

# American Builder

OPPORTUNITY FOR NOV. 1957

**FORECAST**  
for 1958:  
What you can  
expect

A SIMMONS BOARDMAN TIME-SAVER PUBLICATION • 75c



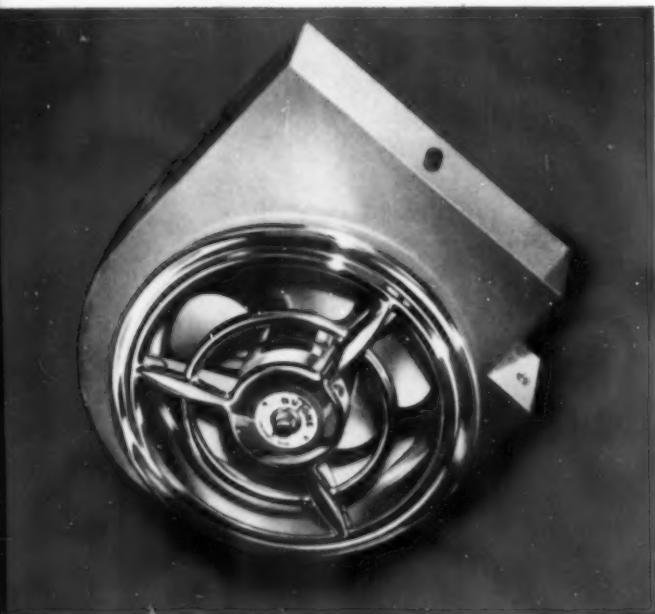
COAST TO COAST  
STAFF REPORT:



**What will sell best in '58**

# NUTONE

.. BUILT-IN COMFORTS  
for YOUR 1958 HOMES!



## NUTONE EXHAUST FANS

.. for fresh, odor-free air in the kitchen and in the bathroom. Gets rid of the odors before they spread all through the house.



## NUTONE CEILING HEATERS

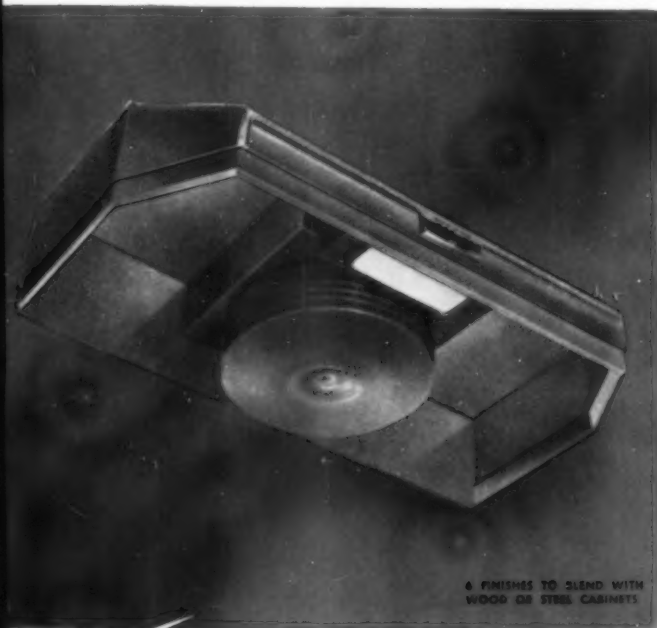
.. for a bathroom that's always toasty-warm even when the rest of the house is chilly. Built in the ceiling .. out of harm's reach.

## NUTONE RANGE HOODS

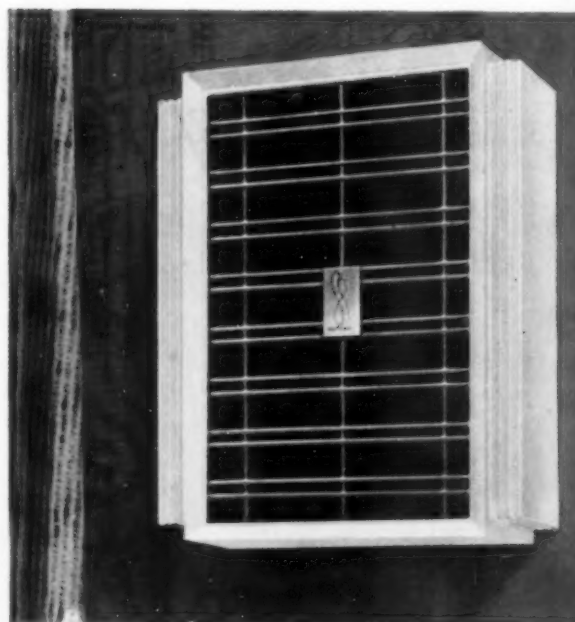
.. for sparkling beauty .. and most powerful efficiency. Changes air over cooking zone 33 times a minute. Traps odors and steam.

## NUTONE DOOR CHIMES

.. for a cheerful, musical greeting at the doorway. Makes every home more inviting. A friendly "hello" for family and friends.



6 FINISHES TO BLEND WITH  
WOOD OR STEEL CABINETS



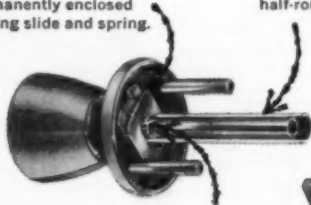
FREE CATALOGS .. Write NUTONE, Inc. Dept. AB-11, Cincinnati 27, Ohio



# NEW

## improved Kwikset "400" line locksets

1. NEW steel housing for permanently enclosed locking slide and spring.



2. NEW unbreakable steel half-round spindle.



6. NEW rosette to knob attachment ensures greater knob rigidity.



3. NEW locking mechanism simplifies cylinder reversing.

5. NEW heavy duty latch mechanism for smoother turning action.

4. NEW larger turn-button for easier finger-tip locking.

(BEL AIR ENTRY MODEL ILLUSTRATED)

Modern materials, methods and machines, as well as more efficient production techniques, have made possible the many improvements now available in all Kwikset "400" line locksets.

Improved performance, increased security and easier installation are among the many benefits achieved by recent engineering changes. These important changes are part of a continuous program to assure superior quality and unparalleled value for all Kwikset products.



America's largest selling residential locksets

KWIKSET SALES AND SERVICE COMPANY Anaheim, California

BUILD BETTER, FASTER-SELLING HOMES



with

**WOODTEX<sup>®</sup>**

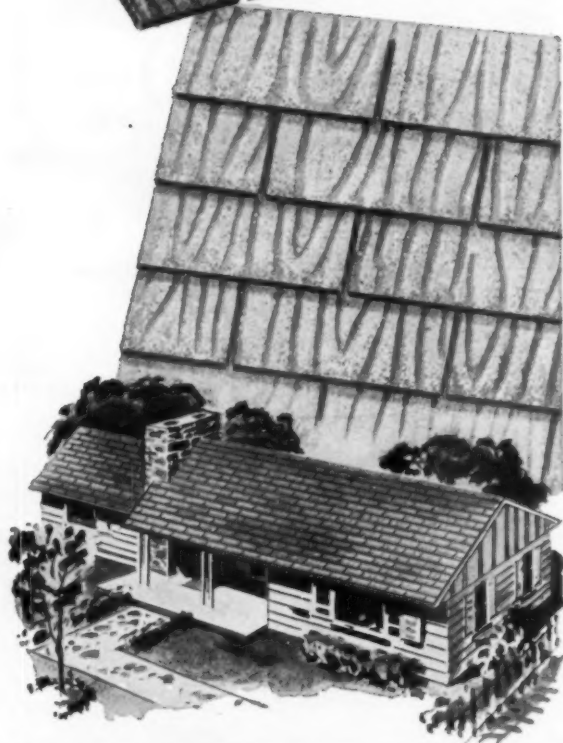
**ASPHALT SHINGLES ...**

**the crowning touch  
for any roof!**

You'll build better, faster-selling homes when you build with Woodtex. Just hold a Woodtex Shingle in your hands—and you'll see clearly why so many builders use this standard-bearer of the Certain-teed line on their homes, in preference to other brands.

You'll notice the rich, *built-up* graining that gives Woodtex a distinctive charm and texture not found in any other roofing shingle. You'll feel the heft and weight (250 lb. per square) that keep a Woodtex roof flat and secure in any wind or weather and give it extra years of trouble-free service. Look at the range of cool pastels, medium blends and two-tones available—and you'll appreciate what a variety of roofing effects Woodtex gives you.

Get full details about this quality product from your nearest Certain-teed supplier—or write to us.



***Certain-teed***

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**BESTWALL CERTAIN-TEED SALES CORPORATION**

120 East Lancaster Avenue, Ardmore, Pa.

EXPORT DEPARTMENT: 100 East 42nd St., New York 17, N.Y.

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FIBERGLAS BUILDING INSULATION • ROOF INSULATION • SIDING CUSHION  
PAINT PRODUCTS—ALKYD • LATEX • CASEIN • TEXTURE • PRIMER-SEALER

# The Opportunity Page

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

## Light for living

Another "adequate wiring" program is under way. This one is being conducted by the American Home Lighting Institute, Inc., which recently announced new standards for minimum quality home lighting. Builders who install adequate lighting will be eligible for a Light for Living award certificate. This will be given on receipt of a certifying letter from the local electric utility stating that the builder has followed the AHLI standards. Copies of the standards are available from American Home Lighting Institute, 360 N. Michigan Ave., Chicago 1, Ill.

## Prefabs meet the test

Prefabs can withstand hurricane force winds, according to the August issue of PF—the Magazine of Prefabrication. The publication reports that Hurricane Audrey, which hit the Louisiana coast in June with 120-mile-per-hour winds, wrecked thousands of homes in the Lake Charles area, but did no structural damage to 2,275 prefabricated houses erected by one building firm. C. R. Grein, vice president and general manager of the Southern Construction Corp., is quoted as saying that not a single one of the prefabricated houses erected by his company "suffered as much as five cents worth of structural damage although many adjacent homes were total losses. The only damage . . . was the roofing, which was broken in some instances by the hurricane force. . . ."

## Opportunity in reading

New editions of two helpful booklets are now available. The new Housing Almanac, published by the NAHB, includes 1957 legislation, sections devoted to industry trends and economics and housing statistics. It can be purchased through local NAHB affiliates. The second revised publication is "221, Relocation Housing," published by the Housing and Home Finance Agency. Write: Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C. Price: 5¢ or \$3 per 100 copies.

## NHW: big idea gets bigger



Once again AMERICAN BUILDER is proud to present its annual coverage of National Home Week—the housing industry's biggest selling opportunity. We think our late editor, Ed Gavin, who conceived the idea of National Home Week in 1947—and for which the National Assn. of Home Builders awarded him a

plaque—would be grateful to see just how big that opportunity has become in the past decade. This year's parades were not only bigger in number than in any previous year, but bigger in the number of saleable houses in each parade. That was the finding of our editors who traveled to every section of the country to report to you what is being done to keep home building one of the nation's leading industries. This top-notch opportunity to learn what the latest trends are begins on page 61. And, next month AMERICAN BUILDER will again present the National Home Week award-winning houses, together with the builders who won awards for best merchandising the "hidden values" in their homes.

## What the women want

In connection with AMERICAN BUILDER's report on NHW trends, it's interesting to note that the women who attended McCall's Congress on Better Living asked for many features builders included in NHW houses. Next month, AMERICAN BUILDER will bring you a complete report on the Congress so that you can make the most of the opportunity to find out what the typical American family wants and needs in its new home.

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 **Textolite Ideas**

FOR YOUR  
MERCHANDISING FILE



Birchwood Park kitchen features Textolite postformed counters and "Mix-or-Match" color styling. Fabricators: Formed Laminates, Inc.

## Textolite® postformed counters strong sales feature in 2,600-home project!

General Electric postformed counters eliminate dirt-catching seams; add functional design and beauty.

Mr. Morris Sosnow, builder of mammoth Birchwood Park in Jericho, New York, knows that the sale of a home can be decided in the kitchen. That's why he specified Textolite postformed surfacing on kitchen counters in all his homes.

Priced at \$19,990 to \$30,000, over 800 homes have already been completed and sold. No wonder that, today, in Nassau and Suffolk Counties, so many jobs specify postformed counters.

General Electric Textolite postformed surfacing eliminates dirt-catching corners; its no-drip lip edge keeps liquids off the floor. The surfacing resists stains and scratches; cleans with a swish. And, with over 80 attractive patterns and colors, Textolite offers the extra advantage of "Mix-or-Match" color styling.

Check your Yellow Pages under "Plastics" for the Textolite fabricator nearest you. Specify Textolite surfacing . . . it sells!



Combination desk-and-work counter in Birchwood Park kitchen shows "Mix-or-Match" program at work. Textolite surface matches General Electric appliances perfectly. Only Textolite offers the colors and patterns that make a "Mix-or-Match" program possible.

### GET ON OUR "NEW-IDEA MAILING LIST"!

General Electric Co., Dept AB-11-7  
P. O. Box 5911, Cleveland 1, Ohio

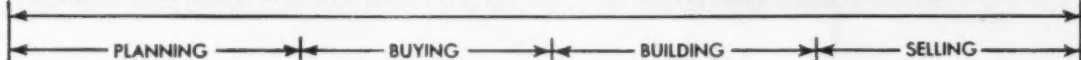
Please send me your new 1957 Pattern Folder, and add my name to your "New-Idea Mailing List."

NAME	TITLE
FIRM	
CITY	ZONE STATE

**Textolite®**  
LAMINATED SURFACING  
**GENERAL  ELECTRIC**

AMERICAN BUILDER

# "NOBODY COVERS AMERICAN BUILDING LIKE THE AMERICAN BUILDER"



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Cover photo courtesy Southern California Gas Co., Southern Counties Gas Co.

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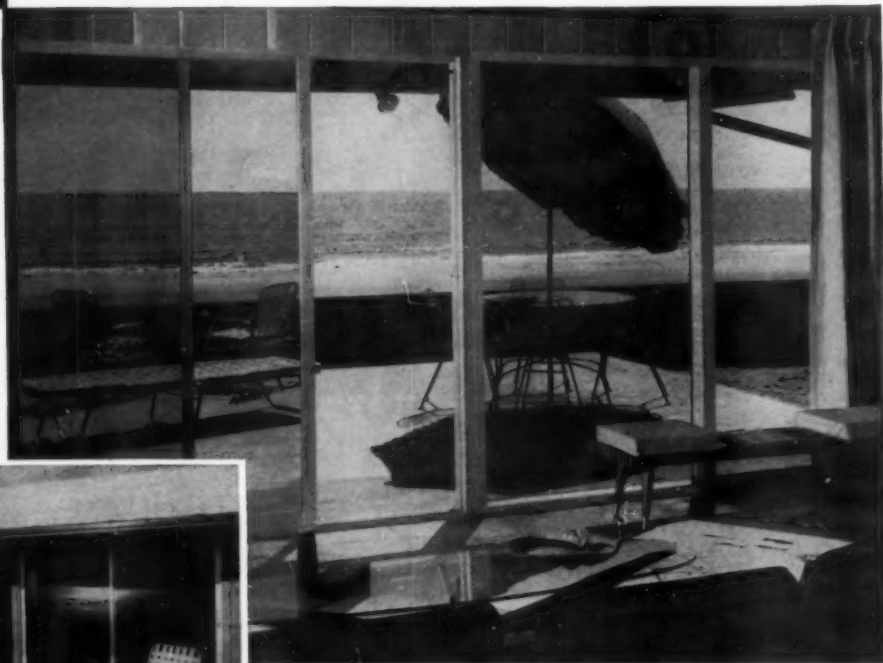
A SIMMONS-BOARDMAN TIME-SAVER PUBLICATION



**"American LUSTRAGRAY  
has added to the living pleasure  
of my home, and I am convinced that  
this glare reducing glass will make  
new houses more saleable"**

*—says Nick Campanelli, president of Campanelli Bros., Inc., Framingham, Mass., New England's largest builder of quality homes. Nick's new summer residence pictured here is in Green Harbor, Mass.*

*Right—Photo from interior. Open space between sliding glass doors shows sun glare. LUSTRAGRAY glazing reduces glare, sharpens view.*



*Left—Photo from exterior shows attractive reflections, indicating that LUSTRAGRAY sheet glass is dark enough to afford exterior privacy.*

What Builder Nick Campanelli says about AMERICAN LUSTRAGRAY will work for you, too! This neutral gray tint sheet glass appeals to home owners because it reduces glare 50%, eliminating eyestrain and fatigue . . . reduces significant amount of heat transmitted . . . gives exterior privacy with interior "clear glass" vision.

Like Nick, you too will find AMERICAN LUSTRAGRAY economical to buy and install. Also, it's easy to obtain . . . available through more than 500 glass jobbers. Check your classified telephone directory for listing.

MODERN GLASS  
*Best at a Glance*

**American**  
WINDOW Glass COMPANY  
PITTSBURGH, PA.

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



# READER'S GUIDE TO

# Advertising

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

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# PRICES REDUCED

*on the industry's most complete  
line of warm air heating units*

A COMPLETE  
*Builder Promotion Service*

FOR YOUR HOMES BUILT WITH

**AMERICAN-Standard**  
YEAR-ROUND AIR CONDITIONING

Newspaper Advertising • Project Site Billboards  
Tailor-Made Brochures • Model Home Display Cards  
Newspaper Publicity

Don't spend a dime on any product that won't help you sell the house! Use American-Standard year-round air conditioning equipment and this complete, hard-hitting promotional support is yours.

Why settle for lesser brands when you can feature all the sales power, prestige and extra quality of American-Standard Furnaces at a new, irresistibly low cost?

With today's more discriminating home buyers, brand name merchandising has proved an essential sales tool. Nothing supplies quicker proof that you build quality homes than the famous brands you feature. No brand is more respected for quality and value than American-Standard. Insist that your heating and air conditioning contractor obtain complete details for you from his American-Standard Air Conditioning Distributor.

**AMERICAN-Standard**

-----  
**AIR CONDITIONING DIVISION**

ELYRIA, OHIO



*Quality Protects Your Investment—AMERICAN-Standard Quality Is Available At No Extra Cost*

To The Editors:

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

**More on merchandising survey (August issue)**

Sirs: Merchandising, advertising, and sales promotion are no doubt a very necessary part of today's building program. They are necessary because a great many of our architects and manufacturers are in the process of trying to sell the public a product which they really don't want. This, I suppose, is progress.

We feel that the great majority of your featured homes in the AMERICAN BUILDER are homes that people really don't want. They are being sold to many, many people we know. A lot of these purchasers have been caught up in a tide of fad and sales promotion.

After some very serious thought, aren't they cold? Aren't they uncomfortable? Aren't they very mechanical? Aren't they full of argument? And do they belong on our beautiful landscape . . . ?

—Donald B. Kooker, president  
Country Construction Inc.  
New Hope, Pa.

Sirs: We have a custom-built sign with a personalized picture of each owner's home painted to his color specifications so that as the house is being built and painted, the prospective buyer may visualize it in its complete form.

—Lewis F. Kahle  
Town & Country Custom  
Building Corp.  
Vincentown, N. J.

Sirs: I have never had any difficulty in selling all the houses I can build. The big problem is financing, both construction and permanent. If I could get proper financing, I could easily double volume. I try to keep ahead of competition in the use of new ideas in architect-

ture, family room, built-ins, etc. and make my houses so desirable, they virtually sell themselves.

—H. E. Mason  
Harrisonburg, Va.

Sirs: Most high-pressure promotions are a sales hindrance because people feel they are being taken.  
—Builder, Oregon

Sirs: We take *good* photographs of two models each year and enter them in local AIA design contests. The awards we always get give us much free publicity; photos of, and stories about, our prize winners appear in local papers and national magazines—all *free*.

—Edmund J. Bennett  
Bennett Construction Co.  
Bethesda, Md.

**House vs. automobile**

Sirs: I would like to see someone point out in an article the lasting value of a house as compared to the quickly depreciating value of an automobile and their comparative costs. A house is so much better an investment. I know the average

buyer thinks house costs are too high. They should be informed as to the lasting value.

—Robert D. Kemp  
Takoma Park, Md.

**Building codes too lax?**

Sirs: Something should be done to encourage builders to erect more house for the money. Not just cheaper and cheaper workmanship and materials. There should be a law requiring an architect's seal on every house plan that is built. Building codes are too lax.

—F. R. S. Sellers, engineer  
Cullen Construction Co.  
Bryn Mawr, Pa.

**Two-story house: \$1,180**

Sirs: In 1914 we built a seven-room, two-story house with full basement, drilled well, and large soft-water cistern for \$1,180 (we owned the lot). The price of a house like that today would run from \$7,500 to \$8,000. Wages then were \$30 for a ten-hour day; now they're \$26 for an eight-hour day.

—Charles E. Renner  
Akron, Ohio



"I told him that one hadn't been broken in yet."  
(By Virgil Parich—Courtesy Pomona Tile Mfg. Co.)



## An Actual Case History

"Where did the water come from?" asked the harassed owner. All winter water had been actually dripping from the rafters and roof-boards in the insulated attic of the new wing of her fine New England home. Things stored in the attic, even inside trunks, became wet and mildewed. Windows downstairs were often wet.

The wetness had persisted even during long spells of dry weather, which ruled out a leaky roof and rain as a cause.

We hunted for vapor. The floor in the crawl space underneath the wing seemed dry. The bulky insulating material, with an asphalt-impregnated paper facing the ground, which had been installed between the floor joists in the crawl space, also seemed dry. There were no leaky pipes.

The two occupants were professional people, away most of the day. Use of the laundry, kitchen, etc. was minimal. All combustion, vapor-forming appliances were properly vented.

"What should we do?" the owner asked.

### THE SOLUTION

It was proposed that scientific multiple aluminum insulation (which is long and continuous and has almost zero vapor permeability,) be installed beneath the floor joists along the entire crawl space, and that ventilation be provided to the crawl space.

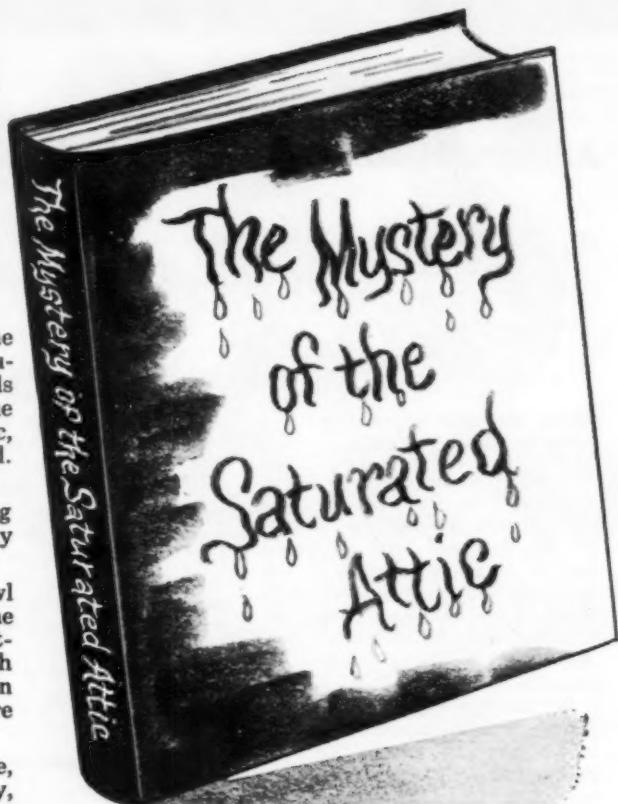
The results were magical. In a short time the attic was dry, the downstairs windows clear.

### "WHO DUNNIT"

This indicated that the source of the trouble had been a flow of water vapor, (which is a gas) from the seemingly dry ground, through the asphalt paper and other materials between the joists to the room above, where some of it condensed on the cold window panes. Also a flow thru wall stud spaces, past the ceiling, and finally into the cold attic where it also condensed.

The ground under some buildings gives off as much as 96 lbs. of vapor a day per 1,000 sq. ft. It is invisible and harmless, until it condenses.

Two excellent publications are almost indispensable for those interested in problems of condensation and heat and vapor flow. One is an official study of the control of condensation in crawl spaces, with special reference to the effect of aluminum insulation, based on National Bureau of Standards tests. It is the National Housing Agency's "Technical Bul-



letin No 38." The other is "Heat Flow by Radiation in Buildings, Simplified Physics," by Alexander Schwartz. He discusses theoretical, practical, and commercial phases of the subject in highly readable style, in a profusely illustrated pamphlet. Both may be obtained by checking the coupon.

### THERMAL VALUES\*, INFRA PARALLEL INSULATIONS Non-metallic Insulation Equivalents<sup>1</sup>

	UP-HEAT	DOWN-HEAT	Cost, Installed <sup>2</sup>
TYPE 2	C.195=1½"	C.061=5½"	5¢ sq. ft.
TYPE 3	C.142=2½"	C.049=6¾"	6¢ sq. ft.
TYPE 4	C.105=3½"	C.068=8"	8¢ sq. ft.
TYPE 5	C.081=4"	C.034=9½"	10¢ sq. ft.
TYPE 6	C.068=4½"	C.034=9½"	11¢ sq. ft.
TYPE 9	C.043=7¾"	C.029=11¼"	16¢ sq. ft.

Types 1, 7, 8 also available

\*Determined by method of National Bureau of Standards in N.H.F.A. Research Paper 32.

<sup>1</sup>Calculated on basis of limiting thermal values cited in Fed. Specs. LLL-1-321b; HH-1-585; HH-1-521c; HH-1-551a.

<sup>2</sup>Approximate cost, material and labor, new construction betweenwood joists.

CAN BE PURCHASED THROUGH YOUR PREFERRED LOCAL DEALER

Infra Insulation Inc., 525 Bway., N. Y., N. Y. Dept. B-11  
Send  "Technical Bulletin No. 38."  
 "Heat Flow by Radiation in Buildings."

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# The Building Outlook

## SMALL TALK

### NEW ENGLAND IN FLORIDA

Here's a new twist to retirement housing which could develop into a national trend. Town & Country Homes of Boston are going to subdivide a 90,000-acre tract at Port Charlotte, Fla., so that all buyers from the New England area may live together as a group if they wish.

### NEW CABINET POST?

A cabinet post of "urban affairs" has been suggested in the highway and housing planning fields. Carl Feiss, former chief of planning and engineering of the Urban Renewal Administration, also called for the "amalgamation" of Federal highway and urban renewal forces.

### MORE LEGISLATION

When Congress reconvenes in January, realtors will be pushing for enactment of legislation to encourage real estate investment trusts; for a bill to aid the self-employed in building up retirement funds; and for tax relief to be applied to involuntary sales of real estate brought about by the highway program, urban renewal and similar actions. NAREB also reports that the Senate Housing Subcommittee has indicated it will conduct hearings on proposals to extend Section 221 FHA insurance to additional groups such as middle-income and the elderly.

### OUR GROWING CITIES

The trend of most large cities to annex more and more outlying communities continues. According to the International City Managers Assn.'s 1957 municipal year book, 1956 saw more territory annexation than in any year since World War II. Houston led the way, adding 188 square miles, one of the largest annexations in American history.

**HOW DOES 1958 SHAPE UP?** Will it be a good year for home builders; or will it be a repeat of 1957? **AMERICAN BUILDER** presents a comprehensive forecast of what to expect beginning on page 57. Optimistic predictions come from members of the industry. For example, David O'D. Kennedy, president, Kentile, Inc., reports that a minimum of 3.5 million families are making future plans to build their own homes. He based his figures on a recent survey which showed that seven per cent of the nation's families were already taking steps to move into new or existing homes. At the same time, economist Robinson Newcomb, reports that the housing outlook is improving because of recent intensified efforts by builders to produce better houses without raising prices. He estimated that the nation could absorb an output of 1,200,000 new homes per year.

**AVAILABILITY OF MONEY AGAIN** will be one of the factors determining the health of the home-building market. Indications are that the money situation should be much improved over that of 1957. Here's why "those-in-the-know" are optimistic. Early in September, investors flooded the Treasury with demands for its new 12-year, 4% bond. Actually, requests were nine times over the \$500 million offered. This suggests that the supply of investment money was more plentiful than had been thought. Another good omen is the increase in FHA appraisal requests during July and August. (See Pulse of Building, October issue.) At the same time, Harold Braman, executive manager, National Savings & Loan League, predicted the housing industry could look for a "moderately increasing supply" of mortgage credit, due to decreased activity in other fields.

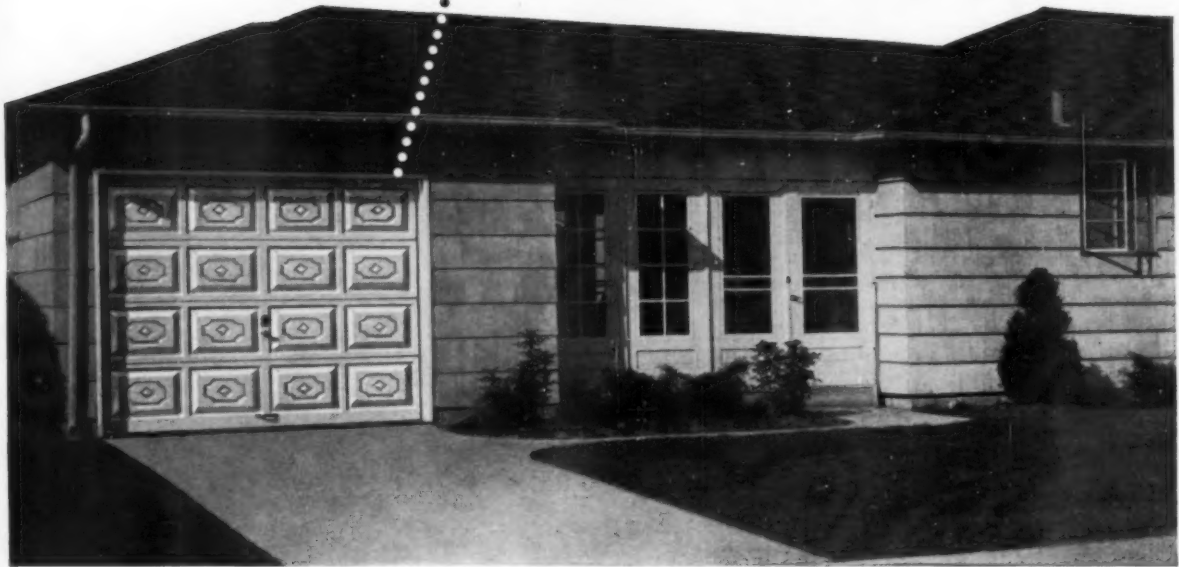
### WHO IS GOING TO PAY FOR COMMUNITY FACILITIES

—such as water and sanitary facilities—is another big question mark for 1958. The problem has been growing larger each year as communities sprang up outside city limits. (See **AMERICAN BUILDER**, May 1957.) Donald L. Huber, board chairman of the Hasbrook Construction Co., Arlington, Ill., has come up with what looks like a possible solution—a state or federal agency to guarantee funds for municipal improvements in rapidly expanding communities. This kind of agency, he said, would be like the FHA, in that it would insure or guarantee funds borrowed by cities for the needed facilities.

## A RŌ-WAY GARAGE

DOOR SAYS:

*"this is a quality-built home!"*



They drive up and stop—attracted by the smart lines of your model home and the colorful, high-style of the Ro-Way overhead type garage door. A short tour and they see that this beauty is backed by quality materials and workmanship. They're sold.

Look at the picture. You can see for yourself how the Ro-Way door sets off the charming lines of this home. And it's only one of Rowe's more than 40 Individualized Designs. Carved panels, applied rosettes, accent moldings and full-flush sections permit unlimited decorative combinations. And there's also a wide range of standard panel Ro-Way doors.

But that's only half the story. Behind this smart styling is rugged, engineered construction. In a Ro-Way door you get seasoned lumber with glued and steel-doweled mortise and tenon joints. You get ball bearing rollers and big, perfectly balanced springs for smooth, silent action. You get Taper-Tite track and Seal-A-Matic hinges for snug fit and easy opening. You get Park-erized and painted Rowe-fabricated hardware for sure protection from rust.

Install Ro-Way doors on all your homes. It will mark you as a careful craftsman . . . help sell your prospects . . . help keep them feeling they've made a good buy. See your Ro-Way distributor or write for full details.

### ONLY A GARAGE OFFERS:

Complete Protection  
Extra Storage Space  
Finished Appearance  
An Extra Room



*there's a Rō-Way for every Doorway!*

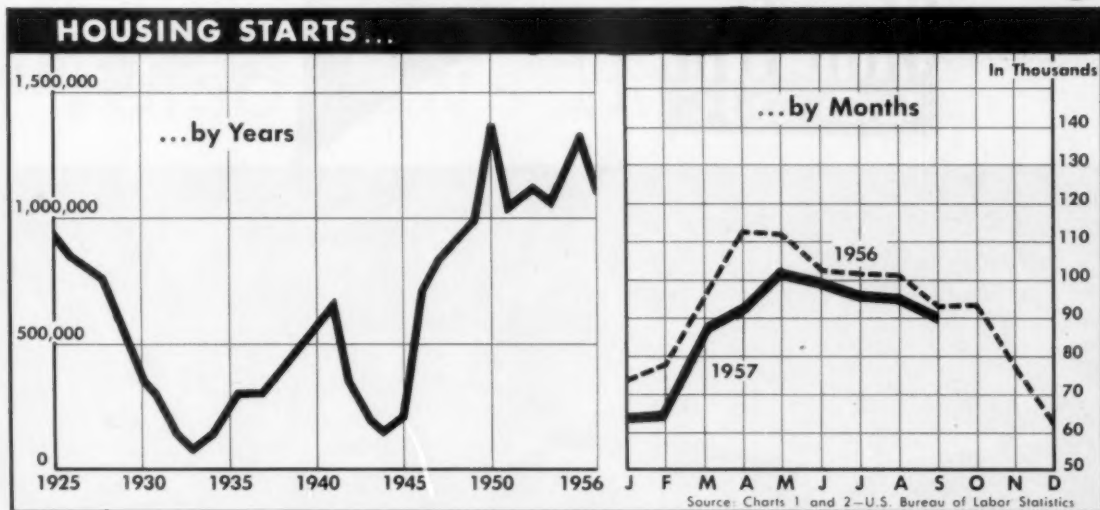
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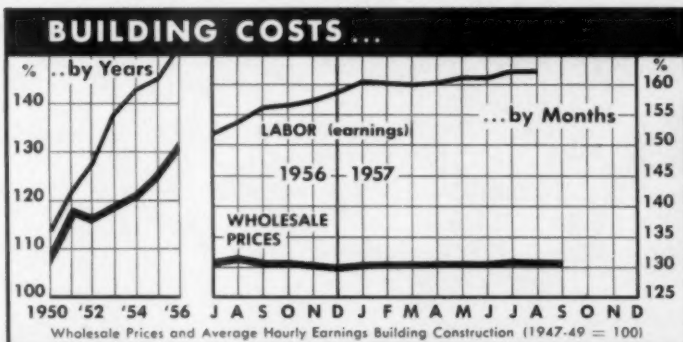


# Pulse of Building



**Interpretations: 1** SEPTEMBER'S 90,000 STARTS, although 5,000 below August, represented a 1,020,000 seasonally adjusted annual rate. This was the fifth consecutive month that the seasonally adjusted rate was over 1,000,000.

The recent sideways movement in construction shows signs of continuing for a while. New home building shows no new indications of special strength or weakness. The decline in housing starts over the year had narrowed from 16% early in 1957 to 10% by the end of September—but principally because housing activity was substantially lower during the last half of 1956 than during the first half. Total contract awards have stabilized at about 1956 levels, comparing data for the first eight months.



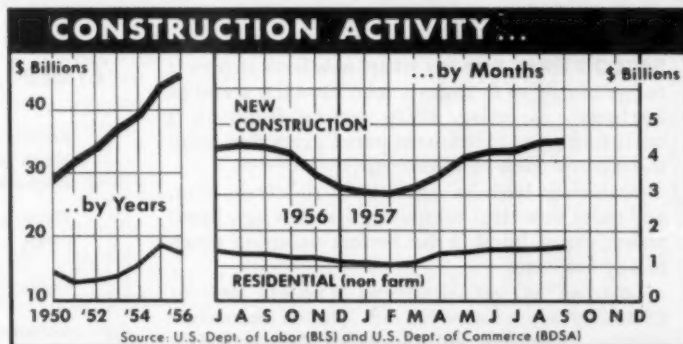
**2** ANOTHER DIP in building materials prices in September, from the July peak, mainly reflected declines for lumber. After rising in July, hourly earnings levelled off in August at 162.5.

### 15 LEADING HOME BUILDING AREAS

Dwelling units in Metropolitan areas during the first six months of 1957. (BLS)\*

	Units	% Change Jan.-June 1956-57
Los Angeles	45,342	- 9
New York	29,888	-28
Chicago	22,842	-19
Detroit	12,398	-30
Miami	10,088	+12
Philadelphia	9,650	-35
San Francisco	9,117	-26
San Diego	8,098	+26
Baltimore	7,946	+24
Washington	6,890	-26
Cleveland	5,698	-11
Phoenix	5,320	+23
Milwaukee	4,658	- 4
Denver	4,072	-21
Atlanta	4,051	-23

\* Based on building permit reports and of estimate of units started in non-permit issuing parts of these areas.



**3** SEASONALLY ADJUSTED, gains since spring in private residential work contrast with a general decline in industrial and store building. Total new construction in September held at \$4.6 billion.

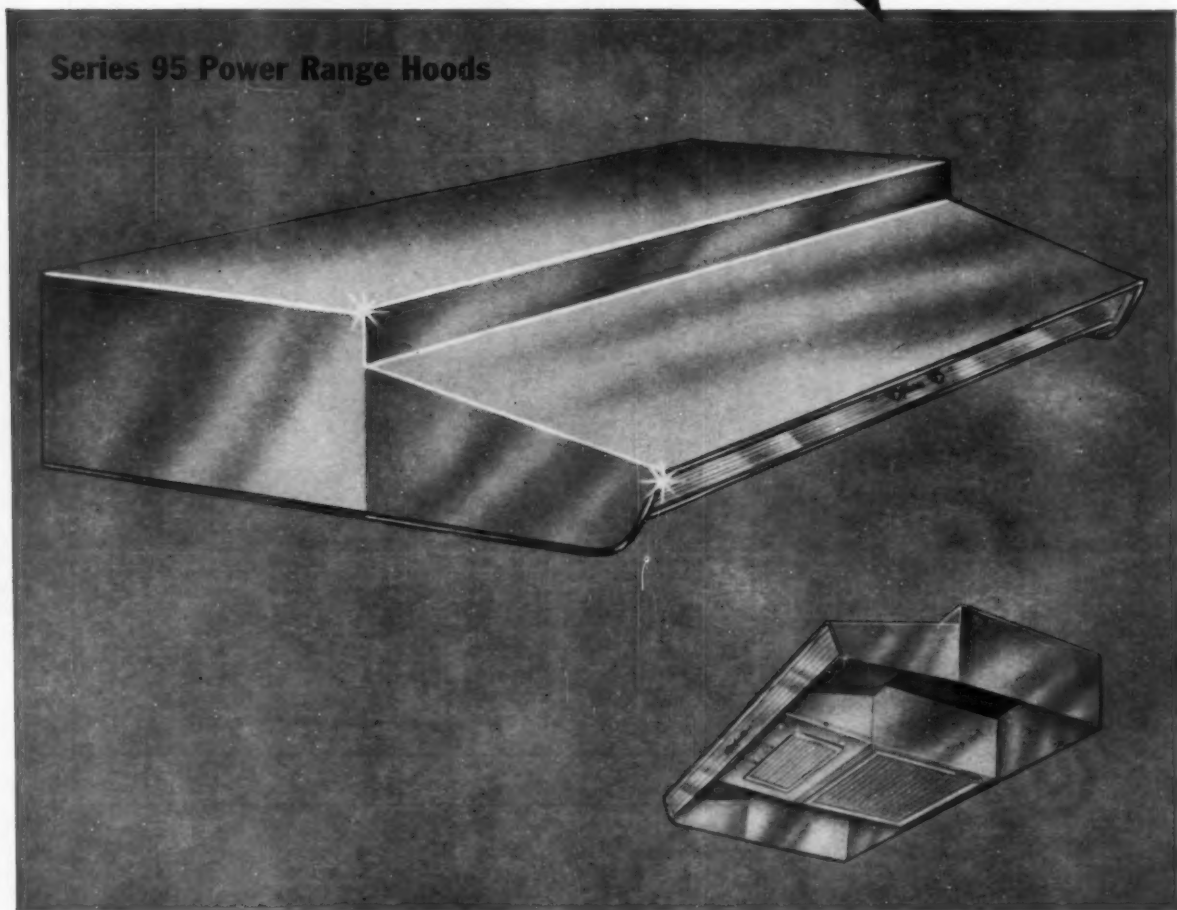
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**Slim Trim**  
**LOOK**

of



**Series 95 Power Range Hoods**



**FASCO'S FIRST** with the smart new look in power range hoods to fit today's trim modern trend in kitchens . . . crisp, sharp styling featuring a sparkling gold instrument panel gives this hood the wanted look of tomorrow.

Featuring built-in light, easy to clean filter, and quiet, powerful ventilating fan, this new Fasco power range hood is the perfect finishing touch to any kitchen.

Lustrous copper, sparkling stainless steel or gleaming white finish fits any kitchen decorative scheme. Matching splash plates also available.

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*There's a fresh look at* **FASCO**

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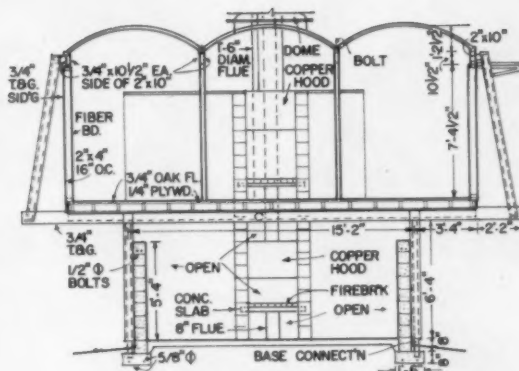
Company \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

AB-1157

# Tomorrow's House



**ROOF LINE CARVES** distinctive facade for this water-side house. On piers, house gets better ventilation; affords more scenic view for owner.

## Plywood arches: the shape of roofs to come?

### This one does triple duty in Florida

This gently curving arched roof has not shown up on the project house as yet, but it may. Increasing numbers of one-design homes have made good use of the principal within the past five years, in both the South and North. And why not? It is architecturally pleasing, provided the design fits the setting, and structurally it is not only sound, but economical. It serves three purposes.

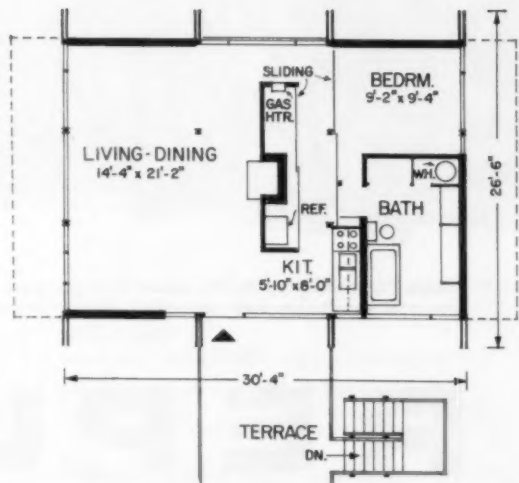
First, it creates for the home a design which is truly distinctive.

Second, the plywood used for the arches serves unretouched as the ceiling—one which relieves the eye with its unconfining change from a dead-flat surface.

Third, it serves as roof deck for finished built-up roof.

Builders are aware, of course, of the strength imparted to a roof made of arched plywood. Beyond this, however, the design permits elimination of rafters or trusses, and allows post and beam construction, which, in turn, permits complete room planning freedom.

This particular house was designed by architect Paul Rudolph of Cambridge, Mass.



**SPACE FOR ENTERTAINING** guests is generously allotted in the long, glass-enclosed living-dining room opening onto terrace with slatted cypress floor.





**DON'T THROW  
DOLLARS DOWN  
THE DRAIN...**

LIFETIME, WASTE LINE ECONOMY is assured when you install Republic Steel Pipe. It costs less both initially and installed. Moreover, the great strength of steel pipe permits long unsupported runs, and minimizes the possibility of damage during installation or in service.

# REPUBLIC



*World's Widest Range of Standard Steels*

# Specify **REPUBLIC STEEL PIPE**

## for Low-Cost, Lifetime, Waste Line Service

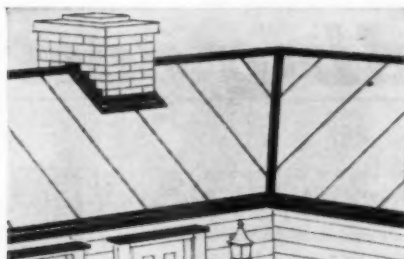
One of the best ways to offset rising costs of land, labor, and financing is to specify materials which deliver maximum value to you, as a builder . . . and to your customers, as home owners. This means installing the most economical material capable of providing long, trouble-free service. For waste line use, Republic Steel Pipe meets both of these objectives perfectly.

The excellent performance record of Republic Steel Pipe has been proved in installations totalling hundreds of miles of waste line in all parts of the country. Not only is steel pipe consistently lower in initial cost than other pipe materials, but its price and availability remain relatively stable. You encounter no costly, unexpected shortages or profit-consuming price fluctuations. You don't need to stock different grades for different uses, either. Since

one grade meets all requirements, there is less money tied up in inventory—less possibility for error of installing wrong grades in wrong places.

In addition, Republic Steel Pipe gives you extra value in terms of workability. Republic controls all manufacturing operations from raw ore to finished pipe, to assure absolute uniformity in strength, ductility, and wall thickness. As a result, Republic Steel Pipe is readily installed. It cuts, threads, bends, and welds with ease, goes in fast and easy. Plumbers have had years of know-how in installing steel pipe.

It will pay you to get all the facts on Republic Steel Pipe for waste line service—and avoid throwing dollars down the drain. Simply contact your local Republic Pipe Distributor, or mail coupon for data.

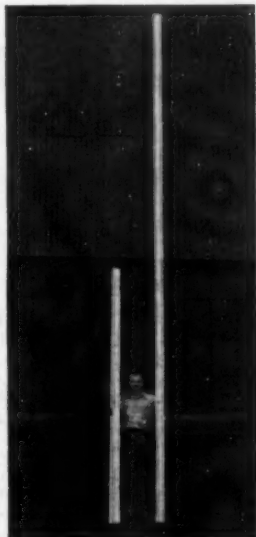


◀ **REPUBLIC ROOFING TERNES SAVE DOLLARS** in ultimate cost for roofing, flashing, valleys, ridge rolls, gutters and downspouts. In addition, Terne Plate is economical to maintain. Its tight lead-tin coating is extremely corrosion resistant—remains undamaged by any forming operation—provides lifetime protection with only occasional painting. Send coupon for specifications.



**HOUSE-LONG GUTTERS REDUCE INSTALLATION COSTS** by doing away with unnecessary cutting, measuring, and soldering. Available in galvanized steel up to 32 feet long, these new Style "K" Gutters are the straightest on the market. Absence of extra seams improves beauty and eliminates potential points of failure. For complete information, send coupon.

◀ **NEW TRUSCON CORNER BEAD CUTS COSTLY DELAYS** caused by bows and other deformities. Produced on newly developed equipment, this expanded corner bead is absolutely straight, true, and square-cut. As a result it installs quickly and easily. Send coupon for details on Truscon's complete line of metal lath and accessories.



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**Highest in  
Quality Finish**



# **Lowest in *total siding cost***

## **NOVA SHAKE-PANEL**

**offers #1 Novagrade Cedar Shingles —  
applied with Panelclips directly to studs  
with or without sheathing — no face nailing**

Nova Processed Shakes are of the finest manufacture possible — earning a new high grading of their own. Electronically glued and pressed with undercourse shingles and wood stiffener, these Shakes are formed into sturdy panels, providing five square feet of shingling in one unit! And in application, there is never any face nailing to mar the Shake-Panel finish.

Shake-Panels are applied on the Nova Panelclip, which holds along the whole length of each row — in the butt of the Panels, where holding power is at the maximum. All nailing is in the Panelclips—and the Panelclips are nailed at each stud. Sheathing materials may be as light

as the climate requires (and are not needed at all in some climates). The Panelclip saves 204 nails per square over other shake panels; the Shake-Panel's 15" exposure saves 7.2% in coverage over conventional 14" exposures. However, lesser exposures may be used if preferred.

Compare the total cost of the Panelclip attachment method—plus the end result—with any other shingling job. (The clips themselves usually cost less than normal furring strips.) With Nova Shake-Panels you have your choice of prime-coat or a two-coat color finish (equivalent to a first-grade exterior house paint job).

For full facts and application data on the Shake-Panel, consult the 68-page Nova Handbook. This practical manual also deals with waterproofing for concrete and masonry, complete jalousie construction, folding doors and room dividers, cedar closet lining, among other modern building requirements. Kindly write for your free copy to Department L-16.



Panelclips are of 26-gauge, galvanized steel, nailed directly to studs or over sheathing and siding.

Shake-Panels are 47 3/4" x 16 1/4", with shiplap, kerfed to receive Panelclips and form weathertight joint.



**NOVA SALES**  
*Co.* TRENTON 3, NEW JERSEY

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**GOING TO PRESS**

**Creeping  
inflation:  
higher  
home  
costs  
reflect  
national  
headache**



**D**espite the admitted need for lower-cost housing (See *AMERICAN BUILDER*, June 1957) the trend of the national economy is against it. Creeping inflation—which has hit the consumer's pocketbook in everything that he buys—has had the same effect on the new home he is hoping to purchase. It is possible for builders to cut costs by putting up smaller houses with less of the extras that most buyers are demanding. But, there would be a very limited market for these so-called "stripped" models. A few builders have kept their costs down by developing a "building system." (See "He's got the secret of cost-cutting," October.) But, on the whole, most builders are being swept along in the inflationary tide.

Results of an *AMERICAN BUILDER* survey show that "tight and expensive money" wasn't and isn't the only factor in the slowed-down market for new homes. Higher prices (caused in a good part by many rounds of wage increases; caused by higher prices of building materials; and caused by higher land costs) can take the blame for a great percentage of the drop in starts this year.

As George F. Panuska, co-manager, Private Homes, Inc., Rapid City, S.D., points out: "Higher costs, whether labor or materials, reflect the higher sales price. The higher sales price reduces the number of qualifying potential buyers unless their incomes increase proportionately. A market further reduced by higher costs naturally reduces our volume."

**Buyers can't accumulate surplus funds**

Fred T. Hafendorfer, Louisville, Ky., is another builder who blames the slow-down in building operations on higher costs. In addition, he notes that "the high cost of living prevents accumulation of surplus funds for purchasers."

J. D. Gillenwaters, Springfield, Mo., reports his company is moving into the higher priced field—\$20,000 to \$50,000—because, "wages have increased approximately ten per cent in the past year. The labor situation is slightly unsettled as we operate in an unorganized residential building area. Heating, plumbing and electrical costs have increased by a larger percentage. Material prices have remained fairly constant. At present, our major problem is finding ground for development purposes at a reasonable price. High-priced ground with strict sub-division requirements make ground cost factors too high for lower-priced houses."

**Survey continued on next page ▶**

**Why home prices keep rising, continued**

An upstate New York builder wired: "Higher wages and material costs have resulted in decreased volume of private building work; public work is not affected. Restrictions and featherbedding are our greatest problem and result in severe increase in costs."

One of the most often expressed complaints from builders over the past months has been that the FHA does not give realistic appraisals.

According to Clifford L. Swan, Portland, Me., "Higher wages this year and increased cost of materials have raised the cost of the minimum four-room house by five per cent. FHA appraisals have not recognized these increases. The necessity of the asking price being more than appraisal does not allow

low FHA terms available to purchasers."

Higher wages and prices, in themselves, are not the only trouble spots. In some areas, the scarcity of skilled labor, lack of land and its high cost, and financing are still the "thorniest problems."

From the Colorado Springs area, for example, Charles M. Searle reports: "The big problem here is the shortage of skilled labor combined with the high transportation costs to this 'remote area.' Our costs are up 5% over last year; 10% over 1955."

A combination of all these factors worries Phoenix builder, John C. Hall, who reports:

"Certainly higher wages present a problem in attempting to control

price increases. . . . Every product which goes into a house has labor costs attributed to the cost of that product. Our only chance to keep down large cost increases is to increase labor productivity at a rate comparable to wage increases. Although labor problems in our area have not been too great, it is definitely an element to be considered in our cost picture. Our biggest cost problem, however, and one which for the last two years has caused us the greatest amount of trouble is the discount cost of mortgage money."

A roundup of reports from other builders indicates that to some degree or other financing charges continue to give them most worry.

"Costs of materials have not

**DICKERMAN'S COLUMN . . .**

**Why credit machinery needs overhauling**

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

The nation's banking, credit, and financing structure has demonstrated serious weaknesses which urgently require remedy. The present stringency of the mortgage-money market and the outlook for the future—the latter in terms of the supply of mortgage investments funds and the housing requirements of a rapidly growing population—highlight this fact.



Dickerman

The weaknesses primarily are the result of the obsolescence of financing and credit machinery which was perfectly adequate in its time for the job it was designed to do, but which has not been improved sufficiently to keep pace with the changing and growing requirements of our nation. The sweeping changes that have taken place in home financing, which were set out in this space last month, are only one facet of the evolution which has taken place in the financial world since the turn of the century.

The importance of bringing new order into the mechanism for resi-

dential home construction is, of course, apparent to every home builder. Yet this cannot be done intelligently without an understanding of the Federal Reserve System which occupies a dominant position in our nation's money and credit structure and whose actions and policies influence every area of finance.

**How the system changed**

The system was established in 1913 primarily to assist commercial bank operations in the extension of short term credit. It was intended to provide an "elastic" currency based on rediscounted commercial paper. It has done this task well.

However, while it still exercises control over these banks through the rediscount rate and reserve requirements, and its open market operations, both the nature and the scope of the system's operations and the operations of the commercial banks have changed vastly over the years. Furthermore, there has been the emergence and growth of other types of financing institutions over whom the Federal Reserve has no direct control, but which its actions influence. Here is what has happened:

*Federal Reserve System:* The April 1957 Federal Reserve Bank of Philadelphia Bulletin underscored the change in concept that has taken place in the system since 1913 when it noted that the dominant objective now is "keeping the price level stable, maintaining full employment of labor and resources and promoting economic growth." This is a far cry from the original objective.

The change, which has evolved over a period of years, had an earlier manifestation in the Banking Act of 1935. This act reorganized the Federal Reserve Board and strengthened its open-market operations—the buying and selling of Government securities for the purpose of easing or tightening credit. Although the Federal Reserve still operates primarily in the field of short-term credit, its stature is such that its policy decisions—as well as its open-market operations—give it important authority in the capital, or long-term, markets.

*Commercial Banks:* In the 44-year history of the Federal Reserve System, the commercial banks have increased their loans and investments outstanding from \$17 billion  
(Continued on page 163)

gone up very much. Labor is up some. The cost of money is a retarding factor; i.e., high interest rates, discounts and loan fees. Also, buyers are demanding more and more quality and extras, thus driving up the total cost."—Dale Fair, Jr., Wichita, Kan.

"Building operations off at least 60%. Mortgage discounts and construction money costs main factor."—M. L. Bartling, Knoxville.

"No difficulty from high wages or labor problems in this area. Greatest drawback . . . is lack of liquid assets of prospective purchasers for down payment."—Miles Strickland, Houston.

"We build open shop and have no particular labor problems except increased wages. We have had a good market this year since we have been able to hold prices because of other economies. Increased credit requirements for qualifying purchasers have cost us many sales."—Edward R. Carr, Washington, D. C.

One answer received by AMERICAN BUILDER bears out reports that it has been the large-volume builder rather than the small builder who has been most hurt.

Wood McArthur of Little Rock reports: "As a custom builder of ten to fourteen houses per year, the overall high cost of material and building sites has given me trouble, but not to the point of cutting my building program."

Just how and when the nation's inflationary spiral will end is anybody's guess. The country's ablest economists aren't making any predictions as costs keep edging up.

As Arthur Christiansen, president, Utah HBA, summed it up: "Home building costs are up and steadily rising due to increased wages, material costs, financing charges. There is no indication of a feasible way to stop this spiral."

Certainly costs and wages will have to go down before builders can satisfy the need for new low-cost "saleable" housing.

Detroit builder, Rodney Lockwood, who believes that increased wages and higher costs have contributed in a considerable measure to a decrease in demand for new homes stated:

"Lower wage costs would mean lower prices for new homes and would mean that less down-payment would be required. . . ."

## ▶ Meet the builder

**QUESTION: What is your principal winter-building problem and how do you meet it?**



◀ **W. D. Coffman, Minneapolis:** We "close in" and house against winter weather by using pre-cut wall sections and roof trusses so as to erect our exterior walls and roof more quickly, making inside work possible in cold weather.

**Carl E. Bennett, Minneapolis:** ▶ Because of frost, we must anticipate the number of foundations early in the fall, excavate and put in footings cover until ready for block foundations.



◀ **Andy Place, South Bend:** In that we build only slab homes, our main problem is placing concrete during freezing weather. We pour 30 to 60 slabs before freezeup to carry us through until spring.

**Robert E. Schleicher, Gary, Ind.:** ▶ Unpoetic poetry:  
Frozen ground  
and surface frost  
extremely raise  
a builder's cost.



◀ **Gentry Davis, Omaha:** We start a group of houses in late Sept. and early Oct., completing all outside work. Inside work is done during severe weather. In January and February we begin more homes, starting with the inside work.

**YOUR SOUNDING BOARD: Let American Builder know what problem you'd like discussed.**



## Private loan insurance plan proves big success

When the Mortgage Guaranty Insurance Co. of Milwaukee went into competition with the FHA early this year (see *AMERICAN BUILDER*, April) it hoped, in a modest way, to revitalize interest of savings and loan associations, banks and insurance companies in home loans.

Fantastic as it may seem, so much interest has been shown in the company's plan that it is looking forward to an insurance busi-

ness next year which should involve more than \$500 million in residential mortgage loans.

Briefly, the company offers a residential mortgage insurance plan that protects lenders against losses. Besides having rates that compare with FHA ( $\frac{1}{2}$  of 1% of the loan for the first year and  $\frac{1}{4}$  of 1% of the principal balance for each succeeding year) the company insures loans at any interest rate the lender and borrower agree on.

Mortgage lenders are showing a constantly increasing interest in the plan, according to Max H. Karl, the company's board chairman.

"It was a little slow at first, trying to explain our program," he admits. "But things have picked up considerably of late."

After only five months of operation, 28 Milwaukee area savings and loan associations (about half the total) and one upstate bank were using the plan. In the Apr. 1-Sept. 1 period, the company insured a total of \$8.5 million in mortgage loans in Wisconsin. This total is increasing at the rate of

about \$2 million per month, he reported.

"By the end of the year," Karl stated, "we expect to have interested banks and mortgage loan departments of insurance companies as well. That, with private lenders, should push the rate of business to insurance of about \$4 million . . . per month. At that rate, roughly, we should insure about \$50 million of mortgage loans in Wisconsin next year."

Although the company has been licensed only in Wisconsin, a license to operate in Illinois is imminent. Other approval "in the near future" seems assured in Ohio, Minn., District of Columbia, Va., Md., and Ariz., Karl stated.

Applications are also pending in Colo., Mo., Ky. and Mass., while others will be filed "shortly" in Mich., Ind. and N.J.

The company has projected mortgage statistics in the states where it may be licensed shortly, and Karl feels "our 1958 business will involve insurance of about \$500 million in mortgage loans."

### LUMBER DEALERS . . .

## How dealer-producer cooperation pays off

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

If the experience of retail lumber dealers is a good criterion, home builders can expect helpful results from the list of suggestions they recently made to the manufacturers of building products, as reported by *AMERICAN BUILDER*. (See October.)

Some six years ago, a committee of dealers and producers held a frank and outspoken discussion of ways in which manufacturers could improve their promotional tools. This was intended to help dealers sell more of their products. There also was some discussion of what dealers could do to help manufacturers get better results from their advertising inquiries, but that is another story.

The dealers made an imposing list of suggestions to the manufacturers, just as the builders have done. I am happy so say that much



Northup

good came from those suggestions. Quite a bit of time elapsed, to be sure, before noticeable results came to light. But gradually the fruit of that meeting has begun to ripen.

Specifically, the dealers asked the producers for better point-of-sale display material, better advertising mats, better product information, better direct mail pieces, and more help in training dealers' salesmen. Later we also asked for a tie-in with our merchandising calendar. Excellent progress has been made on each request.

Right now, NRLDA and a group of leading manufacturers are developing an ambitious program of sales training which, if adopted, promises to bring forth a new and exciting type of training that should outperform any previous effort.

Manufacturers' adoption of the NRLDA display panel, which is a feature of the 1958 sales builder store at our Philadelphia exposition, is an impressive answer to

dealers' requests for better point-of-sale display. It took three years for the idea really to catch on, but at least fifteen larger manufacturers already have display panel kits for use in dealers' stores and others are following suit.

The building-products dealer data book was developed in response to our urgent request for better product information and sales facts to help our employees do a better brand of selling. Almost all of the larger producers provided data sheets tailored to the specification set forth by the dealers.

In addition, most manufacturers promptly improved the quality of their advertising mats and began to follow dealers' suggestions as to the nature of their direct mail materials. Many have also adopted the basic principles of our merchandising calendar. All in all, it has been a most encouraging experience, and we sincerely hope the home builders have an equally good experience with their suggestions.

## How to sell a house a day: build for growing families

The slow-up in home sales has put some builders out of business; others have expanded operations by giving the buyers the "extras" they want at prices they can afford.

E. J. Burke & Sons, builders of a 200-block of homes in Highland Hills, San Antonio, Tex., have the formula for saleable houses—family-planned homes for growing families.

The result is that in the first 60

days that the houses were open for inspection, 61 were sold.

According to Bob Billa, sales manager for Burke, "Buyers are selling themselves. They tell us these new family-planned homes offer them the most house for the least money—compared to any other homes in the city."

The three-bedroom houses, which have from 950 to 1,250 sq. ft. of floor space, are built on extra large

lots and are selling from \$10,000 to \$10,500.

Other factors that account for Burke's phenomenal success—especially in today's market—is that the homes are one block from schools, close to an 11-acre park, and the tract is on the southeastern side of San Antonio, which has excellent drainage.

The houses can be bought under the new FHA terms, but veterans have even more attractive terms available to them. Burke has GI loan financing on a limited number of houses under construction.

Billa said, "These may be the last homes available anywhere at 4½% VA financing. GI buyers save \$8 a month for the life of the loan by taking advantage of these terms."

### Camera on the West



**WELCOME:** builders landing in Hawaii for Mid-Pacific Housing Conference get traditional greeting. The conference which was arranged with the

HBA of Hawaii, followed the NAHB directors' meeting in San Francisco. A large delegation headed by George Goodyear flew to Honolulu.



**THREE-MAN TEAM** inspects European housing. In Lucerne, Switzerland, builders relax. (L to R): D. Bellamah, Albuquerque, N. M., group

leader; K. Kunzler of Lucerne; F. Mossman, Albuquerque builder; O. Scharli, Lucerne architect; M. Gauer, Chicago builder; C. Erni, engineer.

### Builder buys water supply

Another developer, also in Texas, is following what seems to be a current trend: building the large self-contained community which provides residents with "big city" facilities.

Lawrence O'Donnell of Suburban Homes Realty is doing some long-range planning for his Oakwilde addition. Residents of the tract will be amply supplied with water and other facilities.

O'Donnell has bought a water plant from Metropolitan Investment Corp. for about \$40,000. The water company, which has been serving nearby Westfield Estates, is now being expanded to serve Oakwilde. About \$13,000 will be invested to extend the lines.

The developers are providing other facilities for home owners.

Of the original 100 acres purchased for the development, a large tract has been reserved for a future shopping center, and eight wooded acres have been reserved for a park. All streets will be paved.

The tract, when completed, will have more than 350 homes. Right now a \$200,000 construction program is underway for the first 30 houses which will be in the \$6,800 to \$7,500 price bracket.

The houses will be brick, frame and cedar shakes, with two and three bedrooms and attached garages.

Today, with only a smattering of low-cost housing being built, the developers of Oakwilde are giving future home owners luxury development facilities.



A VERY  
IMPORTANT  
PART OF  
EVERY  
HOME'S  
FASHION  
PICTURE-

the practical luxury of **KENTILE®** cork tile  
helps you make that sale faster!

Yes, discriminating homemakers everywhere prefer glamorous Kentile cork tile for living rooms, bedrooms and baths. Why? They know this luxurious flooring, with its rich, random nut tones, is truly the essence of high fashion. They know, too, it's the safest, most comfortable of all resilient floors . . . and it stays fresh looking through years of hard wear.

What's more, through dramatic full-color, full-page advertising in the Ladies' Home Journal, The Saturday Evening Post, House Beautiful, House and Garden, and Better Homes and Gardens, Kentile cork tile (KenCork®) is really presold for you. Ask your local Kentile Flooring Contractor for details. He's listed under FLOORS in your Classified Phone Directory. Kentile Inc., Brooklyn 15, N. Y.

TODAY'S SMARTEST FLOORS WEAR KENTILE

**KENTILE FLOORS**

AVAILABLE IN CORK • RUBBER • VINYL ASBESTOS • SOLID VINYL • CUSHION-BACK VINYL • ASPHALT TILE . . . OVER 100 DECORATOR COLORS





# Building News

UNITED STATES PLYWOOD CORPORATION

## New Paint Grade Novoply® Panels need no sanding, require less paint

It's called Novoply P.G.—and it's a natural for reducing painting costs on partitions, sliding doors, built-ins or wherever else a panel of exceptional warp-free stability is essential. You don't have to sand or undercoat Novoply P.G. because a phenolic resin-cellulose fiber overlay is bonded to the panel surface. This smooth, moistureproof "skin" takes paint evenly and economically; won't peel, crack, or blister.

Novoply is a 3-ply engineered panel with face plies of carefully selected wood flakes over a core of specially prepared wood chips. All are resin-impregnated and then bonded under heat and pressure to give a hard, flat panel that works cleanly with modern power tools.

Novoply P.G. comes in panels 3/4" and 1 1/4" thick, 4' wide, and in standard lengths from 8' to 16'. Other lengths are available on volume orders.

## Cherry added to Plankweld® Line

For an interesting change of pace on interior walls, why not install Weldwood's newest addition to the Plankweld line — Cherry Plankweld? Whether or not you've used wood paneling in other parts of the house, the unique beauty of a Plankweld wall can add an extra touch of custom appearance to your homes.

The 8-foot-long by 16 1/2-inch-wide Plankweld panels receive Weldwood's famous prefinishing to make your job easy. In fact, it takes just one man to install the overlapping vertical Plankweld panels over studs, or over finished walls with special metal clips that do away with visible nails. Plankweld is guaranteed for the life of the building.

## Prefinished Surfwood® Paneling in 4 colors offers new decorative possibilities

For an exciting 3-dimensional effect on walls, ceilings, or for color-coordinating built-ins, cabinets, and bookcases, four new color tones of Surfwood have recently been introduced by Weldwood.

Weldwood Surfwood Paneling features a distinctive uneven textured face achieved by coarse-brushing out the soft wood growth. The result is a fir panel whose natural grain patterns, with sound and open knots, form pleasing swirls and contours.

The four colors — Fawn, Havana Green, Silver-Grey, and Frosted Ebony — are priced for low-budget building or remodeling work . . . cost about 40¢ per square foot retail. Tinted, prefinished, and pre-packaged, Surfwood Paneling makes it easy for you to get a dramatic, rustic appearance at a low cost. Also available unfinished.



**WELDWOOD PREFINISHED SAMARA V-Plank®** in Nutmeg tone featured in the full-color Weldwood ad appearing in the November issues of *Better Homes and Gardens* and *House Beautiful*. A 12-by-8-foot wall costs only \$46 retail.

## Now there are three tones of Samara® Paneling—beautifully prefinished for easy installation

Even the most budget-minded builder can give his homes the rich beauty of this real African hardwood paneling by Weldwood. With a retail price of about 47¢ per square foot, the three new Samara panels are an inexpensive way for you to give extra sales appeal to every home you build.

They're easy to install, too. Like all Weldwood Prefinished Paneling, each Samara panel is triple-sanded to a satin smoothness, then sealed, stained, and finished with durable Weldwood Finishes, and finally waxed and rubbed to a fine furniture luster. You don't have any on-the-job finishing costs, and you offer your buyers a permanently luxurious wall that resists dirt, grease, and stains. And Weldwood Paneling is guaranteed for the life of the building.

The three new Samara tones — deep, rich Nutmeg, golden-warm Cinnamon, and cheerful Sun Tan Samara — are on display along with over 70 other types and finishes of Weldwood Paneling. You can see them all at your Weldwood lumber dealer's or at any of our 87 offices.

### READER SERVICE COUPON

United States Plywood Corporation  
55 West 44th Street, New York 36, N. Y. AB11-57

Please send me the 48-page Weldwood® Catalog.

NAME.....

COMPANY.....

ADDRESS.....

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

Homes preferred by buyers have—



Removable R·O·W HIGH-LITE gliding windows are styled and engineered to make modern homes better.

They look better, operate more easily and are instantly removable for safe and easy cleaning—inside the home.

*See your local lumber dealer or write*

**R·O·W SALES COMPANY • 1361 ACADEMY • FERNDAL 20, MICHIGAN**

# R·O·W

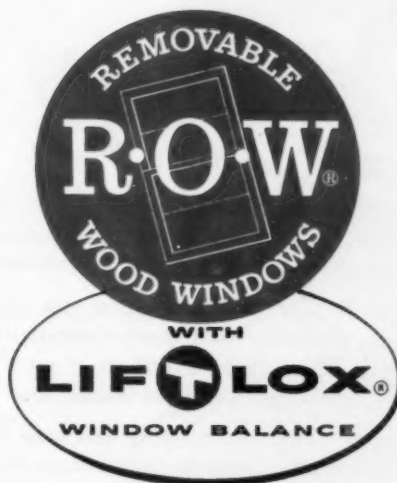
## Removable

### WOOD WINDOWS



In homes carefully planned for *living*, R·O·W removable windows are a *must*. And in homes styled with distinctive originality, fine R·O·W windows add a real custom flair. Carefully milled wood blends with fine furniture; serves as a natural insulator during all seasons.

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



R·O·W SALES COMPANY • 1361 ACADEMY • FERNDAL 20, MICHIGAN  
NOVEMBER 1957



# Step in...NEW '58



**NEW TILT CAB TRUCKS** . . . lowest-priced\* Tilt Cab line in America! Six new series, up to 60,000-lb. GCW, are typical of the wide choice in Ford's heavy duty line.

\*Based on a comparison of manufacturers' suggested retail prices



(Background) **NEW TWO-TON stake** with your choice of Short Stroke Six or V-8's.

**NEW '58 FORD PICKUP.** Modern Style-side body is as wide as the cab and standard at no extra cost!



## Step ahead...with all

**Meet** America's newest, most modern trucks—Ford for '58! Discover the new advances in this pace-setting line. See the important advantages that help you do your job better and at lower cost!

Then match your specific requirements against Ford's over 300 new models. Whatever your need—from half-ton pickup to heavy duty tandem—Ford's got it! And *you'll* get a truck that costs you less to own, less to run and lasts longer, too.

So see your Ford Dealer today and step ahead with America's most modern truck—built modern to cost you less.

**NEW CAPACITY!** Extra-wide Styleside pickup bodies have up to 41% more loadspace than others . . . biggest loadspace per dollar!

**NEW SAVINGS!** Only Ford offers this modern, extra-capacity pickup body at no extra cost!

**NEW EASY RIDE!** Scientific Impact-O-Graph ride tests prove amazing superiority of Ford over competitive pickups—a ride mighty close to that of a car!

**NEW POWER!** More powerful, more rugged V-8 engines! And only Ford offers Short Stroke economy in both Six and V-8!

'58 FORD TRUCKS—FIRST WITH THE FEATURES THAT COUNT!

# FORD TRUCKS



that's new...costs less, too!

**NEW SAFETY!** "Safety Vision" dual headlights . . . Lifeguard steering wheel . . . double-grip door locks, standard equipment on Ford trucks!

**NEW "FINE CAR" CONVENIENCES!** Ranchero offers all power assists, including power windows. You can even get factory-installed air conditioning at Ford's low prices.

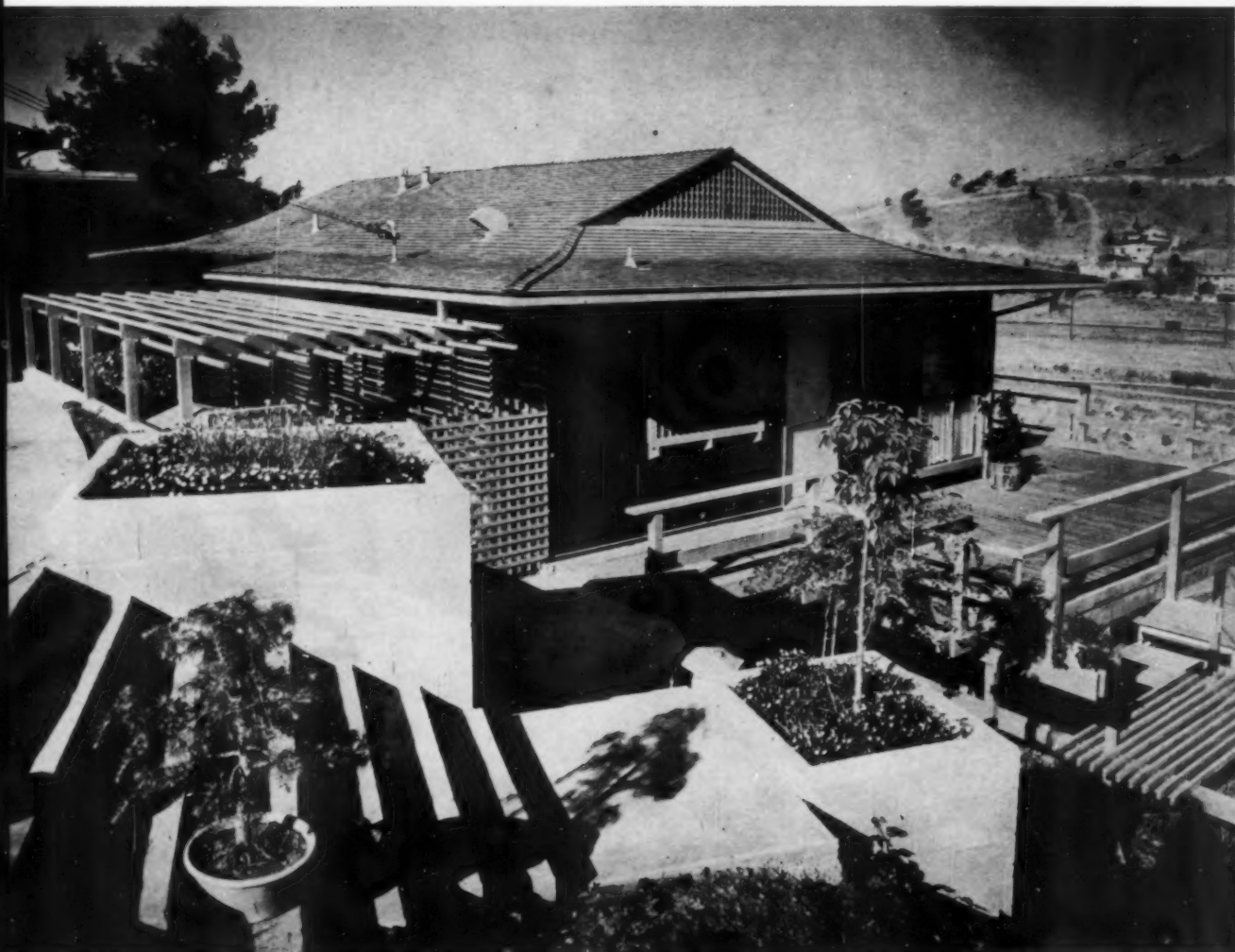
**NEW COMFORT!** Only Ford truck Driverized Cabs have this comfort combination: woven plastic upholstery, non-sag seat springing, suspended pedals and weather-protected inboard steps.

**NEW TILT CAB SAVING!** Hundreds of dollars less than other Tilt Cabs . . . America's lowest-priced\* Tilt Cab line.

*The big fleets buy more Ford Trucks than any other make!*

## FORD TRUCKS COST LESS

*LESS TO OWN . . . LESS TO RUN . . . LAST LONGER, TOO!*



*Architect and Site Planner: Smith and Williams*

**THIS CALIFORNIA BUILDER SHOWS:**

## How to make dramatic use of a

**M**ore and more builders are taking to hillside sites as the scarcity of easily developed land increases. This type of site used to be strictly in the providence of the custom builder. Now, the hillside site is being sought after by many small project

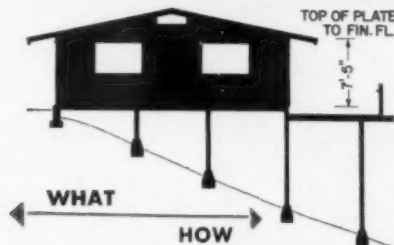
builders across the country. The Security Development Corp., builders of the NAHB award-winning design house shown here, constructed this model with three variations on ten hillside lots. The lots were steep and uneven. They were transformed into



# of the MONTH for November



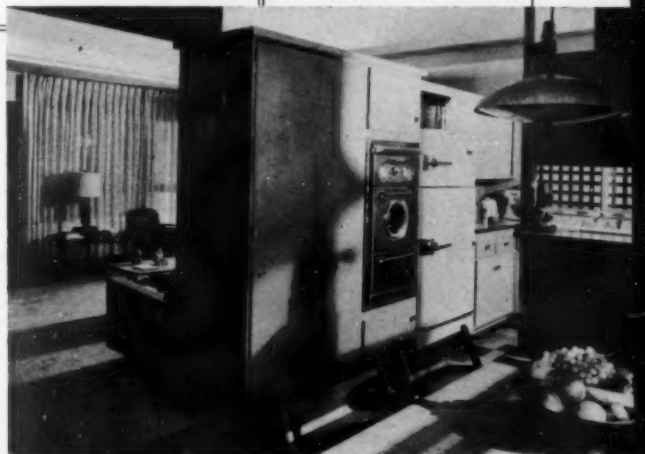
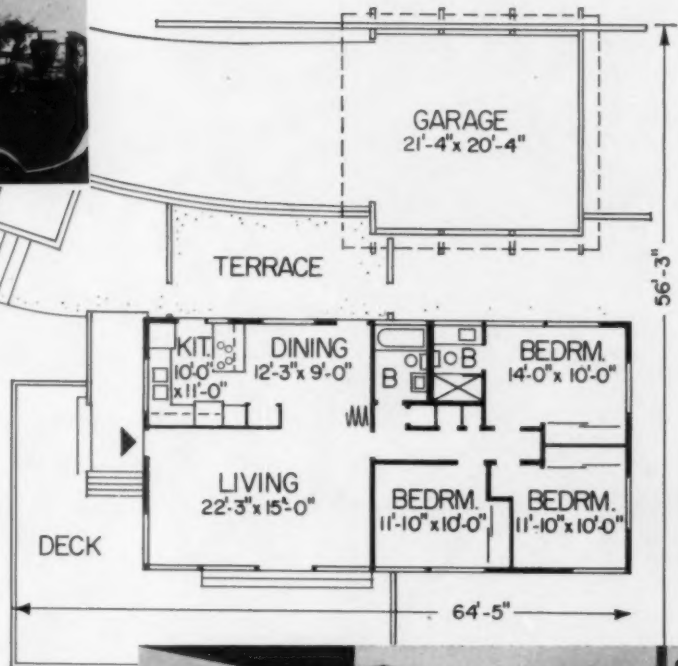
◀ **DECK IS PROJECTED OUTWARD** at tree-top height. Underside of overhang reveals 2x6 lower chord members of scissors trusses used over living area. At bedrooms, flat ceiling is conventionally framed, 2x6 outriggers form eave.



**SILHOUETTE SHOWS** typical framing of flooring, posts on piers. For the roof a dutch gable (two pitches) was used instead of conventional gable.

**HAWAIIAN-TYPE HOUSE** has three levels; steps lead down from the highest (2-car garage). Middle level is for entry, living. Lower for future rooms.

◀ **HOUSE SOLD** for \$18,750 with land. The 75'x90' lot was valued at \$3,000. Extras included built-in range, oven and a garbage disposal.



**COMPACT KITCHEN** serves multi-purpose room and dining patio. Sliding panels completely close off multi-purpose room from living room, giving children a private activity area separate from adult members of the family.

## hillside site

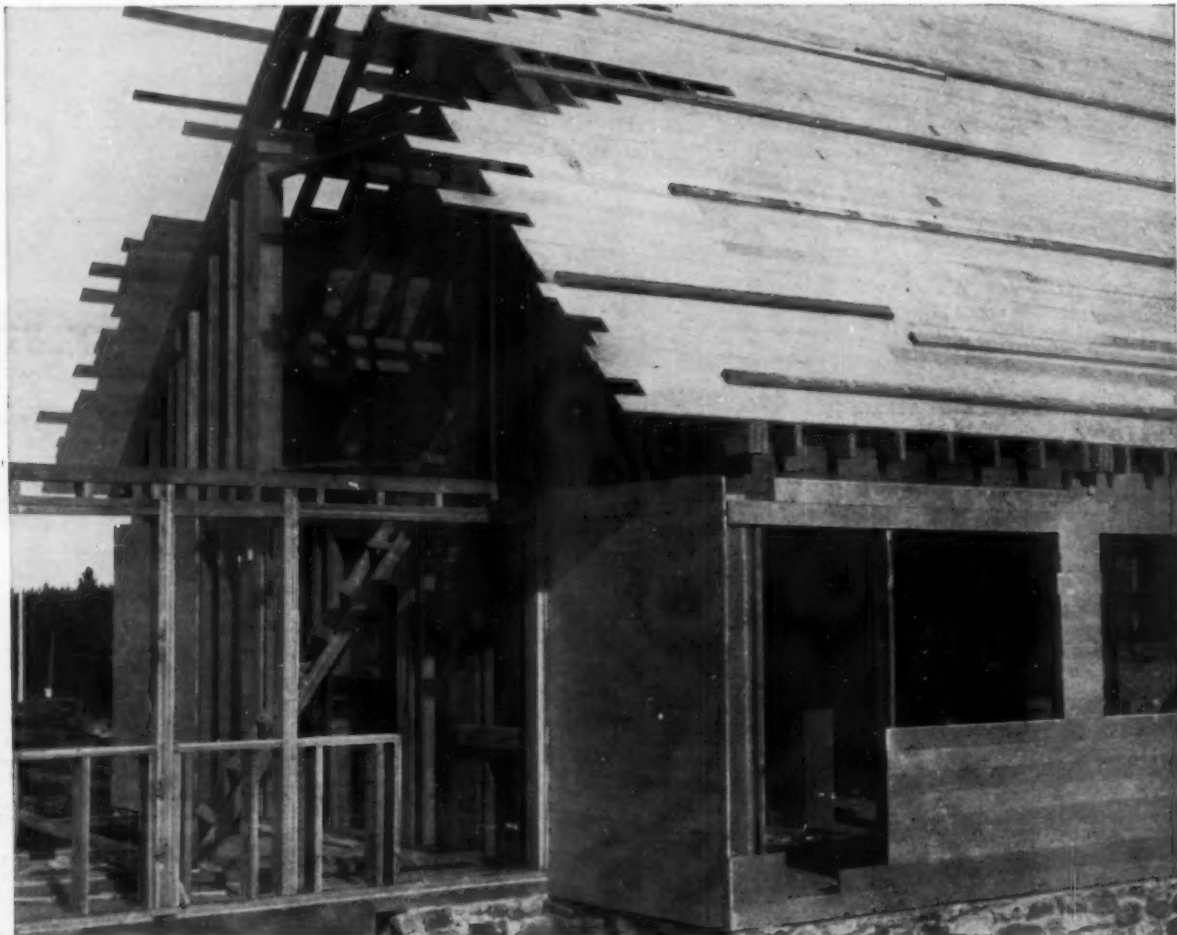
highly livable and attractive home sites. In this type of development, if you can keep the grading costs to a minimum you have it licked. The builder in this instance did this successfully by lifting the homes to the roads with posts and piers.

For light frame construction...

consider **ENGELMANN SPRUCE**



easy handling speeds construction time and cuts costs



**ENGELMANN SPRUCE** not only gives you a lightweight wood for easy handling on the job site, but also combines strength plus the ability to be easily nailed without splitting. For sheathing, subflooring and roof decking, its insulation value is high—an important consideration for residential properties. Its strength is frequently well suited for studding, joists and other construction uses.

Consider, too, Engelmann Spruce for interior uses. Small, tight knots and light color make it an interesting wood for paneling and trim. Its paint-holding qualities are good, and because of its light color fewer coats of paint are required than for darker woods. It is *carefully dried*, assuring more accurate sizing and improved wood-working qualities, insuring lower maintenance costs.

You can specify Engelmann Spruce with confidence.



Write for **FREE** illustrated book about Engelmann Spruce to:  
**WESTERN PINE ASSOCIATION,**  
Dept. 707-B, Yeon Building,  
Portland 4, Oregon.

## The Western Pines

**Idaho White Pine**  
**Ponderosa Pine**  
**Sugar Pine**

and these woods from the  
Western Pine mills

**WHITE FIR • INCENSE CEDAR**  
**RED CEDAR • DOUGLAS FIR**  
**ENGELMANN SPRUCE**  
**LOGSPOLE PINE • LARCH**

are manufactured to high standards of seasoning, grading, measurement  
Today's Western Pine Tree Farming Guarantees Lumber Tomorrow

## Western Views

By **BILL RODD**

### ▼ NATIONAL HOMEWEEK TRENDS:

Natural stone and manufactured stone to some extent seem to be replacing used brick for exterior trim . . . white rock roofs or colored rock roofs alternate with shakes and shingles even in upper-price bracket homes . . . when garages are in front, the walls and doors facing the street are decorated in various ways — overlaid decorative mouldings; windows with planters and flower-pot ledges; double or single doors with glass panels on one or both sides; false rafter tails; cupolas and dormers are some other measures intended to add beauty and interest to exteriors.

● Interiors, too, are receiving much attention. Sliding-glass doors, inter-coms, colored fixtures, built-in ranges and ovens — all innovations a year or so ago — are now almost standard equipment in the better homes. Somewhat newer but rapidly taking hold are skylights over interior baths and halls; acoustical ceilings; slate entries; artistic lighting fixtures; plastic room dividers; luminous ceilings in kitchen and bath.

### ▼ FHA TRIPLES VOLUME IN LOS ANGELES AREA.

The Los Angeles FHA office announced that 2,664 applications for insured loans were received in August compared with 865 for December 1956 — the recent low point. Director Norman M. Lyon stated that he attributes this increase to the higher interest rate allowed and the larger loan-to-value ratios permitted since Aug. 5.

### ▼ SHARP DECLINE IN TRACT RECORDINGS IN LOS ANGELES AREA.

According to Title Insurance & Trust Co., 647 tracts with 23,398 lots were recorded during the first seven months of 1957 compared with 912 tracts and 40,813 lots for the same period last year. Figures are for Los Angeles, Orange and Riverside Counties.

### ▼ FREE PLACEMENT SERVICE FOR REAL ESTATE SALESMEN

is newest service sponsored by the Associated Home Builders of the Greater East Bay in Berkeley. Purpose is "to attract and retain good salesmen and to eliminate the breaks in employment which often occur when a

### WESTERN EDITOR

W. C. Rodd  
8522 Lorain Rd., San Gabriel, Cal.

### ADVERTISING REPRESENTATIVES

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Lewis Vogler  
244 California, San Francisco 4  
L. B. Conaway  
1220 S. W. Morrison, Portland 5, Ore.

subdivision is sold out and the employer is not yet ready to start a new one."

▼ SAN DIEGO IS ONE OF NATION'S HOT SPOTS with residential starts one-third ahead of last year for the first six months of 1957. The city's starts are running counter to the national trend. But Chuck Taylor, vice president of the San Diego BCA, sounds a word of caution to builders by pointing to the fact that the rate of population growth tapered off sharply for this six months compared with the previous six months and that housing demand might follow.

### Western Advertisers Index

- Columbia-Geneva Steel Div., U. S. Steel ..... 32E
- Forest Fiber Products Co. .... 3F, 32G
- Gladding, McBean & Co. .... 32H, 32I
- Michel & Pfeffer Iron Works, Inc. .... 32K
- Pacific Telephone ..... 32L
- Tamco Corporation ..... 32J
- U. S. Steel, Columbia-Geneva Steel Div. .... 32E





**GINGERBREAD DETAIL:** broken roof line, diamond paned windows, dove cotes and flower pot ledges all add to the gingerbread effect. The top half of the front door gets special treatment too—it's made of leaded glass. Garage attracts attention with its birdhouse cupola.

**TREND 1: the gingerbread look—**  
**in California it's still strong . . .**

**INFORMAL LIVING** plays a big part in the West, and is reflected in this floor plan. Family room, dining room and kitchen are one open area, although dining room can be closed off if desired. Part of Rossmoor Development, this house sells for \$19,800.



## Eight NHW trends that will help

**American  
 Builder**  
 SPECIAL  
 WESTERN  
 SECTION

### TREND 2:

**A FIREPLACE** is a must in the family room. This one in Leland Terrace, built by Busby the Builder, San Antonio, is made of red antique clinker brick. It's a two-way unit that opens to the living room. The room, in front of the house, has its own patio. The floors are red tile.





**WHAT IS TEXAS GINGERBREAD?** It's "ranch" rather than "Hansel and Gretel." It's an antique brick front with cypress siding to give a rustic effect, and a roof with a big overhang and exposed rafter ends. This house, built by Smith-Gual of Dallas, sells for \$37,500.

**. . . gingerbread moves to Texas, and gets the typical Texas ranch look**

**FAMILY LIVING** is stressed in the plan which features a kitchen-family room combination considerably larger than the formal living area. Den opens onto the patio, so does the master bedroom. The trend to more and more bathrooms is obvious here.



**you sell in '58**



**I**f you think you'll be scratching around for buyers next year, here are eight ideas worth checking. The three **AMERICAN BUILDER** editors who covered western housing during National Home Week say these are solid trends—not passing fads.

Around Los Angeles, buyers are still demanding the gingerbread house and the trend has moved to Texas. The family room, which just a few years ago was "new," is now a must—and today's buyer wants a fireplace there too.

Doors aren't just doors this year, they're louvered and folding. Builders are also concentrating on entries, dividers, cooking islands and skylights. These ideas can be your drawing card for sales in '58.

### **TREND 3:**

**NATURAL STONE** is used indoors. Although it is more expensive, it's beginning to replace used brick. Fireplace here is made of Palos Verdes stone, and is in a Bellehurst model, Fullerton, Cal.

### THREE WESTERN NHW TRENDS YOU SHOULD KNOW MORE ABOUT

#### TREND 4: dividers—they turn one area into two rooms



**DECORATIVE** yet practical is this sliding Carlton room divider. Panels can be either plastic or metal. The divider answers the space problem for many builders.



**STANDARD DIVIDER** used in Rossmoor is the accordion-type folding door. This family room can be converted into a fourth bedroom with this partition.

#### TREND 5: doors get a new look—almost everybody wants louvers



**DOORS GET DETAIL:** new tracts feature louvered doors for wardrobes and closets. They look good and allow air circulation. Hall wardrobe here is in Bellehurst.



**NEW** but already well established is the louvered-folding door. Here it is shown on a wardrobe (far center) and as a room divider (right) in Singing Hills, Dallas.

#### TREND 6: entries—sales can be made at the front door



**BARBEQUE** is part of the entrance in W. A. Kopplin's house in Leland Terrace, San Antonio. The front yard is a private play area—porch is a shade area.

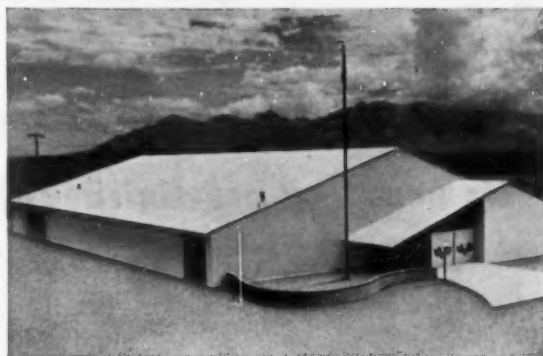


**SLUMPSTONE** wall and planter provide a magnificent entry for W. R. McDonald model in Forest Hills, Cal. Alert builders know buyers want an impressive entrance.

# check these four good reasons for building with steel



**ECONOMY**—Real dollar savings are possible when you build with steel. Rigid frame construction with post-free interiors, gives you almost 100% use of the enclosed area. Speed of construction puts the building to use faster . . . and there's no costly maintenance problem with steel. That's why the District Fair Committee, at Turlock, California, specified steel for the functional, economical fair building shown above.



**VERSATILITY**—The building above is an example of the flexibility of use possible with steel structures. This is a combination gymnasium, auditorium and classroom in Tucson, Arizona. Steel buildings are being constructed for every purpose in all kinds of businesses, industries and institutions. And remember, the use of steel construction allows for the easiest and most economical expansion of your building when needed.



**STABILITY**—The strength and rigidity of steel makes it the ideal material to use in the construction of industrial plants, warehouses and shipping sheds. It combines structural strength with freedom of layout and movement in your building. Rigid frame construction provides a stable structure which withstands battering winds, weather and accidental knocks. That's why steel was selected for the loading depot, above, under lease by Pacific Motor Trucking Company in Fresno.



**BEAUTY**—The attractive looking office building above, located in Bakersfield, is just one example of the many smart architectural designs possible with steel. NOTE: The architect-designed buildings shown on this page were constructed from Butler Manufacturing Co. pre-engineered structural systems using United States Steel Roofing, Siding, Plates and Sheets. When you build, specify the *one* material that gives you *all* the important building advantages...steel...United States Steel.

For offices, plants, theatres, farms, churches, schools . . .

## Give your buildings the advantage of steel

United States Steel Corporation • Columbia-Geneva Steel Division  
120 Montgomery Street, San Francisco 6

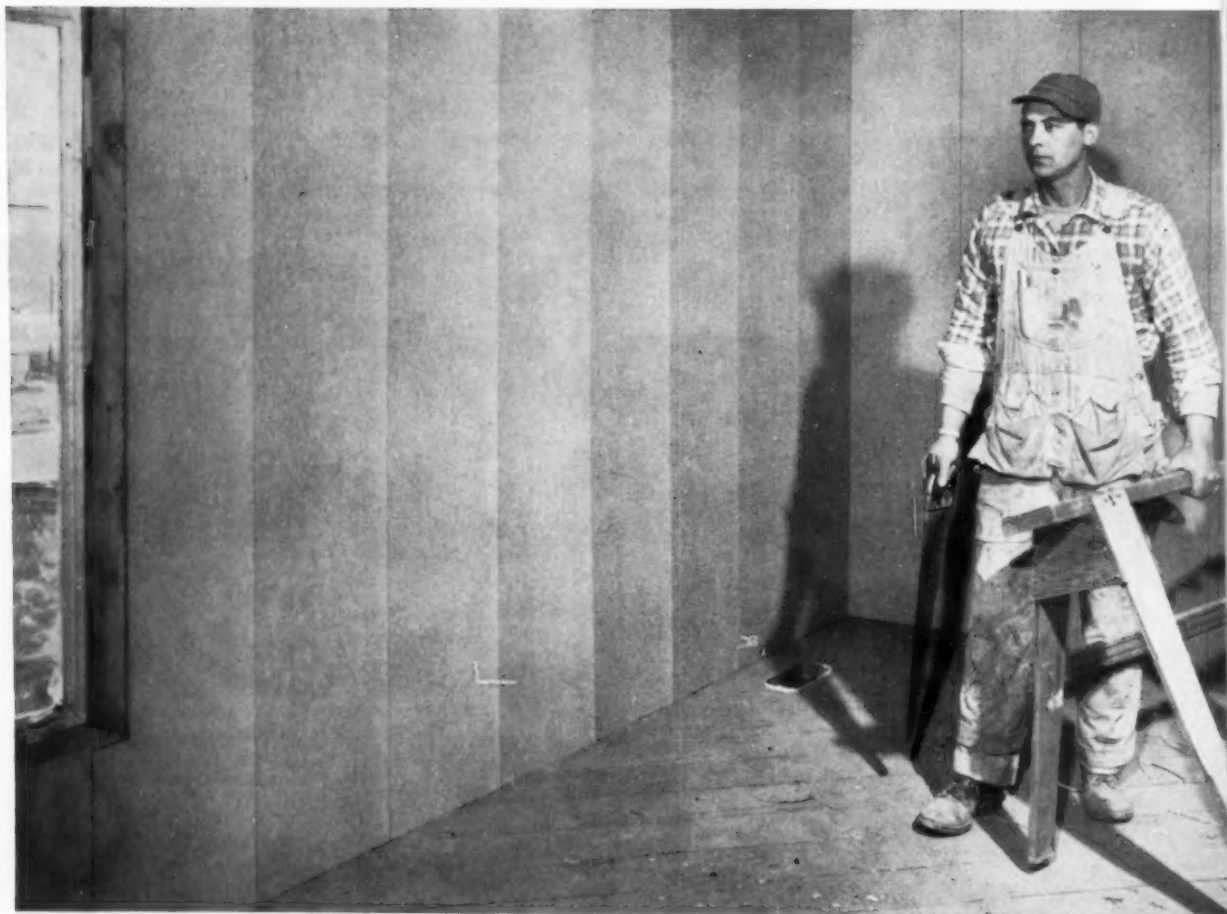


**UNITED STATES STEEL**



# FOREST SANDALWOOD...

***This beautiful pre-finished wall for less than \$25.00 (8'x12')***



***Sandalwood available in:***



***1/8", 3/16", 1/4"***

***Panels—4'x4', 6', 8', 10' and 12' long***

***Punched—2'x4', 4'x4', 4'x8'***

***Tongue & Groove—16"x8" by 1/4"***

***For all—1/2" & 3/4"—4'x8'***

*Sandalwood... one of a complete line of FOREST Hardboards*

# when it's up...it's done

## ***New washable sand colored hardboard***

Sandalwood combines a smooth, wear-resistant pre-finish in beautiful platinum color with the durability and water resistance of temper-treated hardboard. Use it in family room, dining area, kitchen and bath...everywhere where the need is for low cost interior finishing.

Use Sandalwood "As Is", no finishing necessary. (See your local FHA office.) Color is permanent...baked in. Won't wear off, or chip off...ever! Where paint is required, one coat covers with real depth of color. Too, Sandalwood will stand up to the roughest use without chipping or marring. If you are not yet acquainted with Forest Sandalwood, write for informative brochure and name of nearest dealer.

### **FOREST SANDALWOOD RECOMMENDED FOR:**

<b>Table Tops</b>	<b>Ceilings</b>
<b>Cupboard Doors</b>	<b>Soffits</b>
<b>Wainscoting</b>	<b>Drawer Bottoms</b>
<b>Wall Panels</b>	<b>Fixture Work</b>
<b>Wardrobe Doors</b>	<b>Remodeling</b>

# FOREST<sup>®</sup> HARD BOARD

FOREST FIBER  
PRODUCTS CO.  
Box 68 AB  
Forest Grove, Oregon

*"Wood in its Finest Form"*

**SANDALWOOD**...new, light color makes ALL ordinary hardboard obsolete



1. *Makes your house more saleable*



2. *Durable, Washable... home buyers love it*



3. *Neutral color baked in... blends with any color scheme*



4. *Costs one-half of other pre-finished materials*



5. *Ideal material for remodeling... covers old walls*



**The Architect:** "Because breadth of selection is so vital to my work, I've come to rely more and more on GMcB. I like to be sure I can get the colors, shapes, sizes and textures in tile that make the job right. Too, I like the way GMcB field men are constantly checking with architects for new ideas. HERMOSA TILE has long been the answer for me."

## meet **THE PEOPLE** who build

**The Tile Contractor:** "Because success in my business depends on the final quality of installations, I like to begin with a product that I KNOW is superior...HERMOSA TILE. And the company that pays extra close attention to the needs of the contractors. By checking with qualified men right in the field, GMcB is able to produce tile superior in every detail!"



**The Color Coordinator:** "Because so much of my effort is concerned with design and color harmony, I like to work with manufacturers who want to HEAR recommendations and then ACT on them to produce a *complete* product line. GMcB has done this with HERMOSA TILE. When I need a custom design, I KNOW GMcB has a world of experience and can produce quickly with control and imagination!"



**The Builder:** "A 'sold' sign is just the beginning for the owners. What really sells a house is the living in it. That's why I demand lasting quality in whatever material goes into my houses. GMcB men go out of their way to check with builders on points of quality. That's why builders can rely on HERMOSA TILE...and reliability is always the vital ingredient... particularly, when you're 'building tight'."



Back of every reason for more architects, tile contractors, color coordinators and builders choosing HERMOSA TILE is Gladding, McBean's *extra* commodity: SERVICE EXPERIENCE. Teamwork in service is the GMcB trademark. Hundreds of jobs each year are handled by the typical team illustrated below. GMcB men and women carefully consider the needs, wants and requirements of all who use tile. As a result, HERMOSA TILE achieves vibrant growth from vast experience with each of these varied groups.

# *the* **HERMOSA** *reputation*

No wonder HERMOSA is the West's largest selling tile!

**GLADDING, McBEAN & CO.** *Since 1875*

2901 Los Feliz Blvd., Los Angeles 39, Calif.

LOS ANGELES • SAN FRANCISCO • SEATTLE

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*Living Comfort  
is the keynote in judging  
today's Quality Home.  
Upgrade with . . .*

**TAMCO**  
Quality leader in  
temperature appliances

True comfort starts with a quality source of year-around temperature control. For top quality, you are invited to investigate *The Clipper*, America's finest air-conditioning furnace.



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- Standard and Heavy Duty.
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Clipper Spec. Sheet No. FA-1   
Air Cond. Applics. Bull. No. SB-1AC

B-2

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ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_

**TAMCO CORPORATION**

1005 A STREET, SAN RAFAEL, CALIFORNIA

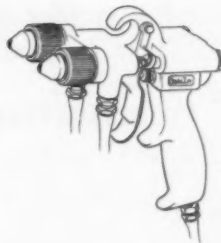
WESTERN NEW PRODUCTS



**Ceiling has no visible support**

Emphasis is put upon luminous ceilings with plastic Infilite suspended ceiling. Combines suspension system and circular louver design. Plastic fits any shape room. Integrated Ceilings, Inc., Dept. AB, 9011 Beverly Blvd., Los Angeles 48, Cal.

Circle No. N53-W on reply card, p. 104



**Spray gun saves time**

Dual-nozzled spray gun is designed for easy spraying of plastic coatings. Cuts time, is pre-mixed and eliminates need for storing of unstable plastics. Has internal mix caps which combine materials. Sealzit Corp., Dept. AB, 3600 Chicago Ave., Riverside, Cal.

Circle No. N54-W on reply card, p. 104

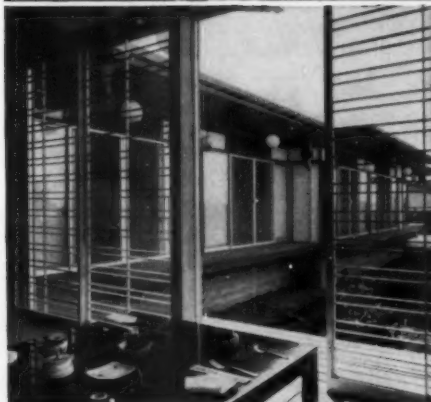


**Fixture has provincial look**

Newest addition to provincial-type fixtures is this three-way light in polished brass. Also available in copper, weathered brass or antique copper. DeLights, Inc., Dept. AB, 9840 Alpaca St., El Monte, Cal.

Circle No. N55-W on reply card, p. 104

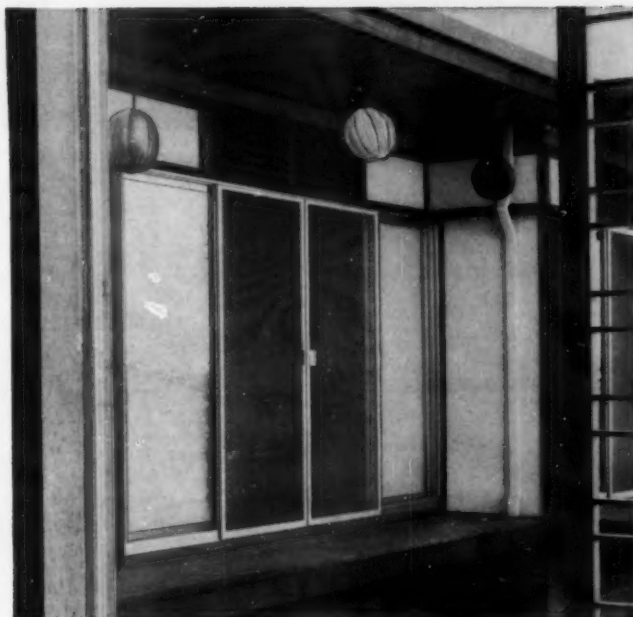
**Sakura  
Gardens**  
RESTAURANT



Architects: Barbachano, Ivanitsky,  
and Watanabe

Contractor: J. Sakaguchi

# Arislide Sliding Doors...



...used throughout the exotic Sakura Gardens restaurant in Mountain View, California.

Write or call for your catalogue on  
Arislide Aluminum and Steel Sliding Doors,  
Aluminum Sliding Windows.

**Michel & Pfeffer Iron Works, Inc.**

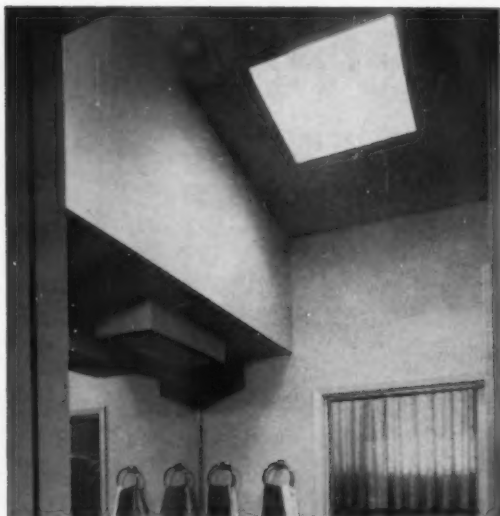
Windows and Doors Division

212 Shaw Road

South San Francisco, California



## TWO WESTERN NHW TRENDS TO HELP YOU SELL IN '58



**TREND 7:** the skylight: it permits sunlight to come in during the day—emits "glamor lighting" at night. This one is a Wasco plastic dome in the bath of the Electric-Living House in Sacramento, Cal. There's another which pours sunlight into the entry. The use of skylights in western homes is expected to mushroom next year.



**TREND 8:** island cooking centers: they're becoming more and more important. Builders realize that properly arranged, they permit more wall space to be used for storage and work areas in the kitchen. They can also serve as room dividers. This one, with an O'Keefe & Merritt range, is in a Robert W. Kennedy model in Dallas.

### Up to 8 phone outlets in newest homes!...



**Joseph A. Romano**, well-known Fresno, Calif., contractor, likes to make sure his homes meet buyers' needs in every way. His custom-built homes, in the \$21,000-\$65,000 class, include 5 to 8 telephone outlets.

To Mr. Romano, complete telephone planning is a *must* in quality home construction. Buyers look for it, and in Mr. Romano's own words, "Meeting customers' demands is one of the best ways to successful selling. That's why some of my most recent homes have as many as 8 telephone outlets." And it's also why other leading Western architects and builders include concealed wiring and plenty of phone outlets in their original plans.



### Pacific Telephone

*We'll be glad to help you plan built-in telephone facilities. Just call our business office and ask for our free Architects and Builders Service.*

**It pays to include Telephone Planning in every home you build!**

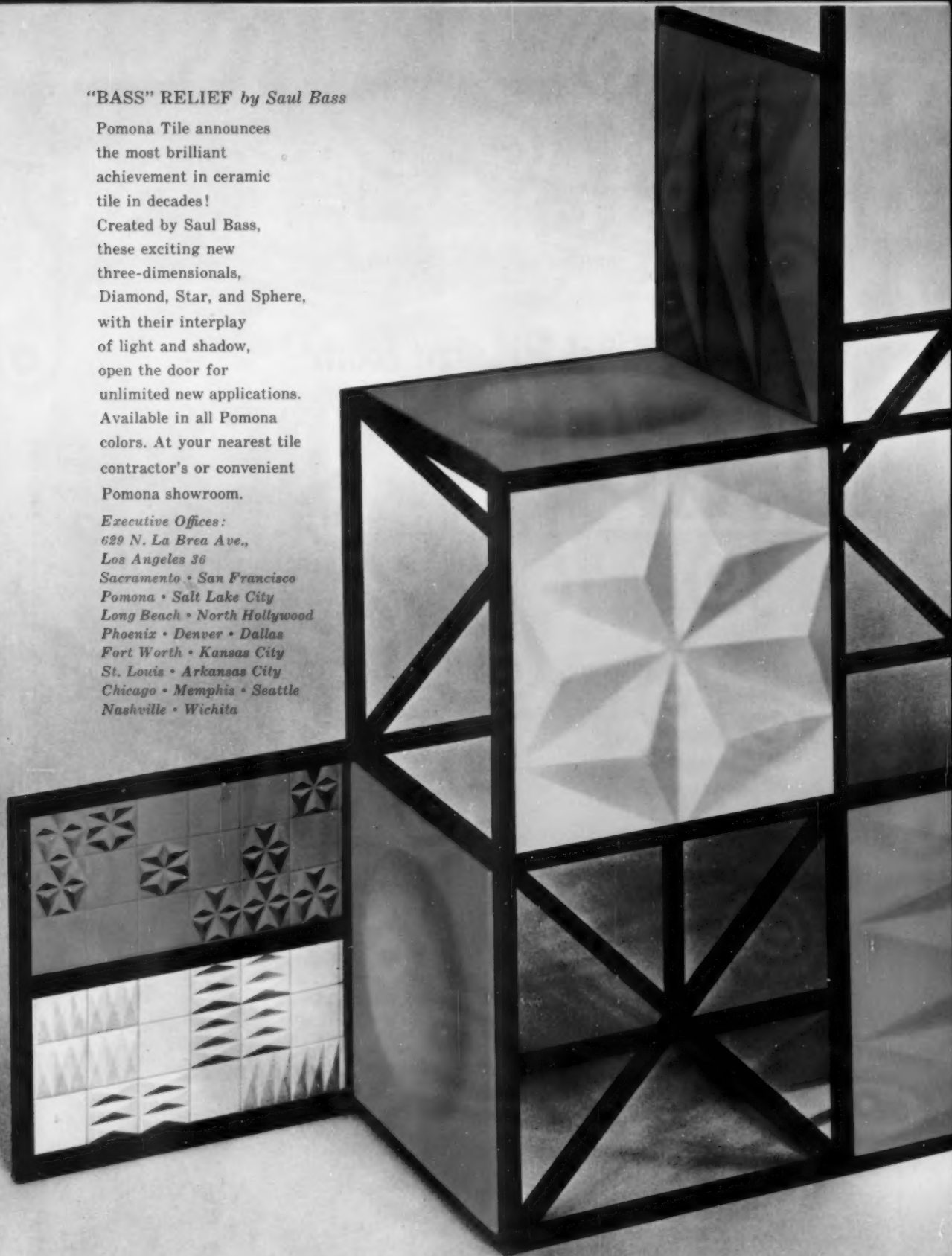
**"BASS" RELIEF** by *Saul Bass*

Pomona Tile announces  
the most brilliant  
achievement in ceramic  
tile in decades!

Created by Saul Bass,  
these exciting new  
three-dimensionals,  
Diamond, Star, and Sphere,  
with their interplay  
of light and shadow,  
open the door for  
unlimited new applications.  
Available in all Pomona  
colors. At your nearest tile  
contractor's or convenient  
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*distinguished designer series: Bass • László • Liebes • McCobb • Sheets*



GER-PAK -- THE SHORT WAY TO SAY SUPERIOR POLYETHYLENE FILM

**GER-PAK**  
VIRGIN POLYETHYLENE FILM

in every working size from  
**10<sup>IN.</sup> TO 40<sup>FT.</sup> WIDE**



Whether your need is 10 inch widths for flashing or any size up to 40 foot widths — convenient Ger-Pak makes the job a snap! Slabs, side walls, foundation walls, ceilings, or floors can now be done much faster . . . and with less handling . . . less cost.

In all ways, Ger-Pak is easy to work with on-the-job. Though lightweight and easy to handle, it resists tears and punctures. What's more, cold weather installation is never a problem. Ger-Pak maintains its flexibility down to minus 70°F. Best of all, Ger-Pak won't crack, chip or get brittle with age — protects for the life of the building!

Ask your dealer about Ger-Pak . . . available clear or black. It's the moisture-vapor barrier with the widest range of sizes, the widest range of advantages to meet your specific needs.

FREE samples and brochure are yours for the writing.

Designed  
To Meet FHA  
Requirements

**GERING**  
Virgin Polyethylene Film

GERING PRODUCTS INC., Kenilworth, New Jersey

# Choose the Items You Need From This Builder-designed Sales Kit...

Here are the *Ponderosa Pine* woodwork selling tools...



1. Consumer Window Folder...



2. Consumer Panel Door Folder...



3. Consumer Louver Door Folder...



4. Consumer Preservative Treated  
Woodwork Leaflet...



5. Consumer Mantel Leaflet...



6. China Cabinet Consumer  
Leaflet...



7. Ponderosa Pine Woodwork  
Stickers...



8. Display Card...

9. Consumer Woodwork  
Folder...

## Use Coupon Below

To turn model home "lookers" into home buyers, sales excitement at the local level is necessary.

These Ponderosa Pine Woodwork merchandising aids are designed to help the builder of 1 house or 1000, whether he uses all the Ponderosa Pine Woodwork items or just a few. These sales aids are created to help you identify your homes with National advertising. All these individual pieces are free to builders in quantity. Send for FREE sample kit.

### FREE "Model Home Merchandising Package"

Use this coupon. Free Builder's Kit includes consumer booklets, display cards, and identification signs... all designed for use in model homes or completed houses. After receiving the Kit you will be able to obtain free quantities of the individual merchandising pieces you wish.

### Ponderosa Pine Woodwork

39 S. La Salle Street • Chicago 3, Illinois AB-11

Please send me the FREE "Model Home Merchandising Package"

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# Ponderosa Pine

## WOODWORK

39 S. La Salle Street Chicago 3, Illinois



New Armstrong Cushiontone Roof Deck contributes to the luxurious appearance of the open-beam interior in this model home. At the same time it helps keep the room quiet and peaceful.

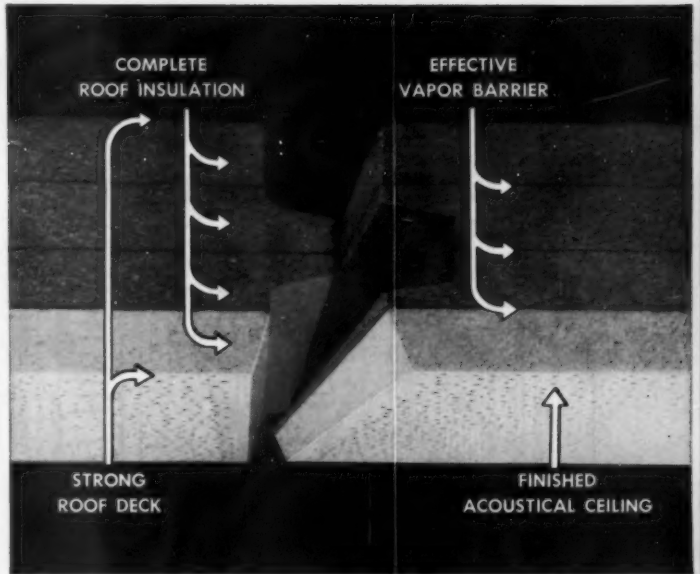
## **New Armstrong Cushiontone sound conditions**

Here's a brand-new material that makes the popular open-beamed home easier to sell than ever before.

New Cushiontone Roof Deck gives you the dual sales appeal of distinctive open-beam ceilings and the modern comfort of sound conditioning. The luxury look and extra comfort these features add to your homes help convince prospects that your home gives them more value for their building dollar. What's more, the casually beautiful Full Random pattern of

sound-absorbing perforations is still another selling feature in your favor. Properly merchandised, a Cushiontone Roof Deck home can be the biggest building attraction your area has seen in years.

Armstrong Cushiontone Roof Deck is an exceptionally strong material made of multiple layers of  $\frac{1}{2}$ " asphalt-impregnated fiberboard. It provides roof deck, complete roof insulation, vapor barriers, and finished acoustical ceiling in one material and in one



New Armstrong Cushiontone Roof Deck is a 4-in-1 material that provides roof deck, insulation, multiple vapor barriers, and finished acoustical ceiling in one fast, simple application. It needs only beams to support it and built-up roofing to weatherproof it.

## Roof Deck open-beam interiors

application. Cushiontone Roof Deck is prefinished with two coats of washable white paint and will absorb more than half the noise that strikes the ceiling surface. It is available in 2' x 8' panels, 2" or 3" thick.

Send for free twenty-four-page booklet that gives full details on how to build with Armstrong Cushiontone Roof Deck. Write to Armstrong Cork Company, 3911 Rider Avenue, Lancaster, Pennsylvania.

**Armstrong BUILDING MATERIALS**

Temlok® Roof Deck

Temlok Sheathing

Temlok Tile

Cushiontone® Ceilings



Presenting



# FOLDING



### IDEAL FOR 4 PANEL OR 2 PANEL FULL SIZE OR HALF SIZE DOORS

Here's hardware that can't be matched for ease-of-operation, ease-of-installation! New M-D Folding Door Hardware can be used on any interior door, on any thickness, for every opening! Gives full access to closets, yet saves valuable wall and floor space. Comes completely packaged with all necessary parts, screws and instructions. Try new M-D Folding Door Hardware today!



## Completely Packaged Sets for Every Door, Every Room

Each set contains necessary parts for 4 panel or 2 panel doors.



### TRACK FD-57

Sturdy, extruded aluminum track with bearings properly installed comes in standard lengths for 2'0", 2'6", 3'0", 4'0", 5'0" and 6'0" openings.

No Floor Track Necessary



### HANGER H-56

Heavy-gauge, cadmium-plated steel hanger with lifetime nylon pivot. Used on all thicknesses of doors for both guiding and pivoting.

Fits All Width Doors



### FLOOR PIVOT BEARING FLANGE

Cadmium-plated steel flange is sturdy enough to support heaviest doors, yet small enough to be inconspicuous when installed.



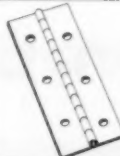
### DOOR PULLS

Beautiful, modernistic, extruded aluminum pulls with lifetime anodized Albright (chrome-bright) finish, or anodized Albras (brass color).



### INTERLOCKING DOOR GUIDE

Cadmium-plated steel, formed to align doors perfectly and smoothly. Eliminates need for bottom track. Furnished with 4 panel door sets.



### HINGES

Durable cadmium-plated steel complete with screws. Three 3" hinges furnished for each 2 panels.

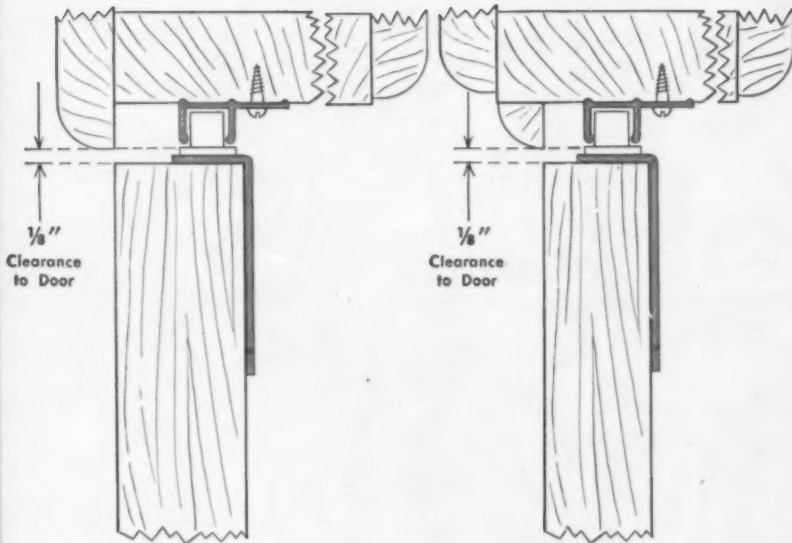


# MACKLANBURG-DUNCAN CO.

P. O. BOX 1197 • OKLAHOMA CITY 1, OKLA.

# DOOR HARDWARE

**NEW!** Latest trend in space-saving silent-glide, trouble-free hardware for interior doors!



Doors may be mounted flush with jamb using trim as fascia or set back from edge using quarter round.

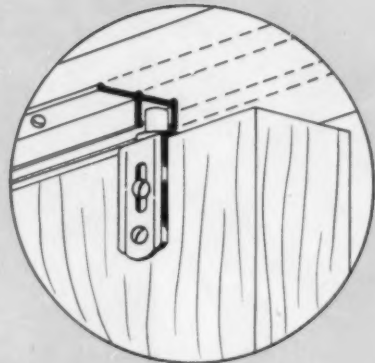
## ONE PACKAGE FOR ALL DOORS 3/4" TO 1 3/8" THICK

### TWO PANEL DOORS

Completely packaged sets for 2 panel doors are available for 2'0", 2'6" and 3'0" openings. Same hardware fits all thicknesses of doors. Sets contain all necessary parts, plus screws and detailed illustrated instructions for installing. To order, merely specify number of sets for each opening width desired.

### FOUR PANEL DOORS

Completely packaged sets for 4 panel doors are available for 4'0", 5'0" and 6'0" openings. Same hardware fits all thicknesses of doors. Sets contain all necessary parts, plus screws and detailed illustrated instructions for installing. To order, merely specify number of sets for each opening width desired.



### SMOOTHER OPERATING

Silent nylon bearing gliding in top quality extruded aluminum track assures effortless, trouble-free operation. Special track design prevents damage to track groove when installing—another plus!



### POSITIVE INTERLOCKING ACTION FOR PERFECT DOOR ALIGNMENT

There's no question of door alignment with M-D's interlocking door guide shown above. Doors snug together perfectly and will not creep open.

### DEALERS

ORDER TODAY—your order will receive prompt shipment!



### BUILDERS

M-D products sold by all Hardware, Lumber and Building Supply Dealers

# which SKIL Saw works



## 1 HI-TORQUE, SUPER-DUTY SKIL SAW

1

The original SKIL Saw – the standard for industry. In-line rear handle and left-hand blade allow you to see line of cut. Exclusive hi-torque worm drive gives exceptional cutting power. Particularly desirable on long rip cuts or on highly resinous woods. Tough to stall anytime. With special blades quickly cuts metals, stone or compositions. Super-duty saws with rear handle design come in eight models from 6½" to 12".

2

The latest and most powerful addition to the SKIL line. Completely new top-handle design for easy "swing-through" cuts. "Floating" blade guard and fast blade-change are exclusive new features. Precise depth adjustments possible with direct reading scales. Only one guide edge needed for either vertical or bevel cuts. A total of 14 special features make this the most exciting new saw on the market today. Top-handle design available in 7¼" and 8¼" models.

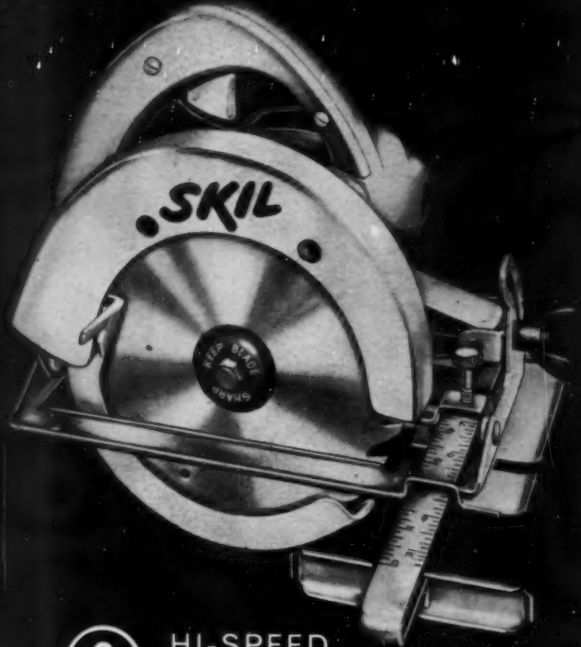
3

Designed specifically for all-around use by carpenters or contractors in residential construction. Lightweight. Versatile. Handle positioned for comfortable and balanced handling. All heavy-duty models feature exclusive "Vari-Torque" clutch. Protects against blade kickback. Keeps motor in top running condition. There are four heavy-duty models with blade sizes from 4¼" to 8¼".

# best for you?



② NEW HI-SPEED,  
SUPER-DUTY SKIL SAW



③ HI-SPEED,  
HEAVY-DUTY SKIL SAW

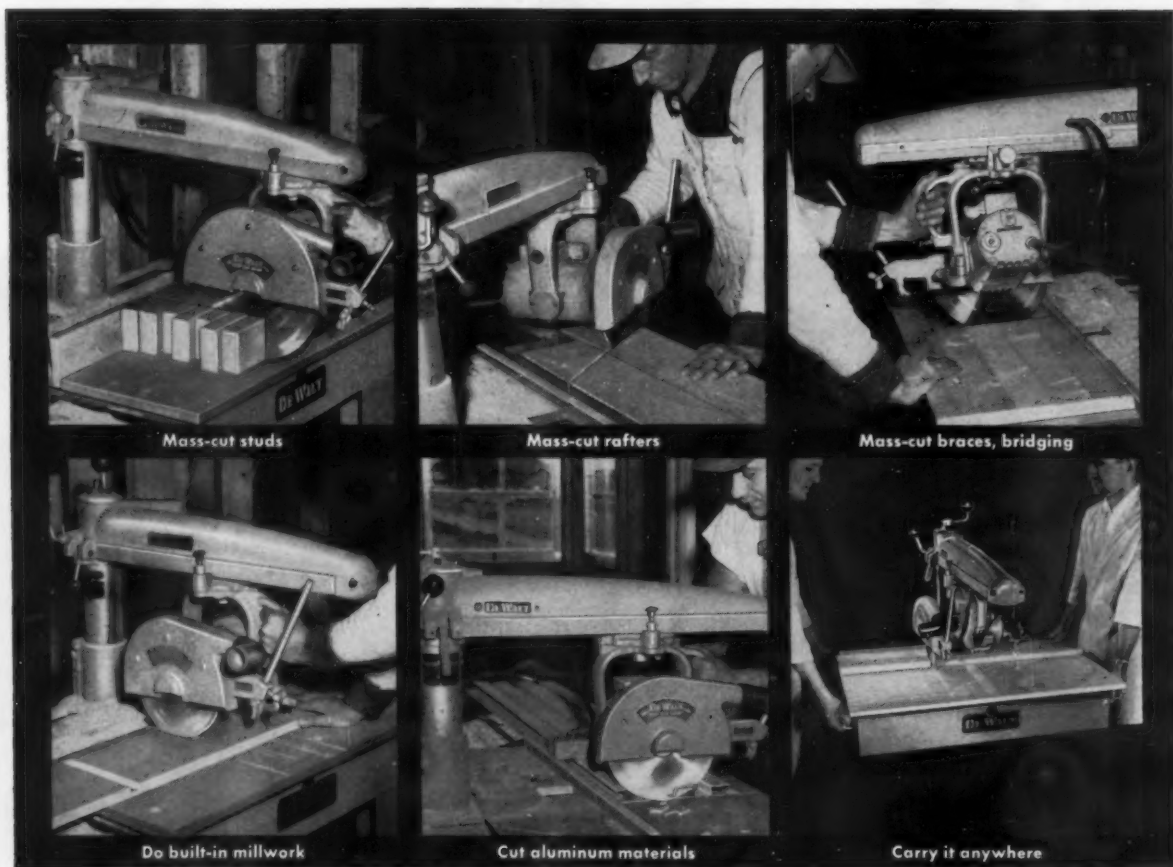
## only SKIL makes all **3**

For more than 30 years SKIL has pioneered in the design of saws to meet the special needs of builders. Now, we offer the widest choice ever with the addition of a top-handle saw. Only from SKIL can you choose from three types. And remember this—no matter which model you buy, you always get the same superior performance that has made SKIL Saw the favorite saw in the building field.



Made only by SKIL Corporation, manufacturer of famous SKIL and SKILSAW products, 5033 Elston Avenue, Chicago 30, Illinois. In Canada: 3601 Dundas Street West Toronto 9, Ontario.





Frame 6 to 8 times faster—finish weeks earlier

## AMF DE WALT OUT-CUTS HAND SAWS ALL WAYS!

### See your local Franchised Dealer for the proof!

**CUTS FASTER**—An AMF DeWalt® Power Saw *gang-cuts* studs, headers, and braces—as many as seven 2 x 4's at one pass. Gives straight-line materials handling... sets up for mass-production cutting on the job site. Powerful direct-drive motor handles *all* cuts with *ease*. One operator keeps a *dozen or more* carpenters busy nailing.

**CUTS STRAIGHTER, MORE ACCURATELY**—DeWalt automatically gives perfect accuracy every time—allows repeated cuts from the same marking. Easy-to-read scales and quick-set adjustments eliminate need for special guides and other devices—provide machine-tool accuracy on every cut.

**CUTS SAFER**—Never any danger of a dropped saw with a DeWalt. Blade and motor are always securely and safely positioned on DeWalt's mechanical arm. All work travels straight on level table. Exclusive DeWalt features like Safety Key Switch, Power Brake, and Spir'Ator Safety Return increase safety still further. Statistics prove the original DeWalt design the safest of all.

**CUTS EASIER, PRODUCES MORE**—There's no weight to hold

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**CUTS LONGER, WITHOUT MAINTENANCE**—Powerful DeWalt direct-drive motors are sealed for life—require no lubrication or maintenance. No "time-out" as with other power tools. Heavy-duty precision construction *keeps* DeWalt cutting, making money for you.

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## "ARDOX"® SPIRAL NAILS provide higher count per pound

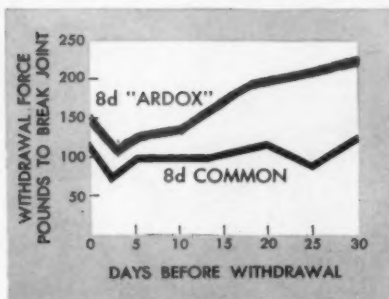
ARDOX spiral nails cost less per nail because the user gets more nails per pound. The spiral in the nail results in lower weight per nail. For example, there are approximately 4,100 more nails in a 100 lb. box of 2½ x 10½ ARDOX spiral nails than there are in a 100 lb. box of similar length common nails.

Get the facts about this superior, threaded-to-the-head nail, made from J&L high quality, higher carbon steel. For complete information on how

ARDOX full spiral nails can cut your costs, write to the Jones & Laughlin Steel Corporation, Dept. 439, 3 Gateway Center, Pittsburgh 30, Pennsylvania.

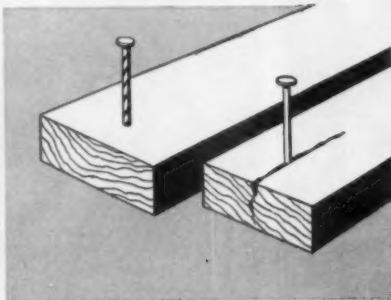


**Jones & Laughlin**  
STEEL . . . a great name in steel



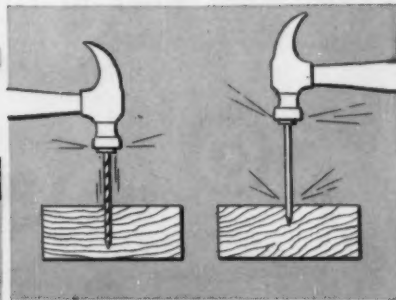
### INCREASED HOLDING POWER

The ARDOX full spiral shank nail develops up to twice the holding power of equivalent common nails . . . gives you stronger, longer-lasting construction. Graph proves holding power of eight penny ARDOX nails driven into white pine, 10% moisture.



### LESS SPLITTING

The ARDOX spiral nail turns like a screw when driven . . . threads its way into the wood with minimum fiber damage. The stiffer shank of the ARDOX spiral nail, with less metal bulk, greatly reduces the tendency to split.



### EASIER DRIVING

Despite greater holding power, the ARDOX spiral nail actually requires less driving force. It speeds construction, reduces operator fatigue. Laboratory and field tests prove that ARDOX spiral nails are up to 30% easier to drive.

# Alcoa gives aluminum storm

Alcoa is proud to be a member and supporter of the National Storm Window and Door Institute, Inc.



windows and doors a \$1,000,000 push

you can give your homes a look of completeness and extra quality by installing aluminum storm windows and doors. Moreover, banks will appraise up to 100% of their cost as part of the mortgage package. Aluminum storm windows and doors save fuel, add comfort and, like all aluminum building products, never need maintenance. Make sure the brand you install carries the Alcoa Care-free label. It's a powerful sales clincher.

Right now, 40 million people are being presold on building products made of Alcoa® Aluminum, through a million dollar promotion . . . a tremendous schedule on television and in national magazines.

Any house you build can be more Care-free. All you do is use these heavily promoted Care-free aluminum products with the Care-free Alcoa tag. For complete catalog information from leading makers of aluminum building products, send your name and address to:

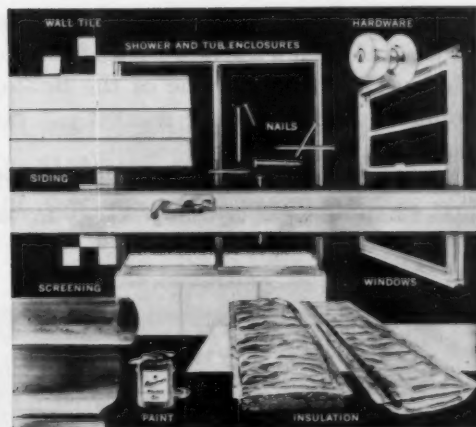
Aluminum Company of America,  
1965-L Alcoa Bldg., Pittsburgh 19, Pa.

Your Guide to the Best in Aluminum Value



**NEW! "ALCOA THEATRE"**

Exciting Adventure, Alternate Monday Evenings



*These aluminum products complete the Care-free picture.*

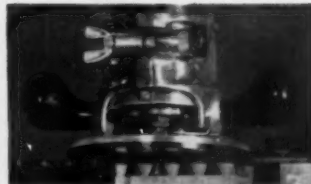




**Black & Decker Gives You:**



**POWERFUL, LIGHT:** Full 3/4 HP motor, yet tool weighs just a little over 6 lbs.



**EASIER HANDLING:** Specially designed handles fit palm. Switch operates without releasing handles.



**ACCURATE ADJUSTMENT:** Exclusive micrometer-type depth adjustment with calibrated depth dial speeds accurate positioning.



**FAST CHANGING:** Stands on end for fast changing or sharpening bits and cutters, adjusting for cutting depth.

## New B&D 3/4 HP Heavy-Duty Router for POWER—LIGHTNESS—ACCURACY

A maximum of power packed into a minimum of weight! That's the new Black & Decker 3/4 HP Heavy-Duty Router, one of the lightest, most compact routers on the market . . . *perfect* for fast finishing and fitting!

This B&D Router offers special features to make handling easier and work go faster. Com-

pare the power and performance of the new Black & Decker Router with any other on the market. Then compare price and you'll be sold! For more information, write: THE BLACK & DECKER MFG. CO., Dept. H-111, Towson 4, Maryland.

**B&D Heavy-Duty Router  
Only  
\$59<sup>50</sup>**



B&D Router Kit gives you Router, six popular bits, Straight and Circular Guide in handy metal kit for only \$88.00—Save \$5.75.

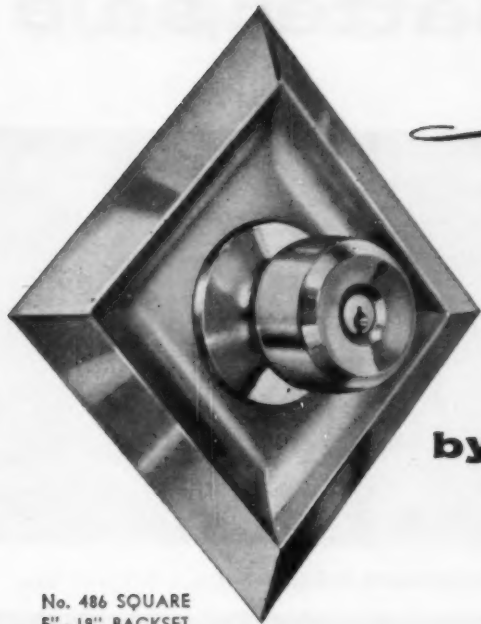


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World's Largest Maker of Electric Tools



No. 486 SQUARE  
5" - 18" BACKSET

*Modern*

**decorative escutcheons**

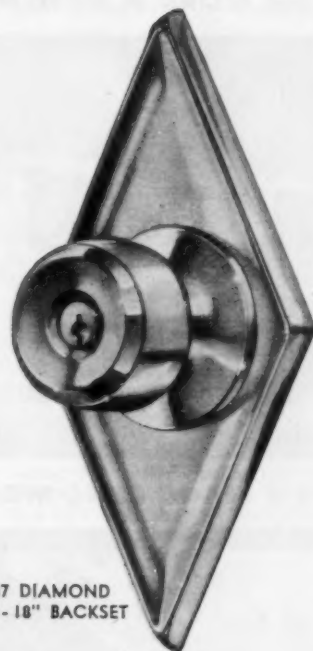
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NATIONAL LOCKset "out in front"**

These exquisite decorative escutcheons provide unlimited freedom to create striking and original effects with every door.

They're easily installed for use with all three NATIONAL LOCKset knob designs.

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**NATIONAL LOCK COMPANY**

Rockford, Illinois

Merchant Sales Division

# To make a better sale



**1** TO MOVE A NEW HOME FASTER...add Insulite tileboard in basement

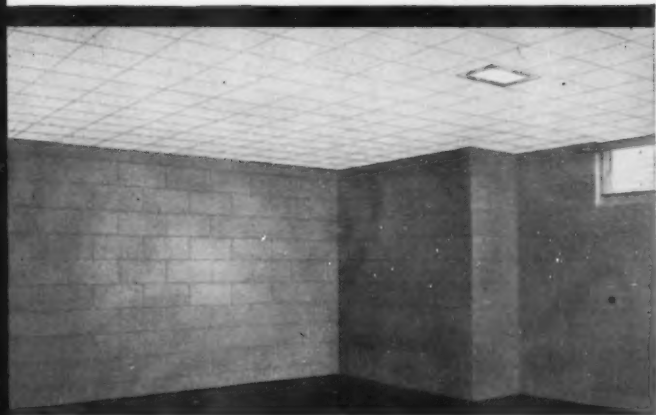


**2** TO MAKE REAL MONEY IN REMODELING...suggest a new Insulite ceiling

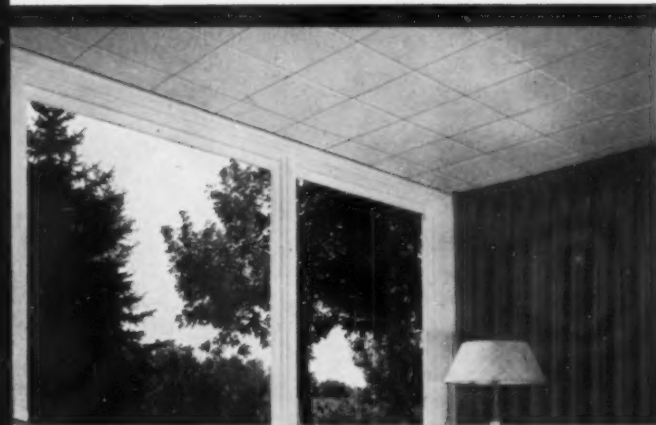


**3** TO TURN A PROFIT ON TRADE-IN HOUSES...cover unsightly ceilings with Insulite

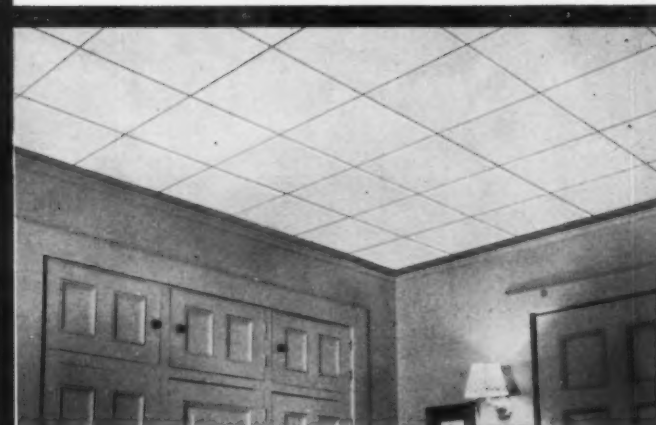
# ...add an Insulite Ceiling



... and make it a rumpus room or hobby shop!



... see how it leads to major modernizing!

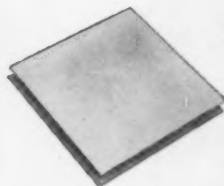


tileboard... make the place look 10 years younger!

**H**ere's an idea that helps you sell houses faster, at better prices. Brings you nice remodeling jobs, too. So easy it's amazing . . . yet works like magic. Just offer your prospect an Insulite ceiling!

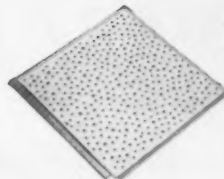
On new homes, Insulite ceiling tile changes raw, unattractive basements to finished-looking rooms. In remodeling, the easiest "starter" sale you can make is an Insulite acoustical ceiling. And on homes you take as trade-ins, you can often turn the worst feature into the best feature by covering old, cracked, peeling ceilings with clean, fresh, beautiful Insulite ceiling tile.

Name your needs. Insulite offers three great lines, described below. For information, write us—Insulite, Minneapolis 2, Minnesota.



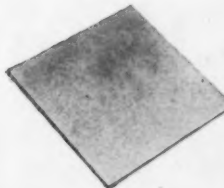
## DUROLITE

Plain  $\frac{1}{2}$ " T&G tileboard, with brightest, toughest paint finish on any ceiling tile. Withstands repeated soap-and-water scrubblings. Sizes: 12"x12", 16"x16", 12"x24", 16"x32". White or Light Ivory.



## ACOUSTILITE CASUAL RANDOM

Newest, most modern style in drilled ceiling tile. "Casual" pattern has two size holes, full random. T&G, 12"x12" and 12"x24",  $\frac{1}{2}$ " thick. Butt edge 12"x12",  $\frac{1}{2}$ " and  $\frac{3}{4}$ " thick. Efficient sound absorption!



## FIBERLITE

Rich travertine-textured surface, for de luxe appearance and good acoustical quieting. Sizes: 12"x12", 12"x24", 16"x16",  $\frac{1}{2}$ " or  $\frac{3}{4}$ " thick. Butt edge... applied with adhesive or clips.

build better, sell better, with

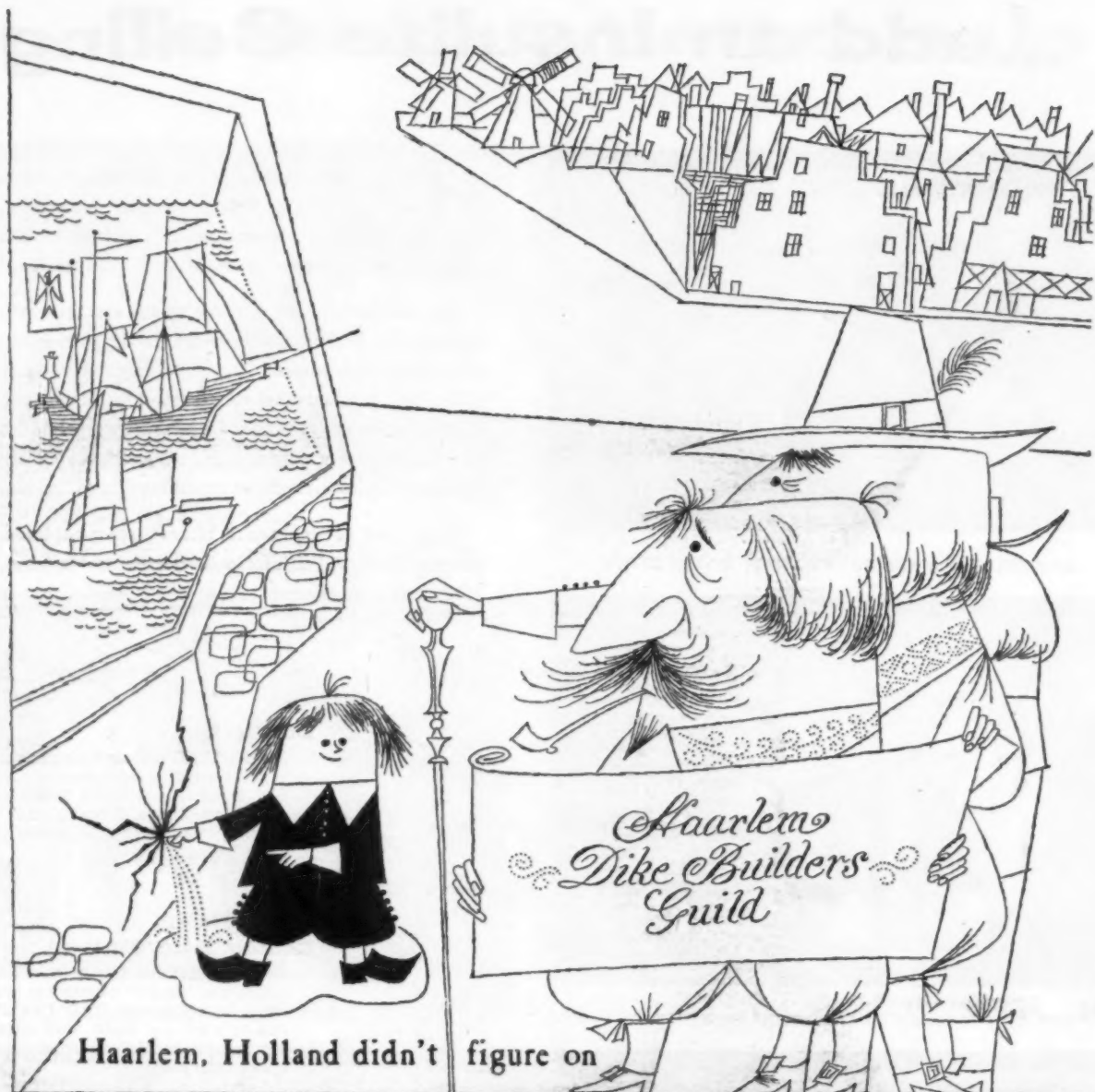
# INSULITE



**INSULITE**, made of hardy Northern wood. Insulite Division of Minnesota and Ontario Paper Company, Minneapolis 2, Minnesota.

INSULITE, DUROLITE, ACOUSTILITE ARE REG. T.M.'S U.S. PAT. OFF. FIBERLITE IS A T.M.





Haarlem, Holland didn't figure on

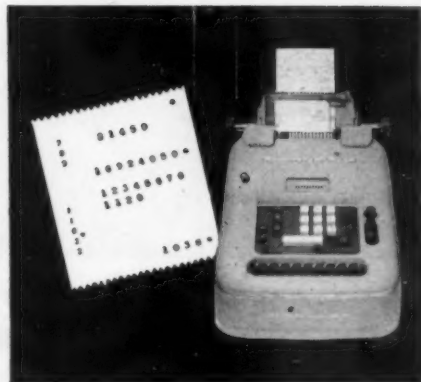
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*It was sheer chance that "Little Peter" happened along, put his finger on the trouble and saved Haarlem from the sea.*

Today's builders, however, *eliminate* chance by eliminating trouble before it starts . . . with the "99" Calculator That Prints. Every answer is printed on tape for *immediate* proof of accuracy — eliminating time-consuming reruns. The "99" Calculator automatically multiplies, divides, adds and subtracts . . . breezing through estimates, percentages, equations, and ratios.

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## Bilt-In Ranges

gas or electric

*easy on the eyes*

*easy on your budget*

*easiest of all to install*

and all of this goes for  
**PREWAY'S Bilt-In  
Refrigerator-Freezer, too**

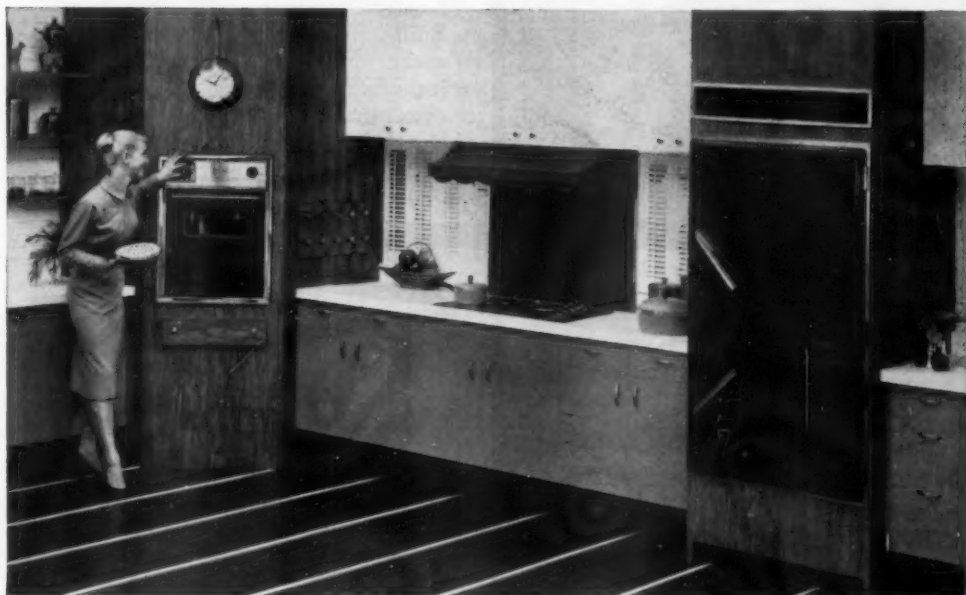
You'll make a special hit with housewives with PREWAY . . . and it's easy to see why. It's good to know, too, that your side of the coin is just as bright. There's a PREWAY Bilt-In oven and counter range to match your thinking — whether you want to go heavy on deluxe features, or keep your belt pulled tight. And important money can be saved, too, in putting PREWAYS "in" . . . for both gas and electric units have earned the reputation of being easiest of all to install. PREWAY'S 13 cubic foot combination refrigerator-freezer is builder "engineered," too, an all-in-one unit that requires no kits, no special tools, no extra framing.

There are full color specification bulletins on all PREWAY Bilt-Ins. Write for the facts on the appliance of interest to you.



**Inc., 8117 Second Street, N. Wisconsin Rapids, Wis.**

*Since 1917 one source, one responsibility for gas and electric Bilt-In ranges, range hoods, Bilt-In refrigerator-freezer, oil and gas heaters, electric heaters.*





*Cleveland Builder says:*

**"200 TAPPAN BUILT-INS  
LAST YEAR . . . and I bet  
I didn't spend 20 minutes  
on service problems"**



Simon Zalben, vice president and general manager of Marvin Helf, Inc., one of Cleveland's largest builders, goes on to say: "Naturally when anyone installs 200 Built-ins, they expect some problems. But with Tappan all I ever had to do was pick up a phone, call the Tappan distributor—and that was it! We never had one second complaint."

It works the same the country over for all builders. Because Tappan backs up its Service Guarantee with AUTHORIZED TAPPAN DISTRIBUTORS who cover every county in ALL 48 STATES! Every one of them has factory-trained personnel who know Tappan Built-ins inside and out.

Post-sale call-backs really eat into profits, as you well know. So get the facts on Tappan's new Gold Ribbon Built-ins—the most dependable, the easiest and most economical of all to install! Tappan has a full line of gas ovens that fit standard cabinets, and a choice of surface units that drop-in without costly fitting problems.

**WANT INFORMATION?**

You'll get it the same day. Write, wire, phone Bob Davis, Sales Manager, Built-In Division, Dept. A-97, Tappan Stove Co., Mansfield, Ohio

**There is a Tappan Gas Oven and Surface Unit for every kitchen plan.**

**TAPPAN**

**gives the biggest choice of all!**



**YOU CAN  
SPEED UP  
SALES**  
in 1958  
with this  
**TOUCH  
OF  
QUALITY**



*...include Quality Approved*  
**ALUMINUM WINDOWS**

Today's home buyer is more interested in quality of construction and quality of building products than ever before. He is looking for better value, more convenience and lower maintenance.

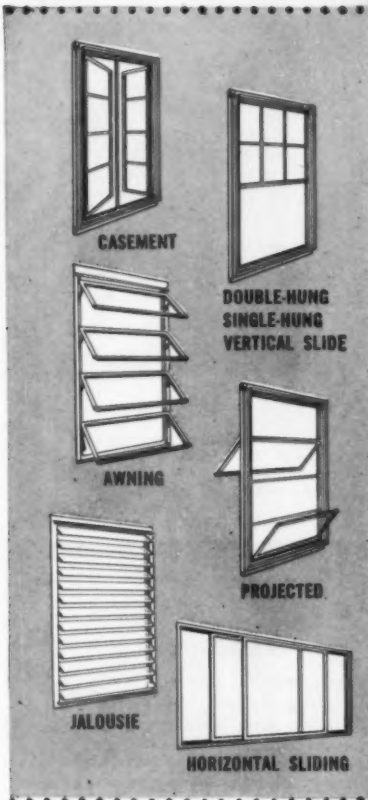
You will find "Quality-Approved" aluminum windows a real asset in selling today's market. They add the "touch of quality" that buyers can see and recognize easily from either outside or inside the house. They mark you as a quality-minded builder.

"Quality-Approved" aluminum windows have been designed and constructed to meet recognized quality standards—standards that have been adopted by the FHA. What's more, the Quality Seal on these windows indicates they have been tested and approved by a well-recognized independent laboratory for quality of materials, for construction, for strength of sections and for minimum air infiltration.

For additional information consult any of the manufacturers listed below, or write direct to Dept. AB-5711.

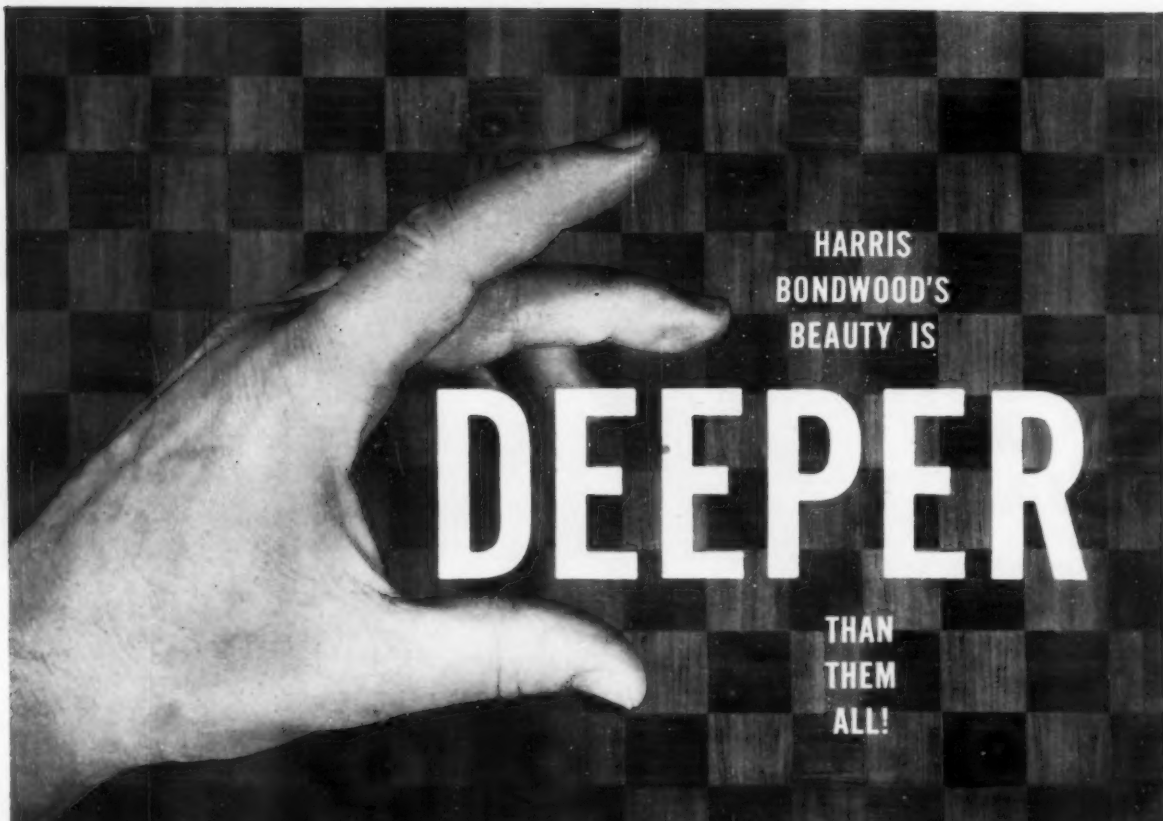
*Aluminum Window Manufacturers Association*

45 North Station Plaza, Great Neck, N. Y.



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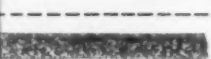




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BONDWOOD'S  
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 <p><b>HARRIS BONDWOOD FLOORING</b> A full 5/16 inch of durable hardwood flooring.</p>	 <p><b>LAMINATED BLOCK FLOORING</b> BondWood has more wearing depth than laminated blocks.</p>	 <p><b>STANDARD HARDWOOD FLOORING</b> BondWood can be finished more times than other types of hardwood flooring.</p>	 <p><b>ASPHALT TILE FLOORING</b> BondWood is thicker than asphalt tile flooring.</p>
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Compare BondWood critically with any other flooring you've ever considered. Just look at all the advantages. You get more than deep beauty and the resultant lifetime of wear. Its unique construction and installation in HARRIS Adhesive Mark 10 provide a solid, stable connection and footing. And there's less waste in installation because with BondWood's slats you can "give or take" in inches — savings on big or small jobs.

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The Finest in Flooring Since 1898 / Our products are exhibited in the National Housing Center, Washington, D. C.

SWAY HER "HOME-BUYING DECISION" WITH THE NEW-

# Caloric

**BUILT-IN GAS RANGE**



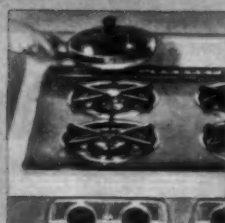
Usually it's the woman who makes the final decision "to buy or not to buy." And what woman doesn't base her home-buying decision largely on the kitchen? She'll like this completely new Caloric oven-broiler unit . . . the separate top burner units that can be conveniently placed to save steps, save time. (She can choose from 7 porcelain enamel colors, plus bright and satin metal finishes.) Install this beautiful Caloric Built-In and watch it "swing the sale."



**MEAT THERMOMETER** provides precise, automatic control in roasting. Thermometer is set and inserted. Turns oven off automatically when meat is done.



**MORE SPACIOUS OVEN** is 1 1/4 inches deeper. Complete oven-broiler unit looks larger, but fits the same cut-out dimensions of previous Caloric Built-In gas ranges.



**THERMO-SET TOP BURNER** gives same temperature control to top burner cooking that's available in oven cooking. Makes every pot and pan "automatic."



**NEW! ROTO-ROASTER** rotisserie lets family have a barbecue any day of the year. Meats come out moister and more tender than conventional oven-roasted meats.

# Caloric

THE BUILT-IN GAS RANGE SPECIFIED BY LEADING HOME BUILDERS FOR AMERICA'S BEST HOMES  
**CALORIC APPLIANCE CORP., TOPTON, PA. • RANGES • DRYERS • BUILT-INS • DISPOSERS**

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Please send me full descriptive literature on the new Caloric Built-In Gas Ranges.

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## K&M Shingles add power to your sales pitch !

**Low-cost K&M Asbestos-Cement Siding and Roofing Shingles** arouse prospect interest at first glance. Styled in a wide range of modern colors, they're loaded with eye appeal.

**They're also tough, durable** and practically maintenance-free. K&M Asbestos-Cement Shingles won't burn, rot or corrode. Never need protective painting. Silicone-treated K&M Siding causes dirt-bearing water to "ball up" and roll off.

**You have the advantage** of offering a known "name" brand to highly brand-conscious prospects. Extensive national magazine advertising has built confidence in and recognition of K&M Asbestos-Cement Siding and Roofing Shingles among millions of prospects. Their confidence gets an extra boost from the Good Housekeeping Seal of Approval that K&M Shingles have earned.

**And K&M Shingles give you extra profits.** They're low in first cost. Easy and economical to install. K&M Siding and

Roofing Shingles are made of asbestos fibers joined with portland cement. Or, you may prefer to combine K&M Asbestos-Cement Siding with high-quality, durable K&M Asphalt Roofing Shingles.

For more information, see our catalog in Sweet's Light Construction File. Your building supply dealer has K&M Shingles. Put them on your materials list now.



**KEASBEY & MATTISON**  
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**1958 will be the year  
all building begins  
to get back in stride**

Builders just can't seem to get a simple answer to a seemingly simple question, namely: "Will business (and profits) go up or down next year?"

Neither, say the economists. The consensus of the experts consulted by AMERICAN BUILDER in making its forecast (next few pages) is that business will, instead, go sideways.

Both the economy in general and the construction industry in particular, the experts say, have reached a high plateau and the objective is to try to keep them there, with no risk of inflation or recession. (Home building, of course, has some climbing to do before it gets a firm footing on the plateau.

Actually, the big question turns out to be: "How will the second half of the year differ from the first?"

This is significant: few experts will predict beyond mid-year. Secretly, off the record, most experts feel much more confident than they're saying—especially about the second half. Here's why: they expect some important changes around May or June in some of the factors that substantially influence the building market—such factors as money supply, outside competition for the consumer's dollar, federal legislation (including key changes in the 1957 housing act).

The experts know that 1958 with a \$72-billion total market and 1.1 million housing starts (see pp. 58-60), will be a big year for building—even if the outcome of these catalysts is disappointing. They know, too, that if things break right, the second half could launch the building industry on a flight that, in the next few years, might rival Sputnik's.

One way or the other, you can count on this: 1958 may hold no miracles, but it will be a year of steady growth—the year *all* building begins to get back in stride.

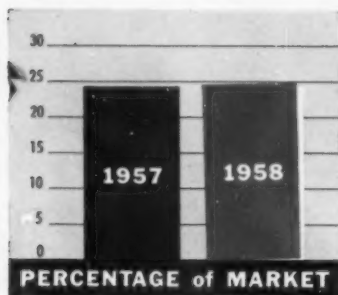




# How much of this \$72-billion



**PRIVATE NEW RESIDENTIAL construction will go up 6% to \$17.7-billion next year**



**F**or this segment of the market, particularly, the year will get better as it goes on.

Biggest disappointment in the first half of the year: although encouraged by the new housing act, home builders will not be able to build as much as they're now planning—at least not until money

eases and they get commitments.

Another sad fact (though more expected): lower profits, as the squeeze of rising cost continues.

But—and economists make a big point of this—the rate of increase in costs (and other inflationary trends) has slowed down. One result: the median price house has probably reached a plateau at just over \$15,000. (NAHB surveys show the median price went up only 3% in 1957, compared with 8% in '56. No hike is seen in '58.

What this adds up to is a slowly but definitely improving housing market in '58, with starts and dollar volume going up 5-6% over '57.

Here's a capsule outlook for '58:

- **Price tags.** Trend toward lower price houses (\$12,-14,000).
- **Interest rates.** Mortgages, now at peak, will taper off.
- **Mortgage money.** Easier, less

competition for it from industry.

• **Costs.** Less climb. More stable price indexes—both wholesale and consumer.

• **Starts.** Up 5-6% (ditto dollar volume). Total at least 1,050,000, rock bottom. Estimates range from 1 million to 1.2 million. Figure it this way: a net gain of 800,000 families. Plus 300,000 houses removed from the market. That's a basic need of 1.1 million new houses just to keep afloat.

• **Rental and cooperative housing.** Bigger share of market in '58. Rate of investment return will be more attractive.

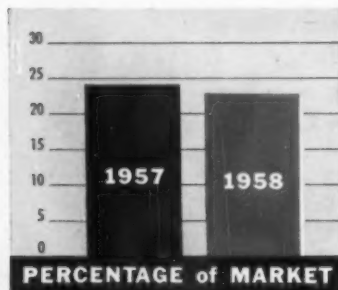
• **Farm housing.** Continued drop, creating demand for more nonfarm houses.

• **Housing for elderly.** Heavy emphasis in '58.

In short, a very healthy growth year for private housing.



**PRIVATE NEW NON-RESIDENTIAL construction's share will drop, still take \$16.6-billion**



**N**ub of the situation in '58: overall industrial expansion has ended. Every category except utilities will show a 5-10% cut in construction outlay next year. While industrial construction goes down close to 10% to \$3-billion, utilities will go up from \$5.7-billion to more than \$6.2-billion. (Utilities,

last to expand, didn't begin their push till the fall of '56, will spend some 5% more in '58.)

Industry's fast-write-off tax advantage, due to end about midyear, will probably be extended another year.

With home building off for the past two years, commercial construction has slowly but steadily declined, will do so again in '58. Reduction: about 10%, from \$3.5-billion to \$3.2-billion, still topping industrial construction.

Other kinds of building—churches, hospitals, schools, institutions, etc.—will stay about the same, maybe go up a bit in dollar volume because of inflated dollars.

Expect no increase in farm construction. This segment will likely stay at about \$1.5-billion. If any change, a drop.

Don't worry about shortages of

materials or labor. There will be something like a 2-3% increase in the number of construction workers employed, with even distribution of this force nationally.

But, paradoxically, you'll pay more for both building supplies and manpower. Materials may dip in price after '58, but labor has a built-in cost-rise factor in long-term contracts.

Net: a very slight rise in the amount spent on private new non-residential building—probably less than 1% more than last year—and most of it due to higher prices for materials and manpower.

Actually, this segment will take a somewhat smaller share of the larger 1958 construction market. It will present less competition for available money supply next year, to the advantage of all other kinds of construction.

# market will you get in 1958?



**PUBLIC CONSTRUCTION will make the biggest gain: up 9% to \$15.3-billion**



Here's where the biggest jump will occur in '58—close to a 10% gain in dollar volume, from just over \$14-billion in '57 to some \$15.3-billion next year.

Much of the gain will come from frantic school construction on both state and local levels and from new highways.

Momentum is finally stepping up on the latter program. Most of this year's predicted highway bonanza never materialized and incredible snags will continue to keep a good part of the potential in the blueprint stage. But it's moving. From just short of \$5-billion in '57 to well over \$5.5-billion in '58.

Note this: state and local governments may get first call on any extra funds looking for an investment. The usual reason: they can pay higher interest rates; their bonds are tax exempt.

Local governments will be under pressure to work more closely with builders on improvement of community facilities, urban renewal, and other public works.

In fact, Congress is just getting an investigation under way into the subject of financing of such projects. House Subcommittee on

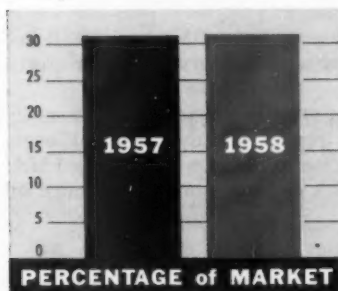
Housing chairman Albert Rains told AMERICAN BUILDER that relocation housing—vitaly needed to rehouse families displaced by slum clearances—will be one of the priority matters in new hearings and studies. Come spring, some new laws may result.

One major aim of such new legislation may be to make public rental housing more attractive to investors. Favorable reaction is expected because recent dearth of rental building has helped expand market.

Cutbacks in the defense budget will mean a slight drop in the amount spent for building military facilities. This year will probably end with a total outlay of some \$1.25-billion, down from \$1.4-billion last year. In '58, expenditures will dip to around \$1.2 billion.



**MODERNIZATION, ALTERATION, MAINTENANCE will zoom to \$22.6-billion, largest share of market**



Repeat: \$22.6-billion. Hard to believe? Figure it out for yourself. ABC stuff. Millions of stores, offices, and industrial plants are obsolete. Also, we haven't built enough new houses. Every economic statistic has unmistakably pressed for the construction of more houses.

During the past two years, only the lack of mortgage funds has kept the industry from meeting this demand. We've actually built less.

The mammoth highway building program, though still only in its infancy, has aggravated the situation with demolitions.

Upshot: Existing houses have literally been bursting at their seams. What's more, they'll continue to burst as homeowners try to make them last longer.

And, too, with new industrial and commercial construction down, there will be more alteration and modernization work to be done on non-residential structures.

What's the answer? More patching. Repair, maintenance, remodeling, additions. Business—both industrial and commercial—is going to have to spend much more than in recent years.

How much? We're told that our estimates of this market have been conservative and that well over \$21-billion will have been spent when '57 ends. As the building market is now constituted, you've got to figure this segment's share to increase by at least the same rate as the rest, probably higher.

Say 6%. Add that up and you get a staggering sum—but still probably a conservative one.

Besides the normal pressures, here are three factors you can expect to boost this market further:

- A continued drive to improve and enforce building codes.
- Home Improvement Council's all-out drive to make homeowners dissatisfied with the appearance of their homes.
- Possible changes in tax laws to encourage trading in of old houses.

# Don't expect miracles in '58 — just good steady growth

## **FORECAST: 1958 housing starts will hit 1,100,000, maybe 1,125,000**

The year will start at a 1,000,000 rate, gaining in the second half. Final tally will include close to 1,050,000 private starts and some 50,000 public. Of this, count on a minimum of 650,000 conventionally financed and 250,000 FHA.

This year (1957) seems certain to wind up with around 1,030,000, possibly a bit more. Private starts will just miss reaching 1,000,000; public starts will be about 40,000.

## **FORECAST: You'll find more mortgage money, starting around midyear**

Here's why: first, the supply will be up—from savings, new sources. Interest rates have probably reached their peak. And the FHA rate, despite pooh-poohing, may be high enough to attract a decent amount of permanent financing. Much confidence is put in FHA's new Instlcorp. type of program enabling smaller investors to buy shares of mortgages.

Also, the U.S. Savings & Loan League has come up with a plan to up their lending ratio so as to provide 90% conventional loans. Plenty of wrinkles still to be ironed out, but plan has NAHB backing, good chance of passing.

Second reason money will be less scarce. Industry will stop hogging it all. Expansion has already leveled off, won't pick up much, if any, in '58. The Fed will play it by ear, wait and see what demand

is. Constant pressure has sandpapered the agency's sense of touch and this year it will act if necessary. But don't expect any change till May or June at earliest.

Still more help could come from tax cuts. You'll hear heap talk about them. But don't believe it. Sure, Congress will go through election-year motions but nothing doing in '58 as long as inflation remains a threat.

## **FORECAST: Congress will ease discount controls, aid investments**

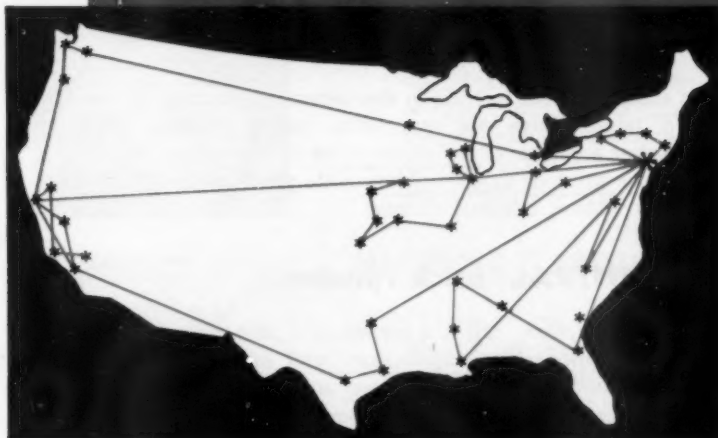
Builders are betting discount controls won't go the route. If not actually k.o.'d, they'll at least get pretty battered by political infighting that will finally leave them with few teeth. Although there's scant pressure for or prospect of any quick housing legislation, you can look for these other goodies:

- Improved capital gains tax law to encourage investment in rental housing—better treatment for real estate investment trusts.
- Help for builders on trade-ins by possible law change to avoid taxing them on sales of houses taken in trade and then resold until actually paid for.
- Further revision of Fannie Mae to give it facilities to make it more of a reserve bank for mortgages.
- Congress will probably extend the VA housing program (due to expire in July '58) and even raise loan interest rate to parity with the new FHA rate. But for '58, VA is dead; won't figure much in builders' plans.

### **What's ahead in 1958: A capsule summary**

Private new residential construction . . . . .	up 6.0 percent . . . . .	\$17.7-billion
Private new non-residential construction . . . . .	up 0.3 percent . . . . .	\$16.6-billion
Public construction . . . . .	up 9.0 percent . . . . .	\$15.3-billion
Modernization, alteration, maintenance . . . . .	up 6.0 percent . . . . .	\$22.6-billion
Total 1958 building . . . . .	up 5.4 percent . . . . .	\$72.2-billion

## A coast-to-coast staff report



During National Home Week,  
12 American Builder editors  
traveled 32,000 miles,  
visited 45 cities,  
covered almost 1,500 houses,  
to show you...

## ... what will help you sell in 1958

On the next fifteen pages we're going to show you the ideas builders from all parts of the country think will sell their houses next year. Our editors visited National Home Week Parades of all price ranges, and, of course, there were marked regional peculiarities, but there were some ideas that every editor found everywhere he went.

**THE FAMILY ROOM** is the sales center of the house. Whether it's on the lower level of a split or next to the kitchen in a ranch, it's getting bigger, it's getting more glamorous, and it's getting the lion's share of attention. As informal living replaces formal, so the "family living" area is growing at the expense of the formal living room.

**BATHS ARE NEXT** on the list for glamorizing. It wasn't long ago that colored fixtures and vanities were a novelty; now the public expects them, and builders are having to work hard to stay ahead. Built-in storage,

mirrors, and lighting are getting bigger and gaudier; and paneling, planters, telephones, and even magazine racks are beginning to bloom in the bath.

**THE ONE STORY HOUSE** is still king, whether it's called a ranch, rambler, or bungalow. Buyers seem to prefer one-level living and the simple, well divided plan it affords; and builders are happy with the economies of the one-story model. And if more expansion or storage space is needed, a basement is an economical way of getting it.

**THE SPLIT LEVEL** is moving up fast, although sometimes it's hardly recognizable. Builders are building splits that look like both ranches and two-story houses; and, paradoxically, two-story houses that look like splits. What it all adds up to is that the public is warming up to splits, and our editors reported that in almost every area there are more of them than last year.

Here's the regional picture, and the editors who saw it





## ...what will help you sell in



### **NORTHWEST: individual design**

"The successful tract builders in this region are creating an individuality of house design that approaches custom building. They are constructing a number of variations on the split-level (see pp. 70-71). Also: more stress on indoor-outdoor since patios are used here." . . . Joseph B. Mason, editorial director.



### **NORTH CENTRAL: brick ranches**

"With few exceptions, this is a conservative area. The most saleable home in any price range is a one-story brick ranch (see p. 72) with full cellar, although splits are gaining, and slab houses will sell—at the right price. Most Parade houses I saw were priced over \$20,000." . . . Maxwell C. Huntoon, Jr., construction editor.



### **CHICAGO AREA: more quality**

"Most of the Parade houses here were by custom builders. The average price was \$25,000. I'd say there was more emphasis on quality and brand names this year, and perhaps a little more area for the money. There is less basement finishing, too—the money seems to go into family rooms." . . . Charles H. Goodall, directory editor.



### **SOUTHEAST: splits are coming**

"Although ranches are still hot sellers, split-levels are becoming more popular. Houses had entrance areas—a move away from front doors opening directly into living rooms. Areas are created by dividers, planters, and, in higher-priced homes, by center halls. Also—more built-in refrigerators." . . . Alvin M. Hattal, merchandising editor.



### **NORTHEAST: good value given**

"Builders here are giving good value to homebuyers. House prices are high principally because cost of land has risen so. Most evident in kitchens—no more free-standing ranges (p. 68). Every house we saw had built-in oven and range. Also noted: more formal and separate dining rooms." . . . June Vollman, Carol Snyder, news editors.



### **FAR WEST: heavy on details**

"Traditional and 'gingerbread' still dominate the exterior design of houses in all price classes. This style dictates the strong emphasis on details inside the houses (see pp. 66-67). Representative are many kinds of room dividers, natural stone fireplaces, louvered doors, planters." . . . William C. Rodd, western editor.

# 1958...the regional picture



## **SOUTHWEST: "customized" basic plan**

"In all price ranges, I saw builders attempting to 'customize' a basic, saleable plan (like the ones shown on page 72) with built-ins, compartmented baths, paneling (a 'must' in family rooms), really complete kitchens, exteriors best described as 'colonialized ranches' . . . including 'gingerbread' types." . . . Walter Reese Browder, editor.



## **MIDDLE ATLANTIC: good market**

"This is an area in the New York orbit, and it's growing fast enough to generally offset the national slowdown in building. I saw ranches and splits—about a 50-50 breakdown, and builders seemed to be giving more space for the money than last year. I saw one 'gingerbread.'" . . . Sally Gassert, new products editor.



## **MIDWEST: colonials growing**

"Division between ranches and splits is now about 70-30, respectively. Trend is toward colonial design with some 'gingerbread' coming into the area. Builders are paying more attention to construction which will lower air conditioning load—wide overhangs, less glass, more insulation." . . . Walt Veneigh, midwest editor.




## **SOUTH: two baths and more**

"In Parade homes, two baths were the norm. These homes averaged \$20,000. There appeared to be a trend toward two baths in the under-\$15,000 house. One-story's, mostly on slab, are still the runaway favorite, although a few splits have begun to appear. Exterior designs are good." . . . John Ingersoll, features editor.



## **NEW ENGLAND: all out for NHW**

"The two-story colonial is gaining in favor, and splits are still very popular. However, the ranches that have been built—and there are more this year—have sold well. Builders here go all out for National Home Week; find this promotion pays off when effort is made. Plaster still a must." . . . Joseph Ferche, technical editor.

**On the next 12 pages: the houses  
these editors chose that illustrate  
these saleable features** 

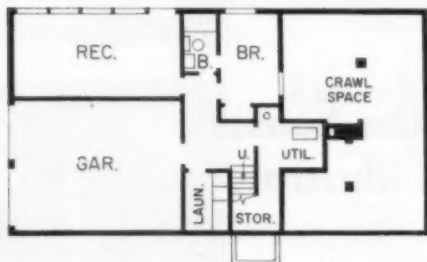
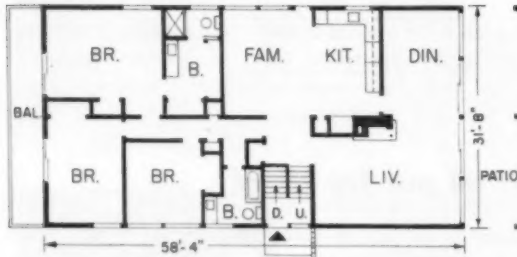


**Staff report: What will sell in 1958**



**Typical example in Pleasantville, N.Y.**

**COMBINATION** of family room and kitchen, sometimes called the "living center," is typical of Parade homes throughout the country—the hottest sales feature. Opening onto deck, area fits into indoor-outdoor pattern, too.



**Family rooms:**



**BALCONY** and low-pitched roof give a fine contemporary feeling to this Shroder Co.-built house which goes for \$33,250 without land; plan is national favorite.



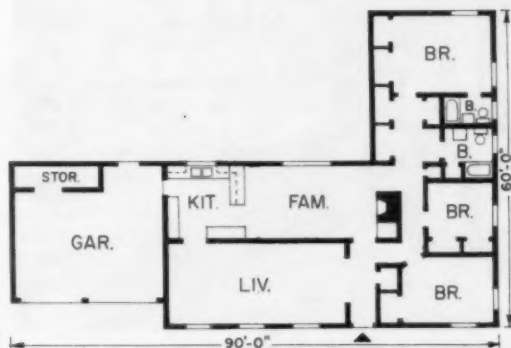
**Typical example in  
San Antonio, Tex.**

**TRADITIONAL** look of this family room in "Cotton" Jaroszewski's \$30,000-house (without land) is becoming more popular everywhere. This room also opens into kitchen; has pass-through eating bar (behind camera).

## the builders' best sales feature



**HOUSE-WIDE PORCH**, pillars, and deep shuttered windows have become traditional trademark in the South. Its antique brick is another sales-aiding feature.



**ELL-PAN** forms a pleasant change from basic ranch; makes a natural location for patio; creates a more centralized "living core" fanning out from family room.





**PORTLAND, ORE.:** where the kitchen and the family room are combined, the breakfast bar, serving as a room

divider and a place to eat, is gaining fast. This one has two levels: one for cooking, the other for eating.

## Family room fine points:



**SHERMAN OAKS, CAL.:** fireplaces are (1) moving out of living rooms into family rooms; (2) are much more decorative (like this antique brick finish); (3) have raised hearths, and (4) are larger. Note open beams, too.

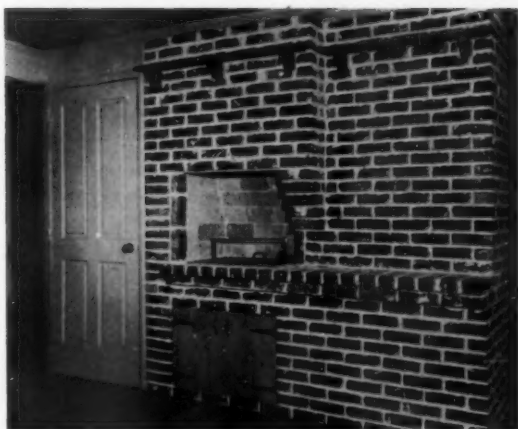


**SEATTLE, WASH.:** wood paneling was noted by all **AMERICAN BUILDER** editors, and the family room was the spot most often paneled. There was also an increase in the number and variety of built-ins, as shown here.



**BEVERLY HILLS, CAL.:** sliding glass doors, practically indispensable in California, have taken hold in all corners of the U.S.A. Some simply lead to yard, but a whopping percentage open onto patios, as here.

## fast becoming standard



**SEATTLE, WASH.:** good planning can provide a two-in-one fireplace wall for both the living room and the family room. This family room has a barbecue, additional proof of the merger of family room and kitchen.

### ... and here are some extras

One of most noted changes: 100-amp wiring in all priced houses, along with an increase in circuit breakers, radio and communicative intercoms, telephone jacks, and fancy light fixtures.

A decided trend toward use of louvered folding doors and accordian doors. These are being made of wood, metal and plastic fabric. Their uses: as closet doors, pass-through and room dividers.

In the living room and the family room, a more generous use of wallpaper. With decorator taste, it is often used on a single wall. Also—many more planters are used as room dividers.

Even in low-cost houses, basements are being finished more completely—with paint on the walls, asphalt tile floors. In higher-priced homes, basements are often finished completely, bars and all.



## Staff report: What will sell in 1958

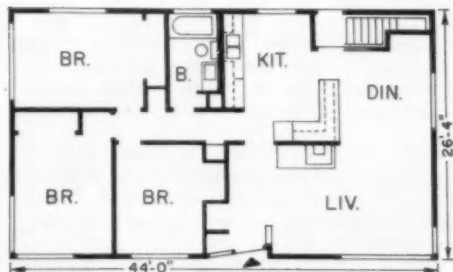


EVERYTHING in view except the refrigerator was included in basic price of this house (\$14,500 without land).

This phenomena is becoming standard in all sections of the country. Pass-through is very popular, too.

Typical example in Milwaukee, Wis.

# You've taught them to expect a "complete" kitchen . . .



**KITCHEN** is well positioned in plan (if last year's Women's Congress was indicative of women's wants) since it looks out over children's play area. Although there is only one bath, it is glamorized with mirrors, vanity.



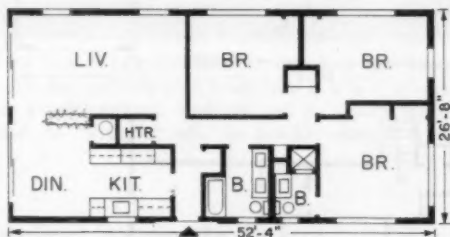
**GOOD BLEND** of brick and rough-cut cedar shakes makes exterior design of this "basic-plan" house appealing. Planter to left of door is a welcome extra for the women. House is built by Nichols Construction Corp.



HERE IS the answer to the custom-built house's fancy dressing room. Now tract builders and builders of under-\$20,000 houses are giving homeowners plenty of class in the bath (even down to a conveniently hung phone).

Typical example in Savannah, Ga.

... now they're beginning to look for the "glamor" bath



NOTE that house actually has two full baths—another trend which AMERICAN BUILDER editors noticed everywhere. Good planning went into positioning of kitchen, accessible from entry, dining room, terrace at left.



LONG ROOF LINE makes this \$16,950 house (without land) look much more expensive. Brick wall carries out theme of house, and shields terrace for privacy. House is built by Powell Construction Co. of Savannah.





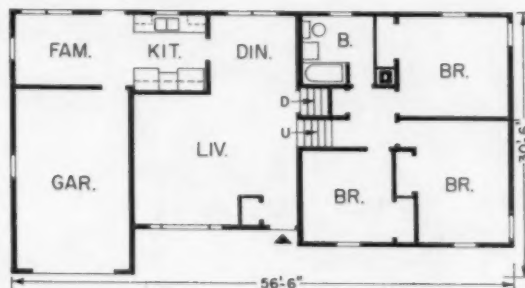
# The split is still popular in its

When the split-level design first appeared on the building horizon, it was intended to give the post-war ranch-home owner more space. What usually came out, however, was row on row of the same, usually ugly design.

This year, even the conventional split, as illustrated by the Rockford house at right, is better designed. And, an endless number of variations on this design are popping up everywhere in the country, particularly through the North.

## Typical example in Rockford, Ill.

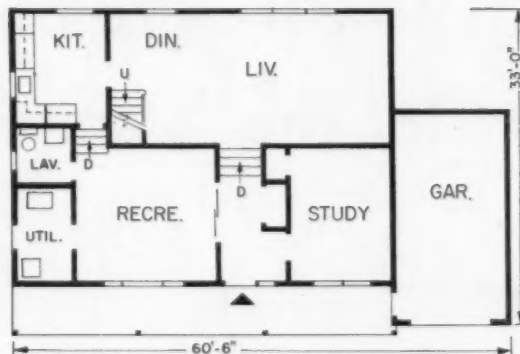
STANDARD SPLIT-LEVEL design in elongated form (to avoid the "pill-box" look) was built in Rockford by Northwest Construction Co.; sells at \$17,850 without land. Although on different levels, the plan follows fundamental design which is nationally popular. Bedrooms are warmer in winter without garage below.



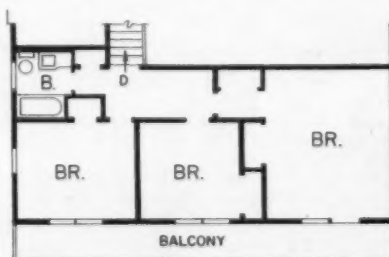
## ... but many builders are



TWO-STORY look is achieved by reversing front-to-back split. New Orleans-type balcony gives custom touch to this \$17,990 (with land) house built by Mercer Park, Inc. Plan shows how split can give more space per dollar.



## Typical example in Middletown, N. J.



conventional form...

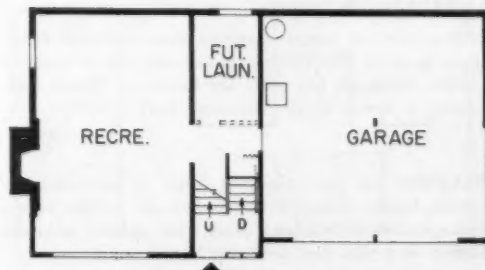
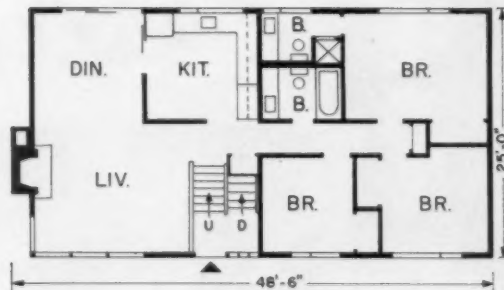


experimenting with the idea



**HERE'S A WELL-DESIGNED** two-story that resembles a split, but isn't. As plan bears out, it is a real two-story with a split entrance. Built by Bell & Valdez, the house, called the "Riviera," sells for \$14,850 without land.

**Typical example in  
Bellevue, Wash.**





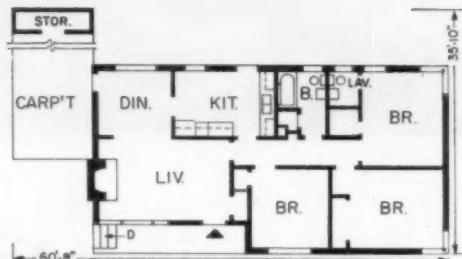
# The one-story house is still



## MEMPHIS, TENN.

**TYPICAL OF ITS AREA**, and resembling houses in all parts of the U.S., this Carl J. Grant Co. home often sells before framing is completed. Reason: brick facing, a sound plan and \$12,700 price tag, not including land.

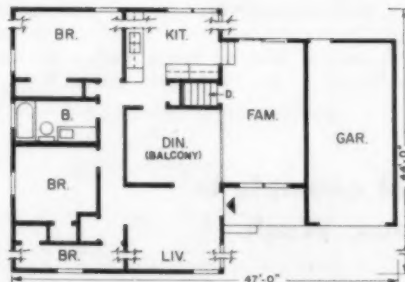
**MANY WOMEN** expressed immediate delight in "formal" dining room—said they were tired of "dining areas." Third bedroom is panelled with Brazilian Parana Pine; can serve as den if only two bedrooms are needed.



## SAYVILLE, N.Y.

**BLEND** of exterior materials and an abbreviated ell design combine to make this Zummo Organization-built house a fast seller. Although hip roofs are harder to frame, their popularity is strong here. Price with land: \$15,390.

**VARIATION** on the one-level plan is achieved by step-down family room (2 steps). Separate dining room, full garage, center hall, and good sized second bedroom all add up to a plan that salesmen like to sell.



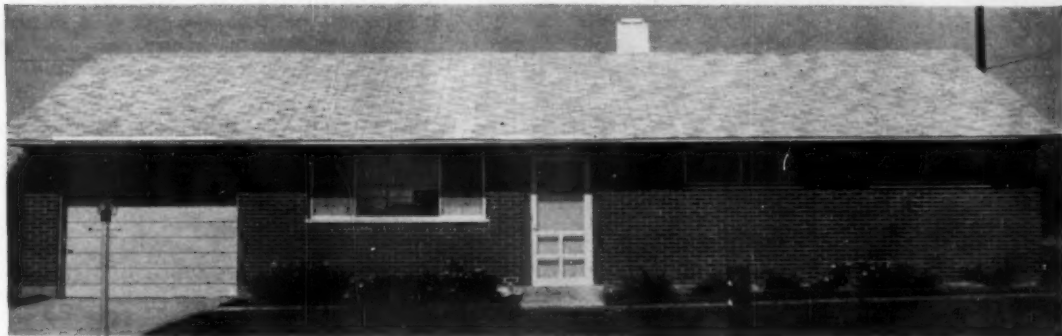
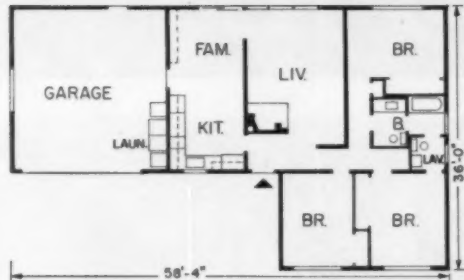
# the national favorite



## OSWEGO, ORE.

**PROOF THAT GOOD DESIGN** can be built into a low-cost house is given here in this \$12,300 model (without land) built by Wedgwood Homes, Inc. Oven and range are included in this basic price. It's on a crawl space.

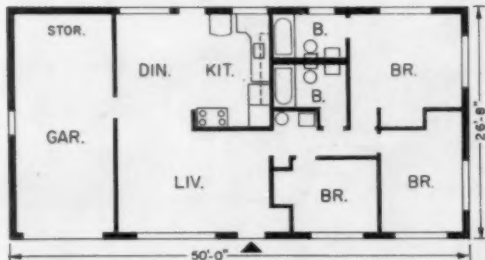
**SUPERB ENTRYWAY** is made by positioning of fireplace, back wall of which is bricked. There is good design for traffic circulation in "living center" (kitchen-family room-living room-patio). Baths are well arranged.



## DAYTON, OHIO

**ALL-BRICK** is still very popular throughout this area (and is still a top-selling feature to almost all U.S. home prospects). House is built by H. C. Huber Construction Co. and sells for \$13,495, including land.

**BASIC PLAN**, seen by AMERICAN BUILDER editors everywhere, makes a simple division between living and eating areas and the sleeping wing. Three bedrooms are standard everywhere across the country.

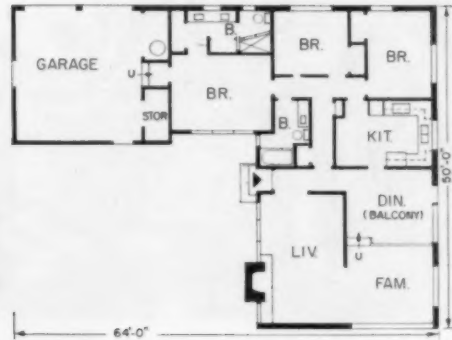




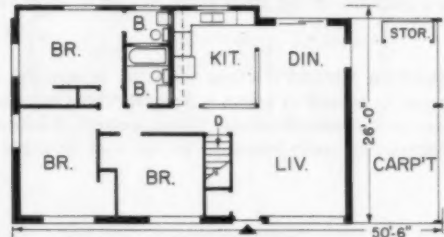


Staff report: What will sell in 1958

## At higher prices, builders

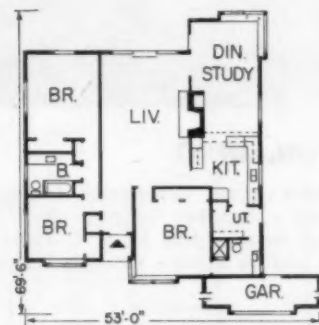


**JACKSONVILLE, FLA.:** Blend of materials on exterior, "freedom-of-movement" plan help sell this \$23,000 (without land) Demetree house.



**ST. LOUIS, MO.:** Large-sized kitchen drew plenty of attention here, as did sliding glass doors off dining room—which lead onto concrete patio.

**CONTEMPORARY LOOK** makes this house a standout in a conservative area. Raney and Michelson are the builders; price with land, is \$17,990.



**SHERMAN OAKS, CAL.:** A superb plan, intelligent use of gingerbread makes this an outstanding house. Builder: Schulman. Cost: \$27,950 with land.

# "individualize" a spec job

**I**ndividuality. Each house on this page has it—in a regional sense, yes, but they have it.

Why? Because the builders whose parade homes they are, know home-seekers in the market for a house around \$20,000 (and up) won't be satisfied with an enlarged version of the \$12,-\$15,000 one-story home they already own.

Knowing this, the builders add: regional styling, more intricate plans, more "custom" touches, a wider variety of built-ins.

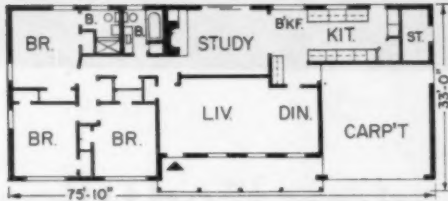
There is a fitting parallel in the auto business (a builder's stiffest competitor for that consumer dollar). When John Doe is ready to switch from a Ford to a Lincoln, he doesn't want an enlarged Ford. He wants a car that is distinctive. It must

boldly inform the neighbors that he has "arrived."

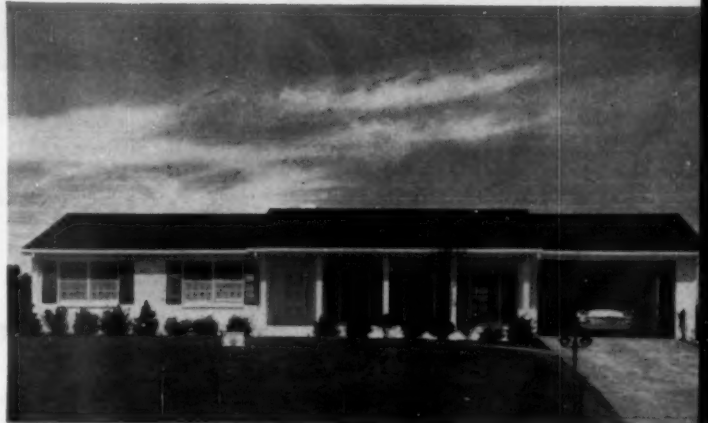
The identical idea can be traced in the houses on these pages. The builders have made them *distinctive* in their respective areas.

Why is this important to today's builder? For one big reason—more profit. Competition in 1958 is not going to get lighter, nor are material and labor costs going down noticeably. The glib answer to this problem has too often been "hard sell." These builders sell hard, true enough. However, they have given themselves an advantage in the competition by building a house with *hard-sell* features.

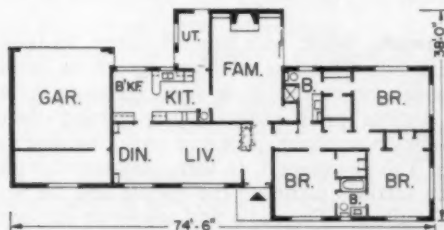
As illustrated on these pages, such features include blending exterior materials, altering the roof line, adding some frills.



**BIRMINGHAM, ALA.:** Here, the family-room kitchen combination with a menu-planning alcove and huge corner pantry helped sell the house.



**LUXURIOUS** old-South look is achieved by porch, louvered door, shutters and white facade. J. B. Owens-built, it sells for \$28,500 with land.



**DALLAS, TEX.:** Dominant family room gets the play here, and appealing feature besides is large eating nook off kitchen in addition to dining area.



**BIG WINDOWS** and big shutters create the effect of a house much larger, more costly. Maxwell Construction built it. Cost: \$26,000 with land.

# How you can get the most out

## CHARLOTTE BUILDERS SHOW YOU HOW TO:

1. Make them want a house
2. Find out what kind they want
3. Sell them the house they want



## ... here's the way they

### ... 1. First, they dramatized the idea of owning a home

**H**ow to plant the idea in the buyer's mind? That was the first question.

Charlotte, N. C., builders knew this: the *big* idea—the idea of owning a home—grows out of a lot of little ideas (the idea of comfort, the idea of better living, ideas for decorating, all the many advantages that whet the appetite for home ownership).

How to dramatize these ideas to the customer?

Charlotte builders knew the answer to that, too. For them, this year's Parade of Homes was the fifth time around. They'd found the formula four years ago, when they ran their first Parade. Here's what they've learned since then:

- **Timing.** Unless your market unmistakably calls for a different time of the year, take advantage of the excitement generated by the entire industry during National Home Week. That's when you get your best opportunity to focus interest on your own model house—while people are new-home-conscious.

Charlotte builders actually ran this year's Parade to include the Labor-Day weekend but still near enough to National Home Week, later in the month.

- **Teamwork.** Work with other builders to push the event big. Charlotte builders agreed to build their models on two separate sites, grouping them within distinct price ranges. They pooled their funds to buy newspaper space and broadcast time as a group. The newspapers, in turn, cooperated with complete sections featuring the Parade and the individual builders. The radio and television stations matched spot for spot, urged their regular advertisers to plug the event on their own programs (they did).

- **Merchandising.** Work with your suppliers. Tie in with *their* promotion; use point-of-sale signs to tell your prospects you've built with brand-name products and quality materials.

As far back as last February a group of 20 Char-

# of a Parade of Homes...



**ONLY DARKNESS** stopped the crowds from continuing their inspection of model homes at the Charlotte, N.C., Parade of Homes. This year's showing consisted of two separate sites, each containing nine houses.

## sell the family

Charlotte builders made a special trip to the National Housing Center in Washington, came back with a handful of merchandising ideas. Manufacturers, suppliers, local utilities, merchants gave the Parade free plugs in their own advertising.

● **Publicity.** Give prospects a reason to come to see what you can offer. Talk to the editors; they'll show you how to earn extra publicity. With their help Charlotte builders found a way to make news every day: stories about their houses made headlines in the press and on radio and TV constantly throughout the nine-day event. One TV station shot an eight-minute film feature of the Parade, showed it twice during the week on its home-making show.

● **Advertising.** What's different about your house? Does it speak for itself? Or are their built-in qualities—"hidden values," perhaps—that ought to be brought out in the open? Charlotte builders invested in individual advertising, took time and space to tell their stories exactly the way they wanted them told.

NOVEMBER 1957



**THE WHOLE FAMILY** made the tour. Of the more than 20,000 visitors during the nine-day event, two-thirds went to see the \$28,-45,000 houses at Mountainbrook; one-third, the \$13,-15,000 houses at Clanton Park.

What they did after they got the crowds out ▶



## ... 2. Then they asked the people what they wanted

Are you building the right house for your market? Note this additional parade benefit: the opportunity to find out what your potential customers really want in a house.

Fully two years ago Charlotte builders decided to use this opportunity. With the help of the parade committee, executive director Bob Barker put together a 38-part questionnaire, labeled it a survey to "Tell us how you would like to have your home built."

Distributed and collected at the parade sites, the questionnaires proved to be as noseey as a mortgage. Some typical questions:

Do you prefer a compact design based on built-in features and equipment, or more square footage of

floor space to which you can add improvements?

Where do you want a fireplace?

What bath arrangement do you prefer?

To induce the biggest possible response, the Charlotte builders offered an alluring prize: the down payment and closing costs on a \$15,000 pre-fab house (donated by Wright Homes Inc.). To be eligible to win, visitors had to turn in complete answers to the questionnaire. The prize was good enough to get more than 4,000 people to take the ten minutes needed to answer all 38 questions.

[The composite picture of Charlotte's dream house will be presented in an early issue of AMERICAN BUILDER, along with details of the house Wright will build in accordance with this picture.]

## ... 3. And when they demonstrated, they sold houses

Sold them fast, too. Within two weeks after the Parade, 12 of the 18 models were sold, including four in the higher-priced Mountainbrook section. Even more important—half the builders had one or more contracts in hand to duplicate their models, and nearly every one had several more "hot" prospects.

And there were other kinds of business. The excitement of this year's parade, for example, helped one Charlotte family make up their mind to build the house they liked at last year's parade. Last year they were tempted; this year they were sold.

What sold them? Primarily, the builders' efforts to accomplish the two objectives detailed above: 1) to sell the idea of home ownership, and 2) to

learn how to give home buyers what they want.

Here, for instance, is how one merchandising-minded builder sold home ownership, his house, and himself during the parade.

To get prospects to come and see his model he used all major advertising media—radio, TV, newspaper, direct mail.

Visitors were greeted at the front door, handed a brochure of the house by a hostess who made them feel welcome.

Signs pointed out and salesmen explained hidden values in construction.

The builder gave the buyer a chance to sound off via written comments (thus creating leads).

He followed up leads.

## ... 4. Rx for a good parade: make it easy for them ...



DIRECTIONAL SIGNS and adequate parking areas were part of master plan supervised by city traffic engineer for convenience of home buyers. More than 6,000—a third



of all visitors—came from out of town, including a thousand from other states. Merchandising, promotion attracted people from 19 states altogether.

## HOMES, continued



"THIS IS WHAT WE WANT." Successful survey got home buyers to tell builders what they were looking for in a house by answering 38-part questionnaire (right). Al-

TELL US HOW YOU WOULD LIKE TO HAVE YOUR HOME BUILT

DO NOT FOLD

IT IS SUGGESTED YOU READ ALL QUESTIONS BEFORE MARKING YOUR ANSWERS TO ANY

MARK THE NUMBER of Your First Choice in the Space Provided Before Each Question. You Must Answer Every Question to Qualify for the Prize.

1. Including yourself, how many persons live in your present residence?  
 1) 2 or more 2) 1 3) none

2. How many of these persons are younger than 18 years of age?  
 1) 2 or more 2) 1 3) none

3. Which do you live in now?  
 1) a home you own built since 1948  
 2) a home you own built before 1948  
 3) an apartment you rent  
 4) a home you rent

4. What do you think the new home you would like to have should cost?  
 1) \$10,000 or less 2) \$10,000 to \$15,000 3) \$15,000 to \$20,000 4) \$20,000 or more

5. How many bedrooms do you want?  
 1) 1 2) 2 3) 3 4) 4 or more

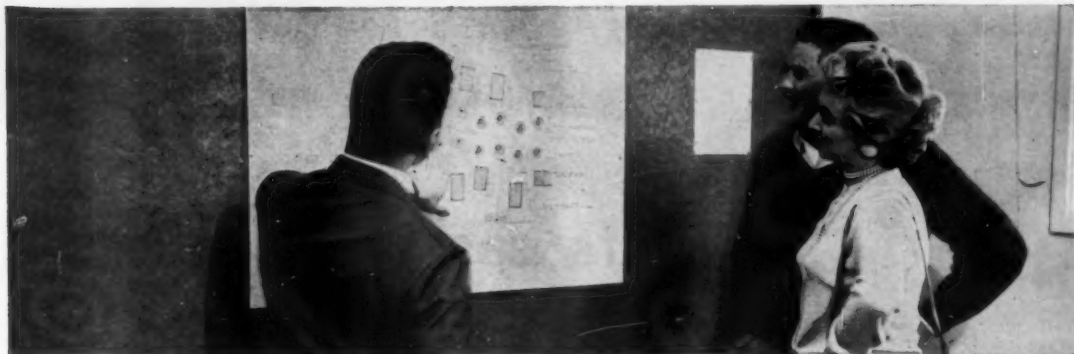
6. Is a concrete sidewalk across the front of your lot worth the added cost when you purchase your home (approximately \$ 125 for a walk 5 feet wide by 75 feet long)?  
 1) Yes 2) No

7. Easy accessibility from your home to which is most important to you:  
 1) neighborhood shopping center  
 2) school  
 3) church  
 4) bus

DISREGARD THE BUILDING COST and Consider Only the Month to Month Operating Cost You Can Afford to Pay.

Answering All of the Following Questions

though form took ten minutes to fill in, more than 4,000 visitors did so, induced partly by chance to win down payment, closing costs on new \$15,000 house.



ENOUGH SALESMEN were on hand to answer questions, help customers with their choice of lot. Positioned in key places at the model homes, they were quick to

point out features, explain "hidden values" not readily visible to the buyers' eyes. After the Parade, they made personal calls to follow up leads created at the site.

## ... and get them all into the act



THE WHOLE TOWN played a part in making the Parade a success. Kiwanians provided bumper cards, directional signs, manpower, turned over receipts to Girl Scouts. By



making it a community promotion, the builders got support of business men, civic leaders, educators—and, perhaps most important—home seekers.

## Fifth in a series:



**Regent Homes president Ray Johnson grooms his business to win lenders' respect**



## He gets cash fast to build

**B**uilder Ray Johnson spends a major portion of his business hours with his lenders. In a building operation as large as his (nearly 2,000 houses a year), there must be an unlimited source of ready cash, and he knows it well. The degree of his success is measured by the fact that in the Los Angeles area, where Johnson has established his most highly-developed program, no less than 37 lending institutions have agreed to give Regent Homes all the money it needs this year. It appears more than likely that the banks and savings and loans associations will write out a similar blank check for 1958. This will be based on Johnson's continuing command of banking men's respect, and confidence that in the lack of foreseeable pitfalls, next year's business prospects look bright. (See Forecast for 1958, page 57, this issue.)

That his formula can work anywhere is evident in Johnson's setting up similar operations in Sacramento (at the invitation of the Security Title Insurance Co.) and in San Diego.

Why is cash so readily available to Regent? Of course, one of the strongest reasons is profit. The lenders were charging an average 6.6 per cent interest and from three to four points premium in June. Now, rates on some of the loans have gone up to

7.2 per cent, with a premium of five points. Johnson passes many of the extra costs along to customer, who must be sold the house first and the financing second, much like an auto sale. Selling price of Regent homes ranges from \$4,590 to \$6,245.

But many other reasons loosen lender's purse strings. As Philip Bishop, executive vice-president, Prudential Savings and Loan Assn. in San Gabriel, puts it: "The houses are presold and we never have the problem of an unoccupied house. Nor have we ever had a foreclosure or serious delinquency in one of these properties.

"They are relatively easy to finance inasmuch as the borrower is usually availing himself of an existing equity in the property which he already owns. Also, we have never experienced any difficulties in the contractual arrangements between Mr. Johnson and his customers in the actual construction of the properties."

Flow of day-to-day funds is controlled by Builders Disbursing Service, a separate company owned and operated by Regent. This constitutes another spur to lenders' confidence in Regent, since BDS is bonded against mingling money on hundreds of jobs in progress at one time. BDS disburses all payments to subs.

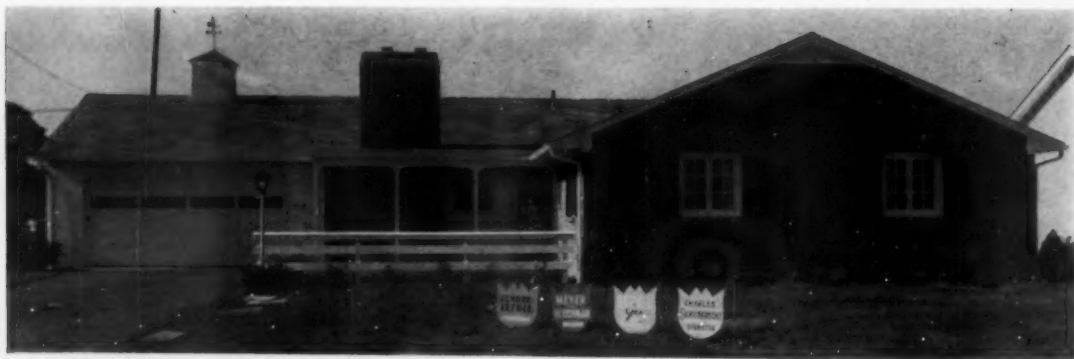


## low-cost houses like these

### EIGHT STEPS TO FINANCING A REGENT HOMES SALE

- 1 ORIGINAL SALE** of Regent idea is made to property owner by one of salesmen from a Regent-owned company. (See August 1957 American Builder for organizational set-up.)
- 2 SALES AND FINANCE** manager of the subsidiary company must then approve sale. Once ok'ed, processor prepares a loan application which includes all necessary data.
- 3 LENDER** comes into the picture now. Sales and finance manager takes loan application to savings and loan. Companies have several sources of funds—distribute loans evenly.
- 4 APPRAISAL** of property is then made by lender who knows all about house and building techniques, and needs only to appraise lot. Firm commitment usually comes in 2-4 days.
- 5 PROPERTY OWNERS** come to Regent company office, where salesman, sales and finance manager "sell" him commitment. When owner agrees, preliminary escrow papers are signed.
- 6 PRELIMINARY** title search is now made, a copy of which goes to the company to clear up problems. Also, at this time, a credit report is secured on the customer by Regent.
- 7 AGREEMENT** is prepared by lender. This, plus note and trust deed, is then signed by the owner either at the Regent company office or at lenders' office. Deal is now completed.
- 8 RECORDATION** is duly made, and company starts the wheels rolling for construction of another Regent home. Constant repetition eliminates snags, puts emphasis on selling.





**LONG L-SHAPE** makes this a big house for \$24,800. (Stripped of extras, and without garage: \$19,100.) En-

closed and fenced walkway from garage is both sensible and highly decorative. Lamp by garage is gas-lit.



They use traditional trim over a floor plan as up-to-date as tomorrow

WHAT

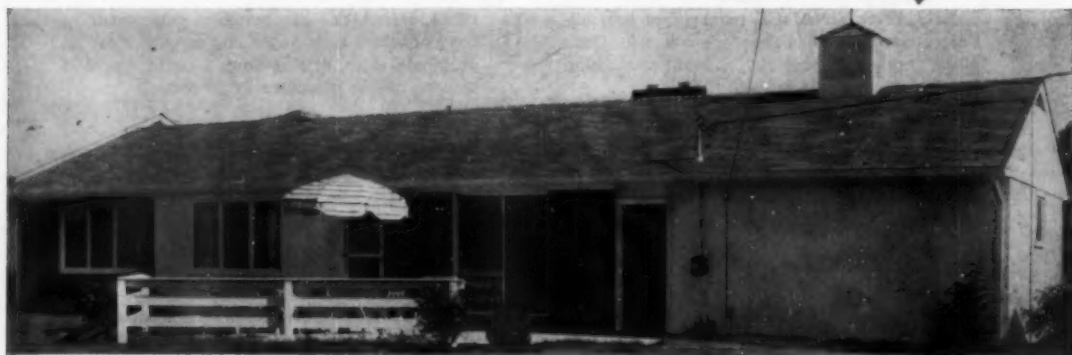
AMERICAN  
BUILDER  
BLUEPRINT  
NO. 247

HOW

**B**uilders John Meyer (right, above) and Ray Heischman have created quite a stir in the Columbus, Ohio, area with this extras-packed, traditionally-trimmed house. In a carefully land-

planned subdivision which folds over a hilly section of Worthington, a Columbus suburb, the builders have erected 20 variations of this plan. Architect Paul Snouffer of Worthington did the designing.

WHAT



**FOCAL POINT** of rear elevation is unusual triangular-shaped patio leading off area between family and living

rooms via sliding-glass doors. "Indoor-outdoor" concept is not new in area, but is still a sales-aiding extra.



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

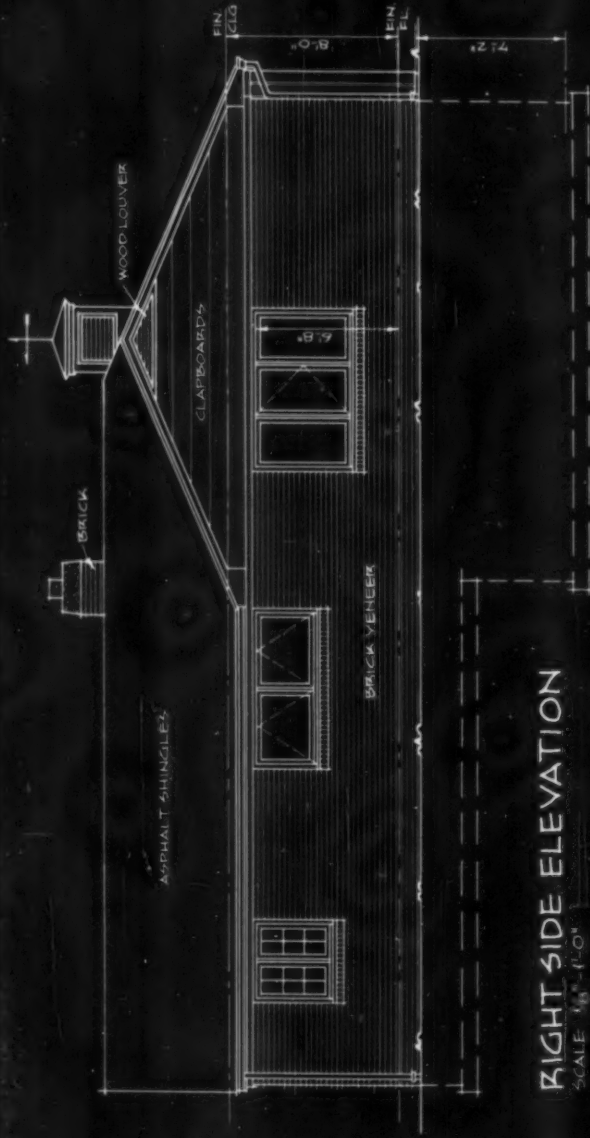


**REAR ELEVATION**  
SCALE 1/8" = 1'-0"

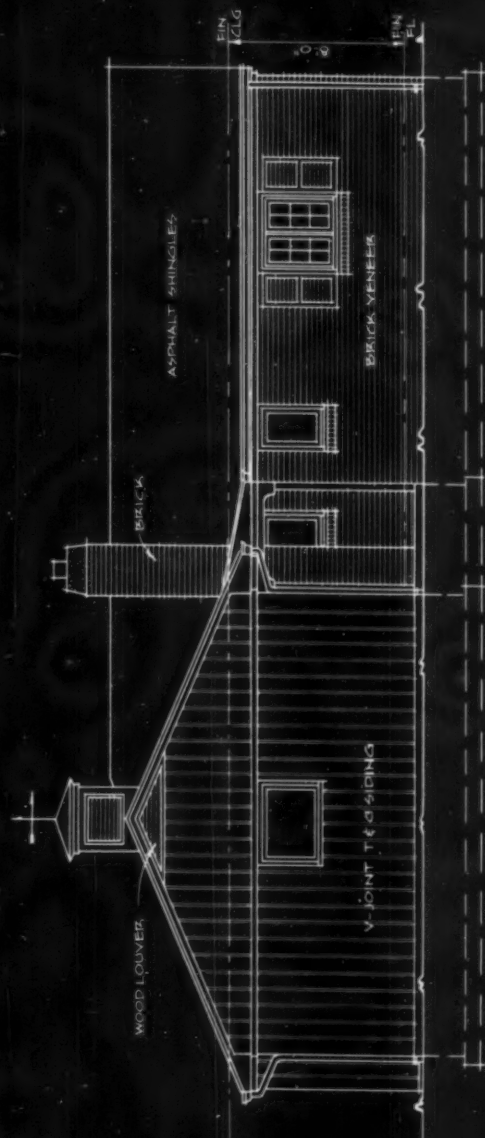




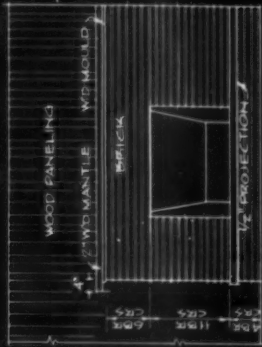




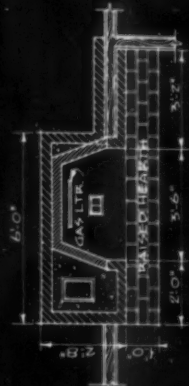
RIGHT SIDE ELEVATION  
SCALE 1/8" = 1'-0"



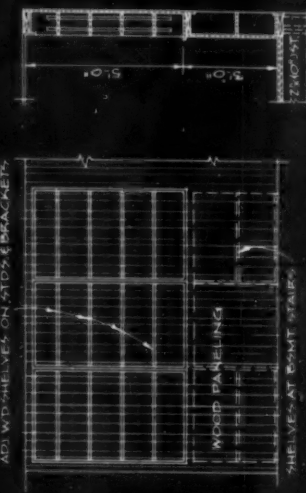
LEFT SIDE ELEVATION  
SCALE 1/8" = 1'-0"



FIREPLACE ELEVATION  
SCALE 3/16" = 1'-0"



PLAN



BOOKCASE ELEV. 7  
SCALE 3/16" = 1'-0"



**BIG BRICK FIREPLACE** with raised brick hearth dominates family room which features quiet, cork tile floor, wood paneling on end wall and built-in book shelves, out of picture to left. Family room adjoins kitchen, above,



which features gas refrigerator, built-in gas range and oven, dishwasher and garbage disposal, all included with house—at top price. Extended countertop facilitates serving tray on wheels. Backsplash is steel tile.



**MODERN PLAN—TRADITIONAL TRIM, continued**

They make the kitchen and family room a "living center" of the house

**QUANTITY MATERIAL LIST**

House Area ..... Frame ..... Ranch Area ..... 1,636 sq. ft.

**CONCRETE WORK**

Location	Actual	Actual +5%
Foundation Footing .....	356 cu. ft.	
Porch Footing .....	20 cu. ft.	
Chimney Footing .....	12 cu. ft.	
Foundation Walls 7'0" .....	607 cu. ft.	
Foundation Walls 4'0" .....	611 cu. ft.	
Porch Cheeks .....	59 cu. ft.	
Chimney Stack .....	45 cu. ft.	
Cellar Slab .....	220 cu. ft.	
Garage Slab .....	147 cu. ft.	
Pier Footings .....	12 cu. ft.	
Concrete Pier .....	7 cu. ft.	
Garage Apron .....	15 cu. ft.	
	2,111 cu. ft.	2,217 cu. ft. or 82 cu. yds.

**STRUCTURAL STEEL**

Location	Description	Amount
Girder .....	8" WF—27 lin. ft.	1 piece
Lally Columns .....	3" pipe	2 pieces
Bridge Irons .....		16 pieces
Fire Place Lintel .....	4 x 4 x 1/4 angle	2 pieces
Girder .....	8" WF—25 lin. ft.	1 piece

**TILE WORK**

Location	Description	Amount
Bath Floors .....	Ceramic	45 sq. ft.

(Continued on page 164)

**B**uilders Meyer and Heischman have been keeping their eyes and minds open toward customer preferences in new housing. What they discovered was a consistent admission by Mrs. Homeowner somewhat along these lines: "... Yes, we finished off our family room for the children, but, you know, now my husband and I spend more time with *our* friends in that room than the children do."

The builders translated this to mean the whole family and *particularly* the grown-ups. With this knowledge of family living habits to guide them, they made the family room, shown above, sizeable enough for the whole family, and then poured in extras: one wall full of built-in bookshelves, an attractive fireplace with a raised hearth, and wood paneling above the mantel.

Then, moving to the kitchen, they made it all-gas (and won promotional cooperation from Ohio Fuel Gas Co.), and dropped in every appliance the housewife needs. And then, added the finishing, sales prompting touch: year-round air-conditioning.



MODERN PLAN—TRADITIONAL TRIM, continued

# They build in plenty of storage space



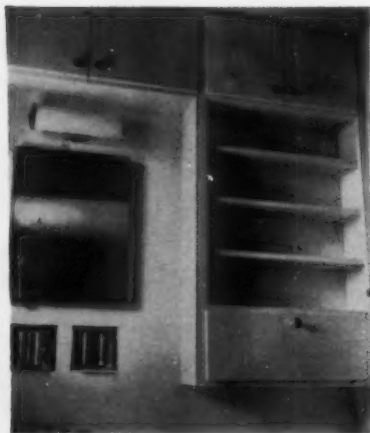
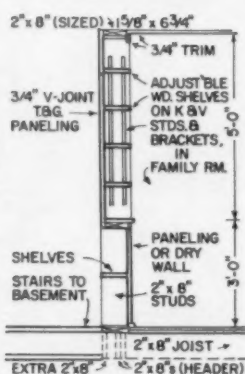
↑ WHAT



↑ WHAT

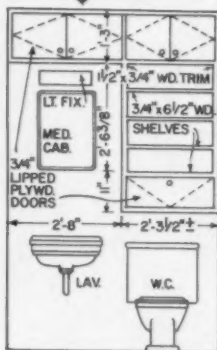
**WIDENING PARTITION**, a simple construction trick, permitted builders Meyer and Heischman to build in shelves for family room, and to permit extra storage space along basement stairwell wall, as sketch at right illustrates. Wood paneling on family room wall adds much to total effect.

HOW



↑ WHAT

HOW



**PLENTY OF EXTRA** storage space goes into half-bath off master bedroom. Builders made good use of space available here since room is small. Shelves and cabinets are out of the way, yet convenient to reach. Cabinets above medicine chest are large enough to store towels; have sliding doors.

## PRODUCTS USED IN THIS BLUEPRINT HOUSE

Servel air conditioning, heating; Servel refrigerator; Roper range and oven; Insinkerator dishwasher, garbage disposal; Patrician Tradewind hood and exhaust fan; American Standard bath fixtures; Virden, Hallcotite and Spear electrical fixtures; Crown steel wall tile; Rex water

heater; Curtis drywall; Visqueen vapor barrier; Graf garage door; Formica counters; Armstrong Corlon tile and linoleum; Kentile tile; oak floors; Weiser hardware; Maloney sliding doors; Pella casements; Johns-Manville roofing, sheathing; Somerset Santex brick veneer.

# There's nothing so powerful as an idea!



The editors of Better Homes & Gardens have an uncanny ability to latch onto exciting new ideas and turn them into nation-wide trends. That's because they know what kind of ideas their home-and-family loving readers want—often before their readers do.

Take the Family Room, for instance. A few years ago hardly anybody even knew what the term meant. BH&G planted the idea in its pages. Other media took it up. Builders and manufacturers helped. Today the Family Room is practically as standard for medium priced new homes as the 2-car garage!

People get all wrapped up in the ideas they find in Better Homes & Gardens. That makes BH&G a *natural* for any advertiser whose products can help families to live better. There's no other major medium quite like Better Homes & Gardens. Meredith of Des Moines . . . America's biggest publisher of ideas for today's living and tomorrow's plans



$\frac{1}{3}$  of America reads **BH&G** the family idea magazine  
4,350,000 COPIES MONTHLY

NOVEMBER 1957

89



# This simple cost-control



THE MEN WHO SET UP and run the cost-control system for Boyd-Jackson are (L to R) Henry Jackson, president, Edward Jackson, secretary-treasurer, and W. Waring Milam, of Milam & Milam, accountants.

**B**uilder Joe Blow has finished his house and is ready to put it on the market. From his tool box he takes a crumpled pile of invoices; from the back of an old piece of sandpaper he reads the hours his men have worked on the house. He adds everything up, tacks on something for overhead and profit, and that's the price tag for the house. Simple. Doesn't take any time. What could be better?

Wait a minute! Suppose the house turns out to have a lot more money in it than planned? Had Joe known this earlier, he might have caught the trouble, maybe reduced some extras, pulled the cost back where it belonged. Now he has to over-price the house, may lose money on it. Or perhaps a buyer comes along when the house is half done and wants to buy. How much? Joe can't wait to finish to figure a price, but he won't know his costs till he is finished. What does he do? Guess?

What Joe needs, of course, is some sort of cost-control system like the one shown here. According to Ed Jackson, who runs it for the Boyd-Jackson Corp. of Atlanta, Ga., it's simple, flexible, and will serve a builder if he builds two houses a year or a hundred. The small builder can do his posting by hand; the larger man like Boyd-Jackson, building 70 assorted houses a year, can install a machine—in this case, the Burroughs Sensimatic—which will be the equal of a good bookkeeper. The system is equally good in both cases.

Here are the system's principal components:

JOB COST SUMMARY			
BOYD-JACKSON CORPORATION			
P. O. BOX 125, NORTH ATLANTA 19, GEORGIA			
FOR	COMPLETED HOUSE	LOCATION	Est. # E-1
1.	PRELIMINARY COSTS		
2.	Building Permit	4.00+	\$
3.	Drawings	156.40+	
4.	Water Meter	60.00+	
5.	Sewer Stub	50.00+	
7.	Insurance	23.00+	
9.			
2.	GRADING AND FOUNDATION	130.76+	
1.	Rough Grading		
2.	Layout	11.90+	
3.	Footing Excavation	54.60+	
4.	Concrete for footings	373.26+	
5.	Foundation Wall	109.18+	
9.		11.15+	
10.			
3.	GENERAL CONSTRUCTION	316.95+	
1.	Framing Lumber	152.72+	
3.	Metal Window	201.00+	
4.			
		168.54+	
4.	Rough Hardware	36.06+	
7.	Basement slabs	161.46+	
8.	Exterior Walls		
9.	Carpentry Labor	103.55+	
10.	Common Labor	185.37+	
17.			
18.			
4.	SUB-CONTRACTORS		
1.	Glass	9.20+	
2.	Plumbing	433.00+	
4.	Heating	500.00+	
3.	Electrical	250.00+	
5.	Roofing	215.74+	
6.	Sheet Metal	24.01+	
7.	Sheet Rock	262.44+	
9.	Ceramic Tile	251.00+	
10.	Floor Covering		
11.	Cabinet Work	353.37+	
12.	Weatherstripping and Insulation	7.00+	
13.	Ornamental Iron		
14.	Painting	400.00+	
16.	Floor Finishing	110.00+	
18.			
19.			
5.	OUTSIDE WORK		
1.	Walks, Retaining Walls and Drives	65.00+	
3.			
4.	Cleaning Windows	86+	
5.	Payroll, Taxes & Workmen Comp Ins	98.46+	
6.			
7.	Landscapeing and Finish Grading	25.00+	
8.	Telephone		
9.	Repair		
10.	VA Inspection	5.00+	
11.	Overhead and Supply	174.30+	
12.			
13.			
6.	GENERAL EXPENSE		
1.	Survey	6.46+	
2.	Construction Loan	36.00+	
3.	Taxes		
5.	Lot		
4.	Sales Expense		
6.	Final Loan		
7.			
	TOTAL	6,246.35*	

**JOB-COST SUMMARY** is the first sheet set up, remains as permanent record of cost of every part of the job. If desired, estimated costs can be posted as shown, checked against partial and final costs in other columns.

**JOB-COST SUMMARY.** This is the first sheet set up by the builder. The house is broken down first into main categories, which are numbered, then into sub-categories, or actual operations, also numbered. The breakdown shown is Boyd-Jackson's; other builders may do it differently. When



COMING IN DECEMBER . . .  
. . . WINNERS IN OUR  
BEST MODEL HOME CONTEST:

Here  
are  
**SPECIAL**  
**PRIZES**  
for best  
"HIDDEN-  
VALUES"  
merchandising

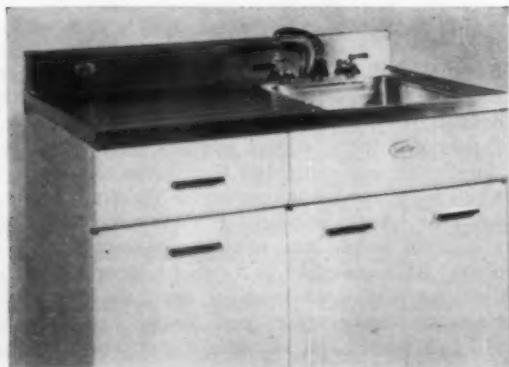


**TOP AWARD** among special prizes for best merchandising of "Hidden Values": International Harvester A-110 Series Truck (list: about \$2,350).

**B**uilders doing an outstanding job of merchandising "Hidden Values" in a model home will cash in next month. The valuable prizes shown here and on the next eight pages will be awarded to winners. A special feature of AMERICAN BUILDER'S annual Best Model Home Contest, these prizes for "Hidden-Values" merchandising will be given in addition to the regular Contest awards.

A "Hidden Value" is a product or technique that adds to the life, strength or value of the building, but whose presence or inner quality cannot be seen in the finished structure.

All builder-winners, both for model homes and "Hidden-Value" merchandising, will be announced in the December issue. Contest closed Oct. 21.



**STAINLESS STEEL TOP** with sink bowl on either the left or right side is featured in cabinet: sink donated as contest prize by Tracy Manufacturing Co. Cabinet comes in four colors, with drawer and two cabinets.



**CABINET SINK** from Youngstown Kitchens will be among the prizes. Of deep-drawn enameled steel, the 54" standard cabinet has two drainboards, plenty of storage space, room for waste disposer installation.

Turn for more valuable prizes ▶



**ALUMINUM** rolling door with screen is part of Capitol Product's \$1,000 prize donation. The rest: 5 prime slider windows, 5 combination storm-screen windows, 1 combination storm-screen door. All aluminum.



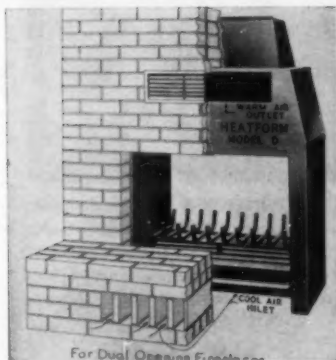
**LAVATORY**, 5' tub and toilet are prizes to be given by Eljer Co. In photo here are Arnold E. Thiesfeldt (L), adv. mgr., and Loren H. Bonnett, gen. sales mgr., for Eljer. All fixtures feature brass and will come in white.



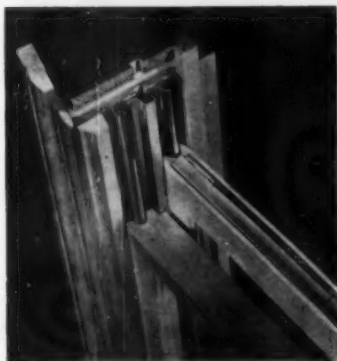
**MODERN** cover pan of Perfection Industries' new gas-fired heating unit shown here blends with room. Heater, which is 70th anniversary model MG100, is being given as one of prizes by Perfection. Unit has 100,000 BTU input.



**THIS MODERN** Welbilt-In oven, broiler and surface cooking unit are the prizes which will be offered by Welbilt Corp., Maspeth, N.Y., as a major prize in the competition for best merchandising of "Hidden Values" in a model home.



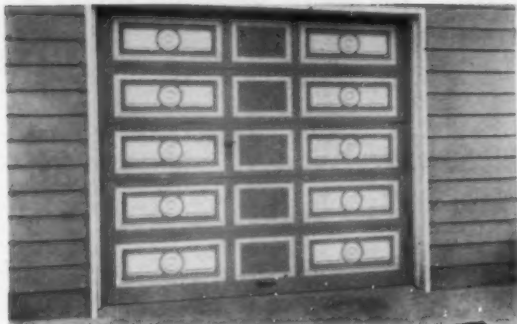
**\$100 CREDIT** on this model D Heat-form fireplace will be given by Superior Fireplace Co., as well as its Protecto Log Rest (retailing at \$12.50).



**COMBINATION** weatherstripping and sash balance is this Dura-Seal unit to be given by Zegers, Inc. for best "Hidden Values" merchandising.



**MORE PRIZES FOR "HIDDEN-VALUE" CONTEST WINNERS**



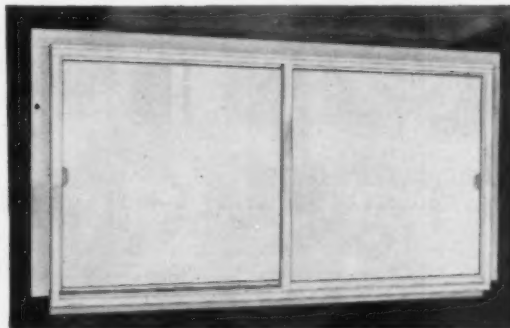
**REGENCY MODEL** garage door has raised carved panel designs. Presented as a contest prize by Ridge Door Co., the unit is upward-acting, measures eight feet wide by seven feet high. Regency is one of many styles made by Ridge for residential use.



**COMPLETE KITCHEN** cabinet fittings in natural birch will be given to a "Hidden-Value" Contest winner by Colonial Products. Their Yorktowne Kitchen, valued at \$350, may be of cabinets such as those illustrated above, or in another design suited to winner's house.



**HURRICANE PROTECTION** is offered as a "Hidden-Value" prize by Flintkote. Enough Seal-Tab Shingles for a complete roof will go to the winning builder. The shingles have a self-sealing strip on the underside which permits them to bond into a weather-proof roof.



**HORIZONTAL SLIDING WINDOWS** for a prize winner's house donated by Kewanee Manufacturing Co. Approximate value: up to \$500. These weather-tight, weather-durable windows are described as easy to install and engineered for easy operation as well.



**SHOWER STALL** doors and Tubmaster tub enclosures for the bathrooms in one house will be supplied to a "Hidden-Value" winner by Modernfold Doors. Value: about \$100.



**BUILT-IN VACUUM** system with 3 or 4 inlet valves is prize donation from H-P Products. Vacu-Flo power unit (above), tubing, fittings are installed in walls. Value: \$300.



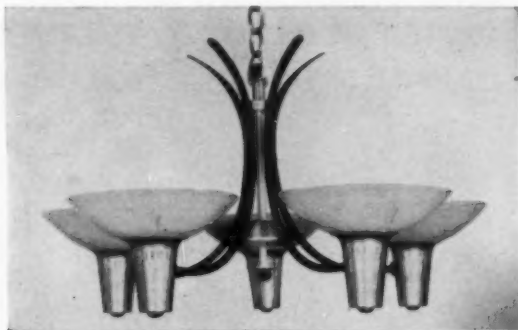
**STEEL FIREPLACE UNIT** and a steel basement entranceway will be among the special "Hidden-Value" prizes. Given by Heatilator Inc., both units can be easily installed in house.



**"HIDDEN-VALUE" PRIZE** for a winner in merchandising "Hidden-Values". Insulite will sheath a house for the winning builder. Contest donation is 1,000 sq. ft. of Bildrite Sheathing from Insulite. Panels speed construction, provide structural insulation for house.



**MODULAR FIREPLACE** components include a fireplace unit, roof housing, traditional or contemporary mahogany mantel, marble mantel facing and hearth, grate, flexible screen, fireplace flues, flues for adjacent heating plant. Valued at \$450 from Modular Building Components.



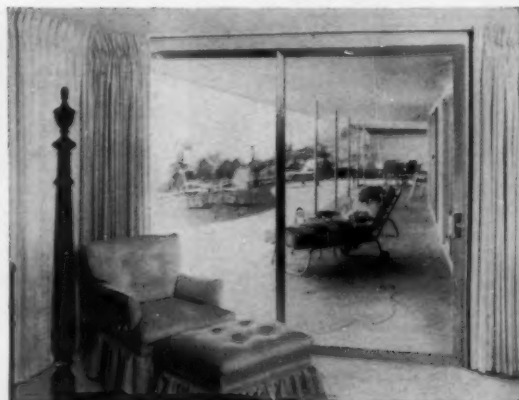
**CONTEMPORARY LIGHTING** for the dining room is offered by Globe Lighting Products. A "Hidden-Value" Contest winner will receive this striking Globe chandelier (No. G213), styled for use in the dining room or hallway of a contemporary house.



**PORTABLE HEATER** from Master Vibrator will help a prize-winning builder through the winter season. Valued at \$205, the B-100 forced-air heater weighs only 78 lbs., can be handled easily by one man. Capacity is 100,000 BTU's per hr. Will run 12 hrs. on one fueling.



**WOOD FOLDING DOORS** donated by Rolscreen Co. for a contest winner. Pella door is six feet wide, six feet and eight inches high. Will be supplied in either pine or mahogany, finished. Durable, functional doors can match woodwork or walls perfectly.



**INTERCHANGEABLE GLAZING** is possible in this Series 1000 aluminum sliding glass door. Offered as a "Hidden-Value" prize by Frank B. Miller Mfg., the door has retail value of \$187.25. A sliding screen valued at \$45 also will be included with Miller's donation.

**MORE PRIZES FOR "HIDDEN-VALUE" CONTEST WINNERS**



**MASONRY CHIMNEY**, factory-built, is a "Hidden-Value" prize from Van-Packer. Approved for all flues, the eight-foot chimney comes completely packed in conveniently labeled cartons. Can be installed in three man hours or less, is designed to outlast the building it serves.



**VINYL PLASTIC FLOOR** of Gold Seal "Berylstone" (above) or a Gold Seal Vinylbest "Brushwood" tile floor is offered by Congoleum-Nairn as a contest prize. Winning builder can make choice of flooring, which, in either case, will retail at \$100.



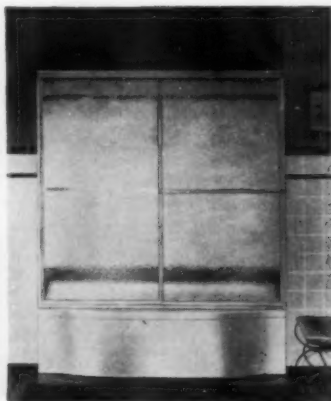
**AN AIR CONDITIONER** is Coleman Company's prize offering. Winner will receive this two-ton Coleman Polar-Pak self-contained waterless a/c, valued at \$540. Polar-Pak has a two-compressor system which allows for easier and more flexible installation.



**ATTIC VENTILATOR** from Diehl Manufacturing is another "Hidden-Value" Contest prize. Diehl's 24" Type PA16 "Pancake" package attic ventilator fits between ceiling joints. Offered with an AXC 32-32 shutter. Valued at \$90 for fan and \$16 for shutter.



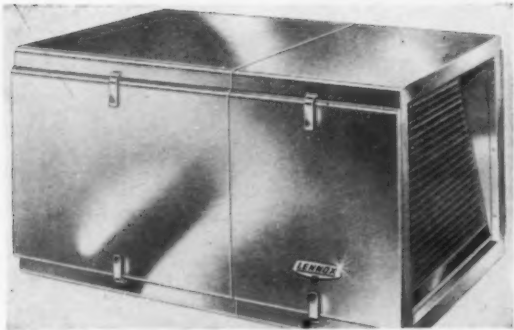
**SUBMERSIBLE PUMP** for any installation, shallow or deep well, is prize from Rapidayton Div. of Tait Mfg. Co. This 1/2 H.P. 2-wire "Dolphin" is capable of reaching to 360 ft.



**TUB AND SHOWER** doors from Theodore Efron combine to make a contest prize of \$110. Glass Show-Rite tub enclosure will fit 5' recessed tub. Door fits 24" width.



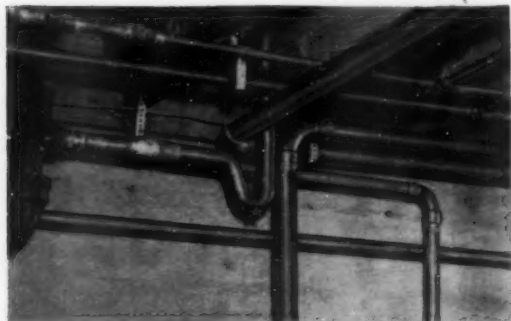
**COMPLETE HARDWARE** for a three-bedroom home is Dexter Lock's prize. Includes exterior locks, interior locks, sash locks and lifts, kitchen cabinet hinges, screen doors sets.



**NEW HEATING SYSTEM** offered to contest winner by Lennox. Valued at \$2,000, the system has indoor heat pump (shown) and outdoor compressor. Horizontal-flo indoor unit has 3- and 5-ton cooling capacities; extra large rippled fin coil for efficient cooling and heating.



**IMPERIAL LOOK** in the dining room from Jay Lighting's specially-treated brass fixture. This prize has 24" width, 22" length, 5 lights with imported hand decorated glass shades. Designed to fit today's new dining-room size and still add distinction to the room.



**"HIDDEN-VALUE" PRIZE** for a winner in the "Hidden-Value" Contest . . . copper water tubing for the plumbing, heating and drainage lines for one home. Revere Copper and Brass is donating the prize. Copper tubing adds to durability and service of plumbing and heating systems.



**BATH SET**, offered by Gerber Plumbing Fixtures, has porcelain enameled steel recessed tub; ledge-type lavatory; water closet with reverse trap. "Bermuda De-Luxe Bath Set" is available to winning builder in a choice of blue, green, tan, pink, yellow or gray.



**PREFAB CHIMNEY** for all fuels goes to "Hidden-Value" contest winner from Condensation Engineering Corp. Packaged chimney comes in 6, 7, 8, 10 and 12-inch diameters.



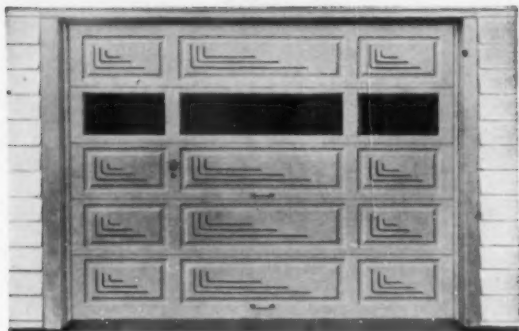
**COMPLETE BATH** fixtures donated by Ingersoll-Humphreys include Wall-Hung Closet Combination and End Outlet Bathtub; vanity lavatory; trip lever waste; center set fittings; frame.



**CHARCOAL BRAZIER** for patio is contest prize given by Chattanooga Royal Co. Retailing for \$114.95, unit has electric spit, power-driven shishkebab set and hood.



**MORE "HIDDEN-VALUE" PRIZES FOR CONTEST WINNERS**



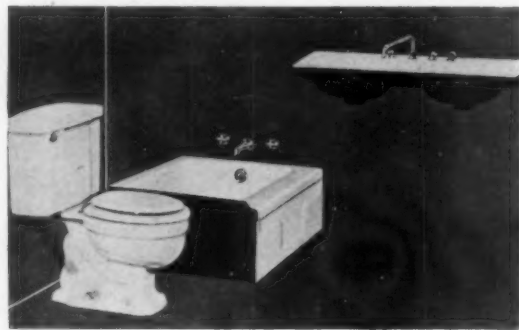
**GARAGE DOOR** with raised sectional panels and one section of glass windows is given by Calder Manufacturing Co. as a "Hidden-Value" prize. Door is upward-acting, has a retail value of approximately \$125. Will give a nice finish to a new garage.



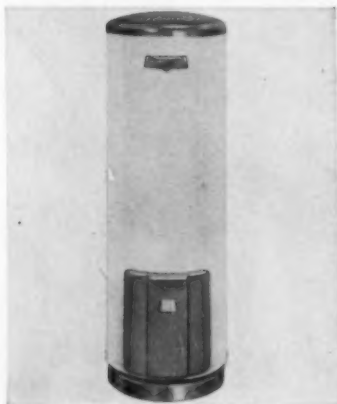
**"HIDDEN-VALUE"** in a contest prize donated by Reflectal Corporation. Prize is 2,000 sq. ft. of Alfol Reflective Insulation, Type 2. Insulation of aluminum foil serves to reflect extreme heat and cold, keeping house cooler in summer, warmer in winter.



**HOT WATER HEATING** with a Model K Packet is contest prize donated by National-U.S. Radiator Corp. Available in both gas and oil, Packet includes factory wiring, controls mounted and ready to operate, operation efficiency, an abundance of domestic hot water for homeowner.



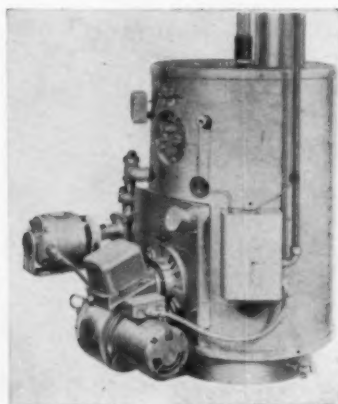
**SPECIAL CONVENIENCE** from three bathroom fixtures donated as contest prize by Alliance Ware. To give more traffic room in baths, company offers a "Junior" size 42" recess tub of porcelain on steel; close-coupled wash down closet combination; new double bowl lavatory.



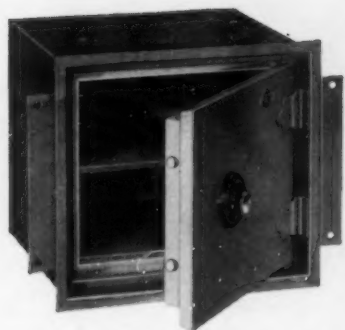
**GAS WATER HEATER**, glass-lined and automatic is A. O. Smith Corp.'s prize donation. Permaglas model PGO-50 is a slim, modern-looking, 50-gal. capacity unit.



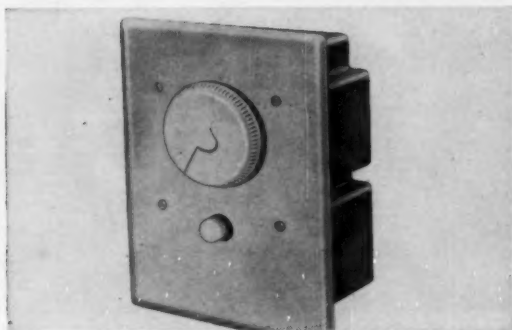
**INSULATING FILL** will be donated by Zonolite as a "Hidden-Value" prize. Winner will receive 75 bags of Zonolite vermiculite to increase house comfort, cut fuel, a/c costs.



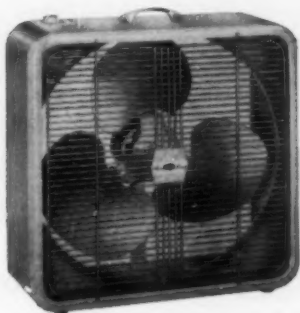
**SMALL BOILER** that does a big job, the Koven 75, is contest prize from L. O. Koven. Completely packaged unit is wired and assembled, ready for fast installation.



**TWO WALL VAULTS**, valued at about \$50 each, will go to a "Hidden-Value" Contest winner from Meilink Steel Safe Co. "Hercules" residential vault is recessed to fit flush with wall, has heavy gauge double steel walls, a three-tumbler combination lock.



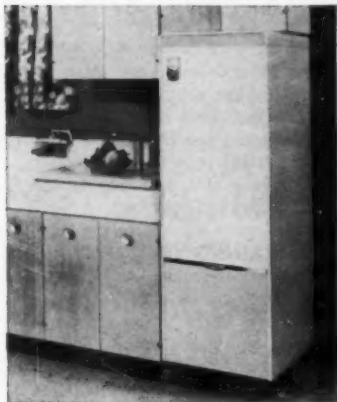
**LIGHT REGULATION** by means of Luxtrol units is offered by Superior Electric Co. as a "Hidden-Value" prize. Three Luxtrol WBD360 units, which allow graduate and variable light control by simply turning a dial, will go to the winning builder.



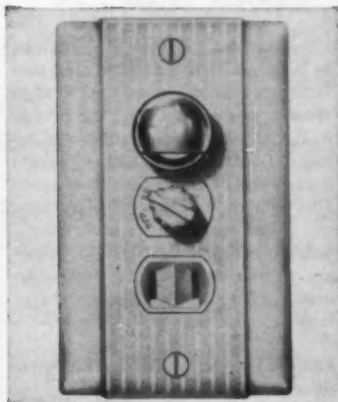
**WINDOW VENTILATION** for a new or remodeled home is prize contribution from Berns Air King Corp. Push button control of three speeds allows fresh air for entire 5-room home. Squarely-styled unit is extra thin, mounts practically flush with window.



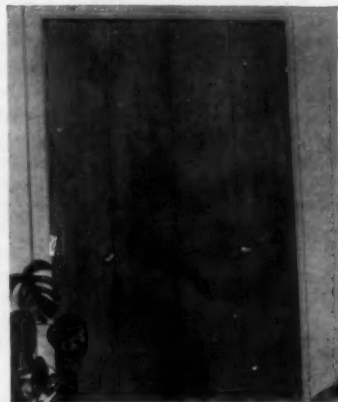
**JALOUSIE DOOR** with screen attachment or an aluminum combination storm-screen door is one of Capitol Product's prizes. Others, (all aluminum): one rolling door with Thermopane glass and screen; five prime sliding windows; five combination-storm-screen windows.



**TRIMMED IN COLOR**, water heater has custom cabinet look, is designed to add attractiveness to kitchen, utility or family room. "Holiday" model given by Rheem Manufacturing.



"HIDDEN-VALUE" devices from Pass and Seymour will be one of contest prizes. Donation is \$100 worth of Roto-Glo Quiet Switches, duplex outlets and wall plates.



**WOOD FOLDING DOORS** for wardrobes and closets in one house, given as prize by Curtis Companies. In louvered or flush styles, Style-Trend doors valued between \$400-\$500.

## MORE "HIDDEN-VALUE" PRIZES FOR CONTEST WINNERS



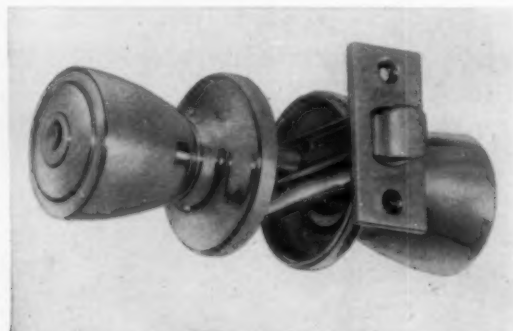
**GOOD LOOKS** for the garage and the house exterior with an upward acting Ro-Way door. Presented as a prize from Rowe Mfg. Co. in the "Hidden-Value" Contest is this four-sectional residential garage door. Features taper-tite track, seal-a-matic hinges, quality millwork.



**UP-TO-DATE CLAPBOARD** Autoclaved Siding for a house is prize donation from Ruberoid Co. Available in four colors and white, the siding is a combination of asbestos fiber and Portland cement, precured to form extra-strong material. Also features insulating backer board.



**GREATER LIGHTING FLEXIBILITY** with new selection of 100-watt recessed lighting fixtures in Atlite line. Atlas Electric Product Co. will donate eight of these fixtures to a "Hidden-Value" Contest winner. Retail value comes to \$100.



**COMPLETE SET** of "400" Line Bel Air design locksets for a home . . . given to a prize-winner by Kwikset Sales and Service Co. Prize includes exterior entry locks, passage door locksets, privacy locks for interior doors and exit door locksets.

### ▶ DON'T MISS THESE "EXTRA" CONTEST PRIZES . . .

**PACKAGE OF PRODUCTS** from Macklanburg-Duncan Company will consist of such items as weather-stripping, thresholds, closet rods, track for closet doors, house numbers, screen-door grilles and other items suitable for new home construction. Winning builder will receive an estimated \$200 worth of these items donated by M-D. All conveniently packed, labeled, and with instructions for easy installation. Products such as thresholds and closet-door tracks come in a variety of sizes and styles.

**ONE COMPLETE KITCHEN** counter and a bathroom will be fabricated in Textolite as a contest prize by General Electric's Chem-

ical and Metallurgical Div. Valued at between \$100 and \$200, the surfacing material comes in flexible sheets color-keyed to harmonize with kitchen units and other surfacings. Laminated Textolite resists heat, stains and scratches. It is available in a wide variety of more than 80 different patterns and colors. Choice of General Electric Textolite will be given to the builder to match decor of his kitchen, bathroom.

**PLENTY OF VENTILATION** is offered by Fasco Industries Inc. as its prize for a "Hidden-Value" Contest winner. Fasco will supply the winning builder with one of its new Power Ventilating Hoods in any

one of three desired finishes: white, copper or stainless steel. Also included for the contest winner is a No. 650 bathroom ventilator from Fasco. Should the builder be using the ventilators in a home with two baths, Fasco will also supply the second bath ventilator.

**DISAPPEARING STAIRWAY**, the Precision Super Deluxe Attic model, will be donated as a contest prize by Precision Parts Corp. Valued at \$125, the stairway features hydraulic safety checks to prevent its slamming on opening or closing. Has life-time roller bearings, insulated door panel, full-width safety treads. Stairway is actuated by counterweights, will fit any ceiling height.

# The Payoff Departments

- New Products and Catalogs.....102 →**  
Builders' supermarket for new products and literature.  
For more information, use the reply card, page 104.
- Merchandising Ideas in Action.....140 →**  
Capsule case histories of successful sales promotions.
- Land Planning.....146 →**  
Should you buy your own earth-moving equipment?
- How To Do It Better .....154 →**  
How to save on shower costs in the bath.
- Technical Guide .....156 →**  
Pressure-treated lumber gives you permanent "Hidden-Value" protection.
- Ask The Experts.....158 →**  
How to reshingle a 20-year-old roof.
- Keeping Up With The Law.....160 →**  
Urban renewal raises question of retroactive legislation.
- Convention Calendar.....166 →**  
Check this list for meetings you want to attend.
- Better Detail of the Month.....170 →**  
How a new 1½ story truss saves labor.
- The Month Ahead.....172 →**  
Things for builders to think about during December.



# Tool abrasive saves time and material costs in sanding, cutting

Sandpaper may become obsolete in many new building and remodeling jobs, according to Skil Corp., tool makers. Reason: their new abrasive tools promise considerable cost-savings in sanding and cutting operations.

The abrasive is "Perma-Grit T-C," made by brazing tungsten-carbide grits on steel. Skil is offering six tools made from Perma-Grit. (See below and right.) The tools are recommended for use on wood, plastics, plaster and composition materials. And although use on metal products is not yet advised, builders test-using the new abrasives have reported they do a good cutting and sanding job on light metals such as aluminum extrusions.

Faster-action, extra long wear, continued sharpness, safety in use . . . are all features of the new tools. (Circle No. N7, p. 104.)



**RECOMMENDED FOR A LONG LIFE** are six types of tools made from new "Perma-Grit T-C" abrasive. In foreground, toothless saw blade which sands as it cuts. Far left, grit shoe for orbital sanders. Right rear, hand sander with grit shoe. Grit file, sleeves and rods also shown.



**SHORT WORK** of smoothing cemented drywall joints is made by this portable-powered orbital sander equipped with Perma-Grit abrasive shoe. Frequent changes of sandpaper are eliminated because grits withstand plaster's abrasiveness.



**ANY SANDING JOB . . .** on woods, wallboard, dry-wall joints and plastics can be done with the Gritter Hand Sander. Grits stay sharp, so give a faster sanding job. Sander is easily cleaned to eliminate "loading" problem from painted or varnished surfaces.



**NO TEETH TO SNAG OR DRAG** on this extra-safe circular saw blade. Designed for table and radial saw use, it saws, dados, shapes, sands and ploughs without a change in blade. Here it cuts plastic laminates without chipping or crazing.

You are entering the **American Builder**

# Supermarket

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Help yourself to everything you want in new information and literature about new products shown on the pages ahead. This is one-stop shopping for ideas. Instead of writing a dozen different manufacturers, just circle the numbers on the other side of the card below . . . then drop it in the mail (no stamp needed). **AMERICAN BUILDER** will forward your request to each manufacturer, who will send you complete data free of charge. Get your pencil out and help yourself . . .



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**FREE INFORMATION . . .**  
**on PRODUCTS & EQUIPMENT**

**FREE INFORMATION - ON PRODUCTS and EQUIPMENT**

**NEW PRODUCTS**

- N7 Skil abrasive tools
- N8 Porter-Cable router
- N9 Macklenburg-Duncan door hardware
- N10 C. A. Rentfrow tool
- N11 McCabe-Powers service body
- N12 Emerson-Payne fan
- N13 I-XL Furniture modules
- N14 Heinemann Saw Corp.
- N15 Tappan Stave surface unit
- N16 Birdair Structures
- N17 Perfection furnace-a/c
- N18 Electric Heating & Cooling
- N19 Frigidaire laundry
- N20 Getz Bros. paneling
- N21 Arrow "Ceiltile" staple
- N22 Seaman-Gunnison Duo-Factor
- N23 Simpson Redwood charts
- N24 American Steel door

- N25 Bradley Plywood panel
- N26 Barber-Colman doors
- N27 Bennett-Ireland posts
- N28 Summitville Tiles, Inc.
- N29 Insul-Mastic color coat
- N30 Glenstone panel
- N31 Philip Carey shingles
- N32 Homelite generator
- N33 Breese roof curb

**CATALOGS**

- N34 Westinghouse a/c
- N35 Goulds Pumps water systems
- N36 Rilco Laminated Products
- N37 Mall Tool Co. tools
- N38 W. J. Dennis weather-stripping
- N39 Ready Hung doors
- N40 Crane Co. sales kit
- N41 Pease Homes plan book
- N42 Plywall paneling
- N43 Rosboro Lumber Co.

**Mail This Postcard Today—We Pay the Postage Act Now!—Service on This Card Expires in 90 Days**

- N44 Clayton Mark water system
- N45 General Cabinet fixture
- N46 Dur-O-Wal reinforcement
- N47 Quaker Industries shelving
- N48 Penn Metal partition systems

- N49 General Chrome bath accessories
- NEW PRODUCTS continued**
- N50 Paul Heinley movable shutters
- N51 DeWalt tool guard
- N52 Artcrest plastic tile

**WESTERN PRODUCTS**

- N53-W—Integrated Ceilings, Inc.
- N54-W—Sealzit Spray gun
- N55-W—DeLights brass fixture

NOVEMBER, 1957

NAME (Please print) \_\_\_\_\_

STREET \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

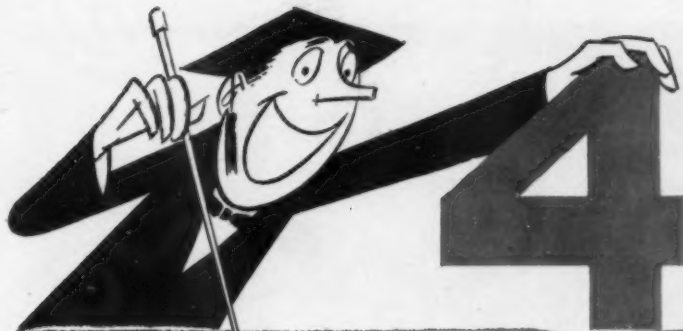
**PLEASE CHECK YOUR FIELD OR OCCUPATION**

- |                                                            |                                             |
|------------------------------------------------------------|---------------------------------------------|
| <input type="checkbox"/> Builder or Contractor             | <input type="checkbox"/> Distributor        |
| <input type="checkbox"/> Sub-Contractor or Building Trades | <input type="checkbox"/> Finance            |
| <input type="checkbox"/> Building or Planning Own Home     | <input type="checkbox"/> Realty             |
| <input type="checkbox"/> Architectural                     | <input type="checkbox"/> Organization       |
| <input type="checkbox"/> Engineering                       | <input type="checkbox"/> Government         |
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| <input type="checkbox"/> Other                             |                                             |

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3 years (\$7)  New  Renewal  .....

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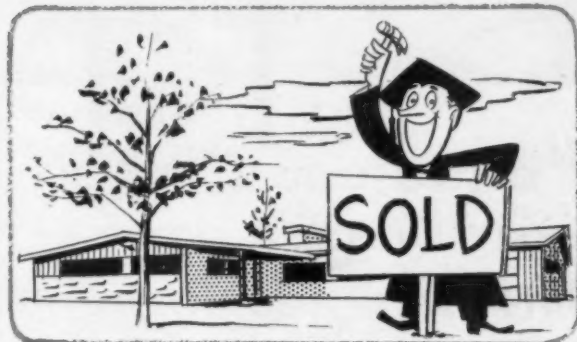
REASONS WHY IT'S  
GOOD BUSINESS TO  
INSIST ON **Donley**  
FIREPLACES



1. COMPLETE RANGE OF TYPES AND SIZES



2. FASTER, EASIER INSTALLATION



3. HOMES SELL FASTER



4. TROUBLE-FREE OPERATION

IT TAKES A LOT OF PLANNING TO MAKE A HOUSE A HOME . . . because there are many important details that contribute to customer satisfaction. Take the fireplace for example. When you specify a Donley Fireplace Damper, you are assured of efficient draft control, guaranteed corrosion resistance, ease of operation and long service life.

Builders like the easy-to-install features of the Donley Fireplace Damper . . . turned-up front flange makes it simple to locate forward of the flue and well above the fireplace opening for successful operation . . . damper can be butted right up to the facing material.

The Donley Fireplace Damper is available with either tapered or square ends to meet the requirements of conventional and contemporary fireplaces.

For complete details write for Donley's new 80-page illustrated "Book of Successful Fireplaces" . . . cost 75 cents.

THE **Donley** BROTHERS COMPANY

13910 Miles Avenue Cleveland 5, Ohio

THE DONLEY BROTHERS COMPANY  
13910 Miles Avenue • Cleveland 5, Ohio

Gentlemen: Enclosed find 75 cents for "Book of Successful Fireplaces".



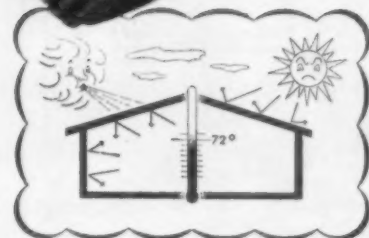
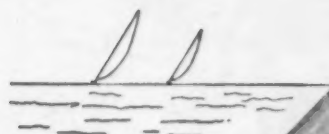
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# THE COATING IS MOST IMPORTANT



Yes, you can get burned a-plenty if the coating isn't right. Wise builders don't gamble with the trickeries of weather — they safeguard against a blistering sun or blustery blizzard by installing insulations faced with REFLECT-O-RAY. Coated with millions of sparkling aluminum flakes, it protects as it reflects—bouncing summer's sun back towards its source and arresting

Prevent household sunburn and frostbite with

**\*REFLECT-O-RAY**

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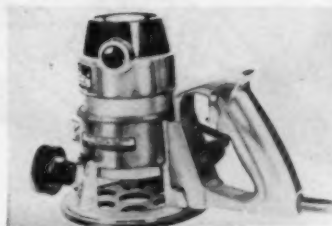
\*REFLECTIVE "BREATHER" SHEET FACING

FOR INSULATION BLANKETS AND BATTS UTILIZING ON THESE AND OTHER FAMOUS BRAND INSULATIONS:



REFLECT-O-RAY is an Aluminum Pigmented product of  
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## NEW PRODUCTS . . .



### Router takes 150 bits, cutters

Versatile power-control router is designed as interchangeable with a planing attachment and shaper table. Engineered for easy operation with convenient handle for greater control in any position. Over 150 bits and cutters can be used with this time-saving tool. Porter-Cable Machine Co., Dept. AB, Syracuse, N.Y.

Circle No. N8 on reply card, p. 104



### Hardware saves space

Modern folding door hardware gives full access to closets, yet conserves valuable wall and floor space. This "hidden-value" product is suited for full length or half-size, two or four-panel doors, in closets, wardrobes, room dividers. Features both ease of operation and installation. More information may be obtained from Macklenburg-Duncan Co., Dept. AB, Box 1197, Oklahoma City 1, Okla.

Circle No. N9 on reply card, p. 104

### Time-saver tool cuts costs

Modern tool speeds up brick-laying time, lowers over-all costs. Dependable automatic corner level plumbs, levels, spaces, quickly and accurately. Provides quality workmanship with lower in-wall cost. More information from C. A. Rentfrow Co., Dept. AB, P. O. Box 242, Arcadia, Fla.

Circle No. N10 on reply card, p. 104



Living room, Powers Apartments, Houston, Texas.

## NEW GOLD BOND TRI-DEK PUTS SELL IN THESE HOUSTON APARTMENTS

This handsome open-beam ceiling is built with Gold Bond Tri-Dek—and all the other upper floor ceilings are just like it in this smart new 58-unit apartment building in Houston, Texas. James J. Powers, owner of these Powers Apartments, reports that Tri-Dek "gives us an extra talking point when renting our apartments." Tri-Dek will give *you* extra sales points for every house you build.

Mr. Powers says that Tri-Dek saved money because it gave him *three products in one application*—roof deck, insulation and finished ceiling. Tri-Dek is tongue-

and-groove on all four sides. All-around self-sealing joint available with vapor barrier in the 2" and 3" thicknesses—saves caulking. 1½" thickness for mild climates is made without seal or barrier. The 2' x 8' fiberboard slabs have *strength and rigidity built in* by Gold Bond's exclusive Fiberlok process.

Mr. Powers plans to use Tri-Dek "at every opportunity." For facts on how Tri-Dek can help make *your* prospects want to buy, call your Gold Bond® representative or write Dept. AB-117, National Gypsum Company, Buffalo 2, New York.



Tri-Dek is nailed to rafters. Finish roofing is applied over it. Job's done!

INSULATION BOARD PRODUCTS

NATIONAL GYPSUM COMPANY

**Gold Bond**  
BUILDING PRODUCTS

# AllianceWare®

"This brand new 16 page, 4 color bathroom book called *Bathing Beauties* by AllianceWare is loaded with ideas that sell. Including AllianceWare's *Lifetime Guarantee* on 12 gauge bathtubs ... the best bathroom sale closer yet."



"To sell AllianceWare's big bathroom exclusive *Duotone Bathtubs*, here's a real sales idea. By simply flipping the pages you can show your customer every possible AllianceWare Bathtub Color Combination."



## PERMASHEEN PORCELAIN ENAMEL ON STEEL


- ... Bathtubs
- ... Lavatories
- ... Sinks

## VITREOUS CHINA

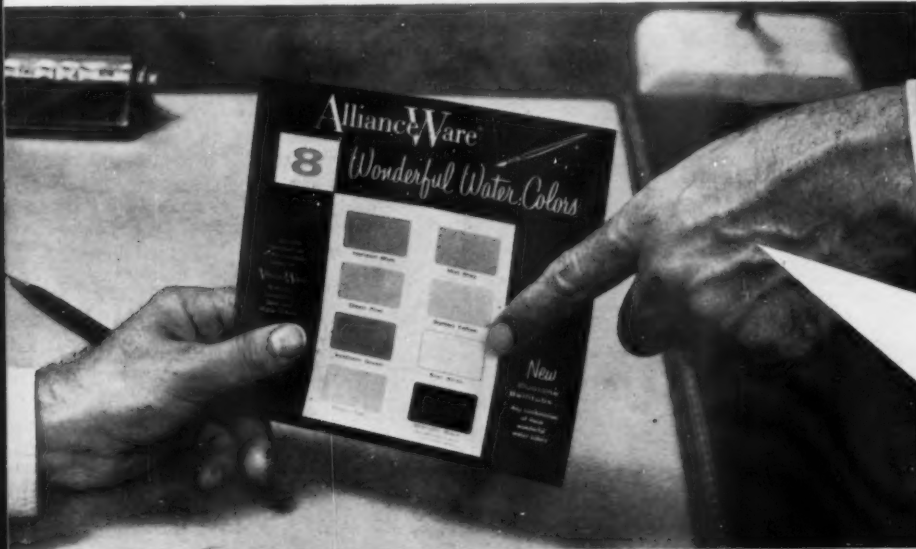
- ... Water Closets
- ... Lavatories

# AllianceWare, Inc.

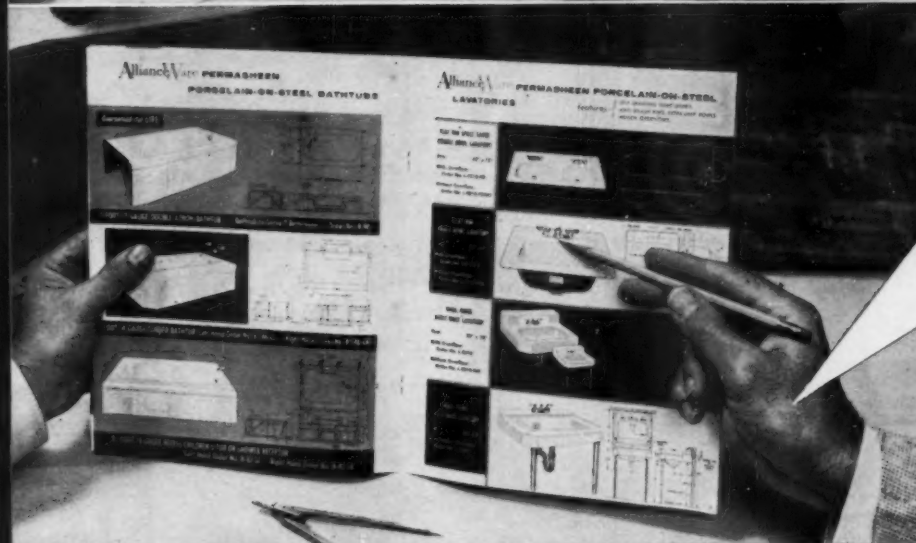
ALLIANCE, OHIO • KILGORE, TEXAS • COLTON, CALIFORNIA

an  subsidiary

# For Selling Action!



"Color is the big news in bathrooms. This new *Pocket Color Selector* shows actual reproduction of AllianceWare's eight wonderful water colors for bathtubs, lavatories, water closets and kitchen sinks."



"New 12 page catalog showing 6 bathtub, 5 lavatory, 3 water closet and 8 kitchen sink models. Includes AllianceWare's 5 foot Double Apron and 3½ foot Junior Bathtubs as well as the new Double Bowl Lavatory."

**For  
Selling  
Action**

Mail This Coupon to  
AllianceWare, Inc.  
Post Office Box 809  
Alliance, Ohio

Gentlemen:

Please send me samples of your . . .

- 16 page Four Color Bathroom Book
- 12 page Product Line Catalog
- Pocket Color Selector
- Duotone Color Coordinator

- Builder
- Architect

My Plumbing Fixture Source:

Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

My Address is:

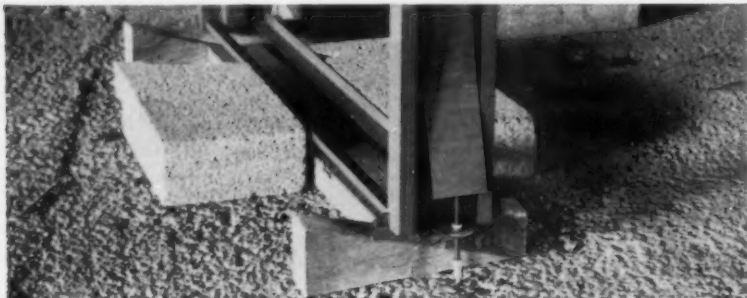
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

Requested by \_\_\_\_\_



# Contractors speed fastening with *Shure-Set*® tools!

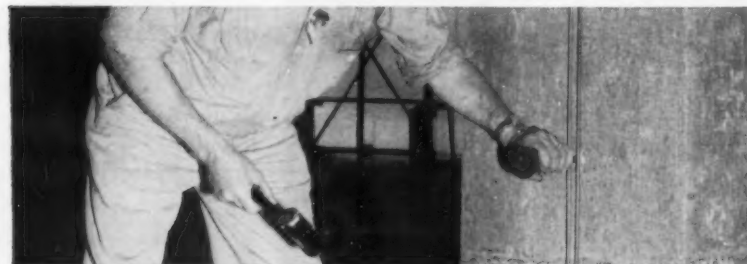
"SHURE-SET and RAMSET® have speeded up many fastenings in concrete and masonry," says Bruce Meyer, building site representative for general contractor Geo. A. Fuller Co.



Geo. A. Fuller Co. use SHURE-SET threaded studs with extension couplings in anchoring door bucks for a new 23-story Cleveland office building.



The Feldman Bros. Co., steamfitters, use a chain held by SHURE-SET wire loop fasteners, to support radiators. There's no drilling necessary.



Johnson Service Co., temperature control installers, anchor twin control tubing with SHURE-SET. Drives into hard concrete without a cartridge.

SHURE-SET is the new hammer-in fastening tool that drives like a nail, holds like an anchor in concrete and masonry. Uses no outside power but makes hammer power more effective. Low in cost, high in efficiency. Sold by RAMSET dealers, listed under "Tools" in your phone book.

**Shure-Set**  
Trademark

HAMMER-IN FASTENING TOOLS  
PATENTS PENDING

BY THE MAKERS OF **Ramset**® PRODUCTS

**Ramset Fastening System**

WINCHESTER-WESTERN DIVISION  
OLIN MATHIESON CHEMICAL CORPORATION

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Cleveland 11, Ohio

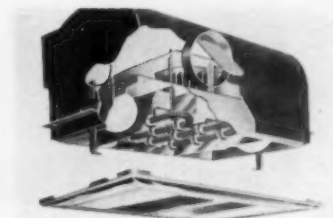
## NEW PRODUCTS . . .



### Service body is bigger

For installation on ½, ¾, 1, and 1½ ton truck chassis, all-purpose service body offers ample storage space for tools and equipment. Constructed for both safety and maximum efficiency. Optional canopy top. McCabe-Powers Auto Body Co., Dept. AB, 5900 N. Broadway, St Louis 15, Mo.

Circle No. N11 on reply card, p. 104



### Fan, light, heat in one unit

Space-saving unit for bathroom ceilings is the fan-light-heater combination. Has rapid-heating coil with reflector for even heat; quiet-operation fan; glareless diffused illumination. Emerson-Pryne Co., Dept. AB, Pomona, Cal.

Circle No. N12 on reply card, p. 104



### Multi-use storage modules

Hardwood modules can be used to divide, store, or as furniture. Fifteen basic units can be grouped in many decorative, functional arrangements to meet specific needs. Provide maximum storage facilities. I-XL Furniture Co., Dept. AB, 67 W. Division St., Chicago 10, Ill.

Circle No. N13 on reply card, p. 104

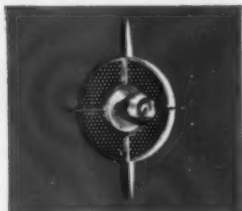


## Mark of a Modern Builder

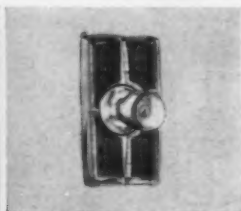
Today's builder can't afford to be color-blind . . . when his customers have their eyes open for the imaginative use of color in his homes. They find it immediately at the entranceway with a Schlage open-back escutcheon, distinctive backdrop for a modern Schlage cylindrical lock.

A variety of colors, patterns or textures can be placed behind Schlage "Color Accent" escutcheons to establish a home's first attractive touch of color styling. Open-back escutcheons offer modern convenience, too . . . by allowing the extra hand freedom of Schlage's popular 5-inch backset.

The quality story you want to tell begins at the entranceway . . . when it's announced by the convenience and the colorful originality of Schlage locks and open-back escutcheons.



Continental open-back escutcheon, with Saturn design lock.



Manhattan open-back escutcheon, with Tulip design lock.

**Sell Schlage's "Color Accent" at the Entranceway**  
Behind the rectangular symmetry of the Manhattan or the circular simplicity of the Continental, color can be used to give attractive individuality to the entranceway of every home. When combined with the wide assortment of original Schlage lock designs and finishes, Schlage "Color Accent" escutcheons add a fashionable sales feature to your homes . . . simply and inexpensively.

Send for New "Lock Fashions" Brochure #651-Y-11  
For illustrated applications of Schlage "Color Accent" escutcheons and complete information on Schlage residential and escutcheon designs, write today for this handsome, 4-color, 12-page brochure to Schlage Lock Co., P.O. Box 3324, San Francisco.

**SCHLAGE**  
LOCK COMPANY

SCHLAGE LOCK COMPANY, SAN FRANCISCO • NEW YORK • VANCOUVER, B. C.

# NEW

## LOW-PRICED



# Cub PORTABLE HEATERS

SILENT GLOW



MODEL 90

Weighs only 78 lbs.  
80,000 to  
100,000 BTU's.

Save ...

WHEN YOU BUY IT

Save ...

WHEN YOU USE IT

Save ...

WHEN YOU SERVICE IT

## the lowest cost heat you can use

Only Silent Glow "Cubs" offer these money saving features. • 100% fuel utilization for maximum economy and efficiency • Thermostatic control for selection of desired heat thus eliminating fuel waste • Patented Flame Filter to provide radiant heat as well as circulating heat at no extra cost. Plus eight other dollar saving features and these added advantages—

**MAXIMUM SAFETY**—A completely enclosed flame that burns like a miner's lamp. This means freedom from dangerous unburned fuel and smokey fumes. Plus the added safety of thermostatic controls to prevent overheating.

**RUGGED CONSTRUCTION**—Built like a battleship with minimum weight. Completely welded, no parts to get loose. Tubular fuel tank for rugged, on the job use.

**EXTREME ADAPTABILITY**—Easy and ready to use. Rolls anywhere. Ideal for heating personnel, preheating materials, thawing frozen equipment. A model to meet every need. Up to ONE MILLION BTU's. Remember ... they are cubs in size and bears for work!

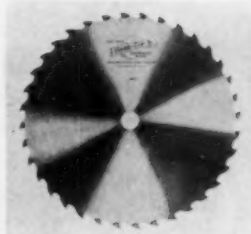


Be Prepared! See them at your dealer or write direct.

THE SILENT GLOW OIL BURNER CORP.

862 WINDSOR ST., HARTFORD 1, CONN.

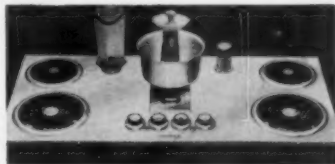
### NEW PRODUCTS ...



#### Blades easy to re-sharpen

Original "Hard-Tip" disposable saw blades are now deep hardened and can be easily re-sharpened. Deep hardening provides a blade with a temper not affected by re-sharpening. Feature greater economy, long-life edge. Available in many sizes. Heinemann Saw Corp., Dept. AB, Canton, Ohio.

Circle No. N14 on reply card, p. 104



#### Step-saving built-in

Builder can easily and simply install new 42" divided top-surface unit with Nutone Food Center using only one cut-out. Combination also serves as a source of power for other appliances. Provides efficient, time-saving work center; is flush-mounted on counter. Tappan Stove Co., Dept. AB, Mansfield, Ohio.

Circle No. N15 on reply card, p. 104



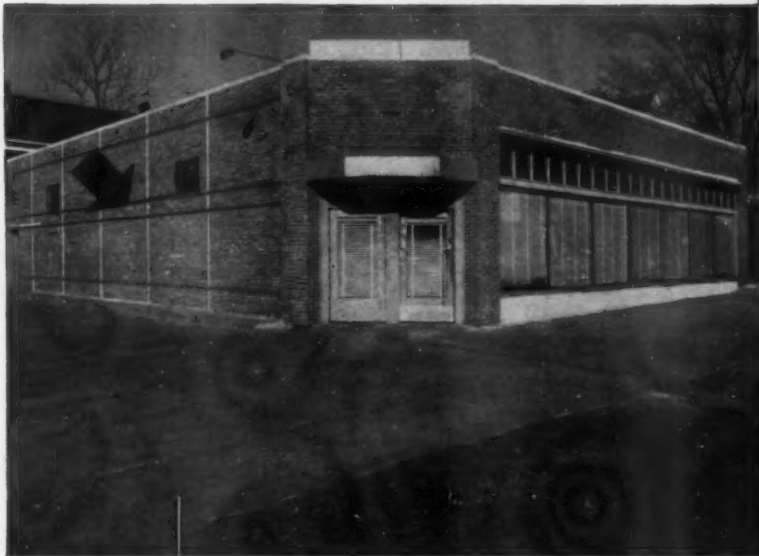
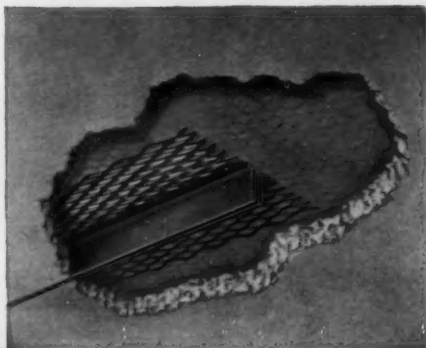
#### Warehouse is air supported

Air-supported buildings provide low-cost storage space for building materials. Portable warehouse of DuPont-coated fabric is waterproof, air tight, translucent, yet lightweight and strong. Can be easily erected and re-used. Birdair Structures, Dept. AB, 290 Larkin St., Buffalo 10, N.Y.

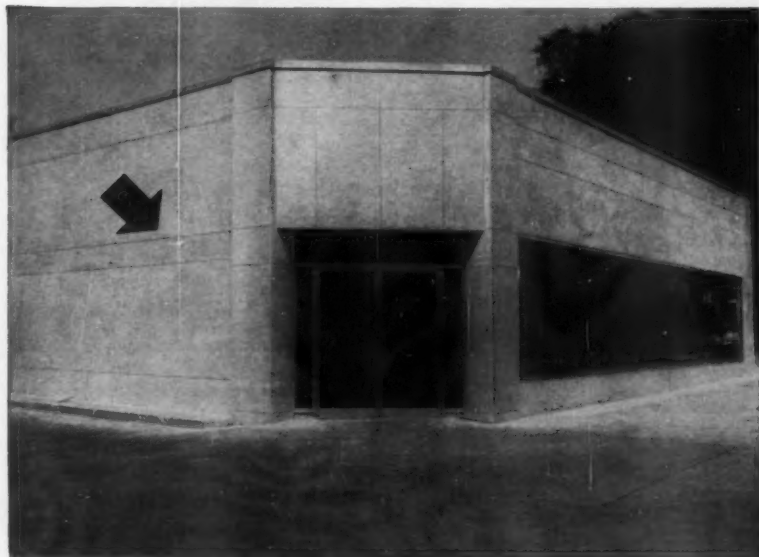
Circle No. N16 on reply card, p. 104

# Modernizing in stucco?

low-cost expansion joint  
helps do the job 3 ways better



Here's a building being prepared for the application of exterior stucco. At this stage, Penmetal Expansion Joint (see arrow) had been applied to left side only.



Finished remodelling job. Arrow points to Expansion Joint in stucco. Decoratively patterned, this aperture breaks the flat wall expanse, enhances the appearance of the building.

## LONGER LASTING

Stucco jobs keep their new look longer when the Penmetal Expansion Joint is applied for *anti-crack protection*. A specially designed ground expands and contracts with any movement of stucco. This absorbs internal stresses and strains — greatly reduces the threat of cracking.

## GREATER ECONOMY

Long-run savings on maintenance justify ten times over the small initial cost of a Penmetal Expansion Joint. What's more, the joint provides a work stop—no improvising, no special-order items. Saves time and labor, too; it's a one-piece joint and ground.

## BETTER LOOKING

Many architects use the Expansion Joint to enhance the appearance of buildings. They have placed it in squares, rectangles, etc., to break the monotony of drab, flat, building sides. In this way, beauty plus crack resistance is achieved.

*Planning to modernize in stucco? Then plan to take advantage of the many benefits of Penmetal's expansion joint. Also used for plastered walls and ceilings. Ask for details.*

## PENN METAL COMPANY, INC.

General Sales Office:  
40 Central Street, Boston 9, Mass.  
Plant: Parkersburg, W. Va.

District Sales Offices: Boston, New York,  
Philadelphia, Pittsburgh, Detroit, St. Louis,  
Dallas, Little Rock, Seattle, San Francisco,  
Los Angeles, Parkersburg







**"Our Yellow Pages ads make word-of-mouth recommendations pay off!"**

says J. P. VAN SANT, JR.  
**J. PHILIP VAN SANT & SON, GENERAL CONTRACTORS**  
 Glen Ridge, New Jersey



**VAN SANT** finds their Yellow Pages advertising helpful in keeping them busy all year round.

"We advertise exclusively in the Yellow Pages and know they bring us a lot of business. Many people who have heard of us by word-of-mouth look for us in the Yellow Pages when they need a job done."

Contractors all over the country advertise their specialties in the Yellow Pages. That's where prospects look when they are ready to build or remodel. Be sure they find your business advertised under all appropriate classifications in the Yellow Pages. Call your telephone business office for full information.

**J. PHILIP VAN SANT & SON**

*Call For Estimates*

- MASON CONTRACTOR
- BUILDING CONTRACTOR
- ROOFING CONTRACTOR
- CARPENTER
- DRIVEWAY CONTRACTOR

**PILGRIM 3-5835**

188 LINDEN AVENUE GLEN RIDGE, N. J.

THIS DISPLAY AD and six listings under appropriate headings reach residential, commercial and industrial prospects.

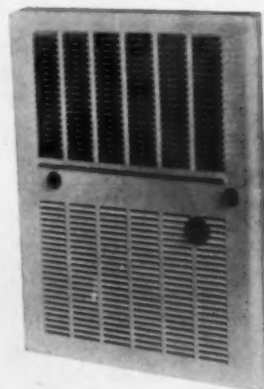
**NEW PRODUCTS . . .**



**Furnace-a/c styled to be seen**

Appliance styled furnace-air conditioner can be installed in family rooms or alcoves. Duct work, piping, and wiring are completely hidden. White baked enamel bottom panel, aluminum finish metal grill are styled to harmonize with room decor; makes unit one which can be left showing in the room. Percojet Industries, Dept. AB, 1135 Ivanhoe Rd., Cleveland 10, Ohio.

Circle No. N17 on reply card, p. 104



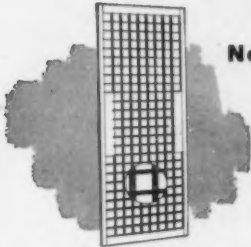
**System needs no furnace**

Heating-cooling system for individual room comfort has unique Electric Percojet heat pump with each unit in system. Automatically heats circulating water, it is inoperative during cooling season. Electric Heating and Cooling, Inc., Dept. AB, 890 Broadway, Newark 4, N.J.

Circle No. N18 on reply card, p. 104

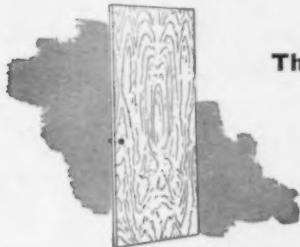
# Why Curtis New Londoner Doors

*make "cheap" doors an expensive luxury*



## No warping...no complaints

It takes an extra regard for quality to provide balanced construction and an all-wood, locked-in core like this. That is why Curtis New Londoner doors don't warp, stay easy to open and close, regardless of humidity or temperature.



## The special beauty of matched-grain panels

Extra care goes into the selection of face panels for Curtis New Londoner doors. The grain patterns of beautiful native woods are *matched* to provide actual pictures in wood. You can spot New Londoner quality at a glance.

## Proved in torture tests like these



Curtis New Londoner doors have undergone almost unbelievable punishment in special, accelerated torture tests in which the doors were slammed, banged with heavy weights and kept in steam cabinets for long periods of time. Every New Londoner door tested came through with flying colors—positive proof that these doors give lifetime service.

## Guaranteed quality



New Londoner hollow-core flush doors—and American solid-core flush doors—are guaranteed by the manufacturer—Curtis Companies Incorporated. Since 1866, Curtis has made fine woodwork and this long business experience stands behind this guarantee. Curtis Certificate will be furnished by your Curtis Woodwork dealer.

New Londoner doors and all Curtis Woodwork are sold by Curtis dealers in most parts of the country. See for yourself why Curtis gives *most* for the money.



# CURTIS

WOODWORK *heart of the home*

Curtis Companies Service Bureau  
200 Curtis Building  
Clinton, Iowa

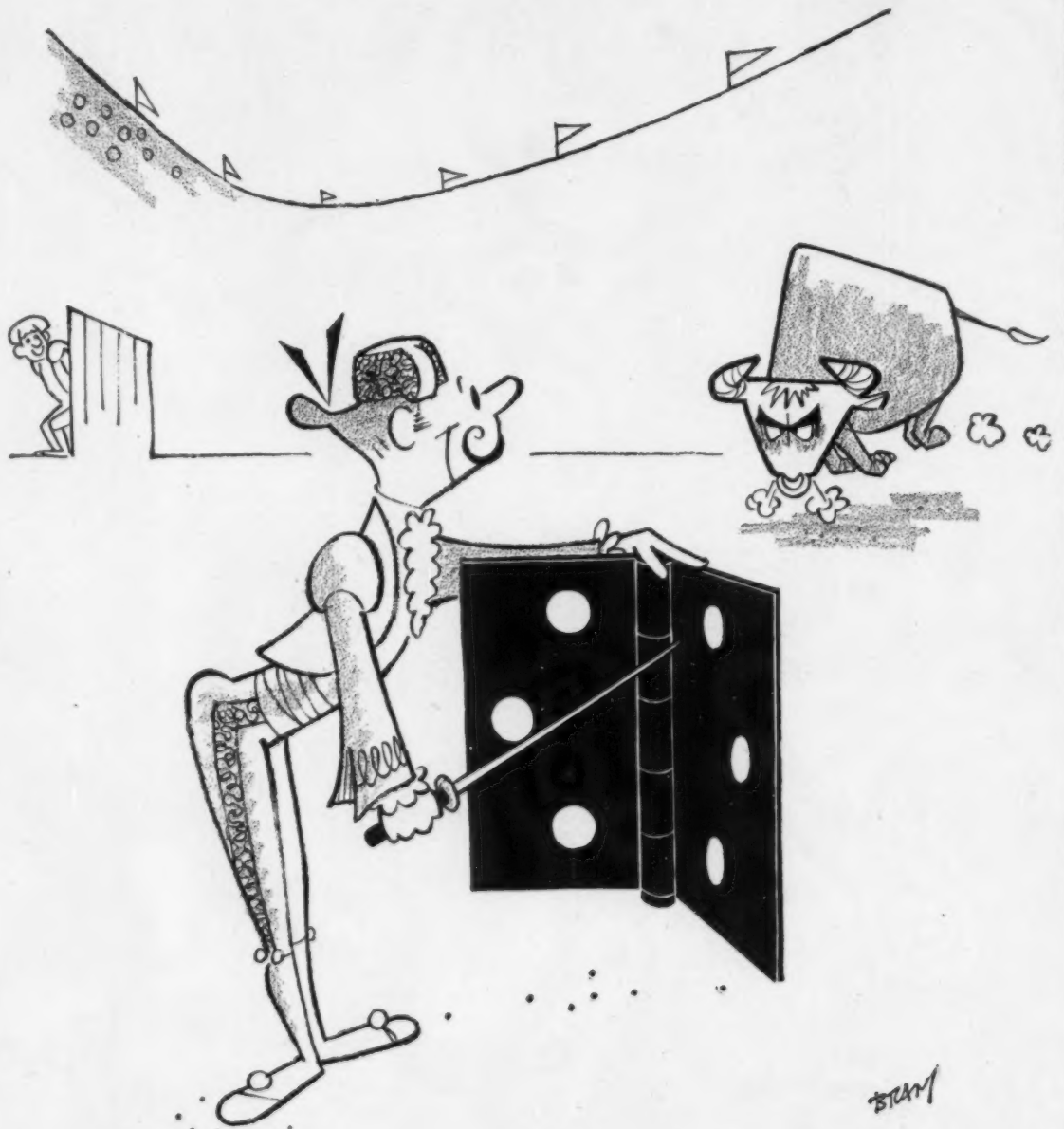
AB-11-57

Tell me more about Curtis New Londoner doors,  
Silentite windows and other Curtis Woodwork.

Name .....

Address .....

City.....State.....



**"EVERYTHING HINGES ON HAGER!"\***

C. Hager & Sons Hinge Mfg. Co. • 139 Victor Street • St. Louis 4, Mo.  
Founded 1849—Every Hager Hinge Swings on 100 Years of Experience



••

"IN SNOW, OR RAIN, OR BURNING SUN..."



**New**

## G-P Guaranteed Premium Sheathing

- Stores outdoors without delamination in any weather or climate.
- New Premium Sheathing at no premium in price!
- New glue line is mold-free, resists moisture during outside storage for up to one year.
- Panels are edge sealed.
- Available in all standard sizes and thicknesses.
- Packaged in steel-strapped bundles, 25 inches high for most convenient handling.

### G-P PREMIUM SHEATHING special guarantee

Georgia-Pacific Corporation guarantees G-P Premium Sheathing against delamination and mold for 12 months when stored outdoors off the ground and under a tarpaulin, or for 6 months off the ground, uncovered.

**GEORGIA—PACIFIC**  
CORPORATION

GEORGIA-PACIFIC CORPORATION  
60 East 42nd St., New York 17, N. Y. Dept. AB1157  
Please send specification literature  
on G-P Premium Sheathing.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



# MISTER— YOUR NAILS ARE SHOWING!

better  
switch  
to...



- NO RUST SPOTS, STAINS, OR STREAKS!
- STRONGER THAN ALUMINUM . . . COST ABOUT 30% LESS PER NAIL!
- HARD STEEL CORE . . . DRIVE BETTER . . . HOLD TIGHT!

## REMODEL WITH CONFIDENCE!

Home builders, remodelers, pre-fab manufacturers are finding it pays to use Maze's specially designed weather-conditioned STORMGUARD Nails for all applications and materials.

### BUY 'EM IN COLORS FOR SIDING & SHAKES

11 STOCK COLORS  
40 OTHER COLORS ON REQUEST

And the difference in cost between STORMGUARDS and ordinary nails is so little!

### FULL RANGE OF SIZES



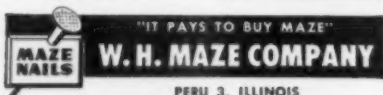
(Extra long class for nailing roof decks to rafters)

Ready-Packed in handy 5 lb. and 50 lb. bulk cartons

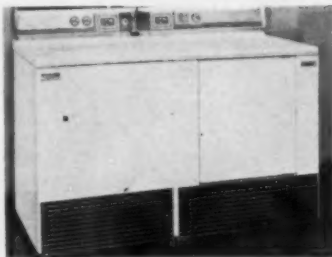
SEE YOUR DEALER, OR

WRITE FOR FREE HANDBOOK AND SAMPLES

NAME \_\_\_\_\_  
FIRM \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_



## NEW PRODUCTS . . .



### Wash, dry with single dials

Home laundry equipment is engineered for single dial operation, saving time and motion. Automatic dryer (right) has special "no heat" cycle; requires no plumbing or venting. Washer operation takes only 12 min. Frigidaire, General Motors, Dept. AB, Dayton, Ohio.

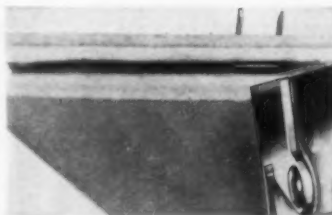
Circle No. N19 on reply card, p. 104



### Paneling fits custom trend

Veneer paneling gives appearance of fine hardwood plus the economy and installation advantages of plywood. V-grooved, random-width "Beauti-Plank" is available in seven different types. Beveled edges allow buttjoint installation. Getz Bros., Dept. AB, 231 Sansome St., San Francisco, Cal.

Circle No. N20 on reply card, p. 104



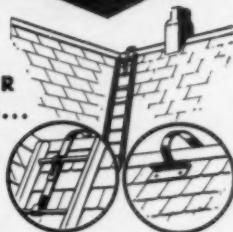
### Ceiling tile takes new tack

This staple, "Ceiltile," takes guesswork out of ceiling tile installation. Drives flush, eliminating buckled tiles, gives "hidden-value" to finished ceiling. Specially designed leg for extra holding power. Arrow Fastener Co., Dept., AB, 1 Junius St., Brooklyn 12, N. Y.

Circle No. N21 on reply card, p. 104

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...



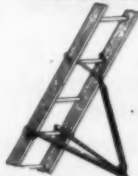
. . . adjustable. Provide safe staging at any pitch. Suitable for all jobs, on any type roofing. Holds 2" x 10" plank. 5 3/4 pounds.

### 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 3-5310

# Distinguished walls help sell homes



## SIMPSON TOASTED "V" GROOVE REDWOOD PLYWOOD

This beautiful Simpson Toasted "V" Groove rift grain redwood plywood paneling can be the difference that makes the sale! It has a distinction about it that prospects like.

It is planked with toasted "V" grooves embossed at intervals of 5, 11, 7, 9, 10 and 6 inches across the width of each panel. Every second groove falls 16 inches O. C. to serve as built-in stud locators for nailing. And because the edges of these panels are beveled, joints don't show.

Toasted "V" groove paneling is low in cost, yet it adds many, many dollars to the appearance value of your homes. So for the strikingly beautiful wood that helps make homes sell on sight use Simpson Toasted "V" Groove redwood plywood paneling. Simpson Toasted "V" Groove plywood paneling is also available in fir, Philippine mahogany and knotty pine.



# Simpson M&M

**PLYWOOD & DOOR PRODUCTS**

You can rely on Simpson for a complete line of specialty plywoods and doors, plus Acoustical, Insulating Board and Hardboard Products.

Simpson Logging Company, Sales Office,  
Plywood & Doors, Room 801-B  
2301 N. Columbia Blvd., Portland 17, Oregon

FREE Toasted "V" Groove Redwood sample together with Simpson's new 36-page booklet, "Manual on Finishing Plywood," which has 88 full-color finish illustrations plus decorating ideas and suggestions for the use of plywood in the home.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

ZONE \_\_\_\_\_

STATE \_\_\_\_\_

PLEASE PRINT

FD-79

## NEW PRODUCTS . . .



### Compactor features speed

Fast-moving Duo-Pactor saves job time. Has small-diameter pneumatic rolls which exert high unit pressure. Compacts base course. Steel roll is lowered to grade, level, smooth stone for surface course. Seaman-Gunnison, c/o Aubrey, Finley, Masley & Hodgson, Dept. AB, 230 N. Michigan Ave., Chicago, Ill.

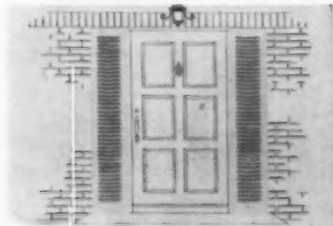
Circle No. N22 on reply card, p. 104



### Charts give wood estimates

Handy Redwood information guides and estimators are available as quick reference wall charts. Chart One gives illustrations of Redwood patterns, dimensions, pattern numbers. Chart Two covers Redwood grades and uses. Simpson Redwood, Dept. AB, 235 Montgomery St., San Francisco, Cal.

Circle No. N23 on reply card, p. 104



### Budget-priced shutters

Slimfold louvered shutters meet the need for a door and window trim which is decorative, long lasting and low priced. Made in one piece, all steel, in ventilated louvered design. Can be painted to match any trim. In all standard sizes. American Steel Door, Dept. AB, 11148 Harper Ave., Detroit 13, Mich.

Circle No. N24 on reply card, p. 104

# HOW ROCKWELL-BUILT DELTA Power Tools CUT COSTS FOR 5 BUILDERS

Delta Power Tools are filling builders' growing needs for a method of reducing labor costs . . . and boosting net profits. By mechanizing operations with Delta equipment, thousands of progressive builders are doing more work faster, maintaining high standards of quality and reducing waste.

*Here are 5 specific examples . . .*



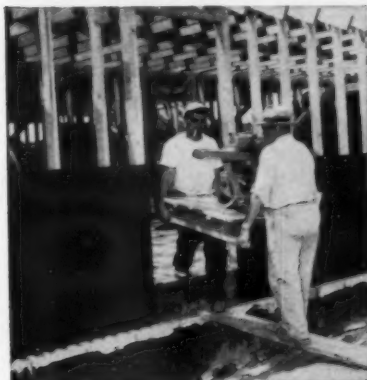
#### 6 DELTA TOOLS SAVE \$12,000

Ken Stowell, home builder in Wichita, Kan., saved \$12,000 in labor costs in a year by pre-cutting house parts in a centrally located shop equipped with: Delta Tilting Arbor Saw, Jointer, Drill Press, Shaper, Band Saw and Scroll Saw. Scrap wood, formerly burned on the job, is utilized in the shop—offering additional savings.



#### PROFITS UP 30%—BUILDING TIME DOWN 40%

Nine Delta Power Tools serve as a complete woodworking center for every house built by J. G. Sheets of Akron, Ohio. Doing costly custom finishing at the job boosts profits by 30%—and cutting framing, flooring and roofing with Delta Power Saws saves 40% more time than slower hand tool methods.



#### PAID FOR ITSELF ON FIRST HOUSE

Dominick Parise of Glenshaw, Pa. used the Delta Portable 10" Radial Saw to pre-cut framing for homebuilding. Using it outside, then moving inside he was able to keep carpenters busy nailing—instead of measuring and fitting. Savings in labor alone on just one job paid for the saw.



#### LESS WASTE—MORE PROFITS

Nearly every piece of wood taken to the job is used, according to Don Hinkle, home builder of Fairview, Pa. The Delta 12" Radial Saw with exclusive 360° turret action lets you make every cut—miters, dados, straight cross cuts and rips. With waste at a minimum—profits go up.



#### MONEY-SAVING PERFORMANCE

Performance is the reason T. Shilling, Meadville, Pa. home builder, uses the Delta 10" Tilting Arbor Bench Saw. Turning out better work faster—day after day with no lost time for maintenance—is performance that means big savings in labor and material.

**DELTA**  
ROCKWELL



another product by  
**ROCKWELL**

**Send Coupon For All The Facts!**

Delta Power Tool Division,  
Rockwell Manufacturing Co.  
6461 N. Lexington Ave.,  
Pittsburgh 8, Pa.

- Please send me catalog on the entire Delta Industrial Line.  
 Please send names of my nearest Delta Dealers.

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ County \_\_\_\_\_ State \_\_\_\_\_

## NEW PRODUCTS . . .



#### A luxury look with plywood

Prefinished plywood wall paneling creates luxuriousness of fine genuine wood. Features eight southern woods never before offered in plywood. "Beauty-Wall" is easy to install; available in three styles. Bradley Plywood Corp., Dept. AB, P.O. Box 709, Savannah, Ga.

Circle No. N25 on reply card, p. 104



#### Closets take minimum space

Upward-acting sliding sectional doors provide attractive, easily-accessible coat closets for schools, offices, churches in minimum space. Precision engineering assures easy operation. WARDROBEdoor is suitable for mounting chalkboard, tackboard. Barber-Colman Co., Dept. AB, Rockford, Ill.

Circle No. N26 on reply card, p. 104



#### Support is decorative

Scroll-design support post also adds decorative touch to projecting corner of fireplace. Five different corner post designs are available for multi-sided or conventional fireplaces. Assures proper structural strength. Bennett-Ireland, Dept. AB, 24 Exchange St., Norwich, N.Y.

Circle No. N27 on reply card, p. 104



# 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



You can tell a  
**DISSTON**

by the  
 way it  
 cuts

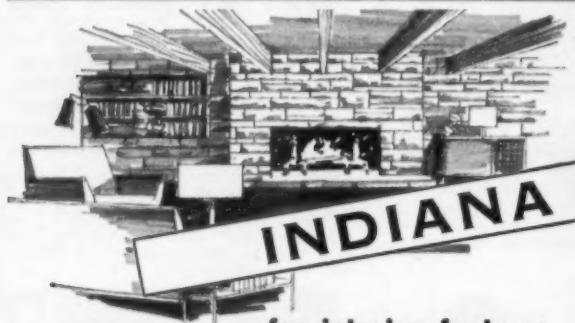


When you use your Disston, note how easily it cuts through the wood. Its clean, sharp bite is due to the bevel filed teeth, the double taper ground blade perfectly tempered to hold its fine edge. Disston is "the saw carpenters use" because carpenters know there's so much extra satisfaction in owning and using fine tools. Disston makes fine tools. Your choice of four quality saws—D-23, D-8, D-7, D-95—in a variety of points and lengths.

*As better hardware and  
 building supply dealers . . . everywhere!*

For free folders, write to: Henry DISSTON DIVISION  
 H. K. PORTER COMPANY, Inc. • PHILADELPHIA 35, PA.

**H. K. PORTER COMPANY, INC.**  
 Henry DISSTON DIVISION



**INDIANA**  
 for interior features

that sell homes — A planter, fireplace, or interior wall of Indiana Limestone adds sales value far beyond its cost. And you get maximum benefit when you stress the origin of this nationally famous, permanent building material.

Send for literature on the use of  
 Indiana Limestone in Home Building.



**INDIANA LIMESTONE INSTITUTE** BEDFORD, INDIANA  
 AB-117

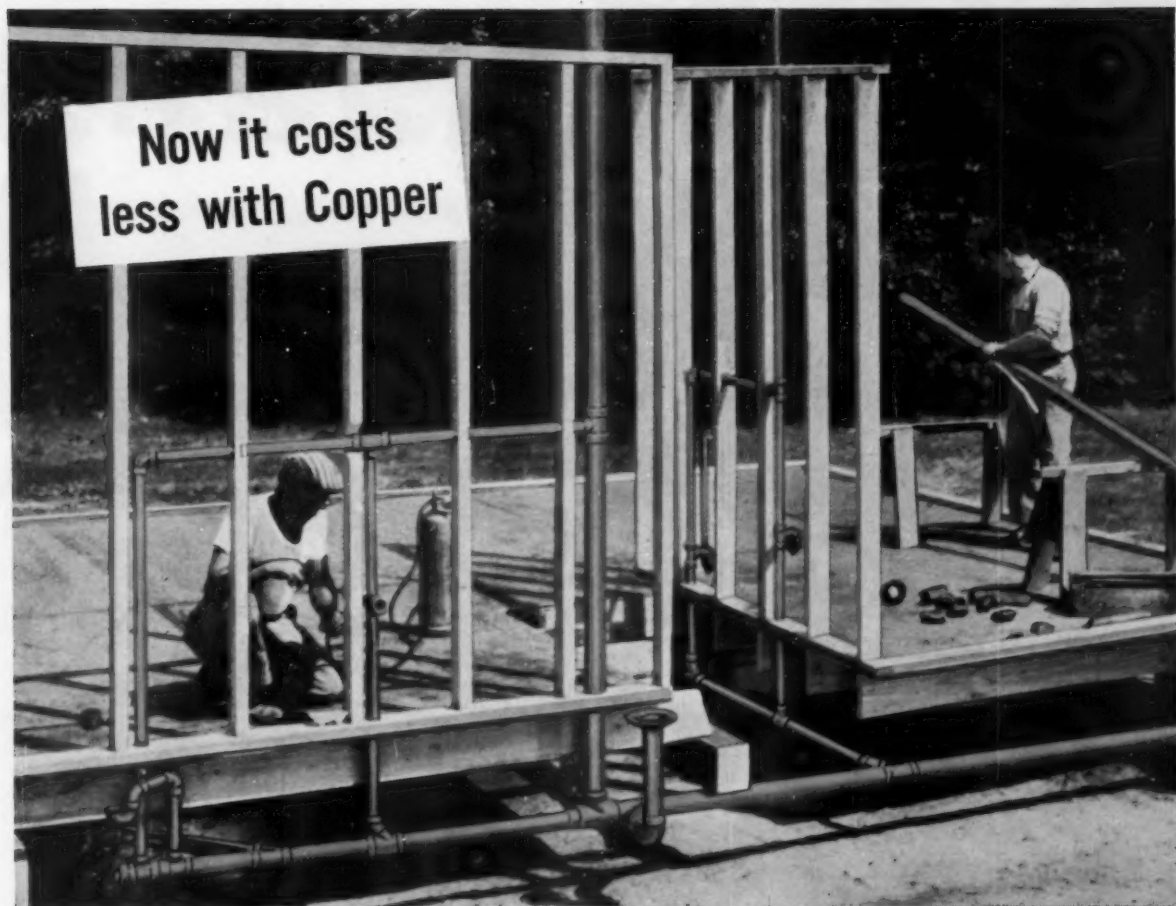
Founded 1932 as a service  
 organization for the Builder,  
 Contractor, and Architect.



**LIMESTONE**  
 for home construction that

increases your profits — This is the random ashlar that lays up fast — creates an impressive, natural beauty that's difficult or impossible to attain with other materials. Used on one or more elevations, it's the answer to rapid construction of higher profit, prestige homes.

NAME \_\_\_\_\_ TITLE \_\_\_\_\_  
 ADDRESS \_\_\_\_\_  
 CITY & STATE \_\_\_\_\_



## Use Copper Tube for sanitary drainage systems — speed, simplify construction . . . cut over-all costs

**CONTRACTOR COMPARES COSTS.** Recently a plumbing contractor figured an installed cost for a drainage system similar to the model shown above — in copper tube and solder-joint fittings vs. ferrous pipe and fittings. The job calls for two bathrooms back-to-back, a kitchen and laundry. Here are summaries of his comparative estimates for materials and labor:

### USING COPPER

103' Copper Drainage Tube	
Type DWV, sizes 1½" to 3" inc.*	\$91.24
28 Cast Brass Fittings	53.56
Solder & Flux	1.10
Total material cost	\$145.90
Add 12 Hours Labor	46.50
Installed cost	\$192.40

\*Most codes require 4" cast iron soil lines and vent stacks. However, under the same codes, 3" size in copper tubes is permitted.

### USING FERROUS PIPE AND FITTINGS

10' Ex. Hy. C.I.D.H. — 4"	\$12.40
30' Ex. Hy. C.I.S.H. — 4"	34.56
63' Galv. Steel Pipe	26.93
16 lbs. 4" lead pipe	5.28
6 lbs. wiping solder	4.50

60 lbs. caulking lead	13.80
6 lbs. oakum	1.92
37 Fittings	51.20
Total material cost	\$150.59
Add 22 hours labor	85.25
Installed cost	\$235.84

**SAVINGS** using copper amounted to \$43.44 — nearly a 20% savings over the use of ferrous pipe!

**INSTALLATION TIME CUT.** Many plumbing contractors have found that the normal time needed for roughing-in a cast iron and steel pipe drainage system can be reduced by about half with the use of copper tube. The above estimate, however, was figured with a 45% saving, to be on the conservative side. But even if the time saving were only one-third, the dollar savings would be \$33. Labor rate is based on prevailing wage scale in a New England industrial area, plus fringe benefits, compensation and liability insurance costs.

**ASK YOUR PLUMBING CONTRACTOR** to figure current costs of using Anaconda

Copper Drainage Tube in your new houses and remodeling jobs. You'll probably get a pleasant surprise. Best of all, you'll get a highly salable quality feature to offer your customers — Anaconda ALL-COPPER plumbing.

Anaconda Copper Tubes are available in all standard wall thicknesses — Types K, L, M, and the new lighter weight Type DWV Copper Drainage Tube. And Anaconda wrought and cast solder-joint fittings are available in a wide range of sizes and types.

Write for descriptive literature on ALL-COPPER plumbing. Address: The American Brass Company, Waterbury 20, Conn. In Canada: Anaconda American Brass Ltd., New Toronto, Ontario.

0708A

# ANACONDA®

COPPER TUBE AND FITTINGS

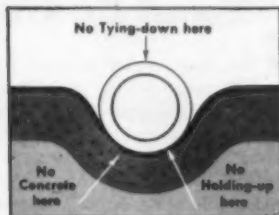
Available through Plumbing Wholesalers  
Made by

THE AMERICAN BRASS COMPANY



## Pocket the cost of concrete encasement!

Strong, corrosion-resistant Transite® offers many ways to save when you install modern slab-in-grade perimeter heating and air-conditioning systems. Costly concrete encasement is unnecessary. Time and concrete are saved as your men position Transite Air Duct directly on the prepared bottom. No need for special supports—and because Transite won't float—no need for anchoring. All your men do is position duct and pour concrete.



Transite installs still faster because fittings can be made quickly, easily, right on the job—or ordered

factory-made to your requirements. Made of asbestos-cement, Transite won't flake or flap down to impede air flow . . . will never rot or give off odor.

Let us send you a free copy of Transite Air Duct booklet, TR-144A. Address Johns-Manville, Box 14, New York 16, N. Y. In Canada, 565 Lakeshore Road East, Port Credit, Ont.



## Johns-Manville TRANSITE AIR DUCT

**The Most Successful Men  
in the  
HOME BUILDING INDUSTRY  
Will Be There . . .**

### Be Sure YOU Attend

This will be the building industry's biggest show . . . a gigantic five-day preview of what's new, with 780 exhibit spaces jammed with scores of brand new products, hundreds of improved "standards".

Talks and demonstrations will be presented by nationally-known leaders from business, industry and government . . . they'll cover such vital topics as financing, merchandising, building techniques, taxes, and management methods.

Don't pass up this once-a-year offering of business-building, money-making ideas. If you're a builder, architect, contractor, dealer, jobber, manufacturer, mortgage man or engineer, you belong at this great annual event.

### HERE'S HOW YOU REGISTER

*Hotel reservations should be made immediately!* NAHB members should register through their local association. Non-members send advance registration fee (\$15 for men, \$10 for women) together with hotel reservation request, to address below. Please show name, address, business classification and date of arrival for each person included in your request. *Do it today!*



**NATIONAL ASSOCIATION OF HOME BUILDERS**  
CONVENTION & EXPOSITION HEADQUARTERS  
140 S. DEARBORN ST., CHICAGO 3, ILLINOIS



# Right Combination

## FOR SALE AFTER SALE!



PRODUCED IN 41 DECORATOR COLORS PLUS SPARKLING BLACK AND WHITE

Here is the most wanted, therefore most *profitable* bathroom fixture combination you can offer. The industry's first Concave Lavatory\* plus the famous Case Non-Overflow One-piece\*\* Water Closet with the whispering flush.

The Case Wellington\*\*\* 300 Lavatory is the most wanted because it's the first *really comfortable* lavatory ever made for men and women. Gracefully curved for comfort and unusual beauty. Extra-spacious, wide, flat deck. Shown with art-designed wrought iron legs and towel bars, all in one piece.

\*Available with Wrought Iron or Chrome Legs

Legs supplied in decorator colors and sparkling black and gold. You already know the Case One-Piece Water Closet and its customer-winning features like non-overflow bowl; safeguarding anti-syphon ballcock; pressurized cleansing rim flush; large water area; healthful seat height; time tested, with streamlined design in 41 colors and black and white. Ask your Case wholesaler or distributor or write:

\*\*Patented

\*\*\*Patent Pending

by

Case

**CASE MANUFACTURING CORPORATION**

33 MAIN STREET, BUFFALO 3, NEW YORK



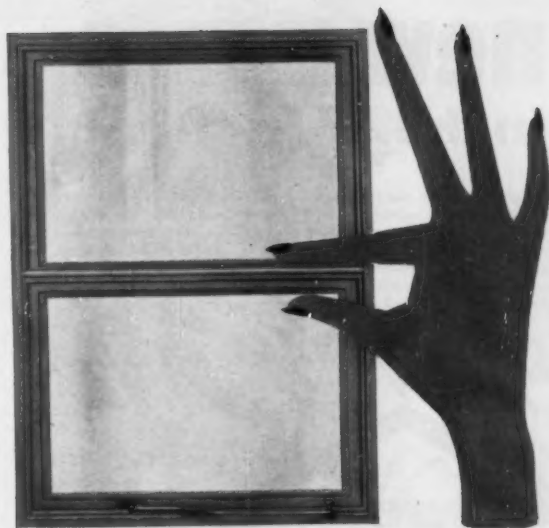
# new



FOR THE ARCHITECT OR DESIGNER: new, slim joining mullion provides the advantage of attractive horizontal lines.

FOR THE BUILDER: Twin lights in Single Frame speed construction.

FOR THE HOME OWNER: The "double-hung" look with all the conveniences of modern awning windows.



# Pella® twinlite

**the awning window with the "double-hung" look**

Composed of a fixed window at the top and a ventilating unit of equal size at the bottom, PELLA TWINLITE is available in seven modular sizes, including 32" x 44" frame widths. In addition a picture window in combination with a ventilating unit is also available.

Features like these are standard equipment: self-storing screens, in-the-sash storm panels, underscreen operator with exclusive Glide-lock, and complete weatherstripping. And!...they can be installed on their sides to form beautiful casements with narrow mullions.

*For complete details, check and mail coupon today.*



**ROLSCREEN COMPANY** Dept. I-125, Pella, Iowa  
Please send detailed literature describing Pella's new TWINLITE combination fixed and ventilating windows.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
Company \_\_\_\_\_  
Title \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



# new items in the **AJAX** line!

HARDWARE OF PRESTIGE

Nothing gives a home the luxury touch for so little money as AJAX hardware. The high style, simplicity and unusual beauty of both the new "V" and Nordic Modern pulls make them real sales-closers. Their modest price will fit your hardware budget, too. Naturally, like all AJAX products, they are unconditionally guaranteed, so you can specify them with confidence. There are many other quality products in the complete AJAX line. Why not send for a catalog today?

## High Style on a budget

NO. 545 SWEEP WING PULL



Delicate proportions and a man-sized grip make the new AJAX "V" design cabinet and drawer pull popular with men and women alike. Blends beautifully with contemporary, yet is at home in provincial.

Two brand new, Exclusive AJAX high style cabinet and drawer pulls

No. 547 NORDIC MODERN PULL



In keeping with the trend toward slim, graceful lines, AJAX presents this new and striking, high style cabinet and drawer pull. The distinctive open back design lends a classic appearance and accentuates the beauty of cabinets and drawers.

No. 553 SEMI CONCEALED HINGE



This new wrap around hinge is the latest in a series of several types of additional cabinet hinges that will soon be available from AJAX to assure you of a full line of hinges to suit every style and design of cabinet.

**AJAX**  
HARDWARE OF PRESTIGE

AJAX HARDWARE  
SALES COMPANY  
4355 Valley Boulevard  
Los Angeles 32, Calif.



## NEW! Automatic and Manual BUILT-IN (500 SERIES\*) FAN-GLO HEETAIRE



FAN-GLO HEETAIRES have ALL these Features:

- ✓ Both Kinds of Heat . . . INFRA-RED RAYS (plus) FAN-FORCED HEATED AIR!
  - ✓ NEW! TOP Finger-Tip CONTROL!
  - ✓ REMOVABLE GUARD for easy cleaning!
  - ✓ NEW Adjustable Mounting Bars for Easy Positioning of Heetaire to Studs without Framing!
- 1250 to 2000 Watts  
120 V to 240 V

The new close to the wall construction of the highly polished modern front makes these new Fan-Glo Heetaires fit the most modern of homes. Perfect for Motels, Cabins, Play Rooms, Offices!

\* (Patent Applied For)

## NEW! (660 Watts-120 V) "SPACE SAVER"



Automatic or Manual RADIANT HEETAIRES

- . . . with the Patented NEO-GLO ELEMENTS!
- ✓ INSTALLS IN 50% SMALLER AREA!
- ✓ SMALL—Opening Size: 9" x 7" x 1 1/4" deep and 9" x 7" x 3" deep

✓ Perfect for: Cottages, Apartments, Pre-Fabs, Trailers, Small Bathroom, Hallways!

Designed for installation in half the Wall Area required by other built-in heaters.

FREE! Colorful Folder on Heetaires. Write Dept. AB

MARKEL Electric Products, Inc. • LA SALLE Products, Inc.  
145 Seneca St. Buffalo 3, N. Y.

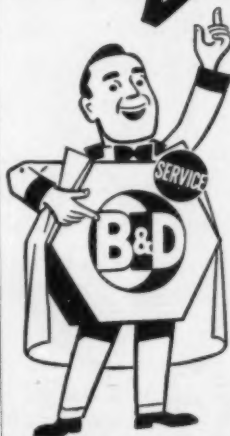
Export Office: 15 Moore St., New York 4, N. Y.

In Canada: MARKEL ELECTRIC PRODUCTS, Ltd., Fort Erie, Ontario

All Heetaires tested and listed under re-examination service by Underwriters' Laboratories, Inc.



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entirely new  
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to enclose bathtubs  
and shower stalls



**New Folding Tub-Master Slides Smoothly, Quietly** for luxurious showering. Translucent doors let in plenty of light, keep out drafts. The bar that fastens enclosure forms a handy towel rack.

## sliding folding tub & shower doors!



**Tub-Master is Made With High-Impact Plastic.** Can't shatter...has no sharp corners to cut or scratch. Panels fit snugly into polished aluminum frame; won't warp or deteriorate.

**Tub-Master Folds Back and Stays Out Of The Way** for bathing children or washing bathtub. By-passes for easy entrance to tub; closes completely for shower. Dries immediately. Cleans like a breeze.



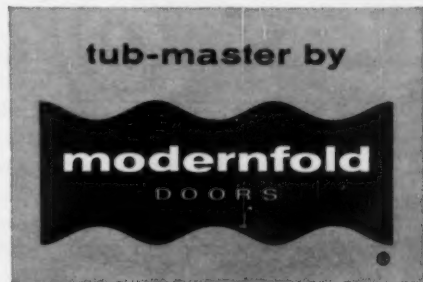
**The New Door for Shower Stalls** safe, easily cleaned and permanently beautiful.

### Cleaner than a shower curtain • Safer than glass • Lovelier than either!

Now—a really exciting innovation to increase the saleability of your houses—the most convenient shower enclosures ever made! MODERNFOLD's new "Tub-Master" has every desirable feature that homebuyers want in custom-made shower enclosures; eliminates everything they don't want. (These photos just start the list!) And there's absolutely nothing else like it for glamorizing your bathrooms!

"Tub-Master" comes in beautiful decorator colors that go clear through—won't fade, mildew, chip, flake or peel. It increases the value of the homes you

build...helps merchandise them. Call a MODERNFOLD Distributor; he's listed under "Doors" in the classified directory.



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# Don't Make A "Project" Out Of Projects

There is an easy way to build large housing projects consisting of repetitive-type wood frame structures. Whether they be single family units, garden apartments, school class rooms, or military housing . . . this easy way is also the big-profit way.

All you do is let American Houses engineer the project for fast, efficient assembly. Why don't you join the American Houses family of builders who are currently constructing over \$45,000,000 worth of housing projects? If you build east of the Mississippi, send for details.

**American Houses, Inc.**



American Houses, Inc., Dept. AB-1157  
S. Aubrey and E. South Sts.  
Allentown, Penna.

I build east of the Mississippi and want to know how American Houses can help me build more houses more profitably.

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Firm Name \_\_\_\_\_

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City \_\_\_\_\_

Zone \_\_\_\_\_ State \_\_\_\_\_

## NEW PRODUCTS . . .



### Tiles are getting larger

Creating new decorative effects is this large unit tile shown on back wall of photo. Ceramic 12x12x3/8" glazed tile simplifies installation and reduces number of grout lines. Produced in 20 colors including several speckle tones. Summitville Tiles, Inc., Dept. AB, Summitville, Ohio.

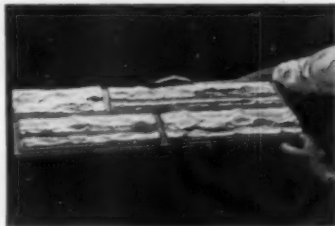
Circle No. N28 on reply card, p. 104



### Solves finish problems

Insul-Mastic color coat covers black bituminous surfaces, concrete, brick, cinder block, stucco, wood, metal, etc. Quick drying, flexible, weather-resistant coat available in many colors. Easily applied by spray, brush or roller. Insul-Mastic Corp., Dept. AB, 7750 W. 61st Place, Summit, Ill.

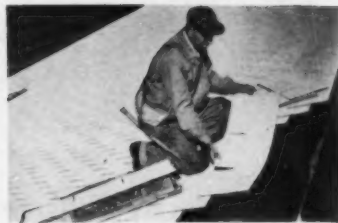
Circle No. N29 on reply card, p. 104



### Stoneface covering is light

Panels of stoneface wall covering are light, allow easy two-step application to walls, saving installation time. Durable, won't fade, clean quickly with damp cloth. Available in beige, white or gray with complimentary mortar joint. Glenstone, Dept. AB, 3 Pine St., Freeport, N.Y.

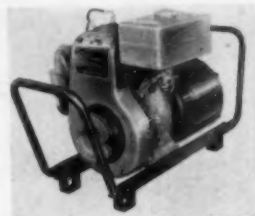
Circle No. N30 on reply card, p. 104



### Safety-rated shingles

Assuring highest possible fire protection are Fire-Chex shingles. Asbestos-plastic shingles are said to outlast all other compositions. Resist weather elements, remain color-rich adding to roof beauty. Philip Carey Mfg. Co., Dept. AB, Lockland, Cincinnati 15, Ohio.

Circle No. N31 on reply card, p. 104



### Generator speeds work

Lightweight, easy to carry, generator saves job time. Two outstanding features: close voltage regulation and generous overload capacity. Low-cost, gasoline-engine generator is simply constructed to reduce maintenance, assure peak performance. Homelite, Dept. AB, Port Chester, N.Y.

Circle No. N32 on reply card, p. 104



### Save time with roof curbing

Inexpensive prefabricated roof curbs will save you job time. Designed to eliminate costlier wood or steel framing, can be quickly assembled and installed. Of zinc-coated steel sheet and a treated wood nailer. In standard sizes. Breese Bros. Co., Dept. AB, Cincinnati, Ohio.

Circle No. N33 on reply card, p. 104

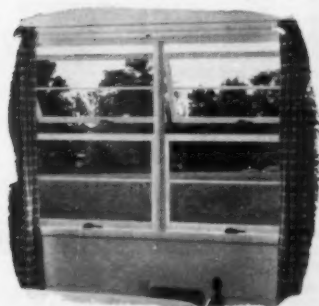


## BEAUTY... thru MALTA wood windows

Yes . . . there's always beauty in homes with MALTA wood windows. Beauty that lends a luxurious atmosphere to any room . . . that endures over the years.

Capitalize on the beauty of MALTA

windows to make your homes more attractive . . . easier to sell. Take advantage of all the MALTA window designs for diversified styling . . . new window beauty.



**MALTA TOWN and COUNTRY**  
double awning unit . . .  
100% ventilation



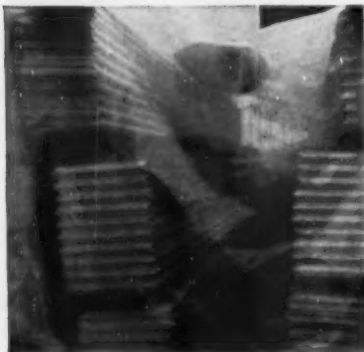
**MALTA-A-VISTA**  
stationary sash combined  
with Malt-A-Vent

*Ask your  
dealer or  
architect, or  
write for  
complete  
information about  
the beautiful  
Malta line  
of wood windows*



# Durethene® POLYETHYLENE FILM

Keeps materials  
dry and workable



Many a building job shows a loss because sudden showers or heavy rains ruin costly materials and supplies. But from now on, you can eliminate the hazards of weather by using low cost Durethene polyethylene film for protective tarpaulins. This lightweight, low cost, easy-to-handle, transparent film is ideal for weather protecting lumber, cement, dry wall panels and other supplies and equipment being stored on the job site.

Durethene film tarpaulins resist tears and puncturing. They are light in weight and large tarpaulins made from it can be handled easily, often by one man.

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- Slab Vapor Barriers
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- Flashing
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- Drop Cloths

and many others



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FILM  
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## CATALOGS . . .

**ESPECIALLY FOR BUILDERS**, new catalog from Westinghouse, covers latest model air conditioners for every installation, lists capacities and specifications. Suggests with pictures and detail diagrams a unit for every type of house. Westinghouse, Dept. AB, Staunton, Va.

Circle No. N34 on reply card, p. 104

**GUIDE TO WATER SYSTEMS** describes three systems: shallow, deep and convertible for specific applications. Contains easily-read charts, specifications on "hidden value" water systems. Information on many pumps. Goulds Pumps, Inc., Dept. AB, 31 Black Brook Rd., Seneca Falls, N.Y.

Circle No. N35 on reply card, p. 104

**THREE-IN-ONE ROOF DECK** described in a factual brochure containing properties, allowable loads, heat gain and loss, plus specifications for cedar and spruce deck. Serves as sheathing, insulation, and ceiling. Rilco Laminated Products, Inc., Dept. AB, First Nat'l Bank Bldg., St. Paul 1, Minn.

Circle No. N36 on reply card, p. 104

**TOOLS OF EVERY TYPE** are cataloged in a '57 reference book from Mall. Four sections cover chain saws, electric tools, contractor tools, and air tools. Gives specifications, prices; fully illustrated. Mall Tool Co., Dept. AB., 25000 So. Western Ave., Park Forest, Ill.

Circle No. N37 on reply card, p. 104

### FOR A SLIGHT CHARGE

**KEY HOMES** for the future are presented in twenty-two page color catalog from Swift. Pictured are ranch, story-and-a-half, split-level and contemporary styles in two-, three-, four-bedroom plans ranging in price from \$1,875 to \$4,775. May be obtained by sending \$.25 to Swift Homes Inc., 1 Chicago Ave., Elizabeth, Pa.

**HOW TO PLAN** and plant trees is presented in a 36-page color book "The Trees on Your Street." Gives ideas on formal, informal and group planting with landscaping plans for street planting. Price \$2. May be obtained from Portland General Electric Co., Dept. AB, Portland, Ore.



**LOW-COST  
CLOSING-IN**  
WITH TOUGH, TRANSPARENT

# Durethene® POLYETHYLENE FILM

You can keep rain, sleet, snow, and wind from robbing you of productive working days.

Do it easily and quickly, too, by shutting out the elements from working areas with waterproof, tough, Durethene polyethylene film. This lightweight, transparent film, tacked or hung over open areas, helps keep carpentering, bricklaying, plastering and other jobs moving.

Durethene polyethylene film can help maintain schedules, keep workmen on a full day basis, protect materials and equipment when bad weather enters the scene. Lay in a supply of Durethene film now. It's available in many weights, widths and lengths.

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Time and Money Saving  
Ideas for Using Film**

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# Stapling slashes costs on these building jobs

- Installing ceiling tile
  - Installing insulation
  - Installing screening
  - Installing low-voltage wiring
  - Installing built-in speakers
- 
- Laying roof paper
  - Installing insulation
  - Installing wooden under-course shakes
  - Applying cornerite
  - Applying felt and waterproof paper to exterior walls
  - Installing flashing paper
  - Laying underfelt for roofing
  - Installing vapor barriers
  - Building light framing
- 
- Applying asphalt shingles
  - Applying metal lath to studding
  - Laying underflooring
  - Applying metal discs for built-up tar-and-gravel roofs
  - Shingling side walls
  - Applying corrugated paper to studding for installing blown-type rock wool
  - Building wire storage bins



**The Bostitch T5 Tacker helps you do all these better and faster!**

Just aim and squeeze. A rugged staple gets a powerful grip right where you want it. Can't mar surfaces. Approved by leading makers of ceiling tile. Speeds work in tight places.



**The Bostitch H2B Stapling Hammer helps you do all these better and faster!**

Use this high-speed, self-feeding stapling hammer on all these jobs—and anywhere you want to cut costs on light tacking or nailing. Holds 160 staples. One-hand operation—other hand's free to position work. Lightweight with a long reach. Takes the fatigue out of drawn-out jobs.



**The Bostitch H4 Hammer helps you do all these better and faster!**

Big jobs go fast when you work with the H4. Every easy blow drives a staple 3/4" deep. Staple legs spread inside work for more holding power than a nail. H4 roofing requires less staging. Up to 4 times faster than hammer and nails!

More and more builders are getting better results, in less time, at less cost with Bostitch staplers. Learn what these tools will do for you. Call your Bostitch Economy Man—listed under Bostitch in your phone book, or mail coupon.

**Fasten it better  
and faster with**

**BOSTITCH**  
STAPLERS AND STAPLES

Bostitch, 831 Briggs Drive, East Greenwich, Rhode Island

Please give me information on ways Bostitch staplers will help me cut building costs.

I'm especially interested in  T5 Tacker  
 H2B Stapling Hammer  
 H4 Heavy-Duty Stapling Hammer

Please send me Good Practice Roofing Manual No. 100—  
"How to Apply Asphalt Shingles with Bostitch H4 Stapling Hammer."

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



## SURE SIGN OF MORE VALUE AT VERY LITTLE COST...



### For all types of windows and doors

By using National Weatherstripping on the homes you build, you can give your buyers extra value for their money. That's because National Products make any house more weatherproof, more comfortable, and much less expensive to maintain. Yet, the added buy appeal of National Weatherstripping costs only a few dollars per house—certainly, a worthwhile investment in added customer satisfaction, quicker sales, and greater profits.

### PACKAGED WEATHERSTRIP



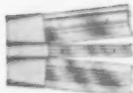
Made and stocked in sizes for all standard windows and doors, National Packaged Weatherstrip is furnished in individual cartons. Each carton contains enough prefabricated material for one window or one door, with sufficient screws and nails.

### COLUMBIA SPRING WEATHERSTRIPPING



National's Columbia Spring Weatherstripping is available in either bronze or aluminum. It's furnished in 17' or 100' rolls, pre-punched and with an ample supply of nails, ready for speedy, simple installation.

### NATIONAL THRESHOLDS, SILLS, SADDLES



All are supplied pre-cut to standard sizes, polished, and completely machined and individually wrapped with necessary screws and hooks. They're made of aluminum or bronze in a number of styles to suit any requirement.

### LOOK TO NATIONAL FOR HIGHEST QUALITY

• Metal weatherstripping • Special rolled moldings • Linoleum binding and edging • "Tripl-Tite" aluminum siding • Porcelain enamel building panels • Porcelain enamel signs

Order from your dealer today . . .  
or write for details!

Weatherstrip Division  
National Metal Products Co.

2 Gateway Center  
Pittsburgh, Pa.

Member: Weatherstrip Research Institute



## CATALOGS . . .

**COMPLETE WEATHERSTRIPPING** information presented in 15-page catalog. Illustrates and describes weather stripping for modern pre-fab double-hung windows. Installation diagrams and price information. W. J. Dennis & Co., Dept. AB, 4444 Irving Pk. Rd., Chicago, Ill.

Circle No. N38 on reply card, p. 104

**TIME- AND LABOR-SAVING** advance in exterior entrance construction is described in brochure from Ready Hung. Completely assembled exterior unit is delivered in final stage of construction eliminating abuse during construction. Ready Hung Doors, Dept. AB, Anderson Bldg., Fort Worth, Tex.

Circle No. N39 on reply card, p. 104

**"SALES BUILDERS** for Home Builders," a complete sales kit, is offered by Crane. Featured is a booklet of 66 useful ideas to help builders attract prospects to model homes, turn prospects into buyers. All sorts of other sales aids. Crane Co., Dept. AB, 835 S. Michigan Ave., Chicago 5, Ill.

Circle No. N40 on reply card, p. 104

**HOMES OF DISTINCTION** in a full color, 82-page book from Pease. Illustrates two-, three-, and four-bedroom homes in ranch, split-level and contemporary styles. Floor plans, prices, color drawings of each house are included. Pease Homes, Dept. AB, 900 Forest Ave., Hamilton, Ohio.

Circle No. N41 on reply card, p. 104

**INTERIOR PANELING** information is offered by Plywall Products. Introduces prefinished paneling for interior decoration which reduces labor costs. "Plywall," a plywood with natural wood grain effect, comes in eight finishes. Plywall Products Co., Dept. AB, P.O. Box 625, Fort Wayne, Ind.

Circle No. N42 on reply card, p. 104

**INDIVIDUAL EFFECTS** created with different plywoods illustrated in a six-page color brochure. Depicts use of Douglas Fir, West Coast Hemlock, and Western Red Cedar. Explains how to achieve best effects in finishing. Rosboro Lumber Co., Dept. AB, Springfield, Ore.

Circle No. N43 on reply card, p. 104

**APPLIANCE-STYLED** cabinet water system with 12- or 42-gallon tank is presented in color brochure. Smart styling of cabinet gives extra work space. Brochure gives specifications and pump information. Clayton Mark & Co., Dept. AB, 1900 Dempster St., Evanston, Ill.

Circle No. N44 on reply card, p. 104

**PIN UP LIGHT** fixture for above mirrors, medicine cabinets, under overhead kitchen cabinets detailed in this bulletin from General Cabinet. Several different models of this streamlined fluorescent fixture as well as drawings of end and back views for installation. Catalog sheet for more information from General Cabinet Corp., Dept. AB, 1809 W. Thomas St., Chicago 22, Ill.

Circle No. N45 on reply card, p. 104

**COMPREHENSIVE RESEARCH** report on "hidden-values" of masonry wall reinforcement is now available. Includes effectiveness of deformation of steel side rods, design comparison tests, distribution of wall stresses. Duro-O-wal, Dept. AB, P.O. Box 89, Cedar Rapids 11, Iowa.

Circle No. N46 on reply card, p. 104

**CUSTOM BUILT-IN SHELVING** which is thoroughly flexible according to individual house needs is described in a colorful brochure. Highly versatile shelving can be used as room dividers as well as for storage. Quaker Industries, Inc., Dept. AB, Kenosha, Wisc.

Circle No. N47 on reply card, p. 104

**PARTITION SYSTEMS** manual has been prepared to assist builders in selecting right partition for individual needs. Seven systems illustrated. Contains tables, component parts, material specifications. Penn Metal Co., Inc., Dept. AB, 40 Central St., Boston 9, Mass.

Circle No. N48 on reply card, p. 104

**HOW TO ADD CONVENIENCE** with towel bars, rings, bath accessories . . . presented in 12-page catalog. Highlights space-saver towel rings and recessed fixtures. Installation diagrams and instructions. General Chrome, Dept. AB, Box 87, Bridgman, Mich.

Circle No. N49 on reply card, p. 104

# Greatest freedom from shrinkage starts with Redwood itself—



Each unitized stack is made up of lumber in classifications according to green weight, and remains in the yard until moisture content reaches a specified range.



By the time lumber leaves the kiln, moisture has been pulled down to an average below equilibrium, and some surface moisture returned to stabilize equilibrium through each board.

—but it takes these extra steps in the manufacture of **PALCO Architectural Quality Redwood** to bring out this natural advantage

Redwood has less shrinkage and swelling—greater dimensional stability than any other domestic commercial wood—if it is properly dried. Drying down to about 28% moisture content merely removes free water in the wood cell cavities. The cell walls are still saturated.

Shrinkage starts at about 28% and continues until the point of equilibrium with air is reached. Air drying alone won't achieve this goal.

PALCO Certified Dry Redwood provides three extra steps to assure proper humidity uniformly distributed through each board.

- 1 Selective air drying up to 24 months according to green weight, bringing all lumber to a specified humidity range before it enters the kiln. (See example chart below).
- 2 Controlled kiln drying, depending on condition and thickness, from 6 to 25 days at specified temperature progressively applied.
- 3 PALCO goes one step further. When the center of the board approaches moisture equilibrium, surfaces are too dry, and would be distorted by re-absorbing moisture from air. PALCO Redwood is therefore left in the kiln for a final extra process to rebuild surface moisture to atmospheric equilibrium—producing the most stable lumber known. This is one of many premium PALCO features—at no extra premium in cost—and you know it will stay in place.

EXAMPLE: Selective air drying schedule for 2" lumber

Classification	Average Green Weight	Approx. Air Drying Time
LIGHT	3 lbs./bd. ft.	9 to 12 months
MEDIUM	4 1/2 lbs./bd. ft.	12 to 18 months
HEAVY	6 lbs./bd. ft.	18 to 24 months



See Sweet's Architectural File, or send coupon for your personal copy of this aid to redwood specification.

Specify the best in Redwood **PALCO**<sup>®</sup>  
**THE PACIFIC LUMBER COMPANY**  
 Since 1869 • Mills at Scotia, California

100 BUSH STREET      35 E. WACKER DRIVE      2185 HUNTINGTON DRIVE  
 SAN FRANCISCO 4      CHICAGO 1      SAN MARINO 9, CALIF.  
 MEMBER OF CALIFORNIA REDWOOD ASSOCIATION

NOVEMBER 1957

L-701R  
**THE PACIFIC LUMBER COMPANY**  
 100 Bush St., San Francisco 4, Calif.—Dept. AB

Please send me without obligation a reprint of the Architectural File Bulletin outlining specification data, PALCO Redwood patterns, sizes, grades, grains, etc.

Name \_\_\_\_\_  
 Title \_\_\_\_\_  
 Company \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

## WAGNER GARAGE DOORS



see our catalog in  
**Sweet's**  
 or write for copy

WAGNER MANUFACTURING CO.  
 A.B.57 Cedar Falls, Iowa

## TRANSMIX UTILITY MIXER

FOR THE "ONE TIME"  
 OR REGULAR  
 USER!

1 OR 1½ BAG CAPACITY



The new TRANSMIX is truly the machine of a 1001 uses. Mix feed, silage, cement, haul dirt. Patented fins make cleaning easy. Save on your home or farm improvements. Barrel revolves on rubber wheels. Fits most tractors. For complete FREE folder, write:

- Mixes while transporting
- Dumps hydraulically
- Attaches in minutes
- No holes to bore
- No gears

**UNCONDITIONAL  
 GUARANTEE!**

UNIVERSAL PULLEYS COMPANY  
 340 N. Mosley, Wichita, Kansas

## THE FACTS RECOMMEND

# Dur-O-wal

## masonry reinforcement



as a service to the building industry Dur-O-wal is happy to provide you with a fact file containing the findings of an independent research study on masonry wall reinforcement.

# Dur-O-wal

Rigid Backbone of Steel For Every Masonry Wall

Dur-O-wal Div., Cedar Rapids Block Co., CEDAR RAPIDS, IA.  
 Dur-O-wal Prod., Inc., Box 628, SYRACUSE, N. Y.  
 Dur-O-wal Div., Frontier Mfg. Co., Box 49, PHOENIX, ARIZ.  
 Dur-O-wal Prod., Inc., 4500 E. Lombard St., BALTIMORE, MD.  
 Dur-O-wal of Ill., 119 N. River St., AURORA, ILL.  
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 Dur-O-wal Inc., 165 Utah Street, TOLEDO, OHIO

**DUR-O-WAL**, Cedar Rapids, Iowa

Please send Dur-O-wal file to

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Firm \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

Please furnish name of my nearest dealer

## NOW YOU CAN PAY-AS-YOU-BUILD



New, modern power equipment like Generators, Power Trowels, Transit Levels — can be yours to USE while you take . . .

**UP TO 12 MONTHS TO PAY!**

**FREE!** Full details on the new Pay-As-You-Build plan that lets you pay for new power equipment while it makes profits for you! Send for your free copy of this booklet! Write today!



**TOOL COMPANY**

1912 WALNUT STREET · KANSAS CITY 8, MO.

time  
 proved  
 quality

in the wall

**SLIDING  
 DOOR  
 FRAMES**



**WARDROBE  
 HARDWARE**

NORDAHL MANUFACTURING CO. 180 WEST ALAMEDA, BURBANK, CALIFORNIA

STATEMENT REQUIRED BY THE ACT OF AUGUST 24, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, AND JULY 2, 1946 (Title 39, United States Code, Section 233) SHOWING THE OWNERSHIP, MANAGEMENT, AND CIRCULATION

Of American Builder published monthly at Bristol, Conn. for November, 1957

1. The names and addresses of the publisher, editor, managing editor, and business managers are: Publisher, Arthur J. McGinnis, 30 Church St., New York 7, N. Y.; Editorial Director, Joseph B. Mason, 30 Church St., New York 7, N. Y.; Editor, Walter R. Browder, 30 Church St., New York 7, N. Y.; Managing editor, William F. Koelling, 30 Church St., New York 7, N. Y.; Advertising manager, Frederick A. Clark, 30 Church St., New York 7, N. Y.

2. The owners are: Simmons-Boardman Publishing Corp., 30 Church St., New York 7, N. Y. Stockholders of one percent or more, James C. and Louise Lyne, 30 Church St., New York 7, N. Y.; Arthur J. McGinnis, 30 Church St., New York 7, N. Y.; Frederick A. and Artimese B. Clark, 30 Church St., New York 7, N. Y.; Samuel O. and Carrie E. Dunn, 79 West Monroe St., Chicago 3, Ill.; Joseph or Katherine Sanders, 2909 Maple Ave., Dallas 4, Texas; John R. Thompson and Kathie Thompson, 79 West Monroe St., Chicago 3, Ill.; Ruth Wheaton Johnson, 1615 Ravenna Blvd., Seattle 5, Wash.; William E. Russell as Trustee L/W/T of Ida R. Simmons F/B/O, Mrs. E. S. Fenton, c/o Russell & Russell, 41 East 42nd St., New York 17, N. Y.; J. Streicher & Co., 2 Rector St., New York, N. Y. Partners of J. Streicher & Co. are: Joseph Streicher, Jack L. Streicher, Ethel Streicher, Judson Streicher, all of 2 Rector St., New York, N. Y.; Morton & Co., c/o Marine Midland Trust Co., 120 Broadway, New York 15, N. Y.

3. The known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages, or other securities are: None.

4. Paragraphs 2 and 3 include, in case where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner.

ARTHUR J. MCGINNIS, Publisher

Sworn to and subscribed before me this 30th day of September, 1957.

[SEAL]

EDMUND J. PUDYAK, Notary Public  
 (My commission expires March 30, 1959)



# Youngstown Kitchens'

# 10 point

## home-selling program for builders...

10 HELPFUL WAYS TO SELL  
MORE HOUSES...AT MORE PROFIT  
...IN LESS TIME!

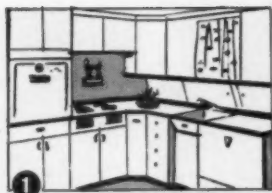
Call or write your **YOUNGSTOWN KITCHENS** distributor now. Find out how this complete 10-point selling program can begin selling for you immediately.

A YOUNGSTOWN KITCHEN...THE HAPPIEST ROOM IN THE HOUSE.

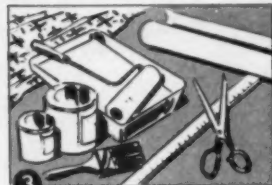


*Youngstown Kitchens*

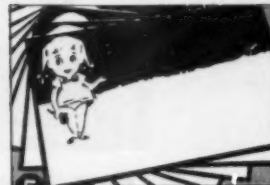
DIVISION OF **AMERICAN-Standard**  
SALEM, OHIO



**1** Complete kitchens from one source. Cabinets, sinks, appliances in a variety of sizes and styles to fit your every plan.



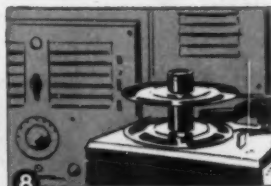
**3** A complete decorating plan done for you by decorating expert, Diana Young. Includes brand names; paint, fabric and floor covering numbers.



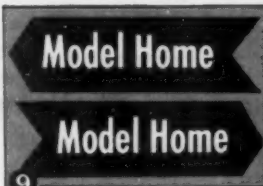
**5** 12 hard-selling interior signs. 5 that highlight kitchen features. 7 are blanks for you to imprint other features of your home.



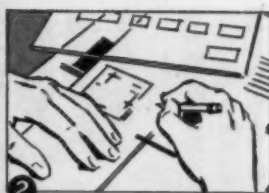
**7** Open house pennants. 100 feet of eye-catching colorful banners that will lend an exciting atmosphere to your model home exhibit.



**8** Special records created to help you sell more homes. Use with your record-playing system set-up with loud speakers in several rooms.



**9** Directional signs that point the way to your model home. 12 colorful arrows... six pointing left... six pointing right.



**2** Professional kitchen design at your request to help you solve all FHA and VA requirement problems at the blueprint stage.



**4** Kitchen planning award with your name. Hang it in the kitchen of your model. Visitors know they are seeing the best in modern kitchens.



**6** Arresting exterior display sign. Big 4' x 8' weather-worthy metal project sign prepared for you with your name on it. Use it right on the job.



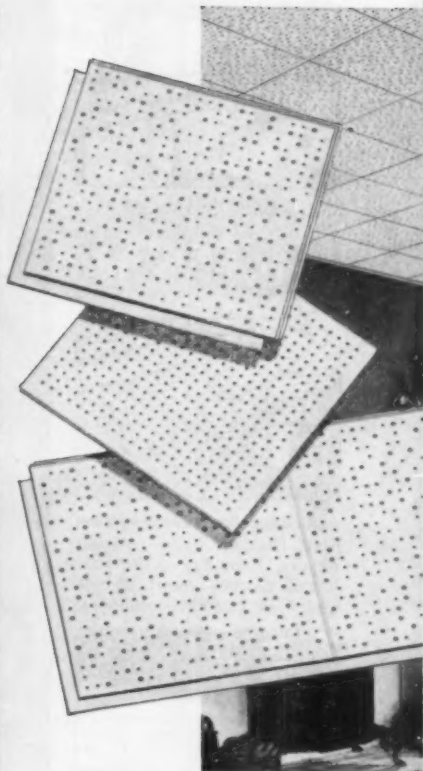
**10** Sales training...our experts will show you or your realtor how to demonstrate and sell the benefits of your home to every prospect.



Now! Johns-Manville brings you

# 3 exciting new

in the industry's most complete line of



## 1 World's Strongest Insulating Board

Strongbord is the strongest  $\frac{1}{2}$ " Insulating Board Sheathing on the market! So strong it can be used without corner bracing. Designed to meet FHA requirements. Both asbestos and wood sidewall shingles can be applied directly to Strongbord, using special ring barbed nails following J-M specifications.

## 2 New Fibretex Acoustical Panels

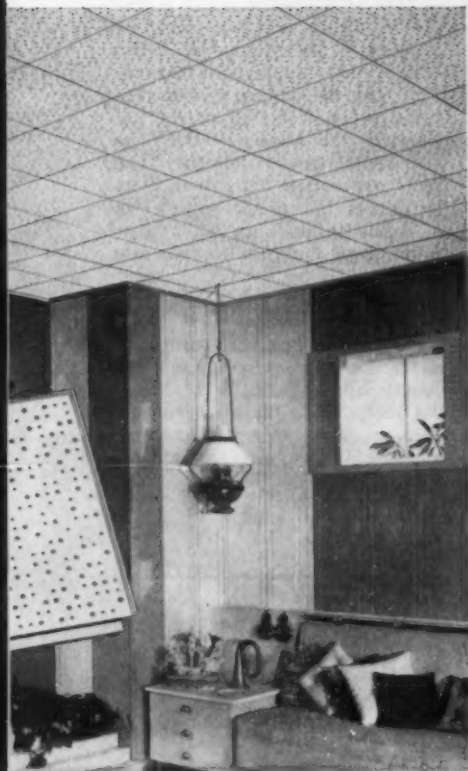
### NOW! 4 Insulating Board Plants located to give you finest service!

Johns-Manville is completing a new plant at Klamath Falls, Ore. and recently has constructed a new plant at North Bay, Ont. which is now in operation. These factories, in addition to others already in operation at Natchez, Miss. and Jarrett, Va., assure prompt, reliable service for all your Insulating Board requirements.



# products

## Insulating Boards



Each Fibretex Panel contains hundreds of small noise traps which absorb up to 75% of the room noise that strikes them. Panels are prefinished in white. Furnished with Lighting Joint or with square edge. Panels are 12" x 12", and 12" x 24", 1/2" and 3/4" thick. All panels come in uniform and random drilled pattern.

### 3 New 3 in 1 Insulating Roof- deck

Provides in one unit and operation: (1) a beautiful finished ceiling; (2) insulation; (3) a structural roof deck for patented Seal-O-Matic® Asphalt Shingles or built-up roofing. Comes with or without vapor barrier and in thicknesses of 1 1/2", 2" and 3" to meet climatic conditions. Designed to meet FHA requirements.

**FREE!** more information on the industry's most complete line of Insulating Board products

- Strongbord
- Fibretex Acoustical Panels
- Insulating Roofdeck
- Decorative Wall Plank

- Decorative Ceiling Panel
- Building Board (large size sheets that build, insulate, decorate)
- Shingle Backer (for use with Colorbestos® sidewalls)

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Address \_\_\_\_\_  
City \_\_\_\_\_  
County \_\_\_\_\_ State \_\_\_\_\_



# Johns-Manville

Check products of interest, address  
Johns-Manville, Box 111, New York  
16; in Canada, Port Credit, Ontario.

**Community magazine aids word-of-mouth drive**

Pedestrians and motorists sweating out traffic lights and tie-ups on their way home from downtown Dayton, Ohio, one recent Friday afternoon were highly receptive to this hand-out circular:

"Why fight traffic?" asked the circular. "Live close to your work in Huber Heights. . . ." It went on to list other advantages of the community, showed an illustration of one model, a floor plan, price, visiting hours, etc.

**Drive gets results**

The handout was part of a promotion campaign for H. C. Huber Construction Co.'s development of \$12,995 homes.

Says Huber sales manager Dave Sprout: "In coming up with our new model houses, we build experimental models, as do other home builders.

"Then we invite a cross-section of people living in different projects, apartments, etc. through the house.

"Recently we sent out about 400

invitation letters and could later identify approximately 60 people going through the house on the dates suggested."

**4,000 copies a month**

Meanwhile, with more than 900 houses already sold, Huber has kept up a running public relations program aimed at getting favorable word-of-mouth publicity among earlier buyers now living in the community. One of its most important tools in this program is a publication called, "The Hub."

Some 4,000 copies of the 12-page, pocket-size magazine goes each month to all Huber home owners, along with county and township officials, people who have bought a home but have not yet moved in, barber and beauty shops, doctors' and dentists' offices. Cost, including printing, editing, photography, addressing, and mailing, is about 15¢ a copy.

Contents tell residents what their neighbors are doing, give tips on how to improve their homes, fea-

ture interesting citizens and Huber personnel, and generally contribute to the encouragement of a friendly, informal relationship that tends to make living in Huber Heights an attractive idea.

"The Hub," which is just a year old this month, was even named by residents of the community. When Vol. 1, No. 1 appeared in November 1956 the editors invited residents to name it, offered a \$25 prize for the name accepted. The woman who won thought "The Hub" appropriate not only as short for Huber but as the name of a magazine to serve as the hub of information about the community's activities.

**May pay for itself**

Advertising has been restricted to an occasional page for Huber's equipment-sales plan for residents. But reception to the magazine has been so good that an advertising schedule is being worked out that will practically pay for its production.

**IDEA OF THE MONTH**

**So you want to be on TV. Here's how (cheap)**

The illustrations at right are stills from an animated TV cartoon film being successfully used by a number of builders throughout the country. In 20 seconds it tells the story of continued improvement in housing, from caveman days to the modern era.

Ralph O. Taylor Jr. of Sturgeon & Taylor Development Co. Inc., Kansas City, Mo., worked the open-end film into full-minute spots for his "Turkey Chase" promotion last year, plans to repeat the drive this month.

Taylor opened his announcements with a bugle call (actually a post call) that identifies the firm's radio spots. Then the "caveman" film, followed by photos of houses the company was then building. During this showing, flip cards and live an-



nouncements gave details about the subdivision and the houses for sale.

The film is available from NAHB to local associations or individual builder members for \$6. According to Janet C. Dayton, former radio and TV direc-

tor of the association, "by producing a spot here with an open end for a local tag announcement, NAHB can make it available to associations and builders on a large scale at a fraction of what they would otherwise have to pay."

**No. 6 of a series...File but don't forget**





*Ready  
for action—  
Anywhere!*

Versatile, Precision-Built

**Cummins**  
**MAXAW**

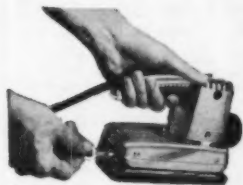
Makes All Cuts In 2" Dressed Lumber!

Cummins professional quality and design show up fast when you put a MAXAW to work! Balanced for easy handling without fatigue... rugged and dependable for hour after hour operation! Exclusive magic-pivot gives MAXAWS the cutting capacity of power saws with greater blade diameter, yet MAXAWS have the heft, feel and maneuverability of finishing saws for interior trim. You save the price of an extra power saw with *one* double-duty MAXAW! See it — try it at your dealer's today!

**NOW!** Another Cummins "First"!

**Cummins Double Action Sander**  
2 Sanding Actions in ONE Sander

Exclusive new KEY CONTROL! Simply turn the key for fast, efficient orbital sanding (Standard Finish) or straight-line sanding for hand-rubbed effect, no-chip end sanding (Super Fine Finish). 3-position auxiliary knob makes hard-to-reach spots accessible. Abrasive papers quickly change; self-cleaning action for long abrasive life. With Cummins super-powered motor, timing belt drive, heavy-duty ball bearing construction — \$49.95.



**MAXAW 757 — \$69.95** (Illustrated)  
6 3/4" blade cuts 1 1/8" @ 45°; 2 1/4" @ 90°.

**MAXAW 7800 — \$84.95**  
7 1/4" blade cuts 2 1/8" @ 45°; 2 1/2" @ 90°.

Both models feature 100% ball and roller bearing construction. *Balanced Hand Grip* — "hand-saw" feel for easy handling. *Exclusive True Course Guide* — keeps blade on line, cut open. *Clutch-Like Blade Action* — prevents damage to motor or blade, eliminates dangerous kickback. *Full-Size Saw Shoe* — no wobble or sway; calibrated for accurate short cut-offs. *Pedestal Base* — simplifies blade changing. *Instant Adjustments* for bevel and depth of cut.

For Complete Details Write:

**Cummins Portable Electric Tools**

5055 N. Lydell Ave., Milwaukee 17, Wis.

Made by

*John Oster*

MANUFACTURING CO.

© 1957 J.O.M.C.

Prices slightly higher in Canada.



# FLEXIBILITY



## for new freedom in kitchen design

Every kitchen in every home you build can offer a custom-designed individuality when you install genuine hand-rubbed natural birch Yorktowne Cabinets.

Yorktowne Kitchens are recognized leaders in beauty, craftsmanship, design, and built-in features.

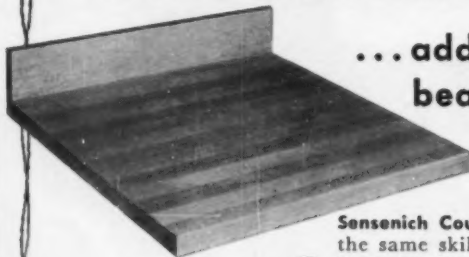
They are immediately available in 175 cabinet styles and sizes from 50 warehouses across the country.

New illustrated folder gives you the complete story of Yorktowne Kitchens. Send for your copy TODAY.

## Yorktowne KITCHENS

Nationally Advertised to Help You Sell  
Manufactured by Colonial Products Co.  
DALLASTOWN, PENNSYLVANIA

# • hard maple COUNTER TOPS



... add utility and  
beauty to every  
kitchen!

- made of kiln dried northern hard maple
- electronically glued with moisture resistant urea resin
- available with or without backsplash
- stocked in standard sizes: 1 1/2" thick, 12" to 96" long, 25" wide

**Sensenich Counter Tops** are built by the same skilled hands that make Sensenich Airplane Propellers, used on private planes throughout the world. That's why you'll take justifiable pride in installing and selling Sensenich laminated wood Counter Tops.

**Sensenich Chopping Blocks and Pastry Boards**—made to the same high quality standards. Available from stock.

Write today for complete information and price lists.

Dept. B

SENSENIC CORPORATION, LANCASTER, PA.

## Sasgen



### "CAM-LOCK" SCAFFOLD WINCH

takes the FALL out of rope  
and fall swing staging!

- assures maximum job safety
- close-fits cornice hook
- eliminates ropes... cuts costs

### PATENTED SASGEN CAM-LOCK AND PAWL DESIGN

- permits fast raising
- limits letdown to 30-40 RPM
- positively stops runaways

Sasgen 500-lb. capacity single line winch shown... holds fifty feet of 3/8" steel aeronautic cable. Long-famous Sasgen construction: all steel, bronze bushed drum and pinion shafts. Weight without bail and cable: about 10 lbs.

"Cam-Lock" Winch shown on new Sasgen Bail at right... can be furnished for use with old style bail. Write for data.



### SASGEN DERRICK COMPANY

3103 GRAND AVENUE • CHICAGO 22, ILLINOIS

## NEW Steel Stake

for . . .  
Footing Forms  
Bracing  
Low Wall Forms



Available in 12, 18, 24, 30,  
36 and 42 inch lengths.

## Symons

SYMONS CLAMP & MFG. CO.  
4261 Diversey Ave., Chicago 39, Ill., Dept. L-7

We will be glad to send contractors a sample 12" stake if request is received on company letterhead. Please include 50c to cover cost of postage and handling. OFFER LIMITED!

Name .....

Firm .....

Address .....

City..... Zone..... State.....



General Electric *Thinlines* completely air condition 30 homes in Thompson Lane Park, Nashville, Tennessee.

## General Electric Thinlines Help Nashville Builder Sell Houses

"We wanted an air conditioner thin enough to fit neatly through the wall yet powerful enough to cool a whole house," says John Wilson, builder of the Thompson Lane Park Project in Nashville. "That's why we decided on General Electric *Thinlines*."

"*Thinlines* sure helped us sell houses! Better than 90% of our customers wanted them. And they could be included in the FHA or VA mortgage."

Mr. Wilson found that just one 1-hp *Thinline* (10,500 BTU's) could completely

air condition an 800-square-foot house. In his larger homes just two *Thinlines* were needed.

Consider compact, powerful *Thinlines* for your next job. They're so thin they fit easily almost anywhere—in windows or right through the wall. And there's no plumbing or ductwork needed.

*Thinlines* come in ½, ¾, 1 and 1½ hp models. See your General Electric Room Air Conditioner retailer for full details. General Electric Company, Appliance Park, Louisville 1, Kentucky.

*Progress Is Our Most Important Product*

GENERAL  ELECTRIC



On the inside there's no unsightly overhang because the *Thinline* is only 16½ inches deep. And the *Thinline's* smart, trim styling blends neatly with any décor.



Leave an opening about 27 inches wide, 23 inches high to install General Electric *Thinline* through wall. Adapter kit makes it easy.



Slide the *Thinline* in later. Six screws make a strong and weather-tight seal.



On the outside *Thinline's* aluminum grille looks well with the building—keeps its good looks for years.



**MR. BUILDER:**  
**here's a book to**  
**build your sales on . . .**

**THIS IS YOUR HOME** can help you sell homes these  
**4 practical ways:**

1. **AS A DIRECT SALES AID** . . . Your looseleaf "builder's edition" of *This Is Your Home* has extra space on the dedication page. This allows you to give personalized copies to each purchaser of your homes.
2. **AS AN INDIRECT SALES AID** . . . Give each home buyer an appreciation of your own skill—with a book that points out the craftsmanship and *hidden values* in home-building.
3. **AS A PRESTIGE BOOSTER** . . . Your special looseleaf edition allows you to insert a model home picture with instruction sheets about materials and appliances used in the home.
4. **AS A GOODWILL BOOSTER** . . . Home buyers will appreciate the "do-it-yourself" emphasis and these essentials of good home maintenance eliminate expensive, unnecessary service calls for you.

Look at this book through the eyes of your home buyers, and you'll see a substantial increase in your own sales.

*This Is Your Home* costs you \$5.95 per copy (add 30¢ per copy for your name, gold-stamped on the cover). Buckram binding and 8½" x 11" page.

*This is* **YOUR HOME**

\$5.95 per copy

**SIMMONS-BOARDMAN BOOKS 30 Church St., New York 7, N.Y.**

**SIMMONS-BOARDMAN BOOKS,**  
 Dept. AB1157

30 Church Street  
 New York 7, N.Y.

Yes, rush me a copy of **THIS IS YOUR HOME** for which  I enclose \$ . . . . . (\$5.95 per copy, \$6.25 per copy with name stamped) or  bill me.

Name .....

Street .....

Address .....

Imprint as follows:

1 or

(2 lines) .....

**SETTING NEW STANDARDS FOR VERSATILITY!**



**VAMPCO TRU-SEAL ALUMINUM AWNING WINDOWS**



The versatile Vampco Tru-Seal Aluminum Awning Windows are ideal for use in residential, commercial and institutional construction. They can be used as separate units, flankers for picture windows or combined with panels to form either curtain or window walls. Made of the finest quality tempered aluminum extrusions, Tru-Seal windows have trim, narrow lines that lend any building an air of spaciousness and good design. Their exclusive operative mechanism and micro-adjustment features are Tru-Seal patents. When vents are fully opened they can be easily washed from the inside. All Tru-Seal Windows are weatherstripped for protection from the elements and available in 54 standard sizes, with the Tru-Seal lifetime storm sash and screens. For complete details, mail coupon below today.

**VAMPCO ALUMINUM WINDOWS** for every type of construction are available in casement, combination casement, intermediate projected, window wall of varying sizes and thicknesses, heavy ribbon construction, glass block and custom designed types.

**VALLEY METAL PRODUCTS CO.**

PLAINWELL, MICHIGAN



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**SMALL BULLDOZER** is used every day, runs up to two-thirds of the working week. It is used for all types of grading and filling, works in places too small for the big dozer.



**"Efficient building," says Bob Schmitt, "requires that you control your land preparation and finishing just as closely as actual house construction." That's why he owns \$60,000 worth of equipment. How about you?**



## Should you buy your own

**W**hat would you say of a builder who sinks \$30,000 into a big piece of machinery, then lets it sit idle half the time? And suppose he told you he was making money doing it? You'd probably say he was soft in the head.

You'd be wrong, of course. Otherwise this story wouldn't have been written. Bob Schmitt, whose construction techniques we showed you in October's **AMERICAN BUILDER**, owns not only the piece of equipment mentioned, but additional earth-moving machinery—all representing about \$60,000. He says he couldn't maintain efficiency without it.

Schmitt's stable contains the following equipment: a D-7 bulldozer; a TD-6 bulldozer; a 12-yard pan; a 2-yard pan; three tractors, one with backhoe, two with loader, one with rear blade; a grader; and a small trencher. Their replacement cost, as noted, is \$60,000, and their annual maintenance cost is about \$4,000. Now let's do some arithmetic. "Suppose," says Schmitt, "I build 50 houses a year for the next five years. Machinery, including maintenance, costs me \$80,000, or

about \$320 a house. Just having the equipment there when I need it, being able to keep earth work on a controlled schedule, saves more than that. And I can write off the original investment taxwise in five years."

The big dozer and pan, representing an investment of \$31,000, are the best examples. Nothing can start in home building before roadwork and rough grading, and in good weather, earth-moving contractors are hard to find. On a house-a-week schedule, every lost week is more than \$3,000 lost cash; ten such weeks would pay for the big rig, and it's no trick to lose ten weeks a year.

The same line of reasoning applies to any equipment which by its absence when it's needed

**A correction: We regret that in our October issue, we incorrectly tagged Bob Schmitt's house at \$27,500. The correct price is a much lower \$22,500.**



## earth-moving equipment?

can delay a job. Time is money to any builder; anything that keeps a crew working is worth that crew's wages, plus profit and overhead, for the period it would have been idle. And of course the builder who owns his own equipment is not paying a subcontractor's overhead and profit.

Careful maintenance is vital. Schmitt has two men responsible for seeing that all equipment is kept in first-class condition, oiled, greased, etc. Some mechanical failures are, of course, inevitable, but repairs can generally be made in a day or two, and meantime it's almost always possible to make one of the other machines do the work temporarily.

Finally, here's how Schmitt handles the problem of operating the machinery. In the case of the backhoe and the big dozer, there are two men highly skilled in operating each machine. On the other equipment, while there are one or two regular operators, there are up to ten men who can operate in a pinch. When the operators aren't running the machines, they revert to being members of one of the regular house-building crews.



**SEWER-LINE TRENCH** is as much a part of the house as the studs, must be as closely controlled. If delayed, trench could hold up garage slab, driveway, sidewalk, plumbing.

## Here are Bob Schmitt's machines, and



**TRACTOR-BACK HOE** unit is used for digging all manner of trenches for water lines, sewer lines, etc., runs about  $\frac{3}{4}$  of the time. Only digging jobs it doesn't do: foundation trenches (shown on next page) and trenches for gas and sewer mains. Sewer trenches are too wide and deep for this machine, are dug instead by outside contractor who starts early enough to avoid delaying Schmitt. Gas company does its own digging, is very prompt



**TWELVE-YARD PAN** or scraper is towed by the big bulldozer. It is used to skin off topsoil, move and pile it for future use, and for moving earth from areas where roads and other excavations are cut. It is too big to work in some jobs, such as cutting sidewalks, where water and gas valves are liable to be sticking up, or working in the confined areas around houses. In these cases, a two-yard pan is used, towed by the small dozer.



**GRADER** is unusual piece of equipment for a builder to own, but Schmitt considers it indispensable. Principal feature is the extreme accuracy it provides, necessary for such grading jobs as putting the crown on roadways. It also is used for jobs like leveling the ground for sidewalks, as shown here, finish grading, or anything else where accurate slopes are needed. In winter it can serve as a snowplow. All of these jobs keep it in use about 30 hours a week.

## the work they perform for him



**TWO TRACTOR-LOADER** units are kept busy all the time. Schmitt stores sand, block, tile, etc., in central piles rather than at each house; the tractors shuttle back and forth from pile to job with what's needed. In addition, loaders are used to lift roofing to roof level, lift gable ends into place, etc. Rear blade on one tractor is used for all sorts of light levelling.

"Someone's always fighting for a tractor," says Schmitt. "We need another one, really."



**BIGGEST INVESTMENT** is the D-7 bulldozer which, with the large pan, cost Schmitt about \$31,000. In addition to price, it requires the most maintenance, is the most difficult of the machines to learn to run efficiently. On the other hand, it can do an enormous amount of heavy work, particularly road work, that a smaller bulldozer could not handle efficiently. Where this big machine can't get in, it turns the work over to its little brother.



**MOST SPECIALIZED** of all Schmitt's equipment is this small trencher. It runs perhaps ten hours a week, is used for water or gas lines, but mostly for foundation trenching, where it more than earns its keep. It cuts a much more accurate trench than the back hoe, and one with perfectly straight walls. This means less waste when the concrete is poured, and the resultant saving can be as much as two yards of concrete, or \$30-\$40 a house.





## let's talk turkey about your business

It's a good time — as the year comes to an end — to take stock of your business operation. And especially, your new business operation. In these days of stiffer competition and rising overhead, the costs of finding new business have gone up steadily. That's why it's more important than ever to concentrate your efforts where you know there's

business to be had. And that's why you need **Dodge Reports!** They tell you in advance what jobs are coming up in the construction field that will interest you . . . and whom to contact about getting them.

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# "That John Deere Crawler Goes 'Most Anywhere . . . Does 'Most Anything!'"

JUST ask Bill Harvey, Box 143-D, Jacksonville, Florida. The all-around performance of the John Deere with the heavy-duty front-end bulldozer, its rugged construction, its surprising power are outstanding in his opinion, and its low initial cost and low cost of operation rate equally high. Mr. Harvey says his John Deere gives him a good hour of stiff work on a gallon of gas! On dredging work, building boat slips, and similar work he likes the easy braking-clutching-steering, the excellent hydraulic system, and the way the outfit "lightfoots" it across mucky ground. He will tell you that he can work in places where other tractors are much too heavy.



**Mr. B. J. (Bill) Harvey, Jacksonville, Florida.** As a general contractor, Mr. Harvey wanted a tractor and equipment that would handle a big variety of work. Developing worthless, swampy shorelines into residential lots and building bulkheads are important jobs he is doing at low daily cost.



To move unwanted trees, Mr. Harvey uses one corner of the tilting dozer blade to loosen earth and cut lateral roots.



Then, a strong nudge or two with the blade in raised position and over it goes. Mr. Harvey praises the tractor's dual hydraulic system, which controls the blade.



Clearing and leveling the beach is fast work for the versatile John Deere-dozer team. At times the outfit works in two to three feet of water.

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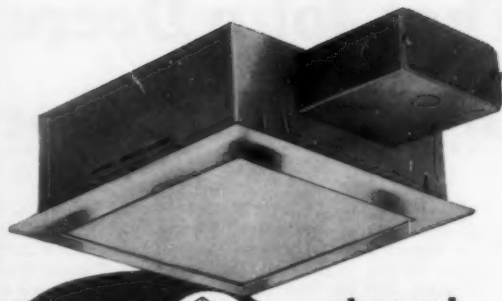
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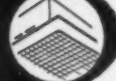
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at any price... on any tractor\*!

Only the Davis Loader-Backhoe allows you unrestricted vision. You can see why this rig, with many such exclusive features gives you more earning power.

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Only the Davis 210 Backhoe lets you dig flush alongside a building, wall, or fence. Vertical stabilizers, right-angle digging, and 10,000 pounds breakaway power give you the advantage on every job.

The Davis Loader — with built-in strength and streamlined design — has been widely copied, but never equalled.

You would naturally think that this rig would cost you more, but it actually costs less than most other makes.

\*Davis Loaders and Backhoes are available for all popular models of International, Ford, Work-Bull, Fordson Major, Ferguson, Case, Massey-Harris, Allis-Chalmers, Oliver, John Deere, and Minneapolis-Moline Tractors.

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Davis 210 digging flush alongside a building.

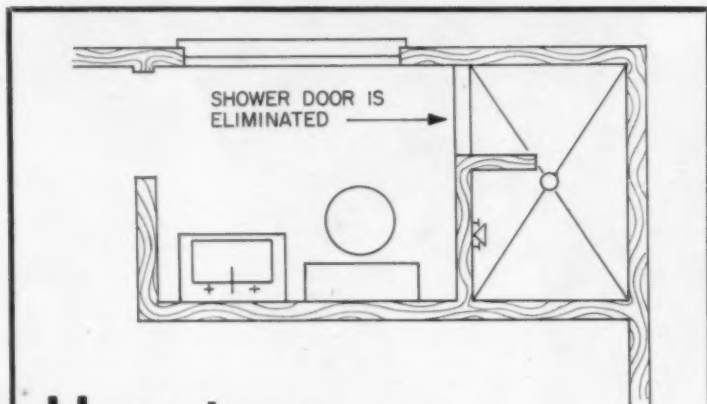


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## How to do it better



### How to save on shower costs

Fitting a shower in an in-line bathroom usually involves a jog in the wall to fill the extra space. This is often hard to do when remodeling. The enclosed sketch shows a job we recently completed. The walk-in shower gives a luxury touch to an inexpensive addition. The dividing wall can be obscure glass, tile, glass block, etc. Savings result in the elimination of the shower

door, extra framing, and the extra plumbing vent. The savings easily pay for the additional tile. The home owner was very much satisfied. Since then, we have completed five more similar installations for his friends.

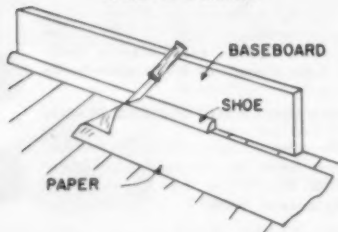
Your magazine is tops in its field and I look forward to its arrival each month.

Edgar F. Flanagan  
Berkeley, Cal.

#### To protect finished floors

To protect pre-finished flooring or flooring that is laid before walls and ceilings are finished, strips of

CUT PAPER ALONG SHOE AFTER  
BASE IS PAINTED



paper—the heavier the better—are laid out so as to cover the whole

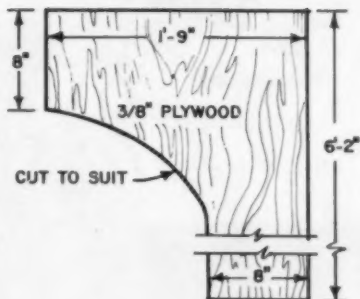
floor of the room. The quarter-round shoe mold is then nailed down so that it holds the paper. The floor will be protected from both paint and scuffing. To remove the paper, cut along the edge of the shoe, as shown.

K. J. Conklin, Waterville, Ohio

#### Foil prevents plaster cracks

Since moisture in wood framing around windows and doorways of new houses may cause cracking near plaster, we prevent this problem by stapling aluminum foil to overlap the framing before plastering up to the wood.

Harvey Muller  
Danboro, Pa.



#### Squaring door jambs

Leveling and plumbing door jambs in the normal manner requires constant checking and re-checking with the level each time a shim is put in or adjusted. A lot of this checking can be eliminated with the plywood template pictured here.

The template is jammed into one corner of the jamb being set up. Since its edges are perfectly straight and square, the jambs, when they are in perfect alignment with the pattern, will also be straight and square. The first vertical jamb is plumbed; from then on, the pattern will assure that the other vertical jamb and the head will also be true.

Note that the long side of the pattern extends almost the full height of the door frame, insuring that there will be no waves in the jamb. The head of the pattern is made short enough to fit into the smallest door; on a wider door, when the pattern is reversed, the full length of the head will have been squared and leveled.

A. Weissman  
Great Neck, N. Y.

#### How to prevent veneer from splintering

Veneer won't splinter when sawed, leaving ragged edges, if a strip of clear cellulose tape is laid over the guide line of the proposed cut.

After making the cut, peel tape off gently with the grain.

Harvey Muller  
Danboro, Pa.

# Say that again?

Yes, here's your season's ticket to homebuilding's biggest show—coming up in American Builder's January Product Show Issue. You'll see new products by the hundreds—the largest concentration of modern home developments in any one place at any one time—the same products that will be on exhibit at the National Home Builders' Association Convention in Chicago.



## **GET A HEAD START ON THE CONVENTION**

To more than 110,000 light construction men across America, American Builder's Product Show Issue is the convention-in-print each year. Special features like "Program and Time Schedule," "Directory of Exhibitors" help them budget their time, plan their itinerary. The Product Show section tells them in advance what they'll see. A guide and checklist shows name, product, hotel and booth number of every participating manufacturer.

## **ALL THIS AND . . .**

every one of the regular features that make each issue of American Builder something special for readers—The Opportunity Page . . . Impact . . . The Building Outlook . . . Dickerman's Column . . . Northup's Column . . . all the others.

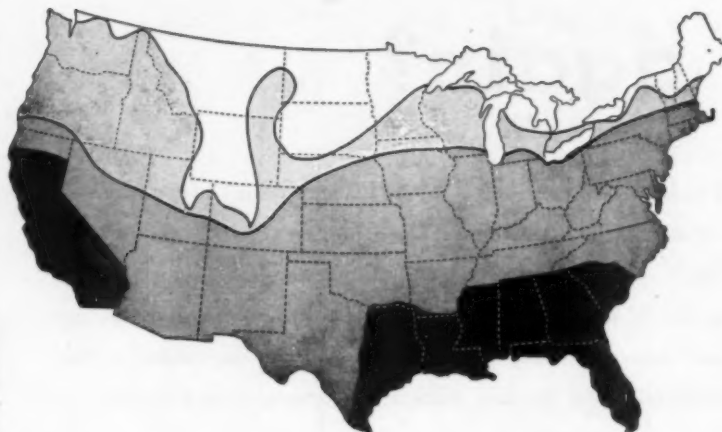
## **THE JANUARY ISSUE LASTS THE WHOLE YEAR THROUGH**

Big as the NAHB convention is, it goes on for only five days. Then it's back into the flood of daily details for hardworking builders. But American Builder's Product Show Issue goes on working for both readers and advertisers for days and weeks and months—keeps the practical realities of the convention alive after the show itself is just a memory.

There's only one NAHB Convention—there's only one Product Show Issue—both in January—and they make for you 1958's hottest reading-selling combination. Watch for it.

# January Product Show Issue **AMERICAN BUILDER**

**New BRAB map shows the U. S. divided into danger zones, according to degree of fungi, subterranean termite attack. Darker the area, greater the danger.**



**It's expensive too . . .**

## Pressure-treated lumber . . . ... it gives you permanent

**W**ood, one of the oldest, least expensive and most workable of man's building materials, is being attacked by unseen enemies to the tune of \$500 million yearly damages.

In areas where the attack of the fungi and termites is most concentrated (map, above), the staggering damage is causing builders who normally build with wood to turn to other building materials.

If you are building with wood and experiencing damage in your area, the answer is not to use methods and materials that will be more expensive, but to build properly with wood in the first place.

One method of building to ensure that the home will last the life of the mortgage is to build with pressure-treated lumber. When lumber is pressure treated it acts as its own barrier to decay and termites.

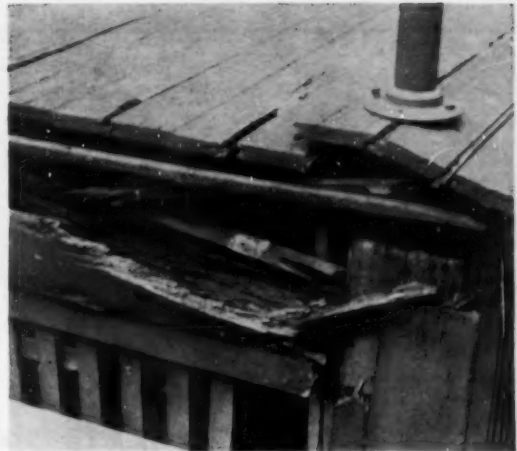
Recent field surveys and inspections of 4,880 dwellings in 11 states by American Wood Preservers Institute has turned up some startling revelations. They point up the fact that most methods (aside from pressure-treated lumber) believed to prevent decay and termites from attacking wood

are failing. For example, FHA's architect, H. Clifford Smith, of Atlanta, believes that fully 80 to 90% of Georgia's homes that are 2½ years old or more, and were built under FHA requirements and equipped with termite shields, are infested with termites. The estimated cost for shields is from \$36 to \$48 for the typical house. Soil poisoning isn't doing the job either according to the Institute. Its cost for the same typical 30' to 40' house ranges from \$96 to \$144 and can only be guaranteed for one year.

Pressure-treated lumber is a proven permanent construction material whose effectiveness lasts up to 50 years. Pressure-treated sills, blocks, posts, girders, joists and subflooring will add only about 10¢ per sq. ft., or \$118, to the cost of the previously mentioned house in a typical community. Where the full treatment is necessary it costs 2% of the valuation to treat all of the framing lumber.

For any additional data on pressure-treated lumber write directly to AWPI, 111 W. Washington St., Chicago 2. If you are building with it now be sure to merchandise its "hidden value."

## GUIDE FOR THE MONTH OF NOVEMBER

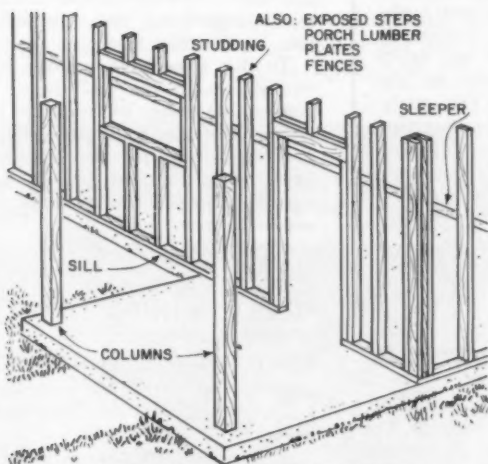


### ... THERE'S A \$500 MILLION ANNUAL DAMAGE FROM TERMITES AND FUNGI

TERMITE AND FUNGI attack is increasing due to: 1. Use of high-sapwood, second-growth lumber. 2. Advance of construction into undeveloped areas. 3. Ground-hug-

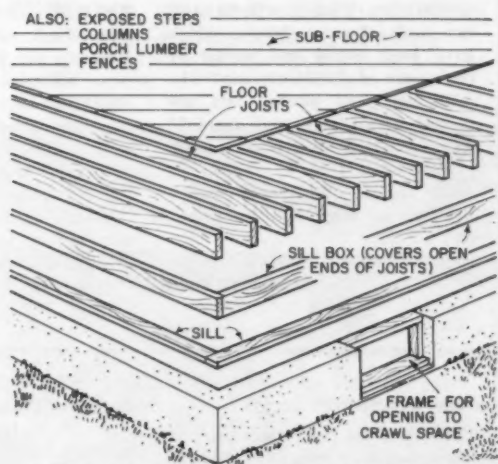
ging lines of today's contemporary slab- and crawl-space houses. Above "horror photos" show result of wood-destroying decay on an old and new house.

## "hidden-value" protection



SLAB OR GRADE TYPE HOUSE

**DRAWINGS SHOW** how to build the slab, crawl space and basement house with pressure-treated lumber in the heavy to moderate incidence areas (map, dark gray). In areas of very heavy incidence (map, black), as well as in

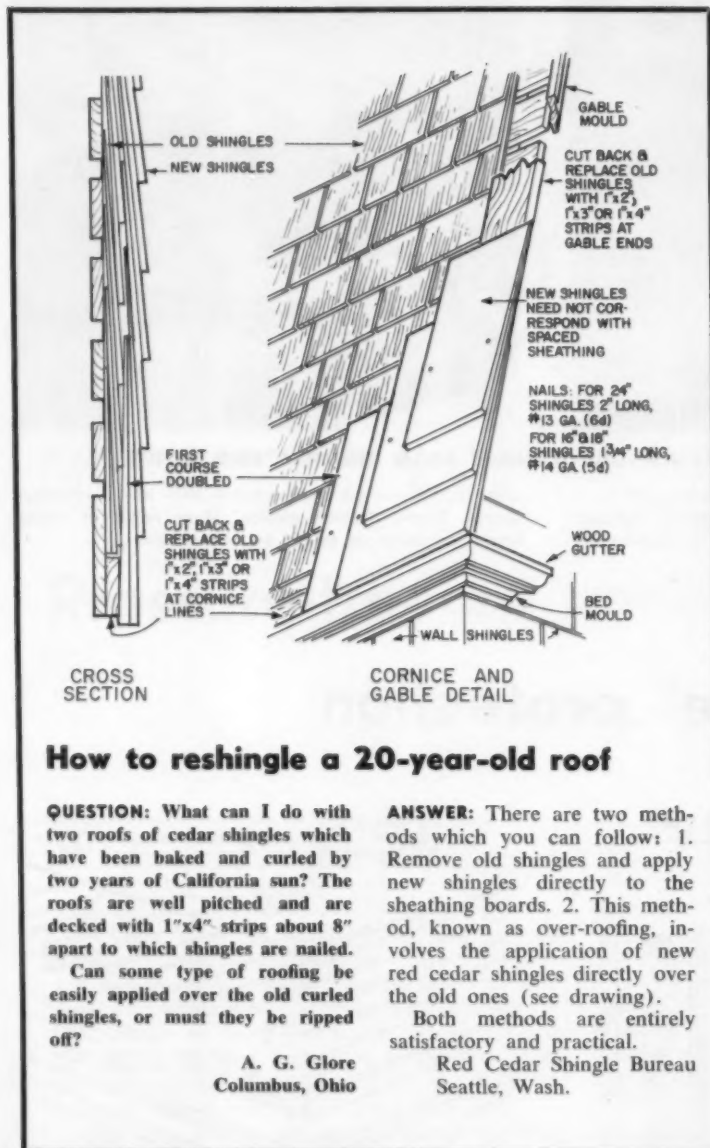


CRAWL SPACE OR BASEMENT TYPE HOUSE

the dry-wood flying termite sections, all of the lumber in the frame house should be pressure treated. Termite shields and building paper have proven ineffective in stopping subterranean termites and decay.



## Ask the experts...



### How to reshingle a 20-year-old roof

**QUESTION:** What can I do with two roofs of cedar shingles which have been baked and curled by two years of California sun? The roofs are well pitched and are decked with 1"x4" strips about 8" apart to which shingles are nailed. Can some type of roofing be easily applied over the old curled shingles, or must they be ripped off?

A. G. Glone  
Columbus, Ohio

**ANSWER:** There are two methods which you can follow: 1. Remove old shingles and apply new shingles directly to the sheathing boards. 2. This method, known as over-roofing, involves the application of new red cedar shingles directly over the old ones (see drawing).

Both methods are entirely satisfactory and practical.  
Red Cedar Shingle Bureau  
Seattle, Wash.

### Rafter insulation sags

**QUESTION:** What can I do to prevent the insulation in an attic storage space from sagging?

Victor E. Costales  
Bound Brook, N. J.

**ANSWER:** The best answer to your request to prevent sagging in rafter

installation would be to apply some type of surface covering such as gypsum board, plywood, or fibre-board. This is needed to protect any insulation that is installed, particularly if you plan to use the attic for storage purposes to keep the insulation from damage and undo sag.  
Nat'l Mineral Wool Assn.

### How many coats of paint on dry-wall?

**QUESTION:** How many coats of paint would you use to finish a plaster-board wall?

Stanley D. Hodgkins  
Auburn, Maine

**ANSWER:** We believe that your best choice would be to give the wall a good primer, and then a two-coat finish.

### Has anyone developed light steel trusses?

**QUESTION:** Could you please tell me where design data and material requirements for steel truss floor joists could be found? They would be for small home building spans of 24, 26, 28, and 30 ft. Has anyone developed light steel roof trusses yet?

I thought perhaps some University had done research on them like the Small Homes Council at the University of Illinois did with wood roof trusses.

James F. Gibbs  
Albion, N. Y.

**ANSWER:** The best source of information on steel truss floor joists can be found in the '57 edition of the Steel Joist Construction catalog available thru the Steel Joist Institute, Washington, D. C.

To our knowledge no one has worked up in the "A" frame a comparable design of trusses in increments of one foot such as has been developed for the joists. If steel trusses are used they are designed by individual engineers for particular jobs.

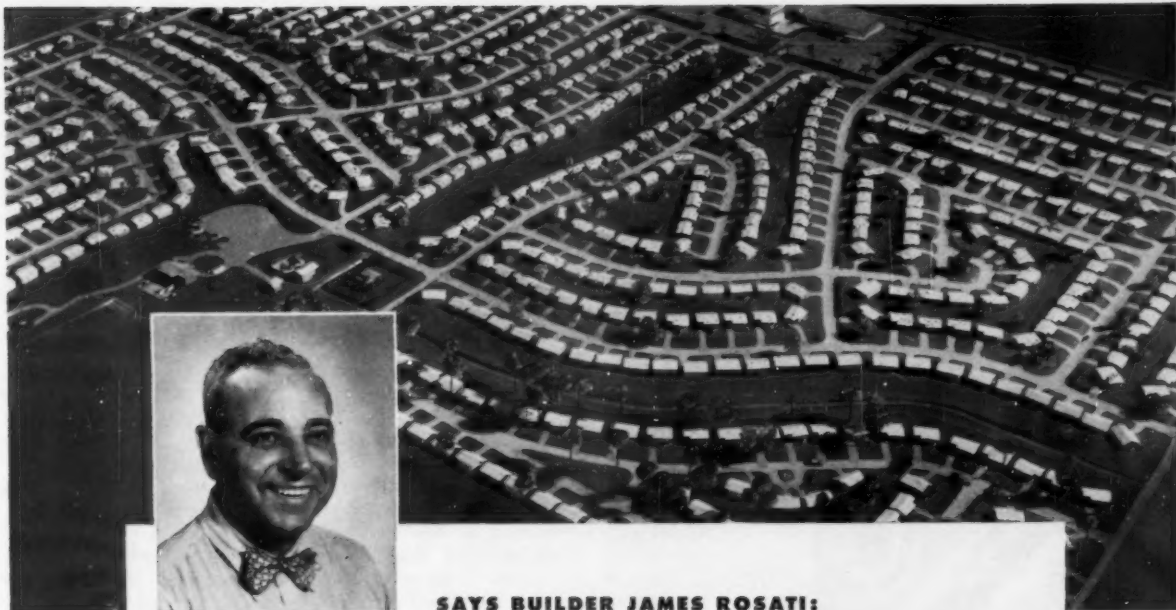
Gary & Co., N. Y.

### Which floor joist system is stronger?

**QUESTION:** Can you tell me which is stronger: 2 x 8's on 24" centers or 2 x 6's on 16" centers? How much stronger?

William Krawiecki  
Bridgeport, Conn.

**ANSWER:** Generally speaking, you'll find that 2 x 8's on 24" centers will support more load than 2 x 6's. They are in fact 11% stronger.



**SAYS BUILDER JAMES ROSATI:**

## "500 people demanded concrete masonry houses"

Orange Lake Village is a beautiful community built by James Rosati Enterprises on the site of an orange grove north of St. Petersburg, Florida. All homes are concrete masonry construction with vertical joints rubbed flush and horizontal joints deeply scored. Thus the long, low lines of the houses are accentuated.

All houses have concrete slab floors. Many are finished with terrazzo, which is popular because of its beauty and ease of cleaning.

Says builder Rosati: "I have built and sold over 3,250 concrete masonry houses. In my Orange Lake Village close to 500 people have demanded this type of construction in 13 months. I feel that it's good common sense to give people what they

want, and concrete masonry homes fill that wish more than *any other type of construction*.

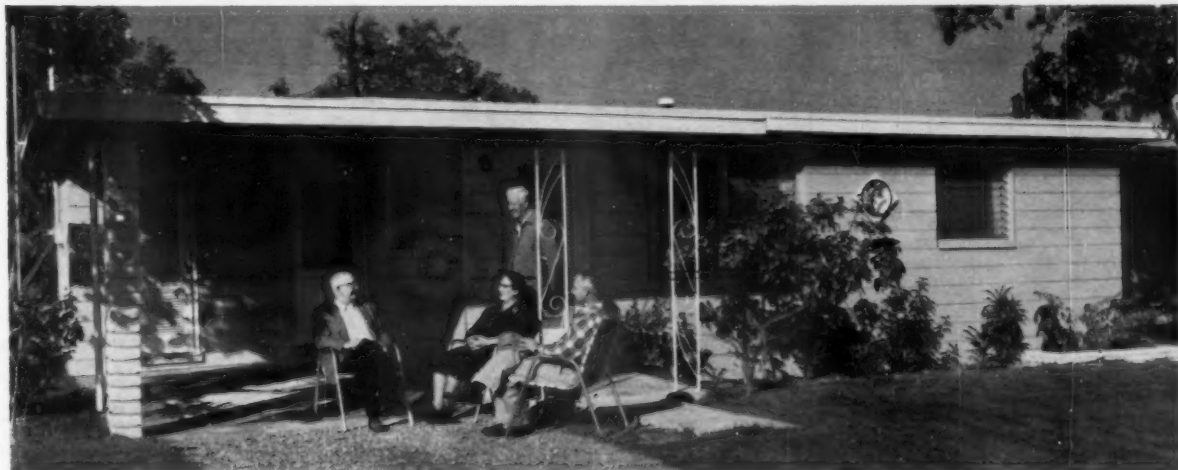
"Concrete masonry construction offers variety of design, fine appearance, a feeling of permanence and lower maintenance cost. And it is practically impervious to weather, decay, termites and fire. I credit this type of construction for having made me a winner of a National Award."

Like Mr. Rosati, successful builders use concrete masonry construction for added sales power. Why not put it to work for your organization?

### **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



# Quality



that builds  
your name...

The Quality and Permanence that forms an integral part of the screws and bolts employed in today's building hardware is yours for the asking. Yet your projects do not always receive the best fasteners unless you so specify! Building hardware manufacturers and suppliers can't buy better fasteners than Southern's—yet Southern screws and bolts cost no more than run-of-the-mill fasteners. Why settle for less?

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KEEPING UP WITH THE LAW

## Urban rehabilitation raises question of retroactive legislation



By JOHN F. McCARTHY  
Attorney-at-law

Urban rehabilitation or renewal often requires the enactment of new city ordinances, as well as the vigorous enforcement of existing laws and regulations. These new ordinances sometimes are aimed at the correction of existing conditions. They may require a property to be changed by its owner when that property previously complied with all laws in effect. Thus, there arises the question of whether, and to what extent, a city may legislate retroactively.

An analogous situation, of some assistance in the consideration of this problem, was before the Supreme Court of the State of Illinois recently in the case of *Abbate Bros. Inc. et al v. City of Chicago*, 142 N.E. 2d 691. There the Court held that a city might legislate retroactively if the public welfare demanded it, and the property owners affected did not suffer unreasonable exactions when contrasted with the public benefits which resulted.

In that case there were 111 plaintiffs who owned 141 buildings that comprised the South Water Produce Market District in Chicago. Each building had been built approximately 30 years previously, was 3 stories in height and contained an electric power freight elevator. The evidence showed that these elevators might be operated whether the elevator doors were opened or closed.

These elevators were maintained in good operating condition. Very few accidents had occurred since their installation some 30 years previously. They complied with all ordinances in effect until July 1952. At that time, the applicable ordinances were amended to require interlocking devices so that elevators no longer might be operated unless all doors were closed.

The plaintiffs challenged the amendment to the city's ordinances

passed in July of 1952. They contended that the city could not legislate retroactively, and require them to make changes in their elevators which theretofore had complied with all applicable laws and regulations. The Illinois Supreme Court, however, held to the contrary.

In sustaining the amendment to the ordinances in question, the Illinois Supreme Court held that a city might legislate retroactively if the public welfare demanded it, and if the property owners affected were not subjected to expenditures which were unreasonable when contrasted with the public benefits which resulted. The Court observed that in such matters the city council would be given a wide discretion to decide what means should be employed to promote public safety. The Court said:

*"Although appellees (plaintiffs) have alleged their elevators are 'consistent with the highest standards of health and safety,' and have proved compliance with past ordinances, as well as a comparatively low death and accident rate, such factors are no bar to the exercise of the police power granted to the city, nor do they render a requirement for new safety devices oppressive and unreasonable. Based upon advances in engineering, and no doubt upon experience gained during the thirty years appellees' elevators have been in operation, the city has determined that the greatest protection to human life is to be realized by door interlocks which will prevent the operation of elevators unless hatchway gates are closed, and permit the gates to open only when the elevator car is at the gate level. In requiring all power elevators to be so equipped the city has done no more than to exercise its continuing power to make regulations needful to the common good and general welfare, subject to which all property is held."*





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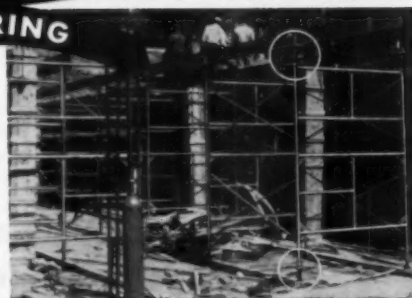
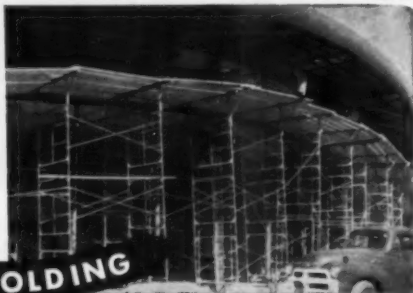
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## COST CONTROL

(Continued from page 91)

was no previous balance, and on Apr. 23 an invoice was received from vendor 67 (a surveyor). The invoice number is 3305, the main category is General Expense, the sub-heading is surveying, and the amount (and balance) is \$6.46.

To know how much he has spent to date in each category on a given house, the builder merely looks at the last balance figure; to know the total for the whole house, he adds the balances of all the cards on that job. Once the house is finished, all charges are transferred to the cost-summary sheet as a permanent record, and the construction-in-progress ledger can be discontinued.

**Vendor cards** are set up for each supplier or sub-contractor, and show the amount and number of each invoice from that vendor, and the total paid or owing him to date. The card in the lower right-hand corner of the last illustration is a vendor's card.

**Combined-invoice register and job-cost journal** is shown in the last illustration. It is made up of the exact same entries as the construction-in-progress ledger on the left, and the vendor's cards on the right, and it is posted at the same time as these cards. The two sides must balance each other, giving the bookkeeper a means of checking.

**Purchase orders** are not an integral part of this system, but are a big help in checking invoices. Nothing can be bought without a purchase order, and all vendors must put this number on their invoices. The builder can then check from the invoice back to the original purchase order and be sure that he is being billed for the right amount of material at the right price.

As noted previously, the small-volume builder can keep this system up to date with pen and ink. But if he plans to increase his volume, he would be well advised to follow the example of Milam & Milam, the accountants who set up Boyd-Jackson's system. Originally posted by hand, it was planned so that when it got complex (not so much from higher volume, says Ed Jackson, as from the increased variety in the designs they built) it could be adapted to a machine operation with no procedural changes.

## DICKERMAN'S COLUMN

(Continued from page 21)

to more than \$160 billion and the character of their loan portfolios has changed substantially. Originally the loans were predominantly in the form of short-term credits. Over the years there has been a shift to longer term loans by commercial banks with consumer loans, home mortgages and longer term business loans (one to five years) now accounting for half of all bank loans. Since the Federal Reserve Bank has direct responsibility in the commercial banking field this obviously means that the FRB has more influence on longer term credit than it had initially.

**Other Institutions:** The rapid growth of types of financing institutions other than commercial banks has had a profound impact on the nation's credit structure. The assets of life insurance companies, savings and loan associations, mutual savings banks and pension funds now are equal to, if they do not exceed, those of the commercial banks. These savings institutions are the primary source of long-term funds, both for home mortgages and other capital market demands. As noted earlier, the Federal Reserve has no direct control over these institutions, but they are affected by its decisions and operations.

### Home building hard-hit

The anomaly of our current situation is apparent. Machinery geared originally to the monetary and credit conditions existing in the early 1900's, even with subsequent alterations, is creaking loudly in the present-day financial climate. This is particularly true with regard to the individualistic requirements of the home-building industry which has taken a severe buffeting in the so-called "fight against inflation" while its competitors for dollars have been relatively unscathed.

The situation suggests the need for a facility geared to the financing needs of residential home construction. A proposal for such a facility will be discussed next month in the concluding column of this series.

Next month, Mr. Dickerman discusses why a new facility, such as a Central Mortgage Bank, is necessary; how it would work in relationship to other areas of investment; and how it would channel money into home mortgages.

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## QUANTITY MATERIAL LIST

(Continued from page 87)

Bath Walls	Ceramic	104 sq. ft.
Lavatory Walls	Ceramic	72 sq. ft.
Lavatory Floors	Ceramic	25 sq. ft.
Kitchen Wall Tile	Ceramic	48 sq. ft.

### BRICKWORK

Location	Description	Amount
Walls	4" Veneer	940 sq. ft.
Chimney & Fireplace	Brick	220 cu. ft.
Flue Lining	12" x 8"	18 lin. ft.

### DRYWALL

Location	Amount
Walls	approx. 3,600 sq. ft.
Ceilings	" 1,536 sq. ft.
Garage Walls	" 520 sq. ft.
Garage Ceilings	" 440 sq. ft.

### FRAMING LUMBER

Location	Size	Pieces	Lin. Ft.	B.F.M.
Sill	2 x 6	—	200	200
Floor Beams Front	2 x 10	28/14	332	875
Floor Beams Rear Right	2 x 10	48/12	576	960
Floor Beams Rear Left	2 x 10	18/14	252	420
Box Header	2 x 10	—	120	200
Ceiling Joists Rear	2 x 10	50/22	1,100	1,834
Ceiling Joists Front Left	2 x 6	19/12	228	228
Ceiling Joists Front Right	2 x 8	19/14	266	355
Bridging	—	—	768	192
Rafters	2 x 8	100/14	1,400	1,867
Ridge Board	2 x 10	—	70	117
Rafters	2 x 8	48/16	768	1,024
Ridge Board	2 x 10	—	40	67
Collar Beams	2 x 4	50/12	600	400
Bath Studs	2 x 6	10/8	80	80
Bath Plates	(3) 2 x 6	—	30	30
Studs	2 x 4	540/8	4,320	2,880
Plates	(3) 2 x 4	—	1,290	860
Garage Door Header	(2) 2 x 12	2/18	36	72
Window Headers	(2) 2 x 10	2/10	20	34
Window Headers	(2) 2 x 8	8/8	64	86
Covered Walk Rafters	2 x 6	16/8	128	128
Posts	4 x 4	5/8	40	54
Covered Walk Header	(2) 2 x 8	—	40	54
Covered Walk Ceiling Joists	2 x 6	—	128	128

### SHEATHING, FLOORING, SIDING, INSULATION, ROOFING, ETC.

Location	Description	Actual	Actual +10%
Sub Floor	1 x 4 5/4s or Plywood	1,636 sq. ft.	1,800 sq. ft.
Finish Floor	Wood	1,400 sq. ft.	1,540 sq. ft.
Roof Sheathing	1 x 6 T&G or Plywood	2,776 sq. ft.	3,054 sq. ft.
Roofing	210# Asphalt	2,776 sq. ft.	3,054 sq. ft.
Siding	Wood	500 sq. ft.	550 sq. ft.
Sheathing	1 x 6 T&G or Plywood	2,260 sq. ft.	2,486 sq. ft.
Wall Insulation	2" Batts	1,700 sq. ft.	1,870 sq. ft.
Ceiling Insulation	2" Batts	1,636 sq. ft.	1,800 sq. ft.
Kitchen	WF, Plywood	170 sq. ft.	187 sq. ft.
Kitchen	Tile or Linoleum	170 sq. ft.	187 sq. ft.
Leaders	Metal	150 lin. ft.	165 lin. ft.
Gutters	Metal	60 lin. ft.	66 lin. ft.
Aracways	Metal	3 pieces	3 pieces

Note: The waste factor is determined by the type of material used and the method of installation.

### MILLWORK

Exterior Trim Location	Description	Amount
Louvers	Wood	3 pieces
Fascia	1 x 6	240 lin. ft.
Frieze	1 x 8	150 lin. ft.
Returns	Wood	6 pieces
Soft	Wood	400 sq. ft.
Capula	Wood	1 piece
Shutters	Wood	6 pieces
Interior Trim Location	Description	Amount
Base	1 x 4	450 lin. ft.
Cl. Pole	1 1/2" Diam.	25 lin. ft.
Pole Sockets	Wood	5 pair
Cleats	1 x 3	30 lin. ft.
Hook Strip	1 x 4	50 lin. ft.
Shelving	1 x 12	120 lin. ft.
Stairs	12 Risers	1 set
Paneling	Wood	350 sq. ft.

### DOOR SCHEDULE

Exterior Doors Size	Description	Amount
15'0" x 7'0" x 1 3/4"	16 Panel 4 Lite O.H.	1
3'0" x 6'8" x 1 3/4"	8 Lite Flush	1
2'8" x 6'8" x 1 3/4"	6 Panel	1
2'8" x 6'8" x 1 3/4"	3 Panel Lite	1
Interior Doors	Description	Amount
2'8" x 6'8" x 1 3/4"	Flush H.C.	2
2'6" x 6'8" x 1 3/4"		4
2'4" x 6'8" x 1 3/4"		3
1'10" x 6'8" x 1 3/4"		1



<b>Sliding Doors</b>	
4'0" x 7'0" .....	Aluminum, Glass ..... 2
2'0" x 6'8" .....	..... 4
	Total 20

Note: All doors are to be ordered complete from the schedule to include doors, frames, sashes, casing, stops, etc.

WINDOW SCHEDULE		
Size	Description	Amount
3'6" x 3'6" .....	Wood Push Out .....	5
2'0" x 3'0" .....	" " " " .....	2
3'6" x 3'0" .....	" " " " .....	1
7'0" x 4'0" .....	Wood Casement .....	3
(3'6" x 3'0") .....	Gang of 2 .....	1
2'8" x 1'6" .....	Cellar Sash .....	3
	Total 15	

Aprons .....	1 x 6 .....	75 lin. ft.
Stools .....	1 x 8 .....	75 lin. ft.

Note: All windows are to be ordered from the schedule in gangs as specified to include sash, frames, trim, casings, mullions, etc.

KITCHEN CABINETS		
Location	Size	Amount
Range Counter .....	4'6" x 3'0" x 2'0" .....	1
Range Hanger .....	1'6" x 2'6" x 1'0" .....	1
Sink Counter .....	3'6" x 3'0" x 2'0" .....	1
Hanger .....	2'0" x 2'6" x 1'0" .....	2
Hanger .....	2'0" x 1'6" x 1'0" .....	1
Double End Counter .....	5'3" x 3'0" x 2'0" .....	1
Hanger .....	1'0" x 2'6" x 1'0" .....	1
	Total 9	

Note: All counters are to be ordered complete with plastic-laminated top and back splash.

Material breakdown prepared by Joseph Steinberg, professor, and Martin Stempel, associate professor, Construction Technology Dept., New York City Community College.

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## Convention calendar . . .

**Oct. 29-Nov. 3:** HBA of Westchester, One East Post Road, White Plains, N. Y. 1957 Home-A-Rama; Westchester Country Center. George A. Frank, chairman.

**Nov. 2-5:** Longview HBA, P. O. Box 929, Longview, Tex. Parade of homes; scattered sites. R. J. Corby, chairman.

**Nov. 6-10:** New Jersey HBA, Military Park Hotel, 16 Park Place, Newark 2, N. J. Annual convention; Claridge Hotel, Atlantic City. John S. Wright, chairman.

**Nov. 7-10:** Midwest Housing Conference, c/o Minneapolis HBA, 1750 Hennepin Ave., Minneapolis, Minn.

Midwest builders convention and product show; Hotel Leamington. L. W. Nelson, chairman.

**Nov. 11-13:** HBA of Indiana, 1456 N. Delaware St., Indianapolis 2, Ind. State convention; Hotel Severin. George Goodyear, guest speaker. Joseph W. Van Briggie, chairman.

**Nov. 14:** HBA of Hartford County, 14 Oakwood Ave., West Hartford, Conn. Annual elections; Rockledge Country Club. Clayton W. Johnson, chairman.

**Nov. 15-16:** Utah HBA, 345 South State St., Salt Lake City, Utah. 15th regional meeting; Hotel Utah. John W. New, chairman.

**Nov. 17-19:** HBA of Illinois, Abraham Lincoln Hotel, Springfield, Ill. 4th annual convention and exposition; Abraham Lincoln Hotel. D. H. Miller, chairman.

**Nov. 17:** HBA of Fort Wayne, 1306 Northlawn Dr., Fort Wayne, Ind. Annual elections; Chamber of Commerce. Robert J. Allen, chairman.

**Nov. 17-19:** Ohio HBA, 57 East Gay St., Columbus, Ohio. Convention and exposition; Veterans Memorial Building. Clifford M. St. Clair, chairman.

**Nov. 18:** HBA of Greater St. Louis, 215 No. Meramec, Clayton 5, Mo. 3rd annual product panorama; Hotel Kingsway. James V. Huffman, chairman.

**Nov. 19-22:** BCA of Calif., 1571 Beverly Blvd., Los Angeles, Calif. 34th anniversary congress; Hotel Del Coronado, Coronado. Kenneth E. Hill, exhibit director.

**Nov. 24-Dec. 1:** HBA of South Florida, 441 Pan American Bank Bldg., Miami, Fla. 13th annual builders show; Dinner Key Auditorium. John Gassaway, chairman.

**Nov. 25:** HBA of Alabama, 22 S. Perry St., Montgomery, Ala. Convention. Tutwiler Hotel, Birmingham. Arthur E. Stewart, chairman.

**Nov. 30-Dec. 8:** Polk County Builders Assn., P. O. Box 1338, Lakeland, Fla. Parade of homes and home show; scattered sites. J. S. Skinner, chairman.

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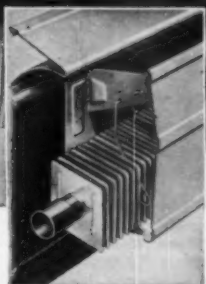
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## ► GENERAL REFERENCE

### Simplified Carpentry Estimating

by J. Douglas Wilson and C. M. Rogers

Clear explanations of how to take off from a set of blueprints and specifications a bill of materials for the construction of a frame house. Arithmetical methods of accurately estimating and cross-checking against mistakes. Suitable for use of small contractors and lumber dealers. Widely adopted as a textbook for students. 5th edition. Pocket size. 304 p. 123 illus. 60 tables.

(#105) \$3.75

### Time-Saver Standards

by the Editors of *Architectural Record*

Of great utility to the architect and builder and many other technicians. A standard reference work kept up-to-date since its inception. Large page format, 8½ x 11, shows charts and illustrations in high legibility, along with text descriptive of every detail of building practice from site planning and functional elements to the latch on the door for all types of structures. 884 pages.

(#101) \$12.50

### Richey's Reference Handbook

by H. G. Richey

A working reference for builders, contractors, architects, building materials dealers, carpenters, and building construction foremen. Conveniently arranged for easy use. Among its complete coverage of topics are waterproofing, building stones, fireproofing, paperhanging, plumbing, heating and ventilation, electric wiring, hydraulics. Has glossary of engineering, architectural, and trade terms. 1,640 pages. 544 illus.

(#103) \$11.00

### Contractor's Material List and Labor Cost Estimate Forms for Home Building

A 15-sheet set of take-off forms for complete listing of materials and labor costs involved in the construction of a house.

(#108) \$1.00

### The Business Law of Real Estate

by Gerald O. and Lillian G. Dykstra

For those engaged in any business or profession involving realty, including builders, homeowners, storekeepers, this is the ideal book for answering innumerable questions. 852 pages. 1956.

(#149) \$10.00

### Specifications Kit for Home Building

Simplified specification forms, which when properly filled out describe all materials, construction details, and quality of workmanship to be used in the erection of a home. Set of 14 different sheets.

(#109) 50¢

### Handbook of Building Terms and Definitions

by Herbert R. Waugh and Nelson L. Burbank

A dictionary which includes also architectural symbols, plumbing symbols, pipe fittings, geometric figures, and an illustration of the 100 principal parts of a house. 421 pages. Illus.

(#110) \$5.00

## Building Estimators' Reference Book

by Frank R. Walker

Latest estimating and cost data on everything that goes into a house, apartment, or institutional, commercial, or industrial project. Fully indexed. 14th ed. 1,774 pages. Vest-pocket size Estimator, 220 pages, free with Reference Book. (#104) \$13.50

## Hogg's Wage Tables for Building Contractors

A complete set of wage tables worked out by quarter hours for any length of time from 1 to 60¼ hours, and every wage rate from 75¢, increasing 2½¢ per hour to \$5.00 per hour. It also includes all odd rates in cents and quarter cents. Pocket size, flexible, loose-leaf bound. (#102) \$6.00

## ► CARPENTRY

### House Construction Details

by Nelson L. Burbank

Drawings and photographs explain each detail step by step from foundation to finish. Tells how to alter stock plans and remodel as well as build new construction. 80 additional full-page drawings of house details. Conforms to national building regulations. 8½ x 11. 395 pages. 2,100 illus.

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### House Carpentry and Joinery

by Nelson L. Burbank

5th edition. Latest accepted building methods for all phases of carpentry in and around the house. Contains clear details on house plans, excavations, foundations, roofing, stairs, hardware, built-in equipment, finishing, etc. Used by many schools as a textbook. 8½ x 11. 225 pages.

(#111) \$4.75

### Fundamentals of Carpentry

by W. E. Durbahn

Volume I—Tools, Materials, Practice (with glossary of Carpentry Terms). 374 pages. 234 illus. New 1956 ed. (#113) \$3.95

Volume II—Practical Construction. 512 pages. 318 illus. New 1956 ed. (#114) \$4.95

Complete house carpentry in two volumes. An outstanding value. 5½ x 8¼. The 2 volumes. (#115) \$8.50

### Remodeling Guide for Home Interiors

by Ralph Dalzell

How to improve the interior appearance of the home and make better use of space. 9 x 6½. 339 pages. 6 blueprints. Index. Illus. 1956. (#150) \$4.95

### Steel Square

by Gilbert Townsend

Fundamentals plus step-by-step house construction problems as solved by proper use of the steel square. 5½ x 8¼. 172 pages. (#117) \$2.50

### Stair Building

by Gilbert Townsend

Fully illustrated guide to design and construction of stairs. (#116) \$2.95

## ► CABINET MAKING

### How to Build Cabinets for the Modern Kitchen

by R. P. Stevenson

Over 70 fine detailed working drawings with materials lists and building details. A professional book for the builder or renovator. 7½ x 10¾. 246 pages.

(#119) \$4.95

### How to Make Built-In Furniture

by Mario Dal Fabbro

Instructions for constructing over a hundred contemporary built-ins. Pieces are included for living rooms, kitchens, playrooms, attics, and cellars. Sequence plans and illustrations. 7½ x 9¾. 288 pages. 1955.

(#123) \$6.95

### How to Make Your Own Furniture

by Henry Lionel Williams

Furniture building, including chapters on setting up shop, choosing tools and equipment, selecting the correct wood, finishing, and designing of furniture. Detailed drawings, instructions, and lists of materials with dimensions for a wide variety of pieces. 179 pages. 240 illus. (#120) \$3.95

## ► MASONRY

### Masonry Simplified

by Dalzell and Townsend

Volume I—Tools, Materials, Practice. Information on materials, mixes, tools and their use and care; clay tile, brick, sidewalks, drives, floors, steps. 367 p. 210 illus. (#121) \$5.40

Volume II—Practical Construction. Building forms, footings, foundations and waterproofing, beams, lintels, columns, chimneys, fireplaces, walls, septic tanks. 405 p. 257 illus. (#122) \$5.25

### Art of Bricklaying

by J. E. Ray

Basic bricklaying job instruction. Many illustrations, glossary, special scaffolding and cement block chapters. 5½ x 8½. 240 pages. (#130) \$4.50

### Bricklaying Skill and Practice

by Dalzell and Townsend

Technique and facts of bricklaying for the mason, the student mason, and the builder. 2nd revised ed. 1954. 5¾ x 8¼. 195 pages. Illustrated. (#125) \$3.50

### Concrete Block Construction for Home and Farm

by J. Ralph Dalzell and Gilbert Townsend

Planning and building the economical concrete block structure. 5¾ x 8¼. 216 pages. 151 illus. (#124) \$3.25

### The Art of Tile Setting

by Erwin W. Carls and Lyle G. Wines

Procedures in setting tile, with background of materials and tools necessary. Covers development in new tiles such as aluminum with baked enamel finish, steel, cement with terra cotta surface, plastics, and ceramic tile, with simplified methods of installing every kind. 224 pages. 129 illus. (#127) \$3.95



# buying . . . building . . . selling

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### Painting and Decorating Encyclopedia

Edited by William Don Jarvis  
A complete library of professional know-how on painting, decorating, and wood finishing in one easy-to-use volume. 8 $\frac{1}{2}$  x 11. 288 pages. (#153) **\$5.45**

### Painting and Decorating Craftsman's Manual and Textbook

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Handbook for journeyman painters and apprentices. Includes also chapters on wallpaper and fabric wall coverings and glossary of trade terms. Pocket size. 430 p. (#128) **\$2.00**

### Practical Estimating for Painters and Decorators

by William P. Crannell  
A textbook in two parts: (1) arithmetical processes; (2) estimating. Problems arranged in order of difficulty, beginning with simple floor areas, followed by walls, ceilings, baseboard, openings, etc. Pocket size. 168 pages. 1948 edition. (#126) **\$2.00**

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by Robert Scharff  
Latest methods, both brushing and spraying, for finishing every kind of wood. Fully illustrated. 298 pages. 1956. (#152) **\$4.50**

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### Plastering Skill and Practice

by F. Van Den Branden and Mark Knowles  
A modern book for both the journeyman and the novice. Among newer materials and methods described are sound-deadening acoustic plasters, machine process of plaster application, coating of steel members with plaster. 5 $\frac{1}{2}$  x 8 $\frac{1}{4}$ . 298 pages. Fully illustrated and indexed. (#129) **\$4.90**

## ► PLUMBING

### National Plumbing Code

by V. T. Manus  
Illustrative interpretation of the National Plumbing Code. Of interest to builders, master and journeyman plumbers, and others allied. 185 p. 200 illus. 1956 ed. (#131) **\$4.00**

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by A. J. Matthias Jr. and E. Smith Sr.  
Study of plumbing design, installation, fixtures, drainage, sewage, water supply, and typical specifications of system in an actual house. 5 $\frac{1}{4}$  x 8 $\frac{1}{4}$ . 444 pages. 406 illus. and tables. Blueprints. 3rd ed. (#133) **\$4.25**

## ► ELECTRIC WIRING

### Interior Electric Wiring and Estimating—Residential

by Uhl, Dunlap, and Flynn  
Text and workbook on house wiring and estimating. 5 $\frac{1}{2}$  x 8 $\frac{1}{4}$ . 326 pages. Fully illustrated. (#135) **\$4.25**

## ► ACOUSTICS

### Acoustic Principles—Practical Application

by D. J. W. Cullum  
A key to acoustic problems. Important constructional features are selected for analysis, with common acoustical faults pointed out as well as those features which have given satisfaction. Treats noise reduction, isolation, amplification, reverberation, vibration, insulation; floors, ceilings, walls, partitions, doors, windows; machinery isolation. 200 p. 1955 ed. (#139) **\$2.00**

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### Heating, Cooling, and Air Conditioning Handbook

by H. P. Manly  
Working and reference manual for selection, installation, and maintenance of heating, cooling, or air-conditioning equipment in buildings of all but the largest sizes. Includes 64 tables and charts with 6 pages of various regional conditions. 4 $\frac{3}{4}$  x 7 $\frac{1}{4}$ . 758 pages. 1947 ed. (#136) **\$4.00**

### Steam and Hot Water Fitting

by W. T. Walters and B. E. Ferrell, Jr.  
Selection, design, and installation of steam and hot water systems. Chapters includes Tools, Pipe and Fittings, Boilers, Steam Systems, Hot Water Systems, Radiant Heating. 5 $\frac{1}{2}$  x 8 $\frac{1}{4}$ . 239 pages. 211 illus. (#138) **\$3.50**

## ► COMMERCIAL STRUCTURES

### Motels

by Geoffrey Baker and Bruno Funaro  
An up-to-date book for everyone concerned with the fast-growing motel field. Hundreds of photos and plans credited to 112 architects, designers, and other sources make this a stimulating book. Such factors as lighting, heating, air conditioning, sound-proofing, site planning, parking, pools and play areas, furnishings, laundries, restaurants, also are included. 9 x 12. 264 pages. 1955. (#148) **\$13.50**

## ► LANDSCAPING

### A Guide to Home Landscaping

by Donald J. Bushey  
Guide to landscaping property for maximum use and enjoyment, including site and house location, drainage, drives and sidewalks, lawns and other plantings. 288 p. 6 x 9. Illustrated. (#151) **\$4.95**

## ► ARCHITECTURAL

### Climate and Architecture

by Jeffrey Ellis Aronin  
All the elements of climate are described in full, acquainting the reader with the limitations that are imposed on buildings by climate—sun, temperature, wind, precipitation, lightning, humidity—and their control through orientation and planning. A well-planned and beautifully printed book including 55 tables and 300 illustrations presenting problems and solutions clearly and logically. 9 x 12. 304 pages. (#144) **\$12.50**

### An American Architecture

by Frank Lloyd Wright; edited by Edgar Kaufman  
A beautiful volume that will be highly prized by all who enjoy the works of this famous architect, teacher, and personality. 9 $\frac{1}{4}$  x 12 $\frac{1}{4}$ . 269 pages. 250 illus. (#145) **\$10.00**

## ► DRAWING

### Architectural Drawing for the Building Trades

by Kenney and McGrail  
Practical drawing instruction for builders, contractors, draftsmen, and students, demonstrated by drawings, explanations, and instructions. 8 $\frac{1}{2}$  x 12. 128 pages. (#141) **\$4.80**

## ► BLUEPRINT READING

### Blueprint Reading for the Building Trades

by J. E. Kenney  
A basic book that explains what blueprints are, how they are drawn, how used. Drawings designed for use in building technology courses, with question-and-answer approach. 9 x 12. 160 pages. 2nd edition, 1955. (#140) **\$4.75**

### Blueprint Reading for Home Builders

by J. Ralph Dalszell  
How to visualize and read blueprints in a way helpful to builders and their mechanics, and to realtors, homeowners, and all concerned with the erection, improvement, and repair of buildings. Instructively progresses through the reading of three complete sets of working drawings. 9 x 12. 138 p. 1955. (#142) **\$5.50**

AMERICAN BUILDER BOOK SERVICE, 30 Church St., New York 7, N. Y.

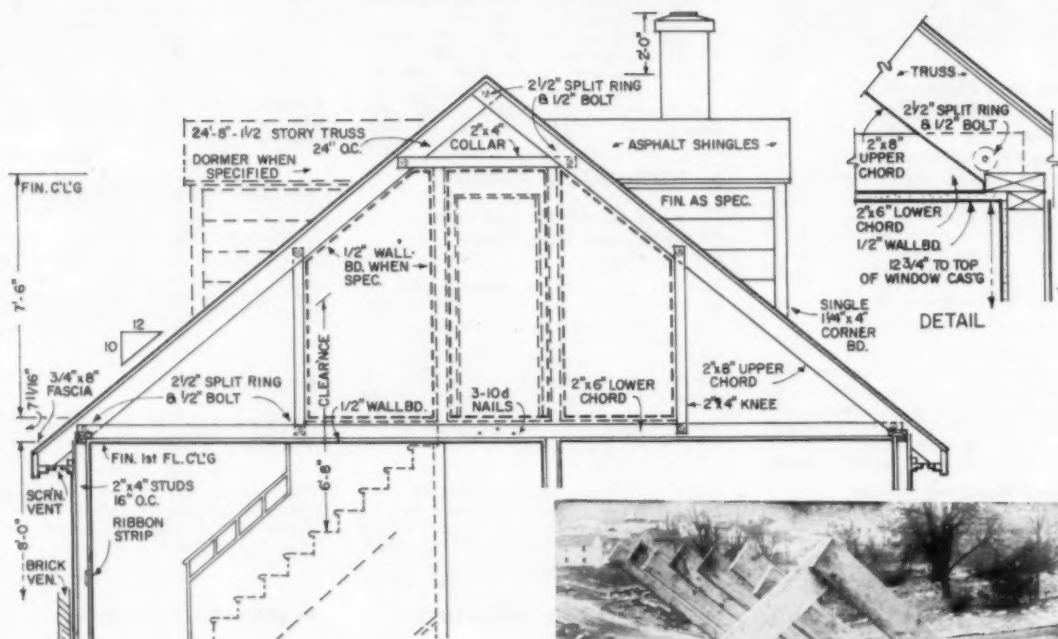
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## Better detail of the month



## New 1 1/2 story truss saves labor

Here is a new split-ring truss for the story-and-a-half house that uses 25% less board-foot of lumber than conventional rafter- and ceiling-joint construction requires. The truss is specifically suited to framing for a 10/12 pitch, and delivers 24' of living space devoid of bearing partitions, allowing an uncluttered room area with a 7'6" ceiling.

On each truss there are 11 split rings and 9 bolts. A continuous 2'x6" laps over the center section of the truss so that the bottom chord is stiff in itself. This feature aids in the erection of the truss. One of the advantages of the split-ring truss is that it can be made in the shop, knocked down for shipping, easily handled and speedily erected.

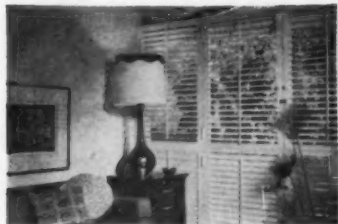
The developers of the truss say that an estimated 16 man hours can be saved in the field because the truss can be so efficiently erected. The truss is de-



livered to the site in a folded position with steel-strapping shipping band. The workers put it in place in this folded position, fitting it right into the top plate. The top plate is previously prepared to receive the truss by pre-cutting notches in it. This pre-cutting of the top plate not only aids in positioning the truss, but makes the fastening of it to the plate sturdier. After the truss is lifted into position, the steel strapping is broken. While standing on the bottom rigid chord, the men push up the truss and insert a ring at the knee. Then they stand on ladders on the sub-flooring of the bottom chords, insert rings and bolts at the peak and both ends of the collar.

The truss was developed by John K. White of American Houses with the co-operation of Professor Vincent Forss of the Civil Engineering Dept. of Lafayette College.

## NEW PRODUCTS



### Shutters expand view

"Wide Horizons" movable shutters with wider panels, thicker frames, broader louvers provide unusual decorative effects. Designed for window walls, sliding doors, room dividers. Paul Heinley Movable Shutters, Dept. AB, 2211 Michigan Ave., Santa Monica, Cal.

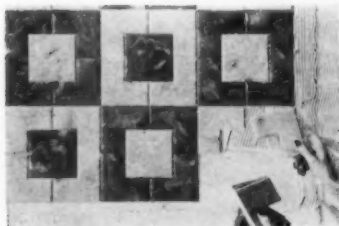
Circle No. N50 on reply card, p. 104



### Tool guard adds safety

Multi-purpose tool guard assures maximum operator protection without limiting versatility of radial arm type power tool. Can be installed on machines for use with variety of accessories such as rotary surfacer, saw blade, etc. DeWalt, Inc., Dept. AB, Lancaster, Pa.

Circle No. N51 on reply card, p. 104



### Design in plastic tile

New system of tile patterns and colors allows more design and style in kitchens and baths. Artcrest's 3/4 L-tile with halves, quarters and triangular eights, will combine in more than 4,000 color schemes. From Artcrest Plastics Co., Dept. AB, 255 W. 79th St., Chicago 20, Ill.

Circle No. N51 on reply card, p. 104

# 1957 SUCCESSES Prove Power of Dynamic Esther Williams Swimming Pool Program

You, too, can make money in this booming new industry

Builders, Contractors, Lumber Dealers, Building Supply Wholesalers and smart businessmen are finding Esther Williams Swimming Pool exclusive franchises a profitable new business.



Vince Buck, Spokane, formerly prominent builder, now exclusive Esther Williams Swimming Pool distributor for the Inland Empire (with partner Leo Higbee) checks on Esther Williams Swimming Pool installed in model house by Fred Wolf, successful Spokane builder. Vince Buck and Leo Higbee say:

"Our exclusive distributorship for Esther Williams Swimming Pools in the Inland Empire is going great. We set up 8 dealers in 60 days and we're really moving pools."

### THE PERFECT POOL—

All concrete, in-the-ground, beautifully designed with complete top-quality equipment.

### FOR MOTELS AND HOMES—

A separate, complete line and promotion sells motels, clubs and communities. This big, profitable market is "hot" right now during Fall and Winter.

### 1957 SUCCESSFUL—

### 1958 SENSATIONAL—

The boom is just beginning! Our big 1957 program, with full page color ads in Life, Better Homes and Gardens, Good Housekeeping, TV, Radio—and tie-in with Pepsodent, will be dwarfed

by what we do in 1958. Thousands of sales leads will need to be handled—many in your market—and many on hand right now!

### CAN YOU QUALIFY?—

We can consider only successful businessmen with a keen sense of selling and merchandising. A five-figure investment is necessary for opening, self-liquidating inventory. We'll supply you with complete know-how in sales, installation, advertising and promotion. Your reward is a profit potential of \$25,000 to \$250,000, varying with exclusive area. Write today, outlining your interest. We'll be in touch with you promptly.

## INTERNATIONAL SWIMMING POOL CORPORATION

Exclusive Manufacturer of the Esther Williams Swimming Pools  
41 Court Street, White Plains, New York



You'll recognize Esther Williams Swimming Pools by their unique advanced design, pure sparkling water and custom tailored beauty... at homes, motels, clubs and model houses everywhere!



# The Month Ahead

## **NAHB CONVENTION**

You should be thinking right now about attending the NAHB Convention in Chicago. The dates this year are Jan. 19-23.

Industry is rolling out new products for builders so fast that it's almost impossible to keep up with them. The convention pulls most of these products into one concentrated area, and makes it possible for you to see all of them, and dig more deeply into the ones that interest you most. According to NAHB figures, there will be 65 "first time" exhibitors this year, so you may have a chance to meet some new manufacturers, as well as see new products from established companies.

## **NON-MEMBERS TOO!**

Those of you who are members of an association chapter should register and make reservations through the chapter. Non-members also are invited to attend the convention. They should mail their advance registration fee, \$15 for men and \$10 for women, to: Paul S. Van Auken, Convention and Exposition Director, NAHB, 140 S. Dearborn, Chicago 3, Ill. The application should include name, firm name, business and address, and the date of arrival.

## **AIR CONDITIONING TOO**

Another show scheduled for Chicago in the immediate future is the 10th Annual Air Conditioning and Refrigeration Exposition. It will be held Nov. 18-21 in the International Amphitheatre. Some 250 exhibitors will display 7,500 pieces of equipment, and there's bound to be a lot in there that will be of interest to you as a builder.

## **Next month—the prizewinners!**

In this issue we've brought you a lot of parts, pieces and ideas from the National Home Week programs all over the country. In December, we're going to take the cream off the top and show you the prizewinners from the AMERICAN BUILDER Best Model Home contest. From a purely practical point of view, these winners are very important to you.

## **A bread-and-butter contest**

This is not an architectural contest, not a merchandising contest, nor a construction contest; it is all three, and something more besides. The panel of judges includes two builders, (including NAHB President George Goodyear) an architect, a merchandising specialist, a research expert, and a member of AMERICAN BUILDER's editorial staff. It should be obvious that any house given top billing by this group must be practical in every respect.

But suppose first prize goes to a house from Maine, and you build in Florida? Can you learn anything from the Maine house?

Certainly. Good design is good design in any part of the country, and while a region may have peculiarities of its own, it is usually possible to adapt the design to the peculiarities. Construction can vary from place to place, but principles remain the same.

## **Low cost may be the best bet**

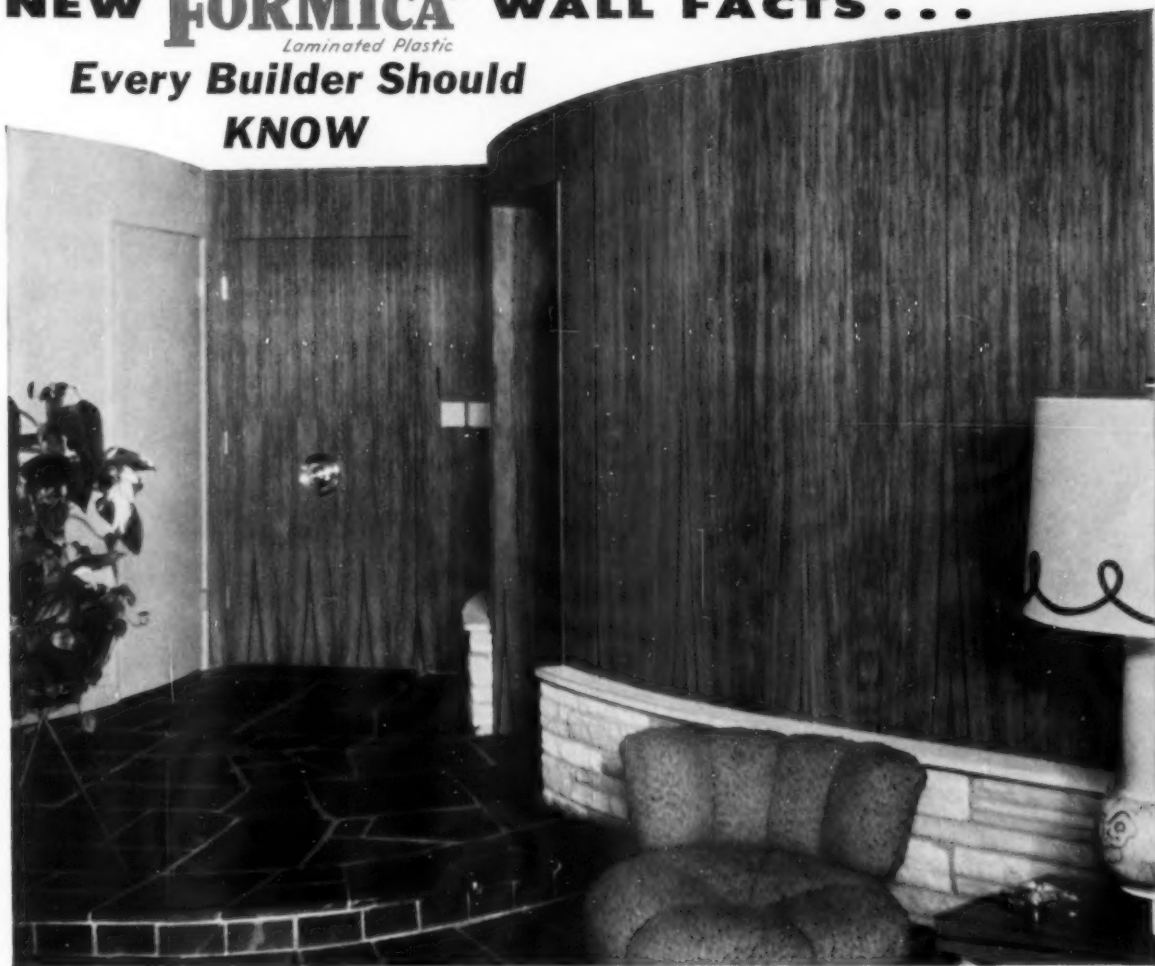
This is the start of the bad weather season in most of the country. During the next few months there will be lots of days when you have nothing better to do than stick your feet up on the desk and think, particularly about your plans for next year. Here's something to think about.

One of the things that our editors got hints of during their National Home Week travels was that many builders are starting to think seriously about changing operations to take advantage of the new FHA down payment regulations. This applies best to houses under \$16,000, and every survey shows that there's a crying need for housing of that range. Check with your local FHA office if you're in any doubt about the new rules, and then make your own survey. There may be a booming market just waiting for you to uncover it.

# NEW FORMICA® WALL FACTS . . .

Laminated Plastic

Every Builder Should  
KNOW



You know Formica best as a counter top surface material. But the newest thing in home building is this same famous material on walls. Kitchen and bathroom walls are obviously made for Formica, but don't stop there. Home buyers have already demonstrated that they love beautiful, easy-to-clean Formica on walls throughout the house. For example installations are being made in family and TV-rooms, in entrance halls, dining and living rooms too. Formica on walls can give your houses that extra appeal for better merchandising. New Formica Fast Dry Cement permits application of Formica sheets to nearly any surface "right on the job," quickly, easily and economically.

*Free!* Send today for new booklet with full information and instructions or ask your Formica fabricator. Ask for Formica Vertical Surface folder Form-670 when you write.

**FORMICA CORPORATION** Subsidiary of **EVANAMID**

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Customers buy Formica because it is a brand name they know and trust. 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.

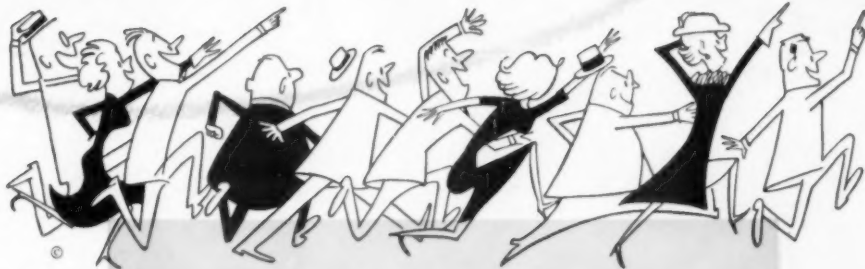
*This mark certifies genuine*  
RUB OFF WITH LOTS OF BAR SOAP ON A DAMP CLOTH



Seeing is believing. If this wash-off identification is not on the surface, it's not FORMICA.



# NEW *National* HARDWARE CREATIONS



*Meeting with enthusiastic approval everywhere!*

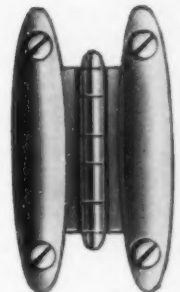


**No. 461R  
Ornamental  
Hinge**

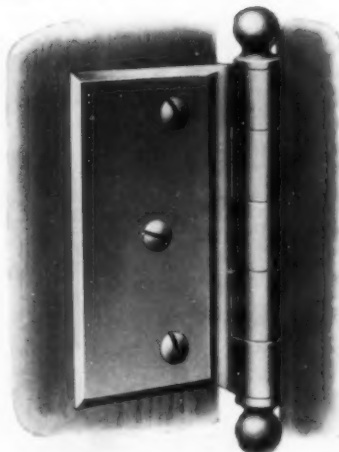
Two ornamental hinge numbers, the 461R for offset doors and the 461S, designed to serve flush type doors, have been added to our extensive line of cabinet hinges. Can be furnished in any desired finish.

Illustrated below are the new No. 451 Ball-Tip Half Surface Hinge and the No. 453 Button-Tip Half Surface Hinge. These hinges are made especially for hollow core door construction. Screw holes on the leaf are so placed to adequately serve a door where the stile is as narrow as 1 1/8 inch.

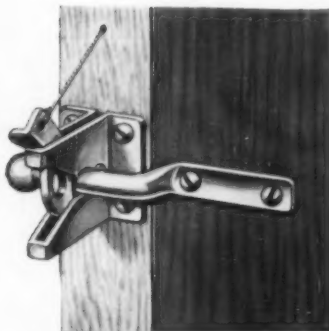
The No. 21 Automatic Gate Latch is destined to be one of the most popular newcomers to the line. Adaptable also for swinging barn doors, cellar doors or live stock coops. Finished in either dead black or zinc. Attractive working model available to stimulate sales.



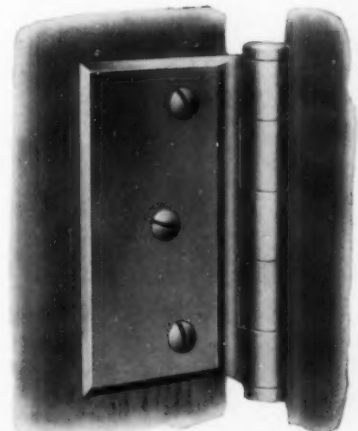
**No. 461S  
Ornamental  
Hinge**



**No. 451 Half Surface Hinge**



**No. 21 Automatic Gate Latch**



**No. 453 Half Surface Hinge**

*National* MANUFACTURING COMPANY · Sterling, Illinois