

MARCH 1960

American Builder

New Research
House
Cost Savers

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FIELD REPORT

Building with Brains: 92 ideas

NEW *Cuisine* FROM **ELKAY** *Centré* T.M.



THE SUCCESSOR TO THE KITCHEN SINK

© 1959, ELKAY MFG

CONVENIENCES GALORE! Elkay's *Cuisine Centré* transforms the kitchen sink into a beautiful stainless steel food preparation center. Central control panel makes everything so easy—press a button to drain dishwasher (no more plunging hands into greasy water); ten-inch swing spout of graceful *Tiara* faucet reaches all work areas; spray is low, out of the way. Mixer? Blender? Sharpener?...built-in with the *NuTone Food Center*! All this culinary convenience included in the package price of the Elkay *Cuisine Centré*. Available in eight models with NuTone equipment. Write for complete information.

ELKAY Manufacturing Company, 1882 South 54th Avenue, Chicago 50, Illinois

FREE MANUAL

Complete kit of Elkay literature including full color *Cuisine Centré* catalog and all the facts on SINKronizing a home.

CONVENIENT CONTROL PANEL

BASKET DROPS IN PLACE

CUTTING BOARD FITS FIRM

FLAT BOTTOM—NOTHING TIP



• BUILT-IN *Food Center* BY *NuTone*



1 MIXER
BUILT-IN

IT'S BUILT-IN . . . NO WASTED COUNTER SPACE . . . NO TANGLED CORDS . . . NO HEAVY LIFTING

Imagine . . . only one BUILT-IN FOOD PREPARATION CENTER . . . to prepare a complete meal! No clutter with separate plug-in appliances . . . merely insert any one of the six different NuTone Built-In attachments . . . and you're ready to blend, liquefy, chop, mix, whip, shred, slice, grind, juice and even sharpen. The NuTone Food Center is built into the stainless steel Elkay Cuisine Centr . It is completely recessed . . . out of sight . . . ready for instant use as SIX different food preparation appliances. No crowded counters . . . no tangled cords . . . no need to drag heavy appliances in and out of your kitchen cabinets.

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and Installation Data**

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Cincinnati 27, Ohio

SEE NEXT PAGE →

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2. BLENDER

3. SHREDDER

4. GRINDER

5. SHARPENER

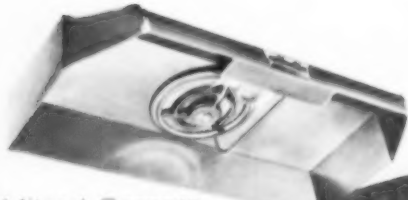
6. JUICER



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Distinctive
Styling

30" - 36" - 42"
- 48" sizes



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the
right
flair...
everywhere

Whatever the application, flair adds interest. And the right flair makes more sales. Everywhere quality is called for, you'll find an incomparable richness in Poly-Clad Plywall—at half the cost! And as to beauty—you've 12 handsome wood grain finishes to assure the right touch for every taste... Poly-Clad protected to resist mars, scuffs, stains. The *only* paneling guaranteed against fading—in writing!

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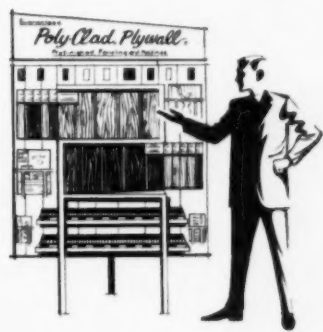
the right choice ... every time!

... says Michael N. Motto, custom builder

"We've used Poly-Clad Plywall in our new homes with excellent results. The beautiful finishes create an atmosphere of quality and richness—help convert prospects into purchasers. It goes up without any trouble, saves on both material and labor. It's a great way to upgrade—cut costs, too!"

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Fort Wayne, Indiana / Corona, California
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Main Line builds them...LOOK sells them

"One LOOK Magazine ad—in just one zone—sold more than \$500,000 worth of homes for us," reports Herbert Gross, Sales Manager of Main Line Homes

Main Line Homes, of Philadelphia—one of the East's biggest producers of pre-cut, panelized homes—ran a coupon advertisement in the first LOOK issue (Sept. 15, 1959) to feature Magazine, the revolutionary new regional ad plan. The insertion appeared only in Zone 2 (Middle Atlantic). The result, according to Sales Manager Gross, "exceeded our greatest expectations."

Explains Mr. Gross: "We got 1,400 coupons the first week, 100 a day for the next three weeks. Total to date is 5,200. And these LOOK replies were of such high caliber that they led directly to \$500,000 in sales—in what is normally an off-season." Many inquiries were from prospects outside areas served by Main Line dealers, which prompted Main Line to establish seven additional franchises and open up a new marketing territory.

Main Line bought Magazine because "for the first time, a regional company like ours could benefit from the prestige of a great national magazine." What about 1960? "We'll be back in," says Mr. Gross. (So will 75% of all first-issue Magazine advertisers.)

In the past five years, LOOK has gained more advertising revenue and pages than any other magazine in its field. One of the most significant reasons is LOOK's outstanding record in producing solid sales results. For **LOOK means sales.**



THE Opportunity PAGE

Being smart consists of finding out things that don't work well—and doing fewer of them, of finding out things that do work well—and doing more of them.

One issue of **AMERICAN BUILDER** is equal to another in bringing you the green-light and red-light signals our editors see flashing around the country—except that this Building-with-Brains issue is possibly, as they say of the Russian elite, more equal than the rest.



▶ To begin with, **Ed Bennett**, whose story opens the main feature section, has one of the most thoughtful approaches to being a builder we know of. This Bethesda, Md., builder had worked for the U.S. government for seven years as a management analyst. When he succumbed to the opportunity of the building business, he brought his way of taking a hard look at things with him, with spectacular results. Note particularly his list of good things *not* to do, on page 87.

Moving further South, to Clearwater, Fla., we visit **Arthur Rutenberg**. Five years ago, he came here on vacation, decided to stay on and build a few houses. Now he's building 240 houses a year on scattered lots, and, needless to say, building them with brains as well as boards and bricks.



▶ From there we take you all around the country. To Chicago for "The 21 Hottest Building Ideas from the NAHB Show." To West Chicago for a look at **lightweight concrete panels**. Out to Tulsa, Okla., to see a router used in endless ways. Back to South Bend, Ind., to see a twist on the two-story house. Down to Greensboro, N. C., to see **new uses of brick** . . . and so on, all over the map, to the tune of 92 ways of Building with Brains. Building with Brains will continue, of course, to be an every-month front-of-the-book department of **AMERICAN BUILDER**.



Arthur J. McGinnis
Publisher

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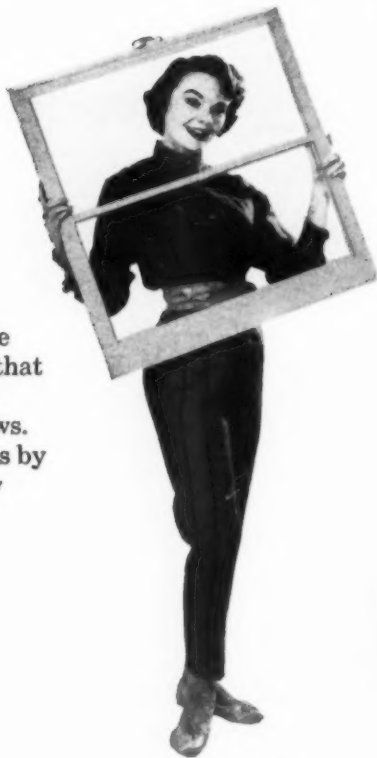
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Removability...



*makes the big
difference
in windows*

Some builders say it isn't half so hard to sell a home as it is to "keep it sold". Like people in general, home buyers are likely to be very vocal about complaints and very silent about the home features they like. One thing that buyers *do* discuss with their friends is the convenience of lift-out windows. Make salesmen out of your customers by installing balanced and immediately removable R·O·W Windows.



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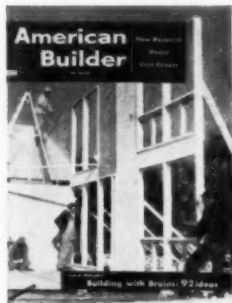
READER'S Guide FOR MARCH 1960

PLANNING

BUYING

BUILDING

SELLING



Cover story: The picture above shows this year's NAHB research house under construction. For a report on the new techniques and materials being used experimentally in this house, see page 114. You'll be using them yourself in the not-too-distant future.

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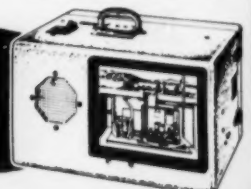
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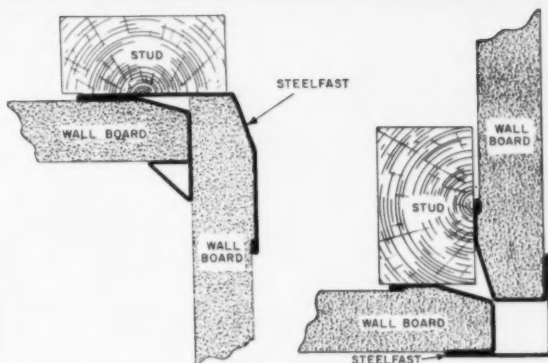
... WHERE RESEARCH IS THE KEY TO TOMORROW



CONSTRUCTION Ideas in Action



CEILING BOARD is pushed into Steelfast strip. If joists are uneven, strip is set at lowest point, and the first nailing of board to joist is made 24 in. away from the corner.



SECTIONS of inside and outside Steelfast strips. Note how they're hung on one stud, require no blocking. Angles on inside assure jamming of board against outside of strip.

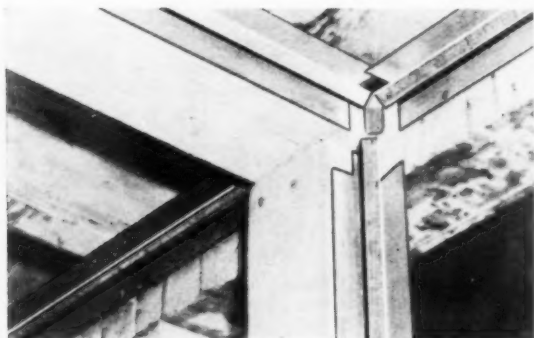
Ideas
Building with
Brains

New drywall system promises to cut drywall hanging and finishing time

The system shown here marks a big step toward a home-building dream—the one-day drywall job. Called "Steelfast," it's a joint development of U.S. Steel Corp. and the NAHB Research Institute. It's now being field tested by several builders all over the country, and should be marketed sometime in 1961.

The Steelfast system consists of steel corner strips, sections of which are shown in the drawings above. These strips hold the wall-board edges, eliminating nails at that point; assure a level joint; act as outside corner reinforcement; and the strips tend to eliminate the mud-eating tendencies of the inside corner.

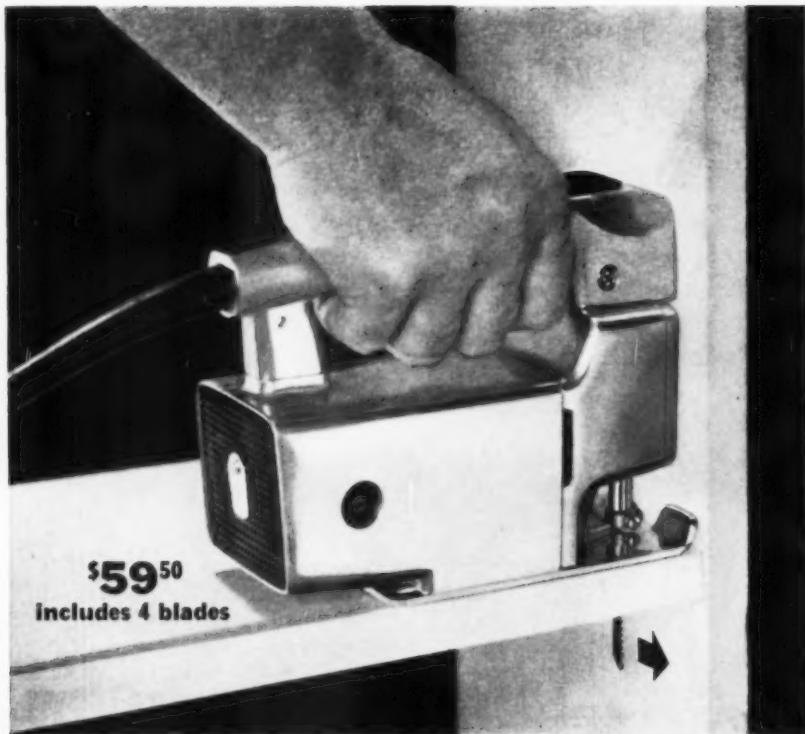
Savannah builder Clayton Powell (who originally thought up the system) has cost-tested Steelfast. He reports a direct labor saving of \$21 a house, a saving of 600 bd. ft. of lumber (normally used for blocking), and an undetermined but appreciable labor saving representing cost of installing the blocking.



INTERSECTION of three inside corner strips is shown here. A small, three-legged clip joins them; one leg is visible above strip that has not yet been set in place.



FINISHED WALL looks like this. In a model house, where hundreds of people went through, only two or three noticed and commented on unusual appearance of bevel corners.

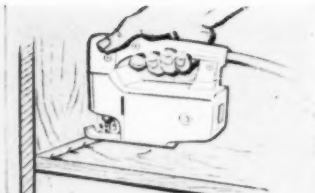


NEW extra heavy-duty sabre saw packs more power, more speed, more "beef"!

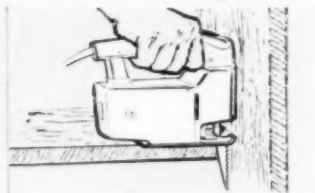
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New features that make Stanley's new H76 Sabre Saw really tough and fast-cutting. EXCLUSIVE NEW right-angle blade,

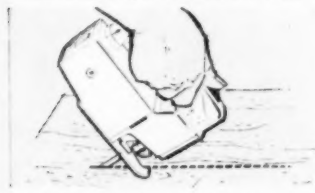
shown in photo above, cuts to 5/8 of an inch along a wall—just one of the hundreds of time-saving, useful cuts you can make with this professional sabre saw. It's also ideal for cutting laths, counter-tops, wall and floor holes, laminates, hard plastics, steel bar and sheathing. Easy to work with, too, because it's perfectly balanced with almost no vibration. See it at your dealer's now or write for free catalog to: Stanley Electric Tools, Div. of The Stanley Works, 1003 Myrtle St., New Britain, Conn.



New right-angle blade lets you cut to 5/8" horizontally along a wall.



Exclusive feature that lets you cut flush—right up to a vertical surface.



Starts own hole in surface of stock. Cuts fast, blows chips clear of cut.

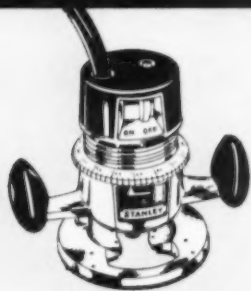


H76K KIT—\$72.00

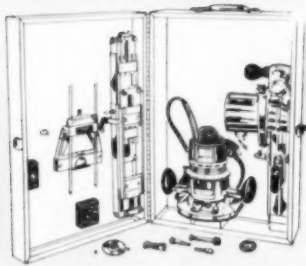
Includes saw, 8 blades and ripping guide in sturdy metal carrying case.

Prices slightly higher in Canada
Subject to change without notice

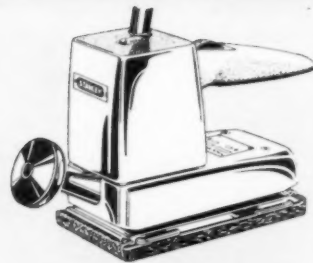
TRY STANLEY ELECTRIC TOOLS—the complete line with new design



Brand new router with a light. Heavy-duty, 3/4 & 1 1/4 HP. Most advanced router model



New builders kit with 3/4 HP router, plane attachment, templets, etc., in case—\$173.95.



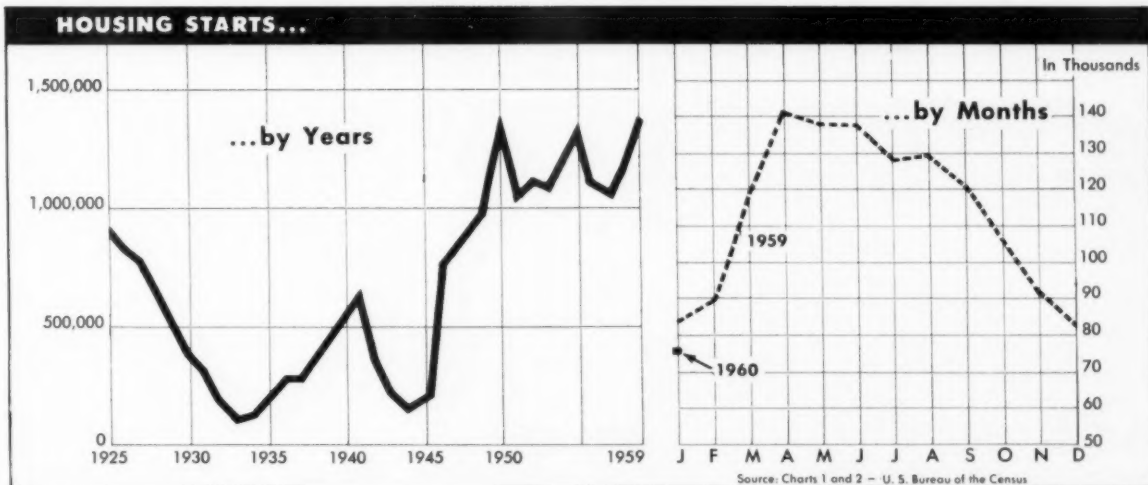
Stanley's orbital sander is tough, heavy-duty. Gives smooth finishes fast—\$49.95.



AMERICA BUILDS BETTER AND LIVES BETTER WITH STANLEY
This famous trademark distinguishes over 20,000 quality products of The Stanley Works, New Britain, Conn.—hand tools • electric tools • builders hardware • industrial hardware • drapery hardware • automatic door controls • aluminum windows • stampings • springs • coatings • strip steel • steel strapping—made in 24 plants in the United States, Canada, England and Germany.

CANADIAN PLANTS HAMILTON ONTARIO AND ROXTON POND, P. Q.

THE Pulse OF BUILDING



January starts indicate 1960 total will be about 1.2 million units

If housing figures during the balance of 1960 follow the trend set in January, the nation should wind up the year with about 1.2 million new units. This estimate is based on a more-than-seasonal decline in starts from December to January, coupled with a decline in January FHA applications. Looking at the figures, housing chief Norman Mason anticipates a "good year, but not a boom year."

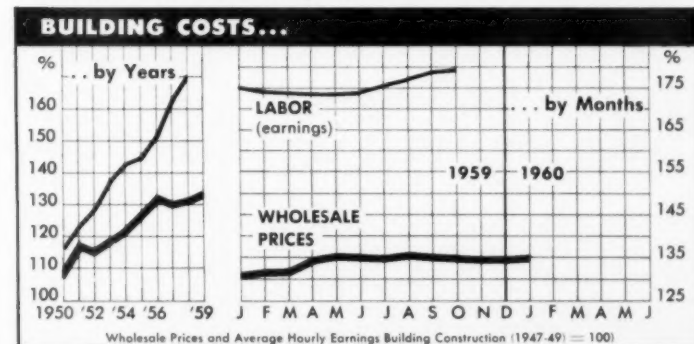
It is believed that only an easing of the tight-money situation can bring starts up to the near-record 1959 figure of 1,378,000. The 1959 mark (preliminary) was the highest since the record-shattering year of 1950.

Mason and other Administration officials are opposed to Democratic-sponsored legislation designed to stimulate the housing market with additional funds. It looks like another year of hot Congressional debates.

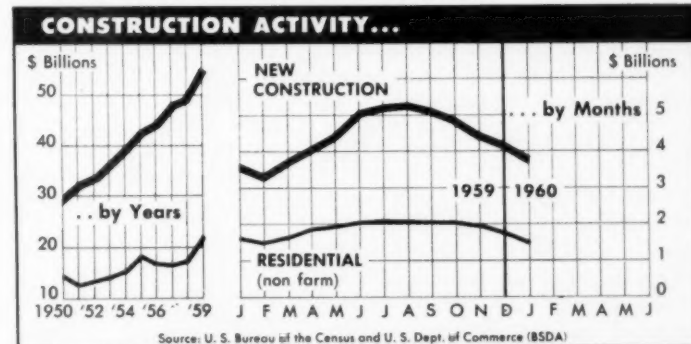
FHA ACTIVITY

	Jan., 1960	Jan., 1959	% Change January 1959-60
New Homes			
Starts	13,900	17,723	-21.6
Applications	16,300	25,472	-36.0

1 THE MORE-THAN-SEASONAL DECLINE in starts from December to January is attributed by Norman Mason to a "freak [Dec.] figure" due to a coincidental bunching of statistics. It was to be expected, he said.



2 CONTINUING THEIR UPWARD MOVEMENT, wholesale prices in January were at the 135.2 level. (No late data on labor earnings were available as AMERICAN BUILDER went to press.)



3 DECLINING LESS THAN SEASONALLY, the January value of new construction hit \$3.7 billion. Dollar volume of almost all types of private building decreased less than normally from December to January.

Last chance to cash in on the MARKET BUSTER



Marketable and profitable—970 square feet of unbeatable Kingsberry value at a completed cost of about \$7,400 for brick (\$400 less for frame construction) without land.

If you act now . . . **\$500** to **\$3000** cash advance for your first Kingsberry model home promotion.*

Nowhere else can you get a Market-Busting package like this—1. Model home financed by Kingsberry. 2. Cash for promotion in advance of shipments *plus* 3. Free powerful Kingsberry advertising, with Kingsberry builder listings, in Southern newspapers, Saturday Evening Post, Look, Living for Young Homemakers, already in the works!—These deadlines won't wait. That's why you must call today.

Spectacular 4-color Kingsberry advertising, in Southern newspapers and in America's most popular magazines is only part of the plus in Kingsberry's Market-Buster Program. Here are some highlights that will help you build *more* homes at *bigger* profits in 1960.

FINANCING! Kingsberry answers

1960's financing problems. Helps you sell more homes with construction financing—model home and home furnishings financing.

REDUCED PRICES! In '59 Kingsberry made news by cutting prices—upping quality. Again in 1960 prices are cut 2% more—plus new 3% savings at job site.

GUARANTEED PROFITS! Kingsberry guarantees no price increases in 1960. Unique profit control program lets you build *more* units on the *same* investment with *smaller* overheads.

LOCAL ADVERTISING! Kingsberry—paid advertising spotlights you and your development (in 4 colors where available) in leading newspapers.

COOPERATIVE ADVERTISING! Kingsberry offers the industry's most

generous CASH contribution to your own local advertising program.

SALES AIDS! You get "News-Maker" advertising program and "Sales-Maker" merchandising program to help build traffic, close sales for your subdivision.

NEWEST DESIGNS! Flexible designs with varied floor plans are designed for Southern living. Unique packaged bathrooms and kitchen assemblies, "optionals" in heating and kitchen equipment, speed construction and save money for your customers.

**For building programs that qualify for Kingsberry advertising participation. Amount depends on size of your program. Qualification is easy for builders who have developed lots ready to build on. Call or wire today for details.*

revolutionary Kingsberry PROGRAM for 1960

**CALL US
TODAY!**

FORT PAYNE (ALA.) 610

Ask for M. O. Gustafson,
Marketing Vice President

Here's a Special Invitation for *Southern* builders who mean business—with land ready to go—Call or wire us *today* and get in on the profits of the year's most revolutionary home-building opportunity. Crack your market wide open with MARKET-BUSTING promotion and the South's Biggest Value Home—But Time's Short. You must act now.

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



*You must act NOW
to get in on the
1960 Profit Picture*


KINGSBERRY

HOMES
FORT PAYNE, ALABAMA



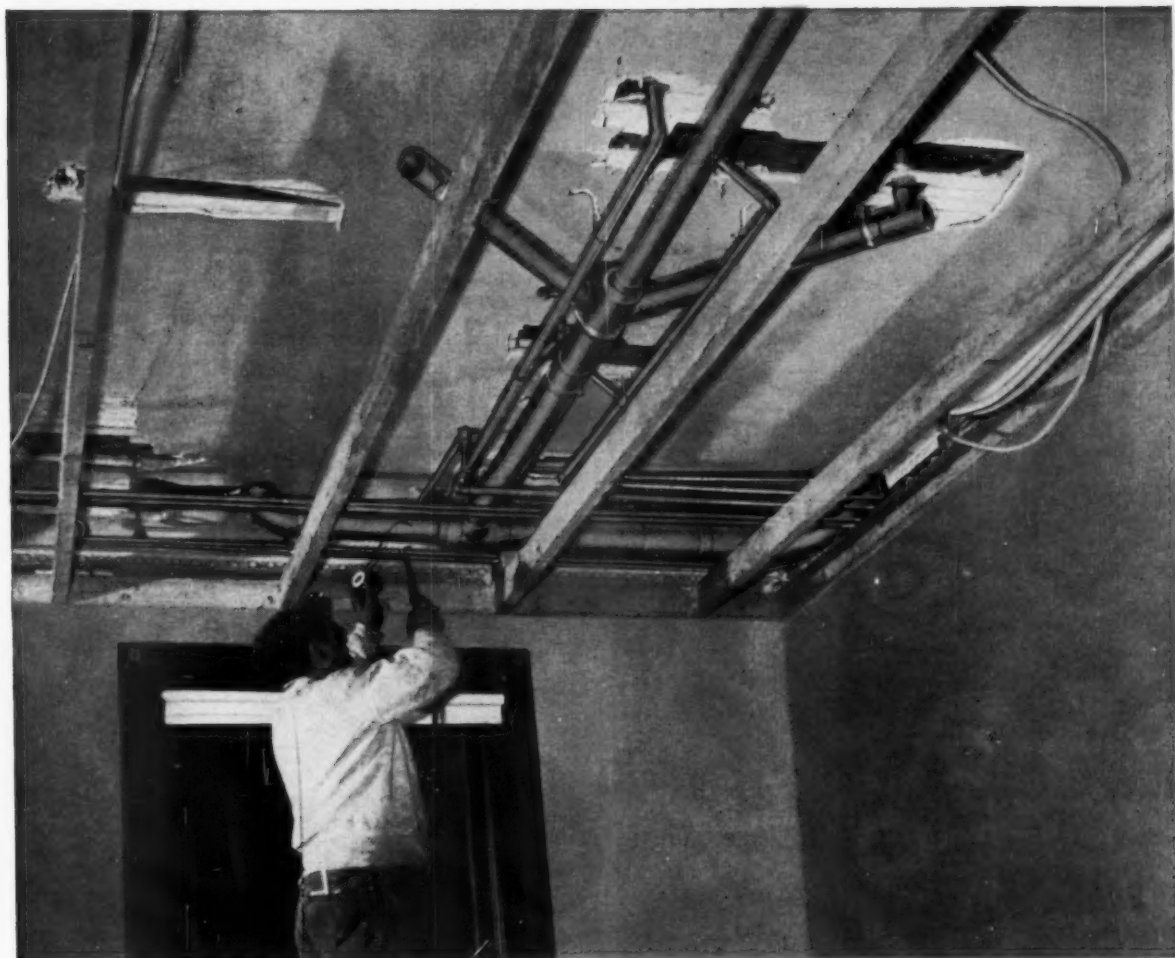
Save a place in your plans for



No matter what size or type of home you plan to build, you'll find Qualitybilt Kitchens perfectly adaptable . . . *cost-wise, quality-wise, design-wise!* "Cabinetmaker" quality units are produced from the finest birch wood in economical quantity-production methods developed through 85 years of millwork experience. Over 120 carefully designed units can be blended in thousands of combinations to exactly conform to any floor layout . . . and finished to suit any decor. The result . . . coordinated Qualitybilt Kitchens with a "custom quality" look, at reasonable prices. Call the Qualitybilt Distributor in your area TODAY for complete details!

FARLEY & LOETSCHER MFG. CO.
DUBUQUE, IOWA

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



EASIER REMODELING WITH COPPER TUBE. *Overhead work is easier* — no threading, no caulking and a copper tube installation weighs only one fourth as much as one of ferrous piping. *Saves space* — copper tube is trim, solder-joint fittings are compact. *Work is faster* — Anaconda copper tube and fittings for soil, waste and vent lines cut installation time one third to one half. *A better job* — copper tube won't rust: its smooth inside surface resists clogging. For more information and cost comparisons — write: The American Brass Company, Waterbury 20, Conn. In Canada: Anaconda American Brass Ltd., New Toronto, Ont.

8004

ANACONDA® **COPPER TUBE AND FITTINGS for soil, waste and vent lines**
Available through plumbing wholesalers. Products of The American Brass Company



Longer Lengths—Few Joints



Preassembly—Saves Time



Lightweight Copper—Easier Installation



Compact Connections—Save Space





Minneapolis builder Rodney Billman (right) and telephone man Ken Davies tour one of the former's handsome Wilshire Park homes. Note the conveniently located wall phone in the kitchen.



“Concealed telephone wiring is a big feature to us—a real selling point”

—says Rodney Billman, custom builder of Minneapolis, Minnesota

Since 1948, Rodney Billman, Inc., has built upwards of 400 homes. His current project is Wilshire Park, a distinctive community of custom homes in the \$20,000 to \$40,000 range four miles from downtown Minneapolis.

These are *telephone-planned* homes—each with multiple built-in outlets.

“Telephone planning makes a lot of sense to us,” says builder Billman. “We have our own real estate company, and we use the concealed telephone wiring idea as a real sales advantage.

It gives the homeowner the flexibility he wants in his telephone service, and protects the interior of his home for him.

“Nowadays, we wouldn't think of building a home without this feature.”

* * *

Your local Telephone Business Office will gladly help you telephone plan your homes. For details on home telephone installations, see *Sweet's Light Construction File 11c/Be*. For commercial installations, *Sweet's Architectural File, 34a/Be*.

BELL TELEPHONE SYSTEM



SIMPSON, 1071B, WHITE BLDG., SEATTLE 1, WASHINGTON

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

Doors Acoustical and Insulating Board Redwood Plywood

NAME.....COMPANY.....

ADDRESS.....CITY.....STATE.....

CLIPPED FROM.....MAGAZINE.....

NEW PRODUCTS FROM SIMPSON RESEARCH

Simpson's exclusive Lateral process for plywood joints came from years of extensive research and saving up to 40% in shipping costs.

Ceiling-height doors are now mass produced to effect greater savings and are manufactured in the same Simpson plants which have supplied millions of doors for the homes, offices and commercial structures of America.

Deep-finish Pine stone—the original treatment for interior wall material—is now available in four handsome finishes.

The famous phrase, "Rely on Simpson," is your guarantee that every Simpson product will measure up to your highest expectation time after time after time.

RELY ON

Simpson

Rely on Simpson for the finest in Douglas Fir, Western Hemlock and Redwood Lumber, Acoustical, Insulating and Hardboard Products, Plywoods and Doors, Wood Tanks and Pipe.



BUILD A BETTER WAY OF LIFE

**SIDE WITH
LIFECOAT**



Driftwood Gray



Sequoia Red



Clear
Water Repellent



Autumn Brown



White or
Neutral Prime

**ECONOMY AND BEAUTY COME IN EVERY PACKAGE
OF SIMPSON LIFECOAT REDWOOD SIDING!**



- Saves up to 40% in siding finishing costs
- Choose from six handsome siding finishes
- Only certified kiln dried redwood used
- Need for back-priming is eliminated
- Lifecoat available in all standard patterns
- Delivered in dust tight protective packages
- Conforms to new FHA standards

*See your Simpson Redwood Supplier for further
information or mail coupon on page 1 of this 4 page insert.*

RELY ON



REDWOOD

*Member of California
Redwood Association*

WITH WOOD AND WOOD PRODUCTS

RELY ON



DOORS

Available in 3 distinctive faces



Rotary Luan



Rotary Birch



Hardboard
(unpainted)

NEW SIMPSON
CEILING-HEIGHT DOOR
ELIMINATES COSTLY
EXCESS FRAMING



**YOU CAN SAVE UP TO \$10 PER OPENING WITH SIMPSON'S
NEW SEVEN-ELEVEN CEILING HEIGHT DOORS!**

- Eliminates costly, time-consuming overhead framing
- Doors can be end-trimmed to exact height of opening
- Exclusive solid lock block across entire width of door
- Now mass-produced to effect greater savings for you
- Ceiling-Height doors create an air of spacious luxury!



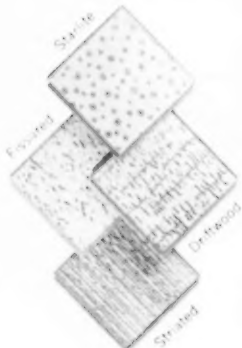
- 5 1/2" Top Rail can be trimmed to exact height of opening
- 5 1/2" Lock Rail allows lockset to be placed where you want it!

*See your local Lumber Supplier for full details or
mail coupon on page 1 of this 4 page insert for
free Simpson Door Literature.*



This dramatic ceiling is carpeted in beauty and silence with Forestone Driftwood Texture acoustical tile!

NEW FORESTONE DRIFTWOOD TEXTURE ACOUSTICAL TILE ADDS SALES APPEAL AND QUIET BEAUTY TO ANY HOME!



- Buyers respond to beauty and noise control
- Absorbs up to 75% of sounds striking it
- Deep-etched texture is permanent, repaintable
- Class C finish, per Fed. Spec. SS-A-118b
- Installed quickly and easily by your crews
- Costs about the same as an ordinary ceiling

For further information see your Simpson Certified Acoustical Contractor or local Lumber Supplier. Mail coupon on page 1 of this 4 page insert for free Simpson Acoustical-Insulating Catalog.

NOW FOUR TEXTURES!

RELY ON



Reg. U.S. Pat. Off. — U.S. Pat. No. 2,791,289
The original fissured woodfiber acoustical material



Tile Description: 1 $\frac{1}{16}$ " Squares, c.e. Pan-O-ramics; Slate Textone, Azure Textone and Blue Granite.
Tile Contractor: Lee Nordloh Tile Company, Cincinnati, Ohio. Color Plate 116.

Tile creates an impressive entrance to House Beautiful's Pace Setter Home ... bringing rich texture and color interest to the exterior and striking a keynote of elegance in the inviting foyer. With American Olean ceramic tile, possibilities for such fresh and distinctive treatments are virtually unlimited. And of course wherever you use it, tile brings an assurance of permanence and ease of maintenance unmatched by other materials. For other examples of outstanding tile treatments, write for Booklets 451 and 550.

CERAMIC TILE
**American
Olean**



"8 out of 10 of my prospects want Air-conditioning. The **SUN VALLEY*** All-Year[®] saves them money, saves me service headaches—because it's Gas!"

states Kenneth Cass, Carlsbad, New Mexico, contractor.

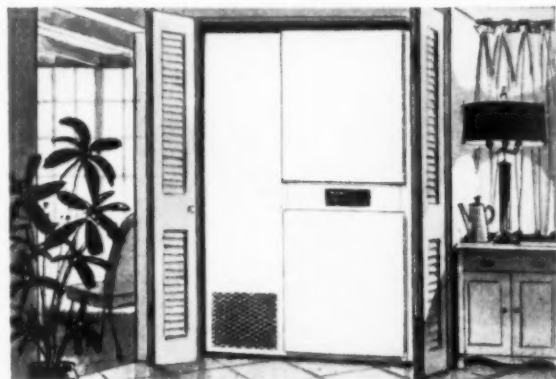
Give prospects the air-conditioning they want, make it practical with Gas, and you'll be tacking up "Sold" signs fast and profitably.

The Arkla-Servel Sun Valley All-Year is best for both builder and buyer, according to contractor Kenneth Cass. "It's easy to install—and my customers say it's A-1 for comfort—summer and winter," he explains.

For the builder, the Sun Valley means one unit, one thermostat for both heating and cooling. "The buyer gets air-conditioning in every room," states Mr. Cass, "yet monthly bills are lower than many pay to cool a couple of rooms with other-type units!"


In addition, the Sun Valley circulates and ventilates, cleans and filters the air—removing dust and pollen. In summer it controls humidity, too.

Best of all, it insures peace of mind for all con-



cerned. The full 5-year warranty lets you promise long life, inexpensive maintenance. For complete details, contact your Gas company or write Arkla Air Conditioning Corp., 812 Main Street, Little Rock, Ark.

AMERICAN GAS ASSOCIATION

ONLY GAS  **does so much more...for so much less!**

*Trademark. Product of Arkla Air Conditioning Corp., General Sales Office, Little Rock, Arkansas



ARCHITECT: BLAINE DRAKE—BUILDER: HOMES & SON



wood folding doors
promise privacy
without premium

Combine the appeals of the open plan with the living convenience of privacy. Do it with PELLA WOOD FOLDING DOORS...and at low cost by using them as room dividers between kitchen, dining and living areas. Install them to section off part of a family room as a guest room or TV department. Divide a single bedroom

into separate sleeping areas for children. PELLA WOOD FOLDING DOORS, in rich, natural wood veneers are the attractive way to "add" rooms and privacy to a house plan...without building solid walls. Get complete details from your PELLA distributor, listed in the classified telephone directory, or mail coupon.

This coupon answered within 24 hours

ROLSCREEN COMPANY, Dept. LB-16, Pella, Iowa

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

NAME _____

FIRM NAME _____

ADDRESS _____

CITY & ZONE _____

STATE _____

6 FINE WOOD VENEERS...AMERICAN WALNUT • PHILIPPINE MAHOGANY • WHITE ASH • BIRCH • OAK • PINE

"Sure it's a good-looking floor... but what does it add to my cost?"



Actually, you can
reduce costs with
Vina-Lux floors

The budget economy of Vina-Lux vinyl asbestos tile is matched by solid savings in construction costs because it can be safely installed on or below grade over concrete slabs. Vina-Lux floors help protect profits for the builder... floor value for the buyer. And the full range of decorator colors and styles makes it easy to add extra sales appeal to your homes. Free! Vina-Lux Model home merchandising kit, samples and "Vina-Lux Floor Styling Handbook," all planned to help you sell more homes - faster. Write for yours today!

AZROCK FLOOR PRODUCTS DIVISION
EVALDE ROCK ASPHALT COMPANY
542A FROST BANK BUILDING • SAN ANTONIO, TEXAS



Over 50 colors and a style for every builder requirement

TERRAZZO
TONES

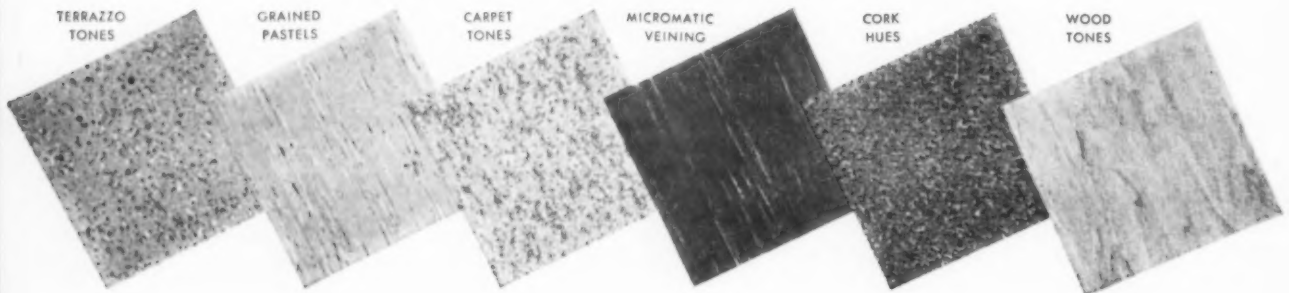
GRAINED
PASTELS

CARPET
TONES

MICROMATIC
VEINING

CORK
HUES

WOOD
TONES



WHAT'S **New** AND **▶ WHAT TO DO ABOUT IT****1960 building activity running about as predicted—a good year**

Builders may not have as good a year as some economists indicated earlier. Latest statistics, backed by field reports, show that house building, remodeling and commercial construction are all heading for a good year. If these early figures continue, 1960 will be a strong year—for housing as well as other types of construction.

Housing starts of all types totaled 75,900 in January, a very good beginning, although 13% below 1959. FHA new-home applications in January totaled 16,300 units. It appears that "tight money" will loosen some and that volume for the year will run at about 1,250,000 units. A good year—but not a boom.

Building codes attacked

The fight against conflicting, costly and out-dated building codes is still going on. It's an uphill battle, as every builder knows. One recent breakthrough occurred in Syracuse, N.Y., where first 14 suburbs, then the city itself adopted one modern code: in this case, the N.Y. State code. In Milwaukee, builders are also hopeful of securing adoption of one modern code by the city and 30 surrounding suburbs. At a recent meeting attended by officials of all the towns, all four of the major U.S. codes were analyzed step by step. This process was aided by the use of NAHB's Code Index File, which provides a concise comparison.

For the first time, officials were able to see how their different codes conflicted, and made building operations unnecessarily costly and difficult. Betting is that one good code will finally emerge for use in the entire Milwaukee metropolitan area.

▶ NAHB's Building Code Committee has been doing a magnificent job of gathering, correlating and analyzing code information. For assistance in local code problems, write Code Chairman J. S. Norman at NAHB headquarters, 1625 "L" St., N.W., Washington 6, D. C.

3% rise in home costs predicted

Rising costs of land, labor, and materials will be reflected in somewhat higher home costs in 1960. Increases in plumbing, steel, asphalt roofing, asbestos-cement products and mineral wool insulation are sure. The U.S. average house-cost increase will be 3% in 1960, according to economist Roy Wenzlick, one of the deans of the business.

Battle over housing

Chances for a sound, long-range housing bill to stabilize and strengthen the industry seem dim as the political battle continues to rage. Housing is caught in the middle of a debate over high interest rates, inflation and federal spending—all explosive subjects in this election year. Expectations are that if the congress does pass the \$1-billion "Emergency Home Ownership Act" sponsored by Rep. Rains the president would veto it. The fact that housing has not declined as much as expected also takes some of the drive out of the Democratic push for this bill.

\$45-million a month for discounts

Out of the congressional battle over a housing bill came one important result: a spotlight put on the high cost of discounts to builders and buyers. Congressman Rains, chairman of the housing subcommittee, released a series of field reports from 400 builders showing the discounts they are paying. The average on FHA loans is 5%. On VA loans it is 10%. Rains figured this amounts to \$45-million a month, which he says represents the high costs of the Administration's "hard-money" policy.

▶ AMERICAN BUILDER believes the discount system that has been forced on builders and buyers is outrageous and uneconomic. Builders who agree should express their views to their Congressmen and work with others to obtain a sound, long-range housing bill that will eliminate discounts.

Builders are optimistic

A booming economy and plenty of would-be home buyers with money to spend are the main factors behind the optimism. Builders feel they are offering better-built, better-equipped houses than ever before, and that the market for such houses is by no means saturated. In other words, the public is sold on the real advantages of a modern, well-equipped home, and builders are giving them what they want. This combination of a good product and a high-income economy is offsetting the adverse effects of high money costs as well as slightly higher building and land costs.

▶ Conduct your own market study to check the potential in other price brackets. One good way: have a spring model-home opening, ask visitors to fill in a questionnaire for you.

WHAT'S **New** AND

▶ WHAT TO DO ABOUT IT

Sign "Anti-Inflation" wage pact

New York's electrical contractors have signed a two-year contract with the Brotherhood of Electrical Workers with what is described as "anti-inflation" clauses. The contractors pledge not to raise prices as a result of the higher wages paid. In return, the union agrees to cooperate in a program to increase efficiency, promote use of labor-saving devices, eliminate wasted time and unnecessary delays. It all sounds promising. But the catch lies in the new scale to be paid. Total hourly rates, including fringe benefits, will rise from the present \$5.43 to \$5.78 the first year, then to \$6.18 the next. Not exactly deflationary.

Start study of soil fills

Troublesome problems of soil and soil fills will get a thorough looking-into in a new study just getting under way by the Building Research Advisory Board in Washington. Experts in the fields of soil engineering and foundation design are being retained for the research, which is being done by BRAB under a contract from FHA. The study is expected to help in revising its existing standards or in developing new ones.

▶ Builders concerned with soil problems may contact the Project Director, Joseph A. Wilkes, Building Research Advisory Board, 2101 Constitution Avenue, Washington, D. C.

See Florida—and stay

Florida builders are pumping thousands of possible home buyers into their communities by vigorous promotions in the North. One of the most effective has been the model homes built in railroad stations and other centers: most dramatic, the Mackle Bros. house in Grand Central terminal, New York.

Now a new plan is in the making: prospective buyers are offered a free week in a Florida motel to give them time to examine the home of their choice. This latest idea is advanced by Irving Kern who handles sales for Margate, near Ft. Lauderdale. Kern says people need time to make up their minds, and usually want to make several visits to a project before buying.

Grade-marked lumber mandatory

FHA Commissioner Julian H. Zimmerman has again reminded builders that use of grade-marked lumber

in houses built under FHA inspection will become mandatory April 1st. The grade marking will be done by associations and independent agencies recognized by the American Lumber Standards Committee.

▶ If you are building under FHA, place your lumber orders with this rule in mind. A list of qualified lumber grading agencies is available from FHA, Office of the Commissioner, Washington, D.C.

Building research stepped up

It's a fact little known to home buyers, and not fully realized by builders themselves, that the building industry is right now in a fast-moving period of change and development. More new products are coming into the market than in any year in our history. And more money is being spent on research. In fact, changes are occurring so fast "you have to run just to stand still."

A striking example of what's happening is the Research House described in this issue (pages 114-119). It's the result of hard work and fine collaboration between builders and manufacturers. At the recent NAHB convention in Chicago, new products and new research were the top subjects of interest. Builders know that new products help make sales, and that research is helping them produce a better house for less money.

Two striking examples of research-produced products are the new door system (page 98) and the new dry-wall system (page 11) shown in this issue.

▶ Data on new products shown in the pages of this issue can be obtained by circling the reply card on page 133. AMERICAN BUILDER'S April Buyer's Guide will contain over 540 catalog and product listings as well as a complete directory of U.S. building product manufacturers.

HOME: the U.S. status symbol

More color, elegance and "status" are predicted for the U. S. home of the Sixties by Austin Grady of James Lees and Sons Co. The American home will become truly the status symbol of U.S. families, he says. Carpeting in deeper, richer, clearer colors will be an important part of the more "lush look" of homes of the future.

Notes and quotes from NAHB's convention

- Record crowds that jammed all meetings left Chicago with a host of ideas on how to build their new houses more efficiently and how to sell them more easily. Here's a run-down on the show's highlights.

MERCHANDISING—the art of selling homes—again played an important role at the big NAHB show. Small builders, big builders, medium builders—all were given tips on how to increase their sales with smart merchandising ideas.

"Concentrate on the growing middle class. Here's where the money is," advised Ernest A. Jones, head of the MacManus, John & Adams ad agency.

"The lower middle group," he noted, "is conservative and concerned with the future." To sell this group, put a heavy emphasis on "solid value . . . talk investment and don't make the house too distinguishable from its neighbors."

On the other hand, he pointed out, the upper middle group is made up of people on the move—the taste-makers. They want to stand out and be different. They want plenty of gadgets and new ideas in their homes.

Another merchandising tip came from Ralph Sims, Baton Rouge, La., builder: "Pick a central theme around which to coordinate all your advertising and selling; use it in your ads, signs, brochures, model homes; hammer it home and become identified with it.

COMMUNITY FACILITIES —

One answer to the problem of community facilities, said Charles Ball, is to permit the developer to cluster his homes on "10,000 square foot lots in his 100 acres instead of scattering them." This, he stated, would cut costs of installing streets and utilities while providing the open areas suburban dwellers want. Ball is a member of a Milwaukee firm which helps communities with planning and zoning problems.

COST CONTROL—A builder who averages 22 per cent profit before taxes (not counting profit on land) explained his methods. A. F. Johns, Tampa, said the secret lies in proper scheduling. The builder puts up

These prominent Western builders were elected NAHB regional vice-presidents:

Clarence Simmons, Layton, Utah.

Ed Northway, Denver, Colo.

John A. McLeod, Portland.

J. R. Shattuck, San Diego.

Fred Busby, Tucson.

M. Douglass Couch, Palo Alto.

a house in 21 working days and is in complete control of operations from the day ground is broken. He starts planning each project months before he begins to build. Planning includes a schedule showing every piece of lumber that goes into a house. Work of every subcontractor is scheduled and any sub who doesn't meet his schedule is fined \$10 for each day he's late.

Tight scheduling, like this, enables him to know his costs beforehand at pre-determined levels.

CONSTRUCTION—A new dry-wall system, developed by Clayton Powell, Savannah, in cooperation with the United States Steel Co., was unveiled during the show. In essence, the system lets a builder install drywall in one day instead of the three normally required. (For a complete story on the new system, see p. 11.)

MONEY—The overall forecast for mortgage money in 1960 was "good, but not a banner year." Almost every session on money problems called for some remedial action—from an easing of the FHA-VA interest rates to an increase in the 4½ interest-rate ceiling on long-term federal bonds. On the latter point, Fred J. Scribner, Jr., under-secretary of the Treasury said that when the low interest rate on long-term bonds forces the Treasury to pay 5% to sell a four-

to-five-year note, the short-term interest rate becomes a "magic" rate.

Thus, he claimed, Uncle Sam lures savings out of banks and savings and loan associations—normally the main source of mortgage money.

He reminded builders there is no limit on the interest rate the government can pay on short-term borrowing. "The net result," he stated, "is an injury to the mortgage market substantially greater than the actual withdrawal of savings, since no institution will make future commitments . . . in excess of its expected cash flow."

REMODELING—"My business in remodeling has been built on jobs other builders turned down." This came from Jerry Squires of Cleveland, who added, "I find it a perfect adjunct to my new-home construction. Once you take a job and gain the buyer's confidence, it's not difficult to direct his attention to buying a new home, if he's in the market."

TRADE-INS—They're here to stay, said Ft. Wayne builder, Jack Worthman, pointing out that a great majority of new-home buyers already own houses. New FHA regulations are going to make trading possible for every builder.

HOUSING SENIOR CITIZENS—If you've been shying away from building non-profit, low-rent projects because you thought you couldn't make a profit, you're missing a bet. E. Everett Ashley, HHFA, reminded builders that the "non-profit" clause applies to sponsors. "There is nothing in the housing law that prohibits builders from making a profit," he stated.

PRODUCTS — Builders were treated to a display of hundreds of new and better products. For the hottest building-product ideas our editors found, see p. 120.



*Year-'round living comfort
adds **SELL** to your homes*

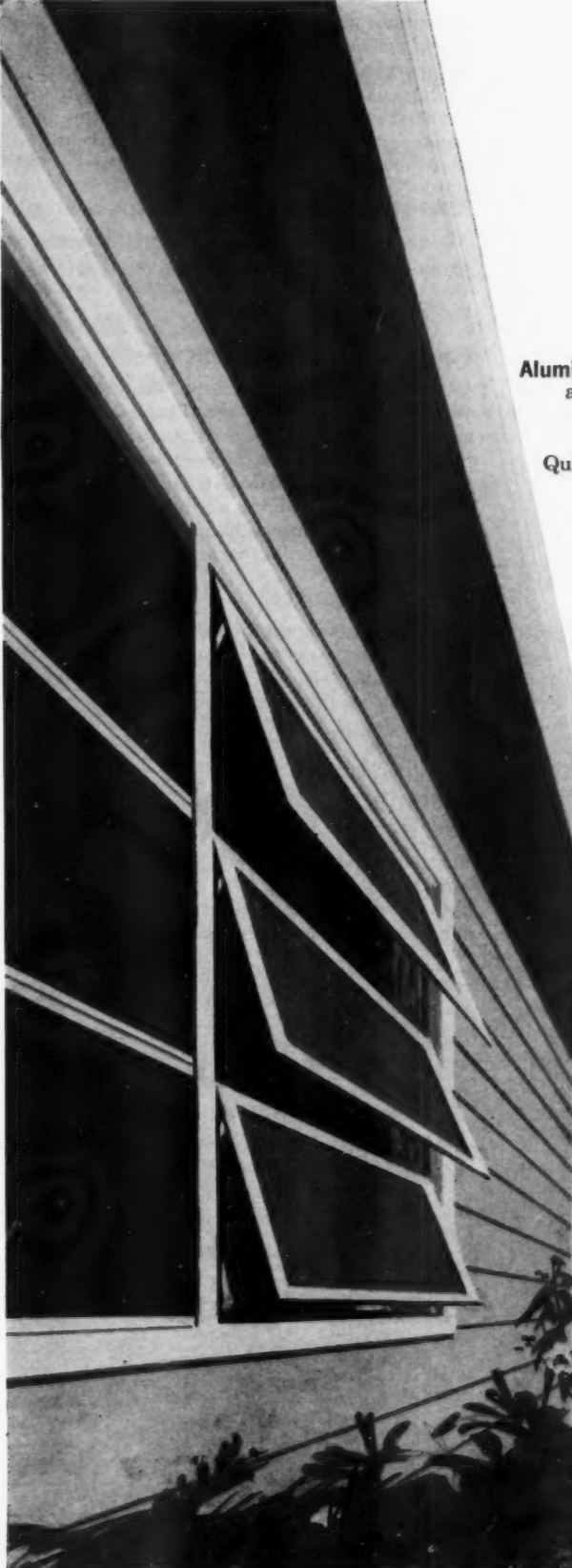
Install GM DELCO heating-cooling

You save floor space, because Delco's complete line gives you the right-size cooling coil to stack on any up-flow, down-flow or horizontal furnace. Remote condenser, weatherproofed for exterior installation, is completely air-cooled . . . no water costs or restrictions. Complete blower-and-coil packages, too, for hot water and steam systems.

You reap greater savings and added sales appeal when you show your homes equipped for year-'round living comfort with a product having national brand acceptance . . . backed by General Motors reputation. Get the facts how you can save . . . and profit . . . with Delco's complete line of air conditioning and heating units. Write, wire or phone for full details.



DELCO APPLIANCE DIVISION
GENERAL MOTORS CORPORATION
Rochester 1, N. Y.



Builders add modern "eye appeal,"
reduce installation time and labor costs
for quality homes with

Prime Windows of Care-free Alcoa Aluminum

Aluminum Says: "Quality Construction!" Builders everywhere are discovering that one of the most profitable ways to dress up the appearance of a home is to install maintenance-free prime windows of Alcoa® Aluminum.

Quality aluminum prime windows have several outstanding advantages that are instantly recognizable by home buyers. A trim, modern appearance that blends tastefully with any type of construction; weathertight fitting, soundly engineered to *stay* that way; Care-free features that include permanent freedom from painting and lasting corrosion resistance; easy opening or closing in *every* season, because aluminum does not warp, swell or rot.

Add to the above benefits savings that you can make in installation costs because of aluminum's light weight and ease of application. Then it's easy to see why the trend in prime windows is to aluminum. Homeowners *look* for this extra value that only aluminum can provide. To sell more homes faster, sell the Care-free living that comes with aluminum.

Turn the page for more details on why more
home buyers prefer aluminum windows.

ALUMINUM COMPANY OF AMERICA, PITTSBURGH 19, PA.

Prime windows of Alcoa Aluminum for Care-free operation, economical installation and long-lasting good looks

produced by quality manufacturers
in a variety of styles and sizes
for every type of construction
— frame, masonry,
concrete block
or stucco



Built to outlast the mortgage

Aluminum prime windows of high-strength Alcoa alloys are made for a lifetime of Care-free living for any home in any climate. Aluminum's natural resistance to corrosion means it can stand up under the most severe weather conditions—including sea-coast and industrial atmospheres—and still look smart and complimentary to the house.

Smooth operation with no painting

Aluminum prime windows shed moisture and never swell, rot or warp out of line. No painting is necessary. They open and close smoothly every day of the year.

Fast installation at less cost

Lightweight aluminum prime windows are easy to handle, so they go up fast. They can be shipped preglazed and as an integral unit with all hardware included. In many cases, one man can then handle the complete installation *in only a few minutes*. Once installed, aluminum windows stay up and work smoothly. From the start, eliminate costly service calls for replacements and adjustments.

Low initial cost

The cost of aluminum prime windows is competitive with other types—yet they are by far the biggest bargain for both builders and homeowners. Only with aluminum can you couple low *first cost* with minimum maintenance costs.

A style and size for every home . . . contemporary and traditional, new construction and remodeling

Aluminum prime windows come in an infinite variety of styles, sizes and modifications to meet virtually every architectural design. Those shown at right are the most popular models.



Sliding windows glide open and shut easily. Require only seasonal cleaning and are strong enough to withstand heavy winds without damage.

Double Hung windows keep out drafts, yet are easy to open in warm weather. There's never any warping or rotting to interfere with the smooth gliding action.

Casement windows never need painting, never rot or stain. They are easy to open and close all year round, economical and good looking.

Jalousie windows have clean, horizontal lines that accentuate modern architectural styling. Glass or aluminum louvers adjust for convenient ventilation.

Basement windows are a natural for aluminum, because they are constantly exposed to moisture. But neither rain, mud nor snow bothers aluminum.

Projected (Awning) windows let cool air in, keep the rain out. Their sleek, smooth lines add beauty to any home.

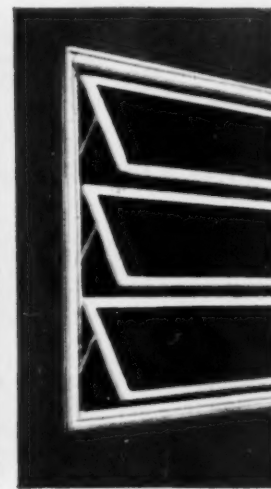
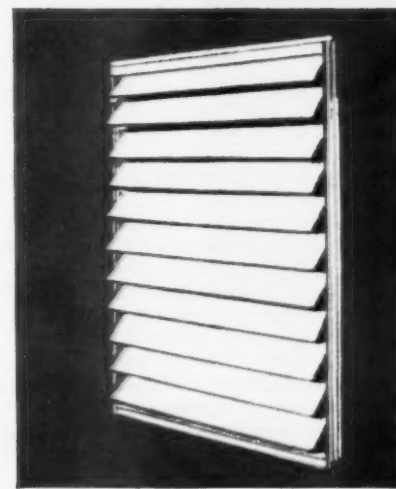
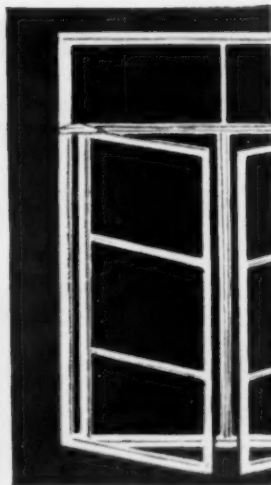
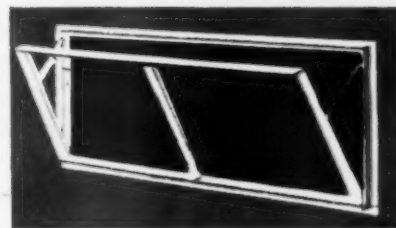
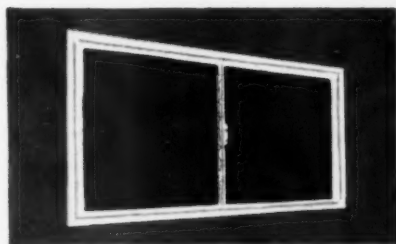
Quality features generally found in today's aluminum prime windows

Finish. Etched finish is usually standard; mill and anodized finishes also available. For all finishes, insist on a suitable factory-applied clear coating for protection during handling and construction.

Weather Stripping. Compressive vinyl plastic seals, nylon sash guards, woven pile weatherseal and metal are the most common types.

Hardware. Operating mechanisms, nails and screws are of solid aluminum or of other metal suitably treated where required for noncorrosive contact with aluminum.

ALUMINUM COMPANY OF AMERICA, PITTSBURGH 19, PA.



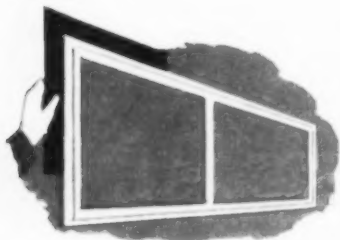
Installation and Handling Procedures for Aluminum Prime Windows

Handling

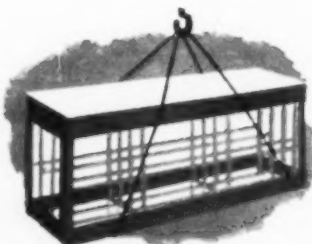
Aluminum prime windows, like bathroom or lighting fixtures, are a finished building product and should be handled to protect against scratches and dirt. They should be *lifted* on and off trucks and never dropped. At the job site, they should be stacked vertically. Crates or other covering should not be removed until installa-

tion. If the windows will be exposed to weathering prior to installation, a protective covering should be fitted around the stacks loosely enough to permit air to circulate. The windows should always be kept dry and off the ground.

Installation



Check to make sure window is perfectly square; transit damage may have caused misalignment.



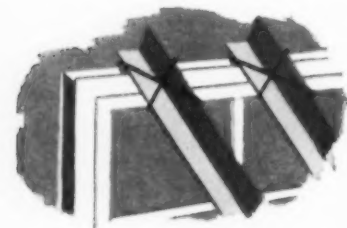
If hoisting is necessary, place sling so as to distribute load equally without distorting window in any way.



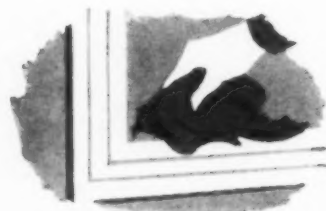
Check window opening to make sure it is square, level and has sufficient clearance.



Anchor window in accordance with manufacturer's instructions, providing enough clearance at sill where under-screen operator is used. Care should be taken not to twist or distort window by pulling too much on one side. Sash should be locked in closed position during entire installation.



When window is to be built in as construction progresses, it should be braced plumb and square after checking to make sure sill is level. Subsequent masonry work should not crowd or bow frame.



Use a quality, nonstaining compound for caulking. Seal the entire window perimeter, the joints between mullions and frames and all unfilled holes or openings except those for screens and storm sash. Remove wet plaster, mortar or cement from window surfaces before it sets.

Cleaning

If the aluminum surfaces are kept free of dust, dirt and plaster during construction, no cleaning is necessary with aluminum windows. When needed, the window surface can be brushed with a stiff-fiber brush and soap and water, followed by a thorough rinsing with clean water.



The Alcoa Care-free tag helps stimulate your sales

When your homes feature prime windows of Alcoa Aluminum, you gain another active partner on your selling team: The Alcoa Care-free tag. Promoted via two network television programs, radio, national magazines and local newspapers, it identifies quality building products of Alcoa Aluminum, immediately says lighter, brighter living to your prospects. Eight out of ten adult Americans now know and look for this tag as their guide to aluminum value.

Join the trend to aluminum for more Care-free homes. Alcoa would like to share with you the experience gained in over 30 years of researching and developing better products and building techniques for American homes.

For the names of manufacturers who make prime windows of quality Alcoa Aluminum, call your nearest Alcoa sales office or write: Aluminum Company of America, 1888-C Alcoa Building, Pittsburgh 19, Pa.





CEDAR CEDAR

The natural beauty of cedar sets the tone of custom home design. On the roof, three layers of genuine cedar shingles assure decades of trouble-free service. Cedar shakes—factory-colored, precisely squared, cleanly striated—add colorful importance to exterior walls, fences and wind screens. Team the two—cedar shingles for roofs, cedar shakes for walls—for the quality look that sells.

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.

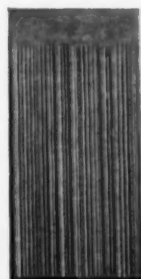
*nothing says quality
like the genuine*



CERTIGRADE
Red Cedar
SHINGLES

is ALL-WEATHER

A cedar shingle is a thin, rectangular board of wood, 1/2" thick, 18" long, and 12" wide. It is made of cedar wood, is waterproof and fire-resistant.



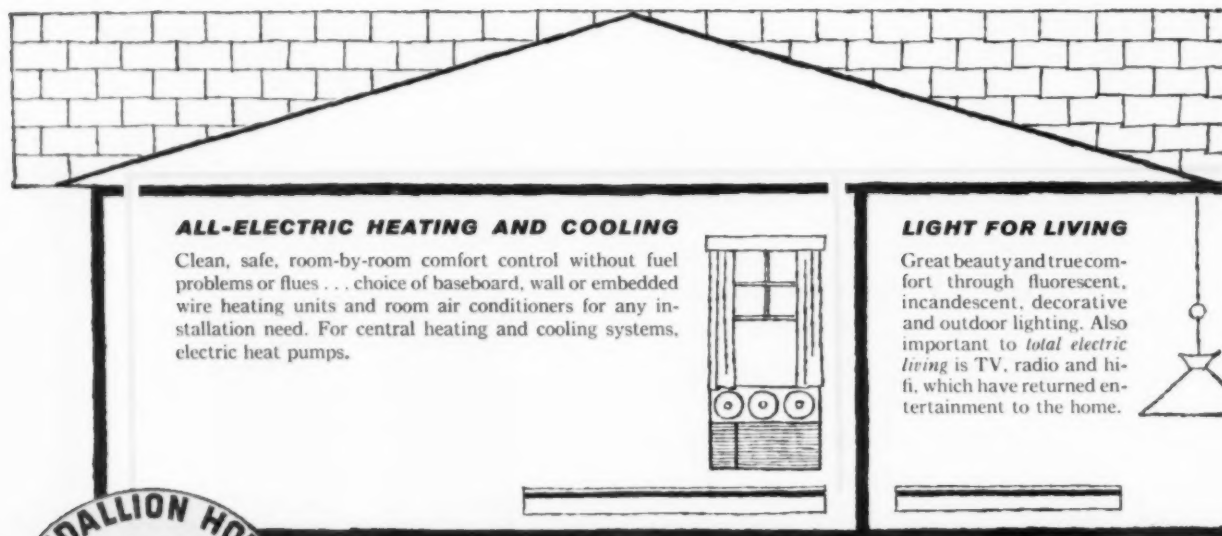
CERTIGROOVE
Red Cedar
CEDAR SHAKES

NUMBER 1 GRADE

This cedar shake is a thin, rectangular board of wood, 1/2" thick, 18" long, and 12" wide. It is made of cedar wood, is waterproof and fire-resistant.

INCREASING SALES OPPORTUNITIES FOR BUILDERS

*General Electric Gives Powerful, Practical Support
to Medallion Home Program*



ALL-ELECTRIC HEATING AND COOLING

Clean, safe, room-by-room comfort control without fuel problems or flues . . . choice of baseboard, wall or embedded wire heating units and room air conditioners for any installation need. For central heating and cooling systems, electric heat pumps.

LIGHT FOR LIVING

Great beauty and true comfort through fluorescent, incandescent, decorative and outdoor lighting. Also important to *total electric living* is TV, radio and hi-fi, which have returned entertainment to the home.



GOLD MEDALLION HOMES

Equipped by General Electric

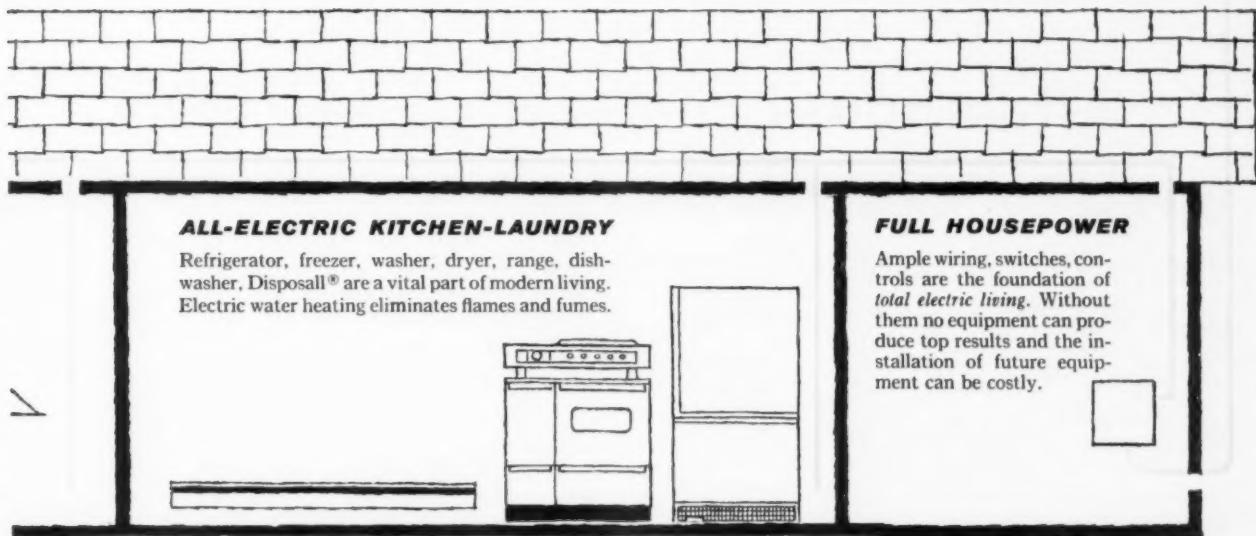
Total electric living is here now . . . practical in homes in every price range.

It offers you, the builder, an exciting merchandising concept. For the Medallion Home not only offers a better way of living—it is a new status symbol that helps you compete more effectively for the consumers' busy dollar.

General Electric has organized all divisions of the company into an operation to support the Medallion Home program. A major advertising campaign will presell consumers in Life, Better Homes & Gardens, House Beautiful, House & Garden, New Homes Guide and House Beautiful Building Manual.

But our big plans are local. Your local General Electric Major Appliance Distributor has plans right now to help you increase the electric content of your homes. Call him today—your first step toward real sales increases through the Medallion Home program.

Residential Market Development Operation,
General Electric Company, Appliance Park,
Louisville 1, Kentucky.



Progress Is Our Most Important Product

GENERAL  ELECTRIC



Utah house chalks up \$540,000

Salt Lake City's Harold Glazier pushes Hidden Values in gimmick-free promotion, pulls 20,000 prospects in week

Ideas
Building with
Brains

Approximately one out of every 15 of Salt Lake City's 350,000 population showed up for the opening of Glazier Con-

struction's Olympian model home—a "House of Ease" using plenty of aluminum. It was a big turnout considering the sales price—

\$24,900 plus an additional \$5,000 for the lot.

To draw this crowd, Glazier used all media. He stressed the easy maintenance and the high quality of construction which went into the building.

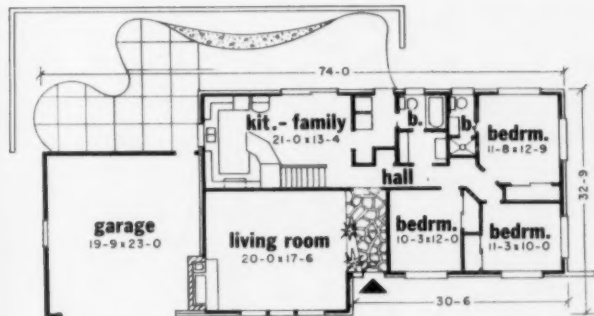
The main sales features according to Glazier were the exterior use of aluminum, the floor plan and the built-ins which included all kitchen appliances and vacuum-cleaning equipment.



List of Brand Name Products—Reynolds aluminum shingles and windows; Celotex sheathing; Yale Lock hardware; Pomona ceramic tile; Lennox heating-cooling plant; General Electric kitchen equipment; Owens-Corning Fiberglas insulation; NuTone fans; Briggs plumbing; Fuller paints.

◀ **RECORD CROWD** of house hunters was drawn by promotion theme of top-quality construction, low maintenance throughout the week.

of the MONTH for March



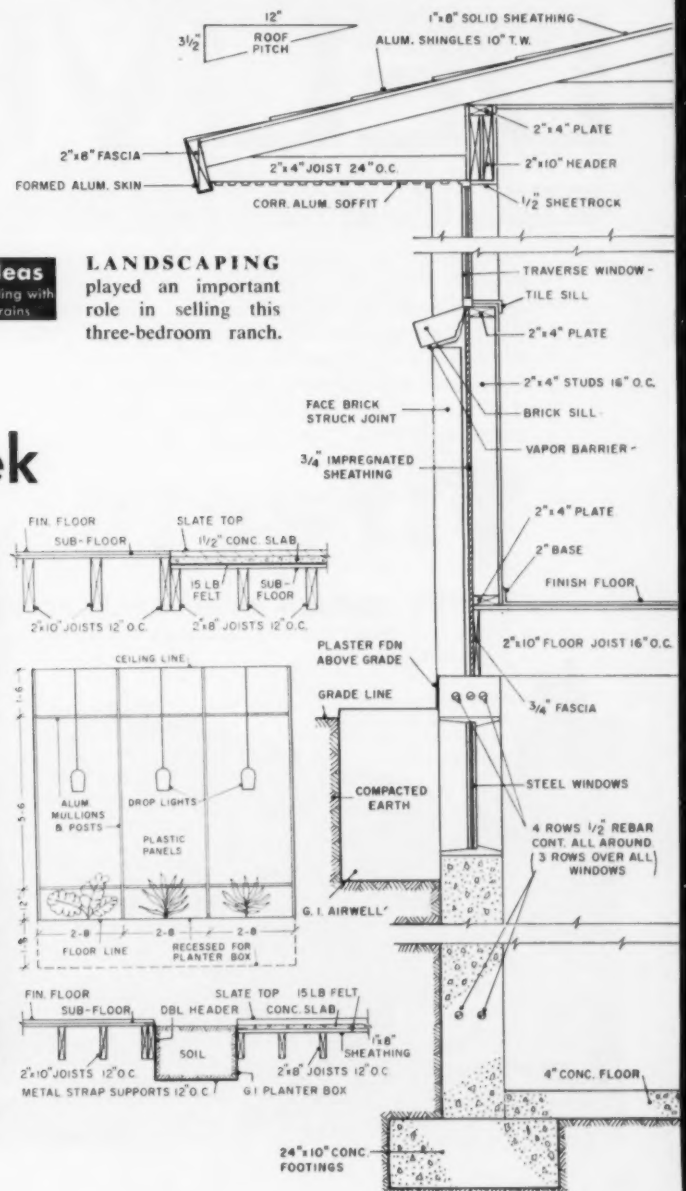
Ideas
Building with
Brains

LANDSCAPING
played an important
role in selling this
three-bedroom ranch.

sales in one week



ANGLED SNACK-BAR counter doubles as handy work space and room divider between kitchen and combined dining-family room which opens onto the terraced free-form patio.



PROVED TOP CHOICE FOR LOW OVERHEAD DELIVERIES



TRANSPORT® ALL TRACTION® FIRESTONE T.M.

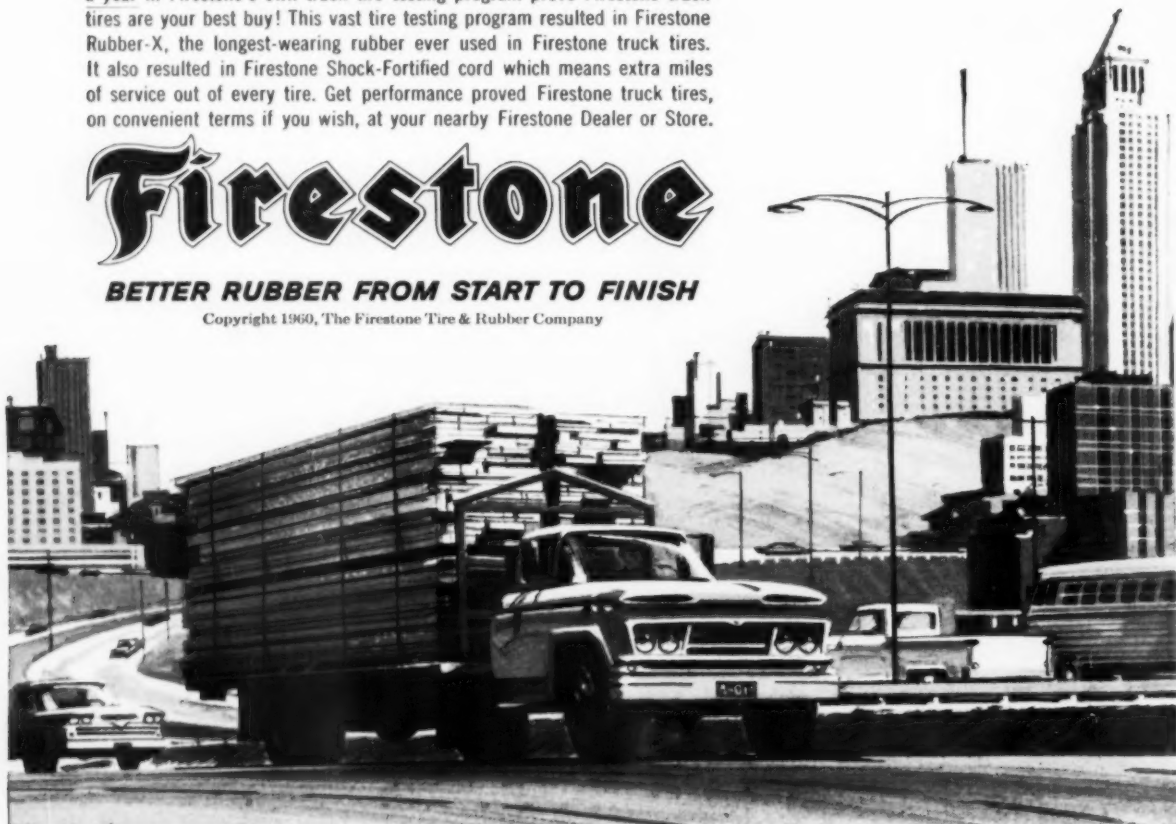
FIRESTONE, THE LOW-COST-PER-MILE TIRE FOR ON-TIME BUILDING MATERIAL DELIVERIES!

Firestone tires' low-cost-per-mile is reflected in performance records of thousands of trucks across the country. That's because 425,000,000 tire miles a year in Firestone's own truck tire testing program prove Firestone truck tires are your best buy! This vast tire testing program resulted in Firestone Rubber-X, the longest-wearing rubber ever used in Firestone truck tires. It also resulted in Firestone Shock-Fortified cord which means extra miles of service out of every tire. Get performance proved Firestone truck tires, on convenient terms if you wish, at your nearby Firestone Dealer or Store.

Firestone

BETTER RUBBER FROM START TO FINISH

Copyright 1960, The Firestone Tire & Rubber Company



HOME BUILDERS you, too, can get



low-cost packaged
**EPCO
Swimming
Pools**

EASY TO INSTALL . . .

and easy to increase the selling price of
your homes by several thousand dollars

A home swimming pool is no longer a luxury . . .
it is a way of living. Here is an opportunity to add
the biggest selling feature for your home developments
by including an EPCO Swimming Pool worth over \$3,000
. . . and it costs you less than half.

IMMEDIATE SHIPMENT of four different-sized
rectangular liner pools utilizing block work.

**A Complete EPCO
Swimming Pool Kit**

• Tested and Guaranteed •
HERE IS WHAT YOU GET:

- Complete set of engineering drawings worth several hundred dollars—simplified and easy to follow
- Complete step-by-step instruction chart—including detailed list of all building materials required
- All the component parts including:
LINER—20-Gauge Vinyl
AUTOMATIC FILTER
AUTOMATIC SKIMMER
POOL LADDER
POOL CLEANING OUTFIT—
including Vacuum Head, Handles
and Accessories.

VINYL LINER GUARANTEED FOR 5 YEARS

A Division of Edw. P. Coopersmith Co.

COMPLETE EPCO SWIMMING POOL KITS
Priced from \$595 to \$795

* 12' x 27' Sloping
3 to 5 feet deep

* 12' x 27' Sloping
3 to 7 feet deep

* 16' x 34' Sloping
3 to 7 feet deep

* 20' x 40' Sloping
3 to 8 feet deep

Each EPCO SWIMMING POOL KIT
is produced under rigid quality
standards and guaranteed to be free
of any defects in workmanship or material.

Get In the Swim with EPCO!

EPCO SWIMMING POOL COMPANY

Manufacturers and Distributors of the Most Complete Line
of Swimming Pool Equipment and Supplies in the Country

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PHILADELPHIA 44, PA.**

A DIVISION OF EDW. P. COOPERSMITH COMPANY

EPCO SWIMMING POOL COMPANY
403 W. Woodlawn Street
Philadelphia 44, Pa.

I am interested in information, without obligation,
about your completely packaged and low-cost EPCO
SWIMMING POOL KITS.

Name

Address

City State

No. of Pools Sizes

A Division of Edw. P. Coopersmith Co.

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TODAY**

Are you a builder or a repairman?

*Why not install the roof shingles
that don't need repairing?*

THE MIGHTY BIRD WIND SEAL SHINGLE doesn't bounce back at you. Put this shingle on your houses, and you've done your job for good. No complaints, no call-backs to correct raised or blown-off shingles. Plenty of money saved by eliminating these profit-eating "do-over" repair jobs, plenty of prestige built up for you as a builder of quality homes.

Ask your Bird Salesman for colorful displays and literature to help you cash in on our brand advertising in *The Saturday Evening Post*.

**Man, You're a Builder, Not
a Repairman! Leave the
Repairing to the Guys
Who Install Lesser Roofs.**



BIRD & SON, INC. — East Walpole, Mass., Chicago, Ill., Shreveport, La., Charleston, S. C.

REMEMBER CERAMIC

TILE*THINK

IT'S A PROVEN FACT... IT SELLS HOUSES FASTER



for peepul who care what other peepul are peeping at.

those peepul who beet a path to your bath... are there to peer about. they make an excuse "I must powdr my nose" but they've sed to their frends "do you really suppose we'll find it lined with ceramic tile? (the best-in-the-west HERMOSA style?) for a happy-ever-after-math, they know tile's vital to every bath... and the sturdiest, prettiest, quickest to clean... is that great glazed ceramic by GLADDING, McBEAN!

HERMOSA GLAZED CERAMIC TILE CREATED BY GLADDING, McBEAN & CO.

hey... send 10¢ to us at **THE GLADDING, McBEAN TILE*THINK CENTER**, 2901 Los Feliz, Los Angeles 39
for more good news for those of youse who are tile*thinkers*at*heart.

Western Views

By **BILL RODD**

ANOTHER GREAT NAHB CONVENTION has come and gone. When the curtain rang down about noon on Jan. 21 at the Chicago show, an estimated 35,000 building industry men and women had spent five days milling around the exhibits and

thronging to the business sessions.

THERE WERE PANELS on merchandising; panels on finance; panels on construction; panels on every subject affecting the building industry. And,

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Phone: Atlantic 6-1842

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3906 Lemmon Ave., Dallas 19, Tex.
Phone: Lakeside 1-2322

all of them were staffed by builders and others who specialize in the particular phase of building that was being discussed. One frustrating aspect, however, was that there were five or six different meetings each morning and each afternoon.

THE MORE THAN 800 exhibits were nothing short of fantastic in their scope, variety, and beauty. The emphasis was on beauty—beauty in color, texture, shape. Even the tools were beautiful. One builder said, "I'm going to take \$500 of my profit and add some of these things to my next model." He'll get it back.

NO ONE COULD possibly come away from the big show without feeling that his time and his money were well spent. The top brains of the industry were waiting to be picked, the top products were there to be seen.

"DON'T SELL ME A HOUSE— sell me beauty, comfort, convenience, pride of ownership, security for my family," said Ralph Sims, of Baton Rouge, La., speaking at one of the panel sessions. The makings for all these qualities are available. It remains for the builder to put them to use.



**FIREPLACE?
CERTAINLY!**

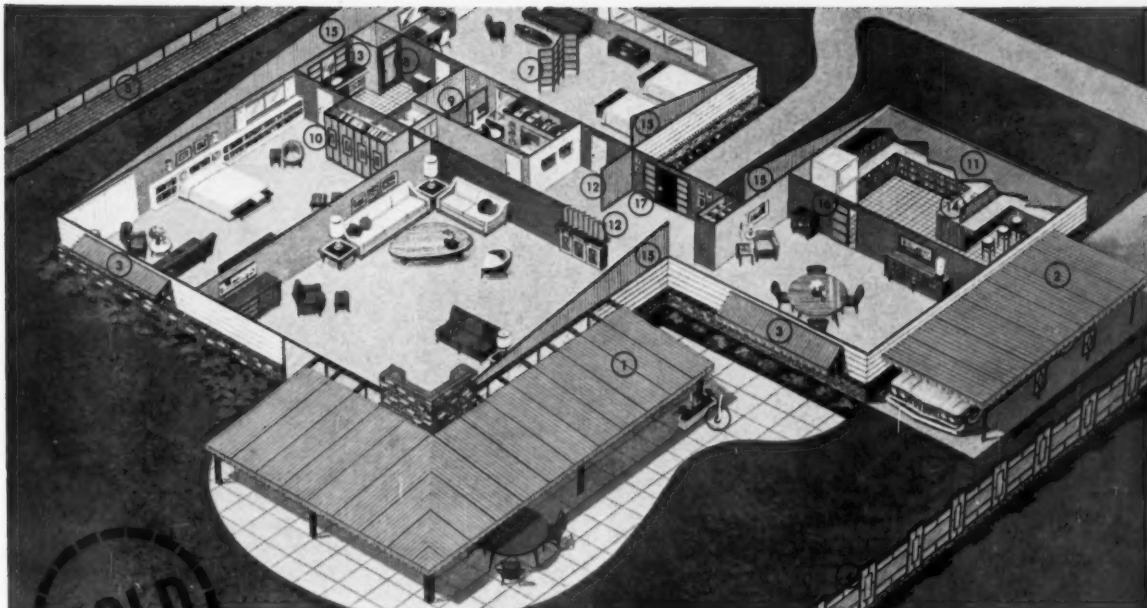
**COPPERCRAFT HOOD?
OF COURSE!**

Something wonderful happens to a fireplace with this added touch of elegance... here is new charm designed for the buyer's mind.

Beautiful Coppercraft hoods are now available in over 100 quickly installed sizes, finishes and styles for every home.

Write for complete illustrated brochure and name of nearest dealer. AIA FILE #14-E.

ROBERT H. PETERSON CO.
2835 SIERRA GRANDE, PASADENA, CALIFORNIA



SOLD

LOW-COST LIVING SPACE . . . EXTRA SALES APPEAL WITH
FILON GUARANTEED FIBERGLASS BUILDING PANELS

Proven features that mean fast, profitable sales for you. Build patio living space with FILON for about one-seventh the cost per square foot of other under-roof construction. It's a bonus for the homebuyer, a profitable sales feature for you. FILON also adds sales-winning beauty in unlimited ways, outdoors and in. Extra appeal for extra-fast sales. FILON . . . the fiberglass panels with the guaranteed quality difference.



Insist on the FILON label with the EXCLUSIVE FILON GUARANTEE



FOR ADDITIONAL INFORMATION, visit the FILON dealer nearest you listed below. Or write for free FILON literature, FILON PLASTICS CORP., Architectural Services Dept., 333 N. Van Ness Ave., Hawthorne 32, Calif. Also consult A.I.A. File No. 26-A-9, or Sweet's Architectural Catalog

KEY TO FILON INSTALLATIONS PICTURED ABOVE

- | | | |
|---------------------------|-------------------------------|----------------------------------|
| 1. Patio Roof | 7. Shoji Screen | 13. Shatterproof Frosted Windows |
| 2. Carport | 8. Shatterproof Shower Door | 14. Counter Partition |
| 3. Awnings | 9. Shatterproof Tub Enclosure | 15. Sidelighting |
| 4. Shoji Fence | 10. Shoji Closet Doors | 16. Pocket Door |
| 5. Combination Wall-Fence | 11. Luminous Drop Ceiling | 17. Translucent Entrance Panels |
| 6. Outdoor Planter | 12. Room Dividers | |

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ATASCADERO
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AZUSA
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Bakersfield Sandstone Brick
King Lumber Company
W. P. Fuller Company

BANNING
Dill Lumber Co.

BEAUMONT
Beaumont Hdwe. & Lumber
Fell Lumber Company

BELLFLOWER
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Hammond Lumber Co.
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BREA
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CALIMESA
Hale & Greenslade

CANOGA PARK
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CARPINTERIA
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COACHELLA
H & H Lmbr. & Hardware Co.

COMPTON
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COSTA MESA
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CULVER CITY
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Market Town
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LAWDALE
Lawndale Concrete Pds.
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LOMITA
Lomita Lumber

LONG BEACH
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LOS ANGELES
Acme Lumber & Wrecking
Redwood Garden Materials
Richmond Bros. Lumber Co.

LOS ANGELES (WEST)
Anawalt Lumber & Matis.
Beauty View Builders
Carter Mill & Lumber
Hyde Park Lumber Co.
Sawtelle Lumber Co.

MANHATTAN BEACH
Builders Material Co.

MONROVIA
Myrtle Avenue Lumber

MORRO BAY
Homer T. Hayward Lmbr. Co.

NEWPORT BEACH
Ward & Harrington Lumber

NORCO
Rickhoff Glass Company

NORTH HOLLYWOOD
Blanchard Lumber Co.
Mullin Lumber Co.

NORTHRIDGE
Merritt Lumber Co.
Northridge Lumber Co.

NORWALK
Norwalk Lumber Co.

OJAI
Ojai Lumber Company

ORANGE
Nielsen Nursery

OXNARD
Peoples Lumber Company

PALM SPRINGS
Dill Lumber Co.

PALMS
Palm Lumber Co.

PACIOIMA
Anawalt Lumber & Matis.

POMONA
Garey Lumber Co.

PARAMOUNT
Don's Lumber Company

PASADENA
Lincoln Ave. Lumber & Mill

RIVERSIDE
Mitchell Glass

SAN BERNARDINO
W. M. Dary Co.

SAN FERNANDO
Planet Building Materials

SAN PEDRO
Rossman Mill & Lmbr.Co.

SAN LUIS OBISPO
San Luis Mill & Lmbr.

SANTA ANA
Barr Lumber Co.
Builders Trade Supply

SANTA BARBARA
Tri-County Builders Supp.

SANTA MONICA
Bay Floor Covering

SANTA SUSANA
Peoples Lumber Company

SAUGUS
Ranchers Supply Co.

SOLVANG
Solvang Mill & Lumber Co.

STUDIO CITY
Mullin Lumber Co.

THOUSAND OAKS
Newbury Park Lumber

TORRANCE
Action Lumber Co.
Airport Lumber Co.
Arthur's Lumber Co.
Burko Hardware
Cleveland Wrecking Co.
Joslin Lumber Co.
L&S Plywood

TUJUNGA
Anawalt Lumber & Materials

UPLAND
W. F. Rugg Lumber Co.

VAN NUYS
Chandler Lumber Co.
Cole Lumber Co.

VENTURA
Zepco Products

VISTA
Geib Lumber Co.

WHITTIER
Bennett's Redwood Fencing
Oromili Lumber, Inc.
Rinehart Supply Company

WILMINGTON
Wilmington Lumber & Plywood



COMPACT HOUSE, an all-electric Gold Medallion home, uses wide overhang to accomplish a dual purpose: to provide shade and to give house an expansive look.

HOUSE was planned to make maximum use of indoor-outdoor living. Patio areas are accessible from den, bedroom, and living room through sliding glass doors.

What's the market for the

Ideas
Building with
Brains

Here's a "sleeper" market — virtually untapped. It's waiting for builders with imagination and ingenuity.

The most neglected new-home market is that of the one- or two-person family. While builders rush to fill the three- and four-bedroom needs of larger families, they often overlook this

other large segment of the population.

There are millions of single people, divorced people, childless couples, couples whose children have married, and, very im-

portant, senior citizens. All of these are potential home buyers. But little has been done to satisfy their special need—a compact, easy-to-care-for home.

The senior citizens, particularly, should attract Western builders. Social Security Administration reports there were over 15 million persons over 65 years old in the nation as of Jan. 1. This group is expected to grow to 19.5 million by 1970. In Los Angeles County, alone, there



CATHEDRAL CEILING makes living room appear larger than it is. Interesting decorative motif features wood paneling on one wall, ending at top of sliding glass windows.

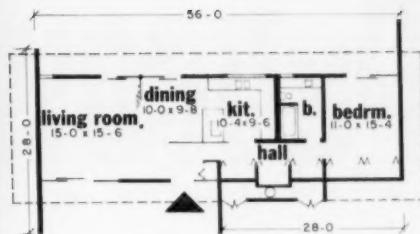


MAJOR electric kitchen appliances are General Electric built-ins, including a flameless electric 40-gal. water heater under the counter. Barbecue unit is by Stanthony.

Photos courtesy Southern California Edison Co.



HOUSE FOR TWO is an all-gas model. White baked-on aluminum exterior, combined with large glass areas and a concrete tile roof, insures minimum maintenance work.



DESIGNED for a minimum-size lot, the house appears larger because of clerestory windows at both ends. Note extra built-in storage along the wall in the hall.

one-bedroom house? It's wide open

were an estimated 414,858 retired persons as of Jan. 1.

The two homes shown here would be suitable for any of the above-named groups. They were built for last year's Los Angeles County Fair to illustrate what could be done for senior citizens. They do not, however, contain some of the extras which are recognized as desirable for the elderly, i.e., grab bars in the baths, low tubs, etc.

Both houses were sponsored

by the Building Contractors Assn. of California. One was co-sponsored by Southern California Edison Co.; the other by Southern Counties and California Gas Cos. Either could be built for about \$10 per sq. ft. in the Los Angeles area. An extra plus: either could be built on small city lots.

Both homes were aptly named. The Compact House (L) makes maximum use of available space (under 1,000 sq. ft.). Entrance is

directly into the living room, where an extra feeling of spaciousness is achieved with an exposed-beam Cathedral ceiling.

The House for Two (R) also was designed to look roomier than it is (900 sq. ft.). One method: use of clerestory windows in both living room and bedroom.

Builder of both homes was Don Hershey, Claremont, Cal. Architect for both houses: Dinger & Pedersen, A.I.A.



DRAMATIC wall and ceiling treatment, together with clerestory window, contributes to open feeling in living room. Not shown: sliding screen leading to dining area.



ALTHOUGH COMPACT, kitchen has plenty of work space. Top burner units are in a free peninsula counter that opens into dining area, forms extra eating space.

Photos courtesy Southern California Gas Co.

Pabcowall conquers



inner space !

You don't have to go to Mars to solve the space problem. To add 20 sq. ft. of liveable floor space to the average home, just build with Pabcowall, the new studless gypsum drywall system.

Pabcowall also saves considerable construction time. And only Pabcowall gives you a better wall at lower cost than conventional drywall construction.

A strong, permanent, fire-resistant non-load-bearing gypsum partition, Pabcowall is a superior wall.

Proof? Certified Laboratory Tests of compression, load-bearing, racking-shear and sound transmission qualities.

Pabcowall, using 5/8" flame curb gypsum wallboard, has also passed the one-hour fire test in accordance with ASTM standards. Small wonder Pabcowall has earned Uniform Building Code Approval!

Beautiful too, Pabcowall projects a beautifully smooth surface that minimizes beading and ridging ... and eliminates nail popping.

That's because there are no nails in the field with Pabcowall.

For free architectural specifications, (either wood strips or steel runners) write:

Dept. AB-60, Pabco Gypsum Division,
Fibreboard Paper Products Corporation,
475 Brannan Street,
San Francisco, California.

FOR QUALITY DRYWALL CONSTRUCTION, WE SUPPORT THE GDCI.

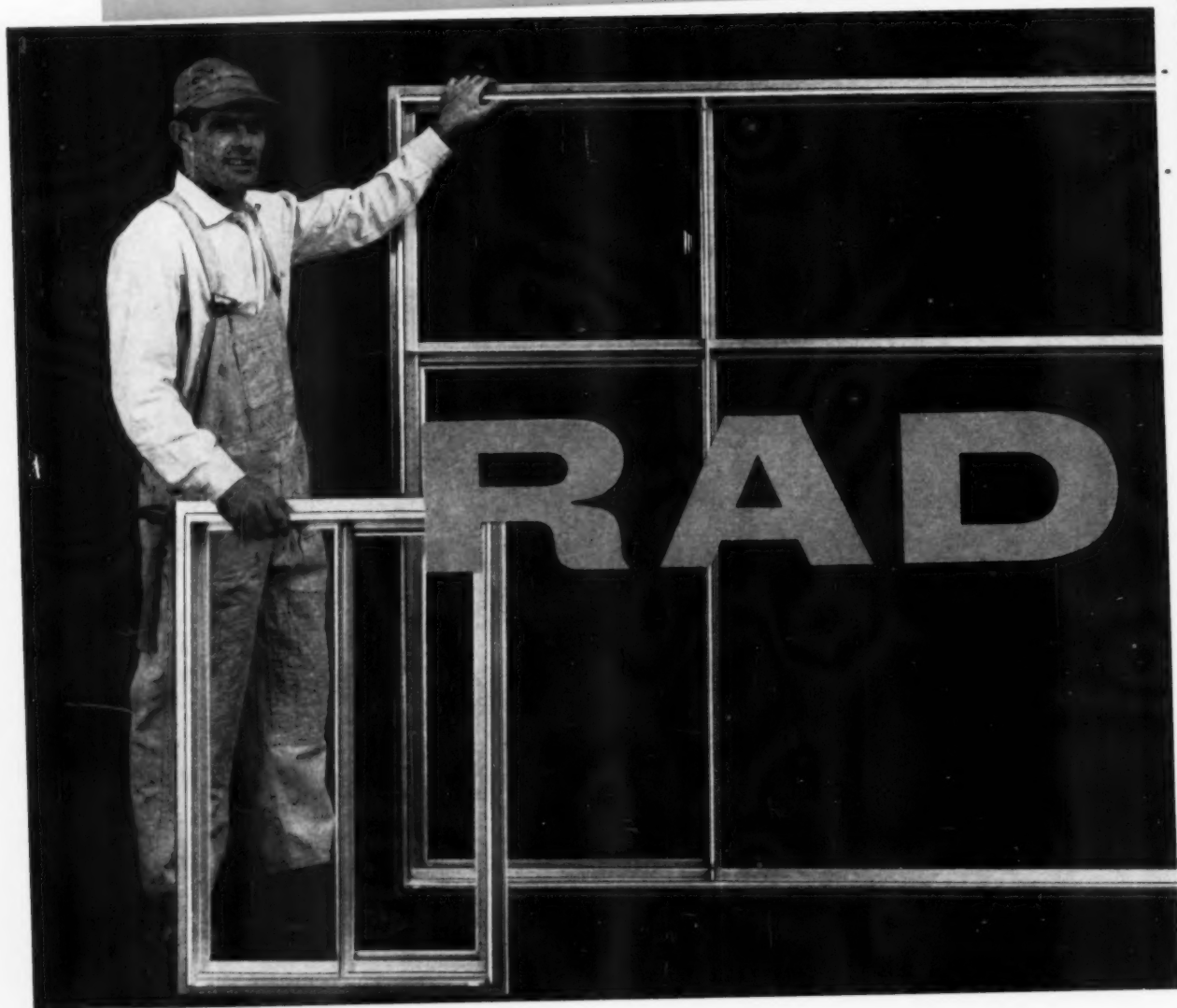
Established in the West for over 75 years, Pabco makes products specifically for Western building and decorating. Produced in the West, Pabco products are available throughout the 13 Western States. To ensure the durability and long life of its products, Pabco maintains a rigorous pre-testing program in Western areas noted for their punishing climatic extremes.

**THE WEST WAS MADE FOR PABCO
(AND PABCOWALL IS MADE FOR THE WEST)!**

PABCO



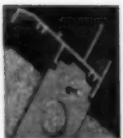
...no one ever made



TWO TYPES OF WEATHERSTRIPPING in exclusive new weather control design.



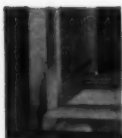
SURE SPRING-LOADED PLUNGER LATCH offers new positive security.



FAST-INSTALLATION CONCRETE ANCHOR for masonry saves cost, assures accuracy.

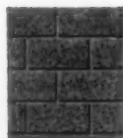


TOP QUALITY STAINLESS STEEL TRACK eliminates binding...moves so easy always.



SPECIAL SILL WEEPER drains off condensation; bars entry of dust or water.

For all types of construction



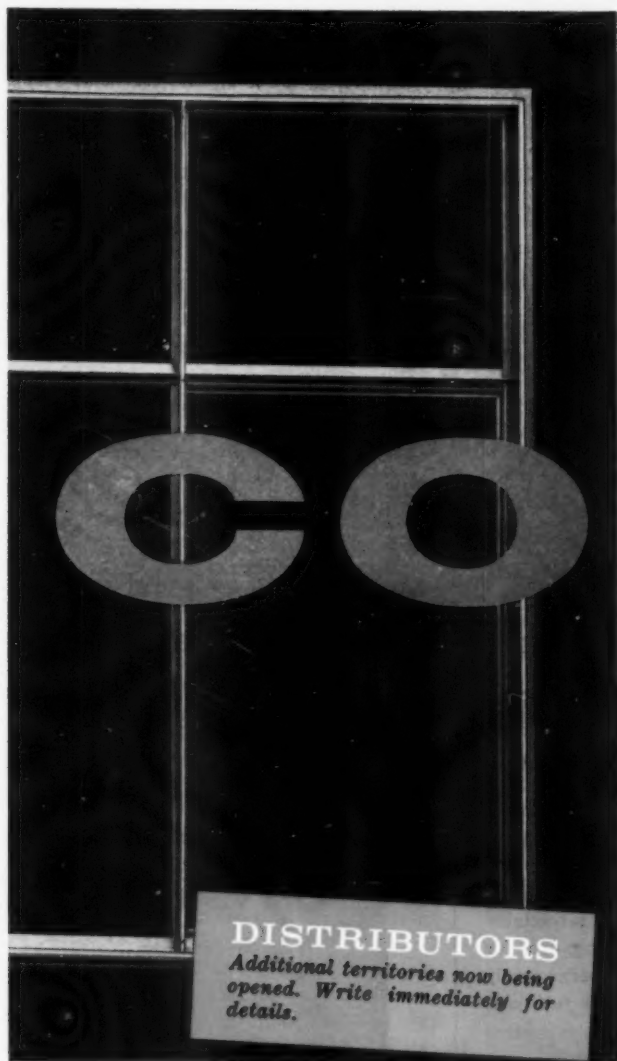
Block



Brick

RADCO—the West's largest

windows like this before!



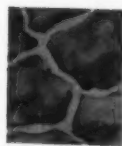
RADCO "UNIVERSAL"

**This new kind of window fits
every type of construction —
provides new climate controls**

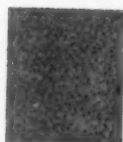
Never before has there been a sliding aluminum window with so many new short-cut installation advantages and new buyer values. A whole new development in window design is introduced in the new 1960 Radco. One basic window in more than 50 sizes fits every type of conventional and masonry construction. Two different types of advanced weatherstripping are for the first time combined in a dual weathercontrol design that is secure against sand, dust, wind and water. Quality stainless steel track licks the after-installation problem of plaster and dirt that interfere with ordinary windows. There's clearly seen new beauty in detail and design, and advanced engineering and quality — there's 18% more metal in the Radco than in ordinary windows. You'll find so many new advantages that you'll expect a premium price — but Radco will surprise you with its strictly competitive cost that makes it today's biggest value! You'll want the full story — just ask your Radco dealer, or mail the handy coupon below.



Member SLIDING GLASS DOOR AND WINDOW INSTITUTE



Stone



Stucco



Frame



Post & Beam

maker of aluminum sliding glass windows, established 1925

RADCO PRODUCTS, INC.

3121 Skyway Drive, Santa Maria, California

AB-3

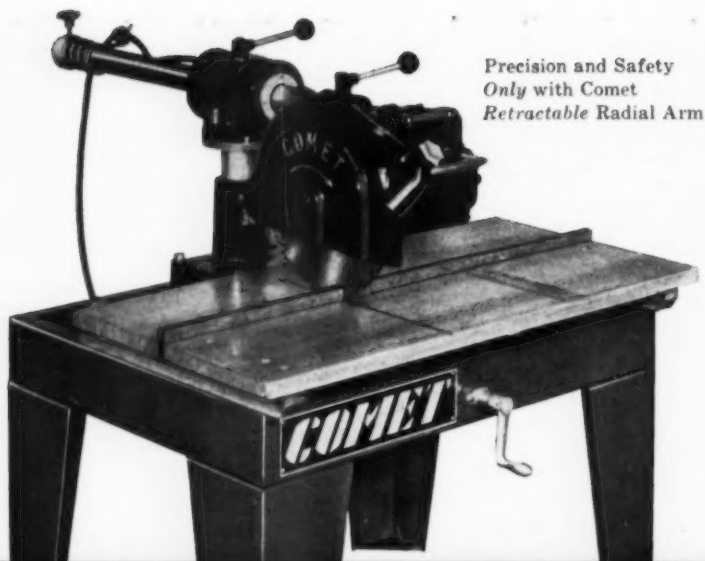
Please send Bulletin 1259 on the RADCO "Universal" Window

NAME _____

FIRM _____

ADDRESS _____

CITY _____ STATE _____



Precision and Safety
Only with Comet
Retractable Radial Arm



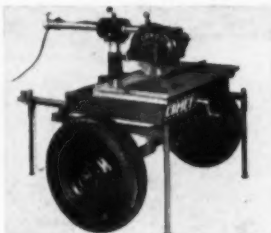
Time Saving "Stroke Pre-Set"

**COMET "JUNIOR"
WILL SPEED
YOUR
PRODUCTION**

ON-THE-JOB VERSATILITY... In your shop, or "on-location" COMET "JUNIOR" will save you time and money! Mounted on the "workhorse" COMET Trailer, it will provide fast, accurate, versatile cutting power... right where you need it. "Pre-set" cut-off strokes, made possible by the exclusive COMET return spring, increase production up to 20%! Get true, retractable radial arm reliability (standard length for 19" cross-cut, or the long arm for 25" cross-cut). Rugged steel radial arm glides smoothly on eight permanently lubricated ball bearing rollers: moves completely out of the way for full table working area. Power-packed COMET single or 3-phase 2 H.P. motor, assures smooth performance... cross-cut, compound miter, rip, dado, shape, route, grind, bore. On the job or in the shop, the professional COMET "JUNIOR" means speed, safety, and year after year "full load" dependability.

COMET MANUFACTURING CO.
2033 Santa Fe Ave. • Los Angeles 21, Calif.
• a division of The Siegler Corp.

AB-1



COMET *

**WESTERN
NEW PRODUCTS**



Heat unit has new design

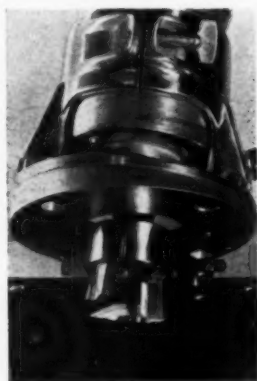
A new double-cover design is featured in this electric baseboard heating unit. Baffle plates keep surface temperatures low, heat circulation superior. Ramco units have capacity of 250 watts per foot. Installation cost low, maintenance is kept at a minimum.—Ramco Manufacturing & Engineering Co.

Circle No. M87-W on reply card, p. 133

Does the mixing trick

Jiffy Mixer is designed to speed job of mixing compounds, paint etc. Attachment will fit almost any chucked power tool. Does not require clamping-on or closed mixing containers. Model "P" takes under 60 seconds to mix five-gallon container of separated paint. Wonderful tool for eliminating extra steps, added labor hours. Price: \$15.95. Jiffy Mixer Co., Inc.

Circle No. M88-W on reply card, p. 133

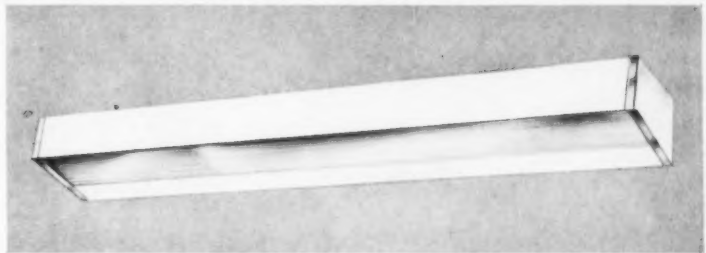
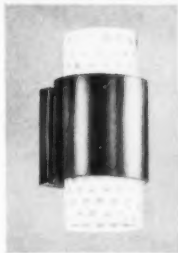
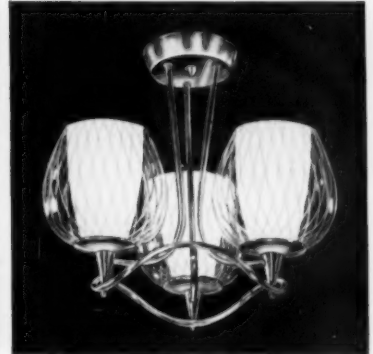


Attachment miters plastic

K-M Miter is designed to miter fabricated plastics without chipping. Practical for material difficult to work toward machine, such as dipaneling, wall paneling, cabinet ends. Engineered to attach to a Porter-Cable 514 Router. Miter attachment (complete unit) about \$175; spline attachment (complete unit) about \$35.—Knick-Marsh Engineering, Inc.

Circle No. M89-W on reply card, p. 133

LIGHTING



BY LIGHTOLIER

gives you
more
sales power
for your
dollars

...and a lot fewer dollars than you'd think!

Lightolier lighting is one good way for your customers to see the quality and beauty of your homes. (1) Lightolier lighting fixtures breathe quality, say quality at first glance. (2) They're distinctive, help set your homes apart. (3) They bear the only consumer-demanded brand name in lighting, nationally advertised since 1904. (4) Lightolier lighting has "memory value"...women remember the house with the striking lighting fixture long after a tough day of house hunting.

Your customers may think Lightolier is Cadillac-priced. But it just isn't so: our new catalog of Lightoliers for builders contains 150 numbers that fit any sensible lighting budget. Fill out the coupon for your free copy and for the details of Lightolier's builder merchandising program.

LIGHTOLIER

Dept. AB-30
Jersey City 5, N. J.

Please send me your new free catalog of lighting especially for builders and the details of your builder merchandising plan.

Name _____

Title _____

Firm Name _____

Address _____



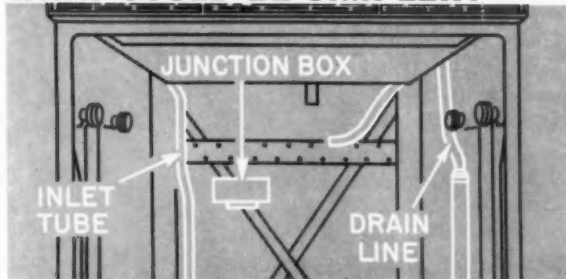
It goes in fast

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?



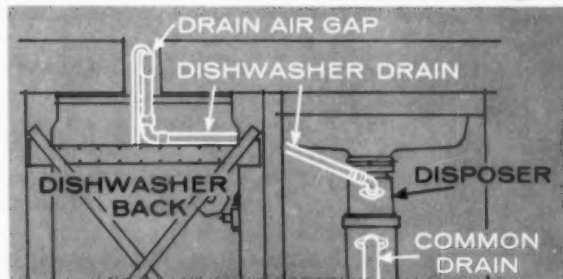
...you get out fast

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.

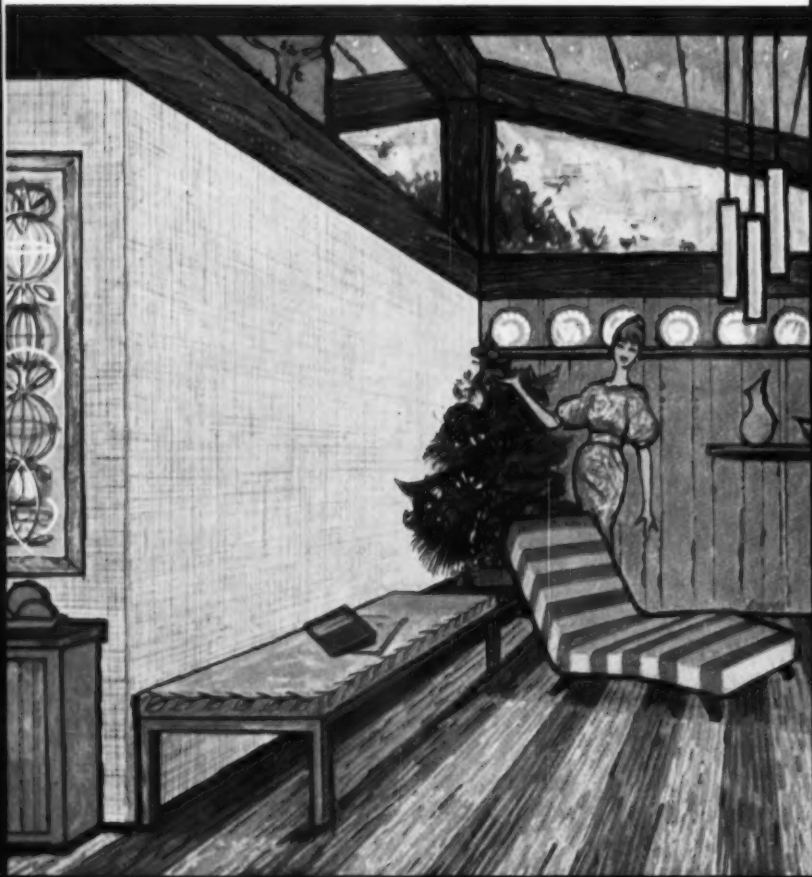


Sanitary Air Gap. Provides maximum sanitation, uses one drain for both dishwasher and sink. (Optional: sanitary drain which utilizes existing sink.)

Progress Is Our Most Important Product

GENERAL  ELECTRIC

New Durasan . . . the first
vinyl-surfaced gypsum wallboard!

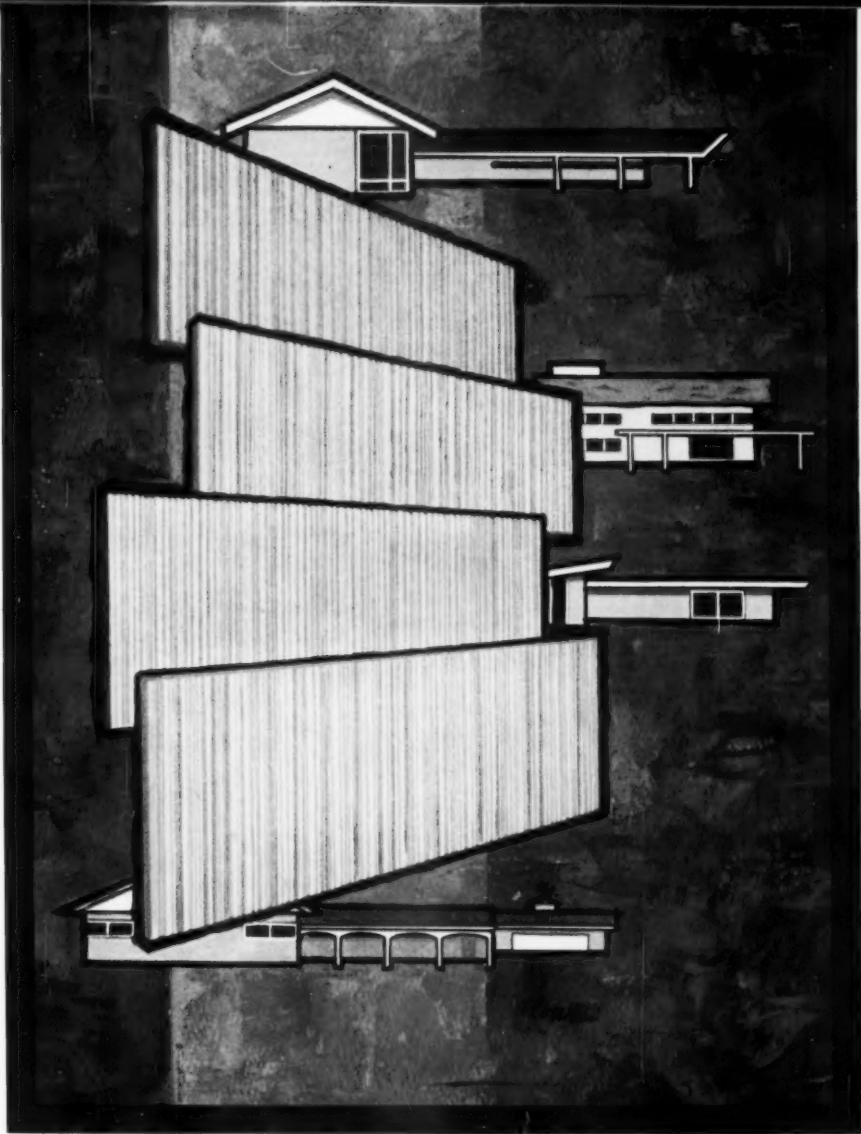


For years it was needed — now it's *here*! Gold Bond Durasan is a top quality gypsum wallboard with a durable surface of vinyl plastic and all the beauty of the most expensive wall coverings! New Durasan is completely child-proof: it won't scuff, crack or chip, and can be washed with soap and water. It cuts costs because it goes up fast, needs no additional finishing of any kind. Five glamorous colors, in a richly textured surface, make it a beautiful part of any room in the house. Ask your Gold Bond® Representative about new Durasan — or write Dept. AB-3601 for free samples and literature.

NATIONAL GYPSUM COMPANY, BUFFALO 13, NEW YORK

a step ahead of tomorrow . . .





Classic-Shake's 4 new colors say "come right in"!

The deep, rich texture and natural shadow line of Classic-Shake give your homes all the *beauty* of wood shakes without the cost or maintenance expense. And these attractive, springtime colors make them look more expensive, give them a "come right in" sales appeal. Cinnamon, Avocado Green, Birch Gray and Bermuda Coral—they're all weather-protected by Gold Bond's exclusive Plastierylic Finish, all Permanized to prevent warping.

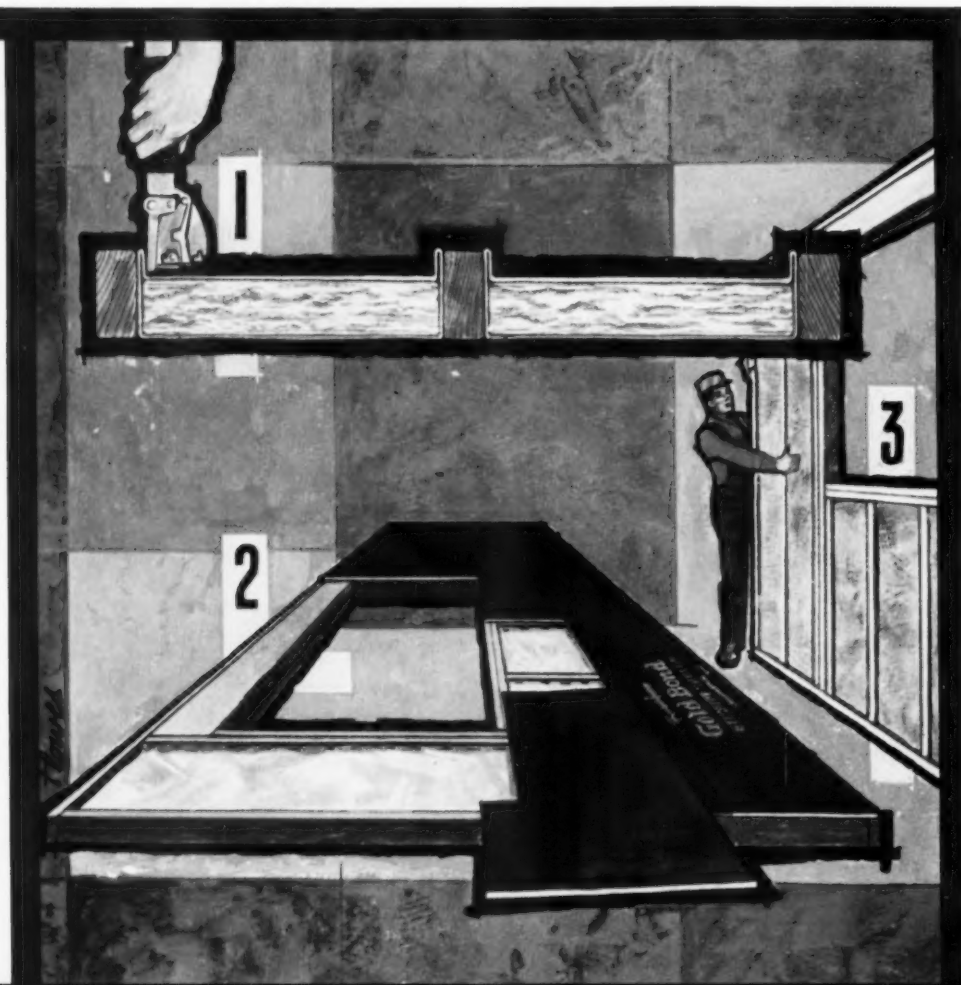
This year give your homes the *extra* sales appeal of Classic-Shake. Ask your Gold Bond® Representative, or write Dept. AB-3602 for free samples.

NATIONAL GYPSUM COMPANY, BUFFALO 13, NEW YORK

a step ahead of tomorrow ...

Gold Bond
BUILDING PRODUCTS

New Reverse Flange Insulation goes up faster, cuts building costs!



This mineral wool insulation is designed for application on the *outside* of the wall in tilt-up construction. The flange has been "reversed". You apply (1) insulation, (2) sheathing, and siding all on one side of the wall (3), before erection. Plumbers and electricians work without interference. You save time and money.

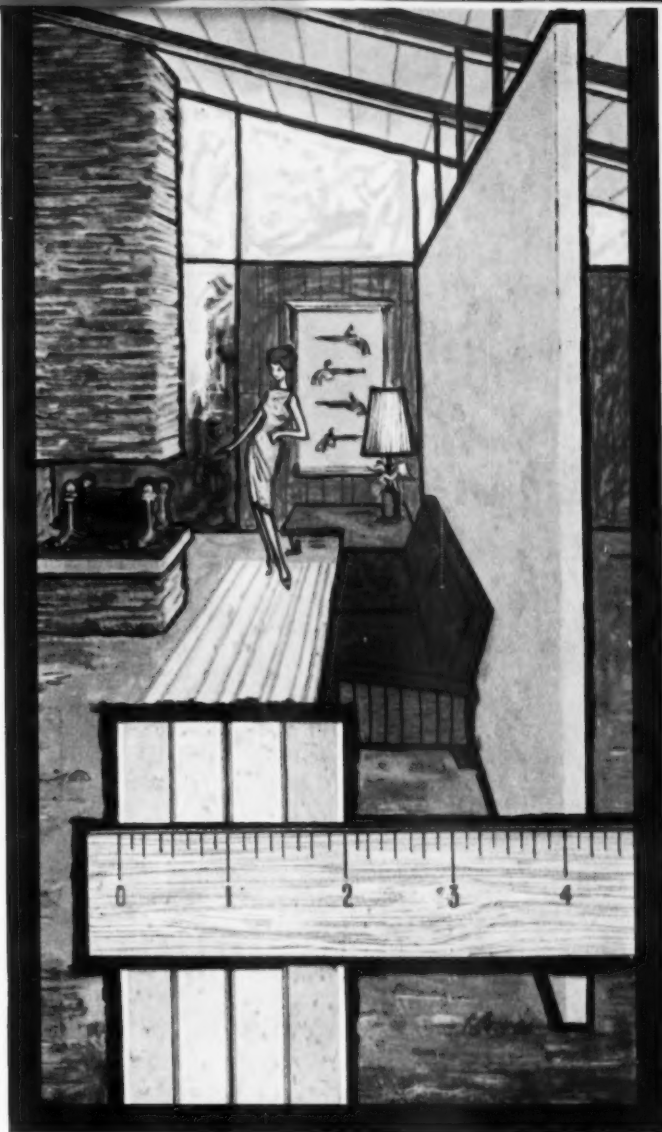
Gold Bond's new Reverse Flange Mineral Wool simplifies insulating of crawl spaces under floors. Insulation is simply stapled to the side of the joist, with no "reversing" operation.

Your Gold Bond® Representative will show you how Reverse Flange Mineral Wool speeds construction. Write Dept. AB-3603.

NATIONAL GYPSUM COMPANY, BUFFALO 13, NEW YORK

a step ahead of tomorrow...





EXTRA SPACE . . . at no extra cost!

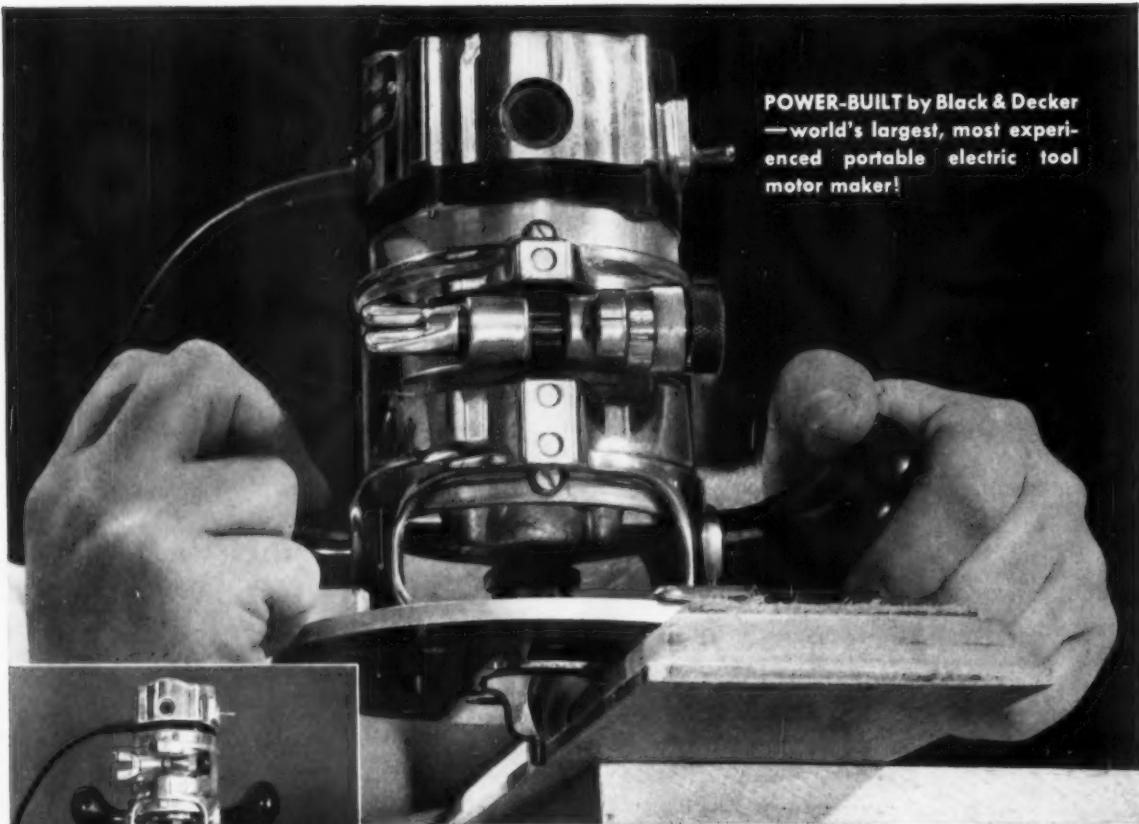
25 square feet—that's how much extra space one builder added (in a small home) with this new 2" solid lath and plaster partition. Exterior walls and ceilings are lathed first. Then the partition goes up fast with Gold Bond's exclusive patented interlocking 1" lath. And a half inch of plaster on each side of this 1" core produces high quality walls with a 1-hour fire rating — at competitive prices. Customers will also like the way it cuts down noise between rooms.

Ask your Gold Bond® Representative about our new 2" lath and plaster partition—or write Dept. AB-3604 for free book.

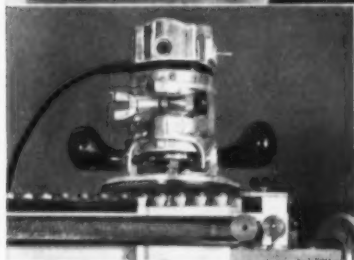
NATIONAL GYPSUM COMPANY, BUFFALO 13, NEW YORK

a step ahead of tomorrow . . .

Gold Bond
BUILDING PRODUCTS



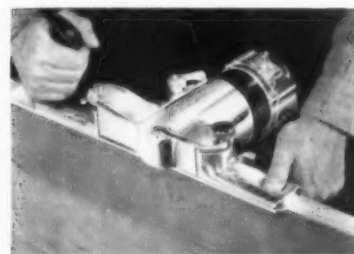
POWER-BUILT by Black & Decker
—world's largest, most experienced portable electric tool motor maker!



B&D DOVETAIL KIT gives you everything to equip Router for making dovetails in wood from $\frac{7}{16}$ " to 1" thick.



B&D 3/4 HP H.D. ROUTER KIT has Router, straight and circular guide, and bits packed in sturdy steel box.



B&D 3/4 HP H.D. ROUTER-PLANE KIT has same equipment as Router Kit, plus Router-Plane Attachment that converts Router into a power plane.

Famous name in power, finest handling Router!

From switch to spindle, Black & Decker $\frac{3}{4}$ HP Heavy-Duty Router gives you power to spare—exclusive features to compare—in one of the lightest, most compact units on the market.

You get easier handling from "natural grip" handles positioned near the work for accurate control. You get the exclusive micrometer type depth adjustment with calibrated depth dial. You get the exclusive flat top to stand the tool on end for faster changing, sharpening and adjusting of bits and cutters.

You don't have to take our word for it. Try a B&D Router, one of the Kits, or any other B&D woodworking tool at your supplier's the next chance you get. You won't want to put it down!

50th YEAR

Black & Decker®

QUALITY POWER TOOLS

See Tools-Electric
-Yellow Pages-
for Service & Sales

AMERICAN BUILDER

Another nine-page report from
Douglas Fir Plywood Association

22

ways to build more house for the money with

DFPA-QUALITY TRADEMARKED

FIR PLYWOOD

5 ways to save with one-step siding-sheathing
5 ways to cut sheathing and subflooring costs
6 ways to build better, faster with components
6 new ways you can use fir plywood box beams

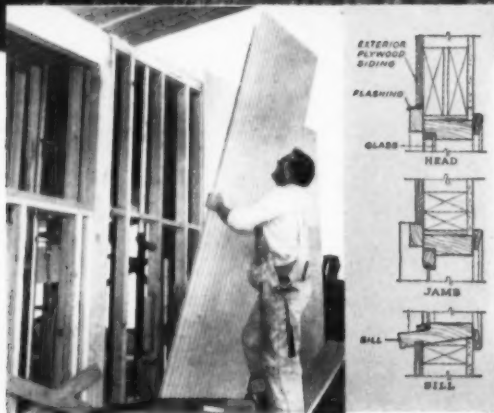


22 WAYS TO BUILD

MORE HOUSE

FOR THE MONEY

Why spend time and Exterior plywood



Typically, T 1-11 is nailed to studs 16" o.c. Edges are shiplapped. Standard millwork is available to fit. Insulation can be applied between studs if needed. For more information on fir plywood siding-sheathing, write Douglas Fir Plywood Association, Tacoma 2, Washington.

1

Eichler Homes saves \$200 a house with Texture One-Eleven® siding-sheathing

Eichler Homes of Palo Alto, whose handsome project houses have won most of the country's top awards, is cost-conscious as well as style-conscious. Since switching to Texture One-Eleven® (vertically grooved) fir plywood as siding, Eichler has shaved \$100 a house off his siding costs, and has virtually eliminated callbacks due to faulty siding. By nailing T 1-11 directly to studs without sheathing, Eichler gets the strongest possible wall, while saving \$75-100 per house in sheathing materials and 20 man-hours in labor. Cost of let-in bracing is eliminated too; plywood combined siding-sheathing has ample bracing strength and fully meets F.H.A. requirements.

money on siding and sheathing? does both jobs in one step

Exterior plywood siding styles vary from Japanese panel-and-batten to traditional lapped



2

Panel-and-batten wall on Eugene, Ore. home was simply built with standard $\frac{3}{8}$ " Exterior fir plywood nailed to studs with battens at joints, and stained. With weathering, plywood checks and acquires a pleasantly textured surface. One-step wall method meant low cost: \$8.75 psf. For the smoothest siding, use overlaid fir plywood, painted.



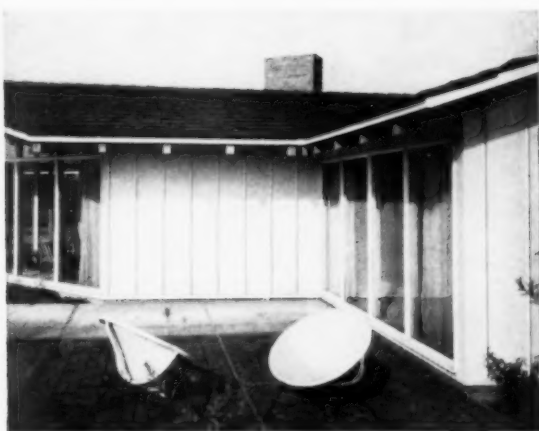
3

Reverse board-and-batten effect is achieved by Smith & Kline Construction Co., Castro Valley, Calif. A single thickness of $\frac{3}{8}$ " overlaid fir plywood serves as siding and sheathing. Inch-wide, shallow vertical grooves in the plywood, 8" o.c., look like battens under joints of board siding. Overlaid plywood permitted elimination of primer paint coat.



4

Lapped plywood siding makes a rigid wall without sheathing. On this Olympia, Wash. home, 16"-wide courses were nailed to studs, with wedges at joints. Plywood may be regular or, as used here by designer-builder Charles Sten, overlaid for a premium paint job. It may be ripped, or purchased precut (beveled or plain) in several widths.



5

Board-and-batten effect on this Portland, Ore. home is Exterior fir plywood doubling as sheathing. Builder Harold Stroberger applied panels directly to studs, with battens 16" o.c. Overlaid Exterior fir plywood gave an ultra-smooth paint job. With same method and unsanded Exterior, allowed to check with weathering, a rustic board effect results.

Look for the DFPA-quality trademark on all plywood you buy

(CONTINUED)

22 WAYS TO BUILD

MORE HOUSE

FOR THE MONEY



Fir plywood sheathing a quality house



6

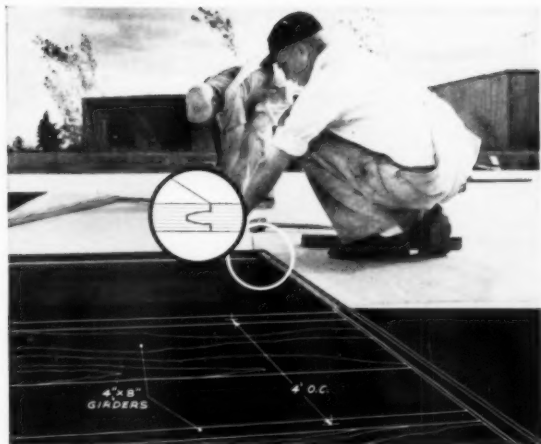
California builder's plywood roof decking makes attractive exposed-beam ceiling

A switch to fir plywood roof decking from car decking cut labor costs 15% for a volume builder in northern California. He uses tongue-and-groove $\frac{3}{4}$ " A-D Interior plywood with the "A" face down. Ceilings are given a planked effect by V-grooving the plywood 12" o.c. Instead of building soffits, he uses a starter strip of Exterior fir plywood at the beam overhangs, with furring strips to bring its level up to the insulated roof. The plywood roof system saves labor, takes less framing, practically eliminates scrap, and gives a tight, strong roof. There are no loose boards to open up, and plywood is uniform and lightweight, hence easy for workmen to handle. Two men can cut, install and nail the average roof in a day.



Exposed plywood-and-beam ceilings are popular with home buyers. For more information about fir plywood sheathing and subfloors, write Douglas Fir Plywood Association, Tacoma 2, Washington.

and subflooring help you build at lower in-place cost



7

New tongue-and-groove 2·4·1[®] plywood cut labor 37% for Tacoma, Washington builder R. H. Wegner. The 1 $\frac{1}{4}$ " subflooring-underlayment is now available with t&g edges to eliminate blocking. Two men can lay 1,000 square feet in four hours, handling 60% fewer pieces than with conventional joist construction.



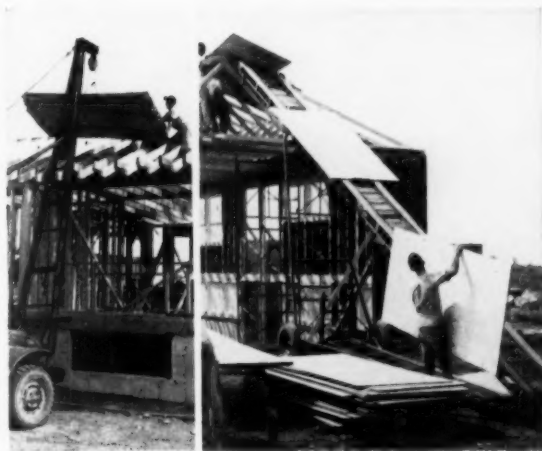
8

Fir plywood subfloors have cut floor installation costs in half for Andy Oddstad, big-volume builder in northern California. Using $\frac{5}{8}$ -inch PlyScord[®], one man can install the average floor in one day. It used to take two men the same time to do the job. Waste is negligible and DFPA-inspected PlyScord makes a solid base for finish flooring.



9

Tilt-up fir plywood walls mean savings of \$525 per house for Smith & Kline Construction Co., Castro Valley, Calif. They fabricate entire 40-ft. second-story walls, then tilt them up into place. This eliminates the time and cost of erecting scaffolding, and plywood's structural strength makes bracing and blocking unnecessary.



10

Mechanized handling of fir plywood roof sheathing helps cut roof construction costs. H. M. Gorelick of Long Island uses a mobile crane welded to a war surplus vehicle to lift sling loads of plywood, ceiling joists, and roof framing. Shapland Homes, Champaign, Ill., gets plywood to second-story roofs with a belt conveyor.

Look for the DFPA-quality trademark on all plywood you buy

(CONTINUED)

22 WAYS TO BUILD
MORE HOUSE
 FOR THE MONEY

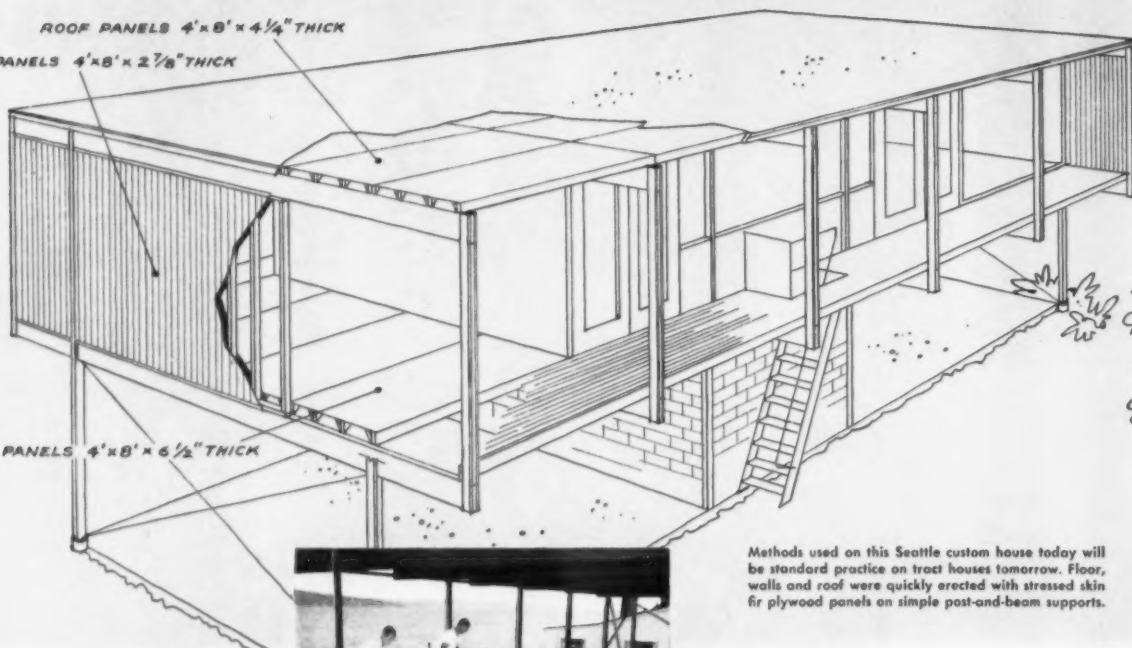


Plywood components build a better

This house was assembled with big plywood components, not built with thousands of small pieces

ROOF PANELS 4'x8' x 4 1/4" THICK
 WALL PANELS 4'x8' x 2 7/8" THICK

FLOOR PANELS 4'x8' x 6 1/2" THICK



Methods used on this Seattle custom house today will be standard practice on tract houses tomorrow. Floor, walls and roof were quickly erected with stressed skin fir plywood panels on simple post-and-beam supports.



12

Wall components, also plywood panels, took 17 man-hours to install. Outer skins served as siding; inner skins, paneling. Plywood was of two types: vertically grooved Texture One-Eleven®, which was stained; or medium-density overlaid, smoothly painted.



11

Floor panels took only 7 1/2 man-hours to install. All components were 4x8 fir plywood "sandwiches" containing insulation and with lumber framing and stiffeners. Plywood type and lumber dimensions varied with application. Panelbild Systems of Lynnwood, Wash. was fabricator and installer.



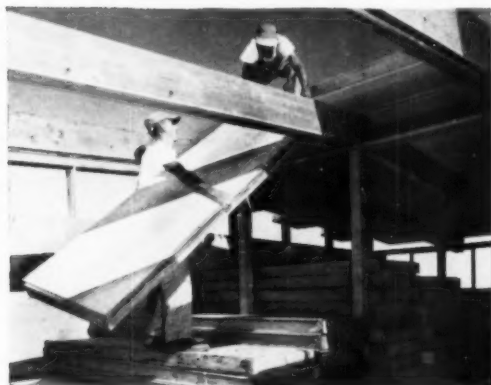
13

Roof panels, too, cut labor because they covered 32 sq. ft. at a time, providing ceiling, roof decking in one component. Man-hours required for roof: 15. Total cost of the house was \$13,000, or \$12.50 psf. Contractor was G. A. N. Company; architect, Charles Metcalf.

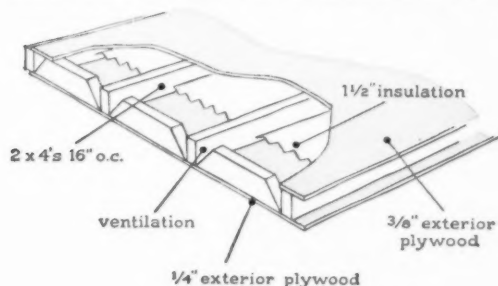
cut on-site labor up to 80%, house with closer cost control

Stressed skin panels can be used for roofs of every design: folded, flat or curved

14 This unusual folded plate roof brought crowds to Wedgwood Homes' model house in Portland, Ore. Its quick erection was as remarkable as its looks. Five men put up posts, beams, and pre-fabricated roof panels in five hours. A comparable conventional roof would take 12 man-days. Roofs like this, made of big stressed skin fir plywood panels leaning against each other in a series of rigid corrugations, are strong, speedily built, and permit long clear spans. Needing fewer supports, they are actually stronger than flat roofs using the same amount of material.



Cutaway shows construction of stressed skin roof panel at left



15 Flat panels can also be used on roofs of more conventional design, like this slightly pitched one in Denver. Builder Robert Harlan used 2 x 8-foot sandwich-type fir plywood panels for a 2,560-sq. ft. roof. The double-duty panels were strong, yet light enough for workmen to handle easily. Top and bottom skins were $\frac{3}{8}$ " Exterior fir plywood; framing and stiffeners were 2 x 4's. Aluminum insulation was placed inside the panel. The "A" face of the bottom skin was left exposed and painted to serve as the finished ceiling.



16 Vaulted roofs like the one on the Redi-Gas building in Parkland, Wash. are being adopted by more and more builders for home construction. Components were four-foot-wide arched stressed skin panels of Exterior fir plywood with paper honeycomb core. Lightweight, easily handled, each spans 16 feet. Component construction helped keep total cost of the building to \$8.10 psf.

For more information on fir plywood components, write Douglas Fir Plywood Association, Tacoma 2, Wash.

Look for the DFPA-quality trademark on all plywood you buy

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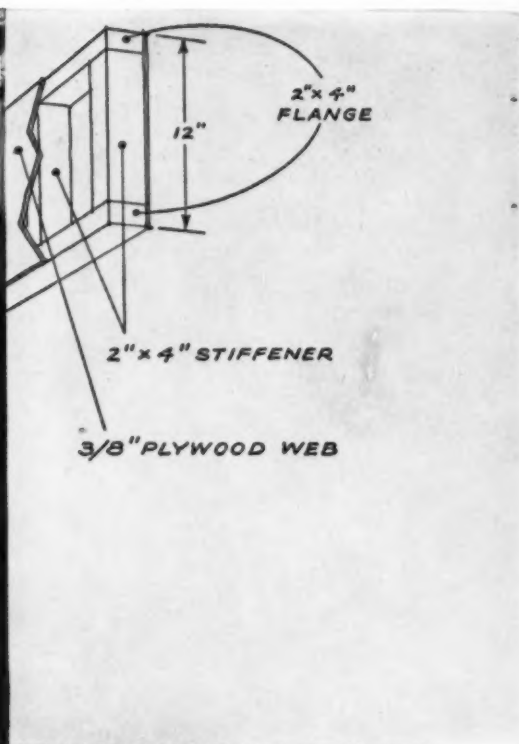
22 WAYS TO BUILD

MORE HOUSE

FOR THE MONEY



Plywood box beams high in



17

Case study house proves plywood beams "best and cheapest way to do the job"

This Altadena, Calif. house was sponsored by Arts & Architecture magazine to demonstrate new ways to build better. Fir plywood box beams as roof supports were key components. Made and installed by Berkeley Plywood Co., beams were amply strong, yet light enough for easy handling. Webs of medium density overlaid Exterior fir plywood provided a superior paint base. Since beams extend from inside to outside, durability as well as appearance of finish was important. In-place cost with this premium plywood was about what heavier lumber beams would have cost and far less than glue-lams. Architects were Buff, Straub & Hensman of Los Angeles.



18

Floor supports in custom houses of Robert Kronenberg, Hinsdale, Ill. builder, are fir plywood box beams. He finds them strong, stable, shrink-proof. He gets longer spans than with available lumber beams.

19

Door lintels of these small aircraft hangars in Tacoma, Wash. are peaked fir plywood box beams. Strong, economical beams span 40 ft. and support 375 lbs. per lin. ft. Other logical applications for similar beams: garages, marinas and warehouses.

are low in weight and cost, strength, looks and stability

Plywood box beams can be fabricated in any length or shape, for any load or span



20

Plywood box beams for garage door openings are low-cost and good-looking. Because of plywood's high strength-weight ratio, they are easy to handle, yet amply stiff for long spans.



21

Ridge beams and exposed ceiling beams of fir plywood are smooth and attractive. Long-span beams make sense in home building because they permit maximum design freedom.



22

This warehouse illustrates use of low-cost, strong plywood beams to create a 40' x 80' clear area free of supporting posts or walls. Four peaked beams, spaced 20 ft. o.c., span 40 ft.

INSIST ON DFPA GRADE-TRADEMARKED FIR PLYWOOD

In building, you stake your reputation on the quality of every one of your houses. You can't afford to take chances with inferior materials. In plywood, you can make *sure* of quality by always insisting on DFPA grade-trademarked fir plywood.

DFPA grade-trademarked plywood is backed by an industry-wide quality control program. It's guaranteed by the integrity of the producers of 90% of the country's fir and Western softwood plywood. Continual factory inspection and rigid testing in DFPA's laboratories work together constantly to insure quality. If a mill's plywood doesn't measure up, use of the grade-trademark is withdrawn until it does.

That's why today, as for more than a quarter of a century, the DFPA stamp is your assurance of quality plywood. Look for it on every panel.

DOUGLAS FIR PLYWOOD ASSOCIATION

TACOMA 2, WASHINGTON

—a non-profit association of over 125 manufacturers of fir and Western softwood plywood. Besides quality control, DFPA conducts product research and development to supply you with new ideas and building techniques. In addition, DFPA's national advertising presells your customers on the advantages of plywood construction.



Only plywood which bears the DFPA trademark is manufactured under the industry-wide Douglas Fir Plywood Association quality control program. Always look for the letters "DFPA"



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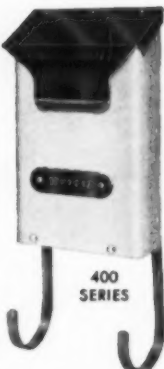
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700 SERIES



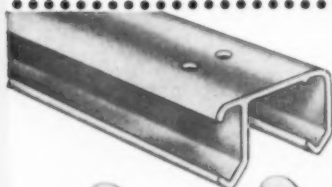
500 SERIES



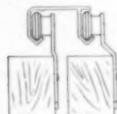
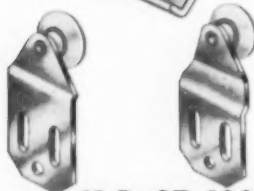
400 SERIES

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Anodized Aluminum mail boxes in 3 distinctive styles. Choice of 6 gorgeous color combinations. Never rust, tarnish or need polishing. FREE engraved name plate available with every box.



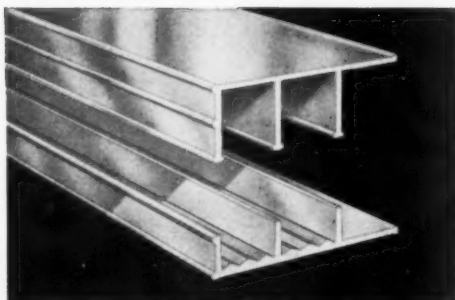
On $\frac{3}{4}$ " doors, hanger RV-1 with deep offset is used on front panel.



On $1\frac{1}{2}$ " doors, hanger RV-1 with the deep offset goes on back panel.

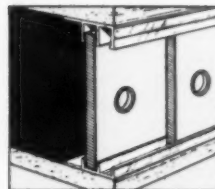
M-D OT-400 REVERSIBLE SLIDING DOOR HARDWARE

Saves time! Cuts installation costs! OT-400 hangers are used on either $\frac{3}{4}$ " or $1\frac{1}{2}$ " doors just by reversing their positions. Sturdy extruded aluminum track with built-in no-jump feature. Cadmium steel hangers with silent nylon wheels. Tubular packaged sets for 3, 4, 5, 6, and 8 Ft. lengths.

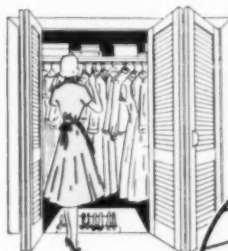


M-D Aluma-Slide SLIDING DOOR TRACK

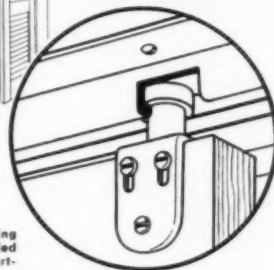
With new improved lower track, panels slide along on smooth ridges—not one flat surface. For any size cabinet. Any panel material. Comes in decorative Alacrome, Anodized Albras, Anodized Albright or Anodized Satin. Completely packaged sets. Holes drilled—screws furnished.



Sets available for $\frac{1}{8}$ ", $\frac{1}{4}$ ", $\frac{3}{8}$ ", $\frac{1}{2}$ " or $\frac{3}{4}$ " sliding panels of glass, plywood, masonite, etc.



M-D FOLDING DOOR HARDWARE



OPERATES SMOOTHLY

Silent nylon bearing gliding in top quality extruded aluminum track assures effortless, trouble-free operation.

Here's hardware that can't be matched for ease-of-operation, ease-of-installation! M-D Folding Door Hardware can be used on any interior door, on any thickness, for every opening! Gives full access to closets, yet saves valuable wall and floor space.



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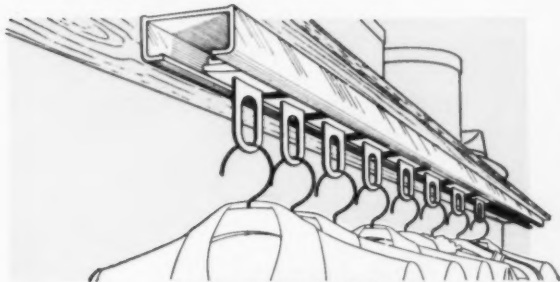
and Building Products



M-D CLOSET RODS

with Nylon Hanger-Glides
for wall-to-wall mounting—Style No. EXC

Handy M-D Nylon Hanger-Glides slide along the sturdy, extruded aluminum rod silently and smoothly—with just the flick of a finger. It means no more tugging and pulling for clothes. Neater closets. Come in 4 different, beautiful, anodized finishes. Each package contains closet rod, hanger-glides, end brackets, screws and instructions.



M-D CLOSET RODS

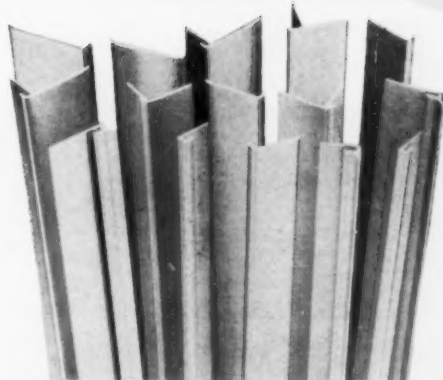
with Nylon Hanger-Glides
Shelf-Mounted. Style No. CRM

Sturdy extruded aluminum is easily mounted under shelf. Comes in 4 attractive, anodized finishes. Smooth sliding Nylon Hanger-Glides are easily slipped into the mounted rod. May also be attached to ceiling for use with shower curtain, or to top of window or cornice for use as a drapery rod. Completely packaged sets in 9 lengths from 36" to 96".



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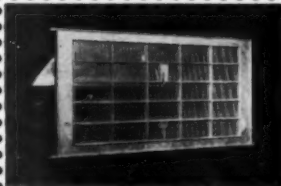
Both pro and amateur are attracted to this gleaming, sturdy, extruded aluminum level. It's a high quality, precision tool at a sensible price. Tough, non-breakable Pyrex vials are replaceable. Glossy red interior with silvery satin top and edges enhance its appearance. 10 sizes from 18" to 96". Individually packed in Poly tubing.



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All shapes available in Anodized finish

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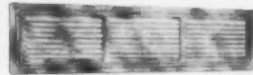
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Extra heavy built
for heavy duty

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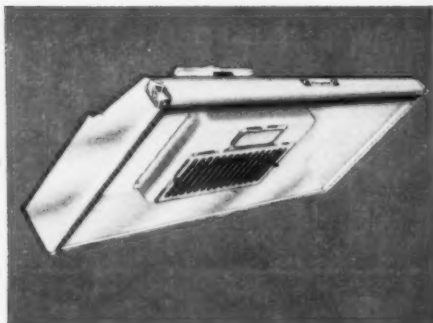
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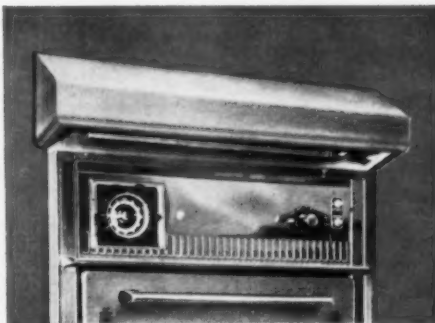
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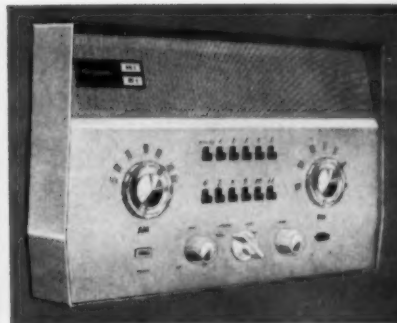
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RANGAIRE OVEN HOODS Newest addition to the Builder-Engineered line and designed for flexible installation, the Rangaire Oven Hood requires minimum cabinet space. The powerful exhaust vents through either wall or roof. Perfectly styled canopy color-matches all major appliances accurately *at no extra cost*.



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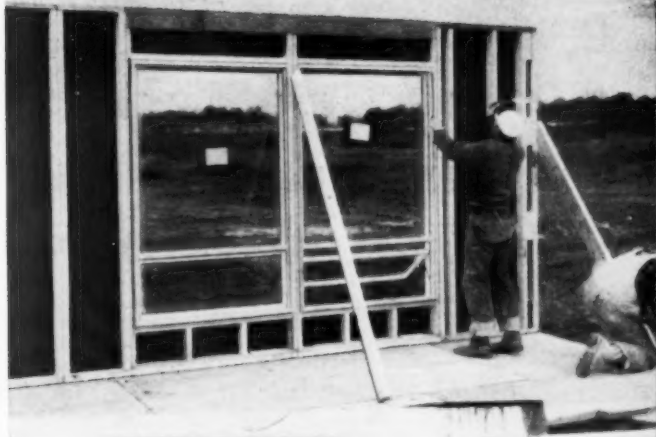
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pays its own way...
and then some!"

*says
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Strutwall: Integral part of house frame! Here B & I workers erect a wall section. To install, just cut two load-bearing struts to fit header construction. Nail Strutwall into wall or panel. It's that simple.

Irving Botnick, Vice President of the B & I Construction Co., in Stow, Ohio says, "We are using Andersen Strutwall Windows exclusively in our 800 unit Maplewood Park development. And here's why:

"With our four-foot modular panel system, the Strutwall is a natural . . . a tremendous time saver. Installation time is cut 8 hours per job. For us, a real savings in manpower. Strutwall is built right and engineered right. There are fewer chances for on-the-job errors, no adjustments or callbacks that can eat up profits fast.

"Also," continues Mr. Botnick, "our home buyer is budget-minded. When we can offer pre-sold Andersen Windows, complete with screens and storms, it's an unbeatable selling combination."

Builders in increasing numbers are saving dollars and hours on every home they build, thanks to Andersen Strutwall. Look what Strutwall gives you: Installation time cut one half or more . . . easiest, tightest joining of window and wall . . . and all the power-packed sales appeal of the Andersen name.

Andersen Strutwalls are designed for any type of frame or panel construction. Strutwalls reach you as a completely assembled wall component with load-bearing side struts, nailers and lower jack studs nailed and glued at the factory.

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Preferred nationally! Andersen Windows in this Maplewood Park model home please B & I prospects. And no wonder! Andersen Windows are better known, better advertised than any other window.

Builder chooses Insulite Primed Siding for fast, easy application—without waste

Insulite Sheathing also used on these unique "no bedroom, no bathroom" homes by Austin Building Company of Detroit, Mich.

"For our new 'Privazone' homes, we're using Insulite Primed Siding and Insulite Sheathing," says Don Muehl of Austin Building Company in Detroit. "From our standpoint, as builders, Insulite Primed Siding offers the money-saving advantage of fast, easy application with no waste. And our homeowner customers get beauty, durability, with a minimum of upkeep."

These Austin homes feature an unusual room layout, with private "suites" for sleeping and living; other suites for dressing and bathing.

Austin Building Company is also using Insulite Sheathing for these new homes. Its extra strength provides addi-

tional bracing, eliminates wasteful breakage, aids in straightening out studs. Dimensional stability reduces call-backs due to buckling. And Insulite Sheathing is marked for nailing placement on the stud lines to save time, assure best results. Many leading builders are now using Insulite Sheathing under brick veneer because it's protected throughout by an integral asphalt treatment that keeps moisture out, eliminates the need for building paper.

For complete information on how Insulite products can save time and money, just call your nearby Insulite Sales Representative; or write Insulite, Minneapolis 2, Minnesota.

INSULITE



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GOES UP FAST! Insulite Primed Siding is fast and easy to apply. No prime coat is needed. Careful inspection and packaging at the factory means it is 100% usable on delivery. 8' and 16' lengths, 12" wide for 10 $\frac{3}{4}$ " exposure; also 4' x 8' panels.



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EASY TO NAIL! The high-density, resin-impregnated siding has no structural or surface grain, no knots, no slivers. Can't crack or split from nailing; cuts on-the-job costs.



INSULITE SHEATHING is marked for nail placement to cut application time, give best results. Structural strength, insulation value make it ideal for use with brick veneer.

"NO BEDROOMS, NO BATHROOMS!" Unique "Privazone" homes feature separate suites. Closet-less lounge used for sleeping and daytime living. Closets, dressing rooms combined in large "dresstetories."



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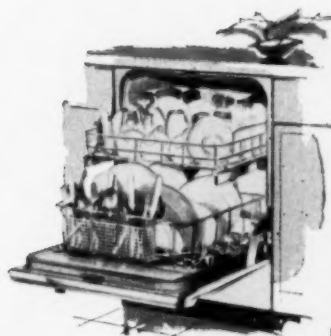
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Call your Hotpoint distributor today and see how this dynamic merchandising program can help you sell more homes faster.



Model DA25-A

EXTRA CAPACITY
Hotpoint Dishwasher holds
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See these Extra-Value Features:

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EXTRA quiet
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Heritage bath and shower combination

Single Lever lavatory fitting

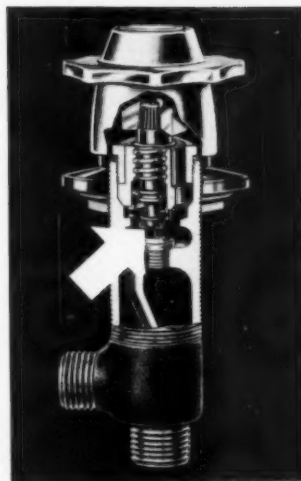
New... from
American-Standard

Sparkling NEW FITTINGS

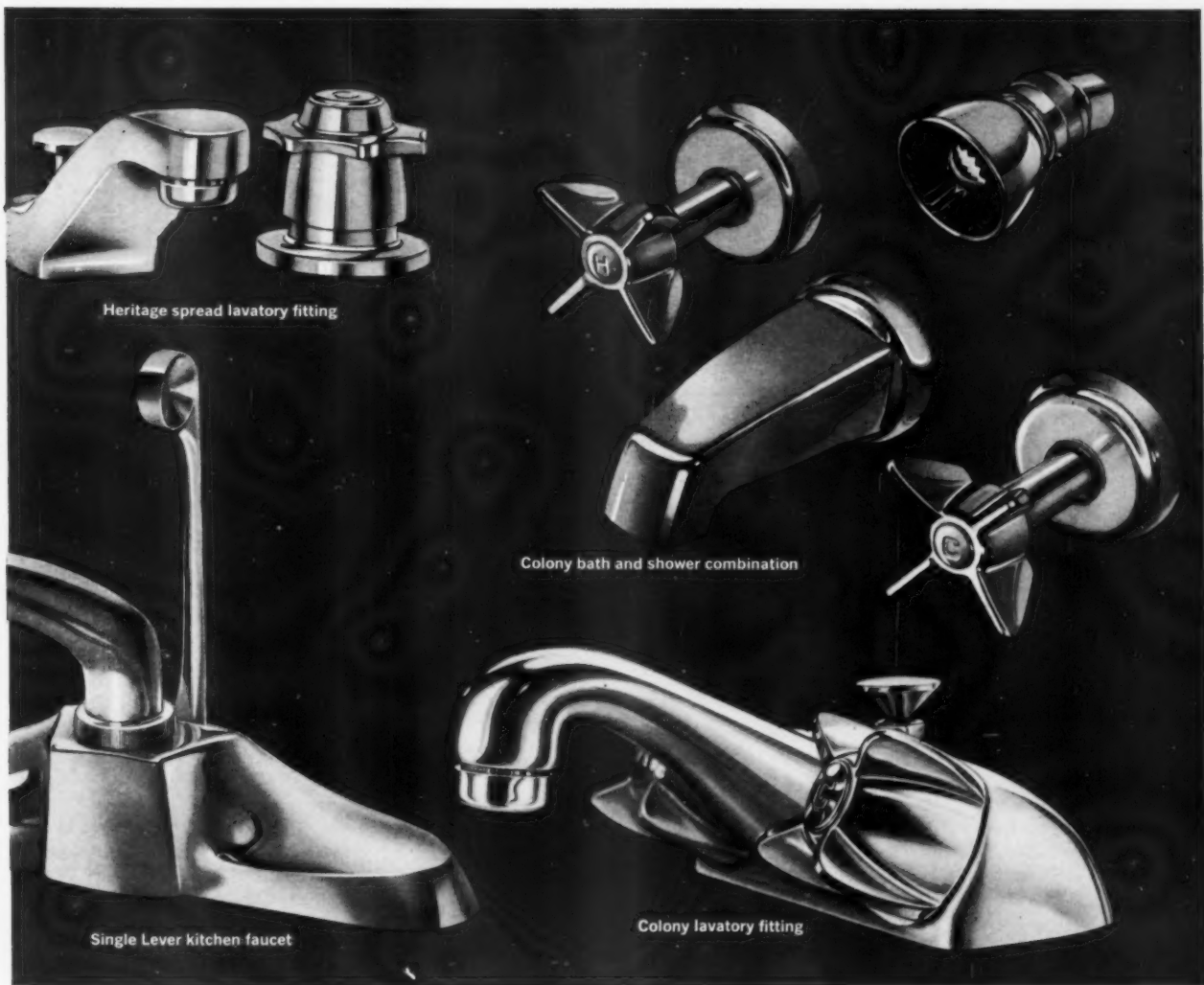
New no-drip HERITAGE fittings add a brilliant finishing touch to quality homes. They're all new in design and made of corrosion-resistant brass and plated with bright, non-tarnishing Chromard. Easy-to-turn, sure-grip Heritage handles are insulated with a nylon insert and won't become hot!

The revolutionary new Aquaseal, heart of the Heritage Line, ends dripping and rewashing. The Aquaseal (note arrow) works by water pressure—when the faucet is turned on, water pressure forces the Aquaseal off the seat, allowing water to flow. Because it does not turn on the seat, there is no "washer grinding" action of the Aquaseal and no leaking.

Cash in on the sales appeal of these new fittings. Contact your American-Standard representative or write AMERICAN-STANDARD PLUMBING AND HEATING DIVISION, 40 W. 40th St., New York 18, N.Y.



AMERICAN BUILDER



Heritage spread lavatory fitting

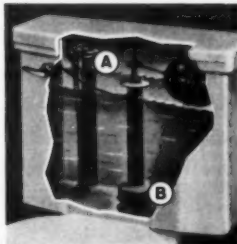
Colony bath and shower combination

Single Lever kitchen faucet

Colony lavatory fitting

add extra sales appeal to your homes

New, modern COLONY fittings from American-Standard give builders economically priced, good-looking fittings, give home buyers sparkling new style. Colony lavatory and kitchen fittings are designed for extra-long life. New-style handles add a distinctive flair to bath and shower fittings. Shower heads won't drip. All Colony fittings are finished in bright, durable Chromard.



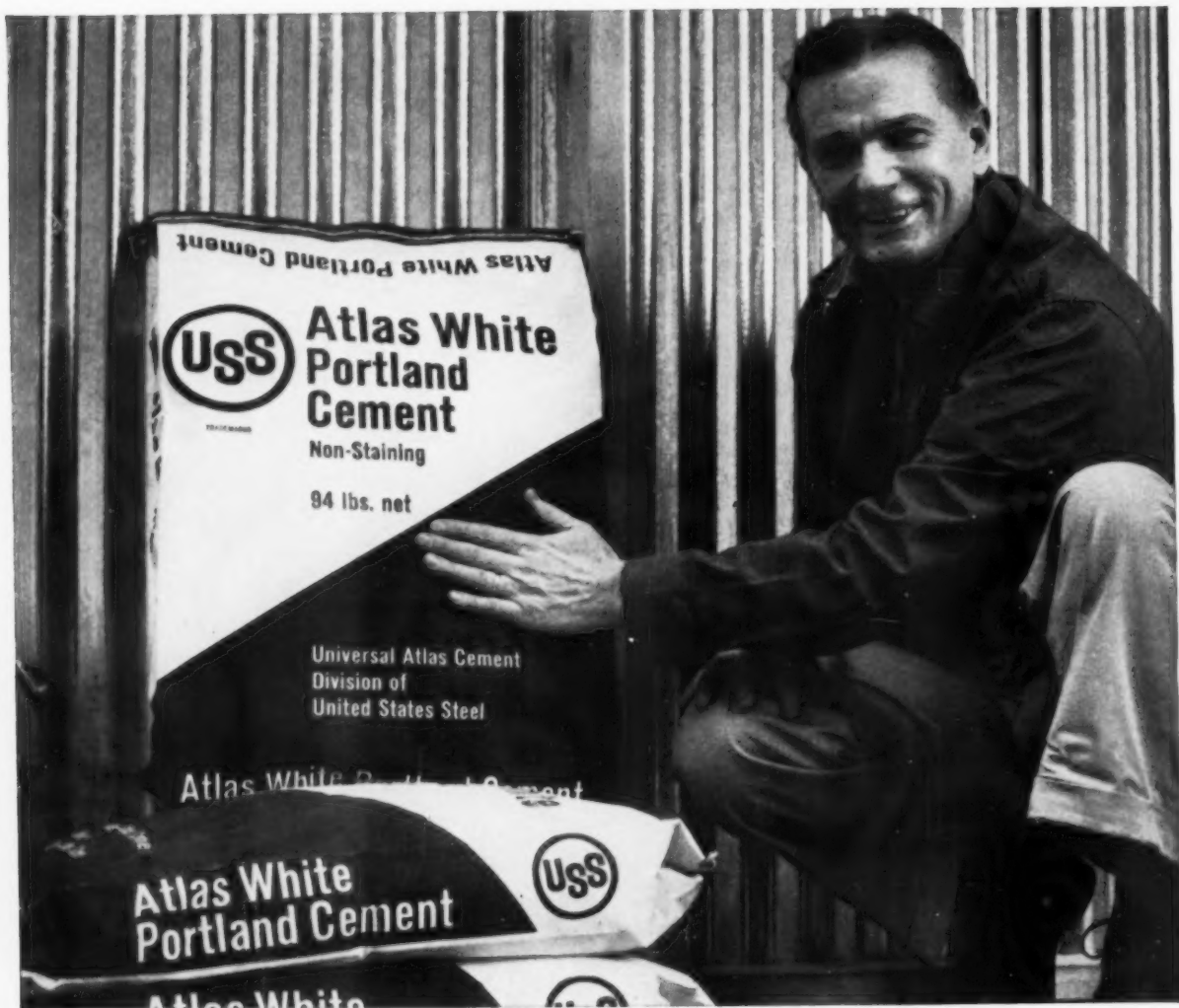
Revolutionary, new tank trim ends leaky toilets! All parts made of corrosion-resistant materials. There are no complicated linkages to get out of alignment, no chains to break. Water control (A) allows more efficient, quieter tank filling. New flush valve (B) can't get out of line—forms positive shutoff after every flush.



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AMERICAN-Standard
PLUMBING AND HEATING DIVISION

When the job calls for white portland cement . . .



Specify Atlas White . . . the uniform white portland cement preferred by builders and contractors. The whiteness of this cement will bring out the true tones of colored aggregates and coloring pigments . . . in terrazzo, precast concrete panels, stucco and masonry mortars. It is non-staining, too . . . a must in mortar mixes for backing, setting and pointing limestone units . . . and setting and grouting ceramic tile. Use it for colored or white concrete projects such as screen walls, patios, posts, benches, flagstones, swimming pools, sidewalks. Also available in air-entraining and waterproofed types. Complies with ASTM & Federal Specifications. See your building supply dealer — or write to: Universal Atlas Cement, 100 Park Avenue, New York 17, N. Y.


"USS" AND "ATLAS" ARE REGISTERED TRADEMARKS




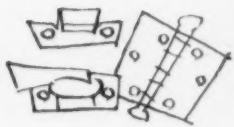
**Universal Atlas Cement
Division of
United States Steel**

WG-2


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'T is the wise builder  who installs

NATIONAL LOCKset,  MEDALIST Cabinet


Hardware  and Builders Hardware 

in his homes... for *Medalist* hardware is quality-


made and smartly styled to  delight the fancy

of  homeowners everywhere. Full-color

brochure, hangtags and  hand-out folders

tell prospective buyers and visitors to  MODEL HOME

showings all about this superior hardware line. Write

us  for FREE sample Medalist Home Merch-

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marks the home of quality. 

Medalist

MEDALIST HARDWARE DIVISION
NATIONAL LOCK COMPANY
ROCKFORD, ILLINOIS

TRUSCON

LOW COST

Aluminum Windows



Take A



New Value REPUBLIC STEEL KITCHENS—widest selection of attractive wall and floor cabinets, sink centers, drop-in range, and built-in oven units, with work and serve conveniences homemakers want most. Features for any size kitchen. Stay-new designed and built to keep just installed freshness for years. Bonderized and baked-on enamel finish in white and clean crisp colors. Send coupon.

New Value TRUSCON HOLLOW METAL DOORS AND FRAMES save dollars all the way. Install in just 15-minutes, complete with all hardware. No cutting, sanding, planing, or fitting. Frame is finished trim and serves as plaster return. Bonderized and primed. One-coat painting completes the job. Write for additional information.

New Value REPUBLIC STAINLESS STEEL ROOF DRAINAGE PRODUCTS—easy to install long-lasting rain-carrying system resists rust and corrosion indefinitely. Extremely strong, able to withstand heaviest loads of ice and snow. Republic Stainless Roof Drainage Products are good for the life of the house. Send coupon for additional data.





Good Look at these Windows

The best known brand in the window business now is a greater value than ever. Truscon's major program of engineering excess cost out of window production and distribution is now complete.

Started in time to pay-off in the 1960 market, this program includes cost-cutting refinements in all phases of window design, manufacture, and distribution. The

result is true economy, real value.

If you are ashamed of showing shoddy windows with an unknown name, yet must hold costs down—now is the time to take a new look at Truscon. There's new value in the brand.

Get the details direct. Call your Republic-Truscon representative, or write. Send coupon below.



REPUBLIC STEEL

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

**REPUBLIC STEEL CORPORATION
DEPT. AB-8878**

1441 REPUBLIC BUILDING • CLEVELAND 1, OHIO

Please send valuable facts on the following products:

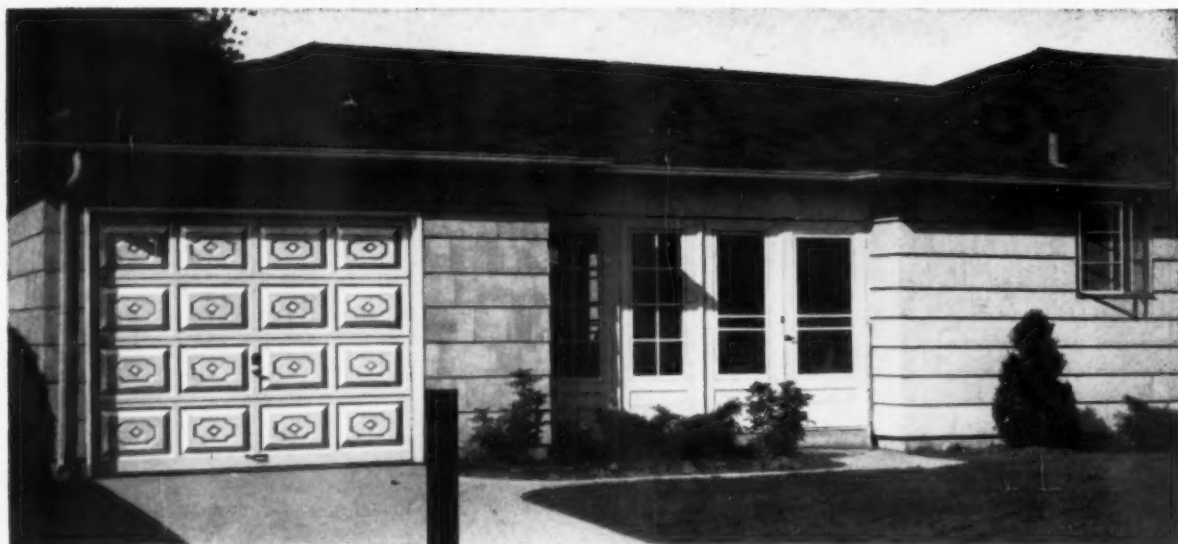
- Truscon Aluminum Windows—Single-Hung
- Truscon Aluminum Awning Windows
- Truscon Aluminum Horizontal Sliding Windows
- Truscon Hollow Metal Doors and Frames
- Republic Steel Kitchens
- Republic Stainless Steel Roof Drainage Products

Name _____ Title _____

Firm _____

Address _____

City _____ Zone _____ State _____



RO-WAY

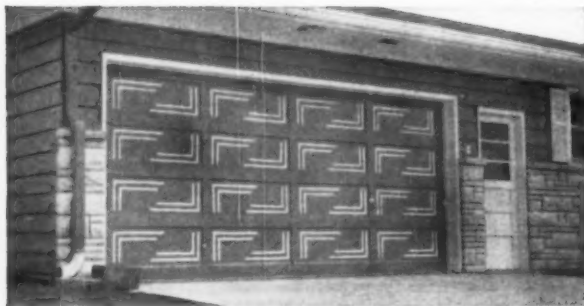
the easy-does-it overhead garage doors for your homes

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



**“G-P PREMIUM SHEATHING helped keep our
8,000-home Chicago job moving right through the winter.”**

Osborne Fernald, Vice-President, Centex Construction Co.

“We had no storage problem, no delivery delays. Even snow and rain didn’t damage this plywood sheathing. We stored it uncovered right at the site, used it for both roof decking and subflooring in our Elk Grove Village development.”

- Georgia-Pacific’s exclusive glue formula is the weather-proof secret of this edge-sealed Premium Sheathing, guaranteed* against delamination.
- You get consistent quality, fast delivery from the world’s largest producer of plywood.
- Available in all standard sizes, 5 thicknesses.
- Packaged in handy steel-strapped bundles, 25” high.

Call your nearest Georgia-Pacific source or write to us today.

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



GEORGIA-PACIFIC

Plywood & Roofing • Lumber & Hardboard • Chemicals • Pulp & Paper

Dept. AB 360, Equitable Bldg., Portland, Ore.

Please send me complete information and nearest source of Georgia-Pacific Guaranteed Premium Sheathing.

Name _____

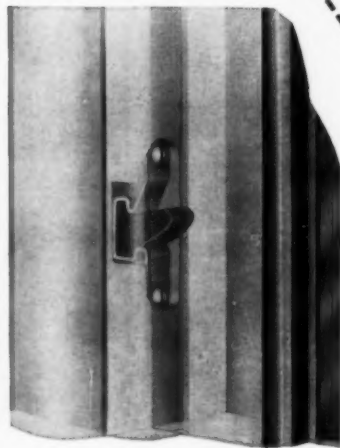
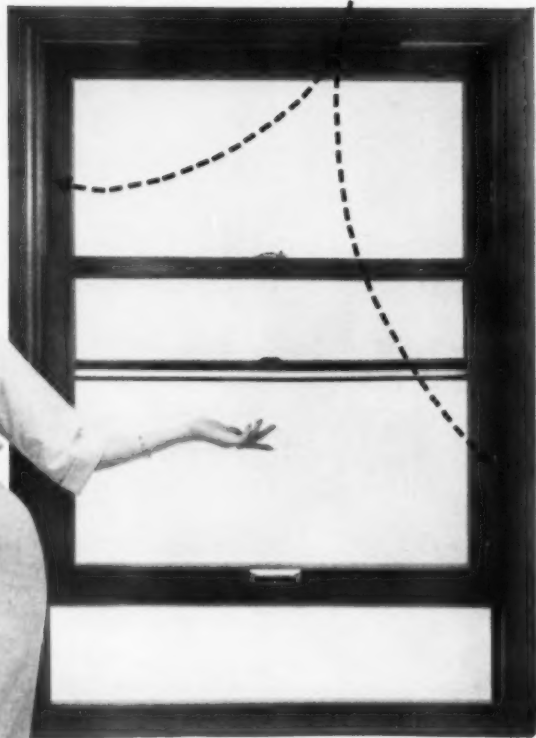
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another first from **Bilt-Well**
by **Caradco**



**Exclusive Bilt-Well
sash-holding device**

(patent applied for)

Simple, automatic friction release of specially compounded neoprene permits effortless opening and positive holding of the sash in any open position.

Low cost Super-Hold removable windows

The economy model of the BILT-WELL "Super" line. Budget priced without sacrificing weathertightness, long life and removability.

Look for these other BILT-WELL features:

1. Unitized sill construction for single or multiple openings.
2. Far surpasses F.H.A. minimum property requirements.
3. Patented BILT-WELL weatherstripping.
4. Exclusive adhesive glazing.
5. New jamb adjuster that eliminates blocking (patent applied for).

**The BILT-WELL Line of
Building Woodwork:**

WINDOW UNITS, Double-hung, Awning, Casement, Basement, CABINETS, Kitchen, Multiple-use, Wardrobe, Storage, Vanity-Lavatory, DOORS, Exterior, Interior, Screen and Combination.

Manufactured by
CARADCO, INC.
Dubuque, Iowa

There's more to offer with



by Caradco

GRADE WISE IS PROFIT WISE...



"I SAVED OVER \$250 per home with the proper use of Utility grade West Coast framing lumber." - says Larry Koch, builder of custom homes.

Like builder Larry Koch, you, too, can find important economies in materials costs... with no reduction of quality... by using the right grades of framing lumber. "Utility" grade West Coast dimension lumber and boards are profit builders for One and Two Living Units, when used in accordance with FHA standards. Equally important, you have the traditional advantages of quality when you build with West Coast lumber.

Use West Coast "Utility" grade lumber for: solid roof boards*, sheathing*, rafters*, ceiling joists*, floor joists*, bridging*, studs* for single-story or top level of multi-story construction.

* *When used in accordance with FHA Minimum Property Standards for One and Two Living Units, FHA Bulletin No. 300.*

CHECK THESE USES for "Utility" grade West Coast Lumber

(In accordance with FHA Minimum Property Standards):

RAFTERS FOR LIGHT ROOFING (Roof slope over 3 in 12) (Weighing less than 4 lbs. per sq. ft. in place)

Douglas Fir	West Coast Hemlock	
Size	Spacing	Maximum Span
2x6	16" o.c.	9'-8"
2x8	16" o.c.	14'-4"
2x10	16" o.c.	19'-8"

FLAT ROOF JOISTS supporting finished ceiling (Roof slope 3 in 12 or less)

2x6	16" o.c.	7'-8"
2x8	16" o.c.	11'-6"
2x10	16" o.c.	15'-8"
2x12	16" o.c.	18'-2"

CEILING JOISTS (no attic storage)

2x6	16" o.c.	11'-8"
2x8	16" o.c.	17'-6"

FLOOR JOISTS

	30 lb. live load [®]	40 lb. live load [†]
2x6	16" o.c. 7'-2"	6'-4"
2x8	16" o.c. 10'-8"	9'-6"
2x10	16" o.c. 14'-8"	13'-0"
2x12	16" o.c. 7'-0"	15'-4"

[®]sleeping rooms only

[†]other than sleeping rooms

BOARDS. Ample strength and satisfactory coverage make "Utility" boards a primary material for sub-floors, wall sheathing and solid roof boarding in permanent construction. This grade is widely used for light concrete forms.



**WEST COAST
LUMBERMEN'S
ASSOCIATION**

1410 S. W. Morrison Street, Portland 5, Oregon



GET THE FACTS

For detailed information about correct span tables for each dimension, write for your free copy of "WHERE TO USE 'UTILITY GRADE'" today!

Italian Cherry Random Plank, shown below, is only one of the new Trendwood® finishes which include Swedish Cherry, Danish Birch, American Walnut, Swiss Walnut, and English Oak.



NEW! MARLITE RANDOM PLANK

...for beautiful, durable walls at low cost!

The newest in paneling for kitchens and other home interiors, Marlite Random Plank offers unlimited decorating possibilities for your clients—brand new opportunities for you to cut your wall construction costs.

The 16" wide tongued and grooved planks are 8' long and 1/4" thick for fast, simple installation over furring strips or existing walls. Ready to use without painting or further protection,

melamine plastic finished Random Plank resists stains, mars and dents.

It wipes clean with a damp cloth; stays like new for years.

Get complete details on Random Plank and other Marlite paneling from your building materials dealer, consult Sweet's File, or write Marlite Division of Masonite Corporation, Dept. 303, Dover, Ohio.

Marlite[®] *plastic-finished paneling*

MARLITE IS ANOTHER QUALITY PRODUCT OF MASONITE[®] RESEARCH

6027

MARLITE BRANCH OFFICES AND WAREHOUSES: 204 Permalume Place, N.W., Atlanta 18, Georgia • 18 Moulton Street, Cambridge 38, 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.

AMERICA'S MOST WIDELY USED, WIDELY DISTRIBUTED MASONRY WALL REINFORCEMENT



Wherever you build with block Dur-o-wal is available

Fancy claims aside, this is the significant fact about Dur-o-wal: It is more widely wanted than any other type of masonry wall reinforcement.

Consequently, Dur-o-wal is more widely distributed—the *only* nationally distributed brand. Eight strategically located Dur-o-wal factories serve more than 8000 dealers who in turn serve every part of the United States. Wherever you build a ma-

sonry wall, you can get Dur-o-wal!

All this, of course, because Dur-o-wal—with its trussed design, butt-welded construction, scientifically deformed rods—obviously does the job. Standard Dur-o-wal used every second course adds 71 per cent flexural strength to a masonry wall. Get test facts from any of the Dur-o-wal locations below. See us in Sweet's Catalog.



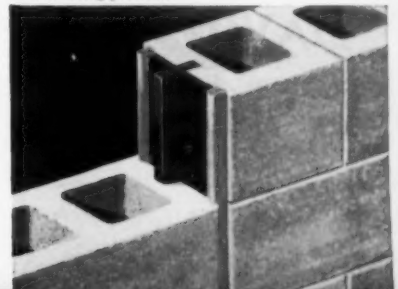
Two engineered products that meet a need. Dur-o-wal reinforcement, shown above, and Rapid Control Joint, below. Weatherproof neoprene flanges on the latter flex with the joint, simplify the caulking problem.

DUR-O-WAL®

Masonry Wall Reinforcement and Rapid Control Joints

RIGID BACKBONE OF STEEL FOR EVERY MASONRY WALL

Dur-O-wal Div., Cedar Rapids Block Co., CEDAR RAPIDS, IA. Dur-O-wal Prod., Inc., Box 626, SYRACUSE, N. Y. Dur-O-wal Div., Frontier Mfg. Co., Box 49, PHOENIX, ARIZ. Dur-O-wal Prod., Inc., 4500 E. Lombard St., BALTIMORE, MD. Dur-O-wal of Ill., 119 N. River St., AURORA, ILL. Dur-O-wal Prod. of Ala., Inc., Box 5446, BIRMINGHAM, ALA. Dur-O-wal of Colorado, 29th and Court St., PUEBLO, COLO. Dur-O-wal Inc., 165 Utah Street, TOLEDO, OHIO





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.

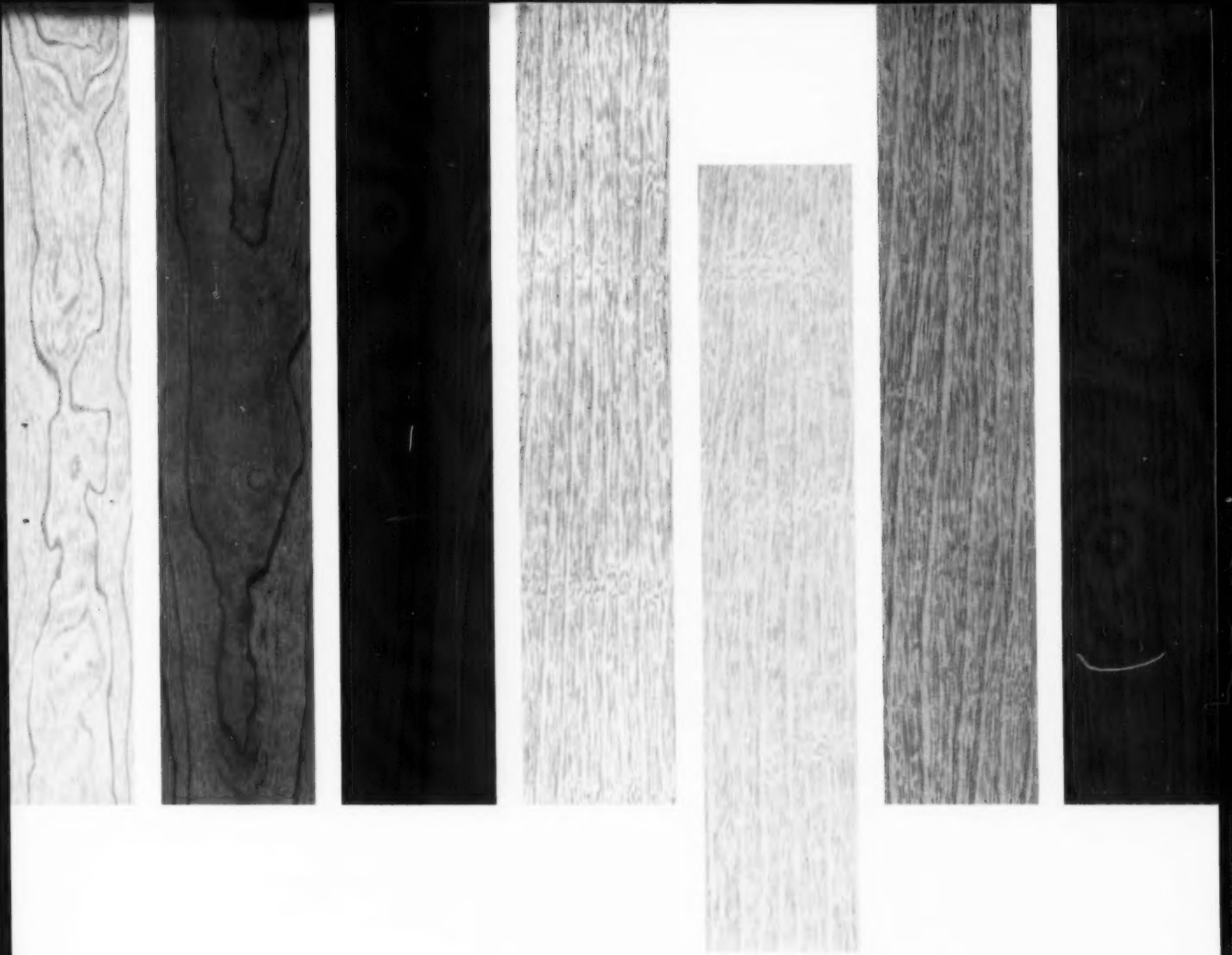
The new tripod for the level-transit is more rugged and sturdy with its European type wide frame.

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



WHAT CAN HOME BUILDERS FEATURE NEXT?

What will be the big feature for the homes you build in the sixties? Most builders have run the gamut: appliance giveaways, functional floor plans, modern living themes and a host of other star attractions—all of them good merchandising ideas.

But here is a *new* idea for putting glamour, livability and real buyer appeal into your homes. It can be the feature that will make people buy *your* homes, not someone else's!

*Now here's the
whole exciting story...*

RICH WOOD GRAINS *at a*

Royalcote Frosted Cherry No. 401

Royalcote Colonial Cherry No. 402

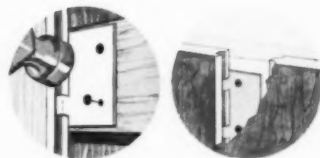
Royalcote Natura Cherry No. 400



Beautiful new cherry grains hold all the softness and warmth of wood—charming for the family room, den or bedroom.



**NEW CLIP-ON
INSTALLATION**
*to lower your
costs still more!*



The handy 16" x 8' ($\frac{1}{4}$ " thick) cherry grain panels make use of an entirely new, simple clip-on system that cuts installation time like magic. Apply the first panel, insert clips into grooved edge and nail to furring or studs; then insert tongue edge into groove. Repeat, and *presto*, your home has beautiful cherry paneling.



Here are exciting new Royalcote® wood-grained panels in seven of the most beautiful, professionally selected color tones you've ever seen—expertly factory-finished on genuine Masonite® hardboard. The beauty of these fine panels will be even further enhanced by a coat of clear sealer, lacquer or wax that will last for years. These beautiful wood-grained panels are ready and waiting for your new homes—all at a refreshing low cost!

new low cost!

Royalcote Misty Walnut® No. 100

Royalcote Champagne Walnut No. 102

Royalcote Rosé Walnut No. 103

Royalcote Antique Walnut No. 104



Beautiful walnut grains, too—in four smart colors! Here are good-looking panels that will enhance any decor, beautify any room in

your new homes. Available in 4' x 8' panels in random grooves, five groove patterns 16" o.c., or ungrooved panels.

Panelok "Working Walls" *your next big selling feature!*



Here's the nationally advertised Panelok® wall everyone is talking about! All the things you see on the wall—the shelves, cabinets, racks—are hooked right into the wall itself by means of hidden lockstrips between the 2' x 8' panels. Change a room in minutes . . . redecorate at will . . . shift accessories as you please—you can do it with Panelok! What a selling point for your model homes . . . what appeal to the home buyer!

Panelok is yours to feature in the handsome grains and beautiful colors you see here or plain, ready for painting. Put the walls to work in your homes!

Here, then, can be your glamour sales appeal for the sixties: new grain panels . . . clip-on installation . . . low-cost paneling with the luxury look—"working walls." Find out about them (and the many selling displays you can use to feature them) from your building materials dealer or Masonite sales representative. Or write directly to Masonite Corporation, Dept. 21-100 Box 777, Chicago 90, Ill.

MASONITE  **CORPORATION**

©Masonite Corporation—manufacturer of quality panel products for building and industry

Government analyst

Seven years ago, 33-year-old ex-government expert Ed Bennett built himself a house — found he couldn't keep buyers away, so he turned builder. Today he's an outstanding success.

"Today's homebuilder cannot be too preoccupied with any single phase of his operation," says Ed Bennett, 26-house-a-year builder from Bethesda, Md. "If he is to profit and grow in today's market, he must have a managerial competence in every phase of building."

Bennett, who served the U.S.

Government for seven years as a management analyst, started building professionally in 1953, at the age of 33. Since then, his many neighborhood-development and model-home awards have won him the reputation of "winningest builder" in his area. How does he do it? Essentially, by applying the same principles

of sound management that he once used for Uncle Sam.

"Many builders—partly because of the influence of trade magazines—tend to concentrate on only two phases of their business—technology and merchandising," says Bennett. "As a result, other equally important phases often go begging.

"What a builder must do," he declares, "is visualize himself as the director or controller of a manufacturing concern. Then, he must visualize himself in each of the five roles into which his operation can be broken down: planning and organizing; land development; production management; financial management; and merchandising.

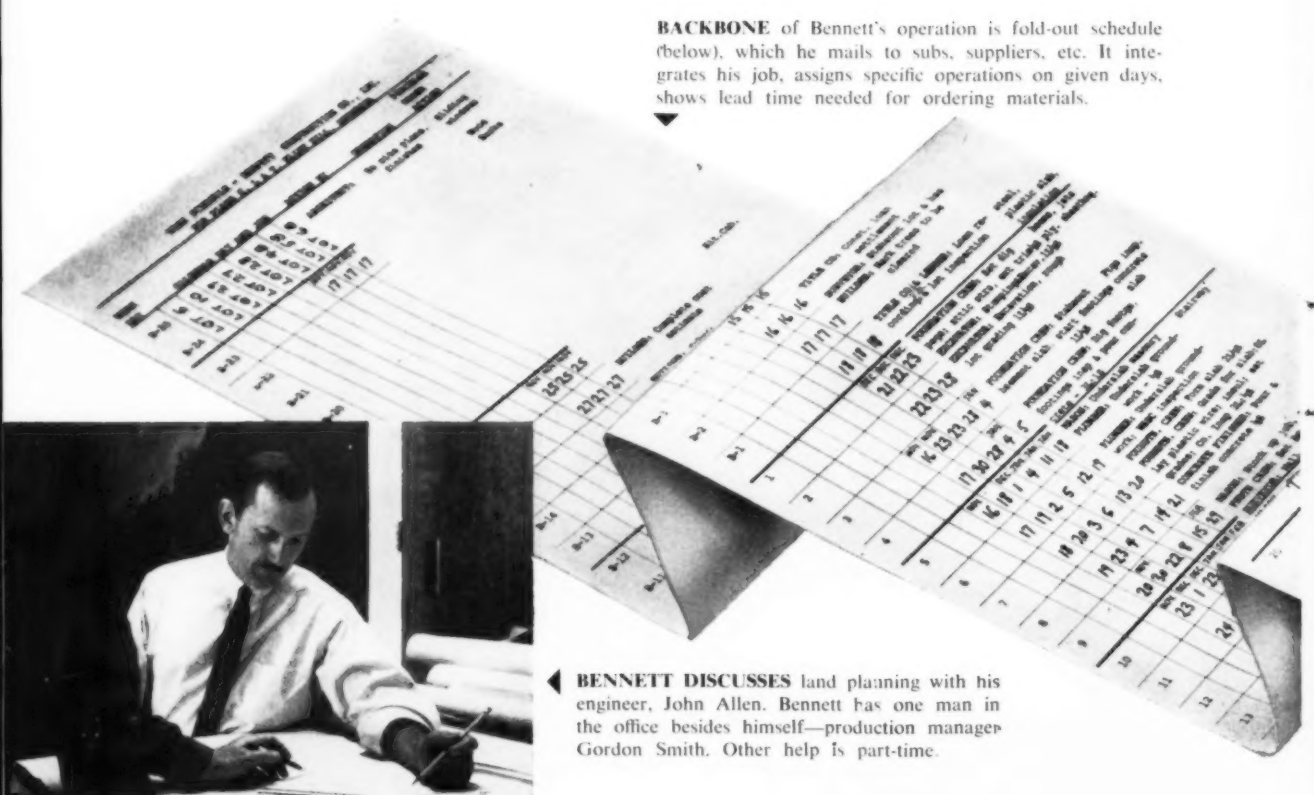
(Continued on page 88)

Key to Bennett's success is his managerial competence

BACKBONE of Bennett's operation is fold-out schedule (below), which he mails to subs, suppliers, etc. It integrates his job, assigns specific operations on given days, shows lead time needed for ordering materials.



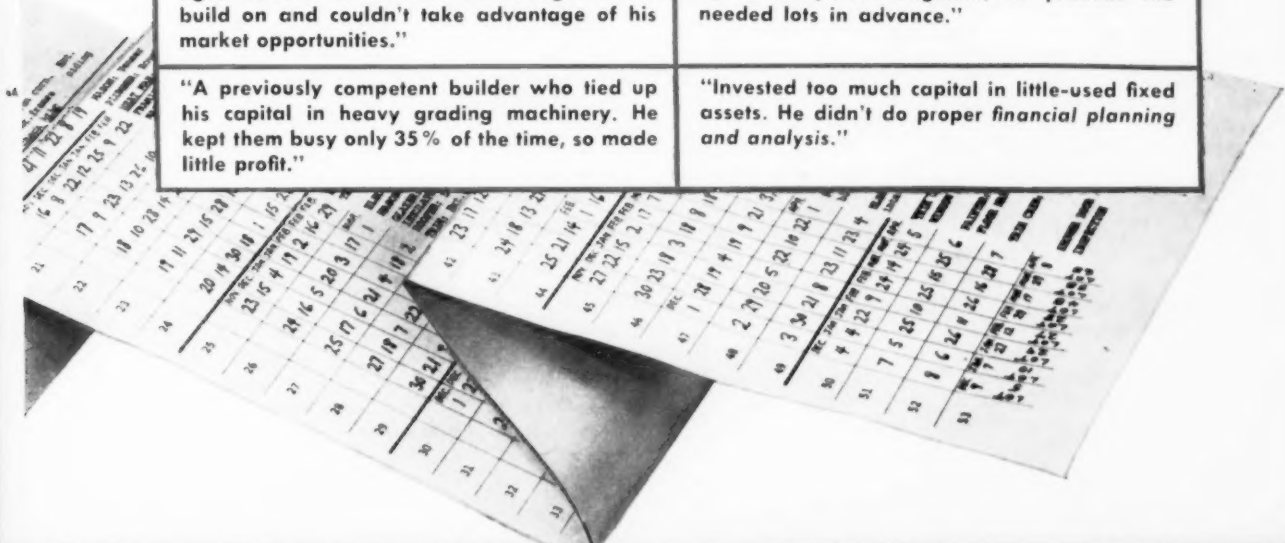
BENNETT DISCUSSES land planning with his engineer, John Allen. Bennett has one man in the office besides himself—production manager Gordon Smith. Other help is part-time.



becomes top builder

How Bennett analyzes builder failures

Typical Problems	Why they fail
"The new Builder who overbuilt his area, had to sell expensive houses at a loss."	"Should have investigated his area more carefully, done some market research."
"The 'fast' component builder who couldn't sell his houses, then belatedly paid real estate agents a 5% commission, leaving himself very little profit."	"Needed expert merchandising program at minimum cost."
"The fast-selling builder who had vague cost estimates and poor job-cost records. He woke up to discover he was preselling at close to cost."	"Needed good cost accounting to give him timely, true costs."
"The old-time builder whose 'stick-by-stick' methods ran cost up above the market. He couldn't understand why his component-using competitors undersold him."	"Should have abandoned stick-by-stick methods and adopted components."
"The large-volume builder who put up more houses than market could absorb, was undercapitalized, gambled on fast sales and buyer deposits. His creditors took over."	"Needed careful programming, to keep his production within the limits of his capital resources and sales pace."
"The 'cookie-cutter' project builder who built miles of 'look-alike' 24x36 boxes."	"Should have obtained good architectural plans, to get variety and curb appeal."
"The competent small builder who tied himself to a mortgage-loan, land-development, real-estate-sales title company that sold him lots, took most of profits."	"Should have worked out his own merchandising program, found more competitive loan sources."
"The competent, rapidly-growing, well-managed builder who never had enough lots to build on and couldn't take advantage of his market opportunities."	"Needed a land-acquisition program headed by a competent engineer, to produce the needed lots in advance."
"A previously competent builder who tied up his capital in heavy grading machinery. He kept them busy only 35% of the time, so made little profit."	"Invested too much capital in little-used fixed assets. He didn't do proper financial planning and analysis."



(Continued from page 86)

"Serious deficiencies in one or more of these five major areas will limit a builder's success, or even put him out of business (see chart, right.)

"So what a homebuilder must do is acquire a managerial competence in each field, and inform himself of the technical substance in each one. Then, he can: (a) manage all phases himself, if he is small; (b) hire part-time professional help, if he is medium-sized; or (c) hire a full-time professional staff, if he is large.

"Once he has done this, he should stop periodically and

evaluate the results he's getting against criteria like these:

- What is the ratio between his total dollar investment and his net profit? (Much more significant than profit per house.) How does this ratio compare to previous years'?

- Is his equity capital always in use? Or is money languishing in the bank while he pays 10-15% interest on construction loans?

- Does he have a cash-flow schedule to prevent a shortage of cash when production hits a peak?

- Is he getting maximum use

(Continued on page 90)

Ideas
Building with
Brains

Good color costs no more than bad

TASTEFUL USE OF COLOR gives Bennett's houses a custom touch, adds variety, prestige, and sales appeal to his Flint Hill development. Bennett's architects—firm of Keys, Lethbridge & Condon—do color co-ordinating.

USING NATURAL



REAR LIVING ROOM looks out on rolling wooded hillside. Bennett's exhibit house is furnished in a contemporary style. To keep his budget low, he employs a part-time interior designer who co-ordinates interior color and fur-

nishings. Part-time sales force uses low-pressure merchandising. They determine buyer's wants, relate Bennett's product to them. He reports he's always sold in advance of starts after initial exhibit homes are up.

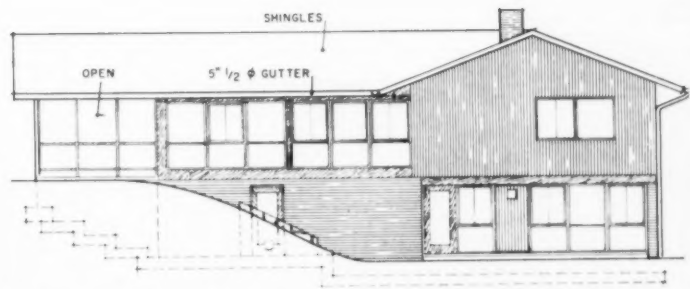
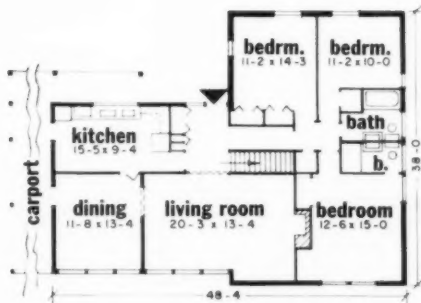


COLOR





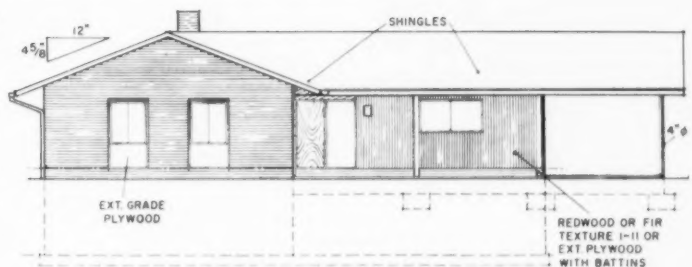
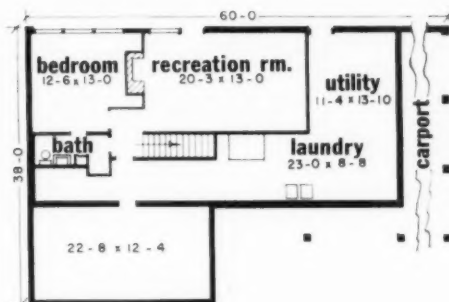
Color photos by Robert C. Lautman



At the rear, sloping lot permits direct entry to lower level

Ideas
Building with
Brains

Design makes most of hillside sites



From the front, house is an attractive, traditional ranch

Modern production ideas save Bennett \$3,000 on cost of each \$30,000 house

(Continued from page 88)

out of fixed assets—like grading machinery?

- Is his overhead too large in relation to production? Could it be reduced in times of slow sales or tight money?
- Is his work scheduled at a reasonably level production rate (given winter slowdowns) to avoid premium charges for labor, material, and equipment hire?
- Does he have land inventory for next year's production?
- Has he actually compared the cost of building with components fabricated off-site with the cost

of conventional on-site, stick-by-stick construction?

• Has he planned his future operations around labor-cutting methods? (According to the Bureau of Labor Statistics, three times as many carpenters and painters are retiring or leaving their trades as are entering apprenticeship. Departure ratios in plumbing, electrical and other trades are more favorable.)

"In applying the above principles," says Bennett, "I use every component technique that's available in my area and economical for my 26-house-a-year volume. These include: roof trusses, stairs and stair rails; plywood roof and floor sheathing; plywood siding-sheathing; door and window units; kitchen cabinets; bath vanities; precast shower floors; and drywall.

"The combination of component methods and up-to-date management techniques saves me \$3,000 on each \$30,000 house I build," Bennett concludes.



BENNETT'S CONSTRUCTION superintendent points to slotted door jamb into which half-inch drywall is fitted. This trick—also used at windows—eliminates cost and labor of installing trim around the opening.

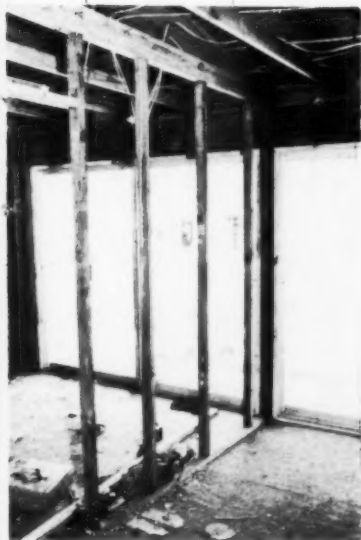
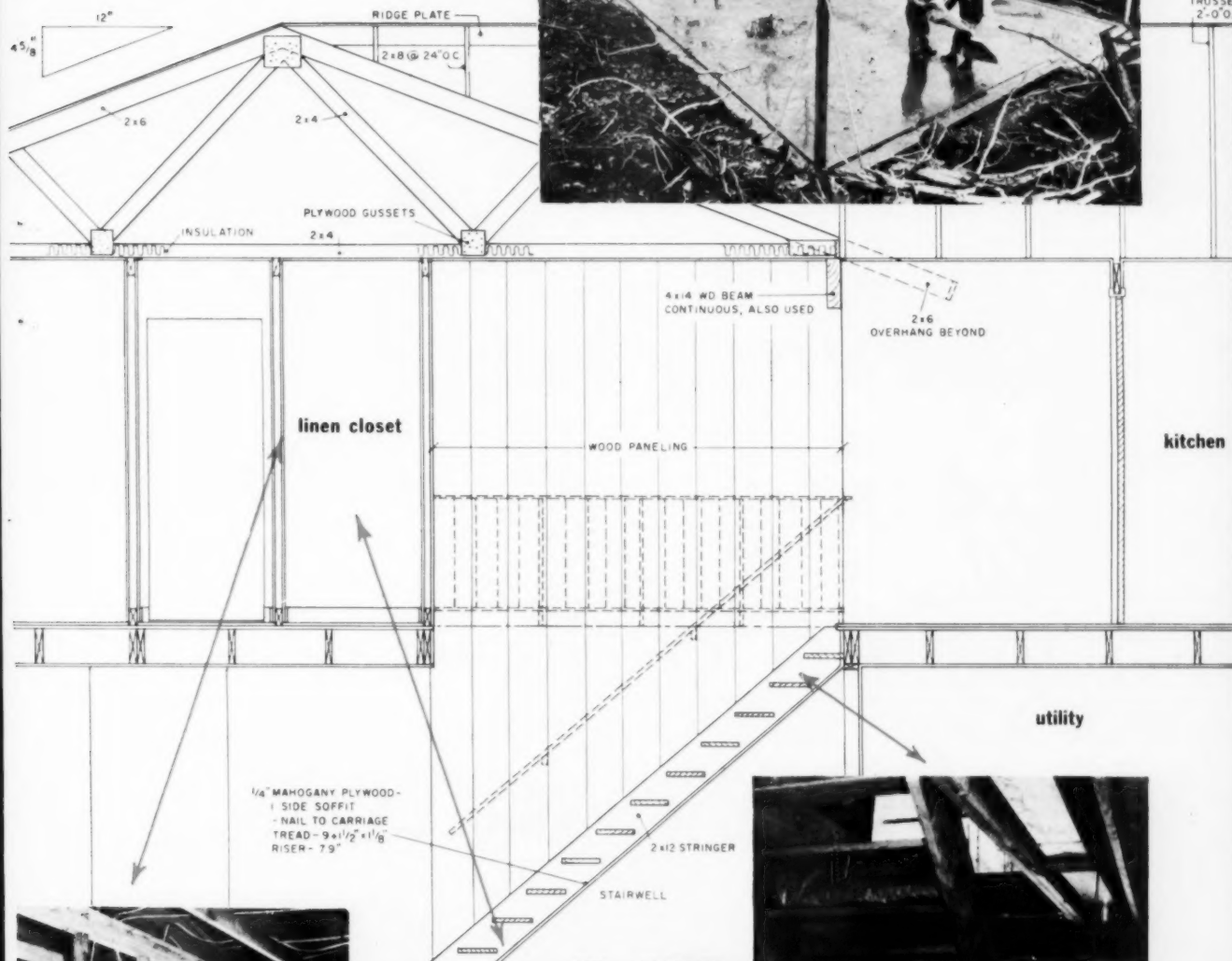
SECTIONAL WINDOW WALLS come preglazed with aluminum sliding windows. Lower sections can be glazed or filled with painted panels.



OVERHANG (top of page) is formed by truss extensions. Soffit is eliminated. 2x6 blocking provides separation, forms rigid fascia.

TRUSSES permit 2x3-framed nonbearing walls throughout the house, also reduce size of interior bearing footings under basement.

INTEGRAL SLAB-FOOTING has been poured, brickwork is ready to go up. Bennett was first in his area to use this cost-cutting idea, which saves \$100 per basement.



COMPONENT METAL BRIDGING, demonstrated by Bennett's superintendent, is adjustable, requires no cutting. It's merely snapped into place as shown here.



COMPONENT STAIRS come to site covered with protective paper. Positioning them requires little site work. To get lowest prices, Bennett buys components in quantity (5 or more).

JOB NAME	MODEL	BIDS	SIGN POSTED LOT CLEAR PERMIT NO.	DELIVER STAKE-OUT MAT. STEEL MESH & IRON STEEL	POWER POLE & WATER METER	STAKE OUT	DIG FOOTING	POUR FOOTING	ORDER SLIDING GLASS DOOR	LAY UP FOUNDATION	FILL FOUNDATION	TIE-IN FOUNDATION	PLUMBING ROUGH-IN	GRADE SLAB	POUR SLAB



Ideas
Building with
Brains

He scheduled himself from 0 to 240 houses a year—all in five years

Building on Scattered Lots

Arthur Rutenberg, dynamic young Florida builder, came to Clearwater five years ago on vacation, stayed to build a few houses, found himself a sudden success and rapidly becoming top builder in his area

"Hey, Dolores," crackles a voice over the radio loudspeaker, "I'll need carpenters tomorrow to frame number three."

"O.K.," answers a perky, feminine voice. "I'll have them over to you around noon."

"Dolores, honey," comes an-

other voice over the loudspeaker. "If those concrete boys don't show tomorrow we blow a whole week in our schedule."

"You'll have 'em tomorrow, Charlie," says the perky voice. "You're a doll."

Call follows call. With each

exchange Dolores reaches into a small cardboard box at her side, takes out a pin, and pushes it into a huge chart on the wall in front of her. Suddenly, a young (32-yr.-old) dynamo named Arthur Rutenberg flashes into the room and explains the scene.

Ideas
Building with
Brains

"This is our dispatching center," he says, enthusiastically.

"It's the room that helps us build more than 240 houses a year on contract—and on lots scattered throughout Clearwater, Fla.

He explains that everything in the room—his pretty dispatcher, Dolores Roach, the huge chart, the colored pins, and the radio telephone—play important roles in the scattered-lot operation.

14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32
STRIP FOR TERRAZZO	POUR TERRAZZO	DELIVER BLOCKS LINTELS SILLS STEEL	LAY UP BLOCK WALLS	FORM AND/OR POUR LINTEL	FIRST GRIND TERRAZZO	CARPENTER FRAME	ORDER CABINETS	DRY-IN ROOF	FLUE AND/OR DUCT WORK	SET TUB	ELECT. ROUGH- IN	PRIME CORNICI	ORDER LATH	LATH	ORDER VANITY	CEILING HEAT	ROOF COMPLETE	SCRATCH FOR TILE



▲ **ONE CREW CONCRETES**—Transit-mix truck pours concrete over wire mesh reinforcing to start slab for one house. Plumbing has already been placed and covered with fill.



▲ **ANOTHER FRAMES**—Workman wielding Ingersoll-Rand powder actuated nailer toenails cedar plate into slab. Top-grade cedar goes throughout this quality-built house.



▲ **THIRD LATHS**—Man staples lath to Dow Styrofoam insulation board on ceiling to ready it for plaster crews.

Rutenberg builds model houses ranging from \$13,000 to \$18,000 in several Clearwater locations. He offers to build any one of the models, modified to suit a buyer, anywhere in Clearwater.

Rutenberg builds the houses on buyers' construction loans. But building in such large volume raises the question of how to maintain quality construction at competitive prices.

Ideas Building with Brains Rutenberg does it with three basic methods: (1) Unique scheduling as represented by the chart; (2) tight communication between jobs and the central dispatching room; (3) central purchasing and distribution of job materials.

Ideas
Building with
Brains

The huge chart is the key to the operation. Horizontal lines separate different jobs. Vertical lines separate units of work. When a contract begins the name of the prospective owner and a job number are jotted down on the left-hand side of the chart over a horizontal line. Progress is indicated along the vertical lines.

Colored pins reveal additional work information. A yellow pin shows that men or materials are scheduled for a particular job. A blue pin indicates that a superintendent must be called and questioned about some phase of work. A red pin, meanwhile, warns that there's been a "goof-

up" on a job that will need quick correcting or the schedule will suffer. A black pin reveals that materials for a particular item of work must be ordered.

Rutenberg further controls his operation by dividing Clearwater into six zones. Each zone is indicated on the chart by colored ink lines. Lines follow work progress, showing in which zone a job is under way.

Best way to understand the system is to follow Dolores Roach, Rutenberg's dispatcher, at work in the dispatching room.

A sale is made. Plans are drawn up, modified to suit the customer. Signed copies of plans, specifications, financing terms,

(Continued on next page)

SCATTERED LOTS, continued

36	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	
INSTALL WATER & WOOD	SECOND GRND TERRACES	IRON WORK	TILE WALLS	PLASTER & STUCCO COMPLETE	GLAZE WINDOWS	INSTALL SLIDING GLASS DOORS	INSULATION	JOB NAME & ADDRESS	CLEAN & PAINT BASE LOT OUT DRIVE	TILE FRONT STOOP	FORM OUTSIDE CONCRETE	POUR OUTSIDE CONCRETE	DRIVE COMPLETE	ORDER TRIM MATERIAL	CARPENTER TRIM	GLAZE JAMB DOORS



▲ **FIFTH PLASTERS**—Brown and finish plaster coats are applied directly over Styrofoam that is tacked to studs. Painting finishes job.

◀ **FOURTH CHECKS TRUSSES**—Trusses at end of house are redesigned to save space by permitting suspension of utility equipment.

How Rutenberg sells quality houses

(Continued from preceding page) and other legal data are sent to the production department as a package. Dolores files the package and enters the customer's name along with a job number on a horizontal line at the left of the chart. She also indicates what subcontractor bids must be asked for.

For example, when excavation is about to begin, Dolores checks the chart to find where an excavation crew is at work. She sticks a blue pin in the chart to indicate that she must schedule an excavation start. Dolores next picks up the RCA two-way radio telephone and contacts the excavation superintendent

Ideas
Building with
Brains

who operates from a pick-up truck also fitted with two-way radio.

She finds out when the crew will be free, then schedules it to the new job. She next replaces the blue pin with a yellow pin to show that work on the job officially will begin on a certain date.

She also jots down under the heading, "excavation," the date a superintendent will arrive on the job. When the excavation crew does arrive, its superintendent radios Dolores, tells her he's begun work. Dolores then replaces the yellow pin with a white one to show that work has started. She may also stick a black pin into the chart to show that materials must be ordered and sent.

The builder follows this basic procedure for all phases of the work. Only departure comes when trouble springs up on a job. At such times, Dolores sticks a red pin into the chart. Then she gets the Rutenberg organization going on a crash program to clear up the trouble.

Dolores follows up each job's progress with a colored ink line. Each color indicates a zone of Clearwater. The colored ink lines serve two functions: color indicates at a glance the zone in which a job is under way; and length of the line indicates at a glance how near to completion the job is. When schedules are

Ideas
Building with
Brains

47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	
INSTALL CABINETS	INSTALL SEPTIC TANK	PLUMBER TRIM	INSTALL AND/OR COMPLETE HEATING	PAINTERS	INSTALL CROWN-MOLDING, DOORCASES, SCREENS	ELECT. TRIM	POLISH TERRAZZO	CLEAN HOUSE	GRASS LOT	INSTALL SCREENS	PAINTERS COMPLETE	WALLPAPER & MIRROR	PLUMBING INSPECTION	ELECTRIC INSPECTION	APPLY FINE ELECTRIC & CONCRETE MADE	PRODUCTION INSPECTION			



▲ **SEVENTH SELLS HIDDEN VALUES**—Rutenberg's sales force pushes quality construction and materials in its fast-paced merchandising program.

◀ **SIXTH CLOSES CEILING**—Workmen atop stilts apply Ceil-Heat wiring to ceiling. Heating method helps sell houses in area with limited cold seasons.

at competitive prices

operating smoothly, ends of lines form an inverted curve that moves down and back over the chart at roughly a 45-deg. angle.

Written into the chart by hand are other aids to job control. Due dates of construction-loan draws are shown. The chart also shows the builder clues to making monthly progress reports and gives him hints on whether to plan ahead for increased production or plan back for expected production decline. This helps in planning material and money distribution.

Effective though the chart may be, its success depends on other factors, such as equipment. In Rutenberg's case this includes six Ford 1/2-ton pick-up trucks fitted

with two-way radios. These enable superintendents to keep in contact with the dispatcher, with one another, and to move rapidly from job to job. **Central purchasing and distribution of material to jobs** creates further economies.

Who is Rutenberg? He's a Chicago appliance salesman who visited his father in Clearwater five years ago, decided to stay and try to earn a living by building a few houses a year.

He put up several models which he offered to build for a set sum anywhere in Clearwater. The first year brought him 60 orders.

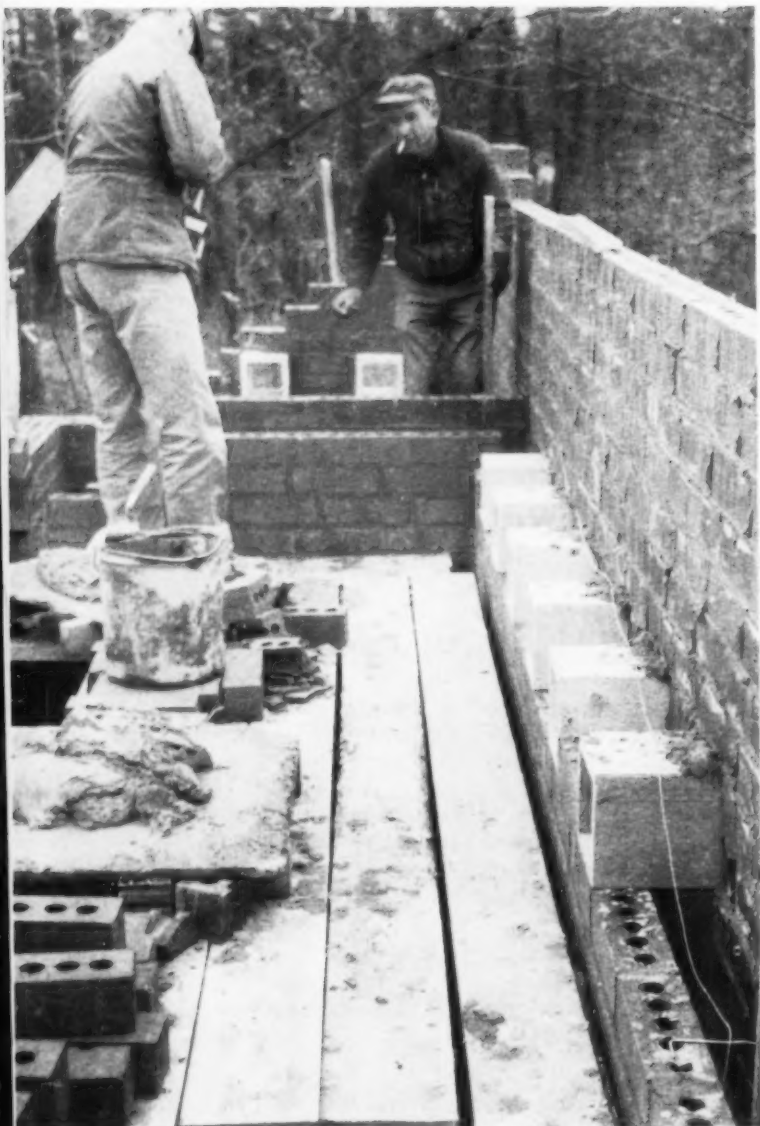
This rapid success forced him to develop his method for con-

trolling scattered-lot operational costs. Result is the 240-house-a-year operation.

Rutenberg's other activities include building speculative houses on 40 to 100-acre tracts, some real-estate transactions, and commercial construction on general contracts. He also is on contract to build houses for the Cape Coral retirement community on Florida's west coast.

He is associated in business with his brother, Dan, who handles house design, broker contacts, and advertising; Herb Schwartz, vice president in charge of production; Stan Stapleton, sales manager; and Charles Brandt Goldsmith, AIA, the firm's architect.

Ideas
Building with
Brains



NEW 8x8" TILE-LITES (base of wall, above) promise to be the least expensive way to install lights or windows in a masonry wall. They don't increase cooling load. Cavity walls were insulated with a pour-in vermiculite called Zonolite Water-Repellent Fill (below).



CUSTOM BUILDER SHOWS

Latest in

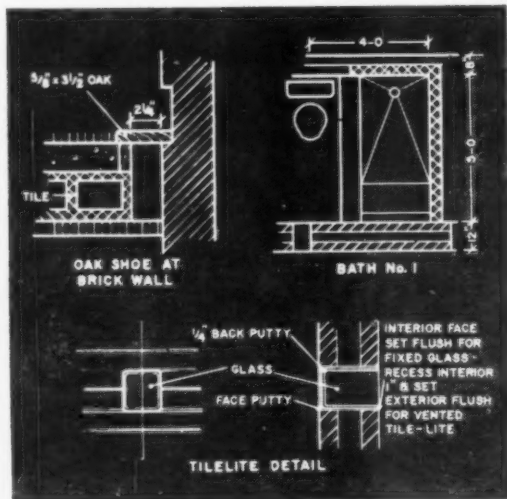
Ideas
Building with
Brains

Faster construction, ease of maintenance, comfort, and lower materials costs

The advantages stare back at you when you look at this house.

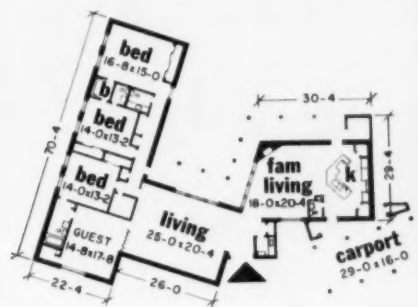
Take those exterior cavity walls, for instance (photo, left and drawing, far right). They're built with the new 12-in. modu-

Lighting, heating details, plan of bath.





▲ **BUILT IN** Greensboro, N.C., by custom builder T. Clyde Elrod, house is a showcase for latest techniques in brick and tile construction. Architect was Kelman Gomo.



brick and tile — \$12 a ft.

lar brick that go up faster, easier than standard 8 in. brick. For added economy, they're insulated (.10 U-value) with a new masonry fill that won't compact, set up capillarity, or hold moisture (bottom left).

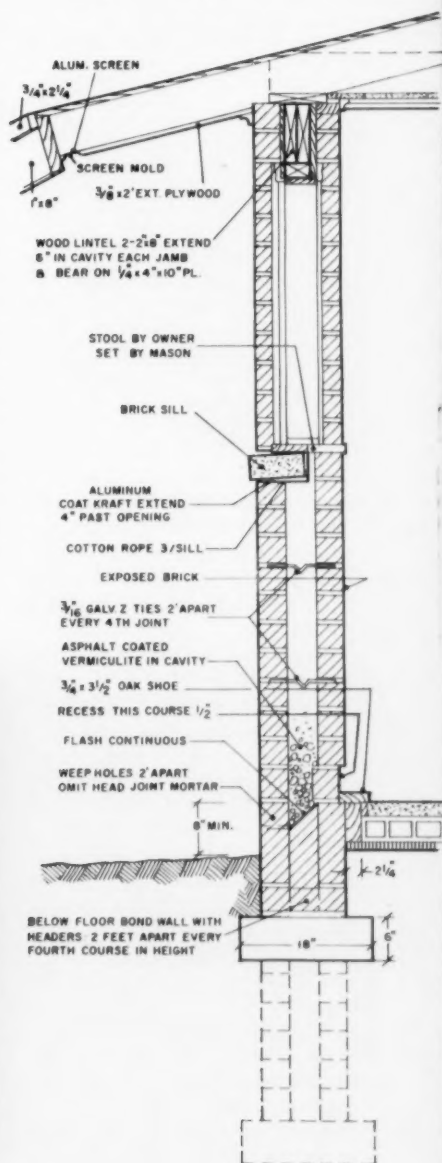
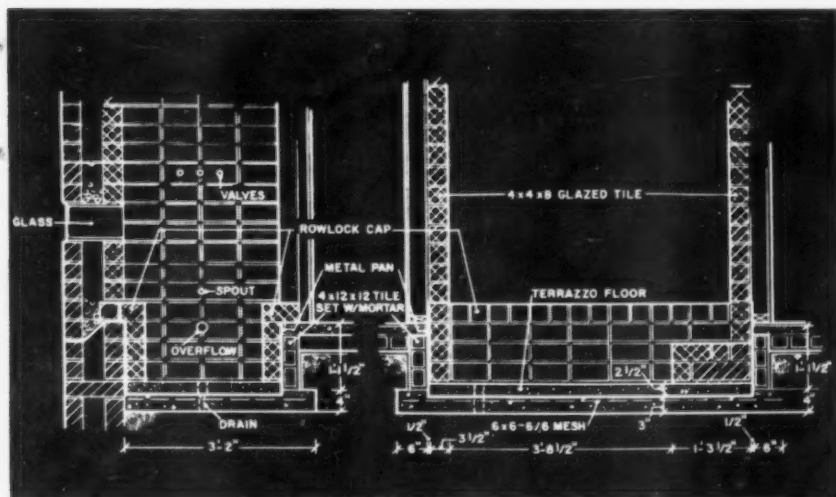
Inside the house the walls were "decorated" with exposed tinted brick (colored by the Color-Tex process). This creates an attractive rustic effect, saves on finishing materials and labor. Also, for added visual interest, the walls are pierced with new Tile-Lites. They let in daylight, shade

out direct rays of the sun.

Two 3-hp heat pumps, set in the gable ends, provide year-round air conditioning for the 3,664-sq. ft. house.

To avoid the problem of cold floors, the entire floor is turned into a return air plenum. This is accomplished by setting hollow clay tile in the floor, capping them with 2 in. of concrete (detail bottom right). Air is pulled into the tile through intake slits at walls, into a central chamber running the length of the wings, and back to the heat pumps.

Details of Roman-type brick bath. Cavity doubles as shower stall.



Ideas
Building with
Brains

One-piece plywood door system passes double field test

- 1 It gives the builder a low-cost, flexible way to hang any door in the house.
- 2 It has proven its buyer appeal in dozens of actual sales.

This single-piece plywood door system is one of the more promising items unveiled in NAHB's 1960 Research House. It was developed jointly by U.S. Plywood and Bob Schmitt, 1959 chairman of the NAHB Research Institute. Schmitt has been field testing the system for several months, and reports excellent results.

Costs are appreciably lower. Schmitt includes the new system as standard equipment in his new smaller models, and savings have run close to \$125 per house. Equally important, buyers accept the doors enthusiastically.

The new system has three parts. First is the surface mounting. This eliminates costly fitting, allows doors to be hung after the house is entirely finished. And where thick flush doors give a heavy look, the new doors, being only $\frac{3}{8}$ " thick, look much like conventionally hung doors.

Second is the door itself. Called the "Mono-Fin," it is two $\frac{3}{4}$ " plywood sheets, glued together just along the edges (right). A spline pushed between

the sheets makes a convex, bow shape that is rigid, virtually warp-proof.

Third is an aluminum jamb cap. It replaces the conventional jamb and trim, plus the extra corner bead and taping required when the jamb is eliminated by surface mounting. The saving from the aluminum cap is more than \$4 per opening.

CROSS SECTION of the new door is shown in this sample piece held by Builder Bob Schmitt.



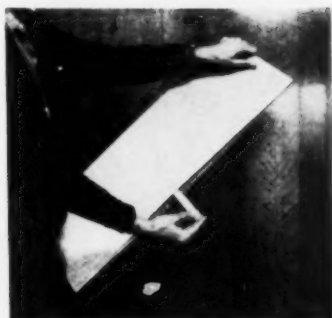
Here's how the door is put together on the job



DOORS are shipped flat, saving shipping costs. Glue edge-stitching is done so as to allow door widths of 1 ft. 4 in., 2 ft., and 2 ft. 8 in.



SHEETS are spread apart to receive center spline. Note how the glue stitching holds the door together along the two outside edges.

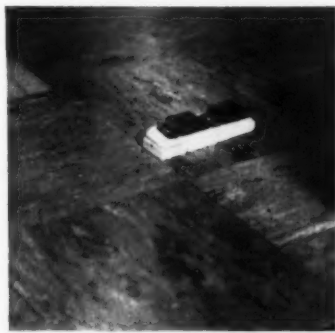


SPLINE is inserted, and the door is complete. No fastening is necessary; the spline will be held in place by the inward pressure of the sides.

Here's how the jamb cap and hardware work



ALUMINUM jamb cap is shown at left. Buyers liked the way it protects corners from damage. Note that the 8-foot door needs no header.

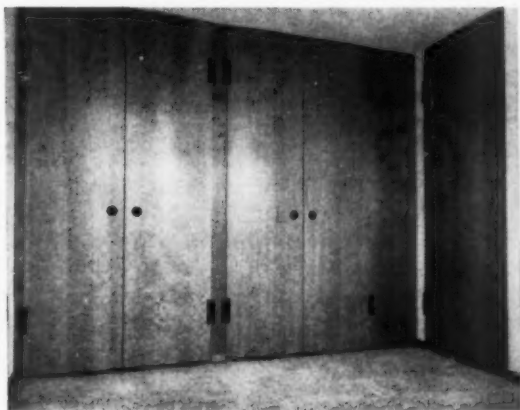


MAGNETS are used by Schmitt in place of usual locks. These are in the middle of a two-door closet. Passage door magnets are jamb-mounted.



HINGES are offset $\frac{1}{2}$ " to prevent the $\frac{3}{8}$ " door from binding. Schmitt uses black hardware on dark veneers, chrome finishes on lighter woods.

Here's what the new doors can do for a house



CLOSET WALL presents this handsome appearance. Vertical trim strips, of the same veneer as the door, are set on either side and in between doors, making a completely veneered wall. Passage door has matching wood.



KITCHEN CABINETS made from new doors are highly flexible. Doors are set where needed; if they do not cover the entire front, remaining space is filled with matching plywood strips. Result is an "elastic module."



SIDEWALL FRAMING has been assembled on the slab, tilted up into position. This post-and-beam skeleton is all there is to the framing. A 1-in. redwood skin closes it in,

also contributes to structural strength. Roof framing can be much lighter than in continental U.S., since there are no snow loads to consider in Hawaii.

Hawaii builder shows a fast way

Ideas
Building with
Brains

Single-skin walls prove ideal where lumber costs are high, and the climate is mild all year.

America's newest state is a booming growth area that offers many homebuilding opportunities. It also has its own particular brand of problems.

Bill Blackfield, one of Ha-

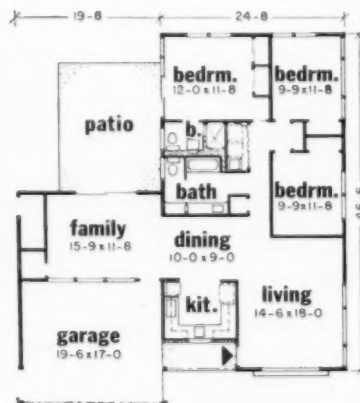
waii's best-known and biggest builders (500 houses a year), runs the operation pictured here. His method of construction reflects two basics of Hawaiian building: the climate is mild all

year, making unnecessary such things as heating systems and insulation, and permitting use of an economical single-skin wall. On the other hand, lumber costs are high, since wood must be shipped from the mainland. Redwood, used for the skin, costs up to \$500 a thousand bd. ft.

As the house below shows, these factors balance out, and house costs in Hawaii are roughly the same as on the continent.

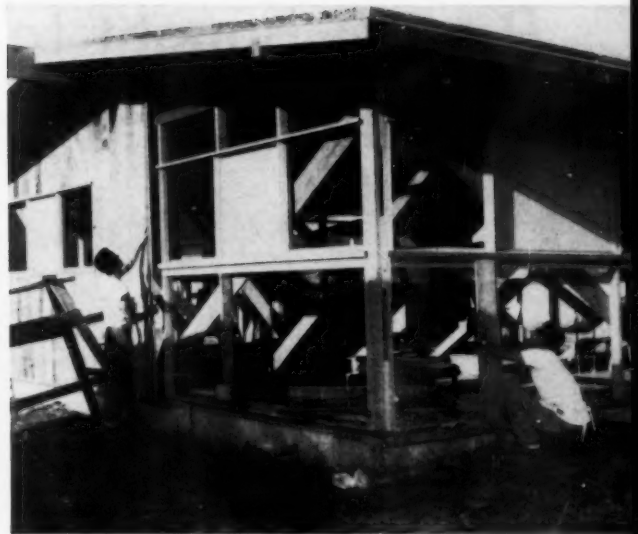


ONE OF BLACKFIELD'S most popular models, this three-bedroom house sells for \$21,500. Price does not include land, which, in accordance with Hawaiian practice, is leased. Annual cost is \$150.



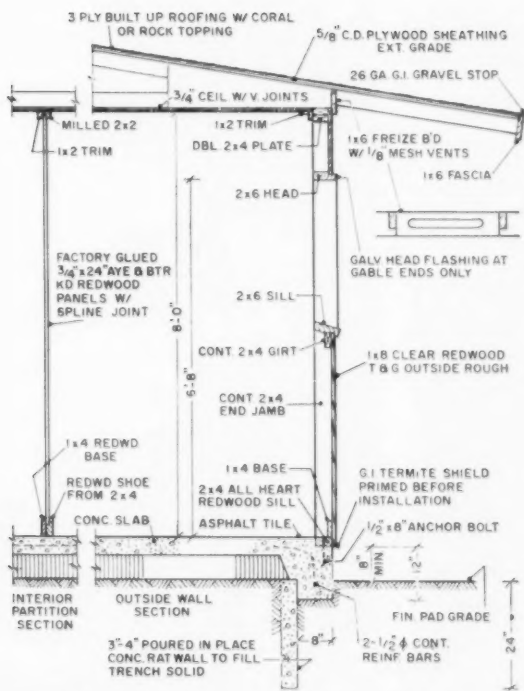


TRUSSES are set on top of completed sidewall frames. Roof goes on before siding, since rain (and Hawaii has lots of it) would stain the unfinished redwood skin.

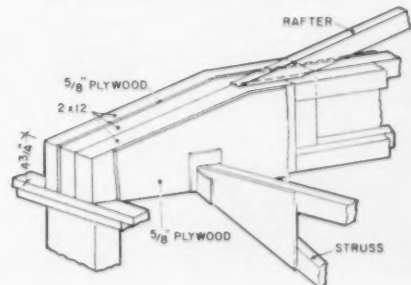
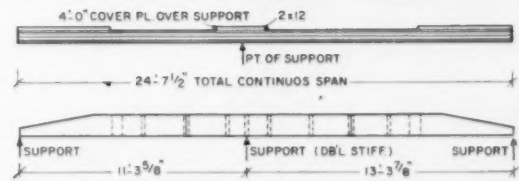
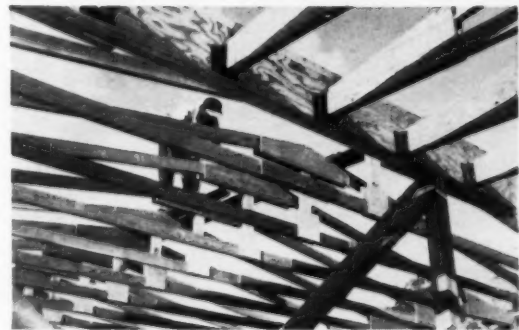


REDWOOD SKIN is nailed to framing. With the horizontal girth member halfway up the wall, 1-in. redwood is adequate. With no girth, FHA would require 1 1/4-in. skin.

to put up a warm-weather house



CROSS-SECTION drawing shows how single skin is used both for exterior walls and for partitions. Photo and drawing at right show the unusual nail-glued beam truss that carries roof trusses across the rear ell.



WHAT

HOW

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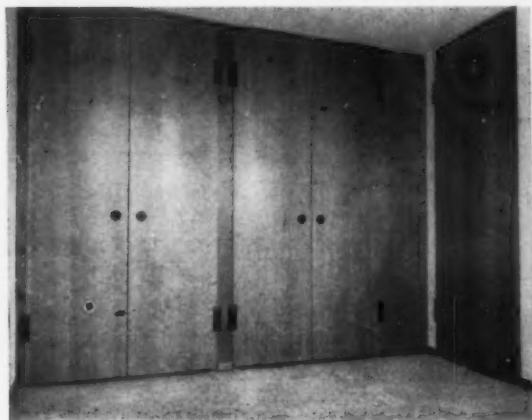


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Building with
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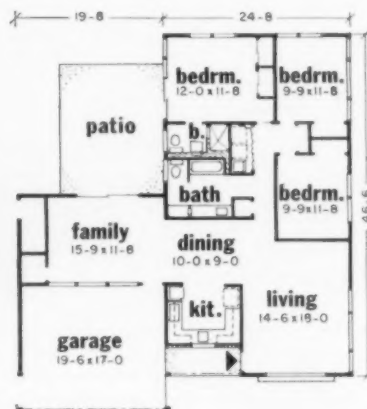
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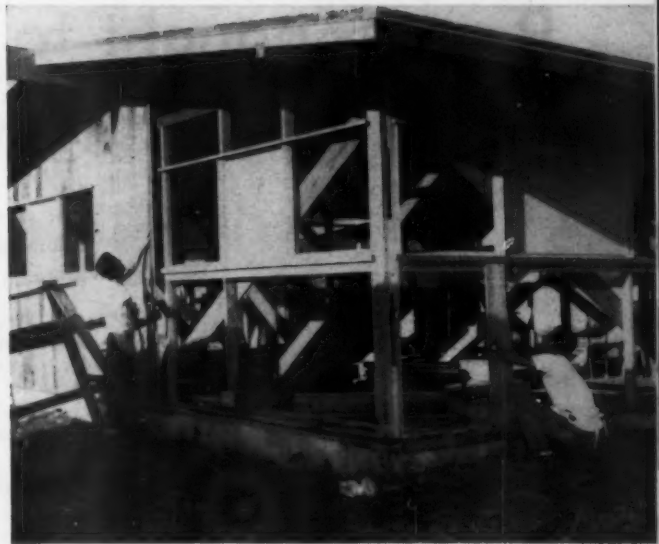


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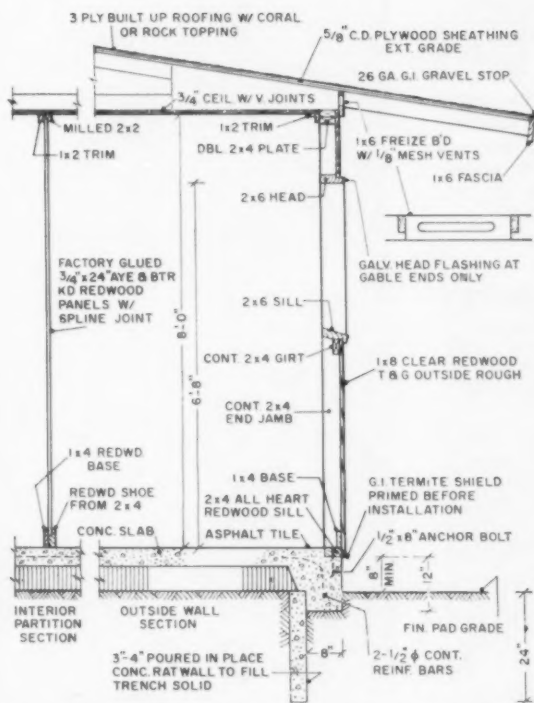


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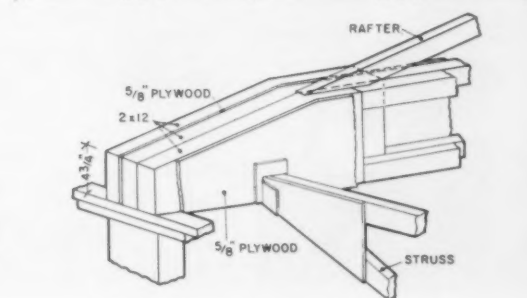
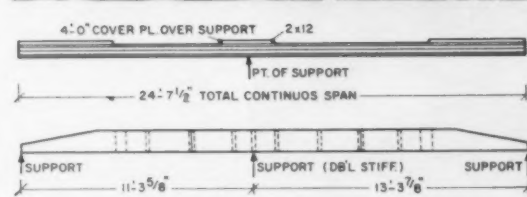
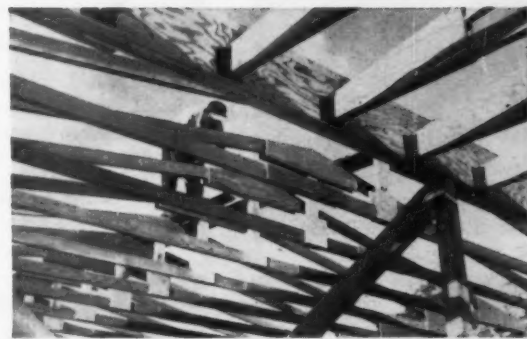


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to put up a warm-weather house



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WHAT
HOW
HOW

Router, bought to speed door hanging



Ideas Building with Brains

Router eliminates molding at stairs

"Instead of capping the edge of each stair tread with quarter-round, we route the edge," says Cecil Weisz (left). "This saves 30 minutes' labor (no mitering of corners), eliminates call-backs due to molding swelling away from the tread."



Ideas Building with Brains

Gives shelf brace that finished look

"We also finish closet interiors with the router," says Weisz. "We rip shelf braces from 1x12 shelving (or even from scrap lumber), then finish the edges by routing. The routing is faster than squaring and sanding, gives a better appearance."



Ideas Building with Brains

Permits scrap lumber in planter box

"Every built-in seems to require a different size of molding. But instead of carting an assortment of moldings from job to job, we make our own from dimensional or plain lumber, finish it with the router. In this planter, we used scrap wood."



Ideas Building with Brains

Makes scallops for cabinets, valances

"The scalloping—easily cut with the router—goes on kitchen cabinets, plate rails, bookcases, fireplaces, window valances, and medicine cabinets. Customers choose from contemporary, early American, French provincial and modern patterns."



Ideas Building with Brains

Makes inexpensive doors from plywood

"Here's how we make a cabinet door," Weisz tells editor Joe Ferche. "With a sabre saw, we cut the pattern from plywood, route the back groove, round-off the opening and door edge. Screening is held in place by a 1/4x1/2-in. stop nailed to the panel."



Now saves these builders money all around the house

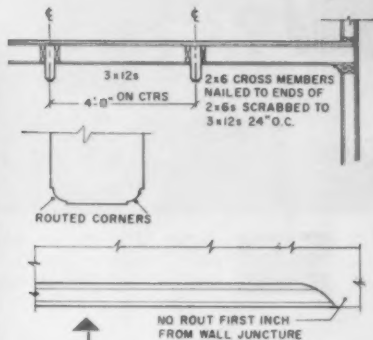
Used with imagination, handy portable tool is saving time and materials for custom builders Wallace & Weisz, of Tulsa

Ideas

Building with Brains

Hangs doors faster, better

"We bought this Stanley router and jig setup (for \$80) two years ago, to speed the hanging of doors, and keep them from becoming hinge bound," says Weisz. "But it has so many other uses that it pays for itself again each time we finish a house."

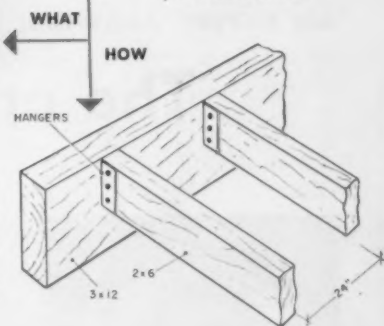


Ideas

Building with Brains

Softens corners of exposed beams

"The exposed-beam ceiling in our two-story Parade-of-Homes model was framed as shown above. We used 2x12s, 4 ft. o.c., saved half the cost of 2x10s 16 in. o.c. Routing beam edges enhanced room's decor, was faster than sanding the beams."



Ideas

Building with Brains

Helps builder 'sell' custom quality

"When we show a customer through a house, we merchandise the attention we pay to detail. They're impressed with this closet, for example, and this impression makes it easy to sell a prospect on the hidden values we build into the entire house."



Ideas

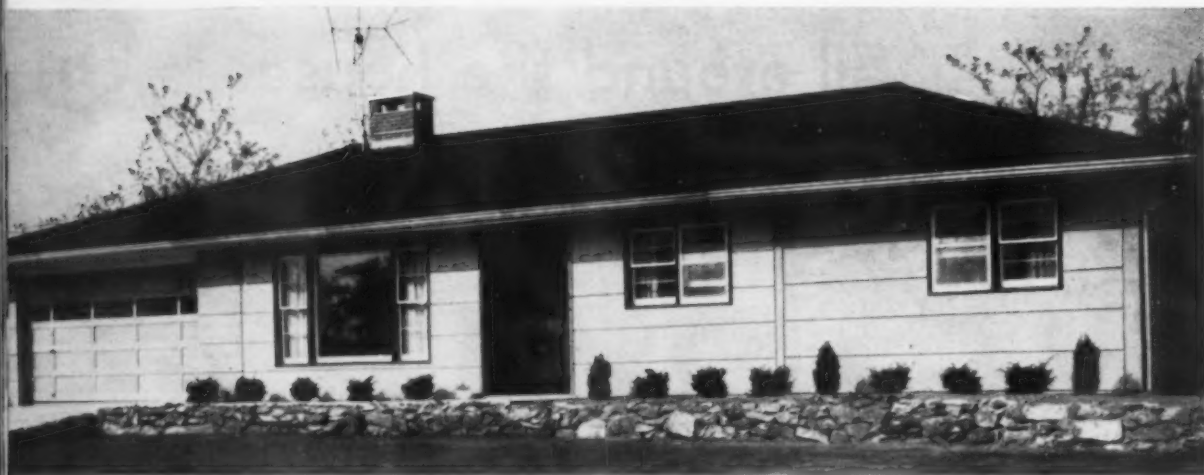
Building with Brains

Set of tools built up gradually

This array of woodworking tools—used by Ed Wallace & Cecil Weisz's crew—has grown with buyers' demand for more custom built-ins. "The tools let us produce on-site built-ins for 50 per cent under what a job shop or mill would charge," says Cecil.

AMERICAN BUILDER ASKS:

What opportunity does concrete



Ideas
Building with
Brains

"Lynn M. Ross, an Allentown, Pa., builder, casts concrete panels for this Bethlehem house on the ground, then **TILTS WALLS** into

place. Walls consist of two 2-in. layers of concrete with a 2-in. filling of Foamglass insulation. They rest on a 4-in. poured-concrete slab placed over compacted fill."

AN EXPERT ANSWERS:

The opportunity to move ahead



George H. Tsuruoka (left), manager, Portland Cement Assn.'s Bureau of Housing and Cement Products, talks to AMERICAN BUILDER'S Andy Boracci.

loids, folded plate, other thin-shell forms. New types of concrete block and tiles are playing important roles in house design. And admixtures give new properties to existing concretes.

"How can the builder meet the challenge of this new-look decade? By knowing what's available, and by learning the construction methods that profitably put concrete to work."

"This decade is taking on a new look, in residential and commercial building. And concrete, due to its plasticity, is helping bring it about. The smart builder recognizes that fact.

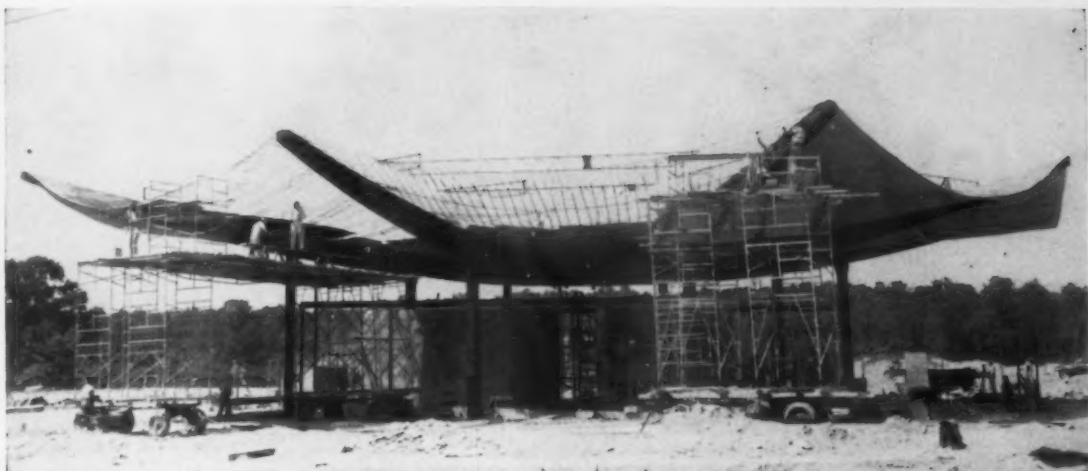
"New roof shapes are coming into being—hyperbolic parab-



Ideas
Building with
Brains

"This Chicago garden apartment uses **NEW BLOCK AND TILE** to create indoor-outdoor living effect. Smart treatment permits imaginative covering of facades with curtain-wall.

offer the smaller builder?



Ideas
Building with
Brains

"This thin-shelled **CATENARY ARCH** literally drapes over steel beams to create a novel overhead for a Gulf gas station at Lennox

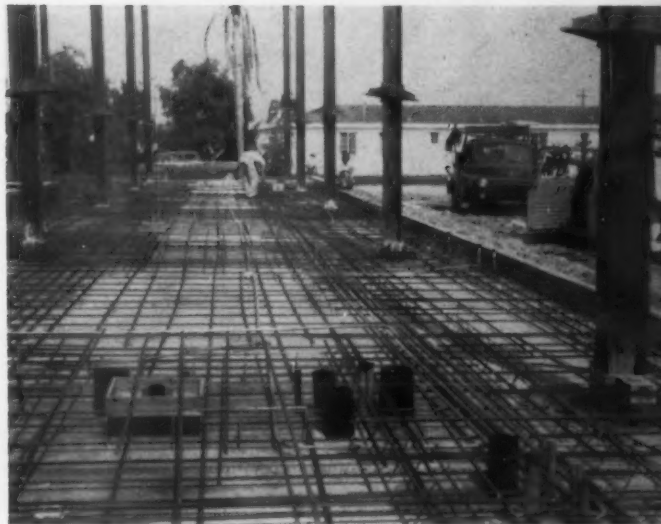
Square Shopping Center, Atlanta, Ga. Concrete is blown over reinforcing set on piano wire strung from core to Patent's tubular scaffolding that hold the wire taut."

in this "new-look" era



Ideas
Building with
Brains

"Sentinal Land and Development Co., Tucson, Ariz., put up this **HYPERBOLIC PARABOLOID**-roofed house. It's a pilot model for a duplex development in southern Arizona, cost \$2 psf. Two columns support slab. Walls are of masonry and glass."



Ideas
Building with
Brains

"This Clearwater, Fla., builder will pour concrete into these forms to enclose steel collars around each column. Slab will be hydraulically jacked skyward to become roof of a two-story church building. Novel roof raising is called the **LIFT-SLAB** method."

BLUEPRINT HOUSE



Buyer's choice: 3-5 bedrooms; 2-3 baths

Basic house: (3 bedrooms, 2 baths). Cost: \$25,600. Shed dormer in rear lets builder add 2 bedrooms, full bath, extra storage for \$2,000.

WHAT

HOW

AMERICAN BUILDER
BLUEPRINT No. 272

Sold Out: 6 months in advance

Cornell Development Co., Inc. breezes along — reason:
2,790 sq. ft. of living area, 900 sq. ft. of basement,
brick-and-plaster construction — price: \$27,600

Ideas Building with Brains

Cornell pays strict attention to local buyer preferences. People in Riverton, N.J. (20 minutes from downtown Philadelphia) are cool to slab-on-grade and ranch styles. They demand quality custom construction. Result: splits and two-stories, basements, plastered walls, brick veneer, even stonework.

Ideas Building with Brains

Cornell relies on landplanners for development layout, retains an architect for general design problems. Partners do individual home designs, since they have more time than the architect to attend to details. Also, resulting familiarity with their product helps them effect design changes easily.

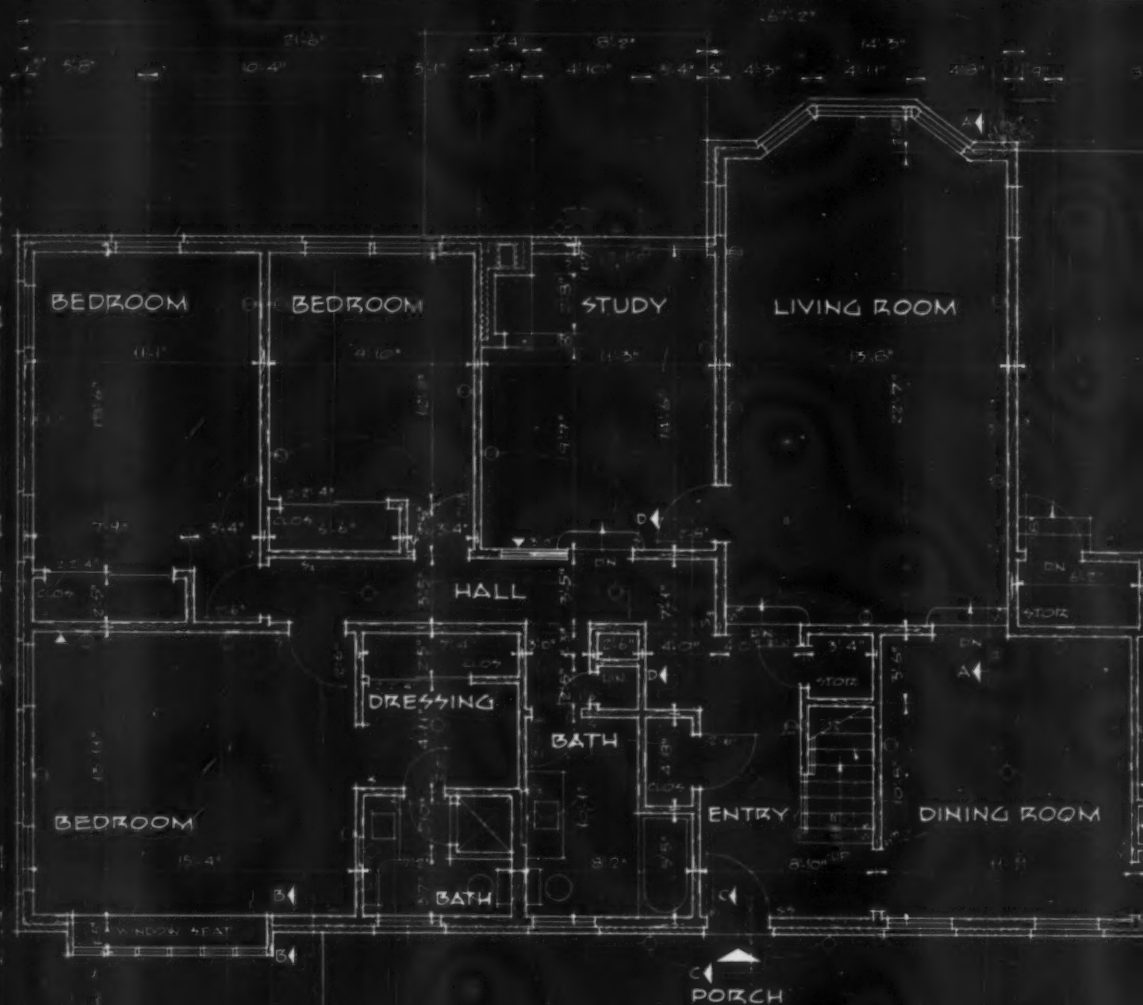
Ideas Building with Brains

The Monticello offers optional living space: 825 sq. ft. on the second floor, 900 sq. ft. in the basement. By providing for future space requirements in the original plan, Cornell guarantees a house that will fill the needs of a growing family, thus minimizing possibility of ramshackle home improvements.

Ideas Building with Brains

Low overhead depends on the use of subs for everything but carpentry and general labor. Cornell gets lowest prices through combination of factors: steady volume of work, prompt payment of bills, efficient scheduling. Subs share in profits on custom extras (\$2,000 on the average, often as high as \$5,000).





CARPORT

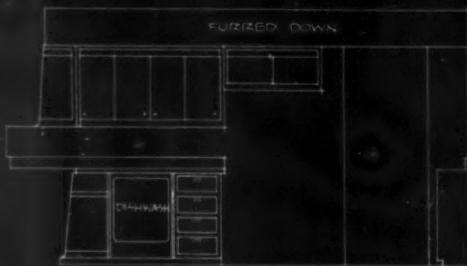


SECTION A-A
SCALE 1/8" = 1'-0"

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



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



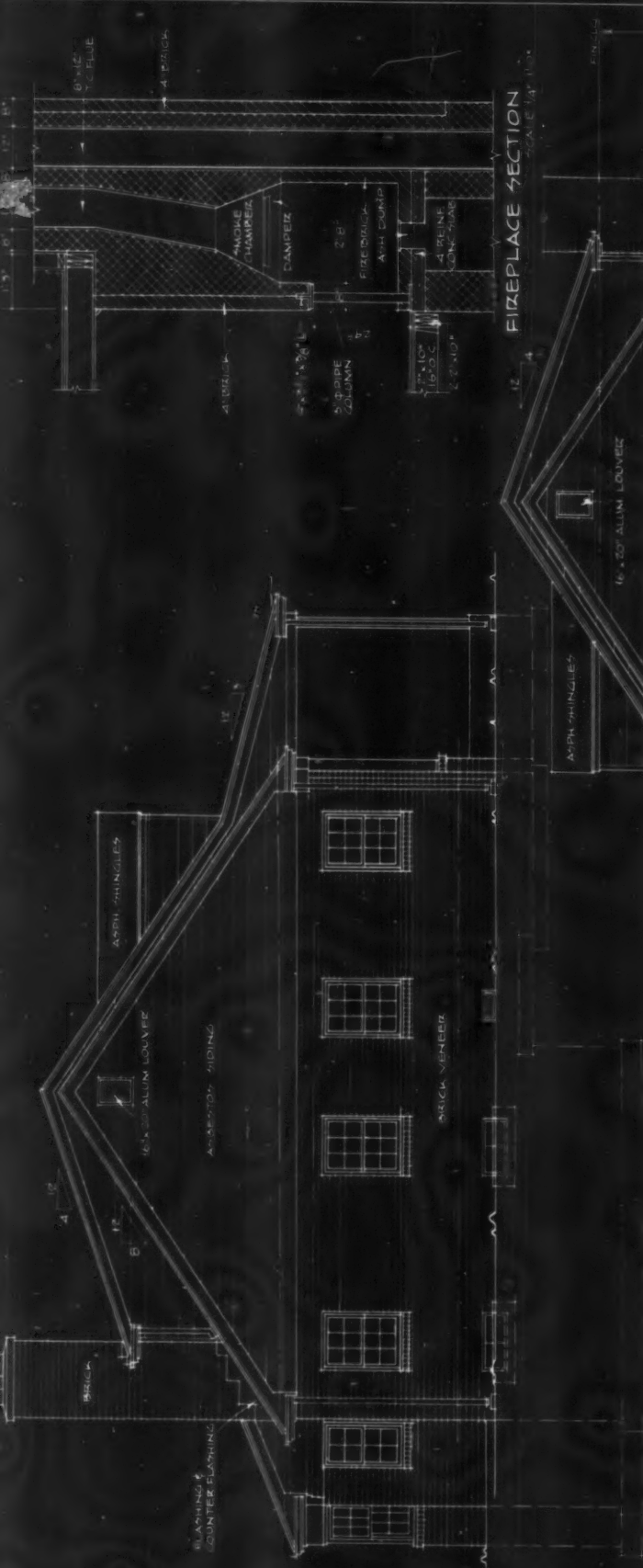


FRONT ELEVATION SCALE 1/8" = 1'-0"

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

AMERICAN BUILDER BLUEPRINT SERIES.

3-60



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

FIREPLACE SECTION - SCALE 1/4" = 1'-0"



RIGHT SIDE ELEVATION



SECTION D-D

PL

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Name

Compan

Title or

Address

City

NEXT

Over 40

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MARCI

BLUEPRINT HOUSE

OLD OUT, continued

Inside Cornell's
Wellington
Park — a look at
the operation —
the organization



WELLINGTON PARK comprises 260 homesites on about 100 acres of land. Prices range from \$23,600 to \$27,600. A month after opening, sales were running one year ahead of the builders' scheduled rate of construction.



ALL APPLIANCES shown in models at Wellington Park are included in the sales price. The Monticello kitchen features Hotpoint built-ins—range, oven, dishwasher and disposer; cabinets by Royal Woodwork Inc.

Quality products; manufacturers featured in this home

Barrett Div., Allied Chemical Corp.—side-wall sheathing	Formica Corp.—countertops
Weyerhaeuser Lumber Co.—plywood	Wel-Bilt Products Co.—garage doors
Supradur Corp. of New York—siding	Visking Co.—vapor barriers
Libbey-Owens Ford Glass Co.—glass	Bradford Corp.—hot water heater
Anson & Gikey Co.—interior, exterior doors	Lennox Industries Inc.—heating system, air conditioning
Yale Lock Hardware Div.—hardware	American-Olean Tile Co.—bathroom tile
Masonite Corp.—underflooring	Progress Mfg. Co., Inc.—lighting fixtures, ventilating fan
Kentile, Inc.—vinyl asbestos flooring	Gypsum products—all phases of plastering
Artic Corp.—roofing shingles	American-Standard, Plumbing & Heating Div.—plumbing fixtures
Owens-Corning Fiberglas Corp.—insulation	
Royal Woodwork Inc.—kitchen cabinets	

Cornell Development Co.'s building debut was a 15-unit flop. The principals—Bernie Seidman and Joe Gellman—decided that what Cornell lacked was a reputation. They set about building one, and some thousand homes later their customers will tell you what it is—building quality. Quality construction means different things to different people. In the Philadelphia-Camden area, it's synonymous with basements, plastered walls, plenty of brick, even stonework.

Meeting these demands means increasing construction costs. For instance, using plaster rather than drywall boosts costs \$300-\$350 per house, adds a week to the construction schedule. Basement walls and excavation add more time and money.

How does Cornell manage to offer these quality extras and still sell in a market where price is the final determinant of sales? "We don't jump our land prices beyond acquisition and development costs," says Seidman. "We keep our overhead down (125 units per year with the two partners, a secretary, a bookkeeper and a super). And then (tongue slightly in cheek), we try to work on a ten-per cent margin."

Blueprint list of materials for house No. 272, p. 182



SHELL OF THE RESEARCH HOUSE is shown here being closed in. Roof panel is lifted into position by a light sign-hanger's crane. Wall panels were built as two-

story-high units, were still light enough to be handled by a small crew. One aim of the house was to provide a two-story structure to be built with one-story methods.

THE COVER STORY

The NAHB Research

A preview of tomorrow's

The house shown above may well be the most important residential structure in the country. It is the fourth in a series of Research Houses that were designed and built by the Research

Institute of the NAHB.

What's most significant about the Research House is that it represents research at the builder level. Even more important than the many promising new prod-

ucts it contains are the ways in which these products are combined into an over-all pattern of construction. And as many of these products are the fruit of past research houses, so the de-

Ideas
Building with
Brains

1. The foundation: a prefabricated "slab" of foam-core



ACCURATE SILL LEVEL is necessary for proper alignment of wall panels. This device guides router, which cuts sill to right line. Bottom 2x4 is shot to foundation wall; top, or "sacrificial" sill, is nailed with aluminum nails, which router can cut. After the cut is made, top sill is spiked into place.



SAND BED 2 in. thick is struck off to receive floor panels. Sand is spread on a 4½ in. layer of fine gravel. Idea is to make slab winter-proof; only the



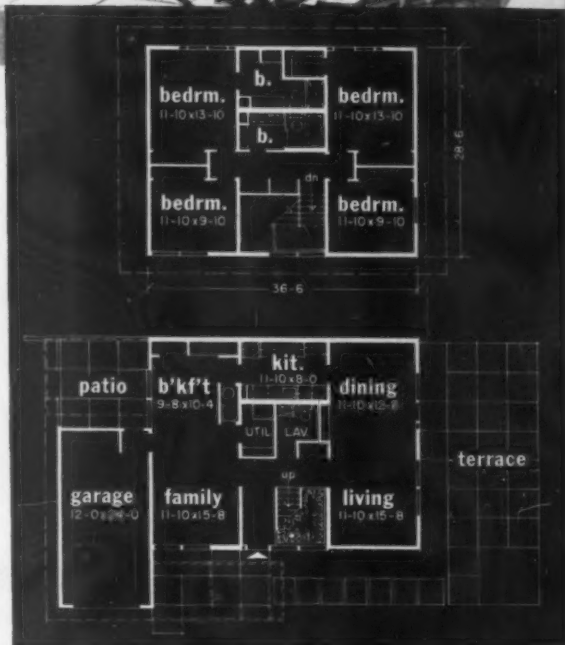
RENDERING SHOWS how the completed house will look (it's being finished as this article is written). First-floor level is on grade in the front, upper or bedroom level is on grade in the rear.

House: building ideas

mans of this house will result in the new products of tomorrow.

Built in East Lansing, Mich., the Research House is a joint project of the NAHB, and Michigan State University.

PLAN shows four bedrooms, 2,100-sq.-ft. area. Note excellent grouping of utilities.



panels that can be put down in the coldest weather



foundation need be poured in warmer weather. No heat ducts are needed below the slab, since the polystyrene foam (see right) is an excellent insulator.



POLYETHYLENE VAPOR BARRIER is spread over the leveled sand, and the "slab" is laid. Floor panels are 2-in. foamed polystyrene sandwiches, with cement-asbestos board on both sides. Unlike concrete, they can be walked on as soon as they are down. Sill at left is for inside bearing partition.



Ideas
Building with
Brains

2. The structural system: it's based on the foam-core panel



Ideas
Building with
Brains

In back: the foam-core panel goes underground

◀ **LOWER HALF** of rear wall panels will be below grade, are oversized and specially waterproofed. Where top part of panels is 3 in. thick, bottom is 5 in. thick. Both sections are faced with 1/2-in. plywood. Where the only wood on top is in connecting splines, each lower part has extra members in it to limit deflection caused by earth pressure. Vertical lines are joints, will be finished later. They mark the 4-ft. width of the panels.

Ideas
Building with
Brains

In front: brick facing is part of the panel

▶ **BRICK-LIKE FACING** used on three of the front panels can be either factory- or site-applied. Cement-asbestos board is used for panel sides instead of plywood; a coat of mortar is spread, followed by a coat of ground-up, re-constituted brick aggregate. Bond pattern is cut in with template and router. This is a stack bond; any other bond, as well as any texture or color, can be used. Entire panel may cost less than \$1 a sq. ft. in place.

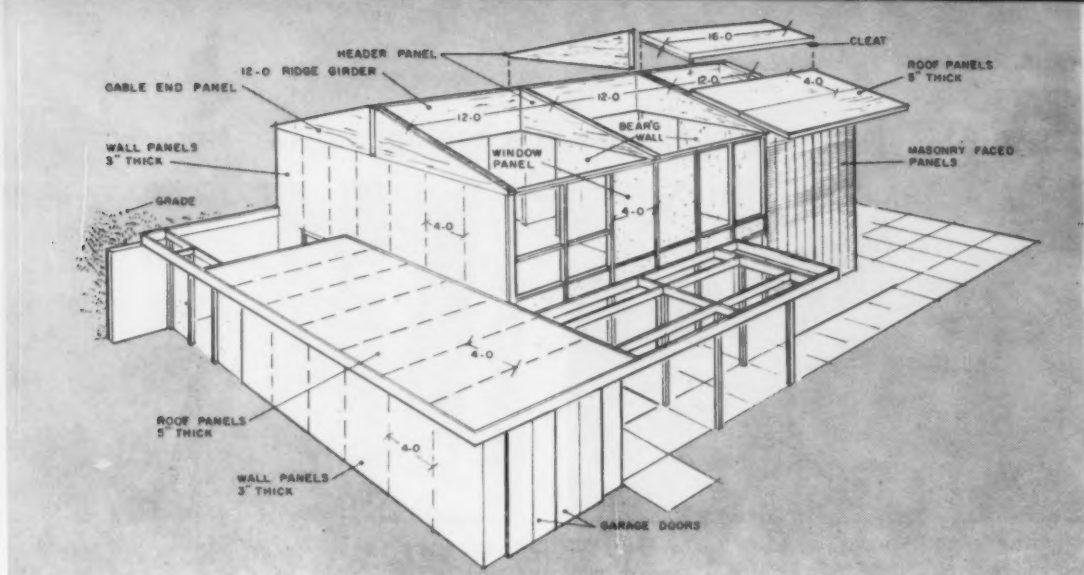


Ideas
Building with
Brains

The floor: glue-nailed, hung on ledgers

◀ **FLOOR SYSTEM** has plywood subfloor glued to 2x6 joists. Panels are 4 ft. wide, span 12 ft. White timber is a ledger lagged to the wall panels; unpainted piece above it is part of floor panel. Note hangers.





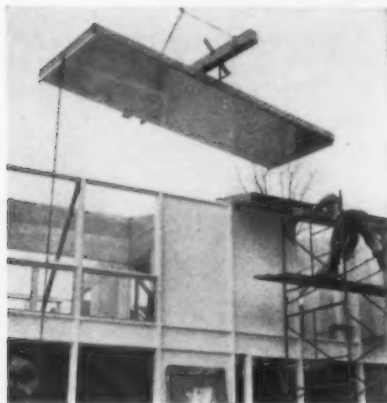
DRAWING SHOWS how the shell is built. Panels with foamed polystyrene cores are used everywhere but the second floor, which is nail-glued. House is designed in

three 12-ft. bays, with two interior bearing partitions. Photo at left shows the house at the end of the first day's work. Stud wall in the center is the plumbing wall.

Ideas
Building with
Brains

Roof girders: they also double as headers

FOAM-CORE GIRDERS like this serve as ridge tie down the center of the house. Three of them, each 12 ft. long, span the three bays. They also serve as closet headers for the two rear bedrooms, and as the upper front wall for the inside bathroom. The triangular piece in the foreground is one of the two panels for the gable end. The foam core is recessed, allowing the panel to sit down over the end-wall plate.



Ideas
Building with
Brains

Roof panels: they can span twelve feet

ROOF PANEL is swung into place. It's 12 ft. long, lies lengthwise to span one of the 12-ft. bays. Note the cleats at either end. They drop into recesses in the triangular headers and gables which top the bearing and end walls (one header is visible through a window frame). Roof panels are 5 in. thick, have foam cores and plywood sides. Aluminum-foil skin, visible on bottom, is a vapor barrier to stabilize the plywood.

Ideas
Building with
Brains

Roof finish: it's a prefinished plastic coat

ROOF COATING is textured urethane, factory applied. Joints will be taped and coated to match the rest of the roof. Small ridge panels are being set here. Note how cleats fit into the recesses in the header below.



Ideas
Building with
Brains

3. Plumbing: plastic pipe in a prefabbed, two-story wall



PREFABBED PLUMBING WALL is swung into position by crane. It's built with 2x8 studs, has a header across top, nailing strip across the middle. Plywood is for bracing during shipment, will be removed.



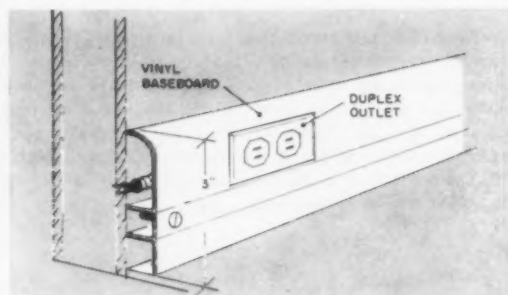
PLASTIC PIPE was used for both hot and cold water supply lines and waste pipes. Stub of stack protruding below the wall shoe fits over the piece extending above the slab to the right, will be cemented to it.

Ideas
Building with
Brains

4. Electrical: a low-cost, surface-mounted baseboard system



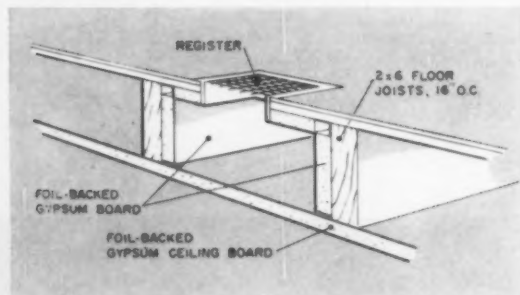
CONVENIENCE OUTLETS are surface mounted, will be covered with vinyl baseboard. Here, cable has been stapled to base of the wall, outlet tied in. Vertical runs are made in raceways premolded into the wall panels.



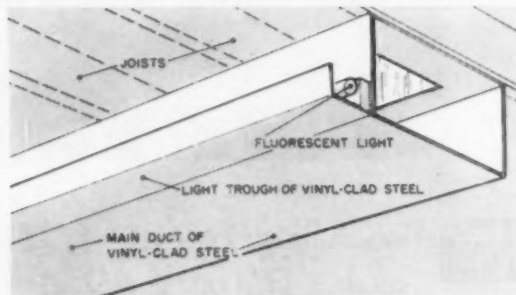
VINYL BASEBOARD has a cross section as shown. It will be installed over wiring. Special tool makes cutouts for the outlets. Note fins which keep the wire up and away from the area where baseboard fasteners will go.

Ideas
Building with
Brains

5. Heating: the floor joists become warm-air ducts

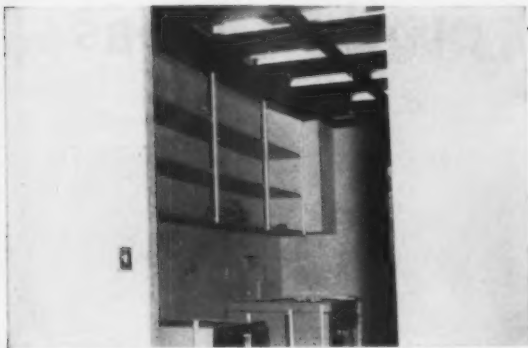


LOW-COST DUCT is made by breaking a piece of foil-backed gypsum board into a U-shape, nailing it between joists. Ceiling board, also foil-backed, will complete closure. Floor ceiling openings are cut for registers.

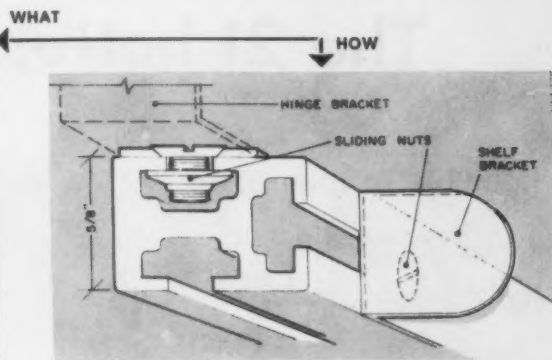


LAYOUT of duct system shows how joist ducts are fed. Main duct (made of vinyl-coated steel and left exposed) runs across house, feeds up into joist ducts through holes in ceiling. All ducts are at second-floor level.

6. Kitchen cabinets: a simple hardware system

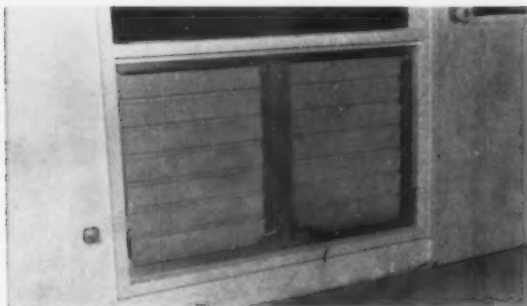


ALUMINUM EXTRUSIONS, shown here attached to front of cabinet shelves, are key to cabinet system. Extrusions are hung, shelves placed, then doors hung on extrusions. Doors will be plywood bow doors (see p. 98).



ATTACHMENTS to extrusions are made like this: slot in back holds nut and bolt for L-bracket on which shelf rests. Slots on side carry door hinge brackets in the same way. Nuts slide in slots, are infinitely adjustable.

7. Windows: light and ventilation are separate



TWO FUNCTIONS of the windows in the Research House are kept separate. Glass (above) allows light to enter. Louvers (below) are for ventilation. Specially tinted glass in west windows cuts heat gain.



SECOND TYPE of louver is used for ventilation beside full-length windows and doors. Outside louvers are fixed. Double-hung insulated panels (not yet installed) will operate on the inside to open and close the area.

And these ideas made news too

Flooring: ceramic tiles set in 9x9 rubber floor tiles, about \$1 a sq. ft. installed (page 120). Also a 1/8-in. oak-strip floor set in mastic.

Interior finishes: a two-coat, one-day gypsum finish which goes on over low-grade wallboard, requires no taping, has enormous strength. It should be available this summer, have integral color added sometime later.

Garage doors: a simple bi-fold system, with overhead screw-on sliding hardware.

Shower stall: a one-piece molded

fiberglass unit which is unusually attractive, half the cost of a conventional tile stall.

Ventilating system: three blowers handle five rooms, exhaust through a single roof housing.

Closet hardware: a steel apron which serves both as a clothes pole and a shelf stiffener, permits long unsupported shelf spans. (See page 131.)

Door: a new, inexpensive plywood bow door system (see page 98).

Intercom system: a stereophonic

hi-fi radio, record player and intercom with outlets in all major rooms and on the terrace.

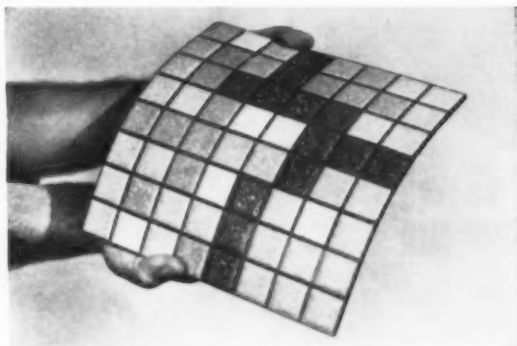
Exterior finishes: a textured urethane plastic coating that's factory-applied to the roof panels, and a Hypalon coating for the walls. Both are tough and attractive.

Kitchen range: a built-in unit which combines both counter range and oven. It also has a built-in electric sub-panel from which other appliances and outlets can run without having to return to the main distribution box.

(Continued on page 195)

The 21 hottest product ideas

From floor tile to foam core panels... ideas—little and big—to help you build better. Direct from 1960 Product Show.



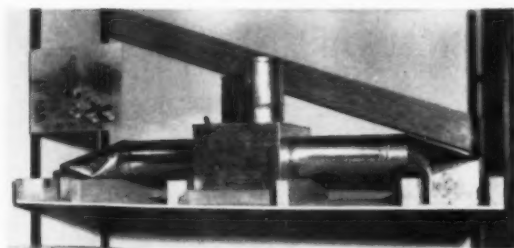
Ideas
Building with
Brains

NOW . . . A CERAMIC TILE cushioned in a rubber grid. From U.S. Ceramic Tile Co. (No. M5, p. 133). Saves installation time and costs because it can be installed like rubber tile. Wears indefinitely.

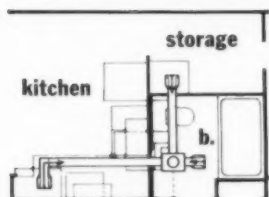


Ideas
Building with
Brains

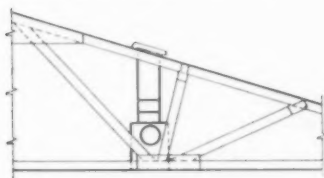
THREE IDEAS in one. St. Charles shows a deep-drawer appliance cabinet with sliding shelves. (No. M1, p. 133). Control center in corner is Sunbeam's (No. M2, p. 133); intercom from Talk-a-Phone. (No. M3, p. 133).



WHAT



HOW



HOW

Ideas
Building with
Brains

CENTRAL VENTING SYSTEM . . . covers three rooms, fits any floor plan, installs in about 1½ hrs. Photo shows Central-vent unit with ducts connecting to it from two rooms, third duct leading to roof cap. Installation drawings show three-room venting plan, cutaway of duct system to roof. Lau Blower. (No. M6, p. 133).



Ideas
Building with
Brains

NEW LOOK in telephones . . . from Bell Telephone. Phone not only looks like the latest thing, it is. Unit saves space too. (Circle No. M4, p. 133).

... from the NAHB show



Ideas
Building with
Brains

WALL, FLOOR panels of white cement and Japanese pebbles. Portland Cement. (No. M7, p. 133).



Ideas
Building with
Brains

IN PLASTIC . . . ventilators that will fit glass block modules exactly. Plyco. (No. M8, p. 133).



Ideas
Building with
Brains

SURFACE-MOUNTED hardware . . . this time for bi-fold doors. From Stanley. (No. M9, p. 133).



Ideas
Building with
Brains

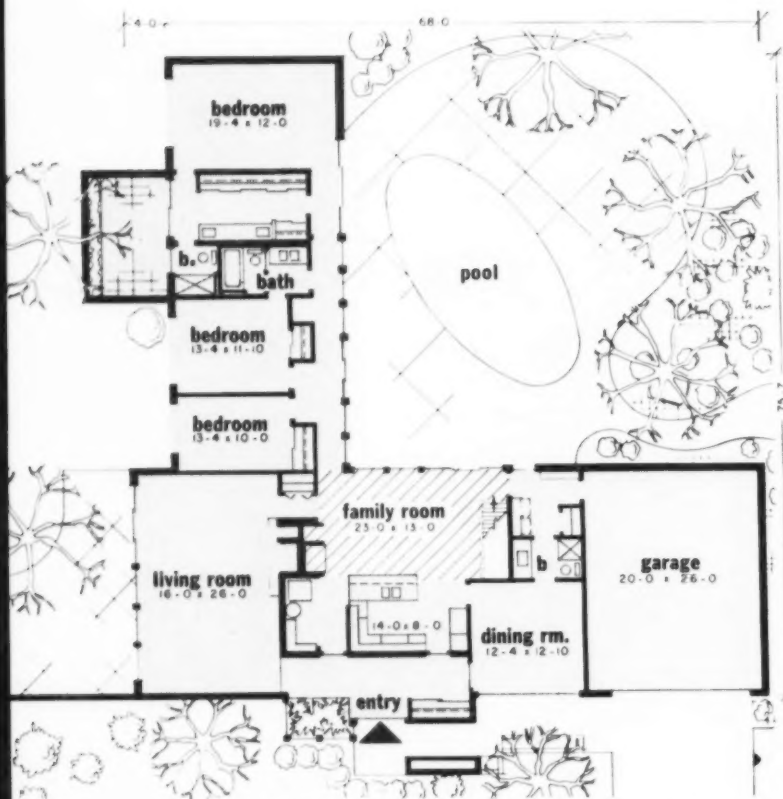
SCREENS, Twindow insulating panes, simple styling. In Pittsburgh's new Pitcco doors. (M10, p. 133).



Ideas
Building with
Brains

MODERN, eye-catching and practical. Colored metal strips hung on aluminum hanger strip. For breezeways, space dividers, screening. Howard Miller Clock Co. (No. M11, p. 133).

Build around a family room



FOCAL POINT of Mark '60 plan is kitchen-family room. Traffic is channeled into the area to encourage maximum use of facilities, and to insulate sleeping and formal-entertainment areas from every day wear and tear. "L" design separates patios from pool area.



FRONT ELEVATION is designed for maximum visual impact—doesn't fall short of the mark. Scholz relies on his Mark series to promote his reputation as a quality "custom" prefabricator. Heavy magazine promotion has achieved his aim of national distribution for Scholz Homes, Inc.

Well thought-out design is the common denominator for the entire line of Scholz Homes—a group ranging in price from \$12-\$60,000. The Mark '60 (\$40-\$60,000, depending on land values, construction costs, extras, etc.) is the latest in a series designed to lend the custom touch to a prefabricated product.

The home is outstanding in several respects: separation of private and family areas, balance between open and closed planning, handling of room-to-room circulation.

Ideas Building with Brains

Scholz depends on open planning in the use of large expanses of glass, island counters, integration of indoor-outdoor living areas, and the absence of higher-than-eye-level partitions to create space in the kitchen-family room (photo, top right). It emerges a wide-open area intended for wide-open use—living, dining, entertaining, lounging, cooking, pool-dressing. By definition, the room is intended for heavy use, and Scholz took pains to place it in the path of maximum traffic. Traffic is directed down a central corridor which passes through the family room—only room subjected to thru-traffic.

Ideas Building with Brains

Scholz avoids open planning's prime pitfall—the tendency of open areas to have a bare, gymnasium-like quality—mainly through two devices: exposed beams, which tie the area together and which give the visual impression of a lower ceiling; and plenty of warm-toned brick and wood paneling; which offset the extensive use of glass (photo, right).

The living room is an example of this home's blend of open and closed planning. It's isolated from traffic by being placed to one side of the corridor.



USING NATURAL

C O L O R





CALSI-CRETE PANELS are set up to form one wall of a house. Drawings show how they are joined and trimmed.

Ideas
Building with
Brains

Lightweight concrete panels cut

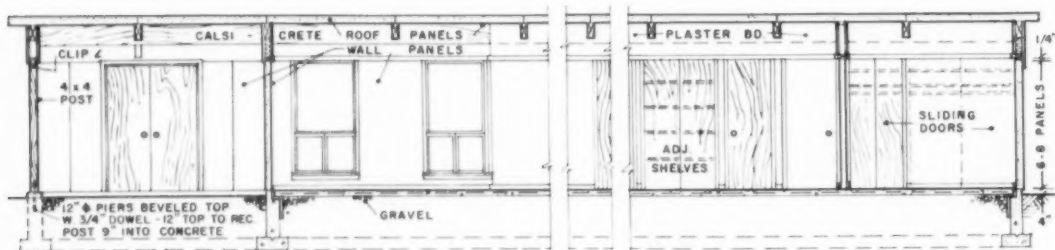


The panels being erected above are the newest thing in masonry construction. They are made of Calsi-crete, a lightweight, autoclaved concrete. The new material has been used in past years primarily as commercial roof decking; but a Chicago company, called CMC Homes,

has been set up to provide builders with complete house shells of Calsi-crete panels.

The panels are all of the same width—20 in. Thickness is either 3½ or 4 in., height 6 ft. 8 in. or 8 ft. The U-factor is about .16. Calsi-crete can be sawed with a carbide blade, will take nails. Panels are made in St. Louis, Mo., can be shipped east to Philadelphia, west to Denver, north to the Canadian border.

◀ **ROOF PANELS** are laid lengthwise across the house. Their joints are waterproofed with mastic.

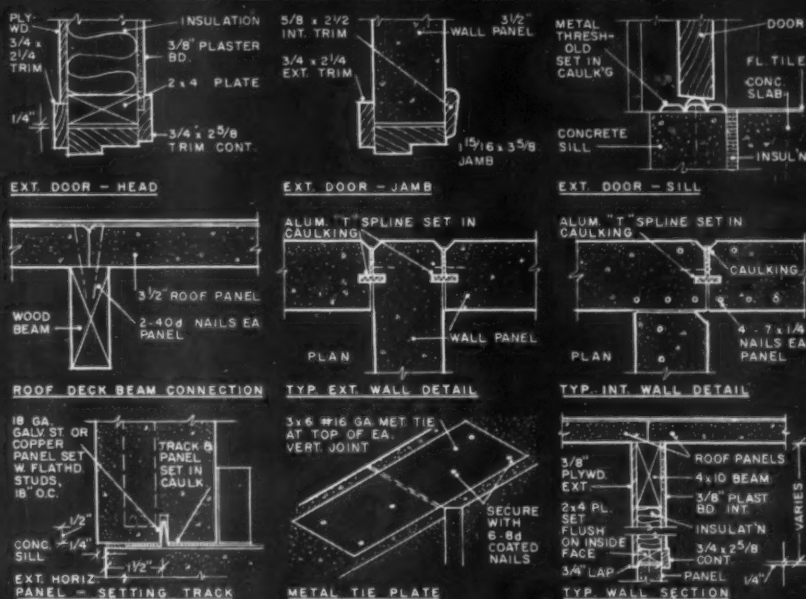


SECTION DRAWING shows simplicity of the Calsi-crete shell. Windows and doors are designed to fit the 20" basic module of the panels. Roof beams are set 6'8" o.c. to support shorter panels used on roof. In-place cost of

wall panels is about \$1.25 a sq. ft. in the Chicago area. This is less than brick, but more than concrete block. However Calsi-crete panels go up faster, and, since they need no mortar, can be set in cold weather.



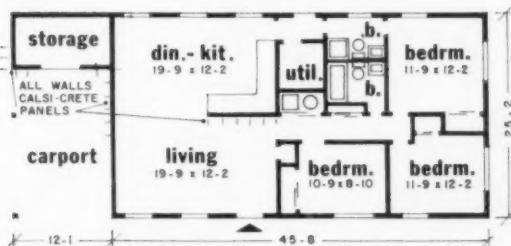
Assembly details for the Calsi-crete panels



WHAT ↑

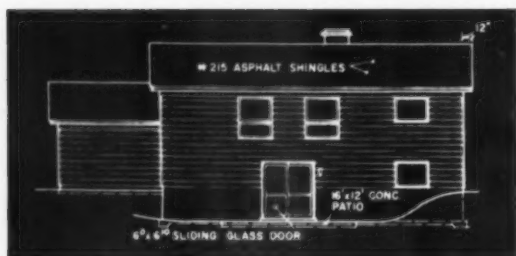
↑ HOW

on-site construction costs

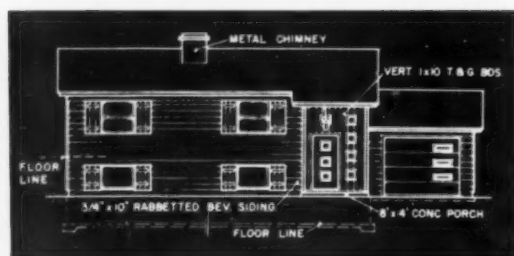


COMPLETED SHELL is shown in photo at top, finished house at bottom. This model has 1,193 sq. ft. of living area, plus 230 sq. ft. carport. Three men require from one and a half to two days to erect the shell, including unload-

ing from the trailers, setting sill tracks, erecting wall panels, installing plates and lintels, erecting all roof panels, and caulking all joints. In the Chicago area, all this adds up to approximately \$400 in labor costs.



FRONT ELEVATION



REAR ELEVATION



Ideas
Building with
Brains

Two-story house goes

Builder Andy Place designed this house to allow low-cost future expansion. But the expansion space has proved so economical that 90% of his buyers take it already finished.

The two-level house shown above has been a pleasant surprise to its builder, Andy Place of South Bend, Ind. Originally, Place intended the half-underground lower level to be unfinished expansion area.

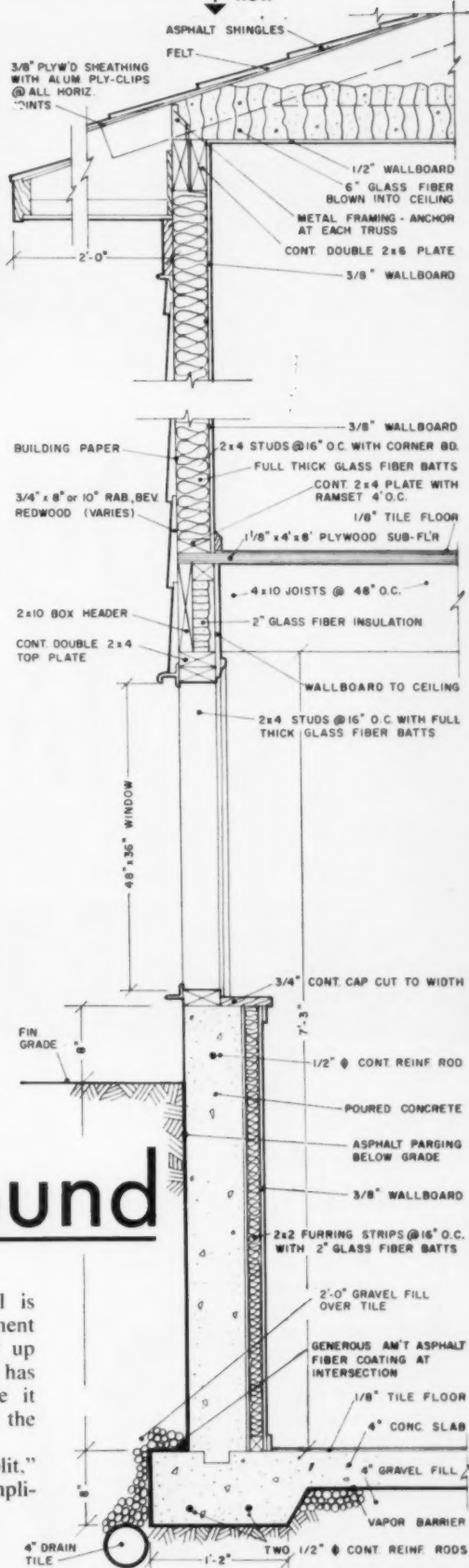
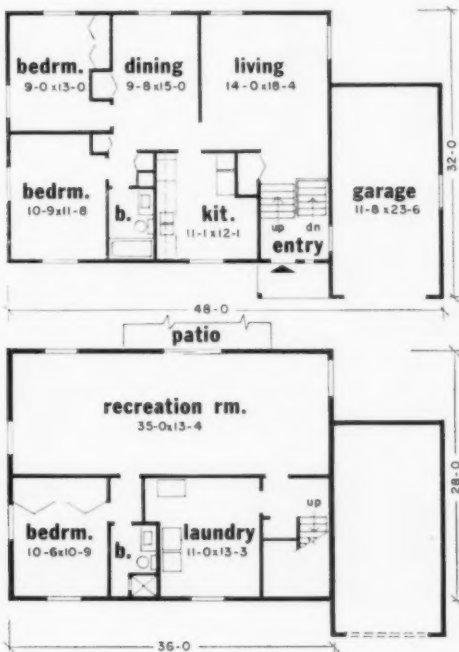
"But," he says, "most of our buyers have ordered the lower level completely finished."

WHAT

HOW



FRONT ENTRANCE (left) is between levels. In rear (above) grade is dropped to the lower level. Details of the exterior wall are shown at right.



partly underground

The reason is obvious. With the lower level incomplete, the house sells for \$17,150. Completed, the price is \$19,100; and the buyer gets three or four bedrooms, two baths, and a big playroom. The price of \$9 a square foot includes land, garage, patio, oven, range, and disposer.

Design is responsible for the

low cost. The bottom level is fundamentally low-cost basement space. By pulling it halfway up out of the ground, Place has given it lots of light, made it pleasant to live in, still kept the house attractive looking.

"It has the space of the split," says Place, "without the complications of extra levels."

To help you sell more homes in '60 CELOTEX LAUNCHES...

YOUR HOME COMES FIRST

If it's "by CELOTEX" you get QUALITY... plus!

Prospects know that reassuring phrase "by CELOTEX" indicates top quality construction throughout. So familiar to millions because they've seen it in national advertising for over a third of a century, the dependable name "CELOTEX" is noticed, recognized and respected by people everywhere. It does a double job: helps you build better for less... helps you sell more, easier. Put the built-in selling power of this pre-sold name to work for you. When you order from your lumber and building materials dealer... when you sell... be sure to say, "by CELOTEX." It pays!



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TRIPLE-SEALED® ASPHALT SHINGLES. Color-harmonized. Complete line includes strip shingles and other styles in standard weights, new square-tab wind-resistant Celo-Lok® and self-sealing Celo-Seal® shingles.



CELO-ROK® PLASTERS AND LATH. Base and finish-coat gypsum plasters, "tailor-made" to assure proper setting qualities for your area. Plain, perforated, foil-backed or long-length gypsum lath.



CELO-ROK® GYPSUM WALLBOARDS. High-purity gypsum deposits plus rigid quality control in manufacture insure uniformly superior wallboard products. Also a complete line of joint finishing products.

A NATIONAL PROGRAM

to encourage spending for First Things First!

"YOUR HOME COMES FIRST!"

These four decision-making words are the theme of a great Celotex-sponsored crusade to meet the challenge of other industries for consumer dollars that should be spent for housing. Join with Celotex in making "Your Home Comes First" the BUY-words of The '60's!

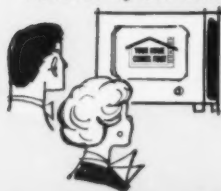
A MOVIE FOR THE INDUSTRY

you'll want to see! Produced by Celotex with the cooperation of National Association of Home Builders... National Retail Lumber Dealers Association... and other industry associations... "TODAY'S HOMES" is a movie to help our industry get its rightful share of what consumers will spend in 1960. Available for local showing to NAHB chapters and, through members, to civic groups.



MILLIONS OF TV WATCHERS

will see this program—"TODAY'S HOMES: A Special Report," narrated by the noted news commentator, John Cameron Swayze. This non-commercial sound-motion picture sells the advantages of home ownership and the benefits of quality materials and workmanship. It has been made available to all TV stations.



Carl T. Mitnick, retiring president of NAHB, says, "This is another instance of industry cooperation with the home builders of the United States in helping to build better homes and provide better housing for all of our people. We are tremendously grateful for the assistance given by such firms as The Celotex Corporation in taking the housing message to all Americans."

BIG ADVERTISING CAMPAIGN

in leading magazines! The families that will do most to raise consumer spending by \$14 billion in 1960, over 1959, are among the readers of the leading national magazines scheduled to carry a series of Celotex ads that will sell this money-moving idea: YOUR HOME COMES FIRST. Better Homes & Gardens, Saturday Evening Post, Life, Living for Young Homemakers, American Home, House Beautiful.



YOU CAN GET THIS SYMBOL

free, for your own ads! Drop-in mats of this thought-provoking symbol are available through your Celotex representatives now... or just write The Celotex Corporation, Chicago 3, Ill. To get full benefit from this broad national program, use this symbol. Widely displayed by lumber dealers, its selling power increases with use.



INSULATING ROOF SLABS. Roof deck, insulation, finished ceiling—all in one product. With or without built-in vapor barrier and vapor-seal at all joints. Ideal for exposed-beam construction. New sound-quieting *Fissured* and *Linen White*.



INSULATING SHEATHING. Industry's most complete line, including famous Double-Waterproofed and new **STRONG-WALL*** for direct nailing of shingles... plus famous **Life-of-Building Guarantee.** A type for every purpose, every budget.



HARDBOARD SIDINGS. Beautiful, durable, easy to paint. Channel-Lap* applies with aluminum channels; factory primed; invisibly fastened; self-ventilating. **Verti-Groove*** and **Rib-Line** offer vertical plank effects. **Textbord*** striated panels or shingles.



FLEXCELL* EXPANSION JOINT. Asphalt impregnated fiber board. Non-extruding, resilient. Pre-cut strips. For use wherever concrete meets concrete. Also for perimeter insulation of slabs at grade; sill sealer; plate sealer. Variety of thicknesses.



MINERAL WOOL BLANKETS. Preferred ceiling and wall insulation. Spun-Process manufactured for lighter weight, extra resiliency. Built-in vapor barrier. Reflective and regular types. Full, medium and utility thicknesses.



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SELL DEPENDABILITY

72001 2

Dexter's automatic door tests dependability of Dexter locks.

Byron Knob
No. 28 Diamond
Escutcheon

Dexter's dependability is proven by continuous testing — and even more significantly by the millions of Dexter Lifetime locks giving dependable service throughout the world.

This dependability is made possible by Dexter's close attention to proper mechanical design, careful craftsmanship and quality materials in every Dexter Lifetime lock.

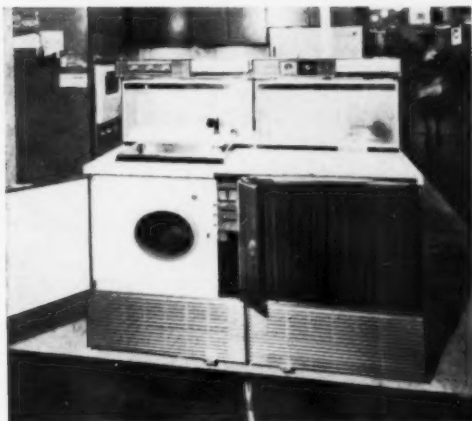
DEXLOCK
by **DEXTER**

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

21 HOTTEST PRODUCT IDEAS, continued



Ideas
Building with
Brains

AHEAD . . . Washer & Dryer from Westinghouse. They'll have panel covers, front controls, shallow sink.



Ideas
Building with
Brains

ROOF PANELS of 3" UniCrest and expanded polystyrene insulation. Panel is from United Cork Co. (No. M12, p. 133)



Ideas
Building with
Brains

PATIO FROM GARAGE . . . Raynor Mfg.'s Garage-Aire (No. M13, p. 133). Includes two screen sets, second garage door in rear.



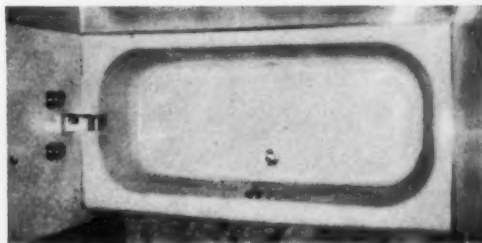
Ideas
Building with
Brains

ALL-OVER-THE-SHOW feature: new extra-thin drop-in range tops. This one is from Philco. (No. M14, p. 133)



Ideas
Building with
Brains

HERE'S A CLOTHES HANGER bar that also reinforces shelf, finishes shelf edge. American Steel Door Co. (M15, p. 133)



Ideas
Building with
Brains

CENTER-DRAIN TUB is from Alliance-Ware (No. M16, p. 133). One style fits every room. Wainscoting snaps into place.

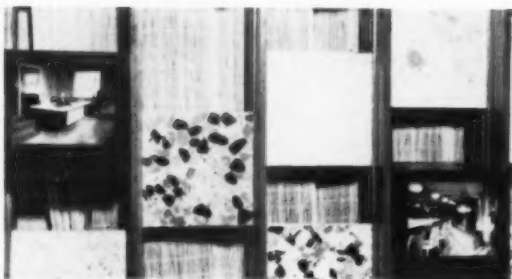
21 HOTTEST PRODUCT IDEAS, continued



Ideas
Building with
Brains

SEMI-CIRCULAR KITCHEN idea came from *Living for Young Homemakers*. Biggest hit of the kitchen were the wall-hung Nevamar Carefree

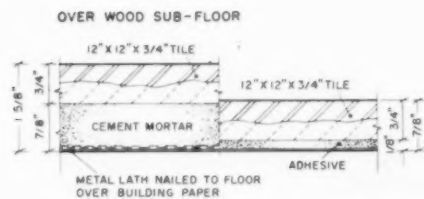
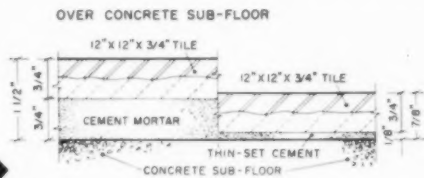
kitchen cabinets. They were placed at waist height (see photo) for easier working. Height also does away with stretching or climbing. (No. M17, p. 133)



Ideas
Building with
Brains

FOR HOMES, for floors or walls . . . Boïardi's Pavé Tile (No. M18, p. 133). Striking, durable, of compressed cement and marble.

WHAT
↔
HOW

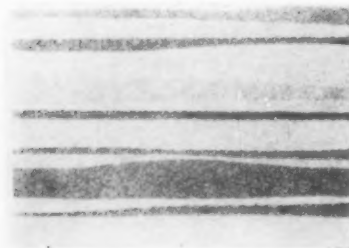


Ideas
Building with
Brains

ELECTRIC HEATING . . . the latest from York Corp. (No. M19, p. 133). System will fit floor, wall or ceiling distribution, gives individual room comfort. Has low-voltage control system.

Ideas
Building with
Brains

PATTERNS in plastic. G.E.'s Texolite laminate now in "Ruban Mist." (No. M20, p. 133)



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American Builder Reader Service

MARCH 1960 ★★

SHOW STORY	M19	M37
	M20	M38
		M39
M1	NEW PRODUCTS	M40
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M12	M30	M51
M13	M31	M52
M14	M32	M53
M15	M33	CATALOGS
M16	M34	
M17	M35	M54
M18	M36	M55

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Signature _____

M56	M62	M68	M74	M80	M86
M57	M63	M69	M75	M81	
M58	M64	M70	M76	M82	WESTERN
M59	M65	M71	M77	M83	M87-W
M60	M66	M72	M78	M84	M88-W
M61	M67	M73	M79	M85	M89-W

American Builder Reader Service

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M6	M24	M45
M7	M25	M46
M8	M26	M47
M9	M27	M48
M10	M28	M49
M11	M29	M50
M12	M30	M51
M13	M31	M52
M14	M32	M53
M15	M33	CATALOGS
M16	M34	
M17	M35	M54
M18	M36	M55

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STREET _____

CITY _____

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| <input type="checkbox"/> Sub-Contractor or Building Trades | <input type="checkbox"/> Engineering | <input type="checkbox"/> Realty |
| <input type="checkbox"/> Building or Planning Own Home | <input type="checkbox"/> Manufacturer or Producer | <input type="checkbox"/> Organization |
| | <input type="checkbox"/> Distributor | <input type="checkbox"/> Government |
| | | <input type="checkbox"/> Student or Teacher |

Signature _____

M56	M62	M68	M74	M80	M86
M57	M63	M69	M75	M81	
M58	M64	M70	M76	M82	WESTERN
M59	M65	M71	M77	M83	M87-W
M60	M66	M72	M78	M84	M88-W
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HARDWICK BUILT-IN

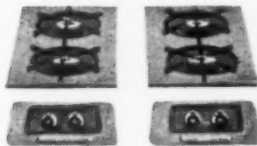
GAS RANGES



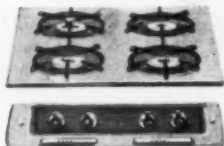
COUNTER UNITS AVAILABLE IN
Brushed Chrome or Coppertone



Drop-In Unit



Divided Unit



Cluster Unit

*Dazzling Decorator-Design,
Six Sparkling Fashion Colors!*
Yellow • Pink • Turquoise • Coppertone
Brushed Chrome • White

Hardwick offers three styles of surface units for maximum flexibility in price and kitchen design. A new, economical Drop-In Unit has controls on the cooking surface, necessitating only one cabinet cut-out. A Divided Unit consists of two, high-speed burners. Two or more of these can be installed. The Cluster Unit, with four, high-speed burners, has control panels in front and is used alone or with Divided Units.

No other manufacturer offers anything like the Hardwick two-oven installation. One oven features the famous Hardwick EquaFlo burner for perfect balanced-heat baking and broiling. The other has MicroRay, the sensational ceramic burner, with the thermostatically-controlled rotisserie. This unique combination speeds sales of luxury homes, such as shown in the illustration below.

FOR HOMES IN EVERY PRICE BRACKET

Hardwick, America's foremost manufacturer of gas ranges, presents a new, greatly expanded line of beautiful Built-Ins... six fashion colors, two ovens and three surface unit designs. The most complete, trouble-free, salable line ever offered. Hardwick Built-Ins accent ease and economy of installation — for budget and luxury homes.



Write for full information



Since 1879

**HARDWICK
STOVE COMPANY**

Cleveland, Tennessee

Please send me a full-color folder on the new line of Hardwick Built-In Gas Ranges.

I am a BUILDER BUILDING SUPPLIER KITCHEN SPECIALTY FIRM

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AS-3-60

YOU DON'T NEED CAT'S EYES...TO SEE IT IN THE DARK.

LEV-O-LITE[®]

ILLUMINATED HANDLE

silent mercury switch



No more fumbling in the dark . . . no more dirty walls from "switch-groping." Instead, a tiny, built-into-the-handle neon lamp that always remains bright, lasts a lifetime, and costs but a few cents a year to operate! This switch is sturdy, easy-to-install, with no moving parts to wear out, no springs to snap. Ideal wherever silence is essential . . . now popularly priced for every installation.

And . . . it's just one of the many fine, economical devices made available to everyone through the superior skills and complete resources of LEVITON!

For the complete story, write today on your letterhead.

All silent switches listed by U. L. and C. S. A.



LEVITON SILENT MERCURY SWITCH:
Fully enclosed, rated 10A., 125V. T., 5A., 250V. Ivory toggle, with illumination. Single Pole No. 5561 or Three Way No. 5563

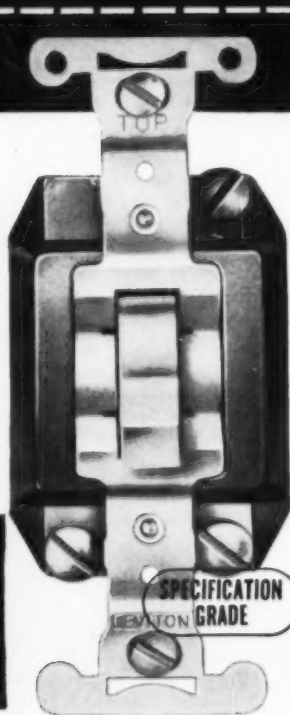
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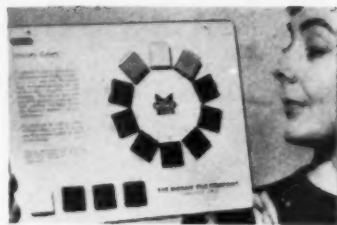
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LEVITON

NEW PRODUCTS



Punctuate with tiles

Tile, in a new range of colors, is offered for use as decorative accents in small quantities. Modular 1" x 1" units come on weatherproof body. Perfect for vertical surfaces, indoors or out. Not recommended for floors or countertops. Cherry, tangerine, lime, poppy, opal, others.—Mosaic Tile Co.

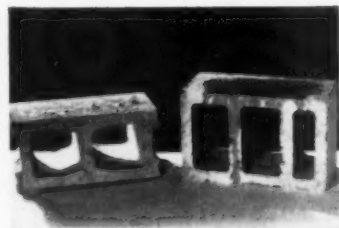
Circle No. M21 on reply card, p. 133



Goes up in one step

Micarta wall panel material is durable, easy to install as complete drywall—in one operation. The sections are 96" high, 0.55" thick. Designed for tongue-and-groove jointing on 16" centers. Priced at 72-80¢ sq. ft. Available in 11 patterns.—Micarta Div., Westinghouse Corp.

Circle No. M22 on reply card, p. 133



Improves concrete blocks

Concrete blocks and shapes shed water when mixed with Plasticizer No. 4. In addition, the new product creates better binding qualities in the aggregate, prevents hairline cracks and crumbling corners, generally upgrades quality of the blocks. Blocks are lighter-colored, smoother.—N.D.K. Laboratories.

Circle No. M23 on reply card, p. 133

You get more roofing profits with every swing of a Bostitch H4 Stapling Hammer



Why? Because applying asphalt shingles with the Bostitch H4 Stapling Hammer is as much as four times faster than with hammer and nails, giving you time to do more jobs.

It takes only six swings to fasten each strip of shingles with $\frac{3}{4}$ " galvanized staples. Roofing is faster with the H4 and staple legs spread inside roof deck for maximum holding power. Staging time is cut, too.

More and more builders are saving time and money and earning better profits with Bostitch. See your building supply dealer for a demonstration.

Other Bostitch products help you speed work, increase profit



THE BOSTITCH H5 STAPLING HAMMER

is best for fast, light tacking jobs. It's the almost "no-fatigue" way to install builder's paper, foil-type insulation and vapor barriers.



THE BOSTITCH T-5 TACKER

—the standard by which all spring tackers are compared. Operates with easy squeeze of hand. Small nose permits staple location as close as one-sixteenth inch to inside of rabbet. Cuts time on every job. Also made with heavy spring for hard-to-penetrate materials.



THE BOSTITCH H2B STAPLING HAMMER

is designed to cut costs on medium tacking or nailing jobs such as insulation, building paper, under-course shakes. Fast one-hand operation—other is free to position work. Pays for itself on a few jobs.

Profits are better and faster with



823 BRIGGS DRIVE, EAST GREENWICH, RHODE ISLAND

New AWMA "Quality Approved" Seal satisfies all FHA requirements.....

AWMA Form #19-1

OFFICIAL ALUMINUM WINDOW MANUFACTURERS ASSOCIATION SPECIFICATION CONFORMANCE TEST REPORT A.W.M.A. Specification DH-A1

Date _____

1. Report of _____ (Testing laboratory) (State) _____

2. Window manufacturer _____ (City and zone) (State) _____

3. Window Model, Series or Designation _____ (Type of balance)

Description _____ (Type and location of weatherstripping)

Other identifying features _____

Meets AWMA Requirements	
Yes	No

4. Windows Submitted and Tested _____ wide by _____ high


A Model and nominal size for air infiltration test _____ wide by _____ high

B Model and nominal size for physical load test _____ wide by _____ high

NOTE: (a) For air infiltration, window must be 2'0" x 5'0" nominal size.
(b) For physical load tests, window must be manufacturer's largest standard size, and not less than 2'8" x 5'0".
(c) Windows submitted under (a) and (b) must have corresponding members made from same extrusion.

All window members are on file of the above testing laboratory with minimum wall thickness requirements.

QUALITY APPROVED ALUMINUM WINDOW



TYPE: DH-A1 SERIES: 100
SIZE TESTED: 3'8" x 5'0" CERT. NO. 400
MANUFACTURERS NAME
CITY AND STATE

5. Performance Test Results

A Physical Load Test (Uniformly distributed load)

2.1.4.1 A Horizontal load—25 lb concentrated at center of unglazed horizontal span with 210 maximum. Span _____ inches Maximum measured deflection _____ inches Window member _____ Span _____ inches Maximum measured deflection _____ inches (permissible 1/275 of span with 094 maximum)

2.1.4.1 B Vertical load—20 lb concentrated at center (permissible 1/275 of span) Maximum measured deflection _____ inches Window member _____ Span _____ inches Maximum measured deflection of any member shall not exceed 1/175 of span

2.1.4.1 C Uniform load—10 lb per sq ft—maximum allowable deflection of any member shall not exceed 1/175 of span. Window member _____ Span _____ inches Maximum measured deflection _____ inches

B Air Infiltration Test

2.1.4.2 Static pressure equivalent to 25 miles per hour wind velocity—allowable infiltration—% cubic feet per minute per foot of crack perimeter. The sash shall have been adjusted to open or close with a force not exceeding 30 lbs, after the sash is in position.

Air infiltration _____ CFM/FT. _____

maximum operating force _____

6. Testing laboratory has window manufacturer's certification of compliance or non-compliance with requirements of paragraph _____

1.2 Material _____ on file _____

1.3 Construction _____ on file _____

1.4 Finish _____ on file _____

1.5 Protective Coating _____ on file _____

"We certify the above results were secured by testing in accordance with Rules and Regulations - Test Program and Procedures of the Aluminum Window Manufacturers Association (AWMA Bulletin No. 100) and indicate compliance with the AWMA specification DH-A1 requirements for a maximum window size of _____ wide by _____ high."

Laboratory _____

Authorized signature _____



FOR YOUR PROTECTION INSIST ON *Quality Approved*

plus Official Conformance Test Report PROTECTS YOU WHEN BUYING ALUMINUM WINDOWS

**THESE WINDOW MANUFACTURERS
ARE READY TO SUPPLY YOU WITH
ALUMINUM WINDOWS THAT MEET
ALL THE FHA REQUIREMENTS**

	Anning	Casement	Double Hung	Horizontal Sliding	Jalousie	Projected	Vertical Sliding
ADAMS ENGINEERING CO., INC. 19300 Biscayne Blvd., Miami, Fla.	*				*		
ALBRITTON ENGINEERING CORP. P.O. Box 31, Bryan, Tex.			*	*			
ALUMINUM & GLASS PRODUCTS CO. 1901 Franklin Ave., Houston 2, Tex.			*	*			
AMERICAN DURALITE CORPORATION P.O. Box 458, Loudon, Tenn.	*	*	*	*			
ARNOLD ALTEX ALUMINUM COMPANY 6721 N.W. 36th Ave., Miami, Fla.	*	*	*	*		*	
THE WILLIAM BAYLEY COMPANY 1200 Warder St., Springfield 99, Ohio						*	
CAPITOL PRODUCTS CORPORATION P.O. Box 69, Mechanicsburg, Pa.	*	*	*				
CECO STEEL PRODUCTS CORPORATION 5601 West 26th St., Chicago 50, Ill.		*	*	*		*	
CROSSLY WINDOW CORPORATION P.O. Box 47-815, Miami, Fla.	*		*				
FENESTRA INCORPORATED 8501 Hegerman St., Philadelphia 36, Pa.		*	*	*		*	
MICHAEL FLYNN MANUFACTURING CO. 700 E. Godfrey Ave., Philadelphia 24, Pa.		*	*	*		*	
MAYFAIR INDUSTRIES, INCORPORATED P.O. Box 324, Lafayette, La.	*	*	*				
MIAMI WINDOW CORPORATION P.O. Box 48-877, Miami 48, Fla.	*			*	*		
PORTERFIELD INDUSTRIES, INC. 164 N.W. 20th St., Miami 37, Fla.		*	*				
REYNOLDS METALS COMPANY Richmond 18, Va.	*	*	*	*		*	
THE F. C. RUSSELL COMPANY P.O. Box 26, Columbiana, Ohio	*	*	*	*	*	*	
TRUSCON DIVISION, Republic Steel Corp. Youngstown 1, Ohio	*	*	*	*	*	*	
VALLEY METAL PRODUCTS COMPANY Bridge St., Plainwell, Mich.	*	*				*	
W. M. PRODUCTS COMPANY P.O. Box 7592, Houston 7, Tex.			*	*			
WINDALUME CORPORATION Route 46, Kenvil, N. J.			*			*	
WISCO INCORPORATED 4015 Michigan Ave., Detroit 10, Mich.			*			*	

There's no question about aluminum windows meeting FHA requirements when the windows you choose carry this new "QUALITY APPROVED" seal. To avoid costly delays and possible disappointment look for it on every window you buy.

Every AWMA "Quality Approved" seal is backed by an Official AWMA Conformance Test Report issued by an *Approved* Testing Laboratory. This proves that the window conforms in every detail to FHA Minimum Property Standards.

Why take chances and waste time with windows of questionable quality;—windows that may meet only a few of the FHA requirements, *not all of them*;—windows that may have been tested by a testing laboratory not approved by the AWMA. To be sure, look for the "Quality Approved" seal on the window, before you buy and insist upon seeing the official Conformance Test Report.

* * *

The window manufacturers listed here have joined together in the interest of establishing and maintaining high quality standards in the production of aluminum windows. All of them are ready to supply you with "Quality Approved" aluminum windows.

Testing Laboratories Officially Approved by AWMA

Airfoil Impellers Corp., College Station, Tex. • BBB Engineering Service, Hialeah, Fla. • Robert W. Hunt Co., Chicago, Ill. • A. F. Janes Testing Laboratory, Santa Barbara, Calif. • Univ. of Miami Housing Research Laboratory, Coral Gables, Fla. • Pittsburgh Testing Laboratory, Pittsburgh, Pa. • U.S. Testing Co., Hoboken, N. J.

ALUMINUM WINDOW MANUFACTURERS ASSOCIATION

630 Third Avenue, New York 17, New York

ALUMINUM WINDOWS



It looks like a good investment... but what will the heating cost?

These brilliantly lighted windows, bright proof of occupancy, *could* spell plenty of extra cost for heating or air conditioning.

To avoid it, informed architects specify windows with Schlegel weatherstripping — and heating contractors recommend them. Here's how this dense pile weatherstripping helps keep the cost of weather low.

Positive seal. Schlegel woven wool fibre forms a cushiony barrier the prowling winds can't wiggle through. Dust can't sift in or conditioned air seep out. It's Dow-Corning silicone treated, for positive protection against moisture leakage. Because it's wool, it won't swell, bind, or crack.

Permanent protection. Schlegel Woven Pile Weatherstripping *lasts*. First installations, well over twenty years old, still protect like new. It's designed to last as long as the unit it is used in.

No other material—metal, felt, rubber, or plastic—gives you so many advantages. For a comprehensive list of manufacturers using Schlegel weatherstripping, write for our booklet, "Your Guide to Windows, Doors, Screens."

For protection that's *silent, smooth, and sure*



WOVEN PILE WEATHERSTRIPPING

Schlegel Manufacturing Company, P. O. Box 197, Rochester 1, N. Y.

In Canada: Oakville, Ontario

NEW PRODUCTS



Gives a luxury look

New laminated plastic is called "Tidestone." Has appearance of beach pebbles, polished flat, and set in neutral background. Gives walls, counters, room-dividers, mantles a custom look. Provides practical beauty and is easy to maintain. Color tones are tan, brown, olive.—Formica Corp.

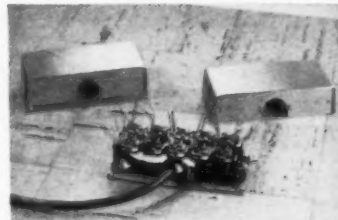
Circle No. M24 on reply card, p. 133



Drill has dual capacity

A flick of a switch changes the speed of this new Shopmate portable drill. High speed for Masonite, plastics, wood. High torque, low speed for concrete and cement. Small chuck offset enables operator to drill close to corners. Five-amp. motor, weight 6¼ lbs.—Portable Electric Tools, Inc.

Circle No. M25 on reply card, p. 133



Outlet holds 6 blocks

Telephone outlet easily holds six connection blocks and can take up to ten. It has extra-large wiring space and is designed for under-floor wiring systems. Unit is only 3" x 9½" x 4⅝". A 7E buzzer can be mounted on the bottom plate of the aluminum housing.—General Electric Co.

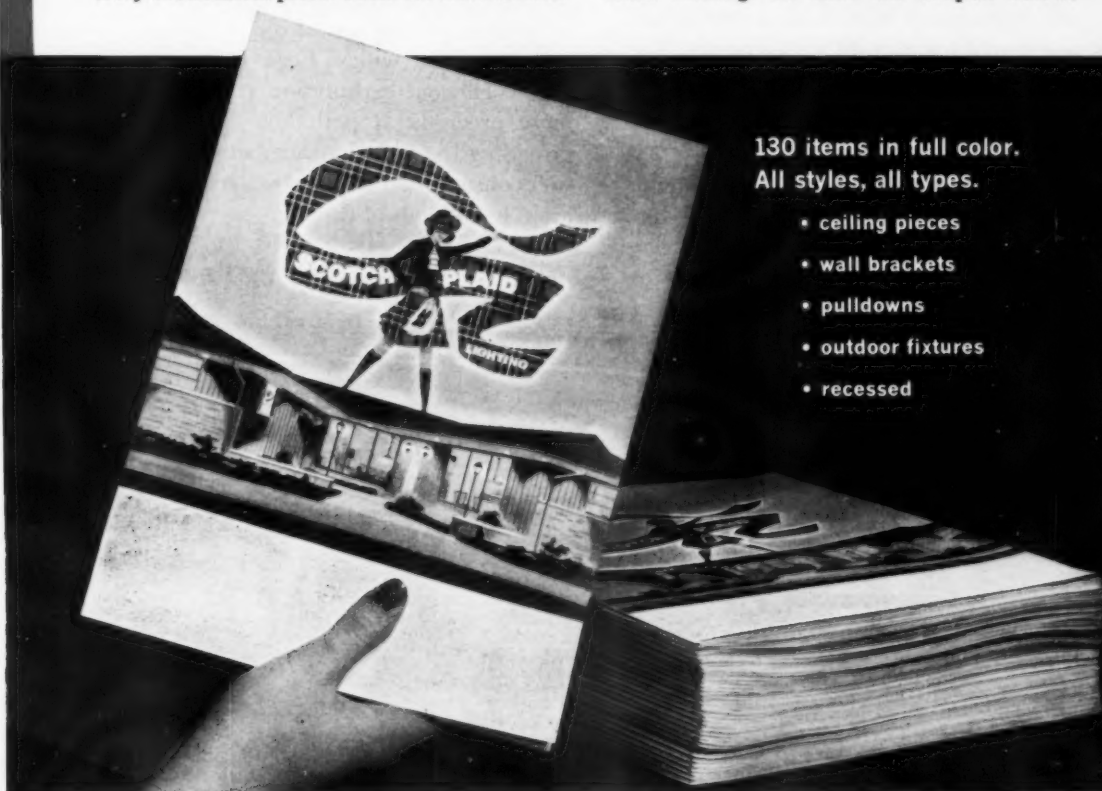
Circle No. M26 on reply card, p. 133

virден Presents the **NEW** line of
SCOTCH PLAID LIGHTING

Beauty PLUS Economy...

From Virден, famous for quality, comes a new and separate line of lighting fixtures. Called Scotch Plaid Lighting, here is beauty in design, excellence in workmanship, at a truly economical price! Ideal for tract homes

or low-cost housing. Excellent for remodeling, wherever you want high-style at budget prices. See the new Scotch Plaid Lighting line at your nearby Virден distributor. Ask him for your copy of our new, free, full-color catalog. Or mail the coupon below.



130 items in full color.
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 Plaid Catalog SP-160.



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Again in '60
FORD PICKUPS beat all leading
New and certified proof that Ford

Ford Six delivers 13.1% better gas mileage in second running of Economy Showdown U.S.A., conducted by America's leading independent automotive research organization. Standard 1960 ½-ton pickups of the five leading makes were purchased from dealers just as you would and tested for over-all gas economy. The trucks were run both empty and loaded, over flat terrain and hills, at low and high speeds, and under city traffic and retail delivery conditions.

Certified results show the Ford Six won *every* test—with marked superiority in the tests covering city traffic and retail delivery conditions. The combined Ford advantage for all the tests was

13.1% more mpg over the average of all the other makes tested. In fact, the Ford Six beat one competitive pickup by a whopping 27%.

The 1960 Fords not only deliver the best gas mileage of the leading makes — but they do it without sacrificing any of the performance characteristics for which Ford is famous, Ford's highly efficient carburetion system meters fuel more precisely at both low and high speeds, providing the right balance between power and fuel consumption for the best economy of operation in all kinds of driving.

And that's not all . . .



makes in Gasoline Economy!

Trucks give you greatest gas savings

Ford gives twice the tire life with proven truck-type front suspension. Ford's solid front axle and leaf spring suspension system maintain constant front wheel alignment better than the "soft-type" independent suspension used on some 1960 trucks. Certified results of tests conducted to determine the tire wear of equally loaded trucks with the two types of suspension showed that, under average operating conditions, the independent suspension wears out front tires twice as fast. And the difference in tire wear can save you as much as \$300 over the life of a pickup.

Ford is priced below all other leading makes!* New 1960 Ford ½-tonners are priced

from \$33 to \$181 below those of leading competitive makes. Two Tone paint, power steering, wrap-around rear window plus many other desirable options also cost you less in a Ford. And, if you need a larger pickup a check of the suggested list prices will show Ford's prices for ¾- and 1-tonners to be the lowest of them all.

Ford offers Certified Proof! 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!*

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



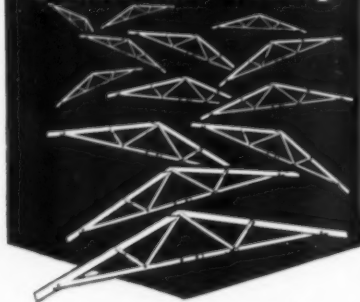
FORD TRUCKS COST LESS

LESS TO BUY . . . LESS TO RUN . . . BUILT TO LAST LONGER, TOO!

3 MILLION

ROOF TRUSSES

Can't be wrong

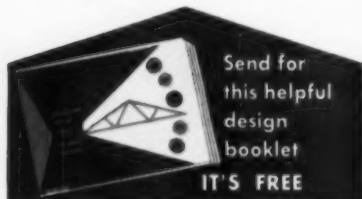


... for time proven performance, there's no equal to TECO Trussed Rafters built with

TECO WEDGE-FIT Split Rings



- 1 No metal or plywood gusset plates needed. No nailing. One TECO ring equals 30 ten penny nails.
- 2 No expensive presses or assembly jigs required. TECO rings automatically align truss members.
- 3 No gluing or time consuming curing. Trusses can be shop or job fabricated.
- 4 Easy Shipping. Save up to 30% in shipping space by shipping trusses knocked down or folded.



TIMBER ENGINEERING COMPANY

1319 18th Street, N.W., Washington 6, D. C.

Please send me free copy of your booklet "Design and Use of Teco Trussed Rafters."

Name _____
 Firm _____
 Street _____
 City _____ Zone _____ State _____

AB-602

NEW PRODUCTS



Lavatory top in one piece

A one-piece lavatory in 24" or 36" top-and-bowl design. Constructed of cast iron and finished with triple-thick porcelain enamel. It's chip-proof and acid-resistant. Unit is rimless, without seams or joints. Available in black, white and most decorator colors.—Aetna Porcelain Enameling Co.

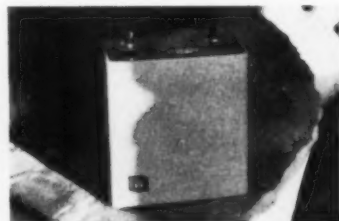
Circle No. M27 on reply card, p. 133



Siding has ceramic finish

"Ceramo" clapboard siding is striated with ceramic finish. Can be washed with detergents, is resistant to fire, termites and rot. Weighs 186 lbs. per square, is 9½ x 48", exposure of 8½", numbers 36 pieces per square. In white, colonial yellow, birch gray, sage green.—Philip Carey Mfg. Co.

Circle No. M28 on reply card, p. 133



Alarm stops accidents

Electronic alarm is designed to prevent pool tragedies. Sensitive unit can detect hand splashing in water. Sensing element is placed 1 ft. below surface, relays warning to remote alarm board (up to 100' from pool). Installation costs less than \$200. — Minneapolis - Honeywell Home Products Div.

Circle No. M29 on reply card, p. 133

At Long Last!

HYDRONIC* HEAT FOR ALL YOUR HOMES



With the New

HYDROTHERM "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 Hydrotherm'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.*

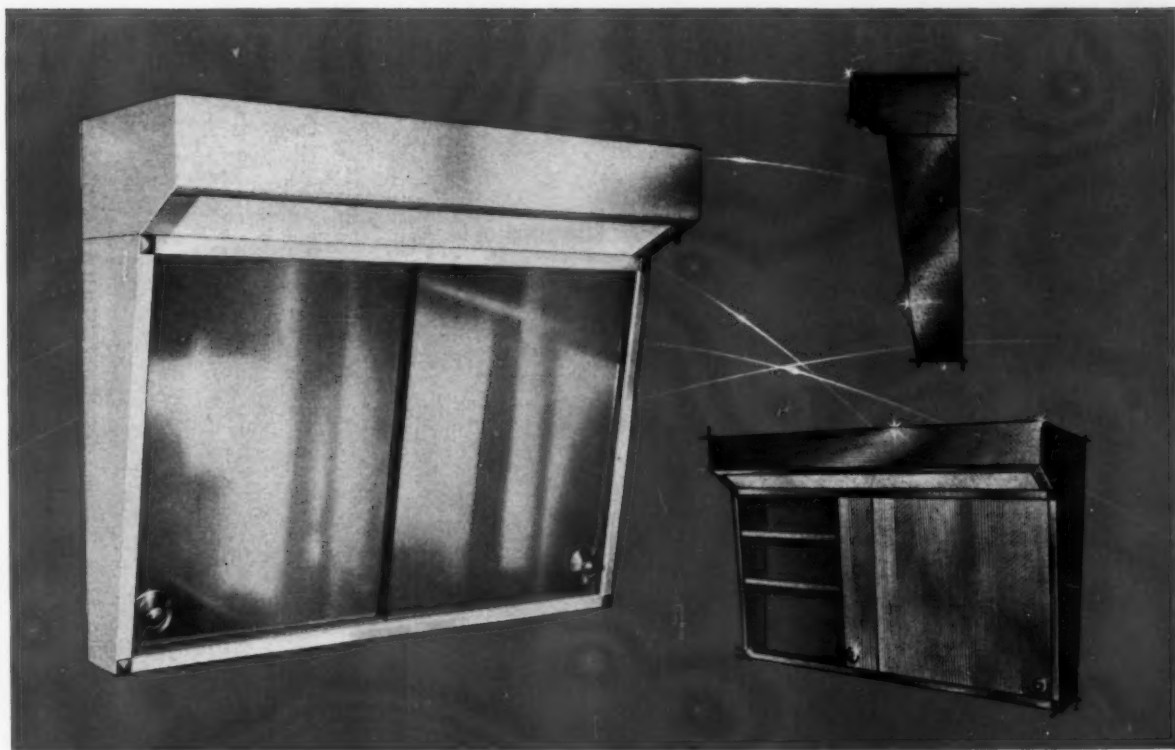
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how's your profit picture?

Are you making what you should on bathroom built-ins? You can be sure of your profit when you sell and install the Lau Deluxe Wall Vanity Bath Cabinet. Contemporary styling and quality you can see and sell assure you of customer acceptance. • **The Wall Vanity provides** 2-way lighting and a styrene light diffuser for perfect illumination of the entire bathroom . . . no other lights necessary. A conveniently located ON-OFF switch on the unit controls the lights. Lights can also be wired to wall switch. Three long, full width shelves give you extra storage capacity. An electric outlet is built-in for shaver or hair dryer. Double crystal mirror

(plate glass optional at slight extra cost) doors glide silently and easily on extruded plastic track to reveal the spacious interior. The Wall Vanity is finished in durable baked enamel and available in these decorator colors: white, pink, blue, green, beige and primer white for customized color schemes. Lau Wall Vanities come in both 32" and 44" widths.

THE LAU WALL VANITY may be flush mounted or recessed. Only four mounting screws and one electrical connection completes the entire installation. • Write today and learn more about this fast selling bath cabinet that can brighten your profit picture.



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 • Lau Builder Division, **THE LAU BLOWER COMPANY**
 • 2027 Home Avenue, Dayton 7, Ohio, Department AS-30
 • Please rush me complete information on the
 • fast selling Lau Wall Vanity.

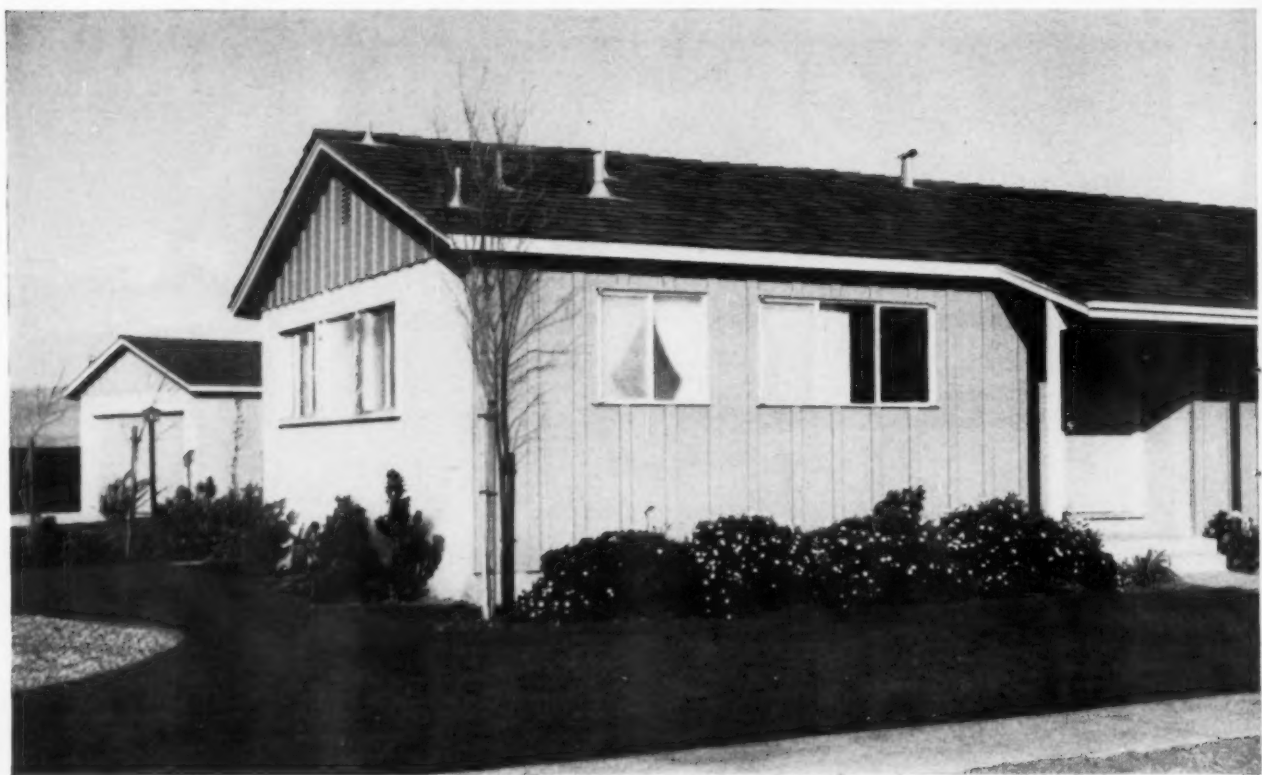
• Firm Name _____

• Address _____

• City _____ Zone _____ State _____

• Person Requesting Information _____

• **WE ARE:** (please check appropriate square)
 • Builders Architect Building Supply Dealer
 • Distributor Electrical Contractor



Schlage and California Locks help sell

*California Lock brand interior locks manufactured by the Schlage Lock Company



"This Schlage display in our salesroom shows our prospects, before they even visit the house, the wide range of beautiful designs available. We use our salesroom to sell homebuyers on the quality of the brand-name products we use. We believe that quality products like Schlage make the selling job much easier."



"First impressions count. That's why we dress up each entranceway with a good-looking Schlage lock and escutcheon. Our salesman point out the rugged construction of locks manufactured by Schlage as they show the homes."



"Perfect solution"
for builders
of low-cost homes

"The combination of the Schlage key lock on exterior doors with the California line on interior doors is a perfect solution for our \$13,900-\$14,500 homes. They fit the needs of volume builders like us who want to use quality brand name products in a low-priced home. On our higher priced homes we use the famous Schlage cylindrical locks throughout."

*Ed and Tom Bevilacqua
Bevilacqua Homes
San Leandro, California*

Bevilacqua Homes



"We know that these California-line locks on every interior door will give our buyers years of good service — and, incidentally, reduce our callbacks to an absolute minimum. We base our selling story on quality and we expect to sell 3000 homes in this development. We can't afford to use second-rate components."



"Another sales point is convenient one-hand unlocking with Schlage's key-in-knob feature. As an added convenience we can have all the locks in a home keyed alike so that one key will open all doors."

© **SCHLAGE** ©

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



OVER
5,000
BUILDERS
ASKED
FOR THIS
BOOKLET
IN '59!

MOSLEY TV WIRING HELPS SELL HOMES

Complete packaged kits with wiring, wall plates and hardware . . . designed by Mosley electronic specialists for perfect-picture reception.

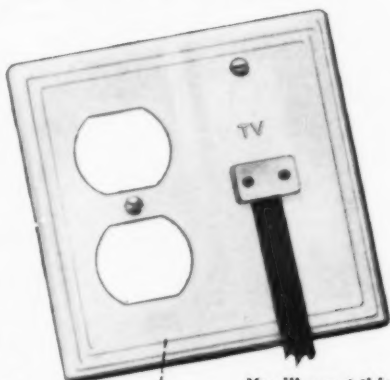
Gives each home a factory-engineered, built-in system that connects one rooftop antenna with two or four rooms. (Have a set in each room or move one around.)

ALREADY USED IN
THOUSANDS OF
QUALITY HOMES

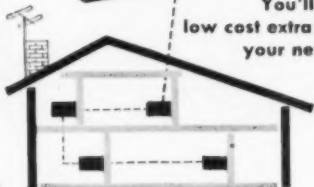
WRITE FOR YOUR FREE BOOKLET AB 3 NOW!

Mosley
Electronics, Inc.

8622 St. Charles Rock Road • St. Louis 14, Mo.



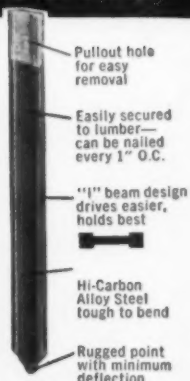
You'll want this low cost extra feature in your new homes!



SYMONS Steel Stake

Can Be
Reused
Indefinitely

Drives easily into hard earth. Can be used for practically any type of stake work. This popular item is available in 12", 18", 24", 30", 36" and 42" sizes.



FREE!

Stake Puller
with order of
100

Sizes can be mixed

Prices and items shown are net F.O.B. Chicago, Illinois factory and subject to change without notice.

TERMS: (check one) Check enclosed; If satisfactory mercantile rating or reference is furnished, net 30 days; C.O.D.

Symons CLAMP AND MFG. CO.

4261 Diversey Avenue

Dept. C-0

Chicago 39, Illinois

Please ship the following Steel Stakes:

Quantity	Size	Price Each	Total Price	Quantity	Size	Price Each	Total Price
	12"	\$1.00			30"	\$1.30	
	18"	1.10			36"	1.45	
	24"	1.20			42"	1.60	

PLEASE PRINT

Prices slightly lower in California

Firm Name _____

Address _____

City _____

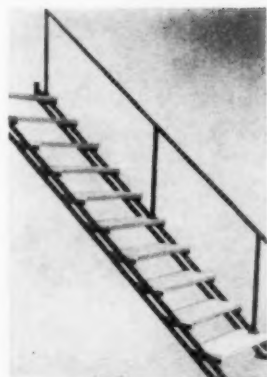
Zone _____

State _____

By _____

SIGNATURE

NEW PRODUCTS



Stair stringers adjust

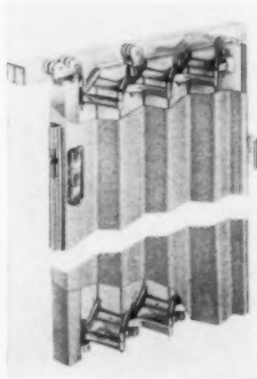
New stair stringers are adjustable to any incline or desired pitch. Light, strong and safe, they come in three models: self-supporting, sidewall mounting and for encasement. Lengths range from 29" (two treads) to 129" (10 treads).—Tennessee Fabricating Co.

Circle No. M30 on reply card, p. 133

New stone is versatile

Featherock, a new stone for gardens and patios, is a cellular, lava-foam composition. It is porous and is $\frac{1}{8}$ the weight of average stone. Can be made to look like granite or marble yet has great flexibility, too. Useful for wall facing, decoration, outdoors.—Featherock Co., Inc.

Circle No. M31 on reply card, p. 133



Less side-sway in door

"Pantograph Door" is more rigid with less side-sway. Self-lubricating nylon wheels suspend on I-beam aluminum track. Pantograph frame construction. Fabric cover snaplocks to steel frame. Laminated nylon tape is heat-sealed to the cover.—Curtition Corp.

Circle No. M32 on reply card, p. 133

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!

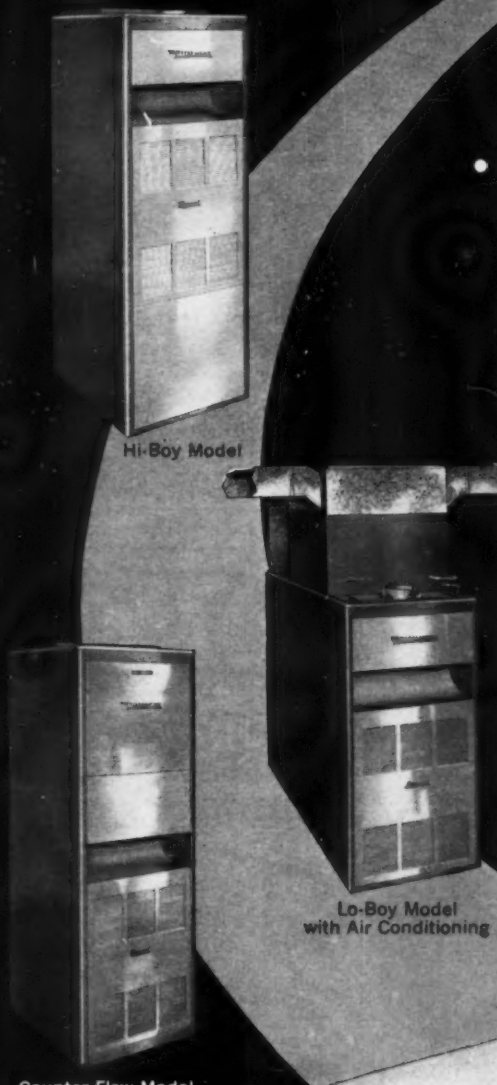
Complete interchangeability . . . install temporarily with oil and when gas fuel is available, convert to gas with an AGA listed package!

Especially designed for use with Air Conditioning . . . addition of Coil and Outdoor Condenser converts units into a Yearound* Air Conditioner.

ALL UNITS ARE 22¼" 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	44½	65
100,000	29	47	62	44½	65
125,000	32	52	62	44½	65
150,000	35	55	62	44½	65
175,000	40½	—	67	—	70
200,000	45½	—	67	—	70

*Not available for oil fuel



Hi-Boy Model

Lo-Boy Model
with Air Conditioning

Counter-Flow Model

Years Ahead Design

TM

For detailed
information,
send coupon!

THE WILLIAMSON COMPANY
3330-Q-3 Madison Rd., Cincinnati 9, O.

I want more information on the new Williamson
Seal-Tite Special Series Furnaces.

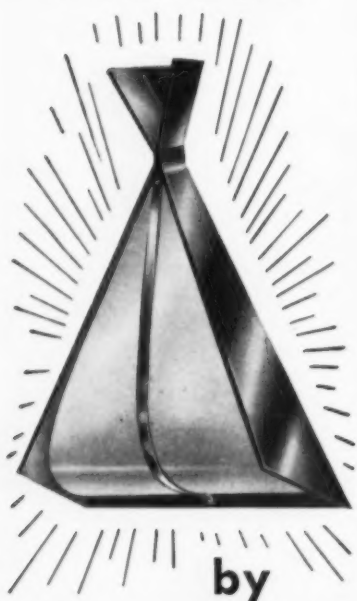
Name _____

Address _____

City _____ Zone _____ State _____

NEW "TEE PEE"

Non-Metallic
FIXTURE



by
UNION

Another **UNION** original available in Glossy Black, Textured Aluminum or Brass. Designed for conventional vertical or angular mounting to illuminate address or door handle.



WRITE FOR FREE CATALOG

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PARKERSBURG, WEST VIRGINIA

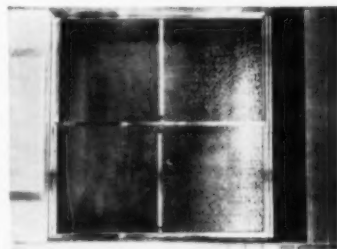
NEW PRODUCTS



Form adjusts easily

New Lo-Wall concrete form is used for capping in trench foundation method. Adjusts to produce a uniform 8" thick wall or a 4" batter in its 12" height. Inside and outside forms are interchangeable. "Stake to Yoke Bar Clamp" gives fast-sure grade and line adjustment.—Symons Clamp & Mfg. Co.

Circle No. M33 on reply card, p. 133



Glass enclosure is safe

Two new models of glass enclosures meet demand for safe tub and shower enclosures. Heat-resistant and semi-obscure glass is 5 to 8 times stronger than ordinary glass, equal in strength to 1/4" plate glass. Resists heat up to 540 degrees. For 5-ft. tub only.—Style-Rite of America.

Circle No. M34 on reply card, p. 133

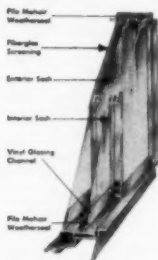


Blind is of polystyrene

Squares of light-stabilized polystyrene make up this new screen. Basic 3" square component can be customized to any size requirement. Individual squares are interlocked with spring steel rods. Comes in variety of colors; semi-translucent. Suspends from nylon rollers.—Jaylis Sales Corp.

Circle No. M35 on reply card, p. 133

Double Sliding Windows Eliminate Need for Storm Sash



Fleetlite Sliding Aluminum Windows consist of interior sash, self-storing storm sash and Fiberglass screen in a four channel extruded aluminum frame. 1 3/4" insulating "blanket of air" between sash reduces heating and cooling costs. Units are double weatherstripped with interlocking weatherstripped meeting rails. Double sills have multiple weep holes for proper moisture drainage. Sash operate on nylon guides — no metal-to-metal contact — and may be removed from inside for cleaning.

Twin Slides available in 31 standard sizes from 2'0" by 2'1" to 8'0" by 5'1". Triple Slides have three units of equal width with flanking sash opening to the center. Quad slides in widths up to 16' have four double sash, open from the middle to either side.

All units are factory assembled, individually cartoned and shipped directly to the job site for immediate installation. Write for catalog. Fleet of America, Inc., Dept. AB-30, 2015 Walden Avenue, Buffalo 25, N. Y.

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OVER 10,000

Nationally-Advertised Products at Big Savings!

Save money on Garden and Home Supplies, Sporting Goods, Cameras, Radios and Gifts. Ideal for employee purchases, incentive plans, premiums, gifts. Every item guaranteed. ALL AT WHOLESALE PRICES.



Mail Coupon for Your Free Copy Today and Start Saving Right Away!

NATIONAL Dept. AB 812 W. Jackson, Chicago 7, Ill.

Send me your Free Wholesale Catalog with thousands of money-saving values.

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City _____ Zone _____ State _____



"Our Yellow Pages advertising is worth what it costs — and more!"

says Lawrence Hickey, General Building Contractor, Tucson, Arizona

"We get many jobs, big and small, directly from our Yellow Pages advertising. How do we know? Because most people who contact us say they found us through the Yellow Pages.

"Because it's done such a good selling job for us, the Yellow Pages is our *only* form of advertising, our *only* way of getting new customers. I think it's a perfect way of introducing our business to Tucson newcomers, and also to remind old customers who might have forgotten us. I honestly feel we'd go out of business if we didn't have the Yellow Pages!"

Go out for business... *more* business ... by advertising in the Yellow Pages, the buying guide that tells people *where* to buy. Yellow Pages advertising will build awareness of your business, AWIERENESS of your location. For details call the Yellow Pages man at your Bell telephone business office now.

CONTACTS FOR CONTRACTS! Mr. Hickey relies on this display ad (reduced) under *Building Contractors, Contractors-General and Home Remodeling Service* to bring in business all year round!

LAWRENCE HICKEY

"20 YEARS EXPERIENCE"

GENERAL BUILDING CONTRACTOR



**REMODELING
REPAIRING
REROOFING**

**NEW CONSTRUCTION
ADD A NEW ROOM**

IMPROVEMENT LOANS
ARRANGED

No Job Too Large or Too Small

LICENSED • BONDED • INSURED

Dial EA 5-6442

DAY OR NIGHT
2143 N. SILVERCREST BLVD.

Find Us Fast
in The
Yellow Pages



Display this sales-building emblem wherever your prospects can see it.
The Yellow Pages representative will gladly supply as many as you need.

NEW PRODUCTS



In Philippine mahogany

This new siding has Douglas Fir cores and Philippine mahogany veneers bonded with phenolic resin glue. Panels come in 4' x 8' ship-lap size, 5/8" thick and easy to handle. Available in a variety of vertical, grooved patterns for almost any type of panel styling.—Jones Veneer & Plywood Co.

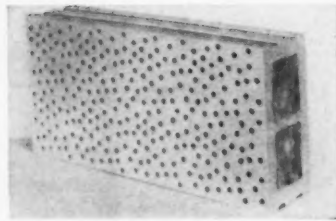
Circle No. M36 on reply card, p. 133



Sound control in walls

"Soundex" walls and partitions are constructed to include effective sound control. Construction is three-part: gypsum baffle board in center, 1 1/4" fiber glass layers, tempered "skin" over both sides of panel. Heights from 42" to 68", in 2" thicknesses.—GR Products, Inc.

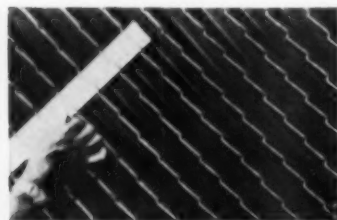
Circle No. M39 on reply card, p. 133



Structural tile cuts sound

This ceramic-glazed tile is both structural and acoustical. Permits construction of load-bearing walls that give acoustical control. Unit is fiber glass filled, has noise reduction coefficient of .65. Glazed tile resists moisture, has fire rating of over one hour.—Arketex Ceramic Corp.

Circle No. M42 on reply card, p. 133



Fence becomes screening

Strips of brightly colored vinyl-coated aluminum converts chain-link fencing to attractive screen. "Colorweve" snaps into place between chain links. Tie-in slats are woven diagonally to further anchor strips. Available in white, camellia, sand, lime and terra cotta.—Plastic Lume, Inc.

Circle No. M37 on reply card, p. 133



Trim matches counters

Trim molding gives plastic-surfaced counters and tables a matching, uninterrupted pattern. Molding is aluminum extrusion with plastic-surface bonded to it. Has no exposed metal. Can be installed with woodworking tools. Comes in patterns and colors of all commercial laminates.—Keller Products, Inc.

Circle No. M40 on reply card, p. 133



Cabinets give custom look

New line of kitchen cabinets feature custom appearance, low cost. Tops, bottoms and sides are dovetail-joined. Frames are dowel-constructed. Wall units have removable and adjustable shelves. Cabinets are white birch with copper-bronze hardware.—Consider H. Willett, Inc.

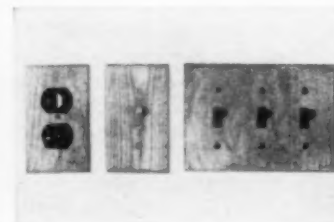
Circle No. M43 on reply card, p. 133



Get a better window sill

New beauty and durability for wood-window sills and window trim provided by reinforced Plaskon polyester resin. Forms a decorative layer that is weather-, stain-, and abrasion-resistant. Available in marble or wood grains.—Hartglas Co.

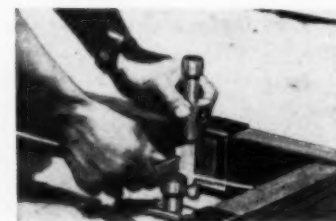
Circle No. M38 on reply card, p. 133



Wallplates match wood

These wallplates are cut from natural wood grain to blend with wall paneling. Plate surfaces can be finished along with wall paneling. Come in walnut, oak, gum, cherry, and exotic woods. Prices: about 75¢ a single unit, higher for multiple units.—Superior Panel Plate Co.

Circle No. M41 on reply card, p. 133



Builds sidewalks faster

This steel stake and clamping tool permits faster, better construction of concrete sidewalks and driveways. Designed for cement jobs using 4"-forms. Lev-A-Lok is rust-proof, fits standard 2" x 4". Eliminates nails, makes clean-up easy. Price: \$19.98 doz.—Chesley Industries, Inc.

Circle No. M44 on reply card, p. 133

This man
is pouring
forty miles of
glass fibers



Bestwall Gypsum Plaster is the only plaster reinforced with textile glass fibers — forty miles of them, in fact, in every bag.

Glass Fibers offer very definite advantages. They insure uniform thickness of each plaster coat and uniform structural strength. They produce better keying on open lath, providing

a better surface for the finish coat. There are fewer droppings, too, so you get a cleaner job.

Also, glass fibers — unlike other fibers — have uniform length. This allows speedier, easier application: no balling up, requiring back-tracking. And glass-fibered gypsum plaster can be machine applied. The finished job will be of the highest quality.



BESTWALL GYPSUM COMPANY

Ardmore, Pennsylvania

Plants and offices throughout the United States



YOU SAW THIS
AD IN
4 COLORS IN **LIFE**
February 15, 1960 issue

LENNOX

*—World Leader in
indoor comfort for
homes, business, schools*

Boosts Builders' Business

More than 20,000,000 readers saw the ad reproduced on the opposite page. It is the second in a series especially created to make you welcome whenever you suggest Lennox heating and air conditioning equipment. It helps make Lennox, already the best known name in the industry, known even better. It helps you sell homes . . . identifies you as a builder who offers the finest.

You benefit greatly by dealing with the Lennox Comfort Craftsman. He's engineer-trained to help you solve any heating-cooling problem. He deals direct with Lennox factories throughout the U. S. and Canada. He gets faster deliveries and gears his installation to your schedule. What's more, he follows up after your customer has moved in to insure perfect performance. You'll find this remarkable Comfort Craftsman listed in the Yellow Pages.



it's wonderful!

LENNOX

®

it's wonderful!



NICEST VALENTINES EVER! A handmade heart for him—a wonderfully, comfortable home for her. For he is the Lennox Comfort Craftsman, and he is installing the world's finest heating and air conditioning system. Lennox provides continuous air circulation 365 days every year (366 this year) . . . clean, fresh air—

heated or cooled, humidity controlled—for pure comfort. Your Lennox Comfort Craftsman is a carefully selected dealer, factory trained to custom design the ideal installation for your home. He will make a survey without obligation. You'll find his name in the Yellow Pages. There is no finer Valentine for your home than Lennox.

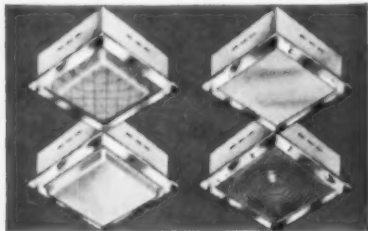
HEATING AND AIR CONDITIONING

©1960 Lennox Industries Inc., founded 1895; Marshalltown and Des Moines, Ia.; Columbus, O.; Syracuse, N. Y.; Decatur, Ga.; Ft. Worth; Los Angeles; Salt Lake City, In Canada: Toronto, Montreal, Calgary, Vancouver, Winnipeg.

products of progress

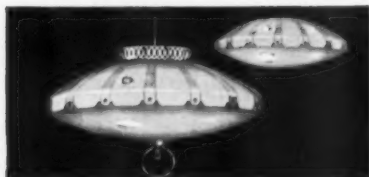
BUDGET RECESS SERIES FEATURES EFFICIENT LENSES, DIFFUSERS

Now at low, low prices . . . attractive fresnel lens, drop opal, satin frosted bent glass, or flat glass diffusers, in easy to install recessed fixtures. This Minute Mount Series represents outstanding value—never have comparable fixtures been offered at such low prices.



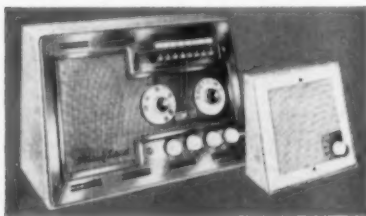
GOLDTONE OR COPPERTONE ACCENTS ENLIVEN VERSATILE MARDI GRAS

Matching Mardi Gras pull-down and ceiling fixtures—in white with goldtone or coppertone accents—create a gay and carefree spirit in living room, dining area . . . bring the glamour of carnival time to bedroom and kitchen. Wonderful in recreation room—where you want gaiety to prevail. White glass diffusers make light softly radiant.



SOUND GUARD INTRODUCES CONVERTIBLE RADIO INTERCOM

Now Sound Guard has designed a convertible intercom that eliminates permanent installation costs and problems. These handsome leatherette finished units move anywhere. Housing fits deluxe or economy Sound Guard systems. Easily converted to built-ins when desired.



PROGRESS MANUFACTURING CO., INC.
Dept. AB-3 Philadelphia 34, Pa.

Please send me complete information on
 Budget Recess Mardi Gras Intercom

Name _____

Company _____

Address _____

NEW PRODUCTS



Has integral trim

All-aluminum awning-type window has continuous, integral fin trim. Fin can be broken off when not desired. Comes in all standard and modular sizes; can be nail-fastened directly through fin without trim or casings. Needs no special fitting, notching or caulking and is weathertight.—Yale Mfg. Co.

Circle No. M45 on reply card, p. 133

Disposer cost is down

Garbage disposer sells for one-half cost of most electric models. Powerful water motor runs pulverizer. Grinder is noiseless, load is processed in three minutes. Water pressure at sink must be 30 lbs. or higher. Mounted in 3 1/4" drain hole, operating valve installs in spray hose opening.—Tricor, Inc.

Circle No. M46 on reply card, p. 133



3-way switch dims lights

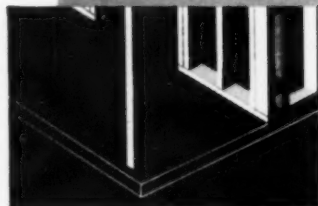
Dimmer control changes room lighting from 100% bright to 30% dim using 3-position switch. "Hi-Lo Dimswitch" gives bulb-life of 20,000 hours. Wallplates range from single-switch units to six-switch units. Are of ivory Bakelite.—Slater Electronics Corp.

Circle No. M47 on reply card, p. 133

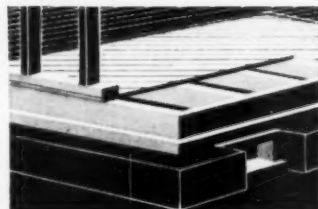
recommended practice

for termite and decay resistant designing

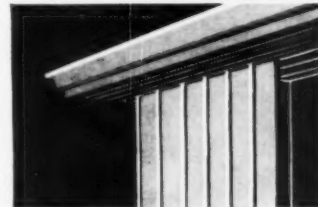
Wolmanized PRESSURE-TREATED LUMBER



Plates and Studs on slab



Sills, Joists, Subfloor over crawl space or basement



Gutter, Fascia, Board-and-Batten Siding

Wood can remain your most versatile and economical material for residential, commercial and institutional construction even in areas of termite infestation—or where conditions are conducive to decay . . . IF you specify Wolmanized pressure-treated lumber.

Wolmanized treated lumber, plywood and laminated timbers are chemically protected against insect and fungi attack and remain clean, paintable and easy to handle.

The cost? Less than 2% of the total in houses . . . even lower in other buildings!

Wolmanized Preservative Department, Koppers Company, Inc. 769 Koppers Building, Pittsburgh 19, Pennsylvania
Please send me 16-page booklet on Wolmanized pressure-treated lumber in light and heavy construction.

Name _____

Firm _____

Address _____

City, Zone, State _____



Wolmanized® Lumber

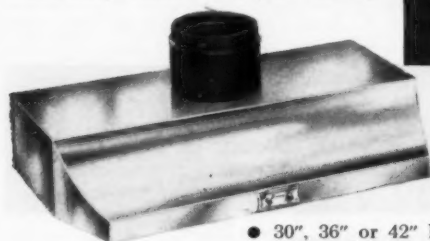
Broan Kitchen Range Hoods

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.

"the greatest eye appeal of any hood designed for ductless service"



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

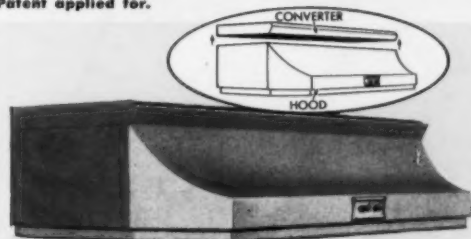
Bronx Refresh-Aire Converter*

A Great New Idea in Ductless Hood Service

The Bronx Refresh-Aire Converter*

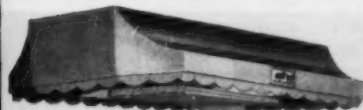
- converts any Broan Dual Blower Hood to ductless service
- a slim line charcoal housing, converter mounts directly on top of the Dual Blower Hood
- can be readily removed should duct outlet be desired in the future
- equipped with effective charcoal filter that absorbs cooking odors and smoke . . . 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.

WHY BUY FROM DEALERS?

NATION'S LEADING FOLDING STAIRWAY MANUFACTURER TELLS WHY.

Because the dealer is a local business man, he is directly responsible to you, the builder. His business is built on

15 MODELS

Contact your local dealer to help you choose from 15 different Precision and Simplex Attic Folding Stairway models with wide variations in size and price range for all types of residential and commercial buildings.



ECONOMICAL
SIMPLEX "85"

TRUSS TYPE ROOF NO LONGER STORAGE PROBLEM

Your dealer can now supply you with the NEW SIMPLEX 2' O.C. Folding Stairway for truss construction. Roof supports no longer prevent the use of an attic stairway to make valuable storage space accessible. Storage space helps to sell houses.



SIMPLEX SPECIAL
FOR 2' O.C. TRUSS
ROOF

your satisfaction and he must be able to stand behind the product he sells. To do business on this basis (and this is the only way he can afford to do business) he must have full confidence in his manufacturer - supplier. He, therefore, handles a manufacturer's product on the basis of the manufacturer's reliability. We, at Precision Parts Corporation, stand behind the dealer even after the sale is made. Precision Parts' Stairways feature high quality materials, expert workmanship, plus 20 years of engineering experience. These things are of direct concern to the dealer if he is to recommend one product over another, therefore, the dealer is as invaluable to you as he is to us. He backs up sales, deals with reliable manufacturers, offers his services, parts and quality products, and, in many cases, helps you to finance your building needs. The dealer's future success in the community depends on satisfying you.

Paul V. Harmon
Paul V. Harmon, Pres.

(30" x 54") SUPER
SIMPLEX

QUALITY PRODUCTS FOR 20 YEARS

Your local dealer knows that Precision Parts has built its QUALITY folding stairway business on 20 years of standing behind all products 100%, and giving builders a depend-



ADVANCED "PUSH
BUTTON" ELEC-
TRIC STAIRWAY

able product. All models are guaranteed and are manufactured in Precision's modern plant from the best available materials. Precision Parts Corporation is a family corporation of highest integrity — backing up dealers throughout the country with dependable products, parts and service. The nationally-advertised brand-names, PRECISION & SIMPLEX mean quality to your prospective home buyer as well as your local dealer.

Precision and Simplex Stairways stocked for your convenience by more than 200 Jobbers in leading cities of the U.S.

PRECISION PARTS CORPORATION

400 NORTH FIRST ST., NASHVILLE 7, TENNESSEE

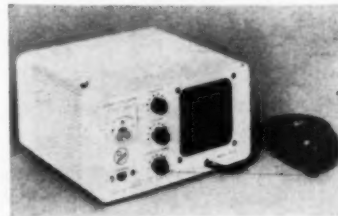
NEW PRODUCTS



Drawers won't warp

Molded drawers are interchangeable, won't swell, warp, stick or splinter. Eliminate seams and faulty joints. Molded-in color can't fade or chip away. Have matching wood or plastic-surfaced fronts. Drawers are easy to clean and partitioning is customized.—Monsanto Chemical Co., Plastics Div.

Circle No. M48 on reply card, p. 133



Saves construction time

New radiotelephone is designed for building and contracting communication. Phone is five watt mobile unit, operates on two of 23 available channels in 26.96-27.33 Mc frequency. Powered by either 12-volt DC or 117-volt AC. Range between five and ten miles. Price about \$179.—Kaar Engineering Corp.

Circle No. M49 on reply card, p. 133



Refrigerator panels change

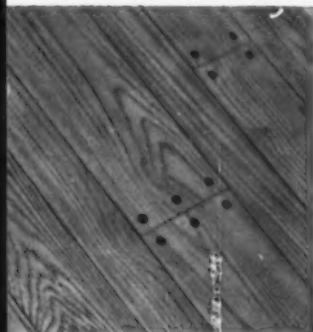
Colorful refrigerator-freezer door panels are changeable to match kitchen decor. Fit under stainless steel trim strip. Colors are varied: turquoise green, canary yellow, woodtone brown, petal pink, copper, brushed aluminum and wood grain.—General Electric.

Circle No. M50 on reply card, p. 133



Strip Oak Floor

Oak Parquetry



Random Plank Floor

Vary your Oak Floors for distinctive homes

Vary the floor style and attract more home buyers. This practical merchandising idea is easy and inexpensive with Oak Floors. It works like this:

Lay economical, popular Strip Oak through most of the house. But in a special "feature" room use one of the patterned Oak Floors shown here.

For the living-dining area of a traditional home, or any den or family room, Random-Width Plank is always appealing. It has the authentic warmth and charm of Colonial times with its boards of varying widths, walnut pegs and beveled edges.

Parquetry, with its smart geometric design, is appropriate in every contemporary home. Available in cut-to-size strips or pre-assembled blocks, it can be laid in mastic over concrete or nailed to a wood subfloor.

With the overwhelming public acceptance for Oak Floors, you can be sure these style variations will get favorable reaction from prospective home buyers . . . and give you an "edge" on your competition.



NATIONAL OAK FLOORING
MANUFACTURERS' ASSOCIATION
814 Sterick Building, Memphis 3, Tenn.

OAK FLOORS

The most popular, most practical of all floors



Oak Floors give
buyers freedom
in decorating

The freedom to choose their own colors in fabrics and furnishings can be a big factor in prospective buyers' acceptance of your homes. You give this choice when you install Oak Floors, because Oak is harmonious with any color scheme, any style of furniture. The warm, rich wood-tone is universally admired and adds distinction to all homes. You give decorating freedom, you get buyer acceptance...when you use Oak Floors.

You know you're right when you specify **OAK FLOORS**

National Oak Flooring Manufacturers' Association, 814 Sterick Building, Memphis 3, Tenn.



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-3, or phone PRospect 3-7550, Piqua, Ohio.

**INLAND[®]
HOMES**



INLAND HOMES CORPORATION

Plants in Piqua, Ohio; Hanover, Pa.; and **NOW CLINTON, IOWA**



MORE PRACTICAL ENGINEERING than any other utility tractor

Allis-Chalmers utility tractors have it! Check the facts: Profile is low, operators see where they're working. Clearance is *high*, the machines move over rock, dirt, spoil, without hanging up. Weight is spread out over a longer wheelbase for stability, yet it out-maneuvers other machines in tight quarters.

You get "won't quit" power, too. You get quick direction reversing with the smooth new SHUTTLE Clutch for D-14 Tractors, power steering and a dozen more features that make sense on the job! It doesn't cost to get complete information about an Allis-Chalmers utility tractor. Use the coupon below ... *today!*

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 _____

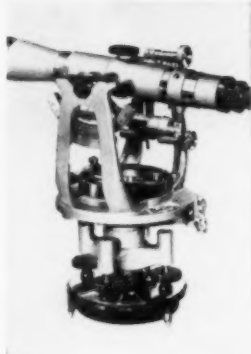
Firm _____

Address _____

City _____ State _____

SOLD BY ALLIS-CHALMERS DEALERS EVERYWHERE

NEW PRODUCTS



Number of setups reduced

This Transit-Level has a horizontal limb vernier reading to one minute, and can be adjusted like a Wye Level. Coated optics and 24x power internal-focusing give unusually brilliant definition with flat field. Sharp focus at 5' reduces number of setups when working at close range. \$320.—Warren-Knight Co.

Circle No. M51 on reply card, p. 133

Sheathing is nailable

Sheathing can be used for direct application of wood and asbestos cement shingles. Made from northern wood fibers, has twice insulating value of 1/2" mineral board. Ideal for frame construction, applied with nails or staples. Comes in 1/2" x 4' x 8' size.—Insulite.

Circle No. M52 on reply card, p. 133



Easy sharpening of saws

The Abrasive Belt Grinder makes possible faster and easier finish-sharpening of circular saws. Grinder has adjustable tilt table and idler arm, automatic belt tension and quick-change backstop. Unit will sharpen rotary mower blades, edge tools, and is ideal burring machine.—Belsaw Machinery Co.

Circle No. M53 on reply card, p. 133

AMERICAN BUILDER

Plywood with a Plus

**SAVE 30% PLUS ON
SINGLEWALL PROJECTS WITH
CREZON OVERLAID PLYWOOD**

FHA accepted singlewall construction eliminates sheathing costs and labor. Combine this new technique with CreZon overlaid lap, bevel or panel siding and you'll save at least 30% in material and labor costs on installations of comparable quality.

CUT LABOR COSTS ... CreZon overlaid siding goes up quickly, easily, cuts cleanly, requires fewer nails for application.

CUT PAINT COSTS ... CreZon is easy to paint. Two coats do the job of three. You save one-third the cost of paint and labor.

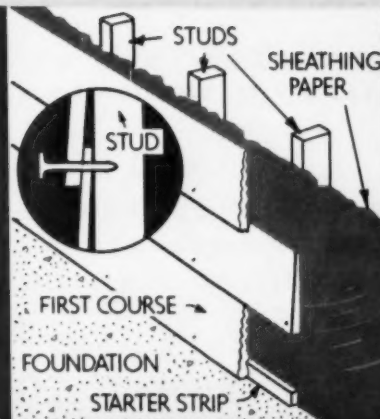
EXTRA DURABILITY ... CreZon's weatherproof surface will not split or crack ... grain rise, paint blisters and checks are eliminated. Paint lasts twice as long. Discover how CreZon can help you build better, for less!

Write: Crown Zellerbach CreZon Sales, One Bush Street, San Francisco 19, California.



These leading plywood manufacturers produce the highest quality overlaid plywood by bonding CreZon to DFPA Tested exterior grade plywood:

Anacortes Veneer, Inc.	St. Paul & Tacoma Lumber Company
Diamond Lumber Corp.	United States Plywood Company
Evans Products Company	Washington Plywood Company, Inc.
Georgia Pacific Corp.	Canadian Western Lumber Co.
International Paper Company (Long-Bell Division)	MacMillan & Bloedel, Ltd.
Roseburg Lumber Company	Western Plywood Co., Ltd.
Simpson Logging Company	



FHA ACCEPTED
Singlewall construction with
CreZon saves 30% plus.

BEVEL SIDING of CreZon overlaid plywood is applied directly to studs.



CROWN ZELLERBACH
CREZON SALES

CATALOGS

ALUMINUM SLIDING GLASS doors completely photographed and diagrammed in 12-page brochure. Details and specifications for three lines are shown. Two-page selection chart summarizes general data and accessory items.—Arcadia Metal Products.

Circle No. M54 on reply card, p. 133

"PAINTING GALVANIZED STEEL" is title of new booklet. Appearance, increased heat reflection, extended

protection of zinc coating shown. Special problems, finishes, "do's" and "don'ts" discussed.—Committee on Galvanized Steel Sheet Research.

Circle No. M55 on reply card, p. 133

WOOD PRESERVATIVE that won't leach out described in eight-page brochure. Termite and decay protection outlined. Includes plenty of data on treating methods for mill-work, green lumber, fiberboard, plywood, veneer.—Reichhold Chemicals, Inc.

Circle No. M56 on reply card, p. 133

"VISIBLE CONTROL for Machine Systems" is title of concise manual of record keeping and housing equipment. For inventory and sales control; accounts receivable, efficient housing of data.—Remington Rand Div., Sperry Rand Corp.

Circle No. M52 on reply card, p. 133

RIGID FRAME STRUCTURE plans are shown in this carefully diagrammed catalog. Included is 11-step detail on erection of rigid frame structures. Also material lists for 32' and 40' spans.—Douglas Fir Plywood Corp.

Circle No. M58 on reply card, p. 133

GLAZED CONCRETE masonry unit makes completely-finished, load-bearing wall in one operation. Described in full-color brochure. Includes sizes, shapes, typical installations, unit qualities.—Aristocrat Association of America.

Circle No. M59 on reply card, p. 133

COMPLETE LINE of plumbing and copper tubing shown in eight-page catalog. Chock-full of data on types, sizes, weights, strengths velocity, flow characteristics. Outlines installation.—Bridgeport Brass Co.

Circle No. M60 on reply card, p. 133

ALUMINUM STRIP TYPE ventilation through the soffit is subject of folder. Methods of installation and measurements given. Shows line of roof, foundation, miniature, stationary, and adjustable ventilators.—Leigh Building Products.

Circle No. M61 on reply card, p. 133

HARDWOOD PANELING presented in colorful, seven-page booklet. Photos show typical installations, types of paneling. Also specifications for veneer and pre-finished plywood.—U.S. Plywood Corp.

Circle No. M62 on reply card, p. 133

PLASTIC-SURFACED hardboards, laminates are shown in this full-color, eight-page brochure. Application methods for vertical and horizontal surfaces diagrammed. Properties, sizes, grades, adhesives, outlined.—Pioneer Plastics Corp.

Circle No. M63 on reply card, p. 133

ELECTRICAL DISTRIBUTION equipment for residential underground systems illustrated in booklet. Pad-mounted transformers and semi-buried transformer enclosures described. Diagrams, photos, explanations.—General Electric Co.

Circle No. M64 on reply card, p. 133

VAMPCO

Aluminum

RESIDENTIAL PRODUCTS

A COMPLETE
NEWLY DESIGNED LINE OF

RESIDENTIAL ALUMINUM WINDOWS

IS BEING INTRODUCED TO AGENTS
AND DEALERS FOR THE 1960 MARKET

DEALERS WANTED:
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RESIDENTIAL DIVISION

VALLEY METAL PRODUCTS CO.

PLAINWELL
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Clam-action International Drott 4-in-1 combines standard bucket, bulldozer, carry-scraper, and clamshell in one machine.



IH Bullgrader is raised, lowered, angled, and tilted hydraulically—all controlled from the tractor seat.



Dig 10 feet deep with rugged International Wagner backhoe; backfill, load with sturdy 3,500 lb capacity loader.

Only the price is small!

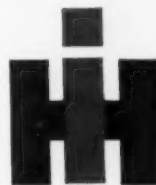
From site clearing to landscaping, the new International® T-340 helps keep your work on schedule!

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.

The husky, trigger-quick four-cylinder engine develops 31 hp drawbar—up to 6,400 lb drawbar pull. Optional Torque Amplifier drive gives 10 speeds for-

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.



See your

**INTERNATIONAL
HARVESTER dealer**

International Harvester Products pay for themselves in use—Farm Tractors and Equipment... Trains... Industrial Tractors... Motor Trucks... Construction Equipment—General Office, Chicago 1, Illinois.

CATALOGS

PRODUCTION CONTROL board that coordinates many projects is demonstrated in this folder. Shows "Produc-Trol" chart that gives hundreds of facts at a glance. How to use and control construction jobs.—Wassell Organization, Inc.

Circle No. M65 on reply card, p. 133

CEMENT COLORS that mix in concrete shown in brochure. Twenty-

four textured "chips" illustrate all interior and exterior shades. Gives mixture proportions, suggested uses, complete color line.—Landers-Segal Color Co.

Circle No. M66 on reply card, p. 133

RECESSED SHOWER mixing valve offered in four-page brochure. Thermostatic element adjusts to any temperature. Cutaway valve shows construction and parts list. Diagrams on how-to install.—Lawler Automatic Controls, Inc.

Circle No. M67 on reply card, p. 133

THERMAL INSULATIONS in applications ranging from -400°F to $3,000^{\circ}\text{F}$ described in excellent 54-page catalog. Six tabbed sections discuss high temperature, plumbing, heating, finishes, weatherproofing problems.—Johns-Manville.

Circle No. M68 on reply card, p. 133

PAINTS AND VARNISHES for interiors and exteriors covered in well-bound catalog. Product descriptions and application instructions for enamels, sprays, undercoats, sealers, etc. Chart gives paint quantities for room areas.—The Valspar Corp.

Circle No. M69 on reply card, p. 133

OPEN-WEB STEEL joists are subject of this 33-page catalog. Gives standard specifications for "S" and "L" series, including materials, design, applications, handling and erection. Load tables.—Steel Joist Institute.

Circle No. M70 on reply card, p. 133

ORNAMENTAL IRON is presented in an excellent 20-page brochure. Photos show porch, door, railing, carport and gate installations. Includes accessory diagrams and mounting pointers.—Logan Co.

Circle No. M71 on reply card, p. 133

EXPANDED POLYSTYRENE insulation discussed in brochure. Looseleaf folder gives 14 different application specifications. Advantages of insulation, physical properties and sizes covered.—Uni-Crest Div., United Cork Cos.

Circle No. M72 on reply card, p. 133

WASHER-DRYER COMBINATIONS, both gas and electric, offered in punched folders. Describes self-setting action, automatic cleanser dispenser, lint filter, other advantages. Gives all specifications. Cut-away drawings.—Whirlpool Corp.

Circle No. M73 on reply card, p. 133

MITER AND SAW-blade angles computed quickly with new dial-device, shown in folder. Hopper-type joints for any 3-, 4-, 5-, 6-, 7- or 8-sided figure given quickly, accurately. Shows saw set-ups and assembly diagrams.—Miterite, Inc.

Circle No. M74 on reply card, p. 133

CERAMIC TILE beautifully illustrated in this booklet. Glazed, unglazed and quarry tile are subjects covered. Color photos and drawings show architectural uses. Specifications.—American Olean Tile Co.

Circle No. M75 on reply card, p. 133



Novafold solid core plastic doors

with
ADVANCED MECHANICAL FEATURES
in the low-medium price field

You can pay 30% to 100% more—without getting any finer folding doors. Here is a combination of strength, mechanical excellence and fine appearance that is hard to beat at any price.

The leaves are 4" wide—each having a solid core running the full height of the door. This means rigidity, even on wide spans, with good insulation and sound-deadening values.

The 12-gauge vinyl plastic covering has a luxurious leather texture. It is mildewproof, rotproof, washable and replaceable. Color-matched valances with the same solid core and vinyl plastic covering are available. Novafold Doors are made in 21 stock sizes and in six attractive colors: Off-White, Chartreuse, Dark Green, Beige, Gray and Red.

Self-lubricating nylon slides run silently on a steel overhead track. Each door folds into a 4½" stack. Only a screwdriver is needed for installation; no furring, trim or roughing.

Also available...NOVAFOLD CUSTOM DOORS—with pantographic mechanism—for folding doors, flexible walls and room dividers...in sizes up to 16' high by 25' wide.

Mail the coupon today for full information on this and other fine quality Nova Products.



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Send the literature and/or specification data checked:

- Novafold Doors Nova Shakes and Shake-Panels
 Nova Vista-Lux (Fiberglas®-Reinforced) Panels
 Novaproofing (for waterproofing concrete and masonry)

NAME

ADDRESS

CITY

ZONE

STATE

C-26

This John Deere Loader tunneled its way through 100 feet of red Colorado sandstone

The schedule of improvements for Denver's famous Red Rocks natural amphitheatre included construction of a narrow 100-foot inclined pedestrian tunnel, only 7 feet in height—directly beneath the first few rows of seats. After wheelbarrow labor was tried on the rock removal job, a John Deere "440" Diesel Crawler-Loader was set to work.

Construction Superintendent D. R. Dickerson reported: "Thirty minutes work with the "440" accomplished as much as four men could do in four hours. The unit performed well in removing loose stone at the forward wall, in cutting clean side-walls, and even in cutting down the sandstone from overhead. When we were not using the loader in the tunnel we put it to work on general cleanup, where its compact size permits use in confined areas."

It will pay you to investigate the John Deere "440's" combination of power and size, work capacity and cost. See your John Deere Industrial Dealer for a demonstration, plus facts on the John Deere Credit Plan.

*John Deere Industrial Division
Dept. 1903
Moline, Illinois*



JOHN DEERE



"Specialists in Low-Cost Power with a Heavyweight Punch"

CATALOGS

"YOUR GARBAGE-FREE COMMUNITY" is title of new eight-page booklet. Quotes officials of cities employing garbage-free plan. Shows excerpts from building ordinances. Construction costs are discussed.—In-Sink-Erator Mfg. Co.

Circle No. M76 on reply card, p. 133

INSULATION ADVANTAGES of expandable polystyrene shown in fold-out literature. Photos show

refrigeration and air conditioning installations. Graph gives "K" factor vs. other thermal insulations.—Plastics Div., Koppers Co., Inc.

Circle No. M77 on reply card, p. 133

HARDWOOD FLOORING for heavy-duty wear presented in two brochures. Shows installations, cut-away construction diagrams. Describes block, strip and continuous strip flooring. Specifications included.—The Connor Lumber & Land Co.

Circle No. M78 on reply card, p. 133

PATCHING PROBLEMS for driveways, parking lots, etc., answered in circular. "ZOR-X," a patching material that can be used in any weather, is shown. Appearance and application methods described.—The Monroe Co.

Circle No. M79 on reply card, p. 133

INTERCOM SYSTEM with "one-knob control" is pictured in brochure. Shows independence of radio from intercom volume, gives advantage of all-room system. Specifications, details and installation data.—Home Music System, Inc.

Circle No. M80 on reply card, p. 133

"MODERN DECORATING IDEAS" is title of colorfully illustrated 39-page booklet. Shows color wheel and suggests complete color plans for exterior or interior of house. Offers time-saving painting methods.—Pittsburgh Paints.

Circle No. M81 on reply card, p. 133

CLOSET SHELVES that are all-steel and expandable pictured in folder. Shows 12 different installations. Lists uses for clothes, storage and linen closets. Complete specifications.—HC Products Company

Circle No. M82 on reply card, p. 133

ALL-MINERAL SIDING with polymer plastic finish is colorfully shown in brochure. Explains pigment preservation and cites durability of material. Brief specifications, colors shown.—The Ruberoid Co.

Circle No. M83 on reply card, p. 133

SLOTTED STEEL construction angles of many structural uses explained in folder. Shows how sections are assembled without drilling, welding, other processing. Lists over 40 constructions.—Hexagon Company.

Circle No. M84 on reply card, p. 133

PRE-PACKAGED CLOSET units, paint-panels, hardwood panels detailed in series of pamphlets. Also describes coreboard with birch veneer or phenolic paper overlay. Cutaway diagrams.—West Virginia Pulp and Paper Co.

Circle No. M85 on reply card, p. 133

TRENCHER that mounts on rear of "Jeep" described in pamphlet. Digs 4", 6", 8", 10", 12", 14" widths and up to 6' deep trench. Accessories that contour bottom and break frozen ground are illustrated.—Auburn Machine Works, Inc.

Circle No. M86 on reply card, p. 133



Makes twice as many cuts



Delta 10" Unisaw; also 14", 12", 10", 9" and 8" models.

Every Delta Circular Saw doubles as a moulder! By changing to a moulding cutterhead you can make lip cuts, match existing mouldings and save the cost of expensive millwork. You can do all this *in addition* to fast, accurate ripping and cross cutting.

Look into the profit-building versatility of Delta Circular Saws equipped with a full range of accessories. Your nearest Delta Distributor is listed under "TOOLS" in the Yellow Pages.

For free literature on this complete line of Delta woodworking tools and accessories write: Rockwell Manufacturing Company, Delta Power Tool Division, 646C N. Lexington Avenue, Pittsburgh 8, Pa.



Symbol of Quality

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... milled to high quality standards from famous Arkansas Soft Pine ... thoroughly kiln-dried

... accurately graded ... properly grade-marked ...

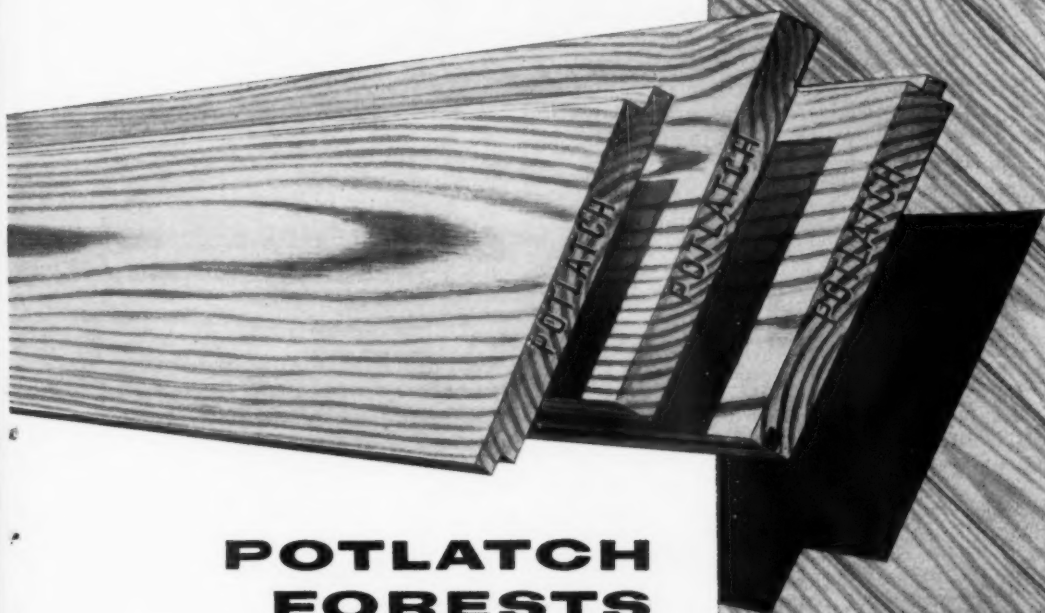
delivered with efficiency and dispatch.

Potlatch represents a dependable, practically unlimited

source of supply for commons and uppers—

dressed and worked to meet your every requirement.

BOARDS
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**POTLATCH
FORESTS
INC.**

BRADLEY-SOUTHERN DIVISION
WARREN, ARKANSAS

Look To Potlatch



For *Everything* In Lumber

How to convert a swamp into

This Florida builder does it by trenching out just enough of the land so a controlled compacted embankment can be built up on bedrock to support the houses. The builder's earthmoving machines then push back and grade stripped marginal soil so it functions as front and back lawn.

Marginal land frequently reveals many hidden assets—if you bother to dig for them.

One Florida builder's case illustrates the point. For years, Hotchkiss-Mank Construction Co. hungrily eyed the suburbs of fashionable Coral Gables, Fla., as a natural homebuilding market. But—and it was a secret to no one—the only land available at a reasonable price was marginal property residents of the area more aptly termed "swamp-land."

So, Hotchkiss-Mank contemplated; then they met with other builders in the area who also saw the marginal land as prospective profit. Together the builders called in Jureit & Associates, soil experts from Miami, to analyze a particularly attractive tract and to suggest what might be done towards converting the land to building sites.

Jureit came in. They scooped test pits throughout the acreage. And they determined that 3 to 4 ft. of inferior, nonbearing soil lay atop a bed of limestone. To build on the tract, the builders were told, they'd have to remove the nonbearing soil and replace it with a controlled, compacted fill. But that wasn't all. The builders still would have to figure out some means of drainage.

"Heck," said Alex Courtelis, vice-president for Hotchkiss-Mank, "with that method we could build houses on the Atlantic Ocean—provided we could get money to tackle the job."

But Jureit quickly explained that replacing the swamp wasn't what they had in mind. The shallow strata of bedrock that kept the water high was, in effect, an aid to converting the land to building property that can be sold at premium prices.

Instead of replacing all of the bad soil, the experts advised, it was necessary only to trench out areas on which houses would stand. Remaining nonbearing, but highly organic soil, later would serve as subgrade for front and back lawns. In the trench the builders could build embankments—similar to those constructed for roads—and found the houses on them. In that way, only a small percentage of bad land would have to be replaced.

Where would the embankment fill come from? It would be borrowed from the limestone bedrock.

And this would create lakes and canals that would pro-



vide drainage channels to nearby waterfront.

Hotchkiss-Mank, together with other builders, bought the tract two years ago. H-M immediately started developing the land for their Town Park Estates, a 700-unit subdivision of \$13,-\$16,000 houses.

Here's how the builder develops land for a typical row of houses.

H-M first sends in its tractors, D6's and D8's, fitted with bulldozer blades. These strip the inferior soil to bedrock, 3 ft. deep and 5 ft. wider than the foundation dimensions. The dozers then push the soil into spoil piles on either side of the trench, denuding the bedrock.

Where bearing other than bedrock occurs, the builders pass a tractor-drawn Hyster No. 3 grid roller and an Essick vibra-

(Continued on page 172)

premium building property



▲ TRACTOR STRIPS SOIL OVER BEDROCK—

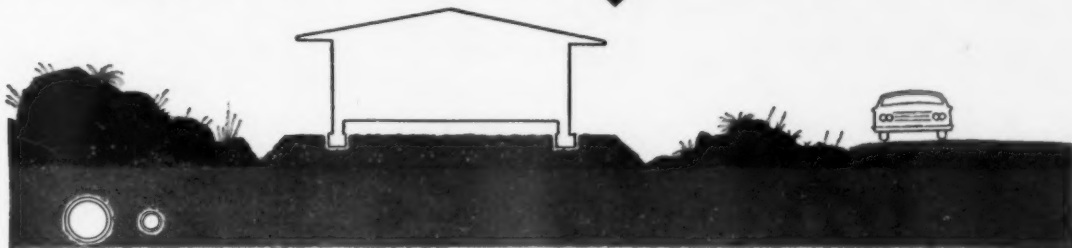
Caterpillar D8 fitted with bulldozer blade works away muck to bedrock which lies an average 3 ft. below grade. Tractor opens trench roughly 5 ft. wider than foundations slated to go into row.

◀ AND PUSHES MUCK TO LOW SPOIL PILE—

Second Cat D8 follows up, stacks material in spoil piles in front and back of proposed house row. Spoil later will be pushed back then carefully graded to serve as front and back lawn base.

AS EMBANKMENT CONSTRUCTION BEGINS

Controlled compacted crushed rock embankment that will support houses is built up in carefully tested 6-in. lifts. This old roadbuilding technique is rapidly becoming popular with alert homebuilders.



Controlled compaction follows

(Continued from page 171)

tory roller over the bearing to bring bottom up to FHA-specified 95 per cent modified proctor (compaction). New embankment construction finally gets under way.

Embankment material comes from borrow pits the builders open in limestone by blasting. Blasting is done in a 10x10-ft pattern with holes going down 30 ft. deep. This pulls rock in highly fragmented form suitable for the making of more compactable fill.

Draglines take the fill from the borrow pits and load directly into Caterpillar DW21 and Euclid scrapers. These haul the fragmented stone directly to the embankment area where they deposit it in 12-in. lifts.

Both Hyster and Essick rollers pass over the fill several times rolling lifts down to 6 in. while Jureit's forces make density tests on 300-ft centers. Tests insure that each lift comes to up

95 per cent modified compaction.

The next lift then is placed and tests are repeated until the embankment reaches its final elevation, roughly the top of the footing. A motor grader trims edges to a 1-on-1 slope to form a safety berm.

The builder trenches, forms and pours 10x16-in. concrete footings for each house going on the embankment. Once this has been done, dozers and motor graders return and spread previously stripped fill to front and back of the houses.

Street Building

Street construction follows the same pattern as the embankment work. Bad soil is stripped to bearing and an embankment is built to within 9 in. of the crown of the area's roadbed.

An 8-in. limestone base course then is placed and compacted to

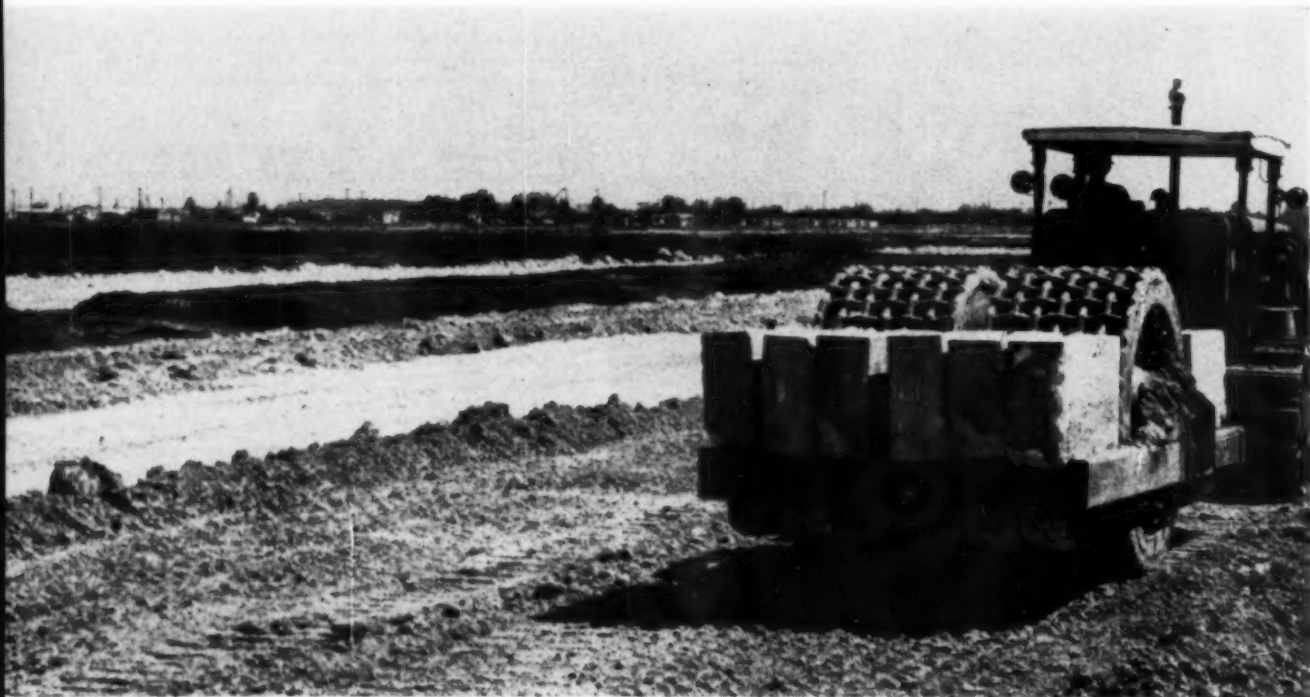
95 per cent modified proctor. The builder tops the base course with a 1-in. course of bituminous concrete 24 ft wide. Concrete shoulders 2 ft wide stabilize the sides of the roadbed. They also add a decorative touch to the waterfront community.

Ideas
Building with
Brains

Drainage canals and lakes prove a plus value for Hotchkiss-Mank because they help sell the development as waterfront property. Houses facing both lakes and canals get top prices.

The Developers

Town Park Estates is part of a 1,400-home combine, Coral Park Development Corp., which, with Hotchkiss-Mank, includes these building firms: Schiff Construction Co., F&R Construction Co., Litt Construction Co., and Central Manors, Inc. All the builders in the combine put up their houses on controlled, compacted fill.



age-old roadbuilding methods



BULLDOZER READIES BASE FOR EMBANKMENT—Caterpillar D8 fitted with bulldozer blade trims bedrock to ready it for embankment construction. Embankment will be built up 5 ft. wider than houses.

DRAGLINE BORROWS LIMESTONE FILL—Blasting crews first fracture rock in 30-ft. lifts in limestone borrow pit. Dragline with 2½-yd. bucket scoops rock from pit and loads it into scrapers.



SCRAPER SPREADS FILL IN 6-IN. LIFTS—Caterpillar DW21 self-propelled scraper carries fill from borrow area and deposits it in small lifts along trench over which builder will put up row of houses.

GRID ROLLERS COMPACT EACH EMBANKMENT LIFT—Tractor-drawn Hyster No. 3 grid roller with ballast added passes over each lift to bring it to 95% modified compaction. Each lift gets identical treatment.



**DUAL
PURPOSE
KEES**

**ROD & SHELF
BRACKETS**

at new low price

Kees Rod & Shelf Brackets support 14" shelving, hold up to 1½" diameter wood or metal hanging rod. Wrought steel brackets are embossed for greater strength, finished in satin black; easy to install.

Brackets are 10" high, 11" wide, ½" thick; packed 12 in a carton, complete with screws. Weight per carton: 18 lbs.

Write for catalog

P.O. Box 757



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F. D. KEES MFG. CO.

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DANGER
SIGNALS
CAN BE
SAFETY
SIGNALS**

You can do two things to guard yourself against cancer: Have an annual health checkup. Alert yourself to the seven danger signals that could mean cancer: 1. Unusual bleeding or discharge. 2. A lump or thickening in the breast or elsewhere. 3. A sore that does not heal. 4. Change in bowel or bladder habits. 5. Hoarseness or cough. 6. Indigestion or difficulty in swallowing. 7. Change in a wart or mole. If your signal lasts longer than two weeks, go to your physician. Give him the chance to give you the chance of a lifetime.

AMERICAN CANCER SOCIETY

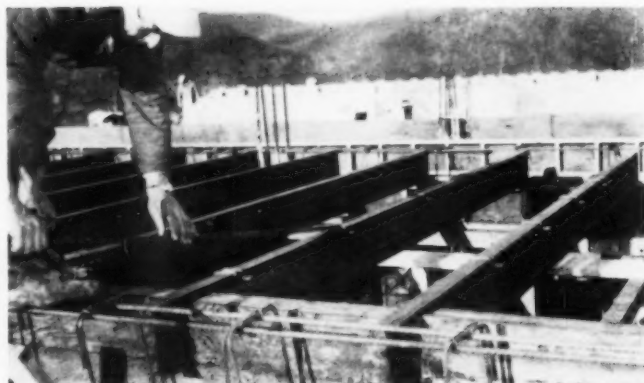


**American
Builder**

TRAINING YOUR MEN

How to do it better

Cast-iron clip cuts cost of forming for lightweight concrete floor slab



Ideas
Building with
Brains

The K-clip, innovation of New York engineer, Edward Klausner, fits over the top flange of a joist or beam. A cast-iron

seat protrudes from the clip that supports plywood deck forms. Breaking the seat loose after concrete has cured releases the forms. Clip saves falsework.

Tractor pulls pneumatic rig that spreads blacktop in widths up to 8 ft.



Ideas
Building with
Brains

Massey-Ferguson's Ram blacktop spreader attachment fits behind a tractor. It can be adjusted to any width up to 8

ft. to spread asphalt or oil mix, hot or cold, with up to ¾-in. aggregates for patching jobs or paving of alleys, driveways, parking lots, and drive-ins.

NEW HOUSE IDEAS YOU CAN MERCHANDISE...

NO-FROST REFRIGERATOR-FREEZER

with IceMagic® ice maker
replaces every cube... automatically!



Here are important "extras" in a refrigerator-freezer that really appeal to modern home buyers. First, there's exclusive IceMagic that makes distinctive, half-moon shaped ice cubes, then stores them in a convenient ice bucket. As cubes are used, they are automatically replaced. Then, objectionable frost problems are gone forever! Frost never forms in either the refrigerator or freezer section because all frost-gathering coils are located outside the food storage areas. In addition, there are many other outstanding features . . . all to help sell your homes easier!

ELECTRIC OR GAS

RCA WHIRLPOOL refrigerator-freezers are made in both electric and gas models . . . in a wide variety of sizes. They fit flush . . . can be built in. Another powerful sales feature!

MAIL COUPON TODAY

Contract Sales Division,
Whirlpool Corporation, St. Joseph, Michigan

AB-3-0

Please send complete information on the new line of
RCA WHIRLPOOL gas and electric refrigerator-freezers.

Name _____

Firm Name _____

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City _____ Zone _____

County _____ State _____



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!

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For Your Finest Homes

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54 OL Tru-Bow

window walls



104 OC Tru-Bow

REUTEN Tru-Bows and Tru-Walls . . . quality wood windows . . . increase the "saleability" of homes in any architectural style. The OL Tru-Bow (top picture) fits perfectly in a Modern setting; the OC Tru-Bow (second picture) adds charm to a Colonial house. Four additional styles and over sixty combinations of sizes, pane shapes, and vent positions can be ordered. Both Tru-Bows and Tru-Walls meet custom quality standards. They are available through regular millwork channels.

See our complete catalog in Sweet's A or LC files, our display in the Architects Building, 101 Park Ave., New York City, or write for additional information.



FRED REUTEN INC.
CLOSTER, NEW JERSEY

HOW TO DO IT BETTER

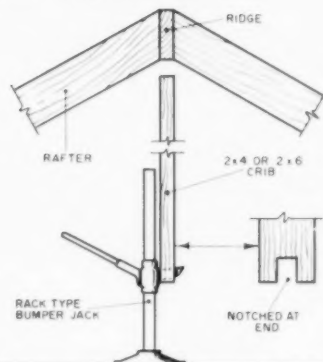
(Continued from page 174)

Small power units actuate staple gun



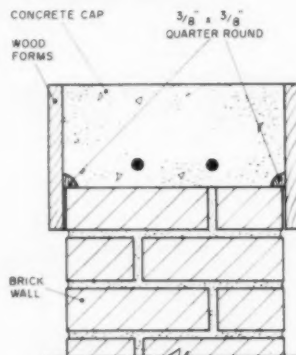
Westinghouse generator powers Emco Jet compressor that supplies air which actuates Duo-Fast S-762 staple gun nailing roofing.

Small bumper jack takes sag out of roof



The only equipment you need to take the sag from a roof is a rack-type jack and a wood crib.

Quarter-round stock stops leaks in forms



Tacking quarter-round stock to insides of chimney cap forms seals the joint and prevents the concrete's laitance from leaking out.

AMERICAN BUILDER

MASSEY-FERGUSON'S CLAIM OF
"CAN DO!" is backed by
"HAVE DONE" PERFORMANCE



SEE HOW



CAN MAKE YOU MONEY

You check with operators who own a Massey-Ferguson 204 Industrial Tractor. Let them tell you what it "CAN DO" for you.

You'll find this rugged unit is the only tractor in the 40-h. p. class equipped with Instant Reverse and torque converter so all you have to do to change directions of travel is touch your toe to either the forward or reverse foot pedal. With acceleration built in each pedal away you go without shifting or clutching. You simply pre-select the one of four different gear ranges that best suits your job, and you can work as fast in reverse as you do going forward. This lets you back out of congested areas...maneuver in close

quarters...and shorten the cycle time between load and dump.

There is no question that this is the greatest time-saving, fuel-economizing, and most maneuverable tractor in its class. A full range of attachments — including the famous Massey-Ferguson Loader, Backhoe, Scarifier-Scraper — are available so you can handle any job you tackle with power-matched equipment.

What Massey-Ferguson has done for others in the profit column it "CAN DO" for you. Let your Massey-Ferguson Dealer show you the full line of M-F Industrial Equipment today!

Why Wait? — Set a Date — We'll Demonstrate!



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Producing Sizeable Power for the "Sensational 60's"

MF60-19

MARCH 1960

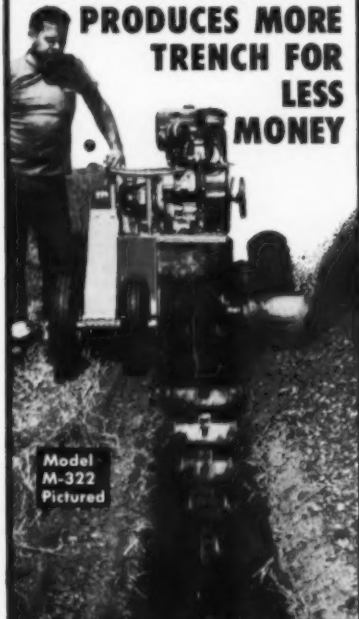
177

"More or Less"
THE BEST



Other trenchers cost "More or Less"
Other trenchers dig "More or Less"

**BUT DITCH WITCH
PRODUCES MORE
TRENCH FOR
LESS
MONEY**



Model
M-322
Pictured

TRENCH SIZES FOR 4 MODELS:

	16"	12"	10"	8"	6"	4"
1	K-1 30 HP	M-322 12 HP	M3 9 HP	C-3 7 HP		
2						
3						
4						
5						
6	Trenching Speeds 1 1/2 to 12 FPM					

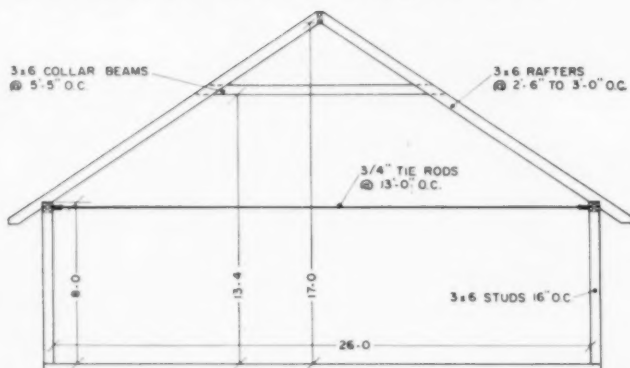
- USE FOR:**
- Utility Services
 - Sewer Laterals
 - Gathering Lines
 - Road Crossings
 - Signal Lines
 - Sprinklers
 - Footings, etc.

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.

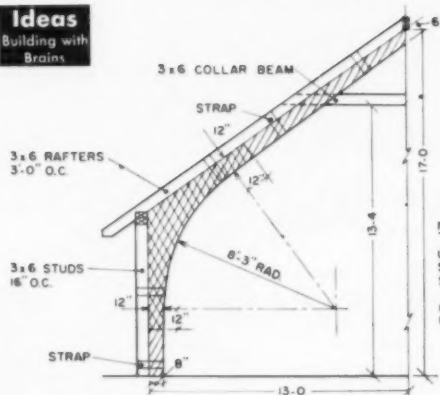
Ask the experts...

Problem: view-obstructing tie-rods



Solution: use three-hinged arches

Ideas
Building with
Brains



NOTE:
USE HAUNCH (DOUBLE SHADED AREA) ONLY IF SPACED 3'-0" O.C.
USE ENTIRE ARCH WHEN 13'-0" SPACING IS USED

QUESTION: We are planning to convert an old bowling alley (sketch) to an all-purpose meeting hall. There are now seven 3/4" tie rods, at 13'-0", tying the walls together. Can we safely remove the rods, to give an unobstructed view for movies, etc? Would it help to frame in more collar beams at the same height as existing ones?

Smiley Brothers
Mohonk Lake, N.Y.

ANSWER: The most logical solution to this problem is the three-hinged arch. The arch should be placed at 13'-0" if the entire section is used. If only the haunch is used (double shaded portion on sketch), the sections should be placed at 3'-0" O.C. Arches of this type are available from many timber fabricators.

William Hornung
National Technical Institute
New York, N.Y.

Continued ▶

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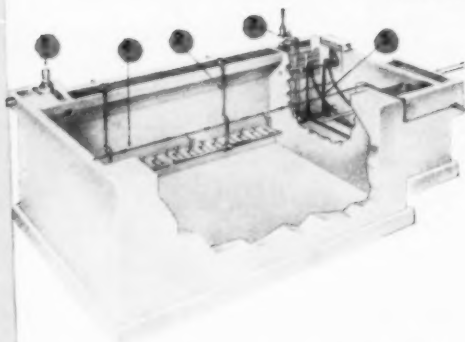
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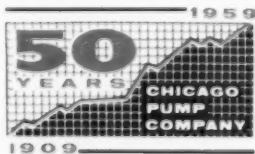
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ASK THE EXPERTS

(Continued from page 178)

Information on box beams

QUESTION: I have seen many box beams and trusses built of plywood and 2x4's, and I would like some information on how they are built. I would also appreciate some information on the glue which is used in glue-nail construction.

Fred Friedle
Logan, Utah

ANSWER: General information on truss construction is available from the Small Homes Council, University of Illinois, Urbana, Ill. They should also be able to provide you with information on the types of glue commonly used with prefabricated trusses.

Information regarding plywood box beams is available from Plywood Fabricators Service, 3500 E. 118th St., Chicago 17, Ill.

General construction information can be obtained from the U. S. Government Printing Office, Washington 25, D. C. Ask for a list of available publications.

Ed.

Smoothing old concrete floors

QUESTION: Can you tell me if there is any product which can be successfully applied to an existing cement floor in order to smooth it up. The area involved is about 15,000 square feet, and the expense of replacing the entire floor would be prohibitive.

Mark C. Cord
Sioux City, Iowa

ANSWER: We are assuming that the concrete floor you are speaking of is structurally sound, and that you are only concerned with some method of obtaining a new, smooth surface.

One method of doing this would be to use a heavy-duty grinder on the existing floor. By this method, the roughness can be removed and an acceptable finish obtained, provided the aggregate used in the original concrete is soft enough to be ground. In many cases where hard gravels are used for concrete aggregate it is very difficult and expensive to grind an old floor to improve the smoothness.

Your other alternative would be to resurface the existing floor with additional concrete.

Fred F. Loy
District Engineer
Portland Cement Association

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ESTIMATING TAKE-OFF

(Continued from page 113)

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BASEMENT FLOOR ONLY	925 sq. ft.
FIRST FLOOR ONLY	1,965 sq. ft.
SECOND FLOOR ONLY	825 sq. ft.
CAR PORT FLOOR ONLY	405 sq. ft.

—EARTH EXCAVATION & GRADING—

Top Soil 6" Grade Exc. & Pile	7,450 sq. ft.
Earth Basement Excav. & Disp.	9,050 cu. ft.
Earth Foundation Exc. & B'Fill	1,120 cu. ft.
Earth Hand Footing Exc. & B'Fill	725 cu. ft.
Earth Hand Pier Exc. & B'Fill	55 cu. ft.
Gravel 4" Floor Sub Fill	1,765 sq. ft.

—CONCRETE CONSTRUCTION & FINISH—

2500# Concrete Wall, Chim. & Col. Footings	430 cu. ft.
2500# Concrete Wall, Chim. & Col. Footings Forms	610 sq. ft.
2500# Concrete Wall, Structural Piers	5 cu. ft.
2500# Concrete Wall, Structural Piers Forms	15 sq. ft.
2500# Concrete 4" Floor Slab O.G.	925 sq. ft.
2500# Concrete 4" Car Port Slab O.G.	410 sq. ft.
2500# Concrete 4" Porch Slab O.G.	430 sq. ft.
2500# Concrete Floor Haunch	5 cu. ft.
2500# Concrete 10x7" Step Form & Finish	15 lin. ft.
Monolithic Floor Finish	925 sq. ft.
Monolithic Floor Float & Finish	840 sq. ft.
Kraft Paper Floor Prot. & Curg.	1,765 sq. ft.
#10 Steel 6x6" Mesh Fir. Reinforcing	1,765 sq. ft.

—BRICK & BLOCK CONSTRUCTION & VENEER—

Face Brick 4" Ext. Cav. Wall Veneer	980 sq. ft.
Face Brick 4" Foundation Veneer	130 sq. ft.
Face Brick 4" Ext. Chimney Veneer	170 sq. ft.
Face Brick 4" Int. Chimney Veneer	55 sq. ft.
Face Brick 8x4" Wind. & Dr. Sills	65 lin. ft.
Fire 4" Fire Place Lining	25 sq. ft.
Cinder Block 12" Foundation Wall	720 sq. ft.
Cinder Block 8" Foundation Wall	1,365 sq. ft.
Cinder Block Chimney Construction	190 cu. ft.
Sol. Cinder Block 12x8" Found. Ledger	95 lin. ft.
P.C.R. Concrete 4'x2'x6" Chim. Cap	1 unit
P.C.R. Concrete 4" Chim. Hearth	9 sq. ft.
P.C.R. Concrete 6x2" Door Sill	5 lin. ft.
Terra Cotta 12x8" Chimney Flue Lining	50 lin. ft.
W.P. Cem. Mort. 1/2" Found. Wall Parging	1,165 sq. ft.
Asphalt Found. Wall 2 Ct. Waterprfg.	1,155 sq. ft.
Acid & Mortar Expose Block Clean & Point	1,035 sq. ft.
Acid & Mortar Expose Brick Clean & Point	1,425 sq. ft.

—LUMBER FRAMING & CONSTRUCTION—

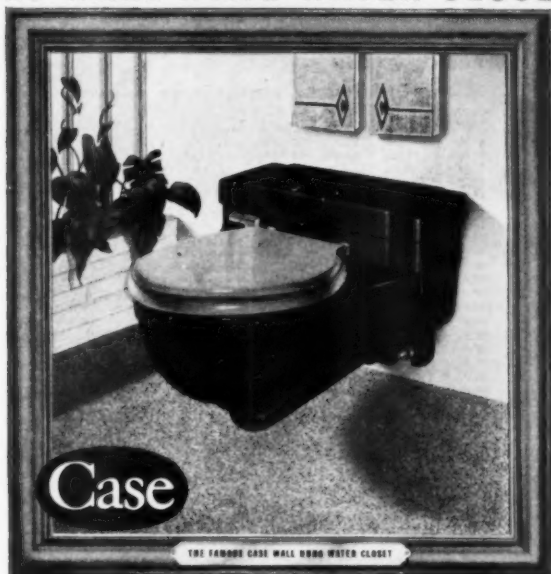
4x4" Fir D45 Porch Posts	55 lin. ft.
2 3x8" Fir Ceil. Joists Headers	75 lin. ft.
3x8" Fir Ceil. Joists	45 lin. ft.
3x8" Fir Floor Joists	155 lin. ft.
2 2x12" Fir Car Port Beam	45 lin. ft.
2x12" Fir Floor Joists	55 lin. ft.
2 2x10" Fir Joists Headers	15 lin. ft.
2 2x10" Fir Joists Headers	15 lin. ft.
2x10" Fir Floor Joists	2,290 lin. ft.
2x10" Fir Ceiling Joists	540 lin. ft.
2x12" Fir Ceiling Joists	305 lin. ft.
2x10" Fir Found. Wall Ledger	30 lin. ft.
2x10" Fir Joists Header	25 lin. ft.
2x10" Fir Sol. Joists Bridging	350 lin. ft.
3 2x8" Fir Floor Beam	15 lin. ft.
2x8" Fir Roof Ridge	70 lin. ft.
2 2x6" Fir Door Headers	20 lin. ft.
2 2x6" Fir Partition Plates	10 lin. ft.
2 2x6" Fir Ceil. Joists Blocking	30 lin. ft.
2 2x6" Fir Wall Sill	135 lin. ft.
2x6" Fir Wall Sill	145 lin. ft.
2x6" Fir Partition Sill	10 lin. ft.
2x6" Fir Roof Bridge	20 lin. ft.
2x6" Fir Ceiling Joists	890 lin. ft.
2x6" Fir Roof Joists	2,560 lin. ft.
2x6" Fir Partition Studs	35 lin. ft.
2 2x4" Fir Partition Plates	755 lin. ft.
2x4" Fir Wall Studs	2,505 lin. ft.
2x4" Fir Partition Studs	2,325 lin. ft.
2x4" Fir Fascia Nailers	100 lin. ft.
2x4" Fir Rafter Ties	205 lin. ft.
2x4" Fir Rafter Sill	240 lin. ft.
2x4" Fir Soffit Outlookers	185 lin. ft.
2x4" Fir Outlooker Nailers	340 lin. ft.
2x4" Fir Joist Nailers	25 lin. ft.
2x4" Fir Ceil. Joist Blocking	100 lin. ft.
2x4" Fir Partition Sill	755 lin. ft.
2x4" Fir Stair Nailers	25 lin. ft.
2x4" Fir Cab. Soffit Framing	105 lin. ft.
2x4" Fir Ceiling Joists	105 lin. ft.
2x3" Fir Floor Sleepers	210 lin. ft.
1x6" Fir T&G Floor Lining	2,650 sq. ft.
3/4" WP Plyd. Roof Lining	3,290 sq. ft.
3/4" WP Plyd. Floor Sub-Lining	230 sq. ft.
1/2" WP Plyd. Partition Bracing	30 sq. ft.
1x6" Fir Rafter Ties	215 lin. ft.
3/4x3" Fir Joists Bridging	750 lin. ft.
Insulation 1/2" Wall Lining	2,080 sq. ft.
Fiberglass 4" Ceiling Insulation	2,530 sq. ft.
Fiberglass 2" Wall Insulation	2,415 sq. ft.
210# Asphalt Roof Shingles	3,155 sq. ft.
15# Felt Roof Isolation	3,155 sq. ft.
15# Felt Wall Isolation	2,080 sq. ft.
15# Felt Floor Isolation	2,650 sq. ft.

—OAK FINISH FLOORING—

2 1/2" Oak Finish Flooring	1,990 sq. ft.
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(Continued on page 184)

The WALL-HUNG WATER CLOSET



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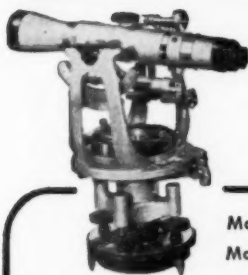
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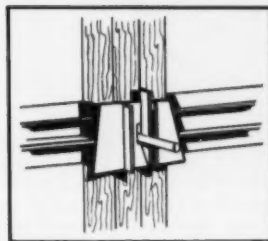
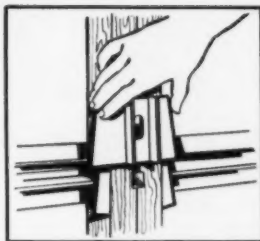
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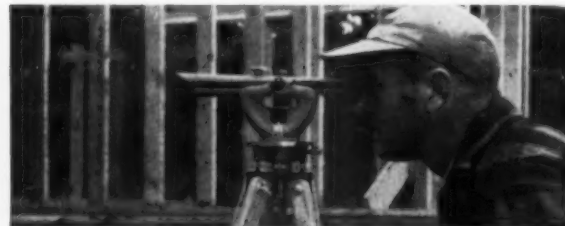
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(Continued from page 182)

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—WOOD EXTERIOR AND INTERIOR MILLWORK—

1 3/4" Wh. Pine 3'x6'8" Glz. Ext. Door F.&T.	1 unit
1 3/4" Wh. Pine 2'8'6" Glz. Ext. Door F.&T.	1 unit
1 3/4" Bir. Ven. 2'8'x6'8 Flu Int. Door F.&T.	2 units
1 3/4" Bir. Ven. 2'6'x6'8 Flu Int. Door F.&T.	10 units
1 3/4" Bir. Ven. 2'6'x6'8 Flu Int. Door F.&T.	5 units
1 3/4" Bir. Ven. 1'6'x6'8 Flu Int. Door F.&T.	1 unit
1 3/4" Bir. Ven. 3'x6'8 Flu Int. Sid. Dr. F.&T.	1 unit
1 3/4" Bir. Ven. 4'8'x6'8 Flu Int. Sid. Dr. F.&T.	5 units
1 3/4" Bir. Ven. 6x7" Glz. Ext. Sid. Dr. F.&T.	1 unit
W.P. & Gl. Sash 9'6x6'6 Bowed Window, F.&T.	2 units
W.P. & Gl. Sash 6x4' Dbl. Hg. Window, F.&T.	1 unit
W.P. & Gl. Sash 5'6x4' Dbl. Hg. Window, F.&T.	1 unit
W.P. & Gl. Sash 10'6x5' Bowed Window, F.&T.	1 unit
W.P. & Gl. Sash 3x4' Dbl. Hg. Window, F.&T.	5 units
W.P. & Gl. Sash 3'x4'6 Dbl. Hg. Window, F.&T.	4 units
W.P. & Gl. Sash 6x3' Dbl. Hg. Window, F.&T.	1 unit
W.P. & Gl. Sash 3x3' Dbl. Hg. Window, F.&T.	2 units
W.P. & Gl. Sash 2'6x3' Dbl. Hg. Window, F.&T.	2 units
W.P. & Gl. Sash 2'6x4' Dbl. Hg. Window, F.&T.	1 unit
W.P. & Gl. Sash 2x4' Dbl. Hg. Window, F.&T.	1 unit
W.P. & Gl. Sash 3x1' Bamt. Window, F.&T.	2 units
W.P. 1'x7'6 Window Shtrs. & Accs.	8 units
W.P. 1'x3'6 Window Shtrs. & Accs.	4 units
W.P. 1x16" Window Sill	20 lin. ft.
Wh. Pine 1x12" Fascia Boarding	90 lin. ft.
Wh. Pine 1x8" Clst. Shelving	65 lin. ft.
Wh. Pine 1x8" Fascia Boarding	390 lin. ft.
Wh. Pine 1x8" Roof Fascia	205 lin. ft.
Wh. Pine 1x4" Colmn. Incasement	65 lin. ft.
Wh. Pine 1x4" Wall Base	725 lin. ft.
Wh. Pine 3/4" Wall Base Molding	725 lin. ft.
Wh. Pine 3" Crown Base Molding	205 lin. ft.
Pine & Plywd. 4x2x3' Bth. Sink Cab. & Acc.	1 unit
Pine & Plywd. 5x2x3' Bth. Sink Cab. & Acc.	1 unit
Oak & Pine 14Rx3' Int. Stairs	1 unit
Fir & Pine 14Rx3' Int. Stairs	1 unit
Oak & Pine 1Rx4' Int. Stairs	3 units
1/4" Fir Closet Pole	45 lin. ft.
3/4" W.P. Plwd. Soffit Boarding	245 sq. ft.
3/4" W.P. Plwd. Prch. & Cor Port Cell. Boarding	725 sq. ft.
Asbestos Wall Siding	1,130 sq. ft.
1/2" Plwd. 3x3' Wall Panels	4 units
Oak & Mastic Door & Window Caulking	445 lin. ft.
1/4" Pol. Glass Sliding Door Panes	45 sq. ft.

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3.4# Metal Wall Lathing	7,195 sq. ft.
3.4# Metal Ceiling Lathing	2,430 sq. ft.
Metal Corner Beads	200 lin. ft.
Gyp Plaster Wall 3 Coats OI	7,170 sq. ft.
Gyp Plaster Ceiling 3 Coats OI	2,430 sq. ft.
Gyp Plaster Wind Soffit 3 Coats OI	25 sq. ft.

—METAL ORNA. & MISC. WORK—

3"-d. Steel Lally Columns	20 lin. ft.
4"x3 1/2"x6L5 Fire Place Lintel	12 lin. ft.
Cast Iron 8x8" Chim. Clean-out Dr.	2 units
Cast Iron 8x4" Ash Dump	1 unit
Cast Iron Fire Place Damper	1 unit
Cast Iron 18x8" Found. Vent	1 unit
Aluminum 1/2x5" Door Saddles	6 lin. ft.

—PLUMBING SYSTEM & FIXTURES—

Water Service Connection & Piping	1 unit
San. Service Connection & Piping	1 unit
Gas Service Connection & Piping	1 unit
Gas Furn. Service Connection & Piping & Accessories	1 unit
Hot & Cold Connection & Piping	2 units
Lavatory Piping & Accessories	3 units
Bath Tub Piping & Accessories	2 units
Water Closet Piping & Accessories	3 units
Kitchen Sink Piping & Accessories	1 unit
Shower Head Piping & Accessories	2 units
Shower Compt. Piping & Accessories	1 unit
Dish Washer Piping & Accessories	1 unit
Elect. H.W. Htr. Piping & Accessories	1 unit
Laundry Washer Piping & Accessories	1 unit

—HEATING SYSTEM & FIXTURES—

Gas Warm Air Furnace & Accessories	1 unit
Gas Warm Air Temp. Control Equipment	1 unit
Gas Warm Air Ducts & Registers	18 units
Gas Warm Air Vent Connection	1 unit

—ELECTRICAL SYSTEM & FIXTURES—

Electric Service Connection	1 unit
Electric Service Panel & Switch	1 unit
Telephone Service Connection	1 unit
H.W. Heater Connection & Wiring	1 unit
Gas Furnace Connection & Wiring	1 unit
Oven Connection & Wiring	1 unit
Range Connection & Wiring	1 unit
Exhaust Fan Connection & Wiring	1 unit
Dish Washer Connection & Wiring	1 unit
Single Switch Outlets & Wiring	18 units
3-Way Switch Outlets & Wiring	10 units
Convenience Outlets & Wiring	36 units
Power Outlets & Wiring	2 units
Light Outlets & Wiring	28 units
Ceiling Fixtures & Bulbs	21 units
Wall Fixtures & Bulbs	3 units
Ext. Wall WP Fixtures & Bulbs	4 units
Television Antenna & Wiring	1 unit
Entrance PB Chime & Wiring	1 unit



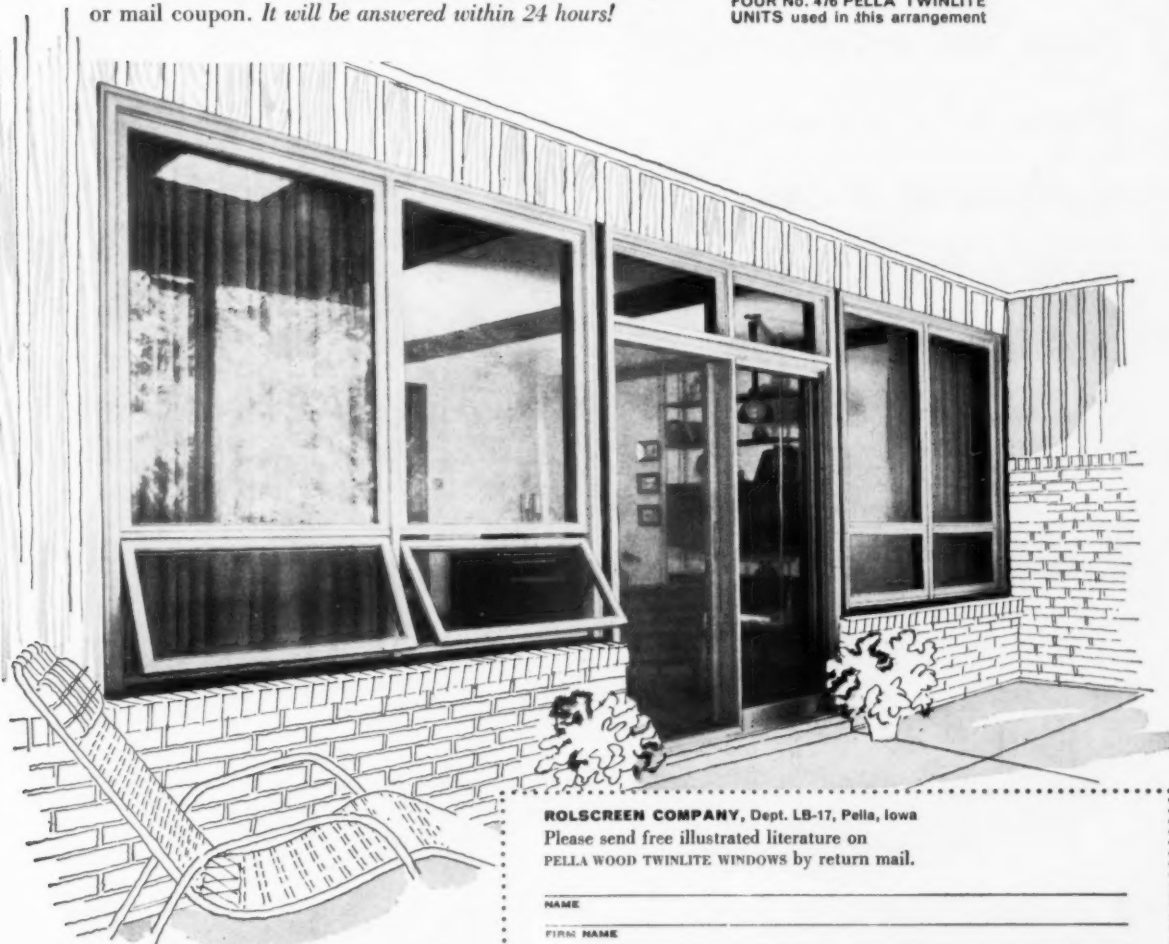
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seven of the worst problem areas, and how they should be handled.

1. Fill every space. Stuff loose insulation into framing spaces around windows and doors, and in any other place that won't take a full batt. These areas can cause big heat losses; and they can also cause areas of moisture condensation.

2. Keep vapor barriers intact. Tape up tears, cover loose mate-

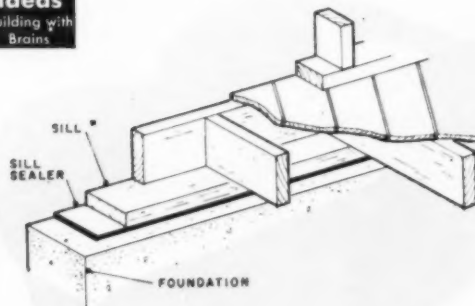
rial with a moisture-resistant membrane. And staple barriers tight to studs and joists, leaving no gaps.

3. Always put vapor barriers towards the heated, or inside part of the house.

4. Always ventilate above the ceiling insulation. This will keep heat from building up in the summer. Cathedral ceilings (see drawing below) are particularly troublesome this way.

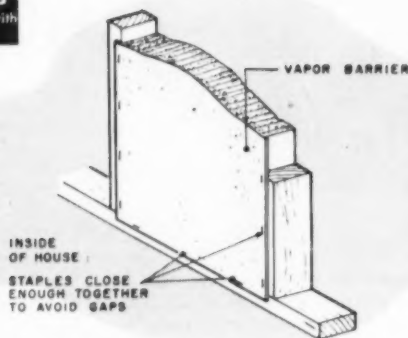
Here are seven critical areas where poor workmanship can reduce the effectiveness of an insulating job

Ideas
Building with
Brains



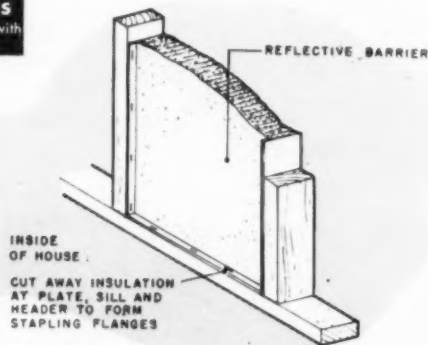
1 AIR LEAKAGE between foundation and sill can cause cold basements, or cold floors over crawl spaces. A thin strip of insulation will serve as a gasket and take up irregularities between foundation wall and sill.

Ideas
Building with
Brains



4 IN EXTERIOR WALLS, batts should, wherever possible, be face stapled to the studs. This permits the lapping of the vapor barrier for maximum tightness. It is also an easier and faster method of installation.

Ideas
Building with
Brains



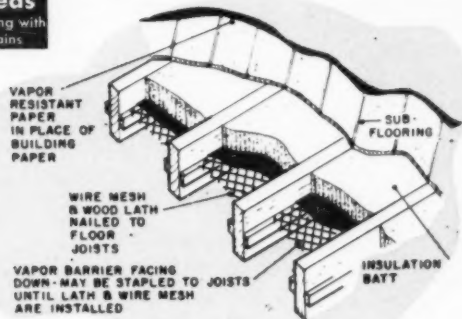
5 DISHED-IN APPLICATION of batts is necessary in exterior wall under some circumstances. If batt is foil-faced, an air space must be left for reflection. And if walls are plaster, contact will destroy the foil.

GUIDE FOR THE MONTH OF MARCH

as good as the way you install it

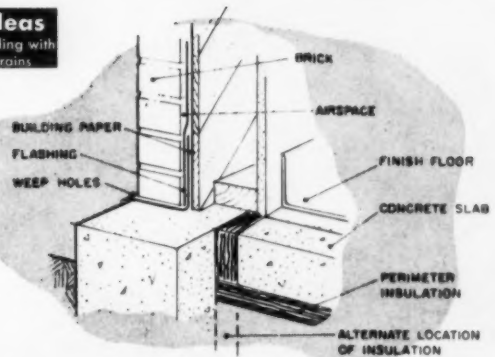


Ideas Building with Brains



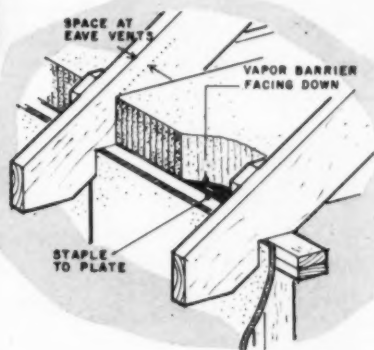
2 EVEN IN A TIGHT crawl space the temperature will be lower than in the house. Batts set between joists will keep the floors warm. The wire mesh will keep the batt from sagging, and probably tearing.

Ideas Building with Brains



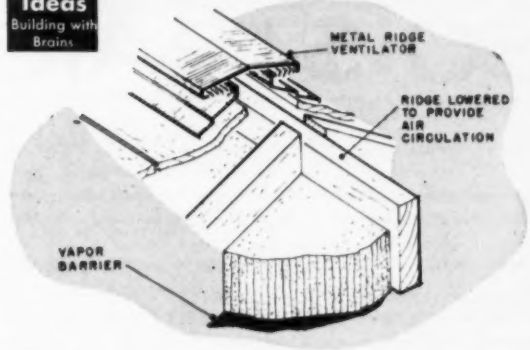
3 IN SLAB CONSTRUCTION, perimeter of the slab is the worst area of heat loss. Batts won't work here; instead, rigid insulation is installed in one of the ways shown here. 1" thickness is minimum, 2" is better.

Ideas Building with Brains



6 CEILINGS are the biggest heat-loss area in the house. For maximum effectiveness, batts are run part way over the top plate. Vapor barriers are stapled to the plate. Space must be left between batt and decking for ventilation.

Ideas Building with Brains



7 IN CATHEDRAL CEILINGS ventilation over batts is especially important for cooling. Aluminum ridge ventilator allows full air wash from eave or soffit vents to ridge. Note how ridge girder is lowered for venting.

HINES!



SO STRAIGHT YOU CAN

Always on line...sight along the edge of a course of Hines Allwood Allweather Siding and see for yourself how flat and straight it lies. Under two coats of paint, the joints are virtually invisible. Here's *proof* of the superiority of this siding, which builders are using on expensive homes because of its durable attractiveness and on their lowest-priced models because of its economy.

DIMENSIONALLY STABLE FOR BETTER PERFORMANCE... SAVES YOU 20% OR MORE ON MATERIALS AND LABOR

Hines Allwood Allweather Siding consists of a smooth hardboard surface laminated to a crossply of fir veneer and a kiln-dried lumber core. It's hot-press bonded with waterproof glue, combining the advantages of hardboard, plywood and solid wood...so rigid that *no sheathing is needed* with studs 16" on center. The fine-grained material is easy to saw, won't split or splinter and *resists abrasion and hammer dents*. Tempered and sealed with pentachlorophenol to resist moisture, decay and insect

attack. No snaking, buckling, or open joints ever, regardless of changes in weather. *One man can put it up!* The precision rabbeted joint makes it easy for one man simply to lift each 8' length into place and nail it down—automatically *level*. Because of the rabbeted joint you can also get 11 1/2" of coverage for each 12" width of siding—much more coverage than possible with ordinary lap sidings. The smooth hard surface takes and holds paint so well that less paint is needed—another saving!



- NAIL WITHOUT SPLITTING
- EASY TO WORK
- A ONE-MAN OPERATION



ALLWOOD ALLWEATHER SIDING

**SEE THE HINES EXHIBIT AT THESE
IMPORTANT TRADE CONVENTIONS:**

Indiana Lumber and Builders' Supply Assn., Indianapolis, March 1-3
Carolina Lumber and Building Supply Assn., Asheville, N. C., March 8-10
Iowa Retail Lumbermen's Assn., Des Moines, March 15-17
Louisiana Building Material Dealers' Assn., New Orleans, March 22-24
Lumbermen's Association of Texas, Austin, April 10-12

SEE THE DIFFERENCE



NEVER A BEND "We use Hines Allwood Siding almost exclusively. It's so rigid there's never a bend...and no splitting. Once it's on we're through with it. We've never had a single call-back with Allwood Siding. The customers like the way it looks and the men like to work with it. You don't need a trim saw to cut it. There's much less waste and I notice big savings in labor. That helps me give the owner a better product."

W. D. Sanders, builder of illustrated house in Glen Ellyn, Ill.

Send for free samples today!
Just call or write the man from **HINES**

Edward Hines Lumber Co. Sawmills at Hines, Westfir, Dee and Bates, Oregon.
Other plants: Plywood, Westfir; Hardboard, Dee; Millwork, Baker and Hines, Oregon.
Engineering and Development Division: Hood River, Oregon.

Edward Hines Lumber Co. AB-3
200 S. Michigan Avenue, Chicago 4, Illinois

Please send me free samples and information about Hines Allwood
Allweather Siding.

Name _____
Title _____
Company _____
Address _____
City _____ Zone _____ State _____

the **ONLY** tool you need
for instant adjustment of gliding doors!



NEW (Patent Pending)
KENNATRACK FA **FINGER ADJUSTING HANGER**
ENDS COSTLY CALL-BACKS!

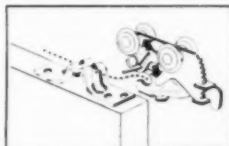
Sensationally DIFFERENT. Astoundingly SIMPLE. A new KENNATRACK triumph that permits INSTANT adjustment and alignment of all by-passing and open or closed pocket doors. See illustrations.

Specify KENNATRACK FA (Finger Adjusting) Hardware and even the "all thumbs" homeowner won't be bothersome by demanding unprofitable call-backs. It is actually easier for him to raise or lower a Kennatrack-hung door $\frac{5}{8}$ " himself—or to re-align it for minor adjustments—than it is for him to phone for service.

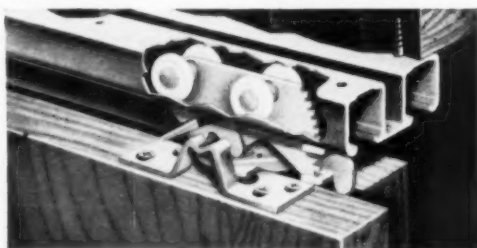
QUIET! Besides being finger-adjusting and instant-mounting, Kennatrack Hardware gives you the quietest, most *easily* gliding pocket and by-passing doors ever known. Write for details on this money and time-saver as well as complete information on budget "Scottie" hardware for by-passing, pocket, and folding doors.



FINGER-TIP ADJUSTMENT . . . mere finger-tip pressure on ratchet-type adjuster gives immediate and perfect door alignment, and raises or lowers the door as required.



INSTANT DOOR MOUNTING . . . simple retainer lock engages, disengages at flick of a finger, yet never loosens in use. No need to remove stops or trim when removing door!



NEW SERIES 600 FA KENNATRACK . . . for quick, simple installation of 1" to 1 $\frac{3}{4}$ " By-passing Doors. Kennatrack's exclusive top mount hanger eliminates extra millwork, permits maximum adjustment as well as instant removal and replacement of door without disturbing adjustment. Two hangers per door with eight floating wheels attached to grease-grooved axles that automatically compensate for door warpage. For doors up to 100 lbs.



KENNATRACK[®]

KENNATRACK CORPORATION • Elkhart, Indiana • A SUBSIDIARY OF **EKCO**[®] PRODUCTS CO.

"Meet the twins!"



YOUNGSTOWN KITCHENS NEW 24" Diana Oven-Range and 24" Diana Dishwasher

The most persuasive pair of "saleswomen" you could install in your homes! *Built-ins*, they give a kitchen that "custom-built" look! *Installed like base cabinets*, labor costs go down! Their statistics:

DIANA OVEN-RANGE • chrome-lined interior • smokeless broiler pan • fingertip controls on top • three 6" burners and one 8" • 8" burner on De Luxe unit has Thermo-Magic control, makes every pan an automatic cooking utensil • can be installed in minutes • available in White, Monterey, Chrome, Antique Copper.

DIANA DISHWASHER-DRYER • porcelain-lined • vinyl-covered racks. Top rack turns clockwise for thorough over-all washing • heavy and normal settings (heavy for greasy plates and pots) • holds full service for ten • 1,000 Watt hot water booster acts as speed dryer, dishwarmer • available in White, Monterey, Chrome, Antique Copper.

Real estate agents say "the woman prospect *buys the kitchen*"! Find out how the Twins can help you move homes at low cost. Ask your Youngstown Kitchens Representative for complete details, or mail this coupon.



AMERICAN-Standard

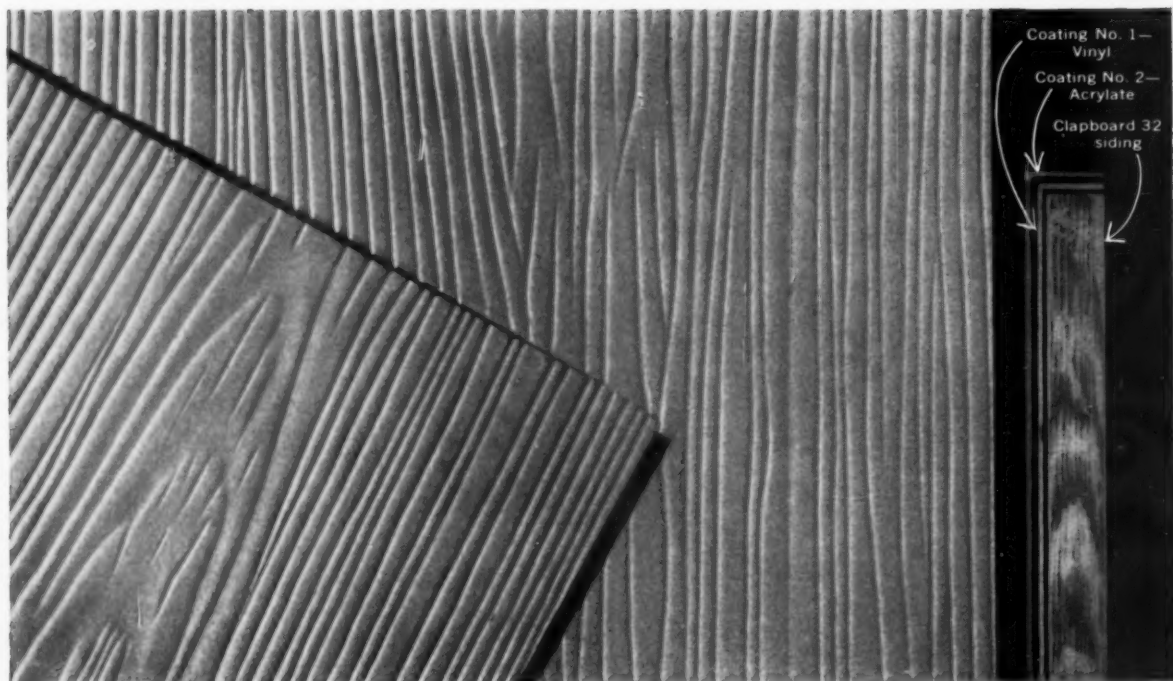
YOUNGSTOWN KITCHENS DIVISION

American-Standard, Youngstown Kitchens Div.
Builder Information, Box AB360, Warren, Ohio
Please send data on the Diana Twins immediately.

Name _____
Firm Name _____
Address _____
City _____ State _____

The siding with a double vinyl-acrylate plastic coating!

NEW CLAPBOARD 32

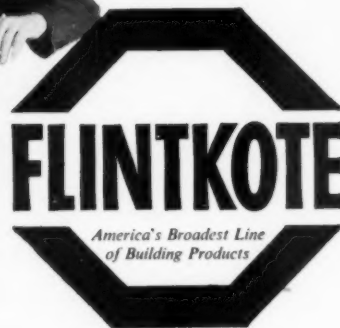


Flintkote salesman William F. Tripp tells all about Duo-Vinyl-Acrylate finish... and why new Clapboard 32 is the hottest siding item to come along in years... one that can't miss helping you sell more homes!

"The big news is the Duo-Vinyl-Acrylate finish—a double thick plastic coating. It protects Clapboard 32 from wear and weather... does away with the need for painting to protect it... minimizes maintenance. Result: siding holds its color for years and years... stays good looking as the day it was installed."

- In addition to Clapboard 32, Flintkote also makes Duo-Vinyl 12 x 24. Same product as Clapboard 32. Same Duo-Vinyl-Acrylate finish, just in a different size.
 - Both new siding products come in four beautiful pastel colors plus Polar White. Color matching accessories too! (Aluminum corners, caulking mastic and nails in matching pastels.)
- For particulars, literature, see your Flintkote representative. You will find him a great guy to work with... and he knows his stuff in building materials.

The Flintkote Company, 30 Rockefeller Plaza, N.Y. 20, N.Y.





Won't slow to a gasp in tough going

Skil worm drive delivers greater power at cutting edge!

Try this some time: Run a 7¼" Skilsaw Model 77 through the meanest hunk of board you can find—green, sticky stuff with plenty of knots.

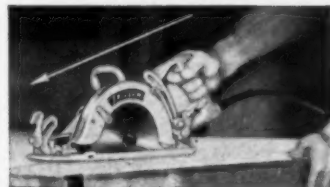
Then make the same cut with any top handle "high speed" saw.

Brother, if you never knew why the "77" is the world's leading power saw, you'll know it then!

It literally bulls its way through heavy going that makes "high speed" saws stop singing and start groaning.

Skil worm drive's the big reason. It multiplies cutting torque . . . gives Skil rear-handle, all ball-bearing power saws the kind of pile-driving power you need to finish *any* cut you start—without backing off for a second try.

Ask your Skil distributor to demonstrate the Skil Model 77 or any one of 7 other worm-drive models from 6" to 12". Or write for information to Skil Corporation, 5033 Elston Ave., Chicago 30, Ill. Dept. AB-30.



With Skilsaw High-Torque worm-drive saws, pressure is transmitted from handle to blade in a natural, "swing-thru" straight line. Blade is on left so line of cut is always visible.



... and SKILSAW POWER TOOLS



"EVERYTHING HINGES ON HAGER!"*

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Founded 1849—Every Hager Hinge Swings on 100 Years of Experience



* ®



Paint goes on smoothly, economically, without the need of sanding first.

Now—an exterior paint grade door **Guaranteed not to face check—** **Guaranteed trouble-free performance for the life of the building**

Weldwood's new Duraply Exterior Paint Grade Door is good news for quality-conscious builders. Just one prime coat and two finish coats of good paint, properly applied, are all it takes for a beautifully smooth job that will last up to *five full years!*

The secret is in the door's unique "skin"—a special resin-fiber overlay. This is the same waterproof, highly abrasion-resistant overlay used for painted Royal Marine Plywood boat

hulls. It holds the door's hardwood veneer faces tight, prevents grain raise and checking. At the same time, it presents an ideal paint surface.

All Weldwood® Duraply® Doors are precision-made of the finest components by master craftsmen at Weldwood's world-famous plant in Algoma, Wisconsin. The door's matchless construction saves maintenance costs and frees you from costly adjustments after door is hung.

WELDWOOD DURAPLY EXTERIOR PAINT GRADE DOOR

UNITED STATES PLYWOOD

THE WELDWOOD GUARANTEE

If treated in accordance with the best carpentry and finishing practices, properly maintained, Weldwood Duraply Doors are guaranteed against manufacturing defects, face checking, and for performance for the life of the installation. If defective, they will be replaced by United States Plywood—including hanging and finishing cost.

Send for detailed information on Weldwood Duraply Door.

AB 3-60

United States Plywood
 55 West 44th Street, New York 36, N. Y.

Please send me detailed information on the new Weldwood Duraply Door.

Name

Company

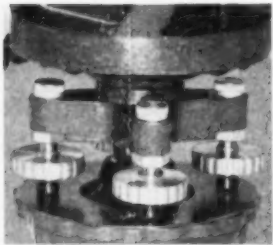
Address

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

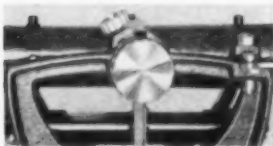
TRIO OF "EXCLUSIVES"

FOR QUICKER MORE ACCURATE SURVEYING

NEW... Completely redesigned Dietzgen Builders' Transit-Level has three exclusive features that you should know about...



EXCLUSIVE. *Totally enclosed leveling screws—removable and replaceable.* To keep lubricant in—and the harmfully abrasive effect of dirt and dust out—leveling screws and threads are completely enclosed. They will last longer than any "open" kind. And they are removable and replaceable. When they have outlived their usefulness, just remove a cap and pull out the leveling screws and bushings. New assemblies may be purchased. Spare yourself the time and money involved in replacing an entire unit.



EXCLUSIVE. *Side-mounted focusing knob for easier focusing.* Now, the focusing of the telescope may be done without disturbing its line of sight. Located on the end of the horizontal axis of the telescope, not on the telescope itself, the focusing knob may be operated without inadvertently moving the telescope. Here is a practical feature with real convenience.



EXCLUSIVE. *Top-mounted "rough" aiming sights for quick alignment.* Because time is money on the job, the fast but reasonably accurate initial sighting by means of "rough" aiming sights is a cost-cutter. An operator can quickly and easily swing on target... lock the instrument in approximate position... and then make fine adjustments with the tangent screw.



NEW... tough plastic cover that fits tightly over light metal base. Large catches flip open or shut easily. Base plate threaded to hold instrument snugly and securely. A rugged case for safe carrying even with rough handling.

This rugged, two-in-one instrument can do all your surveying work from start to finish... run boundary lines, lay out foundations, find elevation differences, level up excavation, align foundation piers, determine and set grades, plumb vertical lines, walls, uprights, chimneys and poles, run sewer and drainage lines, landscape... all kinds of jobs, big and small.

And, this all-purpose instrument is exceptionally simple and easy to use... no special mathematical or technical training is needed. Each Dietzgen Transit-Level is furnished with a free, easy to understand, self-teaching instruction manual containing complete operating instructions plus practical problems of many important applications.

For an instrument for all your surveying, with ease of operation, simplicity, ruggedness and accuracy, the Dietzgen Builders' Transit-Level is unexcelled. Write or call today for complete information. Ask for Bulletin N6385-C23.

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Heat and cool with this compact TRANE Climate Changer! Small dimensions meet modern construction requirements. Cooling unit may be added later—so you may offer *optional* cooling. 2, 3 and 5-ton cooling capacities.

Sell your homes faster this spring with versatile Trane Air Conditioning

Offer heating and cooling—or optional cooling—with these new, thrifty Trane Climate Changer units

The homes you build for sale this year can be "upgraded"—made more attractive to buyers—if you install TRANE Climate Changer units. Yet, you need not price yourself out of the market—because these TRANE heating or heating-cooling units are competitively priced, simple to install.

With TRANE Climate Changers, you offer your prospective buyers *exactly what they want*: you may install just the heating unit when you build, offer cooling as an optional feature. And with TRANE, you may choose either forced warm air or hot water heat; there's a matched TRANE cooling unit to go with either. And every TRANE Furnace has been designed to go with cooling. The cooling unit may be added when you sell the home or it may be added later . . . easily, economically.

And TRANE offers you a complete range of capacities, with gas or oil-fired models for any size, any type of home.

Designed and built by a leader in air conditioning, TRANE Climate Changers are built in a new, modern plant designed exclusively for manufacturing residential air conditioning equipment. And every TRANE installation is

handled by a qualified engineering contractor. The name TRANE on the heating-cooling system you install will help uphold your reputation as a quality builder.

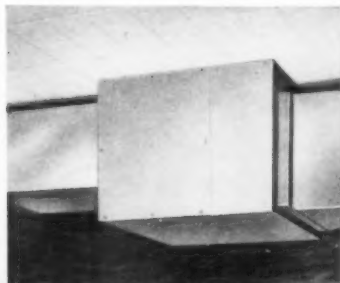
Want More Facts? Call your nearby TRANE Sales Office, or write TRANE, La Crosse, Wisconsin.

For any air condition, turn to

TRANE

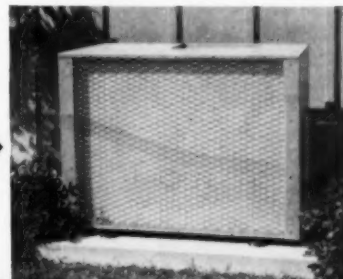
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◀ **Cooling that matches any heating system!** This Climate Changer fan-coil unit tucks away in attic, utility room, basement or behind partition. Takes only 5 sq. ft! Perfect for use with TRANE Baseboard and similar types of heating systems.

▶ **Needs no water!** This compressor and condenser unit is used with the TRANE Climate Changers described above. Air-cooled, it eliminates water supply and disposal problems. Installed outside the home or building.



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Quality Power Products



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Take a close look at these *professional* saws and you'll see why they can handle the toughest jobs, day-after-day, without a whimper. Contractors and builders choose Porter-Cable saws for every type of cutting operation—from light trim work to hour-after-hour heavy construction projects. Check such quality features as . . . ball-bearings throughout, precision depth and bevel adjustment, blower to clear line of cut, safety kickproof clutch, exclusive gear lubricator, extra powerful motor.

See the most complete line of Builders' Saws at your Porter-Cable dealer or write for folder.

PORTER-CABLE MACHINE COMPANY

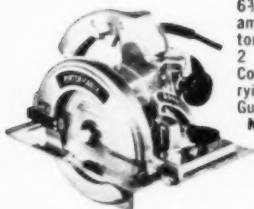
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PORTER-CABLE MONEY-SAVING SPECIAL!*

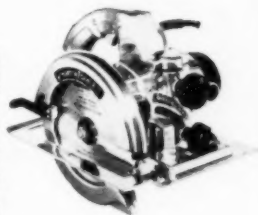
ON HEAVY-DUTY SAW KITS



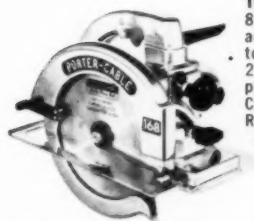
Save \$13 on Model 146A Saw Kit. With 6 3/4" dia. blade, 10 amp Universal motor, cutting depth 2 7/32" at 90°. Complete with Carrying Case and Rip Guide. Reg. \$89.95
NOW ONLY \$76.95



Save \$13 on Model 115A Saw Kit. With 7" dia. blade, 12 amp Universal motor, cutting depth 2 5/16" at 90°. Complete with Carrying Case and Rip Guide. Reg. \$99.95
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*Limited Offer Only Until July 30, 1960. Don't be disappointed—take advantage of this BIG Special and SAVE. Ask your Porter-Cable Dealer or write for folder. Porter-Cable Machine Co., 6013 Marcelus Street, Syracuse 4, N. Y.



NAHB RESEARCH HOUSE

(Continued from page 119)

Manufacturers participating in the Research House

These products are on the market:
American Steel Door Co.: Steel closet shelf apron
Armstrong Cork Company: Vinyl Sheet Flooring, Vinyl Asbestos Tile
Bemis Mfg. Co.: Toilet seat with Delrin plastic hinges
Briggs Manufacturing Co.: Plumbing Fixtures
Bryant Manufacturing Co.: Furnace, cooling coil and condenser
Char-Gale Manufacturing Co.: Aluminum Heat Registers
E. I. DuPont deNemours Co.: Exterior Acrylic Paint, Delrin insulated electric wire, reinforced Acrylic Lucite panels, luminescent-ceiling system, vinyl wall covering
Fibresin Plastics Co.: Fibresin counter tops, cabinet doors, drawer fronts
Filon Plastics Corp.: Shoji sliding door
General Aluminum Products: Combination aluminum storm door
General Ionics: Water-softener unit
Bert R. Huncilman and Son: Furnace flue and roof housing
Jo-Li-Et Gutter Gard, Inc.: Gutter guards
Kirsch Company: Drapery track and hardware
Koppers Company, Inc.: Treated sill plates Polyethylene membrane Plywood underlayment
F. H. Lawson Co.: Medicine cabinets
Louverdrapes: Tintine vertical entry blinds
Michigan Bell Telephone Co.: Pre-wired telephone jacks
National Aluminum Co.: Vinyl, aluminum frame tub enclosure
NuTone, Inc.: Door buttons and chimes, Kitchen center, Bathroom scale
Owens Corning Fiberglas: Draperies
Pittsburgh Plate Glass Co.: Tintowind glass units, Graylite heat-absorbing glass
Remington Arms Co., Inc.: Sill plate anchor studs
Reynolds Metals Co.: Aluminum shear plates, nails and flashing, Aluminum gutters and downspouts
Ruud Manufacturing Co.: Hot-water heater, Duo-Temp control unit
Sargent and Company: Exterior door locksets with Delrin knobs
Showerfold Door Corp.: Polyethylene Alathon folding shower door
Stanley Building Specialties Co.: Jalousie ventilating units
Structural Products, Inc.: Family-Room shelving
Timber Engineering Co.: Shear plates, joist hangers
Thomas Industries, Inc.: Lighting fixtures
Washington Steel Products Co.: Plastic drawers and hardware
Webb Industries, Inc.: Nylon Shower heads
Westinghouse Electric Corp.: Appliance center Dish-washer, Garbage disposer, Refrigerator-Freezer, Clothes washer and dryer
Xylos Rubber Co.: Hardwood-flooring mastic

These products haven't reached the market yet

Aluminum Co. of America: Aluminum door-jamb caps
B & B Chemical Textured: urethane roof coating
Challenger Lock Company: Entry-door lockset with Delrin plastic knobs and fittings
Colonial Plastics: Tuffite PVC waste pipe and PVC fittings PVC effluent field pipe and fittings
Compton, Inc.: Hardkote gypsum-drywall ceiling and wall finish
Coast Foundry and Mfg. Co.: Delrin plastic water-closet ballcocks
Curtis Companies, Inc.: Louver ventilating units, combination wood-sash door
The Dow Chemical Co.: polystyrene glass sidelights
Rovana wall fabric
E. I. DuPont deNemours Co.: Hypalon exterior wall coating caulking, Neoprene waterproofing
Emerson-Pryne Co.: Dual room ventilating exhaust system
B. F. Goodrich Chemical Co.: Hi-Temp Geon hot- and cold-water pipe and fittings
Kelwin: Lavatory faucets—Delrin valve assemblies
Koppers Company, Inc.: Dylite foam-core floor slab panels, partition panels
Minnesota Mining and Mfg. Co.: Interior aluminum joint tape underlayment and wall-paneling mastic
Moen Faucet Co.: Shower-Tub mixing valves
National Fiberglass: One-Piece molded-fiberglass vanity, shower stall and hood
Nickey Brothers: Oak hardwood strip flooring
NuTone, Inc.: Hi-Fi Stereo Intercom System
H. K. Porter Company, Inc.: Vinyl baseboard covered outlet system (electric)
Reynolds Metals Co.: Aluminum-primed foil for wall and roof panels, Stair Balluster and handrail
Stanley Electric Tool Co.: Stanley Hardware: Sill plate leveling machine, Surface door hardware and trim, garage hardware, kitchen-cabinet hardware
U. S. Ceramic Tile: Ceramuflex rubber-embedded ceramic tile mats
U. S. Plywood Corp.: Interior plywood Mono-Fin doors
U. S. Steel Corp.: Vinyl-coated steel for exposed-duct foamed core exterior doors
Westinghouse Electric Corp.: Built-in single-unit range and oven with electric sub-panel

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- ⊞ Ends warping, swelling and shrinking of doors, windows
- ⊞ Eliminates tile "pop outs"—protects grout from cracking
- ⊞ Prevents efflorescence of plaster, stucco, brick
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The little house that

IT WAS A LOVELY LITTLE HOME, just right for a young couple. And a very young, newly-married couple was going through it with Mr. Johnson, the builder. After they had finished the inside tour, Mr. Johnson took them outside to see the landscaping, the patio and the driveway.

"Look, Jim," said the bride, "isn't this a nice patio? We could do a lot of entertaining outside next summer if we bought this place. Do you like it?"

"Yes, Ginny, I like a patio a lot. In fact, that was one of the things I especially liked about the house we saw in Pine Trees yesterday. Remember, the house that was just a little bit more money than we had planned to spend."

"I remember and I was so disappointed," she sighed. "But," brightening, "I like this place just as well and it's not so expensive."

The builder interrupted with, "Well, I try to give my customers as much home for their money as possible. I don't

waste time, work and money on a lot of unimportant extras. I find that I can undersell many other builders."

"Glad to hear it," says Jim. "By the way, this concrete patio is pretty big. What about the danger of cracking from frost heave. Is it reinforced with welded wire fabric to guard against breaking?"

"Well," said Mr. Johnson, "that's a pretty heavy, well-laid piece of concrete. I don't think you need to worry about it breaking."

"But is it reinforced," persisted Jim.

"No it isn't," replied the builder. "I found that I could save a few dollars by not using welded wire fabric for concrete reinforcement. This is one of the ways I told you I saved you money—by eliminating unnecessary extras."

"I don't consider Welded Wire Fabric Reinforcement an unnecessary extra. It'll cost me a lot to replace the concrete later if it breaks. Maybe that builder over in Pine Trees had a good reason for asking a little more for his home. I think we'll go look at that house again. Its concrete *was*



was almost sold

reinforced with USS American Welded Wire Fabric. Thanks a lot for showing us your home, Mr. Johnson."

Like this young couple, more and more homeowners are asking is it reinforced and are deciding that maybe the little extra welded wire fabric cost is well worth it. The use of USS American Welded Wire Fabric will add 30% to the strength of concrete, and it gives you a strong selling point. Use USS American Welded Wire Fabric in the homes you build. Tell your prospects that it insures the protection and appearance of concrete for only about a penny a day on the mortgage life; and that it will add years of service to drives, walks, patios and basement slabs. Tell them that even after the mortgage is paid, the concrete areas will be in good condition.

USS American Welded Wire Fabric is made of cold drawn, extra strong steel wire, and it's prefabricated

for quick, easy installation. American Welded Wire Fabric is available in a wide variety of styles and sizes. For more information, see your building supply dealer, or write American Steel & Wire, Dept. 0128, 614 Superior Avenue, N. W., Cleveland 13, Ohio.

USS and American are registered trademarks

buyers will ask *"is it Reinforced?"*

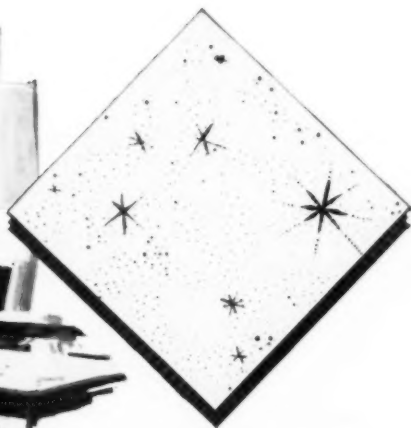


**American Steel & Wire
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United States Steel**

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New ways to get action from home buyers



NEW

Star-pattern Nu-Wood acoustical tile that puts stars in buyers' eyes and on their ceilings. Scattered stars in gold and gray add a sparkling touch.

PUT YOURSELF IN A TOP-PROFIT POSITION WITH

Home buyers want ceilings that absorb sound and yet are attractive. When your homes have Nu-Wood ceilings, you can capitalize on this basic need and watch your homes sell faster.

There are *nine* different styles of Nu-Wood tile, so you can offer homeowners a wide choice of decorator patterns and colors as well as special acoustical treatment for every room in every home. Wood Conversion Company, First National Bank Building, St. Paul 1, Minnesota.



CONSTELLATION

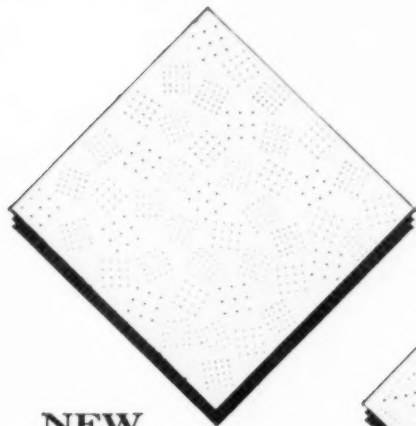
Distinctive yet unobtrusive pattern made by pinpoint perforations. An outstanding Nu-Wood acoustical tile.



RANDOM

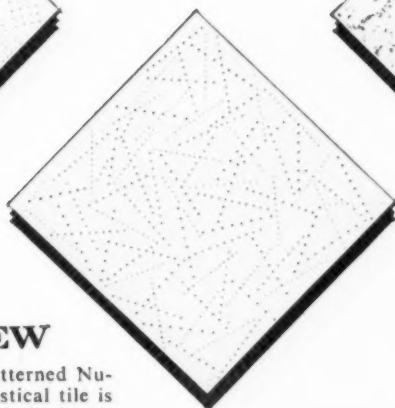
A Nu-Wood acoustical tile that creates an "at-leisure" effect. Random drilling of various-size holes gives casual pattern.

with Nu-Wood acoustical tile



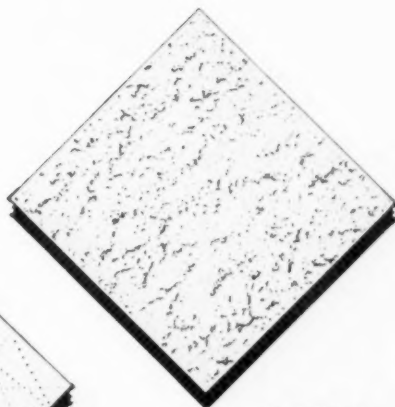
NEW

Cube-patterned Nu-Wood acoustical tile is smart, modern. Cheerful and charming, especially with contemporary decor.



NEW

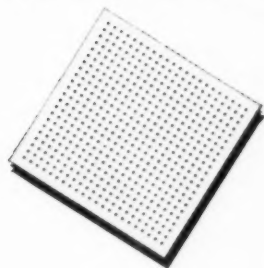
Bamboo patterned Nu-Wood acoustical tile is as warm and glowing as friendliness itself. Blends with any color scheme.



NEW

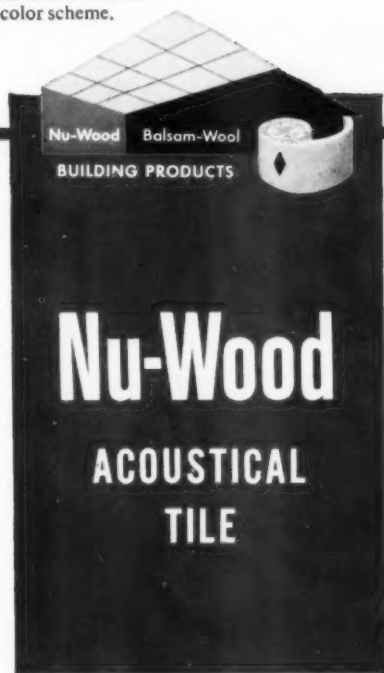
The elegant touch of rich gold has now been added to the fissured pattern Nu-Wood acoustical tile. Especially smart.

Nu-Wood TILE



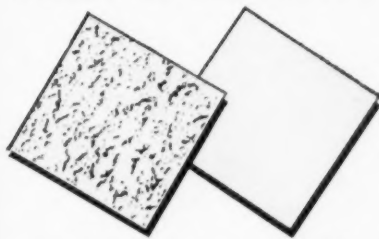
REGULAR

Recommend this for hobby and utility-type rooms. This Nu-Wood acoustical tile has regular pattern of perforations.



NU-WOOD and BALSAM-WOOL are registered trademarks of Wood Conversion Company

Nu-Wood NON-ACOUSTICAL TILE



DECORATOR

A simulated fissure design gives a high-fashion look. Comes in gray, beige or gold tones.

STA-LITE®

A Nu-Wood non-acoustical tile with plain white surface carefully designed to prevent glare.

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-3, 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.



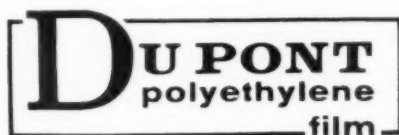
3. "HIDDEN PROTECTION" ARROW helps your salesmen point out the "extra quality" protection behind woodwork and walls . . . in crawl spaces.



4. NEWSPAPER ADVERTISING MATS help you attract new prospects to your homes by promoting the years of comfort provided by moisture-vapor protection.



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... THROUGH CHEMISTRY



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- BUCK DOOR FRAME
- BLOCK BUCK WINDOW
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STEEL WINDOW FRAMES MADE TO FULL WALL THICKNESS

No separate wood or steel pouring forms are required. All the concrete man has to do is position the "Buck" Window on the wall form, anchor one corner, check with spirit level . . . then complete the nailing.

Easy one-man installation. No labor time lost in stripping, cleaning, oiling and lugging around old-fashioned heavy steel bucks. Complete inside-outside trim. Perfect seal between header and plate—no furring and caulking necessary. All-welded steel frame has high quality finish—cleaned, phosphatized and coated with high grade oven baked-on enamel.

New Kewanee Jalousie "Buck" Window provides full ventilation. Aluminum insert has corrosion-proof, lever-powered operator—finger-tip control . . . gearless . . . nothing to get out of order or replace. Fully weatherstripped.

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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!

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to close in unfinished doors and windows . . . as painting drop cloths . . . plus dozens of on-the-job uses.

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Rimco Wood Window Units are designed with cleaner lines . . . no frills to paint. Weatherstripping is logically placed for not only better protection, but also, for ease of painting.

Deep-penetrating Woodlife preservative increases the paint bond, helps keep moisture out . . . protects the wood *before* it is painted. Wood bead glazing eliminates a good share of clean-up time. The Rimco "Slide" and "Six-Ten" units have removable sash . . . the "Casement" and "Vent" Units have sash that open *past* 90° . . . all for ease of cleaning and painting.

Couple these cost saving features with Rimco's consumer appeal and you have an unbeatable combination. Make Rimco Wood Window Units part of *your* quality homes.

Ask your Lumber Dealer for more information on the complete Rimco line of quality Wood Window Units or write Department "A".



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Check the long-lasting advantages of Zonolite Masonry Fill against *your* requirements. Let its fire-safe, water-repellent qualities keep your buildings comfortable and efficient. Mail the coupon *now* for full details.

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Send me your FREE booklets MF2 and MF3, giving complete details on Zonolite Masonry Fill Insulation.

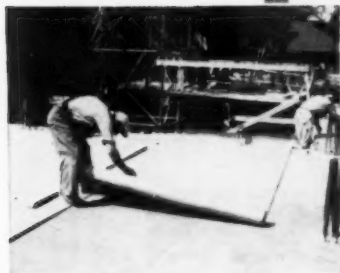
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THIN TRIM TERRIFIC
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 (QUALITY and PERFORMANCE)

FOR TOP QUALITY and QUIET PERFORMANCE . . . SPECIFY THE "409"!

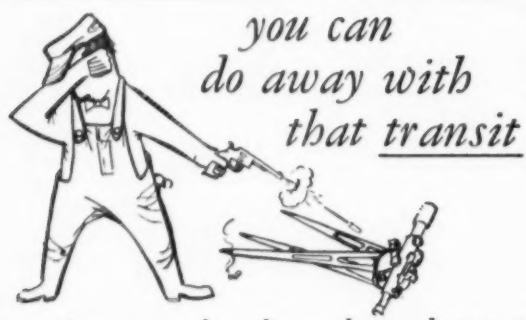
This brand new member of the Ventrola family is designed for extra-quiet performance and ease of installation in any type walls or ceilings where space is at a premium. Its slim (3/4" deep) housing fits into walls as thin as 4 inches. The efficient 4-pole motor assures excellent air movement and QUIET performance . . . ideal for apartments, motels and prefabs. The beautiful modern designed chrome plated grille will blend with any decor. Fully guaranteed for 5 years.

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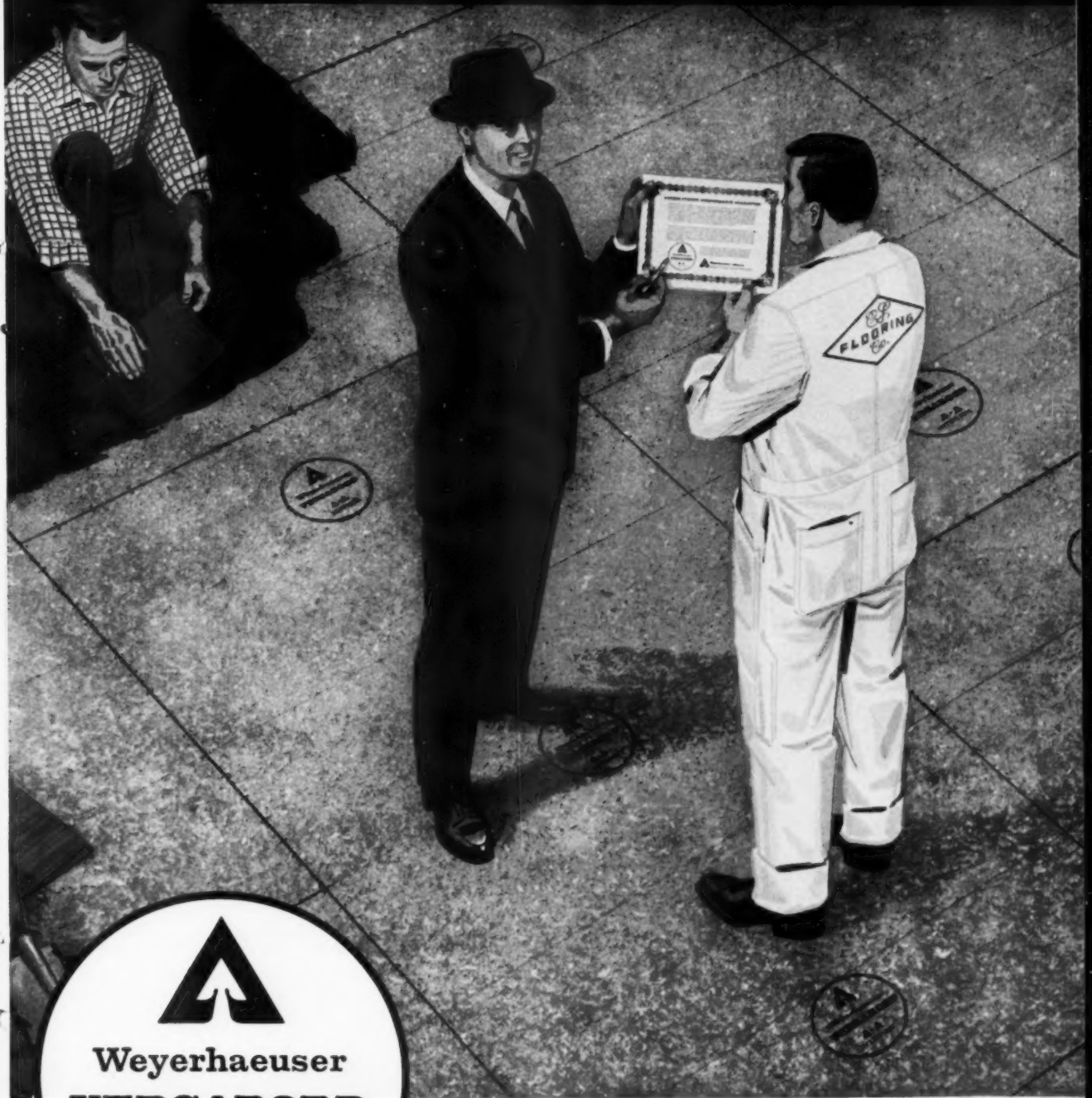
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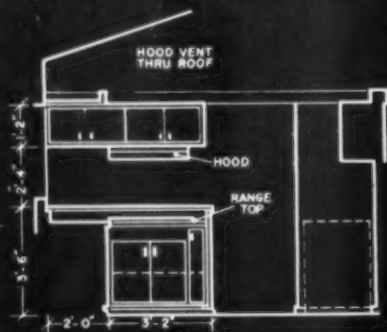
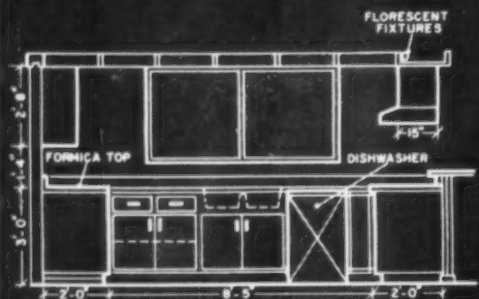
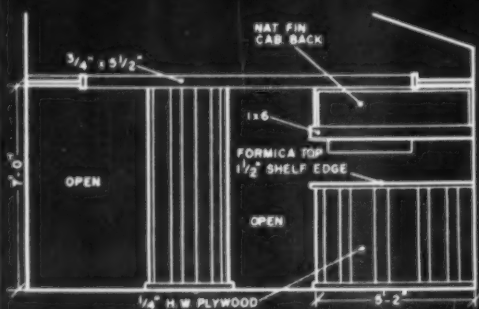
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BETTER DETAIL PLATE



VIEW FROM THE FAMILY ROOM shows the line of the dropped ceiling as it contrasts with the rise of the cathedral beams above it. Light trough runs across the top of the doorway and the pass-through. Top and center drawings (left) show how trough is built into the 1x6 joists.



VIEW FROM THE KITCHEN back into the family room shows that instead of being dropped across the whole room, ceiling is simply a soffit running around the perimeter. This combines a high, open effect in the kitchen with good family room/kitchen separation, also supports cabinets.

Ideas
Building with
Brains

Soffit ceiling combines open planning, good separation

Novel ceiling designs are rare. But in this house, by Architect Edward Fickett for Tavares Developments Co., San Diego,

Cal., a soffit ceiling has been combined with a cathedral ceiling in an unusual way. The design retains the roomy feeling of

the high ceiling, separates the kitchen well from the living area, and makes possible a dramatic lighting effect for both areas.

Contractor Saves 16 Hours per Slab On New Housing Project



1. Making first pass with 24 ft. 8 in. Stow vibrating screed. 16 man hours per slab saved by Major Building Co.



2. 4-inch slump concrete is screeded. Note the termite shield at edge of slab.



3. 1 1/2 to 2 hours after screeding, Stow G-42 Roto-Trowel used to float and finish floors.



4. Concrete consolidated in side forms with Stow DU midget vibrator.

ANSONIA, CONN. Major Building Company's Ted Ruderman needed a way to cut costs of finishing concrete slabs for his pre-fab housing projects. The old method required installation of screed supports, (1 1/2 hours of carpenter labor) and dividing each slab into three sections. The slabs were then poured, one at a time, and struck off by working two-by-fours back and forth across the slab sections.

Ruderman figured a vibrating screed would speed up the whole operation, and provide a better, smoother slab. On this job, he planned all slabs 24'8" wide, so that one screed beam would work on all, and arranged for STOW Manufacturing Company to furnish a 24'8" Model JS screed . . . with the beam notched at the ends to clear a termite guard around the outside of slab. No screed supports were necessary, since screed rollers rode on the concrete side walls. Ruderman used a STOW DU Midget vibrator to consolidate the concrete in the side forms.

Using 4" slump concrete, with nine gallons of retarder per load, Ruderman poured the concrete 4" thick, had two men raking ahead of the screed. Using this method, each 24'8" x 36'8" slab was prepared, spread, and screeded in just one hour! Later the floating and finishing job was done by a STOW G-42 Roto-Trowel.

This reduced production time saved 16 man hours per slab! And the smoother, true-to-grade finish provided by the STOW screed enabled carpenters to set up room partitions much faster, saving even more time!

How about you? Are you saving production time on your floor slabs?

STOW screeds are available complete, cut to any desired length. Also available, is the STOW package assembly (without beam, for contractors who want to build their own beams) which consists of 2 1/2 HP vibrating unit, brackets for engine mounting, end rollers, and handles.

Send for all the facts on STOW complete line of Concrete Equipment.

STOW Manufacturing Co.

Dept. B-8

142 Shear St., Binghamton, N.Y.

Please send me Catalog 580 on STOW Line of Construction Equipment.

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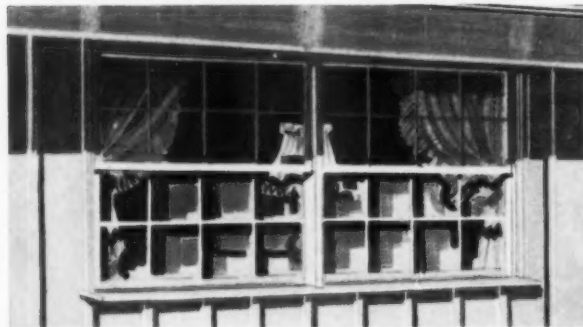
CITY STATE

THEY MAY LOOK ALIKE



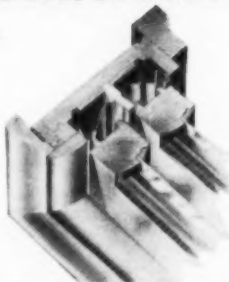
Crestline

BUT CRESTLINE Removable DOUBLE-HUNG WINDOWS



HAVE THE ALUMAFLEX WEATHERSTRIP

Applied to the left jamb, the patented one-piece Alumaflex hugs the sash to provide a weathertight seal despite dimensional changes due to the weather. The Alumaflex keeps out drafts and dust while allowing effortless removal and operation.



The Alumaflex weatherstrip gives CRESTLINE Double-Hungs a flexibility no other removable window has. Aluminum alloy "wings" in the left jamb hold sash snugly and at the same time permit instant removal. Unlike other windows CRESTLINE's Alumaflex never needs adjusting, has no springs, no screws!

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Black & Decker



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Freedom from Streaking



Vitroliner Chimneys with their concealed rain cap design, eliminate streaking on the housing and roof, by providing for the free flow of combustion gases from the chimney.

These Underwriters' Listed packaged chimneys are distributed and warehoused all over the United States and Canada. They are available in 6", 7", 8", 10" and 12" diameters with red, buff or white brick designed housings, as well as neutral gray.

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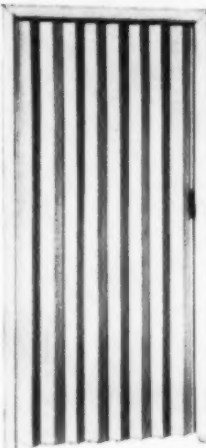
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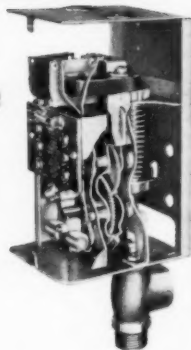
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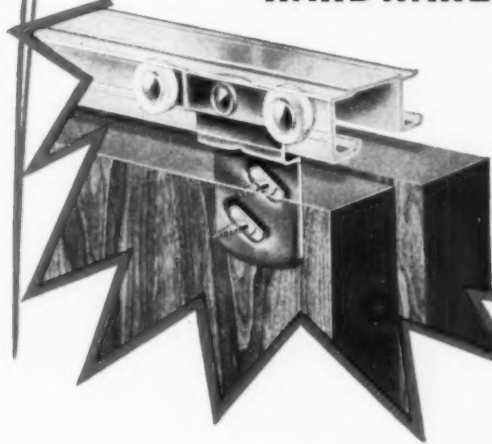
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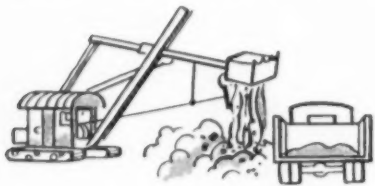
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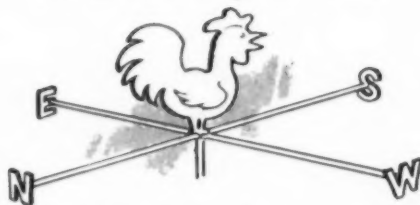
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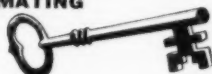
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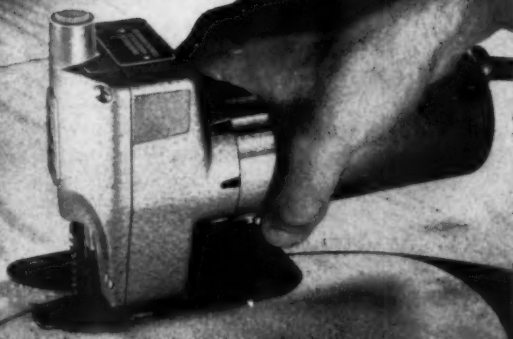
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THE MONTH Ahead

SEPTIC-TANK TROUBLES

If you're one of the increasing numbers of builders who use septic tanks, here's a word of warning: these devices are getting an increasingly critical eye from health authorities all over the country, and in many cases they are being ruled out altogether. Instances have been reported where septic tanks were outlawed, and existing mains were too far away to be reached economically. No other forms of sewage treatment were recognized by local authorities, so builders simply had to stop building.

DON'T LET IT HAPPEN TO YOU

If your area is showing signs of trouble like this, here's something you and your fellow builders can do about it right now. Ask your local health authorities to investigate methods of treatment other than municipal plants. Small plants are available to handle from one house up to any number; and lagoons are proving to be both effective and inoffensive in many parts of the country.

The important thing is to act now, before the problem suddenly jumps up and puts you completely out of business.

TRY THE OLD WAY

Many builders are so used to FHA and VA that they've forgotten that conventional loans exist. But with government-backed financing costing seven and eight points, conventional money can look very nice, particularly in the lower price brackets. Check on it. You may be surprised.

New ideas for a new market

If this issue of AMERICAN BUILDER points up one thing, it's that the building business is changing, and changing fast. Ten years ago it was hard to find really new ideas to report on. Today the ideas are coming so fast it's hard to find space for them.

Your attitude towards this change will have a great deal to do with the kind of builder you'll be in 1970; or, for that matter, whether or not you'll still be a builder at all. Obviously you can't simply ignore new ideas. If they're cost-cutters, passing them up will mean you're overpricing your houses. If they have strong buyer appeal, you'll lose sales points. In either case you'll suffer from having an old-fashioned product in a market that's attuned to modern ideas.

Two ideas that will change homebuilding

Let's take a couple of examples. The stud wall has been standard in houses in this country for three centuries. But the foam-core panel (see page 114) looks like a good bet to move in. It goes up faster and promises a lower in-place cost, which is good for the builder. And it insulates superbly, which means buyers will demand it for the savings it can effect in their heating and cooling costs.

Look at interior finishes. Gypsum board makes a good, economical wall, although it has taken almost a decade to woo both builders and buyers from their preference for wet plaster. Now a new finish (see page 119) combines a faster and less costly coating process with an attractive, unbelievably tough finish that should have great buyer appeal.

Neither of these products is a cheap substitute that does nothing but save a buck for the builder. Both are better products that will produce better houses. And they're only two out of hundreds that are reaching the market or just moving out of the laboratory. Your approach to them can, quite literally, be a matter of life or death to your business.

So, starting right now, why not try a new way of looking at new ideas. Try thinking, "How can I use this?" instead of "the old way is best. Why should I bother with something new?" The changes will come in either case. You'll be better off taking advantage of them than hiding your head and hoping they'll go away.

IN THE NEXT ISSUE: our enlarged, up-to-the-minute Buyers Guide annual. More than 550 building products listed, with all the firms that make them. More than 75 fact-packed technical data pages. More than 500 new catalog descriptions. More than 3,000 product manufacturers, complete with addresses.



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