

House & Home

THE MARKETING AND MANAGEMENT PUBLICATION OF THE HOUSING INDUSTRY

MAY 1967



15th annual marketing issue

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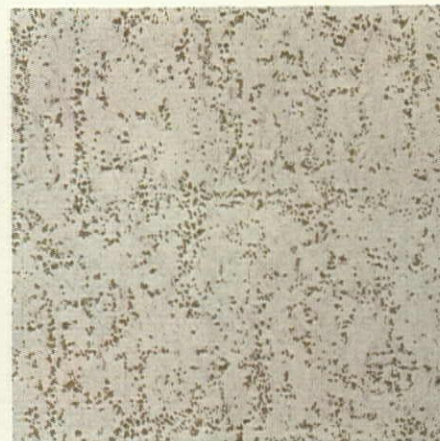
new embossed vinyl asbestos floor tile



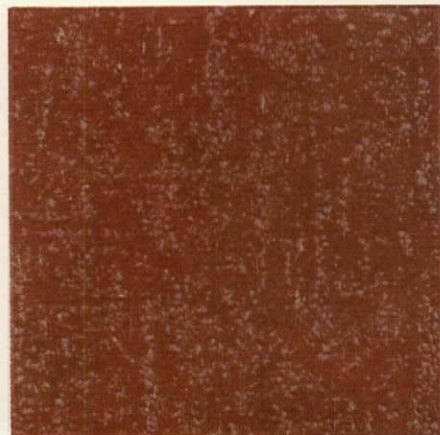
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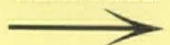
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SEE
NEXT PAGE



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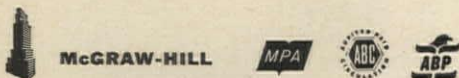
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House & Home

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VOL. 31 NO. 5

MAY 1967

EDITORIAL

Turning our backs on the cities won't solve their problems 85
New towns are hardly a panacea for urban growing pains. What's needed—and what makes sense—is better planning for our existing metropolitan areas

1967 MARKETING REPORT

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A report on the first four subdivisions under the controversial land-loans program finds developers face more problems with local officials than with FHA.

The Fed and top banks join Johnson's drive to spur housing 6
With FHA loans at par in California and the Fed now clearly on the side of easier money, housing becomes the key to reviving a flagging economy.

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Cover: Entrance to The Lake, a single-family project in Newark, Calif. Developer: Transamerica Development Co. Photo: Ricco-Mazzuchi.

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How to use standard millwork to create the custom-design look . . . For small apartment projects: design and planning ideas from AIA award winners



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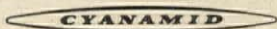
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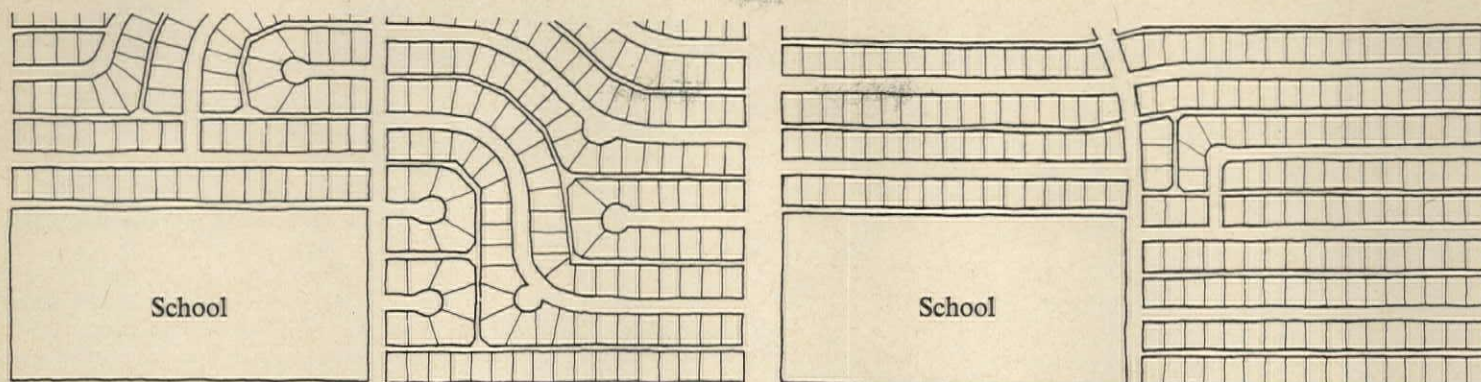
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BEFORE Midland, Tex., zoning commission got to work, FHA land experts' subdivision plan had cul-de-sacs and clusters that looked like this.

AFTER zoners revised plan to accommodate garbage trucks, the subdivision got a routine grid of streets and lots that will look like this.

FHA's land loans—still no brave new world in sight

The federal program that was to provide a spacious new look for that planners' wasteland called suburbia has produced no bold new breakthrough in land planning in its first 18 months.

Tradition and entrenched local officialdom continue as formidable foes of the reforms envisioned by the fathers of FHA land-loan legislation. The Title X program, passed in a burst of bright expectations (News, Sept. '65), gave the agency the right to insure loans for purchase or improvement.

Four sponsors in Midland, Tex., got one of the first Title X commitments. It was for a \$120,000 loan to develop the first 67 lots on 20 acres of a million-dollar project called Northtown Place.

Forward—and back. In the new spirit of hope and progress, FHA made trained engineers and land planners available, and the experts recommended a layout.

"Beautiful engineering," said President Robert F. Girdley of the Permian Basin Mortgage Co., one sponsor. "Winding streets and cul-de-sacs."

Enter Midland's seven planning and zoning committeemen. They simply could not understand, says Girdley, how cul-de-sacs could mean better land use.

Exit the experts, with their imaginative plan. The commissioners insisted on a conventional gridded street pattern "to facilitate access by garbage trucks and maintenance crews."

Says Girdley: "We sacrificed most of the glamour we had gone overboard to get."

The reversal required not only the preparation of a new plan but also its approval by FHA. Because the commission met on a leisurely once-a-week schedule, and sometimes not even that often if a quorum was lacking, nine weeks sped past before the sponsors could get approval to break ground.

The lesson, says Girdley: Get clearance by the city before applying to FHA.

Another example turned up in Vermont. Developer Reginald L. Muir had FHA approval for cement-asbestos sewer pipe in a 54-lot subdivision in the Burlington suburb of Essex Junction. But the town required cement-lined, cast-iron pipe, about which FHA had reservations. Muir's application was a year in processing, and the final

commitment for a \$188,000 loan included the town's cast-iron pipe.

Slow start. The FHA program stepped off slowly in a year of tight money. The first commitment—for \$1.4 million—was made with a fanfare of publicity for Chicago builder Morris Dreyfus. But it collapsed five months later when Dreyfus failed to post reserves required by FHA. Dreyfus sold out to Chicago's Felner Construction Co., which is now developing the 435-lot project near Elgin, Ill., with a combination of FHA 203b and conventional financing.

In 18 months FHA has committed for four loans totaling \$2.13 million and covering 634 acres. (In approximately the same time Metropolitan Life has lent \$15 million under its new land-loan program. (See p. 18.) Besides the Texas and Vermont projects, FHA is insuring a mortgage for \$226,000 on 88 lots (see box) near Fort Lauderdale, Fla., and a loan for \$1.6 million on a 435-lot project outside Salem, Ore. The Salemtowne project, a planned-

unit community for retirees, will consist initially of 450 homes at an investment of \$20 million. Landmark Enterprises spent two years preparing the plans under President Burton O. Ahlstrom, a management veteran of Del Webb's Sun Cities in Arizona, California and Florida.

Three more projects are about to go to commitment, and nine paid-up applications await commitment.

Financing. Most Title X lending has gone smoothly. Each deal is arranged on a lot-release basis, with an amount set off against the mortgage as a payoff when each lot is sold. The 1965 act permits terms up to seven years at 6% interest. The loan may not exceed the lesser of 1) the sum of 50% of the raw land value and 90% of improvement costs or 2) 75% of the total value after completion.

Savings banks took the Oregon loan, made for four years, and the Vermont mortgage, made for five. An insurance company, working through a mortgage banker, took the Texas deal for a three-year term on a four-point discount at the height of tight money. The discount today would be only one to two points.

Fort Lauderdale developer George B. Donaldson Jr. also paid four points for his 6% loan from the Miami National Bank, or a total of 10% in one year, but he says conventional financing would have cost more: 7% plus 3% in fees, or 10%, with the loan renewable each year and the 3% fee due with each renewal. The four points paid on the FHA loan were charged only once in the three-year term.

Praise for FHA. Processing took from four months on the Texas job to a year on the Vermont and Florida projects, but most developers praised FHA for doing its best in a strange new field. Donaldson was overjoyed when the Washington FHA's Richard Heidermann took personal charge of guiding the Fort Lauderdale development through the uncharted seas of agency paperwork. There were no standard forms for Title X, and FHA developed a set of papers from Donaldson's project.

"Great and wonderful and cooperative" is builder Carroll Grafa's description of FHA in Texas. He thinks processing time can be halved once the agency develops familiarity with Title X techniques.

PLOWING MONEY INTO LAND	
Development costs for 88 lots at Plantation Park 7th Addition, west of Fort Lauderdale, Fla.	
Grading	\$ 9,900
Water	24,966
Sewer	40,526
Storm drainage	5,200
Paving	19,200
Landscaping	4,020
Sewer hookup	4,400
Sidewalks	13,000
Survey	4,400
Job overhead	3,768
	129,380
Fees—	
Contractor and engineer, plus bond premium	18,260
	147,640
Carrying charges	9,084
Taxes	3,000
Insurance	50
FHA app. fee	339
FHA commitment fee	678
FHA mortgage ins.	4,520
Financing	4,520
Title & legal	7,350
Organization cost	1,000
	30,541
Development cost	\$178,181
Land appraised at	\$146,461
Developer used this formula for loan:	
50% of land appraisal (\$146,461)	= 73,230
90% of development cost (\$178,181)	= 160,362
	\$233,592
Making possible a loan of (Developer borrowed only \$226,000)	

Fed and top bank join President's drive to rally housing

Two of the nation's mightiest financial institutions, the Fed and the Bank of America, have swung dramatically behind President Johnson's drive to make housing a leader in an economic revival.

The Federal Reserve Board did it on April 6 by reducing from 4½% to 4% its discount rate on loans to member commercial banks. One calculated objective was to hasten a wide upsurge in new-house and apartment construction.

"That was certainly one consideration," Sherman J. Maisel, the Reserve Board governor most familiar with the housing industry, told HOUSE & HOME. "In the Administration's projections, and ours, the assumption of a strong upturn in the second half is based on a major revival in housing."

"This [rate reduction] represents an attempt to make that revival feasible."

The cut was the latest of several governmental actions taken since Jan. 1 to spur hesitant builders into action. The moves indicated the President had chosen housing to spur the economy (NEWS, Apr.).



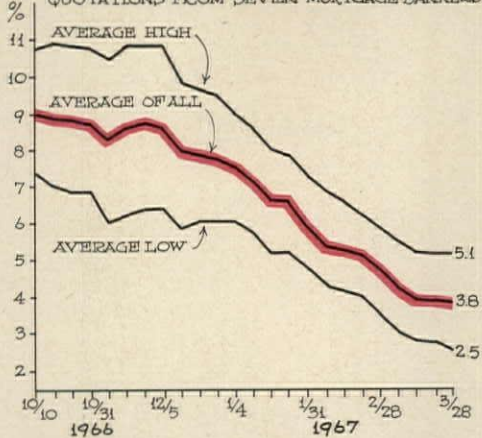
The Fed's decision came while discounts charged to builders on FHA-VA mortgages were in a steep decline (graph). It brought forecasts of further dips in discounts and prompted widespread predictions that FHA would reduce the basic 6% interest charged to buyers on new-house mortgages. Yields in the national secondary market dived to 5.75-5.89%, and prices rose to 98-99.

The drama in California. The Fed acted only a fortnight after the Bank of America, the world's largest, jolted the national secondary market by offering builders 100 cents on the dollar for 6% FHA-VA loans throughout California, a state that normally produces one fifth of the nation's new houses and apartments. That was a spectacular 2½% more than the West Coast's going market and the bank's own price schedule. It was the first move to par by any major mortgage institution outside the conservative old money center of Boston.

The \$18-billion bank, by far the largest source of funds for home financing in California, also reduced its interest charge on conventional new-house mortgages—mortgaging's own prime rate—from 6½% to 6¼%. (It had cut to 6½% from 6¾% on March 1).

"The idea is to get 'em up and moving," said Charles E. McCarthy, the bank's vice president in charge of real estate loan development in California.

FHA & VA DISCOUNTS ST. LOUIS, MISSOURI
QUOTATIONS FROM SEVEN MORTGAGE BANKERS



DISCOUNT DECLINE on FHA-VA mortgages since credit eased in November is shown on chart prepared by top mortgage bankers in St. Louis.

"It should get building off dead center. It will permit more people to sell old homes and refinance. In short, it spells action."

The bank's primary hope was that the FHA would not reduce its 6% basic rate. "We have now eliminated point discounts," McCarthy emphasized. "If the government lowers its rate, we'll go back to points."

Bit of a bear pit. The bank's move left the California mortgage banking fraternity and numerous Eastern investors in a temporary state of numbed disbelief.

"What's he trying to do?" a New York savings banker grumbled. "It's far over the market."

There was even greater exasperation in California as the state's mortgage bankers

tried desperately to disregard the discount cut or to roll with the punch. General market discounts sank at least 1½ points, to a 1-to-2 range in Los Angeles and San Francisco, a paradoxical development that took the money-short West to discounts lower than those for much of the country (chart, below). When they collected their wits, several smaller and moderate-sized California mortgage companies posted new schedules that offered prices up through par on certain high-quality loans. The major houses tried to hold at 1-to-2.

Builder bonanza. But the builders liked things fine.

Residential starts in the West—and 80% of that was California—had risen by 33% from an annual rate of 129,000 units in October to 172,000 in February, but they were still far off the 229,000 pace of February, 1966. Builders had remained hesitant, partly in smug expectation that mortgage rates would ease further, and the Bank of America's action left them all looking like the wise men of the era of de-escalation.

The first reaction came in resales. "Reports from all segments—realtors, lenders, and FHA and VA—indicate an almost overnight response in the existing homes market," said President Barry Scherman of the Associated Home Builders of Greater East Bay.

"Residential real estate is really moving."

Two weeks after the bank's move, FHA's loan applications were running at 900 a week in the San Francisco area, up from 200 four months earlier.

HOMEBUILDERS' MORTGAGE MARKET QUOTATIONS

Reported to HOUSE & HOME in week ending April 14.

City	FHA Sec. 203b— Discount paid by builder Min.-Down* 30-year immed. w Private mkt.			FHA 207 Apts. Discount 5¼%	Conventional Loan Rates			Construction Loan Rates
	FNMA x y 6%	6% Trend	6% Trend		Comm. banks, Ins. Cos. 75%	Savings banks, S&Ls 80%	Savings banks, S&Ls Over 80%	
Atlanta	4	1½-2½	Down 1	a	6¼-6¾	6½-7	6¾-7¼	7+1
Boston	3	Par	Steady	a	6	6¼-6½	a	6-6½
Chicago	3½	2½-3½	Down ½	a	6¼	6½	6¾	6½+1½
Cleveland	3½	2-3	Down 1	a	6¼	6½	6½+1-2	6½+1-2
Dallas	4	1½-3	Down 1	a	6½	6½	7	7+1
Denver	4	1½-2	Down ½	a	6¼-6½	6¼-6½	6¾	6½-6¾+1-2
Detroit	3½	2½-3	Steady	9b	6-6¼	6½	6¾	6¾+1
Honolulu	4	3-4	Down ¼	a	6¾	7-7¼	a	6¾-7¼+1-2
Houston	4	2½-3	Down ¼	a	6¼-6½	6½-6¾	6¾	6¾-7+1½
Los Angeles	4	2	Down 1½	a	6-6½	6¼-6½	6½-7	6½-7+1-1½
Miami	4	3-4	Down ½	a	6¾	6¾	6¾-7	6¾
Minn.-St. Paul	3½	2-3	Down 1	8-9	6¼-6¾	6¼-6¾	6½-6¾	6¾
Newark	3	2-3	Down 1½	8-9	6+1	6+1	6+1-2	6¾+1-1½
New York	3	1	Steady	7½-8	6+1	6+1	6+2 ^b	6¾+1¼
Okla. City	4	2-4	Down 1	a	6¼-6¾	6¼-6¾+1	6½-6¾+1	6½-7+1½-2
Philadelphia	3	1-3	Down 1	a	6	6¼	6¾	6¾+1
San Fran.	4	1-2	Down 1½	a	6¼-6½	6½	6¾	6¾+1½
St. Louis	4	2-3	Down 1½	a	6¼-6½	6¼-6½+1	6¾+1	6½-6¾+1
Seattle	4	2-3	Down 1½	a	7	7	7	7+1½-2
Wash., D.C.	3½	2½-4	Down ¼	5-6	6+2-3 ^b	6+2-3 ^b	a	6¾+1-2

* Immediate covers loans for delivery up to three months, future covers loans for delivery in three to twelve months.

• Quotations refer to prices in metropolitan areas, discounts may run slightly higher in surrounding towns or rural zones.

• Quotations refer to houses of typical average local quality.

• 3% down on first \$15,000; 10% of next \$5,000; 25% of balance.

Footnotes: a—no activity. b—limited activity. c—Net yield to investor of 6% mortgage plus extra fees. w—for comparable VA loans also. x—FNMA pays ½ point more for loans with 10%. y—discounts quoted are net after seller pays ½% marketing fee and ¼% adjustment for stock purchase. Seller must pay 1% of mortgage for stock calculated in \$130 units, of which \$30 is contribution to FNMA capital and \$100 is for a share trading at about \$72.

Sources: Atlanta, Robert Tharpe, pres., Tharpe & Brooks Inc.; Boston, Robert Morgan, pres., Boston 5¢ Savings Bank; Chicago, Robert H. Pease, pres., Draper & Kramer Inc., and Robert H. Wilson,

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Would you believe it? These three kitchens have the same basic cabinets—new Tappan Designer Cabinets with slip-out door panels. Decor can be Mediterranean (above), Contemporary and Oriental (left and right below), or you-name-it.



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One-family houses lead homebuilding recovery as long lead time hobbles apartment builders

The volatility of housing-start figures so far this year is obscuring a steady recovery in one-family housing.

The graph at right tells the story: Contracts for single-family houses have risen each month since October while apartments are lagging near last year's lows. The graph is based on building contracts reported by F. W. Dodge Co., but a similar pattern emerges in Census Bureau reports of building permits.

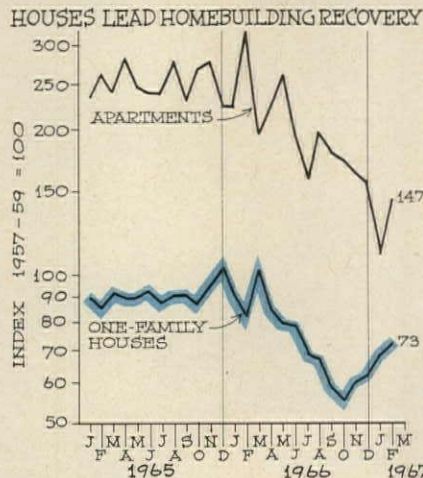
Economists now agree that the sharp upswing in January starts and the equally sharp drop in February, to an annual rate of 1,089,000 units, was almost entirely due to a single New York City apartment project, Freedom Village. Builders broke ground in January for 2,500 units, all of which were included in that month's Census count.

Actual one-family starts in February trailed year-earlier figures by only 8%, and the two-month totals were only 13% behind the hectic pace of early 1966.

Economists generally attribute this strong recovery to the relative rapidity with which one-family builders can acquire lots, re-assemble building crews and sales staffs and begin construction.

Still, a curious dichotomy appeared in mid-April, when mortgage bankers canvassed by HOUSE & HOME reported difficulty in finding builders to take loans.

But checks with leading builders found downpayments on new houses surprisingly strong in some areas. Alexander Construction, a National Homes dealer, took 300 deposits in three weeks on a 900-sq.-ft. house priced at \$13,995 and \$14,995 in



RIISING ONE-FAMILY STARTS still fall below 1957-59 while apartments hold above that level.

Romeoville, Ill.

"The best sales in seven or eight years," says sales manager Richard McCool, who estimates 75% of the depositors will actually become buyers. National Homes itself reported firm orders up sharply in the first week of April. And other builders agreed that orders being written now will soon boost one-family starts.

Apartment builders cannot shift direction so nimbly. The momentum of commitments kept apartment building at high levels for two months after houses had turned down last year (*graph*); now economists say it may be mid-year before apartment starts pick up appreciably (although March apartment contracts showed a sharp rebound).

What kind of units will the 'swingers' want?

Apartments and townhouses, says one vocal contingent in housing.

Small, one-family houses, replies another. With millions of dollars riding on which side can capture the business of the flood-tide of young people (*NEWS*, Apr.), housing's jackpot debate is sharpening this spring.

Chairman James R. Price of National Homes is the leading small-house proponent, and his company has just introduced two new models to make the point: an 800-sq.-ft. "Swinger" model and a 900-sq.-ft. "Lively One." Price argues that 60% of young adults will not go to college and that homebuilders must provide an alternative to \$125-monthly apartments or mobile homes. His packages, priced at \$8,800 and \$10,300 plus lot, hold monthly costs to the \$79-to-\$100 range.

But the package depends heavily upon cutting lot costs to \$1,500. That requires a density of about nine to the acre (or 46' x 80' lots), and Price says he has been forced to "evangelize" planning commissions to relax subdivision rules to these sizes. So far, a showpiece effort in National's home town of Lafayette, Ind., has

been held in abeyance by a local election. Elsewhere, sales results are promising.

Other home manufacturers are taking a broader approach: Kingsberry Homes of Chamblee, Ga., counts on fourplexes, duplexes and townhouses as well as a 900-sq.-ft. model to blanket the market. Pease Woodwork of Hamilton, Ohio, says townhouses and apartments will house many of the under-25 group. A Pease dealer in Cincinnati recently sampled his buyers and found most were in their late twenties or early thirties, and all were stretching to own houses just under \$20,000.

A similar view came last month from Donald Spear, market research manager for Owens-Corning Fiberglas. Spear pointed to unpublished Census Bureau reports showing the birth rate among mothers in the 20-to-24 age group down 24% since 1959, a far sharper drop than the general birth rate decline. His conclusion: "Fewer children per family or household or children born later in the family's life will create increasing demand for rentals."

Hence apartments will increase 47% in the next five years and average 790,000 units yearly through 1972, he predicts.

WASHINGTON WIRE

'Grantsmanship—hell'

"At the rate the executive and legislative branches are spinning off new pilot projects, launched with glowing promises of the wonders they will perform, the average local official is beginning to feel like an air traffic controller," observed a persistent critic of the "Feds" last month, Boston renewal chief Edward J. Logue.

"Grantsmanship is a minor growth industry and I say the hell with it."

Logue charged that all the bureaucratic busy-ness overlooked a simple remedy for slums: denying *absentee* landlords all depreciation until they prove their property meets local housing codes. "No matter how run-down the properties, no matter how miserable the housing, the slumlord may file his depreciation," asserted Logue. "Believe it or not, even in an old law tenement, he may take the accelerated basis."

Instead, said Logue, IRS should give generous depreciation and tax deductions to the owner-occupant of slum property. "He is the fellow we ought to encourage most and whom we now encourage least."

Score one for New York

New York City building inspectors have rejected Washington pleadings and denied occupancy certificates to tenements renovated by an experimental 48-hour method (*NEWS*, April). Inspectors had objected to a common flue used to connect heating systems in six plumbing cores stacked atop one another. Sponsors completed a full-scale renovation of a third building in 48 hours last month—using existing steam heat instead of gas.

Center-city ghettos

A new Census bulletin details the growing concentration of nonwhites in center cities: About 90% of nonwhite population growth from 1960 to 1966 occurred in center cities. Census said growth of nonwhite school-age children even outpaced the general population, and 29% of all center-city children are now nonwhite.

Vague PHA rules

Federal public housing officials have told local housing authorities not to locate any new public housing projects in Negro areas unless they can justify it. But the rules for justification are rubbery and vague. The new rule runs counter to local wishes in many big cities to confine public housing to predominantly Negro areas.

'Model city'

Atlanta's "model city" proposal suggests opening shops to sell low-priced materials and rehab know-how. The shops would be adjacent to test-tube rehab projects in six neighborhoods. Atlanta also suggests creation of an architects and builders council to offer home improvement counseling services and to serve "as a watchdog to see that fair remodeling costs are charged." Other model city proposals all suggest rehabilitation of housing rather than the bulldozer approach.

Stock housing plans

The American Institute of Architects may modify its traditional opposition to housing stock plans in the next year. Its design committee is reviewing AIA's policy on stock plans as a result of a recent fuss with U.S. Plywood-Champion Papers over an offer to send plans to builders. Joint AIA-NAHB seminars are possible.



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Top planners look at Houston's no-zoning (shudder) plan

Houston is the only major city in the nation without zoning controls. Traditionally, it has boasted that its land-use problems are no greater than in any city with zoning. And three times its citizens have rejected zoning proposals.

To planners and zoners everywhere, such claims have been automatically suspect, if not bordering on heresy. But time changes even zoners. Last month the American Society of Planning Officials, which for years looked upon Houston with a combination of horror and professional disdain, let curiosity overcome its distaste and staged its annual convention in Houston. The wary, first-hand look at a zoneless city was a response to recent pressure on planners to relieve zoning abuses and find ways to reconcile high-flown master plans with actual urban growth.

While the planners could not be expected to be won over wholeheartedly, the result was still a limited victory for Houston. The convention-goers listened skeptically to the broad-sketch speeches of Mayor Louie Welch and Chamber of Commerce head Marvin Hurley, and perked up when City Attorney William A. Olson explained the details of subdivision control. But their tours of the city gave them their strongest impressions by far. Many, seeing the city for the first time, admitted, "It's not as bad as we thought it would be." And, while remaining unconvinced, they found themselves agreeing that Houston did not differ appreciably from most cities with zoning ordinances.

Ax grinding. The city's officials did have one ax to grind in trying to convince the planners that absence of zoning doesn't mean the death of planning. Houston would like to get federal urban renewal funds but is ineligible because it lacks a zoning law. "It's an arbitrary requirement, almost a capricious requirement," complained Mayor Welch as he related the story of Houston's alternative to zoning.

As Attorney Olson put it in his Texan poetry: "Good or bad, right or wrong, Houston has reduced a dream to writing, modified that dream with reason and called it a plan, and has given it fruition."

Houston's partisans sang even louder the claim that the city has actually achieved the impossible by reconciling a master plan with free-play real estate development. These advocates attributed the city's phenomenal growth (it has tripled since World War II) directly to the absence of cumbersome zoning controls. Yet, they contended, this growth has been orderly for the most part because the city has a series of alternative controls which provide all the benefits of zoning with none of its evils.

Ending the guessing game. Houston builders and officials say five basic substitutes for zoning remove much guesswork from land development and building. Houston's major thoroughfare plan sets patterns for urban growth and determines land use, says developer J. S. (Mickey) Norman. By projecting its system of radial



NO ZONING in Houston permits service stations next to apartments. But after touring, planners admitted many other cities look the same.

and concentric freeways well beyond city limits and plotting a network of secondary and tertiary roads between them, the city has acquired jurisdiction over 2,005 square miles. Norman says development naturally follows the projected and completed roadway system; economics, not zoning, will dictate the segregation of commercial and industrial plants to the main arteries where business is, and will keep residential homes on the secondary routes. Carried to its extreme, this plan would create a decentralized city: many suburban communities, each ringed by a commercial base.

The planning department exercises initial control over subdivision plans by setting requirements for minimum lot size (5,000 sq. ft.), road widths, and positioning of roadways to conform with the completed or projected arterial system.

The absence of zoning eliminated an entire layer of governmental red tape through which builders normally have to plow. Houston HBA executive officer Robert Batten estimates it shaves 60 days to six months from a builder's planning and construction schedule.

And builder Pat Harness adds: "There's no uncertainty here in tying up money in land, and uncertainty means money to a builder elsewhere. He could get killed if the right zoning didn't happen to come through."

Developer Norman emphasizes that freedom from zoning gives a builder the freedom to create imaginative projects. Sums up Batten, "Zoning means stereotype."

And the availability of more than one site for any project, says Norman, also tends to keep the price of land lower than it would be in other rapidly growing cities.

Ending the graft. All builders and officials stress that Houston's method takes the politics, influence-peddling, bribery and corruption out of land development. One builder's experience in a nearby Texas city that does have zoning led him to conclude that residential zoning was being used as a weapon by that city's businessmen to limit commercial competition: When a prospect tried to buy into a busy com-

mercial street, the property was rezoned to residential to keep him out.

Related another builder wryly: "A high officer of a large firm came in one day to ask my opinion about how much it would cost to rezone a certain piece of property residential to keep out a competitor. And when a man of that caliber walks in wanting to know that, he's been down the road before." In Houston's eyes, corruption is endemic to zoning.

Are homes protected? Land use within subdivisions is regulated by private deed restrictions. These "protective covenants" specify size, type, number of buildings, and setbacks, as well as land use. They can be, and often are, enforced by community associations.

But officials several years ago discovered that deed restrictions in principal low-cost subdivisions were often not enforced or allowed to expire, either through laxity or ignorance. Alarmed, officials in 1965 assumed power to enforce these private contracts. And herein is the key to Houston's presently effective control of land use.

City Attorney Olson said that the city has acted in some 300 cases since 1965, is presently involved in 50, and has two attorneys on the job. About 80% of violations (day nurseries, beauty parlors, trailer courts, etc.) are terminated after a letter from city attorneys, he noted.

The city also works through its building department, cutting off the building permit when it learns a structure will violate deed restrictions.

These controls still do not fully solve the problem of insuring a compatible structure on terrain abutting the development. And Mayor Welch admitted that a builder should take this into account and buy a buffer zone around his subdivision.

Still, whatever the limitations of such informal controls, the builders themselves vastly prefer them to zoning regulations.

No-zoning elsewhere? Could such indirect controls over development be applicable to any other city? Yes, say the builders, providing the city is growing quickly, has room to expand outward and can superimpose a well-planned road network on its terrain.

The key, of course, is the city's right to enforce the privately contracted deed restrictions.

Even now, this right is bitterly debated in Houston and officials are by no means sure it will withstand the courts. Attorney Olson candidly predicted a challenge to the constitutionality of such action, since some take it to violate an 1874 state law forbidding the use of public powers for private gain, and since the city theoretically uses a defendant's own taxes in acting against him.

And so planners are waiting for an outcome. A State Supreme Court decision, if and when it comes, could have a decisive impact not only on Houston but on alternative measures to zoning throughout the country.

—MICHAEL BAYBAK

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Two more Florida land developers getting new money

A Palm Beach investor has bailed out the stricken Major Realty Corp., and a New York Stock Exchange company is negotiating to buy 25% of robust Canaveral International. Both development companies have their headquarters in Miami.

The new deals are the largest in the Florida development field since the Pennsylvania Railroad bought Arvida Corp. of Miami (NEWS, Sept. '65) and Westinghouse purchased Coral Ridge Properties of Fort Lauderdale (NEWS, April '66).

The rescuers got to Major Realty just in time. It had lost \$4 million in fiscal 1965 and \$221,000 in 1966 (May 31). President Theodore U. Delson had confessed in an annual report written in November that Major owed \$2.8 million on maturing bonds and had no money to pay. Three creditors were suing for another \$1.9 million they had lent to the corporation.

"The company is in serious jeopardy," Delson said. "At best, the situation appears highly uncertain."

Relief operation. Then veteran Palm Beach realty financier R. (for Royal) F. Raidle stepped into the breach. He paid \$261,250 for 43% of the 5,451,015 shares of stock outstanding, arranged a \$3-million



RAIDLE

	Revenues (000)		Net (000)	
	1966	1965	1966	1965
Equitable	\$16,739	14,523	1,886	2,008
Financial Federation	70,174	71,238	8,616	6,830
First Surety Corp.	8,075	8,194	99	450
Hawthorne Financial	5,473	5,179	883	1,128
Trans-Coast Investment	5,588	6,044	a1,490	a16,150
Union Financial	8,804	8,290	785	948

a—Net loss. Trans-Coast's \$16-million loss in 1965 includes \$15.7-million writedown on subsidiary Van Nuys S&L (see H&H August, 1966: How California Saved an S&L.)

bank loan and took over Major with new officers and six new directors.

Raidle closed his entire deal a scant three days before the bonds were due. He used \$2.3 million of the bank loan to pay down the bonds and retire high-interest mortgages and other debt. That left the company \$700,000 plus the \$260,000 that Raidle paid in for stock.

Raidle, who sold his highly successful Palm Beach realty brokerage to Royal American Industries in 1959, believes he can revive Major. He has sold off 15 of its 25 major parcels of Florida land, and he will concentrate on a prize asset, 2,500 acres between Orlando and the projected \$100-million Disney World amusement complex.

"I'm going to develop it," Raidle says, "probably as a residential and commercial project. It's just a tremendous opportunity

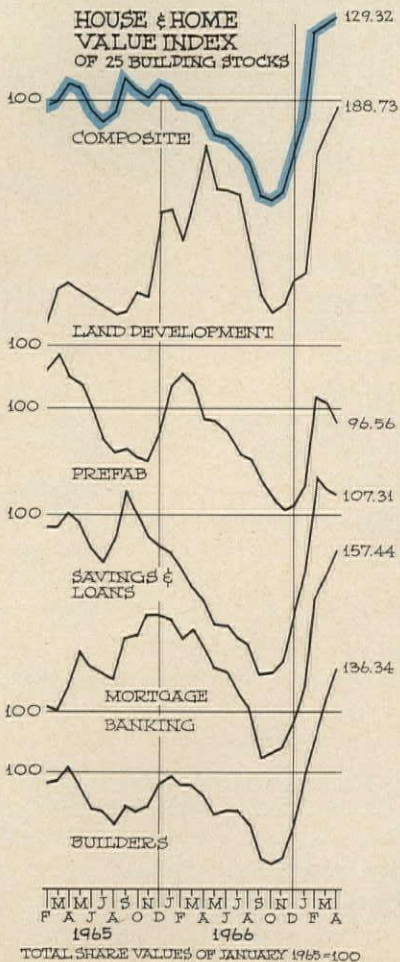
—a real, great chance. We want to get rid of our other properties and then get top dollar out of that."

Mystery purchaser. Canaveral International disclosed that a company identified only as being listed on the New York Stock Exchange was negotiating to buy 400,000 Canaveral shares. Chairman Henry Dubbin and his family own 800,000 shares, about 51% of the 1,565,081 shares listed on the American Exchange. The shares sold at \$11.75, a new high, the day of the announcement.

Besides developing land, Canaveral operates cargo ships along the Florida east coast and to the Caribbean. Its principal sales sites are Canaveral Acres, 40 miles southwest of Cape Kennedy and 32 miles from Orlando; Canaveral Groves, near Cape Kennedy, and Freeport Ridge on Grand Bahama Island.

Canaveral has just reached agreement in principal with a Bahama Island municipality to acquire 2,000 acres on Andros Island for \$4 million.

The company earned \$1.2 million on total income of \$3.7 million in fiscal 1966 (Sept. 30), an impressive gain from \$5,973 earned on \$2.8 million in the previous year. For the three months ended Dec. 31 its net was \$480,415 on income of \$1,222,675. It was the highest first quarter for income and net in Canaveral's seven-year history.



HOUSING'S STOCK PRICES

COMPANY	April 3 Bid/Close	Chng. Prev. Mon.	COMPANY	April 3 Bid/Close	Chng. Prev. Mon.	COMPANY	April 3 Bid/Close	Chng. Prev. Mon.
BUILDING			Trans World Fin. ^e	9½	- ¾	Gulf American ^b	10¼	+ 1½
Adler-Built Inc.	1/16	-1/16	Union Fin.	7	- ¼	Holly Corp. ^b	1¼	+ ½
Capital Bldg. (Can.)	55¢	+ 7¢	United Fin. Cal. ^a	11½	- ½	Horizon Land	5¼	+ ¾
Cons. Bldg. (Can.)	1.45		Wesco Fin. ^e	21¼	+ 2¼	Laguna Nig.	3¾	
Dev. Corp. Amer.	¾					Lake Arrowhead	6¼	+ 1
Edwards Inds.	1½	+ ¼	MORTGAGE BANKING			Major Rity.	65¢	+ 10¢
Eichler Homes ^b	1.05	+ 20¢	• Advance	7¾	+ ½	• McCulloch Oil ^b	14¼	+ 2½
First Hartford Rity.	6¼	+ ¾	Amer. Mort. Ins.	7	+ ¼	So. Rity. & Util. ^b	2¾ ^d	
First Nat. Rity. ^b	1½	+ ¾	• Associated Mtg.	3	+ ½	Sunasco ^e	12½	- ¾
Frouge.	3¾	+ ¼	Charter	3	+ ½	DIVERSIFIED COMPANIES		
• General Bldrs. ^b	3¾	+ ¼	• Colwell.	13½	+ 1¼	City Invest. ^e	65½	+ 6½
• Kaufman & Bd. ^b	23	+ 3½	• Cont. Mtg. Inv. ^e	34¾	+ 1¾	Rouse Co.	10¼	- 1¼
• Levitt ^b	24¾	+ 4¼	Cont. Mtg. Ins.	6¼	- 1¼	Tishman Rity. ^e	23½	+ ¾
Lou Lesser Ent. ^b	3¾	+ ¾	FNMA	73½	+ 2¼	MOBILE HOMES		
Lusk.	2¢		First Mtg. Inv.	17	- 1	Con Chem Co.	11½	- 1½
Nationwide Homes.	2		Kissell Mtg. ^b	4½	+ ¼	Divco-Wayne ^e	31¼	+ 2½
Pres. Real. A. ^b	9¼ ^d	- ¾	Lomas & Net. Fin. ^e	3	+ ¾	Guerdon ^b	5½	- ¾
Sproul Homes.	2½	+ 1¼	• MGIC ^b	42	+ 3¼	Redman Indus. ^b	6	+ ¼
U.S. Home & Dev.	1½	+ ½	Mortg. Assoc.	4¼	+ ¾	Skyline ^b	15½	- 2½
• Jim Walter ^e	28½	- ¾	Palomar Mtg.	2½	- ¼			
xDel. E. Webb ^e	4		Southeast Mtg. Inv.	4¾	- 1			
			United Imp. & Inv. ^b	3¾	- ½			
PREFABRICATION								
Admiral Homes.	½		LAND DEVELOPMENT					
Albee Homes.	1¼	- ¾	All-State Prop.	37¢	+ 6¢			
Continental Homes.	3¼	+ ¼	American Land.	1	+ ¾			
Inland Homes ^b	4½	- ½	• Am. Rity. & Pet. ^b	7	- ½			
• Modern Homes.	2½		Arvida.	7½	- ½			
xNatl. Homes A. ^w	3¾	- ¾	Atlantic Imp.	19½	+ ½			
• Scholz Homes.	4¼	+ ½	Canaveral Intl. ^b	10½	+ 1½			
Steel Crest Homes.	2½	+ ¼	Christiana O. ^b	3½	+ ¾			
• Swift Industries.	2¼	+ ¼	Cousins Props.	16	+ ½			
			Crawford.	3¼	+ 1¼			
S&Ls			Delfona Corp. ^b	12	+ ¼			
American Fin.	18	+ 1¾	Disc Inc.	1¼	- ½			
Calif. Fin. ^e	6½	- ¾	Fla. Palm-Aire.	2¼	+ ¾			
Empire Fin.	8½	- ½	Forest City Ent. ^b	5¼ ^d				
Equitable S&L.	17½	- ¾	Garden Land.	5½	+ 1½			
Far West Fin. ^e	9½	- 1	• Gen. Devel. ^b	8½	- ¾			
• Fin. Fed. ^e	21½	+ ¾						
• First Char. Fin. ^e	25½	+ ½						
First Fin. West.	6½	- ¼						
First Lincoln Fin.	8¾	- ½						
First Surety.	4½	- ½						
First West Fin. ^e	4	- 1½						
Gibraltar Fin. ^e	18	- ½						
• Great West. Fin. ^e	13¾	- ¾						
Hawthorne Fin.	7¼	- ¾						
• Imperial Corp. ^{ea}	8							
Lytton Fin. ^e	8	- 1						
Midwestern Fin. ^b	3½	- ¾						
Trans-Cst. Inv.	2½	- ½						

a—stock newly added to table. b—closing price ASE. c—closing price NYSE. d—not traded on date quoted. e—closing price MSE. h—closing price PCSE. k—not available. p—formerly Wallace Investments. q—formerly San Diego Imperial Corp. — Figures in HOUSE & HOME'S 25-stock value index. x—adjusted for 4-for-3 split. y—tender offer.

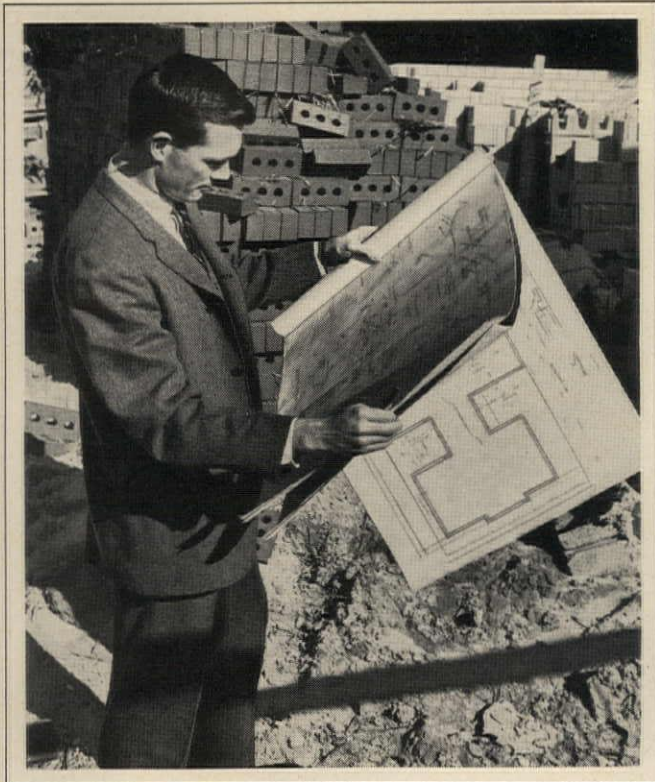
Sources: New York Hanseatic Corp., Gairdner & Co., National Assn. of Securities Dealers, Philip Beer of Russell & Saxe, American Stock Exchange, New York Stock Exchange, Midwest Stock Exchange, Pacific Coast Stock Exchange. Listings include only companies which derive a major part of their income from housing activity and are actively traded.

SHORT-TERM BUSINESS LOAN RATES

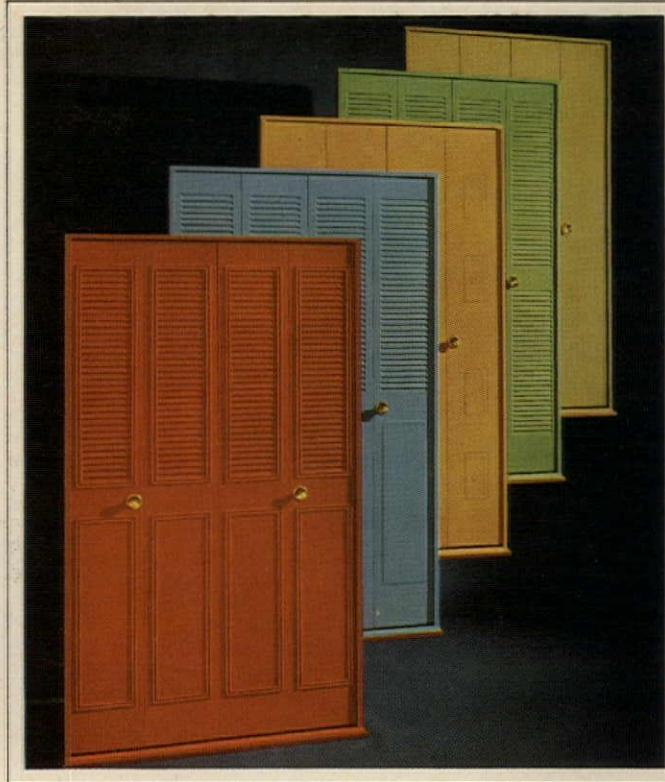
Percent interest and (net change) in year	7 other Northern & Eastern cities	11 Southern & Western cities
LOAN SIZE (000)	New York City	
\$11-10.....	6.60 (+ .86)	6.66 (+ .71)
\$10-100.....	6.56 (+ .97)	6.81 (+1.01)
\$100-200.....	6.38 (+1.04)	6.60 (+1.04)
\$200 and over.....	6.09 (+1.10)	6.27 (+1.08)

Source: Fed. Reserve Board, Dec. 1966.

NEWS continued on p. 16



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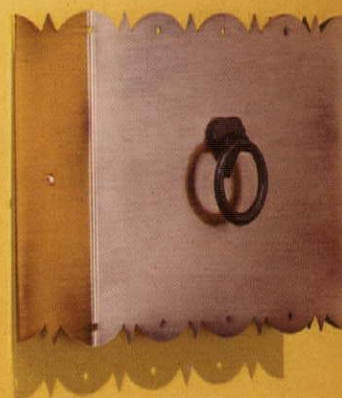
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Specter of U.S. building code spurs producers into new efforts to improve building methods

Behind the scenes in Washington, a new coalition of building-product manufacturers is forming quietly to squelch any serious talk of a federal building code.

Chances of a federal code, written and run by Uncle Sam, are absolutely nil, but this doesn't deter the manufacturers. They are old hands at descending like volunteer firemen on Washington to douse the recurring brush fire of code talk. This time, however, they're talking a brand-new line that could have a big impact on homebuilding technology. Their changed tune is matched by government officials, who are calling for an "energized partnership" between government and business.

Producer theme. The manufacturers' new attitude is dramatized by Roger Blough, U.S. Steel chairman who only five years ago squared off against the late President Kennedy in a public spat over steel price hikes. Says Blough now:

"The forces of government and private industry must work together in this effort [to solve urban problems] . . . The modes and moods of building will change. The methods of transportation and of erecting structures will, I believe, in much less than the span of a lifetime, resemble remarkably little of what we consider the best practice of this day."

Adding General Electric Chairman Gerald L. Phillippe: "The remedies we seek now must come through the creative joinder of public and private resources."

This new attitude is a major reason why top brass of the Housing & Urban Development Dept. is betting heavily that government-industry partnership will make an appreciable dent in the heretofore intractable problems of renovating cities.

Alliance of fear. The manufacturers' coalition is "glued" together by fear of federal intervention in local affairs—codes, zoning, taxation—and of federal involvement in construction and building research.

Adrenal glands started working after a report by the Advisory Commission on Intergovernmental Relations called for federal involvement in a unified building code.

The White House then set up a national commission to study the code situation. And even though this group has jettisoned the idea of code reform and become the Commission on Urban Affairs (headed by former Sen. Paul Douglas), the cloying fear persists.

Producers' response. The corporate lieutenants, and some of the trade associations through which they work, have chosen to remain behind the scenes in their countermoves. The U.S. Chamber of Commerce and its construction division, led by James Steiner, does most of the talking for them. Meanwhile, the Producers Council, largely dormant as a lobbyist until a year or so ago, has hired a full-time legislative watchdog. And an informal weekly luncheon of manufacturer-oriented trade associations (called the Tuesday Lunch Bunch) is drawing larger attendance.

The three sponsors* of competing "model" codes finally got close enough together to open a Washington office, headed by Paul Baseler, to defend the existing system. The new organization is known as the National Coordinating Council.

The American Standards Assn. changed its name (to United States of America Standards Institute) and is now worrying a bill through Congress to make sure it is designated the "official" standards-making group for international trade purposes. Support is gathering to resurrect the Building Research Advisory Board (BRAB) as the major research arm of Uncle Sam; and the private Building Research Institute is expected to combine its efforts with those of BRAB.

This flurry of activity is due in no small part to the awakened interest of U.S. Steel and other producers.

Private side. The anti-code drive has been pressed in private, too. HUD Secretary Robert Weaver has been wined and dined in U.S. Steel's permanent hotel suite so that he and Big Steel's leaders can figure out better ways to cooperate.

HUD Assistant Secretary Ralph Taylor has received the same treatment; Roger Blough feels Taylor's "model city" program is "one means of approaching the urban problem on the government side."

Just what tangible contributions to technology might come out of all this activity is uncertain.

U.S. Gypsum has developed some new processes and products and systems in renovating a New York City tenement. Fourteen major manufacturers—including U.S. Steel and leading plumbing-fixture, gypsum-board and lumber producers—have joined in a nonprofit research and development corporation to tackle slum rehabilitation under the aegis of Action-Housing Inc. in Pittsburgh. The group is rapidly becoming operational.

One likely outcome is envisioned by Action's Bernard Loshbaugh: "If business executives get interested, if they look at the archaic ways some things are done, they will start thinking about improving them."

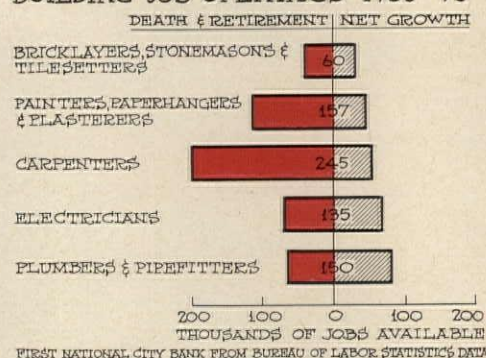
The heralded "systems engineering" capacity of industry will first be directed to transportation and pollution problems, plus renovation of existing dwellings.

For Big Steel, the new policy of cooperation with government is still uncomfortable, but to Washington observers it represents a significant beginning.

Just last month HUD Secretary Weaver helped break ground for U.S. Steel's new headquarters in Pittsburgh. The mere fact he was invited, note Washington insiders, represents quite a change in attitude by Big Steel toward a man who has been in charge of Washington's housing subsidies for the past six years.

*Building Officials Conference of America, International Conference of Building Officials, Southern Building Code Conference.

BUILDING JOB OPENINGS 1965-75



CARPENTERS will be building tradesmen most in demand through 1975, Labor Dept. estimates.

NAHB gets federal funds to train 1,000 carpenters

With a \$789,000 manpower grant, the homebuilders association will draw upon the unemployed for trainees to help fill the massive need for carpenters (graph). NAHB has brought Joe Miller, former Minneapolis homebuilder, to Washington to head the manpower quest.

Miller and a staff of three will help local homebuilder associations establish on-the-job (O-J-T) training programs. Miller's group is already working with six local associations, and will touch 17 states.

The problems, Miller has found, are immense. As with any government sponsored program, the mountains of red tape seem formidable, especially at first. But other industries, such as the tool and die makers, have successfully used similar federal manpower funds.

Two programs. Actually local builders can use two separate six-month programs. One is all O-J-T training, with six hours a week of classroom training by the builder. The other, called a "coupled" program, combines eight weeks of classroom training in local vocational schools with 18 weeks of O-J-T experience.

So far, Miller has avoided union problems by working with local associations in non-union areas. But in anticipation of union objections to bypassing apprentice plans, he has undertaken discussions with top union men in Washington.

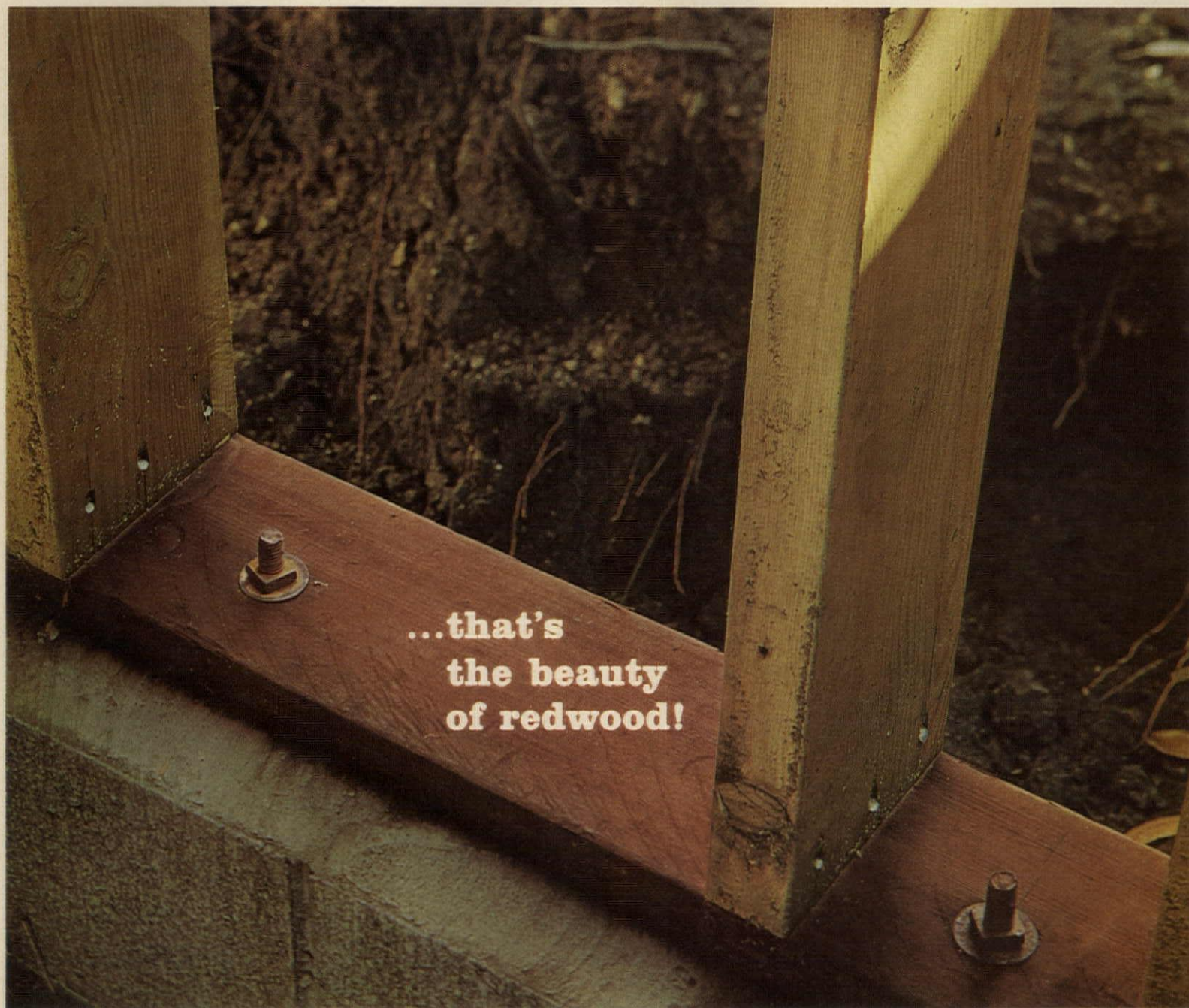
NAHB's program is directed toward carpenter-scarce areas, mostly the eastern states outside New England and the central states east of the Mississippi.

Problems, problems. Already some union problems have developed: The carpenters' union has squawked in one area; trainees are scarce in another.

And judging by the experience of other industries, these are only the beginning. For instance, the tool and die makers encountered allegations of discrimination in trainee selection, so a special battery of tests was developed to screen candidates.

The "coupled" program is required by law to operate through the local vocational education system unless its facilities are already crowded. This means working with local school boards and vocational teachers, some of whom resist the program as an encroachment.

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The new Metropolitan Life—and a big drive to aid housing

Jesse Ebert, Seattle

The ultra-conservative image fades, and the gray eminence of the American insurance community steps briskly onstage with a liberal program of lending innovations that are significant for the entire homebuilding industry.

The Metropolitan Life Insurance Co., \$23-billion strong, is no longer simply a buyer of mortgages.* It is making land loans, promoting joint ventures, issuing final takeout commitments and doing big volume in participation lending. It is also cooperating with materials producers in a new corporation to make 90% conventional loans nationwide.

The Met sees all this as part of a campaign among major corporations to build a stronger base of financing and management for an industry perennially beset by credit crises and a lack of businesslike leadership.

"Manufacturers and major corporations are moving into housing to stabilize the market, to provide funds and to assure cash flow," explains Vice President Henry D. Miller Jr. of the Met's residential and commercial mortgaging division.

Land loans. For 18 months the Met has been lending quietly for land purchases and improvements (streets, sewers, water facilities, wiring). It has placed \$15 million, and will expand that almost geometrically as opportunity develops.

Loans average from \$750,000 to \$1 million, and they have been closed in Washington, D. C., Maryland, Virginia, and the Detroit, Chicago and Seattle areas. An outstanding example of a going program is the 1,250-acre Kingsgate Highlands project in lush country east of Seattle's Lake Washington (photos). Several other loans are under consideration in California, but inflated acreage prices have delayed the program there.

Miller says terms are from three to five years at interest 1% to 1½% higher than area rates on 90% conventional home loans. That puts the land loans in the 7%-8½% bracket.

On-the-scene control. The program builds on the solid base of Met's nationwide correspondent network of 125 mortgage companies. Neither Met nor its correspondent demands equity in the builder's project, but Met requires the local mortgage company to take a purely nominal participation in the land loans in order to exercise supervision.

And, says Miller, Met sets reasonably stringent local requirements: "The loans are limited to sponsorship we know well, and there must be an orderly plan for early development. We will not finance land that will be held idle or that will be used for speculation."

The correspondents make or arrange the construction loan that follows land financing. When building begins, Met issues a commitment for the permanent loan take-out.

* Although it is buying at the rate of more than \$1 billion a year and has \$8.3 billion in its mortgage portfolio, 70% of it in house loans.



LAND DEVELOPMENT begins at Kingsgate, a Seattle development for 1,500 homes. Metropolitan Life makes 66% of \$1.9-billion land loans.



NEW HOUSES rise in \$17,500-\$26,150 range. In 18 months Kingsgate has produced \$7 million in mortgages. Met will get up to 85% of them.

Mortgage manufacturing. "The whole program is a vehicle to obtain mortgages," says Miller in an explanation reminiscent of financing pioneered by the titan of the savings and loan industry, California's Howard Fieldstead Ahmanson (NEWS, Oct. '63).

Ahmanson called it mortgage manufacturing when his \$2-billion Home S&L began financing all phases of a development for 30,000 persons in the Los Angeles suburb of West Covina four years ago. The technique has been used widely among S&L's, notably under the leadership of Vice President F. N. Howard of First Federal in Peoria, Ill., and by savings banks. Prudential and one or two other insurance companies have employed it, but it represents a new departure for Met.

"The program should ultimately produce mortgages in a total amount ten times that of the loans on the land," says Miller. Met will take single-family house loans, apartments and commercials, but it avoids condominiums.

Participation lending. Met has also been advancing money for first mortgages up to 75% in a 90% joint-loan package offered by the Weyerhaeuser Co. through 120 cooperating lumber dealers. The two-loan device has now developed into a combined 90% instrument with junior and senior participation and Met will lend \$50 million through its correspondents this year.

General Electric arranges similar 90% combination loans for its Gold and Bronze Medallion homes through the General Electric Credit Corp. (NEWS, May '65).

In contrast to the two proprietary plans is a new independent program that has brought a broad movement of major product manufacturers into housing finance. The program is 1) an effort to provide sound high-ratio financing for the housing industry, and 2) a retort to schemes to expand the government's mortgage-buying agency, the Federal National Mortgage Assn., into a secondary market for conventional loans (see p. 24).

Six-pack for piggy-back. Seven manufacturers have formed Home Capital Funds Inc. as a mortgage-finance company to provide loans up to 90% for housing costing up to \$40,000. Down payments will be only 10%. The companies are U.S. Plywood-Champion Papers, Andersen Corp., Armstrong Cork, Masonite, Kaiser Industries, Reynolds Metals and Flintkote.

The beauty of the plan lies in its consolidation of the old first and second mortgages in one 15-and-75% participation loan. Home Capital lends the top 15%, and Metropolitan becomes the first major insurance company to take 75% shares. Another participant is former FHA Commissioner Julian H. Zimmerman's Investors Diversified Services of Minneapolis, the first company to develop the twin-loan piggyback technique in the United States.

The company starts with \$2 million, but hopes to borrow 12 times that amount. It expects to lend on 7,000 new one-family houses within 18 months.

"This program will further emphasize the important role of private business in our housing economy," says U.S. Plywood's President Gene C. Brewer.

New era for housing—and Met? Brewer's idea of leading big, responsible companies deep into housing accords with the Met's thinking. The emergence of this aggressive new philosophy in high places may signal a new era of management for the homebuilding industry.

As for the new Met, its horizons in housing are virtually limitless. Miller confirms this from behind an enormous desk in an office high in the 99-year-old company's headquarters at No. 1 Madison Avenue, New York.

New towns?—"Well, no, but . . ." Joint venturing? "We certainly don't rule it out, and our correspondents are already doing it. We'll do anything that will help the housing industry and return a profit." Other plans? "Several!"

In short, if the new Met isn't doing it now, just wait a bit.—EDWIN W. ROCHON

NEWS continued on p. 21

Five convicted in first federal-rackets zoning trials

The cry of zoning bribery issued forth, and for months federal war drums rumbled along the Potomac. But, unlike conventional zoning bribery cases, it was a matter of Byzantine complexity with no precedents.

The matter developed last fall when the federal government, for the first time, ventured into a local bribery scandal. Perhaps the proximity of Fairfax County, Va., to Washington had something to do with it. At any rate, 15 prominent persons from Fairfax and the nation's capital were indicted in five cases of zoning bribery. Among them were builders, developers, planners, county supervisors, a zoning attorney and a former state senator.

Zoning bribery itself is strictly a matter for the state courts. But the defendants were brought to trial by the application of the Federal Racketeering Act (NEWS, Nov. '66)—not for bribery but on the technical charge of using and conspiring to use interstate facilities in pursuit of an illegal conspiracy.

To some observers it looked as if the federal government had strained the bounds of credulity to assert its authority. And, whether guilty or not, several persons were, in fact, acquitted because of inconclusive evidence that they had used "interstate facilities." A federal judge also threw one case out because the primary defendant,

former State Senator Andrew W. Clarke, was gravely ill and could not be brought to court. Two county planning officials went free as a result. Remarked federal Judge Walter E. Hoffman: "If a conspiracy existed, and I'm not for a minute saying that it did, Mr. Clarke apparently was the hub of the wheel. The spokes went out around him." He also added that Clarke's only trial would be "before a higher judge than I."

Found guilty. Not everyone got off free, however. Four developers—George and Seymour Faigen, Nathan Wechsler and Sigmund Goldblatt, partners in Trailer Court Ventures—have now been convicted of conspiracy to "use interstate facilities" in paying \$5,000 to two county supervisors for a trailer-court rezoning. And developer Isadore Parzow, partner in the well-known Washington firm of Juliano & Parzow, was found guilty of similar charges to pay \$5,250 in stock to a county supervisor for a shopping center rezoning. Each of the four trailer-court developers is appealing sentences running from 18 months to two years. Parzow has not been sentenced.

Acquitted were:

- Washington Builder Alan I. Kay, 32, who had been charged with "conspiracy" to pay \$5,000 for a rezoning.
- William C. Burrage, former Fairfax County planning chief, who had been

charged with "conspiring" to take \$27,000 in one case and \$1,500 in another.

- Herbert F. Schumann, former deputy planning chief, who had been indicted in connection with a \$10,000 bribe.

- Lytton H. Gibson, zoning attorney, acquitted in the two cases involving Kay and Burrage.

The trials are generally acknowledged to be an outgrowth of an Internal Revenue Service investigation into the finances of leading county figures. The 1961 Racketeering Act empowers the government to prosecute not only gangsters but also corrupt local administrators. The Justice Dept. cannot try them directly for bribery, but it can prosecute them indirectly for "conspiracies" involving interstate travel or use of such interstate facilities as the mails, banks or telephone lines. A Justice Dept. insider noted this was the first use of the law against local zoning officials.

Perplexing as the trials were, they did prove a source of enlightenment to at least one person. Said convicted County Supervisor John P. Parrish: "Many people are delighted to take you out to lunch and dinner and do many, many friendly things for you when you are on the board [of supervisors]. When you are off the board, as I am, now, you realize they aren't willing to do friendly things for you any more."

NEWS continued on p. 24

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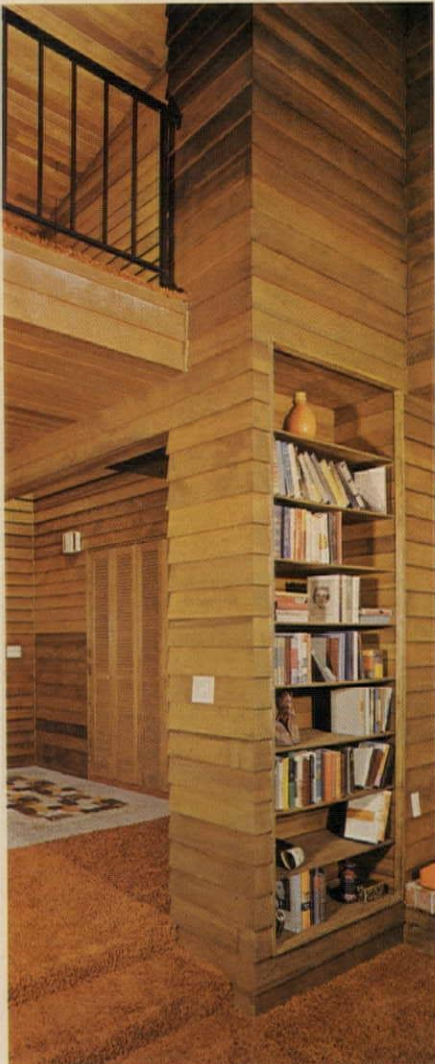
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Mortgage men lead housing's drive for pension-fund money

Virtually every segment of homebuilding joined a campaign to attract new mortgage money from pension funds when credit tightened last fall—and then promptly lost interest when credit eased.

Not so the Mortgage Bankers Assn. It has just advanced the drive with a soft-sell seminar for the investment managers of 60 pension funds representing \$80 billion. The session, expertly staged by Executive Vice President Dave Tolzmann of Chicago's McElvain Mortgage Co., brought 125 financial experts crowding into a private meeting room at the New York Hilton.

Why buy mortgages? MBA economist Oliver Jones had framed a context for the session with a warning to funds in *The Mortgage Banker* in January: "We have become increasingly concerned over the conservative approach to investment policy that threatens to block a large volume of the nation's savings from productive enterprise." His dismay stemmed from these facts:

- All funds, private and public, hold less than 10% of the \$225 in mortgage debt on one-to-four-family houses. Savings and loans hold 44%; insurance companies, commercial banks, and savings banks 14% each; and government agencies 4%.
- Private non-insured funds, the only funds whose mortgage holdings have shown any real growth—from 2.9% to 6% of assets in a decade—still have only \$3.8 billion in mortgages (compared to \$29 billion in stocks, \$27 billion in bonds).

So MBA President John Gilliland sweet-talked the funds at the seminar. He called them "the most ardently wooed sector of the investor market," and his speakers pressed the courtship with these points:

- Mortgages now offer you higher yields than any comparable investment and have equal safety, liquidity and simplicity.
- You don't need a central mortgage bank or a conventional-mortgage trading role for the Federal National Mortgage Assn. You have us.

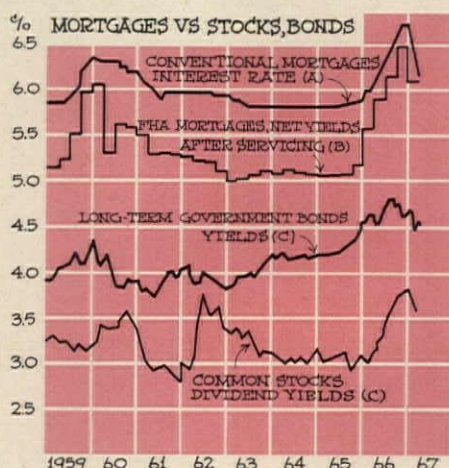
Higher yield. Director Ward Ashman of the Ohio School Retirement System told why half of his fund's \$180 million is in mortgages.

"The only reason we're in this field is that it's profitable," he said, and he opened the fund's investment record. The 5.064% average yield of its \$73 million in FHA mortgages was sixth highest on the list of 35 investment categories, including 18 classes of common stocks.* Overall yield on all stocks was only 4.24%.

Vice President James M. Lane of the Chase Manhattan Bank, which manages a score of the nation's most prestigious private pension funds, told the conference:

"We relate mortgages to deferred-call, double-A utility bonds. Mortgages yield 30 to 100 basis points over that bond."

*Railroad corporation obligations, rail equipment certificates, and auto, auto parts and metals stocks had higher yields.



a—first of each month. b—quarterly average, daily figures. c—monthly average, daily figures. Sources: Fed. Res. Bd., Huntoon, Paige & Co., New York.

Added Walter Nelson of the Eberhardt Co., a big Minneapolis mortgage banker:

"In buying FHAs, you are buying a government obligation, and it is producing a higher yield than any other government obligation." When Nelson spoke, the yield on FHAs in the national secondary market was steady at 6.02%, more than 150 basis points above the 4.46% on government long-term bonds of 1987-92. (For eight-year yield trends, see graph above.)

Senior Vice President Robert H. Pease of the Chicago mortgage banking house of Draper & Kramer cited the attraction of commercial loans:

"Net return today will be from 6% to 6.75%—after all fees. You will be investing \$100,000 to \$5 million, and not too many can do this. You need expert help."

PENSION FUNDS				
Mortgages vs. stocks and bonds				
Book value, end of 1965				
	Assets (billions)	Mortgages	Stocks	Bonds
Insured funds	27.3	38	6	44
Non-insured	58.1	6	42	44
All private	85.4			
State & local	33.6	11*	5*	28*
Government	40.0	0	0	100†
Total	159.0			
Book value, end of 1966				
Non-insured	64.0	6	45	42

* At midyear 1965.
† Approximate. "These funds are invested exclusively in U.S. Treasury obligations"—Business Conditions, Fed. Reserve Bank of Chicago, September 1966.

Safety and liquidity. Vice President Richard W. Baker Jr. of the New York Life Insurance Co. (with \$2.6 billion in mortgages) read the fund managers a virtual primer for safe mortgage lending.

"Start with a small amount in several areas," he counseled. "Widen as you widen experience. You will increase overall yield with a high degree of security."

Most speakers stressed the government guaranty that makes FHA mortgages as valid a risk as bonds. Pease emphasized liquidity:

"Mortgages today, particularly FHA-VAS, are every bit as liquid as bonds listed on the New York markets."

Stocks vs. mortgages. The seminar heard admonitions about over-investment in common stocks, but an observation by the Federal Reserve's Gov. Sherman Maisel provided the underlying warning:

"Experience of pension funds with stocks has been favorable," Maisel wrote recently. "On paper, capital gains have been large. But paper values can decline with a falling market . . ."

"A still more important question has not been examined at all carefully . . . How much of the rise in the price of stocks owned by institutions can be attributed to the fact that these institutions have directed a large portion of their new inflow of funds to purchases of a limited number of stocks?"

"Have these purchases been significant enough at the margin so that they dominate the price trends? If so, to a certain extent, pension funds have been lifting themselves by their own bootstraps. This . . . might react against their future equilibrium."

Simplicity. The mortgage bankers made one effective point by indirection. Never did they mention proposals for a central mortgage bank or disparage schemes to expand the government mortgage-buying agency, FNMA. The MBA speakers merely stressed the simplicity of mortgage dealing—if done by a mortgage banker.

Executive Vice President John de Laitre pointed to MBA's 862 member firms servicing \$60 billion in loans. Another speaker said a central mortgage facility already existed in Arthur Viner's Investors' Central Management Corp. of New York, whose 135 correspondents have bought and are servicing \$460 million in mortgages for pension funds.

As for a bank to issue mortgage bonds, President Robert Sutro of the Ralph Sutro Mortgage Co. of Los Angeles reminded newsmen that he was already doing it as a mortgage banker.

Sutro's company, one of the first among mortgage banking institutions to sell loans to pension funds, has marketed \$25 million in certificates backed by its pooled mortgages. The certificate plan can further simplify mortgage dealing not only for the pension funds, Sutro points out, but in many cases for most other investors.

The MBA seminar ended in an ovation for its planners. Its tone was in contrast to the temper of an earlier session of mortgage experts at New York's Time-Life Building. There, top officers of the National Association of Homebuilders made a hard-sell plea to expand FNMA. Their proposal was howled down by mortgage leaders amid bitter criticism of the agency for driving private lenders from the 1966 mortgage market by overpricing. A show of hands found only one of the 30 experts in support of the plan.

NEWS continued on p. 29



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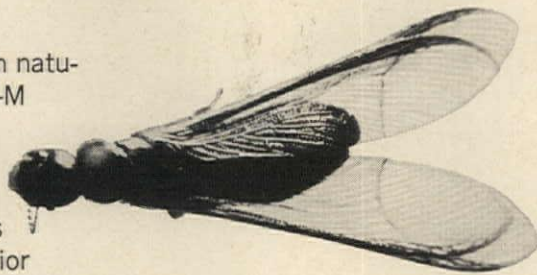
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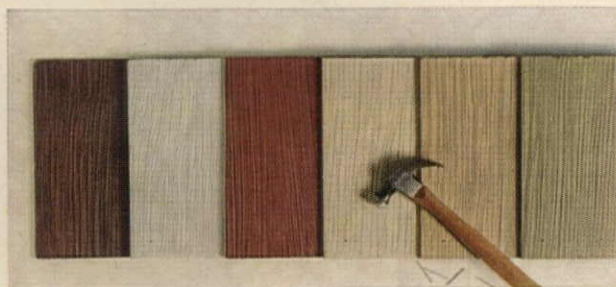
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Only in New York: a housing 'shortage' that won't end

By the standards now applied in New York City, rent controls should be clamped on apartments in Boston, Detroit, Minneapolis-St. Paul, Providence, Memphis, Milwaukee, Hartford, Cleveland, Chicago and Honolulu.

Recent FHA surveys show that all those cities have rental vacancy rates below 5%—the "emergency" figure used to justify "temporary" rent controls on 1,334,000 New York apartments. The "emergency" has persisted since March 1943, making New York the only city still laboring under this hangover from World War II controls. Last month the city council rejected a landlord plan to phase out controls by 1973 and opted instead to extend them for two more years.

To sweeten the pill for realty interests, Mayor John V. Lindsay, viewed by some

Photos: Joe Ruskin



PROTESTER Jesse Gray, rent strike leader, is hustled from hearings after decrying lack of seats.

as Republican vice presidential timber in 1968, proposed that landlords be given a 15% increase in rents—only the second hike of that size in nearly a quarter of a century. Landlords snubbed the measure as "so restrictive as to be virtually meaningless."

In the panoply of big-city politics, (official) extension of the emergency was expectable. Although the council held hearings to let both landlords and tenants register their views, the outcome was never in doubt because any hint that a councilman is "soft" on rent control is sufficient cause for retirement at the next election.

Which 5%? Part of the battle, such as it was, revolved around different ways to calculate the vacancy rate.

City Rent and Rehabilitation Administrator Frederic S. Berman contended that a city-wide net vacancy rate of 3.19% fell far short of the law's 5% release figure: "The plain fact is that in 1967 we still do not have enough apartments available to present an adequate choice of alternative apartments to all those people who wish to rent their homes within the city."

But landlord groups scored the city's arithmetic on several counts. Brooklyn College economics professor Hyman Sardy said the city rent-control ordinance

nowhere defines exactly how vacancy rates are to be determined. The gross rate, he contended, was 5.14% because the city excluded units on which less than 11 months' rent had been collected in the previous year. Berman replied that these units were considered "unavailable because they were dilapidated, hazardous, seasonal or otherwise held off the market."

In any event, even the 3.19% vacancy rate is higher than any other major city had when it abandoned controls after World War II. And, noted Sardy, private builders built 650,000 units between 1940, prior to the emergency controls, and 1965. During those years, New York's population declined by 93,000.

"Today," Sardy said, "the [vacancy] figure stands at 143,232 units, less than 30,000 vacant units away from the catastrophe of 1940 [when] a record 170,000 housing accommodations were vacant."

At month's end, lawyers went to court to test the proposition that a gross vacancy rate above 5% might not constitute an emergency after all.

Slum breeder? Less academic but more demonstrable, contended the landlords, was the fact that rent control is letting controlled apartments deteriorate into one vast slum. Rent-control rules have never let a landlord set aside a capital reserve for property improvement, said President Edward Sulzberger of the Metropolitan Fair Rent Committee, the main opponent of controls for 24 years.

"Our housing supply is decaying before our very eyes," he said. Extending controls means that "all capital improvements in controlled housing will soon stop."

To bolster their argument, the realty men pointed out that over 27% of all controlled units were deteriorating or lacking some plumbing facilities, compared to slightly less than 8% in uncontrolled (and mostly newer) units.

Several case studies dramatized that point. Two examples:

1. The nonprofit Citizens Housing and Planning Council revealed it had failed to make a profit after operating two slum tenements for four years. The council's original aim: to show that private capital could operate the buildings at an 8% profit. It had bought the tenements with a \$250,000 grant from Laurance Rockefeller and a \$45,000 mortgage. Despite a low (5¼%) mortgage and partial tax abatement, Executive Director Roger Starr said, "It simply costs more money to keep up your property than you collect from rents at this level of the economic system."

2. It was revealed that a city program to seize and rehabilitate slums was virtually at a standstill because only eight of 118 landlords had been willing or able to pay the repair bills and reclaim their buildings. During the experiment the city piled up \$3.2 million in unpaid repair bills.

For his part, Berman contended, "There is no available data which would indicate that the landlords as a whole are suffer-

ing." The law permits rent increases when landlords can show they are not earning a profit equal to 6% of the building's assessed value plus 2% depreciation allowance, he pointed out, and last year owners of 13,000 apartments won hardship rent increases to earn the minimum.

Magic statistic. The one clear message emerging from all the verbal haze was that rent control, as applied in New York City, is more a matter of politics than statistics.

"Many of the arguments advanced in the current rent-control battle seem more appropriate to the discussion of a Great Society welfare program than to the analysis of the continued need for a wartime economic measure," said *The Wall Street Journal*.

For instance, Berman argued control is needed because it "is providing a haven



PROTECTED tenant typifies fact that 91% of all white elderly persons live in controlled units.

for those least able to bear the high cost of construction," mainly the poor and elderly. But Sardy's studies showed that although this theory held for long-time (and predominantly white) residents, recent poor (and predominantly non-white) migrants to the city found "no vacancy" signs on many controlled units.

The rent-control extension seemed more a tribute to the political clout of occupants of the city's 2.1 million apartments, a total that, Berman acknowledged, gave New York City more renters than all of the next six largest U.S. cities combined.

This concentration of 75% of city residents in apartments made the structure of the rental market "a matter of major concern" to city government, said Berman. But it remained for *The New York Times*, in supporting rent control, to summarize the justice and equity of the situation:

"The real estate interests may point out bitterly that the cost of a subway ride has gone from a nickel to twenty cents, and the general cost of living has risen 90% in the quarter-century since rent ceilings were imposed," observed *The Times*. "So long as there are more tenants than landlords, their [the landlords'] protests are likely to get little serious consideration."

NEWS continued on p. 32



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Management shift at Ryan Homes shakes second largest U. S. builder

The brother team of **Edward M. Ryan**, 42, and **James P. Ryan**, 34, has split over management of the family's Ryan Homes, the nation's second largest home-builder. Result: Jim has resigned as company president and Ed takes back the presidency, which he vacated in January 1966 to make room for his younger brother.

As it turned out, Jim's debut as president coincided with the outbreak of tight money. That, plus operating problems, sliced Ryan profits from \$1.4 million in 1965 to \$190,715 last year. Even though the Pittsburgh-based company closed a record 2,710 house sales for \$65.4 million last year, up 25% from 1965, an unforeseen \$400,000 in mortgage discounts ate up profits.

A second major profit drain developed at Ryan's four lumberyards, used as central supply points for the company's locally based building operations in 15 major cities. As a nationwide lumber strike loomed last spring, Ryan stocked its yards with lumber at inflated pre-strike prices. The strike threat evaporated, and lumber prices plummeted, leaving the company to build last year with high-priced lumber.

That incident and ensuing debate over proposals to correct the overstocking became a source of contention among executives—and to a fight over Ryan's future command. The company said only that Jim Ryan quit as president—he remains as a director—"after failure to reach agreement with the board over future administrative policy." Insiders say the board turned down Jim Ryan's request for a one-year contract eliminating any review of his executive decisions.

Some of Ryan's senior executives also disagreed with Jim Ryan's personnel decisions, and several key men departed while the change in command was brewing. Marketing Vice President **Frank van Ameringen**, a lawyer, left to practice law; production chief **Emil Tessin**, who had helped design the ill-fated

Alcan aluminum house, departed in a cost-trimming move; and Financial Vice President **Leo Kelly** joined a new investment company.

Jim Ryan himself is forming a new company, the James P. Ryan Co., to become one of the first homebuilders in **Jim Rouse's** new town of Columbia between Baltimore and Washington. His staff will include **Robert Gaw**, former Ryan Homes comptroller, and several other former Ryan Homes executives. Ryan Homes will build components for the Ryan Co. houses in Columbia, where first models are expected to open in late summer.

In the wake of Ryan Homes' unsettling experience with lumberyards last year, trade sources also reported the yards would be sold. But spokesmen for Ed Ryan denied this.

The spokesmen said the 1966 experience in no way undermined the confidence of management in the company's concept of operating in many markets through a series of semi-autonomous local divisions, often likened to "a collection of small builders." In the Ryan system, local division managers draw upon Pittsburgh headquarters for design, accounting and financing aid but pick their own sites and select models to suit each local market. A liberal bonus system pegs a division manager's earnings to his profit upon invested capital achieved by controlling costs and sales.

Ryan's growth in recent years has been the talk of the industry. Formed by Ed Ryan in 1946, the company grew steadily into Pittsburgh's biggest builder by offering buyers houses priced from \$13,000 to \$45,000 in 90 locations. As the Pittsburgh market softened in 1961, the company ventured into other cities in Pennsylvania, Ohio, New York and West Virginia.

Even departed executives are confident that Ed Ryan can restore health to the company he started. Said one: "He'll do it! He'll do it because he's the best in the country, bar none."

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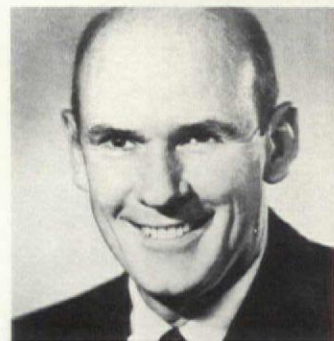
Kaufman & Broad reverses its stand, returns to low-priced house market

Last December President Eli Broad of Kaufman & Broad startled an NAHB convention panel by denouncing FHA's Sec. 221d3 for 3% mortgages. He said d3 rules had cut profit potential so severely that his company was quitting the middle-income program. FHA Commissioner Philip Brownstein, a panel member, sat unsmiling through the public attack.

In an equally dramatic about-face last month, Broad hired former California Comptroller Alan Cranston to lead a new K&B subsidiary, Homes for a Better America, back into the d3 field—but with a difference.

The Cranston unit will package and build d3 projects for nonprofit sponsors like churches, labor unions and fraternal groups, charging developers' and contractors' fees for its service. In previous d3 ventures, K&B itself sponsored and sold cooperative units to mid-income families in Chicago and Detroit.

Cranston views the new com-



K&B's CRANSTON
New tack on mid-income housing

pany as a bridge between private builders, government and nonprofit groups.

"Nonprofit organizations want to help meet housing needs but lack the experience in building," he says. "And business working alone can never produce the needed housing at low enough cost." An advisory board of civic and business leaders will help guide the new company.

Three building teams split up

In Minneapolis Clyde Pemble, 33, has left Pentom, the company he helped found in 1963. With veteran construction man J. T. Dixon, he has formed Pemble-Dixon Inc. to build houses, apartments and commercial buildings.

Pentom, which sold 1,000 houses in 1965, had grown into one of the area's largest homebuilders. But as tight money hit last year, both Pemble and partner Bruce Thompson, 34, faced the prospect of selling some of their Pentom stock to raise cash.

"If I had to sell some of my stock, I felt I'd just as soon sell it all," said Pemble.

Pentom, with 1966 sales of \$10.5 million, is now controlled jointly by Thompson and the Rock Island Corp., a closely held company controlled by the Weyerhaeuser family.

In San Francisco Robert M. Bryson resigned abruptly as executive vice president and director of Eichler Corp., the homebuilding company now reorganizing under Chapter 11 of the Bankruptcy Act. Bryson had teamed with Los Angeles advertising man Charles Parr last year to buy control of Eichler from founder Joseph Eichler and his family (NEWS, Nov.).

Eichler Corp. spokesmen said Bryson stepped out of his \$35,000 job to "reduce the executive cost burden," but they didn't say why he shed the non-paying title of director as well. Bryson is Eich-

ler's largest stockholder.

Eichler Corp. last month told the bankruptcy court that its assets topped liabilities by \$6 million but that forced liquidation would cause deeper losses.

In Kansas City redeveloper Lewis Kitchen sold his half-interest in City Reconstruction Corp. (NEWS, July '65) to begin work on a new 10,000- to 12,000-unit community on the East Coast. The project, partly backed by a major corporation, has not been publicly announced. It is so attractive that "it would have been unthinkable to turn it down," said Kitchen.

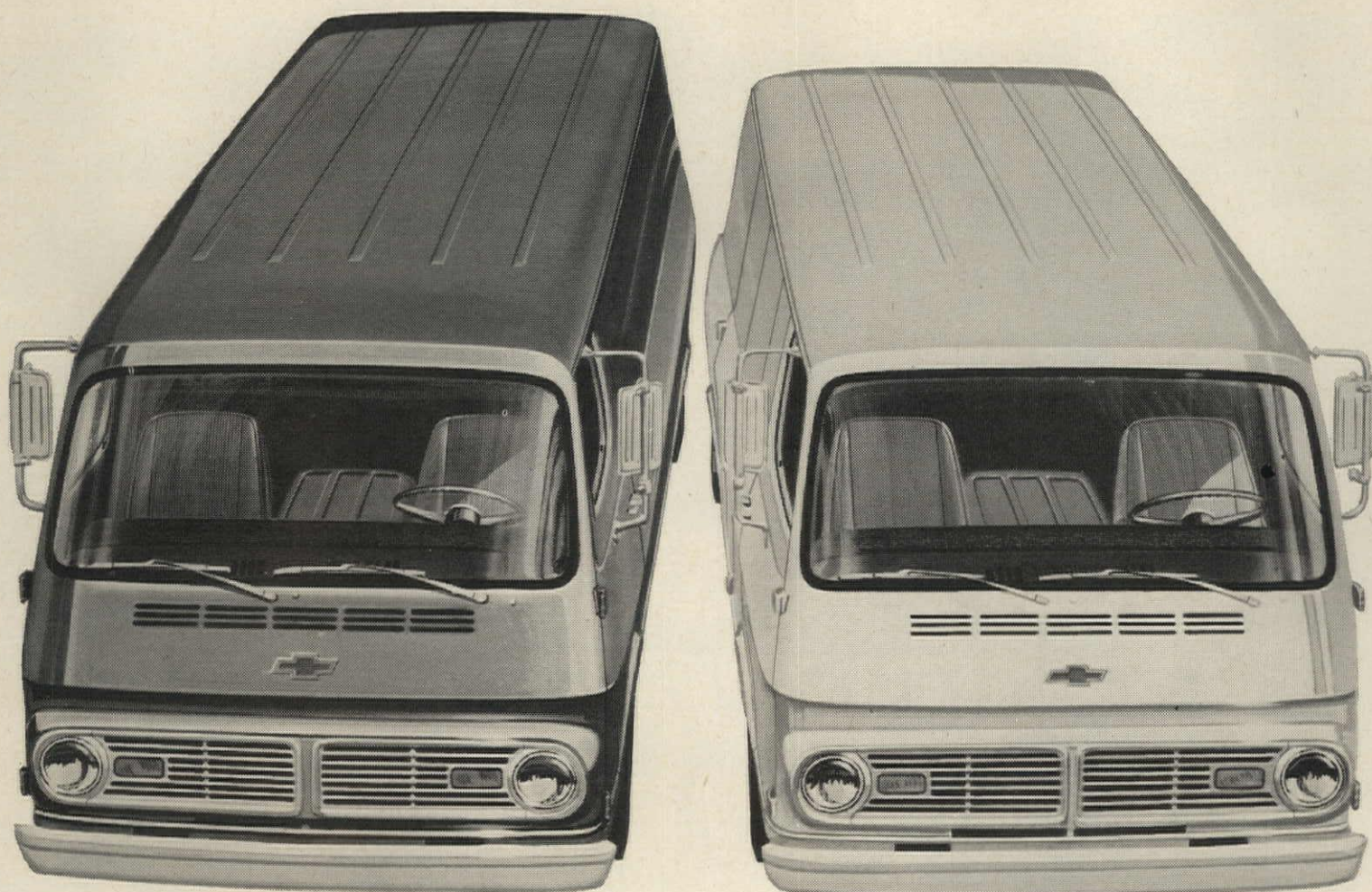
Kidder Peabody Realty Corp., a subsidiary of the Wall Street investment house of Kidder Peabody & Co., becomes owner of CRC and will finish renewal projects in Los Angeles and Tulsa.

ASSOCIATIONS: Paul Posin is the new president of the Home Manufacturers Assn. He heads Arbor Homes of Waterbury, Conn.

Earl W. Swett of Marlette Homes is the 1967 leader of the Mobile Homes Manufacturers' Assn. An advocate of industry-wide standards, Swett led a drive culminating in adoption of national performance standards for mobile homes at MHMA's annual meeting last month.

W. G. Connelly, builder of a 1000-house subdivision in Ottawa, heads Canada's National House Builders Assn.

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in both $\frac{1}{2}$ - and $\frac{3}{4}$ -ton capacities.

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In Palo Alto, California, Samuel H. Kauffmann, President, Brown and Kauffmann, Inc., sums up the whole story of Western Wood sidings:

"We feel the first step toward selling a house is made right at the

curb . . . where the house either appeals or doesn't appeal to our prospect. So, we place great emphasis on design—and that includes designing-in materials that exhibit a quality and richness that reaches out to the curb and pulls the customers in. Western-Wood siding does exactly that (see above)."

In Salt Lake City, Utah, Vern C. Hardman, Jr., President, Research Homes, Inc :

"In a traditionally brick exterior market, we wanted something to give our homes an extra richness and



Architect: Donald Blair, A.I.A.

character. Western Wood siding did it. We started using it in combination with brick. Now we are gradually able to do more all-wood exteriors as our market comes to accept it. We sell low maintenance, the ease of restaining and natural beauty. It works." **Finally, from Minneapolis, Minnesota, William M. McGonigal, Oak Park sales manager, Vern Donnay Homes:**

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picked rough sawn Western Wood siding. It was a major change from the pressed fiber products we had been using. But it was worth it. We see the positive effect on buyers every day. Incidentally, we use Western Wood siding literature to relate our modest homes to the finer, more expensive homes it displays."

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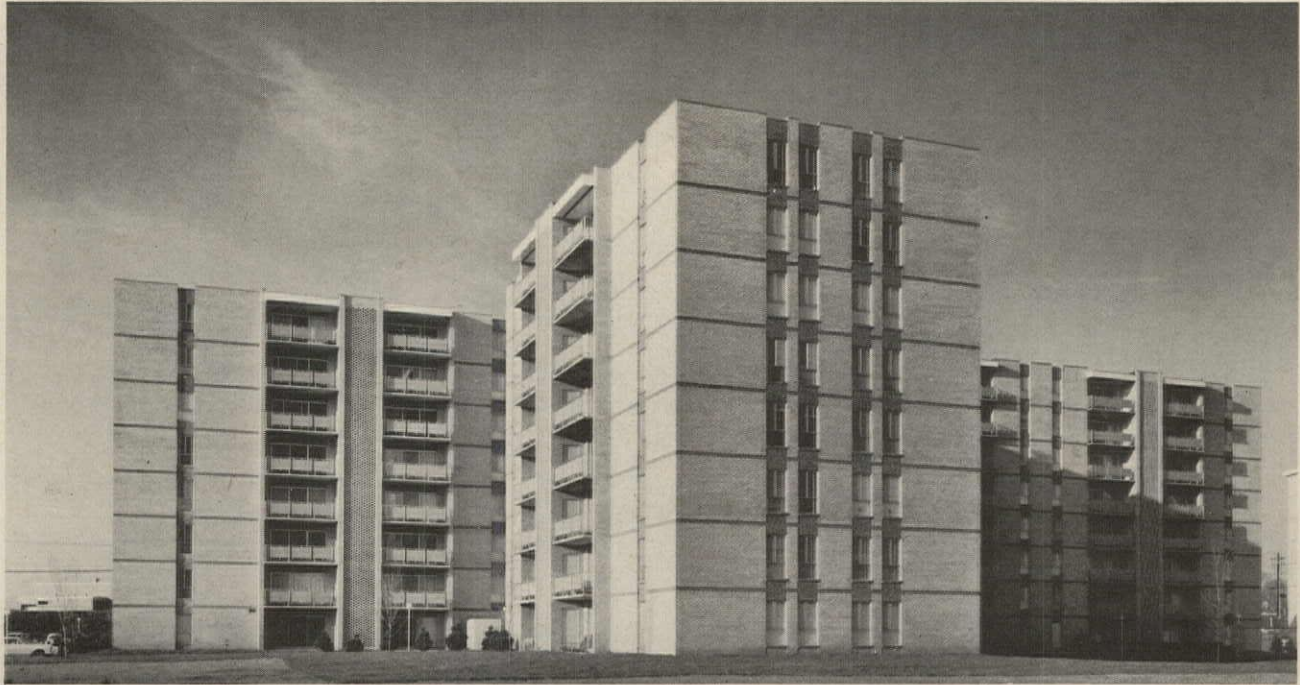
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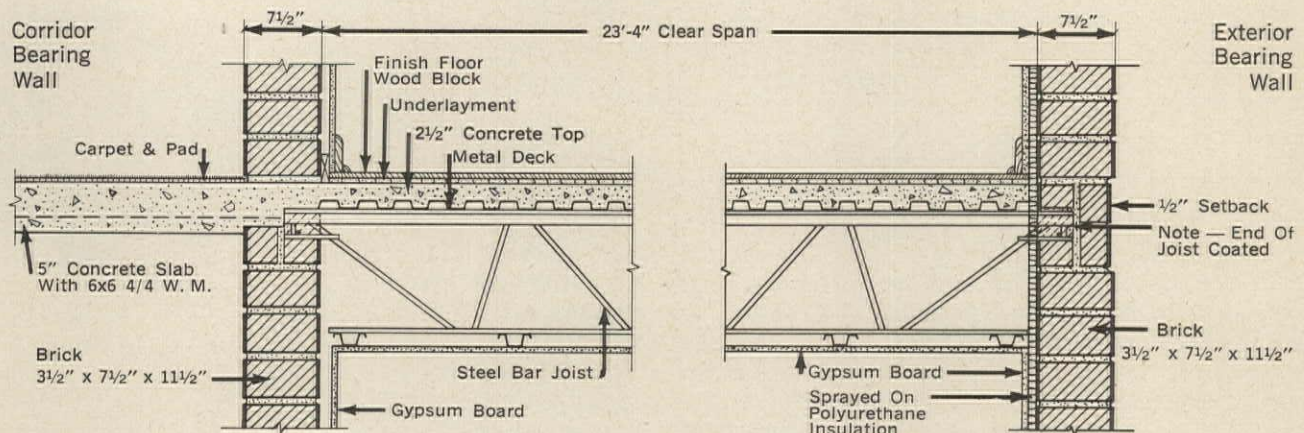
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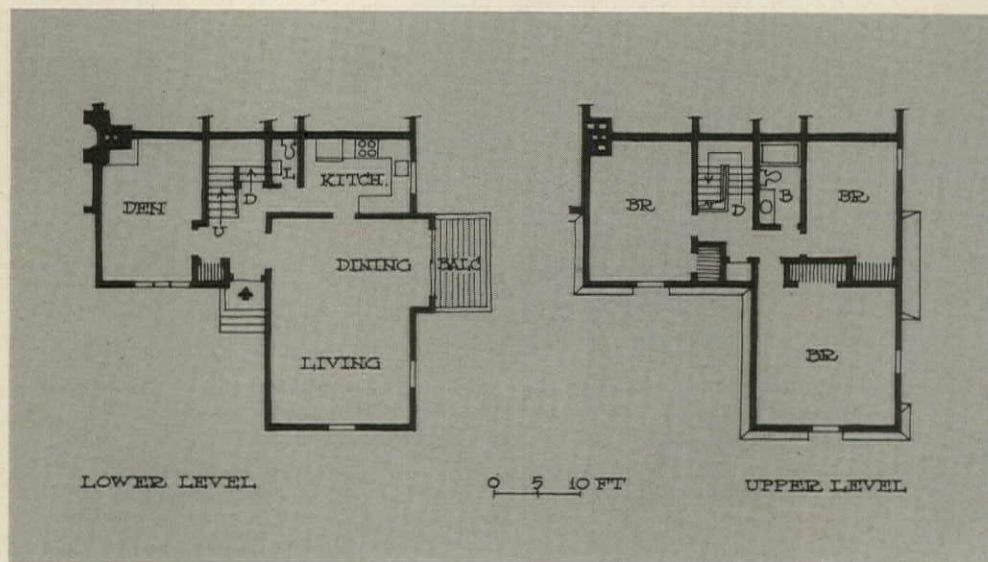
Add-on project: One house becomes four rental townhouses

Builder Richard Lind bought an old house (above, left) in Wellesley, Mass., for \$42,000, spent \$10,000 to remodel it and then added three townhouses (above, center and right) for about \$25,000 each. All four houses were rented before completion at \$340 for the center units and \$370 for the end units.

Plans of the three new units are basically the same, though the new end unit (below)

has a balcony off the dining area and sliding doors from the basement. All four houses are roughly the same size: 2,100 sq. ft. of living space on two floors, plus a 175-sq.-ft. finished family room in the basement. The whole building occupies only 20% of its half-acre site, leaving two-fifths of an acre for front lawns and rear parking.

Architect: Williams & Paige Assoc. of Dedham, Mass.



END UNIT (plan, left) is similar to two other new units except for balcony and basement doors.



REAR ENTRANCES open into parking area. Original house is in foreground of left photo, in background of right photo. Center units are in center photo.

Leaders continued on p. 50

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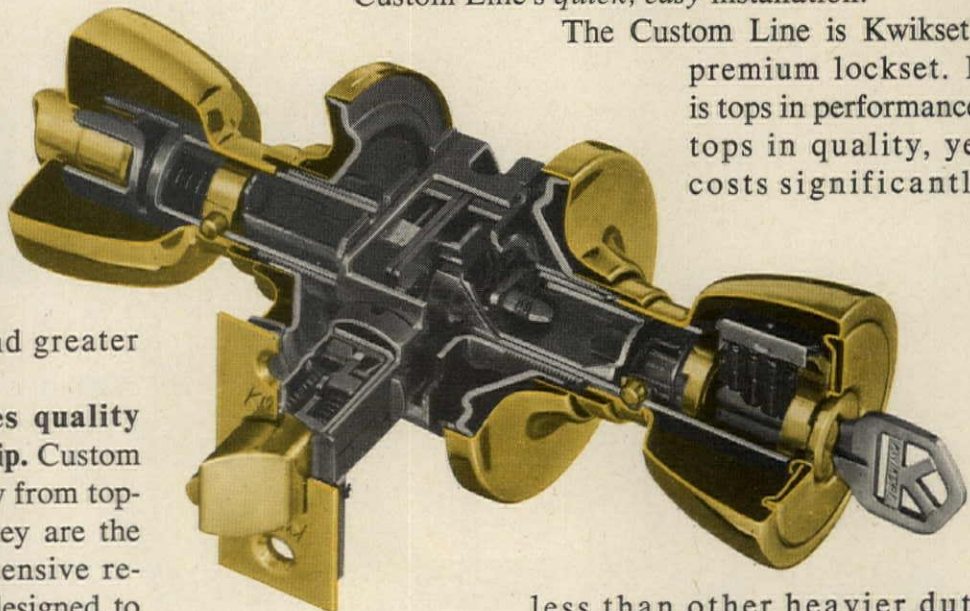
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Homasote Roof Decking with a factory-applied interior finish of TEDLAR (in two wood-grain colors or white) simplifies exposed-beam construction—with impressive savings in application time. Results are superior, too, in both appearance and practicality. And, of course, you also get the structural strength, weatherproof insulation, and application versatility that make Homasote Roof Decking the best buy for any job.

So—throw away your white gloves and ask your lumber dealer for details, or write Dept. E - 5, Homasote Company, Trenton, N. J.

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Pecan



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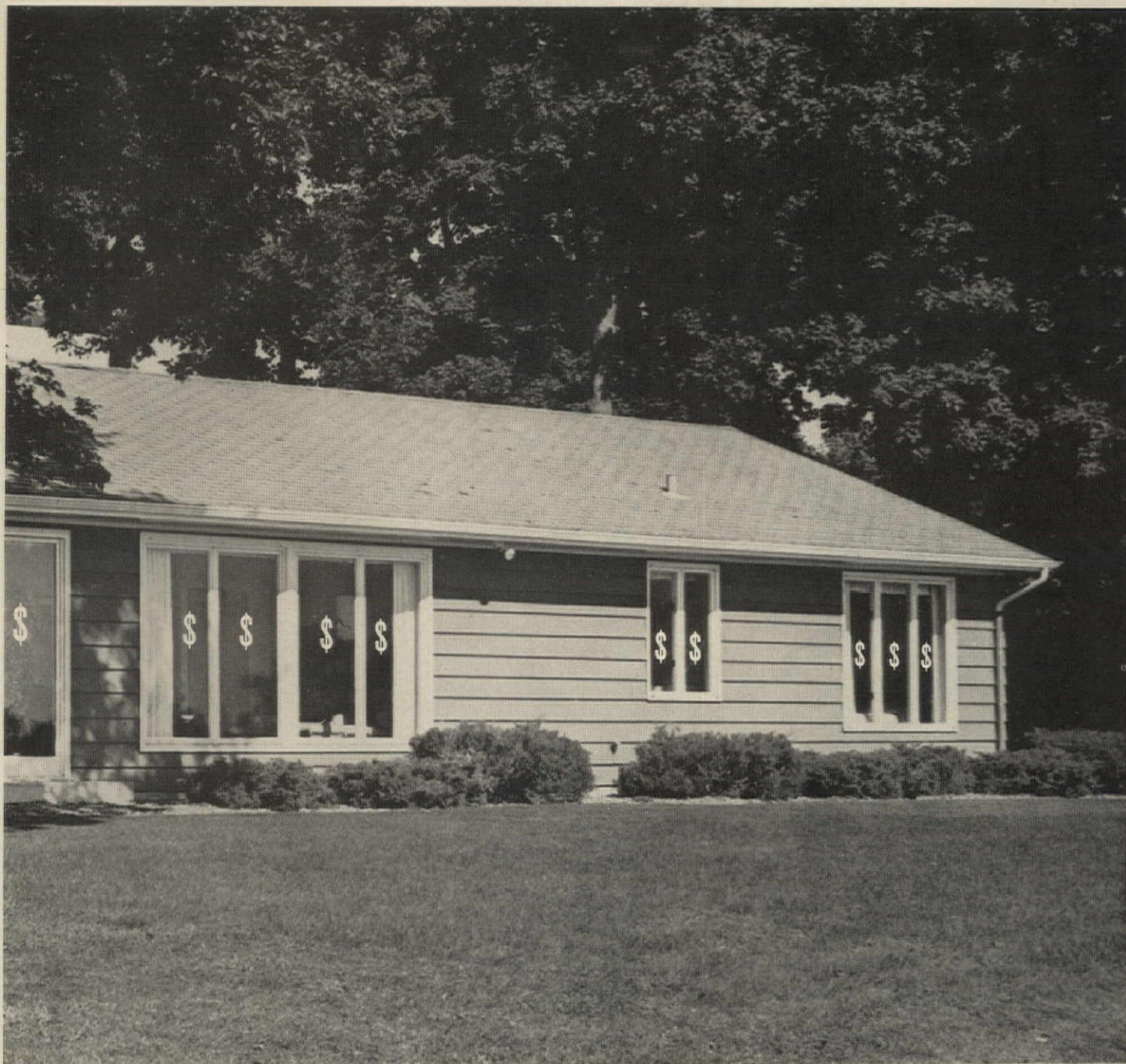


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Point out to your customer that his only chance to get insulating glass is when the house is being built. And the cost of insulating glass can be included in the mortgage—only a few dollars down. Otherwise, he'll probably spend \$400 out of pocket to insulate the windows later.

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storing; only two surfaces to wash. Plus lower heating bills, reduced fogging and frosting, no down drafts.

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INDUSTRIES



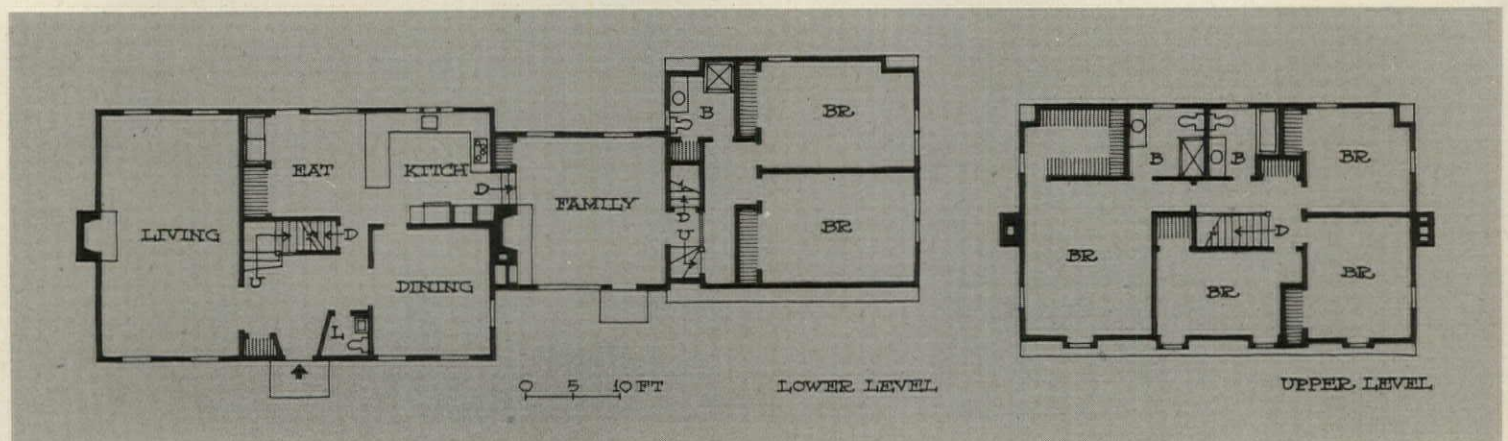
A typical colonial? Yes—but the plan may surprise you

With its center entry, big dead-end living room, formal dining room and four second-floor bedrooms, this house is apparently a conventional two-story. But it offers something extra. Specifically:

1. In the area normally used for a breezeway between the house and garage, there is a 15'x15' family room (*below, left*), three steps down from the kitchen and with its own outside entrance.

2. In a 500-sq.-ft. area over the sunken garage, there are two additional bedrooms, with their own stairway, and a third full bath.

The 2,900-sq.-ft. house, designed by architect Lynedon Eaton (H&H, Jan.), is in a small project of seven homes in Wilton, Conn. Builder D. J. Sylvester's customized houses are priced from \$60,000 to \$90,000 on 2-acre \$10,000 lots.



LARGE FAMILY ROOM is three steps down from kitchen, in background. Fireplace wall turns corner to accommodate grill and wall ovens (*photo, right*).



LARGE KITCHEN, seen here from breakfast area, has U-shaped counter. Family room is through door in background; formal dining room is at right.

Letters start on p. 68

Here's one freezer- refrigerator that can warm up a kitchen

And warm up sales, too!

The new Admiral *Decorator Duplex* freezer/refrigerator puts all the warmth of real wood textures into the kitchen.

It's a sure way to make your entire home or apartment stand out and catch your prospect's eye the moment she enters the kitchen. And there's a size to fit every builder's needs!

The mouldings are conveniently installed and easily fitted with any choice of wood grain or textured panels on the market. Here's remarkable new design flexibility for you!

The Admiral Duplex is the Number 1 side-by-side freezer/refrigerator. A full 20 cubic feet of storage space, only 33 inches wide! And it has a clog-free forced-air condenser for service-free reliability and complete built-in installation. Available in four models: 20 cu. ft. (33" wide), 22 cu. ft. (35 $\frac{3}{4}$ " wide), 25 cu. ft. (41" wide) and 30 cu. ft. (48 $\frac{1}{4}$ " wide). In white, avocado, copper bronze, halo beige, yellow and brushed chrome.

The famous Admiral Dual Temp (refrigerator with top-mounted freezer) also comes in a choice of sizes, in white or decorator colors.

For specifications on all Admiral products, including air conditioners, ranges, disposers, dishwashers, call your nearest Admiral Distributor or write:

BUILDER SALES DIVISION

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Admiral Duplex freezer/refrigerator ND2079, with decorator panels

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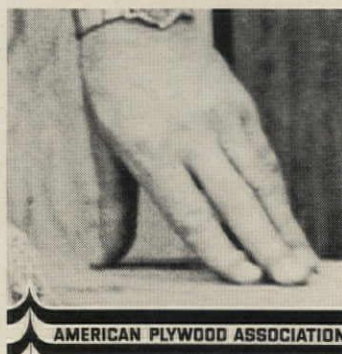
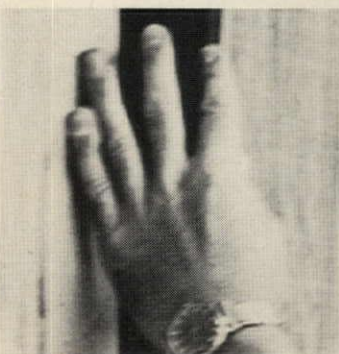
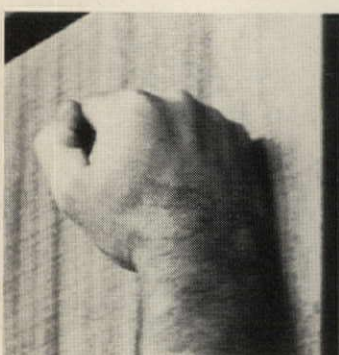
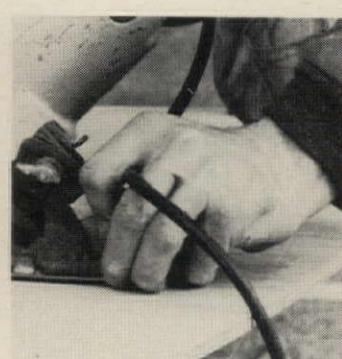
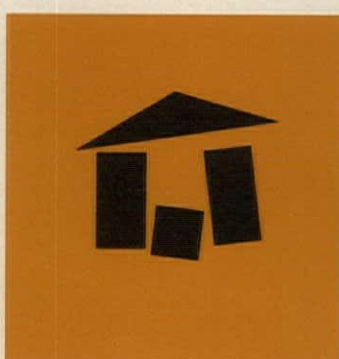
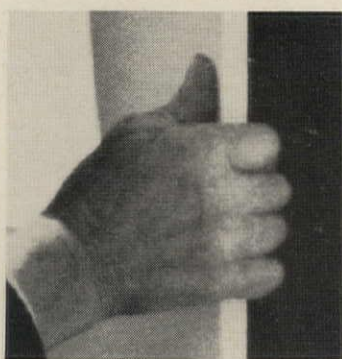
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12 WAYS TO USE PLYWOOD TO REMODEL FASTER, MORE EASILY, MORE PROFITABLY.



AMERICAN PLYWOOD ASSOCIATION

TWO WAYS PLYWOOD HELPS IN ROOF REMODELING JOBS.



1. New plywood sheathing on top of old roof.

Plywood was applied right over the old shingles on this 40-year-old garage. "Saved 1/3 on labor and a heck of a clean-up job by not removing old shingles," the builder said. Application was easy: he simply released collar ties, pulled the walls together with a hand-operated cable come-along, replaced collar ties, and nailed down 1/2-in. plywood. Plywood sheathing keeps bellying out of walls, sag out of the roof and acts as a strong structural diaphragm. He finished the job with new cedar shingles.

2. Or start fresh with new framing and sheathing.

The contractor used 1/2-in. plywood roof sheathing to get a tight roof on this old house in two days. There's no faster — or stronger — way to build a roof. He used plywood for walls and floor of a 500-sq.-ft. room addition at the same time. Total cost (including kitchen, mudroom, fireplace, plywood built-ins): \$10 per sq. ft.

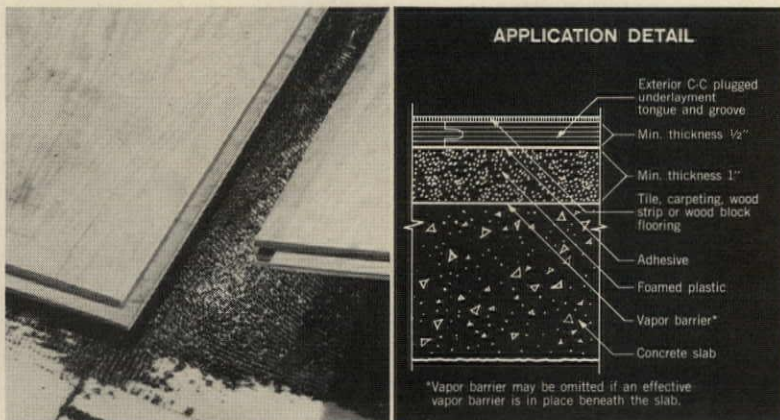
For a free booklet on plywood roof systems, send coupon.

NEW PLYWOOD FLOOR SYSTEMS TAKE CARE OF SQUEAKS, SAGS, STRUCTURAL PROBLEMS.



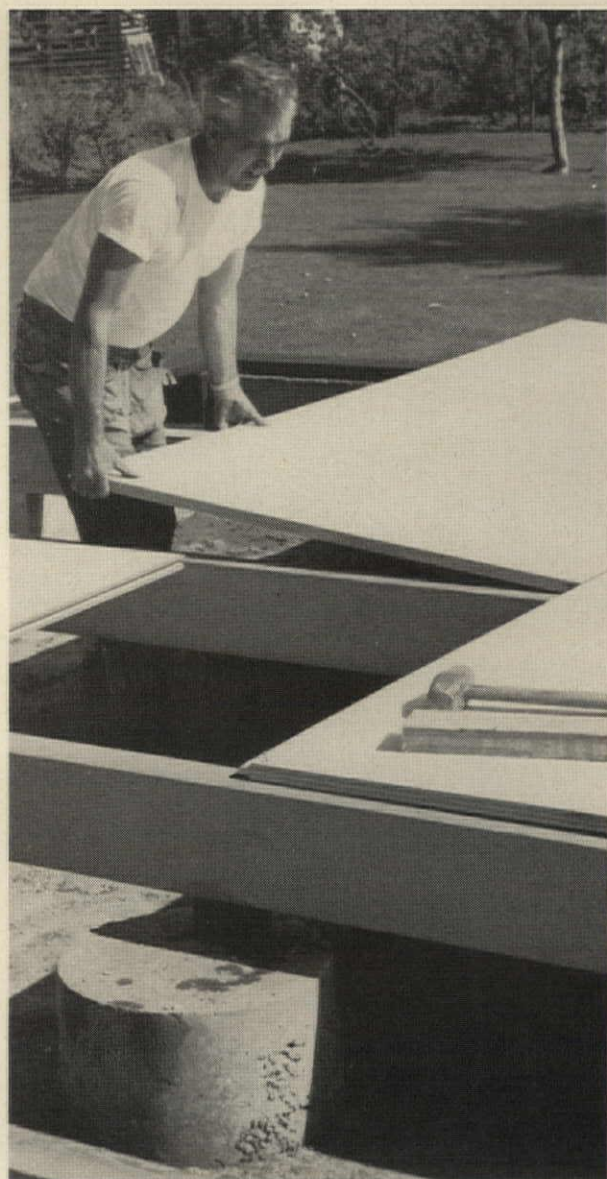
3. Underlayment nailed over old floor.

Old lumber flooring was too rough for tile when this laundry room was remodeled. So 3/8-in. plywood was nailed down to make a solid, smooth base, with no chance of swelling or buckling. Tough DFPA grade-trademarked plywood increases floor stiffness and resists dents, punctures and concentrated loads. It's the best possible base for wall-to-wall carpet. (Important to remember, now that FHA financing may include carpeting.)



4. Plywood and foam over concrete.

This combination makes a warm, dry, resilient floor—easy on the feet. System has built-in thermal insulation and is perfect for upgrading damp basement areas, a garage, bedroom, recreation or playroom. Edges and ends of plywood underlayment are tongue and grooved to prevent differential deflection at panel edges. Vinyl tile was applied over plywood in this basement, but almost any floor covering may be used.



5. 2-4-1—Quickest and strongest.

The builder didn't have time to lay separate sub-floor and underlayment for this room addition. So he used big 1-1/8-in.-thick panels of 2-4-1 plywood to get the job done fast, at an estimated 30 percent saving. T&G joints eliminate need for blocking; give a smooth, solid surface for flooring.

For more on plywood floor systems, send coupon.

WORN OUT WALLS? NEW WALLS? TRY ONE OF THESE NEW PLYWOOD SYSTEMS.



6. Use preframed wall panels on new room additions.

Two men put up this preframed plywood tilt-up wall in minutes. A single layer of grooved MDO (Medium Density Overlaid) plywood siding was nailed directly to studs, with no sheathing required. Besides saving carpenter labor, the preprimed siding cuts out one whole finishing step. Wall section for this family room-kitchen addition was built on a 2·4·1 plywood deck.

7. Or nail plywood siding over the old wall.

Here's how plywood siding was quickly applied to give the rest of the same house a new look. Old shingles were first removed. (Sometimes you can leave old siding on.) Then the builder nailed big panels of preprimed MDO plywood over old sheathing and new building paper. Total cost of the siding material for the entire home was \$600. Gable ends are Texture 1-11 plywood.

For more facts on plywood wall systems, send coupon.



GREAT NEW IDEA FOR INTERIOR FACE LIFTING: NEW PLYWOOD PANELINGS.



8. MDO plywood with molding gives new elegance to an old room.

A simple plywood paneling treatment made this distinctive family room out of an old dining area in two evenings' time. Builder nailed sheets of 1/4-in. plywood sheathing over old plaster walls, then applied 3/8-in. MDO plywood. Decorative molding, 16-in. o.c. and over panel joints, is in keeping with the home's traditional style. A coat of low-luster enamel completed the redecorating.

9. Textured plywood is in good taste anywhere, including remodeled offices.

If old walls are in good shape, plywood paneling like this textured cedar can simply be glued right over them. In halls of same office (see construction photo) 3/8-in. plywood backer panels were first nailed over old walls, with black strips painted around edges. Then panels of rough sawn plywood were glued in place with contact cement, creating a three-dimensional pattern.

FOR YOUR ADD-A-ROOM CUSTOMERS, PLYWOOD HAS AN IDEA AND A PLAN.



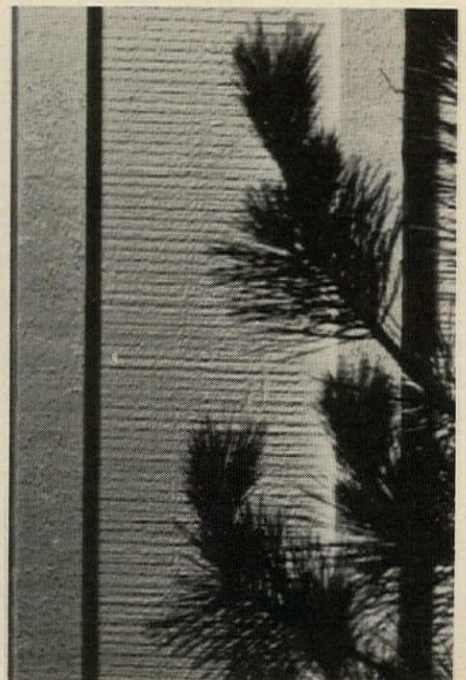
10. Plywood makes family rooms like this practical for almost any postwar Rambler.

Using design imagination and simple plywood construction rather than exotic, expensive materials, the builder completed this stylish 450-sq.-ft. family room (with fireplace, carpeting, skylight) and 20 x 16-ft. patio for less than \$5,000. A beamed ceiling was achieved by using 14-ft. glue laminated beams. Roof decking was 2·4·1 (1-1/8-in.-thick plywood), with its underside grooved to give a plank effect. Another big material and labor saver was the new plywood wall system, described below.

11. Textured plywood for exterior walls.

For walls of the room addition, the contractor specified Sturd-i-wall construction, using one thickness of 3/8-in. rough sawn plywood with battens 16-in. o.c. as both siding and sheathing. Handsome textured sidings like this are being used increasingly for interior walls, too. There are dozens of new textured plywood styles and patterns to choose from. Ideal for remodeling, they require little or no maintenance, inside or out.

For a free Modernizer's Manual, send coupon.



YOU CAN ADD A LOT OF SPACE WITH PLYWOOD BUILT-INS.

12. Every house can use more storage. Here are four ideas:

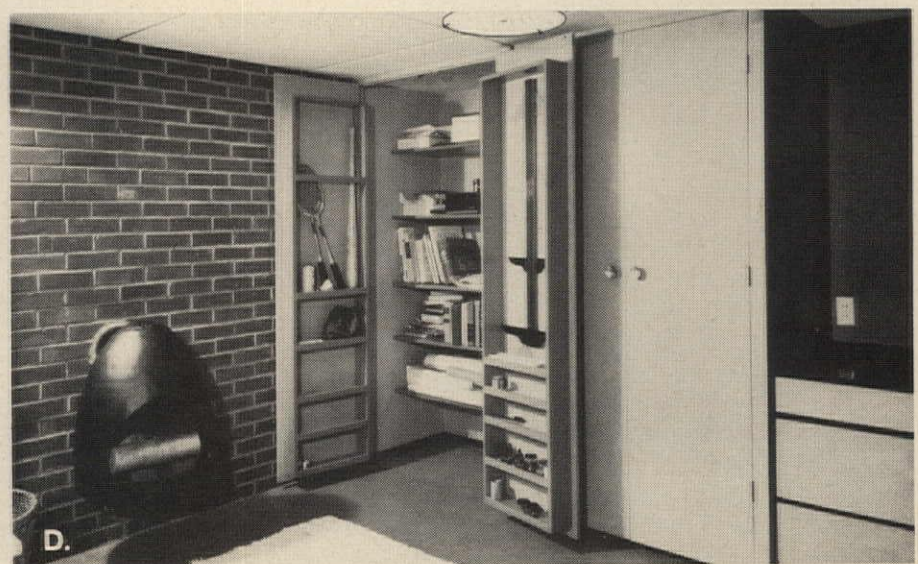
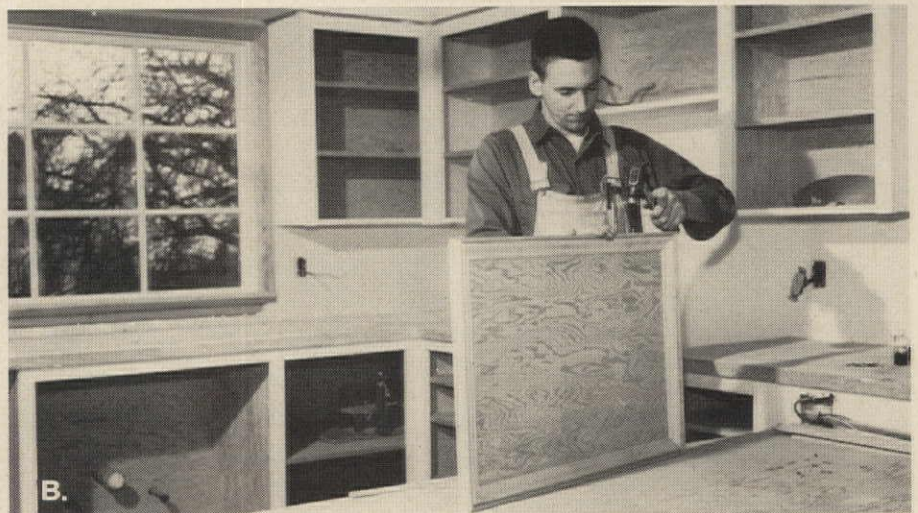
A. This children's room in a remodeled attic doubles as a playroom, thanks to ingenious plywood built-ins. Beds roll out from under storage bank for sleeping, roll halfway in for daytime use. Ceiling is plywood with 1x2-in. battens.

B. Plywood remodeling put waste space to work in this old kitchen. For example: a built-in table, and neat enclosure for sink and dishwasher. Cabinets and cupboards are 3/4-in. plywood, to be finished with white paint. Textured plywood for walls and built-ins is another possibility to update kitchen areas.

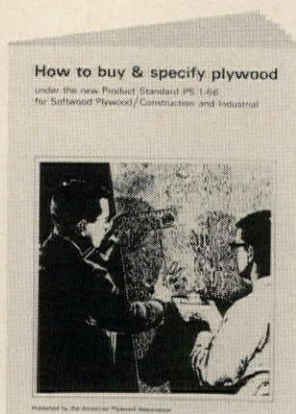
C. Here's a simple plywood garden tool and sports equipment unit you can tuck into a carport or the side of a house.

D. When this basement was remodeled, the builder made the most out of available space with this deep, roomy plywood storage unit. It accommodates sports and hobby equipment with handy shelves, and extra space on the backs of the doors. Plywood doors have a smooth, resin-fiber overlay finish that requires no paint, little maintenance.

For plans of closet and outdoor storage unit, send coupon.

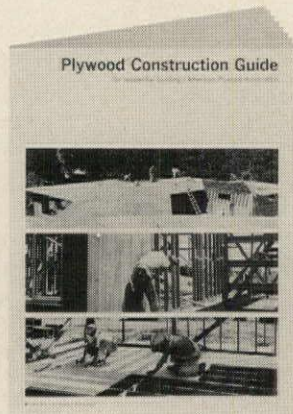


NEW BOOKLETS GIVE YOU FACTS ON PLYWOOD BUILDING SYSTEMS AND THE NEW PLYWOOD STANDARD.



A.

A. How to Buy and Specify Plywood — Based on new Product Standard PS 1-66, covers key definitions, grade-use charts. Includes facts on new Identification Index; gives ordering suggestions.



B.

B. Plywood Construction Guide for Residential Building — Covers floor, wall (including Sturd-i-wall), roof systems and paneling under new Standard. Also has grade-use guide, fastening and installation tips.



C.

C. Pocket Guide to Plywood Grades Under PS 1-66 — Handy pocket reference covers species, veneer grades,



D.

guides to appearance, specialty, construction and sheathing grades, plus helpful load-span tables for roof sheathing and subflooring.

D. Add-a-room Modernizer's Operating Manual

— All the details on building a remodeling business: market facts, opportunities for specialization and "how to" information on getting leads, generating sales. Enclosure tells how to get construction plans, sales aids, other help in selling Add-a-rooms.



E.

E. Storage Plans — Plans and material lists for the sports closet and garden tool storage unit.

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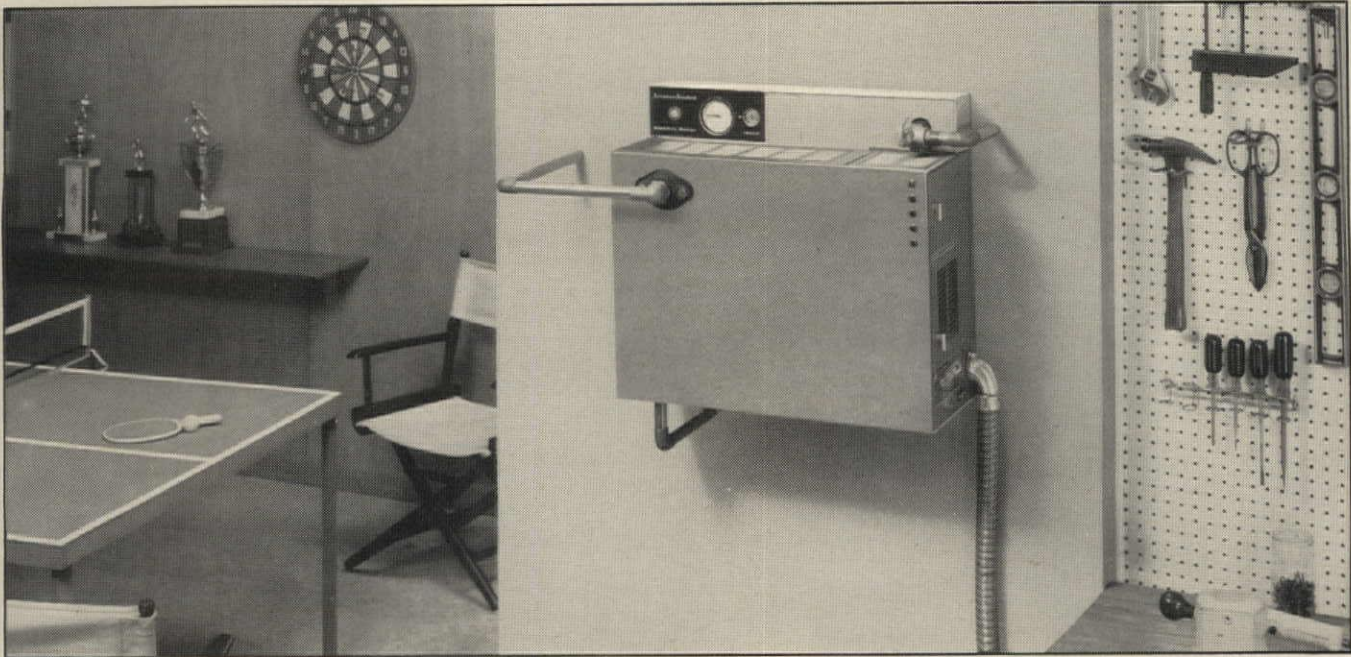
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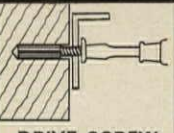
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LETTERS

Nationwide trade-in program

H&H: I always enjoy reading HOUSE & HOME. It is one magazine that is in the top three on my list to always read. I especially enjoyed your editorial on equity transfer [Mar.]. It made me aware that we are not advertising enough to let the world really know what we have available for the public. I refer to National Multi List, a nationwide Realtors' organization that is doing effectively what you advocated in your editorial. My firm is the northern Virginia representative of this group, and I am serving as the current president of the National Multi List program.

We can help anyone sell, buy or trade property anywhere in the nation. We use the same guarantee program, have financing to back it, have all the ground rules worked out, take the fear out of the prospect's mind and provide for a smooth transfer of equities within the city or between cities.

We not only do what I've already mentioned but also provide a preview of property for the stranger coming into town. Each of our Realtor members publishes a similar monthly magazine, *Homes for Living*, to show our prospects what they may expect of architecture, areas, etc., in the town they are moving to.

The program has been most effective. In our firm alone, we have expanded to 80 residential salesmen and have had to appoint a trade-in manager to handle the volume.

GEO. P. SHAFRAN, Realtor
Better Homes Realty Inc.
Arlington, Va.

The \$64 question

H&H: I read with great interest the article headlined, "One lumber company supplies them all" [Feb.]. The facts as set forth have little interest unless Davidson's Lumber Co. made a legitimate profit. Any reference to this was omitted.

The past 20 years have seen far too many interesting but unprofitable ventures publicized in a manner unwarranted when measured by valid profit-and-loss standards.

JOHN W. KELSEY, president
Model Management Corp.
Greenville, Ill.

Says General Manager Michael W. Boeke of Davidson's: "In view of Mr. Kelsey's "legitimate" profit stipulation, I must hedge, since "legitimate" to him may be "excessive" or "mediocre" to some of us. However, thanks to the frugality and sagacity of our founder, we have contributed to the IRS (and its predecessors) annually since 1929—which was not the best year to be starting anything."

A word for land subsidies

H&H: It is refreshing to find an editorial [Jan.] that does not take the traditional stance of blaming everything on the federal government (which certainly is not blameless) and implying that if the government would get out of business, everything would be candy-dandy. I happen to believe other solutions are needed, preferably by private enterprise but not exclusively. If private enterprise doesn't come up with the solutions, government must.

I think the housing industry had better start considering its own stake in taking care of the people for whom public housing is intended. Public housing projects have not provided the answer. We have a growing geriatric population that needs shelter, but more than just shelter. Most of these people cannot afford

continued on p. 72

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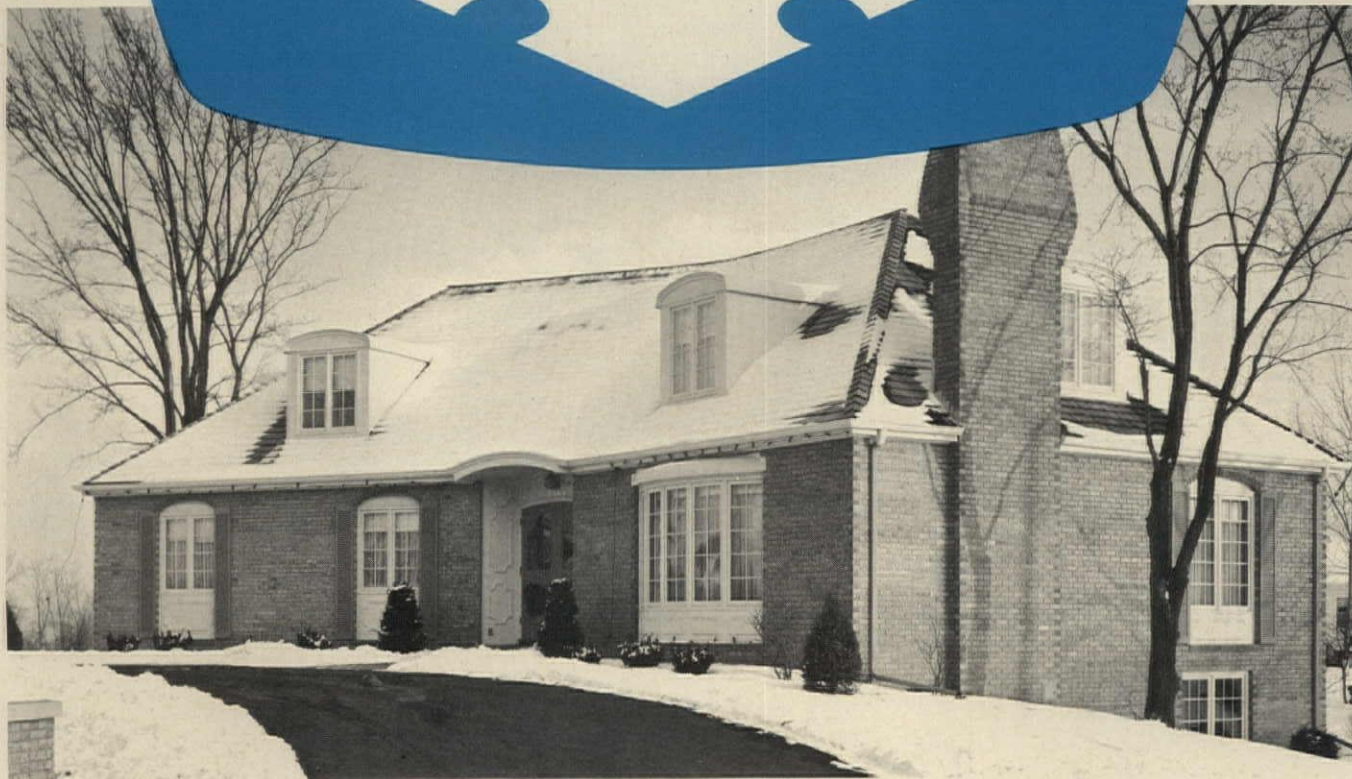
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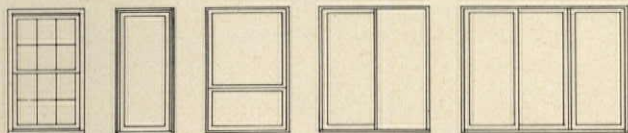


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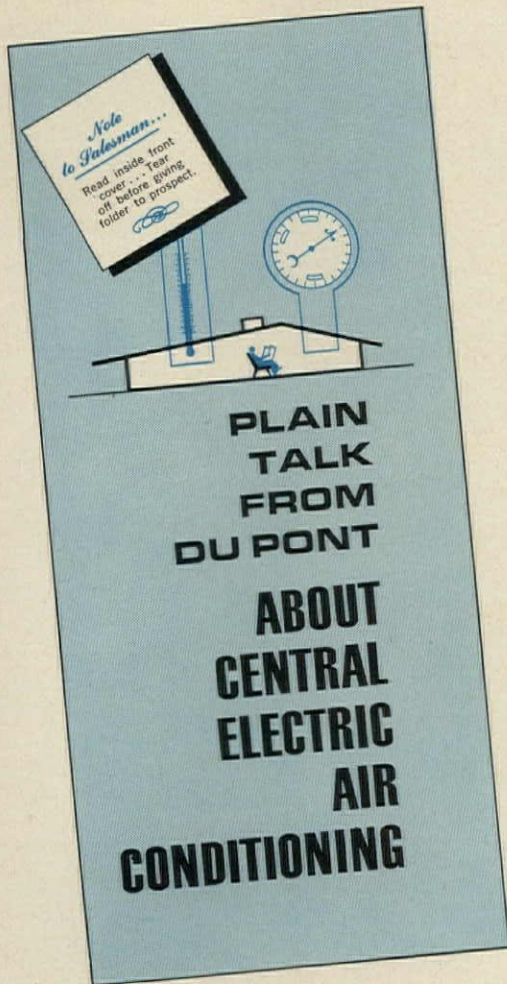
Take a little thing like locks, for example. When you install Schlage locks on every home you build, it does cost you more. But that's the kind of quality the “money man” is looking for. And that's the kind of home-building he wants to give his backing to.

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LETTERS
start on p. 68

conventional housing under our present system. Many of them cannot even afford "retirement living" property. Some form of subsidy will be necessary if we don't want to see the formation of old people's ghettos. Most of the elderly express the desire to live in their present neighborhoods, but the rising cost of land and the accompanying taxes may make this impossible. And, of course, the elderly are not the only ones who find land values shoving them out of the picture.

That is why I think your idea of subsidizing the land may hold the solution. At any rate, it's an idea well worth exploring all the way.

RICH FOWLER, vice president/
creative director
Kossack Advertising Assoc. Inc.
Tucson, Ariz.

Zoning: the decision makers

H&H: I was horrified to read in your February News story on zoning that you considered a Los Angeles zoning ordinance defective because the power to make decisions lay in the hands of the planning commission rather than in the hands of the city council and the mayor. If there is anything that I and many other builders have learned it is that a planning and zoning commission—appointed and not elected and working regularly with planning matters—is far more likely to understand a zoning proposal and to decide it on its merits.

Certainly, there are exceptions to this rule. But in most cases, you are far more likely to have a zoning question decided on its merits by a zoning commission than by an elective body.

ROBERT B. HOFF, president
Byrne Development Corp.
Florence, Ky.

Los Angeles Mayor Samuel Yorty—not HOUSE & HOME—considers his city's present zoning ordinance defective.—Ed.

Safety violations on the job



H&H: The cover of your December issue [above] shows numerous safety violations, another reason why many contractors cannot build houses successfully. Ignoring safety rules on housing could cut costs, but most contractors would be cited under violations existing on the jobsite shown.

L. G. LAMON
Lamon Construction Co.
Yuba City, Calif.

Assuming that Reader Lamon is referring to the precarious perches of the carpenters in the picture, they may indeed constitute legal violations of some safety laws. But carpenters have always been notoriously individualistic as well as cat-like, and no builder could afford to build scaffolding at every spot from which a man could take a header. —Ed.



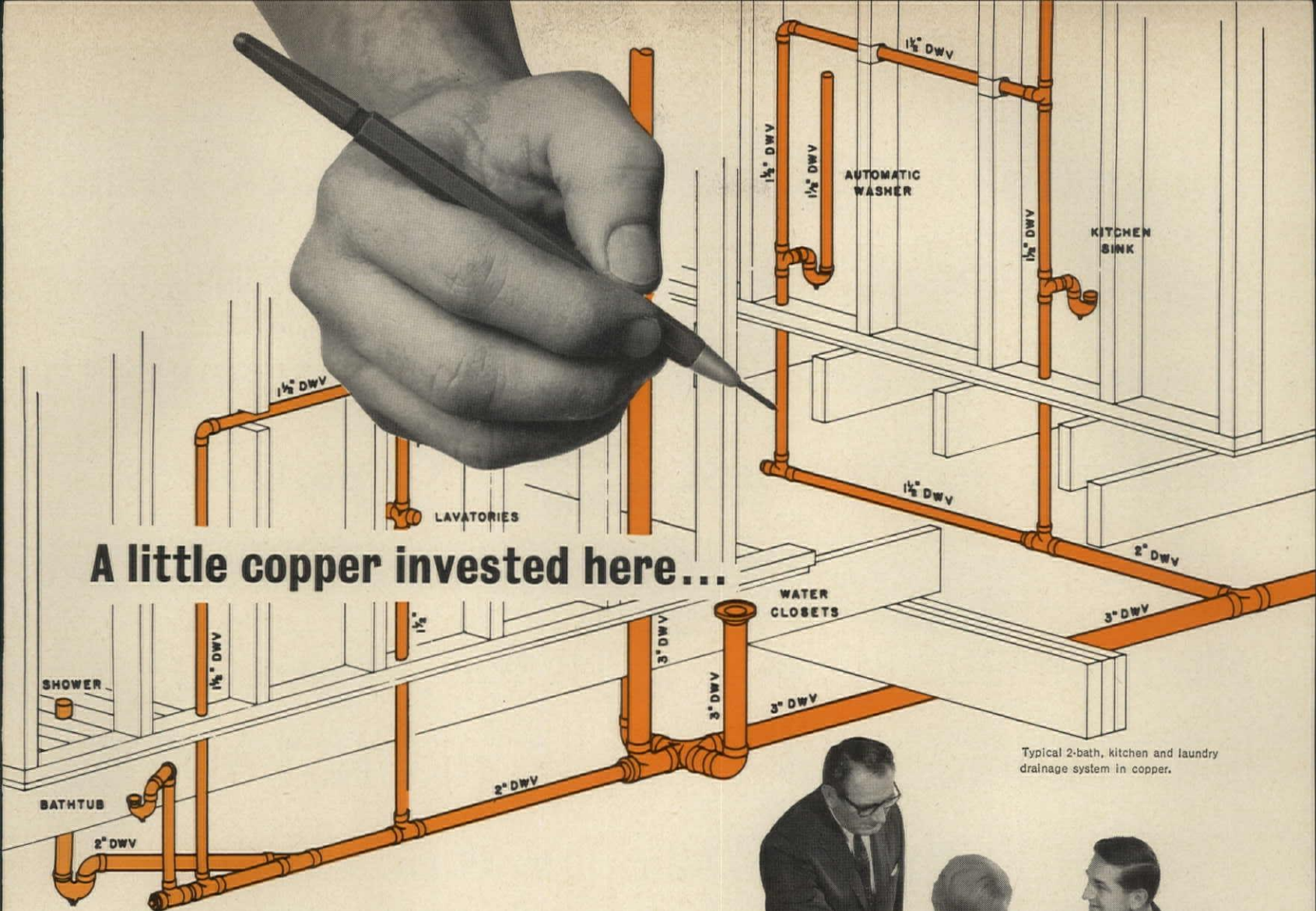
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A Quality Courts Motel means more than a sound investment. It means profit. Extra profits because of higher occupancy, lower operating costs and more favorable room rates—a 30% greater annual income than the industry average.

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If you're interested in expanding, consider the sign of Quality, and the multitude of services offered by an experienced staff of advisors. For franchise information write or call: Franchise Sales Manager, Quality Courts Motels, Dept. HH-5, Daytona Beach, Florida. Area Code 904, 677-8711.

Quality Courts and the Sunburst are trademarks of Quality Courts Motels, Inc.



A little copper invested here...

pays big dividends here...

Typical 2-bath, kitchen and laundry drainage system in copper.



Anaconda copper tube and fittings install easier, last longer, add more value to your homes than substitute materials, for a scarcely noticeable difference in costs!

Look at it this way. ALL-COPPER plumbing in your homes can provide your buyers with one of the most desirable features they could ask for. And provide *you* with one of the most efficient building operations you've ever seen.

Anaconda copper tube for water supply, sanitary drainage and hydronic heating can all be installed by the same team, using the same tools and with the same time-saving installation methods.

Furthermore, Copper Drainage Tube DWV with trim, solder-joint fittings installs between standard 2 x 4's eliminating construction of special, space-consuming partitions to accommodate bulkier piping. Rough-in work is faster and the soldered tube-to-fitting joints are permanently tight. In multiple housing developments your plumbing contractor can save additional time and keep ahead of schedule by prefabricating sub-assemblies in his shop or at the site. Copper is immune to rust and virtually maintenance-free.

In short, ALL-COPPER plumbing is one evidence of quality construction which is quickly recognized and ap-

praised by home buyers. And this sales advantage can be yours for little, if any, additional cost.

Don't use substitute materials in the belief that copper is not available. In 1966, the industry produced and shipped more than 400 million pounds of copper tube and pipe for general plumbing. Proof of its availability—and salability.

Your plumbing contractor can readily obtain Anaconda Copper Tube and Fittings from leading plumbing and heating wholesalers. For sources of supply in your locality write Anaconda American Brass Company, Waterbury, Connecticut 06720. In Canada: Anaconda American Brass Limited, Ontario.

66-0981

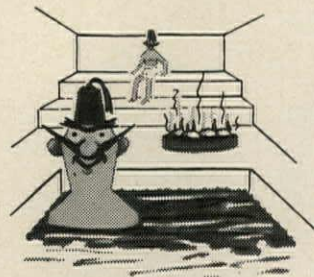
ANACONDA[®]
AMERICAN BRASS COMPANY

Thermasol brings the Steam Bath back home.

A 4,000-year-old idea is 1967's most exciting new home feature! 2033 BC: The steam bath was the rave of the best Korean caves.



445 BC: The Greeks said it cured what ailed 'em. 200 BC: It was a must for luxury homes in Rome. 1453 AD:



The Turks said it was positively Turkish. 1967: Thermasol makes the

bathroom a second family-fun room!

Thermasol . . . the amazing breadbox-sized electronic generator . . . lets any shower stall or tub area double as a personal steam bath. Thermasol steam bathing is *in*, it's fun, it's marvelously relaxing. Progressive builders everywhere are featuring Thermasol as the ultimate bathroom luxury in ads, model homes and apartments. Nationally advertised, Thermasol has proved its tremendous appeal to both men and women. It creates traffic and excitement in model homes . . . repeatedly makes the difference in closing sales *fast*. Let us put this really *un-usual* feature in your next model, and watch the *action!*

For details, contact:



THERMASOL® LTD., Dept. H-5

101 Park Ave., New York, N.Y. 10017

New York: (212) MU 4-7766 • Washington: (202) 296-3909 • Chicago: (312) 935-1890 • Los Angeles: (213) 748-7983

NATIONALLY ADVERTISED: Look, The New Yorker, House & Garden, House Beautiful





Shown here: Bruce Ranch Plank in Medium Finish. Also available in Dark Finish.

*Model Home Ideas
for quick sales*

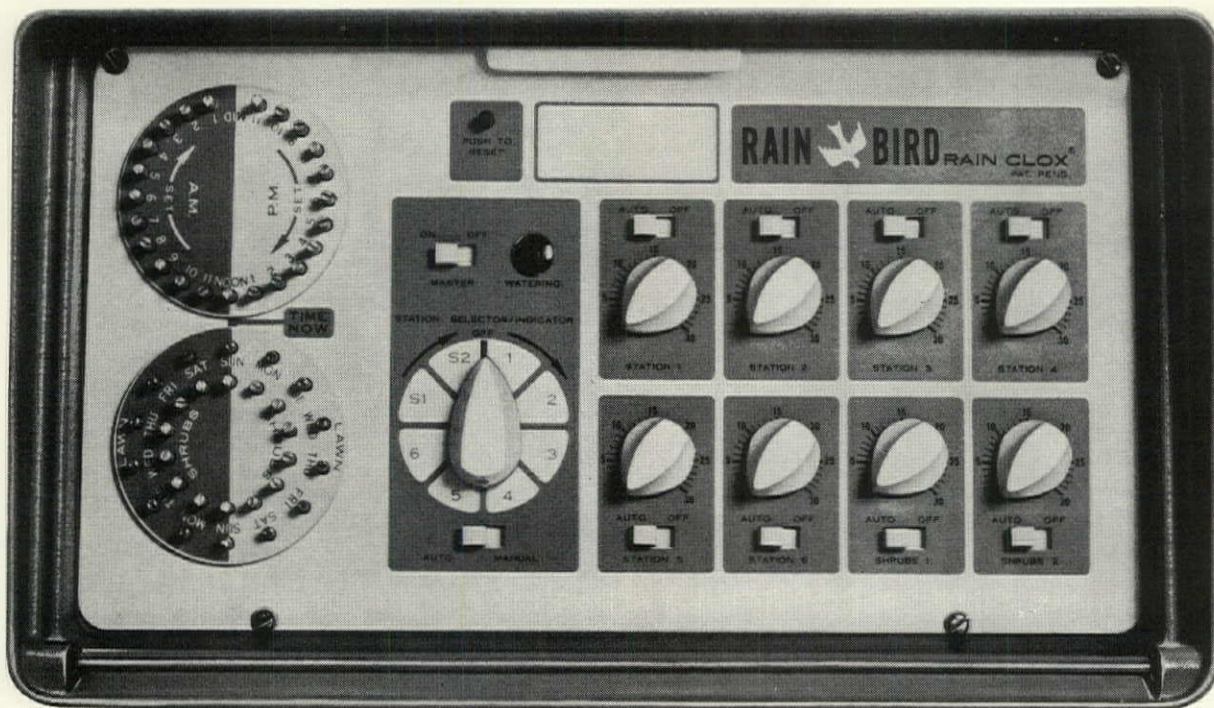
Show Bruce Ranch Plank with a steer hide rug

Catch buyers' interest in a model home with this unusual combination—a steer hide rug on a beautiful Bruce Ranch Plank Floor. Exotic area rugs are "in" with decorators this season, and Ranch Plank Floors are "in" with home buyers any season. The dark pegs, mellow coloring, and 2¼"/3¼"-width strips give Ranch

Plank charm and character that is always popular. And you'll appreciate the famous Bruce Prefinish on Ranch Plank Floors. Baked into the wood at the factory, it saves you installation time and money, gives home buyers long-lasting beauty underfoot. Write for information on all Bruce floors or see our catalog in Sweets' Files.



PEGGED OAK FLOORS give a home charm and beauty far beyond their modest cost.
E. L. Bruce Co., Memphis, Tennessee—38101—World's largest in hardwood floors.



What are you going to say
when a buyer
asks for a Rain-Clox?



Huh?

Then you should know this is the electronic controller from Rain Bird that makes a sprinkler system completely automatic. That turns the sprinklers on and off at the right time of day. And waters each section of a homeowners' landscaping just the right amount.



Certainly
Ma'm: We
can include
it in your
home loan.
Did you see a
Rain Bird ad?

Then you must have written for the package of information that told you what a Rain-Clox costs; what it does; how to install it; and how to arrange the loan. Like another package for your specifier? Write: Rain Bird, Glendora, Calif. 91740. (in the West); or RainySprinkler Sales, Division L. R. Nelson Manufacturing Company Inc., West Pioneer Parkway, Peoria, Ill. (in the East and Midwest).

RAIN BIRD

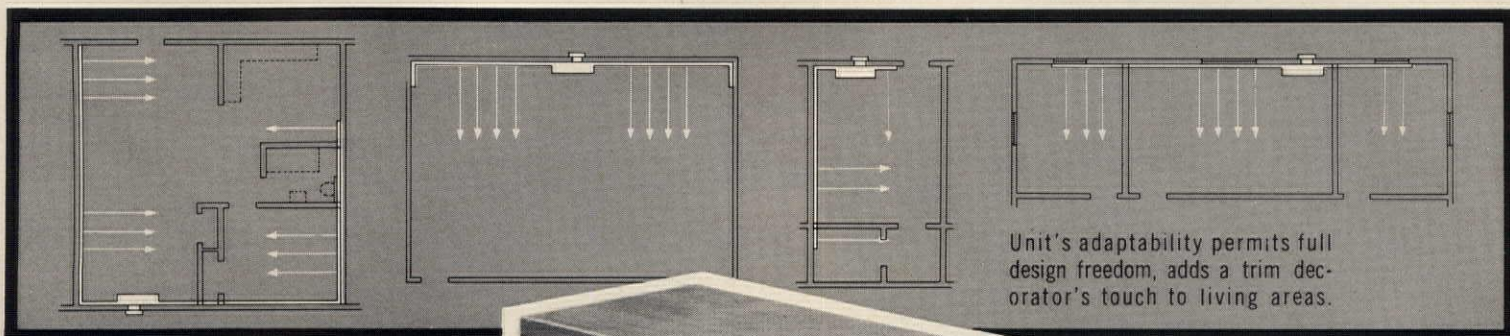
A bold new concept in versatile, economical forced air heat . . .

Classic-Aire by Empire

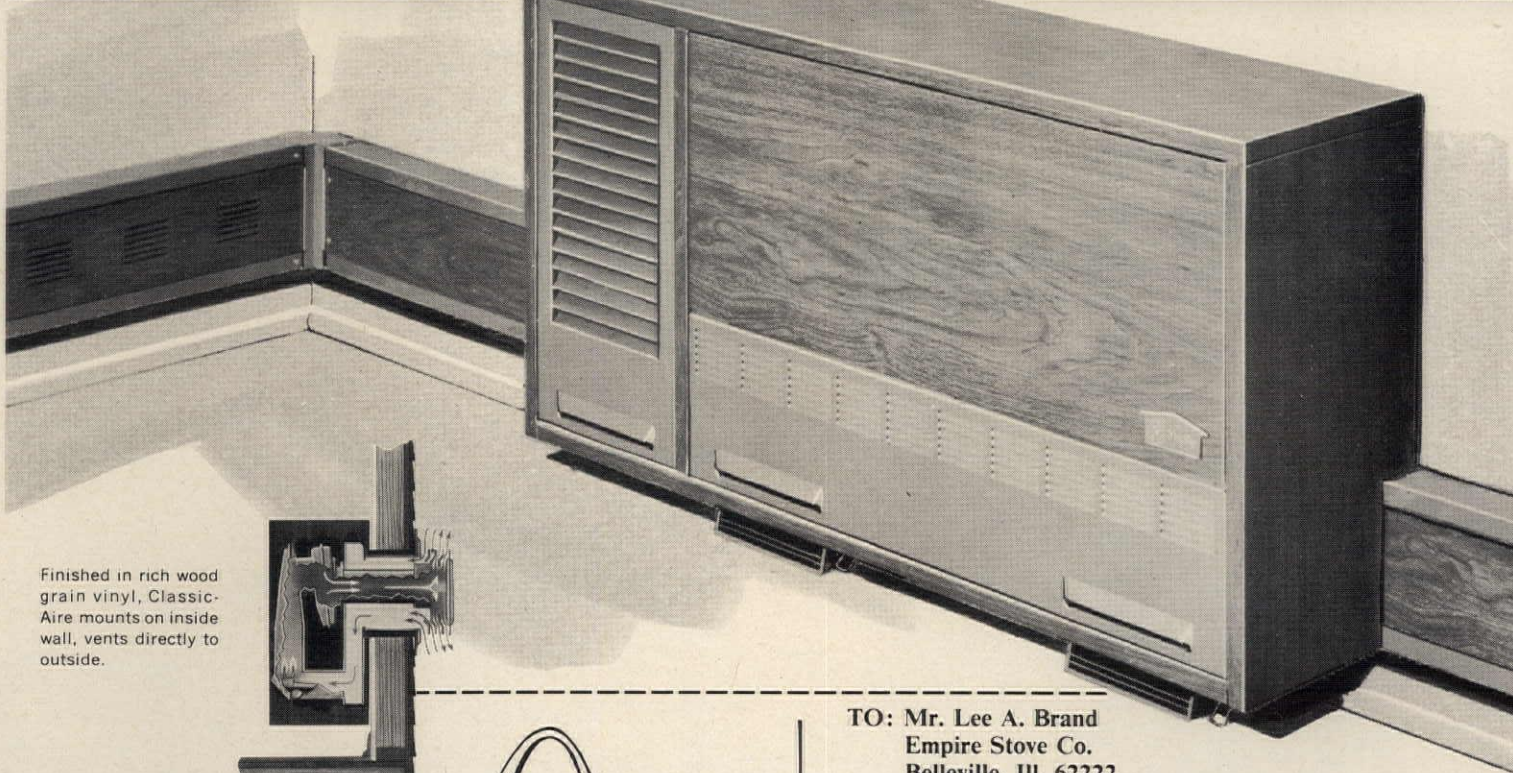
WALL MOUNTED, DIRECT VENT GAS FURNACE WITH BASEBOARD EXTENSIONS FOR PERIPHERAL AND MULTIPLE-ROOM HEATING APPLICATIONS

A beautiful new answer for a multitude of heating requirements, Classic-Aire lets you put heat where you want it—*economically!*

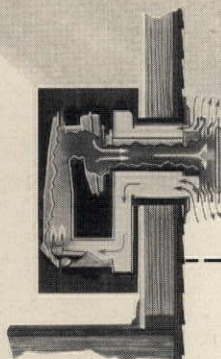
Gone are built-in ducts, chimney and the usual construction costs of forced air heating. Room-to-room baseboard extensions (warm air channels) make installation quick and easy; in residential, commercial and high-rise applications. It's the most flexible gas heating ever created! Ask us for more details.



Unit's adaptability permits full design freedom, adds a trim decorator's touch to living areas.



Finished in rich wood grain vinyl, Classic-Aire mounts on inside wall, vents directly to outside.



TO: Mr. Lee A. Brand
 Empire Stove Co.
 Belleville, Ill. 62222

Dear Lee:

You've got me interested. Now send me the full story on Classic-Aire including dimensions, specifications and performance data.

NAME _____

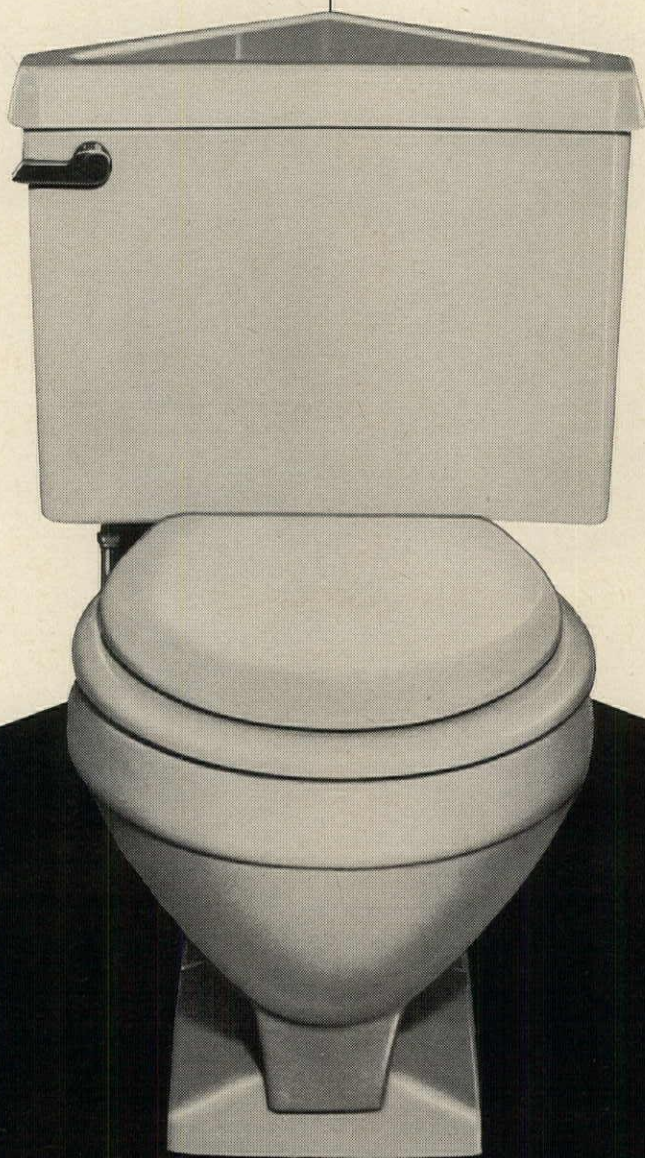
COMPANY _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____



Eljer's Corner Toilet gives your homes an extra sales angle



Eljer's Triangle gives you just the right angle for scoring with your customers. How? Simple: Eljer's Triangle toilet converts unused corner space into usable space. Opens up large and small bathrooms! Corner toilet is a space-maker for half baths and powder rooms, too!

With Eljer Master Crafted fixtures, callbacks are at a minimum. Available in Eljer pastels and white. For more information, call your contractor, Eljer representative, or write Wallace-Murray Corporation, Eljer Plumbingware Division, Dept.HH7, P.O. Box 836, Pittsburgh, Pa. 15230.

MASTER
CRAFTED

ELJER[®]
SINCE 1904 FINE PLUMBING FIXTURES



'taint paint

"This is stain."

"Are you sure?"

"Positive. Olympic Solid Color Stain. Hides like expensive paint. But it costs a lot less. Easier to apply, too. Even over old paint. And it doesn't make a thick film over the wood; you can still see the natural beauty of the texture. Oh, and it's guaranteed. Won't crack, peel, flake or blister."

"That's a promise?"

"In 30 beautiful, living colors."

Olympic Solid Color Stain



'tis beautiful

"This is Olympic Semi-Transparent Stain."

"Beautiful!"

"Exactly. See how it adds color and depth without hiding the natural richness of the wood?"

"Really shows off the grain and texture, doesn't it?"

"Right. And in 36 tones. That's why architects like it. And builders. 'Fact, anybody who likes wood likes Olympic."

"I like wood."

"I *knew* you were my kind of people."

Olympic Semi-Transparent Stain

For color samples on wood and new A.I.A. Information Manual, write Olympic Stain Company, 1118 N.W. Leary Way, Seattle, Washington 98107

Make home buyers head your way with outdoor features in Decorative Concrete

Exposed aggregate concrete turns driveways dramatic. Here's one of the most interesting of Decorative Concrete's many forms. The builder used Mexican beach pebbles, treated with

sealer to bring out color and sheen. Redwood headers add design interest and act as control joints. A decorative touch like this is easily achieved. See the "how to" across the page.



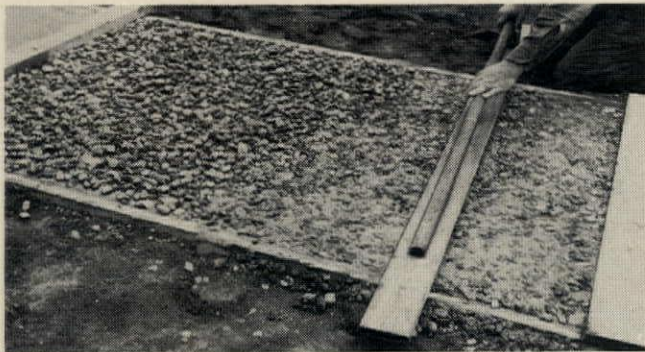
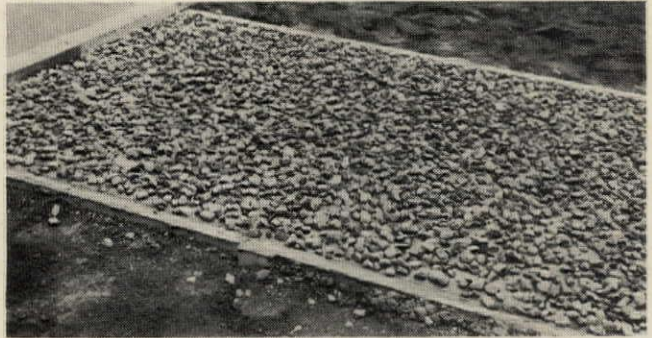
For any builder, getting the jump on competition gets tougher all the time. But more than a few are doing a good job of it right now with Decorative Concrete—in driveways, patios, walks, pools and other outdoor features.

Decorative Concrete adds a custom-type touch people like. A charm and note of difference they admire.

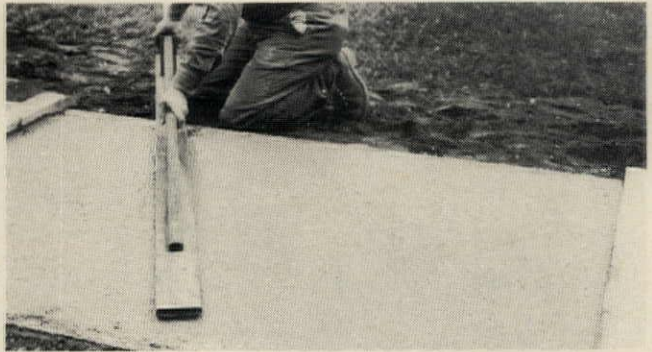
Ideas? You can texture, color, pattern, shape concrete to no end of decorative effects. With handsome sales effect, too.

How to get exposed aggregate finishes you'll be proud of

Topping aggregate should be chosen in the size and color that will give the texture and effect wanted. As soon as normally placed concrete slab (specify a 5½-to-6-bag mix) has been darbied, aggregate should be scattered to cover the surface as shown.



Next, aggregate is embedded by tamping with a darby or other suitable tool. Then, as soon as the concrete will support a workman on kneeboards, the surface should be hand floated



so all the aggregate is embedded just below the surface and completely surrounded by grout. Concrete should then be allowed to start setting up. Large areas may need a retarder.



In exposing the aggregate, timing is critical. Exposing should begin as soon as the grout can be removed by simultaneous brushing and flushing with water without overexposing or dislodging the aggregate. Some builders use test panels to determine timing. Finished job should be cured thoroughly, using a non-staining method of curing.

Help your concrete crews learn more about installing Decorative Concrete. Send the coupon for free booklet. If you would like to have selected crew members attend one of PCA's demonstrations of concrete finishing, contact your ready mix supplier or the nearest PCA office. (U.S. only.)

Yes, I'd like a free copy of the booklet: "*Cement Mason's Manual*." (U.S. and Canada only)

NAME _____

COMPANY _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____



PORTLAND CEMENT ASSOCIATION

Dept. A5-94, 33 West Grand Ave., Chicago, Ill. 60610

An organization of cement manufacturers to improve and extend the uses of portland cement and concrete

Whatever happened to make Lawrence Warner change the name of his business and the brand of his dishwasher?



Both these things happened about the same time, but for completely different reasons.

Warner changed the name of his business to Warner & Sons, Builders, when his two boys decided to work with him. (That's Larry on the left, Bob on the right.)

And he changed to KitchenAid dishwashers so he wouldn't have to worry about callbacks.

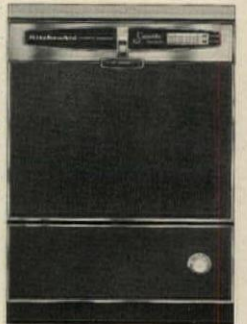
Lawrence Warner has been building homes for 18 years in the Seattle, Washington area, and he knows dishwashers.

Since 1963, the Warners have recommended KitchenAid dishwashers for every home they've built. It's paid off.

"We've never had any trouble with KitchenAid", he said. "Not one callback".

Quality is very important to the Warners. They take personal pride in their workmanship, in the materials they use. And, to them, the quality dishwasher is KitchenAid.

So if you want to forget about dishwasher callbacks, too, look into KitchenAid. See your distributor. Or write KitchenAid Dishwashers, Dept. 7DS-5, The Hobart Manufacturing Company, Troy, Ohio 45373.



KitchenAid®
Dishwashers

By the makers of Hobart commercial dishwashers and food waste disposers.

New elegance for the bath...

Crystal Glo



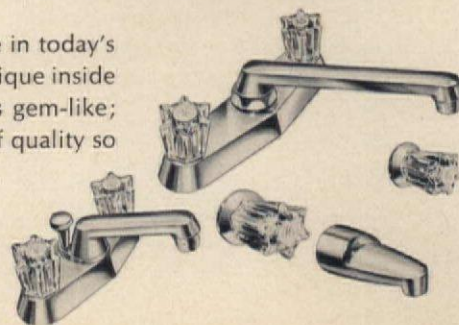
Also available with heavy plate 23 karat hard gold finish.

Harcraft

Impeccable in taste—CRYSTAL GLO provides sheer elegance in today's luxurious bathroom. Beautiful acrylic crystal handles with unique inside faceting subtly reflect brilliance and sparkle. The setting is gem-like; distinctive. CRYSTAL GLO by Harcraft adds the final touch of quality so important to the discriminating home buyer.

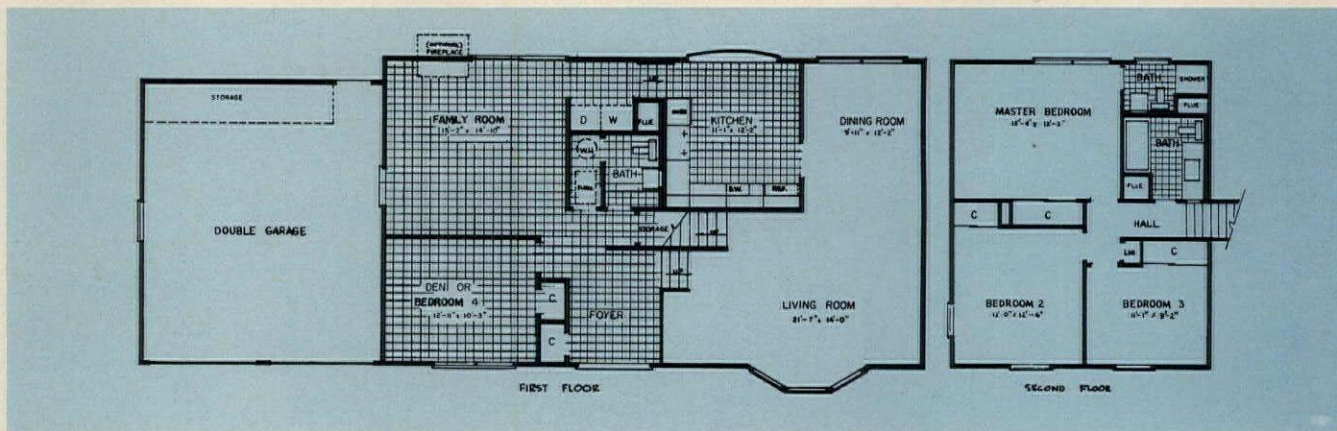
For personal presentation, write:

HARCRAFT BRASS Division of Harvey Aluminum
19200 South Western Ave., Torrance, California 90509





MOVE 'EM UP...MOVE 'EM IN A KINGSBERRY HOME NOW!



It took 4 architects, 3 draftsmen, 3 engineers and 289 work hours to design this Kingsberry Home

You can't rush perfection. And this is what Kingsberry strives for in the design of every home. The 1874 square-foot "Fulton" model shown is an example. The labors of design show up immediately in the beauty of the elevation, the natural flow of the floor plan and economy of construction. For builders of the "Fulton," it shows up in fast sales because of Kingsberry built-in value.

Smaller Kingsberry models get the same treatment . . . 4 architects, 3 draftsmen, 3 engineers and the time required for perfection. This is just the beginning. Every six months, all Kingsberry models are reviewed and graded according to consumer

acceptance. They are then carefully appraised . . . and either revamped, updated or dropped. That's how Kingsberry keeps its balanced line of some 100 models from year to year. Always adding the best of the new... keeping the best of the current sellers. Let this design excellence—plus Kingsberry's fine cost-control system, liberal financing and the industry's most complete marketing program—help you capture more than your share of your market . . . whether it be single family houses, apartments or our new line of leisure homes.

Kingsberry now serves leading builders in 29 mid-Atlantic, midwestern and southeastern states.



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DIVISION OF BOISE CASCADE

MAIL THE COUPON BELOW TODAY

Mr. Robert C. Smith, General Sales Manager/Kingsberry Homes/Department HH-3/5096 Peachtree Road/Chamblee, Ga. 30005.

Please send more information on the Kingsberry program. Please have your representative call on me. My interest in Kingsberry Homes is _____ immediate _____ future planning. I have _____ lots developed and _____ lots available for development. During the past 12 months I have built and sold _____ homes and/or _____ apartments.

Name _____ Firm _____
 Mail Address _____ Phone _____
 City _____ State _____ Zip Code _____

EDITORIAL

On the righteousness of deep-think planners

Dost thou think, because thou art virtuous, there shall be no more cakes and ale?

—*Shakespeare, Twelfth Night*

Before some evangelist on the urban scene leads another innocent to the brink of financial disaster, it would behoove all the giddy practitioners of urban forecasting to look back closely at the ground their feet have just left.

You know how they behave. Someone says, "Why, man, do you realize that we're going to double our population in the next half century, and everybody will live in megalopoli that spread from coast to coast like a heaving bacteriological culture. What are we going to do?" Our urban savant then strokes his Berkeley beard and intones (at once pedantically and self-consciously), "We'll just have to put our cities' growth solidly in the hands of planners and architects. [He's speaking of the establishment architects, not the ones who do all the work.] Then, by federal fiat, we'll build great urban plants, veritable cultural centers, monuments to human aspiration."

Now, what the urban savant really means is his own aspirations, and what he really wants is a big consulting fee for the rest of his life. What our soothsayer lacks in this little dialogue is some acid Philistine who will inject a jolting comment like, "Big deal! We doubled our urban plant in the last quarter century, and now we have a whole half century to do it again. If we've got so much time, I'm going fishing."

The trouble with that dialogue is that both sides are wrong. Our urban savant approaches planning for the future as an ideology, a framework into which he can fit all his fondest illusions. His passionate belief in the rightness of his thinking, if it does not lead to the tragic demise of some perfectly good company, at least convinces legions of innocents that there are easy solutions to urban problems—that the new-town idea, for instance, is a panacea for all that ails us.

Our acid Philistine is in just as bad shape as our urban savant. Kid Philistine's total reliance on the action of the marketplace led to the disasters facing cities today, and those disasters increase geometrically, not arithmetically.

What confuses the urban problem is that people are mesmerized by numbers. The numbers are real enough. But unless they're put in perspective, they can be misleading. It's probably true, as the Urban Land Institute says, that in one generation's time four-fifths of us will be clustered

in three gigantic urban regions and 19 smaller regions. What's more, this concentration will place an unprecedented demand on land, air and water in those regions. But it's also true that most of the nation will be preserved as open space, that urban areas are only occasional spots and that they will actually take up only 11% of available land.

All the talk about urban problems centers on that 11%. What will happen if those spots are left to grow without any planning will very probably be much like what happened to the New York metropolitan area in the last two generations. There will be sprawl; densities will reach about 100,000 people per square mile (in parts of Manhattan density is far higher than that); and there will be plenty of air and water pollution, traffic jams and the like.

The point is that all of these problems are perfectly solvable, even now. The roadblocks to solving them are purely political, but things are not bad enough yet to make the various levels of government and the voters re-allocate revenues to do the job. We have the money and the technology, but not the will of the people. And that will probably still be true, to some degree, a generation from now.

However, the seemingly immovable political obstacles to building a better urban future make many thoughtful people seek solutions that are more hopeful than workable.

Take new towns, for instance. The theory is that we might build whole cities out in the middle of nowhere to house and employ big hunks of our population. But just examine the history of most towns in America and you realize that it took at least a generation to build them, an investment running into billions of dollars and a geographic location that made sense in the nation's economic life. So it's no surprise that most of the new towns now under way are still basically bedroom communities feeding off existing metropolitan areas.

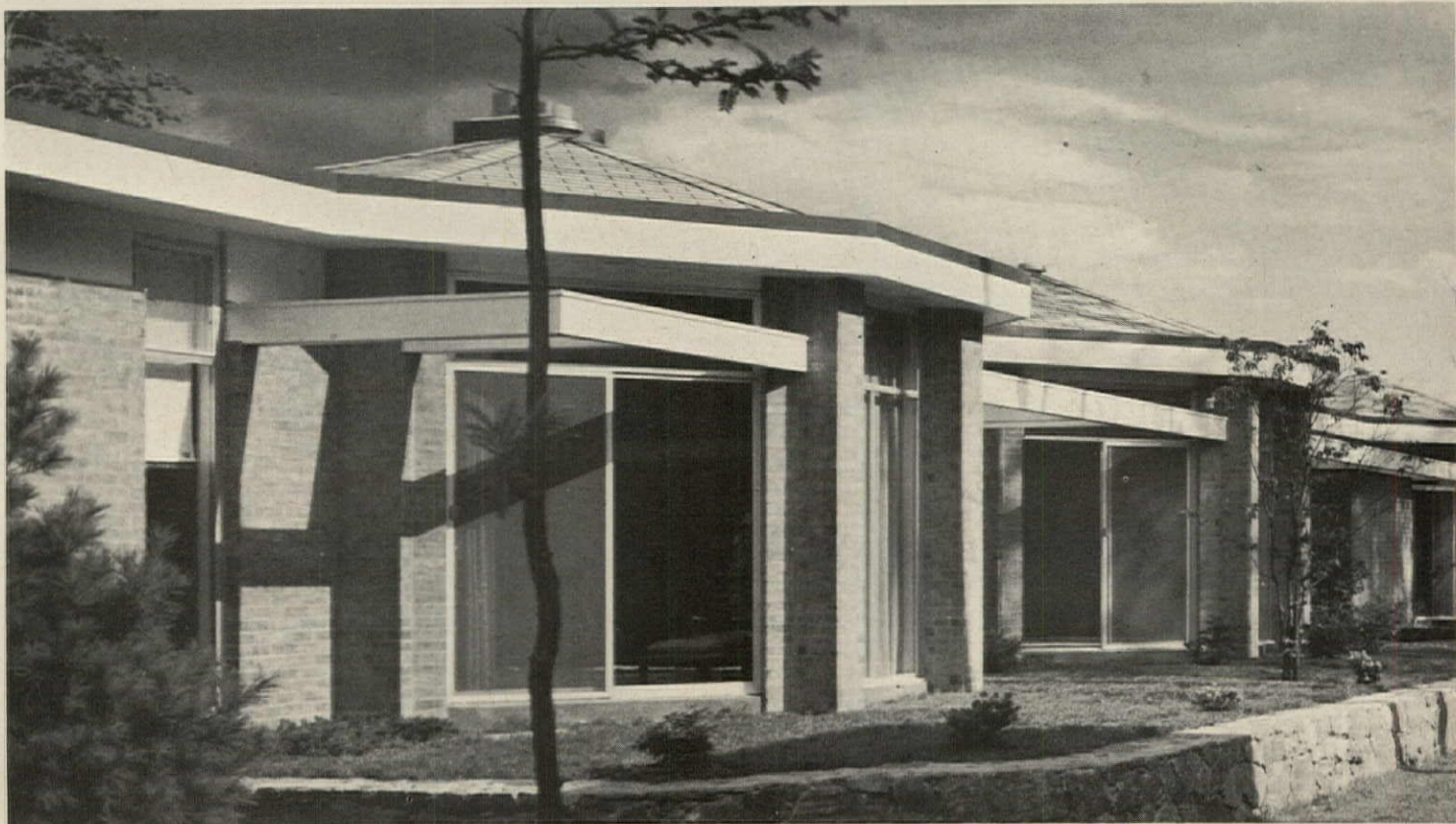
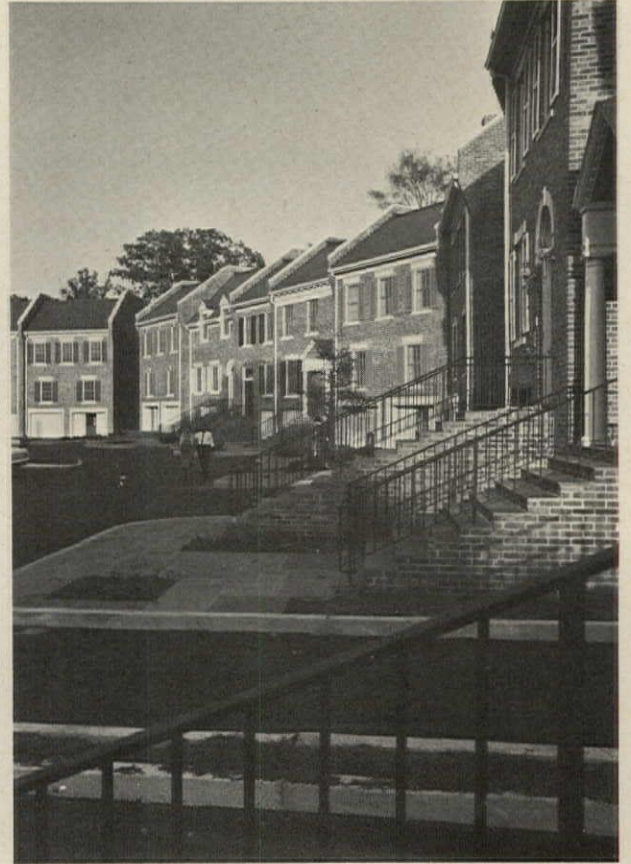
There's no question that we will double our urban plant in the next generation. But what sort of urban plant will it be—enjoyable or just barely livable? You won't find the answer to that question in an academician's dream. It lies, instead, in using the realities of people's needs and desires as a platform from which to launch realistic and workable plans.

—RICHARD W. O'NEILL

J. Alexander



Jerome Brown





Fifteenth annual marketing issue

In 1967, good merchandising is built right into the merchandise itself

That's why you don't see any banners or big signs or dancing girls in these pictures, and why you won't find any treatises on salesmanship or advertising in the eight case studies on the next 24 pages. Instead, this issue of *HOUSE & HOME* examines the product itself—project, house and features—as the single most important merchandising tool the builder or developer has today.

This does not mean that advertising and salesmanship are not important. Traffic must be built up, and personal contact between salesmen and buyers is still the best and often the only way to put across all the points of excellence in a house or a project.

Nevertheless, it is safe to say that most of these projects sold themselves. Their most effective merchandising was by word of mouth, and at least one builder was able to drop his whole advertising program after the first couple of months because his project's reputation was bringing him most of his serious prospects.

It is also safe to say that the greatest appeal of most of the projects lies in that elusive quality called environment. Environment is compounded of land, land planning, landscaping, houses, and community facilities; when these elements are blended correctly, the net result is the best possible merchandising—a place where people want to live.

The last two case studies in this issue show in dramatic fashion why the product itself is the builder's best marketing tool. Two builders were suffering from slow sales; instead of investing in heavy merchandising programs, they put their money into improving their models. The result: sales increases that surpassed their wildest imaginings.

For the first case study, turn the page.





GOOD MERCHANDISING
IN 1967

1

Good land, made better by skilled planning, helps this development sell itself

There are indeed salesmen at builder Edmund Bennett's Carderock Springs project in Bethesda, Md. But they don't pursue prospects into the models, and they don't lurk in closed or open traps. They stay in Bennett's sales office, on the principle that by the time a visitor has driven into the model area (he must pass through beautifully wooded sections of the project) and gone through the models, Carderock Springs itself will have done a better selling job than any salesman could.

And, in fact, this is just what happens. In four years, Bennett has sold more than 325 houses at prices that currently range from \$43,000 to \$53,000.

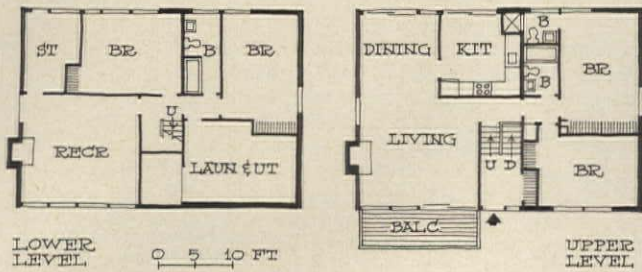
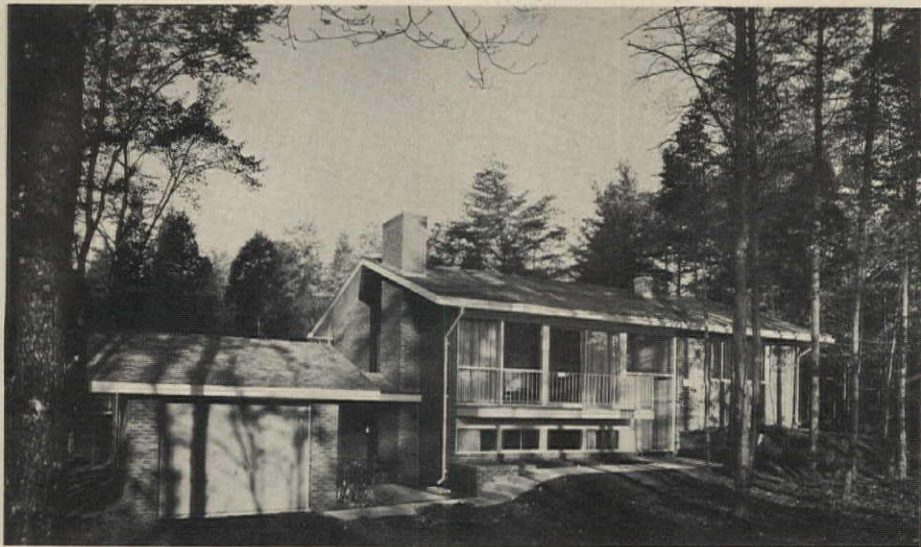
"We don't have to explain why our subdivision is better than most," says Bennett. "People have soaked up a lot about good land planning, so what we're doing is self-evident." All of Bennett's land planning and house design is in the hands of the architectural firm of Keyes, Lethbridge & Condon.

J. Alexander



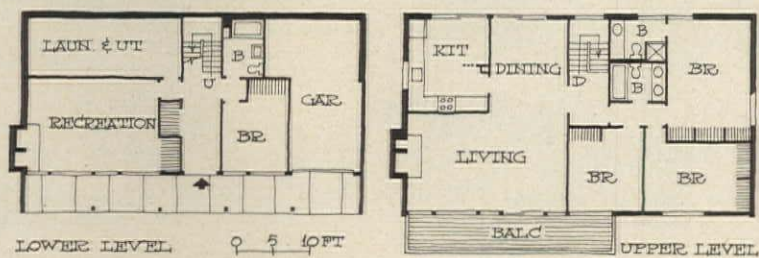
'When you build your merchandising around environment, every detail is important'

That's why items like corner plantings, fences, street signs and lights are carefully selected and positioned by the architects to enhance the naturally rustic feeling of Carderock Springs.



'Buyers want good houses, and they also want houses that go with the environment'

Bennett's models are designed to fit the existing terrain as much as possible. The split-entry above, for example, is built on shallow slopes, while the two-level below, with its basement opening on grade, fits steeper grades. Each house is individually sited on its lot, and care is taken to see that carports and driveways do the least possible violence to the land. Houses are often placed at right angles to each other so that the heavily glassed wall of one does not look out on windows or patios of others.



continued



'Trees are so important that our buyers will pay \$4,000 more per lot to get them'

When Carderock Springs was planned, Bennett ran a survey that located every tree with a diameter of more than 12". The survey was superimposed on a topographic map, and all houses and roads were sited to save as many of these trees as possible. In addition, an inspection is made after a house is staked out, and the siting is changed if it will save a particularly attractive tree or clump of trees.



'Every piece of land has drawbacks, but you can make some of them invisible to buyers'

Near the entrance to Carderock Springs is an old quarry; to hide it from visitors in approaching cars, Bennett built up a series of earth berms (above), which are planted with ground cover. Another berm (right and below) screens the project from an expressway and also blocks some of the traffic noise.

Photos: J. Alexander



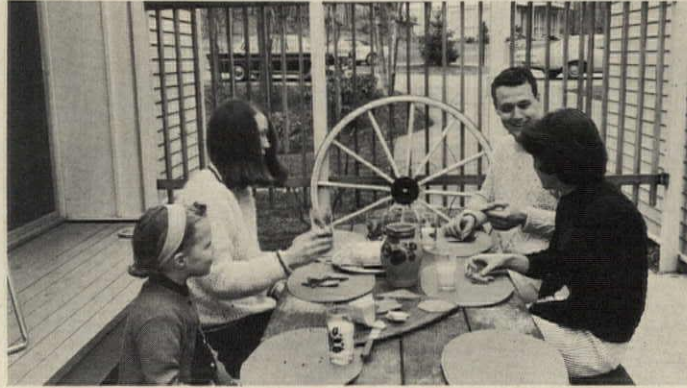


Brooks

Robert de Gast

'People are part of the environment, and buyers want to know what their neighbors will be like'

Says Bennett: "We want prospects to feel that this is a special place full of special people." So he has set up what might be called an environment room in one part of his sales office (*below*). It features photographs, some of them shown on this page, of Carderock residents taking part in a variety of social, recreational and family activities. There are pictures and displays emphasizing the backgrounds of Bennett's own firm and those of the designers and architects who helped create the community. And because good planning is so important to Bennett, he also displays the many local and national awards he has won over the years for both neighborhood and individual-house design.

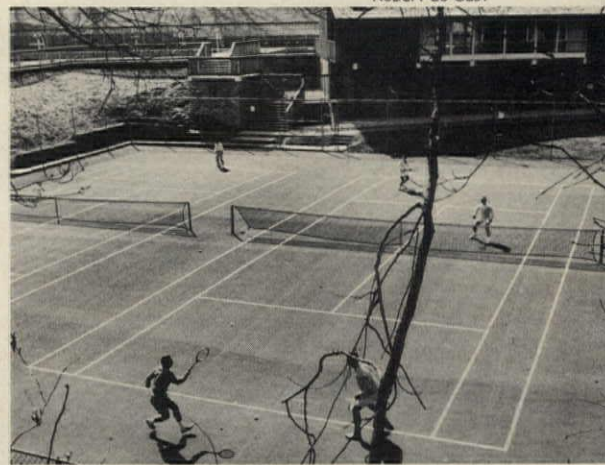


J. Alexander

Robert de Gast



Robert de Gast



Robert de Gast



continued



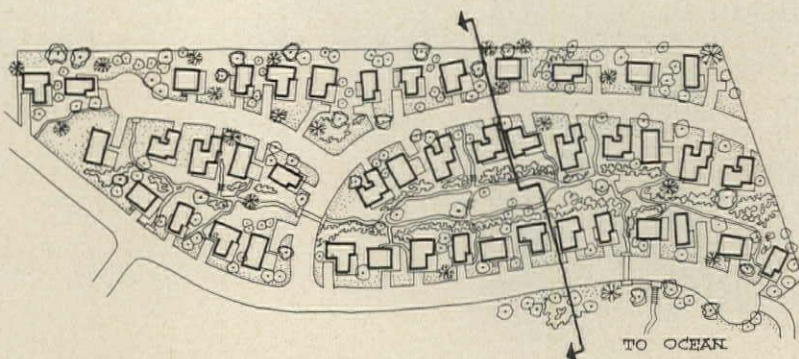
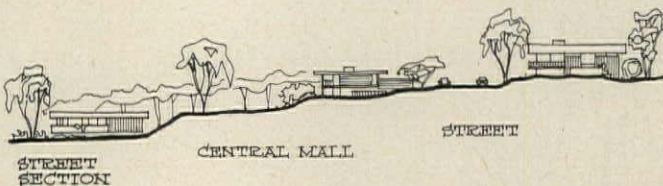
GOOD MERCHANDISING
IN 1967

2

The right blend of site, grading and houses made a big success of this small project

When Monarch Bay Mall opened, just under a year ago, its developer, Laguna Niguel Corp. of California, anticipated a steady but slow sales program that would last at least a year. The site was superb: 11 acres overlooking the Pacific and a fine beach. But the price range—\$46,600 to \$58,500—did not promise fast sales; the project had 44 lots, double the density of Laguna Niguel's next-door project; and the California housing slump was hurting sales everywhere in the area.

What actually happened surprised everyone. "We sold 35 houses during the first month," says Knowlton Fernald Jr., one of the project architects and Laguna Niguel's director of architecture and planning. The reasons? "We graded the site so all but a half dozen houses have full views of the ocean. Despite the high density, our houses have lots of privacy. We put a lot of money into landscaping. And we have a maintenance program that keeps up both land and house exteriors."



'We recontoured the entire site to give houses an unobstructed view of the ocean'

The plan and section at left show how lots are lined up in three stepped-down rows, with a road between the middle and top rows, and the mall, for which the project is named, between the middle and bottom rows. "The basic slope was already there," says Fernald, "so the earthmoving wasn't as big a job as it might have been." Developing costs, including road and underground utilities, came to \$3,500 per lot.

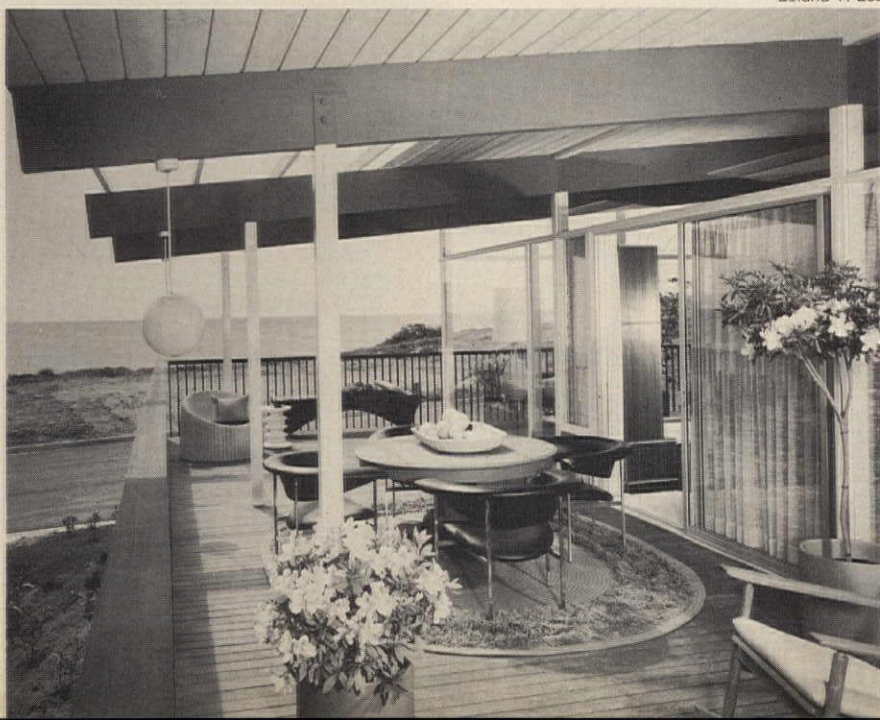


'Our buyers get the beauty of good landscaping but none of the headaches of maintaining it'

Most prominent feature of the landscaping is the grass mall, shown in the photos above and below, that runs almost the full length of the site. Sloping areas are planted with small shrubs and ground cover. All upkeep is done by a homeowner's association (a condominium would have been possible but complex since the project is on leased land). Landscaping costs, including steps, paths and an irrigation system, were \$2,000 per lot. Morgan Evans was the landscape architect.



Leland Y. Lee



'Privacy is important to our buyers, so we raised the living levels of our houses'

This is actually a one-story house, but it is raised on stilts so that people on the porch or in the living room will not be bothered by traffic on the road below. For the same reason, most of the two-story houses (built in the bottom and top tiers of the project) have their bedrooms on the lower story and living levels above. Models have either two or three bedrooms, and from 1,765 to 2,210 sq. ft. of living area. Project architects were Fernald, Ricardo A. Nicol and Arthur R. Schiller.

continued



GOOD MERCHANDISING
IN 1967

3

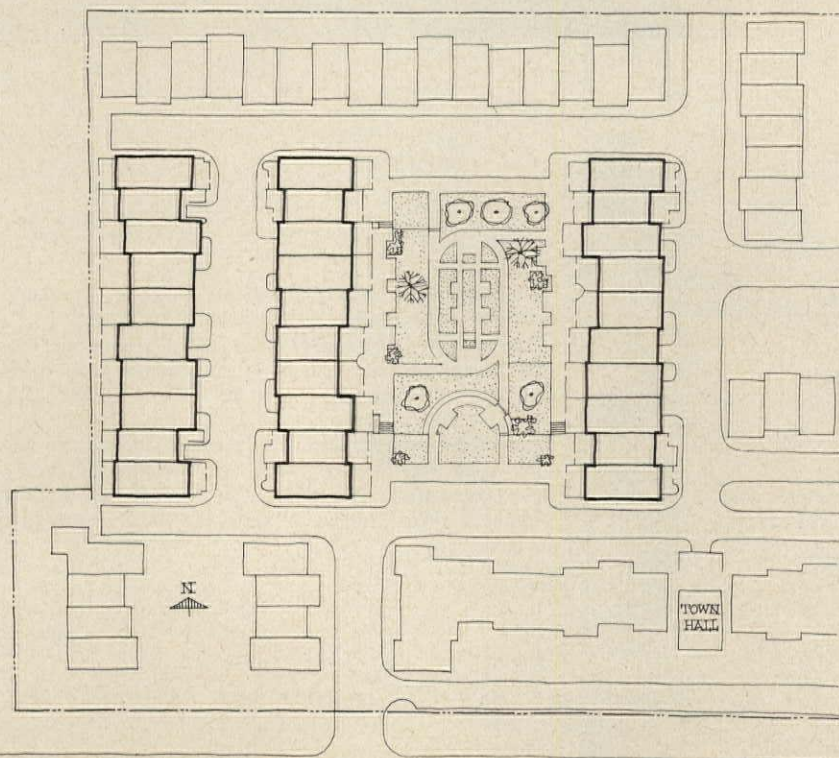
Early American opulence got vital first sales for this pioneering townhouse-condominium

It was Oklahoma City's first condominium, so developer George James went all out to offset buyer skepticism. "If we hadn't," he says, "we'd have been a dead duck." He packed the project with all the outstanding traditional design he could think of: exteriors copied from fashionable Georgetown in Washington, D.C., old brickwork copied from Philadelphia, gaslights imported from England. He walled in the project. And he named it Jamestown.

Ninety days after it opened last year,

10,000 people had come to see Jamestown. The ad agency hired to promote it was dropped after two months, because James discovered that most of his prospects were attracted by word of mouth.

Despite tight money and a declining stock market, James had sold 17 units early this year. Sales are somewhat behind construction—the first 30 units have already been erected—but James expects they will catch up soon. Reason: Jamestown is still drawing traffic from all over the Southwest.



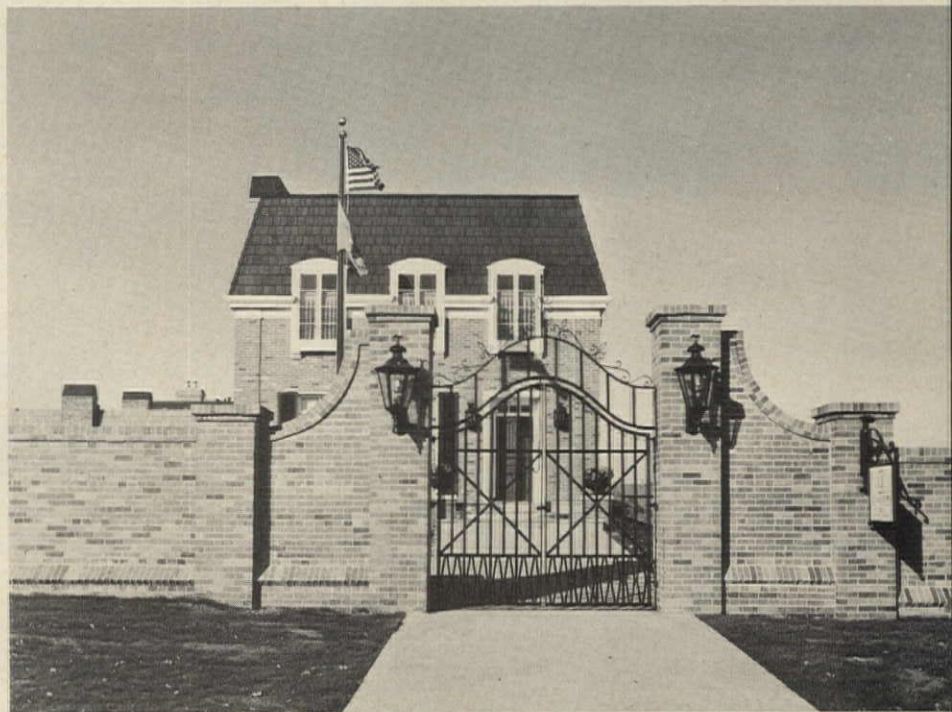
'We're selling distinction—so we built our common green and town wall right away'

All 130 units, on 8½ acres, will be enclosed like an old walled town. "When you drive through our big wrought iron gate," says James, "everything looks different—we're completely divorced from the surrounding neighborhood." Even the townhouses themselves are walled at both front and rear entrances. The partial site plan at left shows how the initial 30 buildings have been grouped in blocks of ten so that rear patios open onto streets instead of backing into each other.



'The look of Jamestown—by night and by day—is the look of quality'

And the look comes from costly extras like real gas lamps shipped from Southwark Council, England; illuminated fountains (above); and a community center (right) patterned after a colonial garrison. Adding to the community's feeling of security are services like round-the-clock guard protection, electronic call and fire-alarm systems, and 24-hour telephone answering. "The difference between a mediocre project and ours," says James, "is about \$200,000."

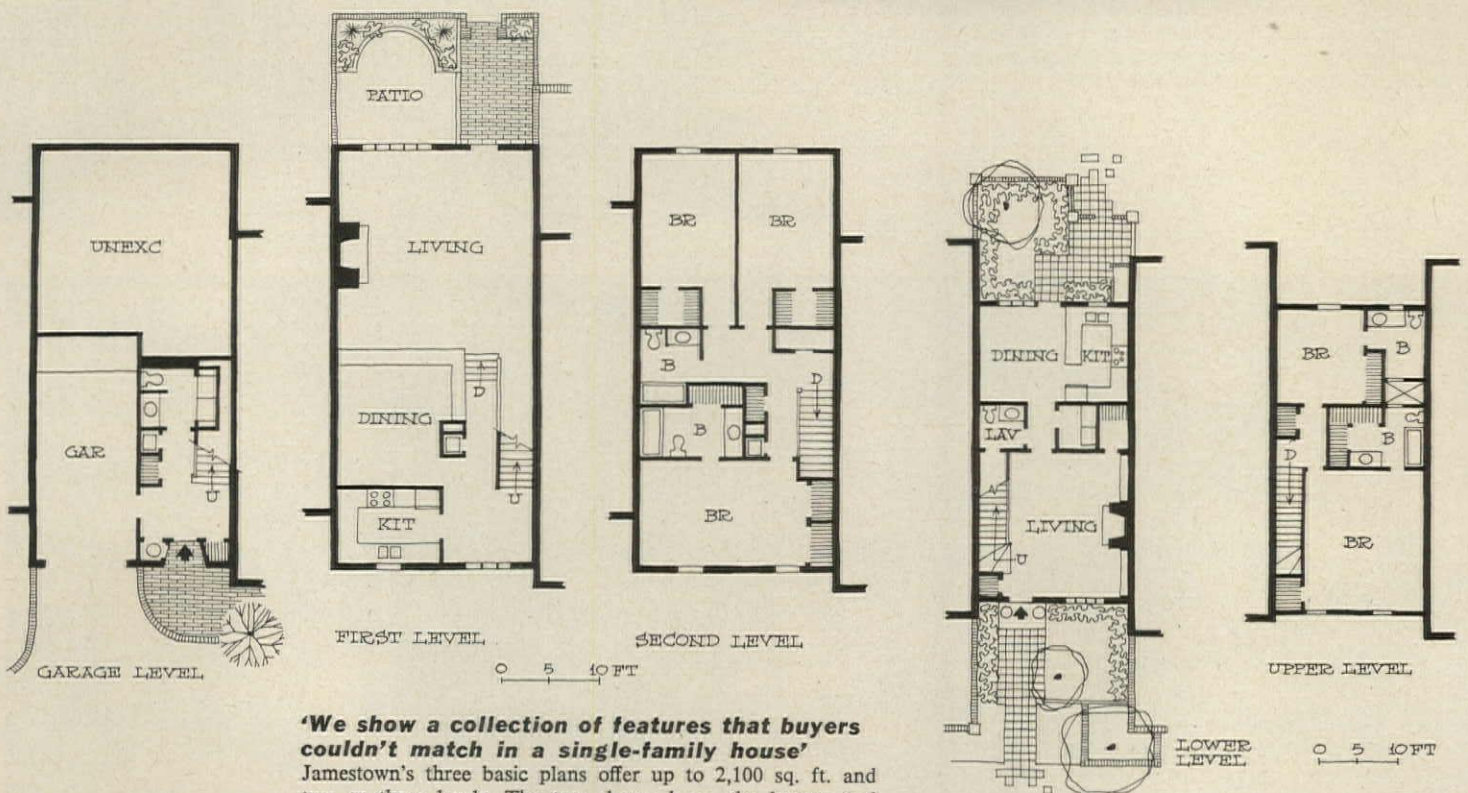


continued



'Our first interiors were more lavish than most buyers wanted—but they were exciting'

And that's what Jamestown needed in the early months when buyers had to be won over to a new kind of ownership. Later on, buyers indicated they weren't vitally interested in extras like imported-marble vanity tops (right) and \$275 doors. So now that Jamestown's reputation is established, options are being reduced to permit price cuts of \$2,500 to \$10,000 from the current price range of \$26,000 to \$38,000.



'We show a collection of features that buyers couldn't match in a single-family house'

Jamestown's three basic plans offer up to 2,100 sq. ft. and two or three levels. The two shown here—the largest and smallest—both have fireplaces, 2½ baths and landscaped patios. Most buyers are in their early forties and up.



'Brickwork is what makes Jamestown look like a community that will last forever'

In fact, its hand-laid streets probably will last forever—the paving brick was baked to order in a local kiln. James copied his town wall and its graceful gate posts from a 150-year-old wall he photographed in Philadelphia. And he insisted on authenticity to the point of 1) teaching masons how to rough-lay brick and 2) developing wall brick with a flake-off surface.



continued



Floyd Jillson

GOOD MERCHANDISING
IN 1967

4

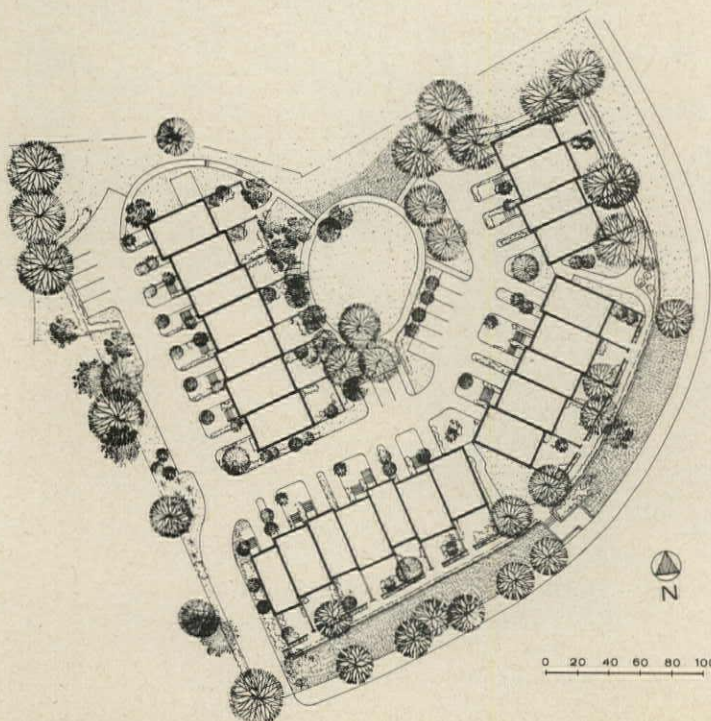
Classic elegance sells city dwellers new townhouses in a fine old neighborhood

Cousins Properties Inc. loaded elegance into this 23-unit Atlanta condominium for two reasons. First, the neighbors—living in well-kept old townhouses dating back to 1905—would have resisted conventional new housing. Second, conventional designs would have suffered by comparison.

As it happens, Cousins' Westchester Square went over so well that it has sparked a general renovation of the stately older homes. Reason: The new townhouses offer much more than the older ones.

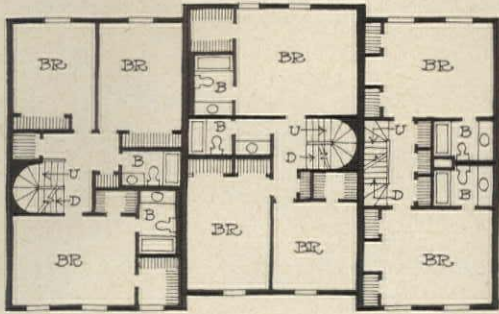
Outside, the houses emulate the Federal architecture of their surroundings in every way. One example: leaded fanlights over entryways. Inside, they combine classic molding patterns with modern baths and kitchens in floor plans of up to 2,940 sq. ft. And their up-to-date siting (*plan below*) provides unusual privacy and open space for in-city living.

Prices are high, \$53,000 to \$75,000, but President Thomas Cousins expects to be sold out late this year.

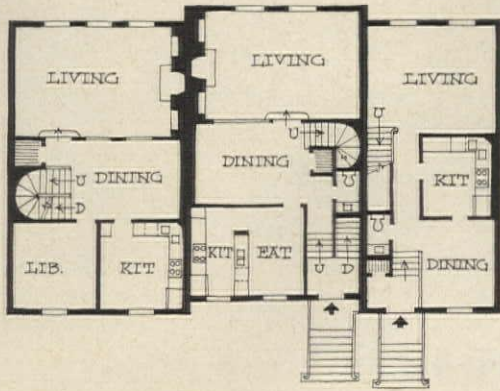


'Our siting gives a feeling of privacy that you can't find in most urban neighborhoods'

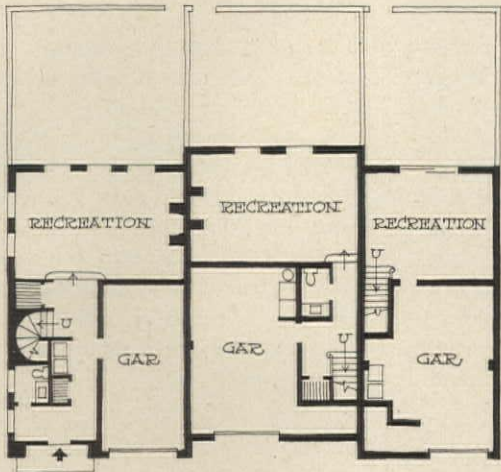
Older townhouses face city streets, but Westchester Square looks inward to its own common green. All 23 units are reached by a private, dead-end drive (*lower left*) leading off one of the city streets that ring the 3½-acre project. Residents are buffered from city traffic by a commonly owned perimeter strip of landscaping and walkways. Each house has a garage.



TYPICAL UPPER LEVEL.



TYPICAL MAIN LEVEL.



TYPICAL GROUND LEVEL. 0 5 10 15 FT



**'We sell distinction inside as well as out
—no two houses have the same specs'**

While each of the 23 units is based on one of three tri-level plans (left) and contains standard details like marble fireplaces and 9" ceiling moldings, each plan is different. Cousins varies his two basic widths—18' and 24'—by from 4" to 6" and puts as many as three fireplaces in some of his plans. A minimum of two full baths is standard, and some larger plans have a wood-paneled library or "keeping room."



Jerome Brown



**'Backyard elegance is just as important as
curbside elegance for our high-price buyers'**

Cousins reasons that his class of buyer does more entertaining than average. So he offers big rear courtyards, screened by 7'-high brick walls and accessible from both the living room balcony and the ground-floor recreation room.

continued



GOOD MERCHANDISING
IN 1967

5

A lively looking environment for adults helps rent a high-density apartment project

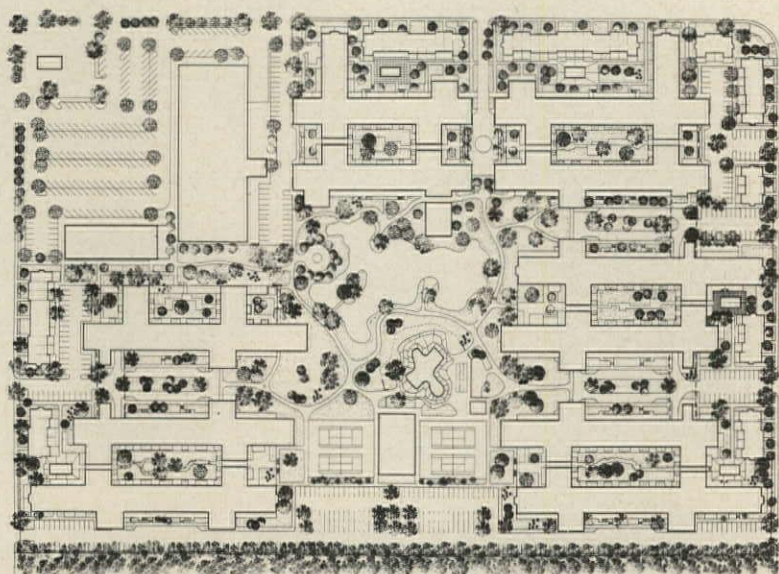
Density is 40 families to the acre in 994-unit Woodlake Apartments, San Mateo, Calif. But there is no feeling of crowding in the project's spacious activities center (*photo, above*)—which combines a lake and swimming pool, community building, health spa and tennis courts—or in neighborhood courtyards, many with pools, scattered through the community.

But developer Gerson Bakar doesn't want to attract "go-go" types. So he made his recreation area look tranquil and digni-

fied. And because there are no juvenile play activities, the project doesn't attract families with school-age children.

Woodlake has a full-time activities director and an eight-page monthly newspaper to keep tenants on top of all the social and recreation events that go on there.

"Woodlake is known for its sense of responsible fun," says Bakar. "I think that's why we built and completely rented 994 units at a time when there were vacancies all over town."

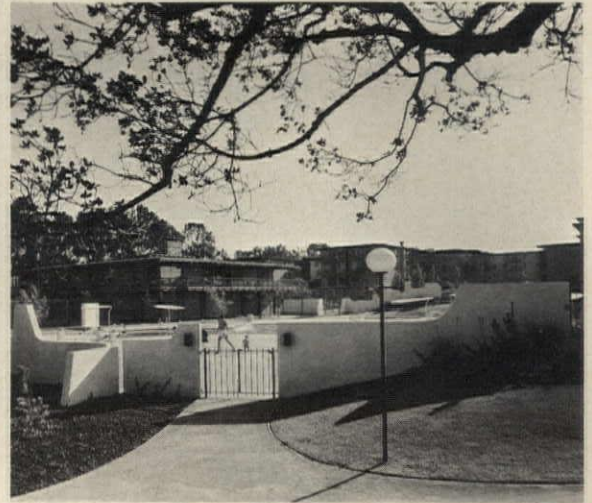


'We're big, but we have turned our bigness into an asset rather than a liability'

The asset is an atmosphere of security. Woodlake's size makes it possible for management to afford a 24-hour security patrol and a full-time maintenance staff of professional plumbers, electricians and carpenters. "When our tenants have problems," says Bakar, "we don't have to send them independent mechanics who come when they feel like it and charge whatever the traffic will bear." Architects were Wurster, Bernardi & Emmons. Landscape architect: Lawrence Halprin.



Photos: Roger Sturdevant



'We're like a cruise ship, where activities make the trip either memorable or a total flop'

Woodlake's health spa (lobby below) is a big attraction, especially for women; only bridge tournaments outrank it in popularity. And to keep tenants in touch with all the events that go on at the spa, Bakar installed a closed-circuit television system. In between televising community events, the system shows first-run movies twice a week. For tenants who want recreation closer to home, six neighborhood swimming pools (right) are built into interior courts. Says Bakar: "The key to our environment is our professional social director—an amateur could never make it work."



continued



GOOD MERCHANDISING
IN 1967

6

A quiet, park-like atmosphere rented out these garden apartments in just 12 weeks

In his original schedule, Donald Tarinelli, the project's builder and owner, allowed six months for full occupancy. Reason: His 70 units rent for from \$175 to \$380—definitely luxury rates in Fairfield, Conn.

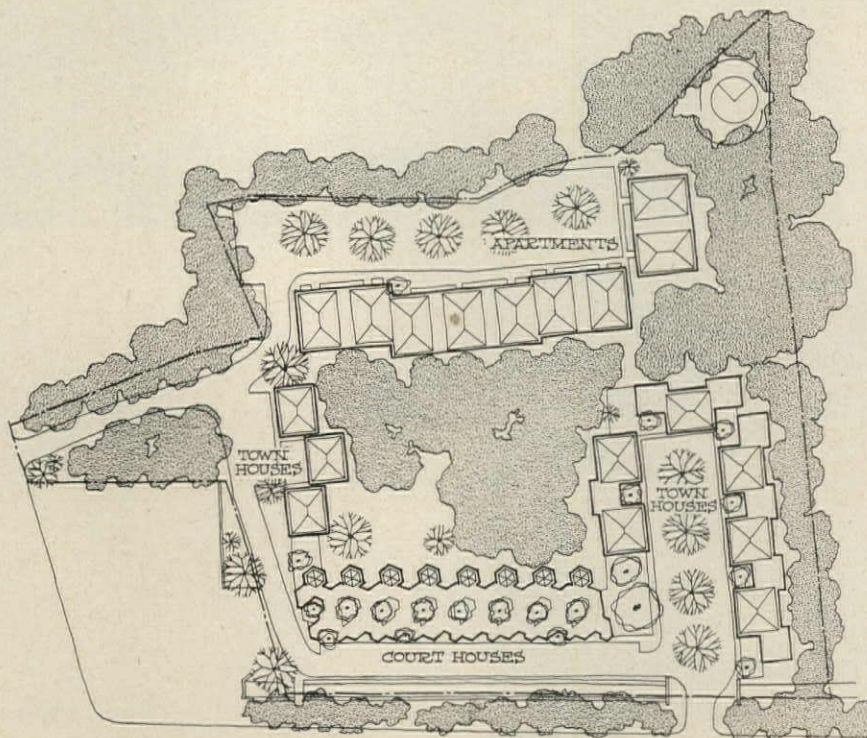
But the combination of good land, fine landscaping and exciting units (*opposite*) proved to have unexpectedly strong appeal. Newspaper ads brought in the first visitors, then word-of-mouth advertising became the decisive factor.

"People weren't too impressed driving

by," says Tarinelli, "but when they came in and saw the park, they really jumped."

Tarinelli expected his market to be older people—particularly those who had sold large houses and hence were used to high monthly payments.

"So we stressed quietness and elegance," he says. "We have a pool, but it's tucked off in one corner of the property." But a surprising number of young families with children have also rented—most of them taking three-bedroom townhouses.



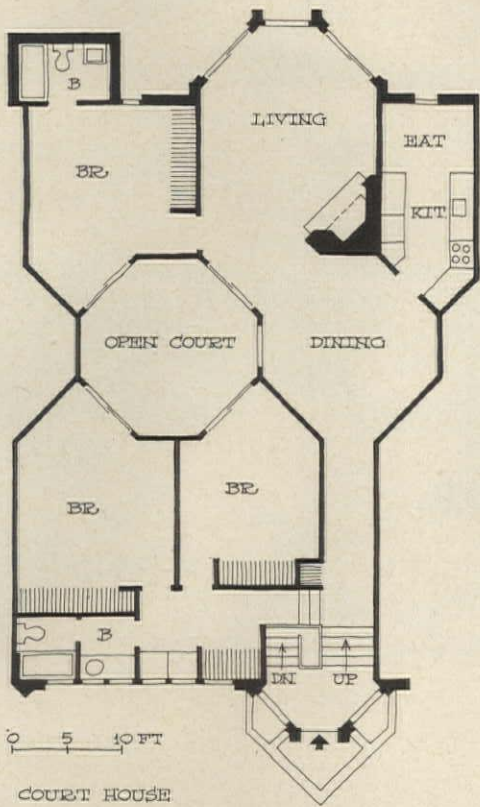
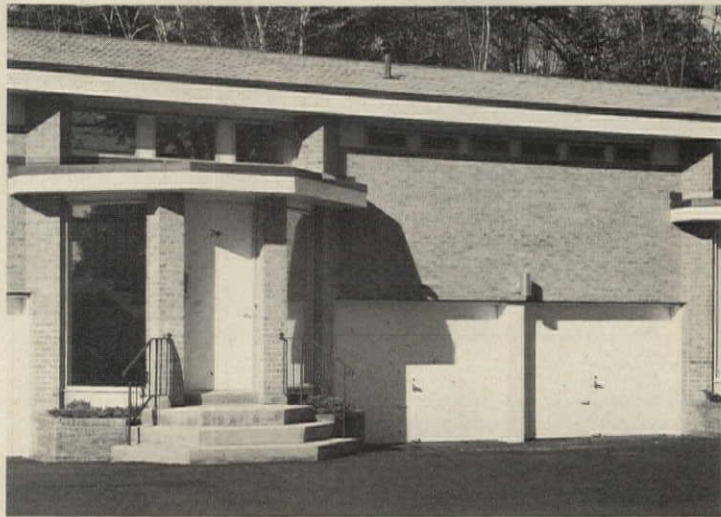
'One of our biggest promotion points was that every unit looked out onto parkland'

Most of the apartments and townhouses face a two-acre park in the center of the site. And the property abuts a municipal park, at right in the plan, so architects Landis Gores and Fielding Bowman were able to add an extra loop of townhouses and turn half of these units toward the town park. The project's 5½-acre site is on leased land which, says builder Tarinelli, made it possible to put more money into buildings and landscaping.



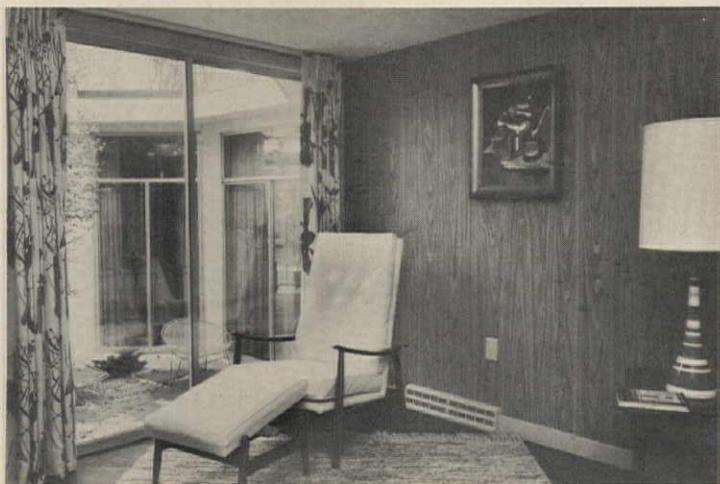
'These were the first atrium houses in the area, and they created lots of interest—and traffic'

Eight of these units are built along one side of the site, with bays facing the center park (above) and entrances and garages on the outer driveway (right). "We couldn't afford any more of them," says Tarinelli, "because even with rents up to \$380, they aren't very profitable. But as promotional features, they more than paid their way."

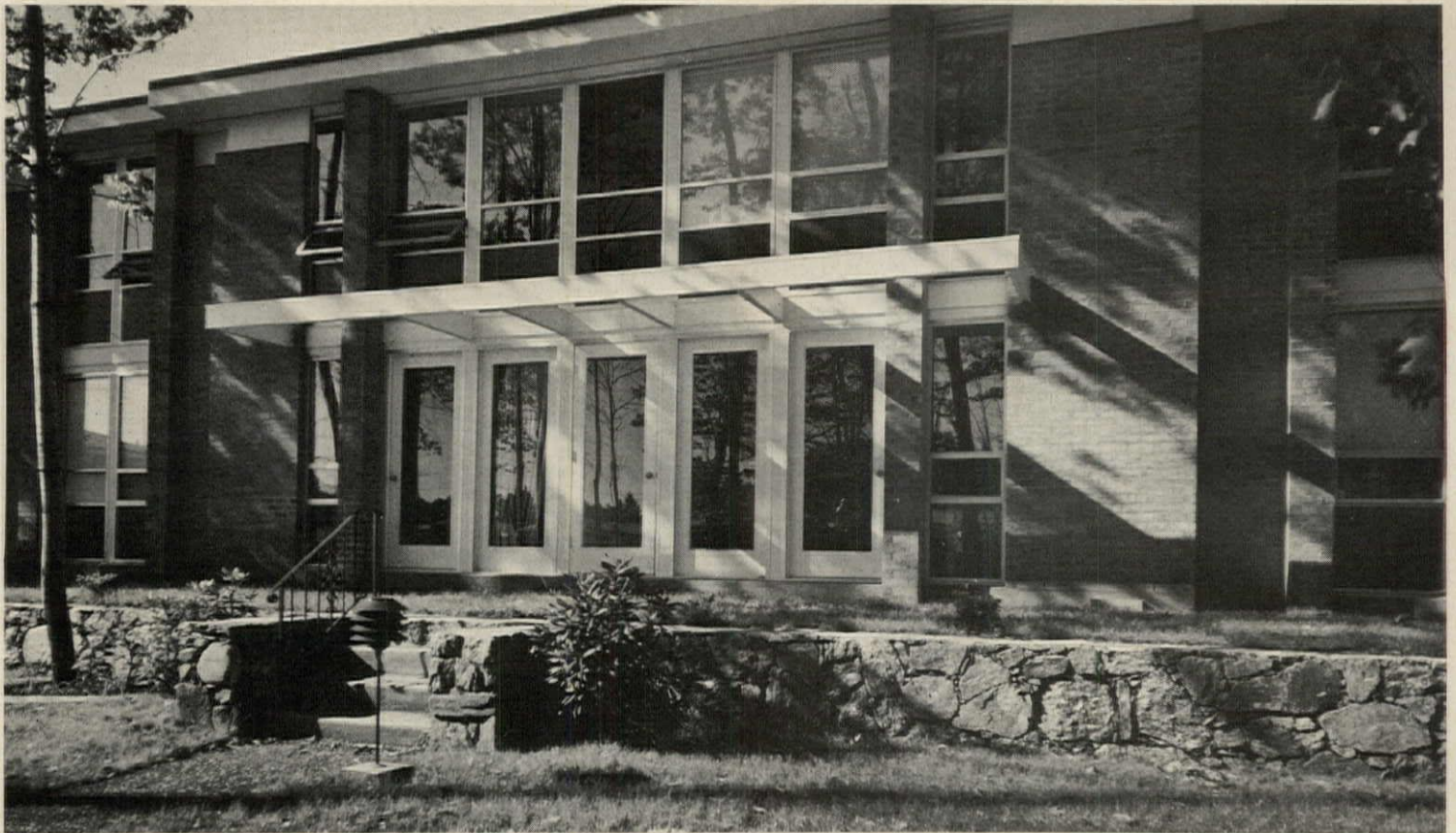


'Our models were so well decorated that design schools sent classes out to see them'

And more important, they carried out Tarinelli's theme that the project represents the last word in garden-apartment elegance. These photos show the interiors of the courthouse units. The living room (above) has a bay facing the center park; the bedroom (left) has glass doors that open into the atrium.



continued



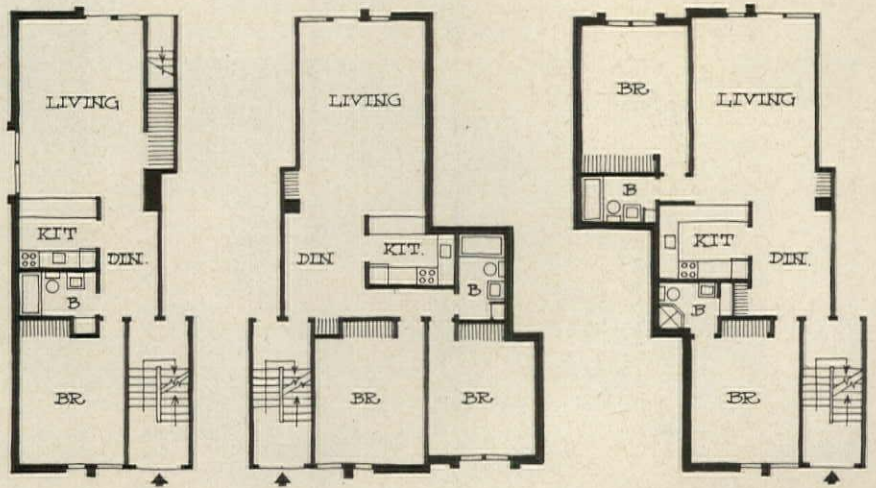
'The park environment put our single-floor apartments in a class by themselves'

When the project first opened, it faced competition with one garden apartment and two high-rise projects in the same general rent range. "We've long since rented out," says builder Tarinelli, "and they [the other projects] are still not full. One reason is that no one else offered as attractive a community as ours. Another is that for rents of \$175 to \$220, people can live in our apartments and share in the prestige of a project with rents as high as \$380."



'Our apartment units gave us the rental range to appeal to the entire market'

The apartment mix includes 16 one-bedroom units at \$175; ten two-bedroom, one-bath units at \$205; and ten two-bedroom, two-bath units at \$220. They are rented primarily by working couples and older people; no children are permitted. "If we were starting all over again," says Tarinelli, "the only change we'd make would be to build fewer of the smallest units and more of the larger ones."



APARTMENTS

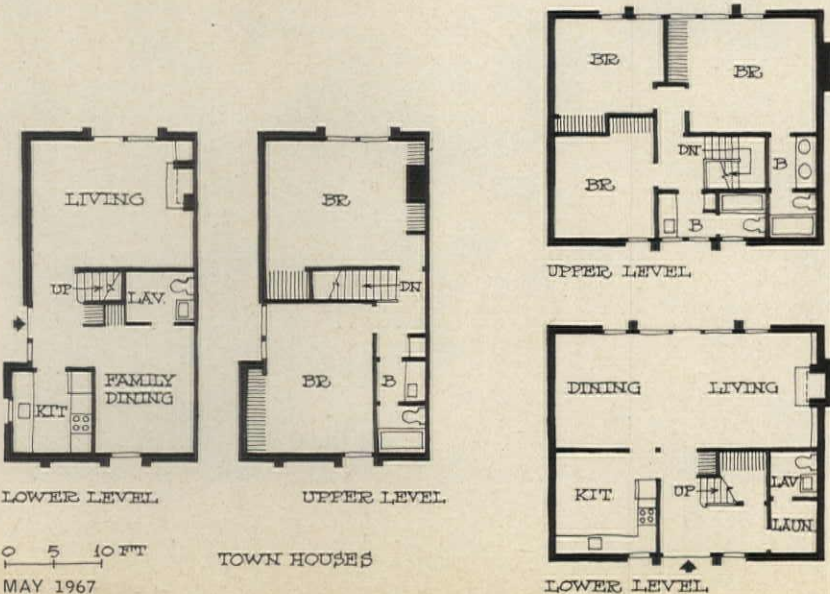
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HOUSE & HOME



'Townhouses gave us a crack at the market that wouldn't—or couldn't—buy a house'

This market includes transferees (Fairfield is in New York City commuter territory) who anticipate another move in the near future, young couples with the income but not the capital to buy, and older couples who prefer a house to an apartment but don't want the bother of maintaining a house. Children are permitted in the townhouses, and the 25 units now house 15 of them, ranging from babies to high-school teenagers. The photos above and at right show the townhouse parking and entrance area; the photo below shows units fronting on the center park area.



'We built our rental townhouses because no one else in the area was offering them'

And, in fact, the demand was stronger than Tarinelli had anticipated. There are 18 two-bedroom models renting for \$240 and 7 three-bedroom models at \$280. "And," says Tarinelli, "we found more demand for the bigger units."

continued

Redesigned and completely upgraded models solve a problem that many builders face

The problem: how to sell against the used house. And in this case, Perl-Mack Homes of Denver had spawned its own competition. Over the years, Perl-Mack had sold 5,500 houses in its big Northglenn development; with 900 lots left, the company found that resales of these older houses were cutting into sales of new ones.

"Our new models weren't different enough," says President Sam Primack. "So we did a complete upgrading job." Baths and kitchens got special attention, with

emphasis on better cabinetry. Carpeting was made a standard feature. And exteriors were changed, some floor plans enlarged and some new models added.

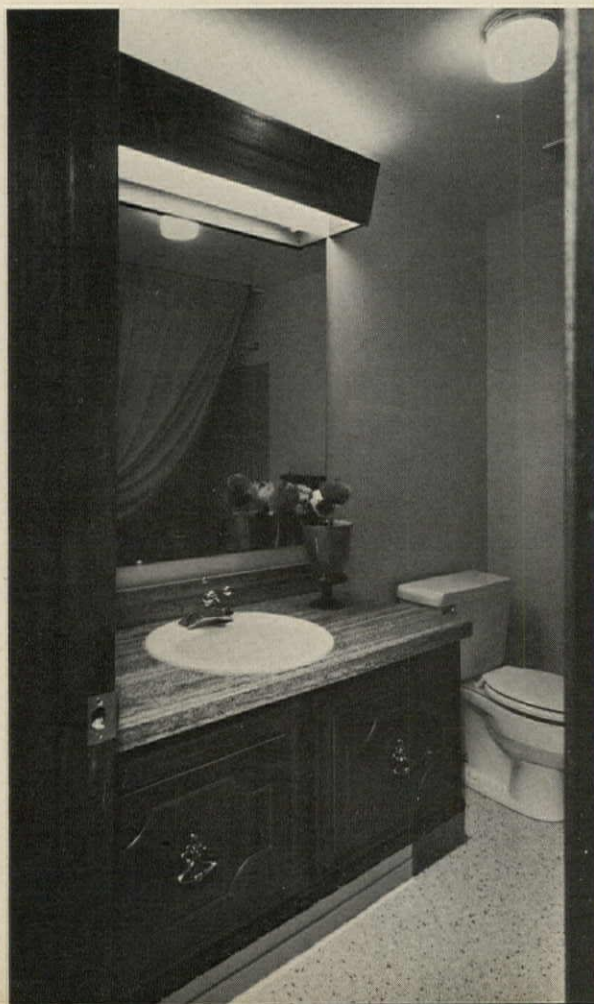
"We made the biggest changes in the highest-priced models," says Primack, "because we thought that more-sophisticated families would react most favorably."

Result: more than 100 sales in two months—double Perl-Mack's previous rate—even though the changes, plus higher building costs, forced a rise in prices.



'Our new baths have the kind of elegance that makes buyers regard them as prestige rooms'

Perl-Mack's old baths (left) were perfectly attractive, functional rooms; the new ones (below) benefit from a massive injection of glamour. "We didn't do this primarily for the family that lives in the house," says Sam Primack. "They will stop noticing it in a couple of weeks. But they like the idea of making a big impression on their guests." So the new baths have melamine vanity counters and backsplashes, wood-grained cabinets, lighting valances with natural-wood facias, and large mirrors that make the room seem bigger.

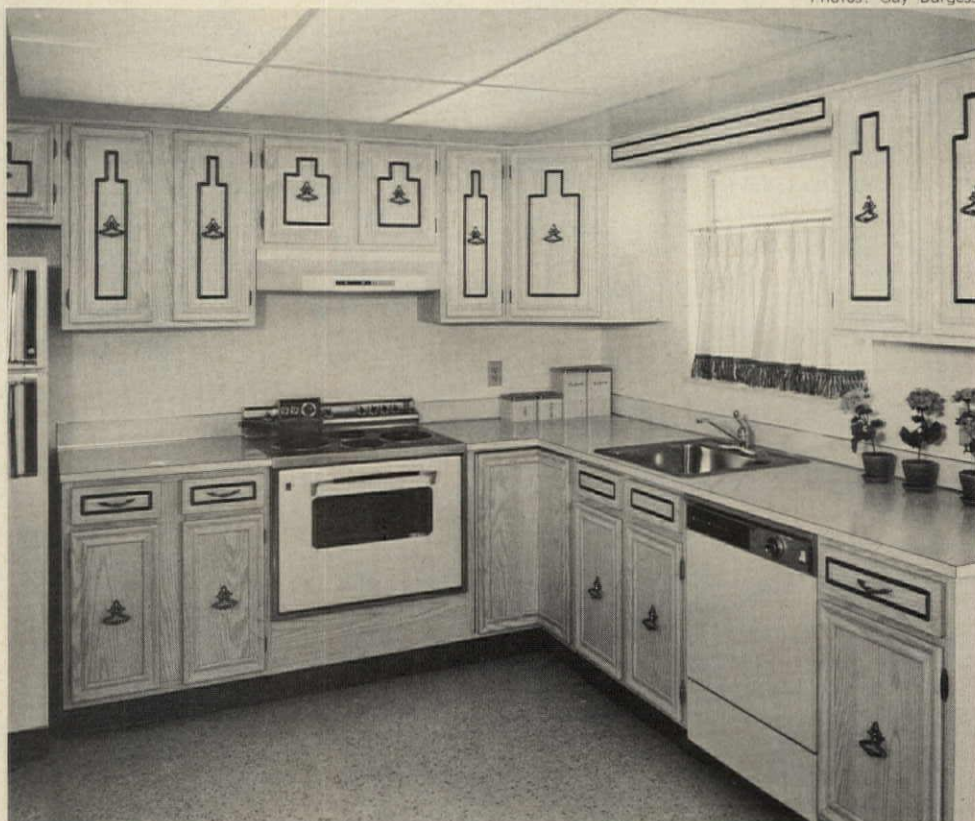




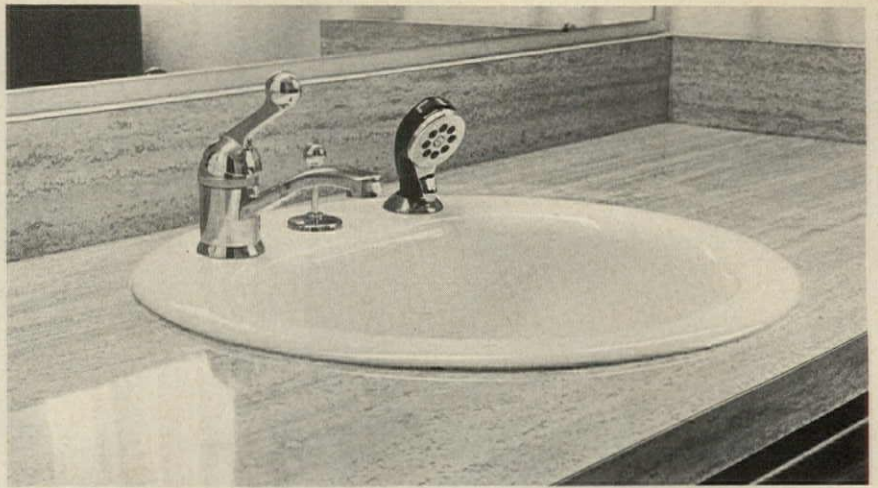
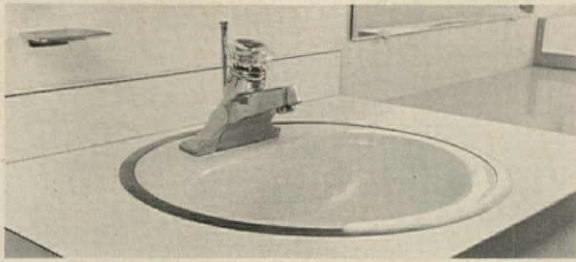
'We used to have just plain kitchens. Our new ones are richer looking and better to work in'
 Primack considers the kitchen second only to the exterior of the house as a sales feature. Since the cabinets are the kitchen's most prominent feature, Primack changed from a good-quality, wood-faced line (*left*) to a high-styled, melamine-faced line (*above and below*). And since the kitchen is the most important work area in the house, Primack now offers top-of-the-line appliances as standard items, better lighting (*see next page*) and higher-grade sheet-vinyl flooring.



Photos: Guy Burgess

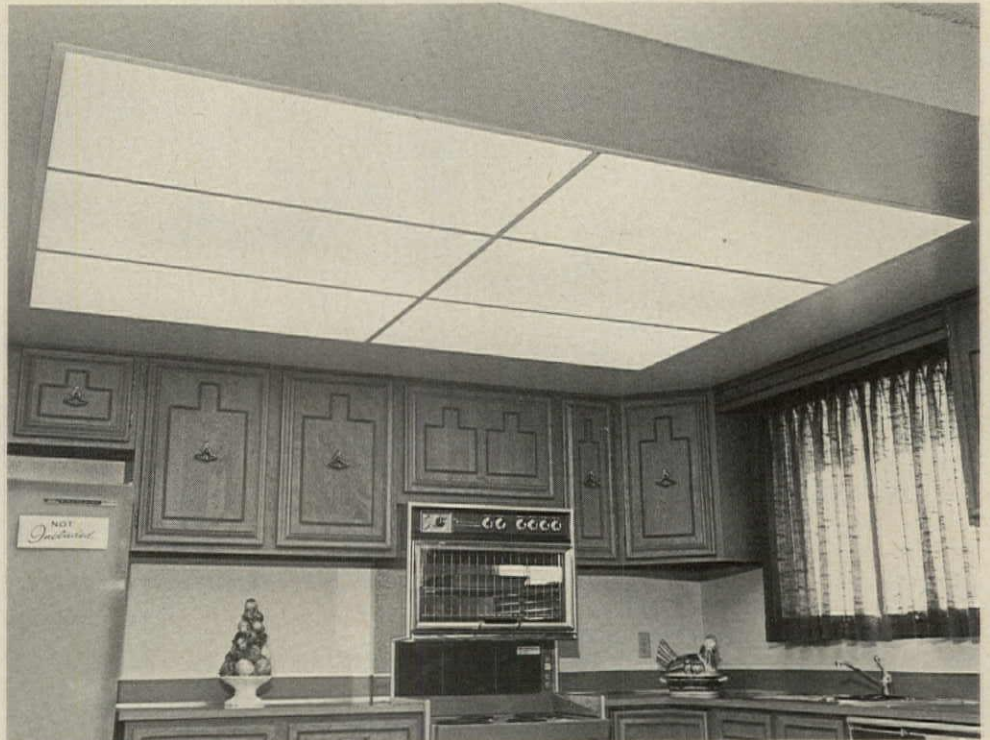
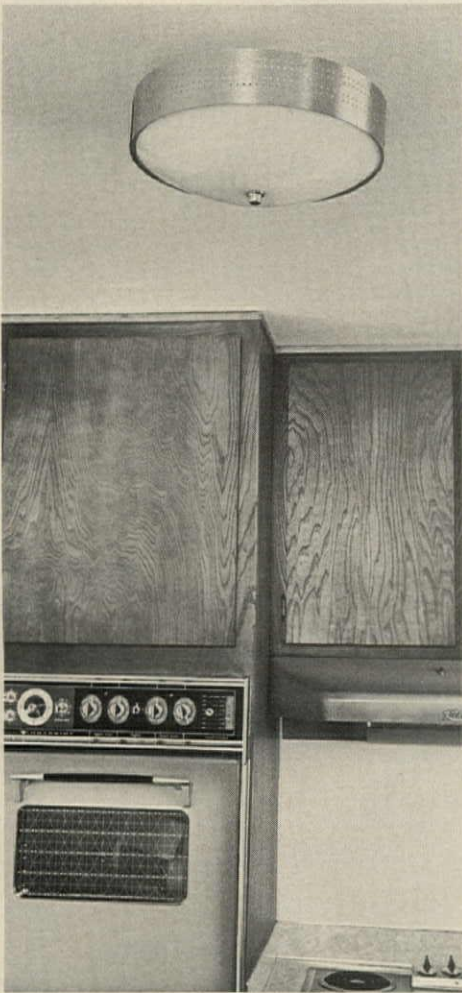


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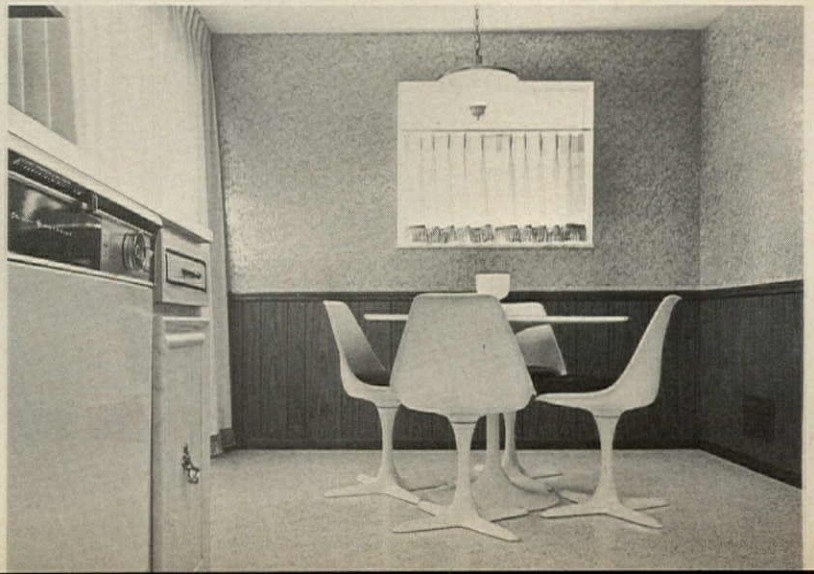
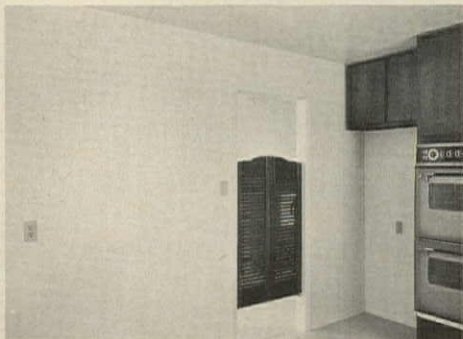
'It's very often the little extras that make prospects remember your models'

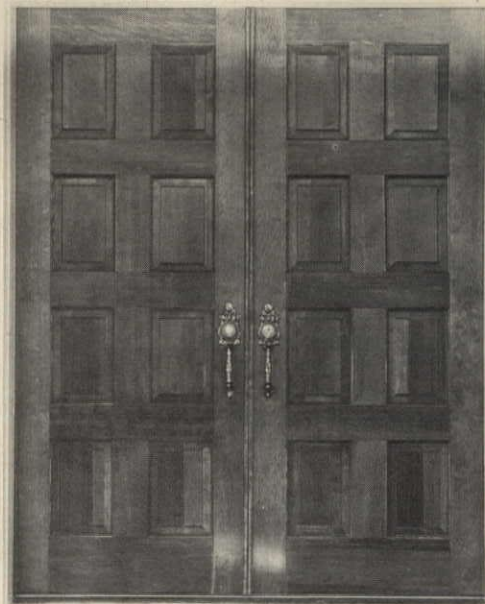
Sam Primack has found that one highly memorable extra is a self-rimming sink (right) with a spray attachment used in master baths. "It seems small," he says, "but when a prospect has trooped through a dozen pretty similar projects, an item like this can be the thing that makes all the difference."



'Some features that seem purely functional are actually good merchandising tools for us'

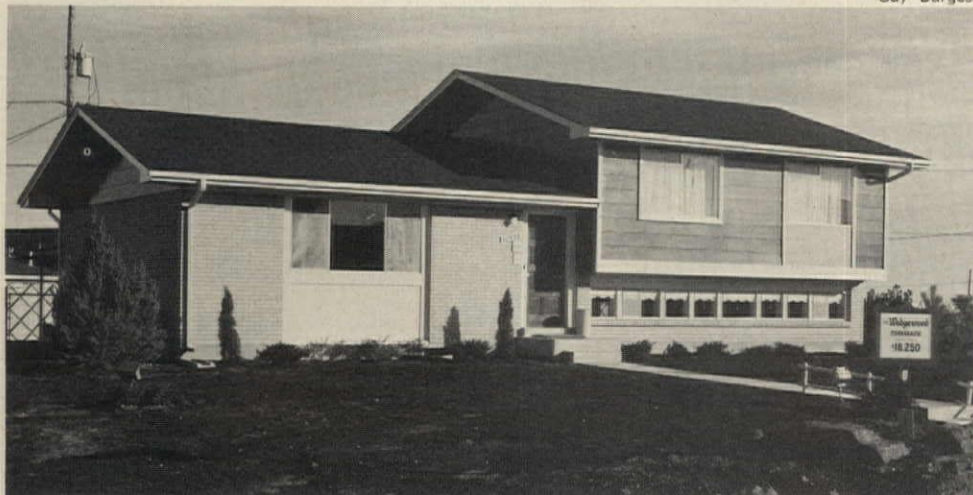
Two examples are shown here. The dropped luminous ceiling above replaces single fixtures like the one at left; besides providing more-even working light, it makes a dramatic display out of Perl-Mack's new kitchens. And wood-grained plastic wainscoting (bottom, right) not only offers an easy-to-clean surface in the breakfast nook but also makes the area look much bigger and more inviting than did plain painted walls (bottom, left).





'The front door sets the tone for the house; it must be more than just a hole in the wall'
 While Perl-Mack's old doors (above) were attractive, the new ones (right) are striking. Used as both singles and doubles, they have stained finishes covered with an epoxy sealer.

Guy Burgess

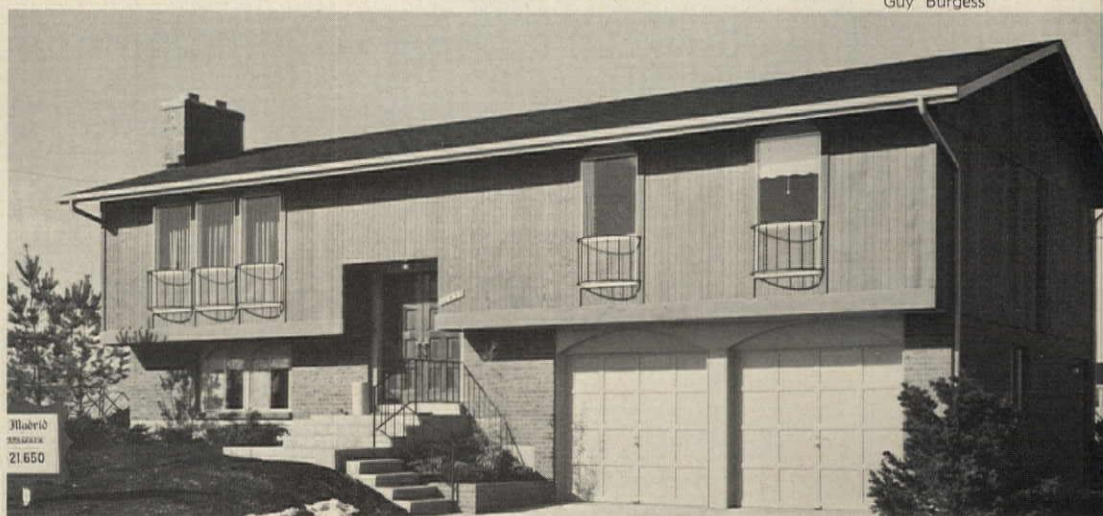


Guy Burgess



'We redesigned our models to get less of a project look and more of a neighborhood look'
 Perl-Mack's older models (small photos) were not appreciably different from what other Denver builders offer in the same price range. The new models are strikingly different, and all of them can be built with at least one alternate design.

Guy Burgess



continued

Remodeled models with exciting new kitchens tripled sales in the face of a slow market



'We gave our models a complete face-lifting, but it was the kitchens that boosted sales'

It cost Luxury Homes about \$8,000 to give this model a new shake roof, extensive relandscaping and a remodeled and freshened-up interior. "Only \$1,000 of this went into the kitchen," says Lyons, "but it's the best \$1,000 we ever spent." Most-expensive items were the sliding aluminum windows with gold-anodized frames: "We tried plain aluminum, but the gold looks much better with our new white kitchen cabinets."

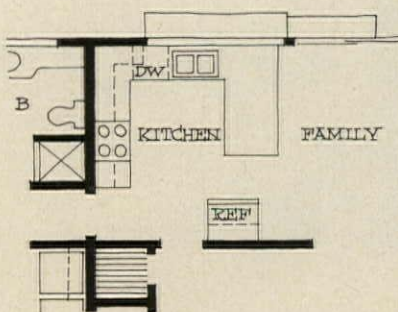
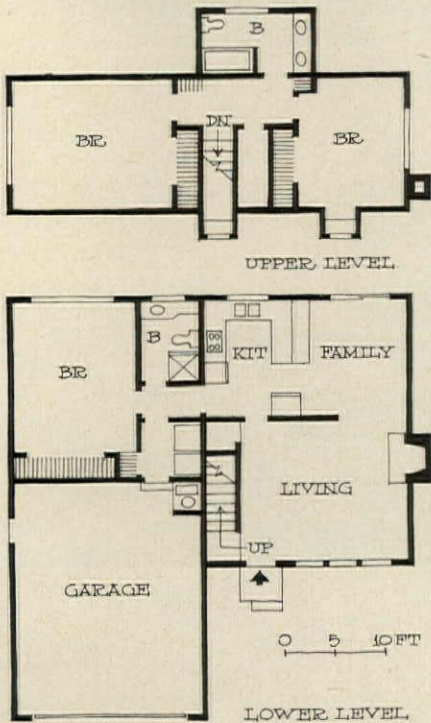
Up until April 1966, Luxury Homes was selling just over 100 houses a year in its Town & Country project in San Jose, Calif. Since then, despite a depressed market and price increases of almost 15%, sales have nudged the 300-house-a-year level. The difference, according to William Lyons, Luxury's president, is almost entirely due to new kitchens.

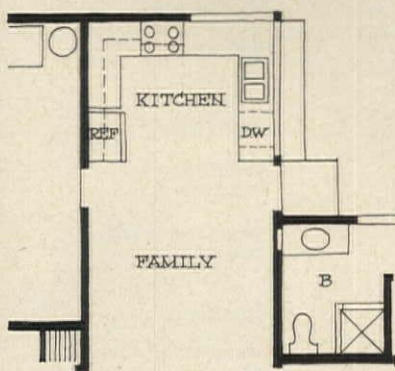
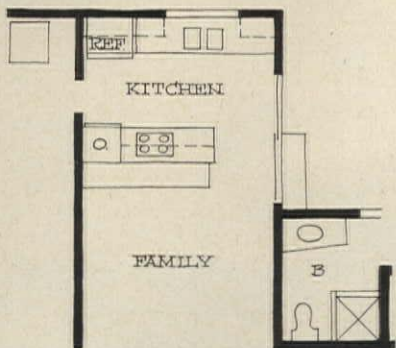
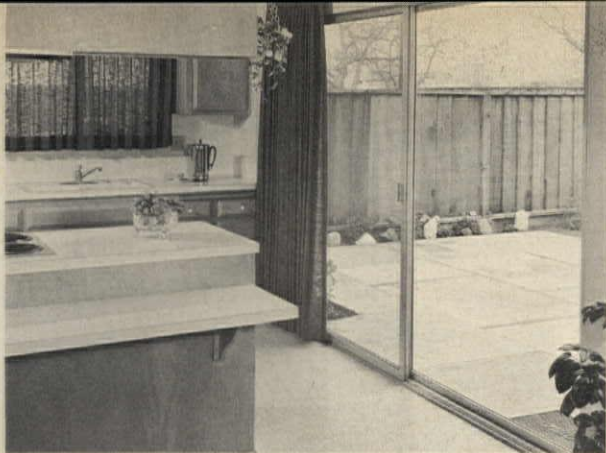
"A year ago," says Lyons, "we decided to do over Town & Country. It had been open for three years, and we've found that

after that long any project begins to go stale." The project got a new name (The Oaks), one new higher-priced model (\$24,800 vs. a previous top of \$17,950), and a remodeling job for four other models. In particular, kitchens were opened up to the outdoors.

Results were immediate. Traffic shot up, and sales shot up even faster.

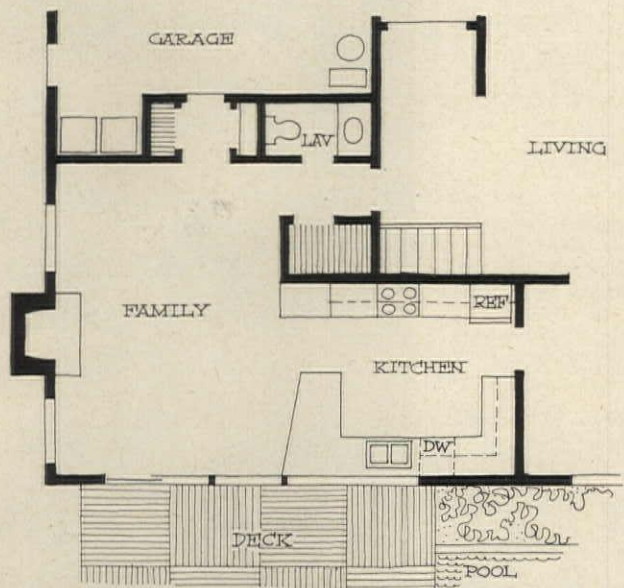
"We've had to do very little advertising," says Lyons. "The bulk of our traffic is pulled by word of mouth."





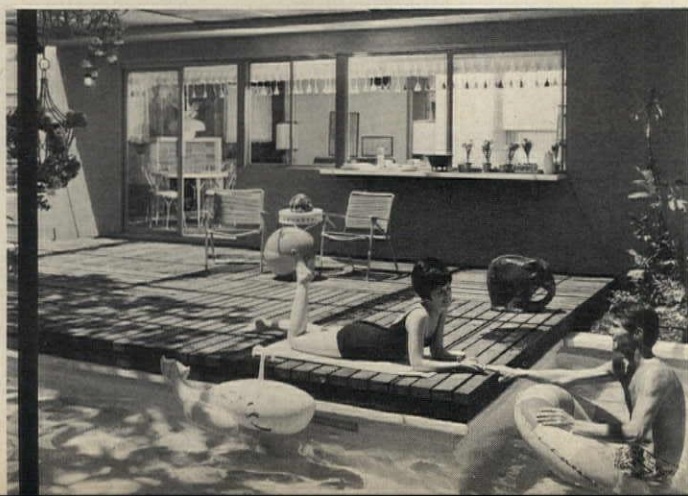
'Opening up our kitchens gave us a chance to merchandise our good-looking land'

Luxury's older models did have a sliding glass door in or near the kitchen. But the new kitchens have the glass door plus counter-height windows all along the exterior wall, so the kitchen seems to be part of the outdoors. This is a lower-priced model (\$21,000), and it has cabinets with a natural-wood rather than a white finish.



'The new kitchens gave us the chance to jump into a much higher price range'

At \$24,800, this model is almost \$7,000 higher than the most expensive of Luxury's older houses. "When you start edging up into this range," says Lyons, "buyers become more sophisticated and more demanding. We felt that the new kitchens were a strong enough feature to justify the higher price." Buyers felt so, too. This model has become the project's show house (the patio pool pictured at left is a \$2,000 extra) and one of its best sellers.



What makes people buy or rent new housing?

Round Table

PARTICIPANTS

Builders

Bruce Blietz
Irvin A. Blietz Co.
Evanston, Ill.

Robert Carey
Thompson-Brown Co.
Detroit

Robert Carithers
Rossmore Leisure World
Laguna Beach, Calif.

Walter Carrington
Walter Carrington, Builder
Austin, Tex.

Lloyd Clarke, vice-president
National Association of
Homebuilders
Des Moines, Iowa

Morgan G. Earnest
New Orleans

David Fox
Fox & Jacobs Construction Co.
Dallas

Fred Kemp
Robinhood Homes Inc.
St. Louis

William Lyon
Luxury Homes Inc.
Anaheim, Calif.

Steven J. Majko
Alcan Design Homes Ltd.
Montreal, Can.

James Nuckolls
Tulsa, Okla.

John Parker
Macco Realty Co.
Newport Beach, Calif.

Clark Rector
Walter Carrington, Builder
Austin, Tex.

Herman Sarkowsky
United Homes Corp.
Federal Way, Wash.

Robert W. Wood
Richard Prows Inc.
Salt Lake City

Norman Young
Levitt & Sons Inc.
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From House & Home

Moderator: **Richard W. O'Neill**, editor
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New-house sales and new-apartment rentals have long suffered from the assumption that the market is limited by the need for shelter—in other words, by the number of new family formations plus the number of dwelling units demolished. Because of this assumption, housing's share of disposable income has been shrinking.

Other consumer industries have known for years that desires can be created which have no relation to actual needs. The men who sell automobiles, entertainment and travel base their sales goals not on how many people need their output but on how much desire they can create to own that car, see that movie, take that trip.

It was concern over housing's shrinking share of discretionary dollars—plus a desire to learn the basic reasons behind people's buying decisions—that brought about this Round Table in Dallas. HOUSE & HOME invited 37 housing-industry leaders and marketing experts, not only housing sales consultants, but also several from other industries (and even one who played a leading role in that landmark marketing success, the Ford Mustang).

For two days these men explored the buyer motivations that housing must learn to exploit, as well as the barriers—real and imagined—that limit the industry's potential.

The highpoints of their discussion start below.



It's a lot easier to identify buyer attitudes than it is to turn them into decisions to buy

Knowing people's motivations is only a first step. For example, people will tell you they are impressed by brand-name products in a house or by an exclusive neighborhood. But you can't count on brand names or a posh location if there are basic weaknesses in the house itself.

Photos: Kincaid Photo



Dave Stone: Recently we completed a market study to identify the basic motivational factors that must be satisfied in the design and development of condominium or townhouse projects.

We concluded that privacy is high on the list of things that motivate buyers to select one project over another. Today's buyers have so little privacy in their other environments that the home has become their last place of refuge. Another major factor is convenience. This, we found, is relative to the buyer's past experience. For one who had been living in a 1,000-sq.-ft. box with only one bath, convenience might be just having another bath. Also, location as related to employment, shopping and other facilities is usually important.

A third factor that emerged from our study is an intangible called romance. The environment must have elements of drama, ex-

citement and interest for the buyer: large double entry doors, an owner's suite that looks like the wing of a palace or a garden kitchen that captures the outdoors and makes it part of the interior environment.

Then we discovered another vital motivation that has often been overlooked: identity. Each of us struggles to retain his personal identity in this world of numbers and cubicles. No one wants to be just a rubber-stamp copy of his neighbor. In comparing townhouse projects that succeeded with those that failed, identity played a major role.

Finally, we found that the security factor provided an underlying motivational response. Where they are not given a feeling of protected investments and environmental safety, people resist making the decision to buy.

Norman Young: When I see studies with terminology like privacy, convenience, romance, identity and security, a question arises: "How practical are studies such as these?" We went through our competitive ad files for years back and didn't find any ad that couldn't fit one or another of these categories. In other words, this is nothing new.

What we have to know is how to weight these terms. Which rates 20%, which 60%, which only 5%? If you know that, you can decide, "Let's hit this 65% of the time because it's the most important." But I have never seen a study which answers that question.

Then you have to decide what to do with your findings. Privacy you can promote. A good copywriter can take privacy and convenience and turn them into something that sells. The fact that the attitude exists is not nearly so important as the copy. But where do you place this ad to sell the potential customer? And how many times should you hit the public? Once a week? Twice a week? And with how big an ad?

No new factor in marketing has come along in the last 20 years. Different names, yes, different categories and maybe different hierarchies. But what's needed is skill in the use of the buyer's desires—not only in their identification.



Norman Ward: We've seen two motivational studies recently. In one, culture and prestige were listed as primary influential items, and privacy and convenience were rated very low. In the other, privacy and individual convenience were given great importance. People's motivations change. As their income goes up, so does their desire for luxury.

Motivational studies are of little importance unless you know what particular group you're trying to reach. This failure to group people in age and income brackets makes most motivational studies unbelievable.

Joe Howell: When it comes to young buyers, the college graduates are skeptical of gimmicks and look beneath the surface of anything you try to tell them. They're skeptical of anything told them by anyone older than they are. I think your advertising will have to be factual and truthful if you want to reach them.

Young people want something traditional but also something that makes a house individual. And don't forget that young families in this generation know they are going to move within the next three or four years, so they want to be pretty sure that they'll be able to sell their houses. If you can't prove they can resell, they won't be interested in buying in the first place.



Fred Kemp: About a year and a half ago our salesmen analyzed their buyers. One type represented 41% of our buyers: a conformist who was approximately 32 years of age and had an \$11,000 income. But most significantly, he was very unsure of himself and was seeking status and prestige. He usually had received a lot of help from his

continued

parents and, as a result, lacked many strong convictions of his own.

In another category was the 50-year-old man who had been living in an apartment and was afraid to make a change because of all it implied.

John Parker: I'd like to know how the auto companies motivate people to spend their discretionary income on a '67 Ford.

Seymour Marshak: We deal with cars year in and year out. Some years we do very well, and some years we do very poorly. It's not just the advertising. We can have the hottest campaign in the world and fall apart if the product isn't right. So we are very heavy in market research, from the standpoint of determining motivation and measuring creative application—not just in advertising but also in product.

Our Mustang is a typical example. We saw an opportunity, an open segment in the market, and found out what that particular segment wanted in the way of a car and what this car would have to have in the way of appeal. Finally, we came out with a car that we thought would be highly successful, and we were right.

Currently, we are doing the same type of analysis for our '69 models. We go out and talk to the buyers of our cars, because the man who buys the car today is, we hope, the guy who is going to buy another one from us in three years. We ask him what he likes about his car, what he dislikes and what he would like to have in his next one.

Bob Carey: We must keep in mind that the same genius that created the Mustang also created the Edsel.

Marshak: We all learn from our mistakes. And although it was a very costly lesson, we learned it very well.

Ward: What effect does consumer advertising of building products have in motivating people to buy new houses? Many of you have made the statement that the builder is the product decider in 80% of the houses built and that consumer advertising of building products has very little effect on new-house buying.

Carey: I have never yet seen anyone buy a house because of a particular appliance. It might have been an influencing factor, but the floor plan, the subdivision, the romance, the privacy and the other things make the difference.

Bruce Blietz: Most buyers, no

matter what price range they're in, can't tell whether they're looking at a top- or middle-quality item. Maybe they can if it's a very bottom item. Furthermore, about 80% or 90% of the cost of a house is in areas they can't see. Products that may help stimulate people to buy a new home represent a very small percentage of the dollars we put into the house.



Young: To my knowledge, we never had a purchaser buy or not buy because of a brand that we had. Remember, all our brands are nationally recognized.

The name of a single product is meaningless, because a buyer agrees to a total house. However, I like to keep probability on my side; so while a single item might not move an individual, the combination of many elements might. Name brands breed confidence. This is one of the reasons we buy name brands. Where the price margin is very close, we'll take the name that breeds confidence just to keep probability on our side.



Carey: The importance of consumer advertising is measurable in the marketplace only as it helps the builder. There are certain products that we insist on in our developments, because we want to lean on their advertising in our own advertising. But if you [manufacturers] try to sell only to the consumer, and not to the industry, your advertising is being wasted.

Blietz: We sell on the basis that you [the homebuyer] are buying a Blietz home; you know the background and the reputation of our company, and naturally you expect to find brand names in our housing.

Nelson Foote: Our salesmen tell me that the value of the GE brand is often discounted by the builder when he's actually buying the appliance. We still have to meet everyone else's price. Preference is one of those little fictions that get tossed around.

Morgan Earnest: First in importance to builders selecting a product is the manufacturer's ability to deliver it on time, and then to service it after it is installed.

Clark Rector: Most manufacturers refuse to look at builders as part of their retail organization, but we are their retailers. We buy what we can resell at a profit.

Bob Stephan: We know less about our particular industry than a great many manufacturers do about their respective industries. Certainly, we know less about what motivates the builder to buy from us than about what motivates the homebuyer to buy from the builder.



Stan Edge: We continually send questionnaires to people who have lived in new homes for 24 months or less. Yet there's one thing wrong with this type of research: It's like asking people if they wanted power steering before anybody had invented it. Homebuyers have attitudes and opinions that you can pin down before they go out to buy a house. But they go through a series of outside influences that change their minds.

Stone: It's fairly easy to get information from the people you've sold to. But if you're only selling one segment of the market, you're only researching that segment, and you don't know what you are missing. So this really doesn't solve the problem.

Jim Gallagher: Some builders say they would rather know why a prospect didn't buy their house.

Young: Non-buyer studies are among the most difficult studies to make. What you have to do is match every factor. Namely, you have to go and find somebody who bought a home in your price range near your location and who was exposed to your homes before he made his decision to buy. To do that kind of matching requires that you go into your own contact cards with your salesmen and follow up the non-buyers of at least the last six or eight months. We have found that we can match only a minute fraction of cards—and this makes it very difficult to get any kind of projectable data.

Nevertheless, we interview people who moved into competitors'

houses as well as our own buyers. They don't know that it's our company interviewing them. This helps us determine whether there is greater satisfaction with our competition.

I want research on what people remember when they go into model homes. What do people talk about after they have seen our models? What is most important? Some very small but significant "flash-value" elements may move a customer.

Stone: One of the problems with research is that we tend to generalize to our own detriment. We found that people who come to California do not want to live as they did in the East. We built two-story homes designed for transferees from New York, and everybody said, "No, I have been living in one of those. I want to live like Californians." We sold the two-story homes to Californians who had lived in ranch-style homes all their lives.



Marshak: The skepticism that a lot of you have about research is very understandable. However, let me assure you that there is an art to this business.

Somebody said that he had his salesmen analyze people who buy. Well, the salesman is not a researcher. He only hears what he wants to hear. And as a rule, he has prejudices, so you get results that sometimes reflect his prejudices.

Norman [Young] gave a good outline of the research Levitt does. We have a line of research in the car market that is very much like his. We carry on research from the period of initial motivation to buy a car. At that time we are trying to get at and to understand the buyer's motivations and what underlies them. We have to look at people's attitudes toward our cars and our competitors' cars, because their attitudes are really expectations. We must look at people's experiences with our cars and competitive cars, because these experiences shape their attitudes and beliefs. So, we look at the buyer after three, 12, 24 and 36 months of ownership to find out what we did right and what we did wrong.

Bill Lyon: It's very difficult to find out what moved a man to buy. You may find the real reason he moved is that he hates his mother-in-law. All kinds of catalytic agents make people do things.

There is no such thing as a typical buyer, only sub-groups with different wants and needs

The very young and the very old are increasingly important markets for housing, but too many builders assume that the only buyers worth cultivating are those in the 30-to-45 age group. We must pinpoint the needs of all age and income groups and create housing and environment that fit those varying needs.

Bob Wood: We don't influence motivations, but we can capitalize on them. For instance, as people grow older, they become disenchanted with many chores connected with the single-family detached house. Today it's the recognition of these motivations that gives us our market opportunities. We're going to capitalize on our customers' desires for recreation, leisure and ownership. Heretofore our success in upgrading has been dependent upon the ability to release equity that is now locked in. If the younger generation has no desire for yesterday's housing and wants new design and land plans, we may be facing a crisis that we are not prepared to meet. What is going to happen to the value of existing homes if they are not as attractive to tomorrow's buyers?

Young: The proportion between the multifamily and single-family markets is more involved than just the demographic characteristics. The very fact that land cost has skyrocketed to the point where you cannot locate single-family homes within an hour of a metropolis is militating against single-family. Therefore, you can predict pretty surely a growth in multifamily housing.

Stricker: There are more than 2,400 towns and cities of 10,000 people or more. Land may be skyrocketing in 50 or 75 of them, but we do business in 125 others where this isn't true. And we don't think it's true in all the other 2,250. Good land at reasonable prices walks in the doors of most responsible building companies.

Blietz: I'd like to emphasize that we do not have to sell the concept of home ownership or sell the concept of the tenant. But I do think that through research and proper orientation, we can capitalize on markets to a greater extent than we are. A few years ago you never heard of the "senior citizen", and yet we have been able to cater to that particular market. This younger generation is coming up with a very skeptical mind, and it's our job as builders to try to interpret their specific desires and then to satisfy them.



Bob Carithers: At Rossmoor Leisure World we have learned a lot about multifamily housing for the elderly. Our units are co-operatives built under FHA 213. We are looking to the people who almost always have owned one home and in most cases have owned three or more. They feel they know all about housing. They know how a home should be constructed, what to look for and the questions to ask. These buyers are economically successful. They have been planning well for later years.

We also asked a science institute to do a study for us on what made people buy in Leisure World, and we came up with some interesting results. All the reasons given in the initial remarks about privacy, convenience, identity and security showed up but in a little different order.

Forty-seven per cent said their main reason for buying a house was that they felt it was the best all-around buy they had come across. And they meant not only the quality of the living unit but also the program of services and the environment. Our buyers are more concerned about a monthly payment than with the down payment or the total cost of the housing unit.

Security is a big item—not only in the physical sense but also in being assured a good resale market. Women are attracted by the fact that they can walk outside, take one of the community buses and do anything they want without the fear of personal attack.

This puts a much greater responsibility on the salesman. In addition to intelligence and the ability to sell, probably the greatest assets he can have are a few grey hairs and an appearance that will instill confidence. Buyers don't want to really be classified in the "senior citizen" category, so we avoid that in any sales program. We are going to em-

phasize the fact that this is a very desirable suburban country-club type of community in which to live rather than a place to retire. That will change our community facilities, particularly the recreational and educational programs.

Gallagher: Suppose your community included a whole range of age groups rather than just older people? Do you think it would be a plus or minus economically for you?

Carithers: In reshaping our approach, we are broadening the age groups we will include, but Rossmoor will still be an adult community—children will have completed high school and be in college.



Gallagher: If you had no age restrictions, do you think you would lose some older buyers who don't want children around or gain some buyers who presently can't get into the community?

Carithers: That happens to be the biggest obstacle to changing our approach. Some of the present residents are very leery of opening the community because they now are with people of their own age. And all we're really talking about are people who are in their forties and fifties.



Stricker: If the buildings and land plan provide for personal privacy when it's desired, we don't think it makes any difference.

Wood: We have had some experience with this on a small scale. Salt Lake City had a highly successful movement into condominiums and multifamily housing that completely eliminated any children under 12 years of age. After three years we realized that a number of families with children under 12 would also enjoy this type of living, so we set out to reach that market and satisfy its desires. We tailored our units to families with chil-

dren by offering space equivalent to what they would have in a single-family detached home. We met with reasonable success but have slowly converted to semi-retirement. The community is essentially now a semi-retired community and these different age groups are living in complete harmony.

Foote: All over the U.S. the most obvious difference among customers is between those with children and those without them. I think it's news of the greatest interest—and seems to me pre-eminently correct—that Cortese is moving away from anybody above 52 and thinking in terms of couples who are childless or whose children have grown up and moved away. They, too, have a different way of looking at things than families with children. An enormous group of people fall into this category. Many of these people also want a two-bedroom house, because it's an inducement for their children to come back and visit.

Blietz: We might best direct our attention to what I would call the selectivity of the small market groups. There is really not just one market, but a series of many markets. The important thing for any builder is to pinpoint the specific fragments of the market that he can go after. Our whole company is oriented toward small pieces of a total housing market. One of the reasons many very small builders are successful is that they are close to the small market they appeal to.

Herman Sarkowsky: The all-American game today is not how much people can spend on housing but how little. There are many things to do today that were not available to our parents, and the discretionary dollar has to cover more bases. The real battle today is to try to find the type of living units that will serve people who don't choose to make their house their establishment. We're not going to fight the battle of the decreasing housing dollar. We are going to join in the philosophy of the young which, I think, is here to stay. We should change our thinking and try to get people to spend the dollars available for housing on more livable units.



Dave Fox: We both individually and as a group look at the hous-

continued

ing industry through horse-and-buggy eyes and not in terms of the contemporary mores of this country. The way our financing is set up makes it very difficult for anybody to spend more money on housing. We have oversold the investment value of a house. We've got to attack the fact that equity is a hindrance to our industry and to our buyers. We're always talking about building equity in a house, but it doesn't really meet the needs of this very mobile economy—not only in terms of people moving but in terms of the incomes that people have today. We must recognize that these are mobile people who don't have roots. Roots are the least important thing on our kids' minds.

Stricker: The house has to "do things"—offer luxury in the dressing area, supply the right setting for the cocktail hour, provide simplicity and convenience for creating elegant meals.

The house must have flexibility for decor that will reflect a family's personal taste.

Earnest: We are selling to people who know what they want and, if we can find out what they want, we can provide them with it. I'm convinced most of them want more than they can afford.

Edge: We've got a lot of other problems. One is the struggle for individuality. There is no such thing as an average person, and you cannot go out and build a perfect house and say this will be the house for all people. You can't even say this is the house for all people between 30 and 40 years of age. Everybody's got a different idea of what he wants. There's no such thing today as a Chevrolet; it's a whole series of automobiles. It's a manufacturing system, and this is the kind of sophistication that we have never developed and will have to develop very shortly.

same houses in a different kind of setting. We do not propose to change the type of house we feel the buyer wants, but we will change the environment if we can do that at a nominal cost—maybe \$1,000 on a \$25,000 house. I feel there should be encouragement of the planned development and the concept of green vistas and walking areas without combining them with housing that people are not willing to accept.

Young: Let me respond to that, too. Levitt is not new to community concepts. We have built churches, schools, swimming pools and walkways. In Willingboro, N.J., formerly Levittown, things were going pretty bad. We were selling about 250 houses a year. We changed the name to Willingboro; we named two communities Country Club Ridge and Garfield Park; and we built a magnificent golf course designed by Robert Trent Jones. Sales have now risen to 900 homes a year.

Lloyd Clarke: Iowa has few lakes, so when I decided to build a new town, the first totally planned community in the state, I built a 200-acre lake in the middle of a thousand acres of land.

Young: Reston—again, I want to get back to this point: People aren't rejecting the environment; people are rejecting the house and the prices. People won't buy the houses even though the environment is ideal. What profit is there in an Eden that people can't afford to get into?

now to do what otherwise they would postpone. They might walk through a house that meets all their specifications, the right area at the right price, but not like it. And they don't know why. They may tell you it's got the wrong appliances, but that isn't the reason. When they walk into a house they like, they get a feeling of excitement, and the motivation is triggered. This is what we want.

Young: When you design a contemporary house for the mass market, you're designing a loser. This is a matter of experience. There is no contemporary house accepted by the masses, no matter how it's put together. Because houses have certain levels of similarity, we have found that it ends up as a matter of promotion: how and what you say about the things that are different, what amenities you promote. Sometimes a difference comes down to something you can call "flash" value. There are a lot of minutia that may be used to promote sales as opposed to the major elements that appear customarily in every house.

Heimsath: Each generation learns moods which are different from those of its parents. If architecture echoes these moods, it gives pleasure and is successful. In housing you can't see this very well, but in restaurants, for example, you surely can. Today's young person wants something contemporary and also something traditional. We have to give him both at the same time.

Young: We in our company have a prototype program where we build a dozen or so new homes commissioned from architects. Among them are contemporary homes, modern homes and so on. We lay them out as they'll be laid out when we sell them—similar to a model area, but more similar to the way the customer would live in them. We know that economics don't permit us to put them on an acre; we put them on a 1/2-acre or less. If customers reject what we term the modern house, it is due to their taste, and customers do reject them. We don't want to lead customers—we want them to lead us. If we tried to convince customers to buy modern homes, we'd go broke.



When the house and its environment spell 'excitement', people will buy; without it, they won't

Many builders are using new concepts of land planning, recreation and community facilities to create that excitement, but holding to the familiar in the houses themselves. Small builders want to learn how they can incorporate such amenities when their building lots are only part of already-platted subdivisions.



Bud Oglesby: Housing faces two interesting competitors for the consumer's dollar. One is the auto industry. Too much of people's budgets is spent on personal transportation because they don't have much choice. The suburban family needs two cars. The second competitor is all the industries that sell escape—travel, alcohol, TV, movies or whatever; in short, the things people want because they don't like the lives they're living. If housing could capture some of that money, it wouldn't have any problem. The way neighborhoods are laid out today leads to the need for escape. When you figure out where the home and the neighborhood are failing to satisfy people's needs, I think you'll get your share of their income.

Clovis Heimsath: How can we create excitement? What can be

done realistically? We're talking about comprehensive design rather than design of a particular house. External environment can be molded rather than just happen. There should be spatial diversity and gardens, fountains or play areas—places to come together. Some of this is accomplished when we build houses around golf courses. But we're not providing enough excitement inside the house. Skylights are one of the most exciting new possibilities in home design. They cost only about \$35 and completely change the interior feeling of a room. Both interior and exterior vistas should be controlled.

Sarkowsky: What would have happened if Reston had sold Levitt houses in a Reston setting?

Young: We would have sold one thousand homes a year. There's a demand for our type of housing. It's basic. Over the past six years we have sold 6,000 in our first Washington development, and we hope to soon reach 2,000 a year.

Sarkowsky: I pose the question because in the past year we have created two golf-course communities but now plan to build the



Foote: The builder's fear of tomorrow's market can get polarized between the old notions of a detached house on one hand and a high rise on the other. Maybe the solution lies in between. You have a whole palette of possibilities.

Stone: Most builders build 50 homes or less a year and their problem is living with the environment that exists. How do we design and sell a house in a subdivision that already exists? That's our immediate problem. How can we create an environment in the home that specifically motivates people to buy?

Buyers do not know what they want. They give specifications of the things they believe they should ask for. We have to be smart enough to go beneath the surface and find out what motivates them



Steve Majko: The important thing is value. What does the product mean to the consumer in

terms of value? The buyer in today's market is doing a lot of shopping, and if your product has more value than your competitor's, he is going to be prepared to forfeit some of these other points.



Lyon: I want to find out how you get people to think about doing anything about where they're living, whether it's with a relative, in an apartment or whatever. Our problem is the family that is content with less in the way of housing than it should have.

Ed Isakson: We're going to have to include more convenience. The woman is looking for convenience around the kitchen, in the family room, and in her outdoor living. In just a few years, we will be building houses without formal dining rooms and formal guest rooms, because people are having out-of-town guests stay in motels and then come over for dinner in the evening. Automobiles have wide doors, but builders are still providing 8' driveways and a carport or garage where you can't get in and out of the automobile.



Sarkowsky: Buyers compromise when they purchase. We must make that compromise easy for them. We have to convey the idea that what they can actually buy for \$25,000 is a compromise they can live with.

Walter Carrington: Half the people in the U.S. are under 25 years old. These people want something now. They don't want to wait till later.



Howell: Yesterday I picked ten college seniors from five different

areas and asked them what they would look for in a house. They all said they would like a wood-burning fireplace. Somewhere in the house they want this tie to tradition—in the family room or in any place where they can gather. I think this says something.



Heimsath: If we face it, there are contemporary ways of giving the person the roots he needs, and I agree he needs roots. I would like to ask you about four or five ideas in housing that people have mentioned to me. How long do you think it will be before these ideas gain some acceptance? First, if all the bedrooms were really different in every way, not just in dimensions. Second, I find very bad reception of the 8' ceiling, particularly in living spaces. How expensive is it to go to a 9' ceiling at least in some of the rooms? Third, what do you feel is the next move in planning the family and living rooms? Finally, what acceptance have you builders found of the automobile entrance court or the U-shaped driveway?

Edge: We think the kitchen is going to have more dry storage and more frozen food storage. We're going to have an eating place in the kitchen that looks as nice as the present dining room. We're going to have children's suites, and a suite where Dad works on his income tax and watches television. Because we may have four generations inside the house, we have to have a convertible family and entertainment area.

Two-story houses are here to stay and are acceptable to the American public. You can sound condition a two-story house. Exterior design is going in two directions: either to authentic traditional or to good contemporary. The bathroom is going to be a big and personal and functional room with many times as much storage as it has now. This is still a fashion area. People spend more money per square foot decorating the bathroom than any room in the house.

Majko: We're talking about a certain kind of family that is only a part of our market. I can envision it. This couple is between 35 and 45, and the children aren't much younger than nine or ten. The very things we are describing may not be attractive to a couple that is 25 or 55.

Referrals are the surest source of sales, but only from satisfied owners will you get them

And you won't have satisfied owners unless you have efficient, meaningful service policies. But builders and manufacturers have not always worked out a proper division of responsibility to get things fixed fast and satisfactorily when they go wrong in the new house or apartment.



Carrington: What can I do to follow my competitor's sales so that five years later I'll be selling his buyers their next house?



Jim Nuckolls: We have done it, because our competitor does not give proper service. When our buyers visit families in houses we did not build, they say, "Don't let Joe Blow build your next house, go to Jim Nuckolls." Service, that's one thing you can offer right now.



Pedo Worth: It gives me cold chills when I see builders who have the idea that referral business is not important to them. This usually means they have a poor or non-existent service program. There is a tremendous amount of movement within a given geographic area, even among people who have their roots down. They are continuously moving up. The builder who does not do a super job of taking care of his buyers can suddenly be out of business in that particular market.

Lyon: I'd like to ask the researchers if there really is a big referral part of our business.

Young: Our referral rate seems to be uniform in our older areas—about 50%, and this is about 30% better than our competitors. We want to make sure we continually give the customers whatever has maintained this referral rate. Levitt is not a hit-and-run operator; we build all the time; our name never disappears from the picture. Therefore, we have to provide continuing service. Many others don't, although they should.

Nuckolls: We agree that referrals are one way to continuously increase sales. We require the salesman who made the deal to follow through—not on moving day—but 30 days after the buyer moves in. The salesman calls and asks to come by for a cup of coffee, and without exception there is a friend present at that meeting. So we meet the new prospect and make an appointment. We call that "the \$25,000 coffee break."

Footo: A lot of other factors affect customer satisfaction. The post-purchase experience of the user is becoming a bigger and bigger factor, and that is something that isn't just controlled by product design. Design will help avert service problems, but you can't avoid them entirely, especially in mechanical equipment. Builders and manufacturers alike have a service problem, and more and more it affects the buyer's next purchase. The cumulative reinforcement of attitude toward a builder affects whether they buy that man's product again.

Carey: A good service policy should be part of the builder's entire presentation to the public. It should let people know exactly what degree and level of service they can expect. Why do nine times as many people buy used houses as new houses? Part of the answer to that question is service.

I'd like to blast one at the major manufacturers. If a builder with a good service policy is relying on your service policy and the oven door falls off, the first thing the homebuyer always says is, "No wonder it fell off. The damned builder put it on wrong." I think the manufacturers could

continued

train their people to understand that the builder isn't always wrong. And even if he is wrong, for God's sake, don't tell the homeowner this.

Kemp: In St. Louis we prepared a list of non-warrantable items, and when the local HBA gets a complaint now, it mails the list. We also mail many of these lists to the Better Business Bureau, and there has been an overnight change in the builder's image.



Blietz: In spite of our efforts in the service and warranty end, we have been having a difficult time getting the same type of back-up from the manufacturer. We have a hard time finding out what they really will do or won't do. It would be very helpful if we could have the service-warranty procedures and policies supplied by each of the manufacturers in a form that the builder could use as part of his marketing package. This would help the builder, manufacturer and homebuyer understand what each can expect from the others in the way of guarantees.

Fred Barnett: It's nice to be among frustrated people, because I feel frustrated, too. We [Floataway Door] only make one product—probably the simplest product you can make, almost an idiot product—yet we get all kinds of complaints. I just got a complaint in Chicago and had to fly up there. Our product has one little nut with a piece of paper on it that says, "Tighten me up or you'll be back." The builder hadn't touched it. I got a dime—I didn't have a screw driver—and tightened it up. How do we manufacturers get our story across?

Nick Maczkov: Our greatest problems occur when a builder installs our fixtures with someone else's brass fittings. In 90% of the complaints we get, we find that it's not our equipment at all that's at fault.

Majko: Most of these problems are because manufacturers are an arm's length from the builder. Your [the manufacturer's] product is sold to a distributor, who may sell it to a dealer, who sells it to a plumber. Then the builder, who is building 25 homes, buys it from the plumber. If, by that time, it is chipped and he com-

plains to the plumber, it goes all the way back through the whole chain. And by the time it gets to the person responsible for making adjustments, the builder has a very irate customer on his hands.

Each of our purchase orders defines the warranty and service responsibility of our supplier. We don't care whether he has a warranty because it's often difficult to define the limits of his responsibility as to material and labor. We define these responsibilities in our purchase orders. Consequently, if something is wrong, the particular sub-trades or the supplier must correct it quickly. If he doesn't, we get another source to correct it and deduct this from his invoice.

Each one of our regional or local operations is autonomous. For each house, the local or regional manager has X number of dollars for maintenance and service. If he has very little maintenance, he accumulates more money than he anticipates. This adds to his profits, of which he gets his share, and a bonus. This is an incentive for the local manager to train people to keep maintenance down. Consequently, we have very few problems in this respect.

Edge: The biggest thing happening to the housing industry is that we are losing the home-stead attitude. People look upon a house today as a commodity item and treat it the same way they treat their new Mustang. They wash and polish it for a few weeks, then begin taking it for granted.

Carey: About two years ago we opened up a subdivision—labeled as "Detroit's first planned residential development"—in a suburban area where we had two other subdivisions going. This subdivision sold 106 houses while the other two combined sold 80.

The most significant thing was that only 16% of buyers in the first two subdivisions came from that same community compared with about 30% in the PRD subdivision. They were buying up. Something new and better motivated these people to spend more money just to change their house—not their address or school district.



Clarke: As society develops, it creates impediments to our industry's ability to provide more

and better-designed houses and better environment for less money. Our industry has not reached the level of sophistication to overcome some of the impediments.

Earnest: We've talked about big builders but I don't think there's anybody more professional than the small builder. He doesn't have the tools or the big staff, but he competes right alongside the other man. He doesn't have the fine new developments to sell in. He buys a few lots in a shaggy-looking subdivision from some land developer without any of the community or recreational amenities that we talk about, yet he consistently builds his eight to 20 houses a year and makes it. We must understand why someone would buy from this builder in preference to buying in a good community with all the facilities—recreation, schools, churches and shopping. He really must be doing something right.

Edge: I vote for a new subject, and that subject is sales promotion. Let me give you a few examples. When a builder goes into a Parade of Homes, too often he says, "Well, I'll put in something that will get quick sales instead of trying to create the most excitement in the Parade." When he takes that tack, he may be missing a chance to build an image for his company.

There is some feeling in the building industry that all builders have to have a brand-new ad every week. Kettler Bros. in Washington, D.C., sold about \$11 million worth of houses last year with ads that are four or five years old. They run the same ads over and over again. It's this consistency in building up a total attitude to you as a

builder that will raise the level of housing.

Young: We can't conceive of running a single ad continuously. We have a planned sequence so that we don't run any ad more than three times. What grabs one customer doesn't grab another.

Carrington: We are working on a Parade of Homes to open in July. We'll be using new products, but our main emphasis will be on planning and design, on the environmental approach with land planning and private club.



Rector: We've got to create motivation if we're going to continue to upgrade people and not just keep them excited by low prices. I think that when we talk about creative marketing, we have to talk about what will excite these people. When we do that, we'll create the motivation that will keep them buying.

Young: Any retailing activity that takes money from the consumer's pocket is our competitor, whether it's automobiles, furniture, vacations or color TV sets. If you can't beat that competition, join it. This is what we at Levitt are doing. We have started a furniture program which, we hope, will sell complete rooms of furniture at a much higher profit than housing gives. If you're in the housing business, include as many of the things that go into housing as you can.



It's time to end the hocus-pocus that makes housing harder to buy than most other products

Tight money was for real in 1966, but its effect was multiplied many times over by two perennial sales barriers: the red tape surrounding every house sale and the difficulty of transferring equities from old houses to new ones. Frozen equities, once thawed, could put some life into moribund trade-in programs.

Isakson: I keep hearing that the high interest rate kept houses from selling last year. I believe homebuilders and real estate people were sold down the river in 1966 by newspapers continually publicizing the high cost of interest. If I can make just one point about selling more houses, it's that we must get people to quit telling the public that the

cost of building and financing our product is outrageous.

Lyon: In California there was a big psychological impact last year because of overwhelming publicity about tight money. People were coming into our office by the hundreds looking for homes, but they were deterred by this kind of publicity. There was

never a true lack of money in 1966. There was a psychological block that was more important than whether the house had three bathrooms or a double door.

Now the same thing is going to happen in reverse. It's already started in California. All of a sudden the same people who wrote stories about tight money are telling us that money is loosening up, and we have had an avalanche of buyers.

Aubrey Costa: We all know that money has eased. In Dallas S&Ls that were quoting 7% on conventional loans came down first to 6¾% and are now at 6½%. If a man is shown that he can pay a house out faster by paying a low interest rate, he will have more incentive to buy.

Gallagher: If our builders do get these houses started and sold, is there enough mortgage money to take care of all starts?



Costa: The principal problem right now is construction money. The banks continue to be tight; interim lending is going to be slow; and I think land development is likely to be slow. But we're going to have a lot of GIs to be housed again—more than two million people are in service today. There is a market accumulating. And the slow-down has had some virtue in taking up the slack in both single-family housing and apartments.

I think the builder who has a sound operation should be able to proceed in pretty good fashion. He's going to have to offset the psychology that has been built up about tight money, but I see better days ahead.

Stephan: One builder in San Francisco told me during the last week of December that he had 140 cancellations by qualified buyers who had made deposits, apparently because of their fear of tight money. He said, "We have plenty of money. There's no shortage of money. It's a shortage of customers." I contacted Norman Strunk of the U.S. Savings & Loan League and asked him if this was typical of conditions across the country. His reply was, "Hell, yes. Money is going to be coming out of our ears before long, and you can quote me on that."

Carithers: Real estate brokers are causing part of the problem. We now have more pop-outs

than we've ever had. They go back and their broker says, "Wait a minute, how are you going to sell your old house? In today's market nobody is going to be able to get a mortgage." The buyers get scared so they cancel.



Earnest: We have said repeatedly that it is very difficult to buy a house. But I disagree. I think it's very easy to buy a house, and this is what I tell people when they come to buy one of ours. I hope my competition keeps telling them that it's difficult.

I recently became president of a small savings and loan association. We're going to take the mystery out of the closing of loans. We have surrounded our business with a theory that this is a real big undertaking and have let the attorneys further surround it with an aura of mystery. It's a very simple thing to buy a piece of property and obtain a loan on it and take title to it; so I think we ought to re-examine something that we're trying to make difficult.

Stone: The correct philosophy throughout every aspect of our business is to make it easy for the buyer to do business with us. If there are problems, we must solve them for the buyer without making him worry about them. But, unfortunately, our industry does not take this approach. Too often, the salesman says to the buyer, "Well, go sell your own house," and the buyer says, "I'm sorry, I don't know how to solve that kind of problem." And we lose him.



Wood: There's one problem that we have not yet been able to solve and that is in the field of equity transfer. If we could learn how to unlock the door of equity transfer, we would be able to double or triple our volume.

Stone: We cannot improve our sales volume until we make it easier for people to do business with us. It's a wonder that anybody ever buys a new house.

First, the prospective buyer has to figure out whether he can sell his old house, what he's going to get for it and what school district his kids are going to be in. Then he has to transplant his family, which has adjusted itself to a specific neighborhood. But our salesmen are seldom capable of removing these burdens from the buyer's shoulders.

Yet, if I drive my car to a new-car agency and walk in, they will involve me in the benefits of their products and make it very easy to buy. They'll move me out of what I own and into what they've got before they even worry about my old car. And then they'll say, "Let us take care of the problems." Until this industry comes to grips with the transfer of property in an easy way, we will not substantially increase our market. I don't like the words "trade-in housing," but we need equity-transfer programs.

Young: We have our legal and financial departments working on this, but our experts feel there is too much risk. Frankly, we don't need it. We just haven't had an era of hard times. Probably if we had been hit as much as the total market has been hit, we would be doing extraordinary things. But we feel that the trade-in operation isn't worth it for us. It involves a lot of extra effort, extra people and extra time on the part of executives.

Rector: This is an impediment that affects the housing industry. Many people are moving out, moving in or being transferred to another area, and we all know equity is wiped out at times. I think we have to try to make it easier to retain a good portion of that equity.



Dick O'Neill: Dave Stone has handled more than 300 transfers in a year.

Dave Stone: Right. May I point out something which I think is at the heart of our problem here? It isn't so much a question of satisfying the people who come to us without housing problems on the other end. It's one of solving the specific problems of each buyer. Many people with small equities in their present houses have the desire and the income to buy a new one—but won't take the risk of leaving their old houses.

Sometimes a builder can solve

this problem with a rental guarantee: "Mr. Jones, this is not a good market to sell your home in, and you have a rather small equity. But we'll take the down payment against the new home—in the form of a deed of trust or mortgage against your old property. And we guarantee to keep that home rented for you and maintain it for 18 months. After that, you can sell it or keep it."

With today's rental shortage in many areas, this can be a useful tool to help hesitant owners buy now. For example, it brought us ten extra sales in one month.

Worth: The builder has a great misconception of how trade-ins work, and he has had some unfortunate experiences. He has made the mistake of involving his own money and capital, so he finally turns completely against any kind of equity release. We [sales consultants] then have to open some minds. And we have been successful at this.



Parker: We have tried trade-ins in two California locations. There is one common thing about all trade-in programs: They haven't worked. I don't know of anyone who went into them who is still thumping himself on the chest and saying, "We have a great trade-in program." Yet one of our biggest problems is cashing in equity.

Stone: I can give you the names of people who are still buying houses successfully. I would like to emphasize the creative aspect of developing business. I'm not so much concerned about the people we sell as I am about those we don't sell. I am concerned about the people who sit in their front rooms and just talk about buying. Go to the people before they leave their front room. Until you do that, they're going to sit in their front room and wait.



Ted Seidel: Dick O'Neill mentioned that only one out of ten buyers and renters select new

continued

dwellings. I don't have a crystal ball, but I would almost make a prediction that some day there will be a formula to allow people who have lost the desire to own a new home to perhaps buy

shares in the dwelling in which they live—much the same as we do today in mutual funds. And when they get up and move, they'll take their equity with them.

a salesman has to sell is three things: his time, his knowledge and his experience—and that's all. The builder who does not know his merchandise cannot sell it to the salesman, and the salesman in turn cannot sell it to the prospective buyers. We have to know more about the product we sell.

little excited about this because it's an area which has been so long ignored by the average builder. It's not that difficult to correct, but the builder doesn't budget for this sort of thing.



6

In the end, the success of even the best housing hinges on the job done by our salesmen

Poorly trained, poorly motivated and poorly paid sales personnel are a luxury no builder can afford. Housing must put the same effort into training its front-line troops that manufacturers of other products take for granted.

Sarkowsky: The most important factor is the salesman in the model house. You can have the best house in the world, all five factors we've been talking about, the best copywriter and the best media. But if the man who is doing the selling doesn't understand what motivates or might motivate the prospective customer, you have lost the whole battle.

Where we have been outsold or where we have managed to outsell the competition, it all boils down to whether our salesmanship was worse or better than that of our competitors.

Worth: We all know that people have to be sold homes; they don't take them away from us. The time has long passed for more attention to be paid to recruiting, training and evaluating salesmen. Is there anybody in this room who hasn't visited subdivisions and been appalled at what greeted him at the door—and sometimes not even at the door? Any major corporation spends thousands and thousands of dollars to train salesmen to sell their product. And we spend hardly a nickel on the poor guys. We have to have advertising; we have to have really good design, something exciting to make people want to buy, but that salesman is the guy who's going to make us rich or poor by the kind of selling job he does.



Walter Stroud: I agree. Every builder knows that houses now are unquestionably better than they were. What hasn't changed, though, is our training of salesmen. We're dancing on tippy-

toes around the biggest problem we have. We must find some method of hiring, training and keeping salesmen who sell houses. Unless we face this problem squarely, we're going to miss a big bet, and people will just buy the houses they have to buy—not the houses we would like to see them buy.

Edge: I was talking to a builder whose big problem was that he couldn't find good salesmen. He said four salesmen goofed up on him and ran up \$11,000 in draws which he will never get back. So I said, "NAHB has a real fine sales course for \$550. Why don't you buy it?" He said, "That's too much money." Whoever said that the builder isn't sold yet on salesmanship is right, but I think the day is coming.



Maczkov: I question whether you'll be able to recruit the type of individual you want in the years to come. I think the homebuilder has done a lot to discourage sales techniques. If he won't listen to a product manufacturer's salesman, and expects miracles from his own, there's something wrong. We can all learn a lot from salesmen, believe me.

Stone: There is one key to selling—the involvement principle. A good salesman involves the prospect with the property. He gets the prospect to see himself enjoying the benefits of the property.

Isakson: I certainly am glad that you finally got around to talking about salesmanship. What

Young: People don't buy a house the first time out. We have some sales that take 20 to 30 visits. Now, let's talk about salesmen. To see if the salesman is doing things right, we send in shoppers with hidden tape recorders. They ask all the usual questions that buyers ask and record the salesman's response. We see how the salesman is responding to negative points that prospects raise. We have monthly or bi-monthly meetings where we present these tapes to the group, and the salesman hears himself and finds out how we want it done. With ten or 12 communities, we have about 64 salesmen using this technique. There is little, if any, distrust of the company over the use of these hidden tapes.



Bill Greene: Training salesmen is an area in which your mortgage banker can help. We have worked with ten to 15 salesmen at a meeting to go over the different types of financing arrangements. Financing is like selling houses: What works for one won't work for another. The more a salesman knows about the different ways to finance a house, the more chance he's going to sell it. We go over the way you calculate a monthly payment; we tell what it takes for you to make exceptions, and try to tell what the closing costs are actually going to be. The buyer knows that the builder is giving him the facts. We're going to have a lot of sales this year, and your mortgage banker can help you make those sales.

Worth: Most sales managers are not sales trainers. On top of that, the sales manager who would like very much to train does not have the time because he's too busy. He's also very close to his men. There is a fantastic need to make professional salesmen out of amateurs: They don't know how to approach a customer; they don't know how to qualify him; and they don't know how to communicate with him. I get a

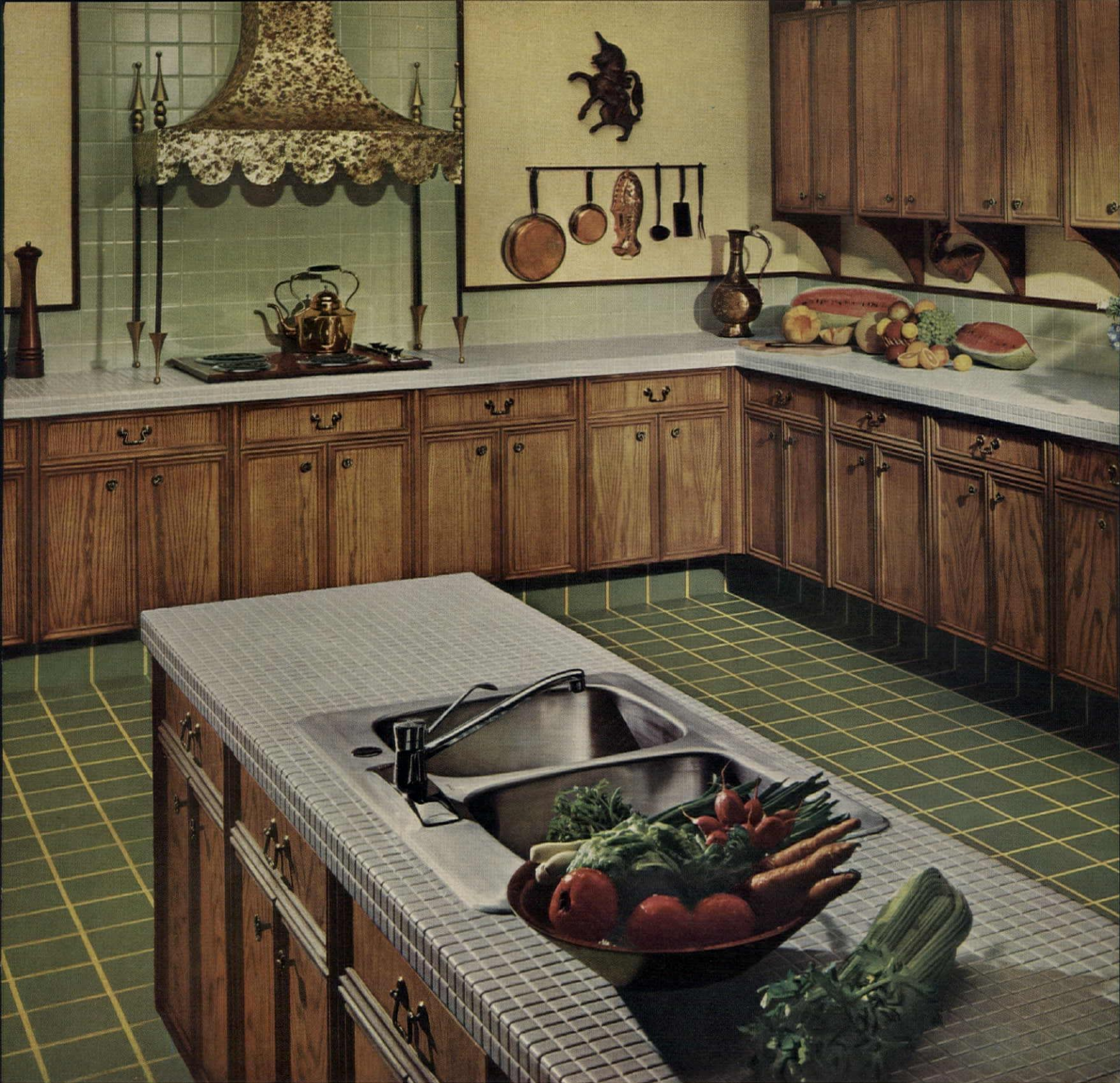


Stephan: I would like to endorse the sales-education outlook. It's one of two major impressions that I'll carry away from this seminar; first, the need for research all along the line; second, the need for effective sales education for the whole industry. Over the last 15 years, we have spent literally millions of dollars in developing programs that we think are professional—in the fields of profit management, accounting and land development. These programs are designed to help the builder run his business. But as I listen to the comments here, it seems the builder does not want us or any other manufacturer to help him run his business. What he wants is for us to be part of the chain that helps him enlarge his market. Enlargement of that market seems to be the central theme that you can pull out of this whole situation.

Carey: Someone said that any salesman worth his salt wanted to be compensated by commissions. Now G.E. pays all levels of sales managers on salary plus incentive. So do other major manufacturers and big mortgage bankers. Why? Their man is a sales person who can hold his head up and say, "I'm a professional. As a salesman I am worth a salary." Why do we have to keep treating salesmen like streetwalkers, at so much per deal? We represent real estate companies and builders and someday we are going to have our entire sales force on salary—not on commission. The incentive will be the incentive that General Motors, Ford, G.E. and others give to their men.



Isakson: A \$120-a-week salesman is not a salesman: He's an order taker. If he was a salesman he would not work for you for \$120.



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Porcelain-enamel panel system speeds bathroom rehab in old apartments



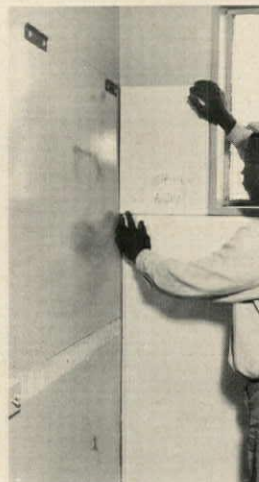
Not only is the system fast, but it virtually eliminates bathroom maintenance for landlords. The New York Housing Authority, sold on the system, has adopted it as a standard technique for upgrading thousands of low-rent apartments.

By using five porcelain-enamel-faced panels as bathtub surrounds, the housing authority can add showers to old bathrooms without getting involved in the wall-patching work normally required after a shower riser is installed. Reason: The panels—which are shallow steel pans backed with 1/2" Perlite—simply bridge any plaster damage.

To install panels in an average bathtub area (44 sq. ft. on three walls) takes two hours and costs under \$200. The panels are hung on V-channels and clips, which are screwed to the old walls with toggle bolts and nylon expansion anchors. Seams are caulked. The system's designer: P. I. Nemirow Corp., New York City.



1. Zinc-coated clips are fastened to bathroom walls.



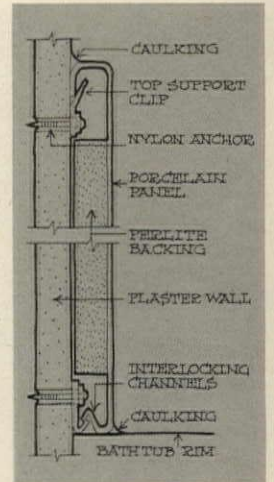
2. Panels are installed above tub's long dimension.



3. End-wall panel is set. Panels are forced on clips.



4. Silicone sealant fills all panel joints and seams.

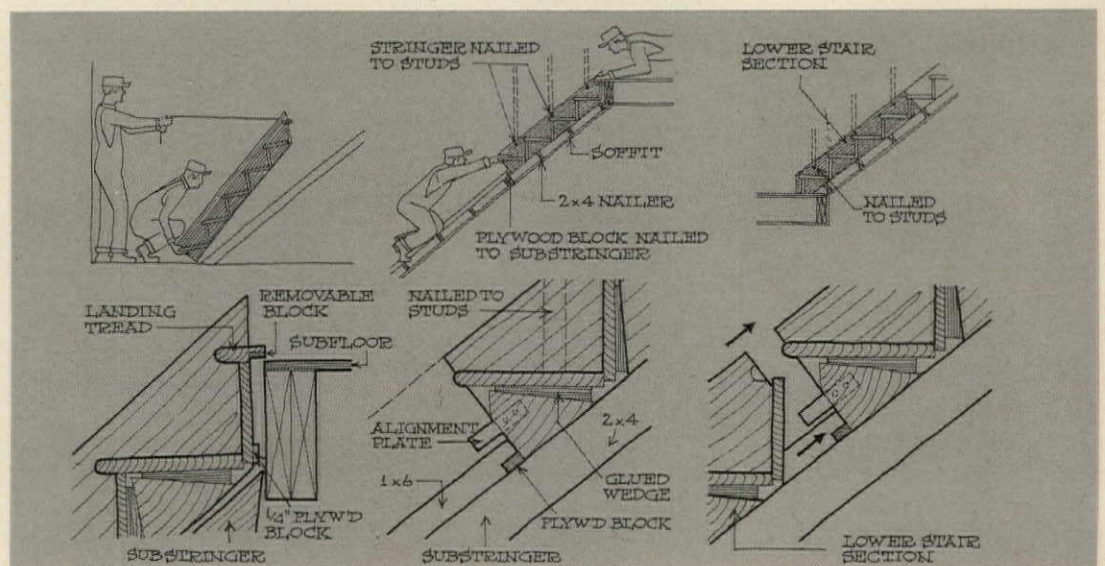


Clipped-on panels can be removed for plumbing jobs.

Prefab stair system accepts all designs

The brand-new system is meant to put component shops into the stairway business. It was developed by the University of Illinois Small Homes Council for the National Lumber and Building Materials Dealers Assn. (NLBMDA).

Stairs are prefabricated in two or more sections (right) and installed after wall finishes are applied. A \$5 manual—showing how to prefabricate and install straight-run, "L" and "U" stairs—is available from NLBMDA's National Research Council, 302 Ring Bldg., Washington, D.C. 20036.



Technology continued on p. 134



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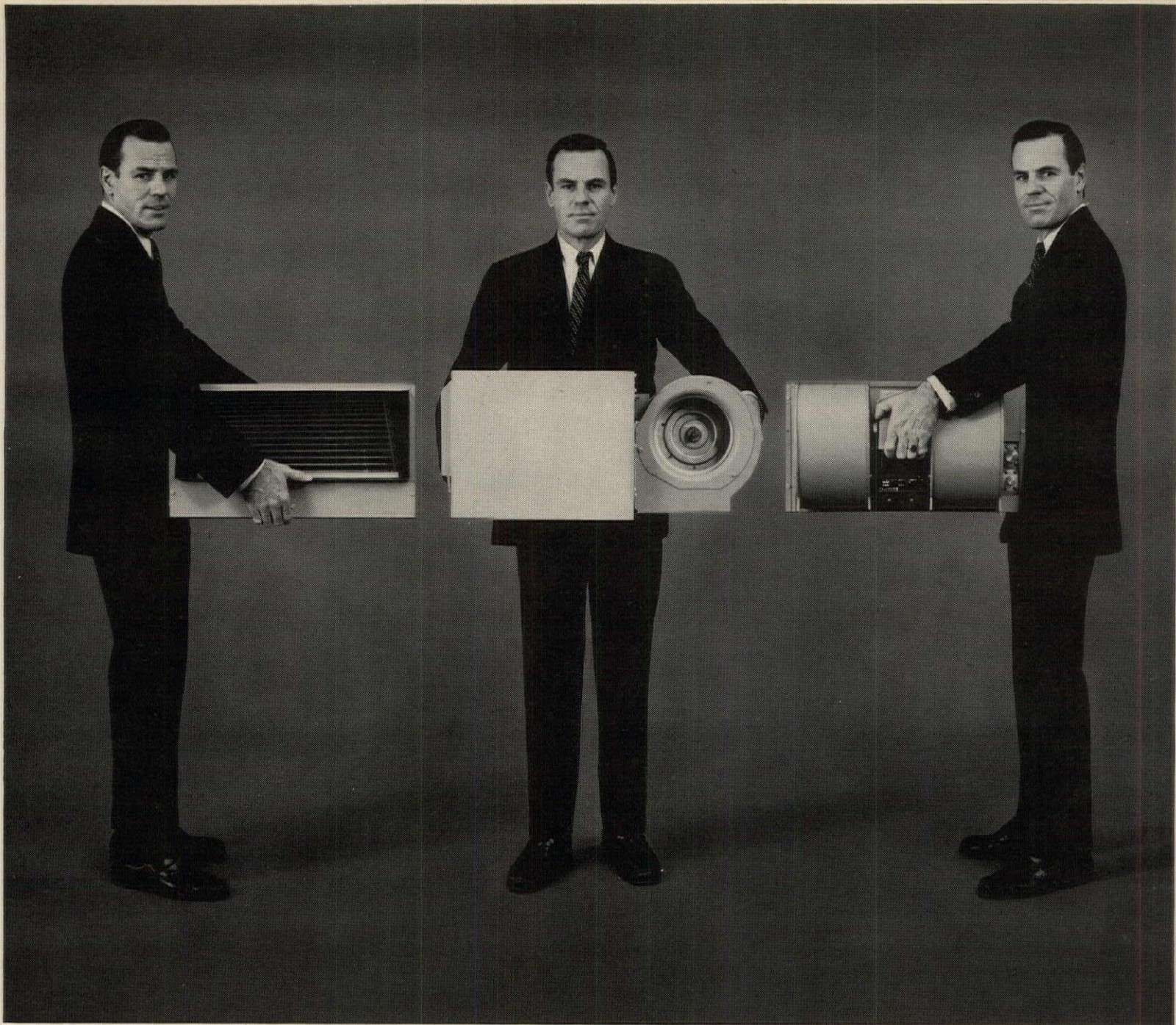
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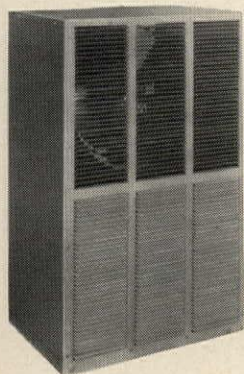
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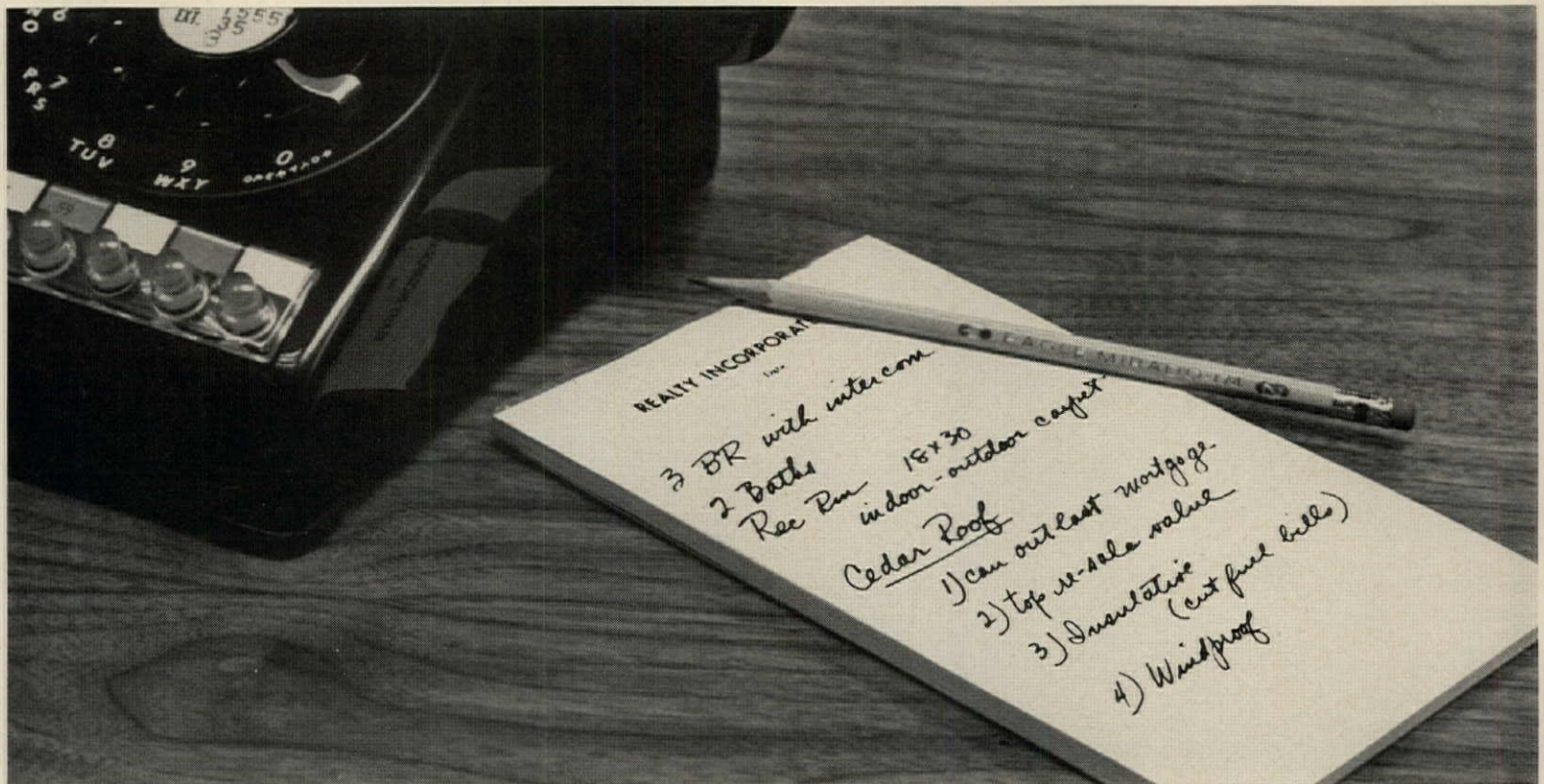


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And here's how to close it.

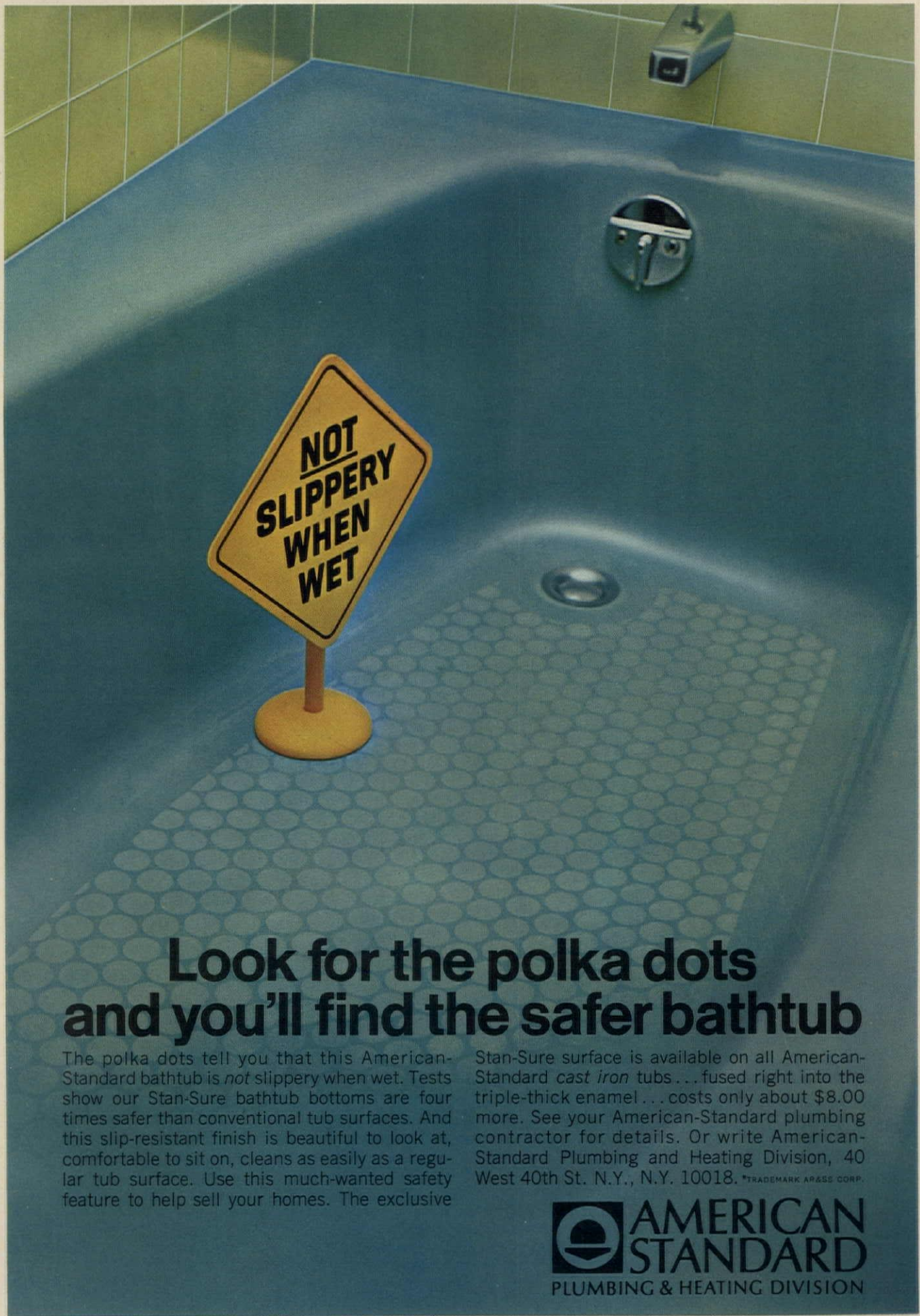
And that's about all there is to say. Except that builder after builder (particularly in "shrinking market" areas) has discovered that putting red cedar shingles or handsplit shakes on the roof or sidewalls of new homes that wouldn't sell, helped to sell them. Red cedar shingles and handsplit shakes add value beyond their cost. Builders know it. So do lending agencies. So do homebuyers.

Full Certi-Split, Certigrade and Certigroove specifications and application information appears in our Sweet's Light Construction Catalog listing, 3d/Re. Or write or call us:

RED CEDAR SHINGLE & HANDSPLIT SHAKE BUREAU
 5510 White Building, Seattle, Washington 98101
 (In Canada: 1477 West Pender St., Vancouver 5, B.C.)



One of these labels under the bandsticks of the product you buy is your assurance it was made, inspected and graded under regulations of the Red Cedar Shingle & Handsplit Shake Bureau. Insist on these labels.



Look for the polka dots and you'll find the safer bathtub

The polka dots tell you that this American-Standard bathtub is *not* slippery when wet. Tests show our Stan-Sure bathtub bottoms are four times safer than conventional tub surfaces. And this slip-resistant finish is beautiful to look at, comfortable to sit on, cleans as easily as a regular tub surface. Use this much-wanted safety feature to help sell your homes. The exclusive

Stan-Sure surface is available on all American-Standard *cast iron* tubs...fused right into the triple-thick enamel...costs only about \$8.00 more. See your American-Standard plumbing contractor for details. Or write American-Standard Plumbing and Heating Division, 40 West 40th St. N.Y., N.Y. 10018. *TRADEMARK AP&S CORP.

 **AMERICAN
STANDARD**
PLUMBING & HEATING DIVISION

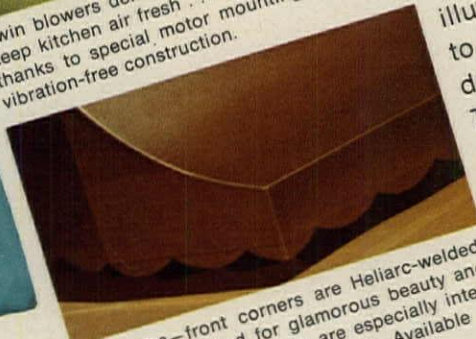
Meet the leader of the Swinging Six!



For the extras that help sell kitchens to your prospects, take 'em to The Leader: Broan's 3-Speed Dual Blower! Behind those glamorous, easy-to-reach controls lurks a powerhouse... 325 CFM! Moves more air on Low than others do on High, and does it more quietly. Classic styling features mitered corners for cabinet door clearance. Recessed light has prismatic glass lens for best illumination. Special sizes from 21" to 48" and appliance-matching decorator colors available, too. The Leader offers the most hood for your money (list prices start at \$66.50). Get the full story on the greatest collection of swingin' hoods in the business... ducted and duct-free, 160 to 325 CFM, and all guaranteed five years!



Twin blowers deliver a whopping 325 CFM to keep kitchen air fresh... yet it's the quietest, thanks to special motor mounting and solid, vibration-free construction.



No seams—front corners are Heliarc-welded and hand finished for glamorous beauty and easy cleaning (the ladies are especially interested in this Broan exclusive). Available in scalloped or standard trim.



Filters and power unit are easy to remove and clean—without using a single tool! Another Broan exclusive that homeowners appreciate!



**NOW!
IMMEDIATE
DELIVERY ON
SWINGIN' BROAN
HOODS IN
AVOCADO!**

BROAN
"The best in the house since 1932"
BROAN MANUFACTURING CO., INC.,
HARTFORD, WISCONSIN 53027



Broan Manufacturing Co., Inc., Hartford, Wisconsin
Tell me more about swingin' hoods!

NAME.....
FIRM.....
ADDRESS.....
CITY..... STATE..... ZIP.....
I am a: Contractor Builder
 Architect Distributor
 Dealer

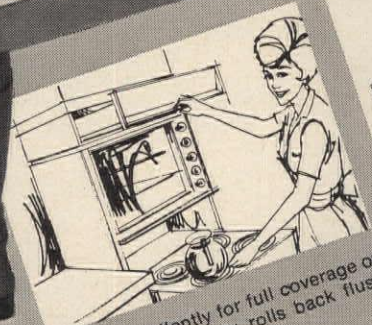
Roll Out the New Swinger from Broan



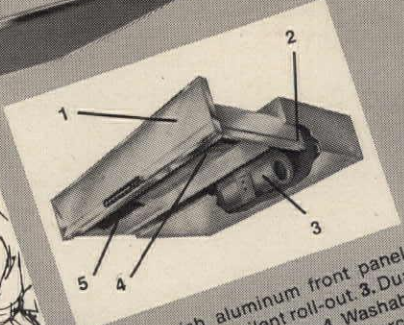
...and join the swing to quiet ventilation!

Look what's happening to eye-level oven-ranges! Behind that distinctively designed front panel, Broan's new Roll-Out Hood* packs two powerful squirrel-cage blowers that quietly whisk away cooking vapors through 3 1/4 x 10" duct. (Or, for duct-free use, choose the charcoal-filtered version.) You get plenty of other choices, too: White baked enamel finish or appliance-matching colors... replace the front panel (if you wish) with laminated plastic or wood veneer... 15 1/2" or 18" depth... 30", 36", 39", or 40" length. So, when you're planning the "in" features that'll sell your kitchen, plan on rolling out this quiet swinger... it just could be the clincher!

See our catalog in Sweet's Light Construction File
*Patent Pending



Glides out silently for full coverage of oven and rangetop; rolls back flush when not in use.



1. Satin-finish aluminum front panel. 2. Nylon glide for silent roll-out. 3. Dual squirrel-cage blowers. 4. Washable aluminum grease filter. 5. Charcoal odor filter for duct-free models.



BROAN®

"The best in the house since 1932"

Broan Manufacturing Co., Inc., Hartford, Wisconsin

Tell me more about this new Roll-Out!

Send the story on other Broan ventilators, quiet-powered by squirrel-cage blowers.

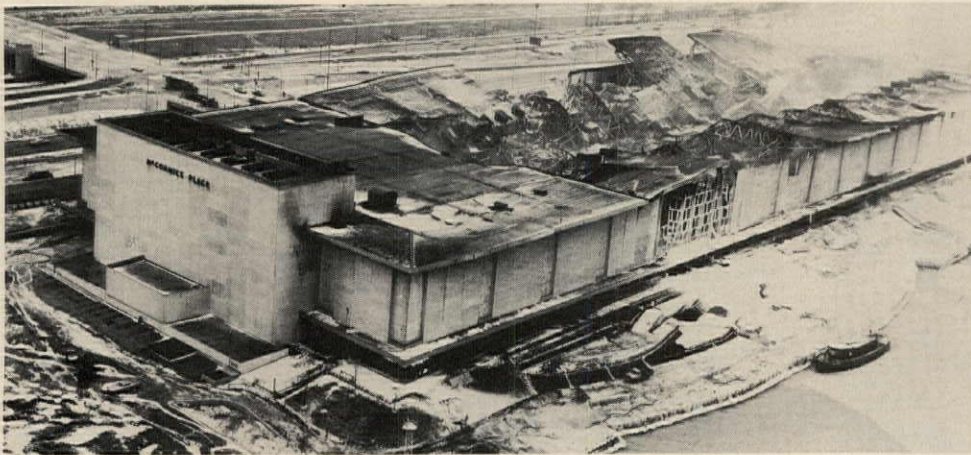
NAME _____

FIRM _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

I'm a Contractor Architect
 Distributor Dealer



Why did modern McCormick Place resist fire so poorly?

It was only six years old and built entirely of non-combustible materials. Yet in just a few hours last January 16th, the huge Chicago exhibit hall—annual convention center for the NAHB—was heavily destroyed by fire (above).

The worst structural damage was caused by the collapse of the steel-truss roof. Wood-industry factions said this would not have happened if the hall had been built of fire-resistant heavy timber.

But the American Iron and Steel Institute came to the defense of steel trusses a month after the fire. It investigated the

burned-out hall and issued a 28-page report claiming the building was inadequately fireproofed because it was wrongly classified. Says the report:

Most building codes would put McCormick Place in the "assembly occupancy" classification (like an auditorium or sports arena) when actually—at the time of the fire—it was closer to "mercantile occupancy" (like a department store or shopping center). Reason: The housewares exhibits just prepared for the next day's convention constituted a fire loading of close to 20 lbs. per sq. ft.

New pricing manual also helps schedule big jobs

More than just a guide for estimating labor and material prices, the latest "Construction Pricing and Scheduling Manual" issued by F. W. Dodge Co. also tells how much work output to expect per day from the various trades. It presents a complete materials list arranged by trade (sample page below), starting with site clearing and ending with electrical work. Its labor and materials unit prices are averaged from nine metropolitan areas that accounted for 30% of large construction jobs (\$150,000 and up) in 1966. Dodge's address: 330 W. 42nd St., New York, N.Y. 10036. Price: \$9.95.

OUTPUT PER DAY		ITEM	COST	
CREW	QUANTITY/UNIT		UNIT	MATERIAL
1 CARP.	105 L.F.	TRIM, BIRCH: BASE 3/4 X 4	L.F.	.40 .33
"	240 "	" SHOE MOLD 1/2 X 3/4	"	.17 .11
"	135 "	" CHAIR RAIL 1 X 3	"	.34 .35
"	105 "	" CORNICE 1 X 3	"	.40 .35
"	115 "	TRIM, OAK: BASE 3/4 X 4	"	.35 .30
"	240 "	" SHOE MOLD 1/2 X 3/4	"	.16 .10
"	120 "	" CHAIR RAIL 1 X 3	"	.32 .35
"	115 "	" CORNICE 1 X 3	"	.34 .32
		TRIM, HAWTHORN - 150% COST OF PINE		
		" WALNUT - 300% " " "		
"	120 L.F.	SHELVING: CLEAR PINE 1 X 12	L.F.	.52 .20
"	120 "	" PLYWOOD WITH HARDWOOD EDGE	SF	.32 .30
"	240 "	" 1 X 4 SHELF BEARDS	L.F.	.16 .14
"	34 BA.	CLOSET SHELF 1 X 12 @ POLE & HOOK STRIP-4"	BA.	7.75 3.25
"	10 "	" "	K	4.00 .50



Steel wall panels get a major tryout in one-story housing

Builder-developer Irvin Kahn used pre-fabbed steel to build 42 multi-family houses (above) near San Diego. The panels have been used for some time in motels, schools and commercial buildings, but never to any significant extent in light residential construction. They are part of a steel-prefab system, including interior

columns and roof beams, developed by Rheem Mfg. Co.'s Rheem-Dudley division, Paramount, Calif. The Rheem-Dudley wall panel, 3 1/2" thick and fully loadbearing, is 22-gauge galvanized steel with a gypsum-board lining plus fiberglass insulation. It is bolted to a template-formed concrete slab.

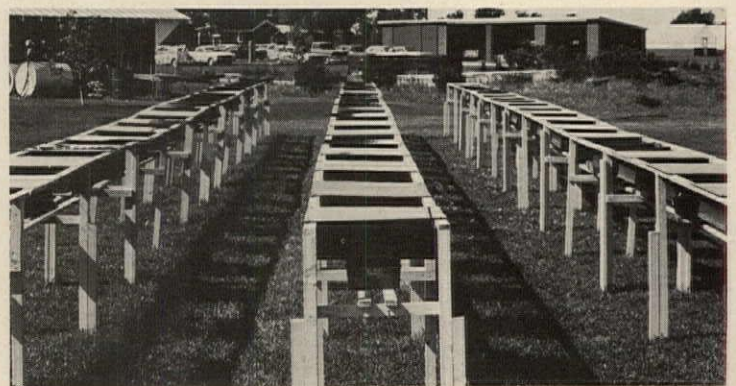
Test skylight cuts sun but lets grass grow

When and if it becomes available, the new skylight—transparent acrylic plastic with a blue tint—might be ideal for covering atriums.

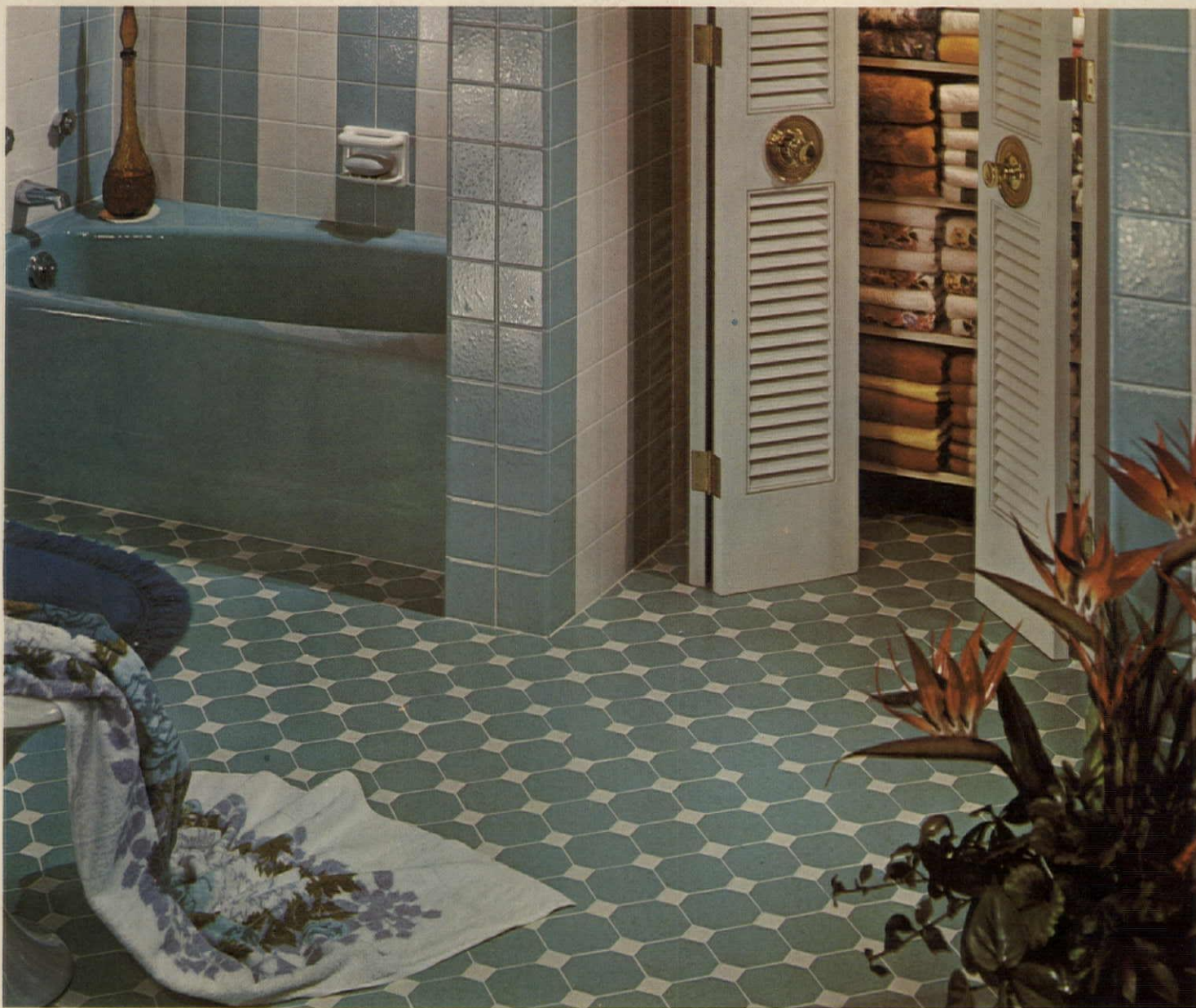
It not only eliminates glare but, more importantly, reduces solar heat gain and thus cuts air-conditioning costs. Only 40% of full sunlight passes through the skylight but—because of the blue tint—this is

enough to grow grass. Tints of other colors must pass over 60% of light to let grass grow.

O. M. Scott & Sons Co. and Rohm and Haas Co. developed the skylight jointly to solve the sunlight problem that plagued the Houston Astrodome. When the big sports arena's skylights were painted to reduce glare, all its grass had to be replaced with an artificial substitute.



New products start on p. 143



CrystaLace

Ceramic Tile

extra beauty for walls—extra duty for floors

At last an all surface ceramic tile that combines beauty, wearability, economy and selling power. The lace-like finish on its satin smooth base gives a look of luxury to an otherwise plain bathroom. Tests have proven that CrystaLace has better wearing characteristics than any similar tile. Yet with all these advantages it is lower in price than other



premium quality ceramic tile. All these add up to selling power without excessive costs. See CrystaLace in all twelve delicate colors and room illustrations. Send today for this free brochure and your nearest source of Wenczel tile products. Look for Wenczel in the yellow pages of your metropolitan telephone directory.

Wenczel Ceramic Tile

WENCZEL TILE COMPANY
TRENTON, NEW JERSEY 08638

Member: Tile Council of America



WENCZEL... where new things are happening!

SIMPSON

RUF-SAWN REDWOOD PLYWOOD

If you like wood . . . you'll really like Ruf-sawn



When you want something to look extra special, dress it up with Ruf-Sawn Redwood. It will do the job for you and probably even save you money. Just take a look at what you get when you specify Simpson Ruf-sawn:

- The wonderful, natural warmth of Redwood**
- A choice of distinctive, textured patterns**
- Virtual freedom from decay or insect attack**
- The best paint or stain retention available**
- All the economies of panel installation**

Why not utilize these benefits to your advantage? For complete information and design ideas, see your Simpson supplier or write to: Simpson Timber Company; 2000 Washington Building; Seattle, Washington 98101.



Other quality Simpson products include: Redwood, Fir and Hemlock lumber; Redwood, Fir and Hardwood plywoods; Decorative and Acoustical ceilings; Insulating and Building board; Standard and Decorator doors; Decorative and Structural overlaid panels.



Forest products designed for better living

*This background is new.
Shadow Groove Ruf-sawn.
Toasted grooves on 3/2" centers
may be used horizontally or vertically.*

NEW PRODUCTS

For more information, circle indicated number on Reader Service card p. 163



Paint-on rubber roofing: It may last 30 years on concrete or plywood

So says the manufacturer after testing the new liquid-silicone coating on more than 200 roofs from New England to the Virgin Islands. The coating is rolled on like paint, but it solidifies to an elastic membrane that stays permanently flexible even under extreme heat. On the other hand, it will

remain liquid down to -65°F , so it can be applied at any temperature in which a man can work.

Applying silicone rubber roofing requires 1) a primer, 2) a base coat and 3) a top coat (photos, above). A catalyzing agent is mixed into the liquid at the job

site, giving the material a pot life of from 30 minutes to two hours.

Material cost is 55¢ per sq. ft.; installed cost, 65¢ to 75¢ per sq. ft. The material is not recommended for gypsum decks. General Electric, Waterford, N.Y. Circle 290 on Reader Service card



This computer kit makes any builder a scheduling expert

With only a pencil and a piece of paper, even the smallest builder can put to use the kind of construction schedules that are normally worked out by electronic computer for only the biggest projects. The kit includes a circular hand computer and a cartoon-style manual explaining how to use the disc to map out and run planning networks that combine the techniques of CPM (Critical Path Method) and PERT (Program Evaluation and Review Technique). Pert-O-Graph, Sunnyvale, Calif. Circle 291 on Reader Service card

Epoxy couplings beat welding in linking up aluminum pipe

Specifically, gluing together aluminum pipe is said to be four times faster than butt-welding steel pipe. What's more, unskilled workmen can handle the job.

The technique—called Swage-Bond—works with any commonly available epoxy resin. But it requires heavy hydraulic joining equipment that must be mounted on a truck or on the side boom of a tractor.

Swage-Bond is a three-step process in which pipe ends are bonded together inside a coupling. *Step one:* Roughen the ends of the pipe with an electric abrading tool to provide a good bonding surface. *Step two:* Coat the inside of the coupling—an extruded aluminum sleeve—with epoxy, and insert the pipe ends. *Step three:* Lock the joining unit around the joint, and draw the unit's hydraulically powered die over the sleeve. The die sinks, or swages, the sleeve into the pipe ends.

The process takes about $1\frac{1}{2}$ minutes, compared with 12 to 20 minutes for welding a steel pipe joint, says the supplier. But the aluminum joint cannot be used immediately. Reason: The epoxy will not set in less than two to three days unless it is artificially heated. Using a portable heater reduces setting time to 20 minutes. Reynolds Metals, Richmond, Va. Circle 292 on Reader Service card



Fire-safe wood shingles okayed for reduced insurance rates

The okay—a Class C approval from Underwriters Laboratories—is the first to be given to a fire-retardant compound for Western red cedar shingles. The compound passed UL's critical leaching test, in which treated shingles are soaked by the equivalent of 800" of rainfall over a ten-year period, then dried out and exposed to fire. Leaching was insignificant in both machine-made and hand-split shingles, and the compound showed no effects on wood color or flashing. Koppers, Pittsburgh. Circle 293 on Reader Service card

New products continued on p. 148

builders who prefer House & Home build a lot more

Builders preferring House & Home build four times as many houses and apartments as those who prefer any other publication.

This is what Lennox Industries and scores of other building product manufacturers have found out for themselves. These manufacturers, large and small, have all taken advantage of House & Home's standing offer to ask builders what publication they prefer. House & Home won these independently sponsored surveys

hands down and got the unqualified vote of the *active* builders.

Whether they're small, medium or large, the active builders are inevitably partial to House & Home.

71 out of 77 independently sponsored studies have proved it.

Check it out with your own builder customers at House & Home's expense.



just ask Lennox Industries

House & Home, you see, is the industry publication that meets the extensive information needs of the active builder. From preliminary planning, through product development, financing, marketing and construction to final sales—House & Home keeps him abreast in

the \$22 billion light construction industry.

No wonder more building product manufacturers place more advertising pages in House & Home than in any other publication serving builders. If you want to place *your* advertising in the hands of builders who build and buy a lot more, tell a House & Home representative. Lennox Industries did.

House & Home

A McGraw-Hill Publication
330 West 42nd Street, New York, N.Y. 10036





When it's time to top it off with air conditioning, remember Bryant makes both gas and electric.

We're the only one with both.

If electric rates are higher where your new store is, buy a Bryant gas roof-top unit. If gas rates are higher where your new store is, buy a Bryant electric unit.

Bryant manufactures a full line, including roof-mounted heating and cooling packages, split systems, unit heaters, duct furnaces, and boilers. (So you can count on us to handle big jobs or small ones with equal efficiency. Cooling capacities to handle any size job . . . Single units, either gas fired or electric, up to 20 tons; single unit heating capacities up to 450,000 Btu in warm air or 6,000,000 Btu in boilers.)

And you never have to worry about getting service or parts for Bryant equipment later on. We have a national network of dealers, distributors, and factory

branches. Many gas utilities sell and service Bryant equipment, too.

Of course, you could get electric air conditioning from several other companies. Or gas from a few others. But you know what a mess it is when you buy gas air conditioning from one place, electric from another, cooling units from still another, furnaces from somebody else. And the more stores you have to heat and cool, the worse it gets.

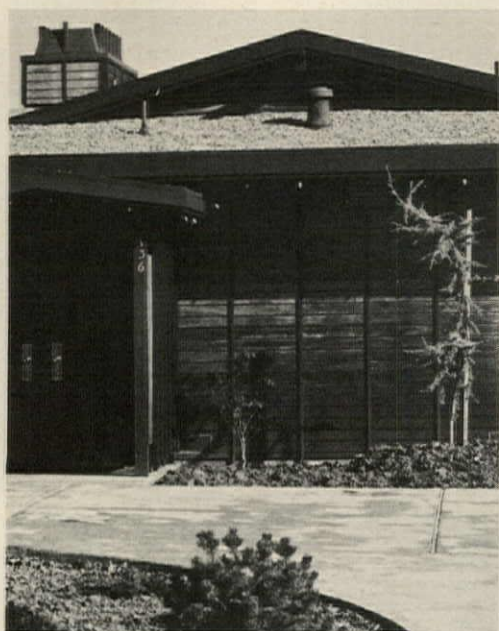
Why go through all this when you can get everything you need from one source:

Bryant Manufacturing Company, 2020 Montcalm Street, Indianapolis, Indiana 46207.



QUIETLINE® AIR CONDITIONING

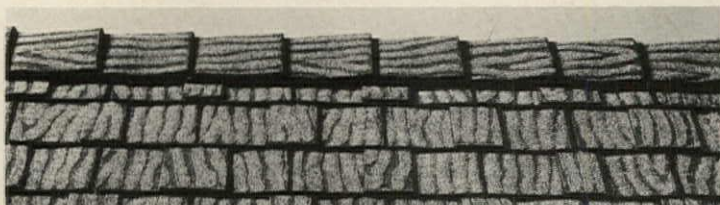
Exteriors



Redwood plywood can be applied with 4"-o.c. grooves running horizontally (left) or vertically (right). Other styles contain 8"-o.c. grooves, or combine 4"- and 8"-o.c. grooves. Plywood comes rough-sawn or brushed in three grades and three lengths: 8', 9' and 10'. Also: plain and inverted-batten styles. Pacific Lumber, San Francisco. *Circle 205 on Reader Service card*



Narrow lap siding—in 18th Century Virginia style—has 5" exposure and measures 6"x16"x 7/16". Siding has slightly notched and contoured profile for a deep shadow line. Guidelines position adjoining laps and face nailing. Masonite, Chicago. *Circle 206 on Reader Service card*



Heavyweight shingles have ribbed texture to produce thick shadow lines. Shingles are fortified with extra asphalt layer and topped with ceramic-mineral granules. In three colors: gray, brown, tan. Weight: 390 lbs. Certain-Teed, Ardmore, Pa. *Circle 207 on Reader Service card*



Double-surfaced asphalt shingles in nine colors are said to simulate thick-butt wood shingles. Embossing produces random vertical shadow lines. Dimensions: 5" exposure, 2" headlap, 36" length. Bird & Son, East Walpole, Mass. *Circle 208 on Reader Service card*



Louvered aluminum shutter—color-matched to aluminum siding—comes in charcoal, green, olive, black, slate and white. Available with or without center bar—predrilled with four mounting holes. In ten lengths from 36" to 79". Kaiser, Oakland, Calif. *Circle 209 on Reader Service card*



Primed siding is a medium-density hardboard offered in three styles: horizontal lap, plain panel and V-groove panel. Boards are cut to size after curing. On-site painting can be delayed 90 days after installation. Allied Chemical, New York City. *Circle 210 on Reader Service card*



Plastic-based and coated shutter that simulates wood can be installed with color-matched nails or butyl-based adhesive. Backed by a cedar frame, it is 15" wide, 36" to 81" long. In five colors. Frank Paxton Lumber, Kansas City, Mo. *Circle 211 on Reader Service card*

New products continued on p. 152



Whirlpool

means
a true central vacuum
system to close
more home
sales



This sales closer impresses home buyers who quickly see the advantages of its new cleaning principle. It's a true central vacuum system with no messy bags to empty or reduce power. The WHIRLPOOL system is vented outside the house for total cleaning. And it has a by-pass motor for long life. The unit installs easily in any home you build without a major modification of plans . . . can even go into completed homes. There's a choice of two cleaning systems . . . dry or wet pickup. The exclusive wet pickup system is self-cleaning, flushes dirt away and can also pick up scrub water or spilled liquids. Your best source of home appliances is WHIRLPOOL, maker of the full line with the quality reputation . . . the line backed by national advertising and service. For details, write to Central Vacuum Systems Department, Whirlpool Corporation, Administrative Center, Benton Harbor, Michigan 49022.



**When they said,
"Give us a home that
takes care of itself"...the men at Reynolds
gave them one with
aluminum in 49 places.**

There's a house out in Wilmette, Illinois that's a lazy man's dream. It uses 49 different aluminum building products. Over four tons of aluminum, and just about every pound will save the owner work. It was built by the men at Reynolds to show just how many ways this metal can be used to make a homeowner's life easier.

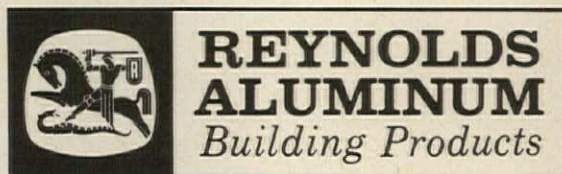
The four handsome, classic columns in front, for example—extruded Reynolds Aluminum with a tough, baked-on enamel finish that will look new for years without repainting. Same goes for the siding and shutters made of Reynolds Aluminum; they will never rust, rot, chip, or peel.

The men at Reynolds developed pre-painted aluminum Colorweld® back in 1955. And builders, as well as homeowners, have had good reason to be grateful ever since.

Those good-looking charcoal gray aluminum roof shingles and the easy-to-install roll soffit under the eaves are also products of the design engineering group at Reynolds.

Other aluminum work-savers in the house include the acoustical ceilings, windows and sliding doors, self-storing and combination doors, ductwork, column and railing kits, electrical conduit, flashing, gutters and downspouts, garage door, louvers and vents, even closet rods, screws and nails.

The men at Reynolds are old hands at developing new ways to save work and trouble for you and your customers. They can show you a houseful of ideas to help you build a better house or commercial building with aluminum. Call your local Reynolds office or use the coupon below.



Watch "The Red Skelton Hour,"
Tuesdays, CBS-TV



REYNOLDS METALS COMPANY
Building Products and Supply Division
325 W. Touhy Ave., Dept. HH-57
Park Ridge, Illinois 60068

- Please have a salesman call on me.
 Send me a complete Reynolds Product File.

Name _____ Title _____

Company _____

Address _____

City _____ State _____ Zip _____



Kitchens



Drop-in electric range—with hidden levelers to simplify alignment—is 30" wide. Rear of its backsplash control panel is finished to permit island installations. Panel adjusts for a tight fit. Hotpoint, La Grange, Ill. *Circle 282 on Reader Service card*



Built-in appliance combo contains three-speed mixer, an electric knife and heavy-duty can opener. Simulated-walnut cabinet mounts between studs. It features a magnetic catch and two convenience outlets. Hamilton Beach, Racine, Wis. *Circle 287 on Reader Service card*



Eye-level range, with mirrored oven doors, features a high-speed broiler. Its burner distributes radiant energy evenly over broiler surface and is said to reduce broiling time by 30%. Over-all height of the unit is 64". Roper, Kankakee, Ill. *Circle 284 on Reader Service card*



Instant-hot-water dispenser mounts on sink ledge or counter top. Only control head and spout appear above the sink. Unit fits any standard sink opening and comes in two sizes: 750- or 1,000 watts. Hobart, Troy, Ohio. *Circle 280 on Reader Service card*



Built-in electric range requires no overhead hood. Cooking fumes, odors and smoke are sucked into ventilation grille in range center and exhausted outdoors. Suggested for island installations. Jenn-Air, Indianapolis, Ind. *Circle 281 on Reader Service card*



Food preparation center folds into counter when not in use. Control button raises power module to accept blender, mixer or juicer—as well as five optional attachments. Unit features solid-state electronic controls. Ronson, Woodbridge, N.J. *Circle 285 on Reader Service card*

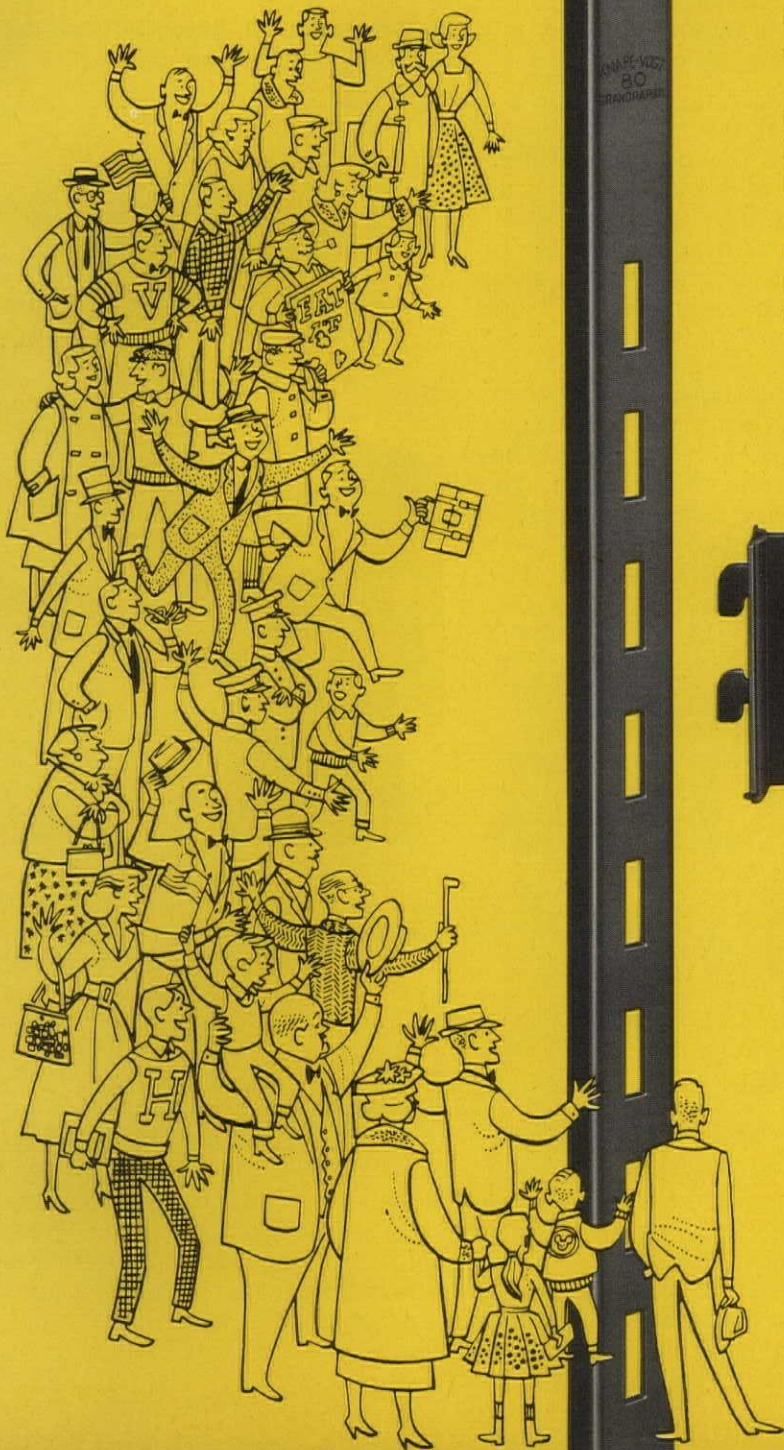


Programmed washer adjusts automatically to washing conditions required by individual fabrics. Washer features two speeds and has a companion dryer. Both are standard counter height and depth. General Electric, Louisville, Ky. *Circle 286 on Reader Service card*



Quick-change refrigerator-freezer can match walls; it features a snap-in front of same 1/4" hardwood plywood often used for kitchen walls or cabinet faces. Several woods are offered. Above: elm. Whirlpool, Benton Harbor, Mich. *Circle 288 on Reader Service card*

Nearly everybody knows K-V



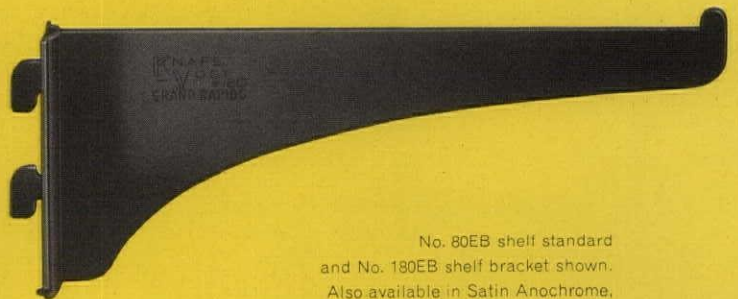
Some people have learned about it because K-V has been advertised longer and stronger than any other shelf hardware.

Other people have learned about it because K-V has been recommended by more dealers than any other shelf hardware.

Most people have learned about it by word of mouth because K-V has been used by more people than any other shelf hardware.

That's why K-V is easier to sell. Naturally.*

**Naturally, too, you have to let people know you carry K-V.*



No. 80EB shelf standard
and No. 180EB shelf bracket shown.
Also available in Satin Anochrome,
Satin Brass and Statuary Bronze.



KNAPE & VOGT MANUFACTURING CO.
Grand Rapids, Michigan 49505

Honeywell Electronic Air Cleaners, Total Comfort, coming on fast. May be "standard" soon.

"We're the only local builder with the Air Cleaner standard, so we attract a lot of attention."

**Harold Grabow, Builder
Developer of Waterford Village
Waterford, Connecticut**



"Every home in Waterford Village is a Total Comfort Home. Heating, air conditioning, humidification control and the Honeywell Electronic Air Cleaner are all standard. Our Total Home Comfort system plays a major role in our advertising and literature. It has given Waterford Village a real comfort image with the public.

"Many of our prospects are already familiar with the Honeywell Electronic Air Cleaner. We deal with sophisticated clients who readily understand the benefits of air cleaning from reading the Honeywell advertising. Of course, if there are any allergies in the family, we have really hit the bullseye. Total Home Comfort is the new "hot item."



"Have one in my own home... I know its value."

**Mr. Walter R. Zimmerer: Clover Hill Estates,
Colts Neck, New Jersey**

"My father and I are custom builders. We both have Honeywell Electronic Air Cleaners in our own homes. We know their value from firsthand experience.

"In our homes we offer humidity control, air conditioning and the Honeywell Electronic Air Cleaner.

"About 60% of our customers order an Electronic Air Cleaner right away and our plumbing and heating contractor sells the other 40% within a year or so after they move in.

"I really stress the Electronic Air Cleaner because my homes are my sales exhibits, and I want them to look as good in five years as they do now."

"Sell more Electronic Air Cleaners than air conditioning..."

**Mr. Richard Tomko
Vice President, Keyes-Treuhaft Co.
Cleveland, Ohio**



"Our firm is currently developing Landerwood Estates in Pepper Pike, Cleveland's finest suburb. Neither air conditioning nor the Honeywell Electronic Air Cleaner is standard equipment, but we do install a Honeywell blank frame so the Air Cleaner may be added later. We familiarize all of our clients with the benefits of both.

"We sell more Honeywell Electronic Air Cleaners than we do central air conditioning installations, and air conditioning is receiving a lot of publicity as the big item in building today. Customers readily understand the health aspects of clean air plus the fact the Electronic Air Cleaner cuts redecorating and dry cleaning expenses."

"Total Comfort sold homes so I used it in office building."

Mr. Francis Koenig, Builder
McLean, Virginia



"Previously, I have built homes in the Washington, D.C. suburbs. Each of my homes had a Total Home Comfort package consisting of central heating, air conditioning, humidity control and Honeywell Electronic Air Cleaning. The Honeywell Electronic Air Cleaner kept my homes cleaner and made them easier to sell.

"When I began building a 55 x 155 ft.

office building which I own, I wanted to give my tenants the same cleanliness which I gave my home buyers. They are mostly professional people and they want the best. I installed six banks of Honeywell Electronic Air Cleaners and had no trouble leasing the entire building. People are the same all over. Give them something with real value and they snap it up."

"...like air conditioning was a few years ago."

Mr. Jack Monroe, Builder
Atlanta, Georgia

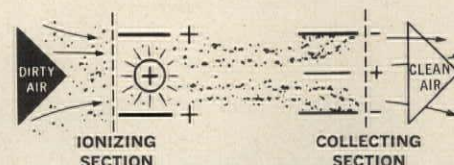
"We are developing one 48-lot unit, Kinloch, and most of our homes are contract jobs. Consequently, the different features of the home are negotiated. We have no standard features as such, but the Honeywell Electronic Air Cleaner goes in most of our homes. In the homes where it doesn't go in, we usually include a Honeywell blank frame, because we feel the air cleaner will be added later. We used to leave space for air conditioning because the power unit was usually added later; now all our homes are air conditioned. We feel that this is the same position that the Honeywell Electronic Air Cleaner is in now. It will soon be standard.

"We have literature on the Honeywell Electronic Air Cleaner, but we find most of our clients are already familiar with it. Some even bring it up before we do. I have two Honeywell Electronic Air Cleaners in my own home, so I can give a good testimonial if it's needed."



Honeywell Electronic Air Cleaner removes 95%* of the dust, dirt and pollen passing through it.

The Honeywell Electronic Air Cleaner fits in the return air duct of any forced air heating-cooling system and traps up to 19 times as many particles as ordinary mechanical filters.



In the Honeywell Two-Stage Electrostatic Precipitator, particles receive a strong positive charge in the ionizer section. As they pass into the collector, the electrical field created by the alternately charged positive and negative plates hurls the particles onto the negative plates, out of the airstream.

Only the large airborne particles can be seen, but the invisible particles do most of the real damage. They can irritate allergies, soil windows and drapes, and leave a dingy haze behind mirrors and pictures.

The Honeywell unit traps particles so tiny that it would take about 7,000 of them to stretch across this (.) dot!

In a new home, the Honeywell Electronic Air Cleaner may be included in the mortgage for under \$2.00 per month.

For more complete information and literature, write Honeywell, Dept. HH 5-419, Minneapolis, Minn. 55408.

*As measured by the National Bureau of Standards Dust Spot Method.

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Circle 105 on Reader Service card

NEW PRODUCTS

start on p. 143

Baths



Woodgrain shower wall—a new idea for bathrooms—is protected by plastic film laminated to substrate. Paneling comes in several grains as well as solid colors. Corners are silicone sealed. Goodyear, Akron, Ohio. Circle 245 on Reader Service card



Self-rimming lavatory is installed with special mastic and attached by "J" bolts. Round model shown is 18" in diameter; its shape permits installation in corner vanities. Comes punched for 8"-widespread or 4"-centerset fittings. Eljer, Pittsburgh.

Circle 246 on Reader Service card



One-piece toilet is an elongated model with a low silhouette. It is available for 12" rough-in and comes in several colors, including avocado. Features: push-button flush valve and centrifugal flushing action. Briggs, Warren, Mich.

Circle 247 on Reader Service card



Plastic-faced panel of hardboard that can be installed over new or existing wall resists steam and heat. The 4"-wide panels are 1/8" thick and come in lengths of 4' to 8'. Marbleized pattern is offered in pink or blue with gold accents. Barclay, Lodi, N.J.

Circle 249 on Reader Service card

New products continued on p. 158



New! Upson 1/2 Inch Primed Siding

Upson's big 1/2" thick primed siding with its strong, engineered construction assures a long life. Precision cutting makes every inch usable. Invisible fasteners allow for nail free application and automatically vent the side. 1/2" primed siding has a high quality waterproof Upson core and its factory applied prime coat provides excellent paint retention.

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NEW PRODUCTS

start on p. 143

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Div. MASCO Corp.

Circle 107 on Reader Service card

Adhesives and sealers



Anchoring cement—a fine powder that sets rock hard within 20 minutes—is said to be stronger than steel. Cement expands upon setting and can be used to anchor posts and rails to concrete. Preco, Plainview, Long Island. Circle 225 on Reader Service card



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Circle 108 on Reader Service card



Latex caulking sticks to most clean surfaces and dries quickly. Water-based compound can be applied over damp surfaces. It comes in 1/10-gal. cartridge. Fortress, Kansas City, Mo.

Circle 226 on Reader Service card



Bentonite compound prevents leaks in roofs, decks, overpasses and joints. Poured dry into cracks, sealant swells on contact with water. American Colloid, Skokie, Ill.

Circle 227 on Reader Service card



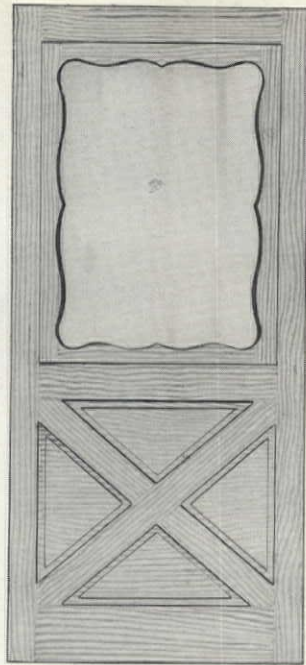
Waterproofing chemical penetrates wood surface to seal out moisture from within and prevent rot. Product serves as primer for oil- or water-base paints. Chem-stop, Burbank, Calif.

Circle 228 on Reader Service card

New products continued on p. 166

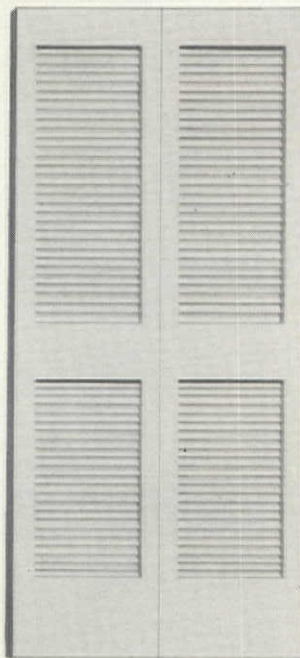
Circle 109 on Reader Service card →

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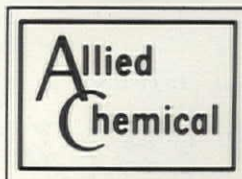
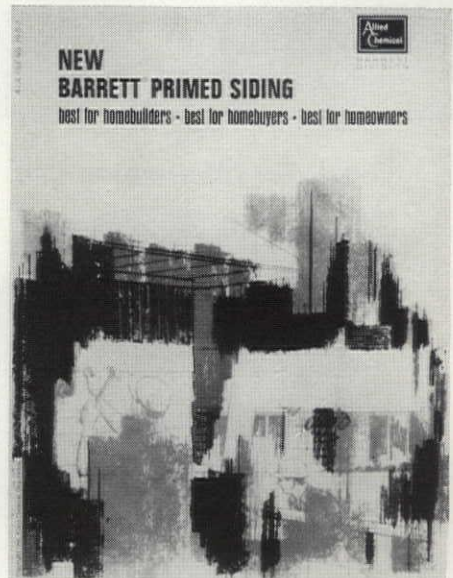
Fully primed means that final painting can be delayed for up to 90 days after application. No more worries about the weather because Barrett sidings are fully protected. The factory-applied prime coat also gives good paint bite. Coverage is faster, more even and requires less paint. Real economy. And call-backs are practically eliminated.

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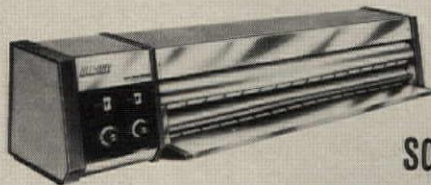
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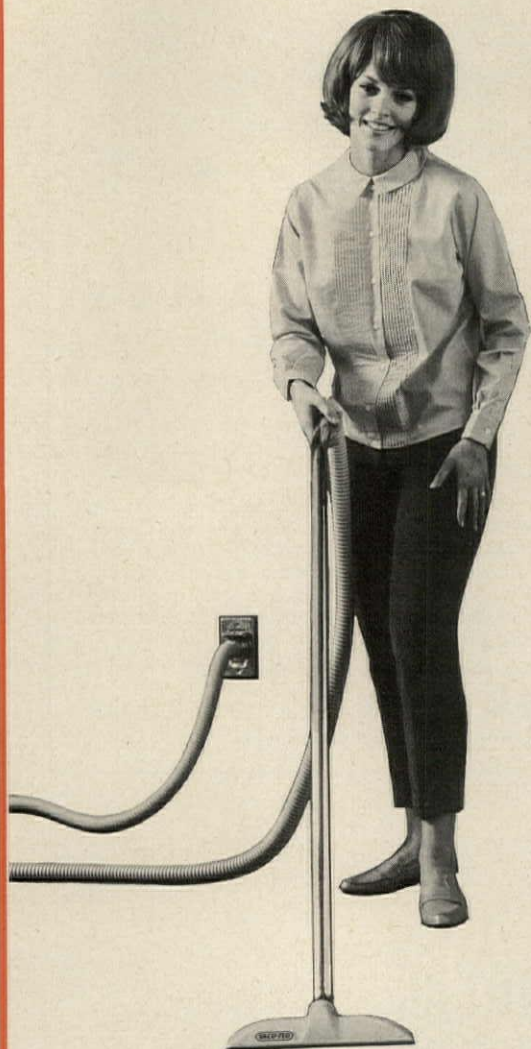
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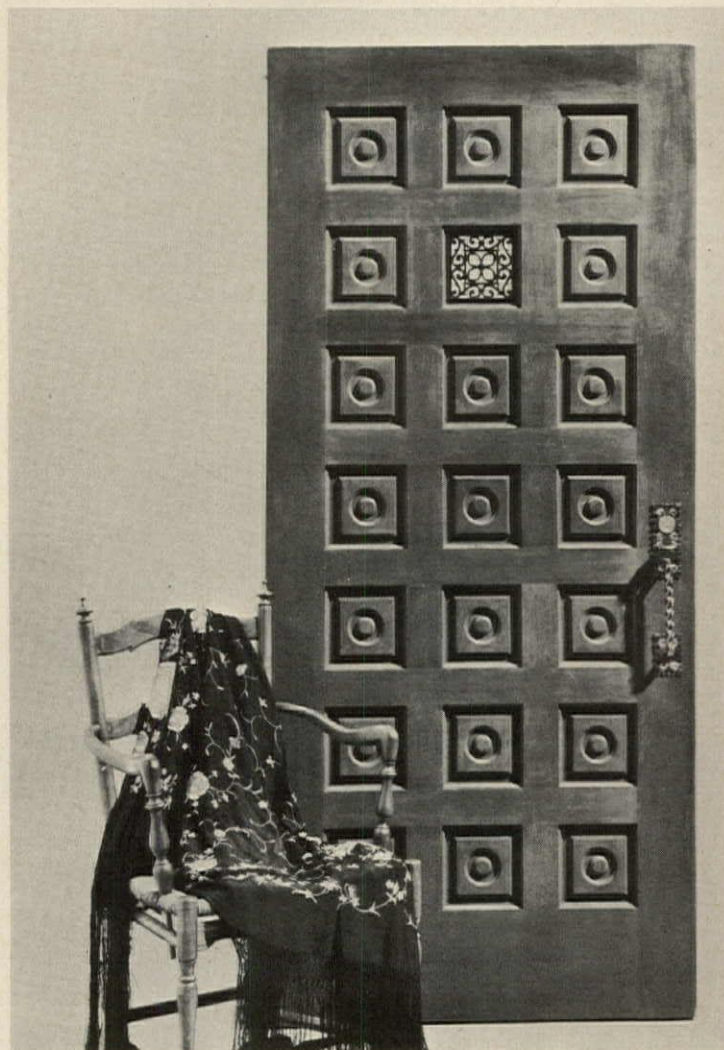
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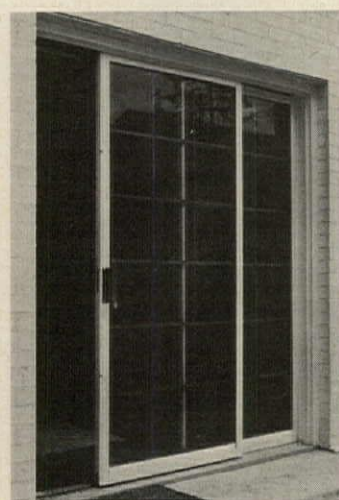
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Doors and windows

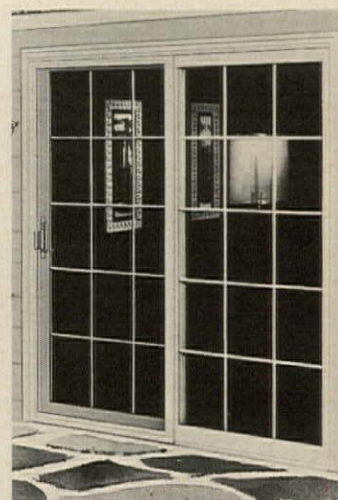


Multi-paneled solid-wood door of vertical-grain Douglas fir or hemlock has a latticework grille that accents deeply carved design. It comes in widths of 3'0" and 3'6". Grille is optional. Simpson, Seattle. Circle 215 on Reader Service card



Wood sliding-glass door has steel mortise-tenon joints and wrap-around vinyl boot glazing with single glass or 5/8" insulating glass. Stiles and rails are laminated to heavy-gauge aluminum core. Coast Sash and Door, Tacoma, Wash.

Circle 219 on Reader Service card



Wood rolling patio door has pine millwork and solid-oak sill, plus insulating glass and full vinyl weatherstripping. Door glides on four sets of tandem rollers. Aluminum nosing forms track for heavy-gauge aluminum screen door. Malta, Gahanna, Ohio.

Circle 220 on Reader Service card

NEW PRODUCTS

start on p. 143



Condensation-free window—actually two windows joined to form a thermal barrier—is suggested for electrically heated houses. Manufacturer promises insulation superior to conventional insulating glass. Thermal King, Litchfield, Ill. Circle 216 on Reader Service card



Tedlar film is now used to surface manufacturer's full line of fiberglass upward-acting garage doors. The pre-formed fluoride finish resists stains and weathering. Doors are guaranteed against wear and weathering for 15 years. Raynor, Dixon, Ill. Circle 217 on Reader Service card



Single-hung window is designed for high-rise buildings. Window, of aluminum, is built to withstand hurricanes and is said to exceed structural and water resistance codes. Sash comes out without removing balances. Stanley, New Britain, Conn. Circle 218 on Reader Service card



Three carved panels are part of a line of Douglas-fir entrance doors. The panels are handcrafted and assembled in dowel-joint frames. Entire door may be painted, antiqued or stained. Nicolai, Portland, Ore. Circle 221 on Reader Service card

New products continued on p. 168



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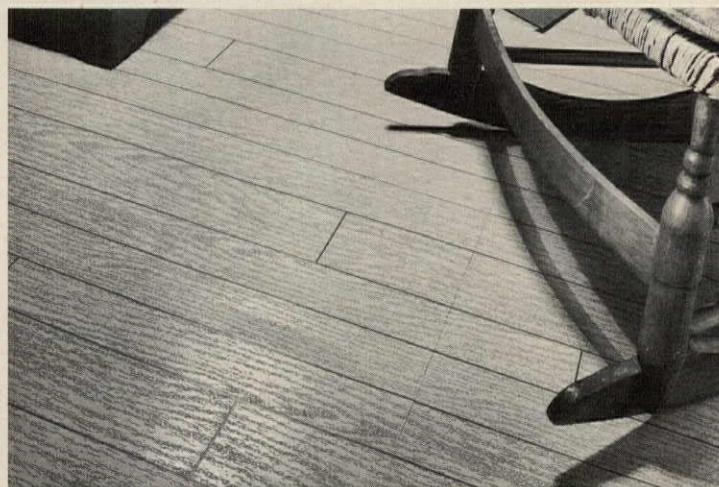
Circle 115 on Reader Service card

Floors



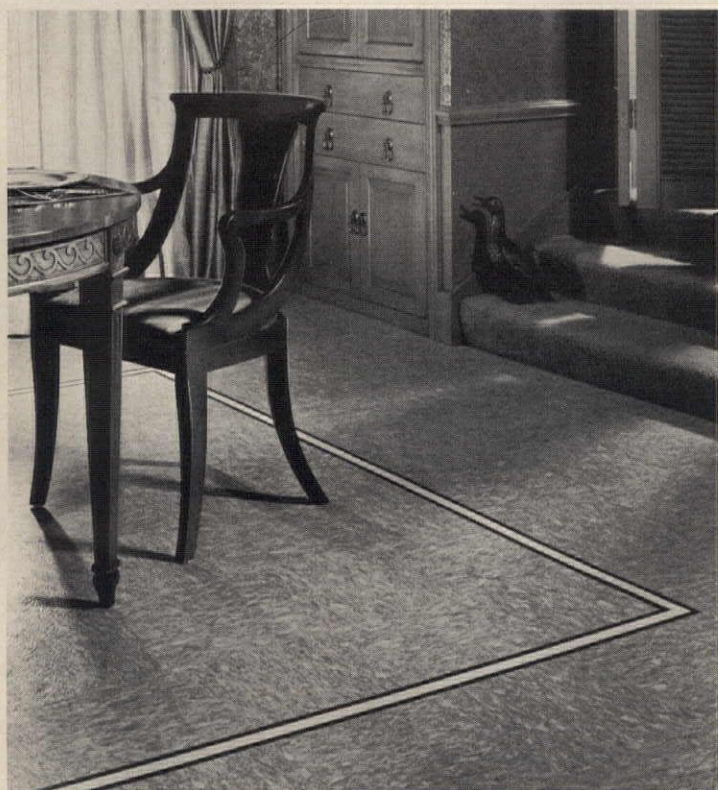
Solid-vinyl tile—inspired by Spanish Mediterranean style—has the regularity of parquet flooring. Antique-patterned tiles come in seven wood-color tones. They measure 12" square and $\frac{1}{8}$ " thick. Robbins, Tuscumbia, Ala. *Circle 255 on Reader Service card*

Sheet-vinyl flooring, in an embossed pattern, comes in seven colors and in widths up to 6'. Engineered for commercial applications, the flooring is a sandwich consisting of thick vinyl wearing surface, foamed interlayers and asbestos backing. Ruberoid, New York City. *Circle 256 on Reader Service card*



Vinyl tiles—12" square—simulate random wood-plank flooring. To enhance the natural wood effect—and simulate individual planks and joints—tiles are lightly embossed. They come in light and dark oak tones. Armstrong, Lancaster, Pa. *Circle 257 on Reader Service card*

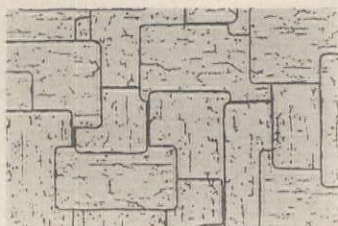




Vinyl-asbestos tile is embossed with a slate texture said to resemble natural cut stone. Flooring comes in four colors: light buff, beige-brown, white-on-white, and light olive. Azrock, San Antonio. Circle 258 on Reader Service card



Solid-vinyl tile has a travertine texture as well as sculptured pattern. It measures 12" square and comes in six colors: blue, white, avocado, maple, gold and dark brown. Goodyear, Akron, Ohio. Circle 260 on Reader Service card



Vinyl-asbestos flooring is designed with an embossed pattern that simulates random-size patio brick. Suggested uses: in foyers and kitchens. Tiles are available in four colors: white, beige, green and brick red. Johns-Manville, New York City. Circle 259 on Reader Service card



Sheet-vinyl flooring combines the look of travertine with a swirl pattern. It comes in three widths—6', 9' or 12'—and in seven color combinations including white with gold, beige with orange and brown. Mannington Mills, Salem, N.J. Circle 261 on Reader Service card

Mandell Shimberg and

THE CASE OF THE DISAPPEARING DOOR

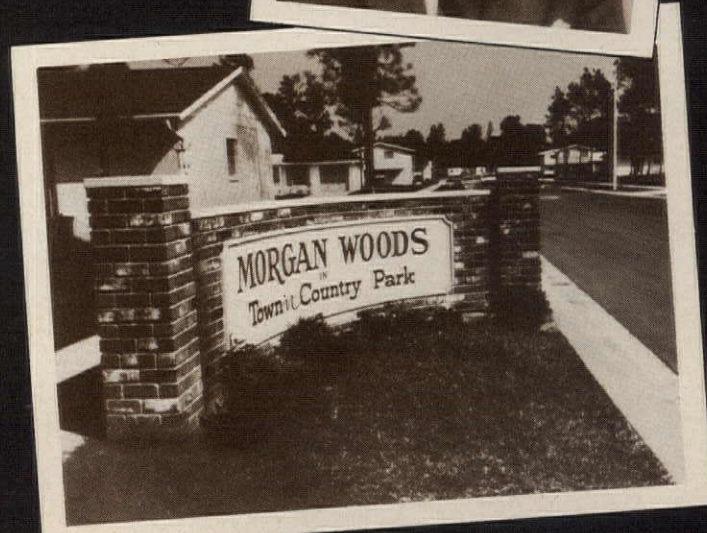
Morgan Woods is a development of medium-sized, medium-priced homes in which the outstanding characteristic is an atmosphere of quality.

Significant is the effectiveness with which garage doors have been blended into the over-all scheme of each house frontage—echoing the colors, repeating decorative accents, such as shadow moldings, so that the door ceases being a separate entity and becomes a part of the whole. In effect, it disappears.

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Mandell Shimberg, Jr. of LaMonte-Shimberg Builders, Inc., Tampa, considers "the disappearing door", Crawford Model 466, a definite asset in helping him to sell homes.



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NEW PRODUCTS

start on p. 143

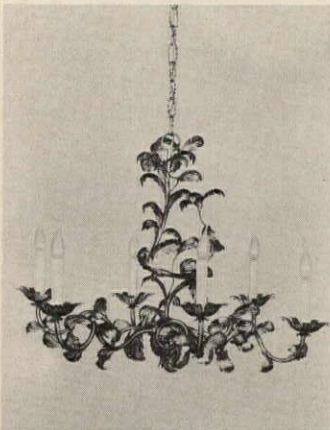
Lighting



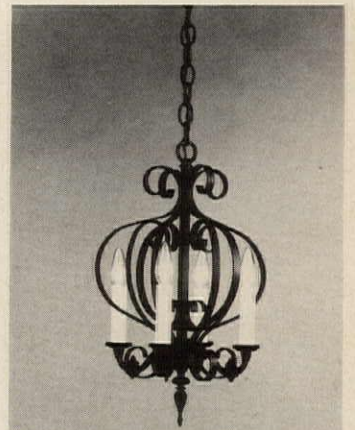
Hand-blown glass chandelier, in opaline glass with gold accents, accommodates up to 60-watt flame-tip lamps. Model is 19" high and has a 20" spread. Maximum drop from ceiling: 45". Thomas, Louisville, Ky. Circle 200 on Reader Service card



Makeup light strip is designed for use with powder-room and bath-
room mirrors. Strip is cast in a flowing leaf pattern with an antique-gold
finish. Three versions: four-, six-, or eight-light segments. Halo, Rose-
mont, Ill. Circle 201 on Reader Service card



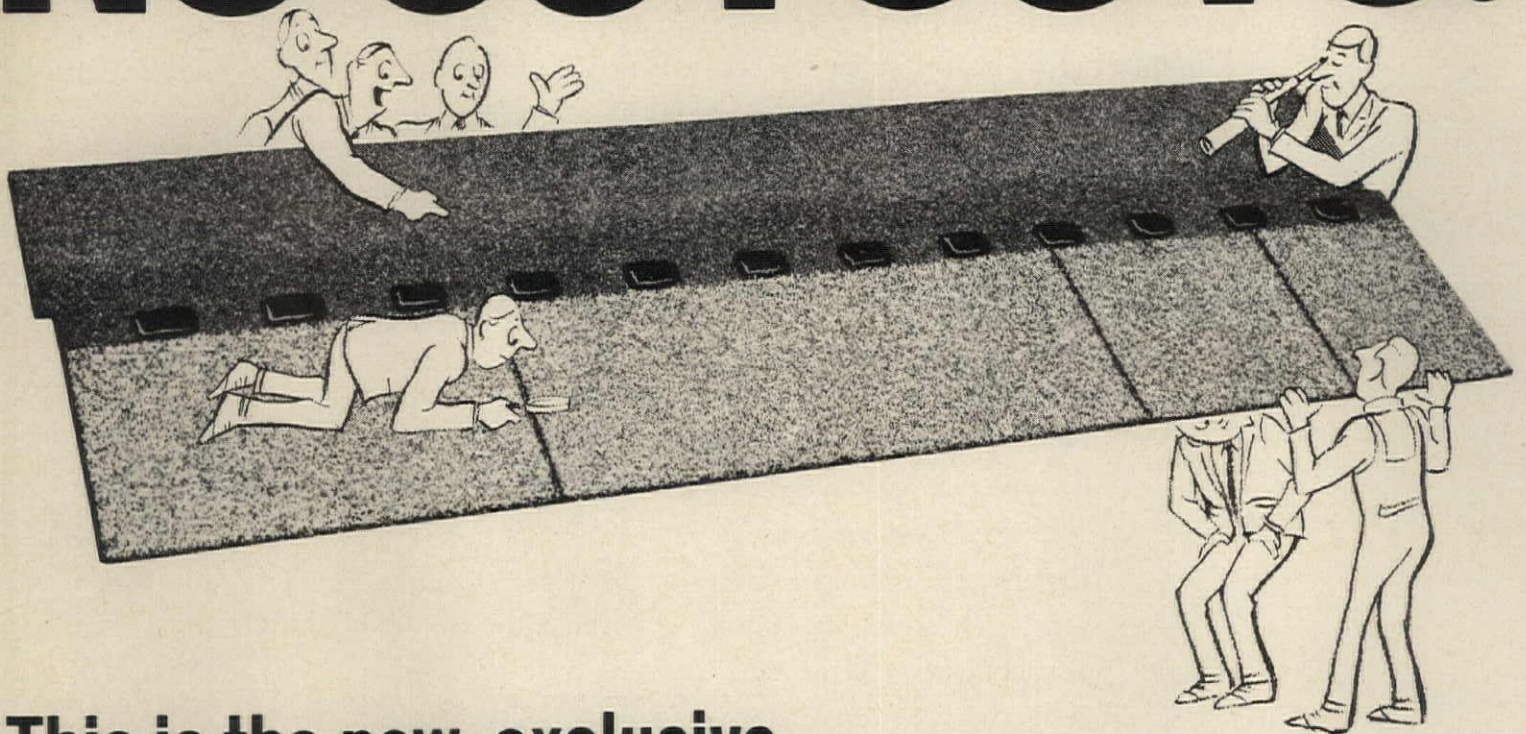
Wrought-iron chandelier—
part of manufacturer's Mediter-
ranean line—incorporates a leaf
pattern and takes 60-watt candel-
abra bulbs. Chandelier is 28" in
diameter and 20½" high. Maxi-
mum suspension: 38". Del-Val,
Willow Grove, Pa.
Circle 202 on Reader Service card



Four-light chandelier with
candelabra base is offered in two
finishes: black or florentine white.
Model is fashioned in a Mediter-
ranean motif and has these di-
mensions: spread, 11"; length,
17"; over-all drop, 43". EJS, Los
Angeles.
Circle 203 on Reader Service card

New products continued on p. 174

LOOK, MAN, NO CUTOUTS!



**This is the new, exclusive
Wind Seal® Jet—the finest
medium-weight shingle
we have ever made.**

It is self-aligning, and with no cutouts it lays fast. It is hurricane and fire resistant. It weighs approximately 237.6 pounds per square with most of the weight on the double-surfaced thick butt where the wear is. It is random embossed and gives a roof a beautiful long-line look. It comes in a rich array of colors. We believe this is the shingle of the future — available now!

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& SON**
INC.
QUALITY PRODUCTS SINCE 1795

East Walpole, Mass., Chicago, Ill.;
Perth Amboy, N.J.; Charleston, S.C.
Shreveport, La.; Bardstown, Ky.

BIRD & SON, inc.

Box HH-5, East Walpole, Mass. 02032

Please rush information on the new Bird Wind Seal Jet. Also send me information on:

- Bird Vinyl Siding Bird Vinyl Shutters
 Bird Vinyl Gutter Systems

Name _____

Address _____

County _____

City _____

State _____ Zip _____

WANTED PRESIDENT

Kaufman and Broad sales increased some 60% to \$43.3 million during 1966, with profits before Federal Income Taxes increasing 166% to \$2.53 million, the greatest growth of any large company in the housing industry.

As a result of our planned expansion, we need a highly-qualified man to become president of a major subsidiary. The executive chosen will run a large, independent operation as though it was his own business, but backed by the resources of a \$26 million corporation. Candidate must have the following qualifications:

1. Entrepreneurial qualities coupled with extremely high intelligence and education.
2. Experience running a multi-location, high volume housing operation, preferably in business for himself or as a General Manager.
3. Be hard-driving, personable, persuasive and articulate.

To the right man we offer a good salary, cash and deferred profit sharing programs, stock options, plus great opportunity for growth.

Write directly to me, Eli Broad, giving complete information in your first letter. Sorry, no telephone calls.

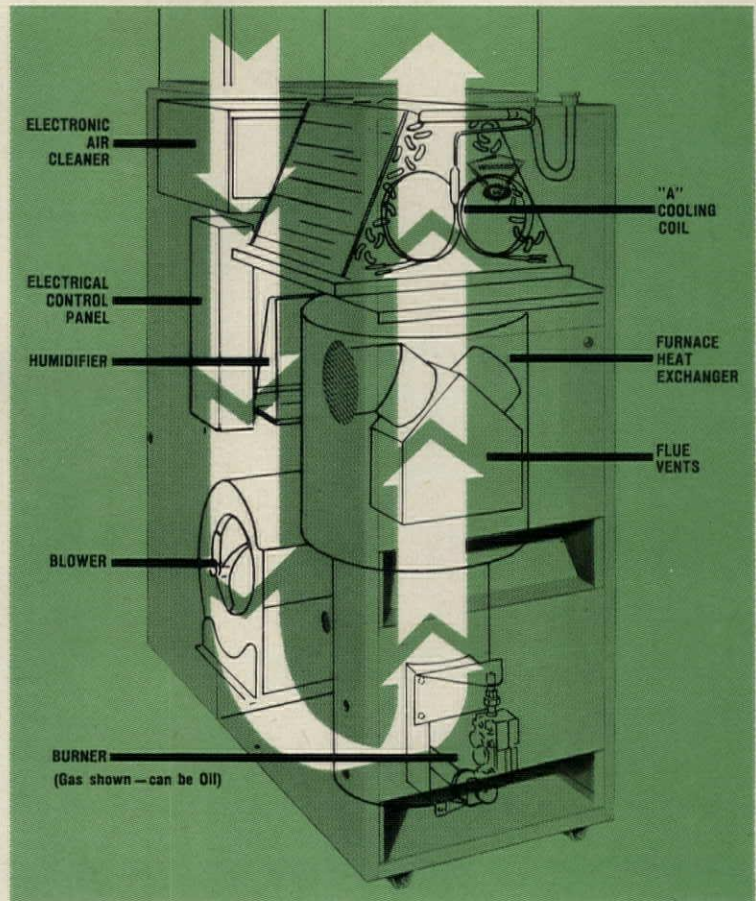
P.S. We are also looking for two hard-driving Marketing Managers with multi-location experience.



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Offices presently in Detroit, Chicago, Phoenix, Los Angeles.

**heating • humidification •
cooling • dehumidification •
electronic air cleaning**
ALL IN ONE PACKAGE



WILLIAMSON'S

NEW "FIVE-IN-ONE"

Smartly styled and handsomely streamlined, the new "Five-In-One" is a furnace, humidifier, cooling/dehumidification unit and electronic air cleaner completely enclosed in a single casing. Best of all, the new "Five-In-One" costs less and takes less space than a combination of comparable capacity elements purchased as separate units and assembled into a total comfort package.

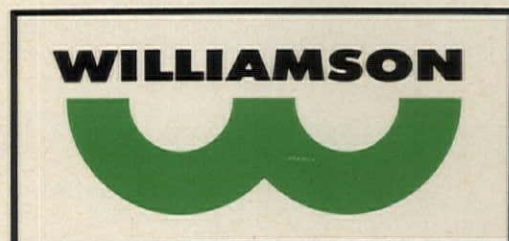
The WILLIAMSON "Five-In-One" is available for use with natural gas, L.P. gas or fuel oil. Heating capacities range from 80,000 BTU/H to 150,000 BTU/H. Cooling capacities available from 25,000 BTU/H to 57,000 BTU/H.

It will be well worth your effort to take a good "look-see" at WILLIAMSON—the broadest line of quality residential heating and cooling equipment in the industry.



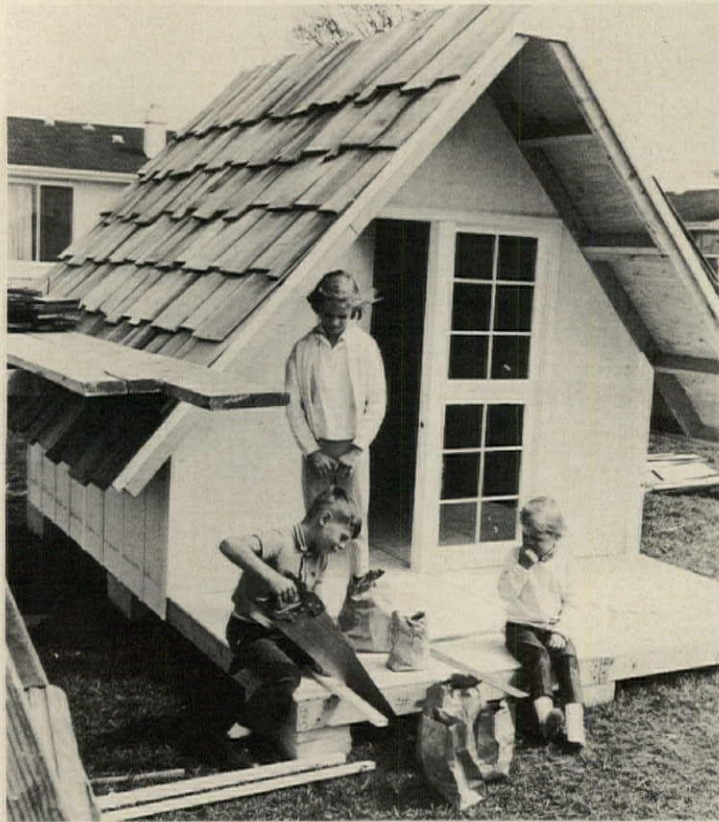
THE WILLIAMSON COMPANY

Dept. R-90
3334 Madison Road, Cincinnati, Ohio 45209
(513) 731-1343

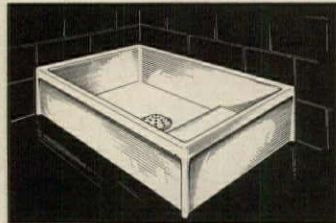


NEW PRODUCTS

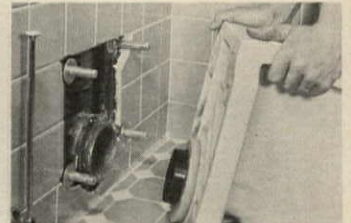
start on p. 143



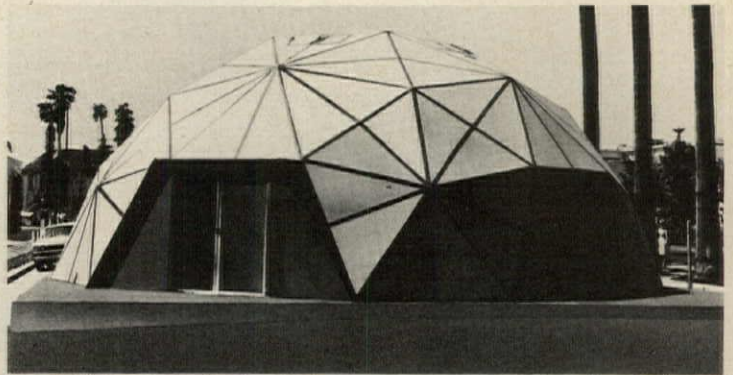
Prefab playhouse—designed to promote wood-components warranty program—can be built with a plan offered free by the manufacturer. Features: a steep roof, porch and Dutch door. Weyerhaeuser, Tacoma, Wash. Circle 235 on Reader Service card



Service basin for installation in mud rooms, basements or garages is molded from simulated stone. Dimensions: 36"x24"x10". Colors include beige and white. Fiat, Plainview, Long Island. Circle 236 on Reader Service card



Wax gasket for difficult wall-hung toilet installations has been designed to compensate for alignment variations. Ethane-reinforced and economy models. William B. Harvey, Omaha. Circle 237 on Reader Service card



Portable geodesic dome for storage at construction sites is formed from triangular panels of exterior-grade plywood. Dome can be disassembled, moved and reassembled in eight hours by three men. Price & Rutzebeck, Hayward, Calif. Circle 238 on Reader Service card

New literature starts on p. 176

People Who Give A Hang Ask For SOSS Invisible Hinges

Why? Simply because our patented hinge hides itself, so closed doors, lids or hoods present unbroken flush surfaces. Exposed brass and space gaps disappear. For distinctive custom elegance, you'll enjoy hinging your home invisibly . . . especially if you give a hang.

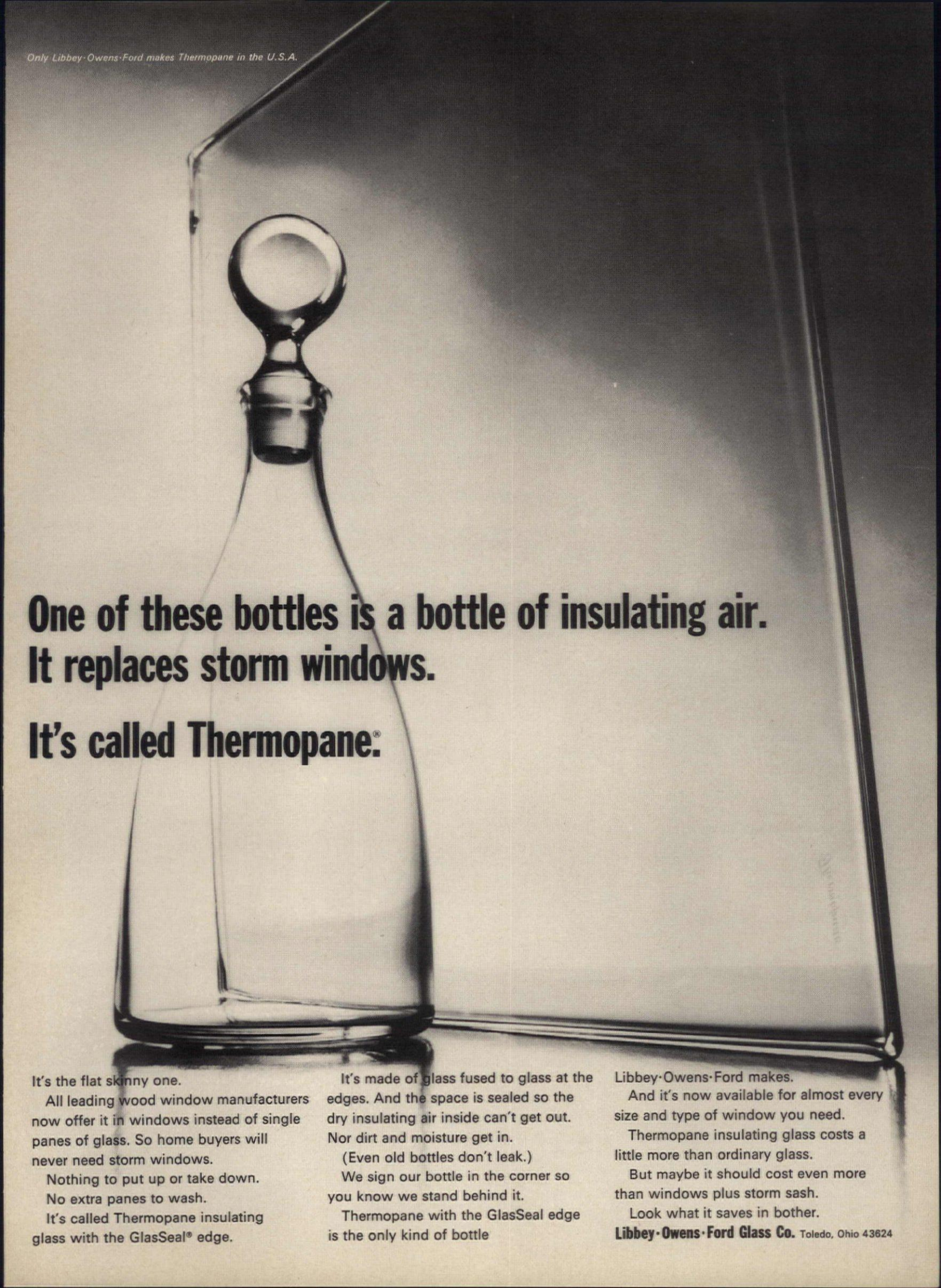
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and prices, send name,
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Only Libbey-Owens-Ford makes Thermopane in the U.S.A.



**One of these bottles is a bottle of insulating air.
It replaces storm windows.**

It's called Thermopane.[®]

It's the flat skinny one.

All leading wood window manufacturers now offer it in windows instead of single panes of glass. So home buyers will never need storm windows.

Nothing to put up or take down.

No extra panes to wash.

It's called Thermopane insulating glass with the GlasSeal[®] edge.

It's made of glass fused to glass at the edges. And the space is sealed so the dry insulating air inside can't get out. Nor dirt and moisture get in.

(Even old bottles don't leak.)

We sign our bottle in the corner so you know we stand behind it.

Thermopane with the GlasSeal edge is the only kind of bottle

Libbey-Owens-Ford makes.

And it's now available for almost every size and type of window you need.

Thermopane insulating glass costs a little more than ordinary glass.

But maybe it should cost even more than windows plus storm sash.

Look what it saves in bother.

Libbey-Owens-Ford Glass Co. Toledo, Ohio 43624

NEW LITERATURE

For copies of free literature, circle the indicated number on the Reader Service card, page 180.

ANODIZED ALUMINUM. Full-color brochure describes manufacturer's anodic finishes. It includes sections on color and alloy selection, design and fabricating. Also: color chips of the five colors available—gold, light amber, amber, statuary bronze and black. Twelve pages. Kaiser Aluminum, Oakland, Calif. *Circle 301 on Reader Service card*

TEXTURED METAL CEILINGS. The advantages of metal ceilings—acoustical efficiency plus structural strength—are enumerated in a product brochure. For commercial applications. E. F. Hauserman. Cleveland. *Circle 302 on Reader Service card*

LAP SIDING. Application instructions for manufacturer's lap siding are illustrated and keyed. Catalog includes general-construction as well as finishing data. Masonite, Chicago. *Circle 303 on Reader Service card*

WIRE-STRIPPING SCREWDRIVER. Tool that strips insulation from plastic- or rubber-covered wire is displayed in a product sheet. Screwdriver can be used for stranded or solid wires and accommodates AWG sizes from 12 to 20. Marfree, Detroit. *Circle 304 Reader Service card*

REDWOOD SIDING AND PANELING. Two full-color data sheets illustrate redwood patterns and finishes. Included: information on grades, surfacing and sizes. Union Lumber, San Francisco. *Circle 305 on Reader Service card*

WOOD ROOF TRUSSES. A specification catalog for the fabrication of light-metal-connected wood trusses defines type of steel to be used as well as species and grade of lumber. It outlines information that should be included on roof truss engineering drawings and also lists authorized truss-plate manufacturers. For a copy send \$1.25 to Truss Plate Institute, P.O. Box 253, Perrine, Fla. 33157.

OVER-THE-FLOOR EXTENSION CORDS. Full-line product brochure includes pre-wired electrical units, components, fittings and tape. Rubber duct and fittings can be removed and used elsewhere. Included: installation tips. Ideas, Laramie, Wyo. *Circle 306 on Reader Service card*

OIL-POWERED WATER HEATER. Thermostatically controlled booster water heater for commercial applications is discussed in a specification sheet. Storage capacity: 40 gal. Glass-Lined Water Heater, Cleveland. *Circle 307 on Reader Service card*

UNIT VENTILATORS. Twenty-five finishes for floor and ceiling unit ventilators are presented in a color selector. Top, front and base surface tones are shown separately to simplify selection. Modine, Racine, Wis. *Circle 308 on Reader Service card*

ROOM AIR CONDITIONERS. Directory lists 1,370 models of 50 brand-name participants in the National Electrical Manufacturers Assn. certification program. First section includes models designed primarily for window installations; the second, those for through-the-wall installation. NEMA, New York City. *Circle 309 on Reader Service card*

ALL-NAILED TRUSSES. A nine-minute, 16-mm. sound film examines testing of all-nailed trusses with spans 60' and longer. Film is available on a loan basis to interested builders, building-materials dealers and architects. For a copy write to: Wood Research Laboratory, Virginia Polytechnic Institute, Box 361, Blacksburg, Va.

BLACK WALNUT. The properties and advantages of walnut are enumerated in a 12-page brochure that displays 15 figure types. Included: comparisons with other hardwoods and new finishing techniques. American Walnut Manufacturer's Assn., Chicago. *Circle 310 on Reader Service card*

FLUSH DOOR DESIGNS. A pocket-size reference presents more than 200 door styles. Included are prefabricated door lites, louvers and decorative moldings. Thirty-two pages. Visador, Jasper, Tex. *Circle 311 on Reader Service card*

FRAMING ANCHORS. Anchors can be used in any number of applications where one 2" minimum thickness member joins another. In a single style with "slots" that permit bending on the job site, they can be formed into six configurations. Specification sheet is one of a series. Timber Engineering, Washington, D.C. *Circle 312 on Reader Service card*

LAWN IRRIGATION. Full line of automatic and manual equipment is illustrated in a 60-page catalog with price list. More than 200 items are featured—including automatic controllers, remote control valves, spray heads, pop-up sprinklers and a wide selection of accessories. Rain Bird, Glendora, Calif. *Circle 313 on Reader Service card*

ADHESIVE APPLICATOR. A push-button applicator that regulates adhesive flow into brush is the subject of a four-page brochure. Model is equipped with pressure tank that dispenses adhesives of average viscosity at 20 psi. USM Chemical, Boston, Mass. *Circle 314 on Reader Service card*

SELF-DRILLING SCREWS. Screws that combine drilling and tapping fasten materials up to 0.0625" thick in less than five seconds. A pocket-size booklet includes diagrams of strip-out torque, holding power of head serrations and instructions on how to drive with standard power-driving tools. Parker-Kalon, Clifton, N.J. *Circle 315 on Reader Service card*

BATHTUB ENCLOSURES. Decorator line includes three sliding doors of aluminum-framed plastic panels in a wide range of patterns and colors. A four-color product sheet illustrates three designs. K-Lux, St. Louis. *Circle 316 on Reader Service card*

PLYWOOD SIDINGS. Applications and properties are examined in a guide to siding grades based on the new product standard for softwood plywood. Photos illustrate surface textures. Sections deal with insulation values, code acceptance, finishing instructions and specifications. American Plywood Assn., Tacoma, Wash. *Circle 317 on Reader Service card*

FIBER SEWER AND DRAIN PIPE. Literature explains manufacturer's offer to ship fiber pipe in standard fork-lift units at no extra charge. Also: truck and load requirements. Kyova Pipe, Ironton, Ohio. *Circle 318 on Reader Service card*

DOOR CHIMES AND PUSHBUTTONS. Full line—covered in a four-color product sheet—includes 12 pushbuttons and 11 electric chimes. Two non-electric chimes are suggested for small homes and apartments. Broan, Hartford, Wis. *Circle 319 on Reader Service card*

DECORATIVE CONCRETE. A 20-minute sound film illustrates new ways to design and build outdoor-living features including patios, pools, courts, walks, walls and fountains. A descriptive folder is available. Portland Cement Assn., Chicago. *Circle 322 on Reader Service card*

CONCRETE PRODUCTS. Full-line catalog presents floor materials, admixtures and non-shrink grout and mortars. Graphs and charts give performance ratings, estimating data and suggested specifications. Length: sixteen pages. Master Builders, Cleveland, Ohio. *Circle 323 on Reader Service card*

BATHROOM VANITIES AND ACCESSORIES. Eleven vanity styles—along with swatches of laminated-plastic surface patterns—get the spotlight in a full-line catalog. Featured: a new finish that simulates wood. Formco, Cincinnati. *Circle 324 on Reader Service card*

FUNGICIDAL ROOFING GRANULES. Granules designed to prevent roof discoloration (common in the South) caused by algae are available in granule sizes 9 and 11. A brief product report contains test results. 3M, St. Paul, Minn. *Circle 325 on Reader Service card*

TOOLS AND EQUIPMENT. Full-line specification catalog for earthmoving, building, materials-handling and landscaping equipment runs 98 pages. Examined: engine ratings, drive-train data, horsepower curves and weights and measurements. Also: information on financing arrangements. John Deere, Moline, Ill. *Circle 230 on Reader Service card*

ELECTRICAL FIXTURES AND WIRING. Prices, selection and application information for a complete line of electrical distribution equipment are included in an 180-page illustrated catalog for electrical contractors and distributors. I-T-E Circuit Breaker, Philadelphia. *Circle 231 on Reader Service card*

BUILT-UP ROOFING. Comprehensive 44-page guide—with diagrams—outlines specifications and procedures governing use of manufacturer's roofing products. Included are a roofing-specification index, flashing details, roof-insulation data and information about Guaranty Bonds. Allied Chemical, New York City. *Circle 232 on Reader Service card*

ELECTRIC SCREED. The advantages of an electric-powered screed—it gives off no fumes when used within enclosed areas—are summarized in a product brochure. Includes specifications. Kelly Industrial, Beresford, S.D. *Circle 233 on Reader Service card*

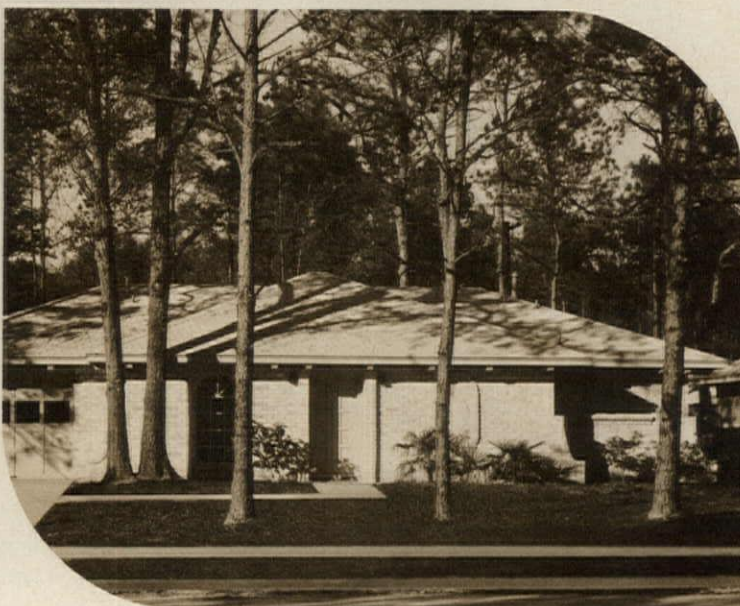
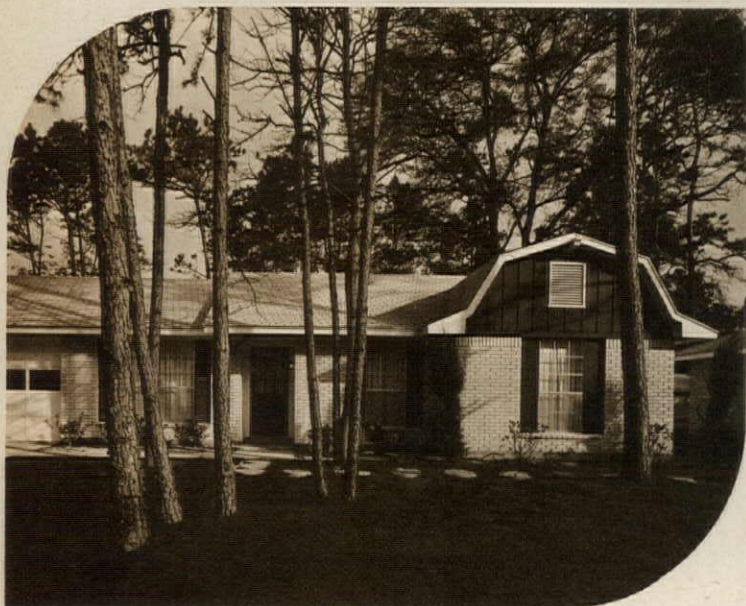
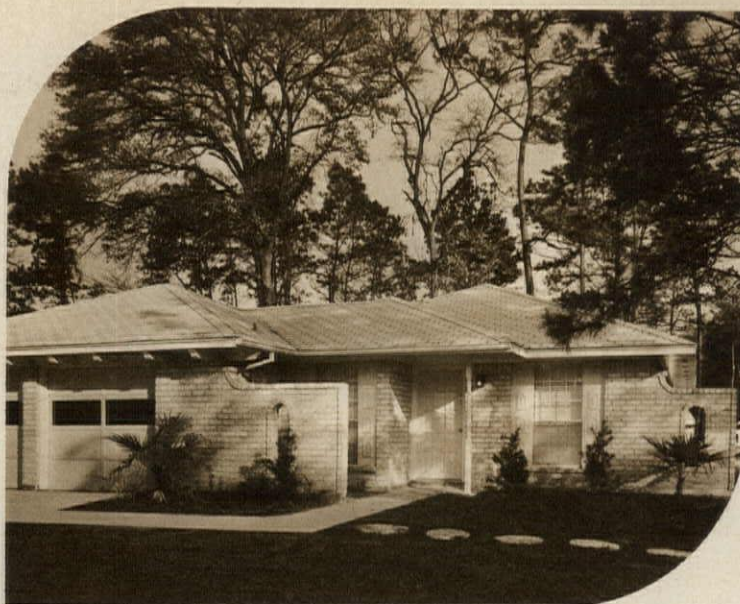
BATHROOM VANITIES. Four-color catalog displays full line of vanities with simulated-marble tops in several colors including pastels. Duractie, San Rafael, Calif. *Circle 234 on Reader Service card*

SEAMLESS RESILIENT FLOORING. Four-color brochure summarizes advantages of seamless flooring for both residential and commercial applications. Includes short-form specification. Seamless Systems, St. Louis. *Circle 340 on Reader Service card*

SUMP PUMP MOTOR. A 1/3-hp., split-phase motor, designed to fit most standpipes, is the subject of a four-page bulletin. Includes dimension diagrams, motor ratings and information on how to order from manufacturer. General Electric, Fort Wayne, Ind. *Circle 341 on Reader Service card*

TRUCK-MOUNTED STORAGE UNITS. Several advantages of equipping your pickup trucks with top-mounted compartments are enumerated in an illustrated catalog. Units for both fender-side and closed-side truck boxes are included. Pierce, Appleton, Wis. *Circle 342 on Reader Service card*

New literature continued on p. 178



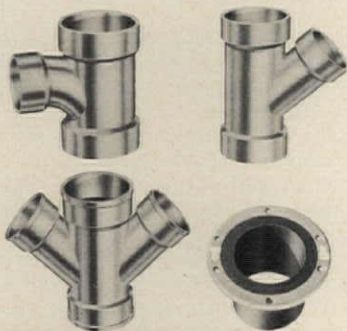
\$86,400 IS BIG MONEY

1,200 distinctive homes (1,000 already completed) will grace the 300-acre "Northline Terrace" subdivision in Houston. The 3-bedroom, 1½-bath homes offer a pleasing variety of exterior designs and interior plans, with prices ranging from \$11,350 to \$16,950. The entire development is designed and constructed by Suburban Homes, Houston.

Even in Texas! That's how much Suburban Homes will save by installing plastic pipe and GSR fittings in their "Northline Terrace" development on the outskirts of Houston. Drain-waste-vent systems, outside water service lines, and sewer lines are all plastic—all joined by high quality GSR Plastic Pipe Fittings. These systems were installed at *about half the cost of conventional materials*—a saving of \$72.00 per home.

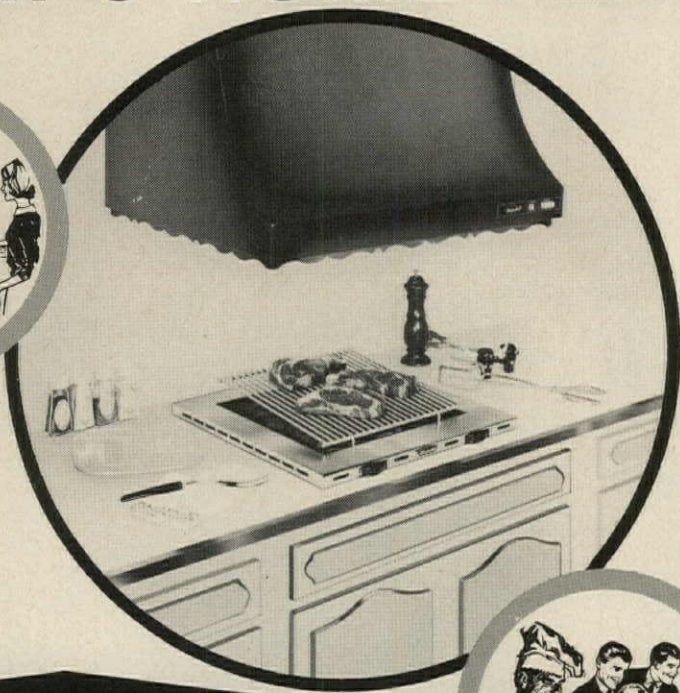
Plastic DWV, water, and sewer lines will continue through the years to save money for "Northline Terrace" homeowners. They will never rust, corrode, or give way to the attack of soil chemicals. This is a good example—where the best material, plastic, is also the most economical.

Wherever you build... whether it's one, a hundred, or a thousand homes at a time... you too can enjoy Texas-style savings with plastic pipe and GSR fittings. They comply with all applicable specifications and standards of industry and government agencies. Talk plastic when you talk plumbing with your plumbing contractor. He already knows about GSR—the world's most complete line of plastic pipe fittings. R. & G. Sloane Mfg. Div., Atlantic Research Corp., 7606 N. Clybourn Avenue, Sun Valley, Calif. 91352.



PLASTIC PIPE FITTINGS

Entertainment Center in TODAY'S HOME PLAN—



Majestic®

Char-Grill® built-in barbecue grills

The most popular spot around today's home is where the barbecuing is being done. And, NOW with the new Majestic Compact Drop-In Char-Grill you can incorporate this "Buy Appealing" extra in many more of your home plans. It increases your selection of gas, electric or charcoal Char-Grill models. It makes available a smaller unit with a big, big cooking surface — 14½" x 14½". Drops into your counter top like a sink — doesn't change your cabinet front styling. Can also be installed in masonry. All controls are neatly recessed in top rim. A real delight to use — and easier to clean than you can imagine! Write for catalog.



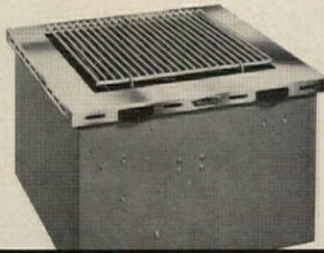
Other models and hoods

If you prefer a larger unit, or the Stack-On type with the decorative front, there are other models (including charcoal fired types), available. Also a choice in styles and finishes of vent hoods and other accessories to complete your preferred ensemble.

*Include in your remodeling!
Build into your new home plans!*

New Compact Drop-In Model

- Installs in standard wood or metal kitchen cabinets — or masonry
- Requires only 19¼" wide x 19¼" deep counter top opening
- No doors needed — cabinet styling unchanged
- Choice of fuel — gas or electric
- Ceramic "Char-Roks" give that taste-tempting barbecue flavor
- Installs quickly and economically



NEW LITERATURE

starts on p. 176

RESIDENTIAL LIGHTING FIXTURES. Sixteen-page catalog in full color displays 30 fixtures including chandeliers, drops, brackets and bathroom or kitchen styles. Also pictured: moderately priced series. Halo, Rosemont, Ill. Circle 350 on Reader Service card

SELF-FLASHING SKYLIGHT. The advantages of a double-dome skylight—installer can nail through integral perimeter flashing—are enumerated in a product sheet. Durable skylight is designed for a 20"x20" roof opening. Olin-Goodway, Orlando, Fla. Circle 351 on Reader Service card

VENETIAN GLASS TILE. Interior and exterior applications get the spotlight in a full-color tile brochure. Tile is suggested for use with precast concrete and comes in a wide range of fadeproof colors. Adhesion Engineering, Bridgeville, Pa. Circle 352 on Reader Service card

OUTDOOR LIGHTING. Eight-page brochure illustrates luminaires designed for special area lighting, floodlighting and landscape-lighting effects. Revere, Chicago. Circle 353 on Reader Service card

POOL PAINTING. How to successfully paint swimming pools is the subject of a step-by-step booklet. Explained: how to schedule the job, prepare the surface and select paint and equipment. Included: drying times for each coat. Good-year, Akron, Ohio. Circle 354 on Reader Service card

WALLPAPER MURALS. Renderings and photos of scenic murals in a new collection are part of a covering brochure. Enclosed are individual illustrations of each scene—21 in all—plus dimensional details and colors. James Seeman Studios, Garden City Park, N.Y. Circle 355 on Reader Service card

STEEL FRAME SELECTOR. Drawings in a four-page guide show types of frames used in masonry, wood-stud, channel-steel-stud and truss-type-steel stud applications. Four pages. Amweld, Niles, Ohio. Circle 360 on Reader Service card

WIRE BAR SUPPORTS. Product standard lists 12 types of wire bar supports used in concrete construction to position reinforcement. For a copy send 10¢ to: Superintendent of Documents, Government Printing Office, Washington, D.C. 20402.

PLASTIC-FINISHED PANELING. Plastic-finished wall and ceiling paneling—plus moldings and accessories—is described in a full-line catalog that includes specifications. Eight pages, in color. Marlite, Dover, Ohio. Circle 390 on Reader Service card

H&H editorial index

HOUSE & HOME's 1966 editorial index, an eight-page reference guide, is now available.

It includes a cross-reference listing of all subjects covered last year by H&H—115 in all, from acoustics to zoning—plus a combined, chronological table of contents of major articles.

If you'd like a copy of the new index (there's no charge), write to: Reader Service, HOUSE & HOME, 330 West 42 Street, New York, N.Y., 10036.

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We air condition your hot prospects. Once you counted on a kitchen to sell a home. Now you can expect the same effect from air conditioning. Air conditioned homes sell while others sit. Reliable, economical Day & Night systems give you a particularly strong "closing feature." Split systems, all-electric heat pumps, gas-electric Duopacs — whatever your need, we can do it—dependably. For more facts on turning hot prospects into comfortable owners, mail the coupon.



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855 Anaheim-Puente Road
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Send your brochure "Helping Builders Sell" plus complete information on Day & Night heating and air conditioning.

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Company

Street Address

City State

HH-1

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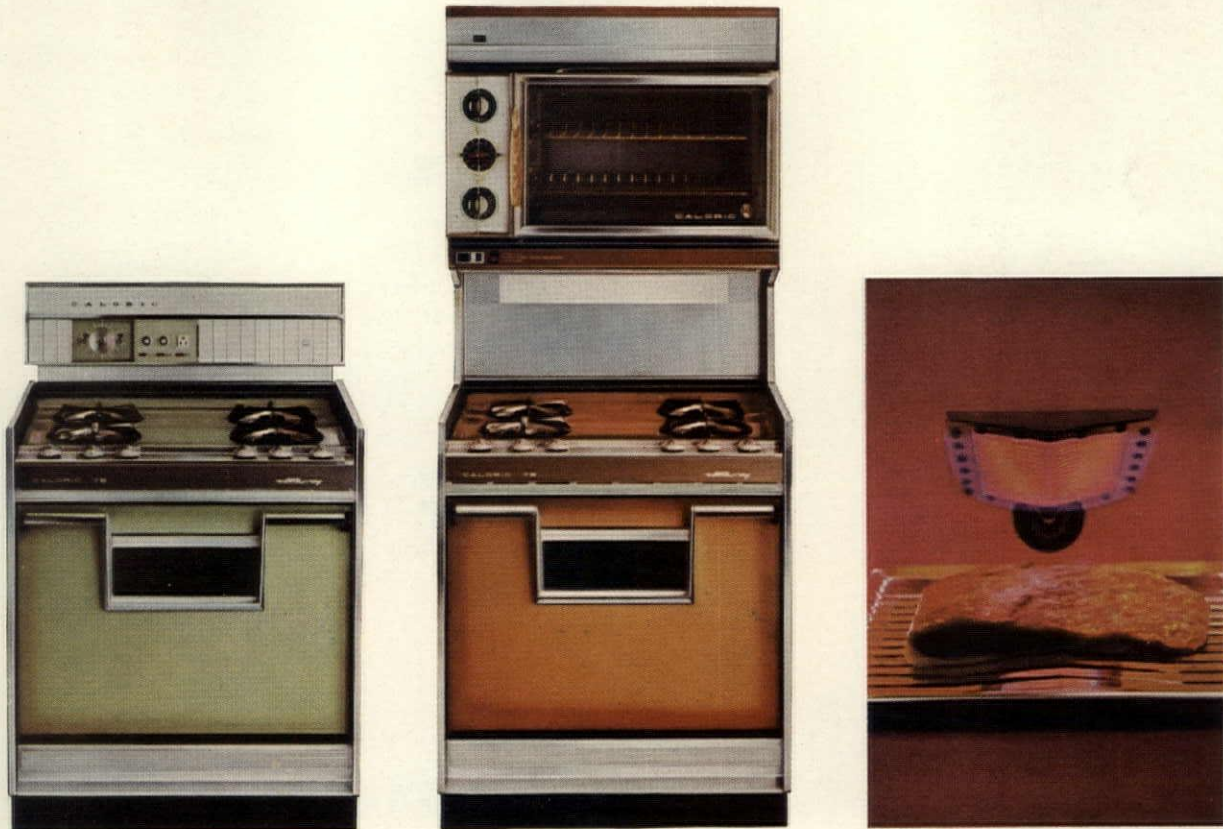
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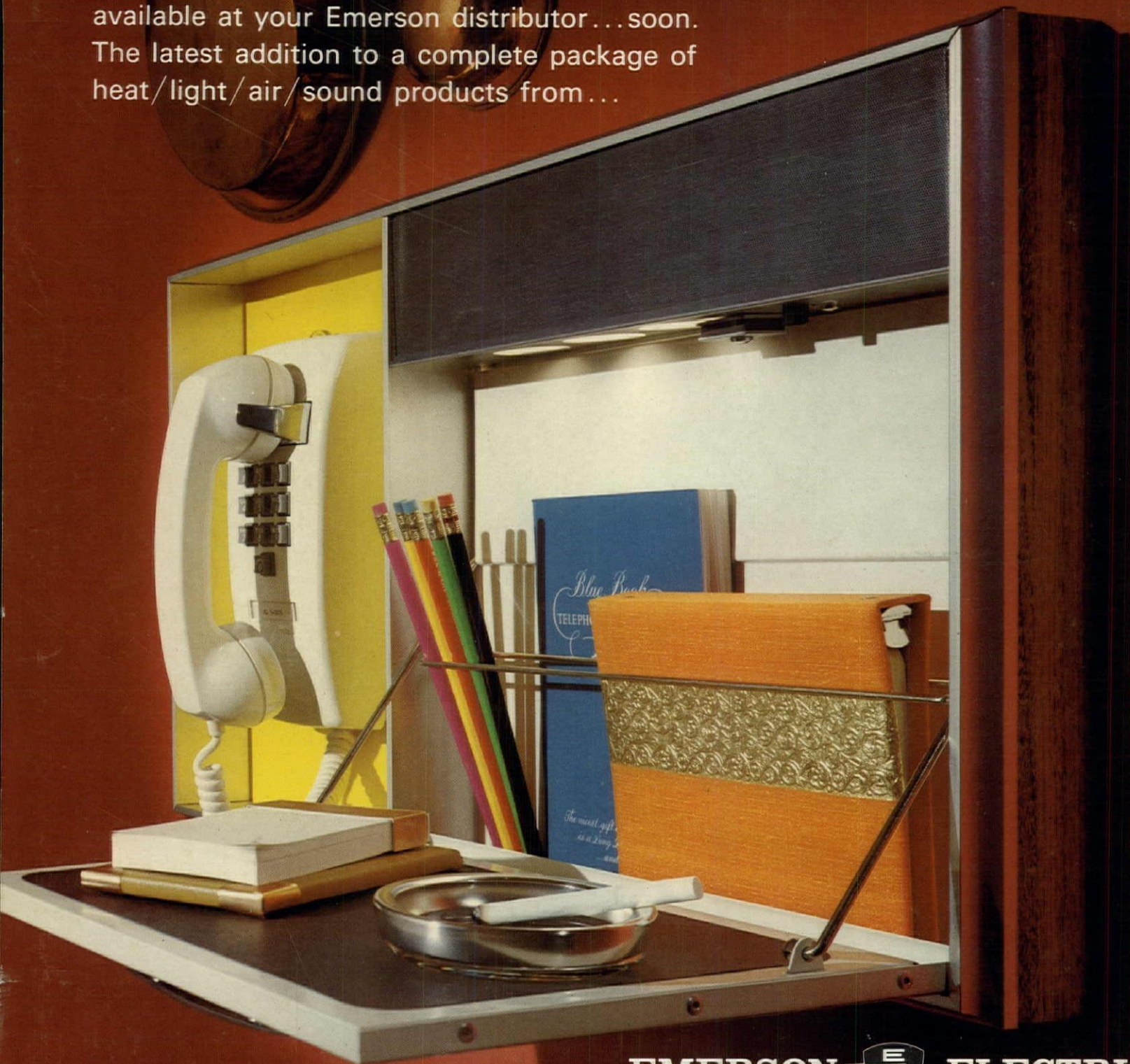
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