cooling, and wiring systems from G.E.'s "super-market" of electrical equipment.

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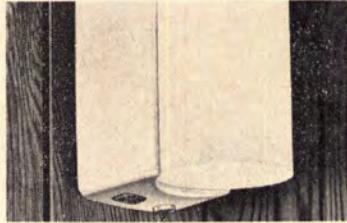
HOUSE & HOME





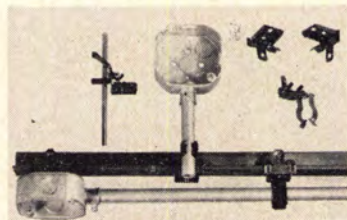
**Lighted chime** contains low-voltage lamps rated to last more than two years. Frame is cast metal with an antique-brass finish. Amber, translucent panels simulate Flemish hammered glass. Nutone, Cincinnati.

Circle 278 on Reader Service card



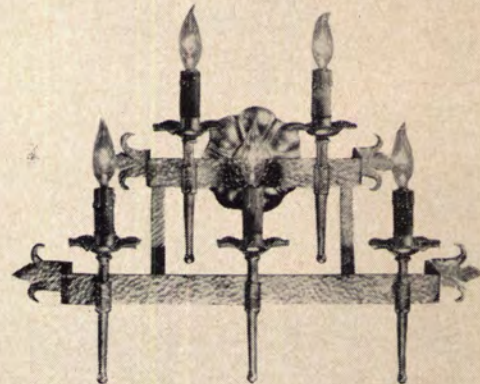
**Ceramic wall fixture** for commercial or residential installation features a tubular fiberglass shade and a high-quality glaze finish in white, satin blue, or green. Pass & Seymour, Syracuse, N.Y.

Circle 277 on Reader Service card



**Conduit hanger** has 3/4" hole spacing and 1/4" thread impression for fastening outlet and conduit boxes, duct straps, conduit clamps, friction and threaded rod hangers. Fastway Fasteners, Lorain, Ohio.

Circle 275 on Reader Service card



**Metal wall brackets** are available with back plates (top) or in double tier (bottom). Back-plate style is black wrought iron with accents in silver or gold. Tier style is hammered wrought iron. Thomas, Louisville, Ky.

Circle 280 on Reader Service card

New products continued on p. 136



OKLAHOMA



ILLINOIS

## Trend Setters . . .

**UNIVERSITY CLUB TOWER**  
Tulsa, Oklahoma

236 Gold Medallion Apartments  
Perrault & Wheeler

**THE TIARA (Rendering)**  
Chicago, Illinois

100 Gold Medallion Apartments  
D. Santarelli Building Corp.

**WASHINGTONIAN TOWERS**  
Gaithersburg, Maryland

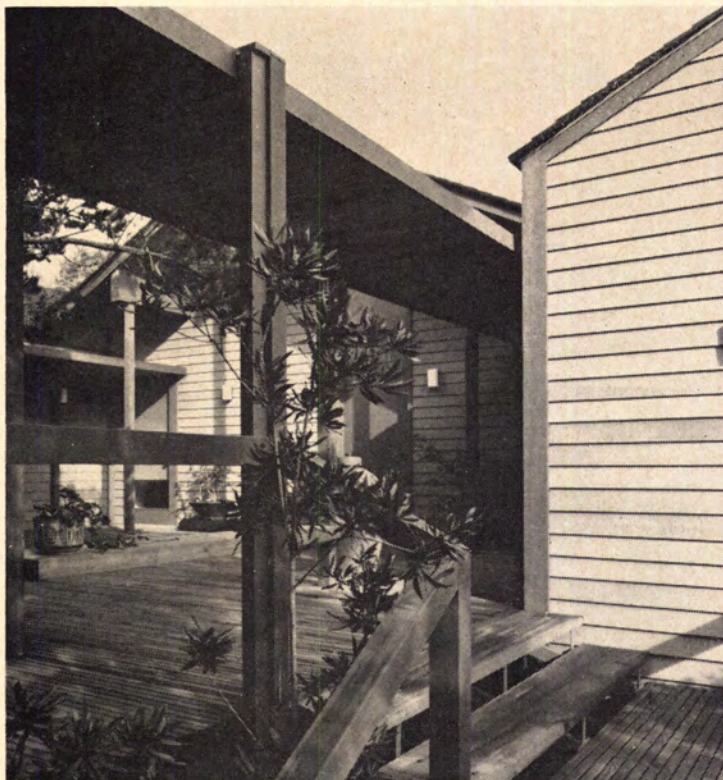
210 Gold Medallion Apartments  
Sam Eig, developer and builder



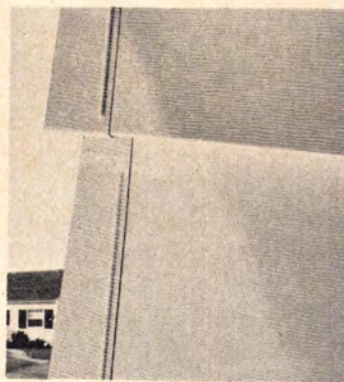
MARYLAND



## Exteriors



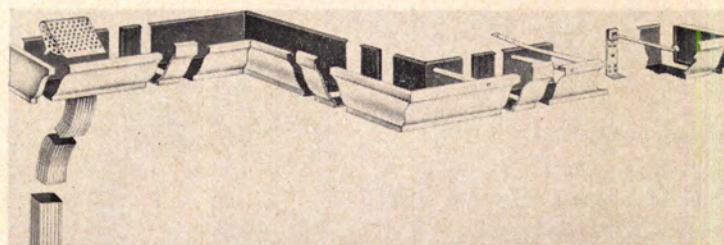
**Sawn-face siding** comes pre-stained on all surfaces—face, back, edges, and ends. It is available in all basic shapes in clear, western red cedar. Complete system includes color-matched nails and touch-up stain. Seattle Cedar, Seattle. *Circle 257 on Reader Service card*



**Steel siding** prefinished with a double coat of polyvinyl chloride has lifetime guarantee. Mastic, South Bend, Ind. *Circle 258 on Reader Service card*



**Foam-backed aluminum** permits lap siding to be nailed directly to studs—no sheathing. Alsco, Akron, Ohio. *Circle 259 on Reader Service card*



**White steel gutter** and downspout are protected against corrosion by three coatings: hot-dipped zinc, metal chromate, and acrylic enamel. Gutter floats in a concealed hanger nailed directly to fascia. U.S. Aluminum, Franklin Park, Ill. *Circle 260 on Reader Service card*

REASON NO.

3

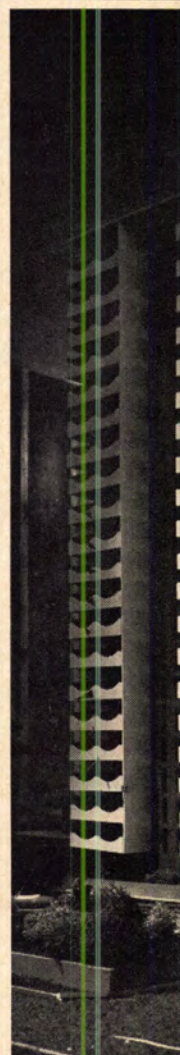
*Why the trend*

coordinated delivery  
scheduling works to expedite  
your construction

No builder likes to spend valuable time coordinating appliance and equipment delivery. Your General Electric sales representative serves as a single point of responsibility to develop a coordinated shipping schedule designed to put your appliances and electrical equipment on the job when you want them.

**GENERAL  ELECTRIC**

Construction Market Development Operation







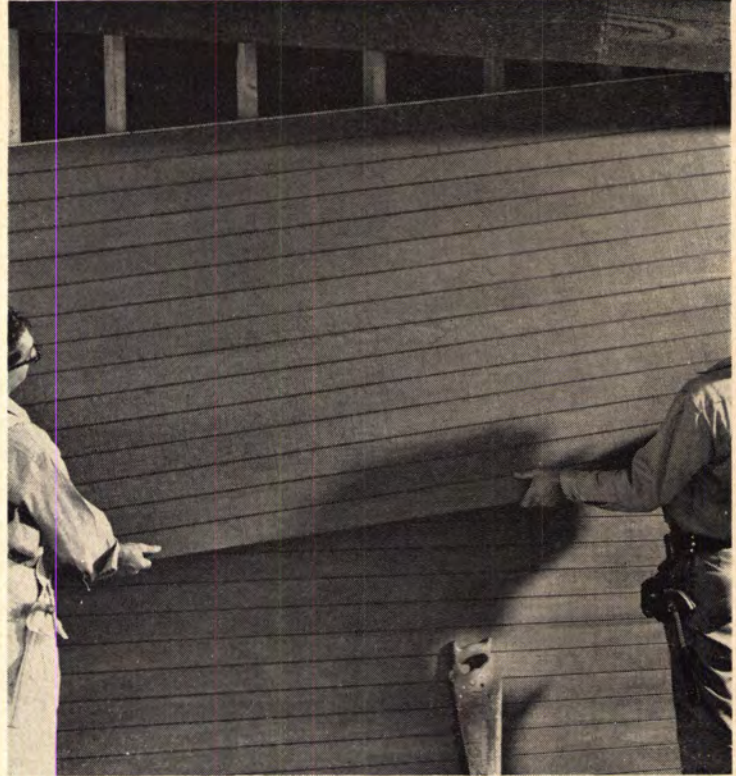
**White vinyl gutter** and downspout system comes with 4" or 5" gutters in 10' lengths. Certain-teed, Ardmore, Pa. Circle 262 on Reader Service card



**Hammered-metal finish** can be simulated on any material by a brush-on paint in seven colors. Cabot, Boston. Circle 263 on Reader Service card

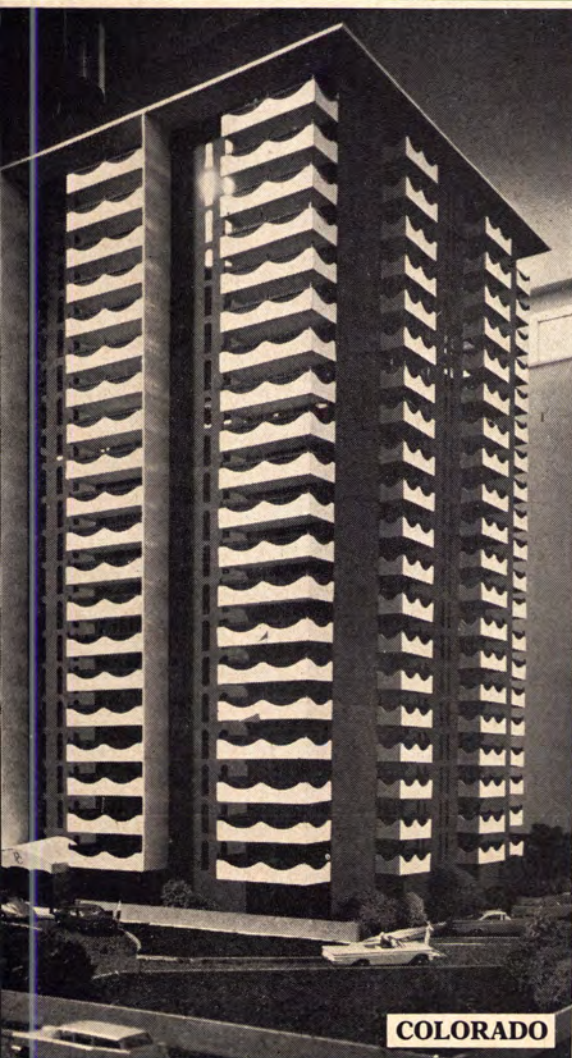


**Spindles and columns** of kiln-dried western hemlock are pre-sanded and ready for finishing. National supplier carries a complete selection of all styles and sizes for interior and exterior applications. Morgan-Wightman, St. Louis. Circle 261 on Reader Service card



**Redwood plywood** has a rough-sawn face with burned-in grooves 3.2" o.c. It is 3/8" thick, suitable for interior paneling or exterior siding applied directly to studs horizontally or vertically. Long edges are shiplapped. Simpson, Seattle. Circle 264 on Reader Service card

New products continued on p. 138



COLORADO



NEW YORK

## Trend Setters . . .

**THE POLO CLUB (Model)**  
Denver, Colorado

158 Bronze Medallion Apartments  
Polo Club, Inc.;  
Neil Wynkoop, President

**PARKVIEW AT DOUGLSTON**  
Queens, New York

694 Bronze Medallion  
Townhouses and Apartments  
Waterview Enterprises, Inc.;  
Gene Ballin, President

**TROY TOWERS**  
Union City, New Jersey  
315 Bronze Medallion Apartments  
Nicholas Angleton,  
developer and builder



NEW JERSEY

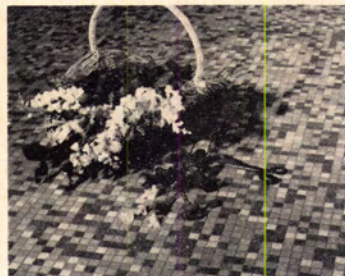
Circle 84 on Reader Service Card



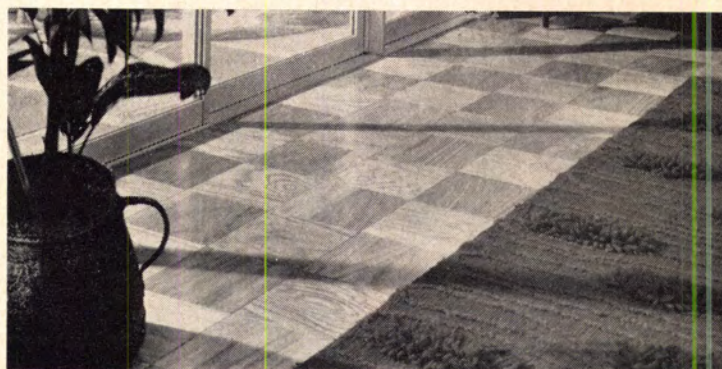
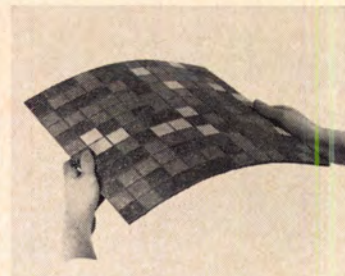
## Floors



**Vinyl-asbestos floor tiles** with a grout-like embossed border identical in width and thickness on all four sides may be installed in any direction. White or red tiles are 12" sq. and  $\frac{1}{8}$ " thick. Johns-Manville, New York. *Circle 331 on Reader Service card*



**Vinyl-grouted ceramic tile** conceals seams between sheets to give a monolithic effect. Flooring—in  $13\frac{1}{8}$ "-sq. sheets of 1"-sq. mosaic tiles—has a high degree of flexibility. Twenty patterns offered. U.S. Ceramic Tile, Canton, Ohio. *Circle 319 on Reader Service card*



**Laminated oak blocks** with urethane finish resist wear. Blocks are available in medium and dark shades, and may be installed over concrete, plywood, insulation board, or existing floors. Size: 9" sq.,  $\frac{1}{2}$ " thick. E.L. Bruce, Memphis. *Circle 320 on Reader Service card*

# 4

REASON NO.

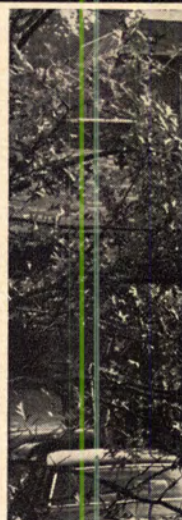
## Why the trend

custom merchandising  
programs speed achievement  
of your sales or rental goals

General Electric puts its experience in the best use of advertising, sales promotion and publicity to work for you. G-E specialists will submit ideas to launch your campaign or supplement your existing program. This customized merchandising directs the community's attention to your homes or apartments even before opening, and helps assure early achievement of your sales or rental objectives.

**GENERAL  ELECTRIC**

Construction Market Development Operation







**Textured ceramic tile**—in 12" squares—comes in a wide range of patterns and colors. Its burnt earthy look is the result of a glaze applied over a dark-brown base. Flooring is frost-proof and weather-resistant. Interpace, Los Angeles.  
*Circle 322 on Reader Service card*



**Resilient tile** in embossed vinyl asbestos incorporates fragmented pattern that helps conceal tile joints. Tile is offered in five colors including white, moss, and brown, in standard size: 12"x12"x1/16". Kentile, Brooklyn, N.Y.  
*Circle 323 on Reader Service card*



**Sheet vinyl flooring** simulates natural slate with a random-rectangle pattern. Embossing of mortar lines enhances the flooring's slightly textured surface. Three colors: beige, terra cotta, blue-green. Armstrong, Lancaster, Pa. *Circle 324 on Reader Service card*

*New products continued on p. 140*



**Trend Setters . . .**

**ROSSMOOR LEISURE WORLD**  
Olney, Maryland

10,000 Gold Medallion Manors  
The Rossmoor Corp.  
Ross W. Cortese, President

**VILLAGE GREEN**  
Newport News, Virginia  
385 Gold Medallion Homes  
Hallmark Associates

**WHISPERING PALMS**  
Rancho Santa Fe, California  
611 Gold Medallion Homes  
Cavanaugh Development Company

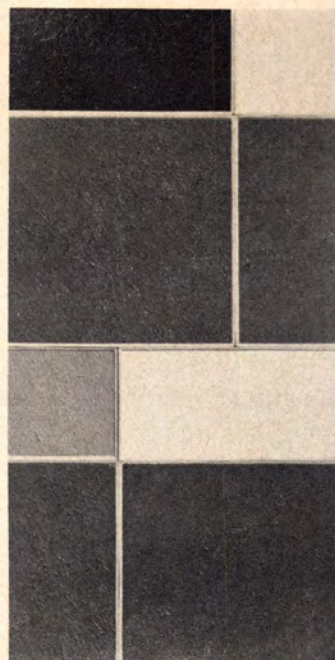




## Floors



**Vinyl-asbestos tile** in embossed pebble pattern costs less than low-grade asphalt. Tiles are 9" sq. and  $\frac{1}{16}$ " thick. Also available: embossed travertine, marble, and wood, as well as 12 smooth surface colors. Azrock, San Antonio. Circle 325 on Reader Service card



**Vinyl tile** simulates grouted flagstone and comes in three sizes—12" sq., 6" sq., and 12"x 6"—to make an 18" module. Color groups mix grey, charcoal, and green with eggplant or terra cotta grout line. Amtico, Trenton, N.J.

Circle 328 on Reader Service card



**Sheet vinyl** is embossed in a random pattern that simulates tiny pieces of flagstone. The textured flooring comes in 6' widths, in a choice of six colors. Can also be used on walls and kitchen counters. Mannington Mills, Salem, N.J.

Circle 327 on Reader Service card

### Why the trend

REASON NO.

# 5

creative kitchen and laundry designs transform available space into strong sales movers

Creative kitchen and laundry planning is another benefit you receive when you select General Electric appliances and equipment for your Medallion homes and apartments. G.E.'s total-design concept includes recommendations for equipment placement and over-all room decor. Floors, countertops, wall coverings, curtain materials and appliances are color-coordinated.

**GENERAL  ELECTRIC**

Construction Market Development Operation







**Masonry floor sealer** is a liquid coating for terrazzo, quarry tile, slate and concrete. Purpose: to eliminate dusting problems and seal floors without discoloring or yellowing. Pints, quarts, and commercial drums. Glidden, Wickliffe, Ohio.  
Circle 326 on Reader Service card



**Extension cord duct** extruded of natural rubber lies flat on floor surface so equipment on casters can roll over it easily. Dimensions:  $2\frac{3}{4}$ " x  $\frac{7}{16}$ " for standard duct,  $3\frac{1}{16}$ " x  $\frac{3}{4}$ " for heavy duty. In 12' lengths. Pawling, N.Y.  
Circle 329 on Reader Service card



**Solid-hardwood flooring** comes in panels of individual slats held intact by removable face paper. Shown: herringbone, in panels of four joined runs; and "domino," in panels of  $\frac{9}{10}$ " x  $\frac{9}{10}$ " squares. Harris, Johnson City, Tenn. Circle 330 on Reader Service card



New products continued on p. 142



## Trend Setters . . .

**TWIN LAKES**  
Seattle, Washington  
1,200 Bronze Medallion Homes  
Sherwood Development Company

**SEACOAST TOWERS EAST**  
(Rendering)  
Miami Beach, Florida  
445 Bronze Medallion Apartments  
Alexander Muss & Sons

**THE CARLTON HOUSE**  
Lima, Ohio  
74 Gold Medallion Apartments  
The 1609 Corporation;  
Ben Cogen, President

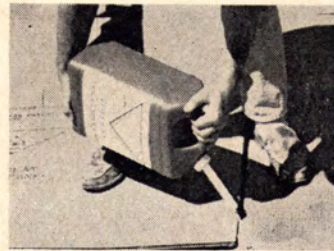




## Construction materials



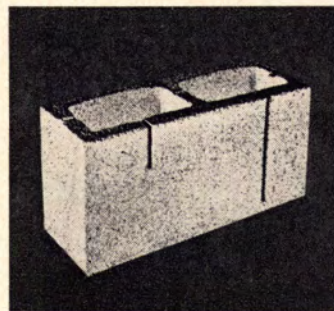
**Laminated decking** in California redwood comes in two grades: 1) *premium*—clear all heart, or A grade without sapwood, and 2) *architectural*—tight knots and pale yellow sapwood. Also: laminated beams. Potlatch, San Francisco. *Circle 228 on Reader Service card*



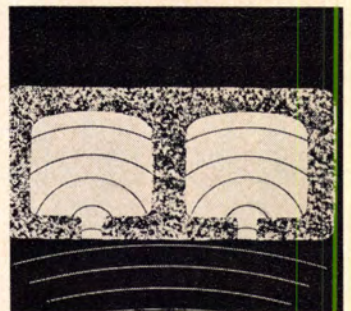
**Moisture-barrier panels** with bentonite core are laid under concrete slabs and sealed at seams. Moisture makes the core swell, preventing seepage. American Colloid, Skokie, Ill. *Circle 229 on Reader Service card*



**Epoxy patching compound** for concrete is mixed with sand to produce a trowel-on mortar. Result: a patch stronger than heavy-duty concrete. Contractors Chemical, San Leandro, Calif. *Circle 230 on Reader Service card*



**Sound-absorbing block** can reduce the need for separate acoustical materials in building design. Slots on the block-cavities' exposed side act as damped resonators, reducing sound transmission. Proudfoot, Greenwich, Conn. *Circle 234 on Reader Service card*



## Why the trend

REASON NO.

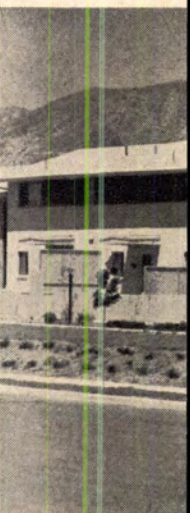
# 6

imaginative lighting by  
General Electric adds an  
effective new sales dimension

General Electric lighting, carefully planned for convenience, comfort and beauty, is always one of your best "built-in" salesmen. And modern interior and exterior illumination enhances your reputation as a builder of quality homes and apartments. How? By calling attention to the many advantages of all-electric living you provide.

**GENERAL**  **ELECTRIC**

Construction Market Development Operation



HOUSE & HOME

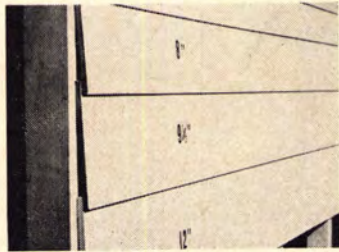


## NEW PRODUCTS

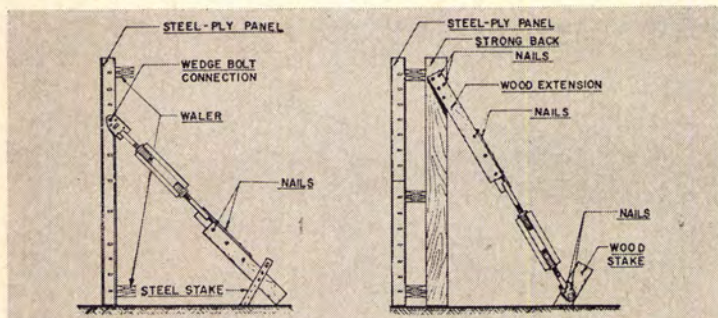
start on p. 106



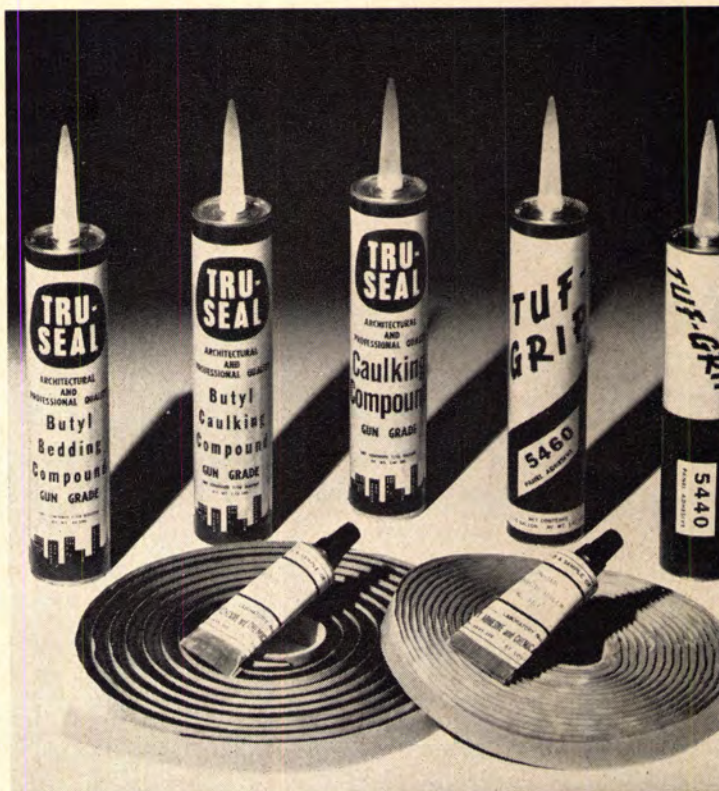
**Spray-on urethane** comes in an aerosol can. It eliminates the need for hand-mixing small batches of chemicals to repair or install thermal insulation. Allied Chemical, New York. *Circle 236 on Reader Service card*



**Hardboard lap siding** comes in four widths—6", 8", 9½" and 12"—with two coats of off-white primer. FHA has okayed it for direct-to-stud installation. U.S. Plywood, New York. *Circle 233 on Reader Service card*

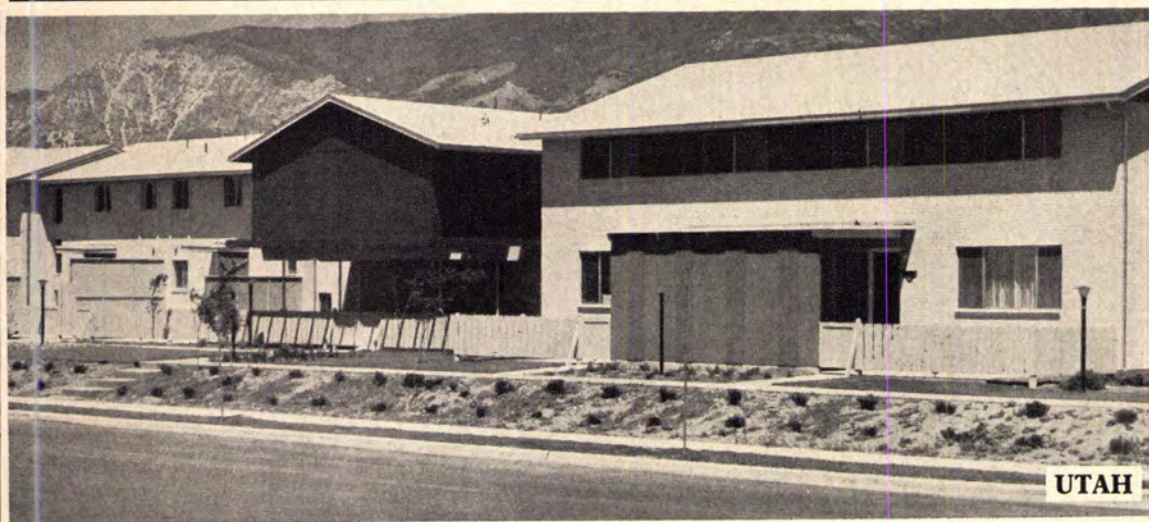


**Turnbuckle brace** for aligning concrete forms allows for 6" of adjustment. Maximum length is 3'6", but the brace can be nailed to a wood extension such as a 2x4. It can be attached to either steel or wood forms. Symons, Des Plaines, Ill. *Circle 232 on Reader Service card*



**Complete sealant line** includes pumpable polybutene caulking compound, butyl elastomeric sealant, butyl bedding compound, adhesive sealer, and extruded tape sealant—plus an adhesive for wood paneling and drywall, Hadley, St. Louis. *Circle 231 on Reader Service card*

*New products continued on p. 144*



UTAH

### Trend Setters . . .

**EMERALD HILLS**  
South Ogden, Utah  
232 Gold Medallion Townhouses  
Westenskow & Company, Inc.

**LAKESIDE APARTMENTS #2**  
New Orleans, Louisiana  
64 Gold Medallion Apartments  
Robert Tonti, developer and builder

**TANGLEWOOD TOWNHOMES**  
Cypress, California  
1,850 Gold Medallion Townhomes  
Larwin Group Companies



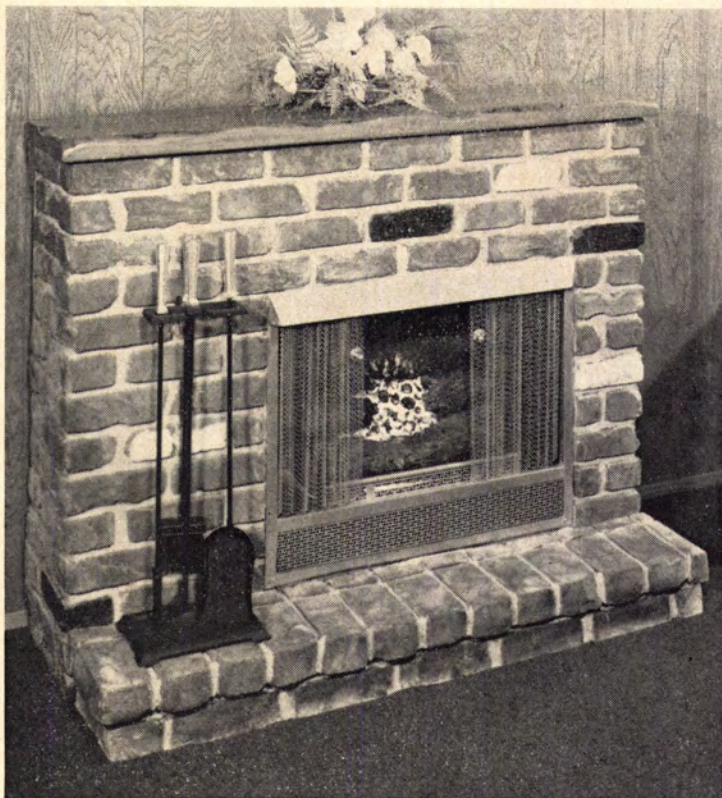
LOUISIANA



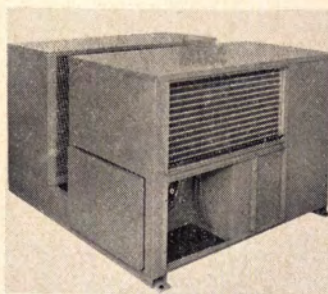
CALIFORNIA



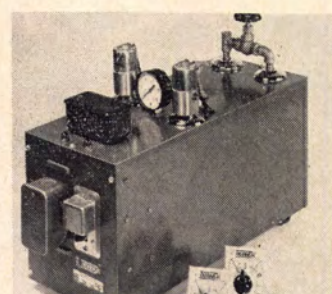
## Heating, cooling, ventilating



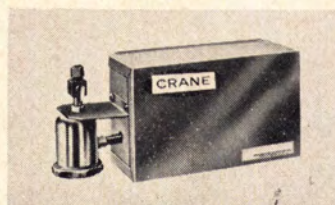
**Portable fireplace** plugs into 110-volt circuit and heats an area up to 600 sq. ft. The mantel-style model comes with electric logs, a forced-air electric heating system, and thermostat. Also available: 220-volt models. Dyna, Los Angeles. *Circle 299 on Reader Service card*



**Heating-cooling package** for outdoor installation can be placed after all other construction work is finished. Gas-fueled 36,000 Btu cooling; 100,000 Btu heating. Bryant, Indianapolis. *Circle 300 on Reader Service card*



**Steam generator**—about the size of a breadbox, 20"x11"x8"—converts any tub or shower into a steam room. A multiple-service model serves four rooms. Thermasol, New York. *Circle 301 on Reader Service card*



**Automatic humidifier** is a demand-actuated spray unit with no moving parts, no control float, no motor. Water from cold-water line is blown directly into furnace plenum. Crane, Chicago. *Circle 302 on Reader Service card*



**Wood-blade ceiling fan** gently moves large volumes of air without creating drafts—ideal for breezeways and covered patios. Two models—36" or 52" blade size. Emerson, St. Louis. *Circle 303 on Reader Service card*

REASON NO.

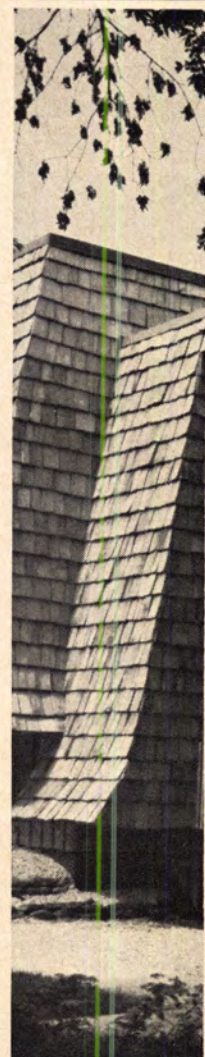
### *Why the trend*

electric heating/cooling systems  
and full-housepower wiring  
give you a distinct selling edge

People *prefer* total-electric living. There's no better proof than the impressive increases in construction (and sales!) of Gold Medallion homes and apartments in recent years. *And the trend is to all-electric by General Electric.* It's recognized as the ultimate in luxurious living—modern today, tomorrow, and for many years to come.

**GENERAL  ELECTRIC**

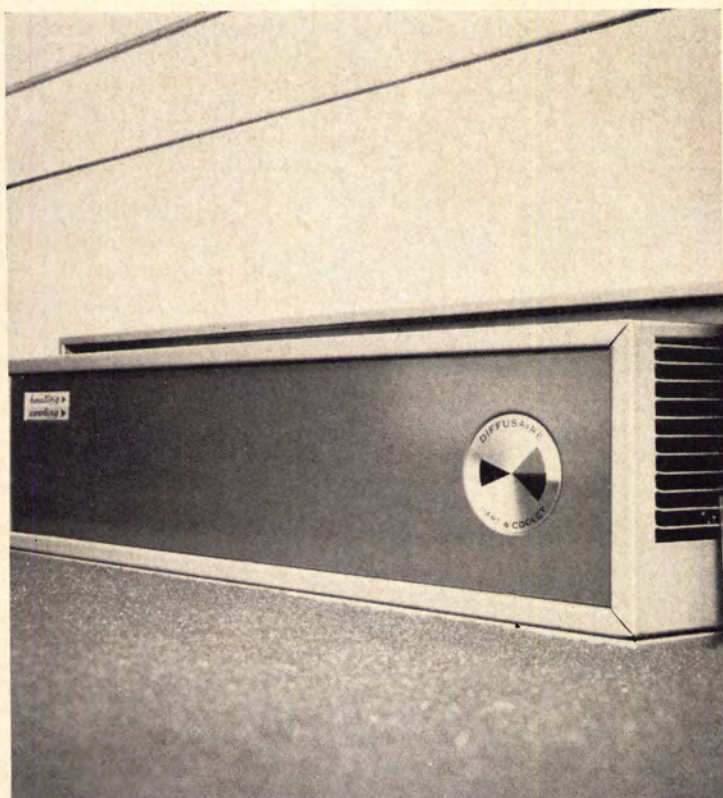
Construction Market Development Operation



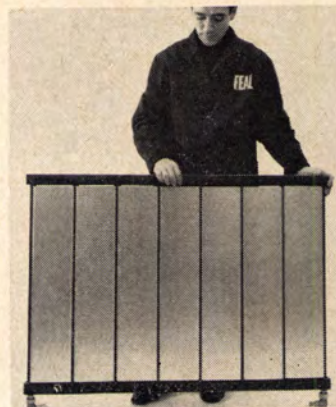


## NEW PRODUCTS

start on p. 106



**Automatic air diffuser** monitors air temperature supplied by forced-air heating/cooling systems, and automatically regulates air flow to a room in various draft-free patterns. Requires no wiring. Hart & Cooley, Holland, Mich. Circle 304 on Reader Service card



**Snap-together radiator** for hot water or steam consists of aluminum radiating elements that fit into a steel-tube frame. The unit is only 2" thick, and lightweight, and its small water capacity minimizes scale deposits. Feal, Milan, Italy. Circle 318 on Reader Service card

New products continued on p. 146



NEBRASKA



TEXAS

### Trend Setters . . .

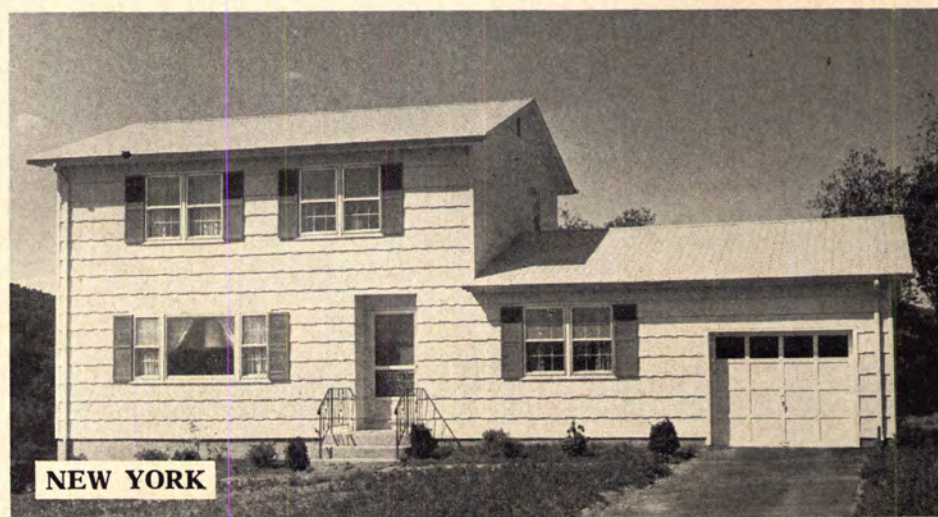
CONTINENTAL HOUSE  
Omaha, Nebraska

55 Gold Medallion Apartments  
Hawkins Construction Co.—  
Byron Reed Co., Inc.

TECH VILLAGE APARTMENTS  
Lubbock, Texas

200 Gold Medallion Apartments  
Howell Killgore,  
developer and builder

VALLEY FORGE  
Central Valley, New York  
161 Gold Medallion Homes  
McCafferty and Heck, Inc.

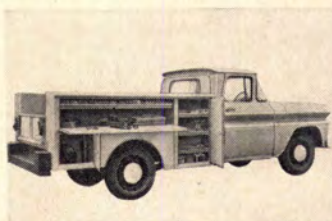


NEW YORK

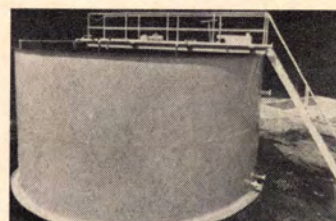




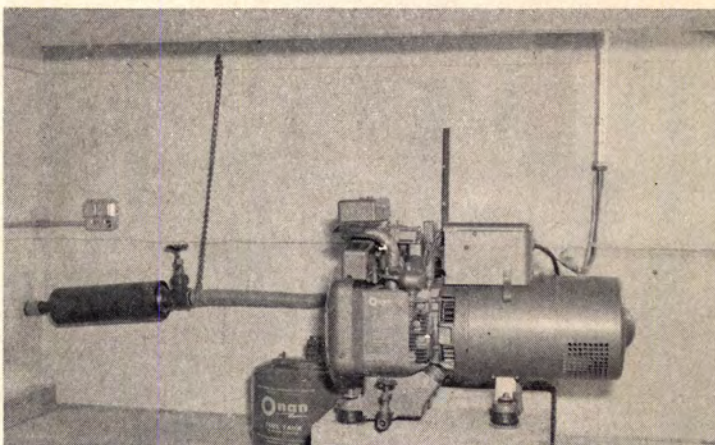
**Diamond saw blade**, rated "general purpose," cuts block, brick, and glazed tile. Diamond segments are 3/16" instead of the usual 1/8", and the manufacturer says finish cuts are finer than other blades'. Clipper, Kansas City, Mo. *Circle 185 on Reader Service card*



**Utility body** for 1/2-ton to 1 1/2-ton truck chassis also comes with panel-top, and telescopic-top. Reading Body, Reading, Pa. *Circle 186 on Reader Service card*



**Sewage plant** for both small tracts and large subdivisions is expandable, starting at 500 gpd. Can-Tex, Mineral Wells, Tex. *Circle 187 on Reader Service card*



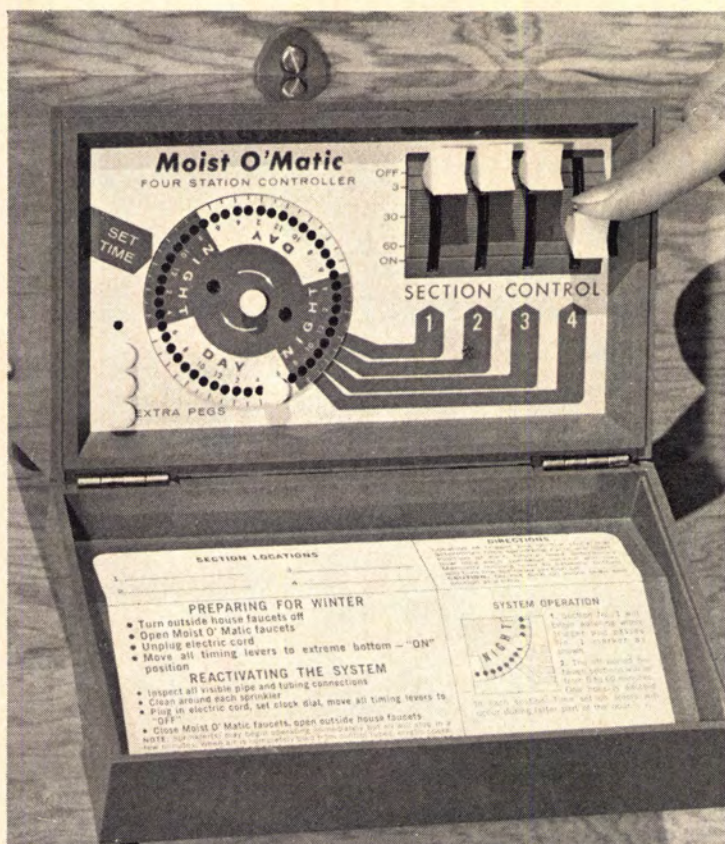
**Electric generator** with 10,000-watt capacity can supply the power needs of an average house. Adapts to either 120- or 240-volt circuits, burns gasoline or bottled gas, and comes in either 60- or 50-cycle models. Onan, Minneapolis. *Circle 188 on Reader Service card*

Find out  
how  
all-electric by General Electric  
can work  
for you



## NEW PRODUCTS

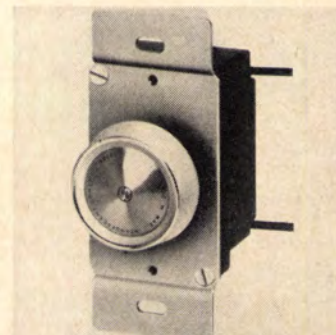
start on p. 106



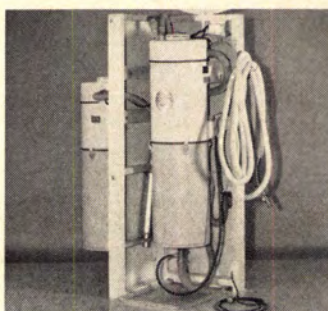
**Sprinkler control** for underground systems handles four stations, turning them on and off every other day, or as often as five times per day. A 48-hour clock permits staggering station settings from three to 60 minutes. Toro, Minneapolis. *Circle 189 on Reader Service card*



**Recessed downlight** produces low surface brightness for areas requiring inconspicuous light source. Swivelier, Nanuet, N.Y. *Circle 349 on Reader Service card*



**Incandescent dimmer** carries a 600-watt rating and incorporates a solid-state switch. General Electric, Providence, R.I. *Circle 190 on Reader Service card*



**Central vacuum** comes in two types: dry system or wet system. The latter is self-flushing. Whirlpool, Benton Harbor, Mich. *Circle 191 on Reader Service card*



**Crawler excavator** is self-propelled and hydraulic. Standard backhoe has 10'8" boom. American Poclain, Rahway, N.J. *Circle 192 on Reader Service card*

New products continued on p. 150

- Systems engineering assistance
- Coordinated delivery scheduling
- Full housepower wiring
- Imaginative lighting
- Custom kitchen and laundry designs
- Merchandising programs
- All-electric heating/cooling systems
- Value-packed major appliances

Send in this coupon for more information on General Electric's sales-producing programs for your Medallion homes and apartments.

Construction Market Development Operation  
General Electric Company, Box 1661  
Louisville, Kentucky 40201

☐ I would like to talk with your sales representative.  
Please have him call me at this telephone number \_\_\_\_\_

☐ Please send me full information about General Electric's complete program of services and assistance for builders of G-E equipped Medallion homes and apartments.

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

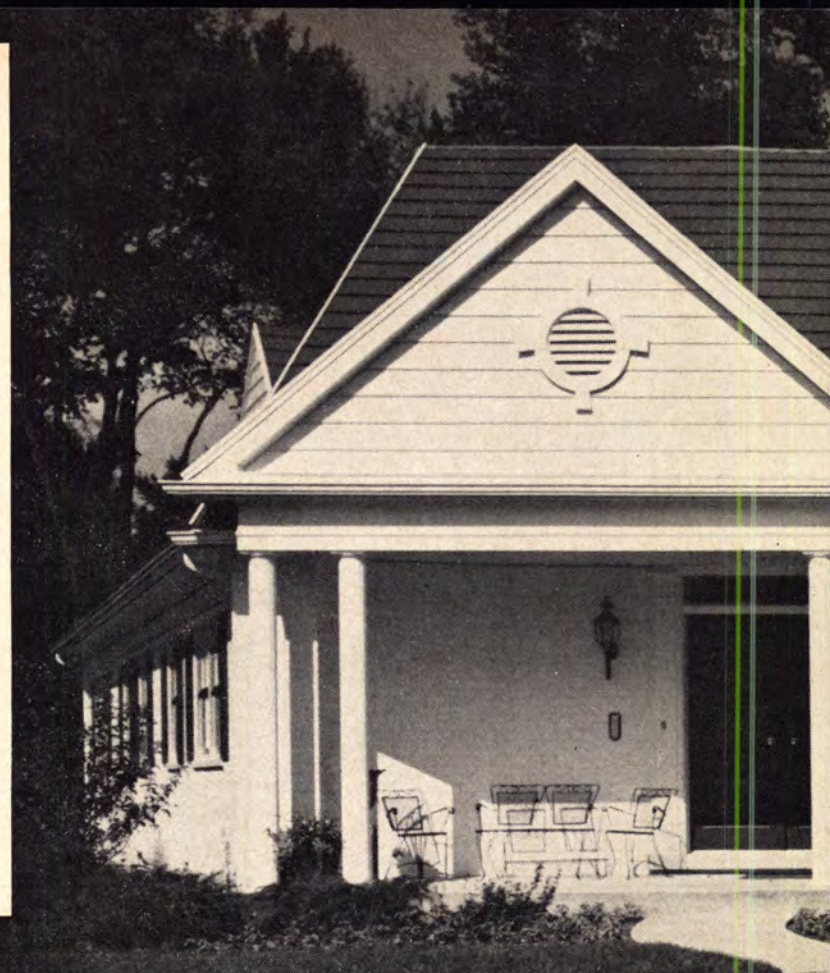


The Gold Medallion,  
awarded by your  
electric utility,  
is your assurance  
of electrical  
excellence.



# You're looking at 49 Reynolds Aluminum building ideas... all under one roof!

*More than 8000 pounds of strong,  
lightweight, rustfree aluminum  
add value to this custom home*



The home above, located in Wilmette, Illinois, is dramatic proof of the many uses of Reynolds Aluminum. More conventional aluminum building products—49 in all—were used here than in any other known single-family residence in the world!

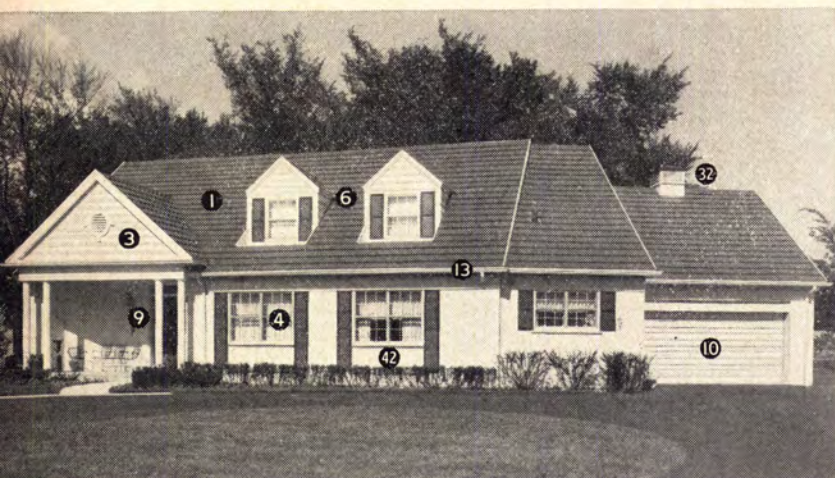
Take a look at the accompanying pictures. See how many opportunities you have to put Reynolds Aluminum to work for you, opportunities to show prospects that you've built extra quality, convenience

and value into your homes.

Wherever it's used, Reynolds Aluminum means easy living. It won't rust, crack, rot or warp; it's highly corrosion resistant and requires little or no maintenance.

Design flexibility is greater, too. Reynolds gives you a large choice of configurations, thicknesses and finishes.

And of course, aluminum's reflectivity is higher, so you can often promise lower heating and cooling costs.



## WEIGHT OF ALUMINUM IN HOME

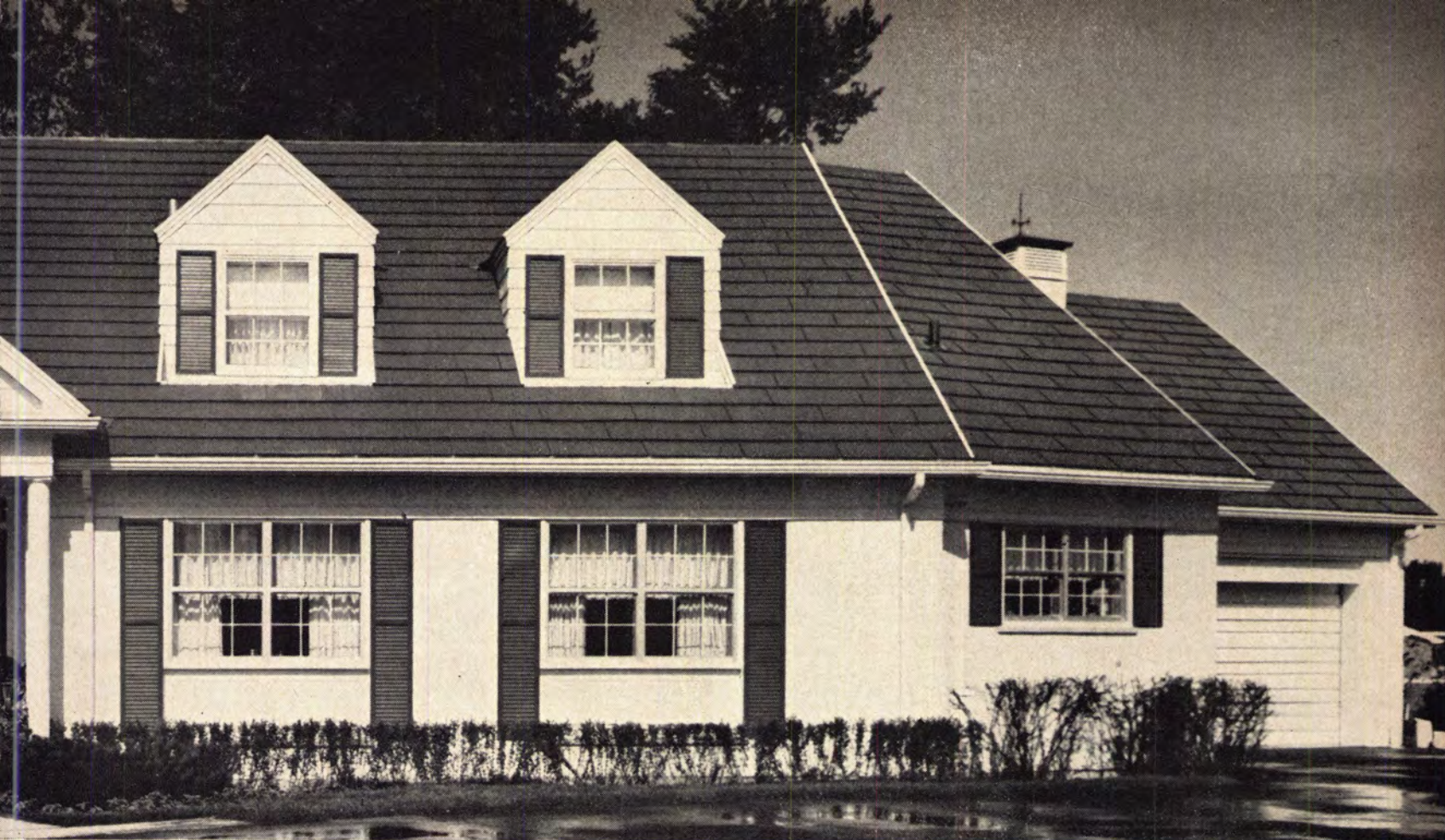
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\*Not Visible

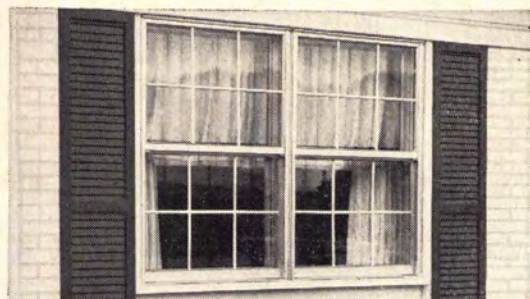
\*\*Excluding glass, wood, paint, fiberboard, insulation, etc.

**TOTAL ALUMINUM WEIGHT 8077 lbs.**





Builder: C. A. Hemphill and Associates, Northfield, Ill. Architect: Edward Marks A.I.A., Northfield, Ill.



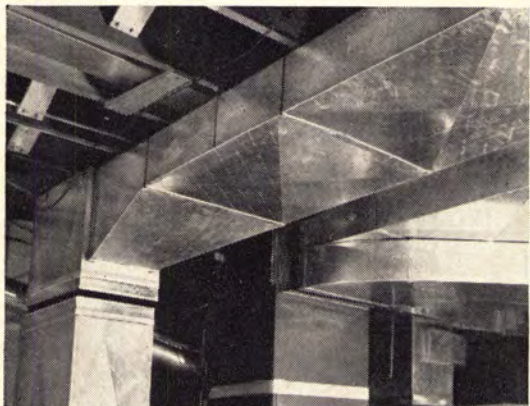
Double fenestration windows with 2" air lock cut heat loss to absolute minimum. Inside windows stay practically same temperature as walls.



Four extruded aluminum columns add classic beauty to this custom home. The 8" aluminum siding with long lasting Colorweld® finish gives years of service and beauty without repainting.



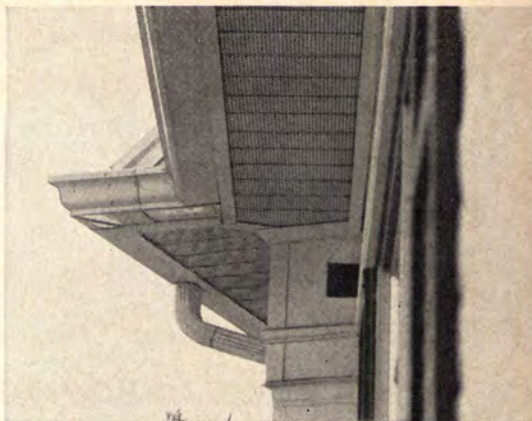
Matching charcoal gray Colorweld® shutters and shingles beautify and protect. These Colorweld building products won't rust, rot, chip or peel. (Colorweld is available in a variety of colors.)



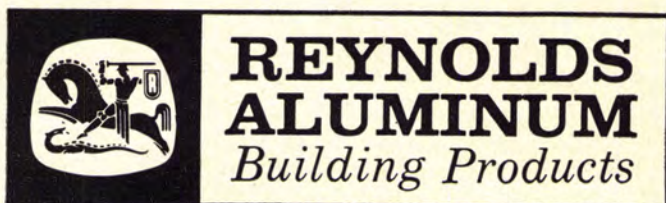
All the ductwork throughout this home—for both heating and cooling—is made from Reynolds Aluminum.



Closet rods may not be uppermost in your mind, but they are one more example of how aluminum can add extra low-maintenance convenience in the most unexpected places.



One of the most popular uses of aluminum is in the soffit. Reynolds Aluminum Roll Soffit slides right into place, easily and quickly. This cuts labor costs, speeds completion of work.



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in it for  
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That's where you can learn how Vacu-FLO, the one Built-In Cleaning System proved by years of actual experience, can put an attractive, extra selling feature in your new homes. This is a "utility" that women understand and appreciate — and it can make the difference. If you are looking for something new — it's here in Booth 930.

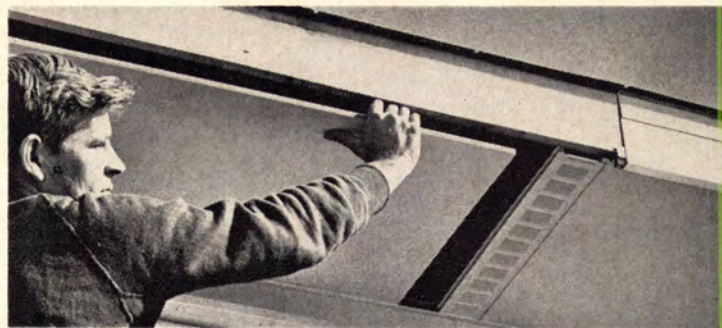
**Vacu-FLO®**

THE BUILT-IN CLEANING SYSTEM  
MANUFACTURED BY  
H P PRODUCTS, INC., LOUISVILLE, OHIO

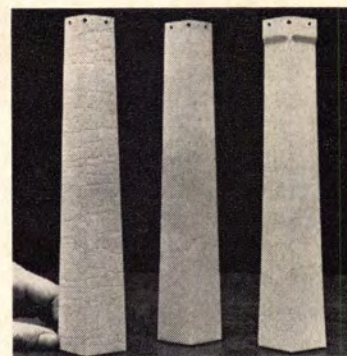
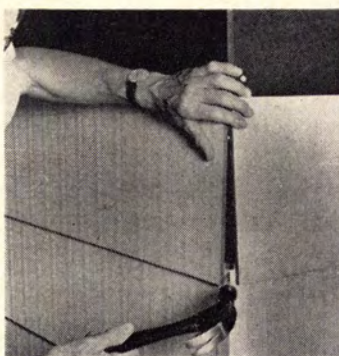
**NEW PRODUCTS**

start on p. 106

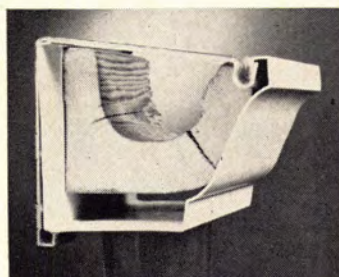
**Exteriors**



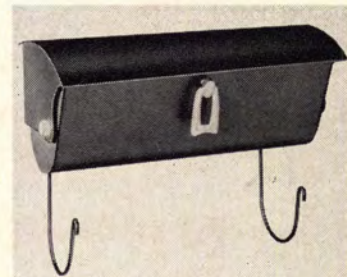
**Vinyl-coated soffit system**, including fascia cover, consists of 4'x8' or 9' panels and louvered vents that double as soffit supports. The system eliminates lookouts and special box framing on cornices. Boise Cascade, Minneapolis. Circle 265 on Reader Service card



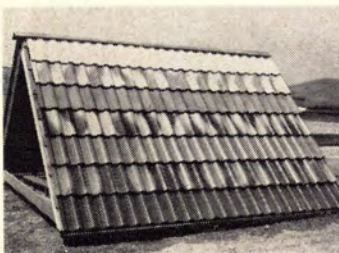
**Aluminum siding corners** for three kinds of Masonite Corp. hard-board siding eliminate face nailing and shadow lines—a full return on base flange conceals the nails. Each is 12" long and made of .019" aluminum. Masonite, Chicago. Circle 266 on Reader Service card



**Solid-vinyl gutter** of 5" width carries 110% more water runoff than its wood counterpart (comparison in photo). Yet it will fit wherever a 5" wood gutter is specified because front-to-back dimension is comparable. Bird, East Walpole, Mass. Circle 267 on Reader Service card



**Stylish letter box** in black satin finish incorporates a magazine rack and pull-out front which is self-closing. The mail compartment is 12" wide, 5" deep. Five other models offer textured finishes and gold trim. Sterling, Richmond, Ill. Circle 268 on Reader Service card

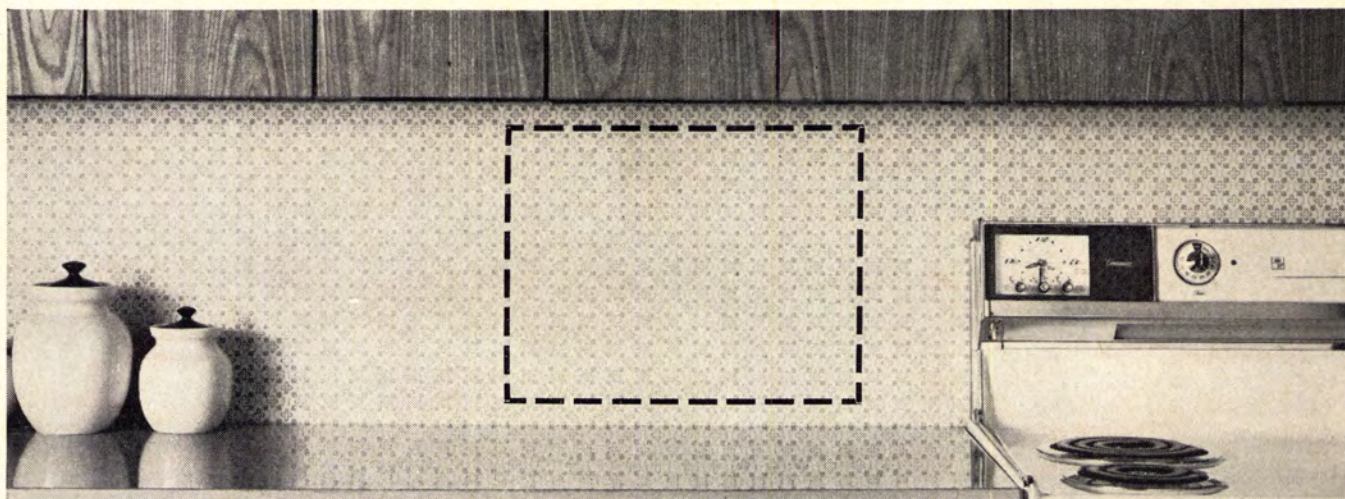


**Concrete roof tiles** in 12 colors are larger than clay tiles—13"x16 3/4"—so require less labor. Covering capacity (2" headlap and 1 1/4" sidelap) is 83 tiles per square. Marketing is now limited to California. Monier-Raymond, Los Angeles. Circle 269 on Reader Service card

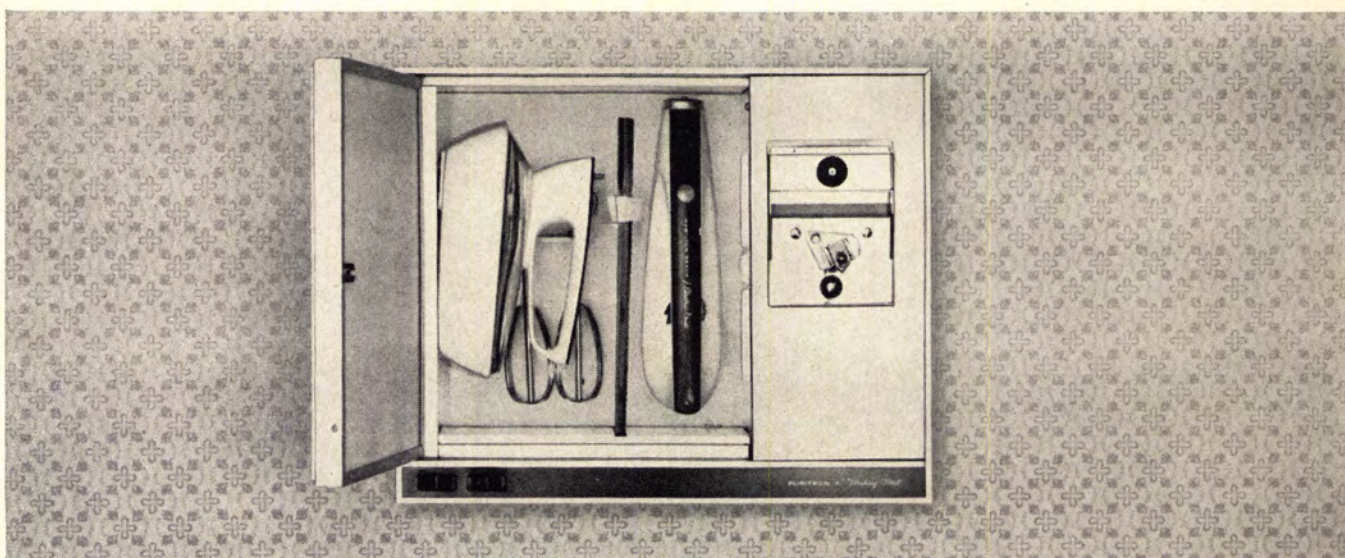


New products continued on p. 154





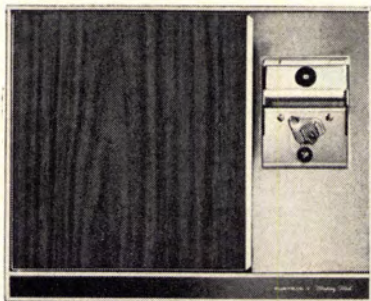
**Put this wall space to work!**



## NEW PURITRON WORKING WALL

New idea in built-in kitchen convenience! Puts more eye-appeal into your model kitchens; gives prospects another good reason to buy.

The big news in small built-ins is the new Puritron Working Wall—an elegantly crafted cabinet that holds three basic appliances (Hamilton Beach Electric Knife, 3-speed mixette and an electric can opener) . . . plus two outlets of its own. Prospects warm up to it fast; find the added efficiency and quality they look for in a modern kitchen.



**HAMILTON BEACH**  
BUILDER PRODUCTS DIVISION

**SCOVILL**

Installation is easy. Just fit the cabinet between wall studs, connect to a 115V line . . . and you're in business. The decorator door can be easily customized to match the decor of any kitchen.

Put new Puritron Working Wall to work for you—stimulating added interest in your kitchens . . . and softening up sales.

*For your nearest supplier or information on the new Puritron Working Wall, write: Puritron, Dept. HH-11, 15 Stiles St., New Haven, Conn. 06512.*





*"We moved into Kenwood Mall. It's got carpeting wall-to-wall. Herculon. Herculon. Herculon. Hurray for clever Murray and Zelda."*

**Will homeowners love you for installing carpet of Herculon\* olefin fiber?** Yes. Because Herculon is the easiest-to-clean of all carpet fibers. It's so chemically inert, so moisture resistant, stains and soil tend to stay on the surface until they are wiped clean.

**Will carpet of Herculon stand up under kids, dogs, frug parties and inconsiderate guests?** Yes. Carpet of Herculon is exceptionally long wearing even under the heaviest traffic. Lab and "in use" tests show that Herculon matches nylon in long wear and abrasion resistance. And is far more abrasion resistant than acrylics or wool.

**Do you have to be a rich builder to install carpet of Herculon?** No. Herculon can save you as much as \$3 per square yard below competitive carpet fibers of comparable bulk and construction.

**Does carpet of Herculon look like your tenants are rich?** Yes. It looks like a million dollars. In beautiful colorfast solids, multi-colors and patterns. And a pile so densely packed, you'll find it

hard to believe this is contract carpet. Of course all carpet of Herculon is practically static-free.

**Is carpet of Herculon today's most brilliant, low-cost promotional idea for builders?** Yes. And it's available at the best carpet mills in the country.

**What are Murray and Zelda Drinking?** Milk.

Why not give your new homeowners something extra to celebrate? To find out anything you want to know about great new commercial carpet of Herculon or for a free copy of the new Architect/Designer's Guide to Carpets of Herculon, simply call, write or visit Fibers & Film Department, Hercules Incorporated, 380 Madison Avenue, New York, N.Y. 10017. OX 7-0010.

**Is there a carpet that has all the answers? Yes.**

**Since when? Since Herculon.\***

**The No. 1 polypropylene fiber for contract carpets.**

\*Registered trademark of Hercules Incorporated, Wilmington, Delaware, for its olefin fiber





# Only Westinghouse gives you a dishwasher that heats the water to a sanitizing 145°.

## **The exclusive Sanitizer.**

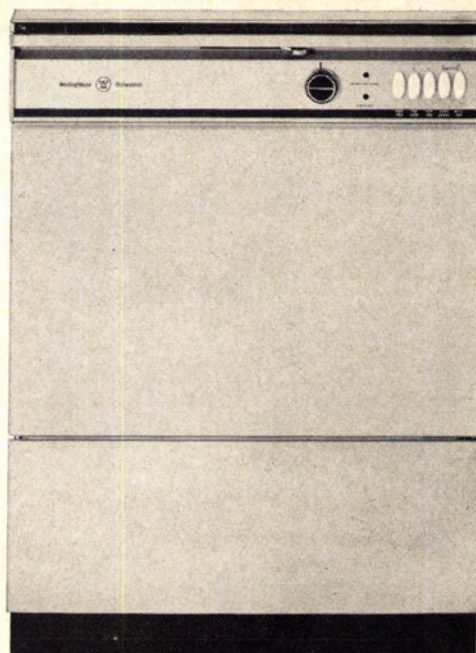
Let's face it, every customer wants dishes clean. And sanitary. That's what the Sanitizer gives her. Because it cycles a wash with 145 degree water.

That's 25 to 30 degrees hotter than most dishwashers. Moreover, it's just the kind of kitchen feature that sells. Because it has an advantage you can show.

And the kitchen is where most of your sales are clinched. So it's worth installing. And you can always save a bit on construction costs to put it in.

Remember, while the Sanitizer heats water up to higher temperatures—it's making your sales hotter, too.

You can be sure if it's Westinghouse





## NEW PRODUCTS

start on p. 106

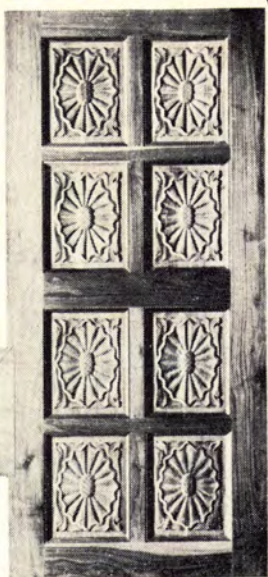
National  
Association of Home Builders  
While at the Chicago Exposition  
VISIT BOOTHS 1220, 1221  
FOR THE NEW . . . THE UNUSUAL  
IMPORTED HAND CARVED

# DOORS

FROM UNDER \$100

Many patterns available or you can design to suit yourself. ANY SIZE. All kiln-dried woods including pine, mahogany, walnut, or your choice.

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available: Hand  
carved panels easily  
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In fact . . . the most outstanding collection of decorator hardware and carved doors to be found anywhere.

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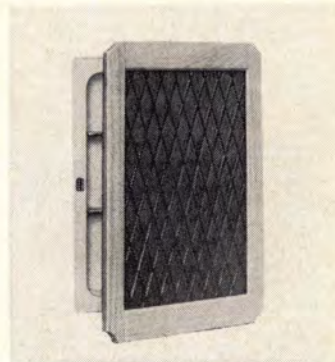
Circle 97 on Reader Service Card

## Baths



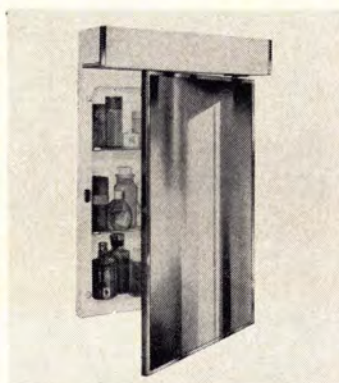
**Wall-hung lavatory**—incorporating a concealed soap dish—overflow below the front rim, and a 45° rear control panel—is designed especially for powder rooms and small baths. Floor space: 20" x 18". Legs optional. Crane, Chicago.

Circle 333 on Reader Service card



**Wood-door cabinet** needs a wall opening of 13½"x19", but can also be surface-mounted by using a conversion kit. Door frame comes unfinished, with choice of three panels: gold mesh, plastic, or louver. General, Elk Grove Village, Ill.

Circle 334 on Reader Service card



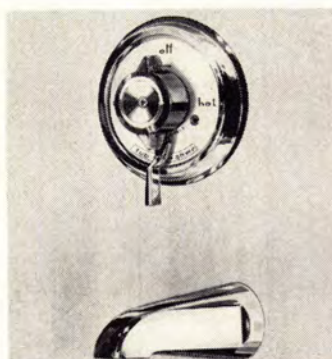
**Illuminated cabinet** for medium-size bathrooms contains a mirror—choice of plate or window glass—guaranteed for five years against silver spoilage. Light switch and convenience outlet are located under the fixture. Lawson, Cincinnati.

Circle 335 on Reader Service card



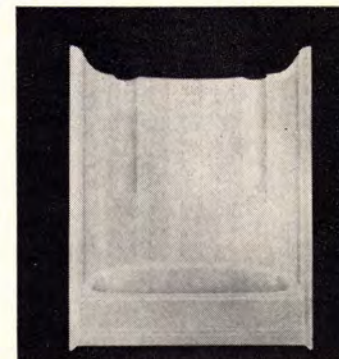
**Self-cleaning head** for showers incorporates black Lexan plungers that prevent lime build-up. Stainless-steel face plate is tinted green so it will blend with chrome plating, polished brass, or gold plating. Speakman, Wilmington.

Circle 336 on Reader Service card



**Tub-shower valve** combines temperature setting, volume control, and diverter in one valve body. Contains a stainless-steel piston in a single stem, and is available with tub spout and shower head, Lucite or lever handle. Symmons, Boston.

Circle 337 on Reader Service card



**Plastic tub-wainscot** is a molded one-piece unit with high-relief sculptured walls. Back-up walls need no plaster or gypsum-board except where codes specify a firewall. Comes in white, or white with gold fleck. Superior, Los Angeles.

Circle 338 on Reader Service card

New products continued on p. 157



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It's made of glass fused to glass. Then it's filled with dry air and sealed. We do this to keep the dry air



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Thermopane with the GlasSeal edge comes in practically any size and style of window you need. (Leading wood window manufacturers offer

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**"We get business through the Yellow Pages we'd otherwise miss,"** says John M. Rock, Rock Agency, Anderson, Indiana. "Stands to reason. Many of our customers have come to town looking for a commercial property or plant site and had no other way of knowing about us or our facilities. Same thing's true for many who came looking for a home. The prospects we get through the Yellow Pages aren't just 'shoppers'. They generally have a need, and check the Yellow Pages to fill that need."

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 REAL ESTATE  
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## 23rd Annual NAHB

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## CHICAGO

## CONVENTION EXPOSITION

# GO... this is the last call

GO write, wire or phone NOW! Register and have hotel rooms ready to attend what could be Home Building's most important gathering. See new products, glean new ideas, hear panel discussions and talks on how to make money in today's market. Close to 500 exhibits under one roof. Five days to rub shoulders and exchange ideas with over 30,000 industry leaders—builders, architects, engineers, dealers and distributors. You can't miss.

**GO NOW!** Contact your local Home Builders' Association or write us for reservations. Do it Now...Last Call.

23rd Annual  
NAHB Convention

December 4-8  
McCormick Place,  
Chicago



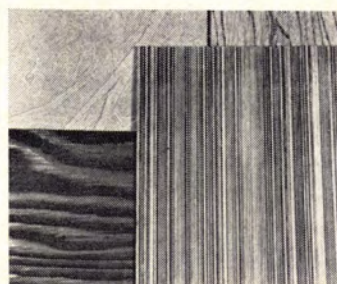
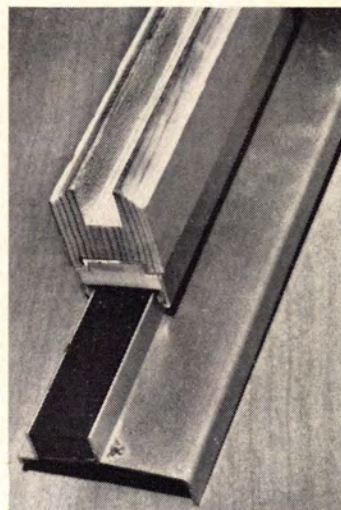
PLAN TO ATTEND

## NEW PRODUCTS

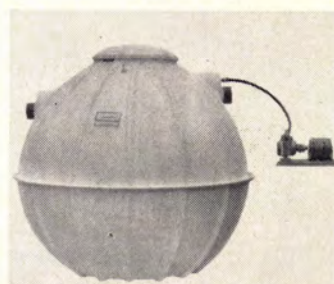
start on p. 106



**Magnetized window track** permits a wood slider window to literally float on air. Magnetized plastic strips in sill and sash bottom are installed so their fields are in opposition, repelling one another. Weather-Seal, Barberton, Ohio. Circle 194 on Reader Service card



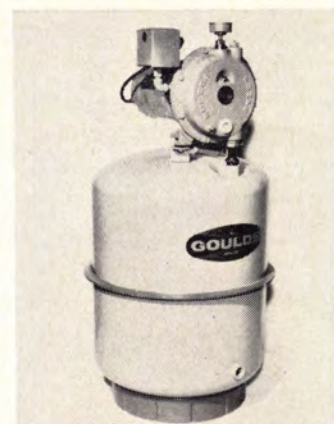
**Glaze finish** for antiquing walls, woodwork, and cabinets comes in 48 colors. Illustration above shows how the glaze brings out the texture of (clockwise from upper left): crumpled plastic, oak, striated wood, surf-wood. Martin-Senour, Chicago. Circle 195 on Reader Service card



**Plastic sewage plant** is a 500-gallon unit designed for individual houses. It weighs only 125 lbs., and two men can install and hook it up in half a day. The molded fiberglass can withstand a five-ton load. Cromar, Williamsport, Pa. Circle 196 on Reader Service card



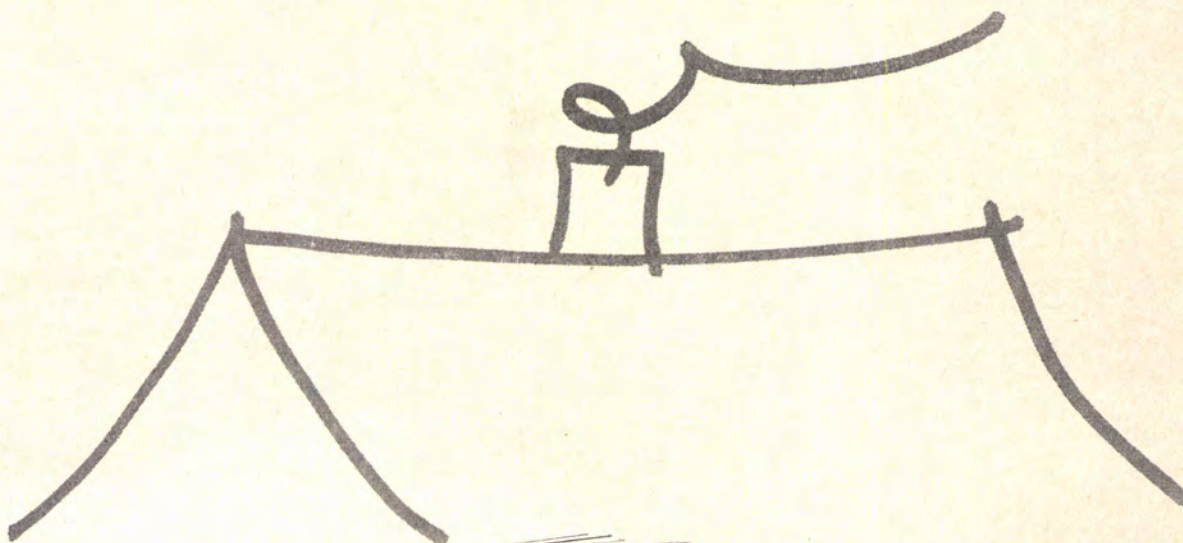
**Streamlined shower door** has no knobs or latches—a hidden mechanism keeps it compressed when folded, and a magnetic catch keeps it in place when extended. Silver or gold aluminum frame, and choice of nine colors. Showerfold, Chicago. Circle 197 on Reader Service card



**Pump-tank water system** combines a jet pump that re-primed itself even in deep wells, and a floating-disc tank that requires no air-volume control. System comes in all standard sizes, for deep and shallow wells. Goulds, Seneca Falls, N.Y. Circle 198 on Reader Service card

New literature starts on p. 164

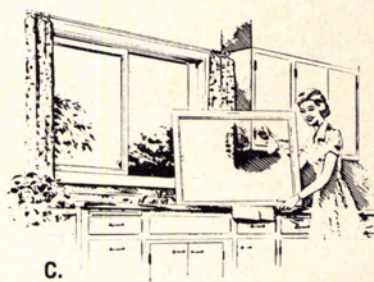




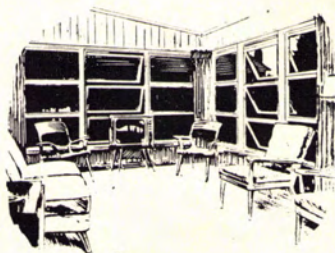
A.



B.



C.



D.



E.

- A. LIF-T-LOX
- B. ROYAL CASEMENT
- C. HIGH-LITE GLIDER
- D. SURE-LOK AWNING
- E. INSUL-DOR

## Home buyers compare! Do you?

How long since you've made a **careful** comparison of windows? Compare the R•O•W line with any or all others:

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|--|-------------------------|
| 1. Appearance  | 3. Installed cost       |
| 2. Acceptance by home buyers and your competitive builders | 4. Special features     |
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Please do make this comparison. We want you as a solid R•O•W user.

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### R•O•W WINDOW SALES CO.

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See the full R•O•W line in N.A.H.B. Booth #152 (just inside main entrance)



## NEW LITERATURE

For copies of free literature, circle the indicated number on the Reader Service card, page 169.

**ALL-PURPOSE ADHESIVE.** Used with prefinished wall paneling, one coat adhesive is said to eliminate countersinking, puttying, and finishing of nail holes. It also helps reduce subfloor nail pops, and is recommended for acoustical ceiling tile. Product sheet cites advantages. B. F. Goodrich, Akron, Ohio. *Circle 373 on Reader Service card*

**RADIANT CEILING HEATER.** Features of infra-red forced-air heating are cited in an information sheet that includes installation data. Ventrola, Owosso, Mich. *Circle 374 on Reader Service card*

**STEEL ENTRANCE DOORS.** Product folder cites advantages of insulated and sound-deadened doors. More than twenty style variations are shown. Republic Steel, Youngstown, Ohio. *Circle 375 on Reader Service card*

**METAL LATH-AND-PLASTER SYSTEMS.** Forty-page manual—with diagrams, photographs, and detailed engineering drawings—covers 1) various types of metal lath and accessories, and 2) non-loadbearing plaster partition systems. Wheeling Steel, Wheeling, W. Va. *Circle 376 on Reader Service card*

**ACRYLIC PLASTIC.** A comprehensive summary of the advantages of glazing with acrylic-plastic sheets covers light control, insulating values, comparison weights, and installation procedures. Also: colors and patterns. Du Pont, Wilmington, Del. *Circle 377 on Reader Service card*

**CLIMATE CONDITIONING.** A six-page brochure

describes a twin-packaged unit with four components: 1) a warm-air furnace, 2) air conditioning unit, 3) power humidifier, and 4) electric filter. Rheem Mfg., Chicago. *Circle 378 on Reader Service card*

**CEDAR SIDING AND PANELING.** The characteristics of pecky cedar for both interior and exterior applications are described in a four-color brochure. The siding is available in three faces—re-sawn, smooth, and sandblasted—and two edge designs. Included: short-form specifications. Ed Fountain Lumber, Los Angeles. *Circle 357 on Reader Service card*

**INSULATED CURTAIN-WALL PANELS.** Brick-plate vitreous ceramic—said to resist frost, stains, and spalling—has been incorporated in window wall panels. Characteristics and installation details are included in a four-page catalog with diagrams. Gail International, San Francisco. *Circle 358 on Reader Service card*

**TRUSS DESIGNS.** Detailed diagrams fill a 16-page bulletin that includes the most popular spans and pitches. Girder trusses, flat-top trusses, and cutting data are covered, with details on zinc-coated truss clips. Panel-Clip, Farmington, Mich. *Circle 359 on Reader Service card*

**WATER SYSTEMS GUIDE.** Data on how to estimate home water needs, and a breakdown of all equipment needed for a self-contained system is included in a compact specification guide. Covered: full-line of submersible, shallow-well, and drainer pumps, plus a new series of convertible jet pumps, tanks, and accessories. Crane, Chicago. *Circle 360 on Reader Service card*

**FLUORESCENT LAMP BALLASTS.** More than

270 ballasts are listed in a 32-page catalog that includes electrical and physical characteristics, lead lengths, and wiring diagrams. Universal Mfg., Paterson, N.J. *Circle 361 on Reader Service card*

**PORTABLE INFRA-RED HEATERS.** An information sheet covers manufacturer's portable propane heater, ideal for curing, drying, and construction sites. Four models are rated from 25,000 Btu/hr to 50,000 Btu/hr. Paulin Infra-Red Products, Cleveland. *Circle 362 on Reader Service card*

**FORMICA KITCHEN CABINETS.** Three cabinet-door styles—including a reversible-panel door that converts easily from wood-grain insert to marbled Formica—are illustrated in a full-color brochure. Included: model numbers and dimensions for entire line of wall, base, and miscellaneous cabinets. Villa, Rochester, N.Y. *Circle 363 on Reader Service card*

**URETHANE MATERIALS.** New homebuilding applications for both foam and non-cellular urethane products are discussed in a series of articles. Also: lists of suppliers for foamed in-place rigid urethane systems and for finished rigid-foam slab stock. Mobay, Pittsburgh. *Circle 364 on Reader Service card*

**CLOSET HARDWARE SYSTEM.** Specification sheet discusses a shelf-and-pole support system for use with drywall construction. System includes several self-supporting metal devices to facilitate installation. (Special teeth are easily driven into drywall panels without necessity to locate and nail into wall studs.) Timber Engineering, Washington, D.C. *Circle 365 on Reader Service card*

*New literature continued on p. 173*



Pease

**SPIRA STAIRS™**  
Patent Pending

## NEW! Complete Decorator Stair Package

Never before have you had such complete flexibility, architectural beauty and ease of installation in a spiral stairway. You get custom beauty . . . without a custom price tag! The rich, wide oak treads are supported on handsome gold anodized tubing. The entire Spira-Stairs unit is suspended from its own structural steel ring assembly, making it independent of walls for side support and assuring design freedom at both floor levels. The eye-appealing spiral can run clockwise or counterclockwise. What's more, the basic spiral design itself saves valuable floor space in many planning situations. Write today for complete details.

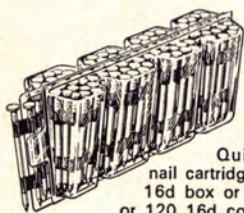
**PEASE WOODWORK COMPANY**

900 Laurel Ave., Dept. H-11 Hamilton, Ohio 45012

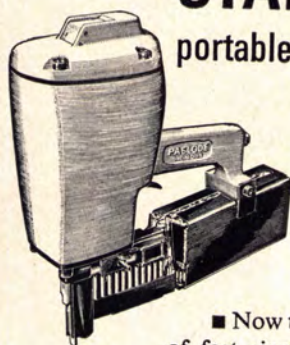


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another major  
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# Drive 16d nails with one blow!



Quick loading  
nail cartridge holds 125  
16d box or sinker nails,  
or 120 16d common nails.



## New STALLION portable pneumatic nailing tool

■ Now the advantages  
of fast single-blow pneu-  
matic nailing with a portable  
magazine-fed tool are available wherever  
16d nails are used. Another Paslode first!

The Stallion saves time and effort, elim-  
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count, with power to pull boards tight.  
You can drive 4,000 to 5,000 nails per  
hour, including reloading time. Write for  
price and where-to-buy information.



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Circle 113 on Reader Service Card

◀ Circle 115 on Reader Service Card

## NEW LITERATURE

starts on p. 164

**PLASTIC AND ALUMINUM HANDRAIL SYSTEM.** Railing developed from plastic and aluminum is now available in the following components: plastic-clad aluminum posts, plastic handrail moldings, and installation hardware. Moldings are offered in ten shapes with a choice of colors. Handrails are interchangeable with stainless steel, bronze, or aluminum. Julius Blum, Carlstadt, N.J. Circle 366 on Reader Service card

**REDWOOD PLYWOOD.** Rough-sawn plywood is suitable as interior paneling and exterior siding. Characteristics, technical data, and application instructions are included in a four-color brochure. Simpson, Seattle. Circle 367 on Reader Service card

**MASONRY WALL REINFORCEMENT.** Prefabricated reinforcement in 10' lengths incorporates a truss design to minimize shrinkage, temperature, and settlement cracking in masonry. Advantages, specifications, and application diagrams are included in a 15-page technical bulletin. Dur-O-Wall, Cedar Rapids, Iowa. Circle 368 on Reader Service card

**KITCHEN CABINETS.** Hardwood-cabinet and vanity installations are pictured in a seven-page catalog in full-color. Willett, New Albany, Ind. Circle 369 on Reader Service card

**FREEZER/REFRIGERATORS.** Features—including colors and sizes—are discussed in a four-color product brochure that covers manufacturer's duplex models. Admiral, Chicago. Circle 370 on Reader Service card

**PLASTIC EXTRUSIONS.** Dual extrusions combine both rigid and flexible plastic sections in a single piece capable of solving a variety of sealing problems. Product bulletin includes 12 examples. Crane Plastics, Columbus, Ohio. Circle 371 on Reader Service card

**SILICONE CONSTRUCTION SEALANT.** Properties and typical applications for a one-part silicone rubber sealant are discussed in a product sheet. General Electric, Waterford, N.Y. Circle 372 on Reader Service card

**METAL ROOFING AND SIDING.** Choice of colors (nine) and of patterns (seven) are the subjects of an illustrated brochure on aluminum and galvanized roofing and siding. Lodi Door and Metal Sales, Lodi, Calif. Circle 379 on Reader Service card

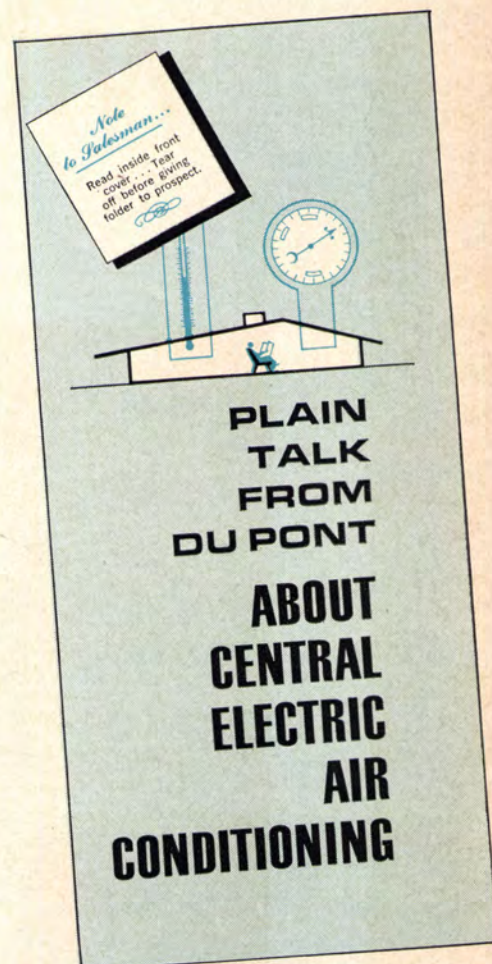
**COPPER HOT-WATER SYSTEMS.** Six-page brochure presents the fundamentals of manufacturer's three copper hot-water systems, multi-tube and underfired storage gas and LP-gas water heaters. Sizing guides for apartment buildings, swimming pools, and nursing homes are also described. Ruud Mfg., Chicago. Circle 380 on Reader Service card

**METAL-CLAD DOORS.** Complete-line catalog includes sliding and swinging tin-clad doors, Kalamain doors, motor-operated doors, and custom models. Includes accessories. American Metal Door, Richmond, Ind. Circle 381 on Reader Service card

**CONSTRUCTION MATERIALS.** More than 40 products are included in a six-page catalog that covers the following lines: monolithic resin toppings, flooring materials, chemical resistant mortars, interliners, and protective coatings. For industrial applications. Pennsalt Chemicals, Philadelphia. Circle 383 on Reader Service card

**SEAMLESS TERNE ROOFING.** Specification bulletin—with photos, tables, and diagrams—cites advantages of copper-bearing steel roofing, coated with a lead-tin alloy. Specifications for: horizontal, batten, standing, and flat-locked seam installation. Follansbee Steel, Follansbee, W. Va. Circle 387 on Reader Service card

Free booklet  
tells you how to  
use central  
air conditioning  
to close more sales



Selling more homes more quickly is important to you... air conditioning can help you do it. Central electric air conditioning is a reality of modern living. Almost one out of every four new residences constructed in 1965 was centrally air conditioned. Make sure you are armed with the facts you need to cash in on all the sales advantages central air conditioning has to offer. Get the booklet "Plain Talk From Du Pont." For your free copy, mail the coupon.

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Circle 109 on Reader Service Card

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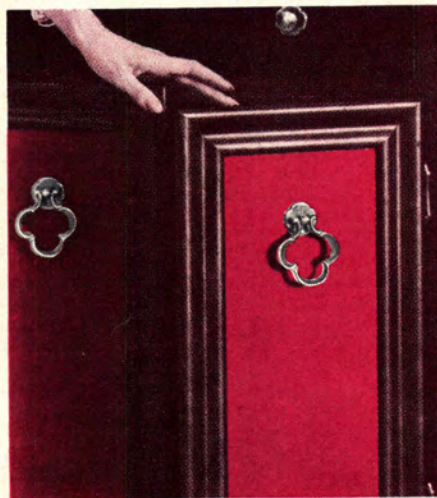
# “Let me see the kitchen”

She's bound to ask. Here's how to capture her taste for elegance with a kitchen you can both be proud of.



Fresh new designs from Formica Corporation to start your kitchen plans. Colorful, carefree cabinets and counters surfaced with FORMICA® brand laminated plastic emphasize convenience and style. Your customers will take it from there.

New FORMICA® brand cabinet moldings and laminate surfaces can turn ordinary cupboards into high style furniture for the kitchen. Choose from a full range of beautiful woodgrains that radiate sell-power . . . never need refinishing.



The cabinet fabricators of FORMICA® brand laminated plastic are prepared with plans and specifications, ready to build real excitement into your kitchens. Whatever your style of architecture and interior, there's a just-right cabinet design from Formica Corporation.

Contact your local Formica District Office or write direct for complete information on cabinet designs with sell-power. FORMICA® is our brand name for laminated plastic, molding, flakeboard, adhesives, wall paneling, industrial plastics, doors and toilet compartments.







## American-Standard announces a giant (non-skid) step ahead in bathtub safety

You can specify permanent  
Stan-Sure\* protection for less  
than eight dollars extra cost

The attractive *Stan-Sure safety bottom* is now optional in all American-Standard cast iron bathtubs. Its effectiveness comes from 1" circles spaced  $\frac{1}{8}$ " apart—with no skips. Foot pressure *from any direction* sets up a squeegee action, makes slipping virtually impossible. An integral part of the enamel, Stan-Sure is acid-resistant and easy to clean. You'll find this inexpensive safety feature has tremendous appeal. Get the low price from your American-Standard contractor. Or write American-Standard, Plumbing and Heating Division, 40 West 40th Street, New York, N.Y. 10018.

# AMERICAN-STANDARD

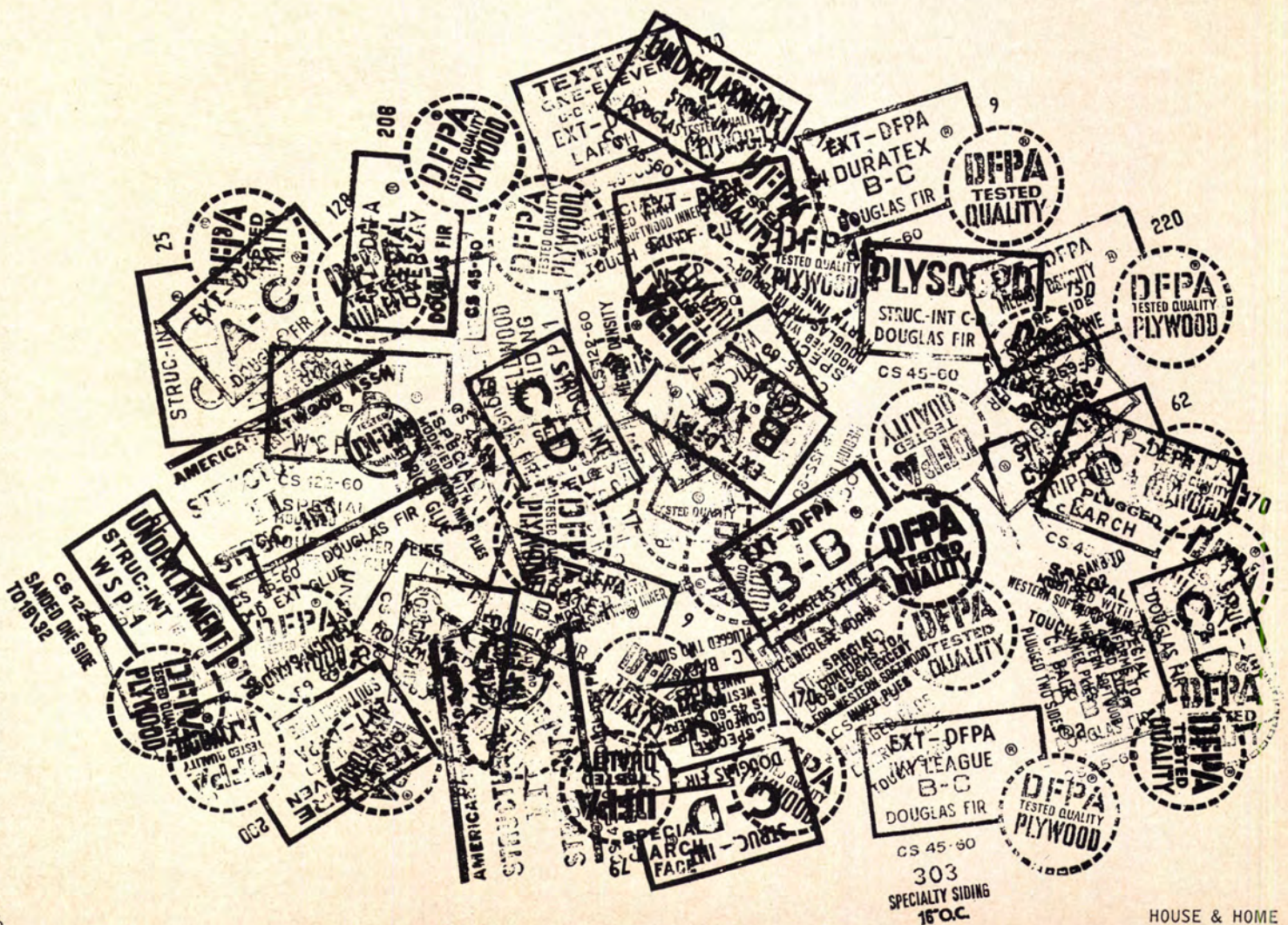
This safety innovation pictured  
in *Life Magazine* as a recommendation  
of the Cornell Bathroom Study.

\*TRADEMARK ARASS CORP.





**Plywood has grown  
so fast it takes a  
Philadelphia lawyer  
to understand  
all the grades, types  
and species.**





# All that's being changed with a new system so simple that your mother-in-law can understand it.

The new consolidated Product Standard, PS 1-66, places the emphasis where it belongs: on plywood's end-use, rather than on its species.

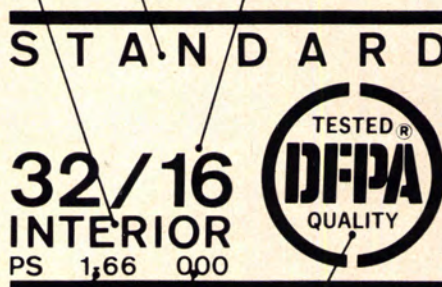
The new system permits easier specification. Grades are simpler. Panel markings are more informative. And, with the new Identification Index, you get greater construction economy, because you can buy or specify the exact thickness for the job — cutting in-place cost. Recommended support spacings are shown right on the stamp. (See example at right.)

The consolidated Standard is simple, but you'll still need new grade charts, some explanation of the new terms, and new plywood use data. We've prepared four key booklets that tell the whole story. Send the coupon today. Or contact us in Tacoma or any regional office: Atlanta, Chicago, Dallas, Detroit, Los Angeles, Minneapolis, New York, San Francisco, Washington, D. C.

Only three basic grades for sheathing: Structural and Standard, plus C-C Exterior.

Identification Index shows recommended support spacing: first number for roof use, second for floor.

Type of plywood.



One new standard governs manufacture instead of three.

Same dependable quality—identified by the familiar DFPA symbol, signifying plywood quality tested and inspected by American Plywood Association.

Mill number.

## AMERICAN PLYWOOD ASSOCIATION

American Plywood Association  
Tacoma, Washington 98401, Dept. H



Please send me free copies of the following:

- ☐ How to Buy and Specify Plywood under new Product Standard PS 1-66.
- ☐ Guide to Plywood Grades (Condensed grade-use handbook.)
- ☐ Plywood Construction Guide (For residential building.)
- ☐ Guide to plywood Concrete Forms (New span tables for PS 1-66 concrete form plywoods.)

Name \_\_\_\_\_

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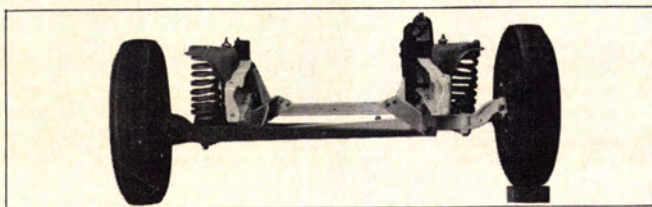
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(USA only)



# Now In '67! Twin-I-Beam Toughness Twin-I-Beam Smoothness For All Ford Pickups



FOR '67 FORD MAKES A TWIN-I-BEAM MODEL FOR EVERY PICKUP JOB... F-100 1/2-TONNERS, F-250 3/4-TONNERS AND BIG F-350 ONE-TONNERS!

forged steel I-beam that's held in place by a rugged I-beam radius rod to provide exceptional big-truck durability.

**NEW, MORE COMFORTABLE CABS** . . . choice of three interiors—extra practical to extra plush—with comfort standard in every one! Nearly four inches of additional shoulder room give ample space for three. Seats are three inches wider, almost an inch deeper. Swept-away instrument panel gives extra room for knees and legs!

**CHOICE OF THREE MODELS** . . . Standard, Custom and the

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F-250 STYLESIDE

F-100 STYLESIDE

**ALL 1967 FORD PICKUPS ARE COMPLETELY NEW  
—INSIDE AND OUT!**

**NEW**, foot-operated parking brake—quicker and easier to apply!

**NEW**, longer 131-inch wheelbase for F-100, F-250 gives improved weight distribution . . . easier ride!

**NEW**, double-section hood construction for greater strength!

**NEW** wiring harnesses, new fuse panel and voltage regulator locations to speed electrical servicing!

**NEW**, higher-capacity tires standard!

**NEW**, reversible ignition key you can use in the dark — with gloves on!

**NEW**, optional SelectShift Cruise-O-Matic transmission gives complete manual control or fully automatic 3-speed operation!

**NEW**, optional 25-gallon frame-mounted fuel tank!

**NEW**, fresh styling in every model!

**FORD MOTOR COMPANY LIFEGUARD-DESIGN  
SAFETY FEATURES INCLUDE:**

• Integrated tail and backup lights • Dual hydraulic brake system with warning light • Two-speed, electric windshield wipers • Padded, dual sun visors • Four-way emergency lamp flasher • Windshield washers • Thick, laminate safety plate glass windshield • Outside rearview mirror.

**PLUS SCORES OF PROVEN PERFORMANCE  
AND DURABILITY FEATURES**

. . . Efficient 240-cu. in. 7-main-bearing Six standard. 300-cu. in. Six or 352-cu. in. V-8 available.

. . . Fully synchronized 3-speed transmission standard. (4-speed standard on F-350.)

. . . Double sidewall Styleside pickup box with all-steel floor and one-hand tailgate latch.

. . . Improved rust resistance with zinc-rich primers.



YOU'RE AHEAD IN A FORD



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**PRODUCTION MANAGER**  
Vito De Stefano  
McGraw Hill, Inc.  
330 West 42nd St.  
New York, N. Y. 10036  
(212) 971-3204

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