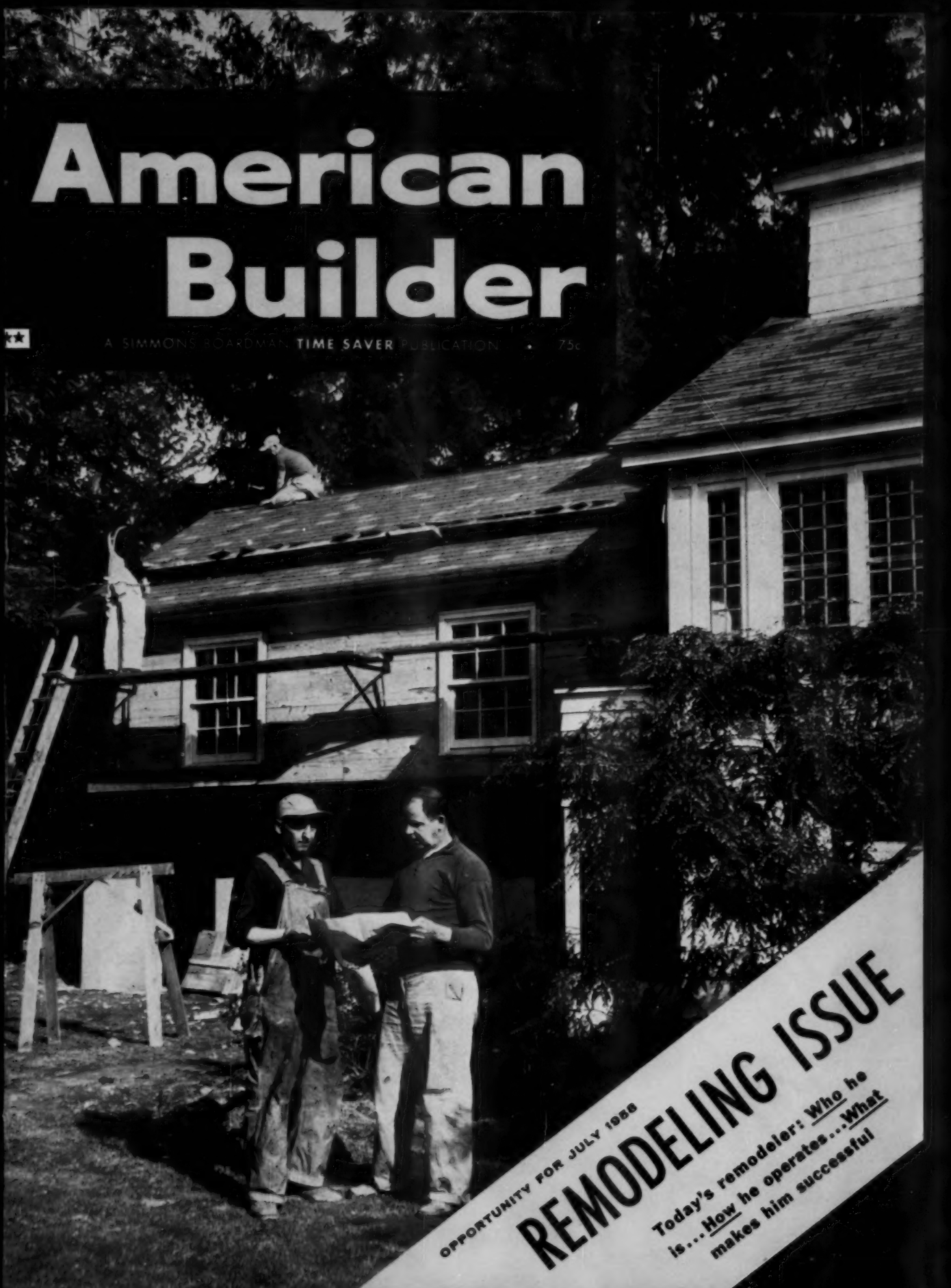


# American Builder

A SIMMONS BOARDMAN TIME SAVER PUBLICATION • 75¢



OPPORTUNITY FOR JULY 1988

## REMODELING ISSUE

Today's remodeler: Who he is... How he operates... What makes him successful

**NUTONE**

## Heat-A-VentLite

It's a Ceiling HEATER . . . plus a CIRCULATING FAN . . . plus an EXHAUST FAN . . . plus LIGHT. The only Ceiling Fixture of its kind with TWO Fan Blades to exhaust odors and steam.

The exhaust fan automatically shuts off when heater is on. Enclosed heating element gives years of trouble-free service.

Heater, Ventilator and Light : ALL IN ONE!



Your Bathrooms  
Will Be More  
Luxurious with

# NUTONE

1. Ventilation
2. Ceiling Heat
3. Built-In Scale

NuTone Ceiling Heaters  
3 Types - \$26.95 to \$69.95

NuTone Bathroom Fans  
2 Types - \$25.95 to \$36.95

NuTone Built-In Scales  
White Enamel — \$34.95  
Anodized Aluminum — \$49.95

FOR CATALOGS and  
INSTALLATION DATA

WRITE TO NUTONE, Inc.  
DEPT. AB-7,  
Cincinnati 27, Ohio

Bathroom by ELJER



**NUTONE**

## Built-In Scale

NuTone's BUILT-IN Bathroom Scale is RECESSED into the wall . . . to keep the floor uncluttered. Fingertip control of "Spring Action" Door permits the scale to fold down from the wall, with plenty of room for even the stoutest person. Outside door can be painted to match wall. Easy to install.

Folds into the wall  
when not in use



*Research...*

*in metallurgy, manufacturing and marketing...*

*another reason why Kwikset's "400" Line is*

*America's largest selling residential lockset.*

*kwikset*  *locksets*

KWIKSET SALES AND SERVICE COMPANY, ANAHEIM, CALIFORNIA

**Sterling**

**THRIFTEE  
FRAME**

# NEW thriftee way to install trouble-free pocket doors

Low cost • Goes up fast • Warp-proofs the wall pocket  
• Eliminates callbacks • Makes door slide smooth, quiet, easy

All-steel adjustable header.  
Easy to level.

Sturdy steel track is factory-installed in header... saves time and work. Cadmium plated steel hangers. Twin 3/8" nylon wheels with oiled-for-life bronze bearings. Doors can be hung or removed with hangers attached.

All-steel upright jambs attach easily to header. Simple to plumb.

All-steel header with adjustable mounting brackets.

Large rubber bumper cushions door in pocket. Limits sliding action of door so that pull is always accessible.

New floor plate for steel jambs makes installation simpler.

Nylon door guides fasten to finished jambs with two screws.

Packaged for standard 2 x 4 wall or plaster wall construction. Complete set includes header with pre-fastened track, upright jambs, nylon-wheeled hangers, rubber bumper, floor plate, door guides plus all screws — instructions.

Another Thriftee-priced product  
with the fine quality of expensive hardware

For literature and prices write to:

## John Sterling Corporation

RICHMOND, ILLINOIS

# The Opportunity Page

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

## How to attract buyers

Last month we told you about some of the "gimmicks" builders are using to lure buyers to their new homes. Here are some more as reported in a nationwide survey made by the National Assn. of Real Estate Editors. Maybe you can adopt one of them to help your own sales along. In San Diego, lot owners who contract with one builder for a new home get an English Ford. At one subdivision model-home visitors compete in drawings for a week's trip to Hawaii. Still another builder put up a quarter-size doll house and tree house to amuse shopper's children.

## Make the most of "hidden values"

AMERICAN BUILDER has talked a lot about "hidden values" during the past year. We've discussed just exactly what "hidden value" products are, how you can merchandise them and how their use can build up your sales. For the second year, AMERICAN BUILDER is sponsoring a "hidden value" contest in connection with National Home Week (Sept. 6-14). Prizes will be given to those builders who best promote the quality "hidden value" products in their model homes. Just one of these prizes is an International Harvester truck. There'll be other prizes worth \$25,000. The "hidden value" contest is in addition to AMERICAN BUILDER's annual NHW Best Model Homes Contest. It's not too early to begin planning your entry. Be sure to see page 98 for complete details on both contests.

## Post-sales opportunity

"We have felt right along that a builder's responsibility doesn't end with the construction and sale of a new home. It has always been our conviction that a builder should assume the obligation of promoting a neighborly spirit among new home owners." These are the words of Yale Simons and Marvin Mony of Beauty Built Homes in Detroit. We think they've got the right idea. A satisfied customer is your best salesman. These

builders work a "Meet Your Neighbor" program by holding bi-weekly coffee evenings to which new residents of their three subdivisions are invited. They also invited city officials to their first coffee evening and plan to invite school officials to future sessions—a good way to acquaint new residents with community services.

## Old vs. new

One of the less-publicized results of McCall's Congress on Better Living was the report that many women preferred to buy an existing house rather than a new one. This report was printed in a recent issue of Realtor's Headlines, which is published by the National Assn. of Real Estate Boards. The disturbing thing about the report is the reasons given for this preference. They're something you should keep in mind when you're planning your next homes. One delegate said: "We bought an old house which is very strong and sturdy. I think it probably will be standing when some of the others are falling down. It's simple in design and has great big rooms." Some other reasons given for buying a "used" house: "You have your own trees and shrubs that are already grown." "The structure of old homes is beautiful." "You get so much more room for your money." "I would prefer one . . . in an old neighborhood which generally is a combination of older and young people."

## Remodeling teamwork

Speaking of remodeling—and we are in this issue—here's how to help stretch the customer's dollar. Mansfield, Ohio, builder H. C. Lehnhart has this trick: he invites the homeowner to help him finish the work. The owner often accepts in the cause of economy and works right along with Lehnhart—painting, papering, sanding and cleaning up. While we're on the subject of Mansfield, we think that city's approach to remodeling is typical of what's going on around the country. For the whole remodeling story, be sure to see p. 67.

American Builder (originally "Carpentry and Building") with which are incorporated Building Age, National Builder, Permanent Builder, and the Builder's Journal, was founded Jan. 1, 1879. Names registered in U.S. patent office and Canadian registrar of trade mark.  
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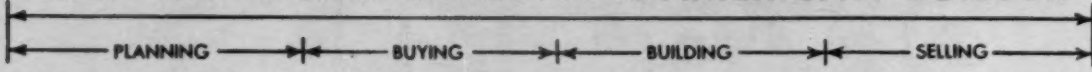
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*"I wouldn't buy any home without a WASTE KING Dishwasher!"*



# "NOBODY COVERS AMERICAN BUILDING LIKE THE AMERICAN BUILDER"



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Cover photo: Maxwell Huntoon • Builder: Alex Westfall

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A SIMMONS-BOARDMAN TIME-SAVER PUBLICATION



CRIB COURTESY OF LULLABYE

## **NEW! Har-Vey Pocket Door Frame** **silent action . . . fits all doors . . . complete in one Handi-Pak**

Har-Vey's new Handi-Frame is designed for the profit and sales-minded builder. You save time and money through fast, easy one-man installation and because famous Har-Vey Sliding Door Hardware is part of every Har-Vey Handi-Frame you are assured of perfect door control for a lifetime. Remember . . . Har-Vey lets people feel the difference in a quality home.

Har-Vey "Handi-Frames" come in useful, easy to handle Handi-Paks and fit all sizes of doors from 2 to 3 feet wide and 6 to 6 feet 8 inches high. All parts are furnished except the door. Sturdy steel split jambs and studs eliminate the risks of warpage and the easy to handle telescoping header and track assembly enables the most inexperienced worker to erect a perfect pocket every time.

**and look at the fast ONE-MAN installation . . .**

CUT TELESCOPING  
HEADER TO SIZE



NAIL HEADER TO JAMB



CUT NAILING STRIPS



ERECT SPLIT JAMBS  
AND STUDS



ATTACH HARDWARE  
AND HANG DOOR



**write for Bulletin H-16**  
**AMERICAN SCREEN PRODUCTS COMPANY**  
 General Offices: 61 E. NORTH AVENUE  
 NORTH LAKE, ILLINOIS

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# **HAR-VEY**

**HARDWARE**

World's largest  
manufacturer of  
window screens

**HOMESHIELD®**  
**SCREENS**



**READER'S GUIDE TO**

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

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## THE TOUGHER THE MARKET THE MORE YOU NEED BRICK!

**...Smart home buyers, like smart home builders,  
understand the values in beautiful brick!**

The surveys prove it, Buyers want brick 2 to 1 over a second choice!

Today's selective home prospects want brick's freedom from maintenance, sturdy construction, rich texture and color, fire-safety, and all-season security.

So build with brick and include brick features—because the tougher the market the more you need brick!



### *Get this new full-color IDEA BOOK* **MERCHANDISING MAGIC WITH BRICK**

Tells you how to sell homes faster, easier, by using brick as a selling material. It's packed with sales power and new design ideas for you.

**Get it from your brick supplier.**

Also ask your brick supplier for these "On Site" merchandising aids: Metal Lawn Signs • Colorful Giveaway Folders • Lapel Buttons • Book Matches • Miniature Demonstration Wall Sections • Color Prints of Ads from "Life" and "House Beautiful" on Display Easels.

**Structural Clay Products Institute** • 1520 18th Street, N.W., Washington 6, D. C.

**To The Editors:**

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

**Scale model homes**

I am interested in securing some scale models of homes, as shown in your "Merchandising Ideas in Action" story about Edward Rose, & Sons. What is the cost of such models? Could they be taken from my floor plans and elevations?

L. D. Wasicek  
 Victoria, Tex.

. . . I have used the same idea quite successfully on several occasions and am now considering making this a full-time feature of our building operation. . . My models are made by myself to scale from balsa wood, and painted. However, I notice from the photograph that brick and other materials are very realistically simulated thereon. I am interested in capturing the same realism.

E. R. Babb  
 Babb Construction Co.  
 Portsmouth, Va.

. . . I would like to set up a showroom of model homes and garages. Can you tell me where I may purchase these models?

Albert Warga  
 General Contractor  
 Succasunna, N.J.

• The scale model homes used by Edward Rose & Sons cost about \$30 apiece. You can get them from Schulze Architectural Services, 14470 Lincoln, Oak Park 37, Mich.

**Outdoor advertising**

We have distributed to members of the Outdoor Advertising Assn. of America our new Local Sales Promotion Kit on the subject of home builders.

From the extensive use we have made of information and material supplied by you, this kit could almost be labeled a joint product of AMERICAN BUILDER and OAAA. [It] borrows liberally from AMERI-

CAN BUILDER, particularly your merchandising survey. . . .

I am indeed grateful for all the assistance you have given us.

Ralph Glockler  
 Manager

Local Business Development Dept.  
 Outdoor Advertising Assn. of America  
 Chicago, Ill.

**Antiquated codes**

Copies of your articles on antiquated and restrictive codes will be given to members of our board of directors, codes committee, and land developers council in the hope that it will stimulate local action on code study and open public meetings on codes and their cost to the consumer. . . .

Lawrence W. Nelson  
 Executive Vice President  
 Minneapolis Home Builders Assn.  
 Minneapolis, Minn.

In my letter to you (May, p. 9) I pointed out two positive steps the City of Chicago has taken to keep its code the best in the nation:

1. The Citizens' Committee on Building Code Amendments, composed of architects, contractors, engineers, labor, and real estate

men, considered 150 amendments to our code in 1957, 120 of which were passed by the City Council.

2. The Committee on Standards and Tests, composed of ten architects and engineers in private practice in our city carefully consider new building procedures for use in our city.

The paraphrasing of my letter . . . left out the above positive measures. . . .

George L. Ramsey  
 Commissioner  
 Department of Buildings  
 Chicago, Ill.

• Both Commissioner Ramsey and the city of Chicago are to be congratulated on having machinery available to update their building code. The fact remains that Chicago's is a specification code; under a modern performance code, no amendments would be necessary, and a material would be accepted automatically if it matched performance requirements. We cannot accept as the best in the nation a code that absolutely requires the use of plaster on all interior walls. A performance code would accept any material that met health and safety standards.



"Music was always his first love."  
 (Cartoon by Virgil Partch—Courtesy Pomona Tile Mfg. Co.)

# HOW CAN YOU TELL

which is the  
better insulation?



**A.** The National Bureau of Standards has developed a formula for (Btu) heat flow you can use. Consult HHFA govt. booklet.

**B.** Or merely ask each manufacturer, "Just how much heat or Btu's will pass through your insulation?"

## The answer should be in BTU's or Thermal Factors.

(A Btu is the amount of heat needed to raise 1 lb. water 1°F.)

### Some things are obvious:

The thicker a mass insulation, the better it performs.  
*3" of it are better than 2".*

The more spaces aluminum insulation has, the better it performs.  
*4 reflective spaces perform better than 3.*

EACH inner aluminum space should stretch full width from joist to joist.  
*This partly accounts for the great variance in the thermal values of different makes of aluminum insulations.*

### But quantitatively, how many Btu's flow through aluminum insulation compared to mass insulation?

What are the Btu equivalents of aluminum and mass insulations for heat flow UP, DOWN, or SIDE? That depends mainly on the number of reflective aluminum spaces, or on the mass insulation's thickness.

These are the thermal equivalents† of 9, 6, and 4 reflective, parallel spaces:

NUMBER OF REFLECTIVE SPACES	DIRECTION HEAT FLOW	NON-METALLIC INSULATION VALUE	R* ( $\frac{1}{C}$ )	C Btu's	U Btu's
9 (Type 9)	UP WINTER	7¾"	23.52	.043	.04
	DOWN SUMMER	11¼"	34.16	.029	.03
6 (Type 6)	UP WINTER	4¾"	14.64	.068	.06
	DOWN SUMMER	9¾"	29.46	.034	.03
4 (Type 4)	UP WINTER	3½"	9.52	.105	.08
	DOWN SUMMER	8¾"	26.18	.038	.03
	WALL ALL YEAR	4¾"	14.65	.068	.06

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

†Insulation equivalents calculated on basis of limiting thermal values cited in Fed. Specs. LLL-f-321b; MH-I-585; MH-I-521c; MH-I-551a.

Research and heat flow tests at the National Bureau of Standards by H. E. Robinson and F. J. Powlitch, and their method for determining thermal factors of air-spaces which anyone can use, were published in a government booklet, "The Thermal Insulating Values of Air Spaces, Housing Research Paper 32."

Mail the coupon for a free copy of this interesting and challenging booklet and for free samples of aluminum insulation so tough it can take considerable abuse, and so inexpensive, it can be installed per sq. ft., material and labor, for: Type 4, 7½¢; Type 6, 9¢; Type 9, 13¢.

.....  
Infra Insulation, Inc., 525 Bway., NYC, Dept. B-7

Please send sample of Infra  Type 4;  Type 6;  Type 9.

U. S. booklet "Research Paper 32."

Firm \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

Kind of Business \_\_\_\_\_

# The Building Outlook

## SMALL TALK

### BABY, TAKE A BOW

If the nation's babies have anything to say about it, home construction will continue to zoom. Births in 1957 reached a new peak of 4.3 million, according to the Bureau of Census. The rise occurred mainly in second, third and fourth children, indicating a need, not only for more roofs, but for more rooms.

### HOW THEY'LL LIVE

As these babies grow up, what kind of houses will they live in? A recent issue of San Diego home-builder's magazine envisions ultrasonic closets by 1965. Just hang up a soiled shirt at night and flick a switch. By morning, ultrasonic vibrations will have dislodged every particle of dirt. By 1974 an electronic vacuum cleaner may be placed behind a trap door in the baseboard. At regular intervals it will emerge, do its work, then return to its niche.

### HOME SWEET HOME—USSR

Then, there's tomorrow's house—Russian style. The labor union newspaper, *Trud*, foresees a three-story plastic house, weighing only 48 tons. *Trud* reported the development of a plastic called "glass steel" which it said is as strong as steel, but only one-sixth as heavy. The newspaper said the house would never need painting. All of it—including bathtub, floors, pipes—will be made from plastic.

### THEY'RE AWED

Speaking of Russia, remember the Soviet builders who took back a California ranch house and put it up smack in the middle of Moscow? It seems the house has been attracting Muscovites like a magnet. Biggest surprise to the Russians were the three bedrooms. They wanted to know how they're divided up among the family—one for Mother and Dad, one for grandparents and one for the children?

A PREDICTION OF A POSSIBLE LOWER FHA interest rate comes from FHA commissioner Norman P. Mason. Present market conditions, he stated, indicate a cut in the future. But, he wouldn't say when he might order the change. Such a move would also affect VA rates. Under the "emergency" housing bill, the VA rate must be at least one-half of one per cent below the FHA rate. Mason declared the tie-in would not deter him from lowering the FHA rate. "I think I should follow the market," he stated. "I don't intend to hold an umbrella over anybody." Mason was referring to a recent trend toward lower interest rates on conventionals as well as to "par" conditions for FHA money in some sections of the country and lower "discounts" in other areas.

HOME BUYERS, INTENT ON QUALITY, will re-enter the real estate market in increasing numbers during the latter part of the year. Walter Graves, president, National Assn. of Real Estate Boards, made this prediction on the basis of replies to the association's 65th market survey. Prices in the majority of areas, he declared, will remain constant.

WITH RESPECT TO NEW HOMES, 61 per cent of those surveyed expect the volume of new construction of one-family homes to be greater in the second half of 1958. Panelists in 57 per cent of the country look for new-home prices to remain constant; 39 per cent expect higher prices. For existing houses built since 1940, the survey indicated an expanding volume of sales at prices generally similar to those prevalent today.

PREFAB HOUSE PRODUCTION CONTINUES TO BREAK RECORDS. Carrying a record-order backlog, National Homes had to cancel its week-long close-down normally scheduled at mid-year for inventory-taking. James R. Price, chairman, explained the cancellation: Dealers have "better than 5,500 homes sold ahead at the present time and sales are continuing strong in all markets. . . . Our production in the second quarter of this year will be at least 35 per cent over the same period in 1957. Output in April and May was the best we have ever had for these months and we expect June to be equally good, if not better." Prediction for July: National will produce and sell 2,900 house units for "the best single month in our company's 18-year history."

The New  
Custom **Vanguard**  
by Inland Homes



Now... the **\$10,000** Market  
is in the palm of your hand!

*Sell the full-value, full-profit Custom Vanguard for \$10,000 complete with lot!*

NO OTHER LOW COST HOME GIVES YOU ALL  
THESE CUSTOM VANGUARD SELLING FEATURES:

✓ Choice of 8 Contemporary Ranch and Colonial designs.

✓ Natural finish flush birch doors throughout.

✓ 2 x 4 construction throughout.

✓ Factory-applied double-coursed cedar shakes or horizontal siding.

✓ Choice of aluminum or wood windows.

*Makes term selling easy!*

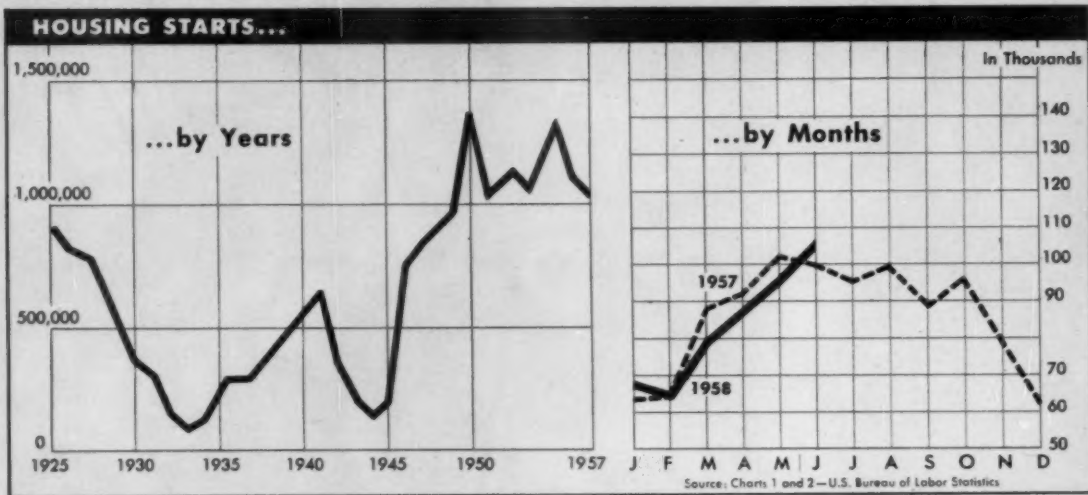


Visit, call or write P. R. Thompson, Vice President—Sales, Inland Homes Corporation, Piqua, Ohio (Phone: Prospect 3-7550).

**Inland<sup>®</sup> Homes**  
CORPORATION

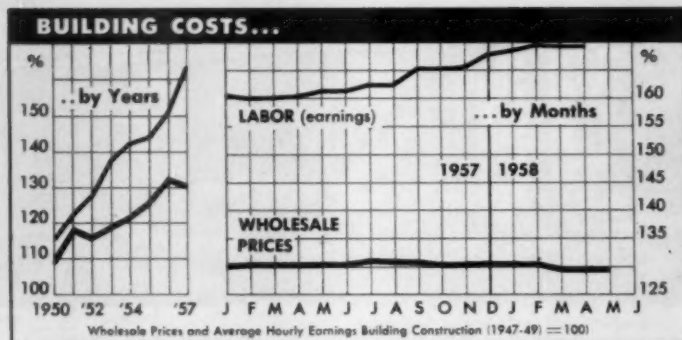
Plants in Piqua, Ohio and Hanover, Pa.

# Pulse of Building



**Interpretations: 1** WITH AN 11% RISE to 105,000 units in May, housing starts for the Jan.-May period totaled 413,000. Seasonally adjusted, the May annual rate (1,060,000) was the highest since last January.

May housing starts rose only a little more than seasonally, reflecting to only a small degree the sharp spring upsurge in FHA applications and VA appraisal requests. The rise in applications so far this year has been the steepest for the period since 1954—just before the 1954-55 housing boom. Since applications usually eventuate in starts within 3 months, June starts should rise much above May's—unless builders hold commitments longer than usual or if conventional lending drops substantially.



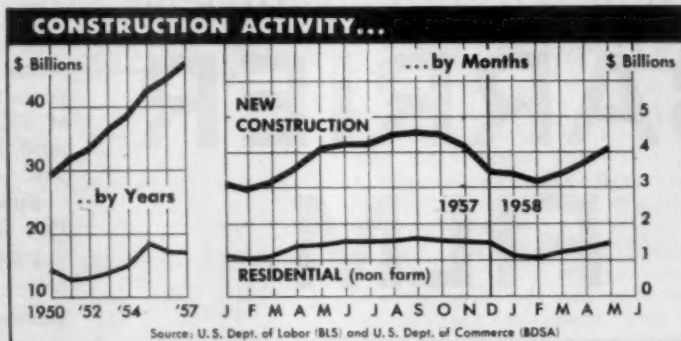
**2** LED BY LUMBER, prices for some materials used chiefly in building rose in May so that the price index of construction materials edged up. April hourly earnings steadied a little below the February peak.

### 15 LEADING HOME BUILDING AREAS

Dwelling units built in Metropolitan areas during the first two months of 1958. (BLS)\*

	Units	% Change Jan.-Feb. 1957-58
Los Angeles	12,239	-6
New York	5,981	-13
Miami	3,580	+33
San Diego	3,121	+39
Chicago	3,074	-41
Washington	2,546	+64
San Francisco	2,421	-1
Phoenix	2,032	+10
Baltimore	1,839	-21
Denver	1,665	+40
Detroit	1,636	-25
Atlanta	1,500	+23
Philadelphia	1,420	-35
Seattle	1,273	+30
Columbus	1,141	+87

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

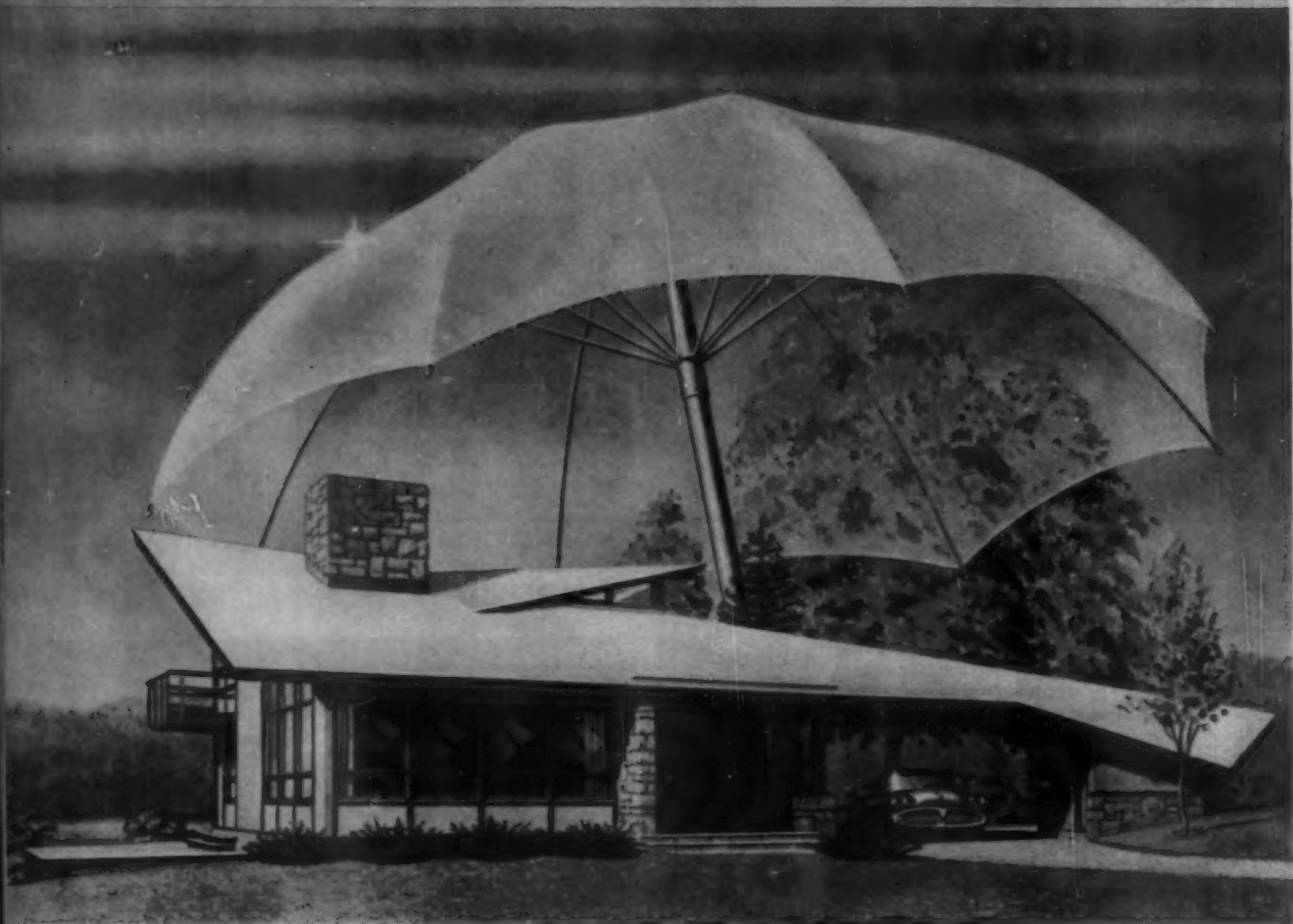


**3** TOTAL new construction outlays of \$4.1 billion showed a barely seasonal increase. Up over the year were expenditures for offices, hospitals, churches, utilities, highways and conservation work.



LOW-COST MOISTURE-VAPOR CONTROL

that umbrellas the home from the foundation up



ARCHITECTS: ELEANORE PETERSEN, A.I.A., ATTO NEWER, A.I.A.

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Name your need from attic to below grade. Damp-proofing under concrete slabs? Dust-sealing over sub-flooring? Lining crawl spaces? Flashing? For over-all protection!

Ger-Pak virgin polyethylene film fills the bill *right* the first time!

Only Ger-Pak comes in every working size from 10 in. for flashing up to 40 ft. wide. Choice of BLACK, NATURAL and opaque WHITE. And it's tough, lightweight, easy to handle and, yes, — inexpensive.

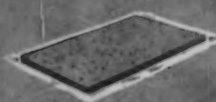
Specify versatility unlimited . . . specify Ger-Pak film. At your dealer's.

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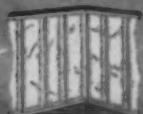
DESIGNED TO MEET FHA REQUIREMENTS



GER-PAK—the short way to say superior polyethylene film



Under Concrete Slabs



Over Studing



Lining Crawl Spaces



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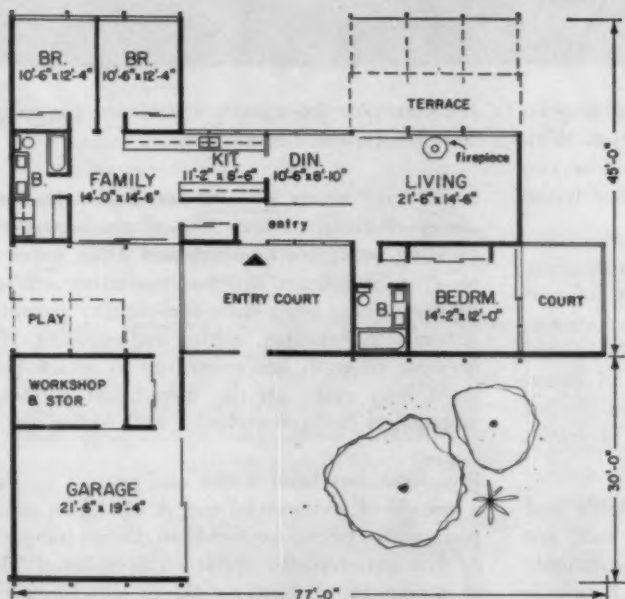
FILE BUT DON'T FORGET

# Tomorrow's House



HOUSE is result of mixing strong imaginative thinking with common sense born of experience.

## Here's an award winner's "House of Ideas"



**STAMP** of individuality is immediately felt when visitor walks from car or driveway into entry court. A stone walk, grass and green plants are carefully proportioned in this private court. Just inside, entry hall serves as main traffic lane and contributes to interior privacy. Note ample garage storage.

**P**roject-builder Dwight Haugen strengthened his role as an industry pace-setter with this house. Not more than two months after winning First Grand Prize in AMERICAN BUILDER's Best Model Home Contest last year, Haugen unveiled plans for this "House of Ideas". He calls it a "\$50,000 house for the \$35,000 house budget." Many of the "Ideas", logically enough, are cost-cutters. Among them are:

- A plywood sandwich roof which is structurally self-supporting and has insulation already in it. Called a folded plate roof, it was engineered by Douglas Fir Plywood Assn. Haugen labels it "The Roof with the WWedgewood WWave."
- Plywood box beams—light, low in cost, high in structural strength, load-bearing capacities.
- Floor panels 4'x8'x2 $\frac{3}{16}$ ". These are made of solid lumber cores faced on each side with plywood veneer. They are joined with a spline. Larger span permits fewer beams, and smooth surface eliminates need for special underlay.
- Interior partitions of 1" thick plastic, called "Chromo-cell".

# New construction method



The new insulation plaster base method is catching on fast in home as well as commercial construction. With this method, a fully insulated masonry structure can be built for about the same cost as an identical frame siding structure!

**The principle of the new method is simple:** A masonry wall is erected in the usual manner. Next, Styrofoam\* is adhered to the wall with a layer of cement mortar. Plaster is then applied directly over the Styrofoam. The noninterconnecting cells on the surface of Styrofoam make an excellent base for plaster, but do not allow passage of moisture. The finished wall is strong, sound and well insulated.

The insulation plaster base method reduces labor and material costs because neither studs nor lath are needed. In many cases mortgage loan commitments have been increased substantially on homes in which this method is used. Specific cost figures derived from actual use are available on request.

On your next job specify Styrofoam, the original *lifetime* plastic foam insulation.

**Styrofoam® offers proved permanent insulating efficiency**—Permanent low thermal conductivity and unyielding resistance to water and water vapor team up to give Styrofoam lifetime insulating efficiency. Its lightness, new large sizes and rigidity permit remarkable ease of handling, cutting and applying. High compressive strength and resistance to attack by rot and mold help make up the unmatched combination of advantages that are exclusive with Styrofoam.

Styrofoam has been tested and proved by more than a decade of commercial use. A Michigan cold storage plant with a twelve-year-old installation has yet to spend its first maintenance dollar on Styrofoam! Thousands of similar installations in plants, warehouses, schools, churches and homes have proved that Styrofoam costs the least per year of service of any insulation.

# using Styrofoam cuts costs!



**Easy to install.** Handsaws and other common tools readily cut a board of Styrofoam straight and clean. Or, Styrofoam can be scored with a jackknife and snapped off to any desired size. Easy to lift and handle because it's lightweight, clean and nontoxic. Easy to apply to any masonry surface with Portland cement mortar or other recommended adhesives.

**Moisture doesn't penetrate.** In a moisture absorption test, Styrofoam was measured for resistance to water vapor. The test method is as follows: Water is heated directly under the test sample and a glass bell is placed on top of the sample. The water vapor produced must pass *through* the test sample in order to reach the inside of the glass bell.

The results: Even after hours of continuous testing, there was no evidence of moisture penetrating the sample of Styrofoam!

This test gives dramatic, conclusive proof that Styrofoam is a superior, long-lived insulation because water and water vapor do not destroy its effective resistance to the passage of heat.

**STYROFOAM is regularly available** in 8 and 9 foot lengths. Widths range from 12 to 24 inches, thicknesses of 1, 1½ and 2 inches. Two STYROFOAM products are available: STYROFOAM 22 (standard) and STYROFOAM 33 (self-extinguishing).

**WRITE TODAY FOR CONSTRUCTION DETAILS:** File folder of several construction detail drawings shows how to use Styrofoam. Write today on your letterhead for Construction Detail Folder 157-25, or see your Sweet's Catalog. THE DOW CHEMICAL COMPANY, Midland, Michigan, Plastics Sales Dept. 1920K.



\*STYROFOAM is a registered trademark of The Dow Chemical Company

YOU CAN DEPEND ON

**DOW**

**NOW! FOR ALL SIDINGS...**

**MAZE**  
**STORMGUARD®**  
**COLORED**  
**NAILS**



*There's Nothing Like em*

**TO MATCH ASBESTOS,  
 INSULATING AND  
 CEDAR SHAKE SIDING!**

FOR SIDINGS—F.H.A. requires a hot-dipped type zinc coated nail... Maze STORMGUARDS are strong steel nails hot-dipped twice in molten zinc! Now available painted to match modern colored sidings.

✓ NO SHINY NAIL HEADS — Maze colored nails have checkered heads to break up light reflections... hold paint!

✓ COST FAR LESS PER NAIL THAN ALUMINUM... DRIVE AND HOLD BETTER!

**11 STOCK COLORS**

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|------------------|------------------|
| M-2 WHITE        | M-18 TAN         |
| M-23 GREY        | M-21 LIGHT BROWN |
| M-5 LIGHT BLUE   | M-22 DARK BROWN  |
| M-10 LIGHT GREEN | M-14 CORAL       |
| M-12 DARK GREEN  | M-26 RED         |
|                  | M-28 BLACK       |

**40 OTHERS ON REQUEST**

**SOLD IN HANDY 50# BULK OR 5# CARTONS**

(Bulk cartons have sturdy inner box can be used by extra workmen.)



**ANCHOR, BARBED, SPIRAL and PLAIN SHANKS**

5-214A ASBESTOS SIDING ANCHOR-SHANK FACE NAIL

5-245 INSULATING SIDING BARB-SHANK NAIL

5-235A CEDAR SHAKE ANCHOR-SHANK FACE NAIL

ABOVE NAILS COME COLORED OR ZINC FINISH - MANY SIZES

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**It cuts 'em all**  
 makes remodeling  
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**NAILS**

**SCREWS**

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**TIME**



**COSTS**



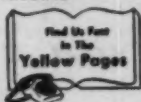
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 PER DOLLAR**



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Clean openings for ducts, doors, windows, vent pipes are easier with SAWZALL... the professional MILWAUKEE power tool for the builder. And fast! SAWZALL cuts at a powerful 37 strokes per second... "plunge cuts" into floors, walls and ceilings... needs no starting hole... cuts worker fatigue... one hand operation... "toes the line" for unusual shape cuts. Built for dependable, heavy-duty use. SAWZALL, the compact hacksaw, weighs only 6¾ lbs... only 14½" long. Simple construction... powerful 1/3 HP, no-stall MILWAUKEE motor. See your Milwaukee Distributor or write:

Look under "Tools-Electric"



**Milwaukee Electric Tool Corporation**

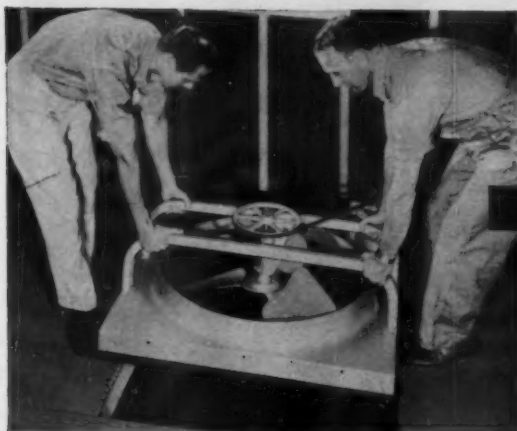
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AMERICAN BUILDER

# R&M-HUNTER

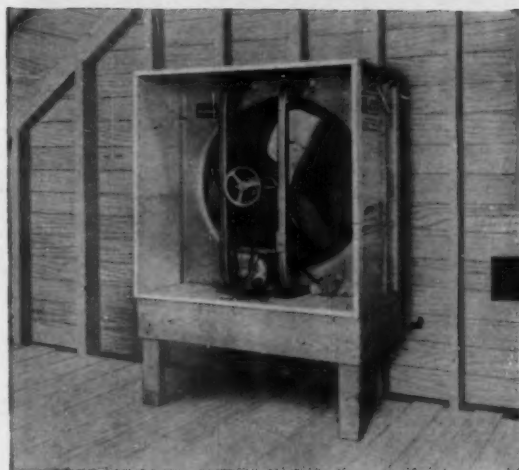
## HOME VENTILATING FANS

*for cool comfort at low cost*



### CEILING INSTALLATION

Package Attic Fan (BV-Type) rests on attic floor or joists over a pre-framed opening. Automatic or motorized shutter fastens to ceiling with flanges covering raw edges . . . no decorating problem. Wiring is simply a matter of connecting to power supply and installing control switch. Buyers recognize the brand name R&M-Hunter as top quality.



### WALL INSTALLATIONS

R&M-Hunter's A-Type Fan is suitable for gable, sidewall, suction box, stairwell and basement installations. Shipping case serves as a prefabricated mounting plenum. This versatile fan is designed for vertical or horizontal discharge. Either automatic or motorized wall shutters can be used.

### R & M - HUNTER FEATURES

- Two speed motors optional on 24", 30" and 36" sizes
  - Certified air deliveries from 5100 to 16000 cfm
  - Sound-tested ball bearings on frame and motor
    - Heavy-duty motor, rubber mounted
    - Built-in thermal overload protection
- Fan guaranteed 5 years; motor and shutter, 1 year



*Write for catalog*



**HUNTER DIVISION-ROBBINS & MYERS, INC.**  
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Package Attic Fans

Industrial Fans

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Range Hood Ventilator



VOLKSWAGEN KOMBI

**SENSIBLE • HONEST • DEPENDABLE...and ECONOMICAL**

Volkswagen Light Trucks have all these virtues... outstanding gas economy... air-cooled engine... no radiator problems... sturdy construction that takes the bumps of rough terrain. Volkswagen has unusual visibility and ease of driving and parking. With a Panel Delivery or Kombi you get a whopping big 170 cu. ft. capacity, every inch usable and accessible. Loading is extremely easy—look at the wide side doors, plus rear loading door. And

the Kombi is even more than a Panel Delivery! It converts to a comfortable station wagon in a matter of minutes just by putting the seats back in. But above all, remember: *a Volkswagen costs less to buy, run and maintain.* This we can prove! Sales and Service in 48 states. Look for the Authorized Volkswagen Dealer with this  emblem.

**VOLKSWAGEN DELIVERS THE GOODS... FOR LESS!**



**PICK-UP**—1764-lb. payload... 45 sq. ft. floor area plus 20 sq. ft. in a lockable weather-tight compartment underneath. Sides and back drop down for easy loading.



**PANEL DELIVERY**—has 170 cu. ft. capacity... carries 1830-lb. payload. Top and sides... front and rear give you a bonus in space for distinctive advertising.

# VOLKSWAGEN

# Land..

## Sharply rising prices hurt builders' cost-cutting plans

### LAND COSTS CONTINUE TO RISE

#### ● Replacement cost of developed lot

COST	MAY 1958*	1957*
Up to \$1,000 ...	2%	1%
\$1,001-2,000 ...	21	27
\$2,001-3,000 ...	34	38
\$3,001-4,000 ...	25	20
\$4,001-5,000 ...	8	7
\$5,001-6,000 ...	4	3
Over \$6,000 ...	6	4

\* 100% builders reporting

#### ● Land cost as % of total sales price of new homes

RATIO	1958**	1955**	1950**
Up to 10% ..	5%	26%	70%
11-15% ...	34	53	26
16-20% ...	49	19	3
21-25% ...	11	2	1
Over 25% ..	1	0	0

\* Less than 1/2 of 1%  
\*\* 100% builders reporting

The desire of builders to put up lower-cost homes isn't being helped by the rapid increase in land costs of the past few years. This is evident from replies to the fourth NAHB Builders Economic Council survey. In just one year—from 1957 to 1958—the median replacement cost of developed lots jumped from \$2,570 to \$2,790, an increase of nine per cent.

Seven out of ten builders reported that land prices are rising; 28 per cent reported stable prices; only one per cent reported a decline. While a wide range of costs were indicated, one-third fell between \$2,001 and \$3,000. Builders have tried to keep a reasonable relationship between lot costs and total selling price of the home. However, the ratio of land-to-total sales prices climbed from a median of 10% in 1950 to 14% in 1955 and 17% at present.

Despite this sharp rise in lot costs—and other increases in the cost of labor and materials—a majority of builders reported gains in the number of moderately priced homes they plan to start this year. They also plan increased starts in every price bracket.

All-in-all, the builders surveyed are very optimistic about this year's operations. Typically, they forecast that starts in their communities during 1958 would top 1957's by 10 per cent. (This bears out AMERICAN BUILDER'S forecast for 1958. See November, 1957.)

Another important finding of the survey is an apparent reversal in the trend toward higher-priced homes. The expected median sales price this year is down 4.6 per cent from 1957—\$14,400 compared with \$15,100.

More on Builders Economic Council survey ▶

## Lower financing costs; fewer unsold homes;

### DETAILS FROM BUILDERS ECONOMIC COUNCIL SURVEY

• New home starts by size of builder's operation

SIZE OF OPERATION	NUMBER		% INCREASE 1957-58
	1958	1957	
1-20 ...	3,200	1,700	+88
21-50 ...	6,800	3,800	+79
51-100 ...	6,500	4,300	+51
101-250 ...	11,300	8,800	+28
251-500 ...	7,400	6,200	+19
Over 500 ...	7,400	5,900	+25

• New home starts by broad price bracket

SALES PRICE BRACKET	NUMBER		% INCREASE 1957-58
	1958	1957	
Under \$15,000	24,100	15,100	+60
\$15,000-19,999	12,800	11,500	+11
\$20,000 and up	5,700	4,200	+36

• Median sales prices of new homes

YEAR	BLS	BUILDERS ECONOMIC COUNCIL
1954	\$12,300	
1955	\$13,700	\$13,500
1956	\$14,500	\$14,600
1957	°	\$15,100
1958	°	\$14,400

° No BLS survey taken

• Prevailing discount on minimum down-payment loans (other than FNMA)

#### FHA LOANS

(% of builders reporting)	30 YEARS		25 YEARS	
	Premium	Par	Discounts:	
	1%	9	up to 1.9%	16
			2.0-2.9	40
			3.0-3.9	28
			4.0-4.9	2
			5.0-5.9	2
			6.0-6.9	°
			7.0 and up	°

° Less than 1/2 of 1%

#### VA LOANS

(% of builders reporting)	30 YEARS		25 YEARS	
	Premium	Par	Discounts:	
	°	5%	up to 1.9%	3
			2.0-2.9	6
			3.0-3.9	9
			4.0-4.9	10
			5.0-5.9	23
			6.0-6.9	21
			7.0 and up	22

° Less than 1/2 of 1%

The forecast drop in the median price represents some very astute planning by builders. They are accomplishing it despite increased costs over a year ago. (38 per cent reported increased prices for materials; 65 per cent were paying higher wages; 65 per cent found land costs were up.) The reduction is the result of design changes. For, although builders are shifting to lower-price brackets, the typical new home this year will be larger than last year. An increase in floor area is planned by 39 per cent against the 16 per cent who plan to build a smaller house. (The remainder plan no change.)

Financing is the only area where costs have gone down for most builders. Nine out of 10 reported private funds (other than FNMA) were available for minimum down payment FHA loans in their areas. Six out of 10 said funds were available for minimum down payment VA loans. Also, 86 per cent reported financing available for lower-priced housing which had been particularly affected by tight money.

While the mortgage market has eased, 90 per cent of the builders were still paying discounts for 30-year minimum-down FHA loans; 95 per cent were paying discounts for 30-year no-down payment VAs.

Typical conventional loan terms were reported to be 25% down, a 20-year term and interest rates of 5½% or 5¾%.

Although reporting builders expect a 10 per cent increase in starts in their communities, they anticipate sharper gains in their own operations. In total, these builders started 30,800 new homes in '57. This year they plan 42,600—a gain of 38 per cent. As the adjoining chart indicates, biggest gains will be in the lower half of the price scale and the smallest in the \$15,-\$20,000 range. The highest price bracket shows the second-highest gain.

Although the shifts are more marked, this is the same pattern of change found in the council's August 1957 survey. Last August, however, the overall increase between 1957 starts and those planned for '58 was only 16 per cent—compared to the 38 per cent reported this time.

The most important reasons for



## rising starts

revised plans were the changes in FHA and VA financing terms. Each of these was mentioned by three-fifths of the reporting builders who had changed their plans. In addition, 32 per cent cited improved availability of conventional financing as a reason. The new FNMA authorization was also a factor in 29 per cent of the replies.

Regionally, the greatest optimism was in the Southeast, Southwest and West. The median forecast of starts in the Southwest was an increase of 15 per cent over 1957; 10 per cent gains were typical in the Southeast and West.

In the remaining three regions—Northeast, Mid-Atlantic and North Central—predictions of increases outnumbered those of declines. But, the median estimate in each of these areas was for no change.

### Inventories down

Another bright note: builders indicated there were fewer unsold new homes in their areas than there had been a year ago. This was also true for their own operations. Altogether, reporting builders had 1,794 new houses completed and unsold at the time of the survey. Of these, 41 per cent had been completed less than 30 days; 23 per cent were unsold after 30-60 days; and 36 per cent had been completed over 60 days.

Concurrently, the builders reported they had 3,962 homes under construction, but not yet under sales contract. This was less than a year ago for 38 per cent against 24 per cent whose figures were higher.

The survey also found that 5,644 homes were under sales contract, but still under construction; another 3,018 were sold, but not yet started.

Taken together, these 8,662 pre-sold homes exceeded unsold homes by about 50 per cent. In comparison, pre-sold units outnumbered unsold units by only 10 per cent in the May 1957 survey.

Looking ahead, the reporting builders show a more pronounced confidence. Nearly two-thirds expect improvements in the overall market for new homes during the next six months. Again, they indicate that the low-priced market is the strongest.

## ► Meet the builder

**Question: Is there a trend to lower-cost housing to meet needs of younger and older buyers?**

### "Higher prices hamper trend to low-cost homes"

There's a definite trend here for smaller homes both for young people and older people without children. Also, there is a trend to have less capital investment and monthly payments on homes. Land costs, material



and labor, together with expensive subdivision requirements . . . prevent development of low-cost home sites.—*Miles Strickland, Houston.*

### "Buyers are willing to give up some built-ins"

There is a trend toward smaller and cheaper homes. I believe this will continue for three to five years. Construction costs are very high due to over-restricted building codes, possibly as a result of past hurricanes. Land costs, material



prices and wages are also too high. . . . Prefabs may be the answer. Buyers . . . seem willing to give up refrigerators, washing machines and other built-ins. They want to hold onto built-in stoves and ovens to the last.—*C. W. Kendall, West Palm Beach, Fla.*

### "Market is teenagers who will marry soon"

The trend is definitely toward cheaper homes. The major market . . . will center around the large group of teenagers which is headed for family formation within the next few years. There has been a pronounced switch in sales in this area from larger deluxe units to cheaper and smaller homes with easier terms. The real volume market seems to be \$14,000 and under. The vast majority of buyers . . . in many cases supply the decorating

themselves. There seems to be a



desire . . . to do without extra features with the idea of putting them in as they can afford them. This includes garages. The biggest problem being faced locally is scarcity of cheap land for low-cost homes.—*J. F. Gambino, Rockford, Ill.*

### "Smaller lots are only answer to problem"

The trend in our area is definitely toward smaller and cheaper homes.



The cost of land, materials and wages in our area is going up each year. The only recourse to smaller and cheaper homes is smaller lots. Buyers of smaller and cheaper homes are willing to do without air-conditioning and built-ins.—*Dan Barley, Montgomery, Ala.*

### "The demand is for more value per dollar spent"

I believe the next decade will see two phases of demand—first for smaller homes as the boom resulting from World War II marriages



starts. This will be followed shortly by demand for larger homes as birth rates again increase. I do not believe so-called "cheaper homes" as such will be the determining factor. There will be, however, a demand and challenge for more value per dollar spent. . . . Land costs in this area are extremely high and a deterrent to lower priced construction. Wages with demand for increases are not encouraging to lower-price package.—*Don Ganser, Milwaukee.*

## Frank Cortright named vice president of investment co.

Frank W. Cortright, former executive vice president, National Assn. of Home Builders, has been elected to a vice-presidency of the Mason-McDuffie Investment Co. Cortright served NAHB from 1942-53 as its first executive officer. He has been a resident of the San Francisco area since 1953 and has interests in residential tracts in several parts of California and in Hawaiian Capehart projects.

In announcing the appointment,

Maurice G. Read, president of the firm, said Cortright will be responsible for developing additional sources of residential investment funds from eastern lenders and for improved financing services for home builders throughout northern California.

### Names in the news

Several national and regional appointments have been announced by FHA commissioner Norman Mason.

C. Franklin Daniels was named special assistant for urban renewal to succeed W. Beverley Mason, Jr., who was made FHA's assistant commissioner for technical standards earlier this year. New assistant

commissioner for programs to assist in planning policies and programs is Dr. Martin R. Ream. He succeeds Dr. Thomas F. Johnson. John H. Rousselot, former California public relations executive, is now director of public information.

On a regional basis, the new director for FHA's Jamaica, Long Island, office is Henry Schneider, Jr., former member of the New York State legislature. And, the new director for Southern Illinois is Carl U. Luers, a state banker.

Recent NAHB changes include placing its research institute under the full-time direction of Ralph J. Johnson and naming Richard J. Canavan as director of its construction department.

### DICKERMAN'S COLUMN . . .

## Why you should build for senior citizens

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

"In the United States today, some 14 million people—one out of twelve—are aged 65 or over. This group is growing at a faster rate than almost any other group."



Dickerman

The foregoing statement was made recently by M. Carter McFarland, acting assistant administrator, Housing and Home Finance Agency, before a conference on Housing Our Senior Citizens at the National Housing Center. It is worth the attention of every home builder in the country. So is this further statement by Mr. McFarland:

"Too many people think of the elderly as a single group with the same characteristics. Actually, there is a large age span between retirement and death—perhaps 30 years—and the desires and needs of the elderly vary greatly. Some want to live close to home. Others want to go to warmer climates. *The fact of the matter is that a market for homes for older persons exists in every city and town in the United States.*"

I have italicized the last sentence for the reason that all too many builders apparently overlook the fact that a housing market for the

elderly exists in their communities. Too many, I fear, are prone to feel that such a market exists only in Florida, Arizona, California, New Mexico and other warm-climate states. This oversight, as the Housing Center conference clearly demonstrated, can be a costly one. For there can be no question about the need of elderly persons for both apartments and single-family houses tailored to their needs; or of the ability of many retired couples to finance and pay for new homes. Further, this particular market is a rapidly growing one.

"I do not believe that we have done more than make a start in this important field of housing," FHA commissioner Norman P. Mason observed in a statement read at the conference. Carl T. Mitnick, NAHB first vice-president (and a pioneer in building homes for the elderly), said a market for 150,000 privately built rental housing units alone "is possible and practical" in the elderly housing field.

Congress, too, has recognized the need and requirements for housing persons nearing or reaching retirement. There is, at this writing, a good possibility that a special section will be written into the 1958 Housing Act governing FHA operations in the elderly housing field. Legislation also has been proposed which would permit "profit" as well

as "nonprofit" groups to take advantage of FHA insurance of mortgages on rental housing for elderly families. Prospects that such a provision will be written into law are favorable.

Contrary to the beliefs of many, housing for the elderly—whether single-family dwellings or apartment units—does not have to be built with a multitude of gimmicks and gadgets. As a matter of fact, HHFA warns that a house should not be "over-designed with a lot of special gadgets which only remind the elderly of their age and set them apart from others in the community." And, psychologically too, older people still do not want to be set apart in a class by themselves. For that reason, some happy medium should be struck in building so that the elderly still feel that they are a part of the community.

There is another feature about which there is almost universal agreement on the part of those interested in housing the elderly. It is that the housing, whether single-family or apartments, should be moderately priced.

I predict that this long untapped market in the builder's backyard is going to live up in the immediate months ahead. And, the results will benefit our senior citizens, our American society and the home-building industry.

## One year later: a successful builder takes a second look at remodeling—and likes what he sees

One year ago John Osmundsen, successful California builder, was hot on the subject of remodeling. (AMERICAN BUILDER, July 1957.) He had expanded his operations into the remodeling field; after six months he was convinced that a builder—with proper planning and a workable setup—could profit from remodeling work. Here's how he feels with another year's work under his belt:

**Q. Do you still feel remodeling is a good opportunity for builders?**

We are most enthusiastic about the operations of our company. The volume of work has been climbing steadily as each month goes by. We've worked out our various systems and programs to obtain a much more efficient and smoother-running organization.

**Q. Are your profits as high as you thought they would be?**

Profitwise, we still have further to go. In other words, I am not completely satisfied with the net return. However, I can say that profits are quite satisfactory and we are well pleased with the growth this company has seen. We have found a considerable amount of competition in the smaller jobs (under \$1,000) from free-lance carpenters or very small contractors who are out of work. However, we have discovered a virtually un-

tapped market in the \$5,000 to \$12,000 bracket where, heretofore, there has been no company large enough to handle all of the details of a job that large. We have done some jobs as high \$16,000.

**Q. How do you get customers?**

We found the most successful means of advertising a company like this is through mass coverage,

using small ads in papers, magazines, etc., rather than with larger, more spectacular ads with not as much coverage. We have reproduced some of these ads on special post cards and we systematically cover various areas street by street, mailing them out to home owners.

For more on today's remodeler, see page 67.



"REMODELING is a business that is a very lucrative one, if you are willing to go out after it."—John

Osmundsen, (R) president, The Osmundsen Co., Walnut Creek, discusses job with one of his crew.

## Michigan State U. awards residential building course scholarship



FOUNDATION AWARD is presented to William Luginland (R) by Dr. Alex J. Panshin.

Michigan State University's Home Builders Foundation Scholarship has been awarded to William Luginland. Luginland, a junior in Residential Building, is the son of a Lansing home builder.

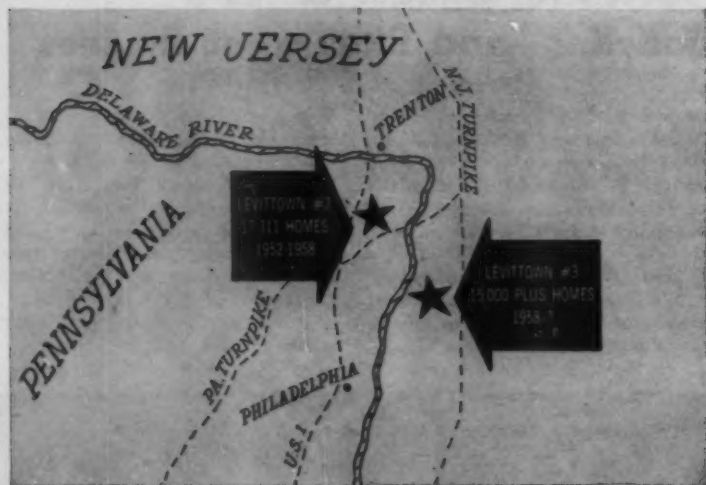
Announcement of the award was made by Robert M. Nelson, Detroit builder and vice president of the Home Builders Foundation Inc. The newly-organized foundation was formed to sponsor research in residential building and to further education in this field by awarding an annual scholarship to the outstanding Residential Building junior.

The fund is made up of contributions from the proceeds of AMERI-

CAN BUILDER'S NAHB Convention Daily (published each year at NAHB's annual convention) and from contributions from NAHB and the Lansing HBA.

Other officers in the foundation include: president, Kalamazoo project builder, David R. Satin; vice-president, realtor and builder, Walter W. Neller; secretary, head of the University's Forest Products Dept., Dr. Alex Panshin; and treasurer, Michigan State's vice-president, Philip J. May.

Elected to the foundation's board of directors were Edward Pratt, Joseph B. Haverstick and Nels G. Severin.



**LEVITTOWN III:** the new 15,000 home community fronts on U.S. 130, a strip-divided super highway, and

stretches almost to the New Jersey Turnpike. All 15,000 homes will be in one township—Willingboro.

## Levittown 3rd: no school problem

**B**ill Levitt is at it again! And this time he's just about out-Levittin' Levitt. The big story isn't only that he's begun the first section of a new 15,000-home community.

Bigger than that is the news that his company will build schools and turn them over to the authorities "lock, stock and barrel" at no cost. This, Levitt said, is being done to

safeguard Levittown "from the staggering load of public debt crippling so many communities today." One school will be ready for use in October when the first residents move into the area.

The story of William J. Levitt is familiar to just about everyone. Some 29 years ago his company, Levitt and Sons, Inc., was created. In the intervening years Levitt put up some 55,000 homes—most of which are located in Levittown, L.I., and Levittown, Pa.

The new Levittown is in New Jersey. Its 4,000-acre site is all in one township—Willingboro—about halfway between Camden and Trenton and about a 25-minute drive from center Philadelphia. Total construction values are estimated at \$250,000,000.

Houses in the community will range in price from \$11,490 to \$13,990. All will have garages, electrical appliances and landscaping. There are three basic styles—a one-story ranch, a one-and-one-half-story bungalow and a traditional two-story home. They will be FHA-financed. Sewer and water systems, streets and lights are built in.

Plans for the community call for

*(Continued on page 175)*

### LUMBER DEALERS . . .

## Wood to be "glamorized" in NLMA drive

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

Lumber dealers across the nation will be cheering the announcement that the long-awaited wood promotion campaign (sponsored by the National Lumber Manufacturers Assn.) is soon to be launched. Organizing any large and diverse industry for such a cooperative undertaking is a major task. Those leaders who brought this effort to such a successful conclusion deserve high compliments.

In order to give their customers a complete building materials service, most dealers sell a high range of building products that compete



Northup

with—and often replace—lumber. However, every dealer has a special place in his heart for the fine material which used to be the sole item in his inventory; and which still accounts for by far the largest portion of his volume.

It has disappointed many dealers to stand by and watch other products take an increasingly larger share of the market—even though they sell the competing products and lose no value when lumber is pushed aside. Many a dealer has regretted seeing lumber replaced merely because, in many instances, other products are advertised and merchandised more aggressively.

Now, lumber is to be promoted more intensively and merchandised more aggressively supplementing

the fine efforts of the regional associations. Lumber will be freed from its handicap and the trend to other products may be slowed down.

We all hope that in their promotional campaign, the manufacturers will direct a fair share of their efforts toward the consumer in order to rebuild the sort of ready acceptance that lumber deserves. It is not enough to pile up technical facts for the architect, builder and engineer. The consumer, too, must be taught to appreciate wood as a basic material.

In that connection, NLMA's stated intention of presenting wood "in a new light—and atmosphere of new excitement" and to "point up wood's dramatic appeal" sounds most encouraging.

## Ketron Island becomes a town; it was bought for a "song"—cost plenty to develop

**B**argains like Manhattan Island you just don't find any more.

But it is rumored that developer Don Morris made a comparable deal at the other end of the country 11 years ago, when he bought Ketron Island, Wash.

Today, Morris is developing the island into a unique town, ideal for those who want to "get away from it all." The reason is location.

Ketron is in the maze of islands of Southern Puget Sound. It is only available by taking a 10-minute boat ride. The ferry leaves from Steilacoom (near Tacoma).

### Revenue for the county

One very interested on-looker to happenings on the island is the County Commissioner, Fritz Geiger. He sees it as a new source of revenue for the county's tax rolls.

Don Morris, the elder, and J. C., the younger, began to subdivide the property a few months ago. They had just returned from Anchorage, Alaska, where, it is reported, they had their hands in some pretty big land deals.

Under their watchful eyes, Ketron's 339 acres will eventually turn into 350 home sites. Lots will be a minimum of 100 by 150'.

The island which is only 1½-miles long and ¾-miles wide has marvelous physical qualities—madrone and fir trees, deep harbors and steep cliffs.

Houses will be orientated to take advantage of the scenery—the sea, land, and mountains. Prices will start at \$20,000 and go up. When the Island is completed, it will be a luxury development.

In order to develop Ketron Island, Morris has put a couple hundred thousand dollars into it.

### Equipment shipped by barge

The only way to get the dozers, trucks and power shovels over was by barge. The barge is now used as a landing dock on the Steilacoom side.

The most difficult job was road digging. In order to build a road from the landing dock to the area where the residential section would



**GETTING the "dope":** Geiger talks with developer Morris. Road in background was cut from hardpan. It leads from the ferry to the residential area.

stand, 31,000 yds. of hardpan were broken through. An 800' long fill, 24' deep, was required at one spot.

The road, which will eventually wind around the island at the shore-

line, is protected from the wind and waves by bulkheads. When completed it will be dotted with harbors, beaches and picnic spots.

Engineers also had to excavate for water. They dug 762' before finding it, but now it can be pumped at 500 gallons an hour.

When the island has all facilities in, there will be a school, churches, public beaches, sewage disposal plant, central water system and paved winding roads.

### Telephone service, too

A telephone cable will be pushed across the Sound from the nearest land which is about ½ mile away. Power will come from the Island's own generating plant.

It is expected that boat lovers will be attracted to Ketron. A basin with a 200-boat capacity and an oil and gasoline dock was one of the first things completed.

The Morrisses have gone all-out to make the Island a retreat for those who want it that way. They bought four lots on the Steilacoom side to provide parking for suburbanites who want to go native in a modern way.

Another ferry line will provide additional service to Ketron Island.

Photos and story courtesy Tacoma Tribune and Ledger



**DEVELOPED** for real estate purposes, Ketron Island is located in Puget Sound. The island is 1½-miles

long and ¾-miles wide. The way to get there is by taking a short ferry ride from Steilacoom, Wash.



This Curtis Dutch door and Curtis Silentite casements are typical Curtis Woodwork products featured in Curtis advertising appearing in Better Homes and Gardens, American Home, House & Garden and House Beautiful. Consistent advertising like this helps to pre-sell the Curtis-equipped house.

# CURTIS

WOODWORK *heart of the home*



# 185 ways to add sales appeal to the houses you plan and build

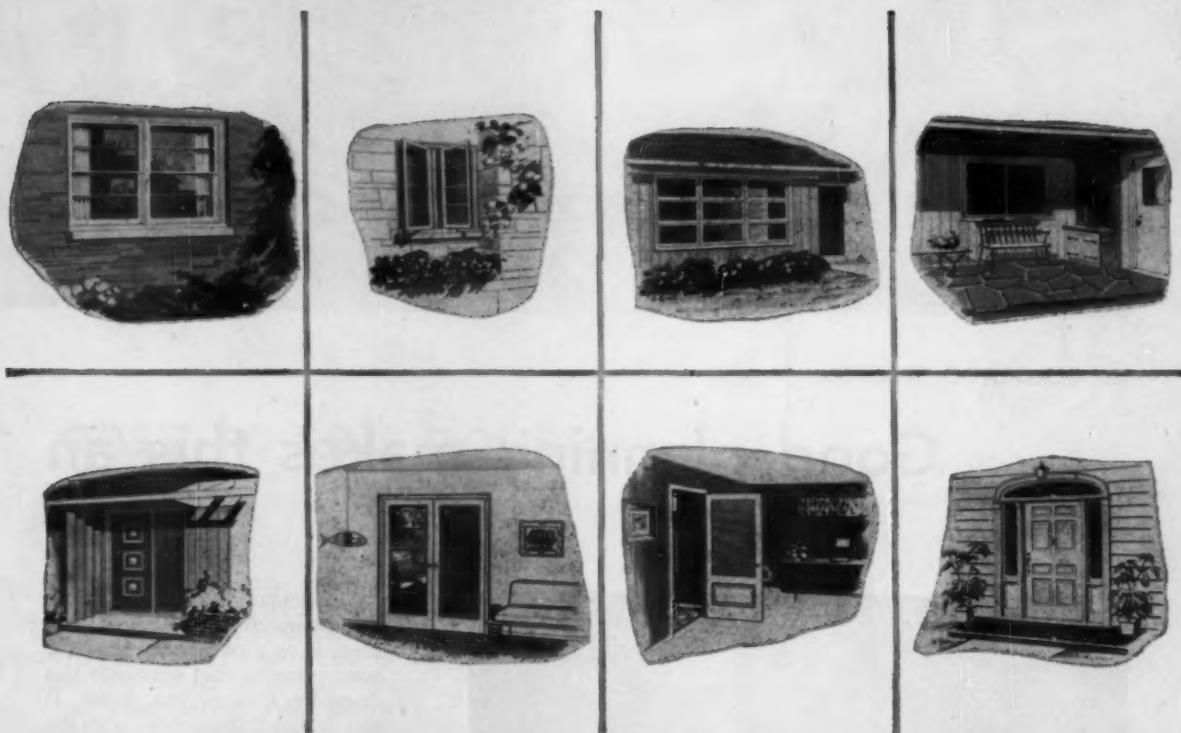
If you're looking for features that will capture a home buyer's interest, convince him of quality, consider the broad Curtis line of wood windows and doors. This line comprises 97 different window styles, types and combinations... 88 different door styles—a total of 185 ways to achieve pleasing variety!

Behind each of these products is a tradition of craftsmanship that has made Curtis a famous name in woodwork for 92 years. Curtis wood window units—prefitted and ready to install—range all the way from

double-hung and casement types to awning, sliding, picture windows and basement units.

Curtis New Londoner flush doors and Curtis panel doors fit every contemporary or traditional house plan. Louvre doors, French doors, folding doors and many others round out the Curtis line. To make selection easy, your Curtis building material or lumber dealer provides selector charts illustrating the Curtis line. He will furnish a Curtis catalog and architect's details, too. See him soon—or write us!

## Some of the many window and door styles in the Curtis line



Curtis Companies Service Bureau  
200 Curtis Building  
Clinton, Iowa

AB-7-58

Please send literature on Curtis windows, doors and other Curtis Woodwork.

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Address.....

City.....State.....

# CURTIS

WOODWORK *heart of the home*



IN COLORADO SPRINGS:

## Good planning makes this an



A spacious living area, well-separated from the sleeping zone, is only one evidence of the good planning that went into this Prigmore Estates, Inc. home. It was designed throughout with the entire family in mind.

The corridor-type kitchen is efficient and compact, with no through traffic. The half-bath, easily accessible from bedroom and kitchen-family areas, can be a direct passage between the two. A pass-through breakfast counter,

**OPTIONAL** kitchen plan: washer and dryer placed side-by-side open area for additional closets. Cafe doors lead to bedroom corridor.



# of the MONTH for July



**BEAMED** ceiling in living room is visible over low wall which combines with two-way fireplace to separate living-family rooms. Note how concrete blocks are used to blend patio and house into an integral unit.

## easy-to-sell house

on the family room side (optional) cuts serving problems.

At the junction of the kitchen and family room a door leads to the patio which is protected by the house on one side and by waist-high concrete block walls on two other sides. Open beams over the patio join the main roof to the carport. This excellent indoor-outdoor planning makes the house appear larger than it is. Cost with garbage disposer and vent hood: \$14,500 without land.

**COMPACT** utility core of kitchen and bath-and-a-half assure cost-saving plumbing installation. Divider shields living room from entry traffic.



For attractive woodwork

...consider **SUGAR PINE**



beautiful, rugged, practical—and it holds its true lines



**SUGAR PINE**, in either its clear or knotty grades, is ideal for paneling and cabinetwork. One of the most beautiful of all the pines, its subdued grain, soft-toned creamy white color and unexcelled workability recommend it for high quality interior decoration.

Sugar Pine is economical to apply, and it readily takes and holds finishes. In use, it retains its shape and resists small scuffs and scratches for easy maintenance.

Sugar Pine is always carefully dried—assuring more accurate sizing and improved working qualities, insuring lower maintenance costs.



Sugar Pine's insulating properties, comparative strength and resistance to weather make it perfect for siding, sheathing, doors, sash and other barrier uses.



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Today's Western Pine Tree Farming Guarantees Lumber Tomorrow

## Western Views

By **BILL RODD**

▼ **"MAKE BIG PLANS FOR THE LUSH SIXTIES"** is the advice given builders by John C. Lindsay, Los Angeles architect. During the past twelve years a growing number of builders have heeded his advice. Lindsay's "living design" concept has made him one of the country's leading designers of tract homes.

• But Lindsay is much more than a designer of homes. His organization embraces land planning and cost estimating—making him qualified to discuss the overall picture.

• "Begin now to line up your land for the sixties," Lindsay advises. Every builder, big or small, knows that good building sites are becoming increasingly difficult to obtain.

• In what he calls his "R-C-I" (residential, commercial, industrial) plan, Lindsay advocates a bold approach to the problem. Up to now, builders in most of our western cities have been pushing the suburbs farther and farther out. Result: freeways leading to plants, stores and offices in the big city are crowded bumper to bumper, morning and night.

• "It is obvious this

can't go on," declares Lindsay. "There must be employment opportunities close to where people want to live." This leads to his "R-C-I" plan.

• Lindsay believes the trend is toward integrated communities which include residential, industrial and commercial facilities on the outskirts of big cities. The communities should be far enough out so that land can presently be obtained at reasonable prices, yet close enough so that residents can take advantage of recreational and cultural opportunities in the metropolitan area.

• The industrial park here will be different than the factory district of the past. The whole area will be landscaped, plants will be modern in design and made attractive. Plants with obnoxious odors, noises or traffic would have to be segregated. Such an industrial area would upgrade property values instead of having an adverse effect.

• Lindsay points out that many such "R-C-I" communities have already been started or are in the planning stage in Southern California.

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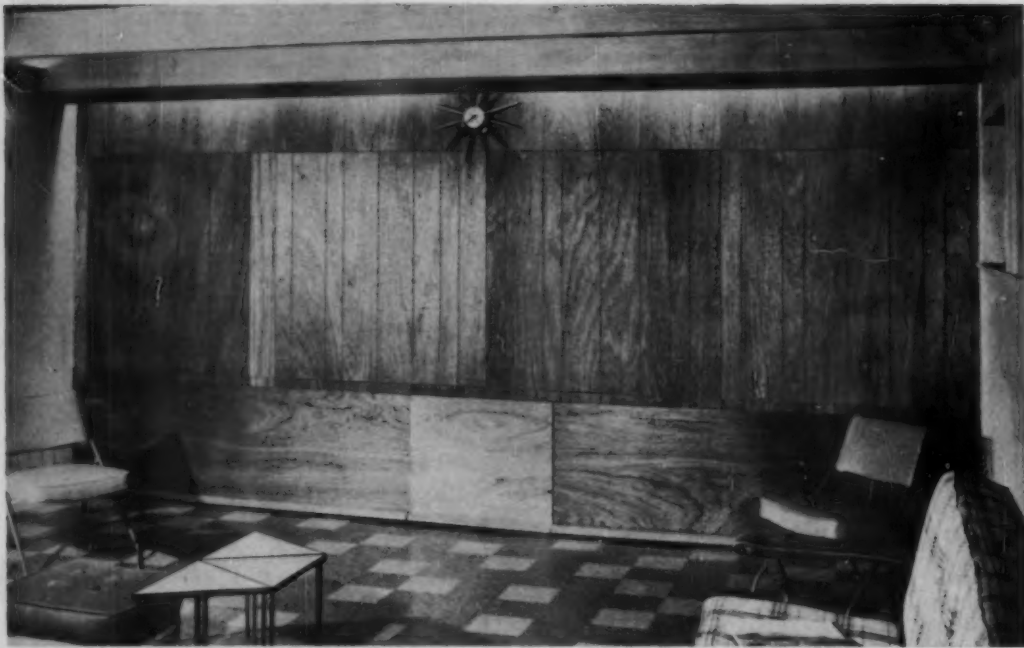
• Among these are Vina Vista; Malibu where industrial plants are going in near residential areas; California City in the Boron Valley; Kearney Mesa in San Diego, adjacent to aeronautical plants. Inquiries made at chambers of commerce, financial institutions, public utilities. Local newspapers will reveal the whereabouts of similar projects—or the necessity for initiating new ones. Similar land opportunities exist in all metropolitan areas, Lindsay declared.

▼ **REDUCTION IN "POINTS"** can bring savings. Walter C. Nelson, vice president of Mortgage Bankers Assn., told an audience in Palm Springs recently, that, if mortgage money becomes plentiful, the heavy discounts which builders have been paying for years may be eliminated. The market is moving in that direction, he stated.

### Western Advertisers Index

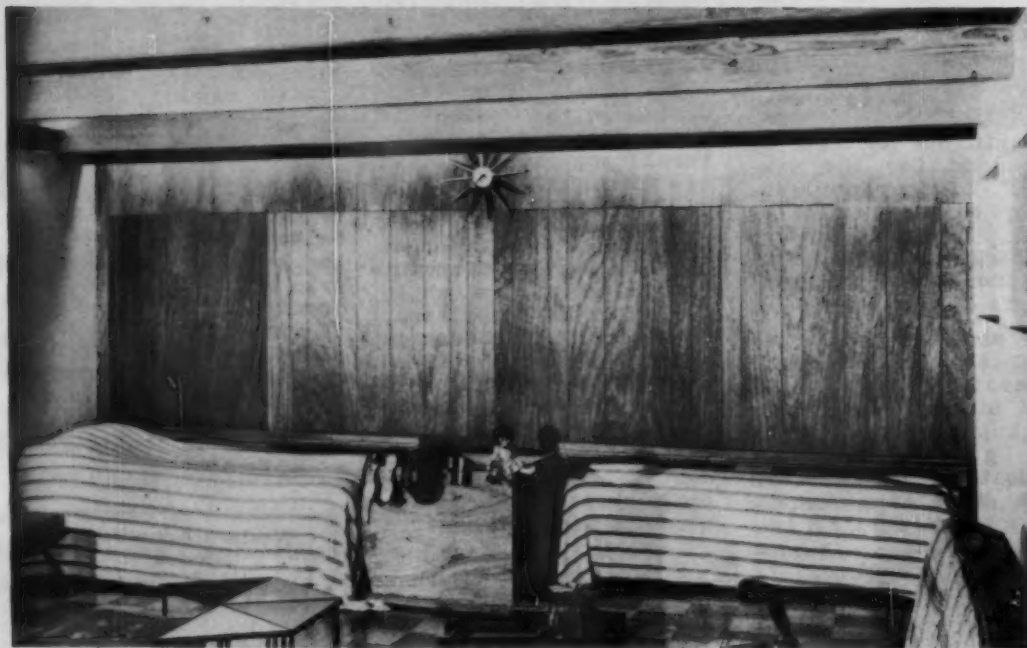
- Fibreboard Paper Products Corp., Pabco Building Material Div. .... 32H
- Fuller & Co., W. P. .... 32D, 32E
- Pioneer Flintkote ..... 32G
- Red Cedar Shingle Bureau 32F

# A space saver idea: how to



**CLOSED-UP** the wall looks like any other. Behind it is a wealth of built-ins. The ceiling and the side walls are

Philippine Mahogany. Forced air takes care of heating the room. The registers are in the ceiling.



**SLEEPING SPACE** was needed so McGee recessed two beds into the lower part of the wall. They flank a storage

bin. When the beds are not used, they're housed on the garage side of the wall under a work bench.

← **WHAT**

# put a wall to work

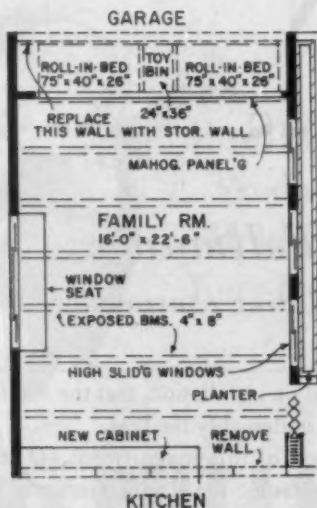


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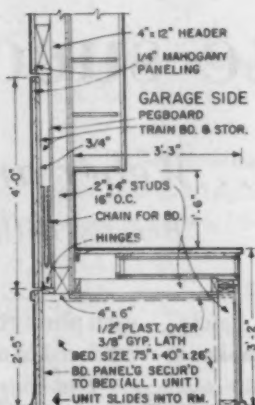
CENTER PANEL of the wall can be pulled down. Its back surface contains train tracks. In this position the

panel is held firm by chains and rests on the bin. Back wall: Masonite Pegboard with aluminum foil insulation.

HOW



**OTHER** innovations besides the storage wall were worked out by McGee. Note the arrangement of built-in book shelves and window seat. The high sliding windows are by Stanley, floors by Kentile, and fluorescent lights by Slimline.



**STORAGE WALL** detail shows all components. Mahogany paneling is not only decorative, but hides the built-ins. Note storage units on both sides of train track.

Turning a wall into a “hide-away” unit for built-ins was the idea of remodeler Ben McGee.

The idea began to take shape when the Rev. Mr. Ostrander called the Sierra Madre builder in to add a family room to his house. The only place for the addition was between the garage and the kitchen. (See plan left.)

To keep the new room uncluttered, McGee designed the storage wall on the garage side of the addition. In its “natural state” the wall looks ordinary. But . . .

- the center panel pulls down to reveal train tracks. Eventually this section will have legs to the floor. In the meantime . . .
- center panel rests on a “roll-out” toy storage bin.
- Storage areas are built on either side of the train unit, and
- two “slide-out” beds are stored on the garage side of the wall. (See detail left.)



*"The Oceana," California's newest apartment hotel, Santa Monica*



"We found  
FULLER'S  
PACKAGE PLAN  
a complete success"

*...Weber and Fellman*

*Beverly Hills building contractors*

"The Oceana, California's newest apartment hotel building at 849 Ocean Avenue, Santa Monica, has been completed with 'Fuller's Package Plan' of building products.

"We are happy to state that this plan is a complete success. Through the efforts of Fuller's building products representative, Mr. Bernie Good, the convenience of this plan has proved to us, through joint planning and follow-through of delivery dates for

each phase required on installation, that the service rendered to us was undeniably the best.

"The construction of this magnificent 60 unit apartment building, facing the Pacific Ocean in an exclusive Santa Monica area, contains the following quality 'Fuller Package Plan' products: Aluminum Jalousies, Tub Enclosures, Trimview Deluxe Aluminum Glass Sliding Doors, Shower Doors, Medicine Cabinets and complete glazing and mirrors."

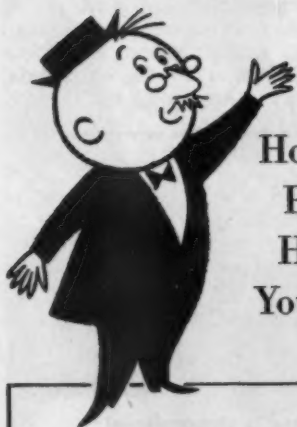
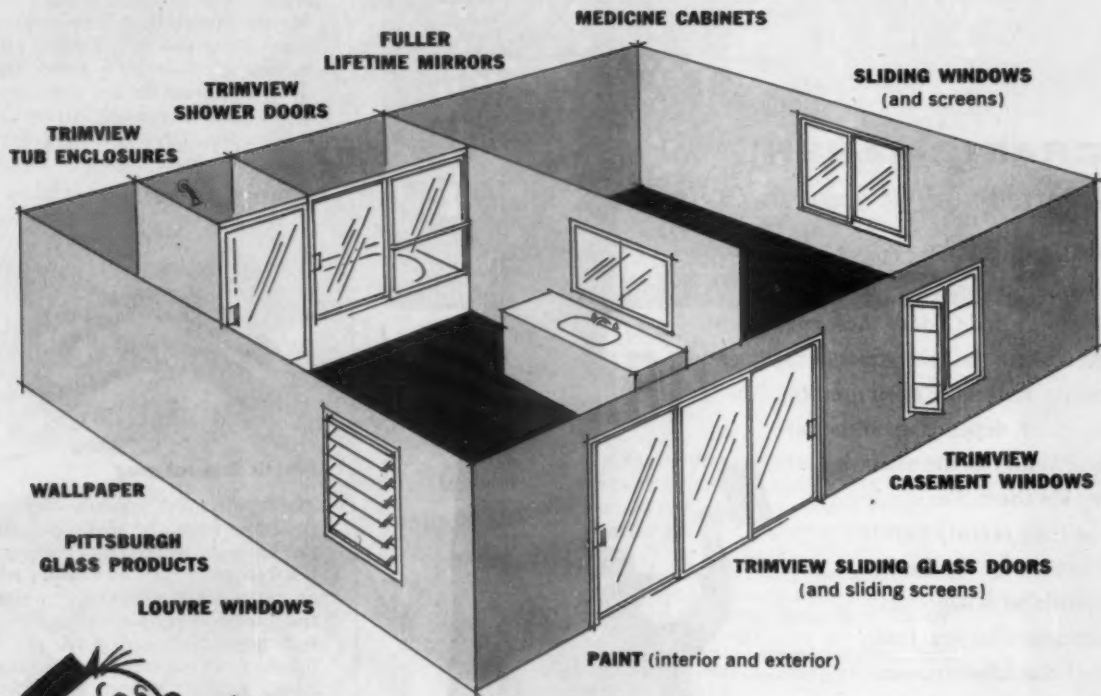
## How the plan works

Fuller's Package Plan guarantees you a firm, competitive price on all Fuller Building Products used in your building program over an agreed time period of up to one year. You pay only this guaranteed price even though costs increase during the Package Plan period.

## What the plan gives you

Under the Fuller Package Plan you get these exclusive advantages: Guaranteed protection against price increases • Accurate forecast of your costs • One company to deal with • One contract for your complete order • One delivery to expedite your order according to schedule.

## Here are some of Fuller's Package Plan Products



How Fuller  
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You add real sales appeal with Fuller's Package Plan Products. They put that extra touch of modern beauty in any home. Their quality speaks for the quality of your construction. They're engineered to meet your highest building standards. Yet they're competitively priced to meet your cost requirements. Join the many successful builders who save with Fuller's Package Plan. Look into it soon.

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## WESTERN NEW PRODUCTS

### Anchor meets framing needs

Framing anchors have full symmetrical design. One anchor can be used for Rights or Lefts. Offers six combinations for all two- and three-way ties. Design improves load distribution. New line also includes joist hangers and support angles. Simpson Co., Dept. AB, 1060 E. 11th St., Oakland 6, Cal.

Circle No. Y85-W on reply card, p. 110

### Heater has new features

Trim water heater has concealed controls. Features a front flue design with a center draft diverter. yet is easy to install. Jetglas-coated burner protects against rust and corrosion. Comes in 20, 30, 40, and 50 gallon sizes. Day & Night Mfg. Co., Dept. AB, 700 Royal Oaks Dr., Monrovia, Cal.

Circle No. Y86-W on reply card, p. 110



### Eliminates floor problems

Added to the line of Glide-Master folding-door hardware is the Glide-Master Model F. It eliminates all floor obstruction. Jamb plate mounts on door jamb rather than floor. Hardware fits any opening up to 8". Is easily installed. Arthur Cox & Sons, Inc., Dept. AB, 70 N. Sycamore, Pasadena, Cal.

Circle No. Y87-W on reply card, p. 110

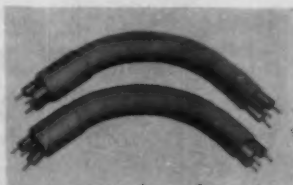
## CRAFTSMANSHIP for America's most beautiful homes

Split by hand from one of Nature's most durable woods—the giant Western Red Cedar—these rugged shakes are the aristocrats of roofing and siding materials. Their quality, however, depends upon the care and ability of the man who makes them. *For shake-splitting is truly a craft.* That is why the Certi-Split label is supremely important to you. Insist that this label appear beneath the bandstick of every shake bundle. It is your assurance of *top quality, uniform quality* that has been examined by experienced, impartial Bureau inspectors.



### RED CEDAR SHINGLE BUREAU

5510 White Building, Seattle 1, Washington  
550 Burrard Street, Vancouver 1, B. C.



### Plastic lessens cost

Plastic electrical conduit cuts installation costs. Is semi-rigid and can be easily worked into contours. Unlike metal conduits it won't rust or corrode. Is strong, lightweight and easily worked with hack saw and necessary cement. Available for use in all electrical wire installations. Kraloy Plastic Pipe Co., Dept. AB, 4720 E. Washington Blvd., Los Angeles 22, Cal.

Circle No. Y88-W on reply card, p. 110



### Heater is streamlined

Water heater with streamlined cabinet design has all controls enclosed. Can be "built-in" with other cabinets; installed anywhere. Dial temperature is conveniently located at eye level. Has high-heating and recovery rate. Comes in 40 and 30 gallon size. The Holly-General Co., Dept. AB, Pasadena, Cal.

Circle No. Y89-W on reply card, p. 110



# NEW! FLEXACHROME®

WITH



(HOMOGENOUS BONDING PROCESS)

what **HBP** means to you!

*FLEXACHROME, the original vinyl asbestos tile is now produced by the new and top secret HOMOGENOUS BONDING PROCESS to meet the most demanding specifications under the most rigorous conditions.*

- FLEXACHROME HBP** protects against curling, swelling or shrinking!
- FLEXACHROME HBP** most pliable easiest to lay!
- FLEXACHROME HBP** adapts itself to floor surface faster than any other tiles tested!
- FLEXACHROME HBP** easiest of all to cut, highest alkali resistance. Will out-perform any other tile on above or below grade.

## NOW IT CAN BE TOLD

For months before Flexachrome HBP was to be made available, the secret of the Homogenous Bonding Process was tested under the most exacting conditions. Test after test—experiment after experiment, Flexachrome HBP was in first place every time!

Widest selection of Western colors and patterns.  
This is the new Flexachrome HBP that out-performs all other tiles on the market today!

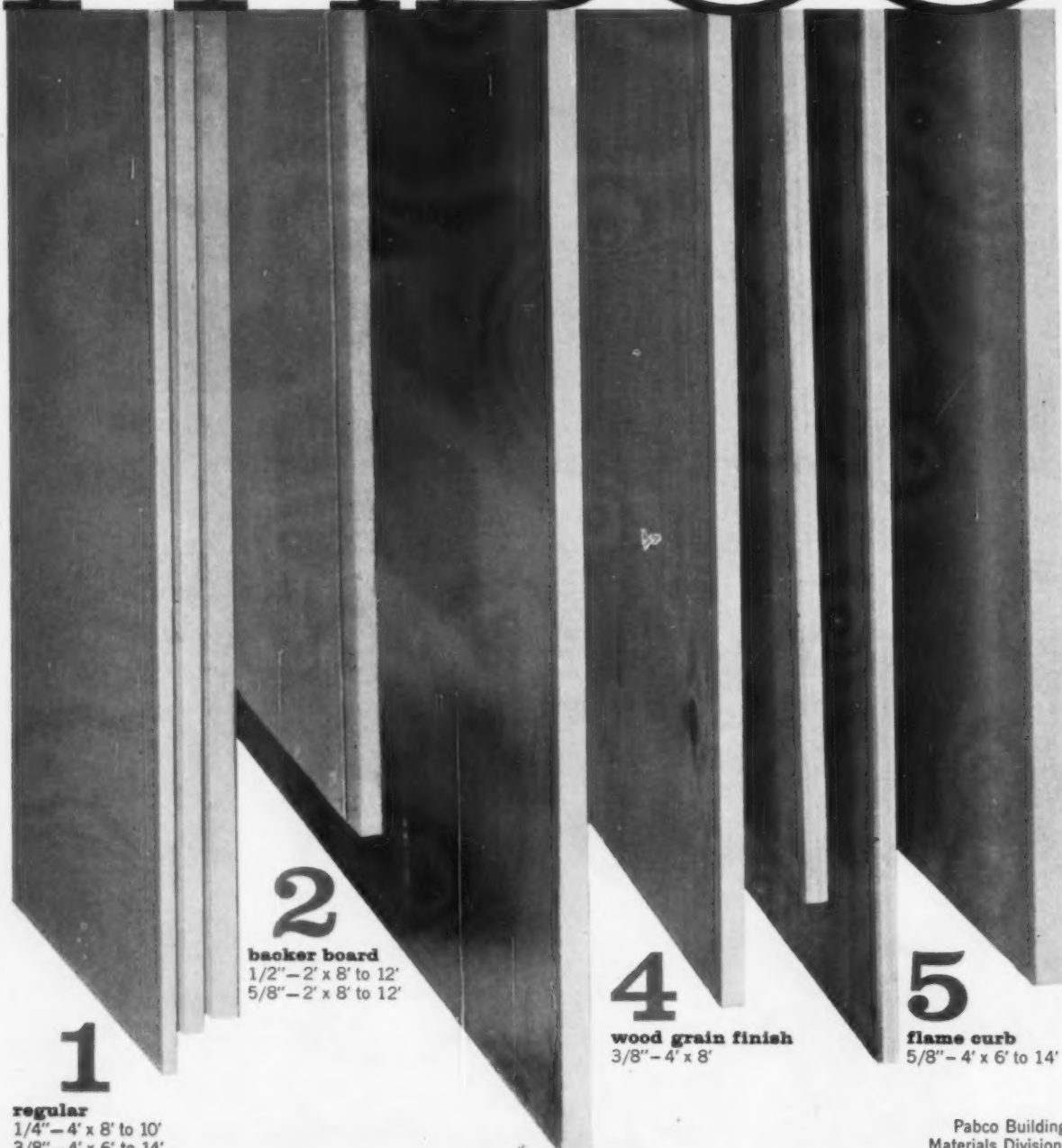
®A TRADEMARK OF THE FLINTKOTE COMPANY

**TILE \* TEX**

PIONEER DIVISION  
**THE FLINTKOTE COMPANY**  
2116 E. 55th Street  
Los Angeles 54, California

EVERY KIND OF GYPSUM WALLBOARD  
...ALL SIZES...THICKNESSES...EDGES

# PABCO



**1**

**regular**

1/4" - 4' x 8' to 10'  
3/8" - 4' x 6' to 14'  
1/2" - 4' x 6' to 14'

**2**

**backer board**

1/2" - 2' x 8' to 12'  
5/8" - 2' x 8' to 12'

**4**

**wood grain finish**

3/8" - 4' x 8'

**5**

**flame curb**

5/8" - 4' x 6' to 14'

**3**

**foil back**

3/8" - 4' x 8' to 12'  
1/2" - 4' x 8' to 12'

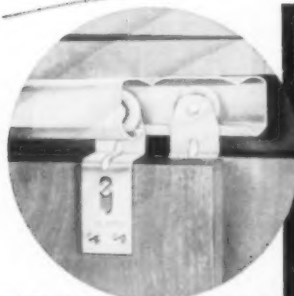
Pabco Building  
Materials Division,  
Fibreboard Paper Products  
Corporation,  
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San Francisco  
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Los Angeles  
Salt Lake City

# SLIDING AND FOLDING DOOR HARDWARE

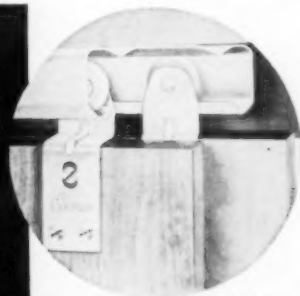
## *Glide-Master*®

### SO GOOD IT INVITES IMITATION!

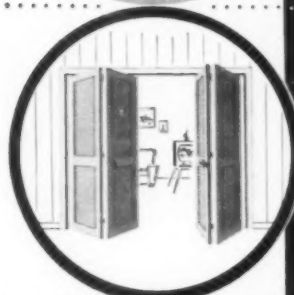
From the automation plant of Arthur Cox & Sons, comes GLIDE-MASTER folding and sliding door hardware preferred by builders across America. A combination of newly patent pending exclusive features, finest materials and skilled engineering means fastest installation—longest trouble-free operation. When the job calls for high performance at moderate cost—they'll come calling for GLIDE-MASTER. Be ready for these profits. Avoid the imitations and order GLIDE-MASTER!



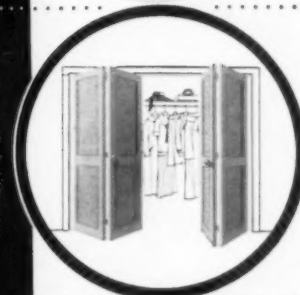
**GLIDE-MASTER  
MODEL B**  
Ball Bearing  
By-Passing Hardware  
Side Mount Removable  
for by-passing wardrobe  
doors  $\frac{3}{4}$ "- $1\frac{1}{4}$ " thick.  
(Also available in Model BR  
reversible to fit either  $\frac{3}{4}$ "  
or  $1\frac{1}{4}$ " doors)



**GLIDE-MASTER  
MODEL E**  
Axle Bearing  
By-Passing Hardware  
Adjustable Side Mount  
for  $\frac{3}{4}$ "- $1\frac{1}{4}$ " by-pass door  
installations.  
(Also available in Model ER  
reversible to fit either  $\frac{3}{4}$ "  
or  $1\frac{1}{4}$ " doors)



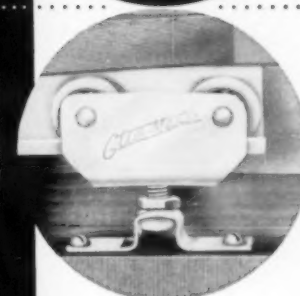
**GLIDE-MASTER  
MODEL G**  
Folding Wardrobe Hardware.  
Edge-Mount Pivot Hangers  
Adjustable  
for wardrobe, passageway  
and pass-thru. Eliminates  
plates, rails or locking  
devices from floor.



**GLIDE-MASTER  
MODEL F**  
Folding Wardrobe Hardware.  
Side Mount Pivot Hangers  
Adjustable Folding  
Door Hardware  
with exclusive features that  
eliminate plates, rails or  
locking devices from floor.



**GLIDE-MASTER  
Sliding Sash  
Sheave & Track  
For Horizontal  
Sliding Installations**



**GLIDE-MASTER  
Sliding Door  
(Pocket) Hardware  
Double Ball Bearing  
Wheels, Top Mount  
for  $\frac{3}{4}$ "- $1\frac{1}{4}$ " passageway  
doors.**

Write on your letterhead today for your FREE copy of the complete GLIDE-MASTER catalog. Ask about representing GLIDE-MASTER in your community. A few choice territories are still available.

**ARTHUR COX & SONS, INC.**

70 NORTH SYCAMORE - PASADENA, CALIFORNIA



New dimensions



Formica Blue Colorgrain 14CW 38 — Cherry 24CR 88



*New Decorator Idea Book*

**SEND \$1.00** for the most stimulating idea book of room interiors you have ever seen. 43 settings in full color with floor plans for all kitchens and bathrooms. Dozens of ideas on every page for giving your interiors new style, color and sales appeal. The custom builder will use this book with customers to finalize plans. Write Formica, 4611 Spring Grove Ave., Cincinnati 32, Ohio.

FD-1820

# *in Formica® laminated plastic*

HERE IS A NEW APPLICATION IDEA

...FOR MERCHANDISING BUILDERS

This illustration at the left shows how shop fabrication and on-the-job applications can be combined for an unusual decorative kitchen.

The procedure used for remodeling this illustrated kitchen from a hodgepodge of pieces into built-in beauty and efficiency is a most logical approach to the use of Formica laminated plastic.

Counter tops, cabinets, and the decorative scalloped valance were all shop fabricated using Formica and plywood core. They were installed in sections. The random width planking of the Formica Colorgrain on walls was applied directly to existing walls on-the-job with Contact Bond Adhesives.

Refrigerator and freezer doors are available for inserting  $\frac{1}{16}$ " thick Formica inserts. Matching Formica fronts on dishwashers are also available from some appliance manufacturers in place of stainless or color finish.

Call your Formica Fabricator or look in the yellow pages under plastic products for the Formica office nearest you.

**FORMICA CORPORATION**  
4611 Spring Grove Ave., Cincinnati 32, Ohio

*Please send me without charge copies of your  
Builder Catalog (Form 744), and  
Vertical Surface Folder (Form 670).*

Your name \_\_\_\_\_

Firm name \_\_\_\_\_

Address \_\_\_\_\_

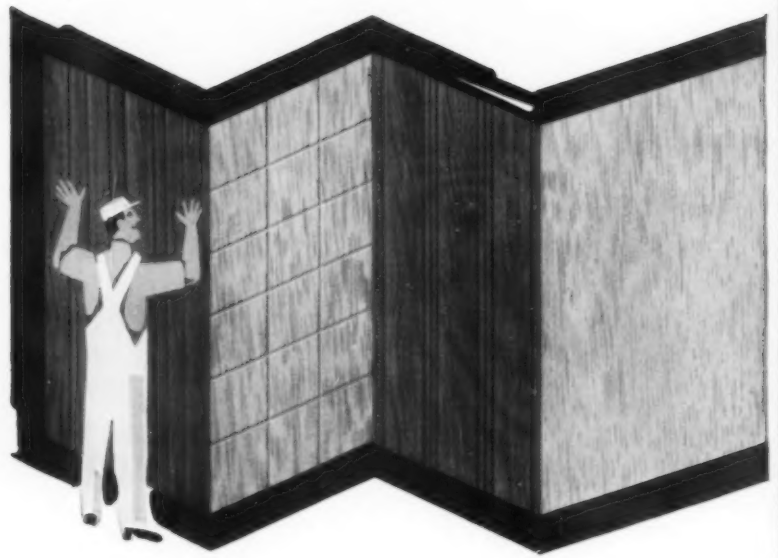
City \_\_\_\_\_ Zone \_\_\_\_\_

State \_\_\_\_\_

*This mark certifies genuine*

**Be sure you get genuine Formica. Look for  
this wash-off registered trade mark on the surface.**

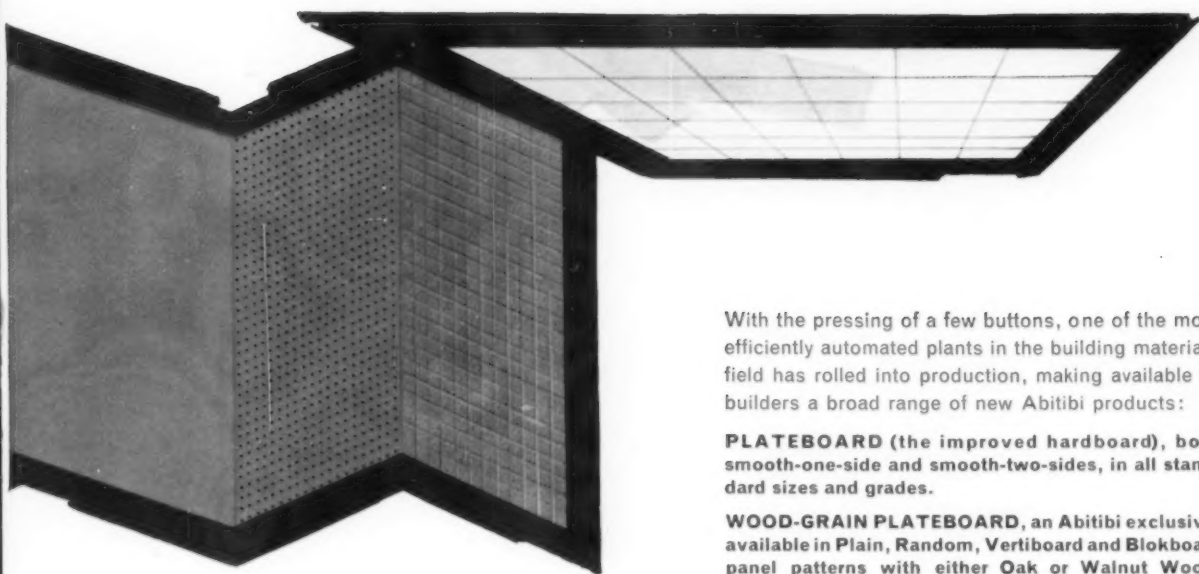




# your new source for building materials

Abitibi Corporation's ultra-modern, multi-million dollar plant  
is now in operation at Alpena, Michigan, on the shores of Lake Huron.





## ... Abitibi

*better building products through  
research in wood chemistry*

With the pressing of a few buttons, one of the most efficiently automated plants in the building materials field has rolled into production, making available to builders a broad range of new Abitibi products:

**PLATEBOARD** (the improved hardboard), both smooth-one-side and smooth-two-sides, in all standard sizes and grades.

**WOOD-GRAIN PLATEBOARD**, an Abitibi exclusive, available in Plain, Random, Vertiboard and Blokboard panel patterns with either Oak or Walnut Wood-Grain finish.

**INSULATION BOARD PRODUCTS**, Sheathing, Building Board, Roof Insulation, Shingle Backer, Ceiling Tile.

### **To the builder**

the opening of Abitibi's new plant means:

**New product quality.** Abitibi's extensive research, production and quality control resources give you materials that help you build better at lower cost.

**Assured delivery schedules.** Because the Abitibi plant is located near enough to your supplier for rapid delivery via any carrier.

**Dependable source of supply.** All Abitibi products are manufactured under one roof.

For information on how our merchandising department is prepared to help you profit from this new building material source, you are invited to contact us.

### **ABITIBI CORPORATION**

General sales offices  
Penobscot Building, Detroit 26, Mich.



# Abitibi

# Now! The custom-look without

General Electric's "Straight-Line" design Refrigerator-Freezers help you avoid the high



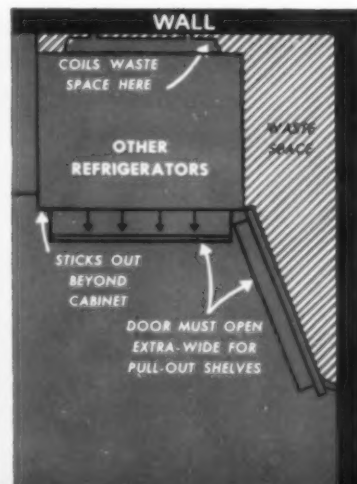
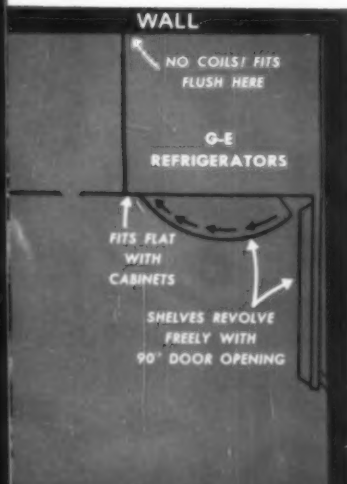
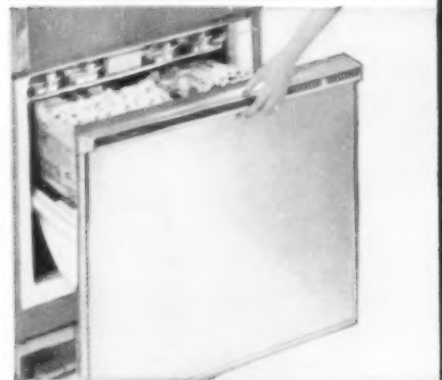
  
15-cubic-foot  
REFRIGERATOR-  
FREEZER  
COMBINATION

Home buyers want—and look for—the quality features of General Electric's "Straight-Line" Refrigerator-Freezers . . . convenience, ample space, dependability. Model BH-15, above, gives you all that . . . with 10-cubic-foot refrigerator section with automatic defrosting and 5-cubic-foot Roll-Out Freezer.



Your home buyers want these convenience features . . . and only General Electric has them!

Exclusive Revolving Shelves (above) put all foods at fingertips!  
Exclusive Roll-Out Freezer (below) glides out at a touch.



Notice how the General Electric Refrigerator, at the left, sets flush against the wall and lines up evenly with cabinets without sticking out into the kitchen.

That's because the condenser coils, which you can see in the other make refrigerator at the right, have been eliminated. Instead, General Electric has provided a forced draft condenser system at the bottom.

Notice, also, how the shoulder-hinged door construction permits the General Electric to be placed flush against a side wall. Result: No waste space at the side for door clearance.



# the penalty of custom-costs!

*cost of built-in construction without sacrificing built-in beauty and convenience!*

**S**URE, your customers want glamour kitchens in their new homes. And *you* want to give them what they want without having to place a price on your houses that makes them hard to move.

That's why it would pay to plan on using the new General Electric Refrigerator-Freezers in your kitchens.

Look at the new General Electric "Straight-Line" design. Fronts, sides and backs of these new refrigerators are so *smooth and flat*, you can set them flush against walls or square into corners, as built-ins.

There are *no condenser coils in back*. A new forced-draft condenser has been built at the bottom behind an attractive grille. And that

means you don't have to go to the expense of building separate venting grilles or installing separate compressors.

Most important of all, with *any* refrigerator in the entire line, you add the *plus* that is the sign of a quality house . . . the name, GENERAL ELECTRIC.

Surveys have shown that most American housewives believe General Electric makes the best appliances. In fact, today there are more than 4,000,000 General Electric Refrigerators in use 10 years or longer!

Call your General Electric Distributor for details on the complete line. Household Refrigerator Dept., General Electric Company, Appliance Park, Louisville 1, Kentucky.



**Priced to fit YOUR costs!** There's a General Electric Refrigerator-Freezer available for *any*-priced house you build. The popular 2-door model BH-12 (above) has a 2-cubic-foot food freezer at the top and all the other "Straight-Line" features . . . including Magnetic Safety

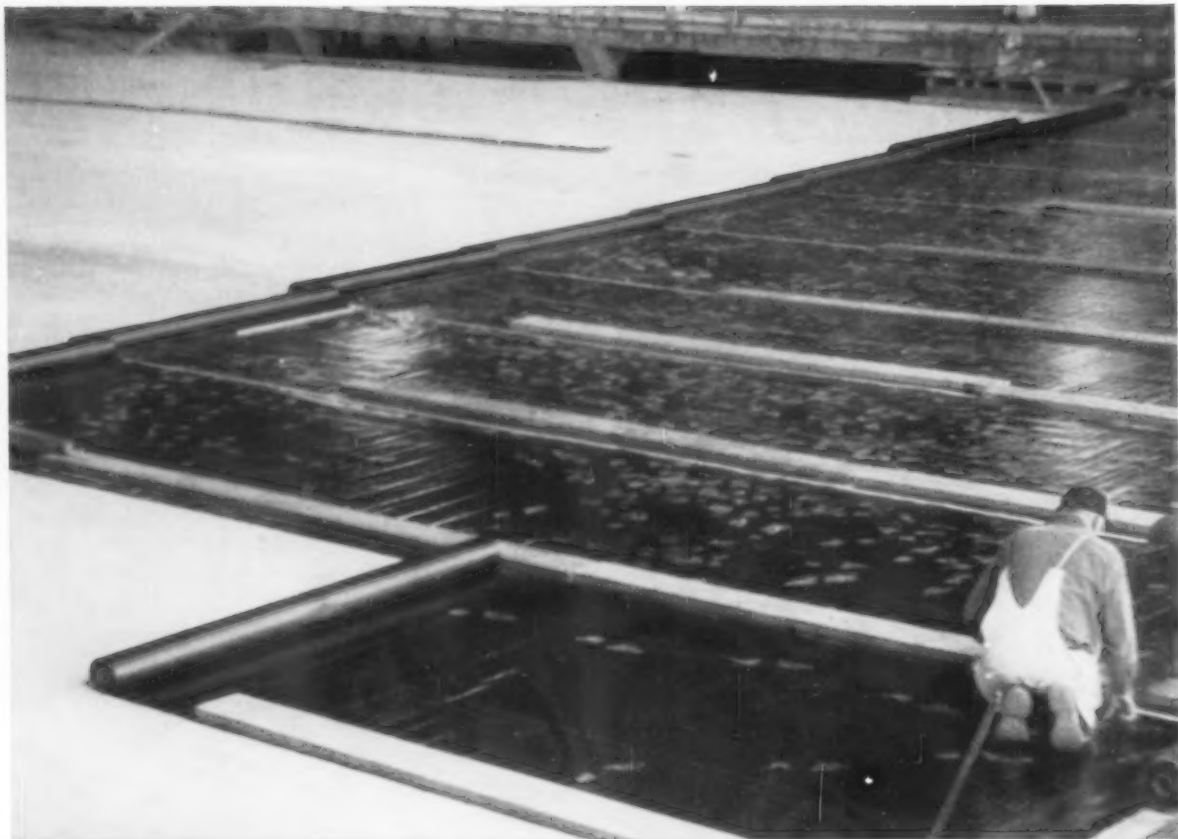


Door. Model BH-13 (above) is identical to the BH-15, but has a 3.5-cubic-foot Roll-Out Freezer at the bottom. NOTE: Special General Electric trim frame is available at low cost for extra beauty. Easy to attach to wall or cabinets around the refrigerator.

*Progress Is Our Most Important Product*

**GENERAL**  **ELECTRIC**





# DRY... FOREVER!

## MOISTOP Under Concrete Slabs Prevents Upward Passage of Moisture Through Floors!

If you want a vapor barrier that prevents moisture migration *permanently* — without question — Moistop is your product!

Moistop has all the lasting advantages of polyethylene film combined with the strength of tough, waterproof Sisalkraft for tear-free, fast application.

Moistop gives commercial and residential con-

struction unparalleled moisture-vapor protection when applied under slabs, under basement floors and in crawl spaces.

The cost? Less than 3½¢ per sq. ft.! Available in rolls of 72", 84" and 96" at your building materials supplier.

NOTE: More and more builders are using Moistop also as a low cost concealed flashing.

### AMERICAN SISALKRAFT CORPORATION

Chicago 6 • New York 17 • San Francisco 5

#### *Other Products in the Sisalkraft Line*

**COPPER ARMORED SISALKRAFT** — Electro-sheet copper • **SISALATION** — Reflective insulation and vapor barrier  
**VAPORSTOP** — Rot-resistant vapor barrier • **SISALITE** — Polyethylene film • **SISAL-GLAZE** — A plastic substitute for glass

SISALKRAFT PRODUCTS ARE AVAILABLE IN CANADA THROUGH ALEXANDER MURRAY & CO., LTD., MONTREAL

# Announcing a great new plastic panel



**BUTLER**  
**Stylux**

- HIGHER LIGHT TRANSMISSION
- GREATER WEATHER ENDURANCE

in new extra-wide size providing  
**48" COVERAGE**  
 2 1/4" x 1/4" corrugation

It's here! A superior new plastic panel with brand new features you can talk about and sell. For example, extra-wide 48" coverage size that solves dealer inventory problems... saves architects and building owners realistic amounts in labor and fastening costs. Higher light transmission in industrial colors due to superior resins, improved manufacturing methods. And, important to every user, far greater weather endurance—far greater durability!

All these extras are yours with new Stylux for no extra cost. Stylux sells for the same price as ordinary panels on the market today. And, naturally new Stylux offers every other important panel feature, too: strength and load capacity far in excess of industry standards, uniform thickness, fire and heat resistance, eleven striking colors to please every decorator mood.

Don't wait, investigate new Stylux now—a product of the Butler Manufacturing Company, world's largest manufacturers of pre-fabricated metal buildings.

find out  
 about Butler

**Stylux**

the new  
 plastic panel  
 you can talk  
 about and **SELL!**



Manufacturers of Stylux • Metal Buildings • Equipment for Farming, Dry Cleaning, Oil Production and Transportation, Outdoor Advertising • Custom Fabrication

**BUTLER MANUFACTURING COMPANY**

Dept. 105, 3241 North 7th Street Trafficway,  
 Kansas City 1, Kansas

Please send me full information about Stylux, America's brand new plastic panel!

Name

Address

City  State

You can see the difference!

*Beautiful!  
Exciting!*

**md**  
MACKLANBURG-DUNCAN CO.

**DOOR GRILLE**



**M-D PUSH GRILLE NO. 15**

A graceful addition to any combination door—wood or metal. 16" high for either 32", 36" or 42" doors.



**M-D PUSH GRILLE NO. 23**

Made especially for 32" or 36" combination doors—wood or metal. Approx. 23" high.



**M-D PUSH GRILLE NO. 11**

Made especially for storm doors. Available for 32" or 36" door. Approx. 12" high.



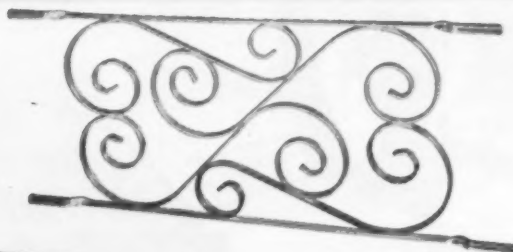
**M-D PUSH GRILLE NO. 4**

A very inexpensive and graceful push grille. 4" high for 32" or 36" doors.



**M-D PUSH GRILLE NO. 6**

A handsome grille for aluminum or wood doors. 6" high for 21", 23", and 27" insert panels and for regular 32" or 36" doors.



**M-D PUSH GRILLE NO. 12**

Made especially for storm doors. Available for 32" or 36" doors. Approx. 12" high.



**M-D PUSH GRILLE NO. 16**

Made especially for combination metal doors, 15" high for 21", 23" and 27" insert panels and for regular 32" or 36" doors.



Since  
1920

**DEALERS** ORDER TODAY — your order will receive prompt shipment!

**BUILDERS** Sold by all Hardware, Lumber and Building Supply Dealers.

You can sell the difference!

# GRILLES

Available in 3 Rust Proof,  
Tarnish Proof, Lifetime Finishes.  
Alacrome, Albras, Albright



**FITS-ALL NO. 1**

Accordion-like action permits expansion to fit all doors.

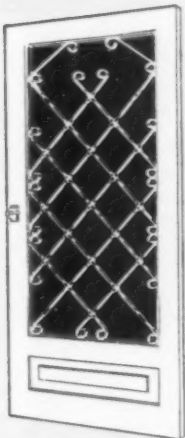
**FITS-ALL NO. 5**

Fully adjustable for nearly all standard size screen or metal combination doors.



**FITS-ALL NO. 8**

Features M-D's patented "flower-pot" style holder which makes it easy to install this popular grille on nearly all standard size doors. Individually packed.



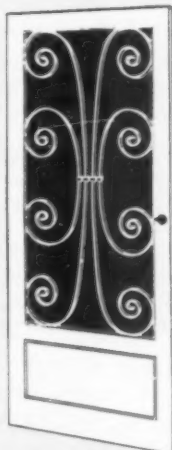
**FITS-ALL NO. F5**

Can be adjusted to fit all doors from 22" to 30" wide, and from 75" to 55" high between stiles.



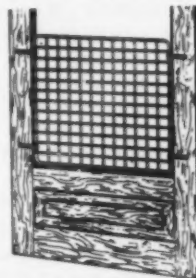
**FITS-ALL NO. 56**

Graceful in design and fully adjustable on standard size screen doors.



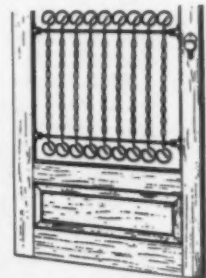
**FITS-ALL NO. 9**

Designed to fit all standard door and adjustable to many others.



**M-D MESH GRILLE**

Interlaced ribs form strong protection. Available for 32" and 36" doors.



**Nu-WAY SCREEN DOOR GRILLE**

For doors or window guards. Fits 30", 32", 36" and 42" doors.

**MACKLANBURG-DUNCAN CO.**

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

Since 1920



You asked for it...  
here it is!



## THE NEW Rō-WAY *Westchester*



A fine quality,  
low-cost  
2-car  
garage door

Ever since we introduced our budget-priced *Westchester* door for one-car garages, builders everywhere have asked for a similar model to fit two-car openings. So here it is . . . a good looking, fine quality door, and a value we think can't be beat.

In this new door you get the popular *Westchester* design . . . the same carefully engineered construction. You get even heavier, stronger corner brackets and edge hinges . . . angle iron reinforcement of horizontal tracks . . . three steel stiffeners attached to sections.

And, of course, such famous Ro-Way features as Taper-Tite track and Seal-A-Matic hinges for instant opening, tight closing . . . four Power-Metered extension springs for easy action . . . ball bearing rollers for quiet operation . . . Parkerized and painted hardware for double rust prevention . . . Ro-Way quality construction throughout.

And all this at exceptionally low cost. See your nearest Ro-Way distributor for full details.

**Model 80 Electric Operator.** Outstandingly reliable. Ideal for 2-car doors. Available with electronic control for operation from instrument panel of car. Write for details.

**ROWE MANUFACTURING CO., 795 HOLTON ST., GALESBURG, ILL.**

*there's a Ro-Way for every Doorway!*

RESIDENTIAL • COMMERCIAL • INDUSTRIAL

### ONLY A GARAGE OFFERS:

**Complete protection  
Extra storage space  
Finished appearance  
An extra room**

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Nearest Distributor  
in the  
'Yellow Pages'





CERTIFIED  
KILN DRIED  
REDWOOD



### Profitable pattern in CRA redwood

Give a "custom" look to the homes you build, with tongue-and-groove redwood. Available in widths and thicknesses to meet every specification, tongue-and-groove gives an aura of glamor to interior and exterior. Insure the quality—and the sale—by using CRA Certified Kiln Dried redwood from these member mills:

**HOLMES EUREKA LUMBER COMPANY**  
Redwood Sales Company, Eastern Distributor  
1430 Russ Building, San Francisco 4, California

**THE PACIFIC LUMBER COMPANY**  
100 Bush Street, San Francisco 4, California

**THE PACIFIC COAST COMPANY**  
P. O. Box 611, Willits, California

**SIMPSON REDWOOD COMPANY**  
1118 Russ Building, San Francisco 4, California

**UNION LUMBER COMPANY**  
620 Market Street, San Francisco 4, California

**WILLITS REDWOOD PRODUCTS CO.**  
Hobbs-Wall Lumber Company, Sales Agent  
2030 Union Street, San Francisco 23, California

**ARCATA REDWOOD COMPANY**  
P. O. Box 218, Arcata, California

**GEORGIA-PACIFIC CORPORATION**  
Hammond-California Redwood Division  
Equitable Building, Portland 2, Oregon



*Send for  
the Builder's  
Redwood  
File!*

Over 80 pages on how to build better houses with California redwood. And for new design ideas, ask for Redwood News—mailed quarterly. Address Dept. AB.



## Chicago developer

**Master planner Joseph Goldman** (left), newly elected president of American Community Builders, Inc., the Park Forest parent company, has had a major part in every step of this huge development. As an architect, as an aggressive merchandiser, and as purchasing executive for Park Forest Homes since 1949, Mr. Goldman has helped the project grow from 3,000 acres of raw land to a community of 30,000 people—complete with giant shopping center, schools, churches and parks.



**Speedy application** of Insulite Primed Siding—both horizontal boards and vertical grooved panels—is seen in recent photo above, made at new Lincolnwood area of Park Forest.



**Sunday crowd** on May 11, 1958 shows typical turnout of prospects at Park Forest.





# now building 1100 homes with Insulite Primed Siding

*Park Forest Homes builds complete new addition with  
Insulite Primed Siding and Sheathing, following one-year test*

**L**ast year the planners of Chicago's mammoth Park Forest Development built a group of test homes with Insulite Primed Siding—the new material that looks and works like wood, but has no knots or splits, and comes from the factory completely prime coated.

"We watched these test houses with an eagle eye," says Joseph Goldman. "We all live right here, of course—with our customers. Complaints, callbacks and repairs just won't do. But in one full year we've had nothing but compliments on the handsome, de luxe appearance of Insulite Primed

Siding. Not one single case of a split board . . . and the condition of the paint on these houses seems almost too good to be true."

Today, carload after carload of Insulite Primed Siding is moving into Park Forest, for *more than 1100 new homes* now being built in the beautiful Lincolnwood addition. And Graylite Sheathing is being used with the Primed Siding, for the ultimate in tight, sound, warm, weatherproof sidewalls. Want more information on these products? Write—Insulite, Minneapolis 2, Minnesota.

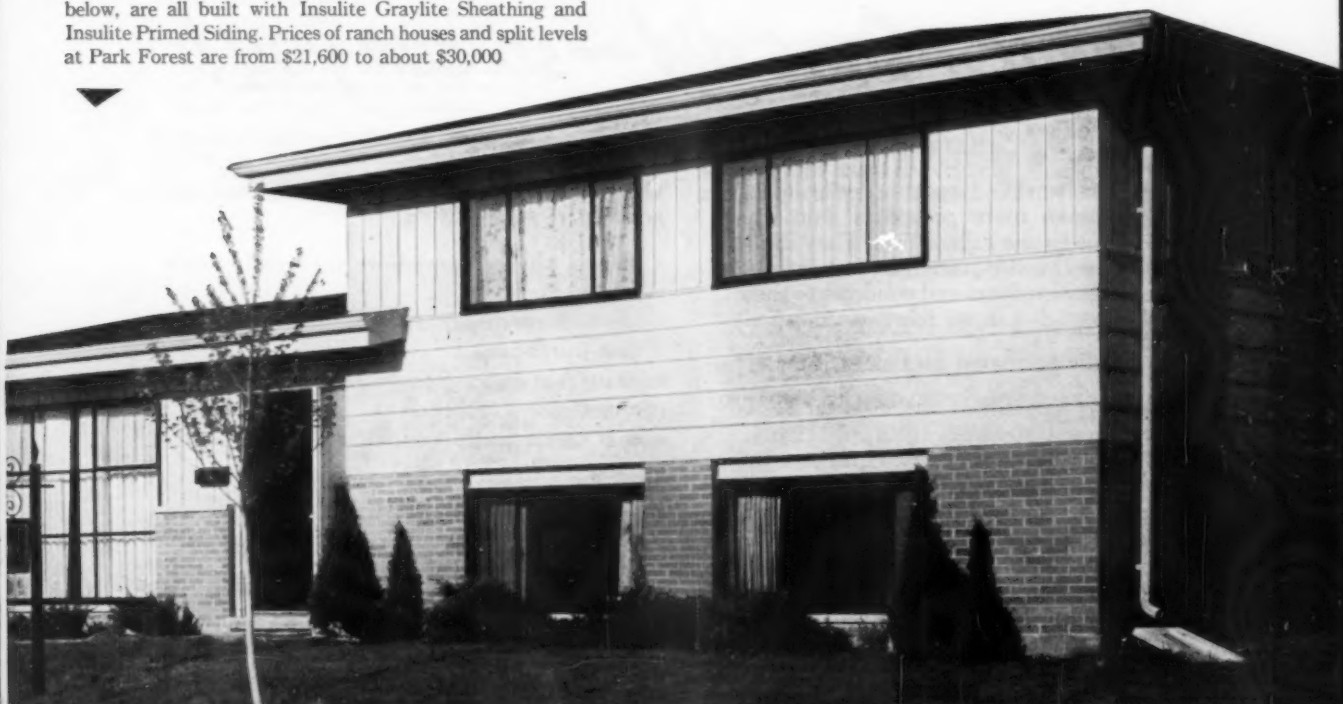
INSULITE AND GRAYLITE ARE REG. T.M.'S U. S. PAT. OFF.

*build better, save labor, with*  
**INSULITE**  
*Primed Siding*

Insulite Division, Minnesota and Ontario Paper Co., Minneapolis 2, Minnesota



**Three Park Forest split-level** models, shown below, are all built with Insulite Graylite Sheathing and Insulite Primed Siding. Prices of ranch houses and split levels at Park Forest are from \$21,600 to about \$30,000





Add the Capitol package to your  
model homes . . . add up more sales \*

*\* Levitt + Sons did — so can you!*

Levitt & Sons, world's largest home builders, wanted to move more prospects from the inspection line to the dotted line. They did it by adding the Capitol package of aluminum combination storm doors and windows to their sample homes . . . at no increase in price!

Result? Traffic increased and sales jumped!

Levitt & Sons know that the modern home buyer wants a completely equipped home. They found that the Capitol package of aluminum combinations are just as important a factor in sales as wall ovens, dishwashers, air conditioning, complete insulation, landscaping. They are giving the people what they want.

Offering Capitol storm doors, windows and screens:

- shows buyers immediate savings in heating costs
- saves them hundreds of dollars over separate purchase
- assures service-free installation by factory-trained technicians
- cost can usually be included in the mortgage

Put the Capitol package on your sample homes. You'll draw more traffic . . . you'll close more sales. Levitt & Sons did . . . so can you.





**LOC-WALL:** Idaho White Pine and Inland Red Cedar in Formal and Traditional styling; Larch in Formal styling. Plywood Panels look like individual boards of random lengths and widths, edge and end-Vee'd. Also produced with Gruve-Ply pattern. Interlocking furring strips are already attached.



**GRUVE-PLY:** Idaho White Pine or Knotty Cedar plywood produced with surfaces carefully sliced like the most expensive imported woods. Looks like individual boards side by side. Goes up quickly, economically. Pre-grooved edges give uniform joints, eliminate need for mouldings.

## Weyerhaeuser 4-SQUARE®

LUMBER AND BUILDING PRODUCTS



**NU-WALL:** Ponderosa Pine paneling with random Vee horizontal end-matching. Kiln-dried and packaged to specified 7' or 8' lengths. Comes in three distinctive stylings: Formal (clear), Traditional (small to medium knots) or Contemporary (medium to large knots).



### When You Remodel... See These 3 NEW WOOD PANELINGS

• More and more home owners are learning to appreciate the extra beauty and decorative warmth of wood panelings. And more and more builders are capitalizing on this trend by including panelings as important features in remodeling of homes.

Today you can give your prospects a wide choice of distinctive wood panelings... with an interesting range of Western species and patterns to meet the trends of modern and traditional architectural stylings.

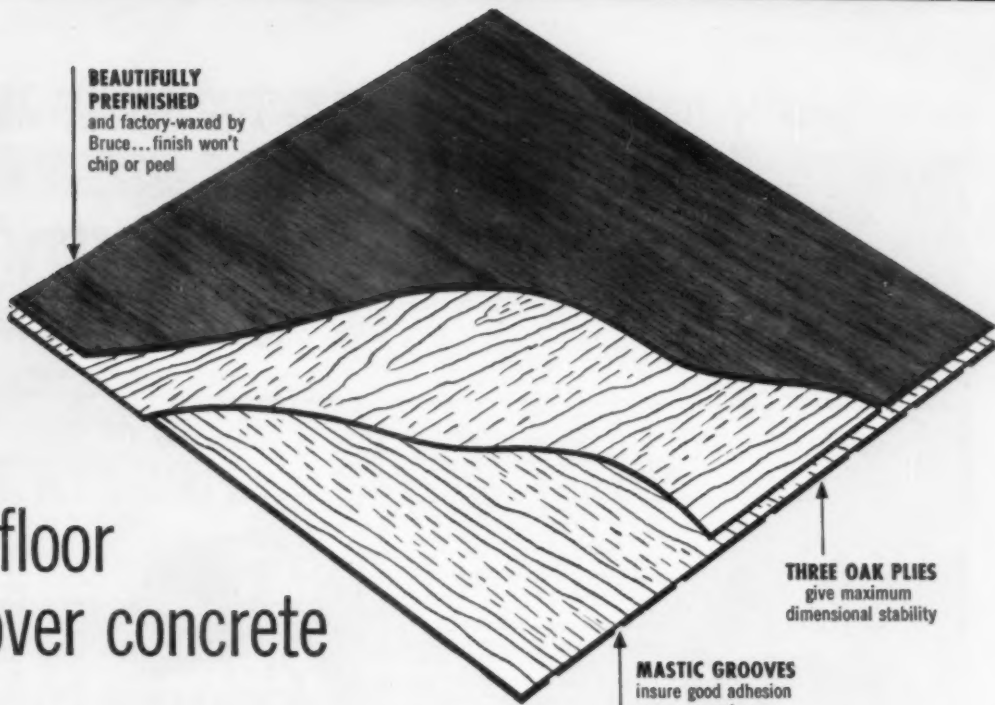
Weyerhaeuser 4-Square panelings arrive on the job ready for application—carefully packaged for protection from dust, stain and damage.

You will enjoy examining the complete line of wood panelings, including Loc-Wall, Gruve-Ply, and Nu-Wall. Contact your nearest Weyerhaeuser 4-Square Lumber Dealer, or write us for descriptive literature.

### Weyerhaeuser Sales Company

FIRST NATIONAL BANK BUILDING • ST. PAUL 1, MINNESOTA

**BEAUTIFULLY  
PREFINISHED**  
and factory-waxed by  
Bruce... finish won't  
chip or peel



Ideal floor  
over concrete

**THREE OAK PLYS**  
give maximum  
dimensional stability

**MASTIC GROOVES**  
insure good adhesion  
over any surface

## New Bruce Laminated Oak Block



### Modern, inexpensive floor lays like tile over concrete subfloors

- Cross-laminated under heat and pressure with waterproof glue
- No surface dampproofing necessary when laid on slabs on grade constructed to FHA or VA specifications
- No expansion space necessary
- Lower in cost than most types of synthetic flooring materials
- Easily applied on wood or concrete subfloors in Bruce Everbond Cold-Stik mastic (no heating required)
- Ideal for private residential and commercial construction
- Smart, modern parquet pattern
- Manufactured in 9' x 9' squares, 1/2" thick
- Carton-packed for protection and easy handling and storage

## Bruce Laminated Oak Block

... designed for modern construction

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World's largest maker  
of hardwood floors

Find out about this low-cost oak floor today!

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**BUILDERS AND MASONS AGREE:**  
**"BENNETT Fireplace Products**  
**save time and money for us . . .**  
**. . . give greatest satisfaction**  
**to home owners"**

*Benefire* **THERE'S LESS TO DO FROM HEARTH TO FLUE**



**MR. BUILDER** — "Benefire takes all the guesswork out of fireplace construction. It's the complete fireplace form . . . and gives complete satisfaction to the owner."

**MR. MASON** — "Benefire's square shape simplifies brick-laying, cuts down time, saves up to a ton of masonry per job. Throat damper, combustion chamber, down-draft shelf and 'Ductops' are all built into the form."

*Beneform* **THE ONLY CHOICE FOR UNUSUAL FIREPLACES**



**MR. BUILDER** — "Beneform does a terrific job . . . for projecting corner fireplaces, 2-sided or 3-sided openings, openings in 2 rooms, open all around, etc. . . . assures lower construction costs and smoke-free operation."

**MR. MASON** — "Because of its flexibility, Beneform allows a choice of chimney stack locations. And the heavy flange on all four sides is strong enough to carry any masonry load. No lintel bars required."

**NEW DEEP-THROAT DAMPER BENNETT-DESIGNED FOR FAST, EASY INSTALLATION**



**MR. BUILDER** — "For standard fireplace construction, I've found that the Bennett Deep-Throat Damper gives the most satisfactory performance. And it holds down construction costs."

**MR. MASON** — "The Deep-Throat Damper makes my work easier. It's sized and shaped for standard brick . . . saves cutting and fitting. New 10" deep throat insures maximum draft. Interlocking closure along entire top, and full overlap ends, prevents heat loss and cold down drafts."

**EVERYTHING YOU NEED FOR LOW-COST FIREPLACE CONSTRUCTION**



**SWEEPIT** — Perfect for raised hearth and basementless homes. Sweep ashes into the galvanized pan. Easy to remove and empty.

**CLEAN-OUT DOORS** — Standard design, but with frame and door cast in attractive patterns.

**ASH DUMP** — Extra heavy cast iron . . . firebrick size frame seats deep in hearth, can't be dislodged.

**LINTEL BARS** — Each bar made from right weight and size of angle to support its span length without spring or sag.

Yes, builders and masons agree that Bennett Fireplace Products solve their fireplace construction and cost problems.

And, best of all, once the job is done the owner is happy about its performance and easy operation. The finished fireplace costs less. Smoke-free construction is guaranteed. The exterior of the fireplace is more beautiful. Extra heat is there when needed . . . and there are no cold floor drafts.



**WRITE FOR THESE BENNETT CATALOGS**  
 Ask for Form VC-133 for information on Benefire. The rest of the big Bennett line is covered in Catalog VC-100. Write to Bennett-Ireland Inc., 758 Market St., Norwich, N.Y.

See your **LOCAL BENNETT SUPPLIER** for full details and low prices on the new Benefire, Beneform, and the complete line of dampers, ash dumps, grilles, grates, lintels, etc.



**AUTHORITIES ON FIREPLACES**

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**GIANT NEW  
DOUBLE OVEN**

**NEW VERTI-VUE  
WINDOW**

**NEW SCULPTURED  
DESIGN**

*and they get your prospects*

**EXCITED!**



**COMPARE THESE FEATURES WITH  
ANY OTHER BUILT-IN RANGE**

- Rotisserie
- Automatic Top Burner Control
- Duo-Cook Griddle
- Extra Burner Under Griddle
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- Fiberglas Door Seal
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- Hyperdermic Instant Pilot
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- Automatic Broil Stop Positions on Doors



The great new Electric Suburban has *two giant ovens*, independently controlled. Bake in both... broil in both... bake and broil at the same time... fully automatic. Both Gas and Electric Ovens feature almost 10,000 cubic inches of cooking space yet occupy only 24" wall space.

And just watch the excitement mount when your prospect sees the exclusive new Verti-View window. Through it she can see what's cooking at all 12 rack levels. Only Suburban has it!

**GAS or ELECTRIC  
INTERCHANGEABLE UNITS**

One size opening fits all corresponding models of Gas and Electric Ovens and Cook-Tops. Terrific saving in time and labor costs!

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*America's Finest Built-In Range*

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# KOHLER

## ALL-BRASS FITTINGS

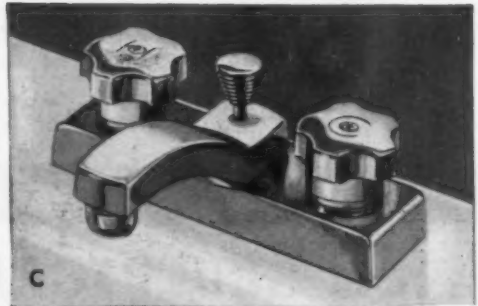
### *Galaxy* SERIES



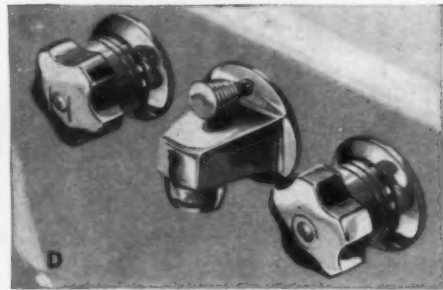
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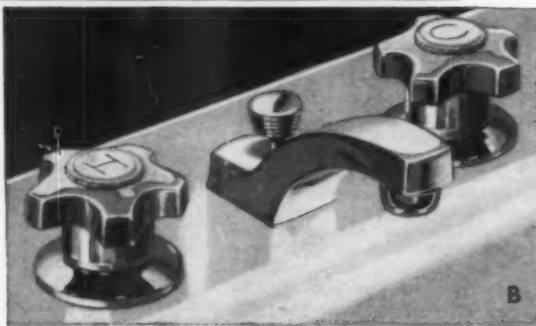
### *Constellation* SERIES



C



D



B

Distinguished design complements first quality in new Kohler fittings.

There are two styles of fresh, individual beauty—the Galaxy series with either brushed or polished chrome finish, and the Constellation series with polished chrome.

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Kohler fittings function easily, reliably. They fit the hand comfortably, respond to finger pressure. Interchangeable units afford positive action, maintain constant flow at volume desired.

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B. K-6965. Lavatory fitting with aerator, pop-up drain.

C. K-7400. Centra lavatory fitting, aerator, pop-up drain.

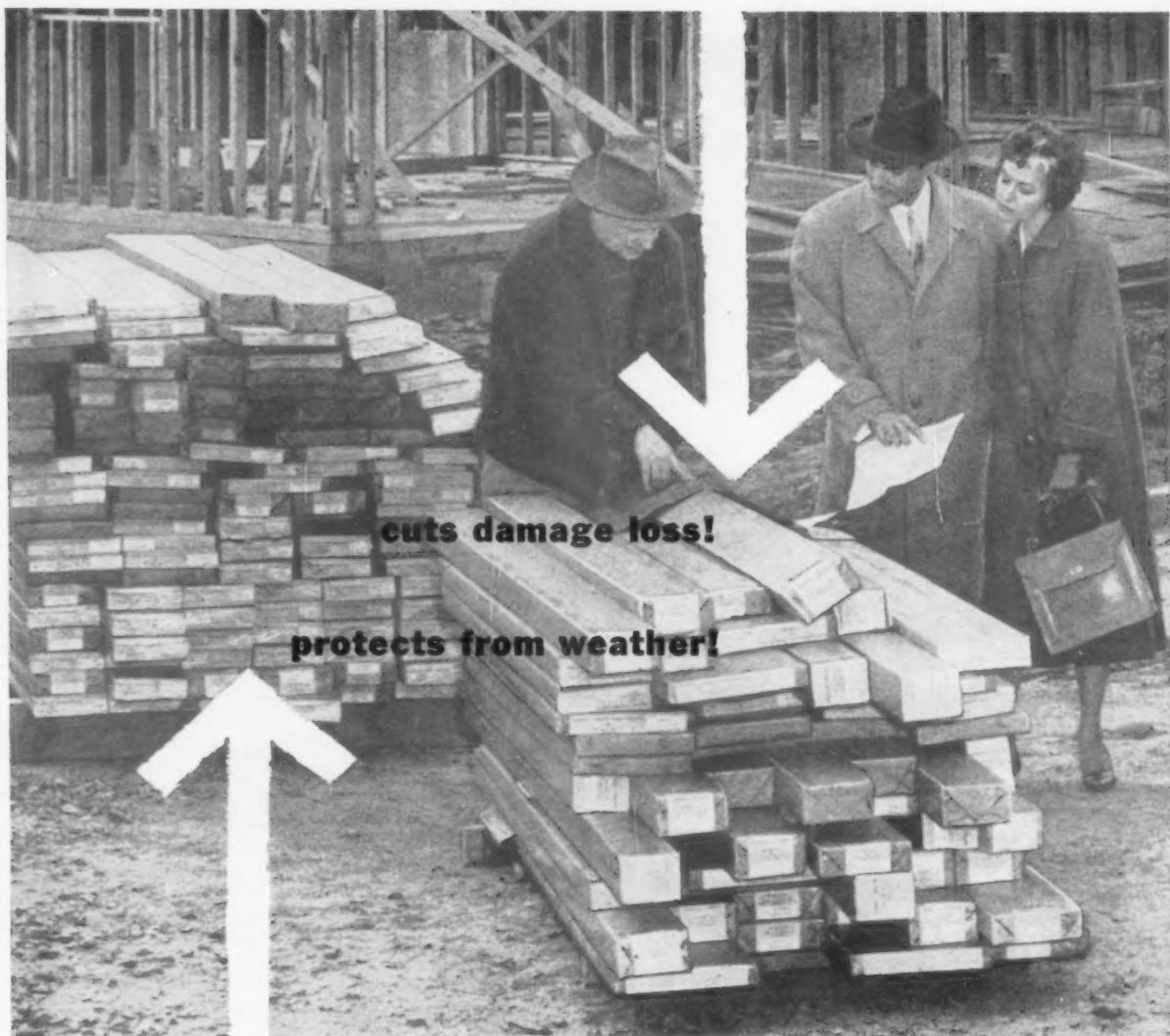
D. K-7450. Shelf back lavatory fitting with aerator, pop-up drain.

KOHLER CO. Established 1873 KOHLER, WIS.

# KOHLER OF KOHLER

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**cuts damage loss!**

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Georgia-Pacific, Dept. AB758, Equitable Bldg., Portland, Oregon. Send information on Packaged Fir Finish Lumber.

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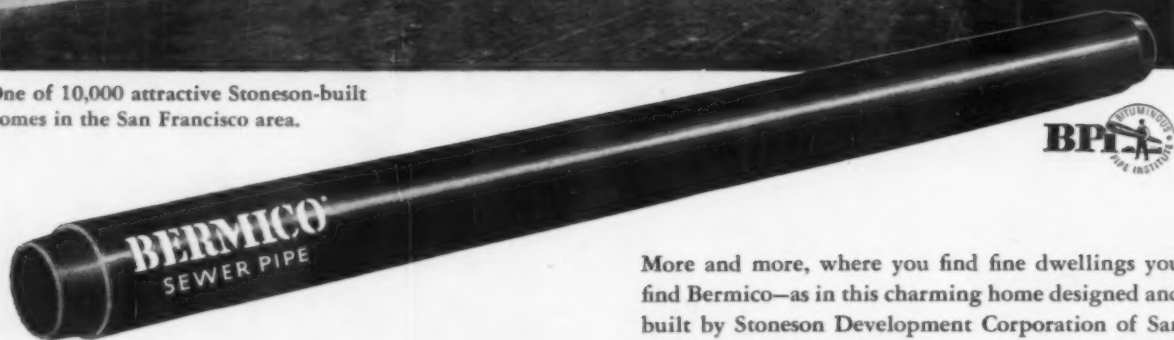
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For a blue ribbon winner

# BERMICO®

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More and more, where you find fine dwellings you find Bermico—as in this charming home designed and built by Stoneson Development Corporation of San Francisco. It won a Saturday Evening Post Blue Ribbon Award for the quality of its brand-name materials.

Bermico is tough cellulose fibre, thoroughly impregnated with coal tar pitch, that is naturally water-proof, root-proof and resistant to acids and alkalis. Convenient 8-foot lengths make Bermico easy to lay. Joints are quickly sealed with a few hammer taps.

For lasting service, use or specify *Bermico® Sewer Pipe* for house-to-septic tank and sewer connections, storm drains, down-spouts runoffs—*Bermiseptic® Perforated Pipe* for septic tank disposal beds—and *Bermi-drain®* for foundation drainage.

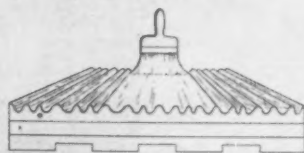
Send for free copies of our 50¢ booklets—"How and Where To Install A Septic Tank System" and "What Every Homeowner Should Know About Foundation Drainage." Address Dept. HB-7.

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**SPLINTER-PROOF!**

Here's the luxury of genuine wood, at low-budget cost. It's G-P Striated—and those deep, smooth striations are splinter-proof! G-P's exclusive planing process gives rounded grooves and ridges for a splinter-proof plywood surface. Brushes won't snag, paint covers better, faster. And broader, stronger, rounded ridges resist abrasion.



At left, a parquet pattern of 12" and new 24" squares gives special interest to a wall. The greater paint "hold-out" of G-P Striated Gum makes it easy and economical to paint.

Easy-to-install G-P Striated Gum is available in 12", 16" and 24" squares. Striated Fir, in 12" and 16" squares. G-P's heavy-duty packaging protects all G-P Striated squares until they are used.

Striated 4' x 7' and 4' x 8' panels are available in both Gum and Fir.

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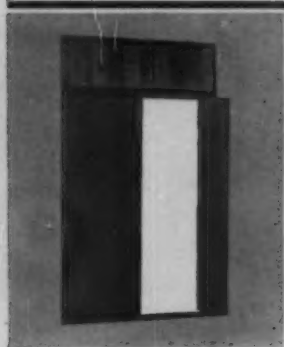
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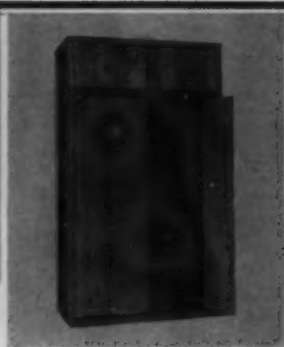
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**COMPLETE CLOSET FRONT ASSEMBLY**

2 sizes: 49½" x 91½" & 25½" x 91½". Folding doors top and bottom.



**COMPLETE CEDAR CLOSET**

4' wide, 77½" high, 2' deep. Folding doors top and bottom. Assemble in 30 minutes.



**COMPLETE CLOSET FRONT ASSEMBLY**

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**SIMPLEX SPECIAL STAIRWAY**

For Truss Construction. For rough opening, 21½" x 44½". 8'3" ceiling height.



**SIMPLEX "85" STAIRWAY**

For rough opening, 26" x 54". 1 size: 8'3" ceiling height.



**SUPER SIMPLEX STAIRWAY**

For rough opening, 30" x 54". 2 sizes: 8'9" & 9'9" ceiling heights.



**SIMPLEX STAIRWAY**

For rough opening, 26" x 54". 2 sizes: 8'9" & 9'9" ceiling heights.

designed and engineered by **HARMON**



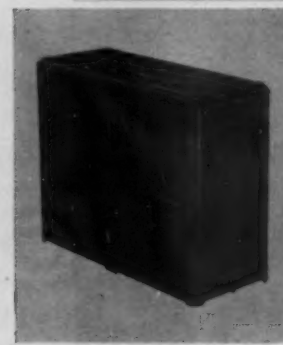
**"PUSH BUTTON" ELECTRIC STAIRWAY**

Rough opening, 30" x 72". Power Unit—½ hp electric motor.



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Rough opening, 30" x 54". 2 sizes: 8'9" & 9'9" ceiling heights.



**ELECTRIC HOT WATER GENERATOR**

For home hot water heating. Completely automatic.

These quality products stocked and sold by the nation's leading wholesale and retail building supply dealers.

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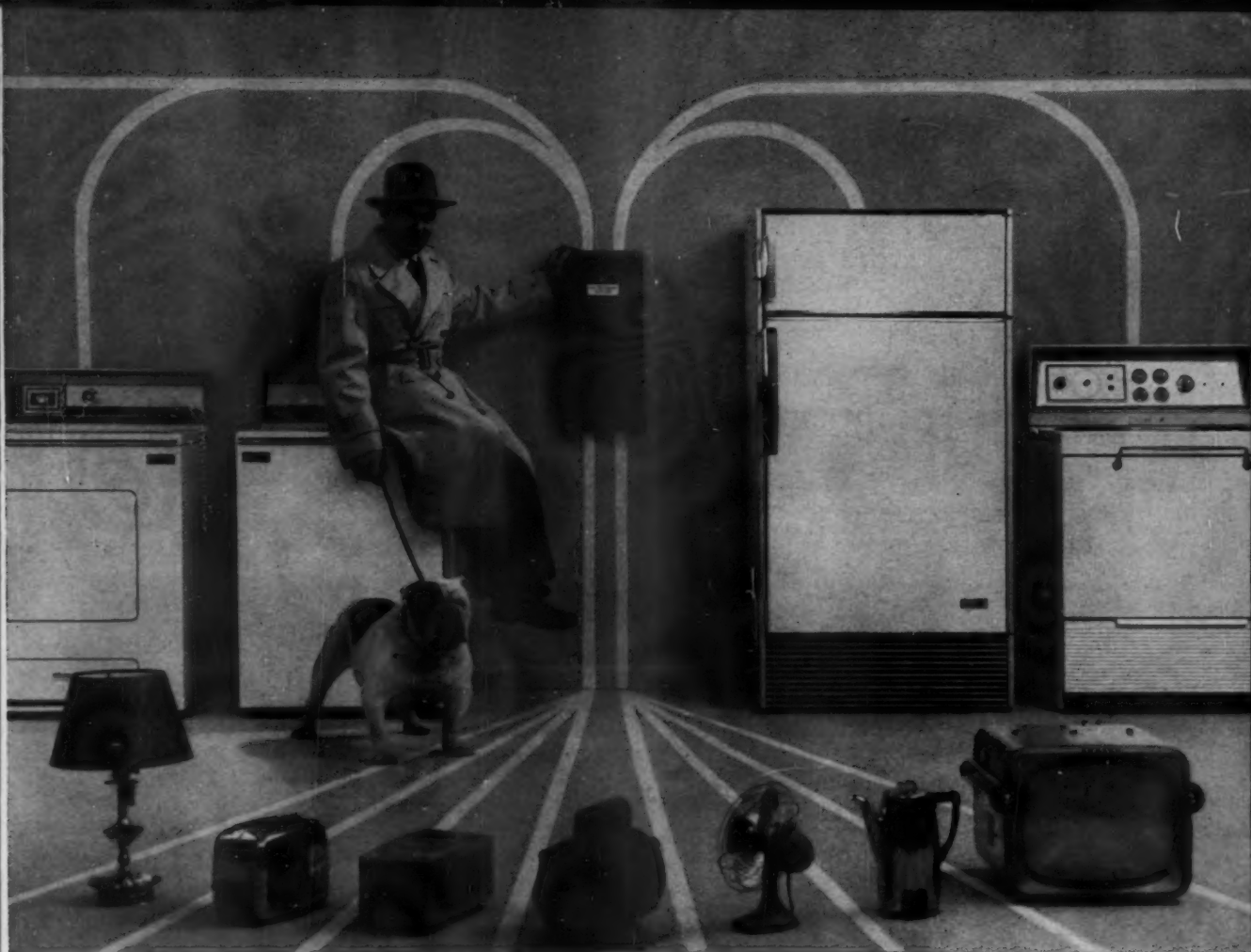
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400-AB North First Street

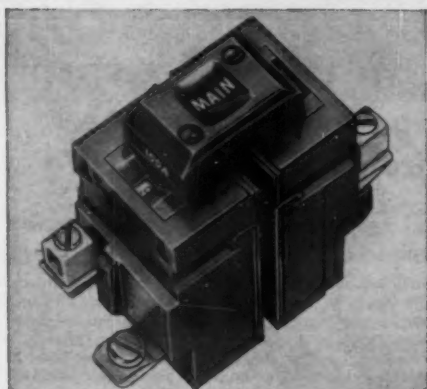
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**America's Most Complete Line of Disappearing Stairways**

**HARMON designed products sold by leading jobbers in U.S.A., Canada and other foreign countries.**



## Pushmatic\* protection plus plenty of circuits



**BULLDOG DUO-GUARD PUSHMATICS** fit any Electri-Center panel. Main disconnects for each 100 amps of service prevent overloading of service entrance conductors. And Electri-Centers compare in price with ordinary panels.

\*Circuit breaker trademark registered by BullDog Electric Products Co.

Look at all these appliances! From small toasters to modern electrical heating, BullDog Electri-Center® panels provide homeowners with all the circuits they need now . . . plus space to add new lighting and appliance circuits later.

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Give your homes full **HOUSEPOWER** . . . maximum protection and convenience. Contact your electrical contractor or BullDog field engineer for complete details on BullDog Electri-Center panels.

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# BULLDOG

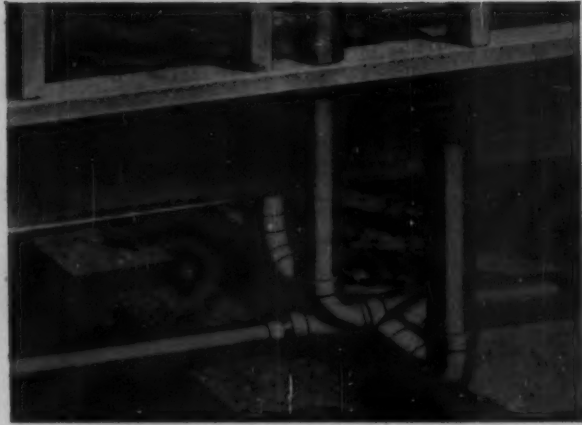


BullDog Electric Products Company, Division of I-T-E Circuit Breaker Company, Detroit 32, Mich. BullDog Export Division: 13 East 40th St., New York 16, N.Y. In Canada: BullDog Electric Products Co. (Canada) Ltd., 80 Clayson Rd., Toronto 15, Ont.

HEAT BETTER ELECTRICALLY



Typical of the larger Anaconda cast-brass drainage fittings is this 8" to 6" Y-branch, being installed in the soil line of a large hospital.



This 3" double, long-turn T-Y is a key fitting to economical installation of back-to-back bathrooms. Note "fitting to copper" reducer connecting 2" waste line to the double T-Y.



Lightweight tube and fittings make possible time-saving preassembly sections which are easily handled and can be readily put in place.



A 3" copper tube stack with fittings can be installed within a standard 4" wide partition. No costly and space-consuming build-outs or extra-wide partitions.



8" soil stack and 6" vent in 43-story office building. Space-saving, easily installed solder-joint fittings are a big advantage in large work like this.

## Drainage Fittings for every job—big or small

Anaconda Cast-brass Solder-joint Fittings for copper tube drainage systems cover the waterfront—from 1¼" through 8"

Whether you are installing sanitary drainage lines for a skyscraper, a hospital, or a modest home, there are Anaconda solder-joint fittings available to do the job quickly and economically with copper tube. Anaconda Cast-Brass Drainage Fittings are made in nominal sizes from 1¼" through 8", in a complete line of elbows, tees, couplings, adapters, regular and long-turn T-Y's, Y-branches, traps, closet bends, flanges, etc. There is a correct fitting for every part of every job.

Make sure that your wholesaler furnishes *both* Anaconda Fittings and Anaconda Tube—a "matched team" of highest quality, manufactured

to dimensional tolerances which help you make sound, tight connections faster.



Have you our catalog "Anaconda Copper Tube Fittings and Valves"? If not, write for a copy today. It lists, with illustrations and roughing-in dimensions, the complete range of Anaconda Fittings in sizes from ½" through 12" for all copper tube applications—general plumbing, heating, air-conditioning and refrigeration. Ask for Anaconda Publication C-12. Address: The American Brass Company, Waterbury 20, Conn. In Canada: Anaconda American Brass Ltd., New Toronto, Ontario, Canada.

# ANACONDA®

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Products of The American Brass Company  
Available through plumbing wholesalers

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# ATLAS<sup>®</sup> MORTAR

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**GENERAL CONTRACTOR:**  
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## ...helps keep costs down in residential construction

- ATLAS MORTAR masonry cement saves the mason's time on the job . . . gives an easy-working mortar, requires less retempering, stays workable.
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- Quality-controlled manufacture of ATLAS MORTAR cement maintains high product standards, assures uniform performance and appearance on every project.

*(Complies with ASTM and Federal Specifications.)*

Write for your copy of "Build Better Masonry,"  
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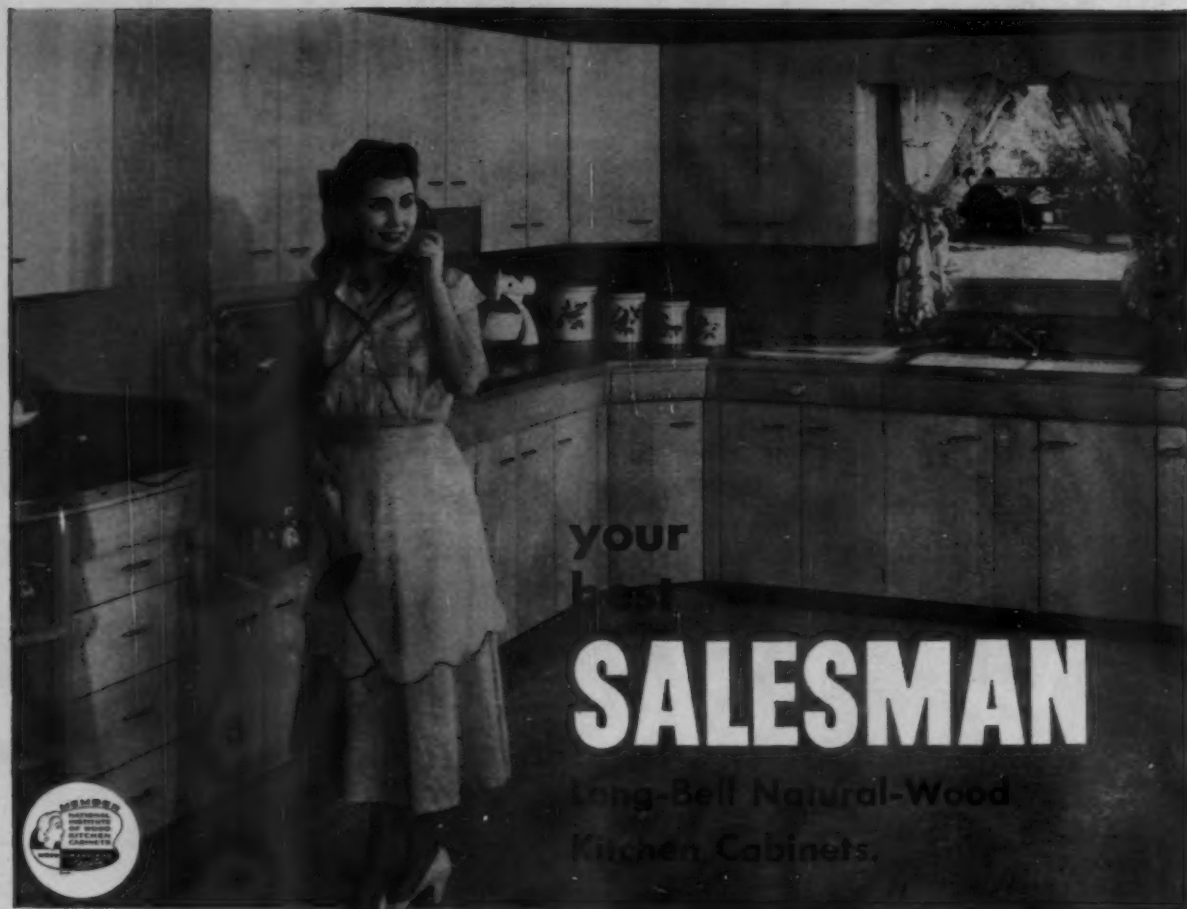
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**She'll love a Long-Bell  
Natural-Wood Kitchen.**

*Long-Bell Natural-Wood Kitchen Cabinets give every woman who is planning a kitchen a combination of attractive features. A natural, lasting beauty that exudes a warm and gracious air, top styling that doesn't sacrifice efficiency, plus easy installation.*



your  
best

# SALESMAN

Long-Bell Natural-Wood  
Kitchen Cabinets.

*Long-Bell Natural-Wood Kitchen Cabinets are available in units adaptable to any size kitchen... ready to install or knocked down. Manufactured from either Birch or Rift grain Fir.*

**Write today to - Factory Sales Department,  
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Cabinets.**

INTERNATIONAL PAPER COMPANY  
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Attractive . . . yes!

and equally distinctive in performance

Base your comparison on beauty alone, and the job of selecting the *right* lockset can be difficult. With NATIONAL LOCKset, smart-styling is only part of the picture. Long-term, troublefree service, positive security and ease of installation are important advantages, too. It's *performance* that eliminates costly "call-backs". And dependable performance results only from sound engineering and quality components . . . not a low-price tag. Remember, there are no short cuts to lockset value. NATIONAL LOCKset is a member of the Medalist family of fine hardware products for the home. Ask your building material supplier for full information and prices.



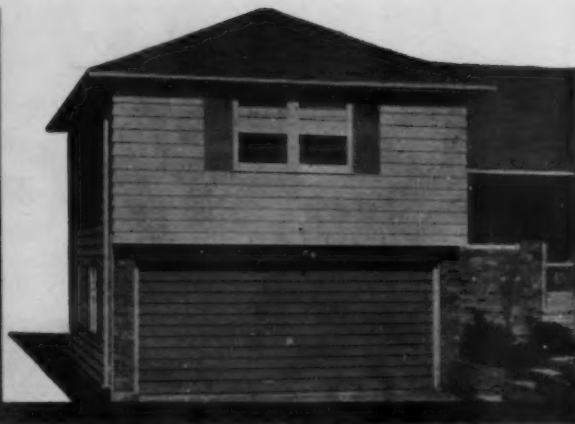
*Specify it with confidence . . . Install it with pride*

**MEDALIST HARDWARE DIVISION**

NATIONAL LOCK COMPANY

• ROCKFORD, ILLINOIS

**MORRISON**  
*Roly-Doors*



● Roly-Door Imperial, America's finest steel sectional overhead door. Note the clean, modern lines of this 16-foot model, blending beautifully with any architecture. And you can open or close any steel Roly-Door without stooping, or pinching fingers!



● 7-section Roly-Door "Regent" and "Premier" models feature all-steel welded construction, Bonderized for rust protection. 8' thru 16' stock sizes.



● Beauty with all-steel quality at a budget price! The "Niagara" is guaranteed for one year as are all Roly-Door models.



● Roly-Door wood sectional overhead doors have the same convenience, safety and appearance features built into steel Roly-Doors.

**Roly-Doors**  
add the  
**Quality Touch...**

...at the right price for any home you build

Regardless of home plan or price, there's a Roly-Door to add quality appeal! Here's distinctive, clean-cut beauty—fingertip action—perfect protection—complete selection in steel or wood—radio-controlled operators for any model! Get full details on this quality feature that helps sell homes—plus name of your nearest dealer-installer.

*Write:*



**ROLY-DOOR DIVISION**

**MORRISON STEEL PRODUCTS, INC., 644 Amherst St., Buffalo 7, N. Y.**

*Also manufacturers of Mor-Sun Heating and Air Conditioning and Morrison Service Bodies.*

# SKIL announces a spectacular Trade-in Sale!

your old saw is worth **\$17<sup>50</sup>** on **SKIL SAWS**  
any one of these five popular, new



Model 867, 868



Model 77, 867, 868

## HERE'S HOW YOU'LL SAVE!

New Model 867 (7 $\frac{1}{4}$ " ).....	\$99.50
Trade-In Credit.....	17.50
<b>YOU PAY ONLY</b>	<b>\$82.00</b>

New Model 77 (7 $\frac{1}{4}$ " ).....	\$115.00
Trade-In Credit.....	17.50
<b>YOU PAY ONLY</b>	<b>\$97.50</b>

- Now is the time to act—and save as you have never been able to before! It's the BIG Sale of the year and it covers the most popular SKIL Saws on the market!
- For a limited time only—this offer ends July 31st—we will pay you \$17.50 for your old saw when you trade it in on any one of these outstanding SKIL Saws.

- This is the deal you have been waiting for—you can't beat it anywhere. Get to your SKIL Saw distributor today—clip this ad out to remind you—and take your old saw with you.

You'll walk away with a brand new SKIL Saw—the saw that carpenters and builders say is the best on the market!

**Trade-in offer also applies to these 3 Skil Saws!**

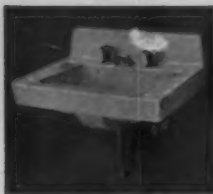
This offer also applies to the Model 367 (6 $\frac{1}{2}$ " ), which regularly sells for \$95.00. With your old saw you can buy it now for only \$77.50. Also included is the amazing Model 825 (8 $\frac{1}{4}$ " ) which sells for \$135. With your trade-in you can own this 8 $\frac{1}{4}$ " SKIL Saw for only \$117.50. Another 8 $\frac{1}{4}$ " saw—the popular Model 858, a well-known \$115 seller is reduced to \$97.50 with your old saw.

**SEE YOUR SKIL DISTRIBUTOR TODAY AND GET IN ON THIS SENSATIONAL SALE!**



Made only by SKIL Corporation, manufacturer of famous SKIL and SKILSAW products, 5033 Elston Avenue, Chicago 30, Illinois

# THE SCULPTURED LOOK



83461—MILTON: 24" x 28" vitreous china lavatory with built, 6" center.



84911—LAWTON: Vitreous china wall hung without urinal; extended shield.



84012—MERCURY: Vitreous china drinking fountain with glass filler.



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B E A U T Y W A R E

AMERICAN BUILDER

# Today's remodeler:

Who he is...

How he operates

● We'd like to put the record straight. The builder who does remodeling is the rule, not the exception.

Remodeling is a difficult subject to pin down. There is no really reliable way to estimate accurately either the number of jobs done each year or their dollar volume. So for this year's remodeling issue, AMERICAN BUILDER decided to approach the subject through the remodeler himself.

● Step one was to find out who remodels. We polled builders at January's National Assn. of Home Builders convention in Chicago, and got a surprise: 56 per cent reported that remodeling made up an appreciable part of their business.

● Step two was a nationwide poll of 12,000 builders. This confirmed our earlier poll, and showed us who this builder-remodeler was and how he ran his business. Taken as an average, he's a small-volume, custom builder in the medium-priced range. He's an experienced contractor, a good mechanic himself, and his crews are made up largely of first-class carpenters. And remodeling accounts for about 20 per cent of his total business.

● Step three was to go into the field and talk to these builder-remodelers directly. We learned that most of them preferred to build new houses, but that remodeling offered enough business advantages to offset this preference. And most important, we were told by almost everyone we talked to that, in their opinion, the surface of the possible remodeling market is hardly scratched.

● What do these builder-remodelers think of their future prospects in remodeling? By a ratio of two to one, they're optimistic. Two thirds of them said they planned to increase their remodeling activity during the coming months. For many of them, this will be a necessary step to offset a drop in new construction. But for an equal number, it was a deliberate move into a field that is offering a bigger opportunity every day.

**WHAT makes him successful**





FOR THE SMALL REMODELER, jobs of every size and type are the rule. Typical small job is the repairing of a

door closer as shown above. The porch itself was enclosed and remodeled by Quant two or three years ago.

## He can be a one-man crew . . .

The man in the picture above runs the smallest remodeling operation there is: himself. Despite the modest stature of his business, however, two factors make him a very important part of the remodeling picture.

First, he and the thousands of other one-man remodeling companies in the country account for a healthy slice of the remodeling market.

Second, he is what might be called the basic component of any remodeling operation. He is a highly skilled carpenter, competent to estimate and complete almost any remodeling job that turns up.

Lucas Quant has run his one-man remodeling business in Wilton, Conn., for about ten years. His works runs the gamut, from repairing sticking doors and fitting storm windows to closing in porches and remodeling entire houses. His advertising consists solely of recommendations from old customers, yet he always has had more than enough work ahead of him. In a word, he runs a successful small business.

The key to this success, according to Quant, is experience. "Experience is nothing more than having been around a long time and run into every kind

of problem there is. A young fellow just starting might be just as good a carpenter as I am, but he hasn't had to solve the problems I have."

It takes time to gather this sort of experience, which is why there are few good remodeling mechanics among younger men. Prior to going into business for himself, Quant spent 12 years working for a general contractor. His work included new houses, remodeling, and large and small commercial building. Before that, he spent several years in a millwork shop. There's little he hasn't done or can't do in the line of building.

Besides his skill, the one-man remodeling crew like Quant's often can offer lower prices than bigger concerns. He has practically no overhead, and, as long as he doesn't fight with himself, no labor problems. And he takes smaller jobs that a bigger company would consider uneconomical.

But the small operator has his limitations too. He will usually be much slower than a big crew on sizeable jobs. And his flexibility is limited. He can only do one job at a time, hence can't offer the fast service of a larger remodeler.

## . . . but these are the builders



**LARGE, MODERN** showroom builds confidence in the public's mind; is one of the best advertisements Richheimer has. This, like the rest of Richheimer's merchandising, could only be supported by a big remodeling operation.

**VISUALIZATION** of a finished remodeling job is made easy by the use of scale models. Here Richheimer shows a potential customer how her Cape Cod will look after the addition of new dormer windows.

## or he can be big business . . .

**B**y remodeling standards, Herbert Richheimer runs a very big business. He has 165 people on his payroll, and his total sales volume this year will probably reach \$3,000,000. He has an office building complete with showroom, and he spends many times Quant's total business volume on sales promotion and advertising alone.

Nevertheless, in its essentials, Richheimer's remodeling business differs from Quant's only in size. Instead of just one of the "basic components"—the skilled mechanic—Richheimer has dozens of them. On them he has superimposed the necessities of large business: sales, merchandising, management.

The importance which Richheimer attaches to building experience shows up best in his sales department. There he employs 15 men, 14 of whom are former contractors. None of them has had any former sales experience; but all of them are perfectly familiar with what can and cannot be done in remodeling. And they can all estimate accurately.

By virtue of his size, Richheimer can offer advantages over the small remodeler. He can almost always make crews available for hurry-up jobs. His

larger crews will do the job faster, and usually more efficiently. He has people who have time to study the latest in new materials and methods. And he has regular working arrangements which enable the customer to get the best possible financing—a service the small operator leaves strictly alone.

On the other hand, much of the savings Richheimer gets from higher efficiency and quantity buying are eaten up by his overhead. Consequently his prices will differ little from those of the small remodeler. And many customers prefer the more personal approach of the one-man business.

But the two types of remodeling operation shown here—the very small and the very large—fail to account for a majority of the work that is done every year. There are many Lucas Quants, but their individual volume is small, and their jobs tend to be the smaller ones. The Herbert Richheimers do a huge volume individually, but there are relatively few concerns of such size.

Between these two poles lies another group of remodelers. It's a group that includes more than half the new-home builders in the country.

## who do the bulk of remodeling

# The 1-10 custom builder does

We found this out from a national remodeling survey...

## A CROSS SECTION OF TODAY'S REMODELER

### Do you do remodeling?

Yes .....	56%
No .....	44%

### What per cent of your dollar volume is in remodeling?

10% or less .....	24%
11-25% .....	27%
25-50% .....	24%
over 50% .....	25%

### How many new houses did you build in 1957?

1-10 .....	81%
11-25 .....	13%
over 25 .....	6%

### In what price range?

Under \$15,000 .....	30%
\$15-25,000 .....	47%
over \$25,000 .....	23%

### How do you operate your jobs?

Cost plus .....	19%
Firm contract .....	54%
Both .....	27%

### Do you compete with "fly-by-night" or "suede-shoe" remodelers?

Yes .....	50%
No .....	36%
No answer .....	14%

### In what order would you list the important requirements for remodeling?

1. Estimating ability
2. Designing ability
3. Quality of workmen
4. Quality of supervision
5. Merchandising

If neither the smallest remodeler nor the biggest is responsible for the bulk of today's remodeling, the man we're looking for must be in the middle. He's part of the group we mentioned in the opening editorial—the 56 per cent of the country's new-home builders who report they also do remodeling.

The survey figures at left show you just who these builder-remodelers are. They're small-volume builders; most of them build less than 10 houses a year. And since a 1-10 builder is seldom a tract builder, he can be designated as a custom builder.

This makes sense. Remodeling is ideal for this small custom builder. His volume is low enough so that he sometimes finds himself with two weeks between houses, or in a snowy spell with no inside work to do. Remodeling keeps his crews working and his income flowing.

Looking at it the other way around, the custom builder is ideal for remodeling. The planning and estimating he does for his new homes are based on many different types and designs, not on one model repeated many times. And he usually works with a wide variety of construction and materials.

Here are some more facts and figures our survey brought to light. Traditionally, the kitchen and the bath are considered the most remodeled parts of the house. We found, instead, that the addition of a room is the job most often done. Twenty per cent of our surveyed remodelers reported this as their biggest volume, compared with 16 per cent for kitchens and 12 per cent for baths. Close behind came the finishing off of recreation rooms in the attic or cellar, and the closing in of porches, both at 11 per cent. Plainly, the home owner who wants to remodel today is vitally interested in getting more space into his house.

In connection with the next-to-last survey item at the left, we asked an additional question about "suede-shoe" competition. We asked, "If you have this sort of competition, how do you meet it?"

The answers were heartening. They showed that most builder-remodelers are not only aware of the problem, they know the best way to deal with it.

A small minority of the builders said they either ignored the problem, refusing to bid in competition with the "fly-by-nights," or else let someone else do the fighting: the Chamber of Commerce, Better Business Bureau, or the unions.

But the big majority of those who answered—more than two thirds—were dealing with the problem in the most effective possible way. Here were some of the "weapons" they said they used: "Quality workmanship"; "A good reputation"; "Good service"; "Fair prices"; and "Guaranteeing the job."



# the lion's share of remodeling

## and we proved it out in a "typical" U.S. town

We chose Mansfield, Ohio, as the spot to conduct field investigations for two reasons:

First, in size and general makeup, it is as close to being a "typical" U.S. town as it is possible to be. Mansfield is part of the biggest growth area in the country, and it's sharing in that growth. And its building habits generally reflect those of the country as a whole.

Second, and for just the reasons listed above, AMERICAN BUILDER is engaged in a comprehensive research project into the building and buying habits of Mansfield. The results will be published in a fu-

ture issue. In the meantime, the completeness of data thus made available on individual builders made Mansfield the ideal area from which to dig the what's and how's about today's remodeler.

In actual practice it is never possible to find a single "average" man in any field. Instead, we have selected the eight Mansfield builders shown below to illustrate the "average" builder-remodeler.

Each of these men is primarily a small-volume builder. In addition, each of them also does an appreciable amount of remodeling. And each of them is successful.



**H. C. LENHART** remodels, plans three to six new houses for 1958.



**JAMES BURKHART** goes light on remodeling, builds 15 homes a year.



**FRANK GADFIELD** splits his business: 75% new, 25% remodeling.



**DWIGHT SCHUMACHER:** \$150,000 new, \$50,000 remodeling.



**CHARLES GAUL** expects remodeling to make up 20% of year's gross.



**JOHN KOROKNAY,** president of HBA: "Remodeling is my reserve."



**LLOYD ROSS,** builder-remodeler, thinks the remodeling market is unlimited.



**GILBERT WIEGAND** is a home builder who likes commercial remodeling.

### Here's what these builders say of today's remodeling



**BAD WEATHER** can delay the start of a house for several weeks. This can hurt the little builder.

## "When new building drops,

**"R**emodeling is something we always have in reserve."

This is the view of John Koroknay, president of Mansfield's Home Builder's Assn., and it's a view he's presently putting into practice. Last year Koroknay built 15 new houses, and did virtually no remodeling. This year, he sadly admits, it looks as though his new-home volume is going to drop to about eight. To take up the slack, Koroknay plans to increase his remodeling business to an estimated 15 or 20 per cent of his total.

"We're lucky," he says. "When things get tough, like the slump we have now, or because of a spell of bad weather, we have the crew and the experience to move right into remodeling work."

"If the new market went completely rotten, we'd change over tomorrow and do nothing but remodeling. In fact, it would be the only market we could expand into. We'd do some advertising, and

I know we'd turn up lots of work. Why, we're turning down remodeling jobs right now, and we haven't used a line of advertising."

What makes him think there's so much remodeling gold waiting to be mined?

"We see it all the time. Most people don't know how easy it is, for instance, to get a new kitchen for an old house. If you advertise and tell them how, you'll get the job. Besides, it's always been hard in this town to get a carpenter for small jobs. If a builder went in for that kind of business he'd get a lot of work too."

Like most builder-remodelers, Koroknay readily admits he is reluctant about remodeling.

"Of course we prefer new work," he says. "It's cleaner and easier, and in good times, more profitable. But I'm not sure we don't lean too far toward new work. We might well have a better balanced operation if we took on more remodeling than we



**BUT IF HE HAS** a backlog of inside remodeling jobs, he can keep busy until the weather clears.

## remodeling can keep you going"

have now. For instance" (this interview took place midway through the rainiest spring in years) "this weather right now has forced us to lay off a couple of men until we can get some foundations started. If we had some inside repair work lined up, we could keep them working.

"And here's something else. Most of our houses are custom built on contract, but in between we do spec houses too. If we had enough remodeling jobs, they might take the place of a couple of spec houses. In a market like this, it would let us keep working without risking so much capital."

**PUTTING A NEW KITCHEN** into an old house is easy, but most people don't know it. If a remodeler advertised that sort of business, Koroknay believes, he'd find a market that has hardly been touched up till now. ▶



## "Estimating is usually the

Custom builder Lloyd Ross of Galion, Ohio, says: "There are two rough things about estimating. The first is doing it, and the second is worrying about it. If I'm bidding on a contract job, am I low enough? And if I do get the contract, have I left myself enough room to turn around in? Will I make a decent profit?"

Estimating, according to AMERICAN BUILDER's national survey, is considered by builder-remodelers as the most important single part of remodeling. And according to Mansfield's builders, it's also the toughest.

Many builders, including Ross, work on a cost-plus basis wherever possible, but this is only a partial answer to the problem.

"A bad estimate can still get me in trouble," says Ross. "If my final price is too much over the estimate, the gripes start pouring in. And that sort of thing gets around town fast. In the long run, you have to be just as accurate on a cost-plus job as on a firm contract."

Estimating, then, is a problem you have to live with. How can you minimize the risks?

First, and most important, you can make sure that you haven't left any part of the job out of your estimate. An addition to a house can involve carpentry, masonry, heating, plumbing, electrical work, excavation, and plastering. There must be an estimate from each of these trades. Ross solves this problem with a checklist he's drawn up. He uses it on every job (remodeling or new work) before making an estimate.

Second, you can triple-check your own materials list. There is no excuse for not hitting this right

on the nose. If you're dubious about your own abilities as a take-off man, your lumber dealer will usually be glad to help you. (See page 76.)

Lastly, labor is toughest to figure, and here there are no rules. The builder simply must draw on his own past experience.

**For the remodeler who wants to simplify his estimating, AMERICAN BUILDER has available, at no cost, a complete set of estimating forms.**

**Write to: Remodeling Editor, AMERICAN BUILDER, 30 Church St., New York 7, N.Y.**



## "... but it can be

Frank Gadfield takes a more relaxed view of estimating than most builder-remodelers. "I used to be scared as hell of estimating my own labor," he says. "Then, after a while I realized I

**FRANK GADFIELD, foreground, checks progress of clubhouse renovation for Mansfield swimming club. He says: "I'm willing to do anything in the remodeling line."**

# toughest part of remodeling . . ."



◀ **LLOYD ROSS** measures headroom in an old barn he plans to reconvert into a two-bedroom rental unit. To cut costs, Ross tries to plan remodeling to include as few structural changes as possible in the original building.

**ACCURATELY** figuring the estimate is the heart of a good remodeling job, Ross contends. He says: "This is true despite the fact we work on cost-plus. The idea is to keep the customer happy. That means a good estimate."

## easier than you think"

was doing a pretty good job. About all you can do, I guess, is to take a stab at it, and doublecheck wherever you can."

Different builders use different methods. Some, like Gadfield, study a job and "get the feel" of it. Others establish definite ratios between material costs and labor costs for a given type of job. For instance, if a new wing is going to require \$1,000 worth of lumber, the ratio might be \$500 for labor

—for that particular kind of wing.

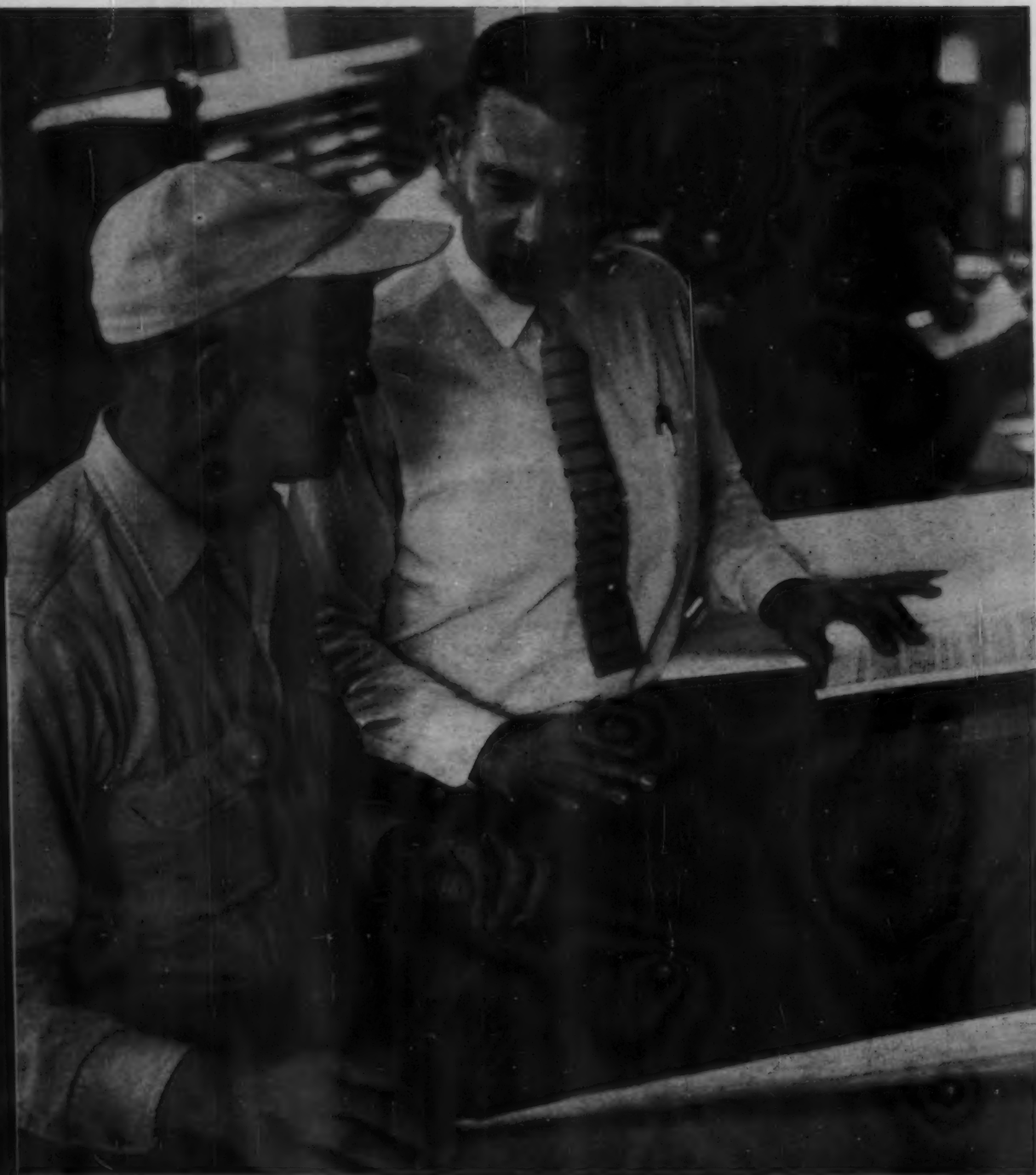
Like Ross, Gadfield feels that cost-plusing a job is no substitute for accurate estimating.

"You're almost as obligated on a cost-plus estimate as you are on a firm contract," he says. "If you go away over, you may not lose any money on that one job, but you're going to get a bad name. And if you have one unhappy customer, he can do you more harm than 20 happy ones can help you."

TODAY'S REMODELER, continued

## "Your lumber dealer can be your

▼ He'll help you with your planning



**CHARLIE GAUL**, in peaked cap, listens to Home Materials Co. president **Dick Flowers** suggest a cost-cutting

change. Plan is for a three-room addition to an old Mansfield home. Flowers makes no charge for service.

# remodeling partner"

## ▼ He'll help you estimate



**MATERIALS LIST** is double checked against blueprints. Flowers can often help on labor estimates too.

## ▼ He'll help you with products



**FLOWERS** keeps Gaul up to date on new products, also offers new ideas on how to use standard products.

**T**oday's builder-remodeler suffers from multiple personality. During the day he's carpenter, foreman, delivery boy and labor relations expert. At night he's bookkeeper, takeoff man, and salesman. Once a week he allows twenty minutes for his family.

Mansfield's Charlie Gaul has found a solution to this problem that any small builder-remodeler can use. He has, almost literally, taken on his lumber dealer as a partner. This partner gets no salary, and takes no share of the profits; yet he renders invaluable service.

Here are some of the services Gaul gets, which almost any lumber dealer is glad to give to his regular builder-customers:

- **Selling.** The local lumber yard is usually the first place a homeowner goes when he thinks of remodeling. The lumber dealer in turn passes the prospect on to one of his regular builders.
- **Advertising.** The small builder-remodeler just hasn't the money to do any really effective advertising on his own. But the dealer can and does have

a big advertising program, and he aims a good part of it at the remodeling market.

● **Estimating.** Here's where a partnership can help the builder get back his weekends and evenings. Simply by doing the lumber takeoffs, the lumber dealer can lift an enormous load of paper work off the builder's shoulders. In addition, the dealer will stand behind the price he gives for all materials on the plan. The builder can stop worrying about what he forgot on his takeoff.

There's one thing to keep in mind. These services of the lumber dealer's may be free to the builder, but they aren't free to the dealer. He has to pay the men who do this work. He makes these services available because he wants the builder as a regular customer. Naturally, only regular customers can become "partners."

It's any builder's privilege to shop for his materials. But his wisest move is to pick his remodeling partner carefully, then stick with him. The service he gets will more than repay any pennies he might have saved shopping around.

## "Your sense of design is vital"



**JAMES BURKHART** designs his own houses; then applies this know-how to remodeling.

**Y**ou may know how to design a basic three-bedroom ranch, but when it comes to remodeling, you've got to know more. That extra something you need is a strong sense of re-design. When you look at the old kitchen, you have to be able to visualize the new one."

This is the way Mansfield builder James Burkhart sees it, and his view is typical. It's shared by fellow-members of the Mansfield HBA, one of whom says: "Knowing how to design a remodeling job often makes the difference between selling it and losing it."

Burkhart's thoughts are close to the national average, too. According to AMERICAN BUILDER's survey, design in remodeling was second only in importance to estimating, and it was a close second. Actually, 30 per cent of the nation's builders listed design as the first most important item for remodeling success.

If it's so vital, how does anyone acquire a sharp sense of design? The general consensus of builders who are now remodeling is: if you're custom building now, the transition to remodeling should be an easy one. If not, you've simply got to pitch in and try it. If you do, you may find it easier than you think.

## "Carpenters must be first rate"



**DWIGHT SCHUMACHER** believes his carpenters should be courteous as well as skillful.

**Y**ou can't use rough carpenters on a remodeling job. You've got to have mechanics—men who can build a cabinet as easily as they can frame a wall. They must know not only what to do but *why* it's done."

This is Dwight Schumacher speaking. About 25 per cent of his work is remodeling, while the remainder is taken up building custom homes in the \$35,000 to \$60,000 class.

Schumacher has six carpenters on his crew who are the "best mechanics available." For this reason, he has little trouble alternating his crew between new work and remodeling.

In the national picture, having experienced workmen was pegged as third most important in achieving remodeling success. AMERICAN BUILDER found this to be true among all the custom builders in Mansfield, regardless of the price range in which they build.

For the tract builder, whose carpenters repeat the same task, house after house, remodeling is tougher. However, it's being solved. Development builder John Osmundsen of Walnut Creek, Calif., for instance, erects new houses with one crew, and remodels with an entirely different crew—one that is thoroughly experienced in remodeling.



## "I think the big jobs are best"



**H. C. LENHART** is convinced that a job well done is the best advertising in the world.

**M**ansfield's H. C. Lenhart is a firm believer in remodeling, but he has very definite ideas on what type of job he prefers.

"The big jobs are the best as far as I'm concerned," he says. "You can put your men in there and leave them for a couple of weeks. Moving around from job to job every other day eats up a lot of time and money."

Lenhart is also careful to set up inside work for bad weather months. Consider the jobs he did over the past winter: remodeling a beauty parlor that took four weeks; making an attic into bedroom and den—a three-week job, and a complete overhaul of an old farmhouse that took eight weeks.

All of these jobs are relatively long ones; and in effect, Lenhart had four months of work with just three moves. The total dollar volumes of the jobs was close to \$13,000, a good part of it representing labor.

Of course, the big jobs are usually harder to estimate than small ones. Lenhart's solution to this is simple: he works only on a cost-plus basis. This requires the best of references. Lenhart's reputation is so high that he builds 90 per cent of his new houses on cost plus, too.

## "You can do commercial work"



**GILBERT WIEGAND** mixes residential and commercial remodeling with no trouble at all.

**C**ommercial remodeling has traditionally been considered dangerous territory for new-home builders. It is shunned for many reasons, but for two in particular: first, special construction knowledge is needed; and, second, in almost 100 per cent of the jobs, a firm contract must be given—and you've got to stick to it.

Mansfield builder Gil Wiegand, left, may be the exception that proves the rule. Or, he may be one of many builders making a break through the commercial barrier. In his own town, Wiegand builds new homes and remodels them; builds gas stations and other commercial buildings and remodels them.

"I don't see any reason why a home builder can't bid on commercial remodeling successfully," he says. "All he needs is a little engineering background, because the stresses and strains in a commercial structure do differ from those in a home. Otherwise, the work is much the same.

"Of course, you can seldom work on a cost-plus basis in commercial remodeling. That simply means you've got to be extra careful in making your estimate. Whatever you do, don't cut your price just to be low bidder. That can be downright suicide," warns Wiegand, a board member of the local HBA.

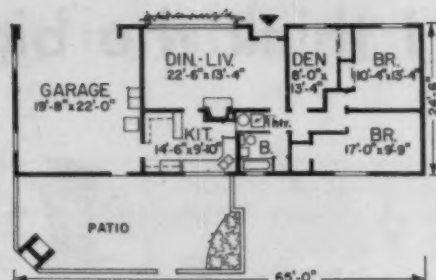
## 1958 REMODELING OPPORTUNITY



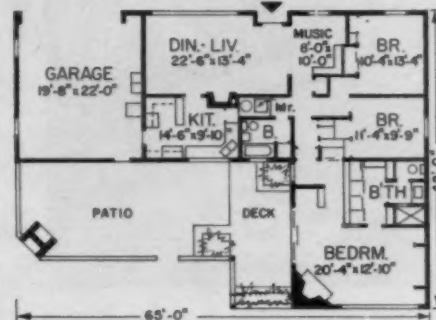
**BEFORE:** From the rear, the bedroom where addition went on. ▲

Two small bedrooms, living room and tiny den made up house's living area. Storage space was severely limited. (See original plan, upper right.) Foundation was 65 x 24½'. In remodeling, part of rear bedroom and closet were used as hallway to addition.

Storage closets and cabinets line entrance hallway to addition and wall of bath-dressing room. Bath has separate shower stall and toilet room. Sliding glass doors lead to new porch. Old den was opened up to add space to living room.



**BEFORE:** Foundation was 65 x 24½'.



**AFTER:** New addition is 24'5" x 21'2".

## Six remodeling ideas in action...



**SUBFLOORING** of addition was of 2.4.1 fir plywood. The 4x8 panels provided smooth underlayment for wall-to-wall carpeting. Framing studs were 2x4s, 16" o.c. They were sheathed with "PlyScord," 4x8 panels of ¾" fir plywood.



**SIDING** at end of house joining addition was removed. New siding of same type (beveled cedar) was applied to entire wall. Red cedar shingling on roof was matched with those on existing house.



**AFTER:** A 24'5" x 9'8" porch on new wing leads out to existing patio. Porch decking is 2 x 4 redwood.

## 1. Add a bed-sitting room



**INTERIOR** paneling of new room is  $\frac{3}{8}$ " fir plywood, "PlyPanel." It was placed directly on the studs. Built-in wardrobes and cabinets were of fir plywood. Material was easy to work, provided smooth painting surface.

**I**n Tacoma, Wash., this tract-type house was badly in need of extra space. The owners wanted more privacy for themselves; more for their teen-age daughter. Remodeler Mel Pedersen and architect Donald Burr had two small bedrooms, a living room and tiny den to work with. The existing foundation measured 65 x 24½ ft.

The only practical answer was to add a room. The real problem was to get as much "mileage" out of the added space as possible. The new addition is a bed-sitting room and porch. It extends in an "L" from the rear of the house. (See plans.) The room measures 20'4" x 12'10". Entrance to it was provided through the old adjoining bedroom. This hallway was lined with storage cabinets. In the addition, a bath and dressing area was bordered with an ample wardrobe wall. The "sitting area" includes sliding glass doors to the porch with a raised fireplace on one side of them, a built-in desk on the other.

Much of the exterior sheathing and interior paneling is Douglas Fir Plywood (No. Y1, p. 110).

## 2. Update an old basement . . . in Cleveland, Ohio,

"NEW" BASEMENT is partitioned off into family room with a separate laundry and furnace area. Walls were covered with shiplap wall plank applied to furring strips. Ceiling is finished in insulating tile. Tile, from Insulite, is applied to furring strips through its wide flanges. Pattern is open design to add ceiling height. Information from Insulite (Circle No. Y-2, p. 110).

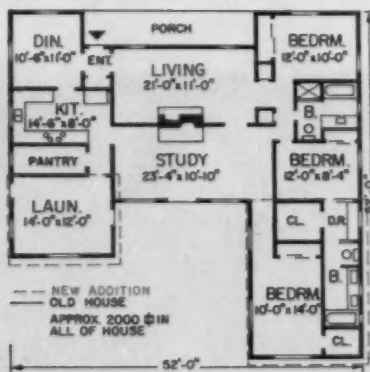


WHAT

Builder Ralph Zicka does new construction and remodeling work. He finds remodeling profitable and a good way to keep his crews busy in off-season. Much of his remodeling work is in older homes. The jobs often call for updating basements, attics and kitchens, and usually can be finished

quickly. Above and right, a basement remodeling job in an older Cleveland home. Builder Zicka used a four-man crew, finished the basement in just three days. His crew then moved on to another job. Cost of this remodeling was low to homeowner, but profitable to Zicka.

## 3. Expand a small house . . . in Altadena, Calif.,



WHAT

GROWING ROOM for house . . . about 2,000 feet of it. (Red lines indicate additions.) New wing also furnished closet for existing bedroom. Laundry was added on to kitchen.

Builder Wilke Brock and contractor John Wallace collaborated on this job. The problem: to get some "growing space" out of Wallace's two-bedroom home. The solution: a 25x16½' wing. It holds a bedroom, bath, closet and wardrobe. A second, smaller wing was added to the opposite end

of the house. It provides a laundry off the kitchen. Results of the job: a successful and profitable operation for both Brock and Wallace.

Bedroom interior was finished in ponderosa pine. Details, available from the Western Pine Assn. (Circle No. Y-3, on page 110.)

## this job took 3 days, 4 men



ON block walls toggle-bolt fasteners were used . . .



. . . to hold furring. Ceiling strips were nailed to joists.

HOW



CEILING TILE is 12x24". It went up quickly . . .



. . . was easy to cut for installation of ceiling lighting.

## this job added two wings, lots of room



FOUNDATION, subfloor are in. Gable ridge . . .



. . . is shifted to left to accommodate hallway.

HOW

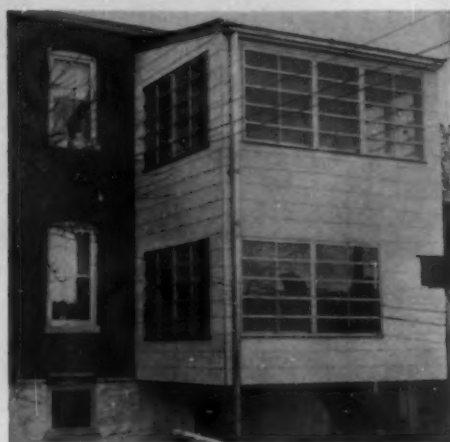
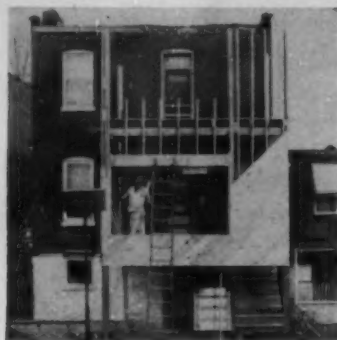


NEW BEDROOM with ponderosa pine paneling . . .



. . . which is sealed, then glazed in a gray tone.

#### ▼ 4. Two-story porch doubles space... in St. Louis



ADDING SPACE to this solid brick two-story house posed a problem. But the room was found by adding a porch for both floors. Stanley awning windows (Circle No. Y4, p. 110) were used to keep porches and interiors open to light. Addition, when finished, spruced up house's appearance.

#### ▼ 5. New roof updates, insulates... in Seattle



NEW ROOF... new look accomplished by applying handsplit Red Cedar shakes (No. Y5, p. 110) over existing roof. Valleys are laid directly over old ones with small strip of lumber between them. Shakes are trimmed at valley to allow 2" exposure. Then job goes on like new home construction.

**Starting here: 35 more ideas on remodeling. Yours**

**How to get plans, remodeling ideas, specifications.**

**Just pick out the catalogs you need...**

**REMODELING PROFITS** from easy-to-install wood block flooring jobs. How to profit and how to lay the floors. Diagrams, step-by-step photos. Higgins Industries. (No. Y7, p. 110).

**WHAT'S COOKING** in the kitchen. A 20-page booklet on space-designing kitchens. Advice on color schemes, choice of cabinets, sinks and appliances. From Geneva Modern Kitchens. (No. Y8, p. 110).

**CEDAR SHAKES** for roofs or sidewalls. Eight-page brochure from Shakertown. Details, with diagrams and drawings, just how to apply sidewalls and Glumac units. (No. Y9, p. 110).

**TEXTURED PAINTS**... color-flecked and solid color. Choice of 30 shades for remodeling paint jobs. Illustrated with swatches. Bro-

## ▼ 6. Patio adds outdoor space... in Barrington, Ill.



**ORIGINAL HOUSE** was small and unappealing. Additions were made to the right. (Photo shows rear view of house.) Added were a new living room with sliding glass doors opening on back; a carport finished off with a storage wall. The backyard patio, partially walled and finished with an outdoor oven (below), completed the job.



**WIDE-WIDTH** residing gave a long, horizontal look to the house. Work then began on the backyard patio. Contractor excavated and placed footings for the stone wall and barbecue. Subbase of sand was added to grading. This provided drainage and an even surface for concrete floor tiling. After tiling, wall and barbecue went up.



**PATIO WALL** was made of gray slump block. Adds privacy. From Portland Cement Assn. (Circle No. Y6, p. 110.)



**for the asking. Reply card on page 110.**

chure is from Plextone. (No. Y10, p. 110).

**THIRTY PLANS** for home improvement with glass fiber Corulux. Patio port, fluorescent ceiling, partitions with complete details. L.O.F. Glass Fibers Co. (No. Y11, p. 110).

**FIT ANOTHER BATH** with help

from AllianceWare. Floor plan, elevations on how it can be done in limited area. Brochure from AllianceWare. (No. Y12, p. 110).

**NEW WALLS** for old houses. This catalog on laminated Textolite gives twenty-three photos with complete step-by-step process of installation. General Electric. (Circle No. Y13, p. 110).

**KITCHEN PLANNING** help. More than 100 birch cabinets illustrated. Specifications, sizes, suggested installations. Farley & Loetscher Mfg. Co. (No. Y14, p. 110).

**HOW TO DETERMINE** the best air conditioning for a home. A 20-page catalog illustrating the various a/c problems and solutions. Carrier Corp. (No. Y15, p. 110).

**GOOD EFFECT** is achieved by siting of house and garage. Because roof designs are identical, they seem to make a connected "L". Exterior arrangement of windows and doors make a smooth-flowing facade with brick.



This El Paso house is  
a recession blues  
antidote for Lone Star  
Builders. It's got ...

... 1300 sq. ft. plus plenty of



**VERSATILITY** of living space shows up clearly in this view from end of living room. A party could easily range

from family room at far end through kitchen to living room. Yet partitions create privacy when it is needed.





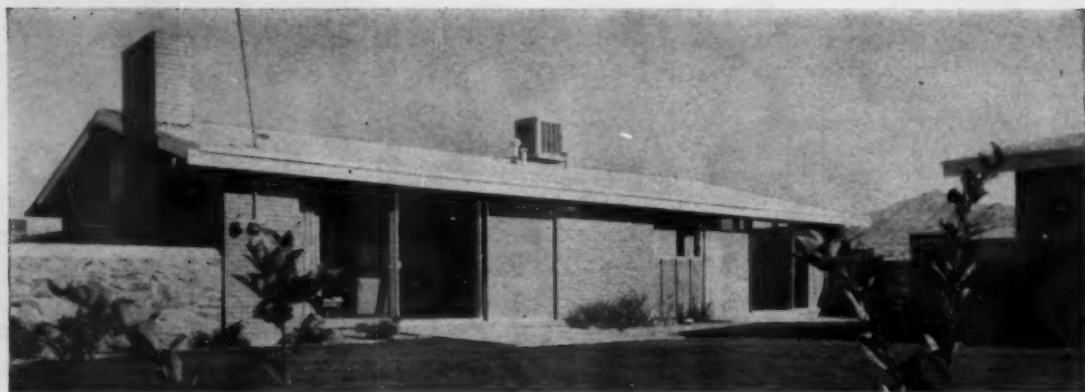
## hard sell ideas for \$17,600

"Selling so well, we're repeating the same design in our next subdivision." That's the enthusiastic comment of Albert M. Krohn who, with James Keller, built the clean-lined contemporary, above. Their firm name: Lone Star Builders. Design was by Palmer & Krisel of Los Angeles.

Two big reasons it's selling. It (1) gives good space for the dollar, and (2) looks even more roomy than it is due to cathedral ceilings, lots of glass. Another strong reason: its beautifully con-

ceived plan (see blueprint opposite next page). To this are added Westinghouse range, oven, garbage disposer; Nutone hood, fan, chimes; Utility heating, a/c. Also: Celotex roof deck, sheathing; C.F. & I. wire mesh; Crane plumbing fixtures; Preview windows; Kentile floors; Superamic kitchen decks; Weiser and Amerock hardware; Baldwin-Hill insulation; Pittsburgh paints.

See p. 178 for estimating take-off



ATTRACTIVE rear elevation is a "must" in El Paso, where outdoor living is popular. Air cooler on the roof

doesn't add much to overall design, but its contribution to sales potency of house outweighs design considerations.

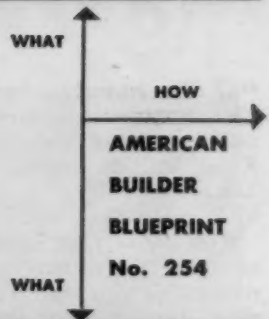


**KITCHEN SERVES** as house's focal point. Dining is possible in family room, as laid out here, or in living room, rear. Combination pass-through snack bar works well, too.

## See how these cathedral ceilings create a real feeling of space

**P**ost-and-beam construction of Lone Star Builders' house makes cathedral ceilings an easy matter. As these pictures show, the builders used open beams in the living areas. In the bedrooms, however, the beams are covered. (See blueprint, opposite, for details.) Visitors to the models were delighted with this fresh design.

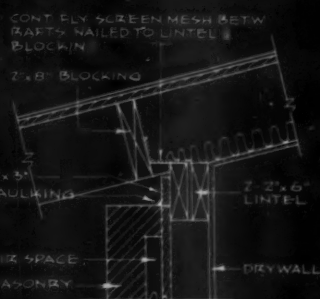
They also were struck by the decorating. Lone Star retained C. Tony Pereira of Beverly Hills, Calif., to plan the interiors. Pereira, a perfectionist, color-coordinated everything; used props like clothing carefully scattered in the "children's" room or an open magazine on a table to give house lived-in look.



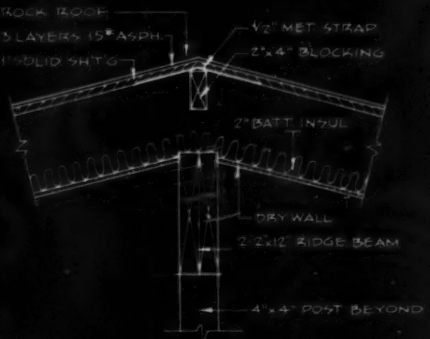
**DRAMATIC EFFECT** is achieved by end-wall wood paneling. It complements smaller scaled fireplace. Note how clerestories lighten room.







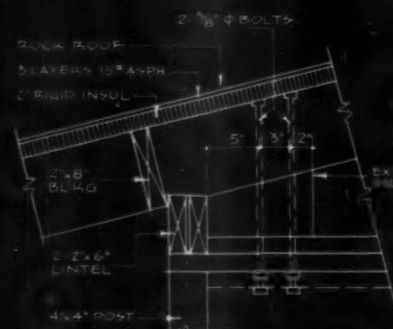
LINTEL



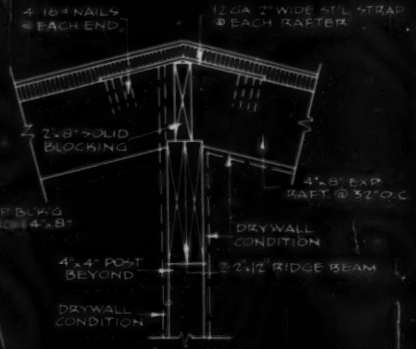
RIDGE BEAM

ROOF DETAILS FOR FINISHED CEILING

SCALE 3/4" = 1'-0"



CORNER CONNECTION AT GABLE END



RIDGE BEAM

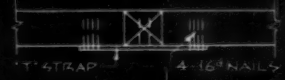
DETAILS FOR EXPOSED RAFTERS

SCALE 3/4" = 1'-0"



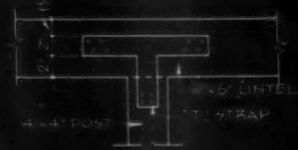
1/8" T STRAP

SCALE 1 1/2" = 1'-0"



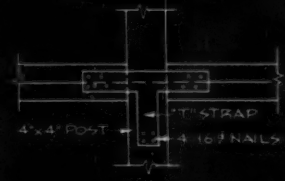
PLAN

SCALE 3/4" = 1'-0"



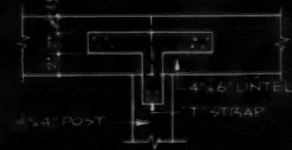
POST TO LINTEL

SCALE 3/4" = 1'-0"



SILL & POST

SCALE 3/4" = 1'-0"



LINTEL SPLICE

SCALE 3/4" = 1'-0"

CONSTRUCTION DETAILS

PLAN SCALE 1/8" = 1'-0"



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

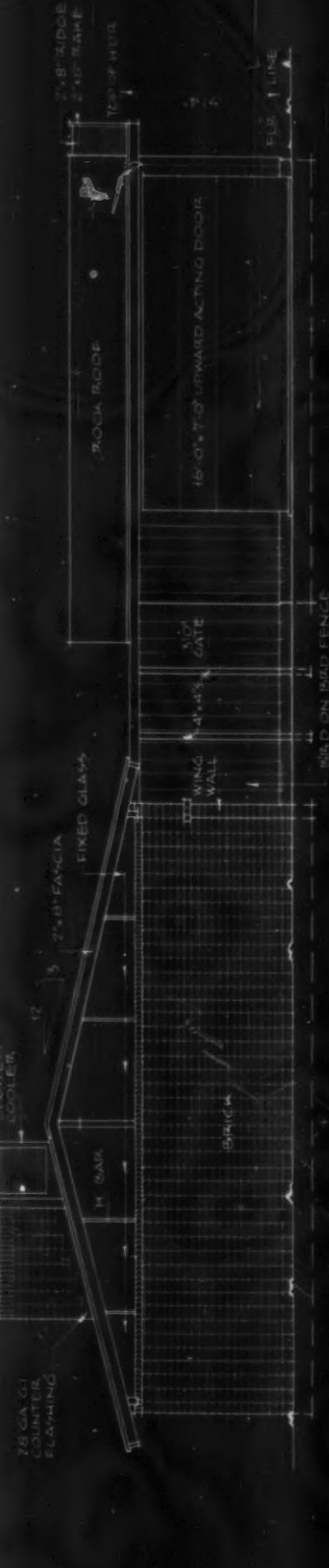


REAR ELEVATION  
SCALE 1/8" = 1'-0"

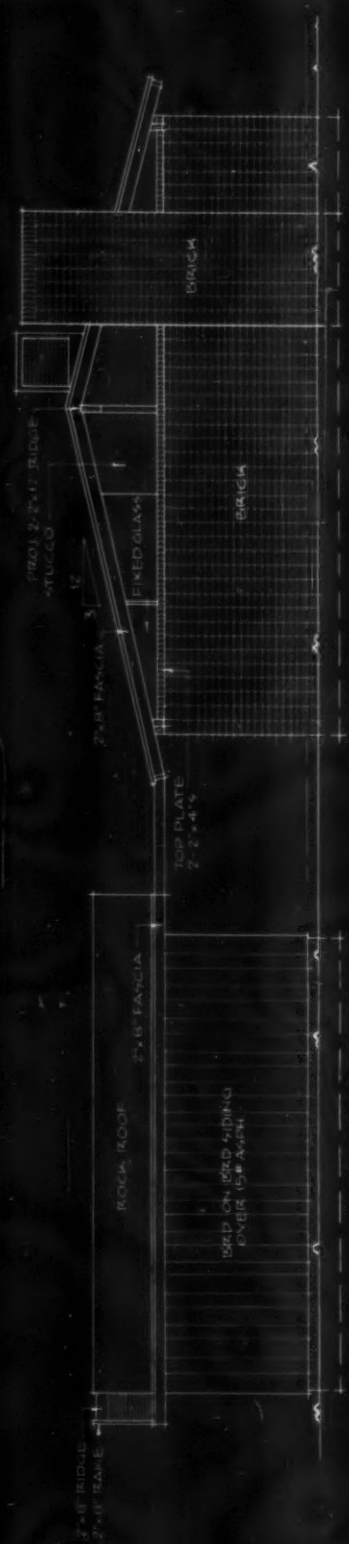
AMERICAN BUILDER BLUEPRINT SERIES.

7-58

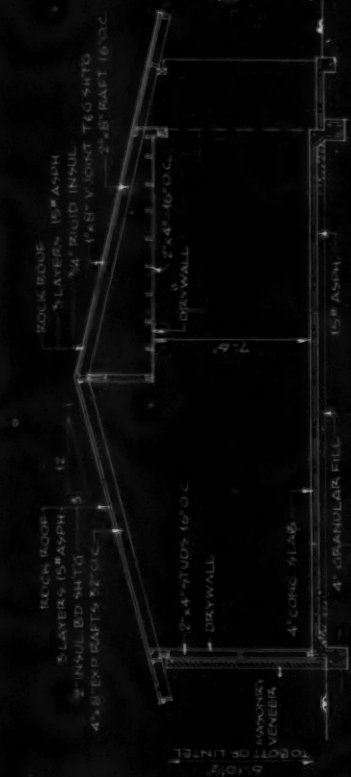
SIMMONS-BOARDMAN PUBL. CORP., 30 CHURCH ST., NEW YORK 7, N. Y.



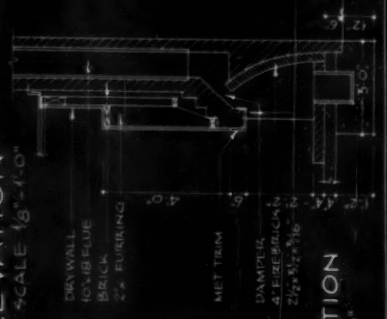
**LEFT SIDE ELEVATION**  
SCALE 1/8" = 1'-0"



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



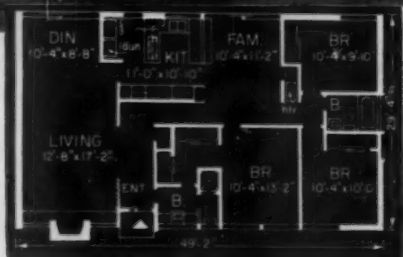
**FRAMING SECTION**  
**'A-A'**  
SCALE 1/8" = 1'-0"



**FIREPLACE SECTION**  
SCALE 3/16" = 1'-0"



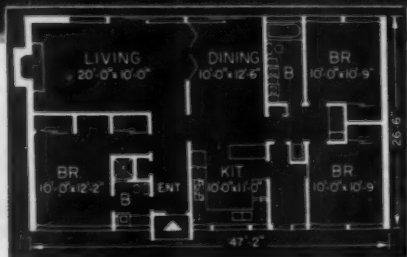
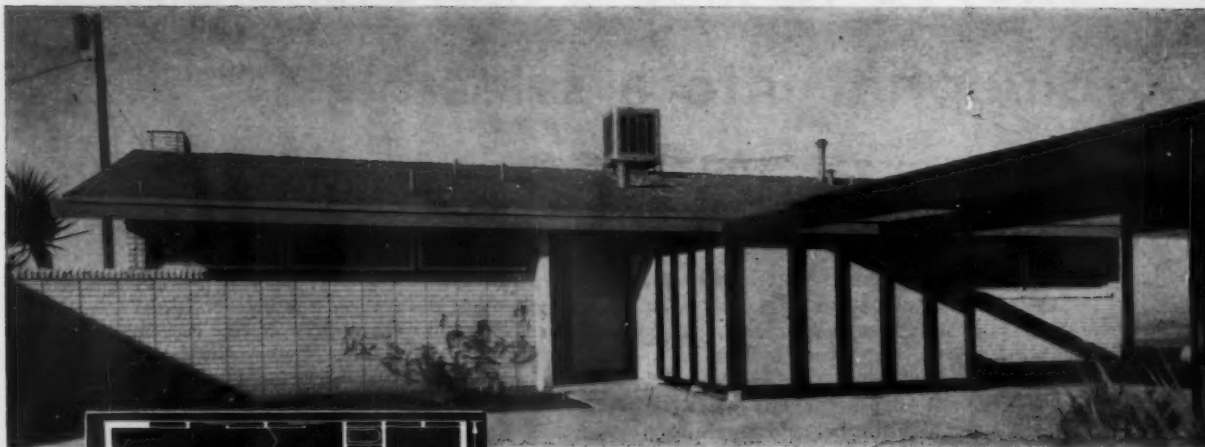




**STRONG DESIGN** of fireplace and lattice-work makes front elevation interesting but not over-decorated. Both this model and one below are included in subdivision with this month's "blueprint" house. Prices are about \$17,500.

**WELL-PROPORTIONED** plan and styling helped this model win an NAHB merit award in design for 1958. Judges said positioning of family room between kitchen and bedroom is a "fresh twist"—makes living space of what would be a hall.

**Here are two more Lone Star Builders' models—  
the house above is an NAHB award winner**



**INTELLIGENT** handling of service entrance is achieved with enclosed courtyard, which also serves as buffer between house and carport. There is a large-sized storage area at the rear of the carport. Brick facade is handled well, too.

**HUGE AREA** for entertaining is possible with living-dining arrangement. Positioning of master bedroom makes separate (and private) quarters for adults and children. Second entry to master bath makes it a powder room as well.



← WHAT

**TASKFORCE** of builder-manufacturer merchandising specialists holds strategy powwow. From left to right: Robert Harris, American Standard Plumbing & Heating Div., New York; Joe Diamond, Marvin Deutsch, Walter

Flesch, Robert Diamond, and Norman Klayman—all of Spartan Construction Co.; Robert Throm, St. Louis builder rep. for American-Standard. Klayman now directs the builder's merchandising, advertising, promotion.

## They're turning a merchandising blueprint into a sales blitz

**W**hat could you do with \$5,000 worth of free merchandising help?

If you're anything like Marvin Deutsch you might parlay it into three-quarters of a million dollars in home sales. Just 18 months ago, Deutsch, a 34-year-old St. Louis lawyer-turned-builder, got lucky. American-Standard pulled his name out of a hat at the 1957 NAHB convention. His prize: five grand worth of merchandising help. What Deutsch—and A-S—did with it is a study in first-rate builder-manufacturer teamwork. In developing the campaign, the team drew from "Blueprint for Sales," A-S's excellent merchandising guide for builders. Here's the story:

In April '57, Deutsch and American-Standard's merchandising blitz taskforce started laying the promotional groundwork. During the following month the team of merchandising experts from A-S

and its ad agency, BBDO, began the preliminary planning: analyzing St. Louis advertising media, setting up tentative schedules. By June, following discussions and review, a promotion theme was chosen ("Step into Tomorrow") and the final elements prepared. Here's how they finally spent the \$5,000:

Newspaper .....	\$2,495
Television .....	315
Outdoor signs .....	32
Color Scheme Originals book .....	60
Publicity photography .....	100
Home Brochure .....	1,400
Agency collateral costs .....	578
<b>Total .....</b>	<b>\$4,980</b>

On the opposite page is a breakdown—and description—of some of the most important parts of Deutsch's sales blitz.



## "Blueprint for Sales"

This is American-Standard's basic merchandising idea book for home builders. The builder-manufacturer task force dipped liberally into it for guidance in drawing up newspaper ad layouts, publicity stories, brochures, TV commercials. The kit, winner of an NAHB-Producers' Council certificate of exceptional merit, contains seven sections of sample merchandising materials. See below how four were developed for Deutsch.

HOW →



### Newspaper advertisements

In print media, Deutsch kicks off with a full page in rotogravure color, plus fractional black-and-white ads. Following points made in the A-S guide, he (1) chooses the newspaper with most coverage of the trading area (2) picks the best days for tie-in coverage with home building and real estate news (3) uses enough space to tell his story, but keeps copy short and crisp (4) features brand-name products and materials.



### Television

TV takes only 6 per cent of Deutsch's advertising budget (compared with a full 50 per cent for newspaper). But in one minute Deutsch combines both eye and ear appeal in picture messages that take buyers through each room of his model, close up to inspect glamorous built-ins, and back outside to appreciate the over-all effect.



### Signs and displays

Easel cards, labels, and site signs are among the eye-catching posters that give home shoppers quick information about what Deutsch includes with his houses. Supplied by the manufacturer, these displays also show that quality, brand-name products have been used. Builder cashes in when products or materials have been advertised and promoted by manufacturer on consumer levels: prospects are pre-sold.



### Brochure

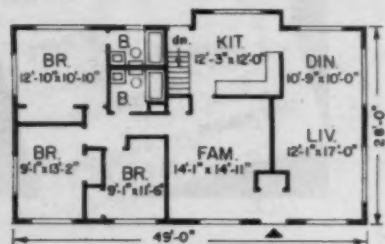
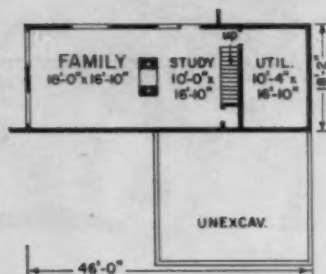
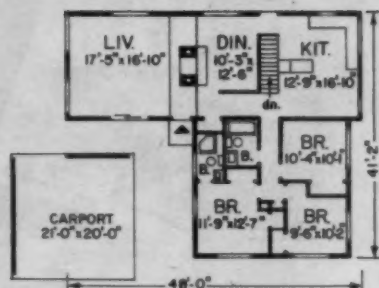
Visitors to "Willow Brook" go away with a complete, illustrated description of the community. As suggested by the A-S guide, Deutsch's model home brochure covers all of the important features: construction, interior, the development, the community. Views of each model are shown on the inside pages along with a list of the built-ins.



**DEPENDING** on terrain and preference of buyer, each house is actually tailored to fit the site, in split- or one-level version. This model, with 1,471 sq. ft. and basement, sells for \$25,800. Note blending of cedar shakes, used brick outside with open planning inside.



**PANED** windows, scalloped eaves somehow go well with contemporary carport and low-pitched roof. Deutsch's theory of "semi-contemporary" design is further illustrated by interior arrangement of activities area. This \$25,000 model contains 1,406 sq. ft.



## In six weeks: 26 sales

**E**ventually, Deutsch will build 215 houses in "Willow Brook." He had planned 250. But he cut down to avoid crowding and thus preserve the area's natural beauty. "The old thought of flattening an area with bulldozers is gone forever," says Deutsch. "My associates and I were particularly fascinated by the rolling terrain and the challenge it presented in developing custom houses at moderate prices."

Deutsch calls his Willow Brook houses "semi-contemporary" (see above). While using a modern, low-pitched roof for the long, low look and more efficient home heating and cooling, he still features

paneled walls, fireplaces, separate dining rooms.

Actually, styles range from rough-textured story-book to sleek contemporary and Colonial. Materials include brick, black mortar, thick-butt cedar shakes, board-and-batten siding.

One important selling feature on the inside was designed especially for Deutsch—a blitz bonus. As an extra award, American-Standard provided him with original bathroom color schemes—two created for each of five A-S fixture colors.

Results? Six weeks after his opening, Deutsch had hosted 38,000 prospects, sold 26. Total sales volume to date: over \$700,000.

# CEDAR SHAKE WALLS



*stop  
the  
traffic...*

*...start  
the  
sale*



*Until a prospect stops, there can be no sale. That is why quality—unmistakable exterior quality—is vital to successful home merchandising. Cedar shake walls, with their clean-cut textures and dramatic shadow accents, put quality right out front. Out where it shows. Out where it sells. That is why genuine red cedar is the dominant wall material in so many modern communities.*

## RED CEDAR SHINGLE BUREAU

5510 White Building, Seattle 1, Washington  
550 Burrard Street, Vancouver 1, B. C.

*Your Best "Outside Salesman" Is Cedar*



# Again in '58: American Builder

## ... BEST MODEL HOMES CONTEST:

**Any builder can enter his model homes in either or both of the contest's prize categories**

▶ **What six nationally famous judges will look for in awarding "Best Model Home" plaques:**

Again in 1958, American Builder will conduct its widely publicized National Home Week "Best Model Homes Contest." Any model home on display during National Home Week will be eligible for entry.

The judges will spotlight model homes that best express the purpose of National Home Week—more saleable houses. Entries will be scored on five counts, each of equal weight: (1) exterior design; (2) floor plan; (3) construction techniques; (4) quality materials and equipment, including Hidden Value products; (5) merchandising.

A six-man jury of architects, builders and merchandisers will select the winners. In addition, judges will select winners in American Builder's second competition: the Hidden Values Contest with prizes worth \$25,000 (see page opposite).

▶ **Why you'll find it good business to enter this contest ...**  
**What you'll gain:**

Here's why American Builder's Best Model Homes Contest is important to you: (1) Award-winning entries will be published in American Builder's December 1958 issue. (2) Other award winners will be published as feature articles in successive issues of American Builder during the year 1959. (3) Award-winning entries will be displayed at the 1959 NAHB convention in Chicago. (4) Winners will also be publicized in local newspapers by American Builder's press relations staff—plenty of publicity for every contestant.

▶ **Entries will be judged in two price categories: houses under \$16,000; houses \$16,-40,000:**

There will be 18 awards in each category. Top winners in both categories (houses under \$16,000 and houses from \$16,000 to \$40,000) will receive awards in the form of plaques. One builder in each price category will be given a Grand First Prize. Similarly, American Builder will give an Award of Distinction and a First Award of Merit in each price category.

The judges will also select 15 houses in each category for Awards of Merit.

All awards will be announced shortly after judging. They will be presented to winners at the NAHB convention in Chicago, Jan. 1959. A reception will be given by American Builder in honor of the winners of both contests.

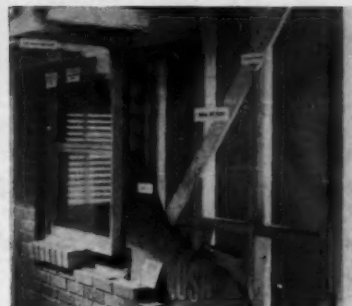
▶ **Plan to show a model house during NHW and take these steps as a contestant:**

1. Contest entries must be in the offices of American Builder, 30 Church St., New York 7, N.Y., not later than Oct. 10, 1958.
2. Entries must include: blueprints of complete working drawings and floor plan; interior and exterior photographs; a list of major materials and equipment including Hidden Values; samples of advertising and promotional material.
3. Entries may include rough detail drawings of special features; brief descriptions of economical construction techniques; newspaper publicity.
4. Include a letter giving name of builder or company; address; architect; price; location; sales results; date of local NHW promotion.

# presents two builder contests . . .

## ... HIDDEN VALUES CONTEST:

**Over 50 prizes, worth \$25,000, will be given to winners, including the International truck, below**



**INTERNATIONAL** truck, left, was awarded to Fox & Jacobs of Dallas last year. Their Hidden-Value display above.

### ▶ How to enter the Hidden Values Contest

In addition to the Best Model Homes Contest (see page opposite), American Builder will sponsor a Hidden Values Contest. The idea: how you have merchandised Hidden Values in your model home. To enter: (1) Submit for entry any house on display during NHW. (2) Include photos of Hidden-Values displays, samples of promotional literature, advertising, results of campaign. (3) Explain why you found this promotion successful. (4) Include a photo of builder, floor plans, a list of products. Contest will close Oct. 10. Results will be announced in the December issue of American Builder.

### ▶ What a Hidden Value is; more about prizes

A Hidden Value is a product that adds to the life, strength or value of the building, but whose presence cannot be seen. (Here are some Hidden Values: wood preservatives; reinforcing wire and rods; adequate wiring; insulation; flashing; quality piping, vapor and moisture barriers.) About the prizes: Over 50 prizes, worth \$25,000, will be given including an International truck like the one given last year (see above). Other donors of prizes so far: Koppers Company, Inc. (Wood Preserving Div.); Youngstown Kitchens Div. American Radiator & Standard Sanitary Corp., Ingersoll-Humphreys Div. Borg-Warner.

**FRANTZ**

**Incomparable  
400 Series**



ABOVE—Two No. 450's. Other sizes and styles to fit all openings.

RIGHT—Detail of the patented Safety Catch that holds door securely in full open position.

The only garage door with the patented **SAFETY CATCH**\*

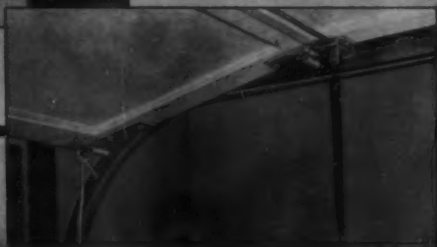
● The Frantz No. 400 Series has rapidly become a best seller everywhere—from coast to coast.

The exclusive Safety Catch provides the utmost in sectional overhead door convenience. Just a gentle lift starts the door up. At full open position the Safety Catch stops and holds the door firmly, securely. No banging or slamming! No rebound! Yet a slight pull releases it for closing when desired.

You'll admire the 400's for their fine appearance and fast installation, their quality and low cost. But their precision operation really sets them apart. It's the *extra appeal of something special*—the Safety Catch—that makes this Series one of the most popular that Frantz has ever produced.

\*U.S. PATENT No. 2,708,478

**FRANTZ MANUFACTURING CO.**  
Sterling, Illinois



CATALOG NO. 203—Contains specifications and illustrations of 67 models and sizes of rigid and sectional doors. Write for FREE copy.



*you can  
do away with  
that transit*

← Set your levels and grades →  
the easy **LEVELALL** way!

The LEVELALL is a one man instrument requiring no skill to use. Accuracy superior to that of a transit. LEVELALL can even set grades underground, or around corners!!

The LEVELALL is unconditionally guaranteed to be top quality and to satisfy your leveling needs — we will accept for full credit any unit returned to us within 60 days of its purchase. How can you lose — precision results, guaranteed savings, low price — or your money back!! You'll never regret filling out the coupon.

LEVELALL, 83D Webster St., Rockland, Mass.

- Mail me 75' Deluxe LEVELALL @ \$13.75.  Regular 50' model @ \$10.75.  Ship postpaid full price enclosed.  Ship C.O.D.  
 Please send free booklet, "On the Level."

Name \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

## MULLER MACHINES

PLASTER AND MORTAR MIXERS  
5 sizes 2 to 12 Cu. Ft.  
Electric or gasoline  
Power throw-out on smaller models, disc clutch on larger.



3 1/2 Cu. Ft. NON-TILTING CONCRETE MIXER  
Drum 36" dia. x 27" wide  
B & S Air-cooled engine 4.5 Hp. at 2700 RPM.



4 BLADED POWER TROWELS  
24", 29", 36", 44" dia.  
B & S Air-cooled engine. Clutch and speed controls on handle.



CONCRETE MIXERS TILTING TYPE  
3, 3 1/2, and 6 Cu. Ft. (mixed concrete).  
Electric or gasoline.  
Timken Bearings.



have **economy features** that save you **money**

Muller Machines are designed primarily for economical and efficient operation. Better materials, better power units, protection against excessive wear, provide low-cost operation . . . freedom from excessive maintenance . . . unusually long-life. You get more for your money when you buy a Muller Machine.

Ask for prices and name of local dealer.

**MULLER MACHINERY COMPANY, INC.**  
Metuchen 4, N. J. Cable Address: MULMIX





**Leading Louisville builder  
discovers secret of  
renting apartments and  
keeping them 100% rented**

## **AIR CONDITION your multiple-dwellings with GENERAL ELECTRIC Complete-Apartment UNITS**

Mr. David P. Dillon of E. B. Dillon Sons Company, one of the South's leading contractor-builder firms, is a man whose vision pays off. His latest garden-apartment development, Sherbrooke Apartments, Louisville, Ky., provides General Electric *Complete-Apartment* Air Conditioning to every tenant in the development.

Says Mr. Dillon, "I have been using General Electric Heating and Air Conditioning in apartment developments and custom homes for several years. General Electric always has the right unit for my needs and provides complete satisfaction for my customers. A pleasing appearance and quiet operation are necessary for apartment units, and General Electric's styling is an asset to a luxury apartment.

"Air conditioning was installed in the buildings because I feel no luxury type apartment would be complete without it. There are many competitive two and three bedroom units for rent in this area, and air conditioning helps me rent my units faster and maintain 100% occupancy."

The advantages of *Complete-Apartment* Air Conditioning to multiple-dwelling builders are clear. Better than room-coolers because one unit serves the *entire* apartment. Better than a central station system on installation price and maintenance costs...and each tenant has independent control over his own cooling and heating, and pays his own operating costs.

Whether you're building homes or apartment houses, it pays to install air conditioning when you install the heating system. General Electric Air Conditioning can be installed at little extra cost with a new General Electric Gas or Oil Furnace as a year 'round air conditioning "package." *Complete apartment* units that may be installed independent of the heating system are also available. For full information contact your General Electric Air Conditioning dealer. He's listed in the yellow pages of your phone book. General Electric Company, Air Conditioning Department, Tyler, Texas.

*Progress Is Our Most Important Product*

**GENERAL  ELECTRIC**



specify **Donley**  
**"COMPLETE PACKAGE"**

- ★ BASEMENT WINDOWS
- ★ UTILITY WINDOWS
- ★ AREA WALLS

**faster,  
easier,  
trouble-free  
installation**

Builders everywhere are saving time and cutting costs with Donley "Complete Package" products. When ordering Donley Basement and Utility Windows, alert builders specify their companion Donley Window Screens for a precision-fit without cutting or drilling.

Accurately made from electrically-welded 1/4-inch hot-rolled steel, every Donley window is individually fitted at the factory for tight closure and trouble-free operation. Easy-to-install Donley windows feature adjustable ventilator stops and positive-locking devices. Two types are available in standard sizes for either putty or no-putty glazing.

The "Complete Package" for sub-surface windows includes Donley Steel Area Walls and Gratings. Made of corrosion-proof 16-gauge galvanized steel, Donley Area Walls span 38 inches, project 16 inches and are ribbed for greater strength. Needed near traffic areas. Donley Gratings are specifically designed to fit Donley Area Walls and feature heavy steel bars with center brace for added strength.

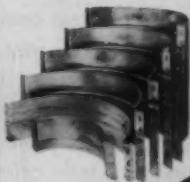
**DONLEY BASEMENT WINDOWS** have electrically welded corners for added strength.



**DONLEY UTILITY WINDOWS** are widely used in shops, garages, storerooms and similar applications.



**DONLEY STEEL AREA WALLS** are available in five standard heights.



THE **Donley** BROTHERS COMPANY  
 METAL PRODUCTS FOR BUILDING

THE DONLEY BROTHERS COMPANY  
 13910 Miles Ave. • Cleveland 5, Ohio

Please send me complete information on your line of Area Walls, Basement and Utility Windows.

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Company \_\_\_\_\_

Street \_\_\_\_\_

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



write for  
 this new book  
 on America's  
 newest fireproof  
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The eye and hand are one in pleasure when you meet with a Schlage lock. Though representing only a tiny fraction of total building costs, locks are always one of the great joys of home building.

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Your builder, architect and dealer know Schlage locks. You will be well-satisfied in all for Schlage locks. Schlage Lock Company... San Francisco New York Vancouver, B.C.

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Schlage advertising is intended to make a lock mean more than a piece of hardware. It is carefully planned to give potential buyers of your homes a new awareness of the visible and hidden values in fine locks. This new knowledge will help these buyers recognize quality building as represented

by the use of fine locks. Your Schlage representative will assist you if you wish to tie into this program to help make more sales points for your homes. Or write P.O. Box 3324, San Francisco 19. Schlage Lock Company... San Francisco... New York... Vancouver, B.C.



AMERICA'S MOST DISTINGUISHED LOCK BRAND

# use latex paints!



**Decorating simplified,  
speeded up  
in 1,200 unit  
housing project**



Builders and painting contractors are finding that latex paints keep work schedules up to date because they are easy to apply and dry fast enough for a second coat the same day. And paint washes out of equipment easily with plain water.

Bailey-Lewis-Williams of Virginia, Inc., painting contractors, recently completed a 1,200 unit housing project at Fort Bragg, North Carolina. They used latex paints both inside and out on all walls and ceilings except in kitchens and bathrooms.

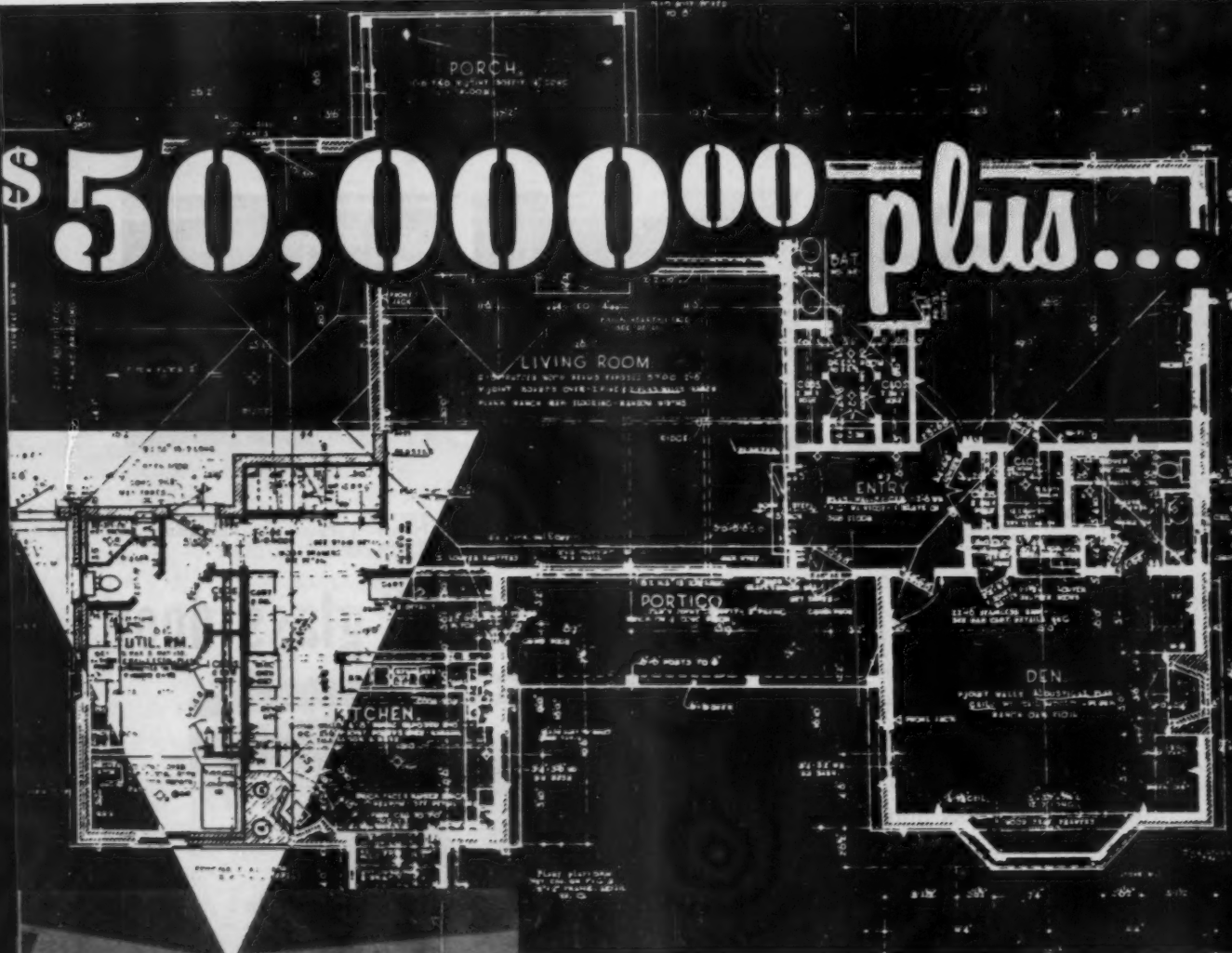
J. A. Jones Construction Company was general contractor on these frame and concrete block units which were constructed under strict government supervision. Bailey-Lewis-Williams found that latex paints easily met or surpassed all government standards for performance. The ease of application and generally high performance of latex paints helped in completing the project ahead of schedule!

From application to clean-up to home owner satisfaction, you can't beat latex paints. For names of manufacturers in your sales area, write THE DOW CHEMICAL COMPANY, Midland, Michigan, Coatings Sales Department 2108G.

YOU CAN DEPEND ON



**\$50,000.00 plus...**



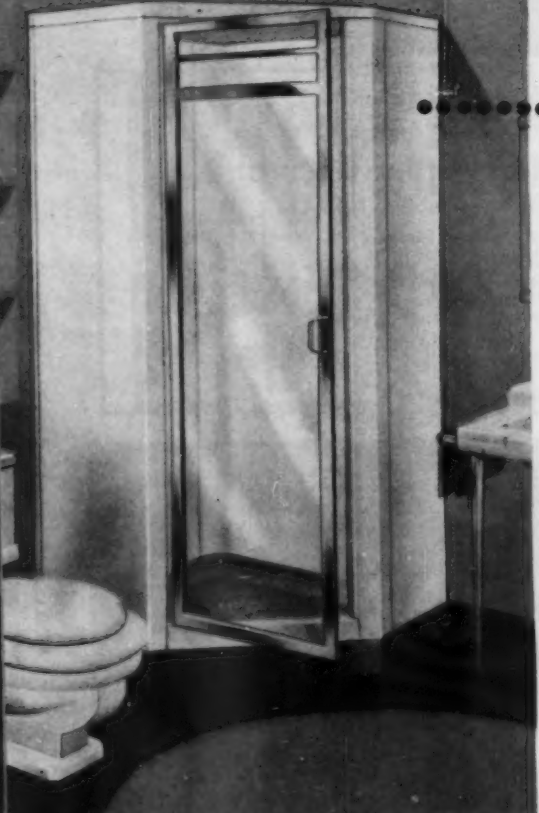
Architect: Jones & Duncan  
Highland Park, Illinois

.....**plus**  
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*This architect reasoned right!* For the second, or third bathroom in any price house a FIAT "packaged" shower adds more utility . . . requires less space . . . fits in perfectly for modern living. Best of all, a FIAT shower stretches budgets—allows you to build-in more quality by economizing on the extra bath.

There is a wide variety of models . . . square, corner and built-in . . . some with porcelain enamel walls . . . some with complete glass fronts . . . all with the permanently leak-proof, safe and beautiful FIAT PreCast terrazzo shower floor.

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Toilet Room Partitions  
FIVE COMPLETE PLANTS: Long Island City 1, N.Y.; Franklin Park, Ill.; Los Angeles, Calif.; Orillia, Ont.; Albany, Ga.

*it's quick and easy to install...*



**BEFORE REMODELING** this home had uninteresting exterior and living room was poorly lit.



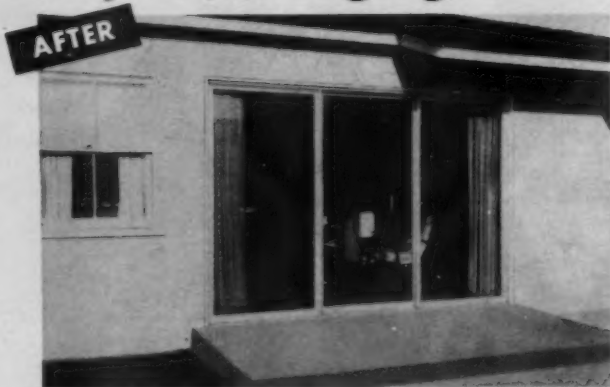
**REMOVAL OF WALL** is accomplished to accept Hi-Lo "floating" glass door.



**FRAMING IS SIMPLE**, one man job. Placement of glass panels completes transformation.

## HI-LO, the top economy "floating" glass door

... When you install a Hi-Lo floating glass door as part of a remodeling job, you add more to the comfort, looks and value of the home at less cost than with any other type of remodeling ... and your customers will appreciate it more than any other part of the job!



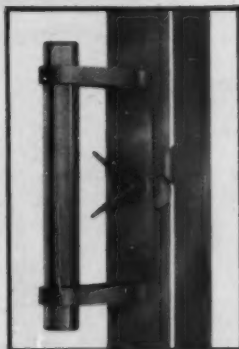
Hi-Lo door gives home new sparkle, modern utility.

### MORE SALES—MORE PROFITS!

**No other economy door has so many features:**

- Choice of single or double glaze.
- Completely weathertight.
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- Flat sill.
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- Preglazed or KD units.
- Single glaze doors now in sizes to 8 ft. in height.

New hi-styled hardware features full grip lucite handle, "V" shape throwbolt lever. Throwbolt slips under adjustable keeper.



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# The Payoff Departments

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**New Products and Catalogs..... 108 →**

Builders' supermarket for information on remodeling products and catalogs. Feature begins on page 80.

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When you move fill, you can save by working two areas at the same time.

**Convention Calendar..... 156 →**

Check this list for meetings you want to attend.

**Technical Guide..... 158 →**

From these 9 components . . . any type of cabinet for any type of kitchen . . . and how to build them.

**Cost Saver..... 164 →**

How he saved \$300 on a two-level concrete chimney.

**How To Do It Better..... 166 →**

Novel way of pre-cutting rafters reduces errors.

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Heavily loaded roof poses unusual truss problem, but here are three answers.

**Keeping Up With The Law..... 176 →**

Recent decisions reverse local regulations requiring school fees.

**Better Detail of the Month..... 180 →**

New truss design for motels: it's flexible and economical.

**The Month Ahead..... 182 →**

Things for builders to think about during August.



**"Hidden value" in sealing**

Using glass walls when remodeling basements into recreation areas requires good weather sealing. Silicone-treated wood pile protects against weather. Is self-adjusting and silent in operation; economical. Schlegel Mfg. Co., Dept. AB, 1555 Jefferson Rd., Rochester, N.Y.

Circle No. Y16 on reply card, p. 110



**"Jet" door up-dates garage**

Attractive garage door is easy to operate. Replaces old door to modernize this garage. "Jet" model combines steel, wood and masonite into rugged, upward-acting door. Offers unlimited decorative possibilities to suit any styling. Raynor Mfg. Co., Dept. AB, Dixon, Ill.

Circle No. Y19 on reply card, p. 110



**Doors "open up" space**

Aluminum-framed sliding mirror doors create illusion of increased space. Available in both "bypass" and "pocket" types and in various heights and widths. Suited for easy installation in remodeling. Frank B. Miller Mfg. Co., Inc., Dept. AB, 3216 Valhalla Dr., Burbank, Cal.

Circle No. Y22 on reply card, p. 110



**Finishes masonry floors**

Multi-purpose concrete sealer-finish eliminates dusting on concrete floors. Conq-r-dust, for use on cured and uncured concrete and masonry-type floors, comes ready to use. Dries in 30 minutes, is water-resistant. S. C. Johnson & Son, Inc., Dept. AB, Racine, Wisc.

Circle No. Y17 on reply card, p. 110



**Time-saver water heater**

Water heater can be unpacked, installed and connected in minutes. Saves builder-remodeler time and labor. Heater is constructed to provide constant and sufficient supply for family needs. Rheem Mfg. Co., Dept. AB, 7600 Kedzie Ave., Chicago 29, Ill.

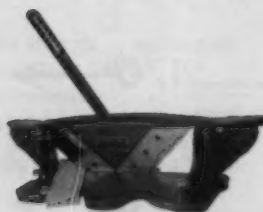
Circle No. Y20 on reply card, p. 110



**Remodel with fluted panels**

Asbestos-cement fluted paneling, used on this job, offers durability at moderate cost. Providing decorative contrast, flutes run lengthwise. Sheets (4'x8'x1/4" nominal thickness) are fire- and weather-resistant. Keasbey & Mattison Co., Dept. AB, Ambler, Pa.

Circle No. Y23 on reply card, p. 110



**Cutter gives smooth finish**

Custom cutter with shearing action is good for remodeling jobs. Automatically provides smooth finish on miters, rounds, bevels, undercuts, and square cuts. Trims both soft and hard woods to any angle from 40° to 90°. Dosch Mfg. Co., Dept. AB, Box 262, Thornton, Pa.

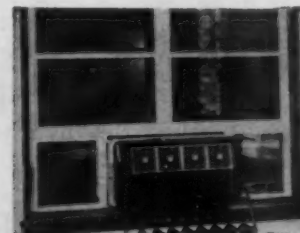
Circle No. Y18 on reply card, p. 110



**Convert garage to breezeway**

One-car garage was remodeled into garage-breezeway-patio above. Double "Overhead" door was installed in front and old one moved to rear of widened garage. Provides more usable space at economical cost. From Overhead Door Corp., Dept. AB, Hartford City, Ind.

Circle No. Y21 on reply card, p. 110



**Windows for a/c units**

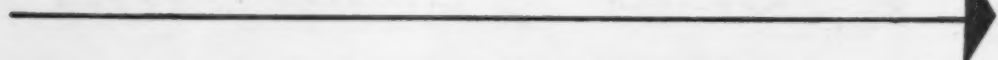
This window is designed to accommodate room air conditioners. It eliminates drafty cracks between window and a/c unit. One of Rusco's replacement modernization line, it features fast inside installation. F. C. Russell Co., Dept. AB, P. O. Box 26, Columbiana, Ohio.

Circle No. Y24 on reply card, p. 110



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# Supermarket



Help yourself to everything you want in new information and literature about new products shown on the pages ahead. This is one-stop shopping for ideas. Instead of writing a dozen different manufacturers, just circle the numbers on the other side of the card below . . . then drop it in the mail (no stamp needed). **AMERICAN BUILDER** will forward your request to each manufacturer, who will send you complete data free of charge. Get your pencil out and help yourself . . .



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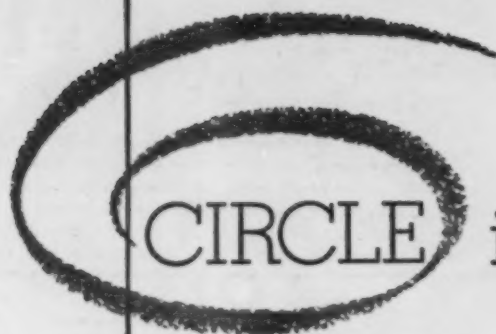
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- Y21 Overhead Door Corp. garage door
- Y22 Frank B. Miller doors
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- Y24 F. C. Russell Co. window
- Y25 Curtis Companies cabinet
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- Y28 Frantz Mfg. Co. door
- Y29 Ready Hung door
- Y30 Finchbaugh/Murray dumbwaiter
- Y31 Challenger Lock door opener

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- Y51 U. S. Plywood Corp.
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- Y54 Alcoa fascia strip

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- Y66 Cutler-Hammer, Inc.
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- Y71 Gray & Dudley Co. ovens
- Y72 Hardwick Stove Co. range

- Y73 Harris Mfg. Co. flooring
- Y74 Hotpoint Co. kitchens
- Y75 Marsh Wall Products, Inc. paneling
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- Y77 Frigidaire kitchen line
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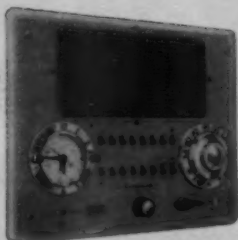
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 Companies, Inc., Dept. AB, Clinton,  
 Iowa.

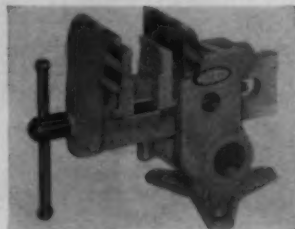
Circle No. Y25 on reply card, p. 110



Aid in laying floors

Time-saver product offered to build-  
 ers is this Chalk-Line Plumb Line  
 from Evans. Quick and certain way  
 of checking vertical direction. Espe-  
 cially suited when remodeling  
 uneven floors or walls. Shown above  
 being used to layout a floor. Evans  
 Rule Co., Dept. AB, 400-416  
 Trumbull St., Elizabeth, N.J.

Circle No. Y26 on reply card, p. 110



Many tools in one

Versa-Vise, handy tool for builders  
 turns 360° in either direction,  
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 locked in any position by tightening  
 jaws. Comes with both smooth and  
 removable serrated jaws. Extra  
 bases make it portable. Will-Burt  
 Co., Dept. AB, Orrville, Ohio.

Circle No. Y27 on reply card, p. 110



*Ned Eichler*

## Eichler Homes Specify CreZon

● "Accent paneling proved a problem until we specified Weldwood Duraply\* with its CreZon surface," says Ned Eichler.

To contrast with dark Texture 1-11, Eichler Homes needed a durable, smooth surfaced material to take light paint. CreZon overlaid Duraply did the trick!

The grainless CreZon surface painted to a smooth, white gloss with only two coats. And the big convenient sheets nailed into place in no time. Also, exterior wear proved no problem regardless of weather.

The people at Eichler Homes are so pleased with CreZon overlaid plywood that they are experimenting with it for other exterior and interior uses.

\*Weldwood Duraply is a registered trade mark of United States Plywood Corporation



the permanent protective overlay for plywood



CreZon overlaid plywood is available from leading plywood manufacturers under various brand names



**CROWN ZELLERBACH CORPORATION**  
343 SANSOME STREET SAN FRANCISCO CALIFORNIA

# 4 Ways you can SELL MORE HOMES using Shake-a-Ply cedar siding

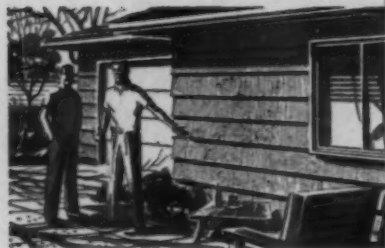
**FAST APPLICATION**—It takes only about 12 man-hours to apply 1000 sq. ft. of Shake-a-Ply.

The easy-to-handle panels can be sawed in any direction or nailed anywhere without splitting or checking. No special nailing strips or backing necessary.



**MITRED CORNERS**, made from Shake-a-Ply panels, save the cost of fitting corner joints, and help establish correct spacing and chalk line for panels. Like Shake-a-Ply panels, they are machine-made to square, uniform dimensions.

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**MORE "VISIBLE" QUALITY** because the home buyer can actually see and touch the cedar shakes. Shake-a-Ply has an expensive quality look, but the installed cost of these factory assembled units is less than any other wood siding.

Shake-a-Ply panels are 8 feet long by nominal 18 inches wide. They are made like plywood, using No. 1 clear machine-grooved Certigrade Western Red cedar shakes and cedar shingle undercoursing, with a cross-bind of veneer core coated with waterproof resin.



WRITE TODAY for samples, full information on cutting siding costs, and the name of our nearest distributor.

**THE Shake-a-Ply CO.**

P. O. Box 7, North Portland, Oregon

## NEW PRODUCTS . . .



### Door restyles garage

Flush door with glass inserts replaces old swinging doors to restyle a garage. Double width 4-section door operates either by extension or torsion springs. Sections are pre-bored, prefitted for easy installation. Frantz Mfg. Co., Dept. AB, Sterling, Ill.

Circle No. Y28 on reply card, p. 110



### Make space more usable

Bi-Fold door unit fits into entries, halls or small rooms where limited space is a problem. Doors fold back to make entire opening usable. Come as a complete package in many styles. Ready Hung Door Corp., Dept. AB, Neil P. Anderson Bldg., Fort Worth 2, Texas.

Circle No. Y29 on reply card, p. 110



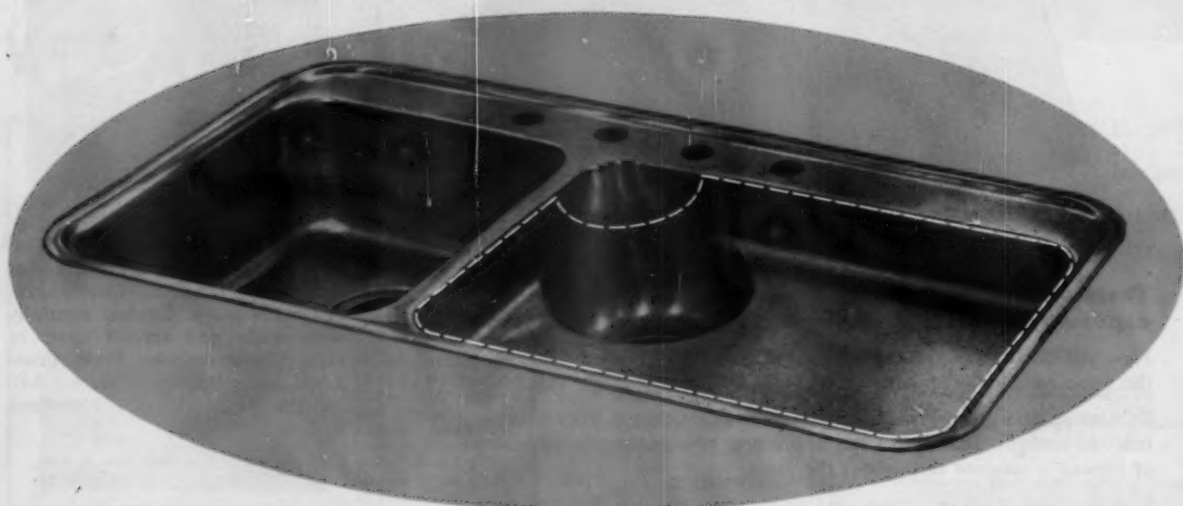
### Dumbwaiter for kitchens

Newest convenience addition in the remodeled kitchen is a dumbwaiter. It services the basement recreation or family room. Eliminates need for an extra kitchen. Is easy and inexpensive to install. More information from Flinchbaugh/Murray Corp., Dept. AB, 66 N. Murray Pl., York, Pa.

Circle No. Y30 on reply card, p. 110



Now! a cutting board with Lyoncraft  
**Disposo-Well**\*  
 . . . only sink designed for disposers



Here's great news on the exclusive new Disposo-Well line of Lyoncraft Redi-Rim\* Stainless Sinks! Now available: an optional, hard maple cutting board to set atop the disposer side of sink, with cutout for disposer use. Second newsmaker: Disposo-Well now comes in four sizes, 36", 39", 42" and 45", to meet any kitchen need. The first sink designed expressly for disposer units, Lyoncraft's Disposo-Well has such advanced features as the off-center drain hole for an unbroken span of work space, plus the

"spoon saving" shelf that holds flatware and utensils.

With the Redi-Rim design, rim and sink are one integral unit that drops into the opening instead of fastening below. Thus, rim and sink cannot separate as do separate-rim installations. As a result, there are no unsanitary dirt-collecting crevices. Get full details and specifications on the complete line of Lyoncraft Disposo-Well with the Redi-Rim—simply fill in the coupon below for your free color catalogue.

\*T.M. AND PATENTS APPLIED FOR

*World's largest fabricator  
 of chrome-nickel stainless*

**LYON STAINLESS PRODUCTS  
 DIVISION OF LYON INCORPORATED**

13881 W. Chicago Blvd., Detroit 28, Michigan



**Lyoncraft**

AUTOMOBILE WHEEL COVERS • PRESTIGE TABLEWARE • KITCHEN SINKS • HOUSEWARES

**LYONCRAFT, 13881 W. Chicago Blvd., Detroit 28, Michigan**  
 Please send detailed information on Lyoncraft Stainless Sinks.

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 COMPANY \_\_\_\_\_  
 ADDRESS \_\_\_\_\_  
 CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

Other wood paneling after four months exposure



## at last a wood paneling that RESISTS FADING

Plywall wood paneling after four months exposure



**Tests prove that Plywall panels, after four months exposure to sunlight, show no discernible color change**

Now you don't have to worry about color changes in wood paneling if the wood paneling is Plywall.

Exhaustive tests prove Plywall's resistance to color change from direct or reflected sunlight. Thanks to a special finishing process the original beauty of Plywall is retained throughout the years.

Plywall is also much less expensive than ordinary wood paneling of comparable beauty. It comes pre-finished in three sizes of panels to minimize wastage: 4' x 7', 4' x 8', 4' x 10' (all panels are 1/4" thick). Plywall is available in eleven different grain finishes, with or without V-grooving. You'll want to get details about Plywall now.

### PLYWALL PRODUCTS COMPANY, INC.

Fort Wayne, Indiana • Corona, California

*Plywall.*

Plywall Products Company, Inc.  
P.O. Box 625, Fort Wayne, Indiana

Please send me full information on Plywall.

Name	Title
Company	
Address	
City	State

## NEW PRODUCTS . . .



### Door is air-operated

Garage door opener operates on air. Weight of car rolling over rubber hose section forces air through and releases latching device. Door opens automatically. Can also be opened by hand. Challenger Lock Co., Dept. AB, 4865 Exposition Blvd., Los Angeles 16, Cal.

Circle No. Y31 on reply card, p. 110



### Cabinets restyle kitchen

Efficient, step-saving kitchen features cabinets and work counter of west coast hemlock. Champagne-colored wood is finished naturally with sealer and several coats of clear plastic lacquer. West Coast Lumbermen's Assn., Dept. AB, 1410 S. W. Morrison St., Portland 5, Ore.

Circle No. Y32 on reply card, p. 110



### Re-siding is simplified

Re-siding gives added beauty. Can be a simple time- and labor-saving process with clapboard autoclaved siding. Extra size panels cover more, go up faster. Built-in color eliminates painting cost and labor. Ruberoid Co., Dept. AB, 500 Fifth Ave., New York 36, N.Y.

Circle No. Y33 on reply card, p. 110



**ALL-NEW • BUILT TO SELL • EIGHT MODELS TO CHOOSE FROM!**



Tops in beauty and performance. Model 562TC features one fully automatic "Tem-Trol" and three "Circle-Simmer" speed top burners. Rich Satin Chrome. Hudee rim permits snug, flush mounting. Also available: model 562, without "Tem-Trol."

**built-in GAS  
top burner units by**



**WIDEST SELECTION EVER!**



Model 543 (left) with two "Circle-Simmer" speed top burners; model 543-TC (right) with one "Tem-Trol" automatic, one "Circle-Simmer" speed top burner.



Model 563TC is shown, with one "Tem-Trol" automatic, three "Circle-Simmer" speed top burners. Also available: model 563, identical, but has no "Tem-Trol."



Model 564, with four "Simmer-Speed" top burners.



Model 590, with four "Center-Simmer" speed top burners, "Tem-Trol" automatic fifth burner which converts to controlled-heat griddle.

Completely new, packed with features that sell! Roper's top-burner line-up aims at all your prospects . . . budget-minded or luxury-conscious. Roper means top quality, trouble-free service, complete customer satisfaction. Make new friends, more profits. Sell all-new Roper gas built-ins.

**PROMOTE THESE ROPER "PLUSES"**

- Roper "Tem-Trol" Automatic Top Burner • "Circle-Simmer" Speed Top Burners • Four Colors or Satin Chrome • Smart New Styling

**WRITE TODAY**

**See the New ROPER GAS OVEN-BROILER Units too... Four Models Available!**

Geo. D. Roper Sales Corp., Kankakee, Illinois  
Please rush me full details on Roper built-in gas ranges.

Firm Name \_\_\_\_\_

Individual \_\_\_\_\_

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

I am a \_\_\_\_\_ (type of business)

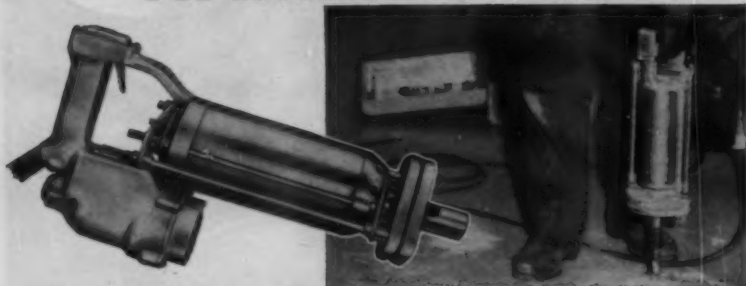
My building material supplier is \_\_\_\_\_ (name)

\_\_\_\_\_ (address) \_\_\_\_\_ (city) \_\_\_\_\_ (state)

AB658

GEO. D. ROPER SALES CORP., Kankakee, Illinois

# SYNTRON Self-rotating Electric HAMMER DRILLS



take all the hard work out of  
drilling holes in concrete or masonry

SYNTRON Electric Hammer Drills are easy to operate, all you do is hold the hammer drill in place and engage switch. Doesn't even require pressure; it feeds as it drills. No more hand turning of drill chuck; it rotates automatically.

Two powerful magnets provide a reciprocating action (3600 blows per minute) of the free-moving piston for fast, easy drilling even in the hardest materials.

SYNTRON Electric Hammer Drills give long dependable service with little or no maintenance.

Available in four models ranging from 1/4" to 2" capacities. Write for detailed information today. C698

**SYNTRON COMPANY**

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*Esther Williams says:*

**"I defy you to take this franchise  
and NOT make big money!"**

"Once you've been accepted by our Franchise Committee as an Esther Williams Swimming Pools Dealer or Distributor, you're going to make money or I'll know the reason why. Our field experts in sales, engineering and high-profit operation will guide every step of your way to real big-money profits as you write orders for the No. 1 Brand in a great new boom industry! Only capital requirement is low investment for fast-moving, self-liquidating inventory.

Construction experience not needed. Get the facts in detail. **WRITE, WIRE OR TELEPHONE ME TODAY! RIGHT NOW!**

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**ESTHER WILLIAMS SWIMMING POOLS**

188-74 E. Post Road, White Plains, N. Y.

Tel: Rockwell 1-0330



## NEW PRODUCTS . . .



### Siding for the new look

House exteriors, such as one above, can easily be updated with Colorbestos siding. This asbestos-cement material has color "locked" into surface. Has distinctive rib-textured pattern. Goes up fast, right over old siding. Johns-Manville, Dept. AB, 22 E. 40th St., N.Y. 16, N.Y.

Circle No. Y34 on reply card, p. 110



### New from the floor up

This sturdy functional room has emphasis on the flooring. Floor is practical resilient tile. Gold Seal "Berlystone" is long-wearing, takes little care. Pebble-like pattern was used in this remodeling job. Easy to put down. Congoleum-Nairn, Inc., Dept. AB, Kearny, N.J.

Circle No. Y35 on reply card, p. 110



### Use controlled lighting

Installing lighting controls, new idea for remodeling, updates a room electrically. This modern concept for lighting helps create an illusion of greater space in a small room. Installation details from Superior Electric Co., Dept. AB, 83 Laurel St., Bristol, Conn.

Circle No. Y36 on reply card, p. 110



**'My Profits are greater... My customers benefit more because... I install DEPENDABLE**

## **DEMING PUMPS and WATER SYSTEMS**

When I install a dependable Deming Pump and Water System I assure myself permanent profit and many other important advantages. The rugged construction and precise engineering of Deming Pumps means my profits won't be eaten away by costly service 'call-backs'. My customers will benefit by longer, better pump performance at proven lower yearly cost of operation and up-keep."

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Get all the facts on the big Deming line... it means bigger profits for you... and complete satisfaction for your customers.

Deming's complete line includes Submersible Pumps, Convertible Jet Water Systems for shallow and deep

wells, Shallow Well Reciprocating, Deep Well Rod, Multi-Stage Centrifugals, and Turbine Pumps in a wide range of sizes and capacities.

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# SHAKE SHINGLE

KEASBEY & MATTISON'S EXCITING NEW ASBESTOS-CEMENT SIDING LOOKS LIKE WOOD... LASTS LIKE STONE!



Custom-made display for your salesroom or sample house. Space for SHAKE SHINGLE sample and for promotion of your development.



Decorator colors! Styled by an expert to give "K&M" SHAKESHINGLE sure-fire eye-appeal and spur buyer enthusiasm!



National advertising and promotion prods prospects through magazines such as Good Housekeeping, direct mail, and other sales helps.



Backed by Good Housekeeping Seal of Approval; "K&M" SHAKE SHINGLE meets both Federal and FHA specifications.

Put a new spurt in your home sales with "K&M"'s newest, most striking development—SHAKE SHINGLE: It costs you no more than ordinary asbestos-cement siding shingles. Yet it has the attractiveness and warm texture of a cedar shake. Plus a choice of five decorator colors: White, Yellow, Gray, Green, and Coral. It won't rot, corrode, or curl. Never needs protective painting. Resists fire and weather. And, it's vermin-proof.

High-impact "K&M" merchandising and promotion gives you everything you need to arouse buyer interest and create buyer enthusiasm—color, eye-appeal, showmanship, and down-to-earth hard-selling facts.

Be the first to show off the new "K&M" SHAKE SHINGLE in your area. Write to us today for more information.



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AMERICAN BUILDER

# Find the firm going places...you'll find **FIRESTONES!**

**Building Materials - A Division of Firestone Tire & Rubber Co.**

For your convenience when seeking a building material supplier in a specific neighborhood, these listed below specialists are grouped by Metro districts in the Metropolitan area indicated.

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 23244 Granville Rd.  
 GRANVILLE 3-2500

**HARDENSVILLE**  
 HARDENSVILLE GRANITE & MARBLE WORKS  
 23244 Granville Rd.  
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**NEIGHBORHOOD BLDG SUPPLY CORP.**  
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 TEMPEST 4-7757

**LEIGHTON**  
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**DEREFIELD SINCE 1909**  
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Whether you operate one truck or twenty trucks, you can't buy a tire that costs less per mile than Firestone. Billions of miles of carefully kept fleet records prove Firestone truck tires outwear all others.

Firestone has always built extra stamina into every Firestone truck tire. But now Firestone brings you a brand-new kind of tire rubber—Firestone Rubber-X. Exhaustive truck tire tests proved Firestone Rubber-X is the longest wearing rubber ever used in tires!

Teamed with S/F (Shock-Fortified) cord, Firestone Rubber-X means still more trouble-free mileage, still lower costs per mile. No wonder now more than ever, more going concerns go on Firestones! Ask about Firestone Rubber-X at your Firestone Dealer or Store. That's the place for fast, dependable service, too!

**YOU CAN'T BUY A TUBELESS OR TUBED TIRE  
 THAT COSTS LESS PER MILE THAN FIRESTONE**

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**TRANSPORT® SUPER ALL TRACTION®**

# Firestone

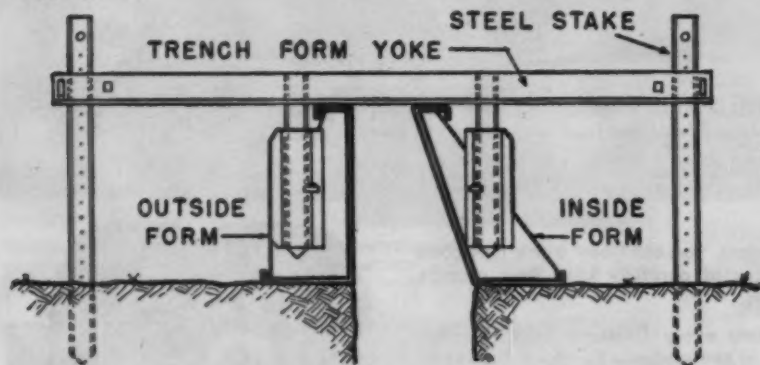
**BETTER RUBBER FROM START TO FINISH**



## SYMONS Steel Trench Form For Fast, Efficient "Lo-wall" Forming

Latest in the Symons Form line is the new steel trench form. Designed primarily for slab-on-grade foundations on housing projects. Also adaptable for any standard size, multiple re-use, low wall forming operation. It can be used for battered as well as straight walls. Standard dimensions of the form is 12 inches in height by 4, 6 or 8 feet in length. With proper care this form can be used hundreds of times.

Forms are held to grade, spaced and braced by use of a "Trench Form Yoke". A fastening device holds the forms securely to the yoke, which under normal pressure, will not loosen except at times of adjusting or stripping.



Symons Hi-Carbon Alloy Steel Stakes can be used for bracing, footings, curbs and gutters. Available in 12, 18, 24, 30, 36 and 42 inch lengths. Symons Forms and Stakes may be rented with purchase option. Additional information on these Symons Products available immediately upon request.

 **Symons CLAMP AND MFG. CO.**

4261 Diversey Avenue • Dept. G-8 • Chicago 39, Illinois

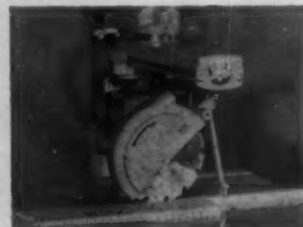
## NEW PRODUCTS . . .



### Ventilation is a "must"

Middle-aged kitchen was redone to get this built-in, up-to-date look. Hood fans over the built-in range and oven efficiently solved ventilation problems. Easy to install; available in many models. Nutone, Inc., Dept. AB, Madison & Red Bank Rds., Cincinnati 27, Ohio.

Circle No. Y37 on reply card, p. 110



### Moldings aid remodeling

Cut distinctive moldings easily with radial saw. Variety of moldings for built-in kitchen cabinets can be made with saw blade, dado head, and molding cutterhead. Adds quality to remodeling work. Delta Power Tool Div., Dept. AB, 400 W. Lexington, Pittsburgh 8, Pa.

Circle No. Y38 on reply card, p. 110

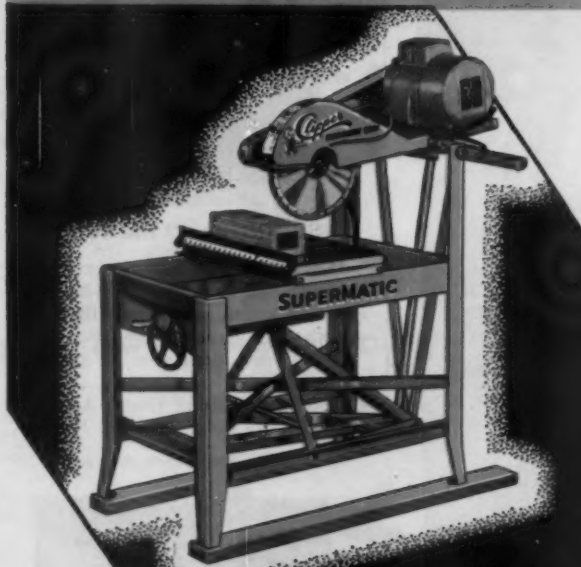


### Hardboard in remodeling

Versatile hardboard helped transform this basement into convenient recreation room. Hardboard, low cost building material, is easy to apply. Provides structural strength, is durable. Comes in several types for varied uses. Simpson Logging Co., Dept. AB, Shelton, Wash.

Circle No. Y39 on reply card, p. 110

**NOW - A MASONRY SAW THAT CUTS ANY SIZE MATERIALS - IT'S THE...**



ADD LEFT AND RIGHT FRAME EXTENSIONS AND YOUR SUPERMATIC QUICKLY BECOMES A DOUBLE OR TRIPLE WIDTH SAW

ALL NEW  
**Clipper**  
*"SAILS RIGHT THRU"*  
**SUPERMATIC**

WITH  
**HI-LO CONTROL WHEEL**  
NO HEAD ANGLE ADJUSTMENTS TO MAKE CUTTING HEAD IS INSTANTLY POSITIONED READY TO CUT AT ANY HEIGHT 0" TO 17"

CUT LENGTHS UP TO 7' OR MORE ON

- SILLS
- COPINGS
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- STONE UNITS
- REFRACTORY SLABS



ADD  
RETRACTABLE WHEELS  
SAW IS EASILY MOVED ANYWHERE AROUND THE JOB!



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Call Your Clipper Factory Trained Representative COLLECT for Immediate Shipment on FREE TRIAL.

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**CLIPPER BLADE**  
FOR EVERY JOB

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you  
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## A COMPLETE SERIES OF QUALITY ROLLING GLASS DOORS

UNCONDITIONALLY GUARANTEED  
FOR TWELVE YEARS!

*Decorator handles and unequaled PermaSatin heavy alumilite finish for gracefulness and eye-appeal. The exclusive AP (All Points) Weatherseal that insulates like a refrigerator door assures year-round climate control.*

Full Freight Allowed on  
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### Vue-Lume Bon Air FIXED-SLIDER SERIES

12 Standard widths from 6' to 24', and 2 standard heights; 6'10" and 8'. In 0X/X0, 0X0, and 0XX0 models.

### Vue-Lume DeVille MULTI-SLIDER SERIES

12 Standard widths from 6' to 24', and 2 standard heights; 6'10" and 8'. Two, three, four or more tracks. POCKET MODELS IN ALL SIZES.

### Vue-Lume El Dorado FOR DUAL GLAZING

6 Standard widths from 6' to 20' in Standard 6'10" height. Special sizes and arrangements as requested. Accommodated 1" insulated glass.

## NEW PRODUCTS . . .



### "Hidden value" tile set

Designed especially for remodeling work . . . Miracle "Thin-Set." Its use in installing ceramic tile saves both time and money. For wall, ceiling and floor tiles, it goes on quickly over dry surface. Miracle Adhesives Corp., Dept. AB, 250 Petit Ave., Bellmore, L.I., N.Y.

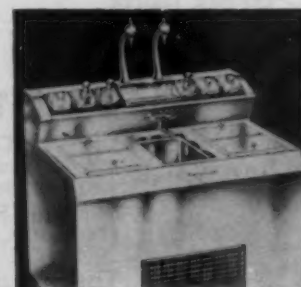
Circle No. Y40 on reply card, p. 110



### Flooring keynotes bath

Striking floor in this remodeled family bath is Corlon flooring. It was laid in a custom "hollow square" design which helps establish room's color scheme. Also creates a feeling of added space. Information from Armstrong Cork Co., Dept. AB, Lancaster, Pa.

Circle No. Y41 on reply card, p. 110



### Fountain is focal point

This home soda fountain can be focal point for family room. Comes as a completely self-contained unit. Has refrigerated carbonator-cooler and compressor built-in. Easy to install. Everfrost Sales, Inc., Dept. AB, 14815 S. Broadway, Gardena, Cal.

Circle No. Y42 on reply card, p. 110



Here are  
**19 REASONS**

why  
**AMF DE WALT**  
speeds your cutting ...  
lowers your costs



**MODEL 6W-1 WITH 10" SAW.** With 1½ hp direct-drive motor, 120/240 voltage change switch. 10" saw blade cuts 3" deep, rips 26" wide, cross-cuts 18" wide on 1" stock. Steel base with welded carrying handles, carries through 30" door. Safety key switch, guard, anti-kickback device. Weighs only 183 lbs.

Use your DeWalt® for framing, concrete forms, interior trim work, special built-ins ... for every cutting need. Join the thousands of builders who have found an AMF DeWalt the *one modern, cost-saving* way to cut and finish lumber, in the shop or on the job.

Larger sizes available

**EASI-BUDGET TERMS**  
**10% DOWN—**  
**2 YEARS TO PAY!**



**FIRST since 1922**



**MODEL MB-F WITH 9" SAW.** Portable, with new ¾ hp direct-drive motor, 120 V. 9" all-purpose saw blade cuts 2½" deep, rips 24" wide, cross-cuts 15" wide on 1" stock. Safety key switch, safety guard, and anti-kickback device. Weighs only 140 lbs.

**The modern, versatile, job-proved DeWalt Power Saw ...**

- 1 Does everything on the job, from framing to finishing.
- 2 Saves as much as 60% in power tool costs.
- 3 Instantly adjusts for any cut you want.
- 4 Gives machine-tool accuracy on all cuts — makes fitting easier, faster, finer.
- 5 Cuts lumber waste ... salvages odd sizes.
- 6 Gives far safer, easier top-side cutting.
- 7 Saves as much as 90% in layout and marking time.
- 8 Reduces worker fatigue — operators like DeWalt's easy handling.
- 9 Has big capacity in either size ... with powerful, compact, direct-drive motor.
- 10 Complete in every way ... sets up instantly on the job.
- 11 Conveniently lightweight ... easily carries to any spot on the job site.
- 12 Gives modern, straight-line materials handling.
- 13 Has quick-set stops for all popular angle cuts.
- 14 Makes possible production-line cutting on the job.
- 15 Does special millwork ... without mill costs.
- 16 Cuts all popular building materials including aluminum.
- 17 Has Underwriters' Laboratories, Inc. and Canadian Standards Association Approval for your extra protection.
- 18 Makes work go faster, more efficiently ... one saw operator keeps a dozen or more carpenters busy nailing.
- 19 Custom-built, direct-drive motor minimizes maintenance.

Send for valuable Free Booklet on Job-Tested Methods for Cutting Building Costs.

**MAIL THE COUPON TODAY**

AMF DeWalt, Division American Machine & Foundry Company  
Dept. AB-807, Lancaster, Pa.  
In Canada: DeWalt Canada Ltd., Guelph, Ontario

Please send me valuable Free 16-page Booklet on Job-Tested Methods for Cutting Building Costs.

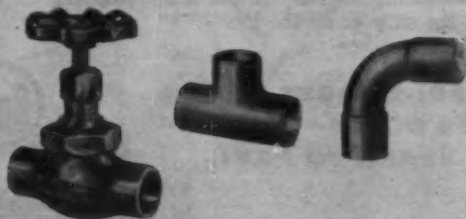
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Company \_\_\_\_\_  
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# USE *Streamline*<sup>®</sup> DWV FOR QUALITY LOW-COST



These two men are preparing a DWV prefabricated assembly for a multiple bath sanitary drainage system. With the variety of fittings available, the use of fittings especially designed for the job saves many joints in the fabrication. The strong, rigid assembly may be placed into position with a minimum number of connections needed to complete the installation. Contractors report DWV copper tube and fittings can be installed in half the time normally required when using cumbersome caulked or threaded piping materials.

IN ADDITION TO A COMPLETE LINE OF DWV TUBE AND FITTINGS, the Mueller Brass Co. also manufactures a wide range of solder-type wrought fittings, cast valves, and K, L and M tube for every piping need . . . always available from better wholesalers everywhere.










# COPPER TUBE AND FITTINGS SANITARY DRAINAGE



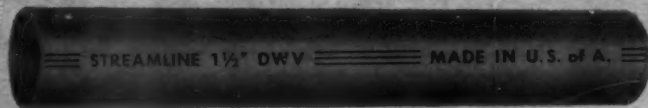
Lifetime copper is recognized as the ideal material for modern piping . . . that's why Streamline DWV copper tube and fittings for sanitary drainage has gained widespread acceptance by architects, building and plumbing contractors everywhere.

Here are just a few of the many ways that DWV tube and fittings can make a better installation at a new, lower cost:

 DWV copper tube and fittings are easy to handle and are far lighter than competitive rustable materials. Lengths up to 20 feet can be easily handled by one man. Fewer joints are needed and every step of installation is quicker, easier, allows more work per man-hour.
  DWV copper tube and fittings are corrosion resistant . . . cannot rust.
  DWV copper tube and fitting joints never leak . . . always form permanently water-tight and gas-tight connections.
  DWV copper tube and fittings have smooth interiors with no internal projections or threads to trap particles and clog the system.
  DWV copper tube and fittings take up less space. 3" stack fits in 2" x 4" wall partition with no furring or buildouts. DWV is also ideal for remodeling.
  DWV copper tube and fittings can be prefabricated in the shop or on the job to cut time and costs to a minimum.
  DWV copper tube and fittings in a drainage system improve the quality of any home or building. Everybody accepts copper as the symbol of permanence and dependability.

## VISIBLE PROOF OF STREAMLINE QUALITY..

All Streamline tube is color coded for your convenience . . . in a flash you can tell size and type, BUT more important, it's your guarantee of quality. Genuine Streamline tube is made to the highest American standards and it never varies. Type "M" is coded Red . . . Type "L", Blue . . . Type "K", Green . . . and DWV is coded Yellow.



≡ **MUELLER BRASS CO.** ≡ **DWV** ≡

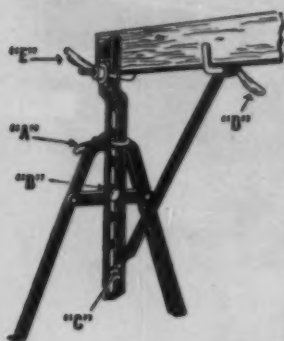
PORT HURON 10, MICHIGAN



# "Trouble Saver" STEEL TRESTLES

LONG LASTING • EASILY PORTABLE • QUICKLY ADJUSTABLE

- Simple, positive, fool-proof
- No tools, no triggers, no gadgets
- 2 jacks make 1 trestle



"Trouble Saver" Trestles adjust easily for length as well as height, can be folded for compact cartage and storage.

WRITE FOR LITERATURE



FOR  
PLASTERERS,  
MASONS,  
PAINTERS,  
DECORATORS,  
MILL WRIGHTS,  
SHEET METAL  
and PLANT WORK

**FAST SET UP** — Insert timber, edgewise, in each jack and tighten bolt "E". Raise diagonal brace to meet timber and tighten bolt "D". To get correct height, do as follows . . .

**QUICK ADJUSTABILITY** — Loosen bolt "A". Raise or lower upright and insert hook "B". Tighten bolt "A". No need to loosen timber. Weight is carried on hook "B" while making adjustments. Since diagonal brace is pivoted "C" to upright no change of brace on timber is needed.

8 sizes available for working heights from 7'4" to 18'.



Long and high



Short and low



Folded

## THE STEEL SCAFFOLDING CO., INC.

UNIONTOWN, PA.

Telephone: Geneva 7-7571

Dept. AB

### Introducing the NEW Economy Framing Anchor that DOES ALL . . .

## TECO du.al.clip®

- Du-Al-Clips are used for all secondary connections with 2" or thicker lumber . . . rafters to plate, joist to headers, studs to sill and many others.
- Du-Al-Clips grip BOTH headers in floor and ceiling framing and BOTH plates in roof anchorage.
- Du-Al-Clips special "Pre-Fit" corner projection speeds installation.
- Du-Al-Clips require no bending . . . one type of anchor with rights and lefts does everything.
- Du-Al-Clips eliminate toe nailing, notching, ledger strips and strap hangers.

Get the FACTS about brand-new Du-Al-Clips. Send for FREE design data booklet and Du-Al-Clip samples.

### TIMBER ENGINEERING COMPANY

1319 18th St., N. W.

Washington 6, D. C.

Please send free Du-Al-Clip booklet and samples. AB-585.

Name \_\_\_\_\_

Firm \_\_\_\_\_

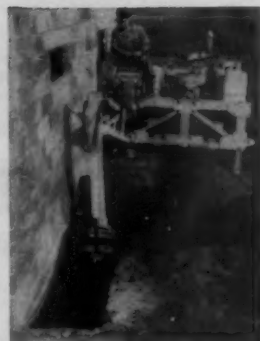
Street \_\_\_\_\_

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



Special nails are included with each carton of anchors.

## NEW PRODUCTS . . .



### Unit digs flush

Flush digging of footings with the Davis 210 Backhoe (in combination with Work Bull 303) saves time. Eliminates costly hand digging. Adaptable backhoe has continuous 200 degree operating arc. Massey-Ferguson Industrial Div., Dept. AB, 1009 S. West St., Wichita, Kan.

Circle No. Y43 on reply card, p. 110



### Add beauty to bathrooms

Moderate cost lavatory-dressing table updates bathrooms. Features wide china vanity top matched with specially-designed cabinet. Top made in one piece with bowl. American-Standard, Dept. AB, 40 W. 40th St., N.Y. 18, N.Y.

Circle No. Y44 on reply card, p. 110



### Plank-beams accent ceiling

For remodeling or a new ceiling . . . this simple plank and beam construction is economical. Exposed beam ceiling above is of Southern Pine. Pine Assoc., Dept. AB, P. O. Box 1170, New Orleans 4, La.

Circle No. Y45 on reply card, p. 110

This is 50 East 79th Street — New York City — a 19-story luxury apartment building adjacent to Central Park, with all 96 kitchens equipped with PREWAY Bilt-In Ranges.

NEW YORK'S

*Newest*

**MOST DISTINCTIVE  
APARTMENT  
BUILDING FEATURES**



AMERICA'S *Finest*  
**MOST DISTINCTIVE  
BUILT-IN RANGE**



Fisher Brothers Have  
Looked Ahead To Be  
Ahead With PREWAY.



Builder and owner of nearly 3,000 apartments, Mr. Zachary Fisher, with his brother associates, is both a pace-maker and trend-setter in the building industry in New York, and Miami.

"In planning the kitchen for these luxury apartments," said Mr. Zachary Fisher, Treasurer of Fisher Brothers, builders and owners, "we had in mind three basic ideas:

1. A built-in range that would accent the clean, modern lines of our kitchen design
2. A built-in range that would perform to the high standard of cooking and baking excellence that our type of tenants would demand
3. A built-in range that would free us from costly and troublesome service calls that would irritate and disturb our tenants

"On our scale of evaluation — and we checked and investigated most carefully — PREWAY scored the highest. Even more, we have already found, as other builders told us we would, that PREWAY Bilt-Ins go-in quickly. They gave us low labor costs in installation."

Here is a message that should prompt you to investigate PREWAY — just as Zachary Fisher and his organization did. Write today for colorful specification bulletins that give you full information on PREWAY Bilt-In ranges, gas and electric; PREWAY Bilt-In refrigerator-freezer; and PREWAY range hoods.

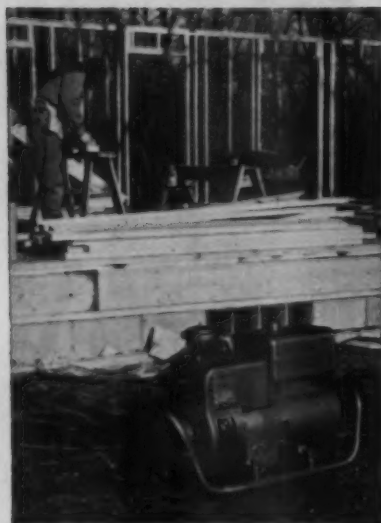


Inc.

8758 Second Street, Wisconsin Rapids, Wisconsin

Since 1917 — Pioneer manufacturer of built-in appliances . . . refrigerator-freezer combinations, gas and electric ovens and surface units, ventilating range hoods.

**Onan**  
ELECTRIC PLANTS  
**ELECTRIC PLANT  
NEWS**



*"With Onan Portable Power . . .  
We set a record for  
framing 50 houses!"*

"We had no utility line within miles of a new development so we bought an Onan 2,500-watt unit," reports a Midwest builder. "With that one Onan keeping two crews busy, we framed 50 houses faster than I thought possible."

An Onan plant gives you plug-in power right from the start for all kinds of power tools. Eliminates delays, hookup charges and long power cords. Onan portable plants combine light weight with 4-cycle dependability and long life. Carrying cradles and 2-wheel dollies available for easy moving on the job.

Gasoline models from 500 to 10,000 watts  
air-cooled . . . up to 150 KW water-cooled.

**New 3KW all-purpose Diesel**



One-cylinder, air-cooled, full Diesel engine. All standard voltages. Lower fuel cost, less maintenance and longer life give you lowest cost portable power. Vee-Flo cooling permits enclosed installations.

ONAN SDRP DIESELS—Higher capacity 5KW  
full Diesel Plants for low-cost power generation.

See your Onan distributor  
or write for information

**D. W. ONAN & SONS INC.**

2526 University Avenue S. E.  
Minneapolis 14, Minnesota

**NEW PRODUCTS . . .**



**Barbecue moves indoors**

Kitchen countertop barbecue is newest kitchen built-in. Has stainless steel top, tight-fitting access door. With Vent-Hood makes deluxe indoor barbecue unit. Designed for new or remodeled kitchens. Majestic Co., Inc., Dept. AB, Huntington, Ind.

Circle No. Y46 on reply card, p. 110



**Wood gives durability**

Easy to install wood surfacing, Furnaflex, offers unusual flexibility. For direct application to plaster, wood, plywood, cement etc. Saves remodeling time. Supplied in 4x8' laminated sheets, matched or random width panels. Wilcox-Woolford Corp., Dept. AB, Spring City, Pa.

Circle No. Y47 on reply card, p. 110



**Cabinets fit any kitchen**

Kitchen cabinets are particularly suitable for remodeling work. Made in 3' modules to fit any kitchen. Of Douglas fir or birch, units can be given a natural finish or enameled in colors. Ready for installation or semi-assembled. Long Bell Div., Dept. AB, Longview, Wash.

Circle No. Y48 on reply card, p. 110

**available  
at last!**

**HOPPY**

**SPLIT  
IMAGE**

**TRANSIT**

*accurate!  
inexpensive!  
simple!*



ONLY **\$6.95** RETAIL

Amazingly accurate  
**LEVEL AND  
INCLINE MEASURE!**  
Easy as a camera to operate!  
One man — ALONE — can do any  
leveling or incline measuring —  
down to a fraction of an inch!

**A THOUSAND USES!**

Carpentry Leveling	Patio & Terracing
Brick Laying	Guttering
Foundation Work	Masonry
Yard Grading	Duct Installation
Irrigation	Contour Plowing
Drainage	ETC.

**OVER 2 YEARS OF EXHAUSTING RESEARCH!  
GUARANTEED PRODUCT SATISFACTION!**

Call your Hardware-Lumber jobber TODAY.

Another Quality Product by **HOPPY**  
**HOPKINS MANUFACTURING CORP.**  
Emporia, Kansas



# NOW FOLLANSBEE TERNE GIVES ROOFING AN EXCITING NEW DIMENSION

FOLLANSBEE seamless TERNE HAS UNUSUAL  
VERSATILITY FOR THE CREATIVE ARCHITECT

It can be formed into many contemporary designs

It can be custom colored

It affords permanent protection

It is safe

It is easy to install

It is economical

**WHAT IS FOLLANSBEE TERNE?**

As a word, terne means three. As a metal, Follansbee TERNE is the combination of three metals—steel, lead and tin. More properly, it is copper-bearing cold-rolled strip steel with a lead-tin coating. The coating is an alloy of 4 parts lead to one part tin. This makes TERNE's surface perfect for painting and soldering. Since TERNE is basically steel, its coefficient of expansion is lower than any other roofing metal; it is fire-proof, weathertight, windproof, and will last more than a lifetime.

**You can form it—and it will never crack**

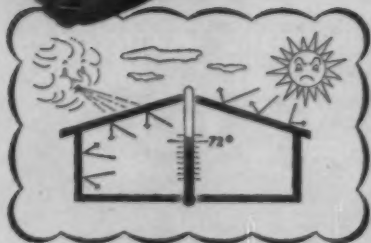
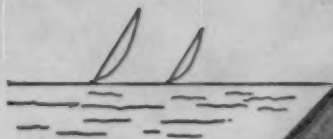
**You can paint it immediately—  
no special treatment is needed**

**FOLLANSBEE**

STEEL CORPORATION  
FOLLANSBEE, WEST VIRGINIA

**SEND TODAY FOR ADDITIONAL INFORMATION & YOUR FREE COPY OF STANDARD SPECIFICATIONS FOR FOLLANSBEE SEAMLESS TERNE ROOFING**

# THE COATING IS MOST IMPORTANT



Prevent household sunburn and frostbite with

**\*REFLECT-O-RAY**

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

the escape of winter's household heat. No stopped-up circulation either, for REFLECT-O-RAY just breathes continuously to prevent any damaging condensation build-up. Stop playing havoc with home owners' comfort — Install insulations faced with climate soothing REFLECT-O-RAY, so he'll live indoors contentedly. Ask your dealer for the brand names trade-marked below.

\*REFLECTIVE "BREATHER" SHEET FACING

FOR INSULATION BLANKETS AND BATTS UTILIZING  
ON THESE AND OTHER FAMOUS BRAND INSULATIONS:



REFLECT-O-RAY is an Aluminum Pigmented product of  
**THE APPLETON COATED PAPER COMPANY**  
APPLETON, WISCONSIN

## NEW PRODUCTS . . .



### Add window styling

This aluminum bay window puts a new look on an old house. New styling of the bay window offers the merits of a picture window and a bay window combined. Is strong and weathertight with panes of insulating glass. Many sizes. Maco Corp., Dept. AB, Huntington, Ind.

Circle No. Y49 on reply card, p. 110



### Panels thick, yet workable

New 3/4" thick panels are well suited for inexpensive remodeling. Lend added strength and support to walls. Highly workable, panels can be easily fitted around doors and windows. Forest Fiber Products Co., Dept. AB, P. O. Box 68, Forest Grove, Ore.

Circle No. Y50 on reply card, p. 110



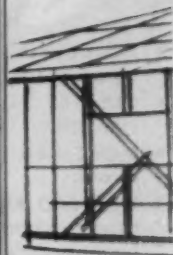
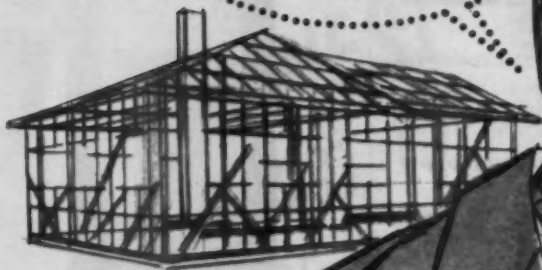
### Adds color to room

Remodeled dining room has wood paneled walls of Sherwood Green Samara. Inexpensive African hardwood comes in nine decorator shades. Color styling of paneling offers many remodeling possibilities. U. S. Plywood Corp., Dept. AB, 55 W. 44th St., N. Y. 36, N.Y.

Circle No. Y51 on reply card, p. 110



*Builders, remodelers  
cut labor, save time*



with **FOAMFLEX®**  
**DOORSTRIP**



*Patent Pending*

**VINYL FOAM BONDED TO WOOD 1/4" x 5/8"**  
**CLEAR BEVELED MOLDING**

Pre-cut lengths speed installation, cut labor costs, eliminate waste; installs in just minutes with saw, hammer and nails. Just cut to size and nail. No unsightly metal parts. Foamflex becomes an attractive part of any door frame or casement window.

Foamflex is completely airtight, waterproof, weatherproof. Silences closing doors, makes air conditioning more efficient. Will not absorb moisture—will not freeze. Stays flexible at 50 below zero. Can be painted over without hardening. Molds to warped and uneven surfaces.

Packaged in two 7' lengths and one 3' length, plus package of nails. This unequaled weathertight seal, amazingly simple and practical as it is, *sells for much less than ordinary door seals!*

**JW Mortell**  
COMPANY

Since 1895 Technical Coatings For Home and Industry  
DETROIT, MICHIGAN • KANKAKEE, ILLINOIS • LYNDBURST, NEW JERSEY  
Available at your hardware or building supply dealer.



WHY YOU SHOULD RECOMMEND

**HEATFORM**

WARM AIR-CIRCULATING FIREPLACE UNIT

**HEATFORM'S EXCLUSIVE ADVANTAGES:**

- **ACCOMMODATES ANY ARCHITECTURAL DESIGN.** Only heat circulating fireplace unit available in four models.
- **GREATER DURABILITY.** Ribbed reinforced boiler plate firebox for more strength and better appearance.
- **MORE HEATING SURFACE.** Air chambers surround firebox and upper throat.
- **NO DEAD AIR POCKETS.** Multiple air passages connect lower and upper heating chambers to assure greater circulation and contact of air to all heating surface.
- **NOTHING TO RUST OUT.** All metal beneath chimney sealed with masonry.
- **LARGER AIR INLET AND OUTLET CAPACITY** for maximum heat circulation.
- **WIDER CHOICE OF WARM AIR OUTLET LOCATION.**



HEATFORM MODEL "A" for single opening fireplaces.



HEATFORM MODEL "S" for corner fireplace with front and either side open. MODEL "M" (not shown) with front and two sides open.



HEATFORM MODEL "D" for fireplace opening through between and serving two rooms.

**SPECIFY YOUR BUILDING PROFESSION OR TRADE and WRITE TODAY** for  $\frac{3}{4}$ "=1' scale construction detail on all models and sizes of **HEATFORM** and **HI-FORM DAMPER** fireplaces.

**SUPERIOR FIREPLACE COMPANY**

Dept. AB  
4325 Artesia Avenue  
Fullerton, California

Dept. AB  
601 North Point Road  
Baltimore, Maryland

**NEW PRODUCTS . . .**



**Opener is automatic**

Built-in can opener features completely automatic operation. It lifts off severed lid and returns can to hand at the push of a button. Appliance comes in choice of white or gold. Hunter Div., Robbins & Myers, Dept. AB, 2500 Frisco Ave., Memphis, Tenn.

Circle No. Y52 on reply card, p. 110



**Heating-a/c is "out in open"**

Contemporary styling of the modern heating-cooling unit fits neatly into any room. Unit's slim styling conserves valuable floor space. Features quiet, smooth-controlled operation. Perfection Industries, Dept. AB, 1135 Ivanhoe Rd., Cleveland 10, Ohio.

Circle No. Y53 on reply card, p. 110

**Gives clean roof line**

Eave fascia strip diffuses water flowing off roof, also provides clean finish line. Substitutes for unsightly rain-carrying equipment. Aluminum fascia strip comes punched or unpunched in 10' lengths. Alcoa, Dept. AB, 1501 Alcoa Bldg., Pittsburgh 19, Pa.

Circle No. Y54 on reply card, p. 110

**AMERICAN BUILDER**

**NEWEST  
BOOST TO  
HOME SALES**

**TRADE-WIND**

The **CAMBRIDGE**  
Hammered Copper

## **SPACE SAVER VENTILATING HOODS**

**USES NO CABINET SPACE**

**FINEST FINISHES** for newer elegance

**CERTIFIED PERFORMANCE** for guaranteed efficiency

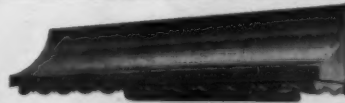
**UNIQUE DESIGN** . . . trend-setting style for custom appearance

**3 HOOD STYLES** for choice of decor

*Again — Trade-Wind sets the fashion with its smart new line. Here is fresh, new styling and even greater performance at modest cost.*



The **SHEFFIELD** — Genuine Stainless Steel



The **CONCORD** — Antique Copper

Ask your wholesaler or write us for complete information

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

# Newest guide for home buyers—the



©REG. PENDING

You'll get more news to help you Live Better Electrically on these popular TV shows:  
 Westinghouse-Desilu Playhouse (beginning Oct. 6)—CBS Network—Monday—10 P.M. (N.Y.T.).  
 General Electric Theater—CBS Network—Sunday—9 P.M. (N.Y.T.).  
 Whirlpool—Fisher, Gobel, and Como shows and "Matinee Theater"—NBC Network



## YOU GET WONDERFUL FEATURES



**ELECTRIC APPLIANCES.** Mrs. Stanley Johnson, Arlington Heights, Ill.: "I just love our Medallion home—especially the kitchen. All these electric appliances that came with it—like this wall oven—sure make my job much easier. And my husband says they're easier to buy this way, because we pay for them on the mortgage."



**LIGHT FOR LIVING.** Mr. and Mrs. Charles R. McCarty, Greensboro, N. C.: "We never knew you could do so many beautiful things with lighting until we bought a Medallion home. Valance lighting, for example, makes our living-room furniture and drapes look wonderful—at the same time gives our son a well-lighted place to practice the piano."

# Live Better Electrically MEDALLION

This new Medallion assures you a home has been inspected by the local electric utility...meets modern standards for wiring, appliances and lighting. Look for the Medallion. It means a wonderful new way of life for you and your family!

What Sterling is to silver... that's what this Medallion is to a new house! It's the new national symbol of the finest in electrical living. Let these three top TV stars, speaking here for the electrical industry, tell how you save trouble, time, and money by choosing a home that wears the Live Better Electrically Medallion.

**BETTY:** In a Medallion home, you start right off with a modern electric range plus at least 3 additional major appliances, maybe more. They're installed, ready to go to work the day you move in! Appliances are easier to pay for this way.

**RONNIE:** The lighting in every Medallion home is specially planned, too. It provides better light for better sight, plus new beauty

for your home. You also get full Housepower. This means enough power, wiring, circuits, switches, and outlets to handle all the appliances you want to use.

**FRAN:** You'll be glad all your life you bought a Medallion home. Read below what a few of the thousands of new Medallion home owners think of them. Then go see the Medallion homes in your neighborhood. Your electric utility will tell you where they are.

### New Ideas for Better Living

The new Medallion is backed up by home builders, electric utilities, and electrical manufacturers (Frigidaire, General Electric, Hotpoint, Kelvinator, Thermador, Westinghouse, Whirlpool, and others). This year, utilities will award Medallions to 100,000 new homes—in every style and price across the country. You'll see lots of new ideas in the Medallion homes on display now!



LIKE THESE IN



**FULL HOUSEPOWER.** Mrs. Nick Piscopiello, Meriden, Conn.: "One of the things I like most in my Medallion home is all the handy outlets. I can plug in my portable cooking appliances wherever I want and use them—even with the washer going—without ever blowing a fuse. And I can cook a meal anywhere in the house—and outdoors, too."

## To the Builder...

Your prospects will see this ad in The Saturday Evening Post and Better Homes and Gardens... plus powerful news announcements on 3 leading network TV shows during National Home Week!

More than 100,000 Medallion Home starts are scheduled this year by builders who recognize the tremendous merchandising opportunities of this program.

The homes you build—even those now under way—can qualify for the Medallion without expensive changes. Find out how—see your local electric utility, today.

**ELECTRIC HEATING.** Many Medallion homes feature electric heating too. These are awarded a special Gold Medallion. The all-electric heat pump, shown here in the home of Mr. and Mrs. William Isaac of Beverly Hills, California, provides year-round comfort from a single unit which automatically heats or cools as the weather requires.

Can a leopard change  
**his spots?**



**yes** . . . easier than  
rust spots caused  
by ordinary nails  
can be changed



ORDINARY NAILS—  
rust and cheapen the  
appearance of any  
home—causing ex-  
pensive premature re-  
painting.

**nichols**  
NEVER-STEIN

**ALUMINUM NAILS**



Rustproof—Strong  
—Economical  
**LAST INDEFINITELY**

- Designed to com-  
ply with FHA  
requirements
- Strong tempered  
aluminum alloy

There is a Nichols "Never-Stain" Alu-  
minum Alloy Nail for every application  
where the elimination of rust streaks  
and stains is desirable—over 50 dif-  
ferent types and sizes.

**nichols**  
**WIRE & ALUMINUM CO.**  
DAVENPORT, IOWA

**CATALOGS . . .**

**SASHLESS WINDOWS** are fully illus-  
trated in literature from Pierson.  
Details one of the most modern  
ideas in windows, the picture win-  
dow that opens. Gives assembly  
instructions on various models plus  
sizes and specifications. Ernest  
Pierson Co., Dept. AB, 4100 Broad-  
way, Eureka, Cal.

Circle No. Y35 on reply card, p. 110

**BATH ACCESSORIES** in matching  
design are illustrated in catalog  
sheets. Suggested for the extra or  
remodeled bath. Shown are modern  
styled soap dish, towel rings, glass  
holder in amorized chrome-12 fin-  
ish. Information on complete line.  
Autoyre Co., Dept. AB, 221 N.  
LaSalle St., Chicago 1, Ill.

Circle No. Y56 on reply card, p. 110

**GLIDING DOOR HARDWARE** de-  
scribed in extensive 31-page cata-  
log. Free-moving hardware is  
sound-conditioned for quiet opera-  
tion. Finder chart shows types of  
installations, specifications and  
hardware suited for each job. Lists  
accessories. Shows installations.  
Kennatrack Corp., Dept. AB, Elk-  
hart, Ind.

Circle No. Y57 on reply card, p. 110

**EXTERIOR FINISHES** brochure aids  
builders in selecting finish types for  
home improvement projects. Dis-  
cusses paints, bleaches, stains, and  
clear finishes. Gives tips on applica-  
tions and maintenance. California  
Redwood Assn., Dept. AB, 576  
Sacramento St., San Francisco 11,  
Cal.

Circle No. Y58 on reply card, p. 110

**SLIMLINE REFRIGERATORS** neatly fit  
into remodeling plans for the com-  
pact kitchen. Full color brochure  
depicts built-ins which fit flush with  
walls and cabinets. Charts various  
models and gives specifications and  
construction data. Admiral Corp.,  
Dept. AB, 3800 Cortland St., Chi-  
cago 47, Ill.

Circle No. Y59 on reply card, p. 110

**PLASTERING LITERATURE** fully de-  
scribes perlite gypsum plaster. For  
builders and contractors. This well-  
illustrated brochure includes com-  
plete specifications. Tables provide  
mix proportions, insulation and  
sound reduction values. Perlite  
Institute, Dept. AB, 45 W. 45th  
St., N.Y. 36, N.Y.

Circle No. Y60 on reply card, p. 110

**GROWTH MATERIAL  
FOR A  
GROWTH INDUSTRY**

**Durethene**<sup>®</sup>  
**POLYETHYLENE FILM**

**protects crawl space  
from  
moisture penetration**



In basements, the simple, low-  
cost way to protect crawl space is to spread  
DURETHENE polyethylene film on the ground  
and then cover it with a heavy layer of dirt.  
This provides a permanent moisture barrier  
and prevents serious dry-rot damage to  
plates, sills, joists and sub-flooring.

DURETHENE film offers permanent protec-  
tion because it is completely unaffected by  
normal temperature or sudden temperature  
changes. It's flexible, handles easily, ages  
well and won't crack or break. Besides being  
water-resistant and rot-proof, DURETHENE  
polyethylene film also resists tearing, punc-  
turing and rough handling.

This amazing material has an endless num-  
ber of uses: as a sidewall moisture barrier,  
for curing concrete, for machinery and mat-  
erial protection, and for flashing around win-  
dows, doors and foundations. DURETHENE  
film is light in weight—1,000 square feet of  
4 mil film weighs less than 20 pounds—and  
it's available in widths up to 40 feet, 100 feet  
long in black or clear. Four mil DURETHENE  
film meets FHA requirements.

For more information on DURETHENE  
polyethylene film, write to Koppers Com-  
pany, Inc., Plastics Division, Durethene  
Dept. AB-78, Pittsburgh 19, Pennsylvania.



**Durethene**  
**POLYETHYLENE  
FILM**

**AMERICAN BUILDER**

# PLUS VALUES

that excite sales

Fashion right and styled for today's quality-conscious market, ALWINTITE sliding glass doors add glamour and excitement to any house. Most important are the many PLUS VALUES you get with dependable ALWINTITE—precision workmanship, attractive luster-dip finish, trouble-free operation, weathertight seal, strong sturdy hardware and locks. ALWINTITE products are backed by General Bronze, world leader in aluminum windows. Factory-trained specialists and dependable distributor organizations serve you in any area. Write or wire for details.



GOWN: OLEG CASSINI  
CAR: MERCEDES-BENZ

**ALWINTITE**  
by **GENERAL BRONZE**  
GARDEN CITY, N.Y.

ALUMINUM WINDOWS SLIDING DOORS



Harris' patented demolition bucket makes short work of this wrecking job.



## "Our Yellow Pages ad keeps new customers phoning in"

says J. HENRY HARRIS, EXCAVATING CONTRACTOR, Berkeley, Calif.


**DEMOLITION**

FAST ECONOMICAL

FROM THIS... IN TEN DAYS... TO THIS

A NEW METHOD APPLIED TO OLD BUILDINGS



**J. HENRY HARRIS**  
CONTRACTOR  
Telephone 3-7165

ALL TYPES OF STRUCTURE & BUSINESS  
FRAMES, CONCRETE, OR BRICK - SINGLE UNITS OR GROUPS  
NO REPAIR YARD

2427-4211 DL. CITY 10

THIS 1/4-PAGE DISPLAY AD, shown reduced, and a listing in the Yellow Pages, bring a steady stream of calls for Harris' services.

"Practically all my business comes in by phone. And experience has shown me there's no better way to build telephone business than the Yellow Pages. Some of my best demolition jobs were landed directly through my advertising in the classified directory."

Customer-wise contractors know that the classified directory is a profitable advertising medium for building local business. For full information call your telephone business office. Do it soon!

## CATALOGS . . .

**TILTING PICTURE WINDOWS** are introduced in new illustrated catalog. Tilt/View windows can be raised, lowered or tilted inward. Provide controlled ventilation and are easier to clean. Information given on installation for new or remodeled homes. Brown-Graves Co., Dept. AB, 191 E. Miller St., Akron 7, Ohio.

Circle No. Y61 on reply card, p. 110

**BUILDER'S BROCHURE** tells how to use special wire tacker for a radiant heat installation. Illustrates how simply radiant heat cable can be stapled to ceiling before plaster is applied. Information on complete line of time-saving tools. Fastener Corp., Dept. AB, 860 Fletcher St., Chicago 14, Ill.

Circle No. Y62 on reply card, p. 110

**DOOR TRACK PRODUCTS** can be assembled on doors prior to hanging. Described here in a catalog sheet. This folding door hardware eliminates problem of "door sag". Suited for a variety of remodeling projects. Technical data given. Washington Steel Products, Inc., Dept. AB, Tacoma 2, Wash.

Circle No. Y63 on reply card, p. 110

**INSULATION INFORMATION** is given in an illustrated brochure from Zonolite. Describes vermiculite for attic insulation and glass fiber insulation recommended for vertical spaces. Lists advantages and gives detailed application information. Zonolite Co., Dept. AB, 135 S. La-Salle St., Chicago 3, Ill.

Circle No. Y64 on reply card, p. 110

**102 IDEAS** for kitchen planning are presented in colorful book from Republic Steel. Sketches four basic kitchen layouts, the I, L, U, and H shapes. Gives do's and don'ts for placing appliances. All keyed to remodeling kitchens. Republic Steel Corp., Dept. AB, Canton 5, Ohio.

Circle No. Y65 on reply card, p. 110

**ELECTRICAL PROTECTION** with Unit Breakers is explained in 16-page illustrated booklet. "Goodbye to Fuses" tells story of low-cost circuit protection. Is easily, inexpensively installed. Booklet details exact operation. Cutler-Hammer, Inc., Dept. AB, 315 N. 12th St., Milwaukee 1, Wisc.

Circle No. Y66 on reply card, p. 110



# NOW... color and decoration uniform all through



## A triumph of electronic automation

This great new tile is made on an entirely new, ultra-modern production line controlled throughout by a tremendous electronic master-board especially designed for Gold Seal by GE automation experts. This means such absolutely accurate control that an entirely new standard of precision and uniformity is achieved in color, size, texture, gauge and strength . . . with maximum dirt resistance and gloss.



### SPECIFICATIONS

- ASPHALT**—Size: 9" x 9" and 12" x 12"—Gauges:  $\frac{1}{8}$ " and  $\frac{3}{16}$ "—Colors: 17
- VINYLBEST**—Size: 9" x 9"—Gauge and Color:  $\frac{1}{8}$ "—15 Colors;  $\frac{1}{16}$ "—13 Colors
- APPLICATION**—On, Above and Below Grade

## Gold Seal® ends pattern wear in Vinyl Asbestos and Asphalt Tile flooring!

The tile photographed above reveals, by a special test, the most important improvement in this type of flooring since the invention of vinyl asbestos itself. A portion has been "peeled" up to show the center, proving that THE STRIATION IS JUST AS STRONG THROUGHOUT (RIGHT TO THE BOTTOM) AS AT THE TOP!

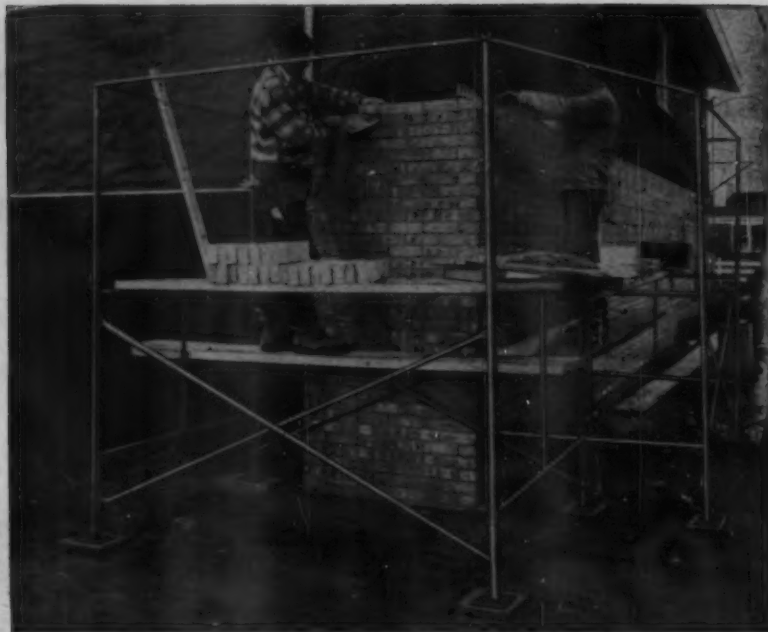
This means that when you install Gold Seal's sensational new Asphalt and Vinylbest Tile, with FEATHERVEINING Thru and Thru, your floor will never develop any areas where the pattern has been worn off—as in traffic lanes and near doors—nor show pattern differences from area to area.

No matter how far you wear down this new Gold Seal tile, the intensity and distribution of the pattern never varies—can't be worn off!

And this is all guaranteed by the famous Gold Seal warranty—"Satisfaction guaranteed or your money back."

There is no extra cost for this new, tremendously better Gold Seal tile.

Write to Architect's Service Bureau, Congoleum-Nairn Inc., Kearny, N. J. for technical data and samples of Gold Seal Asphalt and Vinylbest Tile with FEATHERVEINING.



Low-Cost Steel Scaffolding Fits All Light Duty Needs

## Light but Sturdy Scaffold Saves Time Everywhere

### 4-BY-4 Scaffold Advantages:

- ★ Frames made from high-carbon structural steel tubing — assembled by master welders — treated with rust-inhibiting enamel, inside and out.
- ★ Frames are rigid and strong — yet light and balanced for easy handling, transporting and storage.
- ★ Horizontal planking supports every 16 in. permit waist-level material platforms.
- ★ All frames have a built-in ladder.
- ★ Scaffolds can be used safely at heights to five stories.

**SAFWAY 4-BY-4 STEEL FRAMES EASIER TO HANDLE AT JOB, ON TRUCK AND IN YARD**  
**YOU SAVE TIME—save money—every time you handle Safway 4-BY-4 steel scaffolding!**

In your yard and on the truck, these light four-ft. square frames permit easy one-man handling and compact storage. On the job, they are easily passed up to any level and assembled in place.

Safway 4-BY-4 scaffolding is made from high-carbon structural steel tubing—nature's strongest form—and rigidly welded. Rated capacity is 50 lbs. per sq. ft., with a liberal safety factor. 4-BY-4 is recommended for work up to five stories high.

Multiple planking levels spaced 16 in. apart provide working and material platforms wherever you need them—make it easy to follow brick or block walls as work progresses.

Even on the smallest jobs, Safway 4-BY-4 pays off through faster scaffold erection, minimized worker fatigue and better craftsmanship. *4-BY-4 is priced so low it makes wood scaffolding obsolete!*

### GET COMPLETE DETAILS!

No matter what type of job you are taking on, call your nearby Safway office for scaffold planning and erection service. Ample local stocks available for sale or rental. And write today for free BULLETIN 67 to . . .



• RENTED and  
 • SOLD by  
 distributors  
 everywhere

# SAFWAY

STEEL PRODUCTS, INC.

4221 W. State St., Milwaukee 13, Wis.

## CATALOGS . . .

**COPPER TUBING** for remodeling and new installation. Described here in a 22-page bulletin. Points out economy in handling and installation of copper tubing. Step-by-step illustrations, complete data on choosing proper fittings. Chase Brass & Copper Co., Dept. AB, Waterbury 20, Conn.

Circle No. Y67 on reply card, p. 110

**A HOW-TO FLOOR BOOK** is available from Sloan-Delaware. Tells how to install tile flooring in most economical way. This 30-page catalog suggests how to choose tile colors and design to suit individual rooms. Gives 21 pattern ideas; suggestions for designing. Sloan-Delaware, Dept. AB, Trenton, N.J.

Circle No. Y68 on reply card, p. 110

**PAINT-ON FINISH** goes right on over old paint and varnish. Eliminates process of removing the old finish. Surface is washed and wood-grain finish is painted on. Suggested for refinishing plywood, paneling, cabinets etc. Frost Paint & Oil Corp., Dept. AB, 1209 N.E. Tyler, Minneapolis 13, Minn.

Circle No. Y69 on reply card, p. 110

**NEW CORK BRICK** for interior remodeling is presented in 4-page brochure. This wall material is lightweight, easy to apply, yet has true brick texture. Can be applied to all types of walls. Brochure illustrates applications. Gives specifications. Dodge Cork Co., Dept. AB, Lancaster, Pa.

Circle No. Y70 on reply card, p. 110

**ADAPTABLE OVENS** are time-savers for remodelers. Easy-to-install, built-in ovens can be adapted to all types of modern home designs. Colorful brochure describes variety of Martha Washington ovens and surface units available. Lists sizes. Gray & Dudley Co., Dept. AB, 2300 Clifton Rd. Nashville, Tenn.

Circle No. Y71 on reply card, p. 110

**MODERNIZE THE KITCHEN** to provide luxury of convenience and styling . . . suggests Hardwick booklet. Shows how to install newly-designed automatic built-in gas ranges. Detailed specifications and installation instructions given for various models. Hardwick Stove Co., Dept. AB, Cleveland, Tenn.

Circle No. Y72 on reply card, p. 110



**B.F. Goodrich**

## Great start for a sale...Vinyl and Rubber combined in 1 Magic Tile!

Prospects will be closer to being buyers when they glimpse dazzling B. F. Goodrich "Agatine." It shows immediately that you use the very finest materials in the houses you build and sell. This great new tile is both vinyl and rubber . . . combining the resilience and comfort of rubber, the easy cleaning of vinyl (a damp mop makes it sparkle!). Tiny flecks of color are blended into a design that goes clear through—outlasts the house. Grease and household stains wipe off without damage. 9" x 9" tiles in  $\frac{1}{8}$ " or 80 gage for on or above grade. For more information, write The B. F. Goodrich Company, Flooring Products, Watertown 72, Mass., Dept. AB-7.

"Agatine"

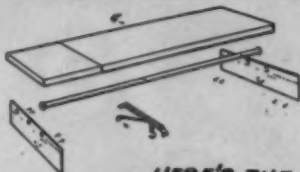
FLOOR TILE  
(made with vinyl)

**B.F. Goodrich**  
Flooring Products

## Building Tips from helpful Charley



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PREFABRICATED  
CLOTHES CLOSET  
SHELF, POLE  
AND HOOK STRIPS



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X-PANDA CLOTHES CLOSET SET  
PACKAGE. ADJUSTABLE FOR  
ANY SIZE CLOSET



INSTALL X-PANDA HOOK STRIP,  
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FINISHES...  
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AND  
WALL SHELVES



\*X-PANDA SHELF is the Trade Mark of Home Comfort Mfg. Co.

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Maginniss vibratory compaction assures uniform density of sub-base... eliminates voids... prevents loss of mortar... reduces concrete required up to 6%! And, compacted sub-base stops slab settling and cracking... eliminates expensive call-backs for repairs.

Find out how Maginniss Powr-Factors will cut concrete, labor and call-back costs on all your jobs. See your Maginniss distributor today! Maginniss Power Tool Company, 154 Distl Avenue, Mansfield, Ohio.

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MODEL PP-18 POWR-FACTOR.  
Up to 7,000 vpm, 4,000 lbs.  
adjustable force, gasoline powered.

AA-1022

## CATALOGS...

**FLOORING BOOKLET** describes hardwood flooring in detail. Suited to remodeling, BondWood parquet block is designed for installation over properly insulated concrete slabs or wood subfloors. It's square-edged, with  $\frac{3}{16}$ " wearing surface. Comes unfinished. Harris Mfg. Co., Dept. AB, Johnson City, Tenn.

Circle No. Y73 on reply card, p. 110

**KITCHEN IMAGINATION**, title of a 27-page plan book from Hotpoint. Illustrates the wide range of design possible with modern built-ins. Booklet will aid the kitchen remodeler in planning. Shows both traditional and contemporary kitchens. Hotpoint Co., Dept. AB, 5600 W. Taylor St., Chicago 44, Ill.

Circle No. Y74 on reply card, p. 110

**PANELING IDEAS** for remodeling are offered in full color brochure. Includes time-saving installation instructions for this plastic-finish wall and ceiling paneling. Shows many solid and patterned varieties. Gives sizes. Marsh Wall Products, Inc., Dept. AB, Dover, Ohio.

Circle No. Y75 on reply card, p. 110

**1958 TILE WORKBOOK** offers 40 pages of information covering ceramic tile. Index page is a handy tile selector. Shows types of tile and appropriate applications, both interior and exterior. Illustrates wide range of tile colors. Charts trim shapes and accessories. Mosaic Tile Co., Dept. AB, Zanesville, Ohio

Circle No. Y76 on reply card, p. 110

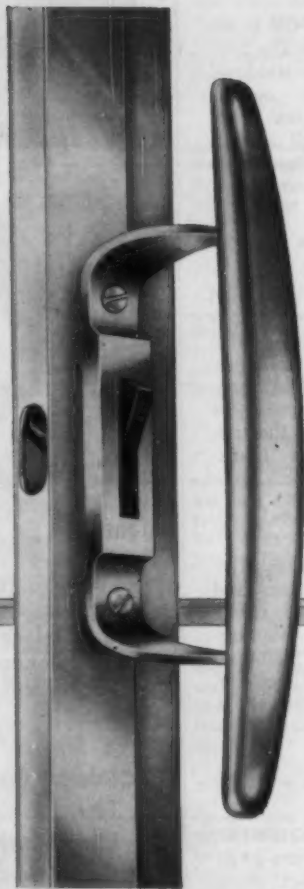
**FUTURE STYLING** for the kitchen is illustrated in a 23-page catalog from Frigidaire. Shows complete line of free-standing and built-in products. Presents ideas for remodeling which will up-date old kitchens. Gives features, sizes of models. Frigidaire, Div. of General Motors, Dept. AB, Dayton, Ohio.

Circle No. Y77 on reply card, p. 110

**STEP-BY-STEP DETAILS** for installing hardware for Bi-Fold doors available. Describes easy, fast installation for 4- and 2-panel doors. Hardware is adjustable for accurate door alignment, needs no bottom guide track. Assures full access to closet. Stanley Hardware, Dept. AB, New Britain, Conn.

Circle No. Y78 on reply card, p. 110

Did you say  
**Hardware?**



**Capri**  
**CADET**

**ALL ALUMINUM SLIDING GLASS DOORS**

*Write for complete details on the  
profit making Capri CADET and  
the beautiful new "CROWN" handle.*

**Yes—  
we said  
hardware!**

**the most  
luxurious  
sliding glass  
door hardware  
in the nation.**



Hardware hardly seems the right name for this glamorous new "Crown" handle designed by specialists for the Capri CADET Sliding Glass Door. With this lovely satin-chrome handle, the Capri CADET is the most beautiful and the finest operating sliding door in its price class . . . anywhere. Here is a door which will *sell itself* to builders of all types of homes, from the smallest tract home to the custom deluxe. The Capri CADET is a low-cost sliding glass door with beauty and features present only in doors selling for much more. Completely water-tight . . . all aluminum with smooth alumilite finish . . . unhandled outside sliding units . . . and *the most luxurious hardware in the nation.*

**T. V. WALKER & SON, INC.** • 217 N. Lake St. • Burbank, Calif.  
Dept. AB-78

Please send information on the Capri CADET

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COMPANY \_\_\_\_\_

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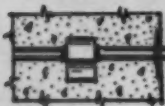
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

# How to Build Better Walls

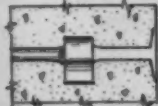
It's easy . . . use Sure-Grip concrete accessories.

When you use Sure-Grip Snap-In form ties, your walls line up better, don't leak at tie points and are easier to point. They look better too, because there aren't any big, loose cone patches staring you in the eye.

Sure-Grip's patented Snap-In tie which has special flat pieces or clevises fastened to the rod does the job. These clevises keep the tie from turning and breaking the bond with the concrete. Result . . . no leaking, positive snapping and a lot of time saved. Try Sure-Grip Snap-In form ties on your next job and see how much better they are than other ties or twisted wire.



Flat clevises keep tie from turning and breaking bond with concrete. Tie always breaks at proper point.



Special coating on rod between clevises and spreaders prevents bonding to concrete. 1/2 turn snaps off rod.

## Sure-Grip Anchors & Anchor Slot

. . . the surest and fastest way to fasten brick, stone, tile or terra cotta to concrete walls, columns and beams. Just nail the anchor slot to the forms. The patented double nailing feature supports the sides of the slot and keeps them from caving in when pouring. You don't have to grind anchors to make them fit. Sure-Grip anchor slot is made from rust resisting material; galvanized steel, Zinaloy, copper, etc., and is available in lengths from 6" to 10" either with or without the slot filler.



We also make a full line of stone, brick and furring anchors for every application.

**FREE** — Mail the coupon below for our 48 page catalog of concrete accessories and your nearest Sure-Grip dealer's name.

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Without obligation, send me your free 48 page catalog and the name of my nearest Sure-Grip dealer.

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Street \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

## CATALOGS . . .

**USES OF POWER SAWS** to speed remodeling work are sketched in brochure. Versatile electric power saw is safe and easy to handle. Does the work of a rip, jig and band saw. Makes all type cuts. Information from Wen Products, Inc., Dept. AB, 5804 Northwest Highway, Chicago 31, Ill.

Circle No. Y79 on reply card, p. 110

**CONTROLLED CIRCULATION** is one of many features cited in the catalog sheet on bow-bay windows. Has hopper vents for indirect ventilation. Catalog gives stock sizes and layouts as well as construction details. For reference in remodeling jobs. Woodco Corp., Dept. AB, North Bergen, N.J.

Circle No. Y80 on reply card, p. 110

**PLANNING KITCHENS** is discussed in handy brochure on built-in ranges, ovens and surface units. Sketches one-piece oven installation that goes in in minutes. Illustrated, in color, mix-or-match appliances and counter tops. General Electric, Dept. AB, Appliance Park, Louisville, Ky.

Circle No. Y81 on reply card, p. 110

**TILE CHARTS** show types, descriptions and uses of both glazed and unglazed tile. This 31-page, colorfully illustrated catalog shows numerous applications of tile, plain and patterned, on walls and ceilings. Gives colors and structural details. American Olean Tile Co., Dept. AB, Lansdale, Pa.

Circle No. Y82 on reply card, p. 110

**HINTS ON HOME IMPROVEMENT** for interiors and exteriors are given in new stone finish booklet. Man-made stone, Bondstone, is economical, can be used over any surface. Brochure illustrates use as trim, for walls, fireplaces, etc. Emco Cement Products, Inc., Dept. AB, Birdsboro, Pa.

Circle No. Y83 on reply card, p. 110

**BOLTED GLASS BLOCKS** form beautiful, functional interior panels. How to apply is described and illustrated. Blocks are held together by plastic rosette-nuts and aluminum rods. Need no mortaring. Blocks come in 3 designs in 8", 12". Kimble Glass Co., Dept. AB, P. O. Box 1035, Toledo, Ohio.

Circle No. Y84 on reply card, p. 110

## SOCKET SNEAKING



## OUTLET ACROBATICS



Millions of people are being told\* that these "evils" never occur in homes that are Plugmold-ed. Give your homes the hallmark of extraordinary convenience—put in Plugmold and watch your closings soar.

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# THROUGHOUT THE HOUSE FOR DOORS, DRAWERS, WINDOWS—GRANT SLIDING HARDWARE



SLIDING DOOR HARDWARE

**1000/6000 Reversible Rocket Sliding Door Hardware**—load capacity: up to 75 lbs./door • for ¾" to 1¾" single, bi-parting and bypassing doors • inexpensive standard duty line with adjustable double wheel carriers

Rocket 1000/6000 two wheel hardware is an excellent line of moderate duty hardware. Rocker arms keep nylon wheels in constant contact with track. Choice of aluminum or aluminum fascia track. Reversible hardware set for ¾" or 1¾" doors available. All adjustments. Packaged in sturdy tubes with color-coded labels.



SLIDING DOOR HARDWARE

**7000 Sliding Door Hardware**—load capacity: up to 100 lbs./door • for ¾" to 1¾" doors, single, bi-parting and bypassing • each door rides on eight rollers • moderate cost standard duty hardware, fully adjustable

Widely recognized as the foremost line of moderate-duty sliding door hardware. Twelve completely adjustable sets from which to select, with aluminum or aluminum fascia track. Doors move on unique four-wheel carriers (eight per door) with rocker arms for constant track contact. Luxurious operation at minimum cost—with every advantage of highest-priced moderate duty hardware.



DRAWER SLIDES

**305/306 Drawer Slides**—load capacity: up to 50 lbs./pair • min. space at each side of drawer • continuous ball bearing action • 12" to 36", every inch

Grant Slides are designed for use where full extension and continuously smooth operation is necessary. Separate rollers permit drawer to be lifted out easily. Travel can be controlled by placement of front roller. (Interchangeable drawers can be readily transferred from storage into use.)



DRAPERY HARDWARE

**2200 Drapery Hardware**—medium-heavy duty hardware • entirely non-corrosive—aluminum track and parts, nylon carriers • wall or ceiling installation • finest drapery hardware available

The finest drapery hardware available anywhere—yet moderately priced for the mass market. Highest quality line, completely rust-proof since every part is either aluminum or nylon. No metal-to-metal contact between moving parts and all parts are re-inforced for lifetime service. Many features included that are unavailable in competitive brands.



DOOR POCKET FRAME

**300 Grant Sliding Door Pocket Frame**—load capacity: up to 100 lbs. • for ¾" to 1¾" doors, 6'6" to 6'8" high, 2'0" to 3'0" wide • fits standard 2 x 4 construction

Designed to speed sliding door installations—and to insure accuracy in every case. Complete installation takes less than twenty minutes! For all 2 x 4 construction, regardless of wall material thickness. Grant 7000 hardware moves door smoothly and quietly on aluminum track. Sturdily and compactly packaged.



FOLDING DOOR

**Grant Folding Door**—solid door construction with folding door flexibility • stacks compactly to jamb • requires little stacking space • moderate cost standard duty doors in wide variety of sizes and colors

The only real door that folds! Not a flimsy drape-type or a rigid, inflexible door. Solid, 5/16" thick panels covered by chip-proof, peel-proof, flame-proof fabric that can be cleaned in seconds! Designed by Paul McCobb, it combines beauty with perfect operation. Folds flat against jamb and slides freely and silently. Equipped with "built-in" nylon catch.



FOLDING PANEL HARDWARE

**2500 Folding Panel Hardware**—load capacity: up to 35 lbs./panel • for ¾" to 1¾" doors; either two door (one way) or four door (bi-parting) installation • inexpensive standard duty hardware, fully adjustable

Sturdiest hardware, full of selling features, including: full range of sets, all adjustments, re-inforced parts and jamb bracket (nothing attaches to floor), fast installation, specially designed lead carriers for constant track contact and the new passageway set with completely hidden hardware.



TUB ENCLOSURES

**Grant Tub Enclosures**—three shower, two tub enclosures • aluminum tracks and accessories • all standard sizes

One of Grant's newest lines, made of highest quality materials and construction. Priced competitively, the line includes such features as: built-in towel bars, all rust-proof construction, choice of sand etched doors and decorative scrolls. Glass is packaged in frames and installation takes very little time.

*throughout the house*



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SLIDING DOOR HARDWARE • FOLDING DOORS • DRAWER SLIDES • DRAPERY HARDWARE • TUB ENCLOSURES • PULLS • POCKET FRAMES • SPECIAL SLIDING HARDWARE

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the Builder's  
Grand Prize  
in the 1958

HOTPOINT HONOR HOME

CONTEST

THIS BEAUTIFUL 1958

**TRIUMPH**

SPORTS CAR!



**FIRST in its class—Sebring, Florida, 1957!**

**FIRST in its class—Elkhart Lake, Wisconsin, 1957!**

This sensational imported British Triumph T.R.3 is one of the sharpest, smartest cars on the road today! Top speed is 110 mph—and you get up to 35 miles per gallon! It hugs curves without sway or rock—and its disc brakes bring you to a quick, firm stop. The motor is a 4 cylinder overhead valve unit that revs smoothly up to 5,000 rpm or lugs down to fourth gear without protest. Has comfortable leg room—big luggage space—leather upholstery, and many other deluxe features.



**As a Hotpoint Honor Home Builder—**  
**• YOU CAN WIN THIS TRULY OUTSTANDING SPORTS CAR**

To qualify as a Hotpoint Honor Home Builder and earn the HHH Merit Award, your Hotpoint-equipped model home must have a kitchen and/or laundry center which, in the opinion of the judges, is unique yet practical and makes your home highly desirable and saleable.

You can build your entire model-home merchandising program around your HHH Merit Award Certificate—the Certificate that spotlights you as an outstanding quality builder in your community!

Hotpoint will prepare for you a complete HHH merchandising program, including kitchen-planning service, site signs, radio spots, TV spots, public relations packages, and newspaper ad mats. As a HHH Builder, you get a big sales-start over competition!

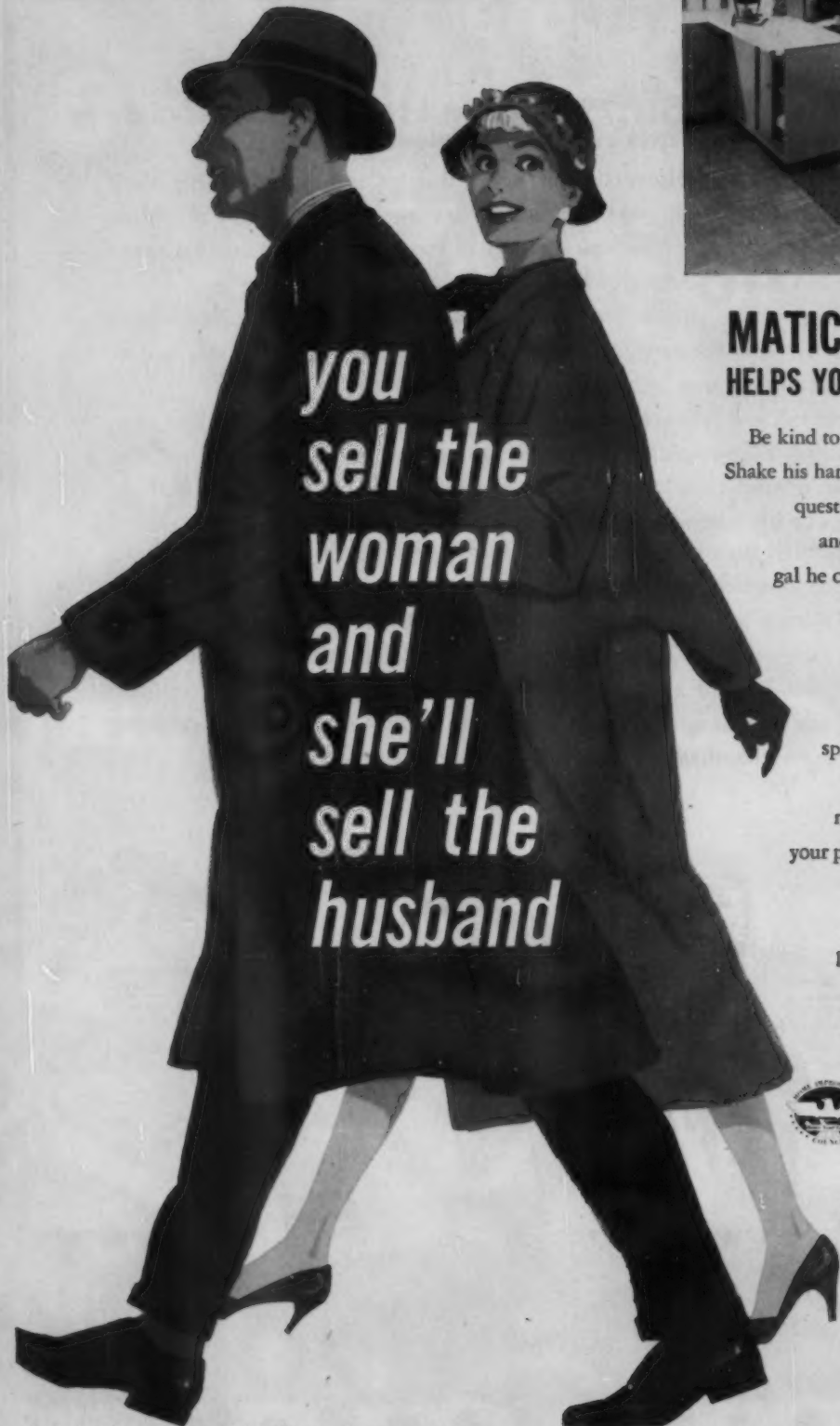
The HHH Builder whose model home has the outstanding sales feature—in the judgment of Hotpoint's panel of building experts—will be awarded the Triumph at the Home Builder's Show in Chicago next January.

Be sure you have a Merit Award home this fall during National Home Week and the Parade of Homes. Your Hotpoint Distributor will tell you how easy it is for you to win the Merit Award and its invaluable merchandising support. Contact him today!



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 CUSTOMLINE • DISHWASHERS • DISPOSALS • WATER HEATERS • FOOD FREEZERS • AIR CONDITIONERS • TELEVISION



you  
sell the  
woman  
and  
she'll  
sell the  
husband



**MATICO'S EASY CLEANING HELPS YOU SELL THE MISSUS!**

Be kind to the guy who signs the check. Shake his hand when he leaves, answer his questions about the heating system and taxes. But remember, it's the gal he came with that you really have to sell. Show her Matico's bright, sparkling colors. Emphasize how easy it is to keep Matico Tile bright and sparkling. Yes, if you want to sell the missus, be sure to include modern Matico Tile Flooring in your plans . . . the tile she reads about in her favorite magazines. Available in smart colors and patterns to please any woman.



**MASTIC TILE CORPORATION OF AMERICA**

Houston, Tex. • Joliet, Ill.  
Long Beach, Calif. • Newburgh, N.Y.

- Rubber Tile
- Vinyl Tile
- Asphalt Tile
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- Plastic Wall Tile

*For best results we recommend Milmark® wax... cleaner... adhesives*

Mastic Tile Corp. of America, Dept. 5-7, Box 128, Vails Gate, New York

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No. 5  
**BOSTROM**  
Convertible  
Level  
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Have 16 Power, Coated Lenses, with 1 1/4" Objective, Internal Focusing and Erect Image, Dust Cap and Sun Shade included.

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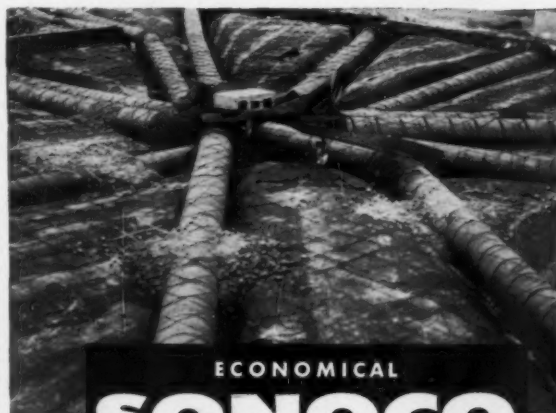
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**BOSTROM**  
Contractors'  
Level

to increase profits

on your next job . . .

# Ask your heating man

to figure an estimate using



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**SONOCO**  
SONOAIRDUCT®  
**FIBRE DUCT**

Your heating man can show you how SONOAIRDUCT reduces costs in gas and oil fired slab-floor perimeter heating systems . . . without lowering the quality of construction. SONOAIRDUCT is lightweight, easy to handle and levels quickly. It meets and exceeds F.H.A. criteria and test requirements for products in this category. 23 sizes - 2" to 36" I.D., up to 50' long. Can be sawed to exact lengths on the job. Free installation manual available. See our catalog in Sweet's.

Ask your heating man . . . or write for complete information and prices!

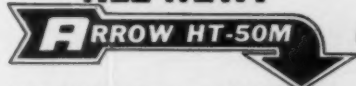
**SONOCO**  
Construction Products

SONOCO PRODUCTS COMPANY

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1428

ALL NEW!



## HAMMER TACKER

So perfectly balanced you can staple for hours without strain!

### IT'S VERSATILE!

Arrow's HT-50M staples practically everything! Batting, insulation, carpeting, flooring, upholstery, roofing materials, box car linings, posters, etc.

### IT'S RUGGED!

All steel construction; absolutely jam-proof! Sure-grip handle insures perfect one-hand operation. Rounded striking edge won't injure object being stapled.

### IT'S LOADED!

Loads in a second . . . from the top! Takes 2 full strips (170) of any of these T-50 staples: 1/4", 3/8", 5/16" and 1/2".

T-50 Staple Gun: Uses all above staples and Arrow's **CEILTILE** staples for ceiling tile.

Sold at leading hardware, lumber yard & building supply dealers.

Arrow Fastener Co., Inc. 1 Junius Street, Brooklyn 12, New York



List \$18.50





## The ideal floor for modern living

To be certain of quality and style acceptable to every home buyer, always use Oak Floors. No other flooring material—regardless of price—adapts so naturally to the esthetic and practical demands of modern home design and modern living habits. Oak Floors are distinctively beautiful in grain and color, harmonizing with all architectural and decorating styles. Their durability,

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Room design by Ving Smith, Photo by Pagano; Peignoir an Arlene Dahl creation by Saab

You know you're **RIGHT**  
when you specify **Oak Floors**



**OAK  
FLOORS**



**NATIONAL OAK FLOORING  
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TRANSIT - LEVEL  
\$285.00



Model 38-BF

**NO  
REPLACEMENT  
NEEDED**



after you acquire a

## WARREN-KNIGHT Instrument

The design and construction of these superb instruments is so superior and so different that it is prudent to investigate them. After all, an instrument that can promise a very minimum of repairs and maintenance—and does promise that it will probably never be replaced during your entire remaining professional career should be in YOUR equipment.

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Ask for Bulletin F-87 that lists Full Details.



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Slide-View's streamlined door pull, in attractive satin aluminum finish, is distinctive in design... lending a harmonious touch of smartness to any room. Handle in gleaming lucite or matching aluminum. Schlage keyed cylinder lock available.

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fabricating  
sliding glass doors  
exclusively.



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and prices  
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A LEADING MARKETING EXPERT details today's top home sales techniques. Book reinforces answers to sales problems with actual case histories plus other materials compiled from the *American Builder* magazine. No other single volume contains so much concise marketing data readily adaptable to your own sales force. It clearly outlines basic marketing concepts and defines the nature and size of the current housing market. Stresses tested ways to achieve a coordinated sales program. Includes a wealth of new ideas for more effective sales promotions, and practical advice on advertising. *Illustrated. 168 pp.* \$5.00


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*Stretch Dollars — Save Manpower with equipment that does more ...*

## **WORK BULL 202**

**DOES MORE JOBS THAN ANY  
OTHER RIG IN THE UTILITY CLASS!**

The Work Bull 202 with its complete line of power-matched attachments is designed and engineered to increase your production and save you money on all types of construction jobs! It enables you to handle stockpiling, loading, materials handling, digging, trenching, clean-up, backfilling, scraping, scarifying, leveling, hauling, cable-laying, mowing — even wood cutting — in the fastest time . . . and all with one power unit! Most attachment changeovers are so simple you can make them quickly in the field.

**New Work Bull Industrial Styling** features a low silhouette for better over-the-hood visibility. Distinctive bumper-grille is specially designed to facilitate the mounting of a Davis Loader-Backhoe, so the entire rig will operate as a single integrated unit. Built-in hydraulic pump mounting lets you reach farther by eliminating the necessity for a bumper. Heavy-duty front axle and engine support withstand torsional stresses that accompany heavy industrial use.


**High-torque, 40-horsepower engine** delivers more sure-footed lugging power at low speeds than any other tractor in the utility class! Dual range transmission has in-line shifting through six forward and two reverse speeds. Other Work Bull quality features include full-time power steering, left and right turning brakes, all-weather starting, quick warm-up, pressure-lubricated engine, safety-starter, pressurized cooling system, and extra-large fuel tank for once-a-day filling.

**Other Power-Matched Massey-Ferguson Rigs** are the Work Bull 1001 Multi-Purpose Tractor Loader (60.3 h. p.), Work Bull 303 Tractor (54.5 h. p.), Work Bull Fork Lift, and Davis Loader and Backhoe . . . plus a multitude of integrated attachments for each basic unit.


For information on the complete Massey-Ferguson Industrial Line ask for Brochure G-4. For specific information on the Work Bull 202 ask for Brochure W-2. Write Massey-Ferguson Industrial Division, 1009 South West Street, Wichita 13N, Kansas.




**MASSEY-FERGUSON  
INDUSTRIAL DIVISION**



Davis Backhoe on Work Bull 202 digs flush alongside obstructions, lets you load directly into trucks.



Work Bull 202 is the only industrial tractor with Ferguson 3-point hook-up for rear end attachments.



Work Bull 1001 Multi-Purpose Tractor Loader is convertible into eight machines. Instant reverse.

## When you move



**FILL CAN BE MOVED ONCE** or it can be moved six or seven times. The difference lies in knowing where it's going and when it's due there. And this difference can mean a profit or a bankrupt building company.

**D**irt is dirt, until you start moving it around. Then it can turn into a monster that eats up your profits and makes you an ex-builder.

Harry Lubell, a partner in the Stuart Construction Co. of Marlton, N.J., is a builder who has to be earth-moving conscious.

"In rolling areas," says Lubell, "if I didn't plan ahead I could wind up moving my fill six or seven times. As it is, I lay it all out on paper beforehand."

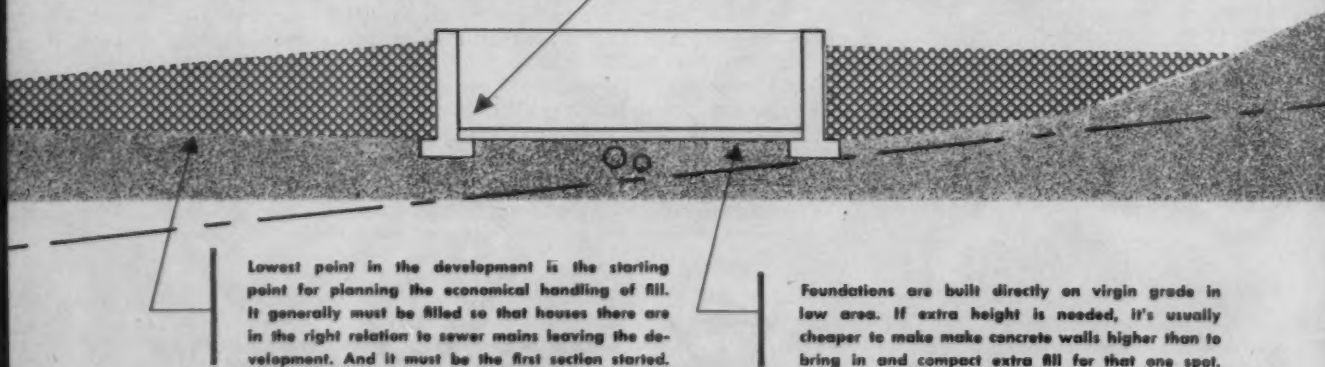
The diagram below shows how Lubell deals with the problem. The pitch of sewer lines more or less fixes his grade levels. From this he knows how much fill must be cut from the high, or "borrow" areas. And he trucks this directly to the lower section.

All this takes a special kind of planning. Areas to be built are selected not at random, but in a balanced order. For each high area, there must be a low to take the fill. Houses in the low area must be started first, with their foundations built on grade. Then when the high area grading begins, the fill is taken down and graded around these foundations. Excavations in the high areas are done in the normal manner after final subgrade cut has been made.

## ... You can save by working

Fill for low areas is brought down after foundations and underground pipes have been laid. This makes it unnecessary to do further excavation work, and permits houses to be started in unfilled sections.

Development must be planned so that all fill cut from the "borrow" area has an immediate destination. Normal, more costly procedure would be to grade off fill, stockpile in an immediate area, then truck it into areas to be filled as it was needed.



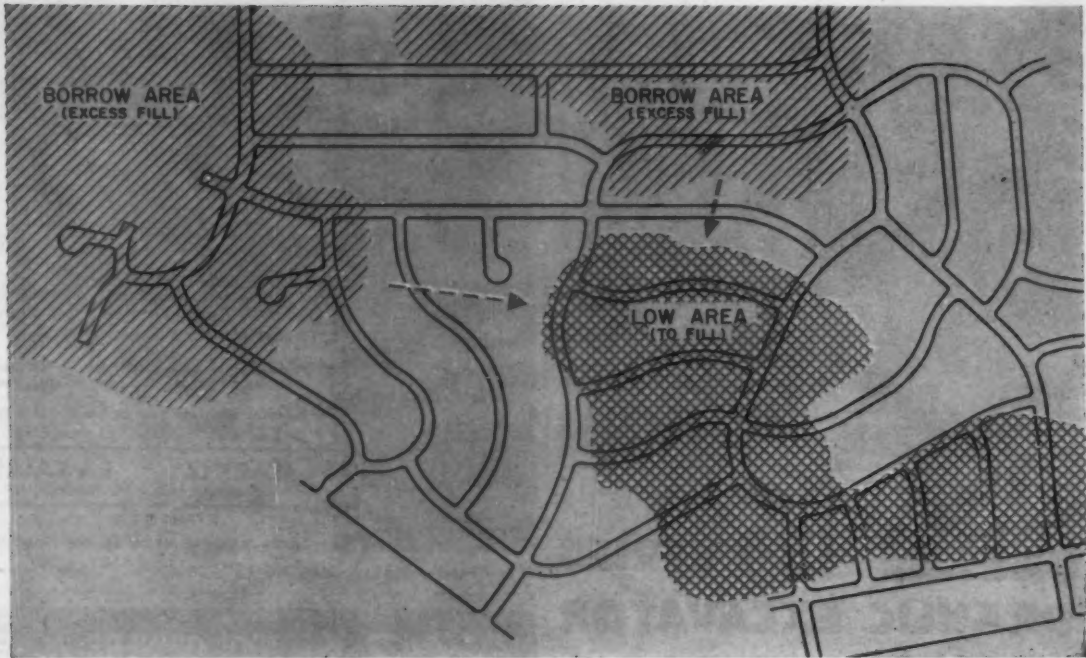
Lowest point in the development is the starting point for planning the economical handling of fill. It generally must be filled so that houses there are in the right relation to sewer mains leaving the development. And it must be the first section started.

Foundations are built directly on virgin grade in low area. If extra height is needed, it's usually cheaper to make concrete walls higher than to bring in and compact extra fill for that one spot.

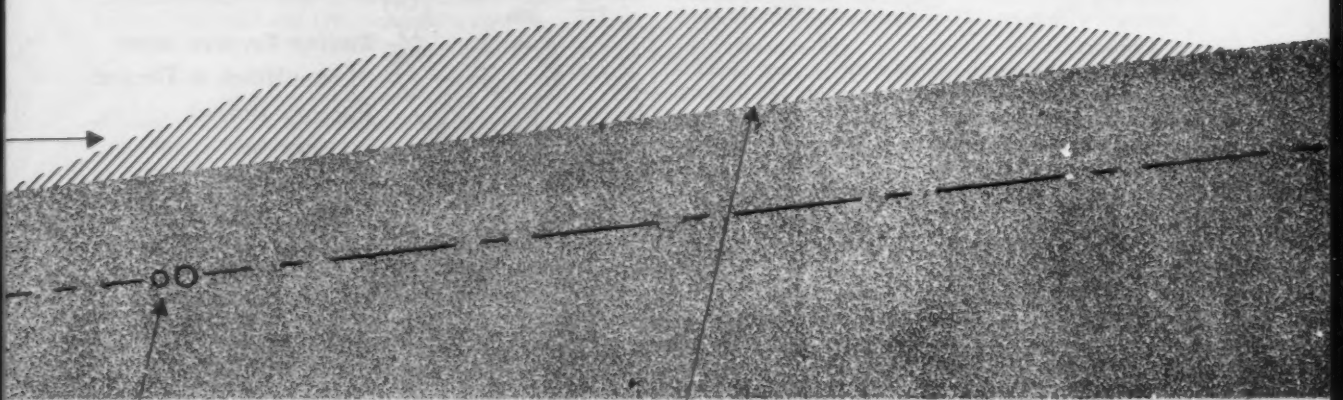


# fill ...

**RELATIONSHIP OF** high and low areas looks like this on a topographical map. Here, two high or "borrow" areas are being graded at once to provide fill for the low area (dark shading). The closer the areas, the lower the cost.



## two areas at the same time



Pitch of sanitary and storm sewer lines is fixed, thus becomes the point of reference for the finished grade at any spot in the project. Builder must adjust street and house levels to sewer lines.

Once a reference grade has been determined from the sewer lines, building grades can be determined. They are planned so that sewer will lie from five to nine feet below the street, giving the builder that much latitude in setting his final house grades.

on your tractor...



## Hopto<sup>®</sup> 180 SERIES HYDRAULIC EXCAVATOR

This Hopto 180 series excavator mounts on your industrial tractor to give you all the features and performance of bigger machines.

The 180 has a digging depth of 10 feet, full 180° uninterrupted swing and a dumping height of 8½ feet. Operation is fully hydraulic with a 24 gpm pump powering boom, dipper stick, bucket controls and levelling outriggers. Control is swift, safe and sure with every action hydraulically cushioned.

Conservatively rated at ¼ yard capacity, the Hopto 180 can also be fitted with ½ yard buckets for specialized work. Backhoe and shovel buckets are interchangeable in five minutes.

Mail the coupon below for complete information on the Hopto 180 excavator. Then check with your distributor for an on-the-job demonstration!

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5 YEAR  
Warranty  
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Costs Less To Buy!

More wattage per foot means less footage to buy! (Over 300 watts per foot with safe, comfortable surface temperature)

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Snap-off cover panel (no screws), splice leads, mount unit to wall in seconds, snap cover back on. Splice boxes prewired to elements.

Automatic or Manual Heetaires in 24", 48", 72" and 96" sizes. From 500 to 3000 Watts.

Write, wire or phone Dept. AB for FREE BASEBOARD FOLDER

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Look under *Tools-Electric* in *Yellow Pages* or write us for address of nearest Factory Service Branch. THE BLACK & DECKER MFG. CO., Dept. 84207, Towson 4, Md.



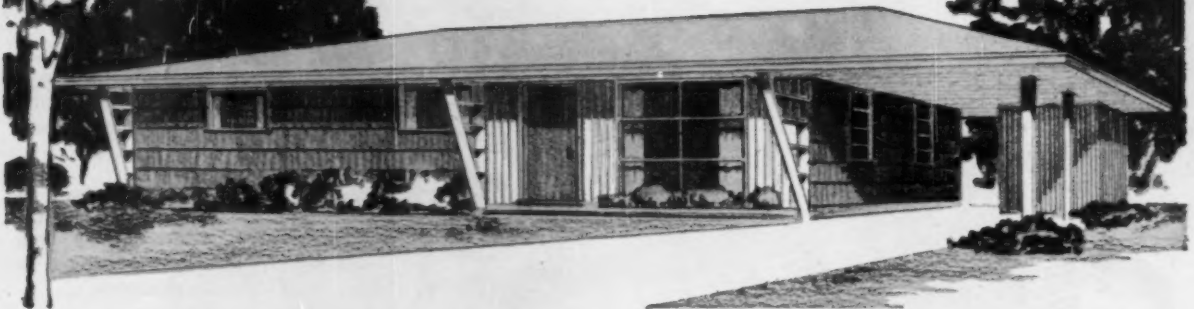
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Presents "THE WESTERNER" 170 SERIES  
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Here's Thyer's answer to the revitalized building market. Never before has so much livability been offered in this low price range!

Prospective buyers can see immediately the unique individuality that has rarely been available to the lower income bracket.

Variations in elevation accentuate this individuality . . . make neighborhood planning easy and eye appealing.

The elevations shown have a similar floor plan, yet have been modified to fulfill the buyer requirements in their respective areas. Both are available *now* and fully acceptable to local building codes and financial interests.

Don't overlook this opportunity to build with one of the nation's top home manufacturers! There are many diversified plans and elevations for all price ranges. Contact the nearest Thyer Division shown below.

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HOMES

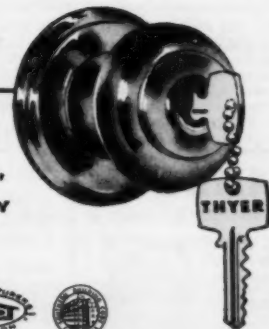
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# Convention calendar

**July 5-13:** New Jersey Shore Builders Assn., 191 Main St., Manasquan, N. J. Parade of Homes, Neptune, N. J. Jack Little, chairman.

**July 12-20:** Home Builders of Knoxville, 1004 Tulip Ave., Knoxville, Tenn. Parade of Homes, Cumberland Estates. David D. Dickey, chairman.

**July 13-20:** Home Builders of Lincoln, Neb., 1801 Kings Highway, Lincoln 2,

Neb. Parade of Homes. Lois Hillyer, chairman.

**July 13-20:** Longview Home Builders, P. O. Box 929, Longview, Tex. Parade of Homes. R. J. Carby, chairman.

**July 15:** Home Builders of Fayette County, P. O. Box 1351, Uniontown, Pa. Parade of Homes. Edward E. Kinkus, chairman.

**July 16:** Home Builders of Greater St. Louis, 215 No. Meramec, Clayton 5, Mo. Spike Club picnic. R. DeSutter, chairman.

**July 27-Aug. 3:** Home Builders of Tyler, 309 N. Glenwood, Tyler, Tex. Parade of Homes. Karl Campbell, chairman.

**July 30:** Home Builders of Hartford County, 14 Oakwood Avenue, West Hartford, Conn. Annual outing. Victor G. Giuca, chairman.

**July 30:** Home Builders of Maryland, 7 E. Lexington St., Baltimore 2, Md. Summer outing with Maryland builders and realtors. J. B. Candler, chairman.

**July 31-Aug. 3:** Michigan Assn. of Home Builders, 702 American State Bank Bldg., Lansing 68, Mich. Convention, Grand Hotel, Mackinac Island. H. D. Libolt, chairman.

**Aug. 7:** Marion County Residential Builders, Inc., 143 E. Ohio St., Indianapolis 4, Indiana. Annual outing and golf tournament. Fred Sampson, chairman.

**Aug. 7-9:** Home Builders of Spokane, Inc., 36 West Mission Ave., Spokane 1, Wash. Region 14 conference, NAHB members. **Aug. 8:** Mortgage Clinic, Region 14. Donald Coyte, chairman.

**Aug. 17-24:** Home Builders of Rockford, 707 Central Bank Bldg., Rockford, Ill. Parade of Homes. Howard H. Hicks, chairman.

The following home builder associations are staging a Parade of Homes during National Home Week, Sept. 6-14.

Birmingham Assn. of Home Builders, Room 211, Comer Building, Birmingham, Ala.

Arkansas Home Builders, 206 A, Louisiana St., Little Rock, Ark.

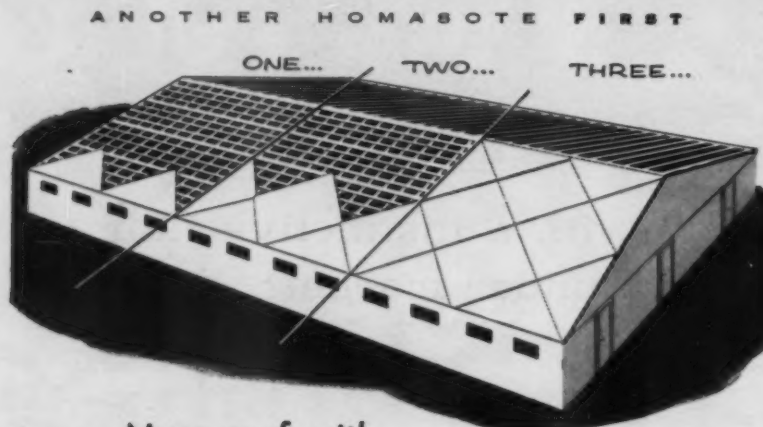
Home Builders of Fort Wayne, 1306 Northlawn Drive, Fort Wayne, Ind.

Quad City Home Builders, P. O. Box 482, Davenport, Iowa.

Home Builders of Shreveport-Bossier, 311 Milam, Shreveport, La.

Minneapolis Home Builders, 1750 Hennepin Ave., Minneapolis, Minn.

Columbus Home Builders, 22 South Young St., Columbus 15, Ohio.



## Now roof with 8' x 8' "shingles"

WITH THE HAGERMAN "88" METHOD  
AND 8' x 8' WEATHERPROOF HOMASOTE PANELS—  
YOU ARE DOLLARS AND HOURS AHEAD.  
(ONLY 1/2 LABOR-HOUR PER SQUARE)

Consider the above building—planned to be about 80' long and 40' wide. The Hagerman "88" Specifications Sheet shows that the nearest economical length is 64'—the width 40' at the eaves—the pitch 8". The rafters should be 2 x 10's if 24" o.c.

The Hagerman "88" Tables then show that 48 panels of Homasote, each 8' x 8', make the complete roof.

These 48 panels of Homasote are applied in a "diamond" pattern. Rafters are strapped 16" o.c. Some of the panels are cut in two diagonally (at the eaves, sides and ridge)—all according to specifications supplied. Succeeding rows of panels overlap 3/4", fully weather-tight. Weatherproof Homasote requires no further finishing of either the surface or the joints (although for appearance painting is desirable).

Hagerman "88" roofs are in use on all types of warehouses, utility buildings, farm buildings, poultry houses—wherever fast, cost-conscious structures are needed. For garages and other small structures, use 4' x 4' Homasote panels. Mail the coupon for data on this and other Homasote Products—and for your copy of the 72-page Homasote Handbook.



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—the ideal soffit material—comes in 8' lengths and handy 12", 16", 24", 32" and 48" widths. Grooves—8" apart—run the length of the soffit—match the modern design of large overhangs. Groove-lap ends and sides assure true-line joining. Available primed or unprimed. The Wilson Air-Float construction method saves all the labor and time of boxing the rafters to support the soffit material.

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 Wilson Air-Float Construction
- Panel-Tile (on 4' x 8' panels)  
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The Van-Packer Chimney gives you masonry permanence and is safe even for incinerators. Asbestos-cement brick-design panel housing comes in red, buff, gray or white colors. It has natural mortar lines that give it the attractive appearance of real brick. Because the Van-Packer is factory produced, you save up to 40% on installation costs, one man can install it in 3 hours. See your jobber listed under "Chimneys—Pre-fabricated" in Yellow Pages, or write Van-Packer for Bulletin RS-1-12

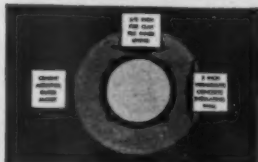
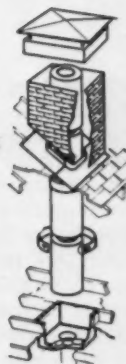
Soup-on housing cap

Brick-design panel housing

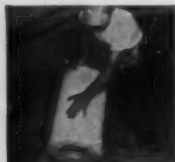
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Permanent masonry construction makes Van-Packer safe even for incinerators. Withstands 2100° F.



One man can install a Van-Packer in 3 hours—saves on labor costs.



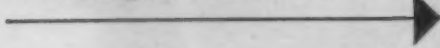
The Van-Packer comes completely packaged in sturdy, easy to handle cartons. All parts provided.



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From these  
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of cabinet ...



**SAME PIECE** is used for shelf or drawer bottom. Thus builder can offer any combination of shelves and drawers.



**INDIVIDUAL CABINETS** are mounted next to each other in any desired order. Doors are only remaining step.

**B**y breaking down his kitchen cabinets into nine simple components, Bob Schmitt of Beria, Ohio, cut his costs \$300.

Secret of the system: the mass produced parts are interchangeable and allow minimum of cutting and fitting on the job.

For the builder the nine component parts simplify his inventory and storage problems. He is also in position to offer flexibility of design without expensive extra millwork. Carpenters, once used to the system, can easily build any kitchen with no loss of time.



**ONLY FINISHED TRIM** showing on final job is the doors. Cutting block, center, covers hole in the corner.

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... for any type of kitchen ...



For the finest single-layer drywall

# NEW $\frac{5}{8}$ " SHEETROCK\*

FIREPROOF GYPSUM WALLBOARD

*There's extra strength  
in this extra thickness  
...and broader  
selling opportunities  
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# construction

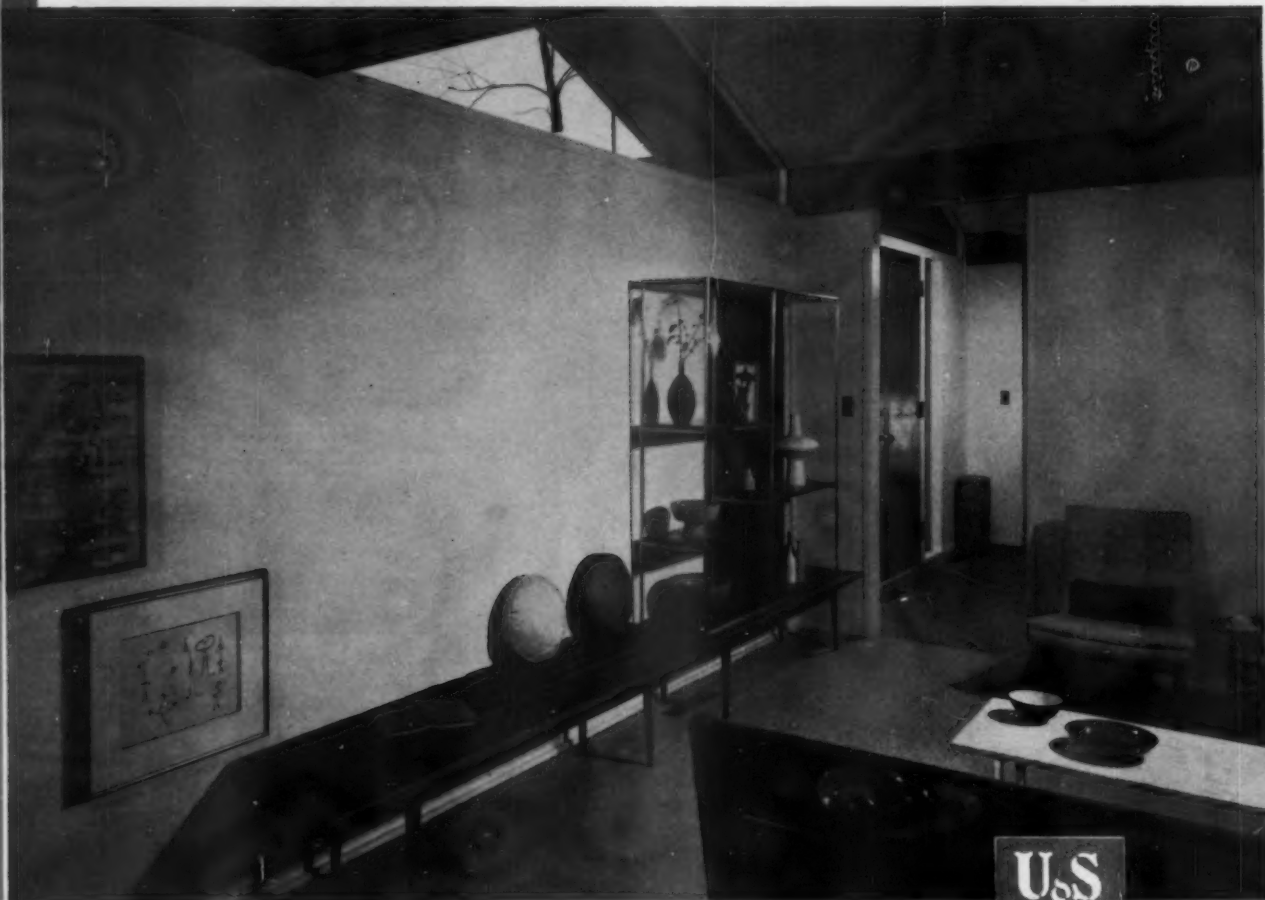


McCall's "House for Better Living," in Cincinnati, was designed to present *tomorrow's ideas in a house for today*. New  $\frac{5}{8}$ " Regular SHEETROCK was selected for the interior walls and ceilings because it sets new standards for *strength and durability* in drywall construction.

It's extra-thick! Walls and ceilings built with  $\frac{5}{8}$ " SHEETROCK are better able to take the hard wear that daily family living imposes, and still maintain their original beauty. With their greater resistance to lateral distortion, they

add bracing strength that makes the structure of the whole house stronger. And  $\frac{5}{8}$ " SHEETROCK provides extra fire protection because of its extra thickness of fireproof gypsum.

Set your homes apart from the ordinary . . . switch to  $\frac{5}{8}$ " Regular SHEETROCK, the finest single-layer drywall construction obtainable today, for your homes. It's *tomorrow's building idea* that means profit for you right now—in greater all-around customer satisfaction and greater income on every job you do.



A PRODUCT OF  
**UNITED STATES GYPSUM**

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# "Time is money in this save us plenty

says *W. E. Walter, president*  
*W. E. Walter Co., Inc.*  
*Detroit, Michigan*



W. E. WALTER COMPANY'S F-100 Styleside pickup with 8-foot body carries men and materials to the job in style.

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"Our Fords not only get us there quicker, but their big 8-foot box carries enough materials and equipment to take care of our average job in one trip. Our drivers like the way Ford's new Six engine moves through traffic and we are very pleased with its operating economy. In fact, their performance is so outstanding we're adding two more '58 Ford trucks to our fleet."

*Official registrations  
show . . .*

**AMERICAN  
BUSINESS BUYS  
MORE  
FORD TRUCKS  
THAN ANY OTHER  
MAKE!**

# business and our Fords of both!"

*Whatever your business . . .  
there's a FORD truck  
for your special  
needs!*

Official registrations for 1957 show that *American business buys more Ford trucks than any other make*. There are many reasons for this popularity . . . many reasons for *you* to make your next truck a Ford!

To begin with, Ford offers a complete line of over 360 truck models, ranging from pickups to giant tandems. And there are Ford Dealers almost everywhere, ready to help you select the truck best suited for your individual job. They're ready with modern service facilities, trained mechanics and low-priced Ford parts to keep your trucks on the job, earning for you.

Ford trucks are your best buy, too! Ford's initial costs are *low* and resale value is traditionally *high*. Modern Ford Styleside pickups, for instance, are the



**FORD'S NEW 223 SIX**  
Brake Horsepower—139 @ 4200 rpm  
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Displacement—223 cu. in.

lowest priced with full cab-wide body . . . giving you 23% more loadspace than any traditional type pickup.

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too, with more horsepower per cubic inch than any other six in its class. And Ford's rugged cab and chassis construction means these new '58s are built to last. All this plus the proven fact that Ford trucks last longer adds up to America's No. 1 truck value.

See your local Ford Dealer for the latest in '58 trucks or the best in A-1 used trucks.

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

COST SAVER FOR THE MONTH OF JULY

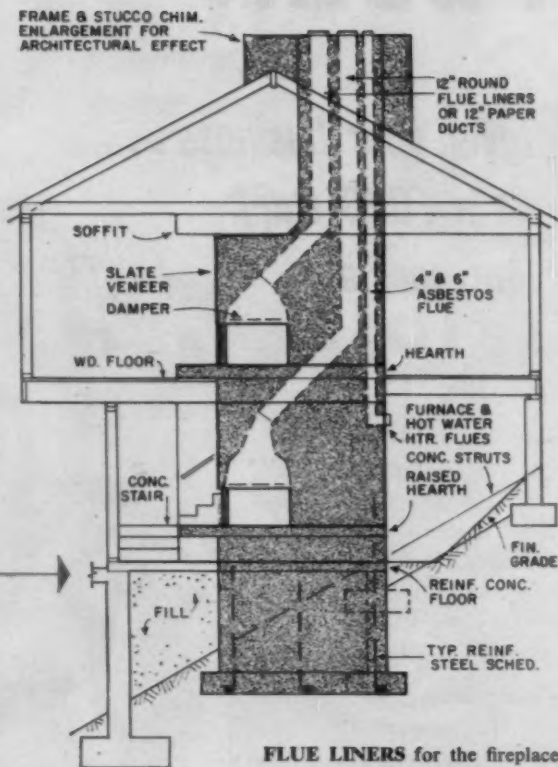


UPPER LEVEL of two-level poured-concrete fireplace. Hearth rests on floor. Fireplace separates stairwell from living area.

How he saved  
**\$300** on a two-  
level concrete  
chimney . . .

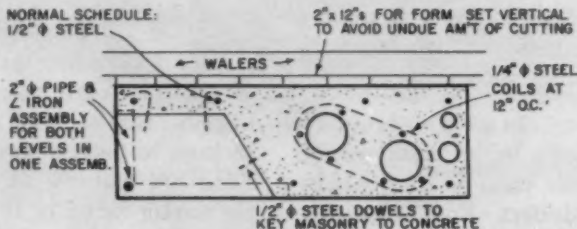
When a cost-saving thought comes to you—don't let it get away—act on it. Van E. Barcus, Glendale, Calif., did just that and wound up with a whopping saving of \$300 on the construction of a two-level poured-concrete fireplace.

His estimate of savings was based upon the fact that he built an almost identical fireplace of brick, covered with slate, in an adjoining hillside house. On the first house, labor costs were high because hod carriers had to bring the brick down and then up as the work progressed. In the second house, the first 11' were poured directly from the truck. The next 4' were shoveled in. A pulley was used to hoist the final pour, poured from the roof.



DETAIL: POURED  
CONCRETE F.P.  
AND CHIMNEY

FLUE LINERS for the fireplaces, furnace and hot-water heater units were installed before the concrete was poured. Masonry fireboxes were inserted after the concrete set. Steel dowel, 1/2" in diameter, keys masonry to the concrete.



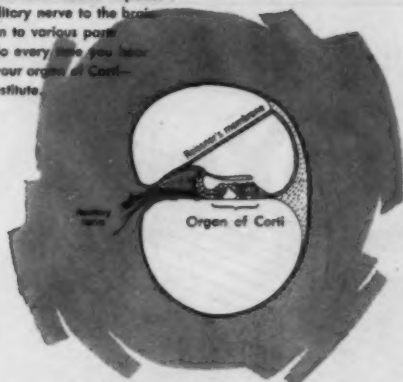
SECTIONAL VIEW THRU  
FIREPLACE

TO FORM OUT fireplace 22-foot long 2x12's were used just because they were on hand. These were placed vertically because of the ease of cutting. The corner of one was plumbed. Others were straightened with tie wires.

FIREBRICK, DAMPER & THROAT DONE BY MASON AFTER CONCRETE HAS SET & BEEN STRIPPED.

**Heard From Your ORGAN OF CORTI, LATELY?**

Of course you have. Your organ of Corti and its hair cells is located within your ear. It is supposed that vibrations of the liquid of the inner ear excite these hair cells which in turn set up chemical changes in auditory nerve endings. These chemical changes become neural impulses and travel along the auditory nerve to the brain where they are passed on to various parts of the body for action. So every time you hear anything you can thank your organ of Corti—for which there is no substitute.



there's no substitute for

**SOSS**

**INVISIBLE HINGES**

—either.



Here's the only hinge that creates flush, smooth surfaces. Around the globe, architects, builders, and home owners choose Soss Invisible Hinges whenever they want to create a masterpiece of modern architectural design. There's a place for Soss Hinges in every building. Use them whenever you want the best. There's no substitute for Soss Invisible Hinges, either.

Other quality Soss Products that offer unusual architectural effects:



This attractive, new-style door opener eliminates knobs. Its modern design brings style and modernity to every interior.



This low cost Olive Butt Hinge will add style, design and interest to any door.

Write today for price list and free illustrated catalogue on these advanced products.

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DETROIT 13, MICHIGAN

JULY 1958

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for FAST ACTION  
NATIONALLY ADVERTISED

Showerite

GLASS BATHING ENCLOSURES AND SHOWER DOGS



new

the PACER

Suggested \$54.95  
Retail Price

Highly styled! Promotionally priced! Two towel bars, nylon bearings and hammered frosted glass makes this an outstanding retail value. For 4½ or 5 foot recessed tubs.



NOW! AT NO INCREASE IN PRICE 7/32" GLASS

**SHOWERITE STANDARD**

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Consistently the best selling bathtub enclosure in America! Choice of hammered frosted or fluted glass. Contains two towel bars, nylon bearings. For 4½ or 5 foot recessed tubs.



new

**TRIPLEX**

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Retail Price

Ideal enclosure for bathing children. Three sliding panels afford more room . . . make cleaning easier. Features two towel bars. For 4½ or 5 foot recessed tubs.



write for fully illustrated brochure of complete line



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7519 South Greenwood Ave.  
Chicago 19, Illinois Dept. AB 117  
Gentlemen: Please rush me information about Showerite products.

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

165

**NOW! Miter mishaps  
gone for good!**



**Precision  
Trimming Guaranteed**  
with the amazing new

**DOSCH  
Custom Cutter**

Ragged, uneven, wasteful cutting jobs? Impossible! You always trim fast, sure, and razor-clean when you use the compact, portable DOSCH CUSTOM CUTTER. *Oak? Pine?* The durable tool-steel blades shear all woods easily. *Angles?* Anything from 40° through 90°. Compare this with limited miter boxes! *Versatility?* Just look! All the fundamental cuts framing this advertisement—square cuts, miters, undercuts, chamfers, bevels, and rounds—are yours in seconds. *Sanding or putty?* Forget it! You automatically get a finish far smoother than the finest saw cut... and a perfect miter, too. *Conclusion?* Here is a basic tool that belongs on every workbench. To save time, wood, and money on cutting jobs, send for your guaranteed DOSCH CUSTOM CUTTER—right away!

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Since 1900  
Leader in Quality Woodcutting Machines

**MAIL THIS COUPON TODAY!**

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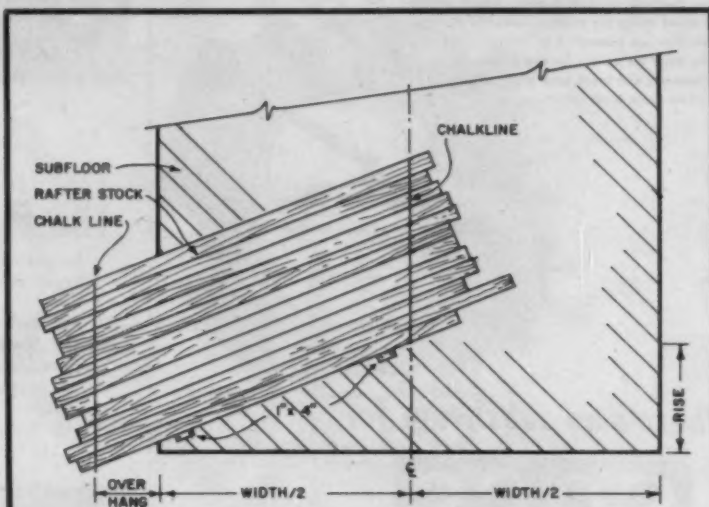
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Globe  
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Please send me:

- FREE information about the amazing new DOSCH CUSTOM CUTTER.
- My guaranteed DOSCH CUSTOM CUTTER, \$74.50, C.O.D. plus shipping charges.
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Address \_\_\_\_\_  
City \_\_\_\_\_ County \_\_\_\_\_ State \_\_\_\_\_

## How to do it better



### Novel way of pre-cutting rafters reduces errors

The advantage to us and other builders in using the method illustrated above to pre-cut rafters is: you can see at a glance the maximum length of overhang possible as determined by the shortest piece of rafter stock.

When the sub-floor is completed, the roof pitch is laid out on it starting at the corner of the house. A chalk line is snapped down the center of the building and the rafter stock is

placed upon the chalk line.

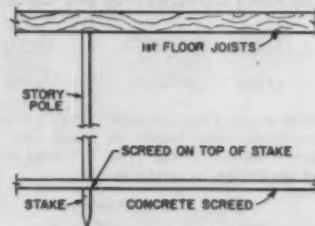
The rafter cuts are made at the ridge and overhang with a power hand saw following the chalk lines.

The bird's mouth is still a problem, but the same layout can be used to locate it properly. 1x4's placed under the rafter stock ends protect the sub-floor while cutting the rafters.

Ed Flanagan  
Oakland, Cal.

### Accurate way to set basement floor screeds

Determine the finished height of the basement floor. Once this is decided upon, the story pole is cut 1 1/4" longer than height from the bottom of floor joists to determined height of the finished floor. With the story pole cut to this length, it is easy to use it to set the rest of the 1" pipe screeds. Where drain slopes are desired, use the story pole at the perimeters. Then a draw line is used to determine slope. The use of story pole will make the basement floor as



level as the first floor without hand leveling.

Alvin Deckert  
St. Joseph, Mich.  
Continued on page 168



GEORGE SAYS...

"really rollin'!"



Washington's

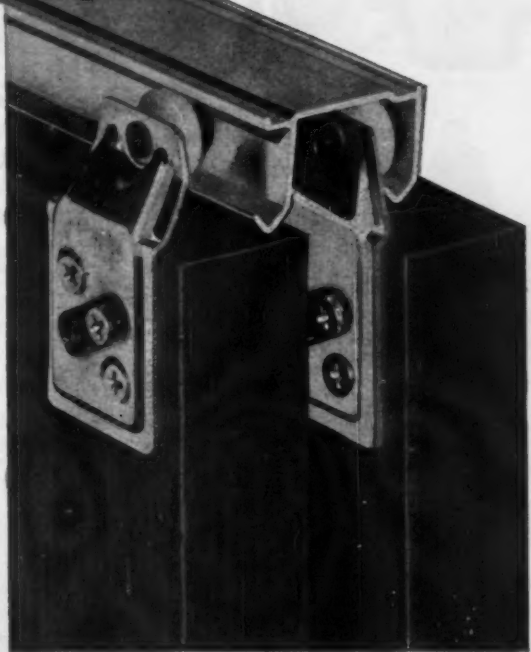
"647"

new by-passing  
wardrobe door  
hardware

Your tremendous response has Washington's "647" production line *really rollin'* . . . turning out the first by-passing wardrobe door hardware to incorporate all these features for fast, economical installation, smooth operation, long, trouble-free service.

- **ROLLS EASIER**—Friction-reducing Teflon-coated hanger axles require no lubrication . . . nylon wheels.
- **STRONGER**—Heat-tempered aluminum track for highest tensile strength.
- **VERSATILE**—One set of hangers fits door thicknesses from  $\frac{5}{8}$ " to  $1\frac{3}{8}$ ".
- **ANTI-JUMP**—Positively will not jump . . . installs and removes easily with hangers mounted.
- 12° Installation Angle—no need to disturb trim to hang or remove doors. ● Only  $1\frac{1}{4}$ " headroom required.
- Deeply embossed extra-strength hangers.

**HARDWARE AVAILABLE IN BULK OR PACKAGED SETS—IN 4, 5, 6 AND 8 FOOT LENGTHS**



For more information, see  
your dealer or write:

**WASHINGTON STEEL  
PRODUCTS, INC.**

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# Majestic THULMAN WOOD-BURNING FIREPLACES

*solve all problems -- from hearth to chimney-top!*



ZERO clearances! Both FIREPLACE and CHIMNEY built against WOOD or other combustible FLOOR, WALL, CEILING and ROOFING materials!

- U/L listed
- No mortar
- No masonry
- Saves trouble
- Saves materials
- Use any mantel
- 30" and 36" widths
- Modern, Efficient
- Use any hearth
- Built-in screen
- Saves space
- Saves labor
- Saves time
- Smoke-free



... also your choice of mastic-applied black marble or black glass "surrounds". Fireplace and chimney completely fabricated of corrosion-resistant alloys and stainless steel. Attractive chimney-tops look amazingly like brick. AND, you give homeowners fireplace performance that wins quick, full and lasting satisfaction. Write for full information now on Majestic THULMAN Fireplaces and Chimneys.

The **Majestic** Co., Inc.  
433 Erie Street, Huntington, Indiana

From Carton to Attic...  
Installed in Minutes!



**BAR-BROOK\***  
BREEZEBUILDER\*  
Package Unit  
ATTIC FANS

... are true package units... NOT partially assembled. Fan, motor, and shutter completely assembled and wired as a single unit. Pre-cut ceiling trim. Contractors say it's the easiest fan on the market to install.

Model No.	CFM	Ceiling Opening	Height
AVP-30	5,000	31"x31"	18 1/2"
AVP-36	7,500	36"x36"	18 1/2"
AVP-42	10,000	42"x42"	20 1/2"

**BAR-BROOK\* BREEZEBUILDER\***  
ATTIC TYPE FANS

For horizontal or vertical operation. Six sizes: 30", 33", 36", 42", 48", 54".



WRITE FOR CATALOGUE of entire Bar-Brook line of large fans and shutters.



**BAR-BROOK MFG. CO., INC.**  
Box 6638-G, Shreveport, Louisiana  
\*T. M. Reg. U. S. Pat. 00.

YOU SAVE 45 MINUTES' PER HOUSE ALIGNING SILL PLATES WITH...



**PROCTOR**  
LITTLE PEE-VEE

Pulling or pushing sill plates into line for nailing is a one-man job with the Little Pee-Vee. Built on the principle of the woodsman's peavey, it exerts tremendous leverage where needed. Straightens warped lumber, even twists heavy beams.



PRICE \$4.50 plus 50¢ for shipping

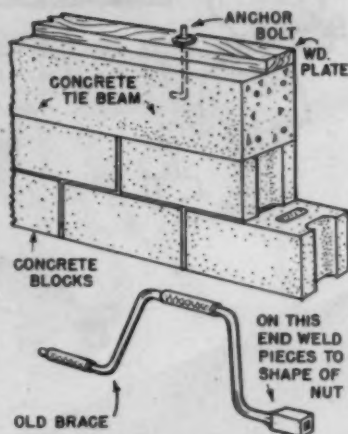
Holds Corners for Nailing • Holds Partitions for Nailing • Holds Gutters for Nailing • AND STUFF LIKE THAT THERE. Dealer Inquiries Invited.

**PROCTOR**  
PRODUCTS COMPANY

16202 Sixth Ave. N.E. Seattle 55, Wash.

## HOW TO DO IT BETTER

Continued from page 166



### Makeshift tool speeds up job

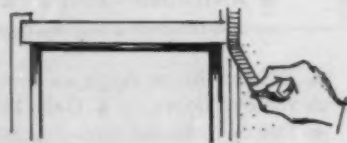
Here in Florida where we build "hurricane proof" buildings we must pour a concrete tie beam. When we pour this beam, we place anchor bolts in it to help tie down the roof. As the nuts on these bolts are square shaped, I could not find a socket to fit them.

I solved my problem by taking an old brace and welding pieces on to the end to fit the nut. Then I threw away my crescent wrenches! The tool I made has paid for itself many times.

Charles Palmer  
Miami Beach, Fla.

### Masking tape on jamb saves cleaning time

A strip of masking tape put on door and window jambs before the house is plastered will prove a great time saver when cleaning jambs after plastering.



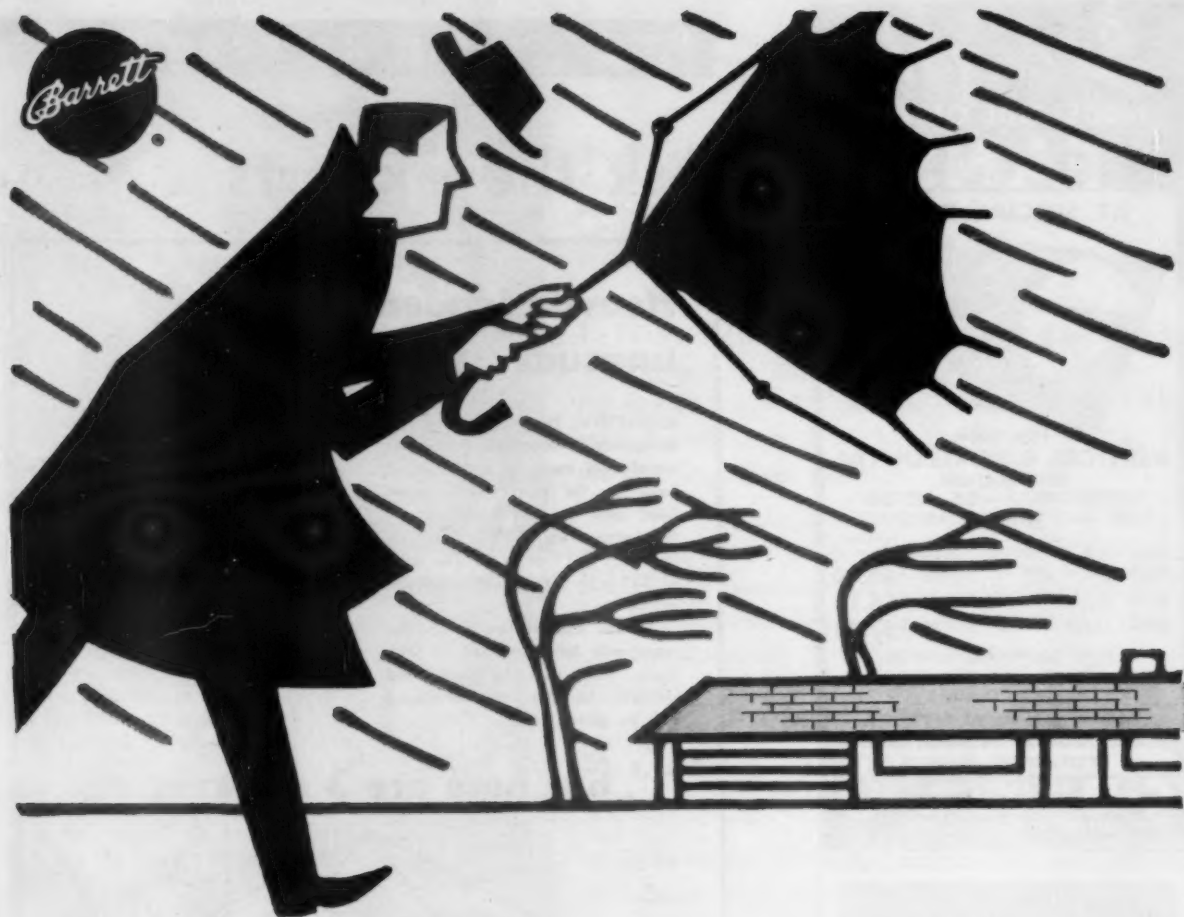
After the plaster has dried, the tape is not removed until after it also has completely dried. This prevents it from tearing.

Lloyd Brumbaugh  
Arcanum, Ohio

IN AUGUST . . .

MECHANIZATION  
ISSUE





## New Barrett Storm King† Shingles stay put!

Self-sealing Barrett Storm King† Shingles resist weather at its worst. *Extra-wide bands of adhesive* are factory-applied on the granule side to grip with maximum power—a strong sales point your prospects can see! The special asphalt adhesive *softens under solar heat and forms a tight bond—self-sealing shingles that are easy-to-apply.*

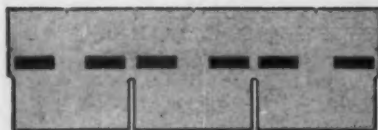
“Storm King” Shingles come in a *wide range of colors . . . deep tones, blends, and pastels.* Women love to see decorator themes carried roof high!

Packed in the standard way, Barrett “Storm King”

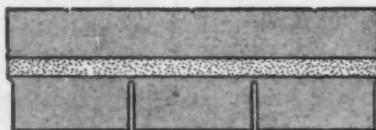
Shingles need not be turned or rearranged on the job. An anti-stick strip helps roofers finish faster.

Engineered for trouble-free service, “Storm King” Shingles give you plenty to talk about. And they are backed by Barrett—the greatest name in roofing for more than 100 years.

For further information call your Barrett representative or write BARRETT DIVISION, Allied Chemical Corporation, 40 Rector St., New York 6, N. Y.; Merchandise Mart, Chicago 54, Ill.; 36th & Grays Ferry Ave., Philadelphia 46, Pa.; 1327 Erie St., Birmingham 8, Ala.; 323 South 67th St., Houston 11, Texas.



**FRONT SIDE:**  
Even, wide bands  
of adhesive grip with  
maximum power.



**REAR SIDE:**  
Anti-stick strip prevents  
sticking in bundles but does  
not affect sealing action...  
need not be removed  
during application.

# B ARRETT ROOFS



†Trade Mark of Allied Chemical

# Shorelaire

INDUSTRIAL QUALITY

## FANS

AT SPECIAL PRICES



FOR BOTH  
VERTICAL & HORIZONTAL  
INSTALLATION

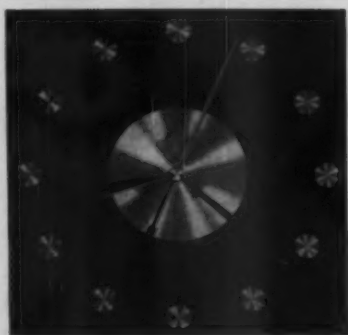
WESTINGHOUSE—G.E. MOTORS  
S.K.F. BALL BEARING FAN SHAFT

Model	C.F.M.	Blade Size	Ht.	List Price	Dealer Cost
30-I.S.	7,505	30"	12"	\$ 99.95	\$49.90
36-I.S.	10,121	36"	12"	\$115.00	\$56.15
42-I.S.	12,523	42"	12"	\$135.00	\$57.40

Write for Catalog showing our complete line of Industrial fans and name of your nearest distributor.

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**BUILT-IN WALL CLOCKS  
BY HOWARD MILLER**

Achieve stunning effects with this smartest of home accessories. A variety of models and finishes to fit any area, please very taste. Guaranteed self-starting synchronous electric movement, with easy to follow instructions and template for built-in installation. The Howard Miller name is the modern word for clocks of quality and original distinction; make it your buy-word. From \$11.95 retail,—at your building supply dealer, or write for literature and prices from

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TRAINING YOUR MEN

## Ask the experts...

### Heavily loaded roof poses unusual truss problem...

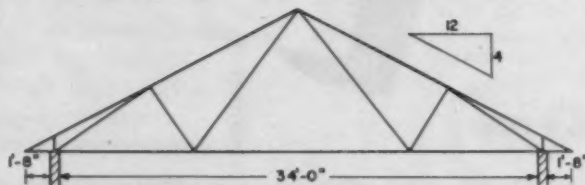
**QUESTION:** We have a problem designing a low-pitch roof truss capable of carrying a 46# dead load on the rafter (plus snow load) and a 10# dead load on the bottom chord. The pitch is 3/12 or 4/12. The span is 34' with a cornice overhang of 20".

At one end of the home, the span will be shortened to 30'. Eave line will be continued straight, so that the overhang will be about 5'4".

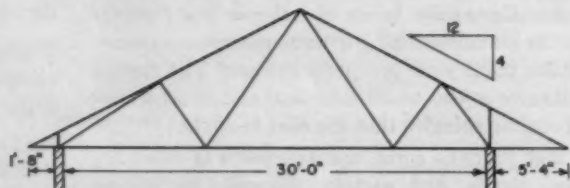
There's also a problem concerning a fireplace opening which will cut into five rafters running 16" o.c. Is it possible to strengthen the adjacent trusses enough to carry the additional load presented here? The truss design will have to use bolts or nails because of the lack of indoor shop space to construct glued trusses.

Carroll G. Polodna  
Prairie du Chien, Wisc.

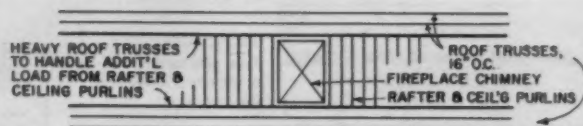
... but here are 3 answers:



1. For the truss spanning the full 34' with a 20" overhang at the ends: see the above design. A heavy truss is required for this.

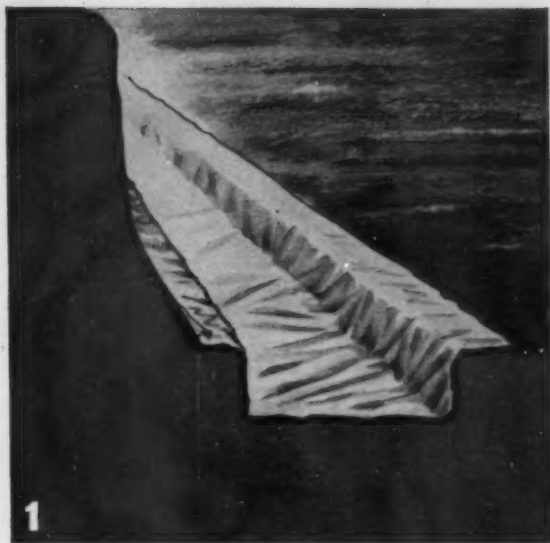


2. At the end of the house where the span shortens to 30' with the eave line continuing straight across, creating a 5'4" overhang, use the above design.

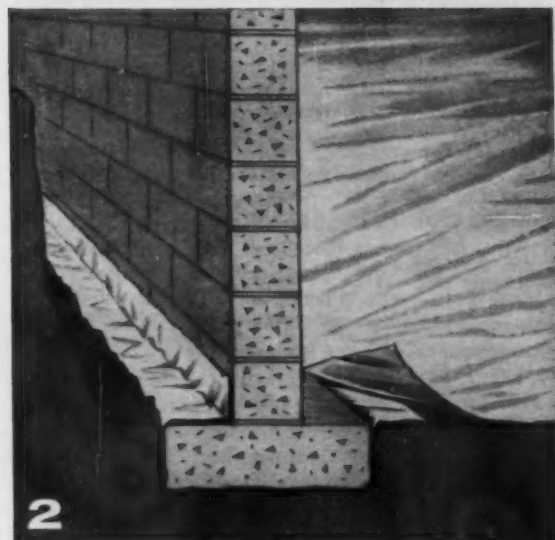


3. It is customary to support the roof framing on the fireplace masonry itself; however, if not permitted, use heavy trusses to support header framing.

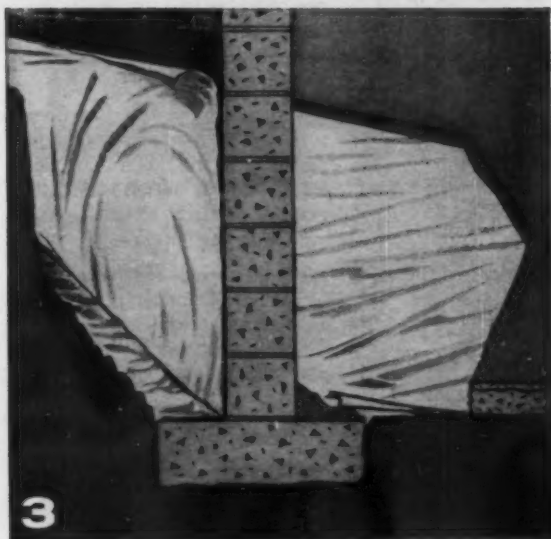
Unusual truss problem continued, p. 172



1



2



3

## 3 steps to a lifetime dry basement with **VISQUEEN** film

TRADEMARK

**1.** Trench for footings in ordinary way. Line trench with VISQUEEN film, making sure film extends far enough inside footings for six inch lap, and far enough outside to cover height of footing plus six inch lap. Pour footings.

**2.** Complete masonry, concrete block or concrete wall. Place moisture barrier of VISQUEEN film over whole basement area, fitting it close to the wall over the VISQUEEN film that extends inside the footings. Pour floor.

**3. a.** Tar-mop outside of footing and wall. Bring outside lap over base of wall.

b. Take center folded roll and put in place around foundation wall with fold edge down.

c. With top half of film secure in place, let bottom fold drop and smooth it against foundation wall.

No more wet basements from seepage water! VISQUEEN film will protect for the life of the building.

Don't be fooled by inferior film. Look for the VISQUEEN trade mark printed every foot on the selvedge. No other film is as free from thin spots and other blemishes.

*Only VISQUEEN film is made in seamless widths to 32 feet.*

For details of application and film characteristics, write today or use the Information Request Tag.



VISQUEEN film—the first and foremost polyethylene film. A product of the long experience and outstanding research of **VISKING COMPANY** Division of Union Carbide Corporation. P. O. Box 1410, Terre Haute, Indiana

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**20 minutes**  
TO INSTALL

Low Prices  
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**3 WIDTHS**  
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for every  
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**STEEL STAIR**  
responds to the  
lightest touch

**FREE LITERATURE**  
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stairs is yours for the asking—  
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Ask for info on these other TFC Products: ATTIC FANS • 2-1/2-1 STAIR-FAN COMBINATION-THERMAFLOW EXHAUST SYSTEMS • ORNAMENTAL IRON • MAIL BOX STANDS



**BUILDER'S JACK**

the versatile

**HI-JACK,**

time and money saver, dozens of uses.

Use **HI-JACK** for raising wall sections, for tying-in, for raising timbers for high placement. Every carpenter needs a **HI-JACK**. Saves cost of one jack per house. Approved by Washington State Department of Labor and Industrial Safety.

**HI-JACK** lifts as it "climbs" up a finished 2 x 4 or 4 x 4; operates much like a cor jack. Lifts to a height equal to the length of timber used.

2 x 4 model lifts 1,000 lbs. . . . RETAIL \$24.50  
4 x 4 model lifts 2,000 lbs. . . . RETAIL \$35.50  
Both models have 100% safety factor.

Sold C.O.D. while distributorships are being set up. Money back guarantee.

**DISTRIBUTOR** inquiries invited.

Manufactured by:

**OLYMPIC FOUNDRY CO.**

IRON FOUNDERS

5200 Airport Way Seattle, Washington  
Parkway 2-7123

**ASK THE EXPERTS**

(Continued from page 170)

The roof loading you describe is extremely heavy (46 lbs. per sq. ft. dead load on the rafter, plus 10 lbs. per sq. ft. ceiling load).

Assuming a 30 lbs. per sq. ft. live load for your part of the country, this gives a total design load of 86 lbs. per sq. ft. for the truss. At a 4 to 12 pitch and 34 ft. span, you will require a truss which is much heavier than standard truss rafter designs. For member sizes and connection details, as well as truss analysis for these trusses, we suggest you contact a registered structural engineer in your area.

**George A. Kennedy & Assoc.**  
Structural Engineers  
Chicago, Illinois

**Simple formula for finding breaking strength of 2x4's**

**QUESTION:** I would like the experts to give me a simple formula for finding the breaking strength of 2x4's and 2x6's, etc. Also the bending formula. I would like this on different woods in dimension stock.

**James Mc Cormick**  
Allegan, Mich.

**ANSWER:** The allowable working stresses of timber in bending usually gives a factor of safety against failure by rupture of about 2. Of course, permanent deformation would occur in the member before failure.

The standard formula for extreme fiber stress bending within the elastic range is:  $M/S$  equals  $f$  where  $f$  is the unit stress in extreme fiber in bending.  $M$  is the maximum bending or resisting moment.  $S$  is the section modulus of the member.

For a listing of allowable extreme fiber stresses in bending in various types of lumber, I would suggest obtaining a copy of the National Lumber Manufacturers Association booklet "National Design Specification for Stress Grade Lumber and its Fastenings". You will also obtain some of this information from the April '58 issue of American Builder which deals with and lists the most common sizes of Douglas Fir and Yellow Pine.

**George A. Kennedy and Assoc.**  
Structural Engineers  
Chicago, Illinois

From the files of the American Cancer Society



**Yes!**  
**I had cancer**

"MANY PEOPLE think cancer is incurable. They're wrong and I can prove it! So can 800,000 other Americans like me.

"On a gray morning in November, 1942, a specialist confirmed the diagnosis of cancer made by my family doctor. What he had to say reassured me.

"He explained that, thanks to my habit of having yearly check-ups, my doctor had caught the cancer in its early stage. It was localized and it could be completely removed by surgery. So, here I am as hale and hearty as if I'd never had cancer!"

That was 15 years ago, when only 1 out of 4 persons with cancer was being cured. Today, thanks to improved methods of treatment, and earlier diagnosis, 1 person in 3 is being saved.

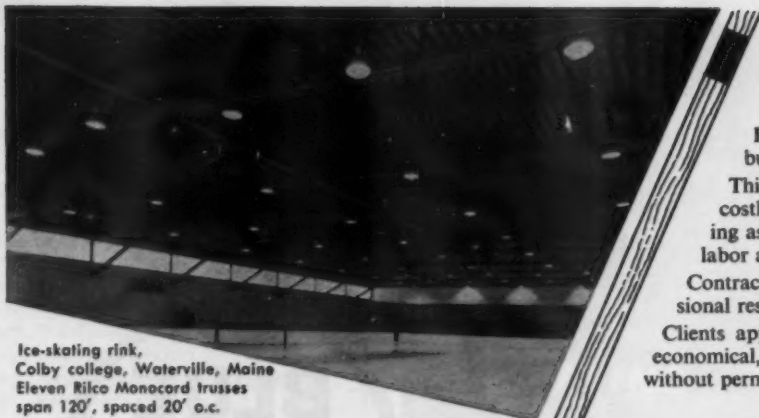
**And with present knowledge,** it can be 1 in 2, if everyone observes two simple precautions: Have a health checkup annually. Keep alert for cancer's seven danger signals.

Progress in the American Cancer Society's fight against cancer depends on the dollars donated for its broad, nation-wide program of research, education and service to the stricken.

**Help to swell** the ranks of people saved from cancer. Fight Cancer with a Checkup and a Check. Send a check *now* to "Cancer," care of your local post office.

**AMERICAN  
CANCER  
SOCIETY**

IN AUGUST . . .  
**MECHANIZATION**



Ice-skating rink,  
Colby college, Waterville, Maine  
Eleven Rilco Monocord trusses  
span 120', spaced 20' o.c.

Out-of-the-ordinary buildings like these wide-span college skating rinks go up swiftly with RILCO laminated wood beams, arches and trusses. That's because every RILCO member is engineered and custom-built for each job.

This precision factory fabrication eliminates costly on-the-job cutting and fitting, thus reducing assembly and erection time. Regular jobsite labor and equipment can be used.

Contractors everywhere report successful professional results on their very first RILCO jobs.

Clients applaud too—because RILCO construction is economical, withstands temporary overloads or impact without permanent damage.

## Costs Go Down . . . . . When Rilco Goes Up

For more examples of how RILCO can help you win more bids and make more money, contact your nearest RILCO office.



### RILCO LAMINATED PRODUCTS, INC.

W811 First National Bank Building, Saint Paul 1, Minnesota  
District Offices: Newark Fort Wayne Tacoma



Ice-skating rink, Bowdoin college, Brunswick, Maine  
Rilco Monocord trusses span 138' 4", spaced 14' o.c.  
with center height 19' 7".

## Humphrey WINDOW CONVERTERS

REINSTALL old, "troublesome" double-hung wood window sash with HUMPHREY WINDOW CONVERTER CHANNELS.

### ADVANTAGES . . .

- (1) Sashes are made removable to inside for SAFE, EASY CLEANING.
- (2) Weatherstrips.
- (3) Both Top and Bottom Sash made EASY TO OPERATE.
- (4) Harmonious LIGHT GREY Enamel Baked-on Aluminum Channels.
- (5) 1 1/4" Wide Channels for Residential Sash and 1 3/4" Wide with Balances for Commercial Sash.
- (6) AVAILABLE in sets for Dealers or Lineals for large users.

Write: HUMPHREY PRODUCTS, INC., Box 2868, Wichita, Kansas

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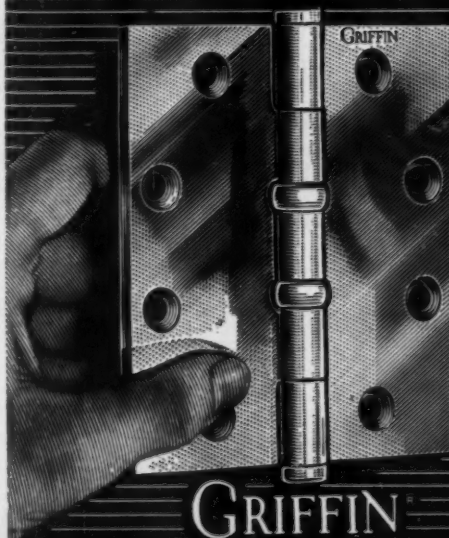
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## GRIFFIN HINGES



For handsome appearance during life-long hinge performance. A full line of top-quality butts in all popular finishes. Well-built homes deserve fine hardware. Why not install Griffin hinges?

GRIFFIN MANUFACTURING CO., ERIE, PA.  
SINCE 1899



**ANNOUNCING A MERGER:**

AMERICAN WINDOW GLASS COMPANY, Pittsburgh, Pa.

and BLUE RIDGE GLASS CORPORATION, Kingsport, Tenn.

(a wholly owned subsidiary of SAINT-GOBAIN of Paris, France)

have merged to form a new company:

## **AMERICAN-SAINTE GOBAIN** CORPORATION

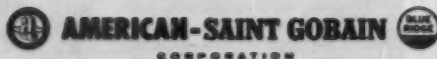
with executive offices in New York City  
and general operating headquarters  
in Pittsburgh, Pa.

The merger pools the experience and technical skill of American Window Glass Company, the quality leader and oldest producer of sheet glass in the United States, with Saint-Gobain, the oldest and one of the largest plate glass manufacturers in the world.

Operations and activities of the former American Window Glass Company will be carried on by American Window Glass Division of the new corporation, and the former Blue Ridge Glass Corporation will henceforth be operated as the Blue Ridge Glass Division.

When it enters into the manufacture of plate glass and through continuing to produce Blue Ridge's patterned glass and American's sheet glass, American-Saint Gobain Corporation will be a fully integrated, full-line producer of flat glass products in the United States. The merged company plans to build a modern plate glass factory which will employ the latest manufacturing techniques of Saint-Gobain.

This combination of diversified facilities and extensive experience will enable American-Saint Gobain Corporation to contribute to further progress of the glass industry. Through expanded research, the development of new glass products and applications will enhance the living comfort of the nation.



FARMERS BANK BUILDING • PITTSBURGH 22, PA.

American Window Glass Division

Plants at Arnold, Jeannette,  
Elwood City, Pa.; Okmulgee, Okla.

Blue Ridge Glass Division

Plant at Kingsport, Tenn.

AWG 7100

## LEVITT

(Continued from page 26)

about 1,500 houses to be grouped in each "neighborhood." At present 10 of these "neighborhoods" are planned. Each will have a centrally-located park site for school, swimming pool and play areas.

The schools will serve more than the basic job of providing classrooms for the community's children. Each will also serve as a neighborhood center. In the evenings, on weekends and in the summer, Levitt said, the schools can be used for "theatricals, dances, lectures, every conceivable social or civic activity the people want."

He added that the schools—with surrounding facilities—also could be used as a summer-long day camp, run by the municipality for all the neighborhood children.

### How it came about

The plan for the schools didn't blossom overnight. It was possible, according to the builder, because the new Levittown is wholly in one municipality. The other Levittowns straddled as many as four townships. This made building like "trying to work a jigsaw puzzle with tied hands."

The first school—a prototype for the others—is of one-story steel construction with exterior of brick, glass and marble chip panels. One wing houses 20 classrooms and special-use areas. The other has a multi-purpose auditorium, kindergarten areas, administrative offices and kitchen.

Levitt is using home-building techniques for the school construction. These, he said, provide low-cost construction—lower than a municipality could obtain. Because the community is getting the schools at no cost, the tax rate will go down later, he stated.

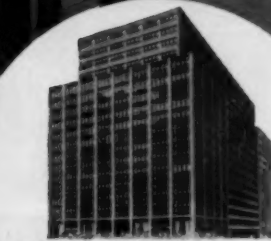
Some builders might be afraid to tackle such a project in today's uncertain economy. But, not Bill Levitt. Here's what he said: "We decided to go ahead with it now regardless of the recession. I predicted a year ago . . . that the nation faced a general economic collapse because the home-building industry was being strangled by tight money. The collapse came on schedule. Then the government solved the credit problem. Only by putting that credit to work can we beat the recession. The basis for prosperity is in high production and good values—giving people their money's worth. That's exactly what we propose to do."

## MEETING YOUR RIGID SPECIFICATIONS

### LEVITON

#### SPECIFICATION (5000) GRADE

**EXTREME CARE:** Every facet of these magnificent buildings has been planned with superb attention to detail. Financing, architecture and construction are the best. For this reason — this devotion to excellence — LEVITON 5000 line specification grade electrical wiring devices were chosen. Look for the 5000 number, your assurance of top quality, easy installation, long and dependable service. Send for catalog.



**BUILDING:** 200 East 42nd St., N.Y.C.—30-story  
**OWNER:** Joseph Durst  
**GENERAL CONTRACTOR:** Diesel Construction Co., Inc.  
**ARCHITECT:** Emery Roth & Sons  
**ELECTRICAL ENGINEER:** Alfred J. Kleinberger  
**ELECTRICAL CONTRACTOR:** Consolidated Electric Construction Co., Inc.



#5521

#### QUIET SWITCHES

A full line of 15A and Heavy Duty 20A AC Quiet Switches.



**BUILDING:** 100 Church St., N.Y.C.—20-story and penthouse  
**OWNER:** Edwin S. Wolfson  
**GENERAL CONTRACTOR:** Diesel Construction Co., Inc.  
**ARCHITECT:** Emery Roth & Sons  
**ELECTRICAL ENGINEER:** Alfred J. Kleinberger  
**ELECTRICAL CONTRACTOR:** Fischbach & Moore Inc.



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**KEEPING UP WITH THE LAW**

## Recent decisions reverse local regulations requiring school fees

By JOHN F. MCCARTHY • Attorney-at-law

Many local ordinances require subdividers and builders to pay a special fee for school purposes or require



McCarthy

donations of land for similar purposes. Two recent decisions by courts in and around the city of Chicago have held invalid certain ordinances requiring these fees. The courts quite uniformly have reached similar conclusions. One case involved an ordinance of the Village of Park Ridge, a suburb of Chicago located immediately northwest of that city. The Circuit Court of Cook County, Illinois, (Chicago) held that ordinance to be invalid. It concerned subdivision plats. It required the subdivider or builder, before the Village would approve his plat, to deposit the sum of \$300 per lot in a special fund to be used for the purpose of building schools. In this way the local school district had built up a fund in excess of \$100,000.

The Circuit Court reasoned that the Village in effect was levying a tax for the purpose of building schools. It pointed out that the Village had no right or power to levy a special limited tax, operating only on one class, for that purpose. Apparently the Village and the local school district have decided to abide by the Court's ruling. They are in the process of returning the funds collected to the subdividers and builders who made the payments.

The other case involved an ordinance or regulation of DuPage County which is located immediately west of Cook County (Chicago). The Circuit Court of DuPage County likewise held that ordinance to be invalid. It also con-

cerned subdivisions and plats. It required the subdivider or builder to donate a certain amount of land for school or park purposes before the County would approve his plat.

The Circuit Court pointed out that this ordinance in effect required a conveyance of land for school or park purposes. It reasoned that this violated the prohibition in the Constitution of the State of Illinois which forbids taking of private property for public use without the payment of just compensation therefor. A similar provision is found in the constitution of each state.

Many municipalities are faced with the problem of providing satisfactory community facilities. The matter of adequate buildings for schools is the most acute of these. The population of these communities is increasing. It is claimed that the substantial number of new homes erected, bringing an equal number of new families into the area, is the principal reason for this population increase. At the same time most of those municipalities are without funds to provide adequate buildings for schools. Generally their bonding power already has been exhausted.

These facts and contentions have produced the idea that subdividers and builders in some manner must pay for a part of the cost of additional school buildings. They evoked the ordinances and regulations of the types under discussion. These required subdividers and builders to donate either cash or land for school building purposes. Many municipalities in the metropolitan Chicago area have adopted similar ordinances. Therefore the two cases referred to were followed closely by many, and their decisions in favor of the subdividers and builders are expected to produce a reexamination of the problem.





## An important TWO FEET in your remodeling plans!

The 24 inches you allow for a built-in KitchenAid dishwasher in your remodeling plans can be the most profitable footage in your entire kitchen. KitchenAid is the one appliance that makes a real difference.

Why KitchenAid? Very simple. KitchenAid has been time-tested and proved by performance to be the best dishwasher in the industry. It is in a class by itself! Dealer records show that very rarely does a KitchenAid ever need service. Your kitchen remodeling prospects and customers will appreciate your good taste in specifying KitchenAid with its built-in dependability and "wash-clean, dry-bright" performance.

Installation is easy and economical with any model in the line. With a choice of gravity- or automatic pump-drain, KitchenAid adapts easily to any plumbing situa-

tion. The KitchenAid line offers free-standing, undercounter, combination dishwasher-sink or built-in counter-height models. Specify KitchenAid, the only home dishwasher with Hobart revolving power-wash action and a separate motor and blower-fan for circulated, electric hot air drying.

When planning food preparation centers, specify KitchenAid food mixers and electric coffee mills. The Hobart Manufacturing Company, KitchenAid Home Dishwasher Division, Dept. KAB, Troy, Ohio.



KitchenAid undercounter models are available in a number of beautiful finishes, including Antique Copper and stainless steel.

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**CALCIUM**  
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Mail coupon for "End Dust" book!  
Tells where and how to apply... quantity needed.

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SOLVAY branch offices and dealers are located in major centers from coast to coast.

34-7

## QUANTITY LIST

### AMERICAN BUILDER HOUSE No. 254

Living Area	1,400 sq. ft.
Garage	460 sq. ft.

### EARTH EXCAVATION & GRADING

Topsoil	6" Grade Excav. & Pile	3,455 sq. ft.
Earth	Foundation Excav. & B'ill	700 cu. ft.
Gravel	4" Floor Sub-Bill	1,950 sq. ft.

### CONCRETE CONSTRUCTION & FINISH

2500# Concrete Chimney Footing	20 cu. ft.
" " " " " " Forms	20 sq. ft.
" " " " Found. & Plant. Walls	325 cu. ft.
" " " " " " " " Forms	705 sq. ft.
" " " " 4" Floor & Terr. Slab O.G.	2,140 sq. ft.
Monolithic Floor Finish	1,300 sq. ft.
Monolithic Terr. & Gar. Floor O.G.	640 sq. ft.
Kraft Paper Floor Prot. & Cur'g.	2,000 sq. ft.
15# Felt Floor Isolation	1,580 sq. ft.
Precast 2" Path Paving	90 sq. ft.

### BRICK CONSTRUCTION & VENEER

Face Brick 4" Ext. Walls Veneer	1,005 sq. ft.
Fire Brick 4" Hearth & F.P. Lining	45 sq. ft.
Face Brick 4" Hearth & F.P. Facing	60 sq. ft.
" " 8"x8" Chim. & Wall Coping	20 Lin. ft.
" " 4"x4" Wall Belt	145 Lin. ft.
Common Brick Chim. & F.P. Backing	80 cu. ft.
Vitreous T.C. 10"x18" Flue Lining	12 Lin. ft.
Acid & Mortar Expos. Brick Clean & Point	1,200 sq. ft.
Metal Wall Ties	815 sq. ft.
Mastic Door & Window Caulking	270 Lin. ft.
Galv. Metal Wall Lath	25 sq. ft.
Stucco 1/2" Wall 3 coats	25 sq. ft.

### LUMBER FRAMING & CONSTRUCTION

4"x8" D4S Fir 32" o.c. Roof Rafters	840 sq. ft.
4"x6" D4S " Entry Lintel	5 Lin. ft.
4"x4" D4S " Wall & Fence Post	135 Lin. ft.
2-2"x12" " Ridge Beam	54 Lin. ft.
3-2"x10" " Door Lintel	16 Lin. ft.
2"x8" " Rafter Blocking	105 Lin. ft.
2"x8" " 16" o.c. Roof Rafters	945 sq. ft.
2"x8" " Ridge Beam	25 Lin. ft.
2-2"x6" " Door & Window Lintel	120 Lin. ft.
2"x6" " 24" o.c. Roof Rafters	700 sq. ft.
3-2"x4" " 16" o.c. Wall Studs, S.&P.	30 sq. ft.
2-2"x4" " Wall Plates	30 Lin. ft.
2-2"x4" " Wall Plates	25 Lin. ft.
2-2"x4" " Hung Ceiling Stringer	40 Lin. ft.
2"x4" " 48" o.c. Rafter Ties	450 sq. ft.
2"x4" " 16" o.c. Coll'g Joist	225 sq. ft.
2"x4" " 16" o.c. Wall Studs, S.&P.	1,210 sq. ft.
2"x4" " 16" o.c. Part. Studs, S.&P.	1,645 sq. ft.
1"x10" Wh. Pine Vert. Wall Boarding	465 sq. ft.
2"x2" Wh. Pine Osheong Tralls	50 Lin. ft.
1"x8" TAG NCP V-Joint Roof Lining	1,350 sq. ft.
1"x8" TAG NCP Wall Lining	1,100 sq. ft.
Fibreboard 1/2" Roof Insulation	945 sq. ft.
" " " " " "	840 sq. ft.
15# Asph. Felt 3-ply Roof Isolation	2,200 sq. ft.
45# Rocksurf. 3-ply Roof Covering	2,400 sq. ft.
15# Felt Wall Isolation	1,100 sq. ft.
Wood Misc. Furring & Grounds	Sum
Metal Structural Hardware	"

### METAL ORNAMENTAL & MISCELLANEOUS WORK

4.9# Steel 2 1/2"x3 1/2"x3/16" F.P. Lintel	5 Lin. ft.
Cast Iron F.P. Throat Damper	1 Unit
Pol. Metal 20" F.P. Throat Trim	5 Lin. ft.
1/2" Steel 20" Anchor Bolts, Nuts & Washers	8 Units
1/2" Steel 6" Anchor Bolts, Nuts & Washers	60 Units
12-ga. Steel 2" Rafter Straps	30 Units
Cast Iron Fireplace Ash Dump	1 Unit

### SHEET METAL WORK

28-ga. Galv. Ir. 18" Chimney Flashing	20 Lin. ft.
" " " " 18" Blower Cooler Flashing	12 Lin. ft.
" " " " 8" Roof Gravel Stop	155 Lin. ft.

### GYPHUM 1/2" CEILING & WALL BOARDING

Gypsum Board 1/2" Ceiling Boarding	700 sq. ft.
Gypsum Board 1/2" Wall Boarding	3,670 sq. ft.
Metal Corner Beads	105 Lin. ft.

### ASPHALT & RUBBER FLOOR & BASE TILING

Asphalt 1/2" Floor Tiling	1,315 sq. ft.
Rubber 1/2"x4" Wall Tiling	340 Lin. ft.

### WOOD EXTERIOR & INTERIOR MILLWORK

1 1/2" Wh. Pine 4'3x6'8 Entr. Door, S.L., F.&T.	1 Unit
1 1/2" " " " 6'x6'8 Sliding Door & Trim	1 Unit
1 1/2" " " " 5'x6'8 Sliding Door & Trim	2 Units

1 3/4" "	" "	4'x6'8" Sliding Door & Trim	1 Unit
1 3/4" "	" "	2'6x6'8" Inter. Door & Trim	4 Units
1 3/4" "	" "	2'x6'8" Inter. Door & Trim	8 Units
1 3/4" "	" "	2'x6'8" Louver Door & Trim	2 Units
1 3/4" "	" "	5'x7" Swinging Door & Trim	1 Unit
1 3/4" "	" "	16'x7" Upward Door & Hdw.	1 Unit
Pine & Mesh 3'x7" Door Screen & Hdw.			1 Unit
1" Fir 3'x7'4" Fence Gate			1 Unit
Wood Sash Fixed Casement Window & Trim			115 sq. ft.
" "	" "	5'4x6'8" Fixed Window, F.&T.	4 Units
" "	" "	5'4x6'8" Sliding Window, F.&T.	3 Units
" "	" "	5'4x2' Sliding Window, F.&T.	7 Units
Wood Mesh Sliding Window Screens & Hdw.			190 sq. ft.
2'x8" Fir D45 Roof Rake & Fascia			170 Lin. ft.
1'x12" Fir D45 Wall Eave Fillet			115 Lin. ft.
1'x14" Wh. Pine Linen Closet Shelving			15 Lin. ft.
1'x12" " " Closet Shelving			35 Lin. ft.
1'x4" " " Closet Shelf Cleats			80 Lin. ft.
1" " " 21"x21" Ceil. Scuttle			1 Unit
Redwood 2'6x7" Fixed Gar. Louvres			2 Units
Hardboard Louver Backing			35 sq. ft.
Hardwood 1" Closet Pole			45 Lin. ft.
Wood 3'x2'3 1/2" Vanity Table			1 Unit
Fly Mesh 6" Eave Vent Screen			105 Lin. ft.
Glass Door & Wind. Panels			480 sq. ft.
Metal Finish Hardware			Sum

#### PREFINISHED KITCHEN CABINET & ACCESSORIES

Wood or Mat.	6'x2'x3' Sink Cabinet	1 Unit
" "	6'x2'x3' Range Cabinet	1 Unit
" "	4'6x3'x3' Count. Cabinet	1 Unit
" "	8'x2'6x1' Wall Cabinet	1 Unit
" "	5'x2'6x1' Wall Cabinet	1 Unit
" "	4'8x2'6x1' Wall Cabinet	1 Unit
" "	5'3x1'3x2'6 Laundry & Dress.	1 Unit
" "	5'x1'3x2'6 Laundry & Dress.	1 Unit
Ceramic Kit, Counter Tops		20 sq. ft.
Marble Bath Dress. Tops		10 sq. ft.
1x1/4" Steel 2' Cabinet Hangers		8 Units

#### PAINT EXTERIOR & INTERIOR FINISH

Paint Siding & Fence	2 Coats	615 sq. ft.
" Exter. Millwork	2 Coats	1985 sq. ft.
" Exter. Doors	2 Coats	375 sq. ft.
" Plast. B'd Walls	2 Coats	3670 sq. ft.
" Plast. B'd Ceiling	2 Coats	700 sq. ft.
" Interior Doors	2 Coats	900 sq. ft.
" Interior Millwork	2 Coats	230 sq. ft.
" Window & Screen	2 Coats	1,240 sq. ft.

#### TOILET ACCESSORIES & FITTINGS

Chrome Metal	30" Towel Racks	2 Units
" "	" Paper Holders	2 Units
" "	" Soap Holders	5 Units
Metal Recessed Hampers		2 Units
" "	& Glass 24"x30"x4" Med. Cabinet	2 Units
" "	& Cloth Shower Rod & Curtain	1 Unit

#### PLUMBING SYSTEM & FIXTURES

Water Service Connection & Piping	1 Unit
Gas Service Connection & Piping	1 Unit
Sanitary Service Connection & Piping	1 Unit
Lavatory, Piping & Accessories	3 Units
Both Tub, Piping & Accessories	1 Unit
Water Closet, Piping & Accessories	2 Units
Kitchen Sink, Piping & Accessories	1 Unit
Shower, Piping & Accessories	1 Unit
Gas Furnace Connection, Piping & Accessories	1 Unit
Gas H.W. Heater, Piping & Accessories	1 Unit
Hose Bibb, Piping & Accessories	2 Units

#### HEATING & VENTILATING SYSTEM

Gas Warm Air Furnace & Accessories	1 Unit
" " " Ducts & Registers	9 Units
" " " Temp. Control Equipment	1 Unit
Cooler 3'x3'x3' Blower & Housing	1 Unit

#### ELECTRICAL SYSTEM & FIXTURES

Electric Service Connection	1 Unit
Electric Service Panel & Switch	1 Unit
Light Outlets & Wiring	38 Units
Convenience Outlets & Wiring	24 Units
Switch Outlets & Wiring	17 Units
Light Wall & Ceil. Fixtures	14 Units
Entr. P. B. Chime & Wiring	1 Unit
Telephone Serv. Conn. & Accessories	1 Unit
Television Antenna & Wiring	1 Unit

**moving?**

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Cutaway shows sealed air insulating space which prevents sweating.

Here is a permanent, top quality combination, tailor made for hot weather sales! The one-piece vitreous tank will not sweat or drip in hot, humid weather. No messy puddles. No buckled flooring. No gadgets or gimmicks to get out of order. Simply install the Dri-Tank combination and you have a satisfied customer. Ideal for remodeling or new installations.



Available in a wide range of Chicagoware colors and white.

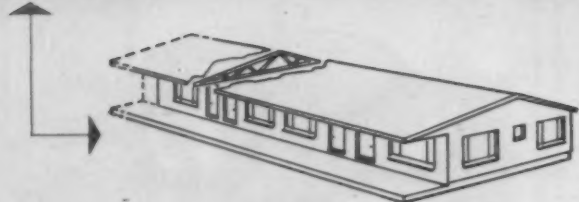
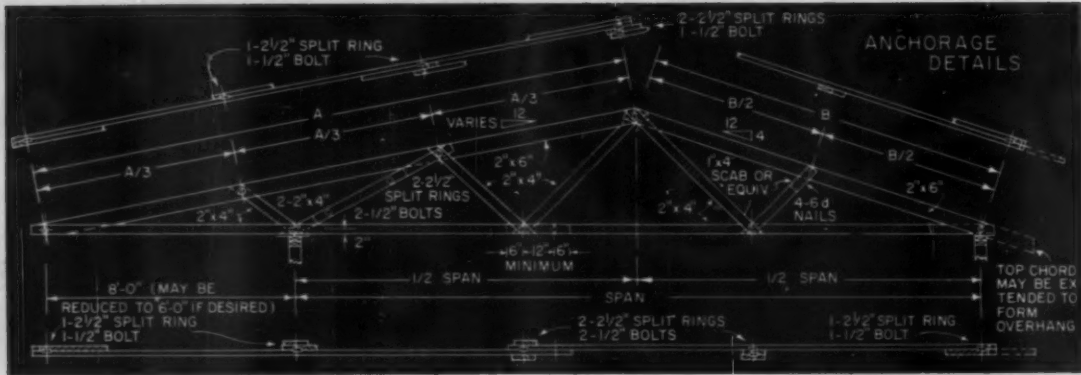
For new installations use the newest idea in bath and powder room fixtures . . . the Clearflor Series. Everything off the floor . . . greater cleaning convenience . . . improved sanitation . . . wall-to-wall carpeting. Available with Dri-Tank and all colors.

ALL CHICAGOWARE GUARANTEED FOR MATERIALS AND WORKMANSHIP

**CHICAGO POTTERY COMPANY**

1920 CLYBOURN AVE • CHICAGO 14

# Better detail of the month



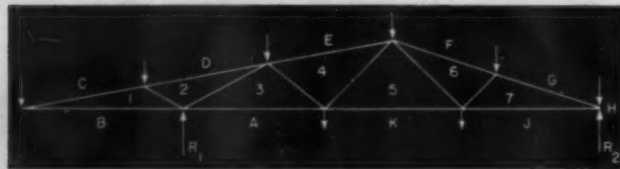
## New truss design for motels: it's flexible and economical

This new truss design (no. 682) issued by the Timber Engineering Co., Wash., D.C., is tailored to meet the requirements of motel roof construction. You can use it also for a residence where a cantilevered overhang is specified.

For the motel, the 8-foot overhang provides a breezeway along the entrance side of the units (drawing above). This wide overhang can be reduced to 6 feet, if it is desirable.

Depending upon the clear span portion of the truss which is adaptable from 16 to 24 feet (tables right), the slope of the overhang side varies from 2" to 2 1/2" in 12". While the slope on the opposite side remains a constant 4" in 12" pitch.

You can save money building with this new design because it offers advantages of fast clear-span, trussed-rafter framing.



**STRESS DIAGRAM:** lumber used should permit allowable stresses of: *f* equals 1200 p.s.i.; *c* equals 900 p.s.i.; *E* equals 1,760,000 p.s.i.

DEAD LOAD + LIVE LOAD = 35 p.s.f.  
CEILING DEAD LOAD = 10 p.s.f.  
TRUSSED RAFTER SPACING = 2'-0" O.C.

HARDWARE		
NO.	ITEM	SIZE
13	TECO WEDGE-FIT SPLIT RINGS	2V2" DIA.
2	TECO TRIP-L GRIPS	TYPE-A
2	BOLTS	1/2" x 7 1/2"
3	BOLTS	1/2" x 6"
5	BOLTS	1/2" x 4"
20	WASHERS	3/4"

MEMBER	DESIGN DIMENSIONS				
	16'-0"	18'-0"	20'-0"	22'-0"	24'-0"
SPAN	16'-0"	18'-0"	20'-0"	22'-0"	24'-0"
A-3	5'-4"	6'-0"	6'-8"	7'-4"	8'-0"
B-1	8'-0"	8'-0"	8'-0"	8'-0"	8'-0"
C-1	5'-4 7/8"	5'-9 1/8"	6'-1 1/4"	6'-5 3/8"	6'-9 3/8"
D-2	5'-4 7/8"	5'-9 1/8"	6'-1 1/4"	6'-5 3/8"	6'-9 3/8"
E-4	5'-4 7/8"	5'-9 1/8"	6'-1 1/4"	6'-5 3/8"	6'-9 3/8"
F-6	4'-2 3/8"	4'-8 5/8"	5'-3 1/4"	5'-9 1/8"	6'-3 3/8"
G-7	4'-2 3/8"	4'-8 5/8"	5'-3 1/4"	5'-9 1/8"	6'-3 3/8"
J-7	5'-4"	6'-0"	6'-8"	7'-4"	8'-0"
K-5	5'-4"	6'-0"	6'-8"	7'-4"	8'-0"
I-2	2'-9 3/4"	2'-6 7/8"	2'-3 7/8"	2'-0 3/4"	1'-10 5/8"
2-3	3'-2"	3'-10 5/8"	4'-6 5/8"	5'-3 3/8"	5'-11 3/8"
3-4	3'-2 3/8"	3'-3 3/8"	3'-5 1/2"	3'-7 1/8"	3'-8"
4-5	3'-9 1/8"	4'-2 3/4"	4'-8 3/8"	5'-1 9/8"	5'-7 3/8"
5-6	3'-9 1/8"	4'-2 3/4"	4'-8 3/8"	5'-1 9/8"	5'-7 3/8"
6-7	1'-0 1/8"	2'-1 1/4"	2'-4 1/8"	2'-6 7/8"	2'-9 1/8"
A	16'-2 3/8"	17'-3 1/8"	18'-3 1/8"	19'-4 3/8"	20'-4 3/8"
B	6'-5 1/8"	9'-5 7/8"	10'-6 1/2"	11'-7 1/8"	12'-7 3/8"
RISE	2'-8"	3'-0"	3'-4"	3'-8"	4'-0"

MEMBER	DESIGN STRESSES (lbs.)				
	16'-0"	18'-0"	20'-0"	22'-0"	24'-0"
SPAN	16'-0"	18'-0"	20'-0"	22'-0"	24'-0"
A-3	- 300	50	+ 290	+ 590	+ 860
B-1	-1370	-1370	-1400	-1400	-1320
C-1	+1400	+1390	+1420	+1430	+1350
D-2	+2130	+2100	+2000	+1910	+1770
E-4	- 300	- 480	- 660	- 950	-1150
F-6	-1000	-1140	-1360	-1600	-1810
G-7	-1230	-1400	-1650	-1900	-2150
J-7	+1160	+1320	+1560	+1800	+2040
K-5	+ 600	+ 740	+ 900	+1090	+1240
I-2	- 760	- 760	- 670	- 600	- 560
2-3	-2150	-2360	-2570	-2780	-2900
3-4	+ 700	+ 650	+ 590	+ 470	+ 380
4-5	- 430	- 380	- 260	- 230	- 160
5-6	+ 490	+ 480	+ 530	+ 600	+ 670
6-7	- 300	- 340	- 380	- 400	- 450
R 1	1505	1600	1670	1760	1810
R 2	555	670	775	870	985

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# The Month Ahead

## TRY BEING CONVENTIONAL

A lot of builders have forgotten, but there are other ways of financing besides FHA and VA. There's a thing called a conventional mortgage, and in case you haven't looked lately, it's a lot more attractive than it was a year ago.

In a word, interest rates are down. A few months ago, 6% was the best you could get, and 6½% was not uncommon. Now the going rate is 5½%, and lenders are much more interested in getting money out and working.

We pointed out in another paragraph that it was important to keep a watch on the higher-priced market. Here's still another reason why it should be attractive to you.

## FALL ISN'T TOO FAR

At the risk of rushing the season, we'd like to remind you that September and National Home Week are not too far away.

If you're participating in a parade of homes, or building a special display house, you've already started, of course. But there are a lot of other ways to get in on the act.

For instance, you don't have to build a model house especially for National Home Week. You can use one of your regular models, or a spec house that is waiting to be sold or occupied. Do some extra decorating, or perhaps add a few extras you don't normally include. This will give your home an extra touch of glamor, and give your advertising something to hang its coat on.

## DON'T FORGET THE CONTEST

And of course National Home Week also means American Builder's Best Model Home contest and Hidden Values contest too. The rules are printed on page 98 of this issue. We suggest that you begin getting your entry together right now, and avoid having to do it in a last minute rush.

## There's still a high-priced market

What with the new FHA and VA relaxations, building interest for the coming months seems to be centered on low-cost housing. There's no doubt that this market needs attention. But let's not give it so much attention that we overlook other markets.

Lack of easy financing has built up a backlog of low-cost need, but it isn't unlimited. Keep an eye also on the medium- and higher-priced market—the "traded-up" house. Sales in this range were the only ones that held up in the slump. As the overall economy comes back, this market will get stronger too. Let's not neglect it.

## Watch your prices!

For the average citizen, July and August are the dog days; but for the builder, they're the peak of the season. With a minimum of lost time from bad weather, your crews should be working at top efficiency; and your cost per square foot should be at its lowest.

But in too many cases, the lowest is still too high. One of the most puzzling things a building editor sees in his travels is the enormous variation of prices within the same area. Builders in a town will all be selling houses for about fifteen dollars a foot—except for one little guy over on the North side. He's offering the same house for twelve dollars a foot. What goes on?


The standard answer is, "You just can't build a good house for that kind of money." But you can. That little guy over on the North side is. And he's not using cheap labor or materials, he's using his head. He's an efficient builder.

## For August: the coming home-building industry

It's the principles behind this efficiency that will make up the leading feature of next month's American Builder. We're calling it "Mechanized Building."

Mechanization, contrary to popular opinion, does not mean that robots will replace carpenters, or computers replace contractors. It means that the home builder puts his business on the same basis of modern production methods as every other major industry. It means that the builder uses all the tools of organization, cost control, prebuilding and engineering he can get his hands on. And it means lower prices and higher sales.

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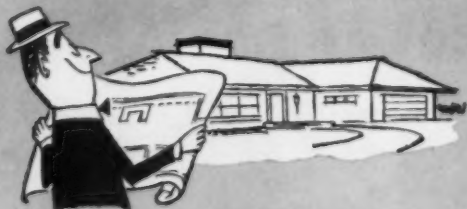
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