

American Builder

OPPORTUNITY FOR FEB. 1959

- Chicago Report
- Remodeling
- Cost Savers
- Commercial

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What's new in prefab: services...p. 47

THE SCHOLZ

Mark 59

"HOUSE OF THE YEAR"



BUILD THIS HOME IN YOUR COMMUNITY

— invest no cash!

— receive the greatest advertising program of the year!

1. Automatic 80% construction financing.
2. A build-out cost of approximately \$9.00 a square foot.
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Model A—\$15,000 range, Model B—\$20,000 range, Model C & D—\$25,000 range.
4. Your name and model location listed in major feature stories in McCall's, HOUSE AND GARDEN, LIVING FOR YOUNG HOME-MAKERS—a total of over 13 million readers.
5. A furniture and decorating package for your model.
6. Local advertising support for your own model promotion in conjunction with your local department and furniture stores, and direct local electric utility company.
7. A direct contribution to your advertising program.
8. And, most important of all, a house we feel is the finest we have ever done—a beautiful blending of colonial and contemporary, with the inclusion of every one of the 1959 home buyers' most wanted design features—a house which spells "Home" to every one that sees it—and all at a price representing the greatest value ever put on the market.

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Add Value to Your Kitchens with these Low-Cost...

NuTone Built·Ins



NuTone Hood-Fan
over the Range

NuTone Hood-Fan
over the Oven

Kitchen in Ceramic Tile by Suntile . . RCA Whirlpool Range and Oven . . NuTone Food Center in counter . . NuTone Intercom-Radio and Clock Chime on wall.

Leading Builders, Architects and Contractors Specify NUTONE . . .

Hood-Fans . . . Exhaust Fans . . . Food Centers

Door Chimes . . . Intercom - Radio - Music



NuTone's Range Hood-Fan
.. acts like a huge vacuum
to keep kitchen air fresh.



NuTone's Food Center . .
saves space. One built-in
motor for SIX appliances.



NuTone's Intercom-Radio
is a step-saver. Fills the
home with radio music.



NuTone's Exhaust Fans
get rid of cooking odors
grease, steam, excess heat.



NuTone Door Chimes make
any home more inviting
with a "friendly greeting!"



NuTone's Oven Hood Fan
traps the scorching heat
when oven door is opened.

See next page →

Add Value to Your Bathrooms with these Low-Cost...

NuTone Built-Ins



Eljer Bathroom Fixtures . . NuTone's Exhaust Fan in wall . . NuTone Ceiling Heat-A-VentLite is Heater, Fan and Light . . NuTone Built-In Scale folds out of way when not in use.

Leading Builders, Architects and Contractors Specify NUTONE . . .

Ceiling Heaters . . . Exhaust Fans . . . Built-In Scales



NuTone's Ceiling Heaters provide instant heat on chilly mornings. They're safe — no danger of burns.

Luxurious NuTone Built-In Scales are so convenient for daily use . . . to help control overweight problems.



NuTone Bathroom Exhaust Fans get rid of damp moisture condensation . . . avoid lingering bathroom odors.

Send for FREE . . .
1959 DELUXE CATALOGS IN BINDER!
Write to NUTONE, INC., Dept. AB-2,
Cincinnati 27, Ohio

"Sales-Minded
Builders
Choose . . .



"Color-Tuned" Roofing Systems Will

**HELP YOU SELL
YOUR HOMES**

Certain-teed's new "Color-Tuned" Roofing Systems provide a modern, practical approach to exterior home beauty. And because home beauty is one of the top factors influencing people when they purchase their house, "Color-Tuned" roofs will give you an extra sales edge.

Certain-teed's "Color-Tuned" Roofing Systems are the result of thorough research and testing in all parts of the country under the direction of Beatrice West, noted home color authority. The ten colors in the "Color-Tuned" line are the colors people *want* and are actually *buying*.

Also available to Certain-teed's builder customers are the services of Miss West and her staff who will assist builders in color harmonizing their homes at no charge. Details of this new service can be obtained from any Certain-teed salesman.

Exterior beauty sells homes. Be certain you have this extra sales edge by using Certain-teed "Color-Tuned" Roofing Systems with your homes.



Certain-teed®... *Superior Products through Creative Research*

CERTAIN-TEED PRODUCTS CORPORATION • Ardmore • Pennsylvania • Plants and offices throughout the United States

AMERICAN BUILDER, published monthly by Simmons-Boardman Publishing Corp., Emmett Street, Bristol, Connecticut. Second class postage paid at Bristol, Connecticut. Subscription price: U. S., Possessions and Canada, \$3.50 for one year, \$7.00 for three years, February issue, Volume 81, No. 2. Subscription correspondence to AMERICAN BUILDER, Emmett Street, Bristol, Connecticut.

Sterling

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PAK**

400 SERIES SLIDING DOOR HARDWARE

The features of high-priced hardware

ALUMINUM NON-FASCIA TRACK for top performance at lowest cost. Sets with Non-Fascia track fit two door thicknesses.

Two smart Flush Pulls included in each set.

Sturdy Steel and Nylon Floor Guide. Mounts with just two screws.

Rugged steel hangers. Nylon Wheels with oiled-for-life bronze bearings.

EXTRUDED ALUMINUM FASCIA TRACK. Heat treated for extra strength. Doors can be put up with hangers attached—cannot jump track. Only 1-1/8" headroom required.

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RICHMOND, ILLINOIS

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**OILED-FOR-LIFE BEARINGS
SMOOTH AND QUIET
NO SQUEAKS**

**STURDY STEEL AND
NYLON DOOR GUIDES**

**FOR ALL BY-PASSING DOORS
3/4" TO 1 3/4" THICK**

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Same set fits two door thicknesses

Rugged steel hangers—interchangeable. Large 1" Nylon Wheels with oiled-for-life bronze bearings.

Two smart Flush Pulls included in each set.

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Extruded aluminum track, heat treated. Doors can be put up with hangers attached—cannot jump track. Only 1-3/8" headroom required.

AMERICAN BUILDER

The Opportunity Page

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

Trade-in traffic on the rise

If you're still debating whether or not to adopt some sort of a trade-in plan, here's what happened to a Glenview, Illinois, company. The Stanton Real Estate Trading Post recently began to "trade" houses. During the first month of business, more than 1,000 families who wanted to trade houses were interviewed. "In our first two weeks," said president Milford Tokoph, "we actually arranged trades for 58 people."

We can't stress this point too often: many, many prospective buyers already own homes. They must sell them before they can buy new ones. And the builder who will take a home in trade is the builder who's most likely to attract these buyers.

The latest on brick

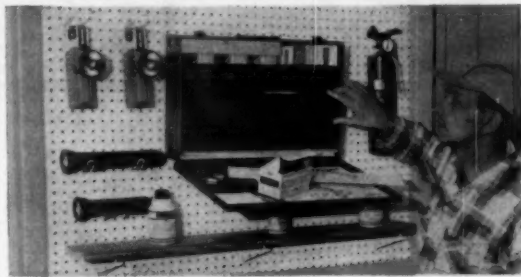
Last May we told you plenty about new uses of brick. Now there's more to be said: in this issue you'll learn three new ways that brick—in its newest form—can be combined with metal and the latest glass and plastic materials to provide better masonry walls. (See Better Detail, p. 178.) Our commercial story (p. 64) shows how clay block was used to reduce the cost of the masonry wall in a garden apartment. And, in the Technical Guide (p. 158) there's a story on disaster-resistant houses.

Some additional news to go along with our information on brick: the Bricklayers, Masons and Plasterers International Union of America has okayed the use of any instrument that increases productivity in home building. For a description of some of these devices see our May, 1958 issue.

Remodeling—the \$20 billion payoff

Remodeling can be profitable and exciting—as you'll see on p. 68. Our remodeling expert tackled a once-in-a-lifetime remodeling job. And he came up with a host of ideas that you can use to capture some of that \$20.2 billion that's due to be spent on

remodeling during 1959. (See AMERICAN BUILDER's Forecast for 1959, November, 1958 issue.) There are thousands of home owners who want to add a bath, modernize a kitchen, add a patio, etc.



Extras are money makers

Whatever extras you put into your houses are almost sure to return as sales dividends. Pat J. Traficante, Pittsburgh builder, has devised a safety board (above) as his contribution to the age-old battle against home injuries. The unit was first installed—on a trial basis—in the family room of one of his Gateway Manor homes. Purchasers were so enthusiastic that he's including it in all his new homes. The Mine Safety Appliance Co., where Traficante formerly worked, helped him develop the first aid kit.

McCall's 1959 promotion

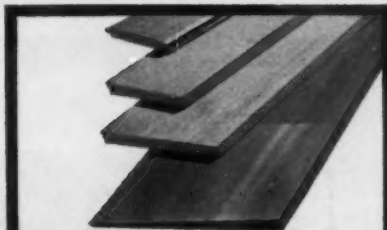
Here's a chance to get in on a nation-wide promotion—with a house of your own design. *McCall's* Better Living Home Certification program for 1959 is open to any builder's own production house. You can decide what materials to use and what price range to build in. For complete details, contact: Director, Home Certification Program, *McCall's* Congress on Better Living, 230 Park Ave., New York 17, N. Y.

American Builder (originally "Carpentry and Building") with which are incorporated Building Age, National Builder, Permanent Builder and the Builder's Journal, was founded Jan. 1, 1879. Names registered in U.S. patent office and Canadian registrar of trade mark.
Address all subscriptions and correspondence concerning them to: Subscription Department, American Builder, Emmett St., Bristol, Conn. Changes of address should reach us three weeks in ad-

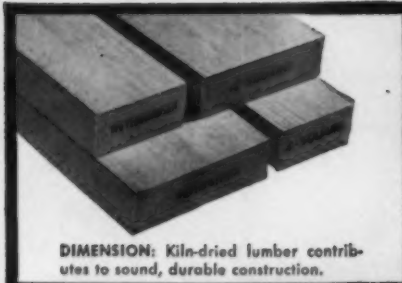
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Circulation Department: R. C. Van Ness, Director of Circulation, 30 Church St., New York 7, N.Y. Postmaster: send Form 3579 to Emmett St., Bristol Conn.
Published monthly by Simmons-Boardman Pub-

lishing Corporation, Emmett St., Bristol, Connecticut. Editorial and Executive Offices, 30 Church Street, New York 7, New York. Subscription price: United States, Possessions and Canada, 1 year, \$3.50; 3 years, \$7.00. Foreign countries: 1 year, \$12.00; 3 years, \$25.00. Single copies 75 cents; April issue, \$2.00. Second class postage paid at the Post Office of Bristol, Conn. Copyright 1959 with all rights reserved. SIMMONS-BOARDMAN PUBLISHING CORP.

**Many
Weyerhaeuser 4-Square
Lumber and Building Products...**



NU-LOC: A made-to-measure lumber . . . cuts labor costs, speeds construction.



DIMENSION: Kiln-dried lumber contributes to sound, durable construction.

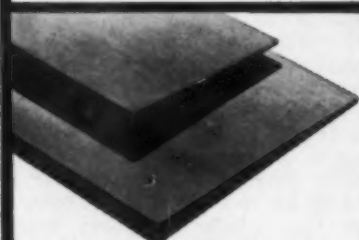


PANELINGS: Beautiful western woods available in a choice of patterns.

**to help you
deliver greater
building values
economically**



BOARDS: Seasoned before surfacing to size. Available in a wide range of species and grades.



SIDINGS: Available in popular patterns for beautiful exterior stylings . . . in a broad selection of grades and species.



END-MATCHED LUMBER: Items include wall and roof sheathing, sub-flooring, finish flooring, drop siding and ceiling.

Today's broad line of Weyerhaeuser 4-Square Lumber and Building Products is helping many builders increase their profits. The Weyerhaeuser 4-Square trademark on lumber is well known to your customers because it has been consistently advertised nationally as a truly economical building material.

As the Weyerhaeuser 4-Square line of quality trademarked lumber products grows, so does the opportunity for related quality selling by builders. The broad line of identically trademarked Weyerhaeuser 4-Square products helps you gain complete owner acceptance. People are quickly attracted to homes built with nationally advertised brand name products.

With lumber trademarked Weyerhaeuser 4-Square, you are assured of lumber that is seasoned, precision-manufactured, accurately graded and carefully handled and shipped. The complete line of Weyerhaeuser 4-Square products in a wide choice of species and grades, includes boards and dimension, panelings, sidings, floorings, mouldings, steppings, plywoods, finish and trim, plus many specialty products such as Nu-Loc lumber and Loc-Wall paneling.

Consult your Weyerhaeuser 4-Square Lumber Dealer on your next project.

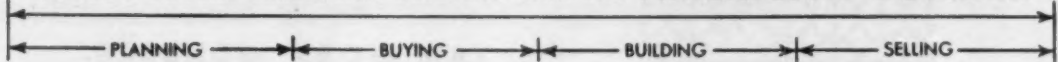
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FIRST NATIONAL BANK BUILDING • ST. PAUL 1, MINNESOTA

Weyerhaeuser 4-SQUARE

LUMBER AND BUILDING PRODUCTS

“NOBODY COVERS AMERICAN BUILDING LIKE THE **AMERICAN BUILDER**”



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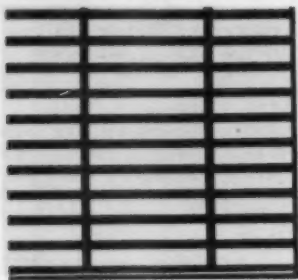
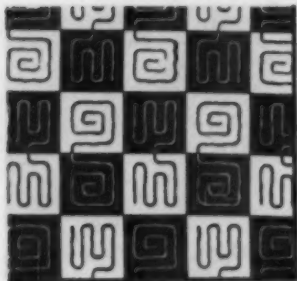
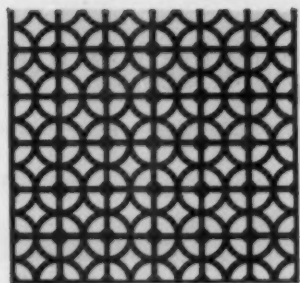
Editorial Office including April Buyers Guide—Directory Issues: 30 Church St., New York 7, N. Y. Midwest office: 79 West Monroe, Chicago, Ill.

American Builder is published by the SIMMONS BOARDMAN PUBLISHING CORPORATION, Emmett St., Bristol, Conn., with editorial and executive offices at 30 Church St., New York 7, N.Y. James G. Lyne, Chairman of the Board; Arthur J.

McGinnis, President and Treasurer; Duane Salisbury, Vice President and Director of Sales; Fred A. Clark, Vice President and Secretary; Bayne A. Sparks, Vice President; George Dusenbury, Vice President and Editorial and Promotional

Director; Robert C. Van Ness, Vice President and Director of Circulation. The editors are not responsible for unsolicited manuscripts. All manuscripts to be returned must be accompanied by a stamped, self-addressed envelope.

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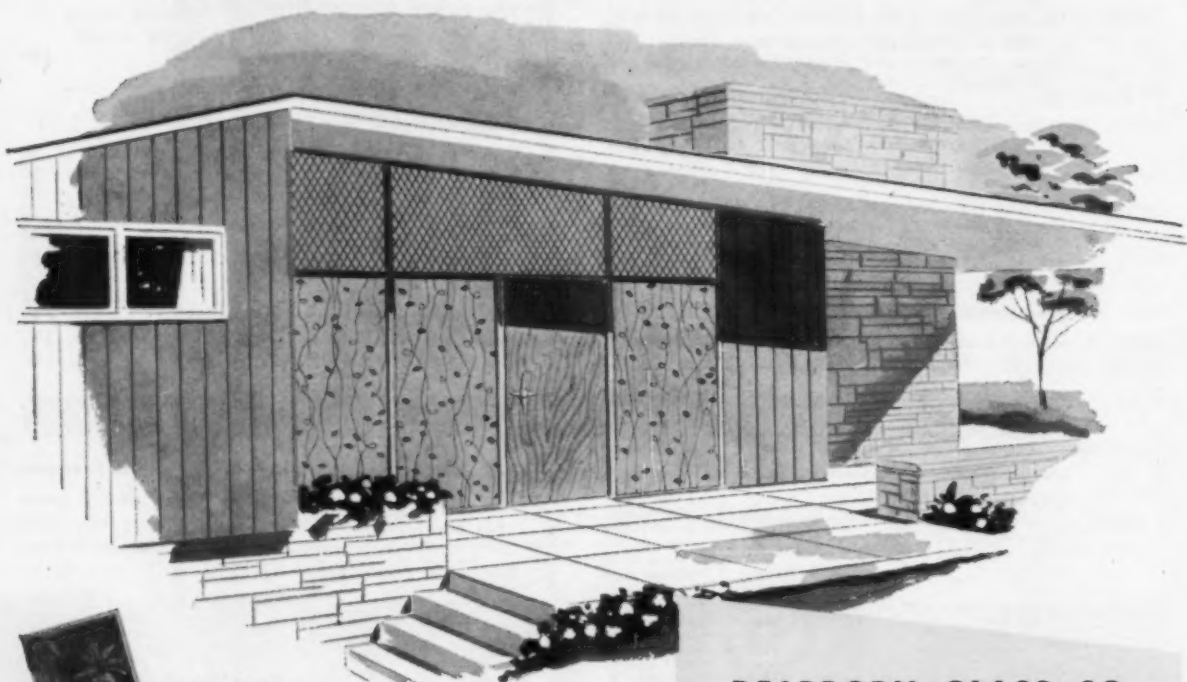
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WITH GLASS WHEN
YOU WORK WITH



DECORATIVE LAMINATED SAFETY GLASS

...the most beautiful glass in the world!

Glas-Wich, a new form of expression in decorative laminated safety glass, is an architect's dream come true . . . for Glas-Wich fires and inspires the imagination. Utterly different and exciting, Glas-Wich has as many versatile applications as the most creative mind can conceive. It can be used for entrances to buildings . . . for glass doors, shower stall doors and enclosures . . . wherever you wish to work wonders with glass.



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colorful Glas-Wich brochure.

DEARBORN GLASS CO.

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Bedford Park, Illinois

NEW THUNDERBIRD

by Inland Homes



Startling New Value

Widen your market with the quality-packed Thunderbird Series, designed to sell for **\$8150 plus lot.**

Find out TODAY. Visit, phone, or write P. R. Thompson, Vice President, Sales—Phone PRospect 3-7550, Piqua, Ohio.



- ✦ **12 Colonial, Contemporary, French Provincial, and Ranch designs.** All architect-designed.
- ✦ **Over 1,000 sq. ft.** with big living room, kitchen, dining space, and 3 bedrooms.
- ✦ **2" x 4" construction** throughout.
- ✦ **Cedar shakes** are factory applied and double-coursed. Horizontal siding also available, or sheathing only for brick.
- ✦ **Double wall construction** with impregnated insulated sheathing.
- ✦ **Prehung flush doors** throughout.
- ✦ **Birch wood kitchen cabinets.**
- ✦ **Also includes** exterior wall sections, gables, roof trusses, roof sheathing, roofing, hardware, interior partitions, interior trim, insulation—and much more.
- ✦ **Complies with FHA'S new MPS**

FRENCH PROVINCIAL DESIGN 8-G



INLAND HOMES



INLAND HOMES CORPORATION • Plants in Piqua, Ohio and Hanover, Pa.

AMERICAN BUILDER Impact

To The Editors:

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

Awards

Your judges did an excellent job on selections both for your Best Model Homes award and your Hidden Values contest. This should be must reading for all builders. We are in the process of designing our next year's models and this certainly will be a guide for us.

We are still quite proud of the Hidden Values Award from last year, and our truck has drawn many comments and aided us in our merchandising program. Thanks once again. . . .

Dave G. Fox
Fox & Jacobs
Dallas, Tex.

Forecast

We would appreciate receiving 40-50 copies of your forecast for 1959—"Building: Back in the Big Time?" (November issue).

Howard L. Hutchins
President
Electra Protection Co., Inc.
Albany, N.Y.

We are extremely interested in obtaining 25 additional copies. . . .

M. G. Maudin
Advertising & Sales Promotion Mgr.
Sherman Products, Inc.
Royal Oak, Mich.

Metal gusset plates

I would appreciate any information on the metal gusset plates for the building of trusses on site, and would like to know where they can be obtained. They are shown on page 20 of the December AMERICAN BUILDER. . . .

We have been using trusses for over a year and like them very well. I always look very closely at any articles on trusses in the BUILDER for any new ideas.

We build our trusses on site, by easily built jig, right on the sub-floor. I am convinced that it would be easier and faster if there were a metal gusset available to use in

place of the plywood we now use. As you well know, any faster method that does not sacrifice quality is a welcome saving to any builder.

. . . Keep up the good work in your fine magazine. It is truly the builder's finest publication.

Wayne E. Uhl
Creston, Ohio

● The type of brace shown in the article is manufactured by The H-Brace Inc., 3930 N.W. 25th Street, Miami 42, Florida.

Sources of moisture

The September 1958 issue of AMERICAN BUILDER carried a very interesting and instructive article as "Technical Guide" for the month—"How to Locate Sources of Moisture Causing Paint Blisters," by John Reno and Don Laughman.

The Maintenance Division of this office issues a publication every two months containing information of interest and, we hope, value to the Public Works Department of the various naval activities in this district.

We would appreciate having your permission to include the above article in the next issue. . . .

George F. Ferguson
Manager

Facilities Branch, Maintenance Div.
District Public Works Office
First Naval District
Boston, Mass.

Article preview

On page 164 of the November issue there is an advance notice of articles to appear in AMERICAN BUILDER. . . .

Our home builders association, of which I am secretary, is holding its first Parade of Homes in early February. . . . Naturally, I am anxious to have an outstanding and exceptional model home; therefore, the article "How to Build Traditional and Modern from the Same Plans" is of vital interest to me, and a process that I have been mulling over the advantages of for sometime. Also, thought perhaps the "36 Winning Model Houses" might give me some additional information. . . .

W. Dewey Kennell
W. Dewey Kennell & Assocs.
Sarasota, Fla.

● Our Production Department will send you an extra set of proofs of the 36 winning homes and also a set of proofs of our blueprint house, "How to Build Traditional and Modern from the Same Plans."



"Quick, Ed, get the blueprints—they've accidentally paneled over the outlets again."

(Cartoon by Virgil Partch—Courtesy Pomona Tile Mfg. Co.)

"Ah, cut the comedy, Charlie. Who ever heard of installing a lockset without mortising for the latch? Boy, that's a hot one!"



"No kiddin'? I'd like to see the latch that installs that fast and easy. No screws? I think you've got a loose one, man!"



"This it? Great idea... the Kwikset round face latch... with a round face you don't have to mortise the door edge. Pretty cute!"



"So all you have to do is push it into place. I'm with you up to there, Charlie, but how does it stay in place without screws?"



"I see. These little ridges on the sides hold the latch positioned so it can be installed even before the doors are delivered. What a break for the tract and prefab builders! That'll really clip off installation time."



"And you say that the stems on the Kwikset lock anchor the latch permanently? This is really worked out to a T—nothing can go wrong."



"You know, now that I see it completely installed, I like it better than the old way. And now I don't have to worry about scraping the door paint off the latch face."



"You mean to sit there and tell me this round face job costs the same as a regular latch? No mortising, screws or trouble? I've got it made, Charlie, and you've got yourself an order."



Product improvements such as the new ROUND FACE LATCH make the KWIKSET "400" Line America's largest selling residential lockset.

kwikset  **locksets**

KWIKSET SALES AND SERVICE COMPANY
A subsidiary of The American Hardware Corporation
Anaheim, California

The Building Outlook

SMALL TALK

WE'LL BE ALL WET

A pool in every back yard is destined to replace a chicken in every pot as an American byword—if a prediction by S. L. Curlett comes true. The president of the National Swimming Pool Institute recently stated that there is a practical possibility of 51,985,000 privately-owned pools in the U.S. by 1982. This is no "splash in the pan."

QUOTE AND UNQUOTE

"Perhaps more houses should be like Japanese clothes. They are made of expensive materials—with temporary sewing—so they can be adjusted to the owner's changing dimensions."—Antonio C. Kayanan, technical secretary of a recent United Nations seminar on regional planning.

PUTTING ON THE DOG

Ever consider including a dog house for your pooch-owning buyers? If so, you'll be amazed at what being in the dog house means today. "Rover's" home is gabled, chimneyed, insulated, windowed, and terraced. Want to find out how to build one? Get in touch with the Friskies Dog Food Division of the Carnation Co.

THINGS TO COME

Some wonderful things are ahead, according to W. M. Kiplinger. Here are some of the predictions he made during a recent commencement address:

The automatic dishwasher will be wheeled to the table side.

Windows will close automatically when it rains.

Almost every new home will be air-conditioned.

TV screens will be built into the walls of a room.

Luminous ceilings will be used to light the home.

A CONGRESSIONAL INVESTIGATION of government's role in housing is in the offing, according to a copyrighted article in the January issue of *Nation's Business*. The article charged that the federal government is restricting the number of homes Americans can build by 200,000 to 300,000 a year. Through unpublicized manipulation of VA and FHA housing loans and banking operations, the article stated, the government is able virtually to predetermine how many houses can be started each year. The publication said that an economic analysis reveals Americans could be building an estimated 1.5 to 1.6 million new homes a year. The congressional investigation, it was claimed, will determine whether these practices are good or bad and whether they are in accordance with or in violation of housing laws that are involved.

TOP PRIORITY is sure to be given housing legislation in the new session of congress. The administration was first to get into the act with an emergency bill which would increase FHA's authority to insure mortgages by \$6 billion. In addition the bill would provide \$350 million for urban-renewal and college-housing loans. All money would be for the current fiscal year.

A DEMOCRATIC MEASURE, introduced by Senator John Sparkman, is similar to the bill passed by the Senate last year, but which died in the House. As in the 1958 measure, top limits of FHA loans would be increased to \$22,500 on one-family homes; \$25,000 on two-family houses; and \$30,000 on three-family homes. In addition, the bill would provide about \$3 billion for urban renewal, college housing and class rooms and direct veterans' loans, plus new FHA insurance authority and contracting authority for public housing. The Democratic measure is bound to run into opposition from the Administration. Best bet is that the Democrats will sidetrack the Administration bill. This would force the President to sign the "unlikely" bill in order to avert a stoppage of the entire housing program.

MORE COMPLETE PACKAGES AND SERVICES are in prefab's future. The trend—begun several years ago—to provide extra services has been growing by leaps and bounds. (See p. 47.) Financing arrangement, better architectural services, and aid in the field of business management are only a few of the growing extras offered by the home manufacturers. All signs point to bigger extras.

* builder of 220 homes per year tells why BEST is best

* Mr. Marley Williams, President of Community Homes, New Whiteland, Indiana, says: "We built 220 Best homes in 1958. We were completely satisfied with Best. We had a minimum of shortages and errors. Their quality control is excellent. They actually ship houses like they say they will."

BESTVIEW • One of the popular priced homes in the TOPPER series.



BESTVIEW is available with or without Family Room. 3 bedrooms, lots of storage and closet space. BEST Homes are the only manufactured homes that carry a Quality Guarantee. For more information about how you can make money building the new BEST Topper houses, phone, write or wire George H. Frederking, Vice President and General Manager.



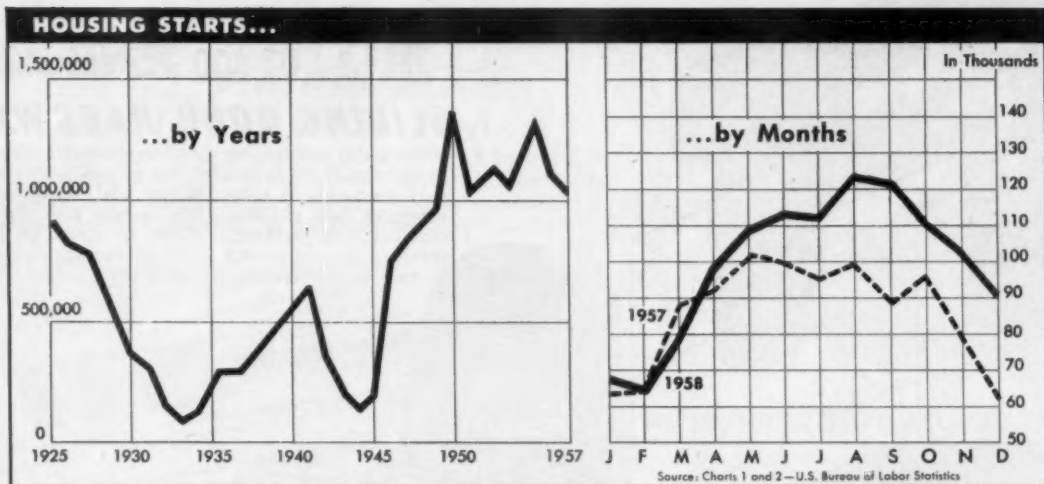
W. G. BEST HOMES



Effingham, Illinois

THE BEST COMMUNITIES OF TOMORROW ARE BUILT WITH BEST TODAY!

Pulse of Building



Interpretations: **1** **DECEMBER'S STARTS**—91,000—were unusually high, almost hitting the December, 1954 record. The preliminary total 1958 starts were 1,197,700. December's seasonally adjusted annual rate was 1,480,000.

The high volume of starts in December was a continued reflection of the high volume of FHA applications earlier in the year. FHA's importance in 1958's housing picture is clearly evident. FHA starts represented 26 per cent of the 1,197,700 total, against 17 per cent in 1957. At the same time, the number of conventionally financed units increased only about 5 per cent, while VA's share fell off to 20 per cent of the total.

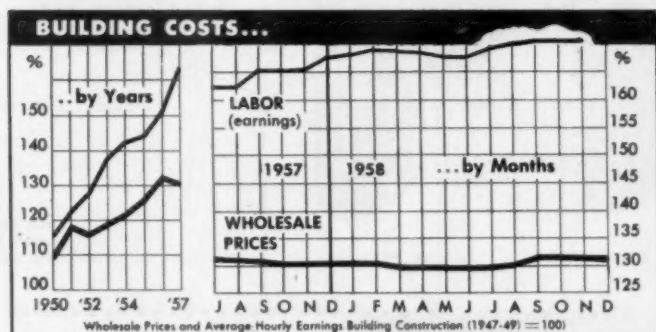
15 LEADING HOME BUILDING AREAS

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

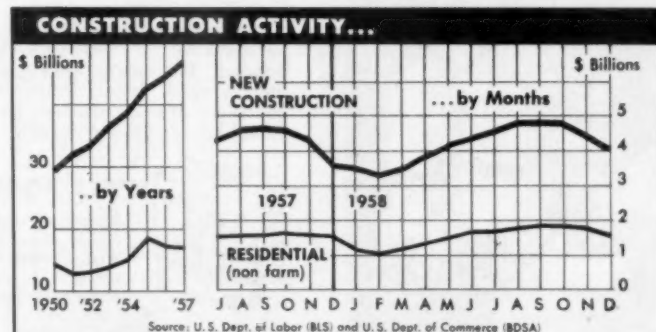
	Units	% Change Jan.-Sept. 1957-58
New York	61,739	+27
Los Angeles	61,376	-3
Chicago	30,739	-7
San Francisco	18,764	+32
Detroit	17,490	-12
Washington	17,462	+65
San Diego	16,208	+38
Philadelphia	15,403	-7
Miami	14,210	**
Phoenix	11,935	+36
Denver	8,222	+31
Baltimore	8,143	-19
Atlanta	7,645	+26
Seattle	7,561	+23
Cleveland	7,480	-20

* Based on building permit reports and estimates for nonpermit issuing parts of these areas.

**Change of less than 1/2 of 1%.



2 **REFLECTING SLIGHT DROPS** in lumber product prices, December's material price index was 131.9. For the third consecutive month, labor earnings in November were at a peak—171.9.

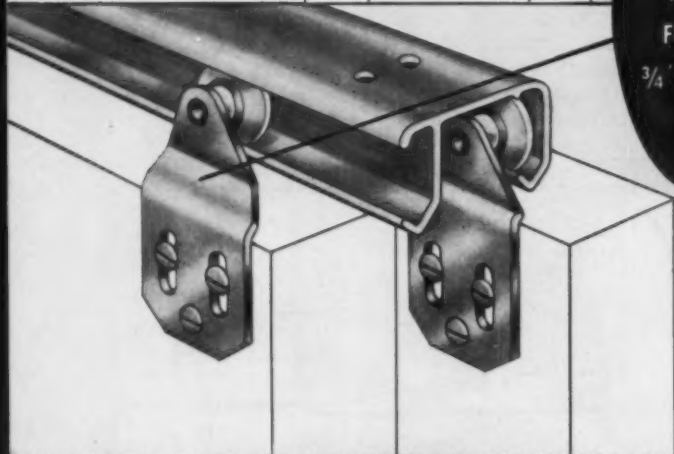
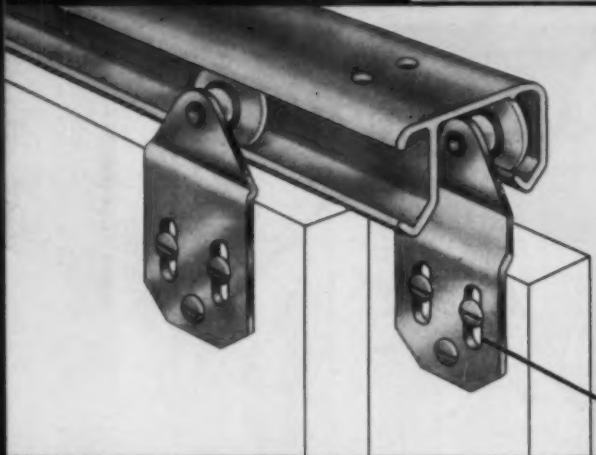


3 **NEW CONSTRUCTION** dropped about 10 per cent from November to December. All types of building were down, except public residential. Highway building slid 28 per cent—reflecting abnormal cold.

Open Doors
to MORE SALES
with



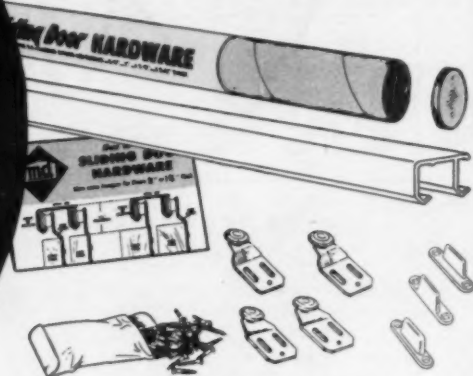
FOLDING &



YOU
CAN USE
SAME
HANGERS
FOR BOTH
 $\frac{3}{4}$ " and $1\frac{1}{8}$ "
DOORS

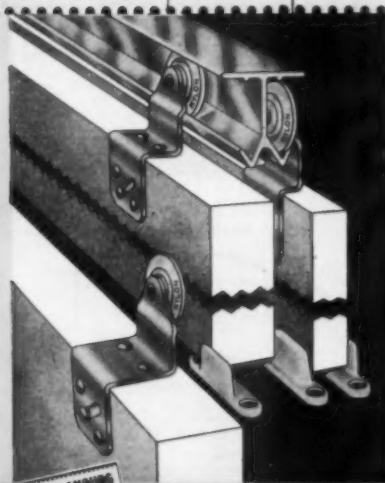
OT-400 Reversible SLIDING DOOR HARDWARE

Meets today's need for methods that save time; cut installation costs! Shown left, the same OT-400 hangers may be used on either $\frac{3}{4}$ " or $1\frac{1}{8}$ " doors just by reversing their positions. This feature also simplifies ordering and stocking. OT-400 is made of sturdy extruded aluminum track with built-in no-jump feature, cadmium steel hangers with silent nylon wheels.



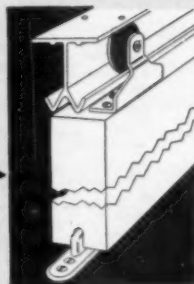
Complete set in new TUBULAR PACKAGE

Shown above, set includes track, hangers, guides, screws and instructions. Packaged in 3, 4, 5, 6, and 8 ft. lengths. Please specify OT-400 Reversible



OT-200 Overhead Type SLIDING DOOR HARDWARE

Extra-sturdy extruded aluminum track and hangers for doors $\frac{3}{4}$ ", 1", $1\frac{1}{8}$ " and $1\frac{3}{4}$ " thick, single or bypassing. Built-in no-jump track feature. Noiseless, lifetime nylon wheels. Plastic door guides. All screws furnished and instructions. Hardware for each door thickness individually boxed.



WALL POCKET HARDWARE →

Shown at right is Hanger TH2 and Guide No. 13, made especially for Wall Pocket Doors. Packed 2 hangers and 1 guide to envelope, plus screws for hangers, guide and track.



MACKLANBURG-DUNCAN CO.

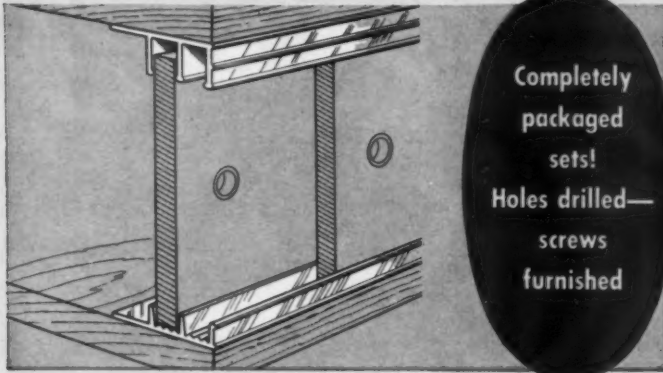
P. O. BOX 1197 • OKLAHOMA CITY, OKLAHOMA

SLIDING DOOR HARDWARE



Aluma-Slide SLIDING DOOR TRACK

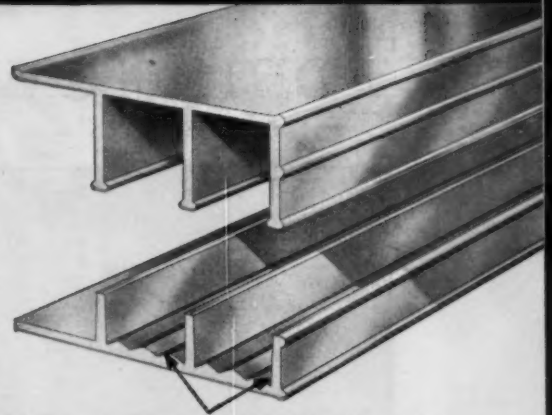
Shiny, M-D Aluma-Slide aluminum track sets can be used on any size cabinet . . . with any panel material. Comes in decorative Alacrome, Anodized Albras, Anodized Albright or Anodized Satin. Enhances the appearance of any cabinet.



Completely packaged sets!
Holes drilled—screws furnished

Sets available for 1/8", 1/4", 3/8", 1/2" or 3/4" sliding panels of glass, plywood, masonite, etc.

M-D Aluma-Slide Sliding Door Track provides a fast, easy way to add storage cabinet space. Has so many uses, yet, no special tools are needed. For heavier doors 1/2" or 3/4" thick special nylon buttons are included for smooth, easy gliding. Comes in tubular packaged sets of 3, 4, 5, 6 and 8-ft. lengths, complete with holes drilled, screws furnished and instructions.



NEW, IMPROVED LOWER TRACK

Smooth! Easy gliding! Panels slide along on special supporting ridges—not just one flat surface.

Aluma-Slide has dozens of uses!



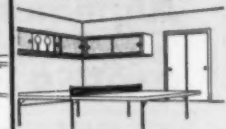
Work Shop Storage



Kitchen Cabinets



Garage Storage



Family Room Storage



FOLDING DOOR Hardware

For closets, wardrobes, dens, bars, room dividers, etc. Ideal for 4 or 2-panel full or half-size interior doors of any thickness. Gives full access to closets, yet saves floor and wall space. Comes in completely packaged sets for 2 ft., 2 ft. 6 in., 3 ft., 4 ft., 5 ft., 6 ft. openings, ready to install.

BUILDERS

M-D products are sold by hardware, lumber and building supply dealers throughout the country!

DEALERS

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



17 magazines will carry
197,000,000 Messages
to your customers
about M-D products!

124 ads (some in 2 colors) will cover the line of M-D products and create store traffic for you!

Tomorrow's House



ROOF PANEL will span 24 feet. Rails, glued to edge, form T and G joint. Plastic tape seals joints on top.

Aluminum "sandwiches" create a low cost house

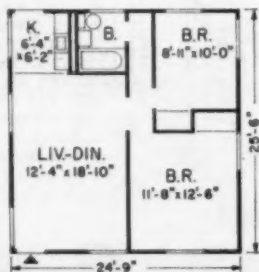
Sandwich-panel construction is the big reason why this little flattop, designed for Puerto Rico, sells for \$5,000 with land (but without heating plant). Construction time: under two days. Panels were built by Alcoa.

Roof panels are .040 aluminum skins over a 4" foamed polystyrene core; exterior walls are 3" thick, with .032" aluminum outside, and tempered Masonite inside; interior partitions are 2" thick, with Masonite on both sides.



ALCOA "ALUMALORE," a baked alkyd, is outside wall finish. Roof finish is simply untreated aluminum.

WALL PANELS are joined by aluminum spline posts. This would not do in cold climates, due to the high heat conductance of the aluminum.



PLAN IS SIMPLE but compact, provides 600 sq. ft. of area. Design was by Architect Morton Jessup Rose.

Top Headlines from Chicago

How American Builder editors reported the NAHB convention

Convention Daily



★ ★

American Builder

**Nobody Covers
American Building
like the
AMERICAN BUILDER**

VOL. XIII, NO. 1

CHICAGO, MONDAY, JANUARY 19, 1959

NAHB SPOT NEWS

Seek New Ways to Up Volume, \$\$\$ in '59



Top row was cut by Pres. Nels G. Severin, aided by 1st V. P. Carl V. Minkick, John Dickerman, Mrs. America, and "Moverick."

Housing Is High on Capitol Hill's Program for 1959

Home Builders Seek Far-Reaching Measures, Look for Liberalization of FHA Provisions

By JOSEPH B. McGRATH
NAHB Legislative Director

Congressional leaders as well as President Eisenhower have publicly announced their intention to act quickly on housing legislation. Nevertheless the sheer burden of organizing Congress and appointing its committees will very likely delay consideration of an omnibus housing bill.



McGrath

A stop-gap resolution to fix up FHA's insurance authorization will be the first order of business.

Morning Session Kicks Off Full Slate of Activities

NAHB's Fifteenth Annual Convention becomes "official" at 9:30 this morning when the formalities are observed in the Grand Ballroom of the Conrad Hilton Hotel.

Presiding at the opening session will be Daniel E. Grady, chairman of the association's convention committee. NAHB President Nels G. Severin will make the keynote address, and the featured guest speaker will be a widely known and versatile clergyman, Dr. Norman Vincent Peale of New York City's Marble Collegiate Church.

Dr. Peale, whose books on the art of thinking positively have become fixtures on the best-seller lists and who also reaches large audiences through TV and radio, will talk on "New Methods of Positive Thinking."

Leaders Eye Industry

"Opportunities Unlimited" in the

'Opportunities Unlimited' Is Theme as Builders Raise Sights for Year Ahead

NAHB's biggest registration in 15 years has already put this convention in orbit. At final count down, over 30,000 builders, manufacturers, and visitors were expected. Guests from 49 states, Canada, South America, and Europe bucked travel hazards and fickle climates to head downtown into a promising new year.

A success "secret" of past NAHB shows has been program-planning that fits the needs and interests of a large cross-section of the nation's home builders. The 1959 "model," if possible, offers even greater improvements. Added emphasis has been

placed on giving the individual a wider choice of meetings at any given time. Top experts—in and out of the business—have accepted invitations to discuss late developments in their special fields. An excellent balance is achieved between the technical, financial, management and merchandising ends of the business.

Men of national prominence are on hand to talk about subjects of both direct and indirect importance to the industry. Dr. Norman Vincent Peale, noted pastor and author, will address this morning's general session. Appearing at other times are Senator John J. Sparkman and Rep. Albert Hahn, representing housing's first echelon in the U.S. Congress. George Rooney, president of American Motors, who speaks Wednesday, is one of the country's outstanding industrialists.

Hear English Builder

The international aspect of home building again will be highlighted. There'll be a substantial number of delegates from abroad, including a featured speaker, George Reed, past president of the Federated

Industry's Biggest Product Display Is Concentrated Here

Many 'Firsts' Unveiled At 800-Plus Exhibits

NAHB and the industry's suppliers have put together the finest and most complete exhibition of building materials and equipment ever assembled for one meeting.

This 1959 exposition is not only the biggest (around 810 exhibits in three areas, the Conrad Hilton and Sherman Hotels and the Chicago Coliseum), but more than ever before it reflects the practical concerns of the business—the need, if the anticipated upturn in home building is to be capitalized on, to take every advantage of improved techniques and products.

The builder, industry leaders point out, must emerge as an expert "buyer" if he is to profitably furnish the once-luxury house fea-

(Please turn to page 19)

'58 Construction's Value Hit a Record \$49 Billion

Private Expenditures Comparable to 1957; Public Programs Account for \$1 Billion Gain

The dollar value of new construction put in place during 1958 totaled \$49 billion, about 2 percent above the record \$48.1 billion spent in 1957, according to preliminary estimates prepared last

by the overall physical volume of new construction put in place last year (expenditures adjusted for price changes) was about the same as in 1957, or slightly below the peak 1955.

MONDAY: hot tips on merchandising: make it hard for a prospect to say "no." Use "heart sell" not hard sell. . . . How to predetermine what kind of house your buyers will want six months from now: watch the magazines, watch the new furniture, watch the automobile styles and keep an eye on women's fashions. These things show how consumer tastes are running and indicate trends toward future house preferences.

Convention Daily

American Builder

Monthly Covers
 American Building
 Like the
 AMERICAN BUILDER

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

Vol. XIII, No. 1 NAHB Convention Daily Jan. 19, 1959

This Building Business: It's Bigger Than You Think

No man with the smell of sawdust in his system can walk through the vast display areas and meeting halls of this \$1,000,000 builder's convention without a surge of pride. For it reminds us that we are part of a truly great and dynamic industry—the country's largest.

Count up the score: 200,000 builders and remodeling contractors, 30,000 retail material dealers, 980,000 carpenters and carpenter-contractors, 175,000 brick and stone masons, 50,000 manufacturing firms—to name just a few. And also—

It's Our No. 1 GROWTH Industry

Put down that that cup of coffee and take a look at tomorrow.

To keep pace with our expanding, on-the-move U. S. population we should be building 50% more houses than in recent years. American Builder's economic studies show a positive need for 7½ million homes in the next five years. That's an average of 1½ million a year just to keep pace with GROWTH—not raise our living levels one iota. Building needs to expand—

So Stop Keeping It Under Wraps

Builders—and the public too—are fed up with an out-of-date U. S. fiscal concept that restricts growth. Builders might well have put up a million more houses than they did in the past 5 years. They were blocked by a negative financial policy. We urge the new Congress to take a bold, progressive stand—

And Adopt A GROWTH-Minded Policy

Builders do not want subsidies or handouts. What they want is enlightened fiscal leadership. The archaic nature of the mortgage system in the economy must be altered. Mortgages must become more fluid and negotiable—good as credit instruments anywhere. A new type of central mortgage system is called for. The era of fixed interest rates and monetary restraints must end.

Twenty-five years ago—in January and February, 1934—American Builder's editors carried on a nation-wide campaign for the establishment of FHA. Today, on its 25th Anniversary, we feel the opportunity for a broad new stride forward is even greater than it was then.

Joseph B. Mason,
 Editorial Director,
 American Builder

HOUSING TRENDS



Willy Was All Ears
 "It's trying to tell us something."



BEHIND THE SCENES

By Paul S. Van Aken, NAHB Convention Director

Here we are again! This time it's our 15th Annual Convention and Exposition. We can't say it is any bigger or even better than our 14th, because last year, and this year, we used every square foot of available space in the Conrad Hilton, the Sherman and the Coliseum. We believe there are more really new products to be seen in the Exposition than ever before, judging from the advance information we have had from exhibitors.

Also, judging from the advance registrations and hotel reservations, we are confident the final attendance will be somewhat larger than it has ever been. We are grateful to the executive officers of the affiliated associations throughout the country and their Chicago convention chairmen for their cooperation with our Washington and Chicago offices in promoting attendance. Their efforts, coupled with the fact that we were able to secure approximately 2,000 more good downtown hotel rooms, have made this large attendance possible.

For several years, we have been greatly handicapped by the fact that the Palmer House, one of our leading and conveniently located hotels, has been obligated to the Housewares Show, which has overlapped our meeting and made it impossible for us to get more than 200 or 300 rooms.

I would like to suggest that everyone look over his program the first thing, and decide just what

activities, meetings, etc. he wants to take in, and check them carefully. By doing this, you can plan your time so you won't miss the things in which you are most interested. The programs we have Monday through Thursday are extremely important, so it is advisable to plan your time in order that you can gain the maximum of benefit from your attendance.

For those of you who are interested in visiting some of the housing projects in the Chicago area, we have arranged tours for Thursday afternoon. Tickets for these are available at the registration desks in the lower level of the Conrad Hilton and the main lobby of the Sherman. Buses will leave the Conrad Hilton and Sherman hotels at 1 o'clock and will return about 5. Please make your reservations immediately so we will know how many buses to reserve.

We also have felt that many of you would be interested in visiting the Research House, which has been built in South Bend; and with this thought in mind we have arranged to have comfortable buses available on Friday to take you down there and bring you back. With our new superhighway between here and South Bend it will be a very quick trip and one that should prove very popular. A great deal of time, thought and effort has been put into this Research House by members of NAHB's Research Institute. We encourage you to take advantage of this opportunity and plan to make the

'Lost Delegate's' Tale: How Not to Profit from Show

Despite His Best Plans
He Drifted Off Beam

By SALLY GASSERT
New Products Editor
American Builder

Stop me if you've heard this one. It's about The Lost Delegate. His name was Willy, I think.

Well, Willy came to the NAHB convention with his two partners, Ed and Henry. On the plane coming out they held this Big Three strategy conference. Willy, being the youngest member of the firm, mostly listened.



"It's a big convention," Ed explained. (This was Willy's first NAHB Show.) "And we want to get our money's worth out of it. So we're splitting the whole show up three ways.

"I'm planning on the business stuff," Ed continued. "Housing forecasts, land planning, crew scheduling, merchandising... all that sort of thing. Henry, here, will go after the technical end. He'll check the research houses, watch the construction shows, get all the ideas he can out of the other builders. Your job will be the Show, Willy. It'll be bursting with new products. We've gotta find out all about them. We want to get some good, solid stuff to plan into the houses next year and we want to grab a few real hot items to use right away against the competition. So really soak up that Show, Willy. OK?"

Willy Was All Ears

Willy nodded solemnly. He was good at watching and listening. And if Ed and Henry were looking for somebody to "soak things up," well, there'd come to the right guy. Anyway, there was nothing wrong with this plan the partners had. (As a matter of fact, if you're lucky enough to have three men at the convention, it's a darn good one.) Willy began to map out his assault strategy.

When he registered as a delegate he picked up the Program Book that had a detail map of each Exhibition Hall. He checked the locations of the Hilton, the Sherman and the Coliseum; the distances between them; the times the NAHB buses ran between them; the hours the Show was opened (9 a.m. to 7 p.m.). Then he retreated to his hotel room to check his equipment.

He sharpened four pencils, filled two fountain pens, found a package of business cards and a note pad with a hard cover. He emptied his canvas plane bag to use as a carry-all. He took the January issue of American Builder that Ed had marked up for him and studied the "str" circled as "must

MONDAY: how to save \$100 per house: decide in advance just what house goes on what lot. If your house needs only 58 feet, use 58 feet, not 60 feet. Two feet at \$50 per front foot saves \$100. . . . How to work out the best labor contracts: concentrate on ways to minimize costs of what you grant, concentrate on ways to increase labor efficiency; and solicit help from experienced labor-management experts.

Convention Daily



★ ★

American Builder

Nobody Covers American Building like the AMERICAN BUILDER

VOL. XIII, NO. 2

CHICAGO, TUESDAY, JANUARY 20, 1959

NAHB SPOT NEWS



It was busy all over yesterday, but special distinction in that department could well be claimed by the convention registration desk in the Conrad Hilton lower lobby. Around 20,000 registrations are expected, with a major portion signing up here.

Wood, Plastics Sandwich Shown in Test House

Builders had an opportunity Monday to learn how the NAHB research house was erected at South Bend, Ind., late last summer.

Andrew S. Place, South Bend, builder moderated the session at the Coliseum which featured a full-scale mock up of the house.

The South Bend research house built under the auspices of the NAHB and cooperating manufac-

turers featured a construction system based upon modular wall and panel sections.

Panel sections are made of a foamed polystyrene plastic sandwiched between plywood panels. Using this system four men and a foreman erected the model house in one day.

"Our objective is to build a better house for less money," Place said. Many of the true savings aren't readily apparent but builders looking over our research house can pick up many ideas.

Grade-Beam Foundation

"For example, we used a grade-beam foundation and I estimate you can save \$150 on a house this size with this system," he added.

"We've tried to use as many new materials as possible. There's no one all-purpose material so we chose combinations of many building products. We have no cost figure on this house," Place said. "Manufacturers broke their backs to develop materials and products for us. Many items we used were prototypes hand-made and shipped to us by air express.

"If there's any doubt about snow and wind loads," Place said. "They were disproved this weekend when South Bend had 18 inches of snow coupled with high winds."



Norman P. Mason

New Housing Boss Brings Fighting

New Spikes Toted Total of 339 NAHB Members in 1958

Joseph P. Slavik, Detroit, Michigan, builder was honored as "The Big Spike" of 1958 for being the top NAHB membership recruiter across the nation during the past year.

Slavik rolled up an impressive record of 175 new members—the highest figure ever attained by a Big Spike in the Club's five year history.

For winning the top Spike Club post, Slavik was presented a solid gold, diamond-set "Big Spike" pin at the Drake Hotel on Monday. In addition to receiving this award, he automatically becomes the national president of the NAHB Spike Club for 1959.

Slavik succeeds Mrs. N. R. Dichlars, El Paso, Texas, who was Big Spike for 1957.

Runner-up was Lloyd M. Creek. (Please Turn to page 2)

Wanted: Members For Fast Paced Women's Auxiliary

What's new on the women's front? Just what you'd expect; they're working harder and taking a more active part in this business of homebuilding.

This report comes out of the Women's Auxiliary Board of Directors meeting of Monday. The Auxiliary, only five years old this January, is growing in leaps and bounds as builders' wives join forces to pool their "assistance know-how" into local NAHB affiliates.

In 1958, reported historian Mrs. Sam Kelly of Jackson, Miss., the Auxiliary took on 400 new members, adding chapters in New Haven, Conn.; Harrisburg and Williamsport, Pa.; Webster Basin, Utah; Birmingham, Ala.; and the State of Indiana. Present overall total: 37 auxiliaries in 21 states. Mrs. Kelly concluded all signs point to

(Please Turn to page 2)

Top Builders Recommend Short Cuts On Site And Goodwill Check-Backs

There was standing-room-only at the fast-moving meeting moderated by John J. Griffin of Oklahoma City. The various speakers really laid it on the line—within the 13 minutes allotted to them under threat of having the trapdoor they were standing on sprung by the chairman. Here are some samples of the many ways of saving money they outlined:

Today's Stresses Need Cool Heads, Says Dr. Peale

"We've all got to live in the midst of the confusion of our present day world. We need clarity of mind; and this clarity can only come if we have peace in our hearts."

This was the theme of an address given by the noted clergyman, Dr. Norman Vincent Peale, at the grand opening of the convention Monday morning in the Conrad Hilton's Grand Ballroom.

"Too many of us, said Dr. Peale, live in a state of "superheated" tensions and anxieties. Only clear, rational thinking will allow us to understand our places in the world. And we have to be cool, not superheated, to produce these thoughts.

"All human beings are faced with the problems of how to get along in today's world of stresses and anxieties," said Dr. Peale. "Here in this room, for example, many of you are leaders in your business. And emotional stress is typical of leaders like you."

Dr. Peale emphasized the great damage that people can do to them. (Please Turn to page 2)

Russell Miller, Pittsburgh, says he saves \$100 per house by deciding in advance just what house goes on what lot. If the house requires only 58 feet he uses only 58 feet for the lot instead of the usual 60 feet. Two feet at \$50 per-front-foot saves \$100. Miller made detailed suggestions using many slides to emphasize the main point of his discussion, "Preplan Your Land Acquisition: Make Your Decisions on Paper Where Mistakes Can Be

(Please Turn to page 2)



A convention "institution": one of American Builder's original Sage Twine (Mrs. Melba Brandt) passes out copies of the Convention Daily.

"Learn of People and You Will Learn How To Sell"

If you're looking for an answer to what kind of house your customers will be buying in a few months, watch the magazines, watch the new furniture, watch the automobile styles and above all, keep an eye on women's clothes. Advice from builder and past NAHB president George Goodyear.

Given at Monday's "Million Dollar Circle" sales and merchandising session.

A year or so ago, Goodyear explained, women's clothing suddenly turned to the sack, the belt at the knees, the tight, pointed shoes. "In other words," Goodyear decided, "a return to the romantic past." "We knew something was happening that would reflect eventually in

TUESDAY: geographical patterns will be of the utmost importance to the coming building industry, reported American Builder editor Walter Browder. Growth areas are the key to building and should be reviewed with extreme care. . . . Central Mortgage Bank: support for this facility runs high from NAHB officials and members of Congress who agree a CMB would go a long way towards stabilizing financing.

Preplanning Seen Vital To Cutting Labor Costs

"Harmonious on-site labor relations are possible if you only know your position—what you can and cannot do," said Clarence T. Wilson, chairman of NAHB's labor committee Monday. "And when you do improve labor relations, cost cuts will come as a direct result."

The two-hour panel discussion covered four areas of the labor relations picture. Charles J. Harding, labor editor of the *Engineering News-Record*, opened the meeting with a discussion of general interest, stating and defining some of the problems the home builder is confronted with in dealing with labor in the construction industry. His advice was to meet the challenge of collective bargaining head on, since wages represent the most powerful escalator in your cost picture.

With a look at 1958's wage increases, which averaged about 18 cents per hour to bring the average construction wage scale up to \$3.34 an hour (exclusive of fringe benefits), Chuck went on to say that "the industry itself set the stage for 1959 settlements, which will follow the old 15 cents pattern and perpetuate the upward trend of wages."

"According to our records," he added, "54 per cent of last year's settlements are long term agreements, the bulk of which are two year contracts. This means that wage increases called for by the long-term contracts are predetermined. The cost-of-living escalator clause has virtually disappeared. And all of this long-term contract trend is definitely a snowballing force."

Two significant results predicted by Harding were these: (1) Upward trend of wages will continue, with labor strongly resisting wage increases under the 15-cent level. (2) Some level of stability is being introduced into the wage picture as a result of the long term contracts.

Wanted: Members For Fast Paced Women's Auxiliary

(Continued from page 1)

a bigger and better growth next year. One of NAHB-WA's biggest programs for '59 will be a hard-hitting extension drive.

In connection with the Auxiliary's expansion plans, Mrs. William Witt, Virginia Beach, Va. parliamentarian, announced the completion of a complete organization kit for prospective and existing WA chapters. A copy of the kit has already been mailed, she reported, to state and local NAHB executive officers and will be made available through them to any women interested in forming a chapter.

New Housing Boss Brings Fighting Spirit to HHFA Job

(Continued from page 1)

Stepping into the top post vacated by Albert W. Cole, Mason insists he isn't afraid of the challenge. In fact, he relishes it.

Last week, Mason told newsmen that "anyone with a little fighting spirit and red blood in his veins" should welcome the top HHFA post.

What the amiable Mason said was merely a restatement of his position when he swooped into Washington five years ago. Then, Mason declared:

"I don't mind risking my reputation in Washington because I don't want anything for myself. They won't ever have to chop my head off. I'll go home when they tell me."

So far, Mason has done well. His home? New York and Massachusetts. Mason was born in Willboro, N. Y. Later, he migrated eastward over the Hudson into North Chelmsford, Mass., where he was executive officer and treasurer of the William P. Proctor Lumber Co. Since then, Mason has been a two-time president of the National Retail Lumber Dealers Assn.

"Learn People: You Learn Sell"

(Please Turn to page 2)

"Why people buy" was another key to design Goodyear offered. "Nostalgia for something from their childhood is almost always a sure attraction nowadays. A fire place, a gas lamp, a piece of furniture... these are sure sellers." In following the design trends, Goodyear suggested the personal experience of going out on a weekend and mingling with the customers to get their comments, and likes, firsthand.

A final word of advice on design tastes: "Listen to everything, watch everything, pick up an idea anywhere but don't ever forget to adapt your 'perfect design' to local architectural style. Regional tastes of your buyers should never be overlooked," he reminded.

Preceding Goodyear on the merchandising slate was James Mills, New Canaan, Conn. who talked on "Analyzing to Sell." Mills also stressed the importance of studying the WHO of merchandising. "In every decision—from site to design, to plan, to products inside, remember the 'Who' you're building for. Only in this way will you maintain the balanced sales level we all want," he said.

TV Salutes NAHB Tonight

Over 25 million TV viewers will be treated to a salute to NAHB tonight on the Garry Moore Show (Channel 2, 9-10, Chicago time). The sponsor, Pittsburgh Pine Glass, will devote commercial time to NAHB influence in increasing the quality of today's homes. The NAHB insignia will be on camera, to help home buyers identify quality quickly. A kinescope will be repeated daily in the sponsor's booth, Number 420-437, at the Sherman during this convention.

Edge Gives Short Course In How To Sell New Homes

A short course in home salesmanship was given to a "standing room only" audience Monday afternoon in the Hilton Hotel by Stanley J. Edge, of Stanley Edge Associates, Pittsburgh.

An estimated 1,000 persons took in this session on the "Million Dollar Circle," where a panel of four other experts and Edge disclosed their sales and merchandising successes.

A good new home salesman plans his pitch—he sells on purpose and not by accident—Edge declared.

"Today's salesman won't heart-sell, not 'hard sell,'" Edge said, "and his pitch should make it hard for a prospect to say 'no.'"

Use of the term "master bedroom" is old hat, Edge explained. A good home salesman should find out if his prospect already has a home. If the prospect is among the large army of those who still dwell in apartments, refer to the big bedroom as the "owner's room"—sometimes a prospect won't leave the house if this is done, Edge quipped.

Edge's suggestion for the best tool a salesman can have is a little ten cent notebook, filled with more letters than a can of Heinz's alphabet soup. Here's some of the "keys" Edge gave:

"P.R."—this can mean "powder room" as well as "public relations." "F.C." stands for "freedom center," which is "work center" spelled backwards. "If you can figure that one out," Edge said, "L.P." stands for "longer playtime," and should be stressed when the salesman shows the outside of the house.

All bathrooms provide the same facilities, but if your salesman mentions "fashion," he's got something the others don't have, Edge explained.

"I looked for a car for four months before I bought one because I resented paying the commission to a poor salesman," Edge said. "I bought one from a salesman who called me every day for three weeks. He always called because he said he forgot to tell me something and I was afraid not to answer the phone because I was afraid I'd miss something new. I now have two cars," Edge said.

In showing the kitchen, when it comes to the oven, the hero salesman shouldn't sell the wiring in the oven, explaining, "we wove it ourselves," but call attention to the waist-high oven. Then when Mrs. Prospect gets home and stops over to the oven on the floor, she'll remember the oven the salesman showed her.

In showing the dining alcove, a smart salesman will measure the space and find out the 8-foot table will seat 10 persons and then say: "Five will get you ten for Thanksgiving dinner."

Earlier in the session, David G. Fox, of Fox-Jacobs, Dallas, vice chairman of the NAHB merchandising committee, praised American Builder's December MHW model home contest issue, among others, noting that this one issue alone was a big help in merchandising and marketing homes.

Panelists were aided by color slides flashed on four screens in the Hilton grand ballroom, to illustrate key points in their talks on promotion and advertising.

New Spikes Toted Total 339 NAHB Members in 1958

(Continued from page 1)



Flight 721 brought these folks from Springfield, Mass., to Midway Airport.



Staten Island, N. Y., is the biggest island in the world to these people.

Save \$100 A Home Today's Stresses And Up Profits, Say Top Builders

(Continued from page 1)

Corrected with a Lead Pencil."

Saves On-Site Work

Robert Fox, Philadelphia, says that scheduling of operations can save hundreds of dollars per house. It saves on-site work, on accounting and purchasing, enabling the builder to have full control of his job at all times. He receives daily reports on progress of field work so that he can remedy errors without losing time. If a builder can cut 10 days off his working time, he cuts his overhead, reduces interest charges, can build more houses. Scheduling is a matter of reviewing and analyzing every individual element of time and cost, he said, and of establishing optimum figures for each.

(Continued from page 1)

selves by too much unnecessary worrying. Worrying, he said, is derived from an ancient word meaning "to strangle." And worrying literally can choke us.

"No one is born a worrier. We get that way ourselves, from the way that we live, and by learning from other people that we work with. Peace in your heart is the only way you will cool your mind and conquer worrying."

The second great barrier which we must overcome, said Dr. Peale, is negative thinking.

"Entertaining negative thoughts is one of the worst things we can do. We tend to become what we think; and if we think negatively, we will be negative people."

In other words, Dr. Peale said,

Convention Daily



American Builder

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VOL. XIII, NO. 3

CHICAGO, WEDNESDAY, JANUARY 21, 1959

NAHB SPOT NEWS

Sparkman Backs Central Mortgage Bank
Baughman Asks Brake on FNMA Changes; New Policies in Works

Fanny Mae Chief Says Sudden Shifts Disrupt Services

A go-slow policy is being advocated by J. Stanley Baughman. The president of the Federal National Mortgage Assn. asked for a gradual, rather than a rapid, change in FNMA's operations at the Tuesday afternoon general session in the Hilton Grand Ballroom.

Baughman pointed out that it had taken four years to develop FNMA's secondary market operations into their current stage of effectiveness.

"I do not mean to imply that the secondary market operations are performing all or the functions that customarily are, or should be, associated with the mortgage business, or that refinements and strengthening are not desirable," he stated. "Some proposals have been made to broaden the services provided . . . and these are receiving the consideration of the industry groups. . . . In view of the serious disrupting effects major changes can have on an organization of this type, I suggest that any changes should be made gradually—that is, be evolutionary rather than revolutionary."

Industry Problems Discussed

After outlining the history of FNMA, Baughman discussed the different views of housing and mortgage.

(Please turn to page 19)

Good Research May Spell Difference 'Twixt Profit-Loss

All three speakers Tuesday morning at the merchandising workshop's market research panel agreed that good research can save builders important money and give them fewer headaches, but they laid so in different ways. A crowd estimated at more than 500 persons attended the meeting at the Sherman Hotel.

Robert Lear, director of marketing services, American-Standard, New York, told how his company, typical of manufacturers' interested in this research problem of the builder, put millions of dollars into research on their new "contour"

(Please turn to page 19)



J. Stanley Baughman



Beverly Mason



Thomas P. Coogan

Mason Calls for Halt To Urban Decay—Pronto

HHFA Chief Says Dynamic Do-It-Yourself Action Is Vital to Improve Housing

The man who carries the medal as housing's No. 1 Whipping Boy is certain to let this philosophy guide Americans in their bid for more and better housing in 1959: "To make it possible for people to do things for themselves."

Norman P. Mason, the 62-year-old Massachusetts Republican who is the immediate heir to the throne of the Housing and Home Finance Agency, sent his emissary and namesake with an invigorating message Tuesday morning to an overflow crowd in the Conrad Hilton Ballroom.

The message, effectively carried by Acting Deputy FHA Commissioner Beverly Mason, was translated as follows: There must be more action by individuals and industry in their respective communities to secure better housing and to stop decay.

Pledging himself to a goal of America as the "best housed nation in the world," Mason urged industry and home builders to encourage what he described as a "renaissance of community spirit in the space builder's age."

Community Role

The housing leader plainly asked NAHB members this question—"What role are you going to play within the community in carrying out an effective program?"

In surveying the housing field, Mason lauded efforts by some communities tackling their own problems. He said some 500 communities

already were actively engaged in solving or seeking a solution to problems allied to the housing field. An additional 700 areas, he said, were laying plans for a housing build-up and attack on urban decay.

"What it amounts to is this—we need more dynamic action by individuals who will initiate a greater demand for better housing," Mason said.

(Please turn to page 19)

She Has Answers

An attractive 31-year-old woman in a bright red sweater has "all the answers" that keeps the big convention of the National Association of Home Builders on even keel.

She is Irene Lionberg, Chicago, and she mans the information booth outside the Conrad Hilton's grand ballroom, where the general sessions of the convention are held.

The most frequent question is on the location of a specific exhibit. Miss Lionberg not only has the answer, but she supplies a guide to display booths—and she instructs conventioners on how to read the symbols in the convention program.

Growth Areas Are Key to Building, Says Editor

The building industry can look forward to an enormously expanding market over the next five years. And where that market will be is just as important as how big it will be.

Speaking before a breakfast audience of more than 400 builders and manufacturers Tuesday at the Sheraton-Blackstone's Mayfair Room, American Builder editor Walter R. Browder, and Bayne A. Sparks, field sales manager, outlined a coming building industry whose geographic pattern will be of the utmost importance.

As an example of the importance of studying growth areas, Browder pointed to the Cleveland market.

New York metropolitan area will rank second in number of dwelling units to be constructed through 1963—some 289,000—New York will actually build 11 per cent fewer units through 1963 than it did between 1954 and this year.

Other big cities will have similar drops. Chicago, third in number of dwelling units, will drop 12 per cent; and Detroit, fourth in numbers, will be down an expected 15 per cent.

Sparks pointed out that despite these drops in three of the major markets, the average of the fifteen top markets would show a building rate increase of 24 per cent for the next five years.

(Please turn to page 3)

Housing Leaders See Mortgage Bank As Easy Financer

Look for some spanking new mortgage market stabilizer, quite likely a version of the complex Central Mortgage Bank to get a shot in the legislative arena this year.

Alabama's dynamic Democratic Senator John J. Sparkman, showed sympathy for such a financing agency Tuesday morning before an appreciative overflow audience in the Grand Ballroom of the Conrad Hilton.

Sparkman did not boot the much-criticized Federal National Mortgage Association out of the home financing picture. But the Alabamian, who heads the powerful Housing Sub-Committee, made it clear he isn't happy with FNMA.

Urges Central Bank

A key NAHB official, who preceded Sparkman in addressing Home Builders, made very clear his support of a Central Mortgage Bank.

Thomas P. Coogan of New York, past president of NAHB, said the Mortgage Bank was nothing new and not radical. He described it as an improvement over FNMA.

Coogan cited three differences that would make a Central Mortgage Bank an improvement over FNMA.

1. As a government controlled institution, FNMA would not be an agency for profit; money would be consistently available for financing housing.

2. The bank would feature a membership stock requirement with a certain number of shares.

Realistic Loan Price

3. The bank would have no intention of buying all insured FHA mortgages. Yet, it would be an effective and honest way of controlling mortgages; thus maintaining a realistic price for government loans.

"A Central Mortgage Bank will tap new financial sources," Coogan said. "Since money is the key to housing, enough money for long and short term mortgage investments would be derived by the bank issuing debentures and notes at market prices."

(Please turn to page 19)

WEDNESDAY: what will Congress do this year? One possibility is a community facilities bill which would allow towns and cities to borrow up to 50 years at reasonable interest rates. . . . Here's a new plan to increase interest in home ownership—a "new homes" downpayment club." It would be supported by builders, lenders and home equipment manufacturers who would share all the costs on an equitable basis.

Economist, Two Lenders Are Optimistic for 1959

Nearly 400 home builders were sufficiently interested in the economic outlook for 1959 to attend a session on mortgages and the availability of funds in the year ahead at the Waldorf Room of the Hilton Tuesday afternoon. Varied views were given by a banker, an insurance company loan officer and an economist.

As George Cline Smith, the economist and vice president of F. W. Dodge Corp., New York, said: "If you ask three economists for their opinions on the future outlook, you'll get four answers." Cline based this on a remark made by Winston Churchill, Britain's wartime premier, who is credited with saying words to that effect.

Critical of Rates
Grover W. Enslay, the banker, who is executive vice president of the National Assn. of Mutual Savings Banks, criticized fixed interest rate ceilings on FHA-insured and VA-guaranteed mortgages, because changes in credit conditions can affect borrowers and lenders more severely than other business groups. Enslay explained that lenders shift the flow of funds with changes in the relationship between these fixed rates and the free interest rates on other types of investments.

Efforts to stimulate housing under these conditions by expanding the operations of the Federal National Mortgage Assn. would, in Enslay's opinion, increase the Federal deficit, add to inflationary pressures and ultimately threaten the existence of the private home building industry.

Claims Interest Low
The third speaker, George T. Conklin Jr., vice president of Guardian Life Insurance Co. of New York, answered those who decry high interest rates by giving examples to show that, compared to other costs, interest rates are a bargain today.

"Never in the nineteen twenties," Conklin claimed, "did the interest rates on corporate bonds ever go up until 1949, Conklin, whose

Private Builders Urged To Pioneer In Urban Renewal

"Urban renewal is the new frontier of the housing market," said George N. Seltzer at a workshop session here this week.

Directing his opinions at small, as well as large builders, Seltzer predicted that "A full-scale urban renewal program could account for as much as 20% of all housing units built during the next decade." The goal of 1.4 million homes in 1959 cannot be met without counting on urban renewal for a considerable share of homes," he stated.

A continuous, long-range program, rather than "present-day stop-gap legislation" is needed.

company does a lot of mortgage lending, explained, a "pegged" interest rate led to inflation as we seem to be having it today. It is "unfair," declared Conklin, "to compare our interest rates today with the Twenties or even Thirties." Peering into the future, Conklin sees a tremendous demand for large amounts of capital, a long-run tendency toward inflation and the encouragement of deficit financing and efforts on the part of business to try to economize on labor by increasing their capital expenditures.

"As long as inflation exists, we'll have what many feel are high interest rates," Conklin declared, "but if we review all the factors involved, it is a wonder our interest rates are as low as they are and not higher."

George C. Smith related how the Dallas Corp. had polled 212 economists on the outlook for 1959 and they were unanimous in their belief that 1959 would be better than 1958.

Workshop Spills Trade Secrets On Top Sales Stunts

Sales promotion ideas ranging from bathing beauties to little leaguers were revealed by experts at yesterday's merchandising workshop at the Hilton.

Sales success of the speakers was proof positive that their promotion ideas work.

David Fox of Fox & Jacobs, Dallas, moderated the session, which was kicked off by George Martin of Louisville:

"One of the best promotion features—which builders, incidentally, don't exploit nearly enough—is the press conference. You should plan a conference the minute you start a development," Martin said. "At the conference, outline your plans for several years to stimulate interest. Invite the mayor and other local officials. Make it convenient for them to attend. To add impact, send wires to all guests on the morning of the event. Provide the press with complete editorial material—immediately usable... something they can go right back and print. Don't waste their time with a lot of talk. Write it."

Traffic Jammers
Martin cited some promotion stunts which have generated interest in Bollinger-Martin subdivisions in Kentucky and Florida, among them: a little league baseball team that keeps the firm name in the newspapers every time a score is printed; a swim club in Louisville that keeps a steady stream of bathing beauty pictures—with prominent company credits—going into newspaper offices.

Jim Nuckolls of Tulsa outlined his idea of a customer relations program. "It's worth the investment and it's vital to the building business. Good will should start when you meet the prospect. A lot of the... right at the



Recognize these "Big Guns"? No shots—just handshakes are exchanged when Mavorick and the Mivichs meet. Mavorick will guard Kaiser's \$1,000 prize bill, which will be awarded Thursday for the best idea on new uses of aluminum.

Home Mfrs. Urge Builders To Let Them Do 'Driving'

The slogan, "Ride A Greyhound Bus And Leave The Driving To Us," pretty well expresses the sales philosophy of the home manufacturers. They are not selling 2x4s or even house packages; they are selling "Profits Without Headaches."

W. Hamilton Crawford of Baton Rouge, La., gave a masterful exposition of the advantages of using house packages and services before a packed room in the Sherman Hotel.

Ranging from land acquisition almost to clean-up, he pointed out that expert help is available all along the line, eliminating details and lending a hand on important matters. He emphasized that these services leave the builder free to spend time on the really important item he sometimes neglects because

of a multitude of details: planning ahead.

Here is a summary of Crawford's points, in his own words:

1. You build faster with better materials.
2. Financing is available if you need it.
3. Your bookkeeping is minimized and more accurate.
4. Your estimating is simplified and more accurate.
5. Purchasing becomes a minor item with professionals doing the job for you.
6. Material scheduling is virtually eliminated.
7. Personnel required drops tremendously, even with increased volume.
8. Sales are increased by professionally prepared advertising and sales promotion which are provided for you.

NAHB Promotes Courses In Homebuilding At College

Some practical suggestions to remedy the lack of homebuilding courses at our universities were made at a Tuesday panel session of educators, builders and students.

Of primary importance, it was said, would be establishment of home building courses at more colleges and universities than give them at present. The curriculum, to be developed through close contact with NAHB's Education and Research committee, should be broad in nature, with an emphasis on business management as well as technical subjects.

Although there was some disagreement as to the relative merit of management versus technical courses, it was agreed that both were necessary. Results of a questionnaire submitted to over 100 builders showed they wanted more

methods and equipment. But, they also wanted to see salesmanship, merchandising and business management courses included.

Robert E. Schmitt, chairman of NAHB's Education and Research committee, pointed out that the NAHB and AIA had formed a joint committee on education to guide the universities on their needs in a residential construction curriculum.

"This is one of the most neglected areas of education, particularly when we realize that the provision of shelter is as basic to people's needs as are the provision of food and clothing," he said. "And both of these last industries have seen great progress, stimulated largely by research and education at the university level."

Other Ideas Explored
Supplementary suggestions discussed by the panel were con-

Growth Areas Key To Market, Says Building Editor

(Continued from page 1)

"Look at Houston," said Sparks. "It will build 97 per cent more dwelling units in the next five years than it did in the last five. Nearly 72,000 more houses." San Jose, Cal., he said, would build 81 per cent more; Miami would be up 84.5 per cent; and San Francisco's rate would increase 66 per cent.

"Some of these growth rates," he said, "are phenomenal."

Present at the breakfast was Dr. Philip M. Hauser of the University of Chicago, a nationally known expert on population statistics, former Deputy Director of the U.S. Census, and an adviser to the United Nations. Browder quoted Dr. Hauser in an interview for U. S. News and World Report, in his comments in which high population growth, and consequently high home building activity, can be expected.

West Coast Leads List
"By broad regions," Dr. Hauser was quoted as saying, "first ranking is the West Coast. In addition, you have the Great Lakes area and the Gulf region of the South as areas of rapid growth." The trend, he said, would be toward an increased unevenness in population distribution. Cities would gain population at an increasing rate between 1900 and 1940, cities accounted for 73 per cent of the national population increase; from 1940 to 1950, this increased to 81 per cent; and from 1950 to 1958, cities accounted for 97 per cent, or virtually all, of the country's population increase.

The markets used as examples in the breakfast report, Browder announced, were taken from a report just issued by American Builder's Research Department. The report covers 50 of the markets expected to be the largest, and the fastest growing through 1963.

Browder also said that copies of the report, together with editorials on growth that appeared in the Convention Daily on Monday and Tuesday of this week, would be sent to the Congress this year in an effort to aid NAHB's program.

"We're hoping," he said, "that our small effort, coupled with the mammoth work of the National Association of Home Builders, will get us an adequate housing act in 1959."

Terrell Installed As E.O. Council Prexy

John J. Terrell, Austin, Tex., was installed Sunday as 10th president of the Executive Officers' Council of the National Association of Home Builders.

Terrell, executive vice president of the Texas State HBA, succeeds S. A. "Sonny" Danyear as head of the Council.

Other newly installed officers are: first vice president: Clifford M. St. Clair, executive vice president of the HBA.

WEDNESDAY: what to do about better design: pay some attention to the back of the house as well as the front. . . . How, when and where to advertise: take five pages over a five-week period instead of shooting the whole advertising "wad" at once. . . . Housing the elderly: local governments are susceptible to retirement housing. There are no extra schools required when you build homes for this group.

Convention Daily



American Builder

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VOL. XIII, NO. 4

CHICAGO, THURSDAY, JANUARY 22, 1959

NAHB SPOT NEWS

Carl T. Mitnick to Head NAHB in '59

Fiery Words From Fearless Democrat Re: Loan Program

By GEORGE LAZARUS

Congressman Albert Rains, who is spearheading a tremendous Democratic drive for enactment of a housing bill in this session of the 86th Congress, apparently isn't satisfied with one measure. In a blistering attack on what he described as housing inertia in the Eisenhower Administration, the fiery Democratic Representative from Alabama unloaded another bombshell for Republicans. Rains proposed a broadened Community Facilities bill, including a basic \$1-billion loan program that would allow towns and cities to borrow up to 50 years at a reasonable interest rate, probably 3 per cent.

The Democratic leader, who heads the powerful Housing Subcommittee of the House Banking and Currency Committee, made his surprise move before an appreciative NAHB audience Wednesday morning in the Grand Ballroom of the Conrad Hilton.

Only last Thursday, Rains introduced a multi-billion-dollar bill to relax FHA home mortgage requirements and provide a three-year, \$1.5-billion city slum elimination program.

Ideal Instrument

Quickly following on the heels of that all-encompassing bill, Rains hailed his new proposal as "an ideal instrument to stimulate the additional public investment in community facilities which our national welfare demands."

(Please Turn to page 2)



Mitnick to the Chief Carl T. Mitnick of Merchantville, N.J., accepts congratulations from outgoing President Nels G. Severin of San Diego.



MARTIN L. BARTLING
First Vice President



E. J. BURKE, JR.
Second Vice President

Bartling Upped to First V. P., Burke to Second

Leonard Frank of Long Island Named Secretary; Evans Buchanan of D.C. Is the New Treasurer

NAHB's new president is Carl T. Mitnick. The Merchantville, N. J., builder, elected yesterday afternoon, succeeds Nels Severin of San Diego, Cal.

Mitnick, long active in industry affairs, served as first vice-president under Severin. His main duties revolved around legislative matters and details for administrative planning.

1959 Regional Vice Presidents

1. A. E. Cole, Hingham, Mass.
2. Charles F. Haring, White Plains, N. Y.
3. Hayward V. McIntosh, Alliquippa, Pa.
4. Paul Dickford, Hampton, Va.
5. W. A. James, Myrtle Beach, S. C.
6. V. DeMeo, North Miami, Fla.
7. Harold Albert, Grand Rapids, Mich.
8. J. Phrommer, Hammond, Ind.
9. Joseph Shaffron, Kenosha, Wis.
10. N. V. Busaman, St. Louis, Mo.
11. W. J. Elliott, El Paso, Tex.
12. A. F. Nielson, Salt Lake City, Utah
13. Egmont Vrooman, Colorado Springs, Colo.
14. Herman S. Sarkowsky, Tacoma, Wash.
15. G. Perdee, Los Angeles, Cal.
16. Jack Benschaw, Memphis, Tenn.
17. P. Alexander, Jackson, Miss.
18. Fred Mossman, Albuquerque, N. M.
19. Ronald L. Campbell, San Mateo, Calif.
20. G. Berman, Wayne, N. J.
21. Paul Kessler, Celina, Ohio

New first vice president for 1959 is Martin L. Bartling, Knoxville, Tenn., who moves up from the second vice-presidency. E. J. (Jim) Burke, San Antonio, last year's secretary, succeeds Bartling as second vice-president.

Leonard Frank, Hicksville, L. I., N. Y., was named secretary and Evans Buchanan, president, HBA of Metropolitan Washington, is the new treasurer.

Mitnick is particularly suited for the president's job during what shapes up as an important "housing legislation year."

During the early days of the second session of the 86th Congress

For a Close-Up of Carl Mitnick in Action See Story on Page 10.

he was constantly beside Severin in Capitol Hill as they worked as a team for passage of the Emergency Housing Act. This Act was instrumental in reviving the housing industry, which in turn helped pull the national economy out of its worst slump in many years.

Mitnick was disappointed but not disheartened when the Senate and House were unable to agree on

(Please Turn to page 2)

Aim at Window Shopper, Sales Expert Advises

"Aim your house design at that great segment of people who 'sorta want a house,'" advised Raleigh Smith Jr. of Houston, Tex. "Here is our greatest potential. If we can get these Sunday afternoon window-shoppers who plan to buy

'sometimes' but don't have to buy tomorrow, we'll not only be increasing our market immensely but creating a better profit potential."

Speaking at the "Design to Sell" merchandising workshop on Tuesday afternoon, Smith divided potential buyers into two groups: the ready-to-buy customers who need shelter, such as newlyweds, apartment dwellers with expanding families, and "the Sorta-Wants-Buys."

The first group, he pointed out,

Quotes on Money

H. Walter Graves, president of the National Association of Real Estate Boards, observes that "A new national monetary commission must launch a study into the monetary system and credit of a national economy that is poised on the threshold of its potentially greatest era of development."

"Developments portend a stiffening of interest rates in the home loan field that is likely to intensify in the months ahead," says W. Franklin Morrison, president of the National League of Insured Savings Associations.

Builders Reveal Secrets Of Luxury Home Sales

Builders attending the Tuesday morning session on custom building at the Sherman got an insight into some of the headaches and problems a project or mass-production builder never experiences.

Telling of the finer points of selling luxury homes, Hal Anderson, Dallas, Tex., told how he sells

homes in the \$85,000 to \$260,000 bracket. Anderson builds between 10 and 15 of these homes a year. About 20 per cent of these are speculative homes.

"My most important job is filling the whims of buyers and to serve as a goodwill ambassador," Anderson explained. "Spreading goodwill has brought me repeat customers when previous buyers have expanded their holdings."

Business Act Seen A Boon To Builders

THURSDAY: Convention windup: a colorful first—a formal ceremony at which new NAHB officers were installed. Picked to head the association in 1959 were Carl T. Mitnick, Merchantville, N. J., president; Martin L. Bartling, Knoxville, first vice-president; E. J. (Jim) Burke, San Antonio, second vice-president; Leonard Frank, Hicksville, L. I., N. Y., treasurer; Evans Buchanan, Washington, D. C., secretary.

Top Headlines from Chicago

How American Builder editors reported the NAHB convention

2

AMERICAN BUILDER NAHB CONVENTION DAILY

Rains Pledges to Ram Through a Housing Bill

(Continued from page 1)

While the proposal mainly stressed loans to municipalities for almost all kinds of facilities and public works, the House-bound measure had other interesting ingredients.

Rains explained part two of the proposal thus:

"It would establish a standby program which could go into effect immediately to combat future recessions. The program would provide an additional \$1 billion and the financing terms could be even more favorable than those under the basic program."

Activate Program

The congressman failed to specify the interest rate, but he said the President could activate the standby anti-recessionary program in his judgment if justified by the economic outlook, adding:

"But the bill would require him (the President) to put the program into effect if the total of seasonally adjusted unemployment should exceed 7 per cent of the labor force for three consecutive months."

Rains said the funds for this proposal, which he expects to introduce within the next two weeks in the House, would come from the Treasury.

He admonished "those people who think the measure is simply another deficit" by describing such borrowings as merely a "housekeeping bill deficit."

300 Million by 2000

Cautioning his audience of the upcoming population surge in the next 20 years, Rains warned that the nation had to face up to the community facilities problem.

The Democratic housing specialist said he expected the population growth, with the resultant push into suburbs, to hit 300 million by the end of the 20th century.

Rains defined community facilities as "parks, public buildings, and hospitals, etc.—all of the facilities essential to a going neighborhood. The problem also includes the corollary problems of achieving sound municipal zoning and planning."

As he explained his latest proposal, the Alabama Representative went to the defense of the bill he introduced in the House last week.

Redraft of Measure

The bill was a redraft of the measure opposed by President Eisenhower last year and killed in the House by a narrow margin in the closing days of the session.

The Rains measure, which will get hearings in Washington next week, would authorize spending an additional \$500,000,000 for college housing, \$200,000,000 for housing the elderly, \$600,000,000 to support FHA and GI lower-priced housing and \$75,000,000 to boost cooperative housing.

"Housing will be one of the hot spots in Congress during the

"I can't understand why a government can be so faint-hearted in engaging in a housing program that won't cost them a cent."

Override Veto

"Eisenhower will get a chance to veto the housing bill in the next month or so. But I have an idea we've (Democrats) got the votes to override his veto. The American people want progress in housing."

Later, speaking to newsmen at a press conference, Rains said he favored a central mortgage bank as a financing stabilizer.

Tuesday, Rains' Alabama colleague Sen. John J. Sparkman showed a leaning to such an agency as an improvement over FNMA. At the same session, Thomas F. Coogan, past president of NHAH from New York, also boasted such a facility.

Rains told reporters: "It's always been my belief that FNMA could be easily made into a Central Mortgage Bank. And it would accomplish more as a bank, too."

"When my committee is through on the housing bill, we plan to have a careful and exhaustive study of the bank to decide just where it fits into our housing picture."

Builders Reveal Their Luxury-Home Selling Secrets

(Continued from page 1)

Anderson offers prospects financing arrangements using their old house as an equity for the new. "We can usually arrange financing up to \$60,000 for a 15-20 year period," he said. "We prefer not to take trade-in houses as the market fluctuates too much in our area."

Offers Special Service

As a special service, Anderson calls on customers every three or four months to check on the performance of the house. If required, Anderson sends out a man to take care of the plumbing, heating or any other minor detail. The good-will this develops overshadows the added expense, he said.

Anderson's advertising is extremely dignified. To keep his name before his potential buyers he takes



Three of convention's leading figures—1958 NAHB President John G. Irevick, Executive Vice President John M. Slickerman and Senator John J. Sparkman of Alabama—find time for informal chat.

small ads in the symphony orchestra program book and the Chamber of Commerce bulletins.

Once, to promote a speculative house, he set up a Nieman-Marcus style show in the patio and swimming pool area of the house. To a select group he served food prepared in the electronic oven.

Some of the top executives, including Tom Lively, Centex Building Corp., Dallas, one of the nation's largest builders, live in an Anderson house.

"We're facing a day of reckoning in the design of home exteriors," Jack Worthman, Fort Wayne, Ind., told the group. "Since 1945 the trend has been toward more leisure and people have more leisure and appreciate beauty in design. I feel the home is beginning to replace the auto as a symbol of success."

"Study and analyze homes that sell," Worthman said. "Give people this type home and they'll sell themselves."

High spot of the session was a discussion by Beryl Notthoff, a Los Angeles plumbing contractor. Some of the houses he's worked on have between 17,000 and 20,000 square feet of floor area and 15 baths.

In telling how he creates unusual bathrooms, Notthoff told of a Californian who had solid gold faucets made in the shape of an oil well rig. These fittings alone cost \$34,000.

Summing up, Notthoff said the trend on the West Coast is toward incorporating the bath, dressing and wardrobe area into one room.



Test House Cuts Costs \$90 With Engineered Footing

Research isn't always spectacular, Martin L. Bartling, Knoxville, Tenn., builder told a splashy audience at the Coliseum, Wednesday morning.

Bartling moderated the session which revealed the methods of construction and types of materials used in the NAHB research house at Knoxville, Tenn.

"We set out to prove a low-cost house of 1050 square feet could be developed with attractive proportions and color," Bartling said.

"This house was not only a laboratory for testing building materials and construction methods but home planning also," said Bruce McCarthy, Knoxville architect, who designed the house. "This house has outdoor spaces you won't find in higher-priced homes. This outdoor living area is important in our modern concept of living."

"The component approach to building will give us architects and builders a language—or vocabulary—which can be developed into attractive architecture," he added.

Modern Concept

"We're proud of this house," said Ralph Johnson who heads the NAHB research program. "There aren't any items used which aren't applicable to our modern concept of building."

Ad Panel Tells Builders How to S-t-r-e-t-c-h \$\$\$

In a spirited question-and-answer panel on how to advertise to sell more than 300 home builders got advice from experts Wednesday morning at the Sherman, and went home with a better concept of how to stretch their advertising dollars.

Carl Mitnick Heads NAHB's New Slate Of 1959 Officers

(Continued from page 1)

housing legislation at the end of the last session of Congress. But, he immediately went to work with the NAHB staff to help draft the legislation which the Association will support in the present Congress.

The New Jersey builder is no Johnny-come-lately to the housing industry or to NAHB. He's been in the building field for more than 35 years and is president of the Collingswood Construction Corp.

Dear to the heart of the new NAHB president is an area in which he happened upon accidentally. He recalls how he had planned to build a resort community on the shores of Delaware Bay.

Somehow, elderly persons became attracted to them and more than half of the first batch of 850 houses were sold to persons of retirement age. Mitnick then altered his plans and built all of the homes for elderly persons.

"They've been a blessing to those persons, and a humble source of deep satisfaction to me," he stated. "These people have their own satisfaction in living in a community of persons with common interests and way of life."

Mitnick was NAHB treasurer in 1956. He also has been president of the Home Builders League of South Jersey and the New Jersey State Home Builders Assn. He was a member of the U. S. home builder delegation which toured housing projects in 14 Russian cities during 1958.

Other Officers Well Qualified

Bartling, the new second vice-president, started in the building business in 1938 and owns the Bartling Construction Co. He is a trustee of NAHB's Research Institute and built its new Research House at Knoxville.

E. J. (Jim) Burke is a third generation Texas builder. A lawyer, he has been a "spark plug" in home building affairs for many years.

Leonard Frank has had long service with NAHB. In 1949 and 1950 he was president of the Long Island Home Builders Institute. He was general chairman of the NAHB convention committee for 1956 and 1957.

Evans Buchanan also has long experience in the building business, having worked with his father for many years.

ROUNDUP: merchandising again took the convention spotlight. . . . Better ways to obtain financing, tips on advertising, cost-cutting were also in the forefront. . . . Members of Congress assured builders that their problems would get top consideration. . . . NAHB, through its Education and Research committee, kicked off an all-out drive to interest colleges and universities in home building courses.

NEW BIFOLD DOORS

**ONLY A SCREWDRIVER IS NEEDED TO INSTALL
SPRING-LOADED* SIMPSON BIFOLD DOOR UNIT!**

These attractive doors add sales appeal to your homes.

- Each set features newest McKinney concealed hardware
- Exclusive spring-loaded pivot brackets self-adjust doors to fit tightly and eliminate gaps
- Sure-shut door aligner eliminates floor attachments
- 2-door units for 2', 2½', 3' widths
- 4-door units for 4', 5', 6', 8' widths
- Louver Doors in Philippine Mahogany and Douglas Fir
- 7-Ply Hollow Core Flush Doors in Lauan, Sen and Birch

RELY ON

Simpson



*Each of the four pivots is spring-loaded to assure perfect fit, smoother operation.



**PACKAGED, PRE-ASSEMBLED
SIMPSON BIFOLD DOORS**

For additional information refer to Sweet's File, see your Lumber Supplier or mail coupon on back of next page.

Simpson Logging Company, 2301 N. Columbia Blvd., Portland 17, Oregon



**SIMPSON REDWOOD MAKES ANY HOME LOOK BETTER—
LAST LONGER—SELL FASTER!**



From start to finish, you'll build faster and better with Simpson Redwood. It is easy to work, takes and holds paints or stains far longer or can be allowed to mellow gracefully in its natural state. One inch thickness of Simpson Certified Kiln Dried Redwood gives insulation equal to 6.3 inch thickness of brick, 9.5 inch thickness of cement block, 15.0 inch thickness of concrete . . . and less heat loss through conductivity than any metal siding known. Kiln Dried Redwood is noted for its high dimensional stability and remarkable resistance to termites and decay. Be sure to see your local lumber supplier soon.

Simpson Redwood Company, Arcata, California

Mail coupon on back of next page for free Redwood Grade Book, Redwood Information Charts and Idea Booklet, "Redwood For The Home."

RELY ON



FOR BETTER BUILDING...BETTER LIVING!

Create Interiors of Unusual
Sales Appeal with Walls of

**TOASTED V-GROOVE
REDWOOD PLYWOOD!**



● Sell homes faster by giving buyers the beauty and advantages of redwood, plus the extra strength and economy of plywood. Exclusive "deep toasted" V-grooves enhance the natural warmth of redwood, lending a rich distinctive tone of elegance to any room.



Handsome redwood rift grain is created by slicing veneers from quarter segments of the log.



FREE:

Send for 16 page, full-color Simpson Plywood Catalog. Mail coupon on next page.

Simpson Logging Company
2301 N. Columbia Boulevard
Portland 17, Oregon



RELY ON



● Francis Baer, A.I.D., creates an attractive den with walls of random planked Simpson rift grain redwood plywood. Every second dark brown "toasted" V-groove falls on 16" centers for automatic stud locating.



★ You'll close the sale faster when you offer your home-buying prospects the visible sales-plus of genuine Forestone beauty and noise control!

* No home is truly up to date unless it is sound-conditioned. Beautiful, deep-fissured Forestone*, designed especially for homes, absorbs up to 70% of all noise striking it... can be repainted without loss of efficiency or fissured beauty.

70%

NEW "BUY WORD" IN HOME SALES

SIMPSON

Forestone

ACOUSTICAL CEILING MATERIAL



Two to choose from
Feature 12"x24"
flange-jointed tiles
or labor-saving 2'x8'
insulating roof deck.



Your own crew can install effective Forestone quickly, easily, at about the same cost as ordinary ceilings. See your Lumber Dealer or refer to Sweet's File. Simpson Logging Company, Shelton, Washington.

Mail coupon, next page, for free 24-page Acoustical and Insulating Board Catalog.



*Reg. U. S. Pat. Off.—U. S. Pat. No. 2,791,289

The original fissured woodfiber acoustical material.



HOUSING AMERICA

● One of the most dramatic developments in American economic history has been the building of more than 13,000,000 new dwellings since the close of World War II—more than 130 billion dollars worth of new housing in 13 years!

Building this housing to meet the needs of American families has been a teamwork operation—a team composed of Home Builders, Architects and Designers, Financial Institutions, Government Agencies and Manufacturers of Building Products and their Distributors and Dealers. Without the function of each member of this team, this economic and physical miracle could not have happened.

Now we are entering upon a period in our history when it appears that more housing than ever before is going to be needed if American families are to be housed adequately. As a major producer of forest products—as a member of the team—Simpson is aware of its responsibility in helping to meet these coming housing needs—in helping to achieve the goal of Better Housing at Lower Cost.

On the occasion of its 15th Anniversary, Simpson and its Distributors and Dealers wish to extend their warmest greetings to the National Association of Home Builders, whose members are so largely responsible for the great task of Housing America—and who are now facing an even greater challenge of the future.

RELY ON



The finest in Douglas Fir, Western Hemlock and Redwood Lumber; Acoustical, Insulating and Hardboard Products; Plywood and Doors; Wood Tanks and Pipes; and Paper.

SIMPSON, 1070B, WHITE BLDG., SEATTLE 1, WASHINGTON

Please send me FREE information on the following products as checked:

Doors Redwood Acoustical and Insulating Board Plywood

Name _____

Company _____

Address _____ City _____ State _____

Clipped from _____ magazine.

Printed in U.S.A.
on Simpson 100#
Crystal Finish
Sawplane Offset.

SC-918

"Telephone planning is a 'must' in every home we build"

—SAYS HOWARD B. QUINN, QUINN HOME BUILDERS, INC., CHICAGO, ILLINOIS



Thirty minutes to the southwest of the center of Chicago lies Beverly Terrace, a gracious community of 200 homes in which "extra" conveniences are the rule, not the exception.

A striking example: each home contains no less than 10 telephone outlets.

"We've earned a reputation for quality construction, de luxe equipment and built-in features," says builder Howard Quinn. "And an abundance of telephone outlets, with wiring neatly concealed in the walls, is just the kind of feature that helps set our homes apart.

"People are delighted when we point out how flexible their telephone service can be—with extensions indoors and out. The wiring's all there whenever they want to use it.

"We're in business to sell homes—and telephone planning helps us do it. It's as simple as that. So it's a 'must' in every home we build."

* * *

Your local Telephone Business Office will gladly help you with telephone planning for your homes. For details on home telephone installations, see *Sweet's Light Construction File, 8i/Be*. For commercial installations, *Sweet's Architectural File, 32a/Be*.

BELL TELEPHONE SYSTEM



Beverly Terrace homes like the one below even include outdoor telephone facilities. At lower right, Howard Quinn and Illinois Bell Telephone Company's Bill Dutcher inspect a jack-type outlet on the patio.





Glamorous!
NEW IDEA IN HINGE DESIGN

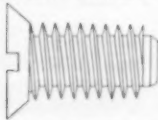
an **EXCLUSIVE**
READY HUNG DOOR
FEATURE



SINGLE SCREW
Circle Hinges

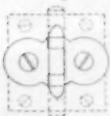
MORE GLAMOROUS . . . GREATER STRENGTH . . . SELF ALIGNING

Now . . . only Ready Hung Doors give you the performance and eye appeal of graceful, glamorous **CIRCLE HINGES**. Proved by exhaustive laboratory tests equivalent to 70 years residential service, **CIRCLE HINGES** are now standard on all types of Ready Hung Doors.



2½ TIMES STRONGER — Deep Thread Screws used with **CIRCLE HINGES** are an exclusive new design. One Deep Thread Screw has 2½ times greater holding power than three screws used in rectangular hinges.

NON-RISING HINGE PIN — Removable hinge pin is held by screw-on tip at bottom so it cannot work upward. Pin and bottom tip turn with hinge leaf, preventing tip from unscrewing in use.



COMPARE — Smaller and more graceful, artistically designed Circle Hinges give any door a more glamorous appearance than can be achieved with rectangular hinges.

READY HUNG DOORS are delivered complete. Can be installed in 20 minutes.



READY HUNG DOORS ARE MADE BY THESE LEADING WHOLESALERS

ALBANY, N. Y.
Iroquois Millwork Corp.
BILLINGS, MONT.
Building Service, Inc.
BIRMINGHAM, ALA.
National Woodworks, Inc.
BOSTON, MASS.
A. W. Hastings & Co., Inc.
BUFFALO, N. Y.
Iroquois Door Co.
The Whitmer-Jackson Co.
CHICAGO, ILL.
Morgan Sash & Door Co.

CINCINNATI, OHIO
Acme Sash & Door Co.
CLEVELAND, OHIO
The Whitmer-Jackson Co.
Massillon, Ohio
DAYTON, OHIO
Dayton-Akron Sash & Door Co.
PORTER-HADLEY CO.
GRAND RAPIDS, MICH.
Porter-Hadley Co.
HOUSTON, TEXAS
Southwest Sash & Door Co.

HUNTINGTON, W. VA.
Iron City Sash & Door Co.
INDIANAPOLIS, IND.
Midland Bldg. Industries, Inc.
KANSAS CITY, MO.
Rust Sash & Door Co.
LOS ANGELES, CALIF.
Ready Hung Door Mfg. Co.
MARION, IND.
General Millwork Corp.
NEW YORK, N. Y.
Bailey-Whale Co.
West Orange, N. J.

OAKLAND, CALIF.
Ready Hung Door Mfg. Co.
PITTSBURG, PA.
Iron City Sash & Door Co.
ROCHESTER, N. Y.
The Whitmer-Jackson Co.
SAGINAW, MICH.
Flint Sash & Door Co.
ST. LOUIS, MO.
Imse-Schilling Sash & Door Co.
ST. PAUL, MINN.
Minnesota Wood Specialties, Inc.
St. Paul Park

SEATTLE, WASH.
Tye Lumber & Mfg. Co.
SIOUX FALLS, S. DAKOTA
Jordan Millwork Co.
SPRINGFIELD, MO.
Southern Supply Co., Inc.
SYRACUSE, N. Y.
Iroquois Door Co.
TOLEDO, OHIO
Allen A. Smith Company
TORONTO, CANADA
C. Lloyd & Son Limited

READY HUNG DOOR CORP., FORT WORTH 2, TEXAS

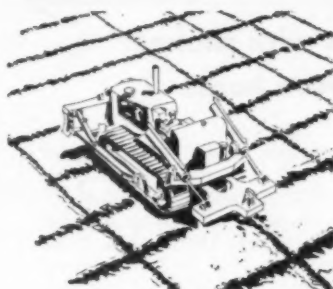
Building with Brains

Here are 12 more cost-saving items showing how American ingenuity is licking rising costs

To compete successfully in the face of today's rising costs, the home builder seeks more ways to slash expenses. He must get top value from every cost dollar.

This month, we're featuring 12 cost-saving ideas from different parts of the country. Next month we'll show 10 more, from the University of Illinois short course. Maybe you have a pet cost-cutter we could run in the future. Why not let us see it?

A profitable tip for winter building



Keep your dirt rigs going through winter freeze-ups.

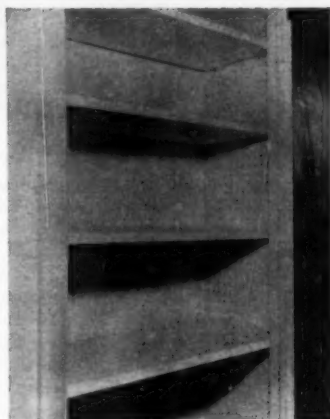
Caterpillar Tractor Co. says clay frozen as much as six feet deep can be ripped by this method. Cost should be no more than that of the required power alone. In this drawing, tractor makes a series of runs in a grid pattern. Ripping tooth is lowered slightly after each series until maximum penetration is reached.



One whole roof's supply when and where you want it

This idea should help speed most roofing jobs on single-story buildings.

Shingles are hauled in trucks with hydraulic-lift beds. With the trucks placed near the structure



Perforated panels for movable shelves

Another use for perforated hardboard. Used as shown above, it performs double duty, providing finished shelf siding and permitting unlimited adjustment of shelf spacing.

In new construction, the Peg-Board panels are attached to the studs. In existing houses, they are placed over furring strips.

(above), beds are put at roof height. The shingles are easily fed to the men as needed.

Building with Brains

Masonry cutter saved them money



This builder reduced site labor with a portable masonry cutting machine.

When the Olson Concrete Co. built a \$185,000 church in Osseo, Minn., a Minneapolis suburb, they used such a device, called a Hydrasplit. The job called for 70,000 face and 12,000 common brick, 200 tons of facing stone, and 12,000 blocks. So elimination by the machine of blade cutting of brick and stone meant big savings. The cutter is easy to move.

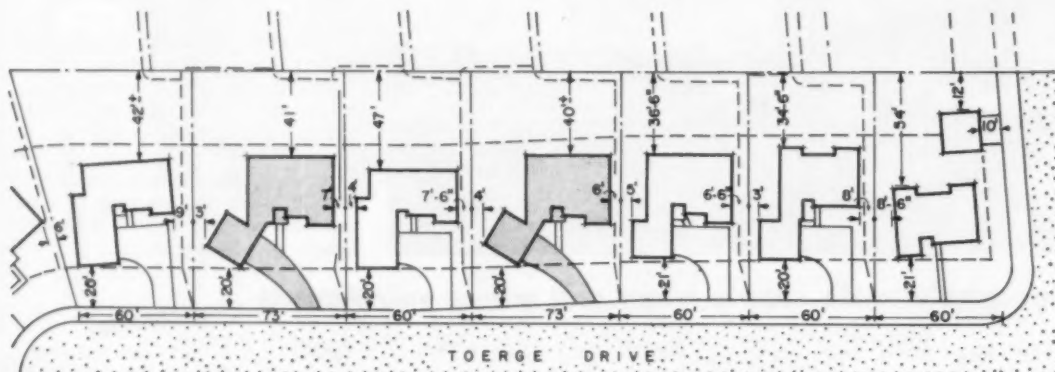
Details on the Hydrasplit are available from Park Tool Co., St. Cloud, Minn.



Mixing shingles with shakes saved over \$100 a house

Here's a tip that saved one builder over \$100 per house on roofing.

On the houses Leo J. Shanahan & Sons build in the Long Beach, Calif., area the house and garage together take about 30 squares of roofing. Therefore, a shake roof would normally cost about \$750, at \$25 a square. But the company uses shakes on the front and side slopes only, puts cedar shingles (12 squares) on the rear slopes. At \$15 a square, the shingles lower total cost of the roofing to about \$640.



How they designed \$500 more value into their tract

The Shanahans planned \$500 more lot value into their tract.

Platting the above block into 7 lots 60' wide left about 26' extra

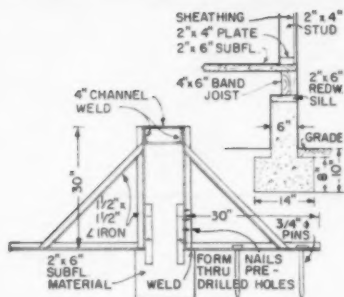
land. Instead of splitting this equally among the lots, the Shanahans added 13' to two lots (shaded areas). This allowed special garage

arrangement, added prestige.

And while costs were unchanged, the widened lots sold for an extra \$250 apiece.



▲ **Form jack saves labor time**



Inexpensive form jacks like these (left and above) speed crawl space construction.

Jackson Construction Co. and Lewis and Bristow, both of the Sacramento, Calif., area, use the jacks in forming crawl space walls. They eliminate staking and bracing, speed attaching the strips and forms.

The devices are easily made for \$5 or \$6 each, and stack neatly in a truck or shed.

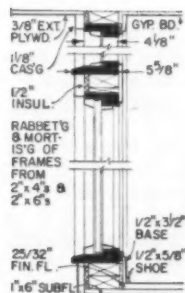
Put up drywall the easy way

▼ You'll save a lot of time by using a hoist.

This one is the latest model of the Lantz Manufacturing Co., Valparaiso, Ind. It is said to be adaptable to most lifting and/or holding jobs of this type.



▲ **Saves \$300 on millwork**

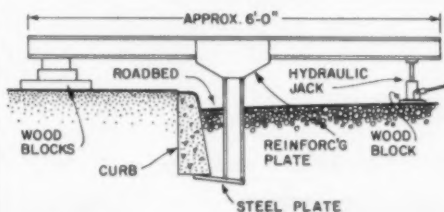


"After a small amount of training our men can quickly rabbet and mortise window frames on the job," says Avriel, woman builder of Carmel, Ind.

Savings per job: \$300 over mill-made frames.

The work is done easily and precisely, using clear 2x4 and 2x6 redwood.

Another advantage: this type of framing readily combines with other window units and exterior door frames.



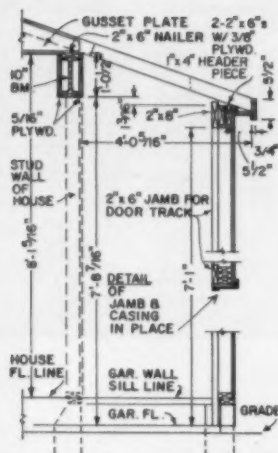
▲ If your curbing settles here's how to realign it

If the curbing in your developments settles, this device will save you money. It was designed by Bob Scarborough, president of the Home Builders League of South Jersey.

Dig under the lower end of the settled curb, or under both ends, if necessary. Slide the lifter in place, raise curb to the desired position. Tamp the soil on both sides of the curb. (Scarborough uses a Barco Rammer).

Building with Brains

How they gained an extra room:



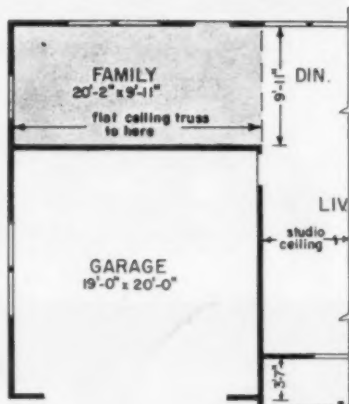
Optional family room is a big attraction for buyers of Midwest Houses' Wildwood model, says builder Charlie Simms, especially in basementless houses.

Per-foot cost of the extra room is lower than for the rest of the house. Detail to the left and floor plan below show how the additional space is provided.

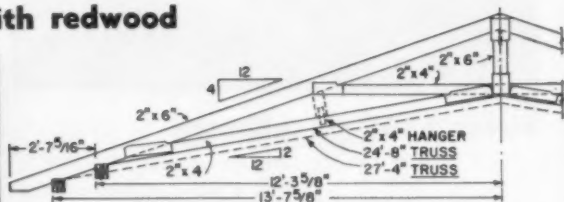
The garage is moved forward and the space behind it made into a family room. Steel beam, truss-construction greatly simplifies addition of the extra room.



Midwest's new 1,400 sq. ft. Wildwood model sells for around \$21,950 in the Dayton, Ohio, area. It comes with or without basement or family room. Builder Charlie Simms says this flexibility of design increases the home's market range. For more on Simms, turn to page 52.



Scissors truss ceiling — finish it with redwood



As an "extra," Simms offers a cathedral ceiling of 10" redwood lap siding. He says it gives the small-ranch Wildwood a feeling of spaciousness. Response has been good, and Simms finds the "extra" an excellent selling point.

The 924 sq. ft. ceiling covers the kitchen, and dining-living areas. It takes two men a half-day to nail it onto the underside of the scissors trusses. Insulation is installed as work progresses.

Simms figures the ceiling costs approximately \$200 more than an equivalent 1/2" drywall ceiling. Materials come to \$185; labor \$75.

"Now I can offer year-round comfort at a price that sells!"

"Last summer I was trying to determine how to include air conditioning in my homes and still sell competitively.

"Gold Bond Super Thick 6" Insulation was the answer. I was able to reduce my cooling equipment costs approximately \$430 per house*...with the help of Gold Bond Super Thick in the ceiling.

"The original 3 ton requirement was reduced to 2 tons and proved more than adequate. It costs me \$220 more for

additional Insulation (6" ceilings—3" sidewalls)...results in a *net* saving of \$210 on each house...a real bonus."

If you are providing air conditioning in your homes, learn how Gold Bond® Super Thick Insulation can save *you* money. And remember, electric heating calls for 6 inches of insulation as the *minimum* requirement for ceilings. For more information, write Dept. AB-29, National Gypsum Company, Buffalo 13, N.Y.

*Based on published statistics. Exact costs vary with locality.

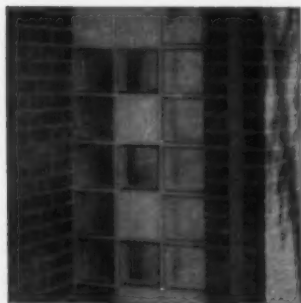


a step ahead of tomorrow



PC GLASS BLOCKS

When your clients ask for "something different"



That just-right look of quality. Just the right feel of "difference." Panels of PC Glass Blocks, clear and in color: warm, light and friendly inside; crisp, clean beauty outside. It's easy when you think in terms of the PC Glass Block line for your next commercial building, home, reception room, or retail store . . . whatever you build, rebuild or remodel. For complete details, write Dept. AJ-29, One Gateway Center, Pittsburgh 22, Pa.

P I T T S B U R G H **PC** C O R N I N G



Five reasons why 2-ply gypsum wallboard is top quality construction:

More and more top quality houses are being built with Gold Bond wallboard in two-ply, job-laminated construction. Here's why:

Greater fire protection. Two layers of 3/8" gypsum board give a one-hour fire rating, more than required in most wall construction.

Less sound transmission. This thick, sturdy wall cuts sound transmission and adds strength to the building. Impact resistance is more than doubled.

Clean, fast installation. Backer board is nailed to studs, gypsum wallboard job-laminated to it. There's no mess, the job is finished within hours.

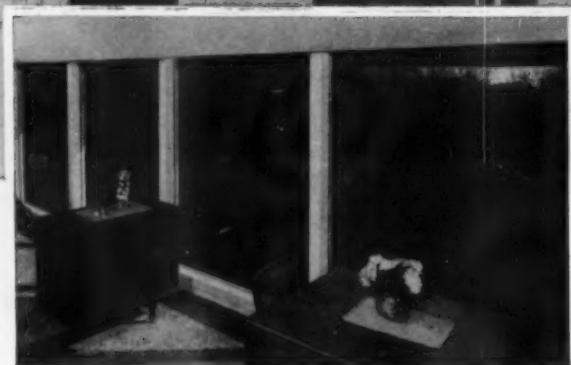
Decorate almost immediately. You can paint or wallpaper as soon as the last joints are treated.

Costs less than you think. Call your Gold Bond® representative for full details. Or write for free technical bulletin: Dept. AB-29, National Gypsum Company, Buffalo 13, N.Y.



a step ahead of tomorrow

"Twindow Insulating Glass increases
toward the



customer interest entire house,"

says C. R. DOHRN, contractor, Bettendorf, Iowa



This enterprising contractor has been building homes in this attractive Davenport suburb for ten years. At present he is developing Highland Park which features \$50,000 homes on large, well-landscaped lots. All of the houses are custom built to owner specifications and—like this one shown here—have TWINDOW Insulating Glass in every window!

"I have found that the advantages and savings from the use of TWINDOW are equally important to the people who will buy homes in Highland Park as well as those who are interested in the moderately priced houses in our other development," explains Mr. Dohrn.

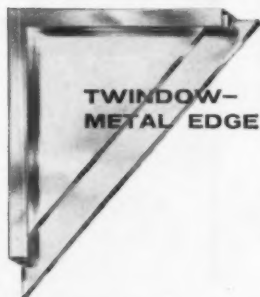
"We believe—and prove to our prospects—that TWINDOW will more than pay for itself in fuel savings and will make a more

livable and comfortable home. We point out that TWINDOW eliminates the need and trouble of putting up and taking down storm windows. After we explain these advantages we quickly note a much higher interest by the customer.

"It looks to us that very soon single glass in windows will be a thing of the past."

If TWINDOW Insulating Units make one builder's selling job easier, they can work for you, too. Why not get more information about TWINDOW? Find out about its sales-appealing qualities, the ease with which it can be handled and installed. All of this is explained in our handsome TWINDOW booklet. Write today for your free copy! Pittsburgh Plate Glass Company, Room 9113, 632 Fort Duquesne Blvd., Pittsburgh 22, Pennsylvania.

TWO TYPES OF TWINDOW



TWINDOW—METAL EDGE. This type is ideal for large windows and where maximum insulation is needed. It's made up of two panes of $\frac{1}{4}$ " clear-vision Plate Glass, with a $\frac{1}{2}$ " sealed air space between. Its stainless steel frame, a TWINDOW feature, eliminates bare edges . . . makes handling safe, quick and easy.



TWINDOW—GLASS EDGE. This type is just the thing for modern window-wall construction. Having exceptional insulating properties, it is constructed of two panes of $\frac{1}{4}$ " PENNVERNON®—the quality window glass—with a $\frac{1}{2}$ " air space between. TWINDOW—Glass Edge units are available in popular sizes for a variety of window styles.

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... the windowpane with insulation built in



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PITTSBURGH PLATE GLASS COMPANY

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— almost on sight—
the house that's

Cooled in Summer... Warmed in Winter

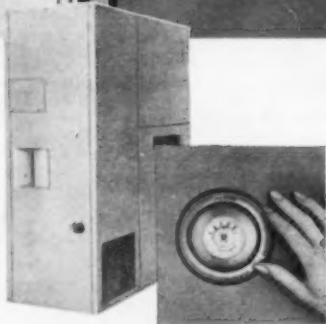
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All Year® Gas Air-Conditioner!



Advantages for the Buyer:


Today's home buyers appreciate—and demand—year 'round comfort indoors. Show them the advantages of an Arkla-Servel Gas Air-Conditioner: summer and winter, one trouble-free unit, one easy-to-set thermostat provides just the right temperature. Fuel and maintenance bills are lower with Gas. *Never* any worry over deliveries. *And* Gas is cleanest.



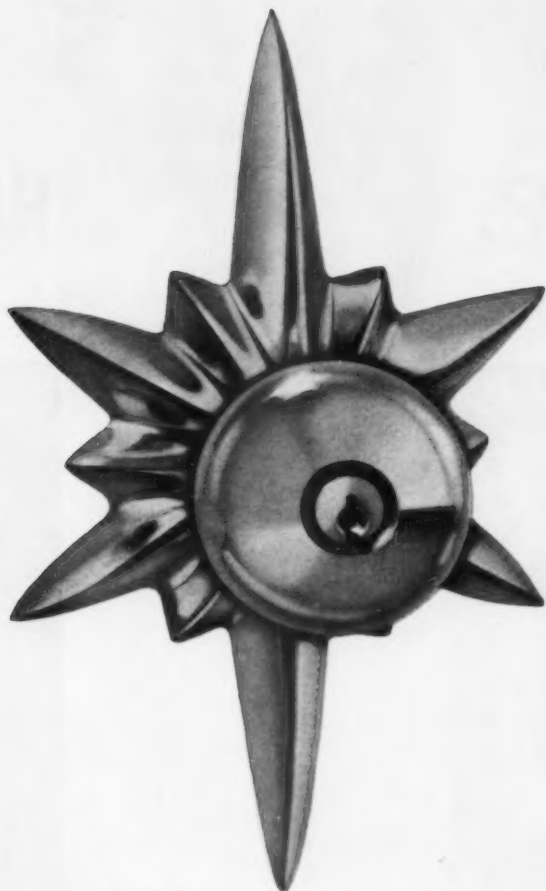
Advantages for the Builder:

The moment prospects enter, they can feel the difference. You are offering the best, with one, double-duty Arkla-Servel that heats and cools. And you're giving them low-cost maintenance and long life... the secrets of economy with Gas. So for better sales, install Gas air-conditioning.

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*Trademark. Product of Arkla Air Conditioning Corp., Evansville, Ind., & Little Rock, Ark.



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.

M *Specify it with confidence . . . Install it with pride*
MEDALIST HARDWARE DIVISION

NATIONAL LOCK COMPANY • ROCKFORD, ILLINOIS

CECO WINDOWS—THE LINE DESIGNED WITH THE BUILDER IN MIND

THE "AYES"

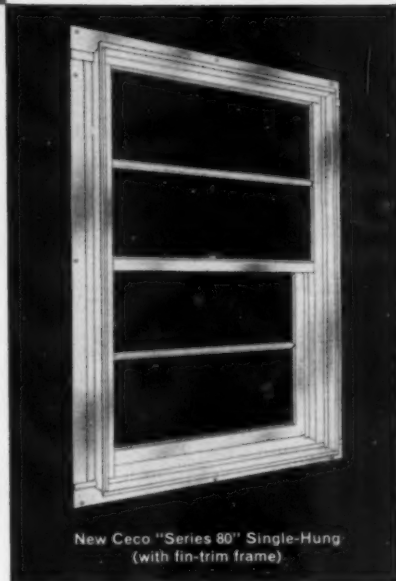
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(with channel frame)



New Ceco "Series 70" Double-Hung
(with fin-trim frame)



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Window-Walls



Casements



Sliding Windows



Basement Windows



Double-Hung Windows



Picture Windows



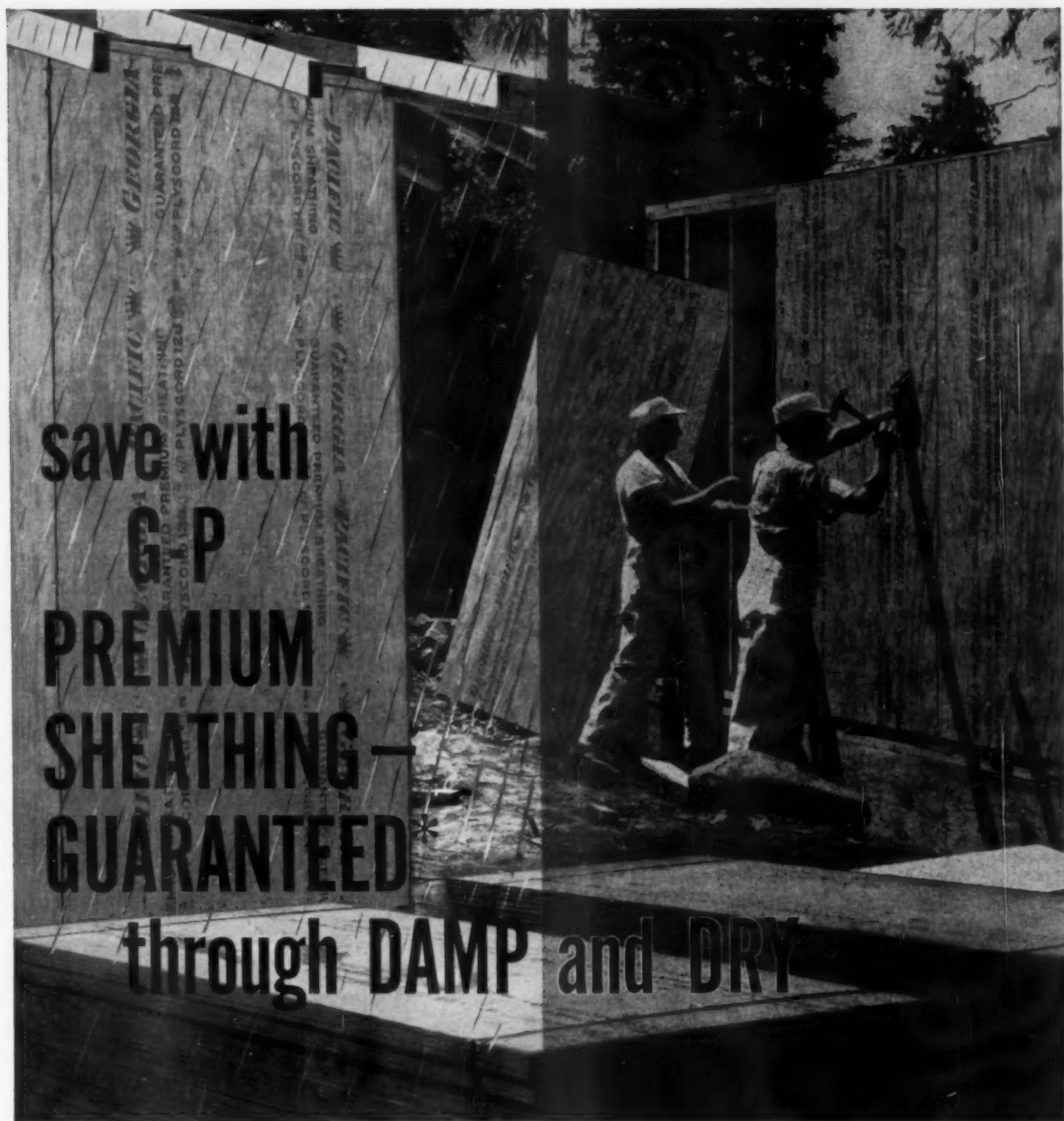
Hopper-Vent Windows



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PREMIUM
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GUARANTEED*
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Georgia-Pacific Premium Sheathing is *guaranteed* to store outdoors mold-free and without delamination up to one year! No delivery delays. You save time, speed work in any weather. Yet this superior plywood Sheathing costs you only pennies a panel more!

All standard sizes—5 thicknesses. Edge-sealed panels are packaged in steel-strapped bundles, 25" high, for easy, convenient handling.

* Georgia-Pacific Corporation guarantees G-P Premium Sheathing against delamination and mold for 12 months, stored outdoors off the ground, tarpaulin-covered, or for 6 months, uncovered.

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Washington's new line of Rolling Door Hardware is a complete line. Every hanger, every piece of track in the Washington line has been redesigned for smoother operation, easier installation, and lower installed cost. You'll recognize the NEW line in the black, white and blue cartons.

UNIVERSAL STEEL TRACK NO. 611
FOR ALL BY-PASSING DOORS
FROM 5/8" TO 1 3/8",
WEIGHING UP TO
70 LBS.



NO. 611 TRACK

Corrosion-resisting zinc-coated steel track with anti-jump hangers. Available in bulk and complete packaged sets with axle or ball-bearing hangers.


UNIVERSAL ALUMINUM TRACK NO. 647
FOR ALL BY-PASSING DOORS
FROM 5/8" TO 1 3/8",
WEIGHING UP TO
50 LBS.



NO. 647 TRACK

New heat-tempered Aluminum Track with embossed extra-strength hangers. Anti-jump. Available in bulk and complete packaged sets with axle-bearing hangers.

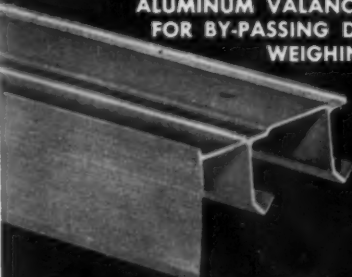
ALUMINUM VALANCE TRACK NO. 648
FOR BY-PASSING DOOR FROM
5/8" TO 3/4", WEIGHING
UP TO 50 LBS.



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Textured valance surface provides better paint bond . . . won't show scratches. Valance has attractive curved profile. Axle-bearing, anti-jump hangers roll smooth and trouble free. Available in packaged sets.

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FOR BY-PASSING DOORS 1 3/8" THICK
WEIGHING UP TO 50 LBS.



NO. 649 TRACK

Similar to 648 track. Available in packaged sets with axle-bearing hangers.

**STEEL WALL POCKET PACKAGE WITH
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FOR DOORS 1" TO 1 1/4"**



NO. 601 TRACK

No. 632 Steel Track package is a complete set with Jamb Stiffener, Floor Plate, Rubber Door Bumper and Floor Guide. All hardware necessary for a "built-on-the-job" wood wall pocket. No. 601 track, No. 651 axle or ball-bearing hanger and all accessories in this 632 package also available in bulk. Door weights up to 70 lbs.

**ALUMINUM WALL POCKET PACKAGE
WITH NO. 639 ALUMINUM TRACK
FOR DOORS 1" TO 1 1/4"**



NO. 639 TRACK

Heat-tempered aluminum track for door weights up to 50 lbs. when using smooth axle-bearing hanger No. A653. Available in packaged sets.

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Western Views

By **BILL RODD**

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WANT MORE TIME FOR GOLF? OR FISHING? Or maybe you would like to eliminate some of the headaches of your present operation. If so, you may find yourself signing up for a manufactured (prefabricated) home program in the near future. Chances are you'll soon be solicited—if you haven't already been. Factory-built-home manufacturers are expanding in the West. Salesmen are out to double their volume in 1959 and they're calling on all builders large and small.

YOU WILL FIND THAT THE SALESMAN, WHEN HE CALLS, HAS A LOT TO OFFER. But don't expect a big saving in the labor and materials cost of erecting the house—although if you are a small builder in a high-cost area—you may save money. The important advantages, however, are along other lines.

1. You can offer customers a choice of 20 to 40 floor plans, usually with two to three elevations. There's no cost for drafting or architectural fees, yet you know the homes are proven sellers.

2. You are completely flexible in your operation. If sales are good you can pick up the phone

and order more houses. If sales are bad, you're not burdened with inventories. If you want to switch from gingerbread to contemporary, there's no problem.

3. You can purchase the construction package at a fixed price, and many manufactured-home companies will help you establish reasonable subcontractor prices. This enables you to nail down your costs ahead of construction.

4. Other services which save your time and money are: expertly prepared sales and advertising aids; plot planning; color co-ordination, and help in securing financing.

SCHOLZ HOMES, INC., MADE THE MOVE TO THE WEST EARLY LAST YEAR, and started production in Fresno, Cal. Now the company also has plants operating in Greeley, Colo., and Long Beach, Cal. The organization is introducing its complete line of more than 35 models which range in selling price from \$6,000 to \$75,000. The line embraces the same floor plans and elevations which brought Scholz to second place among prefab manufacturers. However, changes are made to accom-

modate the homes to western climatic conditions. Scholz homes will only be sold to licensed builders, franchised for local areas. Robert L. Wickman, western regional sales manager, said he is particularly interested in receiving inquiries from builders who normally put up from 25 to 50 homes yearly. His address: 3440 Cherry Ave., Long Beach.

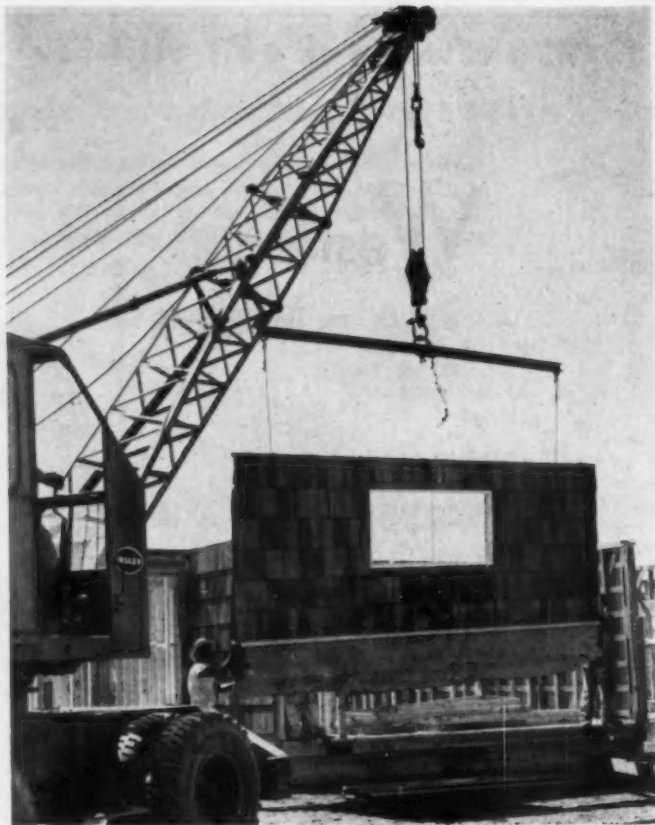
ANOTHER EXPANDING PREFABBER IS WESTERN PACIFIC HOMES, successor to Workmon-Rhodes. The company opened a multi-million dollar factory in Decoto, Cal., and expects to double 1958 sales, which were over 1,500 homes. (See p. 38-H.)

WEST COAST MILLS IN CHEHALIS, WASH., manufacturers of Far West Homes have been shipping all over the country for years and do a big volume in the western states. And Virginia Lee Homes in Kirkland, Wash., recently added another plant in Tacoma, more than doubling production. In addition to these firms, there are many smaller home manufacturers scattered throughout the west.

TODAY THE HOME MANUFACTURER is an integral part of western building.



ASSEMBLY LINE speeds up "manufacture" of exterior walls. Each man does a different job. Production begins at the far end of the line. By the time the panel reaches the last man, only cedar shakes have to be nailed on.



SETTING UP THE WALLS: two men, the crane operator, and a laborer do the job. This means exterior and interior walls are "tacked" up to stay in position temporarily. Then two men plumb and fasten them in 2½ hours.

With an assembly line like this

"It stands to reason that men can nail a wall section together faster on a jig table than they can on the job," says Jim McPeak, superintendent for California builder John Jacobson.

Using this production line for exterior walls, Jacobson successfully "manufactures" his own houses. Since the operation was set up five years ago, one thousand homes have rolled off it into Rancho Cordova, his development, about a mile away.

The former president of Associated Home Builders of Sacramento said the 300-ft. assembly unit is a very simple affair which cost about \$4,000 to make. It works on the principle of any line; each man is assigned a particular job.

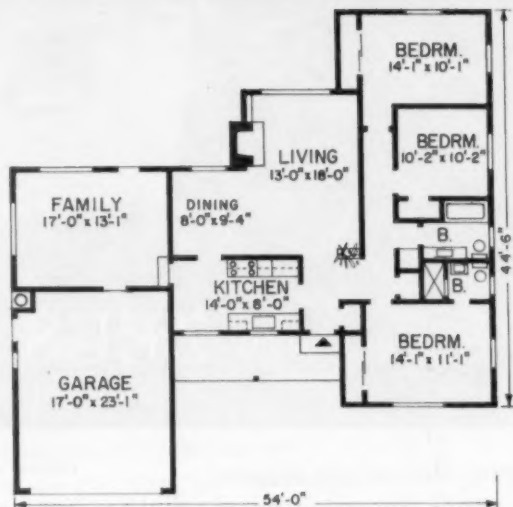
Production begins at the far end. Studs, top and bottom plates, headers and bracing are applied first. Next two steps include putting on building paper and the 1x4 nailers for cedar shakes. Then aluminum windows are set in. The last step entails nailing on the cedar shakes.

When a workman finishes his part of the job, he releases a crank which moves the wall panel forward to the next crew.

Jacobson's yard also has two other jig tables; one to handle interior walls and another to handle trusses and gable ends. Crews work on components for one house at a time. When it is finished it comes off the line onto a trailer. A loaded trailer has a complete house on it.



CEDAR SHAKE exterior and a cedar shingle roof are typical of a Jacobson house. It has over 1,500 sq. ft. (in living area) and sells for \$18,785. Walls were made on the production line by seven men. Time: 56 hours.



CENTER HALL is one of the house's many features. Baths are conveniently adjacent to the bedrooms. A planter, fireplace, and built-in bookcase are some of the extras that put the house on the "best-seller list."

... Jacobson builds a house a day

Of course there are advantages and savings "manufacturing" houses.

McPeak said that there's no waste; supervision is simpler; no scaffolding is needed at the site, and lumber is stacked along the line convenient to pickup.

If workers are not used on the line they can be used elsewhere in the field. At the site, no layout is necessary. This is done in the yard using templates, which are available for each house. Although the line can't be operated in rainy weather, it can be worked when the ground is wet.

Jacobson summed up the value of his line when he said, "If I didn't have it, I'd build it."

Here's how Jacobson schedules his crew

To put up the shell of one house, seven men work one day on the assembly line to build all the walls. A crew of four "sets up" the house in two hours. It then takes two men 2½ hours to plumb and fasten the walls. One man glazes two houses per day. Two men set up ceiling joists in three hours. It takes two men two hours to precut rafters, and two men one day to frame the roof.

Total time: 99 man hours.

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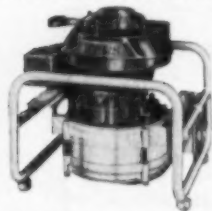
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ECONOMY MODEL

The ZEUS is also available in heavy duty or standard models without the fibreglass cover for use where appearance and extra quiet operation are not required, such as timber cutting, construction, gardening, etc.



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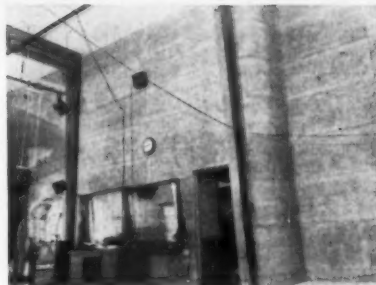
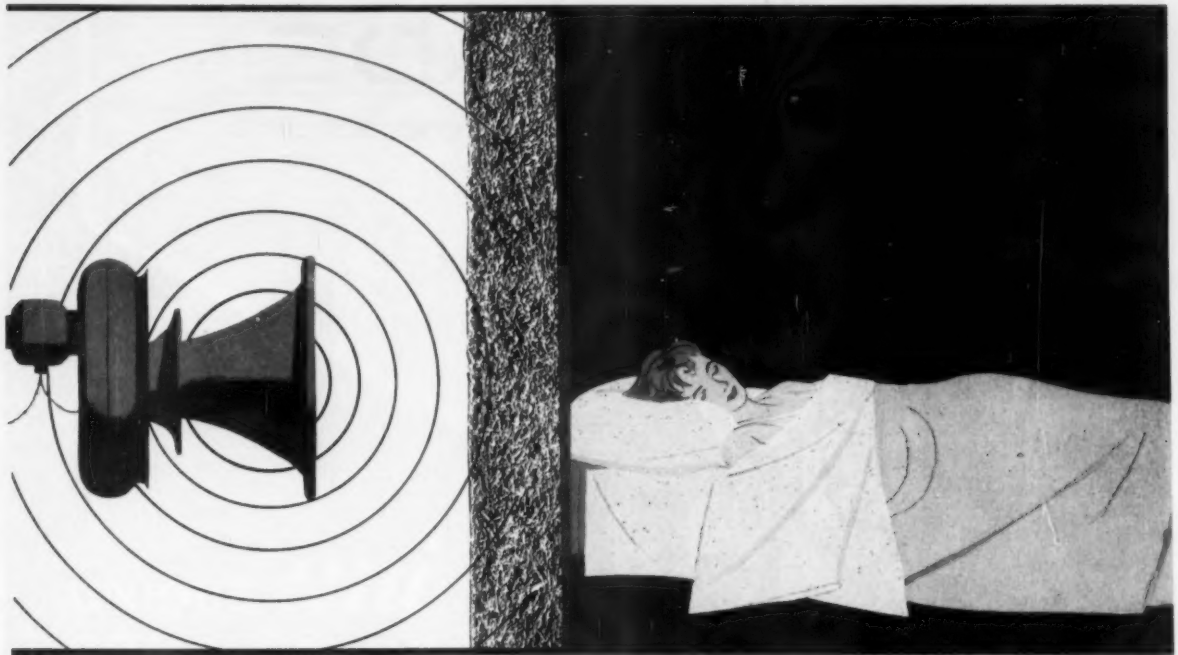
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Cemex' sound-absorption qualities hush noise within a room, and also deaden sound transmission from adjoining rooms.

Best of all, these low-cost, wood fibre, Portland cement-bonded slabs can be delivered to most job-sites overnight from our new West Coast plant—quickly and easily installed by any competent contractor.

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FOR EXTERIORS"

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TRY THE NEW **FOREST $\frac{3}{8}$ " THICK PANEL**



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Forest Fiber developed this thicker panel to answer the construction needs of men like you.

The added "body" makes it highly warp resistant and extremely stable. It is temper-treated for weather resistance. The surface is sealed to save paint. Forest $\frac{3}{8}$ " panel trims, saws, nails, planes, easily and precisely with power or ordinary hand tools.

Panel sizes: 4 feet wide by 4', 6', 8', 10', 12' or 16 feet lengths.

For more information contact your nearest Forest Hardboard distributor or write:

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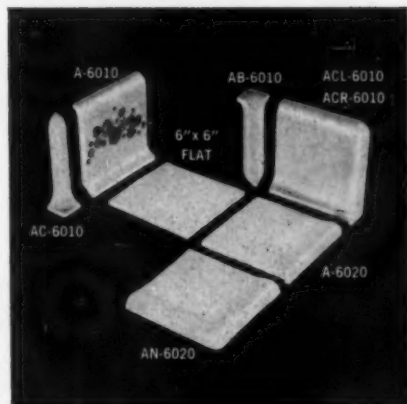
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OBJECTIVE: provide greatest value at least cost. So Pres. Lewis J. Lewellen (L. foreground) holds confab with Fred E. Rhodes, Exec. Vice Pres., and Parker E. Sorg, chief engineer. Building techniques are discussed.

TYPICAL Western Pacific Homes' design features a predominantly stucco house with brick, and board and batten cedar trim; and a cedar shingle roof. To conserve land, garage is usually attached in front.



Here's a prefabber who tailors



STANDARD DESIGN: living room is the central point of the house. It includes floor-to-ceiling brick fireplace, and sliding glass doors to the patio (an extension of the room in western homes.)

MODERN KITCHEN IS A DREAM. This one (from another elevation) is typical of the package. Features: General Electric appliances including built-in oven, ash cabinets, and breakfast bar.





FAST SELLER: the plan has all the elements California buyers want. There's one-and-a-half baths, always a must; a dining area; a recessed entry porch, and bedrooms are isolated from the living area. Price: \$17,850.

his models to California's market



Selling in its own California backyard, and supplying builders with a package buyers want, accounts for the success of Western Pacific Homes in Decoto. In 1958 the firm sold 1,500 houses: this year it expects to double sales.

The company offers 20 plans and 80 elevations. Package price: \$2,000 to \$6,000. Price to buyers: from \$13,500 to \$18,000 with lot.

According to President Lewis J. Lewellen, sales are not limited to small builders. Two large tract operators use the package. One is McKellar Associates, developers of Walnut Estates (shown here).

Two houses a day are also shipped to Jess Construction in San Diego, 500 miles from the plant. This operation is typical of WPH.

Trucks leave the plant at 4 p.m. and deliver the following morning. The first shipment consists of all framing lumber, roof trusses, and trim parts. Finish material comes in another shipment. A unique feature is the company's drivers: they're field-service engineers who supervise the setup of each house.

A crew of two carpenters and two laborers can erect the walls in one hour. Completion time for most houses is six to seven weeks.

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PRODUCT OF GREAT LAKES CARBON CORPORATION



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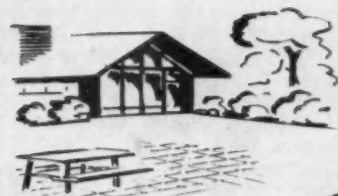
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12" x 12"
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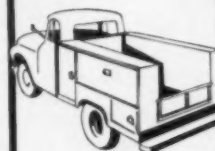
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Circle No. F103W on reply card p. 96



Decorator brick is versatile

A nonceramic brick, Z-Brick, lends itself to remodeling and new construction. Installed it has a mortar line and texture similar to Roman Brick. Vermiculite Co. of the Northwest, 2107 N. 34th St., Seattle, Wash.

Circle No. F104W on reply card p. 96



Offer low-cost prefab

This house is part of a series named the "Capri" 2500. Sales price ranges from \$8,500 to \$11,000 with land. Construction can be brick veneer or frame. Holiday House Mfr.'s Corp., P. O. Box 8097, Fort Worth 12, Texas.

Circle No. F105W on reply card p. 96



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prevents warping. Doors arrive with all hardware furnished for fast, low-cost installation. Distributors throughout U. S. and Canada. Consult classified telephone directory.

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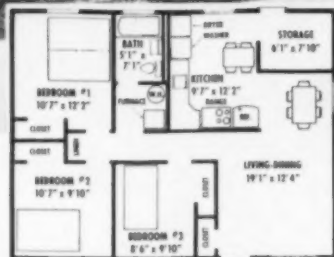
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ADDRESS _____

CITY & ZONE _____

STATE _____

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*Average construction price plus lot

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Look at the market! The demand for lower-cost housing is at an all-time high. The new Conway, designed under new FHA MPS, fits 221 programs to help you qualify the growing numbers of newlyweds, retired couples, the virtual thousands of lower income groups in your area who want better housing, but up until now have not been able to qualify for it.

Look at the home! The new Conway, designed by L. Morgan

Yost, of Yost & Taylor, offers these prospects features not found in comparably priced homes. Examples: up to 100 sq. ft. greater floor area; more beautiful styling; more efficient floor plan; better construction features that include plant-applied gypsum walls and ceilings, 2 x 4 framing members in exterior walls, primed wood double-hung windows, formal and kitchen dining areas, high quality Weiser hardware; these and many other important features. For additional information on the Conway, write today. Select dealerships available in Wisconsin, Iowa, Ohio, Indiana, Michigan, Missouri, northern Kentucky, Illinois and eastern Minnesota.



Harnischfeger Homes, Inc.

Dept. AB-259 PORT WASHINGTON, WIS.

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AMERICAN BUILDER



Paneling in random plank style is 4' x 8' prefinished Weldwood Charter Oak V-Flank® with Weldwood Hardwood Trim. Blue painted wall is Weldwood Old Craftsman Pine.

New wood paneling accents beauty and low price— prefinished Charter Oak by Weldwood


Specially cut to accentuate its rugged native wood grain patterns, this easy-to-install prefinished paneling retails at only \$49 for a full 12' x 8' wall.

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For the luxury look that sells homes,

there's a Weldwood paneling to fit every price range. So richly finished you can actually *feel* the difference, Weldwood prefinished paneling saves you the costly labor of on-site finishing. Saves your buyers the expense of periodic redecorating, too. Weldwood paneling is easy to keep beautiful, and it's guaranteed for the life of the home.

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AB 2-59

- "Weldwood Prefinished Paneling For Fine Interiors," Shows woods, installation photographs, specifications.
- "Family Rooms In Beautiful Weldwood—100 Interesting Ideas For The Room Your Family Lives In."

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Reduced time and material costs through easier application is one of the many reasons why more and more builders are using Certain-teed Insulating Sheathing.

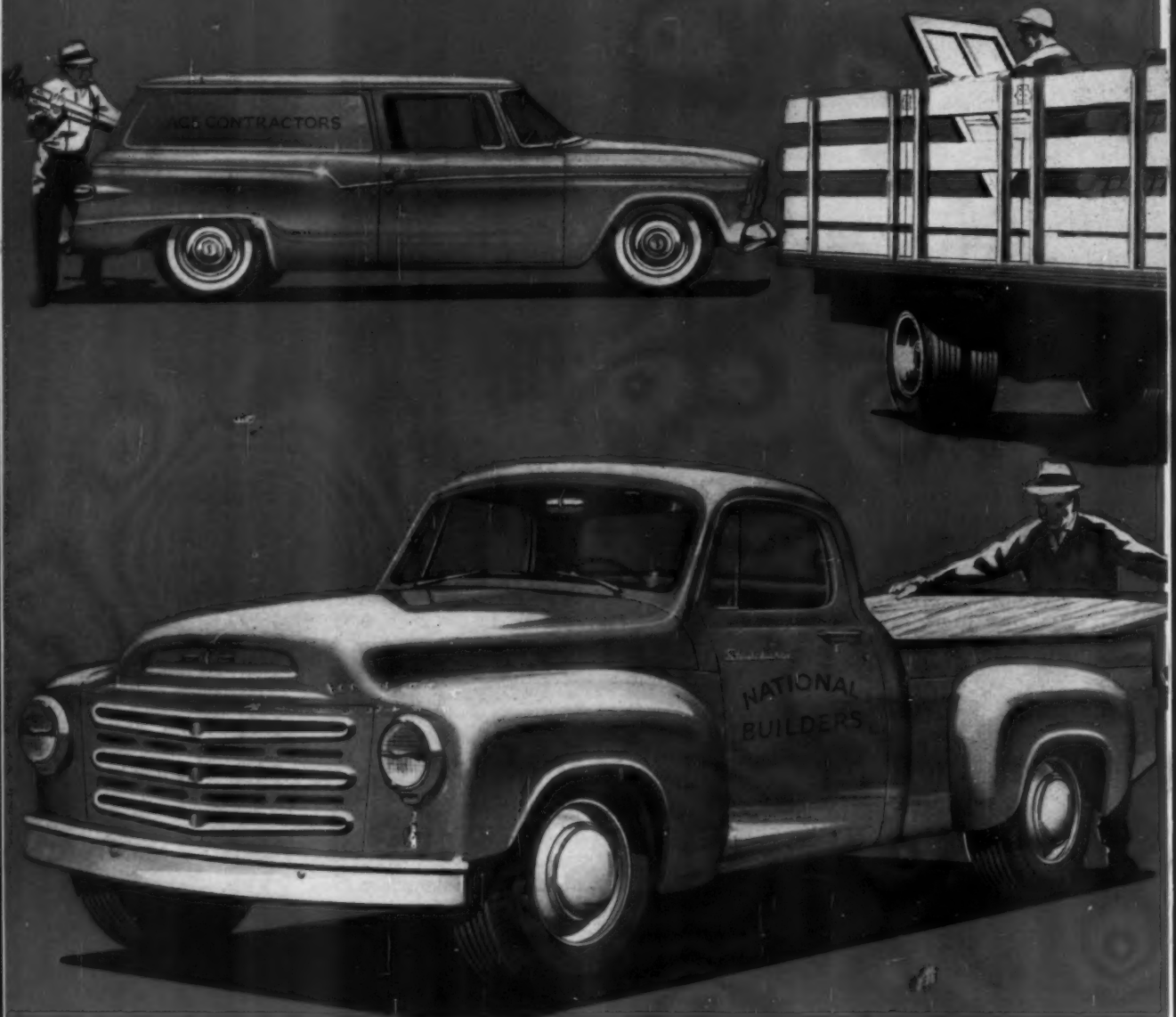
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Lark Panel Wagon

Scotsman 1/2 Ton Pickup

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RUN FOR LESS Where full load shipments and low running charges are a necessity for your

building success, Studebaker trucks again save you money in terms of lower operating costs. To illustrate, the Scotsman's engine is an improved version of a powerplant which set an all time NASCAR economy record. This year's 170 cubic inch engine is even more economical. Other Studebaker powerplants — and there's a wide selection from which to choose—also give matchless performance, longer service life and highest economy.

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tradition. Every truck is fabricated by skilled craftsmen to provide longer life, increased driver comfort and rugged dependability. Again, you save money and valuable time because down-

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...there's nothing so powerful as an idea

Better Homes and Gardens makes **more sales** because it gives people **more buying ideas**

A good idea never has much trouble getting someone to try it. And BH&G is loaded with ideas for things to do or to make or to buy. The people who read Better Homes and Gardens (a monthly average of 15½ million men and women) really "live by the book." They discuss it, lend it, save it, clip it, act on it—and buy by it.

Whatever guides people to richer, happier family life concerns Better Homes and Gardens. From how to make a garden grow to what to do to make a teen-age party tick. And these families

who dig in their gardens or entertain their friends are in the market for an endless variety of products. Hand lotion and sun glasses and home permanents as well as foods and beverages and garden equipment.

Product advertising is welcome and important in the climate Better Homes and Gardens creates. BH&G turns readers into spenders because nothing makes sales faster than ideas. *Meredith of Des Moines . . . America's biggest publisher of ideas for today's living and tomorrow's plans*

During the year 1/3 of America reads



...the family **idea** magazine

NOW OVER 4,500,000 COPIES MONTHLY

Extra services: the biggest news in prefab today

There's a new look to the prefab package. Five years ago, the builder who bought a manufactured home got little else than the house itself. Today, the smallest builder gets a share of a staff of building experts that few 1,000-house-a-year builders can command.

Here's the kind of service you can expect to get in today's manufactured home package:

- Land-planning help, including plot layout and house siting. And some manufacturers are beginning to finance land purchasing and utility construction for selected builders.
- Mortgage help. Most manufacturers can assure you adequate construction money; and the time-consuming job of handling FHA and VA forms can be reduced to simply signing your name.
- Expert supervisory assistance. All manufacturers will send qualified personnel to help you put up your first model. And they'll lend a hand when you hit any unusual technical problems.
- Architectural help, ranging from moving partitions in a standard model to complete custom design. Fees are low, and usually refunded when the house is actually built.
- Business assistance. Your costs will be checked to make sure you're getting the best possible subcontracts. Some manufacturers will set up cost-control systems for you, and even keep your books.
- Merchandising and advertising aid. This will usually include literature, clinics for you and your salesmen, and a cost-sharing arrangement for local advertising.

These are valuable extra services; yet in most cases, the home manufacturer can include them in his house package without raising the cost above that of the same house built conventionally. For the builder, the result can be a more efficient building operation, a stronger sales program, and a more profitable share of the market.

On the cover and at right: Lumber Fabricators' Atlanta representative, Chet Kingsman; builder Howard Simpson.



Here are the services
the major manufacturers
will provide for you



Here's your check list of

HOME MANUFACTURER AND LOCATION	LAND PLANNING	FINANCING
Admiral Homes, Inc., West Newton, Pa.	●	●
American Houses, Inc., Allentown, Pa.	●	●
W. G. Best Factory-Built Homes, Inc., Effingham, Ill.	●	●
Colonial Homes Ltd., Scarboro, Ontario	●	●
Continental Homes, Inc., Boones Mill, Va.		●
Craft-way, Inc., Aurora, Ill.	●	●
Crawford Corp., Baton Rouge, La.	●	●
Crestwood Homes Co., Greenville, Pa.		●
Fairhill, Inc., Memphis, Tenn.	●	
Florida Builders, Inc., St. Petersburg, Fla.	●	●
Ivon R. Ford, Inc., McDonough, N. Y.		
GBH-Way Homes, Inc., Walnut, Ill.	●	
General Homes, Fort Wayne, Ind.		●
Great Lakes Homes, Inc., Sheboygan Falls, Wisc.	●	
Halliday Co., Ltd., Burlington, Ont.		
Harnischfeger Homes, Inc., Port Washington, Wisc.	●	●
Hodgson Houses, Inc., Dover, Mass.		
Independent Lumber Co., Cleveland, Ohio		
Inland Homes Corp., Piqua, Ohio		●
Knox Corp., Thomson, Ga.	●	●
Lesco Homes, Martinsville, Va.	●	●
Lumber Fabricators, Inc., Fort Payne, Ala.		●
Manufactured Homes, Inc., Marshall, Mich.		●
Maryland Housing Corp., Baltimore, Md.		
Midwest Homes, Inc., Mansfield, Ohio	●	●
Modular Homes, Inc., Kirkwood, Mo.	●	
National Homes Corp., Lafayette, Ind.	●	●
Page & Hill Homes, Inc., Minneapolis, Minn.	●	●
Pease Woodwork Co., Hamilton, Ohio	●	●
Place Homes, Inc., South Bend, Ind.	●	●
Precision Homes, Indianapolis, Ind.		●
Richmond Homes, Inc., Richmond, Ind.	●	
Scholz Homes, Inc., Toledo, Ohio		●
Semico Inc., Seney, Mich.		●
Service Home Mfg. Co., Grand Rapids, Mich.	●	●
Southern Mill & Mfg. Co., Tulsa, Okla.		●
Southwest American Houses, Inc., Houston, Tex.	●	●
Standard Homes Corp., Kansas City, Kans.		●
Thyer Mfg. Corp., Toledo, Ohio		
U. S. Steel Homes, Pittsburgh, Pa.	●	●
Wilson Homes, Inc., Robertson, Mo.		●
Yetter Homes, Inc., Savannah, Ga.	●	

"I can build in the expensive custom market with

Like many a small-to medium-sized builder, Bob Thompson of Cincinnati likes to do custom work along with his regular building program. And by basing his custom design on standard prefab packages, Thompson has managed to pull their cost well below the going market level.

"Here's how I get some of my biggest jobs," says Thompson. "A buyer comes to me after going through the regular channels: a rough idea, an architect's plan, and builders' bids; and finally, a

price much higher than he anticipated.

"We can show this buyer how to get his custom home at a far lower price. We take his plan to Pease Homes, our prefab manufacturer. Working with their architect, we adapt one of Pease's packages to fit the buyer's custom design. By keeping to the standard modules and components, we can end up with a custom home at close to prefab price.

"There are two reasons for this low price. First, there are the economies inherent in the prefab pack-



A magnificent home like this . . .

Thompson built this handsome custom house for \$45,000, exclusive of land. The owner has since been offered \$10,000 more for it. In its 2,800

square feet of living space it has four bedrooms, three and a half baths, living room, dining room, family room, and also an oversized two-car garage.

"We get rid of our FHA and VA loan-processing headaches"



The paper work involved in processing FHA and VA loans takes a lot of time. Often it is a major factor in keeping the small builder from expanding into the profitable government-insured market. But builders Quinten and Orville Larrick of Union, Ohio, have simply turned the problem over to Inland Homes, their prefab supplier.

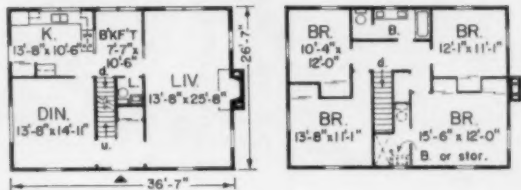
"We just don't worry about FHA and VA forms any more. Inland partially fills them out for us, sends any supplementary material lists we need."

◀ **INLAND HOMES REPRESENTATIVE** Jim Rupel, left, helps builders Quinten and Orville Larrick process government forms for a new model they plan to produce.

architectural assistance"

age itself. And second, architectural fees are eliminated. Pease charges \$5 an hour for design work, but deducts the total from the package cost when the house is delivered."

DESIGN CHANGES in a standard model are discussed by Builder Bob Thompson, left, and staff architect Lon Purcell, at Pease's plant in Hamilton, Ohio.



THE BASIC PACKAGE is a bargain in itself. Thompson is offering it, with a one-car garage, for \$26,500 in the Cincinnati area, largely on individual lots. On a square-foot basis, it compares very well with competitive houses selling for \$30,000 and more. The four-bedroom layout has proven to be a big sales feature.

... can be built from this basic package

This was the standard Pease model which grew into the big custom house at the left. Slight overhang of the second floor was eliminated, the

two-story portico and columns added (this accounted for \$2,000 of the total cost), and one-story wings built out on either side.

A "package-plus" plan makes construction loan financing easier

One of the small builder's thorniest problems, working capital, is being eased by a new financing plan. Set up by General Homes of Fort Wayne, Ind., the "Package-plus finance plan" is designed to supplement the normal construction financing available to the builder.

The "package" part of the plan covers the entire package that General ships: components, heating, wiring, plumbing; everything but the concrete. Builders can get this construction money through General if they wish, but in practice, most of them prefer their own local lending agencies, particularly if these agencies are handling their permanent loans.

The "plus" portion of the plan is a \$3,000 loan, made directly to the builder by General, and de-

signed to cover a large part of the construction not included in the package: driveway, excavation, concrete work, and landscaping. General charges a flat four per cent interest on the loan, and disburses it as follows: \$1,000 when the house is delivered, and the remaining \$2,000 when it has been completed and inspected.

Indications are that the \$3,000 "plus" part of the plan is more than enough to carry most builders. Most of the loans so far have been under the maximum, and closer to \$2,000. When they are added to the buyer's down payment, and to the credit extended by subcontractors, the builder's capital outlay has been reduced to a minimum.

Here are more services to boost your profits

"When I run into building problems in the field,



There are few builders who don't run into profit-eating problems many times during the year. Usually, it's up to the builder to find his own solution. For the prefab builder, however, there's another source of assistance: the technical staff of the home manufacturer.

Like many other builders this winter, Charlie Simms of Dayton, Ohio, was caught in an early freeze. He had his footings and foundations in

place, but his slabs had not been poured.

"I knew I could put up the shell of the house," says Simms, "and pour the slab later on. While I probably could have done it myself, I decided I might as well take advantage of the experience that the technical crew at Midwest Houses had picked up over the years. So I called them and asked them to help me. They sent Dave Powel, then area representative, to give me a hand."

"They help me with accounting and cost control"



Of all the services he gets from Harnischfeger Homes, cost analysis is the most valuable to Builder Roy Skogman of Cedar Rapids, Iowa.

"I get cost breakdowns for houses identical to mine from other builders in other cities," says Skogman. "This gives me a sound basis for dealing with my subs and suppliers, and helps minimize out-of-line costs."

HARNISCHFEGER PRESIDENT Fred Samerdyke, left, checks costs with a builder-dealer. Company will help set up complete cost-control system if the builder wants it.

I can count on expert technical assistance"



The picture above shows the solution that Simms and Powel worked out.

The first step was to erect the shell of the house on the foundation. The bearing partition down the center had to be omitted, of course; in its place, 2 x 4's were set up as temporary supports for the second floor.

Step two was to get heat into the house to thaw out the ground under the slab. Since Midwest's

panels come with insulation already in place, all that was necessary was to close up all openings with polyethylene sheet, and bring in portable heating units.

"Once the ground was thawed," said Simms, "we brought in our crushed rock and leveled it. Then we laid the heating ducts, put down the vapor barrier, and poured the slab. We were back in business, with very little time lost."

"I got a year's merchandising service for \$275"

Builder Howard Simpson of Atlanta, Georgia, got a merchandising bargain last year. He spent just \$275 to sell his 26 houses.

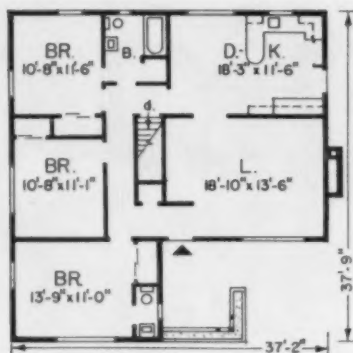
"Kingsberry Homes did a superb job for us," says Simpson. "We got point-of-sale material, some advertising, and even color decorating, all for that price. And if we'd wanted more advertising, Kingsberry would have shared the cost with us."

PROSPECTIVE BUYERS listen to Mrs. Lois Gause, right, a member of Simpson's sales force. Kingsberry holds monthly clinics for sales staffs of all their builders.



How prefabbers help in Land Planning, p. 150 ▶

Here's your directory of Home

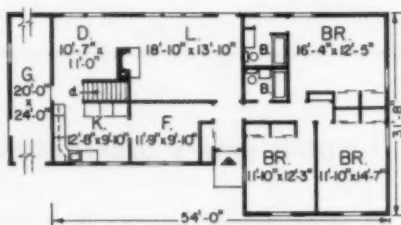


Admiral Homes, Inc.

One of over thirty designs available, this one- and one-half bath, three-bedroom model is in medium-price range. Known as model 507, the design is obtainable in a variety of exterior finishes that include wood, brick, or stone. Garage underneath main level makes it an ideal house for hillside locations where least amount of excavation is needed. Central stairway gives access to living and sleeping areas with equal facility. Over-all size is 37'2" x 37'9".

ADMIRAL HOMES, INC.

149 Water St., West Newton, Pa.
 Distribution Radius: 500 miles
 No. Basic Plans: 30
 Package Price: \$2,400 to \$6,400 f.o.b.
 Sales: to builders, dealers, individuals
 Delivery Time: 7 to 14 days
 Financing: C.O.D. or letter of credit
 Description: exterior wall sections, windows and door prehung. All precut materials to complete entire shell.
 Literature: for information, circle No. F1 on reply card, p. 96



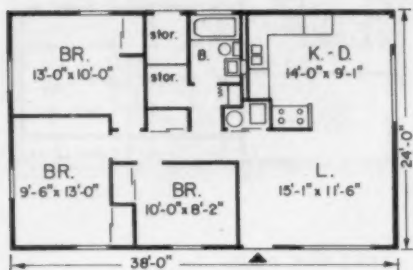
American Houses, Inc.

In the medium-price field, this model, known as the Heritage, has proved most popular with home buyers. Its heavy roofline gives the house a feeling of size, gained largely through having garage under the same roof without a break in line. Contrasting materials—brick, with predominant horizontal lines, and vertical wood siding—give variety to house. Lots of closet space plus compact living areas make a neat package here.

AMERICAN HOUSES, INC.

S. Aubrey & South Sts., Allentown, Pa.
 Distribution: 350 miles each plant
 No. Basic Plans: 75
 Package Price: \$2,000 to \$10,000 f.o.b.
 Sales Policy: builders, dealers
 Delivery Time: seven days
 Financing: mortgage, conventional
 Description: panelized floor decks; wall panels and partitions up to room size; precut plywood roof sheathing.
 Literature: for information, circle No. F2 on reply card, p. 96

Manufacturers, and their '59 models

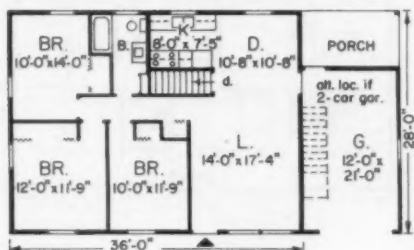


W. G. Best Homes Co.

The Topper is W. G. Best's offering in the \$10,000 bracket. It's colonial style is augmented by the paned windows and the use of shutters. Interesting dentils line the cornice to give a break to the simplicity of line. Extending roofline over carport adds to house's apparent size. Compact plumbing work centers in one area to help cut costs. Side door to carport through dining area makes an excellent family entrance.

W. G. BEST HOMES CO.

U.S. 45, S., Effingham, Ill.
 Distribution Radius: 350 miles
 No. Basic Plans: 15; models: 500
 Package Price: \$2,245 to \$9,180 f.o.b.
 Sales Policy: builders
 Delivery Time: ten days
 Financing: 30- or 60-day commitments
 Description: walls of 2 x 4 construction with insulation and windows installed. Kitchen cabinets, wiring, trusses.
 Literature: for information, circle No. F3 on reply card, p. 96



Ivon R. Ford, Inc.

Good sized bedrooms keynote this prefab. Although kitchen area is small, alternate location of basement stairs will add to space of living area. Porch area at rear has access only from garage. On outside, large overhang of roof at gable ends creates breadth that makes house look bigger. Overhang at front porch increases effect of width. Living area of 1008 sq. ft. contains three bedrooms, one bath, kitchen plus living-dining room combination.

IVON R. FORD, INC.

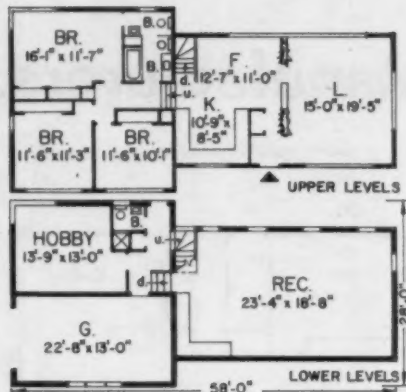
McDonough, N.Y.
 Distribution Area: N.Y., Pa., Mass., Conn.
 No. Basic Plans: 33; models: unlimited
 Package Price: \$3,300 to \$8,000 f.o.b.
 Sales Policy: builders
 Delivery Time: 30 days
 Financing: FHA; VA; conventional
 Description: floor panels with finish floor; wall and partition panels come with gypsum board; ceiling panels are insulated.
 Literature: for information, circle No. F4 on reply card, p. 96

WHAT'S NEW IN PREFAB: SERVICES, continued



GBH-Way Homes, Inc.

With extra fenestration, this split-level prefab accentuates a horizontal look and assures plenty of light inside. Verticality of house is reduced by low-pitched and hipped roof. Extended overhang protects windows from sun, rain and dirt. Seven large rooms, 2½ baths, two-car garage and full-sized basement give ample space for a large family. Hobby room at lower level can serve as guest room or spare bedroom. Note that traffic by-passes living, dining and work areas. Centrally located kitchen gives full view of family room, backyard and stairs.



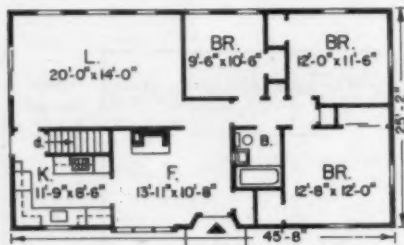
GBH-WAY HOMES, Inc.

Walnut, Ill.
Distribution Radius: Ill., Ind., Iowa, Mich., Wis.
No. Basic Plans: 50
Package Price: \$7,500 to \$55,000
Sales Policy: franchised builders
Minimum Order: none
Delivery Time: about 10 to 30 days
Description: ranch and split-level styles with two to five bedrooms. Floor area from 640 to 3,500 sq. ft. Also motels, small churches, multiple-unit and duplex houses.
Literature: for information, circle No. F5 on reply card, p. 96



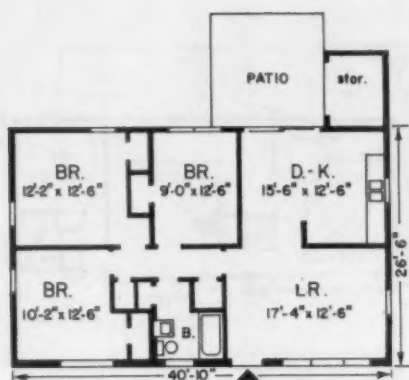
Hodgson Houses, Inc.

This Cape Cod uses modern planning inside, authentic Colonial styling outside. Narrow clapboard siding, high-pitched roof, Colonial windows, and shutters complete this classic effect. The large carport extends beyond car length. In this way entire covered area can be used as a porch. Inside features: this model can be designed with either one or one-and-a-half baths. Seven closets give adequate storage space. Large 20x14 living room is isolated from traffic flow. Front door leads to family room instead. Another inside feature: sliding door between kitchen and family room.



HODGSON HOUSES, INC.

Dover, Mass.
Distribution area: New England, Eastern N.Y., Eastern N.J.
No. Basic Plans: 29
Package Price: \$2,600 to \$20,000 f.o.b.
Sales: builders, dealers, individuals
Delivery Time: 14 days
Financing: letter of credit; bank assignment
Description: included are precut floors; walls framed with sheathing, siding applied and windows installed; partitions; and prehung doors.
Literature: for information, circle No. F6 on reply card, p. 96

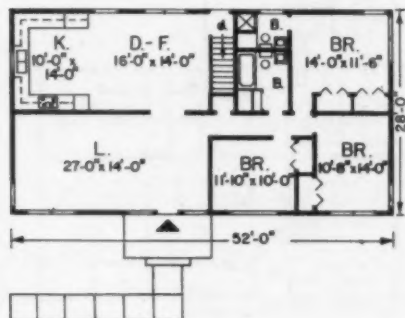


Knox Corporation

The "Cherokee Glen" is an Atlanta model that sells for about \$12,000 including the lot (a lot in a typical area). The roof line is extended to include the carport which gives the house apparent size. The low pitch of the roof helps to create this effect. Exterior treatments vary according to buyer's wishes. Model above makes use of artificial stone and board-and-batten-siding. The relationship of the kitchen and dining areas to the outdoor patio creates a country-kitchen effect. Note the storage space provided beside patio, and the number of closets. Total area of the house: 1,050 sq. ft.

KNOX CORPORATION

125 Fulton Federal Bldg., Atlanta, Ga.
 Distribution Area: Southeast
 No. Basic Plans: 25
 Package Price: \$9,000 to \$45,000 f.o.b.
 Sales Policy: builder-dealers, retail sales organization in plant area
 Minimum order: one
 Delivery Time: seven days
 Financing: company assistance
 Description: house floor area is from 816 to 2,246 sq. ft. Models are ranch, contemporary, traditional, split-level. From two to four bedrooms.
 Literature: for information, circle No. F7 on reply card, p. 96

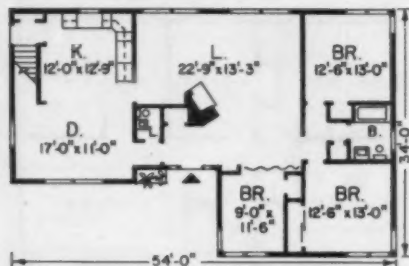


Lesco Homes

The interesting point about this house is that although its plan seems to be a standard, it has been wonderfully adapted to the site. The basement areas have really been put to advantage by incorporating a garage beneath at the lee side of the hill. The exterior makes use of board-and-batten to effect, but it is the window treatment that draws attention. The small-paned windows give a traditional feeling, but the fact that they are oversize (from floor to ceiling) gives a window wall treatment and allows for light-flooded rooms. The plan is functional, ample. Note two baths.

LESTER BROTHERS, INC. (LESCO HOMES)

P.O. Box 751, Martinsville, Va.
 Distribution Radius: 400 miles
 No. Basic Plans: 47; models: 1,120
 Package Price: \$3,500 to \$16,000 f.o.b.
 Sales Policy: builders
 Minimum Order: one
 Delivery Time: seven days
 Financing: interim construction; permanent outlets
 Description: complete package with exception of masonry materials. Floor area from 816 to 3,380 sq. ft.
 Literature: for information, circle No. F8 on reply card, p. 96

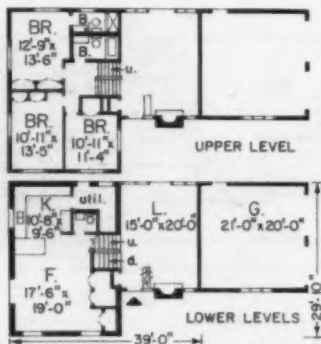


Manufactured Homes, Inc.

Designed especially for the north central states, this manufactured house uses a basic contemporary design, but incorporates traditional overtones. Alternate floor plans are available. For example, living room and kitchen areas may be interchanged. In plans shown, living room area is relatively large and L-shaped, with a large dining area. The fireplace is angled to view from any point in the living room. In the case of some of the alternate plans, the fireplace is given a more conventional location against one wall. Back door allows easy access to basement without traffic through kitchen.

MANUFACTURED HOMES, INC.

330 S. Kalamazoo Ave., Marshall, Mich.
 Distribution Radius: 500 miles
 No. Basic Plans: 12; models: 67
 Package Price: \$1,669.50 to \$10,000 f.o.b.
 Sales Policy: builders, dealers
 Minimum: one
 Delivery Time: Ten days
 Financing: 10% down, balance C.O.D., or secured interim financing
 Description: basic shell; insulation; interior trim; oak flooring; sheetrock; sub-floors; cabinets; beams; some extra specialty items.
 Literature: for information, circle No. F9 on reply card, p. 96

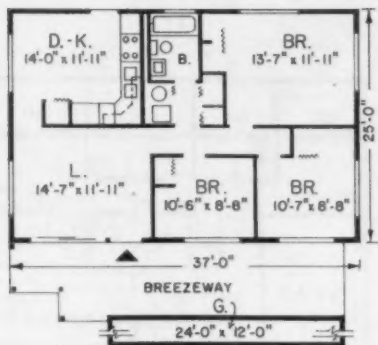


Modular Homes, Inc.

Who would have thought that Old English half-timber could be adapted to a split-level prefab? Imitation stucco plus the grid and criss-crossing of timbers creates this effect. The upper level of the second story is cantilevered over the lower level. Pitch of the roof is low and eaves are wide. The thick-butt wood shingles give a heavy-textured effect. The result is a cottage look and shows how adaptable prefab design can be. This house could, of course, present its basic lines for colonial or contemporary design as well. Good feature: kitchen and family room are in lower level.

MODULAR HOMES, INC.

Route 13, Kirkwood 22, Mo.
 Distribution Radius: 600 miles
 No. Basic Plans: unlimited
 Package Price: \$5,000 to \$12,000 f.o.b.
 Sales Policy: builders, dealers
 Minimum Order: open
 Delivery Time: 14 days
 Financing: letter confirming construction loan and \$350 shipping deposit
 Description: features include post-and-beam construction with interchangeable nonbearing exterior wall sections, and movable interior partitions.
 Literature: for information, circle No. F10 on reply card, p. 96

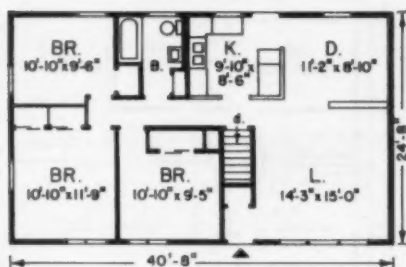


National Homes Corporation

Maintenance-free exteriors are big selling point for National's new series: the Viking. The secret is aluminum, which is used for siding and for roof. Aluminum windows and doors are also used. The prefabricator claims that the exterior needs no further finishing at the site, so that maintenance of the surface is no longer a problem. Porches and considerable overhang of eaves add to feeling of space. Interior is compact and has plenty of storage space geared to suit the average buyer's tastes. Style is California contemporary. (See AMERICAN BUILDER, Oct. 1958, pps. 28-31.)

NATIONAL HOMES CORPORATION

Lafayette, Ind.
Distribution Area: east of Rockies
No. Basic Plans: 186; models: 94
Package Price: \$2,750 and up f.o.b.
Sales Policy: builder-dealers
Minimum Order: none on initial order
Delivery Time: 11 days for processing
Financing: FHA; VA; customer and construction financing available
Description: basic package has exterior and interior panels, roof trusses, gable ends. Kitchen, plumbing, electrical heating packages available.
Literature: for information, circle No. F11 on reply card, p. 96



Page & Hill Homes, Inc.

Clerestory glass windows at gable ends assure plenty of light for this model. Low-pitched roof accentuates the squat, hug-the-ground appearance, while inside longitudinal roof beams give an interesting cathedral ceiling effect. With some 1,000 sq. ft. of floor space, this house, complete with lot, is sold at from \$13,500 to \$15,000, depending upon area. Kitchen is small and compact, open living room and dining areas increasing the feeling of space. Vertical board-and-batten and horizontal siding creates a good-looking contrast in the house's exterior appearance.

PAGE & HILL HOMES, INC.

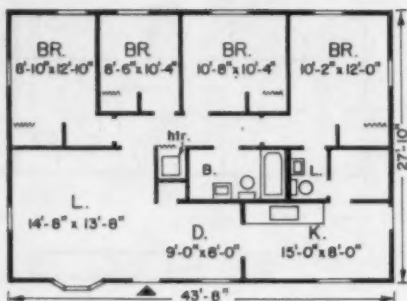
1119 Pillsbury Bldg., Minn. 2, Minn.
Distribution Radius: 900 miles
No. Basic Plans: 34
Sales Policy: builder-dealers
Package Price: \$8,500 to \$25,000 f.o.b.
Minimum Order: none
Delivery Time: 10 to 14 days
Financing: Minnesota Acceptance Corp.
Description: heavy insulation in ceiling and walls; special double-glazed windows which seal tightly. Styles in ranch, split-level, two-level or contemporary. Floor areas from 740 to 1,800 sq. ft.
Literature: for information, circle No. F12 on reply card, p. 96

WHAT'S NEW IN PREFAB: SERVICES, continued



Place Homes, Inc.

Here's a four-bedroom model that provides comfort and livability in a tight, simple arrangement. In rectangular-shaped houses of this type, variety can be achieved by using small-paned windows, adding shutters, a living-room bay window and dentils at the roof line. The impression of size is created by accentuating the design's horizontal lines with siding. Plumbing is compactly arranged in the center of the house to help reduce costs. Storage space is provided directly off the kitchen and laundry room. Line of bedrooms makes living-sleeping division clear-cut.



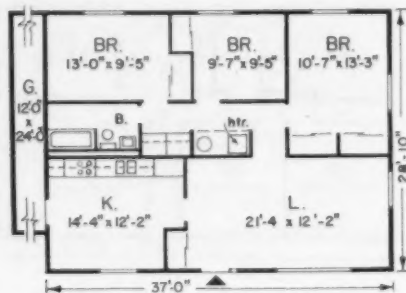
PLACE HOMES, INC.

1212 S. Walnut St., South Bend, Ind.
Distribution Area: Midwest
No. Basic Plans: 8; **models:** 48
Package Price: \$2,800 to \$6,000 f.o.b.
Sales Policy: dealers
Minimum Order: 12 per year
Delivery Time: 14 days
Financing: model home and 100% construction financing; or facilities of Acceptance Corp.
Description: package combines Cape Cod styling, full dimension construction with almost complete factory fabrication.
Literature: for information, circle No. F13 on reply card, p. 96



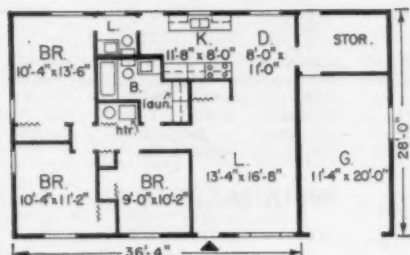
Richmond Homes, Inc.

Simplicity and good taste are the features of this home. The break in the roof line makes the house seem larger, and accents the colonial effect. The manufacturer says this model exceeds by three times FHA storage-space requirements, partly because a rafter-joint system of construction was used. This added some 800 cu. ft. of attic storage, accessible through a disappearing stairway. Living areas extend across the front, leaving a quiet zone at the rear of the house for sleeping areas. The house is available in either modern or colonial exterior treatment.



RICHMOND HOMES, INC.

Richmond, Ind.
Distribution Radius: 500 miles
No. Basic Plans: 22; **models:** 22
Package Price: \$2,600 to \$9,000 f.o.b.
Sales Policy: dealers
Minimum Order: none
Delivery Time: 14 days
Financing: C.O.D. or letter of credit
Description: full dimension 2x4 construction, studs 16" o.c. Exterior cover factory applied; sheathing, glue-nail trusses, and 12' to 16' panels are included. Wall insulation optional.
Literature: for information, circle No. F14 on reply card, p. 96

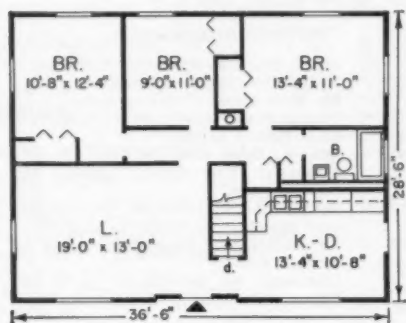


Thyer Manufacturing Corp.

In this colonial ranch style, a good break in regularity is obtained by the overhanging roof over the garage and living room. Brick facing across the entire front, plus cedar shakes on sides and rear provide contrast. Front and bedroom windows are double hung and are set off with flower boxes and shutters. An unusual feature is the combination of the bath and laundry facility. The second bath is accessible from either the kitchen or master bedroom, and ample storage or workshop space adjoins the garage. Notice how all plumbing is centrally located for economy.

THYER MANUFACTURING CORP.

2857 Wayne St., Toledo, Ohio
 Distribution Radius: 400 miles
 No. Basic Plans: 20; models: 100
 Package Price: \$2,000 to \$10,000 f.o.b.
 Sales Policy: builders
 Minimum Order: one
 Delivery Time: 10 to 14 days
 Financing: conventional
 Description: conventional construction, with walls built on standard framing, 2x4 studs, 16" o.c. Assembly is performed and controlled in factory. Wide variety of styles offered.
 Literature: for information, circle No. F15 on reply card, p. 96



U. S. Steel Homes Division

The Andover, one of U.S. Steel's 1959 models, features steel-framed panels plus a factory pre-assembled truss system and individual steel components. The "Steelstyle" line is said to combine structural strength and economy both in building and in maintenance costs. Cost of house is from \$13,500 to \$15,000. Colonial styling is highlight of this model with large-paned glass windows. Effect of width is increased by setback door and supplementary vertical paneling. Sleeping areas are isolated from living and working areas by setting them to the rear of house.

UNITED STATES STEEL HOMES, DIV. OF U.S. STEEL CORP.

525 Wm. Penn Place, Pittsburgh, Pa.
 Distribution Radius: 500 miles
 No. Basic Plans: 7; models: unlimited
 Package Price: \$2,700-up f.o.b.
 Sales Policy: dealers
 Minimum Order: none
 Delivery Time: 14 days minimum
 Financing: letter of credit
 Description: package includes exterior and interior walls; superstructure; doors; and hardware. Additional heating, lighting, bath accessories available.
 Literature: for information, circle No. F16 on reply card, p. 96

Your 1959 Directory of

ALABAMA

LUMBER FABRICATORS, INC.

Fort Payne, Ala.
Distribution Radius: 700 miles
No. Basic Plans: 24 models
Package Price: \$7,500 to \$22,000
Sales Policy: sales representatives and builder-dealers
Delivery Time: approximately 14 days
Financing: various methods
Description: colonial, contemporary and traditional styles. Floor area from 800 to 1,650 sq. ft. Includes exterior wall panels, plumbing and heating, doors and windows, exterior trim and roofing.
Literature: for information, circle No. F17 on reply card, p. 96

CONNECTICUT

FEDERAL HOMES CORPORATION

Box 686, Canaan, Conn.
Distribution Radius: 350 miles
No. Basic Plans: 18; models: 72
Package Price: \$4,000 to \$8,000 f.o.b.
Sales Policy: builders, dealers
Minimum Order: none
Delivery Time: two weeks
Financing: 5% deposit; bank letter of credit; incentive discounts
Description: siding and sheathing applied; windows in sections; interior partitions; roof trusses; complete gables; prefinished oak floor; prehung doors.
Literature: for information, circle No. F18 on reply card, p. 96

DISTRICT OF COLUMBIA

BARBER & ROSS CO.

2323 4th St., N.E., Washington, D.C.
Distribution Area: D.C., Del., Md., Pa., Va., W. Va.
No. Basic Plans: 7
Package Price: \$8,500 to \$30,000
Sales Policy: builders, individuals
Delivery: free within 100 miles
Financing: various methods
Description: rambler, Cape Cod and split-levels in 2-, 3-, and 4-bedrooms. Floor area from 860 to 1,780 sq. ft. Exterior finish can be individually chosen by buyer.
Literature: for information, circle No. F19 on reply card, p. 96

FLORIDA

TRENDLINE COMPONENTS, INC.

Div. of Florida Builders, Inc., 700 43rd St., S., St. Petersburg
Distribution Radius: Florida
No. Basic Plans: 25; models: 40
Package Price: \$1,500 to \$5,000 f.o.b.
Sales Policy: builders, contractors
Minimum Order: one per month
Delivery Time: seven days
Financing: C.O.D.; letter of credit; special arrangements
Description: exterior and interior panels with doors and windows; roof trusses; precut sheathing; kitchen cabinets; complete masonry packages.

Literature: for information, circle No. F20 on reply card, p. 96

GEORGIA

KNOX CORPORATION

(See details on page 57)

ILLINOIS

W. G. BEST HOMES CO.

(See details on page 55)

CRAFT WAY, INC.

850 Rathbone Ave., Aurora, Ill.
Distribution Radius: 250 miles
No. Basic Plans: 15
Package Price: \$3,000 to \$8,000 f.o.b.
Sales Policy: builders, dealers
Minimum Order: one
Delivery Time: ten days
Financing: complete financing for models; letter of commitment
Description: conventional type construction, with exterior, interior panels, insulation, siding, windows installed. Doors prehung; floor systems precut; stairs assembled.
Literature: for information, circle No. F21 on reply card, p. 96

GBH-WAY HOMES, INC.

(See details on page 56)

GOLD STAR HOMES, INC.

P.O. Box 224, Rome, Ill.
Distribution Area: Ill., Ind., Iowa
No. Basic Plans: 50; models: 75
Package Price: \$10,000 to \$25,000 f.o.b.
Sales Policy: builders, individuals
Minimum Order: one
Delivery Time: ten days
Financing: 60 days net discount
Description: large exterior wall sections, complete with siding material; trusses or precut roof construction; interior partitions; prefinished kitchen cabinets; flooring.
Literature: for information, circle No. F22 on reply card, p. 96

STYLECRAFT HOMES, INC.

1032 Lee St., Des Plaines, Ill.
Distribution Radius: 500 miles
No. Basic Plans: five; unlimited choice of models
Package Price: \$3,300 to \$5,100 f.o.b.
Sales Policy: builders, dealers
Delivery Time: ten days
Financing: FHA; conventional; model
Description: factory-engineered package is designed to give builder flexible choice and speed in erection.
Literature: for information, circle No. F23 on reply card, p. 96

THURO-BILT HOMES

Fairbury, Ill.
Distribution Radius: 300 miles
No. Basic Plans: 14; models: 84
Package Price: \$2,800 to \$8,000 f.o.b.
Sales Policy: builders
Minimum Order: one
Delivery Time: ten to 14 days
Financing: FHA, VA, conventional
Description: package includes 2x4 studs,

trusses, wall panels with siding applied, and windows installed. Kitchen, sheetrock, insulation, hardboard flooring optional.
Literature: for information, circle No. F24 on reply card, p. 96

INDIANA

ALLEN INDUSTRIES, INC.

P.O. Box 2497, Sts. C, Ft. Wayne, Ind.
Distribution Radius: 300 miles
No. Basic Plans: 12; models: 27
Package Price: \$2,344 to \$8,000 f.o.b.
Sales Policy: builders
Minimum Order: one
Delivery Time: ten days
Financing: arranged through brokers
Description: all models available for slab, crawl space, or basement. Have 2x4 exteriors; interior panels with studs 16" o.c. Steel H-Brace roof trusses.
Literature: for information, circle No. F25 on reply card, p. 96

BROOKS HOMES CORPORATION

720 W. Lincoln Ave., Chandler, Ind.
Distribution Radius: 300 miles
No. Basic Plans: 14; models: 42
Package Price: \$2,900 to \$9,000 f.o.b.
Sales Policy: builders, dealers
Minimum Order: one for builder; one per month for dealers
Delivery Time: ten days
Financing: letter of credit or payment up to 1 year on model homes
Description: conventional framing, trusses, trim applied, wiring, interior trim, doors, etc. Every panel fabricated complete up to 26' in length.
Literature: for information, circle No. F26 on reply card, p. 96

COLPAERT HOMES, INC.

445 N. Sheridan, South Bend, Ind.
Distribution Radius: 150 miles
No. Basic Plans: 7; 82 variations
Package Price: \$3,200 to \$6,500 f.o.b.
Sales Policy: builders
Delivery Time: seven days
Financing: bank letter; LaSalle Acceptance Corp.
Description: all materials conventional, with panelization, factory production of components, and complete packages of optional extras.
Literature: for information, circle No. F27 on reply card, p. 96

GENERAL HOMES, DIVISION OF GENERAL INDUSTRIES, INC.

3033 Wayne Trace, Ft. Wayne, Ind.
Distribution Radius: 350 to 500 miles
No. Basic Plans: 3; models: 21
Package Price: \$4,151 to \$5,238 f.o.b.
Sales Policy: approved dealers
Minimum Order: one with proved availability of 15 to 25 lots
Delivery Time: 14 days
Financing: cost of package finance plan plus \$1,000 to \$3,000 on 90-day note at 4%; bank letter; needs of individual dealers
Description: totally prefabricated, including wiring, interior painting, heating, plumbing, with aluminum windows, tile, kitchen cabinets, etc.

Home Manufacturers

Literature: for information, circle No. F28 on reply card, p. 96

NEW CENTURY HOMES, INC.

Ind. Hwy 26, E. US 52, Lafayette, Ind.
Distribution Area: Ind., Ohio, Ill., Wis., Mich., Ky.

No. Basic Plans: 15; models: 30
Package Price: \$2,500 to \$6,500 f.o.b.
Sales Policy: dealers
Minimum Order: none
Delivery Time: five days
Financing: FHA; VA; conventional terms
Description: preassembled and sheathed exterior wall panels with windows, trim and insulation. Roof trusses; plywood roof sheathing; kitchen cabinets.
Literature: for information, circle No. F29 on reply card, p. 96

NATIONAL HOMES CORPORATION

(See details on page 59)

PLACE HOMES, INC.

(See details on page 60)

PRECISION HOMES, DIVISION OF ACME BUILDING MATERIALS, INC.

5235 Winthrop Ave., Indianapolis, Ind.
Distribution Radius: 300 miles
No. Basic Plans: 16; models: 60
Package Price: \$2,920 to \$6,500 f.o.b.
Sales Policy: builders
Minimum Order: one
Delivery Time: seven days
Financing: available
Description: fabricated exterior walls, partitions, gable ends, roof trusses, prehung doors. Roofing, siding, drywall, chimney, kitchen cabinets.
Literature: for information, circle No. F30 on reply card, p. 96

RICHMOND HOMES, INC.

(See details on page 60)

IOWA

KOZY MANUFACTURING CO.

Exira, Iowa
Distribution Radius: 500 to 700 miles
No. Basic Plans: 24
Package Price: \$2,000 to \$11,000 f.o.b.
Sales Policy: builders, dealers
Minimum Order: none
Delivery Time: ten to 14 days
Financing: C.O.D.
Description: floor joist; exterior walls, sheathing applied; windows installed, partially sided; sections up to 20'. Combination windows and doors.
Literature: for information, circle No. F31 on reply card, p. 96

KANSAS

STANDARD HOMES DIVISION, R. L. SWEET LUMBER CO.

4500 Roe Blvd., Kansas City 3, Kan.
Distribution Radius: 200 miles
No. Basic Plans: 12
Package Price: \$3,500 to \$7,000 f.o.b.
Sales Policy: builders, individuals
Minimum Order: \$1500
Delivery Time: up to 14 days

Financing: customer arranges own
Description: package includes platform, wall sections, roofing, siding, flooring, all millwork.
Literature: for information, circle No. F32 on reply card, p. 96

KENTUCKY

EMPIRE HOMES CORPORATION

1381 Beech St., Louisville, Ky.
Distribution Radius: 300 miles
Sales Policy: builders
Minimum Order: one
Delivery Time: 14 days
Financing: contractor's responsibility
Literature: for information, circle No. F33 on reply card, p. 96

FAIR LANE HOMES

489 Roberts Ave., Louisville 14, Ky.
Distribution Radius: 250 miles
No. Basic Plans: 25
Package Price: \$1,800 to \$8,000 f.o.b.
Sales Policy: builders, dealers
Delivery Time: ten days
Financing: letter of credit
Description: custom fabrication
Literature: none available

LOUISIANA

CRAWFORD CORPORATION

Drawer 2551, Baton Rouge, La.
Distribution Area: La., Tex., Ark., Miss., Ga., Fla., Tenn., Ala.
No. Basic Plans: 25; models: 220
Package Price: \$2,700 to \$8,700 f.o.b.
Sales Policy: dealers
Minimum Order: two per month
Delivery Time: ten days
Financing: Crawford Home Loan Corp.
Description: modified contemporary design; floor area from 1,000 to 2,000 sq. ft.; three to four bedrooms; and one to two bathrooms.
Literature: for information, circle No. F34 on reply card, p. 96

MAINE

MORGAN C. ELMER, INC.

Box 237, Rockland, Me.
Distribution Radius: 500 miles
No. Basic Plans: unlimited, custom pre-fabricators
Package Price: \$2,500 to \$10,000 f.o.b.
Sales Policy: builders, dealers
Minimum Order: none
Delivery Time: 14 to 17 days
Financing: interim
Description: complete exterior; interior frame, prehung doors, millwork.
Literature: for information, circle No. F35 on reply card, p. 96

MARYLAND

DIXIE HOMES

Rt. 1, Box 339-A, Upper Marlboro, Md.
Distribution Radius: 300 miles
No. Basic Plans: nine; models: 21
Package Price: \$2,168 to \$5,208 f.o.b.

Sales Policy: builders, individuals
Minimum Order: one
Delivery Time: ten days
Financing: FHA; letter of credit; conventional
Description: package includes super-structure, windows, doors, roof system, roofing and siding, insulation, flooring, all interior trim and hardware.
Literature: for information, circle No. F36 on reply card, p. 96

GOLDEN KEY HOMES, INC.

Annapolis Junction, Howard Cty., Md.
Distribution Radius: 350 miles
No. Basic Plans: 24; models: 75
Package Price: \$1,995 to \$10,500; delivery free to 350 miles
Sales Policy: builders, dealers, individuals
Minimum Order: one for individuals, five for builders
Delivery Time: 14 to 21 days
Financing: local banks, lending firms
Description: complete package including interior finish, flooring, prehung interior doors, etc.
Literature: for information, circle No. F37 on reply card, p. 96

MARYLAND HOUSING CORP.

5715 Southwestern Blvd., Baltimore 27, Md.
Distribution Radius: 100 miles
No. Basic Plans: five; models: ten
Package Price: \$3,000 to \$8,000
Sales Policy: builders
Minimum Order: none
Delivery Time: as required
Financing: to be arranged
Description: sheathed panels; precut floor framing; studded partitions; roof trusses; stairs, windows, doors; shingles.
Literature: for information, circle No. F38 on reply card, p. 96

PRECISION QUALITY BUILT HOMES, INC.

4319 Milford Mill Rd., Baltimore 8, Md.
Distribution Radius: 150 miles
No. Basic Plans: 70; models: 160
Package Price: \$2,100 to \$8,700 f.o.b.
Sales Policy: dealers
Minimum Order: one
Delivery Time: varies
Description: package includes floor system, exterior walls, with windows and door frames; interior partitions. Panelized for crane or manual erection.
Literature: for information, circle No. F39 on reply card, p. 96

MASSACHUSETTS

ASSEMBLED HOMES, INC.

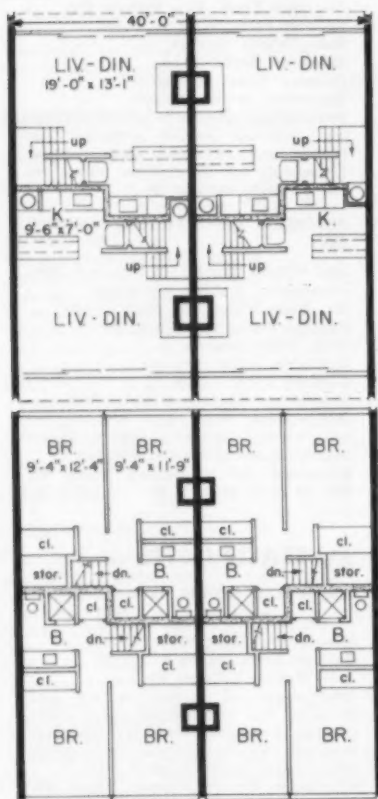
40 Holton St., Winchester, Mass.
Distribution Area: New England
Package Price: \$2,100 to \$12,630
Sales Policy: builders; dealers
Description: all models include roof shingles, drip edge, paper, nails, metal louvres, picture windows. Interior finish package includes prehung flush doors, with casing precut, window trim.
Literature: for information, circle No. F40 on reply card, p. 96



High fence of fir siding and obscure glass panels provide privacy to courtyard entry.

COMMERCIAL BUILDING OPPORTUNITY:

11 Cost Savers you can use to



COST SAVER NO. 1

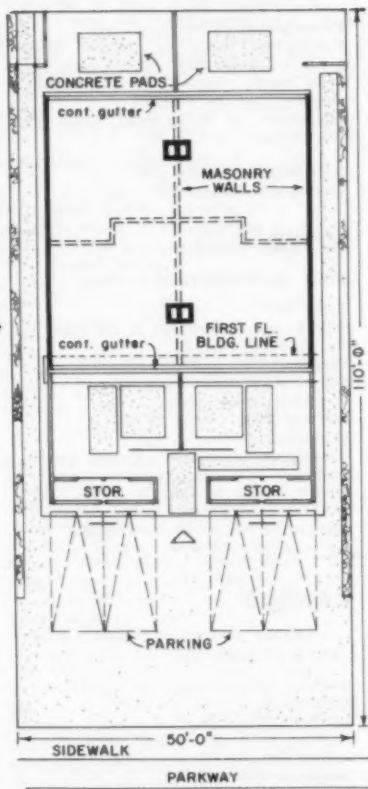
All units are alike in size and detail. This cuts design and construction costs. Interior finishing was varied. Second-floor end walls overhand those of lower level by 2½".

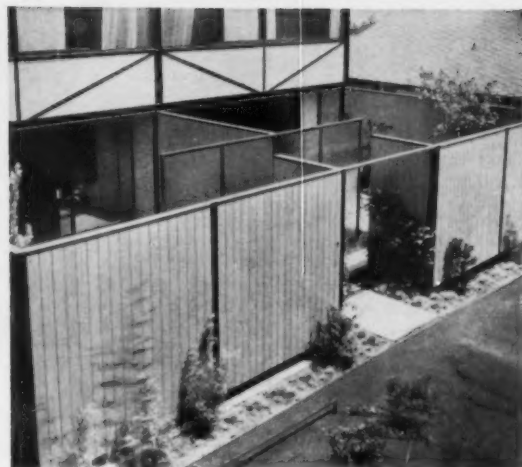
COST SAVER NO. 2

To minimize land costs, four families are housed on a single, 50' x 100' city lot. Each family will have a parking area, private courtyard, and outside storage space.

COST SAVER NO. 3

To lower steel costs while maintaining strength, three parallel 20' o.c. masonry walls permitted wood-joint framing. Vertical 6-H-20 columns at wall ends provide rigidity.





PRIVACY IS ASSURED by this pattern of wood and glass fencing. Wood fence is $\frac{3}{4}$ " vertical siding over 2 x 4's, 16" o.c., capped with galvanized iron. Outdoor storage space is not visible from courtyard.



INDOOR-OUTDOOR living is achieved with Miller steel-framed sliding-glass door units and glass wall units of ceiling height. View, here, is from inside. Wall units fasten directly to undersides of joists.

build a small courtyard apartment

Here's an attractive, economical structure designed to include four complete two-bedroom apartments on a 50' x 100' city lot. Each apartment has about 800 sq. ft. of living area, a private courtyard, and outside parking and storage facilities. (See floor plans and plot plan at left.)

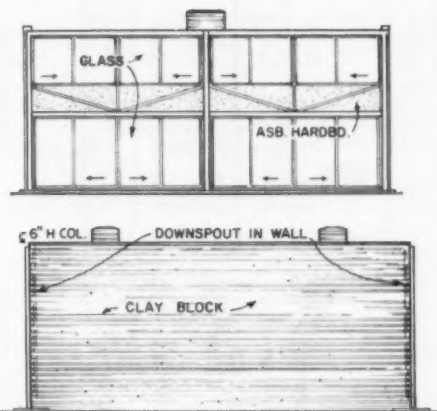
Constructed in Hollywood, Calif., the building won an international award for its designer, architect Craig Ellwood. And it's one of the smartest approaches we've yet seen to a small-courtyard apartment building.

Living areas are on the ground level. This allowed open planning, with the large glass walls visually extending these areas into the courtyard gardens. Adjoining the living rooms is a compact kitchen (see photo, page 67).

The plan of the apartments is compact, but open planning, lots of glass, make the rooms look larger. Another feature that opens up space: the treads and landing of the lower stairs, leading to the upstairs bath and bedrooms, are cantilevered.

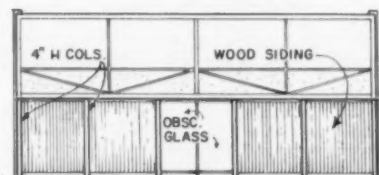
This building is of particular interest because of the continuing demand for small, low-cost rental units. Young married couples and older couples without children account for most of this market.

Cost of the structure to builder Henry Salzman was about \$32,000, in 1953. This is probably lower than it would have been in other areas. The more important cost-saving techniques Salzman used are shown on these pages. Engineers on the job were Mackintosh and Mackintosh.



COST SAVER NO. 4

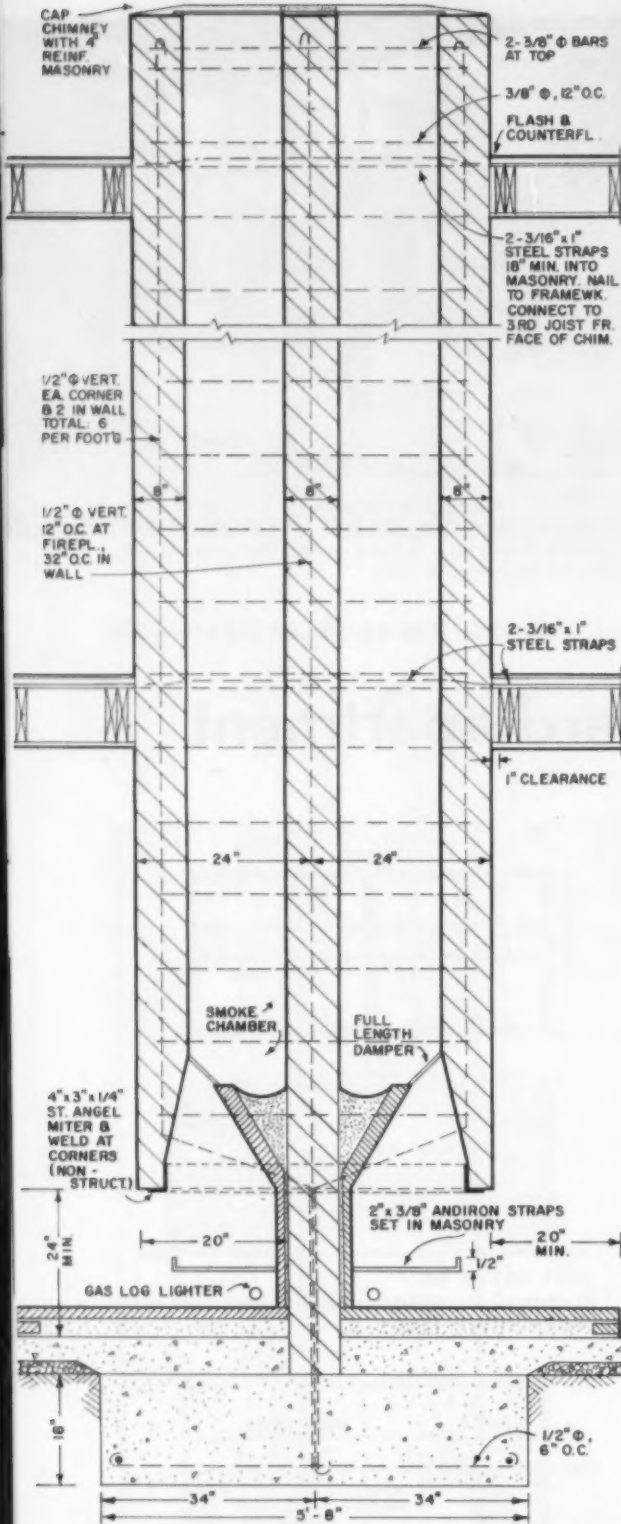
In place of conventional windows, sliding glass end walls admit light to all living areas.



COST SAVER NO. 5

Opposite elevations are duplicated, with the exception of the courtyard walls on the east and west.

11 COST SAVERS FOR COMMERCIAL BUILDING, continued



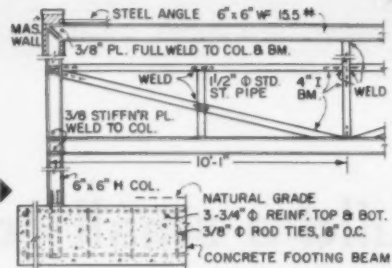
COST SAVER NO. 7
Fireplaces are "hung" back-to-back on central masonry wall. For added convenience to the tenant, each fireplace has a gas log lighter.



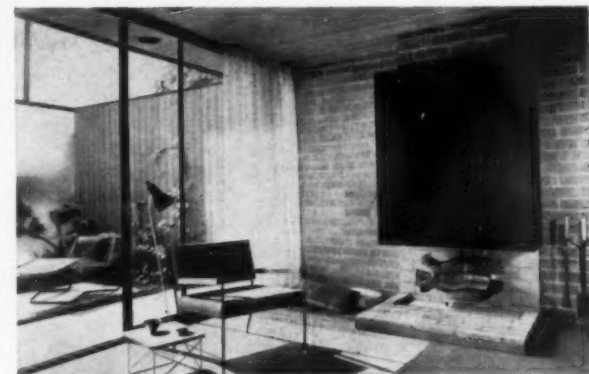
WHAT

COST SAVER NO. 6

Steel trusses are fixed midpoint to the 6-H-20 columns at either end of the building (mentioned in Cost Saver No. 3). This reduces end-column size.



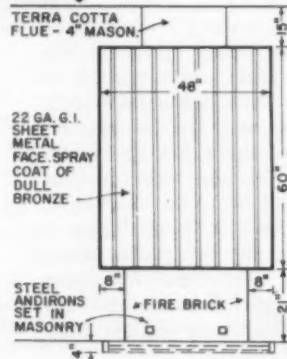
HOW



WHAT

INTERGRADATION of inside-outside living does not sacrifice privacy. Courtyard is screened by high wood fence. Flushlight in overhang provides interior and exterior lighting.

HOW



STEEL ANGLE IRONS, passing through and resting on the center masonry wall, support the outer walls of the fireplace. Covering the projecting flue is 1/8" sheet steel, painted black.



COST SAVER NO. 8

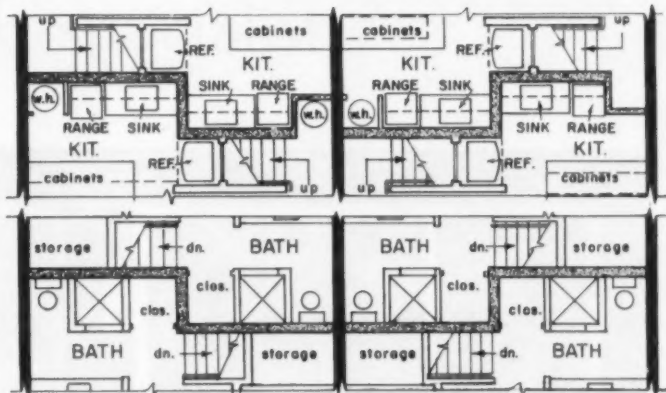
Compact electric water heater, placed in a cabinet next to the kitchen range, needed no venting.

COST SAVER NO. 9

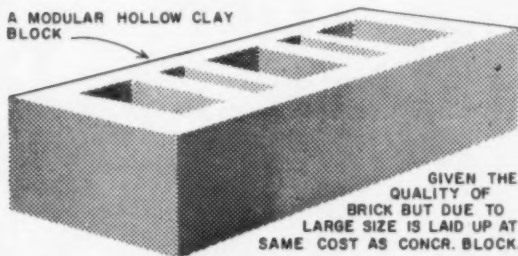
All mechanical equipment, plumbing, venting and ductwork is centralized, as shown in the first- and second-floor layouts.

COST SAVER NO. 10

High curb on oversized shower stall permits shower to double as bathtub. Mosaic ceramic tile was used in construction.



A MODULAR HOLLOW CLAY BLOCK



GIVEN THE QUALITY OF BRICK BUT DUE TO LARGE SIZE IS LAID UP AT SAME COST AS CONCR. BLOCK.

COST SAVER NO. 11

Hollow clay block resembles brick, is more economical. Larger, the block requires less time for laying.



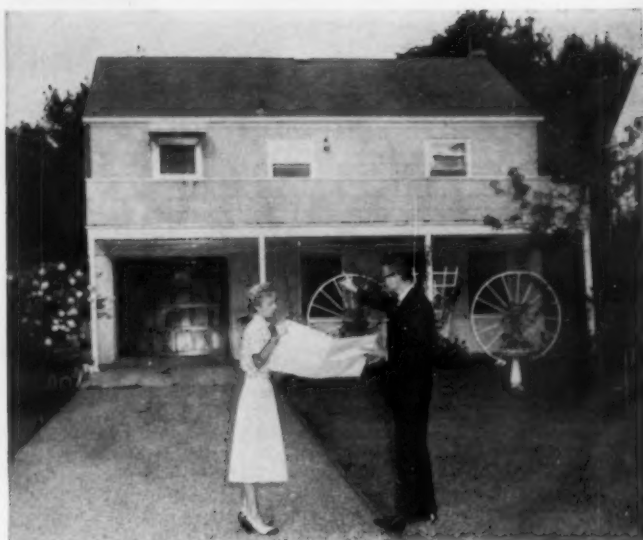
REMODELING

61% DO

Remodeling—by builders of 12 or fewer houses a year—is big business. An AMERICAN BUILDER research department survey showed 61% of these builders did remodeling to the tune of \$15.5 million in 1957.

But our survey also indicates that builders of over 13 homes are missing a good bet. Only 29.4% in this class did remodeling in 1957. To the over-13 builder and the 12-and-under builder who don't remodel, we say: there's profit in remodeling. Here's how it was done in New York.

39% DON'T but should

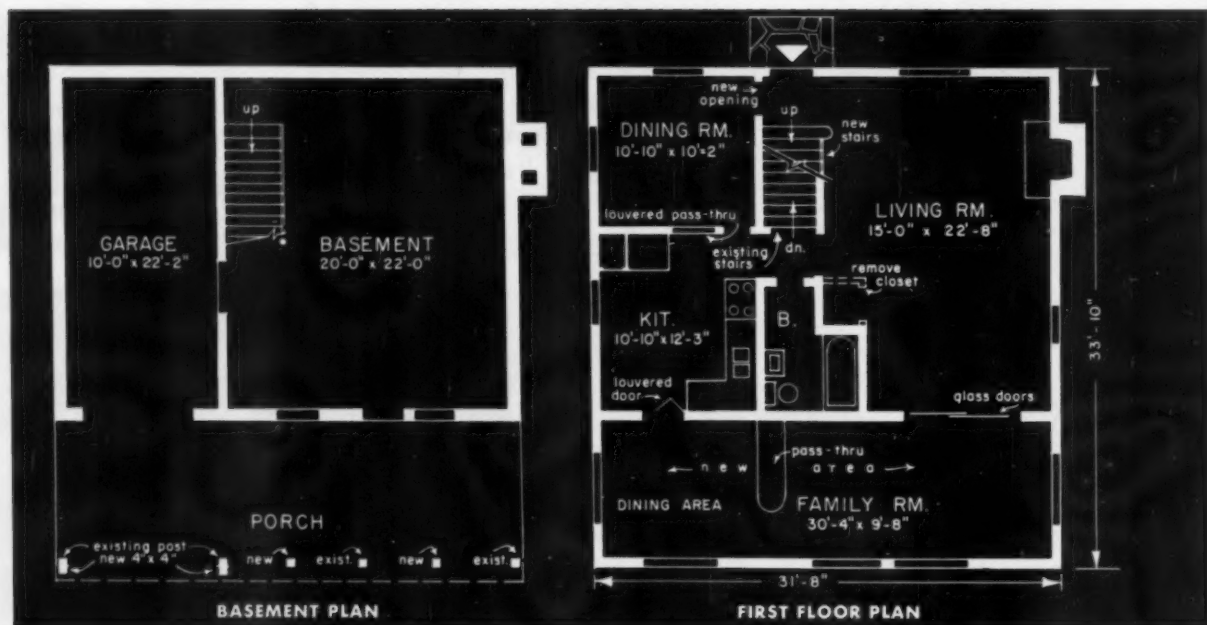


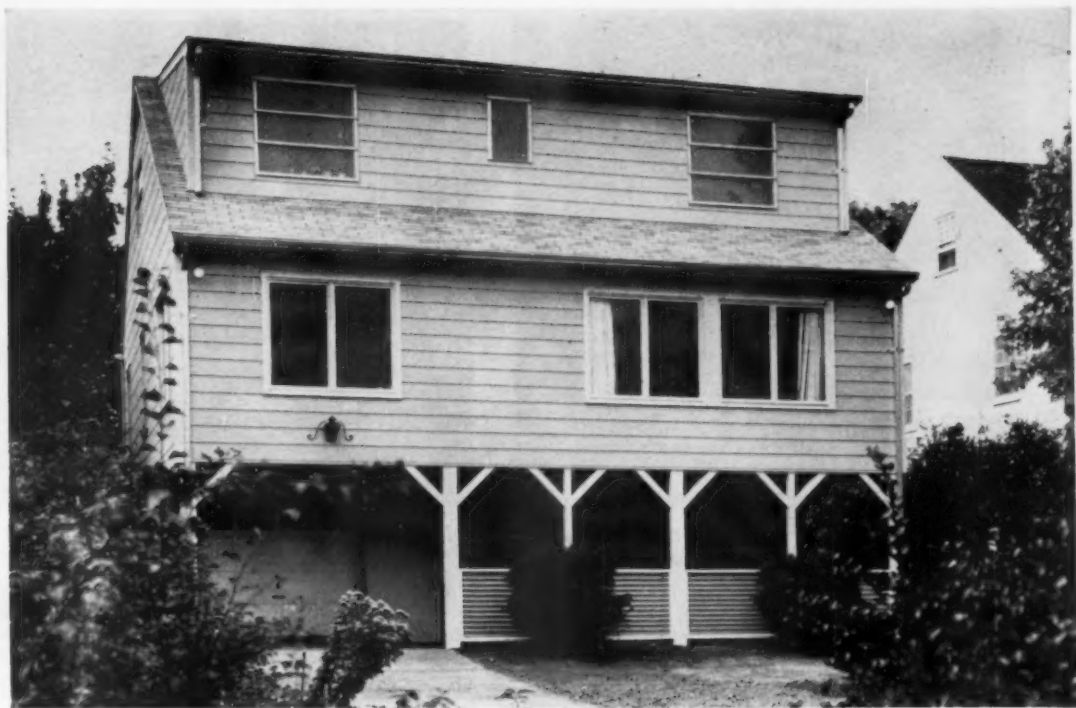
BEFORE: typical of many in the New York area, the house had no second floor, no indoor-outdoor living area, inadequate living space. (Shown above: rear elevation.)

AFTER: radical change is shown by new second floor, patio outside of basement and landscaping. All work was done while the owners remained in the house. ▶

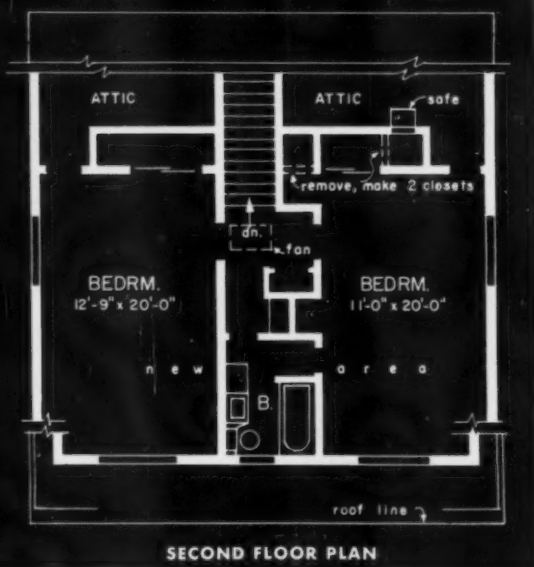
Remodeling can be a big business

Take a tip from





this remodeling specialist



Here's a one-shot remodeling job crammed with exciting ideas. By following one or more of them, you're sure to find profit in the lucrative remodeling field. The job was done by Westchester Modernization, Inc., headed by remodeling specialist, Charles Abrams. Results: the company has been swamped with business.



Charles Abrams

The home was the New York entry in the New Lease on Living program, co-sponsored by Home Improvement Council and *Living for Young Homemakers*. Major changes not pictured include the first floor powder room which has been modernized.

National manufacturers who co-operated are Burnham Corp., heating and cooling division, Celotex Corp., Georgia-Pacific Corp., Johns-Manville, Masonite Corp., U. S. Plywood Corp., and Wood-Mosaic Corp.

REMODELING, continued



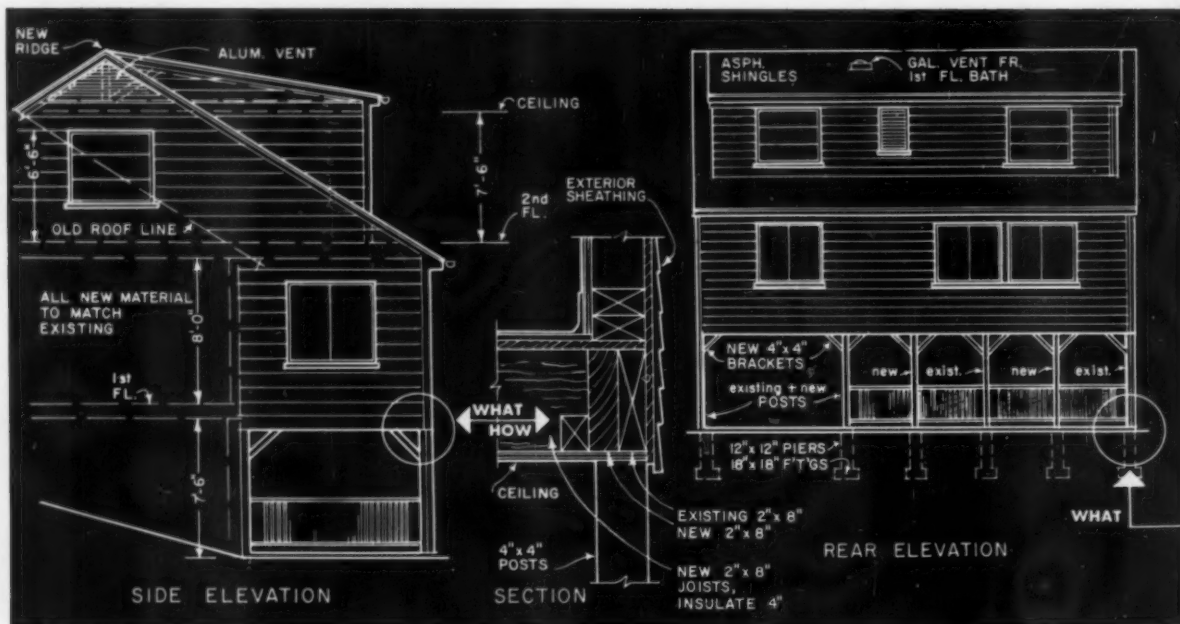
BEFORE: entrance and living room. Only available light came from front windows, giving the room a gloomy appearance. Note absence of stairway. Old attic was reached by ladder in stairwell from basement.



AFTER: entrance and living room. Stairway has been built to new second floor. Note doorway leading into paneled dining room—another new addition. Light paint on walls, highly polished floors brighten entire area.



NEW: a section of the all-purpose 30' x 10' family room. Cabinets and shelves provide excellent storage space. Top of cabinets serves as breakfast bar. Note parquet floor and dining area behind cabinets.

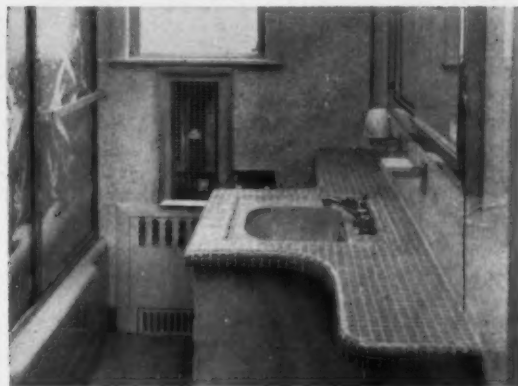




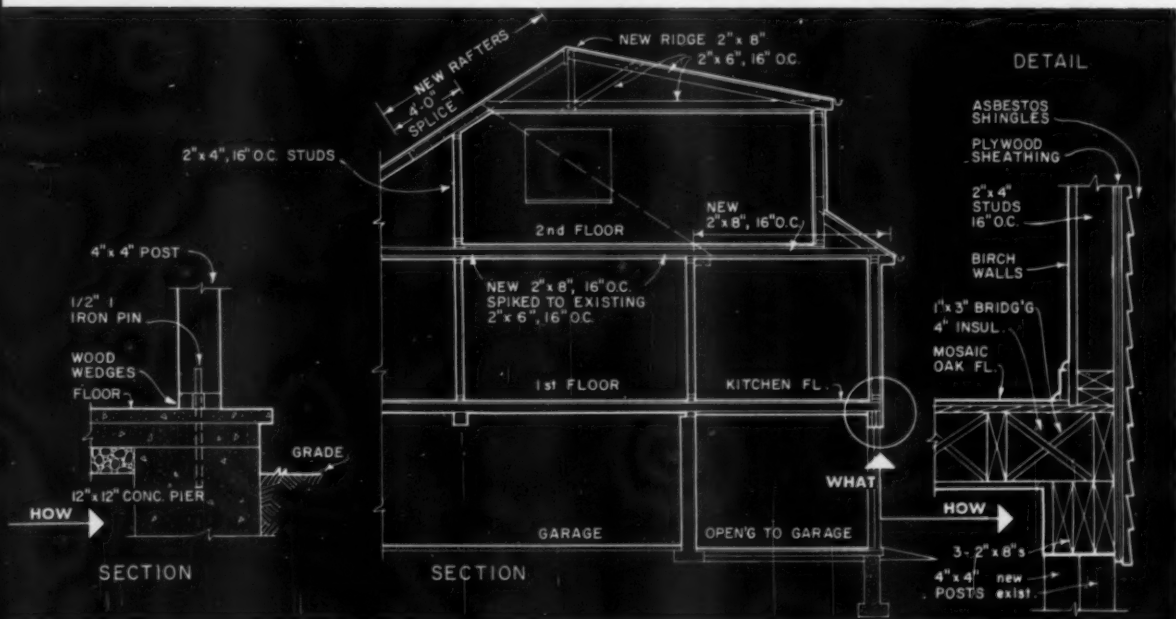
BEFORE: another view of living room before modernization. Rear wall (covered with floral design) cut room short, made entertaining difficult. Entire room had boxed-in, cramped look. Fireplace needed dramatizing.



AFTER: same fireplace looks new. Beam marks location of old rear wall. Modernized room has 14' x 20' of living space. Sliding glass doors lead into new family room which was rear porch area before remodeling.



NEW: second-floor bath with glass enclosed shower and tiled vanitory. Also on second floor: two bedrooms, linen and clothes closets. To accommodate second floor, inside ceiling was heightened about 1½ ft.







LOOK OF QUALITY is a most important feature for a home in the \$28,450 price range. Builder Gerholz has

achieved it with simple lines, conservative handling of materials, and tasteful planting and landscaping.

AMERICAN
BUILDER
AWARD

How to build an award-winning house

Give it the look of quality...

Two things make a house attractive to a buyer: the way it looks, and the way it lives. The model shown here is an excellent example of what can be achieved when both of these points are expertly handled.

Called the "Golden Milestone," this home won top honors in the "Over \$16,000" class in AMERICAN BUILDER'S 1958 Best Model Home contest; and it has proven to be the bellwether of the newest project undertaken by its builders, Gerholz Community Homes of Flint, Michigan. The house was designed by Architect Irving E. Palmquist, and by Designer Richard B. Pollman, a member of Palmquist's firm.

The handsomest features of the "Golden Milestone" are turned towards the street. Siding is fieldstone combined with board-and-batten; together with such colonial touches as small-paned windows

◀ **FIRST IMPRESSIONS** often make up a buyer's mind. Meticulous care has gone into this front entrance, from the colonial effect of the shutters and lamps to the big, modern feeling of the double front doors.

and shutters, it gives the house a solidly traditional feeling. And extras like the rail fence and the lamp post, backed by a superb landscaping job, complete the look of quality.

The important living features of the house are in the back. Most spectacular is an enclosed patio, 57' by 20', running the full length of the house. Fully screened, and roofed with Fiberglas, it forms an extension to all the major living and sleeping areas in the rear.

The enclosed patio is actually a bargain for the buyer. Added later to the completed house, it might cost as much as \$5,000; but by integrating its construction with that of the house, Builder Bob Gerholz brings the price down, and includes it in the buyer's original mortgage.

Finally, the buyer of a house in this price range (\$28,450 with land) wants the utmost in equipment and luxury extras. Gerholz gives him everything: dishwasher, garbage disposer, range and oven, refrigerator and freezer, and washer and drier. The sliding doors on the bedroom closets are finished as full-length mirrors. Nylon carpeting is included for the living room, the dining room, and bedrooms. And there is a complete radio-intercom system.

... and give it luxury extras →



NEW CONCEPT in outdoor living is this terrace room across the rear of the house. Corrugated roofing is made of Fiberglas. Sides of the terrace are completely screened.

This enclosed patio is a big sales extra



American
Builder
Blueprint
No. 261



HOUSE OPENS to the terrace room through the sliding glass doors at the left. The screen at upper right shields "quiet terrace," which opens off the master bedroom, from the main center section, shown here.



SHALLOW POOL is built into the terrace-room floor. Sliding doors open from the kitchen, making it easy to serve outdoor meals. Translucent roof admits sunlight, and makes planting possible anywhere in the patio.





72' 0"

PLANTING

PLANTING

QUIET AREA

POOL

LIVING TERRACE

BEDROOM

BATH

KITCHEN

DINING

FAN

HALL

BEDROOM

BEDROOM

ENTRY

LIVING

8' 8" OR MORE
PLANTER

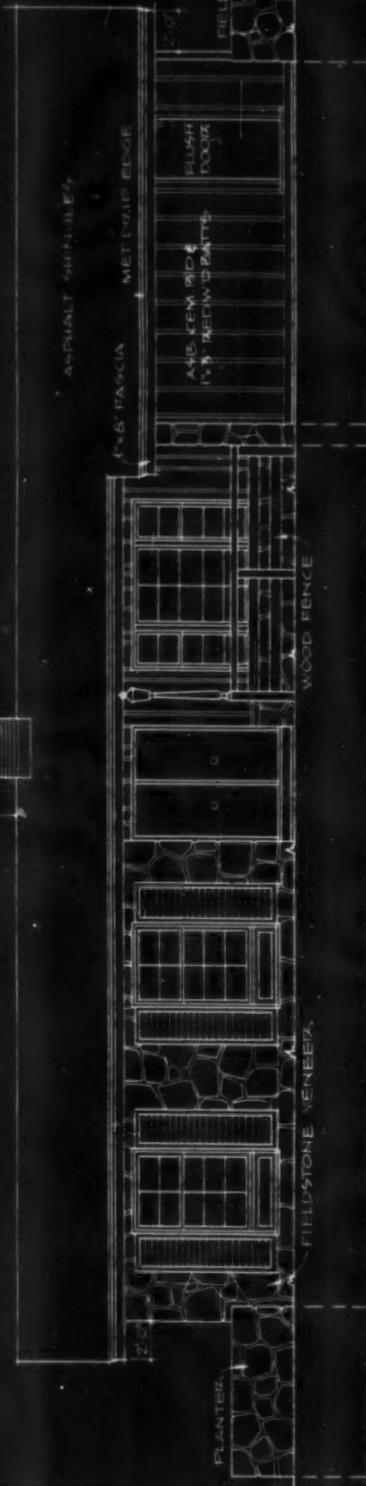
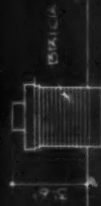
LAMP POST + W.D. FENCE

71' 4" OR MORE

41' 4"

60' 0"

FR
SC



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



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

AMERICAN BUILDER BLUEPRINT SERIES.
2-59
SIMMONS-BOARDMAN PUBL. CORP., 30 CHURCH ST., NEW YORK 7, N. Y.

**BLUEPRINT
HOUSE,
continued**



KITCHEN IS SEEN from the terrace here. Although not a big room, built-in equipment and good planning of space allows work space and eating area. Note planter-divider at the left.

The family that buys a luxury home expects it not only to be fully equipped, but to be equipped with name-brand products. The builder who knows this gets an extra dividend: the merchandising value of those brand names. Here are the quality products Gerholz used:

Ruberoid Lok-Tab roofing; U.S. Gypsum wall-board; Dura-Shield exterior asbestos board; Fenestra aluminum sliding window walls; Fabrow wooden windows; Thermopane double glazing; Morgan birch interior and exterior doors; Schlage polished-brass hardware; Bigelow nylon carpeting; Huntington disappearing attic stairs; Owens-Corning Fiberglas wall and roof insulation; Formica kitchen counter tops; Dow styrofoam slab insula-

tion; VisQueen polyethylene vapor barrier; Georgia-Pacific birch interior paneling; Handley-Brown Speedmaster hot-water heater; Romany ceramic bathroom tile; Coleman Blend-Air gas heating unit; Coleman air conditioning; Lightolier electric fixtures; Prescolite lighting fixtures; Swanson kitchen fan; Miami-Carey bathroom ventilating fan; Mir-O-Dor floor-to-ceiling mirrored closet doors; Wascolite plastic tub enclosure; Adjusto shower faucets; Musi-Kom radio-intercom system; Owens-Corning Fiberglas acoustical ceiling tile; Hotpoint Customline dishwasher, garbage disposer, bi-level oven, counter range, and refrigerator-freezer; Westinghouse Space-Mates clothes washer and drier; and Borg-Warner bathroom fixtures.

ESTIMATING TAKEOFF FOR BLUEPRINT NO. 261

FIRST FLOOR ONLY		1480 S	Earth	Planter Wall Exc. & B'fill	285 C
CARPORT FLOOR ONLY		360 S	Gravel	6" Floor Sub-fill	1840 S
—EARTH EXCAVATION & GRADING—					
Top Soil	6" Grade Exc. & Pile	3320 S	2500# Conc.	Grade Beams	465 C
Earth	Grade Beam Exc. & B'fill	1635 C	2500# Conc.	Grade Beams Forms	1370 S
Earth	Post Exc. & B'fill	30 C	2500# Conc.	Planter Walls	70 C
—CONCRETE CONSTRUCTION & FINISH—					

(Continued on page 174)



Bert McCoy, Plumber—Lafayette, Louisiana, says:

**"My Ford Ranchero is good
for business...good for
'holiday fun', too!"**



GO FORD-WARD for savings with '59 Ford Trucks!

Join the *Ford-ward* march to savings! Whatever your job . . . wherever you do it . . . you'll discover, just as Mr. McCoy did, that a Ford truck is your best investment. And for '59 there are even more reasons to make this worthwhile move. You'll find:

Rugged Parcel Delivery Chassis are available in windshield-front-end or stripped-chassis models. Bodies from 250-525 cubic feet capacity can be mounted quickly and economically.

New gas economy in the industry's most modern 6-cylinder engines.

Rugged durability in the box girder construction of the Styleside pickup's cab-wide box.

Wider choice of transmissions including Ford's new Heavy Duty Cruise-O-Matic.

Smoothest ride of any half-ton pickup, mighty close to that of a car.

And for the 13th straight year, independent insurance studies prove that Ford trucks last longer! For a truck that goes all out to save time, work and money on *your* job, see your local Ford Dealer and go *Ford-ward* for savings!

"Between jobs, my Ranchero is a real hunting and fishing pal

"Ford's Ranchero is a wonderful combination of a utility truck . . . and passenger car. It's an excellent prestige builder for my plumbing and heating business, and I really enjoy driving it. I like the way it sticks to the road and handles at high speeds. My Ranchero's big V-8 engine makes it easier to drive on the job. There's less need to downshift, because of its extra power. And Fords are better built . . . they stay tight longer.

"I go hunting or fishing every chance I get, and always in my Ranchero. You should see how easily it pulls my 2500-lb. boat and trailer.

"I use a Ford ½-ton pickup in my work, too. It's always loaded with about 1200 lb. of plumbing tools and repair parts. I've never lost a minute's time by the trucks not starting . . . or breaking down on the road."



Every Ford has
SAFETY GLASS
in every window



Ford F-100 Styleside pickup is available with a 6½- or 8-ft. box. Choice of modern Short Stroke V-8 or Six.



Ford's F-100 panel offers 158 cu. ft. of load-space—husky all-steel body and weather-sealed plywood floor.

FORD TRUCKS COST LESS

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

Remodeling Contractors!

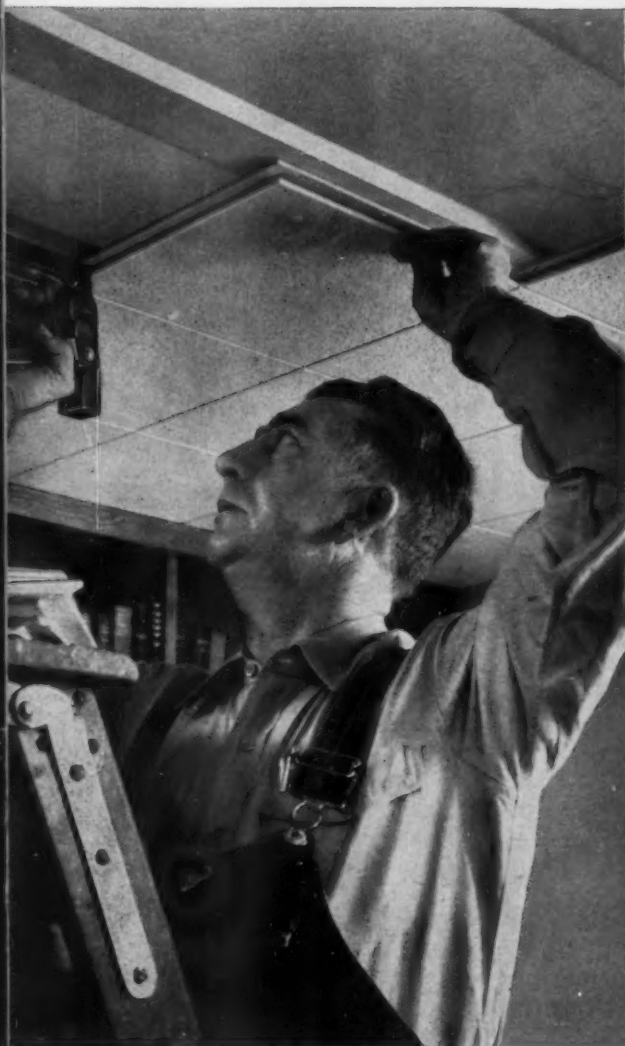
Read how to make extra



1. Go to your Armstrong lumber dealer. He is constantly being asked to recommend someone who will install Armstrong ceilings. He will supply you with leads. He will also give you complete information, including samples and valuable selling aids, to help you get started in this profitable new business of installing Armstrong ceilings.

2. Every job is a lead. When you are called in to do any kind of remodeling work, be sure to check the ceiling. There are hundreds and hundreds of home owners all over your area who have cracked or peeled ceilings in need of repair. There are big profits to be made finishing off basement and attic rooms with Armstrong ceilings, too!

money putting up Armstrong Ceilings



3. No long training period necessary. With your carpentry experience, you'll find it easy to put up Armstrong ceilings. You can train your men without wasting time and money. Your Armstrong lumber dealer will show you how. Or write to the Armstrong Cork Co., 3902 Rider Ave., Lancaster, Pa. We'll send you all the information you'll need.

4. One job leads to another. Your customers will be pleased with their new Armstrong ceiling. They will tell their friends and neighbors about the ceiling (and who did it). This will lead to other jobs. To help even more, Armstrong ceilings are advertised on the Armstrong Circle Theatre, CBS TV, and in leading national magazines.

Armstrong CEILINGS

... a profitable new business for you

THE MEDITERRANEAN, typical Centex home, has 1677 sq. ft., under roof, 1 1/2 baths. Centex building projects are currently under construction in Chicago, Dallas and Hawaii. In the Chicago project alone, 50 SKIL Saws are used exclusively.



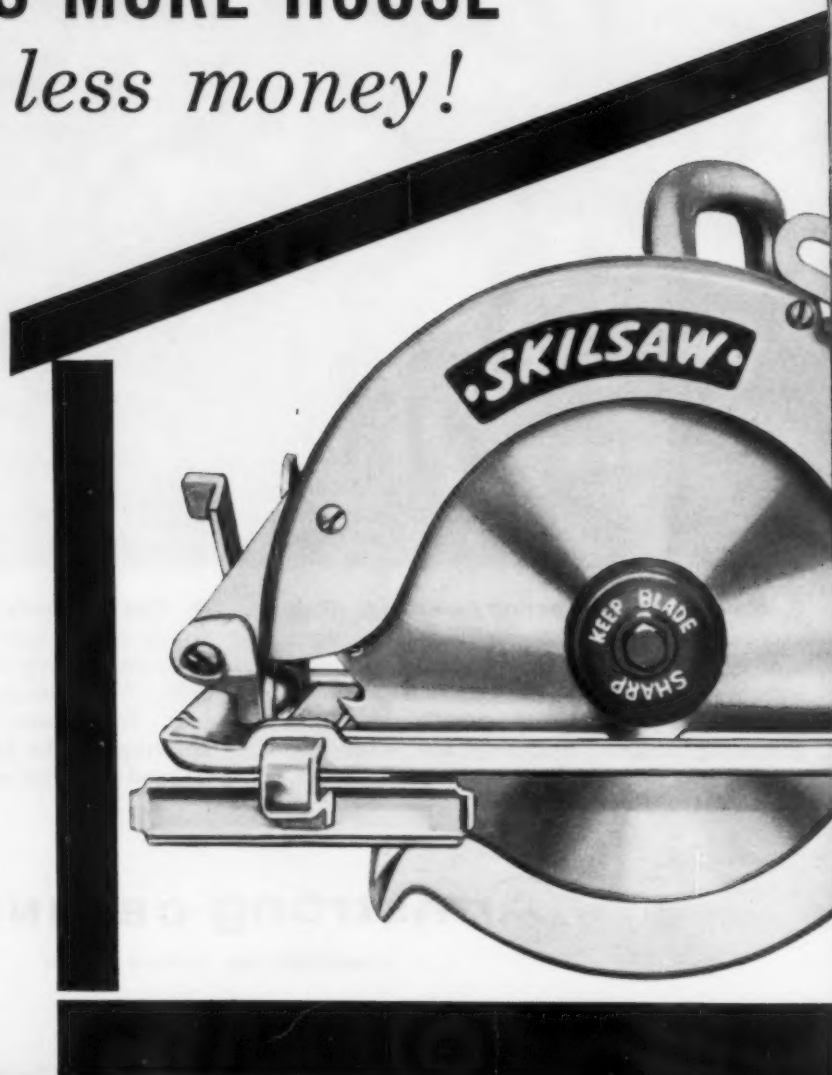
50 SKIL SAWS HELP NATION'S LARGEST HOME BUILDER GIVE BUYERS MORE HOUSE *for less money!*

In 1958 alone, the huge Centex Company put up an astounding total of over 3200 homes. And their plans call for even more this year.

One of the big reasons for this spectacular success is their continuing search for the "cheaper, faster, better way."

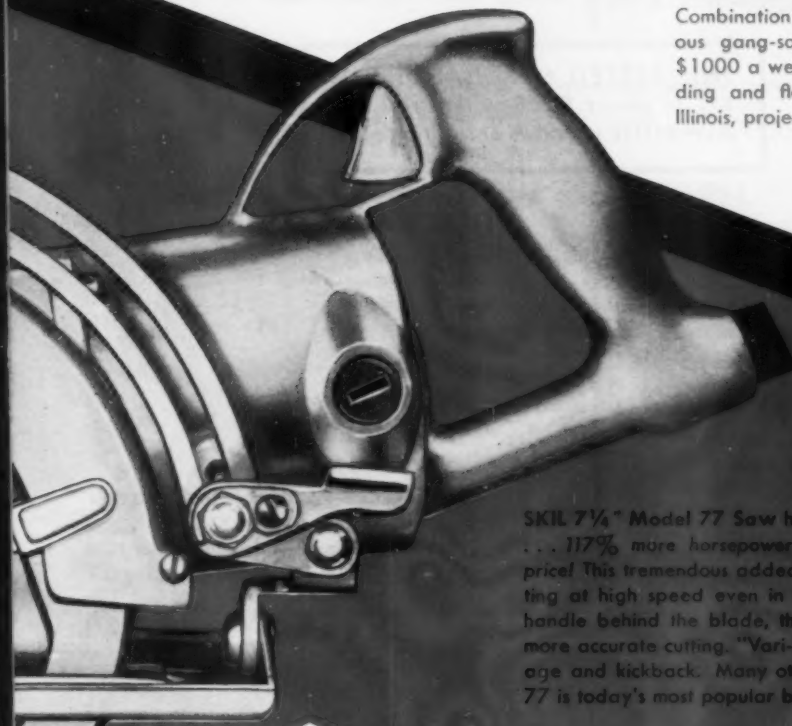
This helps explain why today's largest U. S. home builder is able to give buyers more house for less money.

And it also explains why they chose rugged, dependable SKIL Saws—50 of them—as the exclusive portable saws for use in their giant Elk Grove project in suburban Chicagoland.





Combination of SKIL Model 77 Saws and this ingenious gang-sawing station saves Centex more than \$1000 a week pre-cutting and notching rafters, studing and floor joists at the 6000-unit Elk Grove, Illinois, project.



SKIL 7 $\frac{1}{4}$ " Model 77 Saw has its own special brand of built-in muscle . . . 117% more horsepower than other saws of the same size and price! This tremendous added power and torque keeps the blade cutting at high speed even in wet lumber or resinous woods. With the handle behind the blade, there's a straight line of force for easier, more accurate cutting. "Vari-Torque" clutch protects against saw damage and kickback. Many other features explain why the SKIL Model 77 is today's most popular builder's saw for any cutting job.

SKIL

Famous SKIL & SKILSAW products, made only by SKIL Corporation, 5033 Elston Ave., Chicago 30, Ill. In Canada: 3601 Dundas St. W., Toronto 9, Ontario

ALWINTITE'S "PLUS VALUES" will help you



GIANT LAPEL BUTTONS

for your salesmen keynote the entire selling strategy by providing an opportunity to tell about all your built-in PLUS VALUES.



THIS TESTED MERCHANDISING KIT is yours FREE when you use ALWINTITE windows or sliding doors.

DISPLAY PLACARDS

for your model house subtly remind the prospective home buyer that he will get PLUS VALUES in your house.



SALES FAX TRAINING SHEETS

give your sales staff important selling cues that prove your houses offer PLUS VALUES for the buyer.

ASK ABOUT THE PLUS VALUES IN THIS HOUSE

PLUS VALUES like the ALWINTITE ALUMINUM WINDOWS by GENERAL BRONZE CORP.

DAYGLO SATIN DISPLAY BANNER for your sales office reminds the buyer that you offer MORE in value for his money.

MERCHANDISING PROGRAM

sell your houses faster

BECAUSE IT SELLS YOU AS A QUALITY BUILDER

Builders everywhere — large builders, small builders — are finding ALWINTITE'S "PLUS VALUES" merchandising program "the best sales stimulator they've ever used."

The "PLUS VALUES" program works in any area because it doesn't selfishly try to sell a single product. Instead it promotes the idea that *you*, Mr. Builder, are a Quality-Minded Builder who gives home buyers *more* for their

money. It provides your salesmen with a real opportunity to explain *all* the PLUS VALUES included in your homes.

If you're looking for a way to speed up new house sales, get all the facts on ALWINTITE'S PLUS VALUES merchandising program. It's available in a complete ready-to-use kit from your nearby ALWINTITE distributor. Ask him for it or mail coupon for complete details.

Read what these builders say about the PLUS VALUES program

"We have found your Plus Values program a real sales stimulator. We particularly like the fact that it gives us an opportunity to feature all the quality products in our houses."

*Kay Construction Co.
"Kemp Mill Estates"
Silver Spring, Md.*

"A swell promotion that is helping us build a reputation for offering better value. Sales have perked up since we started using the whole program. It is a well-planned, practical program."

*C. Davis Hogendorp, Inc.
"Cromwell Heights"
Baltimore, Md.*

"Our salesmen like your PLUS VALUES program because it starts prospects asking questions. Our list of PLUS VALUES is really impressive, and it gives us a definite sales advantage over other builders in the area."

*Rosano Brothers
"Valmont Terrace Homes"
Commack, L. I., N. Y.*

MAIL THIS COUPON FOR COMPLETE DETAILS

ALWINTITE®
by **GENERAL BRONZE**
GARDEN CITY, N.Y.

ALUMINUM WINDOWS
SLIDING GLASS DOORS

General Bronze Corporation — Alwintite Division
Stewart Avenue, Garden City, N. Y.

Please send me complete details on your PLUS VALUES merchandising kit. I am now using _____ brand windows.

Name _____

Address _____

City _____ State _____



Wherever you plan and build

build more home

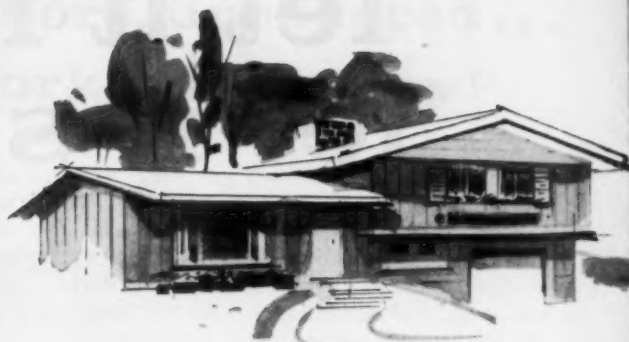


Build a better ranch-style with wood

Build with wood . . . and you build consumer sales with the many extras that only wood can offer. Prospects respond to these extras. They *want* the special qualities that wood adds to their homes.

Wood's beauty, for example. The natural elegance of wood's many species makes it *right* for interiors as well as exteriors. And wood's *livability* creates a warmth and intimacy no other building material can duplicate.

On the practical side, the simple fact of wood's economy gives your prospects more value for the money. It is easily worked and available in abundance. It has a favorable strength-weight ratio. It has wide buyer acceptance, for this familiar build-



Build a better split level with wood



Build a better Cape Cod with wood

for the money with **WOOD**

ing material *belongs* to any place, any time.

What does all this mean? That whatever size, price or kind of houses you build . . . wherever the locale or site . . . you will sell more houses and make *more dollars per house* when you build with wood! For new information on better homes of wood write to:

Wood Information Center

NATIONAL LUMBER MANUFACTURERS ASSOCIATION
1319 18th St., N.W., Washington 6, D.C.

Live, Work, Build
Better with Wood



Build a better Colonial home with wood

**let it rain...
let it snow...**



**what's a little moisture, to
INSULITE SHEATHING!**

Stack it outdoors, uncovered... save time, work and money!

When you're building houses with Insulite Sheathing—either Bildrite or Graylite—you just send a truckload in and stack what you need alongside each foundation. Or, make a handy central stock pile like the one in the picture at left.

Even in fair weather, this no-fuss storage speeds up the work in a big way. But think how much trouble and expense you save in case of rain or snow, with Bildrite or Graylite. No tarps or covering needed. This sheathing is asphalt *impregnated*. Sheds water perfectly. And, if a few sheets do get wet by prolonged expo-

sure, they dry out amazingly fast. No long delays... no warpage... no waste.

To refresh your memory, Bildrite is our 25/32" sheathing. Graylite is our 1/2" sheathing. New XXX Graylite is a special, extra-density board, for use without corner bracing—same as Bildrite. All three are available 4'x8', 4'x9', and in other sizes.

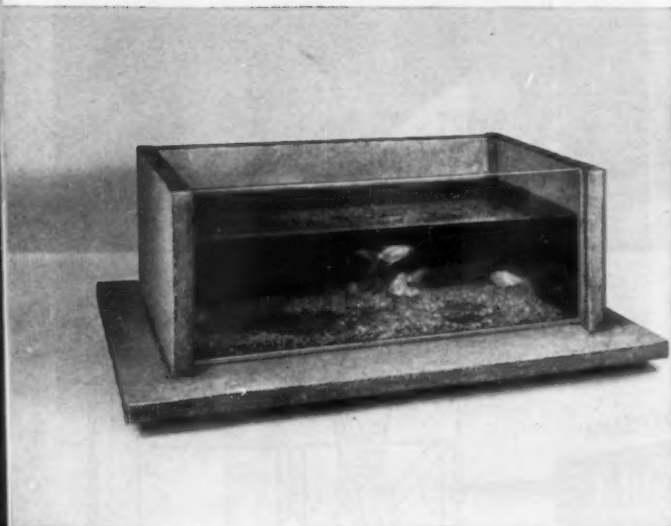
Want to save yourself time, work, money... and build better homes? Talk to your lumber dealer about Insulite Sheathing. And for special literature, write us—Insulite, Minneapolis 2, Minnesota.

build better, save labor, with **INSULITE** Bildrite and Graylite Sheathing



Insulite Division, Minnesota and Ontario Paper Company, Minneapolis 2, Minnesota

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



We built a Bildrite goldfish bowl to prove the point that Insulite sheathings are really water-resistant. And yet, it's a remarkable fact that moisture vapor *passes through* these asphalt-impregnated boards—helping to maintain dry walls and excellent insulation.



Easy sawing, easy nailing are two more great virtues of Bildrite and Graylite. You will actually save one or two sawblades on an average house, because Insulite has no lumps or gummy spots. Application time, compared to lumber, is up to 40% faster.



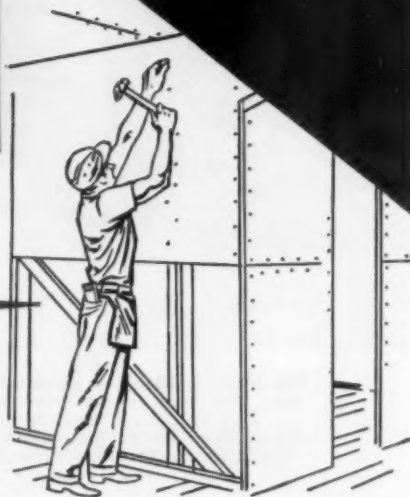
SCORING BEST DAY AFTER DAY

*Bestwall
Fireproof
Gypsum
Wallboard*

Bestwall Gypsum Wallboard is reinforced with glass fibers to provide easier, quicker application. It scores and snaps cleaner, nails better and provides greater crack resistance. The difference is in the glass-fibered gypsum core! This means a savings in time and money for you, plus more satisfied customers.

Once you've tried Bestwall Gypsum Wallboard, you'll keep on using it for economy, easier application, fire protection and easy decorating.

Score bigger profits day by day with Bestwall, the gypsum wallboard that's always a winner.



BESTWALL GYPSUM COMPANY • Ardmore • Pennsylvania
• Plants and offices throughout the United States

The Payoff Departments

- Catalogs**..... 94 →
Catalogs, brochures, and pamphlets describing the latest prefab models, continued from p. 63.
- New Products**..... 146 →
One page of the latest information on products.
- Land Planning**..... 150 →
This prefabber will give you complete siting service, as well as financial help for acquiring and developing your land.
- Technical Guide**..... 158 →
How to build a house with a disaster-proof masonry core.
- Cost Saver**..... 160 →
Here are three places you can use the cost-saving hand stapler.
- How To Do It Better**..... 164 →
Here is a cost- and labor-saving method for making floor spans longer.
- Ask The Experts**..... 170 →
How to frame a roof to support a 4-ft. overhang.
- Better Detail Of The Month**..... 178 →
Three new ways to finish a solid brick wall.
- The Month Ahead**..... 180 →
Things for builders to think about during February.

1959 Directory of Home Manufacturers, continued from p. 63

FRANKLIN HOMES, INC.

65 Dean St., Franklin, Mass.
Distribution Area: New England
No. Basic Plans: 19; models: unlimited
Package Price: \$1,800 to \$5,000-up f.o.b.
Sales Policy: builders, dealers
Minimum Order: one
Delivery Time: ten to 15 days
Financing: bank
Description: floor system precut; wall panels are 2x4, 16" o.c., with sheathing and shingles applied. Windows installed; roof trusses, gables, interior partitions.
Literature: for information, circle No. F41 on reply card, p. 96

HODGSON HOUSES, INC. (See details on page 56)

PRE-BILT CONSTRUCTION CO., INC.

Box 585 State Rd., N. Dartmouth, Mass.
Distribution Radius: 300 miles
No. Basic Plans: 10; models: 50
Package Price: \$1,895 to \$4,995 f.o.b.
Sales Policy: dealers, individuals
Minimum Order: varies
Delivery Time: ten days
Financing: 10% down, balance, delivery
Description: package includes exterior shell in complete wall sections, factory installed windows and doors. Also interior partitions, framing, drywall, flooring, insulation, trim.
Literature: for information, circle No. F42 on reply card, p. 96

MICHIGAN

ALADDIN CO.

212 Davidson Bldg., Bay City, Mich.
Distribution Area: United States
No. Basic Plans: 116; models: 58
Package Price: \$2,000 to \$10,000 f.o.b.
Minimum Order: one
Delivery Time: five to ten days
Financing: local lending institutions
Description: everything from foundation up, except plumbing, heating, lighting.
Literature: for information, circle No. F43 on reply card, p. 96

LIBERTY READY-CUT HOMES

1012 Lafayette Ave., Bay City, Mich.
Distribution Area: 49 states
No. Basic Plans: 73
Package Price: \$2,700 to \$7,900 f.o.b.
Sales Policy: certified Liberty Home builders, individuals
Minimum Order: none
Delivery Time: 14 to 21 days
Financing: various plans available, including 5% cash discount
Description: complete package includes plans, framing and finish lumber, trim, hardware, paints, windows, doors, etc.
Literature: for information, circle No. F44 on reply card, p. 96

LYTLE MODERN HOMES, INC.

7742 Greenfield Rd., Dearborn, Mich.
Distribution Radius: 500 miles
No. Basic Plans: 8; models: 40
Package Price: \$2,200 to \$5,000 f.o.b.
Sales Policy: builder, dealers
Delivery Time: 14 days
Description: walls with windows, insulation and exterior siding applied; roof trusses; prehung doors; prefinished kitchen cabinets.
Literature: for information, circle No. F45 on reply card, p. 96

MANUFACTURED HOMES, INC. (See details on page 58)

MICHIGAN LUMBER FABRICATORS, INC.

Elkton, Mich.
Distribution Radius: 500 miles
No. Basic Plans: 15; models: 40
Package Price: \$2,500 and up f.o.b.
Sales Policy: builders, individuals
Minimum Order: none
Delivery Time: 10 days
Financing: 2% discount with order
Description: precut floor system; assembled exterior walls, partitions; trussed, precut roof system; applied exterior wall sheathing, insulation; doors pre-hung; kitchen cabinets.
Literature: for information, circle No. F46 on reply card, p. 96

SEMICO INCORPORATED

Box #8, Seney, Mich.
Distribution Radius: 450 miles
No. Basic Plans: 40; models: 212
Package Price: \$1,232 to \$9,600 f.o.b.
Sales Policy: builder-dealers, dealers
Minimum Order: one
Delivery Time: ten days
Financing: to be arranged
Description: package includes everything structural from basement posts to roof plywood, except roofing material, ceiling and wall finishes.
Literature: for information, circle No. F47 on reply card, p. 96

SERVICE HOME MANUFACTURING CO.

395-54th St., S.W., Grand Rapids, Mich.
Distribution Radius: 300 miles
No. Basic Plans: 30; models: 30
Package Price: \$2,900 to \$15,000 f.o.b.
Sales Policy: builders
Minimum Order: one
Delivery Time: ten days
Financing: Service Home Mortgage Co.
Description: exterior, interior walls are panelized, with exterior sheathing applied; trusses assembled; floor, ceiling joists precut; doors prehung.
Literature: for information, circle No. F48 on reply card, p. 96

UNIVERSAL HOMES, INC.

271 First St., Milan, Mich.
Distribution Radius: 450 miles
No. Basic Plans: 14; models: 42
Package Price: \$3,200 to \$10,800 f.o.b.
Sales Policy: builders, dealers
Minimum Order: none
Delivery Time: 10 to 14 days
Financing: 50-day interim
Description: built-up wall panels, exterior applied and primed; precut floors and roofs; interior partitions built-up; complete kitchens; all wall finish.
Literature: for information, circle No. F49 on reply card, p. 96

MINNESOTA

NORTHERN HOMES MFG. CO.

6200 Wayzata Blvd., Minneapolis 16, Minn.
Distribution Radius: 500 miles
No. Basic Plans: 20; models: 125
Package Price: \$2,100-up f.o.b.
Sales Policy: builders
Minimum Order: varies with area
Delivery Time: five days

Description: basic package includes exterior walls, roof trusses, interior stud walls and gable ends.
Literature: none available

PACKAGE HOMES, INC.

3-Sixth Ave., S., Hopkins, Minn.
Distribution Radius: 500 miles
No. Basic Plans: 19; models: 119
Package Price: \$3,260 to \$5,590 f.o.b.
Sales Policy: builders, dealers
Minimum Order: varies with area
Delivery Time: 14 days
Financing: 2% cash disc., 30 days net
Description: basic package is precut and premarked, but not panelized or pre-assembled. No additional materials needed.
Literature: for information, circle No. F50 on reply card, p. 96

PAGE & HILL HOMES, INC. (See details on page 59)

MISSOURI

HOME BUILDING CORPORATION

303 N. Park Ave., Sedalia, Mo.
Distribution Radius: 300 miles
No. Basic Plans: 4
Package Price: \$5,400 to \$10,000 f.o.b.
Sales Policy: builders, individuals
Minimum Order: one
Delivery Time: 14 days minimum
Financing: local letter of credit
Description: entire package erected and furnished above foundation. Includes plumbing, heating, wiring, painting, roofing, flooring.
Literature: for information, circle No. F51 on reply card, p. 96

MODULAR HOMES, INC. (See details on page 58)

WILSON HOMES, INC.

Robertson, Mo.
Distribution Radius: 600 miles
No. Basic Plans: 25; models: 144
Package Price: \$2,500-up f.o.b.
Sales Policy: builders
Minimum Order: varies with area
Delivery Time: ten days
Financing: depends on credit rating
Description: assembled exterior walls with sheathing, windows installed; assembled interior partitions; exterior grade sheathing; roof trusses; prehung doors.
Literature: for information, circle No. F52 on reply card, p. 96

MONTANA

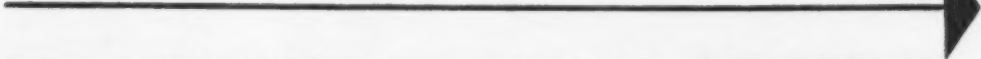
NATIONAL LOG CONSTRUCTION CO.

Box 68, Thompson Falls, Mont.
Distribution Radius: national
No. Basic Plans: 50
Package Price: \$900 to \$17,000 f.o.b.
Sales Policy: dealers
Minimum Order: three per year
Delivery Time: ten days
Financing: one-third down with order, balance on sight draft
Description: included are exterior and interior walls; gables; log porch material; log rafters; log beams for balcony; rails, posts and spindles; exterior and interior door jamb sets.
Literature: for information, circle No. F53 on reply card, p. 96

Directory continues on page 98

You are in the **American Builder**

Supermarket



Help yourself to everything you want in new information and literature about new products shown on the pages ahead. This is one-stop shopping for ideas. Instead of writing a dozen different manufacturers, just circle the numbers on the other side of the card below . . . then drop it in the mail (no stamp needed). **AMERICAN BUILDER** will forward your request to each manufacturer, who will send you complete data free of charge. Get your pencil out and help yourself . . .




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- F1 Admiral Homes, Inc.
- F2 American Houses
- F3 W.G. Best Homes Co.
- F4 Ivon E. Ford, Inc.
- F5 GBH-Way Homes, Inc.
- F6 Hodgson Homes, Inc.
- F7 Knox Corp.
- F8 Lester Bros., Inc.
- F9 Manufactured Homes
- F10 Modular Homes, Inc.
- F11 National Homes Corp.
- F12 Page & Hill Homes
- F13 Place Homes, Inc.
- F14 Richmond Homes
- F15 Thyer Mfg. Co.
- F16 U.S. Steel Homes
- F17 Lumber Fabricators, Inc.
- F18 Federal Homes Corp.
- F19 Barber & Ross Co.
- F20 Trendline Components, Inc.
- F21 Craft Way, Inc.
- F22 Gold Star Homes, Inc.
- F23 Stylcraft Homes, Inc.
- F24 Thero-Bilt Homes
- F25 Allgas Industries, Inc.
- F26 Brooks Homes Corp.
- F27 Calpoert Homes, Inc.
- F28 General Homes
- F29 New Century Homes, Inc.
- F30 Precision Homes
- F31 Kozy Manufacturing Co.
- F32 Standard Homes Div.
- F33 Empire Homes Corp.
- F34 Crawford Corp.
- F35 Morgan C. Elmer, Inc.
- F36 Dixie Homes
- F37 Golden Key Homes, Inc.
- F38 Maryland Housing Corp.
- F39 Precision Quality Built Homes, Inc.
- F40 Assembled Homes, Inc.
- F41 Franklin Homes, Inc.
- F42 Pre-Bilt Construction Co.
- F43 Allied Co.

- F44 Liberty Ready-Cut Homes
- F45 Lytle Modern Homes, Inc.
- F46 Michigan Lumber Fabricators, Inc.
- F47 Semco, Inc.
- F48 Service Home Mfg. Co.
- F49 Universal Homes, Inc.
- F50 Package Homes Inc.
- F51 Home Building Corp.
- F52 Wilson Homes, Inc.
- F53 National Log Construction Co.
- F54 Permco Manufacturing Co.
- F55 Residential Homes
- F56 Allagany Homes Corp.
- F57 Bush Prefabricated Structures, Inc.
- F58 Northern Homes, Inc.
- F59 Dunbar Industries, Inc.
- F60 Expan Homes, Inc.
- F61 Heritage Homes
- F62 Island Homes Corp.
- F63 Metropolitan Homes, Inc.
- F64 Midwest Homes, Inc.
- F65 The Pano House, Inc.
- F66 Pasco Woodwork Co.
- F67 Scholz Homes Inc.
- F68 Wexley Manufacturing Co.
- F69 Southern Mill Homes Co.
- F70 Cottman Planned Homes
- F71 Crestwood Home Co.
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- F78 Buckingham Wood Products, Inc.
- F79 Fairhill Inc.
- F80 Unique Homes, Inc.
- F81 Fabrican
- F82 Holiday House Manufacturors Corp.
- F83 Hushee Ready-Cut Home Co.

- F84 Southwest American Homes, Inc.
- F85 Continental Homes, Inc.
- F86 Farwest Homes (West Coast Mills)
- F87 Lochwall Corp.
- F88 Laidie Structures
- F89 Virginia Lee Homes, Inc.
- F90 Scott Lumber Co.
- F91 Marshall Erdman & Associates, Inc.
- F92 Great Lake Homes, Inc.
- F93 Harmschfeger Homes, Inc.

- F94 Unit Structures, Inc.
 - F95 Colonial Homes Ltd.
 - F96 Engineered Buildings Ltd.
 - F97 Holiday Co., Ltd.
 - F98 Sunnibilt Prefab Products Ltd.
- NEW PRODUCTS**
- F99 Imperial Lighting Products Co.
 - F100 Embassy Steel Products

- F101 H-Bracs, Inc.
 - F102 Richards-Wilcox Mfg. Co.
- WESTERN NEW PRODUCTS**
- F103-W Wood Specialty Products
 - F104-W Vermiculite Co. of Northwest
 - F105-W Holiday House Mfr. Corp.

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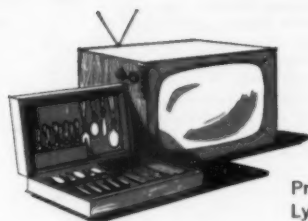
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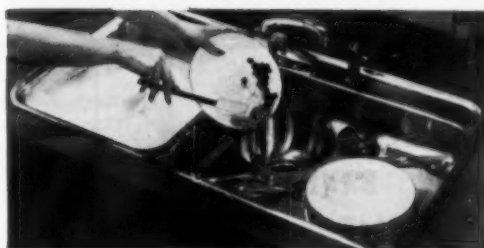


New Lyoncraft Traffic Builder Promotion pulls more sales into your model home!

Prizes and surprises in the big
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Cash in on this terrific traffic-boosting promotion! It's the Traffic Builder Promotion by Lyoncraft—makers of the exclusive Dispo-Well® Sink, acclaimed in leading magazines, talked about in the trade! And Lyoncraft supplies you with everything you need to start the promotion rolling, to publicize it and to entice those prospects to come a-running. Do more houses get sold? You bet you sell more houses! Get in on the promotion right away! Just fill out the coupon below. Better still, call your Lyoncraft salesman right now to learn about the Traffic Builder Promotion!

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DISPO-WELL . . . the only sink designed specially for garbage disposers! Another reason that housewives will be interested in buying the quality houses you build.

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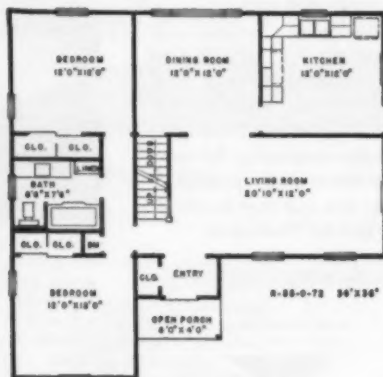
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Other models available in
**MODERN CAPE COD
RANCH
SPLIT LEVEL**

For full details, write on your
own letterhead to Dept. AB



Ford factory-built **HOMES**
Manufactured by IVON R. FORD, INC., McDonough, N. Y.

HOME MANUFACTURERS

(Continued from page 94)

NEBRASKA

PERMCO MANUFACTURING CO.

Peru, Neb.
Distribution Radius: 500 miles
Package Price: \$3,500 to \$9,500 f.o.b.
Sales Policy: dealers
Minimum Order: two
Delivery Time: 21 days
Financing: FHA, VA
Description: room-size exterior panels with sheathing; window and door openings framed; partition panels; ready-cut roof framing; pre-cut roof sheathing, floor joists and subfloors; garage or carport.
Literature: for information, circle No. F54 on reply card, p. 96

NEW JERSEY

PRESIDENTIAL HOMES

Pemberton, N.J.
Distribution Radius: 400 miles
No. Basic Plans: 165; models: 510
Package Price: \$2,200 to \$5,800 f.o.b.
Sales Policy: builders
Minimum Order: one
Delivery Time: 14 days
Financing: up to six months
Description: package includes all framing, sheathing, millwork, hardware, stairs, and sidewall insulation
Literature: for information, circle No. F55 on reply card, p. 96

NEW YORK

ALLEGHANY HOMES CORPORATION

26 Copeland Ave., Homer, N.Y.
Distribution Radius: 300 miles
No. Basic Plans: 16; models: 28
Package Price: \$3,100 to \$11,000 f.o.b.
Sales Policy: builders
Delivery Time: 14 days
Financing: financed for three months
Description: conventional 2x4 stud panels, with insulation and plywood sheathing; factory-applied siding; complete floor system; kitchen sinks, cabinets.
Literature: for information, circle No. F56 on reply card, p. 96

BUSH PREFABRICATED STRUCTURES, INC.

2nd St. & Lenox Rd.
Huntington Station, L.I., N.Y.
Distribution Radius: 350 miles
Sales Policy: other home manufacturers
Delivery Time: as required (usually overnight dispatch)
Description: models manufactured to the plans and specifications of clients, and to other prefab companies whose facilities are too distant to economically serve the Northeastern market.
Literature: for information, circle No. F57 on reply card, p. 96

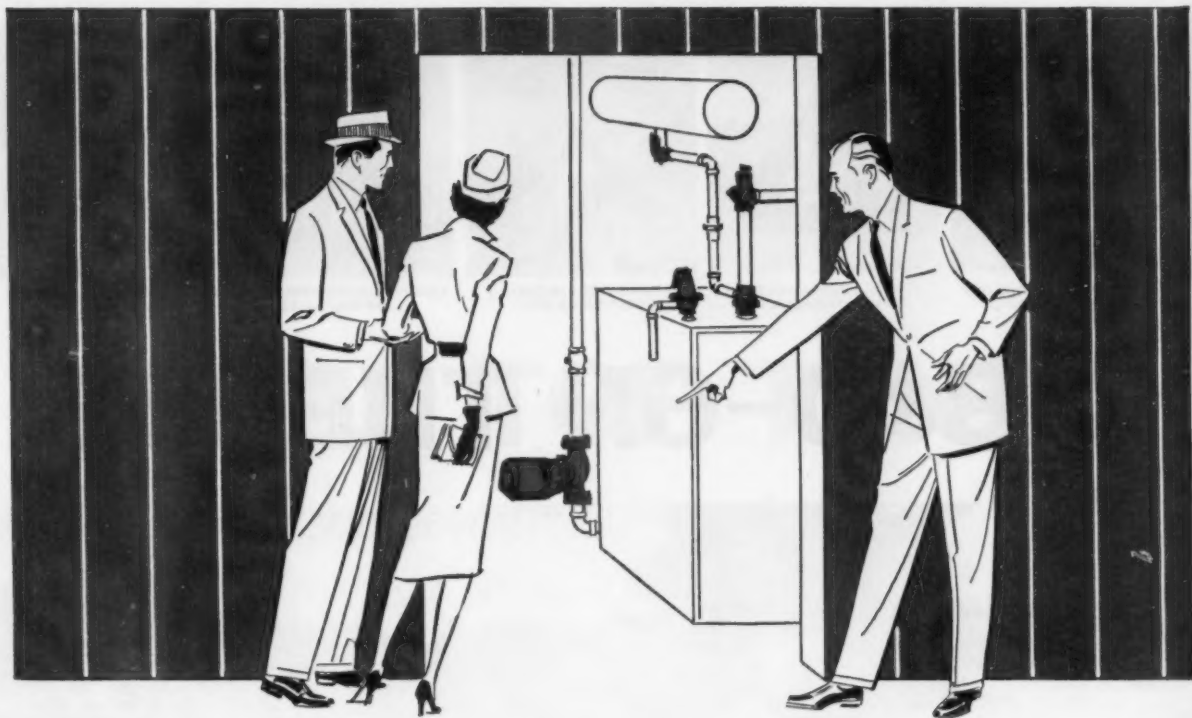
IVON R. FORD, INC.
(See details on page 55)

NORTHERN HOMES, INC.

10 Lacross St., Hudson Falls, N.Y.
Distribution Radius: 250 miles
No. Basic Plans: 70
Package Price: \$2,000 to \$8,000 f.o.b.
Sales Policy: dealers

(Continued on page 102)

AMERICAN BUILDER



YOUR **CLINCHING SALES POINT** CAN BE IN THE BASEMENT (OR UTILITY ROOM)



B&G BOOSTER
...key unit of the
B&G Hydro-Flo System

The B&G Booster and other auxiliary *Hydro-Flo* equipment can be installed on any hot water boiler. This *silent, vibrationless* electric pump circulates hot water through the heating system—accurately controlled to keep indoor temperature constantly at the comfort level. Nearly 3,000,000 Boosters have been installed to date.

A "hydronic" B&G *Hydro-Flo* Heating System puts any home in a class by itself...*adds a genuine quality touch*...assures the buyer that he is getting more value for his money. In thousands of installations, this *forced hot water heating system* has proved a sales clincher!

The B&G *Hydro-Flo* System endows a home with all the essentials of good heating...*the right quality of heat*...*the right location of heat sources*...*accurate control of heat*...*operating economy*...and *long life of equipment*.

It's *cleaner* heat—doesn't soil walls and draperies. It's *quiet* heat—no fan hum. If desired, the same boiler that heats the house can be equipped to furnish year 'round hot faucet water.

The *Hydro-Flo* System can be easily zoned—a particularly important advantage in heating split-level homes.

Send for booklet giving the complete story of the B&G *Hydro-Flo* System.



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Hydro-Flo SYSTEM

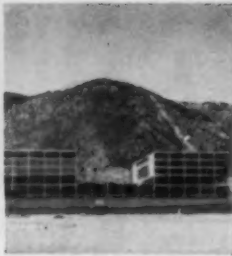
BELL & GOSSETT
C O M P A N Y

Dept. FP-11 Merton Grove, Illinois

Canadian License: S. A. Armstrong Ltd., 1400 O'Connor Drive, Toronto 16, Ontario



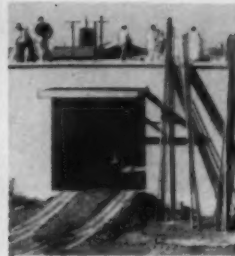
NEW SENATE OFFICE BUILDING
Washington, D. C.



U. S. AIR FORCE ACADEMY
Colorado Springs, Colo.



MISSOURI RIVER BRIDGE
St. Charles, Mo.



CHENNAULT AIR FORCE BASE
Lake Charles, La.

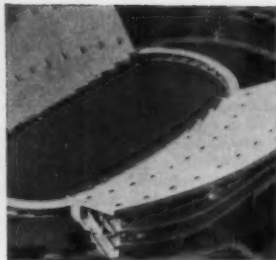


BISSONET PLAZA
New Orleans, La.

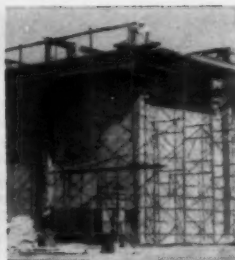
B&D-ON THE JOB



150 Black & Decker Saws
used in construction of
U. S. AIR FORCE ACADEMY
Colorado Springs, Colorado



FOOTBALL STADIUM
Indiana University



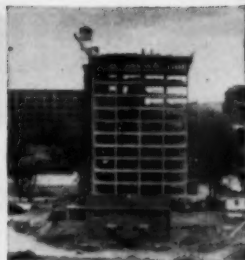
MINOT AIR BASE PROJECT
Minot, N. Dakota



ROUTE # 15 BYPASS
Amity Hall, Pennsylvania



CAPE CANAVERAL MISSILE
CENTER, Cocoa, Florida



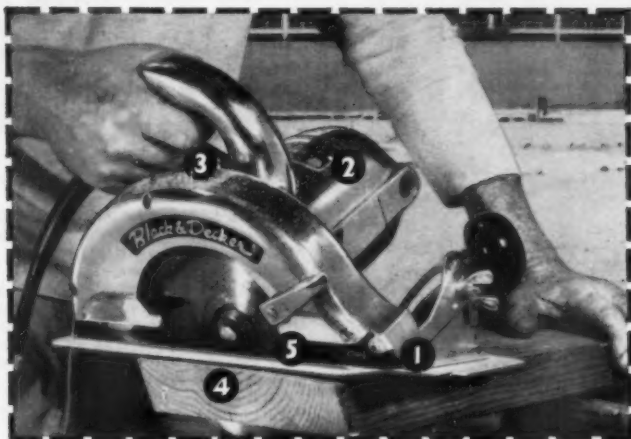
GLENWOOD REDEVELOPMENT
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From coast to coast . . . under roughest field conditions . . . leading contractors and builders specify Black & Decker Saws! Why? For better control in the wood. For *dependable* operation. For solid all-round performance and more board feet per day.

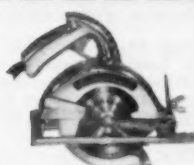
Under *unusual* working conditions—continuous operation, tough handling, rough weather—these projects prove Black & Decker is your best buy! Ask your B&D supplier or write to the address below for complete saw catalog.



1. CONTROL IN THE WOOD . . . light, balanced, easy to adjust, accurate guide.
2. BLADE WON'T QUIT . . . no clutches or overload gimmicks necessary to protect the powerful B&D-built motor.
3. SAFETY . . . totally-enclosed, guarded blade; automatic release switch. UL-listed.
4. ECONOMY . . . fast accurate cutting produces more board feet per day.
5. STRENGTH . . . with new, heat-treated reinforced brackets and shoes.

**Courtesy Minneapolis Star & Tribune*

Complete Line of Heavy-Duty Saws



6 1/2" B&D HEAVY-DUTY SAW



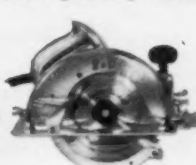
7 1/4" B&D HEAVY-DUTY SAW



8" B&D HEAVY-DUTY SAW



8 1/4" B&D HEAVY-DUTY SAW



9 1/4" B&D HEAVY-DUTY SAW



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3 BEDROOMS
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LARGE LIVING ROOM -
DINING AREA
BRAND NAME
MATERIALS & EQUIPMENT

YOU GET
SPEDY COMPLETION
FASTER TURNOVER
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YOU CAN COMPLETE "YOUR ANSWER" HOUSE FOR \$7520.
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EASY
to Buy
EASY
to Build
EASY
to SELL

HOME MANUFACTURERS

(Continued from page 98)

Minimum Order: one
Delivery Time: 14 to 21 days
Financing: 10% down, balance C.O.D. or bank letter of commitment.
Description: floor panels with 1" sheathing or plyscore; exterior wall panels sheathed with windows and doors installed; ceiling and roof rafters precut.
Literature: for information, circle No. F58 on reply card, p. 96

OHIO

DUNBAR INDUSTRIES, INC.

3810 Upton Ave., Toledo, Ohio
Distribution Radius: 400 miles
No. Basic Plans: 15; models: 111
Package Price: \$2,935 to \$8,275 f.o.b.
Sales Policy: builders
Minimum Order: none
Delivery Time: 14 days
Financing: C.O.D. or bank letter
Description: floor system precut; exterior walls, windows and doors in place; assembled roof trusses, gable ends, interior partitions.
Literature: for information, circle No. F59 on reply card, p. 96

EXPAN HOMES, INC.

15411 Chatfield Ave., Cleveland, Ohio
Distribution Radius: 400 miles
No. Basic Plans: 8; models: 80
Package Price: \$3,075 to \$5,200 f.o.b.
Sales Policy: builders, dealers, individuals
Minimum order: varies with area
Delivery Time: 14 days
Financing: interim; conventional
Description: conventional exterior panels, 2x4, 16" o.c.; insulated sheathing; room-size interior panels. All roofing materials, end gables.
Literature: for information, circle No. F60 on reply card, p. 96

HERITAGE HOMES

19620 Nottingham Rd., Cleveland, Ohio
Distribution Radius: 300 miles
No. Basic Plans: 17; models: unlimited
Package Price: \$2,000 to \$17,000 f.o.b.
Sales: builders, dealers, individuals
Minimum Order: none
Delivery Time: ten days
Financing: 10% down, balance arranged
Description: panels tongued and grooved on outside perimeter with all studs mortised into top and bottom plates. Windows and doors prehung.
Literature: for information, circle No. F61 on reply card, p. 96

INLAND HOMES CORPORATION

501 S. College St., Piqua, Ohio
Distribution Area: 24 states
No. Basic Plans: 21; models: 234
Package Price: \$1,385 to \$4,920 f.o.b.
Sales Policy: dealers
Minimum Order: none
Delivery Time: seven days
Financing: Inland Mortgage Corp.
Description: exterior wall sections with factory-applied siding; windows and doors installed; interior partitions; roof trusses and gables; roof sheathing; roofing and hardware.
Literature: for information, circle No. F62 on reply card, p. 96

(Continued on page 106)

for interior
paneling and woodwork

SPECIFY  Cabot's

Cabot's STAIN WAX

CUTS YOUR COSTS

- Stains, waxes, seals in one easy operation
- Creates satisfied customers
- Produces rich, satin-like finish that brings out the delicate shadings of the wood grain
- Seals and protects the wood
- Easy to use, easy to keep clean
- Excellent for all kinds of wood

WRITE FOR COLOR CARD TODAY

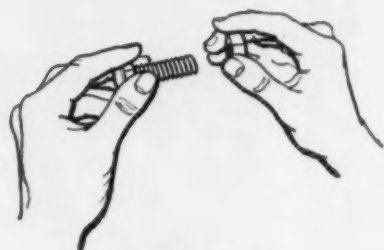


SAMUEL CABOT INC.
224 Oliver Building
Boston 9, Mass.

Please send Stain Wax color card



Removability...



makes the difference

IN BUYER APPEAL—because home buyers know how much easier it is to clean, paint or reglaze removable windows. Homes with R. O. W. windows are worth more, always.

IN INSTALLATION TIME—because with sash removed and stored safely, one man can install all but the largest R. O. W. units, alone. You'll save up to 50% in painting time, too, by painting sash on bench or easel.

IN WEATHER PROTECTION—because the same springs which permit instant R. O. W. sash removal also insure a snug all-season fit, free from rattles or sticking. It's easy to demonstrate the *extra* features.

See your local lumber dealer or write—



R·O·W is the registered trade-mark of the R·O·W Sales Company

R·O·W SALES COMPANY • 1301-2 ACADEMY AVENUE • FERNDALE 20, MICHIGAN

FEBRUARY 1959

103

A black and white photograph of a house. In the foreground, a porch with a dark wooden door and a decorative lantern is visible. The house in the background features a large, multi-paned window and a prominent chimney. The sky is overcast.

How many

of these MASONITE PANELS have you used

...to save time and money?
...to create more attractive exteriors?

There's a double reward for you when you specify Masonite® panels for exteriors.

First, you'll find you can put up these tough hard-board weather-fighters in less time; the painters will finish them faster and easier. These rugged panels resist dents, scratches and blemishes.

Second, they'll really help you sell. With such a broad variety of handsome designs, exteriors can be made distinctive and *different* even in a large project.

Run your eye down the list of Masonite exterior panels below. Select those you want for your next job—now.

1. **Shadowvent® siding.** The revolutionary application method with no visible nails. A real cost-cutter.
2. **Tempered Presdwood®** panels with battens. Cover big areas fast. Popular on gable ends.
3. **Panelgroove®.** Has broad grooves every 4", 8" or random grooved. Shiplapped joints create an unbroken pattern.
4. **Ridgegroove®.** (not illustrated). Panelgroove with a Ridgeline texture. Attractive at any distance.
5. **Ridgeline®.** (not illustrated). Continuous shallow ridges for design interest. In panels, shingles or siding. Takes paint or stain.
6. **Panelwood®** (not illustrated). Smooth, durable surface for low-cost applications on protected exteriors, such as soffits, carport ceilings, etc.

Ask your Masonite representative or lumber dealer about these increasingly popular panels. Chances are they'll give you the location of a recent nearby installation. Or mail the coupon for full details.

MASONITE 
CORPORATION

©Masonite Corporation—manufacturer of quality panel products.

MASONITE CORPORATION
Dept. AB-2, Box 777, Chicago 90, Ill.
Please send me your illustrated brochure
on Masonite exterior panels.

Name.....

Firm.....

Address.....

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

Zone..... County.....

"TROUBLE SAVER"®



**adjustable
STEEL TRESTLES
and SCAFFOLDING
ACCESSORIES**
**save time, money
and manpower**

Ideal for plastering, painting, roofing and siding contractors—"Trouble Saver" Trestles and Scaffolding Accessories are strong, durably-made, adjust quickly to meet all type of on-job conditions. Write for a copy of Catalog M-R which contains complete details and descriptions.

BIG NEW CATALOG NOW AVAILABLE

SEND
FOR
YOUR FREE
COPY TODAY!

THE STEEL SCAFFOLDING CO., Inc.

Route 119 North, P.O. Box 1792, Dept. AB
Uniontown, Pennsylvania
Gentlemen: Kindly send us a copy of catalog M-R

Name _____ Title _____
Company _____
Address _____
City _____ Zone _____ State _____



In selecting a sump pump for residential installation the contractor must be sure that it is a SAFE PUMP! Safe for the homeowner and his family. The well Submersible Sump Pump is a safe pump.



Approved and listed by the Underwriters' Laboratories, Inc.

Select a safe **well**
SUBMERSIBLE SUMP PUMP

because...

Send for FREE Booklet,
"THE TRUTH ABOUT SUMP PUMPS"
Make your Sump Pump
ANOTHER HIDDEN VALUE

well PUMP COMPANY

15108 No. Fremont St.
Chicago 22, Illinois

- **IT IS QUIET.** All operation is in the pit.
- **IT IS CLEAN.** The pit is sealed. No dirt, no odors.
- **LOW INSTALLATION COST.** Only one piping connection; one electrical connection (just plug in).
- **LOW MAINTENANCE COST.** The factory sealed and permanently lubricated unit, all ball bearing, 1/3 HP Capacitor motor with overload protection assures long life.
- **IT IS DEPENDABLE.** Heavy duty construction and fully tested MICRO-SWITCH guarantee trouble-free performance.

HOME MANUFACTURERS

(Continued from page 102)

METROPOLITAN HOMES, INC.

721 W. Columbia St., Springfield, Ohio
Distribution Area: Ohio, Ind., Mich. Ky.
No. Basic Plans: six; models: 62
Package Price: \$1,800 to \$6,000 f.o.b.
Sales Policy: builders
Minimum Order: one
Delivery Time: varies
Financing: letter of credit from mortgagee
Description: full wall sections with insulating sheathing or glued plywood sheathing; king-post trusses; wide overhang; and open planning.
Literature: for information, circle No. F63 on reply card, p. 96

MIDWEST HOUSES, INC.

Box 334, Mansfield, Ohio
Distribution Area: Ohio, Mich., W. Va., West Pa.
No. Basic Plans: 16; models: 40
Package Price: \$2,700 to \$9,000 f.o.b.
Sales Policy: builders
Minimum Order: ten per year
Delivery Time: 14 days
Financing: 2% presentation of invoice, 1% ten days later
Description: floors, walls and partitions in conventional framing; windows, doors and wall insulation in place; roof trusses or ceiling joist and rafters; kitchen cabinets and hardware.
Literature: for information, circle No. F64 on reply card, p. 96

THE PANA HOUSE, INC.

3716 W. 143 St., Cleveland, Ohio
Distribution Radius: 500 miles
No. Basic Plans: 30; models: 65
Package Price: \$2,100 to \$7,500
Sales Policy: builders, dealers
Minimum Order: one
Delivery Time: seven days
Financing: through affiliated companies
Description: package uses interior and exterior interchangeable panel system.
Literature: for information, circle No. F65 on reply card, p. 96

PEASE WOODWORK CO.

900 Forest Ave., Hamilton, Ohio
Distribution Radius: 600 miles
No. Basic Plans: 40; models: 18
Package Price: \$3,389 to \$10,316 f.o.b.
Sales Policy: builders, individuals
Minimum Order: one
Delivery Time: seven days
Financing: bank letter; conventional; interim, permanent financing
Description: floor materials precut with plywood subfloor; conventional framing for all walls; roof trusses with plywood sheathing; roofing and siding furnished.
Literature: for information, circle No. F66 on reply card, p. 96

THYER MANUFACTURING CO.

(See details on page 61)

SCHOLZ HOMES INC.

2001 N. Westwood Ave., Toledo 7, Ohio
Distribution Area: 48 states
No. Basic Plans: 150; models: 50
Package Price: \$3,000 to \$5,000 f.o.b.
Sales Policy: builders
Minimum Order: one
Delivery Time: 14 to 21 days
Financing: assistance only
Literature: for information, circle No. F67 on reply card, p. 96

(Continued on page 110)



**MAKE EXTRA
MONEY
WITH EVERY**

SQUEEZE

Speed your work with the Bostitch T-5 Tacker

POWERFUL —a rugged spring drives the staple securely into the work.

FAST —one hand, one squeeze and the staple's in. One hand's free to position the work.

VERSATILE —choose from three spring tensions. Six types of Bostitch staples for ceiling tile alone . . . 15 types and sizes for *all* tacking jobs.

CONVENIENT —for tight places. Works fine where you can't swing a hammer.

ACCURATE —drives the staple precisely where you want it—within 1/16th" of an obstruction.

FLEXIBLE —does scores of fastening jobs better and faster than conventional methods. Installs ceiling tile, insulation, screening, low-voltage wiring, metal lath, Cornerite, to name only a few.

SO WELL MADE WE SERVICE IT FREE

See and try the Bostitch T-5 Tacker at your Building Supply Dealer's

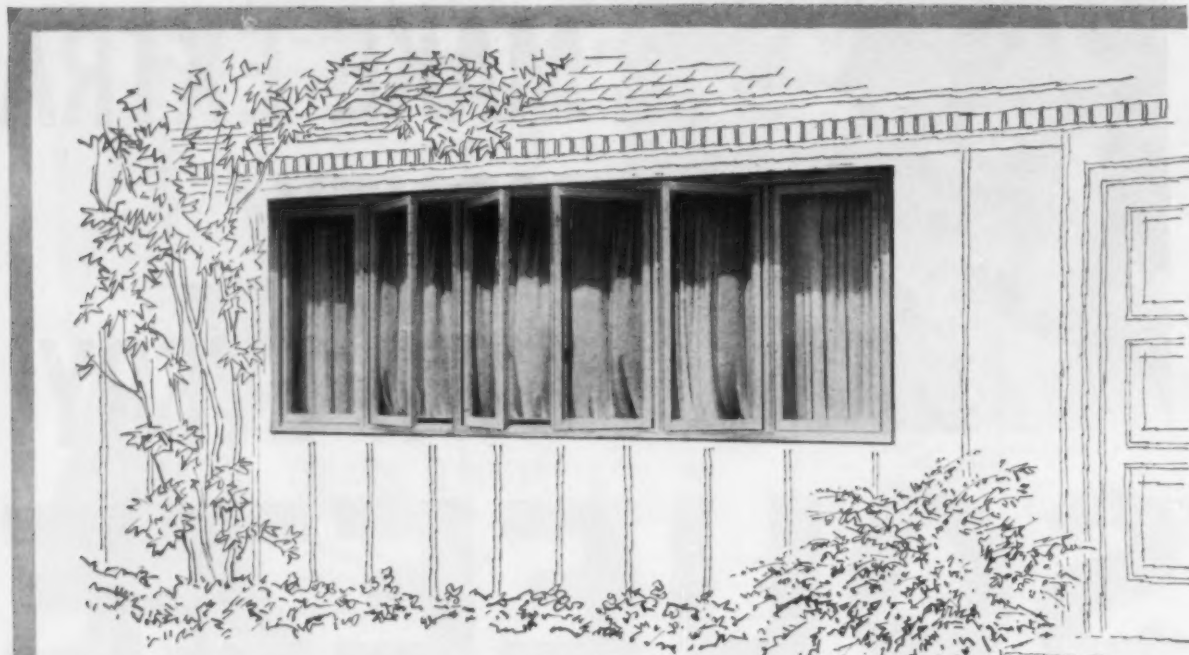
Put a T-5 in your tool chest. Reach for it where you now reach for hammer and tacks. The time you save is profit in your pocket.

Fasten it better and faster with

BOSTITCH®
STAPLERS AND STAPLES

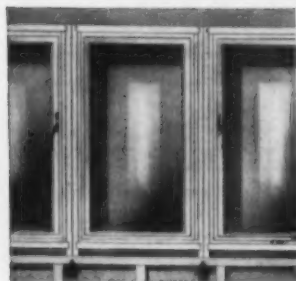
822 Briggs Drive, East Greenwich, R. I.

Imaginative Window Arrangements Easily Accomplished with All-New...



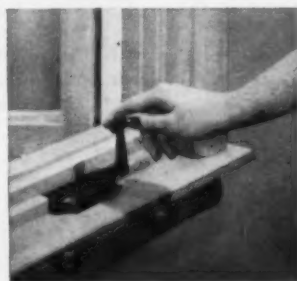
Sleek exterior lines with concealed hinges, unitized sill, twin-system weather-strip-ping, make BILT-WELL Casements the most modern you can use.

Attractive, unique window arrangements can help sell your homes. And no other window offers the design flexibility of the all new BILT-WELL CASEMENT WINDOW. The unique unitized sill incorporated in the design of the casement makes it possible to install individual units side by side on plate or masonry in long, continuous ribbons, or they can be used as flankers for matching BILT-WELL Picture Windows.



Unitized Sill

Sleek BILT-WELL Casement has unitized sill—integral with the frame. Units can be grouped quickly and economically. No more problem with long, straight sills.



Window Operator

Easy-opening BILT-WELL Casement features feather-touch fool-proof action.

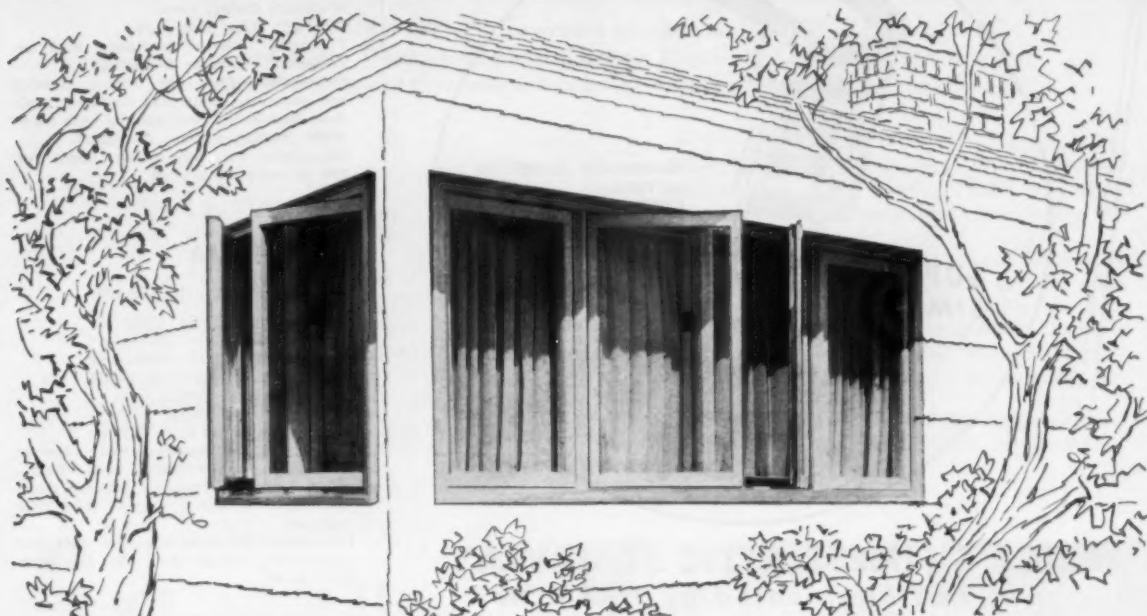
Use BILT-WELL casement windows in the homes you build



For complete information on BILT-WELL Products see 1959 Sweet's Architectural 17c/Car and 24b/Car, or Sweet's Light Construction 6c/Car and 12a/Car

* WRITE FOR INFILTRATION REPORT NO. 5820-6

BILT-WELL Casements

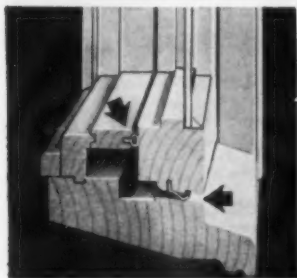


Use **BILT-WELL Casements** singly, in pairs, in multiple units with matching **BILT-WELL picture sash**.

BILT-WELL Casements are available in three widths, 16", 20" and 24" and in five heights, 24", 32", 36", 48" and 60".

Matching picture sash available in 15 different sizes.

The **BILT-WELL Casement**, when tested for weathertightness, consistently recorded a high efficiency. Infiltration tests showed an exceptionally good seal between weatherstripped sash and frame. This results in important savings to the home owner in heating costs, and assures greater year around comfort.*



Weather Stripping

Twin-system **BILT-WELL** weather stripping (two independent arrangements, one of vinyl tubing, one of stainless steel) plus snap-on storm panels are lifetime money savers, reducing heating costs as much as 4 cents per window per day.



Concealed Hinges

Sturdy **BILT-WELL** hardware is concealed for trim, uncluttered appearance. Prowler-proof... dependable... guaranteed. Provides 90° sash opening for easy cleaning.

BILT-WELL WOODWORK

Manufactured since 1866 by

CARADCO, Inc., Dubuque, Iowa

(formerly Carr, Adams & Collier Company)

PRECISION Symbol of Quality

SUPER SIMPLEX



NATIONALLY ADVERTISED
IN THESE
CONSUMER BUILDING BOOKS
House Beautiful
Better Homes & Gardens
House & Garden
Home Modernizing Guide
New Homes Guide

AMERICA'S FINEST ATTIC STAIRWAY Designed and Engineered by HARMON

The Super Simplex Stairway is stronger . . . bigger (for 30" x 54" ceiling opening). It's especially built to enable home-owners to take full advantage of the attic for safe, dry storage of large equipment and furniture.

This Precision-Built stairway is a symbol of quality to homebuyers everywhere . . . a positive sales feature to you!

CHECK THESE QUALITY FEATURES:

- Fits 30" x 54" rough opening
- Insulated, flush-type door panel
- Concealed door hinges
- Double hinges for ruggedness and strength
- Full width safety treads
- Highest quality materials throughout
- No attic space required
- Shipped in one package.

PRECISION "Labor-Saver" Closet Front Assembly

Another guaranteed quality product designed by HARMON for fine homes everywhere.

- Louvered doors in White Pine.
- Flush doors Solid Core.
- Available in White Pine, Knotty Pine, Ponderosa, Birch or Luan Mahogany, and Walnut.
- Aluminum Track and Nylon Bearings on all doors for perfect alignment and operation.
- Completely assembled and packed one to a carton.
- Can be installed in 20 minutes by one person with hammer and screwdriver.
- 2 standard sizes: 49 1/2" x 91 1/2" & 25 1/2" x 91 1/2". Also available in special sizes.



MANUFACTURERS OF AMERICA'S MOST COMPLETE LINE OF ATTIC STAIRWAYS

PRECISION parts corporation

400-AB North 1st St. Nashville 7, Tennessee

Please send me FREE color brochure and complete information on:

- Precision Stairway Line Precision "Labor-Saver" Closet Front Assembly

NAME _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

HOME MANUFACTURERS

(Continued from page 106)

WEAKLEY MANUFACTURING CO.

S. 26 St., Newark, Ohio
Distribution Radius: 350 miles
No. Basic Plans: 46; models: 11
Package Price: \$2,672 to \$6,803 f.o.b.
Sales Policy: dealers
Minimum Order: open
Delivery Time: five days
Financing: interim, mortgage, land development, package financing
Description: Fink-type trusses; interior and exterior panels; 2x4 studding; windows installed; doors prehung with hardware; heating systems furnished.
Literature: for information, circle No. F68 on reply card, p. 96

OKLAHOMA

SOUTHERN MILL HOMES CO.

P.O. Box 1087, Tulsa, Okla.
Distribution Radius: 300 miles
No. Basic Plans: 10; models: 40
Package Price: \$3,000 to \$8,000 f.o.b.
Sales Policy: dealers
Minimum Order: none
Delivery Time: 14 to 21 days
Description: all exterior walls framed with doors and windows hung. Fabricated gables and trusses; interior doors assembled; cabinets, drywall and trim included.
Literature: for more complete data and information, circle No. F69 on reply card, p. 96

PENNSYLVANIA

ADMIRAL HOMES, INC.

(See details on page 54)

AMERICAN HOUSES, INC.

(See details on page 54)

COTTMAN PLANNED HOMES

820 Cottman St., Phila., Pa.
Distribution Radius: 175 miles
No. Basic Plans: 10; models: 22
Package Price: \$2,200 to \$4,500 f.o.b.
Sales Policy: builders, dealers and individuals
Minimum Order: one
Delivery Time: 17 days
Financing: four plans
Literature: for information, circle No. F70 on reply card, p. 96

CRESTWOOD HOME CO.

Reynolds Development, Route 18
Greenville, Pa.
Distribution Radius: 150 miles
No. Basic Plans: 15; models: 39
Package Price: \$3,550 to \$10,548 f.o.b.; first fifty miles are free
Sales Policy: dealers, individuals
Minimum Order: one
Delivery Time: 14 days
Financing: bank letter; Crestwood Homes Co.; interim financing
Description: exterior walls fabricated with full-size 2x4 studdings; insulating sheathing; windows prime-coated and installed in each section, with three types available.
Literature: for more complete description and information, circle No. F71 on reply card, p. 96

(Continued on page 112)

Total Prefabrication

CAN VIRTUALLY **DOUBLE** YOUR PROFITS PER HOUSE!

Only GENERAL HOMES provides plant-installed Wiring, Plumbing, Sheet Metal Work, Complete Kitchen Unit—plus Exterior and Interior Painting—to give you sensational savings in time and field labor!

WE'LL FLY YOU TO FORT WAYNE

In our own twin-engine plane, for actual demonstration of Total Prefabrication, if you are a qualified builder with available land. See our all-new plant, most modern in the Industry. Offer open to any qualified builder within 450 miles of Fort Wayne. Contact me personally—phone KEnmore 6221.

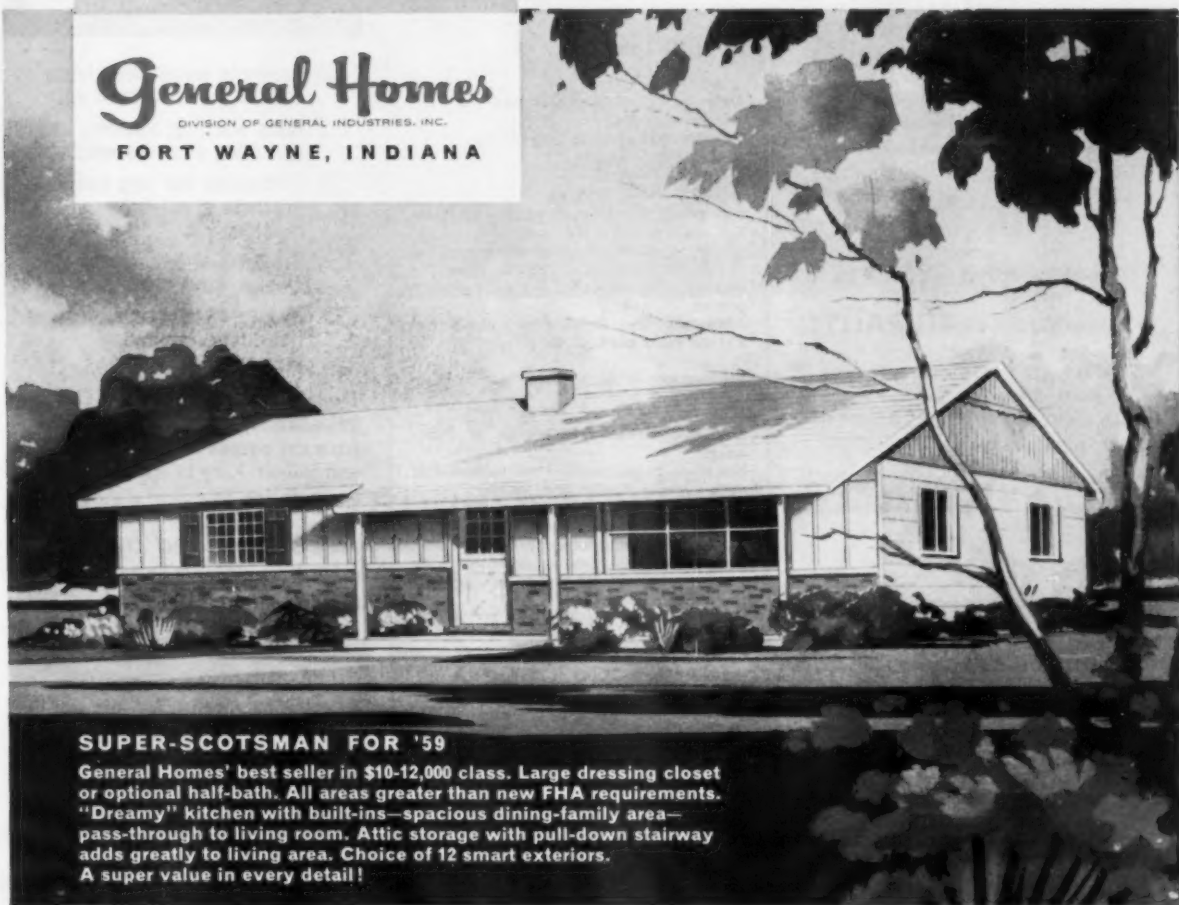
Wm. B. F. Hall, President

General Homes builders get the most completely finished "package" in the industry. That's why they make far more profit per house, yet consistently undersell competition.

Whether you now build conventional houses or another prefab line, you can quickly expand your operations with a General Homes dealership. Because of minimum finishing time, you can schedule Generals for a small project or scattered lots without disrupting your present program—and substantially increase your income.

Get the General idea for 1959: Total Prefabrication plus Total Financing and Total Dealer Service equals Total Success!

General Homes
DIVISION OF GENERAL INDUSTRIES, INC.
FORT WAYNE, INDIANA



SUPER-SCOTSMAN FOR '59

General Homes' best seller in \$10-12,000 class. Large dressing closet or optional half-bath. All areas greater than new FHA requirements. "Dreamy" kitchen with built-ins—spacious dining-family area—pass-through to living room. Attic storage with pull-down stairway adds greatly to living area. Choice of 12 smart exteriors. A super value in every detail!

MODULAR HOMES

presents...its new,
trend setting
Value Line



Designed and built in conformity with MODULAR'S reputation for producing America's finest manufactured homes, the new modest priced SUBURBAN LINE offers unprecedented value and style in a complete range of models.

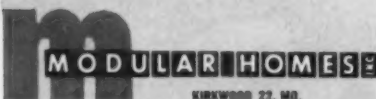
Style...Yes!

Value...TREMENDOUS!

Quality...NATURALLY!

SUBURBAN HOMES are the homes all America will be seeking in 1959. Be the first to show them in your area.

If you build in the Mid-West write for complete details on models and prices. Sold through dealers exclusively.



Please send me details on the new SUBURBAN LINE of Modular Homes. I plan on building _____ homes in 1959.

Name _____

Firm _____

Address _____

City _____ State _____

HOME MANUFACTURERS

(Continued from page 110)

FRANKLIN THRIFT HOMES CO.

N. Atherton St., P.O. Box 631, State College, Pa.
Distribution Area: U.S. and Territories
No. Basic Plans: 69
Package Price: \$1,640 to \$13,990 f.o.b.
Sales Policy: builders, dealers and individuals
Minimum Order: one
Delivery Time: 15 days
Financing: Franklin Thrift Financing; building and loans; banks
Description: precut materials, side walls panelized, with window and door openings, and rigid insulation applied.
Literature: for information, circle No. F72 on reply card, p. 96

HILCO HOMES

70th St. off Essington Ave., Phila., Pa.
Distribution Radius: 250 miles
No. Basic Plans: 18; models: 41
Package Price: \$2,500 to \$6,500 f.o.b.
Sales Policy: builders, dealers
Minimum Order: five
Delivery Time: ten days
Financing: to be arranged
Description: all lumber and millwork complete; precut bridging; girders partially assembled; floor joists cut to length; windows assembled and glazed; packaged trim; and wall covering.
Literature: for information, circle No. F73 on reply card, p. 96

NORTHERN HOMES OF PA., INC.

Chambersburg, Pa.
Distribution Radius: 450 miles
No. models: 80
Package Price: \$2,000 to \$10,000 f.o.b.
Sales Policy: dealers
Minimum Order: none
Delivery Time: 14 days
Financing: company arrangements
Description: exterior and interior in panels, windows and doors hung in place; choice of exterior sheathing. Floors in sections or precut; roof and ceiling joists precut.
Literature: for information, circle No. F74 on reply card, p. 96

SHOWCASE HOMES, INC.

Pittsburgh, Pa.
Distribution Radius: vicinity of Pittsburgh
No. Basic Plans: worked out individually with lumber dealer and builder
Sales Policy: lumber dealers
Financing: local financing, other independent financing procedures
Description: Erection supervision; wide variety of sales and merchandising aids available to builders
Literature: for information, circle No. F75 on reply card, p. 96

SWIFT HOMES, INC.

1 Chicago Ave., Elizabeth, Pa.
Distribution Area: east of Mississippi
No. Basic Plans: 72; models: 30
Package Price: \$1,795 to \$4,995 f.o.b.
Sales Policy: dealers
Minimum Order: none
Delivery Time: seven to 14 days
Financing: United Dealers Corp.
Description: precut basic shell includes floor (framing and flooring); sidewalls (windows, doors, siding, insulation);

(Continued on page 118)

MORE SATISFIED HOME BUYERS



- ⊞ Prevents wood checking, cracking—inside and out
- ⊞ Ends warping, swelling and shrinking of doors, windows
- ⊞ Eliminates tile "pop outs"—protects grout from cracking
- ⊞ Prevents efflorescence of plaster, stucco, brick
- ⊞ Moisture proofs concrete floors prior to laying asphalt or vinyl tile

Deep penetrating, colorless Thompson's Water Seal locks out moisture from any porous material for 5 years and longer. Easy to apply by brush, spray, roller.

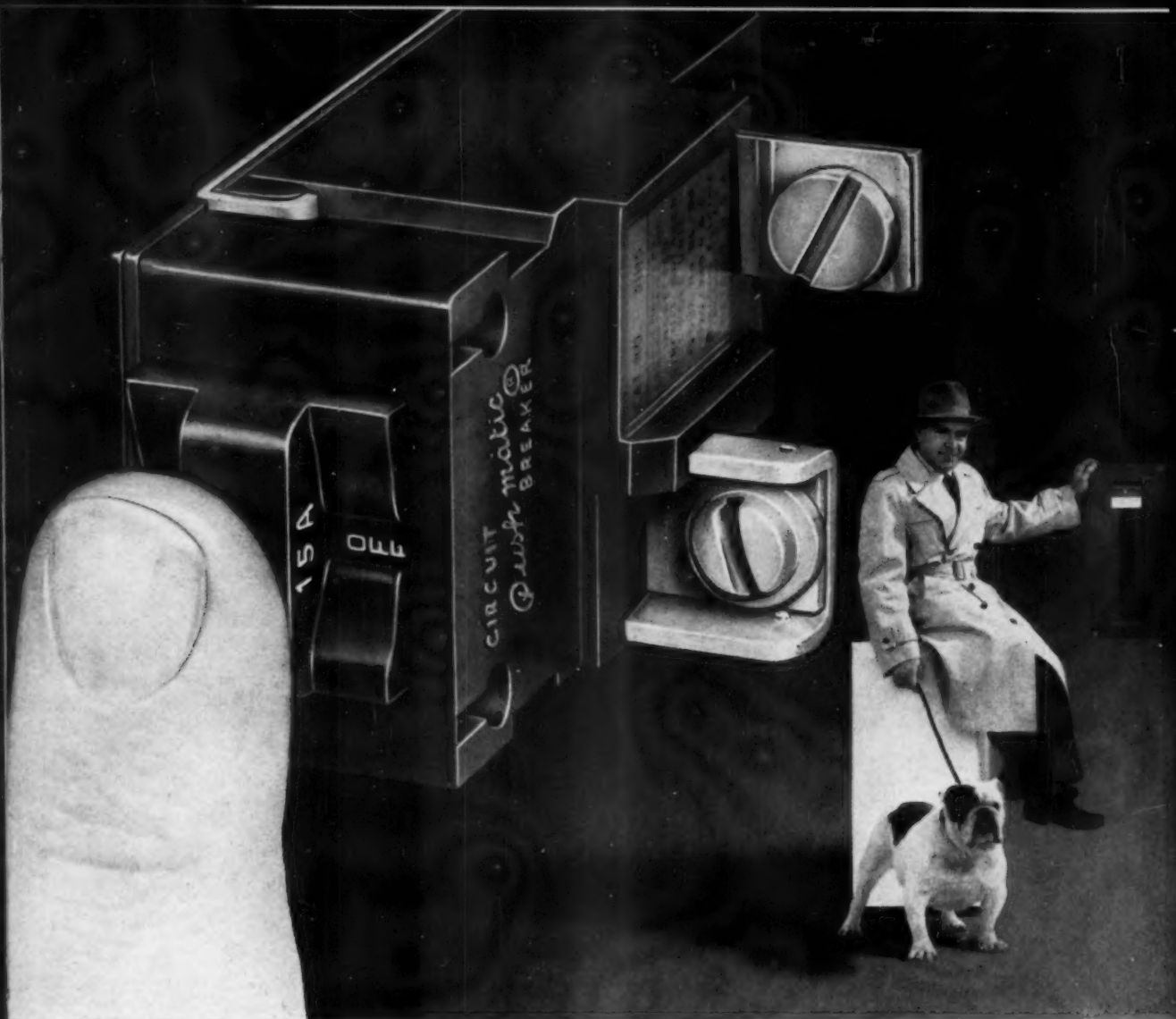
Recommended by
Leading Contractors
Sold by paint, hardware and building supply stores.

Thompson's

MANUFACTURERS OF FINE PROTECTIVE CHEMICALS SINCE 1929

E. A. Thompson Co., Inc., Merchandise Mart, San Francisco 3, California

San Francisco • Los Angeles • San Diego • Portland • Chicago • Seattle • Denver • Dallas • Houston • St. Louis • St. Paul • Detroit • Philadelphia • New York City • Memphis • Cleveland • Factory: King City, California



EASIER SALES, RIGHT AT YOUR FINGERTIP, WHEN YOU SPECIFY TROUBLE-FREE PUSHMATIC BREAKERS

We asked builders, "How do Pushmatic® circuit breakers help you sell more homes?" And here are a few answers—

"Today, prospects go for the idea of safer electrical living—and no fuses to change."

"Maximum protection of everything electrical from the utility pole right to the appliance cord. That impresses them."

"I tell 'em Pushmatic means Full Housepower with complete safety."

"Great pushbutton convenience—just

push the button to operate."

Next we asked, "What do you, as a builder, like about Pushmatic circuit breakers?" We got many answers. Here are some—

"Pushmatic protection and full capacity—plenty for present and future electrical needs."

"Pushbutton convenience is easy to sell."

"Real consumer appeal and acceptance."

Specify Bulldog Pushmatic so your buyers live safer electrically—enjoy a world of pushbutton convenience for years to come!

© MECO

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.

Give home buyers
floors that

Oak Floors offer a lifetime of beauty and comfort

Don't overlook the obvious sales advantage of a *permanent* floor in the homes you build. Prospective home buyers are familiar with Oak's durability, accept it without question as the quality floor that will never wear out. Realtors, aware of this preference, recently voted Strip Oak Floors the "most acceptable" of all floors by an overwhelming margin. Yet this lifetime floor actually costs less than almost any other flooring material. You can afford to use it in even your lowest-priced homes, giving them distinctive beauty that appeals to every home buyer. Oak Floors have a rich, natural look of luxury, plus the practical advantages of easy maintenance and resistance to damage. They are so much more healthful than cold synthetic floors. Ideal for modern living, Oak is the one floor you can count on to help sell a home of any style or price.



NATIONAL OAK FLOORING MANUFACTURERS' ASSOCIATION
814 Sterick Building, Memphis 3, Tenn.



Owners want floors that resist damage

Oak is the most practical floor for today's busy homes. It's tough, durable and resistant to signs of age and wear.



They also want warmth and comfort underfoot

Oak's high insulating quality and shock-absorbing resilience increase comfort and help prevent colds.

OAK FLOORS

The most popular.

outlast the mortgage



**31-year-old floor
looks like new**

This beautiful Oak Floor was installed in a Chicago home 31 years ago. It provides the perfect background for the present contemporary furnishings of the remodeled room, and has lost none of its original style and beauty in spite of constant hard wear. Here's convincing proof of the lifetime durability you give home buyers when you use Oak Floors.

**Compare these
advantages of OAK
with any floor
at any price**

- Lifetime durability
- Comfortable resilience
- Resistance to damage
- Easy to keep clean
- High insulating quality
- Natural wood beauty
- Distinctive grain and color
- Non-denting surface
- Warm and healthful
- Low cost

most practical of all floors



designed for each other!

ONLY EDWARDS

has everything you need for a
low cost, zone control hydronic
heating system

Everything you need for efficient, low cost zone control heating—heating unit, zone control valves, and baseboard elements—are now available from **one** dependable source: Edwards Engineering!

Only Edwards offers a completely integrated, zoned heating system, with components that have been designed to go together for the life of the system. You shop just once for everything, with one manufacturer guaranteeing everything. Your initial cost is lower—the Edwards zone control system is the most economical on the market. Your installation costs are lower—two men do the job in one day! That means higher profits for you and the world's finest zone control baseboard heating system for your customers. That's an unbeatable combination for selling homes.

EDWARDS ZONE-A-MATIC HEATING UNIT is guaranteed for 20 years, handles from 1 to 6 **pre-wired**

motorized zone control valves. All-copper tankless hot water heating coil; simple to install; complies with ASME code; completely assembled and pre-wired; compact and good-looking.

MOTORIZED ZONE CONTROL VALVES feature completely enclosed, hermetically sealed mercury switches; completely silent with positive shut-off valve. No thermal leakage when closed. Uses standard 3-wire low-voltage thermostat; electric power drawn only during opening and closing; excellent for hot water or steam systems.

BOX-FIN BASEBOARD ELEMENTS are factory cut to **any desired length**, making installation simple, economical, and eliminating ugly joints and splicers. No metal to metal contact; available in white, chrome, copper-tone and wood-grain.

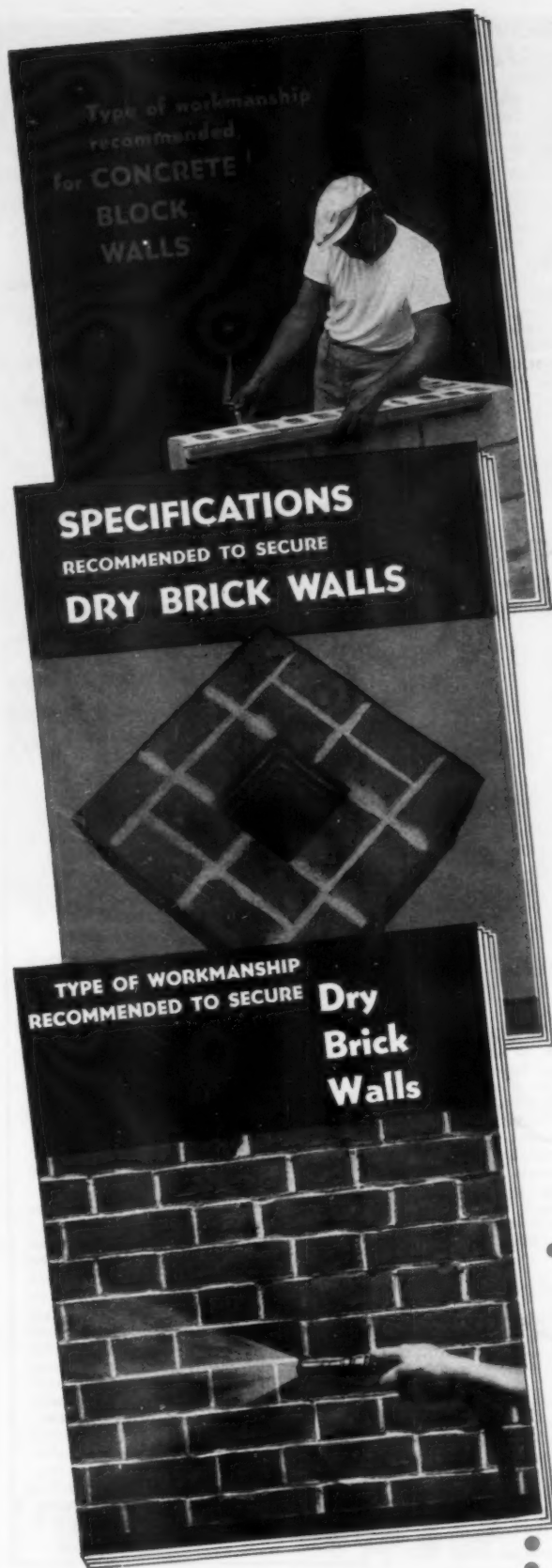


Write today for the full-color story...

EDWARDS ENGINEERING CORP.

209 Alexander Avenue, Pompton Plains, New Jersey

Member of BHC: Better Heating-Cooling Council



GET THESE IMPORTANT BOOKS!

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

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

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

LOUISVILLE CEMENT COMPANY, LOUISVILLE, KY,
Manufacturers of
BRIXMENT FOR MORTAR

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

Gentlemen:

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

Name

Firm

Street

City State

**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!

DEALER INQUIRIES INVITED!



Since 1900

Leader in Quality Woodcutting Machines

MAIL THIS COUPON TODAY!

Dosch Manufacturing Co. Phone:
Thornton, Delaware County, Pa. GLOBE
9-3845

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.
 My guaranteed DOSCH CUSTOM CUTTER, F.O.B. factory, thus avoiding C.O.D. charges. I enclose check or money order for \$74.50.

Name _____

Address _____

City _____ County _____ State _____

HOME MANUFACTURERS

(Continued from page 112)

roof (shingles, sheathing, framing); interior partitions; trim; hardware.
Literature: for information, circle No. F76 on reply card, p. 96

TECHBUILT, INC.

127 Mt. Auburn St., Cambridge, Mass.
Distribution Area: United States
No. Basic Plans: 15; models: unlimited
Sales Policy: builders, dealers and individuals

Minimum Order: one

Delivery Time: 14 days

Description: paneled roofs and floors; interior and exterior doors prehung; modular wall panels, post and beam framing; baseboard radiation; roofing; and appliances.

Literature: for information, circle No. F77 on reply card, p. 96

UNITED STATES STEEL HOMES

(See details on page 61)

SOUTH DAKOTA

BUCKINGHAM WOOD PRODUCTS, INC.

931 E. North St., Rapid City, S.D.

Distribution Radius: 600 miles

No. Basic Plans: 20; models: unlimited

Package Price: \$3,550 to \$10,950 f.o.b.

Sales Policy: dealers

Minimum Order: five

Delivery Time: seven days

Financing: 2% ten days; other terms

Description: precut floor system; prefabricated wall, ceiling, roof system; interior and exterior wall finish job applied. Complete package from foundation up.

Literature: for more complete description and information, circle No. F78 on reply card, p. 96

TENNESSEE

FAIRHILL INCORPORATED

2165 Latham, Memphis, Tenn.

Distribution Radius: 500 miles

No. Basic Plans: 12; models: 60

Package Price: \$2,600 to \$5,500 f.o.b.

Sales Policy: builders, dealers

Minimum Order: none

Delivery Time: eight days

Financing: C.O.D. or letter of credit
Description: wall panels; roof structure; windows in panels; prehung doors; prefinished kitchen cabinets. Prefabricated or pre-cut specialty items. Colonial, ranch or contemporary.

Literature: for more complete description and information, circle No. F79 on reply card, p. 96

UNIQUE HOMES, INC.

2915 8th Ave., Chattanooga, Tenn.

No. Basic Plans: unlimited

Package Price: \$2,300 to \$11,000 f.o.b.

Sales Policy: builders, individuals

Minimum Order: one

Delivery Time: ten days

Description: everything above foundation except plumbing, wiring, heating, floor and wall tile, paint and gutting. Custom fabrication.

Literature: for more complete description and information, circle No. F80 on reply card, p. 96

(Continued on page 122)



A NEW Gaslite

INCORPORATING
THE MOST

ADVANCED FEATURES

AND DESIGNS

IN DECORATIVE

Outdoor Lighting



LOOK FOR THE NAME



for information write:
ARKLA AIR CONDITIONING CORP.
SALES OFFICES: LITTLE ROCK, ARK.



A Complete Packaged Double Hung Window

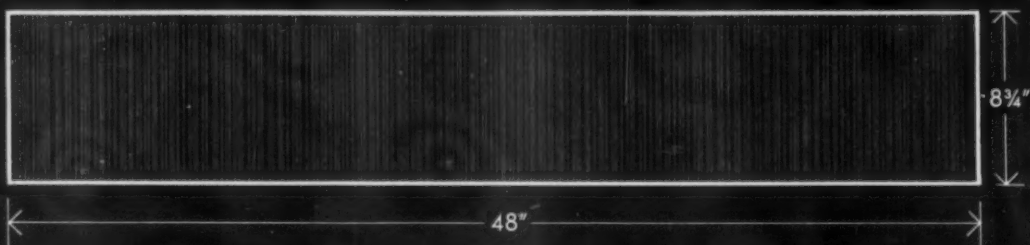
The Fleetlite double, double hung aluminum window with interior sash, storm sash and Fiberglass screen is factory assembled, glazed, individually cartoned and

shipped directly to the job site. Easily installed with adjustable anchor clip attachments in brick, masonry, concrete or wood frame construction. No fitting or finishing on the job.

Fleetlite double hung windows are constructed of special box-channel extrusions for maximum rigidity and strength. Accurately extruded frame and sash permit close contact without binding, never require painting or extensive maintenance. Blanket of air between sash insulates against cold and heat while a special bond of pile mohair weather-stripping and sponge rubber forms a constant pressure seal against wind, rain and dirt. All sash may be removed from inside for cleaning and reglazing and may be adjusted for baffled winter ventilation. Reusable vinyl plastic simplified reglazing, eliminates all problems of replacing and painting putty. Write for catalog. Fleet of America, Inc., Dept. AB-29A, 2015 Walden Ave., Buffalo 25, N. Y.

Requires no painting, either prime or finish coat...
a finished sidewall job right as it comes from the bundle.

Autoclaved to prevent shrinking and warping
... Duroc finish seals colors in, dirt out.



Long, 48" design means faster appli-
cation... only 39 pieces to the square.

AVAILABLE IN
Trend Colors

ANOTHER
RUBEROID
DESIGN...

FOR HOMEBUILDING ECONOMY!

Autoclaved **CLAPBOARD** siding

Here is an asbestos sidewall designed by Ruberoid to provide a custom look to any new house — *economically*. Autoclaved Clapboard sidewalls, in the exclusive new Trend Colors, mean long-lasting beauty for your buyers and extra building economy for you.

Autoclaved Clapboard Siding is another original Ruberoid product *designed* to improve

new homes and cut building costs. It's part of a line that has been serving builders better since 1886. On your next house or project, check with your Ruberoid dealer.

Learn how you can build a better looking home *and* cut your costs with quality Ruberoid building products. For information on Autoclaved Clapboard, write:
The RUBEROID Co.

RUBEROID®

500 FIFTH AVENUE, NEW YORK 36, N. Y.



Builders have used Bruce PREfinished

BRUCE GIVES FLOORS MOST BEAUTIFUL FINISH EVER...

SCRATCH TEST PROVES ITS DURABILITY



With specially designed machines, Bruce uses these steps to give hardwood flooring the finest finish ever developed: (1) flooring is sanded to satin smoothness; (2) finish is pressure applied and rubbed in for thorough, uniform penetration; (3) finish is dried and set by infra-red lights, then buffed for toughness and flexibility; (4) wax is applied and machine polished to a beautiful sheen. Because it's baked into the wood, this finish won't scratch, chip or wear away like ordinary surface finishes, as proved by the famous Scratch Test (see left). It brings out the full, natural beauty of the wood and keeps floors new-looking for a lifetime with minimum care.

Bruce PREFINISHED



Floors in over half a million homes

SAVES TIME AND LABOR...GIVES YOU OTHER ADVANTAGES

- Eliminates sanding and finishing... saves 3 to 5 working days per house
- No interruption of other work while waiting for finishes to dry
- Easy to lay... just like any strip flooring
- Nationally advertised in leading magazines
- Famous Bruce name assures immediate buyer acceptance



E. L. BRUCE CO., Memphis, Tenn.
World's largest maker of hardwood floors

HARDWOOD FLOORS

E. L. BRUCE CO.
1752 Thomas St., Memphis 1, Tenn.

Send complete information on Bruce PREfinished Floors to:

Name _____

Address _____

MAIL

and we'll tell you more

TO HELP YOU SELL
MORE NEW HOMES

113,500,000
advertising messages
tell America this
important
story

Better Homes
and Gardens
THE AMERICAN
HOME

House Beautiful

LIVING
FOR YOUNG HOMEMAKERS

YOUR BEST
BUY IS
A NEW **brick**
HOME

See Your Builder Today

SPONSORED BY MEMBERS OF THE
STRUCTURAL CLAY PRODUCTS INSTITUTE

The Brick Industry is working with you
...helping to promote *new*
home sales with regular,
month-after-month ads in
leading home magazines —
more than 113 million sales-
stimulating impressions.

BRICK is more than a construction material. It is a
powerful selling material. Your local brick supplier has
excellent merchandising ideas and materials to help you
sell. Contact him today!

Structural Clay Products Institute

1520 18th Street, N.W., Washington 6, D. C.

HOME MANUFACTURERS

(Continued from page 118)

TEXAS

FABRICON

4601 East 5th St., Austin, Texas
Distribution Radius: 600 miles
No. Basic Plans: unlimited
Package Price: \$2,300 to \$6,200 f.o.b.
Sales Policy: builders
Minimum Order: none
Delivery Time: 14 days
Financing: 30 days open
Description: exterior window and door
panels; steel roof trusses and gables;
interior partitions; closets; cabinets;
heating and air conditioning.
Literature: for information, circle No.
F81 on reply card, p. 96

HOLIDAY HOUSE MANUFACTURERS CORP.

2201 S. Cravens Rd., Ft. Worth, Tex.
Distribution Radius: 500 miles
No. Basic Plans: 25; models: 100
Package Price: \$1,794 to \$5,700 f.o.b.
Sales Policy: builders
Delivery Time: ten days
Financing: interim
Description: exterior walls, interior parti-
tions, roof trusses, gable ends, roof
deck, doors, hardware, cabinets, bath
accessories. Laminated oak floor and attic
insulation included.
Literature: for information, circle No.
F82 on reply card, p. 96

HOUSTON READY-CUT HOUSE CO.

P.O. Box 124, Houston, Tex.
Distribution Radius: 1,500 miles
No. Basic Plans: six; models: 12
Package Price: \$1,900 to \$6,500 f.o.b.
Sales Policy: builders, individuals
Minimum Order: none
Delivery Time: 21 days
Financing: none
Description: dimension lumber with ply-
wood sheathing and subfloor. Optional
wall finishes and aluminum or wood
windows. Included are kitchen cabinets
and bath accessories.
Literature: for information, circle No.
F83 on reply card, p. 96

SOUTHWEST AMERICAN HOUSES, INC.

P. O. Box 16, Houston, Tex.
Distribution Radius: 300 miles.
No. Basic Plans: 50; models: 20
Package Price: \$1,500 to \$8,000 f.o.b.
Sales Policy: builders, individuals
Minimum Order: none
Delivery Time: 14 days
Financing: bank arrangement
Description: included are walls, parti-
tions, roof, trusses, sheathing, hardware,
windows, doors, trim, kitchen cabinets,
closets and garage doors. All house com-
ponents panelized.
Literature: for information, circle No.
F84 on reply card, p. 96

VIRGINIA

CONTINENTAL HOMES, INC.

P.O. Box 56, Boones Mill, Va.
Distribution Radius: 350 miles
No. Basic Plans: 19
Package Price: \$3,000 to \$15,000 f.o.b.
Sales Policy: builders, dealers and in-
dividuals

(Continued on page 128)

ANNOUNCING NEW

Bolta-Floor Cirrus



... timeless beauty captured in modern all-vinyl tile



*A decorative durable vinyl
for every surface*

New "Cirrus" by Bolta-Floor is the most luxurious flooring ever produced. In rich translucent colors that range from dawn to dusk, each exquisite tile is a handful of cloud-streaked sky. Wherever elegance and quality are not confined, let the sky be your limit and look to new "Cirrus," the new standard for excellence in long-wearing all-vinyl flooring.

another quality product by

THE GENERAL TIRE & RUBBER COMPANY
Building Materials Division • Akron 9, Ohio



Here's how you can hang



▲ No figuring, no hand chiseling, no shims... the Porter-Cable Templet and Router does the work quickly and with precision. You're sure of a perfect fit every time.

The Butt is perfect. No splitting of wood, no rough spots—always the right depth and exact size so the hinge just snaps in the first time. ▼



Eliminate time-wasting measuring and hand chiseling with the Porter-Cable Door Hanging Kit.

You can mortise butts quick and easy on all 2-hinge doors up to 6'8" long and up to 2" wide, for 3", 3½" or 4" hinges... assures the right depth every time... gives true alignment of door and jamb butts on every job.

HINGE BUTT TEMPLAT KIT MODEL 5037—Compact, plated steel construction, complete only **\$39⁹⁵**

1¼ H.P. ROUTER MODEL 150—A heavy duty machine that features an exclusive rear handle design and trigger switch. Fast, powerful and extremely accurate. **\$82⁹⁵**

Complete door hanging kits start as low as \$154.00 including bits, templet guides, edge guides, sharpeners, plane attachment and steel carrying case.

PORTER-CABLE MACHINE COMPANY

9012 Marcellus Street, Syracuse, New York

FREE!

Write for free Illustrated Router Manual with time and cost-reducing construction tips. Or see your Porter-Cable dealer.



5 doors in one hour!



Now you can hang all doors in the average house in less than half a day! It's simple when you use a Porter-Cable Router and Hinge Butt Templet.

Every door and jamb butt fits—right on the button. Even with normal interruptions, you can hang 5 doors in one hour, using the Porter-Cable Templet and Router and Hinge Butt Templet.



"KEYCORNER LATH

makes LATH and PLASTER

an even better buy"

says **A. BERNARD OLSON**, president,
The Olson Lathing Co., Chicago, Illinois

"Nobody questions the superiority of lath and plaster where greater fire resistance, lower maintenance costs and lasting beauty are concerned," declares A. Bernard Olson, one of the country's leading lathing contractors.

"Keycorner helps make lath and plaster even better. Our job experience proves what tests* show—that Keycorner almost doubles crack resistance over other corner reinforcements," he explains. "We know the Keycorner ability to fight cracks."

"And Keycorner is easier to use. The pre-formed 4-foot lengths fit into place with no effort at all. There's no time lost, no waste. The open mesh of Keycorner makes it easy to plaster over—assures full bond with plaster and a better job.

"Keycorner gives this extra protection, yet at a saving. That's why we use Keycorner exclusively!" Olson exclaims. "It lets us give greater satisfaction on every job."

*Tests with Keycorner, as well as other corner reinforcements, conducted by the Research Foundation, University of Toledo. Complete test reports FREE from Keystone Steel & Wire Company.

KEYSTONE STEEL & WIRE COMPANY Peoria 7, Illinois

Keywall • Keycorner • Keybead® • Keydeck • Keymesh® • Welded Wire Fabric • Non-Climbable Fence



A typical quality Olson Lathing job goes into this 17-flat apartment building in Chicago. Many builders are switching back to lath and plaster because of the increased fire resistance, lower maintenance and permanent beauty that plaster walls provide.

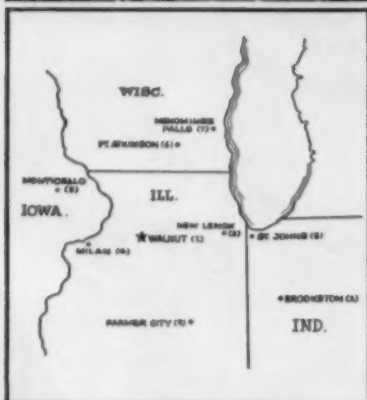
Keycorner is simple to handle and use. This fact assures better workmanship, which adds still further to the superior job you get with Keycorner.

Keycorner gives a better plaster job. The open mesh assures full bond with plaster and gives the strong reinforcement that provides maximum crack resistance. Keycorner is also galvanized to prevent rust.



A. Bernard Olson uses Keycorner because it's part of "A better job at a lower price."

SHOW the Famous "Prairie Lady"



18,000 PROSPECTS who filed through the "Prairie Lady" at the Farm Progress Show acclaim this new 4-Level Home-Way, the Model Home of Tomorrow.

SHOW THE "PRAIRIE LADY" to qualified, eager prospects in your area. Write us and we'll schedule appointments at Brookston, Ind., or Walnut, Ill.,—or through arrangements with franchised Home-Way Dealers near you. We'll furnish you picture portfolio of room interiors, plans and features of the house—qualified customer leads from your area. Then, when you've sold and erected your first "Prairie Lady," we'll help you stage your own "Prairie Lady" Open House.

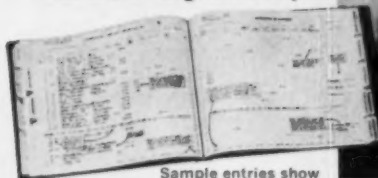
DEALER INQUIRIES
INVITED



GBH-WAY HOMES, INC.

Dept. AB, Walnut, Illinois, Phone 231

**More Profit
with
Ideal System**



Sample entries show
how to keep this simple record.



THE
IDEAL
SYSTEM

Designed Especially for CONTRACTORS

YOU'LL see where to cut costs, where your best profit opportunities are, when you keep your business and tax records in this easy "do-it-yourself" book. No bookkeeping experience needed. Especially designed for contractors. Used by thousands in the building trade. From America's largest publisher of simplified bookkeeping systems. Recommended by bankers and accountants. Order from your stationer, \$3.50 and up. If he doesn't stock, write for full information to THE IDEAL SYSTEM COMPANY, 2437 West Pico Boulevard, Los Angeles 6, California.

NOW AT MOST STATIONERS

HOME MANUFACTURERS

(Continued from page 122)

Minimum Order: varies
Delivery time: ten days
Financing: interim; conventional
Description: package includes everything above foundation except masonry materials. Also, rough wiring, plumbing.
Literature: for information, circle No. F85 on reply card, p. 96

LESTER BROTHERS, INC.

(See details on page 57)

WASHINGTON

FARWEST HOMES, (WEST COAST MILLS)

555 State St., Chehalis, Wash.
Distribution Radius: 2,500 miles
No. Basic Plans: 18; models: 170
Package Price: \$1,900 to \$3,600 f.o.b.
Sales Policy: builders, dealers
Minimum Order: two
Delivery Time: ten days minimum
Financing: payment due 15 days after delivery or second FHA inspection
Description: conventional and contemporary designs.
Literature: for information, circle No. F86 on reply card, p. 96

LOCTWALL CORPORATION

16530 Highway 99, Lynwood, Wash.
Distribution Area: Rocky Mt. States, Pacific Northwest, Alaska
No. Basic Plans: 20; models: 100
Package Price: \$8,000 to \$40,000 f.o.b.
Sales Policy: builders, dealers
Minimum Order: three
Delivery Time: 20 days
Financing: FHA; VA; conventional
Description: plywood and plasterboard panels, precut floors, truss or plank and beam roof, flooring, tile, kitchen cabinets. Plumbing, heating optional.
Literature: for information, circle No. F87 on reply card, p. 96

LOXIDE STRUCTURES

9004 S. 19 St., Tacoma, Wash.
Distribution Radius: About 2,000 miles
No. Basic Plans: 40; models: 75
Package Price: \$990-up f.o.b.
Sales: builders, dealers, individuals
Delivery Time: 14 days
Description: includes all lumber items, millwork to build structure.
Literature: for information, circle No. F88 on reply card, p. 96

VIRGINIA LEE HOMES, INC.

Box 606, Kirkland, Wash.
Distribution Radius: 2,000 miles.
No. Basic Plans: 42; models: 296
Package Price: \$1,650 to \$8,600 f.o.b.
Sales Policy: builders, dealers
Minimum Order: two
Delivery Time: 15 days
Financing: working agreement with mortgage companies
Description: either components or complete house packages are provided.
Literature: for information, circle No. F89 on reply card, p. 96

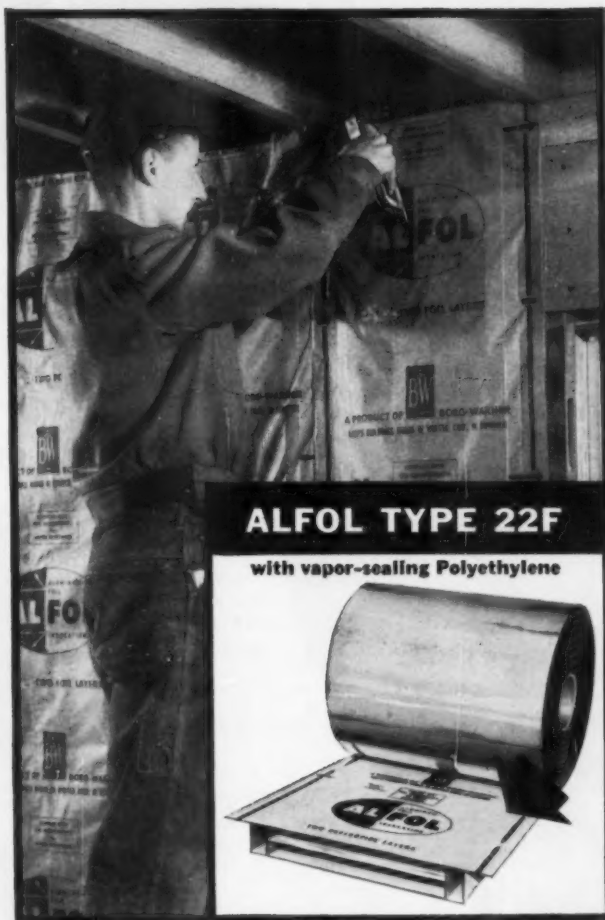
WEST VIRGINIA

SCOTT LUMBER CO., SCOTT HOMES DIV.

(Continued on page 136)

A message of importance to:

the **1** builder in **3** who **INSULATES SIDEWALLS**



**Now...as you insulate...add
the supreme moisture-protection
of vapor-stopping polyethylene!**

With ALFOL Type 22F Insulation, you can give your homes an entirely new dimension in year-round weather-protection.

Another Borg-Warner "first," this unique ALFOL blanket delivers *more* than the extra comfort and economy of superb insulation alone. In addition, it gives your walls the supreme condensation-protection of kraft-backed polyethylene lining!

In Type 22F, this exclusive polyethylene lining is an integral part of the ALFOL blanket itself. Automatically, the polyethylene is installed *as you insulate*. There's no extra labor. It's all done with one speedy application . . . one low cost product.

Yes, you'll save money with ALFOL, too. Value for insulating value, ALFOL usually costs less in your sidewalls than any comparable insulation you can use. Less to buy, less to apply.

Isn't it time you investigated the construction-improving advantages of ALFOL Reflective Insulation? Remember . . . there's an ALFOL Type for every purse and purpose. Send today for the informative new brochure shown below.

**SEND NOW for free brochure on today's
"New Directions for Sidewall Insulation"**



Please send
Free ALFOL brochure:

"NEW

DIRECTIONS
IN SIDEWALL
INSULATION"

REFLECTAL CORPORATION, Department A-42
A subsidiary of Borg-Warner Corporation
200 South Michigan Avenue, Chicago 4, Illinois

Name _____

Firm _____

Address _____

City _____

State _____

REFLECTAL®

Borg-Warner®

Hold it, Mac!



all new and exclusive

KENNATRACK®

SOUND-CONDITIONED GLIDING DOOR HARDWARE

makes installations faster...easier!

INSTANT DOOR MOUNTING, PERFECT ALIGNMENT—LOW UNIT COST!

Check these new advances in easy-to-install gliding door hardware from Kennatrack—designed to give you the fastest, easiest installations you've ever had:

for pocket and by-passing doors ...

RATCHET-TYPE HANGER

Apply finger-tip pressure to this ratchet type adjuster and doors align perfectly—instantly! Held in place by simple retainer lock, doors can be disengaged with the flick of a pencil tip, yet will never come loose during ordinary use.

for by-passing doors ...

SNAP-ON HANGER WITH "KNEE-ACTION"

Now you can snap doors in or out, before or after trim is in place—without changing adjustments. New spring "knee-action" assures simple installation and quiet, trouble-free performance.

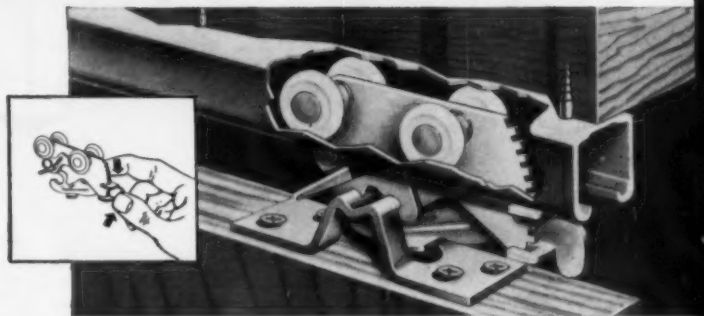
for folding doors ...

SPRING-ACTION HANGERS AND PIVOTS

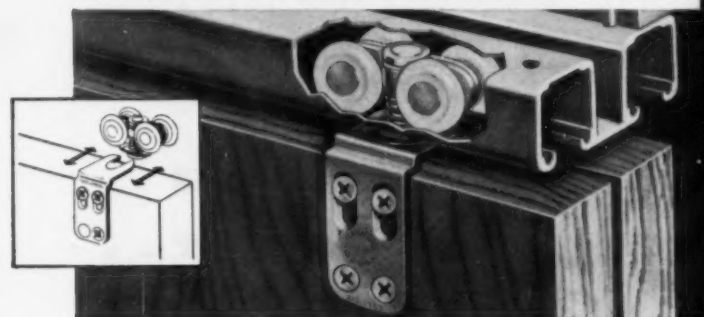
New spring-action pivots and hangers assure maximum simplicity in installing folding doors. Spring-action floor and track pivot bracket keeps doors flush. Track fits within standard $\frac{1}{16}$ " stop ... requires medium headroom!

Get the job done faster; save your carpenters' time and labor—save your money with new Kennatrack gliding door hardware. Choose from Kennatrack's complete line ... featuring 3 price ranges for every type of installation.

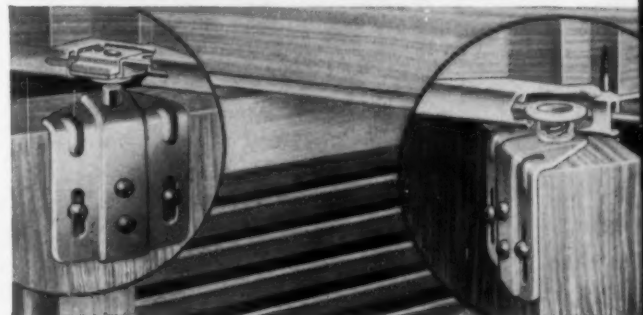
"FA" RATCHET-TYPE HANGER (Patent pending)



675 SNAP-ON HANGER WITH "KNEE-ACTION" (Patent pending)



2300S SPRING-ACTION HANGERS AND PIVOTS



KENNATRACK CORPORATION • Elkhart, Indiana

A subsidiary of Ekco Products Company

The "hidden quality" of Long-Bell Plywood is in the laminations. Hidden from the most practiced eye is sound, firm wood fully up to grade with proven and tested glue line. Herein lies the secret of Long-Bell Plywood's greater uniform strength. This is where "hidden quality" really counts.

There's a Long-Bell Plywood made especially for your job; paneling, sheathing or marine use . . . interior and exterior.

And, even though we think we have the best plywoods ever made, we're constantly working to improve them.

That's why you're years and dollars ahead with Long-Bell Plywood . . . the plywood with "hidden quality".

From 27 Modern Plants—
Long-Bell Supplies These Quality Wood Products:

LUMBER: West Coast Fir, Hemlock and Cedar, Ponderosa Pine, California Douglas and White Fir, Southern Pine and Hardwoods.

OAK FLOORING

MILLWORK & FACTORY PRODUCTS: Douglas Fir and Ponderosa Pine Window and Door Frames, Window Units, Sash and Doors, Glazed Sash, Industrial Cut Stock, Ponderosa Pine Box Shook.

PLYWOOD: Fir, Knotty Idaho White Pine and Ponderosa Pine, Fir Texture 1-11, Birch, Philippine Mahogany, Plyron and other special items.

LONG-BELL FLAKEWOOD®
LONG-BELL VEN-O-WOOD®

PRESERVATIVE TREATED PRODUCTS: Lumber, Plywood, Posts, Poles and Piling pressure treated with Creosote, Pentachlorophenol ("Penta") and Wolman Salts®

KITCHEN CABINETS: Rift Grain Fir and Birch Fronts.

PREFABRICATED TRUSSES AND FRAMING.

WORTHWOOD END GRAIN STRIP FLOORING.
®

it's what you
can't
see
that makes
it better . . .

**LONG-BELL
PLYWOOD**



INTERNATIONAL PAPER COMPANY/LONG-BELL DIVISION/KANSAS CITY, MO./LONGVIEW, WASH.

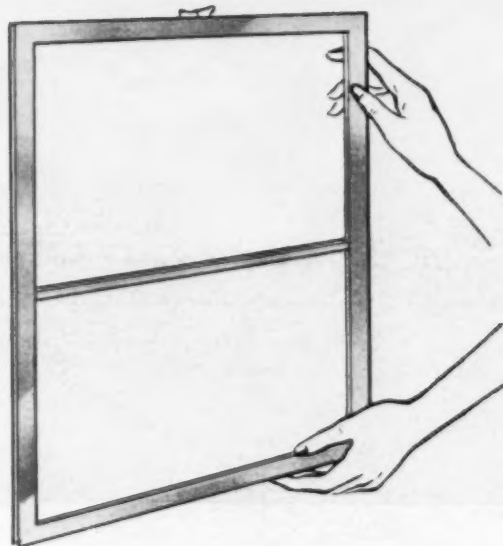
A BIG PLUS FOR YOUR HOMES

CUPPLES

SINGLE-HUNG

ALUMINUM WINDOW WITH

removable sash



Note these other outstanding features

- Integral fin-trim—just 4 nails to install.**
- Equipped with the finest mechanical balance, assuring whisper-soft operation.**
- Weatherstripped with metal-backed fabric.**
- Stronger, more rigid. Dust and draft-free.**
- Never binds or sticks. Never needs painting.**
- FHA approved. No service call-backs.**
- Meets the specifications of the Aluminum Window Manufacturers Association.**

This modern, practical window has won quick acceptance with both home builders and home buyers. And no wonder! It has all the features of Cupples popular single-hung windows . . . PLUS REMOVABLE SASH.

Since it can be cleaned easily from the inside, you can use the Cupples new single-hung aluminum window in split-level and two-story homes as well as in single-story dwellings. And, because it is priced lower than any previously built, you make more money. It's good business to put this tested and proved window in all of your homes.

MORE OUTLETS WANTED! Write for Details.



PRODUCTS CORPORATION

FEBRUARY 1959

2656 South Hanley Road • St. Louis 17, Missouri

133



HERE'S
LENNOX QUALITY
AT WORK



Expert Planning . . . "On Time" Installations . . . Complaint-Proof Workmanship

Are you fed up with shoddy planning on heating and air conditioning installations? Sick of "can't be avoided" delays? Tired of having to answer post-installation complaints and callbacks? All these take money out of your pocket!

That's why it pays to deal with a Lennox Comfort Craftsman. He's factory-trained to plan a job so that every duct is properly sized, every register is properly located, with every bit of the high-quality equipment he handles properly adjusted for maximum efficiency.

He's always on the job right on time—with the right equipment. Remember, he deals direct with a factory—

not through a wholesaler. One experience with a Comfort Craftsman—and you'll know why more builders buy Lennox!

LENNOX HELPS YOU SELL HOMES, TOO!

Available to you, through your Lennox Comfort Craftsman, are more merchandising materials than are offered by any other manufacturer in the field. Expertly-planned advertising materials, in-home displays, personalized builder brochures, billboards. Lennox never believes *its* selling job is done until the builder makes *his* sale! Write Lennox, Marshalltown, Iowa, for sample merchandising aids today!

LENNOX ...world leader in indoor comfort for homes, business, schools



© 1959 Lennox Industries Inc., founded 1885; Marshalltown and Des Moines, Ia.; Syracuse, N. Y.; Columbus, O.; Decatur, Ga.; Ft. Worth; Los Angeles; Salt Lake City • In Canada: Toronto, Montreal, Calgary, Vancouver, Winnipeg.

**CATER TO
2-SET FAMILIES**
(AND THOSE WHO
WANT TO BE)

install
**MOSLEY
TV ANTENNA
WIRING KITS**

Mosley TV Antenna Wiring Kits connect one antenna to 2 or 4 rooms...users plug in their sets anywhere in the house.

2-Outlet or 4-Outlet Kits...complete with wiring, wall plates and hardware...are low-cost and easy to install—high in the convenience appeal that swings sales. They meet FHA requirements.

Pick up salespower! Pick up Mosley Kits at your electrical wholesaler, or write

**Mosley
Electronics, Inc.**
8622 St. Charles Rock Rd., St. Louis 14, Mo.
FREE—Builders Booklet AB-1.
Send for yours.

HOME MANUFACTURERS

(Continued from page 128)

2314 National Rd., Elm Grove, Wheeling, W. Va.
Distribution Area: Ohio, W. Va., Pa.
No. Basic Plans: 12
Package Price: \$3,613-up f.o.b.
Sales Policy: builders, dealers and individuals
Minimum Order: none
Delivery Time: seven days
Financing: available
Description: conventional construction, up to 26' panels for wall sections. Factory-installed and glazed windows. Interior partitions, prehung doors, trim.
Literature: for information, circle No. F90 on reply card, p. 96

WISCONSIN

MARSHALL ERDMAN & ASSOCIATES, INC.

5117 University Ave., Madison, Wis.
Distribution Radius: 500 miles
No. Basic Plans: 12; models: 50
Package Price: \$4,000 to \$20,000 f.o.b.
Sales Policy: builders
Minimum Order: one
Delivery Time: 21 days
Financing: FHA; VA
Description: package includes everything, plus floor joists if desired. Also sell the Frank Lloyd Wright Prefab house anywhere in the U.S.
Literature: for information, circle No. F91 on reply card, p. 96

GREAT LAKES HOMES, INC.

Box D, Sheboygan Falls, Wis.
Distribution Radius: 300 miles
Package Price: \$2,200 to \$16,000 f.o.b.
Sales Policy: builders, dealers, real estate brokers
Minimum Order: one
Delivery Time: 14 days
Financing: C.O.D. or letter of credit
Description: specialty is custom manufactured houses. Conventionally framed exterior panels with dimension lumber; interior panels assembled; rafter and ceiling joists precut and numbered.
Literature: for information, circle No. F92 on reply card, p. 96

HARNISCHFEGGER HOMES, INC.

500 N. Spring St., Port Washington, Wis.
Distribution Radius: 500 miles
No. Basic Plans: 75; models: 154
Package Price: \$7,500 to \$30,000 f.o.b.
Sales Policy: builders
Minimum Order: ten per year
Delivery Time: ten days
Financing: letter of credit; Harnischfeger Homes Acceptance Corp.
Description: room-size interior partition panels, insulated exterior wall panels in which interior drywall sheets and plywood sheathing are bonded and nailed to 2x4 panel members.
Literature: for information, circle No. F93 on reply card, p. 96

UNIT STRUCTURES, INC.

477 Peck Ave., S., Peshtigo, Wis.
Distribution Radius: 300 miles
No. Basic Plans: 12; models: unlimited
Package Price: \$3,000 to \$10,000 f.o.b.
Sales Policy: builders, individuals
Minimum Order: none
Delivery Time: 14 days

(Continued on page 142)

Can't be beat for
**SAFETY
SPEED
ECONOMY**
**BIL-JAX SCAFFOLDS and
MASON'S EQUIPMENT**

Men work safely, at peak efficiency, with low-cost practical equipment by Bil-Jax. Tell us your problem and we'll send catalog of the equipment best suited to your needs.

BIL-JAX, INC. • ARCHBOLD • OHIO

Hoisting Towers **Shoring Equipment**

For weather-resistant siding...

consider **INCENSE CEDAR**

one of the country's finest wood insulators



INCENSE CEDAR siding has many important properties to assure years of customer satisfaction. Perhaps most important is its exceptional resistance to weather to provide trouble-free exteriors. Other characteristics of great merit are the high insulation qualities to protect against both heat and cold, and the high dimensional stability for minimum swelling and shrinkage. These, coupled with the fact that it will readily take—and hold—paint or any of the many varieties of modern finishes, make Incense Cedar an excellent wood for siding.

For interiors as well, Incense Cedar can add great charm and distinction in paneling and woodwork with its beautiful knots and graceful grain. It is *carefully dried* to insure accurate sizing and improved working qualities.



Write for FREE illustrated Facts Folder about Incense Cedar to:
WESTERN PINE ASSOCIATION,
Dept. 702-B, Yeon Building,
Portland 4, Oregon.



Western Pine Association

member mills manufacture these woods to high standards of seasoning, grading and measurement

**Idaho White Pine • Ponderosa Pine • Sugar Pine
White Fir • Incense Cedar • Douglas Fir • Larch
Red Cedar • Lodgepole Pine • Engelmann Spruce**

Today's Western Pine Tree Farming Guarantees Lumber Tomorrow

"STRONG-

NEW CELOTEX

REG. U. S. PAT. OFF.

INSULATING SHEATHING WITH SUPER NAIL-HOLDING POWER!

FOR DIRECT NAILING OF WOOD OR ASBESTOS SHINGLES

**Now... Celotex gives you
the industry's most
complete sheathing line!**



A Type for Every Requirement . . . for Every Building Budget!

FINEST!

CELOTEX 25/32" INSULATING SHEATHING

- Indicates "top quality construction throughout"
- Thickest, maximum insulation value, superior structural strength
- Double-Waterproofed (asphalt coated) or Asphalt-Impregnated
- Big Board (4' x 8' or 9'; square edges). Center-Matched (2' x 8')

THRIFT LEADER!

CELOTEX 1/2" INSULATING SHEATHING

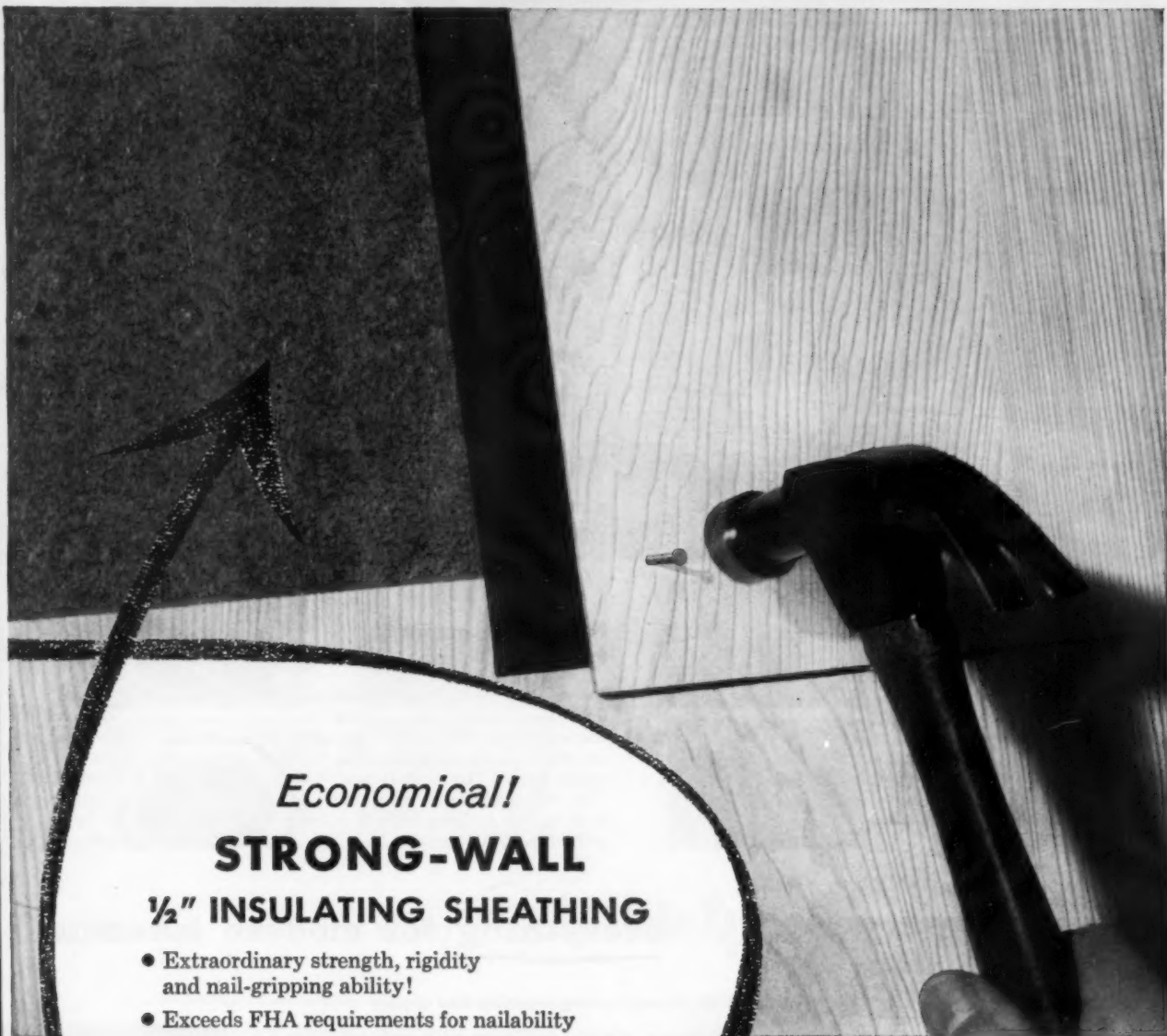
- Surpasses other sheathing materials in insulating efficiency
- Handles extra "easy," with dependable strength, durability
- Double-Waterproofed (asphalt coated) or Asphalt-Impregnated
- Big Board (4' x 8' or 9'; square edges). Center-Matched (2' x 8')

ALL are Celotex FEROX® products, treated during manufacture for protection against termite and dry rot attack.

YOUR CELOTEX BUILDING PRODUCTS DEALER INVENTORIES THESE SHEATHINGS. CALL HIM TODAY!

WALL™

TRADE MARK



Economical!

STRONG-WALL

½" INSULATING SHEATHING

- Extraordinary strength, rigidity and nail-gripping ability!
- Exceeds FHA requirements for nailability
- Exceeds FHA requirements when applied vertically without corner bracing. Cuts cost!
- Asphalt treated integrally
- **BIG BOARD** (4' x 8' or 9'; square edges)

Plus... "Life-of-Building" Guarantee



With Celotex Insulating Sheathing, you get this "Life-of-Building" guarantee to give every buyer. Indicates quality building throughout . . . helps sell more homes, faster. Also, attractive folders with your name imprinted, free. Write for sample copies.

THE CELOTEX CORPORATION • 120 SOUTH LASALLE STREET • CHICAGO 3, ILLINOIS

FEBRUARY 1959

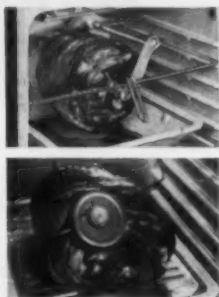
139

NOW...IN THE RCA WHIRLPOOL COMPLETE KITCHENS...
newest built-ins add extra



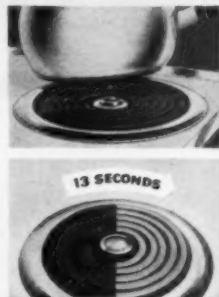
**NEW, big-capacity
24" oven**

Rotisserie, barbecuer and Meat Probe offer more versatile cooking. And, there are "2-Set" automatic clock timer, oven window and light, Balanced-Heat baking, with Roto-Baste† and Ka-Bob† optional. RCA WHIRLPOOL ovens are available in 17" size also.



**NEW, automatic,
faster cooking**

Thermostatic control and Jetube units give women new cooking efficiency and such speed! There are also infinite-heat controls, signal lights, Dispos-A-Bowl†. The RCA WHIRLPOOL complete built-in line includes a built-in griddle and 2-unit tops.



everything for modern kitchens



NEW, water-saving washing and drying

Filter-Stream† washing and Tempered-Heat drying get clothes sparkling clean and save up to 15,600 gallons of water a year over other makes in washing and drying a full load. Has built-in heater, cold-water wash and rinse, 5-temp heat selection.

NEW, efficient waste disposers

Batch-feed or continuous-feed models to suit your choice of installation. Both are especially designed to get rid of all food wastes in seconds... including egg shells, corn cobs, fruit pits, bones. Rubber mounted for quiet operation.



Use of trademarks ® and RCA authorized by trademark owner Radio Corporation of America

"woman appeal" to your homes!



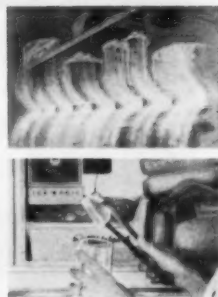
NEW, 2-cycle, cleaner dishwashing


Filter-Stream[†] action and Select-A-Door[†] fronts . . . an exclusive action that whirls away all stains . . . changeable door panels that match any decor. Other features: Ready-Rinse, plate warming, Dial-A-Cycle[†] control, random loading, giant capacity.



NEW, flavor-saving refrigeration

Jet-Cold[†] Shelf and automatic ice maker capture women's hearts! Food chills super fast . . . and ice cubes automatically replace themselves. And, look at exclusive Air Purifying System, magnetic door seal, automatic defrosting *plus* flat-back design.



with one brand name  **Whirlpool**

. . . available in decorator colors to fit any decor

From this complete line of RCA WHIRLPOOL appliances you can choose either built-in or free-standing units. Each is engineered for simple, fast and economical installation. Each is available from one supplier with undivided responsibility . . . a supplier ready to give you expert planning assistance and fast delivery on today's finest quality products.

Just as important, you'll have appliances with one brand name nationally-recognized for quality performance . . . wanted for dependable service, and bought with complete confidence . . . RCA WHIRLPOOL. Mail this coupon today for complete information.

Contract Sales Division,
Whirlpool Corporation, St. Joseph, Michigan

Please send me complete information on the new
RCA WHIRLPOOL appliances.

Name _____ Title _____

Firm Name _____

Firm Address _____

City _____ Zone _____ State _____

AB-2

17mks.

RCA WHIRLPOOL . . . America's first family of home appliances Products of WHIRLPOOL CORPORATION St. Joseph, Michigan

For the package deal at a package price . . . it's RCA WHIRLPOOL

the final touch to assure her
that she is buying
a quality home



Comes
 Complete
 With All
 Accessories
 Color-Matched

MODEL UC 2 Undercabinet Hood

Rangaire Range Hoods give your kitchen a look that sells

Put the sales-power of nationally advertised Rangaire kitchen range hoods into your next home. Rangaire gives you product quality that Mrs. Homebuyer actually sees, a selling feature that you can point to with confidence. Rangaire gives your home the final touch to assure her that she is buying a quality home—elegant styleline design, lustrous lifetime finish, aluminum foil filter and efficient exhaust unit to keep her new kitchen wonderfully fresh forever.

For complete information, visit your Rangaire dealer or write Roberts Manufacturing Company, Cleburne Texas. DEPT. F.

Rangaire
 KITCHEN RANGE HOODS

HOME MANUFACTURERS

(Continued from page 136)

Financing: letter of credit
Description: assembled gable sections, trusses, interior partitions and all door units; conventional floor framing; up to 26' exterior wall sections with 2x4 framing, 16" o.c.
Literature: for information, circle No. F94 on reply card, p. 96

CANADA

COLONIAL HOMES LTD.

6 Malley Rd., Scarboro, Toronto, Ontario, Canada
Distribution Radius: 400 miles
No. Basic Plans: 42
Package Price: \$6,500 to \$25,000 f.o.b.
Sales Policy: builders, dealers
Minimum Order: one
Delivery Time: 21 days
Financing: NHA or choice of company arrangements
Description: floor components precut; walls and partitions in sections; trusses; loose roof boards and roofing; kitchen cabinets; prehung door units.
Literature: for information, circle No. F95 on reply card, p. 96

ENGINEERED BUILDINGS LIMITED

50th Ave., E. Second St., S.E.
 Calgary, Alberta, Canada
Distribution Radius: West Canada, except West Coast
No. Basic Plans: 30; models: 32
Sales Policy: builders, dealers and individuals
Minimum Order: one
Delivery Time: seven days
Description: structural wall sections, including windows; precut roof rafters on trusses; assembled doors and jambs; and all finishing materials.
Literature: for information, circle No. F96 on reply card, p. 96

HALLIDAY CO. LTD.

Maple Ave., Burlington, Ont., Canada
Distribution Radius: 400 miles
No. Basic Plans: 25; models: 70
Package Price: \$4,000 to \$10,000 f.o.b.
Sales Policy: builders, individuals
Minimum Order: none
Delivery Time: 10 days
Financing: NHA; 10% down, balance financed over 5 years.
Description: complete package, except for masonry. Exterior walls with siding applied or sheathing for brick veneer. Interior partitions, roof trusses, windows.
Literature: for information, circle No. F97 on reply card, p. 96

SUNNIBILT PREFAB PRODUCTS LIMITED

426 Ellesmere Rd., Scarborough, Ontario, Canada
Distribution Radius: Ontario and Quebec
No. Basic Plans: 25; models 30
Package Price: \$2,500 to \$6,000 f.o.b.
Sales Policy: builders, dealers and individuals
Minimum Order: one
Delivery Time: ten to 30 days
Financing: 90-day terms
Description: rough shell (suitable for frame or veneer exterior) plus lining and trim package.
Literature: for information, circle No. F98 on reply card, p. 96

All America Acclaims This Gleaming Beautiful Jewel



THE NATIONALLY ADVERTISED

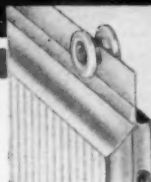
Showerte® El Dorado TUB ENCLOSURE

With Features That Have Made This A Bathroom Favorite in the Finest Homes

Offer the ultimate in bathroom beauty AND at a price that "sells" outstanding value. For those who prefer simplicity in glass design there's the ever popular HAMMERED FROSTED or PLURALITE GLASS. For a touch of individuality in elegant bathroom decor, the El Dorado presents the utmost in luxury aluminum extrusions, mirror-polished in smooth concave modern design. There's a unit to fill every requirement, no matter what your customer's choice.

Model Shown for 4', 4½' or 5'
Recessed Tub **\$109⁹⁵**
Suggested Retail

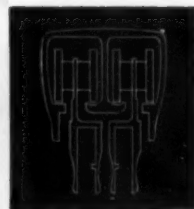
SEE OUR CATALOG
IN SWEET'S
ARCHITECTURAL
FILE
OR WRITE FOR COPIES



Four Rollers on Each Panel for Noiseless Operation



Two Wrap-Around Towel Bars for Convenience and Safety



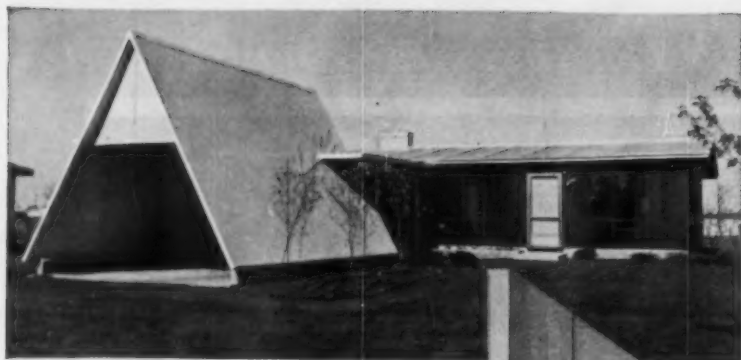
Double Suspension Doors For Super-Easy Glide



NOW... THE EL DORADO SERIES
AVAILABLE IN CUSTOM MADE UNITS

WRITE FOR NAME OF NEAREST DISTRIBUTOR

THEODORE EFRON Manufacturing Co. 7519 S. Greenwood Ave., Chicago 19, Illinois



Truscon Series 50 Hollow Metal Doors were used throughout the building of the N.A.H.B. Research Home in South Bend, Indiana, to complement the beauty of this modern architecture.

Architect: Herman H. York, Long Island, New York
 Builder: Place & Company, South Bend, Indiana



High Fashion—Truscon Steel and Aluminum Windows, Steel Doors, Metal Lath and Accessories, built and backed by Truscon, world's largest producer of metal building products.



High Fashion—Republic Steel Pipe offers the advantages of better living at no extra cost, assures dependable low-cost waste line systems. Your best choice is Republic Steel Pipe.



High Fashion—Republic Steel Kitchens provide convenient labor-saving work centers for better living. Wall Cabinets, Base Cabinets, Built-In Range Plates, Wall Ovens, and other units custom planned, custom installed from warehouse stocks.

TRUSCON

HOLLOW METAL DOORS AND FRAMES

...home building products for better living

Truscon Hollow Metal Doors and Frames say so many things. Strong, sturdy, substantial, they reflect the character of the home and the homemaker. Gay and attractive, they are friendly invitations to welcome guests. Made of steel, they offer protection from intruders and natural hazards of fire and weather.

Truscon Hollow Metal Doors say even more. They say the architect designed for the future . . . the builder cared enough to install the very best . . . and they say the homebuyer wanted something a little bit better.

To learn more about Truscon homebuilding products for better living, call your Republic-Truscon dealer representative. Or, send coupon below.

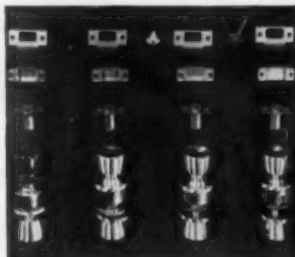
EASY TO DECORATE. Doors and frames are Bonderized for maximum protection, and finished with baked-on prime coat of paint. It is easy to paint-to-match with one coat decorator colors.



STRONG, STURDY STEEL CONSTRUCTION. Truscon Hollow Metal Doors are reinforced to provide maximum rigidity, with sound-deadening for pleasant interior applications, smooth operation.



EASY TO INSTALL. Just set frame in place, nail to stud, set door in place, insert hinge pins, install latch and strike, and install lockset . . . in just 15 minutes. Never warp, shrink, swell, never stick.



FINEST HARDWARE can be carefully selected to complement the overall door design and service. Standard locksets are available with bright brass finish. Bronze and other materials are also available.

STANDARD HEIGHT, POPULAR WIDTHS. Truscon Hollow Metal Doors are available in the standard height of 6'-8" and with the six most popular widths—1'-8", 2'-0", 2'-4", 2'-6", 2'-8", and 3'-0".

REPUBLIC STEEL

*World's Widest Range
of Standard Steels and
Steel Products*



REPUBLIC STEEL CORPORATION

DEPT. AB -6613

1441 REPUBLIC BUILDING • CLEVELAND 1, OHIO

I want to know more about the following Republic-Truscon home building products:

- Truscon Hollow Metal Doors Metal Lath
 Truscon Steel and Aluminum Windows
 Republic Steel Pipe Republic Steel Kitchens

Name _____ Title _____

Firm _____

Address _____

City _____ Zone _____ State _____

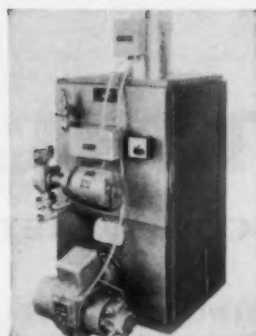
YOUR GUIDE TO NEW PRODUCTS



Features adjustable lights

Pull down light fixtures, adjustable over a 3' range of height, are one feature of a complete line of modern fixtures. This unit is a 4-light fixture, 17" in diameter, with a grass cloth screen. Comes equipped with a 3-way switch. Imperial Lighting Products Co., Dept. AB, Leyalhana, Latrobe, Pa.

Circle No. F99 on reply card, p. 96



Operates in quiet

A new high-efficiency oil-fired boiler, called "Type S," has an ample combustion space to eliminate flutter, throbbing and pressure rumble. Square in design, all controls are on the face for easy adjustment. Unit is available in 4 models and can be ordered fully assembled. Embassy Steel Products Co., Dept. AB, 890 Stanley Ave., Brooklyn 8, N.Y.

Circle No. F100 on reply card, p. 96



QUIET,

Friendly Walls and Floors and Ceilings
Dry-Wall HAS COME OF AGE... WITH HOMASOTE



Quiet rooms in quiet homes safeguard the nerves, forestall the jitters. With Homasote Dry-Wall, even the slam of a door is muted. Homasote's friendly linen surface absorbs the glare of light, causes no eye-strain. Homasote's size (up to 8' x 14')—combined with great structural strength and top insulation value—means dry walls, free from moisture, mildew, drafts.

To have Dry-Wall at its finest, the basic rule is: Cover all possible walls in ONE piece. Homasote Big Sheets cover all walls up to 14' in length. X-nail all panels; at each stud nail on a line snapped from corner to corner and from 12" to 16" along the edges. The problem of joints between ceilings and walls, at corners, and even between wall panels has been among the most difficult to solve. Taping does not finally solve the problem of expansion and contraction. By a simple device, and due to the high density of Homasote, taping and moldings can be eliminated—also window and door trim; interior trim can be eliminated—except for baseboards. This means real economy.

For a wall joint, round the outer edges of the Homasote panels with a portable router and position them 1/8" apart. For a corner or cornice joint, round the edge of one Homasote panel; leave the other square; position them 1/8" apart. Homasote ceilings and underlays complete the picture.

There's always news from Homasote—use the coupon below.



HOMASOTE
COMPANY
Trenton 3, New Jersey
Homasote of Canada, Ltd.
224 Merton St., Toronto 12, Ontario

Send the literature and/or specification data checked:

- Dry-Wall Roof Deckings
 One-Man Panels Homasote (72-pg.) Handbook

Name.....

Address.....

City.....Zone.....State.....B-3



New steel couplings

New H-Brace steel couplings are made of 20-gauge galvanized steel. Require nailing from one face only with H-B self-clinch nails to fabricate stronger, lighter wood-trussed rafters. H-Brace steel couplings are available in many designs for various spans and pitches. H-Brace, Inc., Dept. AB, West Palm Beach, Fla.

Circle No. F101 on reply card, p. 96

Hangers have new feature

A new feature—cadmium plated finish—is now standard on the trucks of all R-W hangers. The units are also corrosion resistant. Will provide years of dependable trouble-free service. Complete line of tracks and hangers available. Richards-Wilcox Mfg. Co., Dept. AB, 174 Third St., Aurora, Ill.

Circle No. F102 on reply card, p. 96

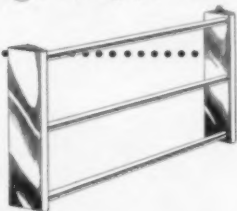
So beautiful...and yet so practical...



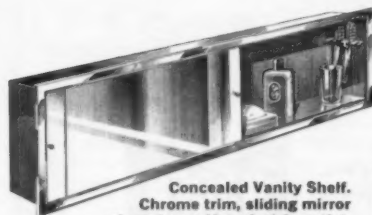
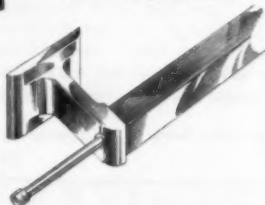
HALL-MACK®
bathroom accessories
in sparkling *chrome*

Life can be beautifully practical for those who have Hall-Mack bathroom accessories in their homes . . . because these choice fixtures have an inherent quality that equals their attractive appearance. Sparkling with real originality and blending smoothly with any decor, these deep-quality, chrome-plated accessories are styled in various price ranges to meet your taste and needs. For solid convenience and the extra glamour that creates satisfied customers . . . always specify and install Hall-Mack . . . the world's finest accessories.

Electric Warm-Dri Rack keeps towels dry and warm.



Attractive Extendo-Bar adds utility . . . retractable extensions pull out instantly for extra drying space.



Concealed Vanity Shelf. Chrome trim, sliding mirror glass doors. Has electric outlet, tooth brush holder — lots of space for bottles, medicines, etc.

HALL-MACK COMPANY Division of **TEXTRON INC.**
1380 W. Washington Blvd., Los Angeles 7, California

Please send your FREE color booklet of new bathroom ideas

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

AB-29



"EVERYTHING HINGES ON HAGER!"

C: Hager & Sons Hinge Mfg. Co. • St. Louis 4, Mo.
In Canada, Hager Hinge Canada Limited • Kitchener, Ontario

Founded 1849—Every Hager Hinge Swings on 100 Years of Experience





Loader: International Pippin... Rear blade: Danuser

New International® 340 Utility tractor... **BIG-TRACTOR BRAWN**



Fork lift: Harlo

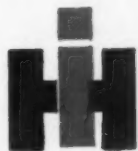
Cut job site materials handling costs with the brawny International 340 Utility, equipped with 4,000-lb capacity fork lift. Big-diameter tires give sure-footed traction over rough or soft ground, in mud or snow. Unload trucks, stock pile or spot materials at point of use, lift them to roof or scaffolding as high as 20½ feet.

...low budget economy!

You get a lot of work for your money in a new International 340 Utility tractor. While rated in the economical 45 hp class, the 340 has built-in weight usually available only with larger, more powerful tractors. Premium weight and high-torque power provide work-boosting traction, stamina, operating economy.

Work-speeding options include new *Fast-Reverser unit* providing six reverse speeds to save time on all shuttle-type work, or *Torque Amplifier drive* for 10 speeds forward, two reverse; new built-in *hydraulic system* with capacity to operate backhoe, loader, 3-point hitch equipment, and accessories such as power steering!

Ask your IH dealer to demonstrate the new 340 Utility... or others in the complete International line of 6 power sizes, 12.8 to 90 hp*. For catalog and your IH dealer's name, write International Harvester Company, Dept. AB-2 P. O. Box 7333, Chicago 80, Illinois.
* Bare engine hp at standard sea level conditions.



**SEE YOUR
INTERNATIONAL HARVESTER DEALER**

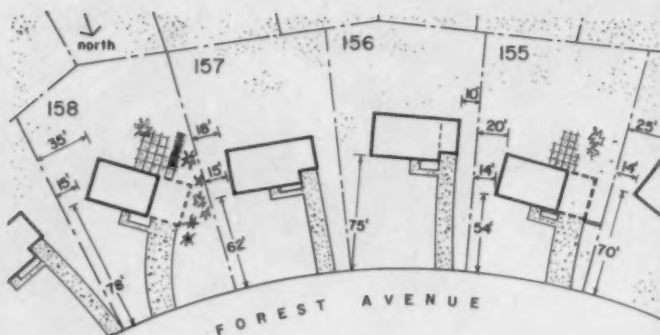
International Harvester products pay for themselves in use—Farm Tractors and Equipment...Twine... Commercial Wheel Tractors... Motor Trucks... Construction Equipment—General Office, Chicago 1, Illinois



1. They begin with the subdivision map

NATIONAL HOMES TAKES OVER when builder's subdivision map is completed. Architect Bill Warren (left) discusses site planning and color styling of a builder's new subdivision with National's field representative Jerry Bean.

How a prefabber



2. They site your houses on your lots

NATIONAL SUGGESTS exactly how houses are to be set back, staggered, or angled in to fit terrain and give most varied and pleasing effect possible. Finally, drives, walks, and terraces are located for each house.

“Where’ll we put ‘em up,” builder John Doe wants to know? “How should we give our prefabs the most attractive color styling and landscaping to make them fast sellers?”

When a builder's engineers have completed a final subdivision map, so that property lines, easements, and utilities are located, National Homes of Lafayette, Ind., will help the builder answer that question.

Architects in the land-planning and color-styling section of the company will site-plan the homes to fit the development. They eliminate monotony by varying setbacks, and by angling the houses on the lots.

You can also get financial help for

When National Homes steps in to help its builder-dealers with direct loans to cover land-acquisition and development costs, both builder and prefabber share in the payoff.

As an example, take builder Robert E. Alexander, who says he was able to increase his building rate from 350 to 1,000 pre-

fabs per year. He attributes this increase to the added working capital he got from National before his homes began to sell.

It's a question of the prefabber helping the builder with capital outlay in buying land, putting in utilities, and paving streets and sidewalks.

Coming as an outgrowth of

National's Acceptance Corporation for home mortgages, the firm will lend money directly to the builder. This is considered no gamble either, since loans are made only to carefully screened dealers who have proved their ability to build consistently profitable projects.

According to Cliff Smith, Na-

gives you a complete siting service

Block No.	Lot No.	House	Design No.	Color Roof	Brick	Siding	Body	Trim	Accent	Color Scheme	Misc.
10	155	Essex	131-B	Brown or White	Red Roman	H.M.S.	Spruce	White	Lt. Spruce	10-E	
10	156	Cedarbrook	205-B+G-220	Dk. Green	White	H.M.S.	Atlantic	White	Forest	28-A	Shutters White
10	157	Crestbrook	303-B+G-320	Black	Grey	H.M.S. or C.S.	White	White	Fog	17-E	
10	158	Essex	131-B	Brown	Buff or Dk. Brown	H.M.S.	Pebble	Alabaster	Dresden	Special	

3. They chart styles and colors for your whole project

EASY-TO-FOLLOW chart acts as checklist telling builder what house goes where. Further, a listing of important style features and colors is given for exterior. Such items as color of roof, brick, siding, body, trim, and accents all

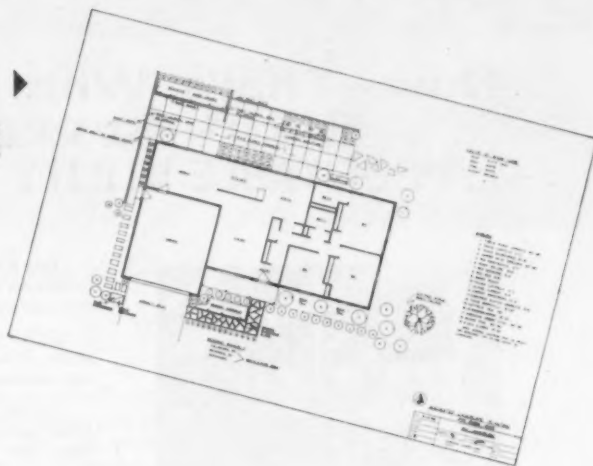
follow appropriate lot numbers, to spell out exact color schemes for each house. While service is optional, most builders, particularly smaller ones with limited architectural help, use it, and find it extremely valuable.

4. They landscape your special models

LANDSCAPING LAYOUT is detailed, showing location and varieties of trees, shrubs, and flower beds. Patio and walkway designs are included in the layout.

Finally, the prefabber will select colors for the house exteriors, striving to achieve a balanced color harmony for the subdivision as a whole as well as to make each house look its very best.

As an added service, the architectural staff will completely landscape special models.



acquiring and developing your land

tional's executive vice-president, their average franchised dealer's capacity has quadrupled because of this financial help. Most important, the increased production took place in the first year of the plan's operation — a recession year at that.

Loans are strictly short term, though, and at interest. Then, as

homes begin to sell, the builder repays the loan, usually within the first year.

Cliff Smith puts it this way: "Our builders are really land converters today, in an exposed financial condition until they begin to sell their houses. We simply try to reduce their financial exposure whenever possible by

lending them money directly."

Builder John Tolandis, who has used the loans from National says: "Making the cash available to builders before the homes themselves begin to pay off is the biggest financial help I know of. It's an outstanding service, particularly to the builder without extensive financial resources."



**Now—That's What I Call the
Right Approach
to PROFITABLE UTILITY EQUIPMENT**



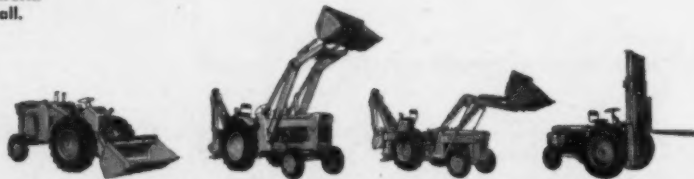
The Davis 210 Backhoe on a Work Bull 202—the only machine in the world that can dig flush alongside a wall.

Take it from customers who know: The M-F Work Bull 202 and Davis Loader-Backhoe are matched to give you the most economical use of power and maximum on-the-job production. Jobs keep moving and profits keep multiplying.

The same rig, the same operator are busy from start to finish—trenching, loading, lifting, backfilling, stockpiling, cleaning up, or doing scores of other jobs with numerous quick-change attachments. Look at the manhours you save.

You get features you can't even buy on other outfits—flush digging, sure-footed lugging power, the famous Ferguson system, plus the "never-duplicated" Davis Loader. If you are profit conscious you can't afford to be without it!

Other M-F Industrial Products are designed with the same approach, and your Massey-Ferguson Dealer can help you select the right rig—at the right price. He'll back it up with service, too. Write today for literature and his name and address.



Work Bull 1001 Work Bull 202 with 500 Loader and Davis Backhoe Work Bull 202 with Davis Loader and Backhoe Work Bull Fork Lift



**MASSEY-FERGUSON
INDUSTRIAL DIVISION**

1009 SOUTH WEST STREET • WICHITA 13N, KANSAS



"I'VE NEVER SOLD HOUSES SO FAST BEFORE."

Says Lowell, Massachusetts, Builder

Donald M. Van Greenby

"In two weekends, I completely sold out my Mt. Vernon Park subdivision!"

Eleven years as a conventional builder—and never before a success like his first National Homes promotion! This is the satisfying story Mr. Van Greenby of Van Greenby Realty Trust, 112 Appleton Street, Lowell, Massachusetts, tells today.

Just two weekends saw an entire subdivision of 57 houses—both Fairlanes and Fairwoods—go like wildfire. Compare this with Mr. Van Greenby's successful operation—by conventional builder standards—before his switch to National Homes: 40 homes built in a year was normal production! Now, Mr. Van Greenby says, "I know that I will build at least 200 National homes in 1959 . . . many more homes in far less time than in the past. And, as a National Homes dealer, it's easier for me to keep track of my costs . . . I'm more sure of making a profit."

But overwhelming sales increases and surer profits tell only one part of the National Homes Franchise story.

National Homes alone offers to qualified builders complete financing for every phase of their operation—land procurement, site development and interim as well as final financing.

Only National Homes offers market research to pinpoint the size, price and style of house that will sell best in any particular site location . . . gives up to a full year's protection against supplier price increases, a full year's guarantee on all components covering even latent defects.

Most important of all, only National Homes can offer such variety and quality: Fairlane, the fastest selling house in America; the revolutionary new bake-finished lifetime aluminum Viking Line of maintenance-free homes; a full range of models in Colonial, Cape Cod, Contemporary, Southwest Modern and new California Contemporary styles.

If you are interested in real growth as a home builder, it will pay you to write us about a National Homes Franchise now.



National Homes Corporation,
Lafayette, Indiana

*Plants at Lafayette, Indiana;
Horseheads, New York; Tyler, Texas*

**The World's Largest
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ON WARM SIDE of outside walls—VISQUEEN film protects stud walls from moisture, rot, paint peeling and checking.



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Only VISQUEEN film is made in Seamless Widths to 32 Feet. Many other uses in building, too. Write or use information Request Tag for use and application details.



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Shifty..tricky..sticky materials? See how 4-in-1 "solves" handling problems!



Waste lumber, and other bulky, tricky materials that elude ordinary buckets—or spill on the way up—are duck soup for the 4-In-1! Just clamp on to them with the clamshell action, and you've got it made with this positive load control.

Sticky gumbo quits sticking in the bucket—quits gumming the works and slowing production—when you use 4-In-1 clamshell bottom dumping. Opening the clam pulls sticky materials from bucket surfaces—gravity pull does the rest, to give 4-In-1 positive self clean-out!



You don't have to "chase" bucket-dodging materials around—just use International Drott 4-In-1 clamshell action, and "surround" them! The stand-and-fill 4-In-1 clamshell heaps itself in one fast gulp!

Prove to yourself that a 4-In-1 can profitably solve your material-handling problems—with the built-in clamshell, "carry-type scraper," bulldozer, or Skid-Shovel action! Try exclusive pry-action break-out for hard material digging other rigs can't touch—see how exclusive Hydro-Spring swallows shock; protects performance. Ask your International Drott Distributor for a 4-In-1 demonstration!

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Another great selling season for U. S. Steel Homes Dealers

*U. S. Steel Homes exciting Promotion
"Rose-Covered" bursts into full bloom April 26*

With Promotion "Rose-Covered," United States Steel Homes once again helps its dealers to sell as they never have before! This great nationwide promotion features the new Steelstyle line of homes, with an exciting array of improvements that your customers won't be able to resist!

Creating greater consumer demand is the goal of Promotion "Rose-Covered" . . . *nationally*, to add prestige and introduce the Steelstyle line to your customers . . . *locally*, to bring your customers directly to you!

National consumer advertising. Early this spring, USS Homes will bring the Steelstyle line to your customers' attention, through the pages of *Living for Young Homemakers*. This four-color ad will be seen by 3 million readers—young homemakers who want to buy now!

Your own power-packed local promotion! USS Homes has assembled into a hard-selling, idea-packed promotion kit, all you need to keep buyers coming in and sales climbing. Look at the contents:

Newspaper advertising. A handy guide book includes illustrations of the new Steelstyle homes and layouts of suggested ads, plus photographs and copy ideas which you can use.

Radio and TV scripts. Scripts for both radio and television commercials have been prepared for your use in local advertising.

Site merchandising kit. Materials to bring traffic to your site are now available . . . a large, colorful site sign, feature cards for use in your model home, and directional signs . . . plus a wealth of additional promotion aids designed to help you sell.

Building help, too! Our representatives are available to help you set up your successful sales promotion. They will also help with your planning problems.

Profit now! Tie-in with Promotion "Rose-Covered." For complete details, write to Sales Promotion Dept., U.S.S. Homes Division, United States Steel Corporation, 525 William Penn Place, Pittsburgh 30, Pa.

United States Steel Homes
Division of



United States Steel



YOU CAN'T MAKE A BETTER INVESTMENT

Here's why: Allis-Chalmers utility power, with proved companion equipment, handles utility jobs fast, at low cost.

Release your big rigs to the jobs they were designed to do... let these low-cost money-makers dig in where they count.

It makes no difference how you specialize, there's a profitable place on the job for these tractors handling trenching, excavating footings, backfilling, loading, landscaping, driveway construction, curb and gutter, and dozens of other jobs.

D-17, 54-hp, 5,300-lb weight, 140-in. over-all tractor length

D-14, 35-hp, 4,200-lb weight,
129-in. over-all tractor length

Weights shown exclusive of
companion equipment.



... and when you buy, remember, it's the tractor that carries the load, and what a work load these two Allis-Chalmers tractors carry! You get clearance, stability and plenty of traction because of their exclusive low-line, high-clearance design, with the right wheel base that puts weight to work where you need it! There's plenty of power for the toughest work you'll encounter on these jobs. And, there's a complete line of companion equipment.

Prove Allis-Chalmers power for yourself... ask for a demonstration.

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Please send me information about the new
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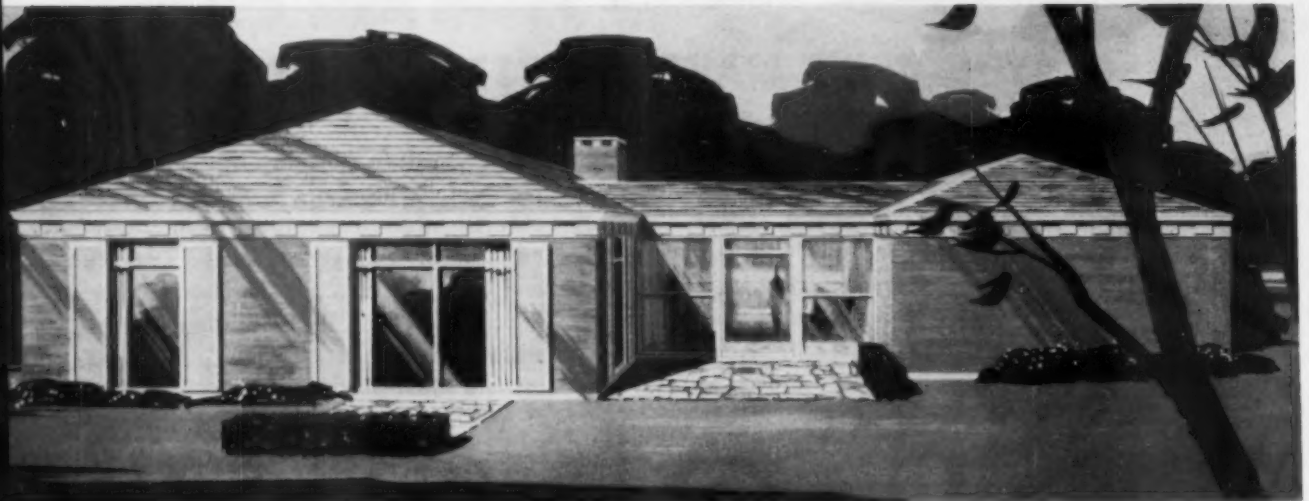
UT-2

How to build a house with a

A new method of building safer masonry houses has resulted from recent civil-defense tests: you tie a reinforced concrete-tile roof to the foundation with a 2" steel channel. This develops a vertical arching within the wall, and makes the house virtually hurricane-proof. Additional building cost

should amount to approximately five per cent.

When you combine this new method with a 10" reinforced brick core and a basement under the core, the house is virtually blast-proof. Additional cost: about 20 per cent. For more data, write SCPI, 1520 18th St., N.W. Washington 6, D.C.

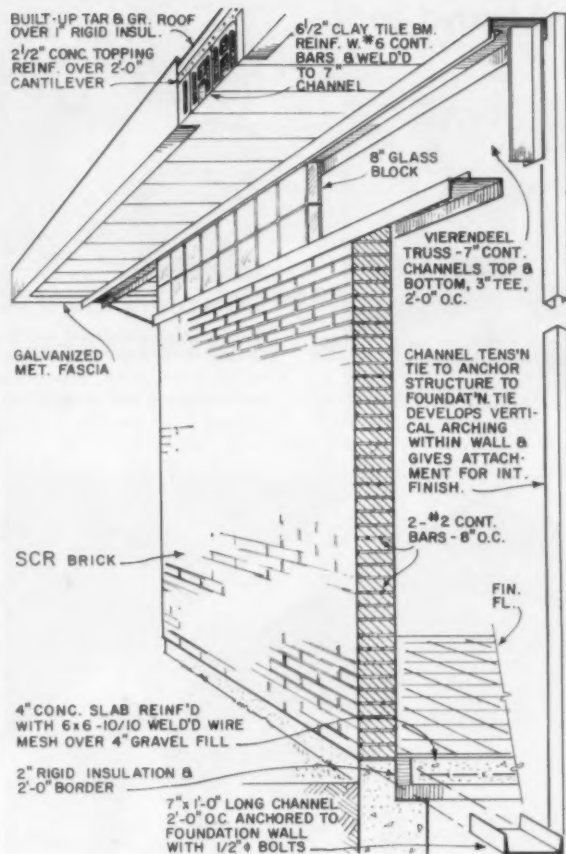


REAR VIEW OF SUGGESTED HOUSE with plan at left shows how hidden safety features may be worked into an attractive contemporary design without detracting from the design. The frame roof is built over reinforced tile beam.

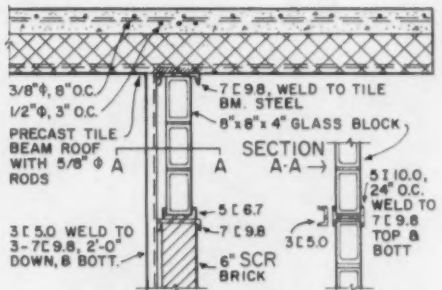
WHAT

◀ **DARKENED PORTION** of floor plan indicates the protective core area which is enclosed with 10" reinforced brick masonry walls. The opposite page shows the details for the doors and windows for the suggested house.

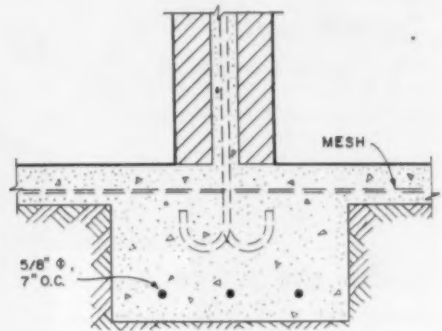
disaster-proof masonry core



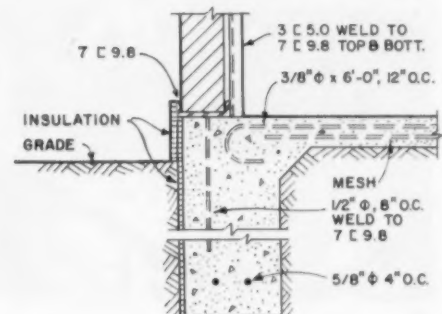
STRUCTURAL SHELL IS CONSTRUCTED as indicated above. When the building is under stress, the design permits vertical arching action. 3" channels tie roof to foundation.



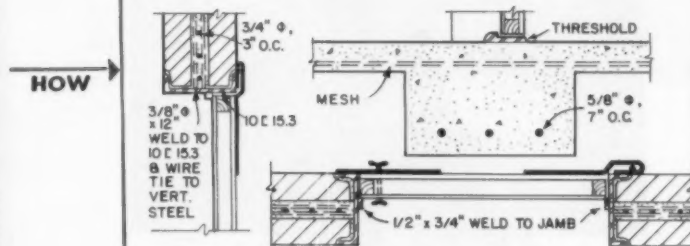
WINDOW EXPERIMENTS indicated glass block panels in 2' to 4' sections could be used in core area or surrounding structural shell as shown in the perspective, left, and details, above.



DETAIL SHOWS HOW 10" reinforced brick interior core walls are tied to the footing. The 3/4" rods 8" on center extend up the center of wall connecting the footing with the roof.



STRUCTURAL SHELL WALLS are tied to the foundation in the manner shown above. First course of 6" SCR brick is laid into a 7" channel which is welded to the 9.8-lb. starting channel.



DOORS FOR THE CORE AREA can be made strong enough to resist blasts. Use 3/4" laminated plywood with steel hinges. This is the type of door that stood up well in the civil defense tests.

C O S T S A V E R F O R F E B R U A R Y

They're saving \$55.13 per house with this job-proven mechanized hand tool



ONE BLOW of hand stapler places and drives staple home, freeing other hand to position work. Tool above is in wide use installing tile, insulation.

On the roof:

FOUR MEN and a carrier shingled a 24 x 48' roof in 3 hrs; with hammer and nails it took 6 hrs. The saving is \$33.75, at \$2.25 per hour. A $\frac{3}{4}$ " staple replaced 1 $\frac{1}{4}$ " roofing nails.



Under the eaves: ▶

SCREENING, 5" wide, goes up 50% faster stapled to soffit supports. Using staples instead of tacks, two hrs. or \$4.50 is saved. Soffit board is fitted over screen running length of house.



In the builder's shop:

USING BOSTITCH hammers with $\frac{1}{4}$ " staples, two men do fastening job in 15 min., installing aluminum Sisalation Vapor Barrier in sidewalls where it took one hour with



hammer and nails. The saving: \$16.88. This is figured on the basis of 10 panels per house. Pay in area runs \$2.25 per hour. The firm, Monumental Engineering, Inc., Pasadena, Md., builds 150 prefabricated shell homes a year —60% are year 'round, 40% beach and shore homes.

Here's REACH and POWER to Tackle Any Trenching Job...



The *New* JOHN DEERE 5-POSITION BACKHOE

Reaching out over 20 feet at ground level, digging below 13 feet, dumping at a height of 11 feet, working closely to buildings or fences—the new John Deere 51 Backhoe gives you the kind of working performance you need to speed work and cut costs. What's more, there's plenty of leverage and husky hydraulic power for digging in hard or frozen soil.

And it's responsive, easily controlled digging power—just two control levers to operate.

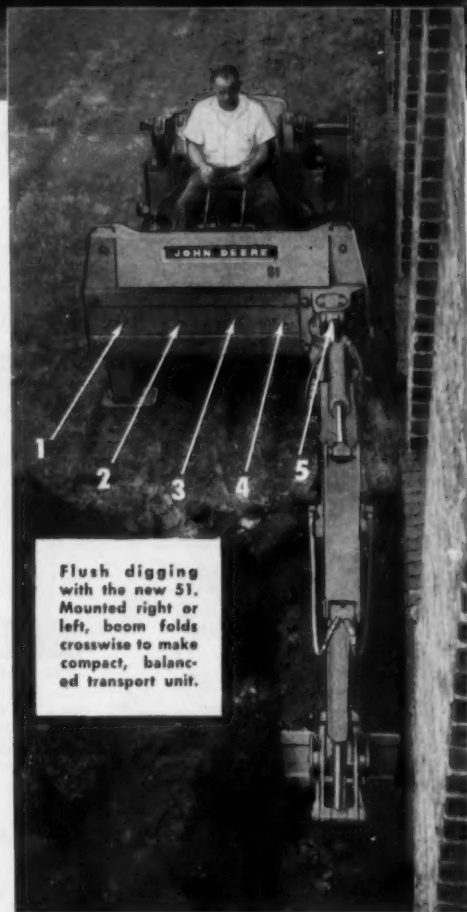
FAST CHANGEOVER

Changing the mounting position of the boom and rotary cylinder is amazingly easy. One man with a wrench makes the switch to any of five spots on the mounting pad in 15 minutes!

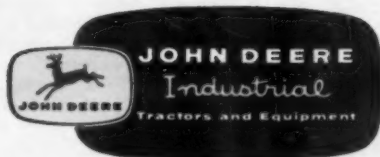
For the complete story, see your John Deere industrial dealer. Send coupon for free literature.



The center-mounted John Deere 50 Backhoe has boomswing of 205 degrees, 20-foot 3-inch reach, and digs as deep as 13 feet 6 inches.



Flush digging with the new 51. Mounted right or left, boom folds crosswise to make compact, balanced transport unit.



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Moline, Ill. • Dept. D-33-V

Please send me your latest literature on the John Deere Crawler Tractors and Equipment, and information on the John Deere Credit Plan.

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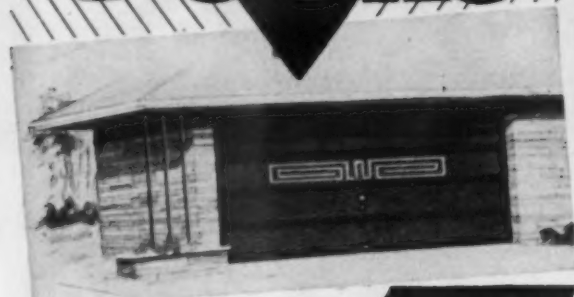
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Sectional overhead type wood doors—available in all conventional and special designs to meet most job requirements. Galvanized hardware.



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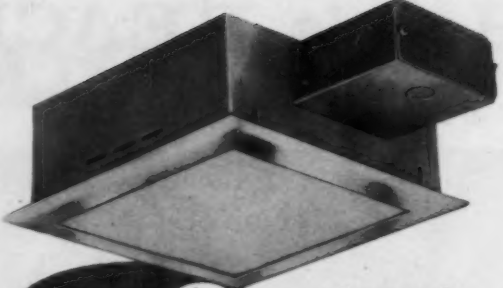
Commercial sectional overhead type doors job designed in wood or steel for dependable service in public and commercial buildings.

Investigate the Wagner profit-making sales plan on Garage Doors. Ask for condensed price list AB-59.

Wagner also makes sawhorse trestles, folding scaffold and ladder brackets. Ask for building hardware bulletin AB-59H.



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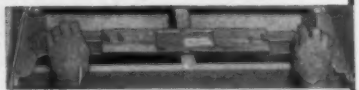
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Complete with 11-cu. ft. bucket, f.o.b. factory—plus installation, freight and taxes. Available on easy monthly lease or purchase terms through your nearby Case Utility Dealer. Price subject to change without notice. Act now!



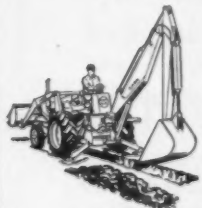
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hundreds of construction
chores... for pennies an hr.

NEW 34 HP MODEL 210B

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NOTE: Larger 42 hp 1500-lb. capacity 310B Loader also available in the complete line of Case Utility wheel and crawler equipment.

Converts in minutes with optional attachments for extra versatility... extra savings



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By equipping your Case 210B Utility Loader with these low-cost attachments you can use the same tractor for digging trenches, footings... handling block, mortar, roofing... lifting and stockpiling supplies... leveling, and grading, or clearing snow. Additional rear-mounted tools including all-purpose blade, scarifier-scraper, 3-point snap-lock or flexible hydraulic hitch, mower, post-hole digger and driver... make the 210B Utility a real time- and money-saver on every building job. It isn't so much a question as to whether you can afford a 210B, as it is whether you can afford to be without one.



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SEE IT...TRY IT...ACT TODAY!

Take this easy step to lower building costs by getting complete facts now on the new Case Utility 210B Loader. Clip and mail handy coupon below for full details. Your nearby Case Utility Dealer will be happy to arrange a free demonstration without obligating you in any way. Do it today!

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Send free information on new 210B Utility Loader

Name Position.....

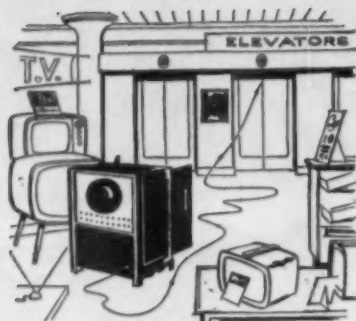
Company

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City State.....

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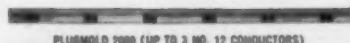


This is a Wire Wanderer

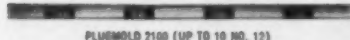


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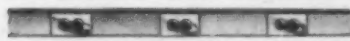
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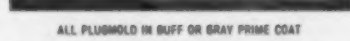
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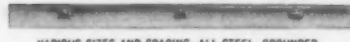
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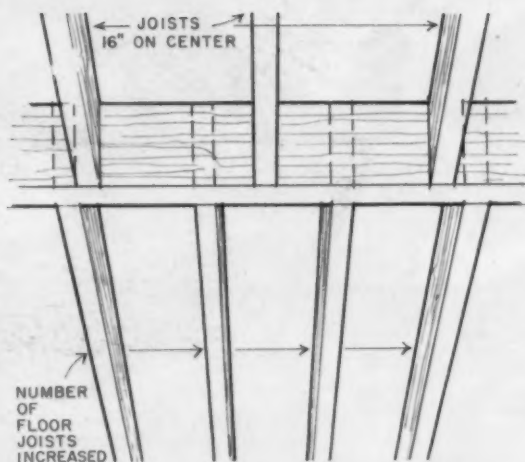
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How to do it better

**For longer spans:
don't change joist size —
move joists closer together**



Floor joist detail

When the floor span in one part of the house is greater than in another, do not change the size of the joists to support the greater load—simply install same size timbers—but closer together

(see sketch). This allows ceiling and floor to remain level over the entire house, saving a great deal of labor and material expense.

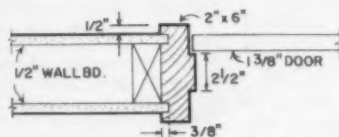
N. M. Pittman
Overton, Tex.

Integral stop and jamb milled from 2x6

Instead of using the conventional jamb and casing to frame interior openings, try this cost-saving method:

Have your jambs milled from 2x6's to receive 1/2" wallboard and rabbeted out for the door stop. This method gives a neat modern appearance. The corners should be rounded. The jambs can be made from hardwood stock to match the natural hardwood doors.

There is a great deal of savings



in material and labor as well as in the finishing using this method.

N. M. Pittman
Overton, Texas

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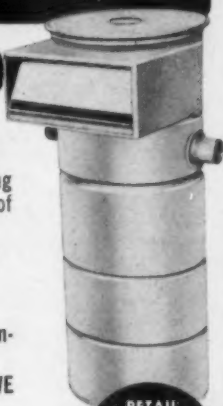
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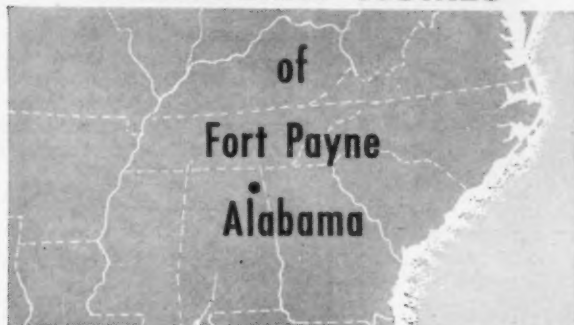
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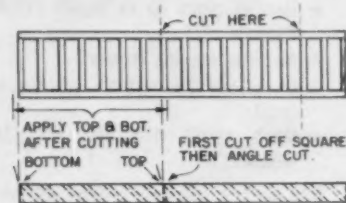
HOW TO DO IT BETTER

(Continued from page 164)

Rainy weather cost saver

Here is an idea to keep your men busy in the shop during rainy weather, that will pay off when your building schedule is going full swing again: Get your men set up so they can produce long sections of standard width gable-end louvers.

These sections are made as long as possible then cut when needed, allowing for the top and bottom



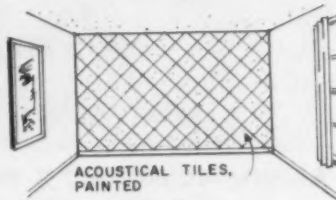
MULTIPLE LOUVER ASSEMBLY

pieces which are nailed on after the louvre section is cut. Study the drawing above closely to see how the cuts are made. The first cut is angled providing a sill bevel. The exact length of the louvred section is figured by measuring the opening less 1½" which is the total thickness of the top and bottom pieces.

Arthur N. Nelson
Kansas City 30, Mo.

Acoustical tile on walls

Sometimes a complaint of small house owners is: that noise carries to all parts of the house. Usually there are one or more problem walls. We have been pleased with the effect of placing acoustical tiles (preferably those of mineral



type) in a diagonal pattern on the problem wall. By using a paint roller the added effect of two-toning is obtained from the recessed areas of the tile.

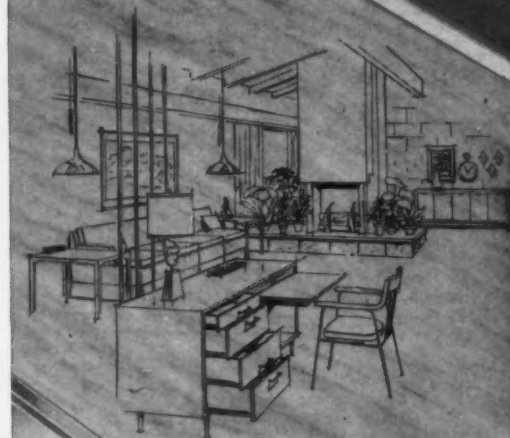
In the use of dry-wall construction we feel that a few bats of full thick wool insulation placed in walls between sleeping and living areas are well worth while.

Eugene Landis, Ephrata, Pa.

GRANT DRAWER SLIDES

For convenience, function and dependability, more and more home builders are turning to kitchen cabinets and built-ins equipped with Grant Drawer Slides.

and, more and more home buyers are looking for Grant Slides such as the No. 325 (pictured) — a three-section, full extension slide which smoothly, silently and safely supports loads up to 150 lbs.



FROM THE ground UP

The resurgence of home building — already clearly apparent to all observers, does not necessarily mean that homes will sell more easily in '59 or '60 or '61.

How often have you asked manufacturers for products which will perform functionally and, which, by their nature, do a selling job for you?

While no single product “stops” the onlooker *and sells him every time*, there are some products, inexpensive to apply, excellent in operation and extremely attractive to consumers — *yet are modestly priced and simple to install.*

Such a product is Grant Drawer Slides. Grant alone makes the greatest number of slides, for the widest range of applications. They are perfect for kitchen cabinet drawers, built-ins, linen closet shelves and other, “prospect-pulling” uses.

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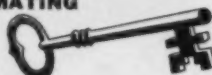
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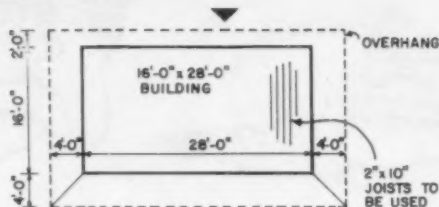
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Small roadside stand needs a four-foot wide overhang

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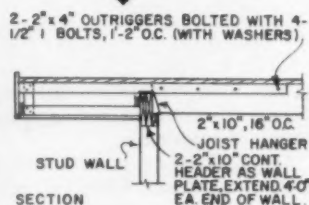
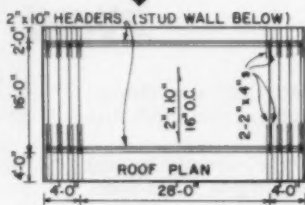
I am a subscriber to your magazine and have got help from you before. Now I would like advice on a new problem that has come up. I am remodeling a small building into a souvenir stand.

It is to have a 4' overhang on 3 sides (front and ends). The back has a 2' overhang

using 2x10 joists. How would the two front ends be framed to support a 4' overhang? The roof slopes 1 to 16 to the rear. Can I use salvage edge roofing with 1/2" plywood sheathing? Underside of overhang is to be 3/8" plywood.

C. Russell
Tonawanda, N.Y.

THE SOLUTION:



Plan and sectional view above show economical overhang framing. George Kennedy, Structural Engineer, Chicago, Ill.

Wax on terrazzo hallway floors spells trouble

QUESTION: I have built several apartments and placed terrazzo surfaces in the halls and stairs. I now find that they are slippery when waxed. What product can I buy to reduce high polish, but keep the floors in good condition?

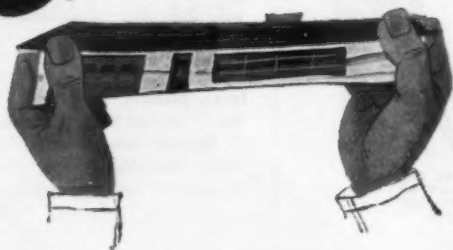
ANSWER: First of all may we state very definitely that we do not recommend the use of wax on terrazzo. To correct the slippery condition: clean floors thoroughly—with a steel brush if necessary. After all the wax has been removed seal floor with a recommended sealer.

G. & R. Builders
Brampton, Ont.

National Terrazzo & Mosaic Assn.,
Inc.

BARRETT

RANCHLINE[†] SHINGLES



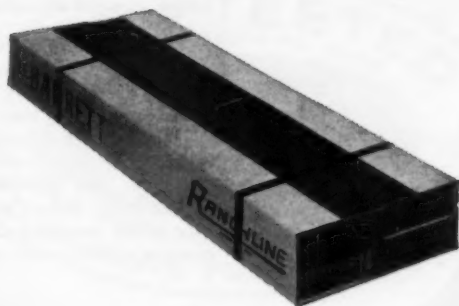
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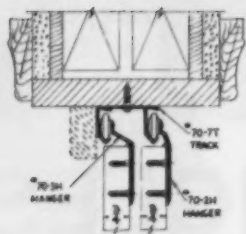
THE SHINGLES THAT MAKE ROOFS LOOK LONGER AND LOWER!

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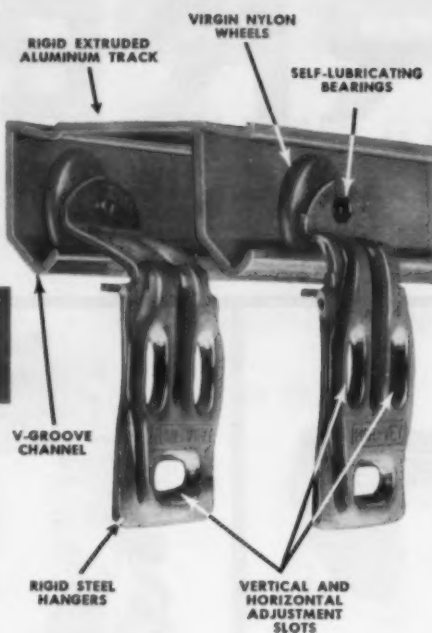
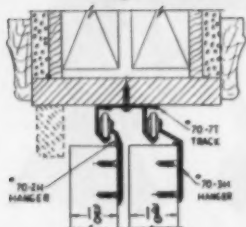
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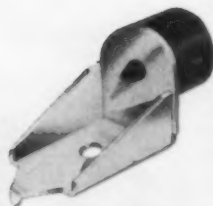


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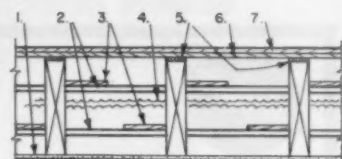
172

ASK THE EXPERTS

(Continued from page 170)

Soundproofing between floors of two-family house

QUESTION: The sketch below represents my idea for soundproofing between floors of an apartment I'm building. What do you think of it? Here is the key to the drawing: 1. ceiling is 1/2" sheetrock; 2. 1x2 cross-



nailed furring strips; 3. 1/2"x9 1/3" celotex tacked on 1x2 strips; 4. One layer blanket insulation; 5. Repeat No. 2. above; 6. Repeat No. 3 above; 7. Blanket insulation, or 1/2" Celotex strips over floor joists; 8. Pine sub-flooring; 9. Oak flooring.

J. Staben
Wyckoff, N.J.

ANSWER: Your idea is very good but you might try to eliminate one layer of Celotex by using a double thick wool insulation. This will decrease labor cost.

George Kennedy
Chicago, Ill.

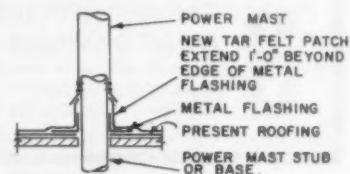
How to seal opening cut in flat built-up roof

QUESTION: Do you know of any good method which may be used to seal openings in a flat built-up roof?

I'm referring to openings cut for installation of power service mast after completion of roof.

Roger Teal
Ashland, Ohio

ANSWER: In reference to your questions of sealing openings cut in a



flat roof, I would advise using a stub-type base over which the power mast can fit, see above. Fasten a lead-type flashing to this stub above the roof level.

George Kennedy
Structural Engineer,
Chicago, Ill.

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(Continued from page 79)

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2500# Conc.	4" Floor Slab O.G.	1480 S
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Monolithic	Floor Float Finish	360 S
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Fieldstone	8" Planter Walls	110 S
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4x6"	Fir Carport Posts	40 L
2-2x6"	Fir Carport Header	15 L
2-2x6"	Fir Door & Window Header	25 L
2x6"	Fir Fascia Blocking	130 L
2x6"	Fir Roof Ridge	20 L
2x6"	Fir 16" o.c. Roof Rafters	615 L
2x6"	Fir 16" o.c. Ceil. Joist	215 L
2x6"	Fir 16" o.c. Part. Studs	50 L
2x6"	Fir Part. Plate	10 L
2x6"	Fir Part. Sill	10 L
2x6"	Fir 10' Rf. Truss Bot. Chord	22 U
2x4"	Fir 9' Rf. Truss Bot. Chord	44 U
2x4"	Fir 16'7" Rf. Truss Top Chord	44 U
2x4"	Fir 2'4" Vert. Truss Bracing	44 U
2x4"	Fir 6'7" Vert. Truss Bracing	44 U
2x4"	Fir 16" o.c. Ext. Wl. Studs	1225 L
2x4"	Fir Ext. Wl. Plate	185 L
2x4"	Fir Ext. Wl. Sill	175 L
2x4"	Fir 16" o.c. Int. Part. Studs	625 L
2x4"	Fir Int. Part. Plate	105 L
2x4"	Fir Int. Part. Sill	80 L
2x3"	Fir 16" o.c. Int. Part. Studs	270 L
2x3"	Fir Int. Part. Plate	45 L
2x3"	Fir Int. Part. Sill	45 L
3/4" Plywood	36x15" Roof Truss Gussets	44 U
3/4" Plywood	24x12" Roof Truss Gussets	44 U
3/4" Plywood	18x12" Roof Truss Gussets	22 U
Plywood	1/2" Roof Lining	2435 S
Fibreboard	1/2" Wall Lining	1140 S
Fibreglass	4" Ceil. Insulation	1480 S
Fibreglass	2" Wall Insulation	1140 S
15# Felt	Ceil. Vapor Barrier	1480 S
15# Felt	Roof Isolation	2435 S
215# Asphalt	Roof Shingles	2435 S
Ash. Cement	Ext. Wall Siding	1055 S
Gyp. Board	1/2" Soffit Boarding	380 S
1/2"-d. Steel	8" Anchor Bolts, N. & W.	22 U

—METAL SHEET WORK—

Galv. Steel	2x3" Drip Edge	215 L
Copper	6" Wind. & Door Flashing	55 L
Copper	12" Chimney Flashing	20 L
Aluminum	1"-d. Scr. Soffit Vents	60 U
Aluminum	2'9x2'6 Gable Louvre	1 U

—WOOD EXT. & INT. MILLWORK—

1 1/4" W. Pine	5x6'8 Ext. Flu. Door, F. & T.	1 U
1 1/4" W. Pine	3x6'8 Ext. Flu. Door, F. & T.	1 U
1 1/4" Bir. Ven.	5x6'8 Flu. Slid. Door, F. & T.	1 U
1 1/4" Bir. Ven.	2x6'8 Flu. Door, F. & T.	4 U
1 1/4" Bir. Ven.	2'10x6'8 Flu. Door, F. & T.	1 U
1 1/4" Bir. Ven.	2'6x6'8 Fold. Door, F. & T.	1 U
W. Pine Sash	8x5'6 Picture Window, F. & T.	1 U
W. Pine Sash	3'8x5'6 D.H. Window, F. & T.	2 U
1x8" W. Pine	Roof Fascia	130 L
1x8" W. Pine	Gable Fascia	85 L
1x6" W. Pine	Soffit Boarding	130 L
1x2" W. Pine	Soffit Molding	130 L
3/4x4" W. Pine	Wall Base	270 L
2x2" W. Pine	Gable Molding	85 L
6"x6"x8" Redwood	Lamp Post	1 U
3x6" Redwood	Fence Post	5 L
3x4" Redwood	Fence Post	5 L
3x3" Redwood	Fence Railing	15 L
1x6" Redwood	Fence Railing	25 L
1x3" Redwood	Ext. Wall Battens	820 L
1x12" W. Pine	Closet Shelving	30 L
1x8" W. Pine	Closet Shelving	10 L
1x3" W. Pine	Shelf Cleats	60 L
1/4" dia. Fir	Clothes Pole & Acc.	25 L
1 1/4" W. Pine	1'10x6'9 Wind. Shutter & Acc.	4 U
D. S. Glass	Window Panes	65 S
1/4" Pol. Pl.	Glass Door & Window Panes	170 S
Plastic & W. Ir.	3x1x3' Plant Boxes	2 U

—PREFINISHED KIT. & BATH CABINETS & ACC.—

2'9x2'3' Birch Kit.	Sink Cab. & Acc.	1 U
3x2x3' Birch Kit.	Range Cab. & Acc.	1 U
2x2x2'6' Birch Kit.	Oven Cab. & Acc.	1 U
1x2x3' Birch Kit.	Base Cab. & Acc.	1 U

(Continued on page 176)

" WHY I SUBSCRIBE TO AMERICAN BUILDER "

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I need ideas for cutting waste, getting more out of my crew, making better use of tools...

In fact, one of the most important things I do every month is to go through American Builder for ideas. It's one thing I never put off. The sooner I get an idea working for me, the sooner it starts making me money.

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MAIL ORDER TO: **L. F. GARLINGHOUSE CO., INC.**

ESTIMATING TAKE-OFF

(Continued from page 174)

9"x2"x3' Birch Kit. Base Cab. & Acc.	1 U
1'9"x2"x3' Birch Kit. Base Cab. & Acc.	1 U
1'9"x2"x1' Birch Kit. Wall Cab. & Acc.	1 U
3x2x1' Birch Kit. Wall Cab. & Acc.	1 U
4'6x2"x1' Birch Kit. Wall Cab. & Acc.	1 U
3'x1'9"x2'6' Birch Bath. Vanity Cab. & Acc.	2 U
5x1x2'6' Birch Bath. Vanity Cab. & Acc.	1 U
Laminated Plastic Counter Tops	20 S

—HOT AIR HEATING SYSTEM—

Sheet Steel 3'8x2'x4' Shell Fireplace	1 U
Profab. Steel 10'd. Flue Lining	14 L
Profab. Steel 7'd. Flue Lining	12 L
Brick & Steel 5'10x2'10x3'5 Chimney & Acc.	1 U
Galv. Steel Chim. & Flue Hanger	1 U
Fire Brick 4" Fireplace Lining	25 S
1" Marble 5'8"x1'8" Fireplace Hearth	1 U
Stock 5'6"x1" Fireplace Mantel	1 U
Model V Heater & Acces.	1 U
Clay Pipe 6'd. Heating Duct	290 L
Galv. Steel Floor Registers	12 U
Galv. Steel 18"x18" Cold Air Return Duct	2 L
Galv. Steel 18"x18" Cold Air Grille	1 U

—PLUMBING SYSTEM & FIXTURES—

Water Service Connection & Piping	1 U
Sanitary Service Connection & Piping	1 U
Storm Service Connection & Piping	1 U
Lavatory, Piping & Accessories	2 U
Bath Tub, Piping & Accessories	2 U
Water Closet, Piping & Accessories	2 U
Kitchen Sink, Piping & Accessories	1 U
Shower Head, Piping & Accessories	2 U
Elec. H. W. Heat., Piping & Accessories	1 U
Elec. Wash. Mach., Piping & Accessories	1 U

—ELECTRIC SYSTEM & FIXTURES—

Electric Service Connection	1 U
Electric Service Panel & Switch	1 U
Light Outlets & Wiring	10 U
W.P. Light Outlets & Wiring	6 U
Convenience Outlets & Wiring	31 U
Switch Outlets & Wiring	21 U
Light Ceiling Fixtures	10 U
W.P. Light Ceiling Fixtures	5 U
W.P. Light Lamp Post Fixtures	1 U
Entr. P.B. Chime & Wiring	1 U
Tele. Service Connections & Acces.	1 U
Television Antenna & Wiring	1 U
H.W. Heater Connections & Wiring	1 U
Clothes Washer Connections & Wiring	1 U
Clothes Dryer Connections & Wiring	1 U
Built-in Oven Connections & Wiring	1 U
Built-in Range Connections & Wiring	1 U
Exhaust Fan Connections & Wiring	2 U
PATIO FLOOR ONLY	1440 S

—EARTH EXCAVATION & GRADING—

Top Soil 6" Grade Exc. & Pile	1640 S
Earth Pool Exc. & B'fill	150 C
Gravel 6" Floor Sub-fill	1140 S

—CONCRETE CONSTRUCTION & FINISH—

2500# W.P. Conc. Pool Walls	25 C
2500# W.P. Conc. Pool Walls Forms	75 S
2500# W.P. Conc. 8" Pool Slab O.G.	70 S
2500# W.P. Conc. 6" Patio Slab O.G.	1070 S
Monolithic Pool Finish	70 S
Monolithic Floor Float Finish	1070 S
Kraft Paper Floor Prot. & Curing	1140 S

—LUMBER FRAMING & CONSTRUCTION—

2x6" Fir 48"o.c. Roof Rafters	325 L
2x4" Fir Panel Framing	235 L
1x2" Fir Roof Nailers	275 L
2x2"x1/4" Steel 6" Rafter Fasteners	18 U
1 1/2"-d. Steel 8" Anchor Bolts, N.&W.	22 U

—PLASTIC ROOF & WALL PANELS & SCREENS—

1 3/4" Plast. & Wd. 3'6 1/2"x6'8' Scrn. Door, F. & T.	2 U
Plast. & Wd. 4'x6'8' Scrn. Door F. & T.	1 U
Sheet Plastic Wall & Scr. Paneling	415 S
Corrug. Plastic Roof Paneling	1225 S
Corrug. Plastic Wall Paneling	365 S
1 1/2" Plast. & Wd. 8'x6'8' Fold. Door, F. & T.	1 U

—WOOD EXTERIOR MILLWORK—

4x4" Redwood Patio Posts	25 L
2x6" Redwood Tralis Framing	100 L
2x6" Redwood Planting Box Bottoms	10 L
2x6" Redwood Patio Dividers	515 L
2x6" Redwood Planter Boxing	1 U
2x3" Redwood Patio Posts	35 L
1x8" Redwood Planting Box Sides	10 L
1x6" Redwood Planting Box Sides	10 L
1x6" Redwood Roof Fascia	70 L
2x3 1/2" Redwood Panel Fascia	70 L
2x5 1/2" Redwood Roof Support Posts	125 L
1x5 1/2" Redwood Panel Sill	55 L
1x3" Redwood Panel Sill	20 L
2x2" Redwood Panel Framing	70 L
1x2" Redwood Panel Framing	70 L
17'6x2'x1'6" Patio Bench	1 U

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A new experience in garage door operation awaits you when you open a Frantz "400" for the first time! There is no rebound, no movement back and forth. As door reaches full open position it stops. *This one feature alone has placed the "400" Series among the biggest selling doors in America!*

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- No. 58** Frantz Torsion Spring Doors for residential, commercial, and industrial use, including the No. 800 Residential Series with exclusive Safety Catch.
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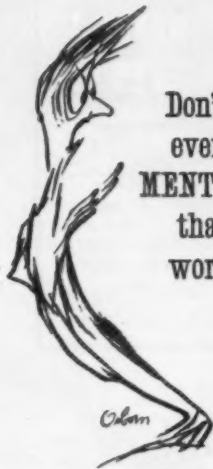


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BETTER DETAIL OF THE MONTH

1. WITH FIBROUS GLASS, new method gives this wall .19 "U" value, low sound transmission, good insulation, 2½- to 3-hour fire rating.

2. WITH CELLULAR GLASS, the wall is made fire resistant and watertight. This material is easy to install.

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ADVANTAGES:
 2½ OR 3 HR FIRE RESISTANCE (3 HR. BRACKET LAID IN MORTAR OF OLD JOINT. 2½ HR. KLIP ADHERED WITH ADHESIVE).
 REDUCES HEAT & AIR CONDITIONING COSTS.
 ECONOMICAL.
 LOW SOUND TRANSMISSION
 .19 "U" VALUE (HEAT TRANSMISSION).

Labels in Diagram 1: SCR BRICK, 3/4" PLASTER & METAL LATH, 1" GLASS FIBER, NON-CORROSIVE BRACKET LAID IN MORTAR OF OLD JOINT. 3 HOUR FIRE-RATING, OR STIC-KLIPS, TYPE "N" ADHERED TO BRICK WITH 3M EC-1300 OR EC-896 ADHESIVE. 2½ HOUR FIRE-RATING, USE ONE OR THE OTHER TYPE OF CLIP, WEEP HOLES 2'-0" O.C., FLASHING, NORMAN OR 8" LENGTH FACING BRICK, 2" x 8" JOIST.

Labels in Diagram 2: 3/16" PC WHITE TYPE S FINISH OR METAL LATH & PLASTER, SCR BRICK, 1/8" ASPHALTIC CEMENT IN ALL HEAD & BED JOINTS, 1½" FOAM GLASS, 1/8" ASPHALTIC CEMENT PARGING.

Labels in Diagram 3: 1/2" MORTAR PARGING, SCR BRICK, 5/8" SAND PLASTER, 1" STYROFOAM, WATER EMULSION ADHESIVE MMM CTA - 50.

(X) Reg. U.S. Pat. Pend., SCPRF

3 new ways to finish a solid brick wall

A new method for constructing masonry walls has been developed by the Structural Clay Products Institute. It is the first method to use "SCR" brick in combination with insulation and interior finishing materials.

Promoted as "The Solid Look," it was demonstrated for the first time last October in Seattle, at a meeting sponsored by the Producers' Research Council. It is a

result of two years' research, the council said.

As shown in the details above, the method uses combinations of brick, cellular glass, fibrous glass, plastics, tile and plaster. Cost of any of the above walls should run no more than \$2.00 per square foot, based on Seattle prices.

"Solid Look" walls can be load-bearing, serve as curtain walls, or panels in multistory units.

For further information on method of construction or products used, write to SCPI, 328 Third Avenue West, Seattle 99.

In the details: No. 1: the "SCR" brick wall is constructed with full head, bed joints, weep holes; flash accordingly. No. 2: use asphaltic cement within two hours of mixing. No. 3: apply no more adhesive than can be covered with Styrofoam in 30 minutes.

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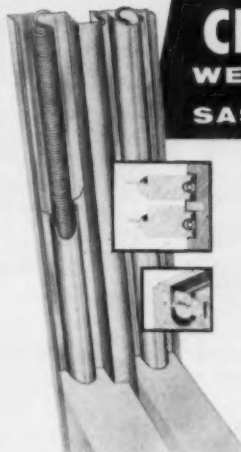
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Ask for prices and name of local dealer.

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Metuchen 4, N. J. Cable Address: MULMIX

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DEFORMED AND KNURLED FOR A POSITIVE BOND

CROSS BAR HOLDS SIDE BARS UP

SO THE MORTAR GRIPS ALL THE WAY AROUND

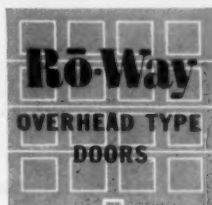
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The Month Ahead

MANY HAPPY RETURNS

Tax time is here again. This can mean simply a call to your accountant, or a couple of evenings with a ledger. But it can also mean weeks of sweating blood over incomplete checkbook entries, and unreadable scribbles on the back of pieces of 2 x 4.

It's ridiculous for a grown man to get into this sort of mess. An accountant may seem like an extravagance, but a couple of hours of his time each week can save you all kinds of headaches. He'll take you out of the books and let you build houses, and he'll also point out ways of keeping your tax bills to a minimum. He should save more than he costs.

If you prefer to keep your own books, there are many good systems. We've published some, and we'll show you more in the months ahead. Your lumber dealer, or prefab manufacturer, will be glad to help you. But whatever system you choose, start it now.

FOR MARCH: IMPORTANT!

We want to draw special attention to next month's AMERICAN BUILDER. You'll go on a guided tour through one of the best building operations in the country. The builder and his key supervisors will show you ideas, from building basements to closing the sale, that keep costs down. The story is a must for any builder who wants to build more house for the money.

Spring is closer than you think

Midwinter means different things to builders in different places. In Wisconsin or upstate New York, it means frozen fingers and curses for the weather man; and in Florida or Southern California, it's just sunshine and roses, with maybe a little smog around the edges. But no matter where you build, the coming weeks should be a time to nail down your plans for the Spring market.

The question of *what* to build is one you can best answer yourself. Design is a local problem subject to local peculiarities, and if you're still in business, it means you have at least a working knowledge of your market. But *how* to build is something else again.

You can always do a little better

If you've just ordered a new Cadillac, congratulations; but don't let success put you to sleep. The technical end of building is progressing by leaps and bounds, and the closer you can keep to it, the better you'll do.

For example, how long is it since you talked to the representatives of the home manufacturers that ship into your area? Maybe "prefab" is still a dirty word where you build, or maybe you looked a while back and found that a prefab house would cost you just as much as the one you're building now. But if you read this issue carefully, you know that home manufacturers can supply you with a lot more than just a house.

Have you considered the use of prebuilt panels, trusses, and other components? They'll let you build faster and with less labor cost, and produce a better house in the bargain. Someone in your area should be producing LuReCo components, or something similar.

The house you design, the way you build it, and the tools you use, all can be a little better, and cost a little less. You'd better take a close look.

COMING IN MARCH: Ideas to help you make money... **report on a prize-winning builder:** how he designs, builds, and sells... an award-winning "Hidden Values" merchandising program... opportunities in the remodeling market.



A **NEW** way to fascinate your women
Congoleum-Nairn's inlaid vinyl flooring
 ... a "custom look" at low cost

Smart builders have learned that the "extra" features of Congoleum-Nairn's inlaid vinyl fascinate women—and help clinch the sale.

First, your prospects are attracted by the gleaming colors and lustrous surface—a luxury touch that costs you so little. And they can *feel* the comfort of the cushion back. Then they are completely sold by the *easy cleaning* reputation of this vinyl by Congoleum-Nairn. For 8 years now housewives have been learning that grime and dulling film wipe right off this floor, *America's most widely used inlaid vinyl.*

And builders know that installations of this flexible, inexpensive floor are fast, easy, trouble-free.

Now there's a new design—*Picnic*—a delightful decorator creation of gay color chips and marbled

backgrounds. Three of the patterns include sparkling GOLDEN flecks!

Congoleum-Nairn's Picnic vinyl is available by yard or tile, can be installed on or above grade, with or without radiant heating. For samples and data, write Builders' Service Bureau, Congoleum-Nairn Inc., Kearny, New Jersey.



Congoleum-Nairn
 FINE FLOORS

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Builers who "look ahead" specify
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Competitively priced with
built-in quality to

**Protect your
good name**

It's the "little foxes that destroy the vines." And it's usually the small details that make a home buyer either happy or huffy. That's why so many prominent builders *insist* on hardware by "National of Sterling." It adds one more extra touch that helps build customer satisfaction—today, tomorrow and through the years.

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