



American Builder

★★ A SIMMONS BOARDMAN TIME SAVER PUBLICATION • 75c

CONVENTION ISSUE

1960 PRODUCT SHOW

JANUARY 1960

NEW

NUTONE "TRIPLE-AIRE"[®] KITCHEN VENTILATING SYSTEM ... NO DUCT-WORK NEEDED!

The TRIPLE-FILTER VENTILATING SYSTEM FOR APARTMENTS AND REMODELING

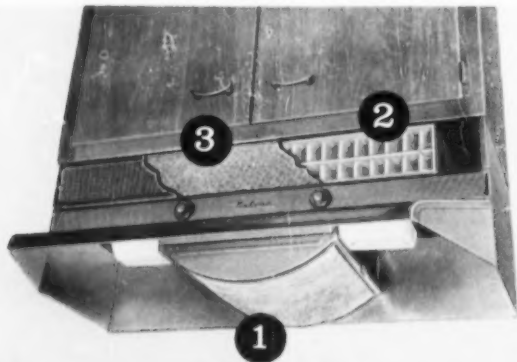


NuTone's Independent
Filter Attachment
Combines with
NuTone's 3000 Series
Range Hood-Fan

For the Triple-Aire
Non-Ducted Hood-Fan

No other Non-Ducted Hood-Fan
compares to NuTone's Triple-Aire

- Only NuTone filters cooking smoke with Micro-Flo Filter
- NuTone avoids ozone danger to sensitive nose or throat
- The filter system is where it belongs—above the fan
- NuTone Charcoal Filter shielded from grease
- Hood reaches to front burners . . . to trap all fumes
- De Luxe Power Unit with dial—speeds to fit various needs
- NuTone offers greatest choice . . . color, sizes and finishes
- Beautiful . . . no ugly, hard-to-clean vents on hood surface
- Attaches to cabinet or wall shelf



ONLY NUTONE FILTERS ALL 3!

- 1 NuTone removes Cooking GREASE
with a washable Aluminum Filter
- 2 NuTone removes Cooking SMOKE
with a Micro-Flo Smoke Filter
- 3 NuTone removes Cooking ODORS
with an activated Charcoal Filter

NEW

NUTONE BUILT-IN STEREO COMBINED WITH AM & FM RADIO, INTERCOM, HIGH FIDELITY MUSIC

Now you can offer STEREO through the entire house, not just in a single room. No costly console cabinets. . . No wasted floor space! Everything is built-in. Fits standard 4" studding.

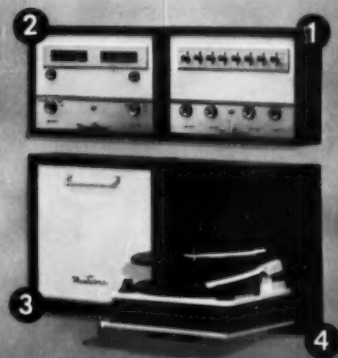
Arrange the components you want to suit your own plans. The moderate cost will surprise you . . . far less than the same units in cabinets.



It's new . . . it's beautiful . . . it's Stereo . . . plus the step-saving convenience of Intercom . . . plus am-fm Radio . . . plus High-Fidelity music . . . combined in the NuTone Built-In Stereo System.

Built-In Wall Speakers offer the finest tone because no cabinet can match their rigidity and size. The complete system is engineered for easy operation.

Here is an exciting idea for your 1960 homes . . . a real luxury . . . which adds many times its cost to the home value.



1. Dual Chassis Amplifier . . . also contains Intercom Controls..
2. AM-FM Radio Tuner . . . receives two programs at the same time.
3. Built-in Cabinet for Record Storage . . or Cartridge Tape-Deck.
4. Fold-into-wall Record Changer. 4 speeds. Automatic shut-off.
5. Wall Speakers with controls for Intercom . . Balance . . Volume.
6. System includes Door speaker, Remote controls, Outdoor Speakers.

SEE OTHER SIDE →

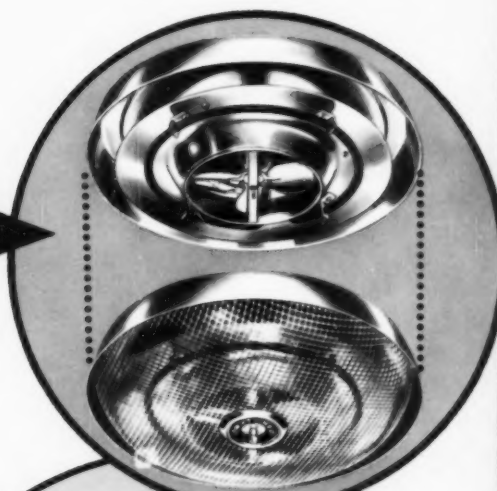
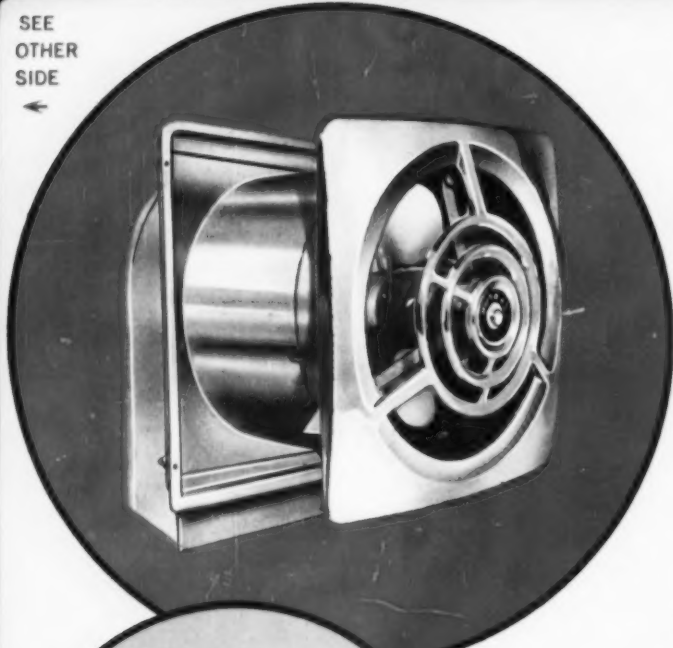
SEE
OTHER
SIDE
←

NUTONE'S *New* *Jet-Power* FANS

CRISP, ULTRA-MODERN STYLING!

NuTone offers America's Newest Exhaust Fans. Completely redesigned for beauty and luxury . . . engineered for power and performance. Changed in every way—except the price is the same!

Sparkling anodized grilles for the "Jet-Look". Improved motors and blades for "Jet-Power". Nine new models for wall and ceiling . . . Pull-Chain or Automatic . . . Horizontal or Vertical Discharge . . . All NuTone Exhaust Fans meet or exceed FHA Minimum Property Standards. (MPS.)



NUTONE'S *New* *Ceiling* HEATERS

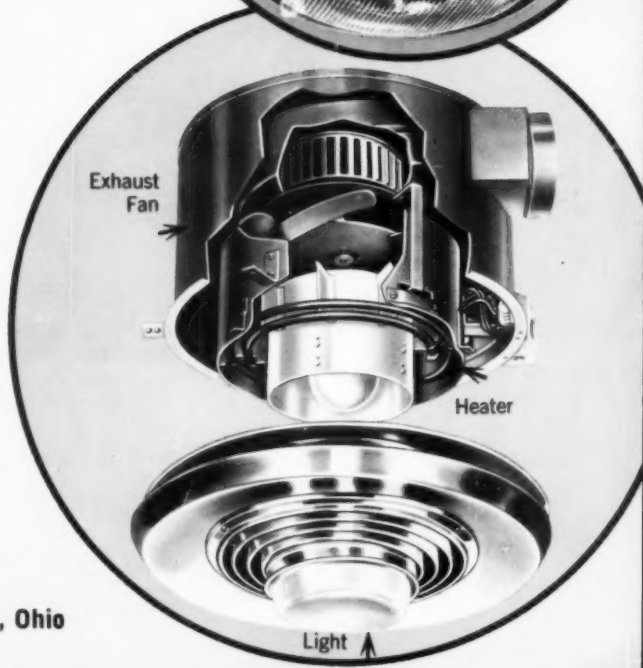
"BUILT-IN" OR SURFACE MOUNTED

New slim-line styling that hugs the ceiling! Your choice of surface-mounted Radiant Type with air-cooled housing . . . or the Exclusive Heat-A-Ventlite . . . combining a Heater plus an Exhaust Fan plus Ceiling Light—to save space.

NuTone Ceiling Heaters have armored elements for longer life and trouble-free performance. Moderate in Cost—Easy to Install.

NEW DELUXE 1960 Catalogs in BINDER

Write to NUTONE, INC., Dept. AB-1, Cincinnati 27, Ohio





YOU ASKED FOR IT... NOW IT'S HERE!

Completely New "S" Series Circular Saw

All the power, cutting speed, and accuracy you ever wanted... at savings up to 10% over other heavy-duty makes



Here's proof! Full 1 $\frac{1}{4}$ HP at the blade... more work done easier... faster... saves time and money.

One-piece wrap-around *steel shoe* for firm support on both sides of blade. Glides freely: won't score, bend, or spring out of shape.

Fast-lock depth and miter adjustments... accurate at any angle and depth.

Excellent blade visibility... cyclonic sawdust blower keeps guide-line completely clear. Clear-view sighting of blade edges at point of contact with work.

Telescoping blade guard *floats* over board edges without jamming or dragging: smooth operation at any angle or depth of cut.

No-slip, balanced grip. Functionally styled handle fits hand comfortably... positioned for ideal balance and one-hand control.

Exclusive spring-loaded coaster-brake-clutch drive protects gears, shafts, and motor against impact shock... *doubles* gear life.

Helical cut, hardened steel gears, rugged die cast housing, and large grease sealed ball and roller bearings are your further guarantee that MILWAUKEE Super Powered "S" Series Circular Saws will out-perform and out-live any other comparable saws. Compare feature for feature, price for price today. See your MILWAUKEE Distributor or write for your free copy of Bulletin SW-27.

3 SIZES

6 $\frac{1}{2}$ " Model S-18L - \$99.99
7 $\frac{1}{2}$ " Model S-17L - \$79.99
9 $\frac{1}{4}$ " Model S-12L - \$99.99

Also available with steel carrying case. All models furnished complete with rip fence.

MILWAUKEE ELECTRIC TOOL CORP.

5356 WEST STATE STREET • MILWAUKEE, WISCONSIN



Look under — Tools - Electric

A9-8008

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MAKES THE BIG DIFFERENCE
IN WINDOWS



NAHB SHOW

Booth 104
Conrad Hilton

•
Booth 538
Sherman Hotel

Watch your prospects as they inspect your homes. HE examines floor joists and scans the ceilings knowingly for tell-tale cracks. SHE gets that "far-away" expression as she squints her eyes to picture how her furniture would look in *this* living room. She's concerned, too with saving steps and time. He wants a home that's built to last. She wants a home that's planned for living. Satisfy them both by installing beautiful, trouble-free R-O-W Removable Wood Windows.

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



R·O·W SALES CO. • 1365 ACADEMY AVE. Dept. AB-160

• FERNDAL 20, MICHIGAN

THE Opportunity PAGE

We try to whisk you off every month to the most significant building sites in the country—and let you see for yourself what's going on.

This month the hot site is Chicago—site of the **annual NAHB show**—which is to new building products what the Metropolitan Museum is to paintings.

Maybe you'll get to Chicago, maybe not. Either way, our new-products people ▶ will not have labored in vain (they're the only editors in our field, by the way, who slave through November and December to give you this preview of the January show). Either way, you'll see a lot better how new products can contribute to the most important product of all—*your* new product, the house you'll build in 1960.

As a curtain raiser to the product show, we give you NAHB's No. 2 man and one of our most able and articulate builders. **Martin Bartling** asks—and answers—"How can we improve faster?"—on p. 55.

If that doesn't whet your appetite for new products, try "We took a year off to redesign our product," on p. 58. More appetizers follow. There are pieces on new plastic panels, **new asbestos panels**, and dressed-up concrete—▶ and how such products can steer and stimulate your thinking about your next house.

So—we'll see you at the show. Either the "show in print" that follows, the show in Chicago— or, best of all, at both.



Arthur J. McGinnis
Publisher

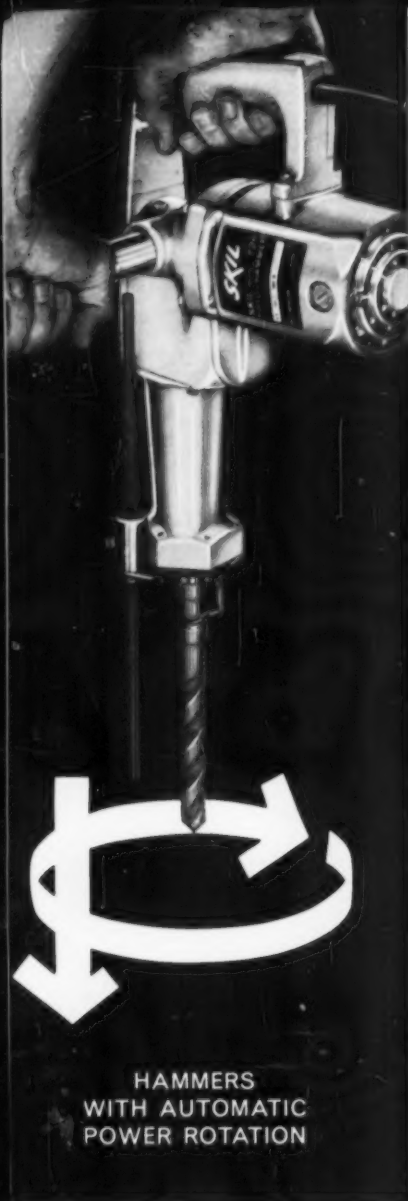
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HAMMERS
WITH AUTOMATIC
POWER ROTATION



HAMMERS
WITHOUT
ROTATION



DRILLS
WITHOUT
HAMMERING

New! Revolutionary Skil Roto-Hammer

Exclusive 3-way action obsoletes all other electric hammers!

It's actually 3 different tools in one:

Powerful hammer with automatic power rotation that drills holes in masonry up to 65 times faster than by hand . . . up to 5 times faster than ordinary hammers . . . without tiresome rotation of star drills.

Hammer without rotary action for all kinds of hammering jobs, including chaneling, routing, chiseling, riveting, demolition work, setting self-drilling anchors.

Drill without hammering action for boring holes in masonry, wood, metal, or any

material that can be drilled with standard electric drills.

Costs per hole are lowest of any hammer (see chart). Maintenance costs are lowest, too, because of unique "electropneumatic" drive. No springs to break . . . powerful hammering is air actuated.

Ask your Skil distributor for demonstration of Model 726 (1/2-1 inch) and Model 736 (1-2 inch). Or write for 8-page brochure. Skil Corporation, 5033 Elston Ave., Chicago 30, Ill. Attention: Dept. ABT-10.

LOWEST COST PER HOLE

Based on 1000 holes (1/2" x 4" deep) in masonry—labor at \$3.00 per hr.

SKIL NO. 726 HAMMER	ORDINARY HAMMER
1 Carbide Bit* needed	24 Star Drills needed
19.38 hours of labor	100.4 hours of labor
\$80.14 (labor & bit)	\$337.20 (labor & bits)
8¢ per hole	34¢ per hole

*New SKIL Carbide Bits stay sharp 20 to 30 times longer than star drills.



... and SKILSAW POWER TOOLS

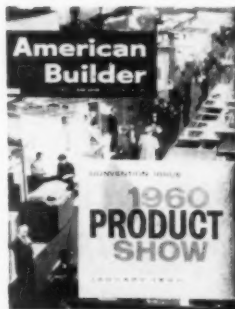
READER'S Guide FOR JANUARY 1960

PLANNING

BUYING

BUILDING

SELLING



Cover story: January is NAHB convention time for the building business. In this issue, you can take an arm-chair tour of the products that will be shown at this year's convention. Or use the issue as a handy guide when you get to Chicago; products are broken down according to the place of exhibit (see page 73).

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the recognized LEADER in concrete forming systems reveals

the ALL-NEW ROCFORM

ADAPT-A-CLAMP



Field tested and proven . . .
a BETTER, FASTER, MORE ACCURATE
METHOD of concrete wall form assembly



Clamp easily slips over metal-wedge ears of adjacent forms. One blow with hammer locks clamp.



Rocform tapered tie-rod is inserted through clamp and into clamp on opposite wall form.



Tie-rod pin is inserted and tapped with hammer to secure tie-rod which automatically gives desired wall thickness.

ROCFORM ADAPT-A-CLAMP PROVIDES THESE JOB-PROVEN FEATURES:

● LOW INITIAL COST . . .

Without sacrifice of the traditional Rocform standard of quality.

● FAST SET-UP TIME . . .

Simplicity of hardware, complete absence of wood walers cut set-up time by 25% over any other system.

● COMPLETE ADAPTABILITY . . .

Rocform Adapt-A-Clamp system can be purchased ready-mounted on panels or the Adapt-A-Clamp

hardware can be purchased for use on existing panels. Adapt-A-Clamp is such a flexible system that it can be used with most any tie-rod or snap-tie produced today. Panels employing Adapt-A-Clamp can be stacked for tall commercial wall work. Stirrup pins available for catwalks or wood liners.



Financing arrangements, field training and service are all continuing, customer-approved features associated with the Rocform Corporation. If you produce residential basements in quantity or do commercial structure wall work, you owe it to yourself to get full details on the Rocform Adapt-A-Clamp system. Call or write today. No obligation, of course.

**ROCFORM
CORPORATION**

15160 W. EIGHT MILE ROAD • DETROIT 35, MICH.

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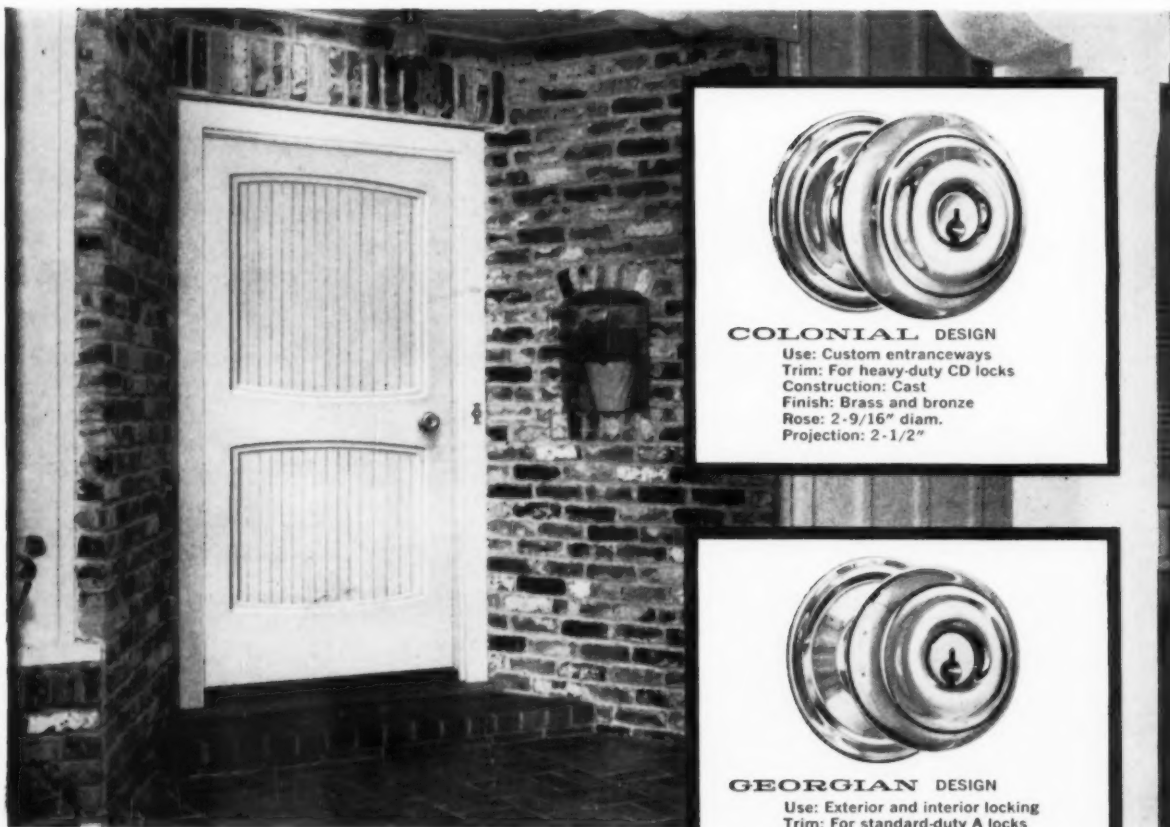
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NEW FROM SCHLAGE

Colonial and Georgian
lock designs in the
traditional manner



SONATA DOOR BY SIMPSON

In building today there is a strong trend towards a new elegance. Rich and luxurious accents help sell homes to today's discerning buyers.

In response to this trend, Schlage has created the new traditional Colonial and Georgian designs. Use them to add a traditional touch to your entranceway and throughout the house.

For details see your Schlage representative or write P.O. Box 3324, San Francisco 19, California.



COLONIAL DESIGN

Use: Custom entranceways
Trim: For heavy-duty CD locks
Construction: Cast
Finish: Brass and bronze
Rose: 2-9/16" diam.
Projection: 2-1/2"



GEORGIAN DESIGN

Use: Exterior and interior locking
Trim: For standard-duty A locks
Construction: Wrought
Finish: Brass, bronze and aluminum
Rose: 2-9/16" diam.
Projection: 2"

SCHLAGE[®] CYLINDRICAL LOCKS

Schlage Lock Company Display Rooms in
San Francisco—2201 Bayshore Chicago—Merchandise Mart
Los Angeles—3467 W. 8th St. New York—Empire State Bldg.
Vancouver, B.C.—1290 Marine Drive

NAHB

See these new designs at the NAHB Convention,
Booth #127, Conrad Hilton Hotel, Chicago,
January 17-21

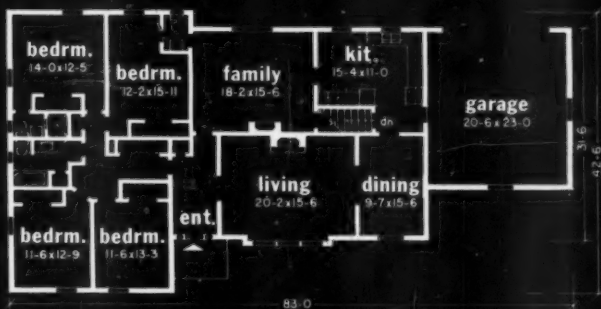
CONSTRUCTION Ideas in Action



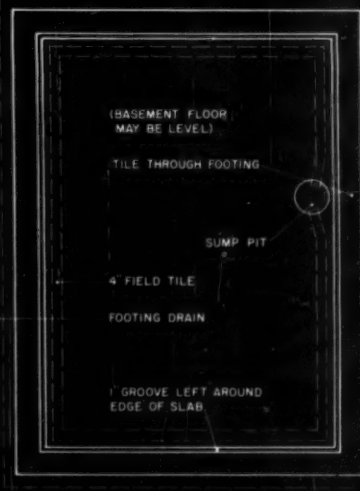
This house will always have a dry basement

Wendell Wright of Indianapolis, Ind., builds a good house; this \$37,500 ranch is typical. And he believes that good construction includes a basement that will never have water problems.

The drawings below show a drainage and waterproofing system that should assure a dry basement. Gutter around the perimeter is formed by a 1x6 which is removed after slab is poured.



DIAGRAMATIC FOUNDATION PLAN



Look what Gas is building-in for you!



This is the Gold Star of Excellence! It serves as your guarantee of Quality. To win it, each range must be better in at least 28 specifications—more advanced, more automatic, more efficient, better designed. Only the finest ranges, regardless of maker, earn a Gold Star.



Your houses will sell faster when women see this Gold Star!

Built-in Selling Advantages . . . Ranges built to Gold Star standards have the features women want: automatic roast controls, automatic burner controls, even automatic rotisseries! These features will help sell houses. Gold Star quality pays off in building your reputation, too—most women judge your whole house by details like this!

Built-in Acceptance . . . Both the manufacturers and the American Gas Association are pre-selling Gold Star award-winning ranges to millions of Playhouse 90 viewers, to millions more who see page after page of beautiful 4-color ads in top national magazines. Local advertising and promotion too. A total of \$30,000,000 support.

Built-in Cost Advantages . . . Lower installation costs of Gas built-ins save you money. Lower use and upkeep costs with Gas appliances, make important savings for your home-owner-to-be . . . a big selling advantage. Call your local Gas Company for free help in planning better kitchens.

AMERICAN GAS ASSOCIATION

Look for these famous names:

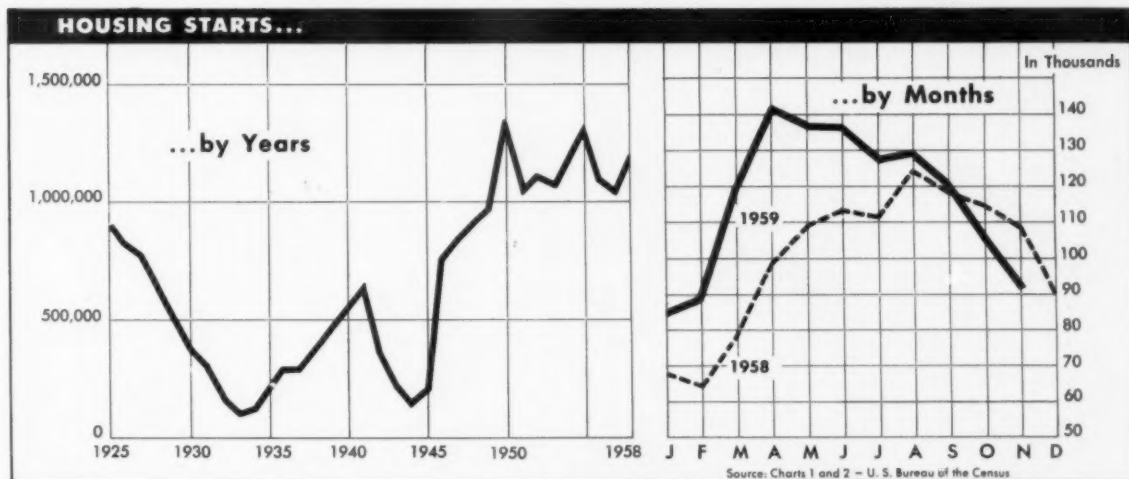
BROWN FEATURAMIC • CALORIC
CROWN • DETROIT JEWEL • DIXIE
EAGLE • GAFFERS & SATTLER
GLENWOOD • HARDWICK • MAGIC CHEF
MODERN MAID • MONARCH • NORGE
O'KEEFE & MERRITT • REAL HOST
RCA WHIRLPOOL • ROPER • SUNRAY
TAPPAN • THE BOSTON STOVE COMPANY
UNIVERSAL • VESTA
WEDGEWOOD-HOLLY • WELBILT

©Am. Gas Assoc., Inc.

No wonder . . .

Today more people than ever are cooking with GAS!

THE Pulse OF BUILDING



Starts show less than seasonal decline; annual rate hits 1,210,000

Good news in the 1959 housing picture is that November starts fell less than seasonally. The November seasonally adjusted annual rate was 1,210,000 compared with 1,180,000 for October. Housing officials estimate that 1959 over-all starts (public and private) will total about 1,350,000 compared with the 1,200,000 in 1958.

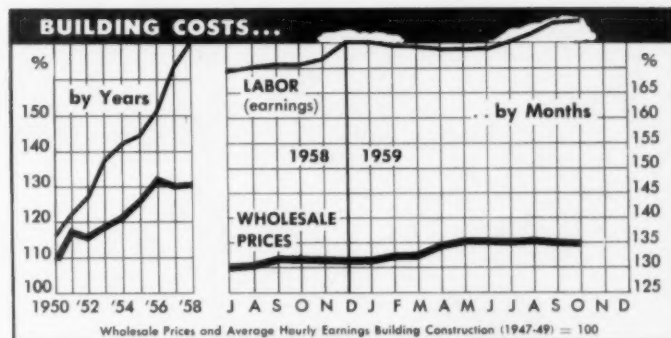
A drop in starts is expected next year. Government and private estimates are that about 1.2 million units will be begun in 1960. Blame for the anticipated drop is being laid on the doorstep of tight money.

Government-backed starts, in particular, will be hard-hit. FHA's November applications fell to 16,100 from 24,000 in October, while VA appraisal requests fell from 16,600 in October to 12,200 in November.

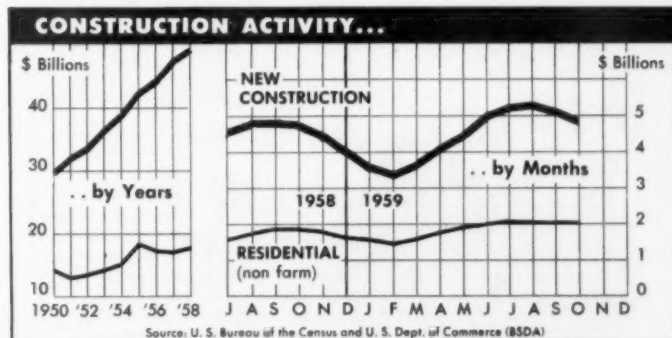
FHA ACTIVITY

New Homes	Nov., 1959	Nov., 1958	% Change Jan.-Nov. 1958-1959
Starts	19,067	23,530	+15.5
Applications	16,100	22,286	+15.1

- 1 DECLINING LESS THAN SEASONALLY**, November starts hit the 93,300 mark. This raised the seasonally adjusted annual rate to 1,210,000. Private November starts were 90,700.



- 2 CONTINUING THE UPWARD PATTERN** started in September, October labor earnings were at the 179.6 level. (No figures were available for Nov. wholesale prices as AMERICAN BUILDER went to press.)



- 3 ALTHOUGH OUTLAYS** in October for total new construction and residential construction declined from September, both exceeded October, 1958, expenditures. (No November data was available at press time.)

BUILD WITH

Living Color



SURFACE WITH

Pionite LIFETIME LAMINATES

What a difference Pionite living colors make in a kitchen, bathroom, or any surfacing application. Keyed to home fashion trends, these exciting hues will please every style-conscious customer.

With a wide variety of woodgrains, patterns, and solids to choose from, you can color-plan homes that will serve as lifetime advertisements for you.

Now in use in more than 9,000,000 homes, quality-controlled Pionite high pressure plastic laminates exceed NEMA standards, withstand cigarette burns, fading, scratching, and stains that would ruin other surfaces. Pionite is easy to handle and fabricate, can be installed more quickly, saving time, labor, and money.

PIONEER PLASTICS CORPORATION, Sanford, Maine • Los Angeles, Calif.

PIONITE in standard $\frac{1}{8}$ " and post-forming grade 051 comes in convenient-to-use sizes:
 Width 24" — lengths 96", 120"
 Width 30" — lengths 48", 60", 72", 84", 96", 120"
 Width 36" — lengths 60", 72", 96", 120"
 Width 48" — lengths 96", 120"

GLAMOR-BOARD, a $\frac{1}{2}$ " plastic surface hardboard, comes in the following sizes: 3' x 8', 4' x 8', 3' x 10', and 42" x 10', or cut to size

BOOTH 965 AT THE NAHB SHOW
 Chicago Coliseum Jan. 17-21

PIONEER PLASTICS CORP.
 Sanford, Maine



AB1-60

Please send me 8-page full-color brochure. Include chips of woodgrains, decorative patterns, and solid colors.

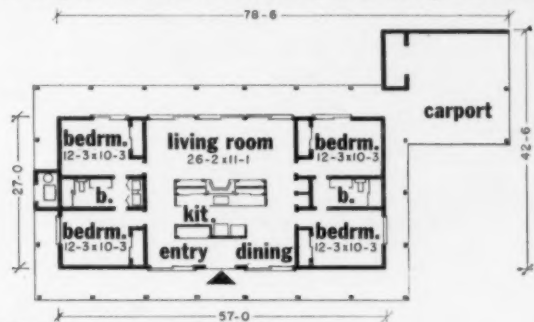
Name _____
 Address _____
 City _____ Zone _____ State _____

Tomorrow's HOUSE



SLIDING GLASS DOORS open to living-dining island from wrap-around veranda. Clerestory windows light central core.

Smart builder probes his market with this research contemporary



Forty thousand people toured this contemporary—but no one bought it. Unprofitable? Not to Bob Roberts of San Bernardino, Calif.

Roberts—who builds 150-200 ranch homes a year—built this contemporary as his own research house, exhibited it during National Home Week, got some 10,000 comments on local preferences.

"Those 40,000 people were a walking research lab," says Roberts. "I found that 50% of them intend to buy a home within three years . . . but they won't be buying contemporary. Still, some features in this house really impressed them . . . things like rheostat-controlled lighting, baths between bedrooms, skylights. I'll put these features in my conventional ranch models."



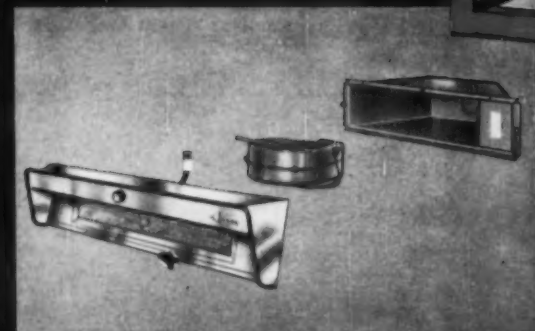
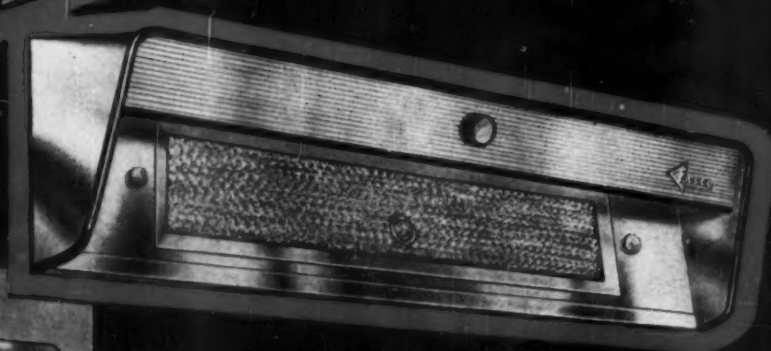
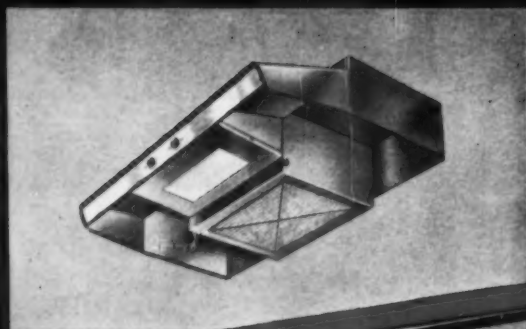
CENTRALLY LOCATED corridor kitchen drew criticism from half the visitors. They thought it cut down usable living area. However, most people liked skylighting.

ENTIRE REAR WALL of living room opens—via sliding glass doors—to veranda and patio. This room's rheostat-controlled indirect lighting drew praise from visitors, as did clerestory band.



New duct free hood

60 Series featuring smart slim-trim styling to blend with today's appliances.
• Up front rocker type switches • Extra heavy duty grease filter • New replaceable super-absorbing activated charcoal filter • Built-in enclosed light.
New scientifically designed air flow passes air over activated charcoal filter at just the right rate for maximum odor absorption. Filters slide in for ease of removing and replacing. Fresh, clean air is discharged up and away from face and cabinets. Ideal for apartments or interior walls far from exterior outlets.



New built-in oven hood

80 Series featuring exclusive up-front switch out of the heat and grease. Styled to match the other Fasco Slim-Trim look hoods • Snap out filter • Quick to clean . . . hood can easily be removed • Pre-wired.
Here's an oven hood designed as a companion piece to the line of other Fasco hoods. Powerful, impeller ventilator quickly exhausts cooking odors and grease fumes. Installs quickly in a small space allowing plenty of room for duct work. Housing can be installed so that outlet is either right or left to miss possible obstructions.



MEMBER

See new Fasco products at
Home Builders Show
Hotel Sherman, Space 453-454

FASCO INDUSTRIES, INCORPORATED
North Union and Augusta • Rochester 2, New York
Please send full information on new Fasco products.

Name

Address

City Zone State

AB-1-60

YOU CAN FIGURE ON

FASCO

FOR THE NEWEST!

WHAT'S **New** AND ► WHAT TO DO ABOUT IT**Builders and housing caught in 1960 political dogfight**

Housing's future is expected to become one of the hottest legislative battles of the next session of Congress. With tight money again squeezing building jobs, there's deep resentment among building men. Congressional Democrats are planning a new housing bill calling for a \$1 billion smash at the money shortage by the purchase of secondary mortgages by Fannie May. The Administration is expected to oppose it. This sets the stage for another political seesaw in 1960 with building's future caught squarely in the middle.

► Builders can and should make their views known locally and nationally. More jobs are at stake in building than in farming, or in steel, or autos. On the national level, NAHB's new Emergency Committee is working under pressure to bring about enough agreement by both Republicans and Democrats to secure a 1960 Housing bill that's sound and long-range.

New products set new standards

NAHB's vast and glittering display of products and home equipment at the exposition opening January 17th in Chicago puts the spotlight on over 400 products. AMERICAN BUILDER's preview of these products in this issue indicates a strong and continuing development of better methods, faster techniques, more cost-saving ideas. Building manufacturers set an all-time high in product development in the months leading up to this exposition.

► When this issue arrives, you may still have time to arrange your trip to see the Products Exposition in Chicago. All builders are welcome. Registration fee, \$15 for men, \$10 for women. For hotel accommodations, write NAHB Convention Headquarters, 140 So. Dearborn, Chicago 3, Ill.

Lumber dealers see more business

The country's 30,000 lumber dealers are expecting good business in 1960 and continued good relations with their builder customers. Policies and programs to this end were outlined at National Retail Lumber Dealers' fall convention and exposition, largest ever held. Some 10,000 products, services, and items of equipment were displayed or demonstrated by 252 exhibitors.

Remodeling and repair business will be up, merchandising methods, improved. New emphasis on component parts construction, such as Lu-Re-Co, was predicted, and two such houses were erected on the exposition floor. Lu-Re-Co components fabricated by a local lumber yard and erected by its builder customers were described as "the best answer to prefab competition."

► For information about Lu-Re-Co component systems for local builders and dealers write Lumber Dealers Research Council, 1828 Jefferson Place, N.W., Washington 6, D.C.

Trussed rafters in a hurry

Eye-catching feature of the NRLDA exposition was a new "Rafter-Matic" machine that revolutionizes building of trussed rafters. It requires only 150 ft. of floor space, yet turns out full-size trusses in less than 10 minutes. (Two men did this on the convention floor.) Two movable drill presses and three adjustable saw guides do the trick. In a matter of minutes they can be set to any combination of slopes and spans without a pattern. This will encourage more dealers to start supplying modern trusses to builders.

► Check on the advantages of shifting to trusses in your building. For helpful technical data, write Timber Engineering Co., 1319 18th Street, N.W., Washington, D.C.

Research will help more small-volume builders

A vigorous program to help small-volume builders put up a better house for less money is taking shape in the industry. NAHB's Bartling expressed it when he told AMERICAN BUILDER, "we builders want to keep our individuality. NAHB is made up primarily of small builders. We need to provide the tools-through-research to keep them growing."

NAHB is expanding its research work, will build a laboratory, have more field research. Bartling sees components (larger house parts) as a basic part of builder development. They help the small builder especially, because they bring factory techniques to custom work. He predicts great advances in the use of components made of combinations of materials— for example: wood, plastic, and metal to do the best job for a given purpose. He urges manufacturers to co-operate to produce new component products of this type.

WHAT'S **New** AND ▶ WHAT TO DO ABOUT IT**Discounts held usurious and "immoral"**

Builders last month joined the rising national protest against ever high and higher discounts demanded on home mortgages. A top officer of NAHB labeled excessive discounts "immoral." More important, actions in a number of states were taken to declare excessive discounts usurious, and therefore illegal.

▶ Builders should fight usurious money costs under any guise or name. Under the false and deceitful devise of "discounts" the true cost of money is concealed. Both the builder and the public suffers from this form of cover up.

Remodeling by Charga-Plate

Contractors are making repairs and remodeling in Indianapolis as easy as signing your name. A group has teamed up with National Home Owners Club and Charga-Plate Association to expedite getting jobs and financing them. Charga-Plate holders get fast service, are billed monthly for work performed.

Zimmerman predicts 2.5 million starts—but don't hold your breath

FHA's chief caught a few headlines with his recent prediction that he expects production of 2.5 million homes a year for this industry. But builders' enthusiasm dropped to minus ten when he stated the year—2000! They said it looks like a long wait.

In the meantime, FHA is dragging its feet on such practical matters as putting last year's housing bill into effect. Or doing something effective about the outrageous mortgage money squeeze. Instead the Administration budget planners have adopted a 1960 line that housing is inflationary, that "not much legislative action" is called for. Old age, college housing, and urban renewal will be allowed to slide. And another presidential veto is already threatened if a strong housing bill should be passed.

▶ Builders should press for a better understanding of the great need for more and better homes. Sound research shows this country must expand building to keep up with population growth, obsolescence, and demolition of old homes by our highway program. A modest program would be 1.5 million in 1961, rising to 2 million by 1965. Today we are underbuilding, not overbuilding.

Apartment market expands

In the 1960s, look for a record-shattering boom in apartment construction. This year, for example, apartments will account for 250,000 units—or 20% of total private starts. And that figure may average 300,000 a year over the decade, for a whopping ten-year total of 3 million units.

What's behind the boom? Population growth, particularly growth of the 20-24-year-old, the 25-29-year-old, and the 65-and-over groups. All these have traditionally favored apartment dwelling over owning their own homes. However . . .

These people will look for something more than "just an apartment." They'll want air conditioning, major appliances, "hominess," good neighborhoods. And many will even demand such suburban delights as swimming pools, country clubs, yacht basins. So . . .

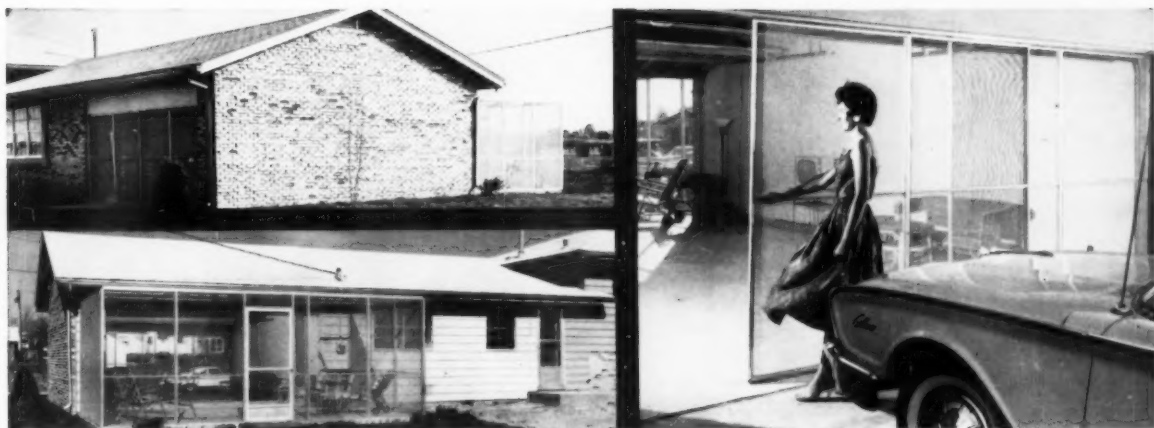
▶ To compete in this market, you'll need a detailed analysis of its problems. You can get it in Dr. Louis Winnick's ACTION study on rental housing—published by the McGraw Hill Book Co., Inc., 330 West 42nd Street, New York, N.Y.

Anti-trust suit filed by U.S. against National Homes Corp.

Builders and small prefabbers were interested spectators in the legal battle that developed last month between the U.S. and National Homes Corp. of Lafayette, Ind. Atty. Gen. William P. Rogers charged National Homes with violation of the Clayton Act, asked that it divest itself of the seven prefab firms it absorbed last year.

James P. Price, National's chairman, said the suit, "appears to be based on the mistaken idea that we compete only with other prefab homes. We compete with all house builders." Rogers said that National's recent acquisitions could increase that firm's share of the prefab market from 25% to 38%, eliminate competition.

"Prefab" is a name disclaimed by National and members of the Home Manufacturers Assn. Members supplied less than 7% of the homes built in 1957, according to U.S. government figures. Yet local prefabrication of building parts and components used by builders has risen sharply. The major distinction is between a national and local operation. Many builders view some form of local fabrication of housing parts as an inevitable answer to nationally controlled prefab firms.



Home Sales Appeal Begins with Usable Livable Floor Space

RAYNOR *Garage-Aire*

Tailor-made to Sell Your Home FASTER

NOW — a powerful new selling tool for the homes you build . . . usable — livable floor space created by the addition of the exclusive NEW RAYNOR GARAGE-AIRE.

The Raynor Garage-Aire transforms the garage into new dimensions of care-free living . . . both *in and out* of doors. Complete screen enclosure eliminates bothersome summer insects.

ECONOMICAL . . . adds but a few extra dollars to the homes you build. **ATTRACTIVE** . . . versatile design blends harmoniously with any style architecture. **RUGGED** . . . frame construction of rolled aluminum rails covered with weatherproof fiber glass screen. **SIMPLE** and **EASY TO ERECT** . . . two men can install a Garage-Aire in one day or less.

MODULAR PRE-FAB CONSTRUCTION

The rugged rolled aluminum frame of the screened enclosure is prefabricated at the factory in convenient 4' x 7'6" panels, ready for installation. The complete Raynor Garage-Aire package includes Raynor garage door for rear garage wall, screened panels, access door for outside entrance to screened enclosure, by-passing screen door for front garage door opening . . . ALL components are ready for immediate "on the site" erection of the Raynor Garage-Aire.

Most Important of All

BY ADDING A 12' X 20' SCREENED ENCLOSURE ONTO A 24' X 24' TWO-CAR GARAGE, (AND REPLACING THE BACK GARAGE WALL WITH A SECOND RAYNOR DOOR), APPROXIMATELY 800 SQ. FT. OF FLOOR SPACE IS CONVERTED INTO A WONDERFUL INDOOR-OUTDOOR FUN LIVING AREA.

THE RAYNOR GARAGE-AIRE COSTS 75% TO 80% LESS THAN A SMALL ROOM OF REGULAR CONSTRUCTION. COST CAN BE REDUCED EVEN MORE IF THE GARAGE-AIRE IS DESIGNED INTO THE ORIGINAL HOUSE PLAN.



See the Raynor Garage-Aire at the Raynor Booth 428, Hotel Sherman, NAHB Show, January 17-21.

RAYNOR MFG. CO.

Dixon, Illinois

Hammon, New Jersey

Builders of A Complete Line of Sectional Overhead Doors





Nautilus No-Duct

in a new deluxe model priced for

Eliminates cooking odors, grease and smoke without ducts or vents

Now you can offer all prospective home buyers the comforting assurance of grease-and-odor-free kitchens—thanks to this new no-duct range hood, specially designed and mass produced . . . and priced low enough for your lowest-cost homes!

There's nothing to take up cabinet or shelf space. And, because there's no expensive duct work or installation . . . no tinsmith, no carpentry, no holes in the wall . . . the NAUTILUS NO-DUCT HOOD costs less than the total cost of conventional units.

Using a special Activated Charcoal Filter—plus a Grease Filter—the NAUTILUS NO-DUCT HOOD removes cooking odors, fumes, grease and smoke, recirculates pure, fresh air. No stains or smudge, no clean-up jobs!

Quality built, of rugged unitized construction, this new self-contained appliance can be easily installed in your sample kitchen . . . over any kind of range, on any wall, in any type of home or apartment.

- Quiet-operating fan
- Heavy-duty Activated Charcoal Filter
- Lifetime Aluminum Mesh Grease Filter
- Built-in light . . . pushbutton control
- Available in 30", 36" and 42" lengths
- Colors: Coppertone and Silvertone

Custom Model also available in 24", 30", 33", 36", 39", 40", 42" and 48" lengths, in 3 copper finishes, plus stainless steel and GE "mix-or-match" colors.



CAN BE INSTALLED IN MINUTES
 No vents, ducts, carpentry required



Screw hood to cabinet—and the job's all done



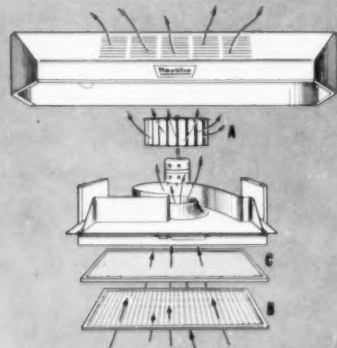
... or suspended from wall over free-standing range

Range Hood

every home

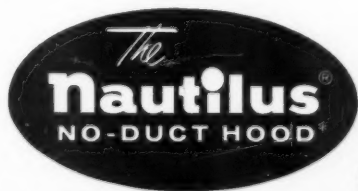


Uses same air purifying principle as Submarine Nautilus. The NAUTILUS NO-DUCT HOOD eliminates odors and air contaminants with an Activated Charcoal Filter—the same scientific principle that enabled the atomic submarine Nautilus to stay under water two months without new supplies of fresh air.



True scientific air purification without vents or ducts

Powerful fan (A) draws odor and grease-laden air through the Grease Filter (B) and the Activated Charcoal Filter (C), then recirculates pure, fresh air through vents at top.



Advertised in Better Homes & Gardens
 Featured on Network TV Shows



MAJOR INDUSTRIES, INC. AB-1

505 North LaSalle Street, Chicago 10, Illinois

Please send me further information and prices on the Deluxe NAUTILUS NO-DUCT HOOD (Model P-1)

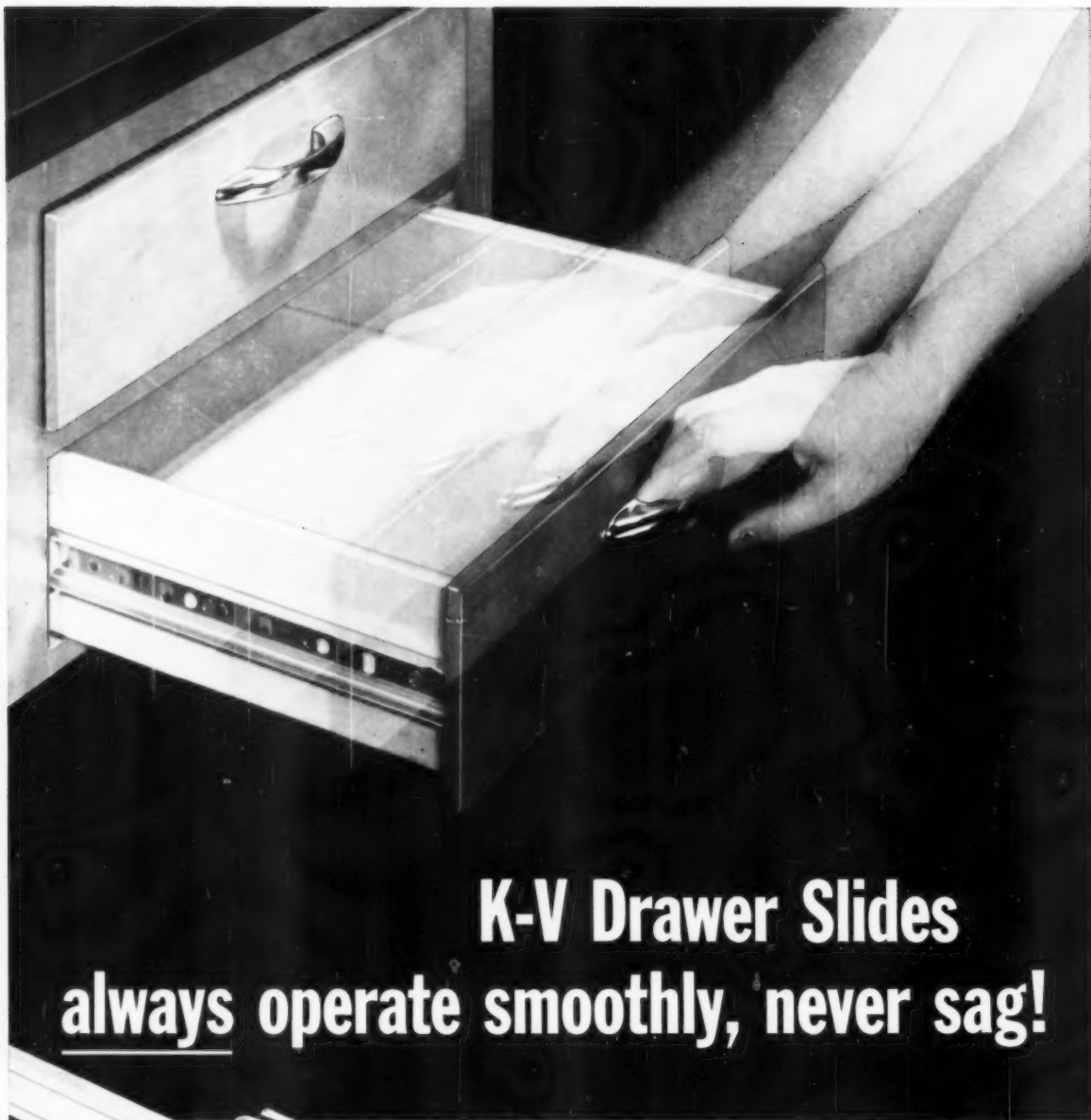
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Company _____

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City _____ Zone _____ State _____

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K-V Drawer Slides **always operate smoothly, never sag!**



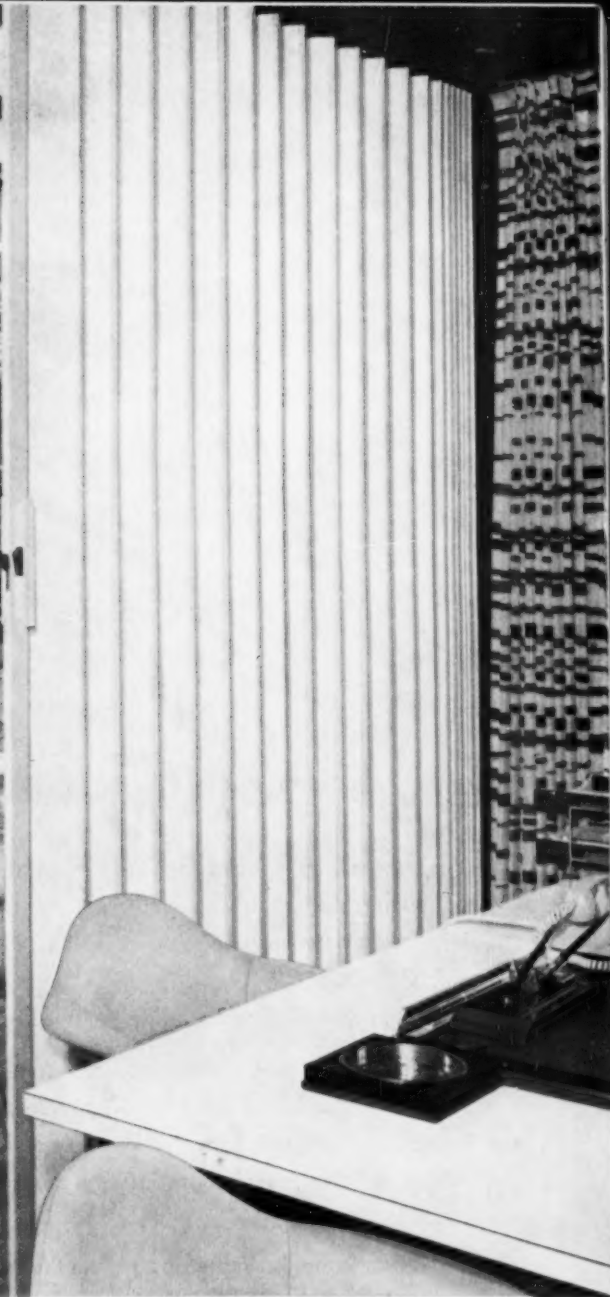
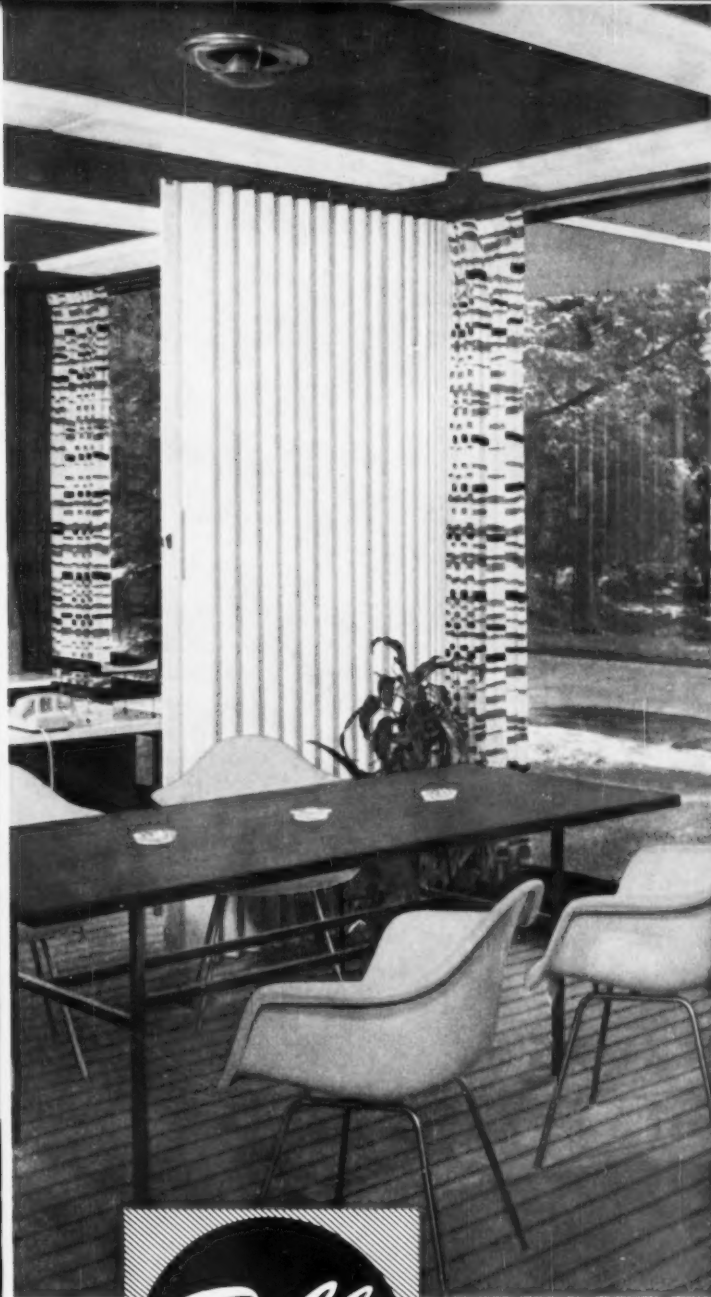
Here in daily use is where K-V drawer slides pass their most severe tests and prove their indisputable quality.

- They keep drawers from sagging, sticking.
- They operate smoothly, quietly, effortlessly.
- They give years of trouble-free service.
- And they are quickly, easily installed.

There's a K-V drawer slide for every type installation — from lightweight to heavy duty. Isn't it time you handled them?

KNAPE & VOGT MANUFACTURING COMPANY
Grand Rapids, Michigan

Manufacturers of adjustable shelf hardware, sliding and folding door hardware, closet and kitchen fixtures, Tite-Joint Fasteners and Handy Hooks for perforated board.



wood folding doors can be finished to go with any color scheme

Builder friends tell us, "The nice thing about PELLA WOOD FOLDING DOORS is the way they can be finished right on the job". Of course, you can also get them factory-finished in rich, genuine grains of **AMERICAN WALNUT, ASH, BIRCH, PHILIPPINE MAHOGANY, OAK and PINE.** PELLA WOOD FOLDING DOORS feature solid wood

"Lamicor" construction to prevent warping, and steel spring hinges give them their "live-action" operation. So, whether you paint them or install factory-finished units, your customer will like living with PELLA DOORS. See the PELLA distributor listed in your classified telephone directory or mail coupon.

GUYAHODA SAVINGS AND LOAN ASSOCIATION OFFICE. ARCHITECT: DALTON & DALTON & ASSOCIATES. BUILDER: LEO W. SCHMIDT CO., INC.

ROLSCREEN COMPANY, Dept. LB-1, Pella, Iowa

Please send free illustrated details on
PELLA WOOD FOLDING DOORS by return mail.

NAME

FIRM NAME

ADDRESS

CITY & ZONE

STATE

SEE OUR EXHIBIT, NAHB CONVENTION EXPOSITION • JANUARY 17-21 CHICAGO • SPACE 18-19



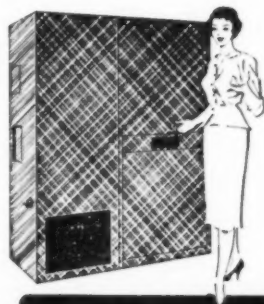
We've got **GAS** air conditioning

Yes, there's a special appeal to pride of ownership when the potential buyer inspects a new home equipped with GAS AIR CONDITIONING . . . The Sun Valley by Arkla-Serrel, finest equipment made.

And every home builder, too, can take special pride in offering a Sun Valley home . . . because Sun Valley-equipped homes provide the ultimate in year-round comfort.

In the Sun Valley's simple gas system there

are no moving parts . . . nothing to wear out. This means LONG LIFE, MAXIMUM EFFICIENCY and LOW MAINTENANCE COST.



Call your local gas company's air conditioning department, or write

ARKLA AIR CONDITIONING CORPORATION

GENERAL SALES OFFICES • SHANNON BUILDING • LITTLE ROCK, ARKANSAS

ALSO ASK TO SEE



Gaslites  **BY ARKLA**

VISIT OUR BOOTH AT THE NATIONAL HOME BUILDERS SHOW
CHICAGO COLISEUM—JANUARY 17-21, 1960—BOOTH 752-753

At the
N.A.H.B.
show in
Chicago
Coliseum
736-737-738



For the
most
beautiful
kitchen
of them
all...



"SHV-rikk"

BRONZEGLOW, BIRCH

AS SEEN IN *House Beautiful*

Stocked by 55 distributors
across the country -
see telephone book
Yellow Pages, or write us,

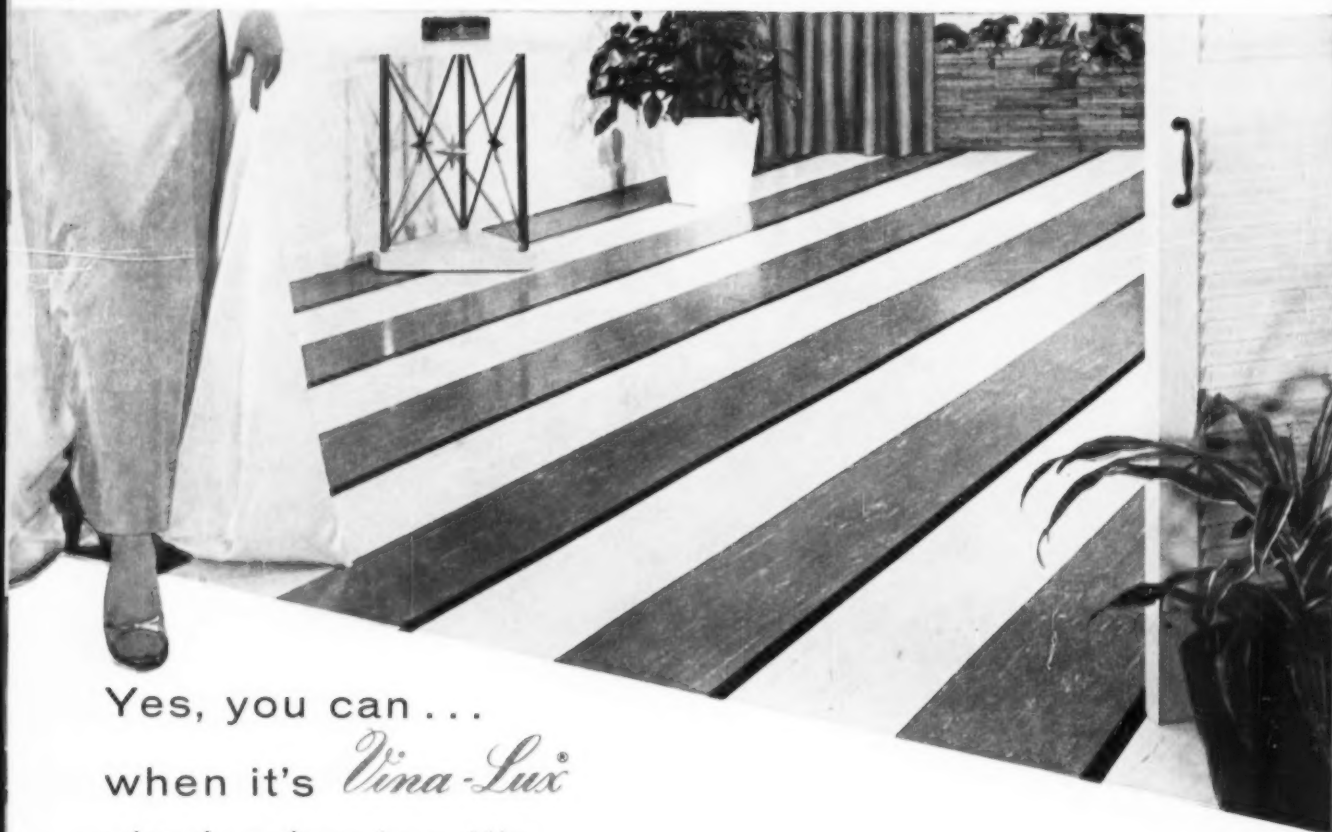
Construction and finish
of exceptional quality -
hollow core doors,
nylon roller drawer guides.



H. J. SCHEIRICH CO., LOUISVILLE 9, KENTUCKY



"Me... make a profit with a floor like this in my \$12,000 homes?"...



Yes, you can...
when it's *Vina-Lux*
vinyl asbestos tile

Luxurious in looks — yet practical and economical... Vina-Lux vinyl asbestos tile offers builder — and buyer — the maximum in beauty, durability and easy care at minimum cost.

Vina-Lux saves construction dollars, too — because it's made to perform on or below grade over concrete slabs — today's lowest-cost construction method. Also over plywood. And the wide range of Vina-Lux colors and styles will meet your every decorative need.

FREE! Samples of nationally-advertised Vina-Lux, model home merchandising kit, and "Vina-Lux Floor Styling Handbook." Write today!

AZROCK FLOOR PRODUCTS DIVISION
EVALDE ROCK ASPHALT COMPANY
5414 FROST BANK BUILDING • SAN ANTONIO, TEXAS



Over 50 colors and a style for every builder requirement

TERRAZZO
TONES

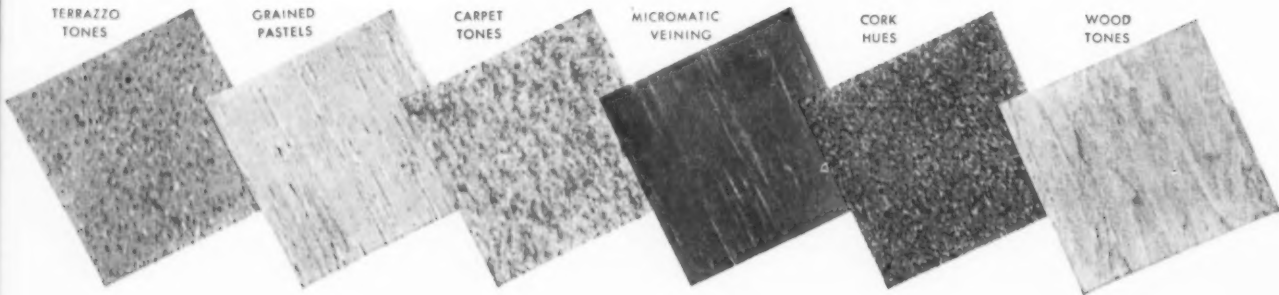
GRAINED
PASTELS

CARPET
TONES

MICROMATIC
VEINING

CORK
HUES

WOOD
TONES



BUILDING WITH Brains



Cost-conscious New Jersey builder cuts sheathing labor 20% with a pneumatic stapler

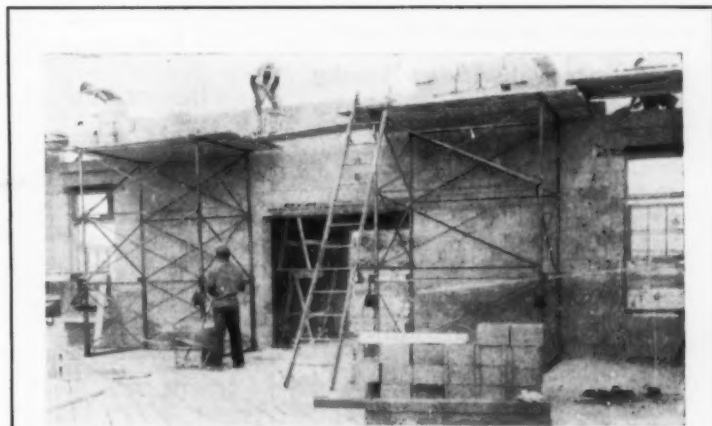
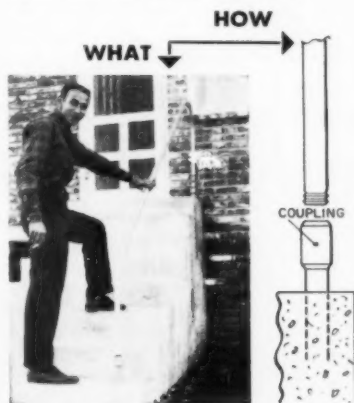
Bob Schmertz, of Lakewood, N.J., has a reputation for putting up a lot of house for a little money. That's largely because he continually searches for time-saving, cost-saving tools and techniques.

For example, the workman shown at left is using a tool that's "the greatest time and cost saver we've seen in five years," according to Bob. It's a pneumatic stapler made by Spotnails, Inc., of Evanston, Ill. With it, one man can put down 900 sq. ft. of subflooring in 30 minutes. And it brings similar speed to side-wall and roof sheathing operations. "In fact," says Bob, "it's so fast we've had to revise our whole production schedule since we started using it."

The tool drives a 1½-in. staple that has a resin-coated divergent chisel point. A gasoline-powered compressor makes it independent of electrical power.

This Tulsa builder makes his own railing, saves \$12 a house

"By making our own rear-entry railings, we save \$12 a house," says Carl Weiz, of Tulsa, Okla. "Each railing takes 16 ft. of pipe. The pipe is inserted into the 8-in. nipple at the bottom, bent as shown in the drawing. We make top couplings with right- and left-handed nipples.



From North Carolina: lightweight scaffolding designed for the small builder. It telescopes, can be cranked to any desired height

The 4x6-ft. scaffolding sections shown above are ideal for the small builder. They're light, easy to erect. And a system of cables, controlled by winches, quickly raises them as work progresses.

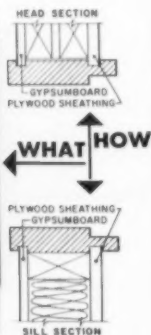
For more details, write to the designer, W. H. McMahon, 3902 Spring Garden Street, Greensboro, N. C.



Three reasons why this Maryland house costs less

1. Integral window jambs take the place of trim

Using the type of integral trim shown below, Ed Bennett, Bethesda, Md., saves 10¢ per lineal foot over the cost of conventional trim. This comes to about \$50 a house, he says. The jamb is milled from a 2x8, grooved to receive drywall and plywood.



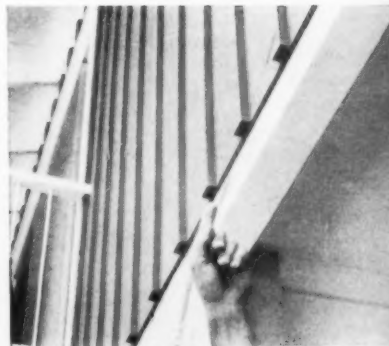
2. Soffits are eliminated at eaves, 2x6's form fascia

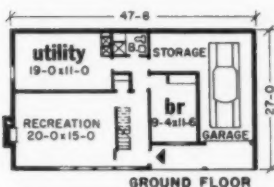
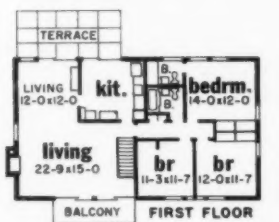
"We save \$90 a house framing our overhangs this way," says Bennett (Photo, right). Outlookers are extensions of top chords of trusses. 2x6's form fascia. Using select plywood assures an unmarred surface after painting.



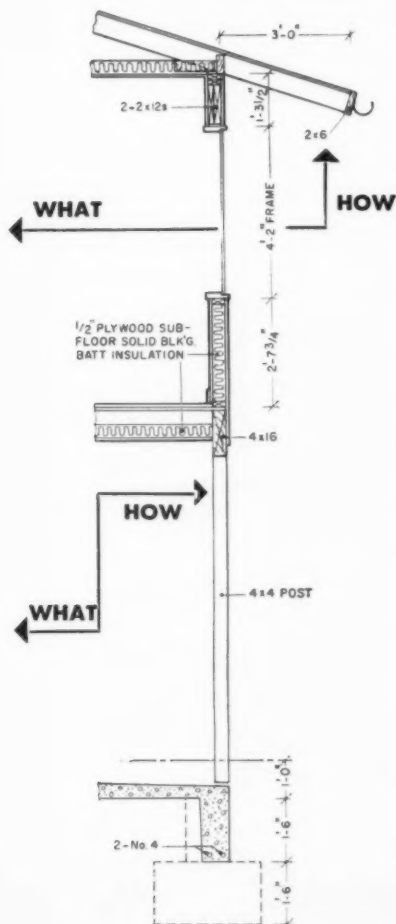
3. Plywood skin replaces double layer of sheathing, siding

"Replacing a double layer of sheathing and siding with a 3/8-in. plywood skin cuts exterior-wall labor by a third," says Bennett. "This comes to \$100 a house. For visual interest we nail battens over the plywood, as shown."





◀ **LAST SPRING** crowds like this turned out to inspect Ed Bennett's house (see above). Tour was conducted by NAHB Small-Volume Builder's Committee.



JANUARY 1960

Three ideas on field techniques from Fischer and Frichtel, of St. Louis

1. Surplus welder carriages become mobile tool sheds with own job power

“We converted some Army surplus welder carriages into movable tool sheds like this,” says John Fischer, of Fischer and Frichtel, St. Louis (see photo, right). Each shed accommodates all the tools needed by a foundation, framing, or finishing crew, plus a generator or compressor.



2. Truck-mounted crane is paying for itself by cutting overhead

“This truck-mounted Bucyrus-Erie crane is paying for itself, by cutting our overhead 20-25%,” says Fischer.

“The components we use weigh 600-800 lbs. each. A 5-man crew can set them without the crane, but the crew's work rate falls off rapidly, from fatigue. The crane lets the men work right along at top efficiency.”



3. Use reinforcing rods to stake out foundations and floor slabs

Last, but not least: Fischer stakes out his foundations with reinforcing rods, instead of the 2x4's normally used. The rods give him these advantages: (1) they're much easier to drive into frozen or difficult ground, and (2) they can be reused many more times than wooden stakes.

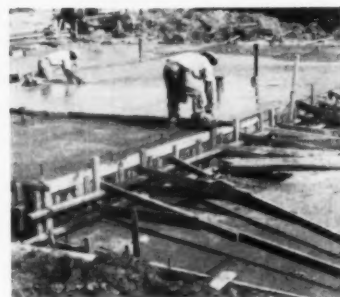
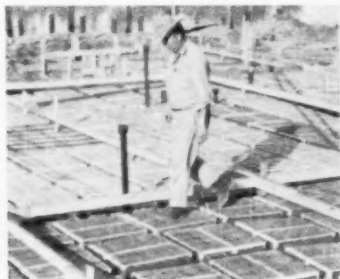




In Belvedere, Calif., Brown and Elkins use this low-cost way to build on fill

The photos above show an economical way to lay a foundation that "floats" on fill. Here's what the workmen have done: First they put down reinforcing wire, resting on chairs. Between the wire, on a

thin bed of sand, they put Fibreforms, (water-proofed corrugated boxes made by Fibreboard Paper Products, 475 Brannan St., San Francisco). Over the boxes went reinforcing mesh. Then concrete was

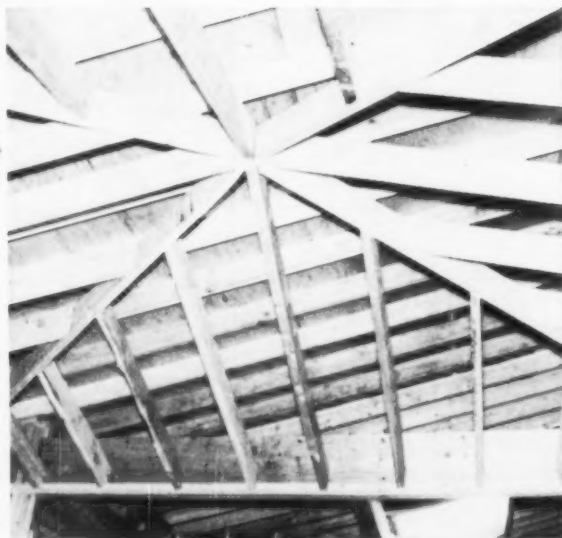


poured to a depth of 3 in. over the boxes. This method, which is frequently used in commercial building, is one answer to the problem of how to put marginal home sites to practical use.

St. Louis builder gives novel custom touch: he builds this pyramid ceiling under a low-pitch roof



← WHAT
HOW →



"It pays to give custom buyers something extra that's a little different," says Bob Edwards, St. Louis. "So we spend an extra \$250 per house to build this pyramid-shaped ceiling into our \$42,500-\$86,000 models. So far, every one of our buyers has liked the effect." As shown in the photos, the ceiling is framed with 2x6's, covered with drywall.

(Bob Edwards also builds in the \$10,000 class. For the complete story on that operation, see AMERICAN BUILDER, February, 1960.)

Modern Maid

FIRST AND ONLY DOUBLE OVEN GAS BUILT-IN

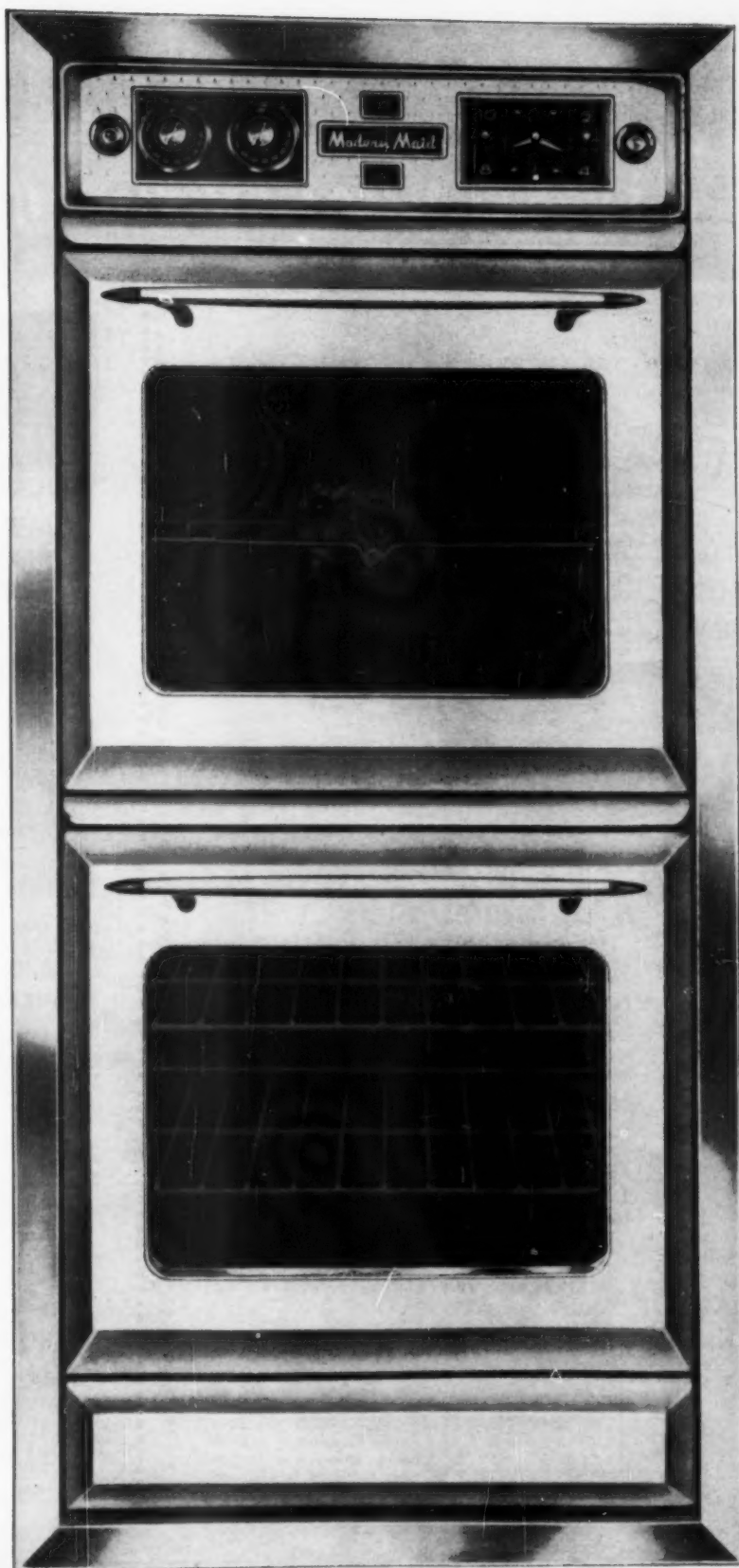
MODERN MAID scores two more firsts with the introduction of the double oven gas built-in and the amazing new "Infra-Ray" ceramic burner in a built-in oven★.

Upper oven has separate heat control for "Infra-Ray" ceramic burner containing thousands of tiny ports. The intense heat travels through rays directly to the food. Broiling, roasting, or barbecuing is unbelievably fast with penetrating 3-micron heat waves.

Lower oven equipped with its own "Flame Master" oven control which accurately controls baking and roasting temperature and also provides low temperature (140°-250°) to keep cooked foods ready to serve without overcooking. Each oven is a full 18" wide, yet both ovens fit in one standard 24" oven cabinet.

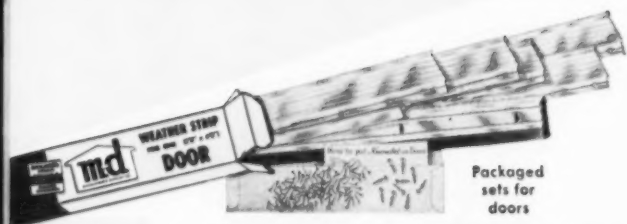
★MODERN MAID also FIRST with "Super Thin" range tops only 3" deep which drop in above drawer space, FIRST with big 18" oven and no exposed gas vent.

NAHB Show, Chicago
Spaces 868 Coliseum, 335 Hilton
TENNESSEE STOVE WORKS
Chattanooga 1, Tennessee





For more *SEE-able* features...
Quality Building Products



Packaged sets for doors

M-D Numetal WEATHER STRIP

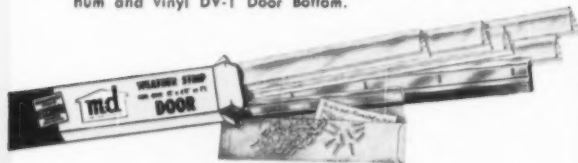
Packaged sets for doors. In stainless steel or bronze. Complete packaged units mean easier handling for you... easier installation for customers. M-D Numetal door sets available with regular door bottoms or with any M-D threshold.



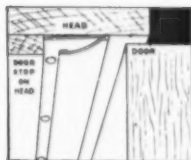
M-D Jamb-Up DOOR WEATHER STRIP

Extruded Aluminum & Durable Vinyl

Perfect for wood or metal doors. Made of sturdy, extruded aluminum and tough, durable vinyl. Comes completely packaged with necessary strip, nails, screws and instructions. Available with or without extruded aluminum and vinyl DV-1 Door Bottom.



M-D H-4 FOLD-BACK DOOR WEATHER STRIP



Automatically spaces itself when properly placed against door stop. A smoothly-operating, economical packaged set for all standard doors. Aluminum or bronze—with any door bottom or threshold desired. Nails, screws and instructions furnished in each set.



M-D Nu-GARD AUTOMATIC DOOR BOTTOMS

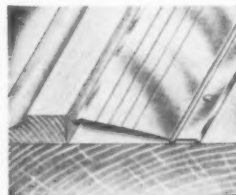
For ALL doors. With silvery-satin or Albras finish—will not rust or tarnish. Furnished in standard lengths—28", 32", 36", 42" and 48".



Up automatically to clear carpet easily when door opens.



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



M-D On-GARD COIL WEATHER STRIP

All-metal weather strip in handy rolls. 8 widths in either stainless steel or bronze. Features built-in tension, embossed nail zone and hum-proof edge!

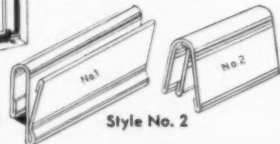
M-D Nu-WAY WEATHER STRIP

The "original" coil metal and wool felt weather strip. Fast-selling because it's so easy to put on. Each individual package contains one 18 ft. roll with nails and instructions. Packed 12 cartons in free display.



M-D CASEMENT WINDOW WEATHER STRIP

Easy to install on steel or aluminum casements. Slips over window flange. Style No. 1 is used on head and lock side or swinging edge of metal casement windows. Style No. 2 is used on hinge side and the sill.



Style No. 1

Style No. 2

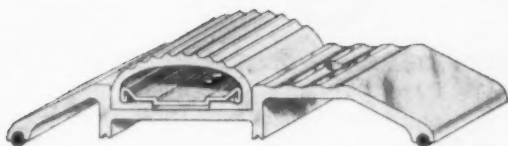


BUILDERS Sold by Leading Hardware, Lumber and Building Supply Dealers.

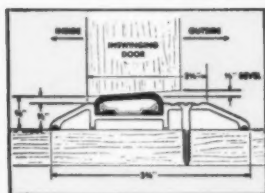
DEALERS ORDER TODAY your order will receive prompt shipment.

For more *SELL-able* features...

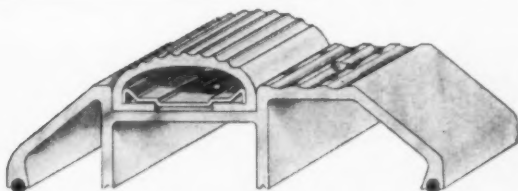
for Doors and Windows



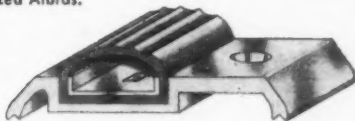
M-D EXTRUDED THRESHOLDS



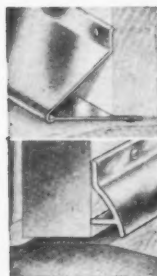
AP-3 3/4 —America's most popular threshold with replaceable vinyl insert. Note vinyl calking strips under each leg, which may be removed if the use of Nu-Calk Calking Compound is preferred. Available in Alacrome or Anodized Albras.



AP-118—(above) Designed especially for thick pile rugs. Has vinyl calking under legs, as well as replaceable vinyl insert. Available in Alacrome or Anodized Albras.



AP-158—Threshold of sturdy, extruded aluminum with replaceable vinyl insert. Can be used on bottom of door or on top of wood threshold. Available in Alacrome or Anodized Albras.



M-D DRIP CAPS

Prevents rain from draining or blowing under door or wood casement windows.

A Available in DCA Aluminum or DCA Albras. Holes punched, nails furnished—comes in any length.

B New, heavy duty extruded aluminum drip cap. Packed in individual poly tube. Available in natural Alacrome and in 3 permanent Anodized finishes. Standard lengths 32", 36", 42" and 48".



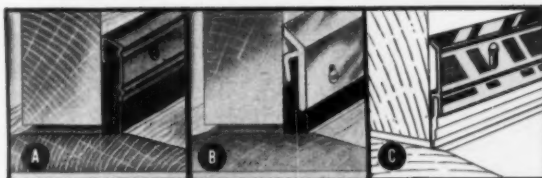
M-D CALKING COMPOUND

Nu-CALK Speed Loads

World's finest calking compound available in loads, with or without nozzle . . . hand squeeze tubes . . . or 1/2 pt., pt., qt., and gal. cans. Also 5-gal. and 55-gal. drums, gun or knife grade.

M-D Nu-Glaze GLAZING COMPOUND

Always sets to rubber-like consistency. Clean, easy to handle. Use and recommend with complete confidence that it always "stays put." Packed in 1/2 pt., pt., and qt. cans, 25 lb., 50 lb., 100 lb. and 880 lb. drums.



M-D DOOR BOTTOMS

A M-D Numetal Door Bottom made of extra thick wool felt and heavy gauge stainless steel, brass or aluminum. Standard lengths—28", 30", 32", 36", 42" and 48".

B M-D heavy duty extruded aluminum and felt door bottom in Alacrome or Anodized satin, bright or brass colors, in all standard lengths.

C M-D extruded aluminum and vinyl door bottom—in natural Alacrome or Anodized Albras finish—in all standard lengths.



MACKLANBURG-DUNCAN CO.

Manufacturers of Quality Building Products • Box 1197 • Oklahoma City 1, Okla.

Now Rangaire Builder-Engineering-Resea

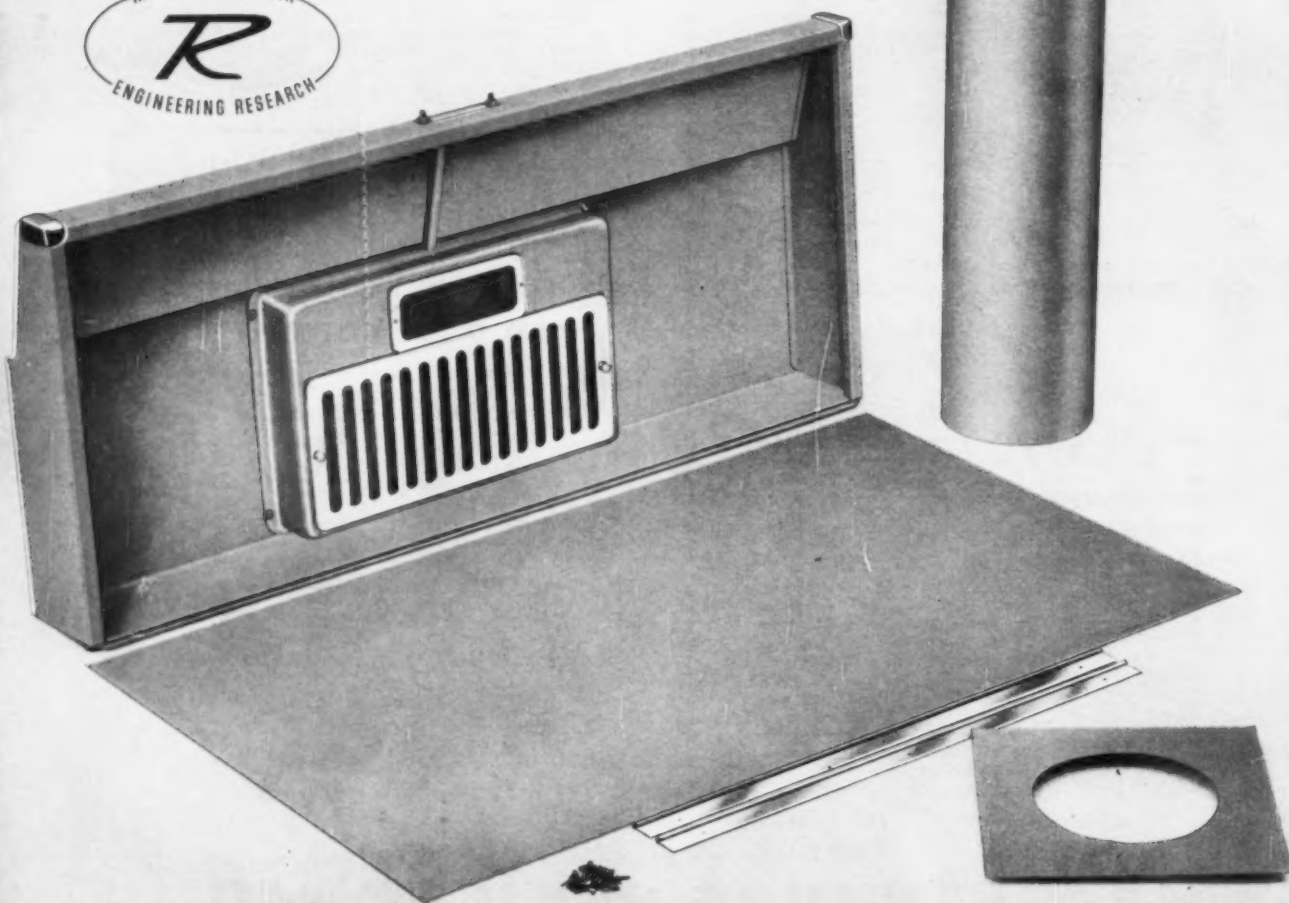
Builder-Enginee

Designed - Engineered - Manufactured -

RANGAIRE KITCHEN RANGE HOODS

*Builder - Engineered for Efficient, Profitable installation —
there are no Extras to Buy!*

Each Nationally advertised Rangaire comes complete, right down to the screws, with all color-matched accessories ready to install. America's most complete line, Rangaire has a price, size, and design for every builder's needs. Engineered for sales as well, Rangaire Color-Mates match perfectly with all major appliance colors lending visable charm and sales appeal to every home.



Model UC-2

rch leads the way with...

red Products!

See Our Newest
Products
Booth 812 Coliseum
N.A.H.B Show
Chicago, Jan. 17-21

Priced, for the Builder's Needs

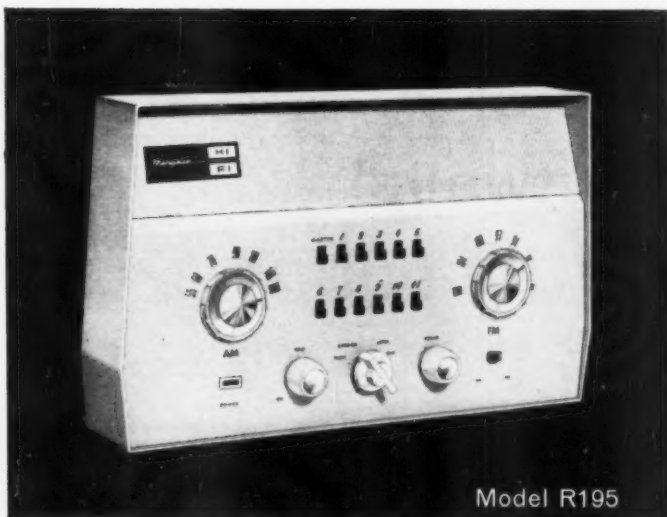
**A complete line in Kitchen Ventilation • A complete line of Radio-Intercoms
A complete line of Central Air Conditioning**

Quality in "Home Built-In" products consists of many things — superior materials, exceptional design, top engineering, skilled craftsmanship and tight quality control. Rangaire Builder-Engineering-Research, through test after test, provides all these features in every Rangaire product.

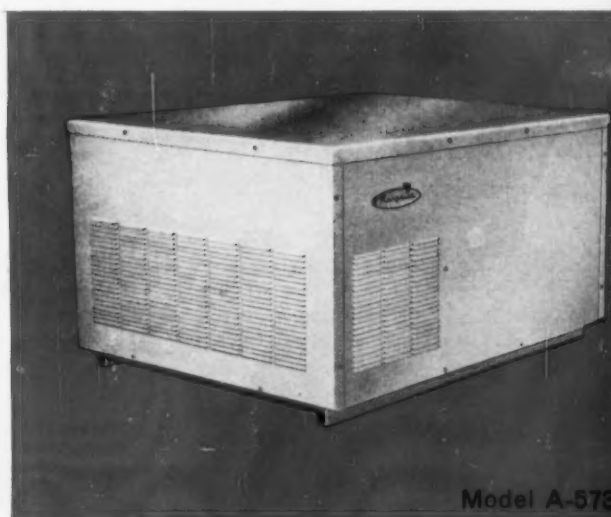
Each Rangaire line is complete in every respect — color matching all major appliances, size flexibility for any requirement, price flexibility for mass

builder or custom designer, and design flexibility with a style or model that's right for any home you build.

Nationally advertised Rangaire products' consistent high quality lend added charm and visible sales appeal to your home. *You profit* from easy installation *both*; you and your customer profit from operating efficiency. See your Rangaire dealer today . . . you'll be glad you did.



Model R195



Model A-573



Rangaire Radio-Intercom systems.

From the economical WR 90 to the luxurious AM-FM High Fidelity RI 95, each Rangaire intercom is Builder-Engineered for easy installation, smartest styling, simple operation, and maximum performance.



Rangaire Year-Around Air Conditioning

Available in a complete range of sizes from 2 to 10 tons, Rangaire Heating and Air Conditioning systems are Builder-Engineered to give up to 25% more efficiency and up to 43% less operating cost.

SEE YOUR RANGAIRE DEALER TODAY OR WRITE DEPT. A10

Rangaire

CLEBURNE, TEXAS

BUILDER RESEARCH IN ACTION

ROBERTS MANUFACTURING CO., CLEBURNE, TEXAS



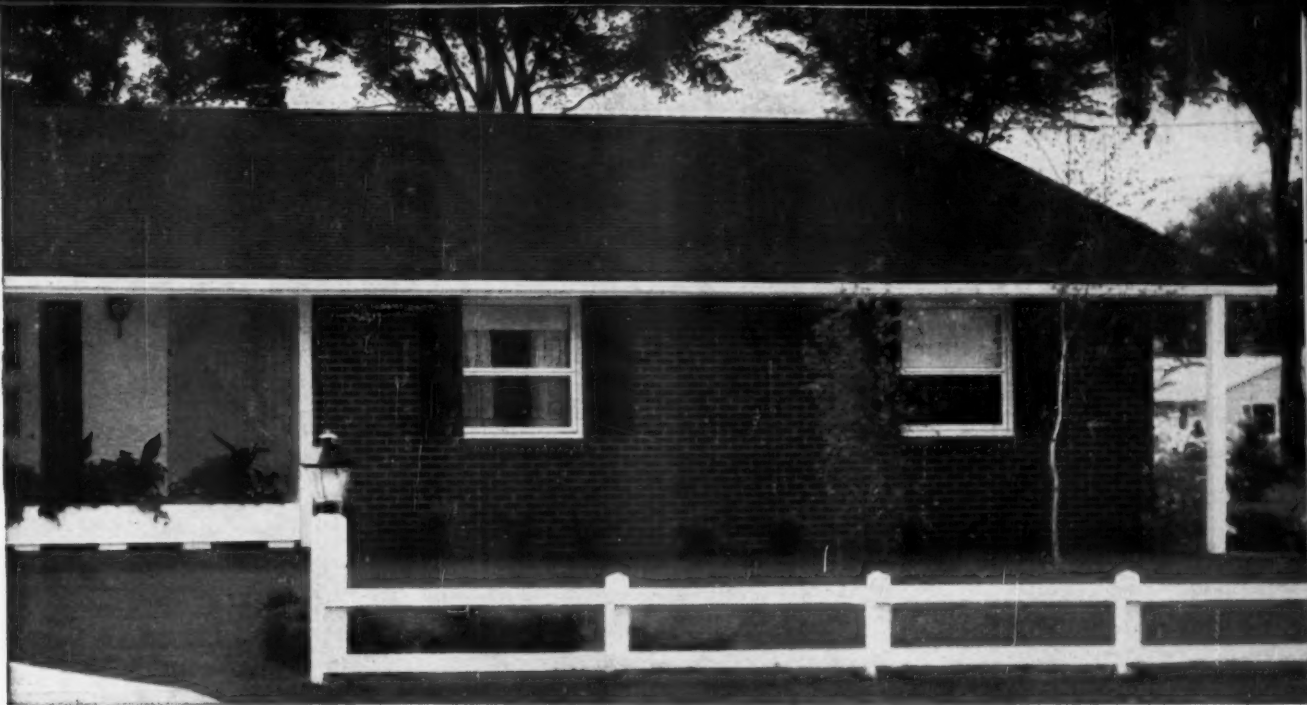
Typical Slaughter home. Nationally famous materials, including Andersen Windows, give these homes fast selling punch.

Now! Sell the economies of Andersen Strutwalls!*

*A selling tip from Sam Slaughter, president NR
Construction Company, New Richmond, Wisconsin*

Warm wood paneling and wood window frames give this room an air of luxurious charm. Andersen Windows provide cheerful view and ventilation, too.





You'll have no problem selling your customers on the high reputation and value of Andersen Windows. Surveys show home buyers prefer them 9 to 1 over any other brand. But Sam Slaughter's experience building with the Lu-Re-Co system, gives you another powerful reason for using Andersen.

He finds Andersen Strutwalls actually cost him less.

Andersen Strutwall is an integral unit with side studs, jack studs and normal framing members already in place. Sheathing and insulation complete a Lu-Re-Co panel. This, of course, results in tremendous time and manpower

savings in the Lu-Re-Co framing method.

The Strutwall in Lu-Re-Co also eliminates on-the-site insulation around the windows. It provides the tightest possible joining of window and wall. And once in, the window is virtually foolproof. No need for last minute adjustments. No cause for costly callbacks.

Your customers will appreciate the long range economies of Andersen Windows. It's a common sense sales argument. If you wish more information than that which may be found in Sweets Files, see your lumber dealer or write us direct.

Andersen Windowalls*

TRADEMARKS OF ANDERSEN CORPORATION

ANDERSEN CORPORATION • BAYPORT, MINNESOTA



Workmen easily fit Andersen Strutwall into Lu-Re-Co components. Cuts installation time and cost. Provides tightest possible joining of window and wall.

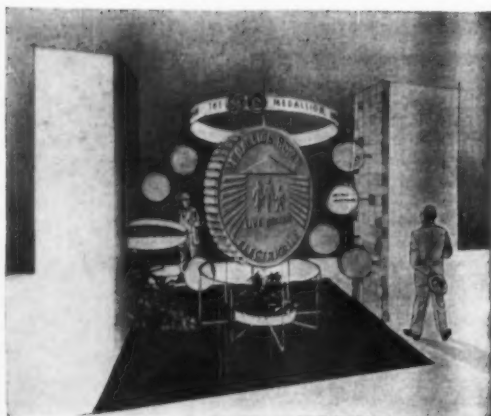


The biggest news at the Builders' Show...

The New General Electric



Get the profitable facts...



At the NAHB Show, Merchandise Mart, Chicago, January 17th—get all the important facts about our plan to help you to bigger and better profits with General Electric *total-electric homes*.

A new program to aid you to plan, build and sell Gold Medallion Homes equipped by General Electric with electric heating, air conditioning, adequate wiring, light for living, major appliances for kitchen and laundry, electric housewares and electronic home entertainment.

Details for your area are being planned right now. Be sure and visit the General Electric Exhibit on Gold Medallion Homes and learn about all the wonderful benefits you can have in your Medallion home.

Gold Medallion Home Program



It opens with...

- National consumer advertising—beginning with participation in the most spectacular advertisement ever to appear in Life Magazine—9 pages in the February 8th issue.
- Trade advertising direct to lending institutions, contractors and utilities.
- Local promotional efforts to increase model home traffic and total electric home sales.
- The sales appeal of the General Electric brand name.

**GOLD MEDALLION
HOMES
EQUIPPED BY
GENERAL ELECTRIC**

Live Better Electrically

GENERAL  ELECTRIC

LOW COST PRODUCTS FOR MASS-MARKET SALES



FEATURE TO DEMONSTRATE in new Truscon Series 500 Aluminum Awning Window is top vent that moves down and out, away from frame, leaves space to reach through for washing from inside. That's a big appeal to the mass housing buyer. This window is loaded with features usually found only in the higher priced merchandise. Sturdy, substantial operators. Beautifully finished. Mass production keeps price low.

See Truscon's new line of economy windows

N.A.H.B. SHOW

BOOTHS 5-6-7 CONRAD HILTON HOTEL

JANUARY 17-21

The \$5000-a-year man is the fellow who's going to maintain your volume in tight money times. He's the mass market. But, you've got to provide him the best possible house and still keep costs down.

Truscon offers you an answer. Aluminum windows at prices you can live with, and quality you can point to. Windows with features you can demonstrate. Built to the needs of the mass market. Available in local warehouses for your convenience. Steel doors and frames, too, that install in 15 minutes . . . complete. On display at the N.A.H.B. Convention. Be sure to see them, and to get cost figures. You'll like product and price.



FIFTEEN-MINUTE INSTALLATION is money-saving feature of Truscon Hollow Metal Doors and Frames. That's installation complete with all hardware. No cutting, no sanding, no planing, no fitting. Frame is finish trim and serves as plaster return. Bonderized and primed. No pre-point preparation; and one-coat finish painting does the job. You save all the way.



STEEL KITCHENS ARE BEST for the volume housing market. Best of all Republic Steel Kitchens, the big line that makes built-ins truly built-ins, with standard cabinets to build in ovens and range tops. Cabinets for popular double-bowl stainless steel sinks, too. Republic Steel Kitchens are the economical way to give the people what they really want—efficient, attractive, colorful kitchens that stay new because they're so easy to clean, so damage-resistant. On display at the N.A.H.B. Convention. Look up your Republic Steel Kitchens distributor, or send coupon for facts.



SLIP-OUT SASH is feature of new Truscon Aluminum Horizontal Sliding Window, Series 700. Ideal for low-cost contemporaries. And, nothing flimsy about it. It's rugged, as well as graceful. Glides easily, weathers wonderfully. It's a window you'll be proud to demonstrate as evidence of quality construction. And, low cost puts it into your homes.



REPUBLIC STEEL

*World's Widest Range
of Standard Steels and Steel Products*

REPUBLIC STEEL CORPORATION
DEPT. AB-8767
1441 REPUBLIC BUILDING • CLEVELAND 1, OHIO

I'm interested in more information on:

- Truscon Aluminum Awning Window
- Truscon Horizontal Sliding Window
- Truscon Hollow Metal Doors
- Republic Steel Kitchens

Name _____ Title _____

Company _____

Address _____

City _____ Zone _____ State _____

RED CEDAR *for* WEATHER-RESISTANT SIDING . . .

one of the dependable, right-for-color woods of the **WESTERN PINE REGION**



RED CEDAR resists moisture, decay, shrinkage and swelling. It works easily —takes stains, paints and varnishes readily. Strong, durable and an excellent insulator, Red Cedar is the perfect siding for any climate. And because it is milled in a variety of patterns, and is available in both smooth and rough surfaces, there is a style of Red Cedar siding to match any architectural design. For sheathing and subflooring, too, use Red Cedar.

DEPENDABLE Red Cedar from the Western Pine Region is milled, sea-

soned and graded to rigid standards. Association mills are ever improving and expanding their facilities to provide even more consistency and uniformity in the manufacture of the naturally fine woods of this region.

You can use Red Cedar with complete confidence.

RIGHT-FOR-COLOR One idea can sell a house. Make your idea paneling of Red Cedar finished in color. It's a custom touch recognized by readers of American Home and Better Homes & Gardens, where rooms like the one



above are appearing in full color advertisements . . . rooms paneled in the right-for-color woods of the Western Pine Region.



Western Pine Association

member mills manufacture these woods to high standards of grading and measurement . . . grade stamped lumber is available in these species.

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

American Builder

SPECIAL
WESTERN
SECTION

Western Views

By **BILL RODD**

BIGGEST PROBLEM in 1960 according to several leading western builders, will be to hold the price line and still furnish the amenities today's buyers demand. All the builders agree that the big market is in the low price field ranging from \$10,000 to \$16,000, but that even in this bracket buyers have firm ideas about what they want.

MOST BUILDERS seem to be solving this problem by building in a wide price range—thus catering to the mass market, but also having something to appeal to the more discriminating buyer. Phoenix's Ralph Staggs says he is staffed to give customers exactly what they want. He customizes his tract homes according to the buyer's desires and ability to pay. Tacoma's Ed Miller says, "Six months of preplanning and streamlining house plans and operational methods have enabled us to increase the size of the house and still sell for less."

LUMBER CHALLENGED BY PLASTICS, METALS—at a Redwood Industry Conference held recently the delegates were warned that all lumber markets are being invaded by substitute ma-

terials. It was stated that with construction at an all-time high total lumber production is 15% less than it was 50 years ago. This is certainly borne out by the rapid growth of the use of hardboard siding in the Southwest, in place of wood siding in some cases and replacing stucco and even concrete blocks in other instances. Many of the largest tract builders are using hardboard siding.

USING "MONEY ENGINEERING" TO ACQUIRE LAND—Lefcourt Realty Company, big Florida developers who are eyeing other markets including the West Coast, say this about land buying: "Lefcourt's down payment for land has never exceeded 10% of the total purchase price and more frequently averages 5%. For a small initial investment we are able to control and develop huge tracts of land simultaneously." They admit that as work begins on the land it becomes necessary to make additional payments but point out that their contracts with the builders who erect the houses are so written that the money they pay for the lots is sufficient to match up with Lefcourt's payments

for land and improvement costs. This allows them to operate on only 20% of the capital normally required in similar situations.

MISCELLANY: REAL-ESTATE ADVERTISING IS BIG BUSINESS—The McCarthy Company of Los Angeles, who in addition to operating a general real estate business are builders and also sales agents for other builders, announce that their advertising budget for 1959 will hit \$375,000, an increase of \$100,000 over 1958.

PUBLIC SERVICE—under agreement with the city of Hayward, Calif., Branden Enterprises, big tract builders, is to construct \$300,000 worth of new streets, sidewalks, curbs, gutters, underground sanitary connections and turn these improvements over to the city free of charge.

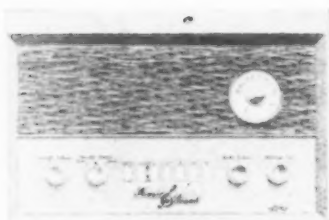
WESTERN ADVERTISERS INDEX

Comet Manufacturing Company .. 42G
Fibreboard Paper Products Corp.,
Pabco Building Material Div. 42C-42F
Sani-Top Company 42H
State Steel Industries, Inc. 42H

1960 PRODUCT SHOW

FROM THE WEST

Another AMERICAN
BUILDER special...
a look at new
products from the
West. Some will be
shown at the NAHB
Convention. But you
can see them all
here and now.



Looks good, sounds good

Model D-2S intercom system features a reduced size face panel finished in attractive perforated metals. Plates are etched in gold, copper and chrome. System has five remote speakers as well as the master panel. Entire unit is now easier to operate.

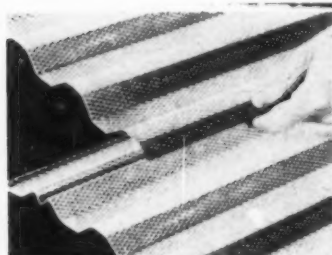
Music & Sound Inc.
Booth No. 870—Coliseum.
Circle No. J368-W on reply card, p. 72



Colors resist sun's heat

Colors which deflect sun's rays have been added to translucent fiber glass re-inforced plastic building panels. Insulates patio roofs and awnings in warm climates. Colors are dusty peach, snow, canary, tangerine, beige and shamrock. Thermoblock panels come in several weights.

Filon Plastics Corp.
Circle No. J371-W on reply card, p. 72



Colors for aluminum

Diamond-rib roofing and siding from Kaiser is now available in pre-colored green. Panels are designed for roofs, patios, carports, etc. Green color can serve as paint base. Each panel is 50-1/4" wide, gives 48" coverage after lapping. Lengths: 8' to 16'.

Kaiser Aluminum & Chemical Sales, Inc.
Booth No. 324—Hilton.
Circle No. J369-W on reply card, p. 72



Protects, stains and lasts

SUPER liquid RAW-HIDE is promised by manufacturer to outlast all clear finishes for redwood. Finish provides a protective shield against destructive sun rays and color-destructive mildew. SUPER RAW-HIDE is easy to apply, easy to recoat. List: \$1.80 pt.; \$3.20 qt.; \$9.75 gal.

Linseed Oil Products Corp.
Circle No. J372-W on reply card, p. 72



Heats and saves space

"Slim Jim" model 504 heater is designed for small homes, zone heating, apartments and motels. Gas unit is a four-way air-flow heater; 50,000 btus. vented and recessed. Floor space required is only 18x18". Gravity upflow gives consistent, quiet performance.

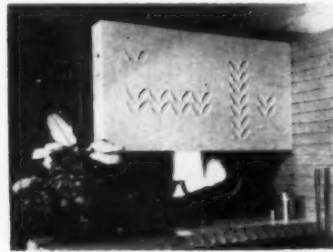
Hally-General Company
Booth Nos. 209-210—Hilton.
Circle No. J367-W on reply card, p. 72



Needs no wood studs

Self-supporting interior wall partition is fabricated from 3 thicknesses of gypsum wallboard. Wood studs and supports are eliminated. Erection is fast—panels are staggered at joints and tied with 2" wood screws. No nail "popping" later. No wall deflection. Doors can be cut anywhere.

Fibreboard Paper Products Corp.
Circle No. J370-W on reply card, p. 72



Tile is three dimensional

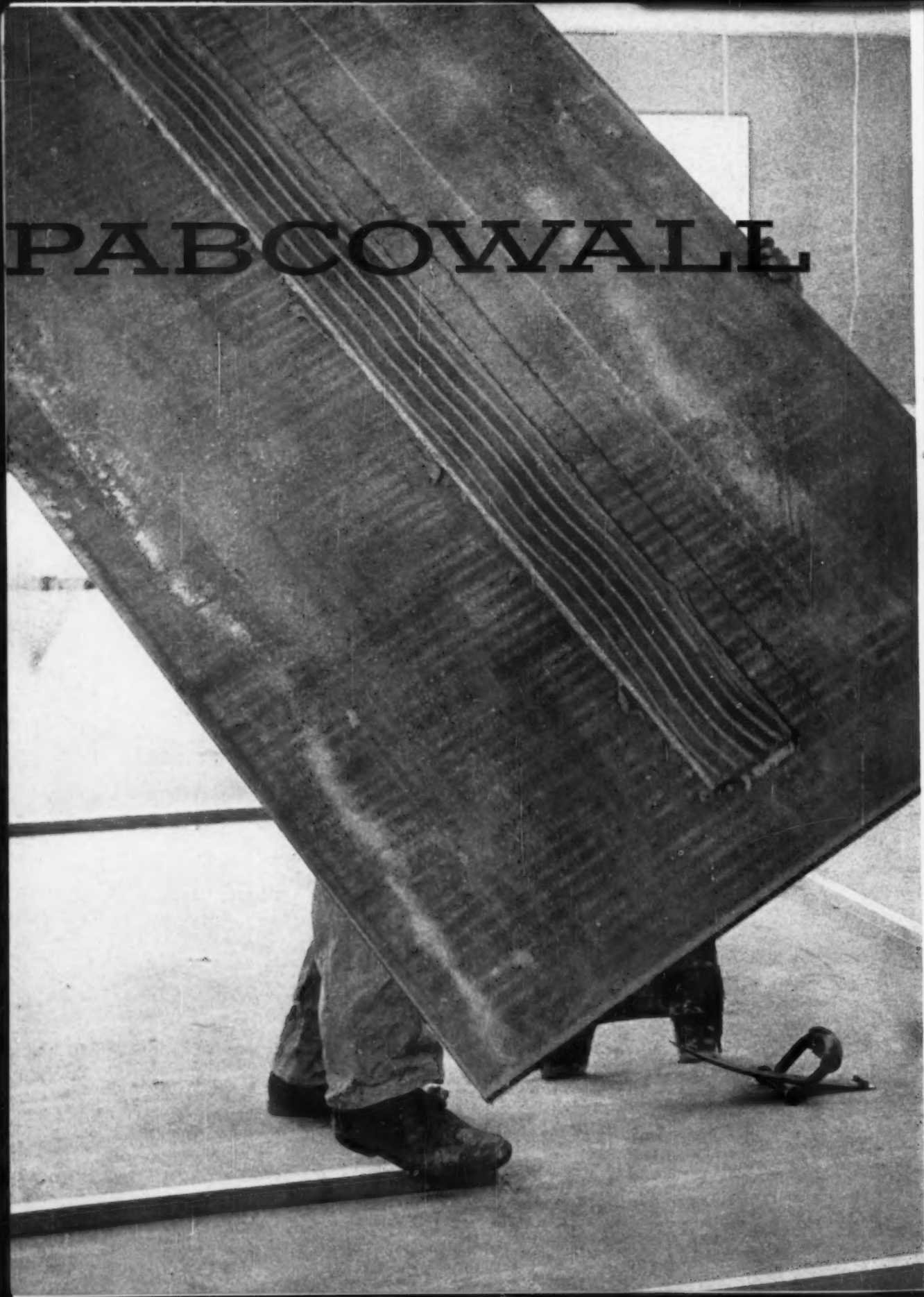
This ceramic tile, named Laurel Leaf, has raised surfaces which give a three-dimensional effect. Tile can be used singly or in groupings. Arrangements offer an infinite number of design variations. Comes only 4 1/4" x 4 1/4" size, but is offered in 40 decorator colors and three glazes.

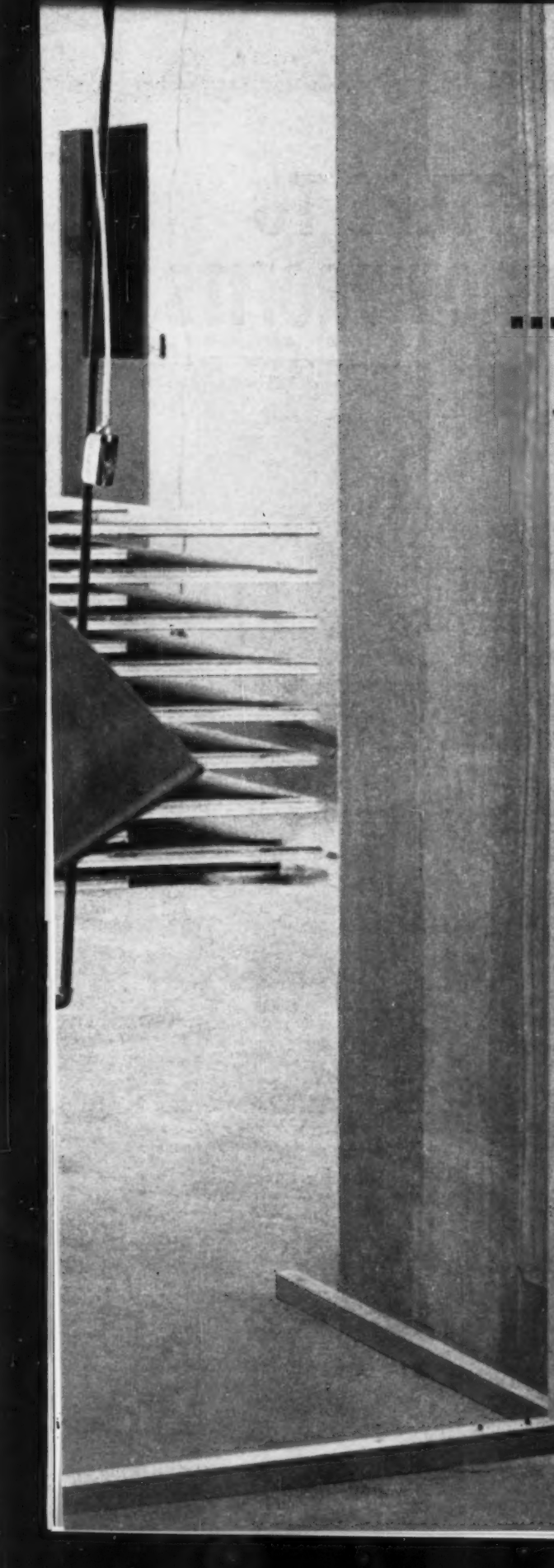
Pomona Tile Mfg. Co.
Circle No. J373-W on reply card, p. 72

Now, build walls better with



PABCOWALL





**...the new studless
drywall system
that saves time,
space and money**

Now! Your drywall contractor can build all the interior walls in any house faster and better. There's no interior framing, no cutting for rooms, no nail popping, beading or ridging! Pabcowall adds 20 sq. ft. more liveable floor space to the average house. Pabcowall has passed the one-hour fire test in accordance with ASTM standards. Pabcowall insulates against sound transmission as well as conventional drywall construction twice as thick. Thus, with Pabcowall you build better walls easier, faster...and that adds up to greater profits!

Pabcowall has won Uniform Building Code Acceptance.

For quality gypsum drywall construction, we support the GDCI.



Please turn page for a graphic demonstration of Pabcowall construction...

THE 6 PABCOWALL STEPS TO GREATER CONSTRUCTION PROFITS



1 LAMINATE strong 1" x 6" gypsum ribs to gypsum board panels. Ribs are attached on center with Pabco joint cement at a rate of one each 60 seconds. Total laminating time is only 40 minutes on average job.



2 NAILING STRIPS, 1" x 1 1/2", are applied to ceilings, floors and sidewalls. Walls are laid out according to blueprint with chalk line and level. Note how interior framing is eliminated.



3 PANELS go up fast, erected with staggered joints for strength and nailed along wood strips. No nails in field of panel. Laminate face panels to ribs at joints. 6" ribs, 24" o.c. give twice as much solid wall as wood studs.



4 #8 WOOD SCREWS, 2" long hold units tight until joint cement has hardened. Screws are placed 24" o. c. on each side of joint. For quicker, cleaner construction, rely on Pabcowall.



5 DOORS are cut or placed anywhere you desire. Door bucks reinforced with 1" x 1 1/2" wood strips in space between face panels. See how Pabcowall adapts itself to your most specific construction plans!



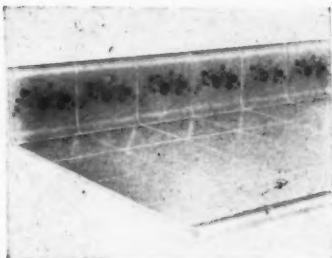
6 WIRING IS SIMPLE, with conduit coming through ceiling nailing strips and running between face panels to outlets. Note the strong outside corner achieved with 1" x 1 1/2" wood strip.

For free architectural specifications, write: Dept. AB
Pabco Gypsum Division, Fibreboard Paper Products Corporation,
475 Brannan Street, San Francisco, California.

PABCO

GYPSUM

1960 PRODUCTS SHOW



Needs fewer grout lines

All pieces of the new ceramic countertop system, Uni-Dek, are large (6 by 6). Results in fewer grout lines and faster installation. Makes job cleaner, saves time. Back-splash pieces come plain or decorative. Sink-cap piece has roll-form edge available in 32 colors, plain and Krystal-Glaze.

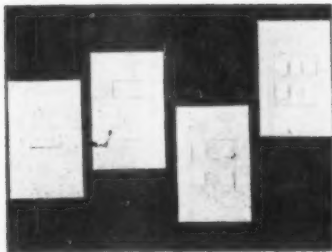
► Pacific Tile & Porcelain Co.
Circle No. J374-W on reply card, p. 72



Designed for mobility

Hydraulic backhoe is designed for mounting on Caterpillar D4 tractor and 955 Traxcavator. Exclusive equalizer maintains full track-type tractor mobility. Full-power, 240-degree swing may be operated simultaneously with hoist. Controls allow operator full view of work.

► Hyster Company
Circle No. J375-W on reply card, p. 72



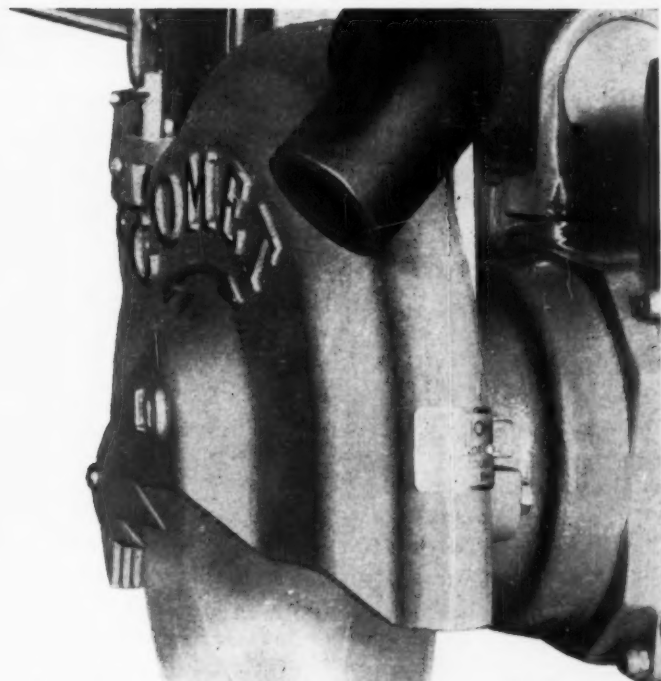
Allows more switches

"Path-of-Light" wiring is low-voltage system of providing additional switch points. Costs less than conventional 3- or 4-way control with 110V switches. Allows switch at each door of each room. Gives house greater sales appeal. Average-size plate has up to six buttons.

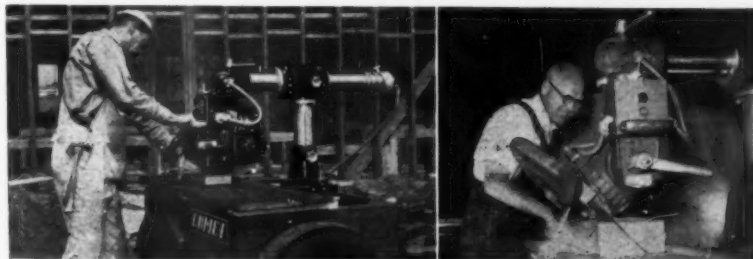
► Touch-Plate Mfg. Corp.
Circle No. J376-W on reply card, p. 72

JANUARY 1960

RA-1



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For full information on COMET's rugged radial arm saws, see your authorized COMET dealer or send your power and cutting specifications to:

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Los Angeles 21, California, a division of The Siegler Corporation

COMET



42-G



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Homebuyers prefer the Firebird Circulating Fireplace because it heats throughout the home... makes the fireplace efficient... just like a hot air furnace. And there's extra profit for you. With exclusive Firebird design you have no smoke shelf to build.

It's built right in. Saves you money another way too!

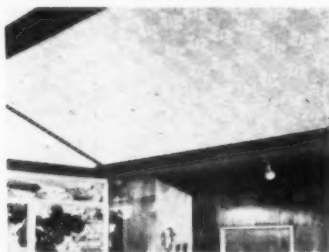
The sidewalls are straight requiring no corbelling in with the masonry.

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State Steel Industries, Inc.
City of Industry, California

1960 PRODUCT SHOW: WESTERN



Color tiles absorb noise

Decorator colors and distinctive patterns combine with acoustical treatment. All featured in the new Kaiser Gypsum Fir-TEX ceilings. Six pastel color designs are available. Up to 70% of noise striking ceiling is absorbed by thousands of pinhole-sized perforations.

▶ Kaiser Gypsum Co., Inc.

Circle No. J377-W on reply card, p. 72

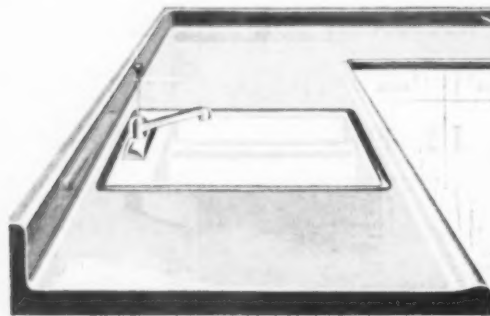
Bulletin vital to builders

Over 5 years of intense study has resulted in the printing of Institute developed 1959 specifications for Aluminum Sliding Glass Doors and Screens. Repeated demands for standardization have brought about this publication.

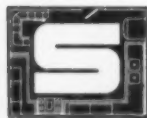
▶ Sliding Glass Door & Window Institute

Circle No. J378-W on reply card, p. 72

VOLUME BUILDERS! *Guard against costly time lag!*
SANI-TOP delivers best quality sink tops—on time!



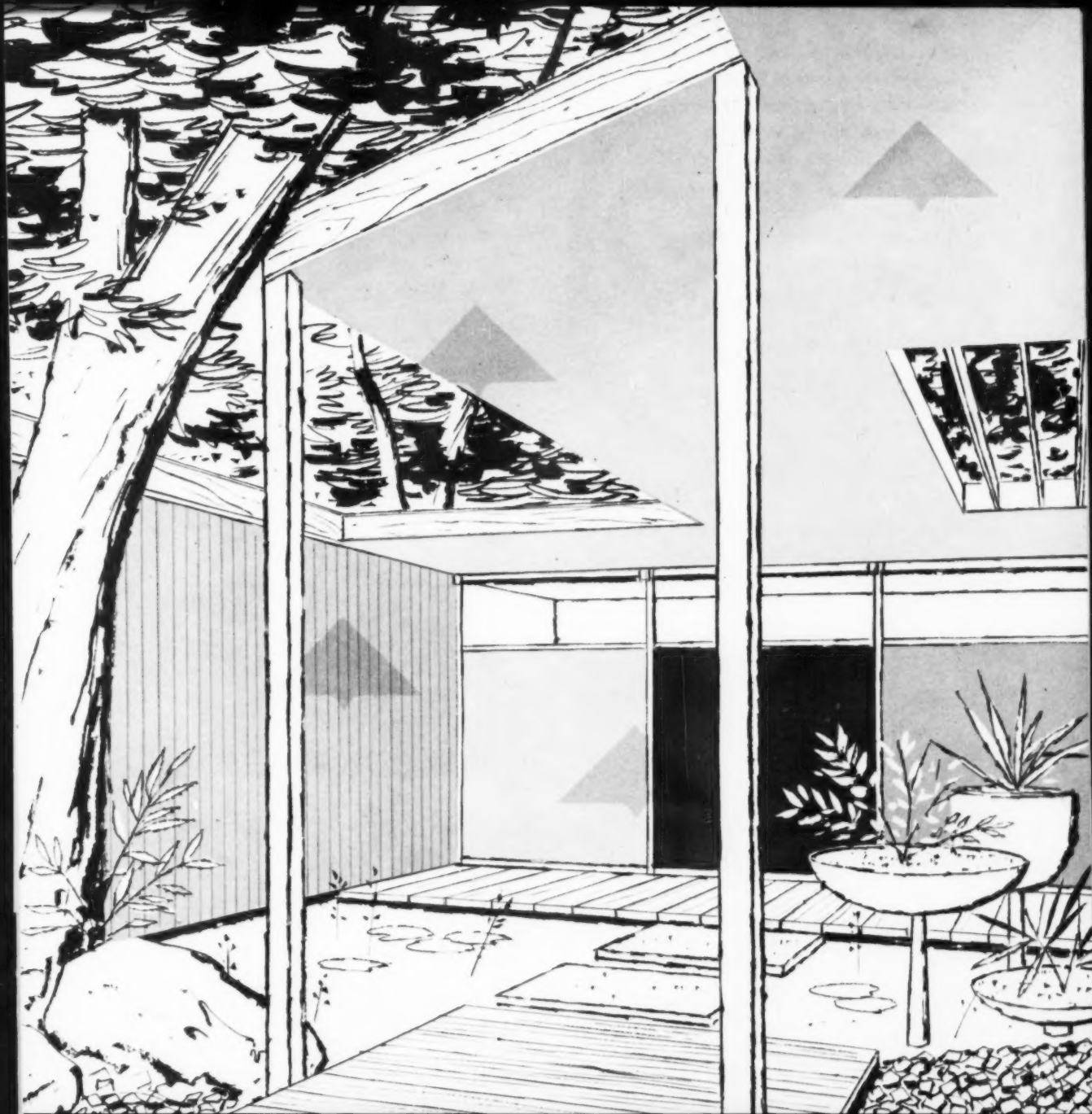
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Rely upon the West's most experienced sink-top fabricators for tops when you need them! Attractive SANI-TOP laminated kitchen and bathroom fixtures of consistently high quality help you sell homes. And SANI-TOP's alert follow-through, from the original purchase order to on-schedule delivery at job site, helps you sell faster. Whether it's a 20-unit apartment or a 1,000-unit Capehart, just tell us what you need and when you need it. Designs, patterns, sizes to suit all requirements.



GPX[®] overlaid plywood — a new shortcut to quality construction from Georgia-Pacific! Here is all the strength and stability of plywood plus a tough weatherproof resin fiber face. See how many ways GPX helps you build better for less!

GP
GEORGIA-PACIFIC

GPX resists weather and wear. Smooth resin fiber face is fused to exterior Douglas Fir plywood—prevents surface checking, splitting, grain raise. Needs no sanding, no priming. Requires up to 30% less paint—and paint not only looks better, it lasts more than 30% longer.



GPX Texture 1-11 and V-grooved patterns have shiplap joints to seal out weather, disguise panel edges.



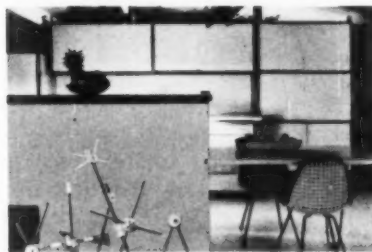
For siding, soffits, gable ends. GPX provides the strength and stability of plywood, plus a tough, weather-proof surface. Big 4' x 8' panels mean easier, faster installation, virtually 100% coverage. Nails can be driven close to edge without splitting or cracking. Where building code permits, no sheathing need be installed! Weather-tight joints assure weatherproof wall. Texture 1-11, V-grooved, or plain available.



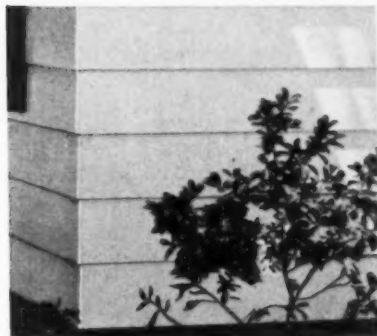
GPX Medium-Density overlaid plywood requires 30% less paint. And paint looks better, lasts 30% longer! Tough resin fiber face resists weather and wear. For soffits, siding, patio fences, cabinets,



For cabinets, built-ins—GPX Medium Density overlaid plywood provides better tooth for painting. No grain shows through smooth, hard surface. You need less paint for long-lasting, high-quality job. GPX is easy to saw, machine, drill, patch, nail, rivet, glue or edge sand. You get sharp, clean edges every time.



GPX Bevel Siding gives 96% net coverage! This 12" or 16" rabbeted siding is completely weather-tight with only $\frac{1}{2}$ " lap. Saves up to \$40 per M square feet over other kinds of siding on coverage alone. No sheathing is needed in those areas where local building codes permit. Self-aligning lap slashes installation time! Only first course needs leveling. Solid lumber back nails flush to wall, eliminates all furring strips, wedges. Ends butt tightly without mastic. No splitting, no waste. Saves painting time—one coat each of primer and finish is superior to three coats of paint on other siding . . . and paint lasts years longer!



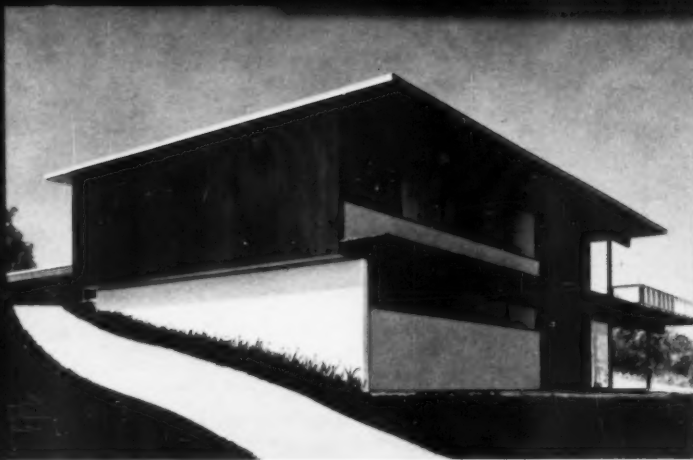
built-ins, outdoor furniture, choose GPX. A complete line—in all standard plywood sizes, thicknesses.


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GPX HIGH-DENSITY

overlaid plywood for concrete forms means smoother surface, faster stripping, longer life. No grain pattern on concrete—it's ready to paint. Forms may be re-used immediately without cleaning or oiling and continue to give a smooth clean surface. Contractors report up to 75 re-uses without noticeable deterioration.



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Look for this new trademark for Georgia-Pacific, manufacturers of one of the nation's largest integrated lines of forest products. The new symbol—like the old one—is always your guarantee of dependable quality and reliable service.

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District of Columbia: • Washington • Georgia: Atlanta • Illinois: Chicago 17, Chicago 26, East Peoria • Louisiana: New Orleans, Lafayette • Maine:
Lewiston • Maryland: Baltimore, Easton • Massachusetts: Waltham • Michigan: Grand Rapids, Royal Oak • Missouri: St. Louis • Montana: Billings • New
Hampshire: Manchester • New Jersey: Long Branch, Port Newark, Vineland, Clifton • New York: New Hyde Park, L.I., Yonkers • North Carolina: Charlotte
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This is National Homes' 1960 "Lorraine" model...

Designed for easier living...with telephone planning!



National Homes' Regency Line will feature provisions for as many as *eight* telephone outlets per home—permitting extension phones in all key working, playing and sleeping areas. Above are the bedroom and kitchen-dining telephone locations in the "Lorraine" model.

The nation's largest builder of homes—National Homes Corporation—is adding *telephone convenience* to the many modern features it will offer buyers this year.

National Homes' entire Regency Line, including the "Lorraine" model shown here, will contain provisions for multiple built-in telephone outlets.

As homeowners require new extension phones, they can have quick, trouble-free installations with wiring neatly hidden inside walls. Such telephone planning preserves the beauty of room interiors and offers the ultimate in telephone-service flexibility and convenience.

Are you telephone planning *your* homes? Builders everywhere are finding it gives them a real sales advantage. Consult your local Telephone Business Office for complete details. Also, see Sweet's Light Construction File, 11c/Be.

BELL TELEPHONE SYSTEM

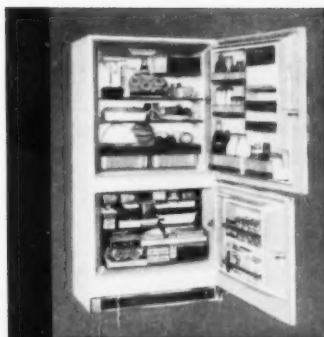
Visit booths 15 and 16, Conrad Hilton, Chicago, NAHB Convention, January 17-21, 1960—for real money-making telephone tips.





Regardless of the price range of your homes, you can give them the stamp of quality with built-in appliances by Westinghouse. They come in the most complete selection of models on the market today and in a wide variety of colors and finishes. When handsomely set off by Westinghouse Steel or Heirloom Maple Wood Cabinets, they create the kind of kitchen every woman wants. If you have not discovered the big consumer swing to Westinghouse, try these products in your next homes. See how your customers respond to the excitement of Westinghouse built-ins . . . to the assurance of the Westinghouse name.

Nothing helps sell any home faster than **WESTINGHOUSE BUILT-INS AND CABINETS**



WESTINGHOUSE REFRIGERATOR-FREEZERS BUILD IN EASILY. Deluxe Refrigerators have no coils on back . . . 90° door swing within cabinet width. All models can be built-in on the job with accessory trim kits. Frost-Free automatic defrosting in refrigerator and in the freezer plus efficient Cold Injector System are featured. (RBA16)

COMPLETE BUILT-IN HOME LAUNDRY IN FOUR SQ. FT. Exclusive Space-Mates Laundromat® and matching Dryer can be built-in vertically or installed side by side, under-counter. They wash and dry 18 lbs. of clothes at the same time . . . are completely automatic. (L & D-125)



UNIQUE OVEN HAS SIDE-MOUNTED CONTROLS out of the heat zone, at eye-level. Deluxe models have Rotisserie and Serv-Temp Roast Guard. Lift-Off Doors and Plug-Out Oven Heaters on all models make cleaning easy. Available in both built-in and stack-on versions. (OAA30)



ONLY DISHWASHER THAT HEATS ITS OWN WATER TO 140°. The hotter the water the cleaner the dishes. Westinghouse Hot Water Booster provides 140° water for wash and final rinse periods. Holds service for 10. Choice of 8 front panels. (SUA24)



WATCH "WESTINGHOUSE LUCILLE BALL-DESI ARNAZ SHOWS" CBS-TV ALTERNATE FRIDAYS

Westinghouse also makes Built-In Range Platforms • Electric Water Heaters • Home Freezers • Food Waste Disposers • Automatic Appliance Centers • Room Air Conditioners.

**Westinghouse
TOTAL ELECTRIC
gold medallion home**



HEATING COOLING LIGHTING APPLIANCES

Where everything is done electrically
. . . even the heating.

YOU CAN BE SURE . . . IF IT'S **Westinghouse**

• • • Send coupon for complete information on Westinghouse Appliances and Cabinets. • • •

• Westinghouse Electric Corporation, Contract Sales Dept.
• 246 East Fourth St., Mansfield, Ohio

• Please send the Westinghouse literature checked:

• Full Line Appliance Catalog Steel Cabinet Spec Sheet

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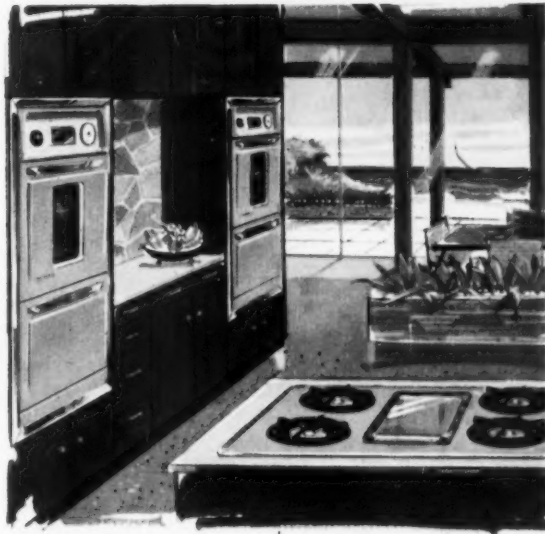
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Send me complete information and prices on
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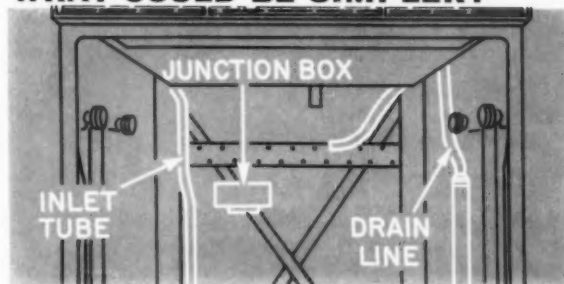
It goes in fast

Builders say the new General Electric Dishwasher is the easiest, quickest dishwasher to put in its place. ¶ And it just happens to wash dishes better than any other dishwasher. So why break your back and waste valuable time with lesser machines? ¶ And why mess with dishwashers that lack the very essence of dependability and customer confidence embodied in the "General Electric" name. Why?



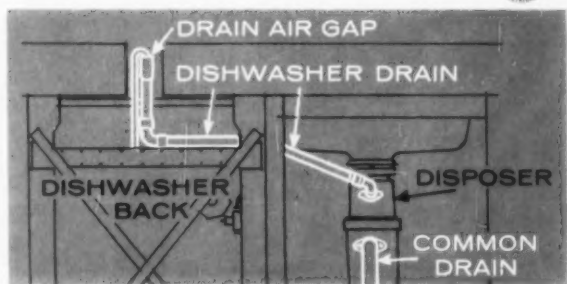
...you get out fast

WHAT COULD BE SIMPLER?



Saves time and work. Tub rolls out of cabinet while you make electrical and plumbing connections. (Four wood wedges let you shim and level cabinet while in place.)

Available in five colors, five woods and three new fashion finishes. It's the only dishwasher with Power Shower, top and bottom washing action and four cycles. Who knows, it might just help you sell your homes faster! General Electric Company, Louisville 1, Kentucky.



Sanitary Air Gap. Provides maximum sanitation, uses one drain for both dishwasher and sink. (Optional: sanitary drain which utilizes existing sink.)

GENERAL  ELECTRIC



Sell Husband and Wife!

Air Condition with General Electric Built-in Thinlines

Your homes are sure to please both sides of the family when you offer General Electric Built-In *Thinline* Room Air Conditioners with the exclusive decorator baffle.

Women especially like the decorator baffle because it can be painted, papered or panelled to blend with surrounding walls, or concealed with a picture or mirror.

Men go for the sturdy construction and the design that makes the Built-In *Thinline* a part of the wall. Built-In *Thinlines* are available in two sizes—model R435 of 5,300 BTU* capacity and model R475 of 9,500 BTU's.

Other *Thinlines* can be built-in, too. Models ranging from 6,500 to 16,000 BTU's and two All-Weather (heat pump) *Thinlines* for heating and cooling also can be adapted for permanent, wall installation.

Certain models may also be shipped to the job site in two stages—the case alone for installation during framing—the chassis shipped when the job is completed.

See your General Electric Representative. He can help you tailor complete room air conditioning systems for any house. General Electric Co., Appliance Park, Louisville 1, Ky.



Hide the baffle with a picture or cover it with wallpaper



THINLINES ARE EASY TO INSTALL



1. Your workmen install aluminum case during construction. Inside and outside panels protect the case until house is completed.
2. Slide the unit into the case later. Add the inside decorator baffle to the built-in *Thinline*.
3. Outside aluminum grille blends with any architecture. It also can be painted or concealed behind an outside baffle.

*Capacities are tested and rated in compliance with NEMA Standard CN 1-1958, and are stated in terms of British Thermal Units.



The Golden Value Line of the 60's

GENERAL  ELECTRIC

AMERICAN BUILDER

"We've got to improve faster"

AMERICAN BUILDER: Mr. Bartling, as first vice president of NAHB for the past year, you've studied the building industry from all angles. What do you think are its most pressing needs for 1960?

BARTLING: To me, the most important thing we must do is improve our product. We must build better houses, and we must build them for less money.

Remember, we home builders aren't competing just with each other. We're competing with the rest of the economy too—the cars, TV sets, etc. And we can't be satisfied merely to hold our present position. We have to better it. That means we have to offer the American buyer more for his money.

To do this, we'll have to solve all sorts of problems: codes, financing, land, community facilities, and many others. But our biggest lack is basic research. Many manufacturers are doing outstanding research for their own products. But the builder has to find the best possible combinations of these products, and he has to assemble them into a house. This is the area where we must step up research.

(Continued on the next page)

MARTIN BARTLING gave this press-time interview to AMERICAN BUILDER'S editors in Washington. His views are important to builders for two reasons: first, as the 1959 First Vice President of the National Association of Home Builders, he is a major spokesman for the

whole industry. Second, as a 20-60 house builder himself, he understands the special importance that technical progress has for the smaller volume builder. He has served as a trustee of the NAHB Research Institute, and was the builder of last year's NAHB research house in Knoxville, Tenn.



"Basic research is the real key to building

AMERICAN BUILDER: Who do you think should be doing this basic research?

BARTLING: I don't think there's any question but that the NAHB Research Institute is best qualified for the job. The Institute has already made important contributions, and it's still in its infancy.

For example, our contact with manufacturers



has been most fruitful. We make the builder's needs known to the manufacturer, and he is better able to market a product that fills these needs. Both sides benefit in these exchanges.

Our research houses have made similar contributions. We've used existing products in all sorts of new combinations, and we've also had manufacturers design new products. For instance, when we built the Washington research house two years ago, we asked one manufacturer to design a bathtub that could be installed after the house was finished. The manufacturer came up with a tub with an above-the-floor drain. This certainly represents an important advance in plumbing.

The next big step will be the opening of our new research laboratory, scheduled for 1960. It will let us undertake all sorts of projects that no other manufacturer or group has done. For example, is it possible to vent the plumbing system for a whole house through one three-quarter

inch plastic tube? We don't know but that's the kind of thing we'll be looking for in the new lab.

I think we can look forward to a time when both the industry and the government will turn to NAHB as the best authority on construction. When that happens, we'll be in a wonderful position to speed up the acceptance of new products and techniques.

AMERICAN BUILDER: Will all this research produce ideas that are really practical?

BARTLING: Certainly. Many of the new ideas from last year's research houses have already gone into production—things like the 8-foot door, surface-mounted door hardware, the two-way bathtub. And the foam-core sandwich panel will begin to be available to builders in limited quantities this year.

New 'miracle' products won't always be the answer either. Old products and materials can be dressed up and used in all sorts of new ways under the pressure of research and competition.

AMERICAN BUILDER: What sort of construction will evolve from all these new ideas?

BARTLING: There's no way of telling exactly what sort of construction system we'll wind up with. However, I feel sure that at least for the foreseeable future, the components approach is inevitable. There are already enough components on the market to save a lot of money



better houses at a lower cost"



for the builder who knows how to use them. And there will be tremendous savings possible when we get around to developing electrical, plumbing, and heating components.

Yes, I know there are lots of labor problems and code problems involved here. But that doesn't mean they can't be overcome. The average union member is just as concerned as any other American about producing lower-priced houses. And the code problem could be licked almost overnight if the buying public could be sufficiently aroused.

Here's another important part of the components approach that needs attention right now. We must have standardized and modular design in the industry—a common denominator for both builders and manufacturers to design to. NAHB is working now with manufacturers to try and set up basic standards, and we know we'll have to expand this work.

AMERICAN BUILDER: Do all these changes mean an industry made up of big builders?

BARTLING: Absolutely not. I don't go along at all with the idea that we'll wind up with a "General Motors" type of industry, where a few huge builders dominate the field. The house is a basic product, and whether you build one a year or a thousand, the problems and solutions are basically the same.

In the building business, bigness is not necessarily magic. In fact, the increasing use of components should be of more help to the smaller volume builder. Components give him many of the advantages of mass production that the big operator has been able to get because of his size.

Also, you've got to remember that the overwhelming majority of builders are small builders. If we're going to do a job in the industry, we've got to do it through them.

AMERICAN BUILDER: But haven't builders generally been slow to pick up new ideas?

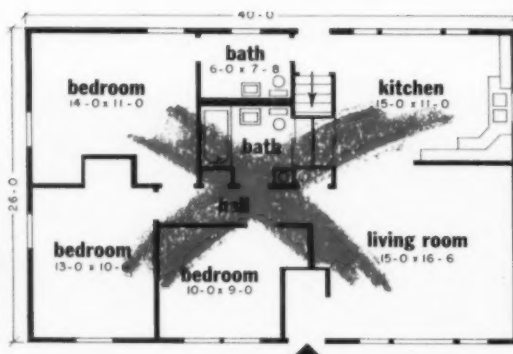
BARTLING: Very often, yes. We builders tend to be very conservative. Everywhere I travel (and I'm guilty of this myself), I hear the same reaction to new ideas: "That's all right for your area, but in my area buyers are terribly conservative." This tends to be a mental block, and it delays progress.

Sure, some of us who have tried new types of houses have wound up living in them ourselves. But that doesn't mean we can't take individual ideas from, say, a research house, and use them in our own operation.

Of course it will help if we can speed buyer acceptance of new ideas and designs too. We can dramatize many of them, and also make them part of a promotion of home ownership, such as the advertising program planned for the 1960 National Home Week. NAHB is raising an \$800,000 fund to finance the institutional advertising for this program.



And since we're talking about new ideas, I'd like to mention the NAHB Convention in Chicago, January 17-21. All the newest ideas and products the industry has to offer will be on display there, virtually under one roof. And there will be plenty of time for builders to incorporate these ideas into their 1960 building plans.



"OUR OLD MODEL: we were building in a rut"

THE OLD MODEL: At \$16,000, it represented good value for the area. Both its plan and design were popular. "But," says Jim Toepfer, head of the company's home-building operations, "it was the same old closed-in house

the Chicago market has seen for years. We felt we were in a rut, even though it was a successful rut. Our prices were rising, but our product wasn't improving. So we decided it was time to make a major overhaul."

"We took a year off to redesign our product"



THESE ARE THE MEN who decided that redesigning their product was important enough to justify stopping building for a year. Everett Toepfer, center, is president of Toepfer Construction Co.; Jim Toepfer, right, heads home building, and Gerald Toepfer, left, runs earth moving.

There's an old business rule that says, when you find a formula that works, stick with it. This is the story of a Thornton, Ind., builder that not only broke the rule but stopped building for a whole year to do it.

In 1957, the Toepfer Construction Co. built and sold 150 houses like the one shown above.

"Business was fine," says Jim Toepfer, manager of the building portion of the operation, "but we didn't feel comfortable. We felt that to be successful over the long pull, we needed new ideas. Yet here we were building the same old style that the Chicago area had been looking at for years. We decided that we had to make some major changes."

The method they used was



"OUR NEW MODEL: with a new design, we found a new market"

THE NEW MODEL: it represents a major change, both for its builders and for its area. Chicago is used to basements; this house is built on a slab. Chicago is used to closed-in floor plans; this one is open. Most important,

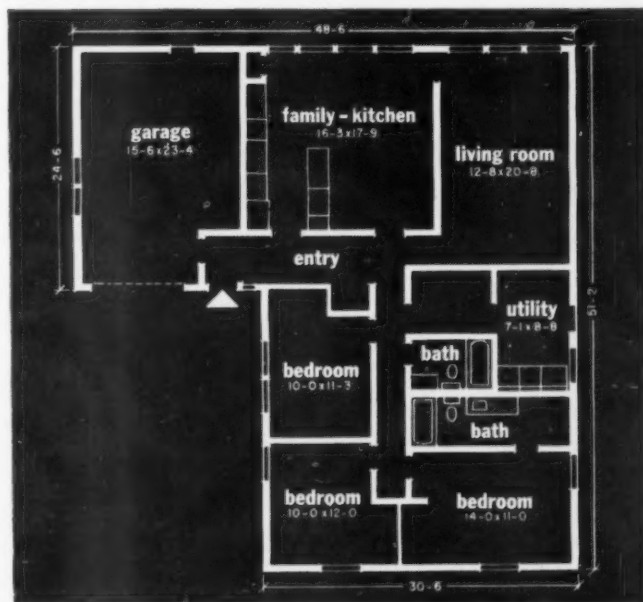
the Toepfer's immediate area is used to basic housing; this model is packed with every possible luxury extra. Named the Glendale, this model sells for \$24,000 including land, has been Toepfer's biggest seller to date.

drastic; they stopped building for a year while they completely redesigned their houses. Only a big earth-moving business kept them solvent during this period.

In July, 1959, the Toepfers opened their new models; by the end of the year they had sold 50, and sales were still climbing.

"Our old houses were basic models," says Jim Toepfer. "Our new ones are packed with every extra we could think of. And we've chopped our costs too.

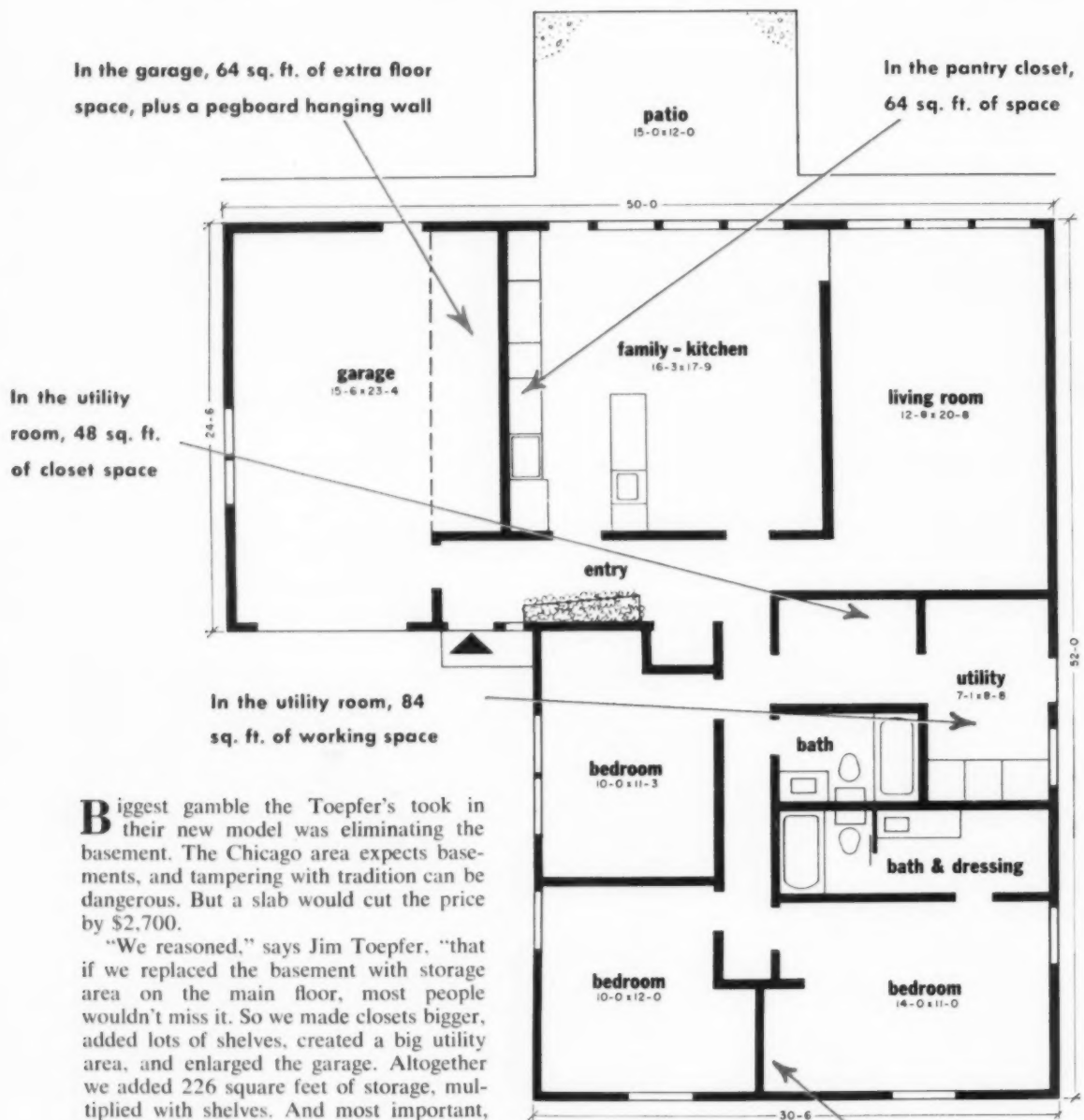
"The result is we've uncovered a brand new market—the second-time buyer. He's hard to sell, because he's been through the mill, and he knows what he wants. But there are lots more of him than we imagined, and he appreciates a good house."



"Our new design cut costs two ways"

"These two cost-cutting ideas

1 "A slab saves us \$2,700. And here's where we put the 'basement'"



Biggest gamble the Toepfer's took in their new model was eliminating the basement. The Chicago area expects basements, and tampering with tradition can be dangerous. But a slab would cut the price by \$2,700.

"We reasoned," says Jim Toepfer, "that if we replaced the basement with storage area on the main floor, most people wouldn't miss it. So we made closets bigger, added lots of shelves, created a big utility area, and enlarged the garage. Altogether we added 226 square feet of storage, multiplied with shelves. And most important, we made it accessible."

The gamble paid off. Almost all the Toepfer's buyers have raved about the storage space, almost none have objected to the lack of a basement.

"And remember," adds Toepfer, "most of these are second-time buyers. They've had basements before, and they know just how much storage space they really need."

save us \$3,200 on every house"

2 "Electric heat saves another \$500, and helps sell the house too"

When they decided on electric heat, the Toepfers took another calculated risk. They bet that the cleanliness and comfort of electric heat, plus the \$500 saving in installation it permitted, would outweigh its reputation for high operating cost.

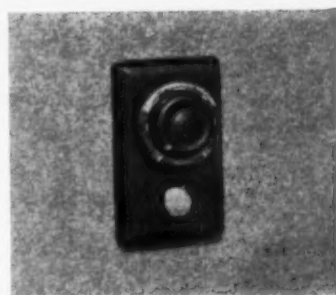
In practice, the risk proved negligible. Buyers were delighted with the advantages that electric heat offered. And the local electric utility, anxious to balance a heavy summer cooling load, offered a 1¾ cent-a-kilowatt-hour rate for electric heating. This per-

mitted the Toepfers to tout their electric heating as only slightly more expensive to operate than other types (see box below).

"Costs have been even lower than we expected," says Jim Toepfer. "And best of all, our buyers are delighted."

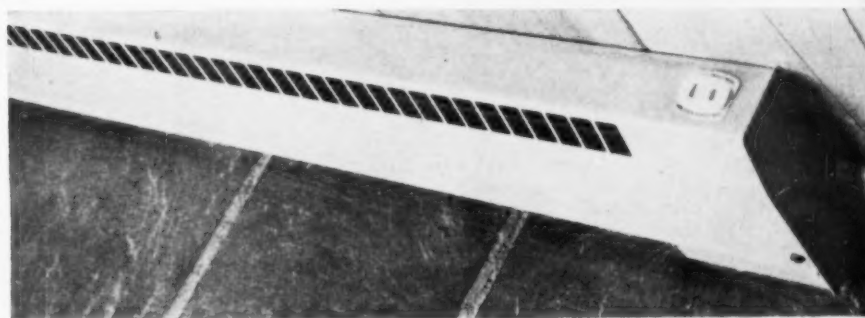


INDIVIDUAL room control is a big sales feature of electric heat. Temperatures of bedrooms can be dropped at night, brought back up instantaneously in the morning.



200-AMP service is provided for each house. Heating takes about 80 amps, leaving 120 amps for the rest of the house; buyers like the extra capacity for future heavier loads.

BASEBOARD convectors house the single heating rod, which operates at a safe 150 degrees. Outlets on top are a bonus. Hot-point manufactures this system.



"Electric heat isn't expensive. Here's our sales talk."

- Get rid of the idea that electric heat is terribly expensive. In this area, and with comparable insulation, direct operating cost is about 30 per cent higher than conventional fuels. This house will cost about \$265 a year to heat.
- You save some of this as soon as you buy. Electric heat costs less to install; this results in

a saving of \$23 a year in mortgage payments.

- Over a ten-year period, you'll have these other annual savings; maintenance, \$17; redecorating, (this heat is cleaner) \$20; heating plant (you'd need a new one in 10 years), \$40.
- So your actual cost of heating with electricity is \$165 a year. That's hard to beat.

"Here's what we did with the savings" ▶

"Every cent we saved, and more besides,

Having achieved a \$3,200 saving in their new model, the Toepfers faced a familiar question: should they market a stripped model, or put the savings back into the house?

"We had made up our minds," says Jim Toepfer, "that the market we were shooting for wanted all the trimmings. So we not only plowed back the \$3,200 we originally saved, but we added another \$2,300."

In other words, the Toepfers chose to market a \$24,000 house rather than an \$18,500; and the difference, \$5,500, was made up of luxury items.

"We started with the \$500 we saved on the electric heating system," says Toepfer, "and put that back into electrical extras. They're all out where people can see them, too. From there on we just added everything we thought a present home owner would want in his future dream house."

"We put \$40 into better switching"

This is typical of the care the Toepfers put into the electrical systems of the house. Three-way switching is used wherever possible throughout.

"We put \$15 into a plug-in strip in the kitchen"

The kitchen counter that houses the sink is free standing. Rather than build in one or two duplexes the Toepfer's ran a Plugmold strip the length of the counter.

"We put \$50 into extra phone outlets"

Two or three phone outlets are becoming standard; the Toepfers went all the way and put them in virtually every room in the house.

"We put \$400 into better closet doors"

Standard cost for the Toepfer's oversized closet doors would be \$60. Instead they used slatted accordion-type doors at a cost of \$125.

"We put \$325 into storms and screens"

These are necessities that most builders treat as extras. The Toepfers include them for all doors and windows.

"We put \$300 extra into wall-to-wall carpeting"

A wood floor would cost about \$700. The Toepfers use a good quality wool carpeting throughout the house, at a cost of \$1,000.

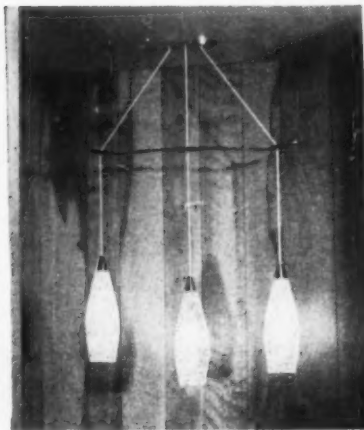


"We put \$540 into an exciting front hall"

The first impression of the house is all important. The Toepfers give the front hall lots of room, paneled walls, planters, and a slate floor at \$2.25 a square foot.

"We put \$230 extra into light fixtures"

A normal allowance would be \$75 for the house; the Toepfers allow \$305, including a yard light with a night timer on it.



went back into these extras"

"We put \$750 into extra landscaping"

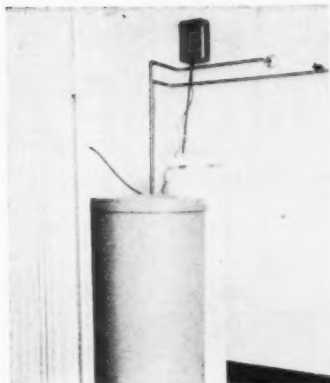
Each lot in the Toepfer's subdivision is provided with at least three trees, 5 inches in diameter and 25 feet high. Also, extra seeding and shrubbery are included.

"We put \$200 into improved interior finish"

Wherever inside walls are painted, a 5-coat plastic finish is sprayed on. And when wallpaper is used, it is always top grade.

"We put \$1,460 into a complete line of appliances"

The Toepfers include a complete package of Hotpoint appliances in every house: oven and range, refrigerator, washer and dryer (seen at right in the utility room).



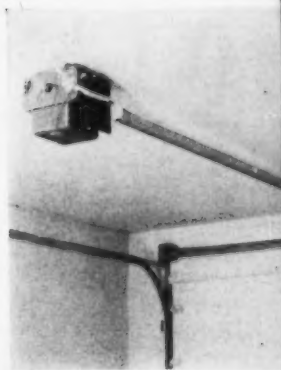
"We put \$240 into a water softener"

This, according to Jim Toepfer, is the extra to end all extras. "A water softener is absolutely unheard of as part of the standard house package."



"We spent \$200 on an electric garage door opener"

This is especially popular with women buyers who don't like to lift garage doors. It is radio-operated.



"We put \$750 into a covered patio"

This is the most exciting of the Toepfer's extras. It covers 192 sq. ft. of outside living area, is included only with the larger two of the Toepfers' three models.

New PLASTIC PANELS...

...roof the house ▶

This country's first all-plastic panel house, nearing completion north of Sacramento, Calif., already reveals some cost-saving statistics. Builder Earl R. Cummins estimates labor costs will be 20% below those of conventional timber construction, and savings in paint alone will reduce cost of the house by 10%.

◀...let in light

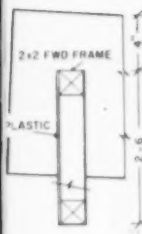
Builder Cummins is emphatic. "I'm convinced that plastics have a great future in home building," he says. "You'll see the future particularly in prefabricated tract homes where wall, and possibly roof, panels can be fabricated in a shop. This economy, together with simple job assembly, must add up to terrific savings."

◀...control light

Panels for the house are made by Filon Plastics Corp., El Segundo, Calif. They come reinforced with Super Fi Fiberglas and by a series of parallel nylon strands. Filon claims they are shatterproof, weather and flame-resistant, and require minimum maintenance. They are fastened with nails, screws or bolts.

◀...decorate inside

The panels envelope a house that essentially is post-and-beam except for minor modifications for framing and wiring. Posts and beams are set on 4-ft. centers to cradle 44-in.-wide plastic panels. These are installed in double layers both on roof and walls to pass, yet control light, and decorate house interior and exterior.



HOW WHAT



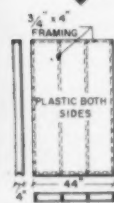


...decorate outside ▶

Wall panels are fabricated on jigs in the builder's shop. The plastic sheets are spot-tacked to both sides of 1x4-in. common lumber frames. Completed panels then are taken to the job and fastened to stained 1x1¼-in. battening on 16-in. centers. This makes installation of panels relatively easy and creates warm appearance.

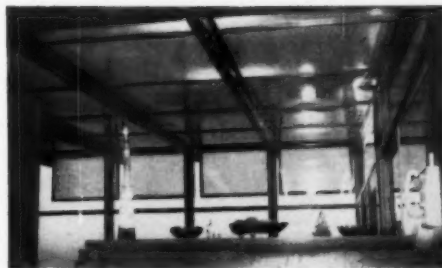


WHAT
HOW



...serve as ceilings ▶

Light gray panels are fitted over the roof beams while flat, snow-colored panels set between roof beams form the ceiling. Ceiling panels are held in place with 1x1¼-in. battening at 4-ft. intervals. Indirect lighting above the translucent ceiling panels eliminate all visible ceiling fixtures, creating a subtle, but adequate light scheme. Flat yellow Filon panels form an east-wing awning.



WHAT
HOW



Asbestos Panels hit home building

They're prefinished, will never need painting.

Glasweld, from U.S. Plywood, is an exterior-grade asbestos reinforced panel with a baked-enamel surface. The factory-applied finish is guaranteed for five years on exterior applications, and for the life of the building on interior applications. Some twenty colors are available.

They're nailable, fireproof, abrasion-resistant.

The building panel has an impressive set of physical characteristics. It is fireproof, waterproof, dimensionally stable. The surface has high abrasion resistance, is readily washable, nailable without pre-drilling, and has exceptional impact strength. It can be laminated on a wide range of core materials, including Styrofoam, Foamglass, impregnated honeycomb, and fiberboard.

They can be used indoors and out, from curtain walls to table tops.

Exterior uses for the panel include fascia, soffits, opaque glazing, curtain wall, and sandwich-panel facings. Interior possibilities include paneling in baths and kitchens, partitions, display walls, counterfronts, and table tops. A perforated panel is available for use on ceilings and in store display panels. The surprisingly versatile product is priced at about 50¢ per square foot.

▶ Lumberdealer's home in Carmel, N.Y. uses Glasweld—plywood sandwich as a curtain wall. Post-and-beam construction (4-foot module) eliminates cutting 4'x8' sandwich. Panel is nailed to fascia from inside.



Panel system is carefully thought out



2 Many joint treatments are possible. Here, carpenter installs stainless-steel strip which is later painted to match panel.



3 When cutting is required, it may be done with a reinforced carborundum disk, or by scoring and snapping. File smooths edges.



4 Contrasting panel is slipped into molding, tapped into place. Panel's high-impact strength and abrasion resistance simplify job.



5 Here, the panel is wedged into position for nailing. The Glasweld sheet weighs 1½ lbs. per sq. ft., is easily handled by 2 men.



6 Sandwich panels and post-and-beam design give the home a well-ordered look. Garage doors are constructed on same module as rest of house, virtually disappear when closed. The panel's waterproof feature led the owner to specify them for all bathrooms in this \$50,000 contemporary.

Versatile material is coming up
from the basement with striking designs
that go up 35% faster, cost 22% less



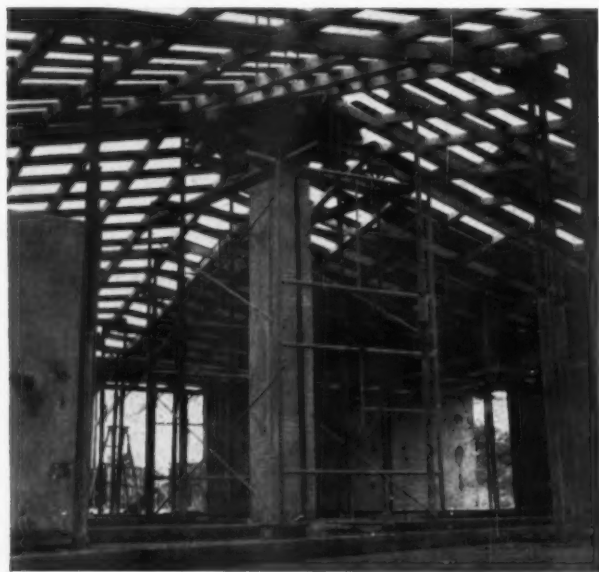
FORMING umbrella-shaped roof takes 4 men only one day. Removing forms takes half a day. Lumber can run wild over edges to eliminate cutting.

FIRST OF SEVEN concrete pilot models designed by Duane Connor, built by Harold Hessel in Oklahoma City. Encloses 1,369 sq. ft., sells for \$14,500.

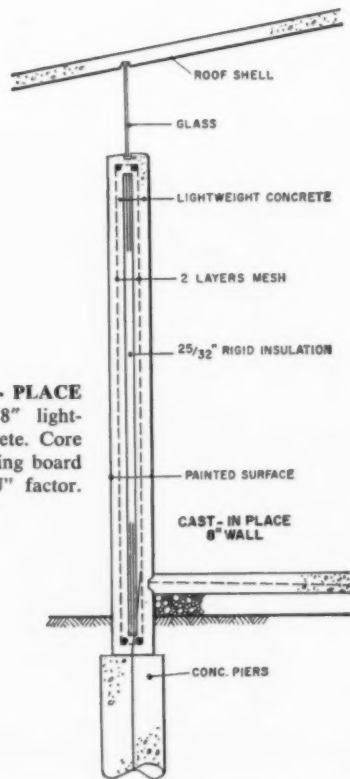
Concrete tries



It simplifies on-site operations ...

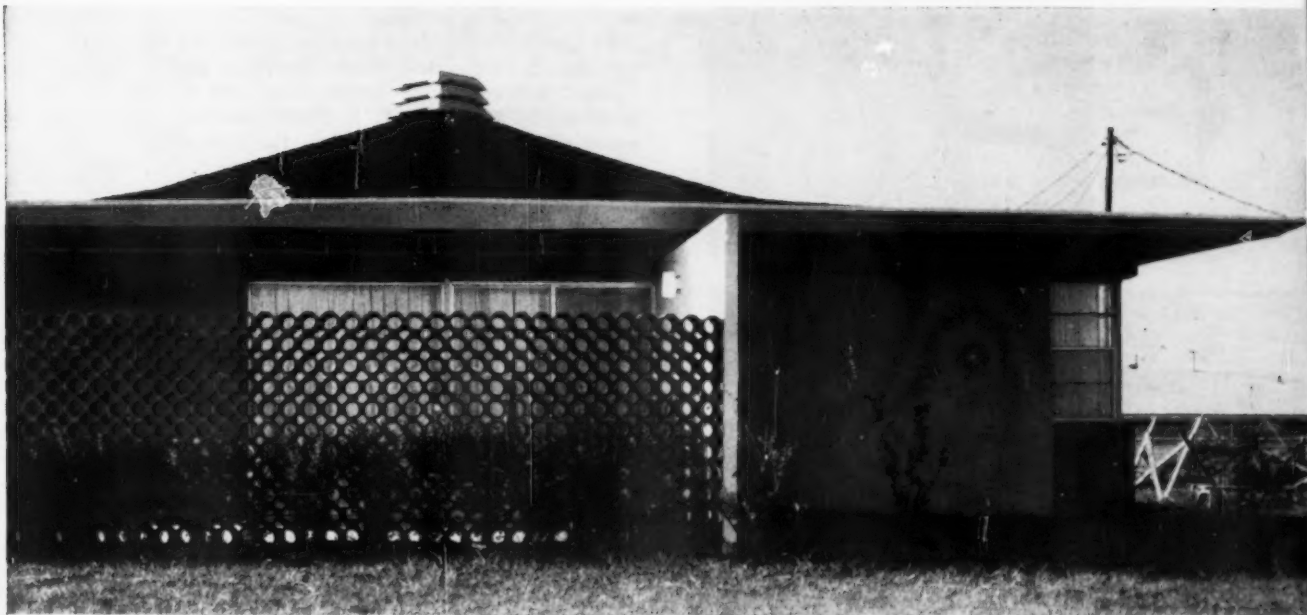


CONCRETE COLUMN supports formwork, becomes roof's main support. Pouring roof and walls combines many operations, like framing, insulating, siding, sheathing, finishing.



CAST - IN - PLACE wall is of 8" lightweight concrete. Core of 1" insulating board gives .19 "U" factor.

for a cost breakthrough

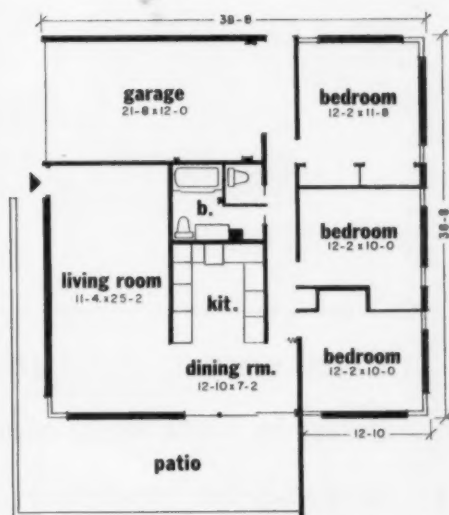


Photos courtesy Living for Young Homemakers, who assisted in developing this house

... produces this light, handsome dwelling

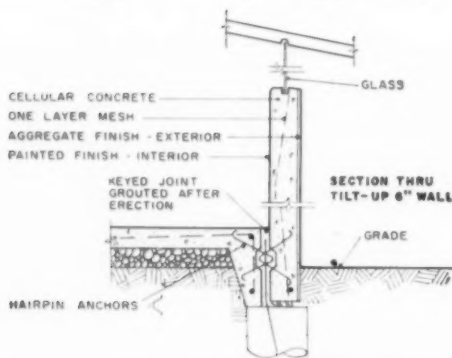


INSIDE KITCHEN, BATH AREAS have standard ceilings. Ceilings in all other rooms are high, sloping. They're daylighted by ribbons of glass at the eaves (see plans and photos).



PLAN emphasizes compactness and livability. Bedrooms are neatly separated from the rest of the house. Indoor, outdoor living are nicely integrated.

Flexible future for concrete?



No limit: to size

"We used basically the same type of roof on this gymnasium as on the house (previous page)," Connor tells editor Joe Ferche. Costs ran \$27 a seat—much less than for a similar building of wood. Extra reinforcing steel in the roof eliminated need for center supporting column.

... shape

"Although this new method of building houses is in its infancy, it's already proving that it has many superior qualities," continues Connor. The roof can be supported at one central point and tied down at the ends. Or it can rest on the outside walls entirely, as shown at left.

... plan

Variety of roof designs lets a builder cover floor plans of any size or shape—like the one at left. Latest type of roof was used in this case. It's supported by two columns on the centerline on each side. House has 1,792 sq. ft. of space. A separate thin shell roof (broken lines) covers garage.

... construction

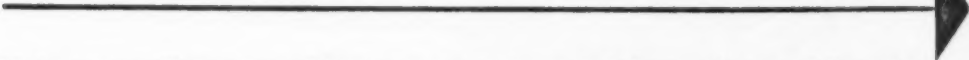
"We've never been fully satisfied with cast-in-place walls. So we're using tilt-up Betocel cellular concrete walls (detail left) in a 29-house development to be completed in May," says Connor. "They'll be less expensive, and will have a finish of integral marble granules and ceramic tile."

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A TIME-SAVER guide to

NAHB SHOW PRODUCTS:

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Sherman p. 130

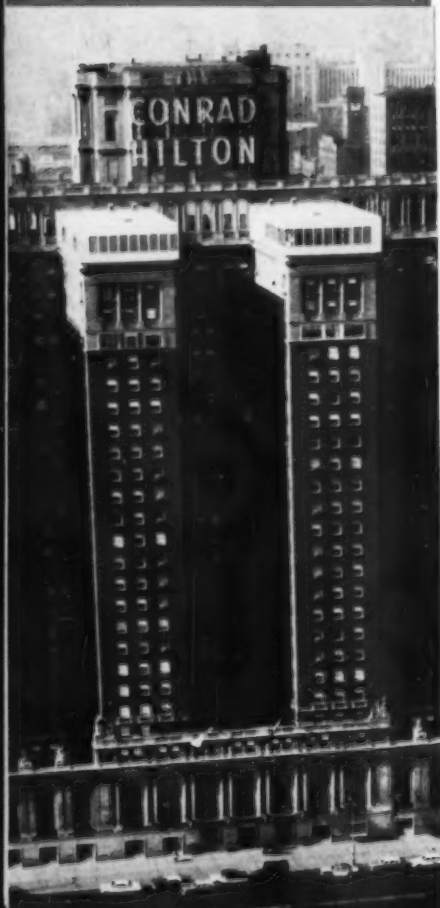
Coliseum p. 152

Bonus Extras p. 176

1960 PRODUCT SHOW

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Double pane is lightweight

GlasSeal Thermopane meets growing need for insulating glass in double-hung, casement, etc., windows. Sized now for standard 1 $\frac{3}{8}$ " sash thickness. Over-all thickness, just over $\frac{1}{4}$ ". Nominal air space between sheets: $\frac{3}{16}$ ".

▶ Libbey-Owens-Ford Glass Co.
Booth Nos. 142—Hilton.

Circle No. J1 on reply card, p. 72



Has unusual design

This round, enameled cast-iron lavatory is designed for building into counter tops. Compact unit measures 18" across. Oval basin is 14" x 12" and 6 $\frac{1}{2}$ " deep. The small size gives versatility for new construction or remodeling jobs. Drilled for 8" fitting.

▶ Kohler Company
Booth Nos. 72-74—Hilton; No. 709—Coliseum.

Circle No. J4 on reply card, p. 72



Disposer has double capacity

A new food waste disposer that liquefies food waste almost twice as fast as similar household units has been introduced. The disposer combines speed, capacity and durability of restaurant models with quiet operation and styling of household disposer.

▶ Waste King Corporation
Booth Nos. 58-61—Hilton.

Circle No. J2 on reply card, p. 72



Sandwich panels are new

Dylite panels consist of expandable polystyrene laminated to plywood, aluminum, Masonite or gypsum board. Designed for interior (shown here) and exterior load-bearing walls, curtain walls, roofs. Have high moisture-resistance and insulation qualities.

▶ Koppers Company, Inc.
Booth Nos. 352-353—Hilton.

Circle No. J5 on reply card, p. 72

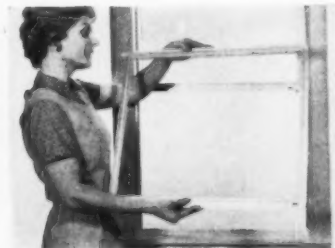


Panels have cherry grain

Masonite introduces new high-fidelity grain panels, prefinished on Masonite hardboard. Three new panels are Natura Cherry, Frosted Cherry, Colonial Cherry. Panels are 16" x 96". Insert clips into grooved edges and nail to studs or strips.

▶ Masonite Corporation
Booth Nos. 29-30—Hilton.

Circle No. J3 on reply card, p. 72



Sash removes easily

Both lites in this all-aluminum prime sash are easily removable for cleaning. The usual top sash lock in center of meeting rail is eliminated. Unit has vinyl sliding tracks and mohair weather stripping. Replacement sash may be installed from inside or out.

▶ DeVAC, Inc.
Booth Nos. 367-368—Hilton.

Circle No. J6 on reply card, p. 72

AMERICAN BUILDER

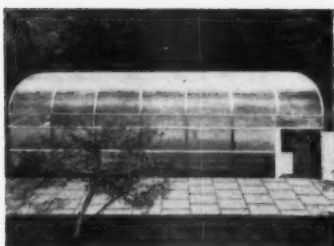


Doors install easily

Here's a smart, economical, space-saving way to install doors, partitions, room dividers for every application. Available in seven colors. Magna-Fold doors are made of 14-gauge vinyl. In both stock and custom sizes up to 10 by 50 ft.

▶ American Door Co., Inc.
Booth Nos. 382-383—Hilton.

Circle No. J7 on reply card, p. 72



Swimming all year 'round

A swimming pool can now be a year 'round recreation center with the all new "Solaroof." Constructed of heavy duty aluminum extrusions and special translucent plastic, it allows the beneficial rays of the sun to enter the enclosed pool area.

▶ International Swimming Pool Corp.
Booth No. 129—Hilton.

Circle No. J10 on reply card, p. 72

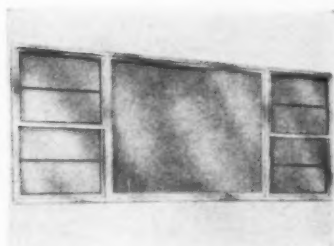


Steel goes up fast

Heavy-gage zinc-coated steel sheets used in building (above) are double curved and corrugated to form rigid, self-supporting arches. Use of these galvanized steel sheets is a time saver. Eliminates posts, pillars, braces and trusses.

▶ United States Steel
Booth Nos. 168-170—Hilton.

Circle No. J13 on reply card, p. 72



Double sliding windows

New aluminum two-sash horizontal sliding windows come in heights up to 6' and widths up to 12'. The sill slopes and contains drainage slots and weep holes. All joints are firmly fastened together with screws. Sliding sash is equipped with nylon wheels.

▶ F. C. Russell Co.
Booth Nos. 201-203—Hilton.

Circle No. J8 on reply card, p. 72



"Dual" balancing sash

New Take-Out equipment now makes possible a completely balanced removable sash. Each sash has two balances. It permits the removal of the upper and lower sash in double-hung wood windows. Also prevents the sash from tilting.

▶ Zegers, Incorporated
Booth No. 11—Hilton.

Circle No. J11 on reply card, p. 72



Guide to help sell

Ideas for 1960 to help sell the home are offered in Youngstown's booklet. It's designed to aid the builder plan his home merchandising program. This plan book details the how, why, when and where of using newspaper advertising, radio, television, etc.

▶ Youngstown Kitchens Division
Booth Nos. 118-122—Hilton.

Circle No. J14 on reply card, p. 72

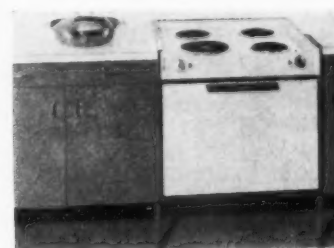


Sound control at low cost

A new fiber glass ceiling material "Panelglas" can be installed quickly and inexpensively. These panels resemble fine leather in appearance yet require only a minimum of maintenance. Most applicable to large areas as in commercial buildings.

▶ Johns-Manville
Booth Nos. 96-87, 100-101—Hilton.

Circle No. J9 on reply card, p. 72

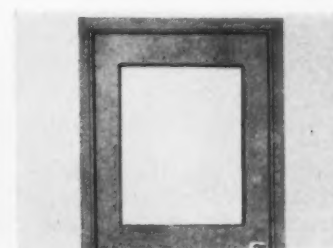


Range occupies small space

This one-piece built-in electric range combines surface units and an oven in a single unit. High styling makes range appropriate in any kitchen. Unit takes up only 27" of wall space, saves 5 sq. ft. and cuts cost of building in separate oven and surface units.

▶ General Electric Corp.
Booth Nos. 50-55—Hilton.

Circle No. J12 on reply card, p. 72



Door is seam free

Low cost "Medallion" door fits perfectly flush with frame. Has no seams anywhere due to continuous weld design. Sold in package with frames and specially-engineered hardware to assure trouble-free performance and permanent hardware attachment.

▶ Ceco Steel Products Corp.
Booth Nos. 81-82—Hilton.

Circle No. J15 on reply card, p. 72

SELL QUALITY



The exact thickness of baked transparent coating is checked by electronics — just one of the checks which guarantee the best quality protection of the famous Dexter jewelers finish.

Quality design, craftsmanship, materials . . .
quality that's built into every Dexter lock, quality
so uncompromising it has placed Dexter locks
among the world's finest. Quality that sells!

SEE US at N.A.H.B. SHOW
BOOTH NO. 977 • COLISEUM

DEXLOCK
BY **DEXTER**

DEXTER LOCK DIVISION
Dexter Industries, Inc. — Grand Rapids, Mich.
In Canada: Dexter Lock Canada Ltd., Galt, Ontario.
In Mexico: Dexter Locks, Plata Elegante, S.A. De C.V.
Monterrey. Dexter locks are also manufactured in Sydney,
Australia and Milan, Italy.

BUY DEXTER

1960 PRODUCT SHOW: AT THE HILTON

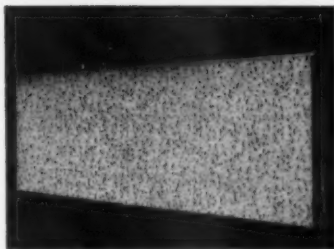


Trim tones match panels

Pre-finished hardwood trim comes in shades to match Weldwood paneling. Requires only sawing proper lengths and angles. No matching on the job. Eight patterns include casing and apron, stool, base, shoe, cave, corner bead, inside corner stop.

▶ U.S. Plywood Corp.
Booth Nos. 147-149—Hilton.

Circle No. J16 on reply card, p. 72

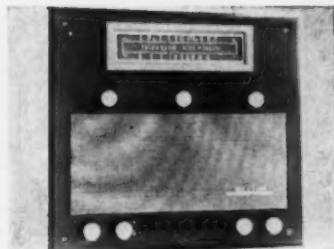


Multi-purpose roof slab

New multi-purpose insulating roof slab is now available with a sound-quieting fissured surface as well as a linen white finish. Insulating roof slab is well-suited for modern exposed-beam construction. It acts as a roof deck, thermal insulation.

▶ The Celotex Corporation
Booth No. 4—Hilton.

Circle No. J19 on reply card, p. 72



Hi-fi fits standard wall

AM-FM Hi-fidelity radio intercom system fits flush in any standard 4" wall. Has automatic frequency control and gain control to assure smooth operation. Master unit has 9x6" speaker. Complete unit has 4-8" hi-fi speakers, one front door speaker.

▶ Talk-A-Radio Sales Corp.
Booth No. 240—Hilton.

Circle No. J22 on reply card, p. 72

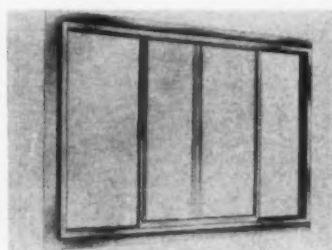


Won't spread glare

Incandescent and fluorescent lights combined produce floodlight level to three foot-candles for parking lot. Light is uniform. No glare penetrates adjacent areas. Above: six poles with two 155w fluorescent lights each, two with one 1,000w incandescents.

▶ Westinghouse Electric Corp.
Booth Nos. 94-99—Hilton.

Circle No. J17 on reply card, p. 72



Fin eliminates wood trim

Aluminum horizontal slide window has fin trim as integral part of frame. Eliminates need for outside wood trim. Main frame sections are extruded aluminum; slide channels are stainless steel. In single or picture slide, slide-ventilating picture, fixed.

▶ Truscon Div., Republic Steel Corp.
Booth Nos. 5-7—Hilton.

Circle No. J20 on reply card, p. 72

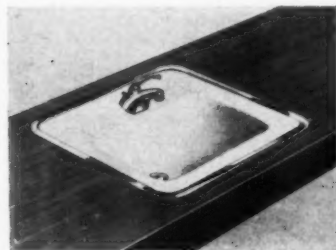


Rooms have unusual grouping

An aluminum sliding glass door unit creates an indoor-outdoor "Action Area" in this Spacewood home. This four bedroom, two bath model is planned for efficient traffic flow. 32' trusses eliminate the need of a fixed wall; down center of plan.

▶ Pease Woodwork Company, Inc.
Booth No. 241—Hilton.

Circle No. J23 on reply card, p. 72



Controls in one lever

New single-lever faucet has been added to two counter-top lavatories. Unit closes with pressure, minimizes possibility of leaking. Controls volume and temperature. Lavatories are a 20"x19" vitreous china, and a 20"x18" enameled cast iron.

▶ Crane Company
Booth Nos. 75-80—Hilton.

Circle No. J18 on reply card, p. 72



Fireplace stands free

Prefabricated open-hearth fireplace is freestanding, designed to fit flush against wall. Installation requires no footings. Has its own chimney and 2" firebrick lining. Burns coal, charcoal, logs up to 30". Comes with brass sliding screen.

▶ Condensation Engineering Corp.
Booth No. 112—Hilton.

Circle No. J21 on reply card, p. 72



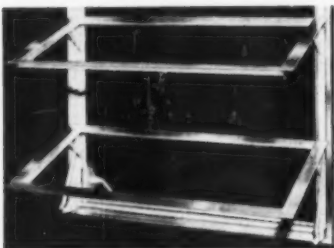
Vinyl floor "glistens"

New resilient floor pattern has surface composed of tiny cubes of vinyl "floating" in vinyl grout (shown). New line also includes series with tinted particles on pastel background. Both have special backing, can be installed below grade. In sheets 6' wide.

▶ Armstrong Cork Co.
Booths Nos. 23-25—Hilton.

Circle No. J24 on reply card, p. 72

1960 PRODUCT SHOW: AT THE HILTON



Designed for houses

The 1960 model of the new "Wareco" aluminum awning windows eliminates adjustment screws on the inside face of the windows. Presents clean attractive face. Has a lustrous, attractive finish, is factory-protected by lacquer against mortar stains.

► Ware Laboratories, Inc.
Booth No. 38—Hilton.

Circle No. J25 on reply card, p. 72



Display aluminum products

Aluminum supplier features maintenance-free shingles of that metal at its exhibit. Come in many baked enamel colors. Other products displayed: aluminum siding, windows, soffits, fascias, downspouts, ductwork, flashing, thresholds, hardware.

► Reynolds Metals Co.
Booth Nos. 215-217—Hilton.

Circle No. J28 on reply card, p. 72

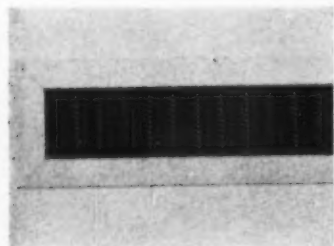


Tub cover prevents damage

Thick corrugated bathtub cover is custom-made to fit individual tub. Shock-resistant and water-repellent, this two-piece unit prevents damage before installation, eliminates expensive cleaning after tiling. Is installed or removed in five minutes.

► Protectub, Inc.
Booth No. 234—Hilton.

Circle No. J31 on reply card, p. 72

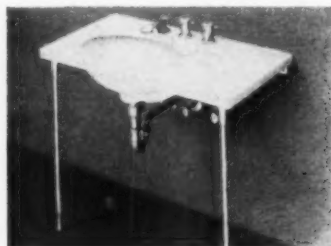


Efficient control of air flow

Unique spring clip method of fastening facilitates easy installation of new Continuous Line Diffusing Grille, model STWA. Grille incorporates an adjustable core which permits adjustment of air pattern through simple, setting of fins. Can be mounted in ceiling, floor, sill or side wall.

► Barber-Colman Company
Booth No. 181—Hilton.

Circle No. J26 on reply card, p. 72

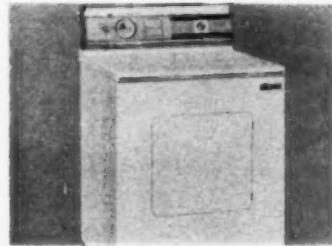


Lavatory has wide shelf

Newest addition to the Beautyware line features a revolutionary fitting arrangement with spray spout. The wide shelf on the Chaucer lavatory was especially designed to accommodate toilet articles. Available in six colors as well as white.

► Briggs Manufacturing Company
Booth Nos. 105-107, 124-126—Hilton.

Circle No. J29 on reply card, p. 72



Gas dryer matches washer

Frigidaire is offering its first gas dryers to provide a perfect match for its automatic washers. Has both automatic and timed drying. Touch-bar provides proper drying cycles. Automatic sprinkler control readies clothes for ironing.

► Frigidaire Div.
Booth Nos. 183-190, 193-200—Hilton.

Circle No. J32 on reply card, p. 72



Vertical aluminum siding

A new vertical panel has been added to the Rexalum aluminum siding line. Contemporary "V-Groove" styling makes this panel ideal for use with modern residential designs. Features wall-hugging shape which eliminates noise. Is offered in several new colors.

► Consolidated General Products, Inc.
Booth Nos. 380-381—Hilton.

Circle No. J27 on reply card, p. 72

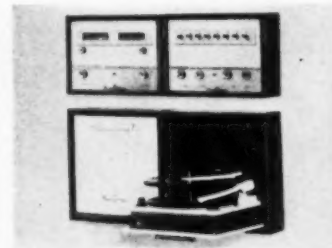


W/C gets new styling

Restyled closet features a newly designed elongated bowl and concave tank with plain cover. Called the "Creston," it requires only 12" roughing. Available in seven pastel colors and white. Close-coupled reverse trap model is just one of the 1960 line.

► Richmond Plumbing Fixtures Div.
Booth Nos. 358-359—Hilton.

Circle No. J30 on reply card, p. 72



Intercom carries stereo

This stereo-intercom is a built-in entertainment and communication center. Unit has AM or FM tuner, record player, and allows two-way conversation between all the remote speakers. Four walnut wall panels. Priced from \$450 to \$1,000.

► NuTone, Incorporated
Booth Nos. 323, 326-328—Hilton.

Circle No. J33 on reply card, p. 72



“What’s
behind
the new
name...?”

WASTE KING

UNIVERSAL



“Because it’s the best...”

The Waste King/Universal GARBAGE DISPOSER is the one home-buyers look for in the homes you build. It's the only disposer with 30% faster Liquifying Action and 95% quieter Magic Sound Barrier. It's the most advertised and most accepted disposer name, with a long history of trouble-free performance. That's why nearly 2 million families own a Waste King/Universal Disposer . . . more than any other make.





"Our builder saved \$110..."

The new Waste King/Universal DROP-IN OVEN & RANGE fits easily in any two-foot-square area... saves you *at least* \$110 on installation costs! Housed in a one-piece unit, it has a full-sized oven, four standard electric top burners, with control panel attached. Remote panel with automatic clock controls for the oven is optional.



"AND IT'S ALL NEW..." This new model available for delivery approximately June, 1960



“Simply beautiful...”

In either gas or electric; a show-feature in your kitchens. The thrilling new Waste King/Universal BUILT-IN OVEN & RANGE is designed by Henry Dreyfuss — internationally famous industrial designer. Easy to work with... traditionally, America's finest cooking appliance!



“AND IT'S ALL NEW...” This new model available for delivery approximately June, 1960



"Washes dishes better than I can..."

The new Waste King/Universal BUILT-IN DISHWASHER is now a new home necessity. Besides bringing new prestige to your homes, it washes dishes better than she can! New vertical revolving double-arm sprayer now whirls the wash-rinse water to each top and bottom basket. Other features: Magi-Matic Cycle Selector; exclusive self-cleaning Filter System; true random loading; and an unlimited number of cabinet-matching front panels.



"AND IT'S ALL NEW..." This new model available for delivery approximately April, 1960

"all new..."

The name is new. The two names – Waste King and Universal have been leading specialists in the appliance industry for a long time. Now these two quality manufacturers are united into a new brand name.

To the new home buyer, this means a kitchen equipped with the finest appliances. *To you, it means much more...* It means a single source for a complete line of famous disposers, built-in dishwashers and ovens and ranges... sold across the nation... backed by 434 service agencies and a full staff of consumer relations experts... promoted by advertising in almost every magazine home buyers read.

It means product, marketing and operational research facilities constantly working to bring you technically superior products at competitive prices.

It means that, as of January 1, 1960, there's a new and aggressive appliance manufacturer on the scene – a manufacturer with two proud histories and a promising future. We hope you'll share this future with us.

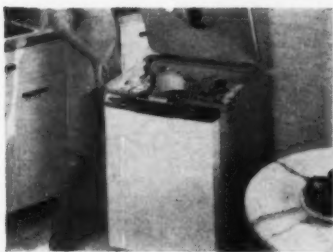
WASTE KING

UNIVERSAL

WASTE KING CORPORATION - LOS ANGELES 58, CALIFORNIA
FINER PRODUCTS FOR THE HOME... FOR RESTAURANTS
AND INSTITUTIONS... FOR INDUSTRY... FOR DEFENSE.

FOOD WASTE DISPOSERS - BUILT-IN DISHWASHERS
BUILT-IN OVENS & RANGES - PORTABLE DISHWASHERS
FREE-STANDING RANGES - COMMERCIAL COOKING EQUIPMENT
TECHNICAL PRODUCTS FOR DEFENSE AND INDUSTRY
INCINERATORS - COMMERCIAL FOOD WASTE DISPOSERS

1960 PRODUCT SHOW: AT THE HILTON



Gives extra cleaning

New device in top of 1960 dishwashers swirls hot water over the dishes. Rotating impeller at bottom shoots water up, producing "cross-fire" washing action. Automatic dispenser measures detergent. Five new "Power Shower" models: 3 mobile, 2 under-counter.

► General Electric, Appliance Div.
Booth Nos. 50-55—Hilton.

Circle No. J34 on reply card, p. 72



Gives bath new sparkle

A new decorating idea from Eljer, the Fietsa lavatory and toilet in crisp, sparkling-white vitreous china finish. Smart decorator lines fit modern bathroom styling. Fietsa lavatory and toilet will complement or harmonize with pastel or white bathtub.

► Eljer Co.
Booth Nos. 84-85, 102-103—Hilton.

Circle No. J37 on reply card, p. 72



Siding is fully primed

Made from tough natural-wood fibers, Insulite exterior siding has no grain, knots or slivers; won't split or splinter. Prime coat is already on. Three types: horizontal (lap) siding and vertical grooved panels (above), and plain panels.

► Insulite Div., Minnesota & Ontario Paper
Booth Nos. 116-117—Hilton.

Circle No. J40 on reply card, p. 72



Board is factory primed

Trim-Bilt is a combination of two $\frac{3}{8}$ " laminated wood fiber boards engineered for use as fascia boards, trim and rakes. Factory white-primed on front, back and edges, has no raised grain, no knots. Available in 12' and 16' lengths and 6", 8", 10" and 12" widths.

► Upsom Company
Booth No. 20—Hilton.

Circle No. J35 on reply card, p. 72



Insulation is thicker

Insulation board is fabricated in thicknesses of 1, 1 $\frac{1}{4}$, 1 $\frac{3}{8}$, 1 $\frac{1}{2}$ and 2 inches. "Scorboard" has added thickness to insure thermal resistance in perimeter insulation. Boards are expanded polystyrene, come 2' wide, precured to enable builder to snap off.

► Dow Chemical Company
Booth Nos. 372-373—Hilton.

Circle No. J38 on reply card, p. 72

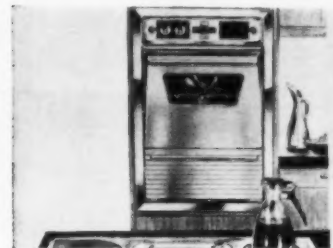


Looks like wood shake

This asbestos-cement siding has a deep texture which gives the appearance of a fine wood shake. A Plasticrylic Finish protects its color, eliminates future painting problems for the homeowner. Comes in choice of five solid colors, and white.

► National Gypsum Company
Booth No. 14—Hilton.

Circle No. J41 on reply card, p. 72

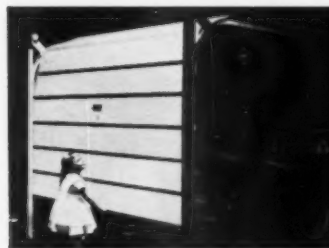


Drawer space is saved

The new Modern Maid "Super Thin" electric griddle top unit is only 3" deep and requires no front cutout. Drawer space under counter is not destroyed. Top is only 36" wide, but contains griddle of 143 sq. inches. Unit comes in coppertone or chrome.

► Tennessee Stove Works
Booth No. 335—Hilton; No. 868—Caliseum.

Circle No. J36 on reply card, p. 72



Fingers don't get pinched

There will be no more pinched fingers with the Berry sectional overhead doors. Have special hinge design safety feature. Doors have tapered track and adjustable rollers for easy closing and tight fit. Door is steel, zinc-electroplated and factory-primed.

► Berry Door Corporation
Booth Nos. 130-132—Hilton.

Circle No. J39 on reply card, p. 72



Creates living space

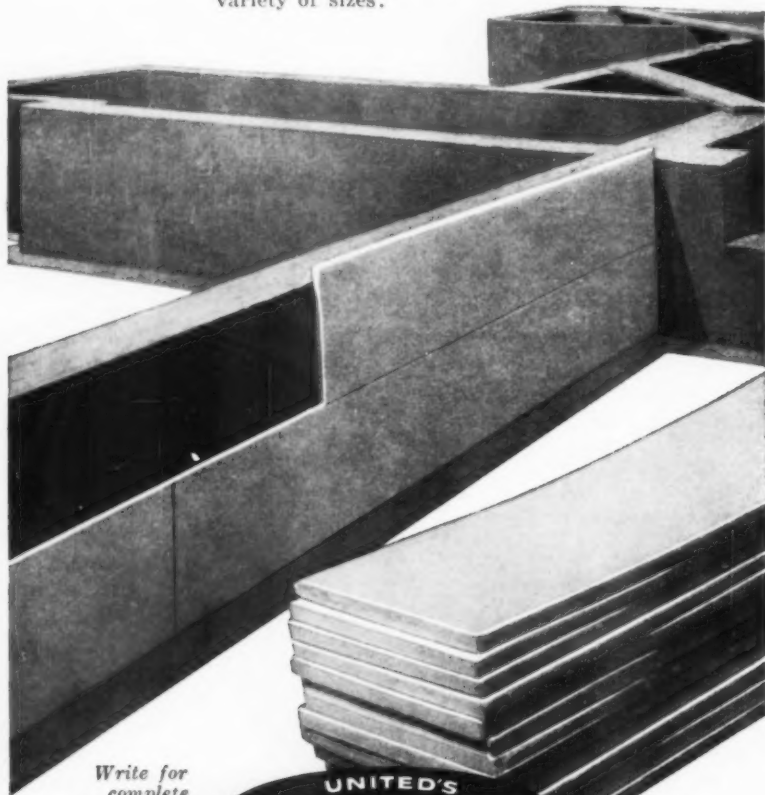
By substituting an Overhead Door for the garage backwall, the area is easily converted into a light, airy breezeway. This simple inexpensive idea makes space available for outdoor entertaining, provides a covered patio for bad weather.

► Overhead Door Corporation
Booth Nos. 92-93—Hilton.

Circle No. J42 on reply card, p. 72

new UNI-CREST insulation

Now, through the combination of modern chemistry and the experience of United's 50 years as a leading manufacturer of insulating material, comes Uni-Crest. A thoroughly proven foam plastic insulation of outstanding thermal properties . . . labor saving and cost cutting benefits. Highly recommended for walls, ceilings, floors and around foundations or under slabs. Readily adheres to masonry, eliminates furring or lathing, provides an excellent surface for plaster, cement or other finishes. Easy to work with, light, non-dusting, odorless, non-toxic, can be cut with all standard tools. Will not shrink or rot and retains its insulating value indefinitely. Regular and self-extinguishing available in a variety of sizes.



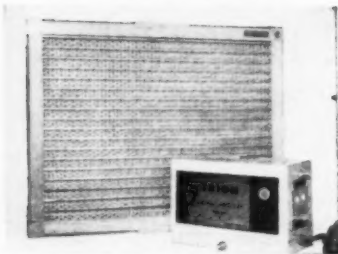
Write for
complete
installation
instructions
and
FREE sample

UNITED'S
UNI-CREST
EXPANDED POLYSTYRENE

Uni-Crest Division
UNITED CORK COMPANIES
25 Central Avenue, Kearny, New Jersey

OFFICES OR APPROVED DISTRIBUTORS LOCATED IN KEY CITIES COAST TO COAST.

1960 PRODUCT SHOW



Replaces furnace filter

Electronic air cleaner is designed to replace furnace filter. Said to be 20 times as effective. Only 2" deep in direction of air flow, fits most furnaces. Installs without special tools. Capacity of 640 to 1,000 cfm per panel. Requires 25W power.

▶ Trion, Inc.
Booth No. 206—Hilton

Circle No. J43 on reply card, p. 72

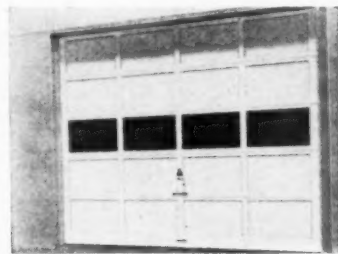


Stores cutlery and pans

This base unit for the kitchen provides ample storage for cutlery and cooking utensils. Cutlery tray has slotted partitions to accommodate a complete carving set, cork bottom to protect knife edges. Trays glide smoothly on guides.

▶ The Kitchen Maid Corp.
Booth Nos. 223-224—Hilton

Circle No. J44 on reply card, p. 72



Weather-tight closure

Zinc-plated heavy gauge hinges and hardware assure maximum strength in Overdoors added to the low-cost "Pacemaker" line. Available in wide or narrow panels and in widths from 6'-4" to 16'-3". Heavy gauge 2" tracks are reinforced and zinc plated.

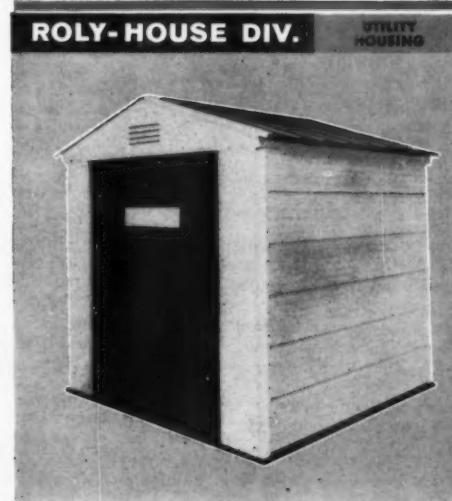
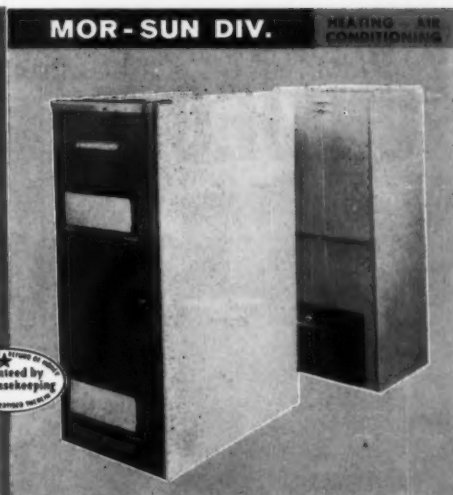
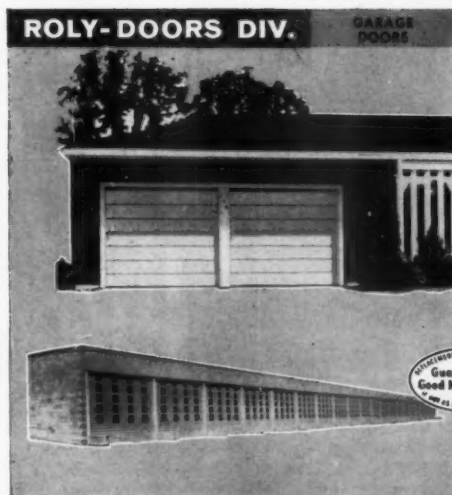
▶ McKee Door Company
Booth Nos. 207-208—Hilton

Circle No. J45 on reply card, p. 72

NEW
STYLING
AND
PERFORMANCE
A
DIFFERENCE
YOU
CAN'T
OVERLOOK

YOUR
BUILDING
FUTURE
IS IN
STEEL

VISIT US AT
BOOTH 884
NAHB SHOW
CHICAGO
COLISEUM



MR. BUILDER

you get a lot of quality for your money

*with **MORRISON** products*

LOOK THEM OVER. Here are 4 quality lines of STEEL products with thrifty down-to-earth price tags. But look what you get! ROLY-DOORS — a full line of residential and commercial sizes in models to meet every building budget. MOR-SUN heating and air-conditioning equipment — Gas and oil units with a complete range of capacities and models offering the ultimate in residential heating. ROLY-HOUSE — the new miracle housing unit with unique simplified assembly — serves as on-the-job portable office or tool storage house and a thousand and one other uses. SERVICE BODIES — the finest body built to fit all pick-up truck chassis. TOOL BOXES to add valuable carrying space to any vehicle. All these quality products spell dependability to you backed up by Morrison's continuous research and engineering efforts to develop new products and ideas which go into securing your future.

MORRISON STEEL PRODUCTS, INC.

DIVISIONS: ROLY-DOORS / MOR-SUN / SERVICE BODY / ROLY-HOUSE
601 AMHERST STREET • BUFFALO 7, NEW YORK

NEW! Smith & Loveless "UNIJECT"



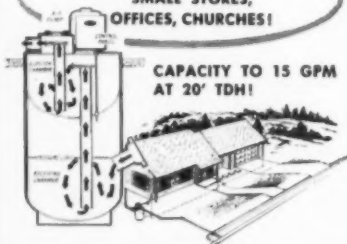
PNEUMATIC SEWAGE EJECTOR for SINGLE DWELLINGS

The low-cost "Uniject" is a small, single-dwelling pneumatic ejector, capable of efficiently handling low sewage flows and large solids. It is specifically designed for installation in a dwelling where it is necessary to raise sewage to a gravity sewer line or on-the-site treatment facility.

The "Uniject" is ideal for those few homes in a subdivision which lay below the level for economical gravity sewer service... eliminates lowering the entire sewer line and the possibility of pumping all of the sewage as a result. The "Uniject" is completely...

- AUTOMATIC
- EFFICIENT
- DEPENDABLE

IDEAL FOR HOMES,
SMALL STORES,
OFFICES, CHURCHES!



CAPACITY TO 15 GPM
AT 20' TDH!

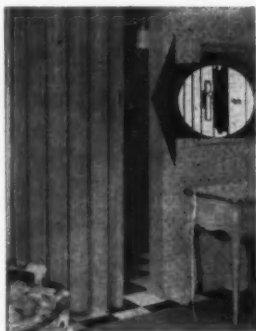
COMPLETE FACTORY-BUILT UNIT!

WRITE FOR SEE THE "UNIJECT" NAHB SHOW!
BULLETIN Booths 763-764
NO. 711 and IN OPERATION... CHICAGO
COLISEUM

By the Makers of America's Finest
Factory-Built Sewage Lift Stations

S & L Smith & Loveless
DIVISION-UNION TANK CAR COMPANY
P. O. BOX 8884 KANSAS CITY, MO.
REPRESENTATIVES IN PRINCIPAL CITIES

1960 PRODUCT SHOW: AT THE HILTON

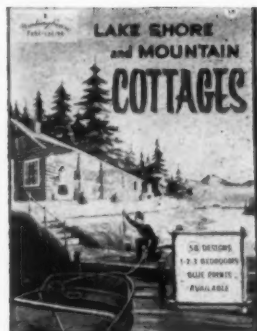


Cornice comes with door

The Latch-o-matic Steelite Door is made of vinyl laminated to S-curved steel panels. Included are matching cornice and security lock. Folding doors are grey or beige. Sizes: 32"x80", 38"x80", 32"x96", 38"x96". Retail price: from \$10.95 up.

► Clapay Corporation
Booth No. 204—Hilton.

Circle No. J46 on reply card, p. 72



Plans for vacation houses

"Lake Shore and Mountain Cottages", a new Garlinghouse publication, shows 60 plans for recreation homes. Various sizes and styles for summer and year around use are given, plus exteriors and floor plans. Book is 50¢. Blueprints are available at a low cost.

► L. F. Garlinghouse Co., Inc.
Booth No. 330—Hilton.

Circle No. J49 on reply card, p. 72

Sewer pipe is stronger

New sewer and drain pipe is laminated for greater strength. Made of layers of tough fiber bonded together and impregnated with bituminous compound. Has extra beam strength, crush strength, absorption. In 10' lengths, 2" to 8" diameters.

► Sanaco Products Co.
Booth No. 235—Hilton.

Circle No. J47 on reply card, p. 72

Sealant is waterproof

Thorospan, a ruber base sealant, is used for calking, sealing and glazing where positive waterproofing is required. Compound bonds to almost all building materials. One grade is pourable for self-leveling, horizontal work. Heavier grade for vertical, overhead use.

► Standard Dry Wall Products, Inc.
Booth No. 152—Hilton.

Circle No. J50 on reply card, p. 72



Unit is a space-saver

Gas heating unit requires as little as 2½ sq. ft.—and only 3 sq. ft. with air conditioner. "Cooling package" can be installed with unit or later. Available in 4 capacities, 65,000 to 125,000 BTU. Improved heat exchanger for better combustion.

► Mueller Climatrol
Booth Nos. 113-115—Hilton.

Circle No. J48 on reply card, p. 72



Special blower fits a/c

New GH-6 gas furnace comes with either direct-drive blower or floating blower for adding air conditioning. Also features "hammock" style air filter and "sliding seal" flue connection. Steel construction with enamel finish. In 6 capacities, from 80,000 to 225,000 Btu's.

► Lennox Industries, Inc.
Booth Nos. 211-214—Hilton.

Circle No. J51 on reply card, p. 72

THE NEW SENSITEMP UNIT IS HERE! AND THAT'S JUST ONE OF THE MOST-WANTED FEATURES IN THE NEW LINE OF HANDSOME, EASY-TO-INSTALL

GENERAL ELECTRIC BUILDER-DESIGNED OVENS AND COOKTOPS

NEW SENSITEMP AUTOMATIC SURFACE UNIT MAKES ANY PAN AUTOMATIC!



Frying pans become automatic skillets, all pots and pans become as automatic as their electric counterparts on the General Electric Sensi-Temp Unit*. This new unit automatically maintains temperature dialed for any top-of-the-range cooking. No constant watching, no scorching, no burning either. Automatic griddle included. Automatic custom oven and cooktop with Sensi-Temp Unit shown here in Canary Yellow. Sensi-Temp Unit will be available in May.

Eye level cooktop controls built into the hood are a General Electric "first." They eliminate reaching over hot pots, are easy to see, easy to use and can't be reached by young children. Hood has exhaust fan and floodlight. Custom double oven and hood shown in Coppertone.



FREE! Plans, specifications and accessory sources for all kitchens pictured are available from: Range Department, General Electric Company, Building 2, Appliance Park, Louisville, Kentucky.

*Trademark of the General Electric Company

Progress Is Our Most Important Product

GENERAL  ELECTRIC

Single or double ovens— 2 or 4-unit cooktops

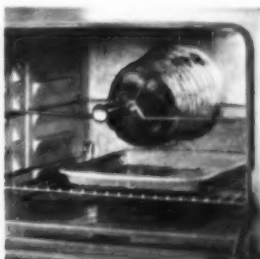
General Electric offers the features homebuyers want most

With General Electric Ovens and Cooktops you can blend with any color scheme, fit any floor plan and provide custom installations in every price class quickly and easily. Best of all, you can provide the features homebuyers want!

In this smartly styled kitchen at right, the up-front pushbutton controls on the drop-in cooktop put all controls right at the fingertips! And the oven control panel (on every General Electric oven) puts all controls at eye level where they're easy to read and reach!



Removable oven door makes it easy to reach any part of oven for cleaning. Open door, release safety latch, slide door off. Slides back on as easily.



Automatic rotisserie barbecues a 20-lb. roast to juicy perfection! Stainless steelspit. Removable, sure-grip handle lets you handle rotisserie safely, easily.

Plus all these popular features

Automatic Oven Timer that can be set simply, in seconds • Built-In Meat Thermometer in oven sounds a buzzer when meat is ready • Front panel service access . . . eliminates need to remove oven • Focused-Heat Broiler for "charcoal type" broiling • Built-in oven vent keeps door and controls condensation-free • Separate Minute Timer . . . sets from 1 to 60 minutes • Eye-level controls . . . with large, easy-to-read dials • See-through oven window lets you watch what's cooking • Extra hi-speed units for clean, safe, dependable cooking.

THEY MIX-OR-MATCH! Mix-or-Match ovens and cooktops in like or contrasting colors! Ovens in Petal Pink, Turquoise Green, Canary Yellow, Woodtone Brown, White, Coppertone and Satin Chrome. Cooktops in all colors and stainless steel.



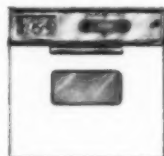
Cooktop Model J-880 with new Sensi-Temp Unit has remote push-button control panel for cabinet or wall installation. Model J-882 (Stainless Steel).



Cooktop J-820 has integral controls, Model J-822 (Stainless Steel)



Deluxe Oven J-720, J-722 (Satin Chrome), J-724 (Coppertone)



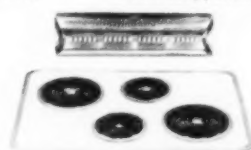
Custom Single Oven J-750, J-752 (Satin Chrome), J-754 (Coppertone)



Custom Double Oven J-780, J-782 (Satin Chrome), J-784 (Coppertone)



Cooktop J-810 with controls built in hood, Model J-812 (Stainless Steel)



Cooktop J-850 has remote controls, Model J-852 (Stainless Steel)

New General Electric one piece built-in range: the **MARK 27**

Easy one-piece installation... adds value to any priced home

Over 1000 Builders Already Have Installed It...

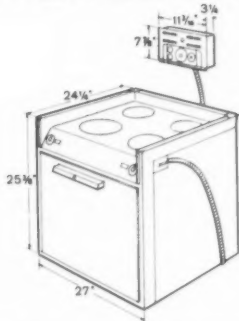


NEW MARK 27... General Electric's new one-piece built-in range... so immediately popular with builders that over 1,000 builders have installed it in the first six months of production alone!

Builders across the country find that the Mark 27's compactness of design and ease of installation make it a natural for any

priced home, any type kitchen—as well as saving them money. The Mark 27 has such famous General Electric high quality features as the big-capacity oven, removable oven door, focused heat broiler, automatic oven timer, Minute Timer and pushbutton controls—a really terrific lineup of extra selling points with prospects.

**Slides into
place easily
—saves
space, time,
and labor**



Only one unit to install, one control to connect! Mark 27 needs space only 27" wide x 24" deep. Smart between cabinets, or in island or wall installations. Leaves enough room for an extra appliance or cabinet. Control mounts wherever convenient.

Look at these savings!

Single conduit connection.....	SAVE up to \$25.00
No oven cabinet needed.....	SAVE up to \$45.00
No cooktop base cabinet needed.....	SAVE up to \$20.00
No wasted countertop covering.....	SAVE up to \$20.00
	\$110.00
Less base panel below oven of Mark 27 (optional) .	10.00
	NET SAVINGS TO YOU \$100.00

Savings approximate. They will vary with local material, equipment and labor costs.

Progress Is Our Most Important Product

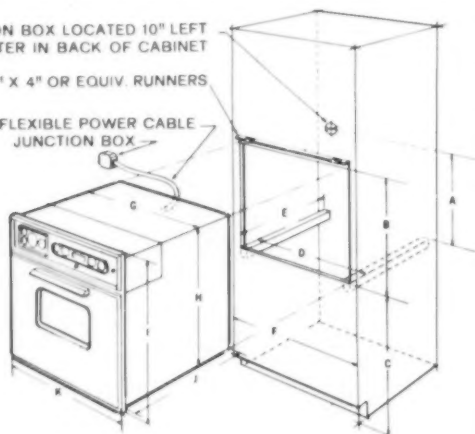
GENERAL  ELECTRIC

Designed and engineered for fast, easy installation

JUNCTION BOX LOCATED 10" LEFT OF CENTER IN BACK OF CABINET

2" X 4" OR EQUIV. RUNNERS

FLEXIBLE POWER CABLE JUNCTION BOX



G-E
one-piece oven
installs in minutes

No assembly needed. Oven comes from the factory complete, ready to slide into wall opening or 27-inch wide cabinet. No knobs or trim to remove or replace. No time or labor needed for complicated electrical connections—just one simple conduit to attach. Installation in minutes.

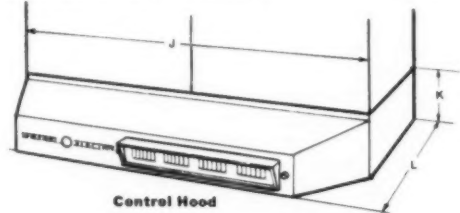
DIMENSIONS BUILT-IN OVENS AND CABINET

MODEL	1 720-1 722-1 724 1 780-1 782-1 784	1 780-1 782-1 784
A	23"	43½"
B	24¼"	44½"
C	34½"	14½"
D	25"	25"
E	23½"	23½"
F	27"	27"
G	24½"	24½"
H	24"	44½"
I	25½"	45½"
J	22½"	22½"
K	26"	26"



COOKTOP DIMENSIONS

MODEL	1 002	1 020-1 022	1 050-1 052	1 080-1 082
A	21½"	21½"	21½"	21½"
B	16½"	30½"	30½"	30½"
C	5½"	5½"	5½"	5½"
D	12¼"	26½"	26½"	26½"
E	8½"	For Remote Controls 15½"		For Hood
F	4½"	4½"		
G	4"	4"		
H	3½"	3½"		
I	3½"	3½"		
J				J 35½"
K				K 5½"
L				L 18"

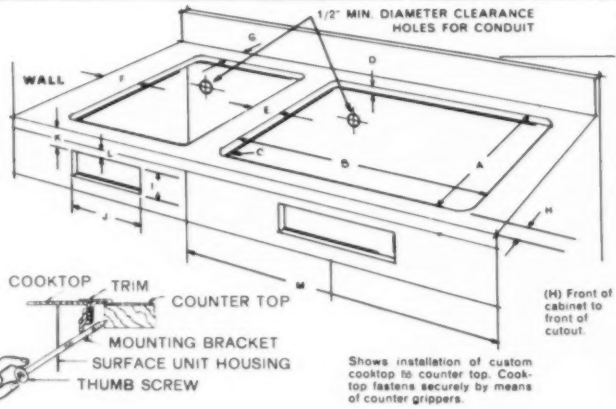


Control Hood

FOR COMPLETE SPECIFICATIONS and installation information, contact your local G-E distributor or write Range Department, General Electric, Appliance Park, Louisville 1, Ky.

DIMENSIONS FOR BASE CABINET OPENINGS

MODEL	1 002	1 020-1 022	1 050-1 052	1 080-1 082
A	20½"	20½"	20½"	20½"
B	15½"	29½"	29½"	29½"
C	1¼" RAD	1¼" RAD	1¼" RAD	1¼" RAD
D	½" MIN	½" MIN	½" MIN	½" MIN
E	1½" MIN	1½" MIN	1½" MIN	1½" MIN
F	1½" MIN	1½" MIN	1½" MIN	1½" MIN
G	1½" MIN	1½" MIN	1½" MIN	1½" MIN
H	1½" MIN	1½" MIN	1½" MIN	1½" MIN
I	4½"		4½"	
J	27½"		24½"	
K	1½" MIN		1½" MIN	
L	1½" MIN		1" MIN	
M	16" BASE CAB	16" BASE CAB	16" BASE CAB	16" BASE CAB



COOKTOP TRIM
MOUNTING BRACKET
SURFACE UNIT HOUSING
THUMB SCREW

Shows installation of custom cooktop to counter top. Cooktop fastens securely by means of counter grippers.

from carton to cooking in 32 minutes:



One-piece drop-in cooktop has built-in pushbutton controls . . . means no separate control panel to mount. Unit fits flush with counter top.



Six thumb screws to tighten . . . one conduit to connect . . . done! This oven and cooktop were installed by The Eagles Co., Louisville, in less than 32 minutes.



One-piece oven slides into wall opening or 27-inch cabinet. Comes from factory complete and ready to install—no knobs or trim to remove or replace.

1960 PRODUCT SHOW



Help in bath remodeling

Bathroom specialist program is an advertising and sales campaign to promote homeowners' interest in bathroom remodeling. From drawings of old bathrooms specialists will redesign them with modern layouts, featuring Glissade vanities as the "center of beauty."

► Glissade, Inc.
Booth Nos. 348-349—Hilton.

Circle No. J52 on reply card, p. 72

Designs for 1960

Home designs in traditional, contemporary and colonial are offered from Scholz. These two-, three- and four-bedroom models are styled to meet individual needs. Varied elevations give these houses the custom touch. Floor plans shown in book.

► Scholz Homes, Inc.
Booth Nos. 331-333—Hilton.

Circle No. J53 on reply card, p. 72



Frame cuts labor costs

New Kwik-Fit door frame quickly installs over drywall. It's available for swing and sliding wardrobe doors. Fast installation is possible, no sanding or nail hole filling is required. Frame is galvanized steel. Accommodates standard doors.

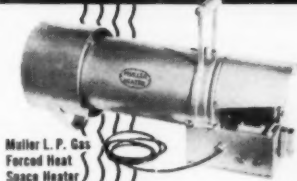
► Kewanee Manufacturing Co.
Booth No. 310—Hilton.

Circle No. J54 on reply card, p. 72

Get
**MULLER
SPACE HEATERS**
now-



Muller Oil-Fired Space Heater



Muller L.P. Gas Forced Heat Space Heater

**for better output
on cold weather jobs**

It is practical as well as humane to keep workers comfortable in cold weather. Fingers stiff with cold cannot handle tools effectively—and output suffers. MULLER SPACE HEATERS, oil or L.P. Gas fired provide safe, economical comfort.

Oil-burning models are available in 125,000, 250,000, and 500,000 BTU ratings, with fuel tanks providing 16 hours continuous operation. Top efficiency is assured by precision engineered and screened burner nozzle; complete combustion, eliminating fumes; easy cleaning; and pre-set burner head. 125,000 and 250,000 BTU units are available in Canadian Standards Approved Models.

The L. P. Gas Forced Heat Model has 200,000 BTU rating. The burner control turns off fuel instantly if power fails or gas flow is interrupted. The burner is easily accessible for igniting or checking.

Send for folder, prices and name of nearest dealer.

MULLER MACHINERY COMPANY, Inc.
Metuchen 4, New Jersey Cable Address: MULMIX

DEALERS: Several profitable territories still open.



9 to 11 Foundations

Pouring 9 to 11 house foundations a week is a regular occurrence in the sparsely populated area of Logan, Utah. In fact, Morris J. Smith, the concrete contractor, and his crew with about 5,000 square feet of Symons Steel-Ply Forms have poured more than 400 foundations in 2 years. The ply-wood has not been turned and is still good for many more pours.

Symons CLAMP AND MFG. CO.

4261 Diversey Avenue, Dept. A-0, Chicago 39, Illinois
Please send folder giving the complete Morris J. Smith story.

Name

Firm Name

Address

City Zone State

Save \$26 to '60 FORD

That's your first saving—but not your last! Save again with over twice the front tire life! Again with 25.2% greater gas mileage! And it's all certified in tests by independent experts!

We're talking about big money . . . real money . . . *your* money! And there's no question about saving it! Of all the leading makes, Ford Light- and Medium-Duty Trucks are the lowest priced, straight across the board! But initial price savings are just the start!

TRUE TRUCK-TYPE SUSPENSION CUTS TIRE WEAR

Ford Pickups are mustang-tough—built for the roughest going, with the proven truck-type front suspension. However, some 1960 trucks use a soft-type independent suspension which wears out front tires twice as fast. Certified tests by independent research engineers* have proved this. And the difference in wear, over the life of a pickup truck, can amount to \$300 in tire savings; even more on a medium-duty truck!

**Names on request. See your Ford Dealer.*

HIGHEST IN GAS MILEAGE!

1960 Ford Pickups are gluttons for *work*—not for gas! That's proved by certified economy tests of Ford's modern six-cylinder engine! It's the same dependable cost-cutter that scored 25.2% more gas mileage than the average of all competitive makes in Economy Showdown U.S.A.!

SIGNED, SEALED CERTIFIED SAVINGS!

Yes, this year, if you buy a Ford instead of a competitive truck, you can be sure to save—Ford's economy is certified! Check the certified records yourself in your Ford Dealer's "Certified Economy Reports" . . . see and drive the new Ford Trucks . . . check the price tags . . . *and you'll save for sure!*

FORD TRUCKS

\$246 on a Truck!

PRICED BELOW ALL OTHER LEADING TRUCK MAKES**



HALF-TON PICKUPS	FORD SAVES YOU
F-100 CLASS.....	\$33 TO \$181



HALF-TON PANEL	FORD SAVES YOU
F-100 CLASS.....	\$40 TO \$161



THREE-QUARTER TON PICKUPS	FORD SAVES YOU
F-250 CLASS.....	\$32 TO \$185



TON-AND-A-HALF STAKES	FORD SAVES YOU
F-500 CLASS.....	\$26 TO \$246



TWO-TON STAKES	FORD SAVES YOU
F-600 CLASS.....	\$33 TO \$141

**Based on a comparison of the latest available manufacturers' suggested retail delivered prices, including Federal excise tax, excluding dealer preparation, conditioning and destination charges.

COST LESS ... LESS TO BUY ... LESS TO OWN ... BUILT TO LAST LONGER, TOO!

New nation-wide program helps



Today, your prospects know:

ONLY GAS  **does so**

*A.G.A. Mark © Am. Gas Assoc., Inc.

builders Build Better...Sell Sooner!

There's Big Money for YOU in the Big "BLUE STAR HOME" Promotion

You make your own selling easier when you get in on the nation-wide "Blue Star" home-building program. The "Blue Star" is the American Gas Association's award to quality new homes that feature the advantages of modern Gas. The coast-to-coast "Blue Star" promotion helps you put over a real sales campaign in your community.

The A.G.A. "Blue Star" home program includes: hard-hitting ads to put in your local papers; scripts for local radio and TV broadcasts or spots; plus all the "extras" to make your promotion successful! Everything from signs and banners, truck & bus cards, balloons, pennants, aprons and matches to bracelets, key rings, lighters and money-clips—all designed especially for "Blue Star" home-builders, to tie your program to the national one, so the national program pays off for you.

So build your sales by building with Gas. Let us help you sell your "Blue Star" homes with "Blue Star" advertising, publicity and promotion.

In the home building trade, this is the year of the "Blue Star"—This is the year you've been waiting for. Get all the facts at your Gas company, right away.

AMERICAN GAS ASSOCIATION

YEAR-ROUND AIR-CONDITIONING

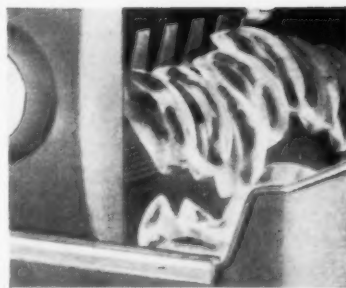
Today, 8 out of 10 new homes use dependable Gas heat! One unit heats and cools the entire house—comfortably, economically. Or air-conditioning can be added easily, economically, to a modern Gas heating system—for year-round comfort, a cleaner house, a healthier family!



Check these
"Blue Star" features
and build in
all you can!

BURNER-WITH-A-BRAIN

When the lady-to-be of the house sees the amazing Gas Burner-with-a-Brain* turn itself up and down *automatically*, she'll never settle for less. Clinch it by telling her the truth—9 out of 10 restaurants use Gas for cooking, and wouldn't use anything else!



ICE CUBE MAKER

All home-buyers are thrilled by the magic ice-maker, featured in this modern Gas refrigerator. No trays to fill or spill—it's completely automatic. And it can really help you make the sale.



FASTER. MORE ECONOMICAL, MORE ABUNDANT HOT WATER

She'll appreciate the constant, quick hot water supply... He'll be pleased by the money that's saved when you heat water with fast, economical Gas.

much more...for so much less!

1960 PRODUCT SHOW: AT THE HILTON



Fittings have luxury look

Colony line fittings feature a modern easy-to-grip four-wing handle and Hydromold spout. Valve has a renewable seat chrome-plated over nickel. All working parts are removable at face of wall for ease in servicing. Economy priced.

▶ American-Standard
Booth Nos. 133-138—Hilton.

Circle No. J55 on reply card, p. 72

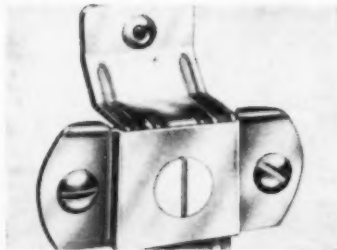


Prefinished in birch

Birchwood from isolated mountain areas adds beauty to this prefinished wall paneling. Mountain Birch's honey-toned grain patterns are unlike other birch woods. Panels are 1/4" x 4'x8'. Matching panel stretchers and moldings are available.

▶ E. L. Bruce Co.
Booth Nos. 68-69—Hilton.

Circle No. J58 on reply card, p. 72



Bypasses sliding doors

Here is a single wheel hanger for bypassing sliding doors. Hanger has nylon Micro-Cam which permits simple, quick adjustment when raising or lowering doors. To plumb doors, precise adjustment is made by turning of cam with screw driver.

▶ John Sterling Corp.
Booth Nos. 225-227—Hilton.

Circle No. J61 on reply card, p. 72

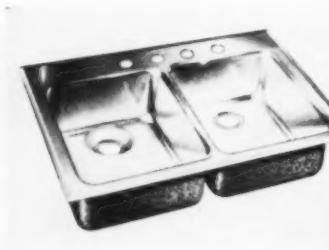


Gold aluminum retains lustre

Smart Shou escutcheon and Tulip design locks now come in lustrous new gold aluminum. Shown here for patio use, gold aluminum is corrosion free. Will maintain its lustre and beauty in salty, damp or even desert climates.

▶ Schlage Lock Company
Booth No. 127—Hilton.

Circle No. J56 on reply card, p. 72

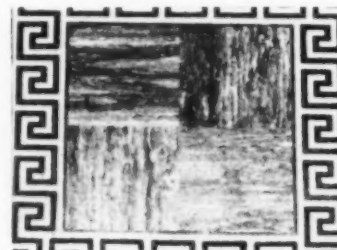


Designed for a disposer

This disposer sink is newly designed with drain outlets in rear of bowls. "Carlim" prevents prepared foods from dropping into the disposer. A recessed collar permits speedier disposal of waste. Heavy rubberized undercoat reduces vibration and noise.

▶ Carrallan Manufacturing Co.
Booth Nos. 375-377—Hilton.

Circle No. J59 on reply card, p. 72



Classic look with tile

The classic Greek Key motif is inserted in Kentile's Vinyl and Crystallite tiles. Motif appears in strips 4 1/2" x 12" and may be used as a border, for feature strips or as a frame for floor sections. Key inserts come in wide variety of colors.

▶ Kentile, Inc.
Booth No. 334—Hilton.

Circle No. J62 on reply card, p. 72



Has double advantages

Vista-Vent window combines advantages of small picture window with ventilation and weather protection of a quality awning unit. Large upper sash is fixed glass. Smaller sash below has single smooth operating crank and locks in any position.

▶ R.O.W. Sales Company
Booth No. 104—Hilton; No. 538—Sherman.

Circle No. J57 on reply card, p. 72



Window sash comes out

The sash of this new single-hung window is removable. This greatly reduces both installation time and pane breakage. Other features include positive mechanical balance and interlocking sash inserts. Snap-in hard vinyl simplifies reglazing.

▶ Capital Products Corp.
Booth Nos. 306-308—Hilton.

Circle No. J60 on reply card, p. 72



Kitchen unit is compact

This wall hung Kitchen Nook has swift snap-on installation. It's light, but rigid because of wall support. Backs may be installed at any height—all sections lift out for cleaning ease. Comes in several stock sizes or ordered to fit any corner.

▶ Dormalux Sales Corp.
Booth No. 363—Hilton.

Circle No. J63 on reply card, p. 72

There's only one
 KitchenAid dishwasher quality...
 The very best!



Every model has the same superior features!

Home-buying prospects know about KitchenAid dishwashers—and they appreciate the fine performance of a built-in KitchenAid in the homes they buy. The Kitchen says: "This is a quality home," with the extra convenience of the finest dishwasher made.

Hobart builds KitchenAid dishwashers to do a job, then prices them fairly. There is no stripped-down, lower quality model! There is only one KitchenAid quality and that is the very best.

A builder's reputation depends on quality materials, workmanship and product performance. His future success depends on customer satisfaction today. Quality built-ins, such as a KitchenAid dishwasher by Hobart, can go a long way toward helping sell new homes. They can also help convince prospects that the builder puts a high rating on customer convenience and satisfaction.

KitchenAid dishwashers have so many exclusive fea-

tures that home buyers like, plus a remarkably low percentage of service calls. KitchenAid has just as many features that builders like, including the simplest installation, standard cabinet width and a range of front finishes to match or blend perfectly with either wood or metal cabinets. All models have famous Hobart revolving power-wash action with the exclusive overlapping, high-velocity water pattern to give the most effective washing results.



See you at NAHB Show in Chicago
 at the Sherman — Booths 446 & 447

KitchenAid Home Dishwasher Division
 The Hobart Manufacturing Co., Dept. KAB
 Troy, Ohio (In Canada: 175 George St., Toronto 2)

Send literature Send name of nearest distributor

Name.....

Firm.....

Address.....

City..... Zone..... State.....

KitchenAid®

the builder's dishwasher

The finest made... by **Hobart**
 The World's Largest Manufacturer of Food, Kitchen and Dishwashing Machines

Another **1-2** Profit Punch
added to the **KINGSBERRY**
MARKET BUSTER PROGRAM!

1 FOR THE SECOND TIME WITHIN
A YEAR AN IMPORTANT
PRICE REDUCTION

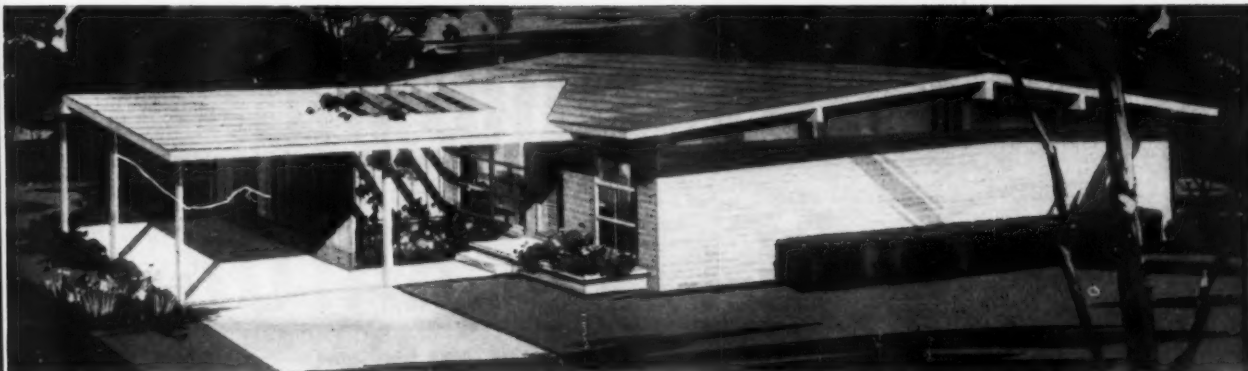
2 KINGSBERRY GUARANTEES NO
PRICE INCREASE ON HOMES
SHIPPED IN 1960*—
PINS DOWN 60% OF YOUR
CONSTRUCTION COSTS!

*On standard Kingsberry package per specifications
dated September 15, 1959.

**KINGSBERRY**
HOMES

Time won't wait! To get in on the
FULL 1960 PROFIT PICTURE
we must ask you to

MAIL THIS COUPON NOW!
→



This handsome Kingsberry Home, one of many 1960 models, is made to sell for from \$15,500 to \$16,500 without land.

Here is Revolutionary News

Are you the man to profit by it?

Worried about the 1960 profit squeeze? Rising building costs? Stagnant market? Kingsberry solves all three problems with the most revolutionary announcement of the year—the Kingsberry Market-Buster Program! Now, Kingsberry again cuts prices on the South's best planned home and guarantees NO price increases in 1960!

This is truly the most exciting building program that's ever hit the South. Kingsberry is out to help builders crack markets . . . bust 'em wide open . . . double sales in 1960 . . . here's the chance for builders who mean business, who have land ready to go, to get in on the profits.

Bold as this announcement is, it's only part of Kingsberry's total Market-Buster program. If you're out to build and sell more homes, take a look at this list of big, profit-making advantages Kingsberry offers you.

1. This program spotlights you, your development with Kingsberry-paid advertising (in 4-color where available) through spring. New Kingsberry Homes of nationwide importance will be advertised in May to climax this program.

2. *Reduced Prices!* Kingsberry made news in '59 by upping quality and cutting prices. For '60, prices are cut 2% more—plus new 3% savings at job site.

3. Kingsberry's profit-control program lets you build *more* units on the *same* investment with *smaller* overhead, a smaller organization. You'll lower costs, reduce bookkeeping, simplify purchasing.

4. Kingsberry's Program answers 1960's financing problems with construction financing, model home and home furnishings financing.

5. In '60 Kingsberry will show you the newest home packages, the greatest range in sizes and prices, possible only with Kingsberry's resources.

6. Kingsberry Homes are the most flexi-

ble you ever worked with, with many easy and economical variations. The designs of Architects Herman York (AIA) and Henry Norris (AIA), men who know what Southerners want, are exclusive with Kingsberry.

7. Kingsberry offers the industry's most generous cash contribution to your local advertising program.

8. You get the tested and proved Kingsberry "News-Maker" advertising program for your own use and the new Kingsberry "Sales-Maker" merchandising program to help you turn traffic into sales.

9. You benefit by national publicity such as the full-color feature stories that appear in 1959 in "Good Housekeeping" and "Living for Young Homemakers." There's more to come in 1960.

10. You benefit by Kingsberry's automated production. You get unique "packaged" bathrooms and kitchen assemblies, "optionals" in heating and kitchen equipment that save money for your customer.

The Deadline is Near—**MAIL AT ONCE!**

ACT NOW! EACH DAY YOU WAIT MAY COST YOU HUNDREDS OF DOLLARS LATER ON!

KINGSBERRY HOMES, Dept. AB-2, Fort Payne, Alabama

Without obligation, please have your representative call with full information about the 1960 KINGSBERRY MARKET BUSTER PROGRAM—and show me how it fits into my present operation. (Please check your interest and fill in number.)

- I have—lots ready to build on.
- I have—lots being developed.
- I have—acres on which I need development financing.
- I am interested in construction financing.
- I am interested in model home furnishing financing.

At present Kingsberry can serve builders only in the following states: Kentucky, Tennessee, North and South Carolina, Georgia, North Florida, Alabama, Mississippi and Louisiana.

Your Name _____

Firm name _____

Street _____

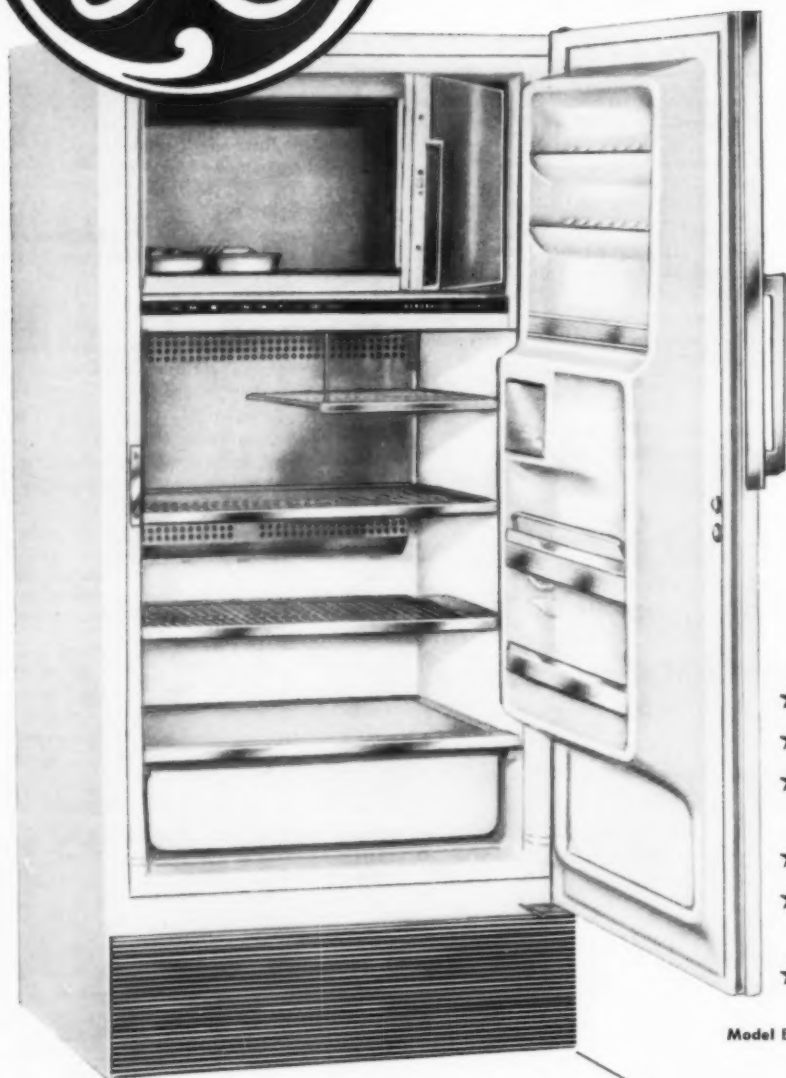
City _____

Zone _____ State _____

Women go for the name,



REFRIGERATOR- FREEZER



- ★ 11-cubic-foot total capacity
- ★ Automatic defrost refrigerator
- ★ 2-cubic-foot, zero-degree freezer
- ★ 2 slide-out shelves
- ★ Fits easily into the smallest kitchen
- ★ Only 61" high

Model BK-11T

← ONLY 28" WIDE →

the size, the style...

Give your kitchens the custom-styled luxury look
...with General Electric Refrigerator-Freezers

Women's #1 choice every year in a recent independent 4 year survey. Latest figures show 32% of women naming a brand preferred General Electric—44% more than the next brand named.

Compact to save space yet with the kind of food storage space housewives want. Only 28 inches wide, with the same depth as base cabinets. Yet it's really two appliances in one: a roomy automatic defrosting refrigerator and a 2-cubic-foot freezer.

The built-in effect without the building-in cost. Style and Mix-or-Match colors to harmonize with the most

modern kitchens. Saves on space; saves on cleaning. Women love to hear that!

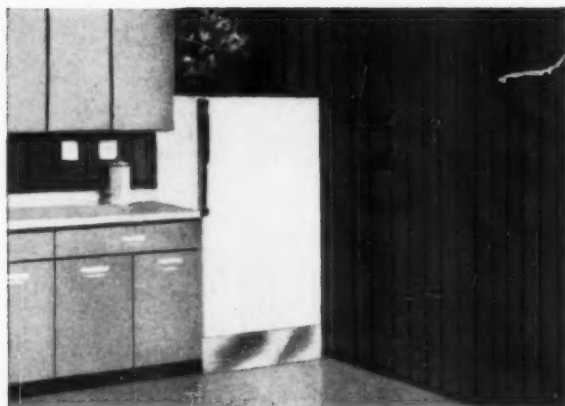
AN ECONOMY MODEL WITH DE LUXE FEATURES

Women's eyes gleam when they see all this, plus 16 square feet of shelf space, 3 aluminum door shelves, 2 egg shelves, a full-width porcelain vegetable drawer, butter compartment, magnetic safety door.

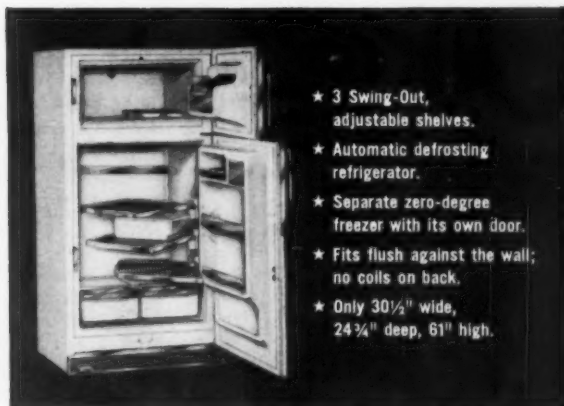
Ask about attractive, low prices; phone or write today. See the General Electric distributor listing in the classified pages of the telephone book. General Electric Company, Household Refrigerator Department, Appliance Park, Louisville 1, Kentucky.

Progress Is Our Most Important Product

GENERAL  ELECTRIC



Fits flush against the wall because there are no coils on back. Lines up in front with base cabinets. And no space is wasted at the side for door clearance.



- ★ 3 Swing-Out, adjustable shelves.
- ★ Automatic defrosting refrigerator.
- ★ Separate zero-degree freezer with its own door.
- ★ Fits flush against the wall; no coils on back.
- ★ Only 30½" wide, 24¾" deep, 61" high.

For greater food storage, there's the 2-door 12-cubic-foot model, BH-12T. Other General Electric Refrigerators in wide range of models and colors, from 8 to 15-cubic-foot capacity.



Be a Gold Medallion Home Builder! Cash in on the increased home buying interest generated by General Electric's national advertising and promotion of the Gold Medallion Home program. Sell better electrically. See our message on Pages 38 and 39.

1960 PRODUCT SHOW: AT THE HILTON

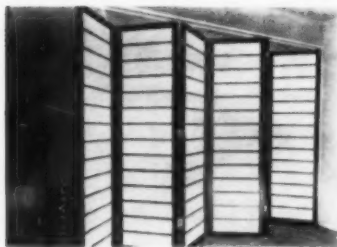


Planner solves color problems

Use help in planning your model homes. Stylon makes available ten wall-tile colors, ten floor ceramic mosaic blends and alternate Crystal Glaze colors for floors. All worked into a versatile color planner. Shown is a sample bathroom.

▶ Stylon Corporation
Booth Nos. 221-222—Hilton.

Circle No. J64 on reply card, p. 72



Holds variety of doors

McKinney Multifold door hardware supports folding doors up to 100 lbs. per door. Features include aluminum track, four wheel hangers and nylon wheels. Pivot brackets are heavy gauge and fully adjustable. Hinges and pulls have satin brass finish.

▶ McKinney Mfg. Co.
Booth No. 340—Hilton.

Circle No. J67 on reply card, p. 72



Porcelain-finished vanity

New lavatory vanity features complete porcelain enamel finish over steel. Also introduces unique reversible sliding doors with complementary color on reverse side to match changes in decor. Single 32" size now available in wide range of color selection.

▶ AllianceWare, Inc.
Booth Nos. 159-160—Hilton.

Circle No. J70 on reply card, p. 72



Surface is wear resistant

The deep woodgrain tones of Marlite Random Plank provide a handsome background for distinctive interior arrangements. Change of accessories creates various moods. Smooth plastic surface is highly resistant to hard wear and stains, needs no refinishing.

▶ Marsh Wall Products, Inc.
Booth No. 31—Hilton.

Circle No. J65 on reply card, p. 72



Cooks, saves steps too

The Kare-Free Kook-Center has many cooking conveniences in one unit. Its features include a ventilating fan, expandable baking oven with oversize windows. Unit also has a clock control panel, barbecue oven, motorized rotisserie, vanishing grill.

▶ Wedgewood-Hally Appliance Co.
Booth Nos. 155, 156—Hilton.

Circle No. J68 on reply card, p. 72



Bulb meant to be seen

The functional light bulb goes decorative in General Electric's new "Celeste." Available in Dawn Pink and Soft White, 75-watt bulb has life expectancy of three to five years in normal use. Retail price is expected to be \$2.49.

▶ General Electric, Large Lamp Dept.
Booth No. 45—Hilton.

Circle No. J71 on reply card, p. 72



Doors swing freely

The Leigh Range Hood has a push-button dual-control panel and tapered corners which allow cabinet doors to swing freely. Unit is completely assembled and wired. The totally enclosed motor will not interfere with T.V. Coppertone finish adds elegance.

▶ Leigh Building Products
Booth Nos. 175-176—Hilton.

Circle No. J66 on reply card, p. 72

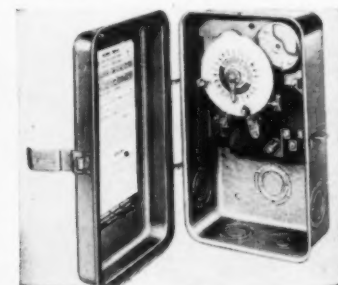


Color for plastic siding

Styletex is a new color-coordinated sidewall shingle in seven pastel and deeper colors plus white. Colors are protected with plastic finish and will not chip or peel. Random width surface striations provide light and shadow effects. Can be easily washed.

▶ The Philip Carey Mfg. Co.
Booth Nos. 26-28—Hilton.

Circle No. J69 on reply card, p. 72



Case is light, weatherproof

This Raintight Case protects outdoor time-switch installations from weather elements. Unit is 6 1/2" wide, 9 5/8" high and 3 9/16" deep. Door is rubber gasketed with hasp for sealing or padlocking. Five knockouts allow easy access to terminal block.

▶ International Register Co.
Booth No. 361—Hilton.

Circle No. J72 on reply card, p. 72

"Wrap-up" Your Houses For Sale ...Faster!



Give your customers
"all-around-the-home"
insulating benefits
with these 3 great
Zonolite Insulations!



NEW! ZONOLITE® MASONRY FILL INSULATION

For block and cavity wall construction

Newest addition to the famous line of Zonolite insulations. Really water-repellent—actually sheds water! Cuts masonry wall insulating costs over 60%. Cuts heat transfer as much as 50%; air-conditioning costs, 25%. Easy to install—two men can insulate typical home in 2 hours or less. Pours freely from bag—won't snag or ball up. Lightweight, permanent, *low in cost!*



ZONOLITE® vermiculite INSULATING FILL

The perfect loose-fill attic insulation

Has many features no other insulation can offer. It's 100% fireproof, actually snuffs out flame...it's rodentproof, rotproof...guaranteed to last the life of the home. Easiest of all to install. Pours from bag into attic. Any handyman can do the whole job in an afternoon. In winter, cuts fuel bills up to 40%; in summer, keeps homes up to 15° cooler.



ZONOLITE® GLASS FIBER HOME INSULATION

Easily tacked or stapled in sidewalls and slopes

Zonolite Glass Fiber Blanket Insulation is made of springy, superfine glass fibers. To give utmost protection and insulation, it's faced with reflective aluminum-foil vapor barrier. Clean, light, odorless, pleasant to handle. Highest thermal efficiency. Fits tightly against studs. It's in place as long as the building lasts.

**Zonolite's Team of Insulations Make Satisfied Buyers
and they help you cut costs . . . save time . . . sell faster!**

With Zonolite's family of insulating products, builders gain economies *on the job*. There's no easier or faster way to insulate the houses you're building, thus saving construction time and costs. And you have a powerful sales appeal because *insulation* is a real value home-seekers want. Prospects get "extras" no other insulations provide—lookers turn into buyers. Hence, *for faster sales* give your customers the amazing "all-around-the-home" insulating benefits that only Zonolite products provide!

ZONOLITE COMPANY
135 S. La Salle Street, Chicago 3, Ill.

Do this—and you'll "wrap-up" your houses for sale...
faster! To get specific details on Zonolite's family of
insulations, mail coupon today—no obligation.

ZONOLITE COMPANY, Dept. AB-10, 135 S. La Salle St., Chicago 3, Ill.

Send me full information on:

- Zonolite Water-Repellent Masonry Fill Insulation
 Zonolite Vermiculite Insulating Fill
 Zonolite Glass Fiber Blanket Insulation

Name _____

Company _____

Address _____

City _____ Zone _____ State _____

NOW... CUT PLYWOOD FORM COSTS WITH THOMPSON'S WATER SEAL



Note these cost-saving features:

- Prevents absorption of water in concrete forms. Forms last longer.
- Saves labor. Eliminates cost of cleaning, sanding and recoating after each pour.
- Thompson's Water Seal permits eight or more pours per plywood form (min. 4 pours per side).
- Eliminates form damage during stripping. Forms can't stick. Won't soften wood, prevents deflection.
- Easy to apply by brushing, dipping or spraying.

Thompson's Water Seal is deep penetrating, colorless, leaves no residue, won't stain concrete; surface is dust-free, ready for painting.

Available in 5 and 55 gallon drums from suppliers to the construction industry.

See catalog in Sweets Architectural file and Light Construction file.



San Francisco, Los Angeles, San Diego, Portland, Chicago, Seattle, Denver, Dallas, Houston, St. Louis, St. Paul, Detroit, Philadelphia, New York City, Memphis, Tampa, Cleveland, Atlanta, Honolulu. Factory: King City, Calif. 5647R

1960 PRODUCT SHOW: AT THE HILTON



Fixtures offer comfort

Fixtures for bathroom and powder room feature quiet reverse-trap water closet. Vitreous china bowl is oval-shaped with wide counter-top. Bathroom has tub with extra wide front panel; lavatory with tilt-turn faucet that controls flow, temperature.

► Universal-Rundle Corp.
Booth Nos. 8-10—Hilton.

Circle No. J73 on reply card, p. 72

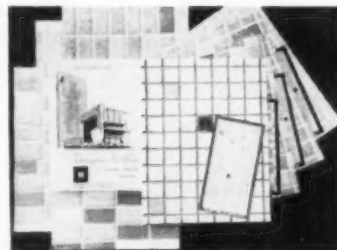


All aluminum cabinets

A new line of all aluminum Lifetime medicine cabinets is now available in 4 distinct styles and in numerous sizes. These economical cabinets feature "lifetime" construction, up-to-date styling. "Custom" orders can be placed for as few as 50.

► Mirro-Chrome Co., Inc.
Booth Nos. 320-322—Hilton.

Circle No. J76 on reply card, p. 72



Help in picking tile

Designers' portfolio of ceramic mosaic tiles, Series #2, features exterior patterns. Full color photo reproductions eliminate need for actual tiles to show clients. Sample sheets are 8½" x 11", in handy folder for 8. Reference on back gives specifications.

► U.S. Ceramic Tile Co.
Booth Nos. 230-231—Hilton.

Circle No. J74 on reply card, p. 72



Six automatic cycles

New "Style Mark" models feature a selection of six automatic washing and drying cycles for all types of washable fabrics. A fabric guide on all appliances helps in selecting correct cycle. Modern styling makes washer suitable for laundry or kitchen.

► Kelvinator Div., American Motors Corp.
Booth No. 1—Hilton.

Circle No. J77 on reply card, p. 72

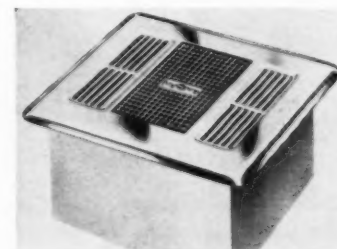


New features for cabinet

The new "Lark" bathroom-medicine cabinet features an exclusive decorator wood picture frame cabinet, plus galvanic electro copper-plated mirror. Available in lighted and unlighted models. Has built-in lock box for safe storage of poisons. Enamel finish.

► Adams Mfg. Co.
Booth Nos. 364-365—Hilton.

Circle No. J75 on reply card, p. 72



Instant ceiling heater

Automatic overheat safety switch is one of the many features of the new Berns Air King recessed bathroom ceiling heater, Model BH6. Flush mounted—only the beautifully styled, rust-resistant aluminum grill is seen. Instant heating ribbon element.

► Berns Air King Corp.
Booth Nos. 350-351—Hilton.

Circle No. J78 on reply card, p. 72

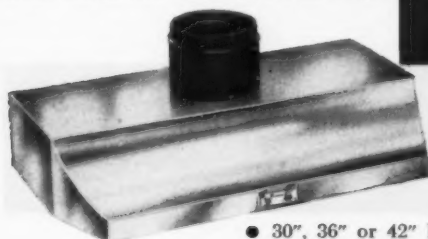
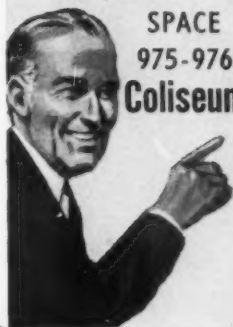
Broan Kitchen Range Hoods

Give You the Advantages You Want

- ✓ strong customer appeal
- ✓ fast-running installation
- ✓ solid competitive price
- ✓ balanced complete line

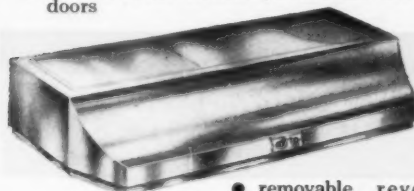
GREAT PERFORMERS, these Broan Kitchen Range Hoods . . . so right in line for every kitchen requirement . . . and so right in color, style, function and price. Even more, "in-place" time is often cut in half because a Broan hood reaches you prewired, fully packaged, ready for fast-running field installation. Discover how you can put these basic features, these lower costs to work for you . . . and come out ahead of competition with Broan Range Hoods doing your bidding.

See this line of opportunity at the
NAHB Show
SPACE
975-976
Coliseum



Project Range Hood

- 30", 36" or 42" hood in a range of finishes
- 8" fan with backdraft damper
- reduces to accept 8" round duct
- lifetime aluminum filter, prewired pushbutton controls
- beveled front corners permit full use of cabinet doors



Standard Range Hood

- removable, reversible top plate with rectangular and circular knockout easily adaptable to any three Broan exhaust units.
- has lifetime filter; "No Glare" lighting; push-button controls factory prewired.
- available in an array of colors.



Broan

MANUFACTURING COMPANY, INC.

946 West State Street, Hartford, Wisconsin (near Milwaukee)
Specialists in Quality Ventilating Equipment for Over 25 Years

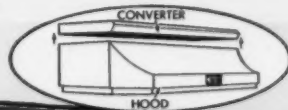
Broan Kitchen Range Hoods

A Great New Idea
in Ductless Hood Service

The Broan Refresh-Aire Converter*

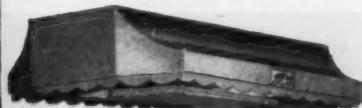
- converts any Broan Dual Blower Hood to ductless service
- a slim line charcoal housing, converter mounts directly on top of the Dual Blower Hood
- can be readily removed should duct outlet be desired in the future
- equipped with effective charcoal filter that absorbs cooking odors and smoke . . . refreshes air
- louvers are out of sight, so ductless unit looks like a conventional hood
- available in colors and sizes to match any Dual Blower Hood

*Patent applied for.



Dual Blower Hood

- knockout plates for horizontal or vertical discharge
- dual blower provides extra pressure needed for long duct runs and elbows
- spring-loaded backdraft damper prevents cold drafts and damper flutter
- combined blower and hood saves on cabinet space . . . cuts installation costs in half
- has light with ribbed crystal lens, accommodation for 100 watt bulb; blower with twin air intake; twin lifetime aluminum filters.



Dual Blower Island Hood

- completely self contained; offers fast, economical installation
- combines all the engineering features and advantages of the regular Broan Dual Blower Hood.

NOW from Carrier

Heating and air
for your homes

It's the story of the year for home builders! Get the facts regarding this sensational new concept in year-round air conditioning at the Carrier exhibit (Booths 401, 402, 403) at the NAHB Convention, Hotel Sherman, Chicago, January 17th through 21st. Or call your Carrier dealer for complete information before another day goes by. You'll find him listed in the Yellow Pages of your Telephone Book. Carrier Corporation, Syracuse 1, New York.

BETTER AIR CONDITIONING FOR EVERYBODY



EVERYWHERE

Carrier

conditioning

as little as

\$875



Strong selling point of this home is a roofed-over patio featuring laminated wood beams continued from inside the house. Beams support extended roof and, with roof decking, are stained to match siding. Open section adds light and interest.

For beautiful home exteriors in a variety of designs...

built of WOOD means built to sell

In home buying, first impressions count; that's why wood siding helps make the sale. Tongue and groove, board-and-batten, bevel, drop... whichever *kind* you use, wood siding offers the beauty and friendly warmth to which home buyers instantly respond. And the *variations* possible with each kind—horizontal or vertical, rough or smooth, stained or painted, alone or with other materials—enable you to create an unlimited number of effects, which insulate as well as decorate.

You save money, too. Wood's economy of cost and construction keep the price down, give your customers

greater home value. Tract homes or custom jobs, you sell more houses and make *more dollars per house* when you build with wood! For more information on better homes of wood, write:

NATIONAL LUMBER MANUFACTURERS ASSOCIATION
Wood Information Center, 1319 18th St., N.W., Washington 6, D.C.



For built-in sales appeal, nothing takes the place of



This Massachusetts home uses butt vertical siding in keeping with dramatically simple lines of its design. Flush doors pick up lines and shading of siding. Notice how overhangs protect all windows. Architects: D. H. and M. K. Hunter.



On this handsome traditional home, horizontal bevel siding is combined with vertical board-and-batten siding for a novel effect. Here elements are painted in the same color for visual unity. Architect: Favrot, Reed, Mathes and Bergman.

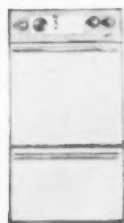
Traditional bevel siding is handled in a distinctively modern manner to accent horizontal lines of this Palm Beach home. Good use is made here of wood's compatibility with other building materials. Architect: Robert B. Browne.



When she can see herself in your



RBZ-99 with optional rotisserie



Double-Oven, Single-Oven, Drop-Leaf Door or French Door. She'll feel like a queen with any one of them. All in Frigidaire Kitchen Rainbow Colors: Mayfair Pink, Sunny Yellow, Turquoise, Charcoal Gray, Aztec Copper—and Satin Chrome.

She'll feel like a Queen!



FRIGIDAIRE

PRODUCT OF GENERAL MOTORS

kitchen—she can see herself in your home!

Frigidaire Wall Ovens

offer her a “Holiday from Apron Strings!”

Drop-Leaf Doors, French Doors, Automatic Cooking,
Easiest Cleaning Ever!

The gal of the house may not be the only one to sell. But either she visualizes herself in your home, or sales go astray. And she spends her time in the *kitchen*. Put this fact to work in planning and showing your homes with the sales power of Frigidaire Built-Ins.

You gently point out that her new kitchen, with Frigidaire Custom Imperial *Double Wall Oven*, lets her cook whole meals—big ones—all at the same time, automatically. Spatter-Free Broiler Grill lets her broil time after time without cleaning the oven (optional on other models). When cleaning is necessary, there's no kneeling or tiresome stretching with Drop-Leaf Doors, a Frigidaire “Holiday from Apron Strings” *first!* Show her how, just a step away, her matching Cooking

Top Speed-Heats in seconds, Heat-Minder vigilantly guards against burning, provides extra cabinet space. Installs in minutes after carpentry and rough wiring are completed.

Installing a dishwasher? Drop the word that her Frigidaire Dishwasher holds *all* the dishes from company or family meals, almost *shoo*s her out of the kitchen. Refrigerator? Only Frigidaire offers the famous Frost-Proof Refrigerator-Freezer! We could go on—but you get the idea. You install housekeeping pleasure and convenience—that's what you *sell*.

More information? See your Frigidaire representative, or write Frigidaire Division, General Motors Corporation, Dayton 1, Ohio.

See how *“Holiday from Apron Strings”*

helps you sell. Visit Frigidaire Booths 183-200,

Conrad Hilton at NAHB show, Jan. 17-21

Advanced Appliances designed with you in mind

1960 PRODUCT SHOW: AT THE HILTON



Fit with any decor

Designed to appeal to the woman home buyer. The Muralon line of shower enclosures has wide selection to fit with any decor. Materials from real nature are laminated into rigid, lightweight, shatterproof vinyl panels, framed in aluminum.

▶ National Aluminum Co.
Booth No. 369—Hilton.

Circle No. J79 on reply card, p. 72



Designed for modern decor

Mercury-switch thermostat is decorator-styled for the most modern home. Has new concave circular design, and champagne bronze plastic case with soft finish. De Luxe thermostat will be standard equipment on all firm's belt-driven warm air furnaces.

▶ American Standard, Air Conditioning
Booth Nos. 139-141—Hilton.

Circle No. J82 on reply card, p. 72



Covers almost anything

Polyethylene film reinforced with Fiberglas makes a strong temporary windbreak. Withstands gusts up to 70 mph. Used as cover for building materials during construction, provides greater protection than unreinforced film. Saves labor on replacement jobs.

▶ Owens-Corning Fiberglas
Booth Nos. 12-13—Hilton.

Circle No. J85 on reply card, p. 72



Laminate adds texture

New decorative plastic laminate, Textured Textolite, softens harsh shadows, cuts glare. Doesn't show smudges as readily as conventional glossy surfaces. Has warm feel of textured material. Available in solid colors, mists, and wood grains.

▶ General Electric, Laminated Products
Booth No. 46—Hilton.

Circle No. J80 on reply card, p. 72

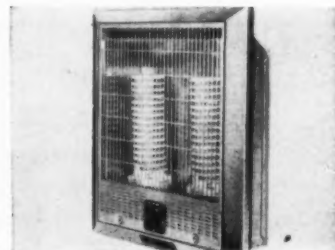


Filler doubles as primer

Primafil is a combination primer and filler for use on untreated porous concrete, cinder and other masonry blocks. For use on interior or exterior walls. Filler is odorless and rolls, sprays or brushes on. Leaves a uniform foundation for finish paint.

▶ Pratt and Lambert, Inc.
Booth No. 65—Hilton.

Circle No. J83 on reply card, p. 72

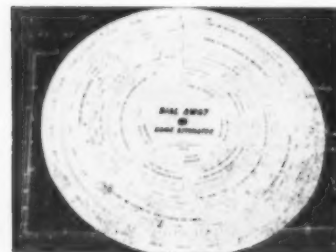


Heater mounts into wall

Six models of in-the-wall heaters range from 1,500 to 4,000 watts. Fit between studs, mount flush with the wall. Grilles are aluminum- or chrome-finished. All models come with 55- to 85-deg. control switch. Designed for safety; easy cleaning.

▶ Emerson Electric Mfg. Co.
Booth Nos. 32-34—Hilton.

Circle No. J86 on reply card, p. 72



Dial the cost of houses

The unique new Dial Away Home Estimator quickly calculates construction cost and selling price of any type of home. This device compensates for type of heating systems, cost of land, profits, etc. It makes possible an accurate estimate in 15 minutes.

▶ Dial Away Company
Booth No. 319—Hilton.

Circle No. J81 on reply card, p. 72



Ceramics barbecue indoors

Indoor ceramic barbecue-broiler has been added to built-in cook top. Has all regular features—automatic top burner control, super-speed Star Jet burners, aluminum griddle, recessed controls, portable rotisserie. S-shaped grill bars divert drippings to reservoir.

▶ O'Keefe & Merritt Co.
Booth Nos. 354-355—Hilton.

Circle No. J84 on reply card, p. 72



Augment your sales kit

Full-color architectural renderings of your house can be made from floor plans and elevations. Show the residence to best advantage, make a valuable sales aid. Usually completed in 10 to 20 days, shipped to you via prepaid air express.

▶ QA Architectural Arts
Booth Nos. 344-345—Hilton.

Circle No. J87 on reply card, p. 72



RO-WAY

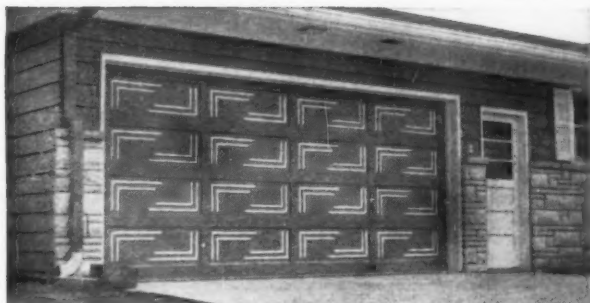
the easy-does-it overhead garage doors for your homes

With handsome, rugged RO-WAY overhead garage doors, it's always easy-up, easy-down, smooth and quiet operation. Never any sticking, jamming or freezing shut. Specially designed RO-WAY track, free-running ball bearing rollers, and power-metered springs to see to that. And it's something home buyers really appreciate.

In quality throughout, RO-WAY garage doors are second to none. If you could see them being built, you'd see how we start with selected kiln-dried lumber; fit all muntins, rails and stiles with cabinet-maker precision; glue and steel-pin all mortise and tenon joints for solid strength; rabbet the sections for weather tightness. You'd see how we fabricate RO-WAY hardware from heavier gauge, roll-galvanized steel on our own specially designed machines. And how we tension-balance the springs to the weight of the door for easy-does-it operation day after day.

RO-WAY overhead garage doors, alone, won't sell your houses—but they *will* help convince your prospects you build *quality* homes. For full details, call your experienced, helpful RO-WAY distributor.

For added sales appeal, install completely dependable Model 80 RO-WAY Electric Operators with push-button or remote radio control



RESIDENTIAL • COMMERCIAL • INDUSTRIAL



Only a GARAGE Offers:

- Complete Protection
- Finished Appearance
- Extra Storage Space
- Extra Room

there's a Ro-Way for every Doorway!

ROWE MANUFACTURING COMPANY
714 Holton Street • Galesburg, Illinois

**Mr. Builder..for 1 home or 10,000
THERE'S A YEOMANS LOW-COST
SEWAGE TREATMENT SYSTEM**



For SINGLE Homes
CAVITETTE®
Miniature "City Type" System.

For 10 or MORE Homes
CAVITATOR®
Full Scale "City Type" Plant

Easier to Finance at Prime Rates
Because They Are Fully Approved

- 1 Banishes septic tanks.
- 2 Eliminates health hazards.
- 3 Opens up low-cost land.
- 4 Qualifies for federally insured home loans.
- 5 Increases loan value of homes.
- 6 No unpleasant odors, no clogging, no backup.
- 7 Handles waste from garbage disposers, detergents from automatic washers. ALL modern home appliances.
- 8 New selling feature for countryside homes gives faster turnover at better price.
- 9 Service policy with dealers prevents call backs.
- 10 Operates in all climates.
- 11 Installs fast.
- 12 Models for all home sizes.
- 13 Completely warranted by manufacturer and installer.
- 14 Nationwide sales and service network.

- 1 Builders find that original cost of Cavitator community systems is up to 40% less than for individual septic tanks.
- 2 With community systems, local governments often permit builders to use smaller lots . . . thus more houses share original cost of the system.
- 3 Community systems improve the value of homes (both to owner and lender) . . . make them easier to sell.
- 4 Plants are small . . . can easily be camouflaged to look like a home.
- 5 Factory engineer supervises installation, trains operator, tests performance.

PREFABRICATED PLANTS AVAILABLE FOR SMALLER SUBDIVISIONS

- 1 Packaged . . . shipped as a complete plant ready to lower into place.
- 2 Easy, low-cost installation requires only simple excavation and concrete slab.
- 3 Goes in fast, starts up fast.
- 4 Factory assembly offers the lowest cost way to provide this type of treatment by reducing engineering and on-site construction time.

**SEE WORKING MODELS
of the CAVITATOR and CAVITETTE**

- Booth 873, Coliseum
- NAHB Convention-Exhibition
- Chicago, January 17 - 21

Cavitette® and Cavitator®
are registered Yeomans
trademarks

YEOMANS

Specialists for 60 Years in Sewage Handling

2006-6 N. Ruby Street, Melrose Park, Illinois

TO-5805

1960 PRODUCT SHOW

Meets new homes needs

This gas-fired, cast iron hydronic boiler is designed to meet heating needs of 80% of today's new homes. Boiler is rated at 95,000 BTU/hr input, 76,000 BTU/hr output and 380 sq. ft. of installed radiation according to IBR standards. Raises 90 gals. of water by 60° each hour. Unit is set for easy installation.

▶ Hydrotherm, Inc.
Booth No. 341—Hilton.

Circle No. J88 on reply card, p. 72

Plaster absorbs noise

Acoustic plaster is incombustible and decorative. Reduces dead weight, has noise reduction coefficient of .55 to .60; light reflective coefficient of .66 to .74. For gun application or hand-troweling over gypsum basecoat plaster, monolithic concrete. Goes on quickly and easily.

▶ Bestwall Gypsum Co.
Booth No. 304—Hilton.

Circle No. J89 on reply card, p. 72

Downspouts are enameled

Aluminum rain-carrying equipment is precoated with a permanent baked-enamel finish. Enamel has "paint-grip" on metal. New hanging and joining method simplifies installation, eliminates straps, slip joint connectors. In both 5" OG and 4" box gutter.

▶ Aluminum Company of America
Booth Nos. 342-343—Hilton.

Circle No. J90 on reply card, p. 72

Ceiling tile insulates

Ceiling tile of natural wood fibre is decorative, has exceptional strength and insulation value. Tongue-and-grooved for concealed nailing. Random pattern, perforated type comes in 12"x12" and 12"x24". Smooth pattern also in 16"x16", 16"x 32". All 1/2" thick.

▶ Certain-Teed Products Corp.
Booth No. 305—Hilton.

Circle No. J91 on reply card, p. 72

Door is completely sealed

Flexible vinyl is locked in a rigid vinyl frame to provide positive weatherstrip for top and sides of the door. This, along with DURAFlex Thresholds, provides complete door sealing. Easily installed, vinyl-stop weather-stripping can be sawed, nailed and painted. Does the job in one cost-saving operation.

▶ DURAFlex Co.
Booth No. 366—Hilton.

Circle No. J92 on reply card, p. 72



"Town and Country's" easy adaptability to double and triple combinations adds external charm and beauty to every type of architectural styling . . . brings light and airy living to every room in the home.

THE NEWEST NEW HOMES IN AMERICA ARE BEING BUILT WITH

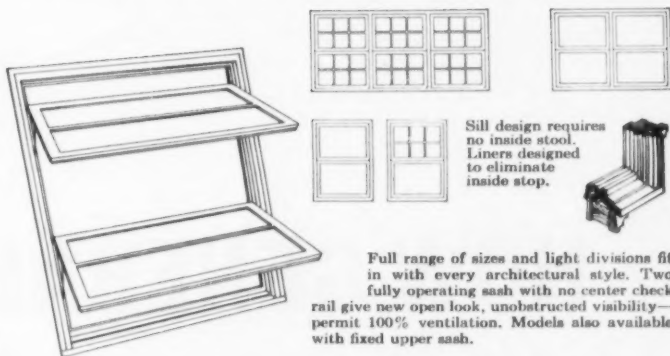
Malta *Town and Country*® Windows

NEW HOMES built with Malta "Town and Country" windows are a step ahead of competition in charm, value, buyer appeal. This versatile new Malta thin line design is the perfect answer for creating unusual, low-cost window effects with a new open look . . . 100% ventilation, unobstructed visibility.

Economies in design and installation of Malta "Town and Country" units multiply into important savings — and profits — for the builder. Two fully operating sash are set in a single frame to cut material costs, speed installation. Single units combine easily into doubles and triples. A continuous casing around the inside of multiple combinations eliminates the need for a stool or stop — saves on materials, work time and finish cost.

See your local window supplier and discover how the new, low-cost Malta "Town and Country" units can help you build a better home without increasing costs, or write to:

Member Ponderosa Pine
Woodwork Assn. and N.W.M.A.



Sill design requires no inside stool. Liners designed to eliminate inside stop.

Full range of sizes and light divisions fit in with every architectural style. Two fully operating sash with no center check rail give new open look, unobstructed visibility—permit 100% ventilation. Models also available with fixed upper sash.

TOWN AND COUNTRY QUALITY FEATURES THAT HELP YOU SAVE . . . HELP YOU SELL

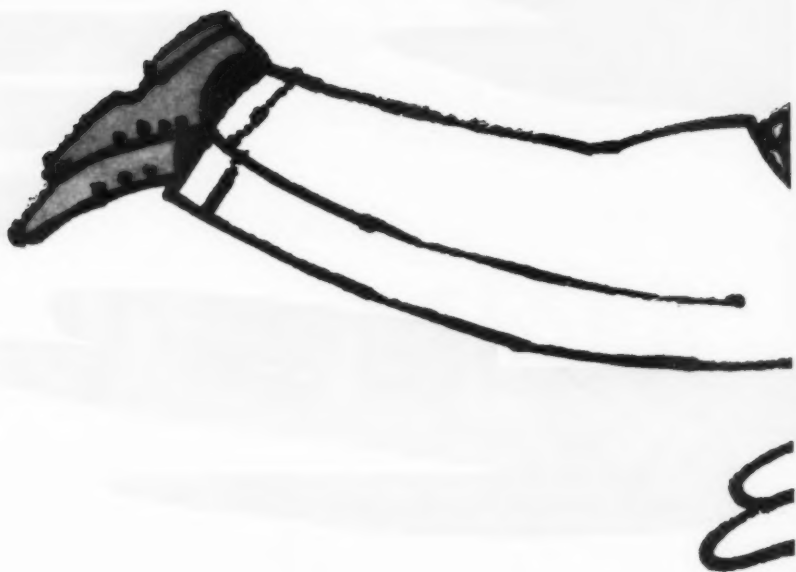
- Precision milled from first grade Ponderosa Pine for perfect fit.
- Attractive locking hardware secures sash. Durable, rust-proof screens and storm sash readily available.
- Malta preservative treated for protection against water, weather, termites.
- Materials, preservative treatment, factory workmanship unconditionally guaranteed.
- Full, rust-proof weatherstripping seals out dust, drafts, moisture . . . keeps heat in.

SEE US
IN BOOTHS
567-568

Sherman Hotel
N.A.H.B. Chicago
Jan. 17-21

Supreme Quality Since 1901
THE MALTA MANUFACTURING CO.
Malta, Ohio

The Golden Value Line of the 60's...



HOW GENERAL ELECTRIC'S YOU SAVE ON LABOR AND

General Electric Major Appliances (The Golden Value Line of the 60's) has a new plan to help you net higher profits.

It's called "PLANNED PROFIT PACKAGE," and one of the many ways it can help you is on labor and installation.

New General Electric "Straight-Line" appliances . . .

- Look like built-ins, but cost less
- Have flat backs and sides; each fits flush

- Are designed for fast, easy installation
- Fit any kitchen layout, any house you build, with minimum on-site costs

It all adds up to more profit for you!


Would you like to know the other ways you can save money through General Electric? Then send for the "PLANNED PROFIT PACKAGE" kit with information about planning and styling help, product availability, complete merchandising program, product service and much more.

The Golden Value Line of the 60's



PPP CAN HELP INSTALLATION

As an authorized builder of "Live Better Electrically" MEDALLION HOMES, you get prestige and promotional advantages. Ask your local utility about this program.

GENERAL  ELECTRIC

For information, mail coupon to:
General Electric Co., Home Bureau,
Appliance Park, Louisville 1, Ky.

Have local General Electric builder
sales representative contact me.

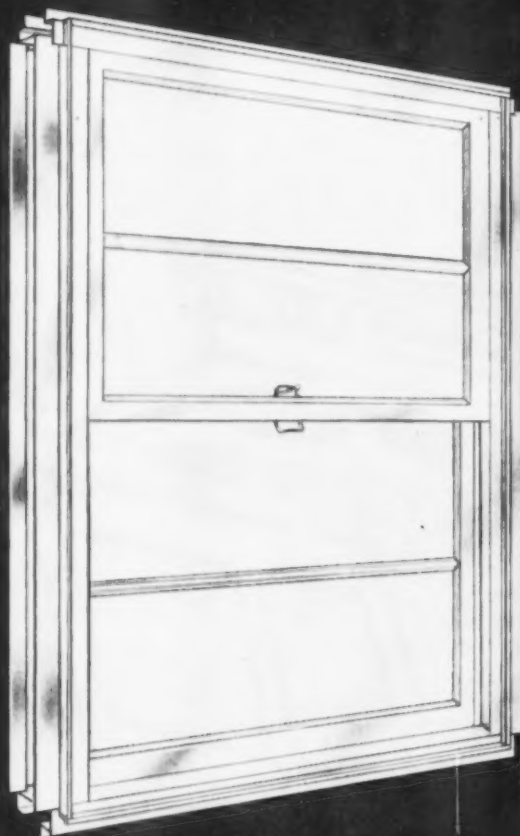
NAME _____

ADDRESS _____

CITY _____

STATE _____

AD-1



Series 60
Double-Hung Aluminum Window

TYPES AND SIZES

	2' 0"	2' 4"	2' 8"
3' 13/8"			
	20H31	24H31	28H31
3' 9 3/8"			
	20H39	24H39	28H39
4' 5 3/8"			
	20H45	24H45	28H45
5' 1 3/8"			
	20H51	24H51	28H51
5' 9 3/8"			
	20H59	24H59	28H59

Type H windows (with horizontal muntins) are illustrated. Colonial types with vertical as well as hori-

THESE QUALITY ALUMINUM WINDOWS

PAY YOU TWO WAYS

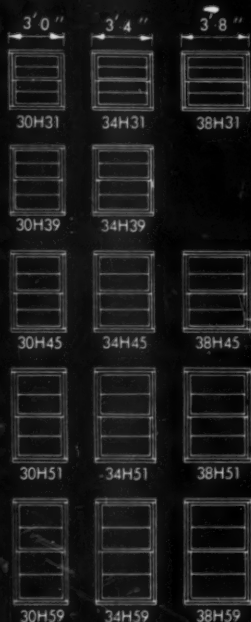
1. Complement your other good building components to help attract mortgage money
2. Save labor time because one frame fits all wall conditions



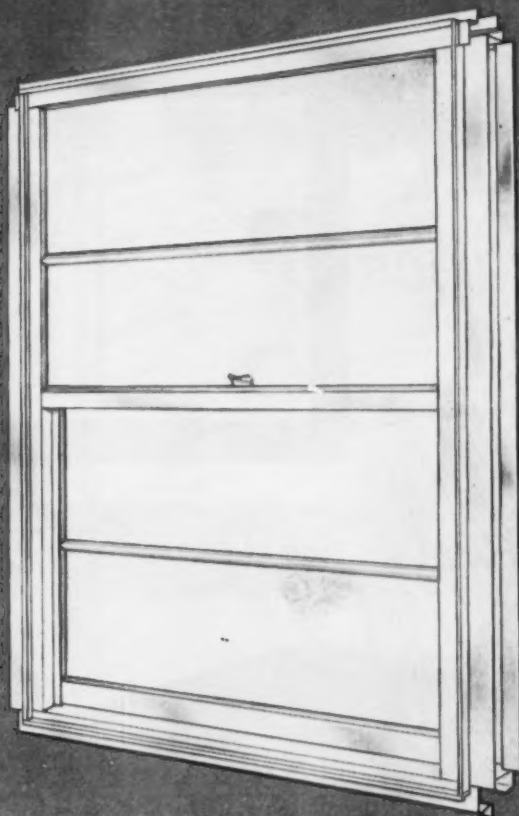
**CECO
STEEL**

See these 2 stars of the NAHB Show at Ceco's Booths 81 and 82, January 17 to 21 . . . Lower Exposition Hall, Conrad Hilton Hotel.

/ SERIES 60 AND 65



horizontal muntins, or Contemporary types with muntins omitted, are also available. Send coupon for catalog.



**Series 65
Single-Hung Aluminum Window**

More than ever before, it's good business to inject quality into homebuilding. Good building components attract mortgage money. Ceco's new aluminum windows will complement all the other quality you put into building. They are economical without sacrificing good window construction.

Windows are a small part of the home but since they are so evident they deserve your careful consideration. First, they should be graceful and rugged, neatly joined at the corners, and give evidence of continued easy operation. Designed and made by craftsmen, the Ceco window fills the bill. Good spiral balances with spring coils are engineered to provide easy opening and closing now and in the future.

Windows should be weathertight. Ceco gives you tightness, as proven by Aluminum Window Manufacturers Association's DH-A1 tests. The secret is in the design, workmanship and weather stripping (silicone treated wool-pile backed with aluminum.)

Ceco windows can be installed in any construction. You save labor, time and money because the frames are identical and fit all conditions.

So when you plan for quality with economy, plan to use Ceco Series 60 or 65 Aluminum Windows . . . made to last a lifetime. Ceco Steel Products Corporation. General offices: 5601 West 26th Street, Chicago 50, Illinois. Offices, warehouses and fabricating plants in principal cities.

IN CONSTRUCTION PRODUCTS CECO ENGINEERING MAKES THE BIG DIFFERENCE
 . . . Windows, Screens, Doors / Curtainwalls / Roofing Products / Cecoframe Buildings / Steel Joists / Steelforms / Rebars / Metal Lath

CECO STEEL PRODUCTS CORPORATION

5601 West 26th Street, Chicago 50, Ill.

Please send me your new 1960 Window Catalog 1049-E.

name _____

address _____

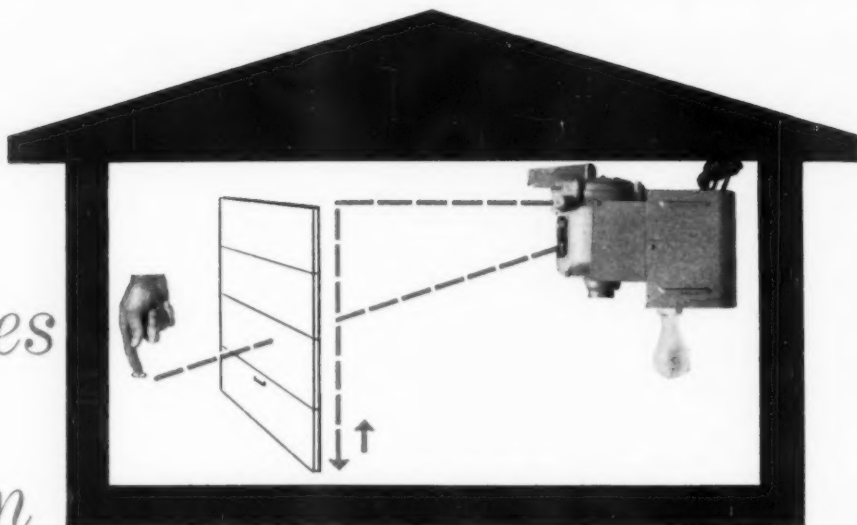
city _____ zone _____ state _____

my lumber yard is _____

If student, check here for special data.

AB

make
your
garages
truly
modern



Delco-matically...



and
make
more
profit
from
every
one!

**DELCO
PRODUCTS**

Division of General Motors
Dept. AB-10, Dayton 1, Ohio

Please send more information on Delco-matic Garage Door Operators.

NAME _____

COMPANY _____

ADDRESS _____

CITY _____ STATE _____

"That's new gold in them thar deals" . . . and you'll sell more homes faster by featuring the most modern built-in convenience on the market: the all-new, all-transistor Delco-matic Garage Door Operator! Three and one-half years of testing—including a nationwide 500-home use-test—thoroughly demonstrated the all-condition efficiency of the Delco-matic to the satisfaction of General Motors' electronics specialists, the same experts who design and develop transistors for missiles, computers and pocket-portable radios. See for yourself what Delco-matic can do for your profits. Clip the coupon or call your local Delco-matic representative today for full details.

Delco-matic Garage Door Operators are sold and installed by Crawford Door Company and authorized Delco-matic distributors. Warranted and serviced by United Motors Service electronics service dealers.



Delco-matic / **DELCO PRODUCTS**

1960 PRODUCT SHOW

Heat pump in 5-ton size

Five-ton Weathertron heat pump is split-system. Weatherized outdoor remote unit has high-speed compressor (3450 rpm). Indoor vertical air handler utilizes 115/230 volt blower motor. Can be converted to downflow operation without "kits." Can also be used in "cooling only" applications, as well as heat pump use. In good-looking two-tone grey enamel unit.

► General Electric, Air Cond. Dept.
Booth Nos. 47-49—Hilton.

Circle No. J93 on reply card, p. 72

Glass door stops heat loss

Insulated Thermo Door is designed exclusively for use with dual glazing. Controls heat loss and moisture condensation. Also serves as an efficient barrier against exterior heat. Saves a/c costs. Has stainless steel track and all-aluminum-frame.

► Ador Corporation
Booth No. 362—Hilton.

Circle No. J94 on reply card, p. 72

New PlyScord available

Western softwood PlyScord (WSP) is now available from DFPA member mills. It offers special panel construction features that make it interchangeable with the more familiar Douglas Fir PlyScord as normal sheathing and subflooring. Woods used include Western larch, Western hemlock, California red fir, Sitka spruce and Port Orford Cedar.

► Douglas Fir Plywood Assn.
Booth No. 37—Hilton.

Circle No. J95 on reply card, p. 72

Operates efficiently

A new line of oil-fired and gas-fired furnaces has been designed with the new home builder in mind. These units are extremely compact and designed for efficient and quiet operation in closets and other close clearance installations.

► Delco Appliance Div.
Booth Nos. 171-172—Hilton.

Circle No. J96 on reply card, p. 72

Shingles give "new look"

Homes appear longer and lower with new narrower asbestos cement siding shingles. Outstanding feature is the new Shadow-Accent design. Cut to precision dimensions of $9\frac{3}{8}'' \times 27\frac{1}{16}''$. They have a 1" headlap with $8\frac{3}{8}''$ exposure. Fire- and weather-proof.

► U. S. Gypsum Company
Booth No. 128—Hilton.

Circle No. J97 on reply card, p. 72

JANUARY 1960

For Residential INSTALLATIONS **weil** SUBMERSIBLES

See these weil Submersible Pumps operating at
the N.A.H.B. show!
(Booth No. 470 Sherman Hotel)

The homeowner is aware of the need for dependable
sump and sewage pumps. Here are the pumps that
will help sell your houses!

SEWAGE PUMP

2" Discharge ½ HP Capacitor Motor

This economical Sewage Pump permits installation of basement toilets and other fixtures where waste must be pumped up to sewer line.



SUMP PUMP

1¼" Discharge ½ HP Capacitor Motor

Quiet Operating
submersible pumps
delight the homeowner!



Automatic MICRO-SWITCH control. Provides the proper pumping cycle.

Factory assembled, ready to run, just plug in. (No expensive wiring)

Dependable hermetically sealed motors assure performance at all times. When current fails moisture cannot damage pump or motor.

weil PUMP COMPANY

1510-B NO. FREMONT ST., CHICAGO 22, ILL.

LIFE tells the story of the "SILVER LINING HOME"

"WISE PEOPLE
LOOK FOR THE
SILVER LINING!"

"an important
find, as many
builders will
tell you!"



When you're new-home shopping, look into the double-hung wood windows for the "Silver Lining"! Here is the silvery Zelite finish of Dura-seal Aluminum Weatherstrip and Sash Balance. Beautiful—this Zelite finish greets you with its distinctive silvery gleam at every window opening. It has lasting beauty, too, good for the life of your home! And Zelite is exclusive with Dura-Seal, the snug weatherstrip that cuts fuel and air conditioning costs as much as 30% to 40%!

Look for the "Silver Lining", always marked Zegers Dura-seal. Here's another feature making today's new home your finest investment.

"C. W. Jones, Kentucky Hills Project, Kansas City builder: "It's smart to look for the Dura-seal 'Silver Lining'. Attractive—and a sure sign of a weathertight home!"

ZEGERS, INCORPORATED **ZEGERS**
8090 S. CHICAGO AVE., CHICAGO 17, ILL.
MANUFACTURERS OF DURA-SEAL, DURA-GUIDE, TAKE-OUT, LUSTERLINE, SIMPLEX

LOOK AT THE LIFE AD ABOVE! There's business in it for you. It tells 32,000,000 people all about Zegers new Zelite . . . the "Silver Lining" . . . a special finish that both beautifies and protects the entire aluminum area. Thus, Dura-seal with this and the other important features listed below, assures lifetime beauty plus weatherstripping efficiency and easy window operation.



MORE ZEGERS DURA-SEAL PLUSES

Snap-Clips—Dura-seal Snap-Clips let you remove and replace both window and sash at any time during construction.

Self-Adjusting Jamb—Dura-seal's flexible, concave-back surface keeps windows air-tight even when sash expands or contracts from atmospheric conditions.

Si-Vel "Flocked" Springs—balances at either side of the window, "flocked" for absolutely silent operation.

SEND for new booklet, "Look for the 'Silver Lining'". Completely describes Dura-seal's important NEW selling feature!

ZEGERS

ZEGERS, INCORPORATED, 8090 SOUTH CHICAGO AVE., CHICAGO 17, ILL.

1960 PRODUCT SHOW

Suits individual desires

Prefabricated 3-bedroom house has choice of five different exteriors, and variable interior plans. Offers either 1 or 1½ baths, single or double garage. Kitchen, dining area can be laid out to suit home owner. Ranges from 970 to 1400 sq. ft. of living area. House goes up fast; can be put under roof in one day.

▶ Mid-America Farwest Homes Corp.
Booth No. 336—Hilton.

Circle No. J98 on reply card, p. 72

Finishes have enamel coating

Builders are offered a wide variety of door and drawer pulls, hinges, catches and finishing hardware from Ajax. In attractive brass, bronze and copper finishes protected with transparent, baked-on enamel for luster and lasting beauty. Styling provides a custom touch.

▶ Ajax Hardware Mfg. Corp.
Booth Nos. 346-347—Hilton.

Circle No. J99 on reply card, p. 72

Fits door, not threshold

This weatherstrip is fitted to bottom of door instead of threshold. Made of strong vinyl and incorporated in channel-type aluminum on door-bottom. Threshold consists of 4" fluted top-heavy aluminum. Fitting on door also serves as kickplate and cover for any unevenness. Adjustable for any unusual clearances between door bottom and sill.

▶ Sager Weatherstrip & Calking Corp.
Booth No. 191—Hilton.

Circle No. J100 on reply card, p. 72

DON'T FORGET . . .

to take full advantage

of our big Product

Show. The reply card is

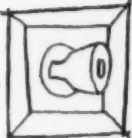
on page 72. Use it to

get all the free infor-


mation you need about

the things you see here.



Mr. Builder:

Have you seen the brilliant SONIC...  newest of the

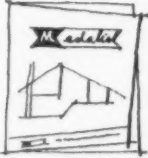

distinctive NATIONAL LOCKsets? Have you examined the

gleaming array of  new MEDALIST CABINET

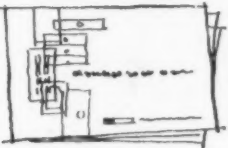
HARDWARE creations that lend a smart beauty-accent

to modern  and period  kitchens alike? Are you

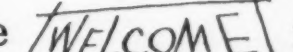
familiar with the MEDALIST Home Merchandising Aids

Kit...  containing hang tags,  display card,

 hand-out folders,  16-page full color

brochure  and many other materials for your

events and model home  showings?

If not, the  mat is out at

booths 765 and 766 (Coliseum) 

Medalist

MEDALIST HARDWARE DIVISION
NATIONAL LOCK COMPANY
ROCKFORD, ILLINOIS

Only Hotpoint gives you so



Model RJ76-A right-hand control panel

Model RJ77-A left-hand control panel

Only Hotpoint **Custom CREST** Ovens give you all of 1960's newest, most exciting features

NEW hood-fan automatically removes cooking odors during broiling and barbecuing.

NEW control panel comes mounted on side that fits your kitchen plan best.

NEW ventilation system circulates more even heat over every inch of each shelf for better baking.

NEW mirrored window gives a clear view inside when oven lights are on, but with them off the window acts as a mirror, hiding the oven interior.

NEW full-width door lifts off; new chrome floor liner, oven units and broiler spatter guards remove for faster, easier oven cleaning.

PLUS—Rota-Grill for recipe-perfect barbecues, Roast-Right Meat thermometer for just-right roasts.

Model RU75-A



New Hotpoint **Custom CREST** Surface Section with Cook Book Controls and Calrod® Recipe Heat Units

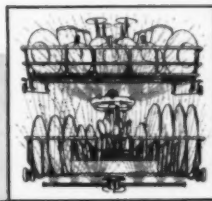
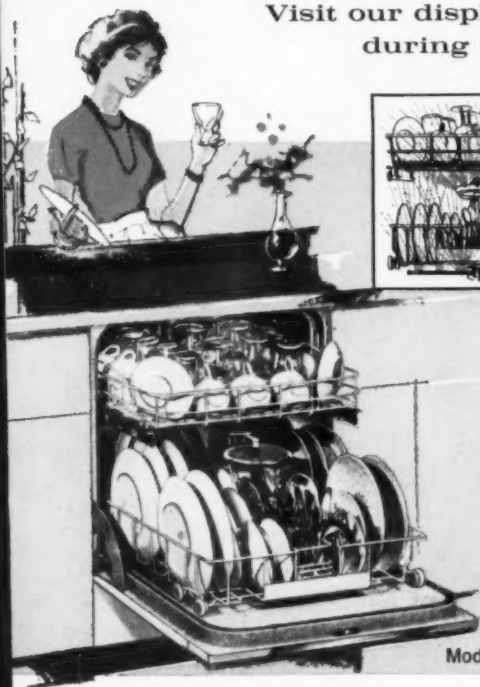
Now you can offer your prospects an end to cooking guesswork and an aid to recipe-perfect meals every time. One glance at Hotpoint's simple Cook Book instructions on the control panel shows how to enjoy the easiest cooking ever. One touch of a button lets your customers cook with Recipe Heat . . . heat as accurately measured as the ingredients of any recipe. And with the temperature-controlled Supermatic unit any pot becomes an automatic cooking utensil.

much MORE TO SHOW MORE TO SELL in the showplace of your home

Selling homes is really a "show" business and Hotpoint's business is to give you more to show and more to sell. That's why 1960 Hotpoint built-ins have more exciting, sales-boosting features than ever before. Features that say quality and better living the minute your prospects see them. Features that put new beauty and convenience in the showplace of your homes—the kitchen.

Never before has Hotpoint offered you so many models to choose from—all competitively-priced so you can build famous Hotpoint quality and convenience into even your moderately priced homes. And Hotpoint built-ins are available in four colors, classic white, stainless and brushed-chrome finish. Put the extra salespower of 1960 Hotpoint built-ins in your home today.

Visit our display booth 88-91 at the Conrad Hilton Hotel during the 1960 Builders Show in Chicago



New Hotpoint Automatic Dishwasher with exclusive Double-Deck Washing Action

Only Hotpoint offers your customers a separate spray for each rack to wash dishes spotlessly clean. Top spray (1) washes glasses, dishes in upper rack, lower spray (2) scrubs away dirt from plates, utensils in bottom rack. Big front-loading Roll-R-Racks hold complete dinner service for 12. And Hotpoint's up-front connections mean faster, easier installation for you.

Model DE-1



New Hotpoint Disposall® is easier to install because plumbers helped design it

Model MB65-A

The Hotpoint Disposall food waste disposer installs fast—and it pulverizes and disposes of food waste quickly because of its super-hard cutting teeth and "jam-free" design.

When you build in Hotpoint you build in Public Preference

Hotpoint

LOOK FOR THAT DIFFERENCE!



A Division of General Electric Company, Chicago 44, Illinois

ELECTRIC RANGES • REFRIGERATORS • AUTOMATIC WASHERS • CLOTHES DRYERS • CUSTOMLINE® DISHWASHERS • DISPOSALLS® • WATER HEATERS • FOOD FREEZERS • AIR CONDITIONERS

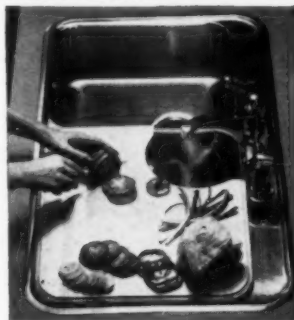


The corner that catches buyers...

Lyoncraft Dispo-Well[®] Sink

Here's the sink that does things for your homes—and your customers! Lyoncraft Dispo-Well, only sink engineered just for disposer units, is proving an invaluable selling asset for kitchens everywhere . . . and giving homemakers new kitchen efficiency as well! That's because the disposer drain has moved to the upper corner for more unbroken work room above and below the counter. Food can be prepared or dishes stacked, and yet the disposer is uncovered for instant use! And with the Redi-Rim[®] feature, rim and sink are a single, unbroken unit that eliminates crumb-catching cracks. Like the entire Lyoncraft line, Dispo-Well is made of strongest, top-quality nickel stainless steel for lifetime beauty and protection against corrosion. Give your homes the undeniable sales advantage of the efficient Lyoncraft Dispo-Well, in sizes to match your kitchens' or buyers' needs. And for complete sink planning, send for the new Lyoncraft catalog on the coupon below.

NEW CHOPPING EASE with the handy maple Cutting Board. Creates extra work space for preparing food while offering easy access to disposer.



EXTRA WASHING AREA for large pans, bulky roasters, platters, and griddles speeds kitchen cleanup. Seconds later the sink glistens bright as new.

*World's largest fabricator
of nickel stainless steel*



**LYON STAINLESS PRODUCTS
DIVISION OF LYON INC.**

13881 W. Chicago Boulevard
Detroit 28, Michigan

AUTOMOBILE WHEEL COVERS • PRESTIGE TABLEWARE
KITCHEN SINKS • HOUSEWARES

LYON STAINLESS PRODUCTS.

13881 W. Chicago Blvd., Detroit 28, Mich.

Please send me a complimentary copy of the new 8-page Lyoncraft sink catalog.

NAME _____

TITLE _____

COMPANY _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

1960 PRODUCT SHOW

AT THE
SHERMAN

Use this time-saver
buying guide to
1960 products... to be
shown at the Sherman
during the NAHB Show.
... Or, you can do your
choosing right here.



Dishwasher moves with family

Families planning future building or remodeling will want this convertible, portable home dishwasher. Unit can easily be moved on casters, connects to faucet with simple snap-on device and plugs into any outlet. Portable features are quickly removed.

▶ Hobart Manufacturing Co.
Booth Nos. 446-447—Sherman.

Circle No. J101 on reply card, p. 72



Fine finish your redwood

Redwood finish enhances natural beauty of redwood, leaves grain clean and accentuated. Contains barrier to ultra-violet rays of sun, and a mold-resistant chemical. Sold in concentrated form to be thinned on-the-job with gum spirits of turpentine.

▶ Georgia-Pacific Corp.
Booth Nos. 526-528—Sherman.

Circle No. J104 on reply card, p. 72

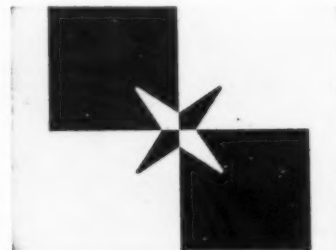


Boiler eliminates soot

A new Iron Fireman Custom Mark II residential oil-fired boiler! Features VoluMetric combustion which eliminates smoke, soot and need for chimney draft. Burner and boiler are in cabinets less than 3' high. Boilers are ASME code constructed.

▶ Iron Fireman Mfg. Co.
Booth No. 557—Sherman.

Circle No. J102 on reply card, p. 72

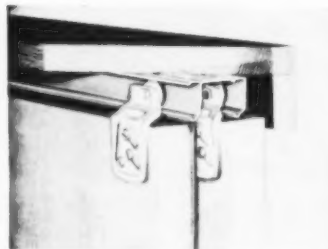


Creates custom look

Pre-cut vinyl tiles and inserts give full, thick custom effect. In 21 possible designs. Each tile has a wedge-shape precision die cut in one corner into which a contrasting wedge fits. Called "Dynasty", tiles are 9" x 9", packed 48 to carton.

▶ Congoleum-Nairn, Inc.
Booth Nos. 420-421—Sherman.

Circle No. J105 on reply card, p. 72

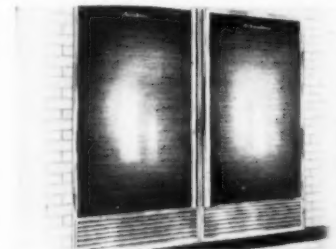


Hangers have double strength

The sculptured-look Dualine side mount hangers have twice the strength of former hangers. Single and twin-wheel styles are for 50 and 75 lb. doors. Hangers have reversible positions for $\frac{3}{4}$ " and $1\frac{3}{8}$ " doors, and come in matching pairs.

▶ Acme Appliance Mfg. Co.
Booth No. 462—Sherman.

Circle No. J103 on reply card, p. 72



Large units, small space

The Presidential Twins are called the world's largest refrigerator-freezer combinations built for home use. The 17-cu.-ft. refrigerator and 14-cu.-ft. matching freezer total 31-cu.-ft. capacity. Yet models utilize only 72 in. of wall space.

▶ Chambers Built-Ins, Inc.
Booth No. 431—Sherman.

Circle No. J106 on reply card, p. 72



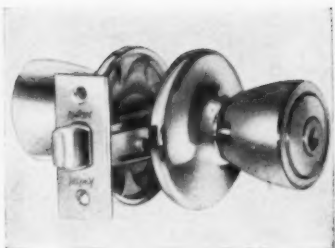


Paneling is pre-finished

The office shown above has "Show-Piece" wall paneling which is completely pre-finished at the factory. Panels are available in sizes 4x10', 4x7' and 4x8'. Prefinished panels are packaged six panels to the package; priced at \$10.00 a thousand feet.

▶ General Plywood Corp.
Booth No. 590—Sherman.

Circle No. J107 on reply card, p. 72



Lock installation is easier

A larger rose is now available for the Kwikset "400" Line locksets. Rose diameter is increased from 2 1/4" to 2 5/8". This will permit locksets to be installed in either 2" or 2 1/8" holes, with sufficient overlap to conceal frayed edges around the bore.

▶ Kwikset Sales and Service Co.
Booth Nos. 463-466—Sherman.

Circle No. J110 on reply card, p. 72



Oven, blower in one package

This built-in electric oven has an integral exhaust blower system. Unit needs only one installation and wiring hookup. Fits into standard 24" cabinet; has 18x18x19-7/8" interior. Aluminum filter, easily removed and cleaned. Rotisserie is included.

▶ Thermador Electrical Mfg. Co.
Booth No. 444—Sherman.

Circle No. J113 on reply card, p. 72

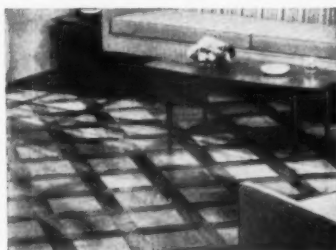


Set tiles 3 times faster

"Master-Set" ceramic tiles are mounted on paper-thin sheets. Can be installed three times faster than individual tiles. Backing exposes 75% of tile to provide greater bonding area. Precision sizing permits uniform joints, no trowel adjustment.

▶ American Olean Tile Co.
Booth No. 588—Sherman.

Circle No. J108 on reply card, p. 72

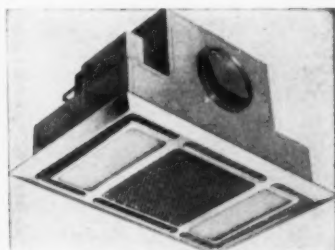


Cherry and walnut combine

Something new in wood flooring has been introduced by Wood Mosaic. It's the authentic Monticello pattern floor done in a combination of cherry and walnut woods. The flooring is prefinished, ready for quick and easy installation.

▶ Wood-Mosaic Corp.
Booth Nos. 474-475—Sherman.

Circle No. J111 on reply card, p. 72

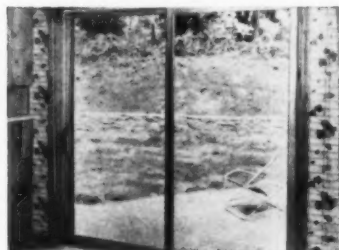


Unit has 5 combinations

Instantaneous heat . . . from flush-mounted bathroom light-heater-ventilator. Remote wall switch operates 5 combinations: heater only; lights only; lights and heater; exhaust only; exhaust and lights. Fan permits exhausting or forced-air heating.

▶ Trade-Wind Div., Robbins & Myers, Inc.
Booth No. 450—Sherman.

Circle No. J114 on reply card, p. 72

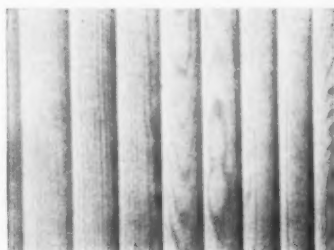


Sliding doors are versatile

New ThermoLume sliding doors are designed to use 7/32" heavy sheet glass, 1/4" polished plate or 5/8" insulating glass. This eliminates maintenance of multiple stock. Doors have adjustable nylon-tired rollers. Heights of 6'9" and 7'11"; widths; 6' to 24'

▶ Shower Door Co. of America
Booth Nos. 456-458—Sherman.

Circle No. J109 on reply card, p. 72



Finishes last 20 years

A wide variety of modern finishes for wood paneling is now available. The finishes enhance the natural warmth of the wood and add the colors of your choice without obscuring the grain. Finishes are durable, last 2 decades and reduce maintenance.

▶ Southern Pine Assn.
Booth Nos. 543-544—Sherman.

Circle No. J112 on reply card, p. 72



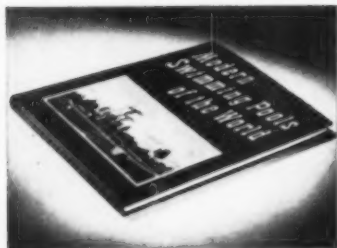
Apply oak over slabs

Here oak-strip flooring is installed over concrete slab—a method new to most builders. Flat 2x4 screeds are bonded to floor in staggered rows with hot mastic. Flooring is nailed to both screeds wherever strip passes over a lapped screed joint.

▶ National Oak Flooring Mfr's Assn.
Booth Nos. 545-546—Sherman.

Circle No. J115 on reply card, p. 72

1960 PRODUCT SHOW: AT THE SHERMAN

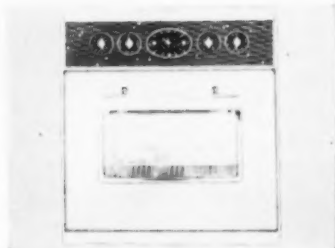


Describes swimming pools

The National Pool Equipment Company has published a book entitled "Modern Swimming Pools of the World". This interesting and informative book offers valuable hints and assistance when planning and building various types of swimming pools.

► National Pool Equipment Co.
Booth Nos. 409-410—Sherman.

Circle No. J116 on reply card, p. 72

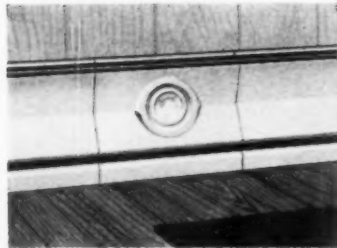


Oven has honeycomb pattern

Tappan has restyled its Constellation built-ins. Features: new honeycomb control panel and honeycomb pattern in the Visualite oven window. Choice of 14 ovens, 11 surface units. Available in Copperloy, Justerloy, turquoise, yellow, pink and white.

► The Tappan Co.
Booth Nos. 424-425—Sherman.

Circle No. J119 on reply card, p. 72



Offers choice of wattage

A newly-designed convection baseboard system features either high- or low-density wattage. High-density sections furnish 250 watts per ft.; are used in limited wall space. Low density furnishes 200 watts and is used for larger walls and areas.

► Hunter Div., Robbins & Myers
Booth No. 449—Sherman.

Circle No. J122 on reply card, p. 72



Garage and patio are one

Garage-aire is a finished garage with two Raynor garage doors both front and back plus a screened-in patio built off the back. Front garage door also has sliding screen door. Patio has aluminum frame and offers added livable floor space at low cost.

► Raynor Mfg. Co.
Booth No. 428—Sherman.

Circle No. J117 on reply card, p. 72

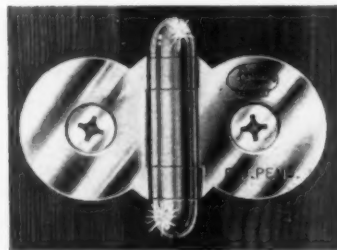


Adhesive resists water

Adhesive CTA-20 is a high-strength, water-base bonding agent for ceramic tile. Will not lose strength when exposed to water or high humidity. Sixty-minute open time permits coating of large areas before tile installation.

► Minnesota Mining & Mfg. Co.
Booth No. 419—Sherman.

Circle No. J120 on reply card, p. 72



Hinge has new design

The deep thread screw of the Magic Circle Hinge has 2½ times more thread area than 3 screws of a normal rectangular hinge. Screw, located in center of circle, permits automatic alignment of hinge by closing door. Rising of hinge pin is eliminated.

► Ready Hung Door Corp.
Booth Nos. 532-533—Sherman.

Circle No. J123 on reply card, p. 72



Shelves go full circle

The new Lazy Susan has full circle and corner revolving shelves. Units are built for easy cleaning, reinstall easily. Shelves and post lift out as a unit—no tools are required. Shelves are useful for bathroom, bedroom storage and other closets.

► Washington Steel Products, Inc.
Booth Nos. 437-439—Sherman.

Circle No. J118 on reply card, p. 72



Reduces cutting time

This shear for cutting Plugmold 2000 reduces operation time by one-third. Shear is attached to wood block for portable use. Quickly detached for bench mounting. No need to thread raceway over die, as action of blade seats raceway securely to die.

► The Wiremold Company
Booth No. 406—Sherman.

Circle No. J121 on reply card, p. 72



Quality home priced low

This Mustang series of houses is designed to offer a quality home at low cost. Twenty-four basic designs and five architectural styles are available. Package includes virtually all units and details of house ready for completion.

► Inland Homes Corp.
Booth Nos. 412-413—Sherman.

Circle No. J124 on reply card, p. 72

NEW! MARLITE RANDOM PLANK



5945

fully-finished random-grooved paneling in six exclusive, new Trendwood finishes

Marlite now offers true random planks . . . 16" wide and 1/4" thick for easy handling . . . edges tongued and grooved for easy installation. The beautiful new Trendwood finishes (Danish birch, English oak, Swedish cherry, Italian cherry, Swiss walnut, American walnut) were developed especially for Marlite by American Color Trends to complement any room, any decor.

New 1/4" thick Marlite Random Planks go up quickly over furring or existing walls, lower your in-place costs. It's the modern new paneling for dry-wall interiors, new or remodeled. And Marlite's soilproof melamine plastic finish needs no further painting or protection . . . resists stains and mars for years! Get details from your building materials dealer, or write Marlite Division of Masonite Corporation, Dept. 103, Dover, Ohio.

that's the beauty of **Marlite®**
plastic-finished paneling



MARLITE IS ANOTHER QUALITY PRODUCT OF MASONITE® RESEARCH

MARLITE BRANCH OFFICES AND WAREHOUSES: 204 Permalume Place, N.W., Atlanta 18, Georgia • 18 Moulton Street, Cambridge 30, Mass. • 1925 No. Harlem Ave., Chicago 35, Illinois
8908 Chancellor Row, Dallas 35, Texas • 3050 Leonis Blvd., Los Angeles 58, Calif. • 2440 Sixth Avenue So., Seattle 4, Washington • Branch Office: 101 Park Avenue, New York 17, N.Y.

JANUARY 1960

133

**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.

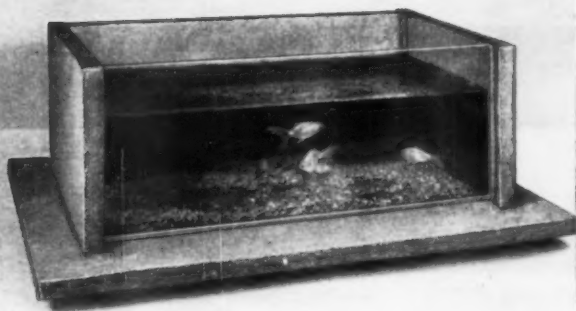
Want to save yourself time, work, money . . . and build better homes? Talk to your lumber dealer about Insulite Sheathing. And for special literature, write us—Insulite, Minneapolis 2, Minnesota.

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.

1960 PRODUCT SHOW: AT THE SHERMAN

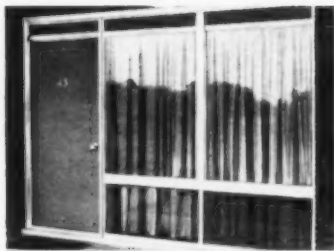


Heater features safety

Outstanding feature of Electromode Floor Insert Heater is automatic plug-out safety connection when removed for cleaning. Model FI-4 fits between joists on 16" centers. The 400-watt heater is 6 $\frac{1}{16}$ "x14 $\frac{1}{8}$ "; 800-watt model is 6 $\frac{1}{16}$ "x30 $\frac{1}{8}$ ".

► Electromode Div., Commercial Controls
Booth Nos. 459-460—Sherman.

Circle No. J125 on reply card, p. 72



Curtain walls are new

Aluminum Curtain Wall offers new concept in continuous door-and-window-front fenestration. Unit has a single continuous header, applied along full length of opening. Double glazing saves on heating, maintenance. Walls are anodized.

► Textron Metals Company
Booth Nos. 407-408—Sherman.

Circle No. J128 on reply card, p. 72



Fabrics are washable

Over 200 patterns and colors in many styles. All included in the new Wall-Tex line of washable wall fabrics. One outstanding pattern is "Pastoral" a woodland scene with effect of depth. Coordinated shower curtain and window drapes available.

► Columbus Coated Fabrics Corp.
Booth Nos. 519-520—Sherman.

Circle No. J131 on reply card, p. 72



Siding panels are concave

Koralum is an aluminum clapboard siding. Concave panels produce dent resistant tension. May be installed horizontally, or vertically for unusual modern effect. Prepunched nailing slots provide fast application and permit expansion and contraction.

► Lyf-Alum, Inc.
Booth No. 594—Sherman.

Circle No. J126 on reply card, p. 72

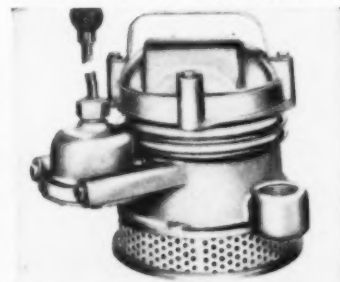


Floor pattern is flexible

BondWood is a hardwood parquet with great pattern flexibility. Units are solid, square-edged slats with flush joints. Individual slats can be easily removed and replaced. Wearing surface is $\frac{3}{16}$ " of solid hardwood, vertically grained.

► Harris Manufacturing Co.
Booth No. 550—Sherman.

Circle No. J129 on reply card, p. 72



Motor hermetically sealed

A fully automatic submersible Sump Pump is engineered for one million starts. Unit has sealed $\frac{1}{2}$ hp motor with overload protection. Compact size is 11" high, 11 $\frac{3}{4}$ " diameter. Can be placed in a metal, tile or concrete sump 2' to 8' deep. Weight: 50 lbs.

► The Weil Pump Company
Booth No. 470—Sherman.

Circle No. J132 on reply card, p. 72

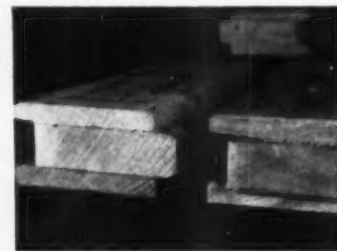


Glass doors slide easily

The Patio-Rama aluminum sliding glass doors have an adjustable bottom nylon roller and tubular locking stile. Deep jamb has new adjustment feature while $\frac{7}{8}$ " riser protects against all weather. Line comes in 2-, 3-, and 4-door units, single- or double-glazed.

► Daryl Products Corp.
Booth Nos. 486-487—Sherman.

Circle No. J127 on reply card, p. 72

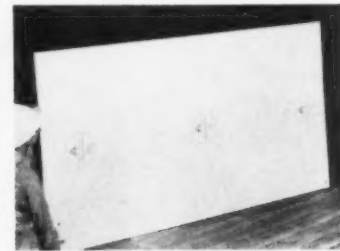


Wood deck won't chip

The glued laminated wood roof deck needs no horizontal nailing and installs rapidly. Size 3x6, 4x6, and 4x8. Deck is end matched for strong joints. Available in pine or cedar, the face is ply and 1" thick to eliminate chipping or peeling.

► Rilco Laminated Products, Inc.
Booth No. 564—Sherman.

Circle No. J130 on reply card, p. 72



Assures good underlayment

Production of particle board for floor underlayment is controlled for quality, according to manufacturer. Control covers raw materials, moisture-content, wood particle size, exact pressurizing. Guaranteed to prevent finished floors from telegraphing.

► Weyerhaeuser Co., Silvatek Div.
Booth Nos. 565-566—Sherman.

Circle No. J133 on reply card, p. 72



Long-Bell Natural Wood Kitchen Cabinets are available in units to fit any kitchen (in 3" modules) . . . Ready to install or knocked down . . . Manufactured from either Birch or Rift grain Fir . . . Lasting beauty fits any decor.

Give her more kitchen for the money *...and clinch more high-volume profits*

The "extra" features neatly tucked into Long-Bell Kitchens are *sales clinchers*.

These are just a few of the quality features—made by Long-Bell—to give you "Extra" profits:

- Slide Out Shelves**—no fishing nor groping
- Utility Rack**—holds all flat items
- Removable Shelves**—makes cleaning easier
- Bread Board**—at sit-down height
- Food Grinder Mount**—place on any L-B drawer
- Elevated Oven Cabinet**—for stand-up convenience
- "Bar End" Shelves**—stylish and utilitarian
- Vegetable Bin**—for better preservation
- "Lazy Susan"**—items never out of sight
- Automatic Towel Rack**—for positive convenience
- Breakfast Bar**—makes snack serving easy
- Desk**—office for Mrs. Homemaker

Money-Saving News! The new "Super Microseal" process is now applied to all Long-Bell Natural Wood Kitchen Cabinets (set up or knocked down). This revolutionary process gives the true brilliance of hand-rubbed wood . . . yet saves you 75% of the completed finishing job. Low-cost "Super Microseal" needs no additional sanding . . . no sealer coat . . . no preliminary finish coat.

INTERNATIONAL PAPER COMPANY
Long-Bell
 DIVISION

Kansas City, Mo.

Longview, Wash.

see our exhibit booths 577-78-79



SEE OUR EXHIBIT



Over 7,500 houses have been built in the Maryvale development, site of the John F. Long Home Builder, Inc. project near Phoenix, Arizona. All homes have walls of lightweight concrete block reinforced with Keywall masonry joint reinforcement.

"I give a one-year guarantee
against cracks in masonry walls
reinforced with

KEYWALL

GALVANIZED MASONRY REINFORCEMENT

The featuring of hidden values, together with exciting merchandising techniques and cost-saving installations, has helped John F. Long, Arizona builder, skyrocket to the top of the nation's home-building industry. Keywall masonry joint reinforcement has been one of Long's sales-boosting hidden values.

"Keywall enables me to build a more substantial wall at a minimum cost," says Long. "Its cost per house is negligible. I can guar-

antee no cracks in masonry walls . . . and save repair costs for both myself and my customers."

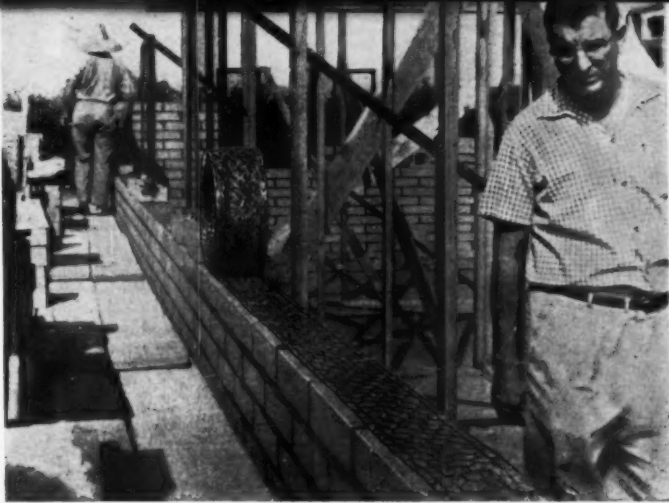
Cracks in un-reinforced masonry walls within a year's time started the use of Keywall on the John F. Long Home Builder, Inc. project near Phoenix. Long, who has been exceeding local building codes by reinforcing the masonry, has found the hidden quality feature of Keywall pays off.



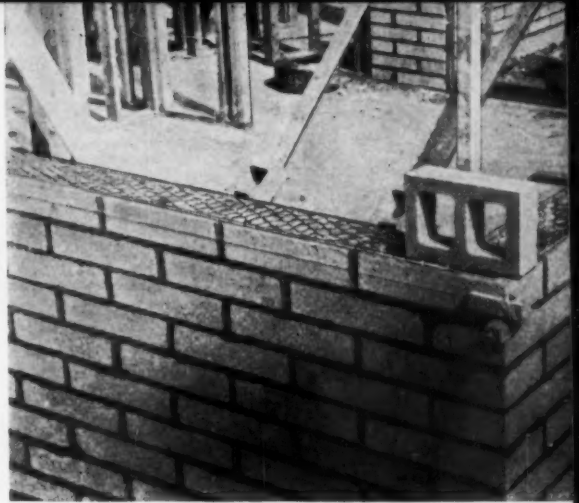
says

JOHN F. LONG

one of the nation's
top ten home builders.

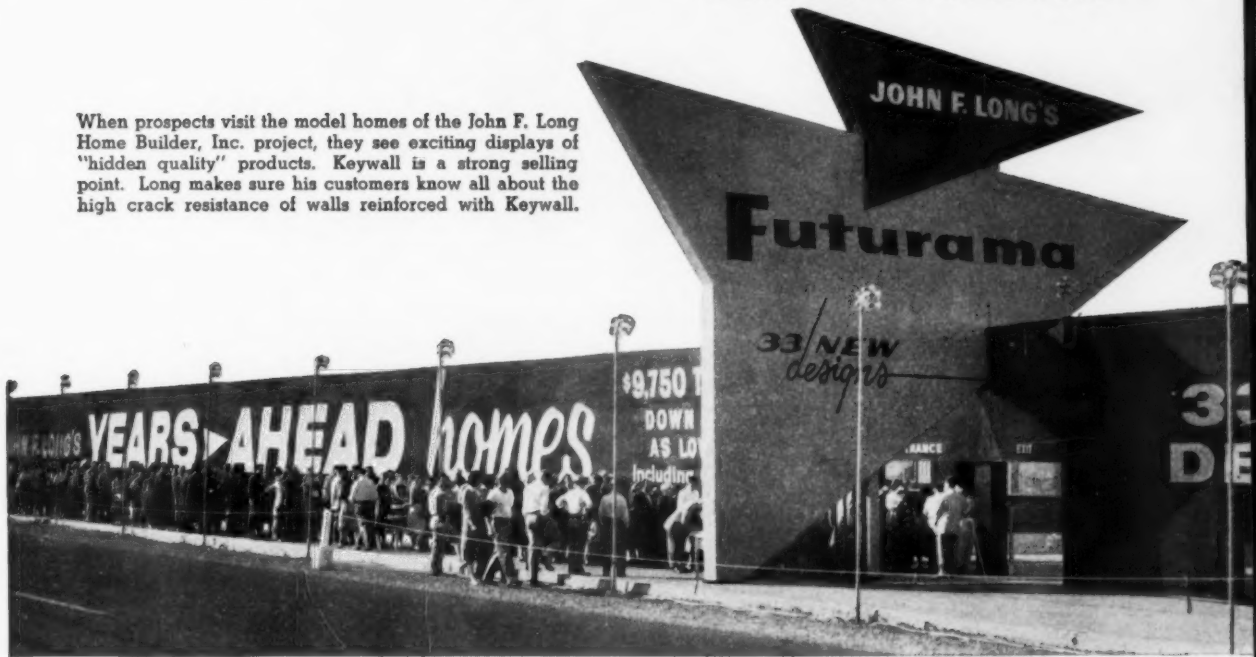


Long's crews find Keywall easy to handle and store on the job. Installation is quick and low in cost. It takes only minutes to unroll Keywall in place on a wall. The smooth-edged wire won't cut or tear hands.



With the brick-sized concrete units, Long has found that cracks are eliminated by using Keywall in the 10th course above the footing and in two mortar joints above and below windows and doors. With a story-pole system, Long can control Keywall-reinforced wall heights within $\frac{1}{8}$ ". Even when lapped at corners, Keywall gives full embedment without increasing thickness of the masonry joints.

When prospects visit the model homes of the John F. Long Home Builder, Inc. project, they see exciting displays of "hidden quality" products. Keywall is a strong selling point. Long makes sure his customers know all about the high crack resistance of walls reinforced with Keywall.



KEYSTONE STEEL & WIRE COMPANY, Peoria 7, Illinois

KEYWALL • KEYMESH® • KEYCORNER • KEYSTRIP • WELDED WIRE FABRIC • NAILS

Keywall comes in easy-to-handle 200-foot rolls, galvanized for rust-free storage. Made for the following wall thicknesses: 4", 6", 8", 10" and 12".



I would like to learn more about the effective crack-resistant qualities of Keywall masonry joint reinforcement. Please send me test reports and more complete information.

Name _____

Company _____

Address _____

City _____ State _____

Discover the swift sell of smart glazing with **quality glass** by **AMERICAN-SAINT GOBAIN**



SELL STRENGTH AND SAFETY

Use ASG Lustracrytal® where glass may get abuse. Sliding doors, and windows facing play areas call for the extra protection of this heavier glass. And Lustracrytal combines the economy of sheet glass with quality approaching that of polished plate.



SELL SPACIOUSNESS AND LIGHT

What's the most economical means of doubling a room's size and illumination? Mirrors, of course! You can turn an entrance foyer into a reception hall, a living room into a ballroom. And when you specify mirrors, be sure to get the quality of PLATE from AMERICAN-SAINT GOBAIN.



SELL COMFORT AND PRIVACY

Do some of your prospects feel that picture windows are less than a blessing? Then offer them ASG Lustragray®. This neutral-tinted glass cuts glare and solar radiation—without any sacrifice of vision from inside. From the street, Lustragray is more opaque. It ends that 'fishbowl' feeling.

Home-buyers don't take glass for granted—not even first-timers. They know what it can do to bring a house to life. They can judge quality without special know-how, because it's always on display—from inside and out.

Take advantage of your prospects' interest in glass. Make sure you can point with pride to *low-distortion* basic glazing. Don't accept less than **ASG LUSTRAGLASS®** quality in your pre-glazed sash.

Then consider the low-cost extras that glass by American-Saint Gobain can offer. With ideas like those below, you'll get more merchandising mileage per dollar than with any other material.

For full information, call your local glass jobber or the American-Saint Gobain district office nearest you.



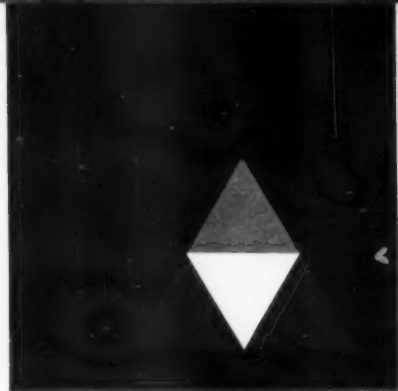
SELL BEAUTY AND INDIVIDUALITY

A narrow room-divider or a whole wall—the **BLUE RIDGE®** patterned glasses of ASG can bring light and luxury to commonplace rooms . . . need no surfacing or decorating. Visual effects are dramatic. Separated areas share light and space. And you can offer each prospect his own choice from over 30 distinctive **BLUE RIDGE** patterns and designs.



SELL CONVENIENCE AND EFFICIENCY

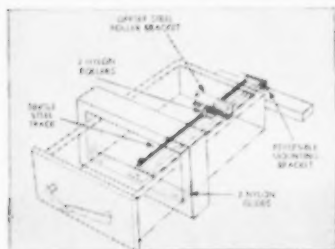
Do you have an area heating problem—in bathroom, playroom, etc.? Solve it—and sell it—with the finest in radiant heat: **BLUE RIDGE RA-GRID®**. This tempered glass heater plate with fused aluminum circuit is goodlooking, economical and completely safe. And **RA-GRID** operates at 100% efficiency, converting every bit of energy into usable heat. Call your electrical heating contractor for information.



AMERICAN-SAINTE GOBAIN CORPORATION

Dept. AB-12, 625 Madison Avenue, New York 22, N. Y.

1960 PRODUCT SHOW: AT THE SHERMAN

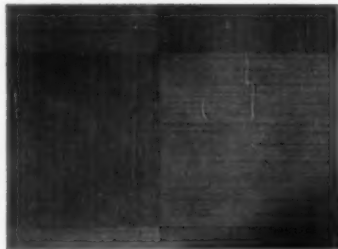


Mount on one track

This nylon-roller drawer slide uses one track which mounts under the drawer in the center of the cabinet. Single-track slide fits into unused space, and requires only 1/8" clearance on each side of drawer. Two nylon rollers and two nylon glides.

► Amerock Corporation
Booth Nos. 506-507—Sherman.

Circle No. J134 on reply card, p. 72



Gives walls custom look

Newest pattern in this vinyl wall tile, called "Striped-linen," has 3-dimensional appearance. Gives interiors a custom look. Tiles are 8"x8", in 8 colors. Tough and wear-resistant, they bend easily, can be applied to virtually any wall surface.

► The General Tire & Rubber Co.
Booth Nos. 510-511—Sherman.

Circle No. J137 on reply card, p. 72

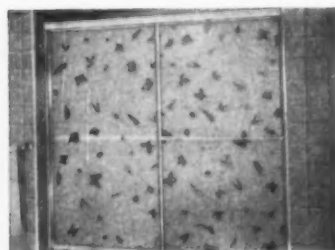


One dial controls shower

New Moen Dialcet provides complete water control for shower or bath with only one control. Rotating dial selects desired temperature, push-pull action determines volume. Functional design saves hot water. Replaceable, self-lubricated cartridge.

► Moen Faucet Div., Standard Screw Co.
Booth Nos. 552-553—Sherman.

Circle No. J140 on reply card, p. 72

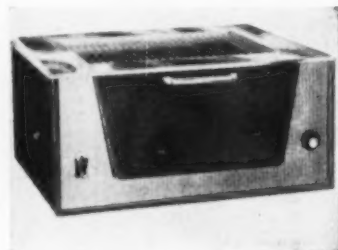


Add beauty to baths

Shown above is "Nature's Folly" a reinforced laminated fiber glass tub enclosure. Offers ultimate in convenience, safety and decor. Enclosure is shatter-resistant with brightly polished aluminum extrusions. Nylon bearings. Retail from \$109.95.

► Theodore Efran Manufacturing Co.
Booth Nos. 480-482—Sherman.

Circle No. J135 on reply card, p. 72



The barbecue comes indoors

Built-in barbecue grilles for 1960 have a "new look" design plus new Deep-tone gray wrinkle enamel finish. Novel twin element electric unit enables the cook to vary degrees of doneness at same time. Gas and charcoal fuel models available.

► Majestic Company
Booth Nos. 405, 436—Sherman.

Circle No. J138 on reply card, p. 72

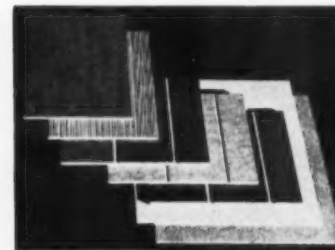


Grinds all left-overs

Food-waste disposer grinds such leftovers as bones and corn cobs into micro-size particles that will wash down drain. All-in-one Power-Pak mounts quickly, requires minimum maintenance. Features "cover control" operation, no back-splashing.

► National Rubber Machinery Co.
Booth Nos. 554-555—Sherman.

Circle No. J141 on reply card, p. 72

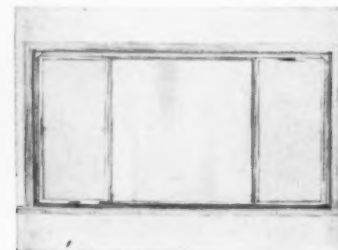


Hardboard line expanded

Weyerhaeuser has expanded its Weytex line of hardboards with new, striated, grooved and prefinished products. Shown above are many of the unusual surfaces available. In addition, a new prefinished hardboard is being added to the line.

► Silvatek Div., Weyerhaeuser Co.
Booth Nos. 565-566—Sherman.

Circle No. J136 on reply card, p. 72



Windows have plastic frames

Additional sizes and styles of the Plastiglide sliding window unit are now available. Units come in 4 sizes for living rooms and dining areas, with a center fixed lite and two flanking operating sash. Modern plastic units are condensation-free.

► Plyco Corporation
Booth Nos. 551-552—Sherman.

Circle No. J139 on reply card, p. 72




Railing comes in sections

Aluminum railing now comes in pre-assembled, pre-packaged sections. Can be joined together for desired length for porch, patio or steps. Automatically self-adjusting for level rail or for any pitch of steps. In 3', 4', 5', 6' sizes.

► National Aluminum Products Co.
Booth No. 414—Sherman.

Circle No. J142 on reply card, p. 72



**The house
the MASS MARKET
can afford!**



The bold and beautiful

NEW *Mustang*

*was planned to qualify
the huge house-hungry
mass market of America!*

Designed to sell with attached garage for **\$8070** plus mortgage financing and lot. The monthly payments for the Mustang are less than rent. For the first time a truly low-cost home with beautiful and varied designs. The Mustang is available in 12 models . . . Colonial, Contemporary, French Provincial, Ranch and New Orleans Colonial. Air conditioning can be included for less than \$300.

Get all the details about the hot new Mustang that you can sell to the mass market! Write! Wire! P. R. Thompson, Vice President, Sales, Department A-1, or phone PProspect 3-7550, Piqua, Ohio.

**INLAND[®]
HOMES**



INLAND HOMES CORPORATION

Plants in Piqua, Ohio; Hanover, Pa.; and **NOW CLINTON, IOWA**

© Inland Homes Corporation 1960

See us at the NAHB Show — Booth 412-413 — Sherman Hotel

1960 PRODUCT SHOW: AT THE SHERMAN

Choose any application

Plant-applied primer and finish coatings are designed for various methods of applications. Includes types suitable for curtain "flo-coat," roller coat, dip, spray, etc. For such surfaces as hardboards, basic woods, etc.

► The Arco Company
Booth No. 478—Sherman.

Circle No. J143 on reply card, p. 72

Home is expandable

The Franklin Expandable Mobile Home is easily placed on a permanent foundation and transformed into an expandable permanent home. Undergear is removable. Passes FHA and GI specifications. Has full wall and partition construction; 8' ceilings.

► Franklin Thrift Homes, Inc.
Booth No. 415—Sherman.

Circle No. J144 on reply card, p. 72

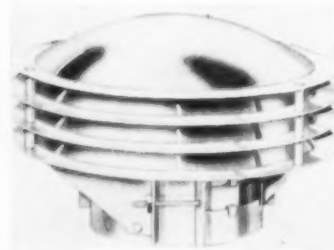


Vacuum system is built-in

Built-in vacuum system is a convenience extra in the home. Is easy to install and requires little space. The vacuum power unit can be placed in basement, garage or utility room. Inlet valves are located to assure unobstructed use and full coverage.

► H-P Products, Inc.
Booth No. 443—Sherman.

Circle No. J145 on reply card, p. 72

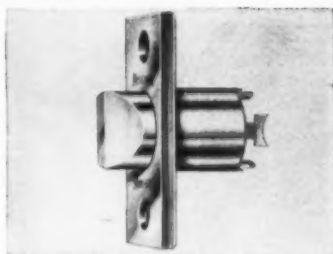


Vent cap is versatile

The all-new design of the Versacap insures top performance on double wall metal vents, standard chimneys, and any roof-terminated vent pipe. Adjustable collar fits pipe diameters from 3 to 8½ in. Eliminates down draft, is bird-proof and clog-proof.

► Leslie Welding Co., Inc.
Booth No. 505—Sherman.

Circle No. J146 on reply card, p. 72

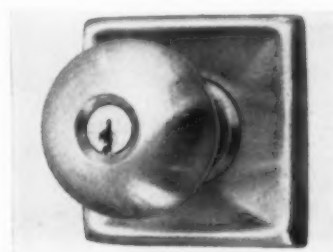


Complement brass, bronze

New nylon latch bolts have been added to line of residential cylindrical locksets. Designed for interior locksets, bolts are non-corrosive. Line is colored to complement brass or bronze finishes. Will go with almost any style of hardware.

► Russell & Erwin Div.
Booth Nos. 476-477—Sherman.

Circle No. J147 on reply card, p. 72

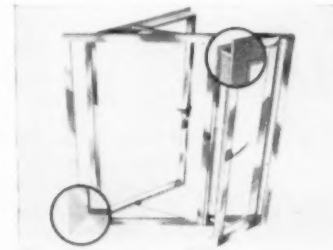


Lockset has concave rose

New lockset design "Jupiter" features round knob and 3" square, concave rose. Set is in 900 heavy-duty series, has treaded roses. Both knob and rose are .080" cold forged. Rose on outside is held by security pin; inside by nylock snubber.

► Challenger Lock Co.
Booth No. 517—Sherman.

Circle No. J148 on reply card, p. 72



Looks trim from outside

Trim, flush lines are featured in these projected aluminum windows. Have mitered vent corners. Heliarc welding assures rugged sections for commercial usage. Head of hopper vents and sill is ¼" solid metal, equal to tubular strength. Full range of sizes.

► Peterson Window Corp.
Booth No. 490—Sherman.

Circle No. J149 on reply card, p. 72

Seals out the weather

This Patio-rama door gives positive weather protection. Silicone-treated wool pile weatherstripping makes a door suitable for use under any climatic conditions. The jamb is completely sealed.

► Schlegel Manufacturing Co.
Booth No. 442—Sherman.

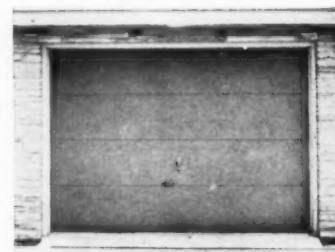
Circle No. J150 on reply card, p. 72

Heater has no hot wires

The Decor-Ray electric bathroom heater is unaffected by water splashes, has no hot wires, yet provides rapid, safe, effective heat. Thermostatically controlled, heater offers supreme comfort without noisy fans or drafty blowers. Colors will harmonize.

► Thermway Industries, Inc.
Booth No. 411—Sherman.

Circle No. J151 on reply card, p. 72

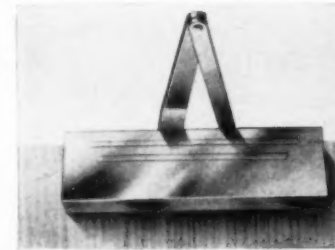


Flush type garage door

The growing popularity of the flush-type garage door is reflected in new styles now available. Split and water stain edges of plywood are eliminated with Wedge lock method of plywood application. Doors come with either torsion or stretch springs.

► Phenix Manufacturing Co., Inc.
Booth No. 435—Sherman.

Circle No. J152 on reply card, p. 72

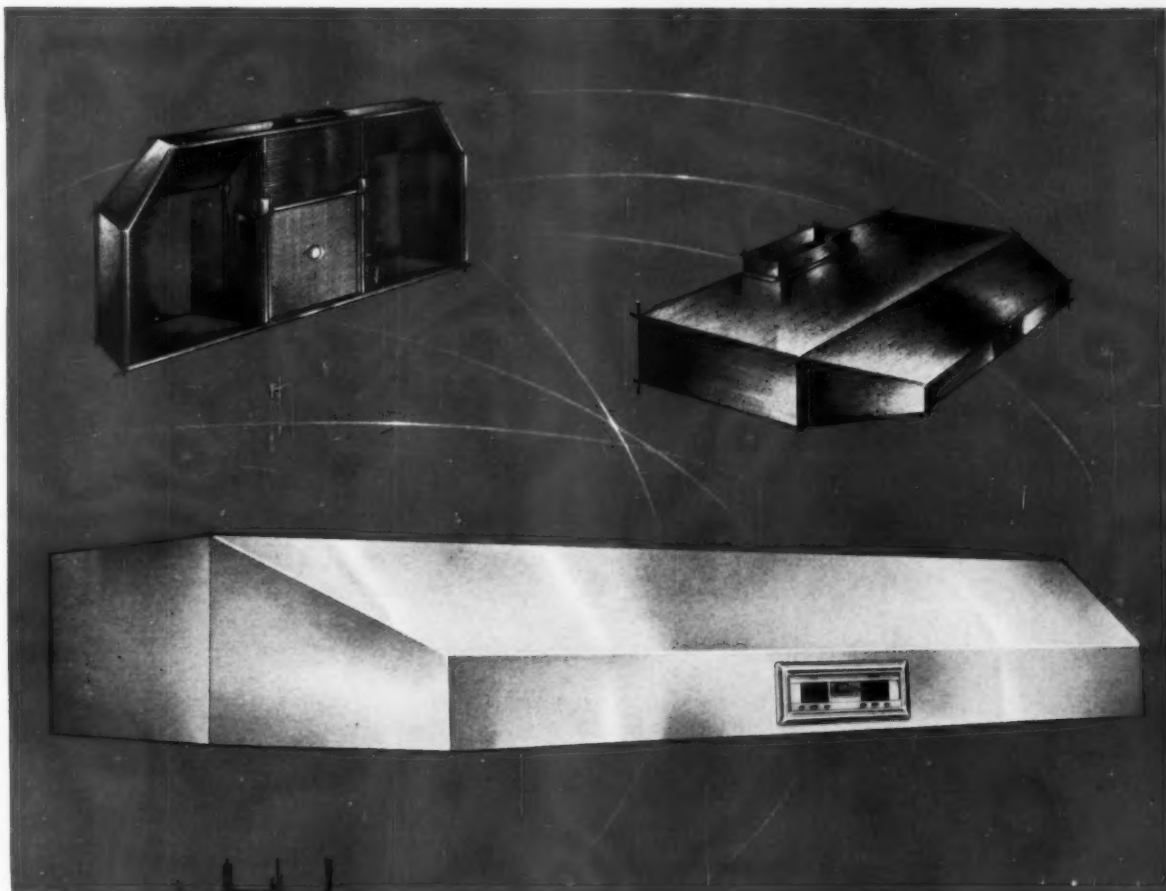


Concealed door closer

Closer can be mortised in one location regardless of degree of door opening. Makes "Hid-n-Rail" concealed door closer ideal for interior doors. Also available for surface mounting with attractive wrought cover in wide range of finishes.

► P. & F. Corbin
Booth Nos. 512-513—Sherman.

Circle No. J153 on reply card, p. 72



any way you look at it...

You make more profit on Lau Range Hoods. Lau hoods are priced to sell fast . . . install quickly. No profit eating call backs, either. Check these outstanding Lau features that benefit both you and the consumer and

you will agree that the "Champion" is a real competitor. • Eye catching contemporary styling • Top or rear venting and pre-wired to cut installation costs • Built-in diffused lights • Lifetime washable filter • Incomparable Lau Blower unit • Choice of gleaming silvertone or authentic copper-tone enamel finish • Available in a complete size range to fit any kitchen: 30", 36", 42" and 48". • Learn more about this profit maker today. Send the attached coupon for complete information on the Lau Champion and the new Lau Builder model Challenger Range Hoods.



Lau Builder Division, THE LAU BLOWER COMPANY
2027 Home Avenue, Dayton 7, Ohio, Department AB-10
Please rush me complete information on the fast
selling Lau Range Hoods.

Firm Name _____

Address _____

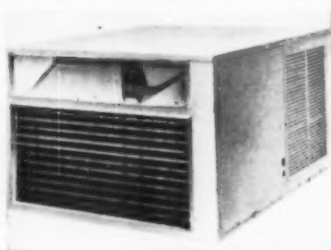
City _____ Zone _____ State _____

Person Requesting Information _____

WE ARE: (please check appropriate square)

Builders Architect Building Supply Dealer
 Distributor Electrical Contractor

1960 PRODUCT SHOW: AT THE SHERMAN

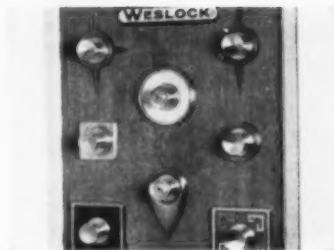


Heats larger residences

Three-ton heat pump is designed for large residences and apartments. In weatherproof cabinet for roof installation. Heats and cools through large diffuser or ductwork. Indoor and outdoor thermostats are automatic. Controls mounted in accessible box.

► Carrier Corporation
Booth Nos. 401-403—Sherman.

Circle No. J154 on reply card, p. 72

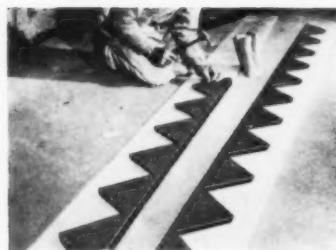


Door trim adds distinction

Eight door-trim designs have been added to this manufacturer's large and diversified line. They harmonize with manufacturer's locksets, "enhance any decor." Come in standard finishes, with a choice of backgrounds. For use with 5" backsets.

► Western Lock Mfg. Co.
Booth No. 433—Sherman.

Circle No. J157 on reply card, p. 72



Build stairs faster

Galvanized steel "Stairgides" are fastened to wood stringers to support risers and treads. Nailed to stringers through pre-punched holes. They make stair building five times faster. Different size stringers to accommodate both open and closed risers.

► The Bilco Company
Booth Nos. 521-522—Sherman.

Circle No. J160 on reply card, p. 72

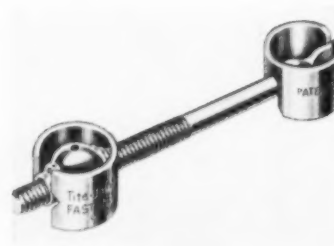


Colorants save time

Paint mixing takes less time with this new line of concentrated colorants. Can be used to tint interior or exterior types of emulsion paints, oil base paints plus special air drying coatings. Fifteen colors can produce any color in any desired finish.

► Pittsburgh Plate Glass Co.
Booth Nos. 426-427—Sherman.

Circle No. J155 on reply card, p. 72

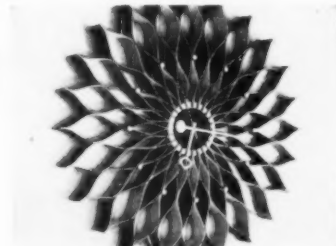


Joins pieces internally

Tite-Joint fasteners join materials internally. Assure flush joints that will not buckle; tighter than gluing. Used on laminated sink tops, counters, wood-joining jobs. Each pound of pressure on fastening tool exerts 500 lbs. on joint. Can be disassembled.

► Knappe & Vogt Mfg. Co.
Booth No. 516—Sherman.

Circle No. J158 on reply card, p. 72

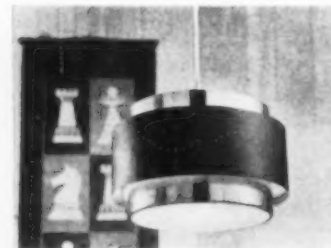


Clock conveys elegance

Boldly overscaled sunflower design of the #2261 wall clock is executed in contrasting plywood strips to create dramatic shadow-box pattern of lights and darks. Diameter is 30 in., depth is 3 in. Available with electric or eight-day wind movement.

► Howard Miller Clock Co.
Booth No. 518—Sherman.

Circle No. J161 on reply card, p. 72



Add dramatic lighting

Twelve new lighting fixtures in firm's "Enchante" line. Variety of styles in copper, brass, gold, teakwood and walnut. Include cylinder types, reel pull-down, pendant of triangular planes, bubble globes, clusters. Shown: "Bandbox," a cylinder type.

► Thomas Industries, Inc.
Booth No. 445—Sherman.

Circle No. J156 on reply card, p. 72

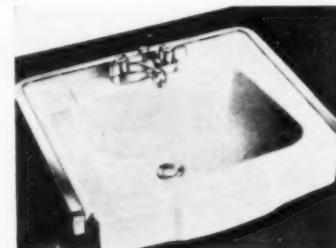


Eliminate storm windows

Double-hung, removable windows feature insulating glass in both sash. Eliminate need for storm windows. Have flat overhead balance for fingertip operation. Jambliner for maximum weathertightness. Flexible vinyl weatherstripping.

► CARADCO, Inc.
Booth Nos. 558-560—Sherman.

Circle No. J159 on reply card, p. 72



Features graceful styling

The Tyler, a new exposed-front, vitreous-china lavatory, features concealed front overflow, anti-splash rim, integral soap dishes, extra large bowl. Designed for countertop installation, measures 20 by 18 in., in either 4- or 8-in. drill. Six colors and white.

► Gerber Plumbing Fixtures Corp.
Booth Nos. 491-492—Sherman.

Circle No. J162 on reply card, p. 72

Builder-Designed FURNACES

WILLIAMSON

SPECIAL SERIES Gas and Oil Furnaces

- Exclusive *Seal-Tite** Design
- Interchangeable... Gas or Oil Fuel
- Factory assembled, wired and fire tested
- AGA Seal of Approval
- Designed for Air Conditioning
- 10 Year Factory Guarantee

A dramatic addition has been made to the Williamson Complete Product Line... the years ahead SEAL-TITE* design in a sleek, two-tone decorator gray cabinet for furnaces! These units have real consumer appeal. Engineered for maximum air flow with SEAL-TITE*... and, best of all... these units are dust tight!

Smaller and more compact per BTU than any other furnace with as many exclusive features!

Complete interchangeability... install temporarily with oil and when gas fuel is available, convert to gas with an AGA listed package!

Especially designed for use with Air Conditioning... addition of Coil and Outdoor Condenser converts units into a Yearound* Air Conditioner.

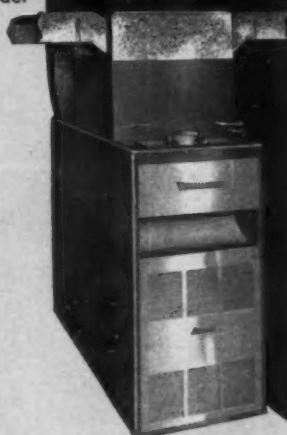
ALL UNITS ARE 22 1/2" WIDE

BTU	DEPTH (in inches)			HEIGHT (in inches)		
	HI-BOY OR COUNTER-FLOW	LO-BOY	HI-BOY	LO-BOY	COUNTER-FLOW	
75,000*	25	41	62	44 1/4	65	
100,000	29	47	62	44 1/4	65	
125,000	32	52	62	44 1/4	65	
150,000	35	55	62	44 1/4	65	
175,000	40 1/2	—	67	—	70	
200,000	45 1/2	—	67	—	70	

*Not available for oil fuel



Hi-Boy Model



Lo-Boy Model
with Air Conditioning



Counter-Flow Model

Years Ahead Design.

For detailed
information,
send coupon!

THE WILLIAMSON COMPANY
3330-Q-1 Madison Rd., Cincinnati 9, O.

I want more information on the new Williamson
Seal-Tite Special Series Furnaces.

Name _____

Address _____

City _____ Zone _____ State _____

THE SCHOLZ

MARK '60

"HOUSE OF THE YEAR"

House & Garden MARK '60



LIVING

FOR YOUNG HOMEMAKERS

MARK '60



Designed to generate interest and stimulate sales in your operation . . . you can draw on the tremendous impact of this program by building a Mark '60 in your community.

The most outstanding homes Don Scholz has ever designed . . . available in three models ranging from \$20,000 to \$60,000 including land . . . to be featured in both House and Garden and Living magazines . . . coupled with a million dollar advertising fund . . . part of which will be spent locally on your model.

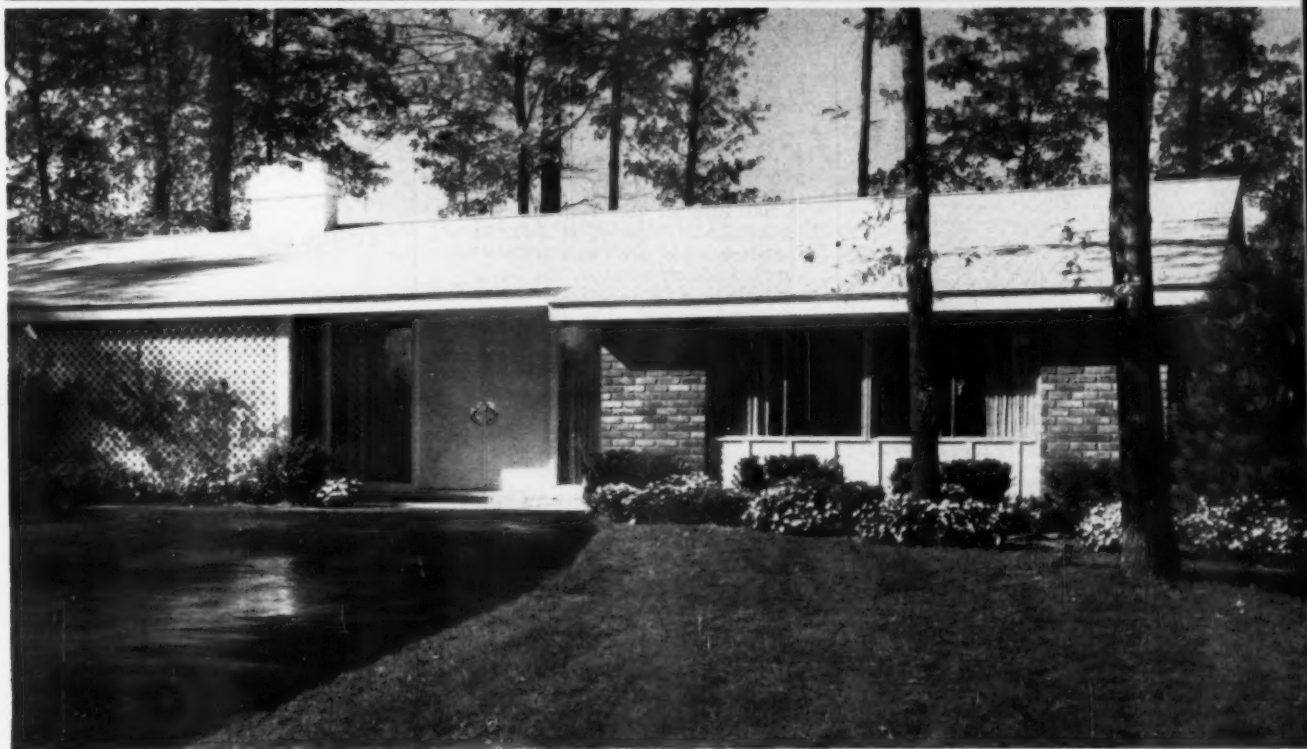
Your model will be listed in the magazine stories, featured in national advertising, share in many effective promotional programs and you will participate in direct advertising assistance.

Most of all . . . you will share in the reputation-flattering glory of the outstanding glamour house of the post war era.

The Mark '60 "House of the Year" program is for builders everywhere. The promotion begins in June . . . time is of the essence . . . call or write today.

SCHOLZ HOMES, INC. • 2001 N. Westwood • Toledo 7, Ohio • Phone: JE 1-1601

PLANTS: Toledo, Ohio • Wilmington, Del. • Durham, N. C. • Palm Beach, Fla. • Kansas City, Kans. • Greely, Col. • Houston, Texas • Long Beach, Calif.





in these charming
Wood-Burning
Majestic
THULMAN
Fireplaces



The multi-wall construction of this prefabricated fireplace (with chimney) allows it to be set right against wood or other combustible material with complete, permanent safety. Made entirely of corrosion-resistant alloys and stainless steel. Easy to install, it cuts the builder's cost, yet meets the demands of fireplace-minded buyers. Choice of mantel styles and surrounds.

Also available: Cost-saving Majestic-Thulman Class A all-fuel chimney for regular heating needs, as well as UL-listed Gas Vent Class B chimney for venting appliances. Attractive chimney top housings.

Write for details

The **Majestic** Co., Inc.
433 -B Erie Street, Huntington, Indiana

1960 PRODUCT SHOW: AT THE SHERMAN

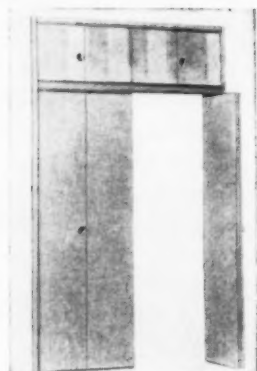


Flush doors cut costs

Ceiling-high hollow-core flush doors eliminate costly overhead framing. Does away with "air-trap" above door to allow full benefit of heating and a/c. Has 5½" lock-rail across full width. Size: 7'11". Can be end-trimmed 4" from top. In lauan, birch, hardboard.

► Simpson Logging Company
Booth No. 448—Sherman.

Circle No. J163 on reply card, p. 72



Closet front easy to set

Precision "20-minute" closet-front assembly comes braced, ready to set. One man can nail jambs to header and remove braces. Spring-loaded pivot brackets insure flush fit. Also has aluminum track, concealed flush-mounted hinges. In eight sizes.

► Precision Parts Corp.
Booth Nos. 514-515—Sherman.

Circle No. J167 on reply card, p. 72

Metallic laminates offered

Popular Panelyte line of decorative laminates has added another new pattern, Golden Wisp. Features tiny flecks of gold on a solid background of white, yellow, pink or beige. It is available in all standard distributor sizes in both standard and post forming grades.

► The Panelyte Division
Booth Nos. 468-469—Sherman.

Circle No. J164 on reply card, p. 72

Grain shows through color

A new trend—application of color on wood. Individualizes wood interiors for homes. Woods may be finished in bright or pastel colors with grain showing through. Interesting effects of color and texture make paneling appropriate for kitchen, family- or living rooms.

► Western Pine Association
Booth Nos. 541-542—Sherman.

Circle No. J168 on reply card, p. 72

Decorative effects

Surfaces take on the effect of textured wallpapers, leather, marble and a host of other wall treatments when multi-colored Plextone is used. Any combination of color particles can be applied simultaneously. The variety of effects is unlimited. Plextone is easy and economical to use.

► Plextone Corp. of America
Booth Nos. 451-452—Sherman.

Circle No. J165 on reply card, p. 72

Wood floor lays like tile

Hartco Flor-tile is a solid hardwood floor that lays like tile. Each 6"x6" block is composed of precision-milled 5/16" solid segments. Separate grain patterns give a parquet effect with strip-floor character. May be laid over various existing floorings. Also suitable for commercial installations.

► Tibbals Flooring Company
Booth No. 549—Sherman.

Circle No. J166 on reply card, p. 72

BONUS EXTRA . . .

See our private preview

of New Products for

1960. These products

won't be at the NAHB

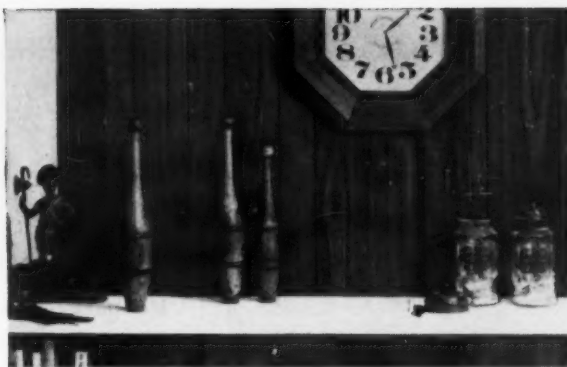
Show. They are "on

display" for you in our

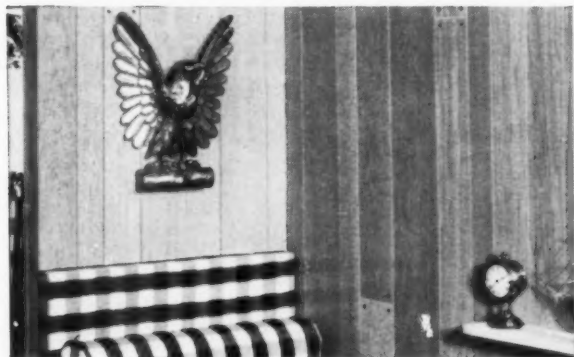
special Bonus Section.



Weldwood Standard Paneling



Weldwood V-Plank®



Weldwood Colonial V-Plank



Weldwood Plankweld®

PICK YOUR STYLE, PICK YOUR WOOD, PICK YOUR PRICE RANGE

Only Weldwood brings you real wood paneling prefinished so you can actually feel the difference.

It costs as little as \$36 — retail — to panel a full 12' x 8' wall in prefinished Weldwood V-Plank

Weldwood® prefinished paneling offers you a wide selection of fine woods grown in all parts of the world. From light, cheerful birch to the warmth of cherry to the rich, formal tones of walnut, there is a Weldwood prefinished paneling to suit every decorating scheme.

And they are available in several price ranges to meet your needs.

The following table gives you an idea of the range of woods and prices from which you may choose. Prices are retail for 48" x 96" Weldwood V-Plank in 1/4-inch thickness. Other woods, panel sizes, and specialty panels also available at competitive prices.

From \$12 to \$19 per panel (approx. retail)

Rotary Philippine Mahogany.....	\$12.00
Samara®.....	\$15.04
Charter Birch.....	\$17.60
Charter Oak.....	\$18.56

From \$19 to \$22 per panel (approx. retail)

Ribbon Philippine Mahogany.....	\$19.20
Nakora®.....	\$20.16
Charter Walnut.....	\$21.76
Birch.....	\$22.00

From \$24 to \$25 per panel (approx. retail)

Korina®.....	\$24.64
Cherry.....	\$25.28
Oak.....	\$25.28
Walnut.....	\$25.28



WOOD LIKE THIS doesn't just grow on trees. Weldwood puts it through 18 distinct finishing steps to make each panel as smooth and rich and perfect as a fine piece of furniture. There's no other wood paneling quite like it. You can actually *feel* the difference.

See Weldwood paneling at your lumber dealer's or any of 124 Weldwood branch showrooms throughout the United States and Canada.

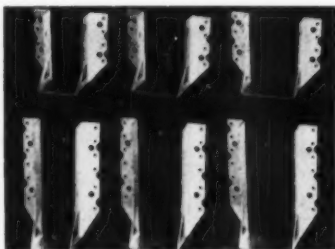
WELDWOOD WOOD PANELING

United States Plywood

1960 PRODUCT SHOW

AT THE COLISEUM

A look into 1960...
and the products you'll
want . . . to keep
ahead of the field. The
NAHB Convention will
feature these at the
Coliseum in Chicago.



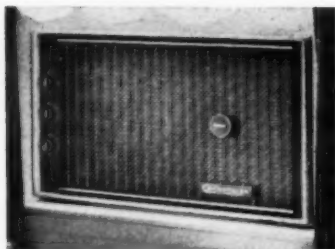
Hangers cut labor costs

Joist and beam hangers are now designed for 3x6 to 3x14 and 4x6 to 4x14 structural wood members. Also for double 2x6 to double 2x14 members. Can save up to 50% installation costs. Eliminates notching, ledger stripping, shimming.

▶ Timber Engineering Co.

Booth No. 871—Coliseum.

Circle No. J169 on reply card, p. 72



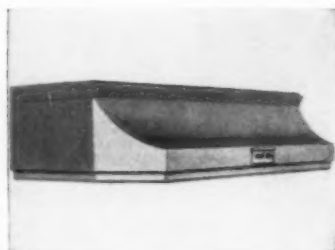
A/C fits anywhere

"Slender" series of air conditioners range from 7,000 to 12,000 BTUH. Only 17 3/4" deep, can be mounted flush inside or outside. Are 16 3/4" high, 27" wide for regular, double-hung windows. Two reverse-cycle models give supplemental heating.

▶ Chrysler Corp., Airtemp Div.

Booth Nos. 841-842—Coliseum.

Circle No. J172 on reply card, p. 72



Does away with ducts

Charcoal converter changes Broan Dual Blower range hood to a ductless-type hood. Simply fasten the 1 1/2" "add-on" converter to top of ventilating unit. Draws cooking vapors into aluminum filters, then into charcoal filter bed. Removable.

▶ Broan Manufacturing Co., Inc.

Booth Nos. 975-976—Coliseum.

Circle No. J170 on reply card, p. 72



Has snap-in bead

"Keydor" aluminum glass sliding door has snap-in bead for reglazing. Also features double weathering at interlock, complete weathering at lead stile and top and bottom rails. All sliding and fixed vents are of tubular construction.

▶ Dina Pak Corp.

Booth No. 913—Coliseum.

Circle No. 173 on reply card, p. 72



Film is moisture barrier

A 4-mil sheet of polyethylene film under concrete slab prevents moisture-vapor transmission, makes concrete waterproof. Also serves as an effective moisture barrier around foundations below grade, in side walls, under floors, and as flashing.

▶ E. I. du Pont de Nemours & Co.

Booth Nos. 833-835, 862-864—Coliseum.

Circle No. J171 on reply card, p. 72



Heat loss cut in half

Free-flowing Water-Repellent Masonry Fill Insulation pours directly from bag into cores or cavities of cement block or cavity walls. Fill is effective water repellent. Reduces heat loss by 50%. Average cost is about 1/2 of other insulating methods.

▶ Zonalite Company

Booth No. 722—Coliseum.

Circle No. J174 on reply card, p. 72

AMERICAN BUILDER

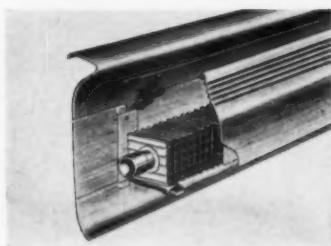


Needs no cabinet space

No cabinet space for venting is needed with this back-vent kitchen range hood. A two-speed horizontal squirrel-cage exhaust is underneath canopy. Hood has dual recessed lights and aluminum filter. Comes in colors, steel, or enamels.

▶ Roberts Manufacturing Co.
Booth Nos. 812-815—Coliseum.

Circle No. J175 on reply card, p. 72



Wood-grain covers pipes

This simulated wood grain baseboard pipe cover is designed for use in wood-paneled living rooms, dens, and recreation rooms. Available in unbroken lengths from two to 20 feet for wall-to-wall, splice-free, simple installation.

▶ Edwards Engineering Corp.
Booth No. 758—Coliseum.

Circle No. J178 on reply card, p. 72

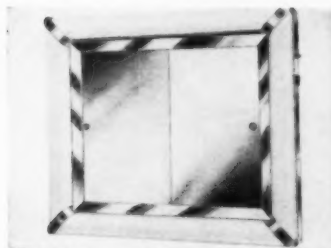


Ranch has 3 bedrooms

The Clayton Ranch-style economy home features three bedrooms and a 12'14" x 22'11" living room. Kitchen is designed in space-saving plan. Several floor plans are available including slab or basement versions. Sells for \$11,500 to \$13,500.

▶ Harnischfeger Homes, Inc.
Booth Nos. 953-955—Coliseum.

Circle No. J181 on reply card, p. 72

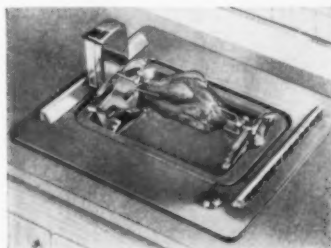


Mirror lights four ways

A 4-way switch provides selective lighting on this Mod-U-Lite bathroom cabinet. All four sides may be illuminated, eliminating blind spots when shaving or applying makeup. Side reflector eliminates glare. Ample storage space provided.

▶ General Bathroom Products Corp.
Booth No. 878—Coliseum.

Circle No. J176 on reply card, p. 72



Rotisserie easily installed

First gas rotisserie is designed for surface installation. Combines barbecuing, broiling, and grilling. It is easily installed in non-kitchen locations such as patios, recreation rooms. Motor-driven spit. No exhaust system is needed.

▶ Geo. D. Roper Corp.
Booth Nos. 791-792—Coliseum.

Circle No. J179 on reply card, p. 72



Staples with low pressure

The lightweight Duo-Fast Staple Nailer, S-762, drives 16-gauge staples as long as 1½ inches. Uses air pressure as low as 60 psi. The staples are FHA-approved for attaching various sheathings, roof decks, sub-flooring and gypsum lathe.

▶ Fastener Corporation
Booth No. 981—Coliseum.

Circle No. J182 on reply card, p. 72

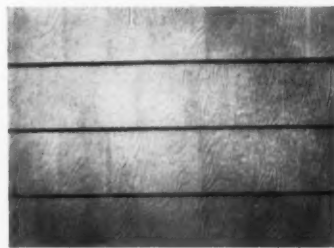


Digs variety of ditches

The new 12-horsepower Ditch Witch cuts trenches to 5' depths and 12" widths in any soil. Model M-322 has a variety of uses: foundation footings, sewer laterals, double-cut trench field drains, cable installations. The engine is air-cooled.

▶ Witch Marketing Co.
Booth No. 990—Coliseum.

Circle No. J177 on reply card, p. 72

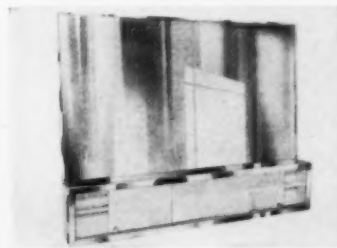


Siding has grain texture

A new natural grain texture has been applied to Ruberoid's Vitramic all-mineral siding. Vertical texture lines make each panel appear to be three individual panels; also helps conceal joints between panels. In white and six colors.

▶ The Ruberoid Co.
Booth Nos. 707-708—Coliseum.

Circle No. J180 on reply card, p. 72



No wall opening is needed

Vanity Mirror with compartment features a 42" x 24" plate-glass mirror framed in stainless steel. A 4" deep shelf is atop compartment, which is 42" wide x 7" high x 4" deep. Magnolite glass doors. Surface-mounted model needs no wall opening.

▶ The F. H. Lawson Co.
Booth No. 817—Coliseum.

Circle No. J183 on reply card, p. 72

1960 PRODUCT SHOW: AT THE COLISEUM



Saves bathroom space

Off-the-floor bathroom fixtures are designed for economical installation in home. Convenient to clean, sanitary. Can be solution to attic and basement additions. Includes lavatory, toilet and end-outlet tub. In six pastel colors.

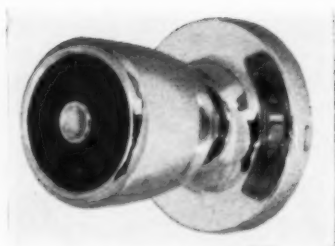
► Chicago Pottery Co.
Booth No. 775—Coliseum.
Circle No. J184 on reply card, p. 72



Ovens have new look

Use of transparent plastics, dials superimposed on the plastic, and full glareless lighting give a "deep look" to control panels of these electric and gas built-in ovens. Units have a wider oven door and use furniture-finished wooden bar door handles.

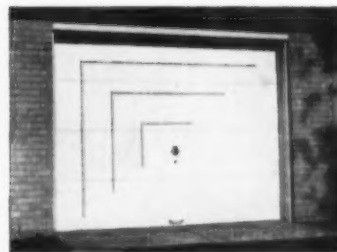
► Preway, Inc.
Booth Nos. 807-808—Coliseum.
Circle No. J187 on reply card, p. 72



Lockset is panic proof

In case of fire or other emergency, doors equipped with this lock-set can be quickly opened by a turn of the knob in either direction. Locksets feature modern styling and come in a variety of finishes to suit room decor.

► National Lock Co.
Booth 765, 766—Coliseum.
Circle No. J190 on reply card, p. 72



Moulding makes design

Sectional wood garage doors are designed for low-cost installation. Fit flush on one side. Plain small mouldings may be applied for simple architectural effect. Framed glazed windows available in wide selection. Adaptable to any type home.

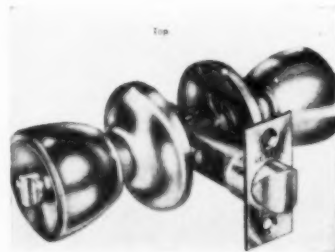
► Wagner Manufacturing Co.
Booth No. 979—Coliseum.
Circle No. J185 on reply card, p. 72



Put family name on clock

Recessed clock features family or business name in 3-dimensional letters. Easily mounted on any wall surface, in brass, copper, chrome or black finishes. Standard dial sizes, in electric, eight-day or battery movement. Comes with template.

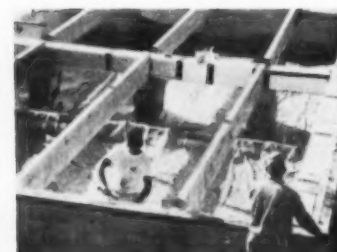
► R & H Guarantee Products Co.
Booth No. 899—Coliseum.
Circle No. J188 on reply card, p. 72



Privacy for inside doors

Privacy lock set features pushbutton lock for interior locks. The push-button is on the inside, and the set comes with an emergency key. Interior parts are cold-rolled steel, exteriors are brass, bronze, or aluminum—in three designs.

► Dexter Lock Div.
Booth 977—Coliseum.
Circle No. J191 on reply card, p. 72



Reduces moisture in home

Polyethylene plastic sheeting applied to crawl space will eliminate excessive moisture vapor. Easy and inexpensive to apply. Shatterproof, won't rot or peel. Can also be used in walls, under subfloors, slab. Lasts lifetime of building.

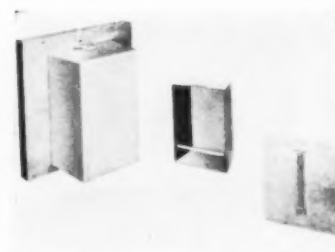
► Plastics Div., Visking Co.
Booth No. 879—Coliseum.
Circle No. J186 on reply card, p. 72



Makes cooking automatic

Drop-in gas surface burners save space, add to cooking convenience. Controls are top-mounted. Center simmer burners assure a more even flow of heat. "Burner with a brain" makes every pan an automatic cooker. In chrome or porcelain enamel.

► Whirlpool Corporation
Booth Nos. 838-840, 857-859—Coliseum.
Circle No. J189 on reply card, p. 72



Forms beam pockets

Forming beam pockets is easy with new metal beam pocket. Made of heavy-gauge steel: light, easy to handle. Adaptable to beam depths 6", 8", 10", and 12". Shaped for easy stripping. Consists of formed clamp and pocket. Price: \$4.95.

► Simplex Forms Accessories, Inc.
Booth No. 946—Coliseum.
Circle No. J192 on reply card, p. 72.

Why so many builders are buying so many Bergers



SPEED-A-LINER DUMPY LEVEL — Model 190 — 18-power internal focusing 11½" telescope. Understung level vial fully protected. Built-in sunshade. Enclosed 4-screw leveling head. \$69.95*



MASTER BUILDER CONVERTIBLE TRANSIT-LEVEL — Model 320 — Big instrument performance at moderate cost. 22-power telescope; coated optics, 3-ft. short focus. Powerful leveling lock. \$229.50*



HEAVY DUTY 12" DUMPY LEVEL — Model 150 — 24-power coated optics, 12" erecting internal-focusing telescope. Dust protected horizontal circle. Vernier reads to 5 min. \$174.95*



SPEED-A-LINER TRANSIT-LEVEL — Model 290 — New brilliant 18-power optical system. Horizontal circle; vertical arc. Positive telescope level lock. \$112.50*



SERVICE TRANSIT-LEVEL — Model 143 — 12-power erecting telescope with rack and pinion focusing. Reinforced one-piece yoke frame. Telescope and plate vial for constant level control. \$99.95*
*Prices include stiff leg tripod, plumb bob and case—F.O.B. Factory

Other Berger low-cost, easy-to-use instruments include: Service Dumpy Level \$59.95; Duplex Tilting Level \$79.95; Sight 'n' Surface Pocket Level \$3.85.

If you were to compare "notes" with builders who use Berger transits and levels, here's what you'd hear:

From Ralph Rich, F. D. Rich Co., Stamford, Conn. "Our Berger 12" Dumpy Level gave us real dollar savings in time and materials on a million dollar court house. Specifications were really tight but we checked out floor grades without any trouble. Same for floor heights, door heights, outside stone-work lines and grading. We've been using Bergers for years. They've never let us down."

And Richard A. Krueger, Krueger Bros., Needham, Mass. "The Berger we bought paid for itself on just 3 houses. Here's how: we figure a clear saving of \$60. per house on labor, gravel and cement by getting on-the-button accuracy in measuring excavation depths, establishing foundation heights and grades for drainage and streets. Focusing is quick and easy; optics are clear as crystal."

F. E. Fitzpatrick, Building Contractor of Westwood, N. J. "My Berger Convertible paid for itself on this job alone. So far, I've used it for leveling foundations, setting forms, locating buried survey stakes, setting the first course of

siding and establishing some tricky grades."

A. Freed, Homestead Construction Co., White Plains, N. Y. "I find the Berger particularly easy to set up. It's a fact that our accuracy in measuring and our savings on labor have long since paid for its cost."

So it goes, with builder after builder on job after job. For they've all learned that the true cost of a transit or level can only be measured by its day-in and day-out performance. And by that standard, builders everywhere agree there's no better buy than a BERGER. We hope you'll own one soon. You'll be glad when you do. Write for details.

C. L. BERGER & SONS, INC., 47 Williams St., Boston 19, Massachusetts

THE BEST IN  IS **BERGER**
ENGINEERING AND SURVEYING INSTRUMENTS... SINCE 1871



No. 5225



No. 5222



No. 5224



No. 5223 LB

◀ *Newest of the New!*

FOUR SPECIFICATION GRADE COMBINATION QUIET SWITCHES

You've been waiting for!

LEVITON is the first to bring you four entirely new devices in the combination duplex line... the now popular mechanical Quiet Switch in combination with power outlets or pilot lights. The Quiet Switches are all precision-balanced with heavy special silver contacts, magnetic arc-snuffing action. The movement? So quiet you can hardly feel it!

The features? All these:

U-GROUND POWER OUTLETS offer maximum safety. Conform to N.E.C. requirements. Also accepts any 2-wire plug.

ALL POWER OUTLETS have bronze double-wiping contacts for longer life and pressure grip. Can be wired independent of, or controlled by switch.

PILOT LIGHT takes standard S-6 candelabra lamp that's easily unscrewed. Nickel-plated protective hood over lamp.

RUGGED CONSTRUCTION! Base molded of brown phenolic... covers of either brown phenolic or ivory thermosetting plastic. Heavy gauge rustproofed underslung steel strap is riveted through cover and body to form a permanent assembly.

EASY TO INSTALL! Large head No. 8 terminal screws have deep milled slots for easy wiring. Accommodate up to No. 10 conductors. Wiring diagram furnished with unit. Wide plaster ears on strap make wall alignment easier.

ECONOMY! Save installation costs and wall space—single gang box and wall plate are all that is needed.

- | | | | |
|--|--|---|---|
| <p>No. 5225
SINGLE POLE Quiet Switch with U-GROUND OUTLET
Rating
Quiet Switch: 15A-120V AC only
U-Ground Outlet: 15A-125V</p> | <p>No. 5222
SINGLE POLE Quiet Switch WITH POWER OUTLET
Rating
Quiet Switch: 15A-120V AC only
Power Outlet: 15A-125V</p> | <p>No. 5224
TWO SINGLE POLE Quiet Switches ON SAME CIRCUIT
Rating
Quiet Switches: 15A-120-277V AC only</p> | <p>No. 5223 LB
SINGLE POLE Quiet Switch with PILOT LIGHT
Rating
Quiet Switch: 15A-120V AC only
Pilot Light: 75W-125V</p> |
|--|--|---|---|

Listed by Underwriters' Laboratories, Inc.

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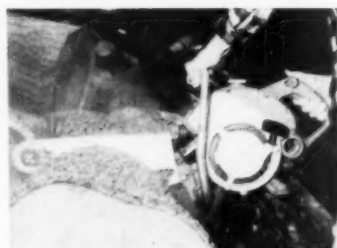
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LEVITON MANUFACTURING COMPANY, Brooklyn 22, N. Y.

Chicago • Los Angeles • Leviton (Canada) Ltd., Montreal

For your wire needs, contact our subsidiary: American Insulated Wire Corporation

1960 PRODUCT SHOW



Saws carry year's guarantee

Two five-horsepower chain saws are featured. One has a straight bar; incorporates the exclusive roller bearing nose guide. The other is a direct drive pinchless saw designed to prevent binding. In lengths up to 36-inch.

► Remington Arms Co., Chain Saw Div. Booth No. 861—Coliseum.

Circle No. J193 on reply card, p. 72



Concealed waste basket

A hardwood base cabinet conceals a large plastic waste basket. The new unit answers the need for a large kitchen wastebasket which will be handy but which can be kept out of sight. Basket is 11"x15"x20" deep.

► Mutschler Brothers Co. Booth No. 798-799, 822-823—Coliseum.

Circle No. J194 on reply card, p. 72

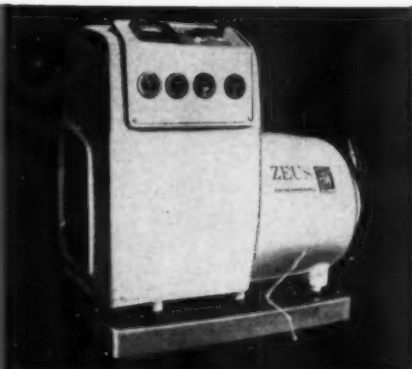


This chimney wowed Ivan

This tile lined chimney was part of the well received typical American home exhibited at the Moscow Trade Fair. Russian laborers were able to install it in less than three hours. It is UL tested and approved for coal, oil or gas.

► Flintkote Co., Van Packer Div. Booth Nos. 956-960—Coliseum.

Circle No. J195 on reply card, p. 72



POSITIVE PMA® POWER
BY BORG-WARNER

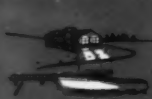
NEW 3000 WATT

ZEUS

Electric Power Supply

**NO BRUSHES
NO SLIP RINGS
NO COMMUTATOR**

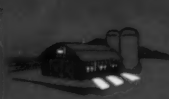
Now... the all-new ZEUS GW-300 model—3000 watts of quiet ac electricity you can depend on...anytime...anyplace. The missile flight proven Permanent Magnet Alternator® connected to a rugged gasoline engine delivers full power rating hour after hour without voltage loss or overheating. Less maintenance is required because there are no brushes, slip rings or commutator to wear out. Non-integral fuel tank permits longer running time without refueling. Simply converted to butane-propane or natural gas if required. You get more power with less maintenance at lower cost with the powerful ZEUS Model GW-300. Write for complete details today.



CABIN • BOAT



EMERGENCIES



FARM



Rugged 1250 WATT Models also available!!



PESCO PRODUCTS DIVISION
Borg-Warner Corporation
3310 Vanowen Street • Burbank, California
24700 No. Miles Road • Bedford, Ohio

1960 PRODUCT SHOW: COLISEUM

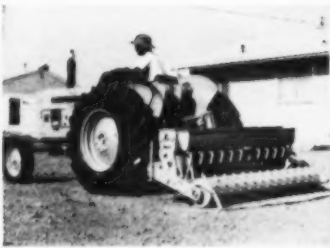


Hoods come in colors

Ventilating hoods are now color-coordinated to match Caloric built-in gas ranges and sinks. Come in yellow, pink, turquoise, coppertone, stainless. Hoods have twin lights, double blower fan and built-in filter. Sizes: 30", 36" and 42". Finger tip control.

▶ Caloric Appliance Corp.
Booth Nos. 793-794—Coliseum.

Circle No. J196 on reply card, p. 72



Does 7 jobs in one trip

In one trip this 265 Landscape Seeder levels and prepares seedbeds, spreads fertilizer, distributes seed. Unit also breaks clods, compacts soil, covers seed and aerates on the same trip. It will fit on any tractor with 3-point hitch.

▶ John Deere Industrial Div.
Booth Nos. 843-845—Coliseum.

Circle No. J199 on reply card, p. 72

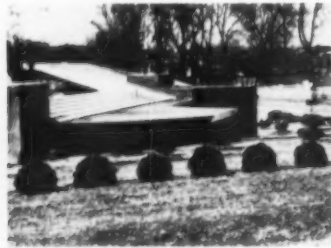


Power for portable shaper

Carving and shaping tool does jobs with power that previously could be done only by hand. Available with beading bits in 5 sizes, inlay cutters, spindle carving cutter arbors, rounding over bits, radius cutters. Cuts grooves on curved surfaces.

▶ Black & Decker
Booth No. 865—Coliseum.

Circle No. J202 on reply card, p. 72



Roof has visual appeal

Bermuda horizontal seam construction adds visual appeal to Seamless Terne roofing. Small roof areas give appearance of spaciousness with Bermuda design. Terne, an alloy of lead and tin on base of sheet steel, is maintenance free.

▶ Fallansbee Steel Corp.
Booth Nos. 805-806—Coliseum.

Circle No. J197 on reply card, p. 72



Cuts down installation cost

There are no moving parts to wear out in the Heetaire electric baseboard heater. "Thrift-trim" has two completely sheathed elements to give instant heat. Heater may be mounted either flush to wall or semi-recessed without disassembling.

▶ Markel Electric Products, Inc.
Booth No. 911—Coliseum.

Circle No. J200 on reply card, p. 72

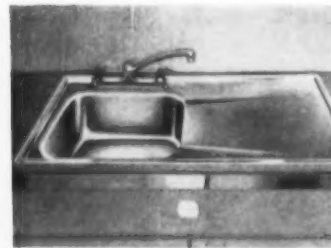


Meets many needs

This versatile sander is designed to meet the requirements of the custom home builder. Its induction motor features direct drive. Counterweight is enclosed for longer tool life. Abrasive changing is quick and simple for the user.

▶ Cummins Div., John Oster Mfg. Co.
Booth No. 877—Coliseum.

Circle No. J203 on reply card, p. 72

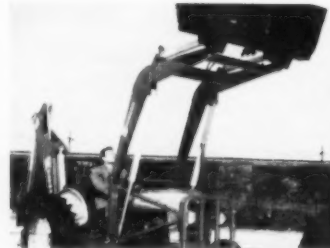


Sink clicks into place

The Kay-Cee stainless steel sink inserts are permanently installed with no screws or bolts. Gripper strips are nailed into counter opening and sink clicks into place. Sink and drainboard are one unit. Dropped in 3/4" below countertop.

▶ Ductless Hood Co., Inc.
Booth No. 938—Coliseum.

Circle No. J198 on reply card, p. 72

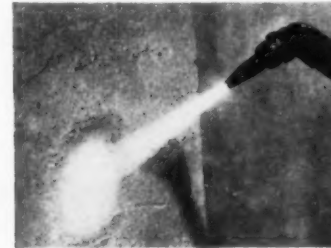


Digs, loads simultaneously

A tractor-mounted front end loader and a power digger are both supported by a common subframe. Permits simultaneous operation of both units. Loader lifts to 10'8" with 2,500 lb. capacity. Digger force is 19,250 lbs. Detaches in two minutes.

▶ Sherman Products Inc.
Booth Nos. 853-854—Coliseum.

Circle No. J201 on reply card, p. 72



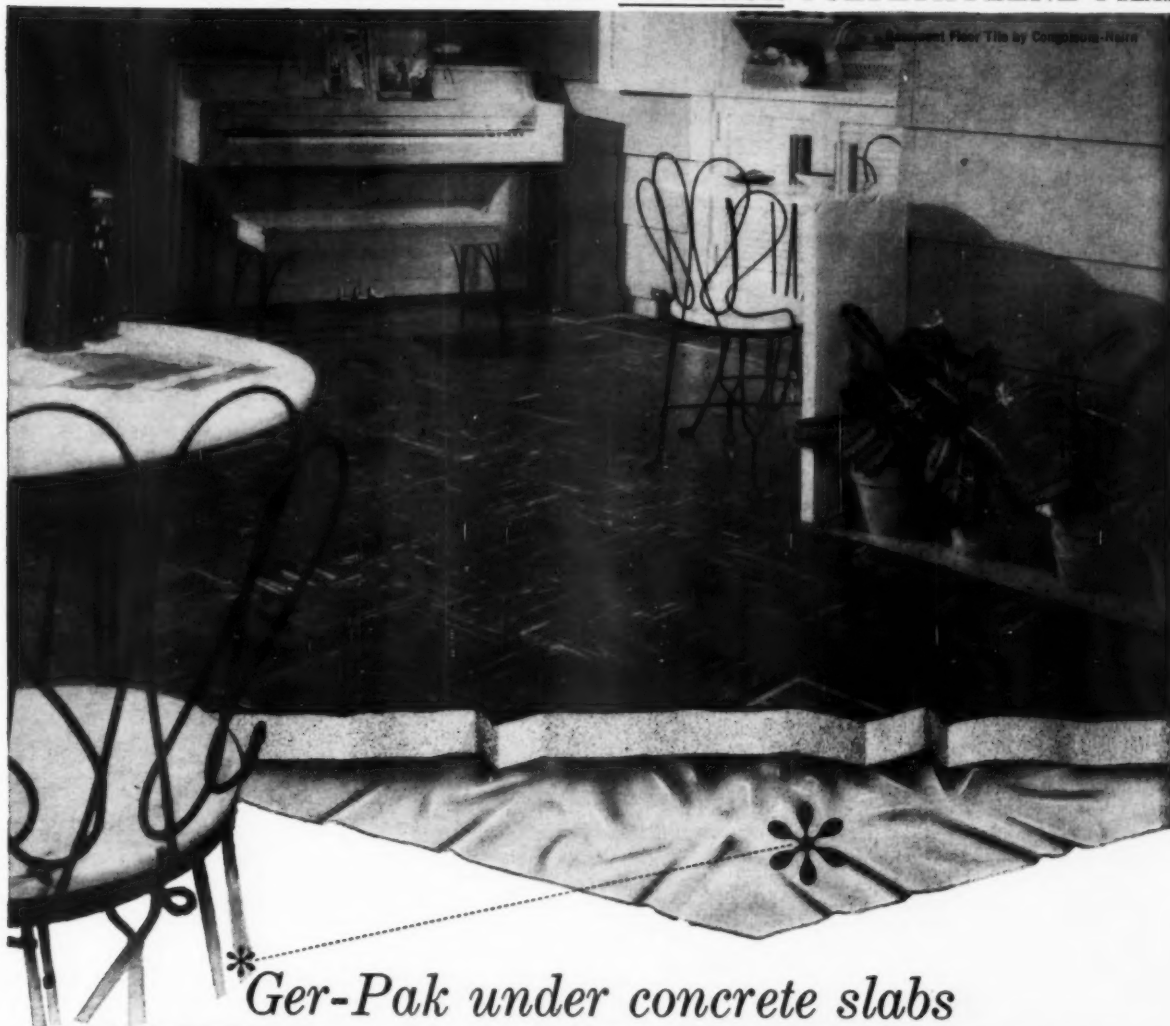
Concrete has air cells

Light-weight cellular concrete is made of Betocel mix. Filled with millions of non-connecting plastic-lined air cells. Is 100% incombustible; soundproof, impervious to moisture. Easy to prepare. Use for roof decks, pre-cast and tilt-up panels.

▶ Reflectal Corp., Borg-Warner
Booth Nos. 712-717, 728-733—Coliseum.

Circle No. J204 on reply card, p. 72

Ger-Pak—THE SHORT WAY TO SAY SUPERIOR POLYETHYLENE FILM



*Ger-Pak under concrete slabs **KEEPS BASEMENTS DRY!**

Build extra value and lasting satisfaction into every home by ending the age-old problem of damp floors! GER-PAK Virgin Polyethylene Barrier Film is the barrier material that controls *water-vapor transmission* and will last the life of the building!

Lightweight, easy to handle and inexpensive, GER-PAK Film is specified by architects and used by builders across the country who want unmatched water-vapor protection in basements and side-walls as well as superior dust sealing between floors.

What's more, GER-PAK Film is ideal for protecting material and equipment from the weather...

GER-PAK®

Virgin Polyethylene Film

GERING PLASTICS division of STUDEBAKER-PACKARD CORP. Kenilworth, N.J.

to close in unfinished doors and windows ... as painting drop cloths ... plus dozens of on-the-job uses.

And GER-PAK Film offers the widest range of widths — from 12-inch for flashing all the way up to 40-foot. Available in CLEAR, BLACK and special opaque WHITE. See our catalog in Sweet's File or ask your dealer today.

DESIGNED TO MEET FHA REQUIREMENTS



Look for your GER-PAK distributor under Plastics and Plastics Products

—CLIP AND MAIL NOW FOR FREE SAMPLES!

GERING PLASTICS division of STUDEBAKER-PACKARD CORP. Kenilworth, N.J.

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Please send me without obligation:

FREE samples and brochures of GER-PAK Film and Miracle Tape for joining film.

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Company

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City.....Zone.....State.....

1960 PRODUCT SHOW: COLISEUM



Moves earth on slopes

High-capacity earthmoving on slopes and banks is purpose of this hydraulic bullgrader, 85¼" wide. Designed for mounting on T-340 crawler-tractor. Two levers control wide angles and heights. Blade can be set 11 ¾" below grade, 35" above grade.

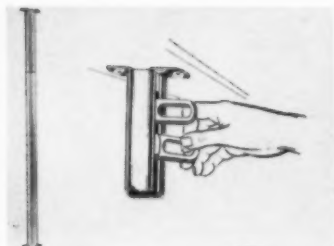
▶ International Harvester Co.
Booth Nos. 846, 851-852—Coliseum.
Circle No. J205 on reply card, p. 72



Insulation has many uses

Plastic insulating material comes in regular and self-extinguishing types, in wide variety of sizes, shapes and forms. Odorless, non-toxic, strong. Unaffected by water vapor. Goes on foundation walls, in slabs. Excellent base for plaster, cement.

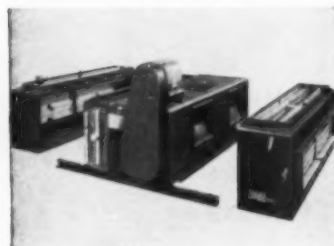
▶ Uni-Crest Div., United Cork Cos.
Booth No. 759—Coliseum.
Circle No. J208 on reply card, p. 72



Closet bar adjusts

Convenient adjustable nickel-plated steel closet bar may be used with regular clothes hangers. It may also be equipped with easy sliding snap-in nylon glides which prevent crossing of hanger hooks. Various sizes make maximum extension to 120" possible.

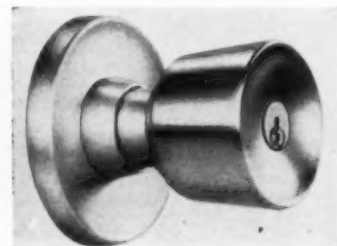
▶ Hardware Div., The Stanley Works
Booth Nos. 800-803, 818-821—Coliseum.
Circle No. J211 on reply card, p. 72



Utilizes rejected heat

New condensing unit uses rejected condenser heat for heating and ventilating. Blower type, air-cooled unit can also be used for exhaust purposes. Mount on ceiling, platform or floor, in minimum space. In seven models, eight unit arrangements.

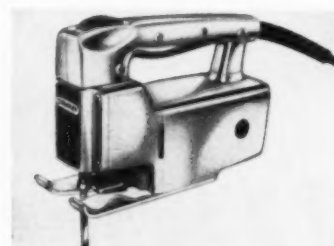
▶ McQuay, Inc.
Booth No. 906—Coliseum.
Circle No. J206 on reply card, p. 72



Come in all finishes

Produced in all finishes including stainless steel . . . two new Sentry-Lock knob and rose designs. They're available in all functions and finishes. Called the Saybrook and Derby, the combinations are adaptable to all Sentry-Lock decorative escutcheons.

▶ Sargent & Company
Booth Nos. 705-706—Coliseum.
Circle No. J209 on reply card, p. 72



Speed of saw saves time

The extra heavy-duty sabre saw cuts full 2" lumber and has full ball and needle bearing construction. The powerful motor runs at 3600 rpm. Base is chrome plated for smooth sliding over work surface. Saw has 4 blades for wood, metal, flush and right angle cutting.

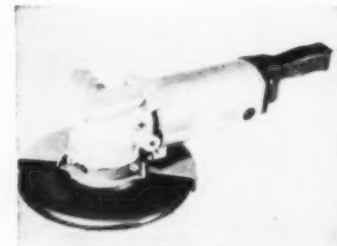
▶ The Stanley Works
Booth Nos. 800-803, 818-821—Coliseum.
Circle No. J212 on reply card, p. 72



Attachment rinses hair

A new lavatory faucet, Model 570 series Lava-spray, with all the Delta Single Handle Ball Faucet features, offers a hair-rinse spray attachment. Also includes a dispenser for hand cream, soap, lotion, or shampoo. Faucet fits standard mounts.

▶ Delta Faucet Corp.
Booth No. 968—Coliseum.
Circle No. J207 on reply card, p. 72



Does heavy jobs

High-speed sander-grinder power units for heavy uses come in two new models. Model 539 is recommended for 9" discs and wheels; the 540 for 7". Magnesium alloy housings add toughness without weight. Convenient trigger switch on rear handle.

▶ Porter-Cable Machine Co.
Booth Nos. 701-702—Coliseum.
Circle No. J210 on reply card, p. 72



New uses for concrete

Suggestions for using concrete include possibilities for patios, fireplaces, outdoor facilities. Attractive new types of concrete blocks now on market allow for new uses. Low maintenance adds to attraction.

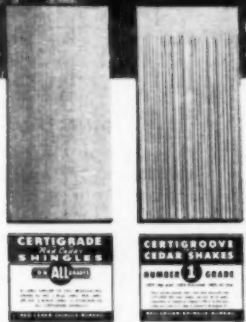
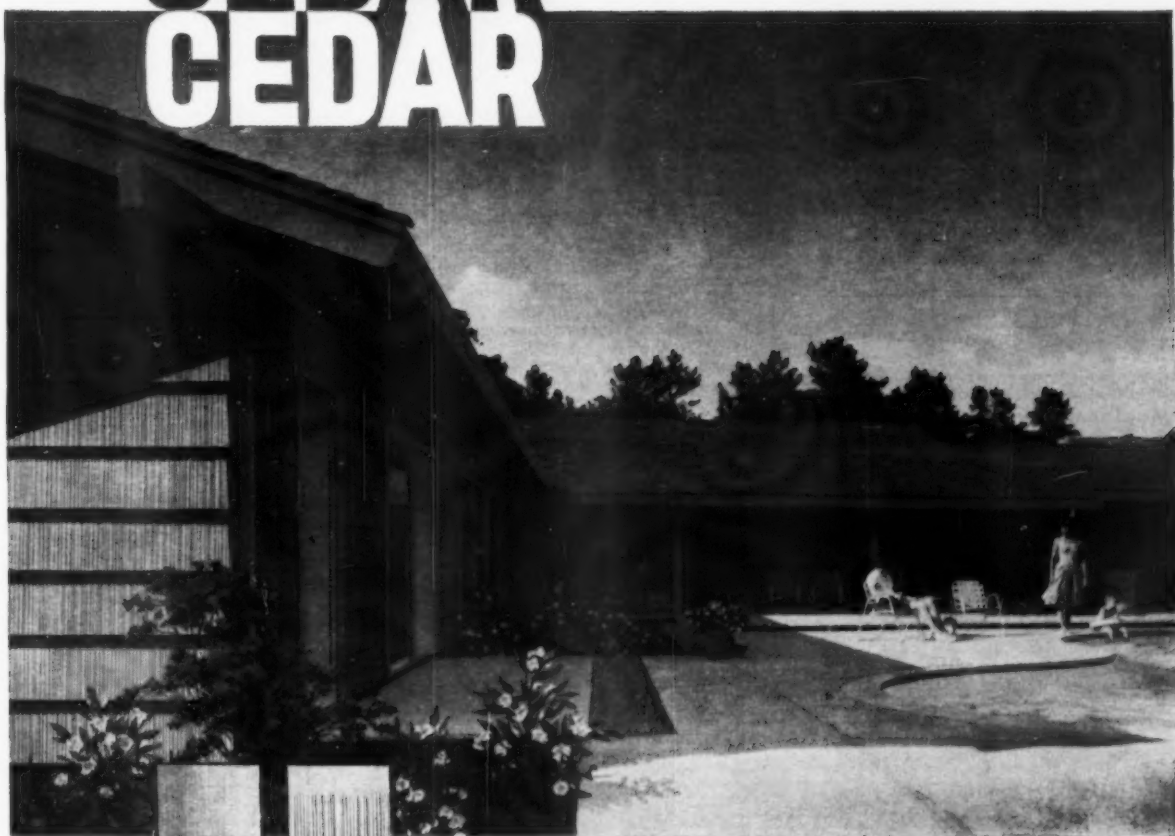
▶ Portland Cement Assn.
Booth Nos. 882-883—Coliseum.
Circle No. J213 on reply card, p. 72

*Two
ways
to say
quality*

Your prospects can tell a great deal about a home—and its builder—by the level of quality they see used on the exterior. That's one of the reasons so many fine new homes feature cedar shingle roofs and cedar shake walls. Cedar says quality. Those three, long-lasting layers of cedar shingles on the roof . . . the unmistakable thickness of a double-coursed cedar shake wall . . . make a lasting impression on quality-conscious customers.

This is the season to put the quality of genuine cedar on your selling team!

CEDAR CEDAR



For complete application details, see your Sweet's File, or write...

RED CEDAR SHINGLE BUREAU

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

From Carton to Attic . . .
Installed in Minutes!



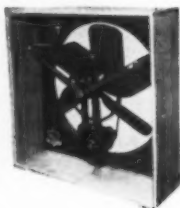
BAR-BROOK®
BREEZEBUILDER®
Package Unit
ATTIC FANS

. . . are true package units . . . NOT partially pre-assembled. Fan, motor, and shutter completely assembled and wired as a single unit. Pre-cut ceiling trim. Contractors say it's the easiest fan on the market to install.

Model No.	CFM	Ceiling Free Del. Opening	Height
AVP-30	5,000	31" x 31"	18 1/2"
AVP-36	7,500	36" x 36"	18 1/2"
AVP-42	10,000	42" x 42"	20 1/4"

BAR-BROOK® BREEZEBUILDER®
ATTIC TYPE FANS

For horizontal or vertical operation. Six sizes: 30", 33", 36", 42", 48", 54".



CERTIFIED RATINGS



WRITE FOR CATALOG

of entire Bar-Brook line of large fans and shutters.



BAR-BROOK MFG. CO., INC.
Box 6638-G, Shreveport, Louisiana
*T. M. Reg. U. S. Pat. Off.

TIMBERLOCK

SPLIT RING CONNECTORS and FRAMING ANCHORS

**engineered,
tested
and approved**

**COST
LESS**



Extensively used in government and private construction. 2 1/2" and 4" I.D.

- Precision manufactured of 18 gauge zinc coated steel.
- Measures 4 1/2" high.
- Extra strength factors.

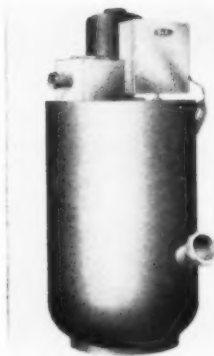
for **Free** catalog

Write to P. O. Box 749



F. D. KEES MFG. CO.
BEATRICE, NEBRASKA

1960 PRODUCT SHOW: COLISEUM

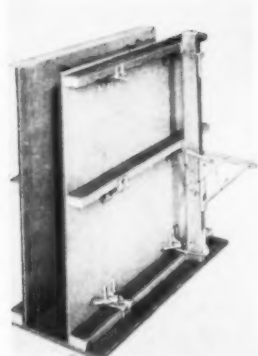


Lifts sewage to main line

Pneumatic sewage ejector for small, single dwellings is a low-cost, factory-built "lift station." Designed to raise sewage to a gravity sewer line, an on-the-site treatment facility, or septic tank. Requires no pit or sump. Capacity to 15 GPM at 20' TDH.

► Smith & Loveless, Inc.
Booth Nos. 763-764—Coliseum.

Circle No. J214 on reply card, p. 72



For light, heavy forming

Concrete forming system is designed for both light and heavy construction. Utilizes two types of Break-Back Ties, a Cam-Block Tie Bracket, Stiff-Back Cam, and Scaffold Bracket. Requires no ribbing or special hardware. Use with loop-end or button-type ties.

► Gates & Sons, Inc.
Booth Nos. 710-711—Coliseum.

Circle No. J217 on reply card, p. 72

Sewage plant prefabricated

Factory-built sewage treatment plant is delivered to site ready for placement in the excavation. Advantages include: cost-cutting by package installation, pre-engineering. Several sizes are available.

► Yeomans Brothers Co.
Booth No. 873—Coliseum.

Circle No. J215 on reply card, p. 72

Has 2 blowers and motors

A new concept in air conditioning is offered in the "Condaire". Two centrifugal blowers and two blower motors are utilized so unit may be installed entirely indoors. Features include a double airpower coil.

► The Williamson Company
Booth Nos. 770-772—Coliseum.

Circle No. J218 on reply card, p. 72



Oven has automatic control

This built-in by Magic Chef features the new Magic Control Center with timing device that turns oven on and off automatically. Top burner sections to match oven are available three ways: divided top, cluster top, and cluster top with top controls.

► Magic Chef, Dixie Products, Inc.
Booth Nos. 750-751—Coliseum.

Circle No. J216 on reply card, p. 72



Cover controls action

Garbage disposer has continuous feed and lock cover operation. One cover controls both methods. Has 1/2 hp. capacitor starting motor which begins shredding instantly. Motor and shredder automatically reverse direction when switch is activated.

► In-Sink-Erator Mfg. Co.
Booth No. 869—Coliseum.

Circle No. J219 on reply card, p. 72



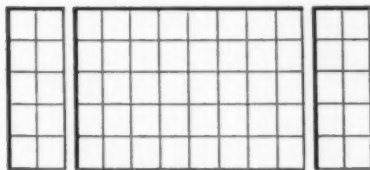
WOOD CASEMENTS

offer showcase beauty

and features that can be demonstrated

From features like removable muntins to exclusive ROLSCREENS, PELLA WOOD CASEMENT WINDOWS verify your judgement of window quality. PELLA muntins snap in, snap out for easy painting and cleaning. ROLSCREENS, the inside screens that roll up and down like window shades, create visions of dream-like convenience.

Completely surrounded by a steel frame, these fine wood windows are built to deliver homeowner satisfaction. For year 'round comfort, PELLA WOOD CASEMENTS offer famous Dual Glazing panels or insulating glass. Sizes range up to 68" glass height. All windows are factory assembled. See the PELLA distributor listed in your classified telephone directory or mail coupon.



This residential installation utilizes 57 PELLA CASEMENT UNITS. Focal point is this 25W-75-25W arrangement.

SEE OUR EXHIBIT
NAHB CONVENTION
EXPOSITION
JANUARY 17-21
CHICAGO
SPACE 18-19



Fretwell Residence, Minneapolis, Minnesota
Designer: Coss Plan Service
Builder: Gunnar Johnson

ROLSCREEN COMPANY, Dept., LB-2, Pella, Iowa
Please send illustrated details on PELLA WOOD CASEMENT WINDOWS.
I understand the information will be on the way within 24 hours.

NAME _____

FIRM NAME _____

ADDRESS _____

CITY & ZONE _____

STATE _____

1960 PRODUCT SHOW: COLISEUM



Block floor cuts costs

Laminated hardwood block flooring features precision-milled tongue and groove. Vinyl-alkyd finish resists wear, needs little maintenance. Blocks are available in light or dark oak, and in unfinished maple. Come with full line of accessories.

▶ Plyfloor, Inc.
Booth No. 989—Coliseum.

Circle No. J220 on reply card, p. 72

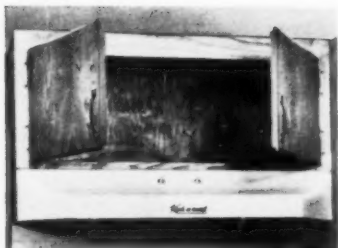


Gives even water spray

Here's a shower head that gives a perfect pattern of water distribution without a hollow center or mist. A touch control changes the force of the spray. Light, unbreakable nylon head is resistant to chemicals. Dirt, lime deposits controlled.

▶ E. I. duPont de Nemours and Co.
Booth Nos. 833-835, 862-864—Coliseum.

Circle No. J223 on reply card, p. 72



Hood is self-contained

All working parts, including motor, fan, and permanent aluminum filter are contained in this hood. It allows full use of overhead cabinet space. Motor and fan are swivel mounted, may be vented through roof or outside wall.

▶ Home Metal Products Co.
Booth No. 947—Coliseum.

Circle No. J226 on reply card, p. 72



Versatile portable tool

A new portable stapling and nailing tool is now available with just two moving parts. Accurate, trouble-free performance is assured on almost any type of material. The Mark II weighs only slightly more than 6 lbs. Operates on 40 lbs. air pressure.

▶ Calwire Company
Booth No. 960—Coliseum.

Circle No. J221 on reply card, p. 72



TV antenna goes over cord

TV-Receptor is a 6" antenna that slips over power cord. Equals outdoor antenna for sharp pictures. Receptor lead connects to antenna terminals. Cord slips through Receptor, which is then slipped to place for best reception. Tuning device. Price: \$5.95.

▶ Jerrold Electronics
Booth Nos. 885-886—Coliseum.

Circle No. J224 on reply card, p. 72

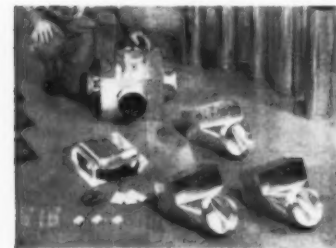


Auto-timer charges washer

'Dispensomat' automatically adds desired amounts of liquid or powder detergents, dry or liquid bleaches etc., to wash water at precisely the right time. Other features include a non-clogging lint filter and two speed washing action.

▶ Norge Div., Borg-Warner Corp.
Booth Nos. 712-717, 728-733—Coliseum.

Circle No. J227 on reply card, p. 72



Central unit does venting

The three-way airpull of this multi-duct unit is designed to ventilate bathrooms and kitchens planned closely together. "Centri-Vent" has a capacity of 350 or 500 cfm. Low voltage system simplifies wiring. Can be installed, with ducts, in 2 1/2 hrs.

▶ Lau Blower Co.
Booth Nos. 734-735—Coliseum.

Circle No. J222 on reply card, p. 72

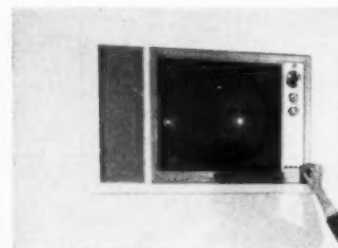


Adds to house's use

Easily installed seven-pound radiant heater is ideal for use in patio areas, enclosed sun porches, and bathrooms. It lengthens the season for summer cottages, can fulfill the heating requirements of homes in mild climates which have no central heating.

▶ Engelhard Industries, Inc.
Booth No. 985—Coliseum.

Circle No. J225 on reply card, p. 72



Puts TV into wall

Mural color television makes a bid for the homebuyer's dollar via a built-in TV. Designed to appear as a picture-on-the-wall. Instruction on installation, printed specs etc., are available to builders. Set is 12" deep, can be easily installed.

▶ Radio Corp. of America
Booth Nos. 923, 925—Coliseum.

Circle No. J228 on reply card, p. 72

The WALL-HUNG WATER CLOSET



The new CASE Wall-Hung "Quiet Type" Non-Overflow (safety feature) Off-the-Floor Water Closet is the ultimate in cleanliness, comfort and convenience.

Write for complete information to
CASE MANUFACTURING CORPORATION
 247 Delaware Avenue, Buffalo 2, N. Y., Telephone CL 6000
 1853 • 1959

FREE! 70-PAGE HEATING & COOLING DESIGN HANDBOOK FEATURING LOW COST, ZONE CONTROL HOT WATER BASEBOARD HEAT



A comprehensive reference guide for applying zone control to hot water heating systems, at little or no additional cost over non-zone systems. Contains house plans, heating layouts, and practical notes for easy installation. For architects, builders, contractors and dealers. Write today!

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THAT EXTRA SELLING FEATURE FOR NEW HOMES
 IMPROVES and BEAUTIFIES
 ANY FIREPLACE!



Thermo-Rite FIREPLACE ENCLOSURE

WITH HEAT-TEMPERED GLASS DOORS AND SOLID BRASS FRAME!

- Beauty* • Blends with any decor.
- Picture window view of fire.
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- Guaranteed.



*Treasured In Fine Homes
 Everywhere!*

Sizes to fit any opening.
 For complete details . . . Write Dept. 160

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SERVICE FOR YOUR B&D TOOLS



Check the Yellow Pages under "Tools-Electric" for the location of the nearest Black & Decker factory service branch or authorized service station.

Free tool inspection when requested • Genuine B&D parts used • Factory-trained technicians • Standard B&D Guarantee at completion of recommended repairs • Fast service, reasonable cost, always.

Or write for address of nearest of more than 50 branches and service stations to: THE BLACK & DECKER MFG. Co., Dept. 4201-S, Towson 4, Md.

Black & Decker



QUALITY TOOL SERVICE

1960 DODGE STAKES TOP THEIR FIELD

in power, load space...looks!

Sturdy Dodge stakes lead trucks "F" and "C" in many ways . . . yet cost about the same.

Take power, for instance. In the medium-tonnage range, Dodge's optional 318-cu. in. V-8 tops the "F" truck by 22 horsepower, the "C" truck by 42! Or take load space. Only Dodge offers you a stake body 14 feet long. That's a full two feet longer than competition's biggest stake, to give you extra floor space for bulky cargo! As for looks, well . . . it's pretty obvious that Dodge is second to none.

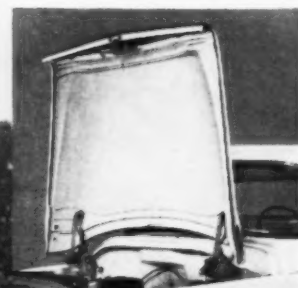
Available in four lengths (7½, 9, 12 and 14 feet), Dodge stakes are quality-built with G.V.W. ratings from 4,250 to 19,500 lbs. Choice of V-8 or thrifty Six. Your Dodge dealer will be glad to fill in the details. Call or visit him this week!



STEEL SUPPORTING RAILS run full length and width under the Dodge stake body for sturdy, long-lasting support. An exclusive feature, typical of the bonus quality you get in Dodge trucks for 1960!



ONLY IN DODGE CABS, among the three makes, will you find these features: driver-adjustable hand-brake lever, coil-spring seat cushions . . . and storage space behind the seat.



DODGE FULL-OPENING HOOD raises to a straight-up, 90-degree position for easy engine servicing, with plenty of light and maximum elbowroom. Only Dodge has it!



DEPEND ON
DODGE
TO SAVE YOU
MONEY IN
TRUCKS

A PRODUCT OF CHRYSLER CORPORATION

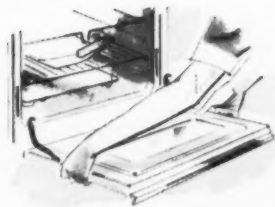
17" and 24" built-in electric ovens

New,
easy-to-install
electric
surface units

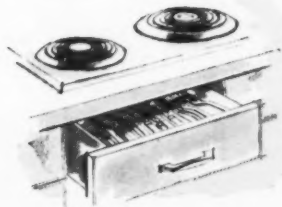


**NEW
RCA WHIRLPOOL**

BUILT-IN COOKING CENTERS



Removable oven door
Eliminates tiresome stretching when cleaning oven interior. Lifts on and off easily.



New Thintop* design
Enables storage drawers to be placed directly under electric range top. No waste space.

**add a roomful of buying reasons
to your homes!**

Look at all these cooking extras. Balanced-Heat ovens that baste meats, make shish-kabobs, barbecue, bake, start and stop cooking, and signal when done . . . all automatically. Range tops feature automatic surface units that maintain constant heats, built-in griddle, infinite heat controls and exclusive Dispos-A-Bowls* for quicker cleaning. Gas or electric models in choice of colors.

*Tmk.



Your family will love our family of home appliances

RCA Whirlpool

Products of WHIRLPOOL CORPORATION St. Joseph, Michigan

It's easier to sell RCA WHIRLPOOL equipped homes!

Use of trademarks, etc. and RCA authorized by trademark owner Radio Corporation of America

Contract Sales Division AB-1-0
Whirlpool Corporation, St. Joseph, Michigan

Please send me complete information on the new RCA WHIRLPOOL built-in ranges.

Name _____ Title _____

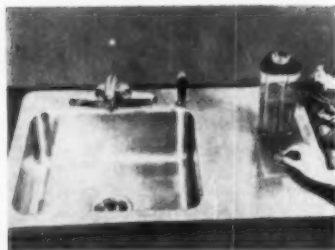
Firm Name _____

Firm Address _____

City _____ Zone _____

County _____ State _____

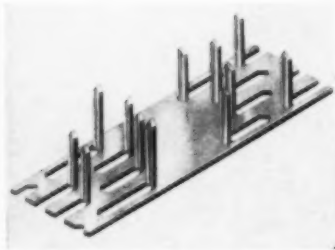
1960 PRODUCT SHOW:



Sink is cooking center

Stainless steel "cuisine center" is more than just a sink, according to manufacturer. Sink bowl on either right or left side is large enough for roasters and large platters, has flat bottom with corner drain. Easily installed to replace 21"x32" sink.

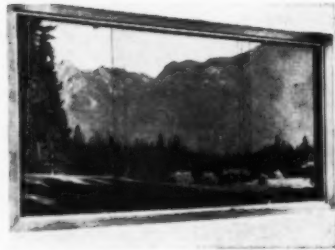
▶ Elkey Manufacturing Co.
Booth Nos. 796-797, 824-825—Coliseum.
Circle No. J229 on reply card, p. 72



Gang nail is stronger

Gang nail for prefabricating stud wall panels is stronger, though half as thick as regular size. Made of 18-gauge steel, takes same press used for fabricating roof trusses, "V" groove draws joints together. Price: for A-10 size 1"x8 1/2", \$1.00 per 100 pcs.

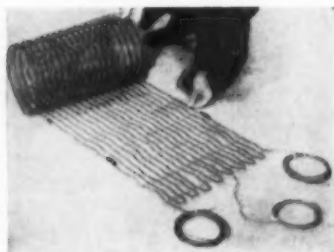
▶ Gang-Nails, Inc.
Booth No. 962—Coliseum.
Circle No. J232 on reply card, p. 72



Fit any opening

Crystal picture windows are designed for any opening. Will suit prefabricator, tract or custom builder. Frames are made of treated western red cedar. Sashless panes lift out from inside. Hardware features positive lock top and bottom.

▶ Rathwell Sales Co., Ltd.
Booth No. 978—Coliseum.
Circle No. J235 on reply card, p. 72



Heater wire melts snow

Shoveling ice and snow is eliminated by use of the Easy-Heat electric Snow-Melter. Pre-spaced heater wire is anchored in steel mesh 10' x 18". Wires won't float as concrete is poured. Roll-out installation saves time, cuts costs. Bends to 90 degrees.

▶ Easy-Heat, Inc.
Booth No. 932—Coliseum.
Circle No. J230 on reply card, p. 72



Air is washed clean

Portable Puritron "washes" smoky, dusty, odor-filled air of irritants. In kitchen, unit removes cooking smoke and greases. In bedroom, reduces nasal irritants. No installation or air vents needed just plugs into any 110 volt AC outlet. \$39.95 to \$79.95.

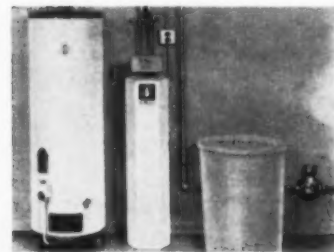
▶ Puritron Corp.
Booth No. 938—Coliseum.
Circle No. J233 on reply card, p. 72



Keeps hose accessible

"Hide-a-hose" gives year-round access to hose stored on reel in basement. Trap door and steel compartment set in wall make hose and valve available for all uses, indoors and out. Handy for fire emergency. Includes compartment, reel, hose, nozzle, fire door.

▶ Flinchbaugh Murray Corp.
Booth Nos. 914-915—Coliseum.
Circle No. J236 on reply card, p. 72



Provides plenty of water

Culligan fully automatic water softener softens water, removes iron and provides virtually unlimited supply of soft water. Unit may be pre-set for 4-stage recharging, controlled by electro-timer and hydro-control valve. Plastic liner in steel tank.

▶ Culligan, Inc.
Booth Nos. 767-768—Coliseum.
Circle No. J231 on reply card, p. 72



Designed for wide market

Popular-priced water softener is made for cabinet installation. Has corrosion-proof, seamless, extruded plastic mineral tank encased in aluminum tank. Strong as steel. Features all new pressure brining system, 300-lb. dry salt storage.

▶ Bruner Corporation
Booth No. 973—Coliseum.
Circle No. J234 on reply card, p. 72



Has combined advantages

Window with wood interior and aluminum exterior installs quickly without framing or trim. Wood is decorative and condensation-free. Aluminum is durable and rust-proof. Unit is pre-punched for nailing directly into studs. Requires no sheathing.

▶ Jervis Corporation
Booth Nos. 966-967—Coliseum.
Circle No. J237 on reply card, p. 72



Build home-buyer appeal with

**2-bathroom
convenience
+
KOHLER
quality fixtures**



5' Dynametric bath, Tahoe lavatory (Sizes 20 x 18", 24 x 18")



4½' Minocqua bath, Radiant lavatory.

High on the most-wanted list of home owners is *more bathroom convenience*. Their reasons are many: to meet the needs of growing families; relieve traffic delays during peak wash-up periods; insure more privacy; provide gracious accommodations for guests.

Most home buyers are willing to pay a little extra for better bathroom or washroom facilities because they know this will add recognizable value to their home, and make it easier to sell or trade should they decide to move.

For a master bathroom, the Kohler Dynametric bath of balanced design with symmetrically enlarged bathing area, and the Tahoe built-in lavatory, offer distinguished appearance, luxurious comfort. For a space-saving second bathroom, beauty and convenience are assured by the trim, compact Minocqua bath and the graceful circular Radiant lavatory. All fixtures are of rigid, durable enameled iron—and have Kohler all-brass Constellation fittings.

KOHLER CO. Established 1873 KOHLER, WIS.

KOHLER OF KOHLER

Enameled Iron and Vitreous China Plumbing Fixtures • Brass Fittings • Electric Plants
Air-cooled Engines • Precision Controls

Established, Proven

DITCH WITCH TRENCHER

Top Trenching Performer!

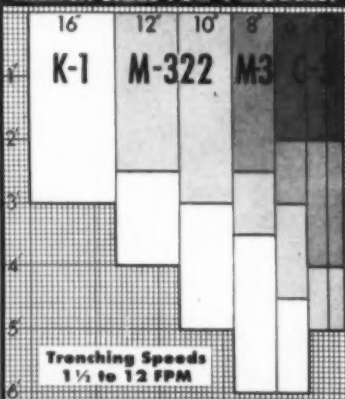
Model
M-3
Pictured

PRODUCE
LOW-COST
TRENCH

Usual Cost
2¢
a Ft.
Overall

- Use for:
- Utility Services
 - Gathering Systems
 - Signal Systems
 - Sewer Laterals
 - Road Crossings
 - Sprinklers
 - Footings, etc.

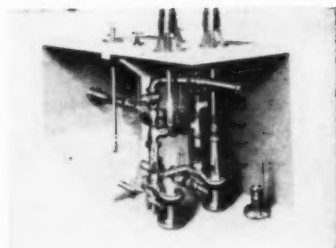
TRENCH SIZES FOR 4 MODELS:



C-3, 7 HP: 3" to 6" wide, depths to 2'.
M-3, 9 HP: 3" to 8" wide, 2' to 4' deep.
M-322, 12 HP: 3" to 12" wide, 2' to 5' deep.
K-1, 30 HP: 6" to 16" wide, 1 1/2' to 6' deep.

CHARLES Machine Works, Inc.
631 B Street, Perry, Okla.

To Locate Distributor, Look Under "Contractors Equipment" in 1960 Metropolitan Telephone Directory Yellow Pages for Ditch Witch Trade-mark; or Call Collect FE 6-4404, Perry, Okla.



Clog-proof sewage pumping

By-pass fittings allow these improved sewage pumps to be operated on a hydraulic basis only—without reference to inflow. The pump handles clear liquid only as a result of the new strainer. Strained sewage flows to wet wall.

► Chicago Pump Company
Booth No. 860—Coliseum.

Circle No. J238 on reply card, p. 72

Glass resists shattering

Laminated architectural glass is fresh source of beauty for almost any building. Two or more pieces of glass are permanently bonded together by a plastic interlayer. Glass and interlayer can be varied in color, thickness, texture and degree of light transmission.

► Monsanto Chemical Co.
Booth Nos. 921-922—Coliseum.

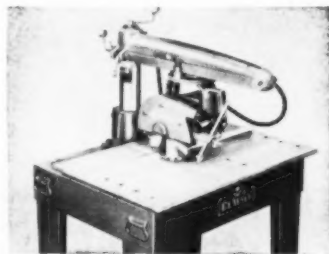
Circle No. J239 on reply card, p. 72

Design aid for builders

Designer specializes in builder's presentation problems. Service is available for all phases, including color styling for your model home, sales brochures, signs, displays, advertising material, merchandising themes.

► Frederick Caropresi, Designer
Booth No. 972—Coliseum.

Circle No. J240 on reply card, p. 72



Radial-arm saw cuts to 3"

This radial-arm saw has a ten-inch blade, makes cuts to 3" deep. Direct drive motor is totally enclosed, fan cooled, rotates 360 degrees. An electromechanical brake stops the blade within eight seconds after power is shut off.

► DeWalt Div., American Machine & Foundry
Booth No. 876—Coliseum.

Circle No. J241 on reply card, p. 72



Panels, moldings match

Poly-Clad Plywall, an interior wood paneling, comes in a wide range of wood grain patterns and colors. Moldings come in nine styles finished to match the paneling. Makes convenient paneling-molding package. Panels are 1/4" thick, come in the standard panel sizes.

► Plywall Products Co., Inc.
Booth Nos. 944-945—Coliseum.

Circle No. J242 on reply card, p. 72

Use as office, workshop

Prefab metal house can become an office, workshop, boathouse, or storage place. Withstands 15 to 100-mile winds, 10 to 30 lbs. snow load per sq. in. Made of bonderized steel with baked-on enamel finish. Sectional overhead door 56" x 72". Ventilation louvers.

► Morrison Steel Products, Inc.
Booth No. 884—Coliseum.

Circle No. J243 on reply card, p. 72

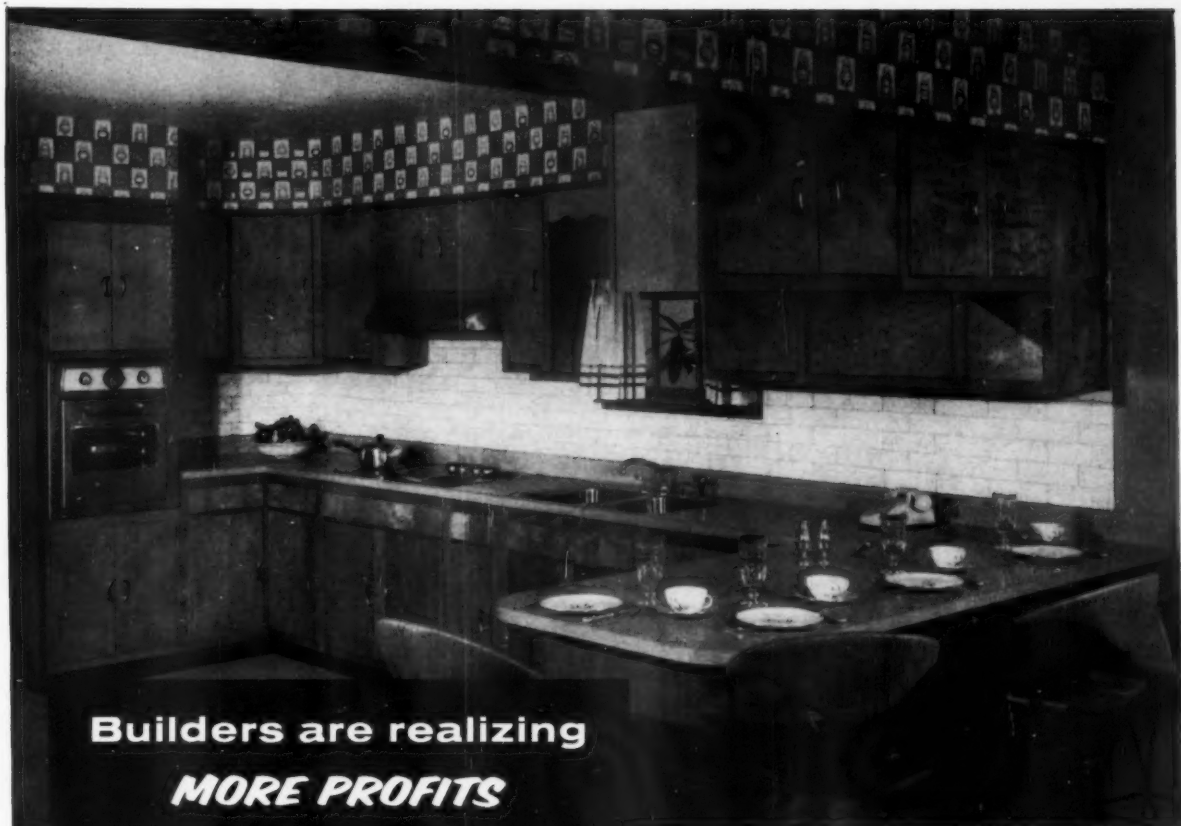


Gaslight has French design

French influence is evident in the "Riviera" gas light. Model features an eagle ferrule, hurricane-style chimney and ornamental brass gallery. Light is 19 3/8" high, 11 1/4" wide, has 8" high, 3" diameter post. Provides 80 candle power.

► Arkla Air Conditioning Corp.
Booth Nos. 752-753—Coliseum.

Circle No. J244 on reply card, p. 72

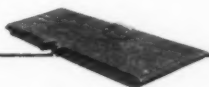


**Builders are realizing
MORE PROFITS
with Kitchen Kompact**

New design in this quality hardwood kitchen cabinet line means more rapid sales . . . faster delivery for all Kitchen Kompact customers. No advance in price!

All wall cabinets and single-door base cabinets are so constructed that the same unit can be installed hinged either left or

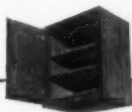
right. Other new features include slanted drawers with concealed pulls, smooth-running nylon drawer suspension, and semi-concealed door hinges on cabinets. Kitchen Kompact's new warm-tone finish adds universal color appeal to the entire line that's pleasing to every taste and complementary to any decor.



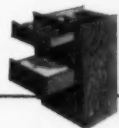
DOORS: Select red birch on solid, warp-resistant, chipcore, 1 1/2" lumber banded, full 3/4" thick with 3/8" lip.



DRAWERS: Now have rounded sides for easy cleaning (without removing). All hand pulls are concealed from view.



WALL CABINETS: Finished hanging strips are provided inside cabinet at top and bottom for secure installation.



DRAWER CABINETS: Top drawer divided for silver and third drawer is metal bread drawer.

Warehouse stocks are carried by distributors in most major cities. Write today for the one nearest you.



"THE BEST BIRCH LINE"
Kitchen Kompact INC.

JEFFERSONVILLE, INDIANA



At Long Last!

HYDRONIC* HEAT FOR ALL YOUR HOMES



With the New

HYDROTURM "M-95"

**PACKAGED GAS HEATING SYSTEM —
ENGINEERED JUST FOR BUILDERS.**

This gas-fired hydronic package is so well suited for modern homes, so economical to install, so right in every way . . . that we'll stake valuable engineering time to convince you.

MAKE US PROVE IT!

Send your construction plans. We'll show you how Hydroturm's advanced engineering will pay off for you and give you luxurious hot water heat at no extra cost.

**Hydronics — the science of heating and cooling with water.*

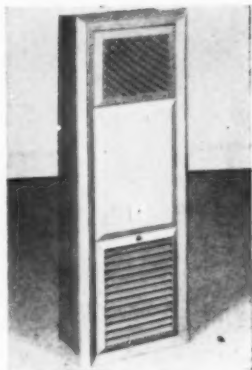
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Dept. 13AB NORTHVALE, NEW JERSEY

See us at the NAHB Show
Booth #341
Conrad Hilton Hotel, Chicago



1960 PRODUCT SHOW: COLISEUM



Gas heater installs 3 ways

Versatile direct-vent wall heater has 3-way installation; fully recessed, partially recessed, or wall hung. Unit vents flush with the outside wall in any of the 3 positions. Above shows partially recessed installation—inset pictures outside vent.

▶ Heil-Quaker Corporation
Booth No. 937—Coliseum.

Circle No. J245 on reply card, p. 72



Build into small space

Built-in combination refrigerator and freezer fits only 2'x3' floor space. Revco Combination has maximum capacity of 16.5 cu. ft. Refrigerator has 11 cu. ft., freezer below has 5.5 cu. ft. Adjustable glide rails at unit's base make front leveling easier.

▶ Revco, Inc.
Booth Nos. 726-727—Coliseum.

Circle No. J249 on reply card, p. 72

Hood saves cabinet space

No cabinet space is needed with this hood-fan. It can be exhausted straight out the back or vertically between the wall studs. Pushbuttons control fan and twin lights. Has removable aluminum grease filter. Available from 24" to 48" lengths. Unit comes ready to install quickly and easily.

▶ Aubrey Mfg. Co., Inc.
Booth Nos. 908-909—Coliseum.

Circle No. J246 on reply card, p. 72

Wood patterns are real

The new line of Pionite Lifetime Laminates offers many new designs in decoratives and woodgrains. Gold flakes and antique gold striations are in Goldspun pattern. Authentic woodgrains include Danish walnut, Sable mahogany and Black teak. Laminates are easy to work with, apply to many materials.

▶ Pioneer Plastics Corporation
Booth No. 965—Coliseum.

Circle No. J250 on reply card, p. 72

Drives staples to 1 1/8"

Lightweight, air-powered stapler applies gypsum lath, paneling, soffits etc. Uses staples up to 1 1/8" long. Tapered face and track permits stapling in tight corners to hit corner studs. Self cleaning action prevents clogging.

▶ Spatnails, Inc.
Booth No. 867—Coliseum.

Circle No. J247 on reply card, p. 72

Pipe meets Federal specs

Asbestos-cement pipe is available in 14" and 16" diameters. For use in pressure installations, gravity sewer lines, and irrigation systems. The pressure pipe is available in five crushing strengths, standard lengths.

▶ Keasbey & Mattison Co.
Booth Nos. 890-891—Coliseum.

Circle No. J251 on reply card, p. 72

Avoid exterior painting

Koverlum and Everlum aluminum sidings are painted after forming and finish is fire-baked for permanence. Minimizes possibility of corrosion, chipping, and crazing, and need for occasional painting. These products meet all FHA requirements, can be used for variety of jobs.

▶ U.S. Aluminum Siding Corp.
Booth No. 898—Coliseum.

Circle No. J248 on reply card, p. 72

Finish is mar-resistant

New 1960 Cherrytone Del-Mar kitchen cabinets have a warm natural wood finish which adds to any decorating scheme. All exposed sides have a baked on plasticized Cherrytone mar-resistant finish. Cabinets are suitable for either "U"-shaped or "L"-shaped kitchens.

▶ Del-Mar Cabinet Co., Inc.
Booth Nos. 703-704—Coliseum.

Circle No. J252 on reply card, p. 72



give every HOME a "PLUS VALUE" with a ...

NATIONAL *food waste* DISPOSER

the most important appliance in the most important room in the house

A National food waste Disposer in the kitchen makes new homes more saleable, old homes more valuable. National Disposers add convenience-appeal by making the kitchen completely modern—no more garbage for busy mothers to handle, wrap and carry out.

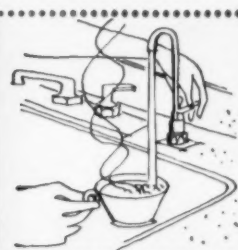
National food waste Disposers grind all food waste, even big bones, into micro-sized particles and wash it right down the drain—before it accumulates—before it becomes garbage!

National's full line gives you a model for every home from the custom built to the budget remodeling job.

FOR THAT TRUE
CUSTOM TOUCH
NATIONAL

Instant-HOT

WATER
DISPENSER



NATIONAL
DISPOSERS
ARE
BETTER
BECAUSE ...

- National Disposers have full two quart capacity.
- National Disposers have full size, heavy-duty cast shredding elements (no lightweight stampings).
- National Disposers have a factory sealed Power-Pak that assures trouble-free operation.
- National Disposers have matching stainless flanges and covers to add beauty to your sink (no exposed plastic or rubber parts).
- National Disposers are backed by over thirteen years of experience in manufacturing food waste disposers exclusively.

Teakettle hot water at a touch of the finger—no more "stove-top-water-heating" problem. Mounts in sink ledge or counter top. Perfect for preparing Instant Coffee, Tea, Soups, Bouillon, Frozen Food thawing, heating formulae and a host of everyday uses.

ANOTHER PLUS VALUE
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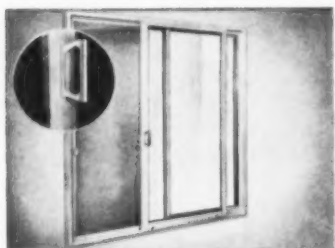
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DISPOSER | *Instant-HOT*

PRODUCTS OF PLUMBING EQUIPMENT DIVISION • NATIONAL RUBBER MACHINERY CO. • 920 LAFAYETTE RD. • MEDINA, OHIO

1960 PRODUCT SHOW: BONUS



Door wall insulates

Economical 1100 series DorWAL, of heavy gauge extruded aluminum, has panels of one-inch double insulating glass. Comes in a complete range of sizes. Sloped sill and interior condensation gutter provide for drainage, keep weather out.

► Acorn Aluminum Products Co.
Booth No. 964—Coliseum.

Circle No. J253 on reply card, p. 72

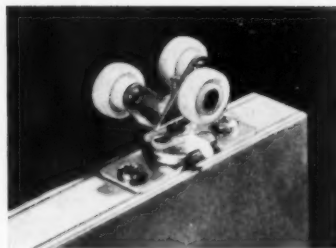


Laminated inside and out

These kitchen cabinets are plastic laminated both inside and out. Grease-proof and virtually stainproof. Never need paint or refinishing. Cabinets feature magnetic catches, adjustable nylon rollers. In seven popular wood grains.

► Nevamar Carefree Kitchens, Inc.
Booth Nos. 780-782—Coliseum.

Circle No. J256 on reply card, p. 72

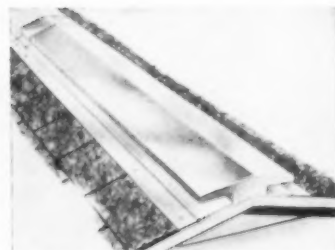


Door hanger rides level

Three-wheel hanger for sliding doors assures level action. Designed for 1" to 1 3/4" pocket doors or dividing partitions. Made of 14-gauge steel with self-locking adjusting nut and nylon mounting clip. Door can be mounted or dismantled easily.

► L. E. Johnson Products, Inc.
Booth No. 904—Coliseum.

Circle No. J259 on reply card, p. 72

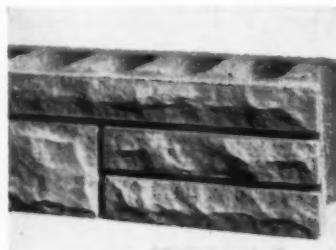


Provides maximum ventilation

Economical aluminum Vent-A-Ridge fits any type of pitch-roof construction. Provides 18 sq. in. per lin. ft. of net free area with natural escape route for heat and moisture. Available in 8-, 9-, and 10-ft. lengths. End plugs and connectors are of vinyl.

► H.C. Products Co.
Booth No. 934—Coliseum.

Circle No. J254 on reply card, p. 72

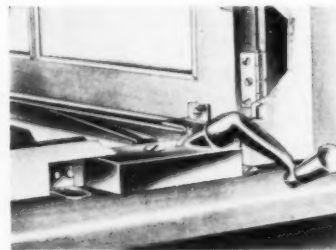


Cost compares with frame

Structural masonry made from crushed aggregate, silicas, etc., is used for both through-wall construction and veneer. Costs about same as frame construction. Monolithic; pitched face is integral with block. Hollow-core blocks, 8"x8"; solid, 8"x4" and up.

► Lowell Stone Company, Inc.
Booth No. 984—Coliseum.

Circle No. J257 on reply card, p. 72



Fits any casement

Install this all-purpose casement window operator in a wood or metal casement, screened or unscreened application. Suitable for butt-hinged and extension-hinged windows. Designed to secure the casement against burglary. In aluminum or bronze.

► Yale & Towne
Booth No. 940—Coliseum.

Circle No. J260 on reply card, p. 72

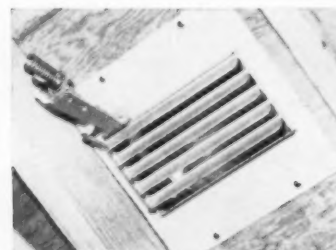


Add decorative interest

Classic is the newest addition to St. Charles Kitchens' wood front styling. Simple formality is flexible and can be used throughout the home, separately or with other storage furniture. Available in several finishes with or without decorative vinyl inserts.

► St. Charles Mfg. Co.
Booth Nos. 854-855, 778-779—Coliseum.

Circle No. J255 on reply card, p. 72



Regulates up to 20 degrees

Self-contained thermostat in ventilator regulates air flow for up to 20-degree temperature change. Is factory-set to control movable louvers. Ventilator fits any standard opening in roof, gable, over-hang, crawl-space. No electricity.

► Zerhan Industries
Booth No. 912—Coliseum.

Circle No. J258 on reply card, p. 72

Don't stop here! There are still more than 17 pages of products ahead. They're "Bonus Extras" . . . products you won't see at the NAHB Show. So take a good look at them now. Use the reply card, p. 72, for more information.



SEE
Colorful
New Ideas
 IN
Home
Lighting

**LEARN HOW TO
 PUT MORE
 "SELL APPEAL"
 IN YOUR HOMES**



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MOE Lighting Specialists will be on hand to show you lighting ideas that can be profitably incorporated in all your home projects. Decorative lighting that will provide the extra "buy appeal" that really sells homes. Learn how, for only a few dollars a room, you can turn naked empty houses into beautiful showplaces that are alive with selling appeal for

both the man and his wife. Find out why more and more builders are using MOE LIGHT "Inspiration Lighting" as one of their most effective selling tools... to double their sales opportunities through evening selling. Visit us in Chicago and get all the facts about how lighting can sell your homes faster.



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See the "sales magic" of decorative lighting in action. It will show you how lighting can dramatize your houses for more "buy appeal."

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Rush the new MOE Light Builders Portfolio of Lighting Ideas that I can use in the homes I'm building.

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1960 PRODUCT SHOW

BONUS EXTRAS

Our regular AMERICAN
BUILDER "special" . . .
These are products
that won't be on ex-
hibit. But they may
make building news
for you in 1960.



Provides tough coverage

Waterproof building paper is designed for non-staining applications. "Seekure" is a reinforced material. Contains no asphalt, has special blended latex adhesive. Provides tough, protective covering for curing concrete, terrazzo, tile and marble floors. In roll widths up to 84".

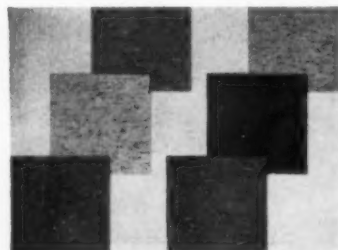
▶ American Sisakraft Corp.
Circle No. J262 on reply card, p. 72



Clamps cut erection time

"Adapt-A-Clamp" system for poured concrete wall panel assembly cuts erection time by 25%. Clamps and ears can be fastened with one hammer blow which locks and aligns panels. Panels are permanently rigid. Metal walers are eliminated, saving setting up and stripping time.

▶ Racform Corporation
Circle No. J265 on reply card, p. 72



Colors won't wear off

Color-chip styling throughout its entire thickness is feature of this vinyl asbestos tile. Its colorful pattern won't wear off under heavy traffic. Also grease proof and alkali resistant. Installs over a concrete, or over felt on wood subfloors. In 9" x 9" size, 1/8" thick; 6 colors.

▶ Azrock Div., Uvalde Rock Asphalt
Circle No. J263 on reply card, p. 72



Creates colored light

Functional Stylux plastic panels are reinforced with fiber glass. Allow colorful light to filter through. In 11 decorator colors, panels are suitable for patios, canopies, or commercial buildings (as shown). Large 51" panel permits savings in frame materials, hardware, labor.

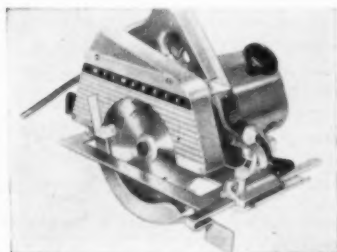
▶ Butler Manufacturing Co.
Circle No. J266 on reply card, p. 72



Mixes 1500 cu. ft. a day

Mixer for one or 1 1/2 bags mixes while transporting, dumps hydraulically. Capable of continuous operation up to 1500 cu. ft. per day. Attaches to tractor in minutes. No need to bore holes. Hauls and mixes dirt or cement. New fins make clean-ups after concrete easy.

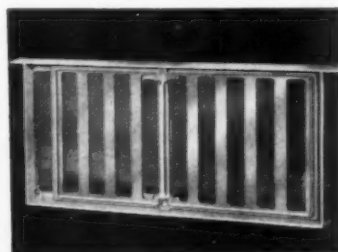
▶ Universal Pulleys Co., Inc.
Circle No. J261 on reply card, p. 72



Saw gives heavy service

Circular saw with full 1 3/4 hp. at blade gives accurate heavy-duty service. Blade is supported with wrap-around steel shoe which will not twist or bend out of shape. Depth and mitre adjustment screws secure saw precisely. Guides with one or two hands. In 6 1/2", 7 1/4", 8 1/4" blade models.

▶ Milwaukee Electric Tool Corp.
Circle No. J264 on reply card, p. 72



Features sliding shutters

New ventilator has sliding shutters. Double sliding cover nearly doubles free area opening—total 56 sq. in. All moisture drains to outside. No lintel required. Constructed of die-cast heavy-duty aluminum. Looks well in home, yet is rugged enough for commercial buildings.

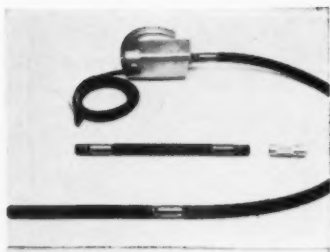
▶ Hamlin Products, Inc.
Circle No. J267 on reply card, p. 72



New model has more power

New four-wheel-drive tractor-shovel has increased power for both hydraulics and traction. This 5,000-lb. capacity tractor is the model H-50, which replaces Model HU. Has more efficient torque-converter, power-shift transmission, power-steering, pry-out bucket action.

▶ The Frank G. Haugh Co.
Circle No. J268 on reply card, p. 72



Vibrator is pencil thin

This electric-powered, flexible shaft vibrator easily vibrates concrete in narrow forms. Goes between closely-spaced steel, and on small pours. The "Pencil" has 1 1/4" diameter head 1 hp AC-DC motor and weighs 23 1/2 lbs. Shafts are 22". 6' or 12' and may be coupled together.

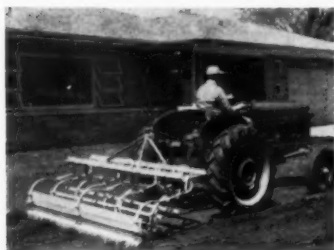
▶ Master Vibrator Co.
Circle No. J271 on reply card, p. 72



Operates on its own

Home owners are protected with this Nite-Guard automatic light switch for post lanterns. Photo electric cell automatically turns lanterns on at dusk and off at dawn. Unit will fit any 3" post and hold all standard post lanterns. Shipped pre-wired for easy installation.

▶ Progress Manufacturing Co., Inc.
Circle No. J274 on reply card, p. 72



One implement does all

Multi-purpose tiller rake can turn a 7-ft. swath of raw ground into a seed bed. Eliminates necessity of additional equipment, such as plows, discs, etc. Scarifies hard, rutted, compacted soil, then grades, levels, finishes. Control wheel is adjusted from operator's seat. Does landscaping too.

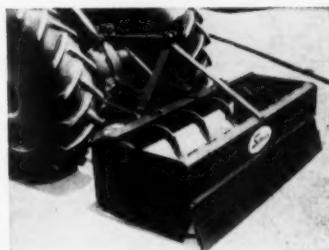
▶ Roseman Tractor Equipment Co.
Circle No. J269 on reply card, p. 72



Stains permanently

This concrete stain will give a permanent beauty to exterior asphalt and concrete surfaces. Kemiko Col-r-tone is ideal for porches, pool decks, tennis courts, driveways, patios, etc. It develops a flat uniform finish, dust-free and nonskid. Available in eight colors and tinting white.

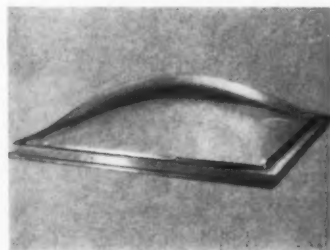
▶ Rohloff and Company
Circle No. J272 on reply card, p. 72



Scraper has new hitch

The Servis S-66 and S-77 soil scrapers are now available with the two-point hitch feature. Fit International Harvester tractors. Standard equipment includes three-point hitch and six or nine scarifier teeth. Curve in moldboard section insures a full dirt load. Full length bumper bar.

▶ Servis Equipment Co.
Circle No. J275 on reply card, p. 72



Dome is double-sealed

Sealed Double Dome daylighting unit eliminates metal within light well. Also stops condensation on dome interior. Sealed-in dead air space provides thermal insulation. Acrylic outer dome is welded to glass-fiber reinforced base sheet for improved diffusion.

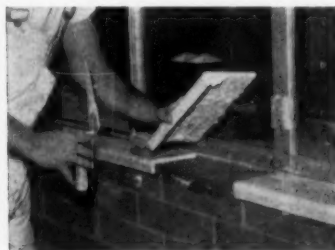
▶ Wasco Products, Inc.
Circle No. J270 on reply card, p. 72



One man can handle it

This aluminum scaffold rolls through doorways and adjusts on stairways. Its weight is 77 lbs. One man can lift, assemble and transport. Unit is 6'6" high, 28" wide and 7' long. Sections up to 6' may be added. Work platform can be placed on any rung. Braces permit working over desks.

▶ Bil-Jax, Inc.
Circle No. J273 on reply card, p. 72



Tile sill will not stain

Hermosa Window Sill Tile is impervious to stain, rust, blister, fading or weather. Tiles may be used for interior or exterior sills, are easy to install. Choice of salt-and-pepper white or oatmeal. Size 11-1/4" x 5-3/4" may be cut to any dimension. Right- and left-angle stop sections.

▶ Gladding, McBean and Co.
Circle No. J276 on reply card, p. 72

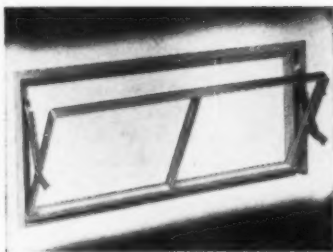
1960 PRODUCT SHOW: BONUS



Texture design is unique

A unique combination of texture extremes—mortar-rough squares balanced by satin-smooth areas combine in the Koroseal "Spatio" pattern. The pattern duplicates no existing design and suggests many unusual effects. The pattern is available in a wide variety of colors.

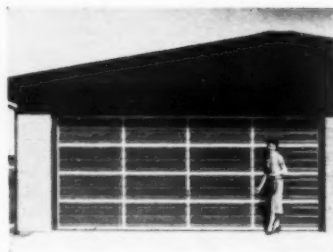
▶ B. F. Goodrich Co.
Circle No. J277 on reply card, p. 72



Windows lock automatically

These basement windows have an exclusive side-arm feature. Provides four positions for controlled ventilation. Of aluminum or steel, they have either top or bottom opening, lock automatically. Offered in three sizes, two-light design with 15" x 12", 15" x 16" or 15" x 20" glass size.

▶ Inland Steel Products Co.
Circle No. J280 on reply card, p. 72



Light up your garage

This fiber glass garage door admits the same light as frosted glass. It is weather-resistant and shatterproof. "Filuma" overhead door combines translucent fiber glass and aluminum frames for great strength, little weight. Variety of colors and sizes to fit all single and double openings.

▶ Frantz Manufacturing Co.
Circle No. J283 on reply card, p. 72



Redwood has two faces

The Santa Rosa pattern, developed by the California Redwood Assn., is a reverse board-and-batten pattern that provides a surfaced face on one side and a fresh resawn face on the other. Resawn redwood will not scar as readily as surfaced wood, holds stains twice as long.

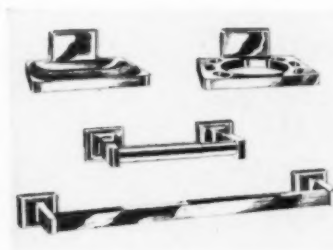
▶ California Redwood Assn.
Circle No. J278 on reply card, p. 72



Gives two-way protection

The Foamflex doorstrip is made of vinyl and wood weatherstrip. A new offset design provides airtight protection against both the door and the door frame. Foamflex can be applied to any surface, straight or warped. The material remains flexible when cold and may be painted.

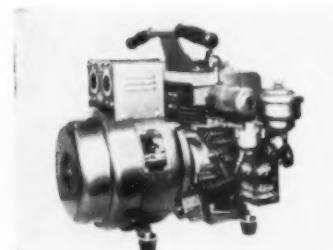
▶ J. W. Martell Co.
Circle No. J281 on reply card, p. 72



Put gold in the bathroom

Twenty-four-karat gold-plated hardware is now available for the bath. Gold is protected by two coats of plating beneath it, and one coat of protection over it. Durability is estimated same as chrome if normal care is taken. All six standard bathroom accessories are available.

▶ Sea-Chrome, Inc.
Circle No. J284 on reply card, p. 72



Power plant is lightweight

"More power per pound and easily portable" . . . Winco Lite portable engine generator. Weighing only 123 lbs., power plant develops up to 3000 watts A.C. Intermittent Power. Equipped with carrying handle, unit also comes with stationary base, two-wheel dolly, or carrying cradle.

▶ Wincharger Corporation
Circle No. J279 on reply card, p. 72



Can change wheel widths

Here's the Allis-Chalmers D-14 Utility tractor with a rear-mounted fork lift. Tractor has a 35-hp motor, overall length of 129" and weighs 4,200 lbs. Wheel widths can be changed quickly and safely without jacks or blocks. Optional control provides eight forward and two reverse speeds.

▶ Allis-Chalmers Mfg. Co.
Circle No. J282 on reply card, p. 72



Cabinets go colonial

Kitchen cabinets in early American design lend themselves to every type of architecture. Red alder wood has soft gloss finish and blends with both white and colored appliances. Drawer pulls are hammered antique copper. Cabinets are completely assembled at factory.

▶ Major Line Products Co., Inc.
Circle No. J285 on reply card, p. 72



**TRADE-WIND
LIGHT/HEATER/
VENTILATOR FOR BATHROOMS**

The ultimate in comfort and convenience provides heat only—light only—
or light and heat—exhaust
only—or exhaust and light.

NEW



**TRADE-WIND
BUILT-IN
CANOELECTRIC®
CAN OPENER**

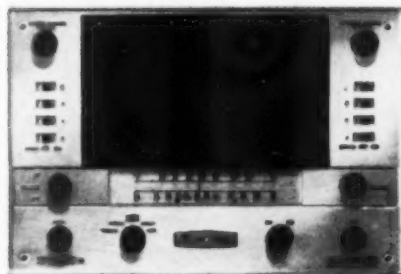
New stunning flush design in antique copper or stainless steel — the **only** built-in electric can opener — Adds sales appeal to every kitchen.

EXCITING



TRADE-WIND KENT VENTILATING HOOD

Classically styled — Budget priced — High performance axial flow fan — Under-hood lights — Front panel switches — Completely pre-wired — 36" and 42" lengths in copper enamel.



AVAILABLE

TRADE-WIND INTERCOM/MUSIC SYSTEM

AM and FM radio — True fidelity reception — Outside and inside speakers — Antique copper or brushed chrome master panel.

...4 ADDITIONS TO THE
QUALITY *Trade-Wind* LINE
FOR 1960!

Trade-Wind DIVISION OF ROBBINS AND MYERS, INC. • 7755 PARAMOUNT PL. • PICO RIVERA, CALIF. • DEPT. AB

SEE OUR DISPLAY AT BOOTH 450, SHERMAN HOTEL, N.A.H.B. SHOW, CHICAGO

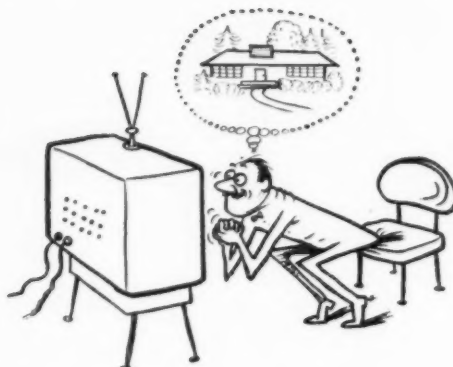
MERCHANT BUILDERS! The Johns-Manville

1



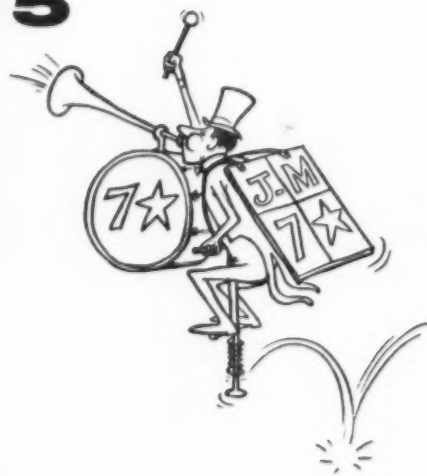
ALL-NEW! A bigger, more exciting advertising-merchandising plan to help you sell even more homes through Johns-Manville 7-Star Values.

2



NEW! A "first" in the field! Network television with a BIG name star pre-sells your prospects on 7-Star Value Homes.

5



NEW! Improved FREE advertising and publicity in your local newspaper to direct more traffic to your 7-Star Model Home.

6



NEW! A "How To Do It" merchandising kit based on the experience of over five hundred 7-Star Builders.

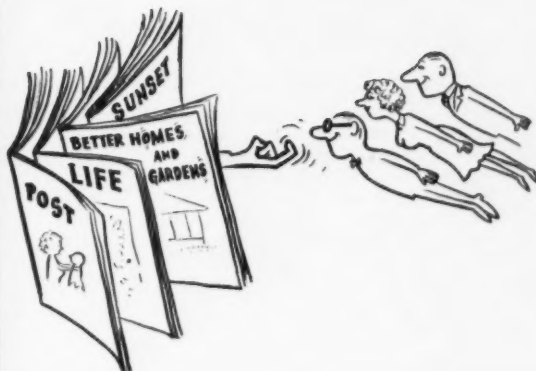
All-New 7-Star Value Program for 1960

3



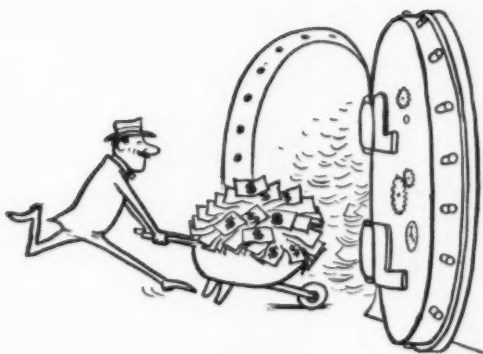
NEW! Another "first"—a "Housewarming" Gift Offer that builds traffic . . . brings prospects to your 7-Star Model Home.

4



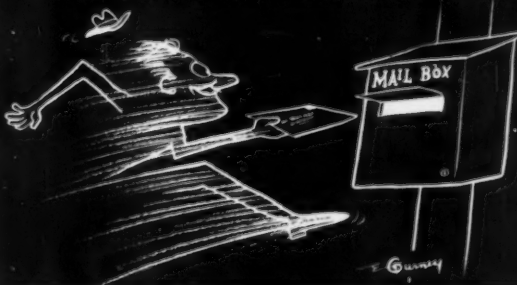
NEW! National magazine advertising "spectaculars" that publicize YOU as a 7-Star Value Home Builder featuring quality.

7



NEW dollars and profits for you—when you take advantage of this exciting, sales-proved program featuring 7-Star Values.

For Further Information, Mail Coupon Below—TODAY!



JOHNS-MANVILLE
Dept. AB-1
22 East 40th Street
New York 16, N. Y.

Please have a salesman call with full details on the All-New Johns-Manville 7-Star Value Home Program for 1960:

NAME _____

DEVELOPMENT NAME _____

STREET ADDRESS _____

CITY _____ ZONE _____ STATE _____

P.S. Visit J-M Booth at N.A.H.B. Show in Chicago

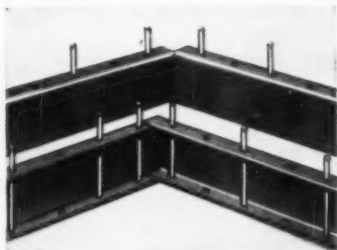
1960 PRODUCT SHOW: BONUS



Designed for easy living

This Food and Fun Bar has a wood cabinet which blends perfectly with other furniture. Unit combines a sink, two 110 volt burners, a 4½-cu.-ft. refrigerator and a spacious storage area. It is especially designed for easy living or stylish entertaining. Fits into almost any room.

▶ General Air Conditioning Corp.
Circle No. J286 on reply card, p. 72



Footer forms are galvanized

New lightweight metal concrete forms are easily handled and set up. Forms are supported by ½" reinforcing rods driven through flange holes. Can be bent into curves by snipping flanges between holes. Easily cleaned for reuse, forms never rot or split. In 10' lengths: 4", 6", or 8" high.

▶ Quaker State Metals Co.
Circle No. J289 on reply card, p. 72



Closet doors stay put

Fenestra's folding door combines traditional louver with classic panel design. Steel will not warp, swell or shrink. Nylon bushings prevent jumping from aluminum tracks. One-foot-deep panel comes 6'8" or 8' high. Available in 3', 4', 5', or 6' widths. Unit is formed from 24-gauge steel.

▶ Fenestra, Inc.
Circle No. J292 on reply card, p. 72



Vibrator is lightweight

This rugged electric concrete vibrator has a ¾-hp lightweight motor with a trigger switch in the handle. Flexible shafts are available in lengths from 2' to 14'. Vibrator heads come in 1¼" or ¾" diameters. Tool is ideal for vibrating sidewalks, patios and basement walls and floors.

▶ Slow Manufacturing Co.
Circle No. J287 on reply card, p. 72



Panel concrete walls

Finish unsightly masonry and concrete walls with planking or other wallboards. Job is made easy with the Anchor Nail Kit. Furring strips attach securely to walls with Gemco Anchor Nail plates secured by Tuff-Bond adhesive. Paneling is then nailed to fastened strips.

▶ Goodloe E. Moore, Inc.
Circle No. J290 on reply card, p. 72



Digs at high speed

The Oliver OC-96 loader is a new, one-yard matched unit. Specifically designed for high-speed digging and loading work. Unit is low profile loader, and features full, clear visibility and safe, stable operation. Counter-rotating tracks give it an unusually fast loading cycle.

▶ The Oliver Corporation
Circle No. J293 on reply card, p. 72



Bow windows are low cost

The Economy-Bow Windows come in 10 sizes, all designed around the same radius. Constructed of clear pine mullions and jambs, with vertical-grain fir heads and seats. Top and bottom fascia is plastic-coated plywood. Glass is standard or insulated. All wood parts are termite-repellent treated.

▶ Fred Ruten Inc.
Circle No. J288 on reply card, p. 72



Corners won't rust

New aluminum building corners by Nichols will cut the cost of erecting wood siding homes. Savings estimate: \$35 for the average home. The speed of installation saves labor costs. The corners offer a lifetime freedom from rust damage and eliminate special maintenance problems.

▶ Nichols Wire and Aluminum Co.
Circle No. J291 on reply card, p. 72



Tiles install swiftly

Wall tiles mounted on impregnated paper make possible fast installing and permanent contact. Paper exposes 51% of tile to setting bed and assures solid adhesive contact. "Swift-Way" tile comes in 4½x4½" tiles, in sheets of eight, two tiles high by four wide. Bonds to all standard setting materials.

▶ The Mosaic Tile Co.
Circle No. J294 on reply card, p. 72

THE *Proven* SYSTEMS OF DRYWALL CONSTRUCTION

BESTWALL

**HUMMER
SYSTEMS**

Irwin Peterson of Peterson Construction, Lincoln, Nebraska, and E. B. Hummer, designer of the Bestwall Systems, confer about installation of "B" and "D" Systems in Peterson's Park Manor East Development.

Mr. Peterson, a user of the Hummer Systems for fifteen years, says, "Hummer Systems offer considerable time saving while giving me one of the best walls I could put into a home."



Eliminate
Nail popping
Joint beading and ridging

Save
Time
Costly call-backs

Achieve
Ceilings and walls
of unmatched quality

LET THE FOUR BASIC BESTWALL HUMMER SYSTEMS WORK FOR YOU . . .

SYSTEM A—Applying, through lamination, two layers of gypsum wallboard to framed walls and ceilings.

SYSTEM B—A permanent non-load bearing, smooth finish, laminated gypsum wallboard partition, without framing. Offering 1, 2 or 3-hour fire resistance.

SYSTEM C—Movable or permanent partitions with paneled appearance. Non-load bearing made of factory laminated gypsum panels; no joint treatment necessary.

SYSTEM D—A system for erecting laminated gypsum wallboard providing many advantages of double layer installation at lower cost.



Complete brochures, including application drawing, comparative costs, performance data and pictorial answers to application problems are available from your Bestwall representative or write to . . .

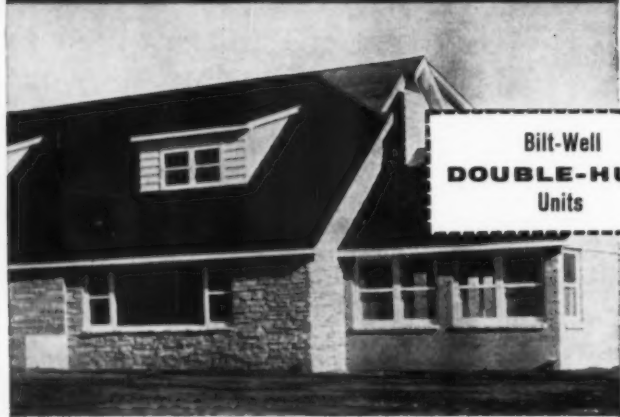
YOUR BEST BUY IS **BESTWALL**
FIREPROOF GYPSUM
BUILDING PRODUCTS

BESTWALL GYPSUM COMPANY
Ardmore, Pennsylvania
Plants and offices throughout the United States

another first from **Bilt-Well**
by **Caradco**



Bilt-Well
CASEMENT
Units



Bilt-Well
DOUBLE-HUNG
Units

**Unitized Construction keeps
BILT-WELL Window costs low!**

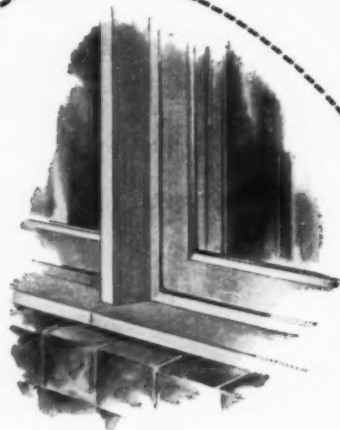
This unique patented joining method results in a saving over the old continuous head and sill method—in a stronger assembly—in a permanent watertight joint—in greater latitude of fenestration.

Specify the newly engineered BILT-WELL WINDOW UNITS

CARADCO, Inc., Dubuque, Iowa

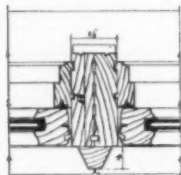
There's more to offer with **BILT WELL** *by Caradco*

WOOD WORK
REG. U. S. PAT. OFF.



**Only BILT-WELL
Casements, and
Double-hung
window Units have
this exclusive
unitized sill!**

This patented feature permits an unlimited number of single units to be joined in multiple horizontal groupings.



SECTION THRU MULL 2 UNITS
JOINED—UNITIZED SILL

Look for these BILT-WELL Features

- 1. DISTINCTIVE HARDWARE**
- 2. EFFECTIVE WEATHERSTRIPPING**
- 3. PRESERVATIVE TREATED**
- 4. SURPASSES FHA Requirements**
- 5. SINGLE or INSULATING GLASS**

Specify the BILT-WELL Line by CARADCO

Super double-hung windows



Super-hold

with ingenious sash-holding device for budget homes.



Super-lift

with fingertip operation for medium priced homes.



Super-therm

with double insulating glass for custom built homes.

Casement Windows



Sleek, trim, double-weather-stripped casements with concealed hinges and hardware. Unitized sill permits side-by-side installation in long ribbons.

Awning Windows



New releasable hinge permits removal of sash for easy cleaning. Lever, jointed bar, rigid bar or gear operator available. Use these windows as casements, awning, hopper or fixed sash.

Kitchen Cabinets



Beautiful, streamlined cabinets of Ponderosa Pine, all water repellent treated for dimensional stability, with pine or birch doors and drawer fronts. Cabinets come in 3" modules to fit any size kitchen. Wide choice of accessories.

Storage Walls

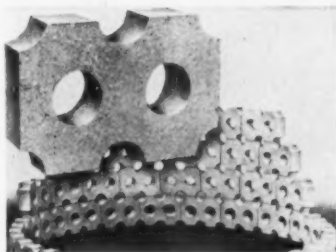


Economical and practical arrangements of door and drawer units form complete storage walls. Easy to install in out-of-the-way corners for additional storage, too.

BILT-WELL Products by CARADCO, INC.

Dubuque, Iowa

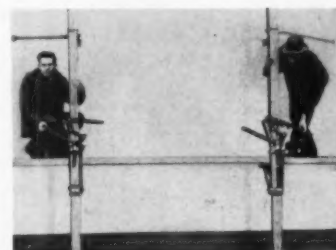
1960 PRODUCT SHOW



Make concrete bricks

The fully automatic Brikcrete machine produces a wide range of masonry units and patio stones. The production rate is six pallets per minute. Units are made in 3 lengths, 3 thicknesses and 2 heights. Terracote patio stones range downward from 16" x 16" in 2 heights.

► Brikcrete Associates, Inc.
Circle No. J295 on reply card, p. 72



Brackets need few moves

Newark Ladder's automatic Pump Jacks make possible working to 30' heights. The jacks will hold a platform scaffold 24" wide and adjust to 18" wide. Jacks are designed to eliminate the need for moving brackets each time a move is made. Has three automatic safety locks.

► Newark Ladder & Bracket Co.
Circle No. J296 on reply card, p. 72



Art service aids sales

Full-color art work from blueprints serves as advertising and sales aids for builders. Specialists are able to produce quality art from builders' blueprints at nominal cost. Prompt service runs two to three weeks, with pre-paid air express. Full details available from the company.

► Major Art Service
Circle No. J297 on reply card, p. 72

Aluma-Sheeth

Reflective Insulating Sheathing



DOES THE JOB FASTER, BETTER

- Get a better job at lower cost with this new, rugged board. Overlaps, bends around corners. Cuts with knife, can be nailed or stapled. No fibre splinters.
- More coverage per job on homes, farm, commercial and industrial buildings.
- For new construction, remodeling, residing. Handles easily on scaffolds.
- Cuts fuel bills in winter. Reduces heat-gain in summer. Gives job more sales appeal.
- Outperforms other sheathing materials.

Resistance to Heat Flow:

ALUMA SHEETH 2 AIR SPACES	2.04
ALUMA SHEETH 1 AIR SPACE	1.99
1/2" INSULATION BOARD	2.00
1" INSULATION BOARD	1.33
1" WOOD SHEATHING	.98
1" GYPSON BOARD	.43

*Use with
confidence!*

Denny offers a complete line of vapor barrier and breather-type insulating foils: aluminum and gold or copper vinyl baked.

SEE SWEETS CATALOG 4a or write to:
De

**DENNY PAPER
AND
BOARD COMPANY**

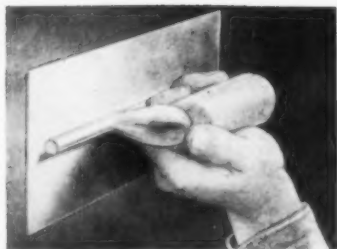
2028 Washington Avenue
Philadelphia 40, Pennsylvania



Ice cubes in abundance

The "Debonaire", decorator furniture when closed, contains a cooking range, full sink and server. Also featured: a refrigerator with freezer holding 9 ice trays, and a storage cabinet. Comes in Walnut, Mahogany, Black and Blonde. Can be had without sink and range.

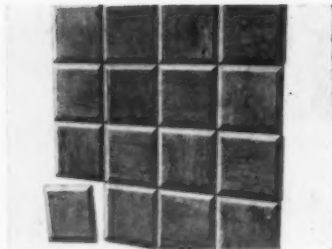
▶ Acme-National Refrigeration Co., Inc.
Circle No. J298 on reply card, p. 72



Trowel blade is flatter

Cement and plaster trowel blades are produced by new process which hones the blade absolutely flat. Process consists of magnetically locking the blade in special machine that hones blade to within 1/1000-inch. Finish is finer, truer; makes trowel easier to use, longer lasting.

▶ Goldblatt Tool Co.
Circle No. J301 on reply card, p. 72



Paneling has custom look

Raised, feather-edge panels of knotty pine or maple achieve the effect of expensive custom-raised paneling. Nails are concealed in grooved edges. Panels are 16" square and 3/4" thick. Fit together like ceiling tile. Come prefinished or unfinished, ready for paint or stain.

▶ Yield House
Circle No. J304 on reply card, p. 72



House has split level plan

The "Mount Kirk" plan (shown) is one of 7 split-level plans in the Lake Park Series of homes. Floor plan has spacious kitchen, dining, family and living rooms—also a separate entrance foyer. Plan offers three or four bedrooms, 1 or 2 1/2 baths and two-car garage.

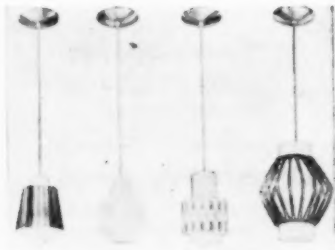
▶ Great Lakes Homes, Inc.
Circle No. J299 on reply card, p. 72



Washer is counter height

This Combomatic Washer-Dryer is 27" wide and undercounter height for installation in minimum space. Vibration free design eliminates excessive bolting down and offers quieter operation. Features include 3 wash, 2 rinse and 2 drying temperatures. Non-venting construction.

▶ Easy Laundry Appliances
Circle No. J302 on reply card, p. 72



Custom light your homes

Five pendant lights and three walnut spreaders of different shapes make possible dozens of dramatic light-cluster combinations. Lights may hang singly, three in a row, three or six in a cluster—staggered or uniform levels. Such variation has previously been available only in custom lighting.

▶ Lightlier Incorporated
Circle No. J305 on reply card, p. 72



Reduces operator fatigue

Double miter chopper increases production on moldings up to 3" wide, or 2 1/2" back height in normal soft woods. Has valve-in-head air cylinder operated by twin series control valves. User's hands are safe distance from work zone. Requires 5 cfm. at 80 lbs. or more pressure.

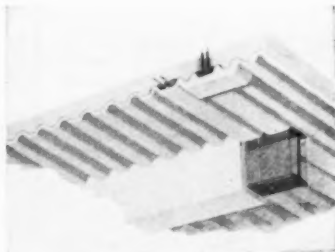
▶ Footstuck Corporation
Circle No. J300 on reply card, p. 72



Compensate weather change

Compensator thermostat is outdoor companion to indoor thermostat. Outdoor unit, T-51, relates outdoor temperature to indoor heat and compensates 1 degree inside for every 15-degree difference outside. With no switches, or moving parts, instrument is service-free.

▶ General Controls Co.
Circle No. J303 on reply card, p. 72



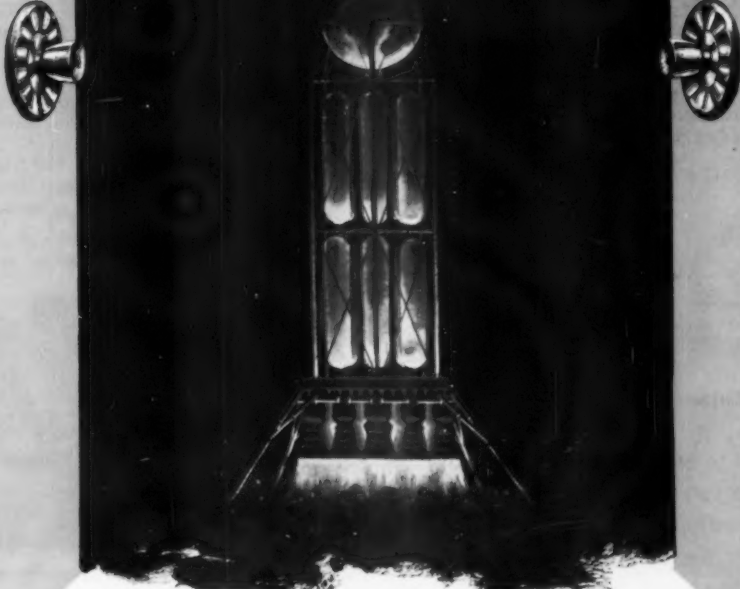
Fireproofing cuts costs

Lightweight expanded perlite fireproofing lowers construction costs. Eliminates need for suspended ceiling below electrified steel flooring. Machine-applied directly to underside of cellular steel floors. Gives four-hour fire rating when electrical outlets are part of floor system.

▶ Great Lakes Carbon Corp.
Circle No. J306 on reply card, p. 72

the
count-down
has
begun ...

Ride with
LOCKWOOD
in '60!



The sky's the limit . . . the target's the moon.
Exciting things are happening to keep Lockwood geared
to the requirements of the building industry of
America. 1960's first big launching will take place
at the N. A. H. B. Convention in Chicago,
Lockwood Booths 488-489, Sherman Hotel.
You are cordially invited.

LOCKWOOD HARDWARE MANUFACTURING COMPANY, FITCHBURG, MASS.

KLIP-TIP* rockets to top spot in Caulking Compound Sales!

REG. & PAT. PEND.

RUTLAND CAULKING COMPOUND DRIES WITH A TOUGH SKIN - BUT IT STAYS SOFT, PLIABLE UNDERNEATH TO ALLOW FOR EXPANSION!

RUTLAND CAULKING COMPOUND

RUTLAND GLAZING COMPOUND IS BETTER THAN PUTTY. EASIER TO USE. WON'T HARDEN OR CRACK. FORMS A WEATHER-TIGHT PLASTIC SEAL.

THE KLIP-TIP NOZZLE LETS YOU GET JUST THE SIZE OPENING YOU NEED. NO WASTE!

SMART FOLKS INSIST ON RUTLAND!


NEW KLIP-TIP NOZZLE

RUTLAND GLAZING COMPOUND

RUTLAND GLAZING COMPOUND

Ask your distributor for full details or write
Quality Products for Over 15 Years
RUTLAND FIRE CLAY COMPANY
Rutland, Vermont

More Profit with Ideal System



Sample entries show how to keep this simple record.

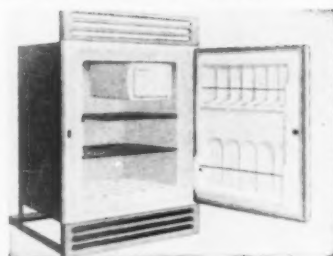
THE IDEAL SYSTEM

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

1960 PRODUCT SHOW



Refrigerator mounts in wall

Convenient refrigeration for office, den, hospital, etc., is provided by the Astral wall-unit model. Unit is 30 7/8" high, 21" wide, 22" deep. Guaranteed silent, operates on AC or DC, can be adjusted for 6 to 220 volts. Finish is chip-resistant baked enamel. Installation is quick, easy.

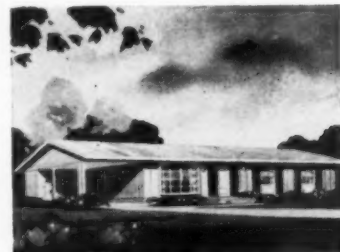
► Morphy-Richards
Circle No. J307 on reply card, p. 72



Attic fan installs easily

Unit attic fan can be installed in a minute from stepladder. Factory-assembled package includes fan, motor, fuse link, shutter. Fits openings 31", 36" and 42". Has rubber cushion, sealed ball-bearings, aluminum shutters. Ceiling trim is pre-cut, ready to fasten in place.

► Bar-Brook Mfg. Co., Inc.
Circle No. J308 on reply card, p. 72



For family economy

"Fayette" prefab house features optional expansion, flexibility in family area layout. Back-to-back bathrooms designed for economy; centrally located furnace provides even-heat distribution. Eight-ft. sliding-glass doors divide living area and outdoors. Three foundation types: crawl, slab, or pier.

► Kingsberry Homes Corp.
Circle No. J309 on reply card, p. 72

It's new!

Du Pont Polyethylene Film

Plus: a dynamic new merchandising program to help you capitalize on the extra sales appeal of moisture-vapor protection

Here's a new high-quality polyethylene film for permanent moisture-vapor protection in your new homes. With tough, durable Du Pont Polyethylene, you can assure your prospective home buyers years of comfortable living through protection against moisture-vapor transmission.

And now, for the first time, you can *capitalize* on extra sales appeal of moisture-vapor protection. Authorized Dealers handling Du Pont Polyethylene Film can now provide you with a ready-made program to capitalize on.

- the years of comfort through effective protection against moisture and dampness.
- the "extra quality" built into your homes with a nationally known, brand-name product, Du Pont Polyethylene Film. (See items on right.)

When planning your next building start, make sure you include moisture-vapor protection with Du Pont Polyethylene Film . . . make sure you *capitalize* on the "extra sales appeal" of moisture-vapor protection. If your dealer is temporarily out of stock, write E. I. du Pont de Nemours & Co. (Inc.), Film Dept. Room A-1, Wilmington 98, Delaware.

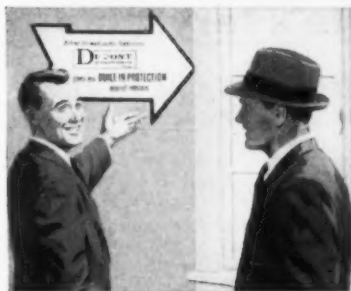
Check these valuable selling aids
... now available for your use!



1. "WELCOME WALK IN" STRIP of heavy-duty Du Pont Polyethylene Film protects floors, rugs in your sample home . . . helps promote extra quality.



2. BASEMENT HANG TAG promotes protection against dampness in the walls and under the floor . . . helps remind prospective buyers of quality features.



3. "HIDDEN PROTECTION" ARROW helps your salesmen point out the "extra-quality" protection behind woodwork and walls . . . in crawl spaces.



4. NEWSPAPER ADVERTISING MATS help you attract new prospects to your homes by promoting the years of comfort provided by moisture-vapor protection.



BETTER THINGS FOR BETTER LIVING
... THROUGH CHEMISTRY



1960 PRODUCT SHOW: BONUS

Sandstone is economical

Sandstone in standardized sizes and finishes requires only end jointing. Makes construction economical. Produced in two standard finishes: Split-face for exteriors comes sawed on top and bottom ends. Chat-sawn for interiors is sawed on four sides. Natural colors, in wide range of tones. Makes a rugged interior finish.

► Briar Hill Stone Co.

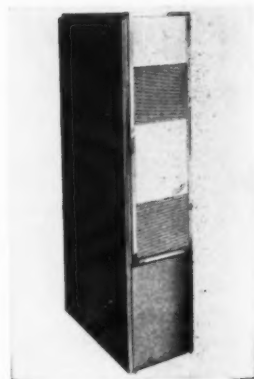
Circle No. J310 on reply card, p. 72

Drills concrete, masonry

Diamond core bits for drilling concrete and masonry are designed for round, square, or any type of opening. Surface-set bits have whole diamonds set at exact angle for best cutting, stronger barrels to reduce rupture. Impregnated throw-aways made of diamond boart assure efficient, low-cost drilling.

► Clipper Mfg. Co.

Circle No. J311 on reply card, p. 72



New design is compact

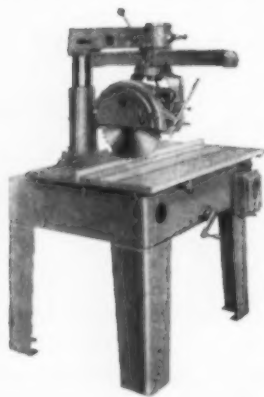
Flexibility and savings in planing are features of new, compact up-flow gas furnace. Cabinets in 60-, and 80,000 BTU units are 25½" deep, 12" wide, 54" high. Larger 100-, and 120,000 sizes are 20" wide. Requires 4" or 5" flue. Smaller flue pipe can be placed through stud spaces.

► Armstrong Furnace Company

Circle No. J312 on reply card, p. 72



Perfect miter cuts every time



14"-16" Radial Saw, also 16"-20",
10" Portable and 9" models.

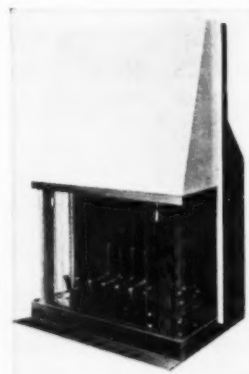
You get precision that pays off in profits when you buy a Delta Radial Saw, thanks to "micro-set" miter stops—a feature *only Delta offers*. These positive stops are individually adjustable—give you perfect 90 and 45 right and left hand miter cuts *for the life of the machine!*

Visit your Delta Distributor—take a long, hard look at the rugged Delta Radials, then see the entire line of Delta woodworking tools and accessories he carries. He's listed under "TOOLS" in the Yellow Pages. For FREE literature write: Rockwell Manufacturing Co., Delta Power Tool Division, 646A N. Lexington Ave., Pittsburgh 8, Pa.

DELTA INDUSTRIAL TOOLS

another fine product by

ROCKWELL



Circulates warm air

Fireplace unit draws cold air from floor level, circulates heated air. Attractive copper-hammertone hood adds decorator touch, serves as warm-air outlet. Comes in many sizes, accommodates any style and design of single- or multiple-opening fireplace. Has modern raised hearth.

► Superior Fireplace Co.

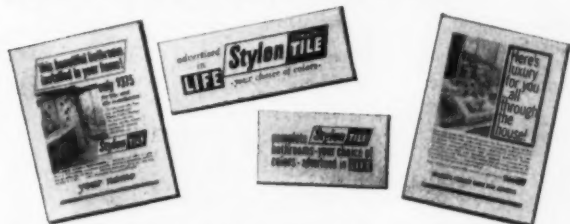
Circle No. J314 on reply card, p. 72

CLOSE MORE MODEL HOME SALES WITH THIS NEW CERAMIC TILE MERCHANDISING PROGRAM

See Stylon Booth 221-2
Hilton Mezzanine

Why a Complete Ceramic Tile Merchandising Program Helps Sell More Houses: Stylon's 1960 Merchandising Program offers builders the first complete, compact, field-tested model home merchandising program by a ceramic tile manufacturer. It takes the natural attributes of ceramic tile — colorfulness, incredible durability, versatility — and merchandises them using your home as a showplace! This program makes tile selection simple, and tells the home buyer that your home is a better buy because it has Stylon ceramic tile in it.

Here's what you get when you use and feature Stylon ceramic tile in your model home:

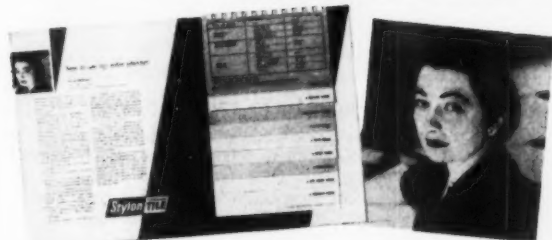


Newspaper Mats which feature a picture of your model home bathroom. Stylon gives you \$5 toward the cost of the picture.



Outside Shingle especially designed to invite the home shopper in.

Model Bathroom Award hangs in your model home bathroom . . . given for excellence of design.



Color Planner by Lee Childress, with 9 color schemes that harmonize wall and floor tile, trim and fixtures.

THIS ADVERTISEMENT ALSO APPEARS IN THE 1960 MERCHANDISING CATALOG FOR HOME BUILDERS



Stylon Color Corner, compact 2 x 3 ft., illuminated display. Everything needed for easy tile color selection. Loaned to you for the life of your model. Complete with: **1. Two "Channel Panels"** . . . using Color Planner for reference, the home buyer slips choice of wall tiles into panel's tracks. **2. Floor Tile Display Boards** . . . a series of boards displaying the patterns recommended for each scheme in planner. Home buyer holds wall and floor tile choices together, matches up with room theme shown in Color Planner, and easily visualizes the finished bathroom color scheme. **3. "Life" Streamers and Decals.**



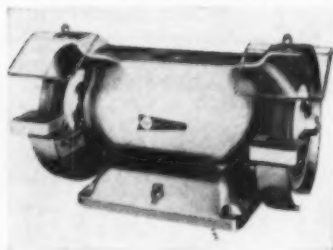
500 Free Booklets picturing either your model home or its bathroom. Your imprint free.

For full details, contact your Stylon Representative or your nearest distributor.



Stylon Representatives: CONNECTICUT, Newington. Edward Maselli, 32 Juniper Street • FLORIDA, Panama City. Joseph J. Meadow, Jr., P. O. Box 404 • GEORGIA, Atlanta. Lloyd Meese, 3497 Blair Circle, Apt. 7 • ILLINOIS, Evanston. Thomas O'Laughlin, 2533 Asbury Avenue • KANSAS, Kansas City. Frank H. Wesley, 4448 Fisher • MARYLAND, Bethesda. Edgar L. Jordan, 9306 Milroy Place • MASSACHUSETTS, Medford 55. Frank Maselli, P. O. Box 144 • MICHIGAN, Detroit 38, Carl F. Beckwith, Jr., 8385 Lyndon Avenue MINNESOTA, St. Paul 16. Nino Jackia, 1342 West Maynard Drive • NEW JERSEY, Clifton. Frank Battistelli, 63 South Parkway • NEW YORK STATE (Upper). Joseph Kilroy, 31 Lorraine Road, Westwood, Massachusetts • NEW YORK, Deer Park, L.I. Kevin C. Griffin, 234 West 10th Street • OHIO, Rocky River 16. Rufus Kilpatrick, 2775 Country Club Blvd. • OREGON, Portland. Edward Schlessler, 2737 S. W. Montgomery Dr.

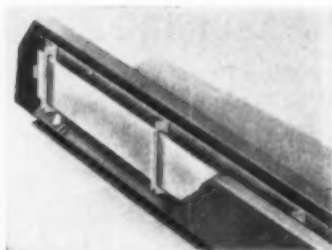
1960 PRODUCT SHOW: BONUS



Tool rest is adjustable

Here's a new 1/4 H.P. bench grinder. Features include adjustable tool rest, 30% more center-wheel clearance and adjustable eye shields. The grinder has 3400-RPM, 110-volt, AC motor, with base-set toggle switch. It has 3-conductor 10' cords and two 6" grinding wheels.

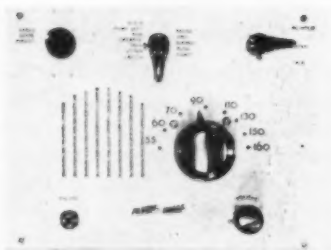
▶ Ram Tool Corporation
Circle No. J315 on reply card, p. 72



Heater fits small space

Slim-Trim electric baseboard heater is only 5 1/2" high and 2 1/4" deep. Unit fits easily under window walls, uses regular wiring circuits. Has terminal wiring from either end. Aluminum heating element provides free air flow. Units are 2, 3, 4, 6, 8, and 10', in either high or low wattage.

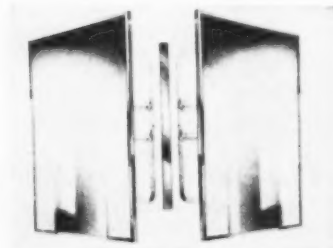
▶ Sunwarm, Inc.
Circle No. J318 on reply card, p. 72



Can be used many ways

This combination radio intercom master can be used in a variety of combinations with remote speakers. Four types of speakers make possible a call system, music system for radio or records, and intercom-call from any station to any other station. Entire system designed for easy installation.

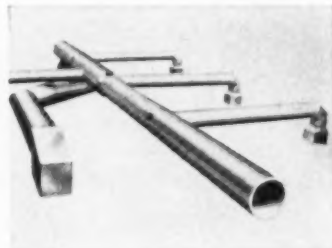
▶ Flush Wall Radio Co.
Circle No. J321 on reply card, p. 72



Installs for either hand

Medicine cabinet can be turned upside down for either right- or left-hand installation. Door stop built into hinge; glass shelves adjustable. One-piece steel unit is treated for rust resistance, enamel finished. Has continuous hinge, dividers for multi-unit installation.

▶ The Grate Mfg. Co.
Circle No. J316 on reply card, p. 72



Prefab duct cuts costs

Prefab round air duct cuts installation costs, has about same friction factor as sheet-metal pipe. Designed for either heater or air conditioner, its glass-fibre walls provide both thermal insulation and sound absorption. Has plastic vapor barrier sleeves. In 6' sections, easy to cut.

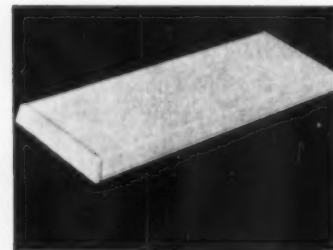
▶ Gustin-Bacon Mfg. Co.
Circle No. J319 on reply card, p. 72



Custom design at low cost

Techbuilt Houses are custom designed for a fraction of the conventional architect cost. The individual family's specific needs and the nature of site are considered in planning. This house at Manchester-By-The-Sea has 6 bedrooms, 3 baths and cathedral-ceilinged living room.

▶ Techbilt, Inc.
Circle No. J322 on reply card, p. 72



4-lamp unit is versatile

Four-lamp economy unit, the "Prismatic-100" is new companion to 2-lamp "Prismatic-50." The 4-foot unit for 40W-RS lamps is applicable anywhere, singly or in rows. One unit is recommended for each 40 sq. ft. of space. Has clear, panoramic plastic lens. Steel parts are white enameled.

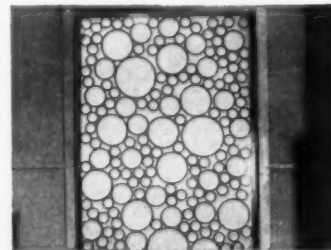
▶ The Wakefield Company.
Circle No. J317 on reply card, p. 72



Has the modern look

A square door, a frosty pink interior and pink aluminum trim give this refrigerator a sleek modern look. Featured are 11-point fingertip cold control and an automatic defrosting cycle. Total gross capacity is 7.4 cu. ft. including 20 lbs. frozen food storage.

▶ Quicfrez, Inc.
Circle No. J320 on reply card, p. 72



Doors have custom patterns

Both ring and honeycomb designs are available in this door of Fiberglas laminate in a wood frame. Doors come in custom colors and patterns. Insulating value is twice that of glass. Sealed air spaces eliminate condensation. Sizes vary in thickness for indoor and outdoor use.

▶ Evergreen States Forest Products
Circle No. J323 on reply card, p. 72

8:00 a.m.



5:00 p.m.

The unique modular construction of DeVAC GlassWalls permits rapid installation, with resulting savings in labor costs. Two workmen can enclose a porch or breezeway in DeVAC GlassWalls in one working day. Result—the final cost of building a GlassWalls room is less per square foot than the cost of building any other room.

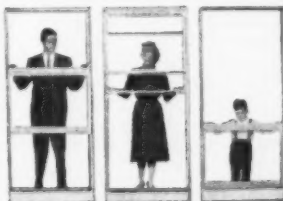


DeVAC GlassWalls, the fastest, most economical way to build "that extra room" . . . whether you convert a porch or breezeway or start from the ground up.

DeVAC GlassWalls are full-length window units with wood surround and a hollow base that can conceal wiring and ductwork. GlassWalls are their own upright supports, and require only trim as a facing. Full-length Fiberglas screens are included. Storm sash is optional. With DeVAC's exclusive three-way directional control of ventilation, (shown at right), GlassWalls give home-owners "control" of the weather—summer or winter. Get the full story of DeVAC GlassWalls from Sweets Catalog, or from any qualified DeVAC representative.

DeVAC, inc.

5900 Wayzata Blvd., Minneapolis 16, Minn.



Visit us at our booths, #367 and 368, at the NAHB Convention and Exposition, Jan. 17-21, 1960



DeVAC, Inc.,
5900 Wayzata Blvd. • Minneapolis 16, Minn.
Please send me complete information on DeVAC GlassWalls.

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

1960 PRODUCT SHOW: BONUS



Have new roof truss

Roof truss construction in these 1960 pre-fab houses requires no bearing partitions. Rigid joint is made of kiln-dried yellow pine members joined by plywood, both glued and stapled. Guarantees uniform roof line. Custom-8 series houses range from \$8,000 to \$20,000.

▶ *Holiday House Mfg. Corp.*
Circle No. J324 on reply card, p. 72



Easier to understand

"Diamond jubilee" round thermostat has "picture window" for easier reading and adjusting. Set-point scale-plate is at top, separate from thermometer scale at bottom. "Comfort zone" enables homeowner to check performance of a/c and heating at a glance. Grey lustre finish.

▶ *Minneapolis-Honeywell Regulator Co.*
Circle No. J327 on reply card, p. 72



Floor finish cuts work

Heavily used floors are easily maintained by using this new floor finish which is unusually resistant to marring. Particles in the coating are small and uniform and form a tight, durable, protective finish. Step-Ahead by Johnson's Wax is applied in the usual manner.

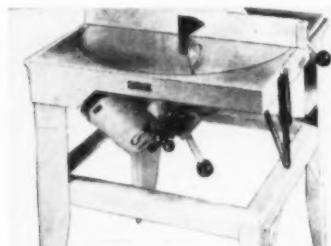
▶ *S. C. Johnson & Son, Inc.*
Circle No. J330 on reply card, p. 72



Directs rainwater away

Spout L's make it easy to connect downspouts to run-off lines. These 100-degree elbows are 3" in diameter, have coupling on one end, 2-degree taper on other end. High corrosion resistance, light weight, smooth internal surface. Four-inch diameters available on order.

▶ *Line Material Industries*
Circle No. J325 on reply card, p. 72



Saw does quick change

This underbench saw replaces three ordinary types of saws. Accurate miters, precision cuts, smooth rips and notchings are possible. Unit makes adjustments with unusual speed. The blade is exposed only while cutting. Saw passes through standard door, moves easily.

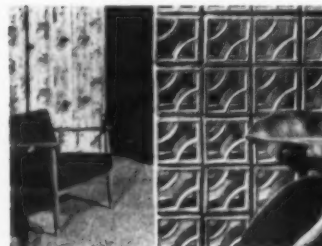
▶ *Horton Manufacturing Co., Inc.*
Circle No. J328 on reply card, p. 72



Floor finish dries rapidly

Val-Speed, a new durable floor finish sealer is mar- and alkali-resistant. It dries in 20 minutes and may be re-coated in 3 or 4 hours with no lifting or scuffing. The pale color maintains natural wood beauty. Stains and rubber burns may be removed with benzine with no surface harm.

▶ *The Valspar Corp.*
Circle No. J331 on reply card, p. 72



Ceramics control light

Ceramic "Vista-Flex" units for interior and exterior walls offer inexpensive decorative effects. Are also functional for shading "glassed-in" areas and providing vision control. Standard 4" x 8", and custom shapes from 3" to 12". In 12 colors. Weatherproof, easy to clean.

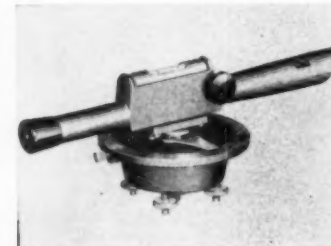
▶ *Shownee Potteries*
Circle No. J326 on reply card, p. 72



Plastic looks like wood

Fibersin woodgrain solid plastic combines appeal of wood and durability of plastic. This kitchen, photographed by Living magazine, used plastic for all cabinet doors and countertops. Panels come in many woodgrain finishes, mottled and marble effects and custom designs.

▶ *Fibersin Plastics Co.*
Circle No. J329 on reply card, p. 72



Level is light, strong

This new builder's level has a 12-power telescope, stamped horizontal circle, either-hand rack and pinion focusing. It has a smooth, easy-to-clean finish. The aluminum alloy base combines strength and lightness. Included are a tripod, fiber glass carrying case and plumb bob.

▶ *David White Instrument Co.*
Circle No. J332 on reply card, p. 72



NEW 8010
Construction Level-
Transit with fiber-
glass carrying case
and European-style
tripod \$99.50 retail

2 NEW

INSTRUMENTS

**NEW STYLING! • NEW FIBERGLASS CASE!
NEW WIDE-FRAME TRIPOD!**



NEW 8027
Construction Level, with fiberglass
carrying-case and new heavy white
ash tripod..... \$54.50 retail

NEW 9022 TRIPOD
European style, wide-frame legs for
greater strength and stability
\$19.95 retail

Now — for only \$99.50 — you can own a quality package of the finest level-transit, the finest carrying case and the finest type of tripod!

The 8010 level-transit features aluminum alloy construction combining strength and light weight in the sturdy new standard and base. There's a new aluminum horizontal circle for easier reading, and a new smooth finish for dirt resistance and easier cleaning. Rack-and-gear internal focusing with either hand, built-in sunshade, positive lever lock bar, unmatched David White 12-power optical system with sharp focus over the entire field at all distances are added features for greater precision, easier handling, longer service.

The new, fiberglass carrying-case combines light weight with shock resistance and gives perfect protection from jars, bumps, dust and water. The instrument fastens securely to the base with no pressure on the 'scope.

The new tripod for the level-transit is more rugged and sturdy with its European type wide frame.

Here's versatility that will pay dividends in time and labor savings day after day. Find out how instruments can save you time and money, write for "Point to Point," a how-to-do-it booklet — only 25c.



WHITE INSTRUMENT COMPANY

makers of fine optical equipment for over 60 years
2051 North 19th Street, Milwaukee 5, Wisconsin

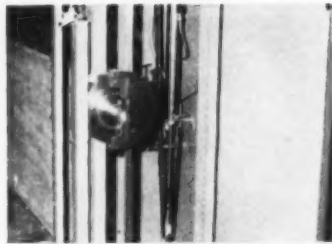
1960 PRODUCT SHOW: BONUS



Kitchen units are flexible

Pictured above is the Hardwick Built-In Oven and Drop-In Counter Top Range for custom kitchens. Range has simple connections and is easily installed. Oven has balanced-heat baking, with live flame broiler. Design is modern with variety of finishes available.

▶ *Hardwick Stove Company, Inc.*
Circle No. J333 on reply card, p. 72



Doors trimmed accurately

Doors with edges of razor-sharp smoothness are possible with the use of this Door Saw. Blade is driven upward with combined air and hydraulic power to assure steady movement and clean, smooth cut. Veneered doors can be trimmed without chipping. Saw handles any door.

▶ *Turn-A-Bore Equipment Co.*
Circle No. J336 on reply card, p. 72



Houses a growing family

This Cape Cod design house can be built with 2, 3 or 4 bedrooms and 1 or 2 baths to meet needs of a growing family. The master bedroom is removed from living quarters for privacy. Kitchen has efficient layout. Oversized garage provides room for workshop.

▶ *Bush Homes, Inc.*
Circle No. J339 on reply card, p. 72



Doors have new look

These Taylor Made one-piece and sectional garage doors feature flush-lock handles and plain or shutter windows in a variety of styles. Other features include improved rubber weatherstripping, nylon rollers and vertical springs. Doors come completely packaged for handling ease.

▶ *Taylor Garage Doors, Inc.*
Circle No. J334 on reply card, p. 72



Multiple bedroom house

Three bedrooms, two baths and large dining area are included in the Cambridge House. Built of cedar, brick or stone, details include aluminum windows, mahogany or birch kitchen cabinets and 1- and 2-car garages. Choices of family and utility rooms. Stone or brick fireplace optional.

▶ *Modular Homes, Inc.*
Circle No. J337 on reply card, p. 72



Washer is fully automatic

This automatic washer has flood-lighted control panel, push-button timer dial and drip-dry switch. Other features include 2 built-in dispensers which automatically add bleach and rinse conditioners. One cycle on dial for normal fabrics and one for woolens and delicate fabrics.

▶ *Speed Queen Div., McGraw Edison*
Circle No. J340 on reply card, p. 72



Complete kitchen in one unit

Full kitchen facilities are provided in this unit which needs less than 3½' of floor space. Features include ample work area and storage space, electric or gas range and deep sink. Five cu. ft. refrigerator has freezer which will hold 27 frozen-food packages. Finished in porcelain.

▶ *Dwyer Products Corp.*
Circle No. J335 on reply card, p. 72



Doors glide easily

Sliding aluminum doors and screens glide freely on nylon guides and rollers. Units are completely weather-stripped at the factory, come assembled in stock sizes. For extra insulation, doors are available with Thermopane, in 2- or 3-panel units. About \$95 for 6' door.

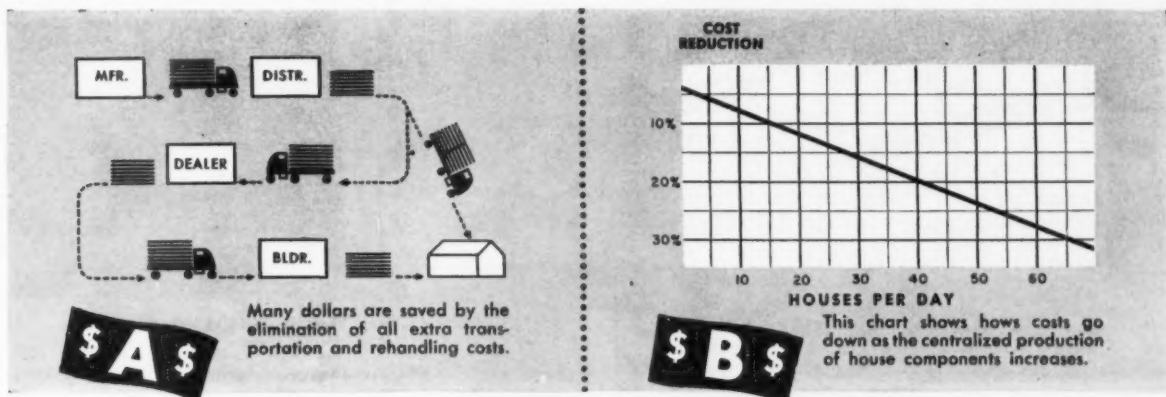
▶ *Binswanger and Co.*
Circle No. J338 on reply card, p. 72



Furnace fits small space

Here is an unusually compact gas-fired counterflow furnace. It is 47½" high, 20" wide and 28" deep. Sides and back are die-formed from single steel sheet for rigidity. Features include complete factory-wired control system. The J-Line models have 80,000 and 100,000 inputs.

▶ *Janitrol Heating and A/C Div.*
Circle No. J341 on reply card, p. 72



\$ A \$

Many dollars are saved by the elimination of all extra transportation and rehandling costs.

\$ B \$

This chart shows how costs go down as the centralized production of house components increases.

WITH P-B COMPONENTS

Steps A and B save 15% for the Builder

— on any type or size of house

We have 24 years' experience in the building of the major house components. No other firm can offer you comparable experience. Many millions of dollars' worth of homes have been built by our method—known as Precision-Building. All this experience points to one fact... the centralized building of Precision-Built House Components—by the building materials distributor—cuts costs for everybody. To any builder—large or small—this means a saving of about 15% on wall, floor, ceiling, roof and gable components.

Two facts account for this saving.

A—When the distributor handles the fabrication, many unnecessary handling and rehandling costs are eliminated. The component parts come direct from the distributor to your site.

B—When the distributor handles the fabrication, you share in his far larger volume discounts—regardless of the volume of your activities.

Reduced handling costs and larger volume discounts on the materials are easily understood. You are saving money.

You are also increasing your selling strength—when you build with P-B Components. You are not limited to any type or size of house—any plan can be quickly detailed for P-B Components. You give the home buyer a top-quality, custom-built house—two to four months sooner than by conventional methods. You maintain a far smaller staff of skilled labor. You invest no money in expensive equipment. You are fully equipped to compete profitably with every type of prefabricated housing.

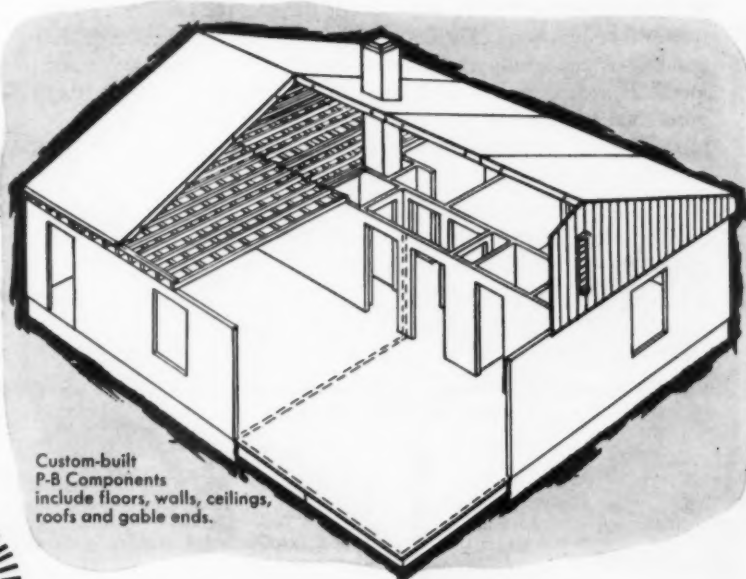
Your walls and partitions

are not of some limited arbitrary length or width, but room-size—with either exterior finish or sheathing applied and with the interior finish applied. They can even be wired for electricity. Floor components are built mainly 8-feet in width and of the length needed; the underflooring is insulated and the factory-finished flooring already in place. Ceiling components have the ceiling material already in place. Roof and gable components have the sheathing

already in place.

You buy your P-B Components through your local lumber dealer—custom-built to fit your plan—delivered to your site. (If he does not yet know about P-B Components, ask him to contact us.)

Take the time to get all the facts. Let us show you in detail just how this plan works for you—in your territory. Write or wire today—to Department A-5.



Custom-built P-B Components include floors, walls, ceilings, roofs and gable ends.



HOMASOTE COMPANY

Trenton 3, New Jersey
Homasote of Canada, Ltd., 224 Merton St., Toronto 7, Ont.



Above, carton plant, Kieckhefer-Eddy Division, Closter, N. J. Constructed with Rilco glued laminated wood beams and purlins in sizes up to 11" x 45½" x 68'¾". Below is completed building. Contractor: S. S. Jacobs Co., Jacksonville, Fla.



"Particularly Impressed with Rilco" Using in Three More Buildings

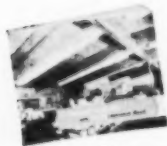
In an unusual but practical application, Rilco beams and purlins were used to support the roof of the Kieckhefer-Eddy carton plant at Closter, N. J. — shown above.

Contractor, S. S. Jacobs Co., was "particularly impressed" with Rilco laminated members and is using them in the construction of three other buildings. He said "erection is fast and height of the building is materially reduced because the long-span laminated members are not nearly as deep as trusses would be" . . . further proof that no building material can match the strength to weight ratio of glued laminated beams — their natural beauty and fire-resistant qualities.

Rilco laminated wood beams, trusses, purlins cost less to buy, less to erect, less to maintain. Each member is fabricated for fast assembly — erection time is reduced.

Rilco service engineers will be glad to consult with you on your church, school, industrial or commercial building — write for complete information.

Visit the Rilco Exhibit, National Association of Home Builders' Exposition, Booth 564, Hotel Sherman



Write for free commercial construction catalog.

See our insert in Sweet's.

RILCO
works wonders with wood

RILCO LAMINATED PRODUCTS, INC.
W811 First National Bank Building
St. Paul 1, Minnesota

DISTRICT OFFICES: TACOMA, WASH. • FORT WAYNE, IND. • NEWARK, N. J.

1960 PRODUCT SHOW



Home suits a large lot

The new L-shaped ranch-style factory-built home has spacious rooms grouped around a central gracious foyer. Floor plan reveals 3 bedrooms away from activity areas and a large family room adjacent to attached garage. Size is 38' x 48' with a total of 1440 sq. ft. of living area.

► Admiral Homes, Inc.

Circle No. J342 on reply card, p. 72

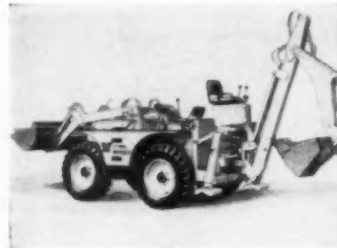


Gas lamp sheds warm glow

Everglow Gas Lamps will add a warm glow and decorative touches to homes, offices and restaurants. Lamp is glass enclosed solid copper with kerosene lamp-type chimney. Candle power is equal to 60-watt electric bulb. Available in natural copper or antique finish.

► Craftsman Copper Co.

Circle No. J343 on reply card, p. 72



Backhoe is speedy

This self-propelled back-hoe and loader is an integral digging and loading unit, and not a tractor with attachments. It will dig 12½' deep; has four-wheel drive and speeds to 25 M.P.H. Unit has rugged A-frame and 2-lever control. 4,500-lb. lift capacity and 5,000 lb. breakout.

► Ottawa Steel Div.

Circle No. J344 on reply card, p. 72

Poly-Clad® Plywall® panels

are prefinished . . . protected . . . permanent. Available in 12 different wood grain finishes that add richness and beauty—wherever used. Finishes are highly resistant to mars, scuffs and stains—guaranteed against delamination, and structural defects. *And only Poly-Clad Plywall plywood panels are guaranteed against fading*—assuring worry-free wearability with any installation. Finishes are uniform and varied grain for added attractiveness. 4' panels, V-grooved on 16" centers, or plain.

and matching moldings

to put more profit in paneling. 9 different styles to fit every requirement . . . 12 beautiful finishes to match any Poly-Clad Plywall panel. Moldings are prefinished—ready to go up when you get them. No more staining or matching problems. You save time, trouble, extra costs, and add more appeal with Poly-Clad Plywall prefinished moldings.

cut paneling costs

with the Poly-Clad Plywall profit package—the complete line of prefinished wood panels and matching moldings. Beautiful wood grain finishes—Poly-Clad protected—help convert prospects to purchasers. And only Poly-Clad Plywall gives you the quality of comparable paneling—*at half the cost*. You'll be proud of your installation—and your savings—with Poly-Clad Plywall.



Let us show you the difference Poly-Clad Plywall can make in your paneling picture. **Booths 944 and 945, Coliseum, NAHB Show**
PLYWALL PRODUCTS COMPANY, INC. • Fort Wayne, Ind. • Corona, Calif.



QUICK, SMOOTH REVERSING with SHUTTLE Clutch

Step onto an Allis-Chalmers utility tractor . . . move the SHUTTLE Clutch lever ahead to go . . . pull it back for reverse. There's no foot clutching, pedal selection, or fishing for gears!

The SHUTTLE Clutch makes money two ways: It cuts seconds off every cycle, *and* it keeps on working when the chips are down, because design is simple, trouble-free.

Allis-Chalmers utility tractors have more practical engineering than any other utility tractor. Get the facts before you buy. Remember, it doesn't cost to find out!

D-10 • D-12 • D-14 • D-17

Utility tractors from 31 to 63 engine horsepower with companion equipment to match your needs!

ALLIS-CHALMERS

ALLIS-CHALMERS MFG. CO

Utility Tractors & Equipment, Milwaukee 1, Wisconsin

Please send me more information about Allis-Chalmers utility tractors with backhoe loader fork lift

Name _____

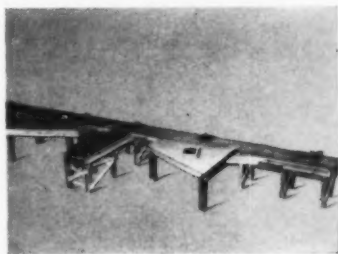
Firm _____

Address _____

City _____ State _____

SOLD BY ALLIS-CHALMERS DEALERS EVERYWHERE

1960 PRODUCT SHOW

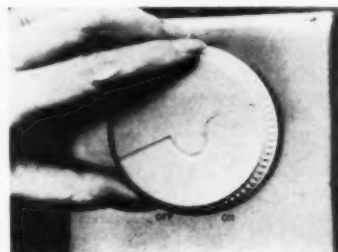


Makes all pitches, spans

All pitches and spans can be made on the H-Brace Truss Jig Table Assembly. Table can be easily adjusted in a few minutes. Hip-roof trusses can be made on same table by adding attachment. Adjustable for both 2 x 4 and 2 x 6 lumber. Use for shop or on-site work.

▶ H-Brace, Inc.

Circle No. J345 on reply card, p. 72



Controls lighting circuit

The Luxtrol WBD200 will control lighting in circuits with loads up to 200 watts of incandescent light or five rapid-start fluorescent lamps. Wall plate is 5" by 5" and available in brushed brass, stainless steel, or prime painted. Fits standard 4" wall. Sells for about \$18.

▶ Superior Electric Co.

Circle No. J346 on reply card, p. 72

Cork and vinyl combine

Decorlite Tile combines the durability of vinyl surface with a genuine cork base. Pigmented color vinyl sheeting has random cork background. Comes in six patterns for residential use. Blends with any decor. Size is 9" x 9" and 3/32" thick. Packed 45 sq. ft. per carton.

▶ Dodge Cork Company, Inc.

Circle No. J347 on reply card, p. 72

Low cost for 3-bedrooms

Complete house package, called the "Modernaire" is designed to fit the low-income market. House sells for approximately \$8,000, not including lot. This ruggedly built home has three full-size bedrooms, a roomy kitchen, and large living room. It's a quality house, has good design.

▶ Midwestern Homes

Circle No. J348 on reply card, p. 72

Jobs Move **FASTER** when you install

SONOCO
SONOAIRODUCT
FIBRE DUCT



Residence, Hartsville, S.C.
Heating Contractor, Kent Hungerpillar

Used in slab perimeter heating or combination heating-cooling systems, economical SONOAIRODUCT Fibre Duct speeds construction—helps you hold down initial costs and installation costs without sacrificing quality.

Working with SONOAIRODUCT Fibre Duct, contractors like the long lengths, the absence of sharp cutting edges, the ease of handling and leveling. And, this duct won't chip, crack, or break when dropped—every piece is usable!

Order SONOAIRODUCT Fibre Duct in 23 sizes, 2" to 36" I.D., in standard 18' shipping lengths—special sizes available. Cut to exact length with hand saw. Meets or exceeds F.H.A. criteria and test requirements for products in this category.

See our catalog in Sweet's



SEE OUR EXHIBIT
Booth 235
Conrad Hilton

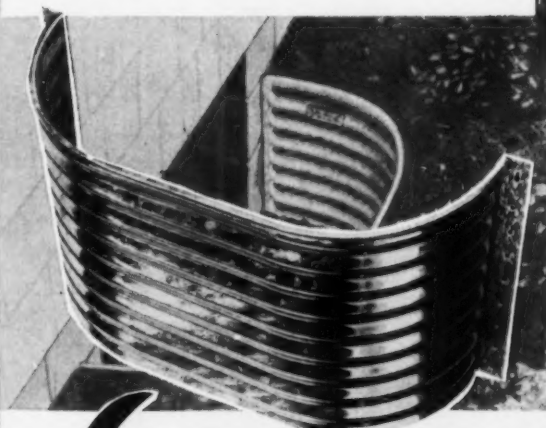
For complete information and prices, write

SONOCO
Construction Products

SONOCO PRODUCTS COMPANY 4494

- HARTSVILLE, S.C.
- LA PUENTE, CALIF.
- FREMONT, CALIF.
- MONICLAIR, N.J.
- AKRON, INDIANA
- LONGVIEW, TEXAS
- ATLANTA, GA.
- BRANTFORD, ONT.
- MEXICO, D.F.

FAMOUS COAST-TO-COAST



IMPERIAL *Lux-Right* STEEL AREAWALLS The Nation's Best

Fabricated at AREAWALL HEADQUARTERS
COMPLETE LINE • ALL SHAPES • ALL GRADES • ALL SIZES

THE SKILL OF 75 YEARS of expert sheet metal fabrication goes into our areawalls—a complete line of ready-made, easy-to-install, galvanized, one-piece, corrugated steel window well walls.

SPECIAL SIZES, including "Mammoth Specials" for split-level construction.

IMPERIAL LUX-RIGHT is Brilliant, Light-reflecting, Extra Sturdy—the National Leader. The copper-bearing, rust-resisting Steel is given a heavy zinc coating by hand-dipping after fabrication.

ECONOMY LUX-RIGHT, of 16-gauge pre-galvanized corrugated steel sheets, is for medium-priced homes and housing developments.



FREE FOLDER
Gives All Details
Sizes, Heights
Grades
PLEASE WRITE

THRIF-T AREAWALLS,
tight-coat galvanized, priced
for lower cost housing.

We prepay freight on 12 units
or more. See your Dealer or
Distributor, or write us.

AB1

SAINT PAUL CORRUGATING CO.

Expert Fabricators of Sheet Metal Products for 75 Years.
SOUTH END WABASHA BRIDGE • SAINT PAUL 7, MINN.

5 TIMESAVERS for MASON CONTRACTORS



BRIK-HITE TAPE:

Pressure-sensitive tape sticks to any dry, dust-free surface such as:

Story pole, sheathing, steel or concrete columns, or corner poles. Eliminates marking story poles. Spacings same as brick rules. Five tapes each marked with 3 spacings: 3-3½-4, 4½-5-5½, 6-6½-7. Modular (3 brick to 8", 7-15 16" for block, 8-1 16" for block), and Lubrication-Roman Brick (1.7½", 2", 2-1/8").

SPACING CALCULATOR: Gives number of courses for wall heights up to 61 courses. **ESTIMATING CALCULATORS:** Show number of brick, tile or block in areas to 10,000 sq. ft.

BRIK-HITE tape—105' roll—Individually boxed (specify size)—\$1.40; 24-roll carton (any assortment sizes)—\$30.00. Spacing Calculator for Brick, Block & Tile—\$2.00. Brick Estimating Calculator—\$1.50. Block Estimating Calculator—\$1.50. Glazed Tile Estimating Calculator—\$1.50. Set of Calculators in Ring Binder Book—\$8.00 & \$9.50.

JEFF JONES COMPANY

Dept. AB, Box 9242 Montclair Station,
Denver 20, Colo.

NEW! HAMLIN DIE CAST ALUMINUM BRICK VENTILATOR



TWO
SIZES

PAT. PEND.

● **MODEL 2711—ONE BRICK size** (shown). Actual size 2¼" x 7¾" x 4¼" deep, 13 sq. in. free area—8 mesh screen, weight 1¼ lb.

● **MODEL 2712—TWO BRICK size.** Actual size 4¾" x 7¾" x 4¼" deep, 27 sq. in. free area—8 mesh screen, weight 1¾ lb. Packed one dozen to a carton.

● **MODULAR size** permits use in all type brick construction. Can be nested and/or used end to end in any combination to obtain the width and height desired.

THE NEW GOLDEN HUE

The Golden Hue of all Hamlin Foundation Ventilators indicates they have been treated to meet new MPS of FHA.

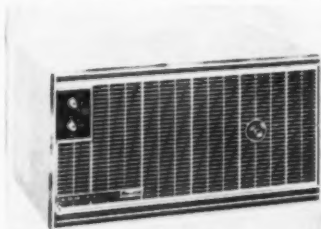
BE SAFE

Write today for catalog sheet and name of nearest jobber.

HAMLIN PRODUCTS, INC.

BOX 2016 - LITTLE ROCK, ARK. - RT 4-0296

1960 PRODUCT SHOW: BONUS

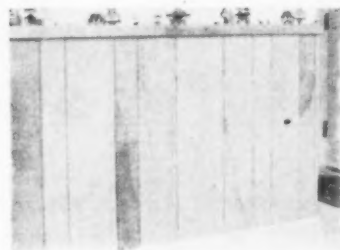


Room a/c heats too

This new room air conditioner has a 1 h.p. compressor and is rated at 9,500 BTU's. Has thermostat, two-speed fan, permanent aluminum filter, 360-degree directional louver. Can be installed through wall by using a metal sleeve. Also comes with heat pump for heating room.

▶ Admiral Corporation

Circle No. J349 on reply card, p. 72

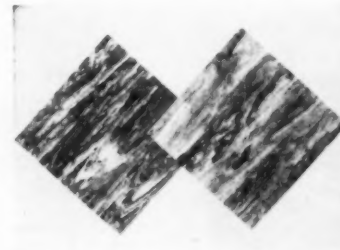


Wainscoting looks real

Three-ply wainscoting is V-grooved on veneer joint to give genuine plank paneling effect. Made of ¼" hardwood faces in walnut, cherry, elm, oak, butternut and birch. Completely factory-finished. 30" high and 48" wide. Packed in multi-colored carton with 60' or 6 pieces per package.

▶ Virginia Plywood Corp.

Circle No. J350 on reply card, p. 72

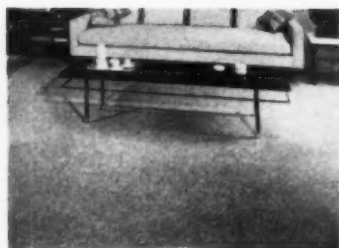


Create wood-grain pattern

New wood-toned pattern has been added to line of asbestos floor tile. Available in oak and French walnut. Woodgrain pattern extends through thickness of the tile. Makes possible a random pattern effect because no two pieces of tile are identical. Comes in standard 9"x9" size.

▶ Azrock Products Div.

Circle No. J351 on reply card, p. 72



Carpet-like effect

The popular tweed pattern is now available in solid vinyl as part of the newest carpet-like Weavever series. Besides its beauty, this tile offers the advantage of retaining its original good looks with a minimum of care. Suitable for commercial installations as well as for the home. Comes in 9"x9" size.

▶ Mastic Tile Div., The Ruberoid Co.

Circle No. J352 on reply card, p. 72



Brings savings in labor

New vibrating tamper eliminates need for usual 4-5 man air tamp crew, or 10 ton roller. Weighs 242 lbs. Produces 2,300 lb. impact; 2,350 vibrations a minute. Travels 55 f.m. Boasts continuous operation, less maintenance, reduced handie vibration. Compacts all granular materials.

▶ Vibro-Plus Products, Inc.

Circle No. J353 on reply card, p. 72



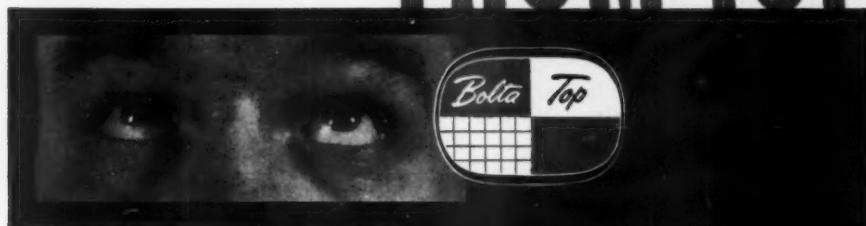
Space heats with gas

This heater is designed to produce large amounts of usable heat for indoor or outdoor work areas. Or can be used for supplemental heating in "hard-to-heat" areas in large buildings. The high capacity burner unit is cast iron. It also features a wire safety screen.

▶ Bright Leaf Industries

Circle No. J354 on reply card, p. 72

FROM TOP



TO



BOTTOM...

a complete new line of versatile vinyls for every surface

Before you make your next selection of floor, wall or counter-top materials be sure to check the exciting new developments in Bolta-Floor, Bolta-Wall and Bolta-Top. These finest quality vinyl surfacings offer unmatched wearability for long-term economy—plus, new color correlated beauty for eye-catching consumer appeal. Call your nearest distributor or write.

THE GENERAL TIRE & RUBBER COMPANY • BUILDING MATERIALS DIVISION • AKRON, OHIO

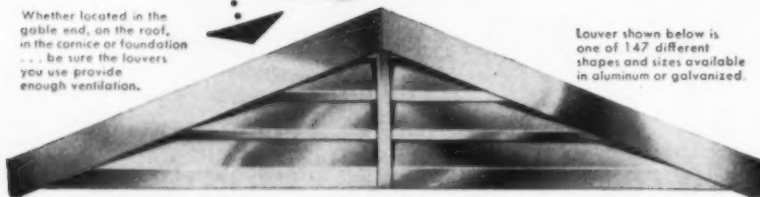
see these new lines
at the **BUILDERS SHOW**
Hotel Sherman — Space 510-511

Quality Built Homes Demand PROPER VENTILATION!



Whether located in the gable end, on the roof, in the cornice or foundation... be sure the louvers you use provide enough ventilation.

Louver shown below is one of 147 different shapes and sizes available in aluminum or galvanized.



Lo Man Co TWIN SECTION JUMBO LOUVER

14 models available in 6, 8, 10, and 12 ft. base lengths, from 2 1/2 to 5 7/8 roof pitches. Easily installed, sections can be used separately in modern shed roofs, behind knee walls, etc. Complete with insect screens and wide mounting flange.

What PROPER VENTILATION means to you

Proper ventilation has two important functions in the modern home—to remove condensation and to aid in home cooling. *Condensation problems are a certainty without proper ventilation.* The tighter wall construction techniques and improved insulation now used to save on heating costs and increase home comfort can cause excessive humidity build-up within the house. This excess moisture must be vented in order to avoid a variety of undesirable conditions—damp spots on ceilings and walls, cracks and checking of plaster, saturated inefficient insulation, blistering and peeling exterior paint, warping and/or rotting of wood components. *Proper ventilation is also important in home cooling.* The first step in efficient cooling is to exhaust the build-up of warm air trapped in the attic area which collects from sun heat and rises from below.

- Always provide enough free area of ventilation to adequately ventilate attic or foundation areas
- Be sure you locate ventilators properly within the attic or foundation area to stimulate maximum air circulation
- Always use metal ventilators because they provide more ventilation, they are permanent and upkeep free, more weather resistant, faster and easier to install and more economical per square foot than the building materials they replace.

America's Most Complete Line of Aluminum and Galvanized Louvers



Write for catalog



Louver Manufacturing Co.

3609 WOODDALE AVENUE • MINNEAPOLIS 16, MINN.

Gentlemen: Please send me your complete line catalog including your ventilation guide on how to compute free areas of ventilation needed for various sized homes.

NAME _____
 ADDRESS _____
 CITY _____ STATE _____
 TITLE _____

1960 PRODUCT SHOW



Breaker unaffected by heat

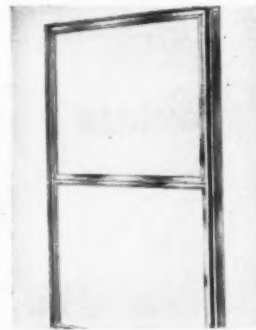
This residential circuit-breaker load-center contains a 200-amp main circuit breaker with 24 branch circuits. Device provides single-pole 120-volt and double-pole 240-volt circuits by means of alternate polarity bussing. Breakers are unaffected by heat of warm locations.

► Murray Manufacturing Corp.
 Circle No. J355 on reply card, p. 72

Plywood has tough finish

Prefinished plywood, called "Ply-grain" has a tough plasti-clad finish that is baked on to stay. Never needs painting. Comes in easy-to-install 4" x 8" x 1/4" panels. Six patterns: Ranch oak, fruitwood, Sahara tan, ivory driftwood, natural mahogany, gray oak. Old homes look new.

► AFCO Corporation
 Circle No. J356 on reply card, p. 72



New up-and-down action

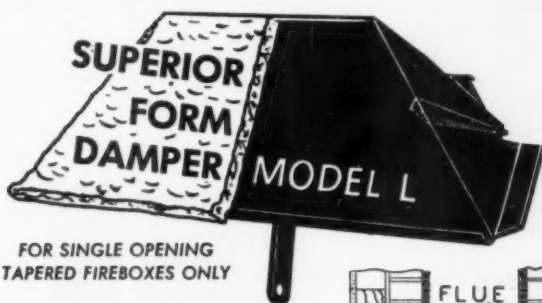
"Orbit" aluminum combination window has new three-track construction, with exclusive up-and-down "click-click" section. Heavy extruded-aluminum construction throughout window gives it beautiful appearance. Combination design achieves streamlined effect, according to manufacturer.

► Alumatic Corp. of America
 Circle No. J357 on reply card, p. 72



"Sorry!"

The availability date of the new Waste King/Universal UNDERCOUNTER DISHWASHER, as shown in another advertisement in this issue, should read: "This new model available approximately May 1960."



FOR SINGLE OPENING
TAPERED FIREBOXES ONLY

FORMS COMPLETE THROAT—lintel to flue—no brick to cut. Thus, **CONSIDERABLE SAVING** in mason's and helper's time.

HEAVY STEEL CONSTRUCTION for life time service. No brittle cast iron parts to break.

ASSURES SMOKE-FREE OPERATION.

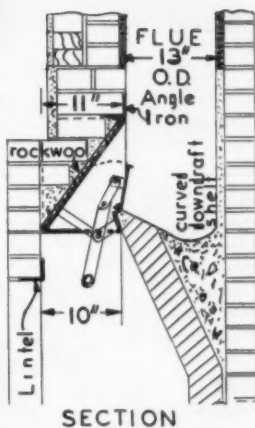
AVAILABLE IN 8 POPULAR SIZES—24" to 72" width.

WRITE TODAY for complete information on SUPERIOR HI-FORM DAMPERS. Model "L" for single openings, Model "H" for multiple openings.

SUPERIOR FIREPLACE COMPANY

Dept. AB
4325 Artesia Avenue
Fullerton, California

Dept. AB
601 North Point Road
Baltimore 6, Maryland



SECTION



**YOUR
STATEMENT,
MAILED
NOW,
IS A
KEYSTONE...
IN BUILDING
CREDIT CONFIDENCE
AND GOODWILL**

That's one of the reasons it's essential for you to mail your latest financial statement to the nearest Dun & Bradstreet office as soon as it is available.

You'll then be sure there will be no interruption in the flow of necessary goods to you, no delay in the extension of credit. Your suppliers, bonding agents, insurance companies will have the current information they need, which increases their confidence in you, their goodwill toward you.

And there's another reason. When the Dun & Bradstreet reporter calls on you he can write a much more comprehensive and understanding credit report if he has had a chance to go over your latest financial statement in advance.

Keep your credit rating up-to-date. Mail your financial statement today . . . to the nearest office of

Dun & Bradstreet, Inc.
99 Church Street, New York 8, N. Y.

1960 PRODUCT SHOW: BONUS

Garage erected in two hours

One- and two-car garages can now be erected in two hours. Units are delivered with factory-applied redwood 10" siding. Roof system is truss delivered completely assembled. Windows are shipped ready to put in place. An attractive upward-acting garage door is furnished.

► Dixie Homes

Circle No. J358 on reply card, p. 72

Adds extra strength

Unusual construction strength is achieved with one anchor which will fit all joints. Made of 18-gauge steel, it is punched for immediate use. Anchor is 3½" long by 1½" on each flange, plus the 3x1½" flange. It may be attached before installing and adds up to five times regular strength.

► Flash Bridge Co.

Circle No. J359 on reply card, p. 72



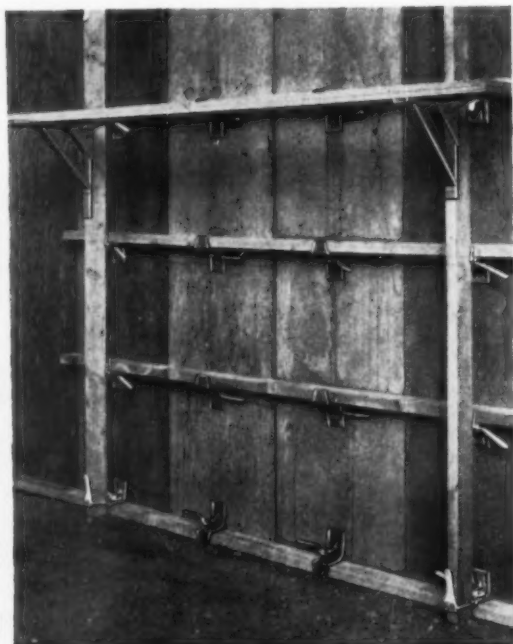
Three doors in one unit

The Visador Combination Insert is a window, screen door and exterior door all in one. The aluminum and hardwood unit is preassembled, preglazed and prescreened. It can be incorporated in stock flush doors by installing a single insert. Converts blank flush doors into combination doors.

► The Visador Co.

Circle No. J360 on reply card, p. 72

**new
CAM-LOCK
Forming
System
by Gates
now gives you**



... "A Gates System for Every Forming Need"

The newly patented CAM-LOCK Concrete Forming System expands GATES' applications to include all types of construction, from light to extremely heavy. In addition to greater versatility, however, are many other advantages, including:

- Increased rigidity that makes the system especially desirable for high wall forming
- Greater simplicity that increases the man-hour production
- Lower materials cost since only half as much dimension lumber is required with no additional ribbing, which allows on-the-job tooling of forms from materials purchased from local sources
- Easy integration with present Gates Systems, which allows for reuse of flexible, inexpensive forming materials

Information on the Cam-Lock System or any other Gates Forming System is available now. See the "yellow pages" for your local dealer or write direct. No obligation, of course.



Gates & Sons, Inc.

80 S. Galapagos Street

Denver 23, Colorado

Branches in Spokane, Rochester, Calgary

AD 1-60



Accessories are decorative

A nickel-plated finish gives these adjustable-shelf standards and brackets a rich look. Desirable for decorative and practical purposes through the house. Shelf standards are furnished in 2', 3', 4', 6' lengths. Brackets are packaged ten to a box in 6", 8", 10", 12" sizes.

► Macklanburg-Duncan Co.

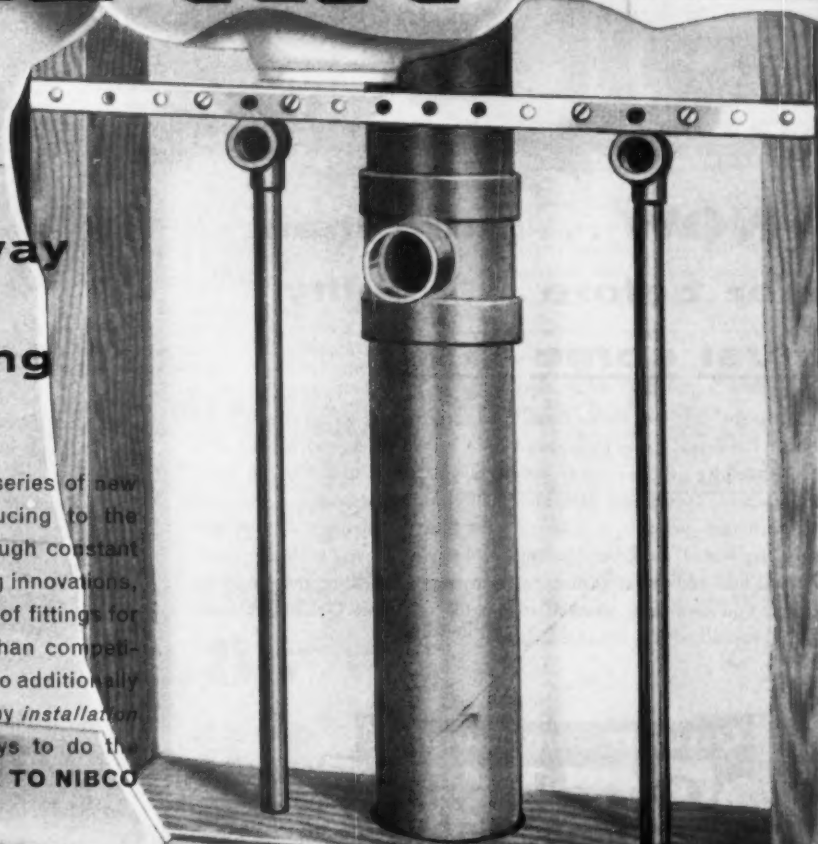
Circle No. J362 on reply card, p. 72

NIBCO

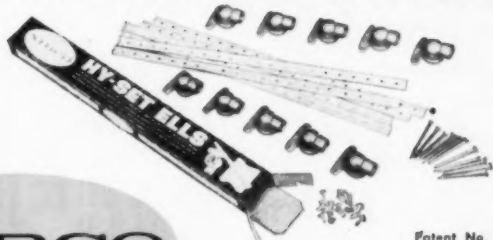
HY-SET ELL KIT

**a new way
to cut
plumbing
costs!**

This kit is the first in a series of new ideas NIBCO is introducing to the plumbing industry. Through constant design and manufacturing innovations, NIBCO has kept the cost of fittings for copper plumbing more than competitive. Now, it is dedicated to additionally cutting plumbing costs by *installation engineering* . . . new ways to do the job faster, better. **LOOK TO NIBCO FOR THE NEWEST!**



PACKAGED TO PLUMB A COMPLETE HOME



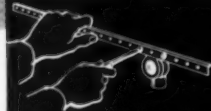
NIBCO

Available from
your NIBCO wholesaler . . .
money-back guarantee of satisfaction
NIBCO INC.—Dept. K-4101 Elkhart, Indiana

Patent No.
2,773,708



SAVES \$6.70 PER HOME



1. Screw HY-SET ELLS to the aluminum strap, using self-tapping screws provided in kit.



2. Use nails in kit to fasten aluminum strap to stud faces. Plenty of room for vent.

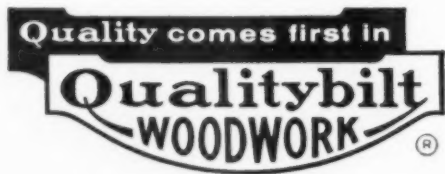


3. Complete solder joint.



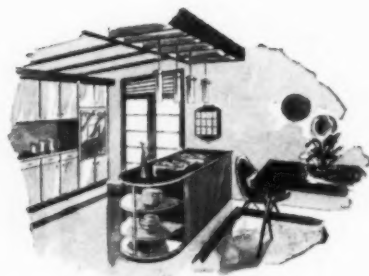
**NOW ... more than
ever before ... quality
must come first!**

This is the year when your home buying prospects will demand more and more for every dollar they spend on a home. It's a year when you'll have to carefully evaluate every purchase you make to carry out your building plans. This is the year for Qualitybilt Woodwork . . . because every Qualitybilt product is inherently of highest quality . . . and still competitively priced! And, because Qualitybilt provides you with a complete line, you'll find additional advantages in lowered handling and shipping expenses. You owe it to yourself to get the complete Qualitybilt story NOW . . . just fill out the coupon below!



Entrances • Doors • Frames • Sash • Blinds • Casements • Glider Windows • Sliding Doors • Screens
Combination Doors • Storm Sash • Garage Doors • Mouldings • Interior Trim • Sash Units • Louvers
Kitchen Cabinet Units • Cabinet Work • Stairwork • Disappearing Stairs • "Farlite" Laminated Plastics

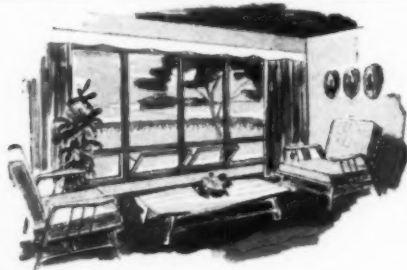
FARLEY & LOETSCHER MFG. CO., DUBUQUE, IOWA
GENTLEMEN: Rush additional information on
 KITCHENS WINDOWS DOORS OTHER _____
 NAME
 ADDRESS
 CITY ZONE STATE
 LOCAL SUPPLIER COUNTY



BIRCH KITCHENS



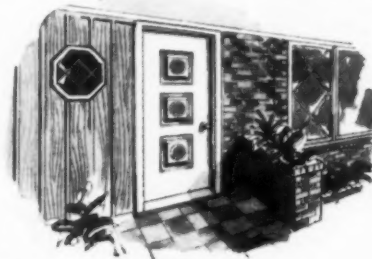
CASEMENT WINDOWS



4-WAY WINDOWS



GLIDER WINDOWS



DOORS

1960 PRODUCT SHOW: BONUS



Window washing made easy

Sashes of Per-Fit 600 Slider Window lift out for easy washing. This self contained aluminum unit will not warp, rot or rust. Vinyl glazing is reusable; speeds replacement of broken panes. Has built in tracks for screens and storm sashes. Wool pile weather stripping.

▶ Per-Fit Products Div.
Circle No. J363 on reply card, p. 72

Custom finishes for doors

Panelfold Doors announce low-priced veneer, laminated, panel doors in a wide variety of woods. Manufacturers match special woodgrain finishes and special solid colors. Doors are on overhead extruded aluminum track and equipped with nylon rollers.

▶ Panelfold Doors, Inc.
Circle No. J364 on reply card, p. 72



Bathroom faucet in gold

This 24-carat hand-chased gold-plated Swan Faucet set has exquisitely detailed markings. A matching tub set and towel bar are also available. Fittings come complete with basic plumbing parts and are adaptable to all nationally known basins and tubs. Faucet set: \$139.50.

▶ Sherle Wagner
Circle No. J365 on reply card, p. 72

Lay floor over old tile

This solid hardwood flooring is designed for concrete slab and plywood subfloor application. It can be applied directly over old tile floors. Comes 1/8" thick, 3" wide, and lengths from 9" to 50". Factory sanded, it is easily applied. Special adhesive is available.

▶ PlankTyle Div., Nickey Bros.
Circle No. J366 on reply card, p. 72

CLASSIFIED
ADVERTISING

The Market Place for buying and selling used merchandise, help wanted, positions wanted, and other classified listings.
Rates—\$7.50 minimum for 40 words or less. 15c for each additional word.
Display Classified—\$35.00 per inch. Reverse plates not accepted. No illustrations. No agency commission or cash discount. One column only—2 1/4 inches wide. 2 inches maximum. Signature cuts and trade names allowed.



CLOGGED SEWERS
CLEANED INSTANTLY
SAVES PLUMBING BILLS

Any Housewife or Janitor can trigger this new Flush Gun, shooting air pressure on a solid shaft of water cleaning stubborn stoppages up to 200 ft. Toilets, Bath-tubs, Sinks, Urinals. Sewers clogged with Grease, Rags, & Roots melt away when struck by the hammer-like blow. Worth many times the Cost in Plumbing Bills. Tear ad out and write address beside it for **FREE BOOKLET**, or phone Kit/Bag 5-1702. Miller Sewer Rod, Dept. AB-2, 4642 N. Central Ave., Chicago 30, Ill.

To sell more **BUILDING PRODUCTS** and **EQUIPMENT** pre-sell the **BUILDER!** American Builder reaches more builder-buyers than any other building publication!

moving?

American Builder should be the first to know . . .

American Builder
Subscription Dept.

Emmett St.

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83

83

83

83

*Booth 83, that is, at the Conrad Hilton
is where you'll find
the friendly bunch from*

**AMERICAN
BUILDER**

C'mon over!

There's a bargain price tag on

AMERICAN
BUILDER
AWARD

Here's how
he cut \$3,100 from
higher-priced model

1. replaced cellar with crawl space \$1,200
 2. put family room, workshop on slab 500
 3. eliminated one bath 500
 4. cut floor space by 150 sq. ft. 900
-
- \$3,100



... but features like these

Bob Scarborough intends to stay on top of the housing boom which will add 57,000 units to the Philadelphia area in the next five years. To do this, he knows he has to finish his present 800-home development and move on. That 45-month-old community had been selling well, under a prestige-living theme, but Scarborough felt an under-\$20,000 model would give him more sales leverage. The problem: how to fit a \$19,800 model into his prestige community.

Here's how he solved it: "With 500 satisfied buyers already in the development," he says, "you can't introduce a loser, so I decided on a two-story model. This gave me two things: more space for every construction dollar, and a house in keeping with other two stories already built.

"I kept the features previous buyers had liked most—center-hall entrances, private living and dining rooms, zoned family areas. To further reduce costs, I put the house on a crawl space, and the storage area and family room on-slab. I cut one bedroom and a bath (optional at \$500), reduced floor space 150 sq. ft."

The buyers' reaction? Fifteen of these houses sold within a month of opening.



STRAIGHT-LINE KITCHEN permits Scarborough to include breakfast table. Sliding glass doors open to dining patio. Scarborough's most popular kitchen option is glass faced strip cabinet from G.E.

this award-winning colonial . . .



keep quality-minded buyers coming

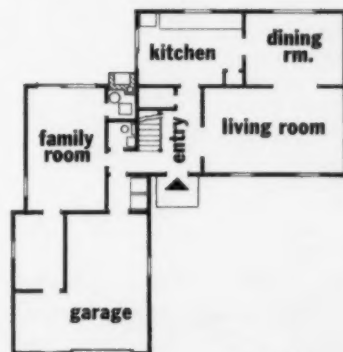
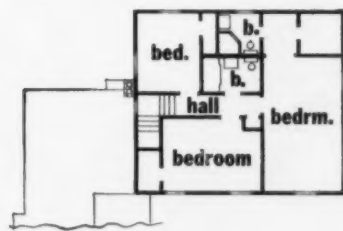
- ✓ Roomy kitchen has breakfast nook, opens to patio.
- ✓ Entire community is planned in colonial tradition.

- ✓ Downstairs powder room adds to prestige effect.
- ✓ Formal living in partitioned living-dining areas.

- ✓ Two-story model has a quality look.

- ✓ Center hall assures perfect circulation, formal feeling.

- ✓ Master bedroom suite has 330 sq. ft. of living area.



Basic house is on crawl space; family room, etc. are on slab.

These ideas gave Scarborough the sales edge he needed

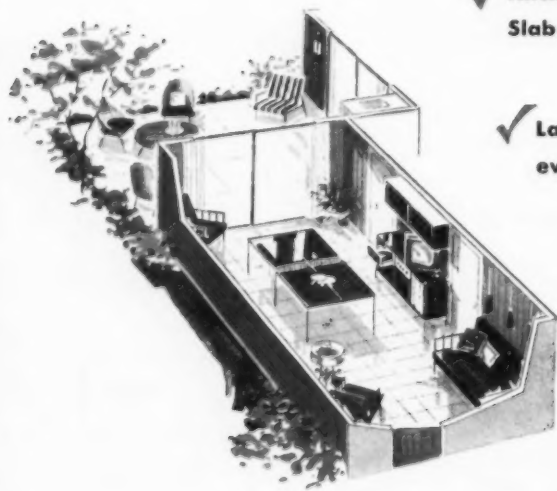


✓ Kitchen and family room open to patio. **WHAT**
Slab runs under family room and garage.

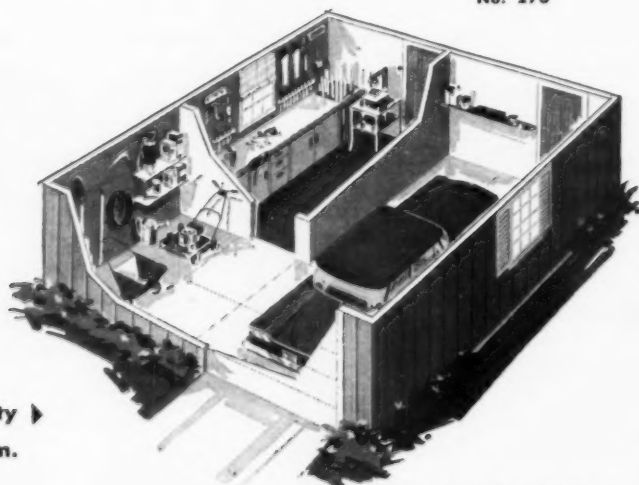
HOW

AMERICAN
BUILDER
BLUEPRINT
No. 270

✓ Large family room takes brunt of
every day traffic, is centrally located



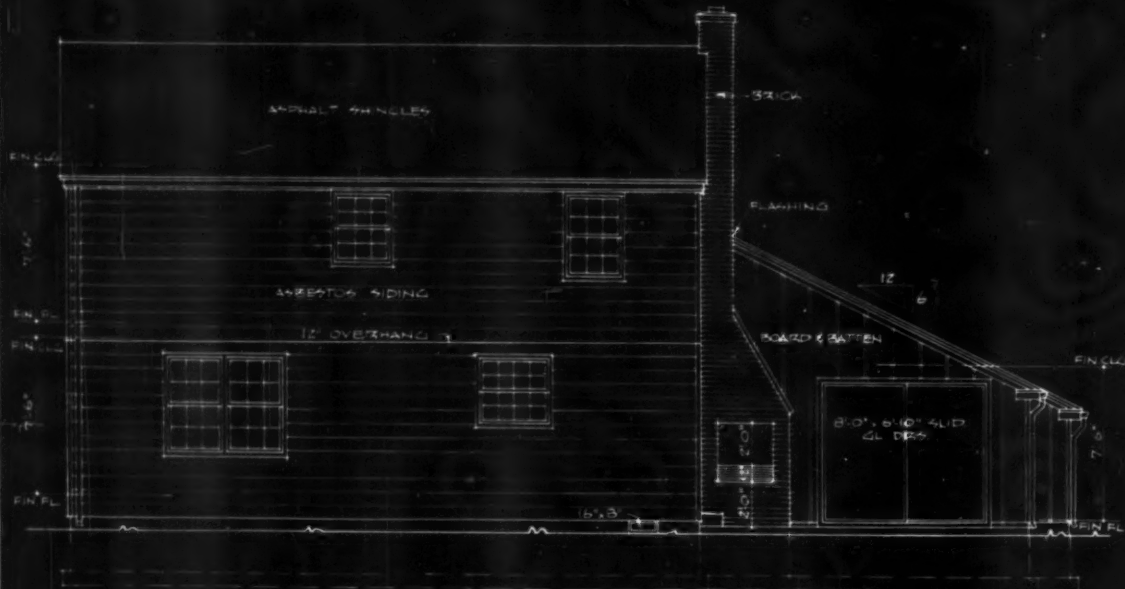
✓ Work shop and storage add to versatility ▶
of garage. Shop adjoins family room.





FRONT ELEVATION

SCALE 1/8" = 1'-0"



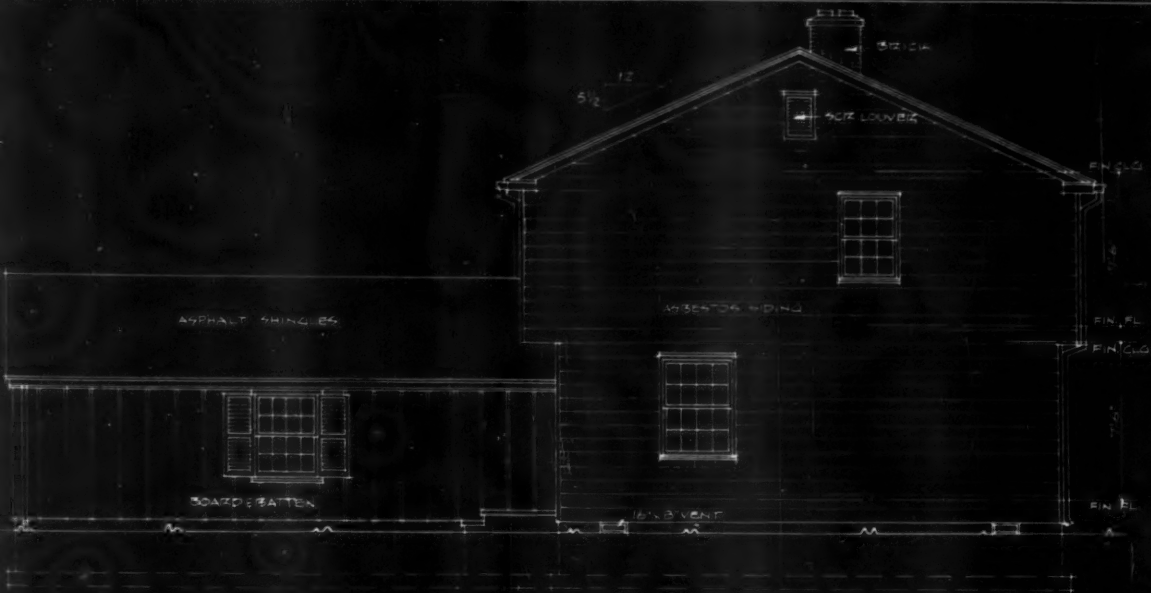
REAR ELEVATION

SCALE 1/8" = 1'-0"

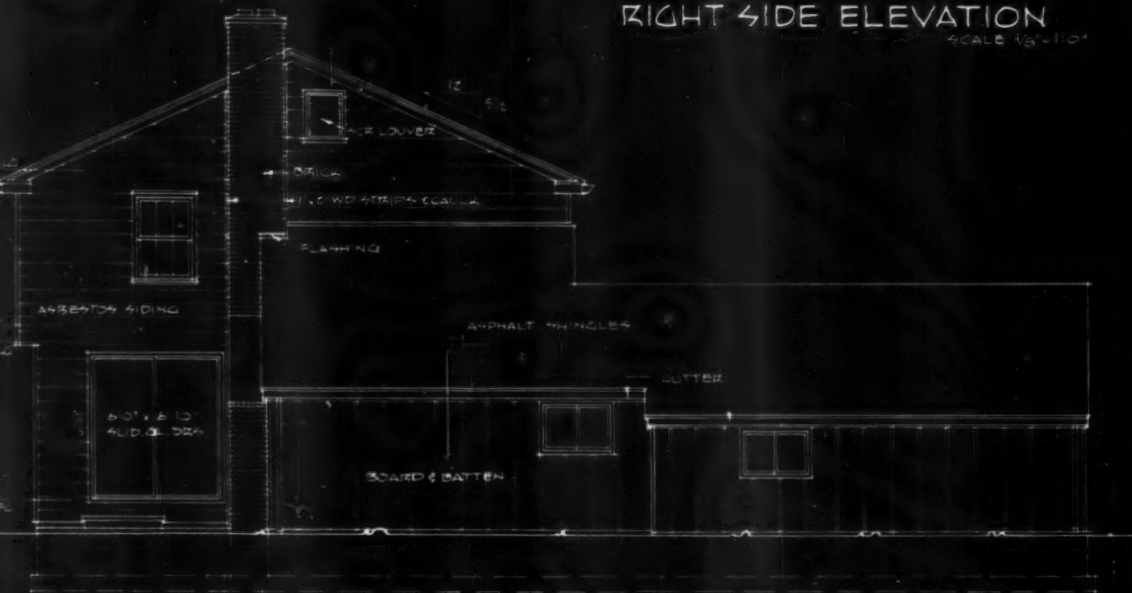
AMERICAN BUILDER BLUEPRINT SERIES.

I-60

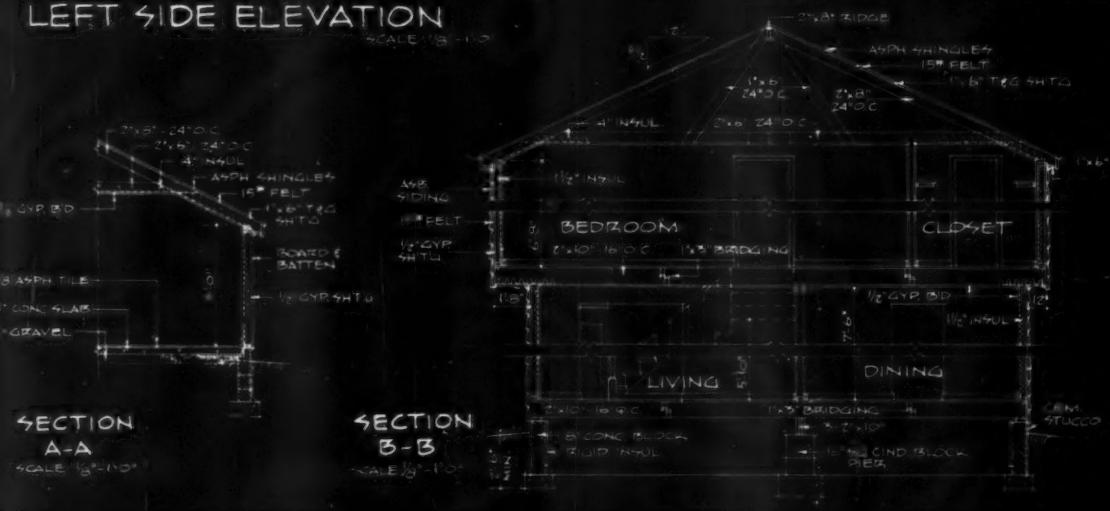
SIMMONS-BOARDMAN PUBL. CORP., 30 CHURCH ST., NEW YORK 7, N. Y.



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

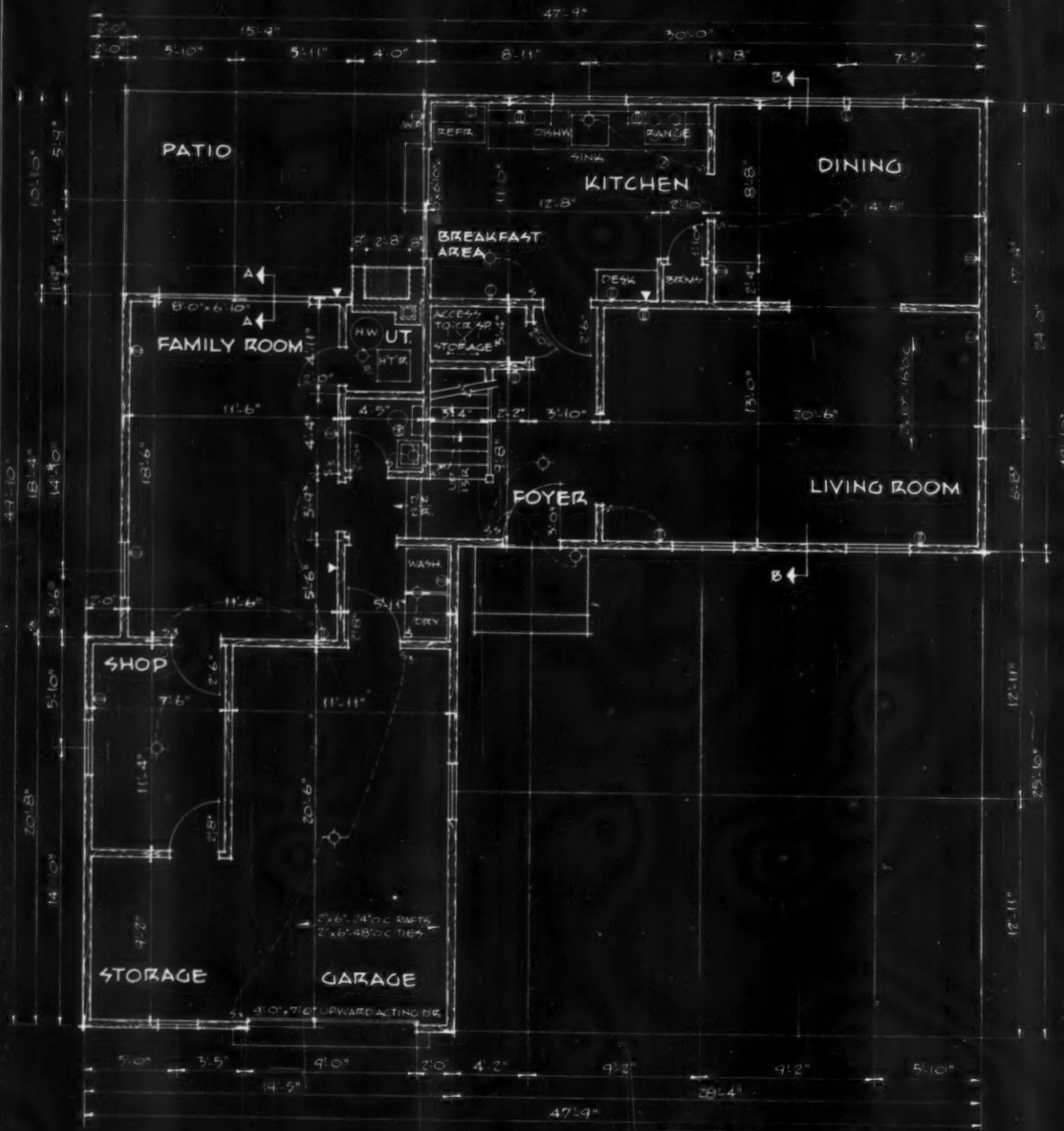


LEFT SIDE ELEVATION
SCALE 1/8"=1'-0"

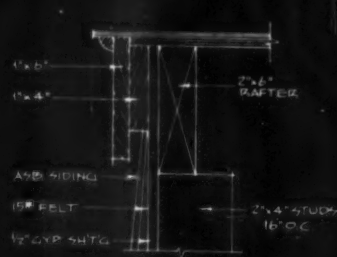


SECTION A-A
SCALE 1/8"=1'-0"

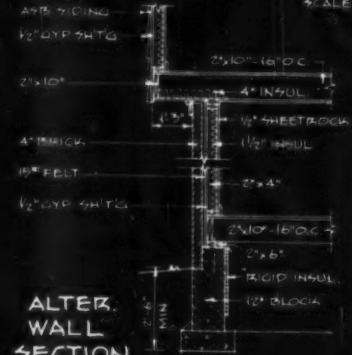
SECTION B-B
SCALE 1/8"=1'-0"



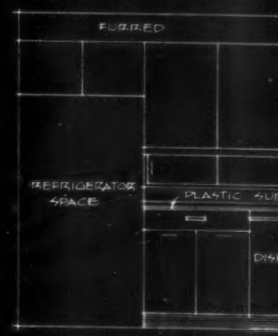
FIRST FLOOR PLAN
SCALE 1/8" = 1'-0"

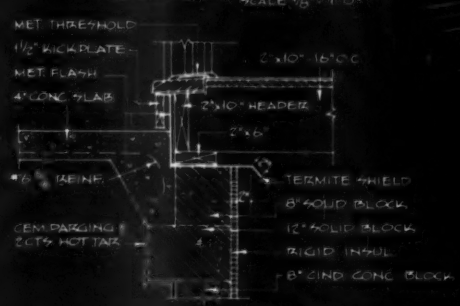
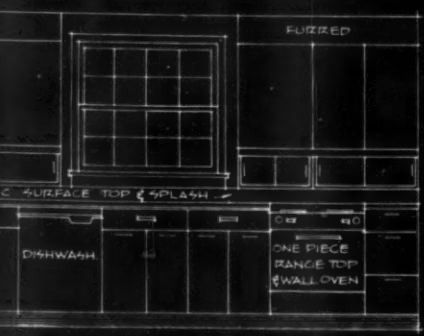


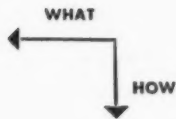
RAKE DETAIL
SCALE 1/2" = 1'-0"



ALTER WALL SECTION
SCALE 3/16" = 1'-0"







Materials list for this blueprint house

AMERICAN BUILDER HOUSE No. 270

—AREAS—

FIRST FLOOR ONLY	1,000 sq. ft.
SECOND FLOOR ONLY	800 sq. ft.
GARAGE, STORAGE & SHOP ONLY	400 sq. ft.
PATIO ONLY	170 sq. ft.
PORCH ONLY	20 sq. ft.

—EARTH EXCAVATION & GRADING—

Topsoil 6" Grade Exc. & Pile	3,950 sq. ft.
Earth Crawl Space Exc. & Disp.	1,665 cu. ft.
Earth Foundation Exc. & B'Fill	650 cu. ft.
Earth Hand Foundation Exc. & B'Fill	675 cu. ft.
Gravel 4" Floor Sub-Fill	885 sq. ft.
Water Encountered Drainage	Sum

—CONCRETE CONSTRUCTION & FINISH—

2500# Conc. Wall Footings	210 cu. ft.
2500# Conc. Wall Footings Forms	275 sq. ft.
2500# Conc. Pier Footings	10 cu. ft.
2500# Conc. Pier Footings Forms	15 sq. ft.
2500# Conc. Chimney Footings	20 cu. ft.
2500# Conc. Chimney Footings Forms	20 sq. ft.
2500# Conc. 4" Fl. & Platf. Slab O.G.	885 sq. ft.
2500# Conc. 10x7" Step, Form & Fin.	15 lin. ft.
#6 Steel 6x6 Mesh Reinforcing	885 sq. ft.
Monolithic Floor Finish	400 sq. ft.
Monolithic Floor Sub-Finish	285 sq. ft.
Monolithic Platform Fl. Finish	200 sq. ft.
Visqueen Floor Vapor Barrier	685 sq. ft.
Kraft Paper Floor Prot. & Curing	885 sq. ft.
Premolded 1/2"x4" Floor Expan. Joint	140 lin. ft.
Rigid Fiber 1/2" Fl. & Perimeter Insulation	340 sq. ft.
Trade Items Set-In	Sum

—BRICK & BLOCK CONSTRUCTION & VENEER—

Face Brick 4" Chimney Veneer	120 sq. ft.
Com. Brick Chimney Construction	90 cu. ft.
Com. Brick 4" Slab O.G. Bearing	35 sq. ft.
Fire Brick 4" Fireplace Lining & Pav.	20 sq. ft.
Vitr. T.C. 8x8" Chim. Flue Lining	40 lin. ft.
Slate 1" Chimney Wash	10 sq. ft.
Conc. Block 12" Found. Ledger	5 sq. ft.
Conc. Block 8" Found. Wall	485 sq. ft.
Conc. Block 4" Found. Wall	65 sq. ft.
Conc. Block Foundation Pier	10 cu. ft.
P.C. Conc. 12x18x2" Spl. Block	5 units
P.C. Conc. 3'x2'x4" Chim. Cap	1 unit
Acid & Mort. Exposed Brick Clean & Point	120 sq. ft.
Com. Plast. 1/2" Found. Parging & Fin.	600 sq. ft.
Mastic 2 ct. Found. Dampproofing	550 sq. ft.
Trade Items Built-In	Sum

—LUMBER FRAMING & CONSTRUCTION—

3 2x10 Fir Floor Beam	30 lin. ft.
2 2x10 Fir Stair Beam	10 lin. ft.
2x10 Fir Floor Joists	1,440 lin. ft.
2x10 Fir Joist Header	120 lin. ft.
2x8 Fir Roof Rafter	690 lin. ft.
2x8 Fir Roof Ridge	55 lin. ft.
2x6 Fir Wall Plate	110 lin. ft.
2x6 Fir Ceiling Joists	500 lin. ft.
2x6 Fir Roof Rafter	150 lin. ft.
2x6 Fir Rf. Collar Ties	120 lin. ft.
2x4 Fir Wall & Part. Studs	3,620 lin. ft.
2x4 Fir Wall & Part. Sill	560 lin. ft.
2 2x4 Fir Wall & Part. Plate	560 lin. ft.
2x4 Fir Door & Window Sub-Frame	655 lin. ft.
2x3 Fir Wall Studs	70 lin. ft.
2x3 Fir Wall Sill	10 lin. ft.
2 2x3 Fir Wall Plate	10 lin. ft.
1x6 Fir Floor Lining	1,440 sq. ft.
1x6 Fir T. & G. Roof Lining	1,735 sq. ft.
1x6 Fir Roof Bracing	210 lin. ft.
1x4 Fir Fascia Blocking	130 lin. ft.
1x3 Fir Joist Bridging	300 lin. ft.
3/4" Plyscord Floor Lining	110 sq. ft.
15# Felt Wall Isolation	2,140 sq. ft.
15# Felt Roof & Fl. Isolation	1,735 sq. ft.
Kraft Paper Floor Isolation	1,440 sq. ft.
Rock Wool 4" Roof Insulation	1,380 sq. ft.
Rock Wool 1 1/2" Wall Insulation	1,590 sq. ft.
Asbestos Wall Siding	1,500 sq. ft.
215# Asphalt Roofing Shingles	1,735 sq. ft.
Gypsum 1/2" Wall Lining	2,140 sq. ft.
Wood Misc. Furring & Grounds	Sum
Metal Structural Hardware	Sum

—METAL ORN. & MISC. WORK—

1/2" Steel 8" Anchor Bolt, N & W	20 units
Cast Iron Fireplace Damper	1 unit
Cast Iron Clean-Out Door, F. & T.	1 unit
Steel 2'x2'8" Firept. Grille & Acc.	1 unit
Metal 1'8x1'8" Floor Access Dr., F. & T.	1 unit
Metal 1"-d. Clothes Pole & Brack.	25 lin. ft.

—METAL SHEET WORK—

16-oz. Copper 20" Termite Shield	190 lin. ft.
16-oz. Copper 15" Chimney Flashing	15 lin. ft.
16-oz. Copper 6" Cap Flashing	30 lin. ft.
16-oz. Copper 5x4' Rain Gutter	130 lin. ft.
16-oz. Copper 4"-d. Rain Leader	55 lin. ft.

—GYPSUM WALL & CEILING BOARDING—

Gypsum Bd. 2 1/2" Heat. Rm. Wl. Board	65 sq. ft.
Gypsum Bd. 2 1/2" Heat. Rm. Ceil. Board	15 sq. ft.
Gypsum Bd. 1/2" Wall T.J. Boarding	4,560 sq. ft.
Gypsum Bd. 1/2" Ceil. T.J. Boarding	1,585 sq. ft.
Gypsum Bd. 1/2" Wall Lining	190 sq. ft.
Metal Corner Bead	40 lin. ft.

—PREFINISHED KITCHEN CABINETS & ACC.—

Wood or Metal 4x2x3' Sink Cabinet	1 unit
Wood or Metal 2'6x2'x3' Base Cabinet	1 unit
Wood or Metal 1'4x2'x3' Base Cabinet	1 unit
Wood or Metal 2'6x2'6x1' Wall Cabinet	1 unit
Wood or Metal 4'2x2'6x1' Wall Cabinet	1 unit
Wood or Metal 3'x1'4x1' Wall Cabinet	1 unit
Wood or Metal 3'x1'6x3' Kitchen Desk	1 unit
Lam. Plastic Counter Tops & Splash Backs	20 sq. ft.

—OAK 3/4" FINISH FLOORING—

Oak 3/4" Finish Flooring	1,100 sq. ft.
Machine Floor Sanding	1,100 sq. ft.
Varnish Floor 2 coats	1,100 sq. ft.

—ASPH., VINYL & RUBB. FLOOR & BASE TILING—

Asphalt 3/8" Floor Tiling	265 sq. ft.
Vinyl 3/4" Floor Tiling	110 sq. ft.
Rubber 4" Wall Base	110 lin. ft.

—CERAMIC FLOOR & WALL TILING—

Ceramic Floor Tiling	70 sq. ft.
Ceramic Wall Tiling	190 sq. ft.
Ceramic 6" Wall Base	40 lin. ft.

—WOOD EXT. & INT. MILLWORK—

1 1/2" Wht. Pine 5x8' Colonial Entr. Dr., F. & T.	1 unit
1 1/2" Wht. Pine 8'x6'10 Slid. Gl. Door, F. & T.	1 unit
1 1/2" Wht. Pine 6'x6'10 Slid. Gl. Door, F. & T.	1 unit
1 1/2" Wht. Pine 9x7' Overhead Door, & Hdw.	1 unit
1 1/2" Bir. Ven. 2'8x6'8 Fl. Int. Door, F. & T.	2 units
1 1/2" Bir. Ven. 2'6x6'8 Fl. Int. Door, F. & T.	3 units
1 1/2" Bir. Ven. 2'4x6'8 Fl. Int. Door, F. & T.	1 unit
1 1/2" Bir. Ven. 2'x6'8 Fl. Int. Door, F. & T.	8 units
1 1/2" Bir. Ven. 1'10x6'8 Fl. Int. Door, F. & T.	1 unit
1 1/2" Bir. Ven. 1'10x5' Attic Access. Dr., F. & T.	1 unit
Wht. Pine 1'6x2' Fl. & Ceil. Dr., F. & T.	2 units
Wht. Pine Single Cased Opening, F. & T.	4 units
Wht. Pine Double Cased Opening, F. & T.	2 units
Wht. Pine & Bir. 3'x4'8-D. Hung Wind., F. & T.	2 units
Wht. Pine & Bir. 2'8x4'8-D. Hung Wind., F. & T.	2 units
Wht. Pine & Bir. 3'3x4'-D. Hung Wind., F. & T.	3 units
Wht. Pine & Bir. 3x4'-D. Hung Wind., F. & T.	1 unit
Wht. Pine & Bir. 2'8x4'-D. Hung Wind., F. & T.	3 units
Wht. Pine & Bir. 2'8x3'4-D. Hung Wind., F. & T.	1 unit
Wht. Pine & Bir. 3'6x3'-D. Hung Wind., F. & T.	1 unit
Wht. Pine & Bir. 3'4x2'4 Slid. Wind., F. & T.	2 units
Wht. Pine & Bir. 2x2' Fixed Wind., F. & T.	1 unit
Wht. Pine & Mesh 1'4x2' Attic Louver, F. & T.	2 units
Wht. Pine & 8"x1'4 Attic Louver, F. & T.	1 unit
Wht. Pine 1'8x4' Wind. Shutters	8 units
Wht. Pine 1'8x4'8 Wind. Shutters	4 units
Wht. Pine 1'x2'4 Wind. Shutters	2 units
Wht. Pine 1st Ext. Wall Boarding	635 sq. ft.
Wht. Pine 4'x8'8" Wind. Box	1 unit
Oak 8x2" Door Sill	15 lin. ft.
Wht. Pine 1 1/2x4" Door Kick Plate	15 lin. ft.
Wht. Pine 1x6" Eave Soffit	130 lin. ft.
Wht. Pine 1x6" Roof Eave Fascia	310 lin. ft.
Wht. Pine 1x4" Wall Base	815 lin. ft.
Wht. Pine 1x2" Wall Siding Battens	405 lin. ft.

(Continued on next page)

Quality products; manufacturers

General Electric Co.—cabinets, cabinettes, appliances (dishwasher, disposal, wall oven, counter-top burners)

Johns-Manville Corp.—asbestos siding

Bradford—hot water heaters

Crane Co.—plumbing fixtures

NuTone Inc. chimes and AM-FM radio and intercom (optional)

Armstrong Cork Co.—Excellon floor tile

Kentile, Inc.—asphalt tile

Pittsburgh Plate Glass Co. & Libby-Owens-Ford—window glass

Lightolier & Sea Gull—light fixtures

Owens-Corning Fiberglas Corp.—Fiberglas insulation

Progress Manufacturing Co., Inc.—exhaust fans

U. S. Gypsum Co.—drywall and sheathing board

Orangeburg Manufacturing Co.—pipe, underdrains

National Manufacturing Co.—sliding door hardware

Reynolds Metals Co.—aluminum foil, on-grade insulation, ventilating louvers

Kaiser Aluminum—electric wire

Phelps-Dodge—electric wire

Lockwood Manufacturing Co.—lackets

Weyerhaeuser Sales Co.—wood trim



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Yes, rush me a sample copy of THIS IS YOUR HOME for which I enclose \$..... (\$5.95 per copy, \$6.25 per copy with name stamped) or bill me.

Name

Street

Address

Imprint as follows:

ESTIMATING TAKE-OFF

(Continued from preceding page)

Whit. Pine 1x2" Clos. Shelving Cloats	30 lin. ft.
Whit. Pine 1" Closet Shelving	30 sq. ft.
Whit. Pine 1x1" Fascia & Eave Molding	310 lin. ft.
Wat. Pr. Plywood, 3/4" Overh's Soffit	30 sq. ft.
Oak & Pine 9R x 3'10 Int. Stair	1 unit
Oak & Pine 4R x 3'10 Int. Stair	1 unit
Oak & Pine 2R x 3'10 Int. Stair	1 unit
Oak & Pine 3' Stair Railing	5 lin. ft.
Bir. Ven. Ply. 5'x1'6"x2'8" Vanity Cabinet	1 unit
Pol. Pl. Glass 1/4" Slid. Door Panes	95 sq. ft.
Ds. A. Glass 3/4" Window Panes	175 sq. ft.

—METAL TOILET ACCESSORIES—

Metal & Glass 24x18" Medicine Cabinet	3 units
Metal & Glass 6'x7'6 Shower Enclosure & Acc.	3 units
Chrome Toilet Paper Holder	3 units
Chrome Towel Bars	5 units
Chrome Tumbler & Brush Holder	2 units
Chrome Soap Dish	3 units
Chrome Soap Dish & Grab Bar	2 units
Chrome & Cloth 5' Shower Rod & Curtain	1 unit
Chrome & Glass 3x2' Vanity Mirror	1 unit

—PAINT EXT. & INT. FINISH—

Lead & Oil Ext. Millw'k 3 coats	2,350 sq. ft.
Lead & Oil Gyp. Bd. Ceil. 3 coats	1,600 sq. ft.
Lead & Oil Gyp. Bd. Wall 3 coats	4,625 sq. ft.
Lead & Oil Ext. Sash 3 coats	325 sq. ft.
Lead & Oil Int. Millw'k 2 coats	450 sq. ft.
Stain & Varn. Int. Millw'k 3 coats	700 sq. ft.
Stain & Varn. Int. Doors 3 coats	750 sq. ft.
Stain & Varn. Int. Wind. 3 coats	325 sq. ft.
Lead & Oil Ext. Doors 3 coats	250 sq. ft.

—PLUMBING SYSTEM & FIXTURES—

Water Connect. & Piping	1 unit
Sanitary Connect. & Piping	1 unit
Gas Connect. & Piping	1 unit
Gas Furnace Connect. & Piping & Acc.	1 unit
Hose Bibb Connect. & Piping & Acc.	2 units
Lavatory, Piping & Accessories	3 units
Bathub, Piping & Accessories	1 unit
Water Closet, Piping & Accessories	3 units
Kitchen Sink, Piping & Accessories	1 unit
Shower Head, Piping & Accessories	2 units
Dishwasher, Piping & Accessories	1 unit
Elec. H.W. Heater, Piping & Accessories	1 unit
Laundry Washer, Piping & Accessories	1 unit

—HEATING SYSTEMS & FIXTURES—

Gas Warm Air Furnace & Accessories	1 unit
Gas Warm Air Ducts & Registers	14 units
Gas Warm Air Temp. Control Equipment	1 unit
Gas Warm Air Vent Flue & Connection	1 unit

—ELECTRIC SYSTEM & FIXTURES—

Electric Service Connection	1 unit
Electric Service Panel & Switch	1 unit
Telephone Service Connection	1 unit
Hot Water Heater Connection & Wiring	1 unit
Gas Furnace Connection & Wiring	1 unit
Electric Dryer Connection & Wiring	1 unit
Electric Oven Connection & Wiring	1 unit
Electric Exhaust Fan Connection & Wiring	3 units
Electric Range Connection & Wiring	1 unit
Met. & Glass Lamt. Light Connection & Wiring	1 unit
Single Switch Outlet & Wiring	14 units
3-Way Switch Outlet & Wiring	6 units
Convenience Outlets & Wiring	30 units
Ext. Convenience W.P. Outlets & Wiring	1 unit
Power Outlets & Wiring	3 units
Light Outlets & Wiring	13 units
Electric Dishwasher Conn. & Wiring	1 unit
Television Antenna & Wiring	1 unit
Ext. P.B. Chime & Wiring	1 unit
Ceiling Fixtures & Bulbs	9 units
Wall Fixtures & Bulbs	4 units
Ext. Wall Fixtures & Bulbs	1 unit

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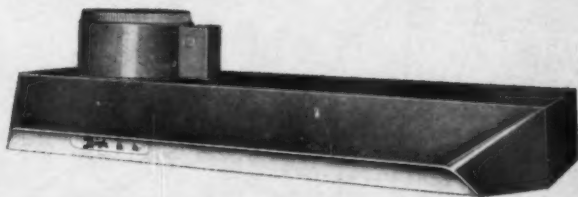


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NEW FOR '60

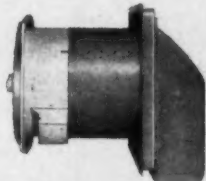
A NEW RANGE HOOD*



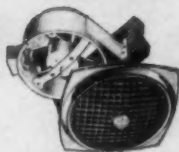
5400 Series — available in 30",
36" and 42" widths

Other Range Hoods are available in a wide range of sizes and finishes

B 2 NEW LOW-COST VENTILATING FANS*



Wall Type —
Model 5518

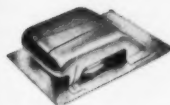


Ceiling Type —
Model 5508

A complete line of other Ventilating Fans are available

C ADDITIONAL IMPORTANT NEW PRODUCTS WILL BE INTRODUCED SHORTLY

*U.I. and C.S.A. APPROVED



Roof Ventilators



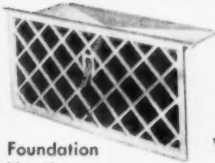
Stationary and Adjustable
Triangle Ventilators



Under-eaves Ventilators



Aluminum TRIMVENT Strip Ventilators



Foundation
Ventilators



Miniature
Ventilators



Dryer Vents
and Kits

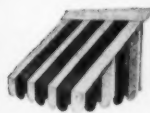


Roof Jacks



Attic
Ventilators

Other Ventilators are also available.



Imperial Awnings
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Aristocrat
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LEIGH BUILDING PRODUCTS

Division of Air Control Products, Inc.
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these rumors?"*



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In today's fast-moving new construction market, rumor chasing can cost far more than *Dodge Reports*. Successful contractors are relying on *Dodge Reports* more than ever for information that enables them to select the kind of jobs they want to go after ... the jobs that can do them the most good. They get more good opportunities through access to more timely facts.

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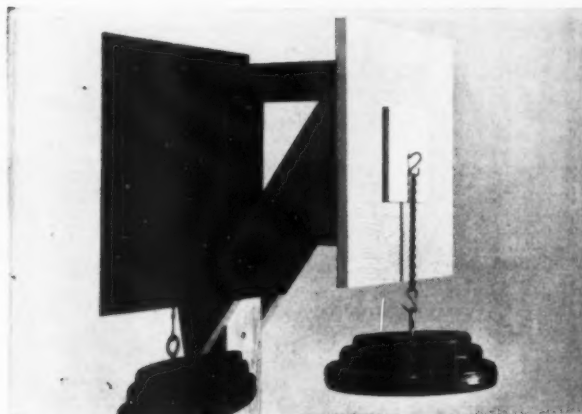


Dodge Reports

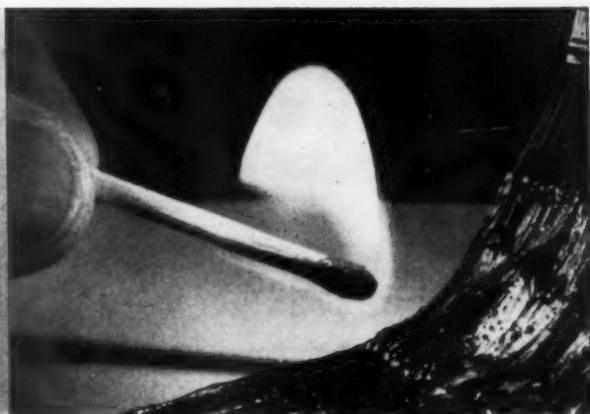
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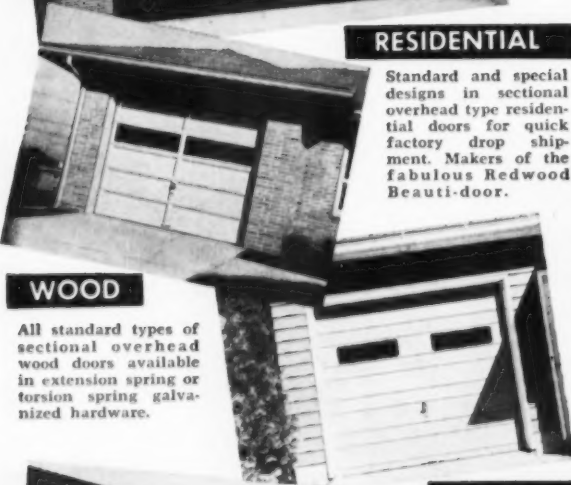
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RESIDENTIAL

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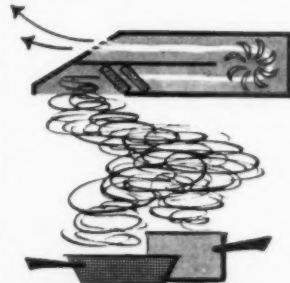
... with NO outside ducts!

DUCTLESS HOOD

banishes cooking odors... removes smoke, grease—even pollen—by a time-tested scientific miracle. This is the magic of Activated Charcoal—the substance that purifies the air men breathe in atomic submarines.

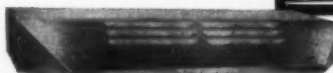
SIMPLE TO INSTALL...

DUCTLESS HOOD uses no expensive outside vents or louvers. Instead, powerful motor-blowers recirculate kitchen air through filters to remove impurities.



Ductless Hood

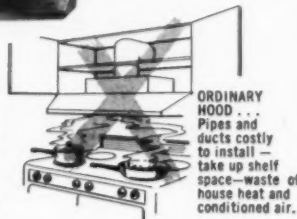
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ORDINARY HOOD... Pipes and ducts costly to install—take up shelf space—waste of house heat and conditioned air.

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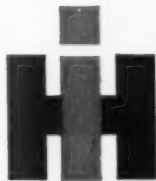
From site clearing to landscaping, the new International® T-340 helps keep your work on schedule!

Users are calling it "terrific!" That's because the new T-340 crawler leads its class in power, speeds, handling ease, and matched equipment. It's an economical utility crawler built to big crawler specifications.

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ward... in any gear, lets the operator boost pull-power 45%, *on-the-go*, without shifting! Or, specify Fast-Reverser in place of TA and get five speeds coming or going to speed dozing, loading, and other shuttle-type work. Only the T-340 in its size class gives you so much in fuel economy, stamina, and high output at such a low cost!

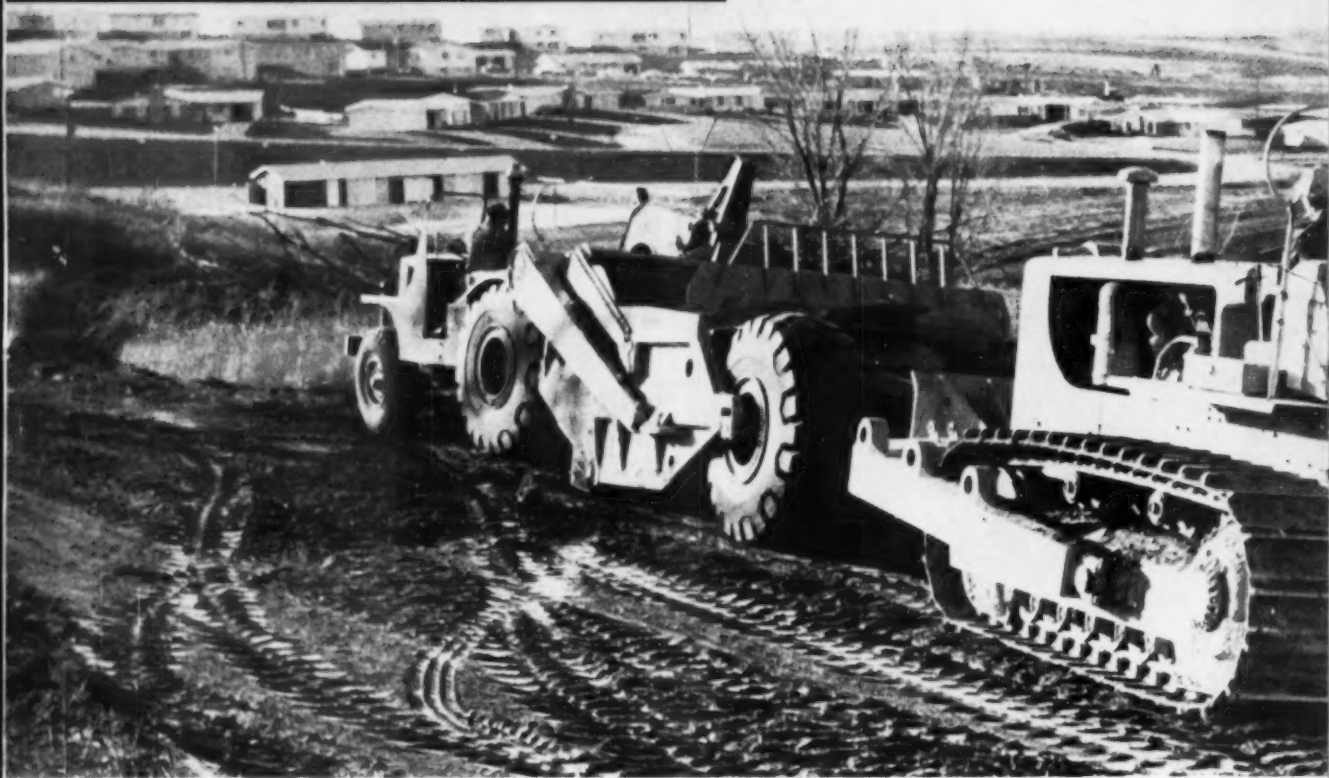
A wide range of matched-to-the-tractor equipment makes the most of the T-340's superior work capacity. You save on investment and operating costs while making bigger profits on jobs formerly assigned to size-larger crawlers. For all the facts, see your International Harvester dealer today.



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BORACCI:

What's a home builder doing with this



JOHN FISCHER of Fischer and Fritchel, St. Louis home builders, tells *AMERICAN BUILDER*'s Andy Boracci how to move earth.

FISCHER: What do you think I'm doing with it? I'm making money with it. If I weren't making money with this equipment I'd get rid of it.

BORACCI: You don't often see—

FISCHER: A home builder who owns his own earth-moving machines? Can't see how he can afford not to.

BORACCI: But—

FISCHER: They'll let him do his own land development. He'll save the cost of a subcontractor, and he'll control his earthwork.

BORACCI: But—

FISCHER: They'll help him control his land costs and keep ahead of his competition.

BORACCI: Still—

FISCHER: They'll help establish his financial responsibility. Some builders don't care about that. They figure if things get bad they can pull out without being involved with machines. But who



◀ **FIRST THE CUT**—Catepillar D8 push loads a Cat DW 15 scraper taking a 15-yd. cut of earth from hilltop. Scraper then hauls earth to base.



THEN THE FILL—Scraper deposits fill taken from hilltop in 6-in. lift at low areas of subdivision. Method balances high and low contours.



NEXT THE COMPACTION—Cat D8 tractor pulls pair of Tamco sheepfoot rollers over 6-in. lift to bring fill to specified density.



FINALLY THE TRENCHES—Barber-Greene pneumatic trencher fitted with special attachment digs foundation trench and bells out footing.

equipment?

goes *into* business figuring to go *out* of business?

BORACCI: But—

FISCHER: They'll help him diversify, too. He won't be using the machines for his own work all the time.

BORACCI: But—

FISCHER: But, what?

BORACCI: A smaller home builder can't afford so many big machines.

FISCHER: He doesn't start with so many big machines. He starts with one—maybe two—then builds his fleet to parallel his business growth. I was pretty small as a home builder myself 10 years ago.

"How does the smaller home builder



FISCHER: How does a small home builder start? He starts small, of course. He buys a small rig and starts moving earth. Only trouble with that is—once he starts moving earth he doesn't stay small.

BORACCI: Do you mean—

FISCHER: Take our outfit. Back

in 1949. Do you think we were putting up 350 houses a year? Do you think we were doing \$1½-million in outside contracts like we're doing today?

BORACCI: Well—

FISCHER: No! Back around '49 we're putting up about 25, maybe a few more, houses a year. It stays that way year after year. So we suddenly decide we'll take a shot at doing our own land development.

BORACCI: How did you—

FISCHER: We buy a small Caterpillar D4 tractor. Costs us \$6,500. And we buy a small 4-yd. scraper for about \$5,500. What happens? We do a job ourselves and save 25% on the subcontractor's price.

BORACCI: I suppose you—

FISCHER: The next year we get cocky and decide to up production. We'll build 75 houses. What happens? The small spread

doesn't move the earth fast enough. We need more machines. So we go out and buy a Caterpillar D7 and an 11-yd. scraper. **BORACCI:** And they do the— **FISCHER:** That move gets us into trouble. Our new earth-moving spread really handles the 75-house volume. Trouble is, it handles it too well.

BORACCI: How did you—

FISCHER: So we start moving earth for other home builders. We even do some site work for commercial builders. Right up to 1953.

BORACCI: That's when you—

FISCHER: We trade in the D4 for a new model. But we also buy a Barber-Greene ditcher so we can dig our own trenches.

BORACCI: I don't quite—

FISCHER: We work out this attachment that fits behind the ditcher. Know what it does? The ditcher and the attachment dig



DITCHER RIG DIGS—Combination rig simultaneously digs trench 3 ft. deep and carves bell-shaped footing into fill.



Here's how Fischer digs



THEN MOVES CLEAR—Once rig reaches corner stake its cutters are raised and the machine is turned to dig along a new length of trench.

start doing his own earth moving?"

out foundation trenches and footings simultaneously.

BORACCI: Really? Well, I—
FISCHER: The combination rig makes it possible for us to dig and pour four foundations a day (see below). Know how many that is a year?

BORACCI: That's quite a—
FISCHER: Now, we certainly can't go putting houses on 1,460 foundations in a year. So we have to take outside work to keep the combination rig busy. The money rolls in. We can't stop it. By 1954 we're building 200 houses. But then we buy the swamp.

BORACCI: The swamp—
FISCHER: Here we are—with 75 acres of swamp to fill with 2 to 3 ft. of dirt. Only available borrow lies half a mile from the site. Our machines are too slow to make that haul. We either have to give out the job or buy more machines. We buy more ma-

chines. We buy two Caterpillar DW 15 self-propelled scrapers, and a D8 tractor to push-load.
BORACCI: What—

FISCHER: But the machines do the job too fast. We have to search for more outside work.

By 1955 our home-building volume jumps to 250 houses. We trade in the old D7 for a new one. This goes on until 1957.

BORACCI: So you stand—
FISCHER: That's when we land a contract with the U.S. Army Corps of Engineers to build them a housing project. How much of a mess can you get into?

BORACCI: Well, that's too—
FISCHER: That leaves only one out. We need more machines. And we have to replace the older ones. We buy a new Cat D8 to replace the old one; we trade in the D7 for a new one; and we trade in one of the DW 15's for two new self-propelled scrapers.

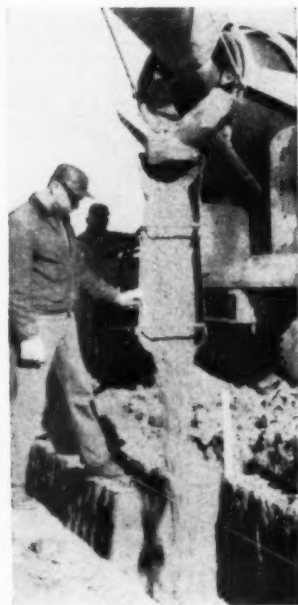
Also, we buy two Tampco rollers.
BORACCI: Rollers?

FISCHER: Good thing we buy them too. For at the end of that year we start doing a compacted fill project. Crazy job. Lots of hills. We have to trim 15 ft. off the tops and fill the low spots. That's easy enough. Tell me, where will it end? Who knows? Maybe soon we'll be bidding road jobs. Maybe we'll be getting into joint ventures with other builders? I mean, after 10 years of it, owning now \$250,000 worth of earth-moving equipment, we got to know something about moving earth.

BORACCI: Well—
FISCHER: So you see, you may be a small home builder when you start with machines. But the darned things just don't let you stay small. Anything else?

BORACCI: Do you think it'll rain tomorrow?

and pours 4 foundations a day



KEY to Fischer and Frichtel's speedy foundation method is a flaring device fitted to a standard Barber-Greene ditcher.

The device, made by Gordon & Morgan, of Lincoln, Neb., machinists, basically is nothing more than a steel shaft that bolts to the underside of the ditcher. A steel flaring knife that rotates like an egg-beater fits to the bottom of the shaft.

The flaring device operates off a clutch and drive sprocket assembled on the ditcher's drive shaft at the top of the machine. The clutch is tightened enough to drive the flaring attachment

under normal usage, but loose enough to permit the device to stop when it hits any kind of obstruction.

The operator sets the combination rig between two corner stakes of the house. As the ditcher digs the trench—usually 3 ft. deep—its dig chain actuates the flaring device, which cuts a bell-shaped footing.

Guard Follows

A guard follows behind the flaring device, feeding muck into the ditcher chain. The chain throws the muck into windrows alongside the foundation trench.

The combination rig cuts right up to the corner stake. Occasionally hand trimming is required to make corners neat; but, generally, the rig leaves footings and trenches ready for concreting.

◀ **WHILE CONCRETE POURS**—Fischer's transit-mix truck dumps 2,500-psi concrete directly into combination trench to complete one of the four foundations a day.

***"Look...the
Steering Levers
are Gone!"***



now you **STEER, STOP, and REVERSE**
with the **NEW JOHN DEERE**

PILOT *Touch*

the only Single Stick crawler control

Ease the stick forward, back, left or right—the way you want to go—and the John Deere Crawler obeys! Clutching is automatic—braking, too—so no footwork is required.

One-hand driving with hydraulic-powered Pilot-Touch keeps the operator fresh and alert—frees a hand for full-time control of loader, dozer, or other equipment. Payoff—a better job, and higher daily work production.

Pilot-Touch is an exclusive John Deere development, yours optionally on both Diesel and gasoline "440" crawlers. Your nearby John Deere Industrial Dealer soon will be demonstrating crawlers with this new hydraulic-powered control. See him or write us for complete details.

John Deere Industrial Division, Dept. 2045, Moline, Ill.

JOHN DEERE "Specialists in Low-Cost Power with a Heavyweight Punch"



FROM THE ground UP

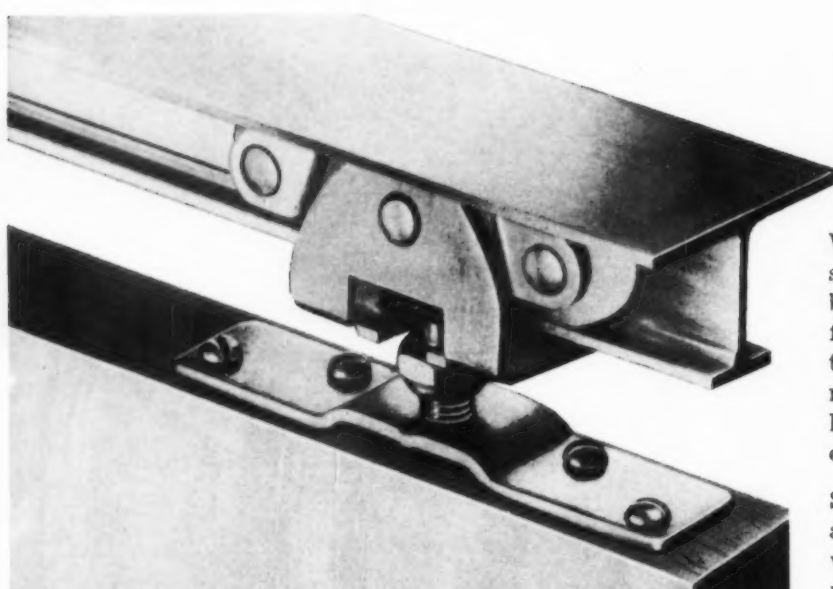
When a builder completes a series of new homes and settles back for a moment, preparing for the next job — the worst thing in the world (and *how* most builders know this) is to have that reverie shattered by call-backs.

Some enterprising young insurance executive "on the way up" will probably soon develop a protective policy called "Call-back" insurance — but 'till that time, there are certain rules of the road you can follow to cut down the risk.

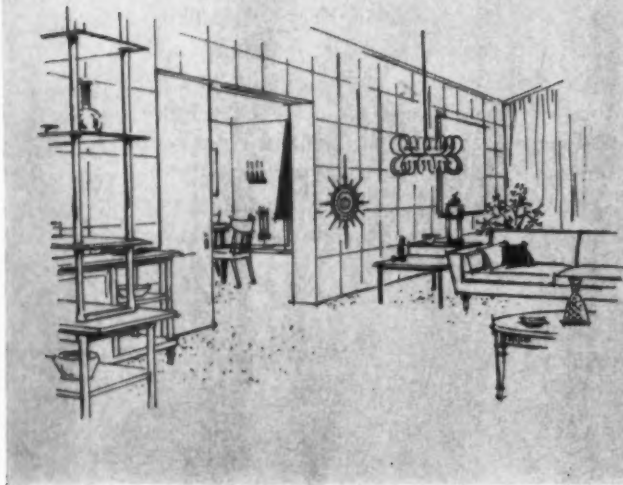
And the prime rule should be specification of building materials which are constructed with durability "built-in."

Grant's 7000 Sliding Door Hardware is one such choice. It offers a wide array of features including: choice of single or double wheel carriers, aluminum or steel tracks, 23 sets to select from: all fast, simple installations. Perhaps the 7000's top feature is the least noticeable—it resists call-backs, cuts your visits back to your home-buyer, gives you time to prepare for the next job.

We don't mean to push — but wouldn't it be a pleasure to relax? Write for literature on builder-comforting Grant 7000 Hardware.



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SLIDING DOOR HARDWARE
For superior sliding operation and durability, Grant 7000 hardware is the finest line ever constructed.



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ALL NEW OLIVER OC-9

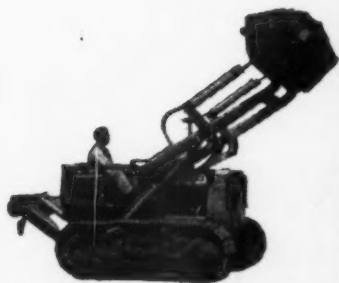
the tractor that TALKS for itself!

with **TRANSOMATIC** drive

**Check
all these
exciting new
features in
an on-the-job
demonstration!**

All New OC-96 Crawler Loader

with low-profile design, greatest stability, maximum visibility. Completely Oliver-designed for high-speed digging and loading work. One-yard bucket. Has all the other features of the new Trans-O-Matic OC-9.



NEW! Counter-rotating tracks

OC-9 turns on its own axis! Shortest turn of any crawler. Gets in and out of tight spots fast. Exclusive with Oliver on this size tractor. Also, spot turns and gradual turns.

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Pull or push twice the pay loads at slow speeds. Eliminates all clutching and gearshift guessing. Uses most effective horsepower.

NEW! Power shifting

Shift from forward to reverse instantly. No clutching, no clashing of gears with all-hydraulic transmission. Four speeds forward, 0 to 5.94 m.p.h. Four speeds backward, 0 to 7.92 m.p.h.

NEW! More efficient power

Get more work done more economically. New diesel engine with 62 gross h.p. plus new torque converter, gives you exceptional power efficiency.

NEW! Functional design

Truly modern from end to end, from the ground up. Easy-handling, finger-tip controls, with convenient power steering. Seat is offset for greater visibility. Oliver-matched equipment includes bulldozer, angledozer, scarifier, winch and loader.

See for yourself what the husky, new OC-9 can do for you...how it'll step into those tough jobs and step up production. See your Oliver dealer for a convincing give-it-the-works demonstration and let the tractor do the talking!



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IN WHEEL AND CRAWLER TRACTORS



• No. 466—Combination square and horizontal panel

Frantz Garage Doors

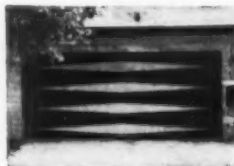
**Accent
Home
Beauty**



• No. C527—Carved Door with panel pattern



• No. 250—5-section horizontal panel, popular for ranch homes



• No. F227—Flush Door with molding strip design

● The garage door is the most important door in the modern home of today. It must operate as easily as an entrance door, and should achieve complete architectural harmony. In the augmented Frantz line of Overhead Doors, there is a wealth of modern styles to blend with and accent the beauty of any home design. Frantz doors not only add more to home beauty but also provide more in home convenience. Their ease of opening, their mechanical excellence in either torsion spring or extension spring types, and their many exclusive features, are the talk of the industry. Frantz quality is topmost! Virtually every part of every door—from the steel ball bearings in the rollers, to the door sections and zinc plated hardware—is made in our own plants! When you feature Frantz Doors you feature the greatest combination in beauty, quality and engineering. See Your Lumber Dealer.

**FRANTZ MANUFACTURING
COMPANY**
Sterling, Illinois

COSTS NOTHING TO INSTALL

Just screw it on the wall — that's all!



In minutes, install the new PURITRON Range Hood *without* breaking through the wall, *without* a penny for labor or materials, *without* wasted shelf space!

Why Pay For Labor & Materials?

Here's what a "cheap" \$20 range hood costs you to install:

Range hood shell itself \$20
Probable cost of ducts, venting material . . . \$15
Probable labor for cutting holes,
assembling, fastening ducts, flashing vents . . \$20
TOTAL . . . \$55

Imagine \$35 in "extra costs" to install a \$20 range hood and this does not include the cost of a blower and exhaust fan.

PURITRON'S UNIQUE ELECTRONIC ACTION KEEPS KITCHEN SMOKE-FREE, GREASE-FREE, ODOR-FREE — WITHOUT OUTSIDE VENTS OR DUCTS!

Electronically — with patented "Puritron" action, this revolutionary new kind of range hood "inhales" grease before it streaks walls . . . removes cooking smoke, odors and dust in seconds!

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AT LOWEST POSSIBLE COST**

**the MASSEY-FERGUSON 204
SPEAKS FOR ITSELF:**

"HAVE DONE... CAN DO!"

Approved wherever it's used . . . profitable on any job site . . . the only one in its class . . . that's the Massey-Ferguson 204 Industrial Tractor! This high-torque, 40-h. p. tractor moves in and out of crowded areas with the agility of a kitten. Exclusive M-F "Instant Reverse" lets you change directions of travel at a touch of a foot pedal, without shifting or clutching. The famous Massey-Ferguson Loader is power fitted to make an integrated unit. There's a payoff at both ends, too, when equipped with the popular and powerful Massey-Ferguson Backhoe as illustrated, or with one of the other matched attachments such as the multi-purpose M-F Scarifier-Scraper. Think of the jobs you can do, and of the ease with which they're done. The 204 does it for others, it can do it for you. A demonstration will prove it!

Featuring



Go Forward or Back . . . at a Touch of your Toe!
NO SHIFTING - NO CLUTCHING - NO LEVERS TO PULL

Why Wait? — Set a Date — We'll Demonstrate!



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Block 1000 South West St., Wichita 13, Kans.

*Producing Sizeable Power
for the "Sensational 60's"*

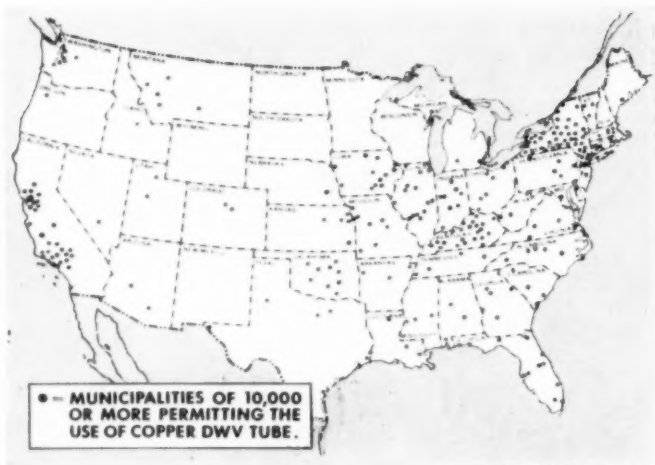


MF 60-5

New copper tubing, now accepted by

Here's an important development you'll want to keep your eye on. It's the increasing use of a 3-in. thin-wall copper tubing (DWV) in drain, waste, and vent lines. Updating of many codes (map) is making that economical tubing available to more and more builders.

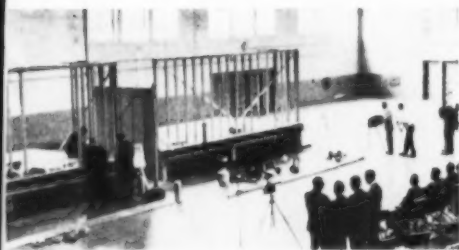
Newly marketed, DWV will let builders put in all-copper plumbing at prices competitive with those of other systems. And, because the tubing goes in faster (below), it allows definite savings in labor. These savings may come to about \$14 per bathroom. But, when repeated—as in a motel (far right)—they can total thousands per building.



Where plumbing codes permit DWV.

Here are seven reasons why DWV

Chase Brass & Copper Co. this fall dramatized their story of why DWV goes in faster and costs less. They ran a demonstration in a Waterbury, Conn., armory. Two plumbing crews in-



stalled identical systems of DWV and standard ferrous plumbing. Crews were supplied by a local plumbing contractor, supervised by local plumbing officials.

Results: DWV went in 25.8% faster, cost 10.6% less.*



3. Its sweated joints require no caulking.

* For complete information on the test, its results, and how it was conducted, write to Chase Brass & Copper Co., Waterbury, Conn.

1. It fits a standard 2x4 wall —no furring-out needed.

2. Its long, lightweight sections are easily cut.



SAVER FOR THE MONTH OF JANUARY

many codes, can save you money



◀ **SAVED: \$72.40**, on this two-bathroom house in Wilmette, Ill. James Crabb was builder.



SAVED: \$980. Dallas apartment has 35 units, each with 2 baths. Builder is Jock Burckart.

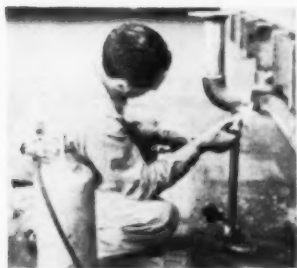


◀ **SAVED: \$3,000**, on this 70-room motel in Dover, Del. Savings totaled about 6% of cost.

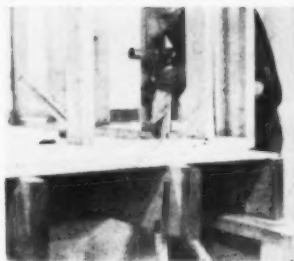
goes in faster, cuts costs



5. Its flexibility makes it ▶
adaptable to tight spots.



4. It's installed with a few ▶
simple, lightweight tools.



◀ 6. Its one-piece closet bend
needs no extra lead joint.

7. Its slip-in joints reduce ▶
cutting of 2x4s.



NEW INSULATION SPECS

If you keep up with FHA's Minimum Property Standards, you know that two months ago the insulation requirements were changed for electrically heated houses. They are now on a performance basis (40-btu/hr. heat loss for each square foot of living space). And the most important result is that in colder areas, most builders who want to take advantage of electric heat will have to insulate more heavily.

HELP FOR THE HOME OWNER

The idea, of course, is to protect the buyer. Electric heat still costs appreciably more than conventional fuels in most areas, and FHA is concerned with maintenance as well as carrying costs.

What we'd like to ask is why the idea of extra insulation should be largely confined to electric heating. It's a demonstrated fact that the home owner is more interested than ever in the maintenance costs of his house.

Fuel bills represent a big bite out of his budget, and a bite that comes every month. So a house that will cut these bills appreciably should be an easier house to sell.

LAST CALL

If you're undecided about going to the NAHB Convention in Chicago on January 17, we'd like to throw a little weight on the side of going. Nowhere else will you find so much to help your building for the coming year. And you'll have a good time too.

New plans for the New Year

The new year is a good time to turn to new ideas, and we'd like to offer one to you. It's called modular dimensioning, and it's much simpler than its name sounds. If you haven't used it, you should at least investigate. It can save you a lot of money, and it can make your work a lot simpler.

The simplest way to understand modular dimensioning is to imagine a house plan laid out on a sheet of square-ruled paper. If each square is one inch on a side, and if you scale the plan in the standard manner, each square will represent 4 ft. on a side.

Now, if the house is drawn so that every wall and partition falls on one of the lines, you have a 4-ft. modular plan. (This is a highly simplified example, but it will serve to illustrate.)

Look at the advantages

There isn't anywhere near enough space here to go into all the advantages of modular dimensioning. But let's look at some of the more important ones. With 16-in. spacing, every third stud will fall on a 4-ft. modular line. Since the plan is modular, there will be no extra odd-spaced studs.

Again, plywood and other sheet material comes in 4x8 pieces. These also come out right on the module. Every edge will fall on a stud (or joist, in the case of decking) and there will be a minimum of cutting and measuring.

Look inside the house. Partitions that fall on the module will always start at an existing stud; again, no extras. And if you put up your drywall on ceiling and outside walls before the partitions go in, the partitions will cover many of the joints, reducing your taping and spackling job. Also, you will need no blocking behind the drywall at these points.

An investment in the future

Finally, and this may be the most important point of all, modular dimensioning is the keystone on which tomorrow's houses will be built. Manufacturers are turning to component design for their products, and components must be built to standard modular design. So the advantages you get from the module today will be multiplied many times in the future.

IN THE NEXT ISSUE: a new look at the word "prefab" and what it means...how prebuilt components can cut your costs, and take the risk out of field operations...one of the country's most efficient builders shows you how he controls every part and every penny of his construction program.



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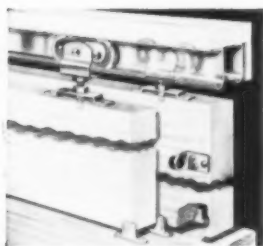


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demonstrate to
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