

American Builder

What's happening to
builders' profits?

■
Building is
SHOWMANSHIP

OPPORTUNITY FOR MARCH 1957 • 75c



Builders find they've got
to think big about

Land Planning

NUTONE Hood Fans

THE MOST COMPLETE LINE OF HOOD-FANS IN THE INDUSTRY

Most Powerful . . .

NuTone's new Hood-Fans break all records for performance . . . with revolutionary fan blades and more powerful motors. Actual wind tunnel tests of 4 leading brands . . . prove NUTONE HOOD-FANS offer the greatest air delivery!

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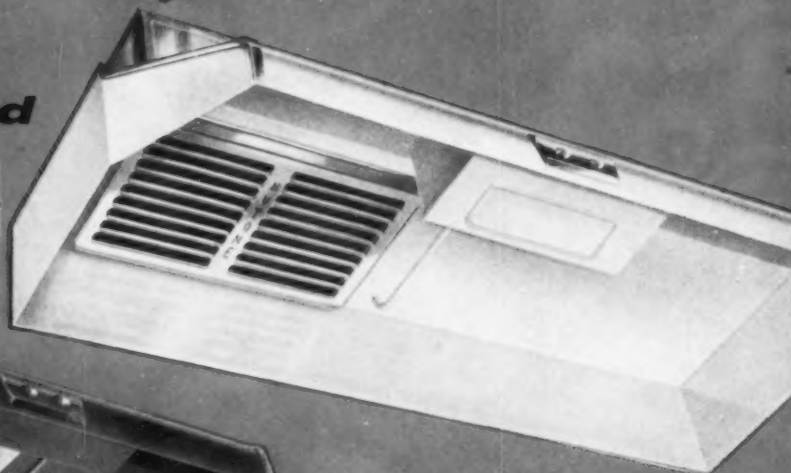
DeLuxe Hood Fan

Uses No Cabinet Shelf Space

(Available with scallops or straight molding.)

Solid Top Hood

For Wall Fan or Twin Blower



Jet-Flo Hood Fan

Factory Installed Fan Housing

when remodeling



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THE DOORWAYS!**

use KWIKSET'S new

**MODERNIZATION
KIT**



The home improvement market has long required a simple way of converting old style mortise locks

to modern tubular locks. You can now fill this need with the easy-to-install Kwikset Modernization Kit. Complete in one package, this new kit makes lock conversion fast and easy. Designed to fit any door, the Kwikset Modernization Kit enables you to eliminate unattractive, inefficient locks and replace them with handsome, precision-made Kwikset "400" line locksets.



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Latch Plate



Back Trim

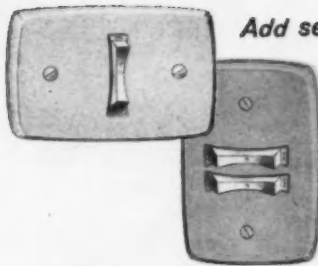


Strike Plate



AMERICA'S LARGEST SELLING RESIDENTIAL LOCKSETS

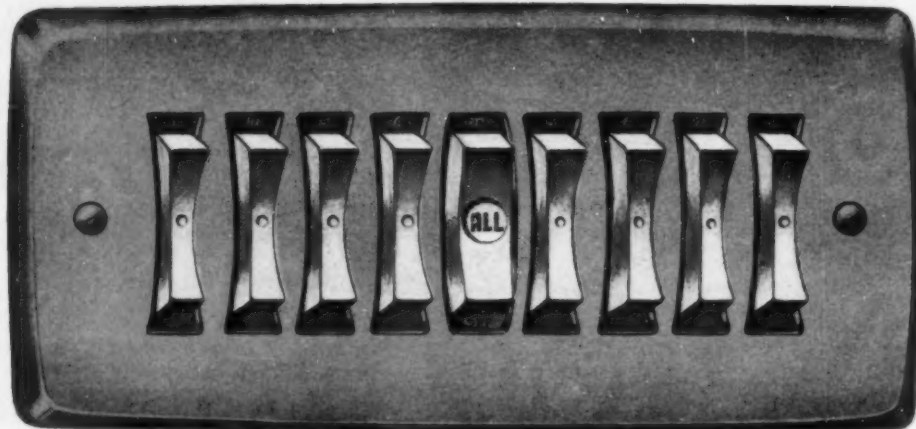
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These beautiful REMCON Hi-Fashion switches tell your customers that your house is an electrical wonder-house with the last word in luxurious, convenient, step-saving, remote-control lighting!

REMCON the easiest switch to install... is now the most beautiful switch of all!



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with one-hand
operation*

You can control lights in 8 rooms individually or all 8 simultaneously with one switch. Definite on-off positions. Completely fool-proof operation. Color-coded for instant identification of each switch.

*complete line
of matching
switchplates*

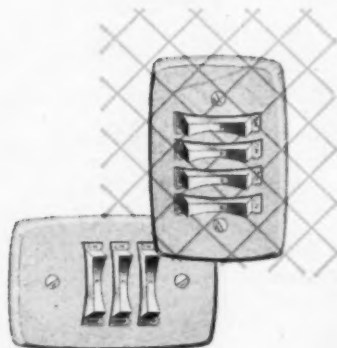
for 1, 2, 3, and 4 switches. Choice of buff or transparent with gold insert . . . the insert can also be used as a template to cut out matching wallpaper or can be painted to match the wall. All switches glow in the dark.

*exciting
fashion-wise
design*

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low-voltage
installation*

The only low-voltage system with the transformer built right into the relay. It's the new, modern, simplified wiring method. And now, with the new high-fashion REMCON switch line, you have an unbeatable volume-building combination.



ask your contractor to show you

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The Opportunity Page

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

There's a big market

Continuing desire of more persons to own their own homes is seen in the slight apartment vacancy rise. In Colorado Springs, for example, the officials of a large apartment project says a number of tenants moved into their own homes during 1956. Supporting evidence comes from builder Tom Collier who has no trouble selling his \$15,-\$30,000 houses, and adds that builders of less expensive homes are also having few sales problems.

Help for tomorrow

It's always good news when a manufacturer launches a program to help builders. Aluminum Co. of America is doing just that with the announcement of this comprehensive program aimed at better houses with lower maintenance: Establishment of a residential building products sales division; sponsoring and promoting, through the issuance of plans and specifications, of approximately 50 model houses in 1957 to be known as "Alcoa Care-Free Houses"; formation of a residential building products advisory committee; and creation of a home design conference.

The big picture

You might like to know about the "American Builderama Camera," used for the first time on page 74 to get the "big picture" for you in the Building Is Showmanship story. The camera takes a picture 140° wide, allowing us to photograph 3 walls of a room in one photo. We think it will enable us to tell you more in one photo—an opportunity for you to learn more by seeing more in one look.

Job follow-through

If you've ever thrown up your hands in despair because you don't know the exact status of each of your jobs, here's a good control system devised by John Osmundsen, Cal., builder. On top of a large peg board, Osmundsen lists the 43 different operations he requires for each of his custom jobs. He uses yellow pegs for each item that has been ordered; red pegs for the item being completed. Each evening the status of each job is checked. A glance at the board shows him exactly what must be done to finish the job in time.

2,000,000 opportunities

Whether or not you're a member of your local HBA, you're sure to be affected by decisions and plans made at the annual 1957 NAHB convention. For example, the magic figure "2 million" kept turning up in discussions as a near goal in housing starts. AB's breakfasts forecast this figure, conservatively, for the 1970's. To learn what builders heard, saw and did at the convention, see AB's comprehensive coverage on pages 73 to 87.

Good public relations

Thoughtfulness towards your buyers—even several years after they've owned the house—can pay off. Out in Palo Alto, Cal., realtor Floyd Lowe sends plants each Christmas to people who have purchased houses through his firm. Response indicates that when these old buyers are in the market for another home, they'll come back to Lowe. Builders can get "repeat" buyers in the same way.

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Editorial Office:
30 Church St., New York 7, N. Y.
April issue: 79 W. Monroe St., Chicago 3, Ill.

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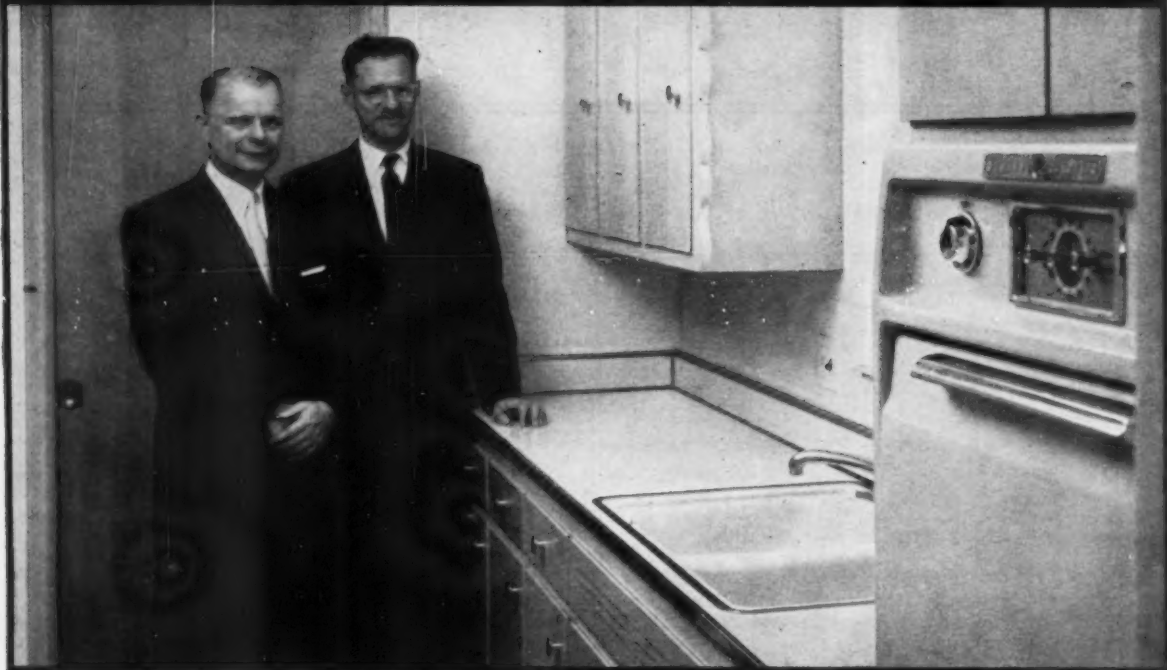
American Builder is published by the SIMMONS-BOARDMAN PUBLISHING CORPORATION, Emmett St., Bristol, Conn., with editorial and executive offices at 30 Church St., New York 7, N.Y.

James G. Lynn, President; Arthur J. McGinnis, Executive Vice President and Treasurer; Samuel O. Dunn, Chairman Emeritus; Fred A. Clark, Vice President and Secretary; Bayne A. Sparks, Vice

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FOR YOUR
MERCHANDISING FILE



Marks & Mahoney achieve color harmony by matching Textolite counter surfacing with appliances and walls.

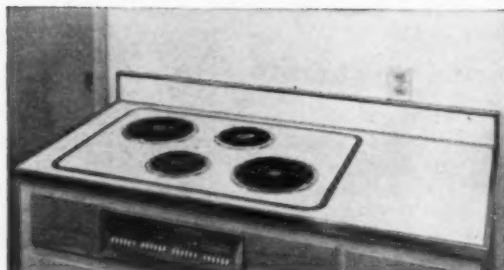
Detroit builders find "Mix-or-Match" idea really works in new-home kitchens!

Only General Electric Textolite® surfacing offers the powerful selling advantages of General Electric "Mix-or-Match" color styling

Detroit builders Lloyd Marks and George Mahoney, of Marks & Mahoney, know that a woman's reaction to the kitchen can decide the sale of a home. That's why they put the General Electric "Mix-or-Match" program to work in their \$20,000 to \$25,000 homes. The program has paid off!

Only General Electric Textolite surfacing offers the patterns and colors that make this "Mix-or-Match" program possible. With over 80 attractive colors and patterns . . . distinctive patterns that women love . . . Textolite offers the widest range of color styling. And Textolite surfacing stays new-looking for years; resists wear; wipes clean with a damp cloth.

With built-in sales appeal, *plus* the tremendous selling power and quality of the General Electric name . . . Textolite will do a better selling job for you *all through* the house!



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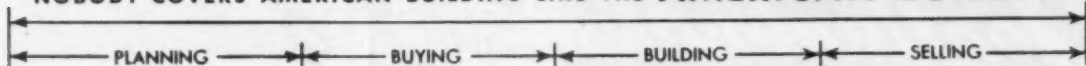
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FIRM _____
CITY _____ ZONE _____ STATE _____

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American Builder (originally "Carpentry and Building") with which are incorporated Building Age, National Builder, Permanent Builder, and the Builder's Journal, was founded Jan. 1, 1879. Names registered in U.S. patent office and Canadian registrar of trade mark.
Address all subscriptions and correspondence concerning them to: Subscription Department, American Builder, Emmett St., Bristol, Conn. Changes of address should reach us three weeks in advance of next issue date. Send old address with the new enclosing if possible your address label. The Post Office will not forward copies unless you provide extra postage. Duplicate copies cannot be sent. Circulation Department: H. C. Van Ness, Director of Circulation; Field Staff: Gerald Blackley, E. R. Focht, Chester Hanson, Guy Hill, Steve Jacobson, J. Hansell Lewis, G. W. Olson, Don Paul, John Simonson, Earl Spohn.
Published monthly by Simmons-Boardman Publishing Corporation, Emmett St., Bristol, Connecticut. Editorial and Executive Offices, 30 Church Street, New York 7, New York. Subscription price: United States, Possessions and Canada, 1 year, \$3.50; 3 years, \$7.00. Foreign countries: 1 year, \$12.00; 3 years, \$25.00. Single copies, 75 cents. April issue, \$2.00. Entered as second-class matter July 20, 1950, at the Post Office of Bristol, Connecticut, under the act of March 3, 1879. Copyright 1957 with all rights reserved. SIMMONS-BOARDMAN PUBLISHING CORP.



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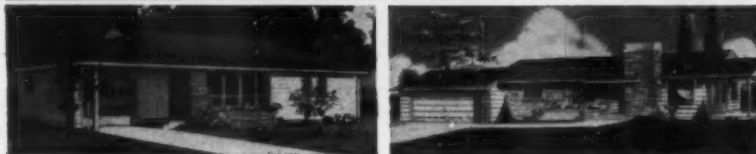
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To The Editors:

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Clarification

February 1, 1957

Mr. Leon Chatelain, Jr.,
President

American Institute of Architects
1741 New York Avenue N.W.
Washington 6, D. C.

Dear Mr. Chatelain: In our January issue we published an article entitled "Can an architect make you a better builder?" Our intention was to point out to builders the many ways an architect can serve the builder professionally and help him do a better job. But, unfortunately, several statements that came from our staff writer can nonetheless be interpreted as tending to discredit the profession.

We regret this exceedingly, not only for the effect of the statements on the profession, but as they reflect on L. Morgan Yost, FAIA, to whom they appear to be attributed.

Morgan Yost did not write the article. Mr. Yost had submitted a manuscript, but it was used only as a "subject outline." It contained none of the objectionable statements I refer to.

We have apologized to Mr. Yost personally and plan to do so again in print. We also want you to know how much we regret that what was intended as a helpful gesture has turned out so unfortunately.

Cordially,
—Walter Reese Browder, Editor

Personal to Joe Mason

Dear Joe: Just a note to thank you for the very pleasant breakfast and program which we enjoyed at the House on the Roof. I am looking forward to seeing the results of your meetings.

—Bruce S. Blietz, Wilmette, Ill.

Turn to p. 86 for the breakfast section of the Convention report.

We'll be around

Sirs: Since I began my subscription to AB a few years back, I have completed over 55 homes—and am afraid if I keep getting your good ideas that I will have to keep building (and the financial climate is not at all right for that kind of business). So as they say, "if you can't beat them, join them,"—I am concentrating on the financing portion of my business which I have also operated in for the last 10 years.

I'll be back when I begin looking for ideas again.

—Marshall D. Ware, Dallas, Tex.
As gracious a "So Long" as we've been waved in some time.

Two-way proposition

Sirs: I received the check for my How-to-do-it-better idea and I want to thank you very much. I get a lot of useful information from American Builder and look forward to getting the next issue, month after month.

—Clarence A. Tessmer, Princeton, Minn.

How about sending us more such ideas?

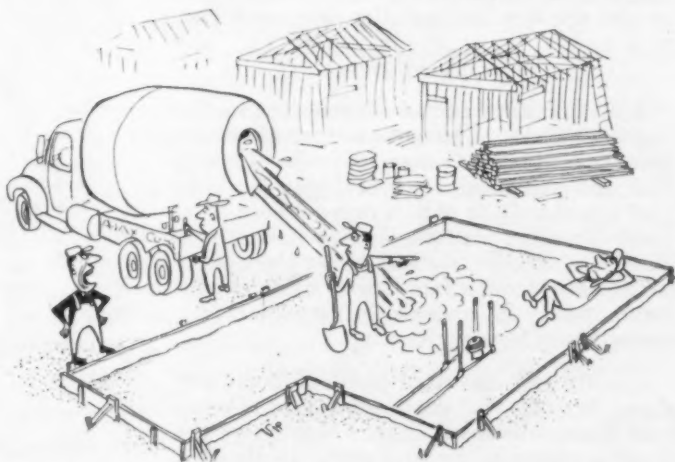
"Industry . . . demoralized"?

Sirs: It is a pretty sad commentary on America's state of affairs generally, and on the builders and dealers particularly, to find the cover and lead article of your issue of Feb. 1957 asking, "What Will Congress Do For You?"

Aren't we, as builders and dealers, responsible enough to do anything for ourselves any longer? We know the trouble with the housing market and so do you, if you'll admit it. The facts are that the market is strong on a give-away basis; i.e., so long as houses can be bought for \$500 to \$750 cash, many people will take one. But, if even as little as 10% is needed, it is vastly different.

Money is available. What we need is to so build and so watch our costs as to turn out homes for less, necessitating less cash. We'll never develop this responsibility with a government crutch. Surely the industry is not so demoralized as some of its spokesmen would make it appear.—J. Lee Johnson, III, president, Cicero Smith Lumber Co., Fort Worth, Tex.

A forthright statement of the growing trend to lower-cost building.



"Just keep pouring, I've told that guy for the last time not to lie down on the job."

(Cartoon by Virgil Patch—

Courtesy Pomona Tile Manufacturing Co.)

Invisible Enemy No. 2

MOVES WITH INCREDIBLE SPEED

In time of war, when released by a nuclear bomb, it instantaneously devastates and obliterates with its searing heat, every human being within a tremendous radius. Though it has no temperature, its enormous energy changes into heat when it strikes and is absorbed by a surface.

Upon escaping from a building in winter, it leaves a chill behind. When it invades in summer, it takes its toll in *heat* and human distress.

Its aliases are many—Infra-Red Rays, Heat Rays, Radiant Energy, Radiation.

It is responsible for 93% of heat flow downward in summer through roof and ceiling spaces, and 55% to 75% of heat loss upward in winter; in wall spaces for 65% to 80% of heat loss in winter and heat inflow in summer.

Buildings are usually constructed with wall and ceiling air *spaces*. Since air has low density, little heat flows through it by conduction.

The enemy in down heat flow is radiation. In up and side flow it is radiation and convection.

A STALWART SHIELD

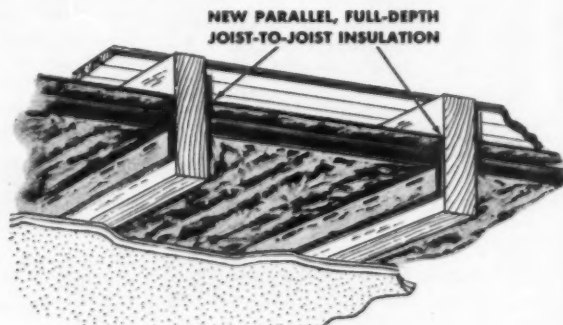
A shield against all these enemies is scientific multiple aluminum. Its surfaces have an absorptivity to heat rays of a mere 3%; reflect them at 97%, and emit them at a rate of only 3%. Thus they retard the flow of heat rays outward or inward. Scientific multiple-layered aluminum is likewise a stalwart shield against the flow of heat by convection. Heat flow by conduction is minimized by its multiple layers of large air spaces which have slight density.

Scientifically separated layers of aluminum, giving **UNIFORM**, full-depth protection to every inch of space between joists, will imprison the invisible enemy in winter, prevent its invasion in summer, transform it into a useful servant.

The continuous metal, up to 750 feet long, has almost zero permeability to water vapor. Infiltration under its flat, stapled flanges is slight. Its scientific construction minimizes condensation on or within this type of insulation.

More than 400 million square feet are in use today. For 11 years it has been repeatedly specified and used by many of the leading architects, engineers and builders of America.

Practical information, and scientific data about Radiation are interestingly presented in "Heat Flow by Radiation in Buildings, Simplified Physics," an illustrated brochure by Alexander Schwartz, lecturer, writer and consultant on heat flow, vapor flow, and condensation. Mail the coupon to get this valuable manual and samples of scientific multiple aluminum.



THERMAL VALUES Infra Type 4 Parallel

Up-Heat C .105 = 3¼" non-metallic insulation*
Wall-Heat C .068 = 4¼" non-metallic insulation*
Down-Heat C .042 = 7¼" non-metallic insulation*

*Based on limiting values of Fed. Specs. LLL-I-321b; HH-I-585; HH-I-521c; HH-I-551a.

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 B'way, N. Y., Dept. B3
Please send () "Heat Flow by Radiation in Buildings"
() Samples

NAME _____

FIRM _____

ADDRESS _____

The Building Outlook

SMALL TALK

DON'T BELIEVE IT

If you're worried about buyers' mercurial tastes in house designs, here's a comforting thought from Randall Jarrell, consultant at the Library of Congress. "You can put a spherical plastic gas tower on aluminum stilts, divide it into rooms and quite a few people will be willing to crawl along saying, 'Is this the floor? Is this the wall?' and to make a down payment and call it a home."

OUTDOOR LIVING

The covered porch is fast regaining status as a traditional favorite of home buyers. New Jersey builders, Saul Cantor and Paul Goldman, say many families call this type of porch "a long needed outdoor supplement to the indoor family or recreation room."

3-POINT LANDING

A totally new concept of home building, whereby components of a plastic house are literally poured from a helicopter, should become a reality this year. Henry Reichhold, president, Reichhold Chemicals, Inc., says plastic walls and foundations may be poured through hoses from aircraft fitted with equipment ordinarily used for cement mixing. Or, the helicopter could fly back and forth from the raw material source to the building site, dropping huge tanks full of plastic resin.

LIGHT LOGIC

More built-in lighting is on the way, particularly for "problem" rooms. A good example: strip lighting in corners which will make a small room seem larger.

MULTIPLE LISTING SERVICES loom as a boon to builders during "tough" sales periods. Continued success of this system of listing homes for sale through a number of realtors was demonstrated in San Antonio last year where more homes were sold than ever before.

WHAT ABOUT BUILDER PROFITS? There's great concern being shown by industry leaders over the growing number of builders going out of business because they just can't make any money. To find out how the profit picture shapes up for 1957, see AB's press-time roundup survey on page 19.

EXPENSIVE-LOOKING PROBLEMS for home builders are in the offing as more and more super roads are built under the Federal highway program. As new home-site areas open up along these major thoroughfares, a great need for water, park, sewerage, streets, schools and churches will develop. Frederick Wegner, NAHB's community facilities director, warns that projected programs will meet only forty per cent of the expected demand for these facilities within the next ten years.

HAS THE INCREASED FHA INTEREST RATE helped the industry? According to a Congressional staff report, "little or no" step-up has been felt in FHA's business. In addition, the report noted that "discounts that were being charged prior to the increase are still demanded by lenders." Despite anticipated changes, a cloud still lies over any projected action by Congress or the executive branch of government to loosen mortgage funds. FNMA's recent action reducing the price it will pay for government-insured mortgages indicates a further tightening of funds available for home loans.

A STEADILY INCREASING DEMAND FOR HIGHER HOUSING standards is seen by Kenneth Keyes, president, National Assn. of Real Estate Boards. This demand, however, is meeting many obstacles—the reduced rate of new production, rising costs, the shortage of mortgage money and other financial difficulties.

IT LOOKS LIKE APPLIANCES WILL NOT be barred from inclusion under FHA mortgages. FHA commissioner Norman Mason is opposed to such a plan because it would not change the practices of home owners buying appliances, but only force them to use conventional and more expensive means of financing.



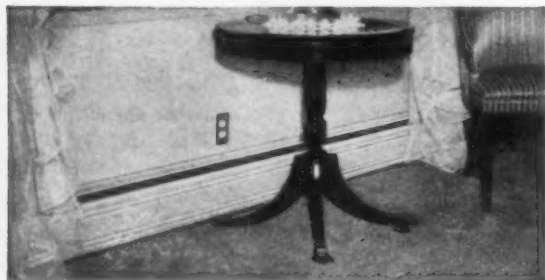
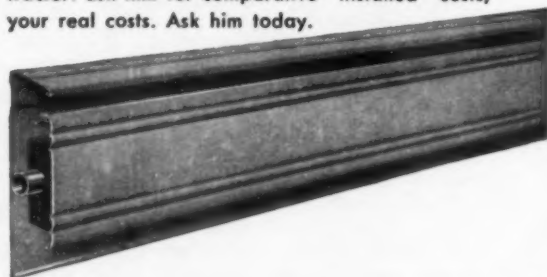
*The Ultimate in Quality and Functional Beauty
... at the Lowest Cost*

Vulcan TRIMLINE BASEBOARD

Selective "mortgage money" and better informed home buyers demand quality heating at lowest cost. You can meet the needs of both groups with VULCAN TRIMLINE BASEBOARD.

Yes — the "installed" cost of proved quality TRIMLINE Baseboard saves you money over the "initial" cost of other types of heating.

Proof? Contact your plumbing and heating contractor: ask him for comparative "installed" costs, your real costs. Ask him today.



*Originators of Fin-Tube and Baseboard
Radiation in America*

The VULCAN Radiator Company

775 CAPITOL AVENUE, HARTFORD 6, CONN.

THE VULCAN RADIATOR CO.
775 CAPITOL AVE.
HARTFORD 6, CONN.

FREE DESIGN CATALOG — please send me at no obligation your TRIMLINE Catalog 54, giving Dimensional Data, I-B-R Ratings, Heating System Design and Piping Design Chart.

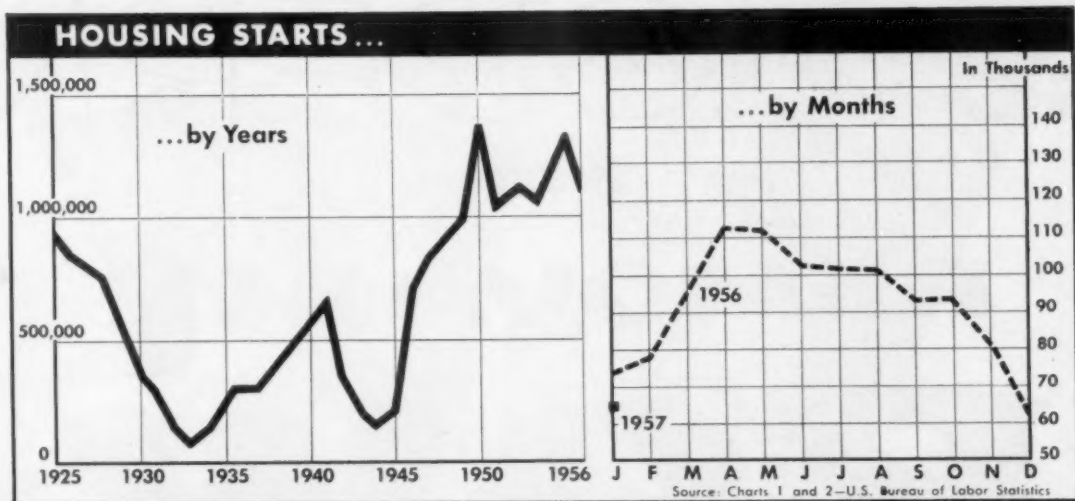
NAME

COMPANY

STREET

CITY ZONE STATE

Pulse of Building



Interpretations: 1

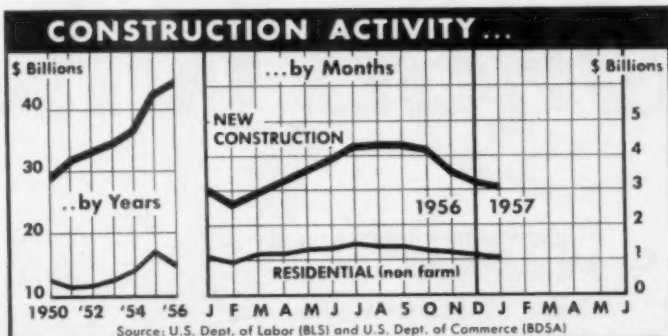
As a harbinger of the spring upturn in housing activity, preliminary reports of units authorized by building permits revealed strong December-to-January gains in all sections of the country except North Central and New England states. Although applications for FHA insurance rose as usual in January by about 15%, VA appraisal requests (which also usually rise in January) continued to fall off. These figures indicate a better year than has been anticipated by many large volume builders.

DROPPING ABOUT 12% from January, 1956, housing starts hit 65,000 in January. This indicates a seasonally adjusted annual rate of 1,040,000, the lowest since September.

15 LEADING HOME BUILDING AREAS

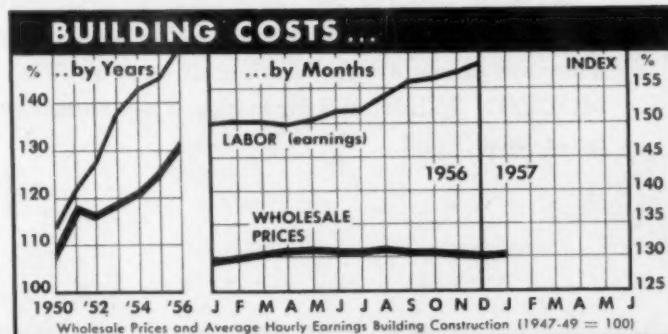
Dwelling units built in Metropolitan areas during the first ten months of 1956. (BLS)

	Units Built	% Change Jan.-Oct. 1955-56
Los Angeles	77,987	-16
New York	66,777	-23
Chicago	45,309	-17
Detroit	28,370	-22
San Francisco	19,590	-32
Washington	15,428	-25
Miami	14,703	+ 2
Cleveland	11,043	-23
San Diego	10,745	+10
Baltimore	10,113	-23
Buffalo	8,959	-10
Boston	8,728	-14
Atlanta	8,402	-19
Denver	8,056	-30
Milwaukee	7,285	+ 1



2

CONTINUING AN UPWARD movement, December hourly earnings were 158.2. For the first time since August, material prices rose, due in part to gains in Douglas fir, plywood.



3

\$3 BILLION in total construction activity set a new January record. A more than usual drop in private work was offset by a lesser decline in public construction.

GO MODERN
WITH
REMOVABLE
R.O.W.
WOOD WINDOWS

Modern homes deserve modern, removable wood windows. R·O·W Lift-Out Windows can be washed or painted in half the time—inside the house. Homes with R·O·W Windows sell faster.

Wood windows are much, much better for modern homes. They *look* warmer and—because wood is a superior insulating material—they *are* warmer. R·O·W windows are designed to blend with residential architecture.

Leading builders use the windows buyers want—R·O·W Removable WOOD Windows, balanced with LIF-T-LOX. They raise and lower easily. They are pressure tight, during all seasons. They are by far the **MOST MODERN WINDOWS** for homes. They outsell every competitive window by at least 2 to 1.

R·O·W SALES COMPANY 1323 ACADEMY, FERNDAL 20, MICHIGAN



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

R·O·W SALES COMPANY 1323 ACADEMY, FERNDALE 20, MICHIGAN

**YOUR SALES COME
MORE EASILY...
VOLUME IS
BIGGER...PROFITS BETTER
WITH TODAY'S**

BIG NAME IN ROOFING

FRY

ADVERTISED IN
LIFE

as seen in
**Better Homes
and Gardens**

AS ADVERTISED IN
**NEW HOMES
GUIDE**

AS ADVERTISED IN
**Sunset
MAGAZINE**

from cradle to college...

SAME ROOF

FRY ROOFING

BONDED 20 YEARS!

\$100,000 Spring Promotion Builds Business FOR YOU!

Every needed selling tool is put into your hands by FRY—starting with the product itself, the **ONLY** roofing that can truthfully claim: "20 years without one blistered shingle or a single roof failure." And that claim is backed by a 20-Year **FULL VALUE** Bond, an added advantage that no competitor offers.

Activating this proved product superiority—putting it to work for *you*, **RIGHT NOW**—Fry launches its Spring promotion, at the height of your Spring selling season. More than \$100,000 will go into power-packed national advertisements, direct mail pieces, display pieces, etc., this spring alone! *More*—as '57 marches on!

Years may come and years may go...

but

FRY ROOFING

is

BONDED 20 YEARS!

you... the roof over your head is the most important part of your investment. Be sure it's "Full Value" Security Bonded.

FRY

A POWER-PACKED ARSENAL OF PROMOTIONAL MATERIAL AT YOUR DISPOSAL

If you are already a Fry dealer, watch your mail for detailed announcement of available materials and Order Blank that can launch the most successful selling season in your history.

If you do not yet handle FRY Roofing, contact your Fry distributor or our general offices... **TODAY!** It can prove the best money-making move you ever made!



NEWSPAPER MATS



JOB SIGNS

DIRECT MAIL



DISPLAY BOARDS

4-COLOR BOOKLETS

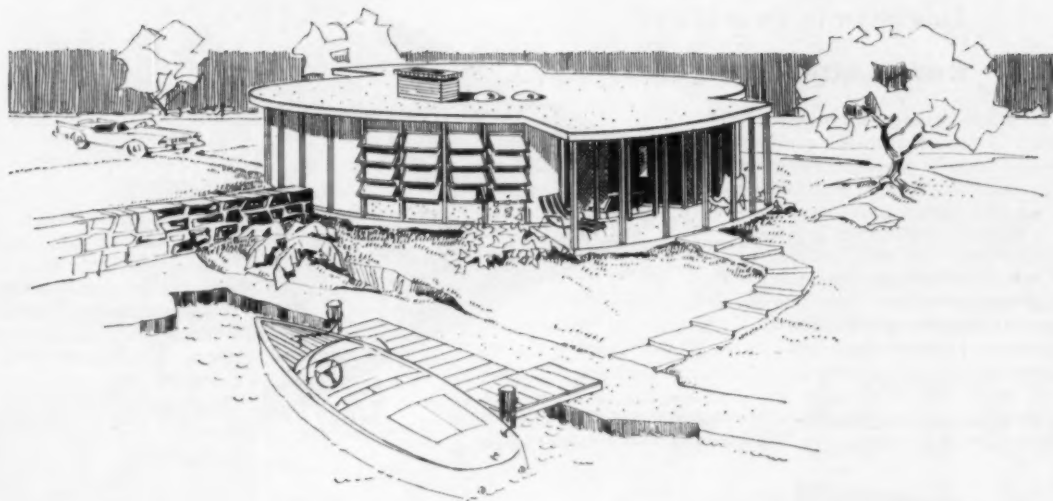


BOND BANNERS

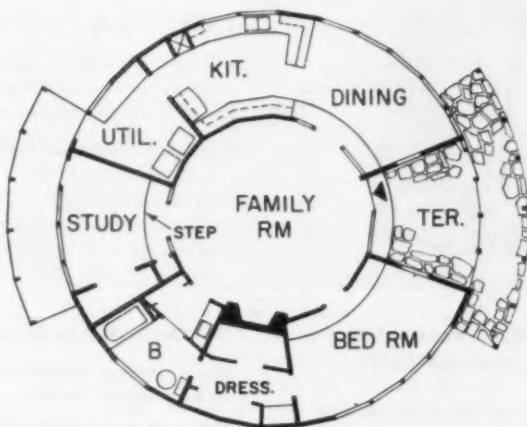
World's Largest Manufacturer of Asphalt Roofing and Allied Products

LLOYD A. FRY ROOFING CO. • 5818 ARCHER ROAD, SUMMIT (Argo P.O.), ILLINOIS

Tomorrow's House



... Show people live in interesting circles: this showplace home was cheap to build, too.



This house on Bastrop Bayou, 47 miles from Houston, is turning out to be as pleasant and colorful a place to live in as showpeople Harry and Alice Calvert hoped it would be when Alice suggested a circular motif for their new home. And architect A. Carroll Brodnax, AIA, liked the mathematics of a circular plan: maximum square footage of livable area to a minimum linear footage of perimeter.

The 1,600 sq. ft. of the house has 140 linear ft. of exterior wall; a square of the same area would have taken 20 ft. more wall.

Let Mr. Brodnax take up the story: "Actually, this plan isn't a true circle, but instead a polygon of 35 straight segments, broken into 4 ft. modules. This 4 ft. module was established to take advantage of 4x8 sheets of colored asbestos on the outside and the interior finish, 4x8

sheets of gypboard—a minimum of waste.

"The inner circle (surrounding the family-living room) is broken into 2 ft. modules, again affording a minimum of waste, by using 2x8 sheets of gypboard in some instances and 2x8 plywood paneling in others. The family room is raised 20" above grade, and from this room one steps down into the outer

(Continued on page 252)

LOADED WITH SALES ACTION!

HAGER *New*

Binned Merchandiser

is Bound to be the
Hardest Working Carded Hardware
Salesman in Your Store!

NOT A DOG IN THE CROWD!

You get so many calls for the popular "fixin' hardware" Hager's put into this new merchandiser you would normally have every one of these items on your next order anyway! Hager hand-picked 23 of the most wanted, fastest moving "Do-It-Yourself" leaders from its famous Handy Hardware Line, packaged them in a new eye-stopping red-white-and-black see-thru package and then "Binned" them into one of the neatest, attractive, attention-getting compartmentized counter organizers you've ever seen!

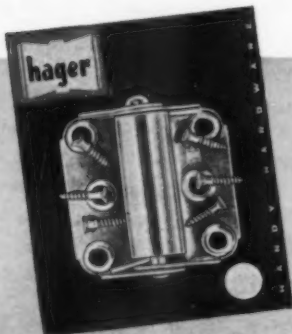
Put a Hager Handy Hardware Binned Merchandiser on a main-aisle table or counter and watch the stock move. You'll have to restock it almost daily!



FREE Extra Sales Help

At no extra cost to you Hager has dressed up stock you'd normally keep hidden in boxes on your shelves in an irresistible bright new carded package and "binned" it for you in an 18" x 22" top-of-the-counter (or table) merchandiser that's sure to pack a hearty sales wallop.

While it takes but seconds to set up, it'll keep you busy restocking bins.



NOW! Hager Handy Carded Hardware

- ... new Binned Merchandiser
- ... new sell-on-sight package
- ... new low price but same full big profits for you!

Hager jobbers looked over the merchandiser and agreed: "there's not a dog in the crowd!" It's no wonder, for Hager carefully selected 23 of their fastest moving popular Handy Carded Hardware items (items you would normally stock on your shelves) and then put four—and only four—of each in their new Binned Merchandiser.

New! "Stop-&-Buy" Packaging Flags Down Big Impulse Sales.

- Attractive Red-White-and-Black see-thru package waves 'em down . . . stops 'em at the counter.
- Plastic see-thru skin-pack, seals hardware and screws together in tarnish-proof, leak-proof, pilfer-proof capsule.

Order Hager Binned Merchandiser #140 Today!

Merchandiser complete with 4 each
of 23 popular items.....\$29.80
It's gone before you can say:
"I'd better order some more
Hager Handy Hardware"... for.....\$49.68
And you made full 66⅔% profit.....\$19.88

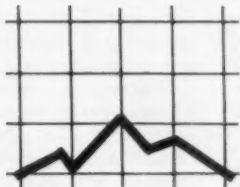
ORDER FROM YOUR JOBBER TODAY or send for FREE information

In "Do-It-Yourself" Carded Hardware—remember—
Everything—including the sale—Hinges on Hager!

C. HAGER & SONS HINGE MFG. COMPANY • ST. LOUIS 4, MO.



GOING TO PRESS



WHAT BUILDERS ARE SAYING ABOUT PROFITS:

15% Less

"Increase in costs. Competition in \$30-\$40,000 bracket."

20% Less

"Rising costs, mortgage money, slower sales."

50% Less

"Rough competition, high price of mortgage money."

100% More

"Expect brokerage to be less."

WHAT'S HAPPENING TO BUILDER PROFITS?

Down—and going down—for now . . .

"Ill blows the wind which profits nobody." This famous quotation from Shakespeare's King Henry VI aptly describes conditions facing the home building industry. For, a combination of tight mortgage money, higher costs of land, materials and labor, FHA-VA's "out-dated" methods of appraisal, etc., have developed into a gale force gradually blowing down the profit structure of many of the country's home builders.

Just how long this "ill wind" will continue to blow is debatable. An extremely bright future is being forecast by leaders in the industry and allied fields. (See page 86) And, John Dickerman, NAHB's executive director, also points to bright horizons (page 25). But, for the present, it looks like there's tough sledding ahead.

A press-time survey by American Builder points up this discouraging fact: of the builders replying to the question: "How will your 1957 profits per house compare with those in 1956?" only 16 per cent thought they'd make more money this year; 12.5 per cent said they'd have about the same amount of profit; the balance expect their earnings to be anywhere from 2 per cent to 70 per cent lower.

A comprehensive summation of the general situation facing most builders comes from Cecil H. Mason, Savannah, Ga.:

"I expect my profits per house to drop at least 20 per cent during 1957. They have been dropping steadily on a per unit basis for the past 12 months.

"My average profit per house in 1955 was approximately \$1,700; in 1956, about \$1,500; and in 1957 probably \$1,200 or less."

Mason attributes this steady drop to higher costs and especially to the increased and idealistic VA-FHA requirements, many of which haven't even met his costs.

"VA and FHA cost analyses are always months behind," he stated. "VA is particularly flagrant on lot values . . . Lots that actually cost the developer \$1,400 are being appraised at \$1,750 and \$1,850 in a completely developed area."

(Continued on next page)

. . . but UP, UP, UP—A steady climb



is predicted for the future. See page 86 and "Dickerman's Column," page 25.

LOWER PROFITS, continued

Mason also called for an end to loan discounts, blaming them in a large part for the drop in profits.

"Unless," he concluded, "something is done to curb the Utopian egg heads in the FHA and VA central offices who are firing down new regulations every week, they will certainly succeed in protecting the little fellow out of the market."

Mason's opinion is not an isolated one. From all sections of the country, builders came up with the same answer: things are getting progressively tougher.

Hand-in-hand with the lower profit most builders anticipate, goes the fact that a great majority of those replying to AB's survey expect to sell less homes during 1957 than they did in 1956. This drop in sales ranges from a low of a "few less" to a high of 650 fewer houses. Projected on an industry-wide basis, indications are that there may be a good many less starts in 1957 than have been predicted in early estimates.

The Carl E. Bennett Construction Co., Minneapolis, is another company which expects lower per-unit profit and fewer sales. Reasons cited: shortage of mortgage money except at large discount rates; builders have no method of passing on added costs of mortgage money. The company believes these problems should be tackled by making FHA and VA more flexible according to the supply and demand for money. ("There are plenty of buyers, qualifying them is a problem.")

In the same vein, Harold J. Smith of Grand Prairie, Tex, said:

"I am building VA houses. Our VA office is one of the most conservative in valuations in the U.S. They appraise them as low as possible and then nothing is given for cost of money or merchandising, i.e., the cost of money will be more this year."

Out on the West Coast builders from both Los Angeles and San Francisco agreed their per house profit in 1957 will be down.

R. Reese Myers, Los Angeles: "High discount rates, slow sales eat up interest allowance. VA will not recognize our discount rates over one-and-one-half points. Profits will be down."

From San Francisco, William Blackfield reported: "Increasing costs against advanced sales, plus VA and FHA not recognizing increases and refusing to raise CRV's accordingly, will drop our profit 66 2/3 per cent. Blackfield expects to sell 100 homes in 1957, 650 less than in 1956.

In Atlanta, Fred G. Fett, Jr., blames higher discounts, more concessions to customers, higher advertising costs for an expected drop in profits. Similar reasons are cited by Gentry R. Davis of Omaha and W. G. Specht, Casper, Wyo.

From Baltimore, J. Henry Knott reports his problem stems from a soft sales market.

Some of the 12.5 per cent of builders who expect their 1957 profits to match those in 1956 plan a change in operations.

Says Elwood Treadwell, Niagara

Falls: "I am cutting my number of smaller houses and am going to build some larger houses for sale—also more custom building." Treadwell built 3 custom houses last year, expects to build 9 in 1957.

Another builder reports: "We have curtailed our house building in favor of commercial and remodeling for the present."

Walter S. Johnson, Niagara Falls, hopes to net about the same amount as last year. This was somewhat less than he received three or four years ago.

"In fact," he noted, "at the present time we could sell our land without any houses on same and make as much or more profit than we will make by building."

Another builder who anticipates no change is O. G. Grandquist, Des Moines, who says his profit should be the same even though his costs

LUMBER DEALERS . . .

How dealers can step up

by H. R. Northrup, Exec. Vice Pres., National Retail Lumber

One of our largest building products manufacturers has made a notable contribution to retail lumber dealers in the form of a motion picture, and accompanying book, dealing with the timely subject of "Profit Management."



Northrup

The film, based on a study by a firm of management consultants, states that the average building material dealer's profit is too low—too small a reward for the vital services he performs for the community and for the investment he has made in his business.

Three changes which have taken place in the character of the retail lumber business are cited as being largely responsible for the decline in profits which has taken place since 1946. First of the changes is the substantial increase in home-owner business. Second is the greatly expanded line of products being stocked by dealers, with the resulting complexity of inventory

and increased cost for storage and handling, particularly on specialty items. The third change is the great increase in services performed frequently at considerable expense to the dealer.

"In other words," the film points out, "the dealer provides more people with more things and more services but he now makes less profit."

Analyzing the effect of a higher percentage of consumer business, the film points out that in selling the home owner and do-it-yourself trade the average unit sale is obviously smaller than in contractor business.

There usually is an increase in accounts receivable; special selling effort is required and sales per man-hour are lower. All of this adds up to one inescapable conclusion: higher expense per dollar of sales.

"The most significant aspect of the declining trend in dealer profits is that it coincides with the period of highest rate of expansion of dealer's home-owner sales volume," the film states. "This does not,

will be up. He hopes to sell 30 homes in 1957 against 24 in 1956.

A few builders replying to AB's survey did strike an optimistic note. One of these, who anticipates an increase of 50 per cent in his profits, plans to cut production 50 per cent, pick sales closer, give his jobs closer supervision and not "get caught with unexpected discounts."

Alan Homes Inc., Cape Cottage, Me., sees a profit increase of 20 per cent per unit due to better control of estimating costs, some duplication of custom-built homes and the building of somewhat more expensive homes.

Perhaps the key to the whole problem was a cautiously-optimistic note sounded by Erlew Jennings, Wichita, Kan. He expects his profits to go up 100 per cent because of "less discounts." Jennings, however, qualifies this hope with a big question mark.

profits

Dealers Assn.

however, suggest that home-owner business should assume a position of less importance in your thinking. Actually it represents an exceptional opportunity to expand sales volume—and at a satisfactory profit."

"But it is essential that, first, increased selling and service costs be properly allocated to the types of sales to which they relate and, second, that a fair reimbursement be received for them. And this is just as essential in contractor business as it is in sales to the home-owner."

To further nail down the point that many dealers are not getting enough mark-up on their consumer sales, the film then adds: "Be sure your price structure accurately reflects the cost of the products—and of the facilities and special services you provide for each type of customer.

Remember, dealers are not as much at the mercy of their competitors and their customers as many like to think."

There's a lot of sound advice in those few lines.

Meet the Builder



FRANK W. SHARP, Houston, Tex.: On the whole our summer sales campaign will be built around Sharpstown's recreational facilities — swimming pool, golf course and clubhouse. This will be combined with the general advantages of suburban living.



L. W. BISANZ, St. Paul, Minn.: We have always felt that a satisfied customer is our best salesman. We have a very aggressive post sales-public relations program and believe that this will pay even bigger dividends in the coming year.



WILLIAM SHRODER, Hartsdale, N.Y.: Capitalizing on minimum one-acre plots and scenic beauty of our site, our appeal will be: "There Is Plenty of Elbow Room in Land and House" and "How Would You Like to Wake Up With This View?"



EDWARD P. MILLER, Tacoma, Wash.: On the basis of a study we made, we are planning new models. Our chief hopes for a continued and assured sales volume rest on these new basic models which we believe fall in the area of greatest unfulfilled demand.

A. SIDNEY ROTH, Massapequa, N.Y.: Advertising for basic Cape Cods in our 200-house project will read: "The next best thing to being your own architect. Pick the plan that best meets your needs. No extra charge for this custom-type individuality."



WALTER L. TALLY, Doraville, Ga.: Radio advertising has pepped up sales more than anything else. Also, besides having a good inventory of houses in our subdivision, our architects will design the type of home buyers want.

Question:

What new techniques will you use to pep up summer sales?

**How about you?
Do you have any
question you'd like
to have discussed?
Write Meet the
Builder.**

16 problems you may have

... as discussed at the NAHB convention

THE PROBLEM

Money . . . Spokesmen for the nation's basic lending institutions predicted no relief for the mortgage market in next six months. Credit easing after midyear was seen. Sen. John Sparkman warned direct lending looms unless other means are found to channel money into home mortgages. He said builders are pricing themselves out of business and that VA rate hike would not be permanent remedy.

Business outlook . . . Builders interviewed by American Builder unanimously agreed the current decline in home building is only a temporary plateau. NAHB and guest economists forecast some 1,000,000 starts in 1957, a 10 per cent drop from 1956. But steadily burgeoning demand was seen in view of continuing boom and increasing savings, with 2,000,000 homes a year needed in 1960s.

FHA-VA financing . . . Officials of both agencies warned builders against keeping only sketchy records, recommended awareness of differences in FHA and VA policies valuations.

Changing markets . . . Effects of population shifts, differing credit needs, and other changes in factors bearing on home buying were shown to be calling for new approaches. FHA Commissioner Norman Mason said the average American with an FHA loan earns \$565 a month, has monthly housing expenses of \$111.50.

WHAT YOU CAN DO

Work with other builders to formulate a positive housing policy. Advised economic consultant Robinson Newcomb: "When you can present your potential mortgagees with scientific data on market potentials comparable to the data you can now present on your engineering specifications, you should be much better able to talk turkey and get a larger percentage of the larger supply of money available in 1957. . . ."

Intensify your efforts to cut out a larger share of the market for yourself. Improve your merchandising strategy and techniques—advertising, promotion, selling. Be ready when the means are finally found to unleash the greatest period of prosperity—and home buying—this country has ever seen. Meanwhile, cut your costs at every corner and learn how to deliver more house for the least cost.

Document your complaints. Give source, time, nature; tell who received the notice; action taken, when and where. Get purchaser's signature. Keep records.

Adapt or die. The challenge of rising construction costs, Mason said, can be partially met by "improved methods, research, more thorough supervision of job costs." Become familiar with new avenues of investment made possible by changing markets.

to face in 1957 . . .

THE PROBLEM

Government legislation . . . NAHB demanded—and got indications of cooperation from guest members of Congress—federal legislation to help the housing industry. Specifically, NAHB called for: review of FHA's minimum down payment schedule and mortgage limit; extension of GI loan rights for WWII vets; boost in VA rate to parity with FHA's; expansion of FNMA's preferred stock by \$250-million and removal of the \$15,000 limit on mortgages sold to Fanny Mae; study of ways to distribute credit more equitably.

Profits . . . Builders interviewed by American Builder at the convention agreed, almost to a man, that profits would be down in 1957. Blamed were: higher interest rates, rigid building restrictions, higher cost of land, tight money, higher cost of materials.

Merchandising . . . Another of the "Five Ms" of building that comprised the convention theme. NAHB merchandising committee chairman John Bauer told builders they need: 1) better advertising and promotion; 2) better selection and training of sales personnel; 3) better compensation for salesmen.

Credit . . . Unfair competition for available credit was blasted by NAHB's outgoing president Joseph B. Haverstick. He called for "a major overhaul of the nation's credit control and taxation policies to avert a further slump in housing construction. . . ." Haverstick criticized special tax benefits that favored big capital spenders.

Business management . . . Watch for hidden costs and taxes, builders were warned. They may be putting you out of business.

WHAT YOU CAN DO

Let your congressmen know what you expect; accept the invitations of key housing legislators such as Sen. John Sparkman (Senate Subcommittee on Housing chairman), Olin Teague (House Veterans Affairs Committee chairman), Albert Rains (House Subcommittee on Housing chairman), and officials such as HHFA administrator Albert Cole and FHA Commissioner Norman Mason. All urge builders to advise them in drafting new legislation. Expect a series of actions following hearings going on in Washington since January.

Forget national averages. These same builders pointed out that their own particular market areas offered unique opportunities; e.g.: "We're experiencing a boom from an influx of new industries;" "Labor is very reasonable out our way;" "Income is rising in our rural area."

Enroll in this year's NAHB merchandising courses. They are given at the National Housing Center, Washington, D.C., every few months, cover all advertising media, sales management and techniques, marketing, promotion, etc. First course is set for April 8-10.

Get after your congressman to study present monetary and credit-control system and over-all tax structure to make them more equitable. Urge \$250-million increase in funds for FNMA. Encourage more consumer savings and early amortization. Aim for new mortgage credit sources.

Tighten up your cost accounting. Fix overhead to production costs. Spread out indirect costs over the number of units you build.

16 PROBLEMS YOU MAY HAVE TO FACE IN 1957 continued

THE PROBLEM

Community facilities . . . "We are attempting to finance modern city living with a tax structure designed to support rural living," said Harry Boswell, Jr., chairman of NAHB's community facilities committee.

Air conditioning . . . Lessons learned from the Austin village showed that cross-ventilation and exposure to breeze, jogs and ells are no longer correct.

Manpower . . . "Home builders will be competing with heavy highway contractors in the skilled craft field" in 1957, warned W. F. Patterson, special assistant to the U.S. Secretary of Labor. . . . St. Louis builder John Bogdanor warned that labor may soon negotiate contracts regionally by local groups.

Design and layout . . . Architects lambasted the trend toward substituting gadgets and glamorous extras for good layout, and the bizarre for simplicity in design. "All the gadgets on God's green earth will not sell a bad house, but a well-planned design will," said Long Island builder Daniel Grady.

Materials and methods . . . Cost reductions of up to 20 per cent are possible while producing the same quality house, builders heard. How? Throw the book out the window, said Robert Schmitt, Berea, Ohio, builder, and ask: "Is this the best method, design, and material for this job?" Said Wilmington, Del., masonry contractor Clarence Burris, Jr.: "There will be more changes in the next five years in the bricklaying industry than in the last 100."

Highways . . . Success of the multi-billion-dollar federal program depends on development of local roads, said Pyke Johnson, chief consultant, President's advisory committee on the highway program.

WHAT YOU CAN DO

The answer, says Boswell, "is some pooling of the resources in a natural economic area, along with a form of government which will give a maximum of service at a minimum of cost. . . . State legislation, making possible reforms in local government, is essential. . . ."

Realize that houses built before air conditioning are dead wrong now. Orient the house not for the breeze but away from the sun.

Embrace the apprenticeship program, employ and train embryo mechanics under approved programs. . . . Recognize that there are statesmen among labor leaders; respect their research facilities. . . . Work together with contractors both locally and nationally.

"**W**hat we need today," opined architect Hank York, Long Island, "is to spend more time on design and layout to make every model house a house with something new, something different—new enough to make a story but not new only to be different and not different to a point of becoming stupid."

Make it your business to control the entire operation of producing a product. Said Schmitt: "We can no longer afford the luxury of a sub-contractor who makes his installation without knowledge of latest methods, tools, materials, or related production phases." Added Glen Shields, chief plumbing inspector for Detroit: "There are many savings to be made in the correction of building codes and especially 'outmoded' plumbing codes."

"**S**it down with your public officials, apprise them of your local interest, find out what the obstacles are. . . . Attend the public hearings on road building, and lend your support," said Johnson.

THE PROBLEM

Prefabs . . . PHMI Pres. George E. Price predicted the advantages "will become increasingly important to builders now waging a losing battle against rising costs. The firm price we offer . . . insures against any rise in costs. . . ."

WHAT YOU CAN DO

Note conversion of George Nixon, first NAHB president and long an active foe of prefabs. Listing advantages, he said dealer knows his exact costs; his capital turns over faster; VA and FHA standards are established; help in construction and permanent financing is available, along with sales and promotion aid.

DICKERMAN'S COLUMN . . .

Bright horizons loom around the corner

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

Even in times of crisis, such as home building now is experiencing because of the acute shortage of mortgage money, it is well for an industry to look beyond the present and into the future.

The National Association of Home Builders, through its recently established long range planning committee, has been doing just that. And it's pleasant, in this particular period of rough-going, to be able to report there are some bright housing market horizons ahead. True, some are distant, and must of necessity include certain broad assumptions, but the overall outlook is highly encouraging.

Historically, population changes and home building have a close kinship. Population is, of course, not the only influence on home building. But, the rate of its increase, or decrease, its composition by age groups, the birth and death rates, and the movement of people, all vitally affect the operations of the home-building industry. Our population is growing—and assuming no major economic recession or total war—so will the housing market in the next decade.

One major indication is the rate of household formations. For the

next several years the rate will be down from 1950-1955's average of 977,000. However, a moderate improvement will set in around 1960. This trend is expected to continue until sometime in the mid-1960's, when household formations will climb sharply with a salutary impact on the housing market.

Household formations are linked primarily to the 20-24 age group—the peak group for marriages. The median age for marriage currently is 20.2 years for women and 22.7 for men. The decline in this age group, currently at its lowest levels since about 1930, has brought about the present decline of household formations and has retarded the growth of the labor force. The sharp upturn in the birthrate of the early 1940s will be reflected in this marriageable age group in the mid-1960s and, assuming employment opportunities, will create a brisk upturn in housing demand.

It is recognized, of course, that household formations are only one aspect of the housing market. The demand for larger homes—the result of larger families—is now playing an important role in the housing market, and will continue to. And, as the existing supply of housing increases in age—and about two-thirds of the present housing is 25 or more years of age—the attrition rate also is likely to increase. There now are unofficial

estimates that between 250,000 and 300,000 houses annually are demolished or are otherwise destroyed. The new Federal highway program, now just getting into motion, may well have a sharp upward impact in the demolition field.

In recent months, increasing attention has been paid to housing for the aging. Even more attention is going to be required. The improvement in mortality rates has made the "65 and over" age group the fastest growing one of the entire population. There are indications the present decline in mortality rates will continue.

For the nation as a whole, recent trends indicate that our population in 1960 will be 179,400,000; in 1965 it will be 193,300,000; and in 1970, 209,400,000. This points to one significant conclusion. If cities and suburban communities now are having problems with schools, water and sanitation lines; streets and all of the other amenities of our American standard of living—and they are—these problems are just a drop in the bucket to those that lie ahead.

The answer lies in making a united effort—and the home building industry will cooperate to the fullest—in reaching sound solutions to our present-day problems and immediately beginning to plan intelligently for our future population growth.



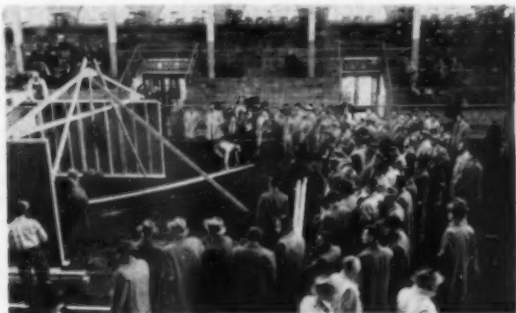
Dickerman

GOING TO PRESS



NAHB'S TOP TEAM: 1957 officers elected at 13th annual convention include: (L. to R.) Martin L. Bartling, Jr., treasurer; Nels Severin, first vice president; George

S. Goodyear, president; Carl T. Mitnick, second vice president; and John E. Bauer, secretary. Officials take over as industry faces some of its most crucial problems.



HIP ROOF built from nail-glued roof trusses was among demonstrations held at Small Homes Council's 12th annual short course in residential construction.



SMART MERCHANDISING: Information in Home Facts booklet aids Gerrard Berman to show products in his Gibraltar Estates, N.J., project. Other builders can get booklets from Home Facts, Inc., New Canaan, Conn.



EDITORS judge utility co. entries in *Living's* Electrical Living program: W. Koelling, AB; R. Chastney, House & Home; D. Stetson, Practical Builder; R. Armstrong, Electrical Merchandising; D. Braymer, Electrical World.

Pictures in the news

Bright stars shine over Texas: building may pick up in '57

Although Texas is the "mostest," the home building situation there isn't. It doesn't look much better than the rest of the country's.

But Texas, a magic state, can quote some statistics that point the way to a better year in '57, compared to the rest of the nation.

First, the already high rate of family formation is due for a big jump. The bumper crop of post-war babies is growing up. Colleges are bracing themselves for the largest enrollment ever. Beyond college years lie home-buying years for these young people.

Second, some building appraisers say a certain proportion of the hurriedly-built post-war housing is likely to depreciate more rapidly than normal. And unless economic conditions discourage the buying public, this may tend to raise the replacement market.

Despite the fact that for the first months of 1956, compared to 1955, Texas residential building dropped more sharply than any other major state—down 36 per cent as against a national average of 18 per cent—a small back-log of demand has probably accumu-

lated. It is hoped that 1957 may be a better year in some areas.

Like the rest of the country, 1956 was a poor building year in Texas. It is estimated that 450 million dollars in housing authorizations would allow for some improvement in 1957.

One good example can be found in Dallas. Although most Dallas builders feel that despite some corrective measures nothing short of a miracle can elevate business above last year's pace, local statistics point toward the fact that the city may fare somewhat better than the national average.

Records kept by the Dallas Power and Light Co. show that by January 1 there were approximately 2,400 homes under construction within that company's service area. This number is almost identical to the number of homes under construction at the peak of the 1950 building boom—the second best year in Dallas' residential building history.

In addition, banks and savings institutions have upped interest rates on savings accounts to 2½ per cent and 3½ per cent respectively in an effort to attract more working capital.

Another optimistic note was the announcement last December of a 3,000 home development costing \$60,000,000. The project, called Singing Hills, is within city limits and represents one of the few remaining tracts of land near major city facilities for development.



▲ **BIG TEXAS** sent big delegations to NAHB convention. Arriving in Chi-

cago is the Houston group above, and below, the Dallas contingent.



People and Events

In California, the new Central Orange County Chapter of the BCA just installed its officers. Larry Wedin was named first president of the new organization and Kenneth White, vice president. . . Herbert A. Crocker is this year's president of Associated Home Builders, Inc. (San Francisco and Marin.) Other officers are: M. Douglass Couch, vice president, George McKeon, secretary, and Rollin E. Meyer, Jr., treasurer. . .

For the second time in two successive years, Los Angeles architects Palmer and Krisel were awarded two of the Awards of Merit annually presented by the NAHB at its national convention. It marks the first time that any architectural firm was so honored.

Use window beauty to create an inviting room



*Andersen Casement Windows in a Birmingham, Michigan residence;
A. L. Kassabian, designer and builder.*

The natural wood window beauty of Andersen WINDOWALLS blends with wood paneling and fine furnishings . . . helps a builder achieve a feeling of warmth and charm. Made of selected wood, chemically treated to prevent decay, WINDOWALLS provide *natural* beauty . . . *natural* insulation against both heat and cold. And these Andersen Casement Windows are easy to open, easy to close, because they are manufactured with extra care and precision by the skilled window craftsmen of Andersen.

For data on building for beauty with 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

Andersen *Windowalls*

TRADEMARK OF ANDERSEN CORPORATION



East meets West with an



We have here more than a mere paste-on of shoji-type screens and off-angled pagoda eaves. Significant oriental elements like breezeways and thoughtful landscaping related to the indoor view are combined with the best of American floor planning in this '1956 Parade entry in La Canada, Cal., by Howland & Rice, Inc.

Garage, residence and pool-side dressing-storage room are tied together with an interesting roof-line of deep-textured shingles. Covered walk-ways and overhangs mark the transition to outdoors, especially on the garden side, where two bedrooms, living and family room open with sliding glass. Almost every window opens on a fresh bit of plant-

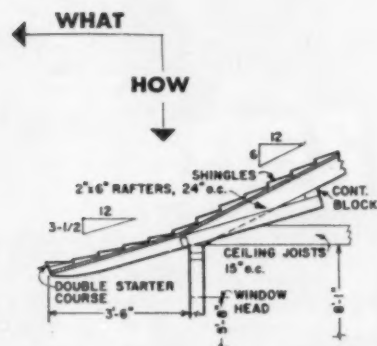
ing, such as the miniature oriental pool—stepping stones, plants, and all—at the left of the main entrance, hidden at front by a screen but with two louvered windows from front bedroom and bath.

The other front bedroom keynotes the flexibility of the entire plan. Usable as a den or quiet room, it is connected to the second bath and through that to the passageway to kitchen or garage.

The kitchen is distinguished by ceramic tile and strongly grained wood cabinets, with built-in Western Holly gas cooking units and dark Servel refrigerator. Rough, sculptured texture is dominant in draperies, wall coverings and furniture, chosen to further the oriental theme.

of the MONTH for March

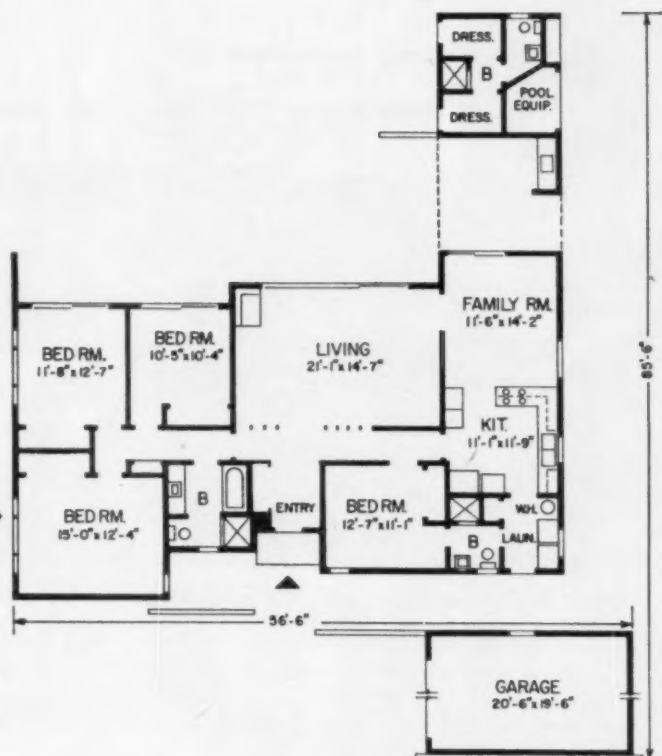
oriental roof . . .



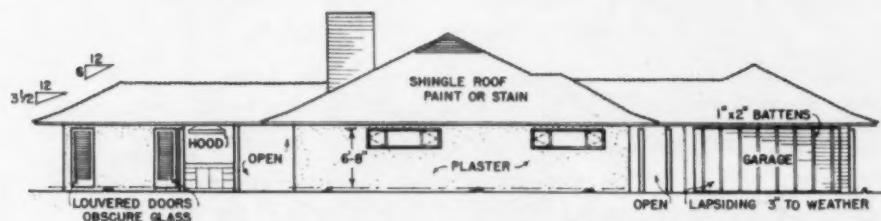
FLARED EAVE effect of The Mikado is achieved by using 4x4 false rafters 24" o.c., shaped at bottom, for overhang. Note change from 6-12 to 3½-12 pitch.

PLAN SHOWS how main entry (carpeted) distributes traffic in three directions. Kitchen has privacy, but is convenient to living, family and utility areas.

ROOF LINES and screens introduce oriental feeling, which is carried out by covered breezeways, careful landscaping, and easy access to outdoors.



. . . on an American plan



SOUTH elevation shows three structures under one roof.

DOOR LITERATURE AND PRODUCTS

New guide to Barcol OVERdoors products and installation

New 16-page catalog presents the Barcol OVERdoors line of top-quality residential, commercial, and industrial overhead doors. Products fully discussed and illustrated are Barcol Doorman electronic controls for garage doors and lights; new Weather-King Flush overhead doors;

Weather-King Panel doors; commercial and industrial Electric, Radio, and Special Controls; and Barcol WARDROBE doors for schools. Specifications and instruc-



tions for preparing building openings and installations of various models are given with technical drawings. Nationwide Bar-

col distributors install and guarantee the Barcol OVERdoor line. For free copy of the new catalog, write Barber-Colman Company, Dept. Q173, Rockford, Illinois.



New brochure on

Weather-King Flush door sections

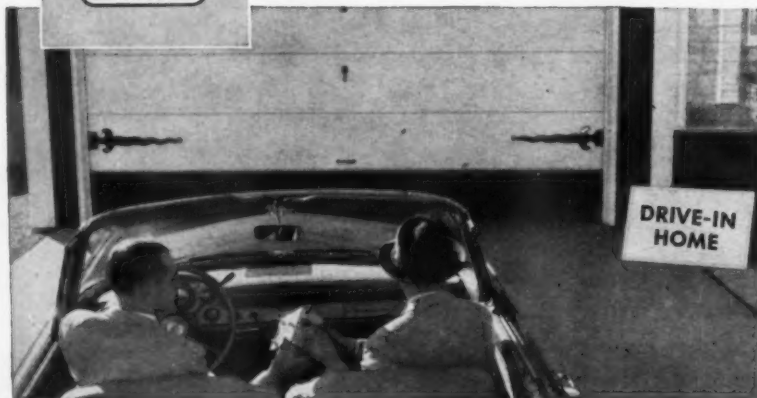
Newly revised eight-page brochure describes Weather-King Flush Barcol OVERdoor Sections, important new product that introduces weatherproof hard-board-faced honey-comb-core sandwich construction to overhead garage and industrial doors. Weather-King Flush sections cost no more than plywood, yet are guaranteed against weathering and have insulation value equal to that of a standard 5-in. house wall. Closures are weather-resistant redwood. Booklet illustrates and describes these advantages, as well as superior strength, lightness, and resistance to fire, vermin, and decay. Specific comparisons with various door materials are given. Attractive appearance and modern design possibilities are discussed. For free copy, write Barber-Colman Company, Dept. Q273, Rockford, Illinois.

THE MARK OF QUALITY



Sell houses

this new pushbutton way



You drive the buyer right in... to a home he can't resist!

AT ONLY \$198.00* Barcol Doorman glorifies *your* moderate-priced house with a luxury personality! You pay more for appliances half noticed by today's home buyer—but imagine your prospect's eyes when you show him a home he drives right into, just by touching a button on his dash!

The spectacular sales kit supplied includes a portable electronic demonstrator that plugs into your dash cigar lighter. Let your buyer press the button as you drive up... house *sold* before you say a word!

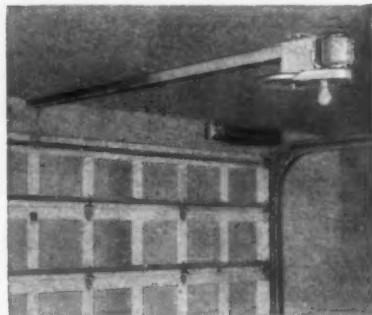
Distributor installs and guarantees every unit, and he's prepared to dress up your houses with famous Barcol OVERdoors, Barcol Doorman-equipped, on a package basis at moderate cost. He's your promotional right-hand man, all the way! *F.O.B. Factory

Tear out this ad... Send it to us, clipped to your letterhead, for a demonstration of the sensational new Barcol Doorman Home-Selling Kit! Or check under "Doors" in phone book for Barcol distributor.



BARBER-COLMAN COMPANY

Dept. Q73, Rockford, Illinois



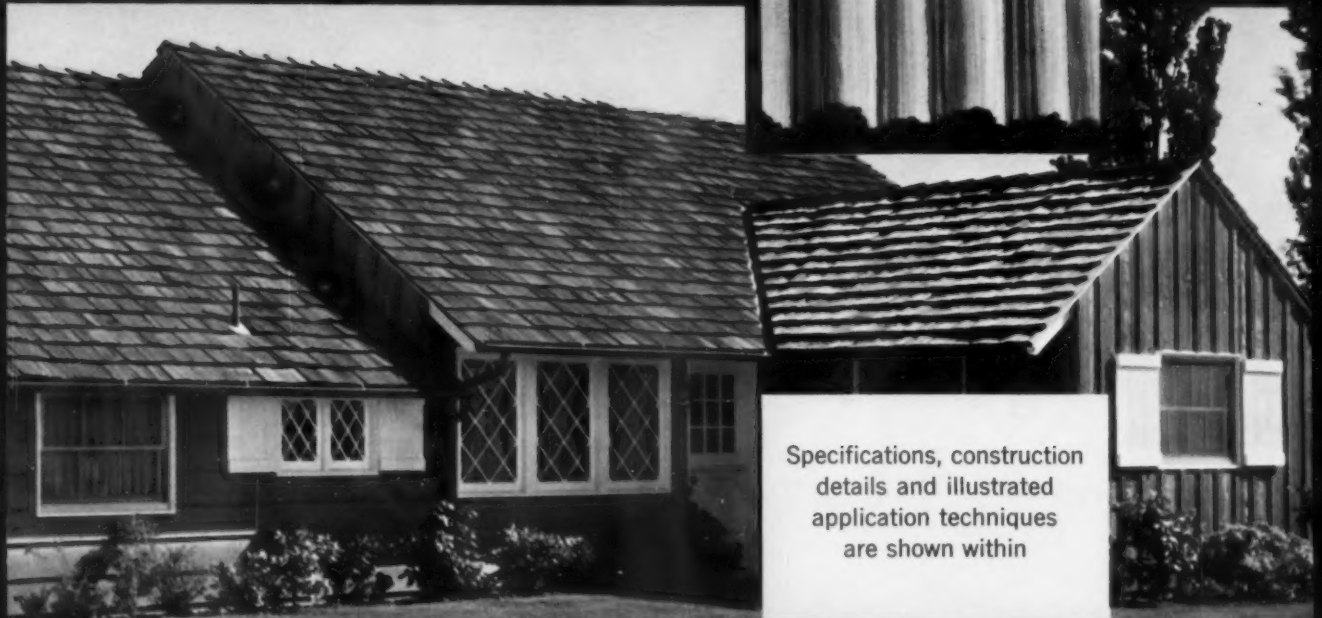
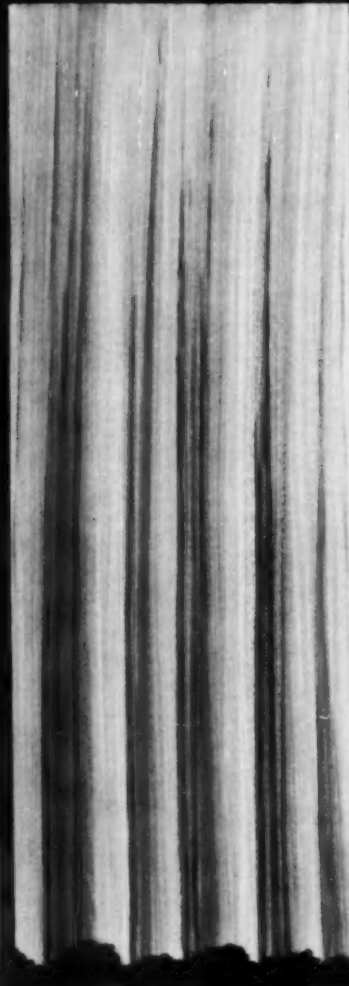
Barcol Doorman Radio Control Features Safe, Dependable Operator

Momentary contact of switch opens, closes, or reverses the Barcol Doorman electronic operator for garage doors. Low voltage permits safe, economical wiring to garage and house switches in addition to dashboard button in car. Operator disconnects easily for manual door operation. Operates any overhead door up to 133 square feet, not over 19 feet wide, or 8 feet 6 inches high. For free literature, write Barber-Colman Company, Dept. Q373, Rockford, Illinois.

*The ultimate by which all other roofing is measured **

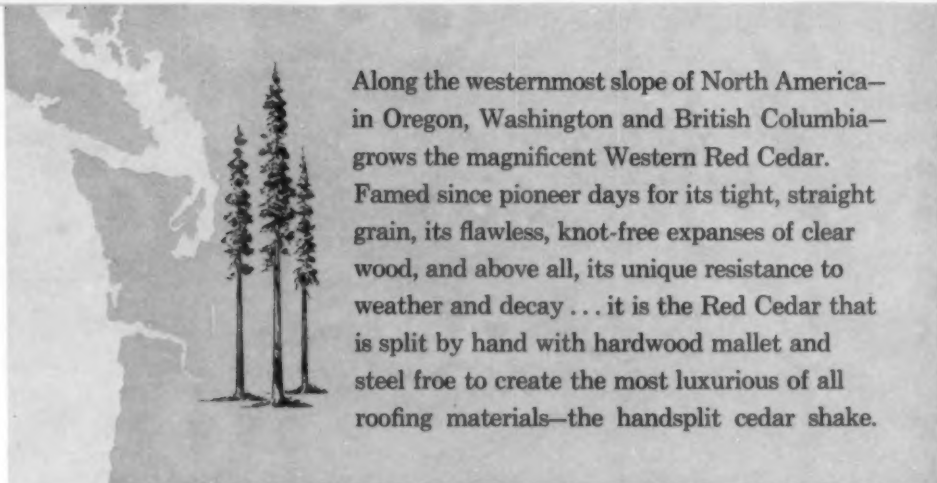
Handsplit red cedar shakes

*Natural * Beautiful * Eternal **

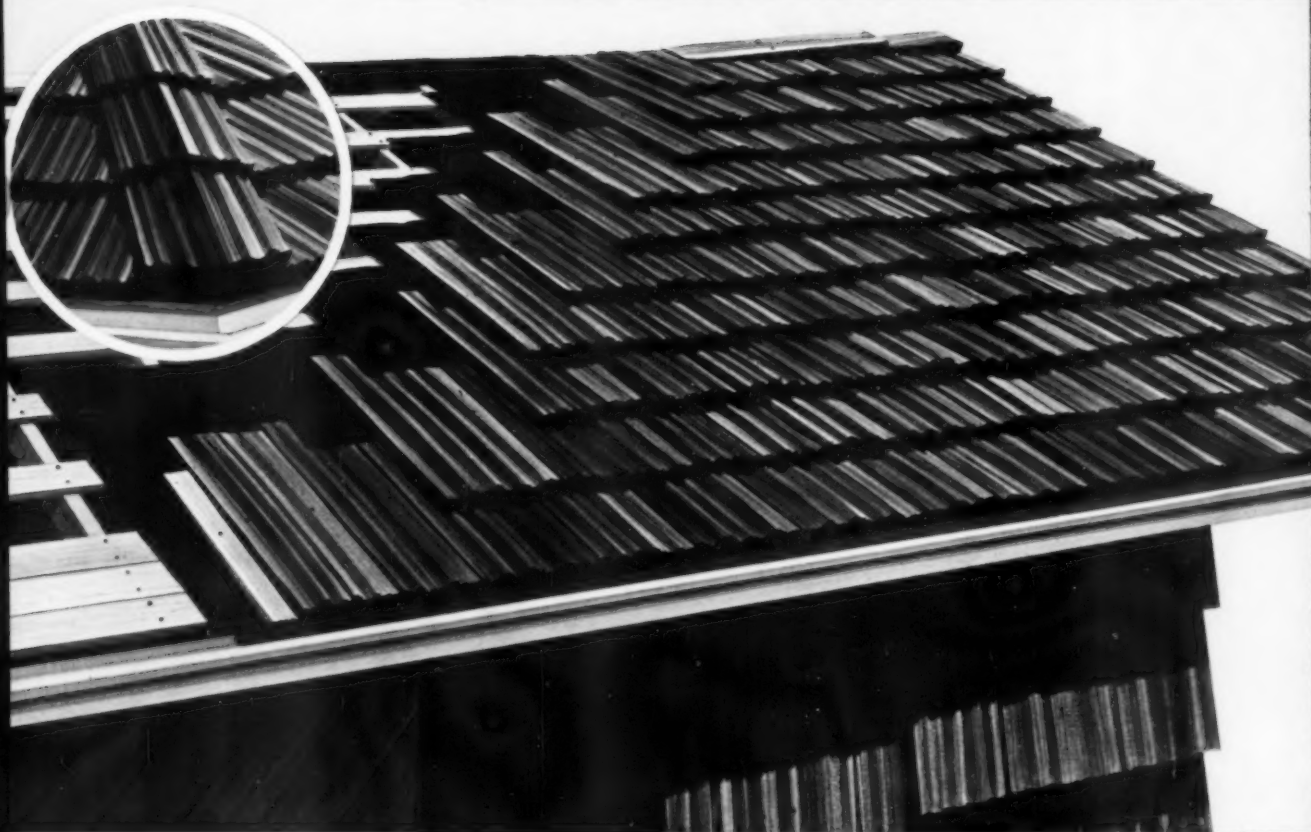


Specifications, construction
details and illustrated
application techniques
are shown within

the Aristocrat of Roofing



Along the westernmost slope of North America—in Oregon, Washington and British Columbia—grows the magnificent Western Red Cedar. Famed since pioneer days for its tight, straight grain, its flawless, knot-free expanses of clear wood, and above all, its unique resistance to weather and decay . . . it is the Red Cedar that is split by hand with hardwood mallet and steel froe to create the most luxurious of all roofing materials—the handsplit cedar shake.



Summary of Sizes, Packing Rules and Coverage Chart

*—Recommended maximum weather exposure for 3-ply roof construction.

**—Recommended maximum weather exposure for 2-ply roof construction.

†—Recommended maximum weather exposure for single-coursed wall construction.

Length and Thickness	No. of Courses Per Bundle	No. of Bundles Per Square	Approximate coverage of one square based on following weather exposures:													
			5½"	6½"	7"	7½"	8"	8½"	9"	10"	11"	11½"	13"	15"		
18" x ½" to ¾" Handsplit & Resawn	10/10	4	53*	65	70	75	80	85†**								
18" x ¾" to 1¼" Handsplit & Resawn	8/8	5	55*	65	70	75	80	85†**								
24" x ½" to ¾" Handsplit & Resawn	10/10	4		65	70	75*	80	85	90	100**	110	115†				
24" x ¾" to 1" Handsplit & Resawn	10/10	4		65	70	75*	80	85	90	100**	110	115†				
24" x 1¼" to 1½" Handsplit & Resawn	8/8	5		65	70	75*	80	85	90	100**	110	115†				
32" x ½" to 1¼" Handsplit & Resawn	6/7	6							90	100*	110	115	130**	150†		
24" x ½" to ¾" Tapersplit	10/10	4		65	70	75*	80	85	90	100**	110	115†				
18" x ¾" Straight-Split Barn Shakes	19 Straight	5	65*	75	80	90	95	100†								
24" x ¾" Straight-Split Barn Shakes	16 Straight	5		65	70	75*	80	85	90	100	110	115†				

Recommended Handsplit Cedar Shake Application

ROOF SHEATHING—The roof deck may be either spaced or solid sheathing, depending upon the climatic conditions of the region. In snow-free areas, spaced sheathing is practical, using 1 x 4's (or wider) spaced on centers equal to the weather exposure at which the shakes are to be laid, but not over 10 inches. In areas where wind-driven snow is encountered, a roof deck of solid sheathing, normally shiplap, is recommended, unless the roof pitch is one-third (8-in-12) or steeper. The solid sheathing should be covered completely with an unsaturated type of building paper, such as rosin-sized building paper or deadening felt.

ROOF PITCH AND EXPOSURES—Handsplit shakes should be used on roofs where the slope or "pitch" is sufficient to insure good drainage. Minimum recommended pitch is one-sixth or 4-in-12 (4 inch vertical rise for each 12 inch horizontal run). Maximum recommended weather exposure is 13 inches for 32-inch shakes, 10 inches for 24-inch shakes, and 8½ inches for 18-inch shakes. A superior three-ply roof can be achieved at slight additional cost if these exposures are reduced to 10 inches for 32-inch shakes, 7½ inches for 24-inch shakes, and 5½ inches for 18-inch shakes.

ROOF APPLICATION—Along the eave line, a 36-inch wide strip of 30-pound roofing felt should be laid over the sheathing boards. The beginning or starter course at the eave line should be doubled; as a measure of economy, the bottom course can be of 18-inch shakes, or 18-inch or 24-inch shingles. After each course of shakes is applied, an 18-inch wide strip of 30-pound roofing felt should be applied over the top portion of the shakes and extending onto the sheathing, with the bottom edge of the felt positioned at a distance above the butt equal to twice the weather exposure. For example, if 24-inch shakes are being laid at 10-inch exposure, the bottom edge of the felt should be applied 20 inches above the shake butts; the strip will then cover the top four inches of the shakes and extend 14 inches onto the sheathing.

Individual shakes should be spaced apart about ¼ to ⅜ inches, to allow for possible expansion. These joints or "spaces-between-shakes" should be broken or off-set at least 1½ inches in adjacent courses, and the joints in alternate courses should not be in direct alignment.

In applying straight-split shakes, which are of equal thickness throughout, the "fro-e-end" of the shakes (the end from which they have been split, and which is smoother than the other end) should be laid uppermost. This will insure a tighter and more weather-resistant roof.

HIPS AND RIDGES—For the final course at the ridge line, as well as for hips and ridges, 18-inch shakes can be used. A strip of 30-pound roofing felt, at least 12 inches wide, first should be applied to the sheathing over the crown of all hips and ridges. Hips and ridges should always be fabricated with shakes, in the interests of harmonious appearance. Factory-assembled hip-and-ridge units can be used, or the hips and ridges may be applied on the site. In site-construction of hips, shakes approximately six inches wide are sorted out. Two wooden straightedges are tacked on the roof, five inches from the center-line of the hip, one on each side. The starting course of shakes is doubled and the butts trimmed in line with the starting course at the eave line. The first shake on the hip is nailed in place with one edge resting against the guide strip. The edge of the shake projecting over the center of the hip is cut back on a bevel. The shake on the opposite side then is applied and the projecting edge cut back to fit. Shakes in the following courses are applied alternately in reverse order. Weather exposure should be the same as that given the shakes on the roof. Ridges are constructed in a similar manner.

VALLEYS—All valleys should be overlaid with a strip of 30-pound roofing felt applied over the sheathing and extending at least 10 inches on each side of the center-line. The metal valley sheets should be at least 20 inches wide, laid over the roofing felt, and the use of center-crimped material is recommended. Valley and flashing metals should be selected on basis of materials which experience has shown are suitable in the local territory.

PROPER NAILING—Rust-resistant nails, preferably hot-dipped zinc-coated or aluminum, should be used in applying handsplit shakes. The 6d size, which is two inches long, normally is adequate, but longer nails should be used if necessary because of shake thickness and/or weather exposure. Nails should be long enough for adequate penetration into the sheathing boards. Two nails should be used for each shake, driven at least one inch from each edge and about one or two inches above the butt line of the following course.

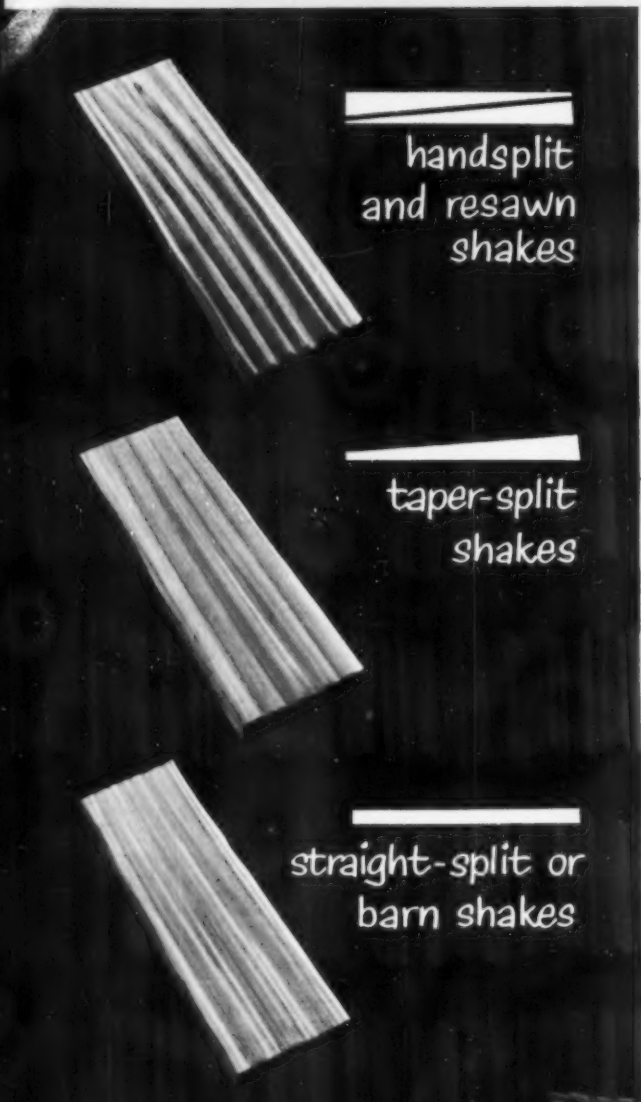
WALL APPLICATION—Maximum recommended weather exposures with single-coursed wall construction are 8½ inches for 18-inch shakes, 11½ inches for 24-inch shakes, and 15 inches for 32-inch shakes. Shakes also can be applied double-coursed, with an underlay of regular cedar shingles for each course; with such construction, 18-inch shakes can be laid at weather exposures up to 14 inches, and 24-inch shakes up to 20 inches. Butt-nailing is necessary with double-coursed application, while concealed nailing is customary with single-coursed construction.



Why You Should Insist on Red Cedar Shakes Carrying the CERTI-SPLIT Label

It is truly stated that a roof or wall of hand-split cedar adds far more worth than cost. For, in addition to their unrivalled natural texture and genuine attractiveness, handsplit cedar shakes will *outlast* the homes which they so beautifully protect. That is why the Certi-Split label is so important. Only those cedar shakes manufactured under the strict supervision of the inspection department of the Red Cedar Shingle Bureau may carry this label. *Specify Certi-Split.* Look for and insist that the Certi-Split label appears beneath the bandstick of each shake bundle. It is your assurance of *top grade, full count and highest quality.*





handsplit
and resawn
shakes

taper-split
shakes

straight-split or
barn shakes

These shakes have split faces and sawn backs. After cedar logs are cut into the desired length, blanks or "boards" of proper thicknesses are split, and these then are run diagonally through a bandsaw to produce two tapered shakes from each blank.

These shakes are produced entirely by hand, using a sharp-bladed steel froe and a wooden mallet. A natural shingle-like taper, from butt to tip, is achieved by reversing the block, end-for-end, with each split.

These shakes are manufactured in the same manner as the tapersplit shakes, except that the splitting is done from one end of the block only. This produces shakes which are the same thickness throughout.



Published by Hand-Split Red Cedar Shake Association in conjunction with

RED CEDAR SHINGLE BUREAU

5510 WHITE BUILDING, SEATTLE 1, WASHINGTON • 550 BURRARD STREET, VANCOUVER 1, B. C.

Western Views

By **BILL RODD**
WESTERN EDITOR

▼ THE NAHB SHOW IN CHICAGO WAS THE GREATEST EVER. Teeming with activity day and night the show provided education and entertainment to the point of exhaustion. No matter what his desire or his problem the alert builder found answers among the 778 product displays, or during the dozens of meetings and panel discussions held during the week. And when evening drew near, scores of hospitality rooms welcomed him. Full days and full nights—full heads and full stomachs! Some of the important subjects touched were: WHAT ABOUT MORTGAGE MONEY? Consensus was that strong demand for money by factors other than the housing industry will prolong the credit squeeze on housing for the first half of 1957. After that the situation may be better but nobody seemed too sure. NAHB is bringing all possible pressure on Congress to increase the VA interest rate to bolster FNMA and to take steps to remove the inequity for the housing industry in the tight money policy of the Federal Reserve Board. HOW ABOUT MARKETS? Here unbridled

optimism reigned for those builders who can ride out the present stormy weather. The "golden sixties" lie ahead according to statisticians and economists. The current 66-billion-dollar construction volume will rise to 100 billion dollars annually by 1967, and the demand for new dwelling units will reach 2,000,000. (See p. 86 for more about the optimistic future.) Contributing to this fantastic growth are a variety of factors:

- Current birth rate is highest in history.
- Average family income will increase from \$5,200 in 1954 to \$6,760 in 1965.
- Increase in number of family formations is assured because the number of males reaching 20-24 years old, which is the marrying age, will practically double during the next decade.
- A sharp rise in the number of 8-14 year old children from 40,000,000 to 70,000,000 and in oldsters of 65, from 12,000,000 to 21,000,000 will necessitate tremendous changes in housing.
- America's taste is improving. People are no longer satisfied with

dingy, obsolete homes. The "step-up" market will absorb millions of homes.

▼ CAUTION! Mounting costs for land, labor and materials plus higher costs of general overhead, selling and financing will have a tendency to force prices of homes beyond the reach of the mass public. Norman P. Mason, FHA Commissioner, said this challenge must be met by improved methods of construction, research and keeping a tight rein on all costs.

Western Advertisers Index

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Western Views continued

▼ **LABOR CAN BE A SERIOUS PROBLEM** says W. F. Patterson of the U. S. Department of Labor, unless the training program for construction workers is greatly stepped up. In addition to the requirements of the expanding building industry, Patterson pointed out that 400,000 building tradesmen, carpenters, cement masons, structural iron workers and operating engineers will be needed in the new multi-billion dollar highway program. He recommends that more home builders embrace the apprenticeship program by employing and training embryo mechanics under approved programs.

▼ **LOOKING AHEAD.** Dr. Ralph Lapp, nuclear scientist, said that as uranium becomes a source of cheap power, entire new communities will be developed in areas where lack of power or high-cost power is now a deterrent. . . . The National Highway Act of 1956 requires the construction of 41,000 miles of interstate roads within 15 years. In addition it provides for cooperation with each state in developing highways within the state. How many service stations, motels, restaurants and other buildings will this entail? And since time and not miles is the measure of how far city center's

suburban areas can be developed, who can estimate the effect upon residential building of this gigantic highway program? . . . Buckminster Fuller, world-famed engineer, stated that due to the fantastic development in air transportation, lying just ahead, all previous concepts of living habits will have to be changed. Man will be able to fly to Bangkok and back within one day—the whole world will be his backyard. His office, his home, and his playgrounds will all be affected. He predicted that the arctic and the desert will be conquered and made habitable. . . . Dr. Arthur Upgren of Dartmouth stated that the annual expenditure of more than five billion dollars on research by American business is proof positive that the habits and face of America will continue to change—and such change usually means new construction of one kind or another.

Buyers look for telephone planning in today's homes



say **WELDON B. MANSFIELD** and **SHELDON W. PARKER**,
partners, Western Enterprises, Inc.
Sacramento, California

Buyers of new homes "just naturally expect" built-in telephone outlets in convenient locations, report builders Mansfield and Parker. The same goes for concealed telephone wiring. Western Enterprises' newest development offers these features—plus two color telephones and six-months' service *free of charge* for each home.

To successful builders like Messrs. Mansfield and Parker, who are setting living standards in the Pacific West, complete telephone planning is as basic as adequate electrical wiring. Pacific Telephone is always ready to help you plan built-in telephone facilities. Just call us and ask for our free Architects and Builders Service.

*Specify built-in telephone facilities
—a sign of good planning*



Pacific Telephone

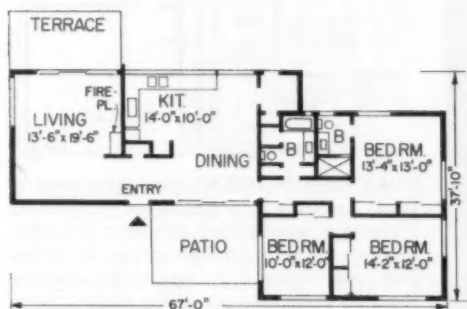


A WELL-PLANNED KITCHEN is easy to work in. This one in the Amberwood House fills the bill. The work center boasts built-in appliances like Chamber's gas range

and oven. Uninterrupted work counter surfaces are ceramic tile by Gladding McBean & Co. A counter wall with look-through space separates kitchen from living room.

CHECKLIST FOR A WESTERN KITCHEN:

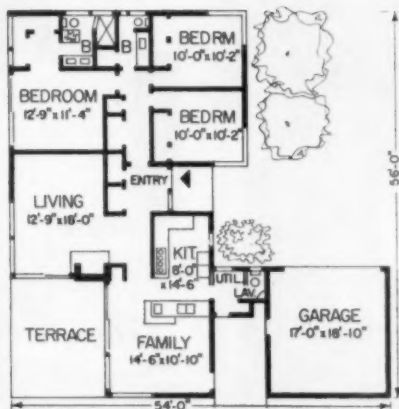
Are you planning for ...



DINING ROOM AND KITCHEN are merged into one unit. Patio is reached through service entrance.

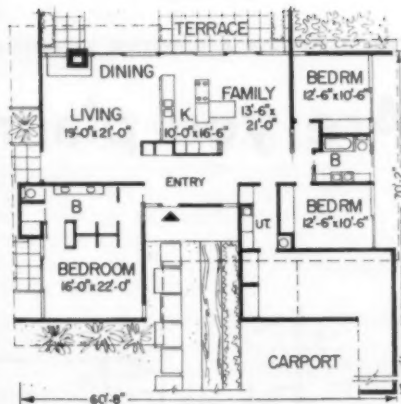
- **Island counters? They're popular. Do you have them?** →
- **A terrace near the kitchen?** →
- **Open-planning? Is the kitchen easily reached?** →
- **Is a family room nearby?** →
- **Glamorous built-ins? Housewives want them.** →

Island counters make one room into two



UNUSUAL ROOM DIVIDER: a double sink bar with breakfast bar separates the family room and kitchen. This large living area can be used as one or two rooms. The kitchen (background) has twin O'Keefe & Merritt gas ovens and a built-in range top with only the burner units exposed. A built-in barbecue can be reached from the patio or kitchen. Floor, by Robbins, gave its name to the house, Adrian's "Harlequin."

The kitchen near a terrace creates space

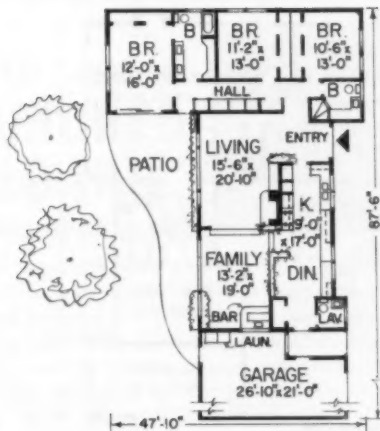


CORE OF THE HOUSE: the kitchen with its island counter acts as a separator between the living room, activity room and foyer. The activity room (background) leads directly to the terrace—opening the living area to the outdoors. Recessed in the tile-covered top of the counter are Westinghouse electrical cooking units. This all-electric house was designed by Palmer and Krisel for Midwood Construction Co.

▼ Give your house function—open up the plan



YOU CAN BE SURE that when the main living area leads directly to the kitchen, you will have a well-organized, active house. Here the dining room is part of the kitchen. It overlooks the family room and has a wood planter which acts as a separating wall. The family room leads directly into the living room—its highpoint, a fireplace wall.

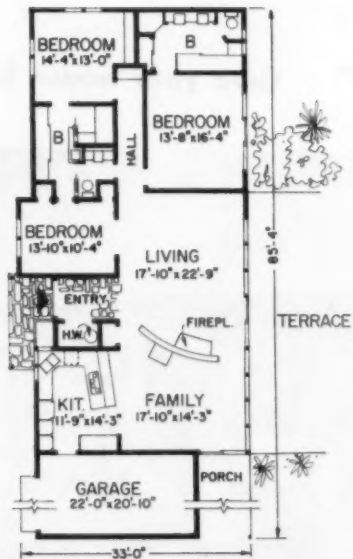


A MODERN KITCHEN IS COMPACT. This is a view of the kitchen seen from the dining area. On the left is a gas range by Western Holly. The other side of the wall houses the living room fireplace. Right next to the range is a Western Holly built-in oven, and just a bit farther down a built-in refrigerator. The house in Rialto, Cal., was built by James Z. Bayer, and is appropriately called Bayer's House of Charm.



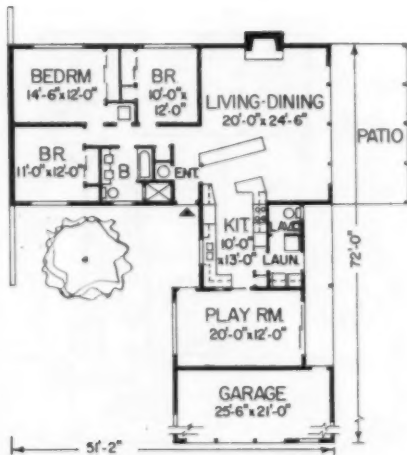
CHECKLIST FOR A WESTERN KITCHEN continued

▼ Today, they want a family room



A KITCHEN NEEDS A FAMILY ROOM— it should be close by. Out in Lemon Heights West, Santa Ana, Cal., the breakfast bar acts as a separator. This large living area affords easy circulation from room to room. Electric appliances, by Westinghouse, are completely built-in. An unusual free-standing fireplace has a metal hood and raised hearth on living room side, and an indoor barbecue on family room side.

▼ Built-ins add glamour: use them



HOUSEWIVES LIKE BUILT-INS. They add glamour to the kitchen. If you have them, you can be sure you also have a sure-seller. Miller Construction Co. in Riato, Cal., put up the Fleetwood and made sure the kitchen had that "custom look." The big double oven is by Western Holly; the refrigerator by Servel. Other built-ins include a Hotpoint dishwasher, General Electric disposer, Wedgewood dryer.

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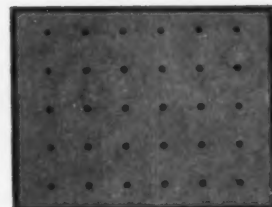


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Put walls and doors to work

Here is a *prefinished* punched board used "As Is" at prices competitive to ordinary tempered hardboard. Smart builders save on finishing costs by using prefinished FOREST Sandalwood punched board for displays, cabinet backs, closet ventilation, decorative ceilings, and walls. All standard fixtures fit. Comes in: 1/8", 3/16" and 1/4" thicknesses.

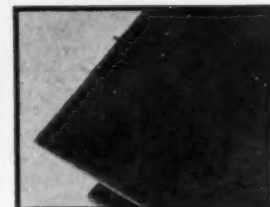


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pare. Call him for information on Pabco's complete line of quality roofing materials. For recover or new construction, Pabco is your best choice! Make a date . . . talk with the Man from Pabco.

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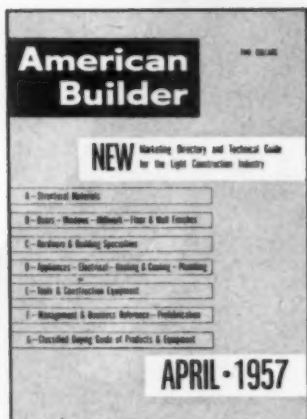
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*Fibreboard Paper Products Corporation
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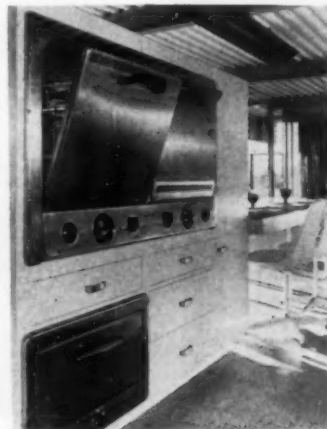
... from the West



Automatic sink spray fits most plumbing

Dish-Quik, an all-purpose spray for both dishwashing and rinsing, can be attached to sink fittings made by more than 40 well-known manufacturers in the field. Featuring an exclusive thumb lever for automatic "on-off" control of the spray, Dish-Quik has a tiny diverter valve at the base of the swing spout, and a hose connected at the bottom of this spout chamber. More information from Modern Faucet Mfg. Co., Dept. AB, 1700 E. 58th Pl., Los Angeles 1, Cal.

Circle No. 3117-W on card, p. 134.



Oven combines double cooking space in one unit

Thermador Double Oven combines two massive, fully automatic ovens in a single unit. Here installed in an island cabinet at the end of a built-in dining table, the unit has one oven equipped with a removable two-speed, three-spit, rotisserie rack controlled with a Vari-speed switch. The electrical appliance comes in durable, attractive stainless steel. More information obtainable from Norris-Thermador Corp., Dept. AB, 5215 S. Boyle Ave., Los Angeles 58, Cal.

Circle No. 3118-W on card, p. 134.



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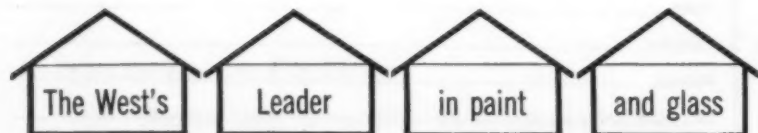
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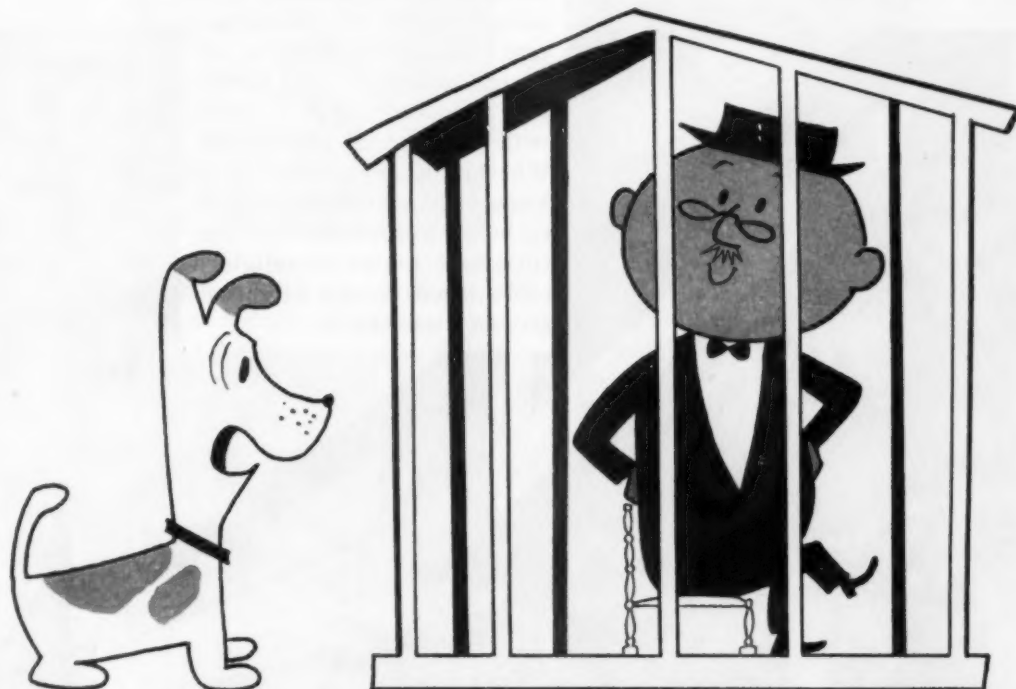
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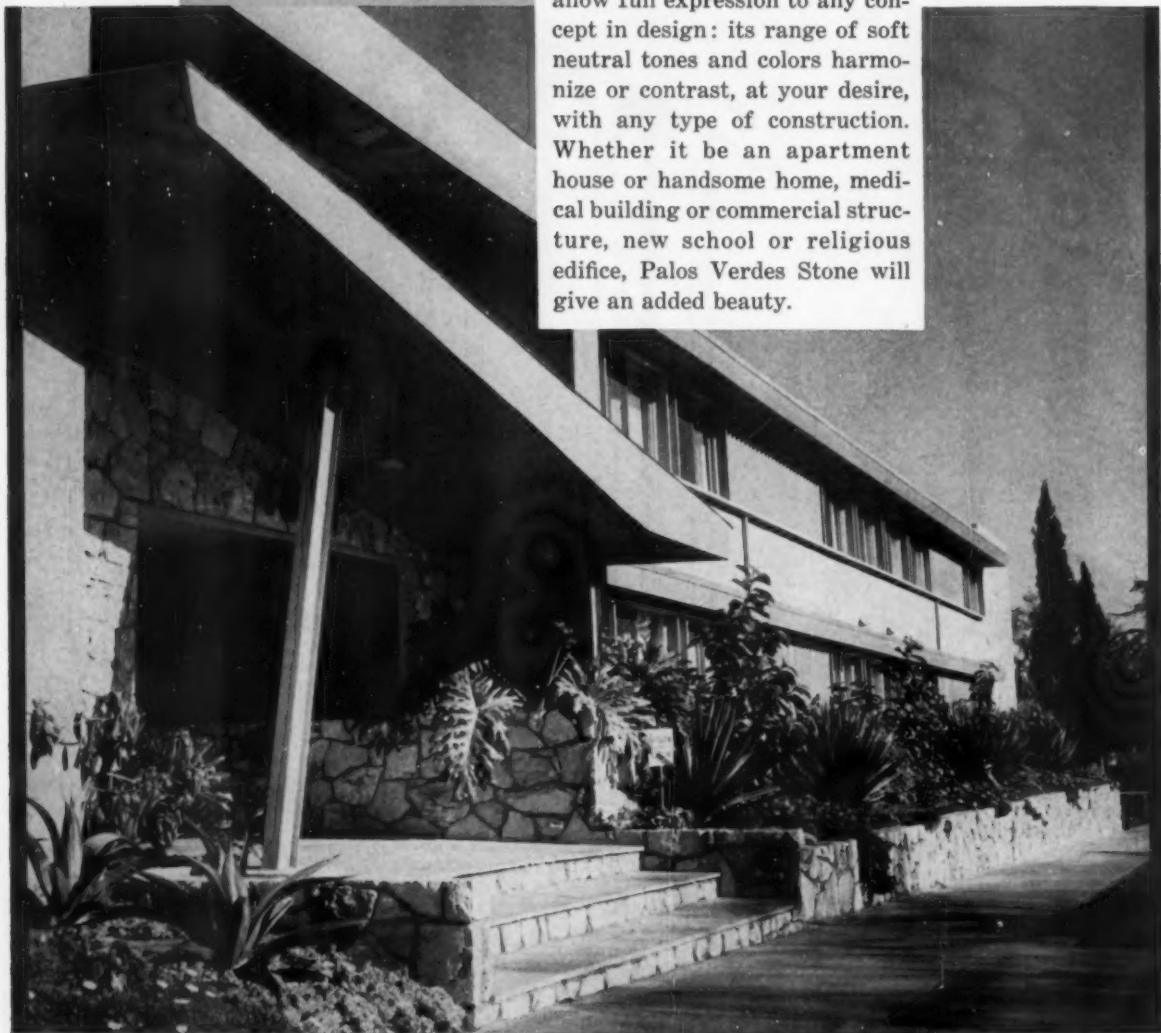
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*A full color brochure,
showing the many effects
obtainable, may be
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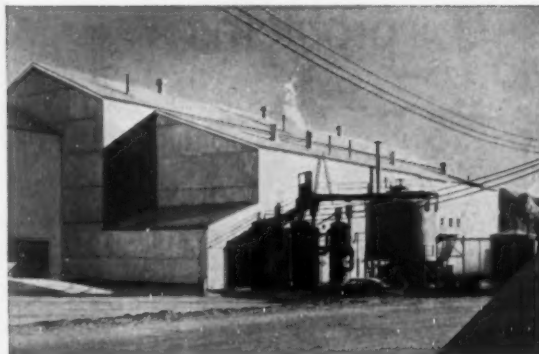
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DEPT.**

GREAT LAKES CARBON CORP.
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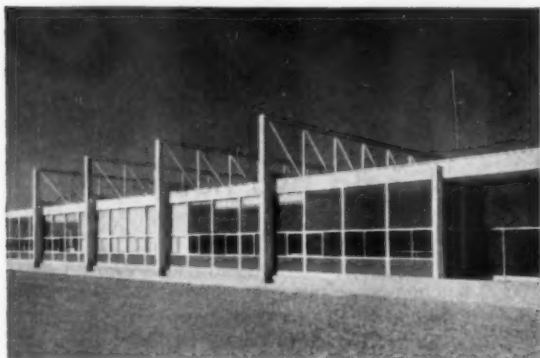
They're building with steel because it's permanent, economical, easy-to-maintain and fire-safe



FIRE PROTECTION was the number one reason this Oregon grain storage mill was built with steel. The owner lost his first mill to fire, so vowing it would never happen again, he specified USS Corrugated Roofing and Siding Sheets and USS Floor Plate for his new building. This also lowered his insurance costs.



NO COSTLY MAINTENANCE PROBLEM HERE: This new Uranium Mill on the Colorado Plateau is frequently attacked by sand and snow storms. For maximum protection and minimum maintenance, steel roofing and siding was the obvious answer for these buildings. Steel framework leaves interiors open and flexible.



MANY COST-SAVING POSSIBILITIES result from the use of steel framing and wall panels. Curtain walls, for example, are faster to erect and provide more usable floor space. Steel framing eliminates bearing walls and reduces amount of framing. The school pictured above features an all-welded frame which helped make it Utah's least expensive (per square foot) school.



THE STABILITY of rigid frame construction provides a greater capacity to withstand winds, snow, cranes and "bumps" from materials handling equipment. Steel spans also mean more clear working space. This is just what Hansen Lime & Stucco wanted for their new Salt Lake City warehouse and shipping shed . . . so they specified steel framing, and USS StormSeal roofing and siding.

For offices, plants, freight-handling, restaurants, theaters, churches, schools . . .

Give your buildings the advantage of steel

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the one
SOLUTION
 for all these construction
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- ✓ **EXTERIOR SIDING WARPS AND CRACKS** — TWS penetrates deep into wood fibres — gives exposed structures lasting protection against weather and moisture that often cause warping, swelling, checking and grain-raising right on the job.

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WASTED WALL SPACE won't sell homes. Today's buyer wants a built-in kitchen.



BUILT-IN Thermador range and oven made the difference—house sold in three weeks.

Here's how built-ins sold two houses

How many times has a kitchen killed your sale? Kitchen-conscious women are the rule—they don't only want—but expect built-in equipment in a new home. Here's how one builder solved that problem, and economically, too.

For eight months Russell Bennett of South San Gabriel, Cal., had two attractive homes in the market. They just wouldn't sell. Other houses in that location were going well. He couldn't understand why his weren't grabbed by the buying public.

The reason was simple—Bennett had miscalculated. These were the first houses he had constructed on speculation in four years, and he put them up without built-in range units.

Something had to be done about it, so Bennett made a very unusual, yet profitable decision. Where once there was wasted wall space he installed a Norris-Thermador built-in electric range. In place of a storage cabinet, he put in a built-in oven.

Result: three weeks later the houses were sold. Bennett, a man with foresight, solved his selling problem. You can solve yours—with built-ins.

a portfolio of designs in plastic wall tile



begin with a beautiful background



Here are dramatic new decorating ideas

...and uses...for plastic wall tile

all through the house.

They are inspired by the design,

advanced color styling

and complete practicality of guaranteed plastic wall tile.



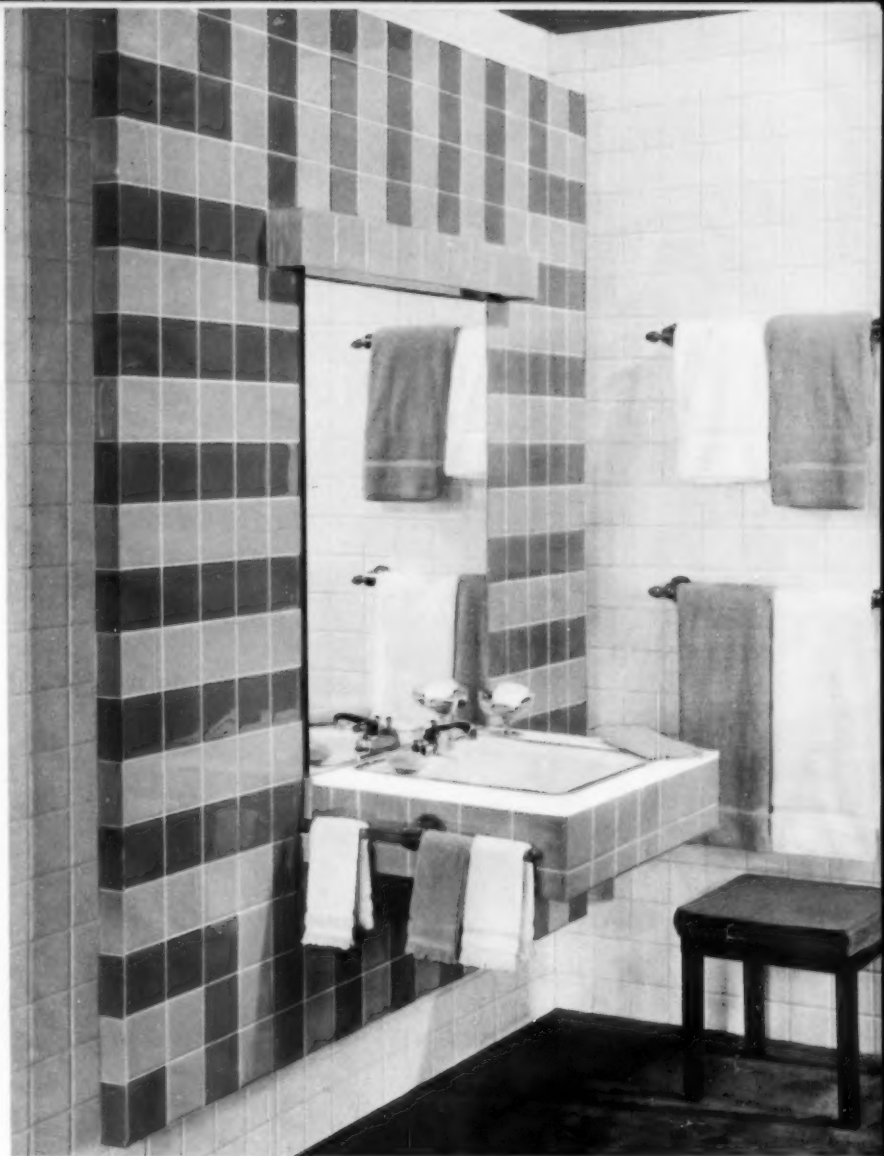
IN THE KITCHEN

Country charm . . . modern style! Blue and white willow ware inspired the patterned wall in squares of Styron® plastic tile . . . and sleek white tiles face the work counter. Decorative applications like this lift your homes out of the ordinary and give them exciting new home-owner appeal. With all of the shapes and fabulous colors available in plastic wall tile made of Styron, you'll create beautiful backgrounds for homes in any price range.



Interiors in this portfolio were created by John and Earline Brice, internationally famous designers.

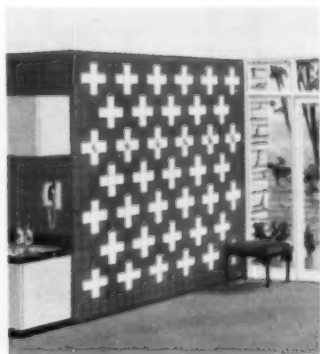
New note in blues! This gentleman's bath begins with walls of white squares and superimposes a panel of blues in classic design. Styron plastic wall tile adds exciting new decorating ideas to your finest homes . . . gives them the "difference" that sells. There are decorator-styled colors in Styron to match or complement every home you build . . . and tile shapes to inspire endless dramatic designs. And remember, your certified dealer can *guarantee* the quality of Styron plastic wall tile, mastic and installation.



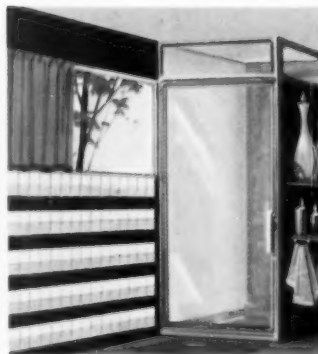
IN THE BATHROOM



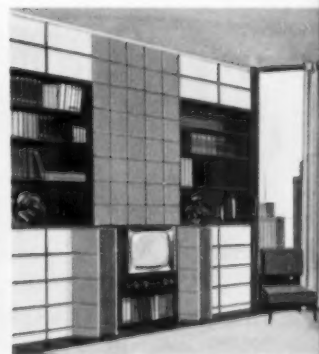
IDEA! Lovely colors of Styron and tile shapes combined to create delightful trompe-l'oeil louvers on a bathroom wall.



IDEA! A decorative, over-all pattern in easy-to-clean Styron plastic tile for a practical entry wall.



IDEA! Make a bathroom seem wider with bold, horizontal stripes of Styron plastic tile on one wall.



IDEA! Turn a plain fireplace wall into a colorful entertainment center with king-size Styron plastic tile.



ALL THROUGH THE HOUSE

Cheerful candy stripes for practical beauty on walls and ceiling of a child's room . . . "gingham" wall to brighten up a laundry area . . . handsome "mural" wall for a dining room . . . matching walls and counter facings for a modern kitchen. The decorating possibilities are endless with Styron plastic wall tile. These dramatic ideas are being sold to consumers across the country. You can turn these ideas into profitable prestige!



MADE OF
STYRON
A DOW PLASTIC

BEGIN WITH A BEAUTIFUL BACKGROUND *of plastic wall tile*

Here is the theme for the big '57 Dow advertising and promotion program for guaranteed plastic wall tile made of Styron. The beautiful interiors shown in this portfolio will be featured in full-color advertising and editorials in leading national magazines and in hard-hitting, year-'round promotions. They'll extend today's consumer acceptance into the wide field of interior decorating. They'll sell your clients.

Give your homes beautiful new backgrounds that create sales. Make the most of Styron plastic wall tile . . . its extensive color

range and versatile shapes . . . its unlimited decorating possibilities. Above all, stress *the quality that is guaranteed!* Your nearby certified dealer can guarantee that tile, mastic and installation meet quality standards established with U.S. Department of Commerce, Bureau of Standards—CS-168-50.

You'll find it profitable to tie in with our theme for '57—begin with a beautiful background of plastic wall tile made of Styron . . . and add a wealth of sales-making features to the homes you build. THE DOW CHEMICAL COMPANY, Midland, Michigan, Plastics Sales Department PL 1551N.

YOU CAN DEPEND ON

DOW



Perimeter Insulation—Wolfe & Gilchrist recommends Styrofoam for perimeter insulation in all their homes. Here Styrofoam is used in Detroit suburb to assure lifetime of warm floors and lower fuel bills.

only Styrofoam delivers lifetime insulation

... brings unique combination of properties for low-cost installation

The big swing is on—to insulation made of Styrofoam* (a Dow plastic foam).

From all over the country, architects and builders report: Styrofoam is a superior, rigid, homogeneous insulation that lasts a lifetime, gives complete satisfaction, and cuts construction costs.

There's good reason, too. Styrofoam is a new kind of insulation, made of expanded polystyrene, with millions of tiny, noninterconnecting air cells that block out heat and cold—as well as water and vapor.

For further information, read the next three pages. THE DOW CHEMICAL COMPANY, Midland, Michigan.

*STYROFOAM IS A REGISTERED TRADEMARK OF THE DOW CHEMICAL COMPANY

YOU CAN DEPEND ON

DOW



Plaster keys directly to Styrofoam without need for lurring or lathing. Acts in same capacity as plasterboard but gives added advantages of great strength and high insulation value.

Styrofoam cuts construction

engineering data

thermal properties

Thermal Conductivity ("K" factor) B.T.U./ft./hr./in./°F.	Average "K" Factor of 0.25 at mean temperature of 40°F.
Linear Thermal Coefficient of Expansion	.00003 to .00004 in./in./°F. between 0°F. and 80°F.
Specific Heat	0.27 B.T.U./lb./°F. at 40°F.
Resistance to heat (Maximum recommended tempera- ture for continuous use)	Styrofoam 22—175°F. Styrofoam 33—155°F.

physical properties

	Styrofoam 22	Styrofoam 33
Density (lb./cu. ft.)	1.6-2.0	1.7-2.3
Compressive yield strength (p.s.i.)	16-32	16-38
Tensile strength (p.s.i.)	45-61	65-95
Shear strength (p.s.i.)	27-36	30-40
Flexural strength (p.s.i.)	42-61	48-99
Compressive modulus (p.s.i.)	1200-1700	1500-2000
Bending modulus (p.s.i.)	1000-1285	1250-1760
Modulus or rigidity (p.s.i.) (shear modulus)	700-1600	1000-1300

water resistance properties

Capillarity	None
Water adsorption (when subjected to 90°F., 90% relative humidity for 15 days)	Less than 0.03% by volume
Water adsorption (complete submersion for one week)	Water pickup only on surface cells less than 0.15 lb./sq. ft. of area

vapor transmission

When Styrofoam acts as a barrier between spaces having different atmospheric conditions	1.0-2.0 grains/sq. ft./hr./in. of thickness/in. of Hg va- por pressure difference
---	---



Styrofoam adheres readily to masonry. Portland cement mortar bonds it to masonry easily, quickly, permanently. Assures damp-free, comfortable homes, offices, stores, factories.

costs as plaster-base insulation:

comparative (u) values

wall type	wall thickness	(u) values		
		A*	B*	C*
Brick 4" face Rest common	8"	.50	.30	.158
	12"	.36	.24	.139
	16"	.28	.20	.123
Concrete	6"	.79	.39	.180
	8"	.70	.36	.175
	10"	.63	.34	.170
	12"	.57	.33	.166
Concrete Block	8"	.56	.32	.164
	12"	.49	.30	.158
Cinder Block	8"	.41	.27	.146
	12"	.38	.25	.142

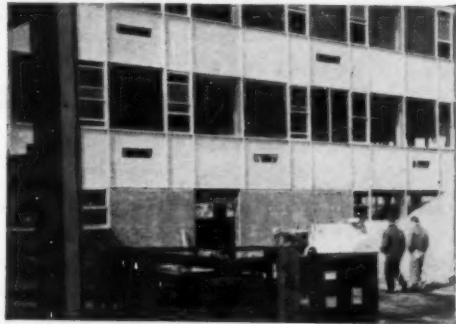
*A=plain wall

Where:

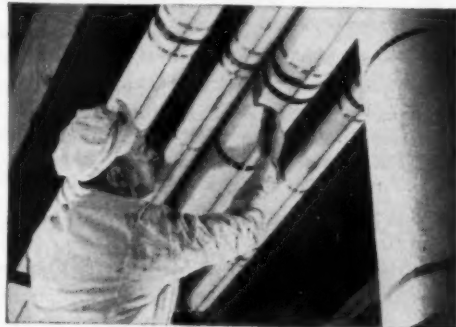
*B=furred, lathed and plastered wall

*C=1" thick Styrofoam with plaster direct—no furring or lathing

Styrofoam is superior for many applications



Curtain Walls—Panels with Styrofoam cores are available from many manufacturers.



Low-Temperature Pipe Covering and Equipment—Only Styrofoam offers the right combination of properties.



Cavity Walls—Styrofoam proves completely satisfactory as cavity wall insulation for light or heavy construction.



Perimeter Heating—Perimeter heating systems operate at maximum efficiency when Styrofoam is used.

The Dow Chemical Company—first in foam— answers your questions about Styrofoam

Q Just how is Styrofoam different from old-fashioned insulation?

A Styrofoam consists of millions of tiny cells, all uniform, and each completely self-contained, air-tight, preventing passage of water vapor.

Q How is Styrofoam made?

A Polystyrene, a rugged plastic, is expanded forty times under heat and pressure.

Q When was Styrofoam first produced commercially?

A In 1942, The Dow Chemical Company produced plastic foam by expanding polystyrene—the plastic which offers the best combination of characteristics for low-temperature insulation. Immediately, the U.S. Navy began using it as a flotation material.

Q Why does Styrofoam have high compressive strength?

A Because of its unique cellular structure. That's why Styrofoam can be used for self-supporting walls or have concrete floors poured over it. It will support 3,000 lbs. per square foot.

Q Is it true that one man can pick up a whole pile of Styrofoam boards?

A Yes. A board foot weighs only 2.4 ounces. One workman can easily carry 100 bd. ft.

Q Why can't water penetrate Styrofoam?

A The noninterconnecting cellular structure permits water only on the open cut surface cells.

Q How is it for thermal conductivity?

A Tests show the low thermal conductivity of Styrofoam cannot be matched by any other insulation with comparable properties. The average "K" factor is 0.25 B.T.U./ft./hr./in./°F. and it stays low since there is no water pickup.

Q How can Styrofoam last a lifetime?

A This homogeneous Dow plastic foam resists rot, mold and deterioration. Styrofoam has no odor, no food

value—it does not attract rodents or vermin. And water cannot penetrate it. Result: consistent, uniform insulation for the life of the structure.

Q What kind of tools does it take to install Styrofoam?

A Only ordinary woodworking tools are required to cut and shape it to fit any application. It is nonirritating to the skin and is not brittle. Cannot flake or dust. It's an easily installed insulation.

Q Where is Styrofoam used?

A In 1946, The Dow Chemical Company, first in foam, offered their production to the industrial refrigeration field where only the best is good enough. With new production facilities, Styrofoam has now become widely available to users in a broad number of significant applications.

Q What is its most unique feature?

A It has a combination of essential properties vital to good insulation including lack of water adsorption and constantly low "K" factor.

Q In what sizes can I get it?

A Styrofoam is available for immediate shipment in 3-ft., 8-ft., and 9-ft. lengths, 12-in. and 16-in. widths and comes in thicknesses of 1, 1½, 2, 2½, 3, 4 inches.

Q Where can I get it?

A At your local building supply dealer's. He can order from his Styrofoam distributor.

FREE BROCHURE OF CONSTRUCTION DETAIL DRAWINGS



Learn how the Styrofoam combination of properties can be turned to your profit. Address: THE DOW CHEMICAL COMPANY, Midland, Michigan—Plastics Sales Department PL 1739BB.

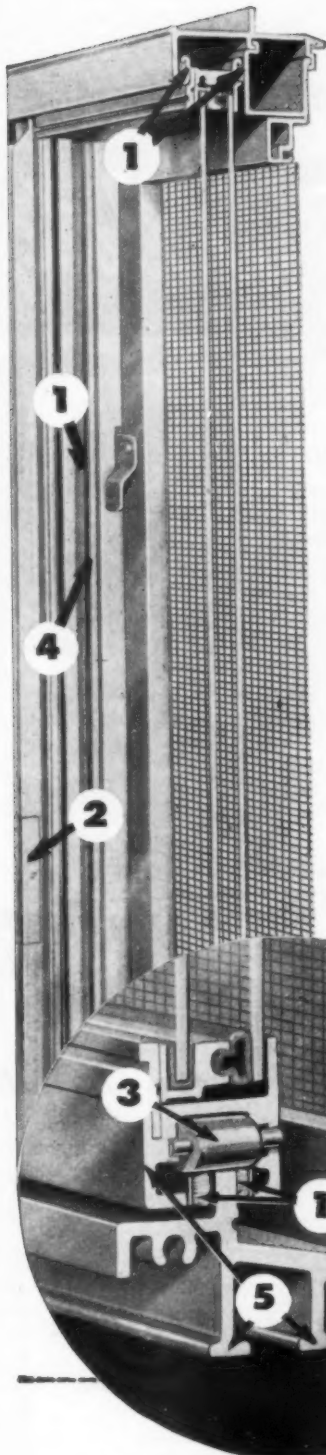
For further information, contact your nearest distributor: CALIFORNIA, Colma: Western Foam Products, Inc. • CALIFORNIA, Los Angeles 13: Pacific Foam Products Company • FLORIDA, Tampa: The Soule Company • GEORGIA, Atlanta 8: Badham Sales Company • ILLINOIS, Chicago 11: The Putnam Organization, Inc. • KANSAS, Kansas City: Styro Products, Inc. • MASSACHUSETTS, Ipswich: Atlantic Foam Products Company • MICHIGAN, Detroit: Par-Foam, Incorporated • MICHIGAN, Midland: Floral Foam Products • MINNESOTA, Minneapolis 8: Edward Sales Corporation • MONTANA, Billings: Madden Construction Supply Company • NEW YORK, Rochester 20: William Summerhays Sons Corp. • NEW YORK, Long Island City 1: Styro Sales Company, Inc. • OHIO, Cincinnati: The Seward Sales Corporation • OHIO, Cleveland 13: Structural Foams, Inc. • PENNSYLVANIA, Plymouth Meeting: G & W H Corson, Incorporated • TEXAS, Houston: The Emerson Company • UTAH, Salt Lake City 10: Utah Lumber Company • WASHINGTON, Seattle 9: Wiley-Bayley Inc. • WISCONSIN, Milwaukee: S & S Sales Corporation • CANADA, Kitchener, Ontario: Durofoam Insulation, Ltd. Or write THE DOW CHEMICAL COMPANY, Midland, Michigan—Plastics Sales Department PL 1739BB.



YOU CAN DEPEND ON



AMERICAN BUILDER



YOUR FORMULA FOR MORE SALES AND GREATER PROFIT IN 1957...

that modern luxury - touch of *Glidorama* ALUMINUM HORIZONTAL SLIDING **WINDOWS** ...

You have found out that today's home buyers want modern luxury . . . and they are willing to spend just a little more for the better things, especially when they look so much more costly. Glidorama Windows quality hand-

somely on this! . . . They are obvious *quality* when you see them or use them! *And they give you five exclusive features to sell with . . .* over and above the features of any other quality window—

1. Complete perimeter seal of entire vent . . . assurance to your customer that wind, dust or rain will never get in.
2. "Invisible" hardware . . . such as handle designed flush with meeting rail molding and featuring an automatic tamper-proof bolt-lock—universally popular with home-buyers.
3. Stainless-steel needle-bearing rollers on stainless-steel axles . . . to give your customers that instant finger-tip gliding action, always instantly recognized as quality.
4. Twin-V-shape metal interlock at both meeting rail and jamb . . . to eliminate vibration completely and provide a sound-proofing all home-buyers appreciate.
5. 20%-heavier-gauge frame sections, and double-I-Beam sill construction . . . to give the strength needed to support broad areas of glass, plus the rigidity for flawless lifetime operation, an impressive point to every customer

Plus these savings on installation—no painting (of interior or exterior trim) . . . less time to install (delivered ready to install, and with wide flanges) . . . built-in storms and screens (no added costs for your customers)!

See how Glidorama Windows fit your formula for more sales and greater profit in 1957! . . . Send coupon or letter for our Builders' Catalog, Price List or a Glidorama demonstration right in your office!

give your '57 home buyers that modern luxury-touch...

whether for the more modest homes like this...
or on up to the more costly modern mansions like this . . .

Only by a demonstration can you appreciate how Glidorama Windows will make sales easier, profits greater!



Glidorama

WINDOWS
aluminum **GLID**ing windows
with pan**ORAMA** views

GLIDORAMA DIVISION, Whizzer Industries, Inc., 356 S. Sanford St., Pontiac, Mich. Phone Federal 2-9371.

Gentlemen—

- Send your Glidorama Builders' Catalog.
 Arrange for a Glidorama demonstration in my office.

Name _____

Firm _____

Number-Street _____

City _____

Zone _____

State _____

America's Leading Builders



... Quality

WEATHER STRIPS



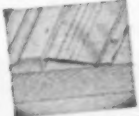
TWIN-CUSHION
full jamb weatherstrip.

Nu-WAY
Weatherstrip
For Doors
and Windows.



Nu-metal

Weatherstrip
Sets for Doors and Windows



On-GARD
Coil
Weather-
strip



Metal Casement
Weather-
strip
Bulk or
Package
Sets



Nu-GARD Automatic
Door Bottoms



Nu-metal
Drip Caps



Nu-metal
Door Bottom
Strips



Nu-ART
Extruded Aluminum
Threshold with Vinyl Insert



CALKING AND GLAZING COMPOUNDS



Nu-CALK
Speed Loads
For Calking
Guns



Nu-CALK
Calking
Compound
Knife or
Gun Grade



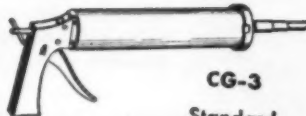
Nu-CALK
Hand
Squeeze
Tube



Nu-Phalt
Plastic
Asphalt
Cement



CG-4
Speed Loader
Calking Gun



CG-3
Standard
Professional
Calking Gun



Nu-Glaze
Glazing
Compound



MACKLANBURG-DUNCAN CO.

OKLAHOMA CITY 1, OKLAHOMA

Leaders in the building specialty field for over 36 years

are

SOLD

on America's Leading Line of ...

Building Specialties



MOULDING AND TRIM

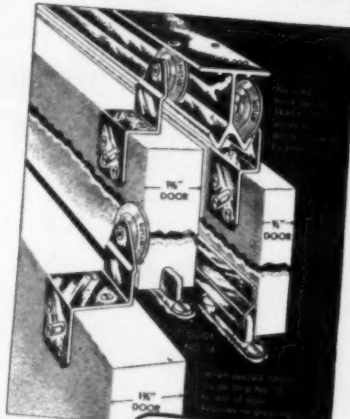


Nu-ART

Metal Moulding and Trim Available in Alacrome, Stainless Steel and Brass.



SLIDING DOOR HARDWARE



Noiseless floor type SLIDING DOOR HARDWARE

Overhead type for 3/4", 1", 1 1/4", 1 1/2" doors single or by-passing.



SCREEN DOOR GRILLES



FITS-ALL No. 5 Adjustable Screen Door Grille



FITS-ALL No. 9 Adjustable Screen Door Grille



M-D No. 15 PUSH GRILLE for aluminum or wood combination doors.



Nu-ART Grille Ornaments



Nu-ART Cast Initials

AVAILABLE IN 3 EXCITING FINISHES
Anodized Albras, Anodized Albright, Alacrome (Brass finish) (Chrome finish) (Satin finish)

BUILDERS

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

DEALERS

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



NUMBERS AND LETTERS



Nu-ART Numbers and Letters 3/4", 2 1/4", 1 1/4" Stainless Steel, Brass, Bronze, Alblack



Nu-LUME Numbers and Letters 3/4", 2 1/4", 1 1/4"



MISCELLANEOUS BUILDING ITEMS

- M-D Adjustable Shelf Supports
- M-D Twist-on Sink Frames
- Nu-Way Shelf Brackets
- M-D Extruded Push Bars
- M-D Foundation Vent Grilles
- M-D Levels and Squar-Evels
- M-D Extruded Closet Rods
- Extruded Building Specialties

"American Lustracrystal* sure makes the best appearance in large glass areas"



"I find it makes my houses
more saleable"

Because glass is being used increasingly in residential construction, builders and glaziers recognize the importance of extremely attractive glass areas in the sale of homes. Here's why they are using AMERICAN Lustracrystal instead of other heavy sheet glass or plate glass for sliding glass doors, picture windows, floor-to-ceiling glass walls:

ADVANTAGES

Lustracrystal vs. OTHER HEAVY SHEET GLASS

- Less distortion
- Greater clarity
- No dull green cast
- More lustrous (fire-polished)
- No additional cost

Above advantages apply also to American Lustracrystal vs. other Single and Double Strength glass.

Lustracrystal vs. EQUAL-SIZE PLATE GLASS

- Cost 40% less
- Slightly less distortion-free
- Stronger (more resistant to constant pressure and impact)
- Greater clarity
- No dull green cast
- More lustrous (fire-polished)

Order AMERICAN Lustracrystal or Lustracrystal by brand. It's available locally through more than 500 glass distributors. Check your telephone directory for listing.

American

*Lustracrystal DATA

- Thicknesses:
3/16", 7/32", 1/4"
- Maximum Size: 6'x10'
- Slightly larger sizes on request when available

MODERN GLASS
Best at a Glance



American

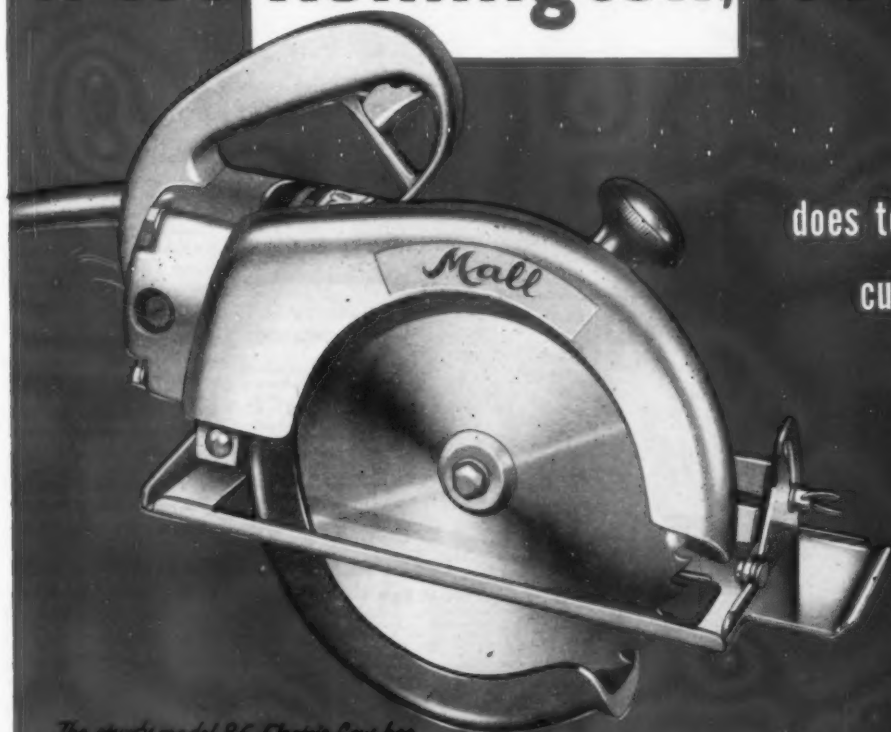
WINDOW Glass COMPANY
PITTSBURGH, PA.

PLANTS: ARNOLD, PA. • ELLWOOD CITY, PA.
JEANNETTE, PA. • OKMULGEE, OKLA.

WSW 6308

now, in portable electric saws, too.

if it's Remington, it's right!



does toughest
cutting
jobs easily!
gives years
of dependable
service!

The sturdy Model 86 Electric Saw has
5 great features that make it *right for you!*

- 9" to 2 1/2" depth capacity!
- 9" to 2 1/4" bevel cut at 45° angle!
- Ball and needle bearings for longer wear!
- Telescoping blade guard for added safety!
- Parallel mounted motor for two-handed cutting!

Model 86—equipped with wrench, steel case, 15 foot cord, plug and ground; AC or DC, 25 to 60 cycle; 115 volt or 230 volt models available.

Precision-built for superior performance!

Here's a saw that gives you plenty of handling ease and maneuverability. Yes, now you can have portable electric saws by Remington, the newest name in the power tool field and famous for 141 years for quality in sporting firearms and ammunition.

The Model 86 electric saw was made to zip through construction and remodeling work. It comes complete with 8 1/2" blade, saw dust blower and wing nut adjustment. Try it and observe the superior performance you get from the combination rip-cross blade. It was built to make tough jobs easy—as are *all* of Remington's famous Mall electric saws.

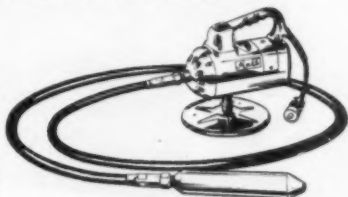
There's an electric saw by Mall Tool Company, Division of Remington Arms Company, Inc., for every kind of cutting job—in farming, industry and construction. For additional information, please fill out the convenient coupon.

Remington

Mall® MALL TOOL COMPANY,
Division of Remington Arms Company, Inc.
25000 S. Western Ave. • Park Forest, Illinois



Impact Wrench—Model W-120,
1/2" capacity.



Concrete Vibrator—Model 3EV,
Universal Electric Vibrator, 2 H. P.

MALL TOOL COMPANY • Division of Remington Arms Company, Inc.
Dept. C34, 25000 S. Western Ave. • Park Forest, Ill.
Please send free catalog on Construction Tools.

NAME _____

STREET _____

CITY _____ ZONE _____ STATE _____

WESTERN RED CEDAR
Home Selling Ideas
 Designed By Green, Sibold and Associates, AIA



STAIR WELL

To accent height, apply economical narrow widths of Red Cedar Beveled Siding vertically butt-to-butt, or use naturally beautiful clear grade Red Cedar Paneling. It's a low cost method to build personality and quality into your homes.



BATHROOM

Sanitary whiteness gives way to the natural beauty and freshness of Western Red Cedar... Beveled Siding or Paneling. It's a "built in" sales point that gives an atmosphere of individuality and quality. Use the same versatile Western Red Cedar on the exterior of your homes for a "plus value" to step ahead of competitive 1957 selling.

"Build-in" your Sales Points

Outside or inside, Western Red Cedar gives a home the quality-tone that helps close sales. Full of "Grown-in" beauty and quality, Western Red Cedar Beveled Siding and Paneling is easy to work with simple tools — no application gimmicks required.

For genuine, natural wood beauty, nothing is more versatile and dependable than the kiln dried, clear grades of Western Red Cedar... Ask your lumber dealer!

Write for our "Cedarhome 1965" sketch, technical and merchandising information.

WESTERN
RED CEDAR
 LUMBER
 ASSOCIATION

4403 WHITE-HENRY-STUART BUILDING • SEATTLE 1, WASHINGTON

FREE WALL CHART



to help you sell
**BESSLER
 DISAPPEARING
 STAIRWAYS**
 quickly...
 profitably!
 easily...

Here's a real 24-hour-a-day salesman for the famous line of Bessler Disappearing Stairways. Hang it anywhere in plain sight, for ready reference by you and prospects. Seven Bessler models to meet any home building or remodeling need.

Millions of Bessler units now in use. Millions of homes, outbuildings, offices, commercial establishments need this efficient stairway. There's a big market for you in your community! Popular prices!

FREE CATALOG!

Gives you complete handy reference data on entire Bessler line, for quick selling or application to any stairway job. Write for it now! Ask for your FREE copy of the Bessler Wall Chart too.



BESSLER DISAPPEARING STAIRWAY CO.
 1900-A East Market Street, Akron 5, Ohio

NEW! *Evans*
POWER-TAPE



**No More Pushing Blade
 Back Into Case!**

Here's the greatest single mechanical advance in steel tape history! Press the button gently with your thumb — blade returns smoothly. You control the speed. Release the button — blade stops instantly. No "creep," no lost measurements! Chrome-plated case, GIANT sliding end hook — for inside-outside measuring. White steel blade, marked in inches and feet-and-inches — no figuring! Free Tenite carrying case with magnifying lens.

Only
\$1.69
 (10 ft.)

Unconditionally Guaranteed
 6, 8, 10, or 12 ft. lengths
 Get POWER-TAPE today!
 Available only at hardware stores

Evans **RULE CO.**, Elizabeth, N.J. • Montreal, Que.

Van-Packer masonry chimney goes up in 3 hours, saves 20-40% over brick

By using the Van-Packer Factory-Built Masonry Chimney, thousands of builders all over the country are able to save money, yet still install a genuine masonry chimney.

Besides the cost reduction gained by installing a prefabricated chimney that needs no pier foundation or special framing, builders also save by eliminating job delays and mortgage-pay-out delays caused by lack of a completed chimney. At the same time, with the Van-Packer Chimney, they're getting all the beauty, permanence and safety advantages of conventional brick.

Attractive roof appearance is provided by Van-Packer's asbestos-cement brick-design panel housing in a choice of three colors — red, buff or white. Complete fire-safety is assured by the acidproof 5/8" fire clay tile liner, 3" vermiculite-concrete insulating wall and asbestos-cement jacket.

Immediate delivery to your job site from your local heating or building material jobber or dealer. See "Chimneys—Prefabricated" in Yellow Pages, or write Van-Packer company for Bulletin RS-1-12.



Van-Packer

FACTORY-BUILT MASONRY

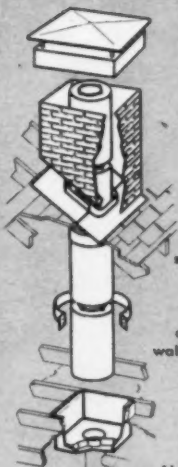
Chimney

Van-Packer Company
 Division of The Flintkote Company
 P.O. Box No. 306, Bettendorf, Iowa
 Phone: 5-2621

Also Manufacturers of
 Van-Packer Fire Clay Tile Gas Vent



Attractive Van-Packer Chimney housing in red, buff or white brick color blends with all homes



Snap-on housing cap

Brick-design panel housing in red, buff or white

Adjustable aluminum flashing

7" I.D. flue sections of 2100°F. 5/8" fire clay tile liner, 3" vermiculite concrete insulating wall, asbestos-cement jacket.

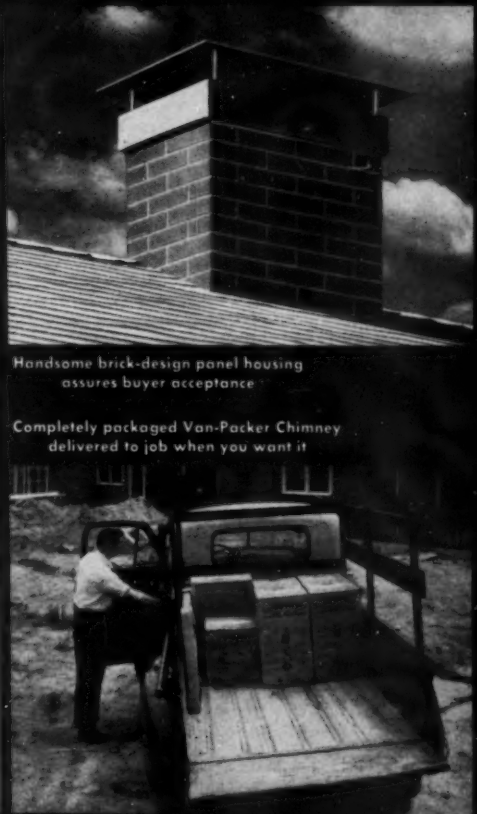
Section joints sealed with acidproof cement.

Aluminum drawband reinforces each section joint.

Support assembly has 4X safety factor—eliminates pier.



UL listed for all fuels, all home heating plants and incinerators, approved by major building codes.



Handsome brick-design panel housing assures buyer acceptance

Completely packaged Van-Packer Chimney delivered to job when you want it

month after month...

**15½ million* men and women "live by the book"
...and the book is Better Homes and Gardens!**

4,250,000 COPIES EACH MONTH



"The book" works overtime, too: 9,400,000 BH&G readers recently referred to one or more back issues from 4 to 12 months old. Almost 4 million looked at back issue ads or articles on home furnishings; more than 2 million at ads on home-making practices or management. 15,500,000 people read an average issue of BH&G. One-third of the 123,800,000 people in the U.S. 10 years of age or older read one or more of every twelve issues. That's 44,150,000 readers of Better Homes and Gardens—and over 40% of them are men! Meredith Publishing Company, Des Moines 3, Iowa.

during the year...

1/3

of America

reads Better Homes & Gardens!

*A 12 Months' Study of BH&G Readers, Alfred Politz Research, Inc., 1966



Rainproof, "see-through" Olin Polyethylene film helps prevent bad weather slow-downs. Low in cost . . . easy to handle, it makes an ideal "closing-in" material. Helps keep the job on schedule.

Builders build better at less cost with Olin Polyethylene



Olin Polyethylene as a moisture vapor barrier on warm side of walls retards paint blistering, peeling, staining. Helps keep out drafts—permanently.



Olin Polyethylene protects materials and machines during wet, rainy periods. Its "see-through" quality makes supplies and equipment easy to locate.



Ideal for slab, full cellar, or crawl space construction, light, tough Olin Polyethylene makes a permanent moisture barrier. Comes in extra wide roll widths for additional time-saving.

Builders everywhere are turning to Olin Polyethylene film as the ideal moisture barrier with many varied uses. In bad weather especially, using Olin Polyethylene as a "closing-in" and protective covering material can save wasted days, keep the work on schedule. Light, easy to handle, and re-usable Olin Polyethylene saves on labor and material costs whether it's used for protection or in curing and slab construction work — gives you the kind of job you like to see, easier and faster.

And remember this, because it's unaffected by most acids, alkalis, bacteria, mold and temperature changes, Olin Polyethylene makes a

permanent moisture, moisture vapor and draft barrier. Discover yourself how much difference this multi-use film can make on your jobs. You'll find it costs you less to build better with Olin Polyethylene. For free booklet showing how Olin Polyethylene will save you time and money write Film Division, Olin Mathieson Chemical Corporation, 655 Madison Ave., New York 21, N. Y.

Meets FHA Minimum Property Requirements . . . Fed. Spec. UUP-147 pertaining to moisture vapor control.

Look us up in Sweet's Catalog! (1957 Edition)

- Industrial Construction File 5/OL
- Architectural File 9/OL
- Light Construction File 3a/OL

Also under . . . AIA File No. 24-D (NN)



OLIN MATHIESON CHEMICAL CORPORATION

Film Division
Olin Mathieson Chemical Corp.
655 Madison Avenue
New York 21, New York

Please send me full information on Olin Polyethylene.

Name _____ Title _____

Company _____

Address _____



ARMSTRONG CUSHIONTONE



A sound box demonstrates quiet



An installed ceiling shows beauty

What an opportunity to really demonstrate what sound conditioning can do in a home! Now, through national TV demonstrations on the Armstrong Circle Theatre, your prospects will *see* the difference—and *hear* the difference a Cushiontone ceiling makes.

Millions of families in these 97 areas will learn about the new home comfort of sound conditioning.

Live Network (9:30-10:30 P.M. New York City Time)

Abilene, Tex.	Evansville, Ind.	Memphis, Tenn.	Salt Lake City, Utah	Tampa, Fla.
Albany, Ga.	Fargo, N. D.	Mesa-Phoenix, Ariz.	San Antonio, Tex.	Tucson, Ariz.
Albuquerque, N. M.	Fayetteville, N. C.	Miami, Fla.	Schenectady, N. Y.	Tulsa, Okla.
Amarillo, Tex.	Ft. Wayne, Ind.	Milwaukee, Wis.	Shreveport, La.	Utica, N. Y.
Atlanta, Ga.	Ft. Worth, Tex.	Nashville, Tenn.	Sioux City, Iowa	Washington, D. C.
Baltimore, Md.	Grand Rapids, Mich.	New Britain, Conn.	Sioux Falls, S. D.	Wheeling, W. Va.
Bangor, Me.	Great Bend, Kans.	New Orleans, La.	St. Louis, Mo.	Wichita, Kans.
Birmingham, Ala.	Greenville, S. C.	New York, N. Y.	St. Paul, Minn.	Wilkes-Barre, Pa.
Boston, Mass.	Harrisburg, Ill.	Norfolk, Va.	South Bend, Ind.	Winston-Salem, N. C.
Buffalo, N. Y.	Hastings, Neb.	Oklahoma City, Okla.	Springfield, Ill.	Youngstown, O.
Charleston, S. C.	Houston, Tex.	Omaha, Neb.	Syracuse, N. Y.	
Chicago, Ill.	Huntington, W. Va.	Peoria, Ill.		
Cincinnati, O.	Indianapolis, Ind.	Philadelphia, Pa.	Yuma, Ariz. (7-day delay—9:30 P.M. Mountain Time)	
Cleveland, O.	Jackson, Miss.	Plattsburg, N. Y.		
Colo. Springs, Colo.	Johnstown, Pa.	Portland, Me.		
Columbus, O.	Kansas City, Mo.	Providence, R. I.		
Davenport, Iowa	Knoxville, Tenn.	Raleigh-Durham, N. C.		
Dayton, O.	Lake Charles, La.	Richmond, Va.		
Des Moines, Iowa	Lancaster, Pa.	Roanoke, Va.		
Denver, Colo.	Las Vegas, Nev.	Rochester, Minn.		
Detroit, Mich.	Little Rock, Ark.	Rochester, N. Y.		
Erie, Pa.	Louisville, Ky.	Saginaw, Mich.		

The following stations carry the Circle Theatre on a delayed basis. It will be seen at 9:30 Los Angeles Time the same evening as the "live" show.

Eugene, Ore.	San Diego
Fresno	San Francisco
Los Angeles	Seattle
Portland	Spokane
Sacramento	

ON TELEVISION!

Armstrong Circle Theatre

A full hour show — live from New York
NBC-TV alternate Tuesdays 9:30 P.M. EST

Spring Schedule
FEB. 5 - FEB. 26
APR. 16 - MAY 7

The success of Cushiontone in remodeled and new homes makes it possible to increase *again* one of the biggest advertising programs in the entire building field. In addition to ads in Life, Better Homes & Gardens, The American Home, and Sunset, network television will carry the Cushiontone story to still more home prospects in your area.



Tie in your sample home by featuring the new home comfort of sound conditioning. Armstrong Cushiontone is a brand name your prospects will recognize. And you'll find it to be one of the lowest cost sales features you can include in your homes. For a free booklet that tells you all about the benefits of an Armstrong Ceiling, write Armstrong Cork Co., 3503 Rider Ave., Lancaster, Penna.

Armstrong BUILDING MATERIALS

TEMLOK® ROOF DECK • TEMLOK SHEATHING • TEMLOK TILE • CUSHIONTONE® CEILINGS

Now... new beauty for bathrooms!
**Announcing Eljer's new high-style
line of quality brass fittings!**



**New Eljer center-set
lavatory fitting.**



**New Eljer combination
lavatory fitting.**



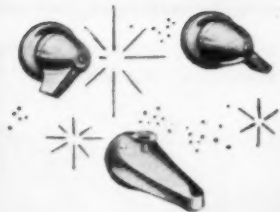
**New Eljer
deck-type
sink
fitting.**

Quality Plumbing Fixtures Deserve Quality Fittings!

Once again Eljer makes the big news! This time with a completely new line of brass fittings . . . fittings that will add even greater beauty to plumbing fixtures in the homes you build. Here are some of the outstanding features of these fittings:

- Sleek, sculptured styling!
- Compact, functional design, easy to clean!
- Completely renewable for easy maintenance!
- Traditional Eljer quality
- Thoroughly tested mechanical efficiency!
- Heavy, long-lasting chrome plating!
- Made in modern plant devoted solely to brass!

For information on the new Eljer line of brass fittings, ask your plumbing contractor or write Eljer Division of The Murray Corporation, Three Gateway Center, Pittsburgh 22, Pa.



**New Eljer combination shower
and over-rim bath filler with
diverter spout.**



**New Eljer Vari-Spray
ball-joint shower head.**

ELJER*

DIVISION OF THE MURRAY CORPORATION OF AMERICA

* the only name you need to know
in plumbing fixtures

New Brass Line Backed By Eljer's Colorful National Advertising!

This striking new brass line is featured in Eljer's national advertising . . . advertising that sells the beauty of the modern bathrooms found in new homes.



ONLY BASE-RAY

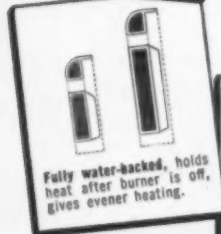
THE TIME-TESTED RADIANT BASEBOARD gives your clients so many advantages!



Series Loop Installation cuts costs over 40%. BASE-RAY becomes part of the main.



No pings! No expansion noises! BASE-RAY is absolutely silent in operation.



Fully water-backed, holds heat after burner is off, gives even heating.



Fins cast as integral part—they can't shake loose. More efficient too.

Available in TWO SIZES

No. 9 (9 1/2")
1-B-R rated at 3.45 sq. ft. per lineal ft.

No. 7 (7")
1-B-R rated at 2.35 sq. ft. per lineal ft.

BASE-RAY® has seen longer field service than any other hot water cast-iron radiant baseboard. It was the first developed. In thousands of installations over a period of more than 12 years, BASE-RAY has proven itself silent, efficient and trouble-free. You know that hot water radiant baseboards give the evenest, most comfortable heat known . . . and the greatest decorating freedom. Recommend them on your next heating installation. But be sure to recommend the right brand . . . BASE-RAY . . . the time-tested radiant baseboard. We'll be happy to give you complete data. Just use the coupon below.

Burnham Corporation

IRVINGTON, NEW YORK

FIRST IN THE MANUFACTURE OF BASEBOARD HEATING



Burnham BASE-RAY wears like iron because it's made of iron.

Burnham Corporation AB-37
Irvington, New York
Please send me full data on BASE-RAY and a copy of your new ratings and installation guide.

Name.....
Address.....
City.....State.....

For shingles, siding, sheathing and subflooring choose

RED CEDAR

one of the dependable woods from the Western Pine mills

This strong, decay-resistant, even-textured, aromatic wood is used wherever durability and non-warping are important. Entirely resin-free, it takes and holds glue, paint and stains. It is one of the finest wood insulators. And it is carefully *dried*, insuring lower maintenance cost, more accurate sizing, improved woodworking qualities.



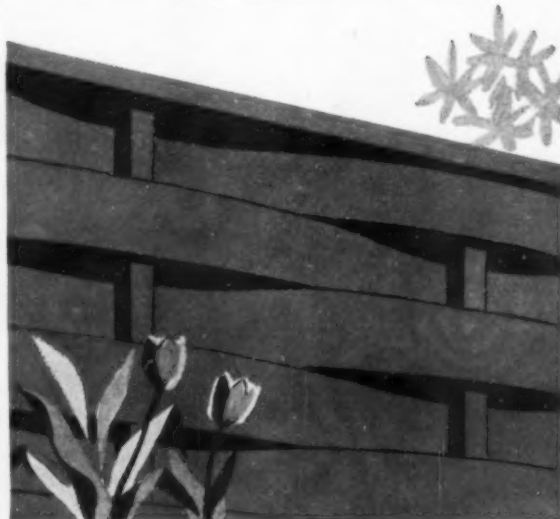
Write for FREE illustrated Facts Folder about Red Cedar to: Western Pine Association, Yeon Building, Portland 4, Oregon.

The Western Pines

Idaho White Pine and these woods from the Western Pine mills
Ponderosa Pine WHITE FIR - INCENSE CEDAR
Sugar Pine RED CEDAR - DOUGLAS FIR
ENGELMANN SPRUCE
LODGEPOLE PINE - LARCH

are manufactured to high standards of seasoning, grading, measurement

TODAY'S WESTERN PINE TREE FARMING GUARANTEES LUMBER TOMORROW



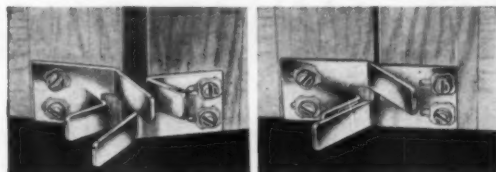
NEW! Stanley Hardware for Bi-Folding Doors!

Here is the newest idea for interior doorways — for closets, narrow passageways, room dividers, cabinets—*wherever* an interior door is called for.

Bi-folding doors fold back together against jambs . . . allow full access to interiors . . . project as little as nine inches into the room. They're unmatched for modern convenience.

And now you can provide these doors in wood or any other material — styled as you choose — with new, low-cost, top-quality Stanley hardware!

#2980 ELIMINATES BOTTOM TRACK!



Stanley's exclusive new door aligners eliminate all the drawbacks of obtrusive, damageable, dirt-catching floor tracks . . . yet even warped doors close into place smoothly and evenly.

#2980 HARDWARE IS NEW WITH NEW AND EXCLUSIVE FEATURES

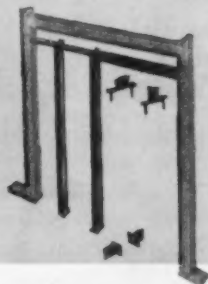
1. One set for all doors $\frac{3}{4}$ " to $1\frac{3}{8}$ " thick. Two-door sets packed for 2', 2' 6" and 3' finished openings; four-door sets packed for 4', 5' and 6' openings. Also available in bulk. It's easy to alter all sets to fit smaller-than-standard openings.
2. Quiet, easy operation is assured by nylon pivots and guides that eliminate metal-to-metal contact.

3. Up to $\frac{1}{2}$ " vertical adjustment is allowed by the heavy-gauge steel brackets that support pivots and guides.
4. Unique header guide track, designed so builder can use his own preference for trim.
5. Designed for fast, one-man installation.
6. Low in price, tops in quality.



ROUNDING OUT STANLEY'S COMPLETE LINE OF SLIDING DOOR HARDWARE

The 2825 pocket frame set. One set for all door sizes, 2' 0" to 3' 0" wide. Slashes dealer inventory, allows easy one-man installations. Just one set for every job!



The 2800 for by-passing doors. One set of hardware for both $\frac{3}{4}$ " and $1\frac{3}{8}$ " by-passing doors. Up to $\frac{3}{8}$ " vertical adjustments made without loosening the screws on door.

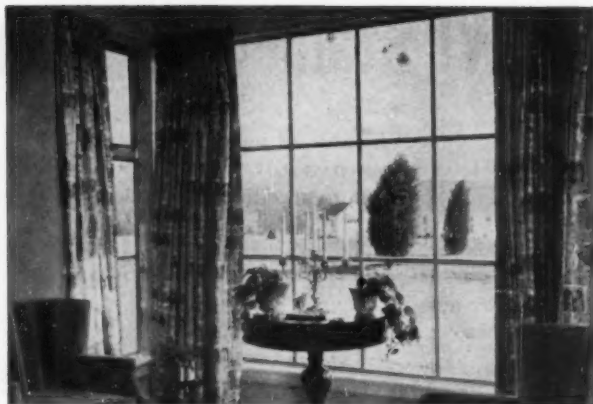


Ask your Stanley supplier for full information about the new #2980 hardware for modern bi-fold doors. Find out about the complete Stanley line at the same time. Write Stanley Hardware, Division of The Stanley Works, 103 Lake St., New Britain, Conn.

AMERICA BUILDS BETTER AND LIVES BETTER WITH STANLEY

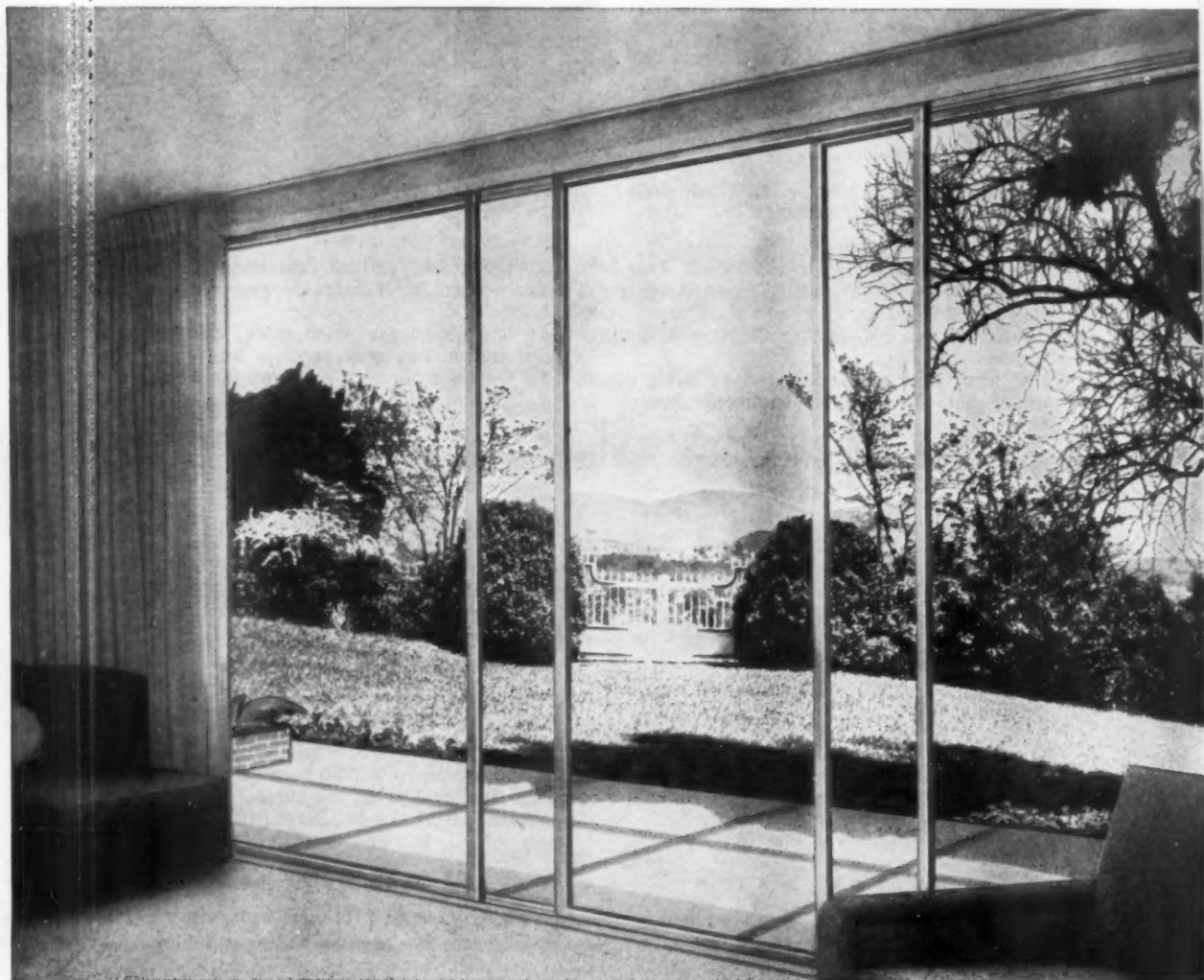
STANLEY

This famous trademark distinguishes over 20,000 products of The Stanley Works—quality hand and electric tools, drapery, industrial and builders hardware, magic doors, aluminum windows, metal parts, chemicals, steel and steel strapping—made in 24 Stanley plants in the United States, Canada, England and Germany.



Whatever style windows you plan to use on your next job

... LUPTON METAL WINDOWS





HELP MOVE HOMES QUICKER

Immediate delivery from stock . . . service that's as near at hand as your phone . . . Lupton quality aluminum and steel windows in stock sizes, four styles: Double-

Hung; Ranch; Residence Casements; and the NEW Aluminum Framed Glass Jalousie Window. And now Lupton introduces at a budget price, Lupton-quality . . .

NEW LUPTON WEATHER-TIGHT ALUMINUM SLIDING DOORS

Available from stock in three wanted types: Type XO—two panels; one sliding, one stationary. Type OXO—three panels; center panel sliding. Type OXXO—four panels; two center panels sliding. Over-all widths range from 6' to 20'. Height for all doors: 6'9½" over-all.

FEATURES THAT HELP TURN "LOOKERS" INTO HOME BUYERS

Weather-Tight Construction—Woven pile, double row weatherstrip provides resilient, long-lasting seal on all sides of movable sash.

Smooth, Quiet Operation—Doors operate on quiet rollers with bronze self-lubricating bearings.

Adjustable Rollers—Special door design allows for leveling adjustment at installation.

Low-Sloped Threshold—Eliminates danger of tripping. Keeps water out. Made of heavy extruded aluminum.

Hardware—Tight-locking bronze latch is simple to operate. Standard pull handle is extruded aluminum, 8" long. *Decorative Lucite handle available at extra cost.*

Strength—Specially designed Flynn extruded aluminum members make Lupton Sliding Door units strong and rigid.

Screens—(*Furnished at extra cost when specified.*) Heavy duty aluminum sliding screens make doors practical for use anywhere. Equipped with flexible closure strips, locking latch and interior and exterior pulls.

For on-the-spot service, fast delivery, good value on Aluminum Sliding Doors . . . and Metal Windows, put in a call to your nearby Lupton Sales Representative. His name and number are listed in the Yellow Pages under *Windows & Sash—Metal*.

LUPTON

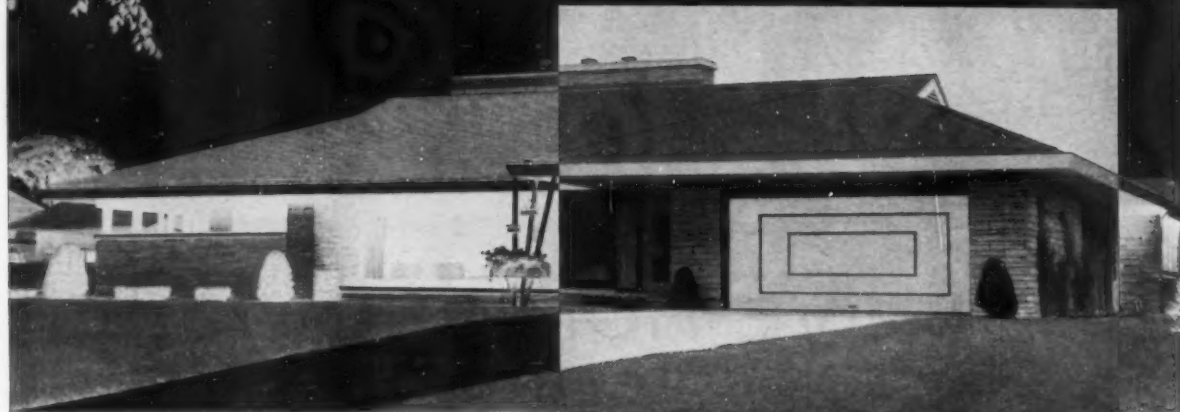
METAL WINDOWS

SALES REPRESENTATIVES AND DISTRIBUTORS IN OTHER PRINCIPAL CITIES

MICHAEL FLYNN MANUFACTURING CO.

Main Office and Plant: 700 E. Godfrey Avenue, Philadelphia 24, Pa. West Coast Offices and Warehouses: 672 S. Lafayette Park Place, Los Angeles 57, Calif., 1441 Fremont Street, Stockton, Calif.

Beauty...



BACKED BY BRAUN

Only a Garage Offers:

**COMPLETE PROTECTION
EXTRA STORAGE SPACE
FINISHED APPEARANCE
AN EXTRA ROOM**

The beauty and brawn of a Ro-Way Garage Door make a very persuasive salesman. Its combination of high style, smooth operation and rugged construction mark you as a responsible builder.

From the street a Ro-Way door shows clean, gracious, appealing lines. You can choose from more than 40 standard and decorative panels that permit unlimited design combinations. You'll find one to satisfy each buyer's desire for a distinctive personalized appearance.

In action the Ro-Way is unequalled. Easy up and down movement with Taper-Tite track, Seal-A-Matic hinges, ball bearing rollers and perfectly balanced Power-Metered springs.

Built-to-last Ro-Way doors have mortise and tenon joints both glued and steel doweled. Sections are rabbeted for weather-tight joints. Rowe-made hardware is Parkerized and painted for complete protection.

Get all the details from your Ro-Way distributor or write for free literature.



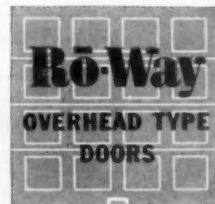
there's a Ro-Way for every Doorway!

RESIDENTIAL • INDUSTRIAL • COMMERCIAL

Flush Doors • Raised Curved Panels • Applied Rosettes • Accent Molding

ROWE MANUFACTURING COMPANY

781 HOLTON STREET • GALESBURG, ILLINOIS



Clipper

"SAILS RIGHT THRU"

SUPERIOR BLADES

BEST for...

All SAWS
Any MATERIAL
Every JOB!

• **YOU NAME IT...**
The Saw - The Job - The Material

... Clipper will name the Best Blade to guarantee you the **FASTEST CUT**... at the **LOWEST COST**... with the **GREATEST EASE**—Anytime—Anywhere

FREE—A Clipper Factory Trained Representative will test cut any of your masonry, concrete or refractory materials **ON YOUR JOB** or in our laboratories—and recommend the exact specification for your jobs—without cost or obligation. Only Clipper, with its 20 years of leadership and experience, has the facilities for research and development which offers you the widest range of Blades in the world... Diamond, Wet or Dry Break-Resistant and Abrasive.



DIAMOND



BREAK-RESISTANT



ABRASIVE

• **WIRE - WRITE - PHONE** your Clipper Factory Trained Representative for **SAME DAY SHIPMENT** on Clipper Superior Blades, or for blade recommendations for any materials. He can also arrange for your **FREE TRIAL** of a New 2 H.P. **CLIPPER SUPER MASONRY SAW**, the Greatest High-Production Masonry Saw ever built!



MANUFACTURING CO. • Phone Victor 2-3113 • 2800 Warwick • Kansas City 8, Mo.



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PITTSBURGH
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ATLANTA
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SUperior 7-1351
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WOOdward 1-7117
MINNEAPOLIS
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GReenwood 6-6555
CINCINNATI
CHerry 1-5720
HARTFORD
CHapel 7-5768
NEW ORLEANS
MAGnolia 5497
ST. LOUIS
MISsion 5-5530

BIRMINGHAM, ALA.
ALpine 2-8240
CLEVELAND
CHerry 1-7080
HOUSTON
CApital 5-6616
NEW YORK
MUrray Hill 7-8460
WASHINGTON, D. C.
REpublic 7-3087

BOSTON
MAncock 6-05T2
DALLAS
PRospect 3491
INDIANAPOLIS
WAlnut 3-8947
PHILADELPHIA
EVRgreen 2-2962

FACTORIES IN ENGLAND, FRANCE, GERMANY, ITALY.

320X

Here's window beauty
to complement fine paneling



Andersen Windowalls

TRADEMARK OF ANDERSEN CORPORATION

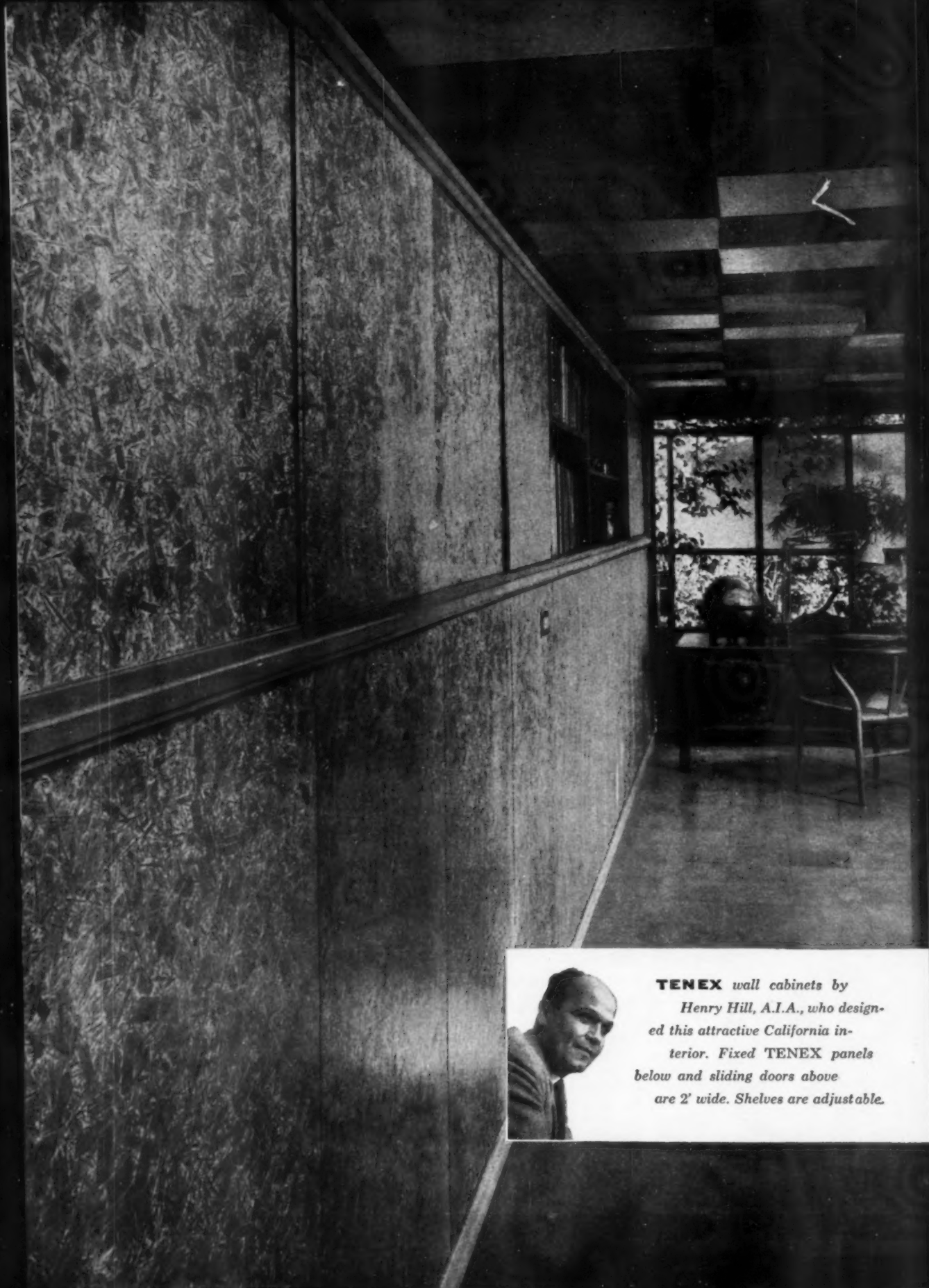


Andersen Casement Windows in a Michigan residence; Paul Moffett, A.I.A., is the architect.

The natural wood window beauty of Andersen WINDOWALLS blends harmoniously with fine wood paneling like this . . . helps the designer create a room of distinction. And these attractive, convenient Andersen Casement Windows are easy to open, easy to close, because they are manufactured with extra care by the skilled window craftsmen of Andersen. Made of selected, toxic-treated wood, they give you *natural* beauty . . . *natural* insulation against both heat and cold.

For data on designing for beauty with 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

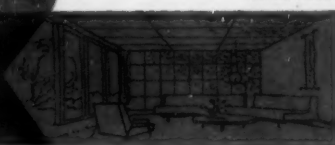


TENEX wall cabinets by
Henry Hill, A.I.A., who design-
ed this attractive California in-
terior. Fixed **TENEX** panels
below and sliding doors above
are 2' wide. Shelves are adjustable.

WHAT'S NEW
in home
interiors?

TENEXTM

Tenex cut in 4' x 6' sheets for a handsome ceiling. Tenex 2' squares with "open joint" spacing featured wall.



handsome waferwood textured panel

Pack River's new TENEX gives a textured elegance to walls, ceilings or cabinets. TENEX has the distinctive individuality and new beauty so necessary to convert home lookers into home buyers.

You as a builder can lure buyers with a new, three-dimensional look of luxury at moderate cost with TENEX.

TENEX has unlimited design flexibility

TENEX waferwood panels open a new world of styling possibilities. Clear finishes capture all the warmth and natural beauty of the high altitude woods that constitute TENEX. New nationally

popular color shades in stains, paints or waxes come alive with new vibrance when applied to TENEX's richly textured surface.

TENEX adds a luxury look to home remodeling projects, too—has good design flexibility for offices, restaurants and other commercial interiors.

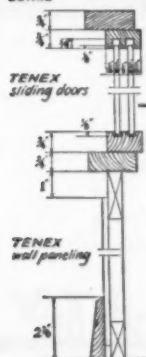
TENEX goes up fast and easy

A practical and pleasing material to use, builders will find TENEX to be strong, light-weight and very stable. TENEX lays and works flat and level — saws perfectly — glues and nails well — does

not flake, chip or split — goes up fast. Searching to find nail heads after installation is like the proverbial haystack needle. Panels are 4'x8' and 4'x16', 1/4 inch thick.

Add the "custom touch" to the homes you are building. Melt sales resistance with excitingly new TENEX.

CABINET CONSTRUCTION DETAIL



**Pack
River**

Member:
National-American
Wholesale Lumber
Association

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

Write Packy for TENEX Sample and free literature.

Pack River Tree Farm Products
P. O. Box 1452 Dept. AB-T1B
Spokane, Washington



Please send a sample of Tenex, descriptive literature and name of nearest distributor or dealer

NAME _____
COMPANY _____
STREET _____
CITY _____ STATE _____

1957 HOME BUYERS DEMAND BETTER-EQUIPPED HOUSES!



They insist on accepted brand components, more space and added luxury features.

A complete line of warm air units for every type of installation . . . each backed by a 10-year warranty.

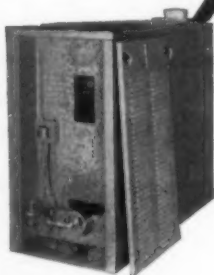


OIL-fired LOW BOY

Oil-fired models delivering from 75,000 to 250,000 B.T.U.'s. All units equipped with high pressure burners to burn No. 2 fuel oil.

GAS-fired LOW BOY

Gas-fired models delivering from 64,000 to 90,000 B.T.U.'s at the bonnet. High Boy, Low Boy and Counterflo units all fully tested and approved by A. G. A.



Kaustline HEATING

is helping builders meet these demands with *recognized quality furnaces that save space and reduce costs.*

Builders find that nationally advertised Kaustline Furnaces not only have universal acceptance but an enviable reputation for trouble-free, economical operation and an outstanding record for long years of service.

They also find that Kaustline compact designs result in valuable floor space savings and that exclusive Kaustline engineering features and factory assembly reduce installation costs.

FOR FULL INFORMATION WRITE DEPT. AB-3

TOPS IN QUALITY



Kaustline

FURNACE & TANK CORP.
PERRY, NEW YORK

There is a Kaustline Furnace or Winter
Air Conditioner for every type of home



Latest Bureau of Labor
Statistics Survey Shows

Hardwood Floors

used in 85%

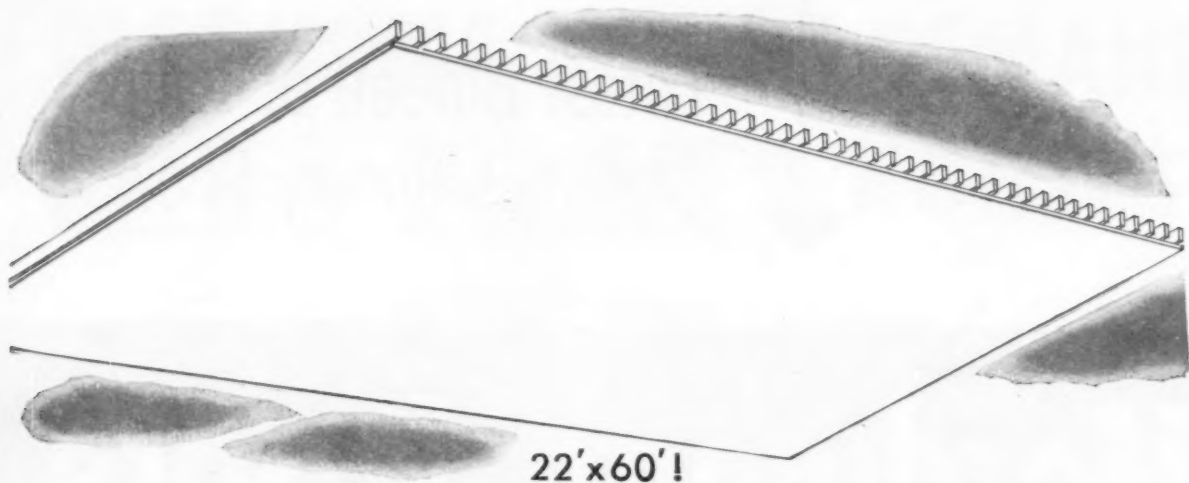
of new homes

(From "Characteristics of New Housing—First Quarter, 1956," a nationwide survey of new nonfarm single family dwellings, conducted by the Bureau of Labor Statistics, U. S. Department of Labor.)

You know you're RIGHT when you use OAK Floors



NATIONAL OAK FLOORING MANUFACTURERS' ASSOCIATION
814 Sterick Building, Memphis, Tennessee

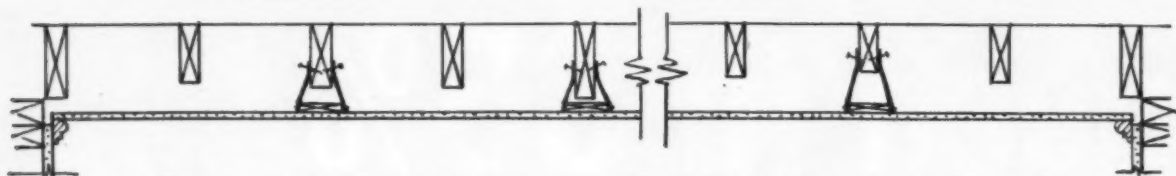


WILSON AIR-FLOAT CEILINGS

PATENT APPLIED FOR

... continuous, crackproof coverage for any area

THE ONE POSSIBLE SOLUTION TO THE IMPOSSIBLE CEILING SITUATION



CASE HISTORY: Two ceilings to be covered — each measuring 22' x 60'. The bottoms of the joists were out of line by as much as four inches.

Wilson Air-float Ceilings proved to be the only type of construction that could meet this situation — *economically*.

THE ARCHITECT said:



This was the only feasible type of ceiling under the existing conditions.

THE BUILDER said:



The fastest method of putting up a ceiling I've ever seen.

THE DEALER said:



Remarkable! A whole new market for me; I can keep one applicator busy on this alone.

THE CARPENTER said:



Why didn't someone think of this before? I have learned a wholly new trade!

THE PLASTERER said:



I'd have lost my shirt trying to level up before I could have plastered that ceiling.

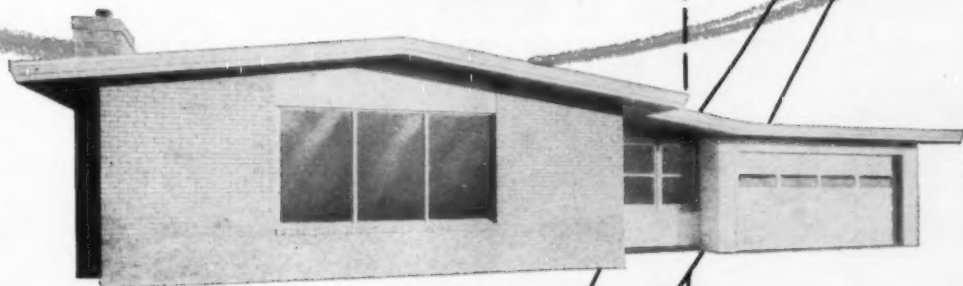
LET US SEND YOU illustrated literature and blueprint information on this simple, but revolutionary, new "continuous dry-wall" method of ceiling construction. The whole ceiling literally floats — free to expand or contract as a unit — in either overall dimension. Economical and quick to apply — three men cover a minimum of 200 square feet per hour! In new construction,

ceilings can be hung directly to rafters or collar beams — *with no ceiling joists or bearing walls!* The surface material is *weatherproof* Homasote; takes paint, stain or wallpaper. All other materials are standard and inexpensive. No special equipment required. Write for the facts today! Kindly address your inquiry to Department C-5.



HOMASOTE COMPANY
TRENTON 3, NEW JERSEY

to increase the sales appeal of
the homes you are building... have your
plumbing contractor install *Streamline*[®]
copper tube and fittings for drainage
plumbing



200

Have you noticed how so many home-buyers are today looking at all the details in any home they consider? That's why an all-copper drainage system—particularly one of Mueller Brass Co. Streamline tube and fittings—adds to the salability of a house. Prospective home-buyers all seem to know that a copper system is practically clogproof, and that since it is rustproof, as well, it's a lifetime drainage system which is leakproof and trouble-free. In addition, they like the look of copper and it can clinch a sale for you.

It costs a little more, but the extra cost of a drainage system of Streamline tube and solder-type fittings is negligible when you compute its practical advantages*. It also reflects the care which you have spent on the entire construction. Jobs go faster, so have your plumbing contractor install Streamline tube and fittings for both drainage and supply... you'll be money ahead.

There are easy-to-install Streamline pipe and fittings for all plumbing requirements. Send today for Kit Number 15. It provides real help in planning an all-copper drainage system for your next job.

* Joseph F. Fehrenbach, licensed master plumber of Bridgeport, Michigan, installed the plumbing in the home shown here. He chose Streamline tube and fittings for drainage because it gave him an attractive, trouble-free installation for only \$14.23 more than other competitive materials. He was able to do the job much quicker, too.



MUELLER BRASS CO. PORT HURON 10, MICHIGAN

See our catalog in Sweet's Architectural File

Look to the roof....

YOUR PROSPECT WILL !



One of the first things prospects will notice about any house you build is its roof. The eye tends to travel to the roof because (1) it is usually the largest unbroken area of the house; and (2) it is dominantly stronger in color.

Roofs can be drab and uninteresting ... or they can be colorfully vibrant with the charm of

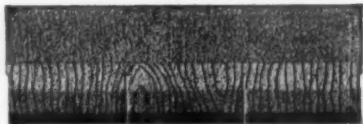
CERTAIN-TEED SHADOW-CAST THICK-BUTT SHINGLES

This new roofing sensation, color-styled by Certain-teed, is neither a solid color nor a blend. Hues are subtly shaded from light to dark. A single color-tone is created over the entire roof, accentuated by dark shadows.

A unique shadow-line applied at the bottom of the shingle heightens the natural shadow cast by the extra-thick tab—creating the illusion of much heavier material under any lighting conditions.

Here's a competitively priced shingle

which will add distinction to homes in any price range—harmonize with any architectural style. It's ideal for new construction or modernization. For further information, contact your nearest Bestwall Certain-teed Sales Office—or write us direct.



Choose from pastel tones of
**SHADOW-CAST CORAL • SHADOW-CAST GRAY
SHADOW-CAST JADE • SHADOW-CAST BROWN**

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BESTWALL CERTAIN-TEED SALES CORPORATION

120 East Lancaster Avenue, Ardmore, Pa.

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ASPHALT ROOFING • SHINGLES • SIDING • ASBESTOS CEMENT SHINGLES AND SIDING
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FRIGIDAIRE

OFFERS YOU THE

"SELLINGEST" PROMOTION EVER

PERSONALIZED

TO HELP SELL

YOUR HOMES



Plus THE BUILT-IN, BLEND-IN

"SHEER LOOK"

AMERICA'S TALKING ABOUT AND BUYING!



C. E. Reed, Sales Manager, Building Industry Sales
Frigidaire Sales Corporation, Chicago, Illinois

JUST WHAT IS "PERSONALIZED"

Let our Chicago Builder
Representative answer this...

"I work for Frigidaire Sales Corporation located in the Chicago area. There are men like me — with the same training and the same job — in Frigidaire Sales Corporation and distributors' offices and dealerships all over America.

"One of our major responsibilities is to help you sell more homes.

"We don't drop a fat kit of ad suggestions on your desk and walk off. We take the proven sales tools that Frigidaire provides — plus skilled creative services that are available to us — and help you map out a full promotion and sales activity. And it's *PERSONALIZED* to fit your community, your tract, your homes, your financing problems, your name, your reputation.

"It's like adding the services of a sales and advertising specialist — relieving you of merchandising headaches — and, what is most important, helping you sell more homes.

"Here's how the plan works."

"TRAFFIC-BUILDING" OPEN HOUSE PLAN

Individually Designed To Help Bring Buyers To YOUR Homes

After learning the details about your tract, its location and about your type of homes, your Frigidaire Builder Sales Representative will help you develop a *PERSONALIZED* plan using the best combinations of the following: Newspaper Advertising • Radio and TV Advertising • Publicity • Directional Road Signs • Outdoor Signs • Outdoor Decorations • Model Home Souvenirs • Instructions and Ideas. The entire program will be planned to your budget to fit your personal needs and to bring out the crowds that bring in the sales.



"CLOSE THE DEAL" TRAINING AND SALES AIDS

Keyed To YOUR Home To Change "Lookers" Into "Buyers"

Again *PERSONALIZED* to your homes and including the best combinations of Personalized Home-Selling Brochures • Model Home Feature Cards • Demonstration Displays • Product Feature Stickers • Sales Literature. PLUS Complete Training instructions for your sales personnel on how to use these tools to "close sales" for the home itself, and for the products displayed.



THE FRIGIDAIRE BUILDER PLAN?

"SATISFIED HOME BUYER" FOLLOW-UP

**Planned To Minimize Many Of Your
Service Problems And To Reflect Quality Of YOUR Homes**

Designed to make new buyers your "best salesmen" for future homes by assured satisfaction and by freeing you from most of your home service problems. The program includes: A NEW HOME BUYER FOLLOW-UP PACKET which brings together floor plans, warranties, operating instructions, and local service sources. It simplifies the new home-owner's problems — reflects the quality of your service. This home-owner satisfaction packet can be *PERSONALIZED* with your name.

PLUS "SHEER LOOK" DEMAND Spurred By National Advertising



Your prospects will want to see all the SHEER LOOK Appliances featured in your model homes... for these are products they know — the style they want — and a name they can trust. Colorful, dramatic national advertising in such leading publications as Saturday Evening Post and Better Homes & Gardens will feature the new SHEER LOOK Appliances — both free-standing, with the built-in, blend-in look, and built-in appliances including full home air conditioning — all selling the public on wanting Frigidaire equipment. All-in-all, Frigidaire national advertising constitutes the mightiest PLUS ever offered the American builder.



For a new boost-to-business, HERE'S ALL YOU DO...

Phone your nearest Frigidaire Sales Corporation or distributor's office and ask to speak with a Frigidaire Builder Sales Representative. Then you'll meet a man who knows Frigidaire products from A to Z, who knows your market like the palm of his hand, who is schooled in preparing a *PERSONALIZED* home selling plan for you — and whose time is yours! Phone him today.

...and for the trend-setting styling of THE BUILT-IN, BLEND-IN SHEER LOOK...

Please turn to next page

SEE HOW THE FRIGIDAIRE "SHEER LOOK" MAKES EVERY CORNER COUNT

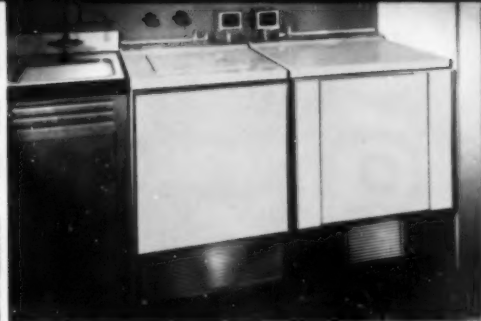
In the KITCHEN...In the LAUNDRY...and in HEATING and AIR CONDITIONING



Built-In Cooking Tops



Wall Ovens



Automatic Washers & Electric Dryers



Electric Ranges



Automatic Dishwashers



Fold Back Surface Units



Refrigerators



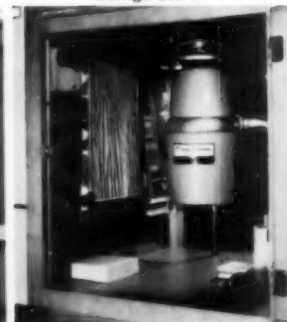
Year-Round Air Conditioners



Food Freezers



Room Conditioners



Food Waste Disposers

ADD UP THESE BENEFITS

- One Complete Line
- One Brand Name
- One Company
- One Warranty Source
- Frigidaire Styling
- Quality Features
- Local Servicing
- Personalized Promotion



IN '57 GO

FRIGIDAIRE



Division of General Motors Corporation, Dayton 1, Ohio

Building is showmanship . . .

The builder went back to school at this year's NAHB convention. His most important lesson: showmanship.

For five days he was exposed to the best merchandising ideas industry could think up. If he kept his eyes and ears open, he picked up dozens of ideas on how to turn this showmanship of industry into selling tools for his own houses. In other words, good houses built with good products need to be well shown too.

The builder could borrow dozens of display ideas from the kitchen equipment manufacturers. Model kitchens were better planned, better equipped, and more colorful than ever before.

The mechanical equipment of the house got into the showmanship act. Bathroom fixtures, heating and cooling equipment, and the like, need not be taken for granted in a model home; their quality and special features can be turned into additional sales aides by the merchandising-minded builder.

Showmanship was used for the bread and butter end of building. On the last day of the convention, the Grand Ballroom of the Hilton Hotel became a stage on which the whats and hows of more efficient building were dramatically displayed. Round-table and panel discussions drew their usual intent audiences throughout the week.

American Builder put on a show too. At our annual builder breakfasts, nearly three hundred builders and manufacturers heard from our editors and guest experts that we're standing at the gates of a building boom. And while there may be a feeling of concern for the building business now, the next twenty years are going to be big—beyond anyone's wildest dreams.

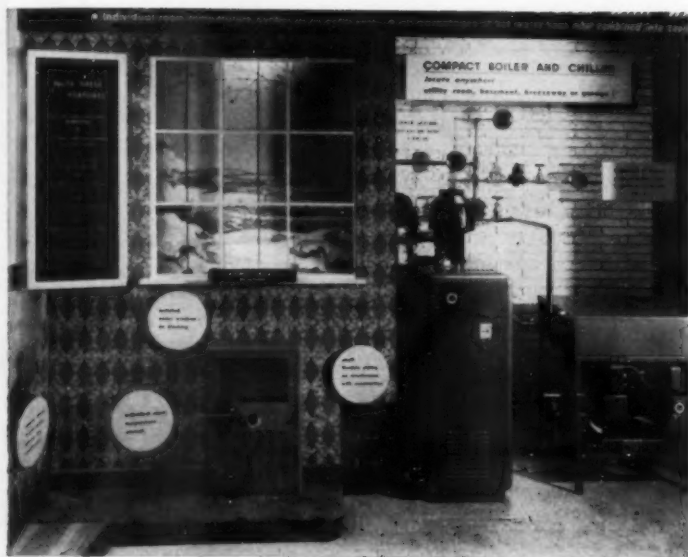
**. . . here are 56 ideas, spotted by AB's
editors at the NAHB Show, to help you sell houses
faster with better showmanship**





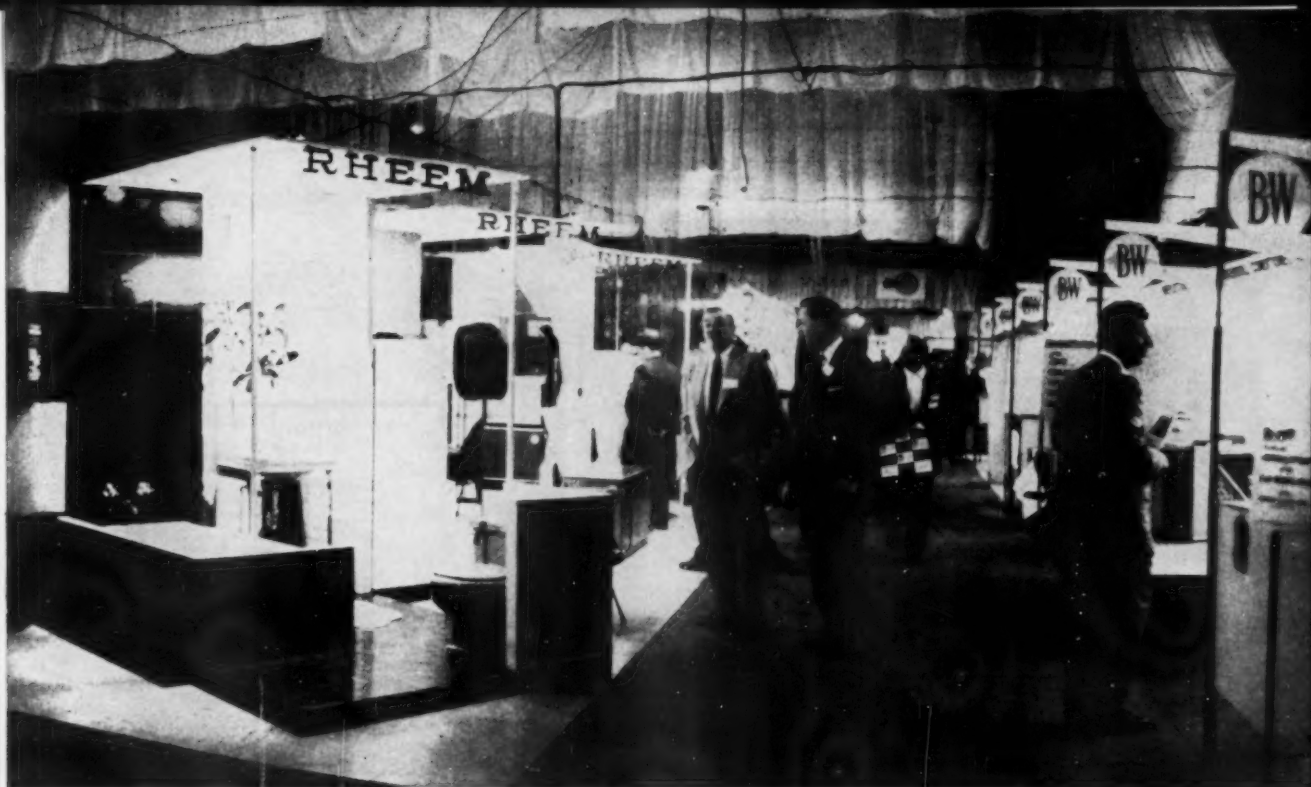
BUILDING IS SHOWMANSHIP, continued

The ideas displayed here



NEW IDEA on residential air conditioning from the Show was the Remotaire room unit with hot water for heating and chilled water for cooling supplied by a remotely located boiler and chiller. Boiler and chiller can be placed in basement, utility room or garage. Rheostat on each unit provides for individual room comfort control, eliminates need for expensive zoning. From American-Standard Plumbing and Heating Division. (Circle No. 3001 on card, page 134.)

... can help you develop



The big picture: a 140° photograph made with our "American Builderama Camera"

at the NAHB convention . . .

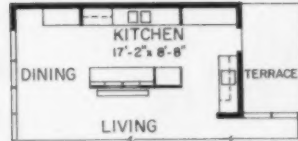


KITCHEN IDEAS were plentiful. Here in the "Nantucket" kitchen, Frigidaire (No. 3002) shows its straight-line "sheer look" in refrigerator, cooking top, wall oven, dishwasher, washer and dryer. Other ideas: ceiling hung cabinets by Mutschler (No. 3003); plastic cabinet panels by Realaminations Corp. (No. 3004); sinks by Eljer (No. 3005); floors, Congoleum-Nairn (No. 3006); lighting by General Lighting (No. 3007), Jeryl Lighting (No. 3008).

"Showmanship Selling" tomorrow

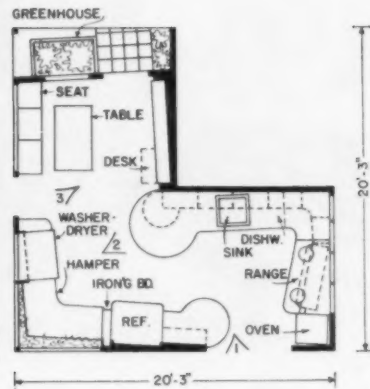
BUILDING IS SHOWMANSHIP, continued

▼ New . . . an "off-the-floor" kitchen



MAGIC MELODY by Frigidaire (No. 3009), uses raised cabinet and appliance idea to add air space. Charcoal gray contrasts with steel cabinets by St. Charles (No. 3010). Salad, beverage center at right end (see plan); oven, range tops opposite illustrated wall. Countertop by Armstrong (No. 3011); flooring by American Biltrite, (No. 3012); sinks by Elkay (No. 3013); blender, exhaust fan by Nutone (No. 3014); wall covering by Kappa Shell (No. 3015).

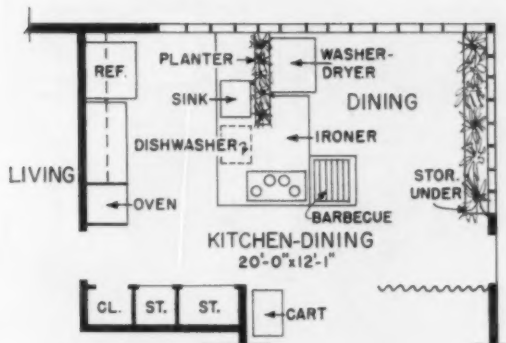
▼ Shop this kitchen for better lighting, for the island idea . . .



1 **LIGHTING IDEA** from Mutschler's Kitchen (No. 3019), has band of wall lighting plus ceiling lights by Moe (No. 3020). Islands protrude to provide more

working space in L-shaped kitchen. (See plan, view 1). Toaster is attached to appliance electropanel by Globe (No. 3021), refrigerator by Servel (No. 3022).

▼ "Greenhouse" plan for a brighter kitchen

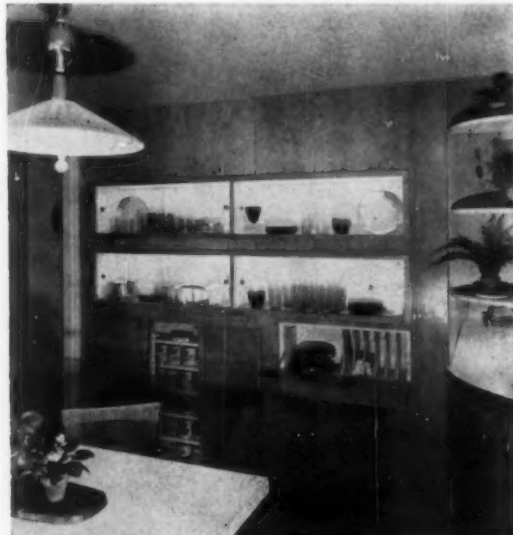


PLANTS IN THE KITCHEN IDEA comes from American Kitchen's (No. 3016), Better Homes and Gardens-designed plan. Storage cabinet idea used as window seat base or, here, as planter base, is new, too. Barbecue in dining area by Roter Co. (No. 3017), polyethylene lighting panels in ceiling. Colorful slat blinds by Jack Lenore Larsen (No. 3018, on page 134).

... for hidden values in storage cabinets



2 HIDDEN CABINET IDEA used by Mutschler to fit both sides of Bendix Duomatic washer-dryer (No. 3023), with hamper and storage space. (See plan, view 2). Vertical plastic blinds by Kirsch (No. 3024). Note another variation of greenhouse idea. Flooring by Armstrong (No. 3025).



3 MORE HIDDEN VALUES in these cabinet ideas . . . hanging desk and file space with color telephone from American Telephone & Telegraph (No. 3026, on page 134), and Mutschler's fitted cabinets for canned goods. Sliding glass panels on overhead cabinets make use easier. (See plan, view 3).

▼ All-over plastic



NEVAMAR'S KITCHEN IDEA (No. 3027) designed by American Home is use of patterned laminated plastic for cabinets and walls. Cabinets have plain laminated finish inside. Behind counter is working area with Kitchen Aid dishwasher (No. 3028); RCA Whirlpool oven (No. 3029). Utensil board of acoustical ceiling tile.

▼ Laundry disappears



IDEA from RCA Whirlpool-Segar kitchen (No. 3030, on page 134), is this folding door which covers front of combination washer and dryer. Refrigerator and freezer show new straight line idea which makes it easy to build-in or leave appliances free-standing. Note use again of built-in ceiling lighting idea.

▼ Kitchen clutter disappears into cabinets



WOOD CABINET IDEA from Kitchen Maid Corp. (No. 3031), was popular throughout the NAHB show. Hidden ideas in this kitchen included a recessed electric appliance center with matching wood hood which covered it completely when pulled down. Not shown are a built-in Tappan range (No. 3032) and Nutone hood (No. 3033).



IRONING BOARD HIDEAWAY is another of Kitchen Maid's ideas for a compact, uncluttered kitchen. Board slides into opening and panel folds up to cover space (No. 3034). Also handy next to it is pull-down hamper. On the other side is RCA Whirlpool's washer-dryer (No. 3035, page 134) which completes laundry center.

Two-bathroom tub



DOUBLE SERVICE IDEA is Alliance Ware's double apron bathtub (No. 3036), which, with tub enclosure, can serve two bathrooms. Note two-color water closet in background, also by Alliance Ware. Tub enclosure from Modern Shower Door Co., (No. 3037, on page 134), light fixtures by Lightolier (No. 3038, on page 134).

Color with tile



ADDED COLOR IDEA with the use of bright and interesting tile patterns is suggested in this bath by Crane Co. (No. 3039, on page 134). Wall hung shelf of tile is also used to complement Crane lavatory, tub and water closet. Baseboard heating by Crane (No. 3040) is idea used to heat bathroom unobtrusively.

Tile takes to the walls for decoration



STRIKING DESIGN IDEA done in Mosaic Tile (No. 3041, on page 134), highlights this modern raised fireplace. Ceramic tile is also used to provide durable and colorful surface seating on top of storage cabinets. Idea of low storage cabinets finished with surface for seating was found often in the NAHB Show.

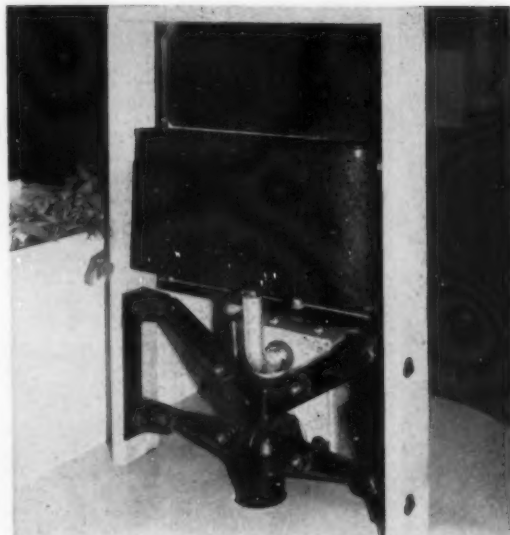


BRIGHT TILE and bright lighting combined by Moe Light (No. 3042) in its kitchen and bath display. Kitchen lights are both above and under wall cabinets; bath lighting in ceiling and at mirror sides. Active Ware sink (No. 3043); Textolite laminate (No. 3044) in kitchen; flooring by Robbins Floor (No. 3045).

▼ Now, a built-in water closet saves bath space



NEW IDEA in bathroom fixtures and plumbing comes from Ingersoll Humphreys (No. 3046 on reply card, page 134). Wall-hung closet combination can be installed with access panels above in white or colors, or with storage cabinet or shelves above a wood-finished access panel. Elimination of tank makes bath seem larger.



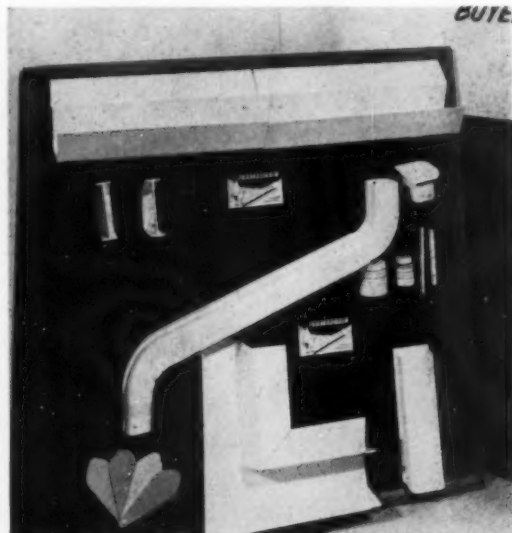
HOW IDEA WORKS illustrated in back shot of wall-hung closet. Sweat-resisting tank is above with rest of plumbing bolted to studding. Furnished complete except for supply pipe, unit is available for horizontal or vertical discharge. No special floor construction, supply or drain pipe is required.

▼ Plastic bath walls



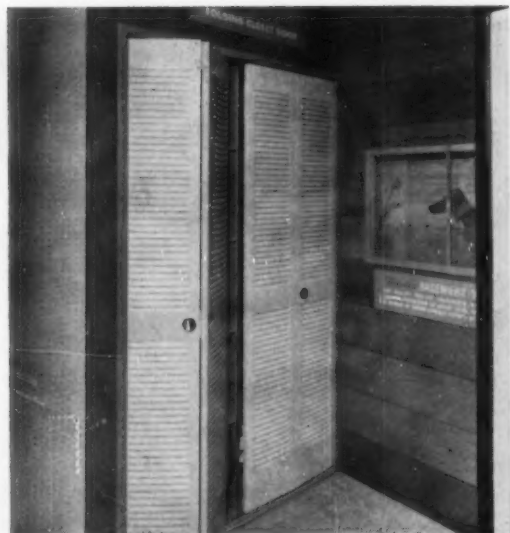
SEAMLESS, MOISTURE-PROOF wall for tub or shower is idea presented by Formica. (No. 3047 on reply card, page 134). One continuous piece of Formica is post-formed to fit alcove. Palisade unit is easily and quickly installed by builder. Shower stall and floor are designed by Fiat (No. 3048, on page 134).

▼ Won't rust or rot

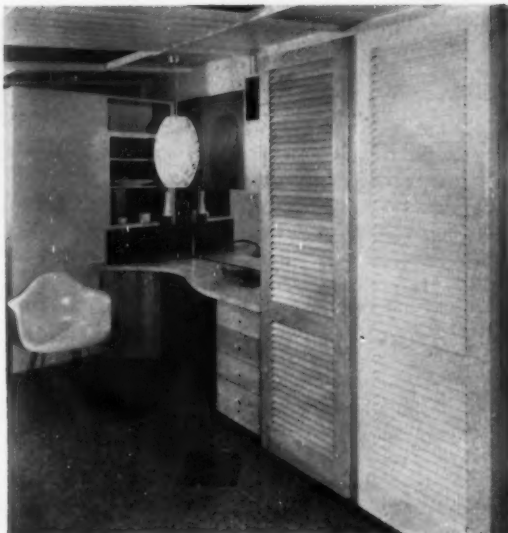


GUTTERS AND DOWNSPOUTS of reinforced Fiberglas are a new idea from Permanent Products Inc. (No. 3049 on reply card, page 134). In white, copper or special colors to order, Permadrain has lifetime strength, no rot or rust problems, permanent colors, is simple and easy to install.

▼ Louvered doors go everywhere, sell everyone

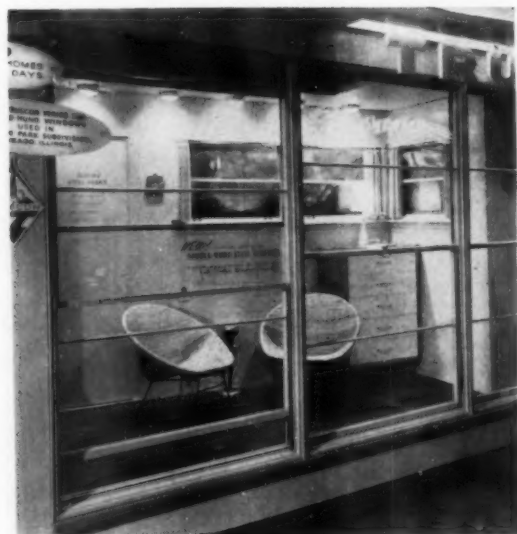


LOUVERED DOORS in steel are a new idea from Fenestra Inc. (No. 3050 on reply card, page 134). Doors offer same popular louvered look, plus durability and strength of all steel doors. Doors fold back into two compact units at either side or closet or doorway for space-saving utility.



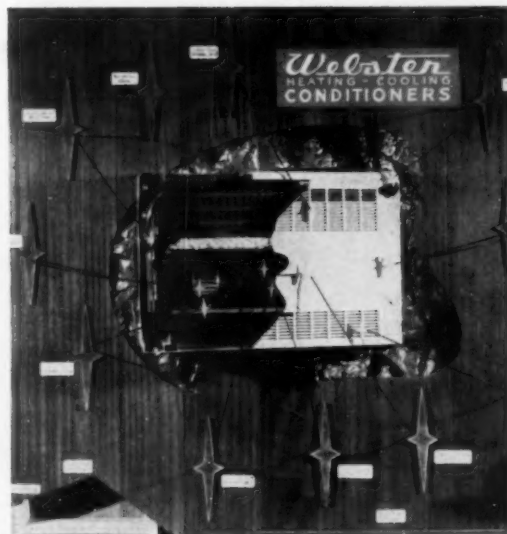
MORE LOUVERED DOORS, this time in wood from Carr Adams and Collier's Bilt-Well line. (No. 3051 on reply card, page 134). Doors are used here in idea for dressing room layout for hanging and shelf storage. Other cabinet units can be seen in background under dressing table shelf.

▼ High, wide and double hung



LARGE, DOUBLE-HUNG windows of steel are a new idea from Truscon. (No. 3052 on reply card, page 134). Window is delivered completely assembled, with only simple anchors for any wall construction needed for quick erection. Light gray priming coat gives base for any desired paint.

▼ Heats and cools



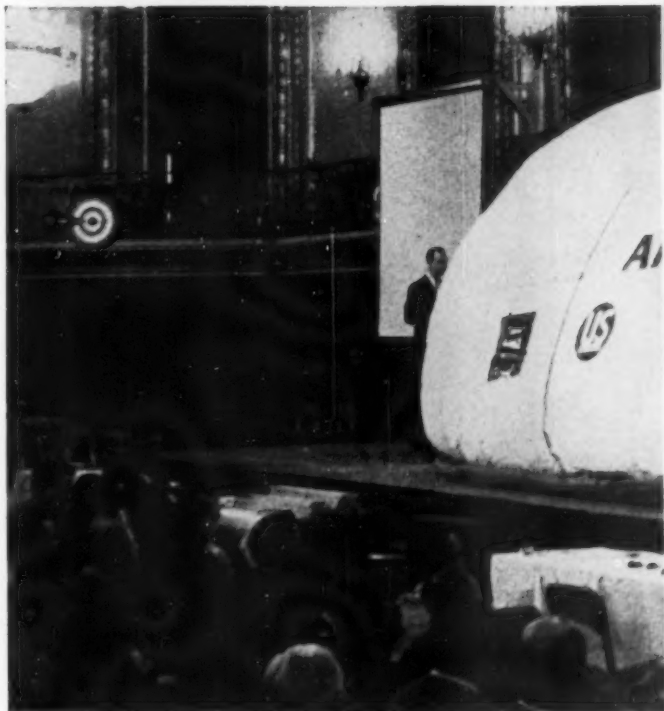
HEATING AND COOLING system from Webster (No. 3053, on page 134) is built around this conditioner idea which heats or cools from warm and cool water, can be individually controlled for each room. Central system requires no ductwork, is suited for either new or existing homes.

On NAHB's stage: new techniques

On the last day of the convention, showmanship became the tool to demonstrate methods for more efficient building. Some of the acts, like the spectacular "Air-house" warehouse at the right, showed brand new ways and means of bettering the building operation; other ideas, like the power nailing guns below, have been around for a long time without their potentialities having been completely understood. In many cases, the necessary investment for such equipment could be fully repaid on the first house it's used on.

Contributors to this "How To Do It Circus" were many and varied, and ran the gamut of building operations. The on-site warehouse was shown by the Canvas Products Association; the Portland Cement Association demonstrated the effects of proper mixing on the strength of concrete; uses and installing of sheet rock and rock lath were shown by the Gypsum Association; and insulating board handling by the Insulation Board Institute.

Are builders interested? Judging from the vigorous questioning after the show, many of them are. And judging from the corridor comments, they want more of the same next year.



Here are some power tools that can speed up many phases

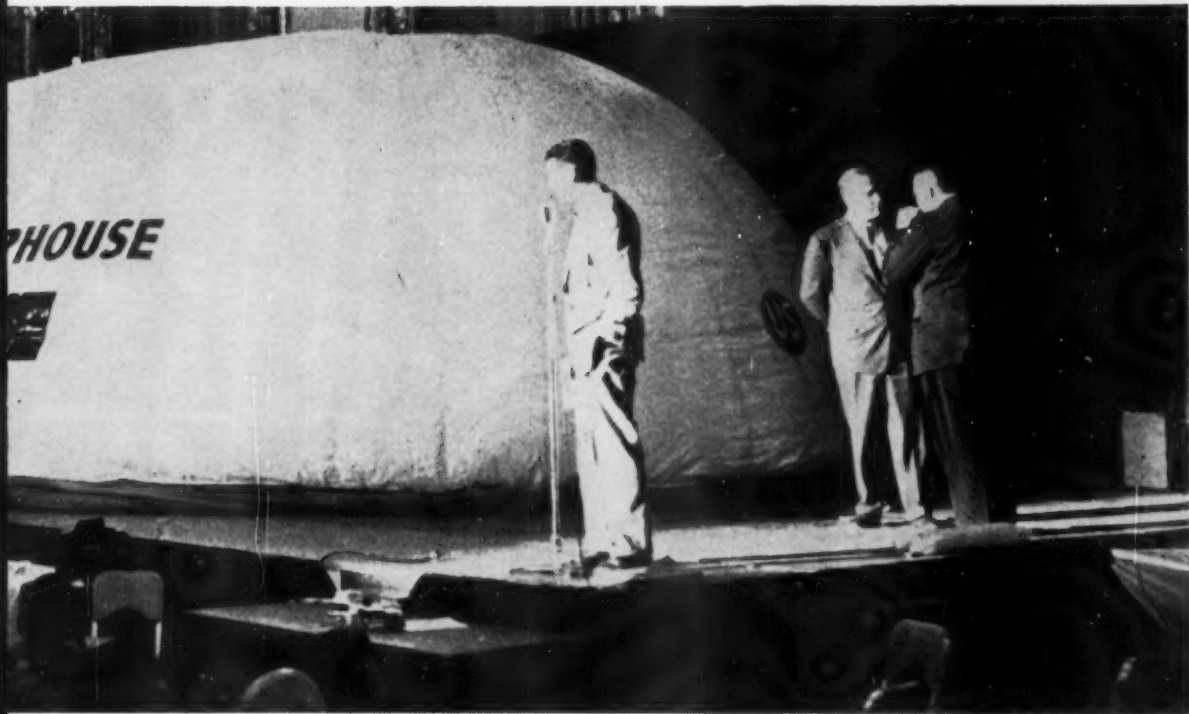


RACE BETWEEN conventional nailing and Spotnail gun is dramatic proof of the latter's great speed in applying insulating board. The gun won going away, finishing before the man with the hammer was well under way.



ROCK LATH IS STAPLED with this power gun, is done at incredible speed. Enough regular nails are driven to tack pieces, mark the stud positions. This man nailed off at a rate of between three and four staples a second.

for better building



COATED SYNTHETIC FABRIC is the key to this inflated on-site warehouse. Minus sandbag ballast, it weighs about 75 lbs. A small low-pressure blower provides air. A bigger model will allow a fork lift truck to enter.

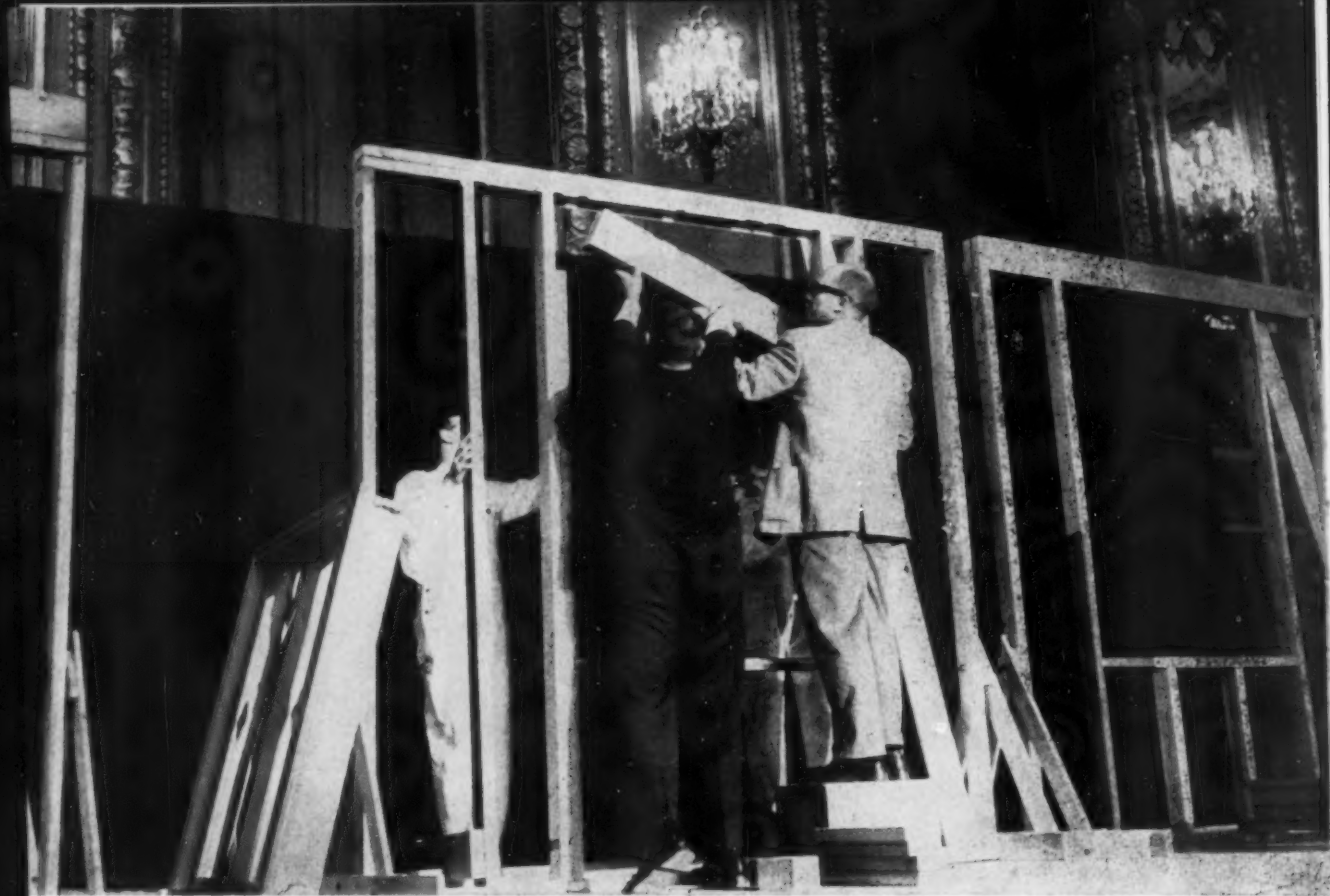
of your building



WET PLASTERING used to be considered the slow sister of the wall covering field; now power guns have again made it competitive. This plaster spray gun is applying a fast, even finish coat which can be trowelled.



FINAL TROWELING is mechanized with this power trowel which works as does a motor trowel on concrete. In appearance it resembles an electric fan. It does a job equal to or better than a hand job for smoothness.



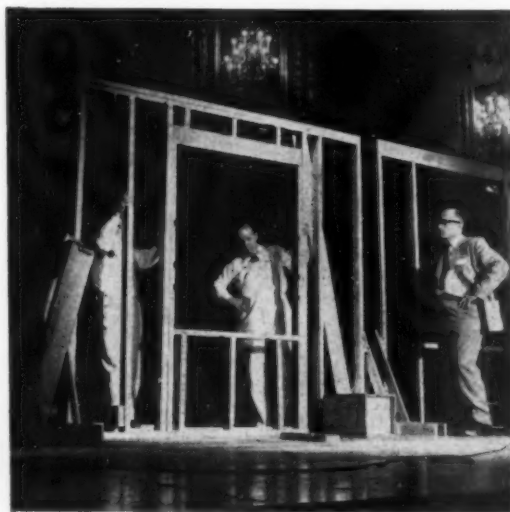
BUILDING IS SHOWMANSHIP, continued

Window framing: if you plan ahead, you can save

At a rough guess, nine out of ten houses built today are designed and built with a casual disregard for a very simple way of saving money. This was shown in a convention lesson sponsored by the NAHB Research Institute and the University of Illinois Small Homes Council.

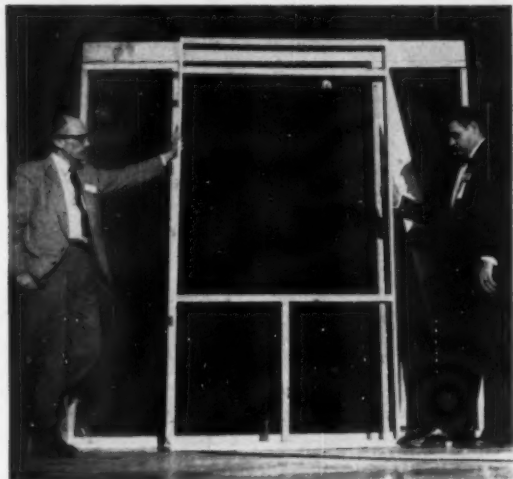
First, windows should be so placed that they utilize at least one existing wall stud for a side of their framing. Second, if manufacturers will build windows to fit exactly existing stud spacing, (and some of them now are doing this) and if a double 2x6 plate is used, the header, cripples, and the jackstuds over the window all can be eliminated. Existing wall studs will form both sides of the rough framing.

Also unveiled was a solution to the problem of how to fit this new window width (46 $\frac{3}{8}$ "") into the standard Lu-Re-Co panel, which is one stud-width narrower due to stud doubling where the panels meet. The answer: get rid of the extra width by 1x4's instead of 2x4's on the sides of the panel. As the pictures show, the final saving in lumber, and of course the labor to put it together, is considerable.

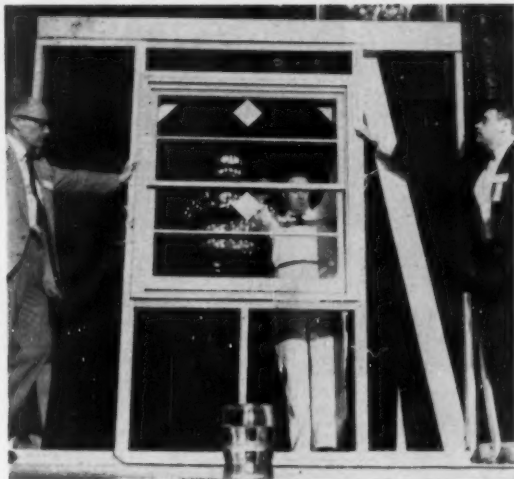


1 HAPHAZARD PLACEMENT of windows, and standard framing, give this result. Neither side of the window hits a wall stud. Upper jackstuds carry header support to top plate, where rafters or trusses will rest.

Here's Lu-Re-Co's latest wall panel



NEW LU-RE-CO WINDOW PANEL designed for new window width is shown here. Panel has 1x4's instead of 2x4's on side; otherwise, extra stud in each panel would make overall panel width too narrow.



NEW SIZE WINDOW is set into panel. Where prebuilt panels replace conventional framing, extra 2x4 plate piece is used to stiffen panel. System uses more wood, compensates by needing less labor.

◀ **WINDOW-FRAMING DEMONSTRATION** is made dramatic by this Tinker-Toy type of display. Framing can quickly be shifted from spot to spot. At right is James Lendrum, Director of the Small Homes Council.

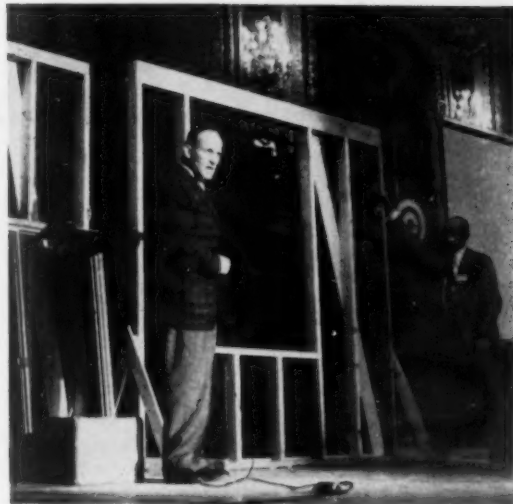
AB's forecast: two-million

opportunities ▶

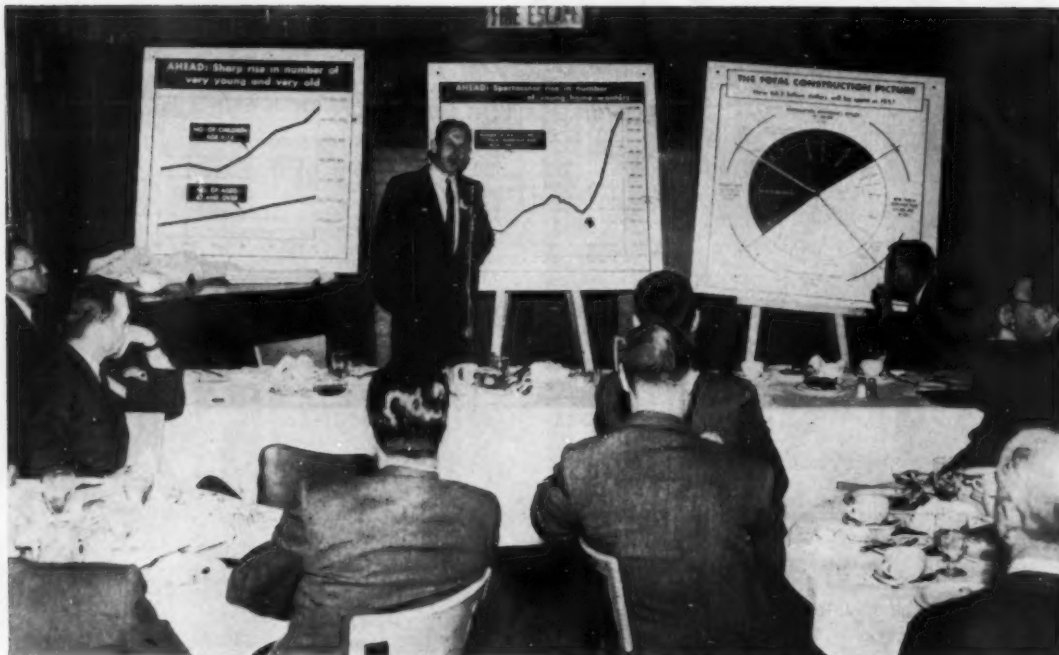
a lot of time and money



2 SAME WINDOW IS MOVED about one foot to the left, so cripples lie against existing wall studs. One full stud has been saved, as well as one upper and lower jackstud, and the labor of cutting and setting.



3 DOUBLE 2x6 PLATE permits elimination of window header, the cripples carrying it, and upper jackstuds—in effect, two more full studs. New standard window width, 46 3/8" wide, is designed to fit this space.



AT AMERICAN BUILDER'S INVITATION BREAKFASTS:

Builders see 2 million houses

"If 19 million families have over \$5,000 income, qualifying for a \$12,500 house, we must upgrade our product so they can't resist. I'm optimistic for the ten golden years beginning now!"

Robert Gerholz, Flint, Mich.

"Economists see another 10 million persons in California by 1975, and similar growth over the country." David Bohannon, San Mateo, Cal.

"Remember, the Census Bureau's figures are notoriously conservative, so speed up any conclusions drawn from these charts."

Nat Rogg, NAHB economist.

Every year at Chicago American Builder invites leading builders and suppliers to one of three breakfast panel-discussions, each attended by about 100. The speakers (some are quoted in the margins) took off from a set of prognostic charts derived from the following special article by a prominent economist.

The job ahead for the home building industry

by William C. Bober

A little over a decade hence, there will be a 100-billion-dollar-a-year construction industry in the United States. Of this fabulous volume, home building will be the most dynamic generator. By the middle 1960's the number of young folks reaching home-wanting age (Chart II) will be climbing to heights never yet approached. The population will be loaded with children, young home-wanters, and aged folks over 65. For all these we will need special types of dwellings. Beginning with 1965 or so, we will be talking not of a million homes a year, but 1½ million annually. And finally, when the 1970's open up, the 2,000,000 homes-a-year period will heave into sight. It might come even earlier.

In print and speech we hear of \$45 billions of construction forecast for 1957. That is NEW construction only. In addition, we can expect very roughly \$21¼ billions of expenditures for enlarging, modernizing, remodeling, repairing, and maintaining EXISTING structures. Thus, in total for 1957 a \$66¼ billion industry (Chart I)—by far the greatest single industry in this country—given no major

THE TOTAL CONSTRUCTION PICTURE

How 66.2 billion dollars will be spent in 1957

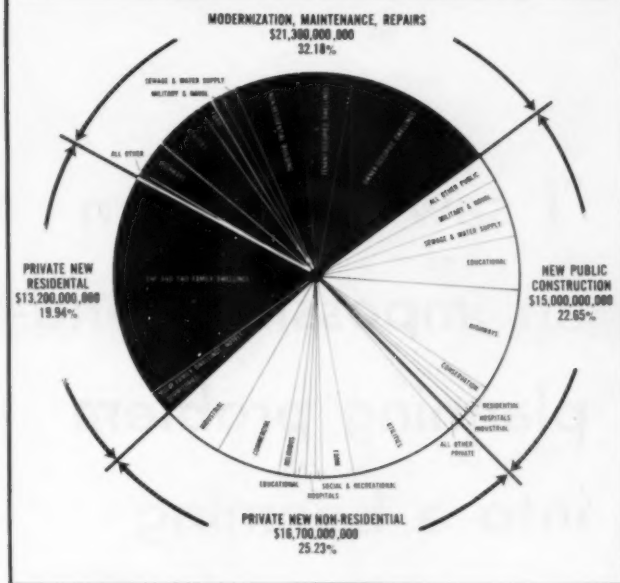


CHART I shows big slice for modernization. Breakfast panel (left page) hears Dave Slipper on land planning and financing.

"Today less than 10% of our labor force, 6½ million, is on the farm, a 40% decline since 1910. This urbanization is changing the face of the country, and the builder's job." Ewan Clague, chief, BLS.

"We must break the psychological barrier of one million starts a year, and reach our true level. We must develop land financing procedures, or we won't meet the doubled demand on us by 1965." David Slipper, Webb & Knapp, N.Y.

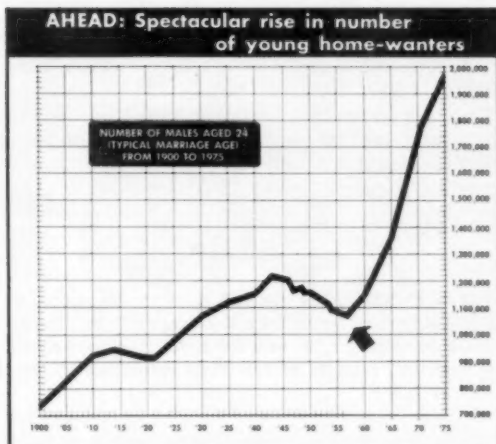
wanted by 1970's—or sooner

shooting war, no major economic slump, and no excessive rise in the price of money.

This immense "modernization" sector of \$21¼ billions, of which over half is residential, is still the most under-estimated and neglected phase of building activity. Yet it comprises almost a full third of the entire vast construction industry. Moreover it is the industry's great stabilizer, the balance wheel so to speak. New construction has been

(Continued on page 250)

"There's nothing inflationary about home building. When you give a man a house with a low down payment, you force him to save, and create equity each month." Fred Jackson, Dime Savings Bank.

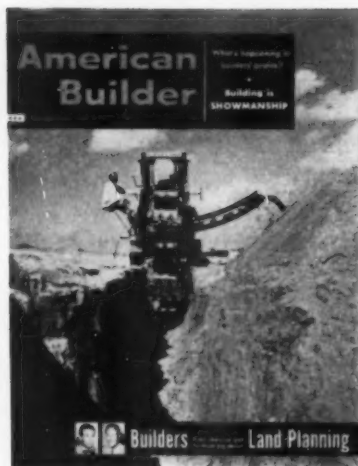


IN NEXT ISSUE READ ABOUT:

- Migration to suburbs
- Regional migrations
- Distribution of income
- Improved taste in home design

CHART II, also derived from William C. Bober's data, suggests the impact that the rise in marriageable males, starting this year, will have on the building industry.

THE BIG STORY . . .



"I saw them turn
an impossible land-
planning problem
into a booming
building opportunity"

by Walter Reese Browder
Editor

Bob and Dick Ross can well point with pride to the 3,500 new homesites they are opening up for builders in North Palm Beach, Florida: what they've accomplished is a model in land planning.

I think it's a model of national significance: the basic idea is adaptable anywhere where there's a land shortage and it can mean steady profits for small builders and big builders alike.

But don't take my word for it. Take the word of one of the builders who is putting up his fifth house in North Palm Beach. He is a former Washington builder who has moved there simply because the basic idea behind the new homesites was sound.

He explains why he moved by opening a booklet of Protective Covenants and letting you read the opening paragraph:

"A home is not a detached unit but a part of a neighborhood, which in turn is part of a town; and the good quality of the home usually depends at least as much on its surroundings as on its design and construction. Hence the vital importance of ground planning and control of the development of neighborhoods."

That's a quote from Thomas Adams, the promi-

nent British architect who died in 1940. Bob and Dick Ross have had it in mind ever since they bought the raw land for North Palm Beach back in September, 1955.

They believed it so strongly that they actually created a town with all the features of a municipality—including a \$1 million sewage and water plant, \$70,000 city hall, a police and fire department, a city manager, and even a country club with an 18-hole golf course—before they opened it up to builders like Maynard Duvall.

I don't wonder that Duvall moved from Washington and set up the H&D Construction Co. When you build well on well-planned sites, a new reputation is easy to earn.

LAND PLANNERS Dick and Bob Ross, shown projecting their model town of North Palm Beach against raw Florida land, are developing 3,500 new homesites. They completed most municipal features of new town before selling lots. ▶

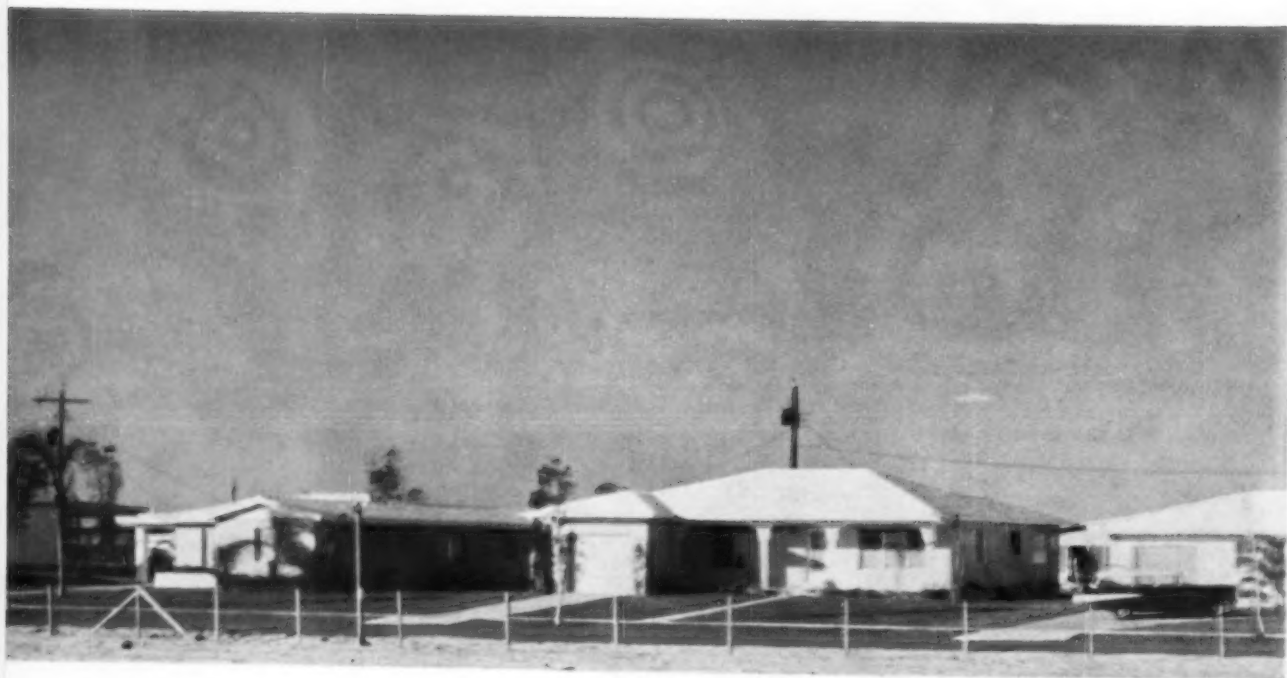


Color photos by Gordon M. Potter



THE BIG STORY, continued

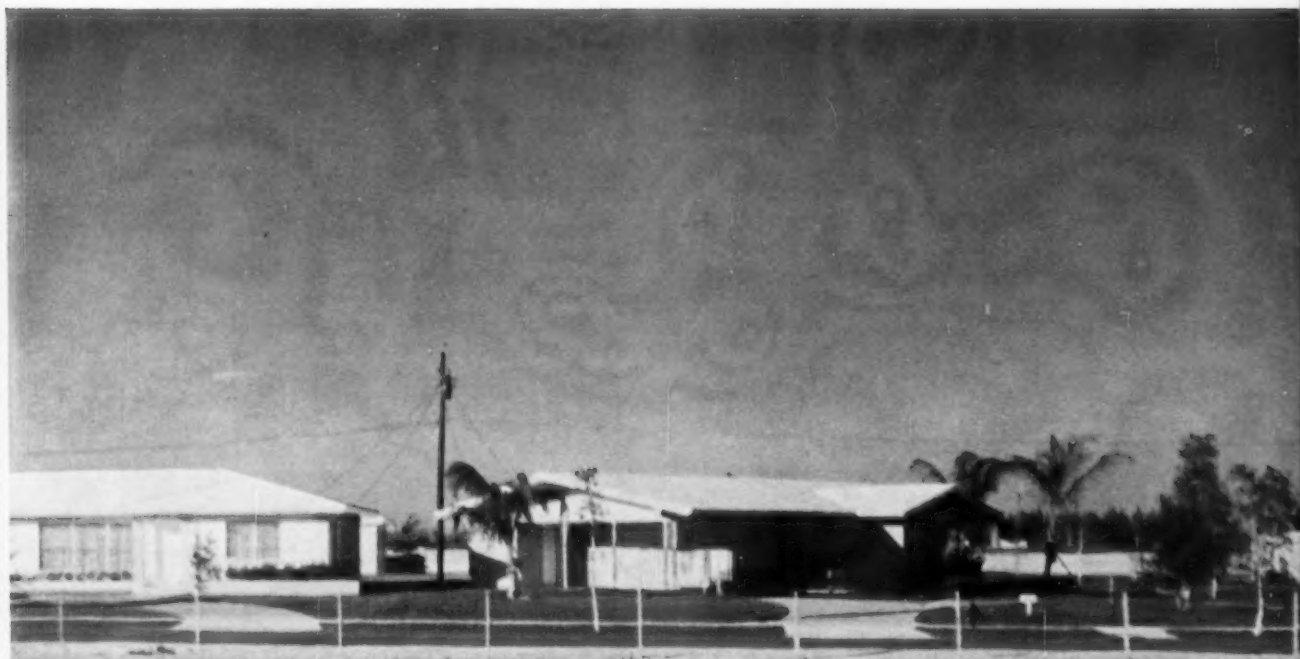
"With good planning, land that



. . . can become a Parade of



looks like this today . . .



Homes—like this—tomorrow”

MARCH 1957

Here's how they did it





THE BIG STORY, continued ... "here's how you dig

When the Home Builders Association of Palm Beach County staged its first Parade of Homes in 1956, they found themselves in a remarkable position.

The town they had chosen for the Parade either had or was soon to have all a town could want (and a few things that most towns never dream of) except for just one thing: it didn't have any people. It was wide open for the business of selling houses.

The story of how 1,350 acres of raw Florida land became a town in just one year is the story of Bob and Dick Ross, builders-turned-land planners. Here's a quick chronology of what happened between the time they bought the land and began to open up some 3,500 homesites to local builders:

They paid \$3,700,000 for the land—which lies across U.S. 1 about three miles north of Palm Beach and includes more than a mile of frontage of famous Lake Worth—to John McArthur, a Chicago insurance man who invests heavily in Florida real estate.

They called in Seward H. Mott Associates of Washington, D.C., famous community planners, and asked them to make the land one of the most desirable places to live in the U.S.A.

They went to the Florida Legislature and saw to it that the land became—officially—the new Village of North Palm Beach, Inc.

They began construction of a water and sewage treatment system and spent another \$1,000,000.

They donated 10 acres for a school that would be ready in the Fall of 1957.

All the while, they were in continuous consultation with Seward H. Mott Associates to make the Land Plan (shown above) a booming reality. Its most remarkable feature: over half of the 3,500 homesites will be on the water; all the waterways will be connected and all will have ready access to Lake Worth and the Intracoastal Waterway.

This wonderful feature of North Palm Beach didn't "just happen." It was the happy by-product of Seward H. Mott's solution to the two big problems that plagued the raw land: (1) There were several low areas that had to be filled to make them suitable for home building; (2) the absolute necessity—in this region of moderately heavy rainfall—for economical storm water drainage.

Continued on p. 94

How can I use this?

American Builder suggests that if no builder in your area is big enough to start a town and sell sites, get together with other builders to buy land corporately. That's what happened in Austin, Texas. Results: excellent.

1 DEVELOP A SOUND LAND PLAN

Bob and Dick Ross relied on famed community planners, Seward H. Mott Associates, to turn raw Florida land into a tropical paradise . . . for home-owners as well as builders.



2 GET THE RIGHT EQUIPMENT

Toughest problems (some low areas required fill; storm water drainage was essential) are being solved by good plan plus reliance on latest advances in "earth-moving."

up a building-opportunity"



3 BE CAREFUL HOW YOU SELL IT

Developers sold first section to builders in HBA of Palm Beach County who staged first Parade of Homes there. New town was nearly complete on "community facilities."

(Continued from previous page)

What you see on the Land Plan as the "North Palm Beach Waterway" (and the "finger canals" off it) was the solution: it would come into existence when a shallow stream that connected the Intracoastal Waterway and the Earman River was dredged. The new Waterway would provide not only storm water drainage and fill but homesites with water frontage as well. Nearly half the residents would be able to dock boats in their backyards!

Other features of the Seward H. Mott Plan: a town hall (completed January 15); a country club with an 18-hole golf course (the only structure on the land when it was bought and now completely refurbished); two lakes, a shopping plaza, a marina, an office and medical center, two schools, boat storage facilities (these to be built).

The whole thing amounts to a \$20 million investment and the Ross brothers, who had originally planned it as a five-year project, now hope to see it completed in three years. Reason: a \$42 million Pratt & Whitney jet plant is being built just 12 miles away; about 2,000 personnel will thus become potential customers for houses in North Palm Beach.

This year, the Rosses expect to see 300 houses go up in their town; next year, they expect another 500. At present, in addition to the Parade Homes (17 houses), another 25 have been completed. These run in the \$16 to \$38,000 price bracket which the Rosses feel is both too low and too high; they hope builders will concentrate on a range between \$18,000 and \$22,000.

When you ask the Rosses how they accomplished their project in just one year, they bow in the direction of each other, Seward H. Mott Associates (community planning) and Brockway, Weber & Brockway (West Palm Beach engineers who engineered the streets and storm drainage as well as the sewage and water-treatment plant). Then they tell you that if any one attempted to proceed without the others, chaos would inevitably result.

... 4 ... and watch your costs: builders



Caterpillar bulldozer



Caterpillar grader



Barber-Greene asphalt spreader

can buy these lots for about \$3,000

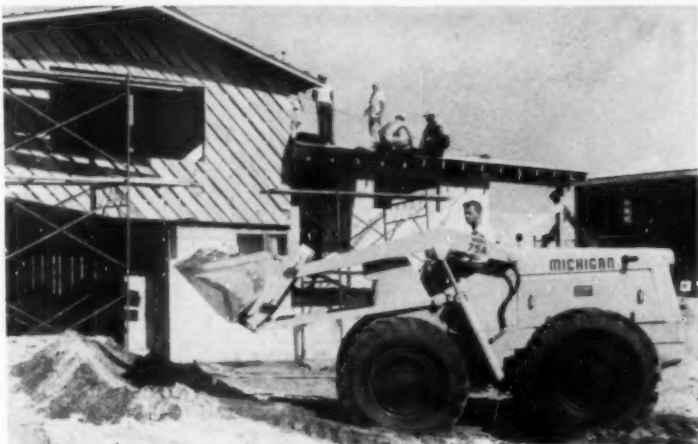
Preparing the first 500 building sites in North Palm Beach required the digging, pushing and hauling of about 330,000 yards of earth. This represents an average of slightly more than 600 yards per house—high, but not unreasonable; and the Rubin Construction Co. of West Palm Beach, earth-moving contractors who are doing the job for the Rosses, are holding costs to approximately 30 cents a yard.

There are some builders who would get the shivers at the thought of paying \$200 per house for grading in a level, sandy area, but in this case, the figure includes the creation of numerous canals which, in effect, turn about half the sites into waterfront property. This alone would be cheap at twice the price. In addition, the canals serve as storm sewers, and permit the use of relatively short runs of drain pipe.

The canals were dug with a "41 Northwest" combination crane and dragline, and presented little difficulty beyond the need for mats in some of the muckier areas.

North Palm Beach is built on an ancient dune formation with rounded soil particles. This provides excellent bearing when it is confined, but when the cover is removed it makes very loose footing. This was a problem, finally solved by equipping the "D Tournapulls," which do most of the hauling, with special 65-inch, low pressure sand tires.

The individual builders are responsible for putting in the concrete driveways and five-foot concrete sidewalks that go with each house; before that, of course, the Rosses had put in roads, and Rubin handles this job too. It involves some 60,000 square yards of paving, at a cost of about \$2.20 a yard. Specifications call for 28-foot major streets, on 8-inch local shell marl bases and 8-foot stabilized shoulders, and 1½ inches of asphalt; neighborhood roads are built to the same specifications, but are 20 feet wide.



Michigan front-end loader



Westinghouse-LeTourneau "D Tournapull"



Bucyrus-Erie scraper



ARCHITECTS Plockelman & Powell, AIA, specified reclaimed old brick and a smooth stucco finish to warm up the concrete block construction of this Florida house.

THE BIG STORY, continued

How a good land plan sets up a good house plan

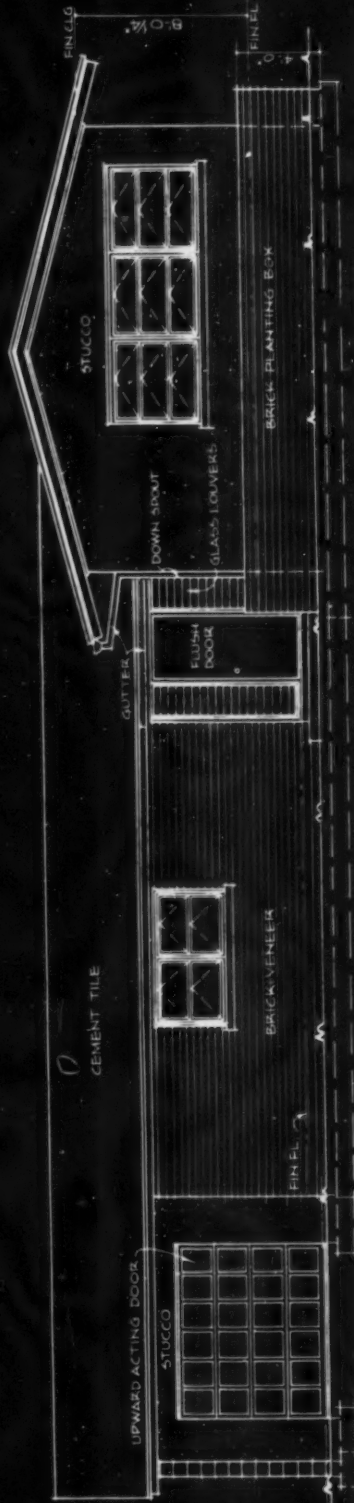
The builders who built this house moved all the way from Washington, D.C., to North Palm Beach, Fla., to do it. That's because their idea of custom building agreed perfectly with the idea that went into the planning of that town: "... the good quality of the home usually depends at least as much on its surroundings as on its design and construction" (see page 88). The builders therefore matched their own imagination to that of the land planners, and this house (for \$29,750) is the result.

It was built by H&D Construction Co., Inc., which is also currently building a similar model for about one-third less.

**AMERICAN BUILDER
BLUEPRINT HOUSE**

240

50'-0"



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

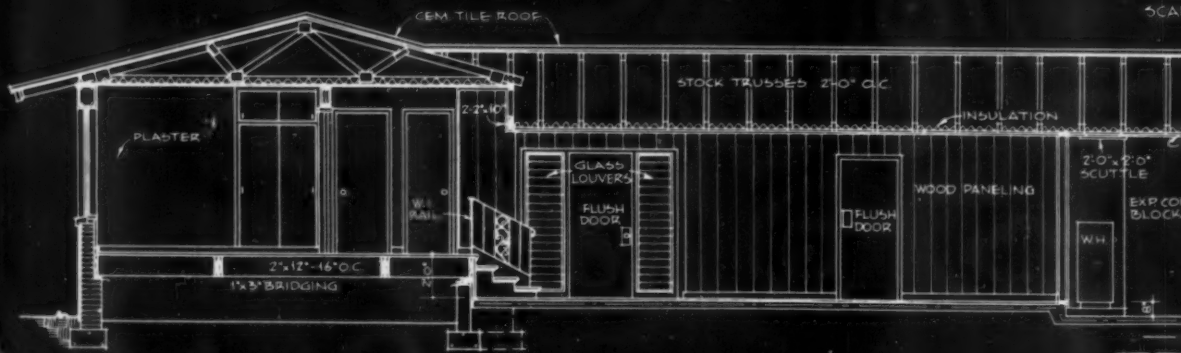


REAR ELEVATION
SCALE 1/8" = 1'-0"

AMERICAN BUILDER BLUEPRINT SERIES.

3-57

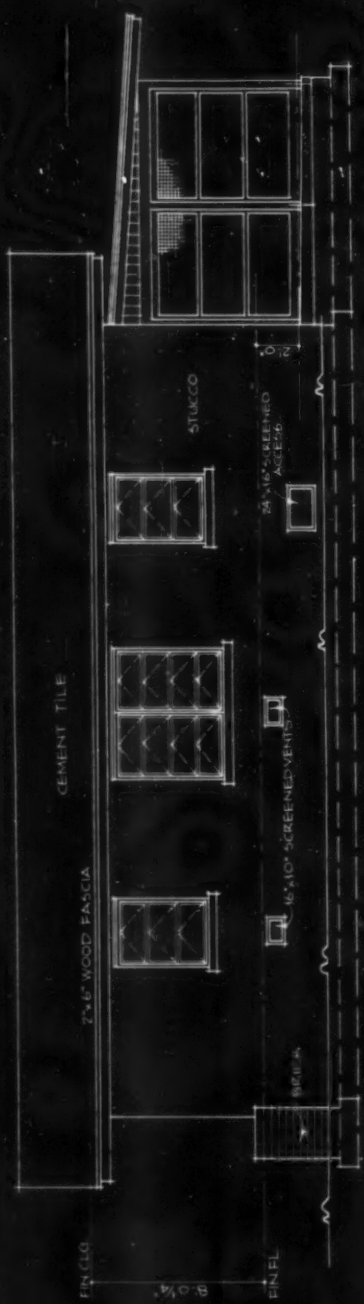
SIMMONS-BOARDMAN PUBL. CORP., 30 CHURCH ST., NEW YORK 7, N. Y.



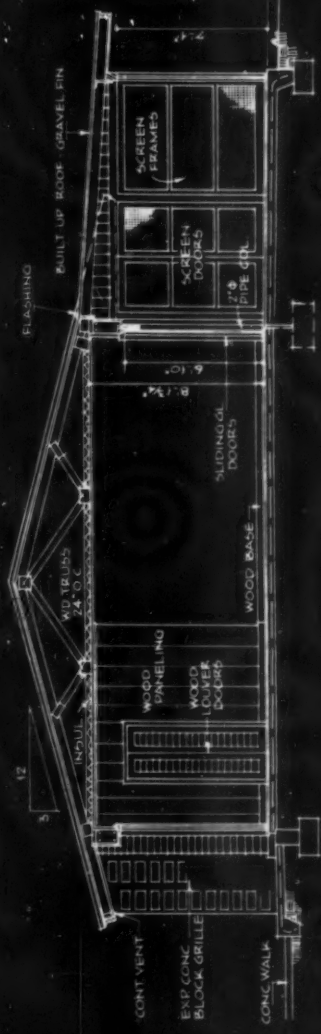
CROSS SECTION B-B SCALE 1/8"=1'-0"



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



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



CROSS SECTION A-A SCALE 1/8" = 1'-0"



THIS FOYER separates the bedroom area from the living area. Photo, showing relationship of kitchen to foyer to living room, was taken from hall in bedroom wing.



YOU'RE LOOKING IN from a lanai into the oversized living room and, beyond, into the foyer. Here's a house where privacy is there if you want it: up the steps.

... inside, you step down into the "living area"
 (a complete list of materials is on page 247)

The plan of this house is frankly sophisticated: it's designed for complete privacy, when the owners want it (note the locations of the two main bedrooms and bathrooms, how they are separated by a third bedroom that will probably serve as a study); it's also designed for a completely full schedule of family living and entertaining (note the oversized living room, how it opens onto kitchen and porch space). Separating the two ideas: four steps, up or down, just off the foyer.

Also, it's a quality house all the way. The kitchen, with its wall oven set in brick, has appliances by Westinghouse and cabinets by Mutschler. Its floors are terrazzo, flecked with marble, on the lower level and Bruce oak hardwood on the bedroom level. Heating and air conditioning systems are by Janitrol and electrical fixtures are by Lightolier and Halcolite. Crane supplied the plumbing fixtures and Progress the ventilating fans. The interior makes use of Pratt & Lambert paints.

Other products: rubber Kentile in the kitchen; Schlage hardware; Kimsul insulation; Lehigh cement; Howell garage door; pine sheathing; Pana-view sliding glass doors; Daryl shower doors; other doors, Gate City; Leonard aluminum awning-type windows; cement shingles, Hawthorn Roofing Co.



THIS KITCHEN plays two roles: it's a good work-kitchen (laundry is beyond brick oven-wall, adjacent to door to garage); and it's a good "center" for party preparation.

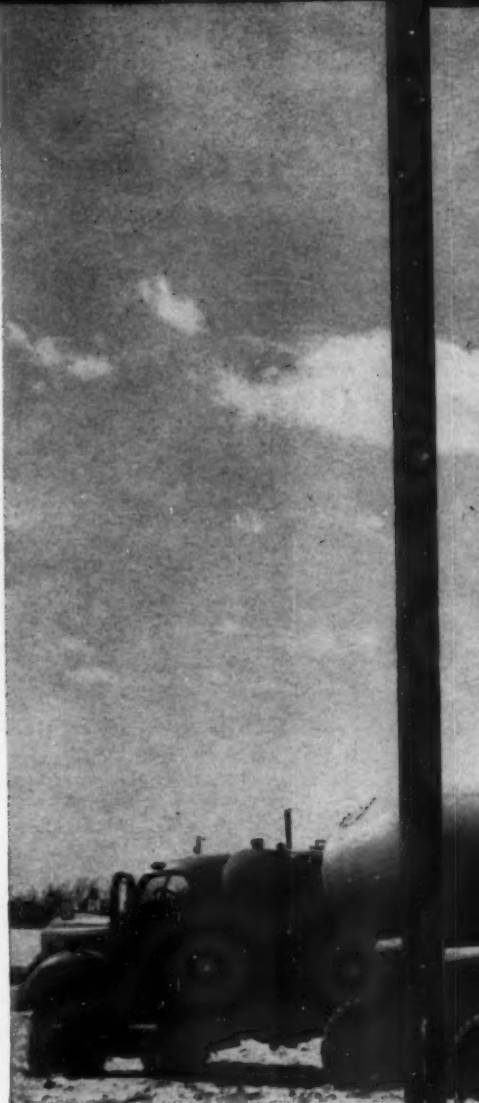


POSSIBLE HURRICANES must be considered by a Florida builder. Biggest problem is keeping the roof from being blown into the next county. Reinforced concrete lintel, being poured here, is a part of the solution.

WARM CLIMATE also plays a big part in construction design, permits wide use of economical masonry blocks. An attractive exterior finish over this masonry is a major reason for booming sales enjoyed by H & D.



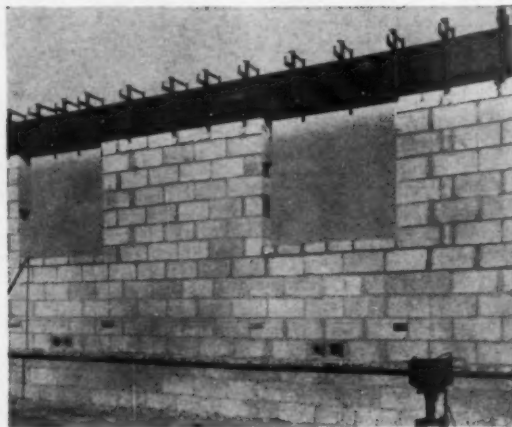
Under the warm exterior
a hurricane-proof
shell of solid masonry ...



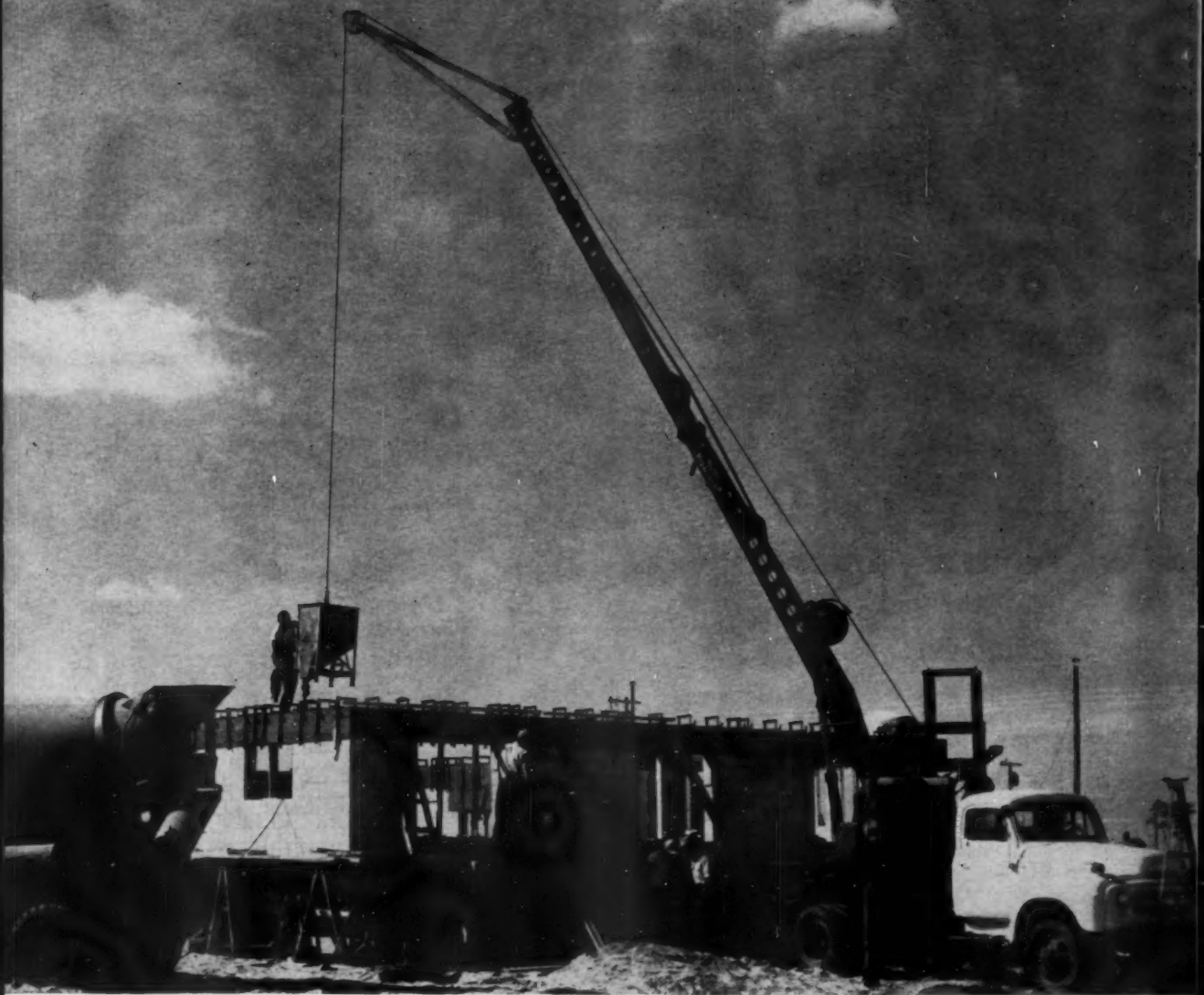
... and here's how it's made



REINFORCING RODS will be spread, projected into block cores, which in turn will be filled with concrete. Result: a solid column from footing to top plate.



LINTEL FORMS IN PLACE ready for the pour. Flange hooks on side of brackets are to hold a 2x4, which in turn is used to line up the forms accurately.



CONCRETE IS POURED into the beam forms. Combination of pre-mix truck and crane bucket permits just one man to handle the job on top of the house.



FINISHED BEAM includes the bolts shown here. A wooden header goes over them, and when it's bolted down, even a hurricane won't take the roof off.

. . . end of THE BIG STORY: "Good land plan

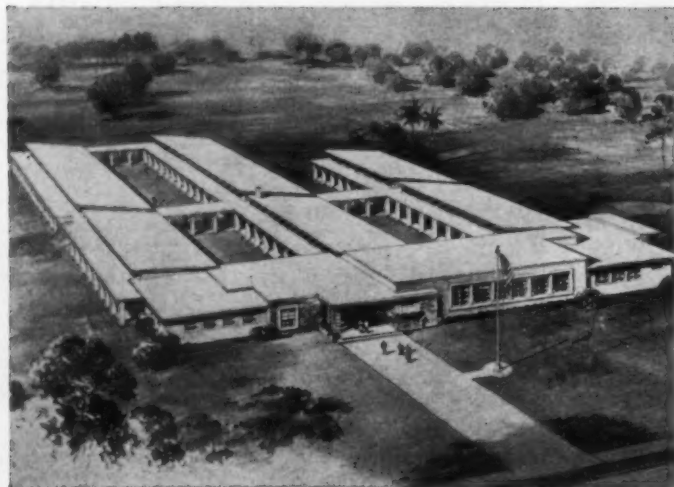


**"They put in utilities
before selling sites"**

Builders Bob and Dick Ross spent \$1 million on this sewage and water plant in N. Palm Beach; it can serve 10,000 persons and can easily be expanded to serve over 22,000. Storm drainage system, gas lines, street paving were also completed before houses were built. Florida's director of Sanitary Engineering and Board of Health called it all "just wonderful."

**"When they say 'country-
club living,' they mean it"**

An existing Country Club was on the land when the Rosses bought it; the club is now completely refurbished and its 18-hole golf course is being re-designed—all of it for the exclusive use of N. Palm Beach residents. A modern marina and yacht club is also planned. It will provide deep water dockage and will be built on the lake front adjacent to the country club. (Land plan on page 92 shows exact locations).



**"They donated ten acres
for schools"**

One of the first moves the Rosses made, after incorporating their land as the Village of North Palm Beach, was to set aside acreage for schools to serve their 3,500 homesites. At left is the proposed model. The School Board is budgeting the necessary funds so that it will be completed in Fall-1957. At present, town is served by school just one mile away.

ning means community facilities like these"

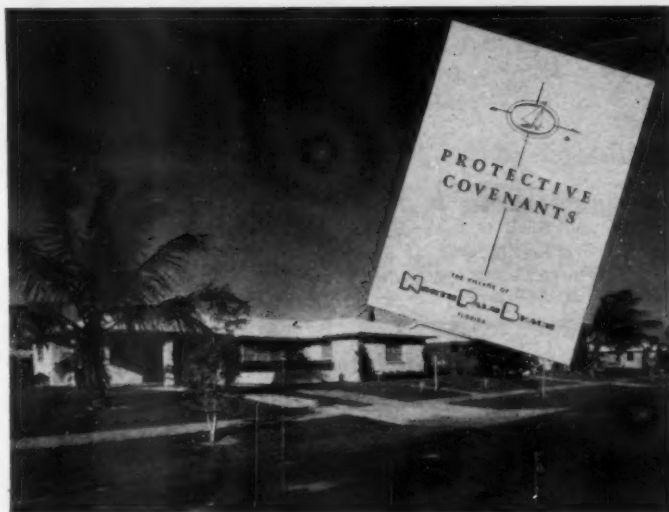


**"They put up a city hall
before people moved in"**

The \$70,000 city hall at the left was completed January 15 and houses the municipal functions of the Village of North Palm Beach. Also on hand: a city manager, a fire engine, a police department of three men to provide 24-hour police protection. Until tax revenues (which will be first collected in November 1957) can support the city government, operating funds were loaned by a local bank.

**"Good land values are
maintained by good codes"**

"The vital importance of ground planning and control of the development of neighborhoods" is played up in the introduction to a booklet of Protective Covenants that has been issued by the Village of North Palm Beach. These covenants, backed by zoning regulations, protect the area from haphazard development. For example: all shops are confined to a Shopping Plaza.



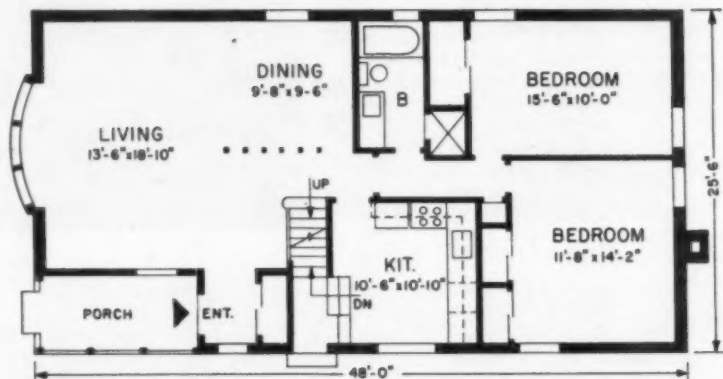
**"The best facility of
all: there's more land"**

The officers and directors of the HBA of Palm Beach County chose the new Village of North Palm Beach for their first Parade of Homes not only because there was a site big enough (including parking space) but because there was plenty of *additional improved* land on which speculative or custom building could be done.



EXTERIOR FINISH of clapboard and brick is in keeping with the colonial flavor of the house. Dormer is for staircase; another in the rear houses the upstairs bathroom.

LIVING AREA is big and open, yet usually well separated from sleeping area. Upstairs includes a full bath, several closets, and two extremely large bedrooms.

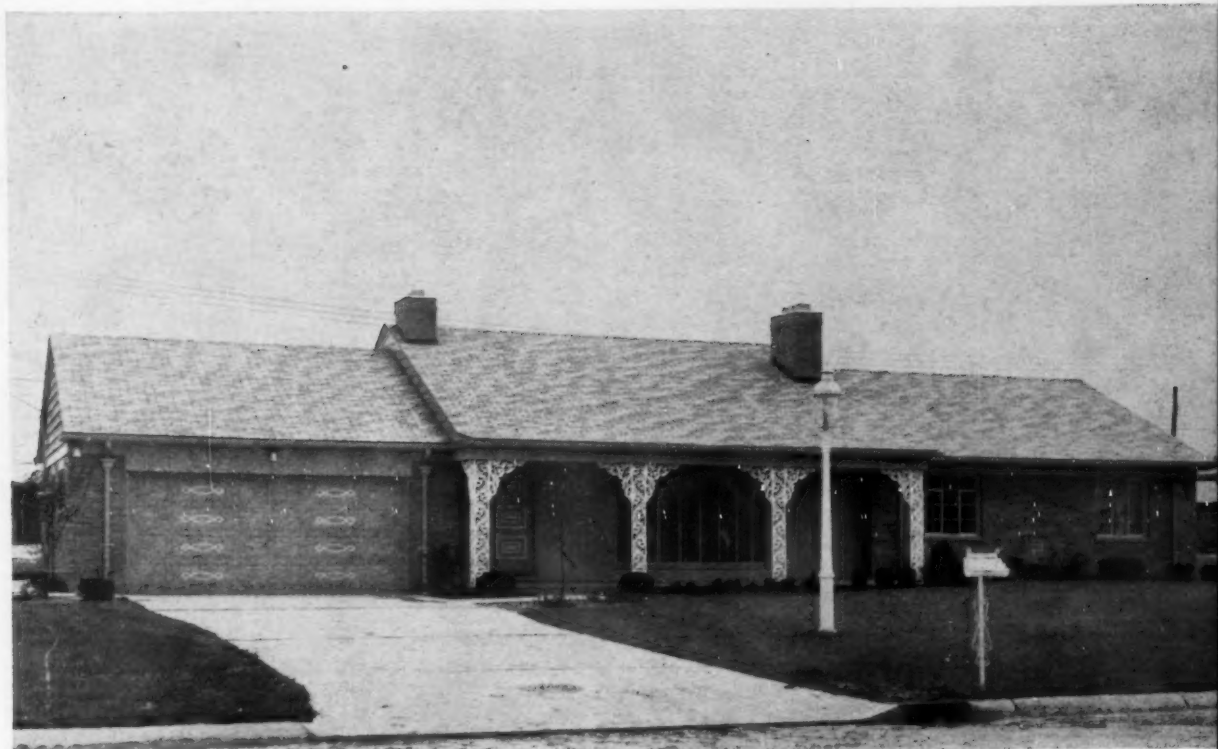


Traditional design for '57

1. The Cape Cod in modern dress

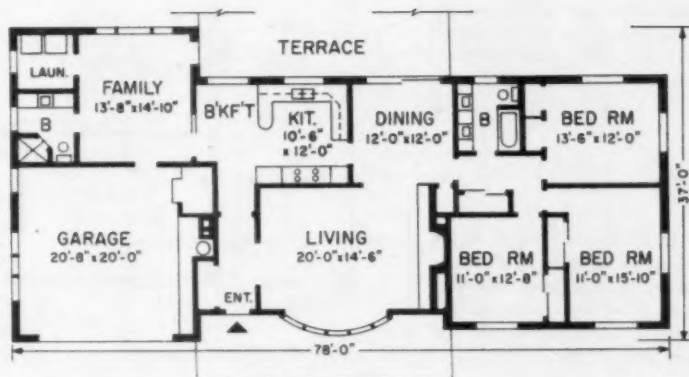
The oldest American design, the Cape Cod, is the basis for this house in Bellerose, N.Y., built by Jack Parker and designed by Oscar I. Silverstone. One of the major virtues of this architectural

style is size; including two bedrooms and a bath on the second floor, this house offers close to 1,800 square feet of living space, plus a full cellar—enough elbow room for almost any family.



CURVED PORCH ROOF and decorative iron pillars give the conservative look necessary for traditional style. Fancy gutter scupper boxes and old fashioned lamp post are attractive touches.

NOTHING OLD FASHIONED goes into the floor plan. Note particularly the excellent size and separation of the informal living and dining area in rear of the house.



Traditional design for '57 continued

2. The details make the difference

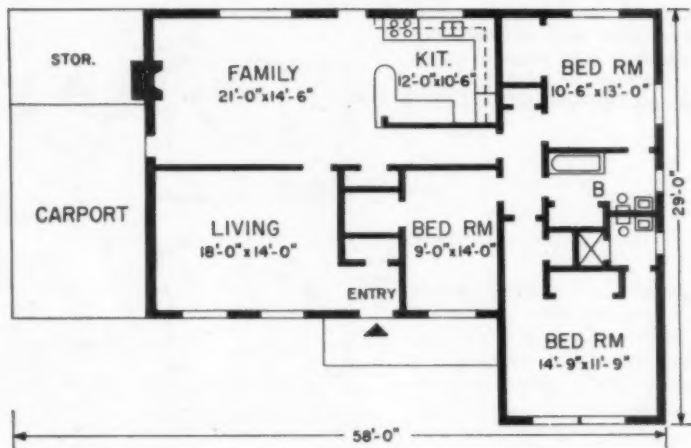
Even though the basic layout is modern, attention to detail can still produce an authentic traditional feeling. The overall shape and the floor plan of this house are typically modern ranch in

style; but by judicious use of such items as the high roof pitch and the bow window, architect Nelson E. Thal has made this Toledo, Ohio, house traditional. Albert J. Corey is the builder.



STRONG CORNICE LINE and relatively fancy-shaped wooden gutter are part of the authenticity of this house, as is the curved lintel arch detail over the front porch.

AN OLD FASHIONED IDEA brought up to date is the huge family room. Considered with the kitchen, it is reminiscent of the "family kitchens" that all old houses used to have.



Traditional design for '57 continued

3. Brick – the traditional material

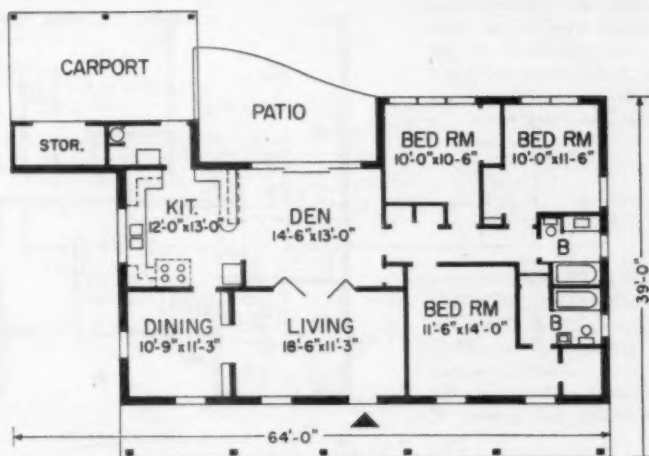
Brick has been one of the most widely used building materials in the South since colonial days. Builder Hugh H. Armstrong of Savannah, Ga., has combined it here with big, 16-light double

hung windows and shutters to produce a home very close in flavor to the smaller outbuildings of the old plantations. The carefully preserved trees lend an air of permanence to the house.



THE OVERSIZE ROOF on this house serves a dual purpose; it makes possible the attractive porch on front, and its low line makes the house look longer and larger than it really is.

FLOOR PLAN shows a minimum of wasted hall space, ample informal living area. Note the luxurious master bedroom setup, a strong sales feature in any part of the country.



Traditional design for '57 continued

4. The porch is the keynote

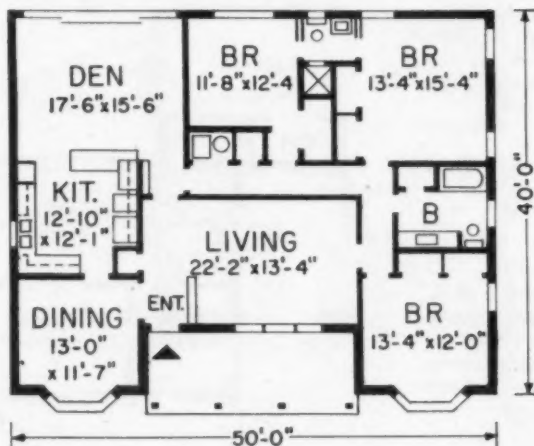
By pulling its porch down over its eyes, so to speak, this moderate sized home in Baton Rouge, La., turns itself into an old Southern mansion complete with columns. And by adding such

touches as the front windows and shutters which reach almost to the floor, Builder A. G. Miley has succeeded in achieving the traditional dignity associated with this type of home.



A MODERN FLOURISH on an old fashioned frame is the huge window area provided by the two bays in the dining room and master bedroom, and the picture casement in the living room.

KITCHEN IS PLACED to serve both the formal dining room and the den-family room. Note the unusual arrangement of bathrooms, two bedrooms sharing one bath—the other for the master bedroom and guests.



Traditional design for '57 continued

5. This one pulls out all the stops

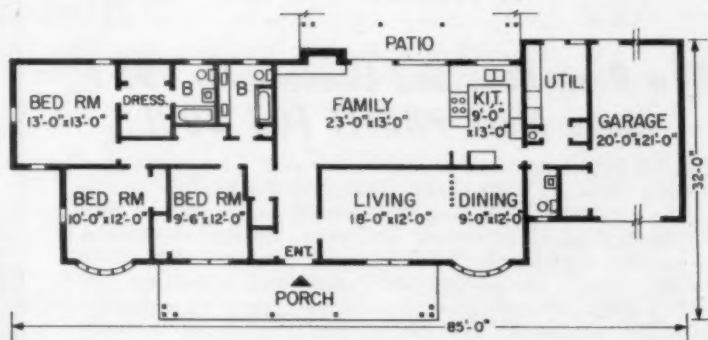
A far cry from the western ranch house is this Dallas Home, designed and built by Leland Lee, Jr. Virtually everything that might be associated with traditional design is included, from the

old fashioned front porch railings and newells to the careful cornice work complete with dental effect. Cedar shingle roof and brick add to warmth, are almost a must in this part of Texas.



THE BIG PORCH with its railing and columns dominates the front elevation of the house. Dormers add an apparent second story, make the house seem higher than it actually is.

LIVING ACCOMMODATIONS are big and comfortable. The family room is the center of the house, is as big as the living room and dining room combined. Note the large utility area.



Traditional design for '57 continued

6. The old South goes West

Tulsa, Oklahoma, isn't California by any means, but it's still unusual to find such formal "Old South" architecture this far West. Pat Dailey, the designer, has taken a simple, almost rectangular

floor plan, and merely by tacking on pieces of house, changed an ordinary ranch into this Civil War memory. Gene Elmore built the house, which is aptly named the "Southern Comfort."



**FLUSH DIGGING AND
200° OPERATING ARC ON
DAVIS 210 BACK-HOE**



***New Back-Hoes and Loaders for 1957
Make More PROFIT FOR YOU!***

Here's a whole new era of profits for you. The new Davis 210 Back-hoe with three interchangeable mounting points so you can switch digging positions from center to side for flush digging alongside buildings, fences, etc....and its exclusive hydraulic rotary boom swing cylinder gives you a smooth, continuous 200° cushioned operating arc without ever changing a pin...an engineering achievement desired by all, but accomplished only by Davis. Both the new 210 and America's largest selling back-hoe, the Davis 185, have 7,000 pounds of breakaway and new comfort design. They are both available as Davis' unique, low-cost, truck-mounted back-hoes that will fit any one-ton or larger flat-bed truck...compact in transport, self-powered, completely detachable. The popular Davis Loader has also been improved for greater utility...which means more profits for you in 1957, if you have Davis equipment.

Davis products are available for most popular tractors, and are sold and serviced anywhere in the United States and Canada by better dealers. For name of nearest dealer call Western Union by number and ask for Operator 25 . . . or write

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Davis Truck-mounted Back-hoe from the transport to the digging position.



The Model 185 cleaning a ditch at right angles to the tractor.



The streamlined Davis Loader on John Deere 420 Crawler Tractor.

The Payoff Departments

Buying Guide.....128 →

Paints, finishes, wall coverings provide a bigger choice for you.

New Products and Catalogs.....131 →

Builders' supermarket for new products and literature on paints, doors and windows, etc. Reply card, page 134.

How To Do It Better219 →

How to build a knock-down saw horse and a collapsible one. How to hide TV wires. How to find buried outlets.

Ask The Experts.....226 →

How to build a split-ring roof truss. How to eliminate the hazards of slippery concrete. Methods tested by builders.

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Technical Guide244 →

How you can prebuild your interior walls using Lu-Re-Co panels for partitions.

The Month Ahead.....254 →

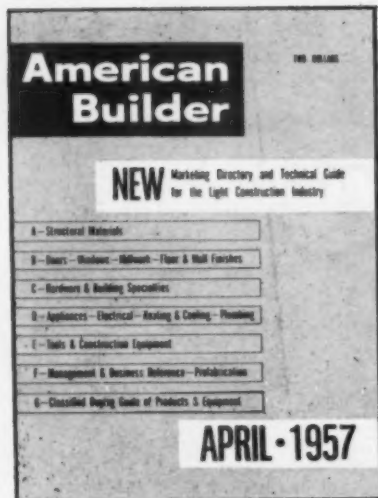
Things for builders to think about during April.

Where's the best place

to look for

tomorrow's profits...

today?



Look at your planning! Today's planning determines tomorrow's profits. Better planning means better building, better buying...bigger profits. It's that simple. But planning's the beginning...and half the battle. False starts are fatal.

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Two Young Men *and* a John Deere Crawler...

PARTNERS *in* PROFIT



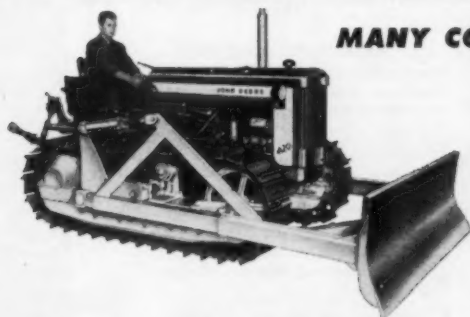
Cecil Yokum and Eddie Weber of Beaverton, Oregon, will tell you they started making money when they got their John Deere Crawler tractor. They operate a gravel pit and sell both sand and gravel, but since they have their John Deere they do a lot of other jobs that keep the tractor, and themselves, busy all the time.

With their tractor and two trucks they build driveways (as they are doing in the picture above) at \$8

per hour, dig basements, fill ditches, load dirt, load gravel, pick up trash from clearing operations, and handle many profitable operations of a similar nature. Some of their jobs are obtained on a bid basis. On many of these they find they can take in \$100 a day.

Their best operation, they will tell you, is for one man to load his own truck with the crawler-loader, then drive the truck to its destination, while the other man loads the second truck. They claim they can load over 500 cubic yards of loose dirt in one day.

It's another example of modern young businessmen making a good living with dependable, low-cost John Deere tractor power, available in crawler-or wheel-type.



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You can get the John Deere Tractor (30 engine horsepower) with loader, backhoe, dozer, and other hydraulically controlled working units. Direction reverser (optional) enables you to go forward or backward in same speed without shifting gears.

For More Facts See Your Nearest John Deere Dealer



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On James Sales Elementary School, Tacoma, Washington

Fir plywood roof deck helps save \$3,300⁰⁰



ALTERNATE COST DATA

Summary of installed costs per M sq. ft. Based on actual suppliers' quotations and time records where available and on Walker's Estimator's Handbook where not:

1. As built, with clips, eliminating blocking at panel edges. Includes cost of new plywood and 50% of initial cost of exterior plywood salvaged from forms \$169*
2. Estimated cost as built but using all new sheathing with no salvage from concrete forms \$187
3. Estimated cost all new sheathing with 2 x 4 blocking at panel edges . \$206
4. Estimated cost 2 x 6 T & G decking . \$291

*169.00 per M "as built" cost represents \$122.00 per M savings over estimated cost of 2 x 6 T & G decking. On this basis, savings on entire job total \$3,300.00.

To eliminate 2 x 4 blocking, metal "H" clips were used at unsupported panel edges. Two clips were used for each span. (Clips were responsible for approx. \$20 per M of savings; see table above).



JAMES SALES ELEMENTARY SCHOOL;
Tacoma, Washington
ARCHITECTS: Lea, Pearson and Richards
CONTRACTOR: Nelson Construction Company
STRUCTURAL ENGINEERS: Smith and Murray

5 ways Fir Plywood builds better schools

AN EXCELLENT EXAMPLE of how fir plywood roof decking sharply cuts costs as well as provides markedly superior construction is this new U-shaped, 1-story reinforced concrete school.

The contractor estimates $\frac{3}{4}$ " fir plywood saved a total of \$3,300.00 on the job; \$2,800.00 in actual installed cost, plus an additional \$500.00 by amortizing costs of some of the panels previously used for forms. A total of 27,000 sq. ft. were used on the job. Design calculations by the architects show plywood superior in resisting racking forces such as wind loads and earthquakes.

Although many home builders have found thick plywood over wide rafter spacing saves money, this is one of the first detailed cost analyses for a larger building. The idea points the way to new opportunities for reducing costs on commercial and industrial buildings as well as schools.



Fir Plywood

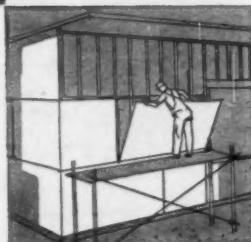
means quality construction



FOR YOUR FILES: A new portfolio assembly of basic plywood design and application data for schools, homes, commercial buildings. Includes detailed information about job described above.

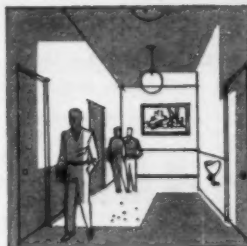
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Please send fir plywood construction portfolio.

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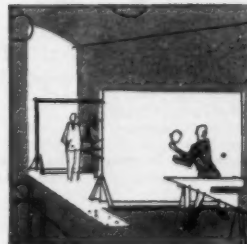
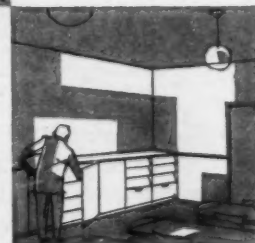
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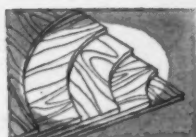
To qualify for DFPA grade-trademarks, manufacturers must pass rigid and continuous inspection of current plywood production. In addition to these on-the-spot mill checks by DFPA quality supervisors, thousands of samples undergo scientific testing in DFPA laboratories. Use of grade-trademarks may be withdrawn if quality is not satisfactory.

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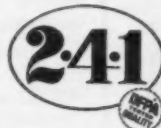
← Proper construction—inside and out



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This new work offers all the essential information needed to develop better, more economical wood structures. Included is results of the latest research timber scientists.

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The Timber Engineering Company, engineering and research affiliate of the National Lumber Manufacturers Association, is qualified to prepare this handbook, by its long experience as a non-profit service organization.

STRUCTURES. Pier Luigi Nervi. Translated by Giuseppina and Mario Salvadori. F. W. Dodge Corp. (New York) 1956. 117 pp, illus. \$6.95.

The author of this work is a master builder who conceives, designs, and engineers his own structures.

One of Nervi's many accomplishments is the invention of *Ferrocemento*, a reinforced concrete of an entirely new concept, which combines concrete's freedom of form with steel's qualities of strength. He has put this material to use in building large and beautiful thin-shell concrete structures.

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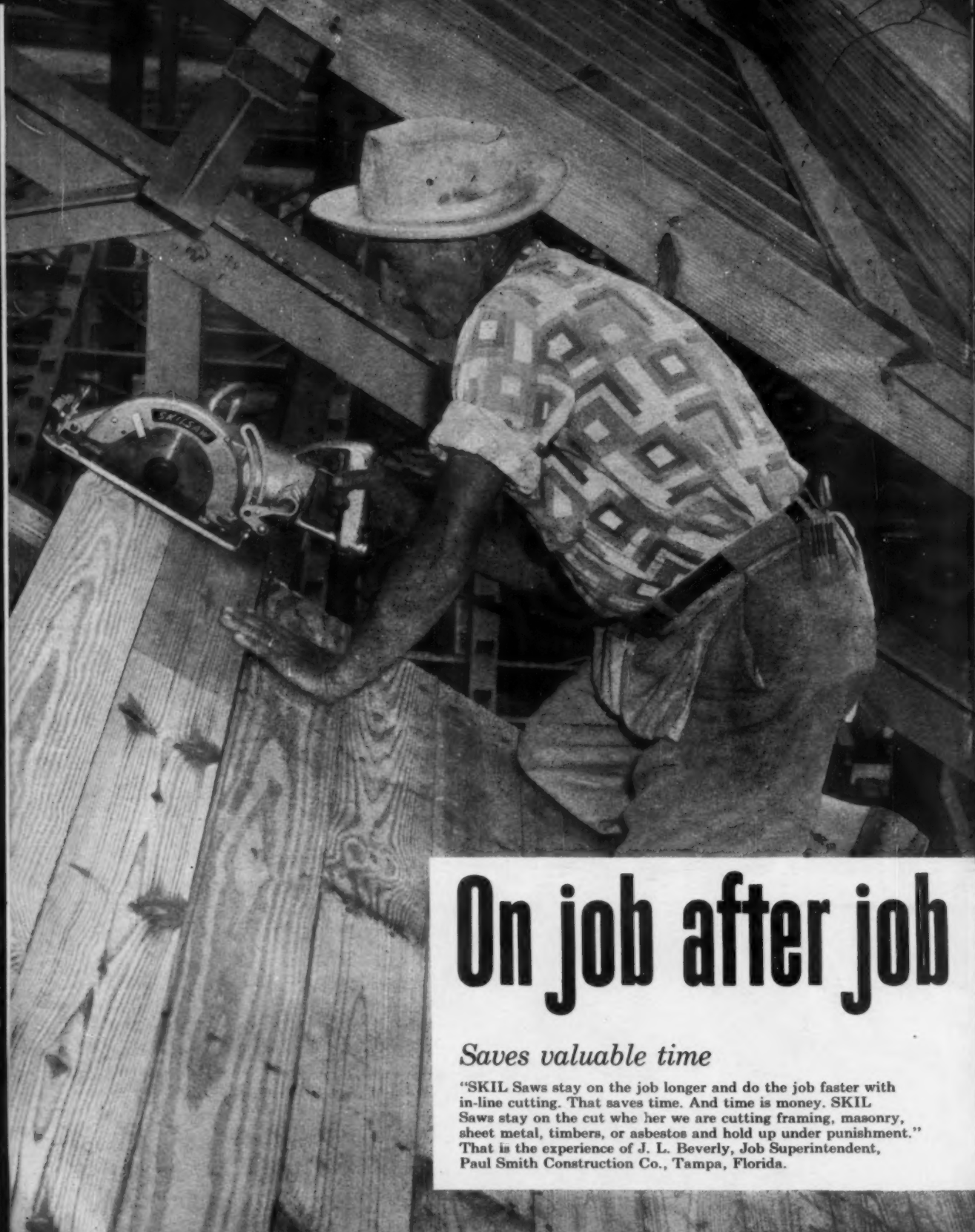
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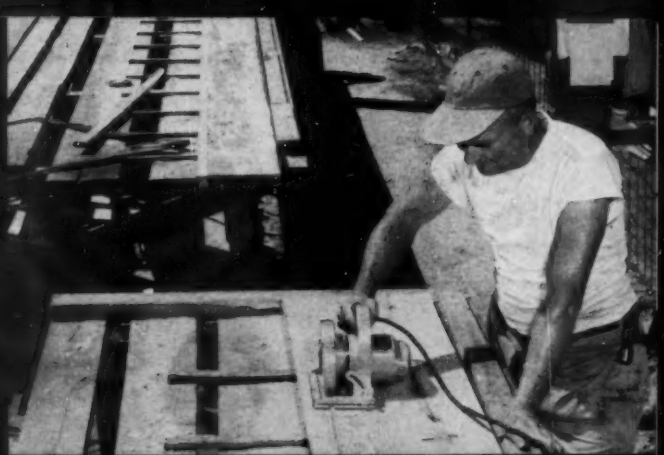
Saves valuable time

"SKIL Saws stay on the job longer and do the job faster with in-line cutting. That saves time. And time is money. SKIL Saws stay on the cut whether we are cutting framing, masonry, sheet metal, timbers, or asbestos and hold up under punishment." That is the experience of J. L. Beverly, Job Superintendent, Paul Smith Construction Co., Tampa, Florida.



Saves 50% in maintenance cost

"My SKIL Saws have paid for themselves many times. I have shelved all my other power saws. SKIL Saws are at least 33% faster than any other saws we've used. I save another 50% in maintenance costs. *I wouldn't have anything else.*" This is what E. W. Price, superintendent of Franklin Builders, Inc., Columbus, Ohio, says about his 4 SKIL Saws.



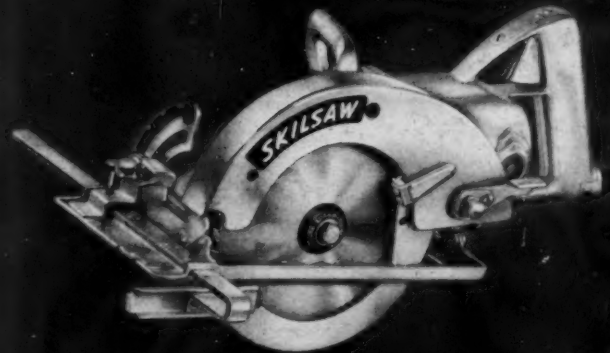
Each SKIL Saw pays for itself

Noel Shafer of Frank Messer & Sons, Inc., Cincinnati, says this about his power saws: "I have tried them all, but a SKIL Saw is lighter, better balanced and has plenty of power. We use them 8 hours a day, 6 days a week through rough material filled with concrete, nails and dirt. Each SKIL Saw we get pays for itself within a couple of weeks of continuous hard use. *It's the best saw on the market.*"



Saves handling and moving time

Equipment-Superintendent Herb Wagner of the James McHugh Construction Co., Chicago, says this about the SKIL Radial Saw: "One of the handiest tools on the grounds. It's power-plus on wheels. Can be moved at moment's notice to any spot. It has plenty of guts for all of our cutting needs. It's the perfect saw for large construction—adaptable and versatile—a must for areas where power is a problem."



YOU, TOO, CAN SAVE

New! SKIL 6 1/2" super-duty saw—Model 367. New, powerful motor keeps saw cutting, prevents downtime. Saves job costs. No matter what you have to cut, there's a SKIL Saw for you. It can do the job faster, better, cheaper. Let your SKIL distributor show you why. Let him show you the speed, power, versatility and ease of handling of all SKIL power saws. Or use the coupon below for further information.

Builders SAVE with SKIL Tools

Send for **FREE** booklet
on power tools.



Made only by SKIL Corporation, Chicago 90, Illinois.
Factory branches in all leading cities.



SKIL Corporation, Dept. AB-37
5033 Elston Avenue
Chicago 30, Illinois

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3601 Dundas Street West
Toronto 9, Ontario

_____ Please send me **FREE** booklet on SKIL power tools.

_____ Please have a salesman call on me to make a demonstration.

Name _____ Title _____
 Company _____
 Street _____
 City _____ Zone _____ State _____

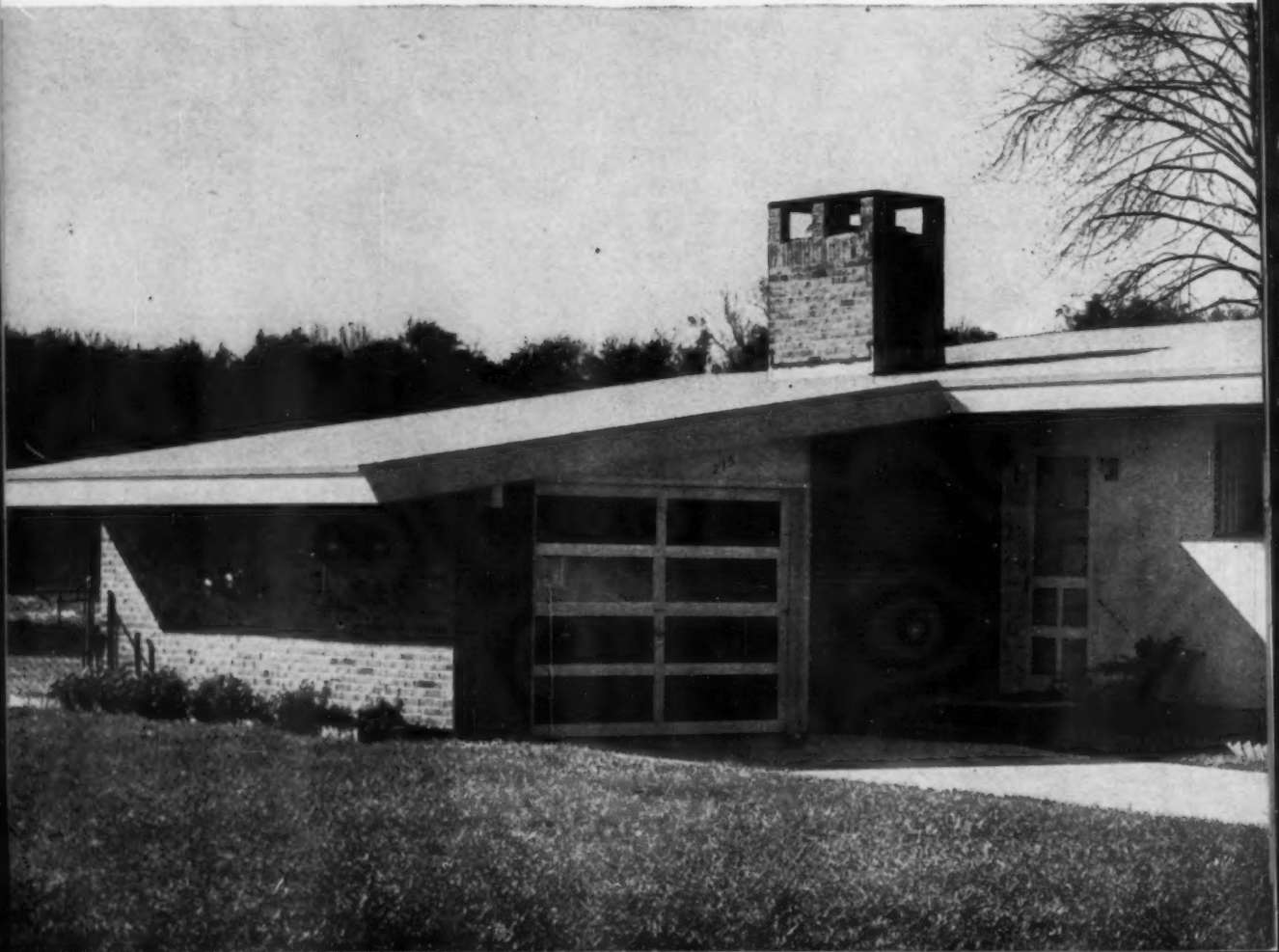
"Insulite Roof Deck saves



Builder Frank Whitehurst, Jr. watches rapid progress on a Virginia Beach project home. Easy-cutting, fast-nailing Bildrite Sheathing saves about \$75 more per home, says Whitehurst, and makes corner bracing unnecessary. Architect for project is Herbert L. Smith III, A.I.A. of Oliver and Smith, Norfolk, Virginia.



Attractive interior of a \$15,000 Whitehurst home shows how effectively Architect Smith has used open beam design, and prefinished ceiling of Insulite Roof Deck. Use of 2" Roof Deck, plus Insulite Wool (made of Fiberglas) in sidewalls, cuts summer room temperatures by 10° to 15°, builder Whitehurst reports.



\$418 on each \$15,750 home'

says Virginia builder...Bildrite and Insulite Wool add still more savings

On the seacoast of southeast Virginia, J. P. Whitehurst & Son are making housing history with a fast growing project where every home is architect designed, and designed with Insulite Roof Deck. The cost saving reported by the builder on Roof Deck as against conventional wood construction amounts to \$20.12 per 100 sq. ft.—or an average total saving of \$418 per home!

Whitehurst's Virginia Beach development is a 90-home project; and every home has the spacious, gra-

cious look that only open beam construction brings. Yet look at the prices . . . only \$14,300 to \$15,750 for homes with 3 bedrooms, attached garages, and 1½ baths in 50% of the designs selected.

Insulite Roof Deck can help *you* deliver such value, too—in *any* climate. It's a three-in-one material . . . decking, insulation plus vapor barrier, and finished painted ceiling *all in one*. It goes up fast; cuts and fits easily; reduces waste; eliminates all ceiling plastering and painting; cuts winter fuel costs, repels summer heat.

Want detailed information on Insulite Roof Deck? Write us—Insulite, Minneapolis 2, Minnesota.

build better and save with
INSULITE



INSULITE, made of hardy Northern wood—Insulite Division of Minnesota and Ontario Paper Company, Minneapolis 2, Minn.

INSULITE AND BILDRITE ARE REG. T. M.'S., U.S. PAT. OFF.
FIBERGLAS IS REG. T.M. OWENS-CORNING FIBERGLAS CORP.



Three bigger choices for you . . .

Protection" is moving right up beside "decoration" as a function of wall treatment, one would conclude from the new products and processes being made available to builders every day. Paints have better wear resistance, and the popularity of natural wood has hatched a number of improved pigmented stain finishes for exterior use. The trend to contrasting materials and textures for exteriors brings color into wider use. It is found in new cement and stucco pigments (below) and in multi-colored paints, where two or more colors are sprayed to give rich effects. Stipple effects with the same color are achieved with two sprayings, first fine aggregates, then coarse (Texturetones by Paramount Paint & Lacquer Co., Los Angeles). Exterior latex paints are now on the market, with

the well-known advantages of fast drying, non-streaking, freedom from brush marks.

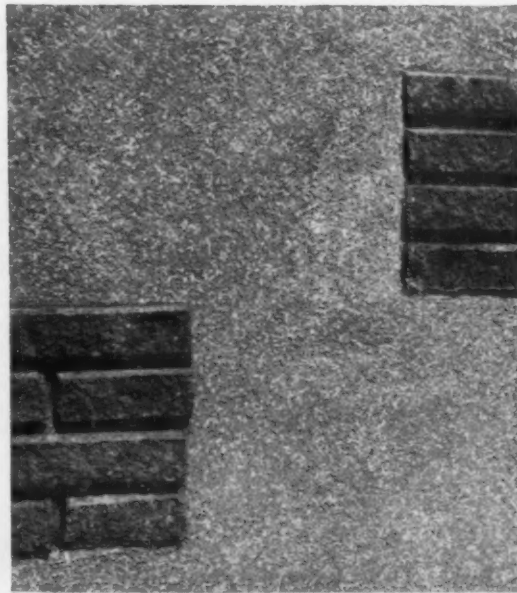
Latex paints now include natural rubber and vinyl latexes as well as the original synthetic. White remains the top-selling color, both interior and exterior, then greens and yellows, with grays coming up sharply, according to Louis Fisher of the National Paint, Varnish and Lacquer Assn.

New coatings offer greater protection to exposed surfaces, especially concrete. Vitricon (see 131) is a cold-glazed finish that goes on almost any surface. Everwear J-41-B, by Maintenance Inc., Wooster, Ohio, puts a bright black anti-corrosive finish on building materials. Metaz (Sealube Co., Wakefield, Mass.) has an epoxy base that withstands chemicals and abrasion.

1 . . . on exterior walls . . . more color finishes

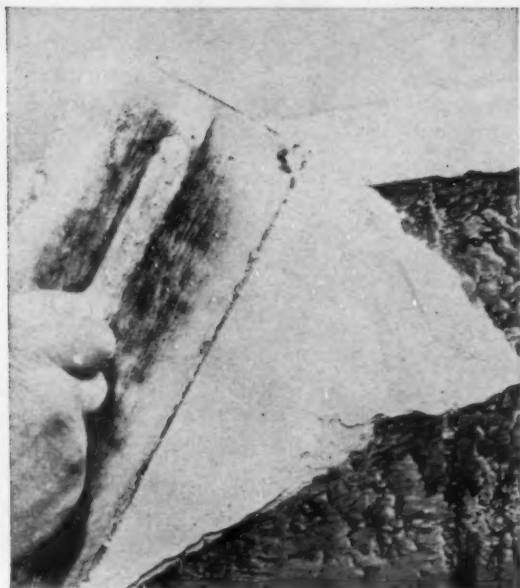


SPRAYING Colorcrete is one of jobs of multi-purpose machine. Mounted on trailer, it also pneumatically sand blasts, chisels and washes. Colorcrete stucco has a wide color range. **Circle No. 3054 on reply card, p. 134.**



MULTI-COLOR is now available for exterior surfaces, as the interesting texture contrast shows. Plexitone, pioneer in multi-color paint, offers builders a Model Home Merchandising Package. **Circle No. 3055, p. 134.**

2 . . . for a plaster wall . . . a versatile bonding agent



SINGLE WHITE COAT of $\frac{1}{8}$ " lime putty plaster goes directly over old oil-painted block with Plaster-Weld. Liquid bonding agent with polyvinyl acetate is brushed, sprayed or rolled on, has tensile strength of 600 psi.



DRY-WALL can be plaster-finished to meet last-minute demand, instead of paint or paper, with Plaster-Weld. Bonding agent works with wood, metal, glass, ceramic, not on water or casein-painted surfaces. **Circle No. 3056.**

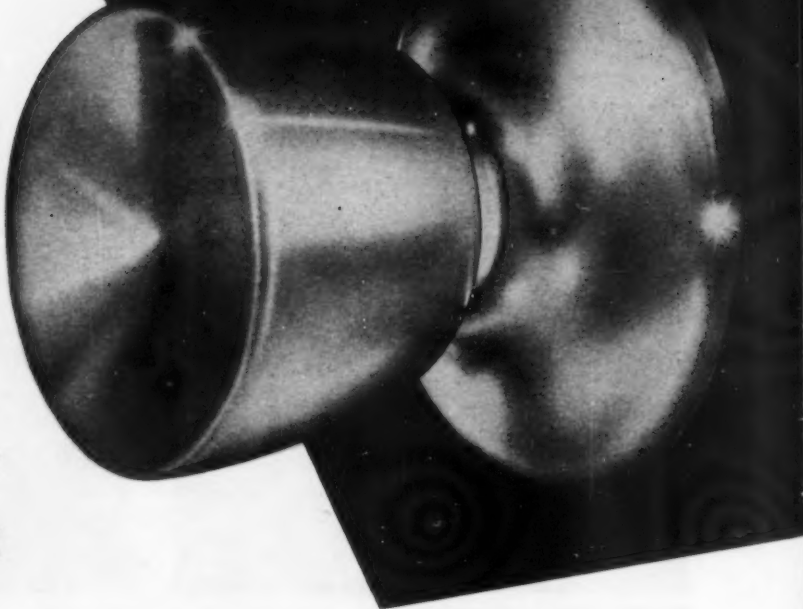
3 . . . for interior walls . . . durable beauty



CONTRASTING WALLS in living room of model by Loving Brothers, Columbus, Ohio, have washable canvas Wall-Tex in grass-weave and Woodland designs. Colors are soft greens and silver. **Circle No. 3057 on p. 134.**

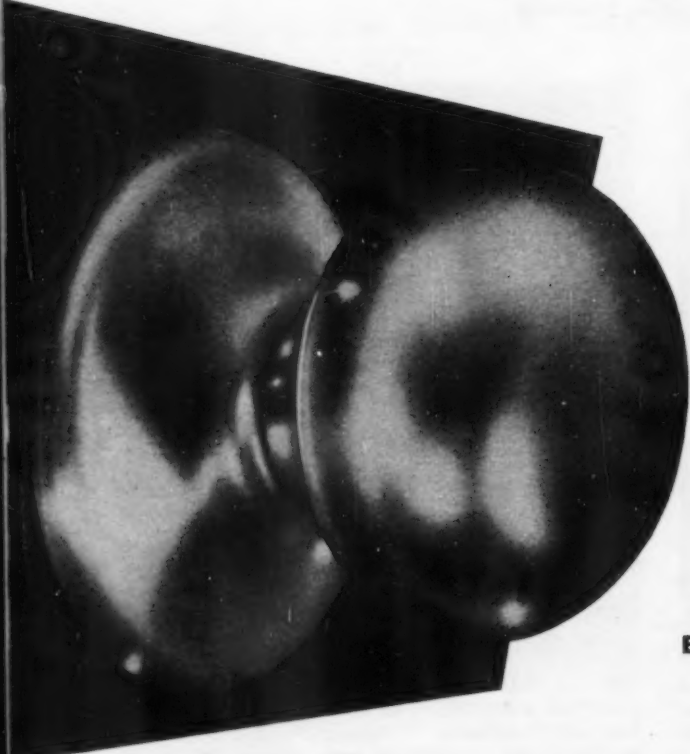


COMBINATION of tiles and yard material, all vinyl, gives fresh effect. Bolta-Wall tiles are pre-pasted for do-it-yourself; yardgoods are designed for professional application. **Circle No. 3058 on reply card, p. 134.**



**A NEW
ECONOMY
LOCK LINE**

DEXLOCK



Here's a low cost lock with a high quality look that invites comparison with any other economy make. The new Dexlock line is designed for smooth efficiency with Dexter quality workmanship and materials — no die cast parts, of course — yet costs surprisingly little. Available with new tulip or rounded standard knob styles. Rose size $2\frac{3}{8}$ " dia., large enough for all replacement work. Pin tumbler security, bull nose bolt, dead locking or spring latch. Available in all standard finishes including aluminum — also two tone. Functions for every residential need. Installs in minutes, fits standard Dexter boring, only two holes to bore.

Write for new Dexlock brochure.

NO LOCK INSTALLS FASTER THAN A DEXTER

BY **DEXTER**

New counter displays for Dexter dealers

DEXTER LOCK DIVISION Dexter Industries, Inc., Grand Rapids, Michigan
In Canada: Dexter Lock Canada Ltd., Guelph, Ontario. • In Mexico: Dexter Locks, Plata Elegante, S.A. de C.V. Monterrey
Dexter Locks are also manufactured in Sydney, Australia; Milan, Italy and Porto, Portugal

... still more about what's new in the field of paints, finishes, adhesives, etc. Complete buying guide starts on page 128. Use the reply card on page 134 for more detailed information

MULTI-COLORED TEXTURED PAINT comes in wide variety of colors. Here it's applied with only a hand shield and drop cloth. One coat of Plextone over suitable primer covers all common building materials, eliminating expensive preparations. Paint also has anti-static properties to repel dust and dirt. From Plextone Corporation of America, Dept. AB, 2141 McCarter Highway, Newark 4, New Jersey. (Circle No. 3059 on reply card, page 134.)



Paints are doing double duty too



COLD GLAZED cement finish of Vitricon is sprayed on concrete, masonry or plaster surface and becomes part of wall without bonding or baking. In decorative colors, it approximates high-strength cement, is glossy-surfaced. Vitricon, Inc., Dept. AB, Long Island City 2, N.Y. (No. 3060, on page 134.)



ALL-PURPOSE vinyl plastic paint, "Seal-Kote" can be applied on either wet or dry, interior or exterior surfaces. Plastic film permits release of internal moisture, resists dirt and acids, is easily washed. The Wooster Sealkote Company, Dept. AB, Attn. T. C. English, Jr., Wooster, Ohio. (Circle No. 3061, on page 134.)

OTHER NEW PRODUCTS IN THIS ISSUE

Doors and windows	p. 148
Heating, ventilating and air conditioning	p. 154
Kitchens and appliances	p. 144
NAHB Show products	p. 74
Tools and equipment	p. 138
Catalogs	p. 160

**MORE IDEAS AHEAD ON
PAINTS AND FINISHES ▶**

▼ **Adhesives are easier to use, work faster and better**

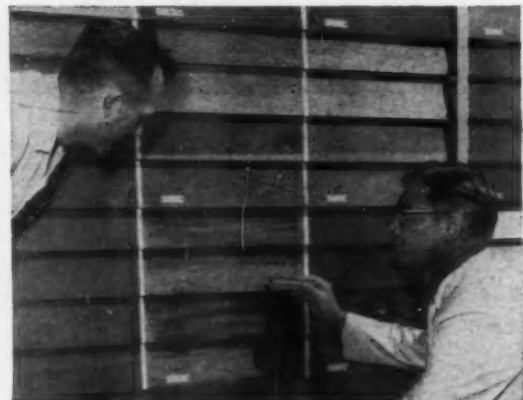


A PAINT BRUSH instead of a trowel can be used to apply Armstrong's new adhesive for its Excelon vinyl-asbestos tile. No lining felt is needed with the adhesive, called S-700 Brushing Cement. Can be applied directly to a strong, smooth double wood sub-floor if loose boards are renailed and high spots are planed out. Permanently tacky, adhesive will not burn or dry out. One gallon covers 175 sq. ft. Armstrong Cork Co., Dept. AB, Liberty & Charlotte Sts., Lancaster, Pa. (No. 3062, on page 134.)



NO FIRE HAZARDS to worry about, according to the makers of Pecora Tile Adhesives. Besides being resistant to fire, this adhesive has strong "grab" which allows tile setter to work from top down, insuring a perfectly straight installation, without fear of tile slippage. Pecora has sufficient open time to allow for flexible working period of one hour. Pecora Paint Co., Dept. AB 3501 North Fourth St., Philadelphia 40, Pa. (No. 3063, on page 134.)

▼ **How to apply a natural finish . . . or remove it**




PRACTICAL AND NATURAL finish which will retain the natural beauty of wood house siding and trim is suggested by the U.S. Forest Products Laboratory. Described as having lasting power of four years or more, natural finish, when prepared according to the FPL formula, has good color retention, soft sheen, water-shedding properties, is easy to apply and maintain. Forest Products Laboratory, U.S. Department of Agriculture, Washington, D.C. (Circle No. 3064 on reply card, page 134.)



PAINT REMOVER which is non-flammable is announced by RPO Chemicals. Called LPO (lifts paint off), it is claimed to blister epon, and epoxy-based paints off surfaces, often in less than five minutes. LPO acts without damage to underlying wood or metal surfaces, can be sprayed or brushed on surface from which paint, varnish, enamel or lacquer is to be removed. Cleaned surface need only be washed. RPO Chemical Corp., Dept. AB 2727 E. 9 Mile Rd., Hazel Park, Mich. (No. 3065, page 134.)

You are entering the **American Builder**

Supermarket



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 . . .

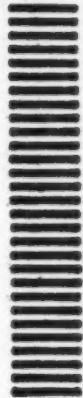


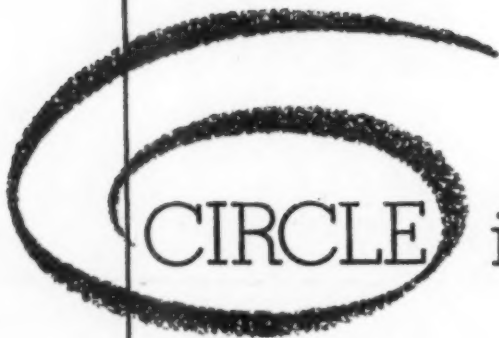
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First Class Permit No. 153, Sec. 34.9, P. L. & R., New York, N. Y.

4 cents Postage will be paid by

**Business Manager
AMERICAN BUILDER
30 Church St.
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on PRODUCTS & EQUIPMENT

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CITY ZONE STATE MARCH, 1957

I wish to enter a subscription to American Builder for one year (\$3.50) 3 years (\$7)

New Renewal

Signature

SERVICE ON THIS CARD EXPIRES IN 90 DAYS — ACT NOW!

Use reply card, facing page for more information

These two finishes both protect and renew



ATTRACTIVE WATERPROOF FINISH of Jennite J-16 is suggested to protect and preserve asphalt and black top pavements as well as for the outside of building foundations. J-16 is applied in a liquid coating over old or new surfaces. It is heat-resistant, will not run or flow at any temperature, protects against frost, abrasion, oxidation, etc. Easily applied by brush, squeegee or distributor truck to form gray-black coating. Maintenance Inc., Dept. AB, Wooster, Ohio (No. 3066 on reply card, page 134.)



PLASTIC PANELS RENEWED with application of Resolac, a new air-drying liquid plastic lacquer that can be easily brushed or sprayed on weather-dulled plastic panels. Said to add new lustre or deepen color of panel to reduce light and heat transmission. Composed of special resinous materials, it will not peel, crack or chip, produces smooth and lustrous finish. Comes in clear and seven colors. Resolite Corp., Dept. AB, Attn. B. Magette, Zelenople, Pa. (Circle No. 3067 on reply card, p. 134.)

Floor and ceiling problems solved right here



CONCRETE PAINTING PROBLEM can be solved with use of Colorflex Plus AWA, a decorative as well as protective coating for floor surfaces. Suitable for use on practically all surfaces, inside and out, it contains a penetrating synthetic resin base which makes it especially good for painting concrete. Suggested by the maker as a superior sealer and coloring for wood, brick, composition, etc. In colors and clear. Flexrock Co., Dept. AB, 3601 Filbert St., Philadelphia 1, Pa. (No. 3068, on page 134.)

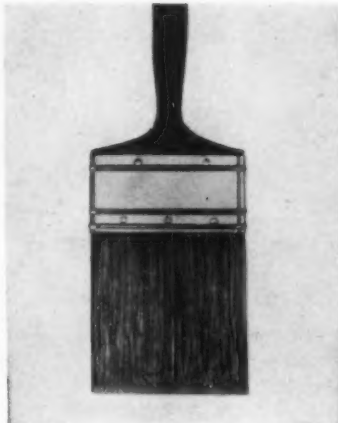


FIREPROOFING STRUCTURAL steel members and steel floor units in building construction can be accomplished easily and thoroughly with Sprayed "Limpet" Asbestos, according to the manufacturer. In addition to fire protection, the coating also guards structural steel members against corrosion. "Limpet" Asbestos can be applied to any surface by blowing it under pressure through specially designed spray machine: Keasbey & Mattison Co., Dept. AB, Ambler, Pa. (Circle 3069, on page 134.)

▼ **Six more products you should know about**



PATCHING, REPAIRING are specialties of this Spackling Paste. A ready-to-use compound, primarily made for plaster, wood and concrete construction, it is strongly adhesive and adheres permanently to any firm surface including glass and metal. Synkoloid Co., Dept. AB, Attn. G. Rayburg, 3345 Medford St., Los Angeles, Calif. (No. 3070, p. 134.)



FINISHING BRUSHES by Honey-Ox are offered for professional finishing work. Perfectly balanced, with chiseled edge, bristles are blend of French bristles and light oxhair. Walnut-lacquered, round grip Jap handle. In four sizes. From Devoe & Reynolds, Dept. AB, 401 W. Main St. Louisville 2, Ky. (Circle No. 3071, on page 134.)



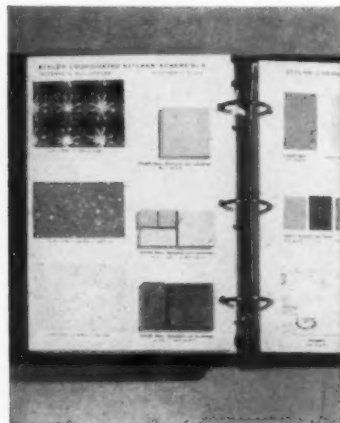
CONTACT CEMENT called 'Stix-grip' has been announced by Adhesive Products. Waterproof and heat-resistant, it bonds decorative laminates to plywood, pressed wood, steel, concrete, plaster, etc. Also bonds leather, linoleum, etc. Adhesive Products Corp., Dept. AB, 1660 Boone Ave., New York 60, N.Y. (No. 3072, on page 134.)



SAFETY FLOOR FINISH, called "Sono-Grip" brushes on like paint, provides a non-slip finish to wood and concrete floors, steel treads and metal decks. Recommended especially for industrial floors, it is resistant to gasoline, alcohol, oil, grease and some acids. L. Sonneborn Sons Inc., Dept. AB, 404 Fourth Ave., New York 16, N.Y. (No. 3073, page 134.)



SET ORNAMENTAL iron rail posts and porch column legs into masonry with the help of "Rail-Set." Product comes in cans of dry powder. Need only be mixed with tap water to make a soft paste. Sets up around post in about 15 minutes. Tennessee Fabricating Co., Dept. AB, 1490 Grimes St., Memphis, Tenn. (No. 3074, on page 134.)



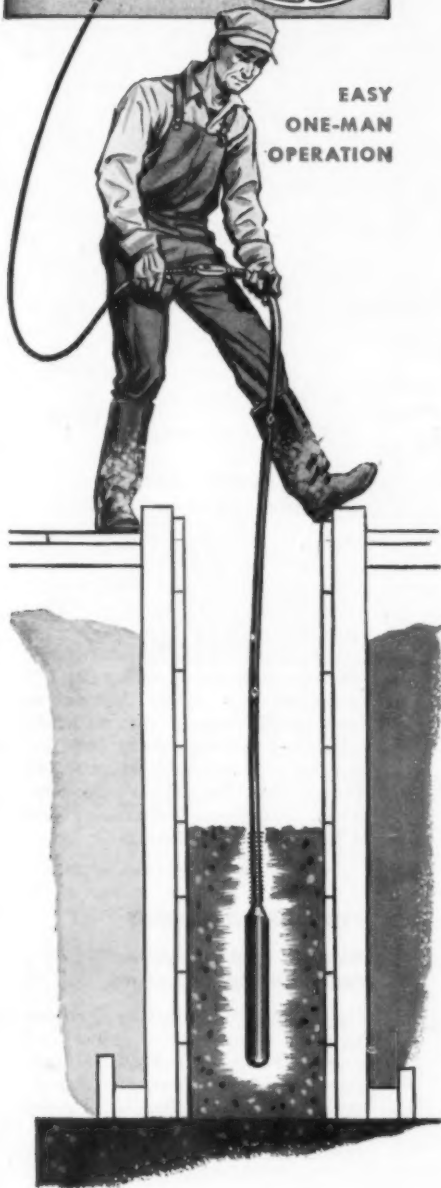
COLOR COORDINATION assured with an offer from Stylon of "color coordinate" books assembled by a decorator. System shows eleven color schemes, each for bath and kitchen with sample swatches of wallpaper, paints, tiles, etc., plus trade names and local outlets. Stylon Corporation, Dept. AB, Milford, Mass. (Circle No. 3075 on card, page 134.)

25% more power! Lower vibrating cost!

Can be plugged into any standard 115-volt DC or 60-cycle AC outlet or portable generator plant.



**EASY
ONE-MAN
OPERATION**



New Thor Motor-in-head Concrete Vibrator

UNIVERSAL ELECTRIC

Better Vibration — Greater power and higher speed permit better penetration and compaction in stiffer mixes.

A Thor First — Exclusive new vibrating mechanism is housed in a special abrasion-resisting one-piece, heavy-wall housing. Bearing loads practically eliminated. Longer bearing life and increased operating efficiency are assured. No welded construction.

15,000 R.P.M. Thor Motor — Specially designed for concrete vibrating, triple-insulated against heat and heavy loads. Thermal controls automatically shut off current in case of excess heat or overload.

Reduce Costly Down Time! — Thor's motor-in-head construction does away with heavy, cumbersome, high-maintenance flexible shafts—permits easy one-man operation.

Streamlined Submersible Switch — Can't catch on reinforcing metal because it's round, smooth, and tapered to hose diameter, concrete-proof and moisture-proof. Special operating hose is neoprene-covered and neoprene-lined to resist oil, grease, and gasoline. Flexible, easy to maneuver on forms.



Model CV2-10 has 10-ft. hose and switch.

Model CV2-20 has 20-ft. hose and switch.

Model CV2-210 has 10-ft. hose on each end of switch.

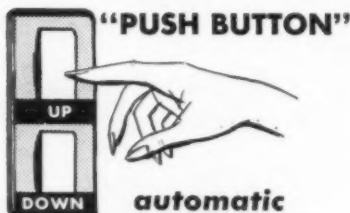
All models include 25-ft. 3-conductor electric cable. Ask your Thor distributor for a free demonstration. Thor Power Tool Co., Prudential Plaza, Chicago 1, Ill.

THOR POWER TOOL COMPANY, Chicago

Branches in all principal cities



4 NEW PRODUCTS



ELECTRIC STAIRWAY

Fully automatic... Smooth operating, quiet. It's big, wide and beautiful. Eight inch treads. Precision engineered to last a lifetime and to give trouble-free operation. Complete new design. Many new uses!

PAINTS & SPECIALTIES



Cement coating provides durability, lasting color

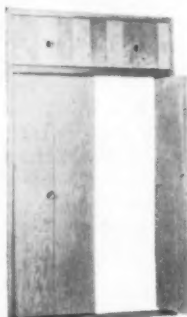
A cementitious material in powder form is both a hardener and a densifier. The product, Hydroment, is the answer to the problem of combining greater durability with permanent color and beauty in concrete floors. Increases the density of the concrete surface and withstands severe abrasive wear, is non-dusting and non-rusting. Upco Co., Dept. AB, 4805 Lexington Ave., Cleveland 3, Ohio.

Circle No. 3076 on reply card, p. 134.



NEW!

Prefabricated Cedar Closet—For homes where quality counts. Made of 3/4" tongue and grooved Tennessee Aromatic Red Cedar. Reinforced with 1 1/2" Aluminum angle. Folding doors. Assemble in 30 to 45 minutes. Perfect for your quality homes. Truly a quality PRECISION product.



NEW!

Completely assembled Closet Front—Just set in place. Doors operate on strong aluminum track (top & bottom). Nylon pivot bearings and guides for quiet lifetime service.

NEW! SUPER DELUXE folding STAIRWAY

The ultimate in folding stairways as only PRECISION makes them. Bigger, sturdier. Wide treads. Hydraulic safety checks for easy, efficient operation.

A DISAPPEARING STAIRWAY FOR EVERY NEED

- Precision Standard
- Precision Deluxe
- Precision Super Deluxe
- Precision Electric

the Low Cost Line

- Simplex
- Super Simplex

PRECISION PARTS CORPORATION

400 North First Street

Nashville 7, Tennessee

Manufacturers of America's most complete line of Stairways

TOOLS & EQUIPMENT

Cutting tool sharpener will joint, bevel, grind

Newly developed machine sharpens and sets circular saws, planer and jointer knives, household and garden tools. It will joint, gum, bevel, grind, and set all types of circular saws. From 4 to 24 inches in diameter. Belsaw Machinery Co., Dept. AB, 7467 Field Building, 315 Westport Rd., Kansas City 11, Mo.

Circle No. 3078 on reply card, p. 134.

MORE ON PAINTS, PAGE 160.

QUIET ELEGANCE



The EMPEROR

by *BRIGGS BEAUTYWARE*
SUPERIORITY YOU CAN DEMONSTRATE

The magnificent Emperor—shown here in round- and elongated-front models—gives you a definite sales plus because it is the finest closet on the market and its superiority is immediately apparent.

The low, massive one-piece design is luxuriously modern and its non-overflow feature and almost inaudible operation are easily demonstrated.

The Emperor—another outstanding example of

Briggs craftsmanship—is available in the five famed Beautyware compatible colors and in white.

Lead with your ace: Stock or specify the Emperor for sales acceptance and customer satisfaction.

BRIGGS

beautyware

BRIGGS MANUFACTURING COMPANY • DETROIT, MICHIGAN

TRADE-WIND

PRE-WIRED

VENTILATING HOODS

**for QUICK, EASY
INSTALLATION!**

You make just one electrical connection and a Trade-Wind Ventilating Hood is ready to use!

Trade-Wind pre-wires each hood at the factory, making all connections to the light and control switch.

In addition, both the Trade-Wind Salem and Stationary Hoods are now equipped with special break-away tops which are cut out and scored to take any of the 3 Trade-Wind Ventilators (Models 3501 — 550 C.F.M., 2501 — 425 C.F.M., 1501 — 300 C.F.M.) The Ventilators can be located either at the left or right side of the hoods. All the Ventilators have Slide Filters for easy cleaning.

The Patrician is supplied as a complete package with the AF-7 Ventilator. All hoods are easily installed without special tools.

You Get **MORE** with **TRADE-WIND**

- 3 Striking Hood Styles
- All Hoods Pre-Wired
- Handy Break-Away Tops Fit 3 Trade-Wind Ventilators
- 5-Standard Hood Lengths
- 3 Popular Hood Finishes
- Exclusive Touch-Bar Control



**PATRICIAN
VENTILATING HOOD**

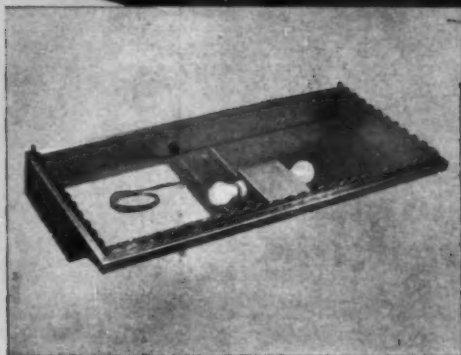
Budget priced packaged unit complete with AF-7 Ventilator, light and double light ventilator switch. 5 standard lengths in satin chrome and copper tone. Standard model has Ventilator at left side; center or right positions available; also colors on hood.

**STATIONARY
VENTILATING HOOD**

Stunning modern design pre-wired with 3 speed control and light operated by Touch-Bar. For use with Trade-Wind 3501; or with 2501 or 1501 Ventilator and slide filter. 5 standard lengths in brushed copper (it's real!) or stainless steel finish. Hood has exclusive Trade-Wind baffle plate.

**SALEM
VENTILATING HOOD**

Beautiful Early American design in antique copper (it's real!), pre-wired with 3 speed control and light operated by Touch-Bar. For use with Trade-Wind 3501; or with 2501 or 1501 Ventilator with slide filter. 5 standard lengths. Hood has exclusive Trade-Wind baffle plate.



IT'S A SNAP!

Simply break-away top to fit any Trade-Wind Ventilator at right or left side. Note that light and control switch are completely pre-wired.



ANOTHER TRADE-WIND EXCLUSIVE!

Touch-Bar control for both light and 3 speed switch on the Salem and Stationary. This striking modern design eliminates confusing array of colored buttons.



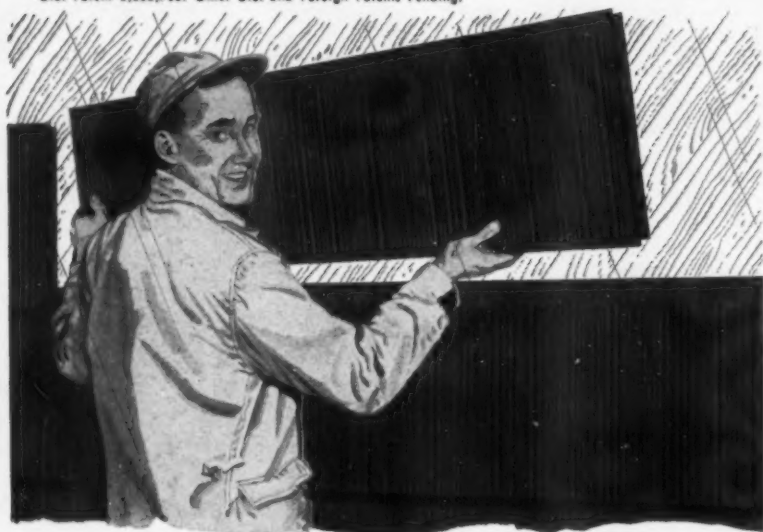
Trade-Wind Motorfans, Inc. 7755 PARAMOUNT BOULEVARD, DEPT. AB, RIVERA, CALIFORNIA

**Avoid
COSTLY
DELAYS**

WITH

**Shakertown[®]
GLUMAC[®] UNITS**

U.S. Patent 2,232,786. Other U.S. and Foreign Patents Pending.



- ALL-WEATHER APPLICATION
- ALL-WEATHER PROTECTION

Put 'em up rain or shine! Long, 46 3/4" Glumac Units are factory stained selected cedar shakes bonded to all-weather asphalt impregnated insulation board. . . in 12 beautiful colors with matching colored nails and "jiffy" corners. Don't let bad weather turn your profits into losses. Save up to 70% in installation time . . . in any weather . . . with Glumacs!

Write for Your Builders "Bell Ringer" Program



THE PERMA PRODUCTS COMPANY
20310 Kinsman Road, Cleveland 22, Ohio
We want your Shakertown "Builders Bell Ringer."

Shakertown[®]

Name.....
Address.....
City.....
State.....

**American
Builder** New products

TOOLS & EQUIPMENT



Power tool of advanced design lifts, lowers and pulls

A heavy duty manually operated power tool, the Multi-Pul, which is versatile, light weight, safe and economical is now available. It is easily handled by one man as the twin unit weighs only 29 lbs. and the single unit 21 lbs. Outstanding among construction features are the self-contained servo action brakes in each side of the reel. Precision built for maximum durability. It is claimed that this reliable self contained cable unit can replace all similar equipment now in use. Multiple Corp., Dept. AB, 1908 N. Main St., Dayton 5, Ohio.

Circle No. 3079 on reply card, p. 134.



Tool of a thousand uses now safety-engineered

A hand stud driver which is self-contained and self-centering is now equipped with a safety handle. This handle is removable and adjustable to any position which makes close work in deep channels or boxes possible. Constructed of the highest quality alloy steel, properly treated to insure maximum safety, long life, and trouble free service. Produces uniform results in concrete block, cinder block, brick and steel. More information from Fastening Devices, Inc., Dept. AB, 369 50th St., Brooklyn 20, N.Y.

Circle No. 3080 on reply card, p. 134.



SALES SECRET:

NEW FIRE-PROOF CLAPBOARD

Newest siding sales feature for homes — beautiful clapboard of fireproof asbestos and cement. Ruberoid's exclusive Duroc® finish seals in color beauty, seals out dirt. Autoclaving guarantees against shrinkage for permanent tight fit. Tell buyers sidewalls can't rot or wear out, need almost no maintenance. Make your homes easier to sell with new Ruberoid Autoclaved Clapboard.

SPECIFICATIONS:

Av. Approx. Wt./Sq. . . . 195 lbs
Pieces/Sq. 39 lbs
Bundles/Sq. 3
Size 8 3/4" x 48"
Exposure 7 3/4" x 48"
Headlap 1"

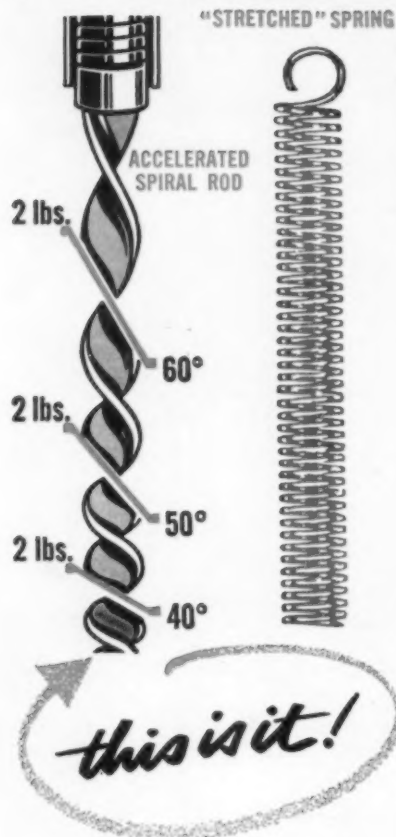
Colors: Sno-White, Mist Green, Shell
Coral, Cloud Gray and Canary Yellow

RUBEROID
AUTOCLAVED *CLAPBOARD*

ASPHALT AND ASBESTOS BUILDING MATERIALS

For more information, ask for Autoclaved Clapboard folder #1359.
Write The Ruberoid Co., 500 Fifth Avenue, New York 36, N. Y.

ONLY ONE IS A SASH BALANCE!



BE SURE-INSIST ON *Unique*

The value of UNIQUE is unmistakable. The *accelerated* spiral rod maintains positive counterbalance—at all times, at all positions. Weatherstrip "pinch" and "friction" is eliminated with UNIQUE, the sash balance that IS a balance.

OVER 174 MILLION NOW IN USE. Ask your Building Supply Dealer for double-hung windows *balanced* with UNIQUE. Make your windows a Sales Feature!

**UNIQUE
BALANCE CO.**

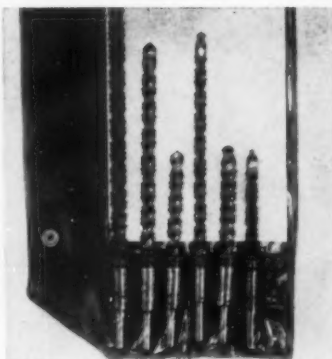
41 MAGEE AVE.
STAMFORD, CONN.

Send for catalog today!

American
Builder

New products

TOOLS & EQUIPMENT



Heavier drill-routers kit now available

Complete kit of drill-router tools has just been introduced. Improved steel has been used to make each tool still more flexible. Obtainable in diameters from $\frac{1}{4}$ " to $1\frac{1}{8}$ " and up to 7" in length, these drill-routers will pierce 6" plaster walls, window casings or hardwood floors. Also have numerous other applications in the construction and installation field. Information from Tec Imports, Dept. AB, 14525 Bessemer St., Van Nuys, Calif.

Circle No. 3081 on reply card, p. 134.

KITCHENS, APPLIANCES



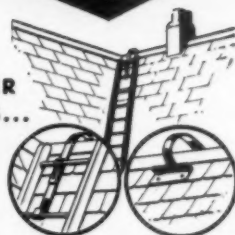
Built-in refrigeration models for 1957

A complete new line of refrigeration equipment has been designed to accommodate both large and small kitchens in every conceivable arrangement. All cabinets are complete units and hence there is little installation expense. Comes in a wide variety of colors to fit any kitchen decor. Fiberglass insulation used throughout all cabinets. From Sub-Zero Freezer Co., Dept. AB, P. O. Box 2017, Madison, Wis.

Circle No. 3082 on reply card, p. 134.

For SAFE... EASY
Roofing and Siding
Jobs Get
"TROUBLE SAVER"
Scaffolding
Accessories

LADDER HOOKS...



... make hard-to-reach areas easy-to-get-at. Special pivot permits ladder to ride valleys with complete safety. Plate protects roof. Only 6 lbs.

ROOFING BRACKETS...



... adjustable. Provide safe staging at any pitch. Suitable for all jobs, on any type roofing. Holds 2" x 10" plank. 5½ pounds.

SHINGLERS...



... hold staging with just two nails. "Regular" for 2 x 4 on edge. "Wide" for 2 x 4 on side. Removable without raising shingle.

LADDER JACKS



◀ Rail-type JACK

Adjusts to any pitch. Uses ladder side rails for extra support. 24 lbs. a pair.

▶ One Man JACK



Distributes weight on three rungs. Adjusts to any pitch on either side of ladder. 20 pounds a pair.

• FOR COMPLETE DETAILS... on all "Trouble Saver" Scaffolding Accessories, write to—

THE STEEL SCAFFOLDING COMPANY, INC.

856 Humboldt Street, Brooklyn 22, N. Y.
Telephone: EVERgreen 3-5510

AMERICAN BUILDER



sell the Missus and you sell the home!

MATICO® FLOORS

give homes that **MORE-FOR-THE-MONEY** look

Here's a simple bit of sales strategy that works every time! Give your homes that distinctive, individualized luxury-look by installing MATICO high-style flooring . . . and the sale is half made! Yes, women really go for MATICO's fresh colors and original patterns . . . just as they appreciate its long-wearing,

work-saving qualities. Select nationally-famous, economical MATICO tile flooring for your next project and see how it helps sell on first inspection.

MATICO helps you sell the Missus with full-page, full-color ads in national magazines!



MASTIC TILE CORPORATION OF AMERICA

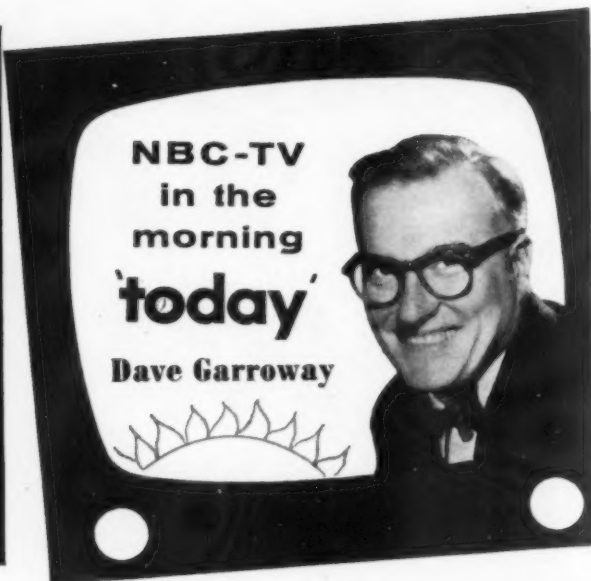
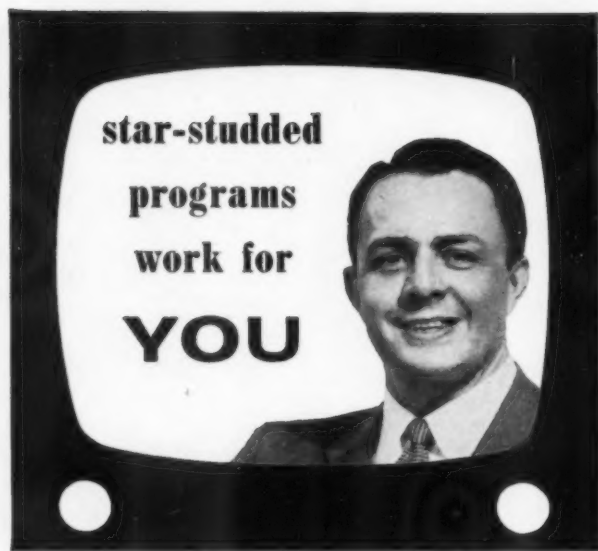
Houston, Tex. • Joliet, Ill. • Long Beach, Calif. • Newburgh, N.Y.

Rubber Tile • Vinyl Tile • Asphalt Tile
Confetti • Aristoflex • Parquetry
Maticork • Cork Tile • Plastic Wall Tile

Mastic Tile Corp. of America,
Dept. 5-3, Box 986, Newburgh, New York
Please send me free samples and full information about MATICO tile flooring.

Name.....
Address.....
City..... Zone..... State.....

How this BIG NETWORK TV

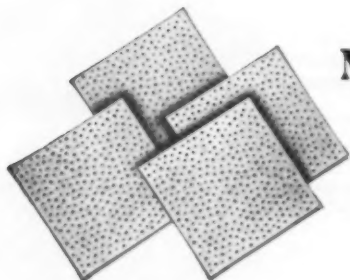


Stars known and welcomed by millions—topnotch shows of established popularity—help you sell the features that people want most in their homes today! What are

those features? First—year-round comfort, savings on heating and air conditioning costs. Second—a quiet, restful home with no noise nuisance.

Balsam-Wool insulation with reflective liners

Balsam-Wool sealed insulation with reflective liners is an ideal insulation for the air conditioned home—or any home. This new product was especially developed for air conditioning economy...greater summer and winter comfort. Exclusive spacer flanges position the blanket for maximum efficiency...allow proper air spaces on each side of the blanket. Balsam-Wool sealed blanket insulation is sold under a money-back attic guarantee.

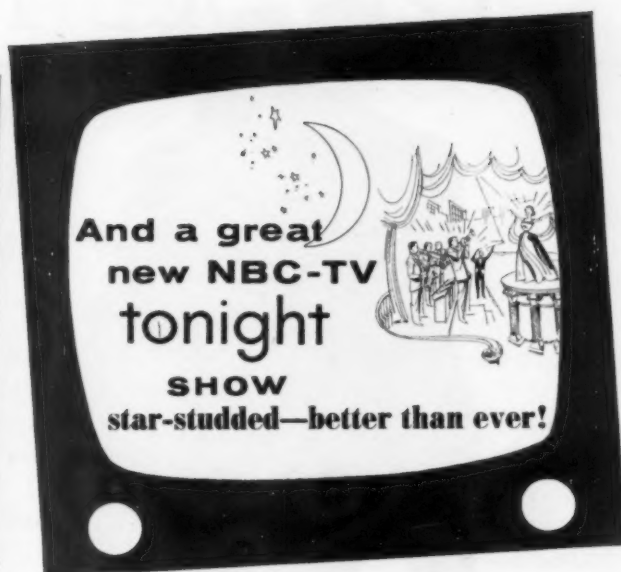


Nu-Wood random drilled acoustical tile

Another big, new product to meet today's demand is Nu-Wood random-drilled acoustical tile. This predecorated, light reflective tile helps create a pleasing, over-all pattern when used on ceilings or walls...brings beauty as well as noise-quieting into the home. The full-random pattern lends a smart, yet practical, touch to your homes.

And the joints are *all-purpose* for quick, easy, 4-way application—you can use Nu-Wood clips, staples, nails or adhesive.

helps you sell quality homes



Sells home-buying prospects on the features they want most

Balsam-Wool sealed insulation with reflective liners fits the ever-growing demand for home comfort and savings—because research has demonstrated that a properly insulated home can be heated or air conditioned for as little as \$12.00 per month.

Nu-Wood random drilled acoustical tile—beautiful, efficient—is especially designed to take the nuisance out of noise. Both these nationally advertised products are now brought into homes throughout the country through the medium of network television!

How YOU can benefit

Balsam-Wool insulation with reflective liners and Nu-Wood random drilled acoustical tile are sold only by lumber dealers. See *your* lumber dealer now. Ask him about attractive, eye-appealing displays that help sell *your* prospects, and about TV posters you can use

in selling homes to today's quality-minded market. Let Balsam-Wool® and Nu-Wood® help you have a better, brighter, more profitable 1957!

Wood Conversion Company, Dept. 118-37, First National Bank Building, St. Paul 1, Minnesota.

NU-WOOD

BALSAM-WOOL

TWO GREAT PRODUCTS FOR THE BUILDING INDUSTRY



"And—our dream house is being
comfort protected with ***REFLECT-O-RAY***"

No question about it—dream homes quickly become realities in these days of modern thinking and living. Alert builders provide the best in home insulation with the *least dollar expenditure*, by using materials faced with REFLECT-O-RAY. Millions of tiny, polished aluminum flakes, permanently bonded to tough, durable backing paper reflect summer's

hot sun and winter's furnace heat to make indoor living a comfortable pleasure, regardless of outside temperatures. REFLECT-O-RAY is also a natural "Breather" sheet. It prevents condensation build-up without losing any of its reflective properties. For year 'round comfort everybody can afford, ask for and use insulations faced with REFLECT-O-RAY.

*REFLECTIVE "BREATHER" SHEET FACING

FOR INSULATION BLANKETS AND BATTS UTILIZING
ON THESE AND OTHER FAMOUS BRAND INSULATIONS:



REFLECT-O-RAY is an Aluminum Pigmented product of
THE APPLETON COATED PAPER COMPANY
APPLETON, WISCONSIN

American Builder New products

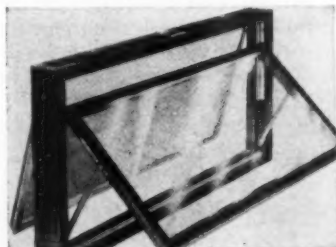
WINDOWS AND DOORS



Double hung window has removable sash

A new double hung window with a removable sash has just been introduced. The "Easy Out" window is said to be much easier to operate than other similar models. The sash are held securely in place by a spring loaded channel in the left jamb and a unique locking bar on the right. Merely pressing a tab on the sash rail releases both sash. Other features include weather-stripping and adjustable spring action. More and complete information available from Etling Window Company, AB, Barberton, Ohio.

Circle No. 3083 on reply card, p. 134.



Multi-purpose window combines durability, beauty

Plastivent combines the long lasting qualities of plastic frames and the beauty of wood sashes. This ventilating window unit may be used individually or combined with any Plyco View Unit to provide pleasing window walls. Outstanding engineering feature of all units is that there is one universal frame design. Basic unit includes plastic frame set up with toxic-treated ponderosa pine one-lite sash installed with all hardware applied. For more complete information write Plyco Corp., AB, Elkhart Lake, Wisc.

Circle No. 3084 on reply card, p. 134.

Should *you* go in for house "trade-ins"?

*Gold Bond's new booklet,
"Plain Facts About Trade-In Housing,"
may help you decide*

MANY BUILDERS TODAY are finding they can sell more new homes by taking old ones in trade. It's a significant trend . . . and it may be something that will help boost your own sales volume.

Frankly, we don't know if you should trade or not. But we do think you ought to know more about it.

Just how big is the trade-in market? What is its potential? Are house "trade-ins" the next step for you?

To answer these and other important questions for you National Gypsum Company asked independent architectural editor John Peter to prepare a comprehensive study of "trade-in" housing. It is based on interviews with builders and building experts across the country. And we offer you a copy of this booklet free, because we believe it will be helpful to you in your own business.



In this book you'll find answers to such questions as:

- When should you begin to consider trades?
- What local conditions offer you the best chances for success with trade-ins?
- Who are your best customers likely to be?
- What are the advantages (and obstacles) in trade-ins?

The booklet contains typical agreements other builders are using, plus examples of successful advertising they've run, leaflets and mailing pieces that have worked well for them.

"Plain Facts About Trade-In Housing" is written for builders considering trade-ins . . . and for those who already are taking houses in trade. Any person or firm in the building industry is entitled to a copy of this informative booklet. **TO GET YOURS, SIMPLY FILL IN THE COUPON BELOW AND DROP IN THE MAIL.**



NATIONAL GYPSUM COMPANY

free

**NATIONAL GYPSUM COMPANY
Dept. AB-37, Buffalo 2, N. Y.**

Please send me my copy of
"Plain Facts About Trade-In Housing".

Name _____

Firm _____

Address _____

City _____ Zone _____ State _____

Kennatrack®

...the complete line of sliding door hardware

Brand new from Kennatrack—Kenna-pak a prefabricated, adjustable sliding door wardrobe header assembly complete with steel header, Scottie Series 2050 hardware and wood nailing strips for wardrobes using $\frac{3}{4}$ " and $1\frac{1}{4}$ " doors. Pre-assembled, Kenna-pak cuts labor and installation costs while adding to the beauty of sliding door wardrobe installations.



Patent Pending

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

CUTS COSTS — SAVES LABOR — ADDS BEAUTY

Parts vs. Pieces—You work with one prefabricated piece rather than many parts.

Uniform Openings—One height from finished floor for all standard openings.

Eliminates Fascia and Door Cutting—Trim is nailed directly to wood nailers, leaves normal $\frac{3}{16}$ " reveal. Conceals hardware. Minimum headroom allows full use of standard 6'8" doors.



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

Series 1900
Kenna-pak
Trade Mark

Adjustable, one piece header and hardware for wardrobes using $\frac{3}{4}$ " and $1\frac{1}{4}$ " sliding doors



Adjustable Kenna-pak is nailed flush with side jambs



One man raises Kenna-pak and jambs into place

Kennaframe®
Pat. 2,732,919



SLIDING DOOR POCKET FOR $1\frac{1}{4}$ " DOORS

Series 800 for doors up to 150 lbs.
Series 900 for doors up to 100 lbs.

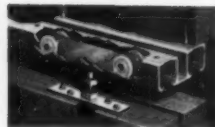
EASY TO INSTALL

Pivotal connection of header and jambs allows independent leveling and plumbing of these members. Track can be removed without disturbing finished wall.

All Steel • Warp proof • Removable Track • 8 Wheels Per Door • Prefabricated • Completely packaged • Fits all 2 x 4 walls • Adjustable 3 ways • Takes any type wall construction



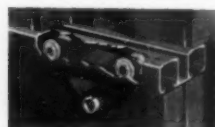
SERIES 250-A For $\frac{1}{2}$ " kitchen and other cabinet doors. Exclusive step-up design hides hardware. Permits flush mounting. Eliminates fascia board millwork.



SERIES 600 For $1\frac{1}{2}$ " and $1\frac{3}{4}$ " wardrobe by-passing doors. Center mounted, adjustable hangers. 8 self-aligning nylon wheels. Min. headroom 1-15/16". Max. door wt. 100 lbs.



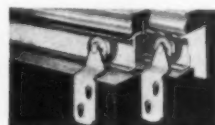
SERIES 300-A For $\frac{3}{4}$ "- $1\frac{1}{4}$ " single doors. Center mounted, non-adjustable hanger. 8 self-aligning nylon wheels. Min. headroom 1". Max. door wt. 100 lbs.



SERIES 600 For $1\frac{1}{2}$ " and $1\frac{3}{4}$ " wardrobe by-passing doors. Center mounted, non-adjustable hangers. 8 self-aligning nylon wheels. Min. headroom 1". Max. door wt. 100 lbs.



SERIES 350 For $1\frac{1}{2}$ " closed pocket door installations. Center mounted, adjustable hanger. 8 self-aligning nylon wheels. Minimum headroom 1-15/16". Max. door wt. 100 lbs.



SCOTTIE FASCIA TRACK SERIES For $\frac{3}{4}$ " (Series 5000) and $1\frac{1}{2}$ " (Series 5500) by-passing doors. Track can be installed after trim. Anodized fascia can be left plain or painted. Max. door wt. 75 lbs.



SERIES 400-A For $1\frac{3}{4}$ " closed pocket or heavy by-passing doors. Center mounted, precision ball bearing axles. 8 self-aligning nylon wheels. Min. headroom 2 $\frac{1}{2}$ ". Max. door wt. 150 lbs.



SCOTTIE SERIES 2050 One package, track, hangers and guide for both $\frac{3}{4}$ " and $1\frac{1}{2}$ " by-passing doors. (Series 2025 for 1" and $1\frac{1}{2}$ " doors). (Series 2075 for $1\frac{3}{4}$ " doors). Max. door wt. 75 lbs.



Solid Brass ACCESSORIES
All Standard Finishes

Write For Complete Catalog
Kennatrack®
CORPORATION

A SUBSIDIARY OF EKCO PRODUCTS COMPANY
ELKHART, INDIANA

In Canada: Kennatrack Corp., (Canada) Ltd., Toronto

HERE'S COMFORT EVERYBODY CAN AFFORD



This home—properly engineered with aluminum-clad insulation—is heated and air conditioned for less than \$12.00 a month

Because adequate insulation surfaced with ALCOA® Aluminum was in the building specs, this 1273-sq-ft home in Toledo is heated and air conditioned today for less than \$12.00 a month.

Built by Scholz Homes, Inc., Toledo, Ohio, it is a fine example of "comfort engineering." Solar orientation, shade trees, correct roof overhang—all contribute to the remarkable results possible with adequate aluminum-clad insulation.

And important to builders, this year-round-comfort selling feature means a smaller furnace and a smaller air-conditioning unit—equipment costs are at least 25% lower when you install adequate aluminum-clad insulation.

For proof, attend the ALCOA Insulation Show when it appears in your area. Live entertainment that dram-

atizes the findings of recent ALCOA-sponsored research, the show is appearing in the thirty cities listed below.

ALCOA's new book about insulation, *Comfort Everybody Can Afford*, contains valuable information that will help you sell better houses—faster. Return the coupon and we'll be happy to send you a copy.

Alcoa does not make insulation of any kind. It makes ALCOA Aluminum Foil, which many manufacturers use to produce several types of insulation.

INSULATION SHOWS IN THESE CITIES

Baltimore, Birmingham, Boston, Buffalo, Cincinnati, Cleveland, Dallas, Detroit, Fort Worth, Indianapolis, Kansas City, Long Island, Louisville, Miami, Milwaukee, Minneapolis, Newark, New Orleans, Norfolk, Phoenix, Portland, Sacramento, San Bernardino, San Diego, San Mateo, Seattle, Tampa, Washington, Westchester Co., N. Y., Wichita.



THE ALCOA HOUR
TELEVISION'S FINEST LIVE DRAMA
ALTERNATE SUNDAY EVENINGS



Aluminum Company of America, Industrial Foil Division
1610-C Alcoa Building, Pittsburgh 19, Pennsylvania

Gentlemen: Please send my free copy of your new book about insulation, *Comfort Everybody Can Afford*—and tell me time and place of the Insulation Show in my area.

Name _____ Title _____
Firm _____
Street _____
City _____ Zone _____ State _____

"ROTO-GLO

MERCHANDISING HELPED US
SELL 100 HOMES IN 60 DAYS"



The Suburbanite
Lincoln, Nebraska
Architect:
Uothank &
Uothank

Strauss Bros. of Lincoln, Nebraska aimed for quick sales. And Roto-Glo quiet switches helped them roll up a record!

Strauss specified Roto-Glo, not only because it's a top-quality switch, but because the largest national advertising and merchandising campaign in wiring device history pre-sold their home-buying public on Roto-Glo. And for only a few cents more per switch, Roto-Glo gives a touch of luxury in every room. Whisper quiet, glow-in-the-dark knobs, Roto-Glo is designed for quick, economical installations.

Here are some of the P&S merchandising aids Strauss Bros. used to cash in on Roto-Glo popularity. Eye-catching mobiles, display cards, and switch tags... all were used to tie in Strauss Bros. homes and P&S advertising.

To learn how you can cash in on Roto-Glo advertising... for your FREE supply of merchandising aids, see your wholesaler or write us direct to Dept. AB-8.



PASS & SEYMOUR, INC.

SYRACUSE 9, NEW YORK
60 E. 42nd St., New York 17, N. Y. 1229 W. Washington Blvd., Chicago 7, Ill.
In Canada: Renfrew Elec. & Refrig. Co., Ltd., Renfrew, Ontario

MAKE THE COMPLETE JOB COMPLETELY P&S

American Builder New products

WINDOWS & DOORS

Golden hardware highlight of doors

Golden hardware is featured on all models of residential and industrial overhead doors by Ridge Door Co. Golden hardware is heavy gauge steel which is zinc chromate plated to prevent corrosion by climatic conditions. This system of plating was successfully developed for the U. S. Navy for protection of marine hardware. Hardware not only adds strength and durability but also is decorative for any style door. More information obtainable from Ridge Door Co., Dept. AB, Drawer 213, Monmouth Junction, N.J.

Circle No. 3085 on reply card, p. 134.



Closet door offers both beauty and ventilation

A closet door unit that both beautifies and ventilates is offered by Yetter. Comes in two functional designs: the "Bypassing" sliding door and the "Slide-N-Fold". Both are available in six panel-texture variations as well as six color choices. All types provide free-flow ventilation that reduces mildew and moisture. Doors come complete and ready to use and are made with 18 opening sizes. Yetter, Dept. AB, P. O. Box 505, Savannah, Ga.

Circle No. 3086 on reply card, p. 134.

Addition in hardware with olive knuckle hinge

New type olive knuckle hinge is as inexpensive and easy to install as a butt hinge. Right or left hand hinges available in various finishes for interior or exterior doors. Fixed hinge pin which rotates within nylon bushing. Soss Mfg. Co., Dept. AB, P. O. Box 38, Harper Station, Detroit 13, Mich.

Circle No. 3087 on reply card, p. 134.

they came,



they saw...



they concurred!

Caesar couldn't have been thinking of KitchenAid back in 48 B.C., when he said, "I came, I saw..." but his words describe the feelings of today's home buyers when they see a new house with a built-in KitchenAid Dishwasher.

It's surprising how many home buyers concur that this is the house they want, particularly when they see the extra quality of a KitchenAid designed right into the original plans. Why? Because KitchenAid means "the finest made"... the finest "maid"...and *more time for family living!*

But why KitchenAid? Records show that it is the best performing automatic dishwasher in the industry. It is the only dishwasher with Hobart revolving power wash action that cuts through the toughest dried-on foods. It is the only dishwasher with separate motor and blower fan circulating electrically heated air for clean, quick drying.

KitchenAid has two independently sliding, cushion-coated racks (top rack adjustable for greatest capacity) and front-opening door for handiest loading. Easiest to install in either gravity or automatic pump-drain styles, the seven KitchenAid models offer one that is exactly right for any type of home construction.

A built-in KitchenAid with a rich Antique Copper, Stainless Steel, white or colored enamel front will add sales appeal to the homes you build. Check Sweet's Architectural File for complete specifications or send in the coupon.

KitchenAid Home Dishwasher Div., The Hobart Manufacturing Co., Troy, Ohio. In Canada: 175 George Street, Toronto 2.



KitchenAid®

The Finest Made... by



The World's Largest Manufacturer of Food, Kitchen and Dishwashing Machines

KitchenAid Home Dishwasher Div.
The Hobart Manufacturing Co., Dept. KAB
Troy, Ohio

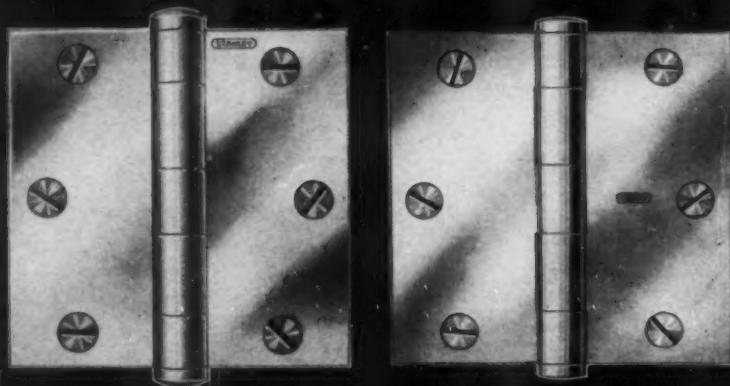
- Please send literature and information.
- Please send name of nearest distributor.

Name.....

Address.....

City.....Zone.....State.....

STANLEY Hardware



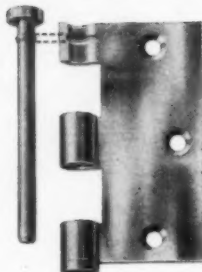
Standard of the World

Leader in the Low-Priced Field

More lasting value in your homes

Stanley's famous 241 hinge now has a pin that is *guaranteed not to rise*. For removal, the pin must be tapped out through the patented hole in the bottom tip.

It's another example of Stanley leadership, another reason why more builders insist on Stanley hinges than on any other make.



Check Stanley hinges against comparable items made by anyone, anywhere in the world.

The 241 and 741 hinges shown above are available in all standard sizes and finishes—regular weight (241) and light weight (741). Round cornered hinges are also available for faster installation with power-driven mortisers.

Whether they're new or 25 years old, the leaves of all Stanley hinges of the same size and type are always perfectly interchangeable.

REMEMBER...  THREE HINGES TO A DOOR

Send for your free copy of Stanley's 1957 Hinge Guide.
Write Stanley Hardware, 103 Lake St., New Britain, Conn.

AMERICA BUILDS BETTER AND LIVES BETTER WITH STANLEY

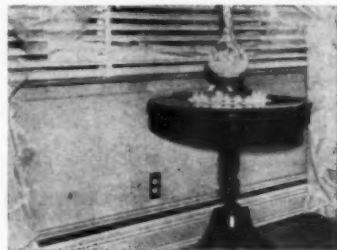
STANLEY

This famous trademark distinguishes over 20,000 quality products of The Stanley Works—hand and electric tools • drapery, industrial and builders hardware • door controls • aluminum windows • metal parts • coatings • steel and steel strapping—made in 24 Stanley plants in the United States, Canada, England and Germany

American
Builder

New products

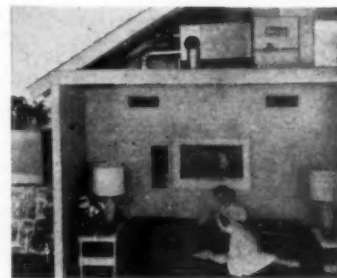
HEATING, VENTILATING, A/C



Heating efficiency provided with less cost

The standard residential baseboard line has been expanded to include new Trimline "Electric" baseboard. This Electric Baseboard provides the same heating efficiency as steam or hot water without the expense of a fuel tank, piping, blower or chimney, hence costs for a central heating system are reduced. Also eliminates smoke, soot or wall smudges. Electric Trimline is equipped with two heating elements automatically controlled for economy operation. Can be painted to blend with walls. More complete information from Vulcan Radiator Co., Dept. AB, Hartford, Conn.

Circle No. 3088 on reply card, p. 134.



Weathermaker takes little space, cuts costs

"Climate-Balanced" unit just introduced is the latest advance in all-electric heating and cooling. The small indoor unit, little larger than a room air conditioner, can do entire job of year-round air conditioning for the home. This heat pump is engineered for high efficiency over the range of normal winter and summer use in order to cut operating cost. Also designed to reduce first cost and permit wide choice of installation possibilities. Carrier Corp., Dept. AB, Syracuse 1, N. Y.

Circle No. 3089 on reply card, p. 134.



Every level of light . . . from dark to full bright . . . with LUXTROL



"...most talked-about feature!"

"...fascinates home-buyers!"

"...helps sell new homes!"

—that's what builders are saying about LUXTROL Light Control

From all parts of the country, builders write that LUXTROL is making a big hit with home-buyers . . .

Hillcrest Lumber Company, De Pere, Wisconsin "... LUXTROL is the most talked-about feature of the Better Homes & Gardens Idea Home. . . people never thought it possible that light could create such decorative effects!"

Rolling Ridge Homes, Northport Village, Long Island ". . . prospective buyers are most fascinated by LUXTROL. They love the idea of dialing any degree of light they want—from a dim glow to complete brightness! . . . really helping to merchandise houses!"

Ernest Widmer, Builder, Daytona Beach, Florida "LUXTROL Light Controls help sell homes because they're trouble-free, economical to purchase and operate, and they provide easy selection of light levels for any occasion . . ."

H. C. Roberts & Sons, Anaheim, California "Our Electric-Living Home includes all the latest products . . . the unequalled flexibility of light provided by LUXTROL is definitely outstanding. It gives the homeowners light for every mood and every seeing need."

Use LUXTROL in your new homes . . .
as an exciting extra

Take a tip from these successful builders. Install LUXTROL and show off your new homes in their *best light*. It adds that final, ultramodern touch home-buyers really go for!

Plan to cash in on all these LUXTROL advantages: *Versatility* . . . ideal for any room . . . fluorescent and incandescent lighting. *Ease of installation* . . . simply replaces ordinary wall switches. *Safety* . . . a precision-built, cool operating auto-transformer, not a rheostat.

The moderate cost of LUXTROL makes it a natural for homes in every price range. Contact your electrical contractor or mail the coupon today.

new **LUXTROL** light control
A product of THE SUPERIOR ELECTRIC COMPANY

THE SUPERIOR ELECTRIC COMPANY

3037 Demers Avenue, Bristol, Connecticut

Send me literature and where to get delivery of new LUXTROL Light Control.

Name _____

Company _____

Address _____

City _____ Zone _____ State _____

COMING...



When you look for a house...
LOOK FOR *Thermopane*



Another Big Advertising Program

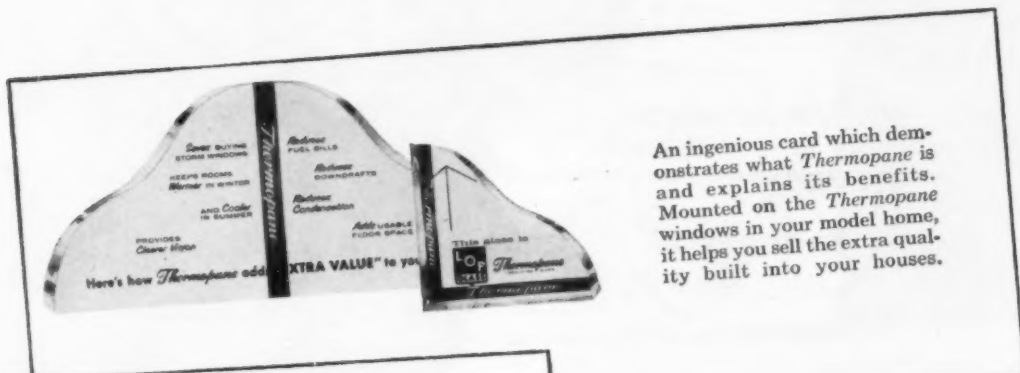


- Exciting ads that show prospective home buyers looking at model homes with windows of *Thermopane*® insulating glass.
- These full-color, full-page ads will appear in the top national magazines . . . the ones builders tell us are most influential with prospective buyers.
- Each ad tells your prospects that there are NO STORM SASH TO BUY, put up, take down, wash and store. And they point out the extra comfort and savings when your home is glazed with *Thermopane* insulating glass.



Thermopane
INSULATING GLASS

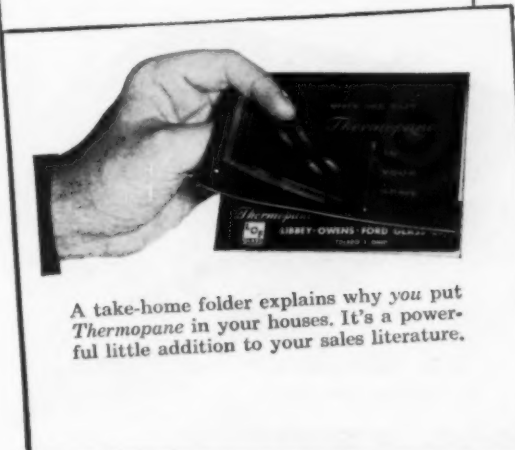
for your model home promotion



An ingenious card which demonstrates what *Thermopane* is and explains its benefits. Mounted on the *Thermopane* windows in your model home, it helps you sell the extra quality built into your houses.



Attractive floor display includes an actual sample of *Thermopane*, tells and illustrates at a glance the "extra value" *Thermopane* adds to your home.



A take-home folder explains why you put *Thermopane* in your houses. It's a powerful little addition to your sales literature.

2

More New Sales Aids

Coming your way . . . a kit full of sales aids and selling ideas that put *Thermopane* solidly on your sales force . . . displays, selling literature, hard-hitting selling sentences for your salesmen to use or to include in your advertising, newspaper mats, radio and TV suggestions . . . a wealth of material any merchandising-minded home builder will appreciate. Ask your L-O-F Glass Distributor or Dealer about it. He's listed under "Glass" in the phone book yellow pages. Libbey-Owens-Ford Glass Company, 608 Madison Ave., Toledo 3, O.

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

BECAUSE
IT'S SO IMPORTANT
TO EVERY
SMART PROSPECT...



colorful, long-wearing
KENTILE® vinyl asbestos tile
helps you sell homes faster!

Yes, sales are easier to close with Kentile vinyl asbestos tile on the floors! That's because prospects know *only* Kentile vinyl asbestos has such beautiful, even marbleizing. What's more, it's greaseproof, stain resistant, easier to clean and so long wearing. In 3 handsome styles (Marbleized, Corktone, and Carnival) and a wide range of decorator colors. Can be used everywhere—even over concrete in contact with earth—yet costs only \$4.80 more than group "C" asphalt tile on an average 8' x 10' floor.

Furthermore, Kentile vinyl asbestos tile (KenFlex®) is pre-sold for you through smart, full-color, full-page ads in 12 of America's finest magazines, such as Look, The Saturday Evening Post, Good Housekeeping, Better Homes & Gardens, McCall's, True Story, and American Home, reaching a multi-million audience. Call your Kentile Flooring Contractor for details now! He's listed under FLOORS in your Classified Phone Directory.

TODAY'S SMARTEST FLOORS WEAR KENTILE

KENTILE FLOORS

AVAILABLE IN VINYL ASBESTOS • SOLID VINYL • CUSHION-BACK VINYL • CORK • RUBBER • ASPHALT TILE . . . OVER 150 DECORATOR COLORS

Vornado

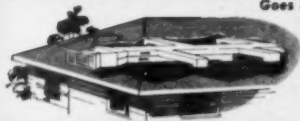
Residential Air Conditioner

... ideal for every home

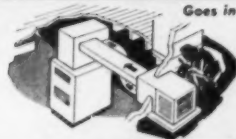
in every price bracket



Goes in crawl space



Goes in attic



Goes in basement

Installs Anyplace

Can be connected with the heating system or installed separately with prefabricated Vornaduct.

Proved in Thousands of Homes



ZONE-SYSTEM INSTALLATION in \$35,000 to \$40,000 home development. One of a 20-home development in Whispering Oaks Addition, Houston, where multiple units of Vornado B-200 and B-350 air conditioners were used for zone-system cooling. Highly praised by Joseph L. Johnson, the builder, Vornado will be used in 34 of their homes now under development. Equipment was installed by Stahl-Myers Air Conditioning Company, Houston, Texas, and represents only one of many such multiple installations which the dealer has been successful in obtaining with Vornado.



SINGLE-UNIT INSTALLATION in \$14,000 to \$15,500 project. One of three models which produced a 4-month sell-out in a 500-home project in Fleetwood Park, N. J., built by Saul Center and Paul Goldman. Eight-room house is of split-level design with four bedrooms and features an all-electric kitchen, playroom, and full basement. Vornado Central Air Conditioning was offered as optional and contributed greatly to successful sales impact, according to the builders.

Product of
The O. A. SUTTON CORPORATION, INC., Wichita, Kansas
World's leading full line manufacturer of comfort cooling appliances

Vornado®

INSTALLS EASIER PERFORMS BETTER

- * **Complete Package.** Vornado puts air conditioning in self-contained, air-cooled package. No extra plumbing, water connections, outside accessories.
- * **Twin System.** Two hermetically sealed, heavy-duty compressor units deliver unequalled capacity.
- * **Factory Warranty.** Assures satisfactory service. Over 7 million satisfied Vornado users.
- * **FHA-VA.** Meets all FHA and VA requirements.

Vornado helps you sell your air-conditioned homes with dramatic...attention-getting...merchandising sales aids. Handout pieces, exterior signs, interior mobiles, decals, publicity stories, ad layouts.

The O. A. Sutton Corporation, Inc.
1812 West Second Street, Wichita, Kansas.

AB

send

I want complete information on your new versatile low-cost Vornado Central Air Conditioners. It is understood there is no obligation.

this

Name _____

coupon

Firm _____

today

Position _____

Address _____

City _____ State _____



best for
painted
board-
and-
batten

GPX YELLOW

PLASTIC SURFACED PLYWOOD

Mr. Builder, board-and-batten, so popular with today's home-buyer, is a real profitmaker for you with GPX Yellow. Easy-to-handle panels cover large areas fast. Battens cover edges. Your economies continue right through to the finish—GPX Yellow is engineered to take paint without sanding or sealing. Two coats give a lasting beautiful finish that will never check. For gables, soffits, shutters—for unlimited interior uses, too—GPX Yellow can be machined, drilled, nailed, patched, riveted, glued or sawed. Put it to the test on your next job.

smooth! The CreZon surface of GPX Yellow is bonded on one or both sides with a phenolic resin overlay. Engineered for paint—it's the smoothest surface obtainable. Standard 4'x8' panels are available in thicknesses ranging from 5/16" to 3/4". Larger sizes and thicknesses at extra charge.



send for a free sample

GEORGIA—PACIFIC  **CORPORATION**

Dept. AB3-57, 60 East 42nd St., New York 17, New York
Gentlemen: Please send me a sample of GPX Yellow.

Name _____

Address _____

City _____

Zone _____

State _____

Firm Representing _____

Catalogs . . .

LUMBER PROTECTION against decay, termites and fire in a single treatment depicted in this eight-page booklet from Du Pont on CZC or CZC-copperized preservatives. Advantages of the chromated zinc chloride applications plus photos of actual usage, test results, cost saving and other details all explained. More complete information from E. I. Du Pont De Nemours & Co., Grasselli Chemicals Dept., Dept. AB, Wilmington, Del.

Circle No. 3090 on reply card, p. 134.

EASY-TO-UNDERSTAND, comprehensive 32-page full color manual provides a practical, workable guide for all users of protective coatings. Contains information and recommendations on specific coatings needed to protect practically any rustable metal surface. More than a catalog, the Rust-Oleum 1957 Coatings Manual is actually a treatise highlighting the stopping and preventing of rust. More information from Rust-Oleum Corp., Dept. AB, 2799 Oakton St., Evanston, Ill.

Circle No. 3091 on reply card, p. 134.

THREE PLASTIC COMPOUNDS for joining, cladding, and surfacing masonry materials presented in a brochure by Permagile Corp. These materials are described as the first products in construction history capable of welding such materials with a bond stronger than the masonry itself. The two-color pamphlet discusses properties, product uses and gives application instructions. Permagile Corp. Dept. AB, 37-23 Thirty-third St., Long Island City 1, N.Y.

Circle No. 3092 on reply card, p. 134.

SPECTRUM COLOR LINE of Lamin-Art decorative laminated plastics is described in a colorful folder by Fabricon Products. More than thirty-four different color reproductions of Lamin-Art patterns and colors appear. Seventy-five patterns and twenty-two sheet sizes are available. Information includes application illustrations and various uses of Lamin-Art. More complete information from Fabricon Products, Dept. AB, 64-30 East Slauson Ave., Los Angeles 22, Calif.

Circle No. 3093 on reply card, p. 134.

New capacity!

The completely new Forward Control 'Jeep' FC-150—the first time a 4-wheel-drive Truck has so effectively combined maximum cargo capacity with exceptional maneuverability! New Forward Control design puts a 74" pickup box on an 81" wheelbase. And the FC-150 retains famous 'Jeep' ruggedness and versatility.



New maneuverability!

It's the world's shortest turning 4-wheel-drive Truck! For safer off-road maneuverability, it gives you up to 200% greater forward visibility. Powered by the engine that made 'Jeep' vehicles famous, the new FC-150 provides the extra traction of 4-wheel drive for off-road travel, shifts into 2-wheel drive for highway travel.



New style!

The new look and feel of tomorrow! The FC-150's Safety-View Cab combines beauty with utility. Its new wrap-around windshield is the largest in the 5,000 GVW class. There's plenty of extra leg and head room. Here is new styling, comfort, convenience and safety all in today's most advanced 4-wheel-drive Truck.



New Jeep / *Forward Control*
4-Wheel-Drive / **FC-150**

...other members of the famous 'Jeep' family:



Universal 'Jeep'



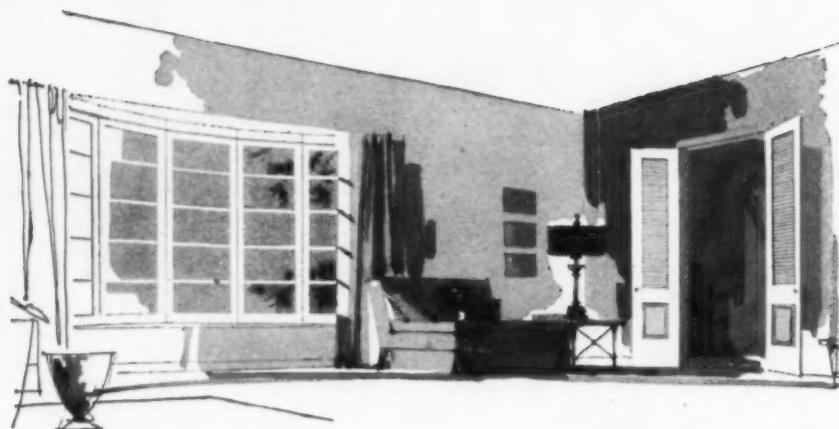
'Jeep' Truck



'Jeep' Utility Wagon

Willys... world's largest makers of 4-Wheel-Drive vehicles

See 'Jeep' vehicles at your WILLYS dealer

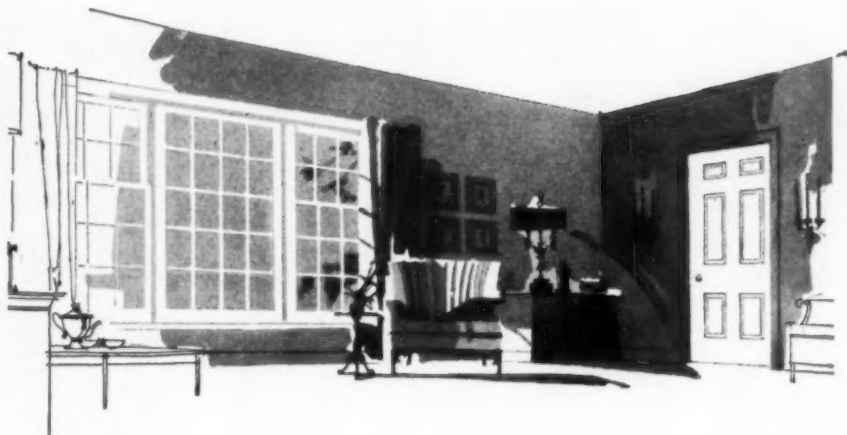


CASUAL

The Curtis Bow window—made up of stock Silentite casement sash, hardware, screens and insulating glass—gives a different look to this interior. Other sash styles are available, too. Your Curtis dealer will give you full information. Popular Curtis louvre doors make a hit with owners—are available in different styles and sizes.

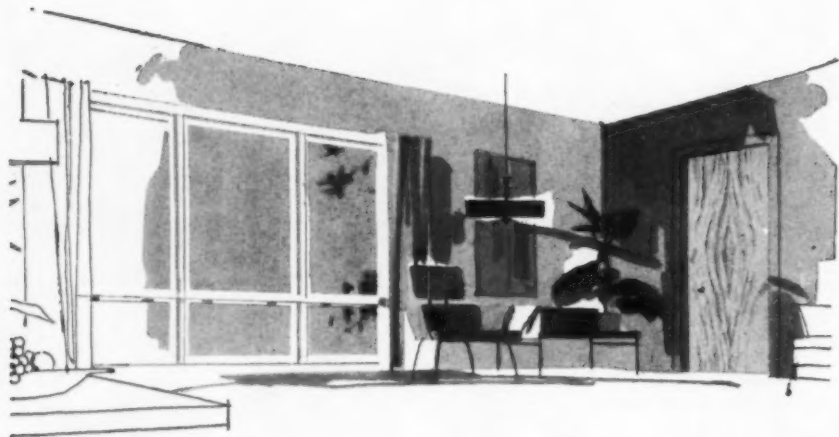
TRADITIONAL

Silentite double-hung windows—famous for their weather-tightness and operating ease—come as complete units, ready to install in any wall opening. Curtis identifies all Silentite double-hung windows with the name "Silentite" on the check rail of the upper sash. This is proof positive that the windows are Silentite—helps to sell the quality of your homes. The Curtis panel door shown is one of many styles of distinctive entrances and doors.



MODERN

Curtis Silentite Convertible windows can be stacked in width and height to fit any wall area. They offer more than 1000 different combinations and can be used as casements, awning windows, fixed sash, and window walls. Curtis New Londoner hollow-core flush doors are all wood—won't warp or sag—come with beautiful face panels in several natural woods. Wrapped with each door is the Curtis guarantee—a big selling point for builders.



People want homes that are different
CURTIS woodwork helps you plan them!

From every side, you hear the same story from prospective home owners—"We *don't* want look-alike houses." The home that sells fastest today—at the best price—looks different—distinctive—pleasingly individual.

Curtis offers you a practical, economical way to plan and build the "different" house. In windows, doors, trim, mantels, cabinets, kitchens, and other woodwork—all the show-off structural items—Curtis provides a *complete* line. For example, there are 33 window styles, 90 interior and exterior door designs, plus other woodwork in wide variety and excellent design. With Curtis windows alone, more than 1000 different combinations are possible. Installation is easy in any type of wall.

Curtis Woodwork will help you plan such different, more salable homes. Your Curtis dealer provides help in planning and woodwork selection that takes a big burden off your shoulders—gives you proved ways to provide the kind of house the public wants today.



Now Trademarked and Guaranteed

All Curtis Silentite windows and other woodwork are *guaranteed*. In addition, Silentite windows are *trademarked*. These are valuable helps for you in establishing the quality and lasting value of the homes you build and sell.

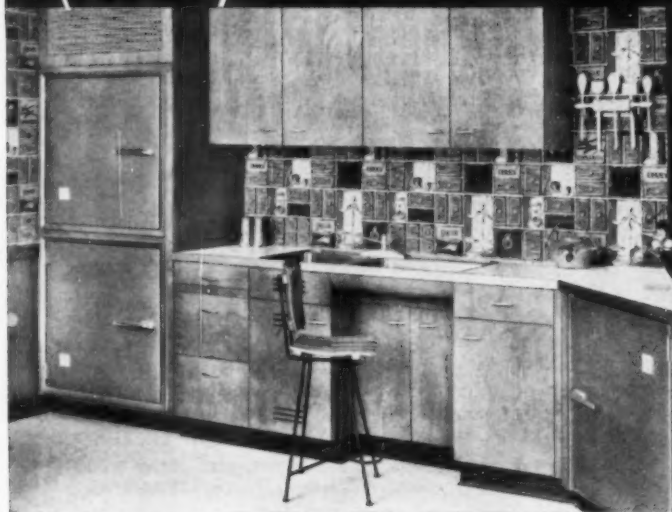
See your Curtis Woodwork dealer soon. Use the many sales helps he offers. And mail the coupon—now—for the complete story of how Curtis door and window variety helps in building *different* homes that sell faster today.

CURTIS
 WOODWORK—*heart of the home*

Curtis Companies Service Bureau AB-3-57
 200 Curtis Building
 Clinton, Iowa

I want to know more about Curtis windows, doors and woodwork. Please send information and name of nearest dealer.

Name.....
 Address.....
 City..... State.....

Revco
BILT-IN**REFRIGERATORS & FREEZERS**

Multiple Revco application, two refrigerators and two freezers.



Refrigerators above, loading counter between. Freezer and storage below.



Two Revco refrigerators and two freezers in horizontal line.

In home planning, architects want flexibility in built-ins. Revco refrigerators and freezers provide not only flexibility, but color, beauty and convenience. No matter what arrangement your clients want, Revco's proved design keeps the units "built-in".

Here's a check list that will readily answer your questions on how Revco provides modern architects with ideal kitchen designs.

- Color Stainless steel, antique copper and wood finishes plus custom matched colors.
- Arrangement Horizontal or vertical freezer and refrigerator or in multiples or the new undercounter freezer.
- Models 8.4 moist-coold refrigerator—5.7 freezer—8.1 ice maker refrigerator.
- Capacity A typical vertical or horizontal installation of freezer and refrigerator gives 14.1 cu. ft. of storage space.
- Dimensions Designed to fit standard cabinet installations, 3" modules, 24" deep.
- Installation Separate units make Revco easiest to install in kitchens of any design.
- Warranty 5 year warranty on complete refrigeration system.
- Information Complete architect's information file available FREE for the asking.

Get the complete Revco story today and have the information for your clients at your fingertips. Revco has prepared for you a special architect's file with all the information you need on built-in refrigeration to answer the questions your clients may have about new or remodeled kitchen designs.

REVCO

SPECIALISTS IN REFRIGERATION • DEERFIELD, MICH.

SEND TODAY

REVCO, INC., Deerfield, Mich., Dept. AB-37
Please send me my free architect's information file on Revco Bilt-Ins.

Name _____

Address _____

City _____ Zone _____ State _____

Catalogs . . .

PLASTER-WELD, a new bonding agent, permanently bonds, plasters or cements to any sound surface. This material is described in literature available from Larsen Products Corp. Plaster-Weld may be sprayed, brushed or rolled on. Surface may be damp or dry. Information given on application, and on unusual features, such as its adhesive strength. Folder available from Larsen Products Corp., Dept. AB, 4934 Elm St., Bethesda, Md.

Circle No. 3094 on reply card, p. 134.

ATTRACTIVE COLORS that please the eye and offer a harmonious background for home furnishing are shown on a color card issued by Arco Co. Alkyd ripple texture wall finish cuts painting time in half because it covers in one coat. Ripple Texture is easily and quickly applied. Hides taped joints and small surface imperfections, and dries fast to help speed completion of interior decoration. Arco Co., Dept. AB, 7301 Bessemer Ave., Cleveland 27, Ohio.

Circle No. 3095 on reply card, p. 134.

"PAINTS, EMULSIONS AND COATINGS" is the title of a new folder published by the Philip Carey Mfg. Co. This comprehensive folder contains concise information on roofing and dampproofing products. Gives descriptions of eight different kinds of roofing and dampproofing materials to fit every maintenance and repair purpose. Available from Philip Carey Mfg. Co., Dept. AB, Lockland, Cincinnati 15, Ohio.

Circle No. 3096 on reply card, p. 134.

TWENTY-FOUR WOOD TONES which enhance and preserve the beauty of wood are presented in a strikingly colorful brochure. The new tone wood base, similar to natural wood stain, is combined with one or more of the fifteen tubes of colorants in the Custom Color system to produce any of the desired delicate pastel shades. The type and grain of the wood used determines the resulting appearance. Proper procedure is outlined. Minnesota Paints, Inc., Dept. AB, 1101 3rd St. South Minneapolis, Minn.

Circle No. 3097 on reply card, p. 134.



New Saws designed
with YOU in mind...
by *Black & Decker*®

**Board for board—job for job—
Black & Decker Saws outcut 'em all!**

On-the-job tests prove new B&D Saws outcut, outperform, outlast other builder saws—with power to spare!

New streamlined lightness and balance, easy depth and bevel adjustments, added safety features, plus plenty of long-lasting, rugged power. Black & Decker Heavy-Duty Saws are best because they're made better . . . they're best because they're easy to control *in* the wood! On display . . . *now!* For more information, write: THE BLACK & DECKER MFG. Co., Dept. H-103, Towson 4, Maryland.

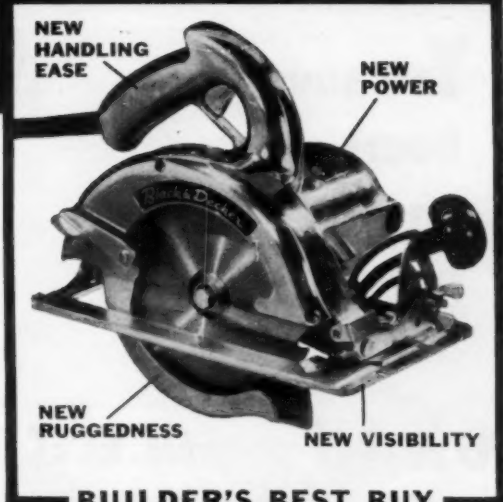
Choose from 4 Builder models



Look under "Tools-Electric"



Black & Decker®
World's Largest Maker of
Portable Electric Tools



BUILDER'S BEST BUY

- **NEW POWER**—Cooler running B&D-built motor is custom-engineered for tough sawing jobs, continuous operation.
- **NEW HANDLING EASE**—Streamlined lightness and balance, easy depth and bevel adjustments, added safety features, guarantee better control of saw in the wood.
- **NEW RUGGEDNESS**—From the motor out . . . your Black & Decker Saw is built to last for years of rugged, dependable sawing. Unsurpassed B&D quality!
- **NEW VISIBILITY**—New picture-window view, new double guide edge make line-of-cut and cutting edge of blade visible at all times. New air flow blows sawdust clear of job, clear of your eyes.



Cash in

ON OUR NATIONAL SALES PROGRAM OF *Super Cedar* CLOSET IDEAS

Here's your opportunity to cash in on both new home construction and remodeling this Spring. Stock and display nationally advertised Brown's Super Cedar closet lining—and there'll be CASH IN your till!

This is the booklet →

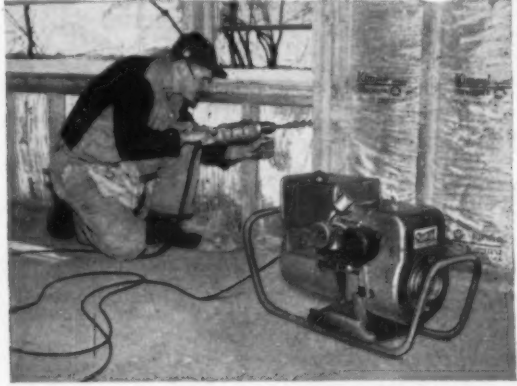


GEO. C. **BROWN** AND COMPANY INC.



Super Cedar CLOSET LINING GREENSBORO, N. C.

You save hours on every job



with **ONAN portable ELECTRIC PLANTS**

When you can't use motor-driven tools you lose profits *fast*. An Onan Electric Plant gives you plug-in electricity *anyplace, anytime* . . . no waiting for highline hookups . . . no long extension cords to get fouled up. Onan 4-cycle electric plants feature split-second starting, long-life, and all-round dependability . . . with a big weight saving over usual 4-cycle units. The model 205AJ-1P pictured

above delivers 2,500 watts . . . enough for several saws, drills or other tools and all the lights you need . . . yet it weighs only 139 pounds. Model 105AK-1P delivers 1500 watts . . . weighs only 125 pounds. Onan portable units are completely Onan-built with Onan engines direct-connected to Onan all-climate generators. They are compact, sturdy . . . and *they run longer with minimum servicing.*

WRITE FOR FOLDER SHOWING PORTABLE MODELS **D. W. ONAN & SONS INC.**



2517 UNIVERSITY AVE. S.E. • MINNEAPOLIS 14, MINNESOTA

Catalogs . . .

HOW TO PAINT concrete floors is the subject of a pamphlet from Medusa Masonry. Step-by-step procedure is outlined and illustrated as well as suggestions for the right paints for the right masonry job. From Medusa Masonry Paints, Dept. AB, Attn. R. Henry, Court Square Building, Baltimore, Md.
Circle No. 3098 on reply card, p. 134.

SPECIAL BOOKLET describing the 1957 House & Garden colors which are available in a set of thirty-six 6" color reference discs may be obtained from Decorator Plastics Co. The three dimensional plastic color "swatches" are especially created to aid decorators and designers in the pre-selection of matching and contrasting colors. Available from Decorative Plastics Co., Dept. AB, P. O. Box 218, Toledo 6, Ohio.
Circle No. 3099 on reply card, p. 134.

OVER TWO HUNDRED commercially available finish systems were tested and screened and the results are listed in a four page data sheet. This information on natural exterior finishes for redwood has been issued by the California Redwood Assn. Includes data on bleaches, pigmented stains, stain-and-clear combinations and clear finishes. From Service Library, California Redwood Assn., Dept. AB, 576 Sacramento St., San Francisco 11, Calif.
Circle No. 3100 on reply card, p. 134.

SHOWER CABINETS with metal doors eliminate the annoyance of wet floors, soaked bath mats and curtain laundry. With these all-steel construction doors, no curtain is required. Among features described in catalog material are the lasting high gloss baked enamel finish and the interchangeable side panels for right or left installation. Complete information from W. F. Norman Sheet Metal Mfg. Co., Dept. AB, Nevada, Mo.
Circle No. 3101 on reply card, p. 134.

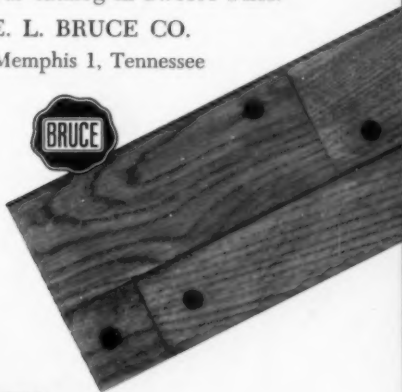
ROOF AND FLOOR REPAIR materials are covered in a capsulized bulletin by The Surface Protection Co. Information given on their complete line of floor patching and resurfacing materials, roofing compounds, and masonry coatings. Detailed data sheets on each item. Surface Protection Co., Inc., Dept. AB, 16799 Euclid Ave., Cleveland 12, Ohio.
Circle No. 3102 on reply card, p. 134.



Pegs

are popular

Here's a popular-priced version of always-appealing pegged oak flooring. The walnut pegs of this Bruce Ranch Plank Floor are inserted at the factory. The beautiful finish is factory-applied, too, for economy and durability. Alternating 2¼" and 3¼" strips with beveled edges help capture the appearance of a costly random-width plank floor. Bruce Ranch Plank is laid just like any strip floor. Write for color booklet. See our catalog in Sweet's Files. E. L. BRUCE CO. Memphis 1, Tennessee

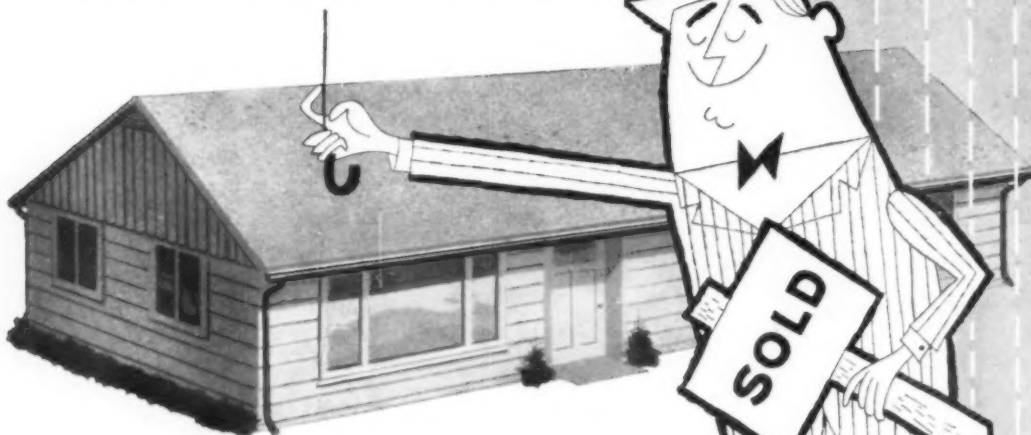


Bruce
Ranch Plank
Floor
Naturally Beautiful

Furniture by Knoll Associates, Inc.
Photo by Hedrich-Blessing



After it rains...
will your homes be
SELLING YOU?



**Rain-carrying equipment costs little
but makes a big difference!**

Will the homes you build today help you sell more homes a few months from now — or will they begin to take on a run-down look—paint-streaked and discolored, siding rotting, foundations undermined?

Rain-carrying equipment protects your reputation. It keeps roof-contaminated rain water from streaming down the siding and eroding the soil at the foundations. It guards your home in a hundred ways against the insidious inroads of moisture.

Milcor Galvanized Gutter and Conductor Pipe cost so little that you can't afford to jeopardize your reputation by leaving them out. Besides, Milcor rain-carrying equipment has the *extra strength of galvanized steel*, is long-lasting and trouble-free.

Ask your building supply dealer — or write for Milcor Catalog No. 306.

MILCOR

**Galvanized Gutter,
Conductor Pipe and Accessories**

INLAND STEEL PRODUCTS COMPANY

Dept. O, 4025 W. Burnham Street • Milwaukee 1, Wisconsin



ATLANTA • BALTIMORE • BUFFALO • CHICAGO • CINCINNATI • CLEVELAND • DALLAS • DENVER • DETROIT
KANSAS CITY • LOS ANGELES • MILWAUKEE • MINNEAPOLIS • NEW ORLEANS • NEW YORK • ST. LOUIS.



***It Cooks In Minutes Instead of Hours...
Seconds Instead of Minutes!***

Today's kitchen sells the home—and here's the "something unusual" that is pulling home buyers out to homes and into kitchens.

Hotpoint's new Electronic Cooking Center offers a revolutionary method of cooking that draws excited attention wherever it is shown. Through the miracle of microwave, it cooks in *minutes* instead of hours, *seconds* instead of minutes—*automatically!* Even more amazing, only the *food* gets hot; non-reflective cooking utensils—such as china, glass and paper—and the inner walls of the Electronic Compartment remain cool to the touch.

You can prove these startling facts—and give your prospects a treat at the same time—with crowd-pleasing demonstrations. For instance, cook frozen fish bits in just 30 seconds. The food is thoroughly cooked, too-hot-to-handle—but the plate is cool! And that is just one of the many ways you can create *real* excitement in your new homes with the Hotpoint Electronic Cooking Center.



**creating the excitement
that leads to sales...**

Hotpoint electronic cooking center!



**All-Calrod[®] Companion
Oven** . . . while the balance of the meal is cooking in the Electronic Cooking Compartment, meats, fish or fowl can be quick-broiled in the All-Calrod Companion Oven. Broils 12 steaks to perfection in 10 minutes!

The versatile Hotpoint Electronic Cooking Center is also designed as a free-standing appliance. Deluxe wood-finished cabinets are available in a choice of light birch or dark mahogany.

Put this traffic-building appliance to work selling your homes. Ask your Hotpoint Distributor's Bulldog Specialist for all the facts on the sensational Hotpoint Electronic Cooking Center. It offers the only really new cooking principle since the discovery of flame!



For every home...

in every price bracket...

there's a perfect combination

of matching **Hotpoint** Built-Ins



the **Hotpoint** line is "the Builder's Line"

RANGES • REFRIGERATORS • AUTOMATIC WASHERS • CLOTHES DRYERS • DISHWASHERS • DISPOSALS® • WATER HEATERS • FOOD FREEZERS • AIR CONDITIONERS • CUSTOMLINE • TELEVISION
HOTPOINT CO. (A Division of General Electric Company) 5600 West Taylor Street, Chicago 44, Illinois



Hotpoint offers builders the industry's widest, most profitable variety of models, prices, features, and colors!

The kitchen is the focal point of interest in a modern home and that makes the Hotpoint *Built-In Cooking Center* one of the most powerful sales assets in the building industry.

Styled and engineered to Hotpoint's famous high standards, these truly superior units have been pre-sold to your customers by powerful national advertising. Only Hotpoint brings you such a complete variety of models and prices. Only Hotpoint offers you a "home selling" combination for every type of house—in every price bracket.

● **Your choice of five ovens . . .** De luxe Bi-Level Double Oven Model and 4 single oven models—all fit into a 24-in. cabinet. There's a host of new women-wanted features—the Roast-Right Thermometer for perfect roasting of meat and

fowl, Rota-Grill Rotisserie for "outdoor style" barbecues in the kitchen, Automatic Timer, Picture Window Door, Eye-Level Controls, Handi-Raise Broiler Racks, Calrod® Bake and Broil Units—and many, many more.

● **Your choice of seven surface cooking sections . . .** three 4-unit models including de luxe 30-in. Stack-On with pushbuttons and automatic controls, special 30-in. Drop-In, and special 21-in. Drop-In. There are three 2-unit sections with remote control pushbuttons, a plug-in automatic Golden Fryer, and plug-in automatic Golden Griddle.

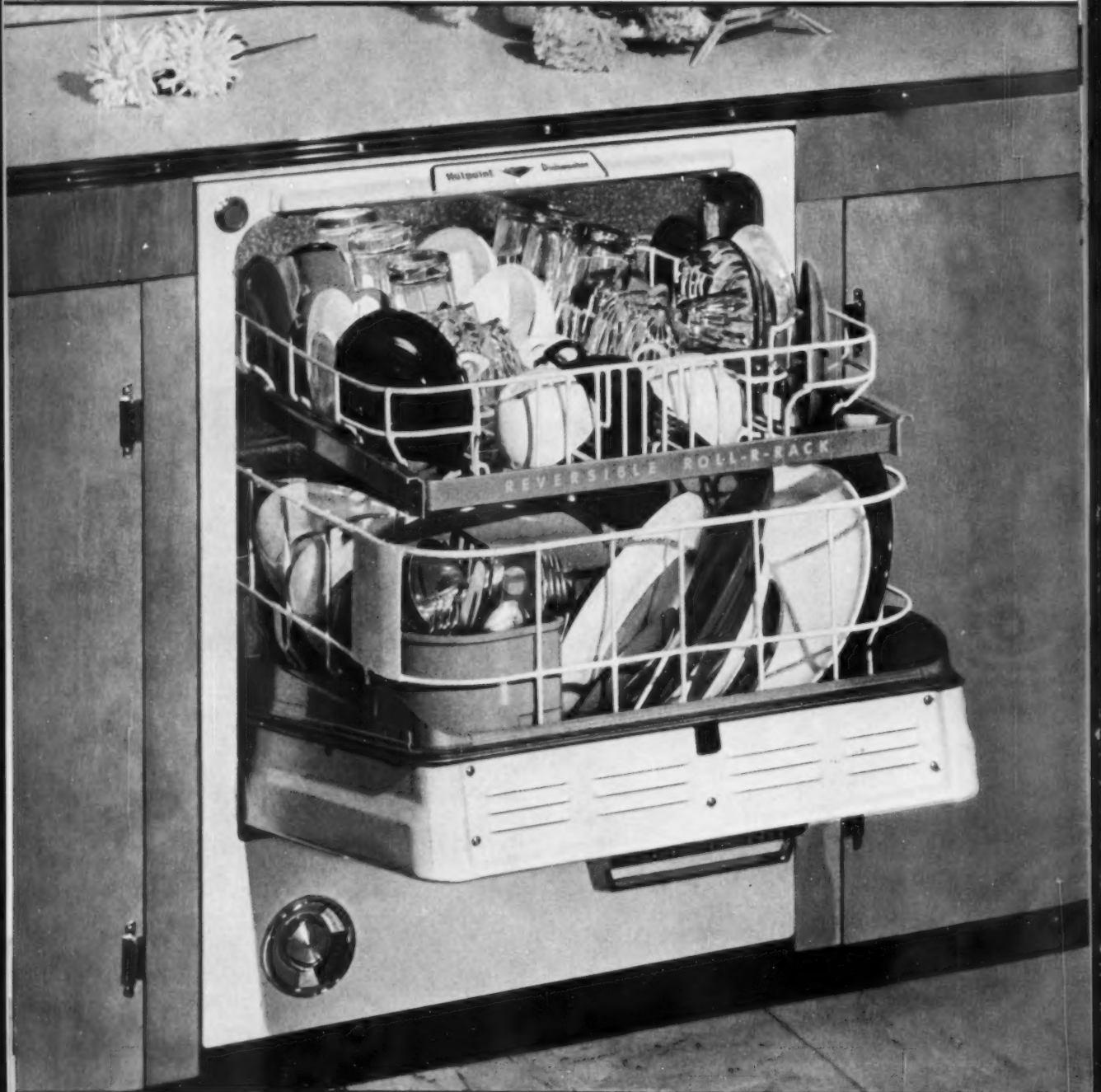
● **Your choice of seven finishes . . .** Matching ovens and surface units are available in 5 glowing Colortones, rich Copertone, and gleaming Stainless Finish.

of Built-ins"

COLORTONES



**HERE'S *the* APPLIANCE
THAT WILL HELP SWING
HOME SALES YOUR WAY...**



Roll-R-Racks roll out separately for easy loading—hold complete service for eight—and are preferred better than 4 to 1 over ordinary racks!

IT'S *the*
APPLIANCE THAT
WOMEN WANT!

the Great
Hotpoint
DISHWASHER

No other appliance . . . no other dishwasher . . . gives you such positive advantages over competition!

Offer home-buyers a Hotpoint Dishwasher and you tell them two important things about *you*.

- First, you've gone "all the way" in planning for their life-long comfort and convenience—without scrimping or cutting corners.
- Second, the superior quality you're offering in a Hotpoint Dishwasher is matched by equipment and construction of similar quality all through the home.

When your homes offer Hotpoint Spot-Less Dishwashing, they offer an important built-in value that every home-buyer understands and appreciates!

ENGINEERED *for* BUILDERS—
for fast, easy installation—

All connections from front!

Just "rough in" plumbing and wiring . . . and shove the Dishwasher into place. Then all connections can be made from the front to save time, work, and installation costs. Hotpoint Dishwashers are 24" wide, 25" deep, 34½" high, fit into standard cabinet openings, and come in gravity-drain and pump-drain models. Operate on 115-volt, 60 cycle AC circuits.

8 Beautiful Finishes

White • Coppertone • Stainless Steel
 and

5 COLORTONES

Woodland
Brown

Sunburst
Yellow

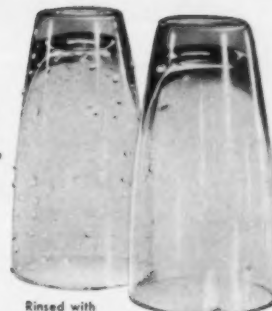
Meadow
Green

Coral
Pink

Seafoam
Blue



offer Hotpoint
 spot-less washing . . .
 spot-less rinsing . . .
 spot-less drying . . .

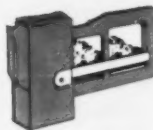


Rinsed with ordinary water.

Rinsed the Spot-Less way.



• **Automatic pre-rinsing**—New, more powerful action loosens food particles and flushes them down the drain—before washing action starts. No need for hand rinsing!



• **Spot-Less washing**—Two separate 5-minute washes—with fresh detergent automatically released for each wash—remove every trace of food soil and dulling film.



• **Spot-Less rinsing**—Super wetting agent—"Rinse-Dry"—is automatically injected into the second of two thorough rinses. "Rinse-Dry" breaks surface tension of water and prevents drops from forming to dry as spots.

• **Spot-Less drying**—The automatic result of Spot-Less washing and Spot-Less rinsing, followed by sanitary drying in electrically heated, pure air.

Hotpoint

(A Division of General Electric Company) Chicago 44

KOHLER ELECTRIC PLANTS

Save man hours with portable,
on-the-job
power



Model 2.5M25, 2500 watts,
115 volt AC. Manual starting.



Wipe out waste of time and motion, move jobs faster, by using compact reliable Kohler electric plants where the work is done—for drills, saws, planers, grinders, vibrators, pipe threaders and cutters. Light-weight, low-cost 2500 watt model has 4 receptacles, carrying frame. Two-wheel, rubber-tired hand cart available. Other direct service models, 500 watts to 50 KW. Stand-by models, for emergency use when central station service is cut off, 1000 watts to 50 KW. Write for folder 24-D.

Kohler Co., Kohler, Wisconsin • Established 1873

Plumbing Fixtures • Heating Equipment • Electric Plants • Air-cooled Engines • Precision Controls

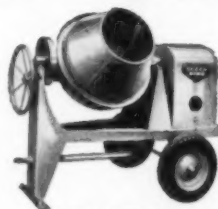
KOHLER OF KOHLER



Mix it faster with a **SPEED KING**®

Fast, thorough mixing, clean discharge and long trouble-free service make SPEED KING mixers a top favorite. They also have many Jaeger-designed features never before offered in popular priced mixers.

SPEED KING plaster-mortar mixers have four sets of 3-blade paddles, give you faster, criss-cross mixing, produce smoother, more even tempered material that is easier to spread or spray. Available in 4 and 6 ft. sizes, with gas or electric drive and shift-lever power engagement. Timken shaft bearings have leak-proof seals for trouble-free life-time wear. Send for catalog, low prices, name of local dealer.



3 1/2 Concrete Mixer:
A fast, reliable small filler for
foundation and masonry work.

SPEED KING Manufacturing Co., 521 West Spring Street, Columbus 16, Ohio
Division of The Jaeger Machine Company

Catalogs . . .

DISTINCTIVE QUALITY and beauty in aluminum casement windows is shown in a twelve page catalog from Duralite Window Corp. Vista-Walls, a panel system for modern homes, is adaptable to any design conditions. Available in two complete series which allow many combinations. Duralite Window Corp., Dept. AB, Carr St. and Southern Ry., Knoxville, Tenn.

Circle No. 3103 on reply card, p. 134.

USE OF TRANSLUCENT GLASS is fully covered in a twelve page catalog distributed by Mississippi Glass Co. Material contains detailed information on complete line of decorative, figured glass which is popular in the modern home. Complete installation instructions included. From Mississippi Glass Co., Dept. AB, 88 Angelica St., St. Louis 7, Mo.

Circle No. 3104 on reply card, p. 134.

FACTS ABOUT ACRILAN CARPET fiber are presented in literature from Firth Industries. Lists such features as exceptional wear, beauty and versatility. Included are three samples of Tuftwoven Acrilan broadlooms with a choice of many patterns. Gives detailed information on this fibers' resiliency, maintenance required, and wearing qualities. Available from Firth Industries, Dept. AB, 295 Fifth Ave., New York 16, N.Y.

Circle No. 3105 on reply card, p. 134.

SUPERIOR SIDING and Interior Trim with Appalachian Yellow Poplar is the subject of a seven page brochure recently published by the Appalachian Hardwood Mfg., Inc. Folder contains information on the texture and density, durability, stability, and the ability of Appalachian Yellow Poplar to hold paint. Gives pictures in color, as well as details of construction. From Appalachian Hardwood Mfgs., Inc., Dept. AB, 414 Walnut Street., Cleveland 2, Ohio.

Circle No. 3106 on reply card, p. 134.

CREATING ATMOSPHERE through dimming, brightening and blending light is explained in a catalog from Superior Electric Co. Detailed information included on the complete line of non-interlocking light control equipment. Luxtrol light control provides smooth control, is easy to install and maintain. Information from the Superior Electric Co., Dept. AB, Bristol, Conn.

Circle No. 3107 on reply card, p. 134.

as featured in VOGUE



darling,

you're much too
nice to be a
garbage collector

Garbage bags are so passé!
Women in the know are using
In-Sink-Erator, the garbage
disposer that pulps all food waste
and washes it down the drain.

So popular, it's featured in
America's finest model homes!

It takes advertising like this to sell women

... and only In-Sink-Erator runs so many big-space ads that talk so convincingly to women—your best prospects—in magazines like *Vogue*, *Parents'*, *Ladies' Home Journal*, *McCall's*, and more. Only In-Sink-Erator offers compelling sales aids that help you cash in on this powerful appeal ... right in your model homes.

It takes a product like this to sell homes

No other low-cost sales feature packs more punch than In-Sink-Erator garbage disposer. In a recent survey, seven out of ten women named In-Sink-Erator their favorite or next-to-favorite appliance. It's inexpensive to install, works with sewer or septic tank. For information, see your plumber, or write In-Sink-Erator Manufacturing Co., Dept. AB101, 1223 Fourteenth St., Racine, Wisconsin.

In-Sink-Erator®



Originator and Perfecter of the Garbage Disposer

Catalogs . . .

OIL-FIRED BOILER-BURNER units are presented in a brochure from Spencer Heater. Units come in compact sizes, and both 19" and 24" models are illustrated. Features emphasized are efficiency of operation, and quality construction. Installation information also given, as well as dimensions and specifications. Brochure available from Spencer Heater, Lycoming Div., Avco Mfg. Corp., Dept. AB, Williamsport, Pa.

Circle No. 3108 on reply card, p. 134.

QUIET ATTIC VENTILATORS are the subject of a new folder by Diehl Mfg. Co. Grouped into three categories; complete information is given on selection and installation, attic ventilator types, and accessories. From Diehl Mfg. Co., Div. of Singer Mfg. Co., Dept. AB, Somerville, N.J.

Circle No. 3109 on reply card, p. 134.

INFORMATIONAL BOOKLET on asphalt curbs and gutters has been issued by the Asphalt Institute. Explains that asphalt curbs and gutters have four distinct advantages over other types. They can be constructed more easily and quickly, more economically, and they give superior service. Complete details on construction are given. The Asphalt Institute, Dept. AB, Asphalt Institute Bldg., Univ. of Maryland, College Park, Maryland.

Circle No. 3110 on reply card, p. 134.

CEMENT TOOL LINE is described in full detail in new illustrative catalog pages from Elmo Manufacturing Company. A complete Pony line of equipment including cement finishing trowels, scrubber and grinders is described together with specifications and other details. For complete information and the catalog write to Rex Hagen, Department AB, Elmo Manufacturing Company, Albion, Indiana.

Circle No. 3111 on reply card, p. 134.

FOR BUILDERS, Westinghouse offers a six-page folder introducing a complete line of air conditioning equipment. Folder features a model for every location and for every cooling need. Gives condensed specifications, dimensions. Westinghouse, Air Conditioning Div., Dept. AB, Staunton, Va.

Circle No. 3112 on reply card, p. 134.

ROCKWELL-BUILT



CIRCULAR SAWS:
12", 10" tilting
arbor, 10" tilting
arbor bench



DRILL PRESSES:
20", 17", 15",
14" utility



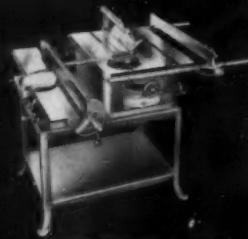
JOINTERS: 8",
6" long bed



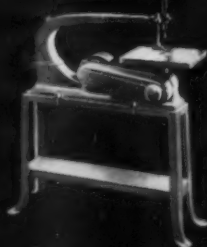
BAND SAWS: 20",
14"



RADIAL SAWS:
20", 16", 14",
12", 10", 9"



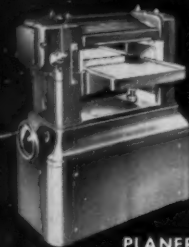
SAW-JOINTER:
10" tilting arbor
saw, 6" long bed
jointer



SCROLL SAW: 24"



SHAPERS: Floor,
bench



PLANER: 13" x 5"

DELTA
ROCKWELL

... world's most complete power tool line
53 machines ... 246 models ... over 1300 accessories

DELTA power tools

CUT COSTS up to 50%

There's one basic reason why Delta Power Tools are saving up to 50% in construction and millwork costs for builders throughout the country: they do every cutting operation faster, more accurately than you can do them by any other method—and with far less labor cost and material waste! That's because they're versatile, fast cutting precision tools that even semi-skilled labor can use. And they're ruggedly built to last, yet easy to move wherever you want them.

CUT COSTS IN THE SHOP—Eliminate expensive, time-consuming outside millwork by finishing rough stock to usable sizes. Make all your own cabinets, doors, shelving and interior trim. In fact, pre-cut entire houses in the shop for fast, on-the-job erection.

CUT COSTS ON THE JOB—Set up an on-the-job sawing center to pre-cut the whole house—framing, sheathing, sub-flooring and trim—all on a fast, mass production basis. One man can keep up to five carpenters busy nailing instead of cutting and fitting.

EVERY DELTA TOOL IS EASY TO OWN on easy Delta Budget Plan terms. As little as 10% down, up to 24 months to pay. See the complete Delta line. Get all the facts—compare—and make up your own mind! Your Delta Dealer is listed under "TOOLS" in the Yellow Pages of your phone book.



another product by
ROCKWELL



Send coupon
for complete
catalog!

Delta Power Tool Div., Rockwell Mfg. Co.
646C N. Lexington Ave., Pittsburgh 8, Pa.

- Please send catalog on the entire Delta line.
 Please send names of my nearest Delta Dealers.

Name _____ Title _____

Company _____

Address _____

City _____ County _____ State _____

Catalogs . . .

QUALITY SAW BLADES are presented in material available from Deluxe Saw & Tool Co. Featured are the Deluxe Utility carbide-tipped saw blades. These blades provide low cost hand and power feed sawing on all types of materials. The versatility of these blades make them ideal for construction and builders. Gives specifications also. Material on the complete line from Deluxe Saw & Tool Co., Dept. AB, 415 East Commerce St., High Point, N.C.

Circle No. 3113 on reply card, p. 134.

PROTECTIVE PLASTIC COATING which adds to the durability and beauty of cork floors is introduced in literature from Robbins Floor Products, Inc. This protective coating is expected to solve the problem of moisture seeping into cork and causing it to swell. When both sides of the tile are sealed with plastic it is completely protected. Information is given on maintenance and prices. Robbins Floor Products, Inc., Dept. AB, Tuscumbia, Alabama.

Circle No. 3114 on reply card, p. 134.

APPLICATIONS UNLIMITED with a new decorative panel are described in a folder by Kemlite Corp. Patnel, this new material, combines designer patterns and with decorative colors and dramatic translucence, and can be used both indoors and outdoors. Colorfully descriptive folder gives information on patterns, colors, shapes and finishes, strength and maintenance. Kemlite Co., Dept. AB, 101 N. Republic Ave., Joliet, Ill.

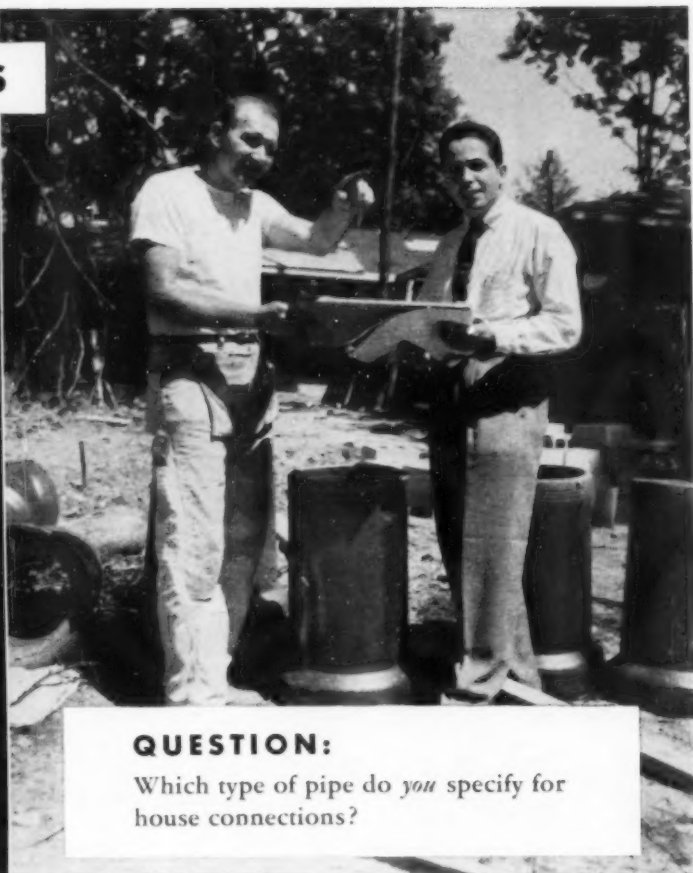
Circle No. 3115 on reply card, p. 134.

GLASS FIBER PANEL which is available in a great variety of colors, shapes and sizes is described in a brochure from Shenango Crafts, Inc. Shen-o-lite panels can be produced in any color to harmonize with individual color schemes. Available in corrugated, translucent or opaque types. Features no maintenance costs. Panels are impervious to weathering and acids. More complete information is obtainable by writing to Shenango Crafts, Inc., Dept. AB, West Middlesex, Pa.

Circle No. 3116 on reply card, p. 134.

SURVEY REVEALS

**MORE
BUILDERS**
Choose
CLAY PIPE
...than ALL other
types
COMBINED!



QUESTION:

Which type of pipe do *you* specify for house connections?

Builders answered this question in a recent survey by giving Clay Pipe more votes than all other pipe combined!

The reasons? Builders know they have to stake their reputations on materials—and they know through experience that no other pipe matches Clay Pipe's performance and guarantee. They also like the new longer lengths of Clay

Pipe, and the new tight joints that speed laying and cut costs.

Only Clay Pipe does not corrode, rust, or crumble . . . does not turn spongy from household detergents . . . does not oval or squash out of round.

Clay Pipe is the "builder's pipe," because Clay goes in to stay!

NATIONAL CLAY PIPE MANUFACTURERS, INC.

1820 N. Street, N.W., Washington 6, D.C.

206 Connally Bldg., Atlanta 3, Ga.

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

**THE PUBLIC
KNOWS
CLAY PIPE IS BEST**

Vitrified

CLAY



PIPE

C-157-4



Wall (left) is Weldtex stained. Weldtex squares cover ceiling. Interior Weldtex (right) has been painted—so has exterior Weldtex and soffit.

For sales glamour on a low budget—Weldtex Wood Paneling

Whether you're building \$14,000 or \$40,000 homes, Weldtex Paneling is for you! For Weldtex® has a combed-wood texture that's right in keeping with today's decorating trends . . . yet the cost is moderate.

And the sales-quickenning appeal of Weldtex isn't confined to interiors. Exterior-type Weldtex creates a distinctive home appearance, and Weldtex, precut for lap-siding gives the appearance of shingles at low cost.

Weldtex can be painted, stained or finished natural. It's

easy to put up, with the striations concealing nail holes and joints. Want to know more? Send for Booklet #1461. You can see Weldtex—"in person"—at your lumber dealer's or any of our 87 offices in principal cities. In Canada: Weldwood Plywood, Ltd.



Weldwood® PANELING

A product of UNITED STATES PLYWOOD CORPORATION

Weldwood—The Best Known Name in Plywood

INTRODUCING NEW **INLAND** 700 SERIES

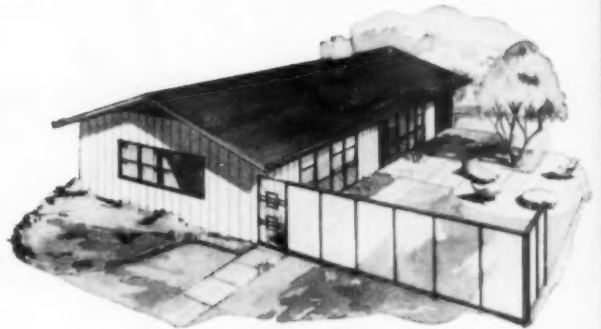
CONTEMPORARY

TO SELL FOR

\$9,000* — \$16,000*



ECONOMY LINE—MODEL 703



DELUXE LINE—MODEL 710 B-G

*Less lot, depending on local area costs.

**CONSTRUCTION LOANS ARE
AVAILABLE THROUGH THE
INLAND MORTGAGE CORPORATION,
IF YOU QUALIFY.**

ASSISTANCE IN ARRANGING PERMANENT FINANCING.

Unlimited opportunities for variation. 90 different elevations. Hundreds of choices of interior and exterior finishing. Front or end to the street. Pre-planned colors. Kitchen built-ins. Sliding glass walls and Modernfold doors. All at Inland's usual down-to-earth package price!

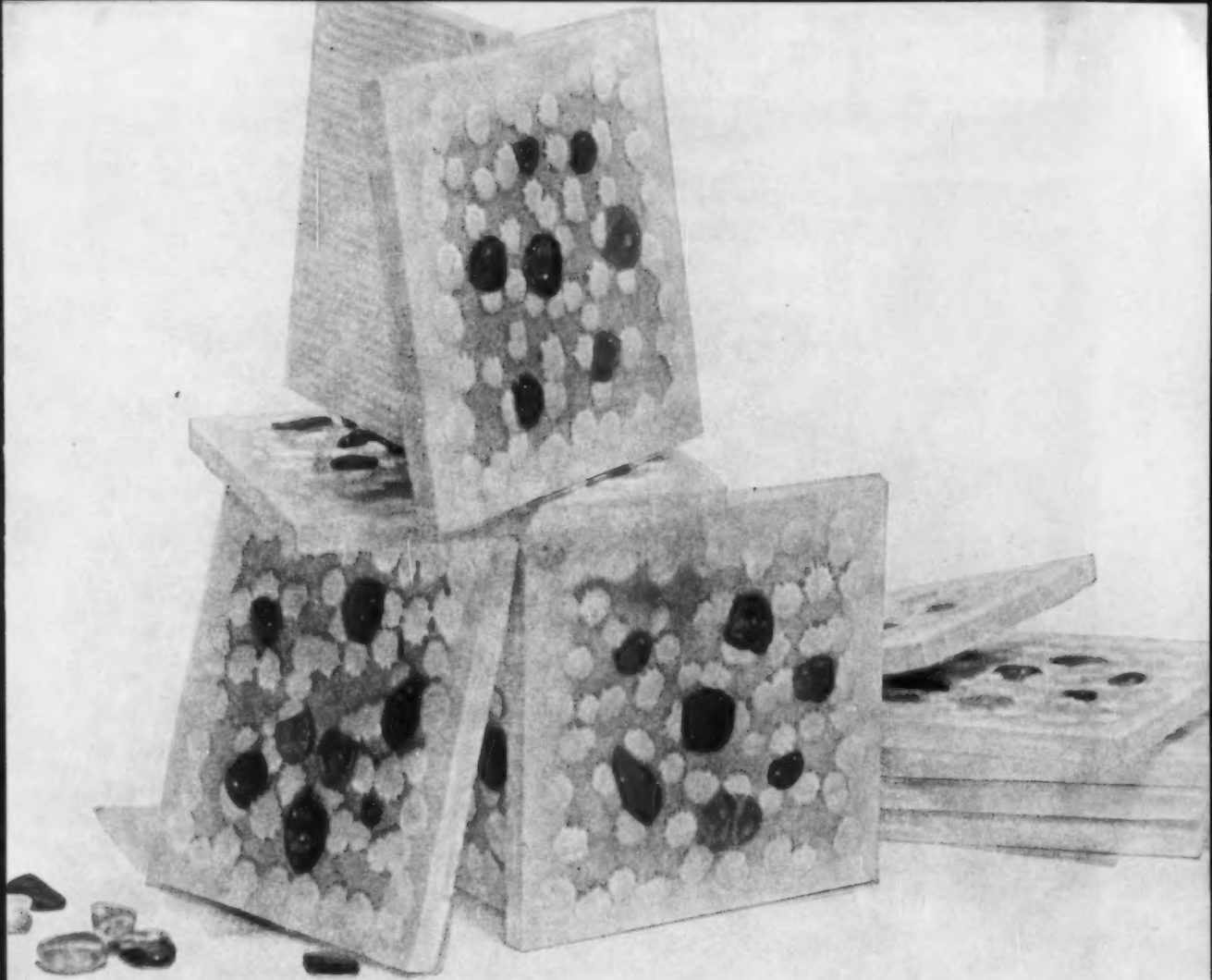
**FREE ILLUSTRATED
BOOKLET** gives full details. Write on your letterhead for your copy now.



Inland[®] Homes
CORPORATION

BOX 915, PIQUA, OHIO—PHONE 3880

BOX 137, HANOVER, PENNA.—PHONE 2-7279



jewels by Pomona Tile . . . a brilliant masterpiece in ceramics

Beauty! Excitement! Luxury! Distinction! These appeals are uniquely yours when you place Jewels at random within your Pomona Tile installation. Jewels create a breathtaking effect of sparkling, semi-precious stones on gold dust in a field of velvet white. Like mounted gems, they reflect thousands of iridescent highlights. Five other fascinating decorative inserts are now available. See them at your nearest Pomona Tile Showroom.

POMONA TILE



send for free beautifully illustrated brochure "Dramatic Decoratives"

POMONA TILE manufacturing co.
 629 No. La Brea Avenue, Los Angeles 36, California, Dept. AB-3

name _____

address _____

city _____ zone _____ state _____

Seattle • Salt Lake City • San Francisco • Pomona • Dallas • Arkansas City • North Hollywood
 Phoenix • Kansas City • Fort Worth • St. Louis • Long Beach • Chicago • Denver • Memphis

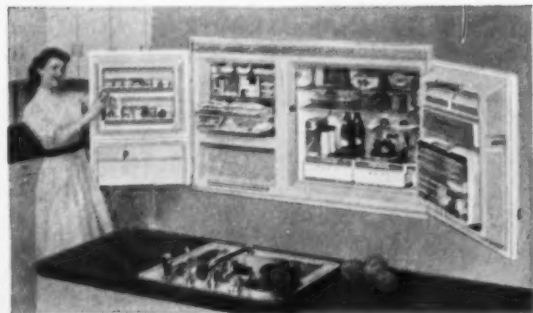



Easiest of all to install!


New Westinghouse in-the-wall Refrigerator-Freezer

Completely self-contained . . . they just slide into place. No separate installation of Refrigerator Units is required. Light in weight, they're easier to handle and install. New Thermo-Struct construction reduces weight, increases structural strength. Cabinet interiors

are deeper, have capacity for the largest food items because they mount in-the-wall. Designed to meet FHA requirements, these Built-ins offer installation advantages every builder will welcome and there's both a horizontal and vertical model to fit any kitchen plan.



 Horizontal model has a 9.2 cu. ft. Refrigerator, 3.4 cu. ft. Freezer, puts all foods at reach-in level. Model BHK-13.

 Vertical model with 8.9 cu. ft. Refrigerator, 4.0 cu. ft. Freezer, has convenient food compartment up top. Model BVK-13.

True built-ins with all the deluxe features!

They offer that touch of glamor women want in their kitchens. They are true built-ins, not merely adaptations of free-standing models. Color availability includes 5 Confection Colors; Frosting Pink, Mint Aqua, Lemon Yellow, Nougat Gray, Sugar White . . . plus Brushed Chrome or Antique Copper.

Refrigerator section has Automatic Cycle Defrosting . . . defrosts when needed. And for durability, one-piece Thermo-Struct cabinet, exclusive with Westinghouse, won't rust, corrode, decay, rot, nor lose insulating efficiency.

See your Westinghouse distributor or write:
Contract Sales Department, Westinghouse
Electric Corp., Major Appliance Division,
Mansfield, Ohio.

YOU CAN BE SURE...IF IT'S **Westinghouse**





There are 1,300 concrete masonry homes in this F & S development at Kearns, Utah, near Salt Lake City. They range in size from 1,100 to 1,600 sq. ft. and are priced from \$9,250 to \$12,000.



America's fifth largest Home Builder says:
"We've Built Over 5,000 Concrete Masonry Homes"

The F & S Construction Company, builders of Hoffman Homes, was the fifth largest builder in America in 1955. Sam Hoffman, president, has this to say about concrete masonry homes:

"In the past six years, we have *built and sold* over 5,000 concrete masonry homes. Wide consumer acceptance of concrete masonry construction has been a basic ingredient in our success.

"This acceptance has grown out of a combination of many advantages enjoyed by concrete masonry houses—variety of design, fine appearance and comfort, as well as their unequalled resistance to weather, decay, termites and fire.

"Building with concrete block enables us to offer substantial homes of good design and great durabil-

ity. And we are able to offer wide architectural and color variations. Another point is that concrete block construction minimizes maintenance problems—which can really be a major headache for any resident builder like F & S."

In its developments the F & S Construction Company has built four concrete masonry shopping centers, each with a large concrete parking lot; 89 miles of concrete streets; 170 miles of concrete curbs and gutters, and 8,000 concrete driveways.

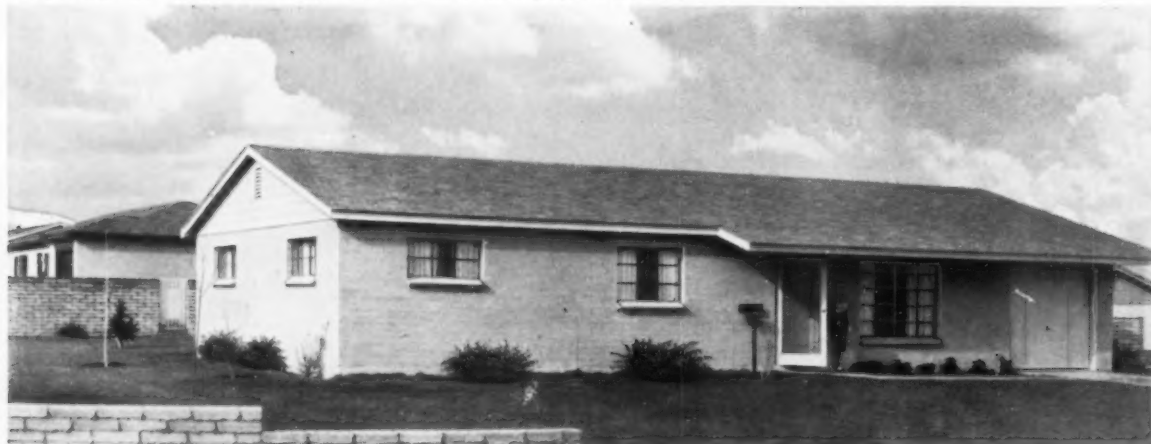
Other builders seeking the key to salable houses can look to the success of this large developer.

PORTLAND CEMENT ASSOCIATION

33 West Grand Avenue, Chicago 10, Illinois

A national organization to improve and extend the uses of portland cement and concrete through scientific research and engineering field work

One of several styles of concrete masonry houses in Hoffman Homes project at Kearns, Utah.



FOR CONTRACTORS AND CONSTRUCTION COMPANIES

Guaranteed to

copy anything!



Styled by
Chas. E. Jones
and Associates.

- LETTERS
- DRAWINGS
- BIDS
- ESTIMATES
- DEEDS
- ORDERS
- CONTRACTS
- ENGINEERING DATA
- BLUEPRINTS

The
Improved 1957
All Electric

APÉCO *Auto-Stat*[®]
DIAL-A-MATIC

Makes instant photocopies of anything written, printed, typed, drawn, or photographed—right in your own office.

Construction firms and contractors throughout the United States have accepted Apeco Auto-Stat as standard equipment to handle the many applications they have for copying work papers. They get an exact photocopy of anything—in seconds. With the new all-electric 1957 Apeco Dial-A-Matic Auto-Stat you get clear, bright, sharp black on white

copies—and it's so easy. The magic touch dial control assures a perfect copy everytime. Styled in polished, gleaming stainless steel—the Apeco Auto-Stat is handsome, lightweight, and compact. It copies any original up to 15" wide, any length or color on opaque or transparent paper—printed on both sides. It offers hundreds of money and time saving applications for every builder and is priced well within the budget of even the smallest firm.

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On How Contractors and
Construction Companies Use
APECO AUTO-STAT COPYING**

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BUILDERS

NEW BOOK PACKED WITH IMPORTANT INFORMATION

On the new

APĒCO *Auto-Stat*[®]
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**The All-Purpose Copy Maker
For the Building Industry**

Find out how you can save time and money with the revolutionary Apeco Dial-A-Matic Auto-Stat. Now ready . . . a new special book—the results of a thorough study of builders' copying requirements. It's packed with facts and applications that will increase the efficiency of your operation. You, as well as every member of your staff, should read this important factual report. Send for your book today—there is no obligation whatsoever.

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and

CONSTRUCTION

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Rush me without obligation your new free book on the improved all-electric 1957 Apeco Dial-A-Matic Auto-Stat plus the special report on how Contractors and Construction companies can use this modern copy maker.

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. . . special Report on how
Contractors and Construction
Companies use Apeco Auto-Stat
Copying.

PRINTED IN U.S.A.

Give Every Home That **Custom-Kitchen** Look
 With Beautiful New **Amana**
Built-In Freezers and Refrigerators!



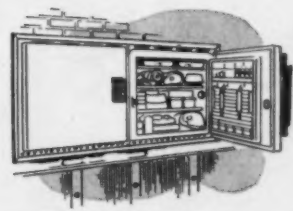
So Modern! So Profitable! So Easy to Install!

Designed with the woman in mind—and extra easy to install—these magnificent new built-in freezers and refrigerators from Amana bring sparkling beauty, new convenience and comfort, to any kitchen. Require no special cabinet work. They give new homes added value and outstanding buyer appeal . . . make modernization jobs so much easier to sell!

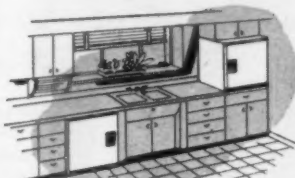
- ▶ **Amana built-in freezers and refrigerators** are completely finished on all visible sides. Each unit is self-contained—allowing full flexibility of installation!
- ▶ **No high-cost special installation necessary.** Fully self-contained, all you need is space and an electrical outlet. Units conform to all kitchen and building specifications!
- ▶ **Your choice of four beautiful new finishes . . .** White—Brushed Chrome—Coppertone—and Yellow!
- ▶ **Arrange them as side-by-sides right in the wall**—above or below counter line . . . as stack-ons, both in ordinary refrigerator space . . . or they can be staggered to fit your kitchen decor and convenience!



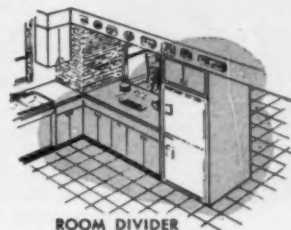
STACK ONS



SIDE BY SIDE



ABOVE AND BELOW COUNTER



ROOM DIVIDER

Producers of
 World-Famous Amana Freezers
 Freezer-Plus-Refrigerators
 Built-In Freezers and Refrigerators
 Room Air Conditioners
 Central-System Air Conditioning
 Deepfreeze® Chest Freezers



The words Amana and Deepfreeze are trade marks
 Reg. U. S. Pat. Off.

AMANA REFRIGERATION, INC., AMANA, IOWA

Amana Refrigeration, Inc., Amana 36, Iowa
 Gentlemen: Please send me full information on: Amana Built-In Freezers and Refrigerators.

Name

Company

Address

City State

I am a: builder modernizer architect

Congratulations to the Winners

BILT-WELL

The judges had a difficult time picking the thirty top winners in the 1956 Bilt-Well Builders' Contest. The photos of Bilt-Well Window and Cabinet installations entered by hundreds of builders from every area of the country were outstanding and a fine tribute to the ingenuity of the building industry.

We would like to express our appreciation to all the builders who submitted entries in the contest, to all local lumber dealers who supplied these builders with BILT-WELL products, to the excellent panel of judges and everyone else who helped make this contest so successful.



The following distinguished representatives of the building industry capably handled the judging of the 1956 Bilt-Well Builders' Contest during the January N.A.H.B. Convention in Chicago: (left to right) Joseph Mason, Editorial Director of American Builder; Martin L. Bartling, Jr., Secretary of National Association of Home Builders; William H. Scheick, Executive Director of the Building Research Institute; Robert C. Reschke, Senior Associate Editor of Practical Builder; and Carl Norcross, Executive Editor of House & Home.

NATIONAL GRAND PRIZE WINNER

Prize: 26-Day, Deluxe Trip to Europe (for 2)



DONALD K. MacGILLIVRAY
Period Homes
Spokane, Washington



THE BILT-WELL LINE—
WINDOW UNITS, Double-hung, Awning, Casements, Basement, Storm and Screen. **CABINETS**, Kitchen, Multiple-use, Wardrobes, Storage, Vanity-Lavatory and Vinyl Countertops. **DOORS**, Exterior, Interior, Screens and Combination.

BILT-WELL WOODWORK

manufactured by
CARR, ADAMS & COLLIER CO.
since 1866 Dubuque, Iowa

of the 1956

Builder's Contest

EASTERN REGIONAL WINNERS

Prize: 8-Day Holiday Trip
to Bermuda (for 2)



JOE T. RUBY
Uniontown, Pa.

Supplier:
Hi-Way Supply Co., Dunbar, Pa.



ALDEN ROBBINS
Cranston, R.I.

Supplier:
Harris Lumber Co., Providence, R.I.

MID-WESTERN REGIONAL WINNERS

Prize: 8-Day Holiday Trip
to Mexico (for 2)



WALTER THOMPSON
Marion, Indiana

Supplier:
Walter Thompson Lbr. Co., Marion, Indiana



NELSON G. RAY
Caves Road, Chesterland, Ohio

WESTERN REGIONAL WINNER

Prize: 8-Day Holiday Trip
to Hawaii (for 2)



LOREN W. BENTON
San Antonio, Texas

Supplier:
Standard Lumber Co., San Antonio, Texas

*It pays to
put Nationally
Advertised
BILT-WELL
Woodwork
in the homes
you build!*

Twenty-four Runner-up Top Entries...Prize: \$100 U.S. Government Savings Bond

W. P. ABRAHAM

W. J. Abraham & Sons, Inc., Seymour, Ind.

VINCENT E. PETERSON

Peterson Bros. Const. Co., Omaha, Nebraska

EMIL KUCIREK

Kucirek Const. Co., Lorain, Ohio

TWIGGS CONST. CO.

Macon, Georgia

EDWARD L. BOLDING

Tampa, Florida

ROY E. FORD

The Ford Company, Council Bluffs, Iowa

BAUER & NEEDHAM

Madison, Wisc.

PRIVATE HOMES, INC.

Rapid City, S. Dakota

ROBERT P. GERHOLZ

Gerholz Community Homes, Inc., Flint, Mich.

MR. JACK SCHILTZ

Schiltz Construction Co., Dubuque, Iowa

J. W. HENLEY

J. W. Henley & Co., Memphis, Tenn.

CAVALIER REALTY CO.

Portsmouth, Va.

R. F. GIBBS

Gordon, Georgia

F. D. KINDRED

Lexington, Kentucky

ARTHUR L. BONINE

Cassopolis, Michigan

JACK SCOTT

Scott Lumber Co., Raymondville, Texas

J. B. ROBINSON

So. Hamilton Ave., Georgetown, Ky.

R. M. OSBORN

Hillsboro, Indiana

JACK HORNER

Mississippi County Lbr. Co., Blytheville, Ark.

TOM LaFOLLETTE

Pollatch Yards, Inc., Kennewick, Wash.

BURNELL REINITZ

Esslinger & Reinitz, Guttenberg, Iowa

BERKSHIRE ENGINEERING

Great Barrington, Mass.

VERN CARRIS

Dubuque, Iowa

W. H. McCALLUM

Aiken, So. Carolina



NEW F-600 2-tonner has higher horsepower and more rugged chassis construction. More payload capacity than any other 2-tonner.

New '57 Fords **More modern...in more ways** **...to cut your costs!**

Boldly modern! That's the *big* news in Ford trucks for '57. Modern styling outside—modern engineering through and through. They're the most *efficient* trucks Ford has ever built—engineered to cut your costs.

Look at Ford's new pickup with its smart-looking Styleside body—*standard at no extra cost*. Its fresh new design is functional—provides easier side loading . . . gives you the biggest body in the half-ton field.

Under the hood of a '57 Ford, you'll find important new advances in power. Compression ratios and horsepower ratings are higher than ever. Engine breathing is freer, more efficient.

And every engine—V-8 or Six—has the cost-cutting efficiency of modern Short Stroke design.

New Driverized Cabs are roomier, more comfortable than ever. And new structural design improvements make these the strongest Ford Cabs ever built.

Deep down it's a rugged truck, too! There's new toughness everywhere—in stronger frames, in sturdier axles, in higher-capacity springs.

One look at these completely new, boldly modern Ford trucks for '57 will make you want to see just what they can do. Get in touch with your Ford Dealer now!



NEW F-350 stake has higher 8.3 to 1 compression ratio standard—V-8 or Six. Chassis improvements include new 3800-lb. capacity front axle.

NEW F-100 pickup with Styleside body standard at no extra cost. Flareside body with wood floor also available. Both types in either 6½ - or 8-foot body lengths.

Only Ford Gives You All These Deep-Down Modern Features

NEW Styleside pickup bodies, standard at no extra cost. America's biggest pickup bodies! Built wider with all-steel rugged box-section corner reinforcements and recessed taillights. Side loading's far easier with full-width body.

NEW hydraulic clutch, standard in all models from pickups to tandems. Easier to operate—works like hydraulic brakes. Clutch and brake pedals are suspended type for extra driving ease!

NEW riding comfort! A completely new chassis suspension, roomy cabs with increased visibility, greatly improved riding and handling ease.

NEW power advances! New higher horsepower, new freer breathing, new higher compression, new Super-Filter air cleaner. New advancements from camshafts to carburetors. Modern Short Stroke design in every engine—V-8 or Six.

NEW Driverized cabs—completely new—stronger, roomier, smarter! New wider full-wrap windshield. New inboard cab step, new Hi-Dri ventilation, new easy-to-read instrument panel!

NEW chassis strength! New frames, up to 13% stronger. New sturdier axles! New higher capacity, easier riding springs!

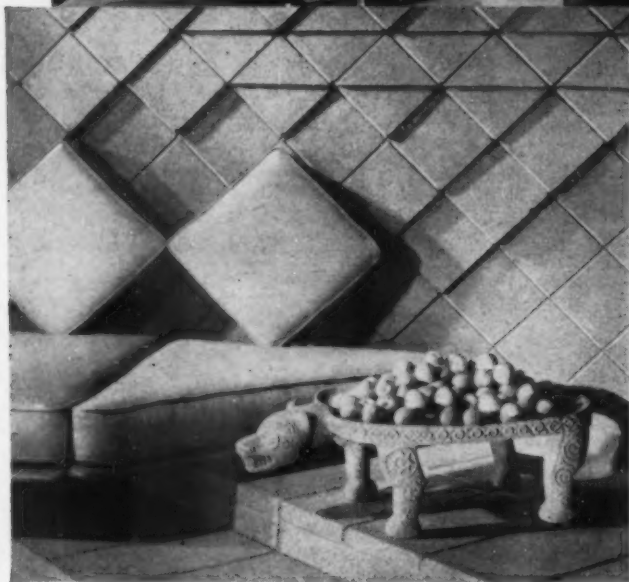
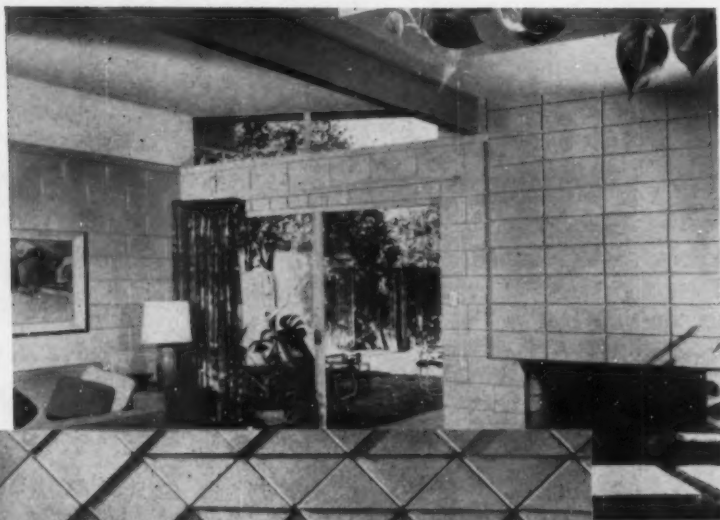
For '57 and the years ahead—

FORD TRUCKS COST LESS

... LESS TO OWN ... LESS TO RUN ... LAST LONGER, TOO!

Versatile Concrete Masonry

*the newest
outlook in
building*



Builders! You need this sales-producing idea book "Concrete Masonry Homes." Learn the latest developments in block homes.

64 big pages, 6 in full color • floor plans of concrete masonry homes • swimming pools • fireplaces • garden walls • profitable block extras which make look-alikes different • Advice for customers on how to finance homes.

Fill out and mail with \$1.00

**National Concrete Masonry Association
38 So. Dearborn St., Chicago 3, Ill.**

Please send me a copy of the new book "Concrete Masonry Homes." My \$1.00 remittance is enclosed. (please print)

NAME _____

ADDRESS _____





Mr. Ketchum (left) and J. C. Marvin of The Pacific Telephone and Telegraph Company, shown here in front of one of Mr. Ketchum's popular College Downs Homes in California's San Fernando Valley.

"Home buyers want concealed telephone wiring"

— says Mr. Russ Ketchum, Builder, of Van Nuys, California

"Here's why home buyers want concealed telephone wiring," says Mr. Ketchum. "They want telephone outlets located as conveniently as electrical outlets, and they want the finished beauty of their rooms preserved, too.

"I'm in business to give people what they want in homes, and today that means concealed telephone wiring along with the many other built-in, ready-to-work conveniences that people

look for. I put concealed wiring and telephone outlets in every home I build. It's good business. It's a sales feature I wouldn't be without."

Your nearest Bell Telephone business office will help you with concealed wiring plans. For details on home telephone wiring, see Sweet's Light Construction File, 8i/Be. For commercial installations, Sweet's Architectural File, 32a/Be.

Working together to bring people together
BELL TELEPHONE SYSTEM



Everybody talks about women

Only Lennox gives

the woman's touch

1

Dramatic ads in national magazines for women, to promote the most important Woman's Touch of all—Lennox all-season air conditioning!

Women are sold on air conditioning. A survey of *Ladies' Home Journal* readers shows that 88% want it in their homes. These ads in *Vogue*, *McCall's* and *Living for Young Homemakers* sell women on Lennox all-season air conditioning.



plus . . .

the world's most complete line of all-season air conditioning equipment—by LENNOX

Better-engineered warm-air furnaces and ultra-quiet air conditioning units—127 models in all, one for every home. And this famous equipment is serviced by more than 5600 Lennox Comfort Craftsmen—one right in your community!

SEE OUR CATALOG
IN SWEET'S
LIGHT
CONSTRUCTION
FILE
File No. 8c/Lc

... gives you some selling help based on one sales feature, but

you a *complete* program to sell women

... a hard-working, dollar-sound, four-part plan that helps builders
and realtors appeal to women in a new, exciting way!

2

Compelling national ads with your name and address to sell women on seeing your Woman's Touch homes!

These convincing ads, in *Woman's Day*, read by over 4,000,000 homemakers, and *Family Circle*, read by over 3,600,000 homemakers—your best prospects—tell them why your homes are truly designed with women in mind.



more families buy

LENNOX

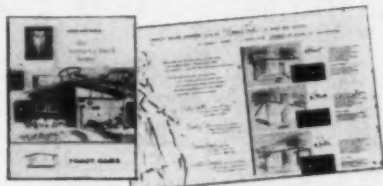
world leader in all-season
air conditioning for the home

© 1957 Lennox Industries Inc., heating and air conditioning, founded 1895; Marshalltown and Des Moines, Ia.; Syracuse, N.Y.; Columbus, Ohio; Ft. Worth, Texas; Los Angeles, Calif.; Salt Lake City, Utah; Decatur, Ga. In Canada: Toronto, Montreal, Calgary, Vancouver.

3

Big, idea-packed sales promotion package to help you turn home-lookers into home-buyers!

A collection of selling aids beamed at the woman. Personalized tract brochures, newspaper ad mats, tract signs, in-house display signs, radio commercials, publicity, promotion calendar... to help make this program work wonders for you.

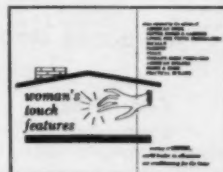


Personalized Tract Brochures

4

A brochure of Woman's Touch home feature ideas to give your homes extra sales appeal!

A world of wonderful ideas, selected by the editors of leading magazines like *Vogue*, *Woman's Home Companion*, *McCall's*, *Living for Young Homemakers*, *Better Homes & Gardens*, *Parents'* and many others... all yours to use in your model homes.



AND... a national award competition for builders: awards for 10 top home feature ideas! (See coupon.)

— FOR INFORMATION—MAIL THIS COUPON TODAY! —

LENNOX INDUSTRIES INC.
Merchandising Dept. AB-3
Marshalltown, Iowa

Please send me information about the *Woman's Touch* program, including details of the *Woman's Touch* model home promotion package, and your national competition for home-feature idea awards.

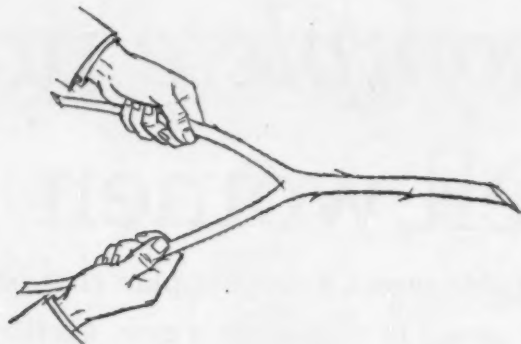
NAME _____

FIRM _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

DODGE REPORTS point out new construction business the way old divining rods were supposed to find water. So don't trust to luck . . .



Write for a better way to turn up new construction business

There's no divining rod guesswork in the way Dodge Reports give you a head start on finding new construction business — it's all facts! So, if you want to know where you can find live, active prospects for your product or service, just read, then mail this coupon today.

TO: **DODGE REPORTS**, 119 WEST 40th STREET, DEPT. 171, NEW YORK 18, N. Y.

Yes! I'd like to pin-point my prospects by knowing in advance who's going to build, what, when, where.

I want to know whom to contact and when to submit bids.

I'd like to see some Dodge Reports and I'd like a copy of your booklet that tells how to use this accurate, daily, up-to-the-minute construction news service.

I understand that I can pick just the area and type of construction activity that interests me. Also, that I won't have to wade through mounds of data to find the information I need.

I'm interested in General Building House Construction Engineering (Heavy Construction)

in the Following Area: _____

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____



THE WIDEST CHOICE OF KITCHEN STYLES, FEATURES AND PRICES EVER OFFERED!

Triple H Kitchens



HOSPITALITY LINE

HERITAGE LINE

HOLIDAY LINE

BY KITCHEN MAID



FOR CUSTOM BUILDING...PROJECT BUILDING...OR REMODELING

The Big News that's Revolutionizing Kitchen Concepts on all Home Price Levels!

Never before have such tremendous strides been taken to develop a line of kitchens that will adequately fill the multiple needs of builders and architects on all fronts. New Kitchen Maid Triple-H Kitchens comprise *three* quality-built wood lines in a choice of two distinctive styles... three beautiful natural finishes... five smart enamels (or color-matched finishes)... six distinctive hardware. And you'll be astounded at the range of prices. Remember—Kitchen Maid is backed by forty years of national consumer advertising.

❖ **STYLES and FINISHES**—Both the Heritage and Hospitality lines are offered in exclusive Shadow-Line styling. Heritage in Nutmeg, Spicebush or new, warm Cinnamon natural. Hospitality in Cinnamon. Holiday cabinets in famed Flo-Line styling, finished in pink, green, yellow, turquoise, white. Colors matched at slight extra cost.

❖ **PRICING**—The tremendous scope of the new Triple-H line now permits pricing which meets the most exacting budget. Equally important, there has been no sacrifice of Kitchen Maid's traditionally superlative quality!

❖ **FEATURES and CONSTRUCTION**—Within the Kitchen Maid lines, there are more than thirty practical convenience features, any of which are interchangeable in any line. You'll also have the assurance of a lifetime, trouble-free installation because of Kitchen Maid's guaranteed doors and fine furniture-type construction.

ATTENTION DEALERS!

If you're considering a kitchen department, here's the most valuable franchise in the industry! Kitchen Maid is America's fastest-growing line, backed by the oldest distributor organization, oldest manufacturer in the kitchen business!

KITCHEN MAID
FIRST AND BEST IN
KITCHENS
OF WARM AND FRIENDLY WOOD

BUILDERS • DEALERS
GET SET FOR '57 WITH
THE NEWEST, BROADEST
LINE ON THE MARKET.
Write Today for Full Details!

.....
The Kitchen Maid Corporation
1173 Snowden Street, Andrews, Indiana
Gentlemen: Rush information about your new Triple-H
Kitchens. I am a Builder Architect Dealer.

Name _____
Address _____
City _____ State _____

CRA

You pay no more for the plumbing



*Here's the sign that tells prospects, "No corners cut here."
The sign of Crane Quality Plumbing is regarded as a sure
tip-off that your house is quality built . . . throughout.*

NAME

Sales helps
for the new
buyers' market
in homes

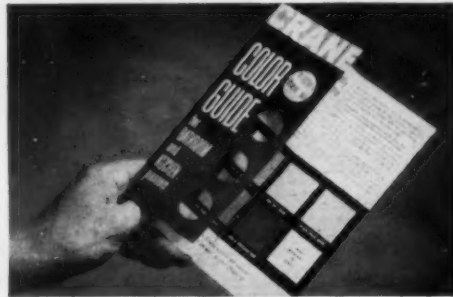
that helps you sell the house

YOU GET THE PRESTIGE OF THE CRANE NAME—
PLUS ALL THESE SELLING HELPS



POWERFUL NATIONAL ADVERTISING

Crane backs you up with big-space, full-color ads in Big Name magazines like LIFE, Better Homes & Gardens, The American Home, House Beautiful, House & Garden, Sunset, and Successful Farming.



AMERICA'S FIRST CHOICE IN COLOR

Crane offers all fixtures in a choice of seven lovely colors: Shell Pink, Sun Tan, Sky Blue, Pale Jade, Citrus Yellow, French Grey, Persian Red, plus white. You can vary color and style—house to house.



HENRY DREYFUSS DESIGN

Crane plumbing fixtures are designed by famed designer Henry Dreyfuss to look modern years longer. No wonder Crane is America's first choice for design and color.



LOTS OF SALES AIDS

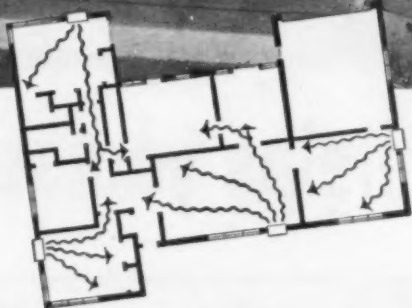
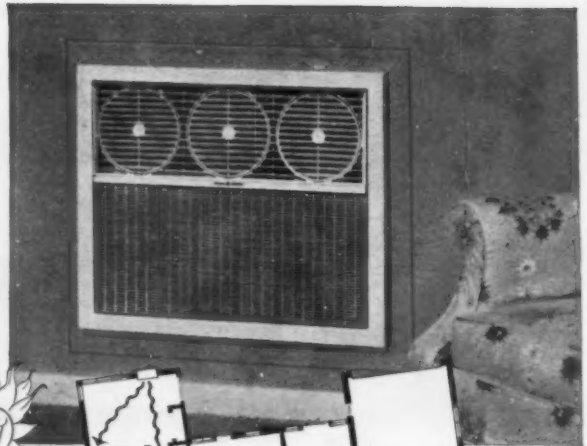
You make Crane's national advertising work directly for you when you use Crane job signs and other tie-in material. (Ask for details of Crane's cooperative advertising plan.)

CRANE CO.

836 South Michigan Avenue, Chicago 5, Illinois
VALVES • FITTINGS • PIPE • PLUMBING • KITCHENS • HEATING • AIR CONDITIONING



George B. Rice, contractor, easily installed four General Electric "Built-In" *Thinline* Air Conditioners during construction of this new house at 2105 New Market Drive, Louisville, Kentucky.



Only four General Electric Thinlines automatically air condition 7-room house

"Our client wanted built-in, low-cost, high-capacity air conditioning in this new seven-room house," says George B. Rice, Louisville, Kentucky contractor. "That's why we chose four new General Electric *Thinline* Air Conditioners.

"We built a 1 hp. unit into the living room, a ¾ hp. unit in the den, a ¾ hp. unit in the master bedroom, and a ½ hp. unit in the children's bedroom. With just the four of them, the whole house stays cool and comfortable."

The owner of a General Electric *Thinline* doesn't have to pay for cooling he can't use. Each unit has an automatic thermostat. As the sun moves around the house, the un-

needed units turn off and those in the warm rooms go on.

Installed through the wall, there's little overhang inside or out. The new "Built-In" model is easy and quick to put in. Ask your General Electric dealer for complete details. General Electric Company, Room Air Conditioner Dept., Louisville 1, Kentucky.

Progress Is Our Most Important Product

GENERAL  ELECTRIC

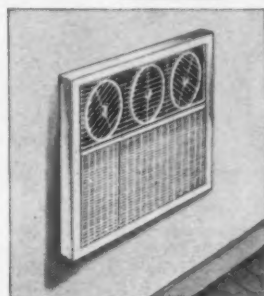
It's simple to install the new General Electric Thinline "Built-In" model



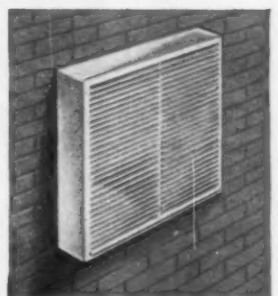
Case is installed during construction—mounts in any kind of wall. Panel protects until building is completed.



Thinline chassis slides into case later. Six screws hold it in place—give you a quick and weather-tight installation.



Add appearance front, air filter grilles. Then plug in. Grille can be painted with 6 spray-on colors to blend with any décor.



On the outside the *Thinline's* aluminum grille will look smart for years. It's easy to paint it to match exterior.

The Kitchen of the Future...To Build Bigger Sales Today!

MONTEREY

Youngstown Kitchens



- ① **New Wall Cabinets.** Furniture-finished hardwood doors on famous Youngstown wall cabinets.
- ② **New Sandalwood Color.** Subtle new wood-tone shade blends with every kitchen color.
- ③ **New Pantry Cabinets.** Fingertip shelves use once-idle space between wall and base units.
- ④ **New Larger Built-In Sink Bowl.** Highest quality Youngstown bowl installs easier. Priced to beat most ordinary drop-in bowls.
- ⑤ **New Continuous Counter Tops.** Lustre Trim adjustable tops fit any length without metal sealer strips.
- ⑥ **Two new Adjustable Built-In Oven Cabinets.** These low priced steel oven cabinets accommodate almost every gas or electric oven.

It's Future-Fashioned!

BACKED BY THE BIGGEST PROMOTION CAMPAIGN IN KITCHEN HISTORY!

- ★ **Introduced on TV Spectacular!** Saluting Kate Smith and starring the greatest names of stage, screen and TV. 85,000,000 potential viewers for this modern miracle show on the ABC-TV Network, Sunday night, April 23! Cash in on this biggest of all advertising bonanzas!
- ★ **Shown in Full Color Spreads in Life, May 13, and This Week Magazine, May 19.** 52,760,000 ready-to-buy readers will see these ads, fall in love with MONTEREY, look for it in your homes!
- ★ **Sold in your Local Newspapers under your name!** Yes! 73 Sunday papers across the nation will carry Monterey ads in full color! Get your name in your local listing, now!

TIE IN NOW! FEATURE MONTEREY IN YOUR NEW HOMES. TAKE ADVANTAGE OF YOUNGSTOWN KITCHENS NATION-WIDE PROMOTION.

Contact Your Youngstown Kitchens Distributor Now.



“94 out of 100 buyers chose steel windows”

reports **Harold M. Luvisch, Detroit Builder**



“We went all-out to please our customers when we built Riverbend Estates,” said Mr. Luvisch, vice president of Luvisch Building Corporation. “We gave them quality materials, excellent construction. Large lots in a country setting. Schools, parks and shopping, all close by. And we offered them their choice of *any type* of window. You’ll be interested to know that 94 out of 100 chose steel windows.

“Incidentally, their choice doesn’t surprise me a bit. My father, my brother and I all use steel windows in our own homes.”

Time and again, when given their choice, buyers have overwhelmingly

preferred steel windows. Offer your customers steel windows, and they’ll get these important advantages:

1. Big glass areas for maximum light, views and ventilation.
2. Widest range of designs, from traditional to the latest ranch styles.
3. The smoothest-operating, most damage-resistant windows on the market—windows that won’t swell and stick in wet weather.
4. Windows that can be washed, screened and equipped with storms, all from the inside.

As builder you gain the added benefits of fast, easy, *economical* installation. And, when you use rugged steel win-

dows, you don’t have to put up with the bothersome and expensive damage that so often occurs when you’re working with fragile windows.

Bethlehem Steel Company does not manufacture steel windows, but for many years has supplied the steel-window industry with the solid, specially rolled steel sections that give steel sash its unequalled strength. You’ll find the manufacturers of steel windows listed in Sweet’s File—AIA 17b.

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





THIS IS GOOD WORKMANSHIP

GOOD workmanship is one of the most important factors in preventing leaky brick walls.

Good workmanship includes wetting the brick—completely filling the head and bed joints—and back-plastering the face brick.

Expect trouble when dry, absorbent brick are placed in the wall. If their rate of absorption is too high at the time they are laid, they will suck the water out of the mortar too fast, even though the mortar has high water-retaining capacity. The result may be a poor bond, and a leaky wall.

Brixment mortar has high water-retaining capacity. It resists the sucking action of the brick. It stays plastic and workable longer. Brixment mortar therefore provides added protection against excessive absorption—but even when Brixment mortar is used, absorbent brick should still be wetted.

In addition to great plasticity, high water-retaining capacity, and bonding quality, Brixment mortar has great resistance to freezing and thawing, and freedom from efflorescence. Because of this combination of advantages, Brixment is the leading masonry cement on the market.

BRIXMENT

LOUISVILLE CEMENT COMPANY, Incorporated, LOUISVILLE, KENTUCKY

*"I've just investigated all the
NEW FEATURES of the
MALT-A-MATIC window . . .*

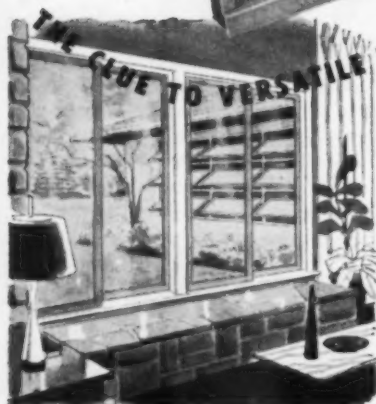
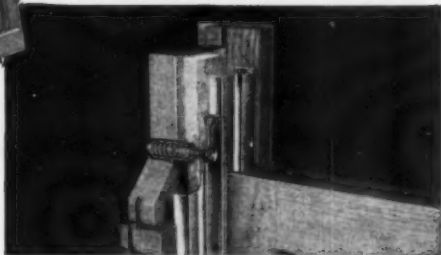


MALT-A-MATIC
double-hung
window is
fully modular
— adapts to
various wall
thicknesses.
Available in
a wide range
of sizes.

...here's my deduction:

1. The new, **HEAVIER GAUGE** metal slide construction increases window strength and service life . . . promotes smooth, easy sash operation.
2. **IMPROVED SPRING-BOX** design gives better tension control on slides and more accurate set screw adjustment.
3. Addition of **GLASS FIBRE INSULATION** makes Malt-A-Matic extremely weather-tight . . . seals out drafts . . . reduces heat loss.
4. Regular Malta features . . . **QUALITY MATERIALS . . . PRECISION CONSTRUCTION . . . CHEMICAL TREATMENT** and instant, inside **SASH REMOVAL** assure fast, economical installation and positive home buyer satisfaction.

Get on the trail of your nearest MALTA dealer right away. Carry out your own investigation. You'll find plenty of evidence to prove that MALTA windows make homes go up faster . . . look better . . . sell easier.



THE CLUE TO VERSATILE WINDOW WALL STYLING

MALT-A-GLIDE horizontal sliding window with removable sash. Full weatherstripping and new heavier gauge aluminum sill provides easy operation . . . water-tight seal.

MALT-A-VENT modern all-purpose window installs as awning, hopper or casement style. All around aluminum weatherstrip seals out water, wind and dust. Completely assembled, ready-to-install, carton packed.



BE THE FIRST TO OFFER A HEAVY-DUTY POWER SOURCE

that operates **5** electric housewares at one time...



New Westinghouse Automatic APPLIANCE CENTER!

Another Westinghouse Built-in and what a feature to promote to your prospects! Now, 3, 4, or 5 appliances can *all* plug in without blowing fuses. Clock and Timer give automatic on-off control. Two outlets and three Hide-away cords with cord reels connect to appliances.

This Automatic Appliance Center installs with just one 3-wire circuit connection. It breaks into 5 appliance circuits at less cost than installing 5 separate circuits. It's compact and self-contained, perfect for a variety of locations. Mount it in a wall cabinet, under or alongside a wall cabinet.

Build-in an exclusive service feature—build up sales excitement. Specify the Automatic Appliance Center to your designer and electrical contractor. For complete specifications and installation, see your Westinghouse distributor or mail coupon at right.

**YOU CAN BE
SURE...IF IT'S**

Westinghouse



Mr. W. M. Byrne, Merchandise Manager
Electric Housewares Department AB-3
Westinghouse Electric Corp.
Mansfield, Ohio

Please send me complete details about the Westinghouse Automatic Appliance Center, including installation data.

Name _____

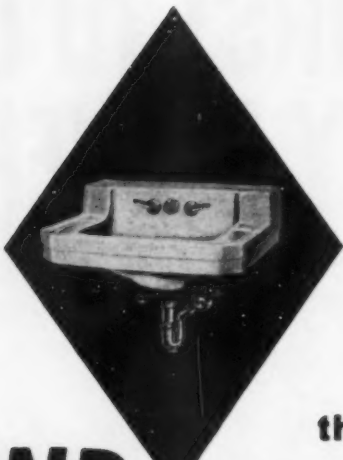
Firm _____

Address _____

City _____ Zone _____ State _____

RICHMOND

**the fastest
growing name in
plumbing fixtures**



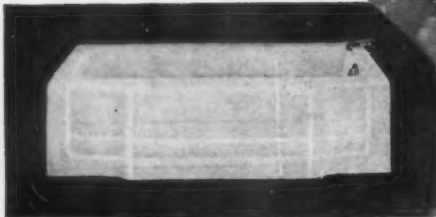
...THE COLORS- choice of seven sparkling pastels or famous Richmond "Whiter-White."

...THE STYLING- designs to fit every plumbing need-residential, commercial, industrial.

...THE ENGINEERING- quality-controlled manufacturing that gives lasting consumer satisfaction.

...THE BRAND ACCEPTANCE -building steadily through extensive national advertising.

**TO BUILD YOUR
REPUTATION FOR QUALITY
AND BRING SALES YOUR WAY**



RICHMOND

PLUMBING FIXTURES

DIVISION OF RHEEM
MANUFACTURING COMPANY
16 Pearl Street, Metuchen, New Jersey

WRITE FOR NEW ILLUSTRATED CATALOG

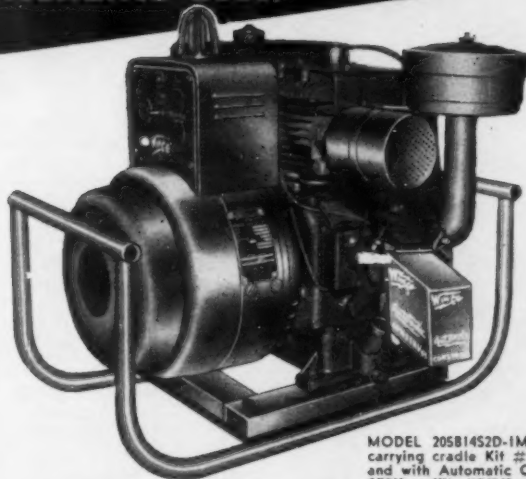
WINCO® Gives You NEW ECONOMY IN PORTABLE ELECTRIC POWER

with the Exclusive New

Automatic CONSERV-er IDLING CONTROL



Extends Engine Life
Reduces Fuel Consumption
Lowers Maintenance Cost



MODEL 205B14S2D-1M, on carrying cradle Kit #23410 and with Automatic CONSERV-er Kit #24842.

AUTOMATIC CONSERV-er IDLING CONTROL—

Plant AUTOMATICALLY idles except when load of 75 watts or more applied.

205B14S2D Series—

New 2500 watt Direct Drive model, 115, 230, or 115/230 volts, 60 cycles, A.C. Control box with receptacles standard equipment.

LIGHT WEIGHT—Only 158 pounds including cradle! Shock-mounted on convenient carrying cradle.

RECOIL STARTER—Optional equipment at extra cost.

SUPER POWER—King-size generator gives you close, steady, voltage regulation.

EASY TO START—4-cycle Briggs & Stratton engine gives you quick, easy, dependable starting.

EASY TO SERVICE—Engine parts & service stations readily available.

EASY TO USE—Speedy-Shift 2-wheel dolly for quick portability. Easily attached or removed. Optional at extra cost.

A COMPLETE LINE OF WINCO ENGINE-GENERATORS AVAILABLE FOR YOUR INDIVIDUAL POWER NEEDS THROUGH 10,000 WATTS.

WINCHARGER CORPORATION

Sioux City, Iowa
Dept. AB-37

Please send me full information about Winco portable electric plants with the exclusive new Automatic CONSERV-er.

Name _____

Address _____

City _____ State _____

Manufactured by WINCHARGER CORPORATION . . . Sioux City, Iowa

Subsidiary of the Zenith Radio Corporation

LOW COST

MOISTURE PROTECTION
with
CHESLENE
BRAND

Polyethylene



Apply in a jiffy! Cuts easily with pen-knife



For quick, uniform curing of concrete slabs

- ▶ **ECONOMICAL . . .** Imagine . . . permanent moisture protection for only 1½¢ per sq. ft. (.004 gauge). Cheslene costs less than any other low priced moisture barrier!
- ▶ **LIGHTWEIGHT . . .** with built-in toughness to withstand hot and cold weather extremes. Cheslene is soft and pliable . . . can be folded without affecting its production-new efficiency.
- ▶ **EASY TO HANDLE AND APPLY . . .** with pressure tapes or staples . . . goes up in a jiffy.
- ▶ **STRONG . . . TOUGH . . . CHEMICALLY INERT.** Cheslene won't tear, run, rot, mildew, dry out or become brittle. Non-flammable too! Cheslene is permanent moisture protection.

CHESLENE Permanent Moisture Barrier

CHESTER PACKAGING PRODUCTS CORP., 684 Nepperhan Avenue, Yonkers 2, N. Y.
A Subsidiary of St. Regis Paper Co.

Mail This Today For Booklet & Sample Sheet!

Chester Packaging Products Corp., AB3/57
684 Nepperhan Avenue, Yonkers 2, N. Y.

Name.....Title.....

Company.....

Address.....

City.....State.....

**BUILDING
SUPPLY
DISTRIBUTORS
WANTED!**

Ask for
detailed
franchise
information

Smart Buyers Look for "Hidden Values!"

Give Them Smooth Operating, ROLL-EEZ-equipped Wooden Drawers



... The Low, Low-Cost "Hidden Value"
that Sells Your Kitchens!

**Roll-eez Roller Bearing
Performance Compares
with Expensive Slides —
yet Costs as Little as**
**26¢/10¢
Per Drawer**

(Cost of One Roll-eez "A" Set in Bulk to Cabinet & Fixture Mfrs.)

Mr. and Mrs. Home Buyer are smarter today! They look for the extra features that offer years of delightful service and convenience. One of the most effective ways to draw excited attention from the women is to incorporate Roll-eez Roller Bearings for Wooden Drawers in your built-ins. Designed to eliminate friction of wood-against-wood and keep drawers in alignment, Roll-eez make wooden drawers glide open to full extension at a touch—prevent them from sticking and binding even in hot, humid weather! Available in nine different styles, Roll-eez consist of durable, self-lubricating NYLON® rollers mounted on steel frames. They are easy and quick to install—can be used in many ways and combinations. Ideal for homes in every price bracket. Complaints, "call-backs" due to stuck, unopenable drawers are a thing of the past.

*Roll-eez "M" and "N" are made with NYLON rollers.

Roll-eez Roller Bearings for Wooden Drawers

FREE Literature on **ROLL-EEZ** Roller Bearings for Wooden Drawers

JUNIOR-PRO PRODUCTS CO., 510 E. MARCEAU ST., ST. LOUIS 11, MO.

Please mail me at once complete details on Roll-eez Roller Bearings for Wooden Drawers.

Name _____

Address _____

City _____ Zone _____ State _____

time
proved
quality

in the wall

**SLIDING
DOOR
FRAMES**



**WARDROBE
HARDWARE**

NORDAHL MANUFACTURING CO. 180 WEST ALAMEDA, BURBANK, CALIFORNIA

**CUT
PERFECT
OUTLET HOLES
in dry wall . . .**

Everytime with the
QUIC-KUTTER

Now
only
\$1.95



• Eliminates repairs • Saves time • Always a perfect job

The Quic-kutter guarantees you flawless die-cut outlet holes in gypsum wallboard every time—without damage to the internal structure or the paper facing of the wallboard. It eliminates patching completely—saves you time and trouble! Available in 2" x 3", 2" x 4", and 4" round



For complete
details,
write for
bulletin.

HARTMEISTER MFG., INC.

2020 W. Barberry Place • Denver 4, Colo.

In this extremely livable house, strong horizontals produce an interesting pattern effect and simultaneously create the long, low look on a difficult site. Cantilever construction keeps the lawn area free by eliminating the need for supporting posts. An interesting feature is the porch deck, laid flush with the interior floor and supported by square cut timbers jutting beyond the structural members.

For high salability and ease of construction, build with wood—always economical, ever-modern. And for dependability, use the West Coast species, Douglas fir, West Coast hemlock, Western red cedar, Sitka spruce.

**THERE ARE
ALWAYS NEW
USES FOR
WEST
COAST
LUMBER**

Don Blair, architect, designed the home appearing below. His homes are outstanding examples of the adaptability and versatility of lumber in modern house construction.



WEST COAST LUMBER

*Douglas fir, West Coast hemlock
Western red cedar, Sitka spruce*

WEST COAST LUMBERMEN'S ASSOCIATION

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

Before you buy any residential ALUMINUM WINDOWS

Read this **FHA** Use of Materials Bulletin UM-23

FEDERAL HOUSING ADMINISTRATION
ARCHITECTURAL STANDARDS DIVISION
WASHINGTON 25, D. C.

USE OF MATERIALS
BULLETIN NO. UM-23
JUNE 1, 1956

ALUMINUM BUILDING PRODUCTS

SECTION 7. ALUMINUM WINDOWS

b. Design of windows in all details shall be subject to acceptance by the FHA Office and shall equal or exceed the specifications for residential type windows published by the Aluminum Window Manufacturers Association. These specifications (A-1 series) are designated as follows:

Double Hung Window	DH-A1
Casement Window	C-A1
Projected Window	P-A1
Awning Window	A-A1
Sliding Window	DS-A1

c. Section 1 of the AAMA Specifications, except as modified in this bulletin is also a part of the above specifications.

December 4, 1956.

TO: DIRECTORS OF ALL FIELD OFFICES
SUBJECT: ALUMINUM WINDOWS UM-23, SECTION 7

Use of Materials Bulletin No. UM-23, dated June 1, 1956, requires that aluminum windows shall equal or exceed specifications for residential type windows published by the Aluminum Window Manufacturers Association.

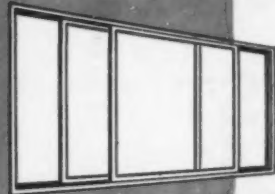
It has come to our attention that various dates for application of this requirement have been set by some insuring offices and that other offices have not set an effective date or considered that the requirement became effective upon receipt. In order to clarify this situation and to assure uniformity, the effective date for this requirement is hereby established to be March 1, 1957, and it will be effective for all applications for mortgage insurance received on or after that date.

FOR YOUR PROTECTION
INSIST ON...

Quality Approved



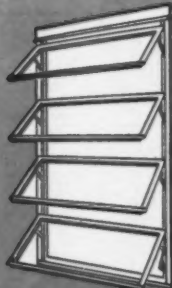
DOUBLE HUNG



SLIDING



CASEMENT



AWNING



PROJECTED

**THESE MEMBERS OF THE
ALUMINUM WINDOW
MANUFACTURERS ASSOCIATION
ARE READY TO SUPPLY YOU
WITH WINDOWS THAT MEET
THE NEW FHA REQUIREMENTS**

Windows Tested and Approved
as of February 1, 1957

	DOUBLE HUNG	CASEMENT	AWNING	PROJECTED SLIDING
ALBRITTON ENGINEERING CORP. 2501 Wroxton Road, Houston 5, Texas	*			
ALCASCO PRODUCTS Div. of Detroit Gasket & Mfg. Co. 12640 Burt Road, Detroit 23, Mich.		*		*
THE WILLIAM BAYLEY COMPANY 1200 Warder St., Springfield 99, Ohio				*
CECO STEEL PRODUCTS CORPORATION 5601 West 26th St., Chicago 50, Ill.	*	*		*
DURALITE WINDOW CORPORATION Carr Street, Knoxville, Tenn.		*		
MICHAEL FLYNN MFG. CO. 700 East Godfrey Ave., Philadelphia 24, Pa.	*	*		*
METAL ARTS MFG. CO., INC. Harwell & Oakcliff Rd., Atlanta, Ga.	*			
MIAMI WINDOW CORPORATION 5200 N.W. 37th Ave., Miami, Fla.			*	
REYNOLDS METALS CO. (Window Div.) 2000 S. 9th St., Louisville, Ky.		*	*	*
STANLEY BUILDING SPECIALTIES CO. 1890 N.E. 146th St., North Miami, Fla.			*	*
J. S. THORN COMPANY 8501 Hogerman St., Philadelphia 36, Pa.	*	*	*	*
UNIVERSAL WINDOW COMPANY 950 Parker St., Berkeley 10, Calif.		*	*	*
VALLEY METAL PRODUCTS CO. Bridge St., Plainwell, Mich.		*	*	
WARE LABORATORIES, INC. 3700 N.W. 25th St., Miami, Fla.		*	*	*
WINDALUME CORPORATION Route 46, Kenil, N. J.	*			*
WISCO ALUMINUM CORPORATION 2900 A Street, Detroit 16, Mich.	*			*

For detailed information on specific windows write direct to any of manufacturers listed above.
For copy of AWMA window specifications write us at Dept. AW-573

**ALUMINUM WINDOW
MANUFACTURERS ASSOCIATION**
75 West Street, New York 6, N. Y.



ALUMINUM WINDOWS



SPECIFY
Donley
 JOIST
 HANGERS

- SAFE
- STRONG
- DURABLE

Donley Joist Hangers, like the entire line of Donley Metal Building Products, are the result of over forty years experience. Fabricated of heavy gauge steel, these units are designed for close fit and to exceed in strength the wood members they support.

Donley Type 1 Single-Joist Hangers are available in a complete range of standard sizes to accommodate joists from 2 x 6 inches up to 8 x 14 inches. Type 2* (Single-Joist Hangers for use with steel

beams) and Type 3* (Double-Joist Hangers for use with center beams or girders) are made to order. Exact width of beam or girder and joist size should be specified when ordering.

To avoid delays, order Donley Joist Hangers now.

* Type 2 (which hooks over the edge of the supporting beam) and Type 3 (for supporting joists on both sides of the beam) are made to order.

THE **Donley** BROTHERS CO.

13910 Miles Avenue • Cleveland 5, Ohio



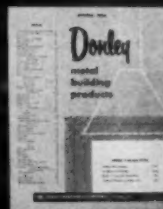
TYPE NO. 1



TYPE NO. 2



TYPE NO. 3



Write today for complete information on Donley Metal Building Products and the name of the Donley Dealer nearest you.

THE AMAZING NEW WINDOW WITH SASHES THAT TILT



safe, easy cleaning
more air! no drafts!
keeps out rain, snow

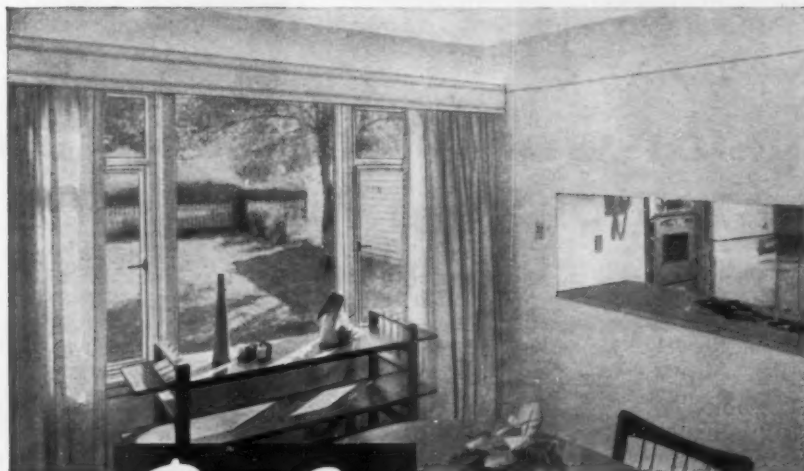


Both sashes tilt easily to any desired angle for true healthful no-draft ventilation that uses 100% of the wall opening! Wash *all* outside glass in comfort—without disturbing screens or storm sash. Looks like an ordinary window and can also be used like one—concealed adjustable spiral balances for quiet, easy operation.

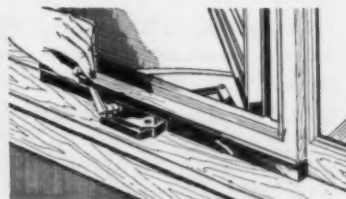
It goes up...It goes down...It's weatherstripped...And it TILTS!



FAMOUS BEE GEE...THE DECORATOR'S WINDOW



Companion line of 170 high-style casement, picture and corner picture windows... "idea" windows designed as focal points for lovely modern interiors. "Wife-Approved" for their clean, slim modern beauty, their practical convenience. Completely assembled units, ready to set in the wall. New fingertip Crank Operator now optional, factory-installed—also in kits for older Bee Gee windows.



BEE GEE
 modern wood
WINDOWS

★ Reg. U.S. Pat. Off.

mail coupon today

BROWN-GRAVES CO., Dept. AB-118, Akron 1, Ohio

Send catalogs with full details on:

TWIN/TILT WINDOWS BEE GEE WINDOWS

I am a: builder architect dealer

NAME _____

ADDRESS _____

CITY _____

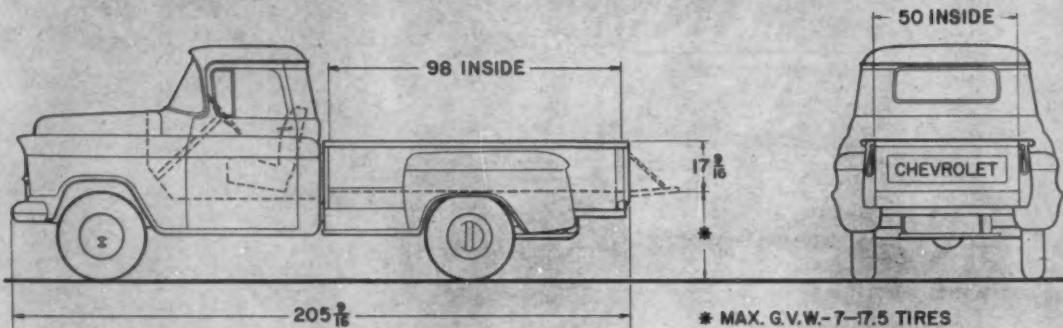
ZONE _____

STATE _____

BROWN-GRAVES CO., Akron 1, Ohio

Pick a practical pickup!

Check the size of a 1957 Chevy Pickup body for evidence of practical design. The box of the new long-wheelbase ½-ton Pickup is a full 98" long—currently the longest ½-ton Pickup body size you can get!



* MAX. G.V.W.—7-17.5 TIRES
UNLOADED 29 $\frac{3}{4}$ LOADED 26 $\frac{3}{4}$



This big built-for-work "box" makes CHEVY first choice in Pickups!

These best selling '57 Chevrolet Pickups are practical trucks in every respect. They offer modern power to keep your costs down low, modern looks to keep your prestige up high... and all these modern body advantages to help you make light work of tough jobs!

They're the most practical and profitable Pickups going! For example, they enable you to load more easily and quickly, thanks to low loading height and steel skid strips in the long-lasting hardwood floor. And for your bulkiest loads, stake pockets accommodate the addition of racks or side boards. Other modern advantages include extra hauling space provided by outboard wheel housings . . . a grain-tight tailgate with anti-

rattle latch that strengthens the sides . . . and practical level-ledge side panels. Chevy gives you running boards, too, for convenient side loading. These new Pickups come in a wide range of ½-, ¾- and 1-ton models with spacious boxes ranging up to more than 9 feet in length. See your Chevrolet dealer for the one that suits your job. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

'57 CHEVROLET TASK·FORCE TRUCKS

PROVED ON THE ALCAN HIGHWAY . . . CHAMPS OF EVERY WEIGHT CLASS



AMERICAN BUILDER

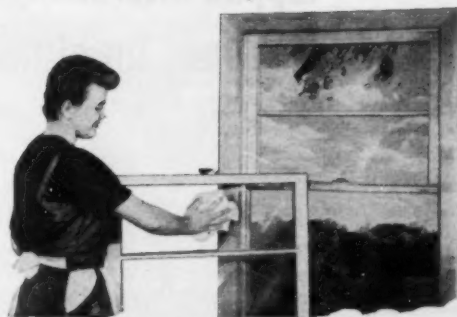
Windsor Wood Window Units

4 types to suit your every need!



HORIZONTAL SLIDING

Windsor-Slide Horizontal Sliding Wood Window Units . . . provide the utmost in every desirable feature . . . efficient, economical and modern in design. Available in a wide range of sizes, suitable for frame or brick construction, the Windsor-Slide unit is ideal for new homes and may be used equally well in remodeling work. Completely weatherstripped and furnished with all hardware!



WINDSOR-GLIDE REMOVABLE UNITS

Windsor-Glide Removable Wood Window Units . . . give your homes that extra "sell"! Made of the very finest materials, all Windsor-Glide Units are completely set-up . . . ready for instant installation! A few of the Windsor-Glides' many features include Monarch anodized aluminum weatherstrip, Pullman overhead sash balances and all wood parts of Clear Ponderosa Pine . . . toxic treated!



WINDSOR ECONOMY UNITS

Windsor Economy Wood Window Units . . . are perfect for the moderately priced home, yet in appearance and quality are the equal of many more expensive wood windows! These units have pre-fitted windows, frames set-up, back puttied and hung in frame, as well as combination balance and weatherstrip installed . . . Windsor Economy Units are completely assembled!



PANEL WINDOWS

Windsor-Vent and Windsor-View . . . the greatest improvement in panel window units to date! Whether you are building or remodeling, you can enjoy a wide variety of window arrangements with these versatile units. Use them as singles, in ribbons, in stacks, in groups, or with other windows. All units have the hardware and weatherstrip installed . . . aluminum-framed insulating panel and screen installed on all units!

For further information on Windsor Wood Window Units send for our latest catalog. 156 pages filled with everything you need in building materials! Please write on your company letterhead or supply information as to your connection with the building trade.



MORGAN-WIGHTMAN
ST. LOUIS • CHICAGO

SEND NOW FOR OUR LATEST CATALOG
No Cost—No Obligation

Morgan-Wightman Supply Co., Dept. 31
1541 Salzman Ave., St. Louis 20, Mo.

Please rush me your new free catalog.

NAME _____

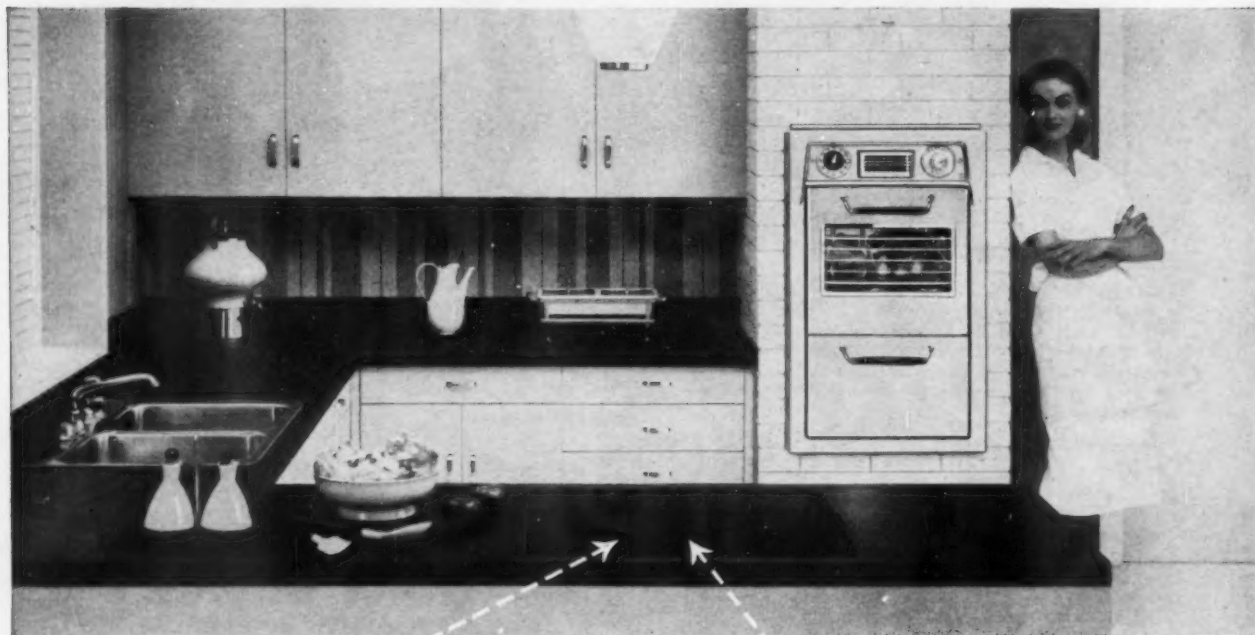
COMPANY _____

STREET ADDRESS _____

CITY _____ ZONE _____ STATE _____

TAPPAN'S FULL LINE OF GAS, INCLUDES THE RIGHT RANGE FOR

Tappan interchangeability cuts your cost!
One cut-out for either gas or electric built-ins!



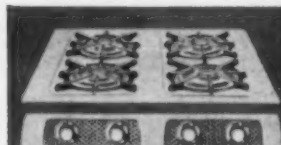
NEW 33-INCH DROP-IN GAS SURFACE UNIT has all controls right on the surface. The top is removable to permit easy cleaning of dirt or grease drippings from cut-out area. Unit available with Tappan Set 'n Forget thermostatic control.

Gas oven standard with separate broiler. Electric available with double oven.

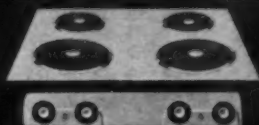


33-INCH DROP-IN ELECTRIC SURFACE UNIT is readily interchangeable with its gas counterpart. This unit, one of seven electric types in the Tappan line, is also available with Tappan Set 'n Forget thermostatic control.

... plus these other gas and electric surface units to fit every buyer's building or remodeling plans!



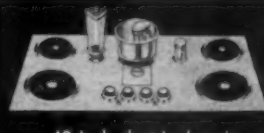
24-inch gas drop-in



24-inch electric drop-in



42-inch electric drop-in with built-in griddle



42-inch electric drop-in with NuTone food center

NOTHING COOKS OR LOOKS LIKE A **TAPPAN...**

ELECTRIC AND ELECTRONIC BUILT-INS EVERY CUSTOMER!

More variety and sales with TAPPAN BUILT-INS!

They like gas? Electric—or electronic cooking? You've got *everything* with Tappan! Gas, electric or electronic built-in ovens to combine with Tappan surface units, and remember—gas and electric are interchangeable in same cut-out! All serviceable without removal from cabinet or wall. Installation? Easy and inexpensive, whatever the choice.

Tappan Built-Ins are available with or without Visualite windows, with chrome or porcelain oven linings. Choice of gleaming Lusterloy or Copperloy finishes—and now even four lovely pastels. Both gas and electric ovens with separate roll-out broilers.

See what we mean? You can offer a beautiful Tappan Built-In for every kitchen plan. You get everything—*mostly sales*—with Tappan!

Best looking, best cooking features make TAPPAN BUILT-IN RANGES SELL ON SIGHT!

- Best baking chrome-lined oven
- Convenient Visualite oven window
- Lift-off oven door
- Built-in Rotisserie
- Eye-level automatic controls
- Separate roll-out broiler drawer
- World's fastest cooking
- Set 'n Forget thermostatically-controlled burner
- Widest range of heat selections
- Ample top work space



NEW TAPPAN DOUBLE OVEN ELECTRIC just 24 inches wide!

Here it is—an electric double oven that neatly fits in a single oven width, and it's readily interchangeable with Tappan gas oven units! What woman wouldn't want to own it? She can roast a big dinner in the top oven while pies or cakes bake in the bottom. No waiting for oven space in Tappan's *two*! Cash in now on this new unit that has twice the convenience of an ordinary range!

Call, wire, or mail coupon today for full details on every Tappan Built-In



13-inch electric drop-in

14-inch drop-in griddle

that's why Tappan sells so well!

- LEADER IN BUILT-IN RANGES
- FIRST WITH ELECTRONIC COOKING FOR THE HOME

The Tappan Stove Company
Dept. AB-37, Mansfield, Ohio

Please rush complete facts and availability information on the new Tappan.

Electronic Gas Electric Built-In Ranges

NAME _____

FIRM _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

I build homes

I remodel kitchens

Now's the time to
trade-in
that
old saw!



**Get an extra big trade-in allowance
on a famous Porter-Cable quality saw!**

Here's a wonderful opportunity to get any famous Porter-Cable saw illustrated here, at a saving! Trade-in your old saw and get a liberal allowance toward the purchase of a Porter-Cable saw that best fits your cutting needs and requirements. No matter what model you choose, you're getting Porter-Cable quality that can't be beaten for design, construction, versatility and solid value. Check the yellow pages of the telephone book and see these professional quality saws at your Porter-Cable dealer—or use coupon to get complete information. (Offer expires May 31, 1957.)

SEE YOUR DEALER — OR MAIL COUPON TODAY!

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City _____ Zone _____ State _____

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Quality Electric Tools

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belt sanders • drills • planes

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Box 5019, London, Ontario.
Canadian prices slightly higher.



SAVE \$20 ON MODEL 528 SPEEDMATIC!
World's finest professional saw. Big capacity 8 1/4" blade with new telescoping guard, Kickproof Clutch and many more features. Regularly \$135—with electric saw trade-in... \$115.



SAVE \$15 ON MODEL 521 SAW!
Famous Speedmatic saw with 7 1/2" blade, Kickproof Clutch, depth and bevel adjustments, and other professional features. Regularly \$117.50—with electric saw trade-in... \$102.50.



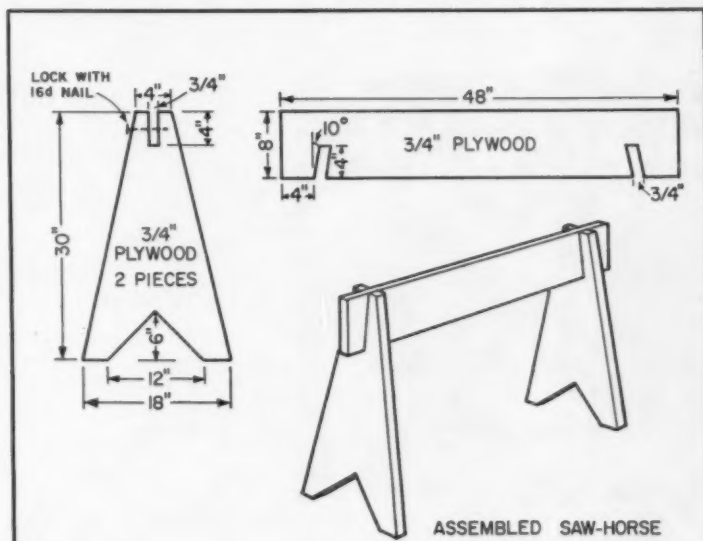
SAVE \$15 ON MODEL 108 SAW!
Rugged 8 1/4" saw for the builder who needs extra speed and power on all cutting jobs. Features Kickproof Clutch. Regularly \$99.50—with electric saw trade-in... \$84.50.



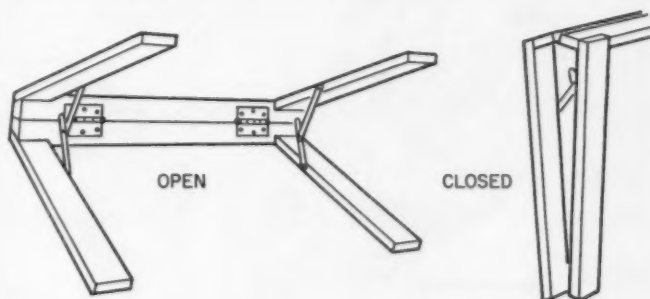
SAVE \$15 ON MODEL 157 SAW!
Heavy duty 7 1/4" saw with blade on left. Weighs only 13 lbs. Professional features throughout include exclusive Kickproof Clutch. Regularly \$95.00—with electric saw trade-in... \$80.00.



SAVE \$5 ON MODEL 125 SAW!
A standard duty 6" saw featuring Kickproof Clutch, instant depth and bevel adjustments and a safe telescoping guard. Regularly \$49.50—with any saw trade-in... \$44.50.



A knock-down saw horse . . .



. . . and a collapsible one

▶ The drawing at the top of the page shows a saw horse built from 3/4" plyscord. It is extremely rigid, yet light, and can be taken apart and folded flat to fit in the back of a truck. A 16d nail is used as a locking pin.

Four horses can be made out of one standard 4x8 sheet of plyscord.

E. J. Duston,
Wheat Ridge, Colo.

▶ The lower drawing shows a horse that folds up in the middle for easy storage or transportation. It does not make as compact a package as the other, but it can be set up more quickly. A pair of butt hinges and a pair of swiveling hinges are used for folding and locking.

S. Clark,
East Bradenton, Fla.

Cornstarch filler

When painting woodwork, you often encounter knotholes or scratches that have not been filled with putty. A box of cornstarch in your toolbox will handle this problem quickly.

Pour a little of the paint into a can, and add cornstarch until the mixture has a stiff, putty-like consistency. Then spread it into the hole to be filled. You can then paint over it immediately, without waiting for it to dry. The filler will not be affected by either time or weather.

H. Josephs, Gardenville, Pa.

Finding buried outlets

The carpenter doesn't live who hasn't at some time or other forgotten himself and covered up a wall outlet with sheetrock or plaster. Here's an easy way of finding it again without tearing down the whole wall.

First, procure a small pocket magnetic compass. Then, cut off a small stick to the same length as the height of the outlet boxes from the floor. As a check, move the compass past an uncovered box, to see how it is affected. Then do the same over a nail, and see how little the needle is deflected.

Then, with this in mind, set the compass on top of the stick so that it is at the right height, and move it along the wall where the missing box was last seen. When the needle jumps, that's the place to dig.

J. G. Caldwell, San Mateo, Calif.

Non-skid hammer handle

Working in cold weather, a carpenter's hands will often get dry and leathery; or perhaps he will work in leather gloves. In either case, a wooden hammer handle will tend to slip out of his hands. This situation can be helped by scoring the hammer handle with diagonal scratches with either a knife or a saw; this will prevent the hammer flying out of hand and braining somebody.

J. A. Lucas, Cicero, Ill.

(Continued on page 220)

ARCO ALKYD HOUSE PAINT

the finishing touch

that helps sell Layne-Built Nationals



by

H. B. Layne National Homes builder-dealer in Springfield, Ohio, finds quick drying Arco Alkyd House Paint gives houses extra sales appeal. It brings out the artist in every prospect . . . appeals to the most practical minded person as well. Available in a variety of accent trims and base shades, Arco Alkyd House Paint is eye-catching to home buyers. What's more this beautiful paint defies wind and weather —stays bright and new looking in any climate. Formulated especially for the light construction industry, it stubbornly resists moisture, mildew and other destructive elements.

Sell customers and keep them sold for years to come. Make Arco the finishing touch on every home you build.



SEND FOR

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COLOR STYLING KIT

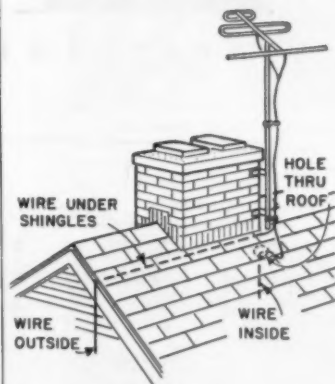
THE ARCO COMPANY
 7301 Bessemer Avenue • Cleveland 27, Ohio

Gentlemen: Please send me Arco's new Color Styling Kit complete with 111 professionally styled color schemes and 56 swatches to guide in color styling and plot development.

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

How to do it better . . .

(Continued from page 219)



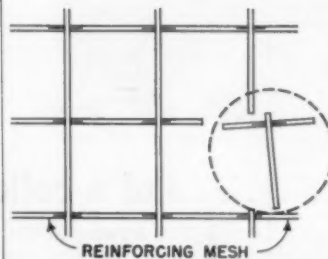
Hiding TV wires

TV antenna lead-in wires are often unsightly when they have to be carried across the top of a roof. The sketch shows two methods of hiding this wire.

If it is desired to bring the wire directly in through the roof, the tab of one asphalt shingle can be lifted, a hole bored in the roof sheathing as high up under the shingle as possible, and the wire drawn through the roof. The shingle should then be fastened down securely with roof cement.

The antenna wire also can be carried across the roof and down the side of the house in much the same way. The wire is tucked up under a whole row of shingles, which are then cemented down.

N. Hanson, Portland, Conn.



Vapor barrier pins

By cutting up wire reinforcing mesh in the manner shown above, you can make T-shaped pins that will be excellent for holding down plastic vapor barrier material prior to pouring the slab or cellar floor. The resultant holes in the barrier will not be large enough to admit a significant amount of moisture.

M. G. Miller, Ft. Lauderdale, Fla.

(Continued on page 222)

AMERICAN BUILDER

MUTSCHLER KITCHENS

featured in Florida

"CAVALIER" homes



The *Cavalier* homes of H & D Construction recently proved themselves best sellers at the "1956 Parade of Homes" in North Palm Beach. Fourteen other builders had homes on display.

"We feel your cabinets have been a tremendous asset to us in selling our houses," says M. M. Duvall of H & D Construction Company, Palm Beach, Florida.

"As a matter of fact, you may use our name in any of your promotion work, and we shall be only too happy to recommend and endorse Mutschler."

Plans are now being made for a development of 500 *Cavalier* homes . . . each with a Mutschler kitchen.

If you are building quality homes, the Mutschler kitchen story will be interesting to you, too.

Would you like to talk to one of our men?
Write **MUTSCHLER BROTHERS COMPANY,**
Dept. 3107, Nappanee, Indiana





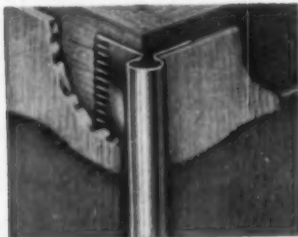
QUAKER STATE

Aluminum Building Products

HELP YOU BEAT CONTRACT DEADLINES

More and more builders and contractors are learning how to save time and money by using Quaker State Aluminum Building Products. First of all, QSM Aluminum Building Products are designed and manufactured for precision fitting, help the builder to do a better job faster. Secondly, QSM has the most complete line of Aluminum Building Products manufactured by any one company—this means you can get all the Aluminum Building Products you need, all with the same high quality, all designed to satisfy builder and customer alike.

QSM ROLL ROOFING* America's most modern roofing is this corrugated aluminum that rolls like a rug with no side laps to leak! One solid piece can cover the full length of the building! Ideal for siding and decorating, too. 28" and 48" wide in 50 and 100 ft. lengths. *Ochiltree Patent No. 2,369,487



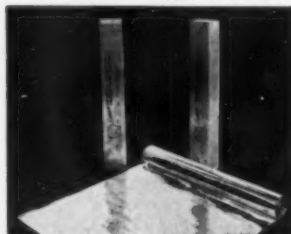
QSM BUILDING SHAPES and ROOFING ACCESSORIES

QSM Aluminum Building Shapes and Roofing Accessories are available in a variety of designs. Their attractive, long-life finish compliments any building or roofing material used. Line includes: Shingle Lock Runner, Inside Corner Fasteners, Bull Nose Outside Corners, Overlapping Outside Corners, Door and Window Trim, Channel Roof Edge, Standard Roof Edge & Roofers Angles, Drip Caps, Improved Drip Edge, Overhanging Drip Edge, Improved Slag or Gravel Stop.

QSM REFLECTIVE INSULATION & VAPOR BARRIER

Here's the answer to commercial and residential insulation—QSM Reflective Insulation. It reflects 95% of radiant heat and serves as a vapor barrier through which vapor or moisture cannot penetrate. It's lightweight, clean and easy to handle, resists tearing, yet cuts easily with shears or knife, and is fire and vermin resistant.

Available in Two Types—Type B has aluminum bonded to two sides of Kraft paper making a double sided reflective insulation or vapor barrier. Type C has aluminum bonded to one side of Kraft paper forming a single sided insulation or vapor barrier. This type is used where heat or moisture is to be retained on one side only.



QSM RAIN CARRYING PRODUCTS

Here again QSM offers the builder and contractor a wide range of products. Gutter, downspouting and a complete line of accessories are available in O.G., Box, and Half Round, Aluminum or Galvanized. Aluminum O.G. gutter, pipe and accessories can be supplied in embossed finish.

Make Your Next Building Job Easier, More Profitable by Adding Quaker State Aluminum Building Products to Your Bill of Materials.



QUAKER STATE METALS COMPANY
LANCASTER, PA.

Send for FREE Descriptive Sheets

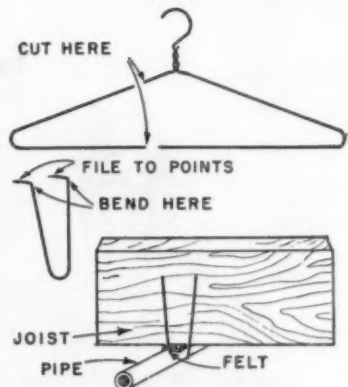
Complete details, specifications, drawings, etc. on QSM entire line of Aluminum Building Materials. Tells you what to use and how to use it.

Quaker State Metals Co.
Dept. 33-1167, Lancaster, Pa.
Please send me your Free Descriptive Sheets on QSM Aluminum Building Products.

Name.....
Company.....
Address.....
City..... State.....

How to do it better . . .

(Continued from page 220)



Stop pipe noise

The banging of water pipes is a major nuisance in many houses, and is often caused by nothing more than insufficient pipe support. To remedy this, here is an easy way to make additional supports.

Take a wire coat hanger and cut off a piece of it. Bend the two ends as shown and file them to a point. This support is then hooked around the pipe and nailed into the joist above. As further prevention, try putting a small piece of felt between the pipe and the joist before nailing up the support.

M. Archambault, Chicopee, Mass.

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.

✓ . . . doublecheck
AB's Buying Guide
on page 128

TECHBUILT

IS

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NEW franchise

More liberal franchise agreement . . . a new deal all around to serve you better.

NEW package

Expanded package with many technical improvements, including laminated beams.

NEW services

Broader, more helpful services, such as erection supervision, field quality control . . . and complete architectural design services.

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New 24' x 40' 1-story, 3-bedroom house designed for large developments — plus 10 standard floor plans for 2-story houses, 6 for 1-story and 3 for vacation cottages.

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TECHBUILT

MARCH 1957

Koven
SUPER GLASS

GAS or ELECTRIC
WATER HEATERS



POSITIVELY CANNOT
CHIP, CRUMBLE,
OR CRACK

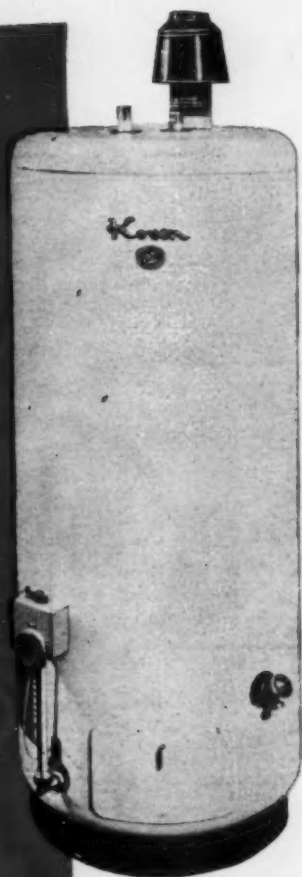
HIGH PRESSURE
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SAFETY

LONG-LIFE 355 LB.
TEST TANK

PRECISION
ENGINEERING



**A fast moving profitable
water heater line**

**Comes in a variety
of sizes and models**

L. O. KOVEN & BRO., INC.
154 OGDEN AVE., JERSEY CITY 7, N. J.

PLANTS:
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Nationally advertised

223

Weyerhaeuser 4-Square Tells and Retells..

Used and proved by thousands of builders from coast to coast, the Weyerhaeuser 4-Square Home Building Service is a continuously expanding system which helps sell homes and remodeling projects. Builders using this Service are thus gaining the benefits of easier, more profitable sales. In addition to idea plans for scores of homes, the Service now offers builders many valuable ideas for home modernization.



FOR CONTRACTORS AND BUILDERS:

Weyerhaeuser 4-Square Building Service advertising and merchandising help contractors and builders by promoting new home construction, modernization, repair work. When used in prospect contacts, the 4-Square Home Building Service is a valuable selling tool.



FOR THE CONSUMER:

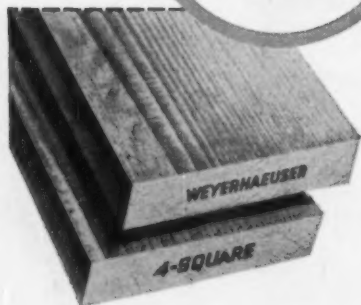
Each month the Weyerhaeuser 4-Square Home Building Service is described to millions of people through national advertising which tells how this modern building service can help them. That's why builders using the Service experience ready acceptance and easier selling among home prospects.



TWO SERVICES FOR BUILDERS:

The Home Service is readily available to builders at the yards of Weyerhaeuser 4-Square Lumber Dealers. In addition, Weyerhaeuser Dealers make available the very helpful 4-Square Farm Building Service for builders interested in farm construction.

Ask your Weyerhaeuser 4-Square Lumber Dealer to show you the Building Services, or write us for literature.



Weyerhaeuser Sales Company

St. Paul 1, Minnesota

Home Building Service

..Sells and Resells

**USE THESE SALES-BUILDING IDEAS
FROM THE 4-SQUARE HOME BUILDING SERVICE:**

1 IDEAS FOR PANELING

It will pay you to see the colorfully illustrated paneling section in the helpful 4-Square Building Services —at the office of your Weyerhaeuser 4-Square Lumber Dealer. It illustrates how Weyerhaeuser 4-Square panelings will give your homes richness and glamour.



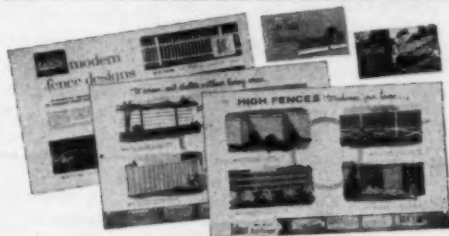
2 IDEAS FOR SIDINGS

Sales appeal is added to your homes with attractive Weyerhaeuser 4-Square wood sidings, shingles, and shakes. Another new colorful section in the Services illustrates how these fine products contribute to the enduring beauty of new or remodeled homes.



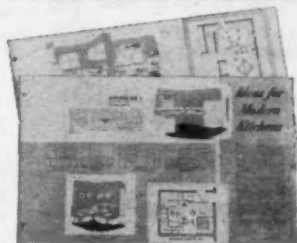
3 FENCE DESIGNS

Here's a new section on fences—with a special Fence Selector to show how modern fences increase the value and the charm of new or old homes. See twenty fence designs colorfully illustrated—at the office of your Weyerhaeuser 4-Square Lumber Dealer.



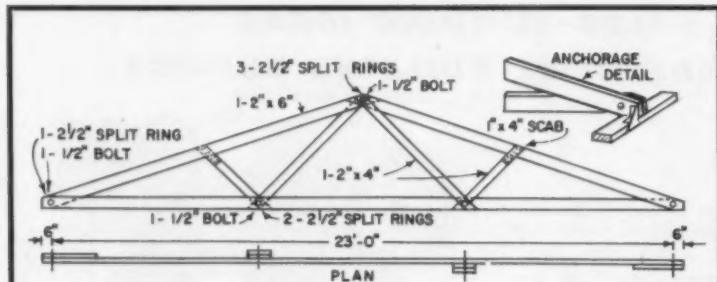
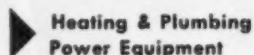
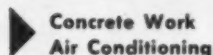
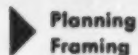
4 IDEAS FOR KITCHENS

These new kitchen ideas help builders to close new home sales and remodeling jobs. Kitchens are a natural for the rich remodeling market and for farm homes. They will interest you as well as your building prospects.



WEYERHAEUSER 4-SQUARE





Split-ring roof trusses

QUESTION: We wish to use 2x4 roof trusses on houses 22' 4"x35' 0". The overall for trusses should be 24' 0". Could you give us a sketch with complete measurements for a roof truss we can use?

Shields & Gale
Coral Gables, Fla.

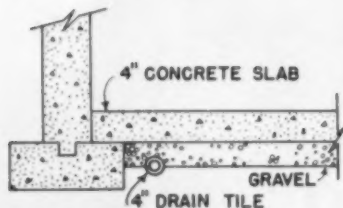
ANSWER: One of the most economical ways to frame the roof of the houses you are planning to build is shown on this sketch.

The truss has been designed for a dead- and live-load combination of 35 pounds per square foot on the roof, dead load of 10 psf ceiling framing.

The spacing of the trusses is to be 24" o.c. Timber Connectors shall be Teco Wedge Fit 2 1/2" diameter split rings and trip-L-grip framing anchors as manufactured by the Timber Engineering Co., Washington, D. C.

Cracked slab result of poor drainage

QUESTION: A basement floor that was poured and finished this spring has now raised up in a few places as high as 3/4 of an inch and there are cracks running out to the edges. The



DRAINAGE

floor was poured in two parts. The main part of the floor was poured a little dry and tamped and then a finish was put on the same day. It was

on about 2 inches of sand and the basement was dug in solid clay ground. The basement does not leak. What is the cause of the trouble and what can be done about it?

L. J. Unnerstall
Washington, Mo.

ANSWER: Your basement is suffering from a poor drainage condition. On a solid clay subgrade, the best practice is to put a layer of 4" to 6" of gravel before pouring the 4" concrete slab. In addition, a ring of drain tile around the inside of the footing leading to a catch basin or to a sump pump, pumping to a sewer, will help keep the water pressure from building up under the slab and causing cracks.

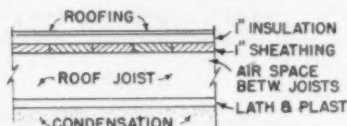
We would recommend the installation of drain tile system, as shown, with a connection to the sewer either through a catch basin or a sump pump.

Eliminating hazard of slippery concrete

QUESTION: Is there any way in which an open concrete porch with four large steps can be protected against ice or snow to prevent the danger of slipping?

Clyde A. Gish
Enterprise, Kan.

ANSWER: The most economical method to eliminate slipping on wet concrete would be to roughen up or chip the top surface of the existing concrete and pour a screed coat over it; then give it a broom finish before it dries. In order to prevent the screed coat from cracking, you can lay a thin wire mesh on the existing slab prior to pouring the screed coat.



CEILING

Causes of ceiling condensation

QUESTION: What causes condensation on ceilings? The house has a flat roof, is fully insulated, and there are six under-eave ventilators, plus an opening in the carport which also serves as a ventilator.

Carl W. Timmons
Sturgis, Ky.

ANSWER: A typical insulated flat-roof construction is indicated in the figure above.

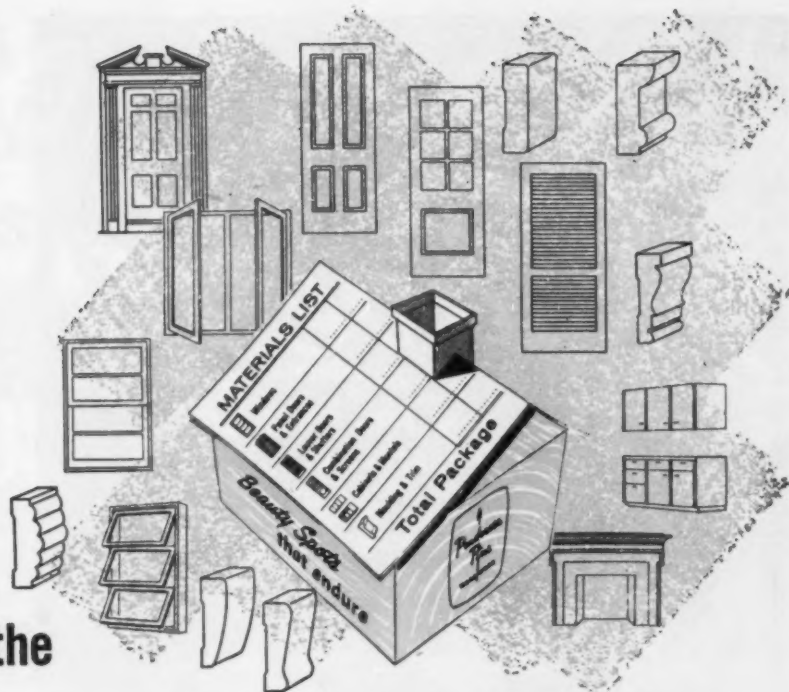
Condensation will occur when there is a considerable difference in temperature between the two sides of the plastered ceiling.

If the insulation creates a tight seal and no other source of cold air is present between the roofing and the plaster, there should be a minimum of condensation.

Therefore, either the insulation on your roof has considerable leakage, or the eave ventilators you mentioned may be allowing cold air between the joists.

(Continued on page 228)

Let your
lumber dealer
show you how the



Ponderosa Pine ^{WOODWORK} Package

makes houses EASIER to build... EASIER to sell!



Your lumber dealer can show you how to make substantial savings in time and effort by using the Ponderosa Pine Woodwork Package. You get one-stop purchasing and billing... delivery of items on the job site when you need them... and no personal inventory, delivery or quantity problems to worry about... all this makes houses easier to build.

Furthermore, Mr. and Mrs. Home Buyer and Remodeler are being told through national magazines such as *The Saturday Evening Post* and *Living for Young Homemakers* to look for Ponderosa Pine "Beauty Spots that Endure." These are the same woodwork items which add character, warmth and beauty to the homes you build—making houses easier to sell.

BEST BUILDER'S GUIDE TO QUALITY WINDOWS



The American Wood Window Institute Seal on the windows you install is your customer's assurance that they are:

- Correct in design
- Made from carefully selected kiln-dried lumber
- Preservative treated
- Properly balanced
- Efficiently weather-stripped

and that the windows conform to applicable U. S. Department of Commerce Commercial Standards.

Ask Your Lumber Dealer About the Ponderosa Pine Woodwork Package for Builders

* The Ponderosa Pine Woodwork Package consists of windows, panel doors, combination doors and screens, louver doors, cabinets, mantels, entrances, moulding and trim... all custom-styled, precision manufactured from PONDEROSA PINE.

Remember, your Lumber Dealer offers you these advantages: He does the buying and holds the inventory... he has credit facilities... he assures you of dependable service on any order—large or small.

Ponderosa Pine WOODWORK

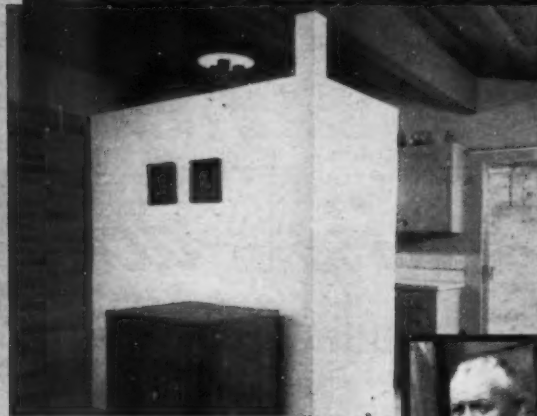
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INTERIOR QUALITY BEGINS WITH THE CORNERS

When your prospect comes into your homes, the most obvious points are the corners, both inside and outside corners. BEADEx assures you of neater and straighter corners that will not crack and, at the same time, you can save money on each house with its application.

Save \$10 per house with Beadex Corners!

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BEADEx SAMPLE
AND FOLDER . . .

See our catalog in
Sweet's
or write for copy

BEADEx
CORNERS
WILL TAKE
ABUSE!

Ask the Experts . . .

(Continued from page 226)

Skim coat over dry wall

QUESTION: I understand in dry-wall construction a skim coat is sometimes applied over the plaster board. I would like to know what material is used for making the skim coat and how it is prepared and applied.

In using extra fibered plaster for scratch and brown coats are the new aggregates such as Perlite better than sand?

Where can I get more information concerning all phases of plastering work?

James Beall
Green City, Mo.

ANSWER: If the skim coat refers to a primer sealer, this is an excellent practice. The primer sealer is applied by a brush, like paint. If the skim coat referred to is plaster, this is not a recommended practice. Only a decorative treatment is necessary or desirable on dry-wall surfaces.

The only purpose of fiber in plaster is to prevent its seeping through the openings in metal lath. Both properly graded sand or perlite are excellent aggregates. Perlite is preferred where additional fire rating is desired or where weight saving is a factor.

For any further information regarding plastering we refer you to:

U. S. Gypsum Co.
Department 140
300 W. Adams
Chicago, Ill., or

get a copy of "Plastering Skill and Practice"—Van Den Branden-Knowles; American Technical Society, 57th St., and Drexel Ave., Chicago, Ill.

Enamel for wet-weather painting

QUESTION: In "Ask The Experts" August, 1956 column, mention is made of a damp-coat enamel. Could you tell me the brand name of such a product?

Glenn H. Miller
Chula Vista, Cal.

ANSWER: A paint of good quality for wet weather painting is "Inex", Treasure Tones and is made by Bishop Conkhn, a subsidiary of Devoe & Reynolds Co., Inc., New York. It may be applied with brush, roller, or spray.

(Continued on page 230)

Two Superior Products to Stop Moisture Through Floors... at Low Labor and Material Cost!

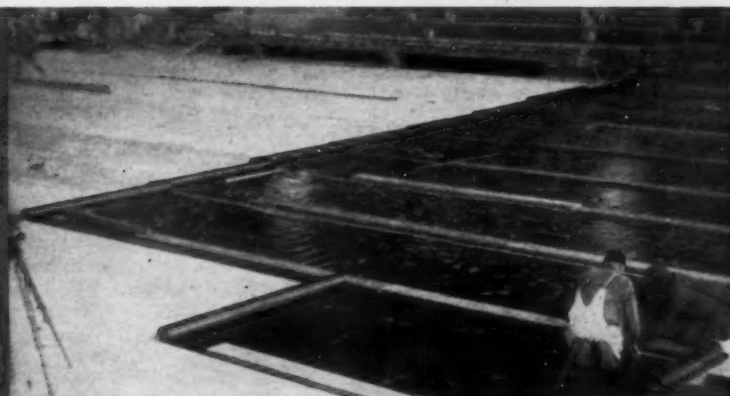
SISALKRAFT VAPORSTOP

Rot Resistant,
Tough Vapor Barrier



SISALKRAFT MOISTOP

Polyethylene
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These Products Meet FHA and VA Minimum Property Requirements

These two tough vapor barriers protect against moisture migration from the ground, thereby helping to prevent rotting of structural members, loosening of floor tile, paint failures, etc.

They are tops for quick application on any job. Handy job size rolls mean economy, no waste. Just unroll over the fill or in the crawl space.

Sisalkraft Vaporstop gives you a low-priced yet completely effective product to stop moisture penetration.

Sisalkraft Moistop combines the permanency of polyethylene and the strength of Sisalkraft. There is no better product available anywhere. *Both* give you quality at low cost!

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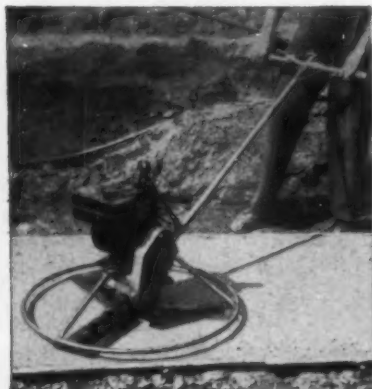
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Sisalite — Pure polyethylene film

Sisal-Glaze — New plastic glass replacement

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"This does a smoother job of finishing, than any small size machine I've ever used."
That is what the contractor in the above photograph said about his STOW G-29 Roto-Trowel. This smooth trowelling is just one of the reasons why the G-29 is becoming so popular throughout the country for small jobs like basement floors, house floors, garage floors and sidewalks. Contractors find it easy to work with in small areas, since it is only 29 inches in diameter, and weighs only 70 lbs.



Within one-sixth of a second, the unique manual clutch shown above stops the trowel blades, leaves the engine running. This makes the machine safer to work with, and much easier to start since full throttle can be used if necessary.

Send in this coupon for more information on the G-24 and G-29 Roto-Trowels. We'll send you a bulletin with on-the-job pictures and specifications. Or, if you prefer, check the yellow section of your phone book under "CONCRETE VIBRATORS."

For complete information on Vibrators, Screeds, Roto-Trowels, Concrete Grinders, write for Stow C-t. 560.

Stow Manufacturing Co.
142 Shear Street
Binghamton, N. Y.

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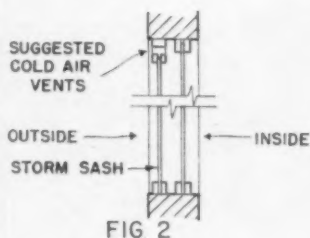
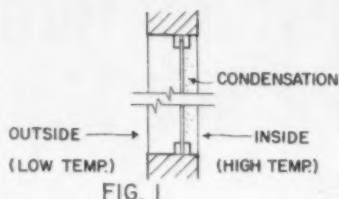


MANUFACTURING CO.

142 Shear St., Binghamton, N.Y.

Ask the Experts . . .

(Continued from page 228)



Condensation on metal window frames

QUESTION: I just completed a home in which I used all-metal windows for sash and storm windows. Now I am plagued with condensation complaints. Can anything be done to eliminate this condition?

George Hammer, Jr.
Mansfield, Ohio

ANSWER: The problem of condensation on metal window frames is one that has no foolproof and still inexpensive solution. The basic problem consists of a drastic temperature differential between the two sides of a relatively impermeable medium.

In Figure I, a simple metal window, without storm sash, is indicated with resulting condensation.

Figure II indicates a fair solution which meets with varying degrees of success. Openings cut in the top horizontal section of the storm window frame allow the intermixing of the warm and cool air between the storm window and the permanent window. This cuts the effective insulation value of the storm window slightly, but at the same time cuts the temperature difference and should reduce, if not eliminate, the condensation.

Got a problem you can't solve? Write and "ASK THE EXPERTS." In addition to American Builder's own staff, who will answer your queries, each of your questions will be answered by an expert in the field that applies to your problem. They are architects, engineers, builders, and representatives of industry.

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- ★ Built to serve the life of your home

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DEPT. A

Please send me Vacu-Flo brochure and information.

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... concrete by the cubic foot



...with
easy-to-install Transite air duct!

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For loop or radial systems.

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MARCH 1957

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More important, Transite saves substantially in both time and concrete. Transite needs no concrete encasement... can be laid directly on the prepared bottom. Transite won't "float"... needs no special supports or anchoring. Just position ducts and pour concrete... Transite won't crush, dent, or deform.

Available in long lengths

Installation is still faster and easier because of Transite's long, 10-foot lengths... fewer joints to be made to complete the installation. And fittings can be made right on the job... simply cut the pipe to shapes desired and tape sections together.

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Nails

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When you use economical Nichols "Never-Stain" Aluminum Nails that give lifelong RUSTPROOF protection against stains and streaks on the exteriors of the homes you build, you are insuring your prestige for the future in your community.

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- **EASY TO DRIVE** — made of strong aluminum alloy with etched finish for great holding power.
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- **SAVE** — countersinking and puttying cost.
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and... **nichols**
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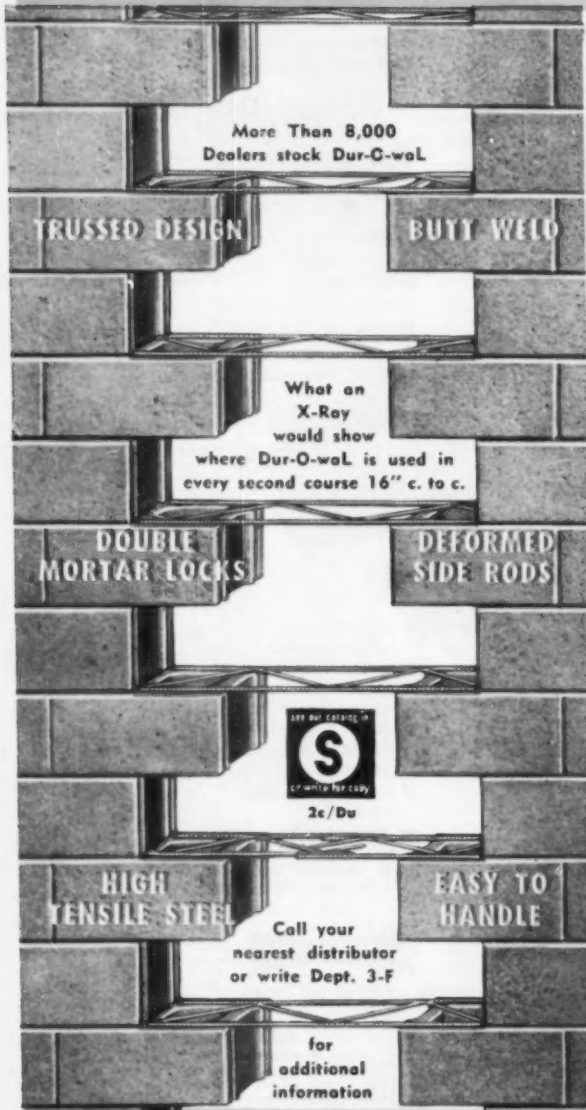
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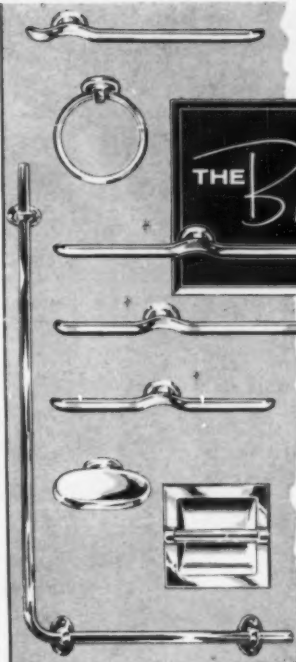
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CONVENTION CALENDAR

March 1-2: Michigan Assn. of Home Builders, 702 American State Bank Bldg., Lansing 68, Mich. Home building conference; Michigan State University. Loyd Weller, chairman.

March 5-9: Home Builders of Kalamazoo, 609 S. Burdick St., Kalamazoo, Mich. Home show; County Center Building. Don Wyman, manager.

March 7: Home Builders of Metropolitan New Jersey, 106 South Avenue, East, Cranford, N. J. School for home buyers; Cranford High School; to be held four successive weeks. H. Latawiec, chairman.

March 9-17: Home Builders of Greater Cincinnati, 907 Fifth Third Bank Bldg., Cincinnati 2, Ohio. Home and flower show; Cincinnati Music Hall. Earle W. DeLaitre, manager.

March 10-17: Associated Home Builders of Louisville, 306 Madrid Bldg., Louisville 2, Ky. Home show; Ky. State Fair Exposition Bldg., W. Arthur Sorrell, chairman.

March 11: Polk County Builders Assn., P. O. Box 1338, Lakeland, Fla. Membership meeting; Lakeland Terrace Hotel. E. G. Roellchen, chairman.

March 16-20: Southern Tier Home Builders Assn., 257 Main St., Johnson City, N. Y. Home show; West End Armory, Binghamton, N. Y. Mrs. Sidney Goodsite, chairman.

March 19-24: Tacoma Master Builders Assn., 1103½ Division Ave., Tacoma, Wash. Home show; C. P. S. Field House. Patrick J. O'Toole, chairman.

March 23-31: Chicago Metropolitan Home Builders, 130 W. Randolph St., Chicago 1, Ill. Home show; Modern Living Exposition; both sides of Navy Pier. Grover E. McDonald, chairman.

March 24-31: Quad City Home Builders, P. O. Box 482, Davenport, Ia. Better homes exposition; Rock Island Armory, Rock Island, Ill. David R. Thoensen, chairman.

(Continued on page 234)



... the superb built-in kitchen combination
that adds prestige and profit

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Your prospects will appreciate the way the family-size refrigerator and freezer compartments are completely self-contained in one compact built-in unit. They will like the many exclusive Thermador features... and, the way this Masterpiece unit harmonizes with any kitchen decor.

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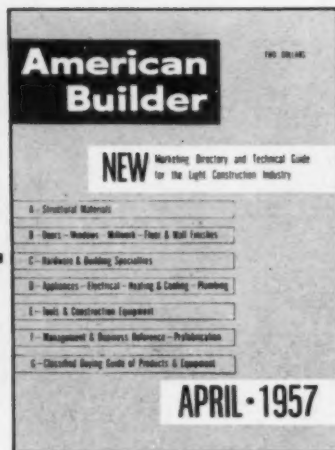
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Flooded with extras. And that's not all...A Reference File of Free Literature showing the catalogs and technical material available from building supply and equipment manufacturers...A List of Building Associations and Societies with name, address and executive officer of each...A Trade Name Index with name and address of each manufacturer.

So why guess when this April issue has all the planning, building, buying information you need? It's a builder's bonanza...a technical treasury...a master minute and money saver. Use it!

American Builder Marketing Directory & Technical Guide

CONVENTION CALENDAR

(Continued from page 233)

March 24-30: Master Builders Assn. of Worcester, 151 Main St., Worcester, Mass. Home show; Worcester Municipal Auditorium. Emile L. Rosseau, manager.

March 24-31: Oklahoma City Home Builders, 328 Biltmore Hotel, Oklahoma City 2, Okla. Home show; Municipal Auditorium. Sidney Davidoff, chairman.

March 26-31: Home Builders of Knoxville, 3042 Sutherland Ave., Knoxville, Tenn. Home show; Chilhowee Park. P. M. Waters, chairman.

March 27-31: Home Builders of San Joaquin Valley, 3430 Normal Ave., Fresno, Cal. Home show; Armory Bldg. S. G. Wathen, chairman.

March 27-31: Home Builders of Rockford, 707 Central Bank Bldg., Rockford, Ill. Home show; Illinois National Guard Armory. Howard H. Hicks, chairman.

March 27-28: Home Builders Assn. of Indiana, Marott Hotel, Indianapolis, Ind. Purdue Conference of Residential Building Contractors; Purdue University, Memorial Union Bldg. S. G. Wathen, chairman.

March 27-31: Home Builders of Charlotte, 215 Johnston Bldg., Charlotte 2, N. C. Home and flower show; Charlotte Coliseum. Robert W. Barker, director.

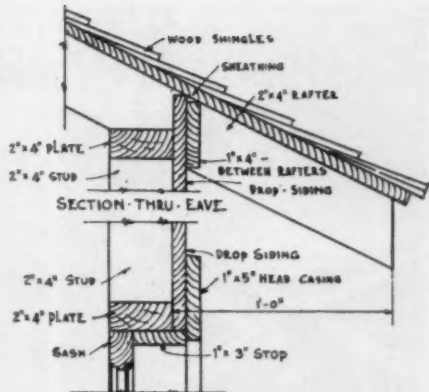
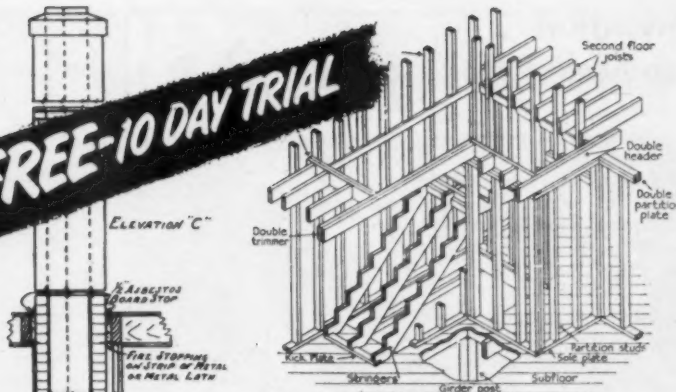
March 29-April 7: Portland Home Builders Assn., 3140 N. E. Broadway, Portland, Ore. Home show; Pacific International Exposition Bldg. Al Leanman, chairman.

March 30-April 7: Rochester Home Builders Assn., 240 Powers Bldg., Rochester 14, N. Y. Home show, Rochester War Memorial. William J. Hill, chairman.

March 30-Oct. 24: Home Shows division of Ohio Home Builders Assn., 57 East Gay St., Columbus, Ohio. Ten home shows sponsored by local HBAs, aided by home show division of OHBA. H. M. Eckler, director. **March 30-31:** Findlay, Ohio. **April 11-14:** Marietta, Ohio. **April 25-28:** Tiffin, Ohio.

(Continued on page 236)

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CONVENTION

CALENDAR

(Continued from page 234)

April 2-7: Toledo Assn. of Home Builders, 564 Spitzer Bldg., Toledo, Ohio. Home show; Toledo Civic Auditorium. Russell Nunn, chairman.

April 2-7: Home Builders of Mahoning Valley, 3119 Market St., Suite 200, Youngstown, Ohio. Home show; Idora Park. C. E. McGranahan, chairman.

April 3-13: Niagara Frontier Builders, 4 Erie St., Buffalo 2, N. Y. Buffalo better homes exposition; 174th Army. J. C. Donovan, chairman.

April 5-14: Phoenix Assn. of Home Builders, 814 E. Camelback Road, Phoenix, Ariz. "Parade of Homes" and home show. Thomas C. Kane, chairman.

April 5-6: Michigan Assn. of Home Builders, 701 American State Bank Bldg., Lansing 68, Mich. Home building conference; Michigan State University. I. M. Saunders, chairman.

April 7-14: San Antonio Home Builders Assn., 403 E. Travis St., San Antonio, Tex. Home show; Bexar County Coliseum. Irving Wayne, chairman.

April 8-14: Home Builders of Metropolitan Pittsburgh; 1105 Standard Life Bldg., Pittsburgh 22, Pa. Home show; Hunt Armory. Richard B. Irwin, director.

April 9-14: Home Builders of Stark County, 2556 Clearview Ave., N. W., Canton, Ohio. Stark County home show; Canton Memorial Auditorium. J. H. Immler, chairman.

April 10-14: Home Builders Assn. of Atlanta, 1701 Rhodes Haverly Building, Atlanta 3, Ga. Home show; City Auditorium. Jack M. Cohen, chairman.

April 11-14: Home Builders of Marietta, 504 Chamberlain Drive, Marietta, Ohio. Home show; armory. D. D. Bundy, chairman.

April 11-14: Tulsa Home Builders Assn., 1035 Hunt Bldg., Tulsa 3, Okla. Home show; Fairgrounds Pavilion. Charles N. McKinney, chairman.



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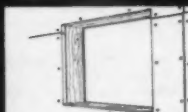
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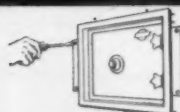
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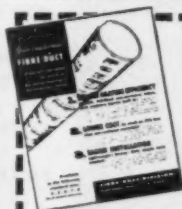
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FIBRE DUCT DIVISION

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Manufacturers news . . .

Company appointments this month include that of **James M. Morris** to plant manager of Nichols Wire & Aluminum Co. . . . **Ben F. Krecht** was appointed district manager of Inland Steel Products new sales office and sub-warehouse in New Orleans. . . . **Bill H. York** is now district sales manager in the commercial appliance division of O. A. Sutton Corp. . . . Palmer & Parker Co. announced the appointment of **Alfred M. Blakesley** to assistant sales manager. . . . The new brand manager for building and household products of Kimberly-



Woley



Deer

Clark Corp. is **Henry J. Heckbarth**. . . . **Fred W. Rexford** was appointed

director of sales of Elkay Manufacturing Co. . . . P. & F. Corbin division of American Hardware Corp. appointed **William J. O'Day** manager of special markets. . . . In-Sink-Erator Manufacturing Co. announced the appointment of **Dominic Trentadue** as district sales manager for the Detroit area. . . . **Dwight C. Woley** was promoted to sales manager of Centex Construction Co. He was formerly assistant sales manager. . . . Newly appointed sales-training manager for Bryant Manufacturing Co. is **Gerald F. Deer**. . . . **S. Austin Marquis** was named manager of building products sales for the L.O.F. Glass Fibers Co.

Frederick W. Jackson was named vice president of the Dime Savings Bank of Brooklyn. . . . Three executive appointments were announced by Servel, Inc.: **John H. Wall** was appointed general manager of the company; **Arthur A. Pieper** was elected vice president in charge of finance, succeeding William H. Schrader who resigned; **Harold J. Luke** was promoted to treasurer and



Kelly



Barker

assistant secretary. . . . **L. G. (Dick) Rivers** was elected vice president in charge of sales, succeeding **Carl Resnikoff** who was appointed to the new position of vice president in charge of marketing for the Mastic Tile Corp. of America. . . . Perma Products Co. elected **Frank S. Barker** president to succeed John E. Martin. . . . **E. F. Kelly**, formerly executive vice president of Pryne & Co., was elected president of the company. . . . **Edward F. Sutphin** was named president of Skillman Hardware Manufacturing Co. . . . The appointment of **W. G. Senft** as vice president of manufacturing for American-Standard air conditioning division was announced. He replaces **F. P. Weil** who was appointed general manager of enamel plants of the American-Standard Plumbing and Heating division.

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Custom-Built for Openings up to 196 Sq. Ft.—18' Wide or 14' High

● The new Frantz line provides virtually tailor-made industrial and commercial overhead doors up to 18' wide or 14' high. Three Series for varying requirements—from heavy industrial to standard commercial applications. Choice of either wide panel or square panel design. Manual or electric operation. Oil tempered extension springs custom made for every door assure remarkably smooth and easy operation. Zinc plated hardware. Taper mounted track. Backed by a generation of experience in overhead door engineering and design.

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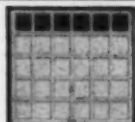
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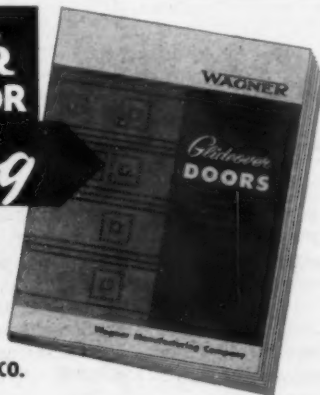
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Stops 1 out of 5 Fires at the Source!

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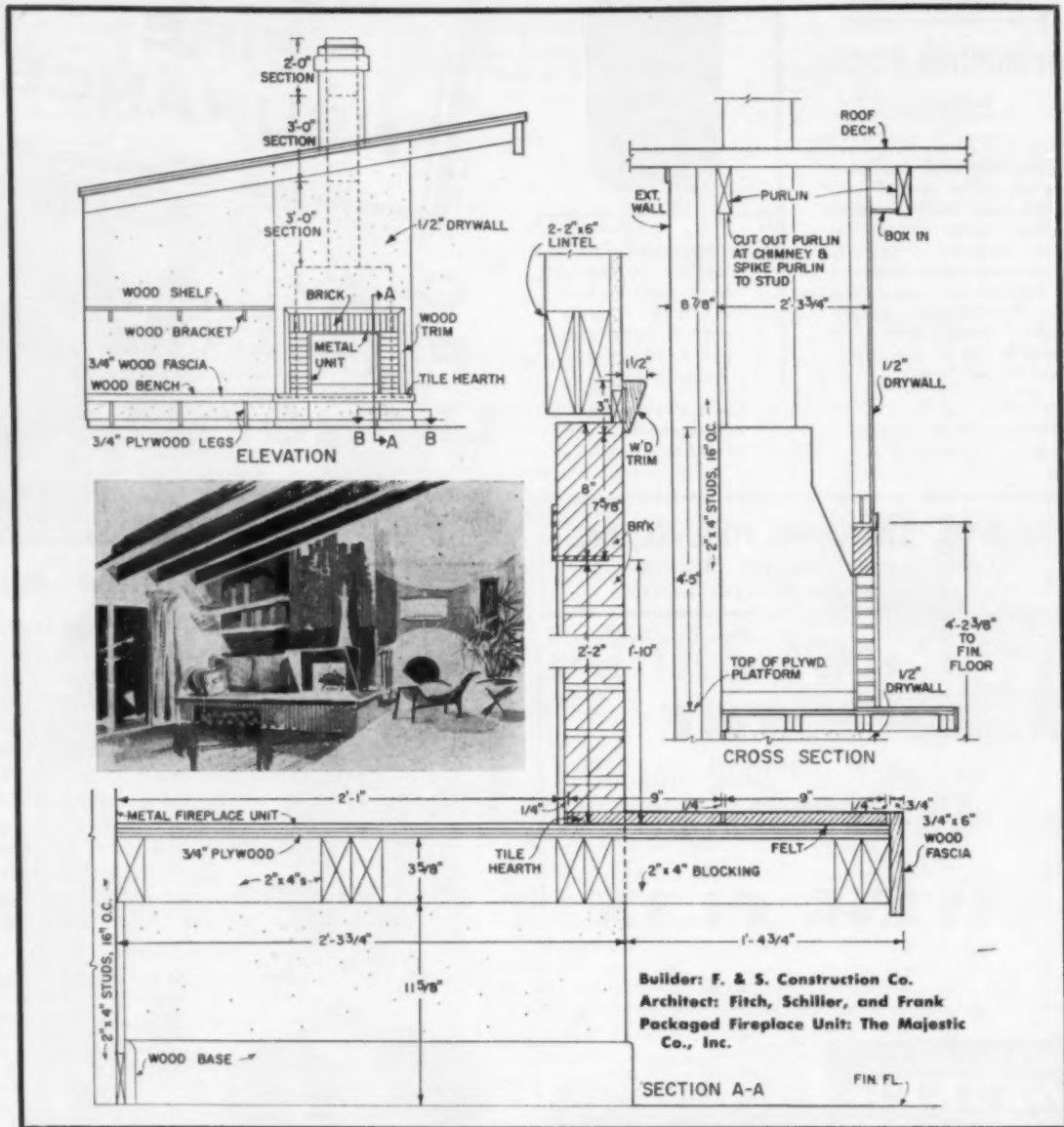
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FL-656 14B

239

A BETTER CONSTRUCTION DETAIL TO HELP YOU ON THE JOB



Packaged fireplace: it's built custom fashion

Fireplaces have generally been expensive items in the construction of homes. Part of the cost was due to the heavy supporting structure necessary to carry its weight.

Now, with prefab chimneys and fireplaces, you can get fireplaces in homes at a lower cost. In the corner

fireplace shown here, the metal unit was used as a basis, with the exterior built around it. Each item used further developed the custom appearance.

Construction comments: The sketch shown varies slightly from the construction details. It shows

1/4-inch wood paneling instead of the 1/2-inch plasterboard indicated. The line of the hearth extends across to the wall coinciding with the edge of the built-in bench. The detail indicates the bench receded. The differences are interesting as possible alternate treatments.

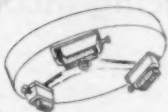
YOUR DRILL PULLS PROFIT WHEN IT PULLS AN ELMO ATTACHMENT



CEMENT FINISHER—\$49⁵⁰



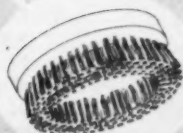
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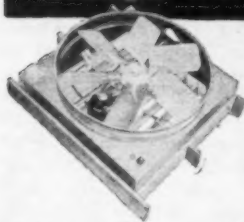
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Model No.	C. M. Free Del.	Ceiling Opening	Height
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AVP-36	7500	36" x 36"	18 1/4"
AVP-42	10000	42" x 42"	20 1/4"

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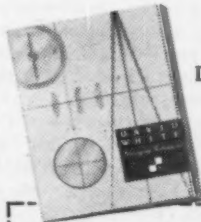
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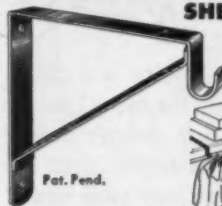
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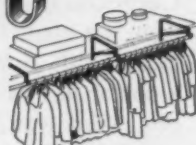
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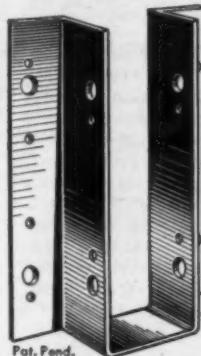
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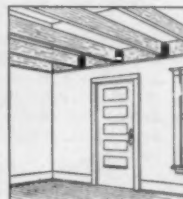
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American Builder

KEEPING UP WITH THE LAW:

The thin corporation: a way of reducing income taxes



By JOHN F. MCCARTHY
Attorney-at-law

Cases involving so-called thin corporations always are of interest. The thin corporation, often used by builders, involves the practice of investing as little money as possible in the capital or equity of the corporation. The balance of the funds required to start or carry on the venture comes by way of loans to the corporation from those interested in the business. Therefore, it is hoped that the monies realized from the venture will be used in payment of interest and in repayment of loans, rather than by way of distribution of profits. Thus it may be that payment of income taxes will be avoided.

The Internal Revenue Service often has attacked this practice. In such cases, it takes the position that the loans actually are an additional investment of capital, and that the money expended for interest and for repayment of loans are profits and dividends subject to tax.

Neither the statutes nor the regulations define an acceptable ratio of invested capital to loans in these situations. Nevertheless, the decided cases, sometimes upholding and other times overruling the Internal Revenue Service, afford some guide to what is proper.

In the case of *Ben P. Gale et al.*, (1956) T.C. Memo. 1956-103, the Tax Court held that advances to a corporation in the form of loans and evidenced by notes, actually were invested capital and not loans. There the taxpayer and four other

individuals formed a corporation to engage in the metal plating business with a capital of \$500 represented by 1,000 shares of stock. At the same time the taxpayer and three of the four other individuals advanced to the new corporation a total of \$89,500 in the form of loans evidenced by promissory notes and secured by a chattel mortgage. The Tax Court looked through the form of the transaction and observed that no purpose was served by the procedures that were followed except the hope of a tax benefit to be gained by the absurdly low capitalization.

In the case of *241 Corp.*, (1956) T.C. Memo. 1956-174, stockholders put up \$150,000, \$3,000 of which was represented by stock and \$147,000 of which was evidenced by notes. The Tax Court again looked through the form of the transaction and held the \$147,000 to be invested capital and not loans. In *Gooding Amusement Co. vs. Commissioners of Internal Revenue*, (1956) 236 F.2d 159, a Federal Court of Appeals approved another decision of the Tax Court following the same principal. There the Gooding Amusement Co. issued \$49,000 in stock and \$232,000 in short term notes to evidence so-called loans.

However, in the case of *Leonard J. Erickson* (1956) T.C. Memo. 1956-256, the Court held that certain advances by stockholders to the corporation actually were loans and should be treated as such. There the ratio of loans to invested capital was approximately 4 to 1. It therefore would seem at this writing that such ratio is acceptable and may be relied on.

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- ★ EASIER INSTALLATION—4" wide flange . . . no "legs" or "posts" to get in the way.
- ★ WEATHERPROOF—wide flange around top of stack, plus parallel baffle in rear.
- ★ MORE FREE AREA—as certified by Metal Ventilator Institute.
- ★ BETTER APPEARANCE—streamlined, one-piece top, and roof-hugging design.
- ★ USE WITH FANS—8" diameter stack fits round duct.
- ★ STURDIER CONSTRUCTION—full .025" aluminum, 26-gauge galvanized steel, screen securely attached.

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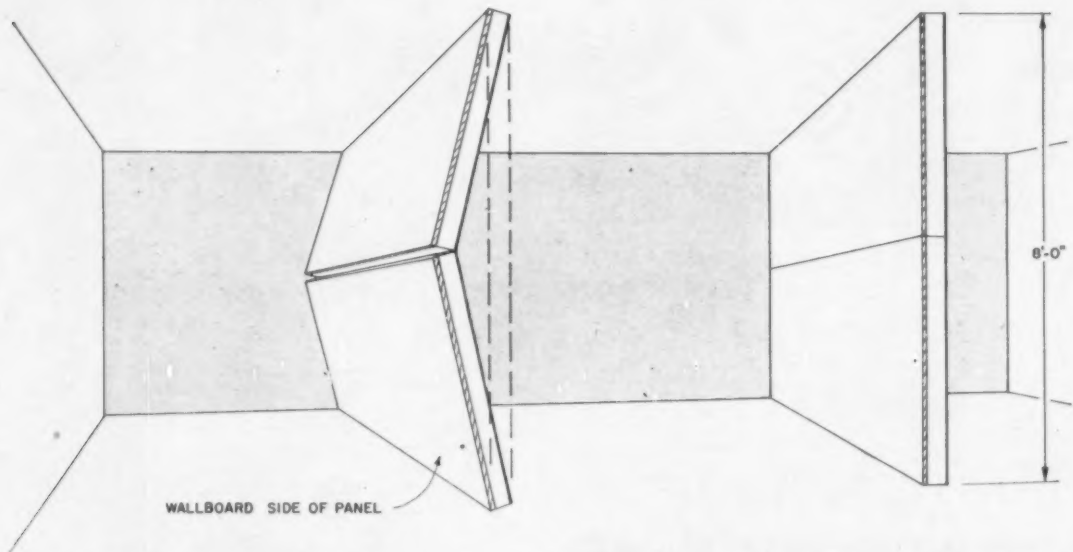


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H Y D R O G U A R D ®

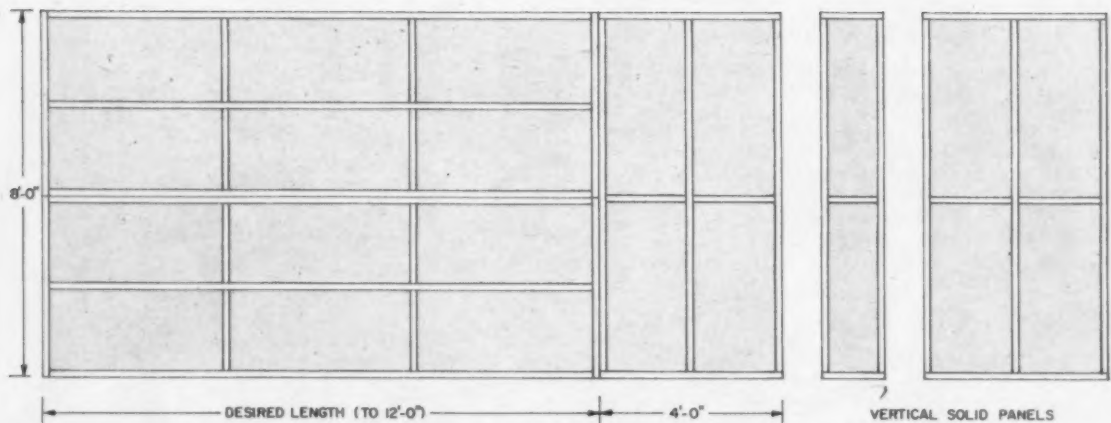
243



PANELS JACKNIFE into position as shown, end up in place as on right. If ceiling is over 8', shimming will be necessary. Finished drywall is nailed on when the panels are assembled in the lumber yard or shop.

DOOR OPENING can be built into the panels, as in the upper left drawing, or made in separate panels as upper right shows. Lower left shows finished result of first method, lower right the use of a separate door panel.

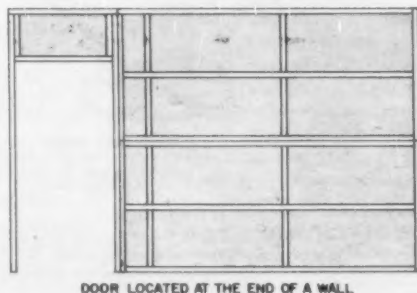
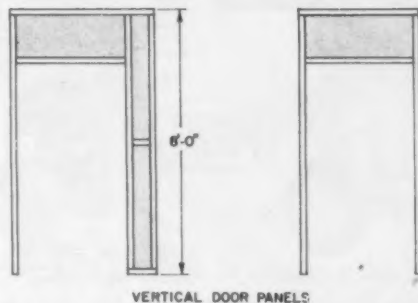
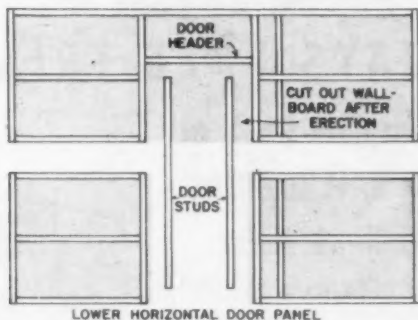
Here's how you can prebuild



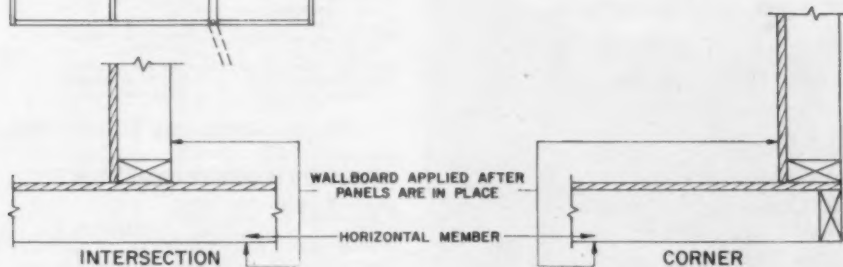
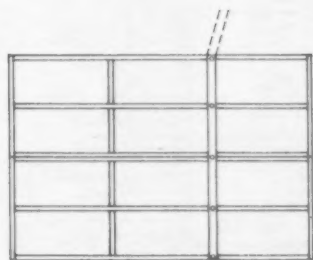
HORIZONTAL PANELS four feet wide make up the solid walls, for lengths between four feet and twelve feet. They can be made on a standard four-foot jig, and made to any length between those two dimensions. For lengths

over 12 feet, four-foot vertical panels are added, with in-between lengths still varied by horizontal panels. For odd sizes, any vertical panel width up to four feet can be built, eight feet in height.

for partitions



your interior walls



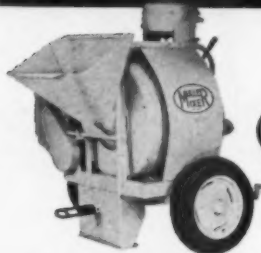
INTERSECTION OF PANELS is accomplished in such a way as to simplify the application of wallboard once the walls are up. Care must be taken in building the panels to apply the wallboard on the same side that

the intersecting wall will touch. The first stud of the intersecting wall can be nailed to the other wall at any point, whether or not there are vertical nailers there; the horizontal members, at 24" intervals, are adequate.

MULLER MACHINES
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Contractors' Costs



PLASTER AND MORTAR MIXERS—5 sizes 2 to 10 Cu. Ft. Electric or Gasoline. Power throw-out on smaller models, disc clutch on larger.



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CONCRETE MIXERS TILTING TYPE—3, 3½ and 6 Cu. Ft. Electric or Gasoline. Timken Bearings.



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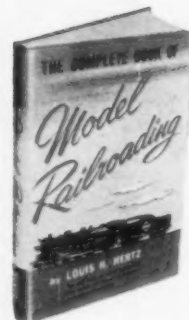
by Louis H. Hertz

Nationally-known Expert and Author

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BLUEPRINT HOUSE ESTIMATING GUIDE
(Continued from page 101)

MASONRY

House Area	Masonry	Split Level
Cube		1700 sq. ft.
		13,600 cu. ft.

CONCRETE WORK

Location	Actual*
Foundation Footings	361 cu. ft.
Pier Footings	8 cu. ft.
Slab	450 cu. ft.
	819 cu. ft. or 860 cu. ft. or 32 yds.

*Add 5% for waste

TILE WORK

Location	Description	Amount
Lavatory Floors	Ceramic	50 sq. ft.
Lavatory Wall	Ceramic	156 sq. ft.
Bath Walls	Ceramic	128 sq. ft.
Bath Floors	Ceramic	66 sq. ft.

BRICK, BLOCK, MASONRY & ACCESSORIES

Location	Description	Amount
House Walls	12" Concrete Block	280 sq. ft.
Garage Wall	8" Block	245 sq. ft.
Brick Veneer	4" Brick	210 sq. ft.
Planting Box	8" Brick	136 sq. ft.
Stucco Walls	Stucco	1187 sq. ft.
Garage Reinforcement	6 x 6 10:10 Mesh	420 sq. ft.
House Reinforcement	6 x 6 10:10 Mesh	950 sq. ft.
Reinf. Bars	#4 Rods	50 lin. ft.
Walls	8" Block	1187 sq. ft.

STRUCTURAL STEEL & ACCESSORIES

Location	Description	Amount
Lintel	3 1/2" x 3 1/2" x 1/4" Angle 8'0" long	2 Pieces
Columns	2" Diam. Pipe	2 Pieces
Termite Shield	Metal	120 Lin. ft.
Bolts	1/2" Diam. x 12" long	30 Pieces
Lintel	3 1/2" x 3 1/2" x 1/4" Angle 14'0" long	4 Pieces
Garage Lintel	3 1/2" x 3 1/2" x 1/4" Angle 10'0" long	2 Pieces

FRAMING LUMBER

Location	Size	Pieces	Lin. Ft.	B.F.M.
Sill	2 x 8	—	40	54
Sill	2 x 6	—	120	120
Floor Beams Right	2 x 12	30/20	600	1200
Box Header	2 x 12	—	80	160
Studs	2 x 4	225/8	1800	1200
Plates	(3) 2 x 4	—	600	400
Bottom Truss Chord Right	2 x 6	20/20	400	400
Rafters of Truss Right	2 x 6	40/14	560	560
Truss Pins or Arms	2 x 4	—	240	160
Bottom Truss Chord Left	2 x 6	24/26	624	624
Rafters of Truss Left	2 x 6	48/20	960	960
Truss Pins or Arms	2 x 4	—	400	267
Rafters rear	2 x 6	20/16	320	320
Hurricane Brace	2 x 8	—	230	307
Fascia	2 x 6	—	160	160
Posts	4 x 4	8/8	64	86
Florida Rm Header	(2) 2 x 8	—	100	134

FLOORING, SHEATHING, ROOFING, INSULATION, ETC.

Location	Description	Actual	Actual—10%
Sub Floor	1 x 4 S4S	810 sq. ft.	891 sq. ft.
Finish Floor	Wood	700 sq. ft.	770 sq. ft.
Roof Sheathing	1 x 6 T & G	3110 sq. ft.	3421 sq. ft.
Roofing	Concret Tile	3110 sq. ft.	3421 sq. ft.
Side Wall Sheathing	1 x 6 T & G	50 sq. ft.	55 sq. ft.
Siding	Wood	50 sq. ft.	55 sq. ft.
Insulation Ceiling	2" Batts	1700 sq. ft.	1870 sq. ft.
Finish Floor	Asphalt Tile	895 sq. ft.	985 sq. ft.
Gusset Plates	Plywood	620 pieces	682 pieces
Florida Room Roofing	Built up with Gravel	470 sq. ft.	462 sq. ft.
Florida Room Sheathing	1 x 6 T & G	420 sq. ft.	462 sq. ft.

Note: The waste factor is determined by the method of installation and the material used.

MILLWORK

Exterior Trim Location	Description	Amount
Fascia	1 x 8	190 Lin. ft.
Frieze Board	1 x 6	190 Lin. ft.
Soffit	1/2" WP Ply.	960 sq. ft.
Interior Trim Location	Description	Amount
Base	1 x 4	340 Lin. ft.

(Continued on next page)

this blade won't
BUCKLE!



The BIG CHIEF'S wide 3/4" white blade stays rigid ... makes extended overhead and reach-in measurements easy!

Disston-Carlson
BIG CHIEF, 10' only
\$3.25, 12'—\$3.50

And just look at all the other features you get in DISSTON-CARLSON BIG CHIEF Steel Tape Rules!

- Jet black numerals on a gleaming white surface for at-a-glance reading.
- Double graduations in feet and inches. Stud markings every 16".
- Patented easy action swing tip for accurate inside and butt-end measurements.
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At better hardware and building supply dealers ... everywhere!

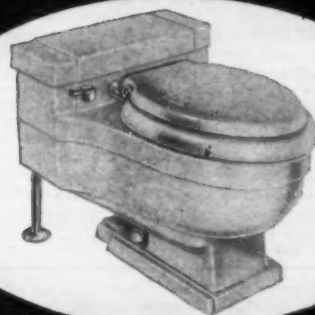
For free folders, write: Henry Disston Division, H. K. Porter Company, Inc., Philadelphia, Pa.



Henry DISSTON DIVISION

H. K. PORTER COMPANY, INC.

This water closet does not disturb your peace of mind



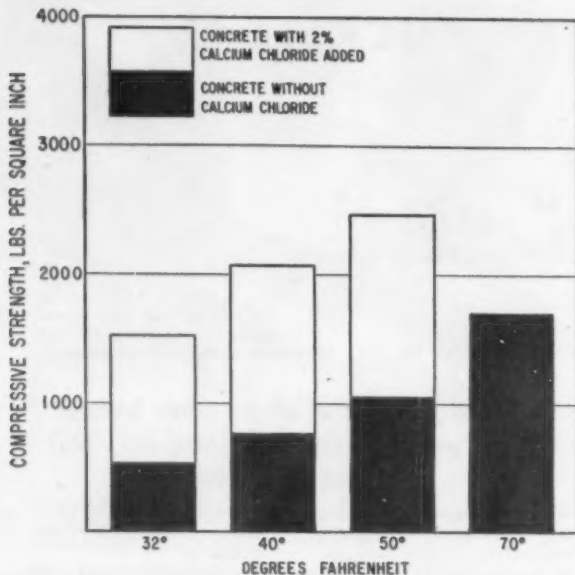
It's the famous, time-tested Case Non-Overflow One-Piece* water closet with the whispering flush.

Only Case manufactures colored fixtures which correspond in color to the colored fixtures produced by leading complete-line manufacturers, plus sparkling black and white. Ask your Case wholesaler or write:



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3 DAY STRENGTH OF CONCRETE AT VARIOUS TEMPERATURES



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Why you need SOLVAY[†] CALCIUM CHLORIDE when temperatures drop...

Compare 3-day-old concrete with and without SOLVAY Calcium Chloride. At 32°F., the concrete containing calcium chloride is 222% stronger—at 40°F., 182% stronger—at 50°F., 141% stronger!* Similar gains are produced at 1, 2 and 7 days. By the addition of 2% low-cost SOLVAY Calcium Chloride to your mix you can maintain normal working schedules. Protection time is cut . . . every operation—finishing to form removal—moves on time.

In any season, SOLVAY Calcium Chloride gives you better concrete. It increases both early and ultimate strength. In addition, it permits reduction of water-cement ratio which results in denser, more moisture- and wear-resistant concrete.

*From Highway Research Board Proceedings.
†Reg'd U.S. Pat. Off.

SOLVAY CALCIUM CHLORIDE speeds but does not change the normal chemical action of portland cement. Its use in cold-weather concrete is recommended or approved by leading authorities, including A.C.I. and P.C.A.



New handy 25 lb. bag
Easy to use
Assures accurate measure

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New Orleans • New York • Philadelphia • Pittsburgh • St. Louis • Syracuse

BLUEPRINT HOUSE ESTIMATING GUIDE

(Continued from page 247)

Cl. Pole	1 1/2" Diam.	24 Lin. ft.
Pole Sockets	Wood	5 Pair
Shelving	1 x 12	80 Lin. ft.
Cleats	1 x 3	35 Lin. ft.
Hook Strips	1 x 4	44 Lin. ft.
Base Moulding	quarter round	340 Lin. ft.
Stairs	4 Risers	1 set

DOOR SCHEDULE

Exterior Doors	Description	Amount
Size	4 Panel O.H.	1
8'6" x 7'0" x 1 3/4"	F.P.S.C.	1
3'0" x 6'8" x 1 3/4"	Flush S.C.	1
3'0" x 6'8" x 1 3/4"	Glass Louvered	1
2'8" x 6'8" x 1 3/4"	Glass Louvered	2
Interior Doors	Flush H.C.	1
2'8" x 6'8" x 1 3/4"	" "	2
2'6" x 6'8" x 1 3/4"	" "	3
2'0" x 6'8" x 1 3/4"	" "	3
1'3" x 6'8" x 1 3/4"	" "	3
Sliding Doors		
3'0" x 6'8"		2
2'6" x 6'8"		2
2'0" x 6'8"		4
5'0" x 6'8"	Gloss	2
2'0" x 6'8"	Folding	1
	Total	26

Note: All doors are to be ordered complete from the door schedule to include doors, door frames, trim, casing, door saddles, stops, etc.

WINDOW SCHEDULE

Size	Description	Amount
2 (3'0" x 3'0")	Gang of 2 awning type	1
3 (4'0" x 4'0")	Gang of 3 awning type	2
4'0" x 2'0"	Awning type	1
4'6" x 3'0"	Awning type	1
3'0" x 4'0"	Awning type	2
2 (3'0" x 4'0")	Gang of 2 awning type	1
16" x 10"	Screened vents	5
24" x 16"	Screened access	1
	Total	14

Aprons	1 x 6	70 Lin. Ft.
Stools	1 x 8	70 Lin. Ft.

Note: All windows are to be ordered from the window schedule in gangs as specified to include frames, sash, hardware, trim stops, casing, etc.

KITCHEN CABINETS

Location	Size	Amount
Counter	15'0" x 3'0" x 2'0"	1
Formica Top	Approx. 30 sq. ft.	1
Back Splash	Approx. 15 Lin. Ft.	1
Range Hanger	3'0" x 2'6" x 1'0"	1
Hanger	2'6" x 3'0" x 1'0"	1
Hanger	2'0" x 3'0" x 1'0"	1
Hanger	1'0" x 3'0" x 1'0"	1
Ref Hanger	3'0" x 1'0" x 1'0"	1
	Total	8

DRYWALL

Location	Amount
Walls	approx. 2750 sq. ft.
Ceiling	approx. 1700 sq. ft.
Garage Ceiling	approx. 392 sq. ft.
Garage Walls	approx. 585 sq. ft.

Material breakdown prepared by Joseph Steinberg, head, and Martin Stempel, senior instructor, Construction Technology Dept., New York City Community College.

moving?

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to know . . .

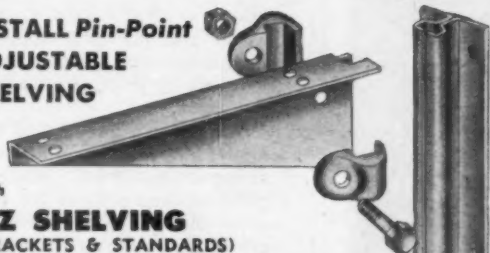
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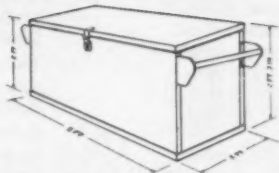
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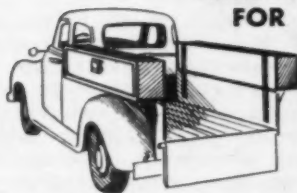
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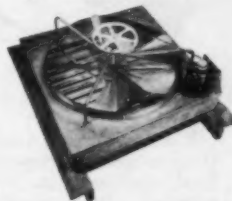
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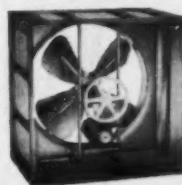
Type PA "Pancake"
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Give your Model Homes an extra selling feature with Diehl Attic Ventilators. A plus-value, appealing to both husbands and wives—and giving you more profit per dollar on every home. Development or Custom built—your Model Homes will bring in more buyers with *nationally promoted*, Diehl time-tested ventilation.

Type PUD for mounting
with shaft vertical



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Plan for more profit with these cost-saving features

- Economical to install, as standard, during framing or wiring.
- No ducting, no excessive labor or extra material costs.
- Simple to show home buyers impressive air movement—at any time.
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Your buyers will appreciate that Diehl ventilated homes give them healthier, summer living with low costs. Diehl Attic Ventilators in three different models—ranging from 24 to 48 inches diameter—provide a type and size for every home—and all builders.

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COMPANY _____

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Still another reason lies in these remarkable cost-cutting features of the Columbia-matic itself:

- Requires no template, special tools to install.
- Installed from inside for easy access to all windows.
- Precision-made to your exact specifications.
- Aluminum, requires no painting, will not warp or rust stain your homes.
- Hardware can be pre set in regular production schedule.
- Sturdily packaged, 6 to carton.
- Easy to store, accurately labeled for quick identification.
- Cannot be removed from outside . . . your protection against loss or theft on the job.
- Once installed, require no further adjustment, remain drum-tight, eliminate expensive "service call backs."

Columbia TENSION SCREENS are manufactured at the following conveniently located assembly points: Richmond, Va. • Atlanta, Ga. St. Louis, Mo. • Los Angeles, Cal. • Minneto, N. Y.

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THE COLUMBIA MILLS, INC.
Dept. 43T, Syracuse 1, N. Y.

Invitation

(Continued from

known to surge and ebb in towering waves and plunging troughs. But the modernization sector keeps going, year by year, with vastly more stability.

We can look forward in 1957 to a total output of goods and services of approximately \$425 billions. This gross national product (or output) constitutes the grand over-all measure of the country's economic performance. Construction's contribution of roughly \$66¼ billions is over 15% of this.

But we are growing very fast, fundamentally because of our spectacular increase in population and the even more spectacular advance in technology. In 1966 or sooner, according to Arthur Burns, ex-Chairman of the President's Council of Economic Advisers, we should have a total output of \$600 billions at present prices.

Nor is there anything excessively optimistic in that goal of \$600 billions. It was \$410 billions in 1956 and the increase for the coming decade would be somewhat less than 50%. In the preceding decade, from the end of World War II to 1956, real national output (i.e., in constant prices, so as to eliminate the climb in prices) increased about 60%. And before that, during the actual war years, national output also increased roughly 60%.

Let us apply our industry's 15% of the nation's total output to the \$600 billions estimate for 1966. That gives us \$93 billions. But construction, in view of the vast expansion that lies ahead, will become a definitely increasing proportion of the nation's total activity. It is therefore a very decided probability, given no excessive interruption in our country's economic growth, that the construction industry will reach the \$100 billion per annum rate no later than 1968.

The basis of all business is PEOPLE. The greatest of these population factors is already at work—the translation, by the mere process of growing up, of the myriads of war and postwar babies into corresponding myriads of young adults of home-wanting age.

Because of the declining birthrates from 1920 to 1940, the number of children aged 14 or less actually declined by about two-thirds of a million. By contrast, because of the unprecedented 50% rise in the birthrate of the succeeding 20 years,

breakfast

page 87)

1940-60, the number of children will have increased by almost 21,000,000. Never in our history has so great a demographic change been recorded.

The repercussion on construction will be almost beyond calculation. Very few of us have yet grasped its full significance. Even fewer have projected their minds forward into the next two decades in order to grasp what this change will do to the market for homes.

Take young males aged 24—the most typical marriage age. In 1943 there were a little over 1,200,000 such males in the U.S., including our armies abroad. They were still numerous because they were born back in 1919 when the birthrate was still high.

Then came the first great change. After 1919 came the end of mass immigration which had provided a major portion of the big families. The birthrate dropped rapidly and was to drop further still in the Great Depression. Naturally, 24 years later, in 1943, the crop of home-wanting 24-year-olds began to decline.

The birthrate kept falling for 14 years after 1919, up to 1933, and so the number of males aged 24 fell from 1943 to the present. This year marks a great historic change.

The curve of young adults climbs slowly after 1957, gathers momentum after 1960, begins to reach for the sky after 1965 (Chart II.) In 1943, we had about 1,215,000 males of 24; then an unbroken decline to not much over one million in 1957. In 1960 we will have 1,140,000 of these young home-wanters; by 1965, almost 1,360,000; by 1970, 1,750,000. And by 1975, close to 2 million.

Do you wonder that I talk of a 2-million-annual-home-starts period as we get into the 1970's? It is a most amazing thing that we have had the best home-building volume in our history in the last ten years *in the face of an actual decline* in the number of young folks of marriageable age. What can we expect when it will be *rising*—at first slowly, then rapidly in the late 1960's, then skyrocketing in the 1970's?

(The five additional components of demand that are changing the face of America will be presented in the continuation of this article in the next issue.)

MARCH 1957

**TO
CUT COSTS
WITHOUT CUTTING QUALITY
MANY BUILDERS INSTALL**

Columbia
**TUBULAR ALUMINUM
FRAME SCREENS**

There are three tangible reasons explaining why more and more builders are installing Columbia Tubular Aluminum FRAME SCREENS in the homes they build:

FIRST: Low unit cost and ease of installation mean important savings to the builder. Designed for all types of windows, Columbia FRAME SCREENS are installed from either inside or out, "Quickie Brackets" making installation quick and sure, even for unskilled labor.

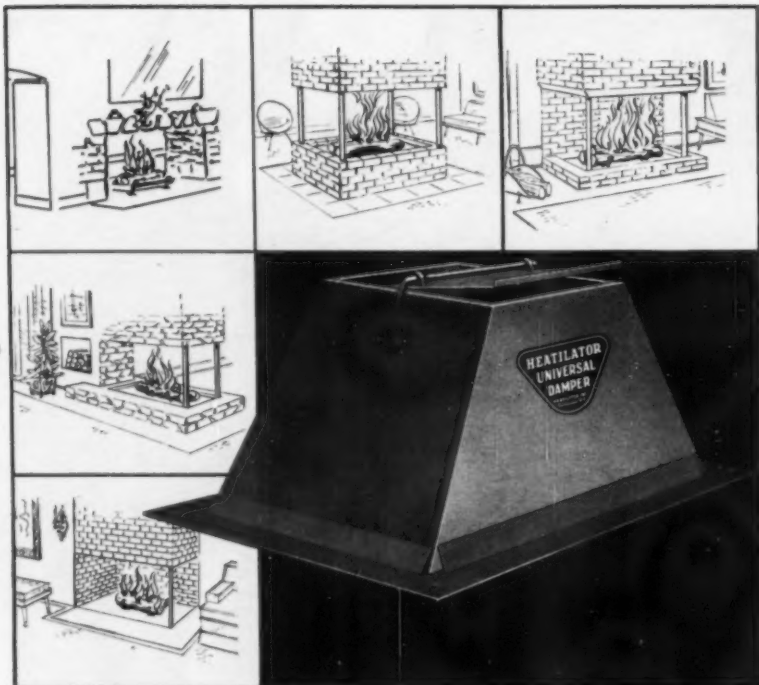
SECOND: Columbia FRAME SCREENS are precisely constructed for maximum service without "call-back" or repair. Heavy gauge aluminum, rugged reinforcement and attention to detail are factors which insure window screens that won't warp, retain their quality appearance over the years.

THIRD: Last, but most important, Columbia FRAME SCREENS are made by The Columbia Mills, Inc. With over 60 years experience in the manufacture of home window products, Columbia has a rocklike reputation for integrity of product, integrity in sales. Columbia stands behind its products . . . from warehouse to installation.

Columbia FRAME SCREENS are manufactured at the following conveniently located assembly points: Richmond, Va. • Atlanta, Ga. St. Louis, Mo. • Los Angeles, Cal. • Minnetonka, N. Y.

For complete details on Columbia FRAME SCREENS, consult your Factory Service Dealer, who is your local lumber or building material dealer, or write:

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Its smooth metal surfaces speed smoke and gases into chimney flue for better draft and more evenly burning fires.

Positive damper control—damper is opened and closed by simple chain-pulls. Unique hinge is easily adjustable to maintain "finger-tip" action—stops and holds damper blades firmly in any partially opened position. Blade is easily removable for cleaning.

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Extra-wide, reinforced flange—serves as lintel for most installations...

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For complete information write: Heatilator Inc., a division of Vega Industries, Inc., 823 East Brighton Avenue, Syracuse 5, New York.

HEATILATOR®

Tomorrow's House

(Continued from page 17)

rooms, and onto the terrace, and another step down to the front and rear porches, these being 6" from grade.

"The roof is flat and is topped with the new Thermo crushed marble topping which not only is a very good roof but has insulating qualities as well. The roof framing members are 2x10, with 1" decking on top, and 1/2" gypboard on the bottom side forming the ceiling. In this sandwich 4" rock wool insulating batts were placed.

"Ventilation for the center room is gained by the use of glass jalousies to the bay terrace and louvered panels to the study and study windows. This room gets natural light from 3 plastic bubble skylites above, which, incidentally, are cheaper than windows (about \$25 each).

"The only appreciable waste that I can see is in the formwork. We usually use 2x6, 2x8, etc., for forming the slab and re-use these members in the joists and rafters. However in this case all formwork had to be cut to the 4 ft. or 2 ft. module, and consequently was wasted—but we did re-use some of it as door and window headers, and still more as bridging and blocking.

"The fireplace is a conical shaped copper hood mounted on an 8" brick wall, with a copper flue through the roof. (The original plan shows a conventional fireplace.) These copper hood type fireplaces seem to work quite well, and cost about one-fourth a conventional masonry one.

"The house is heated electrically with thermostatic controls, fully insulated, has vinyl tile and wall-to-wall carpeting in the various areas, and has two built-in wall type air conditioning units. With 1,600 sq. ft. of house proper and 600 sq. ft. of covered terrace, here in Houston this house would cost about \$20,000 with the above features. Since the house is on the bay 47 miles out of town, we expected it would cost more, but we were pleasantly surprised to find it cost only \$17,500. *Maybe the circle is the answer.*"

Mr. Brodnax worked closely with builder Sam Johnson in supervising a series of sub-contractors.

✓ **Doublecheck**
AB's Buying Guide
on page 128

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You can estimate building construction costs quickly and accurately, and bid on profitable commercial and industrial jobs without worry about "What did I leave out?" or "Am I bidding too high, or worse yet, too low?". Become a successful building contractor by devoting some spare time to the study of our estimating course.

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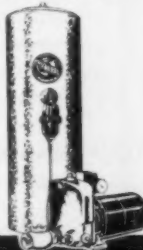
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"We wanted wall pours that we could complete fast, with forms we could re-use

...THAT'S WHY WE BOUGHT WACO FORMS"



"Let's face it," says Harry Langlois, General Superintendent for the Langlois Construction Company of LaGrange, Illinois. "All concrete forms are similar in construction and application. We found, however, that Waco forms had certain features we liked."

"For one thing," he explained, "Waco forms have fewer parts to get lost or misplaced. The more parts there are to the forms, the more time you spend erecting and stripping. Waco forms have only three basic elements... the form itself, which comes in a variety of sizes to meet every forming need, a one piece wedge bolt for tying the forms together, and a one piece waler."

"In the second place," Mr. Langlois continued, "the quality materials and workmanship that go into Waco concrete forms convinced us that these forms would stand up for an above average number of pours. We've used our Waco forms now for the eighth time, and we're more sold on Waco than ever. I suggest that when you need forms to rent or buy, you get in touch with your nearby Waco form distributor."

WACO MANUFACTURING COMPANY

3565 Wooddale Avenue • Minneapolis 16, Minnesota

I am interested in your:

() Choice distributorships available

() Form catalog

Name _____

Firm _____

Address _____

City _____ Zone _____ State _____

The Month Ahead

DOUBLE CHECK

Before you start working on the kitchen of that new model house you're doing for Spring, go back and take another look at the ideas in this issue's convention report. They're enough to make your mouth water, and they'll have the same effect on your buyers. Particularly if you're building in the \$20,000 and up price class, people are willing to pay for extras if they're sure they're getting their money's worth. And it's too bad we couldn't do the whole story in color, because the color was out of this world.

WARMER WORK

If you're a remodeler, it's time to start shifting the emphasis of your jobs. April will be warmer, so tearing down an outside wall won't discombobulate your client too much, but it's going to be rainy too, so try and hold off the roof jobs for another month or two.

IT'S GETTING CLOSE

Sorry to harp on this, but your personal income tax returns are due the middle of next month. If you're the procrastinating type like most of us, you'll feel better once it's over with. Like having a tooth pulled.

Write your congressman

You may not be addicted to letter writing, but here's a case where it will be to your advantage. FHA Administrator Norman Mason has recommended that built-in kitchen appliances remain included in FHA valuation, despite pressures being brought to bear in Congress not to include them. As a builder, you know the value of built-ins as sales features. You can help assure their continuance by writing your congressman now.

Here we go again

Comes April, and another building season opens. Model houses sprout up like mushrooms, and custom builders finally start the jobs they've been sharpening their pencils on all winter. How will business be in the months ahead? The temptation is to answer, "bad". Money is tight, starts are down, and some marginal builders are going out of business.

Don't give up—things will get better

Now let's turn the record over. Money is tight, but there will probably be interest rate relief, and better terms for the low-cost house buyer; and tight money is not as bad as an inflationary spiral that could drive prices up out of sight. Yes, 1956 was a bad year, but not a disastrous one, and the drop in new starts was less than the 20 per cent some pessimists were predicting earlier in the season. Sure, a few builders went out of business, but some of them may have been ones who couldn't stand the competition when things tightened up. And the ones that are left are the efficient boys who build a better house for less money. This is good for the whole industry.

In April, an all-year-round issue

Next month we'll be sending you the fattest issue of American Builder you've ever seen—the 1957 directory issue: The Building Product and Technical Guide. This is more than just another monthly magazine; it's a workbook you'll refer to constantly all year round, and it represents a good place for you to begin AB subscriptions for key members of your organization.



Let **FORMICA**® Help with Your Model Home Promotions

A big, consistent national advertising program, featuring kitchens like this, prompts your prospects to ask for Formica by name. In 1957 this program will be extended to include the NBC Television Show "Home" with Arlene Francis.

No progressive builder discounts the sales power of a well advertised brand name. But Formica doesn't stop here in helping you sell. We like to roll up our sleeves and help you close the sale with good hard hitting merchandising material at the point of sale — your model homes.

Last year for "National Home Week" we furnished a complete kit of display helps for builders to use in their model homes. This year the kit will be bigger and better.

As you plan now for the homes that represent your work to thousands of prospects, make sure your plans include Formica laminated plastic, the material that does more than just sit there — it works to pay its way. Ask your Formica distributor or local sales office for details.

Free! We have prepared a new builders catalog form No. 744 that gives you basic Formica installation details for walls and counter tops plus color swatch samples of the full line.

Write **FORMICA Corporation** Subsidiary of **CYANAMID**
4611-7 Spring Grove Ave., Cincinnati 32, Ohio

In Canada: Arnold Banfield & Co., Ltd., Oakville, Ontario.

Customers buy Formica because it is a brand name they know and trust.

DEMAND THIS CERTIFICATION

We protect this faith in our product by certifying every sheet with a wash-off Formica marking. It is for your protection and guarantee that you are getting genuine Beauty Bonded Formica.

This mark certifies genuine
RUB OFF WITH LOTS OF BAR SOAP ON A DAMP CLOTH



Seeing is believing. If this wash-off identification is not on the surface, it's not FORMICA.

It's time for the "change over" to Screens!



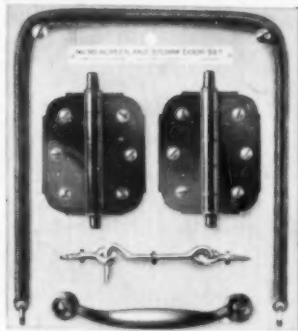
National



Here is a fine assortment of screen accessories, both practical and durable

Simplicity is the keynote of this hardware both from the standpoint of installation and operation.

Fine precision actions on the hinges and door latches assure smooth trouble-free performance. Strong, basic materials and protective finishes guarantee a longer service life.



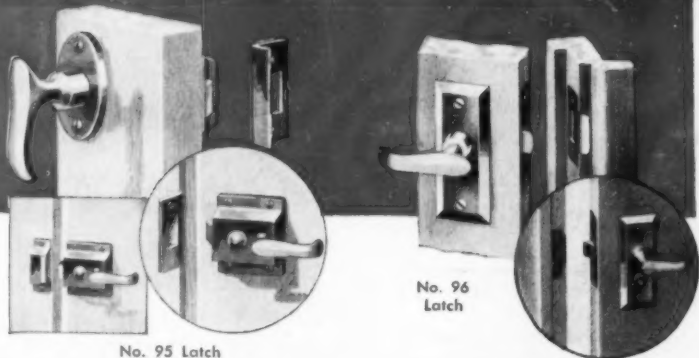
No. 90 Screen and Storm Door Set



No. 93 Screen and Storm Door Set



No. 99 Screen Hanger



No. 95 Latch

No. 96 Latch

NATIONAL MANUFACTURING CO.
STERLING, ILLINOIS