

American Builder

Nov.
1960



The Faster House is a Must

The Big Switch to Panels

LU-RE-CO: Key to Better Profits

What does it take to sell your houses...

...under Today's Market Conditions?



DAVE FOX



IKE JACOBS

Let's Ask Fox & Jacobs of Dallas What They Think About This...

“ You have asked our opinion on what it takes to sell our homes under today's market conditions. Well — for one thing — it's taken for granted the house must be well built — with best possible materials for the price bracket of that house.

But above all else, we design our houses for “emotional appeal.” We have always believed the sale is often made or lost in those few precious moments when the prospects walk through for their “first look.” If we don't get them to go back for a “second look,” then we have lost them.

Frankly, we agree with your NuTone sales story that Glamour, Comfort and Family Fun make for a strong sales closer. As you know, we use NuTone Range Hoods and your Built-in Food Center in most of our kitchens — your Bathroom Heaters, also your Intercom and Built-In Stereo. In our 1961 houses, we'll also use your new Built-In Barbecue. ”

A handwritten signature in cursive script, appearing to read 'Dave Fox'.

A handwritten signature in cursive script, appearing to read 'Ike Jacobs'.



*NuTone suggests these
"sales closers" for ...*
Glamour
in the Kitchen

You'll agree: it's worth a few dollars per house to speed up your sales!

Use these two low-cost NuTone ways to prove it...

- 1 - Put an ordinary kitchen in the luxury class by using a NuTone Hood-Fan — the best name in the entire Industry.
- 2 - Win the women's vote with a NuTone Built-In Food Center — that operates 6 appliances with 1 concealed motor.

NuTone

*NuTone suggests these
"sales closers" for ...*
Comfort
in the Bathroom

Here's another NuTone idea that adds value to your Bathrooms:

Introduce NuTone's new Heat-A-Vent — the combination Radiant Heater and Exhaust Fan. The Heater takes the bite out of chilly mornings — makes "off-season" weather behave. The quiet Exhaust Fan removes odors and steam. Your choice of wall or ceiling models — saves space and installation costs.

SEE NEXT PAGE →



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SEE NEXT PAGE →

Why Not Follow the Lead of Fox & Jacobs ?

Include NuTone Built-In Barbecue and Built-In Stereo in Your 1961 Homes!

NuTone's Built-In Barbecue is available in Electric and Charcoal models . . . with a rotisserie — Fits standard cabinets.

NuTone's Built-In Stereo Music system combined with Intercom-Record Changer and AM-FM Radio. Fits standard walls.



Today's Market Conditions need these NuTone "sales closers"

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| <input type="checkbox"/> NUTONE RANGE-HOOD & FAN | <input type="checkbox"/> NUTONE HEATER & FAN |
| <input type="checkbox"/> NUTONE FOOD CENTER | <input type="checkbox"/> NUTONE BUILT-IN BARBECUE |
| <input type="checkbox"/> NUTONE BUILT-IN STEREO | |

NuTone

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ADDRESS _____

SEE OTHER SIDE ←

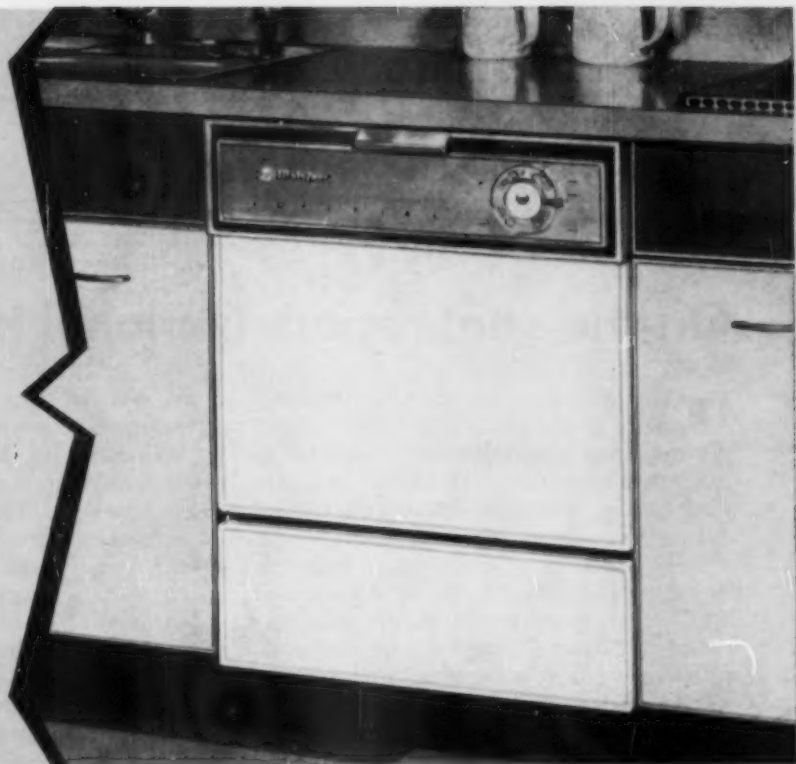
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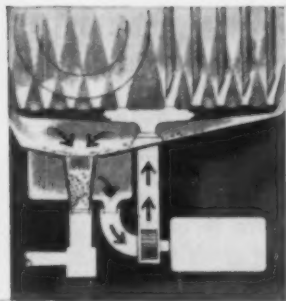
Put this
sales help
to work
for you.

Buyers
respect its
reputation!

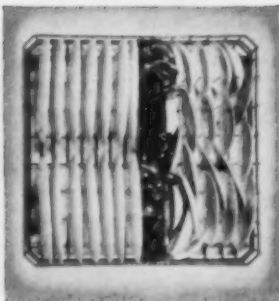
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MODEL FU-70



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Filter-Stream Dishwashing ... eliminates tedious scraping and pre-rinsing. Water is kept free of food particles by the Filter-Stream* system washing action that constantly filters the wash and rinse water. *Tmk.



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provide the real work-saving conveniences today's buyers demand!

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- Capacity for up to 14 place settings
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There is also an RCA WHIRLPOOL companion Food Waste Disposer with quiet, positive action, three-position cover control and built-in reversing switch. It installs easily.

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Whirlpool Corporation, St. Joseph, Michigan
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Firm Name _____
Firm Address _____
City _____ Zone _____
County _____ State _____



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RCA Whirlpool

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OPPORTUNITY

On-the-spot report: National Home Week

DO YOU, AS A BUILDER, have the time and money to travel over 25,000 miles and get the latest design trends in homebuilding? Probably not. Yet that's precisely what ten of AMERICAN BUILDER's editors did for you during National Home Week.

They spoke to a great many builders, inspected hundreds of model homes, and filed thousands of words on the local Parades of Homes. From the map opposite, with each star representing a major city visited, you might almost think we were campaigning for national office.

But you're the person that won. You can now lean back in the comfort of your office and reap the benefits of AMERICAN BUILDER's extensive travels.

Let's take a quick tour of the nation, region by region, for a review of the outstanding trends.

1. In the Northeast

Providence, R.I.—Basements are a must here; regular plaster ceilings feature a swirl design. Corner windows in the low-priced models are gaining in popularity.

Boston—Here, too, homebuyers want cellars. Half-bathrooms off the laundry room make a big impression.

2. In the Midwest

Akron, Ohio—Although colonial is still selling well, there's mounting interest in contemporary and ranch homes. Quality manufactured homes are getting a better reception.

Cleveland—Two- and three-level split ranches, plus the new corner-high ranches are moving satisfactorily.

Indianapolis—Manufactured homes are plentiful, along with luxury-priced colonials, splits, and ranch homes. Look for many old brownstone houses to be torn down, making room for garden and high-rise apartment buildings. The sidewise market is getting a big play.

St. Louis—More tri-levels are cropping

up. But the long, low, straight-lined home continues to set the pace for this area.

Kansas City, Mo.—The provincial- and colonial-style ranches still dominate the market. A minimum of three bedrooms is practically standard, along with the second bath and two-car garage. The formal dining room is staging a comeback.

Omaha, Neb.—Three bedrooms are now a solid must—and the fourth is picking up momentum. Better basement planning is catching on. Porches have been reintroduced in balcony form and on the back and sides of the houses.

Des Moines, Iowa—Basements are now being poured instead of blocked. Built-in stoves and ranges have become standard equipment.

3. In the South

Atlanta—More space, better utilized within the home, is a demand builders are quick to satisfy. Homes sell faster with two or more bathrooms. Ceramic tile in bathrooms and glass-enclosed shower stalls are highly regarded.

Memphis, Tenn.—The accent is on living space. Patios and sliding glass doors are in evidence. Used brick is very strong.

Little Rock, Ark.—While there's a trend to more closed garages, the two-car carport is quite popular. All the better homes are built on crawl space because of extreme ground moisture.

Miami—Kitchens are bigger than ever, to accommodate the eating area. Living areas tend to be bigger throughout, but bedrooms tend to be smaller.

4. In the Southwest

San Antonio, Tex.—Two-car garages and carpeting are almost must features for selling middle-priced houses here.

Fort Worth, Tex.—Builders find more floor space for the dollar of paramount importance. Most homes have two bathrooms, with one off the master bedroom.



5. In the West

Denver—Quality construction draws the crowds, and ranch models continue to sell best.

San Francisco—Among the noteworthy trends are custom wallpaper showing floral designs or murals, plus sunken living rooms and baths.

Southern California—Exterior design which is Hawaiian or Polynesian in character is the latest rage.

6. Back in New York

You'll get follow-up stories on many of these trends in later issues of **AMERICAN BUILDER**.

As a founder of National Home Week, we feel we have a vested interest in its success. But that's not the only reason **AMERICAN BUILDER** criss-crossed the country in your behalf. It's also part of our continuing effort to bring you the hottest spot news from the field.

For a fine example of what this on-the-spot coverage can mean to you, please turn to page 65. Senior Editor Dick Nunn talked to builders and panel makers to come up with the answers to the question: "Should you build your own components?"

BAYNE A. SPARKS
Associate Publisher

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THE MAGNIFICENT NEW

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COST



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BY INLAND HOMES



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(INCLUDING LOT)

(or the \$11,000 market including bath-and-a-half, garage and lot)

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MANUFACTURER OF AMERICA'S FINEST HOMES

Nobody covers American Building like **American Builder**



November 1960

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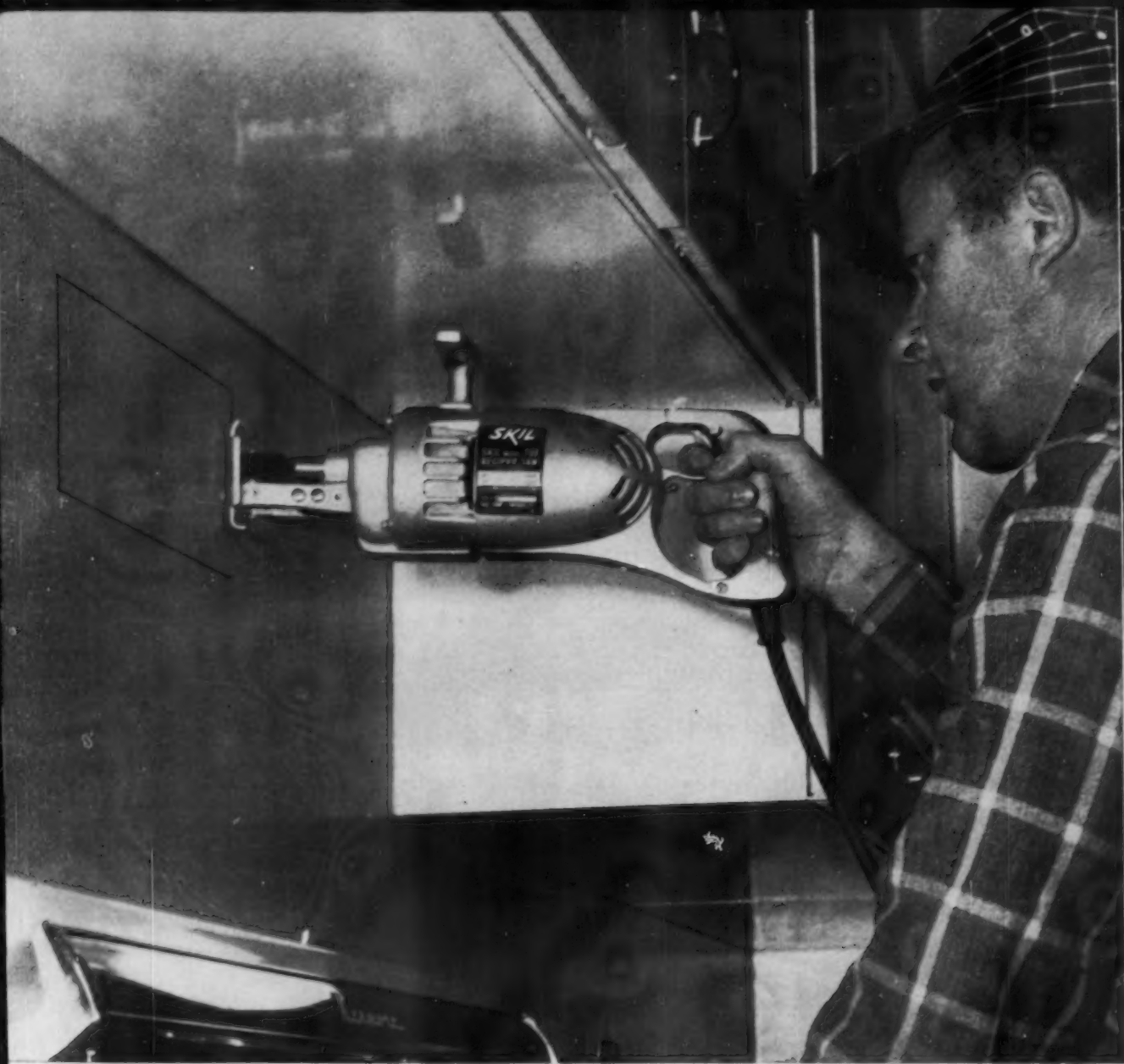
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Cuts where other power saws can't

New Skil Recipro Saw obsoletes hand, keyhole and hacksaws

If ever a power saw was designed with every kind of cutting in mind, the new 2-speed Skil Recipro Saw is it.

Cuts right through nails, plaster, studding, steel lath—anything that can be sawed by hand, keyhole and hacksaws, 5 to 20 times faster.

Two speeds—*low* for fast metal cutting with less blade wear; *high* for wood and compositions.

Use it to make openings for relocation

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Call your Skil distributor for a demonstration. Look under "Tools—Electric" in the Yellow Pages. Or write: Skil Corporation, 5033 Elston Avenue, Chicago 30, Illinois, Dept. 106-K.



Recipro Saw comes complete with steel carrying case and 8 assorted blades.



...and SKILSAW POWER TOOLS

WHAT'S NEW *and what to do about it*

Recession talk makes many builders adopt "wait and see" attitude

Building is definitely spotty: not all bad, but certainly not all good. Some towns like Wichita Falls, Omaha, Greensboro, N.C., and Columbus, Ga., are doing better than last year. Others like Houston, Dallas, San Diego, and many others have high inventories, slow sales. The wait and see attitude of many builders means they are keeping fluid and flexible, yet ready to step up activity when sales prospects seem better. Experts predict we will end 1960 with a U.S. total of about 1,300,000 starts. That's a decline of 250,000 units from 1959. Most economists feel homebuilding will turn up somewhat in 1961.

Wait and see is O.K. for avoiding undue commitments. But keep working on new and better models you can move with quickly when conditions are right.

Building with foam to be topic of research group session

Latest developments in use of foamed metals, foamed glass, foamed concrete and plastics will be the subject of a Building Research Institute conference Nov. 15-17 in Washington. The subject is a hot one for builders, who see big advances in such panels for houses. The same group will hear papers on preassembled components and mechanical fasteners for curtain walls.

For information about attendance, write M. C. Coon, Building Research Institute, 2101 Constitution Avenue, Washington, D.C.

FHA to check moisture content of lumber

A recent directive of FHA to its field offices points out that the grade marking requirement does not insure that in all cases the lumber moisture content is within the FHA standard of less than 19%. Certain species may be grade marked when green. The directive suggests that when "it is suspected" that green or partially seasoned lumber is being delivered to the area, the moisture content of every other house should be checked with a moisture meter during the second compliance inspection.

Why studs are placed on 16" centers

It all goes back to the fact that cordwood used to be cut in 4' lengths. Since early carpenters split the lath for their houses from this length, studs had to be spaced on 16" centers.

Whether or not this is a true story, it does illustrate the force of habit or custom in building. But what is needed today is imagination, skill, and new techniques.

More on how builders diversify in a sidewise market

In Knoxville and Cleveland several builders are doing well building and operating bowling alleys. In Greensboro builder John Latham prefers small commercial and industrial remodeling jobs. "They pay well, and on time," he says. He also does gas stations, small additions to schools—all in addition to expensive custom houses. Consensus of several builder-contractor remarks: "Homebuilding is our first interest. But we don't limit ourselves. We go where the money is."

Continued ▶

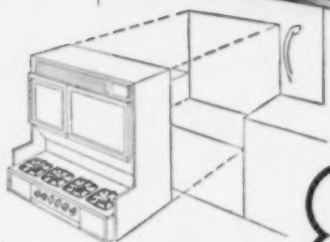
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WHAT'S NEW and what to do about it

More money for building—pension funds help

Building analysts are unanimous that there will be more money available for building next year, but they are not saying that interest rates will decline much. Lower discounts are in prospect.

An accelerated flow of money from pension and welfare funds is helping the building field. Yet it's barely getting started. In New York a large group of trustees of pension funds were told how to channel funds without delays into building at a seminar called by the Mortgage Bankers Association.

On Long Island the Home Builders Institute continued its good work by persuading the Carpenters Welfare Fund to invest in FHA-insured mortgages.

You can help create more money for homebuilding by persuading your local unions to invest in insured mortgages. For information on Long Island Home Builders Institute success in this work, write Otto J. Hartwig, Asst. to the President, 570 Fulton Avenue, Hempstead, L.I., N.Y.

New standard unit simplifies handling of lumber

Handling of lumber by manufacturers, wholesalers, lumber dealers, and on the job will be simplified by a new standard accepted last month in Washington. The unit will consist of a strapped package of lumber pieces 4' high by 2' wide. It's easily handled by fork lifts. Such a package contains 180 2x4's, 120 2x6's or 60 2x12's.

For data on new standard unit, write C. W. Northup, National Retail Lumber Dealers Association, 1200 18th Street, N.W., Washington, D.C.

"Gone about as far as we can go in financing"—Mason

"The next step is to reduce the cost of home buying through technical innovations in construction and materials," says Norman Mason, U.S. housing chief. He thinks liberalization of mortgage terms has gone as far as it can go. A good many builders will agree about the importance of new techniques, and they are demonstrating by adapting trusses, panels, and component methods to speed up work, cut costs.

You will find articles in this issue devoted to the faster house. Check details used by other builders to see which ones can be applied in your town to give more house for less money.

What builders learned from National Home Week

The things they learned during National Home Week are now being put to work in planning 1961. One lesson: in a slow or sidewise market like this, you have to do something different, better, or exciting to stir sales. An "expansion ranch" was used by one Long Island builder. Daylighted basements were better finished, space put to use for sales. A fresh look in design helped. Luxury baths with vanities and luminous ceilings were popular. Paneled kitchen-family rooms for entertaining were sales helps. One lesson: in a slow market a lively model home program is more important than ever.

If sales are slow, take a trip, visit model homes other builders are showing. You may get ideas you can put to work right away in planning next year's houses.

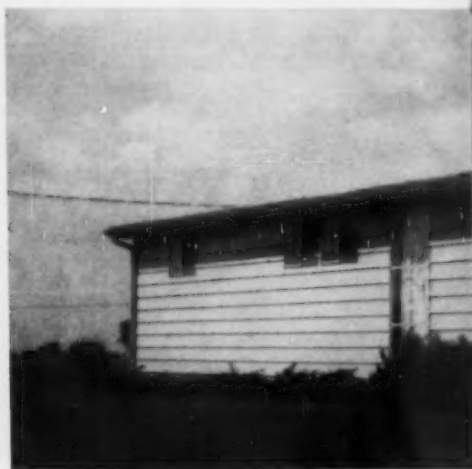
U.S. now has 58½ million housing units, census says

We have 12.4 million more housing units now than in 1950. Leading states are New York, 5,699,538; California, 5,477,197; Pennsylvania, 3,596,259; Illinois, 3,286,149; Texas, 3,160,298.

CHANGE



EACH SECTION is a complete package, with aluminum siding, finished interior, all heating, plumbing, wiring installed. Exposed side is protected with heavy polyethylene. At site, the 9'10" wide halves are bolted together to make an attractive 2-bedroom, FHA approved house. Price at factory: about \$7,500.



Two-section house rolls

A NEW APPROACH to the fast, low-cost construction of houses is being employed by Guerdon Industries of Marlette, Michigan.

Two complete half-house sections are built in the factory, rolled to the site on low-boy trailers, then joined together. Each section is 9'-10" wide by 48' long for ship-

ment by common carrier.

When they leave the factory, the two sections are fully finished inside and out, and have all heating, plumbing, wiring and fixtures installed, including kitchen appliances. The units are mounted on foundations and quickly joined together by special fasteners (see de-

tail opposite).

Units are built under controlled factory conditions to meet code and FHA requirements. Site erection time: less than two days.

(Editor's note: plans and house photos shown here are reverse of model now in production.)



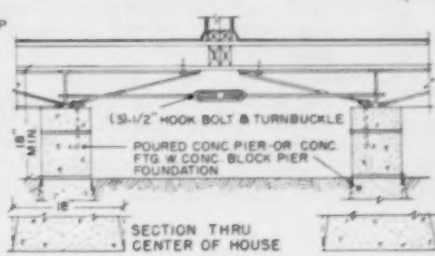
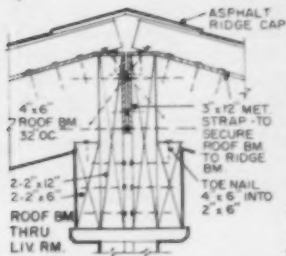
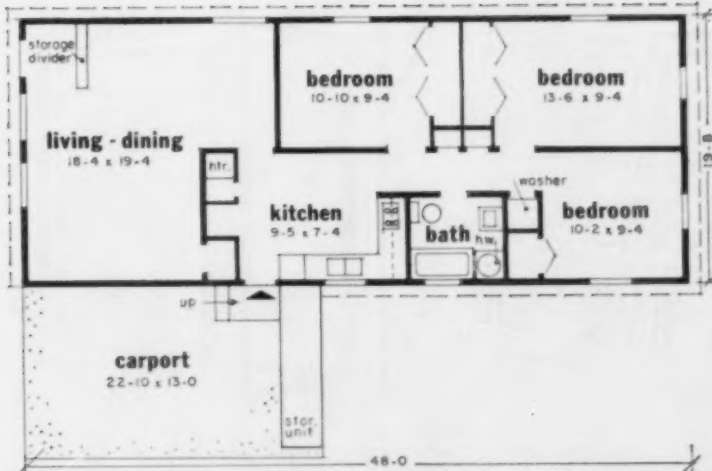
88-SQ.-FT. KITCHEN comes complete with refrigerator, built-in range, sink, fan and attractive cabinets.



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production system



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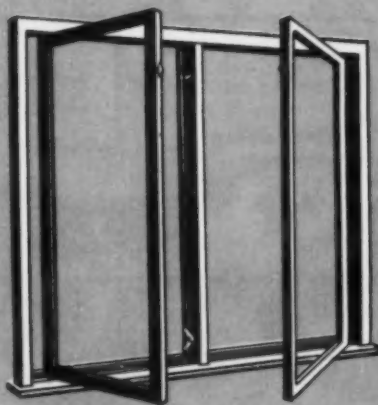
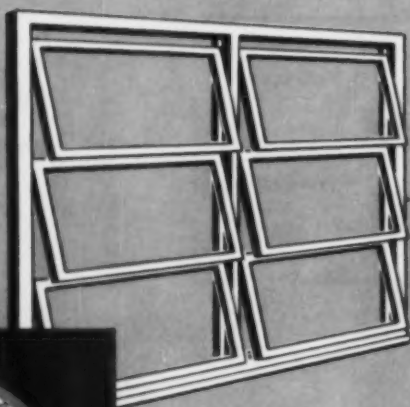


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Letters to the Editor

Down With Labor Unions . . .

"The Code Barrier" (Aug., Pg. 61) placed considerable stress on antiquated codes being the principal cause of the high cost of building . . .

Instead of the codes themselves being the prime cause of the high building cost, it was clearly and forcefully brought out in the (NAHB Code) meetings that restrictive trade practices by the mechanical trades as a whole, and by other trades also, are the cause of high building costs.

The writer has been quite aware of the headlines given this particular meeting as long as the "antiquated code" idea was the topic, and he also has been equally aware of the lack of any publicity at all given the meeting after it was so obviously pointed out that "restrictive labor practices" and not "antiquated codes" were the cause of the high building costs.

What is the matter with the American Press, particularly the technical press? Is it afraid to publish the truth respecting this phase of American labor life? Not only in the building field, but in all fields of American life, the restrictive practices of the labor unions are strangling American industry. You as an individual know it, I know it, and millions and millions of Americans know it. Why then, not face it, and publish the plain truth for all to read and see?

If the majority of the American people wish to continue such a situation, then so be it, but at least let us have the American technical press present the case in its true picture. . . .

Bernard F. Locraft
Civil Engineer
Washington, D.C.

Ed. note: American Builder doesn't deny that restrictive trade practices exist, particularly in the mechanical trades. But we consider these practices as part of the over-all cost problem—not The Problem. In the context of labor

union history, we can't concede that any responsible trade magazine should subscribe to the view that "in all fields of American life, the restrictive practices of the labor unions are strangling American industry."

Remodeling costs aren't reflected in real value

. . . I'm all for professionalizing the remodeling business, but let's not start off on the wrong foot by giving the homeowner the impression every dollar spent for remodeling is a dollar added to the value of his house, for in many instances this is not the case.

For a while, our American inflation outran depreciation in the house market and confused the issue; but recently this has not been the case in many areas. Why should we expect a \$10,000 house with \$4,700 [worth of remodeling] to be worth \$14,700 unless there has been heavy inflation?

Can't a builder take less than \$14,700 and reproduce the remodeled house for [these] reasons?

1. If only *one* wall is removed, the cost of that wall is wasted. Often much more is removed.
2. The house must generally be redecorated, at least in part, to match the new work. Can we add the cost of a second redecoration to the cost of the original decoration? That's what we do when we cumulate \$10,000 and \$4,700.

And isn't it generally true that the builder starting from scratch with less than \$14,700 can build a somewhat more desirable (valuable) house because:

1. Few remodeling jobs can be done without leaving a few disadvantageous features or a somewhat substandard floor plan and unsymmetrical exterior appearance.
2. The remodeling owner, without the experience builders have in knowing what will reflect the greatest value to his property, often incorporates some of his own pecu-

liar ideas or materials into the job which the general public will not value quite so highly.

3. Unless the whole neighborhood is remodeled, additions to most houses overbuild the neighborhood. And the value-depressing effect of over building has long been understood.

And, finally, isn't it generally the case that custom building and relatively small jobs (remodeling vs complete house) cost more per unit in place and also have a higher contractor's percentage profit?

Louie Reese, Appraiser
Reese-King Companies
Birmingham, Alabama

Who should pay apartment heating bills?

Your Sept. issue is best yet. Articles on apartments are most timely and practical.

I agree particularly with . . . one of the tips you make: that highest priced apartments should include heat in the rent. Modest new apartments will do better if the tenant pays for his own utilities and heat. It is obvious that there will be less waste and lower cost for all.

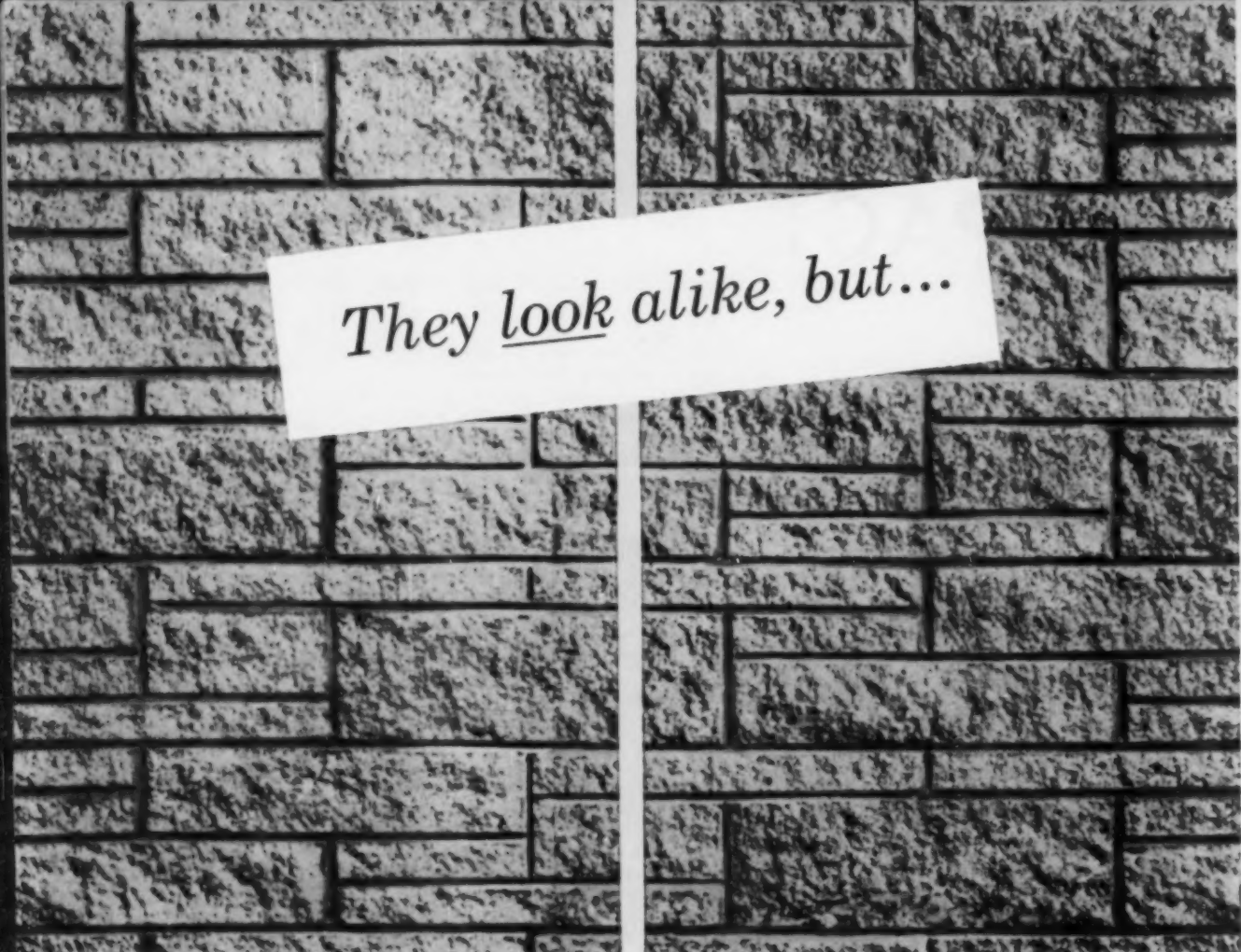
Peter Turchon
Homes, Inc.
Newton, Mass.

"National Code isn't answer"

. . . Our appreciation for a job well done (Building Codes, August issue) in pin-pointing a condition that will be most beneficial to the building interests of the nation. That is, recommendations of the four National basic codes, which is the answer to the problem in an expedient and very satisfactory manner.

"I might point out . . . a National Code is not the answer. The various climatic influences are too great in the nation, which has a direct bearing on construction costs."

M. L. Clement, Exec. Dir.
Southern Bldg. Code Congress
Birmingham, Ala.



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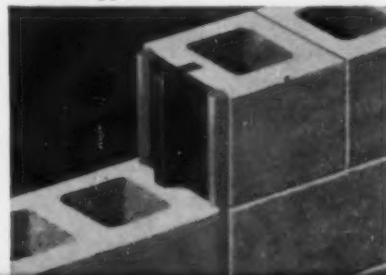
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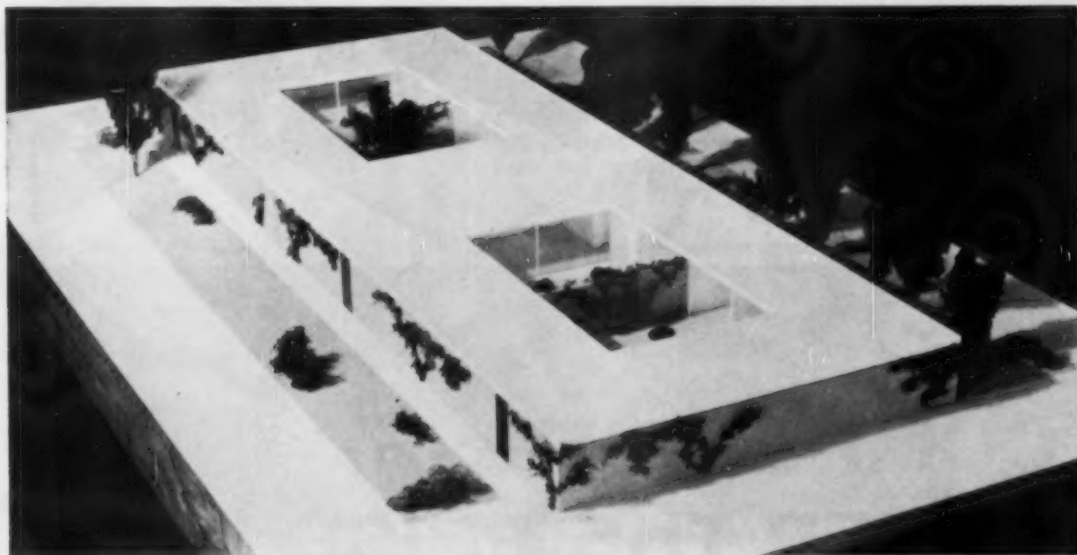
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- Dur-O-wal of Ill., 119 N. River St., AURORA, ILL.
- Dur-O-wal Prod. of Ala., Inc., Box 5446, BIRMINGHAM, ALA.
- Dur-O-wal of Colorado, 29th and Court St., PUEBLO, COLO.
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Two engineered products 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.



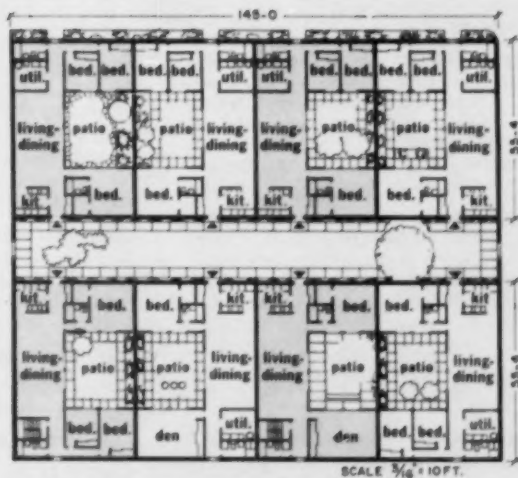
TOMORROW'S HOUSE



TWO 4-UNIT STRUCTURES like this make up "atrium house" project in Chicago's Hyde-Park-Kenwood area.

Atrium plan: idea for urban builders

LAND in run-down city neighborhoods is often reasonably priced. But how do you build a good new home in a congested area? Architect Y. C. Wong solved that problem with this eight-unit "atrium house" project. As shown at right, none of the units have windows facing outward. Instead, the bedrooms and living-dining areas all face inward, on central gardens, through sliding glass window walls. Construction of the houses is all masonry, with concrete block walls, brick exteriors. Price: \$32,500 per unit.



PLAN shows how living areas of eight homes in this project are centered around inner gardens, to give a pleasant view in a run-down part of Chicago. Absence of windows facing on street shuts out view of shabby dwellings that crowd right up to property line (photo, right). Five of these homes have 3 bedrooms, three have 2 bedrooms. Two have basements, rest are on-slab.

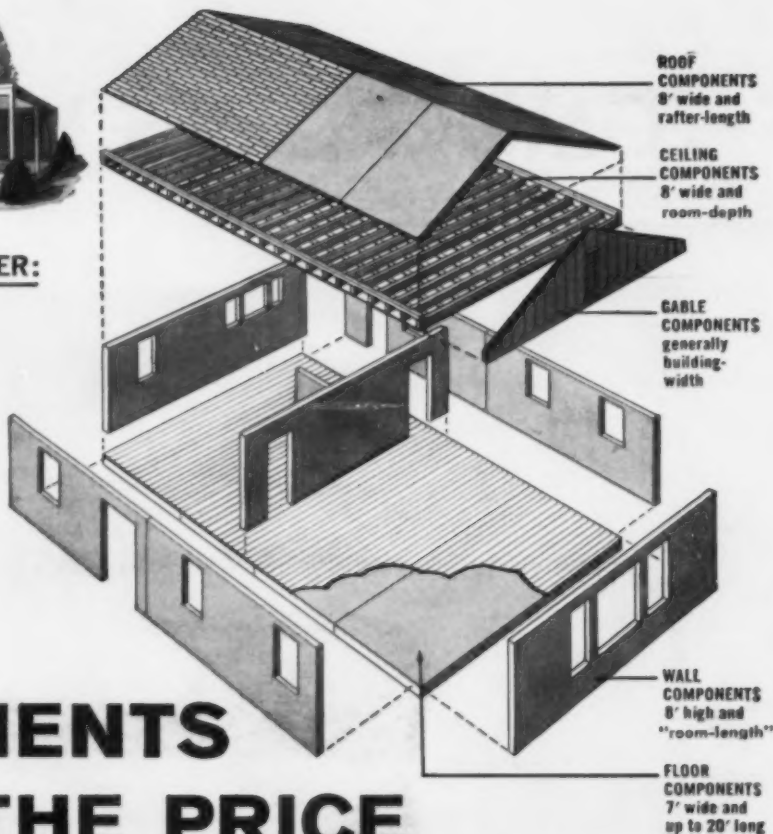


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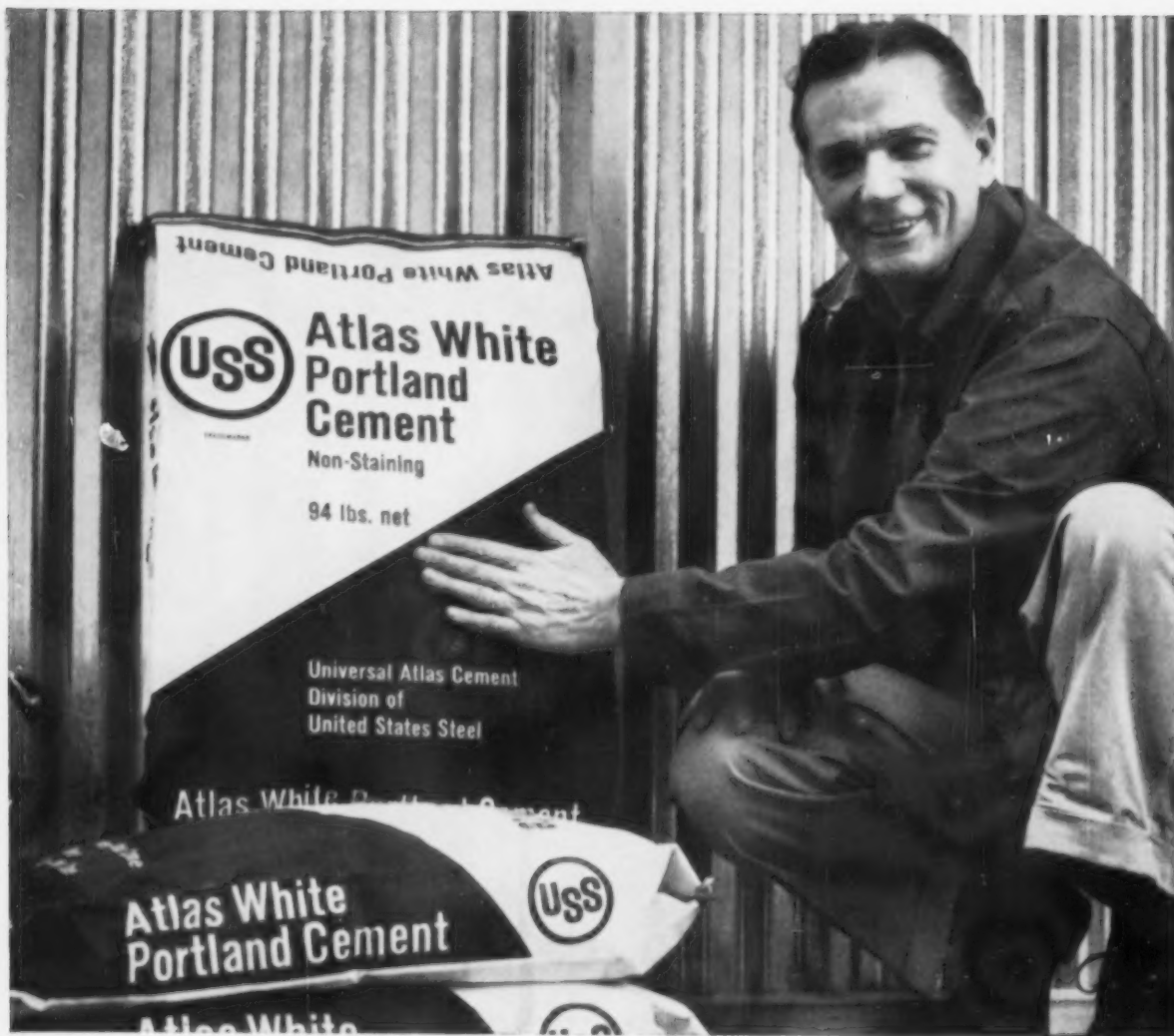
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Tile adds the touch that sells houses

An unusual bath-dressing room like the one shown above adds real eye-and-buy appeal to a home.

And note the extra luxury-touches that tile does so well—and so inexpensively, such as the counter-top extending over commodious storage space into a handy dressing table. Features like this impress home buyers—as does tile's ease of care, economy of upkeep and the solid re-sale value it adds to a home.

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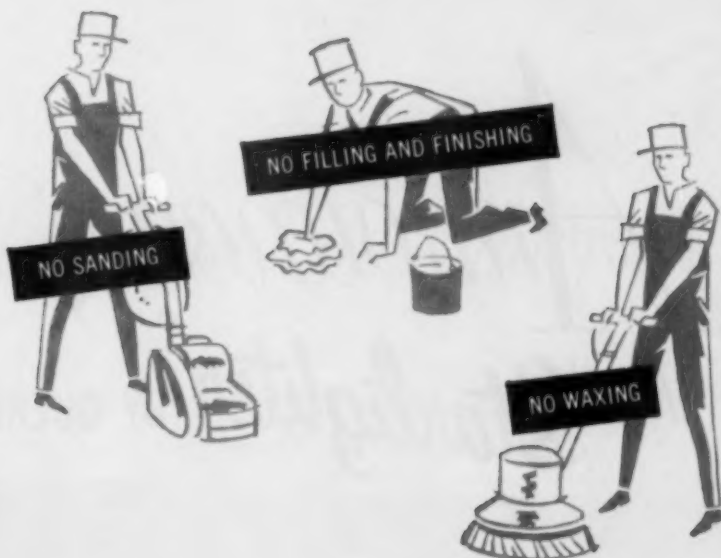
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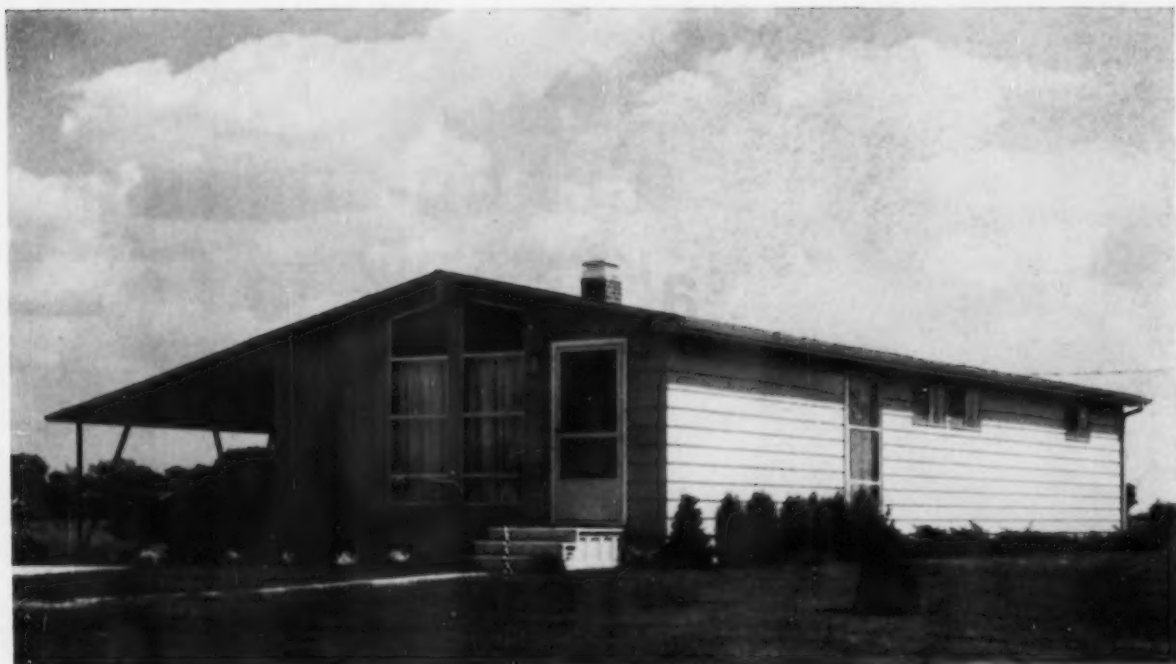
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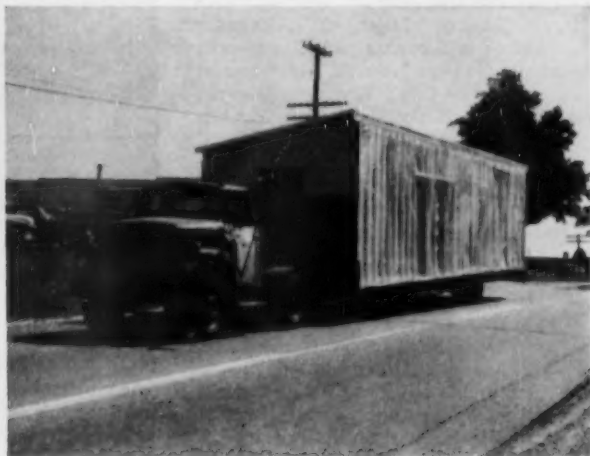


CONTEMPORARY STYLING — The spacious living room features tall, cathedral-type picture windows and an open ceiling with natural wood beams. The photographs above show one of several floor plans and exterior styles available.



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The most complete packaged home on the market, easy to finish,
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Land-shortage solution: an "urban-suburban" development on by-passed city site

"COMpletely suburban in character" is the builder's description of the forthcoming "Country Village," Jersey City, N.J. His description would be pretty run-of-the-mill if it weren't for one big difference: *this* suburban development is going up in one of the East's most heavily industrialized areas.

Stephen Muss of Alexander Muss & Sons has picked a 40-acre site fronting Newark Bay, adjacent to Jersey City's Roosevelt Stadium and park site, and more or less surrounded by a web of plants, warehouses and highways. Here, he is planning a community of 400 homes (three models are up already)—all in the middle-income price range. His theory: such an "urban-suburban" community can be made attractive with investment in land improvement. Its home buyers will have urban tax stability, live close to their jobs, enjoy the cultural and commercial advantages of big-city living *plus* the space and pleasantness of a suburban home.

Muss bought the tract after it had been rezoned from industrial to residential development. Jersey City is now planning a civic improvement program along Newark Bay. A large marina, park and playgrounds will eventually neighbor "Country Village." Muss will also use screen planting along the heavier traffic arteries that rim the development. Actual building will start in January when all land fill is completed.

Price tags for the homes (just 15 minutes from New York City) will range from \$18,250 to \$22,990. Top price is the Cape Cod design



FOR \$22,990 . . . This "Country Village" model has three downstairs bedrooms. Upstairs is a two-bedroom apartment to rent for \$125 a month.



FOUR HUNDRED HOMES are planned for this "completely suburban" community. It will be built in Jersey City, N.J. on a 40-acre tract bordering a heavily industrial area. In the background: New York City, just 15 minutes away.

(shown at left), which has a second-floor rental apartment of two bedrooms, kitchen, bath and living room. It will rent for about \$125 a month in that area. The rest of the home has a full basement, a bath, kitchen, living room with dining area and three bedrooms—all on the first floor.

The \$18,250 model is a three-

bedroom ranch with brick facade. The \$19,990 is a two-story colonial model with three bedrooms, 1½ baths, separate dining room, carport and full basement.

According to Mr. Muss, his firm is now looking around for similar "forgotten tracts" in industrialized areas that can be turned into "urban-suburban" communities.

New industries moving in? California building firm offers services to personnel departments

Stone and Schulte of San Jose, Calif., is a big outfit. They not only build homes, they also finance them, have a realty branch, and sell insurance. They also work with small builders, selling their homes; and will soon set up a program to aid them in land procurement and cost control. Meanwhile, there's no reason why a smaller builder can't profit on his own from some of S & S's "business" techniques.

Item: One "advance man" spends most of his time looking for land. Pieces are bought and farmed until needed.

Item: Cost control is rigid. Construction progress sheets and sales reports are handed in daily, reproduced on a copying machine and distributed to key personnel. This

way, errors, overlapping and weak spots are turned up almost immediately.

Item: No sales possibility is overlooked. In an area (Santa Clara County) where new industries are moving in rapidly, Stone & Schulte works hard to get first crack at the home buyers moving in with the industries. They have one man, their public relations director, whose job it is to work with the personnel departments of these new firms. He offers the S & S services, describes their developments and price ranges—\$12,000 to \$21,000—furnishes the new business with envelopes containing brochures on all S & S's new houses and "The Santa Clara Valley Home Buyers Guide."

Western touches observed during NHW tours

Here's a first report of design trends spotted during our National Home Week western trek.

DESIGN: Low exteriors, topped by long, overhanging roofs. Unlike the East and South, little or no colonial, little or no two-stories. Instead: a continuation of "storybook;" more and more classic, modern; and the new, and very popular Hawaiian or Polynesian pagoda styles.

STONE: more and more of it, particularly around fireplaces and patio walls.

CEILING: high, cathedral, sometimes with false beams, sometimes with skylights to add interest.

BATHS: bigger, more luxurious. More step-down "Roman bathtubs" appearing. More walled-in courtyards opening off the bathroom.

KITCHENS: homier, with wood-paneled cabinets, breakfast bar.

Financing plan for relocated businessmen

An "executive financing plan" to make new home buying easier for

1961 Room of Tomorrow gives compact space for motels, apartments

Picture and floor plan at right are from a compact 20 x 26' room containing living, cooking, bath, dressing and sleeping quarters. It's the 1961 "Room of Tomorrow" and will go on display Nov. 14 when the Hotel Exposition opens in New York City's Coliseum.

But designer Marion Heuer, AID, had more than hotels in mind for her "room." Its floor plan was carefully conceived to suit the needs of almost any motel design.

It also provides some good space solutions for small apartment buildings and for homes designed to include a separate living or "mother-in-law" suite.

Bath and dressing area are kept at back end of the room. Dresser is backed on a Simmons bed unit. Kitchen with sink, burners and ice-maker fits against bath compartment. Vinyl flooring is used outside kitchen for serving area with built-in TV and stereo. Living area, with desk and another sofa, opens onto glassed terrace.

the senior executive or professional man has been developed by Sampson-Miller Associates.

The Pittsburgh firm has designed the plan to allow a businessman transferring from one state to another to buy his new home before closing the sale of his former one. At their "Shangri-La" development, president Sampson estimates that their plan will cut downpayments from 40 to 60%. (Example: only a \$5,000 downpayment needed on a \$45,000 "Shangri-La" home.)

Lu-Re-Co clinics get top NRLDA billing

Lumber dealers and builders attending the NRLDA Exposition in San Francisco will get an opportunity to cover the full range of Lu-Re-Co operations in one day.

The National Retail Lumber Dealers Assn. has arranged a clinic on Sunday, Nov. 13, conducted by Clarence Thompson, Lumber Dealers Research Council president. On the program: Prof. Robert Seymour, U. of Illinois, on management in Lu-Re-Co programs; Prof. James Lendrum, U. of Florida, on new component programs; Prof. Robert Harvey, U. of Illinois, on financing and land acquisition.

On the book-front: plenty of business help for builders

A quick look at a few of the newest books and booklets you might be interested in:

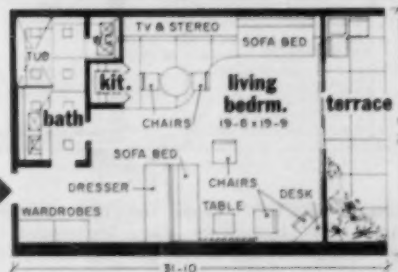
HOME REMODELING IDEAS: in a 15-page booklet called "What's What in Home Modernization." Included in a promotion kit on remodeling from U. S. Steel. No charge. From Home Improvement Council, 87 Madison Ave., New York City, 16.

HOW YOUR CUSTOMERS judge a house . . . a 34-page booklet with plenty of information on design and floor planning that you may find useful. \$1.00 from All About Houses, Piermont, N.Y.

MINIMUM PLAN STANDARDS for obtaining necessary permits, for submission to lending agencies, for use as basis in competitive bidding. Materials check list on elevations, floor plans, plot plans. Twenty-six pages for \$1.50. American Institute of Building Design, 9034 Sunset Blvd., Los Angeles 46, Calif.



ALL-IN-ONE corner of room has (left to right), ironing unit, kitchen with range and ice maker, built-in TV, stereo.



1961 MOTEL ROOM is just 20 x 26' including terrace. Contains luxurious bath, sleeping quarters, entertaining area.



MODEL HOMES shown above are the "Ivanhoe" (left), the "Crusader" (middle), the "Viking" (right).

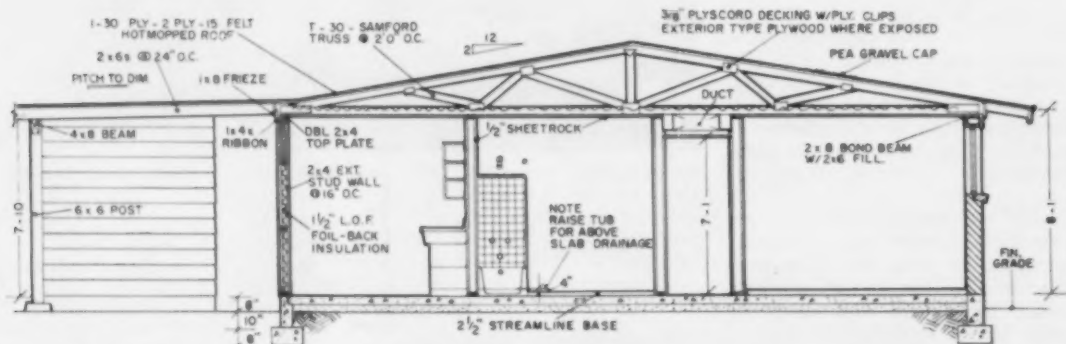
Components Boost Value in Low Cost Homes

BY MANUFACTURING their own components, Lusk Homes of Tucson, Arizona, have solved a basic problem in large volume building . . . how to put up economy-class housing faster, without sacrificing quality.

The basis of their building is a 13-step method (see box, opposite page). The speed and economy of this technique permits Lusk to offer many custom extras. Among these are sliding glass doors, knotty pine cabinets,

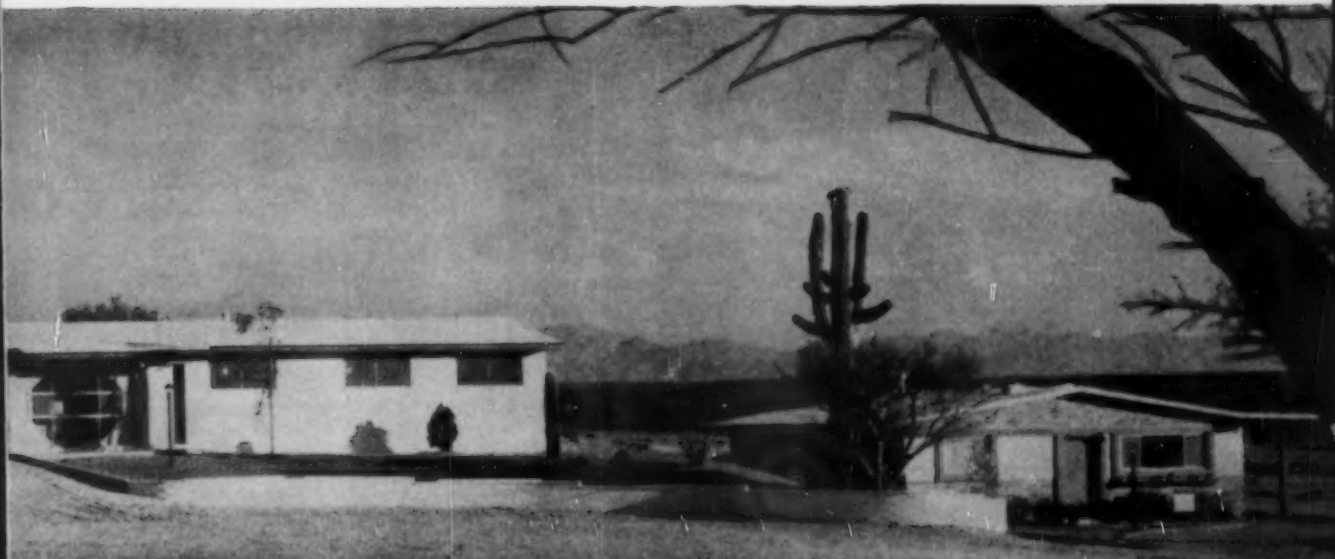
kitchen and bath exhaust fans, choice of interior, exterior colors and siding.

The homes (above) come in three models, range in price from \$10,950 to \$12,250, including fully landscaped lots.



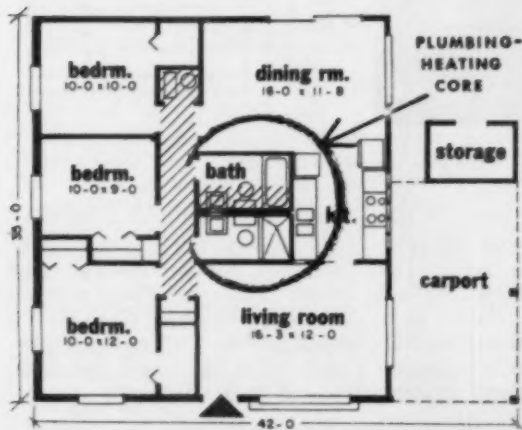
CROSS SECTION shows completely prefabricated roof truss. Roof is built-up, using hotmopped felt and pea gravel cap. Heating duct is centrally located in hall, opens

into all rooms. Stud wall as 1 1/2" foil-backed insulation. Interior dry wall partitioning is 1/2" sheetrock. Note that bathtub is raised for above-slab drainage.



ECONOMY of plan is shown below. Both bathrooms and kitchen back on central plumbing core. Shaded area indicates heating duct system.

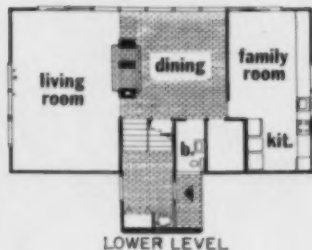
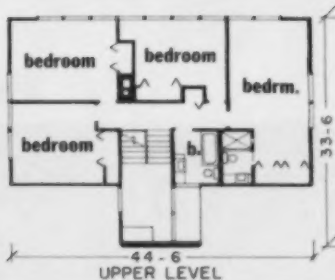
"VIKING" is one of three models offered in Lusk development. Model is in lowest price range and features choice of two sidings . . . all brick or brick-and-wood.



Homes go up in 13 steps

1. Linear production
 2. Foundation, stem wall, poured slab
 3. Exterior masonry walls
 4. Delivery (on slab) from Lusk plant of:
 - (a) Interior partitions
 - (b) Roof trusses
 - (c) Roof sheathing
 5. Exterior partitions with siding and insulation applied
 6. Prefabricated plumbing package installed above slab
 7. Install exterior and interior partitions, roof trusses and sheathing
 8. Complete plumbing, electrical, sheet metal, heating rough-in
 9. Drywall applied, taped and textured
 10. Deliver and install Lusk-made cabinets and trim
 11. Painting and finishing
 12. Final electrical, plumbing, heating trim
 13. Landscaping and final touch up
- [Note: tract includes complete curb, gutter, street installations]

SELECTED NORTHERN HOUSE



Prize winning prefab has all custom look

The American Institute of Architects awarded this four-bedroom, 2½ bath house top prize in the prefab category. Excellent use of living space and quality construction such as used-brick flooring and cedar clapboard siding seem to bear out the architects' choice.

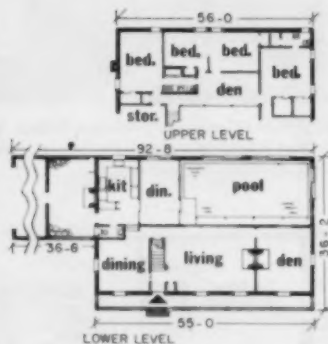
House sits on a slab floor, with three below-grade foundation walls. These foundation walls partially enclose the shell. This gives a low silhouette and makes this prefab house ideal for sloping building sites.

"Devon 442" comes in a component package (not including

finishing materials) from Tech-built, Cambridge, Mass. It sells in the \$25,000 price range.

Model shown was put up by builder Otis Mapes for the Sterling Forest Corp., Sterling Forest, N.Y. It is part of Research Park created for City Investing Corp., New York City.

SELECTED SOUTHERN HOUSE



Classic design contains lots of space

A traditional design with the space of a split-level. That's the idea behind the 3,054-sq.-ft. "Romantica" (above). Built by Edwards Builders, Richmond, Va., this house is part of a project called Story Book Homes.

The center of this above-\$30,000 four-bedroom, 2½-bath

house is the living room. A balcony splits the room and provides for bedroom areas. This interior split concept lets the house maintain its classic look.

An example of dream features in the Romantica is a heated indoor swimming pool. Double-paned glass windows allow pool

to be seen from both living room and kitchen. Pool ceiling is polystyrene panels. Sliding glass doors open onto a rear patio.

Good planning upstairs is shown in the children's area. By day, it's a play room, by night, plastic folding doors convert it into two bedrooms.

WESTERN Section

Selling: the what and how of it by Bill Rodd

A SLIGHT RECESSION could be helpful. Dr. James M. Gillies, Economic Advisor to the BCA of Los Angeles, says that if as a result of a slight recession mortgage funds become more available, it is likely that housing starts will increase. He points out that in 1949, a recession year, housing increased; and in 1953 and 1957 the declines were minor compared with business in general. But, of course, a serious depression with widespread unemployment would obviously affect building.

SELLING "DISCONTENT" is the way to increase home sales, says Ray Swaner, president, San Diego BCA. He quotes statistics to the effect that 17 billions of dollars were spent last year on foreign and domestic travel, boats, photography, etc., while millions of families are living in homes that are 25 to 100 years old. "We have got to make those people dissatisfied with their present homes," he said, "before we can sell them a new one."

"I SEARCHED FOR A BEEF" is the title of an article in an advertising magazine. It tells how an agency executive wrote a large number of people using his client's product, asking them to tell him frankly what they didn't like about it. Not a bad idea for a builder to use to find out how to improve his homes.

RULING RESCINDED, but in Arapahoe County, Colo., an assessment of \$225 per house was levied to provide a fund for schools and parks for the area as a whole. The builders' association, through a member, filed suit and got a ruling

from the court that this was illegal and the county must refund the money collected. Now there's a new county ruling that builders must contribute 8% of their land for schools and parks. It's hard to tell who won.

ADVERTISING PROGRAM to promote home ownership is the goal of the AHB of Sacramento. They have set up a committee to raise funds from members, associates, and other groups who would benefit from more homebuilding. Theme: "Start Living Now—Buy A Home Today."

NATIONAL HOME OWNERS CLUB tie-in: the Seattle HBA has made arrangements with the local NHOC under which the Club will service, for its builder subscribers, the usual one-year warranty which builders give to home buyers. The Club's business is supplying home repair and maintenance service to hundreds of members. It is uniquely qualified to free builders from making callbacks.

"WE LEARN FROM OTHERS," says Wayne Brown of Brown & Kauffmann, tremendously successful Palo Alto builders. For years Brown, usually accompanied by his architect and sales manager, has been making trips to other areas to study building. Next trip will be to Southern California, Arizona, and Texas. They take photos of construction details, make notes, pick up brochures and talk to as many builders as possible.

MERCHANDISING IDEAS: M. Douglas Couch, Palo Alto builder selected for a merchandising panel

because of his success in selling homes, says: "If you use a realtor, be sure his salesman doesn't sell any other homes. He can't do justice to you if in the back of his mind he thinks he might sell the prospect a different house. Make sure he knows your house. He can't sell competitively unless he knows all the advantages of your house. Require your salesmen to keep record cards on prospects and to report to you on the results of each call. Follow-through is most important—50% of all sales are made after the fifth call."

MAKE LOT LINE your floor plan. Have a matching outdoor area for every room in the house says Proctor Melquist, editor of Sunset Magazine. "This is the idea in western living," says Melquist. "Utilize the whole lot—plan the house and the lot for indoor-outdoor living."

NEW CITY PLANNED by Volk-McLain Communities, Inc. This Los Angeles building outfit has erected several thousand homes and apartments in Southern California. Recently they acquired 4,300 acres in the San Francisco Bay area where construction has already started on the first units of San Ramon Village. It is expected ultimately to have a population close to 100,000 persons.

WESTERN EDITOR

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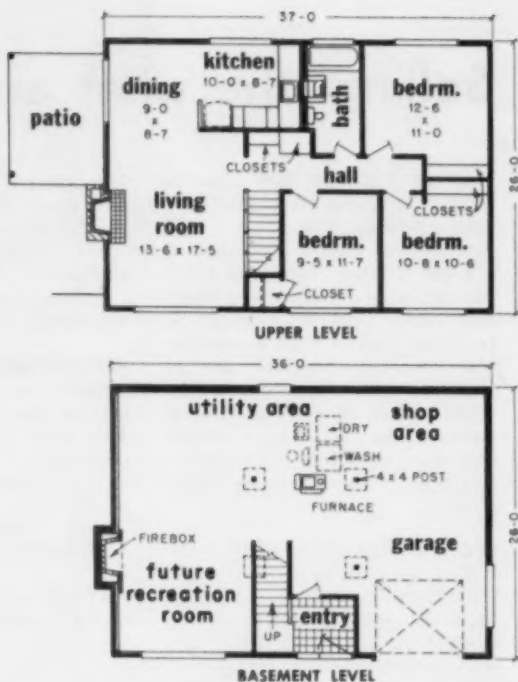
Comet Manufacturing Co. 32F	Pioneer 32G
Handsplit Shake Association 32F	Silvatek Div., Weyerhaeuser Co. .. 32E
Jensen Industries 32D	United States Gypsum Co. 32H

This house is a fast seller

UNSOLD HOUSES are a common sight in Seattle these days. Bell & Valdez decided the best way to beat the slow market was to build in a lower price bracket. When they opened five new models in their Lake Hills development two months ago they had cut both houses and prices. The "Sherwood," shown on these pages, is one of the models. It sold 12 houses in the first month . . . making it a best-seller among Lake Hills' 30 basic models.

The Sherwood is a pared-down version of an earlier Bell & Valdez success. After carefully choosing it from his better-selling, higher-priced houses, George Bell adapted it to a \$15,950 price tag. It now has a single garage instead of a double one, and the basement is unfinished. But the total finished living area is 1,007 sq. ft., with another 860 sq. ft. in garage and unfinished basement. Bell calls it "Seattle's best space-buy for the money." His buyers agree.

Starting with the front elevation the Sherwood's exterior gives an eye-ful of space. Two-thirds of its basement is exposed from floor to ceiling and the front entrance is on that level, giving the illusion of a two-story model. Overhangs, patios and fencing extend the illusion. Indoors, the floor plan makes compact use of every square inch. The living-dining room-patio-kitchen area opens room on room to give what looks like, and is, ample living space. Three bedrooms are separated, and grouped around the hall and bathroom.



BASEMENT AREA is unfinished except for garage and entry (with vinyl asbestos flooring). Rough plumbing is in for half-bath; fireplace is in unfinished rec room.



WALL-TO-WALL carpeting joins living room with dining area. Carpeting is included in price of house. Kitchen

has its own eating area, built-in G.E. range and oven, birch cabinets, Textolite countertops, Pabco flooring.

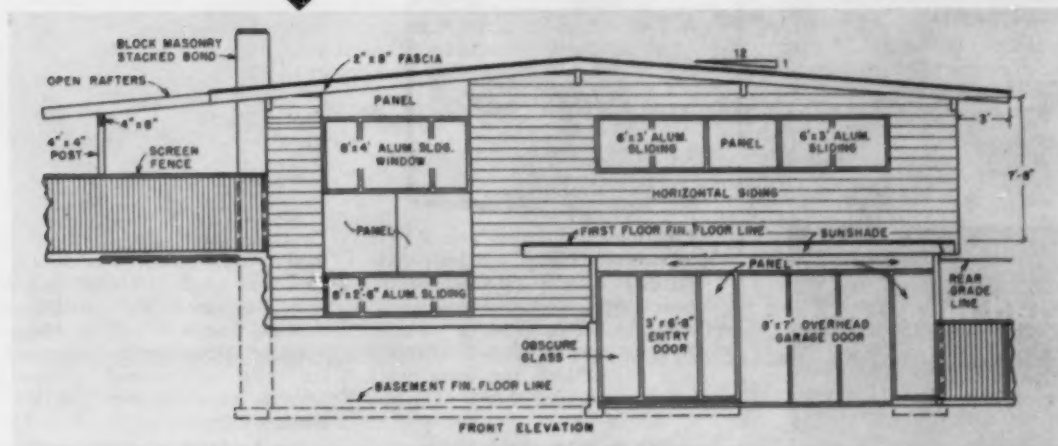
in a slow Seattle market



WHAT

HOW

OPEN SUN SCREENING over patio (far left) and entry (front), as well as 3' roof overhangs all add to "Sherwood's" bigger look. Bell & Valdez use plenty of aluminum sliding glass windows (in panel arrangements). Siding is Western Red Cedar, roofing is built-up 3-ply with aggregate. Interior walls are painted plasterboard. Heating system is gas-fired warm air.



Jensen

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for bathroom
or lavatory



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Leisure
Units

Model 35

Model 25

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- Saves tile and plaster.
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- Stainless steel frame.
- Housing and shelves finished in neutral gray baked enamel.
- Two Models: Model 35 with enclosed compartment. Model 25 with shelves and racks only.
- Practical, convenient.

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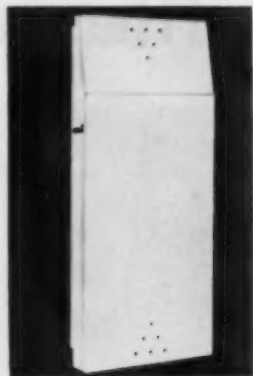
Jensen INDUSTRIES

PRODUCT

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WESTERN PRODUCTS

Saves floor space



Built-in clothes hamper mounts on wall or back of closet door, saves 2 sq. ft. of floor space, 3 sq. ft. of tile, plaster. Has slim-line appearance, is ventilated to prevent mildew. Rough opening size is 14" x 36". Hamper available in white enamel or with prime coat.—Jensen Industries.

Circle No. N50-W on reply card, p. 93

Has shell design

Custom hardware is designed in sea shell and sea horse styles. Door knocker, door levers (with shell-design rose) and covered key plate are finished in brass with green patina. Small shell becomes base of door knocker, other shells available for door, drawer pulls.—Schlage Lock Co.

Circle No. N51-W on reply card, p. 93

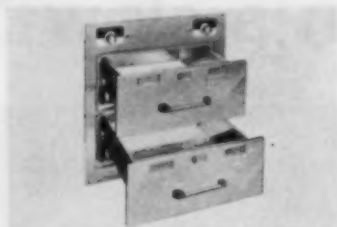
Ranges are grained



Free-standing ranges called "The Woodland Group" are grain-decorated. Feature is full-width control panel set into walnut-style heat-and-fireproof composition material. Ranges have fold-down unbreakable glass shelf for extra work space and spatter shield.—O'Keefe & Merritt Co.

Circle No. N52-W on reply card, p. 93

Has two compartments



Stainless steel warming drawer has two compartments, is completely insulated. One drawer warms at 110°, other at 175°. Unit is ready to install, has gravity operated latches to prevent drawers from coming all the way out. Separate thermostats control heat.—Thermador Electrical.

Circle No. N53-W on reply card, p. 93

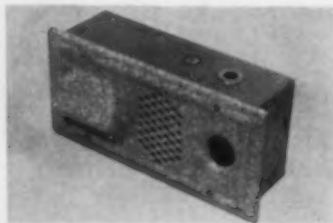
For exterior use



Prime-coated, tempered hardboard is designed for exterior applications. Called "Weytex," prime-coat is light gray resin material. Provides hard, durable surface, resists moisture, heat, all weathering. Accepts all normal wood product finishes.—Silvatek Div., Weyerhaeuser Co.

Circle No. N54-W on reply card, p. 93

Fits between studs



Electric warm air hand dryer mounts in bathroom or kitchen, fits into stud space. Face of unit is 4x10", depth is 3½", installs as built-in, flush-with-wall or surface mounted. Dryer hooks into standard 110 volt circuit. Exposed cover is impact-resistant plastic.—Washex Corp.

Circle No. N55-W on reply card, p. 93



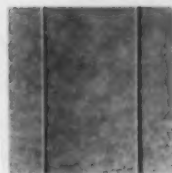
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Block ceiling



DEEP STRIATED
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in entry



PERFORATED*
Sliding doors
Display wall

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dado widths
in seconds



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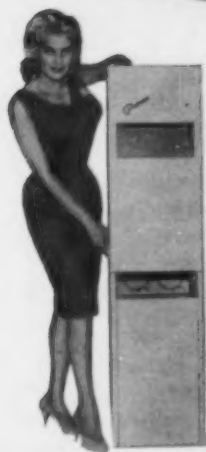
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**E. M. Reg. U. S. Pat. Off.*

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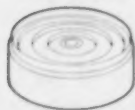
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SPEED LOAD

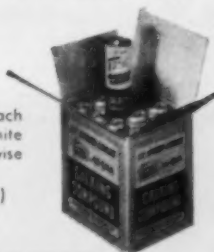
WHEN ONLY THE BEST is good enough—builders and home owners choose M-D Speed Loads every time! With "controlled flow" action, M-D Speed Loads eliminate dripping or oozing of compound from nozzle. Get cleaner, neater jobs. It pays to tell customers about this feature. Point out the **BUILT-IN Polyethylene pleated plunger** (with accordion action) that **STOPS** flow of calking compound when desired!



- Available in white or off-white color.
- Available with or without plastic nozzle.

M-D Speed Loads are packed 12 loads to each carton. Please order in multiples of 12. Off-White loads without nozzle always shipped unless otherwise specified.

Meets Federal Specifications TT-C-598 (Grade 1)



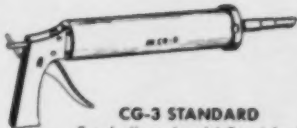
CALKING GUNS

Bulk or Load Type



CG-4 SPEED LOADER

New half-barrel design. Furnished with $\frac{3}{8}$ " nozzle unless specifically ordered without nozzle; $\frac{1}{4}$ " nozzle also available.



CG-3 STANDARD

For bulk or load! Furnished with $\frac{3}{8}$ " nozzle.

A VARIETY OF NOZZLES ARE AVAILABLE FOR CG-3 GUN



MACKLANBURG-DUNCAN CO.

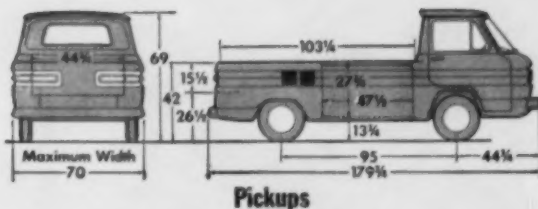
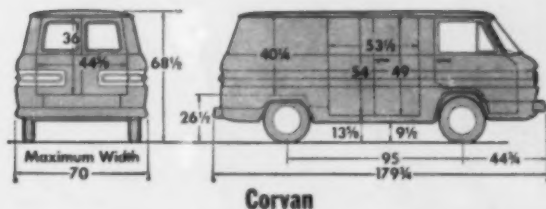
MANUFACTURERS OF QUALITY BUILDING PRODUCTS
BOX 1197 • OKLAHOMA CITY 1, OKLAHOMA

DRIVER'S UP FRONT... ENGINE'S IN THE REAR



CORVAIR 95 TRUCKS

withstand slam-bang runs. And there's *1/4-wheel independent suspension* (first time in a U.S. truck!) to take the roughness out of road surfaces. The list of Corvair 95 design advantages is as long as your arm. There's load space so accessible that the truck practically loads and unloads itself! There's exceptional driver comfort, easy maneuvering, snappy styling, and much, much more. It's a wing-ding of a truck idea—available in pickup and panel body versions. Visit your nearby Chevrolet dealer soon and get all the details. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.



New Corvan. There's a world of load space in this new Chevy panel—it's 109" long, 60" wide and 54" high at center! Side doors take a 4' x 4' crate with ease. Left side doors are optional at extra cost.

New Rampside pickup. Roll out those heavy loads—there's nothing to it in this one! Ruggedly built side gate drops down to form convenient ramp for *easy* loading or unloading.

New Loadside pickup. Gives you more load space than a conventional half-tonner. Also, optional extra cost *flat floor* provides 39 sq. ft. of loading area, and you can stow cargo underneath it, too.

Less truck weight allows more cargo weight! Corvair 95's weigh up to 1,200 lbs. less than other half-tonners . . . yet they'll carry up to 1,900 lbs. of cargo!

50-50 weight distribution! Husky 2,500-lb.-capacity front and rear suspensions carry nearly equal loads to reduce strain on chassis and tires.

More load space, less road space! Corvair 95's are 2 feet shorter than conventional half-tonners. But Corvair 95's carry bulkier cargoes!

Easiest to get around in! Turning radius (under 20 feet) is less than that of ordinary trucks. That means easier maneuvering and parking.

1961 CHEVROLET STURDI-BILT TRUCKS



These are the reasons

I wanted the home with a



Rangaire

KITCHEN RANGE HOOD

"We looked at a lot of homes before we finally bought... some good... some better. Of course the kitchen was always the most important thing to me... and when I saw that Rangaire hood... well, I knew right away... this is the one for me. Naturally there were other important things about the home that influenced us too... but that beautiful Rangaire hood added the final touch that just makes my new kitchen. Personally, I think Rangaire has the smartest styling of any I've seen.

I knew about Rangaire from my favorite magazines and the quality is so-o-o obvious when you just look at it. This also convinced us that the builder must have used high quality materials in the rest of the house too.

I just love the beautiful wipe-clean finish on my

Rangaire and the way the light bulb, wires, and all those other things are all neatly enclosed... makes it so easy to clean... and dip-clean filter... well, what more can you ask. I'm not ashamed to open my cabinets either... none of those unsightly tin pipes you see in some places... no sir... my Rangaire hood matches my range top and oven perfectly and even the back splash and ducts are painted the same color... and they take up so little cabinet space too.

Like I said... my Rangaire hood wasn't the only reason I wanted this house... but it sure was an important factor... can you imagine... all this and it keeps my kitchen cool, clean, and fresh besides. I think every homemaker should have a Rangaire in her kitchen.

CLEAN, SMOOTH DESIGN

No exposed wiring or light bulbs under the hood. Beautifully finished. Hi-Bake enamel surfaces wipe clean in a jiffy.



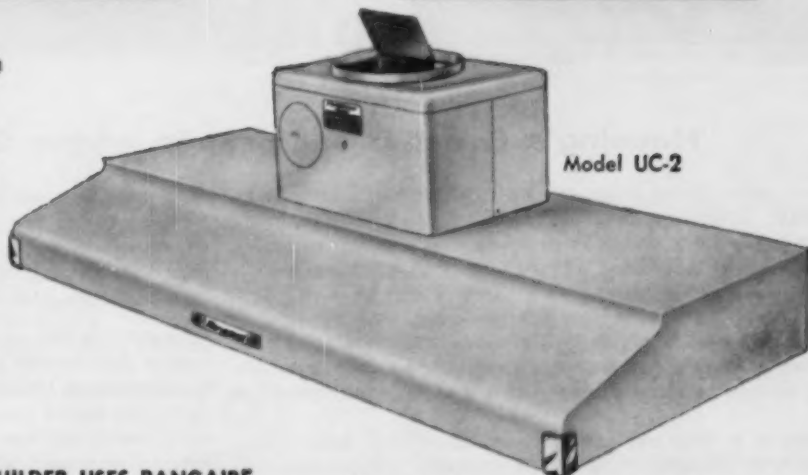
EASY TO CLEAN FILTER

Permanent aluminum foil type filter traps greasy vapors — keeps fan and motor clean. Easily removed for simple dip washing.



Note to Builders:

The country's full of gals like this... Cash in on them today. Builder-Engineered Rangaire Hoods color match all major appliances and all necessary parts for the complete installation come in a single package... no extras to buy — no hard to find parts. Nationally advertised Rangaire offers you a complete line of models, sizes, and prices to select from. See your Rangaire dealer today.



Model UC-2



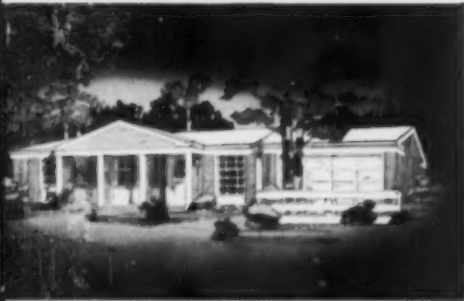
AWARD WINNING BUILDER USES RANGAIRE

Builder, Norman Igo of Lubbock, Texas, merit award winner of Parents' Magazine's 10th Annual Competition for "Best Homes for Families with Children" uses Rangaire products regularly in the homes he builds.

Send for free literature on Rangaire's complete line of Builder-Engineered Kitchen Range Hoods, Radio-Intercom systems, Electric Bathroom Heaters, Central Air Conditioning Systems and Furnaces. Roberts Manufacturing Co., Cleburne, Texas.

1200 SQ. FT.—3 or 4 BDR'S—2 BATHS.

By 20th Century Homes for . . .



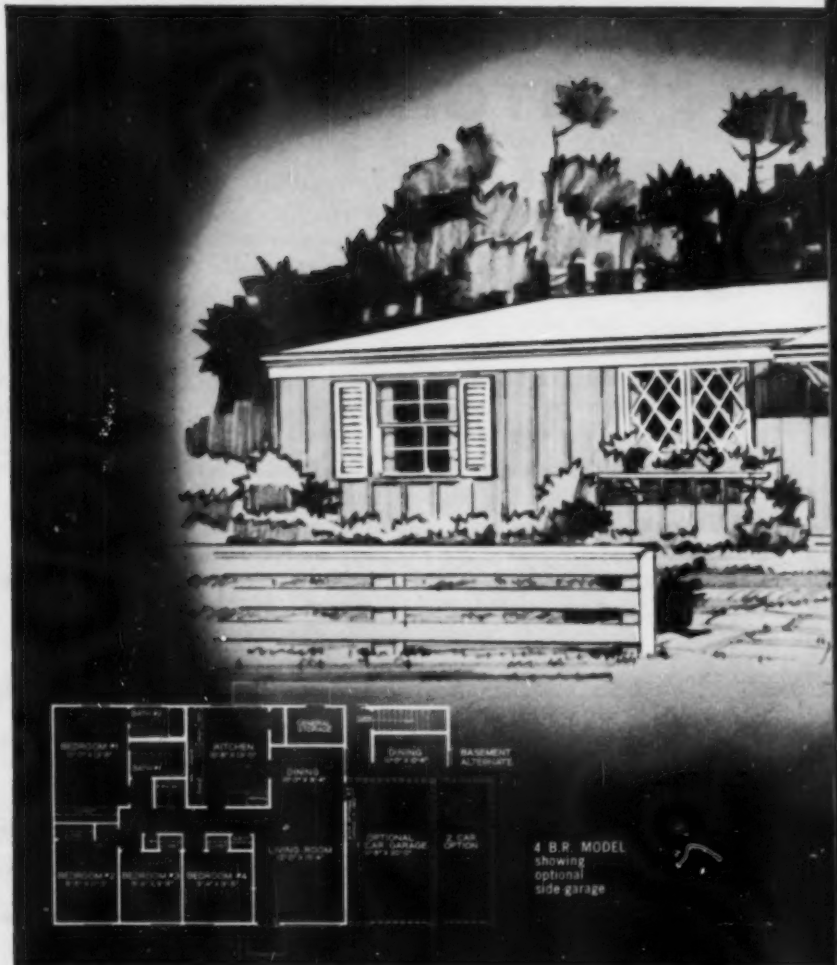
THE CLASSIC • shows with optional garage



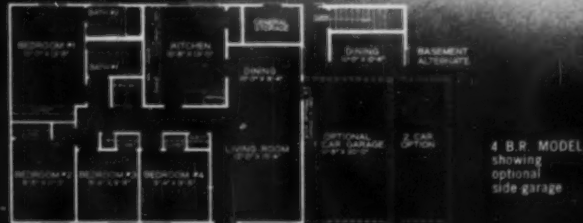
THE RANCH COLONIAL



DUPLEX • RENTAL UNIT



THE CALIFORNIAN



Housing's Great Breakthrough of the 20th Century

Delivered in three finished sections, they are erected complete . . . ready for occupancy . . . in one day on the builder's foundation . . . at a firm finished price by 20th Century Homes' own erection organization. Gone for all time are cost uncertainties . . . production delays, and a finished cost \$1500—\$2000 under comparable houses in most markets.

And yet . . . all of this in strikingly beautiful houses—that speak of quality in every facet . . . incorporating an architectural variety capable of creating a community development of which the most discriminating builder can well be proud.

Developed by the Scholz organization which first brought design, quality and elegance to the manufactured house field, the specifications incorporate luxury appeal throughout . . . beam ceilings . . . large family room-kitchen with mosaic ceramic tile counters, pure vinyl floors, built-in range and oven, and beautiful light walnut finish cabinets and doors with clear long lasting protective finish . . . separate dining room . . . sliding aluminum patio doors . . . indirect lighting . . . quality clear ponderosa pine colonial windows and exterior doors . . . insulating sheathing . . . long lasting acrylic exterior finishes . . . mosaic ceramic tile baths . . . optional 100% DuPont nylon wall-to-wall carpet with 5 year warranty.

Added to all of the obvious cost savings which the controlled assembly line manufacturing techniques make possible, the remarkable erection time eliminates the need for construction loan financing (cost disbursements being made directly out of closings) results in substantial cost savings as well as eliminating requirements for large amounts of working capital tied up in homes in process.

To insure the successful pre-selling of these houses which the price and luxury design of this house make possible, 20th Century provides a complete display model sales program including display model furniture package which accompanies builder's first house, and a remarkable new 90% conventional financing program in most areas in which buyer need not make first payment for six months from occupancy. Where builder will take his profit in a second mortgage, house can be sold on a no money down basis.

20th Century homes are available anywhere east of the Mississippi and north of the Mason-Dixon line.

The number of builders who can be franchised to build in any area must of necessity be limited. Your early investigation is advised. Call or send coupon provided.

... FULLY COMPLETED IN ONE DAY...
 ... **\$8950** on Your Foundation!



THE 1200 SERIES

3 B.R. MODEL
 showing
 optional
 ell garage



THE NEW ENGLANDER • with optional garage



THE SOUTHERN COLONIAL



THE NEW ENGLANDER • for narrow lots (40')

20th Century Highlights

- Completely erected in one day ready for occupancy on builder's foundation.
- By 20th Century's own erection organization at firm price to builder—\$8950*.
- Finished cost \$1500—\$2000 under comparable houses in most markets.
- 90% conventional mortgage financing plan for purchasers in most areas—no money down sales program if builder takes profit in second mortgage. Buyer's payments start 6 months from occupancy.
- Complete sales and promotional program including advertising and display model furniture.
- No cash invested in houses in process—all payments disbursed from closings on pre-sold program.
- Crawl space or basement models.
- Wide architectural variety in colonial styling. *Plus State Sales Tax where applicable
- Quality ponderosa pine colonial windows, doors and millwork.
- Long lasting DuPont acrylic exteriors.
- Large family room-kitchens . . . separate dining rooms.
- Luxurious beam ceiling living rooms.
- Aluminum sliding patio doors.
- Luxury walnut furniture finish cabinets and interior doors.
- Mosaic ceramic tile kitchen counters—pure vinyl floors.
- Built-in range and oven.
- Indirect lighting.
- Optional wall-to-wall DuPont nylon carpet with 5 year warranty.

**20TH CENTURY
 HOMES**

Please have your representative call on me with complete details of the 20th Century Program

Name _____ Address _____ Phone _____

I am interested in Project Building "On Your Lot" Operation

I have been building _____ homes per year in the \$ _____ price range.

I presently have _____ developed lots available.

Mail to: 20TH CENTURY HOMES • 2001 N. Westwood, Toledo 7, Ohio A B



CLASSIC LOUVER FOLDING DOOR



SERIES 57

TRUSCON LOW COST



REPUBLIC ROOF DRAINAGE PRODUCTS for better homebuilding! Your Republic Roof Drainage Products distributor carries a complete line of everything you need—in galvanized steel, ENDURO® Stainless Steel, terne, or copper, with perfectly matched accessories to assure fast, low-cost installations. See your sheet metal distributor or send coupon for more information.

TRUSCON TRU-DIAMOND METAL LATH and ACCESSORIES for better living. Straight and true. Precision-made distortion-free, sheets are perfectly rectangular. Each sheet painted individually. Easy to work. Ends are trimmed square and true. Salvage edges are neatly finished. Insure a good fit on the toughest job. Contact your Truscon dealer for the full story, or send coupon.





SERIES 50

ALUMINUM SLIDING PATIO DOORS

METAL DOORS

The tops in the industry at low, low prices

Truscon Steel and Aluminum Doors are low in first cost, save installation dollars, require no expensive call-backs. The full line is carried in warehouse stocks for immediate delivery to meet your tightest building schedules.

Order frames and accessories for same-time delivery. Truscon doors can be prepared for panic exit hardware, door closers, double doors—all are available to meet your requirements with no loss of time.

Now from one source, you get the right door to meet your needs. Doors with sales features that add value to everything you build. At prices you can well afford and with delivery when you want them.

Call your local Truscon dealer listed in the Yellow Pages. Or, contact your nearest Truscon representative. Send coupon today for more information about these low cost metal doors.



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

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Please send more information on the following products:

- Truscon Hollow Metal Doors and Frames—Series 50
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- Truscon Tru-Diamond Metal Lath and Accessories
- Truscon Aluminum Sliding Patio Door and Screens

Name _____ Title _____

Firm _____

Address _____

City _____ Zone _____ State _____

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.



INSULITE Division, Minnesota and Ontario Paper Company, Minneapolis 2, Minnesota



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.



EASY TO SAW! Insulite Primed Siding cuts easily on the job; won't crack or split, eliminates wastage. Resists paint blistering, provides beauty and durability with a minimum of upkeep.

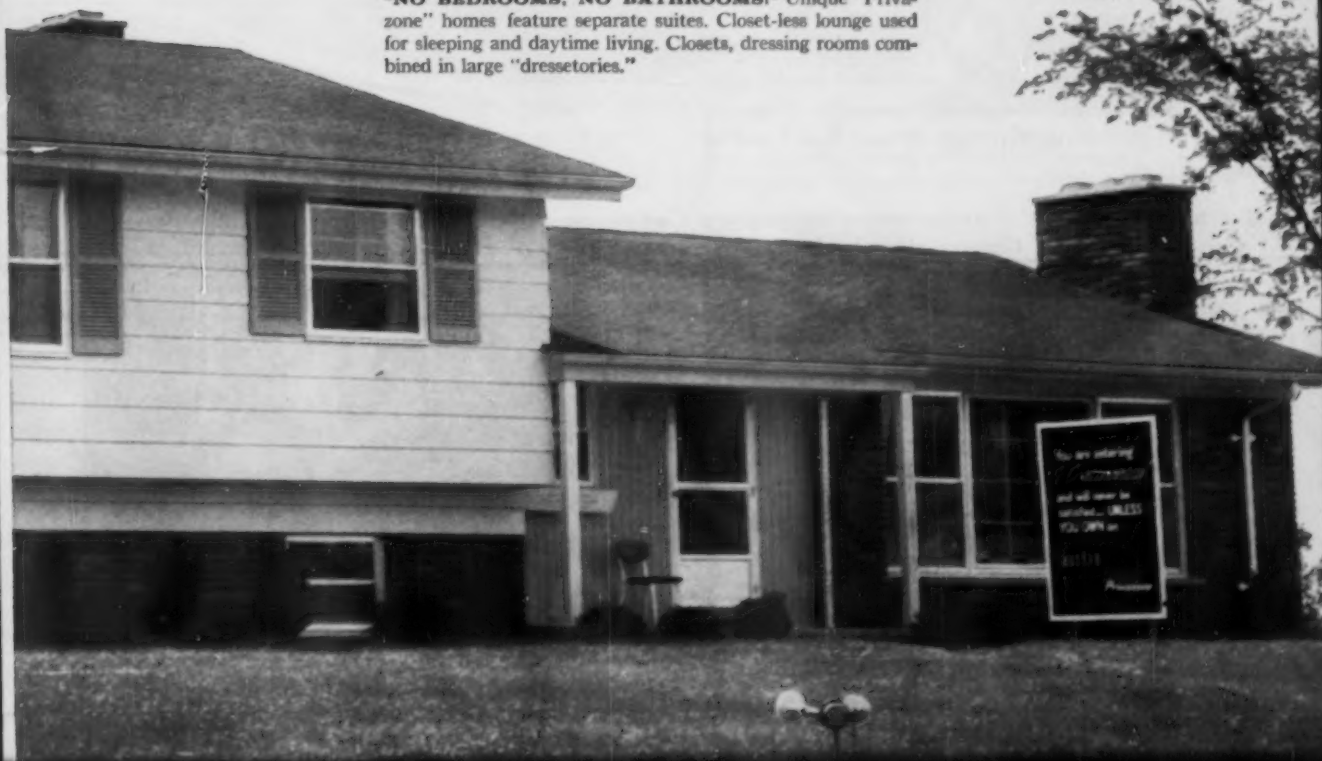


EASY TO NAIL! The high-density, resin-impregnated siding has no structural or surface grain, no knots, no slivers. Can't crack or split from nailing; cuts on-the-job costs.



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 "Private-zone" homes feature separate suites. Closet-less lounge used for sleeping and daytime living. Closets, dressing rooms combined in large "dressetories."



"My construction costs average \$500 less per unit with electric house heating."

Morris Liechty, Fort Wayne, Indiana, builder and developer, reveals how modern, flameless electric house heating cuts construction costs, helps move his 1400-2500 square foot houses faster.

In Morris Liechty's opinion, the big swing to electric house heating has hard-headed reasoning behind it.

Says Liechty, "Most of my houses are in the 17 to 30 thousand dollar bracket. Electric house heating costs me less to install because my own men can do the work, and I don't have to wait on subcontractors. Then, too, I can schedule insulation work so as to wind up ahead in terms of time and money."

Buyer acceptance, according to Liechty, is excellent in the Fort Wayne area. This he attributes mainly to the fact that electric house heating is so clean and requires no maintenance.

"The fact is," Liechty says, "that when I explain the benefits of electric house heating to buyers, I usually find that it's the thing that tips the scales in favor of selling the house."

As Liechty's experience demonstrates, there's a big swing to electric house heating all over the nation. Today there are more than 850,000 U.S. homes equipped with electric house heating. For this reason every serious builder or developer owes it to himself to learn all he can about electric house heating.

For complete information why not contact your local electric utility company first chance you get.

Be sure to visit the National Association of Home Builders convention in Chicago, January 29 through February 2, 1961.



With clean, comfortable Electric House Heating

YOU LIVE BETTER ELECTRICALLY

Sponsored by Edison Electric Institute



INSULATION IS THE HEART of efficient electric house heating. Properly scheduled it can save builders both time and money. Here Morris Liechty checks on insulation and siding work.



ELECTRIC HOUSE HEATING is the best deal for building yet, in Morris Liechty's opinion. "Personally, I'm sold on it," he says. "Here in Fort Wayne it costs me considerably less to install. And

I'm building 100% with electric house heating. Buyers are enthusiastic when you explain how a home properly insulated for electric house heating also keeps them cool in hot weather."



"BUYERS ARE ATTRACTED to homes with electric house heating," Liechty maintains, "because they're sold on its safety, cleanliness and economical installation cost."



A SATISFIED BUYER, Joseph Sherron, testifies to builder Liechty's confidence in electric house heating. "We've never been so comfortable," he says, "and there's no flame to worry about."

Six ways you'll profit as a **USS** Homes Dealer

- 1 You'll be identified with U.S. Steel Homes**, a name nationally recognized for quality construction, superior design and low erection costs.
- 2 You'll have an opportunity to become a volume dealer**, selling more homes at less cost. You'll have 4 styles—including Colonial, French Provincial, Old English and Contemporary—10 basic models, 127 floor plans and 508 elevations from which to select the right plans for your market . . . your customers.
- 3 You'll be eligible to utilize the many services U.S. Steel Homes offers** to qualified franchised dealers, including a comprehensive financing assistance program to help your business expand and profits grow.
- 4 You'll benefit from national advertising and sales promotions**, prepared by professionals to back you up in your own local market.
- 5 You'll get merchandising help** in the form of sales and merchandising kits, salesmen's manuals, site signs, consumer hand-outs and other helpful literature.
- 6 You'll get technical assistance** from U.S. Steel Homes Representatives on all phases of your building and sales programs . . . from planning the programs through erection and sale of your U.S. Steel Homes.

USS is a registered trademark



**United States Steel Homes
Division of
United States Steel**



United States Steel Homes Division
United States Steel
525 William Penn Place
Pittsburgh 30, Pa.

I want to know more about the 1961 U.S. Steel Homes line.
Please send me your PROSPECTIVE DEALER KIT.

Name _____

Firm _____

Address _____

City _____ Zone _____ State _____



Silent salesman downstairs

The basement is more than storage space or a hole in the ground. Smart planning can make it a top salesman. Look at the opportunities it offers.



CIRCULAR BAR closes in one corner of basement, serves as backdrop for song area. Piano fits into recess in enclosed utility room.

LIGHT, COLOR, wood join forces to convert basement into pleasant extra room that helps sell house upstairs. Hardboard covers walls.

HARDBOARD PANELING goes up fast and at little cost; but it speedily converts this basement into a gay play room, boosting house value.





Photos by Hedrich-Blessing

Growing buyer interest in basements creates opportunities for builders, remodelers

BUYERS WANT BASEMENTS.

That's the trend being reported by AMERICAN BUILDER researchers throughout the country. The buyers want them for everything from living-play areas to fallout shelters. And many builders throughout the country—as well as remodelers—are taking advantage of the trend.

Reaping full profit from the basement upsurge requires mainly preplanning. Builders and remodelers need only adhere to

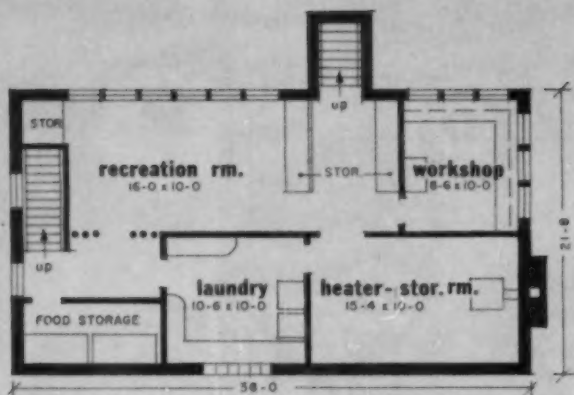
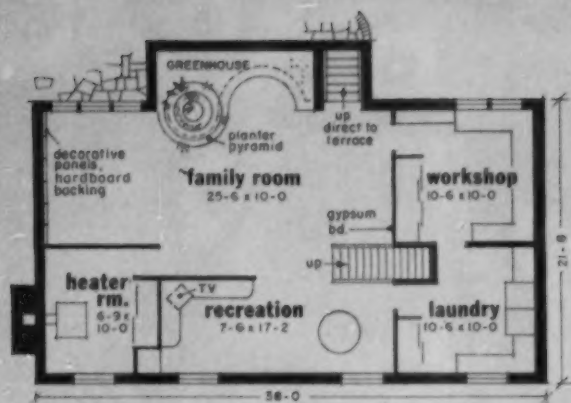
a few basic design principles and some well-directed efforts to sell basements as future living space.

Design opportunities range from providing adequate windows and a direct outside entrance to gay partitioning of different areas. Here are some of the ways builders and remodelers throughout the country are converting the basement area to welcome extensions of pleasant "upstairs" atmospheres.

One builder featured a base-

ment with an indoor pool of laminated plywood with a liner of vinyl at little cost. He set the pool under corner windows he built into the foundation. This proved a crowd attractor.

Another builder created new sales appeal in a house by insulating the basement from the stair well with a vertical door. He protected the steps leading to grade with a steel hatchway. Color photographs on these pages reveal other ideas.



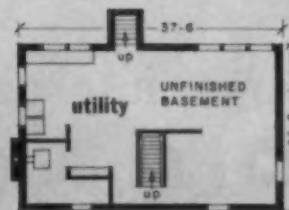
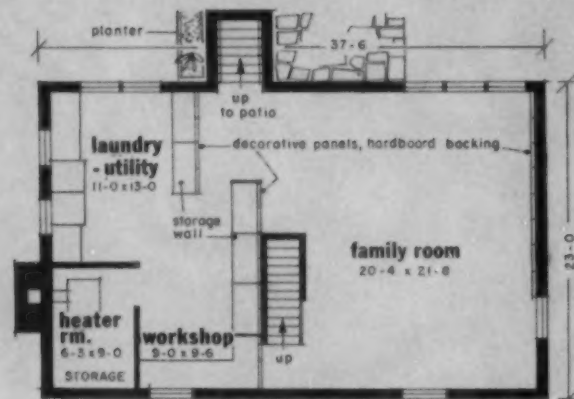
LONG WINDOWS, central basement entrance set stage for indoor-outdoor living. Center stair running length of plan makes entrance important part of theme.



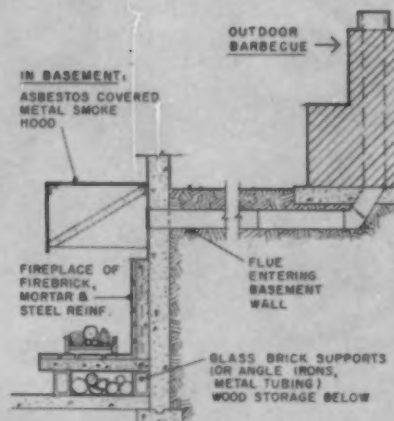
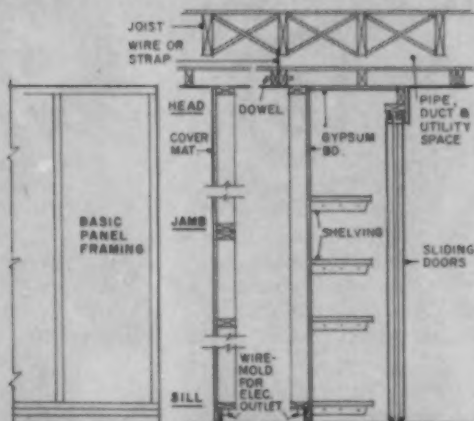
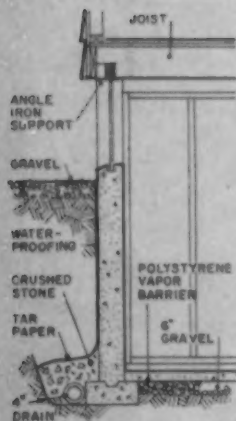
INTERIOR STAIR at end of plan allows greater flexibility in basement, creates interesting array of rooms. This placement lets builder design stairs into motif.

Here are ways to add sales magic to that valuable "extra" downstairs

BASEMENT EXPERTS, such as Bilco of Connecticut, say builders and remodelers should plan three basics into every basement. They should: (1) provide plenty of light and ventilation with large window areas; (2) permit direct access from outside the house; (3) build simply constructed walls colorfully decorated to give flexibility and color to the basement layout.



AN INTERIOR stair running front to back acts as natural partition separating utility areas from family areas. Stairway suggests wide variety of treatments.





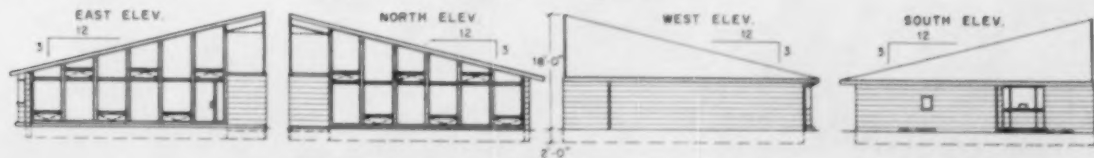
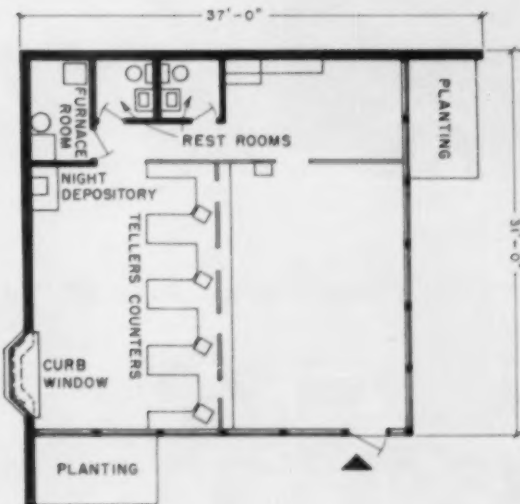
SMALL BANK, designed by architect Clive Kienle, was planned to attract passing motorists—day or night.


A bank for the homebuilder's skills

In today's sidewise market, many homebuilders are turning to small commercial jobs like this

THIS BANK is one of the many small commercial structures that offer the homebuilder an easy way to diversify. It was built recently in Lake Grove, Oregon, by Schuyler Southwell.

The building's outstanding feature is its two glass walls that make it a real eye catcher either day or night. The big expanses of glass were made possible by post-and-beam framing of two adjoining walls. The posts are 5¼"x6½" glue-lams, spaced 5' o.c. Beams are 5¼"x11¾" glue-lams. They're joined to a 5¼"x14¾" glue-lam beam that runs diagonally across the building and rests on a corner post of the same size. The built-up roof has a 3-in-12 pitch. Contract price: \$16,000.






FAST FLOOR SYSTEM
speeds work on Chack-
field Construction Com-
pany's Monticello tract,
Rolling Hills, Calif.
Tongue and groove ply-
wood flooring is laid in
4 x 8 sections.



FAST WALL SYSTEM
moves into place on Fox
& Jacob's Test House in
Dallas. Standard Dylite
foam-core panels were
manufactured by Koppers
Company. Panels come
completely finished, have
high insulating quality.



**FAST UTILITY SYS-
TEM** built around plum-
bing core goes into place in
house erected by Home
Building Corp. of Sedalia,
Missouri. Core includes
bathroom as well as kit-
chen sink and cabinets.

The Faster House Is a Must

Even in a slow market such as exists today in many places, the faster house is a must.

By faster house, we mean one that takes every advantage of the new tools and techniques available to small or large builders.

It's a house that is enclosed quickly and completed quickly under controlled conditions, regardless of weather.

It's a house that helps the builder turn his capital over rapidly — and this helps every size builder.

It's a house that makes the builder's operation more fluid and flexible — he can build and sell faster when the market is brisk, cut back quickly in slumps.

AMERICAN BUILDER believes that the faster house is part of the wave of the future in building. New tools, new components and faster methods can't be avoided or ignored. We believe smaller volume builders will profit by the changes, and that local lumber dealers will share in and contribute to this progress, as so many already are doing today through the Lu-Re-Co panel system. The factors at work seem irresistible:

- Builders face keener competition for the buyer's dollar. They must cut out waste time — for time is money — in their search for ways to build better for less.
- Large material manufacturers are making or preparing to make standard wall, floor and roof panels and other components which will be sold nation-wide.
- Builders are fabricating their own trusses, panels and components: quite a few are selling these to other builders. Lumber dealers, too, are selling them.
- Sharp competition by manufacturers of packaged homes is forcing many conventional builders to review their methods, adopt faster techniques.

The faster house must be synonymous with better value for the buyer. And because of better job control and quicker turnover, it can mean higher profits as well.

JOSEPH B. MASON, Editor

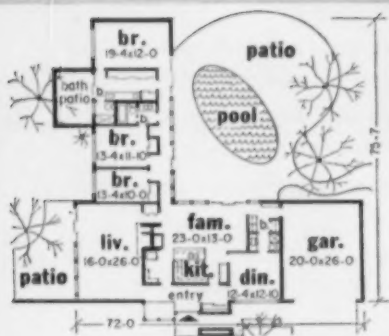


How 4 builders boost volume

SCHOLZ: homes that give custom builders more volume, quality control



SCHOLZ MARK '60 is one of the most luxurious prefabs ever produced, leaves little to be desired in the way of elevations or layout. Home is designed for custom builders who want to increase volume, control costs.

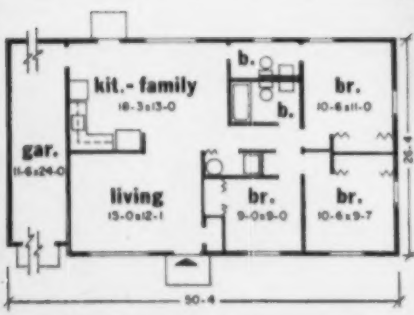


FLOOR PLAN uses 'L' shape to separate quiet and active areas. Plan centers around pool-patio area, with glass walls on the family-dining area, as well as the bedroom wing. Note the excellent traffic-flow scheme.

INLAND: homes designed to reach the largely untapped \$10,000 and under market



INLAND'S NEW MATADOR series (base price \$8,500 plus lot) is indicative of organization's conviction that the most profitable, and most consistent housing market for the 60's will lie in the \$10,000 and under price category.



FLOOR PLAN reflects impact of family room's public acceptance on designers. This three-bedroom model gives a fourth of its living space over to the kitchen-family area on theory that it acts as a mother's helper.

with packaged units

CASE HISTORY No. 1



Builder Van Duyne

"I started conventionally, tried some prefabs, finally switched"

DENVILLE, N.J., builder Fred Van Duyne started as a carpenter's helper in '46, struck out on his own in 1950, built conventionally until 1955. An interest in off-site component production led him to try a Scholz package.

Results were so encouraging that Van Duyne built more prefabs and fewer conventionals, finally switched over entirely to

packages. Main reason for the switch: the ease of costing out the wide variety of packages offered by Scholz.

Scholz designs are aimed at the custom home builders who are concerned with cost, no less than quality control. The entire line of homes represents the cream of house designs, and the highest priced line of prefabricated offerings (though Scholz expects to market a 2-3 section house in 1961 that will be priced between \$15,000 and \$20,000.) Van Duyne sees Scholz's well-integrated national advertising program as another main advantage in prefabricated alignment.

CASE HISTORY No. 2



Ben Booth

"My market was just begging for quality low-priced homes"

BEN BOOTH built conventionally for a while, tried his hand at developing lots for sale in Petersburg, Va., decided he liked home building better—started to build middle priced prefabs.

Inland's specialists convinced Booth that what his market would absorb quickest was low-priced homes. Booth decided it couldn't hurt to try some low-

priced models, has been slightly astounded by their success.

His model home promotion (\$10,990 with lot) carefully tied to Inland's merchandising program, netted him 70 home sales in a three month period—in a slumping local market.

His success points out the reason for Inland's success. The company, under Eugene Kurtz, dynamic past president of the Home Manufacturers Assn., has been proclaiming for some time that the strongest market for the '60's would be clustered around the \$10,000 level. Inland's climbing sales tend to bear out Kurtz's judgment.

Some sidelights on what's ahead for home manufacturers

• **10% decline**—For the first time in several years industry leaders expect a decline in starts. Estimates are for a 10% drop from 1959's 130,000 units. Next year should see some improvement, as housing starts rise.

• **Lower priced models**—Greater emphasis on lower priced models expected. Prefabbers feel they will have extra advantage in stiff competitive situation with lower priced '61 models.

• **Extra services**—Home manufacturers at Miami Fall meeting highlighted growing extent of builder services. Merchandising aid to builders will be stepped-up.

• **More financing help**—Both land and mortgage financing.

• **Research house**—HMA is working on an idea-filled research house which they call the "Complete Component House." It will demonstrate efficient use of factory materials—large panels, prefinishing, mechanical cores. Each member will contribute ideas on design and component development.

• **Pre-cut churches**—Golden Key Homes, Union, N.J., has added a line of pre-cut churches, office buildings, and industrial buildings to their regular prefab line in recognition of builder trend to diversification.

• **House on wheels**—Franklin Thrift Homes, State College, Pa., has a mobile home which is designed to be trucked to the site and dropped on a foundation. Extra rooms can be added.

(Continued on page 62)

THE FASTER HOUSE

- Wide range of components —Loctwall Corp., Lynwood, Washington will market a wide series of components for use in motels, apartment buildings, schools and one- and two-story office buildings.

- Mechanical cores — Major prefabbers are working toward fabricated plumbing and heating systems. This is the next major breakthrough area.

- Foundation systems — Results of precast foundation at last year's East Lansing research house has prefabbers thinking—the main problems are weight and trucking costs.

- Self imposed depression — Former HMA president Eugene Kurtz insists the building industry is suffering from a self imposed depression because they raised prices last year instead of turning to lower priced models as auto manufacturers did. He urges stepped-up promotion of 1961 models priced to bigger mass markets.

- Start with net profit—Edward P. Hwass of Crawford Corporation described his firm's "Library for Builder Dealers," which includes sections on profit planning and control, an accounting manual, merchandising and sales promotion ideas, and a "Plan and Control System" for builders. Crawford's unique advisory system starts builders with an estimated net profit goal, then works backward through acquisition, financing, scheduling and erection problems.

- Large and small — HMA members have revised opinions about the size of builders they wish to reach. National Homes has plumped for big builders — suffered some setbacks. Others, like Kingsberry, concentrate on small and medium size builders. Average is 25 houses a year.



Builder Robert Fox

CASE HISTORY No. 3

"In '54, I built 8 homes—now I'm doing 30 units a year"

BUILDER ROBERT FOX, Oliver Springs, Tenn., started operations in 1948, built an average of eight homes a year between then and 1954. His annual net never exceeded \$10,000.

In 1954, Fox started building Kingsberry Homes (then Lumber Fabricators Inc.), now averages 30 homes a year. He uses only six permanent employees, contracts all mechanical work. Price range: \$12,000—\$25,000.

Fox is convinced that the main advantage in prefabs is that they can be closed-in in a day or less. He maintained a schedule of 2 houses a month in spite of 52" of snow last winter—a feat he feels would have been impossible building conventionally.

Most of his homes are built in Oak Ridge, Tenn.—and his sales are primarily to scientists and engineers. He feels they have responded well to Kingsberry's saturation advertising and promotion campaigns. Kingsberry is fairly satisfied with their merchandising program also—it's boosted their sales 28% over the past year.

Variety of styles, prices

CASE HISTORY No. 4



Lieberman and Alpert

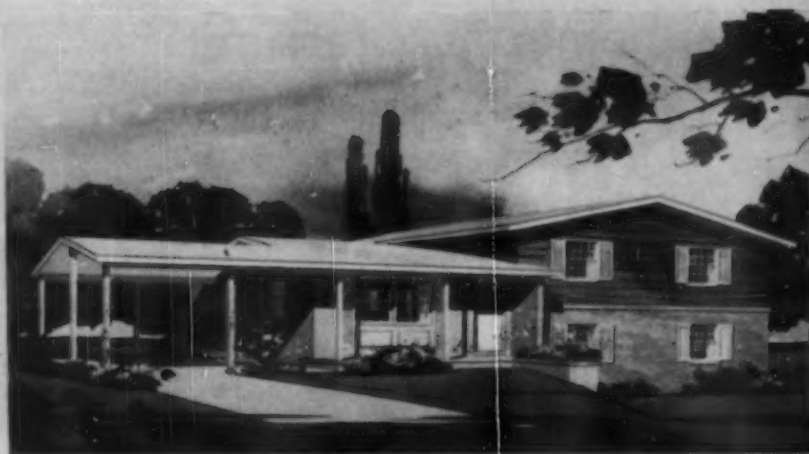
"When we decided to shoot for volume, we chose prefab"

GEORGE LIEBERMAN and Don Alpert teamed up in 1953, started as home remodelers, moved into home building in 1954. They hit all points on the price spectrum between then and the end of '58, when they moved into subdivision work.

Lieberman and Alpert are well matched—George is an industrial engineer, Don a CPA. Cost consciousness played a large part in their choice of the home-

building technique they intended to use in their Kansas City subdivision. They considered building components, discarded the idea as being too costly in terms of capital investment. Off-site components production seemed to offer them no advantages over packages. The choice narrowed down to which prefabber, and they chose U.S. Steel Homes.

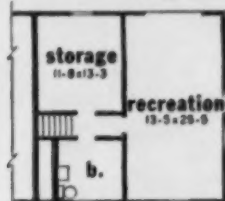
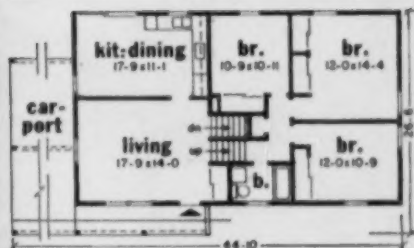
U.S. Steel's products and services—including financing, merchandising aid, cost control systems—enabled them to crack the Kansas City market, which had not been receptive to prefabbers until that time. Eighty days after their subdivision opened, they reported over 50 sales.



KINGSBERRY: homes for the middle price range

KINGSBERRY sees growing movement back to split level's more-space-for-the-money theme in the South. It's counting on this model to capture its share of the market. Kingsberry offers strong merchandising package.

SIDE-TO-SIDE SPLIT offers neatly zoned layout, good sized bedrooms. Dining area offers sliding glass doors to outdoor dining patio which is becoming a must in any area (and any price class) across the nation.



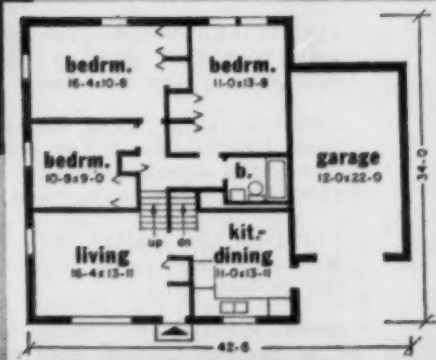
let you package product to your market



U. S. STEEL: packages for high volume builders in low and middle price brackets

U. S. STEEL HOMES aims some 75% of its production toward the \$15,000 price range, and seeks to tie in with builders who are producing between 40 and 50 homes per year in markets with strong housing potential.

COMPACT MODEL adapts well to narrow lots, gets more than average space by splitting front to rear. Home is expected to be a big mid-price-range seller for builders Alpert and Lieberman of Kansas City's Midland Homes.



Top flight regional home manufacturers offer wide range of styles, prices, services.

CENTRAL

GENERAL HOMES, INC., 3033 Wayne Terrace, Ft. Wayne, Ind. Firm distributes in 450-mile radius, offers 8 basic floor plans with elevation variations at prices from \$4,350 to \$5,240 f.o.b. Delivers in 14 days. Offers own financing plan.

NATIONAL HOMES CORP., Lafayette, Ind. Firm distributes nationally through subsidiaries, is strongest in Midwest. Offers nearly 200 basic plans, sells through builder-dealers, has own financing plan.

W. G. BEST HOMES CO., U. S. Rt. 45S, Effingham, Ill. Distribution radius, 350 miles. Offers basic plans at prices from \$2,100 to \$9,000 f.o.b. Delivery, 10 days. Has financing plan.

RICHMOND HOMES, INC., Sheridan & N.W. L. St. Richmond, Ind. Distribution radius, 250 miles. Offers 26 basic plans at prices from \$2,562 to \$4,715 f.o.b. Delivery, one to two weeks; company financing plan.

MIDWEST HOUSES INC., P.O. Box 334, Mansfield, Ohio. Firm has tri-state distribution, offers 12 basic plans two week delivery, company financing.

PEASE WOODWORK CO., INC. 900 Forest Ave., Hamilton, Ohio. Distribution radius, 400 miles. Ten basic plans, two week delivery, company financing.

THYER MANUFACTURING CORP. 2857 Wayne St., Toledo, Ohio. Firm distributes in three states, offers 22 basic plans at prices from \$2,500 to \$6,000 f.o.b.

HARNISCHFEGER HOMES, INC., 500 N. Spring St., Port Washnigton, Wis. Distribution radius, 500 miles; 64 basic plans, company financing plan.

WESTERN

PERMCO MFG. COMPANY, Peru, Neb. Firm distributes in 500-mile radius, has 24 basic plans at prices from \$5,000 to \$7,500 f.o.b. Delivers in three weeks.

LOCTWALL CORPORATION, 16530 Hwy. 99, Lynnwood, Wash. Firm distributes in eight states. Has 25 basic plans, at prices from \$4,000 to \$15,000 f.o.b.

LOXSIDE STRUCTURES, 9004 S. 19th St., Tacoma, Wash. Firm distributes to all western states, Alaska, Hawaii. Has 40 basic plans, at prices from \$1,140 to \$8,990 f.o.b. Delivers in two weeks.

VIRGINIA LEE HOMES, INC., Box 606, Kirkland, Wash. Firm distributes to Northwest, Alaska, Hawaii. Has 200 basic plans.

WEST COAST MILLS, 555 State St., Chehalis, Wash. Firm distributes nationally. Has 115 basic plans. Prices: \$2,000 to \$4,000 f.o.b. Delivers in ten days.

SOUTHERN

CRAWFORD CORP., P. O. Box 2551, Baton Rouge, La. Firm distributes throughout South and Southeast, offers 27 basic plans, sells to builder-dealers at prices ranging from \$2,000 to \$9,395 f.o.b. Delivery in 10 days, financing through company's own plan.

CONTINENTAL HOMES, INC., Boone Mills, Va. Distribution radius, 350 miles; prices range from \$4,300 to \$14,000 f.o.b. Delivery in 10 days.

HOLIDAY HOUSE MANUFACTURERS CORP., P.O. Box 8097, Fort Worth, Texas. Firm offers 100 basic plans, distributes in 400-mile radius, delivers in 10 days.

UNIQUE HOMES, INC., 2915 Eighth Ave., Chattanooga, Tenn. Firm has 80 basic plans, distributes in two states at prices that range all the way from \$2,300 to \$12,500.

SCOTT LUMBER CO.—HOMES DIV., 2313 National Road, Elm Grove, W. Va. Firm has 15 basic plans, distributes in three states at prices ranging from \$3,900 to \$7,600. Delivery in 10 days.

TRENDLINE COMPONENTS, 700 43rd St. S., St. Petersburg, Fla. Firm offers 25 basic plans, distributes throughout Fla., offers own financing plan.

EASTERN

TECHBILT, INC., 127 Auburn St., Cambridge, Mass. Distributes east of the Mississippi. Offers 19 basic plans at prices from \$1,980 to \$11,425 f.o.b. Three week delivery.

SEABOARD HOMES, INC., 2402 Central Park Ave., Yonkers, N.Y. Distributes along entire Eastern seaboard, offers 20 basic plans, custom design options, novel financing program.

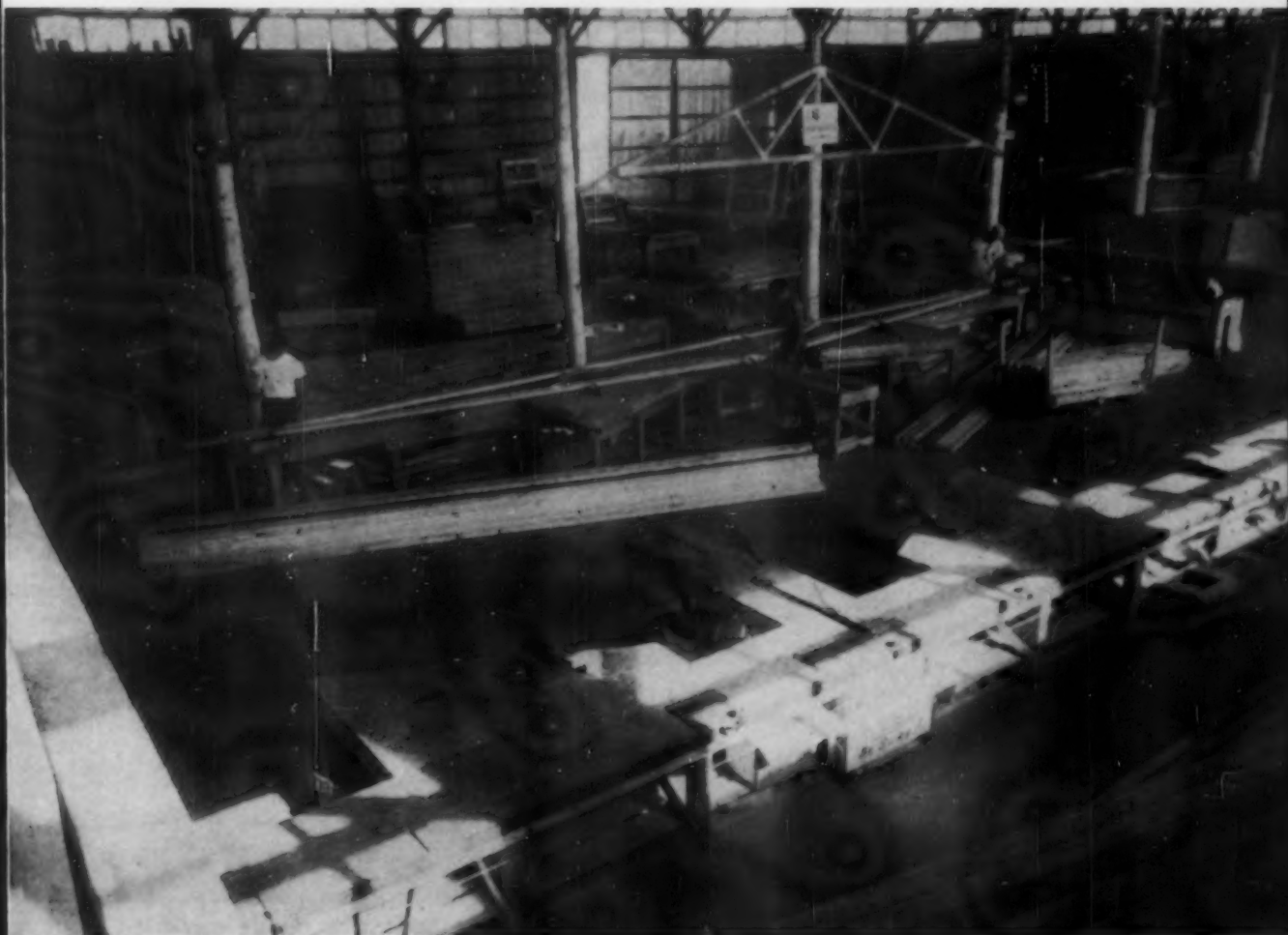
IVON R. FORD, INC., McDonough, N.Y. Distribution radius, 300 miles. Offers 50 basic plans to builders at prices from \$3,350 to \$8,500 f.o.b. 30 day delivery.

PRESIDENTIAL HOMES INC., Pemberton, N.J. Distribution radius, 400 miles. Offers 150 basic plans, sells through dealers or to builders at average price of \$3,800. Delivery in three weeks.

FEDERAL HOMES CORP., New Canaan, Conn. Firm distributes in 250-mile radius, offers 20 basic plans to builders. Package prices range from \$3,000 to \$9,000 f.o.b.

PANELFAB PRODUCTS, INC., 2000 N.E. 146 St., N. Miami, Fla. Distributes nationally, offers various financing options. Sandwich panel techniques give "no limit" on basic floor plans.

THE FASTER HOUSE



WAREHOUSE-SIZE WORKSHOP is needed for jig tables and stockpiles of material. This lay-out is owned by Fred Fett, Jr., Atlanta, Ga. He's now building new shop out of own components to handle units he will sell.

Should you build your own components?

... It depends largely on the amount of construction you do every year, as five of the nation's leading builders point out here

HOW MANY houses do you have to put up a year to reap the savings and benefits involved in building your own components?

All the way from 50 to 100 is the summation of most big component builders.

The capital involved for a shop can run \$100,000. This includes,

material storage areas, trucks, dollies, jigs. The size of your operation can temper this total, however. For example, if you build only 10 houses a year, fabricating just roof trusses may justify a rig for this. But most often a small builder can buy ready-mades cheaper.

THE FASTER HOUSE



TO CUT COSTS, shops generally use "unskilled" labor with carpenter supervisor. Fett says builder should erect minimum of 3 homes weekly to make own components.



MATERIALS HANDLING devices add greatly to component building costs. Fett builds on 18-day cycle; claims scheduling is the real secret of component construction.



BESIDES TRUSSES and panels, Fett produces gable ends—ready to set in place. Until recently, he was absorbing all component production; now he sells to other builders.



HIGHLY MERCHANDISING MINDED, Fett set up this display for customers. Firm has full-time component salesman, architect to convert designs for component building.

"Component business is on its own; you can't subsidize it"

FRED FETT has several very definite ideas about the components-for-yourself business, which he pioneered in his area several years ago.

At the outset, he didn't consider the outside market (smaller builders) for sales. At the present time, he absorbs about 20% of his volume, and sells the rest to builders in the Atlanta area. He considers this ratio a "safe range" for a component-type ("sales") builder.

The big secret to component building is scheduling, Fett contends. "We operate on a 16- to 18-day schedule; all subcon-

tractors have to get their jobs done in a day or so—plumbing heating, electricity, everything.

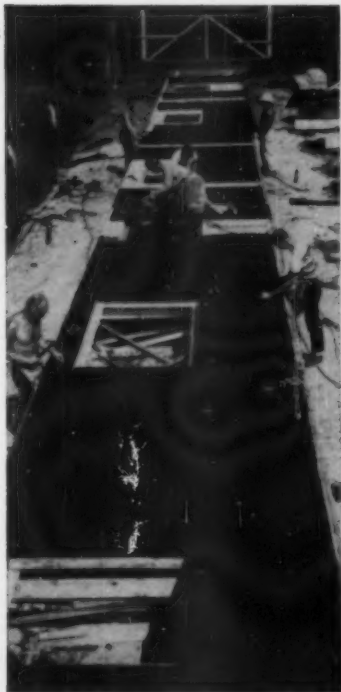
"Too often in this business" he said, "the builder lets the subcontractor control his business, *instead* of the builder controlling the subs. But by scheduling, both parties have better control on respective jobs. We take bids on every job; the best bid gets it."

As a service to his builder-customers, and prospective homebuyers, Fett employs an architect who fits conventional house designs into a modular, component system. If the components don't match dimensions, the ar-

chitect shows the builder how to frame in and trim out the additional footage so the structure can be adapted.

The Atlanta builder employs from nine to eleven men in his shop, with one full-time salesman for his separate component business. He plans soon to increase the sales force.

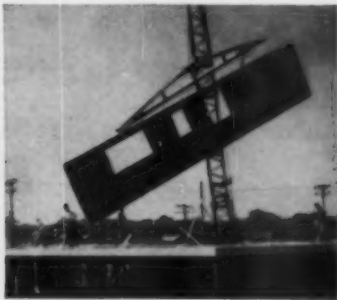
Under construction at this time is a new components workshop, which will measure 108x 160 feet. Fett is fabricating all of his own components for this and expects to get the building under roof for approximately 50 cents a foot.



BRECKWOOD is building 115 apartments in 8 units, in Windsor, Conn. Jigs can hold 90° panels for job.



INSULATION BOARD sheathing is tied to firm's success; they make 300 lineal ft. of walls daily.



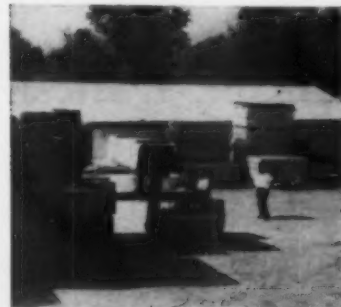
ENTIRE FLOOR of 2-story unit is closed in day. Firm makes roof trusses, precuts necessary materials.



APARTMENTS will be brick-veneer up to 2nd floor; shakes will finish job. Breckwood built 250 homes in 1959.

Capital and overhead are stumbling blocks in component building

IN A NUTSHELL, overhead, manpower, inventory, and equipment discourages a small builder (25 houses a year) from making his own components. So reports Norman Abrahams, president of Breckwood Lumber & Trim, Springfield, Mass.



IN COMPONENTS, Tally now fabricates mostly roof trusses in own shop. He started system with 15 houses.

Walter Tally, Atlanta, uses basic Lu-Re-Co component system

IF ESTIMATES are right, there's no minimum on the number of component houses you can do.

Components are somewhat limited to a specific market—low to moderately priced homes." This is the opinion of Walter Tally, who also thinks components don't lend themselves to many of split-levels or 2-stories.

Large volume builders tell how they operate component business

"We have only three carpenters working our fabrication job. The rest are laborers which keep our costs to a minimum," reports Quincy Lee, of Quincy Lee Homes, San Antonio, Texas.

Lee builds (about) three houses a day, and will put up between 400 to 500 structures in 1960. The firm has component building down to a science—an efficient, assembly-line type operation.

"You have better control with components; there isn't as much waste," comments C.W.L. Dennis, Wichita Falls, Texas.

Dennis fabricates mostly trusses, and uses his lumberyard personnel to assemble them when they're not too busy.

Tom Purvis of Purvis-York Co., Fort Worth, Texas, believes that you have to be a volume home builder to make a component setup pay off. The company builds about 200 houses a year, and saves approximately 60% on labor by prefabricating trusses, panels, other parts.

Norman Abrahams, Breckwood Lumber & Trim Co., Springfield, Mass.: "Components, such as roof trusses, have to be properly engineered, which requires a shop. This takes capital and involves quite an overhead, which the smaller builder (under 25 houses a year) probably will find prohibitive. Add manpower and machinery, and it's quite likely that tailor-made units turn out to be cheaper.

Breckwood, established as a retail lumberyard 10 years ago, was first in the area to design and build roof trusses for homes, garages, and small buildings. Since that time, they have specialized in components and now offer all the materials for a complete shell home, package form, including complete wall panels. They designed their own jigs and rollers for the job.

The firm employs up to 40 workmen during the summer, and can easily maintain a 2-homes-a-day production schedule—300 linear feet of wall panels; 100 trusses.

THE FASTER HOUSE

Souped-up operation frames



1 Rafters are precut while the lumber is still piled off-slab. Aim of the entire operation is to minimize movement of men and materials.



2 Headers are precut with radial saw. Key to speed of entire framing operation is in utilization of right power tool for each operation.



3 Layout man marks off sill plate for placement of studs. One man, using a template, concentrates solely on this operation, achieves terrific speed.



4 Panels are nailed together on slab. Headers, studs, bracing, have all been precut and stacked for assembly. One man specializes in this operation.

house in 25 man-hours

A GROWING NUMBER of builders are convinced that conventional framing is "doing it the hard way." However, Ted Holmes, owner of Avery Construction Co., Canoga Park, Calif., is framing 1,200 homes

conventionally, and could be counted on for a dissenting vote.

Holmes specializes in framing, and his conviction that power tools and carpenter specialization can pay off is realized in a team which frames a 1,400-sq.-

ft. house in just 25 man-hours.

He's tooled up completely with Porter Cable equipment, finds that sticking to one tool source nets him service savings, more carpenter familiarity with equipment, hence more speed.



5 Raiser places completed wall sections on preset bolts. Entire raising operation—framing, setting, bracing—takes only eight man-hours.



6 Raiser cuts dado for placement of 1"x6" brace. Each workman is skilled with the particular tools required for his phase of the operation.



7 Shot of dado cutting along panel studs gives some indication of speed and skill achieved by carpenters. Observers liken them to Keystone Cops.



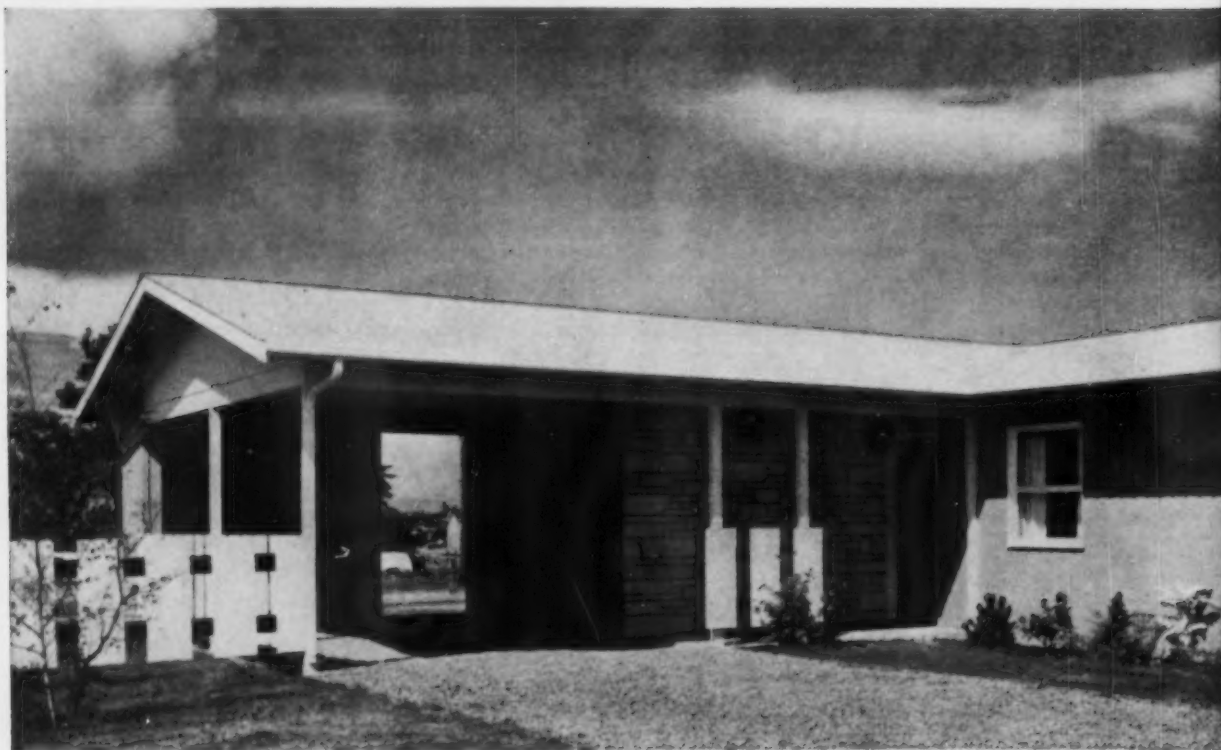
8 Two-man crew sets roof pitch supports, cut and nail into place—total man-hours, five. Roof framing is most complex phase—takes ten man-hours.



9 Two-man crew sets roof joists. Elapsed time on this phase of the operation is five man-hours. Power tools make the difference.



10 Entire 1,400-sq.-ft. house is framed out in 25 man-hours, plus two man-hours for cleanup. Total framing crew consists of nine men.



"ABILENE," Emblem home design with adaptations, boasts about 1,100 sq. ft. at a cost of \$12,000, without options of

Lu-Re-Co: a key to



MODERN CORRIDOR KITCHEN is out of the house's traffic pattern. Work bar makes handy serving counter for living-dining area. Mayer and Peterson use architect so homes "fit into neighborhoods and enhance them."



LIVING-DINING AREA is next to corridor kitchen. Sliding glass doors open on patio, serve both family room, living-dining room without going through kitchen. Yet, kitchen is handy for patio parties. Fireplace is optional.



kitchen appliances, paneling in living-family room, slate entry floor, fireplace.

better building

The many advantages of a good component system, teamed with smart design factors, make this Blueprint House outstanding

MAYER AND PETERSON, Inc., of Tacoma, Washington, didn't exist 18 months ago. Today, the builder team is clipping along at the rate of a house a week.

What's the story behind this success? The Lu-Re-Co system and Emblem homes, tied in with its merchandising programs.

The Emblem home series, developed by the Douglas Fir Plywood Association and the Lumber Dealers Research Council, includes 20 plans, with homes ranging from a low \$10,000 up to a big \$50,000. The latest series of five homes—including the "Abilene" (above)—are in the

\$12,000 to \$20,000 range. This price series was announced earlier this year.

Mayer and Peterson working with Blackstock Lumber Co. have adapted the home shown here into a smooth-working 1,100-sq. ft. structure that fits equally well on small or narrow lots.

To merchandise it, the builders displayed a model on a lot owned by the B&I Department Store. The owner, Earl L. Irwin, after he agreed to lease the lot, took full advantage of advertising, claiming his was the only store to offer a modern home in one of its departments.

What other builders, like Dean Evans (below), think about Lu-Re-Co

"It cuts down materially on the builder's on-site decisions, problems, misuse, and pilferage."

"Lu-Re-Co has many faces and can be used by the builder pretty much as he wishes. This means that no builder can say, 'It won't fit into my building operation'."

"It enables the builder to get a greater turnover with fewer people, and to control his construction costs in his building operation. Thus, he achieves a better end product at a lower price, and greater profit."

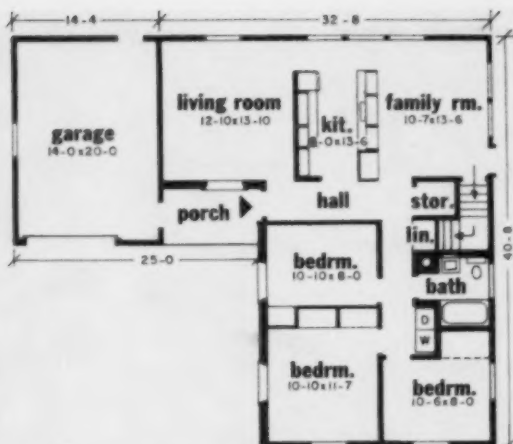
"Once we have had a man on the job for a week, if he has any ability at all, he knows as much about the system as a long-time employee."

"It is based on a practical and friendly relationship between the lumberman and builder, taking advantage of the things that each does best to achieve the best result."



LUMBERMAN Clarence A. Thompson (left), of Champaign, Ill., president of Lu-Re-Co, talks systems with Dean Evans, a component builder.

BLUEPRINT HOUSE



WITH BASEMENT, stairwell is located just off family room, near doorway outside. Furnace and hot-water heater move to the basement, freeing space for linen storage, increasing size of adjoining closet.

AMERICAN BUILDER BLUEPRINT No. 279

FAMILY ROOM can be entered from main entry hall or from far end of the kitchen-living room wing. It offers play and entertainment space far from the sleeping and utility areas. Each room has individual heat control.

Customer co-operation helps sell houses

WHERE CIRCUMSTANCES warrant it, Mayer and Peterson let customers work on their own house to reduce costs. The person must be skilled—and prove it. They will allow him to do some painting and so on—“this isn’t a subsidy or a charity. We allow him our costs for the job,” Mayer said.

All homes so far have been in the \$11,000 to \$20,000 bracket. “We try to go over finances involved with each customer. We may not sell all the trimmings, or the biggest house. But we do get good recommendations from our customers,” Mayer points out.

Mayer said the firm hasn’t felt any house construction slowdown, perhaps because “we’ll go

a long way to get a customer into a house.” The company will trade, if it is necessary.

Brand-Name Products

Weyerhaeuser Co., 4-Square, lumber
Georgia-Pacific Corp., roof sheathing
Georgia-Pacific Corp., roof panels
Weyerhaeuser Co., Versaboard
Andersen Corp., Strutwall, windows
Kaiser Gypsum Co., acoustical tile
Armstrong Cork Co., Tessera
Formica, Inc., counters
Minneapolis-Honeywell Regulator, thermostats
Owens-Corning Fiberglas Corp., insulation
RCA Whirlpool, appliances
American-Standard, fixtures

AMERICAN BUILDER HOUSE No. 279

L = lin. ft.
S = sq. ft.
C = cu. ft.
U = unit(s)

FIRST FLOOR ONLY 1,145 S
PORCH AREA ONLY 75 S
TERRACE AREA ONLY 80 S
STORAGE AREA ONLY 30 S

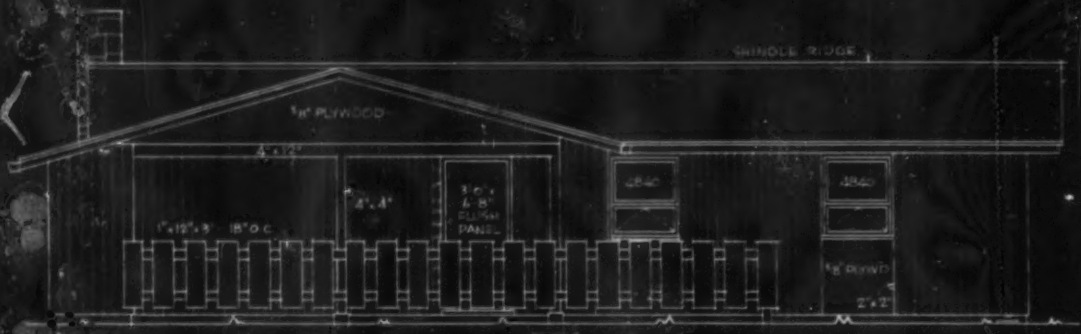
—EARTH EXCAVATION & GRADING—

Topsoil 6" Grade Exc. & Pile 9,215 S
Earth Crawl Space Excavation 2,015 C
Earth Foundation Exc. & B'fill 40 C
Earth Hand Foot. & Haunch Exc. & B'fill 100 C
Gravel 4" Floor Subfill 180 S

—CONCRETE CONSTRUCTION & FINISH—

2500# Conc. Wl., Ch. & Pier Footings 140 C
2500# Conc. Wl., Ch. & Pier Footings Forms 245 S
(Continued on page 154)





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



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



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

AMERICAN BUILDER BLUEPRINT SERIES.
 11-60
 SIMMONS-BOARDMAN PUBL. CORP., 30 CHURCH ST., NEW YORK 7, N. Y.



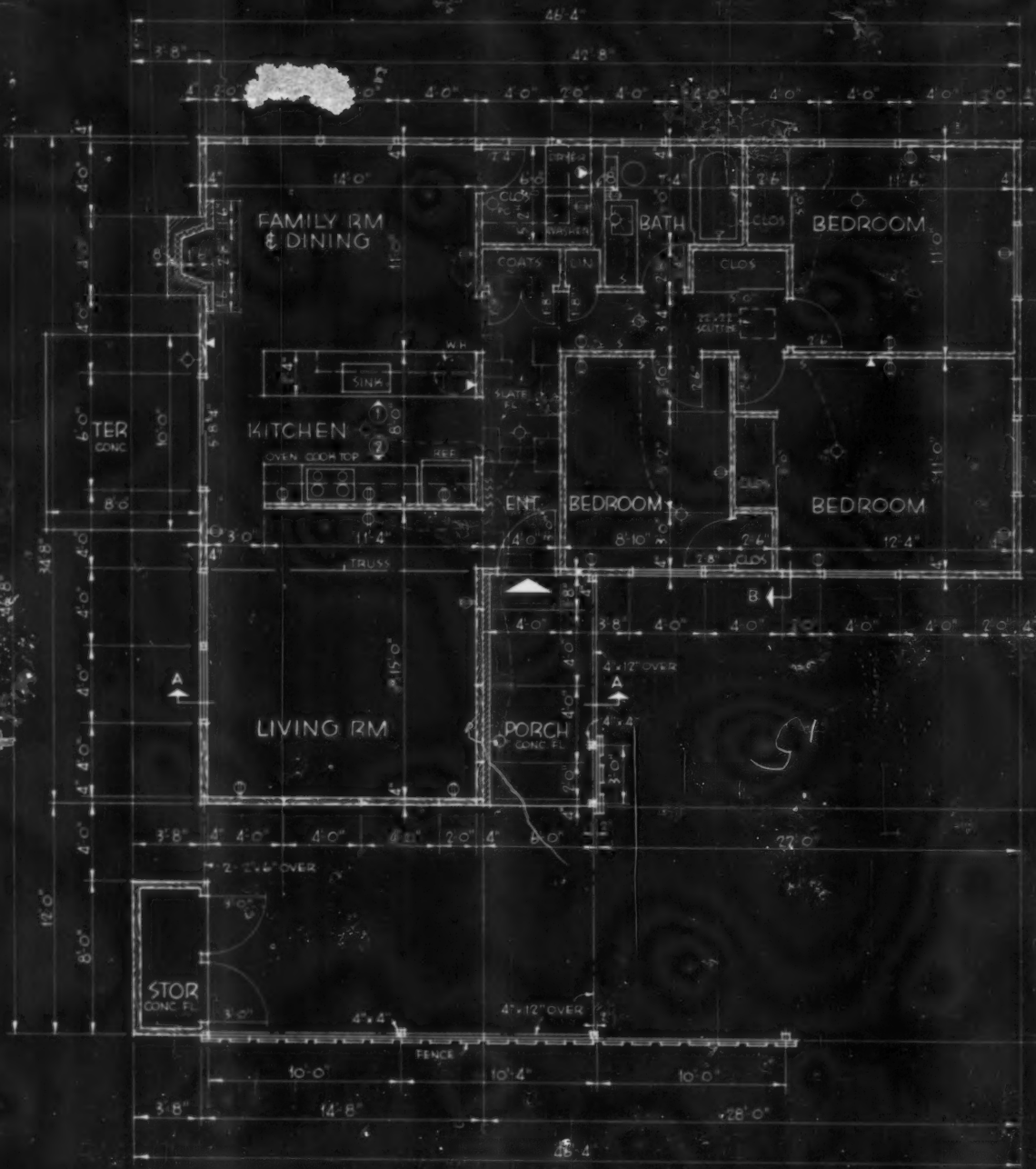
RIGHT SIDE ELEVATION SCALE 1/8" = 1'-0"



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



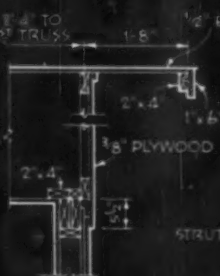
ALTERNATE RIGHT SIDE ELEVATION SCALE 1/8" = 1'-0"



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



SECTION B



SECTION C



SECTION D



ELEVATION ①
KITCHEN DETAIL



BLUEPRINT HOUSE



ALL COMPONENTS for Mayer and Peterson are fabricated by H. W. Blackstock Lumber Co., Seattle. Firm relies on Blackstock for design, plot plans, color schemes, and to keep them abreast of new building developments.



AFTER FOUNDATIONS are in, houses close in about a week—complete with wiring, plumbing, and all carpentry done. Only special equipment used by crews is power nailer. Architect plans decoration and landscaping.



WITH POWER NAILER, $\frac{3}{4}$ -inch C-D fir plywood roof deck can be completed in about 75 minutes on a 1,600-sq. ft. house. Mayer and Peterson put up 30 houses in first year; now they build one a week on scattered lots.



GABLES are fir plywood. When completed, they become color accent panels. "Abilene's" L-shaped plan provides relief from rectangle design of most small homes. Each home has 8x10-ft. patio, reached from the kitchen.

"System is unbeatable labor situation"

WITH LU-RE-Co and fir plywood, there's an unbeatable labor situation, Peterson remarks. "We don't believe the savings of the component method come on

a house-for-house comparison with conventional methods. The benefits of components with fir plywood come from the high degree of control we have on the

operation, and the speed with which we can put up a house.

"For a one-house-a-month builder, the savings and benefits might disappear," he added.



HANDSOME FIXTURES and modern decoration give this powder room custom look. Big feature is cabinet-lava-

tory. One-piece china bowl and countertop make cleaning easy. Cabinet has brass trim—lots of storage underneath.

Let larger bathrooms

The trend is more to glitter and glamor—extra fancy built-ins, cabinets and colorful fixtures, all with maximum utility. Size and location are important factors, too

TODAY'S BATHROOMS are going big-time. They're a selling feature—just as much so as a well-designed, well-appointed family room, kitchen, or entry.

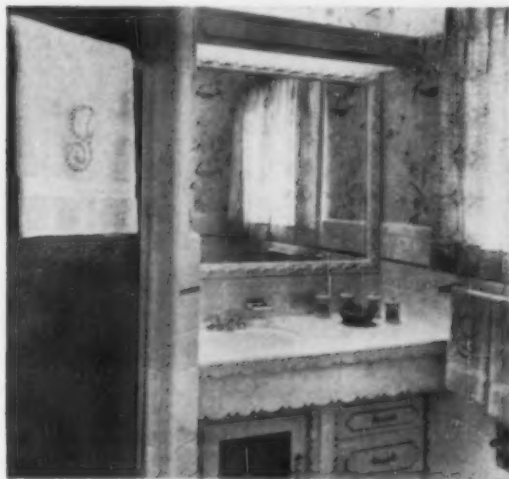
Design and planning have become important. Stark, lifeless bathrooms are on the way out.



STACKED WASHER-DRYER in bathroom is sales feature. So are large mirrors, which reflect smaller bathrooms into large ones. High-pressure laminate countertops in contrasting colors accent colored fixtures, tile; care is easy.



OLD STANDBY, storage, is top feature, especially when teamed with modern fixtures—oval lavatory, fancy fixtures, and mirrors. Hard-surfaced materials—laminates, tile—stress easy maintenance. No-shadow lighting sells.



HIGH-STYLE bathroom in master bedroom offers convenience. Planning should include shower, lavatory, commode—all dressed up with built-ins for linen storage and toilet articles. Tile-wallpaper combination suggests luxury.



FOLD-UP, BUILT-IN SCALE affords custom look at little cost. Decorator tile—in plastic or ceramic—helps carry out theme. By “furnishing” bathrooms with towels, toilet accessories, you create desired lived-in effect.

sell your homes

But all of this doesn't center on glitter and glamor. Utility and maintenance is important.

To acquaint you with the new design and product ideas:

- Bathrooms have a better location. They're handier to living and entertaining areas.

- They're larger. Often, compartmentizing is a feature, permitting simultaneous use of the room by two or more persons. Some builders—and customers—prefer separate bathrooms for the same reason.

- Components are figured in

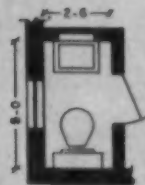
important features: high-styled bathtubs and lavatories—in color and new shapes; fixtures to complement them; lighting; floor and wall treatments; mechanical ventilation for both “inside” and “outside” baths; extra-fine cabinets and built-in units.

BATHROOMS, cont'd

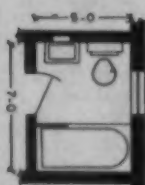
Ideas for different bathroom plans for your next project



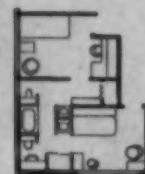
Minimum bathroom: 3'x5'



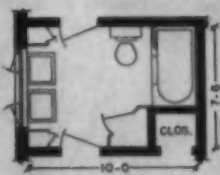
Powder room: 2'6"x5'



Compact: 5'x7'



Privazone: combinations



Family: 7'6"x10'



Combination: 9'x12'3"



PRIVACY AND CONVENIENCE are offered in this bathroom. One compartment has new concept—large mirror and lavatory. Other features include corner bath with an oval bathing or showering area, and, next to it, a lavatory built into countertop. Easy-to-reach storage units top off luxury theme.

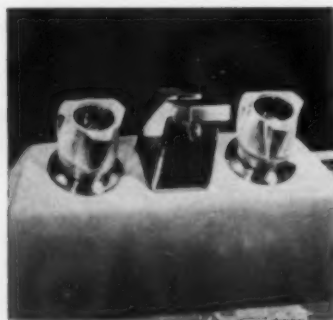


SLIDING DOORS are used in this bathroom to divide it for privacy. Bathtub, shower section can be shut off by closing sliding door. In same way, water closet area can be compartmentized. Double lavatories permit two persons to use area simultaneously. Room has baseboard heating under window.

Cross-selection of new bathroom components



READILY AVAILABLE are tailor-made lavatory-cabinet combinations in light or dark grain. Completely functional, units have storage below.



NEW IDEA in fixtures team glamor with practicality. Example: this manufacturer has hot (red) cold (green) inserts in handles; monograms.



BEAUTY, UTILITY, safety for children, highlight this smartly styled, medicine-storage cabinet. Countertop lava-

tory-vanity is sales plus. Quality products in bathrooms are important to over-all merchandising program.

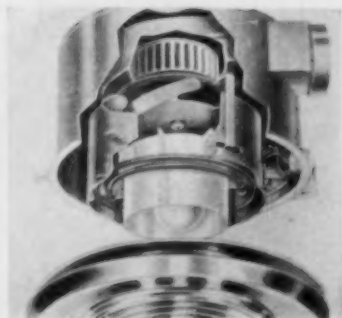
offer your customers luxury; add sales features and profits to your homes



NEW FIXTURES include shower head of nylon resin to discourage corrosion, liming. It's easy to color to match any decorating scheme.

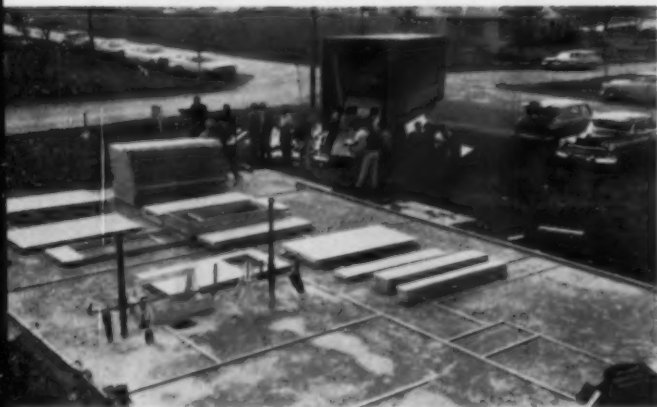


PLASTICS, as well as metals, have low-cost high-wear features. Fixtures now include 1-handle faucets that control water temperature.



COMBINATION circulator, exhaust fan, plus light, is one answer to enclosed bath. Most fixtures—like this—are designed for decor plus function.

THE FASTER HOUSE



- 1** Component panels for the walls are stacked on slab, where sill and leveling plates have been installed. Unloading time ranges from two to four hours, typical working crew is four carpenters, two laborers.



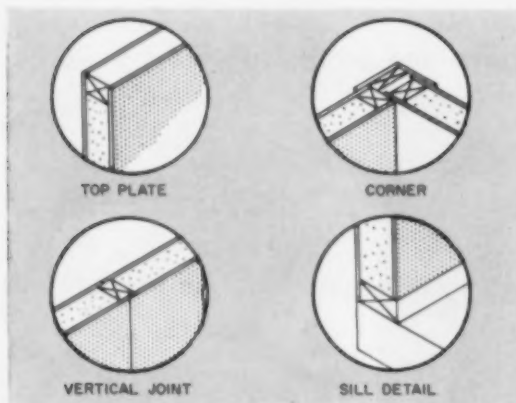
- 2** Framing starts at corners. Only corner panels are nailed securely at first, allowing for adjustments around perimeter. Fastening consists of spline in routed panel edges, nailed through panel face.



- 3** Exterior load-bearing walls are completed. On normal installation, interior load-bearing panels would now be placed, but roof load in this case will be carried by exterior walls and roof trusses.



- 4** Roof trusses (fabricated off site) are spaced 2' o.c., nailed to top plate. Fact that trusses can be used in place of Dylite roof panels indicates flexibility of Koppers' manufactured component system.



SIMPLE DETAILS of Koppers panel joints show plainly why construction systems of this type are getting so much attention from builders. By making a few joints like these, you quickly erect a section of finished wall.



- 5** Interior non-load-bearing partitions are erected. These partition panels are 2" thick, give equivalent sound insulation of stud-and-plasterboard wall, have much greater resistance to impact.

If you can't build your own components—buy them

Material manufacturers are tooling up for component production. Result: builders will be able to buy components through local suppliers.

MOST BUILDERS are receptive to the idea of component construction. But many feel their volume doesn't justify the capital outlay for space, jigs, tools and labor. Major material producers are moving to solve these builder's problems. They are integrating already sizable operations for the production of building components to be distributed to builders through lumber and materials yards.

Front runner in the race to produce salable components is Koppers Co. Its panels consist of foamed "Dylite" polystyrene sandwiched between two layers

of conventional surfacing material.

These stressed-skin panels can be used for interior or exterior, load or non load-bearing partitions, plus floor or roof systems. They have excellent heat and sound insulating properties, are dry-rot and insect proof, and are an excellent vapor barrier.

To test regional market acceptance, Koppers teamed up with highly-regarded builders in key areas in a trial-building program. Homes were built in Phoenix (John Long), Illinois (Castle Crest Homes and Pacesetter Homes), Dallas (Fox and Ja-

cobs), Miami (Lifter Enterprises), Ontario (Ivan Mater Kensington Construction), Ohio (Clark Industries), and Virginia (Wynn Construction).

The response was successful enough to encourage Koppers to set up regional manufacturers in Columbus and Cincinnati, in addition to the home plant in Detroit. Two more concerns are scheduled to begin component production in 1961.

The panels are simple to work with (see photos left). They use a simple spline as the basic fastening device. They are designed on a modular basis, but can be cut to suit plan alterations. Typical prices run something like this: 3" load-bearing exterior panels—80¢ psf; 2" non-load-bearing interior panels—33¢ psf; 4" roof panels—90¢ psf.



6 This is the "Dylite" panel house constructed by Fox and Jacobs in Dallas test of Koppers system. This clean cut model has 3 bedrooms, 1½ baths, total air conditioning, sells for \$14,500 with land. Ike Jacobs

thought Dylite panels well adapted to notoriously hot summer conditions in Dallas. He saw the erection speed, lack of inventory problems, ability to make optimum use of semiskilled labor as strongest arguments for the system.

Standard design will



Prefab Plumbing tree—

Three basic house designs which the Harmony group builds lets subcontractor use shop prefabrication to cut costs. Same volume saves on purchases of materials as well as time spent shipping work to the jobs. And working with standard designs increases plumbers' efficiency on volume jobs.



Uniform assembly—

Harmony's steady volume quickly enabled subcontractor to move to new, modern quarters where it set up one of the most up-to-date plumbing shops in the area. Sub also boasts fleet of 15 trucks, most of which have two-way radios. The radios send trucks where they're needed with minimum waste.

STANDARDIZED design specified by Harmony Homes' management service for builders finds ready acceptance with subcontractors. Typical is the operation of Alert Plumbing & Heating Co., a Harmony Homes sub.

"Harmony Homes business helps us in many ways," says Dal Means, head of Alert. "But the principal benefit we get is the sustained volume we can apply to just a few different models."

Works year-round

Means explains that most business which comes to a plumbing contractor is spasmodic. Even large developers wait long periods between tracts.

"But Harmony business," says Means, "comes in month in and month out. We can depend on it and gear our operations accordingly."

To illustrate, Means pointed out that Alert employs its plumbers 12 months of the year, compared to an industry average of about 10½ months.

Attracts top men

"Since we're able to guarantee sure employment the year-round," says Means, "we are able to attract and hold the best craftsmen available."

Means added that not even bad weather hurts the operation. He says that when weather forces job shut-downs, he simply moves the men inside and uses them to stockpile plumbing trees and water systems. That saves having to maintain a force to do such work.

Schedules accurately

Karl McMillen, a Means associate, says the three basic models from which Harmony works play an important part in material purchases and job scheduling.

lower plumbing costs

"Since we're assured of a certain minimum volume of similar design, we can buy in quantity lots and take advantage of many specials which come along," he says. "And the similar models let us schedule our plumbers so that each man does a full day's work without waste motion."

McMillen explains that a good subcontractor knows how much time each job operation takes from the ground work to top-out and finish. By calculating travel time from one job to another and the exact state of work required, the subcontractor can devise schedules which prevent the loss of an hour or two at the end of a day.

Other savings accrue

The Harmony operation offers subcontractors other advantages, says Means. The subcontractor does not have to figure into his operations the normal estimating and selling costs. And, since his year-round workmen quickly become familiar with the work in the three basic Harmony Homes models, the subcontractor can chalk up considerable savings in supervision.

Also, since Harmony pays its subcontractors through a builder's control, which is bonded against mingling funds, Alert does not have to set up a reserve for bad debts. Business has worked out well enough for Alert. It recently moved into a new building and set up one of the most up-to-date plumbing shops in its area.

"You have to know what you are doing in this business," says Means. "With plumbers time costing about 10¢ a minute, including overhead, you've little room for waste of any kind. Working through a smart management service like Harmony Homes helps you maintain your efficiency the way you want to maintain it."



Air-calking washers—

Speedy assembly methods become one benefit of Harmony tie-in. This saves considerable money in supervisory as well as assembly costs. Year-round crew of plumbers quickly learn plumbing requirements of three basic house models. Also, new men reach their top production efficiency much sooner.



Ready for shipping—

Near identical plumbing trees neatly stacked await shipping to job sites. Radio transmission tower atop roof of building speedily summons pick-up trucks that carry equipment to any member of 22-man team of plumbers; every piece of equipment gets where it's needed in record time.



RIGID FRAMES—often called bents—provide the basic framework of this farm building. Frames are of 2x8's with nailed plywood gussets, spaced 2' o.c. This method

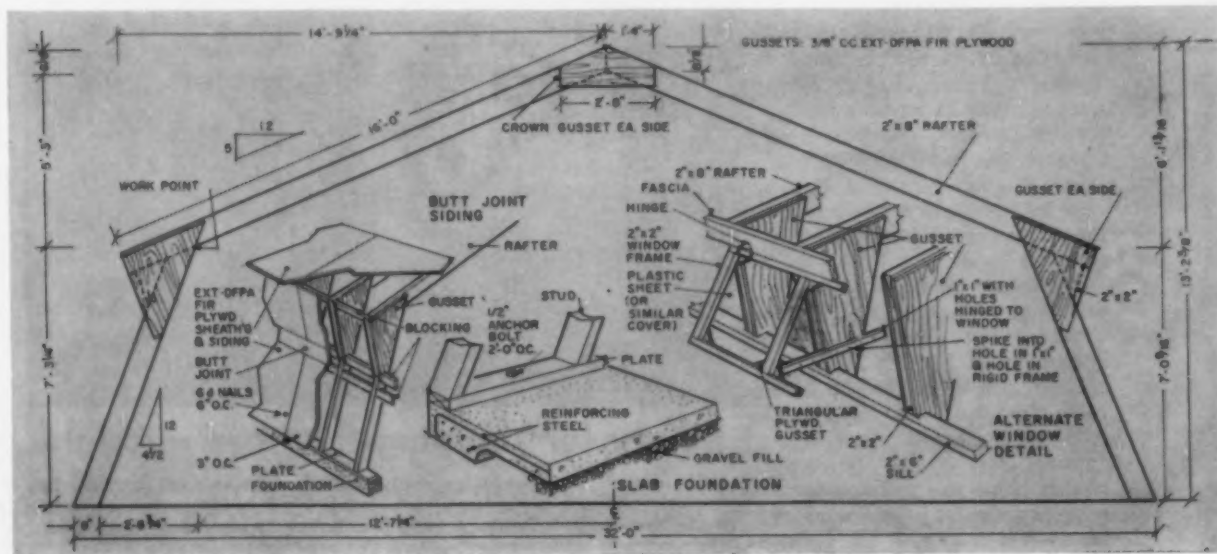
of construction offers perhaps the lowest-cost way to enclose space. And, because it gives a long, clear span, it's ideal for warehouses, garages, and farm buildings.

Rigid-frame construction

TODAY'S severe cost-price squeeze is focusing much attention on such low-cost techniques as rigid-frame construction. Here's why:

- It's fast—ideal for pre-cutting and/or preassembly.
- It's simple—uses standard construction grade lumber, takes fewer pieces and less work than

- trusses, gives more usable space.
- It requires a minimum capital outlay—for a jig.
- It's within the capabilities of unskilled labor.





OUTSIDE WALLS get covering of exterior grade fir plywood. Roof sheathing (also plywood) may be covered with roll roofing, or with shingles of wood or asphalt.



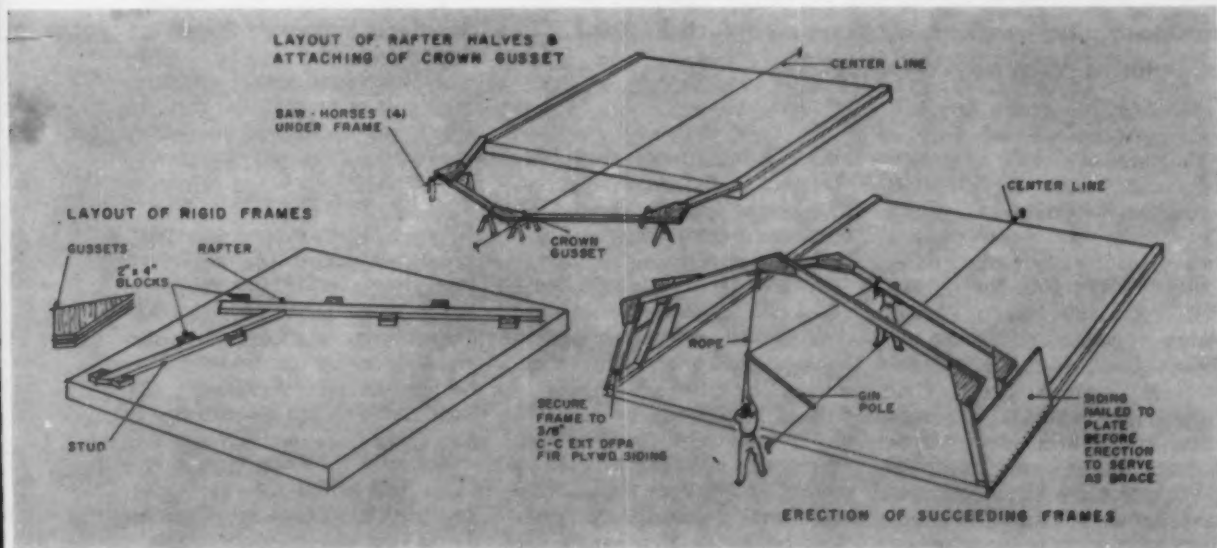
LIGHT AND AIR, as needed in this poultry house, may be admitted by a strip of chicken wire. If necessary, building can be insulated with standard materials.

pares costs to the bone

The method employs a series of continuous studs, or rigid frames, that make up the building's main framework. The frames are quickly assembled—

on or off site—on a simple jig, using glued or nailed plywood gussets. (The ones shown are nailed, are preassembled in halves due to their long span.)

Erection is fast, takes a small crane or a simple gin-pole arrangement. For more information write: Douglas Fir Plywood Assoc., Tacoma 2, Wash.



Job control report covers many houses

JOB NO.	FRAMING		BLOCK	ROOF FRAMING		ROOF SHEATHING		SIDE & SH.	EXT. TR.	TOTALS
	Carp.	Labor	Carp.	Carp.	Labor	Carp.	Labor	Carp.	Carp	10/5
6247	44	6	7 3/4	28	11	23	6	31	5 3/4	165
6248	40 1/4	10	10	31	10	23	3	45	20 1/2	192 3/4
6249	41	8	8	37	11	18 1/2	5	21 1/2	19 3/4	169 3/4
6250	37	6	10	28	11	20	4	28	15 3/4	160
6251	42 1/2	8	7 1/4	28	8	18	6	29	14	167

Data slip is key to cost control system

NAME John Jones		DATE 10/4
Job Number 6247	FUNCTION Roof Framing	FOREMAN AS
		Hours 4

CONNECTING LINK between Brown & Kauffman's job control report and payroll setup consists of small data

slip. Worker records basic information on slip, foreman approves it, turns it in to payroll office for recording.

Simple Job control form

Daily report lets Brown & Kauffman know exactly how costs are running for each house, job category and worker. System also cuts \$1,000 per month from payroll expenses.

Building costs can't mushroom out of control for Brown & Kauffman, Palo Alto, Calif. Their job control report lets them detect trouble spots early—eliminate them quickly.

Every morning an up-to-the-minute report is placed on the desks of management personnel. A separate form (not shown) gives estimates for every phase of work involved—from house plans to landscaping.

With this on hand, management knows what the optimum hours are for each job category

and what the top cost should be. A glance at the daily job report tells them precisely how their costs are running for each house and each worker.

As Brown & Kauffman build about five houses a week in their development (plus one custom house a week), they find a report of this nature invaluable.

When the company initiated its system on a tract several years ago, it brought about a savings of \$400 per house. Here are a few of the cost-saving angles the job report uncovered:

- They found that some men could do better at other jobs.
- They found that certain crews were improperly trained or supervised.
- When one model consistently cost more than the rest, it was found that some construction details were too expensive.

How the system works

Actually, there are three job control forms, one for each of these supervisory classifications:

1. From the foundation up to the subfloor.
2. The rest of the framing, including the roof sheathing.
3. Exterior and interior trim, plus clean up.

Basically, however, the three forms follow the same pattern. The left hand column of each 8 1/2 x 14 in. sheet (see example,

NAME **John Jones** WEEK ENDING **10/3**

FUNCTION	JOB #	TUE	WED	THU	FRI	SAT	SUN	AMT
Roof Framing	6247		✓					4 810 -
Roof Framing	6248		✓					4 810 -
TOTALS								

FOREMAN O. K.

EARNINGS

B	ST	HOURS	RATE	AMOUNT
D	PREM			

Reverse side itemizes salary factors

DEDUCTIONS

REV.	J	HOSP.	N
OVER PAT	F	OTHER	P
P.I.C.S	G	MISC.	R
W. TAX	H	RETIR.	S
		INS.	T
		STATE U.I.	U

Payroll card records job data on each man

PAYROLL OFFICE transfers information on slips to weekly payroll card for each man. The office adds up the

number of hours worked on each phase of construction and posts it to the appropriate column on the job report.

saves \$400 per house

top) is headed "Job No." This number stands for a house under construction.

Columns for all the job categories that come under one foreman's supervision are on the right. A total to the right, of course, refers to one house only, while a total at the bottom of the sheet covers one job category.

Brown & Kauffman has devised a neat way of getting out the daily report with a minimum of paper work.

Plastic sheets from which pencilled figures can be easily erased serve as work sheets. These are ruled off and filled in exactly like the three job forms.

When the hours for each job category are added up every day, the old numbers are erased, and the revised totals inserted. Then the plastic sheets are put in a

Verifax machine, and copies are run off for the management.

Thus, entirely new sheets are not needed every day. Only changes representing the previous day's work have to be made.

Data slips play dual role

Key to the whole system are the data slips (top, left) which every worker must fill in. They show his name, house he worked on, function he performed, and the hours he put in.

If John Jones worked on two or more houses or did two or more types of work, he fills in just as many data slips. Two factors assure accuracy: the hours noted are used for payroll purposes and the foreman involved must approve each slip.

After the foreman turns in his slips to the payroll office, the

data is transferred onto 4"x7" payroll cards (above). On the front side of the weekly card, the house number, the function, the number of hours and the cost are recorded.

Once this phase is completed, the office sorts out the data slips by job number and job category. At this point, new totals are made and transferred to the plastic work sheets.

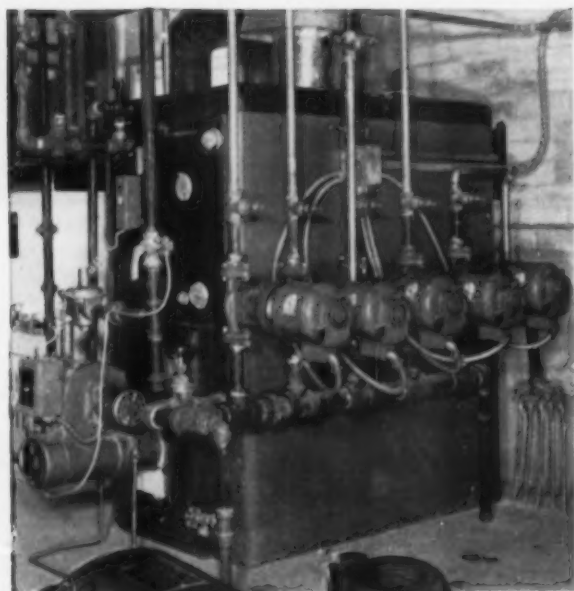
Outside firm does work

An outside firm, Payrolls, Inc., now handles the whole system. They make out the workmen's checks, taking care of all the deductions, for \$1.50 per check.

To get the same results with their own accounting department, Brown & Kauffman estimate that it would cost them at least \$1,000 more per month.



**TENANTS SELECT THEIR OWN TEMPERATURE IN 25
APARTMENTS ZONED BY **B&G Hydro-Flo** SYSTEM**



Stratford Manor Apartments, Schiller Park, Ill., attracts tenants with such luxury features as *individually controlled Hydro-Flo Heating* for each apartment.

Five buildings, each with five apartments, are heated with one boiler in each building. Five B&G Boosters, together with auxiliary *Hydro-Flo* equipment, are installed on each boiler to provide thermostatically controlled circulation to individual apartments. Tenants receive all the comforts of *radiant hydronic* heating plus their own choice of temperature. Only a forced hot water heating system can provide zoning so effectively and economically.

The B&G *Hydro-Flo* Systems installed in these apartments have proved so satisfactory that the builder plans to install the same system in 92 additional housing units to be built.

**B&G BOOSTER®...key unit of the
B&G Hydro-Flo System**

Engineered for compactness, silent operation and years of service, this electric pump circulates boiler water for heating. It is built by precision manufacturing methods which translate good design into a superior product. This key unit and other auxiliary *Hydro-Flo* equipment can be installed on any hot water boiler.



B&G BOOSTER

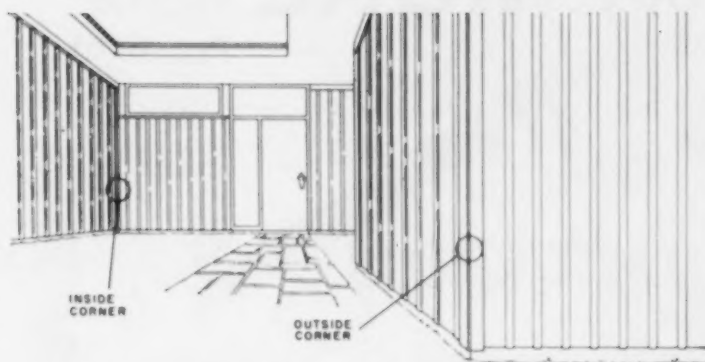


BELL & GOSSETT
C O M P A N Y

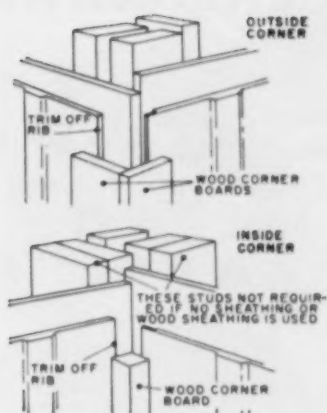
Dept. GK-11, Morton Grove, Illinois

Canadian Licensee: S. A. Armstrong, Ltd., 1400 O'Connor Drive, Toronto 16, Ontario

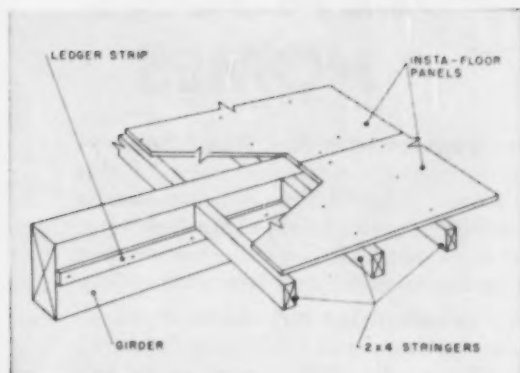
GUIDE TO NEW CATALOGS



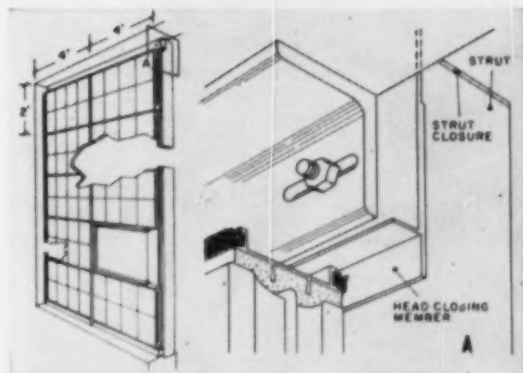
SIDING can go on sheathing or directly on studs spaced up to 24" o.c. More construction details on "Sunline" from Masonite. (Circle N1, p. 93.)



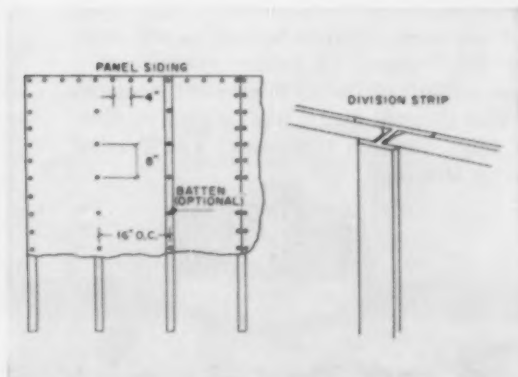
Faster building in 5 fact-packed catalogs



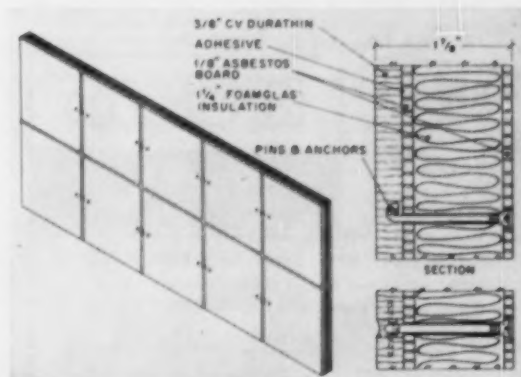
PREFRAMED floor system uses 4x8' modules reinforced by 2x4' stringers nailed or stapled into place. "Instafloor" meets existing codes. Fifteen more pages of details from Douglas Fir Plywood Association. (N2, p. 93.)



CURTAIN WALL by "Thinline" reduces field cutting and fitting to a minimum. Has factory-installed gasketing. Catalog details adaptability of material to many designs. Owens-Illinois. (Circle N3, p. 93.)



LARGE PANELS of hardboard are easy to handle, go up in variety of ways. Shown: with an optional batten or with divider strip. All application data is presented in 16-page booklet from Weyerhaeuser. (Circle N4, p. 93.)



SANDWICH PANEL is made of ceramic facing called "Durathin," bonded on cement-asbestos board enclosing 1 1/4" Foamglas. Specs and drawings outlined in brochure from Federal Seaboard Terra Cotta Corp. (N5, p. 93.)

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LOOKS FOR A WAY OUT**



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American Builder Reader Service

NOVEMBER 1960 ★★

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NEW PRODUCTS	CATALOGS	N29
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NAME (Please print)

STREET

CITY

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STATE

PLEASE CHECK YOUR FIELD OR OCCUPATION

- | | | |
|--|---|---|
| <input type="checkbox"/> Builder or Contractor | <input type="checkbox"/> Architectural | <input type="checkbox"/> Finance |
| <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

N34	N38	N42	N46	WESTERN	N88-W
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N3	N13	N24
N4	N14	N25
N5	N15	N26
	N16	N27
	N17	N28
NEW PRODUCTS	CATALOGS	N29
N6	N18	N30
N7	N19	N31
N8	N20	N32
N9	N30	N33

NAME (Please print)

STREET

CITY

ZONE

STATE

PLEASE CHECK YOUR FIELD OR OCCUPATION

- | | | |
|--|---|---|
| <input type="checkbox"/> Builder or Contractor | <input type="checkbox"/> Architectural | <input type="checkbox"/> Finance |
| <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

N34	N38	N42	N46	WESTERN	N88-W
N35	N39	N43	N47	N80-W	N84-W
N36	N40	N44	N48	N81-W	
N37	N41	N45	N49	N82-W	N85-W

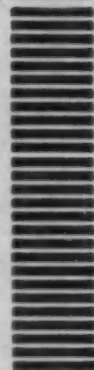
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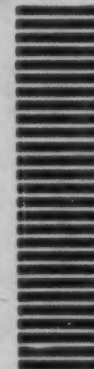
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You can do two things to guard yourself against cancer: Have an annual health checkup. Alert yourself to the seven danger signals that could mean cancer: 1. Unusual bleeding or discharge. 2. A lump or thickening in the breast or elsewhere. 3. A sore 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 

NEW PRODUCTS

Strip is vinyl



Jamb weatherstrip and door bottom are made of extruded aluminum with vinyl edge. Installs quickly by nailing on closed door. Goes on all wood and metal doors, provides weatherproof seal. Comes in three different kits or in bulk strip (36", 84" and lengths to 12').—Macklanburg-Duncan Co.

Circle No. N6 on reply card, p. 93

Barbecue is inside



Built-in electric barbecue is designed for kitchens and family rooms. Takes a 20 x 21" space, drops into standard countertop. Unit is lined with stainless steel panels, has grease funnel and aluminum-mesh shield to prevent flare-ups. Heat goes from 3,200 watts to 800 watts.—NuTone, Inc.

Circle No. N7 on reply card, p. 93

Acts as support



Support post is made by inserting "Timber-Topper" over ordinary 2x3 stud. Unit is metal sleeve (12x2x3") with interior coil spring. Stud is cut 3 1/2" shorter than floor-to-ceiling height. Useful as supports for room dividers, temporary partitions.—Reproduction Engineering Corp.

Circle No. N8 on reply card, p. 93



FOR RELIABLE LOW COST MASTER TV SYSTEMS RELY ON BLONDER-TONGUE EQUIPMENT, PLANNING, ENGINEERING



equipment—Complete line of signal amplifiers, converters and accessories — rugged, reliable, easy-to-install and maintain.

planning & engineering assistance—draw upon the experience of 1,000,000 installations to select the right equipment for superior, trouble-free performance...at lowest cost.

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Write for free installation manual.

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home TV accessories • UHF converters
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How to build more house for less money

Easy to say but tough to do in this day of spiraling costs. Building better housing at lower cost takes three ingredients: the right ideas, the right materials, and painstaking research and development. These are three reasons why United States Steel works closely with the home builder.

In our Monroeville, Pa., Research Center a team of research specialists constantly tackles cost problems by devising better building methods. They have the best accepted building material in the world with which to work: steel. Their ideas are fashioned in steel with fabricating equipment right on the premises, and tested "seven ways to Sunday." Under test, you'll see slim, trim steel windows with neoprene gaskets to keep the weather out, steel doors being slammed for days on end by an intricate mechanical contraption, shining new insulated steel building panels. You'll see architects and engineers hard at work over drawing boards. You'll see stacks of steel strip, sheets and sections waiting to be shaped into cost-cutting components. You'll see everything but useless gadgetry.

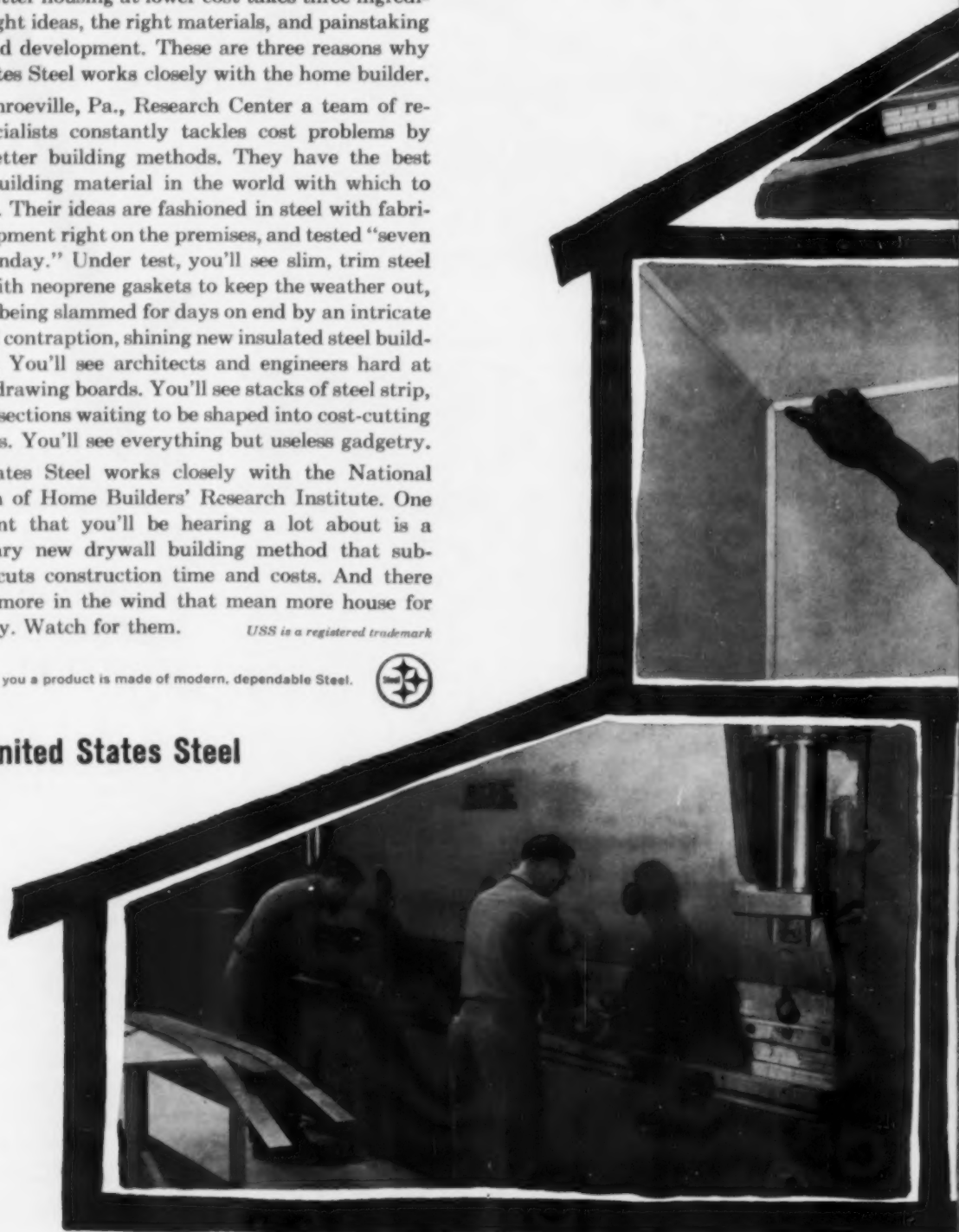
United States Steel works closely with the National Association of Home Builders' Research Institute. One development that you'll be hearing a lot about is a revolutionary new drywall building method that substantially cuts construction time and costs. And there are many more in the wind that mean more house for your money. Watch for them.

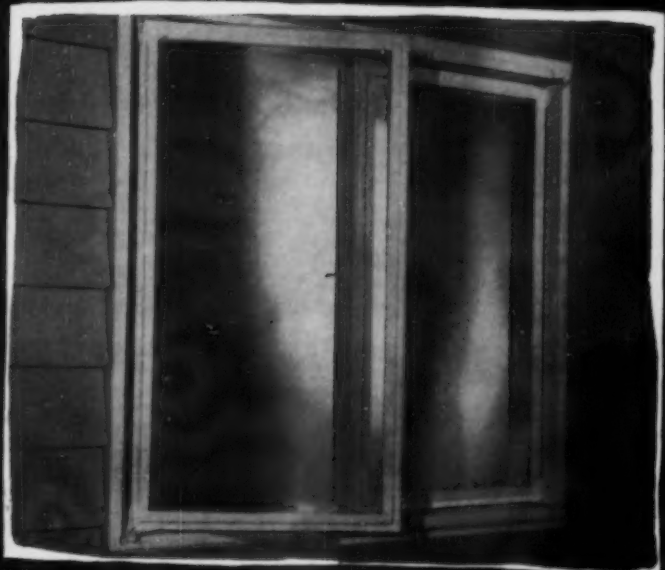
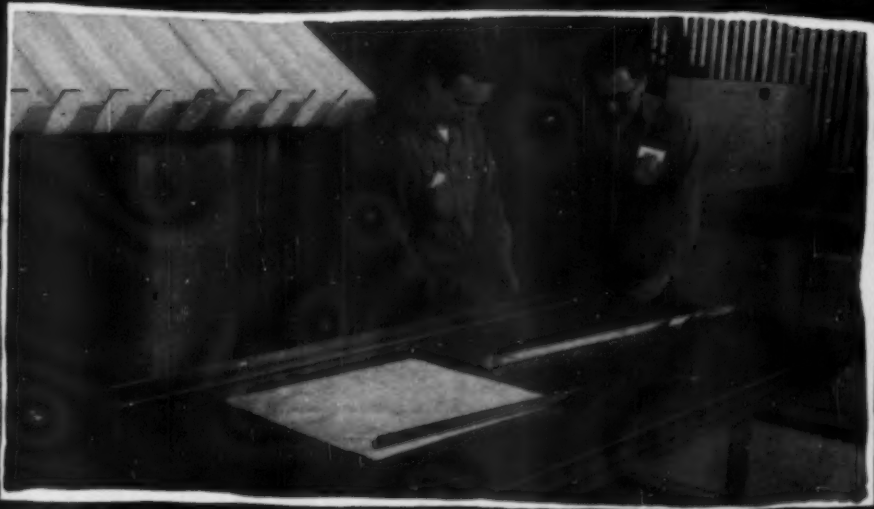
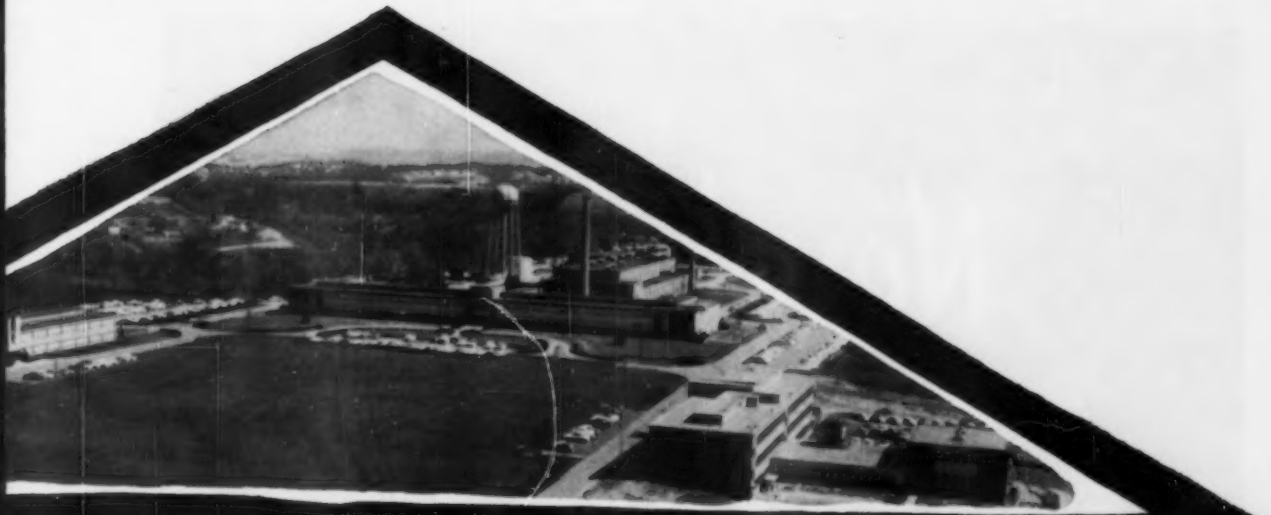
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The Long-Time Leader in Developing the World's Finest
Indoor Comfort Systems Introduces

fresh air **ELECTRIC HEATING**

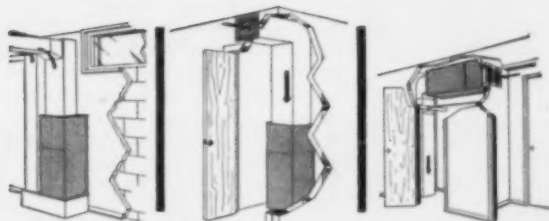
You can offer your buyers their choice of three different systems:

- * ZONED CONTROL
- * WHOLE-HOUSE CONTROL
- * INDIVIDUAL ROOM CONTROL



**NEW COMPACT
CENTRAL ELECTRIC FURNACE**

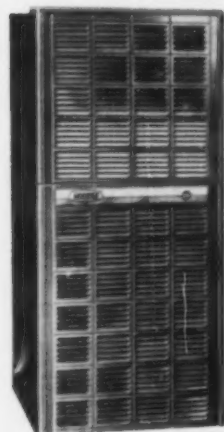
Lennox "E51" is only 17" x 19" x 42 1/2". Can be installed almost anywhere for up, down or horizontal air flow. 39,000 Btuh. UL listed.



Up-flow in basement or closet.

Down-flow in closet or utility room.

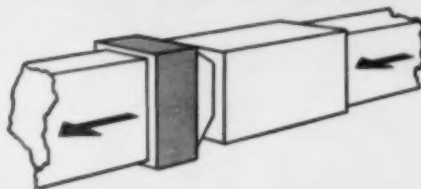
Horizontal in crawl-space or above closet.



DELUXE LENNOX LANDMARK central electric furnace for larger homes. Matching cooling and heat pump sections optional. UL listed.

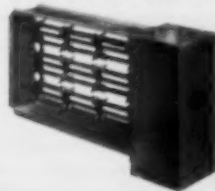
Now, the answer to practical, comfortable and affordable electric heating has been found . . . *Lennox Fresh Air Electric Heating*. This system introduces, filters and continuously circulates fresh outdoor air throughout the home; so vital to comfort in a tight, heavily insulated house. Humidity is kept at a perfect level, and operating costs are held to a minimum. Give your homes the glamour of electric heating, plus the comfort that only a ducted system and sensitive low-voltage thermostats can provide. **IT'S THE SAME SIMPLE, PROVEN DUCT SYSTEM YOU KNOW . . .** installed by a heating expert.

Unlike most electric heating systems,
**YOU CAN EASILY ADD
AIR CONDITIONING!**



Another big plus. *Lennox Fresh Air Electric Heating* gives you and your buyers easy economical adaptability to air conditioning. This electric heating system's ductwork, filter and blower can be used to air condition the home in the summer . . . providing perfect year 'round indoor comfort.

HEATERS THAT FIT IN DUCT
for zone or large-room control. Air supplied by central blower-filter unit. UL listed.

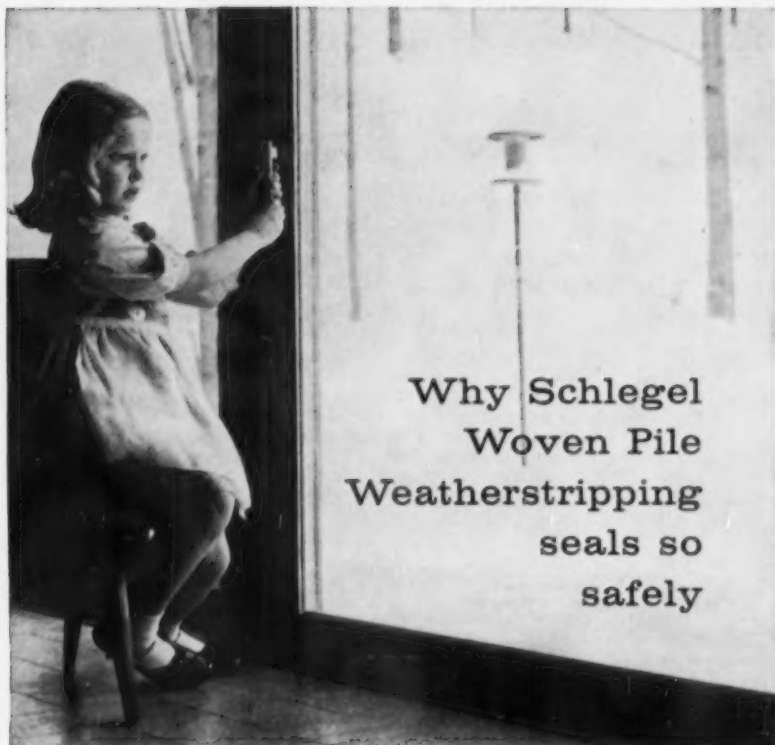


HEATERS THAT FIT IN DUCT OUTLET for individual-room or zone control. Air is supplied by central blower-filter unit.

LENNOX

Aire-Flo® HEATING • AIR CONDITIONING

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Why Schlegel
Woven Pile
Weatherstripping
seals so
safely

Schlegel's dense pile of soft wool fibres adjusts to all uneven surfaces and forms a soft, sure, cushiony seal against rain, snow, wind, dust, dirt. It keeps conditioned air in, locks drafts and cold air out . . . and helps protect every member of the family.

The reason? Schlegel Woven Pile Weatherstripping has a natural resilience not found in metal or plastic. Its positive seal has been proven by rigid FHA tests for air infiltration—and by countless satisfactory installations.

SILICONE-TREATED. Dow-Corning silicone treatment maintains the natural resilience of Schlegel Woven Pile under all weather conditions. It makes the pile extra water resistant for positive protection against moisture leakage and makes it last longer under all weather conditions.

SEALS SILENTLY. Nothing matches Schlegel Woven Pile Weather-

stripping for sheer soundlessness. Its deep, soft pile can't squeak, rasp, or rattle. It gives doors and windows an easy ride on wool "ball bearings" that never swell, stick or bind.

For complete information on Schlegel Weatherstripping, and a list of manufacturers using it, write for our booklet "Your Guide to Windows—Doors—Screens."



Wool fibres smooth out the uneven surfaces, give a firm, snug bond.

for protection that's *silent, smooth* and *sure*

Schlegel 

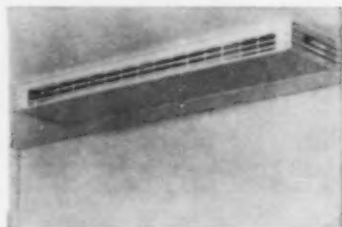
WOVEN PILE WEATHERSTRIPPING

SCHLEGEL MANUFACTURING COMPANY

P. O. Box 197, Rochester 1, N. Y. In Canada Oakville, Ontario

NEW PRODUCTS

Goes in ceiling



New heater mounts flush against ceiling. Is useful for kitchen or bathroom, or in existing construction for supplementary heat. Unit beams heat at angles into every corner of room without fans. Dimensions are 9x36x2 $\frac{3}{4}$ ". Has 500 watts and 120 or 240 volts.—Sun-Tron Corp.

Circle No. N9 on reply card, p. 93

Serves small places



Room air conditioner is ideal for small spaces such as apartments, vacation houses, one-room installations. Goes in narrow 18" area, mounts in the wall. Units are 16 $\frac{3}{4}$ " wide, provide comfortable indoor climate, will not mar exterior of building.—Airtemp, Chrysler Corp.

Circle No. N10 on reply card, p. 93

Mounts on plenum



Model 112 humidifier is designed to mount on hot-air plenum of forced-air furnace. Unit is controlled by automatic humidistat, provides high-capacity, maintenance-free operation. Prevents plaster cracks and millwork dimensional changes.—Aprilaire; Research Products Corp.

Circle No. N11 on reply card, p. 93

**"It's amazing to me how many calls
I get through the Yellow Pages!"**

says Weldon S. Liebolt, owner, Weldon S. Liebolt Construction Co., Okla. City, Okla.

REMODELING
 BUILDING — REPAIR
 STORES — FRONTS, ETC



COMMERCIAL - OFFICE BLDGS.
 RESIDENTIAL
 Estimates - No Obligation
Weldon S. Liebolt
JA 5-6574 34 ME 37

Display ad (shown reduced) appears under CONTRACTORS—BUILDING. Call the Yellow Pages man at your Bell Telephone office for assistance in planning your business-building program.



"When strangers call, I ask how they found me . . . the frequent answer: 'through the Yellow Pages!'"



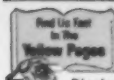
"Many newcomers who want their homes remodeled or additions put on find us through the directory."



"I use the Yellow Pages myself to find materials or services."

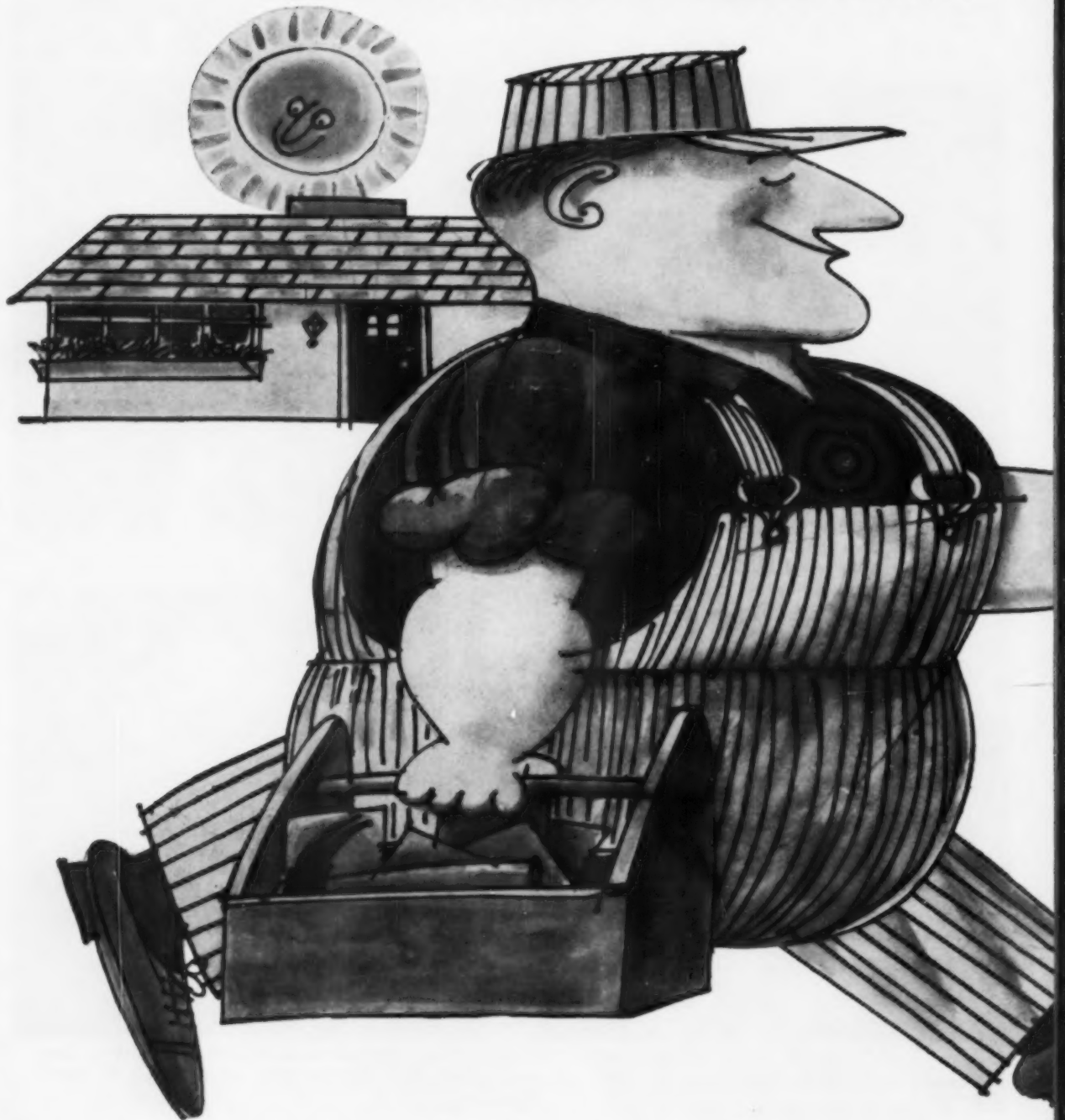


"The Yellow Pages has worked so well for my business that it's the only advertising I do now!"



Display this emblem. It builds your business!

FINISH FASTER WITH



BARRETT STORM-KING® SELF-SEALING SHINGLES



Struggling, juggling, sticking are out when this self-sealing shingle is on the job. Barrett "Storm-King" asphalt shingles are all packed face up—with no paper strips for roofers to remove. They go up in hours, stay sealed for years. No costly call backs.

For samples and full information, call your Barrett representative, or contact us direct.

BARRETT IS OUT TO HELP YOU . . . Whatever your building material needs, Barrett can fill them with a full line of dependable, quality products. Bar-Fire† "Class A" and other asphalt shingles, pitch and asphalt built-up roofings, roll roofings, flashings and drains, roof insulation, protective coatings, aluminum siding.

†Trade Mark of Allied Chemical Corporation



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40 Rector Street, New York 6, N. Y.

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A message of significance for:

builders who want to cut "HIDDEN" INSULATION COSTS



**Today's ALFOL Blanket
cuts more than
just installation cost**

ALFOL reflective, aluminum foil insulation starts lowering your "hidden" costs the first time you use it.

Less labor to handle...less space to store. ALFOL takes only 1/20 the hauling and storage space required for bulk-type blankets. You can deliver ALFOL insulation for an entire house in your car...haul a project load of insulation in a truck. ALFOL weighs only 1/12 as much as bulk-type blankets. One man can carry 500 to 1000 sq. ft. at a time.

ALFOL installation and clean-up are fast. Full length 500 sq. ft. continuous rolls eliminate time-consuming piecing. You have no nuisance slow-downs because ALFOL is clean...nothing sifts out. When finished, the area can be broom cleaned in a matter of minutes and the crew sent to the next job.

Top these "hidden" cost reductions with the unsurpassed year 'round heating and cooling and condensation control efficiency which ALFOL Blankets give your houses and you have a building bonus worth investigating.



Easy to handle...

...Fast to install



- 1 Cut or tear ALFOL blanket to full panel length.
- 2 After stapling one flange, pull blanket to expand.
- 3 Staple free flange... then seal across plates and the job is done.

SEND NOW for free cost study: "How modern insulation cuts hidden costs"



Please send
free cost study:
"HOW MODERN
INSULATION CUTS
YOUR HIDDEN
COSTS"

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A subsidiary of Borg-Warner Corporation
200 South Michigan Avenue, Chicago 4, Ill.

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City _____ Zone _____ State _____



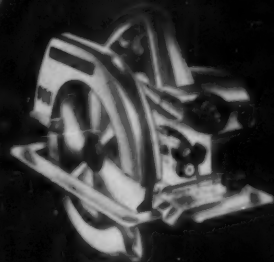
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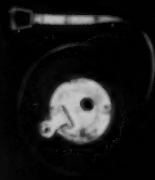


100-FOOT
STEEL TAPE RULE
with any of
these saws!

HEAVY DUTY SAWS! Built for professional builders who demand power and performance. Really BIG cutting capacity. Exclusive Micro-Guide™. Built-in "quick-change" angle and depth adjustment. Lightweight and durable. Direct reading scales and many more superior features. There's a model for every carpenter and contractor. Which do you need?

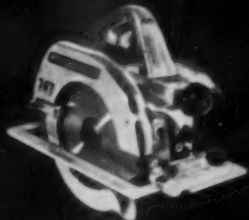


— 8-1/4" saw 2.0
H.P. Cuts 2-7/8" at 90°
2-9/32" at 45° \$95.00

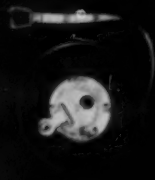


FREE 100-ft. De-
luxe Steel Tape Rule. A
\$7.49 value!

PLUS

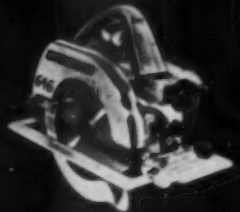


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H.P. Cuts 2-3/8" at 90°
2" at 45° \$84.50



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luxe Steel Tape Rule. A
\$7.49 value!

PLUS



— 6-1/2" saw 1.5
H.P. Cuts 2" at 90°
1-11/16" at 45° \$74.95

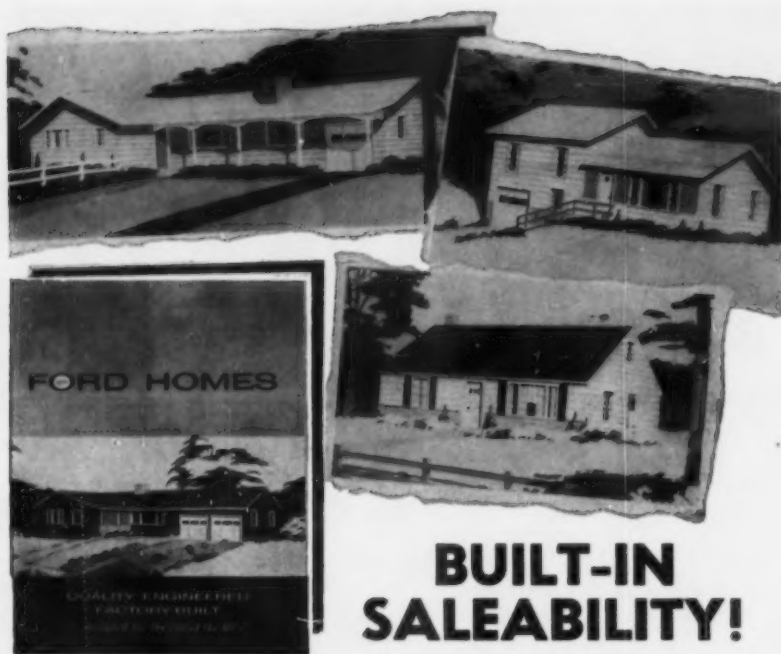


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Steel Tape Rule. A \$4.95
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QUALITY-ENGINEERING AND ALERT STYLING MAKE "THE DIFFERENCE" IN FORD FACTORY-BUILT HOMES

Whether you plan to build one home or a hundred, it will pay you to get the facts behind the expanding demand for FORD-built Homes . . . to discover the "big Ford plus" in quality, style, convenience and economy.

Start by writing today for the sparkling new 28-page, full-color Ford Homes catalog featuring 20 home styles and over 40 house plans, together with ideas for vacation cottages, Southern homes, motels and guest houses.

HERE'S WHY FORD HOMES SELL FAST . . . PROFITABLY!

- **FORD** Homes go up quickly . . . are ready for decorating 24 hours after delivery.
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- **FORD quality** sells more homes faster because Ford combines "engineered-in" efficiency of layout with exceptional strength and economy, direct result of production manufacturing methods that deliver "more home for the dollar."
- **FORD** builds with famous brand materials, equipment and components throughout.
- **FORD** builds in "re-sale insurance" with advanced wiring and outlet installations designed for the appliances and services of today—and tomorrow.
- **FORD** Homes are complete homes . . . Ford does the wiring, applies the drywall, lays the finish flooring . . . all in one package.
- **FORD** Homes meet or exceed FHA, VA and conventional mortgage requirements, and are accepted by leading building code authorities.

For catalog and full details, write today on your letterhead to Dept. AB.

IVON R. **Ford** INC., MC DONOUGH, N. Y.

Manufacturing Franchises Available in Some Areas

NEW PRODUCTS

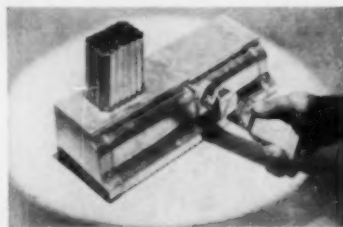
Transforms garage



By-passing garage screen door transforms garage into summer living area. Can be installed without hindering use of existing door. Is available in sizes to fit one- or two-car openings. Screens have rolled aluminum frames and fiber glass screening. Goes up in one hour.—Raynor Mfg. Co.

Circle No. N12 on reply card, p. 93

Seals most seams



"Squeeze-Ease" is name of aluminum-colored seam-sealing compound. Seals seams in metal, wood, concrete, ceramics, brick against water, chemicals, air, and dirt. Applications include openings up to 1/8" wide in gutters and downspouts.—Goodyear Tire & Rubber Co.

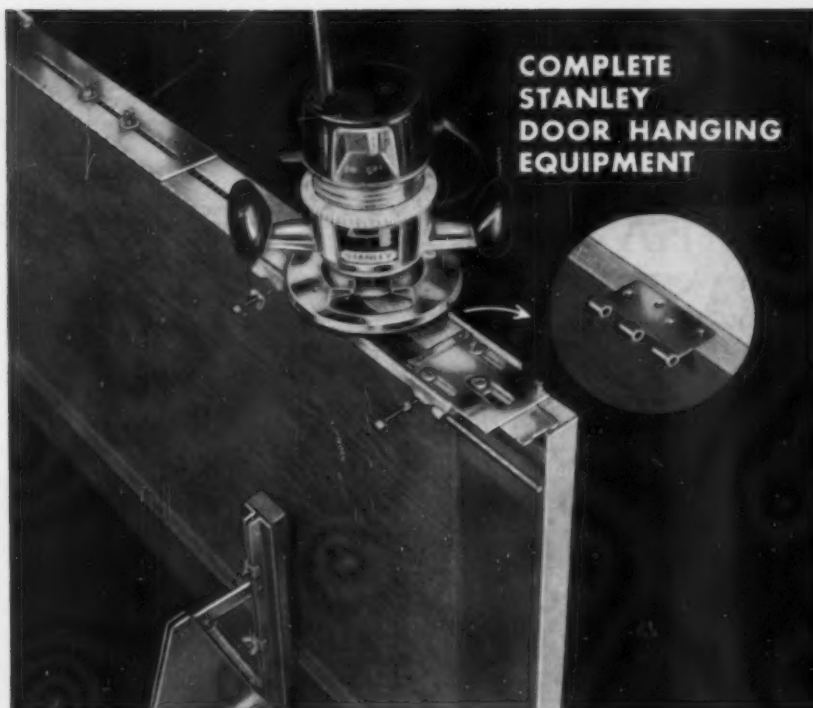
Circle No. N13 on reply card, p. 93

Lifts heavy components

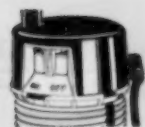


20-ton capacity truck crane handles boom lengths 40% longer than other machines, is designed for use in heavy construction. Has jib extension up to 140'. Can deliver 5,500-lb. load 12 stories above ground; positions 4,300-lb. load 60' away.—Harnischfeger Corp.

Circle No. N14 on reply card, p. 93



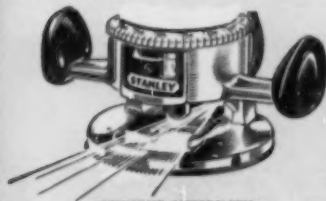
COMPLETE STANLEY DOOR HANGING EQUIPMENT



NEW SAFETY SWITCH
Locks shaft automatically. Lets you change bits fast with just one wrench.



FAST DEPTH ADJUSTMENT
Unique depth gauge sets bit for cuts as fine as .004 inches — in seconds!



PERFECT VISIBILITY
Spotlight and open base let you see where you are and where you're going.

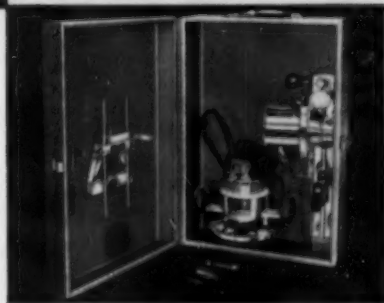
Here's the fastest, surest way to hang a door — right on the job!

Now . . . hang a door in minutes, especially when you have a lot of hinge mortises to make! Use Stanley's portable H264 Router and Stanley's Door and Jamb Butt Templet—and get perfect fit every time. Cut installation time and costs. This router also gives you precision accuracy when installing doors, windows, drawers for cabinets, etc.

Stanley makes the finest, most complete line of routers in the world—everything from a light, fast ¼ H.P. model to a

heavy-duty 2½ H.P. production router for the toughest jobs. And Stanley has every kind of router accessory you need, including an extensive line of high-speed steel and carbide router bits.

See the time-saving H264 at your dealer's. Write for Stanley's free new electric tool catalog, or a copy of "Operation of The Modern Router" (50¢). Address: Stanley Electric Tools, Div. of The Stanley Works, Dept. 1011, New Britain, Connecticut.

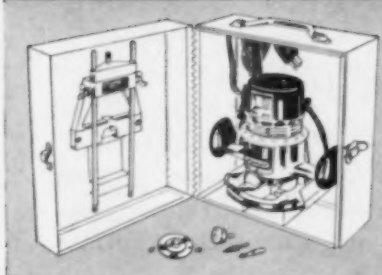


H297 BUILDERS KIT

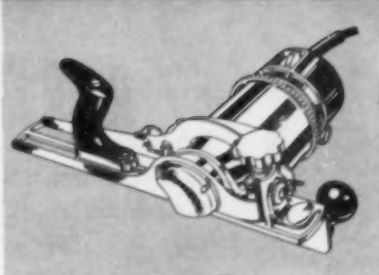
Has everything needed for hanging, mortising doors, etc. Includes ½ hp. router, plane attachments, templet, guide, accessories. \$173.95

Prices slightly higher in Canada • Subject to change without notice

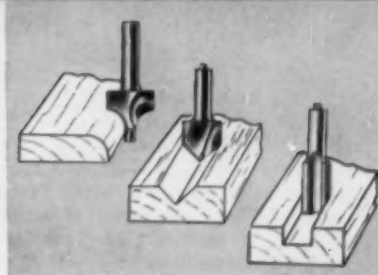
TRY STANLEY ELECTRIC TOOLS—*the complete line with new design*



H295 router kit includes Stanley's heavy-duty H264 router, guide, bit, templet, etc., in a metal carrying case for tool protection. \$90.95



Heavy-duty Model H283 power plane for fitting doors, windows. Recessed safety switch, lever locking device for securing motor. 16" shoe. \$96.95



Stanley's wide range of router bits feature "High-honed" cutting edges that stand up longer, give more production between grinds. Fit all routers.

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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.

“YOU CAN DESIGN CREATIVELY WITH EASY·TO·GET STANDARD SIZES”

Stanley James Goldstein, A. I. A.



GREENE RESIDENCE, Short Hills, N. J. All exterior window walls were constructed of prefabricated modular load-bearing

window and door frames dimensioned around standard *Thermopane* sizes. The window frames served as the sole exterior wall supports for the conventional roof structure of wood joists.

*STANLEY JAMES GOLDSTEIN, A. I. A., a practicing architect for 10 years, holds three degrees in architecture and engineering from the Massachusetts Institute of Technology. Served two periods of engineering duty with U. S. Navy. In spite of a brisk practice, takes time to teach related subjects at the Graduate School of Architecture of Princeton University.

*... says Architect Goldstein**

“I always design with one eye on a glass catalog,” says Architect Stanley James Goldstein. “In fact, most of my houses are designed around standard-size insulating glass units and standard sash. It helps keep costs down, assures prompt delivery, speeds construction . . . resulting in savings I can pass on to my clients.

“You can design creatively with standard-size units. There are over 100 sizes with metal-to-glass edges, and about 90 all-glass units. It’s only a matter



VOLK RESIDENCE, Smoke Rise, N. J. All exterior window walls were constructed of shop-built, prefabricated modular frames, all dimensioned around standard *Thermopane* sizes. These same panel types, which were fitted into the modular wood framing system, together forming the structural wall and exterior and interior finish, accommodate standard steel sash, blank opaque walls, French doors and regularly hinged doors.

of balancing sizes and shapes to room requirements. The only justification, that I can see, for using non-standard sizes is in rare situations where nonrectangular or odd sizes are required.

"You can see by the photographs that I like scenic sites. So do my clients. The large glass areas let them enjoy the changing face of nature, hour by hour, day by day, season by season. So I specify $\frac{1}{4}$ " polished plate glass in large insulating units to provide greatest freedom from distortion. For less critical areas, as in clerestory windows, I specify DSA insulating units.

"New Jersey climates justify using insulating glass *throughout* the homes. Some of my window walls are up to 80 ft. long, yet these houses have small heating plants. Summer comfort is assured by proper orientation, careful siting, tree shading and roof overhangs.



"One of my homes qualified the owner for a V. A. loan because insulating glass made the house acceptable as far as heat loss was concerned."

Whether you're an architect or a builder, it pays to think *first* in terms of standard-size *Thermopane* units. For literature listing sizes write to L. O. F., 3110 Libbey · Owens · Ford Building, Toledo 1, Ohio.



Thermopane *Made in U. S. A. only by*
INSULATING GLASS

LIBBEY · OWENS · FORD — TOLEDO 1, OHIO



NOW! one giant triangular louver accommodates from 2-12 to 10-12 roof pitches!



Here's the ventilating louver the building industry has been waiting for . . . one giant triangular aluminum louver which will accommodate any roof pitch from 2-12 to 10-12! It can be quickly and simply adjusted in a matter of seconds. In addition, the new LoManCo Full-Range Vari-Pitch offers another big plus—regardless of pitch setting, whether used with modern low pitched 2-12 or 3-12 roofs (7-12, 8-12, or even 10-12 pitch roofs)—this amazing new LoManCo Louver still delivers maximum free area of ventilation. No other triangular ventilating louver on the market gives you this amazing combination of versatility and ventilating capacity!

- Most versatile louver on the market—unequaled for adaptability
- Provides more free area of ventilation per dollar invested
- Gives constant, maximum weather protection
- 3 sizes will satisfy a wide range of users . . . eliminates stocking problems for dealers and builders
- Comes completely assembled ready to install with 8 x 8 mesh aluminum bug screen
- Center spacer bar with clips eliminates sagging slats
- Heavy gauge rustproof aluminum construction throughout

Ask your jobber about the new LoManCo Full-Range Vari-Pitch or write for information and our complete line catalog.

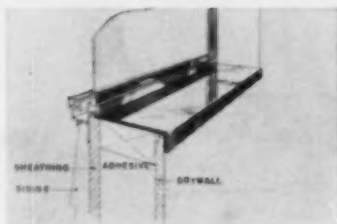


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World's largest manufacturer of ventilating louvers
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NEW PRODUCTS

Sill is marble-type



Window sill has a marblelike finish, is a maintenance-free stool to be used with metal windows. Installs on masonry or wood constructions. Resists chips, stains, burns; never needs painting. Can be cut with hacksaw or abrasive disk, installed with adhesive.—The Glassill Co.

Circle No. N15 on reply card, p. 93

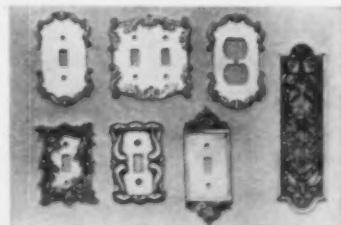
Developed for future



Experimental kitchen has cold cabinets (instead of refrigerator-freezer), solid cooking surfaces, ultrasonic dishwasher, combination electric and high-speed electronic oven. Refrigerated drawers are cooled to selected temperatures. Dishes are washed by sound.—Westinghouse.

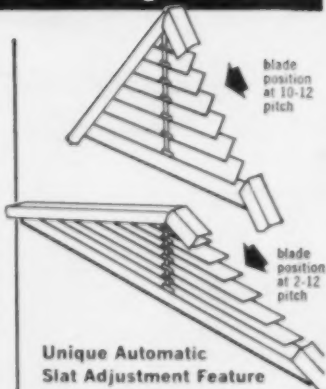
Circle No. N16 on reply card, p. 93

Have custom look



Single, double, and triple switch and receptacle plates in solid brass or brass plate add custom look to model home. Comes in variety of border designs with choice of smooth, hammered, other surface finishes. Switchplates retail for \$1.49 to \$5.00.—Selby Furniture Hardware Co.

Circle No. N17 on reply card, p. 93



Unique Automatic Slat Adjustment Feature

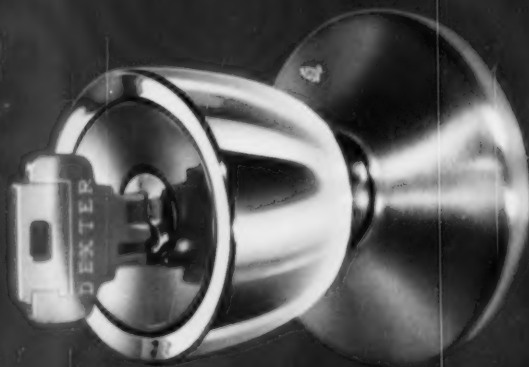
Slats are attached to louver frame by means of "pivots" which automatically adjust blade settings as you change pitch of the louver. Drawings above show position of slats when louver is set for 2-12 pitch and 10-12 pitch roofs.



New Larger, Richer Rose

now $2\frac{9}{16}$ " in diameter
- smartly different in design
- the **BEST**, improved again!

- Progress by Dexter now gives you a new, smarter design of rose — and a full $2\frac{9}{16}$ " diameter.
- Sell Dexlock's beauty as well as performance.
- Dexlock with larger rose easily installs in $1\frac{1}{2}$ " to $2\frac{1}{4}$ " crossholes.
- Best for old or new installations.



New Color-Coded Boxes

help you easily select
the right DEXTER lock

Here's new time-saving, trouble-saving convenience for both builders and dealers. New color coding on all Dexter lock boxes tells you at a glance the function of the lock inside. No more time spent reading the fine print or fumbling to open the box. Pick the color . . . and you have the right Dexter lock.



Key locks are packed in boxes with **green** color coding



Privacy sets are identified by **blue** color on box



Passage sets are recognized by their **brown** color coding



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WRITE FOR NEW FULL COLOR BROCHURE . . .

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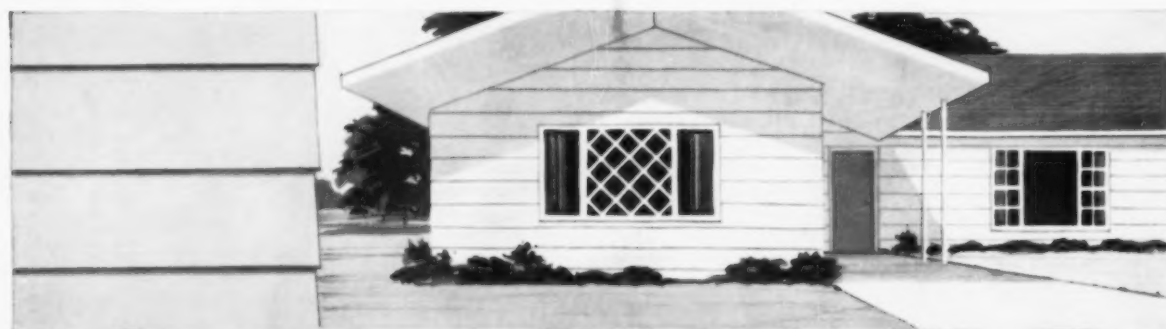
at low installed cost

WELDWOOD SIDINGS BRING EXTERIOR VARIETY TO YOUR HOUSES



TEXTURED sidings include new Lauan 1-11 with *paint grade* faces of genuine Philippine Mahogany—a wood proved in marine construction, now available in siding form. Comes with deep (1/4")

grooves spaced 4", 8", and 16" o.c. in 8', 9' and 10' lengths. Other Textured Weldwood® Sidings for variety and quality at low cost: Weldtex®, Formtex®, Ply-Sawn® and Cedar Texture 1-11.



HORIZONTAL, deep shadow lines are formed by Duraply® Lap Siding. Duraply's smooth plastic and fiber surface results in beautiful paint jobs without danger of peeling, checking or blistering.

Like all Weldwood Sidings, it can be applied directly to studs, resulting in huge material and labor savings. All Duraply sidings are available factory-primed for one coat on-site painting.



VERTICAL effects are accomplished with big 4' wide sheets that go up quickly, easily and economically. This is Duratex®—a Duraply siding with vertical bands of striations which create pro-

nounced light and shadow patterns. Other Duraply sidings: Duraply Ivy League, V-6 and V-8, and Duraply Flat Panels which can be used as is, or with vertical battens for traditional effects.

With Weldwood's wide variety of plywood sidings, you—

- avoid "look alike" houses
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Please send me free copies of new booklets, "Weldwood Sidings For Traditional And Contemporary Design," and "Weldwood Hardboard Sidings."

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CATALOGS

PRICING CALCULATOR for hardwood floor contractors is offered. Converts hardwood flooring prices per M board feet into square-yard or square-foot figures. Price-range index goes from \$100 to \$400. Square-yard and square-foot prices convert for three dimensions.—Maple Floor Mfrs. Assn.

Circle No. N18 on reply card, p. 93

ROOFING EQUIPMENT completely described in four-page punched catalog. Shows construction of centrifugal kettle-to-roof pump. Explains self-priming, self-lubricating, self-draining of unit. Offers complete specification tables.—Hauck Mfg. Co.

Circle No. N19 on reply card, p. 93

PROTECTIVE COATINGS that brush or spray on are shown in four-page brochure. Describes fast-setting formulation for patching holes, cracks, rust-outs on wood, metal, concrete structures. Details permanent protection of wood, metal, etc.—Magna-Bond.

Circle No. N20 on reply card, p. 93

PLASTIC FILM as a curing blanket is discussed in new pamphlet. Shows use as cover for concrete slabwork on highways, streets, sidewalks, flooring, curbs, and gutters.—Visking Co.; Union Carbide Corp.

Circle No. N21 on reply card, p. 93

AUTOMATIC STAPLING and tacking equipment are described and illustrated in new 32-page catalog. Contains on-the-job photos showing use of tools. Describes line of air-operated tools and staple sizes.—Duo-Fast; Fastener Corp.

Circle No. N22 on reply card, p. 93

ALUMINUM ROOF coating is described in six-page folder. Shows application on farm buildings, factories, many commercial uses. Points out reduced maintenance, weather protection of coating.—The Philip Carey Mfg. Co.

Circle No. N23 on reply card, p. 93

GAS VENTING products are fully explained in 12-page catalog. Contains information and specifications on type B vent, QC round vent, WV oval vent. Describes new WV and RV integral spacers.—William Wallace Co.

Circle No. N24 on reply card, p. 93

NAILS of all types are covered in 25-page catalog. Pictures annular, spiral, screw-type nails. Shows uses with flooring, underflooring, shingling, framing. Covers fence and conduit staples.—Independent Nail & Packaging Co.

Circle No. N25 on reply card, p. 93

ELECTRIC HEAT from ceiling panels is outlined in one-page folder. Explains 240-volt panel for exposed grid ceilings. Shows use in hallways,

basement, bathroom, and commercial applications.—Arvin Industries, Inc.

Circle No. N26 on reply card, p. 93

TERRAZZO BONDING is described in 12-page catalog. Discusses surface preparation, readying adhesive, methods of application, time/temperature curing characteristics. Gives summary of bonding agent testing.—Thiokol Chemical.

Circle No. N27 on reply card, p. 93



More finishing on the job



Delta Saw-Jointer Combination
—available in 3 models.

Cut to fit, plane to finish by just moving a step—you'll save money on trim and finish work with this rugged, compact unit. A Deluxe 4" precision jointer and Delta 9" Tilting Arbor Circular Saw mounted on a single stand, powered by a single motor give you capacity and performance you can't buy at anywhere near the same low price!

Let your Delta Distributor show you how this machine (and other Delta woodworking tools) can put more profit in your pocket. He's listed under "TOOLS" in the Yellow Pages. Write for FREE literature: Rockwell Manufacturing Co., Delta Power Tool Division, 646L N. Lexington Ave., Pittsburgh 8, Pa.



ALL-THE-WAY NEW FORD Econoline TRUCKS



*Based on a comparison of latest available manufacturers' suggested retail delivered prices.

ALL-THE-WAY NEW TO SAVE IN 4 BIG WAYS !



New Van Turn an Econoline Van loose on your route and watch delivery costs plummet! Cargo space is up to 57 cubic feet bigger than conventional 1/2-ton panels! Big double doors at both rear and curb side give real load accessibility! Floor is level, too—no rear engine hump! And there's three feet less length to turn, park, or garage!



New Station Bus Nothing can match this beauty for comfort, room, and low costs! There's room to spare for eight. Converts to load hauling in just a few minutes. And what a load—twice that of the "biggest" station wagons! Best yet, it gives you up to 30 miles on a gallon, and it's priced below even compact station wagons!

New Pickup Meet a revolutionary new pickup that saves more ways than any truck you've known! Modern cab-forward design pares away over a thousand pounds of dead weight, yet you get as much payload capacity as many standard 1/2-tonners! It's three feet shorter over-all, yet there's a big 7-ft. box with 73 cubic feet of loadspace! You get lively performance in a proven Falcon Six that can give up to 40% better gas mileage . . . saves up to \$215 a year! And, the best news, it's priced below many standard 1/2-tonners! See it at your Ford Dealer's!



1. **Low price!** Save from the start with Ford's traditionally low prices!
2. **Up to 30 mpg!** In certified tests, the Econoline Pickup delivered 30 mpg . . . you can save as much as 40% on gas!
3. **Less dead weight!** 1050 pounds less chassis weight, yet carries over 3/4-ton payloads!
4. **Bigger loadspace!** 7-ft. box—up to 23% more room, but 3 feet less truck length to handle!

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"CERTIFIED ECONOMY BOOK"
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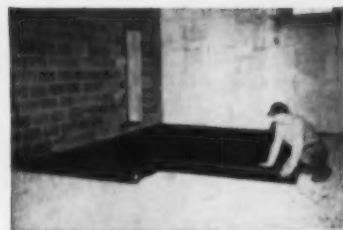
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For Every Moisture Problem There's a Sisalkraft Product That Does the Job ... Saves You Money



SISALKRAFT, tough, reinforced waterproof papers for protecting floors, curing concrete, covering unfinished work on the job. In fact, any application requiring protection against the weather.



MOISTOP — a reinforced paper-polyethylene laminated vapor barrier. Provides complete, permanent protection against moisture infiltration through floors, whether slab on ground, below grade or in crawl spaces.

VAPORSTOP — a low cost vapor barrier for under slabs. Tough and strong for application without rips or tears. Fungicide treated to resist rot and decay.

COPPER ARMORED SISALKRAFT, a sheet of pure copper laminated to reinforced kraft. Permits the use of pure, permanent, waterproof copper at lowest cost. For all concealed flashing and waterproofing.



SISALATION — a reinforced reflective insulation and vapor barrier for sidewalls, ceilings and floors. Low in cost — protects against condensation — saves heat in winter — provides summer comfort.

A selection of flexible and semi-rigid, clear plastic films are also available in a variety of widths. A new line of vapor barriers is now being manufactured — called Pyro-Kure, these products are flame resistant and carry the UL label.



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reinforced paper, foil and plastics for construction, industrial packaging and agriculture



"I'm sold on concealed telephone wiring. It's a definite sales advantage"

SAYS S. ALAN SCHWARTZ

OF SAVOY DEVELOPMENT CO., BEVERLY HILLS, CALIF.

"I've been using concealed telephone wiring in my homes for the past eight years, so obviously I'm sold on it," says builder Alan Schwartz. "It's a good investment . . . a real sales advantage."

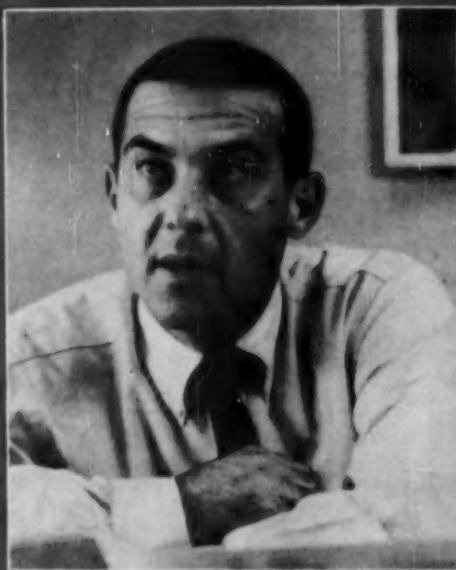
Mr. Schwartz builds custom homes ranging from \$28,500 to \$48,500. Every one of them has provision for several telephone extensions. "The cost is nominal," says Mr. Schwartz. "And customers are impressed with the amount of planning that goes into the house—the attention to detail."

"Concealed telephone wiring and extra outlets aren't just added luxuries," says Mr. Schwartz. "We do a lot of slab work here in California. That gives us no crawl space. And with so much open-beam living in addition, built-in telephone wiring becomes a *must*. The less expensive the house, the less opportunity to work in concealed wiring *after* construction."

* * *

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



California homes such as this Schwartz model in San Fernando Valley stress outdoor living. Note circled patio outlet for convenient portable phone with plug-in jack.





James S. Wheatley, D & W Construction Co., Pueblo, Colorado

That's what Mr. Wheatley says. And he says more:
 "If the time saved, the convenience and the peace of mind could be computed into dollars, the savings would be very great."

Time Saved: "Recently we encountered a number of problems on a parcel of land we were acquiring for development. If we had not been using title insurance, the development would have been slowed down by several weeks."

Convenience: "One phone call takes care of the order."

Peace of Mind: "I am assured of peace of mind because someone else is assuming the liability of the title to the properties I am selling."

Let us demonstrate the *convenience* and time-saving features of *Lawyers Title* insurance for you, too.

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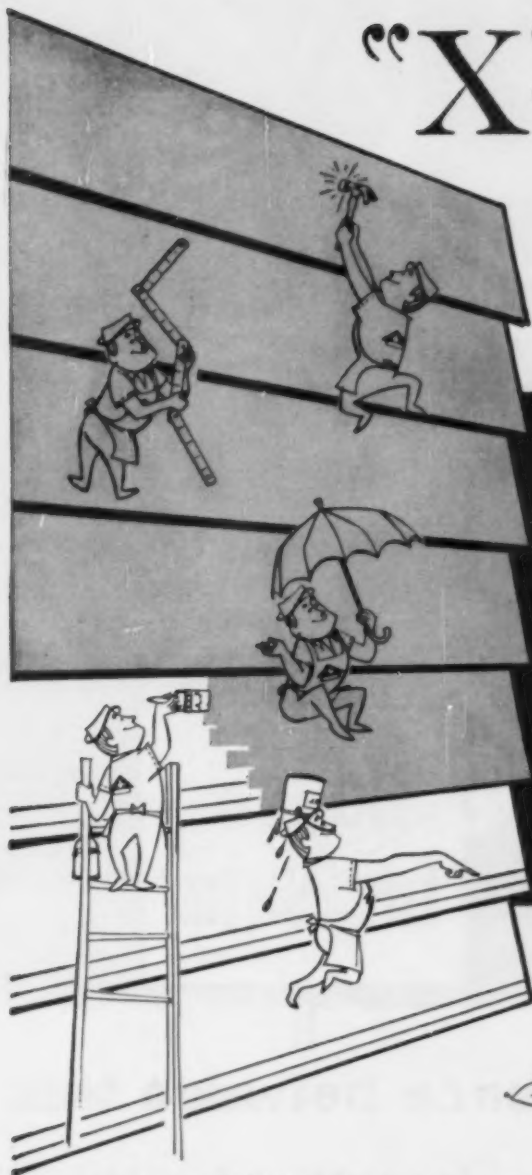
1. 14" x 20" display cards for Model Homes.
2. A brochure and pamphlets for prospects.

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with "X-90" fibre formula

Just look at "X"-Siding's
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- realistically priced
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Start using "X"-Siding right away...and while you're at it, find a name for it. You may win a free trip to Hawaii for two, or other attractive prizes.



It's not too late to enter!

For full details on contest, and entry blank, see your Masonite dealer or representative. Or mail the coupon. Contest closes December 21, 1960.

MASONITE CORPORATION

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Chicago 90, Illinois

Please send me an entry blank, plus all other collateral material on the Masonite "Name-the-Siding" contest.

Name.....
Firm.....
Address.....
City.....State.....
Zone.....County.....



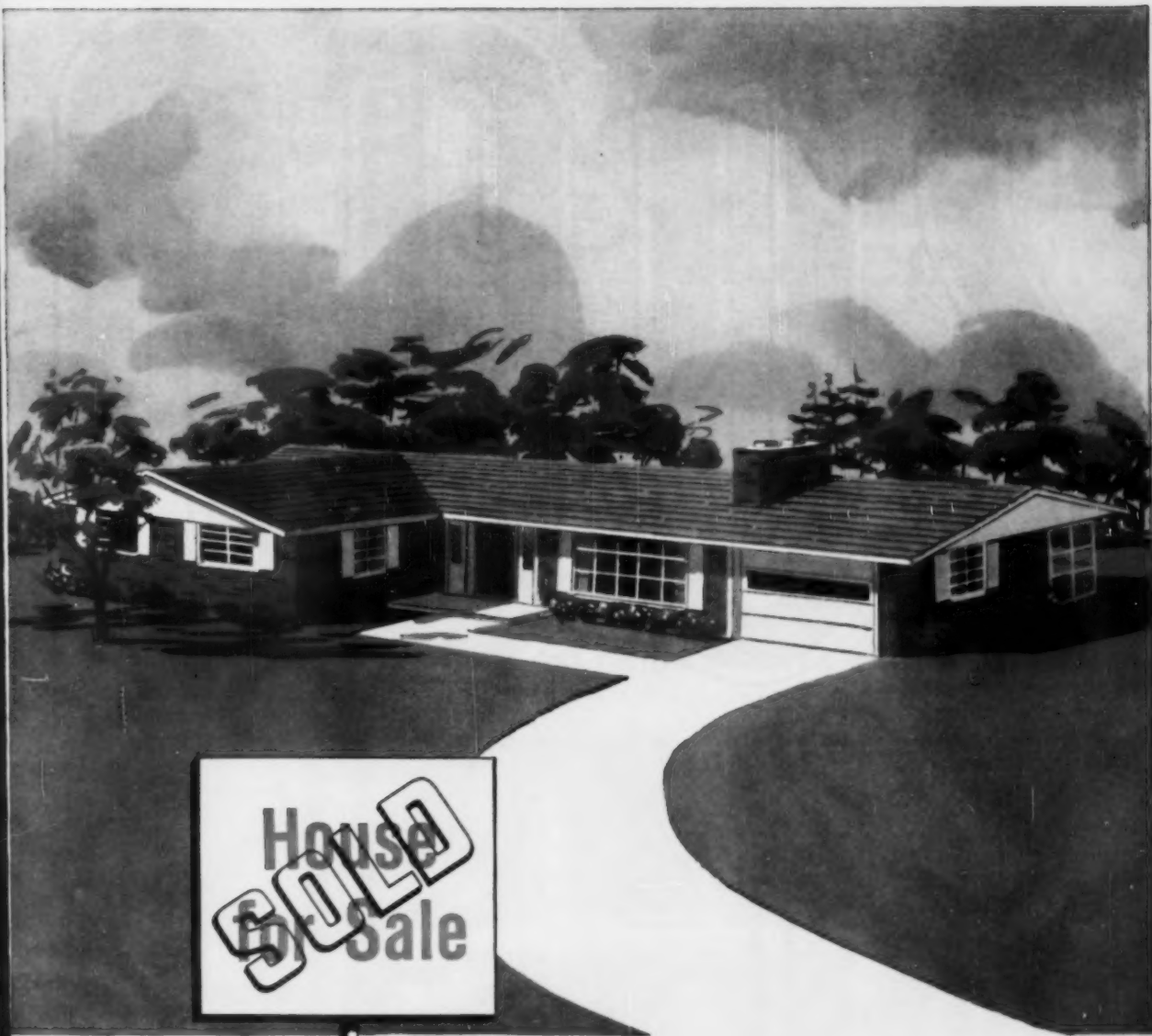
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is often **USS** American Welded Wire

WHEN you use USS American Welded Wire Fabric for all concrete areas for the homes you build, you give them a definite sales advantage over houses without this important quality feature. Walks, patios, driveways and basement slabs will wear better, look better, and last longer when they're reinforced with USS American Welded Wire Fabric. And your customers know this . . . they know to ask before they buy "is it reinforced?"

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Buyers will ask, *"is it Reinforced?"*

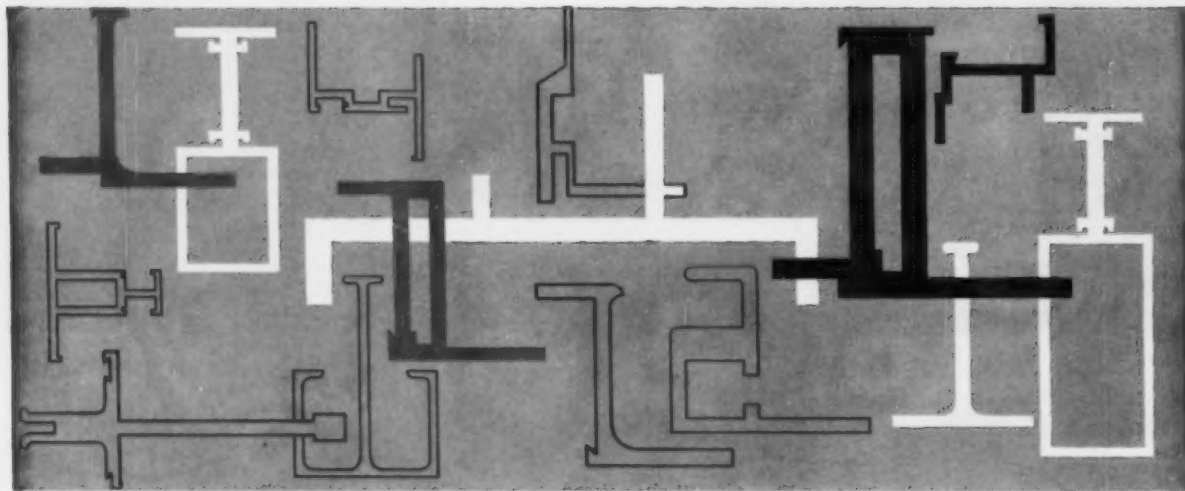


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Vampco has over 2000 different extrusion dies to manufacture any kind of aluminum window, entrance door, window wall or curtain wall for any type building, regardless of the design. So, write today for the latest catalogs.

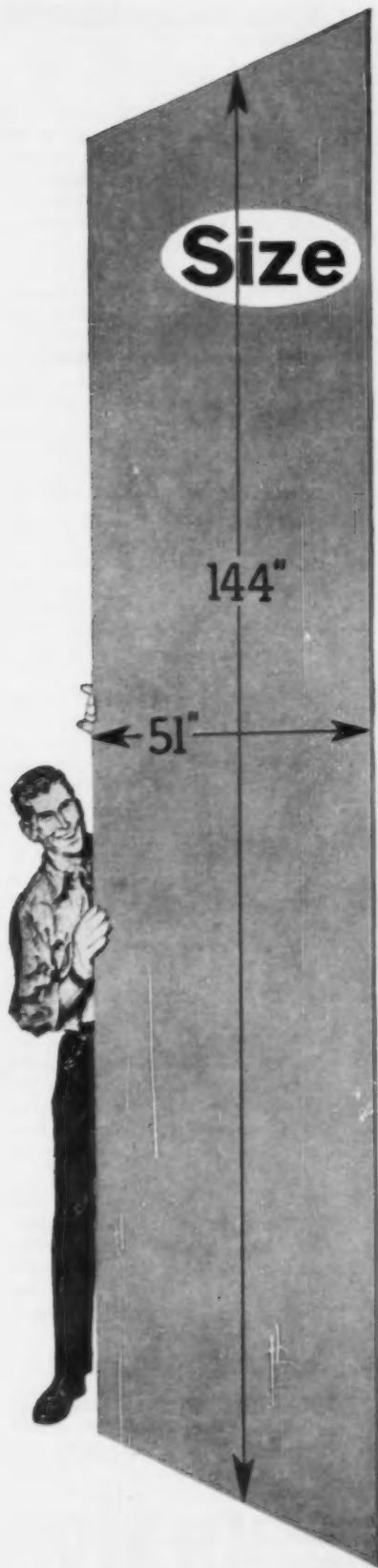


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Whatever the job you're working on...

Size is no problem with **CONSOWELD** Laminated Plastic

Consoweld's giant-size panels and cutting program offer you the broadest range of sizes in the industry!

Consoweld can fully meet your laminated plastic requirements with an absolute minimum of waste. Two things make this possible. First, the Consoweld distributor has a master manufacturing inventory of large-size panels (up to 51" x 144" for patterns and woodgrains; up to 60" x 144" in solid colors). Secondly, he has a carefully thought out cutting program designed to supply your needs for smaller sizes.

You get prompt service without being forced to buy more than your job requirements indicate. And, it is important to note that you get a greater selection of sizes from Consoweld than from any other source.

Contact your Consoweld distributor for complete details of the wide range of Consoweld panel sizes that are available.



Look under Plastics in the Yellow Pages of your telephone directory.



Consoweld Corporation, Dept. AB-116
Wisconsin Rapids, Wisconsin

I'm interested in details of Consoweld's cutting program.
Please send me name of my nearest distributor.

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ADDRESS _____

CITY & ZONE _____ STATE _____



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UNDER THE LOAD**
*with low investment . . .
high performance*

With an Allis-Chalmers utility tractor . . . you move into the stockpile, reverse and spot the load . . . quickly, smoothly. Steering wheels turn sharply . . . power steering provides the muscle. Work on uneven surfaces with good stability because the wheels are spread out and wheel base is long.

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Utility tractors from 34 to 63 engine horsepower
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CATALOGS

CARBIDE BITS for setting anchors in concrete, brick, stone are shown in folder. Photos picture step-by-step method of setting. Details use with power hammer. Explains cost savings of new method.—Skil Corp.

Circle No. N28 on reply card, p. 93

PLASTIC LAMINATE applications in the kitchen are presented in full-color folder. Illustrates five kitchens with laminates used on countertops, cabinets, walls, and appliance surfaces. Contains data on color coordination.—Formica.

Circle No. N29 on reply card, p. 93

NONCORROSIVE DRAINLINES are covered in new two-color catalog. Describes all qualities of line material called "Vulcathene." Lists materials ducts can and cannot handle.—American Vulcathene; The Nalge Co., Inc.

Circle No. N30 on reply card, p. 93

CHIP BOX showing line of plastic laminates is offered. Aids in quick selection of material for countertops, bathrooms, cabinets, tabletops, and walls.—Pioneer Plastics Corp.

Circle No. N31 on reply card, p. 93

MIRROR DOORS set from floor to ceiling for closets are pictured in folder. Shows spacious effect created by closed sliding door; open door reveals large closet.—Carolina Mirror Corp.

Circle No. N32 on reply card, p. 93

DIRECTORY of certified unitary air conditioners is presented. Describes all conditions for certification. Details equipment covered.—Air-Conditioning & Refrigeration Inst.

Circle No. N33 on reply card, p. 93

PALLETS and their uses are outlined in compact, 15-page booklet. Describes how to estimate pallet requirements, floor area, weight and unit methods. Gives loading instructions and standard loading patterns.—The Raymond Corp.

Circle No. N34 on reply card, p. 93

MASONRY COATING is completely covered in eight-page, illustrated brochure. Details heavy-body and water-repellent qualities of finish. Gives complete instructions for application. Has full-page color chart showing 11 standard shades.—Sonborn Corp.

Circle No. N35 on reply card, p. 93



STAINLESS STEEL WALL TILE



One of the most versatile tiles in the Vikon line. The very unique properties of stainless steel tile make it possible to offer your customer a wall tile, not only beautiful to the eye, but tops in performance under *all* conditions. Acids, steam, and alkalis normally harmful to metal and metal finishes have no effect on Vikon's stainless steel tiles. Just one more example of Vikon's superb quality at economical prices.

Find out about the entire line of profitable Vikon tiles by sending for our completely illustrated catalogue, "All About Vikon."

Also available from Vikon are solid copper, copper glaze, brushed aluminum, brass glaze, enameled aluminum, and porcelain on aluminum tiles.

VIKON Tile Corporation
Washington, N. J.



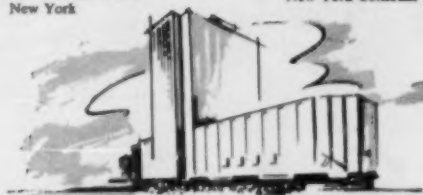
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1961 HOME IMPROVEMENT PRODUCTS SHOW

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331 Madison Avenue, New York 17, N. Y.

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FIRM..... (Check type below)

ADDRESS.....

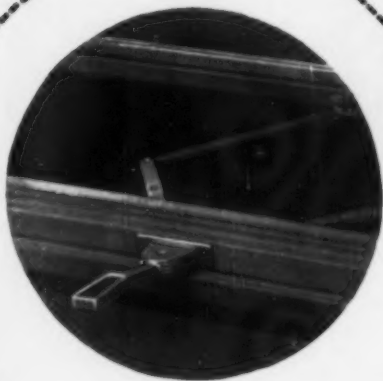
CITY & STATE.....

Additional names with information as requested above on attached sheet Hotel reservations requested.

TYPE OF FIRM—PLEASE CHECK APPLICABLE BOX BELOW

Specialty Dealer General Contractor Dept. & Chain Store Manufacturer
 Lumber Yard Builder Home or Appliances Wholesale only
 Bldg. Materials Modernizing, Renovating Wholesale & Retail Other:

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



The Original Lever Operated Awning Window

One easy motion of unique
BILT-WELL lever operator opens
and closes sash. Positive locking,
trouble-free operation, minimum
interior projection.

Bilt-Well Awning Windows

...with removable sash and lever operators

Full opening for easy cleaning and maximum ventilation. Sash is completely removable to facilitate installation and maintenance. Unit also available with rigid bar, jointed bar, gear operator or locking handles.

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

Check these other outstanding BILT-WELL Features:

1. Same basic window can be used as awning, hopper, casement or fixed unit.
2. Brass or nylon bearings at all moving joints.
3. Hinge is fully concealed making unit prowler-proof.
4. Easily removed wood bead (patented) for simple reglazing.
5. New gold-tone finish on operators.
6. Surpasses F.H.A. minimum property requirements.

There's more to offer with

BILT WELL
WOOD + WORK

by Caradco

Specify the BILT-WELL Line by CARADCO

Super double-hung windows



Super-hold

with ingenious sash-holding device for budget homes.



Super-lift

with fingertip operation for medium priced homes.



Super-therm

with double insulating glass for custom built homes.

Casement Windows



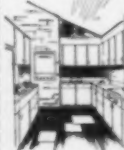
Sleek, trim, double-weather-stripped casements with concealed hinges and hardware. Unitized sill permits side-by-side installation in long ribbons.

Awning Windows



New releasable hinge permits removal of sash for easy cleaning. Lever, jointed bar, rigid bar or gear operator available. Use these windows as casements, awning, hopper or fixed sash.

Kitchen Cabinets



Beautiful, streamlined cabinets of Ponderosa Pine, all water repellent treated for dimensional stability, with pine or birch doors and drawer fronts. Cabinets come in 3" modules to fit any size kitchen. Wide choice of accessories.

Storage Walls



Economical and practical arrangements of door and drawer units form complete storage walls. Easy to install in out-of-the-way corners for additional storage, too.

BILT-WELL Products
by **CARADCO, INC.**

Dubuque, Iowa

CATALOGS

COMPLAINTS of flooring installations and how to solve them is subject of colorful new booklet. Shows how builder can minimize callbacks by specifying certain types of resilient flooring.—Armstrong Cork Co.

Circle No. N36 on reply card, p. 93

VINYL WALL COVERINGS are presented in large folder with actual samples. Offers 14 different patterns and over 140 colors. Describes washable and resistant qualities of the covering. Details construction of material gives application methods.—Masland Durable Leather Co.

Circle No. N37 on reply card, p. 93

PROPER LIGHTING for the right areas is covered in colorful booklet. Illustrates clusters, pull-downs, pendants, chandeliers, wall fixtures. Describes effect in kitchen, living room, family room, bathrooms, bedrooms.—Lightolier.

Circle No. N38 on reply card, p. 93

UNIT VENTILATORS for commercial operations are well-illustrated in four-color, 14-page brochure. Sections deal with cost savings, engineering data, product features, and ratings shows typical installations.—Warren Webster & Co., Inc.

Circle No. N39 on reply card, p. 93

"**JET-HEET**" is name of heating system described in two-color catalog. Diagram shows setup of complete house network. Illustrates compactness of furnace; cleanliness, efficiency, and cost savings of system. Drawings show heat flow.—Jet-Heat, Inc.

Circle No. N40 on reply card, p. 93

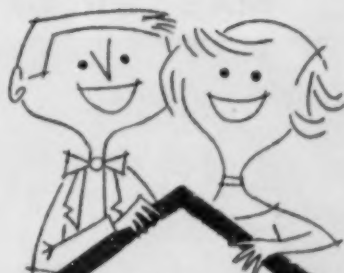
SEWAGE-TREATMENT plant with redesigned diffuser system and motor-blower housing is outlined in series of literature. Cutaway shows construction. Has engineering drawing of "Oxigest" unit.—Smith & Lovell.

Circle No. N41 on reply card, p. 93

SILICONE water repellents are subject of eight-page illustrated booklet. Describes how to obtain best results in using covering. Discusses common types of masonry damage including efflorescence, staining, spalling.—General Electric.

Circle No. N42 on reply card, p. 93

MORE SATISFIED HOME BUYERS



when you
use



- ⊞ Prevents wood checking, cracking—inside and out
- ⊞ Ends warping, swelling and shrinking of doors, windows
- ⊞ Eliminates tile "pop outs"—protects grout from cracking
- ⊞ Prevents efflorescence of plaster, stucco, brick
- ⊞ Moisture proofs concrete floors prior to laying asphalt or vinyl tile

Deep penetrating, colorless Thompson's Water Seal locks out moisture from any porous material for 5 years and longer. Easy to apply by brush, spray, roller.

*Recommended by
Leading Contractors*
Sold by paint, hardware
and building supply stores.

Thompson's

MANUFACTURERS OF FINE PROTECTIVE
CHEMICALS SINCE 1929

E. A. Thompson Co., Inc., Merchandise Mart,
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PAYLOADER[®]

MASTER OF MANY JOBS



EXCAVATING GRADING

With patented, hydraulic controlled "4-in-1" bucket, "PAYLOADER" can do shovel, clamshell, scraper and bulldozer work . . . all without taking a minute's time to make equipment changes.

MATERIAL HANDLING

Adjustable fork lift attachment is interchanged with bucket to handle pallets, loose or packaged lumber, sheeting or pipe . . . makes "PAYLOADER" a versatile handling tool for any heavy material.



UNMATCHED VERSATILITY

A dependable "PAYLOADER" can be your key machine on new construction, repair or maintenance work. Investigate the wide choice of attachments available that *save time on-the-job* and the *high cost* of single purpose equipment. There are 20 models in 8 size ranges up to 12,000-lb. capacity.

HOUGH[®]

THE FRANK G. HOUGH CO.
811 SUNNYSIDE AVENUE
LIBERTYVILLE, ILLINOIS
SUBSIDIARY — INTERNATIONAL HARVESTER COMPANY

Name _____
Title _____
Company _____
Street _____
City _____
State _____

Send literature #424 showing the complete "PAYLOADER" line and attachments to:

8-8-9

CATALOGS

PRIMARY TREATMENT plant for sewage (contained in single structure) is pictured in eight-page catalog. Includes detailed engineer's drawings, design data, dimensions, volume, surface information. Outlines technical tables.—Yeomans Bros. Co.

Circle No. N43 on reply card, p. 93

DECORATIVE PLASTIC laminate called "Kevinite" is excellently diagrammed in series of punched literature. Photos show typical installations; cutaways show construction details. Gives all specifications.—Swedlow, Inc.

Circle No. N44 on reply card, p. 93

STORM WINDOW fitted for screen outlined in folder. Diagrammatic drawings show how unit's three channels make window self-storing; unnecessary to remove screen or glass inserts. Points out triple-tilt feature for easy cleaning.—Season-All.

Circle No. N45 on reply card, p. 93

AWNING WINDOWS with friction-free locking device presented in four-page folder. Cutaways show construction details. Describes aluminum frame, weatherstripping, night vent, ventilation control.—Auto-Lok Window Corp.

Circle No. N46 on reply card, p. 93

FLUSH DOORS with framed block cores described in seven-page booklet. Outlines strength, rigidity, lack of shrinkage of doors. Cutaways show construction details. Presents many types of window-in-door units. Details variety of uses.—Morgan Co.

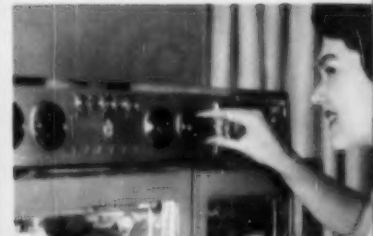
Circle No. N47 on reply card, p. 93

THERMOSTAT for control of two-stage electric heat shown in fold-out brochure. Describes low-wattage circuit control to provide heat for coldest weather, elimination of furnace hot spots.—Mears Electric Controls, Inc.

Circle No. N48 on reply card, p. 93

SEWAGE DISPOSAL for 150 people using a one-unit treatment is outlined in brochure. "Completreator" combines five operations in one tank, cuts construction costs, conserves space. Tank comes to job site wired and completely assembled.—Dorr-Oliver.

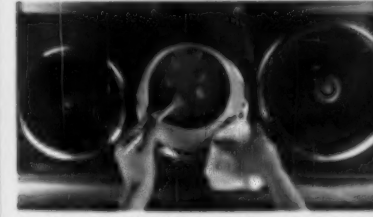
Circle No. N49 on reply card, p. 93



All cooking controls at eye-level.



Two ovens and broiler at reach-in height.



Surface units that let the cook see into pans.



Cutting board where it's handiest.



Fabulous '400' shown here on a base cabinet—also hangs on wall. 40 inches wide, 25 1/2" deep, adjusts to any height. Self-vented, no fans or hood needed.

Tappan 'Fabulous 400'

Looks like a million
Saves you
\$166
installation costs

Postage
Will Be Paid
by
Addressee

BUSINESS REPLY MAIL
First Class Permit No. 3 (C.F.R. 34.9), Mansfield, Ohio

No
Postage Stamp
Necessary
if Mailed in the
United States

THE TAPPAN COMPANY
Dept. AB 11-0
Mansfield, Ohio

ATTENTION: MR. KEN BERKEY

Tappan

30-inch wide

'Debutante 400'

installs for

\$166 less than

regular built-ins



QUICKEST, EASIEST BUILT-IN INSTALLATION YOU'VE EVER SEEN!



11:00—wiring, vent roughed in



11:05—base cabinet in place



11:20—set and connect wires



11:30—soup's on!

MAIL THIS COUPON for specific local material, equipment and labor costs

Please supply me with complete specification, installation and model information on Tappan:

- 'Fabulous 400'
 'Debutante 400'
 Electronic Range
 Built-In Gas Ranges
 Built-In Electric Ranges
 Built-In Refrigerators

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

**PROOF: YOU SAVE \$166
INSTALLING EITHER
'400' RANGE**

	Save*
Single conduit connection.....	\$25.00
No separate vent or hood.....	\$50.00
No countertop covering.....	\$20.00
No oven cabinet needed.....	\$45.00
Labor saving.....	\$26.00
	\$166.00

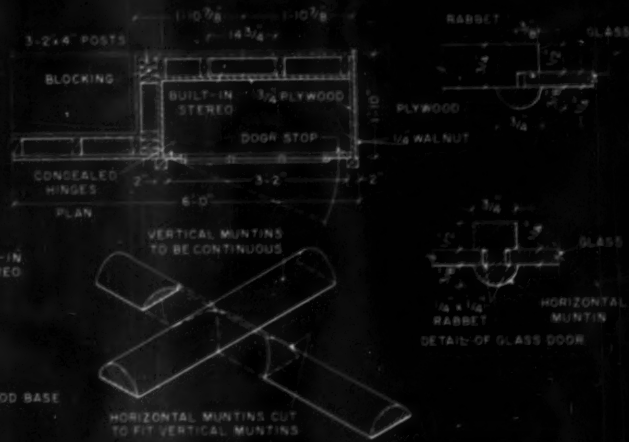
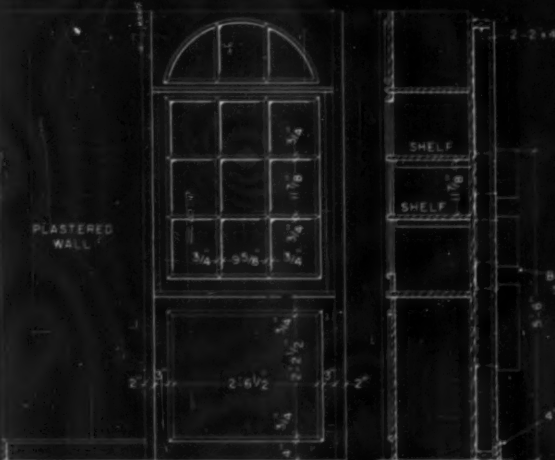
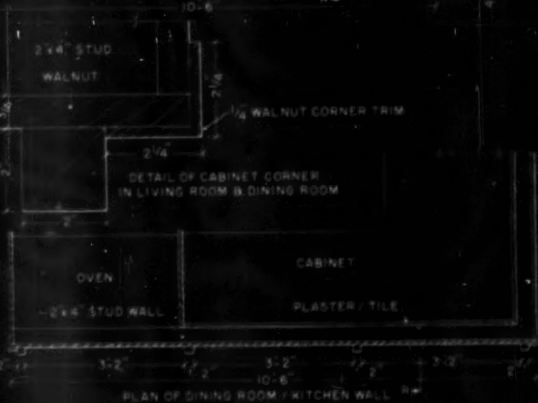
*Savings approximate

Gas, electric or electronic, nothing cooks or looks like a

TAPPAN



DINING ROOM WALL (photo, and drawing at right) gets a handsome colonial treatment with plywood, mirror inserts, trim. Drawings below show adjoining china closet that repeats the design.



Smart detailing brings colonial motif inside

WITH COLONIAL and traditional architecture heading the best seller lists all over the country, details like these—which offer a quick

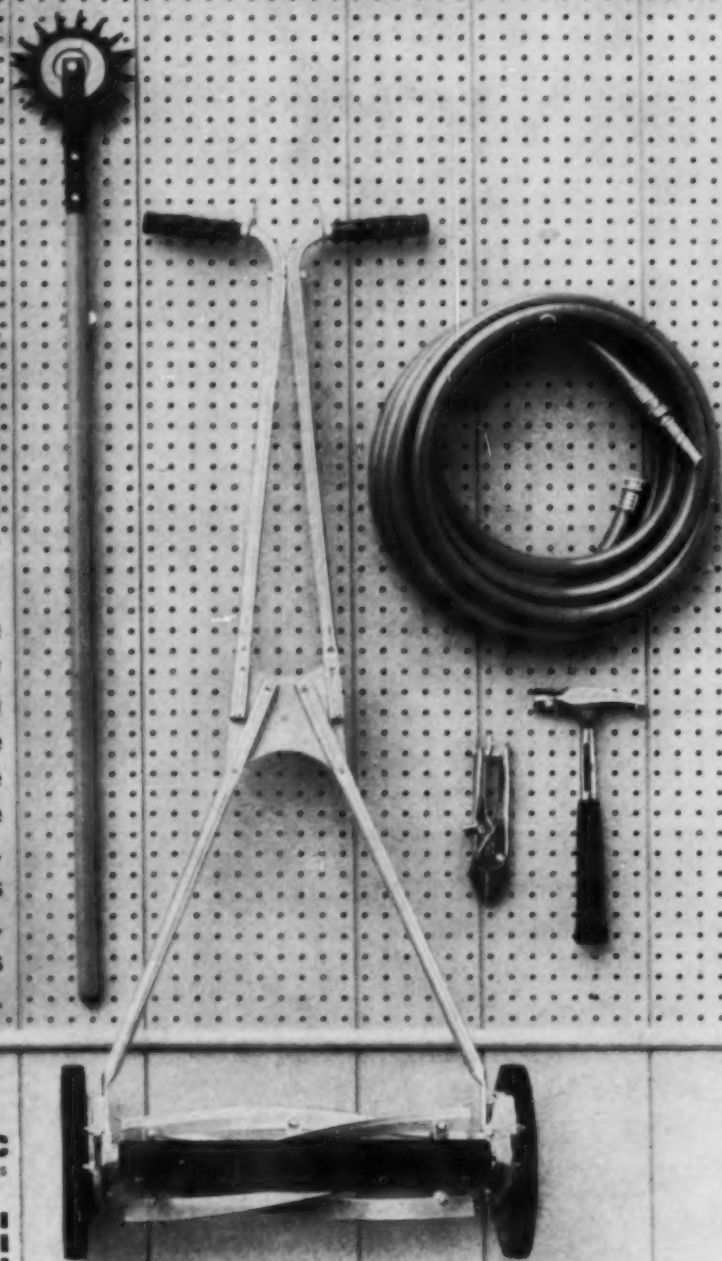
and easy way to carry the colonial motif indoors—are of particular interest to builders. They're taken from Carl Mitnick's version of the

widely publicized NAHB London (or All-American) House. Mitnick built the house earlier this year at Somers Point, New Jersey.

NEW GARAGE LINER!!!

WITH THE WAINSCOT RIGHT ON IT
ADDS EXTRA STORAGE, EXTRA SELL!

Convert waste space into storage space this low-cost way. G-P's new heavy-duty storage hardboard can provide 100 square feet of storage for under \$20.00. Big G-P news—the wainscot is part of the panel! The finished look takes no extra labor. To make installation even easier, it's factory-finished so it needs no paint. ¼" thick, 4'x8' V-grooved panels perforated down to wainscot height.



GEORGIA-PACIFIC
Plywood • Lumber • Redwood • Hardboard • Pulp • Paper • Chemicals

Georgia-Pacific, Equitable Bldg., Portland
4, Ore. Please send sample of your new
Garage Liner and information on the com-
plete line of Georgia-Pacific hardboards.

name _____

address _____

city _____

county _____

state _____

Broan



MIXED-FLO HOOD

with optional Charcoal Converter for Duct-Free Service

- Mixed-Flo principle features extremely low sound level performance . . . plus extra pressure for long duct runs similar to that of a centrifugal blower.
- Vertical or horizontal discharge to 3¼" x 10" duct.
- Fully unitized — no lost cabinet space.
- Fast running installation — comes prewired, preassembled . . . just remove outlet box cover to hook up power supply.
- Available in 4 sizes, in coppertone, antique coppertone, genuine stainless steel.

Charcoal Converter can be mounted on Mixed-Flo for duct-free installation.



DUCT-FREE HOOD COMBINATION

with Air Refreshing Charcoal Converter

- Slim line converter mounts directly atop any Broan Dual Blower Hood or Mixed-Flo Hood for Duct-Free service.
- Converter removable should a ducted outlet be desired later.
- Converter comes equipped with oversized charcoal filter that adsorbs odors and smoke . . . refreshes air.
- Louvers are completely concealed, so that Duct-Free looks like a conventional hood.
- Available in 5 sizes, in coppertone, antique coppertone, genuine stainless steel; also decorator colors on special order.

Broan Range Hoods

— provide unmatched versatility

To meet your needs

To match your budget

To build your good name



No lost cabinet space



DUAL-BLOWER ISLAND HOOD

- A complete package — hood, blowers, light . . . factory prewired for fast, economical installation.
- Combines the engineering features and advantages of the regular Broan Dual Blower Hood.
- Available in coppertone, antique coppertone, genuine stainless steel; also decorator colors on special order.
- 36" and 42" sizes only.



DUAL-BLOWER HOOD

- Vertical or horizontal discharge to 3¼" x 10" duct without reducers or fittings.
- Heliarc welded construction.
- Spring-loaded backdraft damper prevents cold drafts and damper flutter.
- Combined blower and hood saves on cabinet space.
- Twin air intake with twin aluminum filters.
- Blower, light removable without tools.
- Available in 5 sizes, in coppertone, antique coppertone, genuine stainless steel; also decorator colors on special order.

Broan

MANUFACTURING COMPANY, INC.

Specialists in Quality Ventilating Equipment

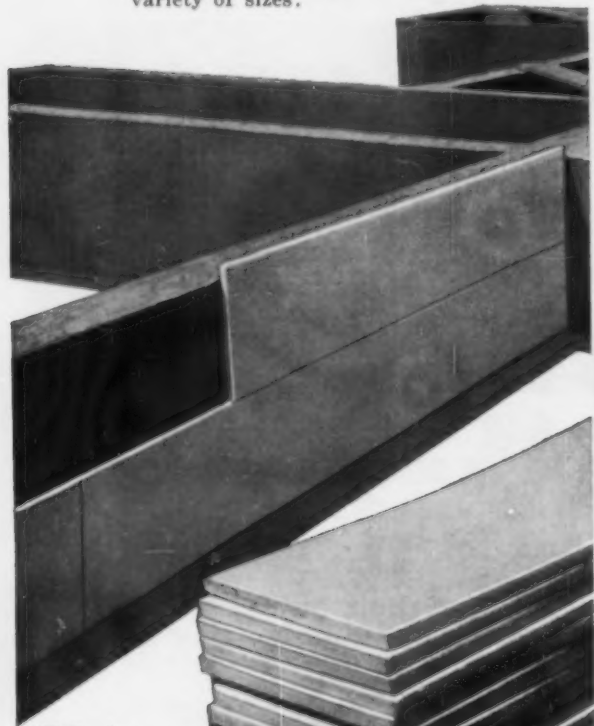
In Canada —
Manufactured by
Superior Electric Ltd.
Pambrake, Ontario

946 West State Street, Hartford, Wisconsin (near Milwaukee)

For Over 25 Years

new UNI-CREST insulation

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



Write for installation instructions and sample



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

OFFICES OR DISTRIBUTORS IN KEY CITIES COAST TO COAST.



Takes
longer
to unpack
than
INSTALL!

THE
Columbia-matic

FABRIC DOOR

Many builders leave the Columbia-matic Fabric Door right in the carton—the buyer installs it later—in seconds. No painting, no hanging, no hardware, no framing necessary. A real space saver. Neat folding, narrow profile, portable, reversible, washable. Lovely vinyl covering, heights to 8', widths to 4', can be hung in pairs.

For complete details write:

THE COLUMBIA MILLS, INC.
368 S. WARREN STREET • SYRACUSE 1, NEW YORK

SERVICE FOR YOUR B&D TOOLS



Check the Yellow Pages under "Tools-Electric" for the location of the nearest Black & Decker factory service branch or authorized service station.

Free tool inspection when requested • Genuine B&D parts used • Factory-trained technicians • Standard B&D Guarantee at completion of recommended repairs • Fast service, reasonable cost, always.

Or write for address of nearest of more than 50 branches and service stations to: THE BLACK & DECKER MFG. CO., Dept. 4211-S, Towson 4, Md.

Black & Decker



QUALITY TOOL SERVICE

LOOK WHAT GAS IS BUILDING-IN NOW!



ROPER built-ins with Gold Star features



Burner-with-a-Brain®—Roper built-ins offer the famous Burner-with-a-Brain. Food can't over-cook, burn, or boil over because the Gas burner regulates cooking temperatures all by itself, keeps temperatures where you set them.



Radiant-heat Rotis-O-Grill—This Roper built-in feature works four ways: first, as rotisserie with meat thermometer for center spit; second, as vertical broiler; third, as spatter-free griddle; and fourth, as work surface.



Clean, smokeless broiling—On a Roper built-in broiling is done with the door closed—because this is gas! No heat or time is wasted and meat stays juicy. Smoke is consumed in the gas flame.

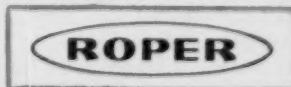
This Gold Star shows
you know appliances

A.G.A. awards the Gold Star to only the finest ranges. Each must be more automatic, more modern, better designed in every one of at least 28 exacting specifications. It means they cook faster, cooler, cleaner than ever, automatically.



The details mean just as much to home buyers as the overall impression of a whole house itself. Sometimes more! When you build in Gas appliances as well-known as Roper, with the Gold Star featured, you help build a reputation for quality. People want the economy, convenience and dependability of Gas, too. Proof: Gas is selected to heat 8 out of 10 new homes. Make sure you build in more sales power with Gas appliances!

AMERICAN GAS ASSOCIATION



No wonder...
today more people than ever are cooking with GAS!

®A.G.A. Mark ©Am. Gas Assoc., Inc.

A NEW NAME FOR CONCRETE FORMS SIMPLEX-WACO

Self-Aligning

HEAVY DUTY CONCRETE FORMS

The name is new because Simplex Forms System, Inc. has purchased the concrete forms division of Waco Manufacturing Co.! And, while the basic Waco forms design is the same, you can count on years of Simplex experience to bring you the finest in quality and workmanship in Simplex-Waco forms.

Ideal for all types of concrete forming, these rugged, flexible forms will now be available on a wider scope through greater distribution.

Whether you buy or rent Simplex-Waco forms, you'll find that their built-in quality, standardized hardware, and proved durability will pay off in smooth, accurate walls job after job. Send for complete details today.



AN OUTSTANDING EXAMPLE OF SIMPLEX-WACO SIMPLICITY

Approximately 6,000 feet of Simplex-Waco concrete forms were used to form the inside and outside walls of this 1/4 billion gallon water storage tank in Dallas, Texas. Because of fewer loose hardware parts, storage for wedges in panels, and an exclusive alignment slot, these steel reinforced panels were securely erected in a minimum of time.

CHOICE AREAS AVAILABLE FOR DEALERS OR DISTRIBUTORS

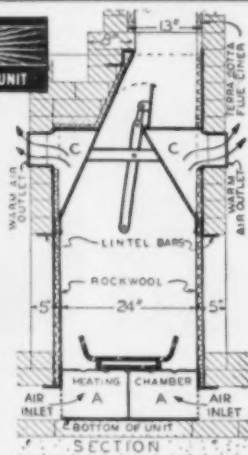
SIMPLEX INDUSTRIAL FORMS, INC.

SUBSIDIARY OF SIMPLEX FORMS SYSTEM, INC.

5619 Industrial Avenue

Rockford (Loves Park) Illinois

HEATFORM WARM AIR-CIRCULATING FIREPLACE UNIT



The use of Model "D" Heatform is the only method of securing any volume of heat from the two-way opening fireplace. Heating chambers below and above fire, connected by side air passages, capture and circulate into the home a large percentage of heat lost by the all masonry fireplace.

Being a complete unit, Heatform eliminates construction mistakes from floor to chimney flue.

Architects, Builders and Dealers **WRITE TODAY FOR FREE PORTFOLIO OF LITERATURE AND CONSTRUCTION DETAIL** on this and four other models of Heatform for single and multiple opening fireplaces.

SUPERIOR FIREPLACE COMPANY *The pioneer designers & manufacturers of heat circulating fireplace units and Hi-Form Dampers*
Dept. AB 601 North Point Rd. | Dept. AB 4325 Artesia Ave.
Baltimore 6, Maryland | Fullerton, California

LESTO THE LEADER

World's ORIGINAL Reciprocating Electric Handsaw

Sole U. S. importer of

LESTO "SWISS MADE"
SAW BLADES



Ask your dealer
about our liberal
trade-in policy.

For further information, see your dealer or write:
VICTOR J. KRIEG, INC.
Precision-made power tools of unsurpassed performance
611 BROADWAY, NEW YORK 12, N. Y.

New from J. I. Case

DIESELS...fast-starting, responsive, cost-pinching

for utility wheel and crawler machines

Now — in addition to a full line of new gas-powered Utility tractors and equipment — Case is proud to announce the availability of famous Case Dynaclone diesel engines, as power option in all 1961 wheel and crawler models. Compact, powerful, and thoroughly job-tested, these heavy-duty engines let you realize the low investment and high production advantages of Case Utility loaders, dozers, backhoes, and fork lifts — plus the fuel savings and long-life stamina of diesel power.

Husky 4-cylinder Case diesel engines have earned a world-wide reputation for quick, easy starting — even in sub-zero weather. They give you smooth, high-torque power for fast load-starting and heavy pulls. Exclusive Dynaclone combustion system mixes fuel and air thoroughly... burns clean to give you maximum work-output from every drop of low-cost fuel. Five main bearings and other heavy-duty features keep wear-rate low... repair costs to minimum. Best of all, these new Case Utility machines give you the assurance of better overall performance for your dollars because each complete outfit — tractor, engine and mounted equipment — is engineered and built by Case, for better quality control and dependable one-stop servicing.

Get a Case diesel demonstration—FREE!

Stop in at your Case Dealer's real soon and ask him to put one of these new high-production Utility diesel units through its paces for you. Or send the coupon for more details on machines that interest you.

Husky new rubber-tired machines — Case Model 530 is powered by 40 hp Dynaclone diesel or 47 hp gasoline engine. Shuttle-shift and power-steer, std. Available with 2000-lb. loader, 14' backhoe, quick-change front and rear attachments. Economy Model 430 has 35 hp Dynaclone diesel or 37.5 hp gas power-plant... 1000-lb. or 1200-lb. loader, 10' backhoe, multiple attachments.

Powerful new Model 310E crawler — Choice of 35 hp Dynaclone diesel or 42 hp gasoline engine. Gives you 5815 lbs. drawbar pull (gas), power-turn steering. Available with bulldozer, angling dozer, power-tilt or power-angling blades; or ¾-yd. high-dump front-loader... rear scarifier, winch, backhoe, or hitch.

Fast-rolling fork lift — Model 430, powered by 35 hp Dynaclone diesel or 37.5 hp gasoline engine, lifts 4000 lbs. to 15', 2500 lbs. to 21½'. Offers shuttle transmission and power-steer, std.; 18 mph travel speed.

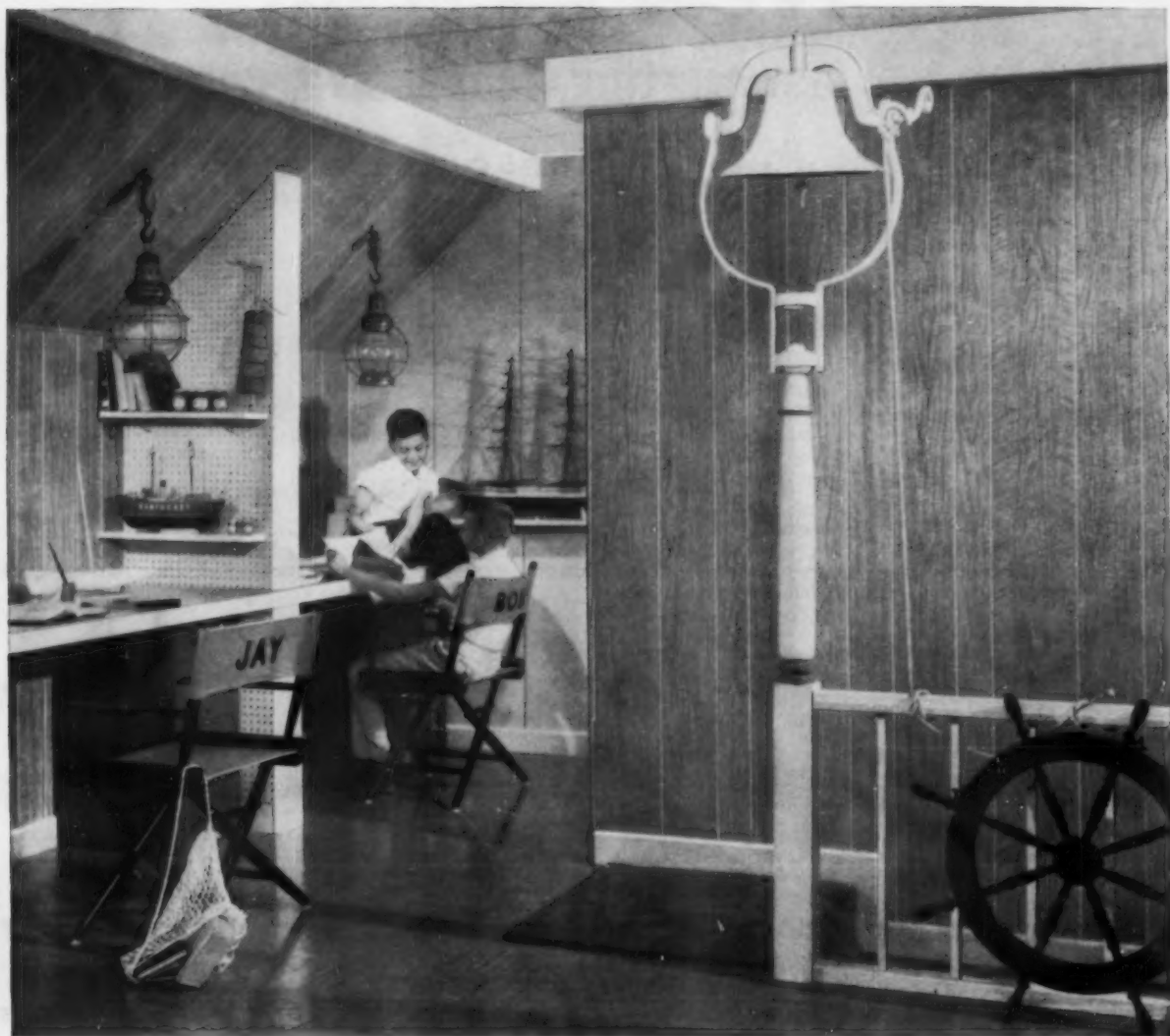


J. I. Case Co., Dept. L1400, Racine, Wis.

Send details on Case Utility machines: diesel-powered gas
 430 Wheel tractor Loader
 530 Wheel tractor with Backhoe Fork Lift
 310 Crawler tractor Dozers

CASE Utility

Name _____ Position _____
 Employed by _____ Address _____
 City _____ State _____



*Upstairs or down... there's plenty of room for
beautiful idea-interiors with Marlite RANDOM PLANK*

All through the home from basement to attic . . . from a remodeling job to an extensive new construction project . . . Marlite Random Plank adds extra luxury and value without adding extra cost!

Available in six exclusive Trendwood® finishes, this beautiful wash-and-wear paneling (16" wide, 8' long, 1/4" thick) gives any room the beautiful look of handsome hardwoods. Prefinished Marlite goes up over furring strips or existing walls with

ordinary carpenter tools, completes the job faster. With its high-heat baked melamine plastic finish, Marlite stays like new for years without special care. Resists stains, mars and dents; cleans with a damp cloth.

Get complete details from your building materials dealer, consult Sweet's File, or write Marlite Division of Masonite Corporation, Dept. 1103, Dover, Ohio.

Marlite® plastic-finished paneling

MARLITE BRAN
1925 No. Harle
3050 Leonis Bl

PATTERNED PANELS... A SURE WAY TO GET YOUR HOMES TALKED ABOUT...AND SOLD!



Patterned panels of exposed aggregate! For that unusual style that buyers look for today, decorative panels of precast concrete offer builders a profitable answer . . . a way to faster sales and a reputation for originality. As wall sections or accent units, exposed aggregate panels create a charm and richness. Aggregates, in a vast variety of sizes, shapes and hues, make possible any texture, pattern and color effect. In addition to durability, minimum upkeep and cost advantages, concrete offers builders so much that's new—from decorative panels to the newest in masonry. This is *living* concrete . . . for modern living!

For the newest in homes . . .

**LIVING
CONCRETE**

PORTLAND CEMENT ASSOCIATION

. . . a national organization to improve and extend the uses of concrete

Plan a
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Equipment for the winter

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cooling systems re-
same treatment as
cold weather arrives
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solution is advised for
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rating temperatures.

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Best means of keep-
out is to prevent con-
inside the fuel tank.
ible by filling the tank
at the end of each
Filling pushes out the
den air. Also, most

of the water that gets into the
system through other means can
be removed by draining off a
little fuel each morning. Some
diesels have a sump that traps
remaining water carried in the
fuel. Still, fuel filter housings
should be drained regularly to
prevent accumulated water from
freezing and possibly cracking
the housing.

Electric system

Winter becomes a good time to
check the entire electrical sys-
tem, beginning with the starting-
engine magneto. Batteries of
direct electric starting units
should get extra care. These
should be tested frequently and
charged whenever the power
drops below standard.

A discharged battery should

never be exposed to freezing
temperatures as the electrolyte
may freeze, breaking the battery.
A strong battery is especially im-
portant in cold weather since its
cranking ability drops quickly
during freezing while the "drag"
or inherent engine resistance in-
creases rapidly. This means the
battery has less energy to do a
more difficult job.

Air cleaner

Oil-type air cleaners should
receive even more careful atten-
tion during cold weather. As
temperatures drop, oil in the
air-cleaner cup may have to be
changed to SAE 10 weight in
order to be carried up into the
screens. The efficiency of the
cleaner drops considerably if
the oil does not reach screen.

Lines to prevent leaks



COOLING system for leaks after antifreeze
added. Then run the engine for a few minutes
at normal operating temperature.

Ready tires for winter work



THOROUGHLY CHECK tires before putting machine
through a winter's operation. For storage, rubber-tired
units should be blocked up. Otherwise, maintain pressure.

from JOHN DEERE...

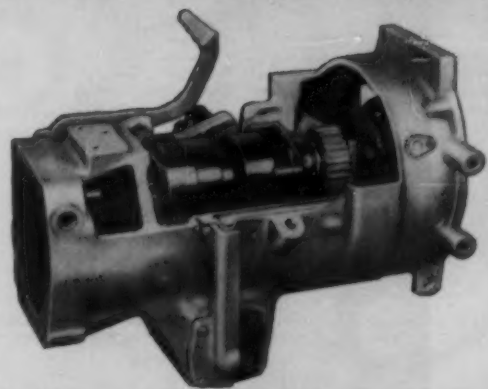
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Direction Reverser
with Wet Clutch
Speeds TEN-TEN
Loading!**



...no shifting or clutching required to back away from bank and head for the bank! Hydraulically controlled direction reverser with big-capacity wet clutch for extra strength, speeds cycles, helps increase daily yardage with the new John Deere TEN-TEN Crawler-Loader.

...single operating lever controls all movements of lift arms and bucket. Self-leveling 3/4-yard bucket with roll-back of 40 degrees, developing 8500 pounds of lift. Full-height lift capacity is 4000 pounds, and ground clearance tops eight feet.

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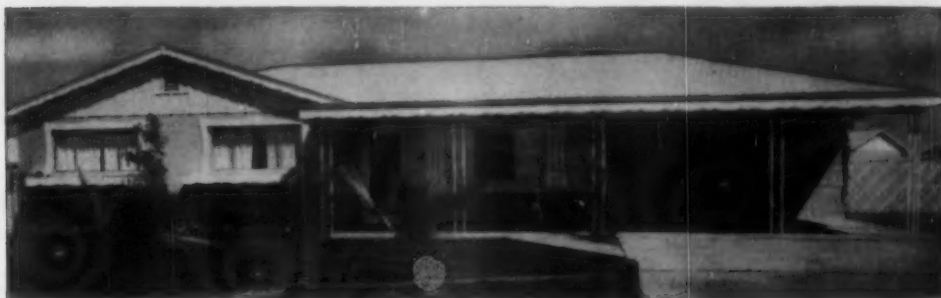


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extras such as
mirror doors give us a big selling edge,"

Phoenix, Arizona is having its own population explosion. In 11 years it has grown from 100,000 to more than half a million, with nearly 1,000 new citizens moving in every week. There's a tremendous market for new homes, one of the most competitive in the country. And one of the most successful home builders in burgeoning Phoenix is 38-year-old Ralph Staggs, President, Staggs-Bilt Homes.



"In Phoenix, extras sell homes," he says. "One of our most popular extras, especially with the women, is the sliding mirror closet door." In his homes, Mr. Staggs installs two PPG HIGH-FIDELITY Mirrors in the closet opening, mounted in metal frames to slide on a recessed track. When both doors are closed, the two HIGH-FIDELITY Mirrors form the equivalent of several full-length door mirrors. "Details like these dress up a bedroom, impress buyers, and make homes easier to sell," says Mr. Staggs.

PPG HIGH-FIDELITY Mirrors are available in a wide variety of sizes and shapes. For further information on how they can help *you* sell more homes, write Pittsburgh Plate Glass Company, Room 0195, 632 Fort Duquesne Blvd., Pittsburgh 22, Pennsylvania.



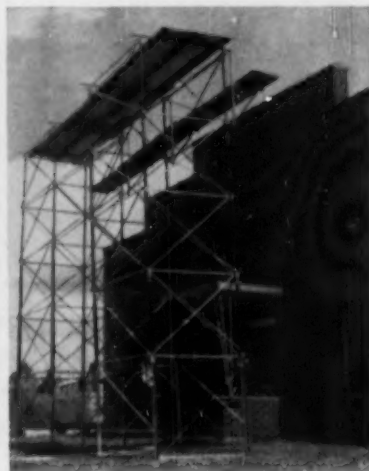
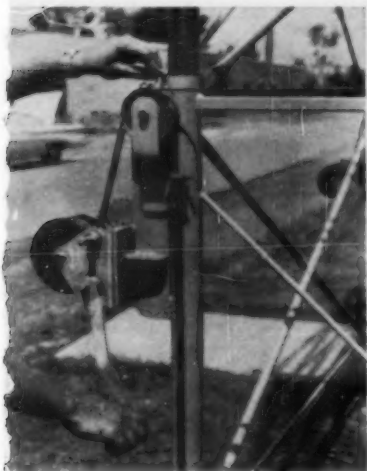
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BUILDING WITH BRAINS



New winch-operated scaffold ups production

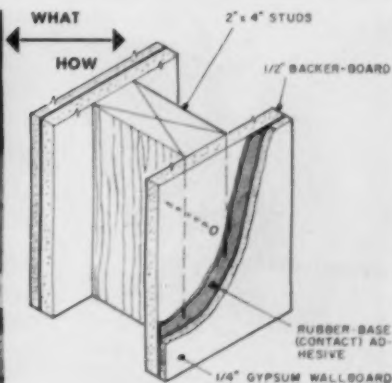
PICTURED ABOVE is a new telescoping scaffold that may increase a mason's production up to 15%. It's called E-Z-Up.

Unlike other scaffolds, which are built-up in 4-ft. increments, E-Z-Up

is raised and lowered by a hand winch (top, left). Workmen can start at a height of 4 ft. and continue working, without getting off or removing their materials, to a height of 20 ft. (shoe level). And, since the scaffold is

raised gradually, they do their work with much less uncomfortable stooping.

E-Z-Up is manufactured by the MAC Equipment Co., 728 Utility St., Greensboro, N.C. Price: \$675.



Improved drywall lamination gives nail-free surface

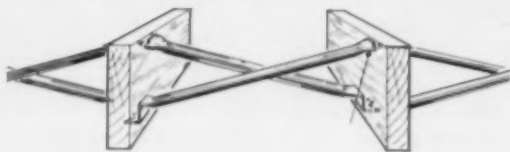
HERE'S A NEW WAY to laminate drywall that: (1) gives a nail-free surface; (2) gives a truer plane than other laminating methods; (3) has excellent acoustical qualities; and (4) is competitive with wetwall applications of similar thickness. The system is being

used in the Lynwood housing development, Wheaton, Ill. It employs a base layer of 1/2-in. backerboard that is nailed to the studs. Contact cement is applied to the backerboard and the face layer, which is then put in place and tapped with a rubber mallet.



Metal bridging knocks almost an hour from builder's schedule

PANITZ CONSTRUCTION Co., Baltimore, can bridge an 18x32-ft. floor in 15 minutes, instead of the hour such a job normally takes. And they do it with unskilled labor. Their secret? TECO's Fas-Lok metal bridging, which is quickly installed without nails by a couple of blows from a hammer.



Spray gun applies heavy texture to drywall ceilings

THE SPRAY METHOD of applying heavy-textured coatings to drywall ceilings is widely used on the West Coast, but rare in other areas. This workman is spraying a mixture of heavy-body texture paint and vermiculite in Bellaire subdivision, Los Angeles. Drywall contractor on the job is Dry-wall, Inc., of Portland, Oregon.



Gypsum board converts rough masonry wall to smooth partition

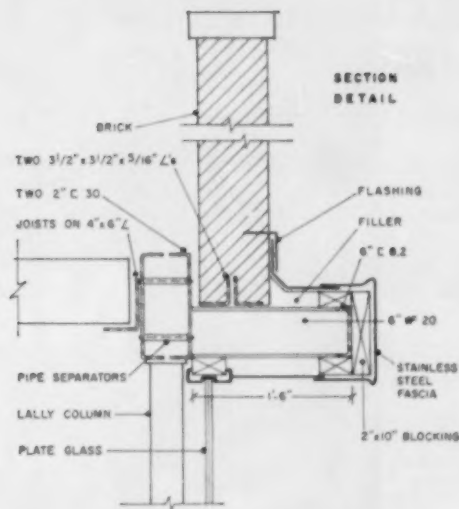
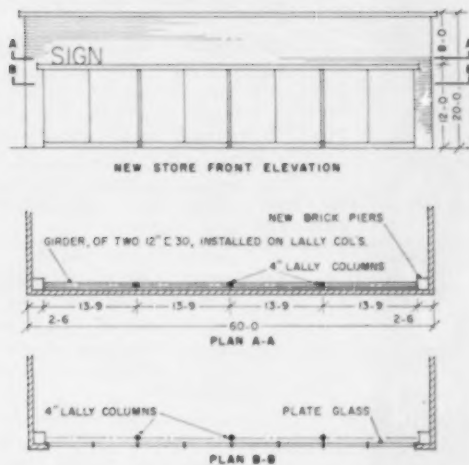
HERE'S A NEAT WAY to transform exterior masonry walls to interior partitions, on above-grade room additions. Paul W. Scholtz, Clarendon Hills, Ill., applies ½-in. ribbons of embedding type joint cement, 12 in. apart, to the reverse side of gypsum board. He applies the board to the wall, braces it at abutting long edges for 24 hours.



Contractor uses drywall joint cement to promote quality image

EDWARD KAY, owner of Atlanta Drywall Co. stresses quality in his merchandising. To help fulfill this promise, he employs a special two-man crew that covers all ceiling surfaces with drywall joint cement, using long-handled roller and scraper. This operation gives a perfect painting surface, allows sanding of any rough spots that occur.

Remodeling idea for store front



QUESTION:

I'd like to remodel an old brick building which has 8" walls, is 60' long, 20' high, 2 stories with flat roof. The building is to be made into a showroom.

How would you go about supporting upper brick work while installing steel lintels for 12" plate windows along entire lower story, front. Main floor is on wood joists, and there is no basement.

I'd appreciate any suggestions you might have for store front elevations.

Ernest Laird
Builder
Bowmanville, Ontario

ANSWER:

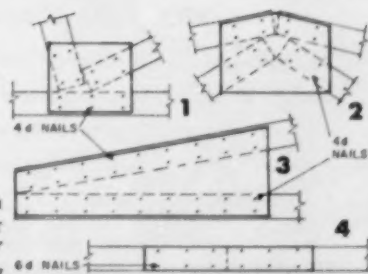
I suggest the following:

1. Erect new brick piers at each corner. Columns will carry 2—12" 30 lb. channels.
2. Cut out brick alternately as shown and install two 6" WF 20 beams 1'-6" long. Place two lintels 3 1/2" x 3 1/2" x 5/16" angles over beams and fasten. Do similarly alternately.
3. Close off ends of 6" WF 20 with 6" 8.2 lb. channel.

I have indicated a suggested elevation.

Prof. William Hornung
New York Institute of Technology

Design for a low-pitch roof truss



QUESTION:

Could you give me a sketch for a truss that has a 2 in 12 pitch and is capable of spanning 30'?

Could the truss be made with 2x4 rafters and ceiling joists? This span has some load bearing partitions under it, through the house, just a little off center.

Please include sketches of gusset plates.

George M. Schiller
Builder
St. Louis, Missouri

ANSWER:

The above truss has a 2 in 12 pitch and should be suitable for your purposes. It is designed to span 30' and can be used with the existing joists.

The partitions need not be used to carry any loads.

Additional details for gusset plates should simplify the carpentry problems you can expect to encounter.

The Editors
American Builder

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Ask the Experts
c/o American Builder
30 Church Street
New York 7, N. Y.

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ASK THE EXPERTS

(Continued from page 147)

How to screed without cutting vapor barrier

QUESTION: I would appreciate answers to the following:

1. How can you use a vapor barrier under a slab without punching holes in it when screed forms have to be used inside the foundation? The slab size is 41' x 49'.
2. Using a truss roof and putting up the four outside walls first then installing the trusses, what method can be used to get the top plate snug under the ceiling joists on the inside partitions?
3. In laying the finished floor on 2x4 sleepers, 12" o.c., do you recommend nailing the sleepers to the slab as well as laying them in mastic, and would you recommend laying the entire floor before putting up the inside partitions.

Robert H. Hemphill
Builder
Cleveland, Ohio



ANSWER:

We suggest you wire the screeds to the reinforcements. In removing the screeds, the tie wires should be cut and pushed into the concrete rather than pulled out, to avoid tearing the film. If the slab is not a reinforced slab you could still do it this way by laying a 2' or 3' wide piece of wire mesh under each screed.

2. We assume that you mean the trusses are closely spaced trusses and the bottom chords form the ceiling joists. We suggest that the fastest method would be to use shims. A better method, but a little slower, would be to cut the studs slightly longer than necessary and force them into place. This could be done by cutting the studs about 1/16" or 1/8" oversize, and requires careful measuring and cutting.

3. The sketch above shows usual

(Continued on page 150)



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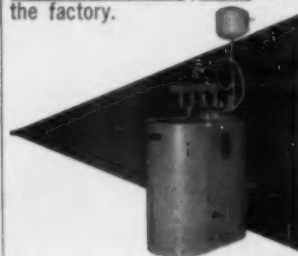
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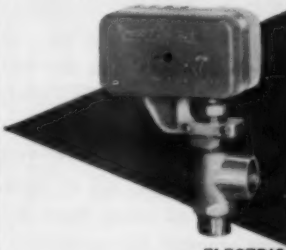


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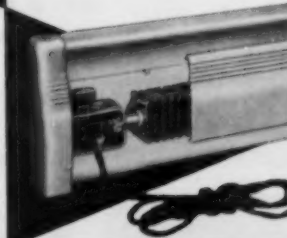


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ASK THE EXPERTS

(Continued from page 148)

method of setting floors on concrete. Installing the entire floor before putting in partitions would probably result in a much faster job.

George Kennedy
Structural Engineer
Chicago, Ill.

New siding improves looks of run-down housing

QUESTION: I have taken a contract for remodeling five wood-sheathed row houses. The siding on the houses is in good condition except for severe weathering.

The question is whether I must replace the siding entirely, or whether it is possible to apply new siding material directly over the old.

These houses, incidentally, are uninsulated, and my thinking is that if I apply new siding material, I may be able to create an insulated sandwich wall. Is this feasible? What sort of siding and insulating material would you suggest for this application. How should it be installed?

Tom O'Halloran
Builder
Menlo Park, Calif.

ANSWER: You can take the old siding off entirely, but this is probably not necessary if the wood is in good condition.

Aluminum siding, which can be nailed to insulating board, will solve the insulation problem that you present.

Lionel Levin, C.E.

Subcontractor's contract to guarantee job performance

QUESTION: I need a good subcontractor's contract to guarantee quality as well as completion date of the job. Anything along these lines will be appreciated.

Ernest Builders
Albert Lea, Minn.

ANSWER: Your best bet is to contact your local HBA for the type of form builders are using successfully in your area.

It's a good idea to check or (better still) have your lawyer check your state lien laws so that you'll know where you stand.

The Editors

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JOSEPH B. MASON, Editorial Director

Sworn to and subscribed before me this 3rd day of October, 1960.

ANN BITONDO, Notary Public
(My commission expires March 30, 1961)

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NOTED ARCHITECT John MacL. Johansen designed this unusual house that was built in Darien, Connecticut. It

Building contemporary: it takes

HERE IS A CONTEMPORARY house in which a new system of framing has been employed. It consists of five laminated wood bents in hollow rectangular shape, set 16' apart, from which the roof plane hangs and upon which the floor structure rests. The 9" thick bents rise 16' and span 50'. They rest on a native stone foundation, cantilevering 8' on either side. Top and bottom chords are composed of laminated boards and are 30" deep.

Ceiling beams are suspended from the laminated beams by joist hangers supported by 3x1½" channel iron running lengthwise under each laminated beam (Fig. 1). The channel iron is fastened to the laminated beam by means of bolts running through the entire thickness of the beam.

The floor joists, resting on the bottom chords of the laminated beams, span the 16' between bents (Fig. 2).

Roof purlins 3" x 3" running at right angles to the ceiling beams provide nailing for roof sheathing and roofing material (Fig. 3). At the same time they bring the roof sheathing on a plane with the bottom of the chord. A 45° saw cut running along both sides of the chord receives the roof flashing.

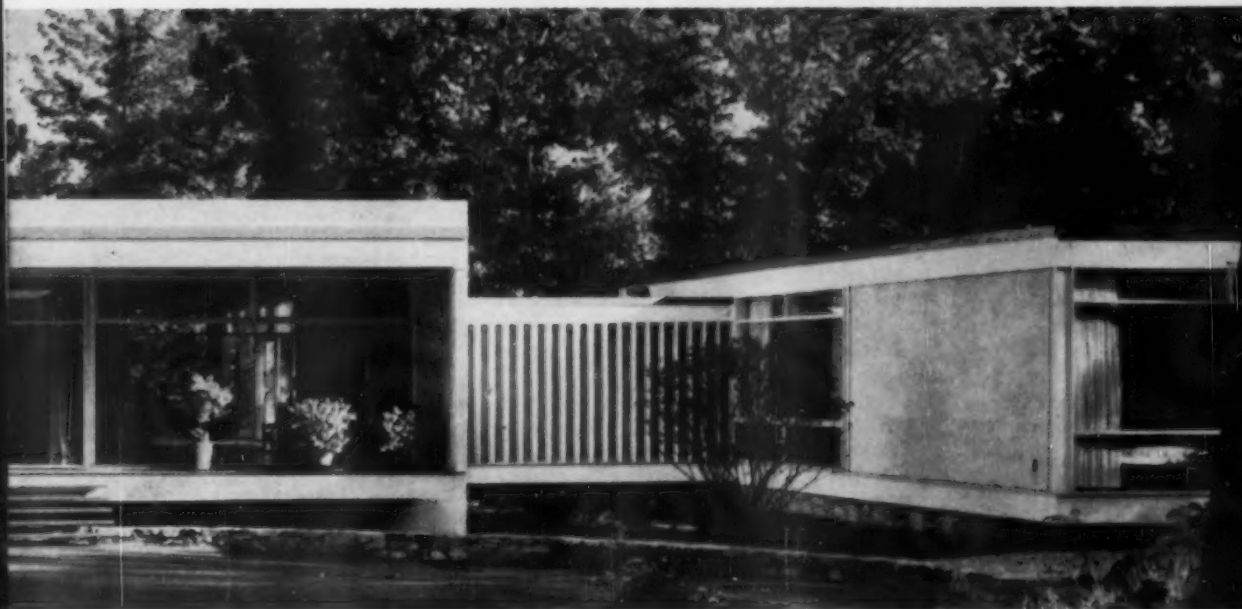
Instead of the conventional stud wall a new system of framing is used in this contemporary house, consisting of a number of milled sections, which, when in place will receive all doors, windows, glass and other wall panels. *This innovation is perhaps as important to easy construction of modern houses as the stud frame is to more traditional homes.*

This system of framing employs two standard milled sections cut from 2" x 8" No. 1 common lumber (Fig. 4). When the floor slab or platform is in place, strip A is placed around the outside edges of the floor in place of the usual shoe or sole

plate made of 2 x 4's. This provides the exterior bottom trim, with a drip and shadow line under the striated plywood panels used on the outside. It also provides the exterior door sills and at the same time the interior baseboard projecting above the finish floor.

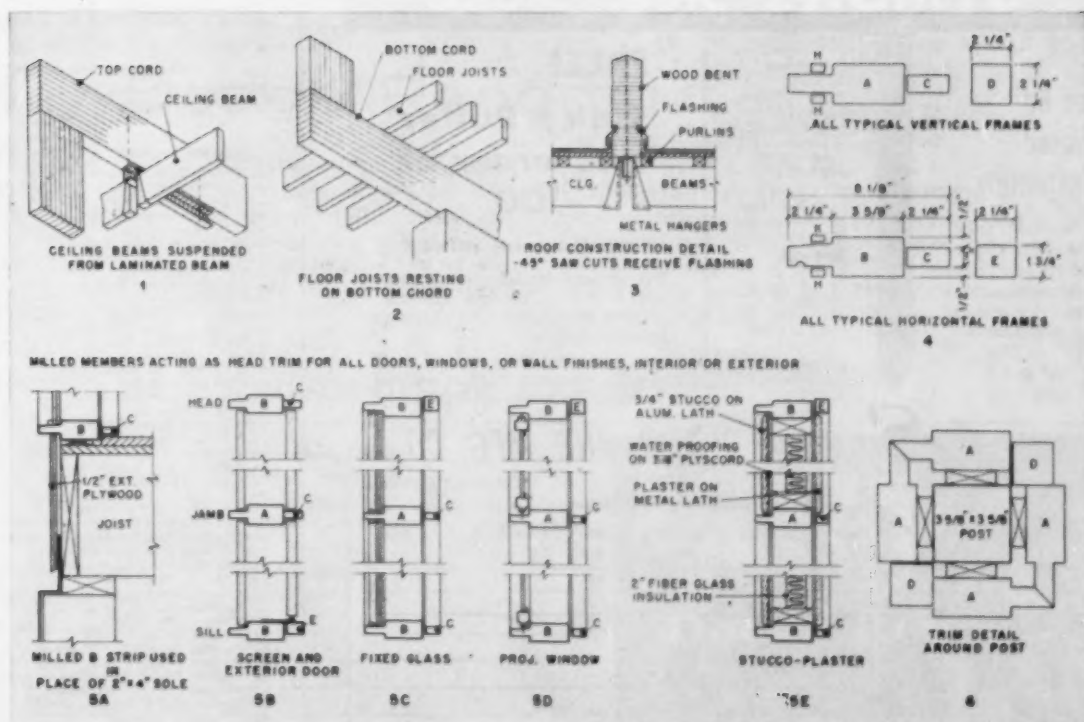
Vertical 4 x 4's widely spaced are capped by another A strip nailed directly on top of posts and acting as head trim for all doors, windows, or wall finishes, interior and exterior. All vertical members B serve as mullion and post casings, since the building on which these milled sections are used are ideally suited to the post and beam construction (Figs. 5a—5e).

Figure 6 shows the relationship of vertical frame members to rough framing and to each other. This will meet all conditions throughout this building, such as the solid stud wall, fixed glass, openings for windows and exterior and interior doors.



employs an unusual framing system that's based on a series of heavy wood bents (see below).

unusual details like these



NOVEL FRAMING METHOD replaces 2x4 studs with milled 2x8's that receive all doors, windows, and panels.

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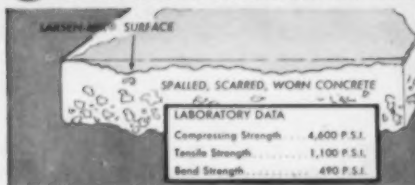
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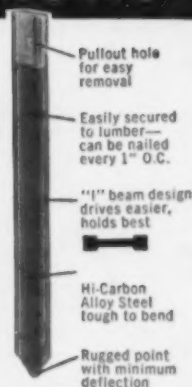


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	12"	\$1.00	
	18"	1.10	
	24"	1.20	

Quantity	Size	Price Each	Total Price
	30"	\$1.30	
	36"	1.45	
	42"	1.60	

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BLUEPRINT HOUSE

(Continued from page 72)

2500# Conc. Chimney Foundations	13 C
2500# Conc. Chimney Foundations Forms	18 S
2500# Conc. Foundation Walls	135 C
2500# Conc. Foundation Walls Forms	530 S
2500# Conc. 8"-d.x18" Post Piers & Forms	2 U
2500# Conc. Floor Haunches	15 C
2500# Conc. Floor Haunches Forms	60 S
2500# Conc. 4" Porch Slab O.G.	75 S
2500# Conc. 4" Terrace Slab O.G.	80 S
2500# Conc. 4" Storage Slab O.G.	30 S
Monolithic Storage Finish	30 S
Monolithic Porch & Terr. Float Finish	155 S
Carb. & Grout. Expos. Conc. Rubbing	110 S
Plastic Film Crawl Space Isolation	1,145 S
Kraft Paper Floor Prot. & Curing	185 S
P.C. Conc. 12x18x3" Spl. Blocks	5 U
Trade Items Set-In	Sum

—BRICK & STONE CONSTRUCTION & FACINGS—

Common Brick Chimney Construction	80 C
Fire Brick 4" F.P. Floor Paving	5 S
Fire Brick 4" F.P. Wall Veneer	15 S
Stone 4" Chimney Facing	120 S
Stone 4" Fireplace Facing	15 S
Stone 4" Ext. Wall Facing	100 S
Stone 5x2" Fireplace Mantle	6 L
Stone 2" Fireplace Hearth	10 S
Slate 1" Floor Paving	60 S
Vitr. T.C. 10x18" Flue Lining	12 L
Acid & Mort. Stone Clean & Point	250 S
Acid & Mort. Expos. Brick Clean & Point	20 S
3x3x1/2" Sil. Fireplace Lintel	5 L
Cast Iron Fireplace Damper & Acc.	1 U
Trade Items Built-In	Sum

—GYPSUM WALL BOARDING—

Gypsum 1/2" T.J. Wall Boarding	2,325 S
Gypsum & Al. Foil 1/2" T.J. Ceiling Boarding	1,110 S
Gypsum 1/2" Wall Lining	80 S
Metal Corner Beads	150 L

—CERAMIC & PLASTIC FLOOR & WALL TILING—

Ceramic Floor Tiling	35 S
Ceramic Wall Tiling	15 S
Plastic Wall Tiling	50 S

—METAL BATHROOM ACCESSORIES—

1/4" Pol. Pl. Gl. 4'6x4' Vanity Mirror & Acc.	1 U
Chrome Metal Toilet Paper Holder	1 U
Chrome Metal Tumb. & Brush Holder	1 U
Chrome Metal 24" Towel Bars	2 U
Chrome & Fabric 5' Shower Rod & Curtain	1 U

—OAK FINISHED FLOORING—

Oak 1/2" Finish Flooring	675 S
Machine Floor Sanding	675 S

—LUMBER FRAMING & CONSTRUCTION—

4x12" D35 Fir Roof Beam	45 L
4x8" Fir Structural Posts	15 L
4x6" Fir Structural Posts	5 L
4x4" D45 Fir Structural Posts	45 L
4x4" Fir Structural Posts	25 L
3x10" Fir 4" o.c. Floor Joists	255 L
2-2x6" Fir Ext. Wall Plate	175 L
2-2x6" Fir Door Lintels	25 L
2-2x6" D35 Fir Roof Beam	5 L
2x6" Fir Valley Rafter	45 L
2x6" Fir Wall Bolt, Plate	165 L
2x6" T&G Fir Floor Planking	1,145 S
2-2x4" Fir Partition Plate	145 L
2-2x4" Fir Door Lintels	40 L
2x4" Fir Wall Bolt, Plate	15 L
2x4" Fir Ext. Wall Sill	160 L
2x4" Fir Ext. Wall Subplate	175 L
2x4" Fir Partition Sill	110 L
2x4" Fir Door & Wind. Bucks	345 L
2x4" Fir Roof Rake Block.	80 L
2x4" Fir Roof Gable Block.	65 L
2x4" D15 Fir Roof Truss Bridg.	135 L
2x4" D45 Fir Carport Scrn. Rails	70 L
2x4" Fir 16" o.c. Part. Studs	1,140 L
2x4" Fir 16" Ext. Wall Studs	1,325 L
2x4" Fir Roof Truss Bolt, Chord	790 L
2x4" Fir Roof Truss Top Chord	1,015 L
2x4" Fir Roof Truss Struts & Braces	505 L
2x2" Fir Roof Truss Gable Block.	65 L
1x6" T&G Fir Attic Catwalk	230 S
1x3" Fir Window Head Block.	15 L
1/2" Ext. Plyscord Roof Lining	1,990 S
1/2" Plyscord Floor Linne	290 S
1/4" Plyscord Ext. Wall Lining	1,200 S
1/4" Plywood 32x12" Truss Gussetts	144 U
1/4" Plywood 24x31/2" Truss Gussetts	72 U
1/4" Plywood 16x12" Truss Gussetts	72 U
1/4" Plywood 12x12" Truss Gussetts	144 U
1/4" Plywood 8x31/2" Truss Gussetts	144 U
Batt 2" Ceiling Insulation	1,145 S
Batt 2" Ext. Wall Insulation	920 S

(Continued on page 156)

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BLUEPRINT HOUSE

(Continued from page 154)

15# Felt Est. Wall Isolation	1,200 S
15# Felt Roof Isolation	1,990 S
210# Asphalt Roof Shingles	1,990 S
P.F. Alum. Ext. Wall Siding	1,020 S
Wood Misc. Furring & Grounds	Sum
Metal Structural Hardware	Sum

—WOOD EXT. & INT. MILLWORK—

1 1/2" Wh. Pine 3x7' Flu. Ext. Door, F&T	3 U
1 1/2" Wh. Pine 6x7' Gl. Slid. Door, F&T	1 U
1 1/2" B. Ven. 2'8x6'8 Fl. Int. Door, F&T	1 U
1 1/2" B. Ven. 2'6x6'8 Fl. Int. Door, F&T	3 U
1 1/2" B. Ven. 2'4x6'8 Fl. Int. Door, F&T	2 U
1 1/2" B. Ven. 1'8x6'8 Fl. Int. Door, F&T	1 U
1 1/2" B. Ven. 2'1'8x6'8 F. In. Door, F&T	1 U
1 1/2" B. Ven. 5'x6'8 F. Slid. Door, F&T	3 U
Wh. Pine Sash 2-4x6' Awning Window, F&T	2 U
Wh. Pine Sash 4x4' Awning Window, F&T	5 U
Wh. Pine Sash 2'6x3'6 Awning Window, F&T	2 U
Knotty Pine 1'6x2'4x3' Base Dr. Cab.	1 U
Knotty Pine 2'x2'4x3' Base Cab.	1 U
Knotty Pine 2'x2'4x3' Sink Cab.	1 U
Knotty Pine 2'x2'4x3' Dishwash. Cab.	1 U
Knotty Pine 2'x2'4x3' W. Htr. Cab.	1 U
Knotty Pine 3x2x3' Range Cab.	1 U
Knotty Pine 1'3x2'x3' Base Cab.	1 U
Knotty Pine 1'3x2'x3' Base Draw. Cab.	1 U
Knotty Pine 2'x2'x5'6 Oven Cab.	1 U
Knotty Pine 2'x2'6x1' Cell. Sus. Cab.	5 U
Knotty Pine 2x2x1' Cell. Sus. Cab.	1 U
Knotty Pine 3'6x2'1' Cell. Sus. Cab.	1 U
Knotty Pine 3'x1'6x1' Cell. Sus. Cab.	1 U
Birch & Ply. 4'6x1'8x2'7" E.R. Van. Cab.	1 U
Wh. Pine 1x12" Closet Shelving	45 L
Wh. Pine 1x6" Roof Rake	80 L
Wh. Pine 1x3" Shelf Cleats	60 L
Wh. Pine 1x2" Roof Molding	80 L
Wh. Pine 1x1" Roof Cove Molding	25 L
Wh. Pine 1x1" Soffit Cove Molding	15 L
Wh. Pine 1x3" Wall Base	200 L
1x12" Wh. Pine 36" Wl. Carport Screen	24 U
Wh. Pine 2x2" Dr. & Wd. Trim	85 L
Wh. Pine 22" Sq. Attic Scuttle	1 U
Redwood 4x4" Roof Gutter	115 L
Knotty Pine Inter. Wall Panels	190 S
3/4" Ext. Plyw. Exter. Wall Boarding	125 S
3/4" Ext. Plyw. Soffit Boarding	300 S
Metal Closet Poles & Acc.	25 L
Ogskum & Mast. Door & Wind. Calking	255 L
1/4" DSA Glass Door & Wind. Panes	230 S
Formica Counter Tops	45 S
Vinyl Floor Covering	290 S
Metal Finished Hardware	Sum

—METAL SHEET WORK—

16-oz. Copper 19" Ext. Wall Sill Flash	15 L
16-oz. Copper 12" Roof Valley Flash	40 L
16-oz. Copper 18" Chimney Stepped Flash	8 L
16-oz. Copper 3-"d. Roof Leaders	40 L

—PAINT EXT. & INT. FINISH—

Lead & Oil Ext. Millwork 3 Coats	1,000 S
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Lead & Oil Gypb. Ceiling 2 Coats	1,110 S
Lead & Oil Ext. Windows 3 Coats	200 S
Stn. & Varn. Int. Millwork 4 Coats	950 S
Stn. & Varn. Int. Windows 4 Coats	200 S
Satin Lac. Int. Millwork 3 Coats	850 S

—PLUMBING SYSTEM & FIXTURES—

Water Serv. Connect. & Piping	1 U
Sanitary Serv. Connect. & Piping	1 U
Hose Bibb, Connect. & Piping	2 U
Lavatory, Piping & Acc.	1 U
Bath Tub, Piping & Acc.	1 U
Wat. Closet, Piping & Acc.	1 U
Kitch. Sink, Piping & Acc.	1 U
Show, Head, Piping & Acc.	1 U
Dishwasher, Piping & Acc.	1 U
Elect. H.W. Htr., Piping & Acc.	1 U
Laund. Wash., Piping & Acc.	1 U

—ELECTRIC SYSTEM & FIXTURES—

Electric Service Connect.	1 U
Electric Service Panel & Switch	1 U
Electric Heating Syst. & Fixture	Sum
Telephone Service Connect.	1 U
H.W. Heater Connect. & Wiring	1 U
Dryer, Connect. & Wiring	1 U
Elec. Oven, Connect. & Wiring	1 U
Elec. Range, Connect. & Wiring	1 U
Sgls. Switch Outlets & Wiring	11 U
Convenience Outlets & Wiring	22 U
Power Outlets & Wiring	1 U
Light Outlets & Wiring	8 U
Telephone Outlets & Wiring	2 U
Elec. Exh. Fan Hood, Connect. & Wiring	1 U
Entr. P. But. Chimes & Wiring	1 U
Ceiling Fixtures & Bulbs	6 U
Wall Fixtures & Bulbs	2 U
Exterior Fixtures & Bulbs	2 U

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MONTH AHEAD

Market picture: dim, but not hopeless

A number of disturbing trends have recently come into sharper focus. First: quite a few Parades of Homes were postponed or curtailed for last month's National Home Week. Our editors have also found that many Southern and California cities, among others, have a large inventory of unsold houses on hand. Houston, Texas, in particular, represents a bleak spot on the building scene.

Some builders are way up

In criss-crossing the country during National Home Week, our editors uncovered a tendency among homebuyers "to wait and see." Some wanted to wait until the national election was over before committing themselves. Others are still finding money too tight. All in all, this adds up to a sluggish market, and many builders have in turn adopted a wait-and-see attitude.

But in every area AMERICAN BUILDER visited there was always at least one builder who was selling way ahead of the market. He usually featured a fresh, imaginative approach to his changing market. In contrast, his competitors seemed to be in the throes of a built-in recession.

You'll read about how they did it

One fast-selling builder on Long Island, New York, built a "piggy-back" or expansion ranch model. The model aroused so much interest while under construction that 37 houses were sold before it ever opened—despite an out-of-the-way location. Your interest will be aroused, too, when you get the full story on this house

and the operations of three other builders who outdistanced the field in their communities.

Flexibility is a vital factor

If one common denominator binds these men together in their success, we're sure it's flexibility. Without it, they could not have adjusted so well to the new market conditions. More than ever before, you must keep your operation flexible and your mind receptive to new ideas and techniques.

Do you know about the latest developments in wood-framing? A novel roof framing system is part of the Washington, D.C., house constructed by the Hoo-Hoo Club of the National Assn. of Lumber Manufacturers. This house demonstrates the unique uses of wood in modern construction. You'll get plenty of details in the December article, plus a roundup on paneling, flooring, siding, and decking.

Air conditioning can play a big role

Is air conditioning the next big must for homebuilders? That's the way it's beginning to shape up. It won't be the first time in the building field that an extra has gone on to become a household necessity. Modern air conditioning encompasses air cleaning, air movement, and temperature control, and our special report will give you design and merchandising tips you can't afford to miss.

Finally, don't overlook our story on major building material manufacturers who offer you component panels that are not part of a prefab package and do not entail on-site cutting. These are available through regular distribution channels.

IN JANUARY: American Builder's preview of 1961 products will feature:

- A compact roundup of more than 400 exciting products that will be on exhibit at the NAHB Convention in Chicago, January 29-February 2.
- These will be the best new products of more than 5,000 manufacturers.
- A selection of products that builders developed to meet their needs.

HOW TO BUILD ACCEPTANCE:

Your best prospects are included in the many millions who see steady Kentile advertising. The room below, which features Kentile Solid Vinyl Tile, appears in:

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- plus 16 other leading national magazines
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