

American Builder

DECEMBER 1956 • 75 Cents

Special equipment
for land planning

In the news:
TRADE-INS



AMERICAN
BUILDER
AWARD

IDEAS FOR 1957:

America's 28 top model homes

3 NuTone Ideas for Kitchen Modernization in 1957

A BIG Market Waiting For You

Why not get your share of the tremendous 1957 market for Kitchen Modernization in your area. Official estimates point to the potential of over 11 million Kitchens ready for remodeling! That's a bright picture for you . . . if you will take advantage of it now with NUTONE "Built-Ins".

1

Built-In CLOCK & CHIME

Modern Clock & 2-note Door Chime for a friendly greeting at the door.

2

Built-in HOOD and FAN

Gets rid of cooking odors. Keeps kitchen air fresh and odor free.

3

Built-In FOOD CENTER

Combination Mixer . . . Blender and Sharpener. ONE Motor does all 3.

Write for free catalogs. NUTONE, INC.,
Dept. AB-12, Cincinnati 27, Ohio

U. S. & Foreign Patents Pending.

NUTONE

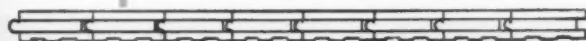
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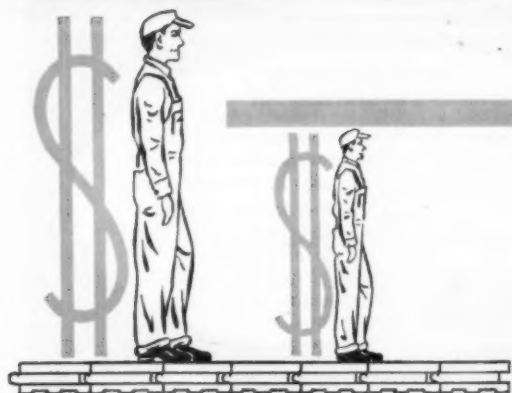
WHEN YOU
PUT DOWN

CLOUD'S
Lockwood

TEMPERED
OAK
FLOORING



YOU
PUT DOWN
LABOR COSTS, TOO



AND THOSE DOLLARS YOU SAVE
ARE NO DOUBT YOUR OWN!

Mr. Builder, it's a "put up" job. Cloud's Lockwood Oak Flooring is engineered to "put up" profits, so put down Lockwood Flooring and put away extra income on every home you build.

You see, Cloud designs labor-saving features into oak flooring. To-wit, the nail groove feature, snap side match design and the splinter clipper.

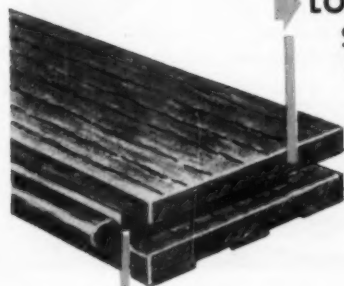
Not to mention the compartment, cross circulation fan-type kiln drying, followed by special steam treatment to take out stresses and strains, with special time in cooling shed for tempering!

Not to mention the last word in precision-milling!

And, of course, there's the fact that Cloud's Lockwood Oak Flooring comes from nature's finest native oak, grown in the Ozark mountains.

P.S. Cloud's Lockwood Oak Flooring is more beautiful, too. *Helps sell homes on sight!*

LOCKWOOD'S
SPLINTER
CLIPPER



SEE
YOUR
LOCAL
DEALER

LOCKWOOD'S
NAIL
GROOVE

CLOUD OAK FLOORING CO.

SPRINGFIELD, MISSOURI

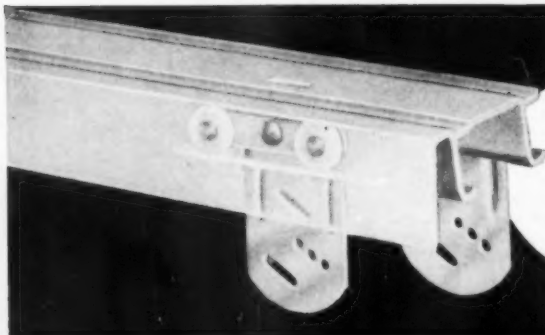
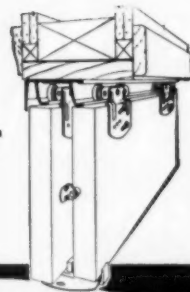




QUICKER, EASIER

and all ways better

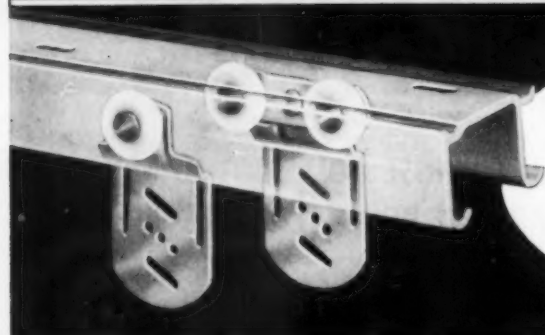
FOR ALL SLIDING DOORS



600 SERIES

FIRST and only packaged sets with all these better features

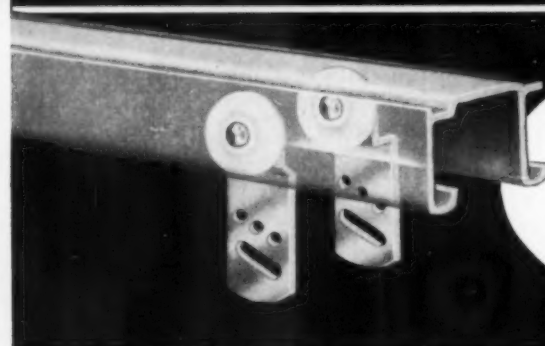
- Aluminum track with built-in fascia . . . etched and anodized. Fits standard head jamb. 1 1/4" headroom. Doors can be hung after hangers are attached.
- Twin nylon wheels with oiled-for-life bronze bearings.
- Steel hangers with angle-slotted screw holes for easier plumbing of doors.
- Door stop limits sliding action of doors to prevent pinching fingers.
- Nylon and steel door guide installed easily with just two screws.



700 SERIES

Similar to 600 Series except track does not have built-in fascia or anodized finish

- Aluminum track . . . fits standard head jamb. 1 1/4" headroom. Doors can be hung after hangers are attached.
- Twin or single 1" nylon wheels with oiled-for-life bronze bearings.
- Steel hangers with angle-slotted screw holes for easier plumbing of doors.
- Door stop limits sliding action of doors to prevent pinching fingers.
- Nylon and steel door guide installed easily with just two screws.



THRIFTEE PAK

NEW! "THRIFTEE PAK" SET

FIRST and only set for BOTH 3/4" or 1-3/8" doors with all these features

- Aluminum track, 1 1/4" headroom. Doors can be hung with hangers attached.
- Big 1" nylon wheels. One piece, husky steel hangers with slotted screw hole for easier plumbing of doors.
- Nylon and steel door guide uses two screws.

low as \$5.50 list

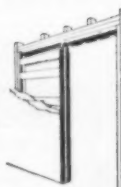


CONSTANT IMPROVEMENTS KEEP STERLING AHEAD OF COMPETITION — HERE ARE OTHER

FIRSTS FROM STERLING—



1058 Sliding Door Lock



1200 Pocket Door T-Frame



883 Pocket Door Pull



863 - 865 - 867 Surface Mounted Door Pulls

885 Door Cushion



878 Guide Strip



WRITE FOR OUR 24 PAGE CATALOG

See our Catalog in Sweets' Architectural or Light Construction Files

John Sterling Corporation

Formerly Sterling Hardware Mfg. Co.

2345 West Nelson Street, Chicago 18, Illinois

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The Opportunity Page

(Keynote page of the AMERICAN BUILDER, which is opportunity cover to cover, advertising and editorial)

At-the-site repairs

Try to get this plan adopted in your area: a Detroit building supply firm, Frederic B. Stevens, Inc., has inaugurated a mobile field-truck service for contractors and builders who may have masonry saw and blade problems. A builder who snaps a masonry saw blade or suffers a power saw breakdown calls Steven's main office. A mobile field repair unit is immediately dispatched. While en route, the unit serviceman phones the builder to find out the builder's exact problem. When he arrives, no time is wasted in explanations.

Credit easing indicated?

Inside observers feel that good news for builders may follow the naming of Dr. Raymond J. Saulnier as chairman of the Council of Economic Advisers, succeeding Dr. Arthur F. Burns. The council's job is to keep the President advised on trends in business. Dr. Saulnier is considered an expert on housing and installment credit. He was a director of financial research of the National Bureau of Economic Research, the organization which has just released a truly optimistic report on home building's future. (See Outlook page.) This may be the first of several moves by the government to ease housing credit policies. Dr. Burns admitted the administration is "concerned" over the drop in starts.

Highways lead to buy-ways

State legislatures will probably be jumping on the highway bandwagon looking for a slice of that \$33 billion Federal melon. Road construction bills may well be worth your support. The tremendous importance of improved road networks to suburban areas from large cities is indicated by a survey of home buyers at Fleetwood Park,

N.J. Builders Saul Cantor and Paul Goldman report that purchasers from New York said excellence of the road system was a key factor in their decision to buy.

Satisfaction guaranteed

New houses can be sold just like any other product—money back if the buyer isn't satisfied. That's the belief of one of Pennsylvania's largest builders, Harold Sampson, vice-president, Sampson Brothers. To back this up, anyone purchasing a Sampson home gets a written commitment stating that the company will repurchase any dissatisfied buyer's house up to one year after the date of purchase.

How to increase sales

Here's some excellent advice from Master HBA of Worcester County (Mass.) to help increase your sales: Have your model or inventory houses as nearly completed and ready to move into as possible; display brand names of products you use and play up convenience of location to schools, busses, shopping, etc.; whatever form of advertising you use, develop a theme that will make your ads a little different and noticeable.

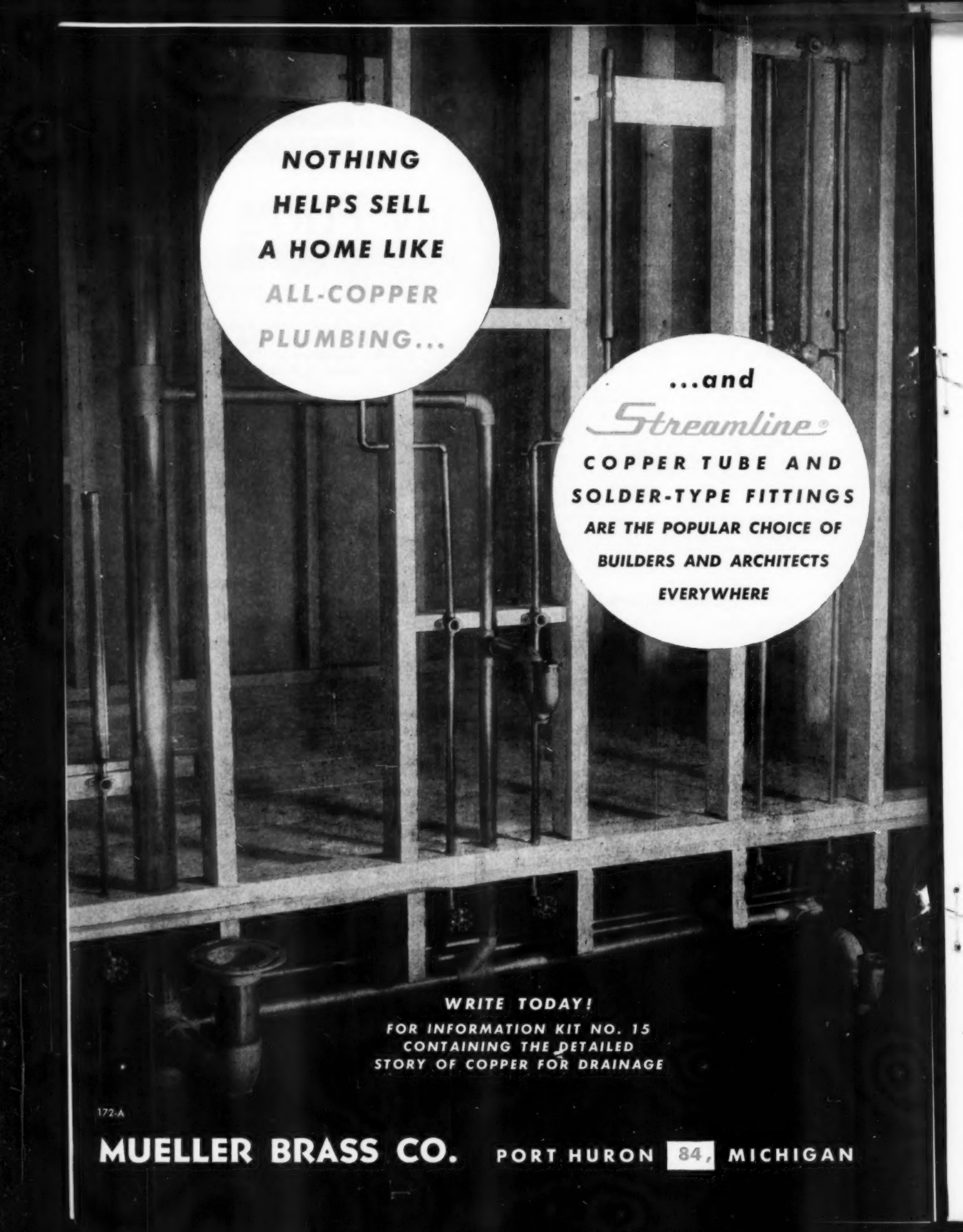
Value and vegetation

Some more A-1 reasons for you to landscape your new homes. Trees, properly selected and planted, can add from \$100 to \$800 to the value of a house. John C. Tysen, president of Previews, Inc., realtors, says: "Trees are nature's biggest sales asset. They can 'air-condition' an area, prop up property values, quiet traffic noises and screen objectionable views."

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**NOTHING
HELPS SELL
A HOME LIKE
ALL-COPPER
PLUMBING...**

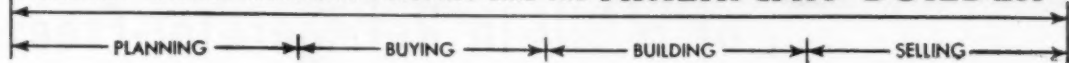
...and
Streamline[®]
**COPPER TUBE AND
SOLDER-TYPE FITTINGS
ARE THE POPULAR CHOICE OF
BUILDERS AND ARCHITECTS
EVERYWHERE**

**WRITE TODAY!
FOR INFORMATION KIT NO. 15
CONTAINING THE DETAILED
STORY OF COPPER FOR DRAINAGE**

172-A

MUELLER BRASS CO. PORT HURON 84, MICHIGAN

“NOBODY COVERS AMERICAN BUILDING LIKE THE AMERICAN BUILDER”



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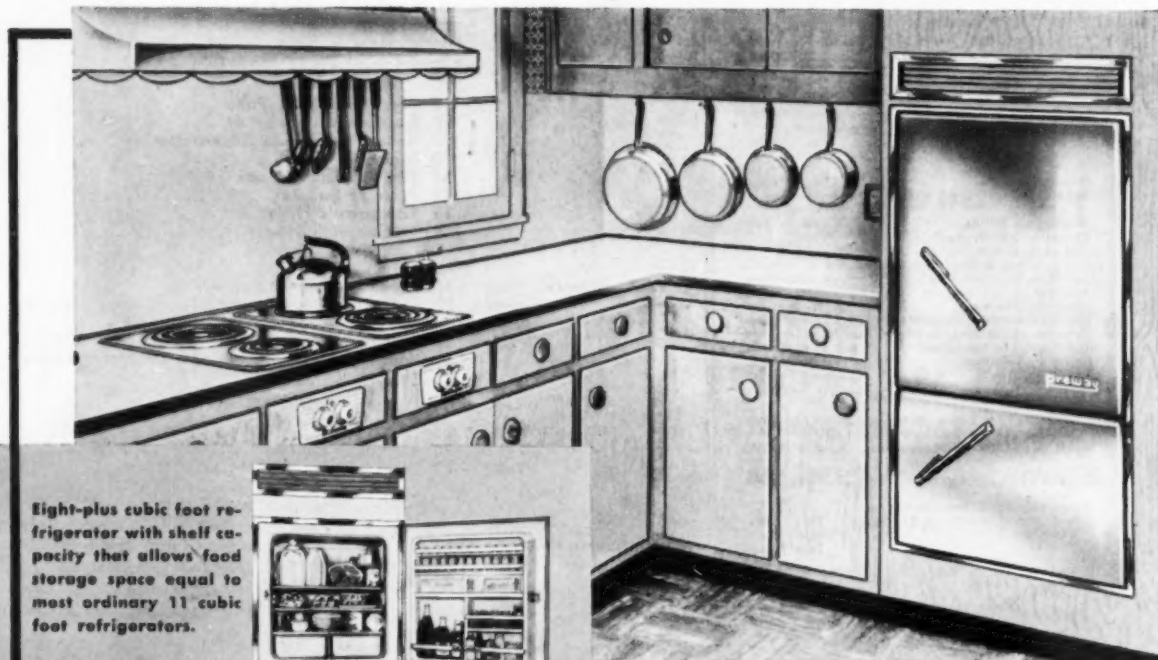
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Cover Ansochrome original by Robert Hutchinson

READER'S GUIDE TO ADVERTISING ON PAGE 7 →

NOW-**PREWAY** provides EASY INSTALLATION of a Built-In Refrigerator-Freezer

No Kits . . . No Special Framing . . . No Extra Labor Costs



Eight-plus cubic foot refrigerator with shelf capacity that allows food storage space equal to most ordinary 11 cubic foot refrigerators.

Giant zero storage compartment. 156-pound capacity.



Just as PREWAY introduced the finest built-in ranges and the easiest of all to install, so PREWAY again shows builders the way to lower costs with a great new built-in Refrigerator-Freezer that makes installation work a simple slide-in job. PREWAY engineering completely eliminates the expensive steps involved in built-in construction.

This all-in-one unit is mounted on a steel frame. It is self-supporting from the ground up, requires no building of cross members to support the freezer-refrigerator. The compressor is self-contained within this frame — no need to build a separate compartment.

And because this new combination unit costs less initially than others and costs far less to install, it will pay you well to have full information. Write today — or use the coupon attached for your convenience.

GRILL OPENING — 32 1/4" W. x 5" H.

OVERALL CABINET OPENING —
Refrigerator - Freezer - Compressor Unit
32 1/4" W., 23 1/2" D., 68" H

Easy does it . . . this all-in-one unit just slides in place — NO KITS, NO SPECIAL FRAMING, NO EXTRA LABOR COSTS.



PREWAY, INC.

8126 Second Street, North, Wisconsin Rapids, Wisconsin

Please send complete information on your Refrigerator-Freezer.

Name _____
Company _____
Address _____
City _____ State _____

Send information, too, on _____
other PREWAY lines.



8126 Second Street, North
Wisconsin Rapids, Wisconsin

Since 1917

One source, one responsibility for gas and electric Built-in ranges, range hoods, Built-in refrigerator-freezer, oil and gas heaters, wall and floor furnaces, electric heaters.

Advertising

"The better you buy—the better you build—the better you sell" ©

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5/16"

LOCK CASE HOLE
2 1/4" DIA.

2 1/4"

THE ALL NEW

Sunray De Luxe by WESLOCK

2"

2 1/2"



Uniform knob design retained throughout the home with WESLOCK'S exclusive push-button locking in the rosette.

Here is a brilliant interpretation of today's demand for more impressive residential locksets within a modest budget. The new Sunray De Luxe design is a masterpiece of contemporary beauty destined to become the standard of budget priced residential locksets among architects, builders and contractors everywhere.

There is a Sunray De Luxe lockset for every door in the home.

*Weslocks are used exclusively by
W. G. BEST HOMES COMPANY*



WESTERN LOCK MFG. CO.

Manufacturers of Weslock Residential Locksets and Builders Hardware

GENERAL OFFICES: 211 NORTH WILSON AVENUE, LOS ANGELES 5, CALIFORNIA • FACTORY: HUNTINGTON PARK, CALIFORNIA

Impact

To The Editors:

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

NAHB Chapter Execs Report on National Home Week

... Although attendance was just slightly off, there seemed to be more concentration of interest. We know more houses were sold during the Parade and that prospects were more plentiful. ... Although the Parade itself is a merchandising technique, individuality in advertising and model home display is paying off for builders this fall.

—Milton M. Armstrong, Wichita

... The first day of National Home Week and the second and third were filled with hard rain. When we finally got going, the crowds were plentiful and for a week or ten days after that the crowds came to see the houses but the builders have reported to us that sales have been poor. It seems that we have run into a slump in sales which we have not had before. The NHW Program each year usually starts things off to a busy fall season but it was not so this year.

—Clayton W. Johnson, Hartford County, Conn.

... We were very pleased with the results. ... Reports from the 57 builders who participated showed a total of 91 homes sold during the Week at a total dollar volume of \$1½ million. ... One builder, Dan B. Turley, sold 20 of his homes in the one Week.

—Alice Hunt, HBA of Memphis

... Only very few model homes were held open in Tulsa other than the 41 listed. ... Half our model homes were sold during NHW.

—Charles McKinney, Tulsa HBA

... NHW was most successful ...

"Typicana"—the Home Builders' Home—has sold, and proceeds from the sale of this home paid for the publicity of all the other model homes, plus a generous contribution to HBACC.

—Leland B. Ross, HBA Corpus Christi.

... It was the Best Parade in Jax History.

Edgar Day, Jacksonville, Fla.

... the best ever. The tremendous turnout of visitors, the increased interest by builders and the improved coverage by public information media brought to this industry and the public a far deeper impression of promotional values.

—Lawrence W. Nelson, Minneapolis HBA

Generally, the story is of sharp and educated interest from large turn-outs. NHW is now an established tradition.

Keeping Records on Remodeling

Sirs: I would like very much to receive a set of George Bertch's forms. As I was reading the article I realized that many times it has been the little extra jobs that have made the difference between my actual cost and my cost estimate. Perhaps inaugurating some of

these check forms can help me to find these hidden costs.

—Charles Erb, Phoenixville, Pa.

Sirs: I am getting into the remodeling business more and more with the "squeeze" on building and feel these forms would help me a great deal.

—Neal Exner, Fort Wayne, Ind.

Sirs: I was very glad to see your article on George Bertch's operation and hope you can include other articles on modernization in coming issues. Thanks.

—Bob Holmes, Birmingham, Mich.

Sirs: ... Give us more of this type of cost control and estimating articles for the small to medium sized contractor.

—F. C. Hartwell, North Conway, N. H.

Sirs: I found the article about Mr. Bertch's business methods very interesting, and I was certainly glad to see an article on good business methods.

—F. S. Merritt, E. Greenwich, R. I.

An Auspicious Beginning

Sirs: I consider it a great honor to be selected for the Special Award, especially as this is the first house I have built. ...

—Elliott Robinson, Savannah, Ga.



"But when can you fellows start on the house?"

(Cartoon by Virgil Partch—

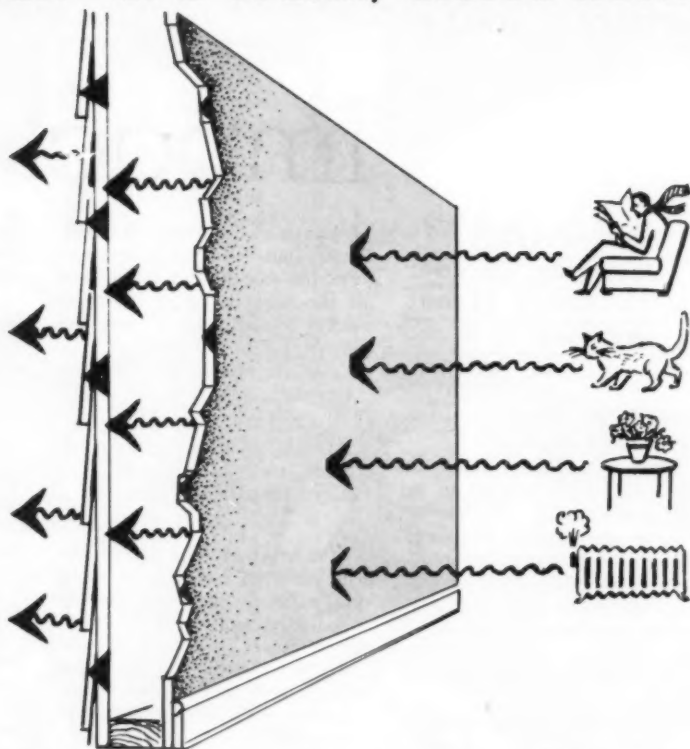
Courtesy Pomona Tile Manufacturing Co.)

Ever Feel a "Draft" in a Warm, Closed Room?

(RADIATION is the transmission through space of invisible heat rays. They have no temperature, only energy. When absorbed by a surface, their energy is transformed to HEAT. The surface of any object warmer than absolute zero—the Sun, You, Clothing, Wood, Plaster, an Iceberg, a Stove, a Chair, Paper, an Animal, will RADIATE to a colder surface.)

(CONDUCTION is the process by which a cooler object or particle is heated by direct physical CONTACT with a warmer one.)

(CONVECTION is the transfer of heat within air caused by the flow of the air itself.)



People often complain of "drafts" in a room with air-tight walls and windows. Why? To a large extent because, by Nature's law, warmth flows to cold by RADIATION as well as by CONDUCTION. Cold walls, too, draw heat out of contacting air by conduction, causing a downward current of cold air.

The exposed skin of people and the outer surfaces of their clothing lose heat as infra red heat rays flow from them with 90% emissivity to a cooler wall surface which has 93% absorptivity (and transforms the heat rays again to heat). If insulation is lacking, or has settled down, most of this heat is transmitted by radiation to the colder outer wall with 93% emissivity, absorbed, and then dissipated to the colder, outer air. So people are uncomfortable, perhaps only in spots. More fuel is then burned.

Multiple layers of aluminum in the wall space would retard convection; turn back heat rays with 97% reflectivity. When plaster is sufficiently warm, no net heat loss radiates from bodies to it; no current of cold air flows along the wall's surface. Comfort is maintained without unduly high temperatures or fuel costs.

In summer, the process is identical except for direction. Heat flow by radiation, conduction and convection is retarded by the multiple sheets of aluminum in the outer wall space. Interiors of rooms stay cooler, and the plaster surfaces are also often cooler than the body. Some heat would then *leave* the body for the colder wall surfaces, increasing body coolness and comfort.

You'll enjoy, as well as profit from reading Alexander Schwartz's recently published manual: "Heat Flow by Radiation in Buildings, Simplified Physics." The scientific background of heat flow, specific information on how to control it, data on the various types of multiple aluminum insulation, ratings of insulation performance, and installation techniques under many conditions are interestingly discussed in this liberally illustrated 48 page manual. A FREE copy is yours for the asking.

THERMAL VALUES, INFRA TYPE 4S

Up-Heat C .105 = 3% non-metallic insulation*
 Wall-Heat C .068 = 4% non-metallic insulation*
 Down-Heat C .042 = 7% non-metallic insulation*

*Based on limiting values of Fed. Spec. HH-1-521c

Cost installed between wood joists, material and labor, about 8¢ sq. ft.

Type 6 also available

Can be purchased everywhere through your preferred local dealer.

 Infra Insulation Inc., 525 Bway., N.Y.C., Dpt. B-12
 Please send "Heat Flow by Radiation."

NAME

FIRM

ADDRESS

The Building Outlook

Big rise forecast for home building

WHY THINGS LOOK GOOD

The number of additional households formed between 1950 and 1975 are likely to exceed those of any similar period on record, according to the economists.*

COLD FACTS

In 1891, 8.2 per cent of the nation's total physical output was put into new housing; in 1950, the percentage dropped to 2.7.

CAUSE AND EFFECT

Contributing factors to forecasted need for vast number of new homes include: demolition of existing houses for highways; urban renewal, etc.; obsolescence and strict enforcement of local building codes; total rise in family incomes; and changing consumer preferences.

GOVERNMENT'S PROBLEM

Government policy may have to be modified to make sure that savings are adequate to meet demand for financing a high average volume of home building, along with demands for long-term funds from other segments of the economy.

* "Capital Formations in Residential Real Estate" was prepared by Drs. Leo Grebler, David M. Blank and Louis Winnick. It resulted from a joint study by the National Bureau of Economic Research, Inc. and the Institute for Urban Land Use and Housing Studies of Columbia University. A grant from the Life Insurance Assn. of America enabled the bureau to undertake the study.

A NEW LOOK at the future of home building in the United States reveals that the industry can look forward to unprecedented activity for the next quarter century. A scholarly long-range study by three top-flight economists,* just released by Princeton University Press, presents this startling picture: There is no overbuilding. In fact, we need more homes. Post-war construction has not satisfied the demands of families for their own homes. Thus:

MORE NEW HOMES are likely to be built in the next 25 years than in any similar previous period of our history. Single-family houses of modest size and lighter materials are likely to predominate. This, in turn, raises the question that . . .

HIGHER INTEREST RATES are needed to stimulate a greater flow of mortgage money. To the criticism that too much money is going into home mortgages, the economists' answer is no, we need more. This fact may put residential construction in greater competition with business investment needs. The long-range problem is not one of capital surplus, but of capital shortage, indicating the need for rising interest rates. Also to be taken into account is . . .

PRICE INFLATION. When this is considered, post-war building gains are sharply down to figures ranging from 2 to 15 per cent. When the analysis is carried further to net additions to the stock of houses, post-war building is found to have been *under* the levels of the '20s. However, in the last few years, consumers have indicated a preference for using some of their "real" gains in income to purchase better housing for their families.

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you can depend upon Pack River

UNIFORMITY

Engelmann Spruce has the moisture content equalized preparatory to the scientific kiln-drying process developed at Pack River. That's why you get exceptional uniformity and high quality in Pack River Engelmann Spruce.

(left) Relentlessly we check our tree farm products before they are sent to you in neat, orderly, carefully loaded cars.



Pack River



QUALITIZED
LUMBER, LATH,
TENEX WAFER-
PANELS AND OTHER
SPECIAL PRODUCTS
**TREE FARM
PRODUCTS**

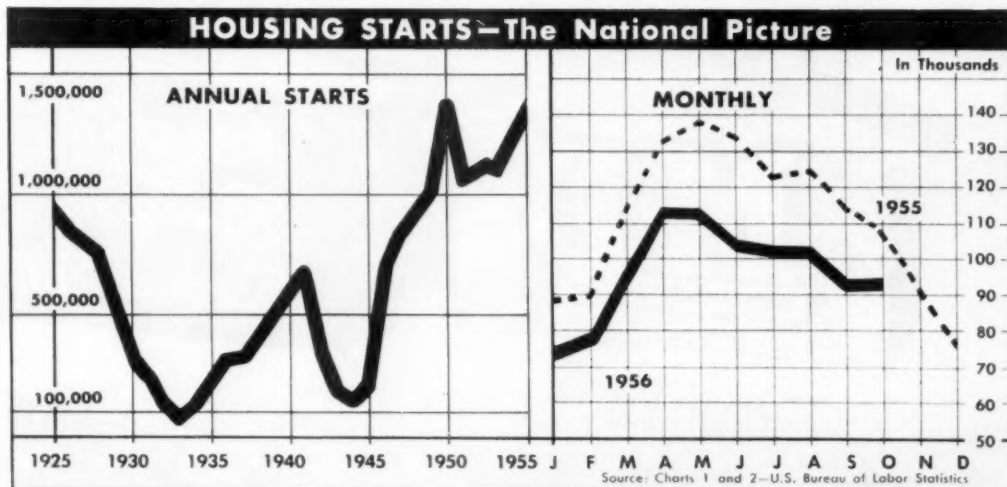
Engelmann Spruce
Douglas Fir • Larch
Idaho White Pine
Inland Red Cedar
Ponderosa Pine
Lodgepole Pine
White Fir

Call Packy—and profit by a
new meaning to “service”!
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Pulse of Building

WHAT'S HAPPENED
WHAT'S AHEAD



Interpretation

Although housing starts remained firm in October, it is unlikely that the winter decline has been halted for long. A recent Labor-Commerce department forecast indicated private housing starts will drop again next year to about 1,000,000 units. However, dollar volume of all new construction is expected to rise 5 per cent. Gains in other types of private and public work are expected to more than offset private housing declines.

1 ▶

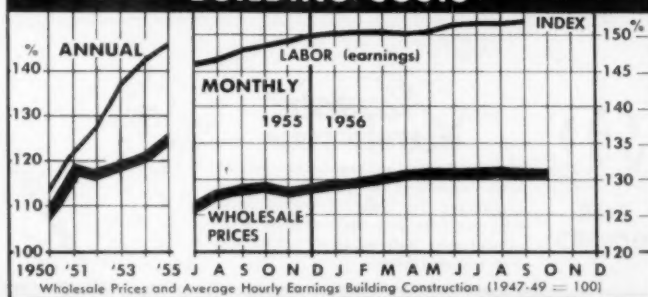
HALTING SEASONAL DOWNWARD TREND, October housing starts held steady at 93,000 units. Seasonally adjusted annual rate rose to 1,080,000; 10-month rate averaged 1,135,000.

15 LEADING HOME BUILDING AREAS

Dwelling units built in Metropolitan areas during first seven months of 1956. (BLS)

	Units Built	% Change Jan.-July 1955-56
Los Angeles	57,092	-16
New York	46,655	-24
Chicago	32,493	-11
Detroit	20,509	-17
San Francisco	14,294	-30
Washington	10,656	-30
Miami	10,187	+ 1
Cleveland	8,044	-17
Baltimore	7,495	-24
San Diego	7,469	+ 8
Atlanta	6,125	-18
Boston	6,106	-15
Buffalo	6,038	-15
Denver	5,842	-34
Milwaukee	5,373	+ 8

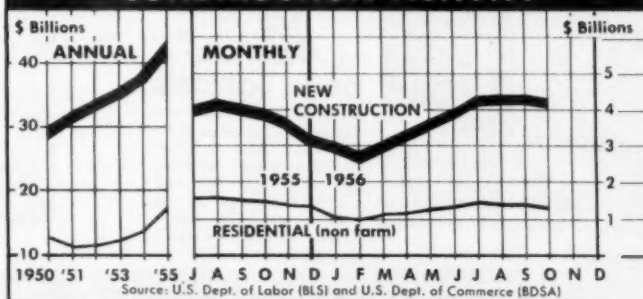
BUILDING COSTS



2 ▶

NEW HIGH was set in hourly earnings in September, raising figures 6 per cent above a year ago. Meanwhile, October material prices leveled off fractionally above August peak.

CONSTRUCTION ACTIVITY



3 ▶

UP A LITTLE from the first 10 months of 1955, new construction for the same period this year hit \$37 billion. Housing declines were offset by gains in most other activities.



America's Most Complete Line for WEATHER-SNUG HOMES



Quality Building Specialties



FOR DOORS

Numetal WEATHER STRIP

This complete package unit means easier handling for you . . . easier installation for your customers. M-D Numetal door sets are available with regular door bottoms or with threshold and exposed hook.

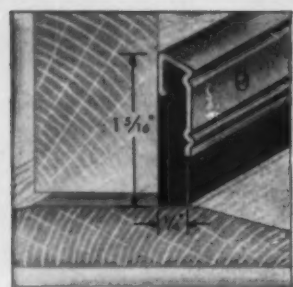


Numetal WEATHER STRIP

Sets for windows

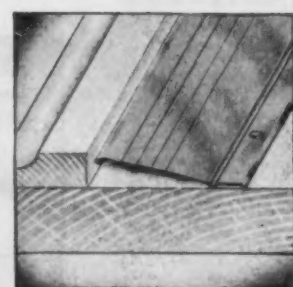
Handy to buy, handy to use. Here in one attractive package is a complete M-D Numetal Weather Strip set for a single window. Available for all standard 28", 30", 32" and 36" double hung windows. M-D packaged sets save selling time . . . cut handling costs . . . make inventory easy.

HANDY PACKAGED SETS! Ready to hand customers! Ready to use!



Numetal DOOR BOTTOMS

Made of extra thick wool felt and heavy gauge stainless steel, brass or aluminum. Standard lengths—28", 30", 32", 36", 42" and 48"—packaged 1/2 doz. same length to carton. Special lengths available.



WEATHER STRIP

This stainless steel or bronze coil weather strip is packed two ways—six 18 ft. rolls in free display carton, or in 100 ft. individual cartons.



BUILDERS
For highest quality and dependability always specify M-D products. Sold by hardware, lumber and building supply dealers throughout the country!

DEALERS
Order Today! Your order shipped same day it is received! All M-D products are fast sellers, nationally advertised.



Nu-WAY

WEATHER STRIP

Easiest in the world to put on

This easy-to-put-on weather strip makes friends as it makes you profits. Works perfectly on windows, storm sash or doors. Made of wool felt and white metal. Each individual carton contains one 18 ft. roll with nails and instructions. Packed 12 cartons in display case.



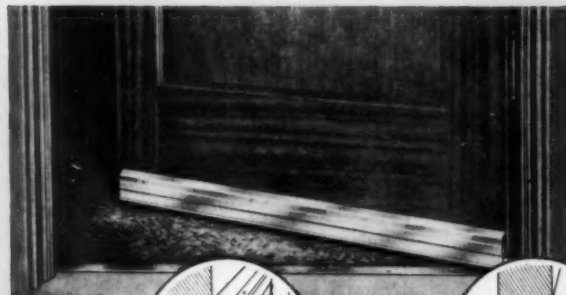
This free, colorful display case takes very little counter space . . . but does a big job of selling.



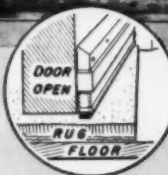
Nu GARD

Automatic DOOR BOTTOM

Here's the perfect automatic door bottom and draft eliminator for ALL doors. Completely solves old problem of clearing rug or floor every time door opens. Easily installed on right or left hand door. Smartly designed with silvery-satin finish—will not rust or tarnish. Furnished in standard lengths—28", 32", 36", 42" and 48". Packed in individual cartons.



UP automatically to clear carpet easily when door opens.



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



Nu-CALK
CALKING COMPOUND

World's best calking compound available in loads, with or without nozzle . . . hand squeeze tubes . . . or ½ pt., pt., qt. and gal. cans. Also 5-gal. and 55-gal. drums—gun or knife grade.



Nu-Glaze

GLAZING COMPOUND

You can recommend this glazing compound with complete confidence that it always "stays put." Packed in ½ pt., pt. and qt. cans, 25 lb., 50 lb., 100 lb., and 880 lb. drums.



Nu-Phalt
PLASTIC

ASPHALT CEMENT

Ideal for sticking down asphalt shingles and general repair work on roofs and flashings. Comes in handy loads, with or without nozzle; 2½ lb. and 10 lb. cans; 50 lb. pails and 550 lb. drums.



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OKLAHOMA CITY 1, OKLAHOMA

Leaders in the Building Specialty Field for 35 years!



As an example of the top-quality materials used throughout this home, only genuine **ELJER** plumbing fixtures have been installed.

ELJER
DIVISION OF THE MURRAY CORPORATION OF AMERICA



New Eljer Quality Plaque measures 6" x 9". Attractively printed in blue on gold and pink. Tells prospective buyers you are a quality builder.

New **ELJER** quality plaque puts this national consumer advertising to work for you!



Every month Eljer advertising talks directly to prospective home owners in such great national publications as Better Homes and Gardens, House Beautiful, American Home. Month after month they see Eljer bathroom fixtures in attractive, colorful settings. Eljer is a name they recognize and trust.

Now, with the new Eljer Quality Plaque, you can identify yourself with this advertising. Display it where would-be owners can see it when they look at your houses. It's a name they have confidence in, a name that adds tangible proof to your "quality-built" sales story.

ELJER
DIVISION OF THE MURRAY CORPORATION OF AMERICA

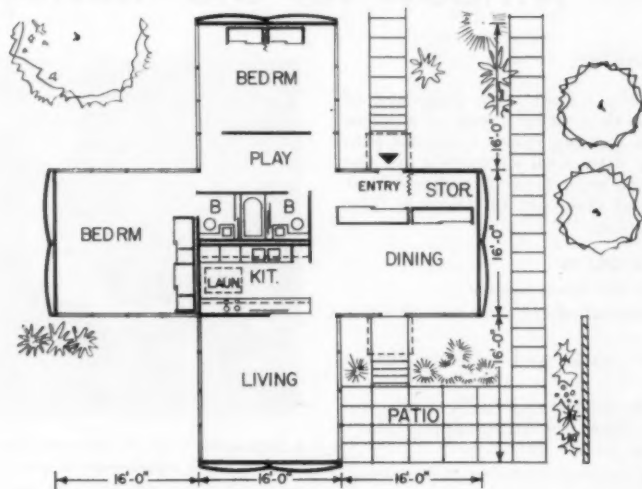
For further information write: Eljer Division of The Murray Corporation of America, Three Gateway Center, Pittsburgh 22, Pennsylvania

* **ELJER** - the only name you need to know in plumbing fixtures

Tomorrow's House



A plastic dream comes true



The wildly improbable and highly publicized house shown on this page is now actually being built, and in an improbable place—Disneyland, Calif.

One thing that both radicals and conservatives agree on is that plastics will play a major role in tomorrow's houses. To help promote this trend, the Monsanto Chemical Co. two years

ago commissioned MIT to design and build a plastic house.

The basic parts of this house are the plastic horseshoes that are cantilevered out in pairs to form the rooms, and can be stacked together for easy transportation. Foundations are minimal, and the utility core of the house is located over them. The result is excellent circulation and lots of light.

And more plastics . . .

No one can be sure to what extent plastics will be used in tomorrow's house, but it seems that every prediction includes some. For instance, two British designers, Alison and Peter Smithson, have designed a house that will have no windows and no glass. Instead there will be whole walls of transparent plastic that look out on a patio in the center of the house. The plastic has good insulating qualities and high strength.

The prefab service core, considered by many architects and builders as the greatest potential source of saving in the industry, got another boost in the October issue of *Popular Mechanics Magazine*. Jay Doblin, director of the Institute of Design at the Illinois Institute of Technology, featured in the article a house plan in which the utility core is built as a separate unit, moved to the site, and installed in the house. There is just one connection each for electricity, water, and waste, and the other parts of the house are, in effect, "plugged in".

Platform houses, a new approach to the problem of integrating house and landscaping, have been offered by Architect Larrabee Barnes. The age-old problem always has been whether a house should merge with its natural surroundings, or be set crisply apart from them. Barnes' solution is a combination. The foundation of the house is extended out around it and becomes a receptacle for the carefully manicured section.



"We get the most window for the money"

says Al Cissel, Washington area builder

"We use steel windows all the time," said Mr. Cissel, vice president of J. C. Conley Construction Co. "They cost less than other types of window and they cause a lot less trouble. They let us put big ranch windows into our houses at a bargain price. Steel windows with steel surrounds are the easiest and cheapest to install, and they're the only type of window that can really stand up under the banging around they get on the job. The result is our buyers rarely ever have a complaint."

Here's why so many builders prefer steel windows:

1. They give you the most window area for the least money.
2. Steel windows with steel casings can be installed quicker and cheaper than any other type.
3. Strong steel windows resist on-the-job knocks and jolts far better than any other type.
4. When installed, steel windows operate smoothly and easily, and give less trouble—result in fewer complaints—than any other type. They do not warp or stick in any kind of weather.
5. Steel windows are available in many designs and modular dimensions. Especially popular are casement and awning types that can be washed from the inside, and take inside screens and storms.
6. Steel windows can be painted to harmonize with your inside and outside color schemes.

Steel windows, the strongest windows money can buy, are made from solid, specially rolled steel sections. Many of the manufacturers of the country's best-known windows use steel rolled by Bethlehem.



A small section of J. C. Conley's Riverdale Woods. This 134-house development in Riverdale, Md., just east of Washington, D. C., uses steel windows throughout, including big ranch windows.

BETHLEHEM STEEL COMPANY
BETHLEHEM, PA.

On the Pacific Coast Bethlehem products are sold by Bethlehem Pacific Coast Steel Corporation. Export Distributor: Bethlehem Steel Export Corporation

BUILD FASTER...SELL FASTER WITH

STEEL WINDOWS



What's new in trading houses?

TRADE-INS IN REVIEW

Past . . .

Pin-pointing the exact time house trading began is impossible. One of the earliest of the modern traders may have come from Indianapolis where Walter Justus of the Justus Co. states his father was trading houses before he was born. In 1953, American Builder presented a comprehensive report on trade-in plans. But changing times mean new approaches. (See pages 20-24.)

Present . . .

No matter how they got started, one thing is sure: Trade-in plans are mushrooming up all over the country. Tight money has led to all kinds of sales problems. And the forward-looking builder has found trading houses is a top form of merchandising. One-third of about 600 builders answering a recent NAHB survey now handle trade-ins.

Future . . .

Future of the home-building industry may well run parallel with the future of trade-ins. Those who now own homes want bigger and better ones; some who now rent will be happy to have the older houses. Just as the first-time car buyer often purchases a second-hand automobile, so will the first-time home owner buy a used home. As Seattle's William McPherson says: "The blush is off the first-time buyer. Builders are going to have to aim their selling at the trade-in market or go under."

HERE'S WHAT BUILDERS ARE ASKING:

- When and why should I use trades?
- Which plan is best for me?
- How do I organize my operations?
- What are the dangers of trading?
- What is the outlook for trade-ins?

Timing. That's the key word for any builder wondering when to trade homes. When he can reply "yes" to the question, "Is my market narrowing down to people who already own their own houses?", then it's time to start trading. And, if he has answered "yes," then he has also answered "why." Recent surveys indicate a majority of today's new home buyers are "repeats," those who must dispose of their present houses before they can purchase new ones. In Milwaukee, for example, the 1956 consumer analysis made by the Milwaukee Journal, reported that 61.3 per cent of the families in the metropolitan area owned their own homes. This compared with 55.7 per cent in 1951 and reflected a consistent rise. Combine figures like this with reports that there are some 25 million Americans with an equity of \$100 billion in their existing homes, and you can recognize the tremendous potential market that exists for builders among second-time buyers. As Mal Sherman, Baltimore, said at last January's NAHB convention, "If you don't get into trade-ins, you're going to fall behind the competition."

Which trade-in plan or plans a builder chooses necessarily must be suited to his own individual set-up. But, whichever plan(s) is used, he should know where he's going before he starts out. Like the man who embarks on a cross-country automobile trip without a road map, the builder who begins swapping houses without first organizing his operations, is going to hit a lot of detours. And they are going to cost him money.

Basically, a builder must appraise carefully the properties being taken in trade. An old house, needing almost complete rehabilitation, would probably wipe out any profit from the new house sale. It is better to take in used homes that can be sold "as is" or which need a minimum of fixing up. But no matter how attractive the trade-in house is, if it's located in a neighborhood that has seen better days, it may be difficult to sell.

The future of trading houses is bright. In any big business, the "repeat" market is the one that supplies the most buyers. And the home-building industry has become "big business." Tomorrow may find trading homes as common as trading cars and appliances is today.

These answers can guide you

When and why trade?

There's no doubt about it. Trading houses becomes a necessity when a builder's market narrows down appreciably to persons already owning their own homes. And there's no use in taking a "head-in-sand" attitude because the cold facts are that this is the situation facing most builders today.

As much as he would like to purchase a spanking new home with all the latest features, the "repeat" buyer must sell his old home before he's in a position to acquire the new one. And the builder (or the builder's realtor) can best help him dispose of that old house.

Maybe you've side-stepped the trade-in house idea because you think you'll lose money, consume too much time or be stuck with most of your money tied up in a lot of unsold old houses. Through care, you can avoid these pitfalls of trading. And the advantages you gain will far outweigh any slight inconveniences. Just see what some of those-in-the-know say about trading.

James Fain, Shults Realty and Investment Co., Phoenix: "The average home-owning family would buy a new house about every five years if a trade-in policy were used. This would tap a whole new market for home builders who now sell to the renting minority."

George H. Beckmann, Bergen county, N. J., realtor: "We find this an excellent way to meet the home-buying requirements of many families. Often it works as smoothly as the old baseball combination of Tinkers to Evers to Chance. Only their purpose was to get people out, and ours is to get people in."

Morris Abouaf, California builder: "We were trying to close out the final fifteen houses in a subdivision. The houses had lingered for months without takers or traffic. As a last resort, we repainted the signboard to read: 'Come in and trade houses with us.' All 15 homes were sold within three weeks, traffic was revived to the extent that building began again and the subdivision continued successfully."

Oddstad Homes, Redwood City, Cal., builders: "Trading allows the builder to retain the customer he would normally lose provided he did not have such a program."

Which plan is best?

The best trade-in plan for you is the one which will help you sell the most new homes with the least effort for the most profit. You may want to make a straight trade; perhaps the guaranteed trade or the time-limit trade are up your alley. Or, your operations, may be geared to remodeling the trade. (Details of these plans are discussed on the following pages.) Choice of the proper plan can net you additional advantages other than the prime one of more new home sales.

Although the experienced trader is quick to say you shouldn't expect to make a profit on the resale of used homes, many builders are able to do so if they thoroughly understand the used-home market.

And if you are also a remodeler, improving the trade-in house gives you the additional opportunity to demonstrate your know-how in this field, perhaps bring in extra remodeling business. Remember, the recently-expanded trade-in house program of the FHA makes it easier for you or your realtor to arrange trade-ins no matter what plan you use.

How do I organize?

There are several ways to approach trading. For example, you can do it alone—rely on yourself and your staff to handle all the details. You can work with a local realtor, giving him all your homes to sell. Or, you can tie-in with other builders in your area. (See page 23.)

If you decide to handle the entire deal yourself, you or your staff will have to become expert on appraisals, taxes and a variety of miscellaneous details that will be time-consuming and unprofitable. For this reason, those in the know—the builders who have been the leading traders—advise against the lone-wolf approach.

Using a top-flight realtor to sell your trade houses has many advantages. (1) he has wide experience in used-homes sales which require a technique other than that used when selling new houses; (2) he has access to a wider potential market. Many realtors are members of multiple-listing services, which means you'll have several people working to sell the houses you take in trade; (3) the actual physical time involved in making trades will not eat into your home-building operations; (4) if he is a member of the International Traders Club, he can open the door to city-to-city, state-to-state and country-to-country trades.

The ITC is composed of members of the National Institute of Real Estate Brokers, an arm of the National Assn. of Real Estate Boards. It is under the leadership of Stewart B. Matthews, vice president and general sales manager of Baird & Warner, Inc., Chicago. The organization publishes a monthly newsletter covering exchange procedures and factual data on trades that have been made, comments on market trends and also contains a listing exchange service. A recent expansion of the service includes listings of properties for sale on a cash basis provided the listing will lend itself to trade and a cash-out of the trade-in can be effected.

NEXT MONTH

"Trading Houses For Profit,"—a down-to-earth account of the what, why and how of trading will appear on these pages in the January issue. If you want to learn how Leland Lee of Dallas graduated in a three-year period from a small-volume builder into the 100-homes-a-year bracket, you won't want to miss this "guest" feature.

to a better trade-in program

What about pitfalls?

Just as the best-laid plans of mice and men often go awry, so can the best-organized trade-in plan—unless you observe some basic do's and don'ts. The Gordon Williamson Co., Detroit realtors, have produced a trade-in training film and manual (see bibliography, page 22) in which these do's and don'ts are outlined. Briefly, they are: (1) do create a compelling desire for new home ownership; (2) do buy right, remodel right and sell right; (3) do consider the neighborhood when evaluating the used home; (4) do use a worksheet including all costs involved in trading; (5) do let people know you are trading; (6) don't go overboard when evaluating the used home; (7) don't go in for too extensive reconditioning; (8) don't be mysterious with your prospects, let them know what you're doing; and (9) don't rely on oral agreements; get it down in black and white.

Another good point to remember is that you're operating in an ever-changing market. And a wise builder knows when to pull in his oars if the going gets rough. For example, Oddstad Homes, started its trade program early this year. At the inception a credit line was established which could be utilized to cash out equity and properties taken in trade; the cash-out equity to be applied as the down-payment on the new home being purchased. The tight-money situation forced Oddstad to change his plans because of the high cost of financing such trade-in properties. Presently, the company advances funds against the existing equity in the older property, secured by a note, until the older property is disposed of. They guaranty to take the property in trade at the end of a six-month period.

Despite tight money, only Kimbrough Investment Co., which had been trading for ten years, reported that excessive discounts have driven them out of the trade-in market. And, Mackay Homes of Menlo Park, Cal., has practically discontinued trading, although they expect to re-enter the field.

What lies ahead?

Strong evidence of the growing popularity of this method of merchandising prompted AB to make a press-time survey of some local HBAs to learn what the outlook is for trade-ins. While no definite pattern exists, most associations indicated that those builders who are trading have been successful.

"A close estimate shows about 55 builders throughout Ohio use this method of moving their new homes . . . eight to ten builders in larger cities are using trade-ins effectively."—Clifford M. St. Clair, executive vice president, Ohio HBA.

"Future market will probably require use of this

operation, although at present there is extremely minor amount of trade-in plans being used."—George O. Prussell, executive vice president, Home Builders Institute, Los Angeles.

"To my knowledge there are five builders in our membership who go in for a fair size trade-in program . . . with a reasonable amount of success."—Robert L. King, executive secretary, Portland HBA.

"There has been activity on . . . trade-in plans whereby the buyer agrees to purchase a new home provided the builder or his realtor can sell the purchaser's house for a set amount."—James H. Hamilton, executive secretary, HBA of Spokane.

From other replies to AB's spot check of HBAs, it is evident that in those areas where home sales continue brisk, builders have not felt it necessary to adopt trade-in plans. J. C. Gregory, executive director, HBA of Chattanooga, personally believes trade-ins are a good idea and a good sales approach particularly for areas where a large inventory of new, unsold houses exists.

"However," he added, "we are very fortunate in this area in having a small number of new houses that are unsold."

Much the same situation seems to exist in Chicago, where John R. Downs, executive vice president, Chicago Metropolitan HBA, states that trade-ins are not common, possibly because the area's builders are busy enough without them. This is added evidence that the time to trade is when sales get rough.

Only the HBA of Metropolitan Denver and the Albuquerque HBA report on trade-in activity, while in Birmingham, J. L. Baswell, HBA executive vice president, cites very few such plans.

On page 25 of this issue, John M. Dickerman, NAHB executive vice president, states his belief that the industry has just begun to scratch the surface of trade-in potentials. And comments from others seem to bear this out.

"We are among those builders who believe that trade-ins are an integral part of the building business and that trade-ins will gradually grow to become a substantial part of a builder's volume."—Federal Home Builders, Milwaukee, Wis.

"We recently formed a company to specialize in trading properties. Our main interest was in industry on its way to those 1,700,000 annual starts pre-current listings are houses, all of which were unsolicited."—T. C. Brennan, Jr., Houston.

While trading houses is not yet a science and there is no "blue book" to determine what value to put on used houses, the day may soon come when your new houses will display a sign, "Shop and swap." When that day comes, the industry may well be on its way to those 1,700,000 annual starts predicted for the next decade.

... how other builders swap houses ▶

Here are the basic types of

1. Straight trade-in

This is the simplest kind of deal. Builder and prospect agree on value of latter's old house and merely apply the amount to the purchase of the new one. The builder, or realty broker, then sells the older house. After sales and related expenses, builder generally realizes up to 10 per cent profit on the traded-in house.

"Just like trading cars," says Walter Justus of the Justus Co., Indianapolis.

The important point, however, is that the trade is primarily an instrument to sell the new house—not another source of profit, although it can be.

Justus trades both up and down. Often the first trade will trigger a chain of deals involving several trades—all resulting from the original swap for the one new house.

Explains Justus: "We build mostly in the \$25,000-\$40,000 bracket. If you had to sit around waiting for people with that kind of money, you wouldn't sell many."

2. Time-limit trade

In this type of trade, the builder never takes in the old house but will help the prospect to sell it by the time the new house is ready. If the old house is not sold within the agreed time limit, the deal is off.

For example:

● Builder J. M. Miller of Beachwood, Ohio: "If the buyer is willing to accept a fair price for his old home (not a 'holding price'), I will accept a small deposit from him on my new home and wait a reasonable length of time for him to complete the sale of his present home. If he is unable to move his place within, say, 30 to 45 days, I refund his deposit in full and place my home on the market again."

● Philip C. Aftoora, president of Aftoora Realty Co., Cleveland: "We find that dealing on a contingent basis is more advantageous to our buyer.

"A contingency consists of locating a suitable home for our buyer, holding that home for 30 days and in the meantime placing the buyer's present home on the market.

"In this way our buyer receives full value for his home."

● Precision Realty Co., Parma Heights, Ohio: "Prospect signs a purchase agreement based on condition that the firm will find a purchaser for his present home. The purchaser agrees to let the company handle the sale of his present home. If no buyer is found within a stipulated period of time the agreement is terminated and buyer's deposit on the new home is refunded."

3. Trade-in guarantee

This is sort of a combination of types 1 and 2. The builder tries to avoid taking title to the older house. But he does guarantee the prospect to do so if necessary—at a lower price.

First step is to have the house appraised (usually by FHA appraisers). Builder then begins construction of the new house. If the old house is not sold at the owner's price by the time the new house is ready (or by any other deadline agreed on), builder takes the old house at the prearranged price (generally 80-90 per cent of the appraisal minus 5 per cent brokerage fee).

Actually, builders find they have to take in only one out of ten houses they guarantee. The trick lies, of course, in getting the prospect to agree in the first place on a realistic price for their old house.

As Sales and Promotion Manager Hans F. Bosch of Marvin Helf Inc., Cleveland builder-realtor firm, explains it:

"It has been our experience that most people are very unrealistic about the value of their old home. Whenever possible, we get an FHA or VA appraisal, and after deducting the usual 5 per cent fee, which would be paid to our or any other brokerage, offer them that figure.

"However, the sale of our new house is often predicated on the prospective buyer's obtaining a certain equity through the sale of his old house, and the price necessary to the realization of this equity is often prohibitive on today's market. This, of course, poses a tremendous problem, and is the stumbling block in many prospective trade-in deals."

Says builder-realtor Bosch: "We try to keep the repairs on homes taken in trade to a minimum,

FOR MORE INFORMATION ON TRADE-INS

The following organizations will provide helpful material, as indicated, on request. Please write directly to the source indicated in each case and not to American Builder.

● Minneapolis-Honeywell, Dept. AB, 2753 Fourth Ave. S., Minneapolis 8, Minn.: "Trade-In House" kit, a series of six booklets containing successful case histories and merchandising advice. \$1.

● Real Estate Training Inc., Dept. AB, P.O. Box 4838 Redford Station, Detroit 19, Mich.: "The Evolution of Trading in Real Estate," 35 mm. sound slide-film in color, with ten supplemental manuals. \$150.

● National Housing Center Library, National Association of Home Builders, Dept. AB, 1625 L St., N.W., Washington 6, D.C.: "Trade-In Housing—A Short Reading List." Free.

trade-in plans: how they work

preferring to sell the house 'as is' at a lesser figure than we might get."

In Lexington, Ky., builders have formed a cooperative organization "to stimulate the sale of new houses by working out an underwriting system to cover the losses that might have to be taken on some trade-ins."

The idea, modeled after a plan by Baltimore realtor Mal Sherman, works like this, according to Leonard E. Paulson, secretary-treasurer of Trade-In Homes Inc.:

"Cooperative builder stockholders have all signed an agreement that they will trade on houses only through Trade-In Homes Inc. Thus the Trade-In corporation receives all homes that are traded in from these builders, not just those which would be hard to sell. In turn, the corporation has agreed to accept every home offered by a stockholder, regardless of condition or value, if it is appraised by FHA.

"The corporation is sound, we believe, because the plan will operate on a break-even basis if the market drops as much as 13 per cent within a two-to-four-month period. We accept the FHA appraisal

as the fair-market price at the present time. We offer only 90 per cent of this price. In addition, the builder must pay the corporation an amount equal to 2 per cent of the selling price of the new home on which he has accepted the old home in trade. Since the average price on the new home will exceed the appraised price of the old home by about 50 per cent, the amount paid by the builder will actually be about 3 per cent of the appraised value of the old home.

"The corporation plans to list the old homes with the realtors who are members of the Lexington Home Builders Association. The buyer of the new house retains title to his old home for 60 days (120 if the new house is not yet built). During that time he may offer the home for sale at the FHA appraised price and earn 5 per cent commission.

"Trade-In Homes Inc. does not expect to take title to many homes. The corporation will list the old homes at the FHA appraised price with realtors for 60 days. If the homes are not sold then, the corporation will take title to the homes, cut the price as much as necessary to make a quick sale."

... and how they're merchandised ▶



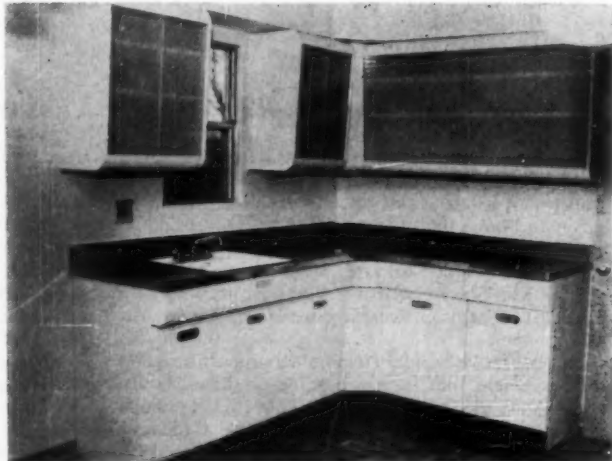
ACTUAL TRADE-INS were displayed at booth of Trade-In Homes Inc. of Baltimore at the annual Home Show of the Home Builders Association of Maryland during

National Home Week last September. High interest was reported among home buyers, builders, and sellers and a great deal of business resulted from the promotion.

HOW BUILDERS MERCHANDISE TRADE-INS continued



BEFORE remodeling, here's how kitchen looked in trade taken by Marvin Helf, Cleveland.



AFTER first planning to resell older house "as is," Helf decided to redecorate, converted kitchen to L-shape arrangement.



"EASY AS TRADING IN YOUR CAR." That's the approach used by Housing Sales of Pittsburgh, in newspaper ad (left) to show how simple it is for home owners to get

a better house. Edward Rose's give-away pamphlet (right) cleverly, simply explains to prospects what's involved. Both builders tie these devices in with other merchandising.



OLD HOUSE: Stucco cottage was purchased by Trade-In Homes, Inc., Baltimore, Md., for \$16,000 in trade for new house (right).



NEW HOUSE: Owners of stucco cottage (left) then bought new brick rancher (above) through realtor Mal Sherman for \$26,000. Trade-In Homes sold cottage for \$16,500.

DICKERMAN'S COLUMN

By John M. Dickerman, Executive Director, National Assn. of Home Builders

Trade-in houses open a new market for you

The home building industry is taking a new interest in the trade-in house. While there is no expectation or need for trade-ins to figure in the same degree that they do in the automobile industry, home builders have been influenced by several comparatively recent developments which have placed this type of home merchandising in a new perspective.



Dickerman

These developments include:

- Liberalized FHA policies and requirements regarding trade-in properties which have largely removed what had been regarded as the biggest, single stumbling block—sound financing. The new terms coincide to a substantial degree with the recommendations of the NAHB advisory committee on the trade-in program.
- The shift from a sellers' to a buyers' market and the fact that a high percentage of today's potential home buyers already own a home, but need or want a bigger one. This type of market requires builders to re-examine their merchandising programs with the view to offering greater inducements to potential

purchasers of new homes.

• A better knowledge and understanding of trade-in operations, based largely upon the experience of the builders who have pioneered in this field. While obviously there can be no rigid formulas for trade-in houses, certain patterns of operations have been worked out which now are becoming more generally known. What pattern of operations best suits a builder's requirements and market is, of course, a matter that each individual must decide for himself.

Some trade-in builders prefer to take physical possession of the older house, repair or modernize it if considered necessary, (although this no longer is an FHA requirement) and then either rent or sell the structure. Others will guarantee the new home buyers a certain minimum price for his existing home if it is not sold by the builder, or his agent, within a stipulated period of time.

A third method, while not strictly a trade-in, is for the builder to make a contingent sale of a new house—the contingency resting on his ability to arrange for the sale of the customer's existing house.

Other devices have been, or are in the process, of being developed. These include the forming of new

corporations to act as wholesalers or clearing houses for trade-ins.

Trade-ins to date have not yet reached the point where they account for a substantial portion of the housing sales volume, according to a recent survey of the newly-organized NAHB Builders Economic Council. However, the survey also disclosed this interesting fact: one of every three of the nearly 600 builders who answered the fact-finding questionnaire now handle trade-ins.

I am inclined to believe that we have just scratched the surface of the potential of trade-in operations for the home building industry. In the years ahead I believe NAHB surveys will show more builders engaged in this activity and trade-ins accounting for an ever-increasing share of the sales volume. I base these beliefs primarily on the changes which have taken place in the last 18 months in the housing market and shape of things to come in that market.

Meanwhile, I suggest that every builder, who has not already done so, will find it useful to study the liberalized FHA trade-in terms with the view to determining if they offer him new opportunities for sales in today's highly competitive housing market.

FUND TO HONOR LATE AB EDITOR

The joint NAHB-American Builder scholarship fund is to bear the name of the late Ed Gavin. This recommendation was approved by the past president's council of NAHB.

The fund will be described as follows: "Scholarship in memory of Ed Gavin, Editor of The American Builder Magazine."

At right: Gavin receiving his Distinguished Service Award from Earl W. Smith at the 1955 NAHB convention.



It's official: 1956 houses were bigger, more expensive

How're they gonna keep 'em down on the farm after they see the city houses that were built this year?

Non-farm, one-family houses started at the beginning of 1956 had more floor area, more bedrooms, and cost more than those started during the same period in recent years.

According to a nationwide survey by the U.S. Labor Department's Bureau of Labor Statistics, four-fifths had three or more bedrooms, compared with three-fourths in 1955. Average floor area was 1,240 in 1956; 1,170 in 1955. Median selling price this year was \$14,600; last year it was \$13,700.

In a report released November 23, BLS also reveals that apartments in new five-or-more-family

structures averaged 660 square feet of floor area per unit.

The 83-page study, "Characteristics of New Housing: First Quarter, 1956", was sponsored by members of the Producers Council. Its findings are based on a sample of some 5,000 residential building projects including about 28,000 dwelling units begun during the first three months of this year.

In metropolitan areas, where more than three-fourths of the non-farm units were being built, the median intended selling price was \$15,200, compared with \$13,300 in non-metropolitan areas. For the country at large, 45 per cent of the houses were priced to sell above \$15,000; 17 per cent were meant for the luxury markets above \$20,000.

Basements were not provided in more than half of the houses started in the first quarter. Basementless houses continued to be popular in the South and West. In these areas about one out of four or one out of five were built with either a full or partial basement.

Frame construction predominated in the building of one-family houses throughout the four regions covered.

Detailed regional statistics are shown on pages 30-32.

Copies of the report are available from local offices of the Bureau of Labor Statistics.

At presstime, BLS noted that all of the statistics reported were preliminary. Revised tables were scheduled for release within a few weeks, incorporating some important revisions for some of the characteristics of the housing in the Northeast. These revisions will, of course, result in some minor modifications of the U.S. totals.

DEALER'S VIEWPOINT

By H. R. Northup, Exec. Vice Pres., National Retail Lumber Dealers Assn.

Research: booster shot for lumber sales

One authority on modern-day retailing calls for more research on consumer needs and wants, to product design, pricing, and packaging, to retail advertising, and to anything else that will cut the time and effort needed to sell at the point of sale.

There most decidedly is a need for just that type of thinking in the retail lumber business, especially in the field of advertising where very little research has been conducted, despite the fact that dealers collectively spend around \$50,000,000 or more a year for advertising in newspapers, radio, and other media.

What type ad pulls?

There are many opinions, but very few hard facts on what sort of advertising appeals work best. One reason is that it is so difficult to generalize because retail lumber



Northup

dealers sell so many decidedly different types of merchandise to so many different types of customers.

There are at least eight types of customers:

- Contractors and builders who are buying materials to use in construction or modernization of buildings.

- Industrial customers who buy materials for crating or packaging, for plant construction and repairs, and as raw materials for finished products.

- Commercial customers who want materials for building or modernizing places of business or to build display facilities.

- Farmers who want materials to build and repair homes and other farm buildings and special farm items such as fencing, barn paint, and metal roofing.

- New home buyers who want to build homes.

- Home owners interested in having a wide variety of home improvements done.

- Do-it-yourselfers and hobby-

ists who want materials to build or make things with their own hands.

- Buyers of non-building items now being carried by a good many dealers.

Variety on the up-swing

As for types of products carried, there are the dealers who sell only the traditional lumberyard items—lumber, millwork, plywood, roofing and siding, insulation, screens and storm sash. But every year an increasing number of dealers are adding such lines as paint, builders' hardware, power tools, hand tools, yard and garden supplies, and plumbing, heating, electrical, and air-conditioning equipment.

Obviously, you can't use the same methods in selling such a varied line of merchandise to so many types of customers because their needs and interests are so different. That, however, doesn't make research any less necessary; it merely makes the research more difficult and more costly.

Here's how to answer critics of "over-extended" credit

We must wake up and realize that the world has changed. Chicago housewives, for example, are not yearning to amass diamond necklaces and silver plate; they want new kitchens.

With these words, the Chicago Metropolitan HBA comprehensively answers critics of the home-building industry—those who have been saying that credit is over-expanded and too many persons are assuming long-term debts which they will be unable to pay off.

While this report applies locally to the Chicago area, it's one which also fits most sections of the nation. You may have heard it before, but it's worth repeating and it's worth remembering whenever you're faced with those who worry because so many Americans are assuming mortgages to buy new houses.

Says the CMHBA: A man goes to a savings institution to pay into a savings account, or he goes to a different window and pays the money to the mortgage department of the same institution. Which is preferable?

The main difference is that the man is not compelled to deposit in his savings account; whereas he must maintain the responsibility of paying off the mortgage. In the end, it's a matter of whether he wants to amass legal tender, while paying rent, or increase equity in a physical asset.

Home purchases are sensible. It must be remembered that the purchaser, as well as the house, is appraised. No family purchase is screened as carefully as that of a home. What is there that can be bought with money that a person will seek to retain as strongly as his own home?

Most people are so intent on home ownership they will make sacrifices to accumulate a down-payment sum; and continue to make sacrifices, if need be, to meet every monthly payment. Home loans are royal blue chips in the investment business.

Industry still healthy

For the many members of the industry worried about falling starts, Myron H. Fox, president, Bell Savings and Loan Assn., Chicago, has

this to say about local conditions. "Nothing is wrong but our perspective."

Despite the continuous drop in starts since March, Fox doesn't believe we're in the doldrums.

"We have," he states, "just come down safely from a peak. This we shall realize if we compare present figures with those of other years which we thought most wonderful, for example, 1954."

Expanding Indianapolis

Indianapolis builders can look forward to some top years with the announcement that building-industry and home-development planners have started to gear operations

to a long-range view of the city's expansion in a twenty-five mile radius from Monument Circle.

A "new-look" on the planning boards envisions a mushrooming of housing and building developments—from Marion County into seven surrounding counties with the area's population expected to reach 1,000,000 by 1962.

Of course, those old bug-a-boos, roads, water lines, sewers and storm drainage, will have to be faced. Housing planners contend that development of living areas further away from the Metropolitan area cannot wait for these. Albert Thompson, president, Marion County Residential Builders, Inc., reports that the rapid expansion of the area's housing in the past ten years has been accomplished ahead of water mains and sewers, instead of following them.



PEACE between rival Twin Cities HBA presidents is sealed by NAHB president Joseph B. Haverstick, (L)

Carl Bennett, Minneapolis; (R) Al Cobb, St. Paul. Occasion: recent Midwest Housing Conference.



ON LOCATION: Lincoln Village, built by Peoples Development Co., near Columbus, Ohio, is scene of film being made of "House Buying a-la-America," scheduled for foreign TV

and theaters. Viewers of the "Report from America" series will also see the Columbus Parade of Homes and other scenes representing home buying in a typical American suburb.

Here's window beauty
for every season!



Andersen Windowalls

TRADEMARK OF ANDERSEN CORPORATION



Andersen Gliding Windows in an Illinois home. Paul MacAlister, designer.

Wintry winds won't cause cold drafts around these fine Andersen Gliding Windows. Yet, these wood window units provide a sweeping view of the outdoors. And, in warmer weather, they glide easily in their plastic tracks . . . open wide to admit oceans of fresh air! Like all Andersen WINDOWALLS, these Gliding Units are made of toxic-treated wood to provide natural insulation against both heat and cold . . . natural window beauty that blends with any interior design.

For more data on building for all-season window beauty with Andersen WINDOWALLS, see your lumber and millwork dealer, Sweet's Files or write Andersen. WINDOWALLS are sold throughout the country, including the Pacific Coast.

ANDERSEN CORPORATION • BAYPORT, MINNESOTA

Northern houses show trend toward more built-in luxury

BLS survey of starts during first quarter of 1956 points to more bedrooms, higher costs—and higher prices

To bring you the results of this important survey, the selected Northern house has been omitted this month. It will reappear in January.

Compared with the rest of the country, nonfarm one-story houses started during the first three months of 1956 were generally the most expensive built in the same period. Average floor area, however, varied considerably, and not always in line with cost, according to a nationwide survey just released by the U.S. Labor Department's Bureau of Labor Statistics (page 26).

Results of the study indicate the median selling price of North Central houses was \$16,200, highest in the country, compared with \$14,600 for the U.S. But in floor space, North Central houses had the smallest average, 1,150 square feet, as against 1,240 for the national average.

Northeastern houses had a slightly lower median selling price, \$16,100, but much more floor area—in fact, the highest average in the U.S.: 1,320 square feet.

Family rooms add several hundred feet

One-family houses without a family room averaged 1,100 square feet in both the North Central and Northeast (U.S. average: 1,150). In houses with a family room above the basement,

floor space averaged 1,520 square feet in the North Central, 1,570 in the Northeast (U.S.: 1,540). Where the family room was in the basement the respective figures were 1,340 and 1,540 (U.S.: 1,430).

Bedroom-wise, Northern houses pretty much reflected the U.S. pattern, with 78 percent in the North Central having three or more bedrooms, as did 81 percent in the Northeast (U.S.: 79 percent).

In bathrooms, North Central houses boasted more half baths than any other section, consequently showed a preference for more one-and-a-half baths than anywhere else—29 percent, compared with 20 percent for the U.S. On the other hand, they had the smallest percentage of two full baths, 7 percent as against 24 percent for the U.S. In the Northeast the corresponding percentages were 17 and 25. But the Northeast also had the highest percentage of more than two full baths, 14 (U.S.: 6).

Price-wise, 56 percent of houses in the North were built to sell for \$15,000 or more (U.S.: 45 percent). In the North Central, 30 percent cost between \$15,000 and \$19,999; 26 percent, \$20,000 and over. In the Northeast, 35 percent sold for \$15,000-\$19,999; 21 percent, \$20,000 and over. In the U.S. the percentages for these higher price brackets were 28 and 17, respectively. (Two percent were unreported.)

Basements were much more in demand in the North, of course: 84 percent of houses in the Northeast had them, as did 69 percent of those in the North Central.

Utility rooms were not so prevalent in the North: two out of three houses had none, compared with 59 percent of basementless houses for the U.S. as a whole. But in the Northeast, with its high proportion of basements, utility rooms were more common in those houses that had them.

Garages were more important in the Northeast (66 percent had them) than in the North Central (43 percent). U.S. total was 50 percent.

Surveys show trend toward costlier houses

A comparison with similar surveys of Northern houses started during the first quarters of 1955 and 1954 shows the following interesting trends:

- Average floor area of nonfarm, one-family houses in the Northeast was 1,120 square feet in 1954. This year it was 1,320, a gain of 200 square feet, or 17 percent!

In the North Central it was 1,020 in 1954 and 1,150 in 1956, a 13 percent increase.

- In 1954, 30 percent of such houses in the Northeast had less than three bedrooms. By 1955 this had shrunk to 21 percent and to 18 percent in 1956.

Respective figures for the North Central in these three years were 35, 28, and 22 percent.

- Median selling price for Northeast houses in 1954 was \$13,800. In 1955, \$14,400. And in 1956, \$16,100.

For the North Central it was \$13,100 in 1954, \$14,700 in 1955, and \$16,200 this year, highest in the country.

Selected Characteristics of New Nonfarm One-Family Houses Started By Selling-Price Classes, and Location, First Quarter 1956: NORTHEAST

Selling-price Class

Item	Number of 1-Family Houses	All Classes	Less than \$7,000	\$7,000- 9,999	\$10,000- 11,999	\$12,000- 14,999	\$15,000- 19,999	\$20,000 and over	Unknown
Number of 1-family houses started . . .	36,800	36,800	100	1,400	3,500	10,300	13,300	7,600	600
Percentage distribution by price class.	—	100	1	4	10	28	35	21	2
Per cent of Houses Having Characteristics Listed									
Number of stories	36,800	100	100	100	100	100	100	100	100
1 story	21,700	59	100	100	87	73	51	28	47
2 stories	3,700	10	2	2	4	9	8	18	1
Split level	9,200	25	2	2	5	11	39	48	1
Other	1,500	4	2	2	3	7	2	4	2
Unknown	700	2	2	2	1	1	1	2	49
Number of bedrooms	36,800	100	100	100	100	100	100	100	100
1 bedroom	100	1	2	2	1	1	2	2	2
2 bedrooms	6,600	18	51	21	48	32	6	4	20
3 bedrooms	26,300	71	49	79	52	64	91	61	25
4 or more bedrooms	3,500	10	2	2	2	4	3	35	2
Unknown	300	1	2	2	2	2	2	2	55
Number of bathrooms	36,800	100	100	100	100	100	100	100	100
1 bathroom	15,700	43	100	91	94	75	22	5	15
1 full and 1 partial bathroom	6,400	17	2	8	5	14	24	17	17
2 full bathrooms	9,300	25	2	2	2	9	51	21	2
More than 2 full bathrooms	5,100	14	2	1	2	2	3	57	26
Unknown	300	1	2	2	1	2	2	2	42
Basement	36,800	100	100	100	100	100	100	100	100
No basement	5,300	14	100	79	52	12	5	4	2
On slab	1,100	3	2	2	9	6	1	1	2
With crawl space	4,200	11	100	79	43	6	5	3	2
Basement (full or partial)	31,100	84	2	21	48	87	95	96	46
Unknown	400	2	2	2	2	1	2	2	54
Exterior wall construction	36,800	100	100	100	100	100	100	100	100
Masonry construction	3,400	9	51	6	5	11	11	8	2
Solid brick	1,100	3	2	1	3	4	3	3	2
Brick facing	1,500	4	2	4	1	4	5	5	1
Concrete block	600	2	51	1	1	2	2	1	1
Stucco	100	1	2	2	2	1	1	2	2
Other masonry	100	1	2	2	2	1	1	1	2
Frame construction	32,900	90	49	94	95	89	88	92	43
Brick facing	5,500	15	2	2	1	10	28	9	8
Brick and wood facing	4,400	12	2	2	16	7	10	22	10
Wood facing	14,300	39	2	2	29	49	27	58	10
Asbestos shingle facing	6,700	18	49	89	17	21	19	2	15
Stucco	200	1	2	2	2	1	1	1	2
Other facing	1,800	5	2	1	32	1	3	1	2
All other construction	100	1	2	2	2	2	1	1	2
Unknown	400	1	2	2	2	2	1	2	55
Type of heating	36,800	100	100	100	100	100	100	100	100
Steam	300	1	2	2	1	2	1	1	2
Hot water	18,500	50	2	61	17	29	67	64	31
Warm-air	17,200	47	49	39	82	67	32	33	9
Furnace (ducts)	17,100	47	49	37	82	67	32	33	2
Space heating (no ducts)	100	1	2	2	1	1	2	2	9
No provision for heating	300	1	51	2	2	4	1	2	2
Unknown	500	1	2	2	2	2	1	2	60
Air conditioning	36,800	100	100	100	100	100	100	100	100
With air conditioning	600	1	2	2	2	1	1	7	2
Central	2	2	2	2	2	2	2	1	2
Combined heating and cooling	100	1	2	2	2	1	2	1	2
Unit conditioners	500	1	2	2	2	2	1	6	2
No air conditioning	35,800	98	100	100	100	100	100	93	41
Unknown	400	1	2	2	2	2	2	2	59
Garage and carport	36,800	100	100	100	100	100	100	100	100
Garage — no carport	24,200	66	2	8	24	39	89	96	15
Garage and carport	300	1	2	2	3	1	1	1	2
Carport — no garage	2,600	7	2	1	40	10	1	1	2
No garage or carport	9,000	24	100	90	32	50	9	2	10
Unknown	700	2	2	2	1	1	1	2	75

¹ Less than one-half of 1 per cent.

² No units reported.

Source: U.S. Department of Labor. (Preliminary report, subject to revision.)

Selected Characteristics of New Nonfarm One-Family Houses Started By Selling-Price Classes, and Location, First Quarter 1956: NORTH CENTRAL

Selling-price Class

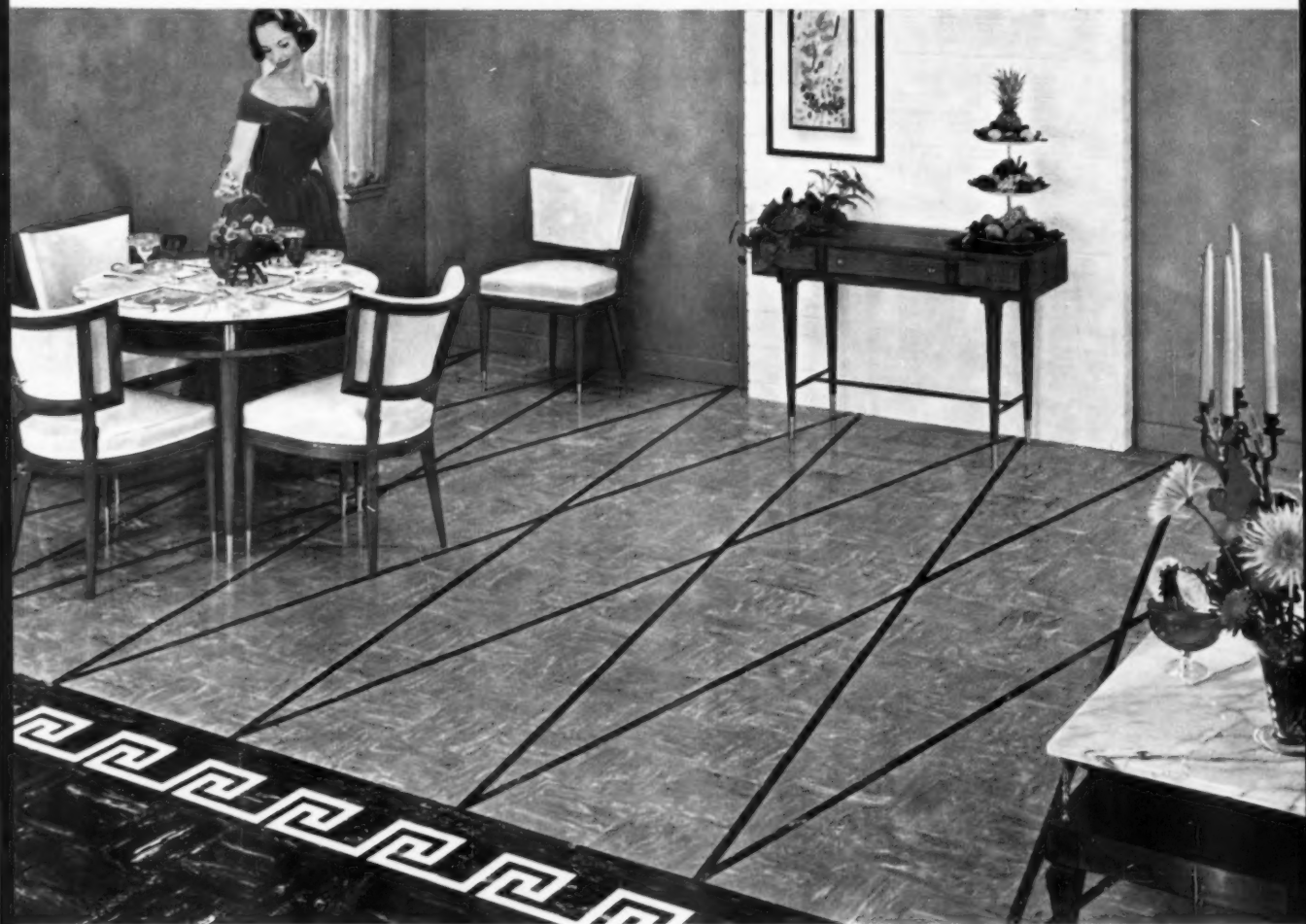
Item	Number of 1-Family Houses	All Classes	Less than \$7,000	\$7,000- 9,999	\$10,000- 11,999	\$12,000- 14,999	\$15,000- 19,999	\$20,000 and over	Unknown
Number of 1-family houses started . . .	52,700	52,700	800	3,200	6,700	11,100	16,500	13,500	900
Percentage distribution by price class . . .	—	100	2	6	13	21	30	26	2
Per cent of Houses Having Characteristics Listed									
Number of stories	52,700	100	100	100	100	100	100	100	100
1 story	48,000	91	70	100	94	97	92	82	81
2 stories	1,200	2	2	2	2	1	4	5	1
Split level	1,900	4	2	2	4	1	2	10	2
Other	1,300	2	30	2	1	1	2	3	1
Unknown	300	1	2	2	1	2	1	2	17
Number of bedrooms	52,700	100	100	100	100	100	100	100	100
1 bedroom	100	1	2	3	2	2	2	2	2
2 bedrooms	11,800	22	84	79	40	16	18	8	9
3 bedrooms	38,500	74	14	18	60	78	79	85	73
4-or-more bedrooms	2,100	4	2	2	1	6	3	7	2
Unknown	200	1	2	2	2	2	2	2	18
Number of bathrooms	52,700	100	100	100	100	100	100	100	100
1 bathroom	30,600	58	48	93	97	85	51	21	10
1 full and 1 partial bathroom	15,100	29	2	1	1	10	45	48	13
2 full bathrooms	3,800	7	2	5	1	5	3	18	2
More than 2 full bathrooms	2,100	4	2	1	1	2	1	13	2
No bathroom	300	1	42	2	2	2	2	2	2
Unknown	800	1	10	2	2	2	2	2	73
Basement	52,700	100	100	100	100	100	100	100	100
No basement	15,900	30	60	87	66	37	11	17	6
On slab	4,600	9	8	14	29	11	4	3	2
With crawl space	11,300	21	52	73	37	26	7	14	4
Basement (full or partial)	36,600	69	40	13	34	63	89	83	77
Unknown	200	1	2	2	1	2	2	2	17
Exterior wall construction	52,700	100	100	100	100	100	100	100	100
Masonry construction	8,000	15	30	2	—	2	20	30	5
Solid brick	1,400	3	2	2	2	1	3	7	1
Brick facing	6,000	11	2	2	1	2	16	23	4
Concrete block	600	1	30	2	2	2	1	2	2
Stucco	2	2	2	2	2	2	2	2	2
Other masonry	2	2	2	2	2	2	1	2	2
Frame Construction	44,000	84	70	98	98	98	79	70	23
Brick facing	19,400	37	2	2	13	35	50	47	18
Brick and wood facing	2,200	4	7	2	1	1	5	8	2
Wood facing	15,800	30	35	66	53	47	18	12	1
Asbestos shingle facing	4,700	9	28	22	29	12	3	1	2
Stucco	100	1	2	2	2	2	1	1	2
Other facing	1,800	4	2	10	3	3	3	3	2
All other construction	100	1	2	2	2	2	1	2	2
Unknown	600	1	2	2	2	2	2	2	72
Type of heating	52,700	100	100	100	100	100	100	100	100
Steam	100	1	2	2	1	2	2	1	2
Hot water	1,600	3	2	2	2	2	2	7	2
Warm air	49,900	95	75	97	97	98	98	92	19
Furnace (ducts)	49,100	94	73	77	97	97	98	92	19
Space heating (no ducts)	800	1	2	20	1	1	2	2	2
No provision for heating	100	1	14	1	1	2	2	2	2
Unknown	1,000	2	11	1	3	1	1	2	79
Air conditioning	52,700	100	100	100	100	100	100	100	100
With air conditioning	2,700	5	2	2	2	5	2	13	2
Central	1,200	2	2	2	2	3	1	6	2
Combined heating and cooling	1,400	3	2	2	2	1	1	7	2
Unit conditioners	100	1	2	2	2	1	2	1	2
No air conditioning	49,300	93	100	100	98	95	98	87	27
Unknown	700	2	2	2	2	2	1	2	73
Garage and carport	52,700	100	100	100	100	100	100	100	100
Garage — no carport	22,500	43	20	31	33	28	35	72	62
Garage and carport	300	1	2	2	2	1	1	1	2
Carport — no garage	3,100	6	16	4	3	15	2	5	2
No garage or carport	26,300	49	62	65	62	55	62	23	13
Unknown	500	1	2	2	2	1	1	1	25

¹ Less than one-half of 1 per cent.

² No units reported.

Source: U.S. Department of Labor. (Preliminary report, subject to revision.)

Here's an elegant extra that helps you wrap up the sale



WRIGHT ALL-VINYL FLOORING

For your next project consider the many advantages of WRIGHT vinyl tile flooring — the ultimate in luxury and utility for all your flooring needs. It's a fully homogeneous vinyl flooring that year-in, year-out always retains its bright, lustrous beauty practically without care. It resists the heaviest of wear . . . won't scuff, warp, buckle or crack. Acids, alkalis and grease are easily removed from its non-porous, water-proof surface. No floor is easier to clean or maintain. Can be installed on or above grade, and over radiant heating. Available in 18 smart decorator colors. 6" x 6" and 9" x 9", in .080 and 1/8" thicknesses.

COLORS

- White with Black
- Gold with Brown
- Green with White
- Light Blue with White
- Bright Red with White
- Brown with Gold
- Chocolate with White
- Light Gray with Black and White
- Mocha with Brown and White
- Sand with White
- Black with White
- Yellow with Brown
- Light Gray with White
- Red with White
- Dark Green with White
- Pink with White
- Pink with Charcoal
- Charcoal with Pink

WRIGHT MANUFACTURING COMPANY

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Div. of Mastic Tile Corp. of America,
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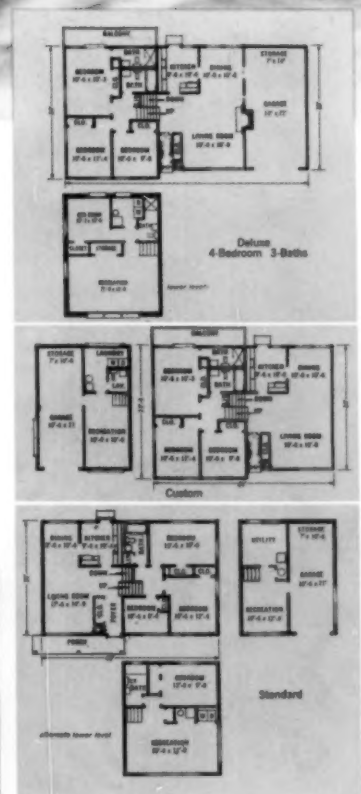


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Scholz Homes Inc.

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The Westchester Standard Models shown range from \$14,000 to \$16,000, the Westchester Custom from \$16,000 to \$20,000, the Westchester Deluxe from \$18,000 to \$22,000, less lot, depending on local area costs. Scholz designs and manufactures a wide range of distinctive homes: contemporary Ranch Western Homes from \$10,000 to \$20,000, luxury quality California Contemporary Homes from \$18,000 to \$50,000, and American Colonial Homes from \$10,000 to \$50,000. All are available to builders throughout the entire United States. Call or write for complete information.



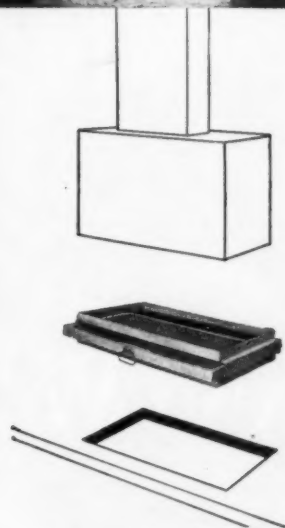
LOOK!

REVOLUTIONARY SLIDE FILTER

For *Trade-Wind* Ventilators

Here's the handiest, easiest-to-sell new feature for ventilators installed in a cabinet. The Trade-Wind Slide Filter Mounting Kit (No. 2566) fits both the Trade-Wind 1501 (300 CFM) and 2501 (425 CFM) Ventilators. The filter slides in and out — like a drawer — and is instantly accessible in the cabinet front. Fumbling under a hood to remove and replace grille and filter is now completely eliminated.

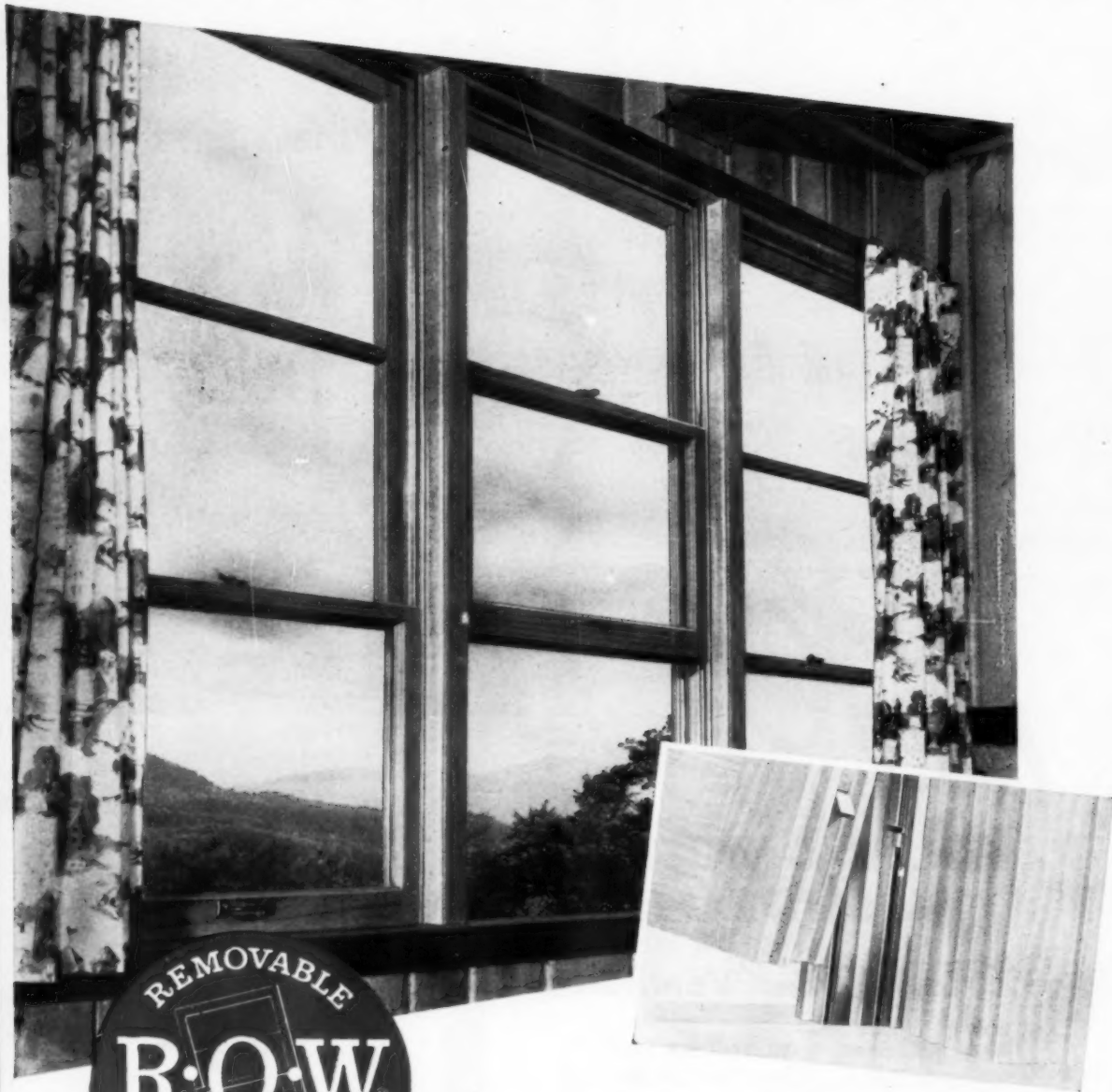
Trade-Wind's revolutionary new Slide Filter means convenience, cleanliness and top efficiency — and only Trade-Wind offers you this exclusive feature.



Unique design of the Slide Filter permits either Model 1501 or 2501 to nest into the kit while the kit nests into the hole in the cabinet base. The installation requires no tools.

Trade-Wind Motorfans, Inc. 7755 PARAMOUNT BLVD., DEPT. AB, RIVERA, CALIF.

NO VISIBLE MEANS



R-O-W and Lif-T-Lox are the registered trade-marks of the R-O-W Sales Company

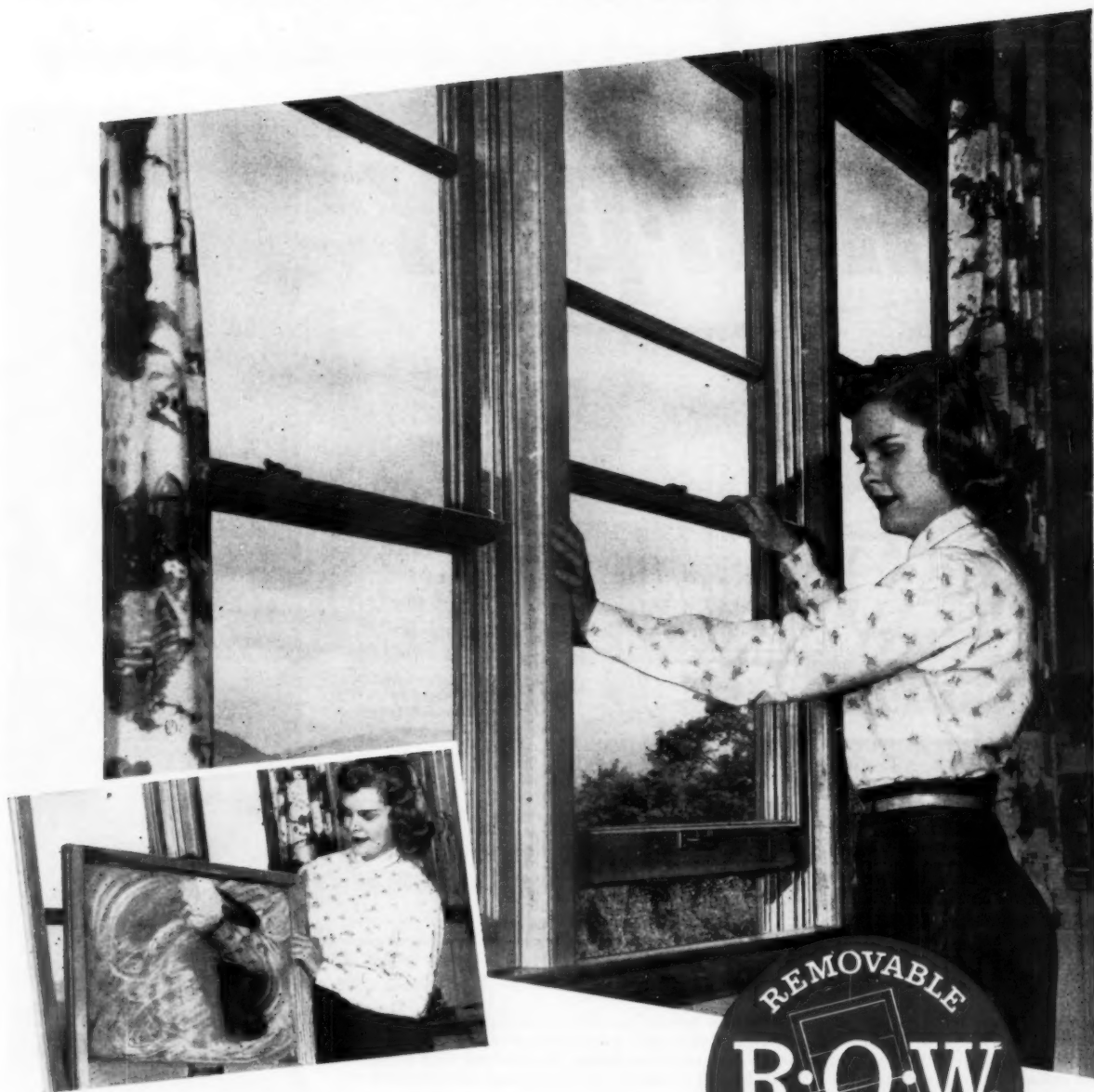
You can't see the Lif-T-Lox balance until you lift out an R.O.W sash. But you certainly can *feel* it take the work out of raising and lowering windows.

Yet, Lif-T-Lox does not interfere with immediate removal or with the pressure-tight weather seal. It works independently and automatically.

See your local lumber dealer or write

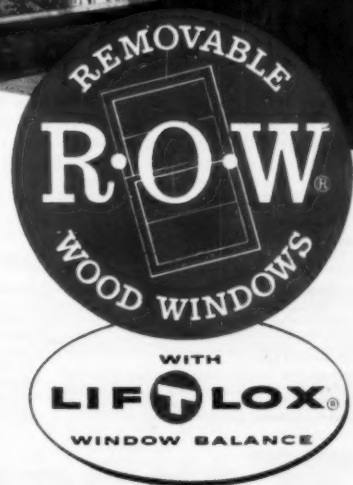
R • O • W SALES COMPANY • 1334 ACADEMY • FERNDAL 20, MICHIGAN

OF SUPPORT-



Even before the Lif-T-Lox improvement, R.O.W removable wood windows were the world's favorite.

The modern convenience of removable sash eliminates more than half the work of washing or painting windows. That's why millions of American women insist on homes with R.O.W windows.



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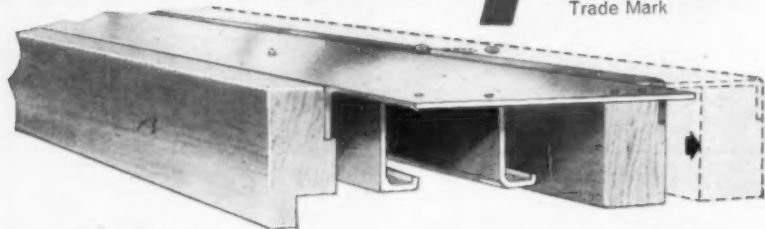
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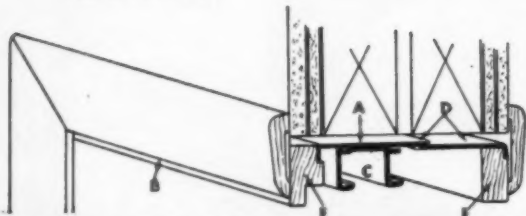
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Cuts Costs • Saves Labor • Adds Beauty

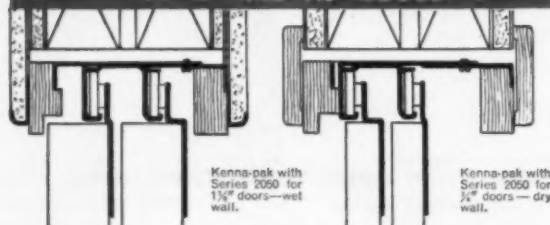
Series 1900 **Kenna-pak** Trade Mark



Patent Pending



FOR ALL WALL MATERIALS 4½" — 5½"
FOR ¾" AND 1¾" DOORS



Kenna-pak with Series 2050 for 1¾" doors—wet wall.

Kenna-pak with Series 2050 for ¾" doors—dry wall.

One piece header and hardware for wardrobes using ¾" and 1¾" sliding doors

- A Steel header takes minimum headroom—eliminates fascia and cutting of doors—standardizes all door opening heights.
- B Allows normal 3/16" reveal.
- C Scottie 2050 hardware factory installed for 1¾" doors. Adjustable for ¼".
- D Adjustable to wall thickness: 4½"—5½".
- E Front and rear nailing strips take any standard trim of your choice.

Kenna-pak, prefabricated adjustable wardrobe header assembly, is complete with steel header, Scottie Series 2050 sliding door hardware and wood nailing strips for wardrobes using ¾" and 1¾" sliding doors. Completely packaged, Kenna-pak cuts labor and installation costs while adding to the beauty of sliding door wardrobe installations.

CUTS COSTS — SAVES LABOR

Parts vs. Pieces

Kenna-pak means that you work with one prefabricated piece rather than many parts, which require costly on-the-job milling and assembly.

One Man Job

Kenna-pak header unit is easily assembled to side jambs. One man can set unit in rough opening and finish job.

Uniform Openings

Kenna-pak means one height from finished floor for all standard openings. Eliminates costly construction of special openings. Kenna-pak is installed directly to the side jambs. No head jamb required.

Eliminates Door Cutting

Buy doors 6'8" . . . use doors 6'8". Kenna-pak minimum headroom allows full use of standard 6'8" doors.

ADDS TO BEAUTY OF INSTALLATION

Eliminates Fascia

Kenna-pak is the long sought for answer to the fascia problem. The trim of your choice is nailed directly to Kenna-pak wood nailers. Leaves a normal ¼" reveal to harmonize with other openings. Hardware is completely concealed even before the trim is applied.

Same Trim Height

With Kenna-pak, wardrobe height matches passage doors. Same trim height inside and outside wardrobe.



Kenna-pak steel header takes minimum headroom. Eliminates fascia and cutting of doors—standardizes all door opening heights.



Adjustable Kenna-pak is nailed flush with side jambs.



One man raises Kenna-pak and jambs into place.



With Scottie Series 2050 hardware set to doors a neat installation is completed.

- SERIES 1900 for standard jambs.
- SERIES 1950 for adjustable jambs.

Kennatrack[®]

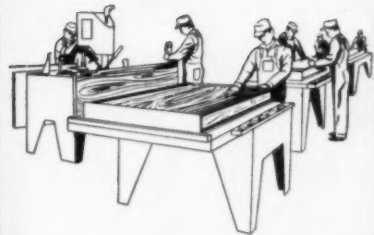
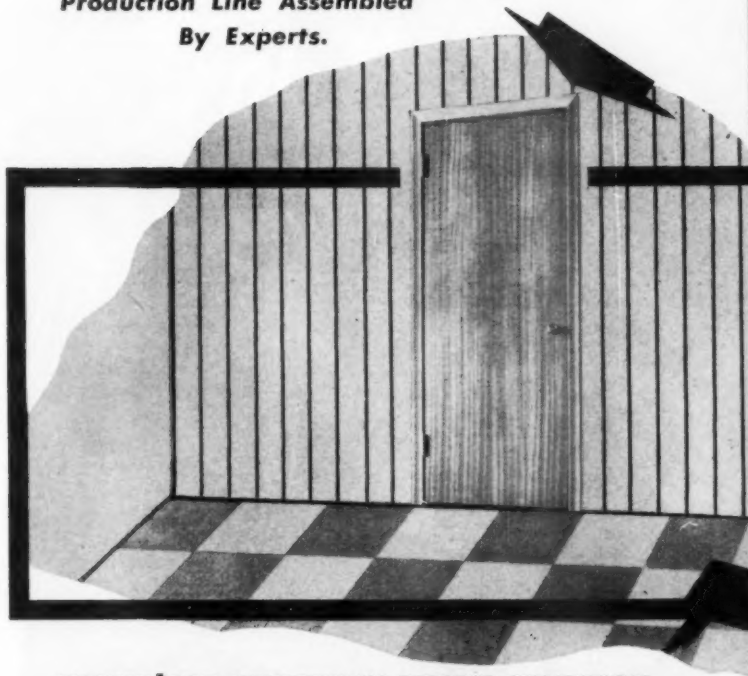
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A SUBSIDIARY OF EKCO PRODUCTS COMPANY
ELKHART, INDIANA

In Canada: Kennatrack Corp., (Canada) Ltd., 417 A Birchmount Rd., Toronto

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READY HUNG DOORS JUST RIGHT...MITRE TIGHT

Precision Manufactured On
Specially Designed Machinery...
Production Line Assembled
By Experts.



FROM THE FACTORY



CRATED*FOR DELIVERY IN PERFECT CONDITION



Tension in the steel band exerts equalized pressure (indicated by the arrows) at the corners to draw the frame in tight contact with the rigid door. Frame joints and mitres are therefore rigidly held square and tight by the door itself.

Spacer blocks between the door and frame serve a dual purpose: (1) They block the frame around the door during shipment, and, (2) Are used to maintain proper door clearances while the door is being installed. Faces are protected by cardboard when shipped by common carrier.

*PAT. NO. 2489029



TO THE HOUSE

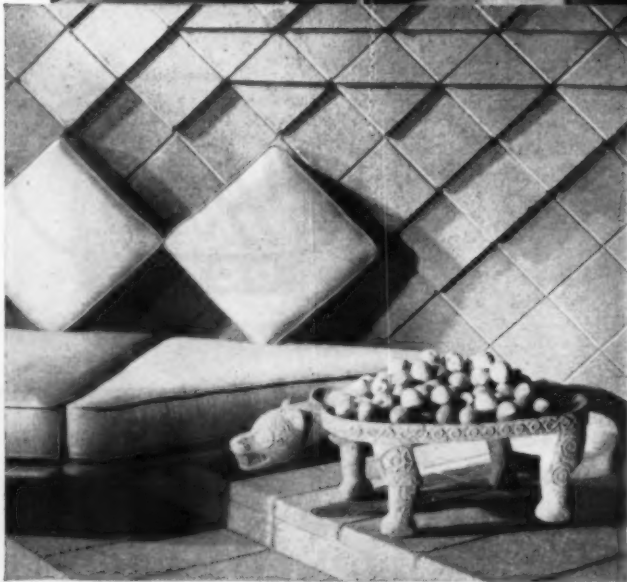
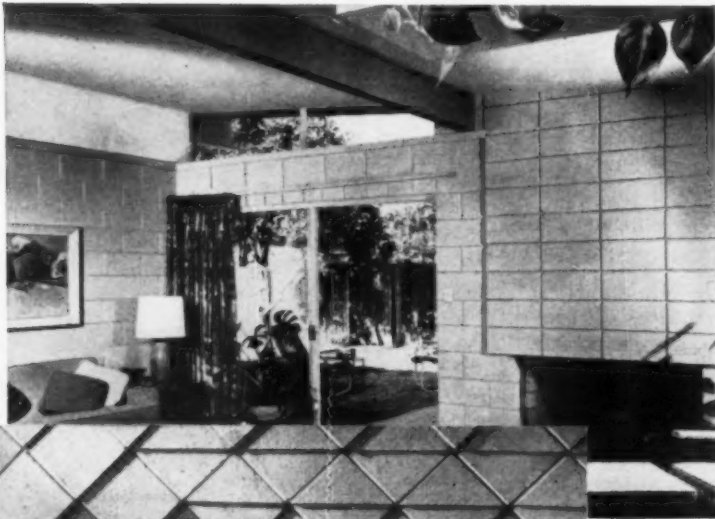
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BALTIMORE, MD. Central Building Supply, Inc.	CINCINNATI, OHIO Acme Sash & Door Co.	GRAND RAPIDS, MICH. Porter-Hadley Company	MARION, IND. General Millwork Corp.	ROCHESTER, N. Y. The Whitmer-Jackson Co., Inc.	SPRINGFIELD, MO. Southern Supply Company	TOLEDO, OHIO Allen A. Smith Co.
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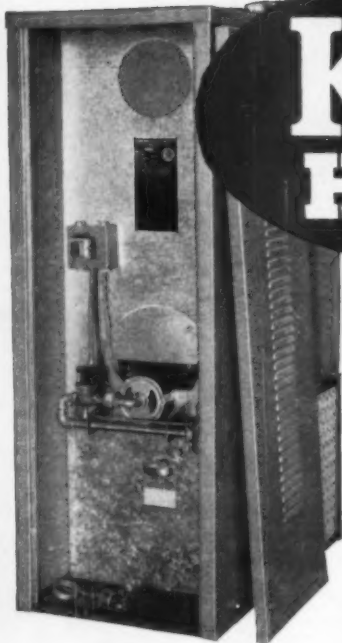
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FIRST ... KAUSTINE QUALITY is nationally recognized ... you can't buy better warm air heating at any price.

SECOND ... KAUSTINE Engineering and Factory Assembly cut your installation costs ... compact design saves valuable floor space, and ... KAUSTINE furnaces are competitively priced.

THIRD ... You offer exacting prospects a heating plant second to none in economy, efficiency and long life.

FOR FULL INFORMATION WRITE DEPT. AB-12



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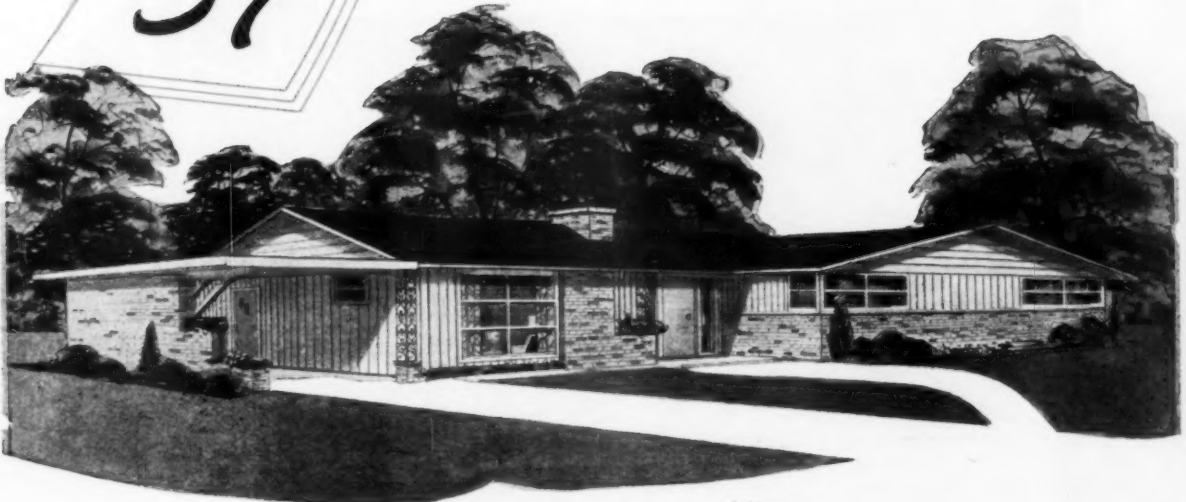
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There is a Kaustline Furnace or Winter
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A hard-hitting advertising program in magazines and papers presells your prospects on Permabilt Homes.



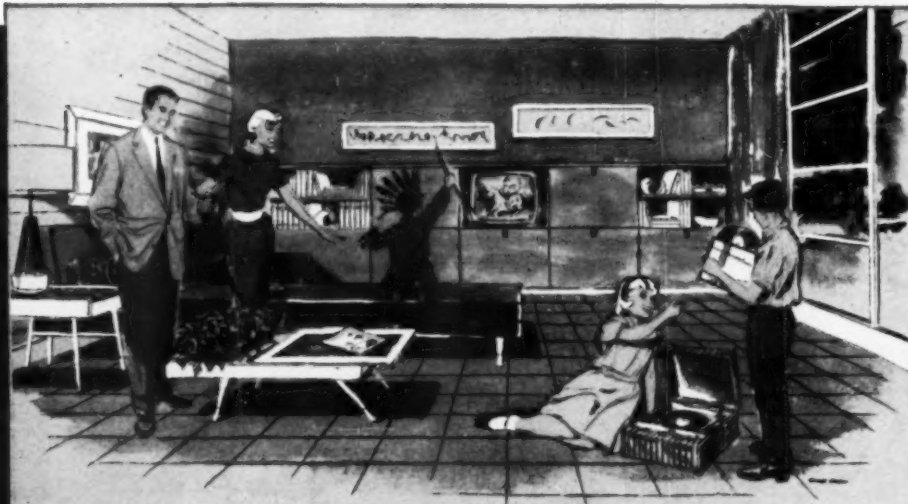
THE SARASOTA—A sleek contemporary design, 48' x 32' with 4 bedrooms and the open living area planning so in vogue today.



THE SUBURBAN—A modern 42' x 28', 3 bedroom home designed for a maximum of family living space.

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send for this booklet...the complete story of the

B & G *Hydro-Flo* SYSTEM

FOR HEATING AND COOLING WITH WATER



The B & G Booster

Engineered for compactness, silent operation and years of service, this electric pump circulates water for heating the house in winter, cooling it in summer and for snow melting panels. The B & G Booster has a solid reputation for dependability...that's why over 2,000,000 have been sold to date!

Here is the feature which lifts your homes out of the commonplace class...adds value far beyond the actual cost. No other type of system can offer so many possibilities for more comfortable, more convenient living.

The B & G *Hydro-Flo* System employs *circulated water* to provide the advantages only water can give. It can be installed initially as a forced hot water heating system, with all the benefits of controlled *radiant* warmth, plus a year-round supply of low-cost hot faucet water. It can be inexpensively zoned to permit different temperatures in different parts of the house.

Other *Hydro-Flo* features can be included, either when building or at any time thereafter. Summer cooling, for example, using chilled water in a choice of several ways. Or snow melting pipe coils under driveway and sidewalk, using the regular boiler to supply heat.

All the facts are given in a new color-illustrated booklet. Send for your copy—see why more and more builders are turning to the B & G *Hydro-Flo* system.

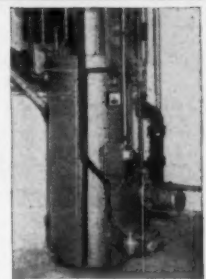


In this home development, 300 homes were sold over one week-end. Not the least of the factors which influenced this rapid sale is the fact that these homes are equipped with baseboard forced hot water systems using B & G *Hydro-Flo* equipment.



This modest home is heated with a B & G *Hydro-Flo* System, with baseboard panels as the heat distributors. Note the sign—the builder is capitalizing on the sales-making appeal of controlled radiant heating, plus a year 'round supply of hot faucet water.

Typical space-saving B & G *Hydro-Flo* System heating plant. The boiler has a built-in water heater.



ONLY WATER OFFERS ALL FIVE!

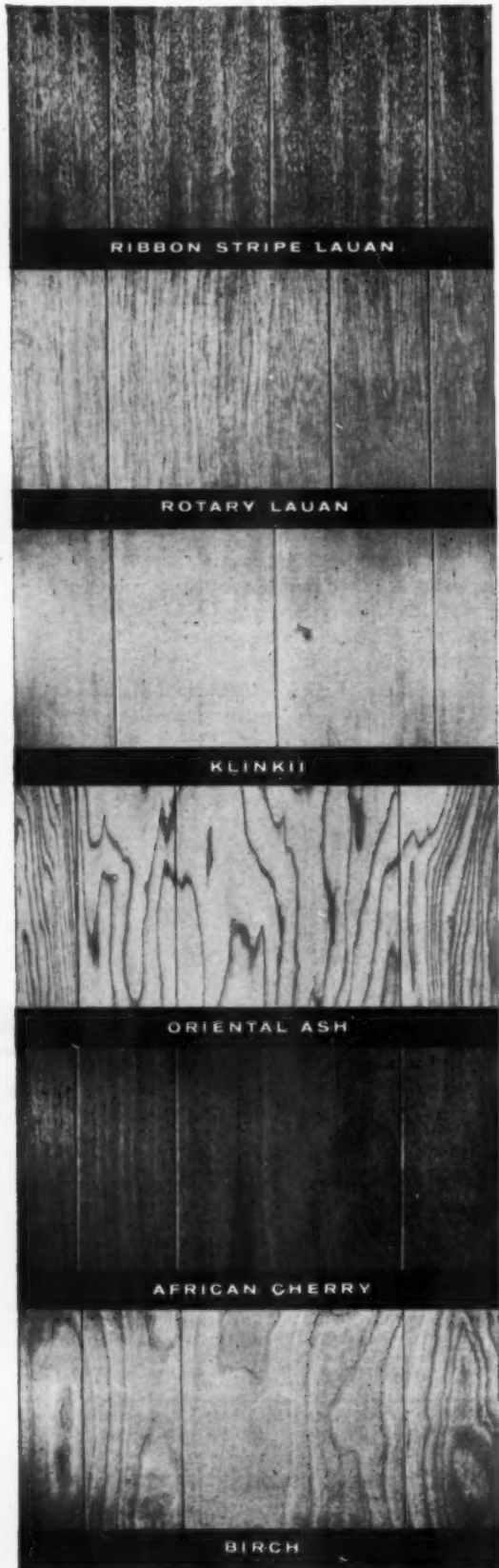
- Heating ● Cooling ● Hot Faucet Water
- Snow Melting ● Zoning

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Please send your free booklet on the B & G *Hydro-Flo* System.

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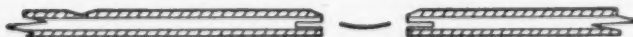
Pre-finished "randomwall" in 6 fine woods

Here's a great luxury sales feature that will cost you little.

The beauty of an Atlas Plywood Randomwall room will delight the prospects . . . help sell the home . . . and boost your reputation as a builder.

Randomwall has a custom-look but it's easy to install. It's pre-finished — and beautifully. The V-construction at edges continues the random-plank effect. The curved all-metal spline means it will never bulge. There's always a groove at standard stud spacing. Atlas Plywood did it right . . . combined sales-appeal with quality with profit.

Investigate the profit potentials of Atlas Plywood Randomwall. Learn about the big promotion to be put behind it. Write Atlas Plywood Corporation, Dept. AB-12, 1432 Statler Building, Boston 16, Mass.



Randomwall is quickly, easily and permanently installed. Atlas Plywood's improved, curved, all-metal spline will maintain joint alignment for the life of the building.

ATLAS



Randomwall

BEAUTIFULLY AT HOME IN ANY TYPE HOUSE

REVERE COPPER FLASHING SURVIVES

4 hurricanes...
4 roofs...
20 years of
rugged wear

WITHOUT ONE LEAK!

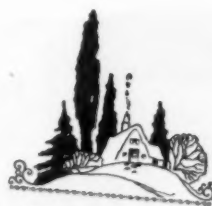
Since 1936 the Revere Copper Flashing has been taking a real beating on "The Home of the Century." To quote from the Architect, WILLIAM F. B. KOELLE, "Striking proof of the matchless performance of Revere Copper is the way it has stood up in its exposed position on the Steel Pier through four hurricanes violent enough to tear the entire end of the Steel Pier beyond the house and the Brighton Hotel Solarium completely away... not a leak occurred..."

Copper can take it, yes... winds, weather, the salt air and the salt spray... but let's not give copper all the credit; proper installation had a lot to do with this performance, too. So, for a trouble-free flashing job, first specify or use easy-to-work, non-rusting, long-lasting Revere Copper; second, make sure it's properly installed.

If you have technical problems regarding the proper installation of Revere Copper, we'll put you in touch with Revere's Technical Advisory Service.

"THE HOME OF THE CENTURY"

Steel Pier
Atlantic City, N. J.



W. F. B. KOELLE
ARCHITECT
122 SOUTH STREET
PHILA.

Revere Copper and Brass Incorporated
230 Park Avenue
New York 17, New York

June 1, 1956

Dear Sirs:

In answer to your question as to why I selected Revere sheet copper for all gutters, eaves, valleys, flashing and conductors on The Home of the Century in 1936, I would like to explain my basic idea in designing and building this house.

My wish was to stimulate interest in building better homes. The Home of the Century is completely equipped with every convenience, and is beautifully decorated—for I wanted our visitors to know how comfortable and attractive a moderate priced home could be made, but this was not enough. The unseen parts of a house must be equally fine if the home is to be a place of happiness and freedom from care through the years. I always stress this point with our visitors.

I selected Revere copper for all exterior sheet metal construction because of Revere's experience as the oldest fabricator of metals in America. I am familiar with Revere's extensive research in sheet copper for building, and I know that there is no more imperishable material that can be used to seal a building against rain, snow, moisture and wind than Revere copper. The same holds true for the plumbing and piping, which are also of copper and brass.

Striking proof of the matchless performance of Revere copper is the way it has stood up in its exposed position on the Steel Pier through four hurricanes violent enough to tear the entire end of the Steel Pier beyond the house and the Brighton Hotel Solarium completely away. Still not a leak occurred in The Home of the Century. Four different manufacturers' roofs have been applied to the Home in the past twenty years, but the original Revere Copper valleys and flashings are still intact. This fully confirms my own confidence in the lifetime service of copper.

I believe these facts are important to all who expect to build.

Very truly yours,
William F. B. Koelle
William F. B. Koelle
Architect



REVERE COPPER AND BRASS INCORPORATED

Founded by Paul Revere in 1801

230 Park Avenue, New York 17, N. Y.

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abrow *fashion* WINDOW-WALL *frames*

if you want better designed homes

in beautiful natural wood

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"Architecturally proper" is a good way to sum up the fine appearance of the block wall of this modern masonry home. Vibrapac Block construction lends itself to permanence and shelter security.

The beauty of building with modern concrete block is this: It's permanently beautiful!

The precision-like beauty and simplicity expressed by pleasing new textures, patterns and colors in Vibrapac Block are always in "good taste" . . . for exteriors and interiors. Whatever your plans call for in terms of size, design or investment, there's a proper adaptation that's practical and effective in Vibrapac Block or Bes-Stone Split-Block.

The opportunities modern concrete masonry offers for building permanent beauty into homes (and other structures) include many practical advantages.

Obviously there's beauty *plus* fire safety in Vibrapac Block construction . . . and many other *plus* values such as: "built-in" insulation (due to the hollow block areas and multiplicity of tiny dead-air cells in the block itself) . . . assurance of comfort-

able inside atmosphere, summer or winter, with winter heating-economies, too . . . storm-safety, weather snugness . . . sound-absorbing qualities . . . permanent protection from termites and rodents, from damp-rot or deterioration by weather.

With all these and other *plus* values, the initial construction cost is low . . . financing becomes easier . . . insurance rates lower . . . upkeep, or maintenance, costs less . . . ideal



Planter made with Bes-Stone Split-Block

structural flexibility is assured . . . good resale value is certain.

Charming beauty for interiors, too!

For complete interior walls and ceilings (soffit block ceiling and roof construction), or for "accenting" details like floral bays, fireplaces, etc., modern concrete masonry offers countless opportunities for distinctive beauty and colorful beauty. "Charcoal gray" and "coral," as well as other good color schemes, are "naturals" for modern concrete masonry. Helpful literature gladly sent on request.

BESSER COMPANY, Box 183, Alpena, Michigan



Ranch-house architecture is at its best when Vibrapac Block are used.

ITEM: \$10,200

by switching from copper to Kaiser Aluminum



This pair of high schools—designed and constructed simultaneously—is the crowning achievement of the ambitious Cedar Rapids, Iowa school building program. LEO A. DALY COMPANY, Omaha, Nebraska: Architect; R. F. BALL—SOUTHWEST BALL CONSTRUCTION COMPANY, San Antonio, Texas: General Contractor; POWER ENGINEERING COMPANY, Sioux City, Iowa: Electrical Contractor.

THESE SCHOOL BUILDING MATERIALS ARE TYPICAL OF HUNDREDS NOW BEING PRODUCED AND OFFERED BY MANUFACTURERS USING KAISER ALUMINUM.



Doors made of aluminum assure lasting strength and beauty, minimum upkeep.

Mullions made of aluminum will not warp or rust; lightweight—easy to install.

LIKE virtually every other American community, Cedar Rapids felt a pressing need to reduce school construction costs.

In the original designs, copper was considered for the schools' electrical systems. But when cost studies showed that aluminum would produce substantial savings, the specifications were changed.

Imagine the satisfaction of school board, architects and contractors when the Kaiser Aluminum electrical conductors used actually produced a \$10,200 saving—and an improved electrical system as well! Of course, the same economies can be realized in other structures.

More Advantages of Aluminum

Lower material cost is only one of the advantages you gain with aluminum electrical conductors. Light weight and flexibility return important additional savings in handling and installation.

And Kaiser Aluminum electrical conductors offer you another all-important, exclusive advantage: *availability*.

More Ways Aluminum Cuts Costs

Besides electrical systems, many more aluminum building materials are helping contractors cut costs and improve the efficiency of modern

SAVING

electrical conductors!



Here is a comparison taken from the cost studies for the two new high schools now nearing completion in Cedar Rapids, Iowa:

COMPARATIVE COST STUDY:

Copper Conductor	\$70,000.00
Aluminum Conductor	45,000.00
Gross Savings Using Aluminum	\$25,000.00

Less additional costs incurred in using aluminum:

Conduit	\$ 6,500.00
Connectors	850.00
*Tools	1,500.00
*Training	1,000.00
Switchboard equipment modification	2,000.00
Reserve for contingencies	2,950.00
Total additional costs	\$14,800.00

NET SAVINGS \$10,200

*First job costs only.



Railings made of aluminum stand up under the hardest kind of treatment.



Flagpoles made of aluminum stay bright and will never need painting.



Curtain walls made of aluminum eliminate maintenance costs due to constant exposure.



Sun Shades made of aluminum add exterior beauty, assure interior comfort.

structures. For example, the six items shown above—manufactured of Kaiser Aluminum—are recommended for school construction.

For names of building product manufacturers and Kaiser Aluminum electrical conductor distributors who will be glad to work with you, contact the Kaiser Aluminum sales office listed in your telephone directory. Kaiser Aluminum & Chemical Sales, Inc., *General Sales Office*, Palmolive Bldg, Chicago 11, Illinois; *Executive Office*, Kaiser Bldg, Oakland 12, California.

See "THE KAISER ALUMINUM HOUR." Alternate Tuesdays, NBC Network. Consult your local TV listing.

Kaiser Aluminum

Please have your Architectural Representative call.

Please send me more information about building applications of Kaiser Aluminum electrical conductor.

KAISER ALUMINUM ARCHITECTS' SERVICE
919 N. Michigan Avenue
Chicago, Illinois

NAME _____

ORGANIZATION _____

ADDRESS _____

CITY & STATE _____



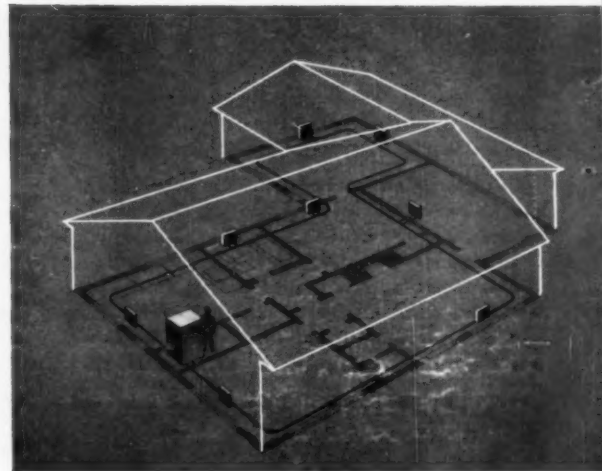
Here's why the New Heatmaster System is the simplest...most economical way to heat and air condition a home!



- It's pre-engineered! The new C-E Heatmaster is a ready-to-install year 'round comfort system.
- It's packaged! Only standard piping and wiring materials and practices are used for installation. No special equipment is required.
- It's compact! Unit installs in 4-square feet of floor space. It provides economical air conditioning with the luxury of hot water heat; individual room control.
- It's easy to sell! It offers builders and plumbers features that simplify installation, cut costs, save time. Its benefits appeal strongly to home buyers.
- It's priced right for the market you serve.

Here's the complete, compact C-E Heatmaster Home Heating and Air Conditioning System:

Efficient, gas-fired boiler unit, completely assembled with burners, circulator, controls, relays and all operating parts in place; a matching hermetically sealed water chiller, completely assembled with compressor, evaporator, condenser and refrigeration controls in place (unit factory-charged with refrigerant); space-saving individual room convectors for heating and air conditioning through one compact convector in each room.



Simple to lay out — easy to install.

PERFORMANCE PROOF:

Here's what the owner-builder and plumber say about a typical C-E Heatmaster installation:

**THE OWNER-BUILDER,
ANDREW YEDYNAK, SAYS,
"FAR SUPERIOR."**

"We investigated about 10 different air-conditioning-heating methods before we built our 'dream home'. We finally decided on the C-E Heatmaster System. It's far superior to any forced air system we know of, both in cost and in efficiency of operation. I know. We've lived in four different houses since 1945. Our experience with forced air and 'heat circulating' systems convinced us the C-E Heatmaster 'wet' system was the best buy."

Mr. Yedynak's wife, Violet, had this to say: "The C-E system is so simple even our six year old daughter can operate it. And I like the installation... no contraptions sticking out of windows, no ducts, nothing like that."

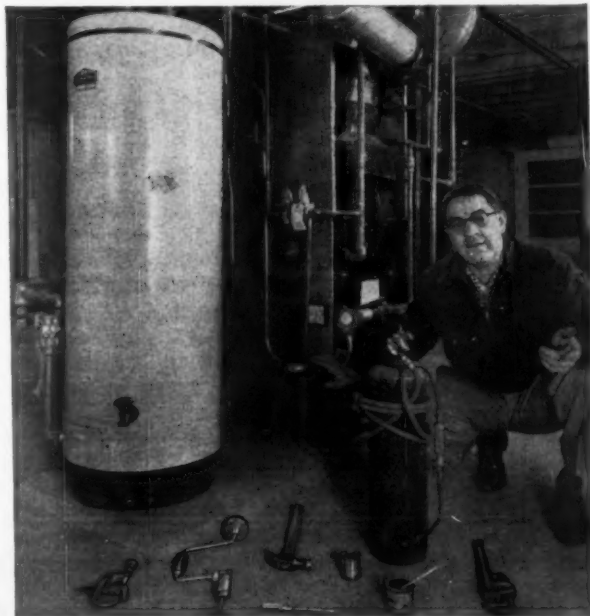


Extremes of climate (hundred-plus in summer, ten-minus in winter) helped the owner-builder decide to equip this Hickman Mills, Missouri home with the C-E Heatmaster System.

**THE PLUMBER,
MARTIN MOLOTSKY, SAYS,
"SIMPLE AS COULD BE."**

"The C-E Heatmaster was the first 'wet' air conditioning and heating combination I've ever installed. We didn't run into any complications at all. In fact, we used fewer man-hours (48) to install this system than we would have needed for a comparable hot water radiator installation. It adds up to quite a saving. I'm convinced that this 'wet' system is the future standby for heating and air conditioning homes."

Mr. Molotsky has been a plumber for fifteen years and heads his own business. He later commented, "I only wish I had this C-E Heatmaster combination in my own home." The C-E Heatmaster System, which Mr. Molotsky installed, is the first of its kind in the Kansas City, Missouri area.



Mr. Molotsky points out how little equipment is necessary to install a C-E system. The pre-engineered, packaged C-E system required only the simple tools shown in the picture for installation. (This picture was made before piping was insulated.) Mr. Molotsky also installed the 40-gallon Heatmaster glass-lined water heater shown in foreground.

Take advantage of the many benefits C-E Heatmaster Home Heating and Air Conditioning offers by sending for more information now.

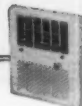


HEATMASTER

HOME HEATING AND AIR CONDITIONING

the simplest way to heat and cool a home

COMBUSTION ENGINEERING INC., Home Equipment Division
971 West Main Street, Chattanooga 1, Tennessee



How soon will he come knocking on the doors of your houses?

The chances are that you're providing for everything electrical in the houses you build. You've planned 3-wire service entrances of at least 100 amperes. You've considered the types and number of appliances to be used . . . enough circuits of good-sized copper wire are planned to care for them. Lights, outlets and switches are located where they should be. There's no place for "Skimpy Wiring" in your homes, today!

But, what about tomorrow? "Skimpy," that tricky symbol of inadequate wiring, has an annoying habit of popping up at unlikely places. Just one new major electrical appliance can let him put his foot into the door of a house!

So, when you plan the electrical system of a home, don't stop with its present needs. Look ahead a bit. Consider possible addition of new appliances in the near future. Provide for them with extra circuits at the fuse or circuit-breaker box. In other words, give your houses something to "grow on"!

Such foresight costs little . . . can mean much to your reputation as a builder of quality houses that stay up-to-date!

FREE HOME WIRING WALL CHART!
Send today for Kennecott's handy wall chart showing typical home circuit loads. Use it as a check list when planning electrical systems. Write Kennecott Copper Corporation, Dept. AB126, 161 East 42nd Street, N. Y. 17, N. Y.



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for low-cost production



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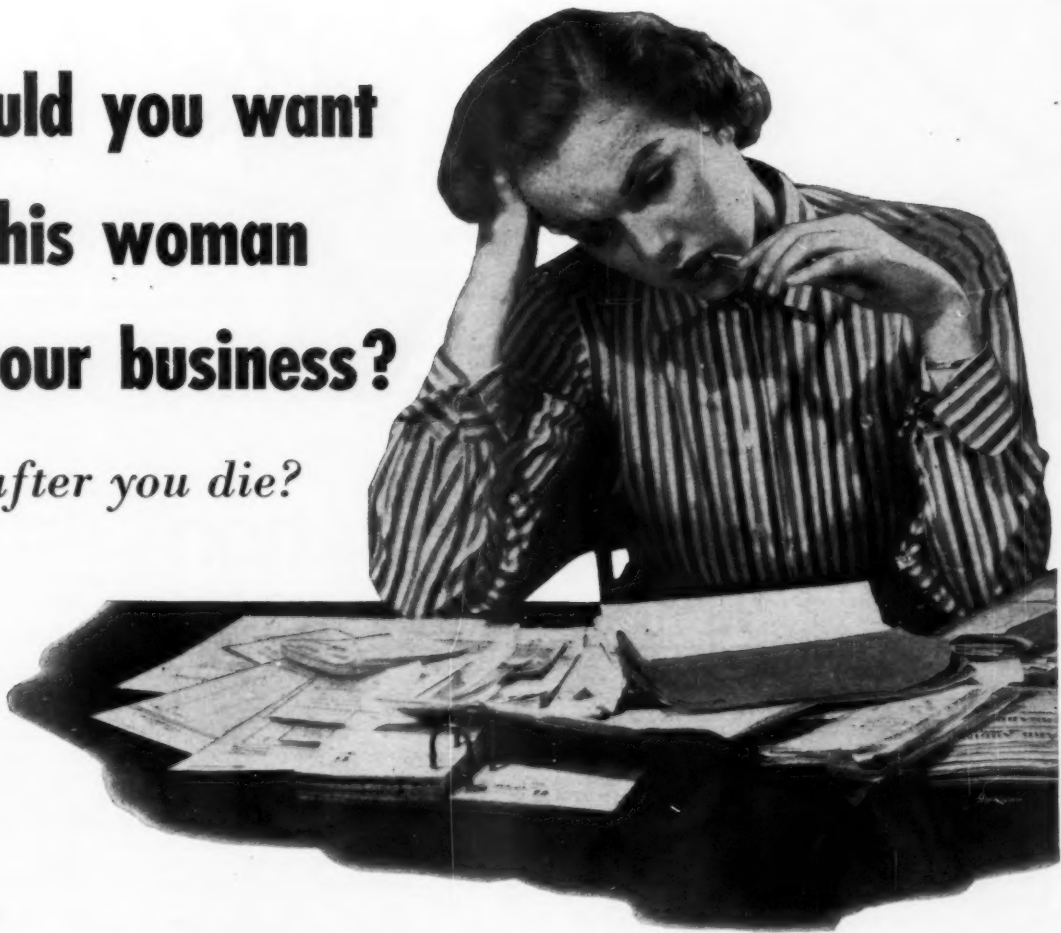


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FORD MOTOR COMPANY
Birmingham, Michigan

FORD

**Would you want
this woman
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... after you die?



She might be your partner's wife or daughter — or an absolute outsider.

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MM2-B



Another Area of Condensation banished forever!

THESE
UNIQUE
ROOFING PANELS
DRY THEMSELVES
BY WEATHER AIR
VENTILATION

In the last large area of condensation — in and under the roofing — vapor barriers have failed to give anything but a partial answer. Wilson Air-cor Roof Decking now gives the final, complete answer with a scientific method of removing moisture from the decking itself — by weather air ventilation.

Architects and builders are no longer limited — by local conditions of climate — in their selection of the finished roofing material. For any type of structure and any pitch of roof, Wilson Air-cor provides the dependable roof decking.

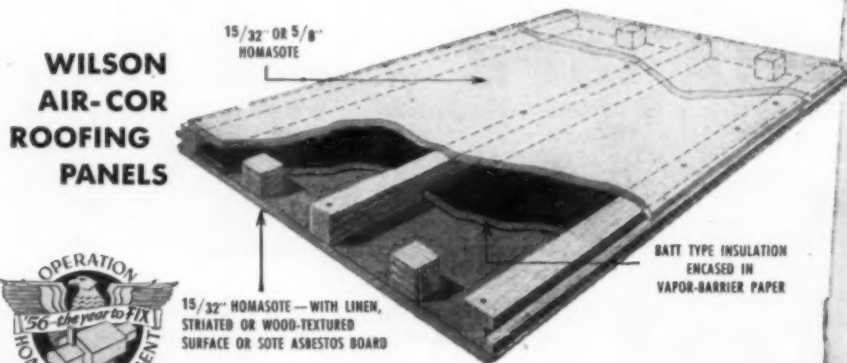
126 days of testing by the Engineering Research Department of a leading State University demonstrated "the feasibility of actually drying a wet roof of the Air-cor type by weather air ventilation." The published report recognizes the impracticality of a perfect vapor barrier. With Wilson Air-cor, there is no need for a perfect barrier. The revolutionary principle of ventilation embodied in Wilson Air-cor Roof Decking overcomes the severest conditions of humidity and temperature. Extensive research and actual use prove that Wilson Air-cor makes condensation a problem of the past.

The description of this remarkable product in the Homasote Handbook begins: "The panel consists of 2 x 2 wood members 12" o.c. nailed and glued between two pieces of 1 5/32" Homasote. On the lower inside of the Wilson Air-cor Panel there is 3/4" of batt type insulation, with a vapor barrier on the bottom side, and a ventilated

paper on the top side. At each end there are two small wood blocks to support the Homasote. With only these two small blocks, there is a width of 16" at each end for air to flow from panel to panel." Air enters at the roof edges—where a rake mold is nailed on 3/4" blocks over screen wire—and insect-free air circulates the length of the roofing.

The Handbook continues with specifications, test data, and building instructions. For example, you may be surprised to learn that the problem of ridge and filler has been taken care of with the Wilson Air-cor Ridge Panel. You will be happy to find that Wilson Air-cor is actually a finished ceiling—with three beautiful under-surfaces to choose from (or even Sote Asbestos Board). Accurate tables and complete diagrams give the right information, from width of ridge required for any number of courses, even to pre-drilled nail holes — just one more example of the know-how of the Homasote Handbook.

The new 68-page Homasote Handbook has the right answers to 99 other building problems—answers backed by 46 years' experience in the making of quality materials. We are proud of this book, and have confidence in its basic value to every architect, builder, and dealer. May we send you a copy? Kindly address Department M-4.



1 5/32" HOMASOTE — WITH LINEN, STRIATED OR WOOD-TEXTURED SURFACE OR SOTE ASBESTOS BOARD

BATT TYPE INSULATION ENCASED IN VAPOR-BARRIER PAPER

HOMASOTE COMPANY
TRENTON 3, NEW JERSEY



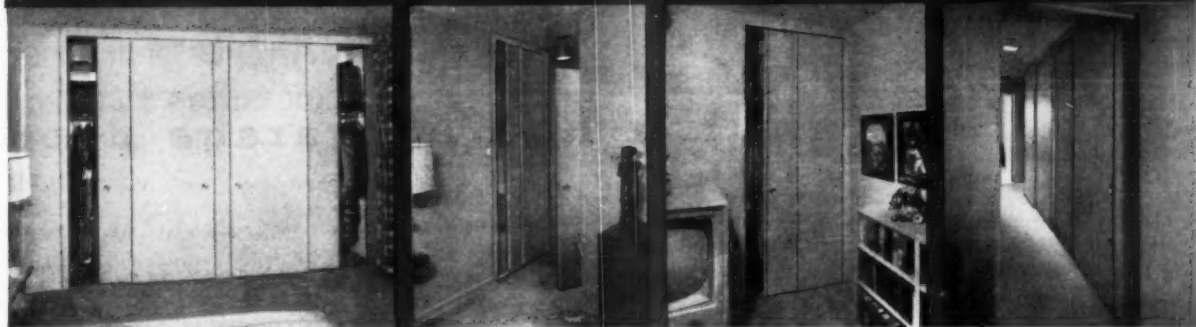
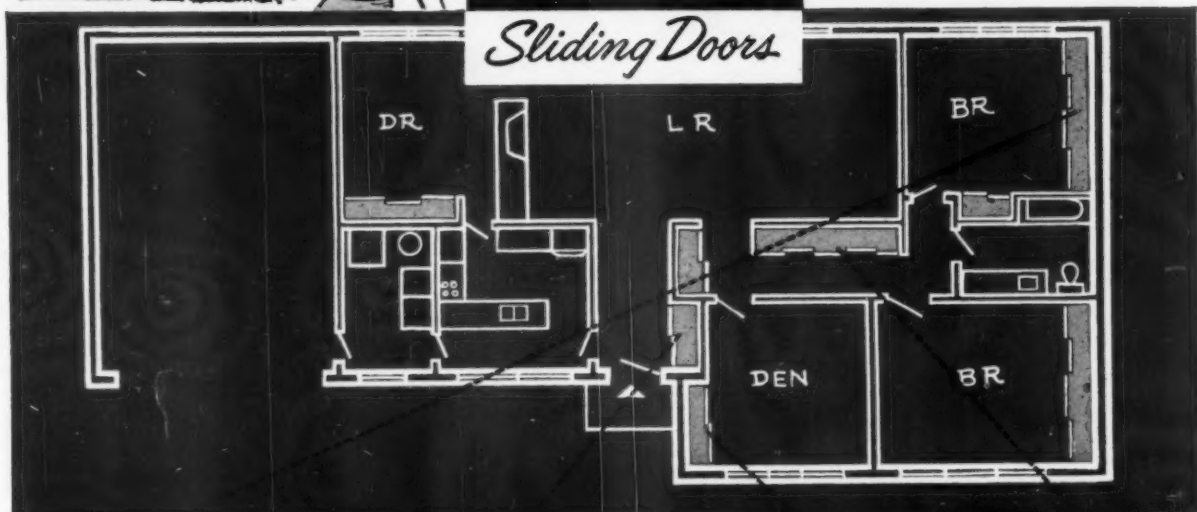
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Sliding Doors



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GLIDE-ALL Sliding Doors supply the answer to "more storage space" at lower cost for these reasons: initial price is low; preparatory construction work is less; installation is easy; adjustments for perfect fitting are simple. And their versatility in stock sizes, heights and widths make them ideal for use all through the house.

When you are planning to build the most house for the least money, plan on using GLIDE-ALL Doors—they come packaged, ready to install, with built-in adjustment features . . . in 8' and 6'8" heights, flush or recessed types . . . and in special sizes for unusual jobs. See "Sweets" or write for complete specifications and details.

GLIDE-ALL Doors are available in principal cities throughout the United States and Canada. For information write Plant nearest you.

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Complete your quality picture...



with a Ro-WAY garage door

A house is the sum of all its parts—not the least of which is the garage door. And since today's modern garage is integrated with the house design, it is an important part of the *home* in the buyer's mind.

That's why it's smart sales psychology to install Ro-Way doors on all your residential garages.

A Ro-Way door completes your quality picture. Its handsome appearance, distinctive features, and outstanding reputation tell a quality story your prospects can understand. And it goes a long way toward making them feel you've built quality into the entire house.

With buyers becoming more quality-conscious, Ro-Way garage doors are a "plus" that makes your sales job easier. See your Ro-Way distributor for full details, or write us direct for descriptive literature.

Only a GARAGE Offers:

- COMPLETE PROTECTION
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- FINISHED APPEARANCE
- AN EXTRA ROOM

Nationwide sales and installation service. See your classified telephone directory for nearest Ro-Way Distributor

Ro-Way Quality Helps Sell the Home

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- Mortise and tenon joints both glued and steel pinned
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- From start to finish, every door, including all millwork and hardware, completely fabricated by Rowe.



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Building News

UNITED STATES PLYWOOD CORPORATION



Porcelain-faced plywood panels are weatherproof, easy to install

Meet Pore-Lin-Ply—a new building panel that offers unlimited design possibilities both in new construction and in remodeling exteriors and interiors. Pore-Lin-Ply is exterior grade Weldwood Plywood faced with a special porcelain-on-steel surface and backed with rust-resistant metal.

The porcelain-enameled steel surface comes in 9 attractive colors. It will never fade, peel, crack or stain... resists smoke, acids, oil and grease. And it wipes clean instantly. The colors keep their rich luster for years, and all Pore-Lin-Ply panels are *guaranteed* weatherproof.

Pore-Lin-Ply panels come in $\frac{5}{8}$ " thickness in a stock 36" x 96" size. They are light in weight, can be cut with ordinary power tools and can be installed easily by untrained labor, thanks to the use of special extruded moldings. No face nails or screws are needed. Right now Pore-Lin-Ply is performing wonderful service in store fronts, fascias, walls, ceilings, counter tops and a score of other applications. Send for more information today.

BUILDER SAYS STAY-STRATE DOOR ENDS HIS WARPING PROBLEM

"This past year, we haven't had one complaint about front doors warping," writes Jerome Wexler of Hallmark Homes, Chicago. "This common and persistent irritation, that we were never able to correct with any other door, is almost forgotten."

And for good reason, Mr. Wexler. Weldwood Stay-Strate Flush doors are made with a core of Weldrok®—an inert mineral material that *can't* absorb moisture or water, so it *can't* warp! That is why every Stay-Strate door is *guaranteed* against warping or twisting for the life of the building in which it's installed. *You* should find out more today.

Plain panel or lap-cut . . . new siding saves time and money

In installation and painting, you save time and money with Duraply siding. Duraply is Weldwood Plywood with a special overlay of phenolic resins and cellulose fibers permanently bonded to one or both sides. It's tough, weatherproof, supersmooth. Duraply in standard (4' x 8') panels can be put directly over studs in many communities (an FHA-approved technique). And Duraply lap-cut siding saves time because it comes in extra wide 16" width. On top of all this, when you paint Duraply's smooth, smooth surface, 2 coats ac-



PINE PLYWOOD MAKES BUILT-INS EASY TO MACHINE AND PAINT

If your homes have painted built-ins, kitchen cabinets, and the like, you should be using Weldwood Pine Plywood. This is quality plywood that even exceeds the Pine Plywood Commercial Standards. And you'll find that it has greater stability, machines cleaner and faster, has less grain rise, paints faster and needs less paint to cover than ordinary plywood. Weldwood Pine Plywood also assures you of less checking, grain raising and edge splintering, and—as an extra bonus—it's made with exclusive, mold resistant Weldwood L-1R glue. Also available in exterior grade. Send for a free sample today.

tually give the same protective cover as 3 coats on ordinary wood surfaces. But find out the full Duraply story by sending for information today!

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GENTLEMEN: Please send me the information checked below:

- Booklet No. 1469—Weldwood Pore-Lin-Ply®
- Free sample of Weldwood® Pine Plywood
- Booklet No. 1592—Stay-Strate® Door
- Booklet No. 1413 Weldwood Duraply®

Other information

NAME

COMPANY

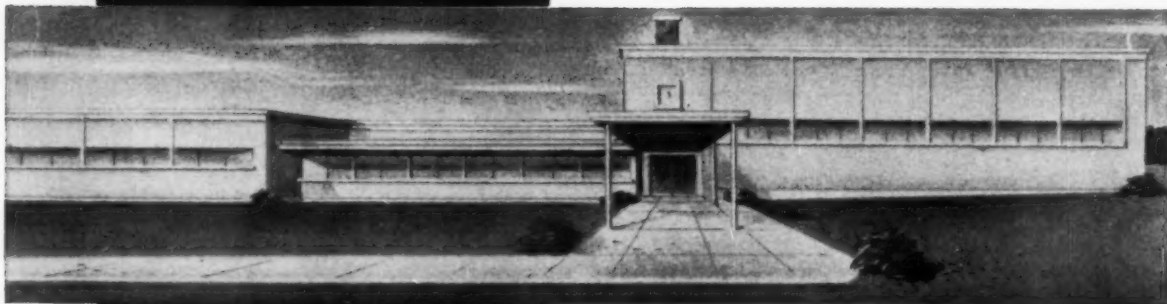
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CITY.....STATE.....

**MODERN SCHOOL DESIGN
CALLS FOR
CLAY PIPE
VENTILATING AND
HEATING DUCTS**

GALLIA COUNTY, OHIO'S recently completed functional, new Clay Elementary School features the last word in modern heating . . . a modern Vitrified Clay Pipe Heating Duct system. The two important advantages that guided the architects in their choice of Clay Pipe were . . .

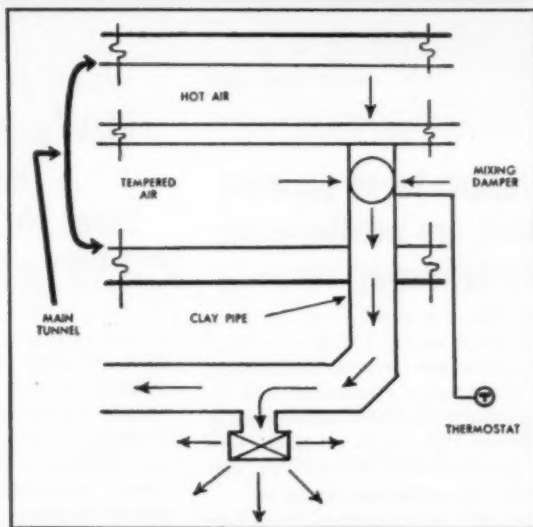
1. Clay Pipe Heating Ducts can be buried under the floor, thus saving valuable space.
2. Clay Pipe Heating Ducts require no maintenance. They are completely unaffected by rust or corrosion and they assure dependable service for the life of the building.



ARCHITECTS: Lagedrost and Walter
BUILDING CONTRACTOR: Cook Construction Co., Orville Waugh, construction superintendent
HEATING CONTRACTOR: Columbus Heating & Ventilating Co.

Consider the advantages of simple installation plus odorless, dust-free heat, and you can see why builders, architects, and heating contractors everywhere are recommending Clay Pipe Heating Duct systems. The influence of Clay Pipe Heating Ducts is also pronounced in homes of all price ranges and commercial structures.

This partial plan view of the heating duct system shows the plenum-tunnel which carries both hot and tempered air the length of the structure. Clay Pipe Heating Ducts feeding off this tunnel are equipped with thermostatically controlled mixing dampers that blend hot air and tempered air. This produces an entirely new conception of uniform warmth from floor to ceiling and wall to wall.



Vitrified

CLAY



PIPE

C-666-B

NATIONAL CLAY PIPE MANUFACTURERS, INC.

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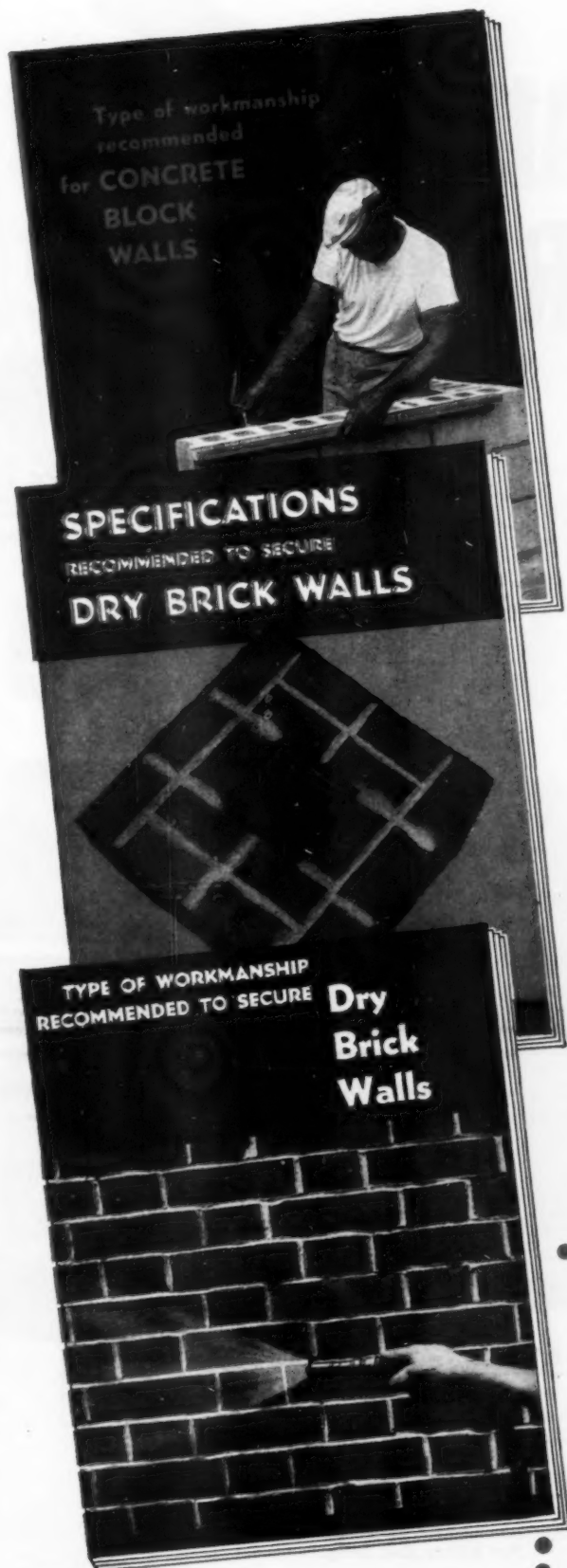
100 N. LaSalle St., Rm. 2100, Chicago 2, Ill.

703 Ninth & Hill Bldg., Los Angeles 15, Calif.

311 High Long Bldg., 5 E. Long St., Columbus 15, Ohio



Progress in Public Health - Through Clay Pipe Research



GET THESE IMPORTANT BOOKS!

THE three books at the left are a "must" for anyone who is interested in good masonry construction. One describes the type of *workmanship* recommended to secure dry brick walls. The second describes the *specifications* recommended to secure dry brick walls. The third describes the type of workmanship recommended for *good concrete-block walls*.

Each of these books has been endorsed by foremost authorities. Each has received a citation of merit from the Producers' Council and the American Institute of Architects. Each is fully illustrated, clearly written. Each contains a wealth of really valuable information.

These books are *not* advertisements for our product, Brixment. They are published and made available to members of the building trades solely as an industry service. Mail the coupon, *today*, for your free copies.

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Manufacturers of
BRIXMENT FOR MORTAR



Louisville Cement Company—Dept. 1
Second and Walnut Streets, Louisville 2, Kentucky

Gentlemen:

Without cost or obligation, please send me a copy of each of your three books on masonry construction.

Name _____

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MORE QUALITY FOR YOUR



Most Complete



Extra SERVICE

United States Steel Homes offers you many highly specialized services. Help with land planning, with financing, and with building is available to all qualified dealers. In addition, intensive advertising and sales promotion on both the national and local levels bring buyers to your development . . . help you cut your sales cost.

It would be difficult to build the same quality offered in these homes by conventional methods. Professional services, comparable to those offered by United States Steel Homes, Inc., would be prohibitively expensive. Don't miss this profit opportunity. Write Market Development, U. S. Steel Homes, Inc., New Albany, Ind., today!



WITH FASTER TURN-OVER BUILDING DOLLAR

Quality Prefabrication



UNITED STATES STEEL HOMES are the most completely prefabricated QUALITY homes in America! Wall, ceiling, and roof panels are assembled in a modern factory where the work is done under the strictest quality control. The materials are the best, too, because United States Steel Homes, Inc. buys only the "top-of-the-line." Buying in such large quantities results in great savings.

Almost half a home builder's costs—47.66% of them—go into masonry, carpentry, lumber, millwork, insulation, drywall, weatherstripping and architect's fee. You can reduce these costs—some of them substantially—if you build prefabricated United States Steel Homes. These homes can be erected with fewer skilled craftsmen, and much more quickly than a conventional home. This saves you money and insures you faster turn-over of your building dollar.

These homes are *professionally planned*, and tested for quality and for acceptance by home buyers. You *know* you are putting up good homes that people will *buy!*



"My homes sell 50% faster with carpet in the package"

—says top Texas builder

Since 1954, Frank A. Stanush, leading San Antonio builder, has been including wall-to-wall carpet in the package because the homes "look better—sell better."

Working with his local carpet retailer, Mr. Stanush sends his customers to the retailer's showroom to make their selection from a variety of brands. The retailer helps the customer select her carpet, then lays it. Thus, Mr. Stanush has no inventory, or installation problems. And his homes sell 50% faster.

Mr. Stanush is one of the thousands of builders all over the country who use carpet as an effective selling aid. He knows women want carpet but their cash and credit are tied up in the house. So,

Mr. Stanush includes it in the package price and the sale is made.

Discuss this with your local carpet retailer. He can offer two extremely valuable services: 1. A broad selection of merchandise, with the showroom facilities and knowledge to service your buyers. 2. Skilled carpet layers to install wall-to-wall carpet.

Your local lending organizations will be able to work out with you and your carpet retailer, the most satisfactory financing plans for you.

Find out how you can use carpet as an effective selling tool. See your local carpet retailer today, or write the Carpet Institute, 350 Fifth Ave., New York, N. Y.

Home means more with carpet on the floor • more comfort • quiet • safety • beauty • easier care

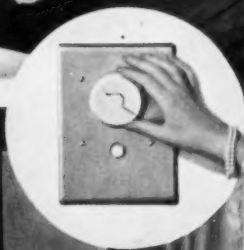
Offer carpets designed and made for the American way of life by these American manufacturers:

Artloom • Beattie • Bigelow • Cabin Crafts-Needletuft • Downs • Firth • Gulistan • Hardwick & Magee • Hightstown • Holmes Karastan • Lees • Magee • Masland • Mohawk • Nye-Wait • Philadelphia Carpet • Roxbury • Sanford • Alexander Smith

CARPET INSTITUTE, INC., 350 Fifth Avenue, New York 1, N. Y.



⌚ "Once upon a time"



⌚ ...and so to sleep...



⌚ Peep time...



⌚ "Water, Daddy"

The new age of lighting is here!

Use LUXTROL Light Control to help sell your homes!

Only once in a long, long time does something as dramatically new as LUXTROL Light Control come your way!

Take full advantage of this new concept of lighting... to give your homes unusual distinction and appeal. Without adding materially to costs, either.

LUXTROL Light Control creates any level of light... from dark to full bright! Just by turning a dial.

Look at the nursery scenes above. How easy it is, with LUXTROL, to dial just the right light for reading. How gradually, gently, you can diminish light... to put a child in the right mood for sleep.

Notice how you can dial a soft light for baby-checking.

Or get a slightly higher level of light for answering "night calls".

The nursery, here, is used only as an example. It is just one of many rooms where LUXTROL gives lighting convenience and decorative effects never dreamed of before. Actually, LUXTROL can be used to advantage in every room in a house.

LUXTROL is a cool, efficient autotransformer... not a rheostat. It is precision-engineered... silent... safe. Approved by Underwriters' Laboratories. Low-cost.

Consult your electrical contractor for all the facts about LUXTROL Light Control. We'll send you LUXTROL literature. Mail the coupon.



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THE SUPERIOR ELECTRIC COMPANY

3126 Demers Ave., Dept. HPB
 Bristol, Connecticut

Please send me full design data on new LUXTROL Light Control... and the names of electrical contractors in my area.

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 City _____ Zone _____ State _____

.....

the newest
outstanding
Grant
product
development

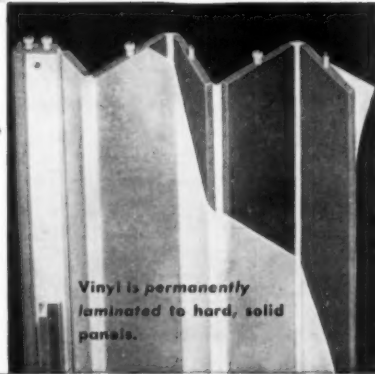


Textured,
scuff-proof,
tough,
vinyl fabric
surface

the **Grant** *folding door*

A REAL DOOR THAT FOLDS!

styled by Paul McCobb



Vinyl is permanently
laminated to hard, solid
panels.



features

Solid Panels: The solid panel construction of this Grant door is a revolutionary development in a folding door at moderate price. The *Grant Folding Door* has crisp, clean lines, blocks sound, hangs rigid without billows or rustle. Knock on it. It sounds and feels like a door.

Space Saving: Frees an average of 14 square feet of floor space (19 square feet of wall space) for living space, better arrangement of furnishings.

Durable — Easy to Maintain: Vinyl surface can be wiped with a damp cloth—scrubbed if necessary. Tough and long-wearing, resists scuffing, color is permanent.

Easy Installation: Only a screwdriver is needed to install the *Grant Folding Door* in standard door openings in minutes. Readily adaptable to non-standard openings.

Decorative Flexibility: Color styled to harmonize with modern or traditional furnishings. Attractive design of handles, track and other details, also specially styled by famous Paul McCobb.

▶ Ask for your copy of fully descriptive specifications booklet, the swatch book showing the attractive colors available and texture of the non-scuffing vinyl finish.

the **Grant** *folding door*
"A REAL DOOR THAT FOLDS"

Grant Pulley and Hardware Corporation
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944 Long Beach Avenue, Los Angeles 21, Calif.

Other Grant Products:
Sliding Door Hardware • Drawer Slides
Drapery Hardware • Sliding Door Pocket Frames
Sheaves and Tracks • Pulls • Industrial Slides

Greater UNIFORMITY of GRADE

SPELLS GREATER BEAUTY,
PERFORMANCE AND ECONOMY WITH

PALCO® Architectural Quality Redwood

VERTICAL GRAIN GRADES



CERTIFIED DRY
CLEAR HEART V.G.
PALCO® REDWOOD

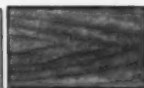
The very finest available. Vertical grain that can't "shell out"—rich redwood colorings throughout—the full benefit of all features found only in heart redwood.



CERTIFIED DRY
A GRADE V.G.
PALCO® REDWOOD

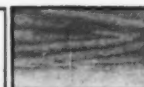
A selected grade of vertical grain containing some clear sapwood—unsurpassed as a paint surface—often chosen for decorative value of color contrasts where more durable heart qualities are not essential.

FLAT GRAIN GRADES



CERTIFIED DRY
CLEAR HEART
PALCO® REDWOOD

The finest flat grain available, with full benefit of all heartwood qualities. PALCO Architectural Quality features the pattern surface cut from the bark side to prevent raised shell grain.



CERTIFIED DRY
A GRADE
PALCO® REDWOOD

Where clear heart is not required, painting is indicated, or decorative color variation is desired, A Grade containing some sapwood may be specified. PALCO Architectural Quality again insures controlled manufacture to prevent "shell out."

Redwood is so different from any other lumber that it requires its own unique grade marks. Whereas "A Grade" compares with the top grade in other soft woods, redwood offers an even higher quality in "Clear Heart," with its exclusive properties of resistance to weather, insects, decay, swelling, shrinkage or warping.

Performance of redwood is vitally dependent on specification of the proper grade for each job. Through

the most rigidly controlled manufacturing in the industry, PALCO Architectural Quality offers the highest uniformity of grade—plus the fact that all resawn siding is vertical grain, and flat grain production is controlled so that pattern is run on the proper face, thus avoiding raised shell grain even under severe exposure. Only PALCO gives you this assurance... yet it costs no more.

Specify the best in Redwood

PALCO®

See our catalog in



or write for copy

See Sweet's Architectural File, or send coupon for your personal copy of this aid to redwood specification—and informative booklet "From Out of the Redwoods" ▶

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Since 1869 • Mills at Scotia, California

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San Francisco 4

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Please send me without obligation:

- Reprint of Architectural File Bulletin outlining specification data, PALCO Redwood patterns, sizes, grades, grains, etc.
 "From Out of the Redwoods"—colorful booklet showing how PALCO Redwood and Redwood Products are produced.

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TITLE _____

COMPANY _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

How to sell the home buyer who shops and compares

No matter what today's families buy—new car, new TV, or new home—they shop around and compare. And since a house is the biggest investment the average family makes, all model homes in the area come in for critical comparison. The house that usually wins their final approval is the one that offers the most in comfort, beauty, and economy; in other words, the best *value*.

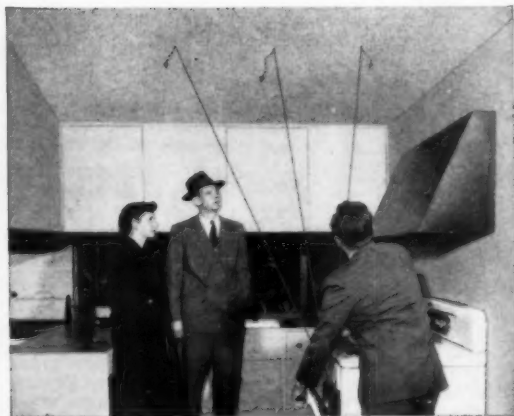
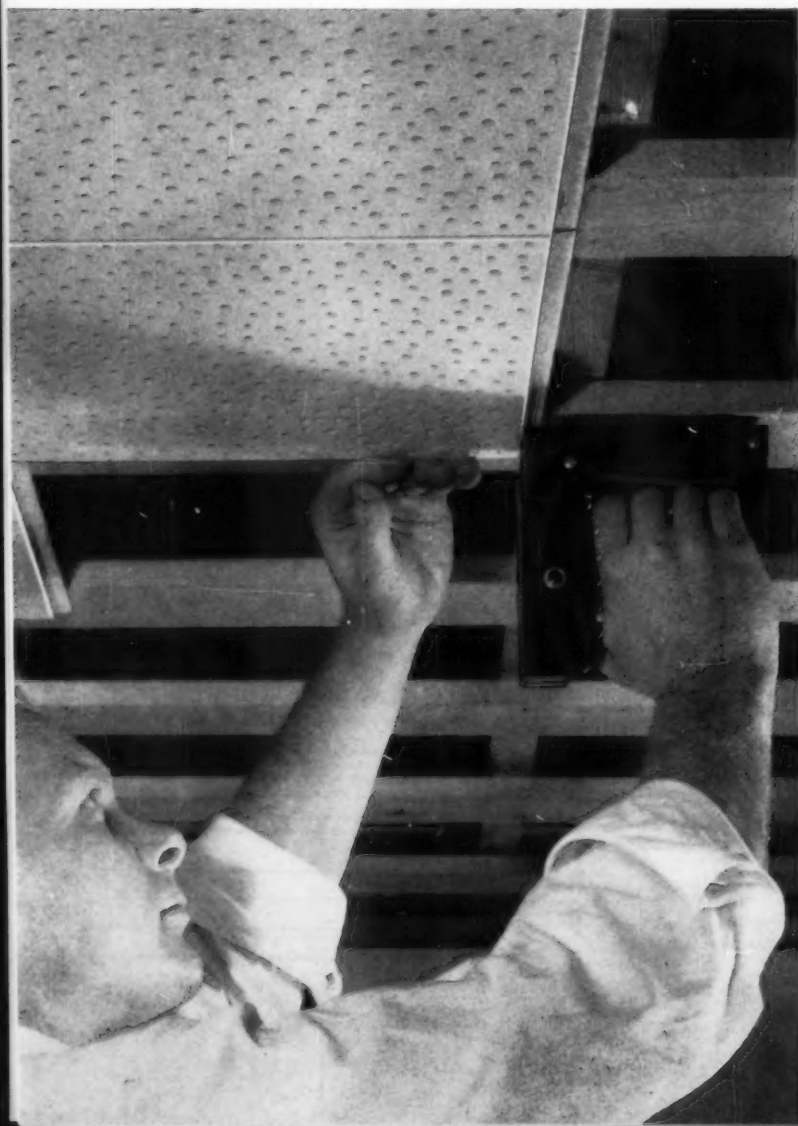
Faced with buyers who demand the most for their money, many builders are using new kinds of materials that add sales appeal and create extra value the moment they're installed. Some of the most popular of these modern materials are made by the Armstrong Cork Company. For a quick rundown on these materials, check the three products shown on these pages.

1.

CUSHIONTONE CEILINGS quiet and beauty in one material

Armstrong Full Random* Cushiontone is a sound-conditioning material that adds quiet and beauty to any room in the house. A Cushiontone ceiling in your model home will impress prospects when they "hear" how it gives your homes the modern comfort of quiet. Full-page ads in *Life* and leading home service magazines are preselling prospects in your area. And the installation of T & G Cushiontone is fast and easy. Your men simply staple it over furring strips and the ceiling is completed.

*TRADE-MARK





2.

TEMLOK ROOF DECK
open-beam ceiling adds
new interior styling

Temlok Roof Deck offers your prospects a new interior styling. The open-beam ceiling construction appeals to traditional and contemporary tastes alike. In one installation, Temlok Roof Deck provides a strong roof deck, complete roof insulation, vapor barrier, and finished ceiling. Savings in installation time and labor reduce your costs as much as \$250 per house.



3.

TEMLOK SHEATHING
stronger, weathertight walls-
big fuel savings

Although sheathing is not seen by your prospects, it can be an important "sales extra." When you use Temlok Sheathing on your model homes, tell prospects they're getting walls that keep heat inside in winter, outside in summer. And Temlok Sheathing helps you build faster because each piece sheathes 16 square feet.

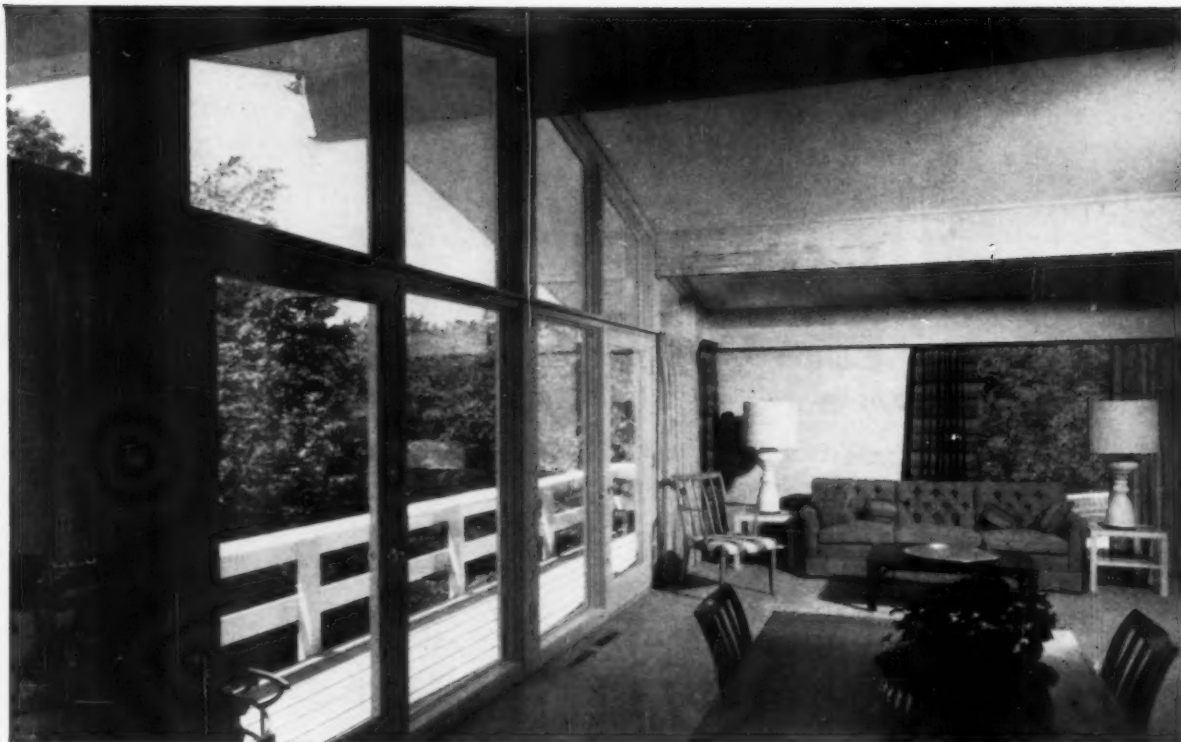


For free product literature on all these Armstrong products, write Armstrong Cork Company, 3512 Rider Avenue, Lancaster, Pa.

Plan your new homes with

Armstrong BUILDING MATERIALS

Temlok® Roof Deck • Temlok Sheathing • Temlok Tile • Cushiontone® Ceilings



One of the many Thermopane®-glazed homes built by Keyes-Treuhaff, First Award winner of an annual NAHB Neighborhood Development Contest.

"This always delights and intrigues prospective buyers"

— says prominent Cleveland builder



Alex A. Treuhaff, President
The Keyes-Treuhaff Company
Cleveland, Ohio

"Nature is an astonishingly low-cost commodity that can be enjoyed indoors, in comfort, the year 'round when you use *Thermopane* insulating glass," says Alex A. Treuhaff.

"Whenever there's a beautiful view (we often create our own) we use large lights of *Thermopane* to bring it indoors to delight and intrigue prospective buyers. It's a sales feature we have used successfully to sell both prefabs and custom-built homes in all price ranges ever since *Thermopane* was first introduced."

The public is well aware of the comfort, economy and convenience of *Thermopane*. It has been advertised consistently for over 12 years and is now in good supply. Try it in your houses.

For further information, call your L-O-F Distributor or Dealer listed under "Glass" in the yellow pages of phone books. Or write Libbey-Owens-Ford Glass Co., 3126 Madison Ave., Toledo 3, Ohio.



Thermopane
INSULATING GLASS

LIBBEY · OWENS · FORD *a Great Name in Glass*



Leonard W. Besinger, Carpenterville, Ill....

Polyethylene moisture barriers for the Meadowdale sub-division in Carpenterville, Ill., is supplied by **The Visking Corporation**, Terre Haute, Indiana.

"7,000 homes with polyethylene moisture barriers"

"... plus 5 school buildings, 102 stores forming the world's largest shopping center under one roof"

"We wanted no part of old-fashioned materials. Polyethylene cuts laying time 50% ... we have no waste due to cracking and tearing ... and we do away with equipment necessary to seal joints. Polyethylene stays moisture-free, never gets saturated. And, we exceed the minimum requirements of both VA and FHA."

"The buyer is given advantages in health

and upkeep", said Mr. Besinger, "no housewife wants to look at sweaty walls with streaks or blisters, mildew on furniture or rugs. Polyethylene ... assures no condensation even with contact tile floors."

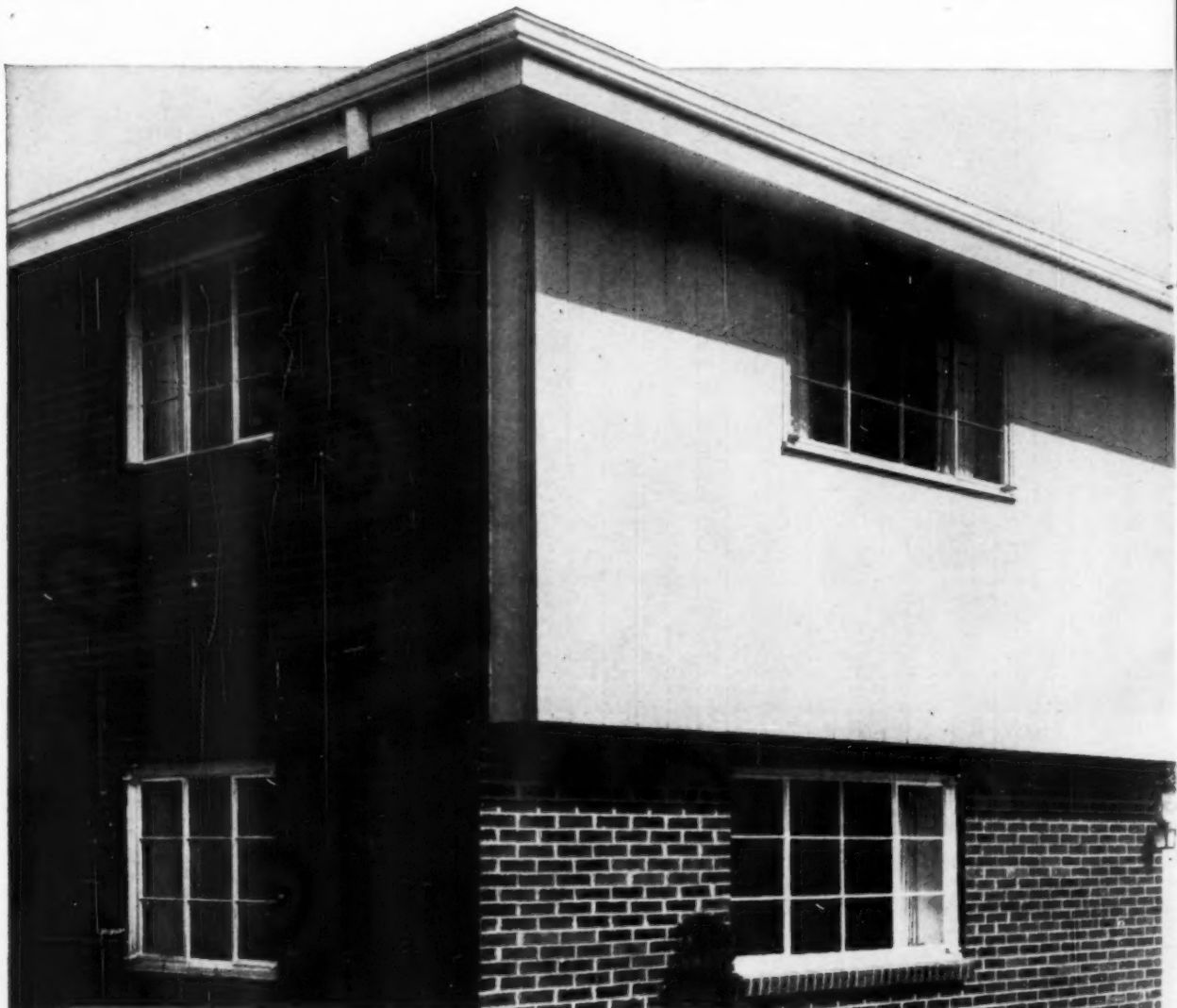
Have you investigated using moisture barriers of film made of BAKELITE Brand Polyethylene? Or, its applications for dust barriers, covering equipment and stored materials, covering uncompleted windows in bad weather? Your supplier has full information, or write Dept. SH-5.

*It pays to specify
film made of...*



BAKELITE COMPANY, A Division of Union Carbide and Carbon Corporation UCC 30 East 42nd Street, New York 17, N. Y.
The term BAKELITE and the Trefoil Symbol are registered trade-marks of UCC

Steel windows help sell homes

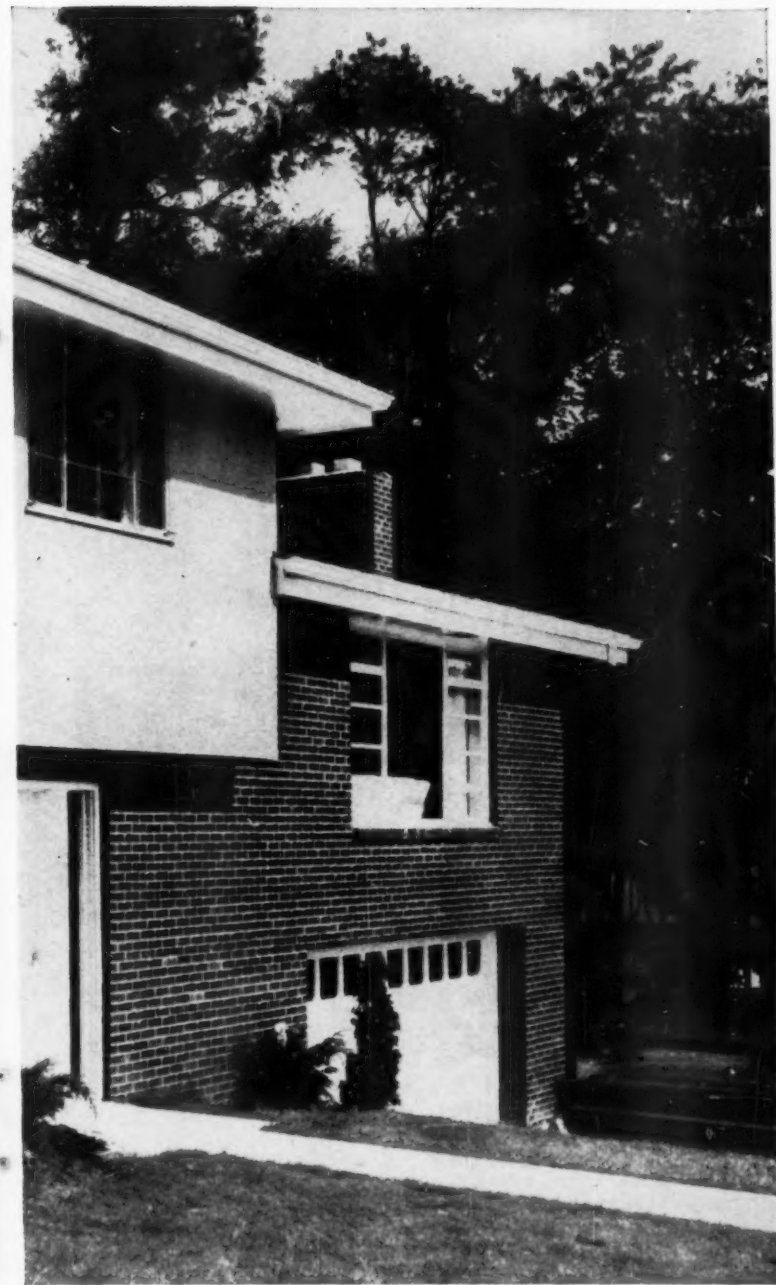


"See how easy it is to open this window," says our attractive young miss. And she's right. Steel windows are easy to open and close. And because steel windows are dimensionally stable, because they do not shrink or warp out of shape, steel windows stay easy to operate.



The style of the house changes—the type of windows changes—but they're still made of steel. Notice how different windows add originality to this smart home in Rolling Meadows Sub-Division, Arlington Heights, Illinois. A Kimball Hill & Associates project; Joseph T. Carp, Inc., builder; A. J. Del Bianco, architect.

...are easy to handle and install



AS A HOME BUILDER you are chiefly concerned with two things . . . how to make your houses more attractive and salable—and how to build them more efficiently and economically. And while windows are a comparatively small part of the house, the right window selection can mean a lot—both during construction and in the final sale of the house.

Because steel windows are strong and sturdy, they have proved easy for the builder to handle and install. They require no special care, storage or protection from the weather. They are shipped to the job as a complete unit, and they fit right into the simplest rough building opening. Often a complete window installation takes only a very few minutes.

Prospective home owners like steel windows, too. They admire their smart, modern good looks. They like the trim, narrow frames which support large glass areas and do not obstruct vision or become conspicuous. And home buyers like the fact that steel windows are strong and sturdy, that they will give years of service with little maintenance other than an occasional painting.

For more than forty years United States Steel has been supplying window manufacturers with special rolled sections of high-grade open hearth steel. You can be sure when you buy windows of steel that you are getting a quality product—one that will give years of dependable service in the finished house.

◀ The trim, clean lines of these steel windows complement the modern appearance of this split-level home, located in Pittsburgh, Pa. The steel window frames can easily be painted to match or contrast with the gleaming white wood trim of this house. Builder: Edward M. Ryan, Inc., Pittsburgh, Pa.

UNITED STATES STEEL CORPORATION, PITTSBURGH • COLUMBIA-GENEVA STEEL DIVISION, SAN FRANCISCO
TENNESSEE COAL & IRON DIVISION, FAIRFIELD, ALA. • UNITED STATES STEEL EXPORT COMPANY, NEW YORK

USS STEEL FOR WINDOWS

UNITED STATES STEEL





This bricklayer takes a Master B-100 heater with him on the scaffold and keeps working on the coldest days. Heater weighs only 78 lbs.

Master Makes It June in January

The Master B-100 portable heater takes the sting out of winter; lets you do all kinds of jobs *all* year round. Saves time lost to cold weather . . . you just plug it in the nearest electrical outlet and the heat pours out; costs only 12¢ an hour to run. This mighty furnace on wheels weighs only 78 pounds . . . is so compact one man can handle it easily, yet delivers 100,000 BTUs of *circulated* forced air heat every hour. Use it when pouring concrete, plastering, lathing, finishing. This Master goes almost anywhere a man can; moves from job to job in your car trunk. It's safe too . . . burns kerosene or No. 1 or 2 fuel oil so completely you don't even need a vent; will run overnight without attention. See your Master distributor or fill out and mail the coupon today for all the facts on the B-100 and larger models. No obligation.

MASTER VIBRATOR COMPANY, 306 Stanley Ave., Dayton 1, Ohio
 Sure, send me the facts on how Master heaters can help me lick the cold weather problem. I'm interested in:

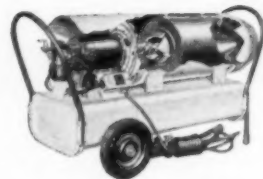
Small Master B-100 Portable Heater Larger Master Portable Heater

Name _____

Firm _____

Street _____

City _____ Phone _____



A compact furnace on wheels

MASTER

AMERICAN BUILDER

American Builder

DECEMBER 1956

The Judges (l. to r.)

Walter K. Durham
Architect

Neil A. Connor
Director, Architectural
Standards Division, F. H. A.

Joseph B. Mason
Editorial Director
American Builder

William H. Scheick
Executive Director
Building Research Institute

John Normile
Building Editor
Better Homes & Gardens

Joseph B. Haverstick
President, NAHB



Take their word for it . . .

Here are America's 28 top model homes

The shirtsleeves shown in the photo above explain better than anything else exactly what American Builder's model home contest is all about: it's a down-to-earth appraisal of the best that America's builders have put out this year, and it's a solemn responsibility for those who do the judging.

Being a judge is a tough job. It took this year's distinguished panel almost eight hours to select 28 top model homes out of nearly 200 entries. It

was tough because they could not merely select a house on its architectural merits alone (exterior design, floor plan); they also had to judge its saleability (construction techniques, building products) and the builder's merchandising ability.

Our hats off to these shirt-sleeved gentlemen for their outstanding selections for 1956. Every house is topflight merchandise for 1957.

The Editors

. . . some saleable facts about the houses ▶



WILLIAM H. SCHEICK, executive director, Building Research Institute.



NEIL A. CONNOR, director, Architectural Standards Division, FHA.



Better Homes & Garden's building editor, **JOHN NORMILE**.

There's a big difference between and this model home



... the difference is saleability. A recognition
of buyers' wants made winners of
the houses shown on the following pages

On the next pages you'll read about America's 28 top model homes.

These houses have three things in common: they were picked as the best in the country by a panel of judges representing every phase of the building industry; they reflect the buyers' preferences noted in the recently issued HHFA "Women's Congress on Housing" report;* and they echo what builders, answering a recent American Builder survey,* said were the types of houses they wanted to see in this magazine.

Or, as one of the judges said, "If this were a purely architec-

tural contest we were judging, I'd be making different choices. But we've got to think of the builder, about his sales problems, and what people want to buy."

All the houses the judges picked were exhibited during National Home Week. That means that they are "best-foot-forward" houses—the very best that builders can offer in the highly competitive 1957 market. And the judges used the market as a yardstick in the judging. An architectural gem that wasn't saleable went into the waste basket; an open-planned beauty that wasn't merchandised to the hilt

was also discarded; a big-name builder was judged by his product, not his reputation. In fact one award of merit was won by a builder with the first house he ever built. And no distinction was made between prefabs and "conventional" construction; the house was what counted and made the Best house (p. 100) a Special Award of Merit winner.

In other words, the judges' selections corresponded with the opinions of builders themselves, and with the expressed desires of the most important member of the buying team—the housewife.

Consider for a moment one of

*Copies of the "Women's Congress on Housing" report can be obtained by writing the Housing and Home Finance Agency, Washington, D.C. Results of American Builder's survey will appear in a later issue.



Well-known architect, **WALTER K. DURHAM** of Philadelphia.



The distinguished president of NAHB, **JOSEPH B. HAVERSTICK**.



American Builder's own editorial director, **JOSEPH B. MASON**.

an "architectural contest" contest for builders

the points in the Women's Congress report. It says that "the women inevitably placed themselves . . . in the most important room in the house both in location and function," adds that the kitchen, considered as the command center of the house, should be located adjacent to a family room, which in turn should have "access to an outdoor dining area or terrace."

Now take a look at the plans of the six top winners in both the low- and high-price classes. With just one exception they meet this qualification; and the exception, the Boyd Jackson house (p. 84), substitutes another wanted feature; dining space in the kitchen.

What to do with the dining room is one of the knottiest builder problems today. Let's see how the contest winners, the Women's Congress and American Builder's survey stack up on this.

First, the Women's Congress was cost conscious enough to preface the remarks about a separate dining room with the

phrase "If there is a dining room or 'L.' . . ." They prefer a separate eating space, but are willing to use the family room if it is separate from the dining room.

In American Builder's survey, two-thirds of the builders thought that a separate dining room was not necessary. In the West, the dining-family room combination was most popular, in the East and South, the dining-living room.

Now take a look at the top three winners in the high-priced class. In the first- and second-place houses the family room serves for eating. In the third-prize winner, there is a dining area of the living room but the family room is still the principal eating spot. And all three houses are in a price range that would carry a dining room if the market demanded it.

In the under-\$16,000 group the same rules apply. First and third prizes have combined dining and family room. Second prize, a model from the South, combines the living and dining room.

What about exterior design?

The Women's Congress wanted a "blend of traditional and contemporary . . . with no extremes." Roofs should be of "low to medium pitch."

Three-quarters of the builders in AB's survey thought their market preferred low-pitched roofs; and 80 per cent preferred either a combination of contemporary and traditional, or traditional.

Five out of six of the top contest winners are a combination of modern and traditional, and have low-to-medium pitched roofs. The exception: Richard Robinson's flat-roofed third-prize winner, but it fits the bill with an outstanding practical floor plan.

These are merely the most obvious areas of coincidence between the Women's Congress report, American Builder's survey, and our judges. They point unmistakably to the fact that a builders' model home contest is *not* just another architectural contest. It represents not what the ivory tower tells you *should* be selling, but what the market tells you *is* selling.



FIRST PRIZE: "Under \$16,000" class

Here's the hottest value



John F. Long
Glendale, Arizona

An eye-opening price—\$9800 for a sound three-bedroom house with swimming pool—was pushed by some high-powered merchandising into prominence as the talk of Phoenix and first-prize winner in American Builder's "under \$16,000" class. John F. Long's Santa Barbara model is the leader among 35 designs and variations at \$8-12,500 in Maryvale, a development that offers the added value of a planned community with full recreational, social, medical and shopping facilities.

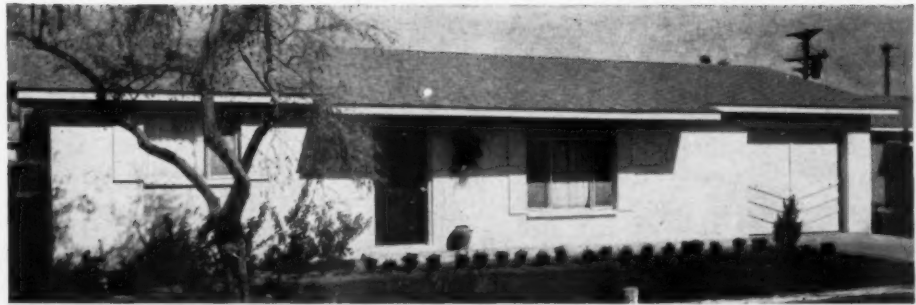
The biggest feature, an optional 28' steel-reinforced gunite pool for only \$1800 above the basic

\$8000 price, has special appeal in dip-conscious Phoenix, where the slogan "Live like a movie star" will soon have to be changed to something like "Everyone else has a pool, why not you!"

The Santa Barbara is one of three variations of the same plan, with a paneled family room, a full- and a three-quarter bath with ceramic tile, ducts prepared for cooling, copper plumbing, exhaust fan, and plumbing and wiring prepared for automatic washer. The plat shows up-to-date thinking, with gently winding streets and cul-de-sacs for seclusion and safety for children.

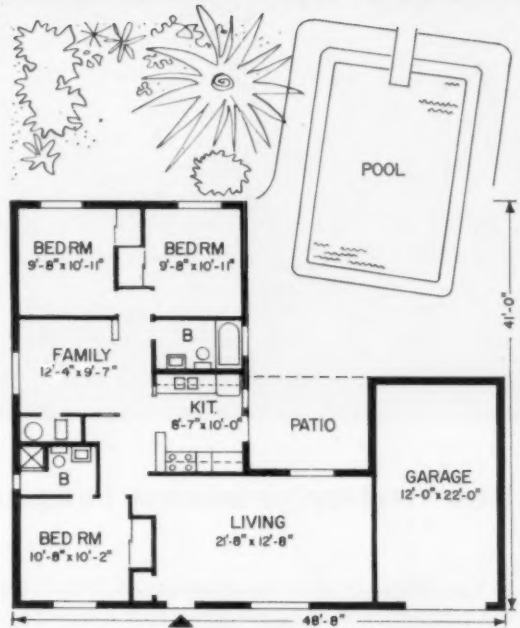
Long, who claims the title of Arizona's largest builder, uses factory-line methods in both shop and site work, with a capacity of eight houses a day. The foremen's trucks have two-way radios. Portable power plants mechanize activity all along the line, as in preparing doors for hanging.

Just as carefully planned are Long's methods of getting the public to see and to buy his houses.



SANTA BARBARA MODEL faces its straight elevation to the street, with the overhang protecting living room and entrance. The garage has an upward-acting door and an open ceiling.

◀ **REAR OF HOUSE** shows how L-plan offers a perfect site for the gunite swimming pool, which includes diving board, underwater lights, and complete filter system in the \$1800 price.



FRONT AND REAR VIEW from 22' living room is unique in Santa Barbara model. The kitchen is easily reached from entrances at side of the living room and the protected patio. Utility room backs up against master bath.

WHAT

in the U.S.A.

HOW



FAST SLAB POURING over concrete footings illustrates production line techniques and economies. Concrete driveway is included in the \$8,000 price. Pool is put in by specialist contractor.



ROOF FRAMING is pre-cut and delivered on the site. The masonry blocks are stacked for easy accessibility, and are delivered to point of placement by a two-level scaffold for a minimum of waste motion by skilled masons.



How first-prize winner Long sells his \$9,800 package . . .

You had to be deaf and blind and a hermit not to know that John Long was putting on a show during National Home Week. If you missed the double-page spread in the Phoenix paper, there were radio spots and a TV commercial. If you were on the street, you found it hard not to take a handbill from a bathing-suit-clad model: "Live like a movie star—3-bedroom house with swimming pool, \$9,800."



CIRCULAR DISPLAY carries out circus theme in reminding visitors of quality materials and equipment found in the model houses.

Bus cards and roadside billboards told the same story.

You could not just drive by the Maryvale site for a quick peek. You had to park and go through a big fence to see the eight models (both houses and hostesses). A fashion show was a special treat for the ladies, and you could leave the kids in the care of circus clowns near the entrance.

The brochure locates Maryvale on a map with time-lines to various locations: 13 minutes to downtown, 9 minutes to Reynolds Aluminum, 19 minutes to Goodyear, 18 minutes to Luke Field.

Among the other models offered were the Monaco, a \$10,600 with 4 bedrooms, carport, built-in GE range and oven, colored bath fixtures and wide color selection; and the Continental at \$11,400 (\$12,500 with refrigerated air conditioning), with 3 bedrooms, garage, redwood paneling. A letter from the Lumber Merchandisers Association of Phoenix calls Maryvale homes "unsurpassed in their use of high grade lumber materials." **Other products:** Utility furnace, Mallico roofing, Matico asphalt tile, Tufflite block, Glen-Mar doors, Olympic paints, Kwik-set hardware, Panelyte drain board, Gladding, McBean ceramic tile, U. S. G. and Kaiser sheetrock, Pioneer water heater, Universal/Rundle toilet and lavatory, Norris tub and sink, Sun-lite steel sash windows.



PLENTY TO SEE, AND FOR FREE was theme set by circus elephant and trained seal (over entrance). The high 300' fence posed a challenge taken up by long lines of serious viewers checking up on the claims. Inside the fence,

the eight model houses, each attended by an attractive hostess, gave an idea of the variations available. "Clown alley" was just inside gate. Note fence down middle of cul-de-sac street, for orderly movement.

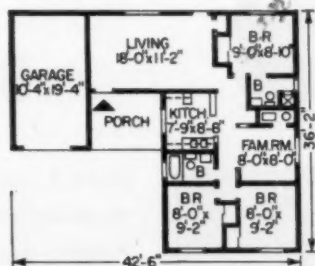
... and two variations of the winner at the same price



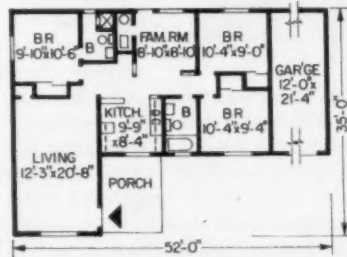
L-PLAN is oriented toward the street in the Kingston, and the garage opens the other way (compare Santa Barbara plan, p. 81). Equipment is the same in both houses.



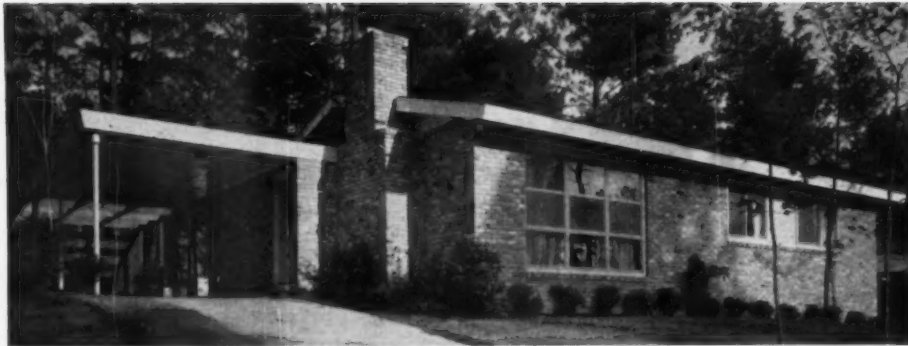
PROJECTING PORCH is achieved in Country Squire model by relocating the garage. The broader front is fitted for wider lots. Kitchen commands front entrance.



RELATION of rooms is the same. Front porch takes the place of back patio. Swimming pool in rear of this model would be more exposed.

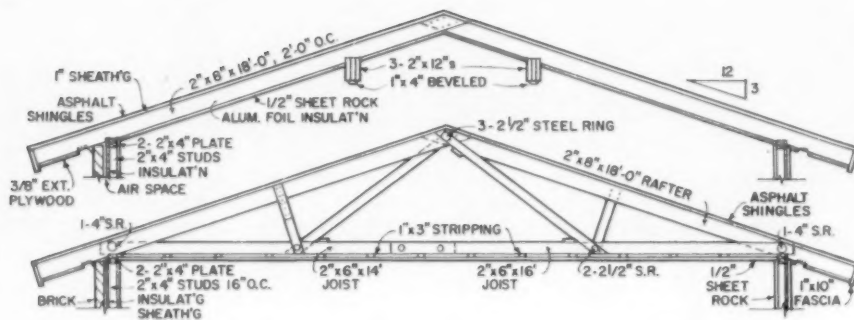


ALL ROOMS are in same relation as in other models, but garage is placed next to bedrooms instead of off living room.



WHAT
HOW

ROOF OFFERS CHOICE of modified post-and-beam or Teco patented truss. Main entry is beyond fireplace stack (optional item), and is shielded by carport. Note fixed glass under roof ridge.



SECOND PRIZE: "Under \$16,000" class

Basic building economies



Henry R. Jackson
Boyd-Jackson Corp.
Atlanta, Georgia

The builders give full credit to architect Henry D. Norris, AIA, for advanced construction techniques that make for sound economies in this house (\$15,990 with lot and air conditioning) and others in the Sexton Woods development in North Atlanta.

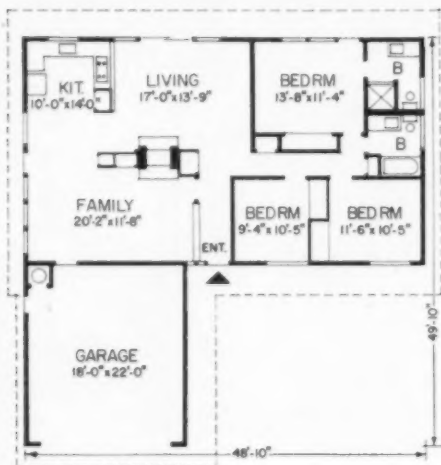
Modified post-and-beam, well-planned site fabrication, and use of component parts are some of these techniques; also, use of a standard width in all the houses permits the economy of pre-cut joists. When conventional flat ceilings are chosen, a Teco roof truss is used. It is assembled with bolts, on the ground, and then placed in position. A steel ring

is inserted in a specially made groove between the joints of the truss, strengthening the joint, but requiring only one bolt at each joint. With trusses, interior walls can be placed anywhere.

The low-pitched asphalt shingle roof is light-reflecting off-white. Living and dining areas merge into a spacious room with large glass areas front and rear. Bath plumbing is next to the kitchen; two half-baths open on a compartmented tub room, the larger unit containing room for washer and dryer.

The master bedroom has 8' sliding doors to private terrace. Floor area is 1270 sq. ft., and carport and porches add 280 sq. ft. of useful space.

Products: White gas water heater, Nutone kitchen mixer, Moe electrical fixtures, Hotpoint stove and dishwasher, Pacific "Fullview" sliding glass doors, Rusco metal windows, American-Standard plumbing fixtures, Carrier Weathermaker, Nu-wood insulation sheeting, Owens-Corning Fiberglas insulation, Carey roofing, U.S. Gypsum sheet-rock, Panelyte counter tops, Armstrong vinyl tiles.



OUTDOOR LIVING is changing the appearance of rear and side elevations—for the better. Fascia board and window trim are blue, siding is gray. Note fence off side of garage.

KITCHEN contrasts natural wood of cabinets and plank ceiling against light green of appliances, yellow curtains. Panel over range slides open for passthrough to living room.

◀ **PLAN** shows how kitchen controls family room, living room and rear and side areas. Garage opens into family room and sheltered side yard. Bath windows reach to roof.



THIRD PRIZE: "Under \$16,000" class

It's simple on the outside



S. H. Kauffman
Wayne R. Brown
Palo Alto, California



Starting with a clearly defined problem—to use the best features of contemporary design in taking full advantage of the lot, side as well as rear—architect Alexander C. Prentice Jr., AIA, gave the builders of Meadow Park a salable product. It goes at \$12,950 without lot, which adds about \$4,000.

The house does well by both children and parents.

Post-and-beam gives "the extra vertical dimension in space" and protective overhangs. The grade beam rests on piles extending 3' below surface to offset heaving of adobe soil. A conventional wood floor was used for insulation. The 7' plate height affords a low look and eliminates the problem of head framing. To escape "the typical sterile boxiness usually associated with stucco (maintenance-free and virtually indestructible), Prentice panelized all stucco areas with heavy painted window trim for a series of well-defined rectangles. Wood siding was used for texture.

As much attention was accorded the side and rear appearance as went to the front.

Products include Westinghouse appliances, Ralston windows, U. S. Gypsum drywall, American-Standard fixtures, Rheem water heater, Pryne kitchen fan, Textolite counter tops, Armstrong linoleum, Fiberglas roof insulation, Horizon sliding glass door, Daco sliding wardrobe doors.



and shoots the works inside



FAMILY ROOM, seen from entrance hall, has view of side through window wall and jalousie door, which also serves kitchen (off right beyond full height closets). Door at left leads to garage.

\$22,500 house wins in "upper bracket" ▶

How a \$22,300 house won in the "\$40,000" class:



BUCKING TREND to work car storage into roof line of house, garage in Westshire Plan W-32 is set apart, but related to house by fence and ridged roof deck. Large windows mark three of the four bedrooms. Interior view (at right) shows ceiling height natural wood cabinets, recessed lighting, flowers at entry (l) and paneled fireplace wall of living room.



FIRST PRIZE: "\$16-40,000" class

Everywhere you look

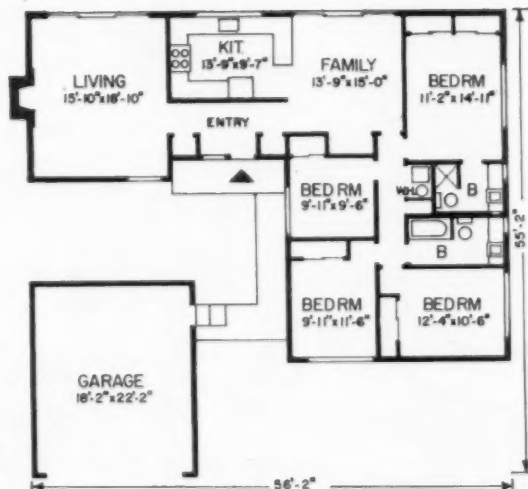


David D. Bohannon

Santa Clara, Calif.

A brilliant house shines even brighter when you throw a spotlight of hot news on it. The Bohannon organization latched on to the interest set up by the Women's Congress on Housing and focused it on this plan as an answer to what they wanted: "More floor space rather than gadgets; storage room; picture windows with a pleasant outlook; no cross traffic; living room a quiet and adult area."

Architect Mogens Mogenson took three elements—a separate garage, a bedroom wing and a living wing—and grouped them around a delightful patio, and then set up another patio in the rear.

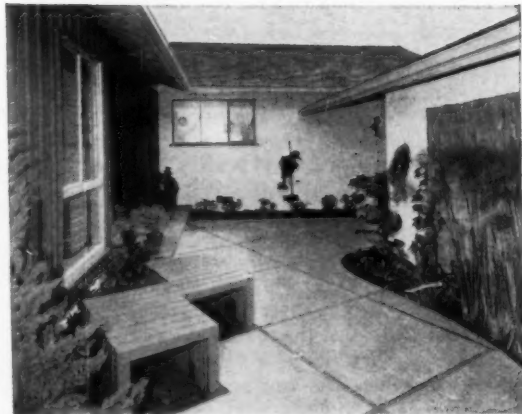




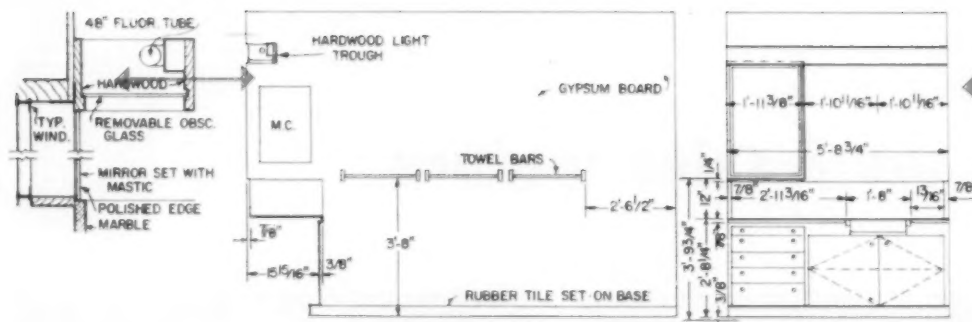
you see a sales feature



GATE AND FENCE of 2x4 redwood lead to recessed entry, featured by slab door, obscure glass, brick step. Siding of living wing is resawn redwood board and batten, like front elevation (edge at extreme right) above stucco.



INTERIOR COURT looks toward bedroom wing, past living room window at left, brick step of entry. Back of garage is at right. Note how square pattern of terrazzo allows for planting and seat at left, is broken at right.



WHAT
← HOW

Bohannon's open-sales secret: luxury at a modest price

Both the sumptuous general tone of the bathroom above and its specific details illustrate the air of distinction that this house breathes. Colored fixtures, 2" ceramic tiles, hammered-texture obscure glass, compartmentalized tub, steel casement window, Columbia marble lavatory top, hardwood light trough, large recessed medicine cabinet spell both quality and workmanship.

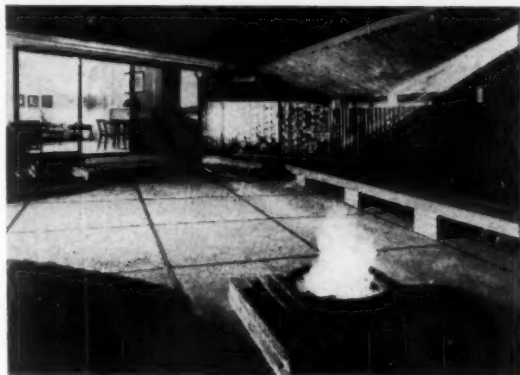
Elsewhere we find such details as birch or lauan paneling, recessed lighting, 12' Arcadia window walls. Complete fencing and front landscaping by George Martin are included. Roofing is cedar shingles (shakes optional). Included are dishwasher,

disposer hood. Built-in color-matched range, oven and refrigerator are optional. Wallpaper is on one wall in all major rooms. Steel jambs with pre-hung butts are a labor-saving device introduced satisfactorily about a year ago.

Products are: Day & Night 100,000 Btu forced-air furnace with fan for summer cooling, and 50 gal. water heater; M-H thermostat; Vent-a-hood kitchen ventilation; Waste King disposer; G-E dishwasher; Revere copper pipes; American-Standard plumbing; Gladding McBean hermosa glazed ceramic clay tile; Western Holly built-ins and Servel refrigerator optional.



HIGH-CEILINGED LIVING ROOM, at end of hall and separated from kitchen (behind wall, right) is stressed as response to Women's Congress call for "quiet, adult area." Note distinctive paneling, restrained fireplace.



SECOND PATIO, in rear of house, serves living room and family room (off left). Both have 12' long glass area, the middle panel a slider. Landscaping is not included in price, but follows theme of inner court.

Promotion for Westwood Oaks is dignified and impressive

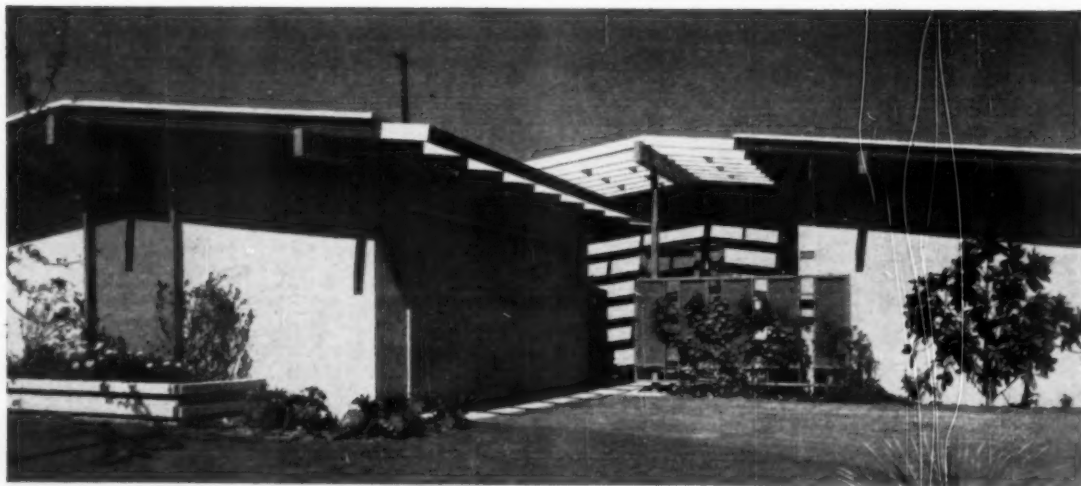
ON DISPLAY in the sales office in the garage of one of the model homes are color renderings of all elevation variations, coordinated color schemes, tract maps, pamphlets, and construction details. The striking pylon at right and other billboards direct traffic. It marks the "showcase tent" that houses all major appliances and materials used in the development. One display is a completely equipped kitchen of yesterday (coal stove, wooden ice box, etc.) contrasted with a modern glamour kitchen complete with built-ins, counters and cabinets.





SECOND PRIZE: "\$16-\$40,000" class

This house makes clever



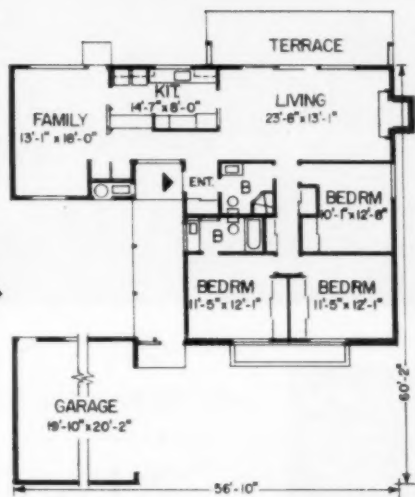
Companion model has smooth contemporary look



LIVING ROOM looks out on slab terrace, past dining area to kitchen and laundry area, which shares kitchen space. Past entryway, off left, is louvre to screen breakfast bar from family room.

◀ **RANCH STYLE** Miracosta model goes in for rough textures in roof, block siding and planter, board-and-batten of garage, and louvered effect of gate and siding accent.

SPACIOUS INNER COURT beyond gate leads to covered porch. Family room, kitchen, and living room form one sweep along rear of house with much glass opening on rear terrace and garden. ▶



planning look easy



Merlin W. Sant
San Pedro, California

This modern ranch is one of five plans that Walter R. Sant & Sons, architect Edward H. Fickett and the McCarthy realty firm worked out for Rollingwood Estates on the Palos Verdes peninsula of San Pedro, Calif. Each model meets a different need in

size of family, exterior styling, and way of life. The prize entry, the Miracosta, plays up ranch-style living for the large family, at \$25,000 including lot and some landscaping.

As in other Rollingwood models, the garage is set up as a separate structure and encloses an inner court. Also see page 88. Louvred screens do an effective job in defining space—indoors, to separate breakfast bar from family room—outside, to mark the living room's terrace from the kitchen-family room's flagged walk. They also give an interesting texture to closet doors.

Buyers receive a choice of decorator colors coordinated by the architect.

Brand name products are: Pioneer furnace and water heater; Waste King Pulverator; Schlage locks; Fiberglas insulation; Eljer plumbing; Pryne fans; Glide King windows; O'Keefe & Merritt built-in range and oven.

◀ **CONTEMPORARY** Malaga model uses shadow boxing for texture against stucco. The third bedroom acts as den or TV room. The simple entry hall opens on kitchen to left and bedroom wing.



THIRD PRIZE: "\$16-40,000" class

Logic gives this house the



Richard Robinson
Kirkland, Wash.

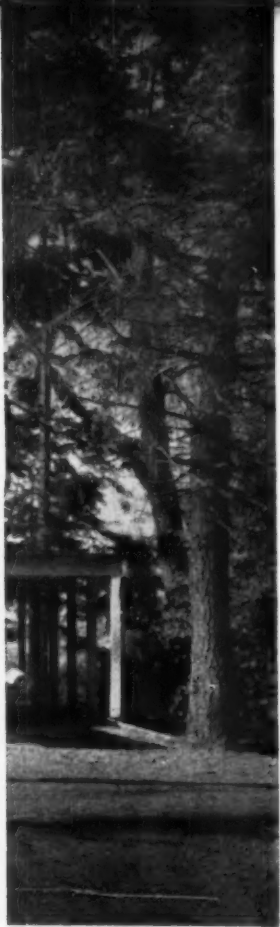
Given: Modern living, with children; new gadgets and materials; a mild but not very sunny climate.

The problem: make the most out of 2100 sq. ft. of living space in an Electri-Living home.

Architect Paul Hayden Kirk, AIA, of Seattle, who believes in "a logical, simple expression of materials and technologies available to us," worked out some simple and bold answers. Want sunlight? Make the whole south wall (the rear) of glass. Want to enjoy the children? Put open kitchen-family room near children's rooms. Want privacy? Set the master bedroom at the other corner—with intercom.



ENTRY WALK (1) yields to stone flooring inside that runs straight through dining room to rear terrace. Shadow box effect (center) marks guest-room window. Blank wall of recreation room leads eye to carport off right.



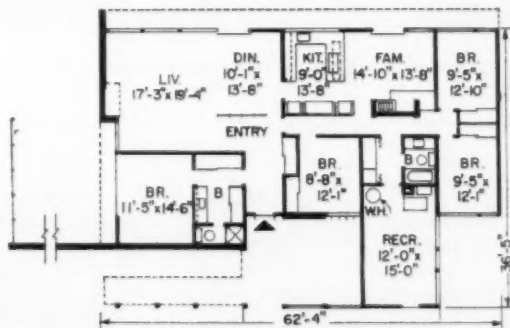
FRONT or north elevation shows extended bedroom wall (1) and child's room (right).



◀ **VIEW FROM EAST** emphasizes simple lines: terrace (1), then living room wall, obscure glass screen of master patio, bedroom wall, front walk, recreation room, carport (far right).

SOUTHERN EXPOSURE welcomes the sun. Activity patio outside family room and kitchen reaches to formal garden outside the living room. Snack table supplements dining room.

right answers



ZONING is clear in plan: living-dining area; kitchen-family room; children's, guest and recreation rooms with play and utility terrace (right front); and master suite are logical split-up of functions.

◀ **MORNING SUN** greets master bedroom. Extension of brick wall to glass screen encloses the private patio. Sky-lighted master bath has another opening on the entry hall, and can serve as powder room for guests.

Logically planned kitchen sets the pace

"Open where desired, screened where necessary" is the strategy that works inside and out in the Richard Robinson entry from the Northwest. Kitchen and family room need have no secrets, because both as a unit are screened from the entry and the formal living-dining area. It's a straight walk from entry to rear, on handsome hole-in-the-ground slate; but a fine Japanese style plastic screen cuts the idle view toward the dining room table.

There are any number of sharp decisions in detail as well as in planning. The semi-circular brick arch over the barbecue at right plays off against the rectangles going on all over the house, inside and out. The color scheme of cerulean blue, charcoal and nubone white is used with wood paneling and Cascade brick. Where there's brick outside, the cavity masonry wall shows inside too, in master bedroom and living room.

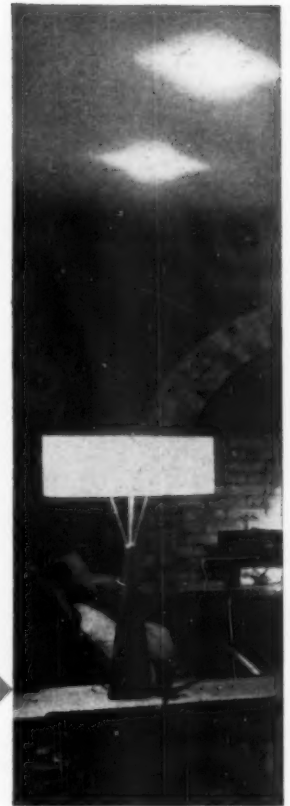
Strip lighting is provided by incandes-

cent tubes placed behind board strips. Low-voltage wiring has multiple switching from three master stations. The intercom system links inside and outside.

Exterior and interior feature tongue and groove board of gray-brown, as well as brick. An unusual feature, but a logical outcome of the spare contemporary style, is the fireplace without a hearth. The irons rest on the floor against a wall of used brick. The flue housing is a blank square box of cement plaster.

The laundry center, with dryer placed over the washer, is right outside the family bath, and there's a spacious sorting counter with plenty of storage space above and below.

The price of the house is set at \$30,000, plus \$10,000 for the large wooded lot with a view of Meydenbauer Bay, Lake Washington, \$5,000 for the magnificent landscaping by William G. Teufel, and \$2,000 for carpet and draperies.



KITCHEN boasts not only full equipment but also logical arrangement and plenty of work space. Refrigerator-freezer is close to ovens and barbecue. Sink and dishwasher are at south window wall. Suspended cupboard over counter burners has sliding formica doors.

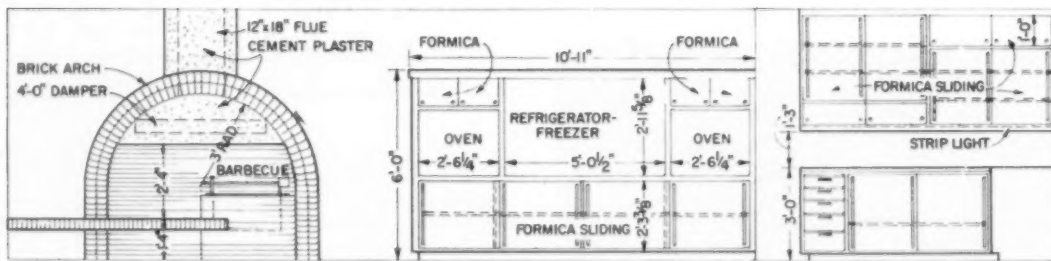
WHAT

HOW

VIEW-A

VIEW-B

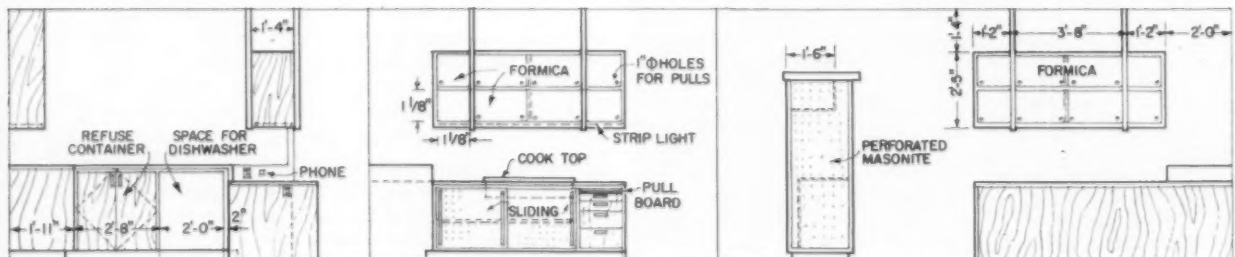
VIEW-C



VIEW-D

VIEW-E

VIEW-F



for Seattle prize winner

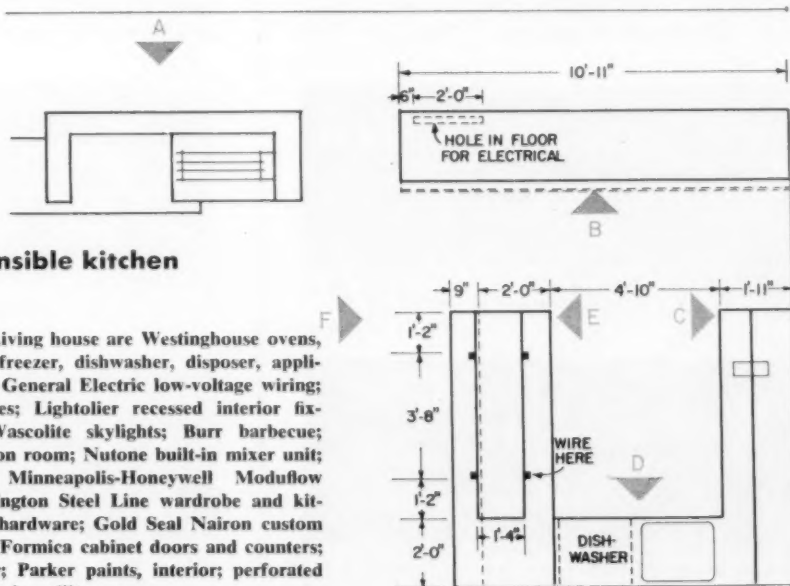


There's a place

for work and

for storage in this sensible kitchen

Products used in the Electri-Living house are Westinghouse ovens, range-top burners, refrigerator-freezer, dishwasher, disposer, appliance center, washer, and dryer; General Electric low-voltage wiring; Prescolite exterior light fixtures; Lightolier recessed interior fixtures; Lennox oil furnace; Wascolite skylights; Burr barbecue; Sampson air purifier in recreation room; Nutone built-in mixer unit; Vacu-Flow built-in cleaner; Minneapolis-Honeywell Moduflow thermostatic anticipator; Washington Steel Line wardrobe and kitchen hardware; Schlage, other hardware; Gold Seal Nairon custom vinyl tile; Parkay oak flooring; Formica cabinet doors and counters; Cabot's creosote stain, exterior; Parker paints, interior; perforated Masonite sliding cabinet doors in utility room.



Special awards of merit winners: here are 21 more top-model houses



The judges chose the 21 top-model houses listed and shown below to receive Special Awards of Merit because of their excellent design, good circulation,

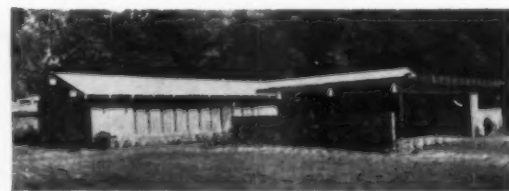
construction techniques, merchandising background. American Builder here gives you a tantalizing glimpse, will let you see them more fully in subsequent issues.



WILLIAM BLACKFIELD ORGANIZATION, San Francisco, Calif., \$27,000 (Campbell and Wong, arch.)



ROBINWOOD BLDG. & DEVEL. CO. (Upton Beall, Russell Adams), Tyler, Tex., \$16,900.



CLYDE RICHARDSON, Tyler, Tex., for Tyler HBA and Living for Young Homemakers, \$23,500 (Geo. Hicks, des.)



SPACEMAKER HOMES, INC., Ft. Wayne, Ind., \$17,350 without land (Allen Homes, Donald J. Honn, arch.)



NORDALE REALTY CO., Milwaukee, Wis., \$37,000 inclusive.



DARRELL E. NEYLAND, Austin, Tex., \$21,200 without land.



RODNEY LOCKWOOD, Detroit, Mich., \$23,950 without land (Sol Garber, arch.)



KINNEY LEONARD, Seattle, Wash., \$12,400 without land (Ronald R. Campbell, arch.)



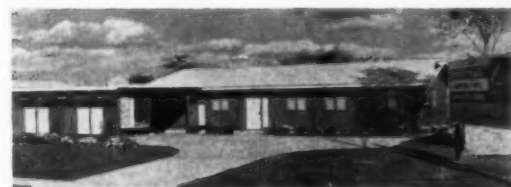
CHARLES H. TALLEY, Charlotte, N. C., \$15,600 without land.



BAKER & POWELL, INC., Charlotte, N. C., \$15,900 without land.



MEYERLAND CO. (J. F. Milner, bldr.), Houston, Tex., \$37,500 (E. Snyder, T. McCleary, arch.)



GERHOLZ COMMUNITY HOMES, INC., Flint, Mich., NBC-TV "Home" model, \$29,950 complete.



RICK WHITE, Jacksonville, Fla., \$13,200 without land (Lumber Fabricators, H. D. Norris, arch.)



FAYARD AND GAUTIER, general contractors, Biloxi, Miss., \$15,900.



JOHN MAVOR, Linwood, N. J., \$15,000 (National Homes, Charles Goodman, arch.)



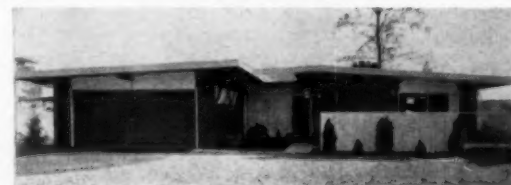
FRANK C. BARRON, Austin, Tex., \$13,200 without land.



WALTER BOLLENBACHER AND LOUIS KELTON, Los Angeles, Calif., \$12,600 without land.



WACO HOMES, INC. (Elliott Robinson), Savannah, Ga., \$15,900 without land.



BELL & VALDEZ, Bellevue, Wash., \$16,000 without land.



CARL M. FREEMAN, INC. (Carl M. Freeman), Washington, D. C., about \$14,990.



CHARLES BEIR & RICHARD T. HIGGINS, Allendale, N. J., \$39,750.

What buyers want . . . and don't want . . . in the house they buy:



ST. LOUIS turned out in droves to see the W. G. Best "Mid-America" house at the riverfront fair grounds and voted for what they liked and didn't.

400,000 "mid-Americans" voted

SPECIAL MERIT AWARD: "Over \$16,000" class



If you're planning to build anything like the house shown here and on the next three pages, here's a chance to check and double check your thinking: one of the biggest surveys of public taste in history was conducted in this very house. What's more, the house was built only after careful research had told the builders what they thought the customers would want.

W. G. Best Co. built the house and conducted the survey at the "Mid-America Jubilee" in St. Louis last September.

The "ayes" had it in most instances, as you will see in the survey on the next pages, but there were a few "nays" as well.

There was no fireplace in the living room, but there was a stone divider. Many felt that a fireplace was called for and that

the stone wall was a "waste of money" and impractical from a furniture arrangement standpoint. The size of the living room was considered as a "small living room for a big house" even though the family room compensated for a loss in size.

Some felt that closing off the kitchen would be better. Some felt the stairway to the basement should have been nearer the kitchen. The built-in refrigerator and freezer had one of the most enthusiastic responses.

The extra ½ bath in the garage was well accepted. A minority felt that the extra cost and luxury of it was an extravagance.

These were general comments. For a detailed report on how over 400,000 persons voted on the Best house, see page 102.

Some of the products used: Ador sliding-glass doors; American-Olean tile; Bird roofing, vapor barriers; Century Products

—threshold; Conco heating and air-conditioning; Crane plumbing fixtures and hot-water heater; Cupples aluminum windows; Everside siding; Fasco ventilating fans; Formica counters; G.E. remote-control low-voltage wiring; Haeger hinges; Huttig sash and doors. Kochton-Aetna sheathing; Kentile flooring; Keystone Steel & Wire nails; Majestic Furnace chimney; Moe lighting; Musicall radio-intercom; New Castle Products doors; Nu-Tone vented hood, Pittsburgh Plate Glass—paint and glass.

Radio Door—garage door equipment; Republic Steel nails; Revco refrigerator-freezer; Rod-discraft interior finish and garage doors; Red Top insulation; Tappan oven and range; U. S. Gypsum dry wall; Vega (Uni-Built Div.) fireplace; Westinghouse washer and dryer; Western Lock hardware; Youngstown kitchen cabinets, disposer, dishwasher.

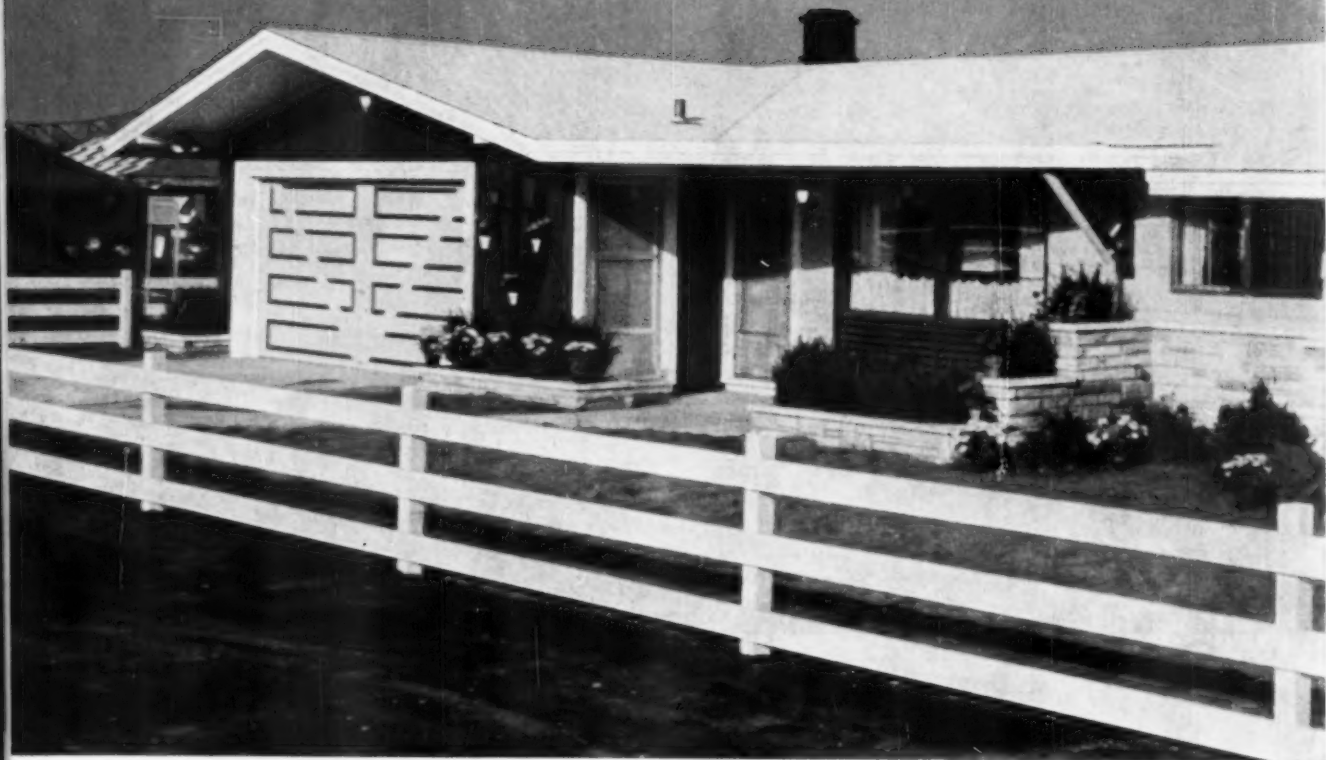


▲ **OPEN PLANNING** is feature of Best house. View here is from family room looking through dining area into the kitchen. At center, right, living room opens to dining area.

on this house

▼ **KITCHEN** is colorful, attractive, well planned. Stone-wall divider of Colorado Kaibab stone separates living room from kitchen and partially separates kitchen from dining area. Color photos: Robert Hutchinson, St. Louis.





How Mid-Americans rated this house . . .

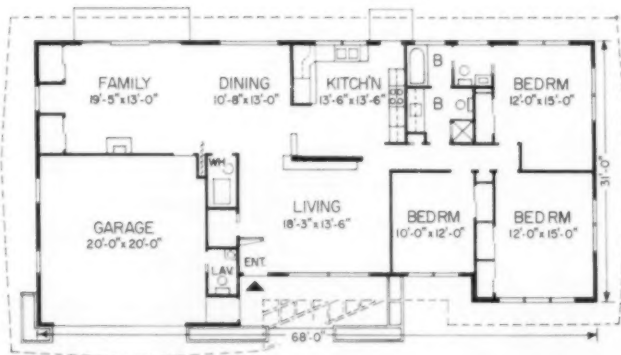
	Liked A Lot	O.K.	Didn't Like
I. DESIGN-EXTERIOR			
A. Wide overhang	X		
B. Siding		X	
C. Garage door		X	
D. Redwood and trim		X	
E. Stone work	X		
F. Patio	X		
G. General attractiveness— Rear elevation	X		
H. Flexibility	X		
I. Cupole		X	
II. INTERIOR-ENTRANCE			
A. Front door		X	
B. Material		X	
C. Hardware (door)	X		
D. Screen separator			X
III. LIVING ROOM			
A. Size		X	X
B. Cut-stone wall divider	X		
C. Location—Size of guest closet	X		
D. Accessibility to other areas		X	
E. Windows		X	
IV. HALL			
A. Closets	X		X
B. Accessibility between rooms	X		

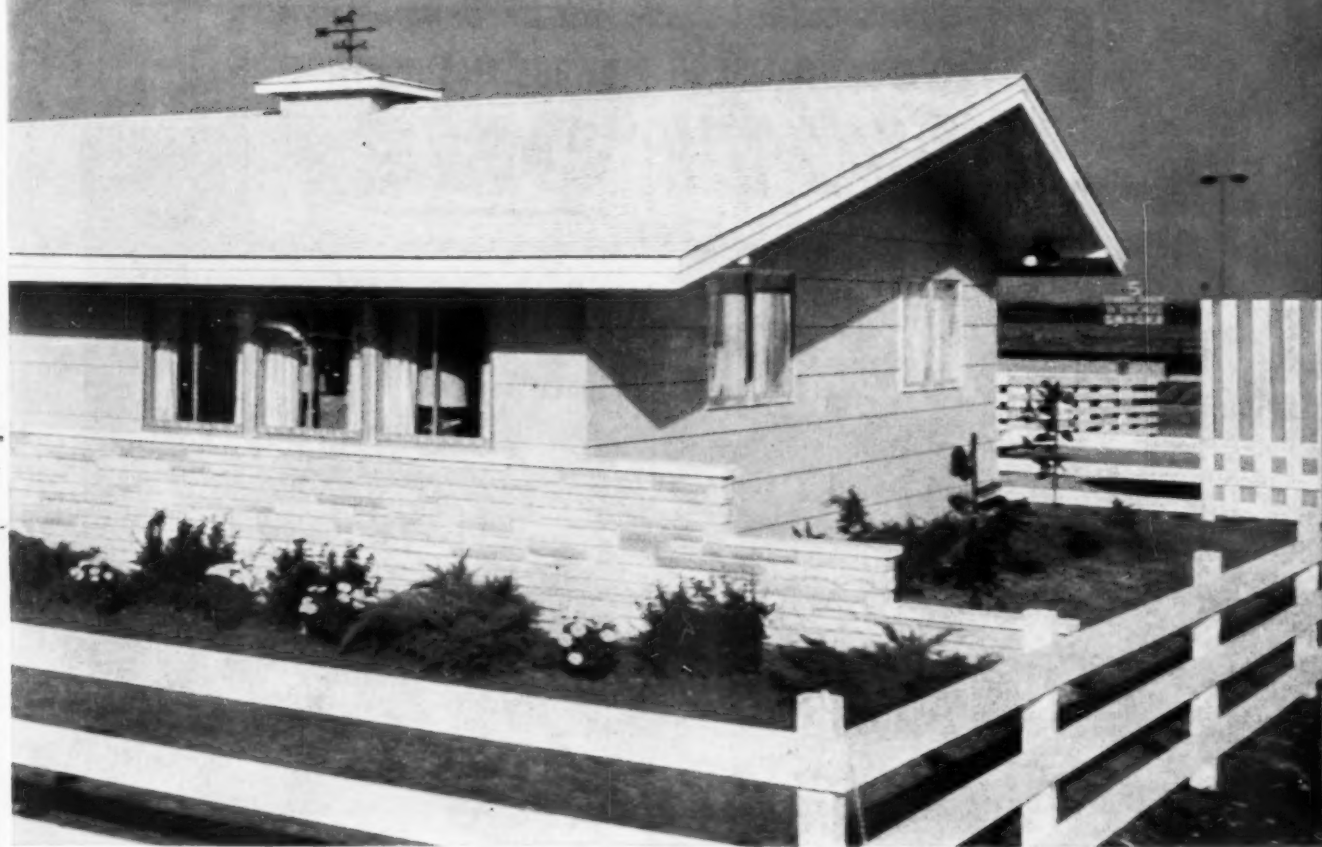
(Continued on page 204)



COST of the Best house is quoted at \$29,500 in St. Louis as shown, with basement but not including lot. But by eliminating extras, the house is a \$27,500 package without land. W. G. Best Company manufactures at Effingham, Ill.

PLAN of Best house shows how open planning is allowed throughout entire living-working areas. Stone wall does not extend to ceiling to separate kitchen from living room. Sliding doors separate family room from dining area when desired.





KITCHEN has many extras including Westinghouse's new washer-dryer combination, Youngstown cabinets, Nu-Tone hood, Tappan built-in range and built-in oven. The Musical radio is AM-FM and is also an intercom. Note the ceramic tile (American-Olean) backsplash, Kentile floors.



MASTER BEDROOM is of ample size—twelve by fifteen feet. Visitors to Best house liked this, especially liked the cherry paneling, the sliding, louvered Ponderosa-pine closet doors. They liked the window arrangement allowing placement of furniture beneath, didn't mind the soffit.

TWO GREAT NAMES IN PLYWOOD AND DOORS
NOW ONE

Simpson
M & M

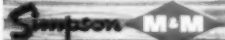
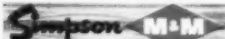







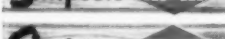
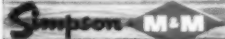
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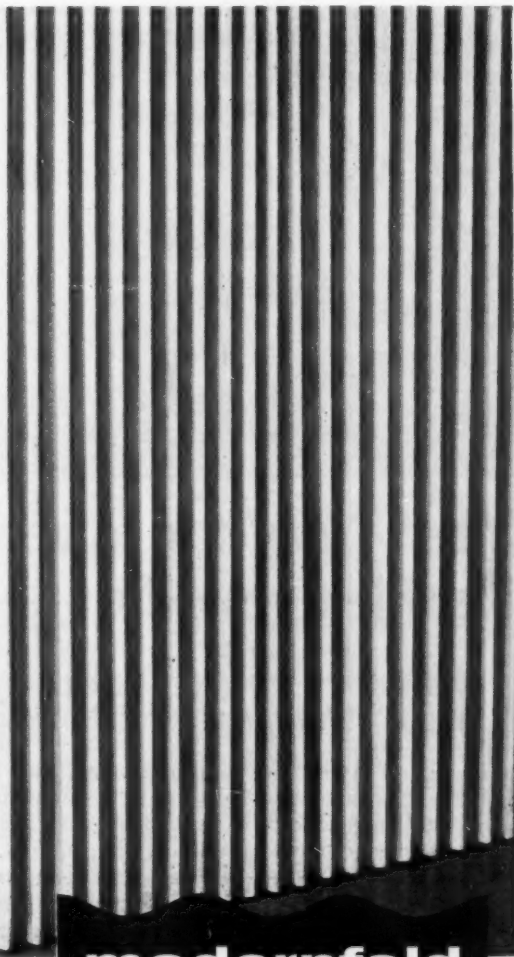
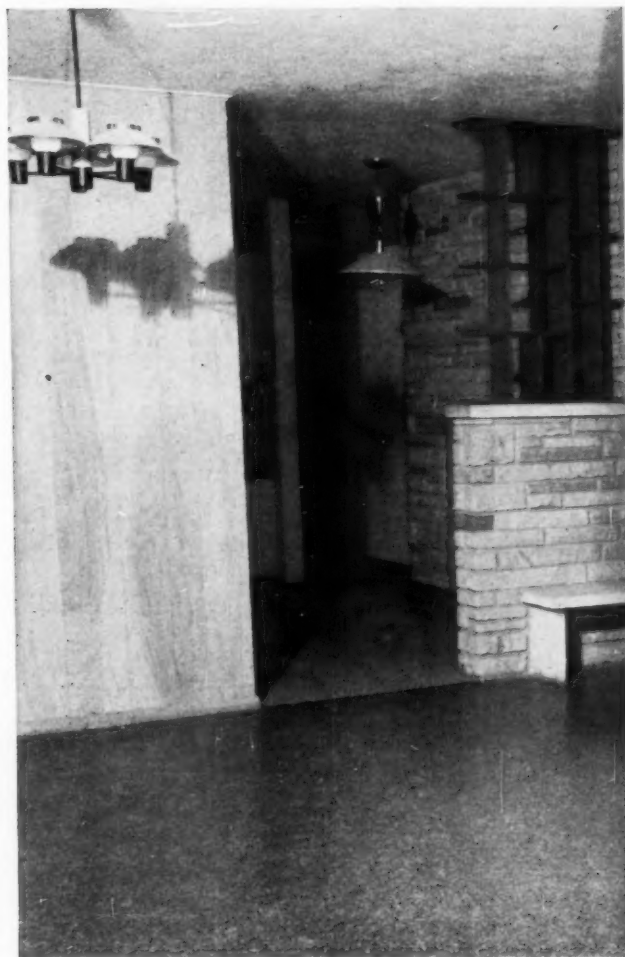


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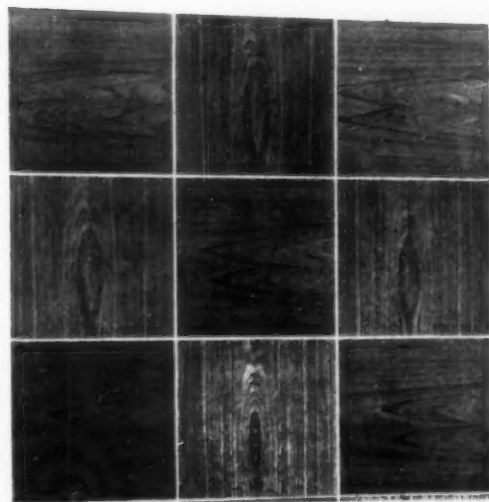
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AETNAPLY Birch Doors selected for Best Mid-American Home

The functional beauty of the *Mid-American* home is accented by the AETNAPLY Interior Birch Doors used throughout.

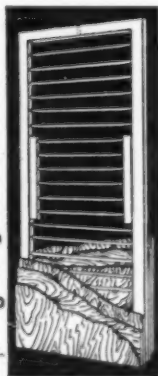
AETNAPLY Birch Doors lend color and elegance to any interior, assuring durability, and solving door problems economically.

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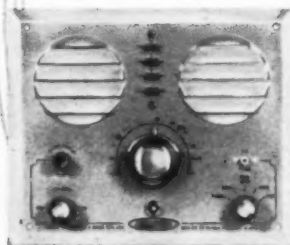
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W. G. Best Homes Co. . . One of the country's leading builders selects MusiCall.

The MusiCall radio and interphone system, one of the focal points of attention at the W. G. Best *Mid-America* Jubilee Home, was viewed by over 400,000 people during the month of September.

MusiCall was one of the deluxe features, adding greatly to the pleasure and utility of the home, it was received with much interest and favorable comment.

THE SPECIAL ADVANTAGES OF MUSICALL

AM RADIO provides TRUE FIDELITY music system throughout the house — and patio too.

EVERY STATION CAN INITIATE CALL

. . . can be monitored to serve as Master Station.

LOW, NORMAL TONES can be heard over Inter-Com without blurring or distortion . . . can be heard "above" music too.

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Listen-talk switch.



INTERIOR SPEAKER
Talk-listen switch.
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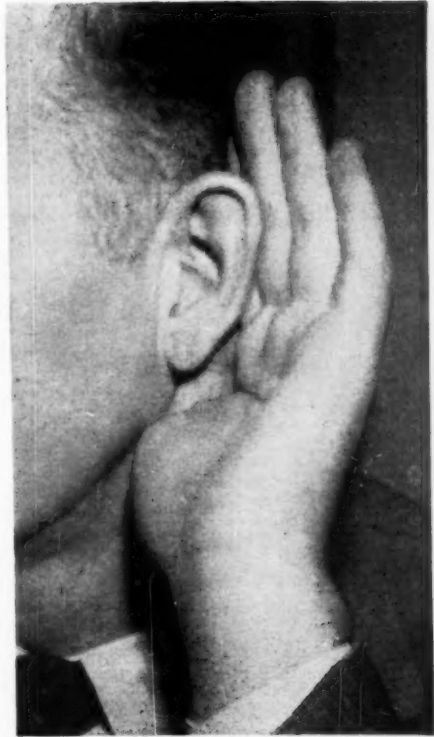
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Yep, You Heard Right!

Over 400 new and improved products. The same ones that will be exhibited at the NAHB Convention. Each pictured and described in AMERICAN BUILDER's January Product Show Issue. That isn't all. A preview of what the top Convention topics will be . . . a guide and checklist showing name, product, hotel and booth number of every participating manufacturer . . . Convention news thick and timely . . . plus all the "what to build," "how to build it" features that build profits for you.



Fussy Buyers. Nobody knows better than you...buyers are going to be fussier in 1957. They've got more money...and more houses to choose from. And they've been educated to look for and expect the most modern quality features and added attractions when shopping for a home.

The Old's Out. The old standbys just won't do. You've got to build a better mousetrap. You have to keep abreast of the new and improved products, weigh them as to cost and salable features, pack each house with as many as possible.

The New's In. That's why you'll want to pore over the January Product Show Issue of AMERICAN BUILDER...read about each new and improved product...pick those you are interested in...and get all the information on them through the Reader Service postcard.

A Guide. If you're attending the Convention, keep this handy as an exhibit guide. If not, read about each of these sales and profit-builders...see which ones you can use in 1957.

Inside Story. AB's January issue will also give you the inside story on what they'll talk about at the Convention...plus a Convention guide, listing the names, products, hotel and booth number of every exhibiting company. Watch for it! It's coming in January!

January Product Show Issue

American Builder

GAS in the kitchen and laundry helps sell the whole house!

NEW FREEDOM GAS KITCHENS AND LAUNDRIES* BELONG IN THE HOUSES YOU BUILD!
 You'll like the low cost, the easy installation. And all Gas appliances have sales appeal a-plenty!



GAS Ranges

- Faster, cleaner, completely automatic.
- Built-in units fit standard cabinets, make the most of floor space.
- Free-standing arrangements, actually cost less to buy, install and use.

GAS Refrigerators

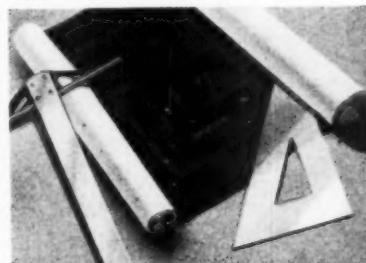
- Make ice trays obsolete—plop ice cubes almost into your glass.
- Backed by 10-year warranty—twice as long as any other refrigerator.
- Wonderful features—automatic defroster, trip-saver door handle, roll-out shelves.

GAS Water Heaters

- Provide all the hot water a family needs even on washday.
- Operate for only pennies a day.
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GAS Washer-Dryers

- Wash clothes cleaner, dry them faster, too.
- Take a minimum of floor space—one machine does all the work.
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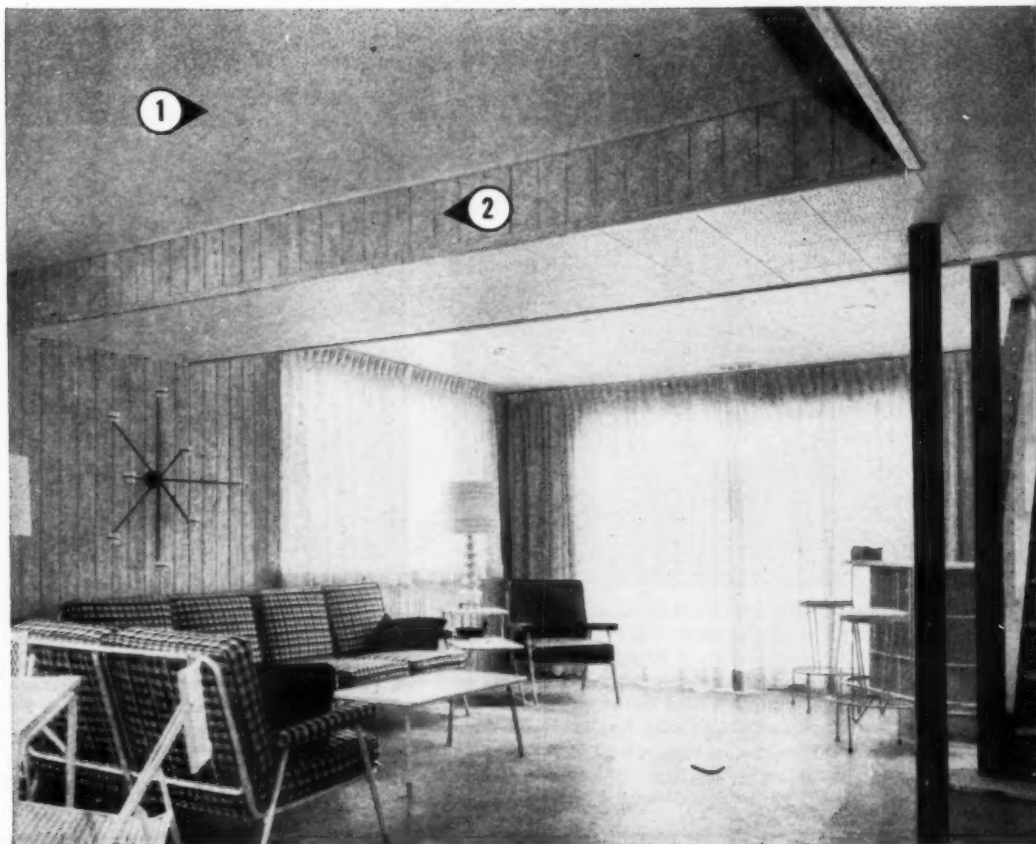
Home planning made easy. The New Freedom Gas Home Bureau of the American Gas Association, 420 Lexington Avenue, New York, N. Y., has published a booklet of practical help on planning modern Gas kitchens, laundries and homes. Send 25¢ for your copy today and write to the Bureau if you have other problems in planning your gas kitchen, gas laundry or all gas homes.

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



ACOUSTIC TILE (1) in random pattern goes well with the high-grain texture-111 softwood panels (2) in Frankel Brothers Better Homes and

Gardens Idea House in Detroit. Armstrong Cushiontone, 12" square or 12"x24", can be stapled in t&g, cemented or nailed. (Circle 12049, p. 142.)

28 ways to pep up walls and ceilings with new materials

There are a lot of materials and product ideas to choose from today when you plan to pep up walls and ceilings, whether in new construction or remodeling. Just as in floors (see November Buying Guide), it takes some re-thinking.

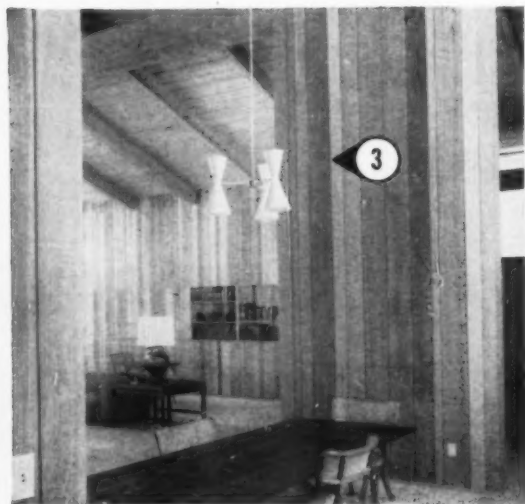
Two big developments in recent months are wood paneling and ceramic tile. The grain of plywood has given it appeal: polished and colorful in hardwood (see June American Builder), or textured in softwood ply (above). But now hardboard is moving in with patterns. Two examples are: striated texture in Forestex, and marbled "Veri-An-

tique" in A & F Tileboard (Alexandria, La.).

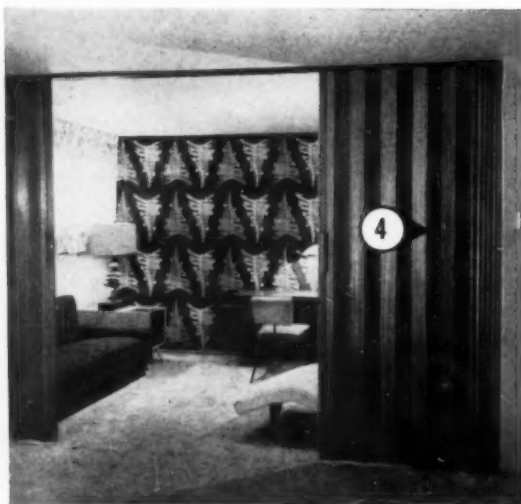
Acoustic surfaces are a growing ceiling treatment. And wood paneling is going into "high-style" playroom ceilings. Homasote is promoting geometrically patterned ceilings with Insulating-Building Board. Tile has begun to step out of kitchen and bath and up off the floor to form decorative wall contrasts in entries, fireplaces and halls.

Plastic materials are coming in strong such as: high-impact panels, like alsynite, for room dividers; slat-folding doors, as in Curtition Decorfold; and in new laminates and vinyl-wall coverings. ▶

Wood is versatile: whether it is plank, or slat . . .



PHILIPPINE MAHOGANY (3) in solid-plank paneling creates a rich surface, contributes well to the trend toward wood all over the house. It can be applied vertically on furring strips; horizontally, it can be nailed directly to studs. In plywood form, the wood works well for kitchen cabinets and broad surfaces. (Circle No. 12050 on reply card on p. 142.)



WOOD-SLAT folding partitions of Philippine mahogany (4) are an attractive application of the space-saving single-plane opening. Sliding or folding surfaces permit quick combination of rooms (carpeting is unbroken by a threshold in room above), or a demarcation of living space for privacy. Other uses: closets, hallways, utility rooms. (Circle No. 12051 on p. 142.)

Ceramic materials have more jobs to do

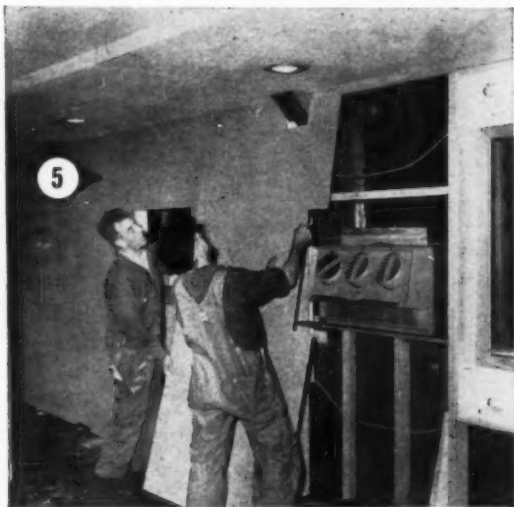


CERAMIC TILE (6) conquers the kitchen with a variety of tiles of color and size. Familiar on sink, range top and work surface, tile is now being used for matching surfaces on floor and walls, as in this kitchen in the Hunter residence in Cleveland, Ohio. Counters are Mosaic Tile Co. (Zanesville, Ohio) Velvetex Ceramics Pattern 1780; floor No. 2258. (Circle No. 12053 on reply card, p. 142.)



DRY-PRESS BRICK (7), with no kiln markings, is exclusive process of Gladding, McBean & Co., L. A. The SCR brick is for partition walls that have both sides exposed, as in corridor wall of William Clark School, Portland, Ore. Cores have five holes for $\frac{3}{8}$ " rods and electrical conduits. Warm coloring of burned natural clay requires no surface renewal. (Circle No. 12054 on p. 142.)

... or prefinished ply



PREFINISHED hardwood-plywood paneling (5) is a useful addition to the hp catalog. Reduction in application time and over-all cost is illustrated by this contact-cement installation of U. S. Plywood standard Weldwood paneling of Honduras mahogany. Factory-applied finish resists chemicals, wear, abrasion. (Circle No. 12052, p. 142.)

Plastics stay put



VERTICAL SURFACES of Formica (9), installed directly on wall with fast contact cement, opens new market for laminated plastic. For new construction, easiest technique is to nail $\frac{1}{2}$ " plywood direct to studs, then bond Formica. (Circle No. 12056.)

Drywall does double duty



MULTIPLE-LAYER APPLICATION of wallboard (8) is patented by Bestwall Gypsum Co., Ardmore, Pa., in the Bestwall Hummer Systems, usable with conventional framing or without framing on non-load-bearing partitions. Wall sections of $2\frac{1}{4}$ " allow use of standard thin wall-opening details. Bestwall also has glass-fibered plaster and glass-fiber reinforced wallboard. (Circle No. 12055.)



LARGE PLASTIC-COATED PANELS (10) go on fast with divider lock strip. Barclay Square 16" panels are grooved on four sides to receive strips. Melamine-silicone finish on $\frac{1}{8}$ " thick panels are mar-proof, in solid, wood-grain and tile design. (Circle 12057 on p. 142.)



AL BROCKBANK, Salt Lake City builder and past president of the National Association of Home Builders, was general chairman of the conference.



NAHB technical conference suggests . . .

How to cut costs

Let's be sure we don't price ourselves out of the market."

This was the way Technical Chairman Andy Place opened the two-day October NAHB conference on cost cutting. Its aim: using sound engineering principles, identify ways and means of cutting building costs, both now and in the future. Its members: a blue-ribbon group of builders, prefabbers, Federal officials and technical advisers.

After the smoke had cleared away, and everybody had gone home, general chairman Alan Brockbank put his finger on the biggest issue brought out by the conference; unnecessary, obsolete and crippling building restrictions.

"We could save millions," he said, "for both the builder and the buyer by updating local and federal building codes."

From beginning to end the conference bore this out. Almost every cost-cutting suggestion by a builder would bring a response from another part of the room to the effect that, "The local FHA won't let us . . ." or "yes, but our city plumbing code requires that we . . ."

But there were many economies suggested that can be applied in most locales, and even more that were questions of common sense rather than codes. Most of the following ideas can be used by most builders; where they can't, it's time someone starts pressuring for code changes.



PART OF THE HAND-PICKED GROUP of builders, prefabbers, architects, technical experts and government officials that attended the meeting. The idea was to get the most progressive of them together, then pick their brains.

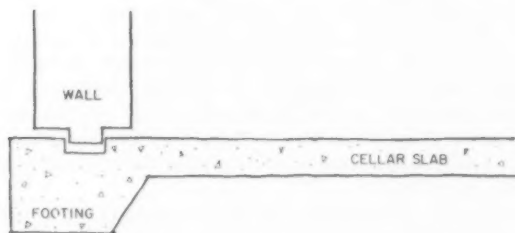
Here are 6 ways to cut costs, as recommended by a conference of technically trained builders, architects, prefabbers and government officials.

with common-sense construction

Foundations

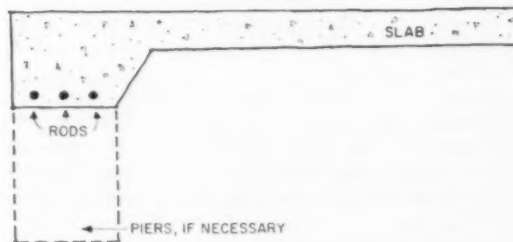
The separately poured spread footing got a thorough going over from almost everyone. It was agreed that it cost extra money, and was unnecessary under most conditions for either slab or basement houses.

The grade beam, or thickened-edge slab, emerged as probably the most economical form of founda-



tion. Many builders said they were already using it, some with concrete piers at intervals, and figured it saved about a dollar a lineal foot.

The Small Homes Council's Jim Lendrum doubted the need of piers in most areas. "It's damn tough to get frost under a slab," he said, "and even if you did, the piers wouldn't hold it down. Good drainage is the best insurance against frost problems."



Similarly, in basements an integrally poured grade beam and floor, if codes permitted, could save something like \$100 a house.

And there were a couple of suggestions for the future: foundation walls poured on the floor (no forms) and tilted into position; and block walls laid up dry, then stiffened with concrete poured into the cores.

Walls, roofs and framing

"Standardized components," said Bob Schmidt of Berea, Ohio, "can make the biggest savings here." And he was backed up by Architect Hank York, who said, "Keep the pieces big and few."

The conference attacked the individual parts of the house frame. First victim was the 2x4 stud, called "heavier than necessary." Professor Albert Dietz of MIT recommended that the 16-inch spac-



AT THE CHAIRMEN'S TABLE, left to right, are NAHB's Bill Canavan, Andy Place of South Bend who served as Technical Chairman, and R. L. Lloyd of the National Bureau of Standards.



AL BROCKBANK AND ANDY PLACE LOOK ON as L. Glenn Shields, Chief of the Detroit Plumbing Inspection Bureau, tells the conference how a well-engineered code has worked out in his city.

HOW TO CUT COSTS *continued*

ing be maintained for wall straightness, but said that 2x3's were adequate studs. Lendrum agreed, and added that the Small Homes Council had found 1x4's adequate too, but too small a target for nails.

"Our Lu-Re-Co system used 2x4's," Lendrum said, "simply to assure its passing any code." Since the site installation of windows is an expensive process, several builders urged that windows should be manufactured in units that are part of the load-bearing wall. Also, since operating sash costs twice as much as fixed sash, it should be held to a minimum.

Andy Place said he considered door and window framing vital. "Stud costs are a joke compared to wall openings." He suggested that walls should be built solid, tilted up, then openings cut and nail-on windows installed.

While there were some dissenting votes, the roof truss was generally considered the cheapest and best form of roof framing, saving an estimated \$65 a house over conventional framing. And a high pitch provides the cheapest storage space of all—the attic.

Lendrum, however, post-scripted that the flat roof, if people would buy it, is really the cheapest.

In the final analysis, efficient management created the biggest savings, everyone agreed.

Jack Sargent Jr.: "Build 'em fast—that's the best way to save money."

Lendrum: "Pre-assembly is simply a method of management and better control."

Schmidt: "No one component can save a lot. The whole house has to be engineered."

An intriguing question for prefabbers from Al Brockbank: "How about you guys putting out standard components that we can use in any house?"

Paints and finishes

The question of exterior painting turned out to be: how to save money and still do a good job.

"It doesn't matter how many coats of paint you put on," said John Moore, technical consultant on paints, "as long as you get a thick enough layer."

Both he and R. Luxford of the Forest Products Laboratory pointed out that most of the exterior paints today are mixed for the do-it-yourselfer, and so have been made so thin, for easy brushing, that two coats will not give enough thickness. Everyone agreed that eliminating the third coat would constitute a healthy saving. Moore and Luxford recommended that builders should have their suppliers mix a heavy enough paint.

Both the long-handled roller and the spray gun were hailed as big labor savers for interior work, where the ratio of labor to materials can be as high as six to one. The more nearly the house can be done in just one color, the more the saving.

Andy Place added an economy gimmick. "When we spray," he said, "we mask off the windows with Bon Ami. It wipes off quickly and easily."

Electrical wiring

Along with possible savings, builders also got the cheerful news the codes are getting tougher.

R. L. Lloyd of the National Bureau of Standards said that the National code now required an outlet for every twelve feet of room perimeter, and a three-pronged grounded receptacle for all outdoor outlets. Also, he said, 100 Amp, three-wire service is now recommended, which means "required" in the near future.

On the saving side, aluminum wire is now approved for some heavy uses; a type UF conductor is okay for interior work, and general-use snap switches are all right without a T rating for AC.

Overall, however, builders felt that the electrical costs would go up by about \$75 per house.

Other savings included plug-in strip. Schmidt said that by using it, he got a 100-Amp 12-circuit system complete for only \$530 a house. Also suggested was a low-voltage system for general lighting, using automobile back-up lights, and wiring



SCOREBOARD IS KEPT UP TO DATE by Bill Canavan. Where it was possible, builders tried to estimate how much could be saved by each suggested economy. Biggest one, "up to \$350", was for efficient management.



BUILDER BOB SCHMIDT of Berea, Ohio, makes suggestions from the floor. His main point throughout the meeting was that no one idea can save a lot of money; the whole house must be engineered for economy.

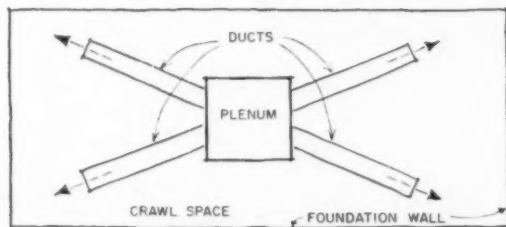
with TV antenna lead wire taped and spackled to the wall.

Plumbing and heating

"The plumbing we have to use today," said Ray Cherry of Los Angeles, "is archaic. It belongs to the Stone Age." There was little dissent, and the blame was divided between manufacturers and antique codes, with the latter taking the honors.

Upgrading and modernizing codes, it was agreed would constitute the biggest possible saving in the field of plumbing. The actual amount, depending on the area, might run as high as a thousand dollars a house. Beyond this, prefabricated plumbing units seemed to be the biggest cost cutters, and for the future, plastic pipe.

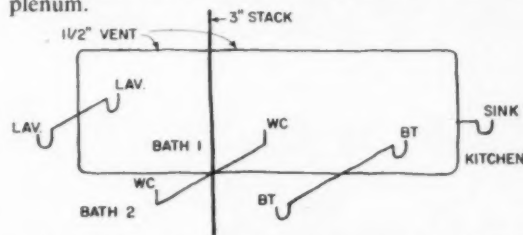
Builders were surprised and pleased to hear from a code enforcement officer who was on their side. He is L. Glenn Shields, Chief of the Plumbing Inspection Bureau of Detroit—a city with one of



the most progressive plumbing codes in the country. He approved of a bathroom layout, shown in the sketch, which would be relatively inexpensive, entirely satisfactory, and easy to prefabricate as a unit.

James M. Martin of the National Warm Air and Air Conditioning Association pointed out that heating was one part of the house that had been economized about as far as it can go. He suggested that in crawl-space houses, using the crawl space as a warm-air plenum would effect savings in ductwork, since the ducts would run out into the ple-

num just far enough to insure against cold spots, and registers would merely be cut through into the plenum.



"And figure each house separately," Martin added. "It's not going to save you money if you put in a furnace too big for the job it has to do."

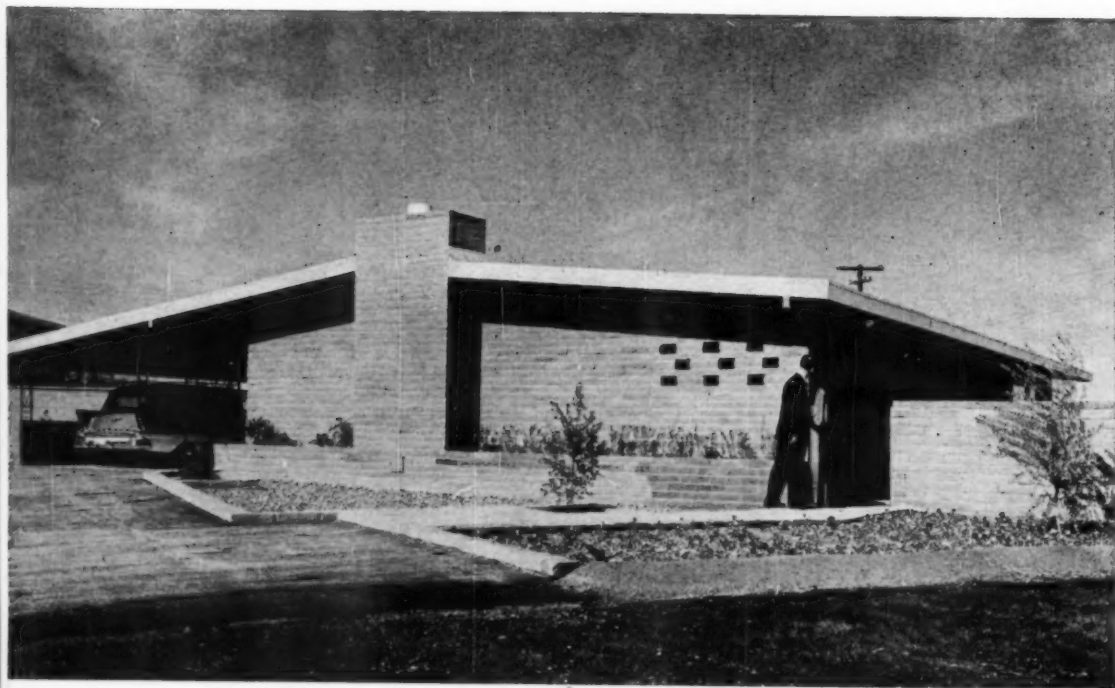
Land planning

Two land-planning consultants, Robert O'Donnell and Eugene Martini, told builders the best ways to avoid losing their shirts when buying land, and incidentally got in a couple of healthy plugs for their profession.

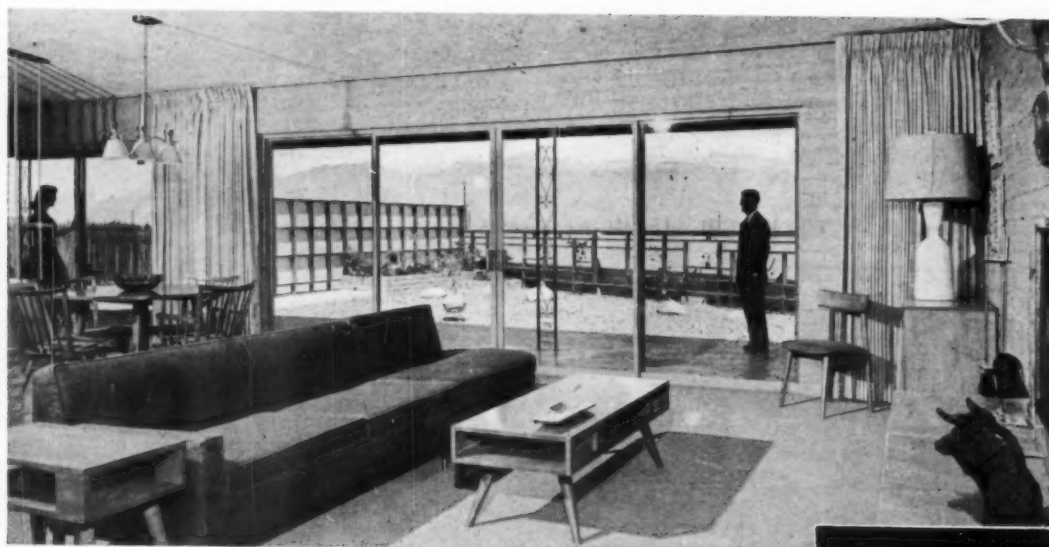
"Buy the land itself sensibly," O'Donnell said. "Make sure it's in a good location." Anything over a 10 per cent grade, he said, will be expensive. Items like swales and easements can cost money. Land that is tipped the wrong way, i.e., away from sewer stations, means extra sewer lines or lift stations. Soil tests and borings will save money later on. Zoning and other municipal restrictions should be carefully checked before buying.

Martini said that the land planner's time is worth less than the builders', so he can save money by doing the necessary "running around" on such problems. Also, Martini said, he's had more experience in that sort of thing, and should be more successful in dealing with city and FHA officials.

Almost all builders had words for crippling local regulations. The advice from those with experience in handling such problems was, patience. It isn't easy to talk a town out of oversized streets, but it can be done, and it will save a lot of money.



How a compact Arizona adobe ...



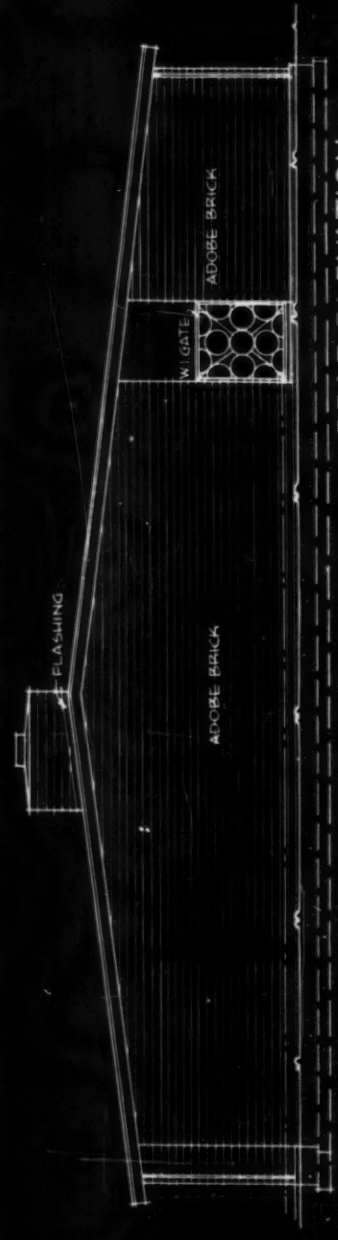
... adapts itself
space-wise anywhere

AMERICAN BUILDER
BLUEPRINT HOUSE

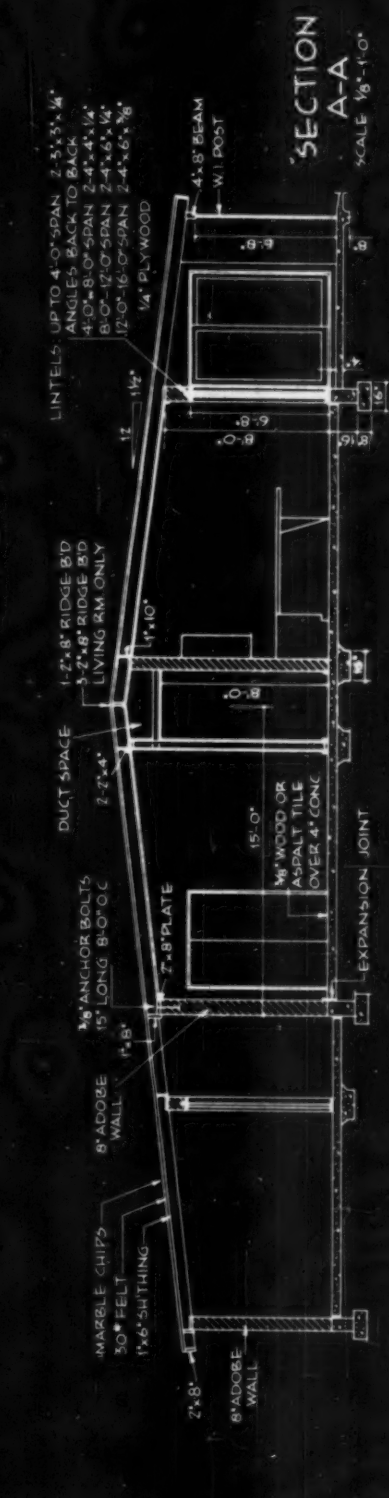
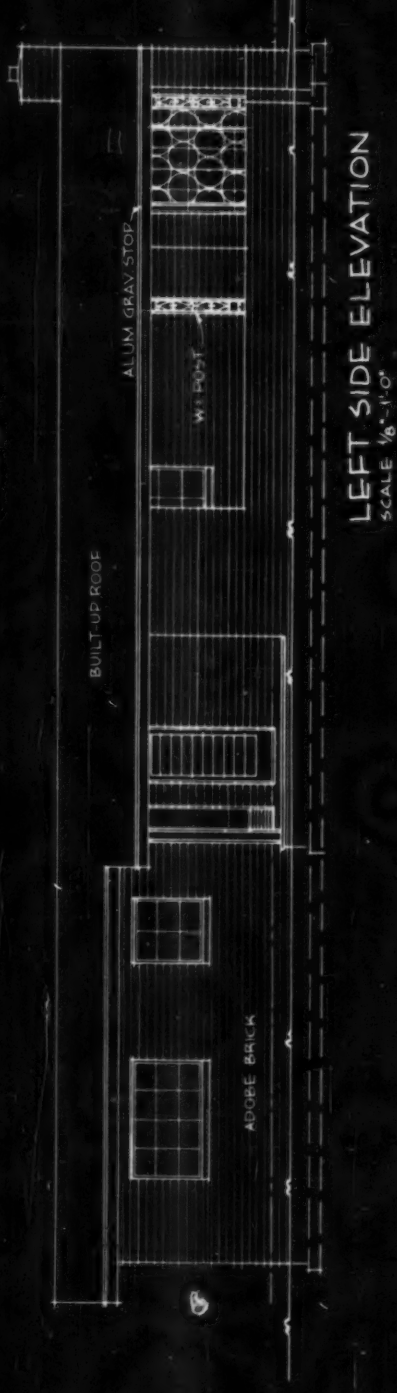
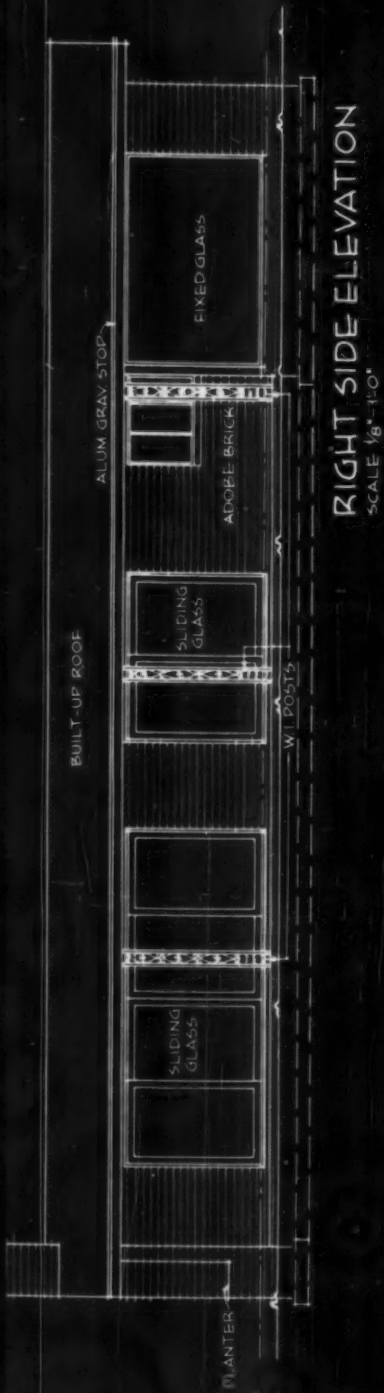
237



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



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





1 **SPACIOUS INTERIOR**, lots of living room characterizes the house. Exterior walls of adobe brick are allowed

free expression inside. Interior finish, when used is mahogany. Electrical fixtures are by Beacon.

ARIZONA ADOBE continued

Here are 5 lessons in space planning . . .

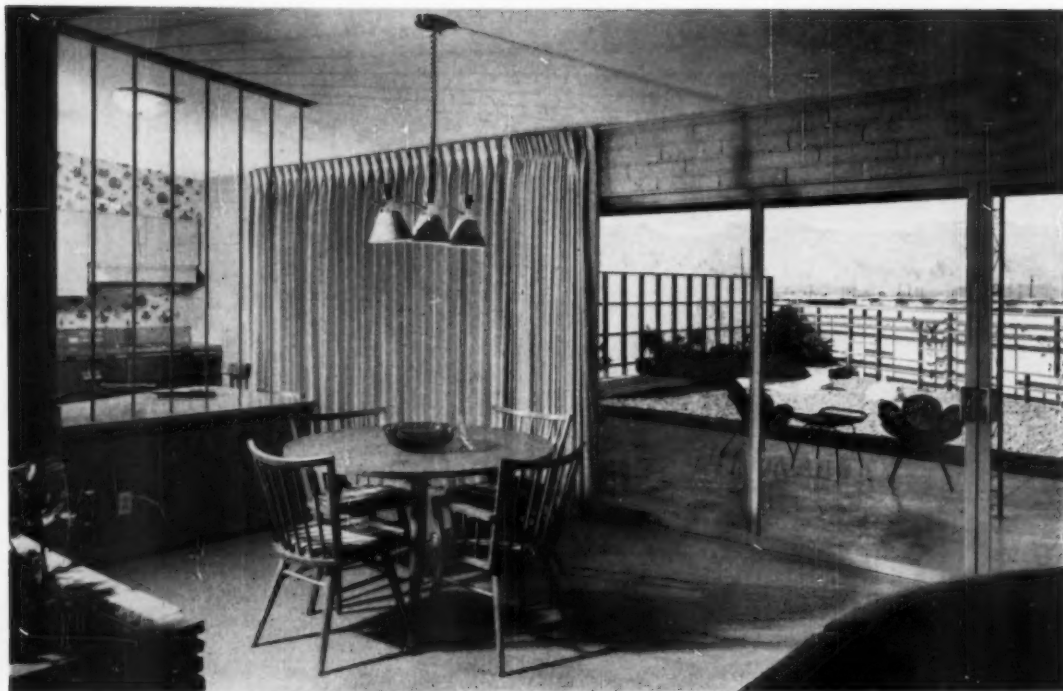
How to get the feeling of space in a basically rectangular plan? How can you make a house fit anywhere? E. J. (Ed) Manley's Tucson house does both. It fits a large or a narrow lot, gets a feeling of space in 5 basic ways—each of them outlined for you on this and the succeeding page.

Although this compact adobe is placed on a 115x150-foot lot, it would easily fit on a 50-foot lot if the carport were placed toward the front of the house. Though it is built of adobe brick, other materials would serve as well. The rectangular plan makes it a practical house anywhere in the U.S. The open planning, the large areas of glass, the open carport, the covered terrace give the house a feeling of space—1,750 sq. ft. of living area; 2,550 sq. ft. under roof.

Manley presented his "Casa Modelo de Manley" at the Tucson Parade of Homes early this year. The house, on a 1/2-acre lot sold for \$26,200, refrigerated and with a complete G. E. appliance kitchen. Judging from comments made by Parade visitors, it was the most popular house in the Parade. Manley figures he can build similar houses, with some extras left out, for \$19,900 without land.



2 **INTERACTION** of dining area with kitchen helps create feeling of space. Note G.E. unit kitchen center, wall-hung refrigerator. Counter tops are by Formica. Plumbing fixtures are by American-Standard.



3 INDOOR-OUTDOOR space is carefully integrated to help create feeling of space. View shown here is from living-dining area out through covered terrace and to

landscaped yard. Note how well terrace and gardens blend with interior spatial areas. Heating and air-conditioning system is by G. E.

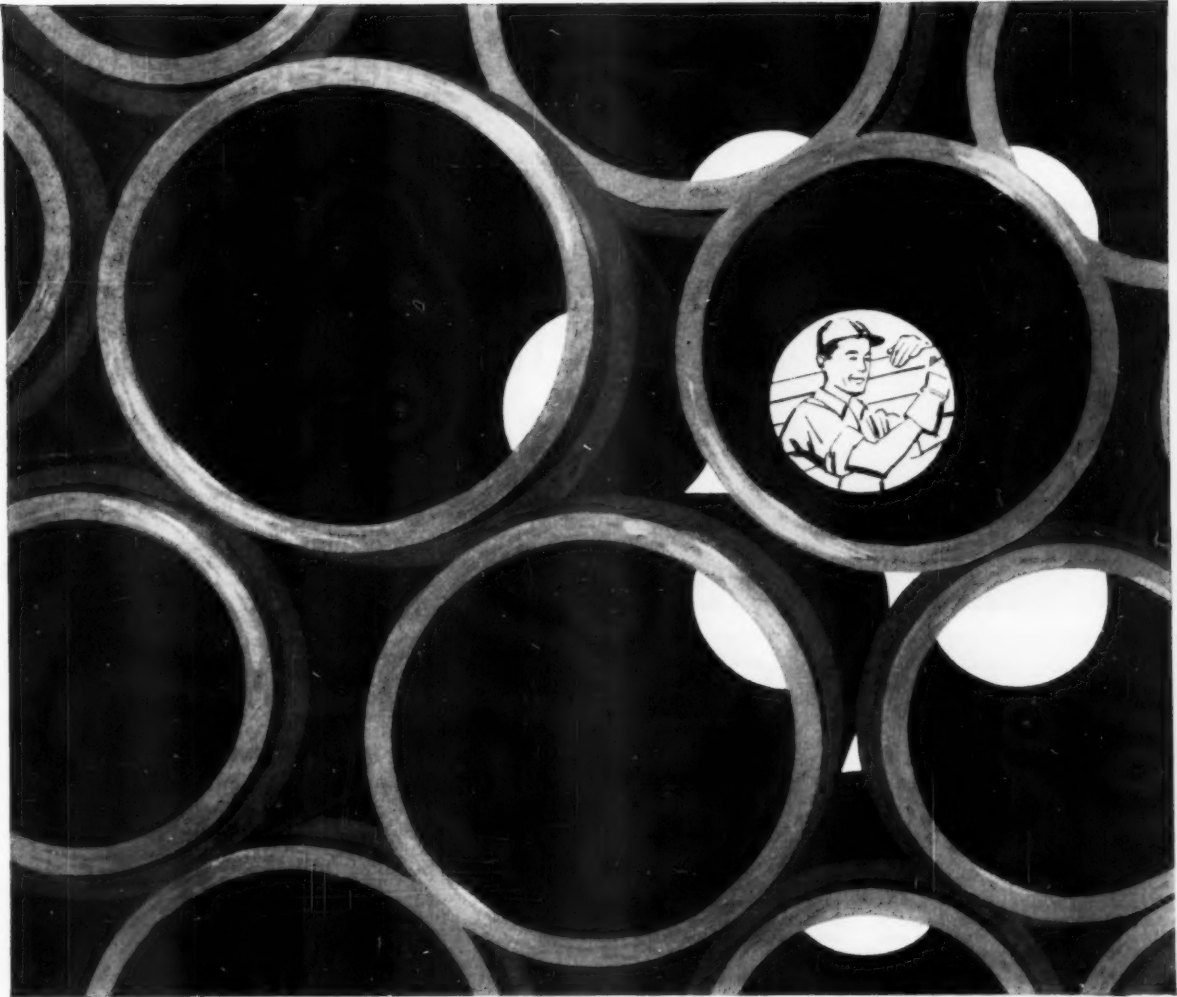


4 SLIDING-GLASS doors make the integration of indoors and out possible, create vistas of space. Windows are by Romanoski. Hardware is by Schlage. Hako tile is used on floors in kitchen and bath. Bath also uses Romona ceramic tile.



5 OUTDOOR AREAS are carefully space planned by landscape architect Joe Folkner. Parade visitors commented favorably on landscaping. The architect for Tucson house was C. L. Hermann. Other products: Nu-Tone fan, Republic hot-water heater.

If you want to see the takeoff
and materials list for this Tucson adobe,
see page 208. —————▶



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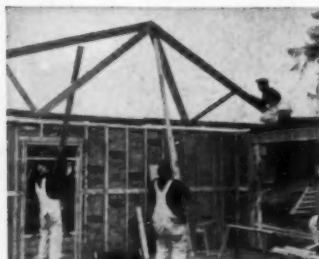
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... says Waugh Dunning, of Baltimore, Md.
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The Payoff Departments

New Products and Catalogs.....page 143 →

Builders' Supermarket for new products and literature on walls and ceilings, kitchens and baths, windows and doors. Reply card, p. 142.

Land-Planning Section..... 174 →

A handy reference file for builders on the bulldozer and the many attachments that make it land planning's most versatile tool.

Technical Guide..... 180 →

What you should know about studless partitions.

How To Do It Better..... 184 →

How to provide better nailing for drywall construction, how to build a handy layout tool for stud spacing. Methods tested by other builders.

Ask The Experts..... 190 →

How to frame the roof around the chimney, how to prevent water leaks between joints of a brick wall, how to make a flagstone patio shine.

Convention Calendar..... 194 →

Check American Builder's listing of association meetings for those you want to attend to learn what your fellow builders are doing.

Keeping Up With The Law..... 197 →

How unions may invalidate arbitration clauses by striking.

Better Detail Plate..... 202 →

How jalousie windows compliment plywood exterior.

The Month Ahead..... 210 →

Things for builders to think about during the month of January.

When modern gals inspect them
will your homes be selling you?

Easy-to-clean Milcor Casing Bead will please them

Who is more important to please in selling a home than the lady? No one — because she's the one who spends most of her hours there. She's the one who has to keep it neat, clean and liveable.

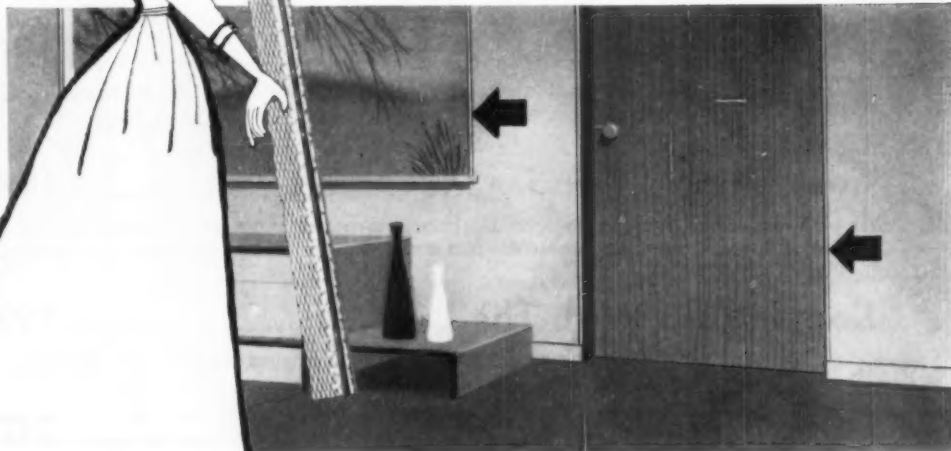
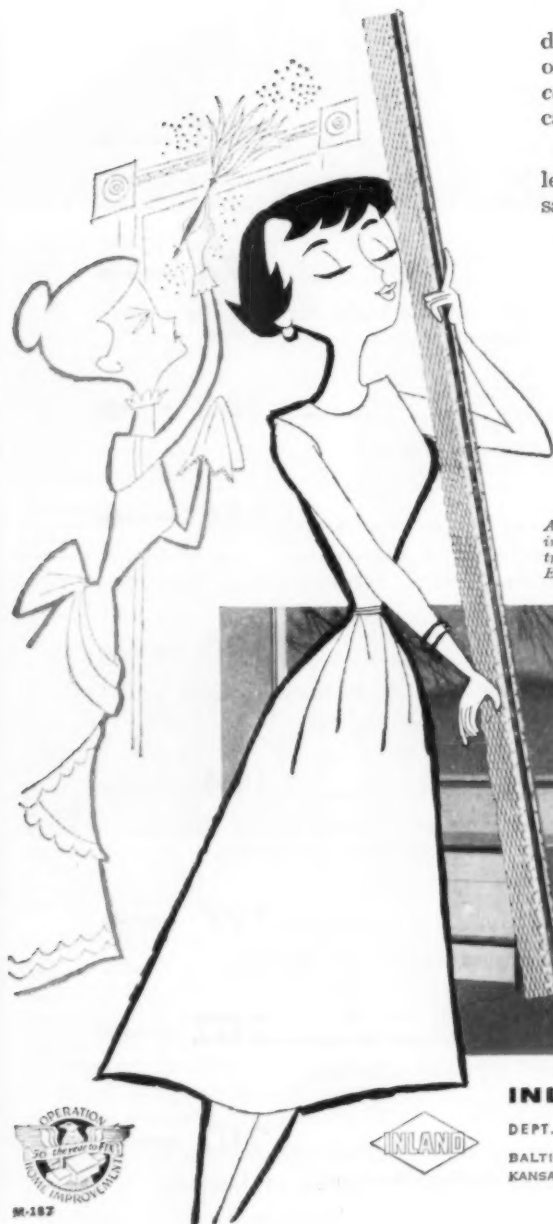
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*A variety of styles is available—
in solid-wing and expansion-wing
types. Shown is Milcor No. 4
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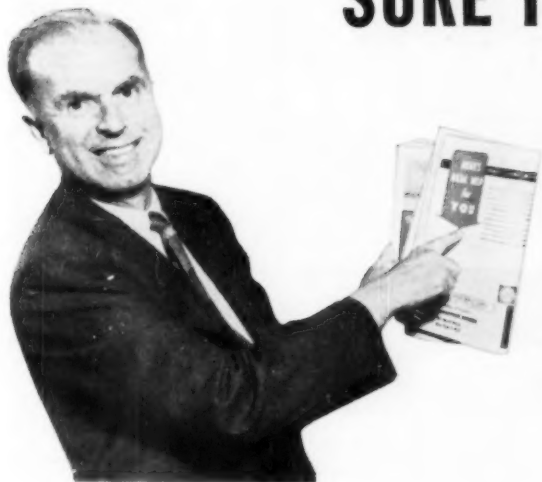
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M-187



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Like we've been telling you...
going to the NAHB Convention is a snap
with **American Builder's**
January Product Show Issue.
It gives you...

The Inside Story. What will the top Convention topics be? Find out before the first gavel falls. Get the complete, inside story. See which meetings, clinics and panels you'll want to attend. Read "What They'll Talk About" ...in the January Issue.

The New 400! What new and improved products will be exhibited at the Convention? The January issue will picture and describe 400 of them. Look at them. Read about them. Check those you want to see...the manufacturer, hotel and booth number will be listed. Get more information on any of them by sending in the handy Reader Service postcard. There's plenty of profit packed in these pages. It'll pay you to pore over them.

A Road Map. How else can you describe it? AB's January issue is a complete guide and checklist. It lists every participating manufacturer...his product, hotel and booth number. Looking for a particular manufacturer? Look here. Note the products to be exhibited...check the hotel and booth number.

A Bonanza for the Builder! Convention news thick and timely. But that isn't all. That's "in addition to" all the regular articles and "what to build," "how to build it" features that are packed into AB's pages. There's everything for the builder in this one. Pounce on it as fast as you can!

January Product Show Issue AMERICAN BUILDER





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PROFIT FEATURES of interchangeability . . . plus consumer acceptance

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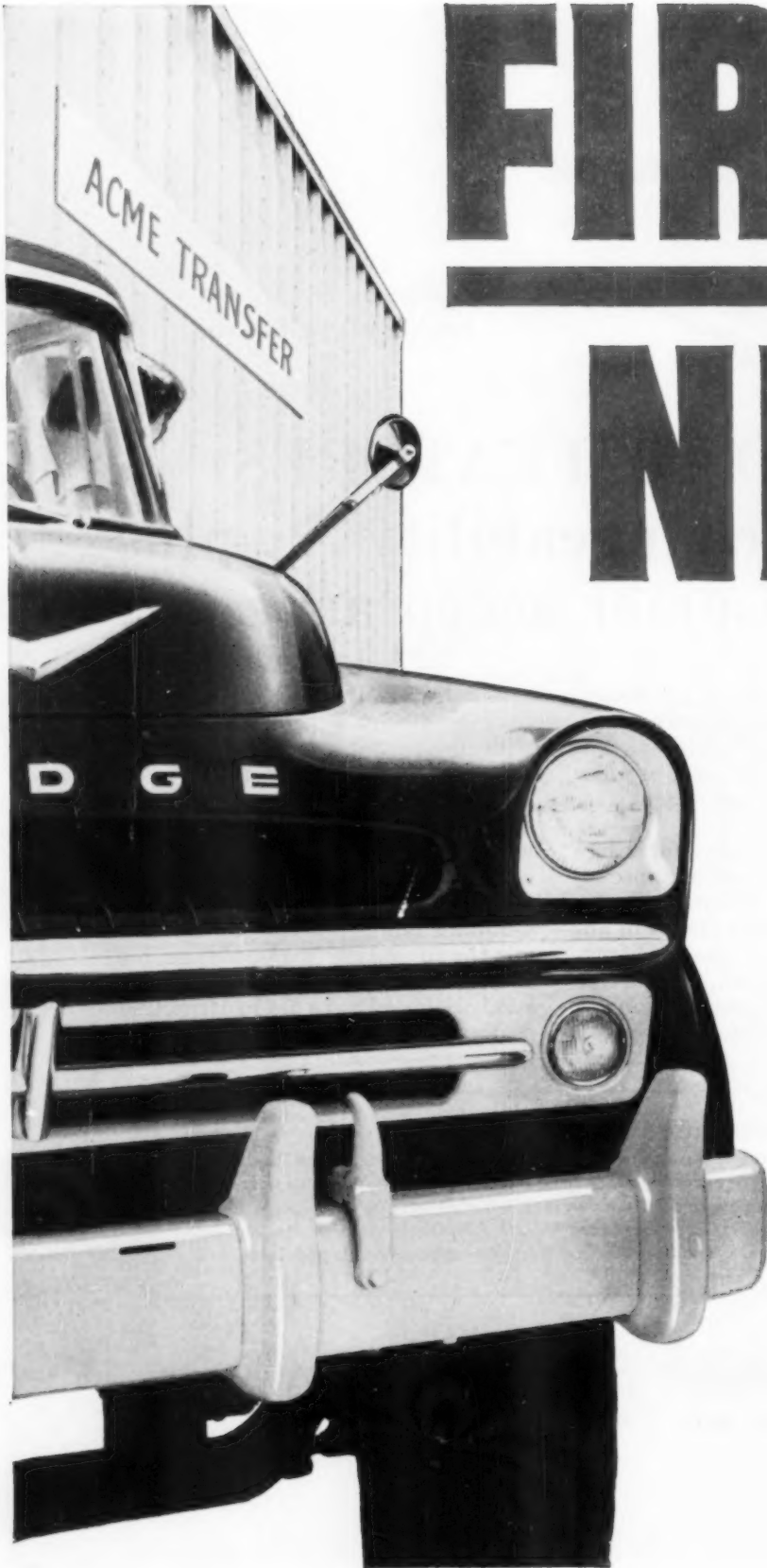
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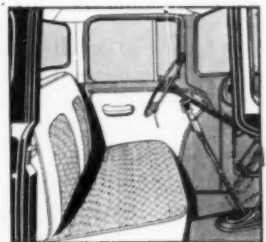
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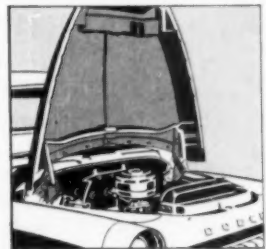
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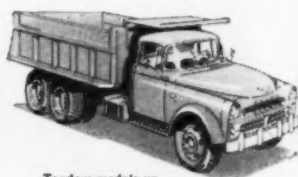
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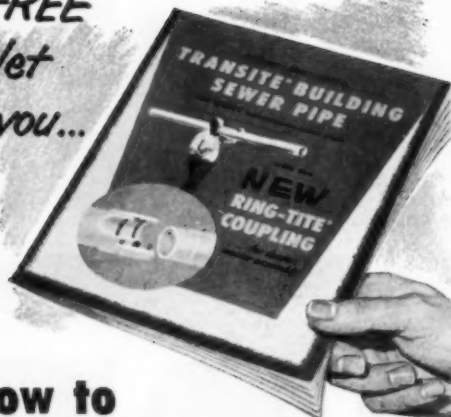


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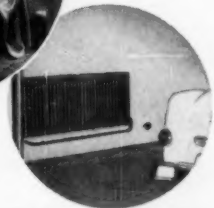


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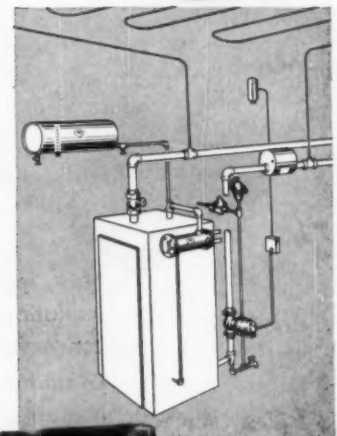


65° in the
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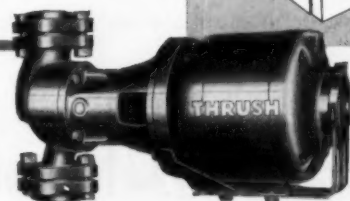
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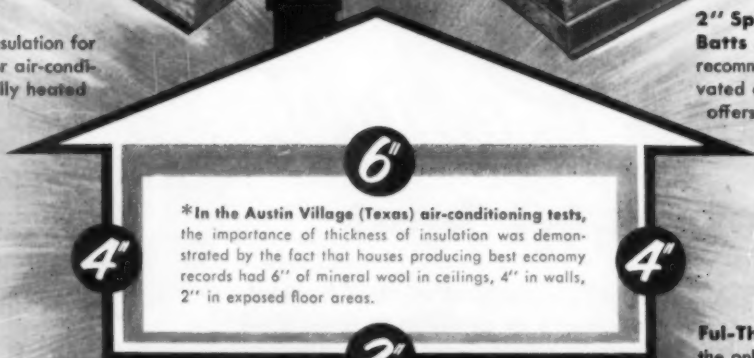
6"

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4"

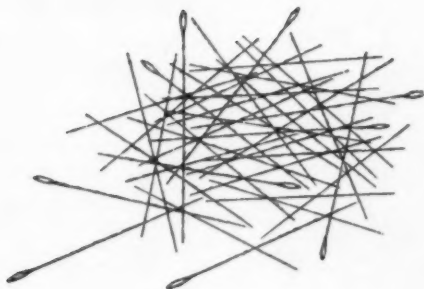
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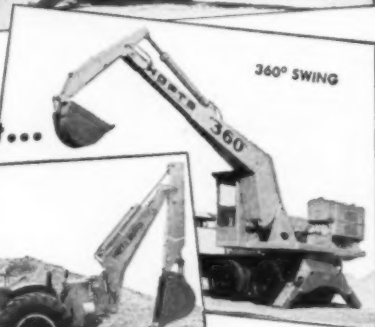


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*F.O.B. Factory

C. L. Berger & Sons, Inc., 47 Williams St., Boston 19.

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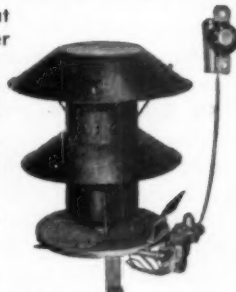
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Help yourself to everything you want in new information and literature about new products shown on the pages ahead. This is one-stop shopping for ideas. Instead of writing a dozen different manufacturers, just circle the numbers on the other side of the card below . . . then drop it in the mail (no stamp needed). **AMERICAN BUILDER** will forward your request to each manufacturer, who will send you complete data free of charge. Get your pencil out and help yourself . . .




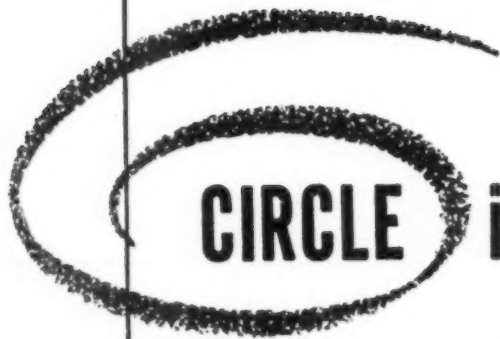
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SERVICE ON THIS CARD EXPIRES IN 90 DAYS — ACT NOW!

. . . your buying guide to wall, ceiling and partition material continues here with 18 more ideas suggested by new products in this field. Complete buying guide starts on p. 113. Reply card on facing page.

BUILT-IN STORAGE WALL of fir plywood is suggested as a practical and attractive way of finishing off basement playroom or family room. Versatility of plywood allows variety of units, fitted together against a concrete end wall here. Other ideas and plans on storage walls and storage dividers available from Douglas Fir Plywood Assn., Attn. Donald Jaenicke, Dept. AB, 1119 A St., Tacoma 2, Wash. (Circle No. 12001 on page 142.)



More on how to individualize a room



DOUBLE-PURPOSE CEILING of Insulite's Durolite Tileboard adds light and space to the room's appearance while also serving as a flame-resistant finish. Tongue and groove joint, in four sizes from 12"x12" up. Insulite Div., Attn. M. Widstrom, Dept. AB, 500 Investors Bldg., Minneapolis 2, Minn. (No. 12002, p. 142.)



MASONRY ACCENTS individualizing this room accomplished with Z-brick, a non-ceramic brick of vermiculite, pigment and cement. Lightweight, it can be applied to walls with special adhesive, can be cut or shaped. Three colors. Vermiculite Mfg. Co., Dept. AB, 2107 N. 34th St., Seattle, Wash. (No. 12003, p. 142.)

OTHER NEW PRODUCTS IN THIS ISSUE

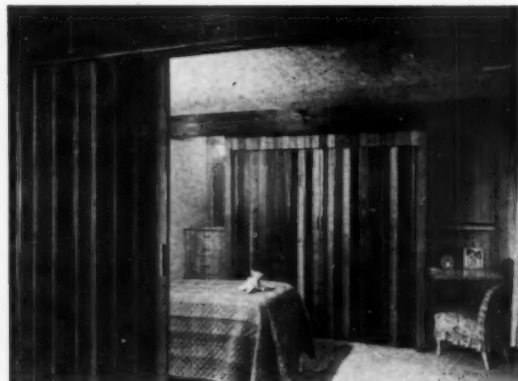
Building Specialties	p. 166)
Kitchens and Baths	p. 150)
Safety Devices	p. 166)
Tools and Equipment	p. 154)
Windows and Doors	p. 160)
Catalogs	p. 167)

**MORE IDEAS AHEAD ON
WALLS AND CEILINGS** ▶

▼ **Partitions and finishes can make a big difference . . . check**



FIRE-RETARDANT PANELING suggested by Resolite for partitions, walls, ceilings, and roofs. Called "Fire-Snuf," the panels are light in weight and shatterproof, made of translucent, fibreglas-reinforced plastic. Approved by Factory Mutual Laboratories as "fire-retardant type" panels, they are particularly recommended for office and industrial construction. More information from Resolite Corp., Attn. B. E. Magette, Dept. AB, Zelienople, Pa. (Circle No. 12004, on reply card, page 142.)

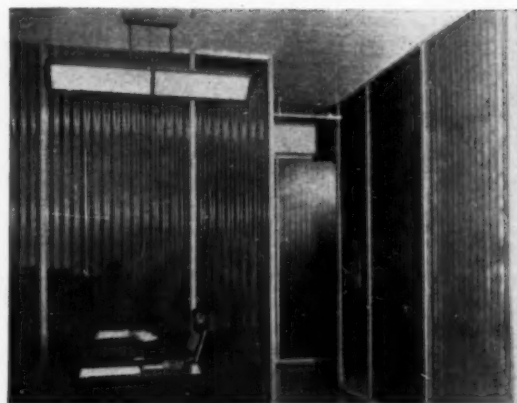


PARTITION WITH DOORS and save space at the same time. These wood panel folding doors called "Space-Saver Dor" can be used to close off an entire area as well as just a door space. In choice of Alaska Cedar, Western Red Cedar and Philippine Mahogany, doors come in giant and regular sizes with 5½" and 3½" panels, respectively. Hung from top of opening, no floor track necessary. Wood Specialty Products Inc., Dept. AB, Arlington, Washington State. (Circle No. 2005 on reply card, page 142.)

▼ **The "right" wall treatment . . . key to individuality in both**



OVER ALMOST ANY WALL SURFACE, plaster, plywood, hardboard, or gypsum wall board that is firm, smooth and dry, Gold Seal Congowall will do a finishing job that looks and stays good. Smooth finish of enamel surface is done with two-level printing technique to give tile impression. Congowall also comes in "Brick" design with depressed mortar lines. Price: \$.49 to \$.55 per lineal ft. Congoleum-Nairn Inc., Attn. W. P. Lauber, Dept. AB, Kearny, N.J. (Circle No. 12008, page 142.)



FLOOR-TO-CEILING WALL PARTITIONS of Alsynite were used to add a bright, modern finish as well as partition off this office building. Floor-to-ceiling sheets are of translucent fiber glass, 12' long by 40" wide. Panels are shatterproof, easily installed, require no painting and a minimum of maintenance. Available in a wide variety of built-in decorator colors. About \$.89 per sq. ft. Alsynite Co. of America, Attn. E. M. Dowling, Dept. AB, 4654 DeSoto St., San Diego 9, Calif. (No. 12009, page 142.)

Reply card, page 142 for more information

here for the latest in new wall products

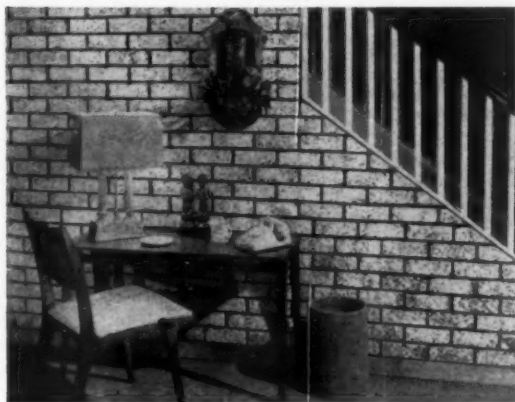


VERTICAL OR HORIZONTAL application can be used with Forest Fiber's "Tee-N-Gee" hardboard wall panels. Panels are 16"x8'x1/4" with tongue and groove for speedy application and smooth surfacing. Surface also permits a variety of decorative finishes, eliminates joint problems or filling of nail holes. Retail price: \$.18 1/2 per sq. ft. From Forest Fiber Products Co., Attn. H. M. Lineweaver, Dept. AB, P.O. Box 68 AB, Forest Grove, Oregon. (Circle No. 12006 on reply card, page 142.)



REVERSIBLE AND FLEXIBLE steel corner tape, "Flex Corner," alloys easy and economical taping on caps, attic angles and other difficult drywall conditions. Packed in 100' continuous rolls, the tape is cut off by the applicator without waste in the dispenser box. Flex corner is applied in same manner as ordinary paper tape. More information from Steel Corner Tape Corp., Attn. John Dooley, Dept. AB, 121-07 133rd St., South Ozone Park, New York. (Circle No. 12007 on reply card, page 142.)

homes and offices . . . how to do it with products

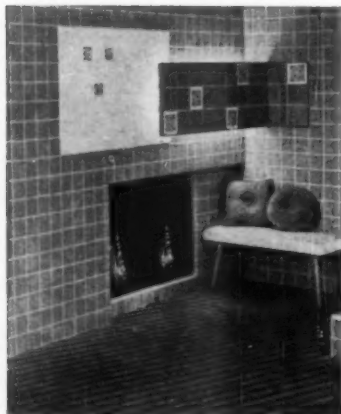


THE BRICK LOOK in a wall covering applied much the same as wallpaper is suggested by Corbrik. A lightweight cork wall covering, it looks and feels like brick, has deep mortar joints, comes pre-finished but can be repainted or scrubbed. Packed in 3'x2' sheets, Corbrik panels are self-aligning and interlocking, can be hung like wallpaper on existing plaster, wood or wall board. Fire-retardant, sound-absorbent. From Corbrik Co., Attn. L. Diamond, Dept. AB, 6 Eucker St., Ridgefield Park, N.J. (No. 12010, p. 142.)

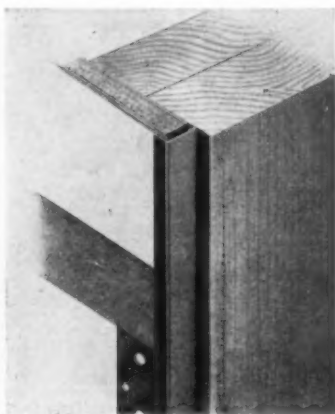


LIGHT COLORED TILE WALLS to contrast with dark tiled vanity surface add individuality and interest to this bathroom done in Royal Tile. Ceramic tile walls also feature embossed horizontal line at about eight ft. made of firm's decorative feature strips. Gloss-tone square tiles come in 20 colors, list at \$.55 to \$.65 per sq. ft. Contour tiles also available: \$.85 to \$.95. From Royal Tile Mfg. Co., Attn. Marion Yater, Dept. AB, Box 7292, Ft. Worth, Tex. (Circle No. 12011 on reply card, page 142.)

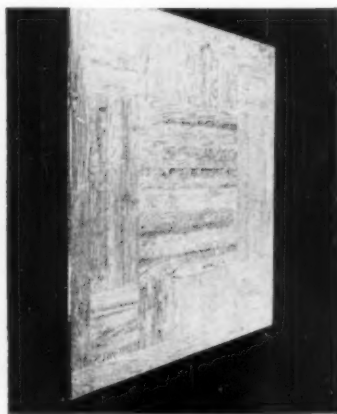
▼ **Six more product ideas you can put on your wall**



TILE-TRIMMED FIREPLACE as well as good portion of kitchen walls is done here by Pomona Tile using its "Jewel" decorative pattern. Ceramic tiles are 6 x 6", come in other design and picture scenes which can be expanded or contracted to fit wall space. From Pomona Tile Mfg. Co., Dept. AB, 629 N. Labrea Ave., Los Angeles 36, Calif. (No. 12012, p. 142.)



ALL-STEEL edge guard for drywall construction by Drywall Trim. New design gives protective finished edge at door jamb or window, used for capping wallboard or for wallboard top in homes with open ceilings. Nose of trim is wider for better grip. Drywall Trim Inc., Dept. AB, 2408 N. Farwell Ave., Milwaukee, Wis. (No. 12013, page 142.)



WALL PANELS called "Shadowwall" for finishing, remodeling walls as well as dividers or partitions. Reversible panels are tongue and grooved for vertical or horizontal installation, come in 1/2" width, 6 or 8' squares. From Shadowood Ltd., Attn. Frank Biggs, Dept. AB, 11823 Sherman Way, N. Hollywood, Calif. (No. 12014 on page 142.)



WOVEN GRASS MAT pattern achieved by this new Koroseal vinyl wall covering. Called "Bali," pattern comes in light-weight backing for wall covering or elastic-backed for upholstery. Available in 14 colors. Price of wall covering: about \$2.70 lineal yd. From B. F. Goodrich Co., Attn. C. J. Mishler, Dept. AB, Marietta, Ohio. (No. 12015, p. 142.)



WOVEN STRAW EFFECT, this time from Bolta's "Tatami" pattern. Vinyl wall covering has small textured squares which give parquet effect. Satin and scratch resistant, it may be cleaned with soap and water. Choice of six colors. General Tire & Rubber Co., Bolta Products Div., Attn. D. Simonds, Dept. AB, Lawrence, Mass. No. 12016 on page 142.)



WOOD GRAIN PATTERN for interior walls, called Masonite Seadrift, has random grooves and butt joints falling at a groove. Panels from 4' x 8' up to 16', of 1/4" tempered Presdwood with an embossed surface. About \$.25 per sq. ft. From Masonite Corp., Attn. E. Hadland, Dept. AB, 11 W. Washington, Chicago 2, Ill. (Circle No. 12017 on page 142.)

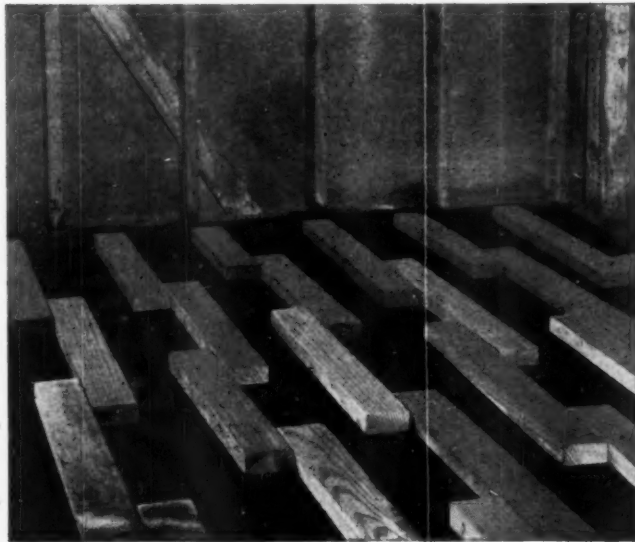
How to install

STRIP OAK FLOORS

over concrete slabs



① Spread mastic over waterproofed slab.

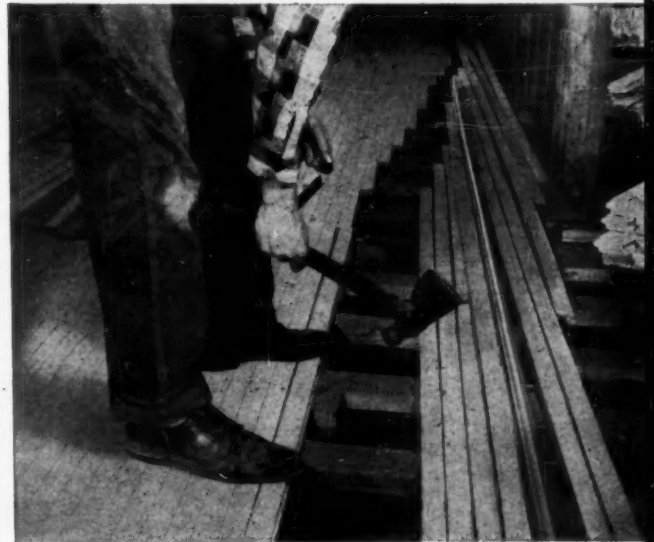


② Lay 2x4 screeds in staggered pattern.

Why take chances on flooring materials prospective home buyers may not like? Now you can have the sure sales appeal of Oak Floors in your slab-on-ground houses . . . and save time and construction costs.

The proven-effective "screeds-in-mastic" method of providing a sound nailing surface for Strip Oak Floors over concrete is used by builders throughout the country. It's as simple as the 1-2-3 steps shown here, and is fully approved by lending agencies.

Oak Floors give slab homes more warmth and comfort, plus exceptional beauty and durability. The "screeds-in-mastic" installation method makes them economically practical for even lowest-cost homes. Start using this system now. Mail the coupon below for your free copy of simple step-by-step instructions.



③ Nail Oak Flooring strips to screeds.



NATIONAL OAK FLOORING
MANUFACTURERS' ASSOCIATION
Sterick Building, Memphis 3, Tennessee

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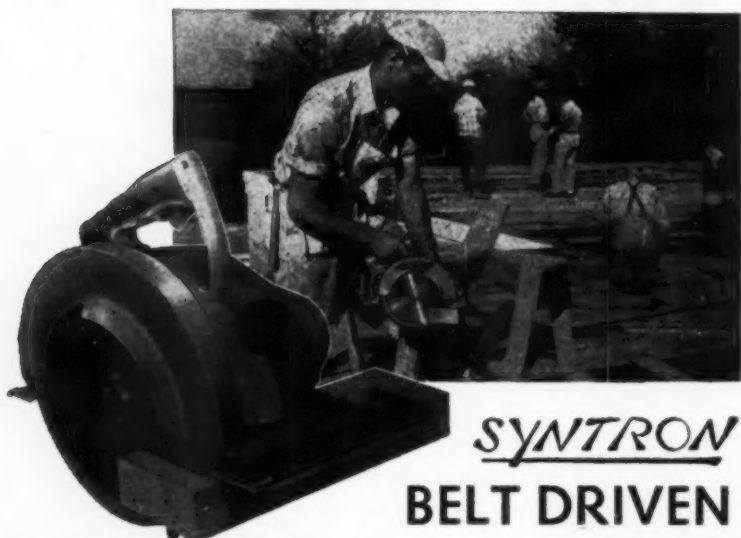
National Oak Flooring Manufacturers' Association
863 Sterick Building, Memphis 3, Tennessee

Please send a free copy of "How to Install Hardwood Strip Floors over Concrete Slabs."

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Syntron Electric Saws are belt driven—no gears for costly repair and replacement. This means cross-cutting or ripping hard or soft wood at top speed without bucking or pulling. For profitable production cutting of wood, concrete, brick, stone, plaster board, plastic, etc., use Syntron power saws.

Two models with 8½" and 10" blades—up to 2-13/16 and 3¼" cuts.

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Automatic, self-rotating Hammer Drills that cut through concrete ten times faster than by hand. Electro-magnetic operation—practically no maintenance. Electric Hammers for low cost cutting, stripping, pointing, scaling, etc.

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Electromagnetic models that clamp directly to sides of wall forms for high speed settling on form jobs. Gasoline or electric models for mass vibration.



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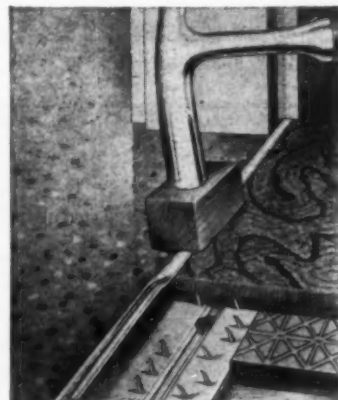
New products

FLOORS AND WALLS

Decorative wall covering of rubber has many uses

RCA Rubber has introduced a new decorative wall covering recommended for reduced maintenance and long service. Called "Embossed Wall Flex," material has hard surface but is flexible enough to fit most contours. Non-porous to prevent dirt accumulation, the covering is a combination of Plioflex runner and Pliolite S-6B rubber reinforcing resin, both made by Goodyear. Wall Flex comes in wide range of colors and patterns including turquoise, coral, sand, green and gray. May be applied in tile or sheet form. More information from RCA Rubber Co., Attn. Dan E. Reiss, Dept. AB, Akron, Ohio.

Circle No. 12018 on reply card, p. 142



Time-saving bar combines carpet tack-strip, binder

"Griptac" is the name of a new tackless carpet gripper and binder bar which anchors, binds, protects and finishes carpet edges wherever exposed to traffic. For use on either flush or offset surfaces, the Griptac bar is nailed or fastened to floor, the carpet stretched and hooked onto it, then cut and the tap-down face of the molding turned over to finish the job. Three sizes: ¾" tap-down face with 1½" flange; ¾" face with 1½" flange; 1¼" face with 2¼" flange. In three- and ten-foot lengths. B & T Metals Co., Attn. R. S. Inboden, Dept. AB, Columbus, Ohio.

Circle No. 12019 on reply card, p. 142

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is fine staining material

WESTERN RED CEDAR



John T. Holmstrom, President of the Skandia Coal and Lumber Co., Rockford, Illinois. A lumber retailer for 43 years, Mr. Holmstrom has served as an Executive Committee member and is now a director of the National Retail Lumber Dealers Assn.

**"Men who really know siding
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"Those who sell quality siding year after year select Western Red Cedar Beveled Siding when they build their own homes. I don't think any endorsement could be stronger than this: Splendid appearance through the years... with easy maintenance. No wonder it's the finest siding on the market!"

When you use Western Red Cedar Siding you build quality into your homes. All the "grown-in" qualities make real sense... *enduring* sense... to home buyers!

Western Red Cedar Beveled Siding provides a graceful pattern, natural beauty. It's split-resistant and workable... has dimensional stability and resistance to decay. Free of pitch, it takes and holds paints or stains better.

To help you sell, write us for Technical and Sales Literature, motion picture and instructional slide film.

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Installs and levels quickly!

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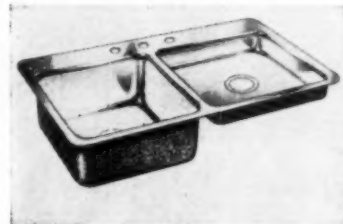
KITCHENS, BATHS



Straight-line refrigerator-freezer for built-in look

Straight lines, flat panels and sharp corners of new 1956 G.E. refrigerator-freezer combinations permit the "built-in look" without necessity of much remodeling or additional carpentry. Forced-draft condenser eliminates coils at back of unit. Recessed door hinges do away with need for clearance on the sides. Model fits tightly against rear wall and adjoining cabinets. Freezer in lower, sliding drawer compartment. General Electric, Consumer Inquiries, Dept. AB, Building 2, Appliance Park, Louisville 1, Ky.

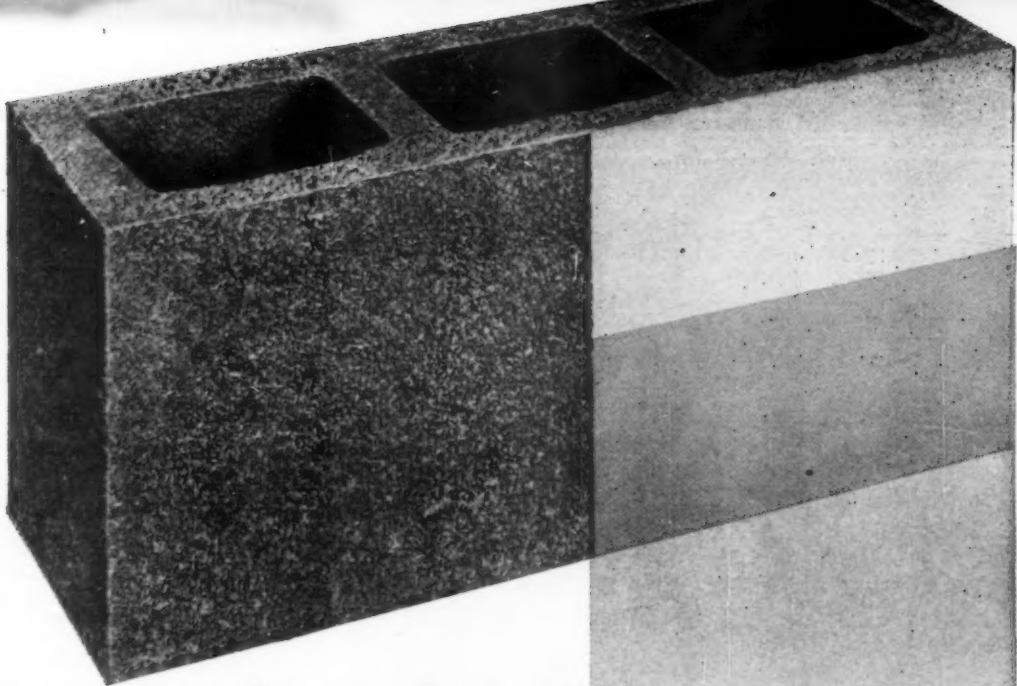
Circle No. 12020 on reply card, p. 142



Shallow bowl featured in new line of sinks

Carlton Sink's new "Vegi-Prep" design for the modern home features a shallow bowl as a handy preparation unit for paring and rinsing fruit and vegetables. Bowl moves sink working surface to within 3½" of the counter top. "Vegi-Prep" model comes in three sizes: 32" listing at \$60; 37" at \$67; and a 42" size listing at \$70. All less faucets and other fittings. Information from Sink Div., Carrollton Mfg. Co., Attn. E. C. Ziegenfus, Dept. AB, Carrollton, Ohio.

Circle No. 12021 on reply card, p. 142



Why are more homes being built with concrete block?



Because block is versatile, economical, attractive

Builders prefer block made with Atlas Duraplastic* Air-Entraining Portland Cement, because it helps them get a better job. The uniform dimensions, clean true edges, generally improved appearance of such block naturally make better-looking masonry. In addition, Duraplastic-made block is more weather-resistant. For better results on your next job, use versatile and economical block—made with Duraplastic cement.

Cement paints further increase resistance to water penetration, and make block masonry an asset for architectural use. Builders get attractive effects by using natural-block

textures and by painting block with white or colored cement paints.

UNIVERSAL ATLAS CEMENT COMPANY

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*"DURAPLASTIC" is the registered trade-mark of the Air-Entraining Portland Cement manufactured by Universal Atlas Cement Company.

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DECEMBER 1956

151

Protective Coatings



Baltimore, Maryland—Mr. Robert L. Henry, Manager of the Masonry Paint Division of the Medusa Portland Cement Company.

Says Mr. Henry—"In my twenty years of experience in the construction, building material and protective coatings business, I have yet to see two products so naturally and beautifully suited to each other as concrete block, and this heavy duty cement paint." Mr. Henry is convinced that sound building practice demands the coating of all concrete block surfaces with protective "Ruf-Seal" to seal out water for the life of the block.

According to Mr. Henry, the successful formula for protective coatings is:

Concrete Block

+ Ruf-Seal

≡ Watertight Security



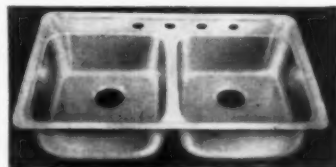
For complete specifications on Ruf-Seal, write to

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KITCHENS, BATHS



Stainless steel sinks ready for building-in

Ready for installation in plastic and ceramic tile counter tops in built-in kitchens are Aeronca's new stainless steel sinks. Available in all popular sizes, sinks incorporate many new design refinements including such features as recessed ledge and rim to facilitate cleaning and provide sanitary joint between sink and sink rim. Permacel-12 tape, a sound insulation proved successful in commercial aircraft, is used as sound dampener in sinks to reduce working clatter. Also large corners, straight sidewalls, off-center drain holes. From Metal Products Div., Aeronca Mfg. Corp., Attn. Mr. Maron, Dept. AB, Middletown, Ohio.

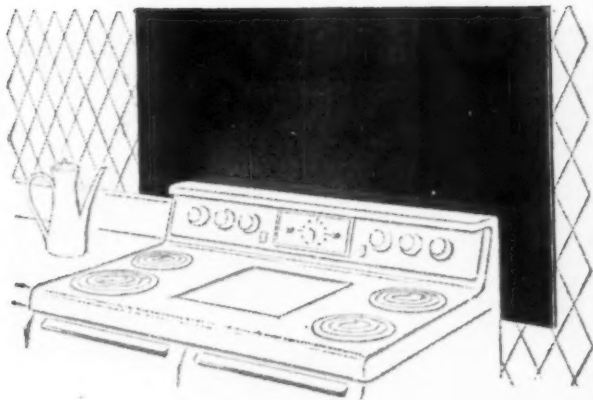
Circle No. 12022 on reply card, p. 142



Fruitwood finish for new kitchen cabinets

Brammer is now marketing its "Living Kitchen" cabinets in a new natural fruitwood finish. Described as a combination of warmth and wear-resistance obtainable from hard maple, the cabinets are said to blend equally well into the new or remodeled kitchen. Inside surfaces of cabinet doors also lined in fruitwood finish for protection as well as appearance. Finish is available in firm's entire line of kitchen cabinets. More information from Brammer Mfg. Co., Dept. AB, Davenport, Iowa.

Circle No. 12023 on reply card, p. 142



Give your kitchens extra Sales Appeal
with stove splash panels of
Carrara® Structural Glass

The gleaming, impervious beauty of Carrara Structural Glass makes its use especially suitable here. Carrara is completely unaffected by grease or food acids; it can't absorb odors and it wipes clean easily. You'll find that many homemakers appreciate the wall protection of a Carrara Stove Panel.



PITTSBURGH PLATE GLASS COMPANY

a MUST...
in every modern HOME!



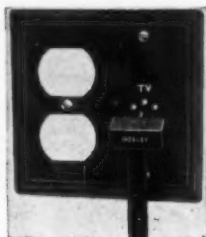
the **MOSLEY**
Television Lead-in
Wall Plate Socket!

Now—more than ever, MOSLEY AC/TV Wall Plate Sockets are a true necessity in today's modern home building!

Complete mobility of TV set assures the buyer of versatile arrangement of furnishings in the new home!

MOSLEY Wall Plate Sockets permit plug-in connection of TV set to antenna in several locations throughout the home. Any room can become a TV room...

Decor styling and low cost assure you sales appeal that will turn a prospect into a buyer!



Type AC-1PK.
List Price \$1.87

Single TV socket for one antenna lead-in & matching plate for double convenience outlet. Complete with TV plug. In brown or ivory. Other types available.

- Low Cost! • Easily installed to meet electrical codes!
- Decor styling to harmonize with existing wall plates!
- TV engineered for efficient performance!

MOSLEY TV Wiring accessories are available coast-to-coast. Write for name of your nearest supplier.



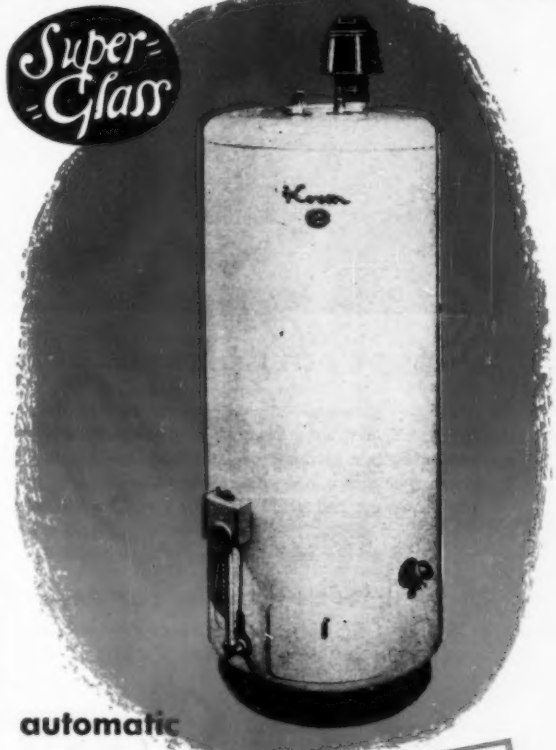
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Mo.

Mosley Electronics, Inc.

8822 ST. CHARLES ROCK ROAD, ST. LOUIS 14, MISSOURI

MAKE MORE SALES FASTER—
PROFITABLY with SUPER GLASS

Super-Glass



automatic

GAS

or

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water heaters by

Kover

Nothing makes profits so fast as a product with built-in sales appeal.

Qualities like these—

abundant, clean, rust-free hot water • long-lasting safety—dependability • a white easy-to-clean baked-on enamel jacket • low operating costs—

are qualities that sell SUPER GLASS, make it known to builders and dealers everywhere, tell customers what water heating efficiency really is, help you make bigger sales—faster—more profitably.

POSITIVELY CANNOT
CHIP, CRUMBLE,
OR CRACK
HIGH PRESSURE
RESISTANCE
NO EXPOSED
STEEL
100% automatic
safety
Long-life 355 lb.
test tank
Precision
engineering

AVAILABLE IN A VARIETY OF SIZES AND MODELS
nationally advertised

L. O. Kover & BRO., INC.
154 Ogden Ave., Jersey City 7, N. J.
PLANTS: JERSEY CITY, N. J. • DOVER, N. J. • TRENTON, N. J.



Jaeger pays a bonus of 12 to 15 yards

With the automatic shaker hopper on the Jaeger 3½S Auto-Loader you can load and measure while you mix, then power-shake the new batch into the drum *quick as a flash*. It means 12 to 15 more yds. per day — the fastest mixer of its size. The huskiest, too, with machined steel drum tracks on ball bearing car-wheel rollers. Send for Catalog SM-2.



3½S Auto-Loader
Also — 6S, 11S and
16S Power Loaders

THE JAEGER MACHINE COMPANY 521 Dublin Avenue
Columbus 16, Ohio

Sales, Rentals, Service in over 150 Cities of United States and Canada

PUMPS • COMPRESSORS • HOIST TOWERS • LOADERS

*With 2x4s and
THESE BRACKETS
you can make a
SAWHORSE in a
Jiffy*

There are scores of uses for a sawhorse... now it is easy to have one whenever you need it

Set up and knocked down instantly without nails, screws or bolts. Easy to move from job to job, and takes little storage space when not in use.

Jiffy Sawhorse Brackets are ALL-WELDED... stronger than any 2x4s you can use for crossbar and legs.

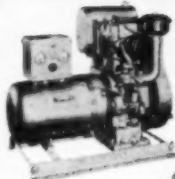
Ask your hardware or building supply dealer for Jiffy Sawhorse Brackets. If he cannot supply you, write us direct.

**GRAND HAVEN
STAMPED PRODUCTS CO.**
Grand Haven, Mich.

PIONEER GEN-E-MOTOR

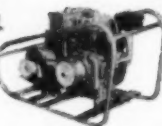
PORTABLE POWER

When and Where You Need It!



MODEL WA 30
for continuous
duty, 3800 Watts

MODEL SS 3990
for easy portability,
2400 Watts



● Have reliable electric power available at any location. Pioneer Generators can furnish power and lights to keep construction crews on the job. Hi-wattage, lightweight models can be hand carried... heavy duty slow-speed skid mounted plants for continuous operation. Over 40 models from 500 Watt to 12 KW continuous duty units.

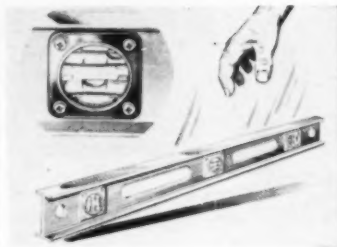


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PIONEER GEN-E-MOTOR CORP.
5852 West Dickens Ave., Chicago 39, Ill.

Generators • Electric Generating Plants
Power Lawn Mowers • Electric Portable Power Tools

American Builder New products

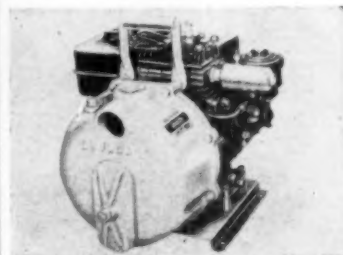
TOOLS & EQUIPMENT



New levels have magnified crystal vision

Empire's new Magnified Crystal Vision Levels have stereoptic magnifying lenses, mounted to avoid interference of shadows or reflections for accurate readings. Mounts are also shock-absorbing, with vials exposed end to end for easier reading. Available in aluminum or magnesium: 24" for \$8.00; 28" for \$9.00; 48" for \$14.50. A 78" level, in magnesium only at \$24. From Empire Level Mfg. Co., Attn. D. E. Wright, Dept. AB, 10930 W. Potter Rd., Milwaukee 13, Wisc.

Circle No. 12024 on reply card, p. 142



Portable utility pump is easy to carry

A centrifugal utility pump which can be carried from place to place as easily as a suitcase is announced by Goulds Pumps, Inc. This powerful unit, capable of handling up to 85 gallons per minute, is suitable for use in industrial, agricultural and construction fields. Features exclusive patented self-priming action which will save time and labor. Ideal for pumping manholes, irrigating farm lands, and pumping excavations. Pump is all iron. List price \$145. More information from Goulds Pumps, Inc., Attn. G. W. Cramer, Dept. AB, Seneca Falls, N.Y.

Circle No. 12025 on reply card, p. 142

RIGID

... from top to bottom,
side to side. No welds.

ROLL FORMED

... before steel is
perforated. Openings
placed exactly.

LEGS

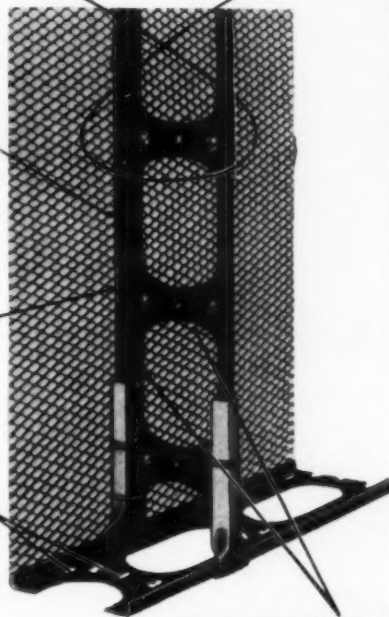
... are of equal
height. Uniform
throughout.

STRAIGHT

... from end to
end. No waves or
ridges.

NAIL HOLES

... plentiful,
staggered and
elongated for
ample nailing.



PERFORATIONS

... each stud indexed to align
openings vertically.

New One Piece Roll Formed Stud —Easy to Erect!

● Bostwick brings you Chan-L-Form . . . a new steel stud. Perforations are made after channel is formed. Openings are in line permitting easy placement of pipe or conduit. Rigid! Needs little or no preliminary bracing. Saves valuable man hours. Use Chan-L-Form! Sizes—2", 2½", 3¼", 4" and 6". Don't wait!

See your dealer today!

For the latest charts and specifications, send for your new Chan-L-Form Catalog NOW!

Bostwick®

THE BOSTWICK STEEL LATH COMPANY
103 HEATON AVE. NILES, OHIO



From the **OUTSIDE**

- ✔ Pitch won't bleed through because it's Arkansas Soft Pine siding which is resin free.
- ✔ Uniform soft texture nails without splitting, takes primer evenly. Finish coat penetrates the wood fiber and *holds*.
- ✔ Result—a *tailored* paint job protected against bleeding, checking, fading . . . lasting qualities that *can take it in any weather*.



to the **INSIDE**

- ✔ Where your prospect is sure to enthuse over the matchless beauty of Crossett pine paneling.
- ✔ Paneling that promotes your sales with the appealing decorative figure of satin-like Arkansas Soft Pine grown in Crossett's own forests.
- ✔ Trim, mouldings and built-ins, too, of this same aristocratic wood to harmonize your complete woodwork installation.

CROSSETT LUMBER sells 'em every time

And available today from your lumber dealer, certified to Crossett standards by registered trade and grade marks.

Crossett

LUMBER COMPANY



A Division of The Crossett Company
CROSSETT, ARKANSAS

How to Use Scaffold Brackets



TO INSTALL window framing and siding on this home in Shaker Heights, Ohio, William F. Monroe, builder, uses safe, easy to install "Trouble Saver" Scaffold Brackets. These brackets are usually set in rows at levels of about 6 ft. Bearing on the house at three different points, each "Trouble Saver" Bracket provides maximum stability, permitting men to work faster in greater safety. Although made of strong rail steel, they are easily handled and can be installed in far less time than it takes to build a makeshift wooden scaffold. "Trouble Saver" Scaffold Brackets are available in 3 and 3½ ft. lengths for nail, studding or bolt attachment. Any one type can be converted to any other with "Trouble Saver" Bracket Attachments. THE STEEL SCAFFOLDING COMPANY, 856 HUMBOLDT ST., BROOKLYN 22, NEW YORK, TELEPHONE: EVERGREEN 3-5510. Dept. AB

Only **LUFKIN**
CHROME CLAD LEADER
Steel Tapes
OFFER
ALL THESE
ADVANTAGES

LONG WEARING
CHROME CLAD LINE
ATTRACTIVE VINYL
COVERED STEEL CASE
EASY-TO-READ
JET BLACK MARKINGS

'ONE MAN' MEASUREMENTS
Unassisted measurements are easy with folding hook ring. Sturdy steel hook with two anchor prongs secures grip under tension — releases when tension stops. Folds flat.

REPLACEABLE LINE
Unique tang fits through slots to secure line. New line is easily installed without tools.

BUY **LUFKIN** TAPES • RULES • PRECISION TOOLS
FROM YOUR HARDWARE, LUMBER OR TOOL DEALER
THE LUFKIN RULE CO., Saginaw, Mich. • New York City • Barrie Ontario

409



Here's a moderately priced steel tape you can be proud to own! Lufkin "Leader" Steel Tapes are built stronger to last longer. Multiple platings add strength, resist corrosion and rust. In 25, 50, 66, 75 and 100 foot lengths, with or without hook ring.

BETTER MEASURE WITH **LUFKIN**

American Builder New products

TOOLS & EQUIPMENT



Belt and disc sander for horizontal, vertical use

Power tools from Duro in its new Cabinet Model line include a heavy duty belt and disc sander for either horizontal or vertical use. Sealed ball-bearings provide smooth operation of both belt and disc. For use on wood, metal and plastics, sander is of heavy cast construction with ribbing to give rigidity. Pre-loaded belt tensioner allows fast changing of belts. Price: \$259.50, including base, motor, etc. From Duro Metal Products Co., Attn. C. E. Brady, Dept. AB, 2651 North Kildare Ave., Chicago 39, Ill.

Circle No. 12026 on reply card, p. 142



All weather protection on cab-mounted Back-Hoe

Cab protection for the operator of the Davis Model 185 Back-Hoe is now available at Davis Products. Cab has a lighthouse-type window made of rugged, non-breakable and shatter-proof clear plastic which gives the operator full vision at all angles. Side curtains and doors are easily removed for warm weather use. This cab of flat steel, and covered with heavy duck canvas, is easily installed. The Back-Hoe operates to either side or to the rear of the tractor. Mid-Western Industries, Inc., Dept. AB, Wichita, Kansas.

Circle No. 12027 on reply card, p. 142



THIS IS CHASE[®] COP-O-TOP



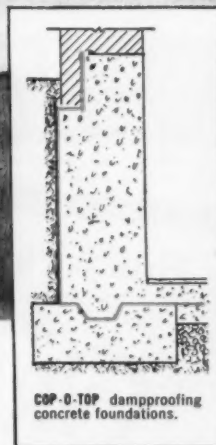
**Combines low cost with high quality for
concealed flashing, water and dampproofing!**

More flexible than you thought any flashing material could be, Chase COP-O-TOP is actually one layer of corrosion-resistant copper sheet bonded to one, two or three layers of asphalt-impregnated building paper. COP-O-TOP can be easily folded and formed *by hand*—fits snugly around corners, nooks and odd shapes. It adheres *tightly* around nails, eliminating seepage through holes. And COP-O-TOP is *tough*—handle it freely without fear of tearing, kinking or cracking!

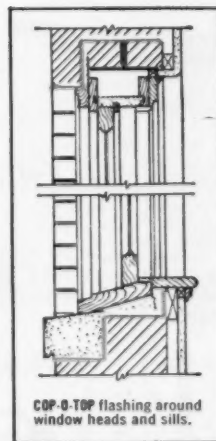
Order Chase COP-O-TOP in 120 foot rolls, 10 to 60 inches wide from the Chase warehouse near you!

WHERE TO USE CHASE COP-O-TOP

Waterproofing spandrel beams • Flashing concrete foundations • Sheathing floors, roofs, attics • Concealed flashing around windows, doors • Protection against termites • Wherever low cost and the protection of copper are indicated.



COP-O-TOP dampproofing concrete foundations.



COP-O-TOP flashing around window heads and sills.

Chase

BRASS & COPPER CO.

WATERBURY 20, CONNECTICUT

SUBSIDIARY OF KENNECOTT COPPER CORPORATION

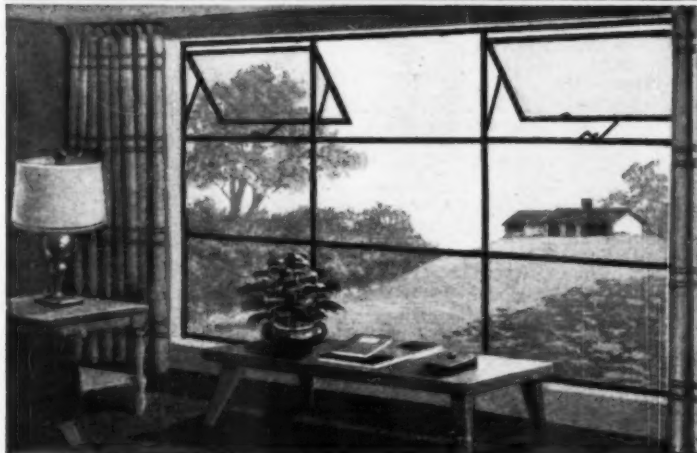
The Nation's Headquarters for Brass, Copper and Stainless Steel

Atlanta Baltimore Boston Charlotte Chicago Cincinnati Cleveland Dallas Denver Detroit Grand Rapids Houston Indianapolis Kansas City, Mo. Los Angeles Milwaukee Minneapolis Newark New Orleans New York Philadelphia Pittsburgh Providence Rochester St. Louis San Francisco Seattle Waterbury

HOPE'S Since 1818

ROTO TYPE RANCH WINDOWS

STEEL WINDOWS HAVE THE STRENGTH AND RIGIDITY THAT NO OTHER WINDOW CAN MATCH



Hope's Roto Ranch Window shown above costs less than \$50.00 with worthwhile quantity discounts.

NEW! Hope's Roto Type Ranch Windows offer these exclusive advantages:

- ✓ Underscreen roto operators open and close ventilators easily, quickly.
- ✓ Flat type screens, with bronze wire mesh, need never be touched.
- ✓ New, wider muntins are in pleasing proportion to panes — provide unequalled strength and rigidity.
- ✓ May be glazed with standard units of "Thermopane" and "Twindow", eliminating storm sash, or with single panes of sheet or plate glass.
- ✓ Ventilators project outward at bottom; awning effect permits ventilation even in rainy weather.

Write for Bulletin 145-AB for Full Information.

HOPE'S WINDOWS, INC., Jamestown, N. Y.

THE FINEST BUILDINGS THROUGHOUT THE WORLD ARE FITTED WITH HOPE'S WINDOWS



The builder's favorite — specially priced full-mortise butts in typical Griffin quality! Full size pins, full size knuckles, no burr joints, electroplated dull brass or bonded prime coat. Swaged to standard specs.



Also in Round Corners

Send for Bulletin

Builder's Special
Cat. #540

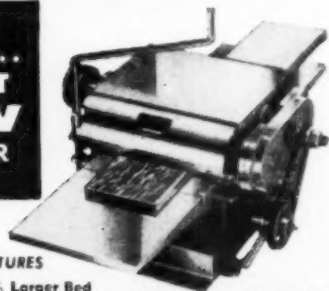
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"since 1899"

MANUFACTURING CO. ERIE, PA.

SAVE TIME...
SAVE MONEY...
with **LOW COST**
BELSAW
12 1/4 x 6" PLANER

POWER FEEDS AT
14 to 34 FT. PER MIN.



Exclusive MONEY MAKING FEATURES

- 50% Faster Feed Rate • 100% Larger Bed
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- Compare Belsaw with any 12-inch planer on the market... Belsaw gives you more essential features, yet costs you \$50 to \$125 less.

Send Today for FREE literature on the BELSAW high speed planer.

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LION UNIVERSAL TRIMMER

Accurate, razor-like cut any way of grain. Quick adjustments to 45 degrees or 90 degrees. Miters, bevels, squares, chamfers—hundreds of uses! A time saver on every job.

WRITE FOR FULL INFORMATION

FOOTATUCK CORP.

50 Old Stratford Rd.
Shelton, Conn.

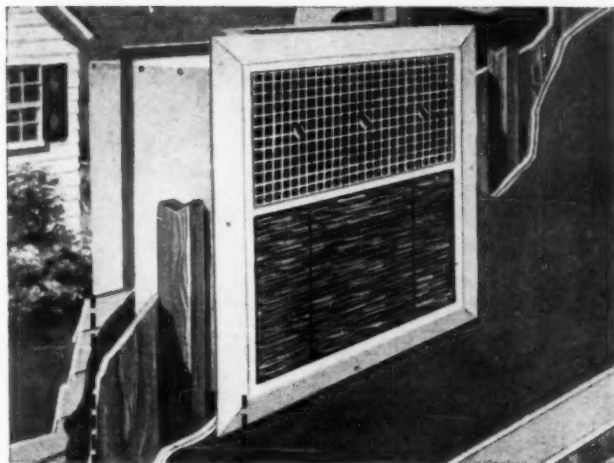


Install the new General Electric Thinline Room Air Conditioner through the wall

It's the easy, low-cost way to give your homes the sales appeal of built-in, area-by-area air conditioning

Advantages to you: The new General Electric *Thinline* is compact, so you don't have to design rooms around it. It's easy to install—there's no plumbing or duct-work needed. Its thinline design won't mar the appearance of the homes you build.

It's pre-sold to your customers, backed by General Electric's name, guarantee and servicing. And the General Electric *Thinline* qualifies for FHA financing—just follow FHA procedures when you apply. Entire unit is covered by a one year written guarantee, and the sealed refrigerating system is covered for an additional four years. General Electric Co., Appliance Park, Louisville 1, Kentucky.

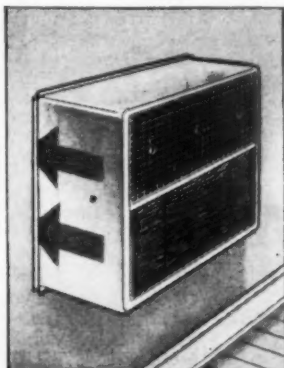


Only 16½ inches thin . . . so there's no unsightly overhang, very little projection into the room. The new General Electric *Thinline* takes up ⅓ less space than previous corresponding models. Though it operates at low cost (only 7.5 amperes for the ½-hp. model), its new high power factor and efficient design assure high cooling capacity. Designed for easy servicing. Color: beige with gold-flecked dark brown. In ½, ¾ and one-horsepower models, all in same size cabinet.

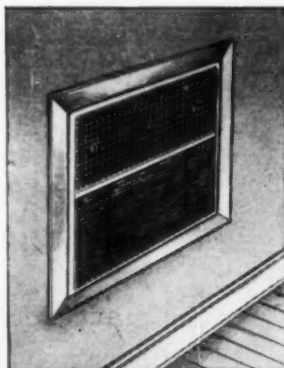
Look how easy it is to install the G-E Thinline through the wall



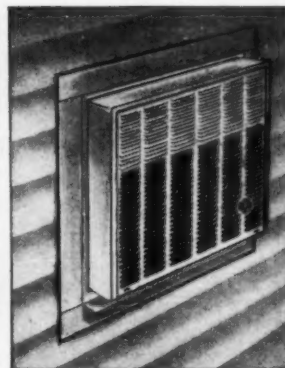
Build sleeve and frame into wall during construction. Opening is about 27" wide, 23" high. More through-the-wall units can be added later.



Slide the G-E Thinline into sleeve. Six bolts hold it, give a quick, weathertight installation. Controls are behind a fabric-like aluminum panel.



Simple but decorative trim frame adds a final touch. Notice that this 16½" unit does not project into the room. It's practically flush with the wall.



Aluminum grill won't rust or corrode, will keep its smart good looks for a long time with little maintenance costs—if any.

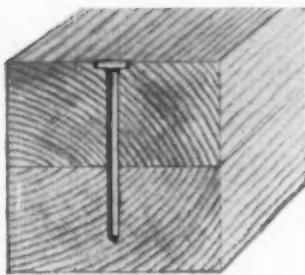
Progress Is Our Most Important Product

GENERAL  ELECTRIC

ARKANSAS SOFT PINE is YOUR Best Buy in Lumber



**CHECK THESE
PLUS BENEFITS**



✓ Arkansas Soft Pine supplies superior nail holding power, will not split, shrink or swell because it is correctly seasoned to specify moisture content.



✓ Arkansas Soft Pine's even texture takes paint evenly and holds it without checking or bleeding through because it is free from pitch.



✓ Arkansas Soft Pine is officially graded according to the Southern Pine Inspection Bureau, your assurance for certified dried lumber.



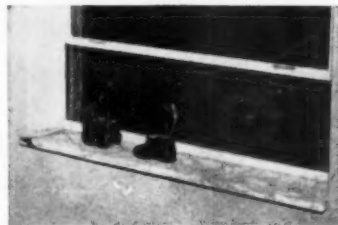
Write today for your free builders' handbook giving you complete information on grades and how to get Arkansas Soft Pine.

ARKANSAS SOFT PINE BUREAU
1150 BOYLE BUILDING • LITTLE ROCK, ARKANSAS

**American
Builder**

New products

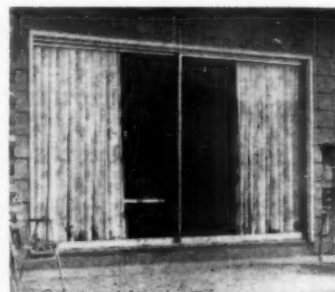
WINDOWS AND DOORS



Marble window sills add new luxury touch

Suggested by Carthage Marble Corporation as a touch of elegance to help sell houses is a marble window sill. Sills are available in a variety of marbles, are durable and long-wearing as well as extremely decorative. Step-by-step installation method is offered by the manufacturer for the sills, which can be adapted to any type window construction. More information from Carthage Marble Corp., Attn. Elliot Potter, Dept. AB, Box 612, Carthage, Mo.

Circle No. 12028 on reply card, p. 142



Sliding glass doors are weather-stripped and tight

Trim-Glide sliding glass doors, framed completely in aluminum, are offered in two, three and four sash slidings, so that they may be used to glass in a complete wall. Completely weather-stripped, of heavy gauge extruded aluminum, doors have flush polished aluminum pull handles and latch. Convenient, easy sliding screens can be attached for summer use. Two-panel door here illustrated, lists at \$110. Trim Slide Inc., Attn. J. M. Della Ratta, Dept. AB, Fulton & Potter Sts., Farmingdale, L.I., N.Y.

Circle No. 12029 on reply card, p. 142



You'll sign-up more buyers with **DIEHL** ventilated homes

Diehl Attic Ventilators—a simple way to add more sell to any home.

No matter what size your operation—or the price-range of your homes, there's a size and type that will put plus value in the house and extra profit in your pocket. Colonials, Cape Codders, Moderns—all sell faster with built-in, *nationally promoted*, Diehl time-tested ventilation.

You can plan ahead with these advantages:

- Make a higher profit-ratio than from any other built-in feature.
- Economical to install, as standard, during framing or wiring.
- No ducting, no excessive labor or extra material costs.
- Easy to add as an extra, before final finish.
- Easy-to-show impressive air-moving action when sales-demonstrating home—at any time of the year.
- No after-installation service problem. Diehl's 69 years of know-how backs your reputation and guarantees customer satisfaction.

Your customer will buy these advantages:

- Healthier, year 'round living for all the family.
- Minimum running costs with no maintenance worries.
- Extends effectiveness of one-room air conditioners.
- No radio or TV interference.
- Five year, Diehl guarantee.

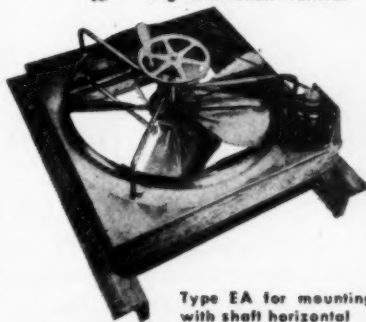
Diehl ventilation engineers will be happy to co-operate with all builders—whether they need only one or one hundred attic ventilators. Fill out the coupon for more information about the three types shown here. From the group of eleven Diehl attic ventilators, ranging in size from 24 to 48 inches in diameter, there's a type and size for every home—and all builders.

DIEHL MANUFACTURING COMPANY
Electrical Division of THE SINGER MANUFACTURING COMPANY
Makers of the World-famous SINGER Sewing Machines
Finderne Plant, SOMERVILLE, NEW JERSEY
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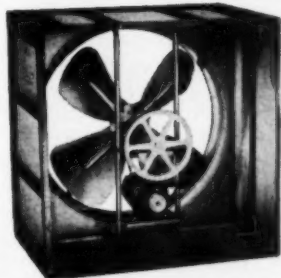


Type PA "Pancake"
package attic ventilator

Type PUD for mounting
with shaft vertical



Type EA for mounting
with shaft horizontal



DIEHL MANUFACTURING COMPANY

Electrical Division of
THE SINGER MANUFACTURING COMPANY
Finderne Plant, SOMERVILLE, NEW JERSEY
I'd like the DIEHL Attic Ventilator Bulletin AB 3530

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COMPANY _____
STREET _____
CITY _____ ZONE _____ STATE _____



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So, be sure *you* reach more of your best prospects. Put your sales message in the Yellow Pages under profitable headings like CONTRACTORS—GENERAL, ROOFERS, PAVING CONTRACTORS, GARAGE BUILDERS and others. Remember, the more you tell, the more you sell!

Find out how you can improve sales . . . Wherever you are!
Call the Yellow Pages Representative at your local telephone business office today!



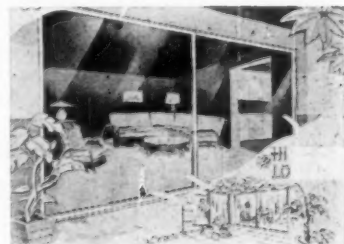
WINDOWS AND DOORS



Wood folding door needs no floor guides

Panelfold's new "Beautywood" folding door features vertical solid panels of real wood, connected with color-fast, flame-resistant, non-cracking Geon. Each panel is hinged with a series of pantagraph self-aligning, aluminum mounting units that provide for a smooth, even action. Thus no floor guides or bottom tracks are required, and easy installation is assured. Priced from \$24.90. From: Panelfold Doors Inc., Attn. R. I. Geyer Jr., Dept. AB, 1090 E. 17th St., Hialeah, Fla.

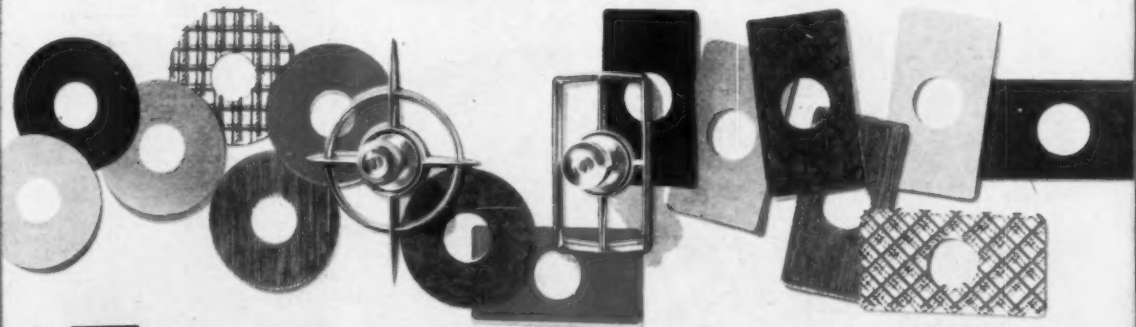
Circle No. 12030 on reply card, p. 142



High quality glass door features economy

Advantages usually found only in higher priced units are a feature of the Hi-Lo Sliding Aluminum Glass Door, product of the Nudor Mfg. Corp. The economy of this unit makes it especially adaptable for builders of project homes. Among features are No-draft weatherstripping, Plexiglas handles, nylon ball bearing rollers, and Streamline Threshold. Further information including details and specifications from Nudor Mfg. Co., Dept. AB, 7326 Fulton Ave., North Hollywood, Calif.

Circle No. 12031 on reply card, p. 142



1

PRE-CUT "Color-Accent" BACKGROUNDS...

... designed to give you an inexpensive, colorful means of gaining full sales appeal from Schlage's recently introduced open-back lock stylings. Made of Con-Tact®, self-adhesive plastic, "Color-Accent" Backgrounds cost only pennies ... can be easily applied in a matter of minutes ... at

the same time Schlage open-back designs are installed on your doors. Available from Schlage dealers in a wide variety of colors and patterns, "Color-Accent" Backgrounds allow you to individualize door ways ... give each home a unique, personalized entranceway.

TWO NEW "EYE-APPEALING" IDEAS FROM SCHLAGE—

To help merchandise your homes!



2

"TOUCH OF QUALITY" PROMOTION PACKAGE...

... your invitation to a free, full-scale merchandising program — developed especially for you by Schlage. Here's everything you need to appeal to prospective home-owners with Schlage's "Touch of Quality" story — including an attractive 12-page "Model Home Booklet," a hand-

some display easel, colorful lock tags, ad mats and "drop-ins," plus a unique key presentation package for the new home-owner. An excellent means for impressing model home visitors that quality guides your choice of materials throughout your homes.

For further information on Schlage's New Merchandising Tools ... "Color-Accent" Backgrounds and the "Touch of Quality" Promotion Package ... contact your nearest Schlage representative or write to Dept. Y-12, Schlage Lock Company.

SCHLAGE SCHLAGE LOCK COMPANY
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 VANCOUVER, B. C.

Address all correspondence to San Francisco

IN WALL PANELS
its the
SURFACE
that **SELLS!**

FINEWOOD

means

FINER SURFACES!

Quality construction is important—sure! But in wall panels, its the Surface that Sells! And FineWood means not only quality construction, but also the finest, most beautiful surfaces of any Pre-Finished Hardwood Panels! One wall or a room paneled with FineWood precedes all else in a perfect setting for future decor and furniture.

FINER CONSTRUCTION Even back and center veneers are specially selected to guarantee a permanent glue bond assuring a perfect face surface always.

SPECIAL PROCESS FINISH FineWood's exclusive finish contains basic ingredients that enhance the lustre and stability of the panels, making them resistant to moisture. In addition the natural color finish gives added beauty and prevents any change in color and texture.

GREATER VARIETY Nine select hardwoods—Birch, Maple, Mahogany, Red Oak, White Oak, Sycamore, Walnut, Cherry, and Limba. Other special woods available on request.



ONLY GENUINE FINEWOOD
PANELS BEAR THIS SEAL
**DULANEY PLYWOOD
CORPORATION**
1401 SOUTH 12th ST.
LOUISVILLE 10, KENTUCKY

**American
Builder** New products

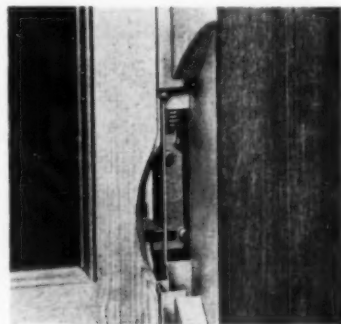
WINDOWS AND DOORS



**New door hardware has
wood escutcheon**

Featured among Russell & Erwin's new line of doorware is this myrtle escutcheon and era knob, designed to complement any door. The myrtlewood escutcheon, with pleasing mottled graining, is treated and seasoned to withstand the elements. Diameter is 6 5/8". Its era knob has a polished brass finish, is also available in satin chrome and bronze. Russell & Erwin Div., American Hardware Corp., O. J. Manochi, Dept. AB, New Britain, Conn.

Circle No. 12032 on reply card, p. 142



**Window mechanism allows
quick sash removal**

R.O.W.'s window mechanism permits immediate removal of sash and automatic locking of balancing mechanism into place. After cleaning or painting, sash is returned to position in frame and Lif-T-Lox plunger automatically re-engages to counterbalance weight of the sash. Mechanism is in operating position whenever sash plunger re-engages with lifting tab and whenever the sash is returned. Used on firm's pressure-sealed, removable windows. R.O.W. Sales Co., Dept. AB, 1322 Academy Ave., Ferndale, Mich.

Circle No. 12033 on reply card, p. 142



weather-proof!

New exterior latex paints weather-proof in twenty minutes

Just twenty minutes after exterior latex paints made with LYTRON 680, a new Monsanto latex vehicle, are applied to masonry or previously painted wood, the surfaces are resistant to rain or moisture. Thus, these new latex paints eliminate blistered surfaces and costly repaint jobs caused by sudden cloudbursts, dust or insects.

Exterior paints made with LYTRON 680 are quick and easy to apply over cinder block, brick, stucco, cement block or previously painted wood. These paints flow smoothly in weather close to freezing, dry quickly with a tough film

that resists sun, fog, mildew or salt air. They resist burn through or peeling—even over green plaster. Latex paints made with LYTRON 680 chalk gradually, age gracefully. They're washable. No water-spotting, no alkali stains.

Monsanto—a major supplier of resins, latices, and other basic ingredients for the paint manufacturing industry, has been an active partner in the development of latex and other improved types of paints. For sources of supply, write Monsanto Chemical Company, Plastics Division, Room 1305, Springfield 2, Mass.

Where creative chemistry works wonders for you

LYTRON: REG. U. S. PAT. OFF.





California contractor estimates:

Time and labor costs cut 75% with the Remington Stud Driver

Out on the California coast, "Research House for '56" is taking shape. It's an experimental house sponsored by Associated Architectural Publications and the latest tools are being used to build it—such as the Remington Stud Driver.

Contractor Bert Pickney says, "The Stud Driver cuts time and labor costs around 75% in anchoring beam supports, partition sills and furring to concrete. It took us only half a day to install the sills—a 2-day job with bolts. No pre-drilling

and sills set tight! I certainly recommend the Stud Driver to any contractor!"

YOU CAN SPEED ALL STUD FASTENINGS—light, medium and heavy-duty—with the Remington Stud Driver. It sets both $\frac{1}{4}$ " and $\frac{3}{8}$ " diameter studs in steel or concrete—up to 6 studs a minute either size. The tool is cartridge-powered, portable, ready to work *anywhere*. Forty styles and lengths of Remington Studs to choose from. Get full details by mailing coupon.

Remington

DU PONT

**STUD
DRIVER**

Industrial Sales Division, Dept. AB-12
Remington Arms Company, Inc.
Bridgeport 2, Conn.

Please send me your free booklet which shows how I can speed the job and save with the Stud Driver.

Name _____ Position _____

Firm _____

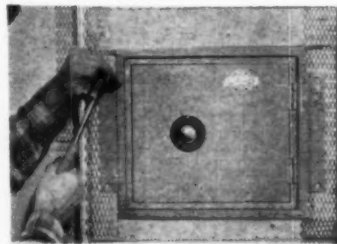
Address _____

City _____ State _____



**American
Builder** New products

SAFETY DEVICES

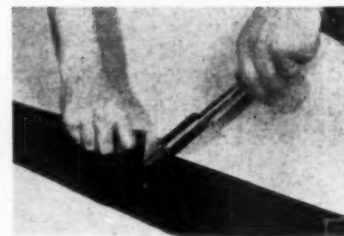


Home safe fits between 16-inch joist centers

The "Hercules" home wall vault is engineered to fit between standard 16" joist centers and comes equipped with heavy steel flanges welded to body of unit. Flanges are drilled for screws or bolts which can be fastened securely into joists. Safe is "Thermo-Cel" fire insulated. In eight or 12-in. depth, measures 13" high, 14½" wide on exterior. Prices: \$45.75 and \$49.25. Meilink Steel Safe Co., Attn. W. E. Blatt, Dept. AB, 1672 Oakwood Ave., Toledo 6, Ohio.

Circle No. 12034 on reply card, p. 142

BUILDING SPECIALTIES



Plastic expansion-joint waterstop introduced

An expansion-joint waterstop, Plasti-Grip has been introduced by Progress Unlimited, Inc. Made of extruded plastic, it comes in continuous strips of different widths, and is designed to give the most effective joint between two pours of concrete. Features: complete weather and waterproofness, flexibility at low temperatures, resistance to acids and alkalis, simple installation and low cost. Available in 5¼" and 6" width. Prices vary from \$.95 to \$1.25 per ft. according to width desired. Progress Unlimited Inc., Attn. Gustav Szabo, Dept. AB, 15 W. 44th St., N.Y. 36, N.Y.

Circle No. 12035 on reply card, p. 142

Catalogs . . .

VERSATILE WALL PANELING system presented in a full color four-page folder by Tecfab, Inc. Offers information to architects and builders on Tecfab, a light weight masonry material which is new in design, use, and economy. Among advantages are low maintenance and speedy installation. Pictures and specifications. Available from Tecfab, Inc., Dept. AB, Beltsville, Md.

Circle No. 12036 on reply card, p. 142

BEAUTIFUL INTERIORS with Celotex insulating ceiling tile board and finish plank is the subject of a 15-page colorful booklet by Celotex Corp. Information on how to determine a ceiling layout and how to apply ceiling tile board. Includes pictures and diagrams. From The Celotex Corp., Dept. AB, 120 So. La Salle, Chicago 3, Ill.

Circle No. 12037 on reply card, p. 142

INTERIOR AND EXTERIOR IDEAS for modernization presented in a colorful six-page brochure by Western Red Cedar Lumber Assn. "Blueprint for Modernization" illustrates how houses in Victorian, Georgian Brick, Bungalow, Post-war, Stucco or Early 20th Century can easily and economically be brought up to date. Western Red Cedar Assn., Dept. AB, 4403 White-Henry-Stuart Bldg., Seattle 1, Washington.

Circle No. 12038 on reply card, p. 142

HIGH FASHION COLORS in precision face brick featured in the 32-page full color brochure distributed by the Stone Creek Brick Co. In addition to the authentic reproduction of ten other panels, eight different Ava Brick shades are shown in full color. Also 100 illustrations of all types of buildings. Available from Stone Creek Brick Co., Dept. AB, Stone Creek, Ohio.

Circle No. 12039 on reply card, p. 142

A PAINT FOR ALL PURPOSES is described in a four-page folder by Sta-Dri, Inc. The product, Acrylicote, is described for use on both interior and exterior surfaces. Given also are many qualities of Acrylicote which make it the all-purpose paint. More information from Sta-Dri, Inc., Dept. AB, Brentwood, Maryland.

Circle No. 12040 on reply card, p. 142

DECEMBER 1956

where **1st**
Impressions count



count on
ROTO-GLO
 QUIET SWITCHES

When a prospective buyer goes through your house, first impressions count. Built-in wall ovens and ranges . . . lighting fixtures . . . modern ROTO-GLO Quiet Switches — all create the feeling you've taken extra pride in the house bearing your name, that you've insisted on the finest electrical equipment available. That's why you're many steps ahead when you specify ROTO-GLO Quiet Switches to your electrical contractors.

Consumers are being told and sold on ROTO-GLO by the biggest national advertising and merchandising promotion in the wiring device industry. Millions of pre-sold consumers are reading about ROTO-GLO Quiet Switches in leading shelter magazines. The response for Pass & Seymour's booklet, "Modern Electrical Living," has been overwhelming. Certainly this proves they're interested in the whisper-quiet roto-type switch that glows in the dark . . . *that costs only a few pennies more.*



Despard Type 15 Amp.
 120 Volts AC
 277 Volts AC

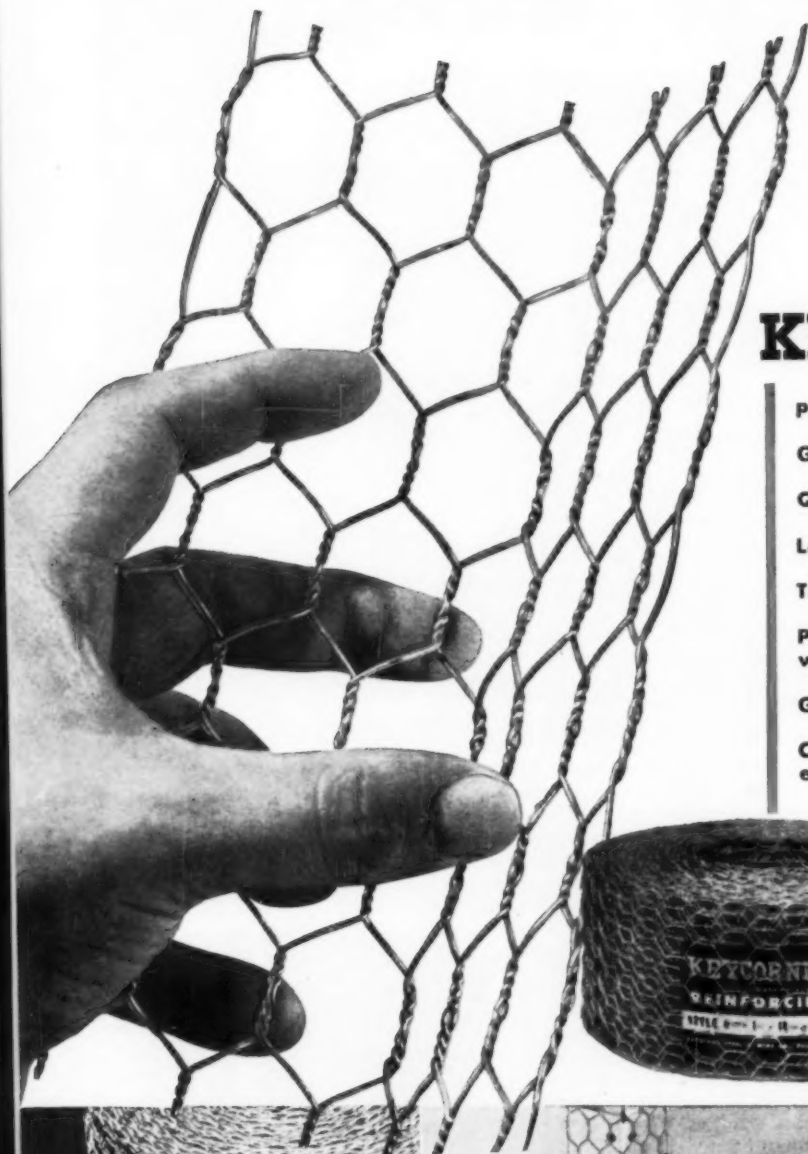


Strap Type 15 Amp.
 120 Volts AC

Send today for complete information on the ROTO-GLO Quiet Switch and for a folder on modern Despard wiring devices, to Dept. AB-6.

P&S PASS & SEYMOUR, INC.
 SYRACUSE 9, NEW YORK
 71 Murray St., New York 7, N. Y. 1229 W. Washington Blvd., Chicago 7, Ill.
 In Canada, Renfrew Elec. & Refrig. Co. Ltd., Renfrew, Ontario

ask your dealer for

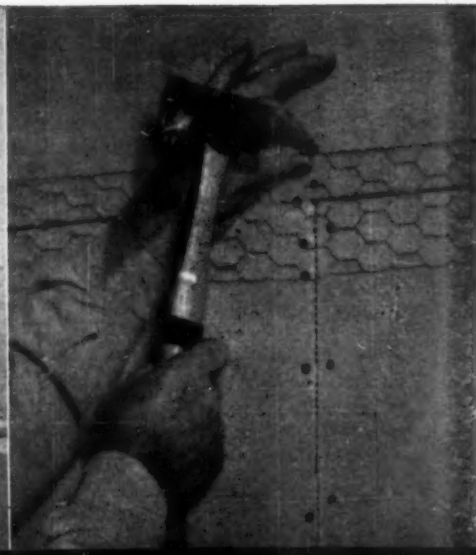
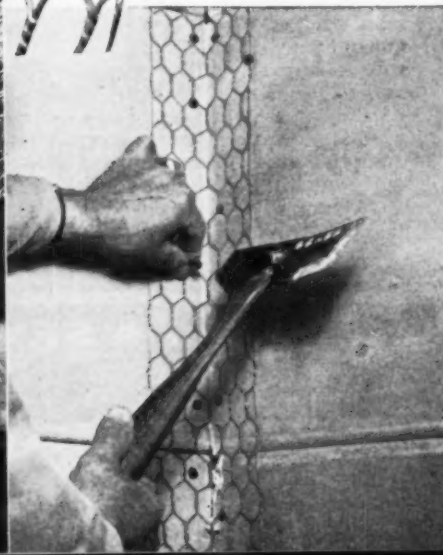
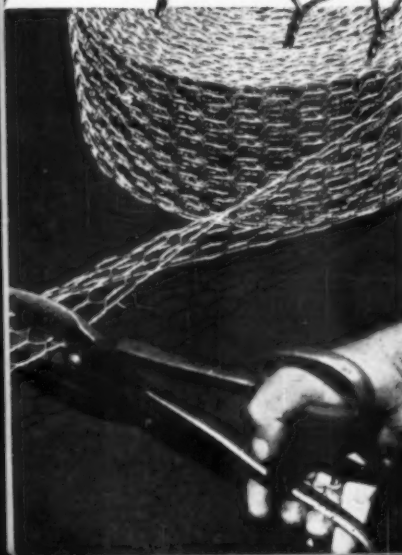


KEYCORNER

- Pre-formed to fit snug in corners
- Gives multi-directional reinforcement
- Quick and easy to lath
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- Trowels over smoothly and easily
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- Comes in easy to handle, easy to store 150 ft. rolls.



Easy to handle... Easy to store 150-foot rolls, 4", 5", 6", 12" and other widths. Ask your dealer for details.



KEYCORNER

GALVANIZED PLASTER-REINFORCING

...ask for it by name

THE LOW-COST, MORE EFFICIENT PLASTER REINFORCING LATH FOR
INSIDE PLASTER CORNERS, JOINTS AND CEILING-WALL JUNCTURES

PRE-FORMED FOR CORNERS Keycorner is pre-formed; manufactured to fit snugly into corners. It forms the corner shape by merely flexing the cut piece. Inside plastered wall corners and ceiling-wall junctures remain crack-resistant when reinforced with Keycorner.

LIES FLAT FOR STRIPPING Keycorner comes out of the roll flat and stays flat when applied on flat surfaces. It won't form the corner shape until you flex it. Keycorner used as stripping around windows, doors and other large openings provides lasting plaster beauty.

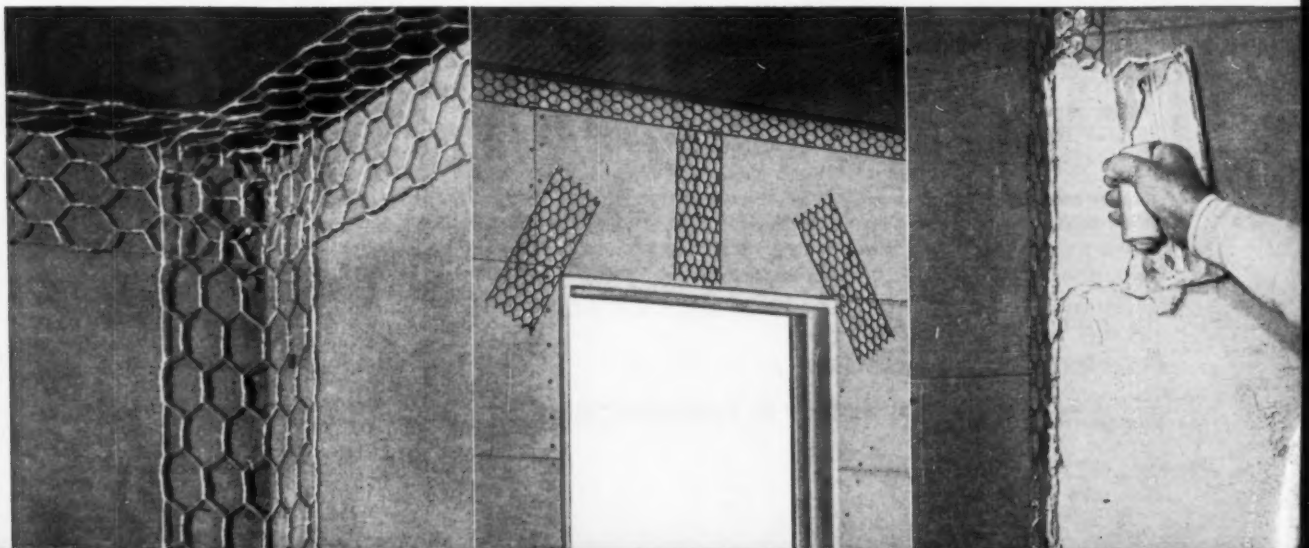
by the makers of KEYMESH and KEYBEAD GALVANIZED PLASTER-REINFORCING

KEYSTONE STEEL & WIRE COMPANY

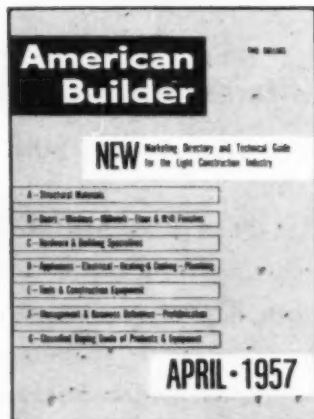
Peoria 7, Illinois



KEYMESH • KEYCORNER • KEYBEAD • KEYSTONE NAILS • KEYSTONE WELDED WIRE FABRIC
KEYSTONE TIE WIRE • KEYSTONE NON-CLIMBABLE FENCE • KEYSTONE ORNAMENTAL FENCE



You Can Build Better
and Buy Better
If You Start Planning
Right Here!



The book with the answers! AMERICAN BUILDER's April Marketing Directory & Technical Guide is full of problem-solving information for you. Why do your own research when AB's editors wrap it up in one all-in-one-place reference book? Just look what they give you in this April issue...

Seven big technical sections help you plan, build and buy better. Six give detailed planning and designing information on every building problem... *Structural Materials*... *Doors, Windows, Millwork, Floor and Wall Finishes*... *Hardware and Building Specialties*... *Appliances, Electrical, Heating and Cooling, Plumbing*... *Tools and Construction Equipment*... *Management and Business Reference-Prefabrication*. The seventh, a *Classified Buying Guide of Products and Equipment*, lists over 5,000 manufacturers in over 1,000 product categories. The names and addresses of all the industry's suppliers, classified to save you time, trouble.

A reference file of free literature. Excellent source for more information. Describes and classifies all the catalogs and technical material available from building supply and equipment manufacturers. Free copies supplied through a convenient Reader Service postcard.

Building associations and societies. Let them help you. A classified list of organizations devoted to better, more profitable building. Includes name, address and executive officer of each so you can write direct.

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All the reference data you need is right here. Use American Builder's *Marketing Directory & Technical Guide*. You'll plan better, build better, buy better... profit more. It's free (you get it as part of your regular subscription). Put it to work. You'll save time, trouble... money!

American Builder
Marketing Directory & Technical Guide

Catalogs . . .

CONDENSING UNIT literature available from the Brunner Mfg. Co. Material describes units incorporating both the open-type and semi-hermetic condensing units. Lists features, installation procedure and specifications. Available from Brunner Mfg. Co., Dept. AB, Utica, N.Y.

Circle No. 12041 on reply card, p. 142

"FLOORS FOR TODAY'S HOMES," a ten-page color catalog by the Nat'l Oak Flooring Manufacturer's Assn. illustrates the beauty and practicality of oak flooring. Ideas for both modern and the traditional home. Also explains how oak floors can be finished to suit individual taste, and presents selection of distinctive styles. From the Nat'l. Oak Flooring Mfgs.' Assn., Dept. AB, 814 Sterick Bldg., Memphis 3, Tenn.

Circle No. 12042 on reply card, p. 142

DOOR DETAILS and specifications are listed in an eight-page catalog issued by the Steel Door Institute. Prepared to aid the architect and builder in specifying and using standard stock, it covers specifications for flush type interior steel doors, frames, and sliding closet door and frame units. Also cites advantages of steel doors and frames for interior use. From the Steel Door Institute, Dept. AB, Cleveland 15, Ohio.

Circle No. 12043 on reply card, p. 142

BRINGING THE OUTDOORS IN with sliding glass doors described in an eight-page brochure by the Sliding Glass Door and Window Institute. Pictures illustrate how the outdoors is brought into the house and the patio becomes an extension of the living room through the installation of sliding glass doors. Remodeling ideas, details on stock door sizes. Sliding Glass Door and Window Institute, Dept. AB, 7421 Beverly Blvd., Los Angeles 36, Calif.

Circle No. 12044 on reply card, p. 142

HANDBOOK OF BUILDING PRODUCTS, including information on such products as shingles, shakes, paints, doors, room dividers and adhesives is a 67-page booklet by Homasote Co. Through descriptions, as well as detailed illustrations and specifications are given. Homasote Co., Dept. AB, Trenton, N.J.

Circle No. 12045 on reply card, p. 142

Catalogs . . .

VENTILATING RANGE HOODS AND FANS is the subject of an eight-page colorful brochure by Progress Mfg. Co. An outstanding feature of these DeLuxe style range hoods, their adaptability for any kitchen installation, as well as other features are described. Specifications given. Information on both wall and ceiling included. From Progress Mfg. Co., Dept. AB, Castor Ave. & Tulip St., Philadelphia, Pa.

Circle No. 12046 on reply card, p. 142

COMFORT COOLING at low cost is one feature described in a four-page folder by Norky Mfg. Co. Descriptions of ceiling or wall type fans for homes, institutions, or commercial buildings. Among features described are spring mounting, quietness, ease of installation, and automatic aluminum shutter. Norky Mfg. Co. Dept. AB, P. O. Box 669, Covington, Ky.

Circle No. 12047 on reply card, p. 142

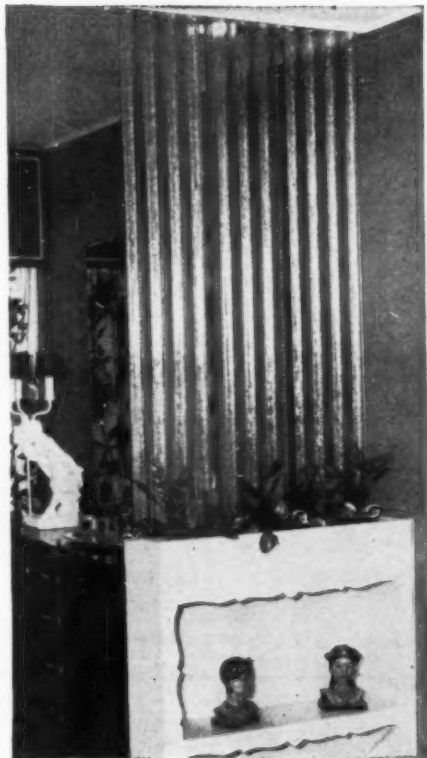
SPECIFICS of steel and aluminum framed standard and heavy-duty doors are given in a folder by Arcadia Metal Products. It cites such specifications as standard sizes, heights and widths of the Arcadia sliding glass doors. From Arcadia Metal Products, Dept. AB, 801 S. Acacia Ave., Fullerton, Calif.

Circle No. 12048 on reply card, p. 142

FOR A SLIGHT CHARGE

PUMPING MANUAL to advise general contractors on the characteristics and types of pumps most suitable for particular jobs is being published by The Associated General Contractors of America. Manual covers three basic pumps and gives the advantages and limitations of each. Copies free of charge from the manufacturers, or \$1. through nat'l office of The Associated Gen'l. Contractors of America. Dept. AB, Munsey Bldg., Washington 4, D.C.

HOME PLANS, some 48-pages of floor plans and drawings in a quarterly, "Best Homes." Plans presented for two, three and four bedroom homes in split, tri-level, ranch, and expansion styles. Ideas for recreation rooms, terraces and landscaping. Price: \$.50 Archway Press, Inc., Dept. AB, 117 W. 48th St., New York 36, N. Y.



Living and dining areas in Morton Brothers Estates, Long Island, New York are separated by bookcases used in combination with Structural Corrugated Glass partitions.

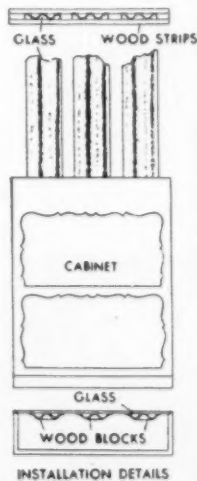
**A
BRIGHT
IDEA
TO
BOOST
SALES**

Structural Corrugated Glass Partitions Featured in 532-Home Long Island Development

Quick sales of these fine homes show that the buying public approved the use of Mississippi Structural Corrugated glass partitions. The rhythmic pattern of the glass adds a note of distinctive styling and the rooms are flooded with softened, "borrowed light" that makes them seem more spacious and cheerful.

Yes, eyes become buyers when Mississippi Structural Corrugated glass, the modern material, is used to add sparkle to homes. Structural Corrugated glass is simple to install... so bright to behold... and it sells on sight.

Consider the use of Structural Corrugated Glass in your construction. Specify glass by Mississippi. Available in a wide variety of patterns and surface finishes wherever quality glass is sold. See your supplier today.



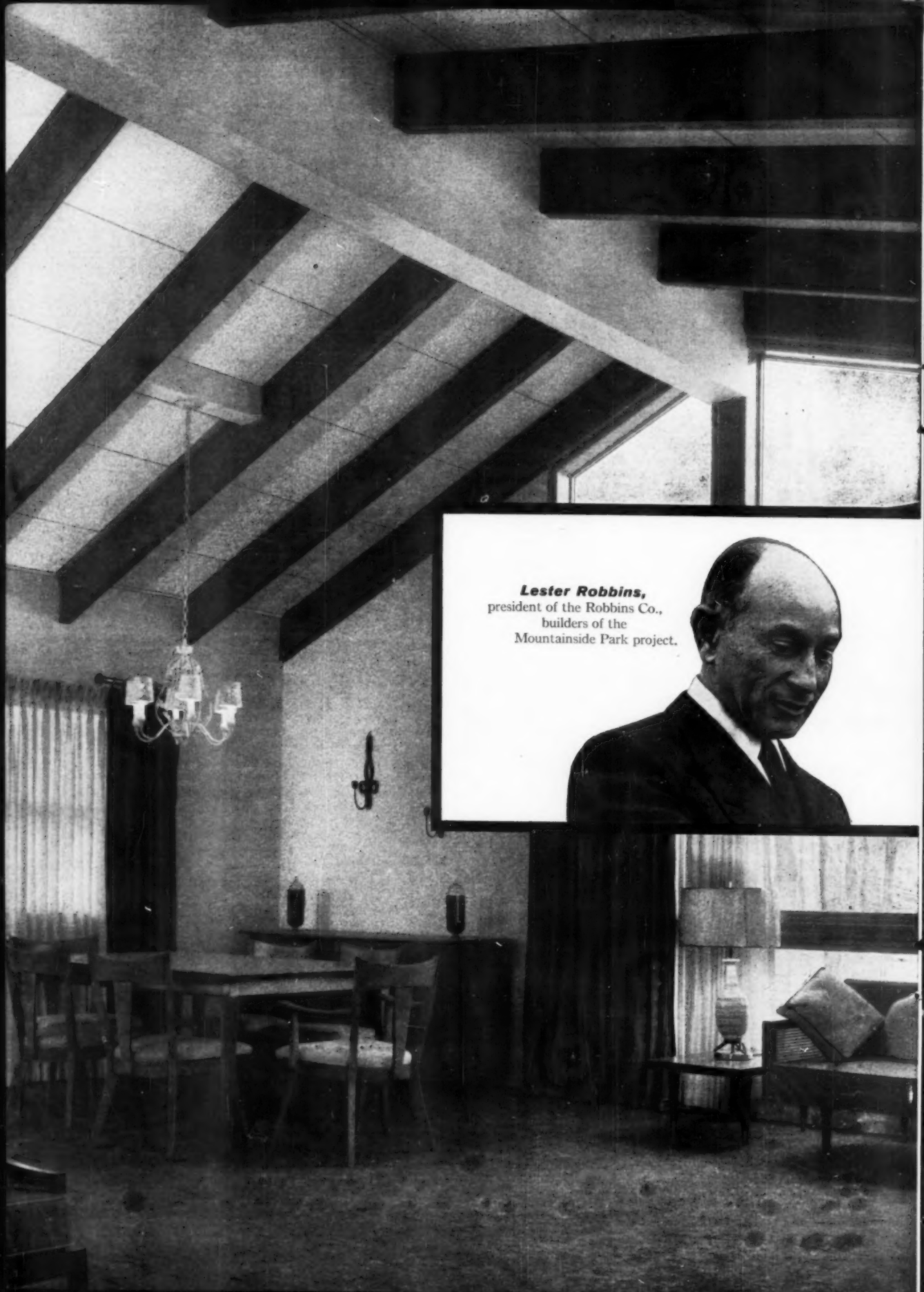
INSTALLATION DETAILS

Write for free booklets, "Modernize Your Home With Decorative Glass" and "Figured Glass by Mississippi." Many ideas on ways to use this translucent figured glass in homes and commercial buildings. Address Dept. 34.

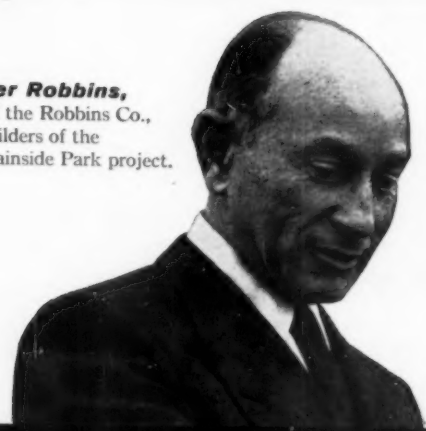
MISSISSIPPI *Glass* **COMPANY**

88 ANGELICA ST. SAINT LOUIS 7, MO.
NEW YORK • CHICAGO • FULLERTON, CALIF.

WORLD'S LARGEST MANUFACTURER OF ROLLED, FIGURED AND WIRED GLASS



Lester Robbins,
president of the Robbins Co.,
builders of the
Mountainside Park project.



3 to 1 best seller in New Jersey project features Insulite Roof Deck

Mr. Lester Robbins, president of the Robbins Co., Union, N.J.—builders of the successful Mountaintop Park project says, "I'm more than pleased at the reception of our cathedral ceiling model. This Insulite Roof Deck home (shown) is moving three times as fast as all our other models combined!"

All over the country builders report Insulite Roof Deck saves money and does a big selling job, too!

While reducing costs \$80 to \$300 per home, Roof Deck adds to the free and open look that today's home buyers find so appealing. The white, pre-finished underside contributes both quality and beauty to exposed beam ceilings.

Send for actual on-the-job pictures and construction details now. Write Insulite, Minneapolis 2, Minnesota.



It's roof deck—2' x 8' units cut application time as much as 45%. Only one material to handle. Insulite Roof Deck eliminates need for separate roof boards, insulation, lath and plaster and ceiling finishing. Roof Deck can save 12 man hours per 1000 sq. ft. of surface compared with 2' x 6' D&M roof sheathing.

It's finished ceiling—The underside of Insulite Roof Deck is finished with flame-resistant surface. Lay Roof Deck over pre-finished beams . . . and ceiling is done. No need to plaster, paint, stain, wax. Cuts labor and material costs. In 2' x 8' units, 1½", 2" or 3" thick—with or without vapor barrier membrane (depending on climate).

And insulation with vapor barrier. No need for other insulation. 2" Roof Deck is comparable to 2" wood deck plus 1" fiberboard insulation. Available in 3 thicknesses to meet insulation requirements in any climate. Exclusive resilient gasket seal and vapor barrier membrane protect against condensation within the unit.

build better and save with
INSULITE

INSULITE IS A REGISTERED TRADE MARK



INSULITE, Made of hardy Northern wood

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



LAND PLANNING
SECTION

Bulldozers: here's what this basic

The "Dozer" is the most versatile gadget in the earth-mover's stable. Here are some of the million and one jobs it can do.

The earth-moving contractor is on his way to becoming the development-builder's best friend. By knocking down mountains, and otherwise turning impossible terrain into usable house sites, he is keeping many a builder in business in areas where nice flat land is as extinct as the dodo.

There are not many builders who can afford to invest money in a bulldozer; it costs a lot of dough, and it has to run eight hours a day if it's to pay for itself. But since land preparation is fundamental to tract building, and since the bulldozer is fundamental to the process of earth moving, it is important that the builder have a working knowledge of how this piece of equipment works, and particularly, what special tasks it can be made to perform with added equipment.

One of the important points brought up at the NAHB cost-cutting conference (page 116) was that a land planning consultant can save a builder a lot of money by going over the land in question before it was bought, and pointing out problems that might become costly. By the same token, the earth moving specialist should be one of the first subcontractors consulted by the builder. By virtue of his intimate knowledge of the machinery he owns he will know what jobs can be done economically, and what jobs will ease the shirt gently off the builder's back.

The problem of land is one that is going to get worse, not better. As builders are forced further and further from metropolitan areas to find easy-to-develop land, the mountains and swamps they bypassed are going to increase in value. The builder who has a general idea of the mechanics and costs of land preparation, or who works closely with the experts in the field, is the one who will know soonest when it will make good economic sense to knock down the mountain or fill in the swamp. Land that costs \$1,000 an acre but needs \$11,000 worth of work per acre is expensive; but when building sites in the area hit \$4,000 and up apiece, it's a bargain for the builder who knows his land planning.



THE "U" BLADE has its sides advanced ahead of its center, can push a bigger load with less side spill. Pointed corners help penetrate hard soil, dig under rocks. Caterpillar Tractor Co., Peoria, Ill. (Circle 12058, p. 142.)

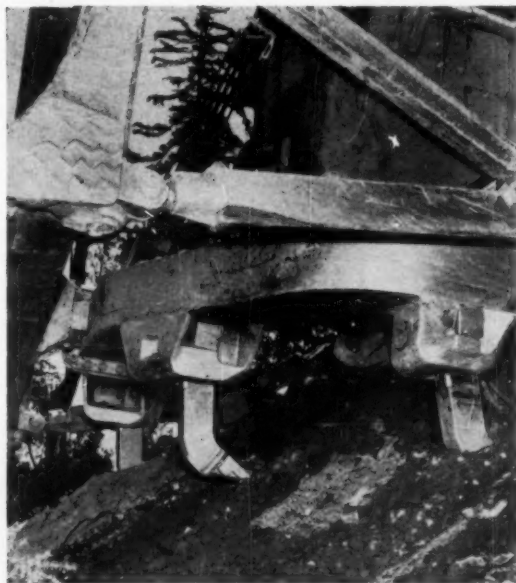


FOR JOBS THAT DON'T NEED the power of tracks, rubber-tired tractor is faster, can run on paved roads on its own instead of on a trailer. Model has straight blade. LeTourneau-Westinghouse Co. (Circle 12059, p. 142.)

tool can do for you



COMBINATION BULLCLAM AND SKID SHOVEL can push dirt, load it as shown, or transport it. International-Harvester Tractor. (Circle 12060, p. 142.) "Four-in-one" shovel, Drott Mfg. Co. (Circle 12060A, p. 142.)

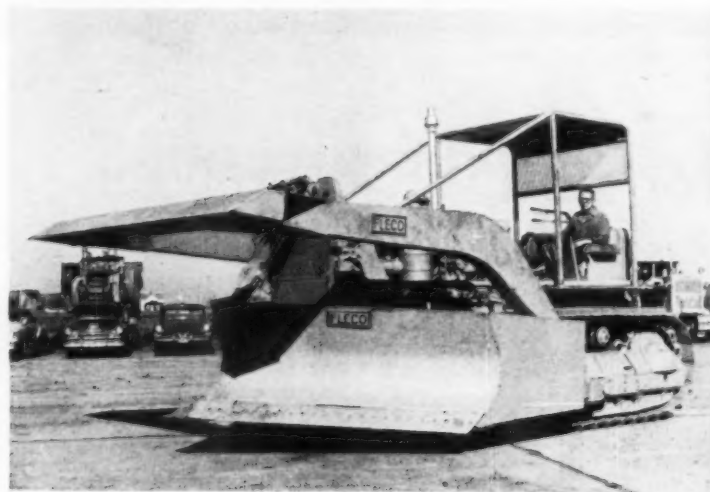


BACK-RIPPER TEETH are mounted here on angling bulldozer. They ride up moving forward, drop and break soil when tractor is "deadheading," or running in reverse. Preco, Inc., Los Angeles, Calif. (Circle 12061, p. 142.)

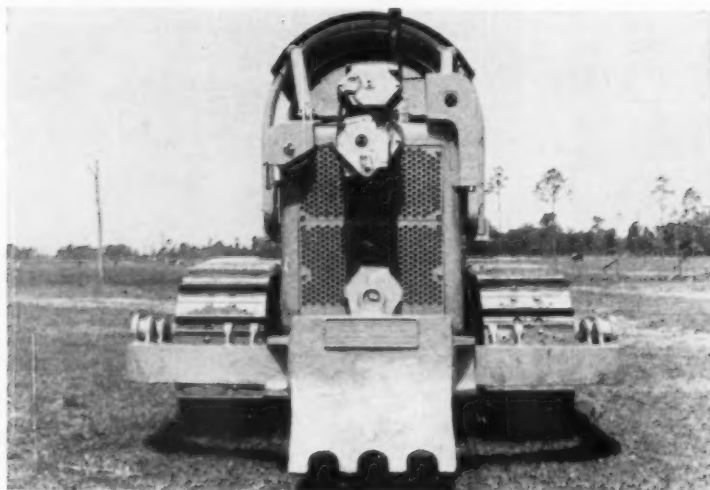
These attachments for the bulldozer are for the front . . .



LAND CLEARING is done with this rake, installed in place of the straight blade. In either digging up rocks and underbrush, or pushing out trees and stumps, or pushing out trees and underbrush, the teeth on the rake will not hold dirt; thus the power of the machine is concentrated on the surface debris. Size and angle of teeth are varied in different models, and while standard models have ten teeth, others are available with as few as five. Rake shown is a Fleco D9. The Fleco Corp., Jacksonville, Fla. (Circle 12062, p. 142.)



REMOVAL OF HEAVY TREES is accomplished with this "Treedozer" attachment. The knockdown beam on top can be raised and lowered; its function is to be driven against the tree (as high as possible so as to obtain maximum leverage), bending it so that the earth around the roots is loosened. The point of the plow blade then digs under the roots, lifts the tree out of the ground, and pushes it out of the way. Cab guard protects the operator from falling branches. Fleco Corp. (Circle 12063, p. 142.)



DETACHABLE STUMPER is just what its name says: an attachment to enable the removal of very large or low stumps that can't be rooted out with a standard blade. Entire power of the tractor is concentrated on the 15-inch wide blade, driving it under the stump. The sharp teeth then cut and break the lateral roots, and the front bar can be lifted, pulling the stump out of the ground. Note the differently shaped cab guard, serving also as a sun shield. Fleco Corp. (Circle 12064, p. 142.)

... and these attachments are hooked on behind

WITH ITS TREMENDOUS POWER, the bulldozer tractor is ideal for pulling machinery that constitutes a heavy load. This one is hauling a "Carry-all" which is a combination grader and dump truck. The center of it drops and opens up in a forward position, so that as it is pulled, it grades and scoops up dirt at the same time. The opening is then closed, and the dirt transported to another location, where the carryall is opened again and the dirt spread out. Gar Wood Industries, Inc. (Circle 12065, p. 142.)



THE BULLDOZER DOES DOUBLE DUTY when the load is not too heavy. Here the operator is smoothing ahead of him as he goes, leveling the ground for the sheepfoot tamper he is towing behind him. Tamper has spikes, or feet, which penetrate into the ground, and tamp down the earth. After several passes, as the ground is packed at successively higher levels, the tamper walks up onto the surface, and the ground has been packed to the depth of the feet. This is a Southwest 5x5 tamper.

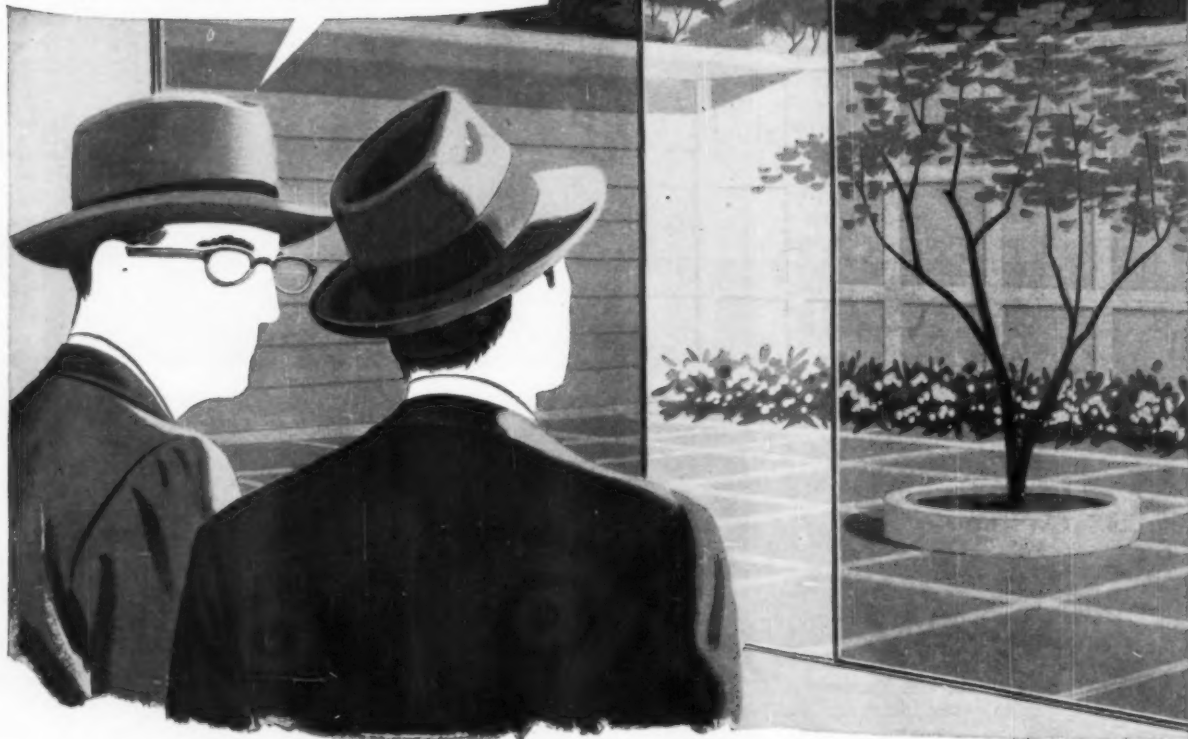


THE PULL-STUMPER is another attachment designed to remove stumps. It has the added advantage that it can be used with the front blade still on, making it unnecessary to change over the whole machine for a short stumping operation. The blade can be dropped on either side of the stump on two successive passes, to cut the lateral roots, then dropped over the stump itself to pull it up. A rear cable-control unit is necessary for operation. Fleco Corp. (12066, p. 142.)



"For glare reduction, I'm using
American
LUSTRAGRAY*
 sheet glass"

"I like the soft,
 diffused light
 it gives my home"



AMERICAN LUSTRAGRAY—the new, neutral gray tint, glare reducing glass—is being used by progressive builders who are interested in modern glazing for modern homes. LUSTRAGRAY has all the high quality features of other AMERICAN glass products, including minimum distortion. It is a very economical tinted glass, and will greatly increase the saleability of your homes.

Functional Features

- Reduces glare approximately 50%
- Reduces solar radiation transmission approximately 33⅓%
- Permits clear view
- True color transmission
- Neutral shade harmonizes with interior and exterior colors
- Enhances interior decoration by softening color contrasts
- Creates restful atmosphere
- Non-fading
- Does not require the special installation handling of other tinted glass

AMERICAN LUSTRAGRAY is now available through more than 500 glass jobbers. Check your classified telephone directory for listing.

American

* LUSTRAGRAY DATA

- Thicknesses: 7/32", 1/4"
- Maximum Size: 6' x 10'
- Slightly larger sizes on request when available

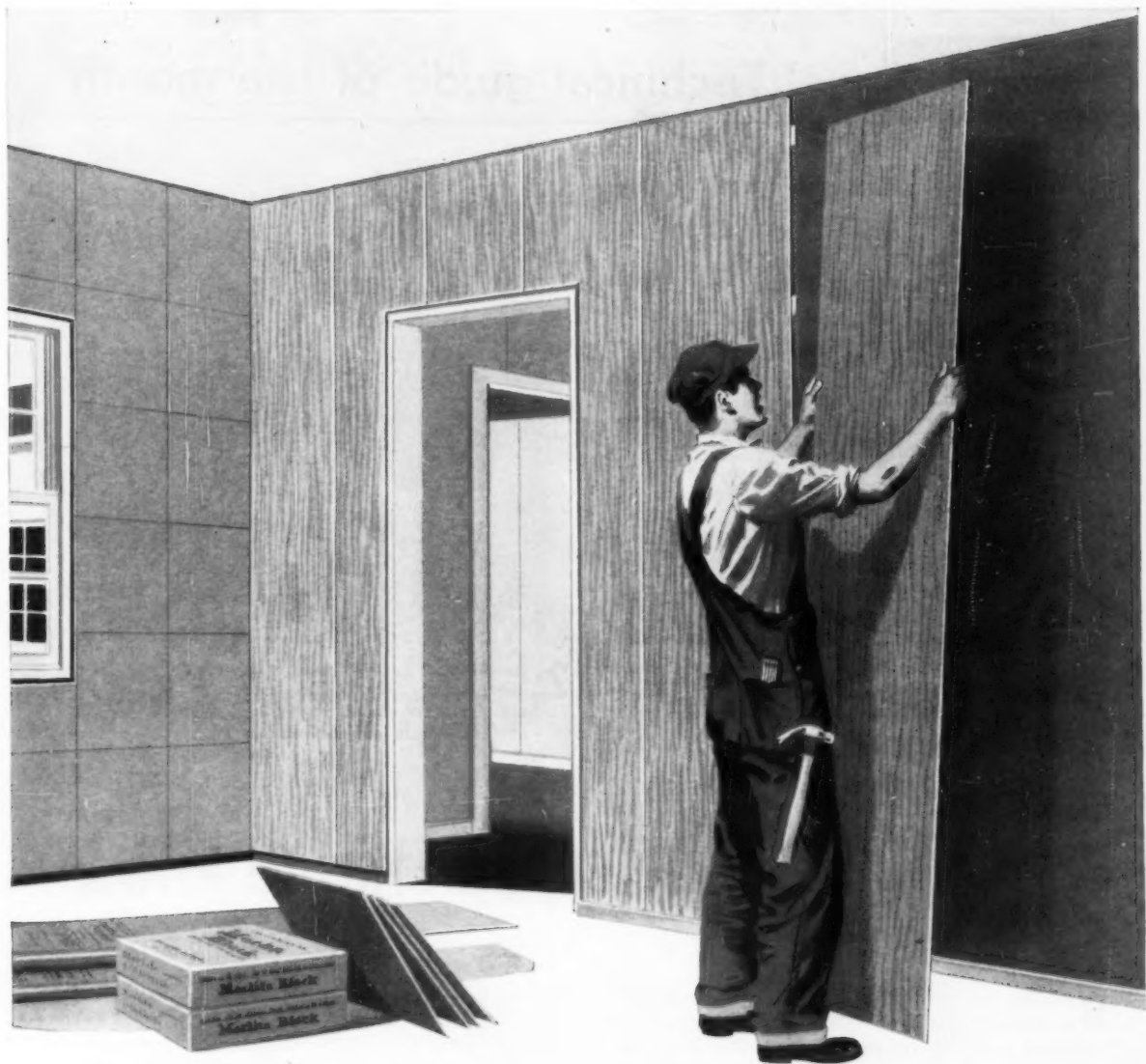
MODERN GLASS
Best at a Glance



American
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 PITTSBURGH, PA.

PLANTS: ARNOLD, PA. • ELLWOOD CITY, PA.
 JEANNETTE, PA. • OKMULGEE, OKLA.

WBW 0340



Beautiful MARLITE Paneling - cuts days off installation time, lowers "in place" costs!

Are you overlooking the real advantages of prefinished Marlite Plank and Block in your dry wall building and remodeling jobs?

Easy installation, for example. The 16" x 8" Planks and 16" square Blocks go up fast over old or new walls. An exclusive tongue and groove joint simplifies fitting, conceals all fastening . . . assures faster job completions.

Marlite provides more beauty and customer satisfaction, too. This easy-to-handle paneling is avail-

able in new Loewy "Companion Colors" plus distinctive wood and marble patterns. Moreover, the soilproof melamine plastic finish resists scuffs, stains, moisture. It wipes clean with a damp cloth; never needs redecorating.

Plan on Marlite Plank and Block to give walls and ceilings that luxury look. See your building materials dealer, consult Sweet's File, or write Marlite Division of Masonite Corporation, Dept. 1203, Dover, Ohio.

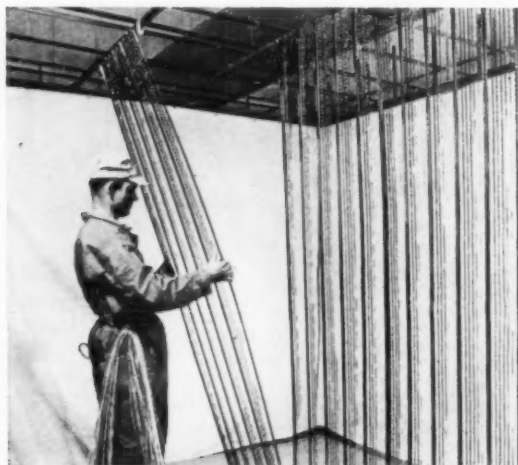


that's the beauty of **Marlite**[®]
plastic-finished paneling

MARLITE IS ANOTHER QUALITY PRODUCT OF MASONITE[®] RESEARCH



1 Floor runners, with integral base, have clips which are anchored to the floor. In this way, they line up the partition. The side pieces then snap into place and form a channel.



2 Cut sheets of metal lath to length and insert in floor runner. Wire-tied at ceiling, the tops of the sheets may be anchored to a ceiling runner or tied into ceiling lath with a cornerite.

What you should know

Builders are finding that the 2" studless metal-and-plaster partition system is a practical way to reduce costs without sacrificing quality. It is gaining in popularity because it is easy to install, reduces use of materials and saves labor. Advantages: **RESISTS FIRE.** Using 1 part gypsum plaster to 2 parts sand, by weight, for both scratch and brown coats, this type of partition qualifies for a 1-hour fire resistive rating—even greater if light-weight aggregates are used.

INSULATES SOUND. Sound transmission loss of 38 decibels is awarded the studless partition, built of gypsum-sand plaster by the National Bureau of Standards. This is 3 decibels more than a conventional partition.

IT'S LIGHTWEIGHT. Built with gypsum-sand plaster, it weighs about 18 lbs. per sq. ft. Use of vermiculite or perlite aggregate cuts the weight to less than 9 lbs. per sq. ft.

RESISTS IMPACT. Impact tests made with 50 blows from a 60-lb. bag of sand falling through a 90-degree arc on a 4-ft. rope attached to the ceiling, prove that only minor hairline cracks developed in the partition.

SPACE IS SAVED. In every 4 lineal feet, a 2"

studless partition adds an extra sq. ft. of floor space over standard partitions.

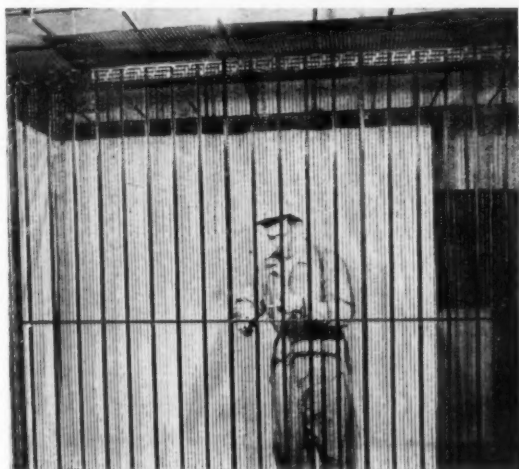
CONSTRUCTION PRINCIPALS. Studs are eliminated by erecting metal lath to the floor and ceiling so that the long dimension of the sheet is vertical. Maximum height: 10 feet. Many types of metal runners for floor and ceiling anchors are available. However, wood floor runners (2" wide by 1 5/8" high) may be used if well seasoned and prime painted.

Diamond mesh lath should be lapped at the sides at least 1/2". Rib or sheet-metal lath may be lapped by nesting outside ribs or selvage. Vertical laps should be tied at intervals of 12" or less. Where the studless partitions intersect walls to be plastered, use cornerite tied at each edge to the intersecting lath at 6" vertical intervals.

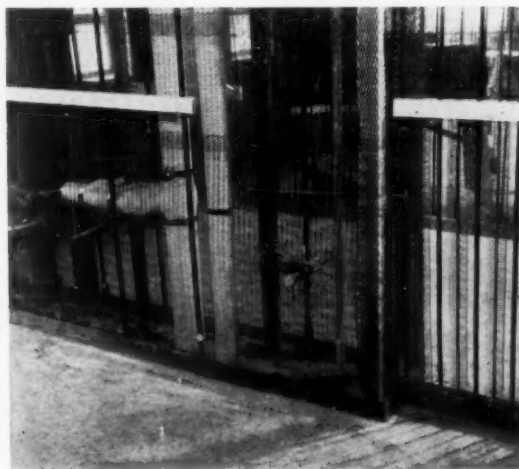
When diamond mesh is used, cornerite can be omitted by fastening the lath to the intersecting surface. Fasten an L-type runner securely to abutting walls which are not to be plastered and wire intersecting lath to it. Wire metal-base screed, picture mold, corner beads securely to the metal lath and shim out to the finish line. Wire door bucks

(Continued on p. 182)

for DECEMBER . . .

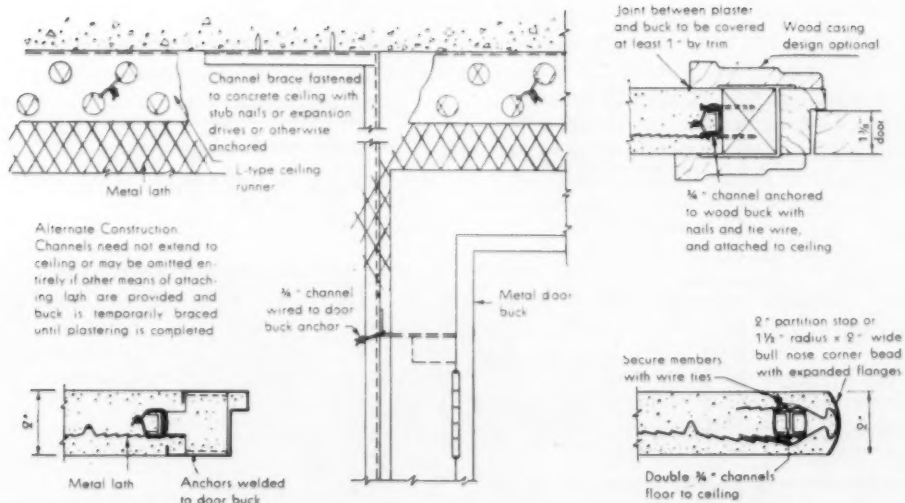


3 Tie temporary bracing to one side of the partition. Metal channels, concrete reinforcing rods or wood strips may be used as these are removed after partition is brown coated on opposite side.



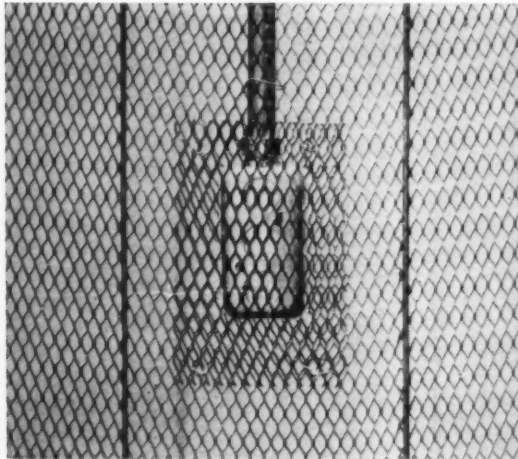
4 Where service lines for plumbing, heating require thicker wall for concealment, cover them with two walls spaced to accommodate the pipes. Back-plastering is not necessary.

about studless partitions



THE DRAWINGS above show you how to attach a studless metal lath and plaster partition to door bucks and ceilings. Wire-tie channel studs to anchor clips on each side of metal door buck or wire-tie to pairs of 8d nails

driven into wood bucks so located as to provide space for tying the metal lath securely. The detail at the lower right shows you the method of finishing a cased opening using a bull-nose corner bead.



5 Use shallow boxes for electrical outlets and conduit for rigidity. As boxes normally project through the metal lath, the back should be reinforced with an extra piece of lath as shown.



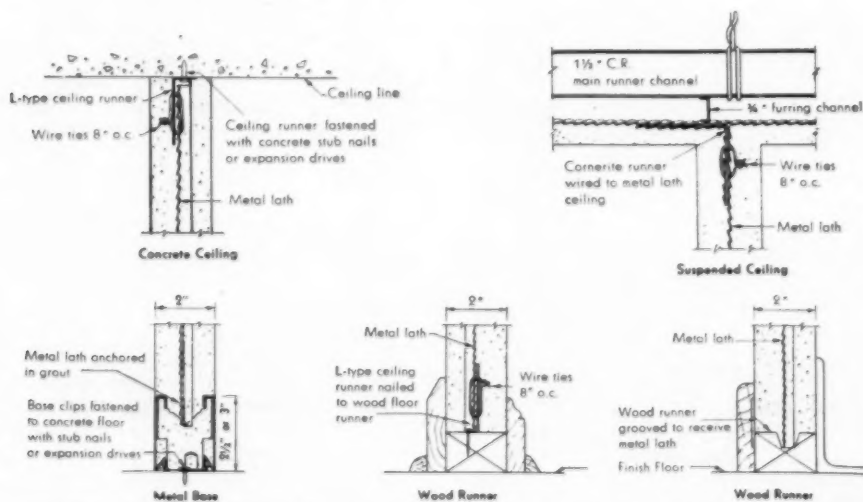
6 View of the braced side of the partition after the scratch coat has been applied to opposite side. The penetration of the plaster through the mesh provides excellent mechanical bond for the brown coat.

(wood or metal) to lath and temporary braces.

Plastering of five-coat work is recommended. First, apply the scratch coat on the side opposite the temporary braces. When set and partially dry, apply the brown coat. The scratch coat penetrates through the metal lath and the brown coat may be applied directly to the braced side after the wall has set sufficiently to permit removal of the temporary braces. Then apply final finish coats.

Photos, details and data: Metal Lath Manufacturers Association. The following have components for the 2-inch studless partition:

Alabama Metal Lath Co., The Bostwick Steel Lath Co., Ceco Steel Products Corp., The Goldsmith Metal Lath Co., Inland Steel Products Co., National Gypsum Co., Penn Metal Co., Inc., Truscon Steel Div., Republic Steel Corp., United States Gypsum Co., Wheeling Corrugating Co.



HOW TO ANCHOR METAL LATH to ceilings is shown above. Where partitions join concrete or other solid surface, use a metal L-type runner as an anchor. On

furred or wire-lathed ceiling, use a cornerite runner and wire ties. Below left, detail of a metal runner anchoring lath to floor. Below right, detail using a wood runner.

*Never-say-die dependability . . .
proved on the Alcan Highway!*



The Alcan test run was supervised and certified by the AAA.

NEW TASK-FORCE 57 CHEVROLET TRUCKS

Six new '57 Chevy trucks tamed the rugged Alcan in one round-the-clock sprint. They covered the grueling run (normally a 72-hour trip) in less than 45 hours to prove their durability!

They took everything the truck-killing Alcan could dish out—and not a single unit dropped out or turned back due to mechanical failure! They turned in top scores for performance and economy, too! Look over the Alcan Highway Champs at your Chevrolet dealer's. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

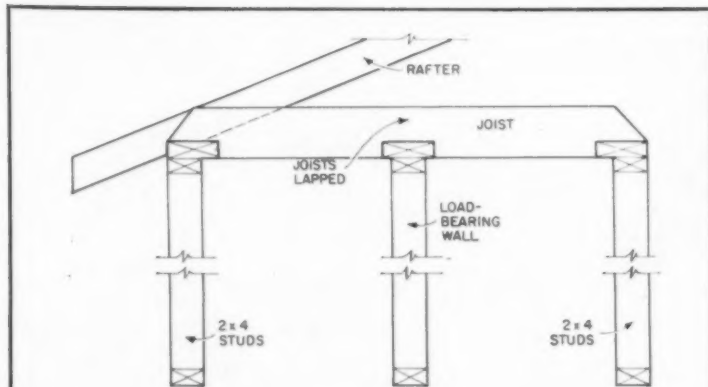


NO JOB TOO TOUGH FOR THE ALCAN CHAMPS!

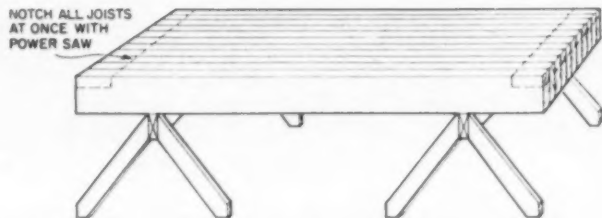
You get Alcan-proved dependability in whatever light- or medium-duty model you choose. Put a new Chevy to work for you and take advantage of its extra stamina, its time- and money-saving ways!

PROVED ON THE ALCAN HIGHWAY . . . CHAMPS OF EVERY WEIGHT CLASS!

CHEVROLET



Here are the nailers . . .



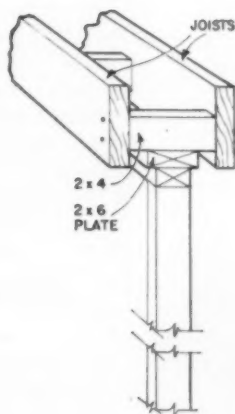
. . . and the way to notch joists.

Here is a method of providing nailers for dry walls that is much stronger than conventional blocking, and will make the finished wall much straighter.

Instead of a top plate of 2x4's for exterior walls and bearing partitions, a 2x6 plate is used, and positioned as shown in the diagram. All cutting, fitting and nailing of blocks is thus eliminated.

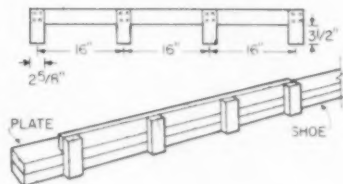
The only additional operation required for this method is the notching of the ceiling joists. This can be done quickly by cutting them to length, laying them out as shown, and making the cuts on all of them at once with a power saw.

It is best to lap the joists over the bearing partition.



Otherwise there will be a full notch that will be harder to cut than an end notch.

H. Stinn, Nokomis, Ill.

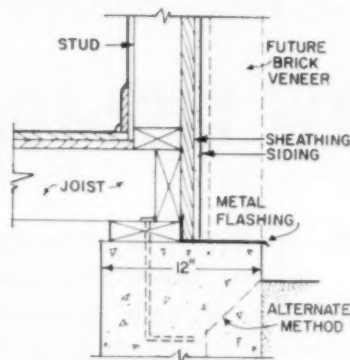


Stud layout tool

Here is an addition to the large list of tools for quicker laying out of stud positions.

The device is a "comb" with four teeth on 16" centers. The marker teeth are made wide enough so that a pencil mark on each side will be the thickness of the stud, and long enough so that they can cover two thicknesses of 2x4. In this way, both the shoe and the plate can be set together and marked off at the same time, resulting in a faster and more accurate job.

F. C. Brousil, Escondido, Cal.



For future veneering

There are times when a house is built with the intention of adding brick or stone veneer at a future date. It is best to construct the original foundation with this in mind; otherwise, when the time comes for the remodeling it will be necessary to dig down to the footings and build up the foundation to carry the new load.

Using the method shown in the diagram, the veneering can be added quickly and with no digging or changes to the foundation. The foundation ledge can be hidden by bushes until the veneer is added.

N. M. Pittman, Overton, Texas
(Continued on page 186)

Popular Leaders in Residential Gas Heating

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through
low-cost
installation

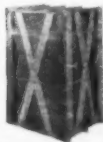
☆ **PROFIT**
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for small
to medium
residential
installations

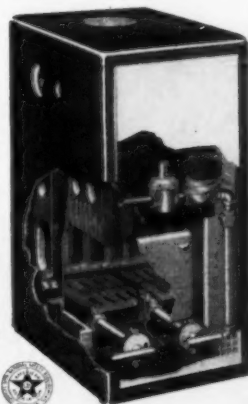


The "11B" Series National-U.S. Packaged Gas Boiler

- Factory-assembled—an assurance of . . . Proper assembly of all parts . . . Complete shipment—no missing parts . . . Minimum installation time and expense
- Compact—requires minimum floor space
- Approved for installation in closets and on combustible floors

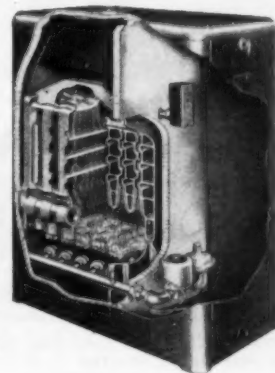


Packaged completely



The "22" Series National-U.S. Deluxe Gas Boiler

- Modernly styled jacket conceals draft diverter, gas manifold and controls
- Boiler sections shipped assembled for fast, easy installation
- Outstanding performance and fuel economy
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- Constructed of cast iron—the lifetime metal



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National-U.S. Radiator

C O R P O R A T I O N

HEATING AND AIR CONDITIONING DIVISION
Johnstown, Pennsylvania

AS A BUILDER

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You work with complex ideas. Do you "see" them quickly enough? You can with the new NORMA Pen and 3-Pencil Combination. It writes in 3 colors of pencil and as a pen... gives greater visual clarity... saves time! Guaranteed for mechanical perfection by NORMA, makers of quality Multikolor Pencils for over 25 years.



ACTUAL SIZE
Yellow or white leads, also available.
CLICK Black Pencil!
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The New norma[®] pen and 3-pencil COMBINATION

#604—in Chrome \$5.95
INTRODUCTORY Offer: Extra ink refill FREE!

If not available at your dealer, order direct from:

NORMA PENCIL CORP., Norma Bldg., Dept. ER
137 West 14th St., New York 11, N. Y.

Please send _____ #604 NORMA PEN and 3-PENCIL COMBINATIONS at \$5.95 each. I desire them engraved at 50c each.

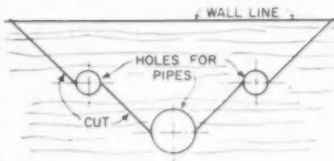
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How to do it better...

(Continued from page 184)

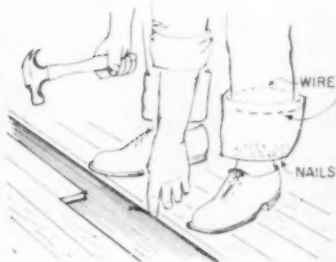


Holes for piping

When hardboard underlayment is put down for tile flooring, holes must be cut in it for water pipes, waste lines, heating lines, etc. In a remodeling job, the pipes will already be in place, and the board must be cut to go around them.

The method shown permits the underlayment to be refitted smoothly. Also, the diagonal cuts will not line up under one row of tiles, but will cut across several rows, so that any inequalities of height in the underlayment will be less obvious.

M. G. Miller, Ft. Lauderdale, Fla.



Cuff nail pocket

By using wire spreaders, the turned-up cuff of a pair of overalls can be made into very handy nail pocket. This will be most appreciated by the carpenter who has to do a lot of flooring work. It eliminates the necessity for standing up to get a nail, then bending back down to drive it, a tiring procedure, and it also stops the cascading of nails onto the floor from a nail pocket that doesn't hang right.

N. Hanson, Portland, Conn.

(Continued on page 188)

Don't miss the

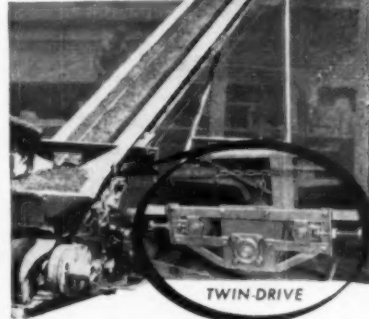
JANUARY ISSUE

- NHB convention
- 1957 Product show

MULKEY

TWIN-DRIVE* BELT CONVEYOR

*Pat. Pending



Handles... CONCRETE, GRAVEL, WIDE MATERIALS

MULKEY

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Handles Brick, Blocks, Lumber, Wide Materials



Self-Aligning Sealed Bearings

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SAM MULKEY COMPANY

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Box 270, Lee's Summit, Missouri

Please send me full information on your Belt Conveyors, Chain and Flight Conveyors. Also name of nearest distributor.

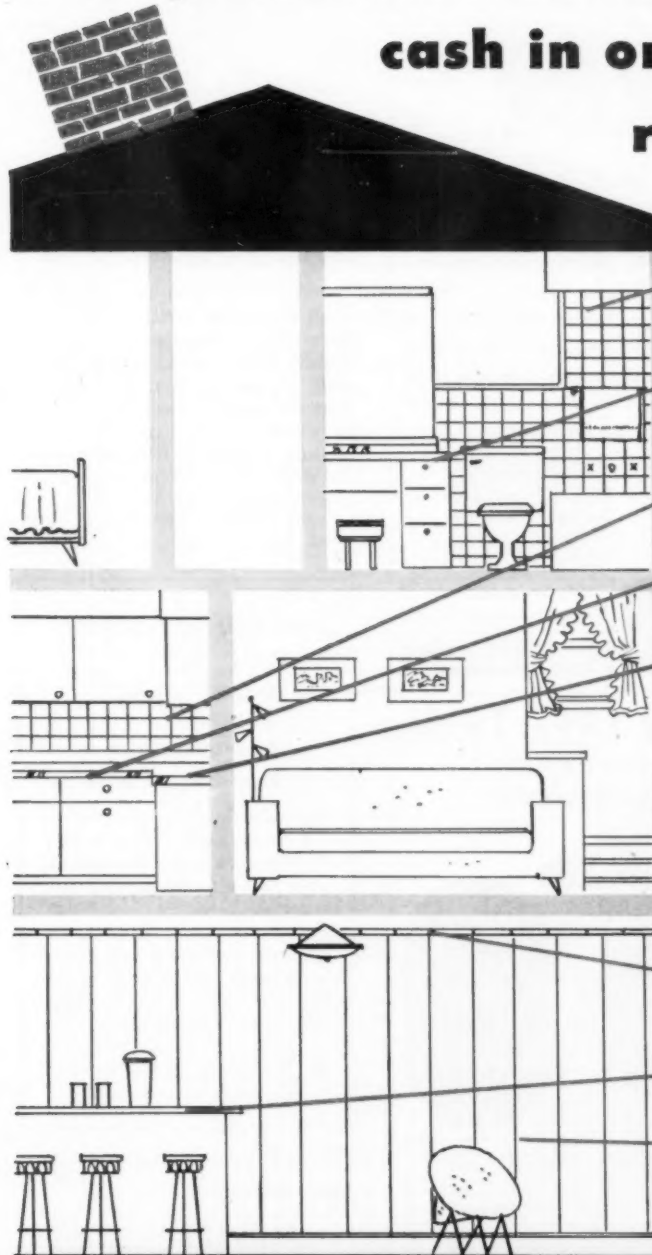
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Company

Address

City State

8 ways Roltite[®] adhesives can help you cash in on the billion dollar remodeling market



1. **WALL TILE** (plastic or metal) installed with Roltite Wall Tile Adhesive
2. **VANITIES** covered with decorative laminates bonded with Roltite Cement
3. **CERAMIC TILE** (for floors or walls) installed with Roltite Ceramic Tile Adhesive
4. **METAL MOLDINGS** installed without screws or clips with Roltite Industrial Cement
5. **SINK TOPS** and counter tops — decorative laminates bonded on the job with Roltite Cement
6. **ACOUSTIC TILE** and other fibrous sheet material installed with Roltite Acoustic Tile Mastic
7. **BARS** and other built-in fixtures covered with decorative laminates bonded with Roltite Cement
8. **WALL PANELING** (pre-finished or unfinished) installed without nails or clips by using Roltite Cement.



Billions of dollars will be spent during the next year on remodeling projects in American homes. The list above shows just a few of the remodeling jobs on which Roltite adhesives can help you do a better job . . . more easily and more profitably. For details on how Roltite can help you cash in on the big remodeling market, see your Roltite distributor or drop us a line.



MIDCONTINENT

Adhesive

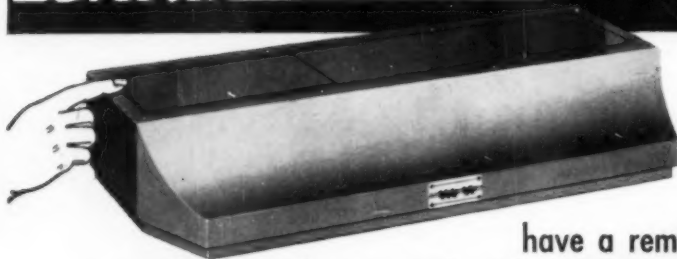
COMPANY
GROVE CITY, OHIO

Adhesives Since 1928

161 SUNSHINE DRIVE

GROVE CITY, OHIO

Broan Kitchen Range Hoods

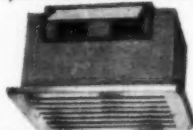


have a removable, reversible top plate to make All installations easy

Because Broan hoods have a rectangular and circular knockout, because Broan hoods have a removable reversible top plate, they fit any connection. You're guaranteed a fast-running job of installation, every time. And only Broan, among leading manufacturers,

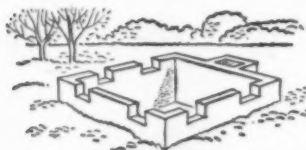
gives you this practical adaptability. Additionally, Broan leads in smart, modern design, leads in five, eye-level push-button controls, and provides a choice of three finishes, stainless steel, copper tone, white enamel. Write for an illustrated specification bulletin.

For whisper-quiet operation, team a Broan Twin Blower with a Broan Hood — or install it in a ceiling or soffit. It delivers a large volume of air against the pressures of long ducts or elbows. Special construction allows easy cleaning.



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Specialists in quality ventilating equipment for 25 years.

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EFCO Steel Forms for concrete construction are adaptable to wide use by their owners, including construction of house foundations. Other advantages:

- Lifetime steel faces should never need to be replaced.
- Easy to handle and assemble.
- Saves time, material, money.
- Low original cost.

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There has never been a transit level like the 38-bF. Offers new usefulness — almost indestructible.

You've never seen a transit level like the new Warren-Knight. It looks and is operated like a transit, yet it has the exclusive advantages of being adjusted like a Wye level and costs only one half as much as the average transit. The new design Model 38-bF is so sturdy that maintenance and repair charges will be practically eliminated during a LIFETIME OF SERVICE.

This expert new design includes such features as a steel center, coated optics, covered leveling screws, and limb vernier reading to one minute.

10 DAY FREE TRIAL

So sure are we of your reception to this magnificent new instrument that we offer it FREE for 10 days trial. No strings. No cost attached.

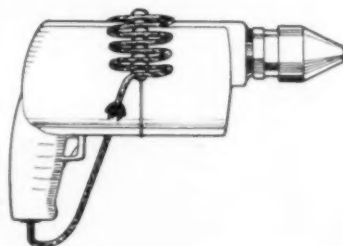
Why not get the full facts on this startling new instrument. Write for FREE Bulletin F-612.



136 North 12th St., Philadelphia 7, Pa.

How to do it better . . .

(Continued from page 186)



Electric cord holder

What to do with the cord is always a problem with electric tools. This method requires a spring attached to the tool, in this case a drill, as shown. The cord is laid into the spaces in the spring. This is much easier than the usual method of winding the cord around the drill. The cord can be removed more quickly too.

W. A. Tait, Chicago, Ill.

Can you do it better?

SEND US . . .

- A brief written description
- A simple sketch
- Snapshots, if possible

You are American Builder's main source of better building methods, so send us your ideas. Good sketches are most important; a free hand drawing is fine so long as it's clear. If we publish your idea, we'll send you \$25 for your trouble. Mail contributions to: American Builder, 30 Church St., New York 7, N. Y. Sorry, but contributions cannot be returned.

Don't miss the

JANUARY ISSUE

- NHB convention
- 1957 Product show
- Blueprint house

Dozens of

Sales-building ideas in

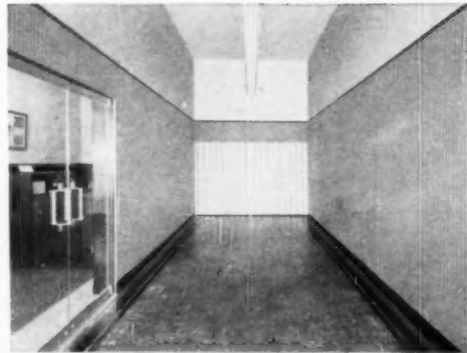
K&M ASBESTOS DECORATIVE PANELS!

For indoor or outdoor use

When customers want smart, dramatic effects in residential or commercial construction, these handsome decorative panels meet the need perfectly. They're ruggedly durable, light in weight, easy to saw and nail. Naturally gray in color, they take paint attractively.

Used outdoors, these new "Century" panels provide light-and-shadow textures which mask irregular weathering and staining. They are highly resistant to fire, vermin, rot and weather.

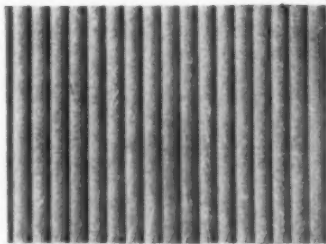
ARCHITECTS AND BUILDERS put new K&M Decorative Panels to work everywhere! Here, both fluted and lightweight corrugated asbestos sheets are used to restyle this office entrance. Imagine the demand for these new, versatile building materials that provide clean-lined beauty, superior fire protection with less maintenance.



ARCHITECTS AND BUILDERS put new K&M Decorative Sheets to work everywhere! Here, both fluted and lightweight corrugated asbestos sheets are used to restyle this office entrance. Imagine the demand for these new, versatile building materials that provide clean-lined beauty, superior fire protection with less maintenance.

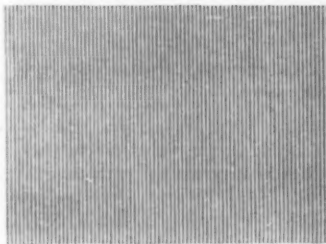
FLUTED ASBESTOS PANELS

Wide ribs provide a strongly-contrasting light-and-shadow pattern. Recommended for use by themselves or as contrasting panels with plain sheets. Especially effective when used for facades, soffits, mullions, dadoses, friezes. Narrow widths provide distinctive cover fillets, borders, architraves and marginal strips. Approximate size: 4' x 8' x 3/4".



RIBBED ASBESTOS PANELS

Narrow ribs running the full length of the panel form a modern, closely-textured pattern. Highly effective as complete interior wall lining for small rooms. These panels are particularly recommended for use as dadoses, wainscoting, friezes, contrasting panels and marginal strips. Standard size: 4' x 8' with an approximate overall nominal thickness of 1/4".



Contact your K&M Distributor, or send in the coupon!

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Send me literature and samples of your new fluted and ribbed K&M Decorative Panels

I also want information about:
 K&M Lightweight Corrugated Asbestos Sheets

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Wiring

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Air Conditioning

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Power Equipment

▶ Insulation
Interior Finish

How to frame the roof around the chimney

QUESTION: In the hip roof that I am framing, the valley rafter intersects the chimney. How can I frame and header all the rafters around so as not to bear on the chimney?

E. L. Flushing
New York, N. Y.

ANSWER: The most economical solution to this problem would be to rest each end of the cut valley rafter on cor-

belled masonry from the chimney.

However, since this method is not permissible in your case, the alternate solution shown above may be used. Trussed rafters A, B and C will transfer roof loads around the chimney to the exterior bearing walls.

The design of trussed rafters will depend upon the use of attic space for locating the web members of the truss.

sire a higher sheen, it is recommended that you use two or three coats of spar varnish. Make sure that the flagstones are perfectly dry before you apply varnish.

Time required to paint a house

QUESTION: How can I estimate the time required to brush-paint a house?
Joseph A. Bolf
Portland, Oregon

ANSWER: In order to estimate the time to brush-paint a house, you must first take off the items of operation in the following units:

1. Outside area in square feet.
2. Inside area in square feet.
3. Lineal feet of woodwork.
4. Square feet of wood siding.

In taking off your quantities, add a waste factor of 10 to 15 per cent.

Then refer to any estimation text in your library for the man hours. Be careful to check the man hours against the porosity of the material you are painting. This will give you the amount of paint needed.

References:
Building Cost Data—1956—Means Estimating for the Building Trades—Dalzel
Estimating Handbook—Walker

Condensation on block wall

QUESTION: We are building a new store, the walls of which are to be of 8" cinder blocks. Can you advise us if there is any way of stopping condensation on the interior walls, other than strapping and using wallboard, using stucco or plastering? Will any of these take care of it?

Edward Godnick
Rutland, Vermont

ANSWER: The best way of stopping condensation on interior walls with a masonry outside wall would be to use furring strips on the face of the inside wall. Then attach wall board. When the cinder blocks are being laid, make sure that you supply mortar on the outside and inside edges of the block, leaving the two end edges without mortar. This will not permit water vapor to cross the thickness of the block via the mortar joints.

(Continued on page 192)

Brick wall leaks

QUESTION: How can I prevent water from leaking in between the joints of a brick wall?

Joseph F. Eberhart
Wilmington, Del.

ANSWER: You might repoint the mortar joints in the area in which the leak is occurring. Paraffin would retard water, but it would wash away in a short period of time. Your local paint dealer will be able to recommend a clear waterproofing compound with a plastic base that would solve your problem, and

resist rain for a longer period of time than will the paraffin.

How to make a flagstone patio shine

QUESTION: What preparation, wax, or solution can be put on an inside flagstone patio to give it a smooth wax polish?

Robert A. Fish
Wellsboro, Pa.

ANSWER: The best method would be to use any brand of paste wax or synthetic wax. This will produce a smooth finish. However, if you de-



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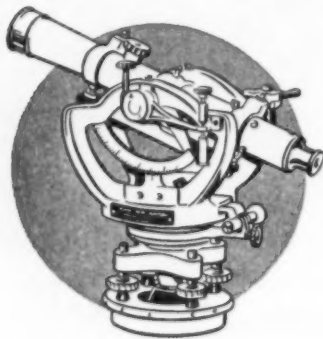


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(Continued from page 190)

Will the header support 9,000 lbs?

QUESTION: (1) We have a window opening in a house with a clear span of 14 feet. We want a header (wood preferred) that will support 9,000 pounds. If we use lumber with a fiber stress of 1,600 pounds per square inch, (southern yellow pine or equal) and want to limit the deflection to 1/350 of the span, how much of a load will two 2" by 14" pieces carry? 13½" is all the room we have for the header. (2) If two 2" by 14" pieces will not carry the load, would it be practical to use a ¼" or ⅜" steel plate between the two members and bolt them together? If so what thickness plate should be used? How many bolts, etc? How practical is this type of construction? (3) Can you suggest where we could procure detailed information about fitch beams?

Richard J. Arthur
Topeka, Kansas

ANSWER: (1) Your attention is called to the Wood Structural Design Data Volume 1 by the National Lumber Manufacturers Association, Washington, D. C. and Timber Design and Construction by Jacob & Davis, published by Wiley & Co.

The tables therein show that one 4" by 14" dense-select structural fir will safely support a load of 8,989 pounds. The nominal size of this lumber being 3 and ⅝" by 13 and ½" will meet your headroom requirements. The deflection of 1/360 will hold if the beam is not overloaded above 8,989 pounds.

(2) In our opinion a built-up beam such that you mention would not be advisable as the shear pattern of the beam would change if steel plates were used.

(3) The term "fitch" as used in your question (if applied to timber) is a saw-mill term used to apply to a glued-laminated beam made up of rough slabs. For further information we suggest that you write to Timber Engineering Co., 1319 18th Street, N.W., Washington, D. C.

NOTE: It is strongly suggested that in designing timber or steel that you refer to a licensed engineer or registered architect for an accurate design.

Size of an "I" beam

QUESTION: Where can I get information on the loads and spans that determine the size of an "I" beam?

Donald T. Street
Rochester, N. Y.

ANSWER: We recommend you get the book "Steel Construction," a manual of the American Institute of Steel Construction, New York. This manual may help you, but you must have some knowledge of Steel Design in order to use it properly.

Got a problem you can't solve?

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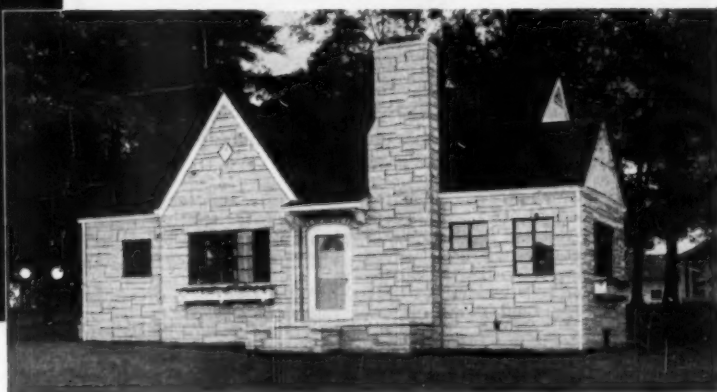
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Convention calendar . . . 1956

Dec. 4: Marion County Residential Builders, 143 East Ohio St., Indianapolis 4, Ind. Annual election meeting; Athenaeum. Albert E. Thompson, chairman.

Dec. 4-6: Texas Assn. of Home Builders, 814 Perry Brooks Bldg., Austin, Tex. Convention and trade show; Shamrock-Hilton Hotel, Houston. John J. Terrell, chairman.

Dec. 5: New England Council of Home Builders, 433 Westminster St., Providence 3, R. I. Annual meeting and election of officers; Lowell, Mass. This council includes all six New England states. Ross Dagata, chairman.

Dec. 5: Battle Creek Assn. of Home Builders, 708 Post Bldg., Battle Creek, Mich. Monthly meeting and

election of officers; American Legion Clubhouse. Allen Shaffer, chairman.

Dec. 5: Rochester Home Builders Assn., 240 Powers Building, Rochester 14, New York. Election meeting.

Dec. 5: Home Builders Assn. of Dallas County, 318 N. St. Paul, Dallas, Tex. General membership meeting; Adolphus Hotel. Joe Haverstick, NAHB Pres., speaker. Herbert DeShong, chairman.

Dec. 6: Peninsula General Contractors and Builders Assn., 1950 El Camino Real, San Mateo, Calif. Director's meeting; Association auditorium. Harry E. Smith, chairman. **Dec. 20:** General membershp meeting.

Dec. 6: Home Builders' Assn. of Albany, N. Y., 105 Colvin Ave., Albany 5, New York. Annual dinner; Sheraton-Ten Eyck Hotel. Leo P. Byrnes, chairman.

Dec. 8: Home Builders Assn. of Greater Baton Rouge, 3431 North Blvd., Baton Rouge, La. Installation of 1957 officers and board of directors. Spinosa's Restaurant. Charles J. Phillips, Jr., chairman.

Dec. 8: Staten Island Home Builders Assn., 80 Bay St., Staten Island, N. Y. Annual dinner dance. The Staaten, 697 Forest Ave., S. I. Adam P. Antenucci, secretary, Rene Allegre, chairman.

Dec. 10: Norman Home Builders Assn., 510 West Comanche, Norman Okla. Annual ladies night dinner. Lockett Hotel. Ben McElhaney, chairman.

Dec. 13: Home Builders Assn. of Hartford County, 14 Oakwood Ave., West Hartford, Conn. Ladies night. Hotel Statler. Clayton W. Johnson, chairman.

Jan. 8: Home Builders Assn. of Maryland, 7 E. Lexington St., Baltimore 2, Md. Annual home builders banquet; Lord Baltimore Hotel. Jack B. Candler, chairman.

Jan. 20-24: National Assn. of Home Builders, 1625 L St., N. W., Washington, D. C. Annual Convention; Chicago, Hotels Hilton, Sherman, and the Coliseum.

Feb. 9-17: Home Builders Assn. of Greater St. Louis, 215 North Meramec Ave., St. Louis 5, Mo. Bildors Home Show; St. Louis Arena. Mel Doernhoefer, director.

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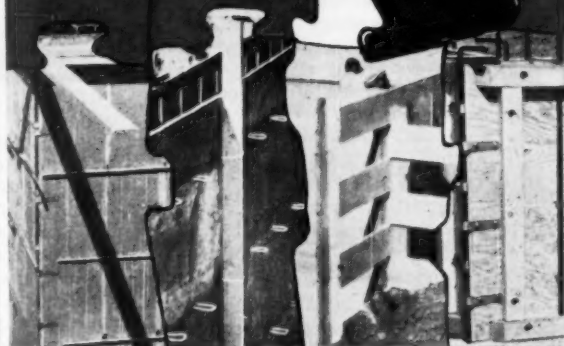
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Manufacturers news . . .

Prefabricators are humming this month: Inland Homes Corp. announced the formation of a subsidiary, Inland Mortgage Corp., to assist the company in arranging permanent and construction financing. At the same time the appointment of **George S. Brown** to executive vice president of the new corporation was announced. . . . Harnischfeger Homes appointed **Richard A. Hubbard**, Illinois area manager, and **J. Judson Henninger**, Illinois district manager. In another report **R. H. Schildhauer** was elected assistant secretary of Harnischfeger's Acceptance Corp.

"Quiet, Please" a color motion picture produced by Armstrong Cork Co., describes the use of acoustical material to alleviate noise problems in the home.

U. S. Steel Corp. announced the appointment of **James E. Brown** as vice president and general manager of its American Steel and Wire Cyclone Fence department. Other appointments: **Frank E. Kyndberg**, gen-

eral sales manager; **Roy E. Pinniger**, assistant to the president. . . . At a special meeting, the board of directors of Frank G. Hough Co., subsidiary, International Harvester Co., elected **G. A. Gilbertson** president and chief operating officer. . . .



Gilbertson



Burns

Richard V. Burns was appointed vice president in charge of manufacturing for Pryne & Co.

Yale & Towne Manufacturing Co. named **Cardinal Carryor Co.** as franchise representative for sale and service of Yale's industrial lift trucks. . . . **Thomas E. Hearon** was named St. Louis district sales manager for Zonolite Co. . . . **New Marketing manager of Richmond plumb-**

ing fixtures division, **Rheem Manufacturing Co.** is **L. P. Jenkins**. . . . **Richard G. Sanders** was named Lakeland district manager for U. S. Gypsum Co. with headquarters in Chicago. . . . Appointment of **Paul N. Chermisinoff** as manager of the Alsynite plant at Paterson, N. J. was announced. He is replacing **Charlie Opel** who returns to a home office assignment.

Paul E. Evans was appointed eastern district sales supervisor for Young Radiator Co.'s heating, cooling and air conditioning divisions. . . . Air conditioning division of Whirlpool-Seeger Corp. announced the appointment of **John**



Evans

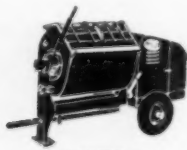


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F. Zubrod as product manager. . . . **Malcolm E. Fischer** was appointed sales manager of the door and frame division, Overly Manufacturing Co.

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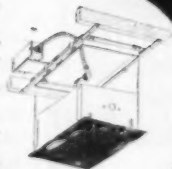
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Striking can invalidate arbitration clauses



By **JOHN F. MCCARTHY**
Attorney-at-law

A recent decision of the Federal Court of Appeals in Chicago, in a case commenced by the *Cuneo Press, Inc.* against the *Kokomo Paper Handlers' Union No. 34* and *Kokomo Printing Pressmen and Assistants' Union No. 302*, illustrates some of the problems which arise under clauses in employer and employee agreements providing for the arbitration of labor disputes. The opinion in this case is reported in 235 F 2d, page 108.

The agreement between the Cuneo Press and the Union bound the parties to undertake to avoid any lockout, strike, slow down or work stoppage. It contained a customary provision for the arbitration of labor disputes. For three days commencing on January 24, 1955, the union members engaged in a sit-down strike. Their action, which stopped the entire operation of Cuneo's plant in Kokomo, Indiana, arose from a dispute with another union over certain work. The plant was engaged primarily in printing magazines which had an international circulation. The strike, of course, seriously interfered with the publication and distribution of those periodicals.

The Unions had failed to refer the dispute to arbitration, in accordance with their agreement with Cuneo, before embarking on the sitdown strike which crippled the operation of the plant. Cuneo thereupon instituted suit for damages and the union members ended their strike. The Unions asked the Court to stay the suit for damages until the issues involved were subjected to arbitration. The Unions relied on their agreement with Cuneo and on Section 3 of the Federal Arbitration Act (Title 9, USCA, Sec. 3) providing for a stay of suits where the issues were referable to arbitration,

pursuant to an agreement in writing between the parties. The Court refused to grant the stay which the Unions requested.

The Court observed that agreements providing for arbitration should be liberally construed so that labor disputes might be settled without resort to strikes or to litigation. The Court was of the opinion, however, that here the Unions had forfeited their right to insist on arbitration by first resorting to a sit-down strike. The Court said,

"The unions chose to act suddenly and without warning in using the economic force or pressure of a sit-down, strike. Obviously, a chief purpose of the arbitration agreement was to avoid a strike. When the unions embarked upon the strike they voluntarily by-passed arbitration. When they struck, the wrong was done and the damage to plaintiff began. Then it was that plaintiff's right of action for damages and injunctive relief to prevent further damage accrued.

"Faced with plaintiff's suit for injunction and damages, the unions sought a stay order pursuant to Sec. 3 of the Arbitration Act. However, their position at that time was untenable. First, there was then no longer any issue referable to arbitration under the agreement in reference to arbitration. Even if the unions originally had an issue referable to arbitration, they chose instead to resolve that issue in their favor by use of their economic strength. Having thus violated their contract to plaintiff's damage, it was too late for them to demand arbitration on that issue. Secondly, before the court could be justified in granting the stay order, it was necessary that the unions show that they were not in default with proceeding with such arbitration."

Symons FIELD REPORT...



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Rudy Gasten is resident manager for F&S and George E. Steele is general superintendent.



Catalogs and Additional Information
on FORMS Sent on Request

COMPLETE BOOK OF WOOD FINISHES. Robert Scharff, McGraw-Hill Book Co. (New York) 1956. 298 pp, illus. \$4.50.

Every step in securing a professional wood finish is clearly and simply shown—from sanding and using wood filler to staining and shellacking, varnishing and buffing.

What to do, how to do it, is made easy by the use of photographs and line drawings. An ideal book for carpenters, builders, and home craftsmen.

LEGAL CASES FOR CONTRACTORS, ARCHITECTS AND ENGINEERS. I. Vernon Werbin, McGraw-Hill Book Co. (New York) 1955. 487 pp, \$6.00.

This book is a help to builders; it plainly tells how to see in advance the legal problems that can easily turn a profitable construction project into a losing proposition.

Forty-nine important problems are discussed. In all instances actual cases are cited. For example: if the builder has to vary the quantities of work called for by original plans and specifications, how far can he go, and still remain within his rights? Legal research on each point is thorough.

Careful indexing and a complete table of cases cited make this a convenient book to use.

BUILDING TRADES BLUEPRINT READING. Part I. J. Ralph Dalzell, American Technical Society (Chicago) 1956. 128 pp, illus. \$2.75.

The blueprint provides a better means of communication between the architect and the builder.

This carefully planned book improves your opportunities for success in the building trade; it relates how to properly read a blueprint.

A very understandable unit on scaling and dimensioning is included along with an informative chapter on regional variations.

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► GENERAL REFERENCE

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Clear explanations of how to take off from a set of blueprints and specifications a bill of materials for the construction of a frame house. Arithmetical methods of accurately estimating and cross-checking against mistakes. Suitable for use of small contractors and lumber dealers. Widely adopted as a textbook for students. 5th edition. Pocket size. 304 pages. 123 illus. 60 tables. (#105) \$3.75

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Of great utility to the architect and builder and many other technicians. A standard reference work kept up-to-date since its inception. Large page format. 8½ x 11, shows charts and illustrations in high legibility, along with text descriptive of every detail of building practice from site planning and functional elements to the latch on the door for all types of structures. May be inspected on our approval plan. 884 pages. (#101) \$12.50

Richey's Reference Handbook

by H. G. Richey

A working reference for builders, contractors, architects, building materials dealers, carpenters, and building construction foremen. Conveniently arranged for easy use. Among its complete coverage of topics are waterproofing, building stones, fireproofing, paperhanging, plumbing, heating and ventilation, electric wiring, hydraulics. Has glossary of engineering, architectural, and trade terms. 1,640 pages. 544 illus. (#103) \$9.95

Legal Cases for Contractors, Architects and Engineers

by I. Vernon Werbin

Points out rights and liabilities and the more common trouble spots in construction, engineering, and architectural contracts and in general how to protect your interests when entering into a contract and how to avoid legal difficulties. 5½ x 8. 453 pages. 1956. (#107) \$6.00

Contractor's Material List and Labor Cost Estimate Forms for Home Building

A 15-sheet set of take-off forms for complete listing of material and labor costs involved in the construction of a house. (#108) \$1.00

The Business Law of Real Estate

by Gerald O. and Lillian G. Dykstra

For those engaged in any business or

profession involving realty, including builders, homeowners, storekeepers, this is the ideal book for answering innumerable questions. 852 pages. 1956. (#149) \$10.00

Specifications Kit for Home Building

Simplified specification forms, which when properly filled out describe all materials, construction details, and quality of workmanship to be used in the erection of a home. Set of 14 different sheets. (#109) 50¢

Handbook of Building Terms and Definitions

by Herbert R. Waugh and Nelson L. Burbank

A dictionary which includes also architectural symbols, plumbing symbols, pipe fittings, geometric figures, and an illustration of the 100 principal parts of a house. 421 pages. Illus. (#110) \$5.00

Building Estimators' Reference Book

by Frank R. Walker

Latest estimating and cost data on everything that goes into a house, apartment, or institutional, commercial, or industrial project. Fully indexed. 12th ed. 1,774 pages. Vest-pocket size Estimator, 220 pages, free with Reference Book. (#104) \$12.00

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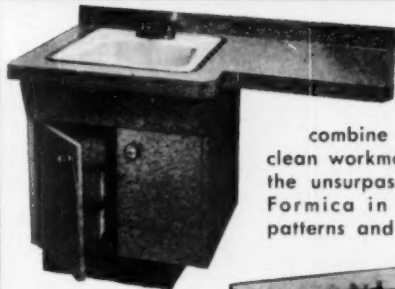
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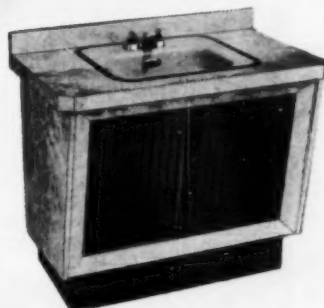
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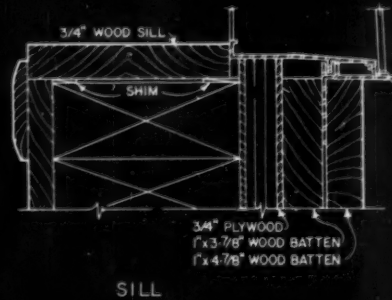
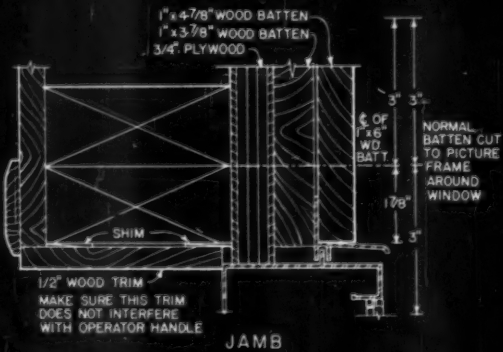
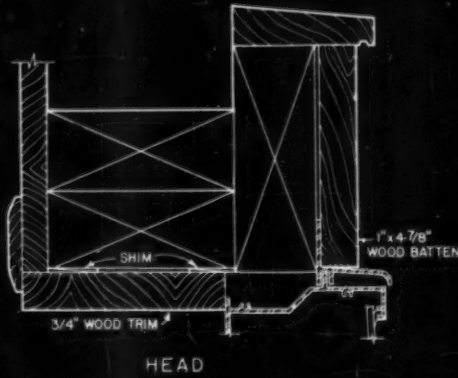
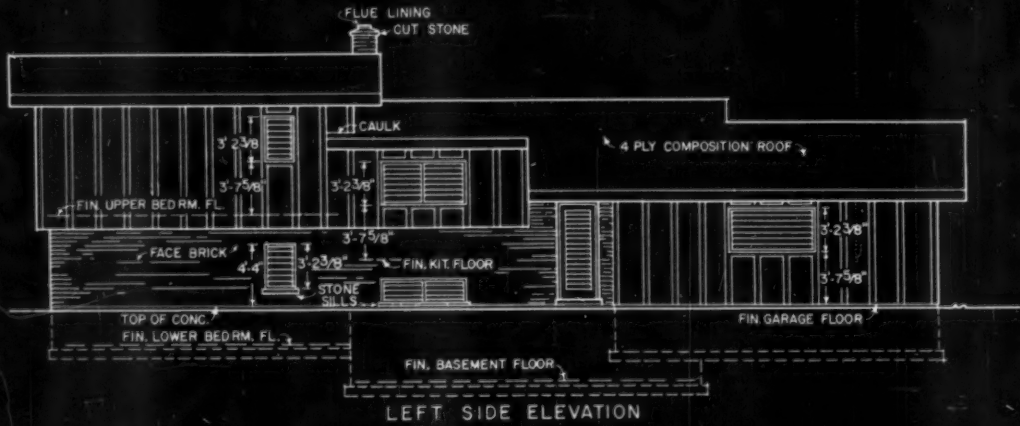
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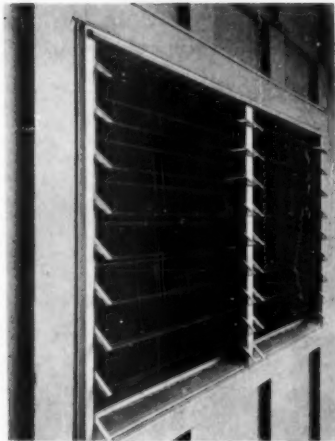
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How jalousie windows compliment plywood

BETTER DETAIL PLATE . . . JALOUSIE WINDOWS ON PLYWOOD EXTERIOR



exterior



EXTERIOR PHOTO OF KITCHEN WINDOW. The two banks of jalousies provide almost 100 per cent ventilation. The window is 6' long, fitted between three rows of board and batten.

The jalousie window is becoming more popular in the northern states. First, it made its appearance in porches and breezeways for northern homes. Now the window serves ideally in both the bath and kitchen. Some builders, like Harry Quinn who recently designed and built the U. S. Plywood house in South Holland, Ill., are using jalousies throughout their homes. Recent water and air infiltration tests have proven their practicality. Design-wise the biggest advantage of the louvered glass window is its flexibility in width.

Construction data: The Plywood house has an unusual adaptation of the board batten design which consists of a 1 x 4 with a 1 x 6 overlapping it. This gives a shadow which breaks up the span of the long continuous wall. In the Left-Side Elevation it can be seen how the normal batten is cut to "picture frame" around the window. The Jamb, Head and Sill details show the construction of the wall and framing at the window. Lu-Re-Co panels were used. Quinn's biggest problem was to get the window to work in paneling and not deter from the board-and-batten effect. *Photo courtesy Ware Laboratories, Inc.*

Designed by: Harry Quinn
Architect-Builder
South Holland, Ill.

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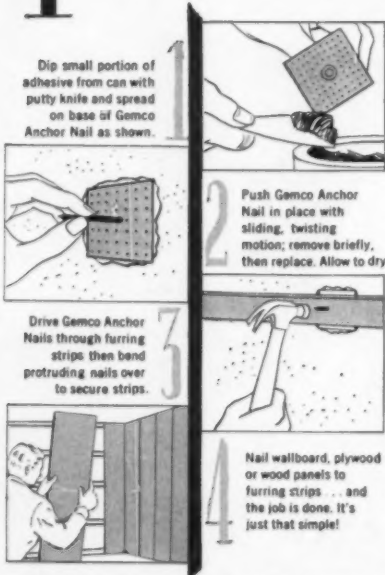
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V. CHILD'S BED-ROOM	X		
A. Size	X		
B. Closet—Size	X		
C. Sliding doors	X		
D. Windows			
VI. FRONT CORNER BEDROOM	X		
A. Size	X		
B. Closet—Size	X		
C. Sliding louvred doors	X		
D. Windows	X		
E. Paneling (walnut)	X		
F. Drop ceiling	X		
VII. MASTER BEDROOM	X		
A. Size	X		
B. Closet size	X		
C. Sliding doors	X		
D. Size, location windows	X		
E. Paneling (cherry)	X		
VIII. BATHROOMS	X		
A. Layout and Division	X		
B. Practicality	X		
C. Pocket Doors	X		
D. Tile	X		
E. Lavinette	X		
F. Built in overhead medicine cabinet	X		
G. Glass and steel shower door	X		
H. Indirect lighting soffit	X		
IX. KITCHEN	X		
A. Design and layout	X		
B. Ref.—Freezer (Revco)	X		
C. Stack washer-dryer (Westinghouse)	X		
D. Youngstown cabinets	X		
E. Lazy susans	X		
F. Dish washer	X		
G. Twin bowl sink	X		
H. Disposal	X		
I. Tabletop range (Tappan-Youngstown)	X		
J. Eyelevel oven (Tappan-Youngstown)	X		
K. Indirect soffit lighting	X		
L. Breakfast nook	X		
M. Windows	X		
N. Tile (ceramic)	X		
X. DINING ROOM	X		
A. Design and layout	X		
B. Elm paneling	X		
C. Picture window	X		
D. Accessibility	X		
XI. FAMILY ROOM	X		
A. Design and layout	X		
B. Fireplace	X		
C. Accordion door	X		
D. Closets (storage)	X		
E. Paneling (Elm)	X		
F. Glass sliding door	X		
G. Size	X		
H. General desirability	X		
XII. GARAGE	X		
A. Accessibility	X		
B. 1/2 bath (Garage)	X		
C. Radio controlled overhead door	X		
XIII. ACCESSORIES	X		
A. Airconditioning	X		
B. Musical—intercom radio	X		
C. Basement	X		
D. Crawl	X		
E. Slab	X		
F. Low voltage-remote control system	X		
G. Exterior overhang soffit lighting	X		
H. Exterior fixtures	X		
I. Interior light fixtures	X		
J. Price (\$29,500 in St. Louis. Complete as shown, with basement)	X		

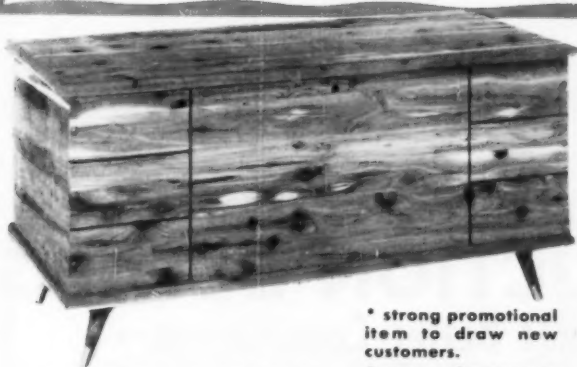
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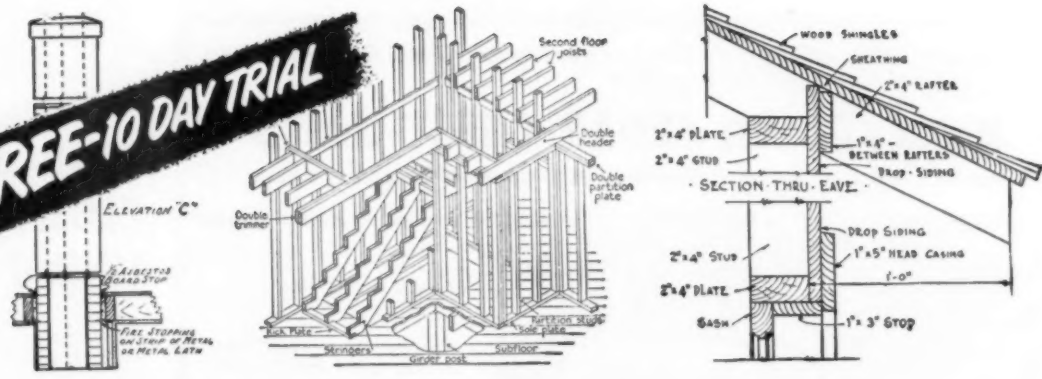
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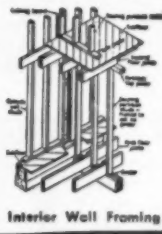
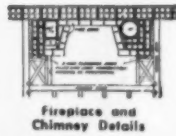


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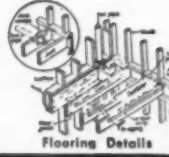
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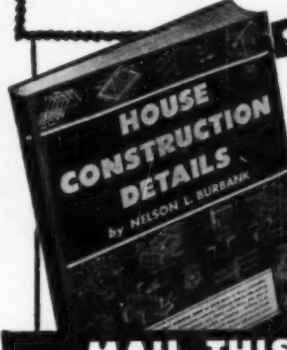
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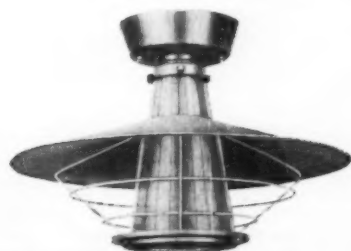
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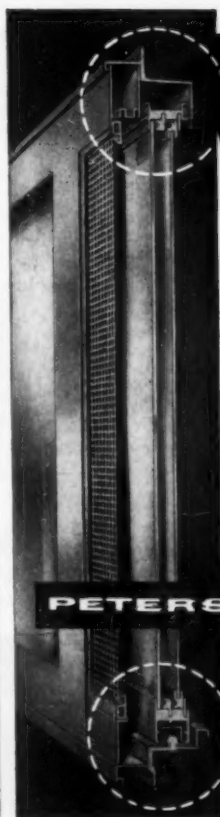
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BLUEPRINT HOUSE ESTIMATING GUIDE

(Continued from p. 126)

House	Brick	Bungalow
Area		1650 sq. ft.
Cube		12,200 cu. ft.

CONCRETE WORK

Location	Actual*
Foundation Footing	260 cu. ft.
Pad	13 cu. ft.
Grade Beams	155 cu. ft.
Foundation Walls	260 cu. ft.
Slabs 4" 2756 sq. ft.	919 cu. ft.
Chimney Footing	18 cu. ft.
Chimney Stack	12 cu. ft.
	1637 cu. ft. or 1719 cu. ft. or 64 cu. yds.

* Add 5% for waste

DRYWALL

Location	Amount
Ceilings	approx. 1800 sq. ft.
Walls	approx. 3200 sq. ft.

STRUCTURAL STEEL

Location	Description	Amount
Lally Columns	2" Diam.	1 Piece
Fireplace Lintel	3 1/2" x 3 1/2" x 1/4" 8'0" long	1 Piece
Posts	W.I.	3 Pieces
Divider	W.I.	2 Pieces
Lintels up to 4'0" span	2 1/2" x 3 1/2" x 1/4" 4'0" long	8 Pieces
Lintels up to 8'0" span	2 1/2" x 4 1/2" x 1/4" 8'0" long	10 Pieces
Lintels up to 12'0" span	2 1/2" x 6 1/2" x 1/4" 12'0" long	4 Pieces
Lintels up to 16'0" span	2 1/2" x 8 1/2" x 1/4" 16'0" long	2 Pieces
Anchor Bolts	3/4" x 15" long	30 Pieces
Gates	W.I.	2 Pieces

BRICK & BLOCK WORK

Location	Description	Amount
Walls	Adobe Brick	1450 sq. ft.
Chimney	Brick	105 cu. ft.
Flue Lining	8 1/2" x 17" T.C.	12 Lin. ft.
Planter & Foyer	Flagstone	36 sq. ft.

TILE WORK

Location	Description	Amount
House Floor	Asphalt Tile	1830 sq. ft.
Bath Walls	Ceramic	136 sq. ft.

FRAMING LUMBER

Location	Size	Pieces	Lin. Ft.	B.F.M.
Studs	2 x 4	250/8	2,000	1,334
Plates	2 x 4	—	630	420
Tie Plates	2 x 8	—	240	320
Rafters	2 x 8	46/26	1,196	1,442
Rafters	2 x 8	31/16	496	662
Rafters	2 x 8	16/16	256	342
Ridge Board	2 x 8	—	60	80
Ridge Board	2 x 8	2/16	32	43
Header	(2) 2 x 8	2/20	40	54
Bathroom Studs	2 x 6	7/8	56	56
Bathroom Plates	(3) 2 x 6	—	24	34
Fascia	2 x 8	—	120	160
Rafters	2 x 8	16/16	256	342
Fascia	1 x 8	—	200	134
Steps as Bridging	1 x 10	—	100	84

SHEATHING AND MISC.

Location	Description	Actual*
Roof Sheathing	1 x 6 T & G	3100 sq. ft.
Roofing Paper	30# Felt	3100 sq. ft.
Roofing	Marble Chips	3100 sq. ft.

*Add 10% for waste.

Note: The waste factors on sheathing would vary in the method of application. If it is applied horizontally a waste factor of 20% should be used. If applied diagonally a waste factor of 30% should be used.

MILLWORK

Interior Trim Location	Description	Amount
Base	1 x 4	400 Lin. ft.
Cl. Pole	1 1/2" Diam.	42 Lin. ft.
Pole Sockets	Pair	6 Pair

Cleats	1 x 3	55 Lin. ft.
Hook Strip	1 x 4	82 Lin. ft.
Shelving	1 x 12	70 Lin. ft.

DOOR SCHEDULE

Size	Description	Amount
3'0" x 6'8" x 1-3/4"		2
16'0" x 6'8"	Gang of 4 Sl. Glass	1
8'0" x 6'8"	Gang of 2 Sl. Glass	1
6'0" x 6'8"	Gang of 2 Sl. Glass	1
2'8" x 6'8" x 1-3/4"		1
Interior Doors		
2'6" x 6'8" x 1-3/8"	Flush H.C.	4
2'6" x 6'8"	Gang of 2 Sl.	3
3'0" x 6'8"	Gang of 2 Sl.	2
2'4" x 6'8" x 1-3/8"	Flush H.C.	3
2'4" x 6'8" x 1-3/8"	Sl.	1
	Total	19

Note: All doors are to be bought in gangs as specified to include all doors, door frames, trim casing stops, saddles, etc.

WINDOW SCHEDULE

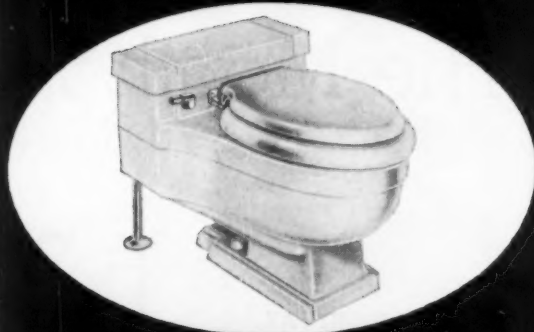
Size	Description	Amount
3'0" x 3'0"	Casement	2
6'0" x 3'0"	Casement	2
4'6" x 4'0"	Casement	1
10'0" x 6'8"	Fixed Glass	1
	Total	6

Note: All windows bought to include all trim, frames and casing.

Material breakdown prepared by Joseph Steinberg, head, and Martin Stempel, senior instructor, Construction Technology Dept., New York City Community College.

**FOR MORE ON BLUEPRINT HOUSE,
SEE PAGES 120-126**

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The Month Ahead

TWO DAYS MIGHT PAY

If you're going to the NAHB convention in Chicago in January, it might pay you to look into the annual Short Course in Residential Construction being given by the University of Illinois Small-Homes Council Jan. 16 and 17. There will be a lot of good technical dope flying around, and you can combine the time with your convention visit. The cost is \$15, and if you want to register you should mail your check to the Supervisor of Engineering Extension, Room 116d, Illini Hall, 725 South Wright St., Champaign, Ill.

DON'T GET FROZEN OUT

The temperature will be dropping below the freezing point more and more from now on. Chances are you've already had your garage winterize your car, but have you forgotten your building machinery? You have a lot of money invested in such items as tractors, small dozers, etc., and you don't want to throw it out the window for lack of a few simple precautions. Get in that anti-freeze and light oil before it's too late.

WATCH FOR THE DAILY

Certainly it will be there. It wouldn't be a convention without it. Of course we're talking about the American Builder "Daily," which will be handed out to convention-goers as usual this year.

The greatest show on earth—for builders

The week from January 17 to January 24 should be marked on your calendar with a big red pencil. It's the date of the National Association of Home Builders Annual Convention in Chicago, by all odds the most important get together of the year for any and all builders.

There just isn't room here to begin to go into the reasons why you should make every effort to attend. Suffice it to say that there will be exhibits that embrace every phase of your building operation, from the first spadeful of earth to the signing of the last paper. Manufacturers will display their latest items; there will be round-table discussions on design, construction, merchandising, and financing; and there will be special emphasis on a series of discussions that proved immensely popular last year, on the One-to-Twenty builder.

And, of course, there'll be banquets, parties, informal get-togethers, and dozens of other social affairs.

A real wing-ding from one end to the other.

Double-barreled coverage

Unfortunately, there will be all too many who won't be able to attend the convention, because of time, prior commitments, distance, etc. (Also, it should be noted, because they aren't a member of the local Association of Home Builders. This is something you can do something about, and benefit from so doing.) American Builder, as in the past, will cover the big show from two sides. First, the January issue will contain the most complete list anywhere of the new products that will be exhibited at the convention. And second, the March issue will report to you on the most important ideas that our editors come across among the exhibits.

We advise you to get to the convention by hook or by crook. But if you can't, do the next best thing: hit the high spots in the pages of American Builder.

And finally, season's greetings

There are a lot of things we'd like to tuck in your Christmas stocking, like easier mortgage money, and better business for the coming year. But we aren't magicians, so instead we'll pass along to you and yours our best wishes for the Merriest of Christmases and the Happiest of New Years.

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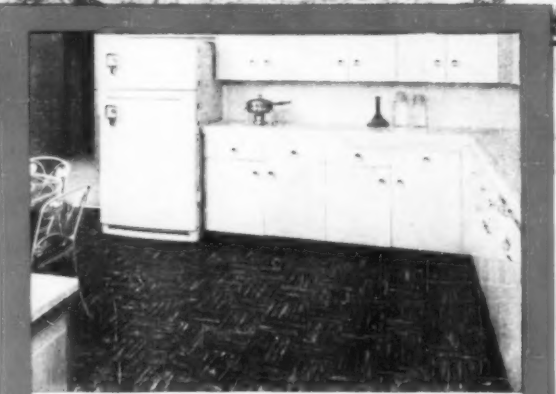
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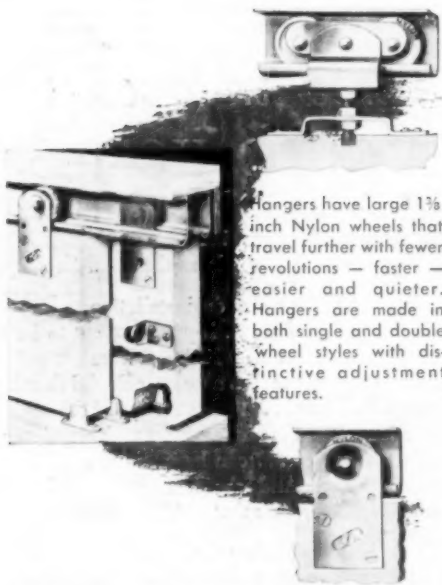
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