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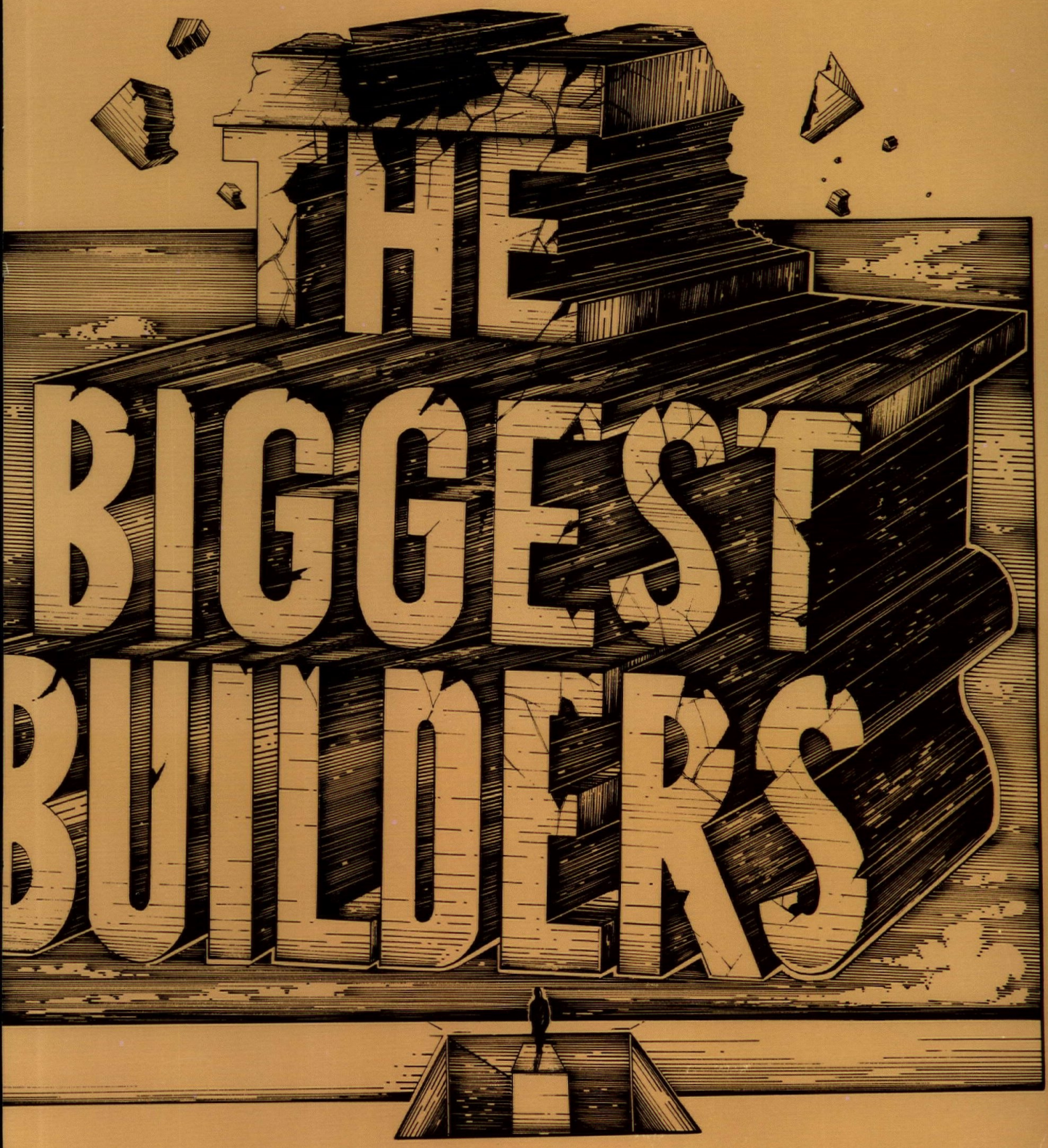

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Cover/Design by Paul Spina

Dallas '75: A good-news convention cheers the nation's builders

Homebuilders wore the hollow-eyed look of survivors from a lost battalion when they converged on Dallas for their 31st annual NAHB convention, but after four days of marching through seminars and sessions designed to inspire, they went home with refreshed hope for the new year.

The consensus was that there would be a slow but steady trend for the better, with fourth-quarter starts perhaps climbing to an annual rate of 1.8 million. That would leave the year's total well below the record 2.4 million of 1972, or the 2 million of 1973, but the total should still come in at better than the spirit-crushing 1.34 million of 1974. Last year, after all, saw more than 1,000 builders declare bankruptcy.

The convention was important for its hard news, of course, but there were certain intangibles that were every bit as meaningful.

Mood and crowd. It was generally agreed that a new mood of seriousness and purpose was reflected in the top-heavy attendance at seminars.

There were fewer builders' wives in attendance, and less stress on social activity.

There was less hoopla in the halls and hotels and city streets—less fun and fewer games. The builders had come to learn and to work. The NAHB's directors' meetings, for once, were completely businesslike and serious *(see page 8).*

Attendance held up remarkably well at 48,114, off from Houston's 54,800 in 1974, but not too far off. A peak of 56,000 had been reached in Houston in 1972, and the count was about 55,000 in 1973.*

Exhibit space in Dallas set a record. Convention Manager E. Dan Dobson said 200,000 sq. ft. were sold, the largest figure ever. *(For a story on the convention's exhibits, see p. 16).*

The headline news. The biggest news was a four-point program announced by the outgoing Secretary of Housing and Urban Development, James T. Lynn:

- Reduction of the interest ceiling on FHA and VA new-house mortgages to 8½% from 9%, effective January 21. (The Farmers Home Administration rate also fell to 8½%). The rate cut reduces average payments on a $30,000 house by $10.80 a month.
- Allocation of $900 million more for assistance payments for the poor under HUD's leased-housing program (Section 8). The money supplements funds already allocated and should account for 350,000 units at $2,400 a year each.
- Some $215 million to build rental housing for the aged and handicapped under a new Section 202 program.
- A rescue plan for distressed apartment projects under Section 223-f. It makes FHA mortgage take-outs, or permanent financing, available for financing and refinancing existing buildings now saddled with construction loans. Some 20,000 units could be affected.

Glad tidings. Lynn made the announcement on January 20, the first full day of the convention, to a theater full of men with gloomy expressions. The general mood took an instantaneous turn for the better with a burst of applause and shouts of approval.

Lynn said sharply higher deposit flows at thrift institutions, and a continuing decline in interest rates and government programs designed to help housing would combine to bring a turnaround for the industry by spring.

Lynn appeared on a program with Senator John Sparkman, (D., Ala.,) and Rep. Garry Brown (R., Mich.) dealing with housing and the 94th congress.

Politics. Sparkman, often an outspoken critic of Administration housing policies, said of the rate cut:

"I'm glad to see it. But it should have been done a long time ago."

Sparkman also had some news of his own. Although Senator William Proxmire is taking over the full Senate Banking, Housing and Urban Affairs Committee, Sparkman is to remain as chairman of the housing subcommittee.

(Senators Lloyd Bentsen and John Tower of Texas also spoke at the convention along with Treasury Secretary William Simon's replacement and second in command, Stephen Gardner. They discussed energy, environmental controls and housing finance as well a the general economic outlook.

The official line. The NAH establishment reacted to Lynn' announcement with caution.

The organization has not bee

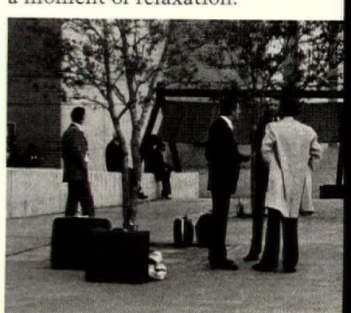
PHOTOS: SQUIRE HASKINS, DALLAS

Gala opening in new Dallas convention center. Builders entered over broa expanse of green carpet, past banks of greenery and even a waterfall.

Most popular panel was "Housing and Economic Outlook," with Econo mists Harry Schwartz of Fannie Mae, Gordon McKinley of McGraw-Hill Mike Sumichrast of NAHB and A.G. Matamoros of Armstrong Cork.

Farewell photo of Lew Cenker, the president who maintained a policy of moderation throughout one of the NAHB's most difficult years. One admirer was overheard telling Cenker: "You not only rendered great service to NAHB; you rendered great service to the people of the United States."

Party night at convention finds Mrs Lew Cenker, Secretary Lynn sharing a moment of relaxation.



Goodby to Big D—and end of 4-day show that brought 48,114 to city.

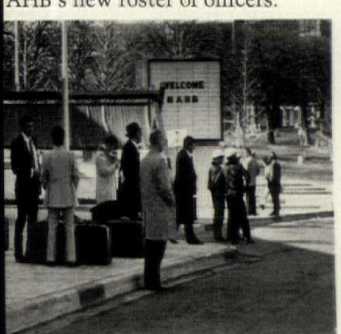
*About half of those in attendance were producers. The other half was made up of subcontractors, land planners, architects, wholesalers, distributors—and builders. The NAHB has 77,813 members.

thusiastic about his leader-ip, and the NAHB's board of rectors voted a resolution crit-izing Lynn by indirection. The oard also expressed "deep dis-ay" at omission of housing in-

ome news from Secretary Lynn, n announcing FHA rate cut.

olitical visitors included Rep. arry Brown and Senator Sparkman, ctured here with Secretary Lynn.

lack-tie festivities in Dallas in-uded swearing-in ceremony for the AHB's new roster of officers.



dustry problems from President Ford's state-of-the-union message to Congress. *(For complete coverage on the directors, see page 8).*

But Lynn got a generally pleasant reception from most builders and officials, and his farewell word drew a warm response. Noting that he was leaving HUD to move to the White House as director of management and the budget, Lynn told the housing men, "I'll be a friend on high."

And Sparkman added: "He'll be down there where he can take care of us—and I trust he will!"

Opening day. The convention, playing Dallas for the first time, opened on a note that was distinctly less than cheerful. One Chicago homebuilder, casting a forlorn eye around a crowded bar, put it this way:

"Send me your tired, your poor, your huddled masses, yearning to breathe free . . . That's us, man."

Outgoing President Lewis Cenker seemed at first to reflect the doleful attitude. He said construction-firm failures and the unemployment rate in the building trades, more than twice the national average, would continue to increase for a few months. But, he added:

"The outlook for the housing consumer should begin to improve slightly by the middle of this year."

That would mean more purchasers, Cenker said, and he predicted 1.45-million starts for 1975. That would be only 114,000 more than last year's figure but it would signal a trend upward.

Rallying cry. Good news came as the days passed, and the convention took on a markedly upbeat cast after Lynn's appearance. Builders seemed to find a we-won't-be-beaten mood, and economist Michael Sumichrast of the NAHB gave the mood a voice:

With clenched fist he told an excited audience: "Don't just die. Get out there and sell."

Sumichrast made his impassioned plea to a standing-room-only seminar, "Housing and the Economic Outlook for 1975."

"We are in a recession, not a depression," he shouted. "There is no way we can have a prolonged depression such as we had in the 1930's.

"We are going to survive, but you have to get out and move the inventory you have." And he reminded builders that 410,000 new single-family homes and perhaps another 150,000 condominiums remained unsold at last count (October 31).

"Don't expect too much this year," he warned.

"This is going to be a pretty lousy year." But he went on:

"There is good news out there, however. Lumber prices are lower than they have been in years. Materials of all kinds are down. There are new sources of financing—pension funds and insurance companies."

And a warning. Then, in a surprisingly frank discussion of the dangers of too much government aid to housing, Sumichrast cautioned:

"The United States must dissipate the myth—propagated by welfare recipients and university professors and some business people—that funds from Washington are free. There is no free money. Best you realize that right now. I don't want another Sweden over here.

"I'm tired of people who all want to run to Washington for help. We have already gotten $20 billion in subsidy this year—only $5 billion of that drawn down.

"You have got to help yourselves, not ask others to help you."

Differing views. Three other economists appeared with Sumichrast on the panel, which drew the heaviest attendance of any at the convention. They were:

- Gordon W. McKinley, senior vice president, economics and financial planning, McGraw-Hill, who blamed the Federal Reserve board for misreading the causes of inflation and taking the wrong action [NEWS, Sept. '74].
- A. G. Matamoros, vice president and chief economist, Armstrong Cork Co., who defended the Fed, pointing out that the board's monetary policies have helped turn inflation around in the past and could again.
- And Harry S. Schwartz, vice president and economist for the Federal National Mortgage Assn., who likewise disputed McKinley on several points and who comforted the builders somewhat with this prediction for 1975—"You'll feel better but you still won't want to stand and cheer."

Shots in the arm. A general feeling of good cheer had suffused the convention by the third day. Builders were convinced of brighter prospects in 1975, especially after several additional speakers promised better times to come and gave convincing reasons.

Thomas R. Bomar, chairman of the Federal Home Loan Bank Board, was particularly cheerful. He predicted that conventional interest rates on new-house mortgages would drop to 8½% from 9¼% in the months ahead because of the recent inflow of funds into thrift institutions. He cautioned, however, that a sudden upturn in the economy could result in another round of inflation and high interest rates.

Chairmen Oakley Hunter and Daniel Kearney of the Federal and Government National Mortgage Associations—Fannie and Ginnie Mae—spoke along with Bomar. Both reported hopeful signals for housing, but both joined in the warning about inflation and its dangers.

J.S. (Mickey) Norman Jr. of Houston, the NAHB president for 1975, wound up the convention with a call for a return to the basics at his post-election conference Wednesday afternoon.

Hail and farewell. It was the convention's first stand in Dallas, and there were a few casualties: one conventioneer suffered a heart attack and was hospitalized, the wife of another broke a leg in a fall, and a third was robbed by two women who offered him a ride on the opening day.

But Wilfred Barry, owner of D'Abar Builders, of Downers Grove, Ill., summed it all up pretty well:

"Encouraged?

"Most definitely. You look around this convention center and you see the survivors of 1974. If they made it through 1974, they're pretty damn sure they'll make it through 1975—and several years beyond that—with or without the government's help." —BOB LEE

McGraw-Hill News, Houston

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(C) The Caribbean – 6-ft. long, 3-ft. wide. Has Safeguard, grip rails. Shown in New Orleans Blue.

(D) The Guardian – for extra safety. Shown in Pink Champagne.

(E) The Birthday Bath in Antique Red. Ball and claw feet in gold electroplate.

(F) The Villager for economical comfort. Shown in Harvest Gold.

(D)

(F)

(E)

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CIRCLE 7 ON READER SERVICE CARD

NAHB directors spike revolt against Lynn but blast HUD policy

In spite of some heated exchanges of opinion, real fireworks failed to develop when the NAHB's board of directors worked out its several controversial resolutions and a policy statement at the Dallas convention.

The one resolution that touched off sparks was proposed by the mortgage finance committee and demanded the resignation of HUD Secretary James T. Lynn, even though it was already known that he would be leaving HUD to head the Office of Management and Budget.

But, deciding not to get into personalities, the executive committee substituted a milder version omitting the resignation demand. The resolution criticized HUD, however, and presented a ten-item bill of particulars citing agency failures. That resolution was passed with almost no dissent.

An attempt was made to amend the policy statement to include a recommendation for a wage-price monitoring board with authority to restrain as well as monitor wages and prices, but the amendment was overwhelmingly rejected. There were some minor controversies over the consumer-relations policy statement, but these too were cooled.

1.8 million starts. The statement recommended:

- A tax credit, or exemption from federal income tax, of a portion of interest earned on savings in thrift institutions, and also a variable tax credit to be applied to net interest income from residential mortgages.
- A national housing minimum goal for 1975 of 1.8 million units.
- A wage-price monitoring board to restrain inflation.
- Reinstitution and release of impounded funds for housing assistance and for sewer and water grants.
- Easing of the money supply by the Fed.
- Extension of special-assistance programs to conventional apartments and condominiums, and implementation of the FHA provisions of the Housing and Community Development Act of 1974.
- Creation of a new "RFC" to assist builders and other businessmen in financing difficulties, and amendment of SBA regulations to make the small homebuilder eligible for SBA loans and guaranties.
- Relief for construction and development loans either through making such loans eligible under the Tandem Plan, FNMA, GNMA or FHLMC.
- Government assistance to lending institutions for 90 days so the lenders could write 7% mortgages on 250,000 unsold houses.

Hunt report. In its statement on the mortgage system and financial institutions, NAHB declared that the proposed Financial Institutions Act (the Hunt Report) would undermine the housing industry's ability to meet housing goals established by Congress in 1968, that it would convert thrift institutions into minor league commercial banks, and that it would be counter-productive to its professed purpose of improving the competitive positions of thrift institutions. The statement opposed "vastly altering a system that has played such a major role in making the United States the best housed nation on earth."

Criticism of HUD. The NAHB's statement on HUD and the federal role in housing was one of its strongest. The directors castigated the agency for its "bureaucratic ineptitude in recent years," for being "blind to the needs of society and industry," and for causing a disintegration of morale in the FHA.

The FHA, the directors declared, is "ineffectual, processing delays mount, and its performance has deteriorated disastrously in recent years."

The statement warned that "line authority must be restored to the FHA commissioner over field offices." (An amendment offered but not adopted would have strengthened this statement by recommending separation of FHA from HUD.

As the new HUD secretary, the directors demanded "a leader with experience in housing, demonstrated administrative abilities, a receptivity to innovative programs and policies, and a deep commitment to the nation's housing goals."

Pro-growth. In approaching "Sensible Growth," the theme of the convention, the directors said: "We shall continue to fight no-growth policies in all their manifestations—including exclusionary and discriminator zoning, limitations on approv to develop land or build; nee less delay in providing essenti community services and facil ties; and any and all other form of limiting the attainment housing goals or excluding ce tain economic, racial or ethni groups."

Election. In an election minu most of the campaign hoopla previous conventions, the onl contest was between Ernest A Becker of Las Vegas, Nev., an Lawrence B. Simons of Staten Is land, N.Y. for the post of vic president and secretary. O election day the most conspic uous campaigning effort, b Becker, saw his supporter decked out in yellow hard hat and large campaign stickers.

New officers elected were J.S Norman Jr., Houston, presiden John C. Hart, Indianapolis, firs vice president; Robert A. A quilla, Glenwood, Ill., vice pres ident and treasurer, and Becke

The convention saw the larg est attendance of directors o record, with 620 of them presen (out of a total of 1,200) and 61 voting. (Six ballots were turne back.) —LORRAINE SMIT

McGraw-Hill News, Dalla

PHOTOS: BOB LEE AND SQUIRE HASKINS

Election: Ernie Becker of Las Vegas waits out NAHB directors' vote, top. Dramatic photos then catch Becker at instant he gets word of victory. Next, he rushes to rostrum for welcome by Lew Cenker. New NAHB slate at bottom—Mickey Norman, John Hart, Bob Arquilla and Becker. Becker's opponent, Larry Simons of Staten Island, N.Y., is at right.

P. K. Buskirk, Callister Payne and Bishoff, a Joint Venture, Architecture and Planning.

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CIRCLE 9 ON READER SERVICE CARD

Builders look hard for the silver lining—and many find it

Most rank-and-file builders in Big D gave evidence of a firm determination to look on the brighter side.

The builders were fully cognizant of the industry's distress. They appeared, indeed, to be every bit as well informed as the experts who came to explain to them the intricacies of housing's woes.

But the builders repeatedly voiced the opinion that the worst was over and that housing was about to start back up. Interviews were conducted by HOUSE & HOME's five reporters and editors at virtually every point where the builders gathered—in the new convention hall, in the big restaurants, in the crowded hotel hospitality suites and on the street. Almost all responses confirmed the note of confidence and assurance. Some builders even reported that, despite all the industry's difficulties, their sales rose in 1974 and would be up again in 1975.

Herewith a sampling of views:

Ralph Drees, Drees Builders & Developers, Fort Mitchell, Ky. (200 single-, multi-family and condominium units a year.)

"Our sales were up about 5% in 1974. We have always increased our business a little, even in the tough Cincinnati market, and our goal this year is about 25% above last year."

James W. (Bill) Lester, Spence & Lester Inc., N.C. (100 to 125 houses a year at $40,000-$45,000.)

"Last year was our best in a long time because we built in more than one market and had houses in the right place at the

PHOTOS: BOB LEE, LORRAINE SMITH

right time, plus adequate financing."

Lester predicted a slow '75 first half but a pickup afterward.

Wade Woodward, builder, North Alabama Lumber Co., Jasper, Ala. (26 single-family houses at $25,000-up, some commercial structures in 1974). (Pictured with wife).

"Our business held up real well. We had a 30% increase, and we expect about the same level this year."

Henry Romoren, Permanent Construction Co. Ltd., Prince Albert, Saskatchewan, Canada. (10 to 15 houses a year.)

It was Romoren's first NAHB convention. His reaction: "It's fantastic—so big." Canada's market will follow the American market back up, he said. "Interest rates are pretty high at home, but they'll come down—just as in the States."

Robert Monge, Monge Realty & Investment, Pekin, Ill. (Built 75 to 100 single-family homes a year from 1968-73, built six in 1974, although company main-

tained normal volume in apartments.)

"We didn't lose money last year, but we didn't make any either."

The one trouble with the convention, Monge said, was its tendency to deal with stop-gap measures rather than solving housing's long-term problems.

Dave Noble, builder, Hendy Investment Co., San Antonio, Tex. (Has built 600 apartment units.)

Things should brighten up considerably in 1975, Noble said, "mostly because you can't go any way but up from 1974. The financing picture seems to be looking better."

Donald J. Hrnjak, D'Abar Builders Inc., Downers Grove, Ill. (80 to 100 houses a year at $65,000 to $85,000.)

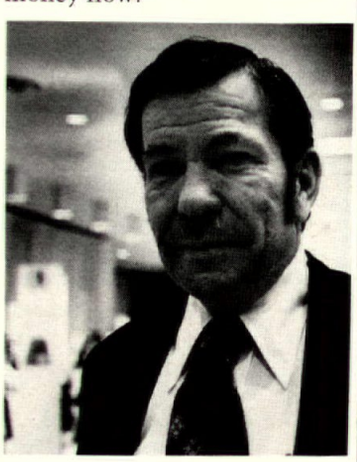
"When they came to Dallas, builders were in a turmoil. Once they got here, they began to see some light. I think they've got their confidence back."

Larry D. McCormick, lender, Wells Fargo Mortgage Co., Fresno, Cal.

"Good, cost-conscious builders, with the new and lower rates available for FHA mortgages, should see a pickup in volume."

Arthur Kiney, president of Northern Illinois HBA and Sproat-Kiney Enterprises, Hinsdale.

"There was a clear-cut mood of turnaround at the convention and the turnaround should be well on its way by the third quarter because of the increased money flow."



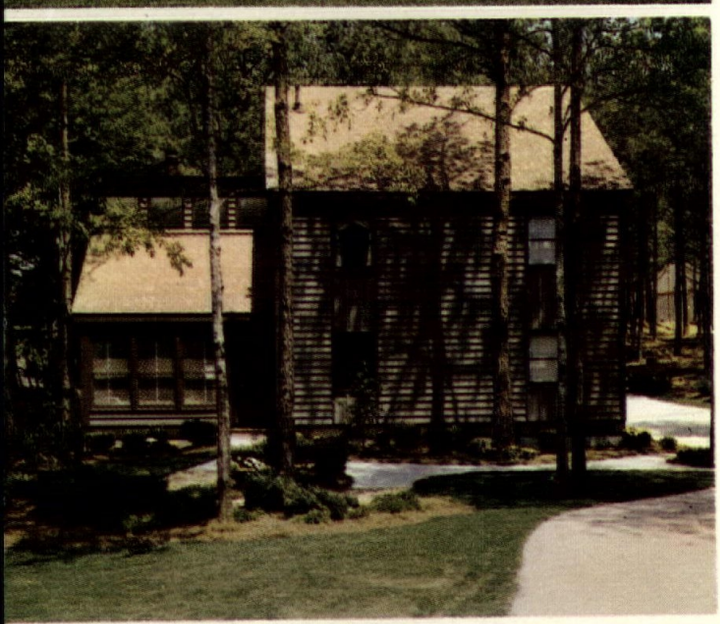
Floyd Estes, builder, Greenwood, Ind. (20 houses at $45,000 to $65,000 in 1974.)

"A lot of what's wrong with this business is the news media. We have never really been out of money in our area in our price range, but the press didn't get that message across. Secretary Lynn's announcement will help psychologically if we can get people to realize money is available."

TO PAGE 12

To get with the FHA/VA programs get with the Kingsberry Man.

Understanding HUD programs isn't easy. Coping with FHA, VA, Farmers Home Administration and other government programs. But you know it's the key to making sales these days, and that's where the Kingsberry Man comes in. He's prepared to take the work and worry out of government financing. He'll handle things like complicated paperwork and dealings with local officials. He can do it because he has up-to-date training. What's more, he has the product. Single family, vacation, and multi-family



including designs that assure you'll meet the federal government's new Minimum Property Standards, along with hundreds of regional codes including BOCA, Southern Building Code and ICBO. It's a lot of help. And you can learn all about it by mailing the coupon. In today's tough market, government financing can make the difference. Better get with it.

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Manufactured Housing Division/Eastern Operations

Frank D. Carter, Director-Marketing
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Yes, I would like all the help I can get.

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☐Single Family, ☐Multi-family, ☐Vacation

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Kingsberry Homes are distributed throughout a 38 state area of the Mid-West, Mid-Atlantic, Southeast, Southwest and New England states from plants located in Alabama, Iowa, Oklahoma, Pennsylvania and Virginia.

It's all the help you can get.

Woman named to head HUD: 'Shocking' is industry reaction

"Another Lynn" was the housing industry's first reaction to President Ford's choice for a new secretary of housing.

The industry's latest representative in the cabinet—like her predecessor James T. Lynn—will bring to the post no previous experience in either housing or urban affairs. The selection, Carla Anderson Hills, 41, is, like Lynn, a smart and successful Republican corporation lawyer.

And like Lynn, Mrs. Hills had no record of administrative experience before entering government. Since April 1974 she has been an assistant attorney-general in charge of the Justice Department's own civil division.

Bitter reaction. Spokesmen for the housing industry and the nation's mayors called the appointment "shocking," "inconceivable" and "disappointing."

The National Association of Home Builders said: "At a time of deep recession in the housing industry . . . it is disappointing that the White House did not choose for this vitally important post a person whose background reflected knowledge of the housing industry's problems and operations of HUD." However, NAHB pledged cooperation with the new secretary.

Senator William Proxmire (D., Wis.) chairman of the Committee on Banking, Housing and Urban Affairs, struck the note that most critics sounded. While Mrs. Hills is "obviously an able and intelligent person," he said, she had "absolutely no qualifications" to be the secretary of housing. Proxmire said that with the industry in such a sorry state, it was "no time for on-the-job training."

A loss for Cenker. Mrs. Hills won out over a dozen other candidates checked out by the White House, including Lewis Cenker, the Atlanta lawyer-builder who was president of NAHB in 1974.

Washington experts had generally expected that Ford would use the HUD vacancy—created when Lynn moved up to the Office of Management and Budget—to make a gesture toward one of his major political constituencies. But instead of choosing a mayor, governor or ex-congressman, Ford opted to demonstrate responsiveness to the pressure to put a woman in his cabinet. (Ford's press secretary, with straight face, told newsmen: "Her sex was not a factor.")

The appointment demonstrated to the housing industry—as did Lynn's when President Nixon moved him into HUD from the Department of Commerce—that the President saw no need to name a prominent figure either from the housing industry or from urban affairs.

Downgrading. The Hills nomination is the latest in a long list of indicators revealing deemphasis on housing in the administration's thinking.

Mrs. Hills' main job—besides keeping in touch with the housing industry and the nation's mayors—will be to see that the new Section 8 housing-subsidy program for apartments and the new $2.5-billion community development block-grant program get off the ground.

HUD's Carla Hills
'Aggressive in a nice way'

Mrs. Hills was recruited into the Justice Department during the regime of Attorney General Elliot Richardson and Deputy Attorney General William Ruckelshaus, but she was not sworn in until Attorney General William Saxbe took over. She was recruited after a deliberate countrywide search of legal talent to bring a woman into the top level of the Justice Department.

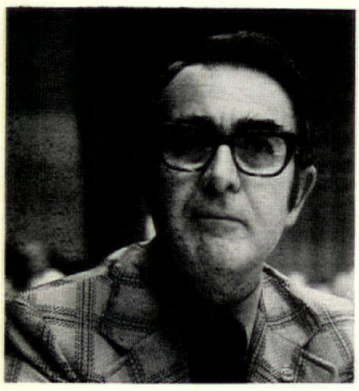
Background. Mrs. Hills was an assistant U.S. attorney in Los Angeles from 1958 to 1961 and then made a reputation in private practice as an anti-trust and securities lawyer. She was a founding partner—with her husband—in the Los Angeles law firm of Munger, Tolles, Hills and Rickershauser.

The Los Angeles lawyer Julian O. von Kalinowsky, who worked with her on anti-trust affairs, says Mrs. Hills is "aggressive in a nice way. There's no doubt she means what she says, but she's not nasty about it."

Mrs. Hills is from a well-to-do family. She and husband Roderick have four children.

—Don Loomis
McGraw-Hill World News
Washington

Rank-and-file builders *continued from page 10*

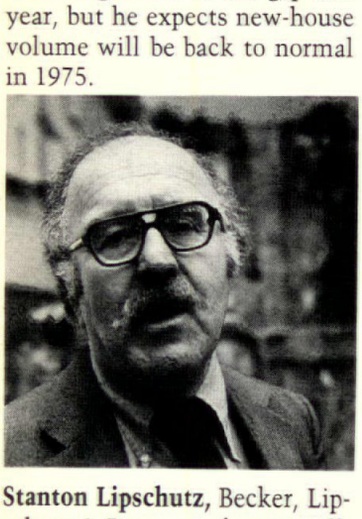


Herman Shirley Jr., Winrock Homes, Little Rock, Ark. (135 houses in 1974, down 15% from 1973.)

"The positive aspects of most of the talks at the convention were what we needed. Housing will come back in 1975."

C. M. Smithey, Searcy, Ark. (Builds 12 houses normal year, built eight in 1974.)

Smithey said he turned to remodeling to fill in the gap last year, but he expects new-house volume will be back to normal in 1975.



Stanton Lipschutz, Becker, Lipschutz & Prusan, Lafayette Hill, Pa. (Philadelphia market.)

"We finally have gotten the attention of the Administration and recognition of the importance of housing to the economy."

Wilfred Barry, owner, D'Abar Builders, Downers Grove, Ill. (quoted at end of convention story, page 5).

"If they made it through 1974, they're pretty damn sure they'll make it through 1975—and several years beyond."

William Strauss, Bill Strauss & Associates, Ormond Beach, Fla. (Builds luxury homes as well as houses in $45,000-$55,000 range; sold 19 last year.)

"We did not have a good year in '74 but this one should be better. My thinking was fairly optimistic when I came to Dallas."

The demand these days is for cabinets that are economical as well as beautiful.

Our new Pennsylvanian line fills the bill uncommonly well. It offers pleasing design for not much money. An exceptional value.

For instance, our doors are random grooved to give them an interesting planked effect. The mood is Early American, though our new line fits most any decor.

On the practical side, cabinets resist warping. Surfaces are tough beyond belief, and impact resistant.

Exposed faces are printed with natural wood grain. Then we apply the same fine furniture satin finish inside and out. It won't crack or peel and resists stains and scratches.

Drawers are extra easy to use, thanks to our self-closing three-point guide system.

And Pennsylvanian vanities in pecan or white grained finish, will make any bathroom more beautiful.

For details, write Yorktowne, Red Lion, Pennsylvania 17356. Manufacturers of fine kitchen cabinets since 1936

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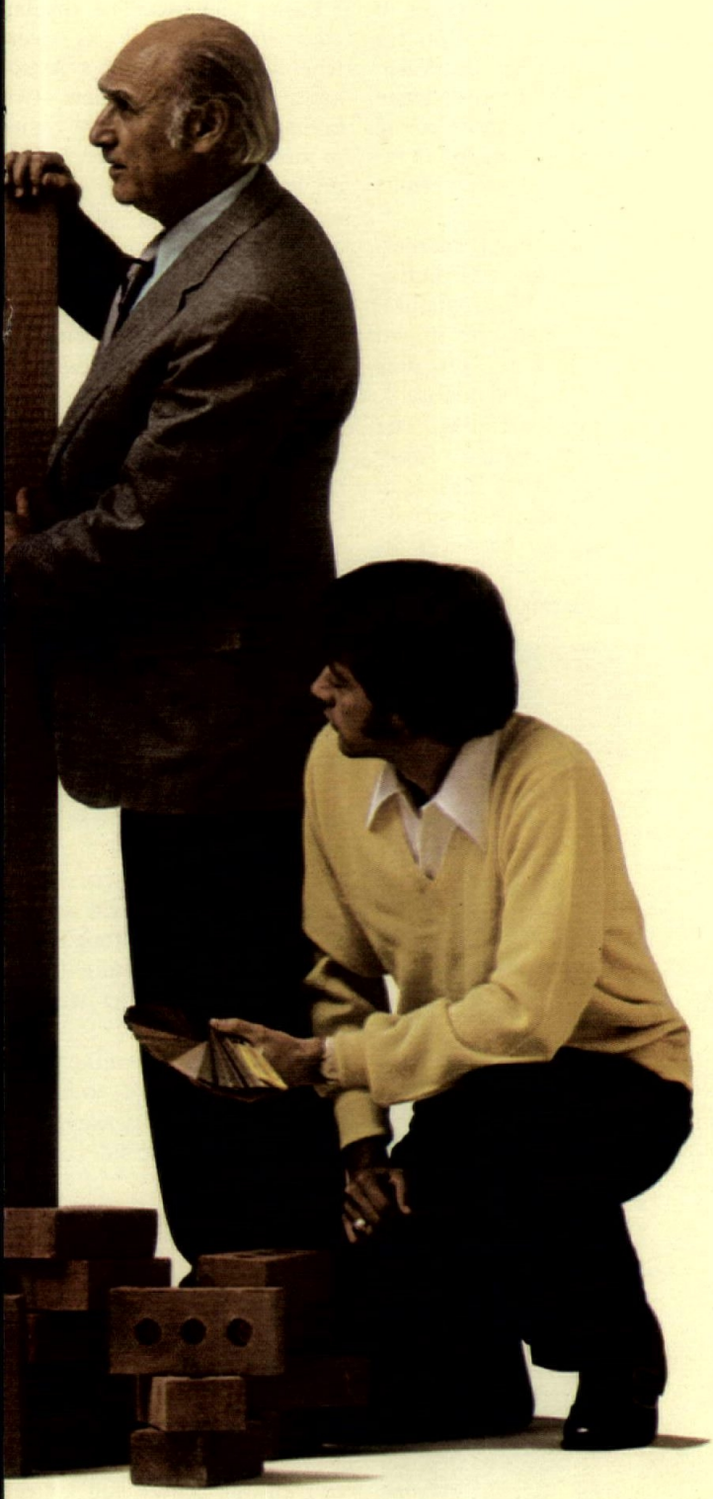
Now cabinets needn't be Plain Jane to be truly economical. Our new Pennsylvanian proves it.

COLOR COMES TO ANDERSEN® PERMA-SHIELD®



Now there's a Perma-Shield Casement and Awning Window for commercial and residential construction.

Wood, brick, stone, masonry—Andersen® Perma-Shield® Casement and Awning Windows in our new Terratone color blend beautifully with almost any commercial, residential and institutional building material.

And equally important is the ability of this earth-tone to bring out the low maintenance advantages of Perma-Shield rigid vinyl.

So you not only have windows with color, but long-life windows designed not to chip, crack or peel. Not to rust, pit or corrode.

And, unlike leaky, drafty windows, Perma-Shield Casement and Awning Windows in Terratone are designed to save on owner heating bills.

Beneath their rigid vinyl sheath lies a wood core, one of nature's best insulators.

And they're built two times more weather-tight than recognized air-infiltration standards. To help seal out drafts and dust . . . save on heating and cooling costs.

With optional double-pane insulating glass, they provide all the fuel-saving benefits of storm windows, without the bother.

And inside, there's Andersen wood trim that can be stained or painted to match any decor.

So now you have Perma-Shield Casement and Awning Windows in a new Terratone color, designed for commercial, residential and institutional construction.

For more information (and a first-hand look), see your Andersen Distributor or Dealer. He's in the Yellow Pages under "Windows, Wood."

The beautiful, carefree way to save fuel.

Andersen® Windowalls®

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Use actual sample for building specifications.

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The product show: It's a ten-gallon success in Dallas

A change of scenery and a feeling of renewed optimism dominated the NAHB product show this year, making it a big hit for all concerned.

It started slowly and quietly on Sunday with everyone fearing the worst. Both builders and manufacturers were bemoaning their fates and contemplating chances of survival.

But by Tuesday and Wednesday the show had turned around and both traffic and spirits had picked up to pre-recession levels. The momentum was contagious, having a positive effect on all.

Few that are new. On the exhibit floor new products were few and far between. Comments like "Wait till next year" and "You should see what's on the drawing board" echoed. The general feeling was that manufacturers were being rightfully cautious in an unsettled economy.

Indeed, a serious tone and atmosphere had replaced the traditional frills and hullaballoo. Solid, practical, profitable products prevailed. No earth-shattering innovations or revolutionary introductions were spotlighted. Instead, new lines and styles and updated versions of existing best-sellers were at the forefront.

The energy gap. The key word was, of course, energy. Products of all types promoted energy-saving. Appliances and heating and air-conditioning equipment led the parade.

Microwave ovens, refrigerators, ranges and laundry equipment engineered to provide the best possible service while using the least energy were featured.

At many of the climate-control exhibits the single-package heat pump was the main attraction. Efficiency ratings, fuel costs and insulation techniques were general topics.

Structural products and systems on display were geared to saving time, labor and—most important—costs. The manufacturers seemed genuinely interested in helping builders hold down overhead.

Environment. Concern for the environment was also evident. Bathroom- and plumbing-fixture and fitting producers emphasized water-saving devices. And booths featuring waste- and sewage-treatment systems were always active.

Some of the most interesting, newest products were presented by small, relatively unknown companies. Northrup Inc. of Hutchins, Tex., had a compact solar collector designed to make solar heating more practical.

The outstanding safety product at the show was "Fire Warden," by American General Products, Inc., Ypsilanti, Mich. The concealed, wall-recessed fire extinguishing system that hooks directly into a water supply is capable of dousing good sized fires.

Remodeling. Redressing and remodeling products were popular throughout the show, with many manufacturers featuring standard lines that emphasized remodeling uses.

Welcome additions to the show were more international exhibits. Mexico, Italy and England were represented.

Noticeably absent were such major wood-product companies as Weyerhaeuser and Evans Products as well as several lighting and floor-covering manufacturers.

Enthusiasm. Manufacturers who did exhibit said reaction was surprisingly enthusiastic. Builders on the floor were really shopping, not just strolling and browsing.

Said Walter P. Niblick, manager of tile systems at American Olean, Lansdale, Pa.: "I was surprised. There didn't seem to be the air of pessimism we expected. We were busier this year and had 10% more actual sales leads than ever before."

Dean Matthews, manager of advertising and promotion for Simpson Timber, Seattle, Wash. reported: "While attendance was down, we had more traffic than in previous years, more inquiries and more serious buyers."

John T. McDonagh, marketing manager of the IXL Furniture Division of Westinghouse, agreed: "Although the crowd was not as large as previous years, there was good quality."

High rating for Dallas. The manufacturers polled were unanimous in rating this one of the most successful and serious conventions they had ever attended.

Charles Eaton, communications manager for American Standard In New Brunswick, N.J., said: "This was one of the best, if not the best year we've had at the show."

And the consensus was that both Dallas and the convention site were terrific. Said Richard C. Clarke, exhibits manager at U.S. Plywood, New York City: "We found the new convention center ideal for NAHB. People seemed to be able to cover more ground more quickly."

Easier viewing. The display area wasn't nearly as overwhelming as Houston's Astrohall. Divided between two floors, the exhibits were easier to view and to navigate. Standing at the entrance, one could actually see the end—an encouraging sight.

Acoustics in Dallas were far superior to those in the Astrohall, and the familiar but unnerving din was blessedly diminished.

The two-floor arrangement had some disadvantages. Anthony Celio, vice president of marketing for the Thermador/Waste King division of Norris Industries, Los Angeles, pointed out: "For awhile people weren't aware that there were two levels. Attendance seemed particularly sparse downstairs until officials began directing the traffic flow."

The exhibit hall was physically remote from the seminar and registration areas.

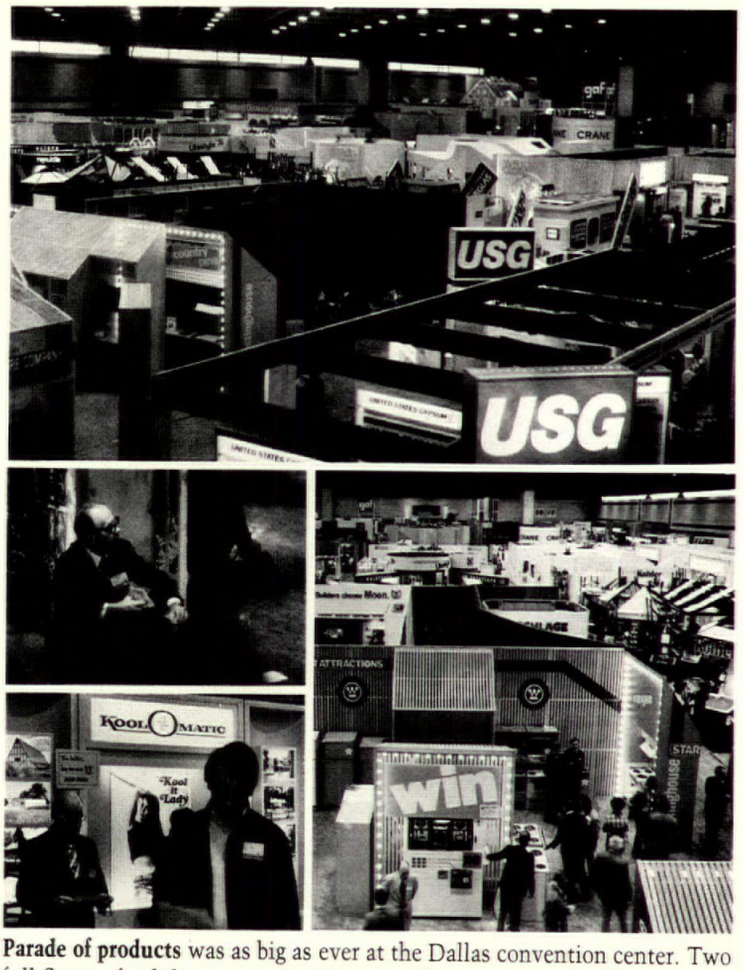
Little drawbacks. Access from one floor to another was limited to one set of escalators at the front of the hall, making it difficult to move freely between the levels.

Rest rooms were well enough hidden to be difficult to find in an emergency. They were situated far off on the sides of the hall.

Picnics on the green. The food was unappetizing and the facilities were inadequate. Visitors had to stand in long lines and gobble pre-prepared sandwiches while sitting on the floor in picnic fashion.

Generally though, everyone reacted well to Dallas, to the convention center and to the show. As with a successful party, people seemed to walk away feeling a lot better than when they came in.

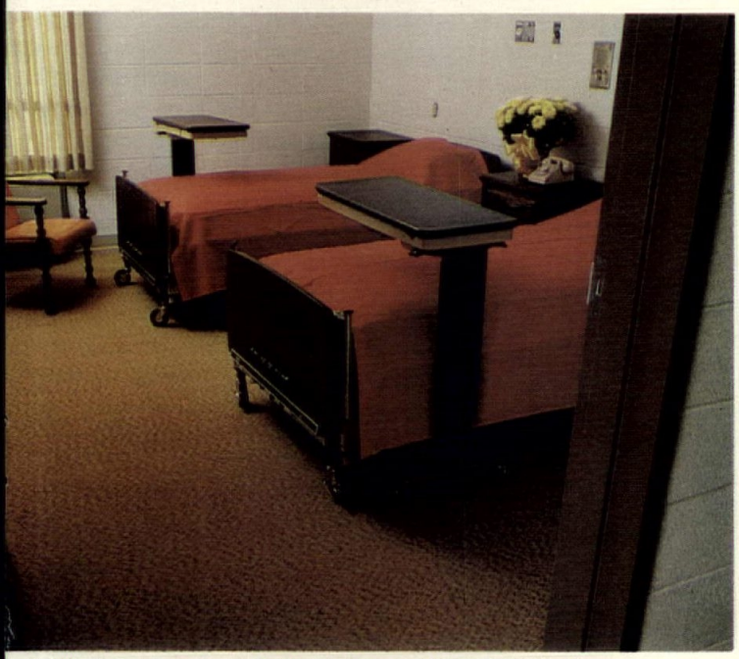
—Elise Platt



Parade of products was as big as ever at the Dallas convention center. Two full floors of exhibits teemed with serious but optimistic builders, dealers and manufacturers—and even the occasional picnicker.

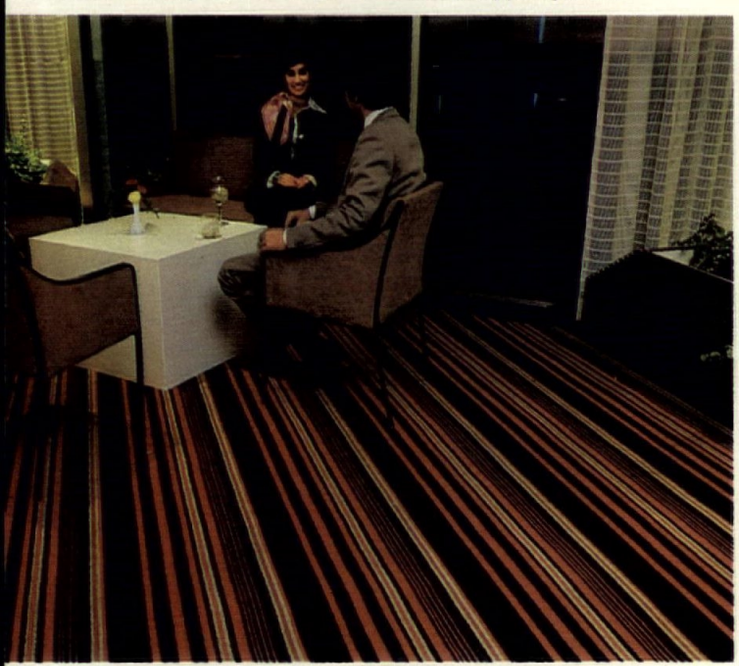
WE PROVED TO THE WORLD THAT NO NYLON HIDES SOIL BETTER THAN ENKALURE II.

Now hospitals, banks, hotels and schools are proving it every day.



Bull Shoals Community Hospital & Clinic, Bull Shoals, Ark."Sandpiper" by Atlantic

Benton Bank, Little Rock, Ark."Chateau" by Brinkman



Hilton Inn, Myrtle Beach, S. C."Essentiale II" by Karastan

Pace Academy, Atlanta, Ga."Norseman" by Jonas Carpets

Obviously, carpets for public buildings must be durable, keep a clean appearance and be easy to maintain.

Besides being practical, they must also be beautiful.

That's why the managements of these buildings chose carpets made with Enkalure® II soil-hiding nylon.

Enkalure II is easy to maintain (daily vacuuming and occasional spot cleaning is all that's needed).

It will look fresh and clean, even when the carpet is dirty.

And, since it's exceptionally durable, it will keep looking that way a lot longer.

The Benton Bank knew that when they chose "Chateau" by Brinkman. So did The Hilton Inn when they chose "Essentiale II" by Karastan for all their corridors, bar and restaurant. Bull Shoals Community Hospital & Clinic knew it when they installed "Sandpiper" by Atlantic. As did Pace Academy with "Norseman" by Jonas Carpets.

Enkalure II has a special multilobal cross-section which causes light to actually bounce off the fiber. It's this special cross-section that keeps the color looking bright and clean, even when the carpet is soiled.

American Enka guarantees that Enkalure II nylon carpet will wear no more than an average of 10% for 5 years when certified and properly installed and maintained, or we'll replace it.

A grueling test by Nationwide Consumer Testing Institute against competitive carpet nylons proves that no nylon hides soil better than Enkalure II.

But the real proof is on the floors of these public buildings.

For more information and the complete full color Enkalure II portfolio of carpet styles, write: American Enka Co., Dept. H & H, 530 Fifth Ave., N.Y., N.Y. 10036.

Enkalure II soil-hiding nylon by ENKA

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What of bankruptcy: In Dallas, experts tell builders how to cope

What do you do if your project has gone sour, if costs have escalated wildly beyond projections, if lenders and creditors are getting restive? A packed hall for a seminar on coping with insolvency indicated that those are vital questions for many in the homebuilding industry.

A panel of bankruptcy experts, two attorneys and a CPA, had some forcible advice for builders on how to survive when they find themselves on the brink of bankruptcy.

The first rule, said Attorney James S. Mahon of Dallas, is to act while you still have some flexibility and, above all, with competent outside legal and accounting advice.

"I have seen builders go on with nothing but hope until it was absolutely too late for anybody to help them," he said. "If they recognize the problem early enough and get competent help, they can avail themselves of judicial or non-judicial remedies in time to do some good."

'Flexibility.' "Unfortunately," echoed Attorney Joel B. Piassick of Atlanta, "when we see the situation there is often no liquidity left, or assets may be completely tied up with secured lenders. If you come to you attorney's office the day before foreclosure, most of your creditors' positions are fixed. You have lost most of your negotiating flexibility, so that bankruptcy may be the only alternative available at that point."

The panelists explained the National Bankruptcy Act's Chapter 11, under which a builder runs his own company with court guidance, and Chapter 10, under which an outside referee takes over.

Builders should seek non-bankruptcy alternatives if possible, such as entering into an equity partnership, or bringing in someone seeking a tax shelter.

Settlements. The panel agreed that the most suitable non-bankruptcy solution for the small builder is the common-law settlement, a basic agreement with creditors out of court. This proceeding, one expert explained, "is usually suitable for a company whose basic problem is liquidity, and which has only a small number of lenders, creditors and suppliers. It is fast, costs a lot less, and avoids most of the negative stigma of bankruptcy, although it is not without problems."

Creditors' confidence in the builder is crucial, the panelists emphasized.

"If you ever stop returning their phone calls, or telling it as it is, they are not going to work with you," a panelist said. "They have been there before, even if you haven't. Handle the major creditors—banks and large suppliers—personally and face to face, and tell them what you are going to do."

Contractors and smaller tradesmen should have a letter from the builder's accountant or attorney outlining the situation and his plans to get out, the panelists said.

The use of fear. Kenneth Leventhal, the Los Angeles CPA, suggested that builders "play fears of the creditors on each other, until everybody feels this is the best game in town because it is the only game in town."

Even when faced with bankruptcy, said Leventhal, "you don't have to roll over and play dead, for you always have the self-destruct weapon: 'It's bad for me but worse for you.' Creditors have almost as much to lose as you do by reason of formal bankruptcy, and they also fear the other guy will get more than they will if they don't work with you.

"Further, an incomplete building is pretty hard to get rid of, particularly by an institution such as a bank. You can complete it better and faster than the lender, and he is not going to have to spend any more money than if he finished it himself."

Non-help. The panelists agreed that very little help can be expected from banks or other institutional lenders when bankruptcy threatens, and then only at a very high price.

"They will tie up your liquidity," one expert said. "They may insist on cross-collateralization on a personal guaranty that ties up everything you have, or even some personnel replacements. If you have made any arrangements like these and then go into bankruptcy, you have had it. You can't reverse any of these transactions." —L.S

Ginnie Mae runs into little snafu in passing out a billion

Looking back, mortgage lenders still find it hard to understand the weird mix-up that occurred when the Department of Housing and Urban Development stumbled into rushing out $3 billion in low-cost mortgage money in January.

"It was one of the worst fiascos we've ever been in," recalls M.J. (Bill) Greene, vice chairman of Ryan Mortgage in Fort Worth, "and it led to one of the strangest letters I've ever received from a government or quasi-government official."

That letter was an anguished missive to all industry participants from Chairman Oakley Hunter of the Federal National Mortgage Assn. Hunter implored "indulgence" for an incident that, he admitted, brought Fannie Mae's system of mortgage commitments "near the breaking point."

Rush for the money. It was a last-minute change of signals that really goofed up the issuance of the mortgage funds under the 1974 Emergency Home Purchase Assistance Act. A hurrying HUD was so intent on announcing the dollop of money at the Dallas conference of the National Association of Home Builders that it had scant time to think through the terms for divvying the proceeds.

When federal officials got to Dallas they sensed a sharply-rising interest in the money they planned to release for Tandem-Plan mortgages at a low 7¾%.

SQUIRE HASKINS

GINNIE MAE'S KEARNEY
Addressing builders in Dallas

Then the fun began.

On Monday, the convention's first full day, President Dan Kearney of the Government National Mortgage Assn. said Ginnie Mae would make no immediate state-by-state allocations for its money. It was to distribute $1 billion of the $3 billion being ladled out.

But by Tuesday afternoon, GNMA had second thoughts and reversed itself.

The big tie-ups. The brunt of distribution then fell upon Fannie Mae, which acts as fiscal agent in dispensing the money. When a deluge of phone calls tied up Fannie Mae's nine telephone operators Wednesday, they were obliged to read the new rules governing the money to each caller. It was a recipe for minor chaos on a nationwide scale.

Recalls Kirk Tuck, a Fannie Mae press spokesman: "Finally AT&T called us, and they were rather distraught. In fact, they said we'd literally clogged every long-distance telephone line in the country."

In Fort Worth, Greene tells how it felt to be a mortgage banker trying to buck that avalanche of phone traffic.

"We had three people on the phone all day Wednesday, trying to get a line, as did a lot of other mortgage bankers. By Thursday we were told that allocations for the state of Texas were exhausted."

Fannie Mae accepts mortgage money commitments only by telephone.

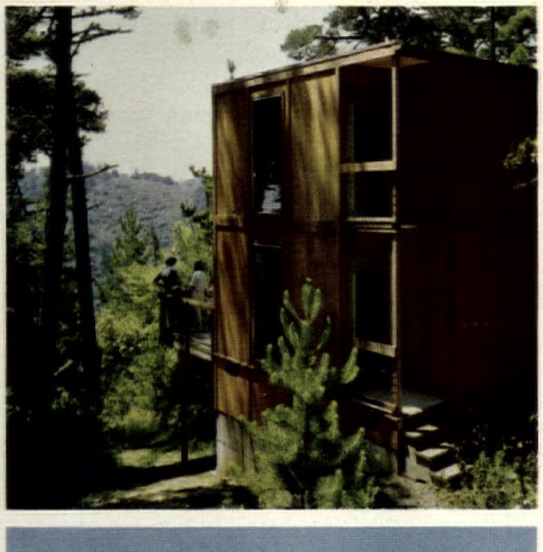
In the wake of the ruckus Ginnie Mae's vice president for fiscal management, John Burke left no doubt a lesson has been learned.

"I can assure you there will be no last minute switches in the future," he said.

But Burke also thought he saw a silver lining: "It got people out of their lethargy, anyway. If they got mad because they didn't get any of this money, maybe they will scratch until they get some elsewhere." —S.W

CORRECTION

Two errors were made in processing the January story on waterscaping. The Lake, an apartment project in Fullerton, Calif., has 136 units, not 13 acres; lakes designed by Lifescapes Inc. are normally 2 f



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PALCO Redwood Plywood . . . you see it wherever quality, appearance and economy are important. IN and ON all types of construction: apartment buildings, office buildings, motels, recreation centers, pre-engineered buildings, homes, restaurants, stores. There are good reasons for this:

Beautiful natural russet color and interesting grain patterns on clear, knot-free faces, handsomely saw-textured. Factory-applied water repellent treatment. An ability to hold any type of finish longer, with minimum maintenance. Can be used as combination siding-sheathing.

The convenience of 4′ × 8′, 9′ and 10′ plywood sheets in 3/8″ and 5/8″ thicknesses. Made in a plain pattern (with no grooves)—also made in a wide selection of grooved patterns.

And importantly—an established consumer demand for redwood's incomparable features.

Send for color brochure that gives complete product specifications, application instructions, and detailed finishing recommendations.

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CIRCLE 19 ON READER SERVICE CARD

Variable-rate mortgage adopted by four big California S&Ls

Four of the biggest savings and loan associations in California are adopting the highly controversial variable rate for conventional home mortgages.

They are Home S&L, the nation's largest; Great Western, second largest; Citizens and Gibraltar. They are among the nation's largest home-mortgage lenders.

All four are state chartered. Some of the others among California's 100 state-chartered associations are expected to jump on the bandwagon, but federally chartered associations are still barred by law from making variable-rate loans. That includes the 75 in California and another 4,000 around the country. The Home Loan Bank Board has just endorsed the VIR as a step to aid the federals, but Congress would have to authorize actual use.

Two of California's big holding companies for state-chartered S&Ls, First Charter Financial Corp. and Financial Federation Inc., held off. Chairman Ed Johnson of Fin Fed summed up the general concern about variables this way:

"Right now homebuyers are more content with knowing what they're going to pay."

How it works. Gibraltar instituted its plan on New Year's day. Citizens is already making variable-rate loans, although its official starting date is April 1. Home was to implement its plan last month and Great Western has a target date of April 1.

All four offer the same basic program, regulated by a California law passed in 1970. Because the regulations will protect the borrower, the four S&Ls expect good public acceptance.

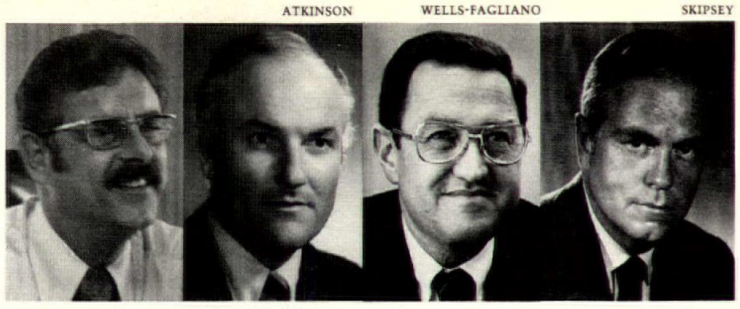
Interest rates on mortgages will be increased or decreased periodically based on an index, which will be the semi-annual cost of funds to S&Ls as calculated by the Home Loan Bank of San Francisco.

Decreases are mandatory. Increases are optional.

There can be no change of less than 1/10 or more than 1/4 of 1% and rates can be changed only once every six months. A borrower may pay off his loan without a prepayment charge during the 90-day period following any rate increase.

The four S&Ls will continue to make fixed-rate mortgages for FHA-VA programs and for multifamily dwellings (more than four units).

ATKINSON WELLS-FAGLIANO SKIPSEY



Leaders of the move to variable-rate mortgage in California are Presidents Richard Deihl of Home S&L, Herbert Young of Gibraltar and Anthony Frank of Citizens, shown here with Chairman Stuart Davis of Great Western.

Eye on Washington. The action by the big Coast S&Ls was expected to have deep impact on Washington. Anthony M. Frank, who is chairman of Citizens Savings and is recognized as one of the leading innovators in mortgaging techniques, saw wide benefits if Congress could be persuaded to act. He explained:

"We believe the way to sell this instrument, not just to the borrower, but to the consumerists and to Congress, is to give it so many benefits and privileges that aren't available in a fixed-rate mortgage, that it will demonstrably be a better deal."

If variables were widely adopted, Frank said, the Fed's Regulation Q could be phased out. There would then be no ceiling on the interest that S&Ls pay to attract deposits, and associations could bid for funds in even the tightest-money periods. And with the mortgage rate much the same for everybody, housing could no longer be used as a mere tool for throttling the economy up or down.

Advocates. Stuart Davis, chairman and chief executive of Great Western, said the fixed-rate, long-term mortgage works well enough in a deflating or a mildly inflating economy bu that, in inflationary times, "i does not serve the lending in dustry. It does not serve the fam ily which wants to buy or sell home. It does not serve housin and social goals."

Herbert Young, president o Gibraltar, thinks the VIR wil make some money available even in tight-money periods— "So that housing doesn't suffe such a sharp decline as it did i 1974."

And Home Savings' Presiden Richard H. Deihl points out tha if savings associations can at tract money in capital markets and pay a little more to savers during critical times, there wil be a larger supply of lendable money. With this steadier source of money, he contends, a builder can put together an on going work organization and eliminate the feast-or-famine cycles familiar to the industry.

Pickets in 1960s. The VIR has precedents in California. Guardian S&L of Oxnard (whose shares are being acquired by United Financial) started a program in 1970, and has 80% of its $36-million portfolio in variables. Robert Butz, executive vice president, said there has been no negative reaction which he credits to education. Guardian decreased the interest rate in 1972 and raised it twice in 1974, for a total net increase of 35 basis points.

The former United Savings & Loan Association, now part of Citizens, has about $40 million in VIR, made in 1970 and 1971.

The new VIR mortgages are not comparable to the mortgages with simple escalation clauses, which ran into trouble in the 1960's. These plans were widely criticized, and one southern California company Prudential S&L, was picketed by mortgagors when it raised rates in 1966. Householders claimed there were no escalation clauses in their contracts, but the raise was ruled legal because the borrowers had agreed to honor covenants between Prudential and the tract developer. In the wake of the mass revolt, however, the S&L rescinded the rate boost and borrowers dropped their protest.

—Jenness Keene
McGraw-Hill World News
San Francisco

British starts off 50% but prices are up 6%

Despite a sharp slump in jousing starts and an extended rise in mortgage rates, the price of new houses in Britain rose an average of 6% last year.

The increase reflects even steeper rises in the costs of labor and building materials, and it also derives in part from a strong demand for specific types of dwellings.

The Nationwide Building Society, one of Britain's largest equivalents of a savings and loan association, has just released figures showing that house prices remained almost unchanged in the London area throughout 1974. But elsewhere there were dramatic increases.

The prices of pre-World War II houses increased faster than those of other dwellings. Houses more than 40 years old rose an average of 7% throughout the country; those under 40 by 5% and new houses by 6%.

Prices by region. The steepest percentage increases came in Northern Ireland. Unsettled living conditions were less of a cause than was the fact that the original prices there were low.

New homes in Ulster increased 35% in price and other units rose by 20%. The average tag on a new house in Northern Ireland is still only $19,120 compared with nearly $34,000 in London and $22,000 in the Midlands. In Scotland, the demand fueled by the discovery of North Sea oil pushed the prices of new houses up 21%.

Starts. The House Builders Federation predicts that 1974 housing starts will total about 106,000—a drop of more than 50% compared with 215,000 in 1973 and 227,000 in 1972.

Various institutions have continued to clamor for a solution to the nation's housing problem. Sir Stanley Morton, chairman of the Abbey National Building Society, has just called on the government to increase the ceiling on which it guarantees mortgages for low-income groups. The limit is $18,000, which Morton termed "hardly a realistic figure."

—Don Ediger
McGraw-Hill News, London

"In 50 years we never found a faucet with fewer callbacks than Delta and Delex."

Doug Bell knows his faucets. His company, Bell Plumbing, one of the West's largest, has been around since 1925. In that time, as you can imagine, they've been called in to repair and replace a lot of faulty faucets.

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Maybe that's why, in a recent study, when asked which faucets they installed most often, plumbers named Delta and Delex combined more than any other brand.*

*For a copy of the study, write Delta Faucet.

CIRCLE 21 ON READER SERVICE CARD

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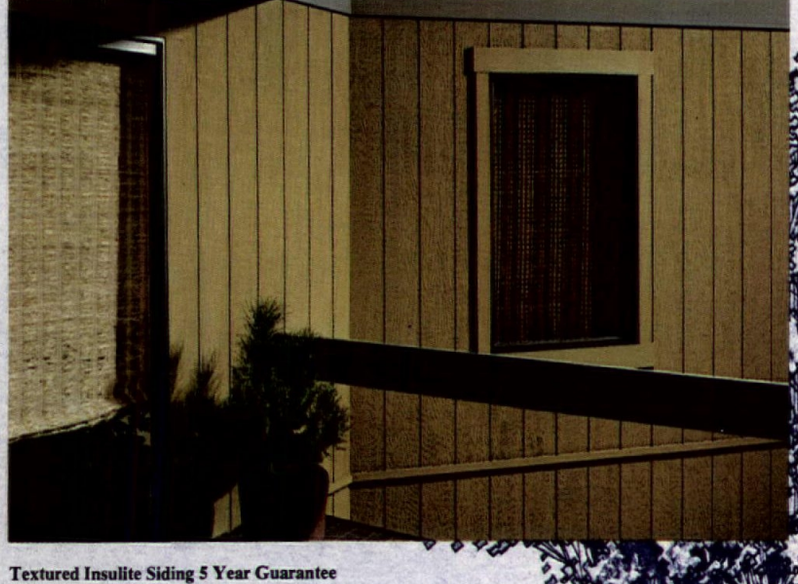
Boise Cascade. We started strong. We finish strong.
You can build on our success.



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CIRCLE 22 ON READER SERVICE CARD

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Mobile home men, in convention, fire off rebuttal to That Book

Atop all its other troubles—spiraling costs, declining stock prices, sagging production, tougher federal controls and, to a lesser degree lately, a tight money market—the beleaguered mobile-home industry has just been dealt a long-dreaded blow:

After much mystifying delay a report based on an extended and presumably extensive study begun in late 1971, by the Center for Auto Safety, has been published. That report is now before the public, between hardcovers, in "Mobile Homes: The Low-Cost Housing Hoax."*

"A superb exposé of the mobile home industry," quoth a three-column review January 12, in *The New York Times Book Review,* by Robert Cassidy, an apartment-dwelling city planner and writer in Chicago—(a blurb bound to be found in any promos the publishers may be contemplating.)

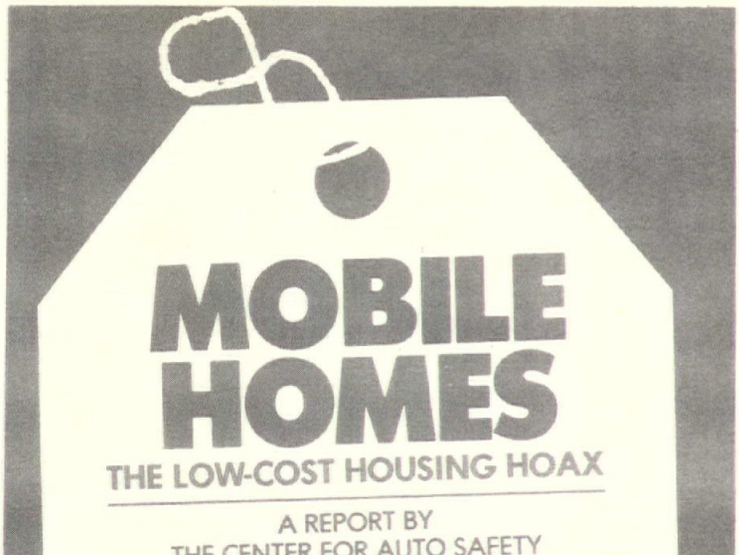
'Sensationalism.' "An attempt at sensationalism . . . aggravated by snappy syntax" was the assessment by a public relations practitioner in the employ of Skyline Corp. of Elkhart, Ind., the largest mobile-home manufacturer. "To anyone even casually connected with the mobile home industry, the book offers no surprises and nothing new."

He was, the PR man added, reflecting the reaction of Skyline's board chairman, Arthur J. Decio, and its president, Ronald Kloska.

In essence, he was echoing the rebuttal elicited earlier in interviews with manufacturers, dealers, suppliers and Mobile Homes Manufacturers Association (MHMA) staffers at the National Mobile Home Show January 14-19 in Louisville, Ky.

That rebuttal can best be summed up, perhaps, by what John M. Martin, head of the sponsoring MHMA, had to say on the publication date (January 16) of the Ralph Nader-inspired report.

'Isolated cases.' "The book seems to be based on isolated cases, not everyday occurrences, and seems to paint an untrue picture of our industry," Martin said. "You can take any product of any industy and find problems. A few typographical errors in the *Washington Post* do not affect its overall ability to perform its function. Nor is it fair to say all tires are bad because of a few flats."



Martin said he found no constructive suggestions in the report the first time he read it, "but I'm now taking a closer look to see if I've overlooked anything of value that might benefit the consumer."

Martin seemed more disappointed than incensed over the way the mobile men wound up as villains in a report written by a former Nader group to which the industry had offered to bare its soul. The mobile men cooperated, Martin said, "in the belief that only through full disclosure and complete candor could we get a fair shake."

'He never answered.' "Two years ago, before Nader disavowed involvement with the center," Martin insisted, "we wrote to him suggesting that if the center had any suggestions for correcting deficiencies, why not sit down with the mobile men to discuss them." Our letter was returned unclaimed.

"Later, during a program I was on with Nader in Atlanta, Ga., I gave him the letter personally in front of 500 people. He never answered it.

"I talked, then, with Lowell Dodge, then director of the auto safety center, and made to him the same suggestion I'd made in writing. He agreed with me that it might have some value in helping reinforce the center's own credibility as a consumer advocate."

But, Martin said, no summit meeting of minds took place, although Dodge's investigators did, at MHMA's behest, see and discuss data at MHMA headquarters in Chantilly, Va., and did make on-site inspections of manufacturing facilities. He added, however:

"We feel disappointed that the things they observed, the information we gave them, the changes the industry has made, the opportunities they had to update their report before publication, did not result in an objective, constructive report."

Poorly built. The book's thesis is that most mobile homes are poorly built of shoddy material; wiring is so bad that electrical fires often result, and that repairs are made grudgingly—if at all—and then often at the owners' expense. Those who own mobile homes often live in park-owner-dominated ghettos that make company towns look benign in comparison, the book contends.

When Lee Posey, president of the giant Redman Industries, was asked at the Louisville show for his reaction to the report, he said he had not read it and did not intend to. He refused a proffered copy for perusal, and he offered no comment except that he could "see no point in commenting on an anti-mobile home book for a notoriously anti-mobile-home magazine," meaning HOUSE & HOME.

A correspondent phoned Posey's office a week later for any "second thoughts" he might have had. The call was never returned.

'Point to record.' Skyline spokesman said he did not consider H&H anti-mobile home all, but "an objective magazi that serves the homebuilding i dustry well—and we're proud be part of that industry."

Of the report, he added: "A of the center's recor mendations for industry in provement, at least as they r late to manufacturers, have a ready been covered by Skyli and a number of other respons ble companies."

Rather than dignify the boo with a categorical rebuttal, th Skyline official said, "we thin a more meaningful respon would be to point to our reco of responsible action in the in portant areas of product safe and consumer service as exem plifying the record of MHM manufacturer-members gene ally."

'Not up to standard.' Robe C. Gelardi, recently promoted marketing vice president of Be dix Home Systems in Atlant also admitted he hadn't read th report. He had read the Cassid review, entitled "Home Owne Taken for a Ride," in *Th Times.*

"It (the review) wasn't qui up to the *Times'* standard," h said, "because it was written n from an objective standpoi but from that of a disillusione former mobile-home own more interested in airing h own gripes than in critical ana ysis."

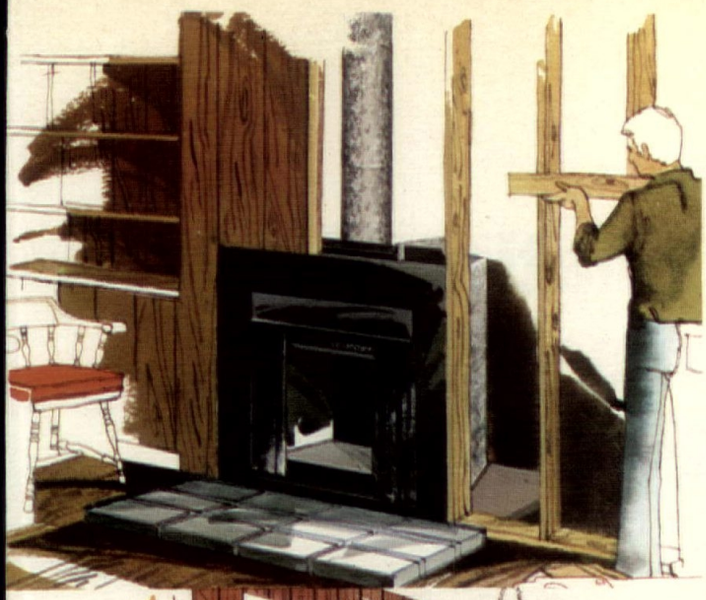
(Cassidy, in his review, com plained of basic construction d fects, of buck-passing betwee dealer and manufacturer ov who was at fault and of mismar agement and unfairness on th part of his "landlords." He als protested the loss he said he ha to take on the sale of his 12'x6 "lemon" to a wholesaler and th "astronomical" interest rate 12.93% he had to pay on a 3 month loan of $6,844. The loa with $1,490 for rental space an $300 in taxes, brought hi monthly payments to $291.60.

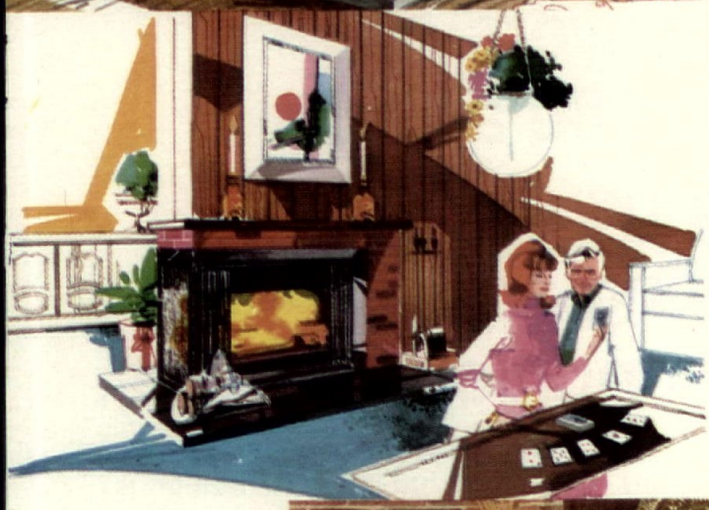
Consumer's side. Both mo bile-home owners and "shop pers" attending the show wer polled for the consumer's view point.

The consensus of owners wa that the report did have some va lidity, particularly concernin

TO PAGE 2

*Grossman Publishers, 625 Madison Ave., New York, 10022. Price $10.95.





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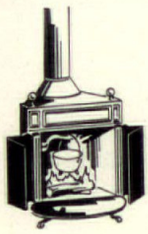

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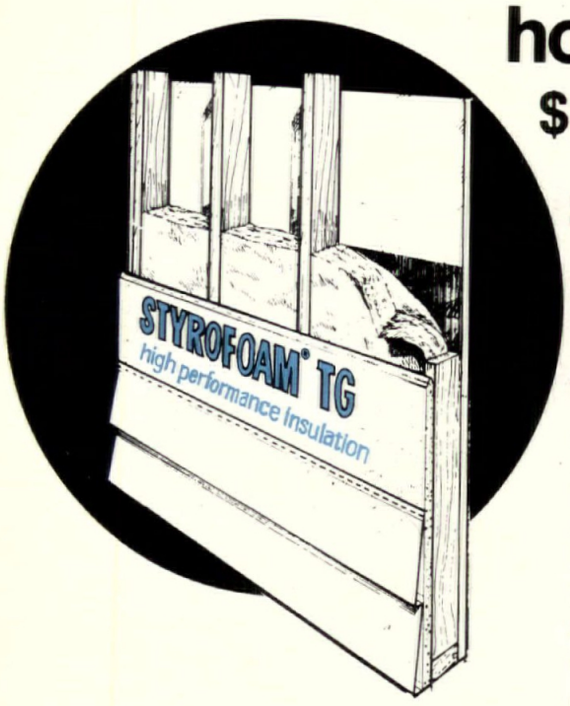

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CIRCLE 26 ON READER SERVICE CARD

Mobile home men fire off rebuttal to That Book *continued from page 24*

oor construction with shoddy aterial. Most agreed that oday's single-wide mobiles ren't the bargains that dealers nd manufacturers claim they re, and that they're more vul- erable to fire than conven- onally built homes.

Said John Pollock, who lives ith his German-born wife in a Norris single-wide they bought n Louisville six years ago:

"I've attended these shows be- ore and I can see that manufac- urers are, indeed, cutting down n quality, as the consumer ad- ocates claim. They've put in fi- erglass tubs and sinks instead f steel. They don't have For- ica tops or wood cabinets any ore. They've gone to plastic nd imitation wood made of ressed material. They couldn't rade me a new home for the six- ear-old one I have. I'd lose."

The older the better. Much as e disliked saying anything dis- oyal about the Norris people of ennessee, Pollock added that ven the new Norris models he aw at the show were of lower quality than the one he owns. He said older units, if they've been well maintained over the years, are better buys than today's product.

"The secret to finding a well-built mobile home is quality-conscious, careful, selective shopping," Pollock warned. "Bargain hunters are likely to settle too readily for a poorly constructed, flashy unit. As in any other kind of shopping, you get what you pay for."

Industry's correctives. What is the industry doing to meet buyer resistance and consumer demand for better quality at lower prices?

Thomas V. Malloy, senior vice president of Bendix, said that, for one thing, his company has just announced a $2.5-million research and development program to strengthen and otherwise improve mobile-home construction. One goal, he said, is to design mobiles that can be made stronger but cheaper—with fewer but more durable materials. Another goal is to make units more easily and safely transportable from factory to site.

The auto safety center, in its report, quotes Robert M. Garrett, a regional director for Champion Mobile Home Builders of Dryden, Mich., as having complained about ineffective enforcement by MHMA of requirements that all members meet American National Institute (ANSI) construction standards.

"If the MHMA had been doing the job it said it was doing all these years, we would never have needed state mobile home codes," Garrett was quoted. "We see the MHMA inspector here (at one Virginia plant) only once every six weeks."

'Noose over heads.' An MHMA board member, Joseph J. Morris, president of Champion, had this to say about the report:

"It was kinder to us than other companies in our industry. But I must say that many of the observations are vastly exaggerated and largely obsolete.

"Threats to publish it have been hanging like a noose over manufacturers' heads for an unconscionably long time.

"My comment, then, for what it's worth, is that all MHMA members do the best they can under trying circumstances to build safe houses for the public."

Another MHMA director, President William Weide of Fleetwood Enterprises, conceded one of the book points: that zoning restrictions banish mobile homes to flood plains and hilly sites unsuitable for other housing. But he argued:

"A solution—and we're seeking it—is to create better communication between the industry and the zoning people. We're still trying to overcome the doubts of the past as to what a mobile home really is."

Weide also said Fleetwood and other manufacturers are now developing complete consumer-relations programs.

—ART EHRENSTROM
Louisville

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Builders find new friend in Reuss; he'd turn on the spigot for housing

The House Banking Committee, with a large Democratic majority and a feisty and articulate new chairman in Henry S. Reuss (D., Wis.), is expected to move aggressively to stimulate easier money and special help for the housing industry.

And longer range prospects for an overhaul of the nation's financial institutions and bank regulation are now improved. With another Wisconsin liberal as new head of the Senate Banking, Housing and Urban Affairs Committee, the two panels are expected to work better together.

Ideologically there is not that much difference in the change from the chairmanship of Wright Patman (D., Tex.) to Reuss. A major cause of the Democratic caucus' ouster of Patman in favor of Reuss was simply the prevalent feeling that Patman, at 81 years of age, had lost his effectiveness in moving legislation through the Congress.

BANKING PANEL'S REUSS
'Try to create more money'

The Reuss bill. Reuss's first priority is a bill (HR 212) prompting the Federal Reserve to increase the money supply for the first half of 1975 at an annual rate of 6%, compared to the 3% rate of the past few months, and requiring the Fed to allocate credit to "priority" uses such as housing.

The bill would not order the Fed to increase the money supply but would "request" that it do so and report promptly to Congress if it felt it could not. This would constitute an unusual, perhaps unprecedented, intervention by Congress in Fed policy.

Reuss does not consider his bill a precedent for regular interference with the Fed in the future. Basically, he does not believe the Fed needs to be more directly answerable to Congress than it is now, although he would like to see some publicly appointed members on the open market committee. That panel, which regulates money flows, is composed exclusively of bankers.

This year, however, Reuss believes Congress has a popular mandate to combat recession more vigorously than the Administration is doing.

Strong hint. "We're just saying to the Fed," says Reuss, "'From now until July, try to create more money in a non-stop-start way.'" He is not at all a perpetual easy-money man, he says; in fact, last April he was publicly scolding the Fed for pumping the money machine too hard. But Reuss would like to see the extremes avoided an see a money policy that fluctu ates generally within a mor narrow band of about 2% to 6% growth.

As to credit allocation, Reus would have the Fed establis guidelines channeling credit– "as many central banks fror Belgium to Tokyo already do"– into anti-inflationary areas– housing, small business, pro ductive capital investment– and away from currency specu lation or conglomerate take overs.

Techniques. The Fed coul accomplish this by one of tw ways: A much stronger volun tary program than the banks ar now carrying out, with regula progress reports to Congress, o by establishing different reserv requirements for banks agains different kinds of loans.

Reuss hopes to have a bil through the House by the end o February. Proxmire also favor special credit allocation fo

TO PAGE 3

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CIRCLE 28 ON READER SERVICE CARD

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CIRCLE 29 ON READER SERVICE CARD

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continued from p. 28

housing (though not necessarily all-out credit allocation.) Such a bill could be vetoed, of course, and the ability of the new Congress to override vetoes has not yet been tested.

Mortgage subsidy. Reuss's second priority is a bill subsidizing interest rates on home mortgages down to 6% for families in the $6,000-$16,000 bracket, for four years. His theory is that this would move the housing surplus off the market, and that in four years' time the income of young families would have increased enough for them to pay the going interest rate. He sees this as a one-shot, anti-recessionary ploy, not a move to permanent subsidies for the middle class.

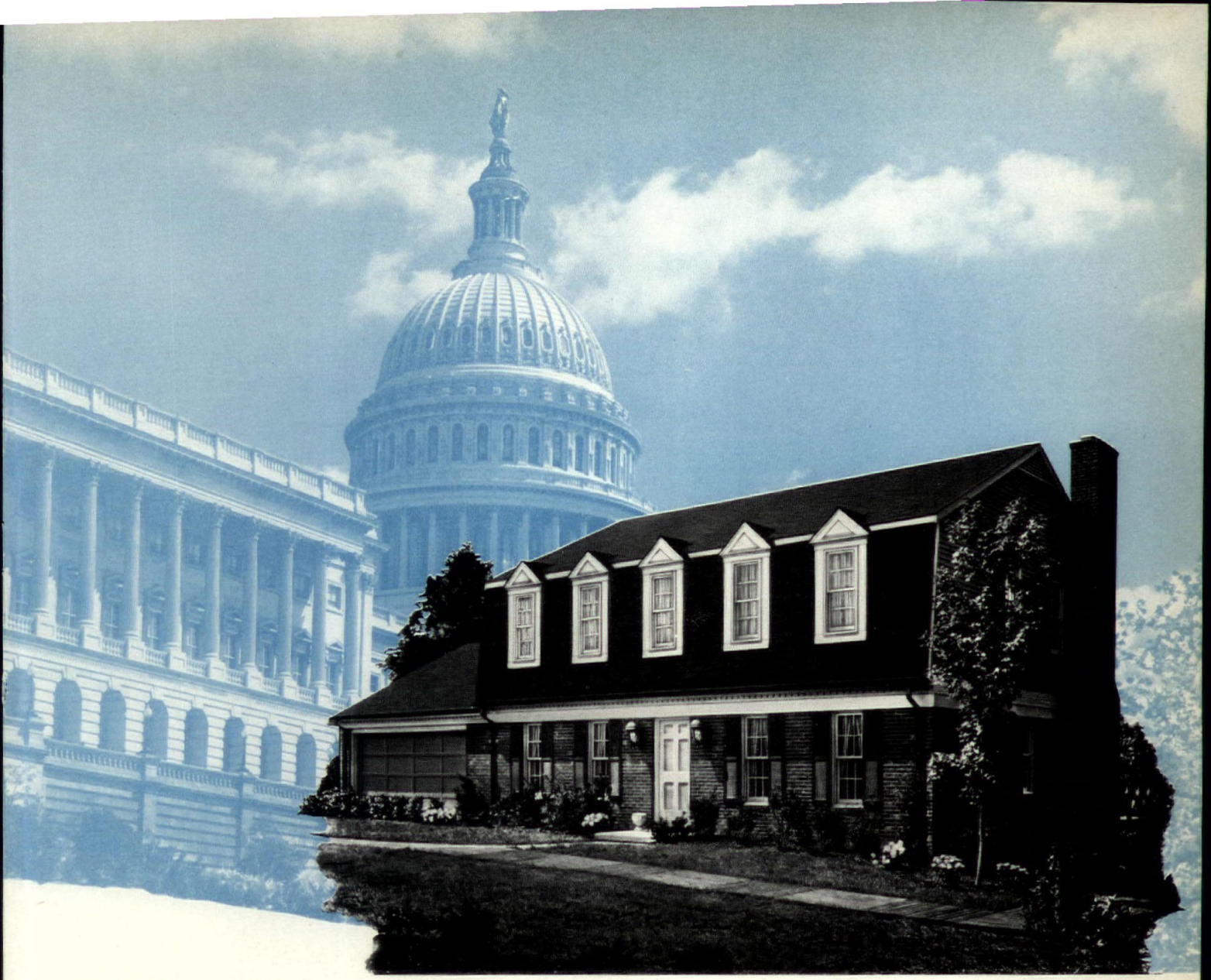
Later in the year, Reuss hopes to lead the committee into a whole new look at the problem of restructuring financial institutions, as per the recommendations of the Hunt Commission. Reuss favors creation of a single agency to regulate banks, instead of the present division among the Fed, Comptroller of the Currency, and Federal Deposit Insurance Corp. But as to the question of letting S&Ls and full-service banks compete more directly, he is reserving judgement.

Anti-Q. Regulation Q., which lets S&Ls pay higher interest rates, is "all wrong philosophically," Reuss feels, but he says the rule could be abolished only as a part of a wholesale restructuring of lending institutions. He is thinking in terms of another commission, including legislators, to take another look at the whole system.

Reuss has long been considered the House's leading authority on international economic issues, but his legislative leadership is less proven on domestic issues. He is regarded by some members as more ready to propose solutions and issue press releases than to negotiate with conflicting interests to work out compromises. But a senior GOP member of the committee asserts privately that he expects Reuss to be "a most effective chairman" who will pay more attention to greasing the paths for legislation now that he is chairman. —DAVE SECREST

McGraw-Hill World News, Washington

CIRCLE 30 ON READER SERVICE CARD



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CIRCLE 37 ON READER SERVICE CARD

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Dick Brown is using KitchenAid dishwashers exclusively in his new Stone Gate development in Placentia, California. He wants to show his customers that the homes are well built and equipped properly. And he knows that KitchenAid appliances are built better, not cheaper.

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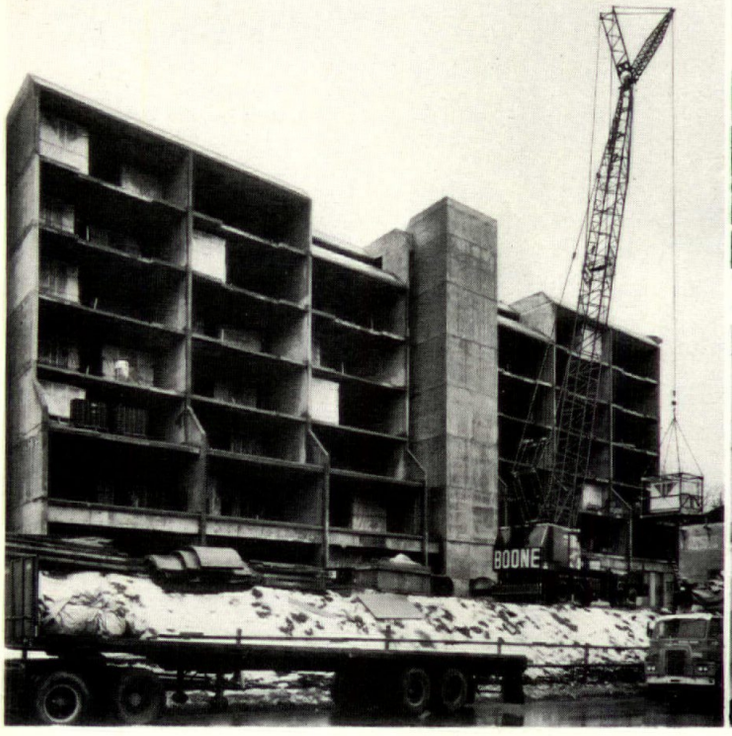

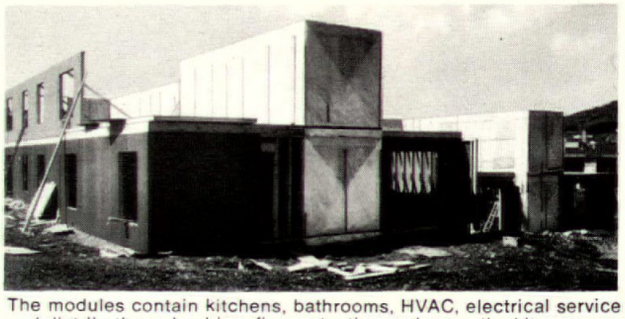

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CIRCLE 41 ON READER SERVICE CARD

Instant hit:

"We had to scrap our phase lines the day we started selling"

So reports Lee Aronfeld, builder/developer of The Heritage, this 65-unit condo project in Wichita, Kan. Aronfeld had conservatively planned a 16-unit first phase—then sold 33 townhouses on opening day.

"Traffic was so heavy (some 4,000 people) that we couldn't handle it," he says. "So we borrowed city buses to bring them in from a nearby supermarket parking lot."

The huge crowds and fast sales were a happy surprise for the developer who had anticipated a first-day turnout of "maybe 500, then no one when we woke up to a heavy rain."

Aronfeld's original conservative build-out program is understandable.

For one thing, he was concerned about the design of his townhouses, which is a complete change of pace from most housing in the area: for example, rough-sawn plywood siding and soaring living-room ceilings, compared to the usual masonry exteriors and flat ceilings.

"Although our units wouldn't be particularly innovative in California," he says, "we were afraid they would be ahead of their time here."

The developer also was worried about building attached housing in "an area so long dedicated to single-family.

"Even apartment complexes as we know them today didn't exist in this city ten years ago," he recalls.

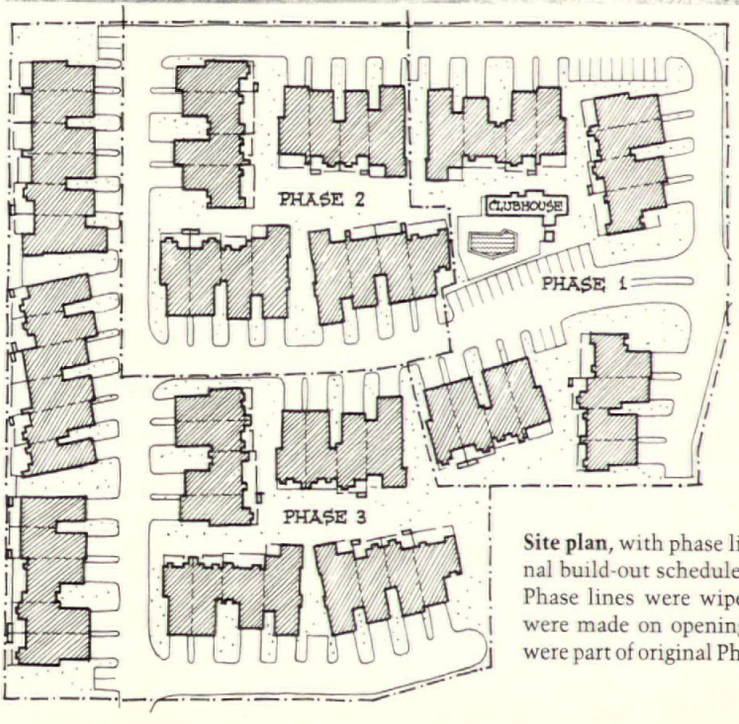
Aronfeld credits his success to several factors:

- A marketing survey, which included interviews with over 125 local residents.

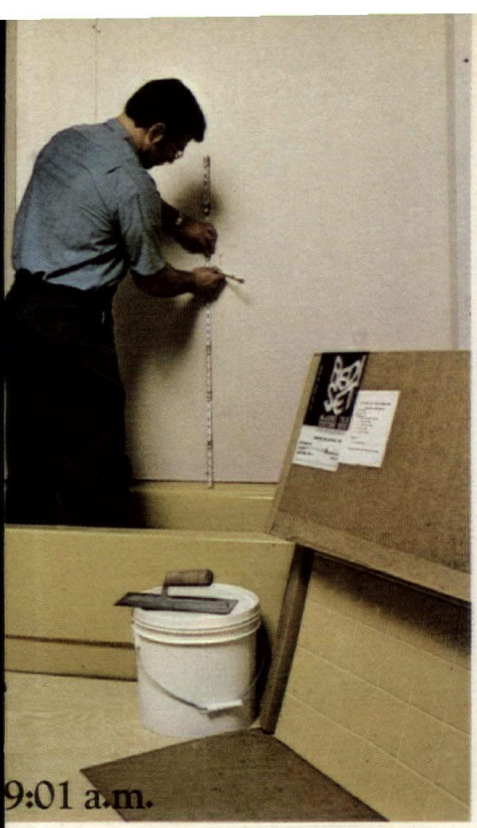
"We couldn't believe it when our researchers told us Wichita was ready for a change. But we kept our fingers crossed, and followed their advice." TO PAGE 44

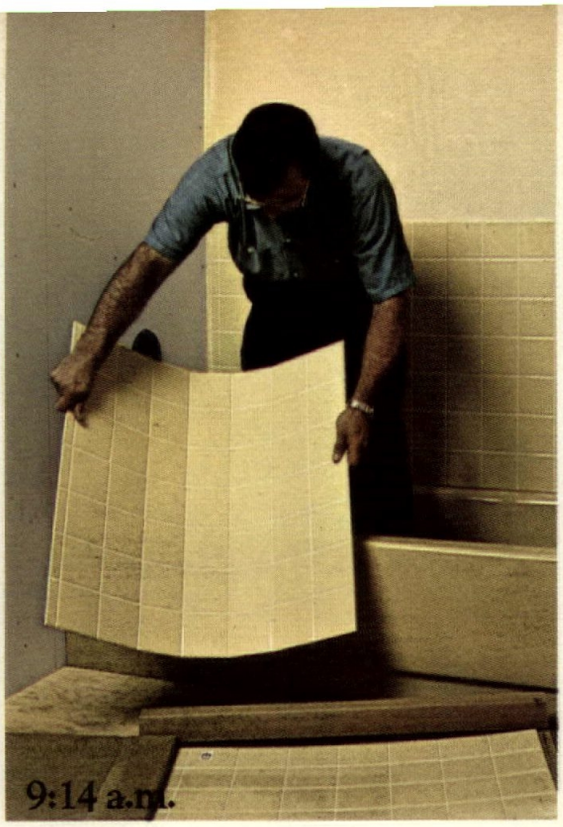
Townhouses, shown from entry sid at left and from rear, below, hav rough-sawn plywood siding ac cented with heavy wood beams shake roofs and brick chimneys— radical design departure in Wichit for-sale housing. Each townhous group—either four or five units— features several plans to increas visual variety. The photo belov shows how unit-to-unit privacy i achieved by walling in outdoor liv ing areas. The project's pool is see in foreground.

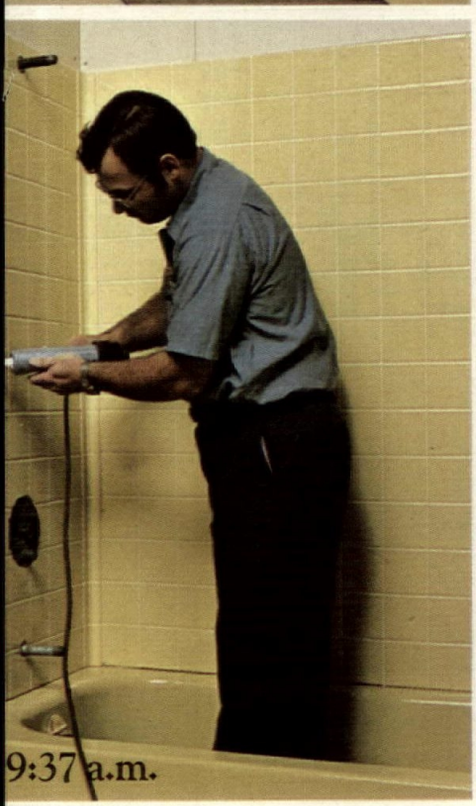
PHOTOS: COURTESY AMERICAN PLYWOOD ASSN.

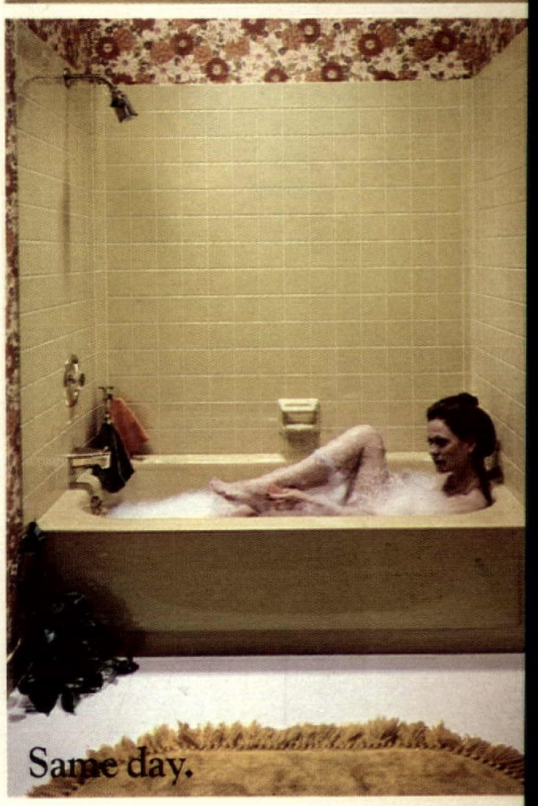


Site plan, with phase lines indicated, shows original build-out schedule planned by the developer. Phase lines were wiped out right after 33 sales were made on opening day. Pool and clubhouse were part of original Phase I.









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"Our first buyers were older. Now we're getting young executives"

FROM PAGE 42

- The seven-acre project's overall plan, which clusters the townhouses within "neatly manicured common areas."
- The single-family qualities incorporated into the townhouses: for example, carved double-entry doors, alcove sitting rooms, skylighted breakfast nooks and living-room wet bars.

"And we even offer options like heated plunge pools for the backyards."

- The project's location—adjacent to the Wichita Country Club, the Fairfield Polo Grounds and the Wichita Racquet Club.

"The racquet club is one of the state's finest tennis facilities," Aronfeld says. "So we took advantage of the obvious and built a walkway directly from our property to the club."

Currently 42 of 45 completed townhouses are occupied; the other three are on contract. And Aronfeld has sales reservations for 13 of the last 20 units currently under construction.

Initially, the project attracted executives, professionals and semi-retired people in their 50s and 60s who were moving from $100,000 plus homes. Now, says Aronfeld, buyers are young, single professionals and executives looking for the tax break they don't get when renting apartments.

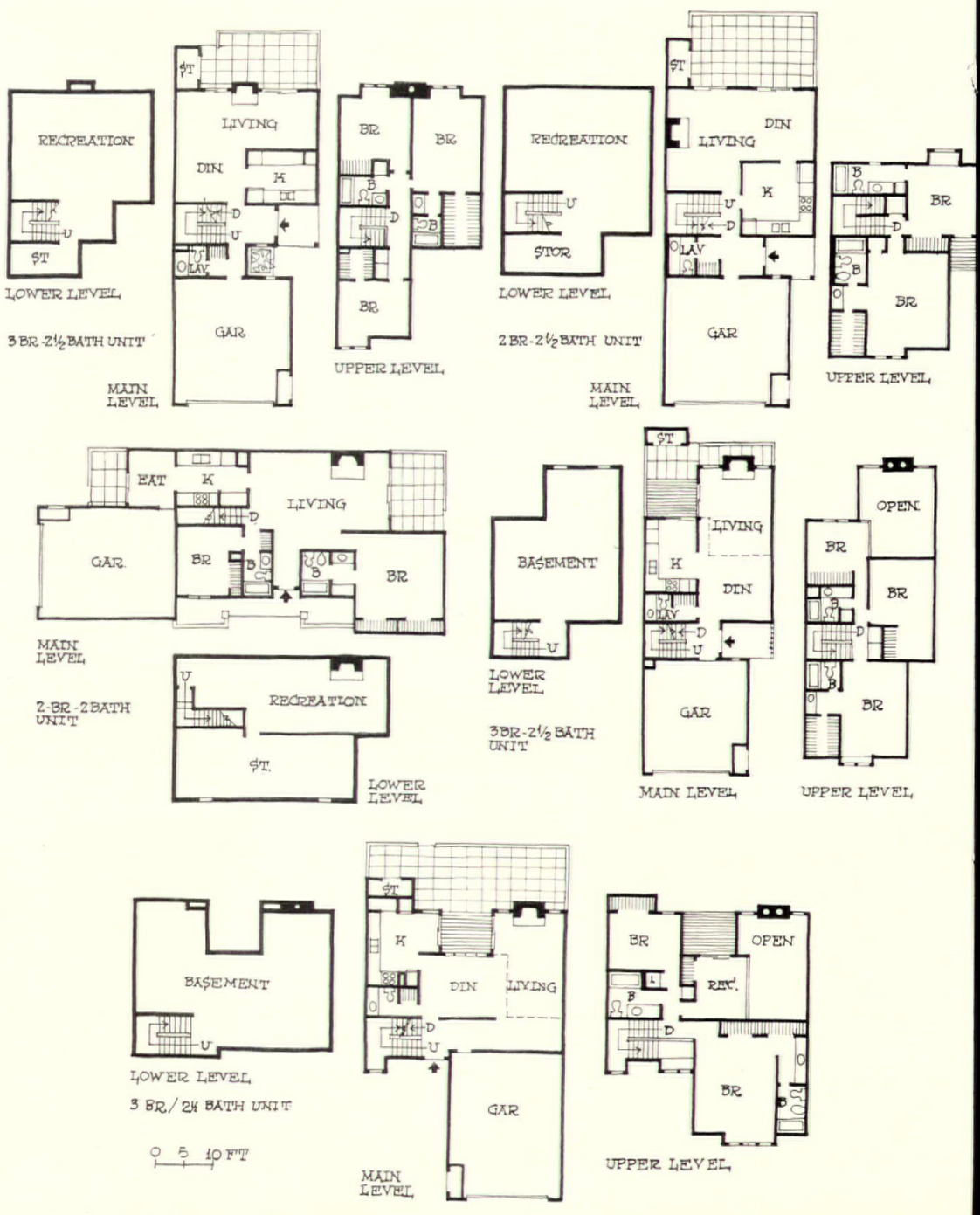
The developer's success with condos has led him into another pioneering venture: the state's first patio-home project, which his company, Leisure Living Inc., just started.

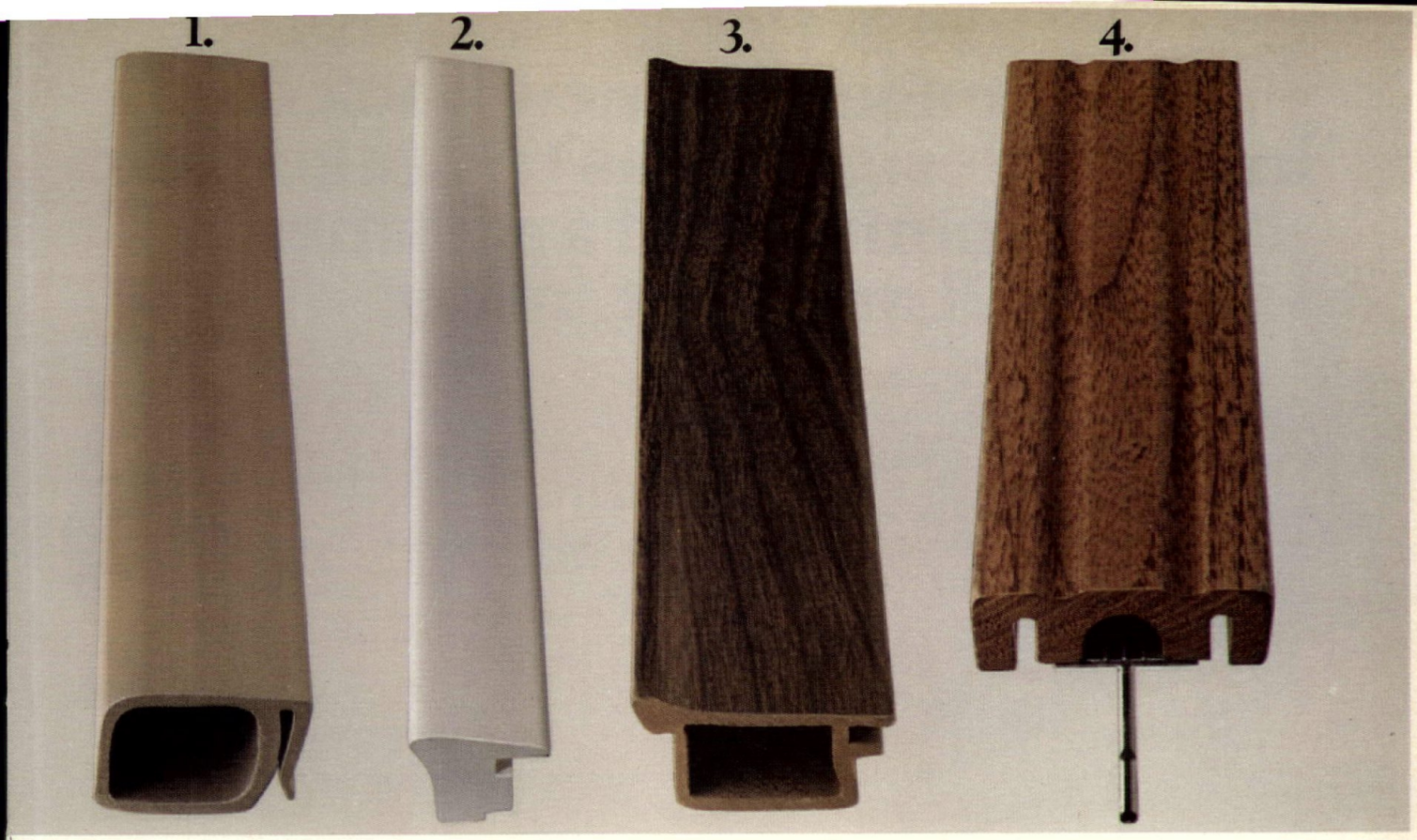
Architect for The Heritage was Gossen Livingston Assoc. of Wichita; the design architect was David A. Haines, also of Wichita.

COURTESY AMERICAN PLYWOOD ASSN.

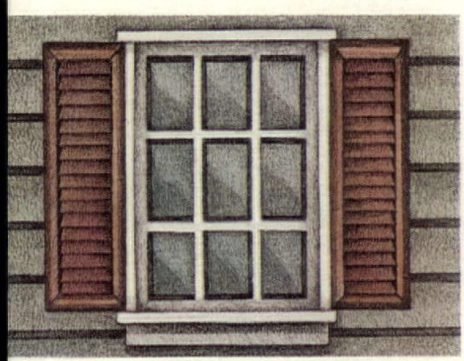
Alcove sitting rooms, like the one at left, proved to be a big selling feature. Interior design is by David Merrit of Dallas.

Five floor plans, with from 2,632 to 3,270 sq. ft. of living space, offer varied living arrangements. Townhouse prices, ranging from $45,000 to $53,000, include carpeting, two-car garages, full basements, all-electric kitchens and central vacuum and humidifier systems. The most popular layout—the two-bedroom and study/bedroom plan shown at the bottom of the page—was sold out (including the model) on opening day.

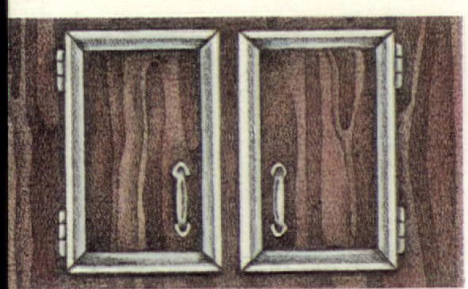




New ways to trim and frame.

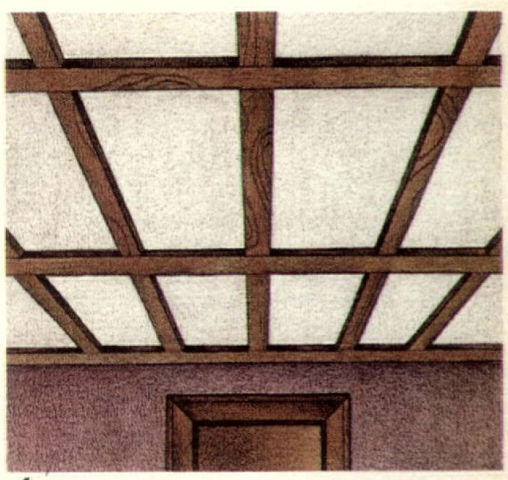


. These shutters, with an nner frame made of a rigid ellular vinyl shape, snap nto metal channels or clips. The strip is made from Geon® vinyl. Won't warp, ot, swell or splinter.



2. Rigid cellular vinyl frames loors in white. And other colors. Weight is reduced, strength and rigidity are maintained. Fabrication is easy: just cut and fit. The panels slip into place.

3. Around this game board is a cellular vinyl molding that's hollow, can double as an electrical raceway.



4. The metal part of this ceiling strip faces upward, out of view. The cellular vinyl framing strip adds character to ceilings. Resists moisture, rotting, attack by insects. Requires very little maintenance. It's made with Geon vinyl.

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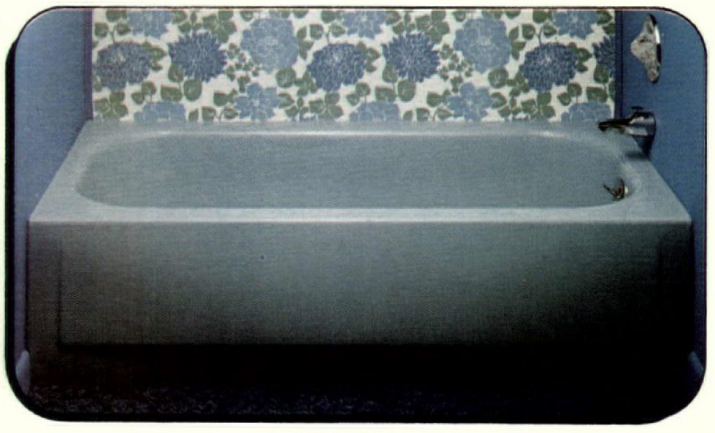

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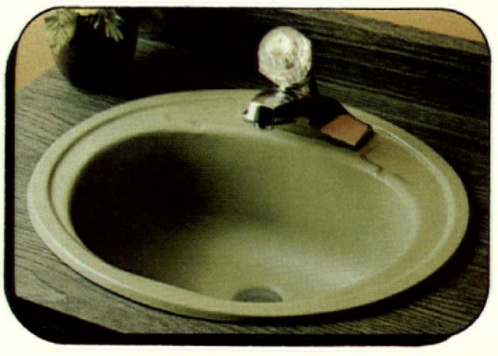

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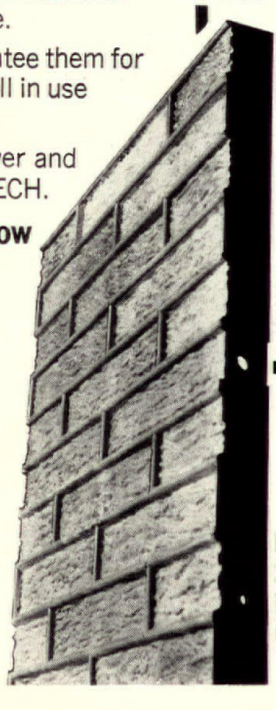
Number of units I plan to build this year is: _____



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For better service, more convenience,
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pioneer manufacturers of kitchen disposers and dishwashers,
and Thermador, leader in the field of built-in electrical kitchen equipment.
The integration of the sales forces of these two fine firms
means that one well-informed representative will service both lines
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more effective sales tools, dependable service and delivery.
Norris Industries has the combo for greater sales impact in '75.

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CIRCLE 50 ON READER SERVICE CARD

Nord stock wood columns.
Classic design, custom quality, commodity prices.

Nord combines fine wood, classic design, old-world craftsmanship, and modern production techniques. The result: Quality wood columns that are reasonably priced, rapidly shipped.

8 to 20 feet. Plain or fluted.

Nord uses only select Western hemlock and Douglas fir, specially seasoned in Nord's own kilns. Columns are individually turned on specially built lathes, then sanded smooth, carefully inspected, and wrapped in polyethylene to protect against moisture and dirt. They come in eight stock heights, 8 to 20 feet. Eight stock diameters, 6 to 20 inches. Plain or optionally fluted.

Classic proportions.

Nord's design is classic. Lines are clean and simple. And Nord builds entasis into every column shaft. Entasis, the mark of a fine column, is the slight curving of the column shaft. It keeps the lines graceful and in proportion.

Lower prices, faster shipment.

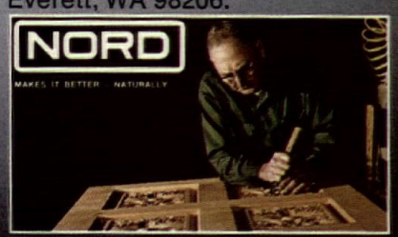
Nord uses the same traditional processes associated with fine custom work. But because Nord produces only standard styles and sizes, prices are much lower than you'd normally pay for custom columns.

And because Nord columns are manufactured to inventory, you can count on rapid shipment to all parts of the country.

Nord.

Nord is the largest manufacturer of stile and rail doors in the world. It's a family-owned company with a solid reputation for quality architectural products, in quantity, on time.

For more information on Nord stock wood columns, and the name of the distributor nearest you, write "columns" on your letterhead and mail it to E. A. Nord Company, Everett, WA 98206.



Floor courtesy of Kelly-Goodwin Hardwood Company, Seattle

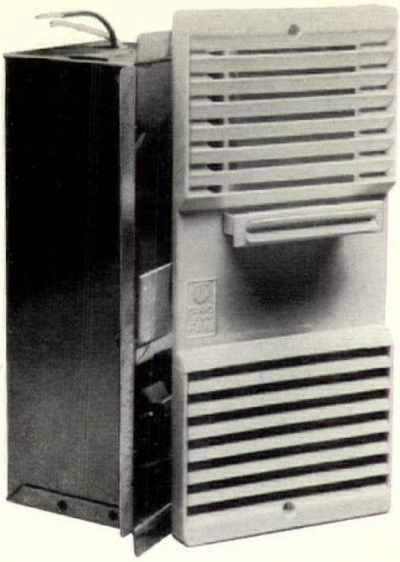
The code-approved CA|90 Ductless Fan eliminates the need for costly ductwork and exhaust fans. It could save you up to $60 per installation, depending on the type of construction.

The base of the unit's operation is a safe, natural, citrus derivitive, CA|90.

It destroys odors, reduces bacteria, and reduces mildew causing fungi.

The unit is easy to install. Easy to maintain.

The CA|90 Ductless Fan. It could save you thousands.



THE CA|90 DUCTLESS FAN VS. EXHAUST FAN & DUCTWORK.

I'd like to know more about the CA|90 Ductless Fan.

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Title _____

Company _____

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City _____ State _____ Zip _____

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Approved by all major regional code bodies. U.L. listed.

CIRCLE 52 ON READER SERVICE CARD

for a fresh flow of custom home design ideas

Join the Custom Home Plans Clu plus 5 new designs each month fo of professional working drawing

Get 1,000 home designs now

The Custom Home Plans Club has been created to provide a fresh flow of design ideas you can use to make your business more profitable.

As a new member, you will immediately receive an attractive binder containing 1,000 home designs illustrated with full color renderings and detailed floor plans.

With this complete library of a thousand buildable homes to select from, you and your clients will be pleased with the wide variety of homes available in all styles, types and sizes appropriate to local needs, tastes, and budgets.

These wide-ranging selections include:

Deluxe Small Homes—two and three bedroom

Ranch and Suburban Homes—conventional and contemporary

Brick and Masonry Homes

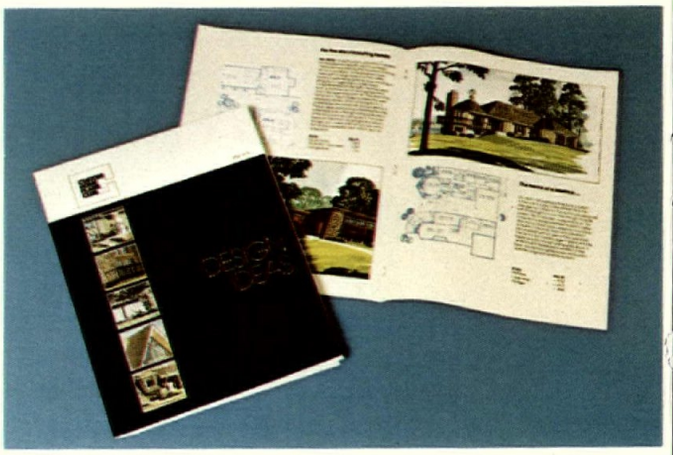
Multi-level and Hillside Homes—split level, split foyer, others

Second Homes—duplex and multi-family; holiday and retirement; chalets, A-frames, cabins, cottages

As you guide clients to a commitment, you—as a member of the Custom Home Plans Club—will lose no time in coming up with a complete set of working drawings, which will be shipped postage-free from Club headquarters the same day your request is received.

And with your working drawings you will also receive a complete list of the building materials you will need—essential for accurate bids and reliable cost estimates.

With so much of the exacting, tedious, preparatory work already done, you will realize substantial savings in time, effort, and money and at the same time, a growing list of clients will realize that you're the one to come to for the right home at the right price.



plus 5 new home designs-of-the-month each month for the next 12 months

To supplement your library of 1,000 home designs, the Custom Home Plans Club will provide you with a steady flow of 5 new home design ideas each month for the next 12 months.

Illustrated in full color renderings—and complete with detailed floor plans—your five fresh designs-of-the-month can easily be added to your basic binder of 1,000 homes.

In this manner, the Custom Home Plans Club broadens the range of selections available to you and your clients, and keeps you current on home design trends beyond your immediate market.

A full set of working drawings with collateral floor plans and a list of building materials will be available on both the original 1,000 home designs and the 60 new designs you will receive during the coming year.

plus 12 sets of professional working drawings for homes of your choice

Members of the Custom Home Plans Club are entitled to receive a total of 12 sets of professional working drawings without charge.

These building plans may be ordered in any combination desired: 12 sets of drawings for 12 different homes; 4 sets for 3 different homes; or any other way you prefer them.

Beyond the initial 12 sets available as part of the Club

nd get 1,000 home designs now
e next 12 months plus 12 sets
r homes of your choice.

membership fee, members may obtain additional working drawings at a 35% discount off published prices which range from $25 to $50 for single sets and from $50 to $75 for four-set packages—depending largely on the square-footage of single-family homes and the number of units for multi-family dwellings.

Drawn to FHA and VA general standards, these blue line prints—size 36″ x 20″—are easy to read on a white background. Depending on the size and complexity of the house design, plan sets may include as many as nine sheets. Notes and drawings indicate location and types of materials to be used. With complete freedom of choice, Club members may order their 12 sets of detailed working drawings at any time during the 12-month membership period.

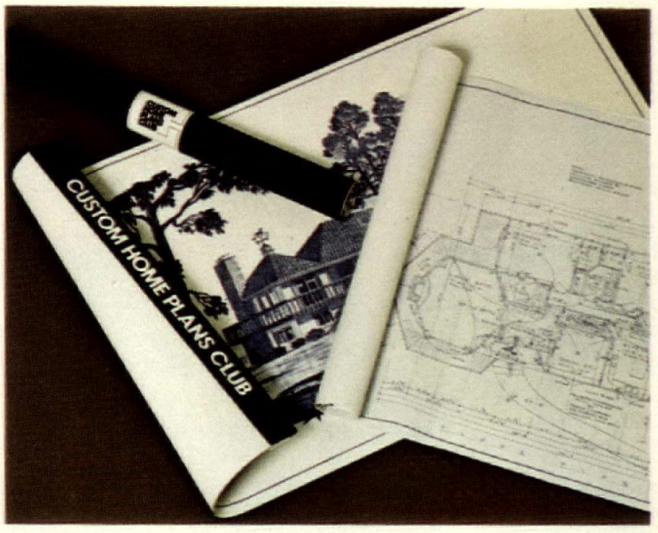
Club working drawings include: (1) Floor Elevations, (2) Complete Framing Plans, (3) Wall Sections, (4) Floor Plans, (5) Basement/Foundation Plans, (6) Roof Plan, (7) Plot Plan, (8) Kitchen Cabinet Details, (9) Fireplace & Built-in Details, (10) Specification and Contract Booklet.

plus itemized lists of building materials for accurate bids and reliable cost estimates

To eliminate the time-consuming task of taking off material requirements from each set of plans ordered, the Custom Home Plans Club automatically provides members with itemized lists of building materials needed to obtain reliable bids, to make accurate cost estimates, and to order building materials from suppliers.

The lists include the size and quantity of all millwork such as doors, lumber and built-ins . . . framing lumber . . . roofing . . . flooring . . . wallboard . . . masonry . . . concrete . . . reinforcing . . . insulation . . . beams . . . finishing materials, and more.

The lists of building materials used in conjunction with the detailed working drawings—save Club members dollars, drudgery and valuable time more profitably spent with clients.



Application for membership

Enclosed is a check for $360 for a full year of membership in the Custom Home Plans Club. For this I am to receive immediately a binder containing 1,000 home designs, plus a portfolio of 5 new designs each month for the next 12 months.

My membership also entitles me to a total of 12 sets of professional working drawings and a list of building materials for Club homes of my choice. These sets of working drawings may be ordered in any combination I desire: 12 sets for 12 different homes, 4 sets for 3 different homes, or any other way I prefer them. Beyond these 12 sets included in my membership fee, I will be able to buy additional sets at a 35% discount off published prices during my membership period.

If after receiving my first set of working drawings I am less than completely satisfied, I am entitled to a refund in full – and no hassle – simply by returning the binder of 1,000 designs and the working drawings in good condition.

Make check payable to Custom Home Plans Club.

CUSTOM HOME PLANS CLUB

2320 KANSAS AVENUE/P.O. BOX 299/TOPEKA, KANSAS 66601

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- ☐ architectural
- ☐ engineer
- ☐ realty
- ☐ finance
- ☐ government
- ☐ manufacturing

Your Name _____

Firm _____

Address _____

City _____ State _____ Zip _____

Signature _____ Date _____

HH-3-75

1913

Remodeled Residence, San Mateo, California. Chatham and Sehulster, Architects.

1973

Red cedar comes back on the job after sixty years.

Sixty years ago this house was shingled with red cedar. Through six decades of rain, wind and sun the natural preservatives in the red cedar kept the walls looking beautiful.

So when it came time to remodel it was only natural to use red cedar again.

And remodel is just what the architect did. He added bedrooms in the attic, repositioned kitchen and living areas, added a carport and a patio. He plumbed, rewired and renewed almost everything in the house. Most everything's been changed. From the new skylight windows to the swimming pool in the backyard.

What other material than red cedar could lend continuity and tradition to such a drastic remodeling? And what other material has the unique insulative properties of red cedar, a major consideration in the energy conscious 70's?

For your next new building or remodeling project, put Red Cedar Certigrade Shingles or Certi-Split Shakes on the job. You'll have the peace of mind of knowing they'll still be there, looking as good as ever for a long time to come.

For more details, write Red Cedar Shingle & Handsplit Shake Bureau, 5510 White Buildin Seattle, Washington 98101. (in Canada: 105 West Hastings St., Vancouver 1, B.C.)

These labels on bundles of red cedar shingles or handsplit shakes are your guarantee of Bureau-graded quality. Insist on them.

Red Cedar Shingle & Handsplit Shake Bureau

One of a series presented by members of the American Wood Council.

CIRCLE 58 ON READER SERVICE CARD

CORIAN® kitchen countertops at Rossmoor Leisure World, Laguna Hills, Calif.

"Leisure living is what we sell at Rossmoor. That's why we're using Du Pont CORIAN from coast to coast."

Robert Rosenwald, President, Rossmoor Corporation

"CORIAN is a good example of the product quality we provide in our Leisure World 'Total Living' concept," says Mr. Rosenwald. "We're developing communities from coast to coast and we're specifying vanity tops of CORIAN in the bathrooms and countertops of CORIAN in the kitchens.

"We like CORIAN for every reason you can think of. It's beautiful and it *stays* beautiful. Our customers want easy maintenance and that's what CORIAN offers. And we can schedule it onto the job with confidence: sheets are pre-cut in the shop, brought to the job site, and installed by our regular crews. CORIAN has everything."

Those are just some of the reasons why giant Rossmoor Corporation has CORIAN throughout its communities in Laguna Hills, California; Golden Hills, Arizona; Coconut Creek, Florida; Silver Springs, Maryland; Woodridge Center, Illinois, and Willow Hill, New Jersey.

Take advantage of the Practical Elegance of CORIAN® building products. CORIAN is available in sheet stock for custom surfaces (it can be worked with regular tools), kitchen countertops, wall wainscoting, bathtub and shower surrounds. One-piece molded vanity tops and bowls of CORIAN also available. For more information and the name of the distributor nearest you, write to Du Pont, Room 24412, Nemours Building, Wilmington, DE 19898.

DU PONT CORIAN® Building Products

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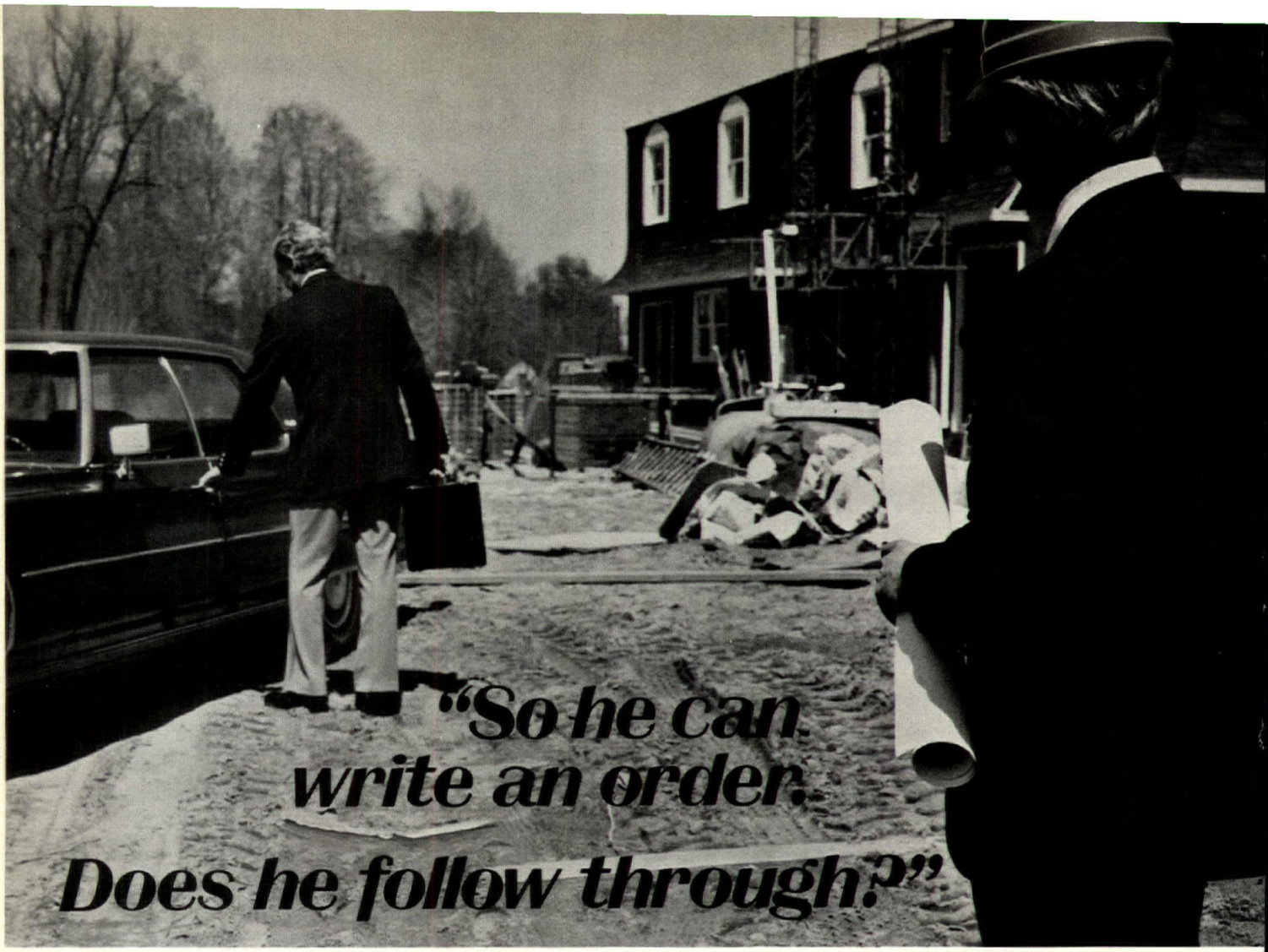


If he's one of the 140 Whirlpool builder territory managers, you can bank on it. For some very good reasons.

For starters, he *knows* the builder business and the problems you face in coping with the multiple housing industry crisis. And the importance of prompt handling, scheduling . . . and personal follow-through until on-time, at-site delivery is assured. To help you make it happen on the bottom line.

What's more, to paraphrase that long-running Broadway smash musical, he's got to *know the territory,* your territory. He *has to,* or he wouldn't be calling on you for Whirlpool. (If he's just another order taker, who needs him?)

One of the ways we make sure he's more than that, is by sending him through one of our Builder Seminars, conducted through the facilities of our ultra-modern Whirlpool Educational Center opened in 1963.

Here, builder territory managers from all over the country may participate in training programs to bone up on what's new in literally every phase of the building business. National, regional and local marketing trends and projections, Builder financing, merchandising, kitchen planning and Consulting Services, to name just a few.

All this, in addition to a thorough briefing on all our product lines . . . plus the post-sale peace of mind services Whirlpool offers, to help relieve you of service headaches after you turn over the keys.

The end result of these fact-filled, shirtsleeve sessions? Better-trained, builder-oriented territory managers who can and want to offer helpful counsel and earn your respect . . . both before and after they ask for your order for Whirlpool quality home appliances.

A call to your Whirlpool Distributor will bring one of these men you can bank on, in a hurry. (But only when your schedule permits. We know what your time is worth!)

Ask about

Help where it counts

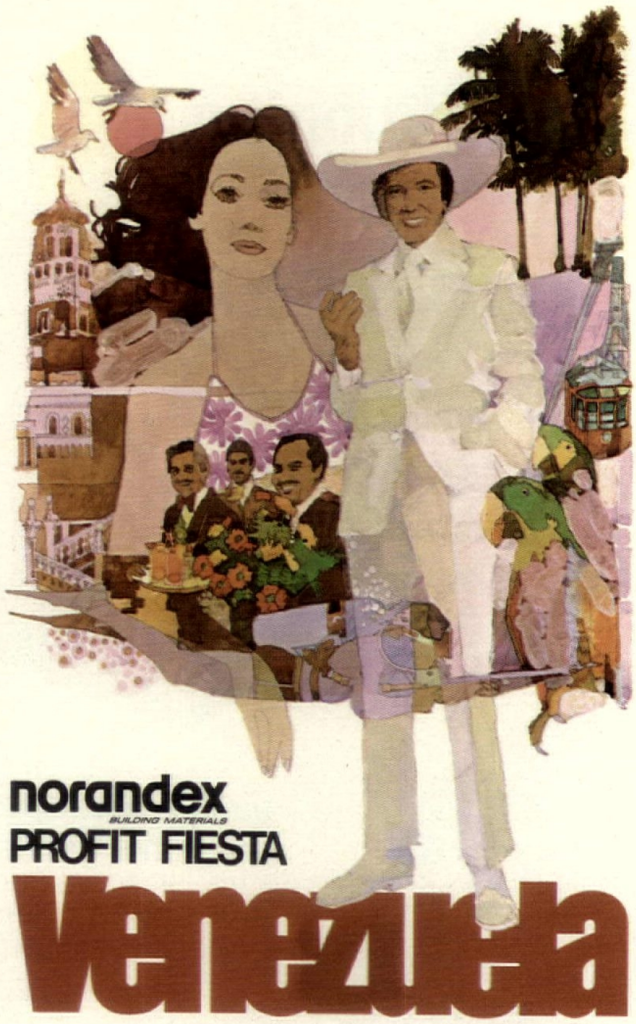
Whirlpool Distributor pre-sale and post-sale services.

Whirlpool CORPORATION

We believe quality can be beautiful

CIRCLE 60 ON READER SERVICE CARD

EVERYONE WHO WANTS TO SEE VENEZUELA, SAY "SI!"



The big Norandex Profit Fiesta takes you to glamorous Caracas and offers you over 1600 valuable gifts!

Carramba! Here's a program that has everything for everybody who sells Norandex products. Last year, you won points only for coil products. This year, you get points for the full Norandex line . . . coil products, windows, doors, rain-carrying equipment, cabinets, carpets, etc.

With each purchase of Norandex products, you get a specified number of points. You can spend them like dollars to "buy" terrific items from your Fiesta catalog. Or you can save them up and exchange them for a fantastic six days and five nights in glamorous Caracas, Venezuela!

The more Norandex products you sell in '75, the more profit you'll make and the more points you'll earn. Start thinking Norandex now. The Profit Fiesta starts in March and runs through November, 1975.

For complete information about the Norandex Profit Fiesta, call your Norandex representative right away!

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An Unexpected Value!

Buy a Whirlpool dishwasher with the Super Scour cycle for only $143.00* when you install Whirlpool Power Guard air conditioning.

Please your prospective customers and add unexpected value to your custom homes, with our His and Hers Special. Give her a Whirlpool dishwasher with four cycles and other features. It's a super value. Give him the benefits of Whirlpool Power Guard air conditioning.

The 4-cycle Whirlpool dishwasher has the Super Scour cycle to help handle stubborn, cooked-on foods. And Whirlpool Power Guard air conditioning uses less electricity to deliver a given amount of cooling than most other makes in the same BTUH capacity.

Use these two great Whirlpool products to help give unexpected value and more sales appeal to your custom homes! Call your local participating distributor today or write Whirlpool Heating & Cooling Products, P.O. Box 40202, Nashville, TN 37204.

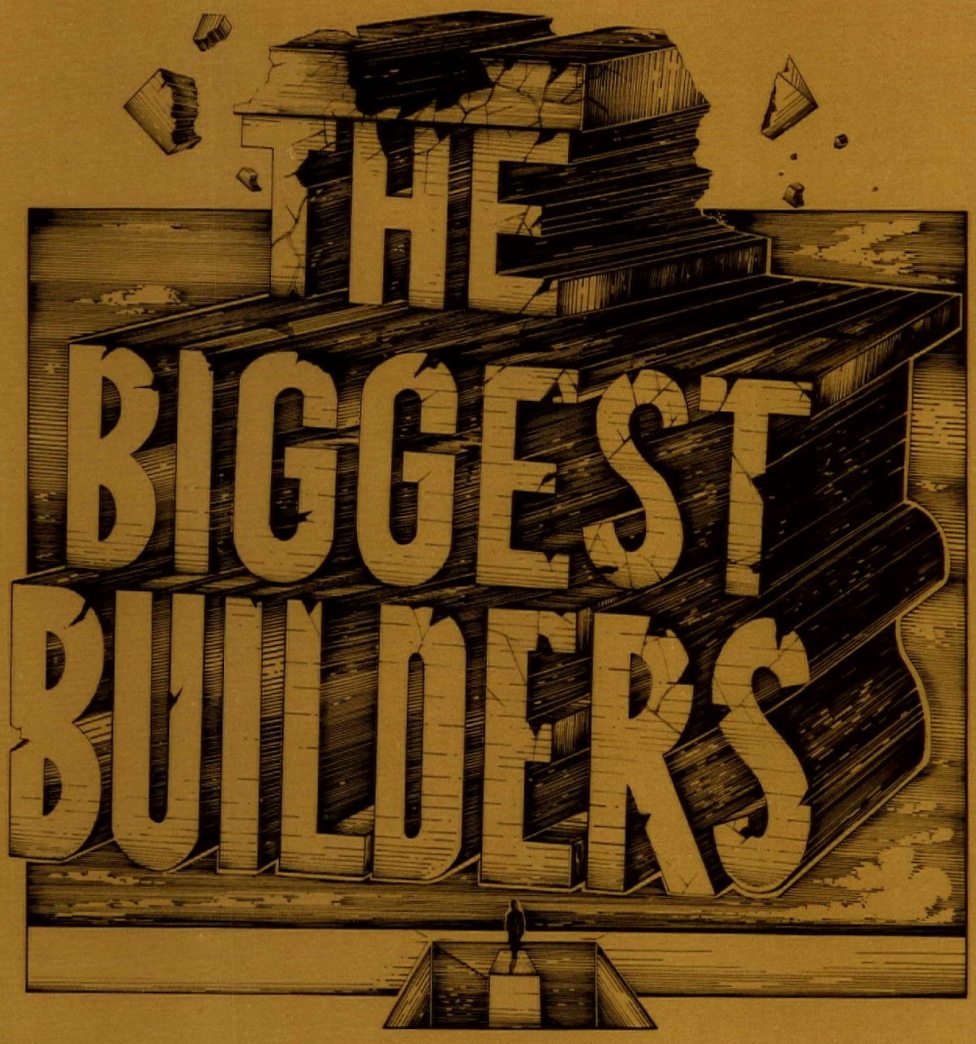
*Limited time offer, good only on under-counter model SAU-450. Installation cost, if any, not included. Manufacturer's suggested price; may vary with local participating distributor.

It's never too early . . .

Whirlpool

HEATING & COOLING PRODUCTS

CIRCLE 62 ON READER SERVICE CARD



HOW BAD DID THEY HURT IN 1974?

It depends on what you consider bad.

HOUSE & HOME's annual report shows that, like everyone else in housing, the big boys took their lumps. Production was down, profits were down, and many of the companies will close out the year deep in red ink.

Nor are there as many heads to count this year. In last year's report on 1973 there were 150 builders reporting 1,000 or more units built; 1974 closed out with fewer than 100 in that category.

But on the other side of the ledger, this year's report shows that bigness can be an asset as well as a liability. As a group, the biggest builders seem to have suffered less than the housing industry as a whole. And the financial clout that stems from having a strong parent corporation, from being publicly owned, or simply from being big and liquid is making it possible for many of the big boys to tread water on a break-even or slight-loss basis while they wait for things to get cheerful again.

Also, it looks as though the biggest builders will be first out of the blocks when the market starts to turn. They've been able to keep their staffs together (although most have a leaner and hungrier look), and they should have an easier time getting their financing—if for no other reason than that they survived the squeeze without mangling lenders in the process. Indeed, many of the big builders reported that they're starting to line up funds right now.

So it's a mixed situation, to put it mildly. And on the next dozen pages you'll find the basic ingredients of the mixture: Who were the biggest builders in 1974? What kind of housing did they build? What are their plans for this year? What were the main reasons for their successes—and their failures?

The answers start on the next page.

Who are the biggest builders, anyway?

The top ten in total volume

1. Jetero Corp.	8,000
2. U.S. Home Corp.	7,650
3. Ryan Homes Inc.	5,930
4. Centex Corp.	5,300*
5. Lincoln Property Co.	5,000
6. Kaufman & Broad, Inc.	4,900
7. Weyerhaeuser Real Estate Co.	4,650
8. Hallcraft Homes, Inc.	3,100
8. Edward Rose & Sons	3,100
9. Baker-Crow Co.	2,800

The top ten in rental housing

1. Jetero Corp.	8,000
2. Lincoln Property Co.	4,000
3. Edward Rose & Sons	2,800
4. Baker-Crow Co.	2,500
5. Deffet Companies	2,400*
6. Broadmoor Apartments	2,000
6. Forest City Enterprises	2,000
7. Condev Corp.	1,950
8. Blitman Construction Corp.	1,900
8. Sicash Builders, Inc.	1,900

The top eleven in detached houses

1. Ryan Homes, Inc.	5,180
2. U.S. Home Corp.	4,825**
3. Centex Corp.	3,800*
4. Weyerhaeuser Real Estate Co.	3,300
5. Kaufman & Broad, Inc.	2,800
6. Wood Brothers Homes, Inc.	2,400
7. The Larwin Group, Inc.	2,000*
7. Levitt & Sons	2,000*
8. Pulte Home Corp.	1,700
9. The Ryland Group, Inc.	1,500
9. Leadership Housing, Inc.	1,500

The top four in condo townhouses

1. Kaufman & Broad, Inc.	2,100
2. Olin-America, Inc.	1,200
3. Monesson and Co.	1,080
4. Lincoln Property Co.	1,000

The top five in condo apartments

1. Jerome Building Co.	2,000
2. Hunt Building Corp.	2,000
3. Cenvill Communities Inc.	1,200
4. Hallcraft Homes, Inc.	1,000
4. Centex Corp.	1,000

U.S. Home is not listed in either of the condominium rankings because its auditors do not break out the condominium types. Its condominium total: 1,775.

*HOUSE and HOME estimate.
**Company estimate to 2/28/75.

They are the companies that say they produced 1,000 or more housing units in 1974. For this report, HOUSE & HOME and *The Blue Book of Major Homebuilders* (see below) were able to identify 97 of them—a sizable, if not surprising, drop from the 150 reported for 1973.

There are almost certainly a few more. But plummeting production and a lot of red ink have made shrinking violets out of many companies, and several simply refused to divulge figures (see below).

Of the 97 biggest builders, 55 are privately owned, 21 are publicly held and 21 are subsidiaries of major non-real-estate corporations. As a group, they produced 182,000 units—or 13.5% of the national total.

How did they make out in '74?

All in all, not too badly—considering that housing as a whole went to hell in a handbasket and that a few of the biggest companies suffered monumental disasters.

Their average production dropped to 1,900 units from 2,300 in 1973—or only about 17% compared with 35% for the industry as a whole.

And for the 67 companies reporting their dollar volume, the average was down to $46.2 million from $65 million the year before—or roughly 29%.

There's a lot of grief in the 12-percentage-point difference between the drop in production and the decline in volume. It shows that, as a group, the biggest builders overbuilt their sales to more than a modest degree, piling up inventory that must be worked off before new housing can be put on the market.

Two of the worst examples: The Ervin Co., American Cyanamid's big housing subsidiary, which wound up the year with 1,800 unsold units, which, together with an undetermined land inventory, was reflected by $206 million in debts. And ITT's Levitt and Sons entered the new year with an inventory of between $175 to $225 million in land, materials and new construction.

Then there is the all-important question of profit margins. Private companies aren't about to answer that one—for understandable reasons. But the table on the facing page shows the latest available data from 21 public companies, whose profit and loss figures are a matter of public record, and also from five subsidiaries whose figures were broken out of those of the parent corporations.

Surprisingly, 16 of the 26 companies most of them reporting after three quarters were still in the black. But profits were generally low—average return on sales was only 3.4%—and for some companies it was microscopic.

At the other end of the scale, some of the losses can only be described as spectacular. Five of the ten losers had operating losses ranging from $11 million to more than $7 million.

What kind of housing did they build?

Proportionately, their 1974 product mix was about the same as in 1973: 44% rental units, 29% attached and multifamily units for sale and 27% detached single-family houses. By contrast, the industry as a whole put the bulk of its production (53%) into single-family detached and dropped its proportion of rental units from 38% in 1973 to just 30% in 1974.

Was their bigness an asset or a liability?

In brief, both.

If the biggest builders fared somewhat better than the rest of the industry, it was largely because they had the financial clout that stems from sheer size or from having a rich corporate parent. They could get money when smaller companies couldn't and they could hang on when the tickin money meter was killing smaller companies.

But sheer size was also a liability, and for public companies and subsidiaries, so was the overshadowing presence of stockholders and corporate parents. There was, for instance, a strong tendency to force the market, even when all signs said slow down or stop. The result: acres of standing inventory eating up interest. Significantly, some of the worst clobberings were taken by companies that have non-real-estate-oriented parents. Examples: Levitt, Larwin and Ervin (see profit-and-loss table).

Another problem was working in distant unfamiliar markets, which most of the biggest builders must do to maintain volume. This can be risky even in good times; under 1974 conditions it was sometimes disastrous. Note that two of the most successful multi-city builders—U.S. Home and Lin

coln Property—are really agglomerates of many smaller companies which are solidly entrenched in their local markets.

Finally, there was the problem of banking land to service huge volumes. That's always a dangerous proposition; add plummeting sales plus skyrocketing money costs, and trouble is guaranteed.

What are their plans for 1975?

Varied, to put it mildly. Of the 97 biggest builders, only 57 were willing to estimate their '75 production as '74 came to a close. Those estimates average out to a cutback of slightly more than 20%.

Five builders said their '75 production would be the same as in '74.

Thirteen builders said they will boost their output by anywhere from 2% to 25%. Average increase: 12%.

Thirty-five builders were planning on cutbacks ranging from 3% to 100% (the latter by a West Coast company that builds rental apartments for the singles market). Average decrease: 33%.

26 Public Companies: their profits—and losses

Company (Period covered in parentheses)	Revenue	Profit or (loss)	Return on sales
Centex Corp. (1/74-9/74)	$233,233,000	$ 9,155,000	3.9%
Cenvill Communities, Inc. (11/73-7/74)	30,981,000	1,500,000	4.8
The Ervin Co. (1/74-12/74)	73,000,000	(11,000,000) write-off: 50,000,000	
Forest City Enterprises (2/74-10/74)	144,401,000	(843,000)	
General Development Corp. (1/74-9/74)	113,707,000	7,928,000	7.0
Hallcraft Homes, Inc. (4/73-4/74)	93,767,000	(7,500,000)	
Homewood Corp. (1/74-9/74)	21,433,000	1,200,000	5.5
Hunt Building Corp. (8/73-8/74)	70,000,000	(1,300,000)	
Kaufman & Broad, Inc. (12/73-8/74)	167,851,000	(16,900,000)	
The Larwin Group, Inc. (1/74-9/74)		(74,299,000)	
Leisure Technology (3/74-9/74)	18,734,000	(582,000)	
The Lennar Corp. (12/73-8/74)	56,876,000	1,600,000	2.8
Levitt & Sons (12/73-12/74)	150,000,000 (est.)	(20,000,000+) (est.)	
Prel Corp. (1/74-6/74)	34,390,000	108,000	.3
The Presley Companies (2/74-10/74)	58,396,000	1,100,000	1.9
Pulte Home Corp. (1/74-9/74)	39,917,000	146,000	.4
The Robino-Ladd Co. (1/74-6/74)	25,615,000	(313,000)	
Rossmor Corp. (9/73-9/74)	63,500,000	2,900,000	4.6
Ryan Homes, Inc. (1/74-9/74)	137,641,000	6,500,000	4.7
The Ryland Group, Inc. (1/74-9/74)	43,121,000	1,600,000	3.7
Shapell Industries, Inc. (1/74-9/74)	78,886,000	5,060,000	6.4
Singer Housing Co. (1/74-9/74)	77,343,000	310,000	.4
Standard-Pacific Corp. (1/74-9/74)	32,261,000	1,400,000	4.3
U.S. Home Corp. (2/74-2/75)	238,299,000 (est.)	2,407,000 (est.)	1.0
Valley Forge Corp. (1/74-6/74)	25,800,000	(16,200,000)	
Del E. Webb Corp. (1/74-9/74)	233,829,000	4,900,000	2.1

How this report was put together

Its basic source is the tenth annual *Blue Book of Major Home Builders,** a compendium of facts and figures on the largest homebuilding companies. Late last year, thousands of firms were sent questionnaires for the 1975 edition; 650 sent back enough data for detailed inclusion in the book, and some 350 are listed with fewer details.

For this report, HOUSE & HOME Associate Editor Mike Robinson checked, and in some cases updated and supplemented, the *Blue Book* data on companies that produced 1,000 or more units last year. His final figures came from SEC data, Standard & Poor's, and interviews with builders themselves.

*The *Blue Book* is published by CMR Associates Inc., 2152 Defense Highway, Crofton, Md. 21113. It sells for $94.50; regional editions cost $34.50.

How to read the tables in this report

In those instances where HOUSE & HOME estimated production or revenue figures, the note "est." is used. Otherwise, the figures are company estimates of year-end performance gathered from October through December.

Unless otherwise noted, "housing units built" indicates that units were completed but not necessarily sold. Mobile home production is not included.

"Dollar-volume total" includes all revenues received, with breakouts for sales and rental income. Dollar totals don't include rental or commercial projects built for the builder's own account or with borrowed funds, unless the project was sold.

"Rental units sold" refers to projects sold to investors.

On the next ten pages you'll see how the country's biggest builders made out in 1974.

Company	Public?	Market areas	units built 1972 Total	197 Tot
Altman Construction Corp. East Lansing, Mich.	no	Saginaw (33%), Kalamazoo (33%), Lansing (33%), Mich.	595	1,0
American Continental Homes, Inc. Cincinnati, Ohio	yes	Phoenix, Flagstaff, Ariz. (75%); Denver (6%), Colo.; Los Angeles (10%), Calif.; Cincinnati (3%), Ohio; Chicago (6%), Ill.	2,336	2,7
American Housing Guild San Diego, Calif.	no	San Diego, Los Angeles, Calif.; Columbus, Ohio	2,300	2,2
B. B. Andersen Companies Topeka, Kans.	no	Colo. (30%); Kans. (20%); Mo. (20%); Tex. (10%); Wyo. (5%); S.D. (5%); Utah (5%); Ark. (5%)	402	9
Avco Community Developers, Inc. La Jolla, Calif.	yes	Laguna Niguel (32%), San Diego (28%), Encinitas (15%), San Jose (5%), Calif.; Macon (5%), Ga.; Phoenix, Tucson, Ariz. (15%).	2,221	2,3
Baker-Crow Co. Dallas, Tex.	no	Dallas, San Antonio, Fort Worth, Tyler-Longview, Austin, Tex. (60%); Shreveport, La.; Denver, Colo.; Little Rock, Ark.; Oklahoma City, Okla.	1,250	1,7
Stephen C. Baytos & Assoc. Youngstown, Ohio	no	Pa. (62%); Ohio (21%); N.C. (17%)	868	1,2
Beacon Construction Co. Boston, Mass.	no	Harrisburg, Pa.; Rochester, N.Y.; Richmond, Va.	1,500	2,0
Beechwood Park, Inc. Cleveland, Ohio	no	Cuyahoga Co., Lake Co., Ohio (95%); Las Vegas (5%), Nev.	995	1,5
Blitman Construction Corp. New York, N.Y.	no	New York (76%), N.Y.; Boston (20%), Mass.; Washington, D.C. (3%); Sarasota (1%), Fla.		
Jack W. Blumenfeld & Co. Broomall, Pa.	no	Philadelphia (30%), Montgomery Co. (30%), Delaware Co., Chester Co., Carlisle, Lebanon, Wilkes-Barre, Pa.; Margate, N.J.	808	1,7
Broadmoor Apartments Clayton, Mo.	no	Minn. (25%); S.C., Ala., Tenn., Miss., Ark. (75%)		1,8
M. J. Brock & Sons, Inc. Los Angeles, Calif.	yes	Sacramento (40%), Calif., Southern California (20%); Clearwater (15%), Fla.; Colorado Springs (10%), Colo.; Philadelphia (15%), Pa.	935	1,4
Bruce Properties Co. Clayton, Mo.	no	St. Louis (90%), Kansas City (10%), Mo.	550	5
Caldwell Development Corp. Williamsville, N.Y.	no	Amherst (60%), Troy, Batavia, Buffalo, Salamanca, Ithaca, Grand Island, N.Y.; Waterbury, Conn.; Pontiac (15%), Mich.	1,050	9
Centex Corp. Dallas, Tex.	yes	Chicago, Ill.; Dallas, Houston, Tex.; N.Y.; Northern N.J.; St. Petersburg, Miami, Fla.; San Francisco, Calif.; Washington, D.C.	6,900	6,8
Cenvill Communities, Inc. West Palm Beach, Fla.	yes	West Palm Beach, Deerfield Beach, Fla.	2,148	2,3
Clarke-Frates Corp. Dallas, Tex.	no	Dallas-Fort Worth, San Antonio, Austin, Tex.; Tulsa, Oklahoma City, Okla.; N.C.	850	1,2
Condev Corp. Winter Park, Fla.	no	Orlando (34%), Jacksonville (16%), New Smyrna Beach/Melbourne/Lakeland (12%), Tampa/St. Petersburg/Clearwater (30%), Sarasota (8%), Fla.	1,128	1,9
Construction General, Inc. Silver Spring, Md.	no	Washington, D.C. (75%); Eastern Shore Maryland (5%), Baltimore (10%), Md.; N.C. (10%)	804	6

	1974 For sale		For rent		1974 Dollar volume (in thousands) Total	Sales Income	Rental Income	Notes
0	TH	118	GA	982				More than 200 units started under FHA Section 236.
6	DH TH	890 620	GA	176				An American Financial Corp. subsidiary.
0	DH TH	1,300 200	GA	1,200	**64,000**			$40,000,000 in construction loans, $50,000,000 permanent financing anticipated for 1975.
1	DH TH M-HR	150 700 211			**27,000**	18,000		Total includes: $1,000,000 in land sales; $8,000,000 in non-residential sales/rentals. Fourteen non-residential projects were built at a cost of $24,000,000.
6	DH TH	660 540	GA	116	**76,800***	56,900		*Fiscal year ends 11/30/74. Total includes: $7,900,000 in land sales; $2,100,000 from rental unit sales. An AVCO Corp. subsidiary.
0	TH	300	GA	2,500	**40,000**			$30,000,000 in construction loans, $30,000,000 permanent financing anticipated for 1975 to build 1,200 rental garden apartments.
5	DH TH	405 780	TH	90	**54,300**	1,300		Total includes: $1,400,000 in land sales; $11,600,000 from rental unit sales; $40,000,000 in non-residential sales/rentals.
0	DH	50	TH M-HR	950 1,000	**50,000**			
0			M-HR	1,000	**7,500 (est.)**			$20,000,000 in construction loans, $20,000,000 permanent financing anticipated for 1975.
0			M-HR	1,900				1,350 units started under HUD programs in 1974. Four non-residential projects were built at a cost of $36,500,000.
5			M-HR	1,255	**4,000**		4,000	Switch to for-sale housing—townhouses, garden apartments and highrise units—planned for 1975.
0			GA	2,000	**35,500**		8,000	Total includes: $1,000,000 in land sales; $25,000,000 from rental unit sales; $1,500,000 in non-residential sales/rentals.
0	DH TH	800 200			**50,000**			An INA Corp. subsidiary.
4	TH GA	104 35	TH GA	350 500	**10,200**	1,500	3,000	Total includes: $5,500,000 from rental unit sales; $200,000 in non-residential sales/rentals. $5,000,000 in commercial construction planned for 1975.
7*	DH TH	100 500	TH GA	177 750	**26,700***	8,400	5,400	*Fiscal year ends 3/31/74. Total includes: $4,200,000 in land sales; $4,200,000 from rental unit sales; $4,500,000 in non-residential sales/rentals.
0 .)	DH M-HR	3,800 1,000 (est.)	M-HR	500	**233,233***			*For nine months ending 9/30/74; net income, $9,155,000—a 3.9% return on sales. Fox & Jacobs division: 2,600 single-family units.
0	GA M-HR	1,200 1,200			**30,981***	30,981		*For nine months ending 7/31/74: net income, $1,500,000. Revenues down .87%, but net income down 69% from 1973.
0	TH	250	GA	1,250	**18,500**	2,500	7,500	Total includes: $3,500,000 in land sales; $5,000,000 from rental unit sales. $15,000,000 in construction for own account.
0	DH	50	GA	1,950	**20,000**			$20,000,000 in construction loans, $20,000,000 permanent financing anticipated for 1975 to build 2,000 garden apartments.
3	TH M-HR	233 408	GA M-HR	424 218	**26,400**	3,500		Total includes: $1,200,000 in land sales; $1,700,000 from rental unit sales; $4,000,000 non-residential sales/rentals; $16,000,000 in general contracting.

DH—single-family detached TH—townhouses, duplexes, triplexes, fourplexes GA—garden apartments M-HR—medium to highrise

Company	Public?	Market areas	units built 1972 Total	197 Tot
Covington Properties, Inc. Land O' Lakes, Fla.	no	Tampa, Fla.		1,1
Deffet Companies Columbus, Ohio	no	Columbus, Cincinnati, Ohio (50%); Memphis, Knoxville, Nashville, Oak Ridge, Tenn. (50%)	2,300	2,6
The Deltona Corp. Miami, Fla.	yes	Marion Oaks (32%), Deltona (5%), Spring Hill (8%), Citrus Springs (10%); Sunny Hills (10%); Pine Ridge (8%); Marco Island (22%), St. Augustine (5%), Fla.	1,165	1,4
Development Corp. of America Hollywood, Fla.	yes	Ft. Lauderdale/Hollywood (75%), Naples (3%), Orlando (2%), Fla.; N.J. (10%); Puerto Rico (10%).		2,4
Ditz-Crane San Francisco, Calif.	yes	San Francisco (75%), Calif.; Chicago (2%), Ill.; Phoenix (9%), Ariz.; Portland (4%), Ore.; Hawaii (9%); Colo. (1%).	980	1,0
Duffel Financial & Construction Co. Concord, Calif.	no	Contra Costa Co. (45%), Fresno (20%), Marin (15%), Calif.; Reno (20%), Nev.	900	1,1
Ecoscience, Inc. Van Nuys, Calif.	no	Los Angeles/Orange Co. (45%), Oxnard (5%), Twentynine Palms (10%), Calif.; Newport News (30%), Va.; Las Vegas (5%), Nev.; Clovis (5%), N.M.	441	1,4
The Ervin Co. Charlotte, N.C.	yes	Washington, D.C.; Richmond, Chesapeake, Va.; Greensboro, Raleigh, Durham, Chapel Hill, Lincolnton, N.C.		4,7
Federal Projects Construction Sacramento, Calif.	no	Northern California (75%); Boise (15%), Idaho; Denver (10%), Colo.	500	1,0
The Financial Corp. of North America Kansas City, Mo.	no	St. Petersburg/Miami (40%), Fla.; Kansas City, Mo./Kansas City, Kans. (35%); Wichita (15%), Kans.; Dallas (10%), Tex.	900	1,0
The Flatley Co. Braintree, Mass.	no	Boston (42%), Framingham/Worcester (23%), Brigewater/Fall River (10%), Mass.; Nashua (12%), N.H.; Providence, R.I.; Waterbury, Conn.; Boca Raton, Fla.		4,7
Forest City Enterprises, Inc. Cleveland, Ohio	yes	Ohio; N.Y.; Pa.; Mich.; Colo.; Ariz.; Fla.; Calif.	3,700	4,8
General Development Corp. Miami, Fla.	yes	Port Charlotte (42%), Port St. Lucie (34%), Port Malabar (21%), Port LaBelle (3%), Fla.	1,000	1,9
General Mechanical Corp. Virginia Beach, Va.	no	Virginia Beach (30%), Newport News (20%), Portsmouth (10%), Roanoke (5%), Richmond (20%), Va.; Greensboro, N.C.; Columbia, S.C.; Augusta, Ga.	156	8
Gold Crown, Inc. Kansas City, Kans.	no	Denver (40%), Colo.; Greensboro (30%), N.C.; Wichita (15%), Kans.; Charlotte (10%), N.C.; Orlando (5%), Fla.	670	1,2
Arthur G. Grandlich Assoc., Inc. Madison, Wis.	no	Madison, Milwaukee, Wis. (50%); Key Biscayne, Ft. Lauderdale, Fla. (50%).	760	1,8
Robert H. Grant Corp. Newport Beach, Calif.	yes	San Jose/Manen Co./Palo Alto (30%), Los Angeles/Orange Co. (24%), Calif.; Oahu (25%), Hawaii; Phoenix, Tempe, Ariz. (13%); Tampa (8%), Fla.	2,400	1,5
Gumenick Properties Richmond, Va.	no	Richmond (80%), Norfolk (20%), Va.	1,000	1,2
Hallcraft Homes, Inc. Phoenix, Ariz.	yes	Phoenix (55%), Ariz.; Los Angeles (7%), San Diego (19%), Calif.; Denver (19%), Colo.	3,500	4,1
Thomas P. Harkins, Inc. Silver Spring, Md.	no	Alexandria, Fairfax, Front Royal, Lynchburg, Fredericksburg, Va. (45%); Md. (40%); Washington, D.C. (10%); N.J. (5%)	3,090	2,8

1974 For sale	For rent	1974 Dollar volume (in thousands) Total	Sales Income	Rental Income	Notes
DH 800 TH 200					
	2,400 (est.)	**32,500 (est.)**			No 1975 starts planned until mid-year.
DH 800 GA 84 M-HR 265		**126,300**	34,600		Total includes: $45,200,000 in land sales; $8,700,000 non-residential sales/rentals; $37,800,000 from lumber sales and utilities.
DH 1,100 TH 150 GA 950		**66,000**	64,500		Total includes: $1,500,000 from land sales. At midyear, sales down 20%; net income down 50%.
DH 850 TH 450		**50,000**			$25,000,000 in construction loans, $50,000,000 permanent financing anticipated for 1975. A Foremost-McKesson, Inc. subsidiary.
TH 150	GA 1,050	**10,600**	3,400	700	Total includes: $1,500,000 in land sales; $3,000,000 from rental unit sales; $2,000,000 non-residential sales/rentals.
DH 175 TH 500 GA 824		**16,500**			Three non-residential projects built at a cost of $5,300,000.
		73,000	55,000		*Units sold. Parent, American Cyanamid, wrote off $50,000,000 in pre-tax equity and debt. 1974 loss: $11,000,000. Inventory: 1,800 units. Owes 41 banks $206,000,000.
	TH 204 GA 983	**27,000**			$20,000,000 in construction loans, $30,000,000 permanent financing anticipated for 1975. Formerly Camellia Construction.
TH 500 GA 500 M-HR 250	GA 600 M-HR 250	**50,500**	17,500		Total includes: $3,000,000 in land sales; $30,000,000 from rental unit sales. $35,000,000-$60,000,000 in construction loans anticipated for 1975.
GA 96	GA 880 M-HR 288				Seven non-residential projects built at a cost of $9,700,000.
DH 225 TH 225	M-HR 2,000	**144,401***			*For nine months ending 10/31/74; deficit, $843,000. Revenue sources 1973-74 include: retail stores (36.7%); contracting (33%); home/commercial construction (14%).
DH 1,130		**150,000**			*Units closed. For nine months ending 9/30/74: sales, $113,707,000; net income, $7,928,000—a 7% return on sales.
TH 300	GA 1,100 M-HR 110	**20,600***			*Estimate for year ending 2/28/75. Total includes: $14,900,000 in rental unit sales; $1,800,000 non-residential sales/rentals; $3,900,000 from subcontracting.
	TH 1,120	**2,200**			$10,000,000 in construction loans, $10,000,000 permanent financing anticipated for 1975.
TH 26 GA 16 M-HR 186	GA 1,386	**43,000**			$20,000,000 in permanent financing to cover a total volume of 722 units anticipated for 1975—a 55% drop.
DH 826 TH 700		**30,000**			$91,000,000 volume for 1973—a 67% drop in 1974. A Santa Anita Consolidated subsidiary.
DH 200	TH 400 GA 800				
DH 1,400 TH 700 GA 1,000		**93,767***	93,767		*Fiscal year ends 4/30/74; deficit, $7,500,000. Quarter ending 7/31/74: sales, $7,300,000; deficit, $2,000,000. Trading of company stock halted as of 3/27/74.
TH 60 GA 32 M-HR 204	TH 60 GA 413 M-HR 531	**30,700**			

DH—single-family detached TH—townhouses, duplexes, triplexes, fourplexes GA—garden apartments M-HR—medium to highrise

Company	Public?	Market areas	units built 1972 Total	units built 197 Tot
Hartsville Construction Co. Warrington, Pa.	yes	Bethlehem (30%), Reading (20%), Quakertown (5%), Pottstown (12%), Downingtown (16%), Middletown (2%), Pa.; Cherry Hill (15%), N.J.	1,238	1,4
Henderson Properties, Inc. Oklahoma City, Okla.	no	Oklahoma City (60%), Okla.; Shreveport (15%), Baton Rouge (5%), La.; Little Rock (5%), Ft. Smith (15%), Ark.	1,500	1,5
Highland Construction Co. Southfield, Mich.	no	Detroit, Mich.	2,498	3,0
Homewood Corp. Columbus, Ohio	yes	Columbus (40%), Dayton, Ohio; Indianapolis, Ind.; Louisville, Ky.; Atlanta, Ga.; Homestead, Fla.; Detroit, Mich.; Puerto Rico (25%)	1,850	1,7
Housing Systems, Inc. Atlanta, Ga.	yes	Atlanta, Ga.; Birmingham, Ala.	900	1,9
Hunt Building Corp. El Paso, Tex.	yes	Colorado Springs, Colo.; Albuquerque, N.M.; Dover, Del.; Columbia, S.C.; Charlotte, N.C.; Washington, D.C.; Mobile, Ala.; Tex.; Mo.	2,500	2,2
Inland Steel Urban Development Corp. Chicago, Ill.	yes	San Francisco, Calif.; Washington, D.C.; Fort Wayne, Ind.; Detroit, Grand Rapids, Mich.; Rochester, Yonkers, N.Y.; Ohio; Tenn.; Ill.	2,168	2,2
Jagger Associates, Inc. Austin, Tex.	no	Austin (40%), Dallas (40%), San Antonio (20%), Tex.	800	1,0
Jerome Building Co. Southfield, Mich.	no	Pontiac (30%), Ortonville (25%), Ypsilanti (20%), St. Clair Shores/ Mt. Clemens (15%), Detroit (5%), Ann Arbor (5%), Mich.	1,900	8
Jetero Corp. Houston, Tex.	yes	Orlando (20%), Jacksonville (10%), Fla.; Tulsa (10%), Okla.; Nashville (10%), Memphis (20%), Tenn.; Brownsville (5%), Houston (20%), San Antonio (5%), Tex.	5,500	6,0
Kaufman & Broad, Inc. Los Angeles, Calif.	yes	New England; Ill.; Mich.; Calif.; Toronto, Montreal, Canada; Paris, Marseille, France; Frankfurt, W. Germany.	8,198	6,3
KBL Development Co. Beverly Hills, Calif.	no	Los Angeles, Calif.	645	8
The Klingbeil Co. Columbus, Ohio	no	Columbus, Dayton, Ohio; Indianapolis, Ind.; Denver, Colo.; Richmond, Va.; San Francisco, Los Angeles, Calif.; N.C.; Tenn.; N.J.	5,050	5,7
The Korman Corp. Jenkintown, Pa.	no	Pa. (70%); N.J. (30%)	1,800	1,6
The Kramer Co. Columbus, Ohio	no	Columbus (23%), Oxford, Ohio; Charlotte, Wilmington, Asheville, Hickory, N.C. (46%); Richmond, Va.; Indianapolis, Ft. Wayne, Ind.; S.C.		9
The Larwin Group, Inc. Beverly Hills, Calif.	yes	Los Angeles, San Diego, San Francisco, Sacramento, Calif.; Nev.	6,314	3,5
Leadership Housing, Inc. Ft. Lauderdale, Fla.	yes	Ft. Lauderdale, Miami, Tampa, Boca Raton, Fla.; Reno, Nev.; Honolulu, Hawaii; Dallas, Tex.; Tucson, Ariz.; Calif.	2,800	5,0
Leisure Technology Corp. Lakewood, N.J.	yes	Pa.; N.Y.; N.J.; Ill.; Calif.; Fla.	1,750	1,9
The Lennar Corp. Miami, Fla.	yes	Miami (42%), St. Petersburg, Bradenton, Fla.; Detroit, Mich.; Columbus, Ohio; Covington, Ky.; Minneapolis, Minn.; Phoenix, Ariz.; Atlanta, Ga.	2,146	3,1
Levitt & Sons, Inc. Lake Success, N.Y.	yes	Calif.; Seattle, Wash.; Phoenix, Tucson, Ariz.; N.H.; Long Island, N.Y.; Washington, D.C.; N.J.; Fla.; Ill.; Mich.; Puerto Rico; France; Canada.	10,536	7,3

1974 For sale		1974 For rent		1974 Dollar volume (in thousands) Total	Sales Income	Rental Income	Notes
DH	100	GA	1,267	**24,700**	20,000	2,200	Total includes: $2,500,000 from rental unit sales. $38,000,000 in construction loans anticipated for 1975. A Pennstar Co. subsidiary.
TH	260						
DH	20	TH	20	**25,600**	600	4,000	Total includes: $8,500,000 non-residential sales/rentals. $20,000,000 in construction loans, $20,000,000 permanent financing anticipated for 1975.
		GA	1,273				
DH	75	TH	1,300				500 units started under FHA Section 236.
DH	900	TH	350	**31,000**			Sales for nine months ending 9/30/74: $21,433,000; net income, $1,200,000.
GA	300	GA	700	**3,500***			*Company estimate for fiscal year ending 4/30/75.
GA	1,800			**70,000***			*Fiscal year ends 8/31/74; $1,300,000 deficit. 500 units of public housing and 1500 units of military housing were started.
M-HR	200						
DH	250	TH	50				Subsidiaries include: Allstate Homes, Inc. (Detroit); Inland Steel Development Corp. (Madison, Wis.); Jewel Builders, Inc. (Ohio); Inland- Scholz Housing Sys. (Mich.).
TH	50	GA	1,000				
		M-HR	150				
DH	50	GA	1,000	**16,300**	600		Total includes: $500,000 in land sales; $11,500,000 from rental unit sales; $2,200,000 in non-residential sales/rentals.
DH	100			**5,400**	3,000	1,000	Total includes: $1,000,000 in non-residential sales/rentals.
GA	500						
M-HR	1,500						
		TH	1,000	**35,000**			Total includes: $31,500,000 from rental unit sales. For nine months ending 9/30/74: revenue, $20,817,000; deficit $108,000. $30,000,000 permanent financing for 1975.
		GA	7,000				
DH	2,800			**167,851***			*For nine months ending 8/31/74; deficit, $16,900,000. First nine months of 1973: income, $192,200,000; net income, $18,400,000.
TH	2,100						
GA	600	GA	400	**10,200**		3,000	Total includes: $7,200,000 from rental unit sales. Firm joint ventures with financial corporations, banks and private investors.
DH	100	GA	600	**74,200**	32,000	38,000	Total includes: $1,700,000 from rental unit sales; $2,500,000 in land sales. $25,000,000 in construction loans anticipated for 1975.
TH	700						
DH	100	GA	350	**49,900**	19,000	16,000	Total includes: $6,000,000 from rental unit sales; $6,200,000 non-residential sales/rentals; $2,100,000 from management and development fees.
TH	500	M-HR	300				
DH	14	TH	851	**6,200***	300	2,700	*Fiscal year ends 10/31/74. Total includes: $1,900,000 in land sales; $1,300,000 from rental unit sales. $40,000,000 in construction loans anticipated for 1975.
		GA	623				
DH	2,000 (est.)						$74,299,000 operating loss for nine months ending 9/30/74. Retrenching to a Calif.-Nev. operation. Parent, CNA Financial, taken over by Loews 12/11/74.
DH	1,500	GA	400	**100,630**	82,000		Total includes: $8,900,000 from rental unit sales; $76,000,000 in construction loans, $65,000,000 permanent financing anticipated for 1975. A Cerro Corp. subsidiary.
TH	800						
				18,734*	18,734*		*For six months ending 9/30/74; deficit, $582,000. Sales for the same period in 1973: $33,900,000; net income, $2,500,000. 14 communities being built out.
				56,876*	56,876*		*For nine months ending 8/31/74; net income, $1,600,000.
	2,000 (est.)			**150,000 (est.)**			Estimated 1974 loss: $20,000,000 and up, depending on write-offs. 1973 loss: $14,000,000. 1972: almost broke even. AN ITT subsidiary, employs 1,200 vs. 3,000 in 1972.

DH—single-family detached TH—townhouses, duplexes, triplexes, fourplexes GA—garden apartments M-HR—medium to highrise

Company	Public?	Market areas	units built 1972 Total	units built 1973 Total
Lincoln Property Co. Dallas, Tex.	no	Ariz.; Calif.; Colo.; Fla.; Ill.; Mass.; Mo.; Nev.; N.J.; N.C.; Okla.; Ore.; Pa.; S.C.; Tex.; Va.; Wash.; Washington, D.C.; Canada; Europe	7,500	9,00
Majestic Builders Corp. Chevy Chase, Md.	no	Alexandria (35%), Virginia Beach (15%), Newport News (15%), Va.; Chevy Chase (10%); Gaithersburg (5%), Md.; Washington, D.C. (15%); York (5%), Pa.	850	1,10
Mathews-Philips, Inc. Pittsburgh, Pa.	no	Washington, D.C. (50%); Ann Arbor (40%), Grand Rapids (10%), Mich.		3,00
Mission Viejo Co. Mission Viejo, Calif.	yes	Mission Viejo, Fresno, Calif.; Aurora, Colo.; Tempe, Ariz.	1,661*	1,65
Monesson and Co. Dallas, Tex.	no	Dallas (40%), Austin (10%), Tex.; Indianapolis (10%), Ind.; Tulsa (10%), Okla.; Ga. (30%).	991	95
Norman Construction Co. Minneapolis, Minn.	no	Chicago (75%), Ill.; Ft. Lauderdale (25%), Fla.		1,30
Northwestern Construction Co. Itasca, Ill.	no	Chicago, Ill.	800	1,90
Olin-American, Inc. Dallas, Tex.	yes	Washington, D.C.; Baltimore, Md.; Phoenix, Ariz.; San Francisco, Oakland, San Jose, Sacramento, Calif.; Denver, Colo.; El Paso, Dallas, Tex.; Va.; N.M.	3,450	3,00
Oxford Development Corp. Indianapolis, Ind.	no	Ind. (31%); Ill. (20%); Ala. (10%); Ga. (10%); Ohio (10%); Ky. (5%); Fla. (5%); Tenn. (5%); Mich. (2%); Mass. (2%)	2,800	2,20
Prel Corp. Saddle Brook, N.J.	yes	N.J. (70%); Lansing (10%), Mich.; Allentown (3%), Pa.; Rockland Co., Staten Island, N.Y. (12%); Elkton (4%), Md.; Sunrise (1%), Fla.	1,200	1,50
The Presley Companies Newport Beach, Calif.	yes	Southern San Francisco Bay, Calif.; Phoenix, Ariz.; Chicago, Ill.; Washington, D.C.; Albuquerque, N.M.	2,371	2,30
Pulte Home Corp. West Bloomfield, Mich.	yes	Colo. (38%); Mich. (12%); Md. (13%); Ill. (11%); Ga. (8%); Va. (2%); Pa. (6%); Puerto Rico (10%)	2,327	2,60
R&B Development Co. Los Angeles, Calif.	no	Los Angeles (59%), San Diego (10%), San Francisco (8%), Calif.; Houston (5%), Tex.; Phoenix (4%), Ariz.; Falls Church (14%), Va.	3,000	2,80
Realtek Industries, Inc. Cleveland, Ohio	no	Detroit (60%), Mich.; Cleveland, Akron, Ohio (30%); Erie (5%), Pa.; Fla. (5%)	1,200	2,00
Republic Development Corp. Detroit, Mich.	no	Detroit (90%), Lansing (8%), Mich. West Palm Beach, Fla.	916	1,00
The Robino-Ladd Co. Wilmington, Del.	yes	Del.; Pa.; N.J.; Md.; Ill.; Wis.; Fla.; Puerto Rico	1,898	2,62
Edward Rose & Sons Southfield, Mich.	no	Ill.; Wis.; Mich.; Ind.; Ohio	2,700	3,00
Sidney J. Rosenthal & Assoc. Watertown, Mass.	no	Fall River (24%), Worcester (23%), Amherst (10%), Hingham (11%), Brookline (10%), Mass.; R.I. (22%).	520	90
Rossmor Corp. Laguna Hills, Calif.	yes	Laguna Hills, Calif.; Silver Spring, Md.; Coconut Creek, Fla.; Woodridge, Ill.; Willow Hill, N.J.; Mesa, Ariz.	2,000	2,50
Ryan Homes, Inc. Pittsburgh, Pa.	yes	Pittsburgh, Pa.; Atlanta, Ga.; Washington, D.C.; Richmond, Va.; Cleveland, Akron, Youngstown, Toledo, Dayton, Columbus, Cincinnati, Ohio; Ky.; Ind.; N.Y.; Tenn.	5,706	6,40

1974 For sale	For rent	1974 Dollar volume (in thousands) Total	Sales Income	Rental Income	Notes
TH 1,000	GA 4,000	**178,000**	34,000	106,000	Total includes: $3,600,000 in land sales; $24,500,000 from rental unit sales; $10,000,000 non-residential sales/rentals.
TH 25 GA 25 M-HR 800	GA 250 M-HR 300				Four non-residential projects built at a cost of $8,000,000.
DH 10 TH 290 GA 250	GA 560	**18,600 (est.)**			Value of rental construction: $10,900,000. Profit from converting rental housing to condominiums exceeds $1,000,000.
1,326*		**63,000**	63,000		*Escrows closed. A Philip Morris subsidiary.
DH 375 TH 1,080	GA 983	**22,000**			
	GA 1,300	**40,000**			475 rental units started under Illinois Housing Program.
	GA 800 M-HR 1,000				$30,000,000 in construction loans, $50,000,000 permanent financing anticipated for 1975.
DH 800 TH 1,200		**67,000**	66,800		$70,000,000 in construction loans, $60,000,000 permanent financing anticipated for 1975. Company joint-ventures property development. An Olin Corp. subsidiary.
	GA 1,200	**30,000**			$40,000,000 in construction loans, $40,000,000 in permanent financing anticipated for 1975.
DH 200 TH 500 GA 300	GA 300	**34,390***			*For six months ending 6/30/74; net income, $108,000. Revenues up 24% from same period 1973, but net income down 92%. Requested halt of stock trading 11/74.
1,500 (est.)		**58,396***	58,396*		*For nine months ending 10/31/74; net income, $1,100,000. Sales for fiscal year ending 1/31/74: $81,400,000; net income, $2,100,000.
DH 1,700 TH 300		**39,917***	39,917*		*For nine months ending 9/30/74; net income, $146,000. For six months ending 6/30/74, sales totaled $27,800,000—down 31% from previous year, net income down 85%.
	GA 1,500	**38,000**			11,000 apartments owned; most in swinging-singles communities called South Bay Clubs.
	GA 1,220 M-HR 380	**40,000**			$2,500,000 nursing home and $2,500,000 veterans' hall built in 1974. $30,000,000 in construction loans, $30,000,000 permanent financing anticipated for 1975.
DH 600	TH 550	**27,500**	20,000	6,000	Total includes: $500,000 in land sales; $1,000,000 from rental unit sales.
		25,615*			*For six months ending 6/30/74; deficit, $313,000. Stock trading halted 11/18/74. Substantial downward adjustments in inventory book value expected.
DH 300	GA 2,800	**31,000**	9,000	22,000	Firm also built $36,000,000 in apartments for its own account. $39,500,000 in permanent financing anticipated for 1975.
DH 50 TH 200	TH 400 GA 500 M-HR 100	**11,000**			$23,000,000 in construction loans, $26,000,000 permanent financing anticipated for 1975.
		63,500*			*Fiscal year ends 8/30/74; net income, $2,900,000. For same period of 1973: sales, $78,600,000; net income, $4,400,000.
DH 5,180** TH, GA 750**		**137,641***	137,641*		*For nine months ending 9/30/74; net income, $6,500,000. **Company estimate of escrows closed.

DH—single-family detached TH—townhouses, duplexes, triplexes, fourplexes GA—garden apartments M-HR—medium to highrise

Company	Public?	Market areas	units bui 1972 Total	19 To
The Ryland Group, Inc. Columbia, Md.	yes	Baltimore, Md.; Washington, D.C.; Atlanta, Ga.; Houston, Dallas, Tex.	1,078	1,
Shapell Industries, Inc. Beverly Hills, Calif.	yes	Contra Costa Co., Los Angeles Co., Orange Co., San Diego Co., Santa Clara Co., Calif.; Denver, Colo.	2,209	3
Sicash Builders, Inc. Virginia Beach, Va.	no	Va. (30%); Ala. (14%); S.C. (14%); Ga. (14%); N.C. (14%); Tenn. (14%).	435	1
Harold A. Simpson & Assoc. Development Co. Denver, Colo.	no	Denver (30%), Colo.; Albuquerque (25%), N.M.; Dallas (20%), Amarillo (5%), Tex.; Tucson (20%), Ariz.	980	1
Singer Housing Co. New York, N.Y.	yes	Northern Calif.; Ariz.; Colo.; Ala.; La.; Miss.; Fla.; Ga.	3,500 (est.)	5 (
V. Slavik Co. Southfield, Mich.	no	Rochester (80%), Minn.; Pensacola (20%), Fla.	3,350	1
A.G. Spanos Construction, Inc. Stockton, Calif.	no	Clearwater (33%), Largo (22%), St. Petersburg (12%), Fla.; Sacmento (17%), Calif.; Atlanta (16%), Ga.	2,282	2
Standard-Pacific Corp. Costa Mesa, Calif.	yes	Orange Co. (42%), Riverside Co., Los Angeles Co., San Diego Co., San Joaquin Co., Ventura Co., Santa Clara Co., Alameda Co., Calif.; Ill.	958	1
U.S. Home Corp. Clearwater, Fla.	yes	Tampa, St. Petersburg, Fla. (37%); Cherry Hill, Freehold, N.J. (18%); Tucson, Phoenix, Ariz.; Va.; Tex.; Colo.; Minn.; Ill.; Ohio; Washington, D.C.	8,852	10
Valley Forge Corp. Valley Forge, Pa.	yes	St. Louis, Mo.; N.C.; Fla.; Puerto Rico.	1,934	2
Venturi International Knoxville, Tenn.	no	Boca Raton (33%), Fla.; Memphis (25%), Chattanooga (12%), Tenn.; Breckenridge (15%), Colo.; Ashland (15%), Ky.		
Warmington Development Irvine, Calif.	no	Orange Co. (80%), Los Angeles Co. (20%), Calif.		
W.H. Weaver Construction Co. Greensboro, N.C.	no	Oxford (25%), Clinton (25%), Plymouth (25%), Dunn (25%), N.C.	800	
Del E. Webb Corp. Phoenix, Ariz.	yes	Ariz.; Hawaii; Calif.; Fla.	4,072	3
Leon N. Weiner & Assoc., Inc. Wilmington, Del.	no	Del. (70%); Md. (10%); N.J. (8%); Pa. (7%); Mo. (3%); N.C. (2%)	1,405	1
Weyerhaeuser Real Estate Co. Tacoma, Wash.	yes	Miami, Clearwater, Fla.; Greensboro, Winston-Salem, Raleigh, N.C.; Dallas, Ft. Worth, Houston, Tex.; Nev.; Calif.; Pa.; Wash.; N.J.		5
Wood Brothers Homes, Inc. Denver, Colo.	yes	Denver, Colorado Springs, Ft. Collins, Greeley, Loveland, Colo.; Oklahoma City, Okla.; Phoenix, Tucson, Ariz.; Albuquerque, N.M.; Tex.	3,000	3

1974 For sale	For rent	1974 Dollar volume (in thousands) Total	Sales Income	Rental Income	Notes
DH 1,500		**43,121***	43,121*		*For the nine months ending 9/30/74; net income, $1,600,000.
		78,886*			*For nine months ending 9/30/74; net income, $5,060,000. At midyear, introduced under-$40,000 units.
	GA 1,900	**7,000**			
	M-HR 1,200	**7,000**			$14,100,000 of rental housing built for own account. $4,800,000 in construction loans, $6,500,000 permanent financing anticipated for 1975.
		77,343*	75,900* (est.)	1,443* (est.)	*For nine months ending 9/30/74; net income, $310,000. 1973 sales for the same period: $106,629,000; net income, $5,904,000. A Singer Co. subsidiary.
	GA 1,600	**15,000 (est.)**			1,000 units started under FHA Section 236. $50,000,000 in construction loans, $50,000,000 permanent financing anticipated for 1975.
	TH 1,880	**44,000**			$40,000,000-45,000,000 in construction loans, $40,000,000-45,000,000 permanent financing anticipated for 1975.
DH 807 TH 257		**32,261***			*For nine months ending 9/30/74; net income, $1,400,000—up 23% from the same period in 1973.
DH 4,825 TH GA } 1,775 M-HR	GA 1,050	**300,000***	231,000*		*Estimate for fiscal year ending 2/28/75. Nine months ending 11/30/74: revenues, $238,299,000; net income, $2,407,000. Third quarter loss: $691,000.
		25,800*			*For six months ending 6/30/74; net loss, $16,200,000. A 72%-owned subsidiary of Certain-teed Products Corp.
DH 106 TH 154 GA 412 M-HR 425		**16,000***	6,500		*Fiscal year ends 10/31/74. Total includes: $9,000,000 non-residential sales/rentals; $500,000 from mortgage brokerage, etc.
DH 250 TH 450 GA 349					$30,000,000 in construction loans, $40,000,000 permanent financing anticipated for 1975.
	TH 1,000	**15,000**			
		233,829*			*For nine months ending 9/30/74; net income, $4,900,000. Substantial reserves have been set aside for possible losses on two projects.
DH 30 TH 232 GA 16	TH 349 GA 218 M-HR 350	**20,800**	17,900	1,000	Total includes: $1,400,000 in land sales. 917 government subsidized starts. $25,000,000 in construction loans, $23,000,000 permanent financing anticipated for 1975.
DH 3,300 TH 250	GA 1,100	**176,000**	131,000		*Escrows closed. Total includes: $8,000,000 in land sales; $19,000,000 from rental unit sales; $18,000,000 from other sources. A Weyerhaeuser Co. subsidiary.
DH 2,400		**75,900**	73,000	400	Total includes: $1,500,000 in land sales; $60,000,000 in permanent financing anticipated for 1975. A City Investing Co. subsidiary.

DH—single-family detached TH—townhouses, duplexes, triplexes, fourplexes GA—garden apartments M-HR—medium to highrise

Second homes for active— and armchair— sports buffs

Each group of townhouses in this condo project looks out on either a golf course fairway, tennis courts, a swimming pool or the man-made lagoon that bisects the site: a design technique aimed at attracting the growing number of sports-minded viewers as well as doers.

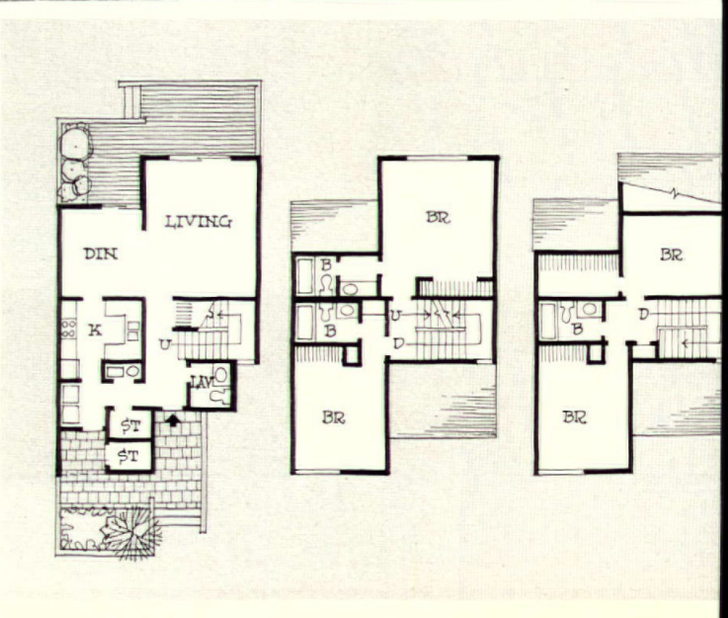
The project is Heritage Villas on Hilton Head Island, S.C. And its 110 townhouses—built in two phases—were sold out a year after going on the market.

Twenty-eight of the units are sited along the first fairway of the Harbour Town Golf Links, site of the PGA Heritage Classic. A group of 24 units forms a rough semi-circle around tennis courts, which are part of the adjacent Harbour Town Racquet Club. Another enclave—26 units—encircles the project's swimming pool, and 32 townhouses face the meandering lagoon that is stocked with fish for angling enthusiasts *(see photo, right)*.

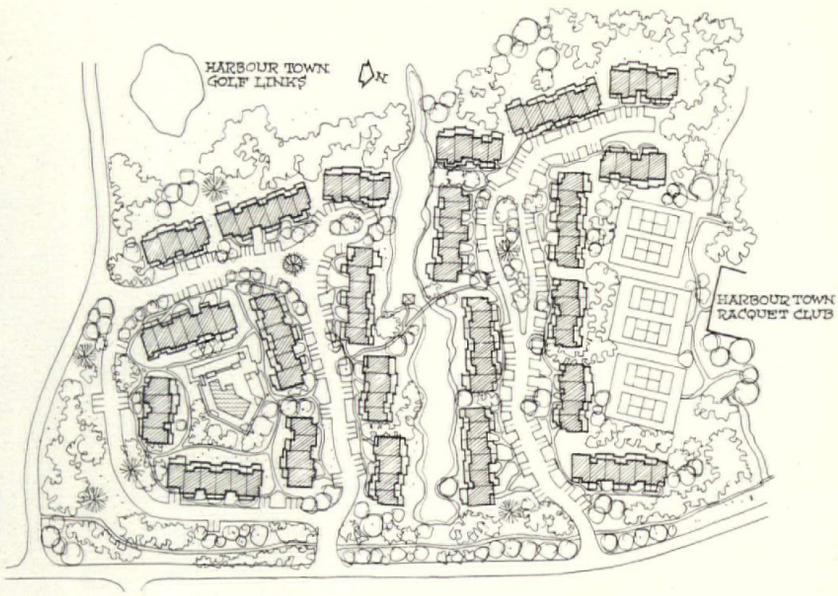
The joint-venture developers—the Landmarks Group Inc. and Sea Pines Plantation Co.—set out to attract active second-home buyers, rather than retirees, says Blaine Kelley Jr., president of Landmarks. They succeeded. Most owners, he says, are business and professional people—from all areas of the eastern seaboard—who use their units for vacations, then rent them out the rest of the year.

The project was designed by architect Cooper Carry and Assoc. of Atlanta so that most of the 15-acre site's natural vegetation and stands of live oak trees could be retained. And the units were sided with rough-sawn cypress, stained in earth tones to blend in with the surroundings.

Lagoon-oriented units *(above)* are just a step from the water's edge. Lagoon is stocked with fish, and is favorite spot for project's youngsters. The gazebo provides a quiet, relaxing area for owners.

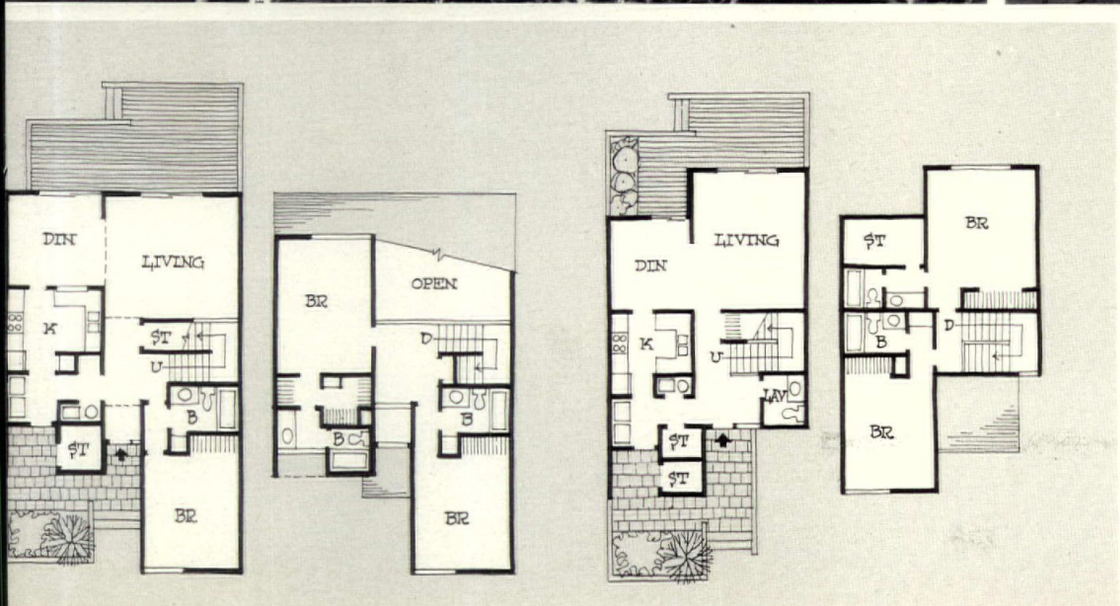


PHOTOS: E. ALAN MCGEE



Site plan shows orientation of each group of units toward an amenity. The meandering lagoon, which can be traversed by a footbridge, was built to provide central townhouses with a water view. It also serves as a fishing area.

Living room, with vaulted ceiling, *(photo below)* is in two-bedroom townhouse *(center plan, below).* The photo below, left—a rear view of a typical four-unit building—shows how high wooden fences between patios increase unit-to-unit privacy.



Three floor plans *(left)* were offered. From left, they include: a three-level, 1,813-sq. ft. unit with three bedrooms and loft that sold for $89,500 to $91,500; a two-level, three-bedroom layout with 1,608 sq. ft. that sold for $85,000 to $91,500; and a two-level, two-bedroom unit with 1,282 sq. ft. that sold for $74,000 to $88,500. Prices included all kitchen appliances, wall-to-wall carpeting and wiring for cable TV.

On a steep site: high-rent units keyed to a view

Here's a classic example of a prime site handled right.

The project is Oak Hills Apartments in Hayward, Calif., an industrial city where the terrain varies from flat land to steep hills with distant views of San Francisco Bay.

Before Oak Hills was built, Hayward's apartment complexes were confined to the flat terrain, and the hills were developed only with single-family homes. So this project was the first where renters could enjoy the views. And architects Hooper, Olmstead & Emmons developed a plan to capitalize on that asset.

On the 14.4-acre site, the project's 148 units are located in building groups that step down the 15% grade in a random pattern assuring a full view for every apartment.

Each building group consists of a varied number of three-story structures (the number varies according to the demands of the terrain) connected by walkways.

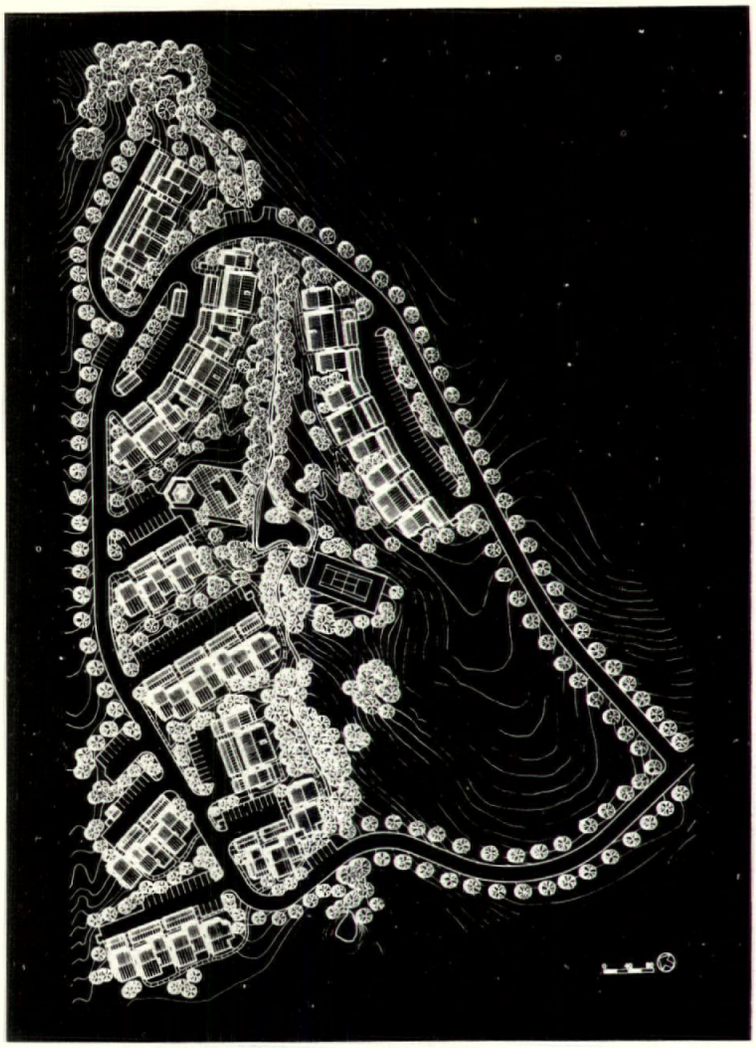
Residents enter the buildings via bridges from covered parking decks at the middle level of each group. So despite the steepness of the site, tenants don't have to go up or down more than one-and-one-half flights of stairs.

The overall effect—that of a pleasant village—is one reason developer Gilbert Zaballos believes the project rented up in a few months despite a high area vacancy rate at the time.

"And since then we've never had a vacancy," he says, "even though our rents are considerably higher than the competition charges."

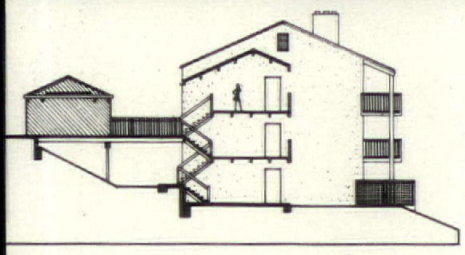
One-bedroom units at Oak Hills run from $215 to $240—some $30 to $60 higher than in other Hayward complexes. Two-bedroom/den duplexes rent for $350—or about $100 more.

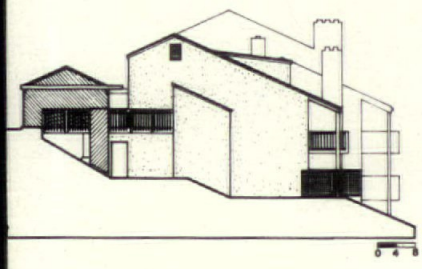
The tenant mix ranges from young, white collar workers to their bosses—executives and plant managers who run Hayward's industries.



Site plan shows how building groups are located to conform to the steep grade, which also is evident in the photo at right. The plan also shows the location of the project's amenities—tennis courts, a swimming pool and a recreation building, which includes saunas. Parking facilities provide two spaces per living unit—mostly on covered decks, but also in uncovered areas.

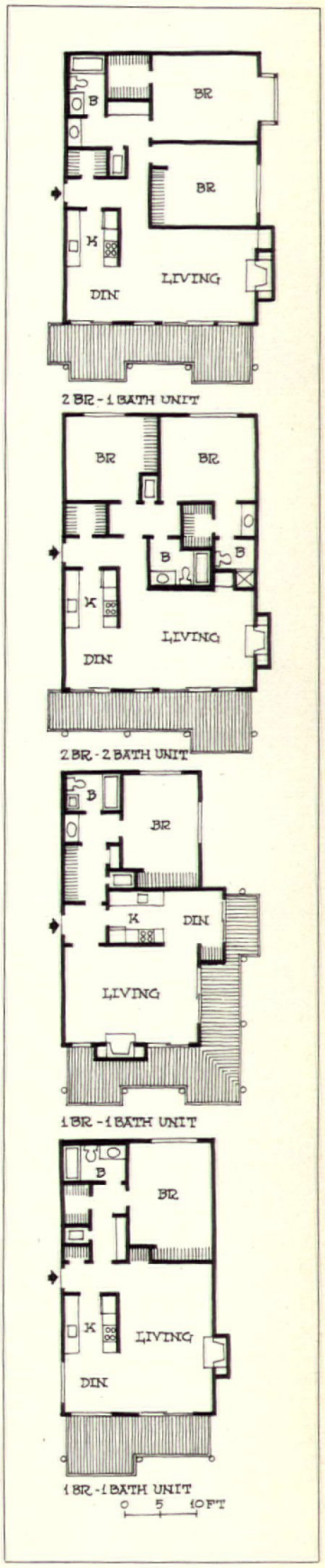
PHOTOS: GERALD RATTO

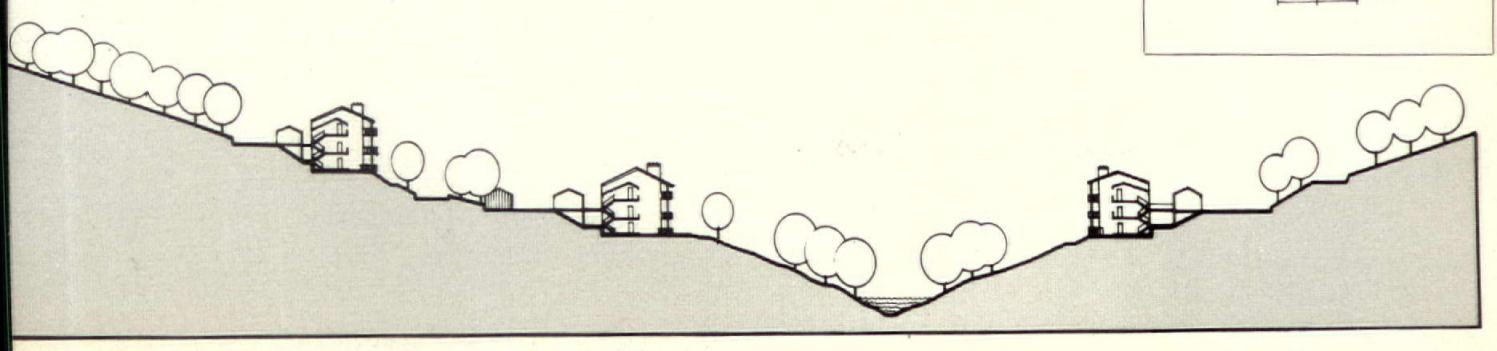




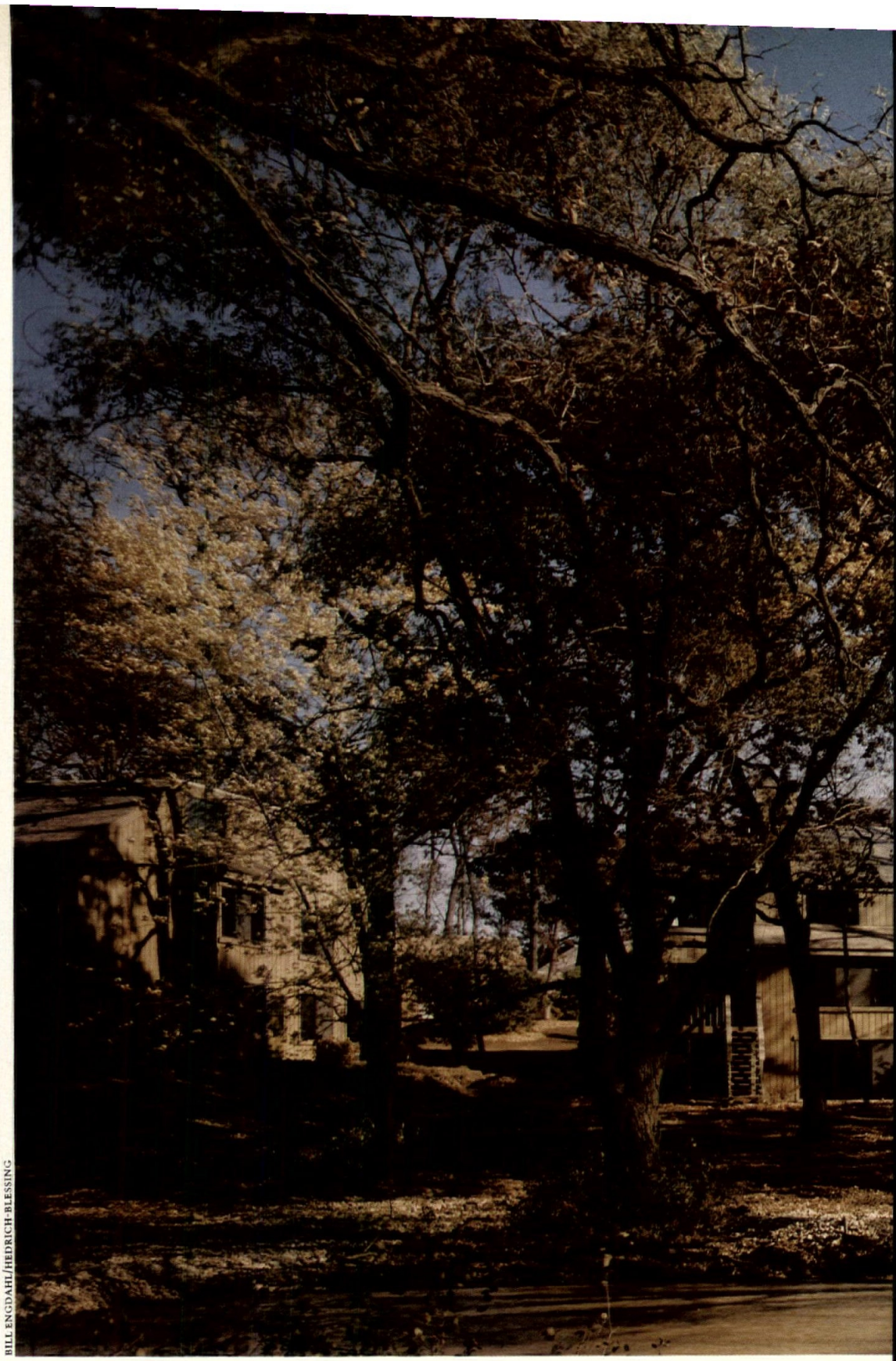
Typical building group *(above)* shows how the three-story structures are linked by pedestrian passages. The dormer windows on the middle structure belong to duplex units, which are piggybacked over one-bedroom flats. Section and elevation drawings *(left)* show how parking decks are connected to buildings and also indicate staggered building siting. Site section *(below)* shows how buildings are tucked into terrain.

One- and two-bedroom plans *(right)* are the most prevalent at the project, which is limited to residents over 18 years old. The most popular plan is the two-bedroom, one-bath layout *(top)*. It rents for $275 to $290, about $40 higher than similar units in other complexes. The project also has seven 3-bedroom units (mainly occupied by empty nesters whose grandchildren visit), which rent for $340 to $355.





PROJECT PORTFOLIO 22



BILL ENGDAHL/HEDRICH-BLESSING

PROJECT: Lake Barrington Shores
LOCATION: Barrington, Ill.
DEVELOPER: Lake Barrington Associates, a general partnership of James Building Corp. and Amoco Realty Co.
ARCHITECTS/LAND PLANNERS: Desmond Muirhead, Inc., Harry Reid, partner-in-charge
ASSOCIATE ARCHITECTS: Hemmer Barrowman & Assoc.
LANDSCAPE ARCHITECTS: Franz Lipp-Marvin Wehler Partnership
INTERIOR DESIGNER: Harris International
SITE AREA: 510 acres
NUMBER OF UNITS: 1,350 condominium townhouses and fourplexes
PRICE RANGE: $49,900-$94,400 plus premiums and options

Considering today's market, Lake Barrington Shores should be in trouble. It's big—510 acres with a projected 1,350 units. It's expensive—$49,900 to $100,000-plus. It's a condominium project. And it came on stream in October 1973, just as the housing market was drying up. Yet reported sales have averaged a steady seven a month. Why? First there's the site: rolling, wooded, with a 100-acre, mile-long lake, and within 45 minutes of downtown Chicago. Then there's the site plan: It clusters the housing on 15% of the land and leaves the rest as open space. And it was good enough to convince the community to approve a cluster plan and to increase the overall density from two to 2.7 units an acre—despite court challenges from citizens groups that wanted to block the project. Finally, there are the floor plans, several of which have already won awards. They are diverse enough to have attracted young couples, empty nesters and families with children. And Lake Barrington Shores has passed the acid marketing test: Half of the buyers have come from the immediate Barrington area.

Plan for the entire 510-acre site is shown at right; the first phase is shown above. Actual construction differs from the plans because the zoning approval permits each group of units to be sited individually according to terrain, views and trees. Just north of phase 1 is a 35-acre wildlife preserve, and north of that is a 12-acre commercial area. A recreation center is under construction at the southeast end of the lake, and an 18-hole golf course is also planned.

The lake itself is a mile long and about 14 ft. deep. To protect it from pollution, siltation ponds have been built to collect run-off water before it enters the lake, and gasoline motors have been banned.

BILL ENGDAHL/HEDRICH-BLESSING

View of the model cluster shows how the fourplex *(left)* and the attached townhouses give the impression of large, luxurious detached homes.

Here's a zoning story with a new twist

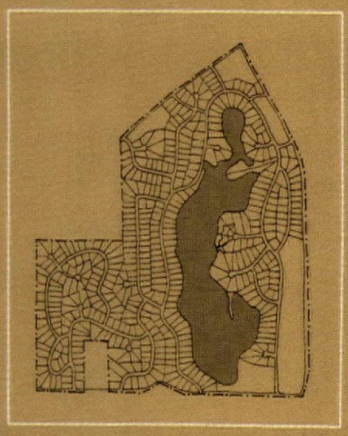
Local officials understood what the Lake Barrington Shores developers were trying to do, liked it, and, in complete contradiction to the typical bureaucratic stance, put up a stiff fight when a group of local residents went to court to fight the zoning. Now, just about everyone, including most of the opposition, is happy with the way the project is turning out.

A case where the community fights side by side with the developers to implement a PUD ordinance may be unique in recent years. But for the Village of Lake Barrington, it was a matter of self-interest.

Original zoning. When the village was incorporated some fifteen years ago, the Lake Barrington Shores site—then a private estate—was taken in on the basis of half-acre zoning. The site plan at right shows what would have happened if the property had been developed under these regulations.

Instead, the Village adopted a PUD ordinance that permitted 2.7 units per acre—including the lake—for a total of 1,350 units. In return, the developers agreed to a product mix of 10% one-bedroom, 40% two-bedroom and 50% three-bedroom units. There would be no four-bedroom units—the logical choice for the original plan.

Trade-offs. The new zoning was intended to limit the number of school children the project might generate. (It has been successful so far; the first 75 move-ins had only 13 school-age children.) The developers estimate that the completed project will create a tax surplus of over $1 million a year, as opposed to the $400,000 to $500,000 deficit a subdivision built under the original zoning would have produced.



In addition, the community is spared the expense of maintaining the project's roads; this will be done by the homeowner's association. And perhaps most important, the rural nature of the site is being preserved. All in all, these would seem like excellent trade-offs for the extra units.

Opposition. But the families who lived in the surrounding communities—all of which had one- to five-acre zoning—didn't see it that way. Many hoped to stop development entirely, so that the site would remain in its natural state. Others feared that the project's new sewage treatment plant would bring further development to the area.

These families were affluent, well-educated and well-organized, and they went to court to try to overturn the new zoning on a technicality. Both the lower and the appeals courts ruled against them.

Election issue. The opposition to Lake Barrington Shores put up a good fight. The Village elections came up in the middle of the zoning furor, and the opposition tried to unseat the mayor by financing and aiding his opponents. The mayor ran on a platform defending his action in approving the PUD, and he and most of his slate won the election.

The opposition then tried to appeal to sentiment. They started a "save-the-deer" campaign that reached its climax when some youngsters claimed they had seen a bulldozer run over a deer.

The developers consulted the state conservation department, which sent a forest ranger to the site. He assured them that deer were not afraid of machinery and that, in fact, they were safer at Lake Barrington Shores than they would be anyplace else. When portions of his letter were published, the deer campaign came to an abrupt end.

Today, the developers have become licensed game breeders, have instituted a deer feeding program, and are putting "caution, deer in area" signs up all over the project, for the animals are thriving.

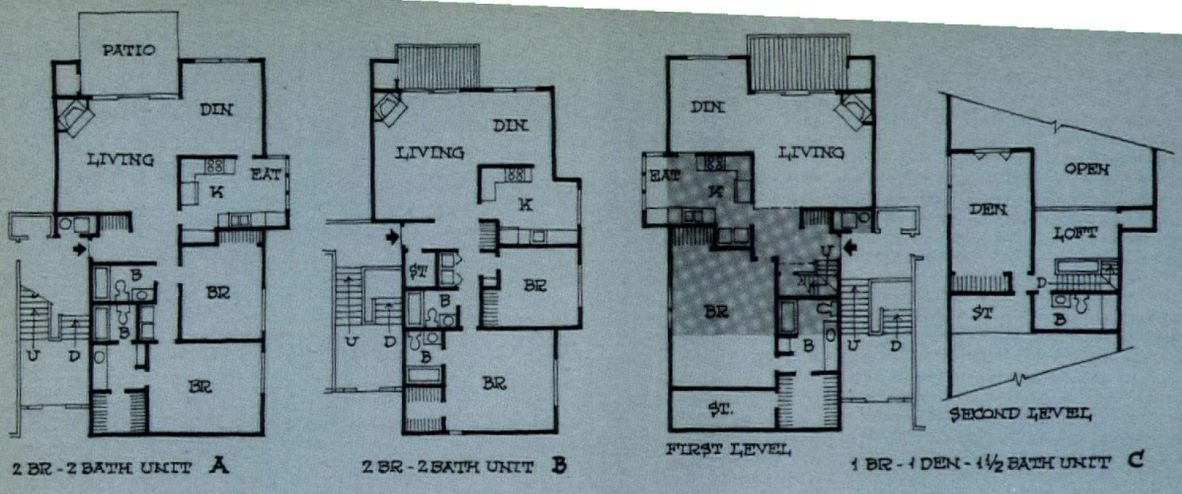
Developers. All of this was quite a new experience for developers Ken and Ed James, of James Building Corp., which is joint-venturing the project with Amoco Realty Co. Before Lake Barrington Shores, the James brothers had built only highrise apartments.

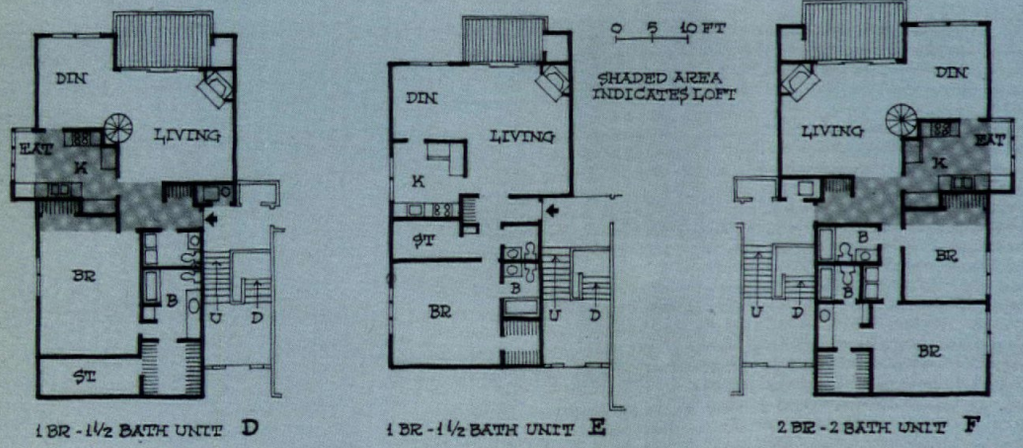
"The overall planning for a PUD is much more complex than for a highrise," says Ed James. "We had 35 studies made before we came up with a site plan. But now we can keep turning out 100 units every six months or year, we can speed up or slow down production and we can change the product if necessary.

"Highrise takes about three years from planning to delivery. You're locked into your product, and with the tremendous cycles we're going through these days, it's too easy to find yourself with an empty building on your hands."

A ten-year build-out is planned for Lake Barrington Shores. This may vary according to market conditions, as the company starts very few units that are not pre-sold. The only exception is the second half of a two-unit building in which the first unit has been sold.

—Natalie Gerardi

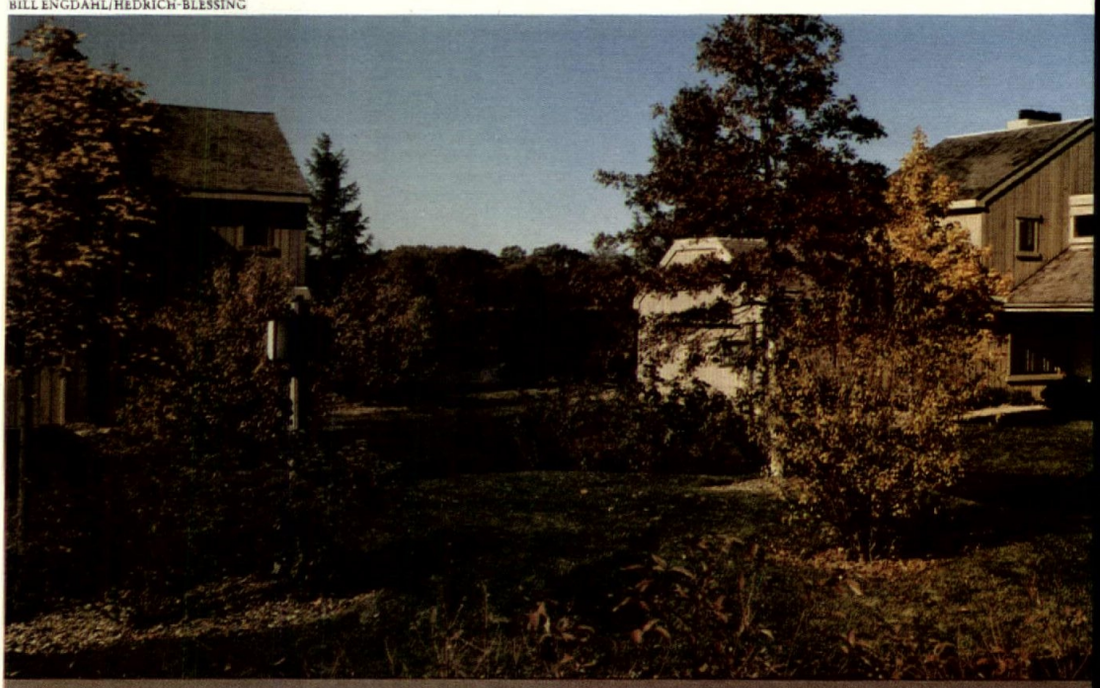


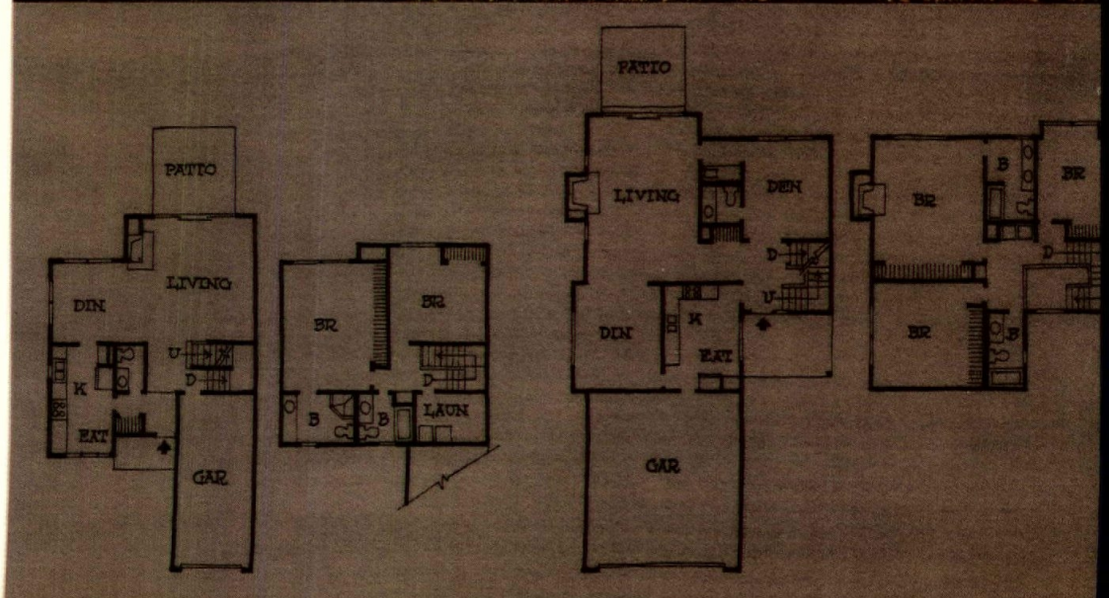


Original fourplex *(right)* has 2 two-bedroom, two-bath units on the first floor *(plan A, left)*, a one-bedroom-and-loft on the left side of the second floor *(plans C and D)*, and a two-bedroom-and-loft on the right side of the second floor *(plan F)*. The loft on the left could be expanded with an extra bath; the one on the right could be expanded to three full bedrooms. The building is entered on a middle level so that second-floor owners reach their units by walking up a few steps and first-floor owners by walking down.

A new fourplex design that allows more flexible placement of the one- and two-bedroom units within the building has just been introduced *(plans B and E)*. Base prices for the older units range from $56,900 to $70,800, for the newer units from $49,900 to $54,900.

BILL ENGDAHL/HEDRICH-BLESSING





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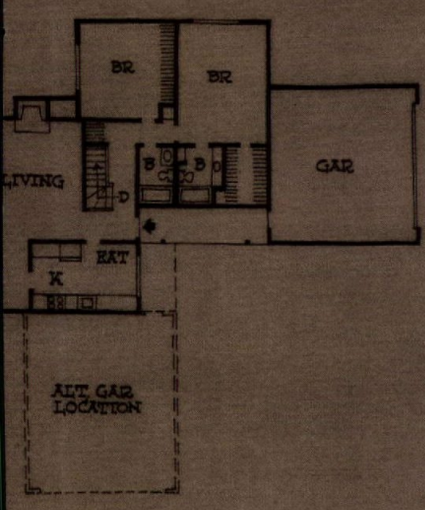


Townhomes are built in pairs. All have attached garages and full basements, many at ground level. The two-bedroom, two-and-a-half-bath model *(far left)* starts at $71,900; the popular three-bedroom, library, two-and-a-half bath model *(center)* starts at $91,900; the new two-bedroom, two-bath ranch *(right)*, starts at $69,900. Other models range from $64,900 to $94,400.

JIM HERRLIN

Interior of the three-bedroom, two-and-a-half-bath plan is shown above. This was one of five Lake Barrington Shores models that won awards in the Chicago Homebuilders Association Design '74 competition. In the same competition the project also won awards for land-use development and total environment, and for model-area landscaping. It has also received the American Wood Council's Design for Better Living award.

For the real lessons of 1974, put aside the failures and consider...

HOW THREE BUILDERS MADE

They did it by doing what they've been doing right along—for 20 years or more. And by the end of 1974 two had topped their previous sales and profit records; the third had equaled its best year.

They weren't the only builders who came through 1974 unscathed; there are many like them in every housing market in the country. And this isn't the first housing slump they've survived. Their companies may be large or small, and their product lines may differ. But they all have one thing in common: *They've stuck to the basics.*

That means:

- They've learned how to build and market one product well—and then they've stuck with it.
- They sell a product rather than a subdivision.
- They work within a limited geographic area and don't spread themselves too thin through multi-market opera

A Salt Lake City condominium and apartment builder says:

'Our control systems helped us set volume and profit records'

Prows' Prows (*right*) and Wood

For Richard Prows Inc., 1974 was the best year ever. The company reported the highest profit in its history on a record volume of close to $10 million.

Dick Prows, the company's president, credits much of this success to his heavy emphasis on management systems and controls that forestall error.

Prows has spelled out most of his methods in workbooks and manuals to make sure that everyone in his company understands and follows them.

"I've yet to find any organization that parallels this company for effective management," says project manager William Adams, who joined Prows after working for five other housing companies.

Prows has identified in painstaking detail all of the activities required in what he considers to be the 12 major divisions of effort in a builder's work: management, preconstruction, project land development, building construction, interior finish, project landscaping, building land development, marketing, property management, accounting, financing and design. Adams explains Prows' approach:

"Prows has reduced every element of the work, like the chart of accounts, construction methods and even intra-company communications, to its simplest details. Then he has applied classic management techniques to make sure each detail is carried out. So the big problems get solved automatically as each of the details is accomplished."

One control—a labor compliance report—actually compels the crews to keep daily track of how much they spend. The report, in the form of a bar graph, shows exactly how much money has been allocated for a particular work operation. Each day the foreman of the work crew posts against the figure the number of dollars actually spent. Says Prows:

"It relates those people emotionally and physically to the spending they're responsible for."

'We're environmentalists, and that helps our condominium business'

Environmentalists are strong in Salt Lake City, jealously guarding their canyon areas and ski hills. So Prows became an environmentalist himself, buying sites with interesting natural terrain and enhancing them with waterscaping and other landscape design features.

"We can control the esthetics completely," he says, "and the environments we've been able to build because of that have helped the condominium concept catch on in Salt Lake City. And I myself have never got more enjoyment out of the building business than since I went into open-space communities."

Prows started out as a merchant builder in 1954, when he and an experienced partner began building low- to middle-price production houses and contracting for custom homes on the side.

But in 1963, after teaming up with his second and current partner, Bob Wood, and creating the brand name Prowswood, he decided to capitalize on the budding demand for condominiums and abandon the single-family house completely. His Prowswood Open Space Communities were the first in the area to provide condominiums for families with children. In addition, he built Prowswood condominiums for empty nesters. Between the two groups of buyers Prowswood's share of the Salt Lake City condominium market has grown to about 60%.

Some of Prows' sites are even city landmarks. One, located at a major intersection, was formerly an estate containing one of the oldest homes in Salt Lake City—in fact, the first house to have inside plumbing. Prows preserved the house to retain the site's landmark status.

Another is a 60-acre site with two lakes formerly the estate of one of the city's old families, on which Prows has built a three-part PUD.

'It's a mistake to offer condos on a take-it-or-leave-it basis'

Prows believes condominiums should be sold like homes, not like apartments, and so he offers his buyers a choice of finishes and accessories.

In fact, finishing details are one of his special concerns. He even refuses to subcontract painting, because he knows a sub couldn't come close to the level of quality he demands. "As far as I'm concerned," says Prows, "even more than the carpenter, it's the painter who makes or breaks your units."

Another special concern is on-time delivery to buyers. Production scheduling is so important to Prows that he bought his own components manufacturing plant instead of relying on a plant that served other builders. He restructured the factory to his company's needs and ended up cutting production costs as well as gaining a more reliable chain of supply.

Customer service is also high on Prows' list of essentials, and he has developed com

1974 A BANNER YEAR

ions in unfamiliar territories.

- They get the best locations in town.
- They have the patience to develop the full potential of heir personnel—and so their key employees have been with hem practically since day one.
- They put a premium on tight cost and production controls, but they don't get so hung up on the mechanics of producing a home that they forget about selling it.

These are the guys who raise havoc with the multi-regional builders who ride into town on a glamorous national name. They can do this because they know their market and can deliver a solid product backed by solid service. And that—plus maybe a bit of luck—is what shows up in the bottom line.

uter programs to keep track of it. Each service order can be followed daily on computer rint-outs that show when and to whom utstanding orders were issued and what as happened to them.

We expect to be right in he middle of an energy boom'

he nation's highest concentration of fossil uels lies in northeastern Utah, in Wyoming nd in the western part of Colorado. And alt Lake County, where Prows has concentrated most of his activities, is right in the niddle.

Prows also has a good market for his mpty-nester condominiums in the steady nflux of Salt Lake City natives and university graduates who went elsewhere to make heir fortunes but returned in later life to njoy the region's solitude, scenery and lower pace.

Despite these assurances of a steady future housing market, however, Prows decided to hedge his bet two years ago by taking on his first out-of-state project in San ose, Calif. And he's again offering a product nique to the market: condominium townouses with full basements in basementless an Jose. But that's because he's aiming at market he knows very well: a large Mormon community that came originally from alt Lake City.

Our condo operation has led us nto a few related ventures'

n addition to building condominiums, rows is in the apartment business, the brokerage business and the consulting business.

He added apartments to his product line n 1971 and now has 660 apartments with nother 300 under development. To keep hem on a paying basis, one controller has ole responsibility for monitoring apartment management costs.

"We need the apartments to shelter our ncome from the condo side of the business nd to give us an on-going source of income," says Prows.

The brokerage operation is limited to resales of Prows' condominiums, which he handles at a reduced fee. At one point, he had a trade-in program for prospective condominium buyers with single-family homes to sell, but the program backfired.

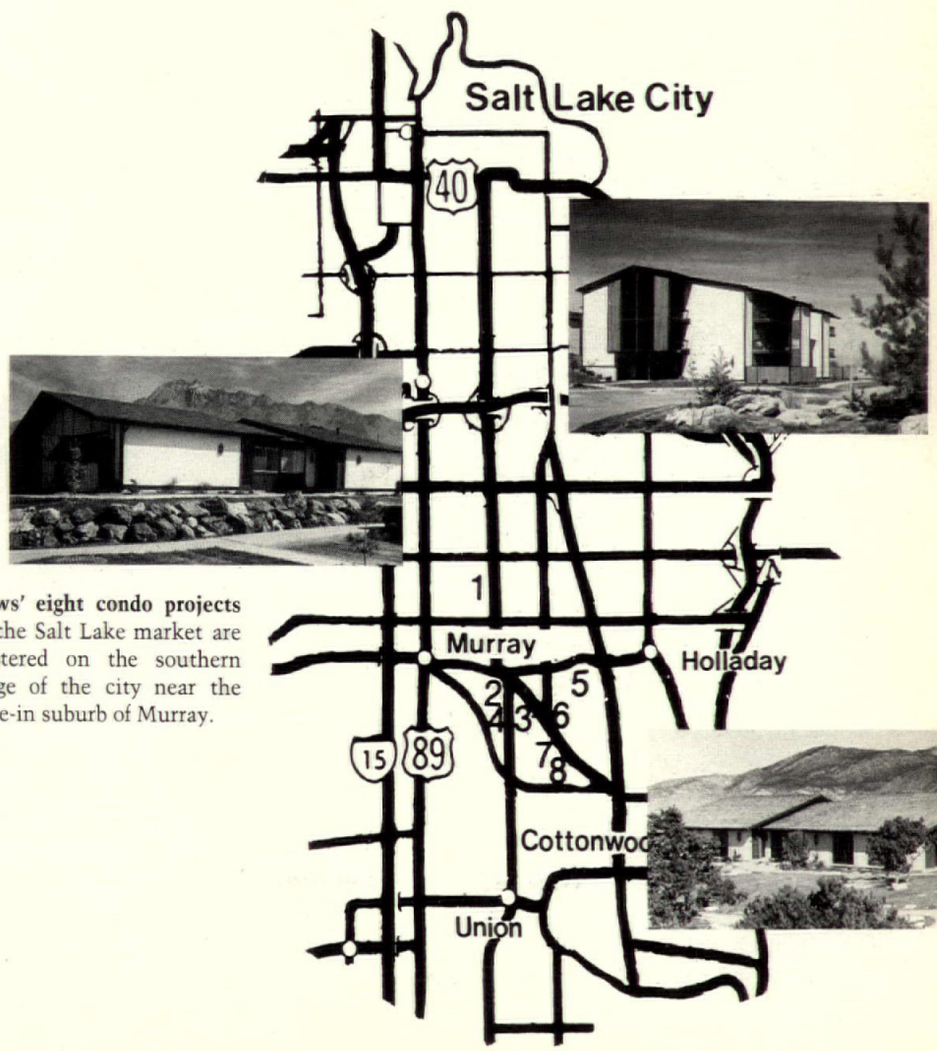
"You can find yourself in a box when you sell a condo subject to the sale of an existing home, because you can't get the buyer to close if the house isn't sold," he explains. His contracts now specify that a new condominium sale is not subject to the sale of any other property, and he refers buyers to local realtors for the sale of their existing homes.

In 1970, Prows, together with a local service corporation, set up a consulting firm called Total Concepts to market his design and management know-how to other builders. In return for a percentage of sales as each unit is closed, Total Concepts provides: 1) manuals and workbooks, 2) instruction in how to use the manuals, 3) computer tracking and 4) job-progress conferences and coaching.

Prows estimates he can create an additional 5% profit to cover Total Concepts' participation in a new condominium builder's first complex by saving 1% in each of five cost categories: land, direct and indirect construction costs, general and administrative expenses and marketing.

Total Concepts has attracted builder clients in other Utah cities and as far east as Lexington, Ky. In 1974, however, it was the one soft spot in Prows' business due to national market conditions.

TO NEXT PAGE



Prows' eight condo projects for the Salt Lake market are clustered on the southern fringe of the city near the close-in suburb of Murray.

F&J's Fox

A Dallas tract-house builder says:

'We build for the median-income family because that's where the demand is'

And business has never been better for Fox & Jacobs' Dave Fox, because he can still deliver the product that market wants: an air-conditioned single-family detached house with three bedrooms, two baths and a two-car garage priced in the low twenties.

Three product lines designed to meet the needs of about 75% of Dallas' homebuyers account for F&J's entire production. They are:

- Flair, first introduced in 1956, and now the company's highest-priced line selling at $26,500 to $36,500.
- Accent, introduced in 1958 as Flair prices started to creep up, and now selling for $23,950 to $27,500.
- Today, introduced in 1967, and now the company's lowest-priced line at $20,950 to $24,950.

The overriding F&J goal: to produce those houses with more value and at a lower cost than any other builder in Dallas. It doesn't try to beat competitors' prices, however. Instead, it tries to pack in more value and create an effective rather than an actual price advantage of at least 5%.

F&J houses contain more footage than competitors' homes and more features like the popular garden kitchen, a snack-bar pass-through from kitchen to patio. However, recreational amenities and other frills don't exist in Fox & Jacobs communities. All the value is in the house.

Fox & Jacobs grabbed its biggest share of the Dallas housing market in 1974, after things got tough for other builders.

The market had started softening in 1973, forcing local builders to retrench and national builders to withdraw. Many builders were forced into higher-priced markets by rising construction and land costs. Fewer and fewer could continue delivering houses for under $25,000. But Fox & Jacobs was able to continue selling in the $16,000 to $20,000 range until the end of 1973, when it too was priced out, but not before it had captured 67% of that market.

As other builders moved out of the low- to moderate-price housing market, Fox & Jacobs filled the void. Unlike most of its competitors, F&J didn't cut prices or offer lease-purchase plans. It just advertised more aggressively. Unlike some competitors, F&J had not diversified to townhouses, which in 1973 and 1974 became the most depressed part of the Dallas housing market.

So Fox & Jacobs, because it had the staying power created by its production and marketing expertise, actually improved its position, increasing its share of the market of single-family homes in the $40,000 and below price range from 25% in 1973 to 52% in 1974. Sales totaled $65 million and completions came to 2,600.

'Our production system lets us turn out a house in 24 days'

And that 24 days includes six to seven days for site preparation and foundation work.

The advantages of this short construction cycle are obvious: the company can turn over its inventory ten to 12 times a year. It can save on labor costs. And, because it can finance working capital requirements largely with equity, it can save on interest costs.

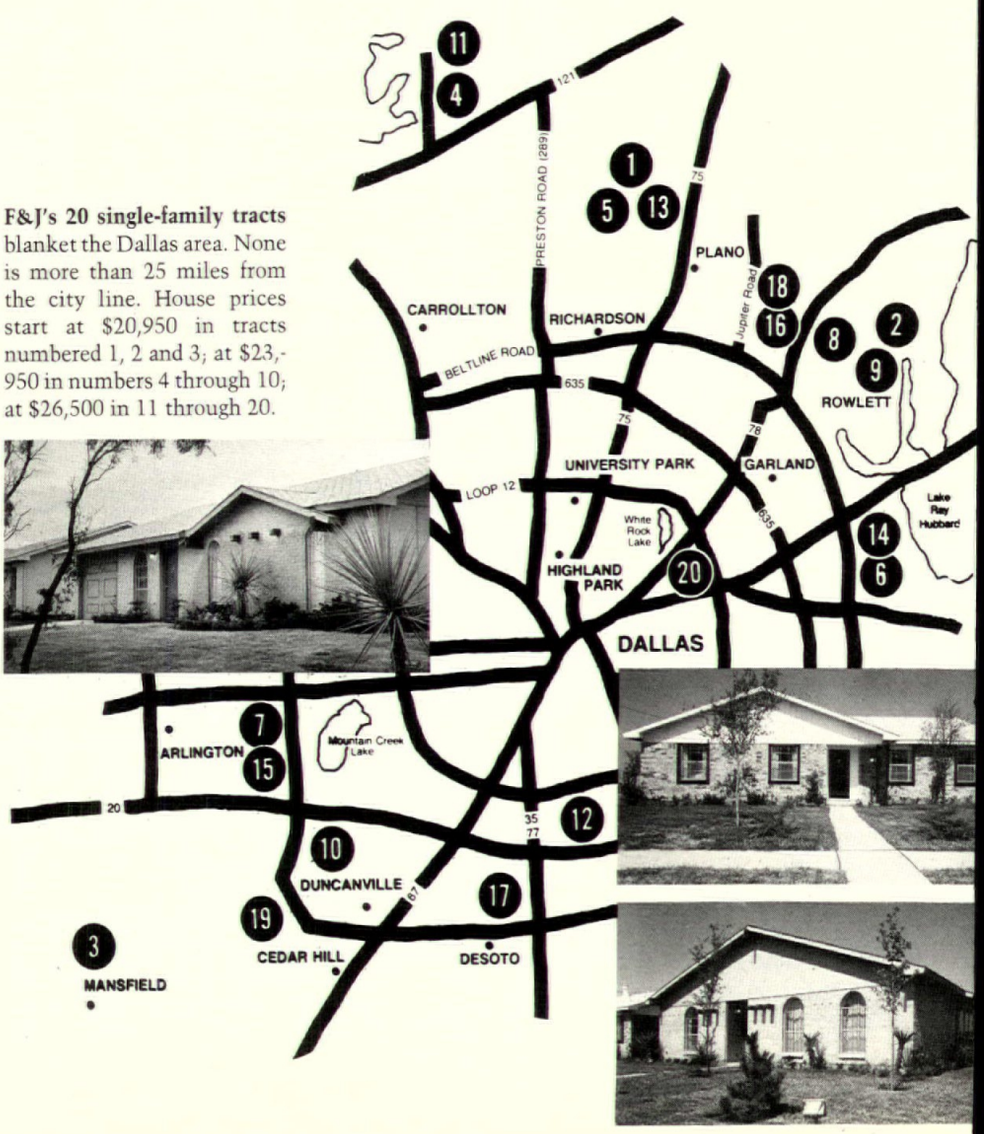
The secret to this speeded-up production is prefabbing. Not modules and sandwich panels and other intricate systems designed to increase speed without regard for flexibility. Just old-fashioned, open-frame wall panels no longer than 12 ft.

Today the company has a large components plant that can turn out parts for 12 to 16 houses a day, or up to 250 a month.

Fox & Jacobs doesn't try to prefab everything because it has learned over the years that some components can be produced more cheaply by suppliers. Thus, while it makes its own prefinished kitchen cabinets on an automated assembly line, it doesn't make its own trusses.

"A truss specialist can make and deliver them more cheaply than we can," explains Operations Vice President Bud Krodel.

The company also has enough warehouse capacity to take whatever size shipment is needed to negotiate a good price. But it has learned through trial and error not to ware-



F&J's 20 single-family tracts blanket the Dallas area. None is more than 25 miles from the city line. House prices start at $20,950 in tracts numbered 1, 2 and 3; at $23,950 in numbers 4 through 10; at $26,500 in 11 through 20.

nouse some things. Sheetrock, for example, s drop-shipped by a supplier to individual houses and distributed room to room to avoid double-handling of this material.

Every day of the week, rain or shine, Fox & Jacobs trailer-trucks trundle through the Dallas streets carrying house packages from the components factory to F&J tracts all over town.

To make sure there's no waiting when the trucks arrive at the site, Fox & Jacobs digs its own foundations and pours its own slabs so the erection crews can put the house walls in place directly from the truck bed. And to keep the trailer trucks and the grading and excavating equipment rolling, F&J now needs two service trucks that do nothing but repair tires—up to 50 a day.

'Right now we aim our advertising at the apartment renter'

That's because the F&J market is the first-time buyer.

The company's 1974 theme, "What are you renting for?" was pushed with a $600,000 advertising budget that included television. It so unnerved local apartment owners that they countered with a campaign of their own, with the slogan, "No thanks, Mr. Fox. I like apartment living."

While $600,000 for advertising may sound like a lot of money, F&J actually spends no more than 4% of sales on advertising and selling combined, including furnishing model homes and sales commissions.

That's because a good percentage of its sales come from referrals. And today many of those referrals come from the fathers and mothers of second-generation F&J homebuyers. Thus the company's proud advertising slogan: "Since 1947. Just ask our customers about us."

'Merging with a public company hasn't changed our approach'

Tracts are bigger. Sales volume is higher. Advertising is more aggressive to sustain greater production. But the housing and marketing approaches are still the same.

F&J's growth rate changed dramatically in 1972 when publicly held Centex Corp. bought the company, paying 1.3-million shares of Centex common stock (then worth over $38 million) based on F&J's 1971 sales of $37 million and $1.8 million in earnings.

Joining Centex gave F&J the capital to take on much larger projects, like The Colony, a 2,500-acre development in northern Dallas that is slated for 8,000 units over the next ten years, and a 1,800-acre subdivision at the intersection of two freeways in southwest Dallas that will eventually have 5,400 homes.

F&J now blankets the Dallas metropolitan area with 20 strategically located subdivisions.

And, for the first time in its 28-year history, the company is expanding to a second metropolitan area. It acquired three parcels of land in Houston and started selling Flair homes there midway through 1974.

The Houston expansion is being carefully controlled. A 1974 production limit was established, and when it was reached sooner than anticipated, the company actually shut down its Houston sales operation rather than commit further production that would force it to add more overhead than planned.

The Houston homes are being trucked in from the Dallas components plant until volume is sufficient to justify building a second.

A Twin Cities custom-home builder says:

'We provide old-fashioned quality—and make sure our buyers know it'

Marv Anderson's Lundquist (*left*) and Grant

eople don't leave Marv Anderson houses aying: "They sure don't build 'em like they sed to." The Minneapolis/St. Paul builder f custom homes in the $50,000-plus range ot only "builds 'em like they used to" but, n some respects, builds them better.

Marv Anderson Homes still uses oak ather than pine or Philippine mahogany rim and millwork, copper and cast-iron lumbing, green-field steel cable wiring, ustom-built kitchen cabinets stained on he job, three coats of paint on woodwork, teel reinforcing rods in basement concrete nd more than two-dozen other structural nd finishing details that are all but extinct n new housing today.

And when the standard for thermal insuation in attics was increased to a 6-in. nickness at the onset of the energy crisis, nderson went up to 10 in. Anderson also pplies sheetrock with screws rather than ails, lays a continuous thermal seal beween walls and subfloor and includes outoor as well as indoor thermostats in its eating systems.

While the quality may be old-fashioned, he way Marv Anderson merchandises it is p to date. The company dramatizes its xtra features in sales-office displays. It has also prepared a brochure listing 35 of the extras it provides, and it urges prospects to see how many the competition offers.

"If people actually use our brochure as a checklist, it must be pretty embarrassing for some of the builders around town," says Sales Vice President John Lundquist with a smile.

And Marlin Grant, the company president, adds:

"We could save buyers $400 to $700 a house by using less costly substitutes. But those extras are one of the main reasons people buy from us."

'Our prices come from a book, and buyers like it that way'

The book, which is updated twice a year and sometimes even quarterly, looks something like a Sears catalog. It establishes base prices for hundreds of standard designs, products and features, and it is so comprehensive that a salesman can use it to price out any plan completely. This means he doesn't have to ask the prospect to wait a week and risk a loss of interest.

On-the-spot pricing also helps win the buyer's confidence. Says Lundquist:

"He can see we're not grabbing numbers out of the air, and he doesn't feel he has to go running down the street to check our price with another builder."

The pricing book offers an even more significant advantage: It's one of the reasons the company has always been profitable.

"We like to see the same bottom line quarter after quarter, year after year," says Grant. "You can't do that without accurate pricing."

'The dollars put into service are saved in advertising'

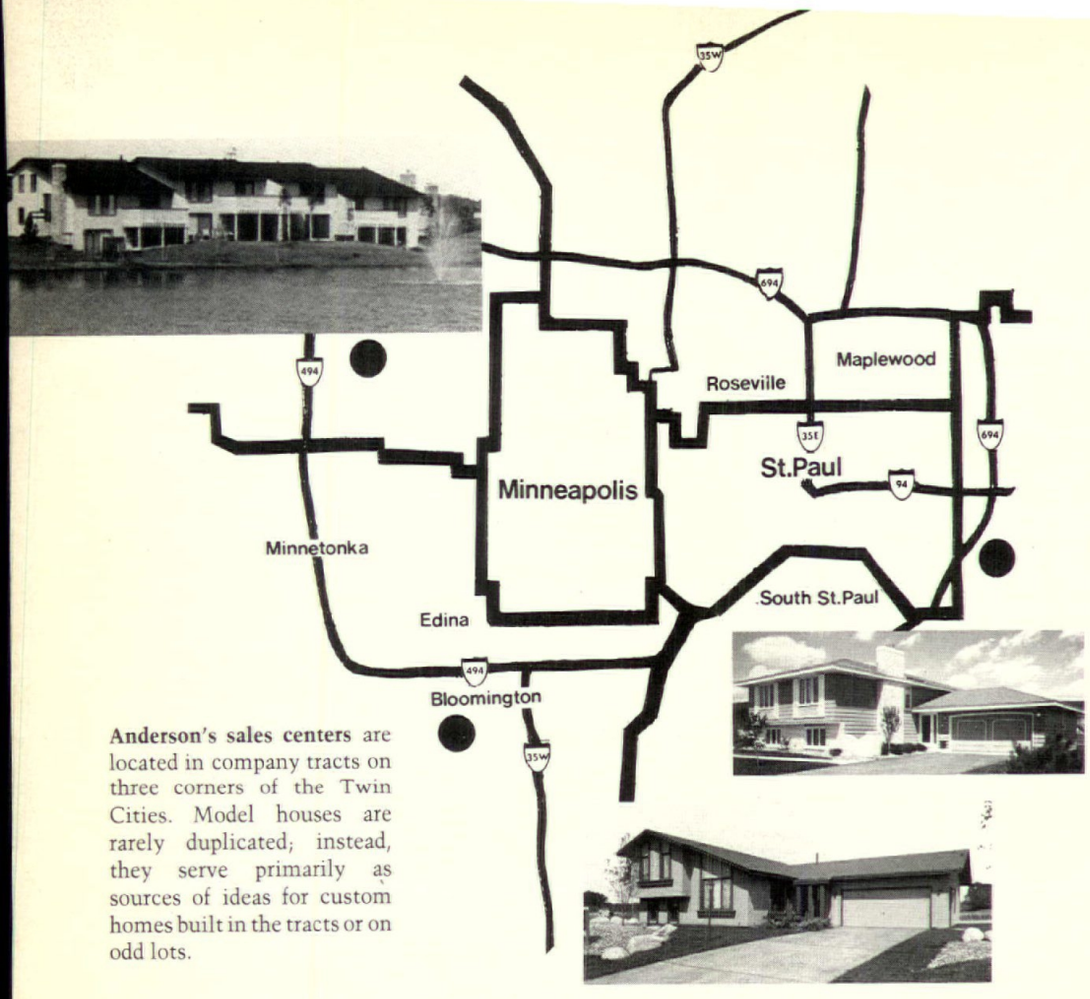
And service is why some customers are living in their second or third Marv Anderson home, and at least one is in his fourth.

It's also the reason a good portion of Anderson's sales come from referrals.

"Right now," says Lundquist, "with the market the way it is, our reputation is saving our hide like nothing else could."

Marv Anderson's customer service begins right when the purchase agreement is signed. A representative is assigned to the buyer to handle change orders and to answer any questions that come up until the house is finished.

If a buyer can't visualize where his house will stand on the lot (which, incidentally,



Anderson's sales centers are located in company tracts on three corners of the Twin Cities. Model houses are rarely duplicated; instead, they serve primarily as sources of ideas for custom homes built in the tracts or on odd lots.

may be in an Anderson subdivision or the buyer's own lot), an Anderson engineer meets him at the site and stakes out the lot to show him how his garage will relate to the street, where the front stoop will be, what trees will be lost, etc.

And customer service includes delivering its houses on time. "Our standard building schedule is a firm 11 weeks," says Grant. "The buyer can count on that."

For problems that arise after move-in, Marv Anderson has two full-time workmen assigned to service calls. What's more, its subcontractors are unusually service-conscious.

"We give our plumbing contractor a homeowner's address and phone number at 8 a.m., and by noon the problem's taken care of," says Grant.

The standard new-home warranty is one year, but the company seldom checks to see when the year is up: "When a customer has a problem, we rarely say 'no.'"

'We're loyal to our people—and they are loyal to us'

That goes for subcontractors, half of whom have worked for the company for all of its 23 years in business.

And it goes for Anderson's own staff, which averages 14 years on the job for everyone from carpenters to salesmen to the receptionist.

The company judges a sub's worth on performance rather than price, so it doesn't switch loyalties just to get low bids.

"We have made changes," says Grant, "but they've averaged about one every five years."

And the company also recognizes an employee's worth. Grant himself is a prime example. He signed on as an apprentice carpenter twenty years ago, when he was 19, and moved through the ranks—foreman, superintendent, purchasing agent, planning consultant, vice president—until he became president and general manager in 1970.

And even people who want to go out on their own have been encouraged. Marv Anderson has provided capital to set them up in subsidiary partnerships. Today there are two such partnerships: Bru-Mar Homes, which builds small custom houses on scattered sites, and grossed $500,000 last year; and George Butler Construction Co., which builds $40,000 to $50,000 custom homes in the Twin Cities' outer suburbs, and grossed $2 million last year.

Marv Anderson is one of the few builders in the Twin Cities to pay its salesmen a base salary plus commission. Reason, according to Lundquist: New-home salesmen should be guaranteed a minimum for the hours they're asked to put in. He explains:

"A new-home salesman is a demonstrator. He demonstrates your product, so he must have a high degree of loyalty. A used-home salesman can work on straight commission because he's married to his buyer, not to any specific home."

'We have no intention of expanding into other areas'

"We're happy right here with our subdivisions on three corners of the Twin Cities," says Lundquist. He explains why:

Land for single-family homes is still available close to the two metropolitan areas and, except when there is a national slump, the economy is relatively free of big peaks and valleys because there is a wide diversity of industry.

The company purchases land, three to five years in advance of need, close to major employment centers. For example, it has a 600-lot subdivision located in the shadow of the 3M Company's international headquarters in East St. Paul. 3M executives accounted for about 40% of this subdivision's 1974 sales of $2.7 million—doubtless contributing to the success of one salesman who became NAHB's 1974 National Salesman of the Year.

'But we have been diversifying in the Twin Cities area'

In recent years the company has broadened its base to encompass more than custom homes. Marv Anderson Realty, a general brokerage, was set up five years ago. In 1974 it accounted for almost half of the company's total revenues of $17.5 million. John Lundquist, who is in charge of sales for the parent company, is also president of the realty company.

And three years ago the company opened an attached-house project when demand for that type of housing was just getting off the ground in the Twin Cities. Even here it sells a customized product. Twenty percent of the fourplexes are built on spec. The remainder are begun only after two or more of the units have been sold. Then the company builds each unit to suit the buyers' changing floor plans, size of rooms, finishing details—in fact, everything except the basic split-level layout and the rooflines.

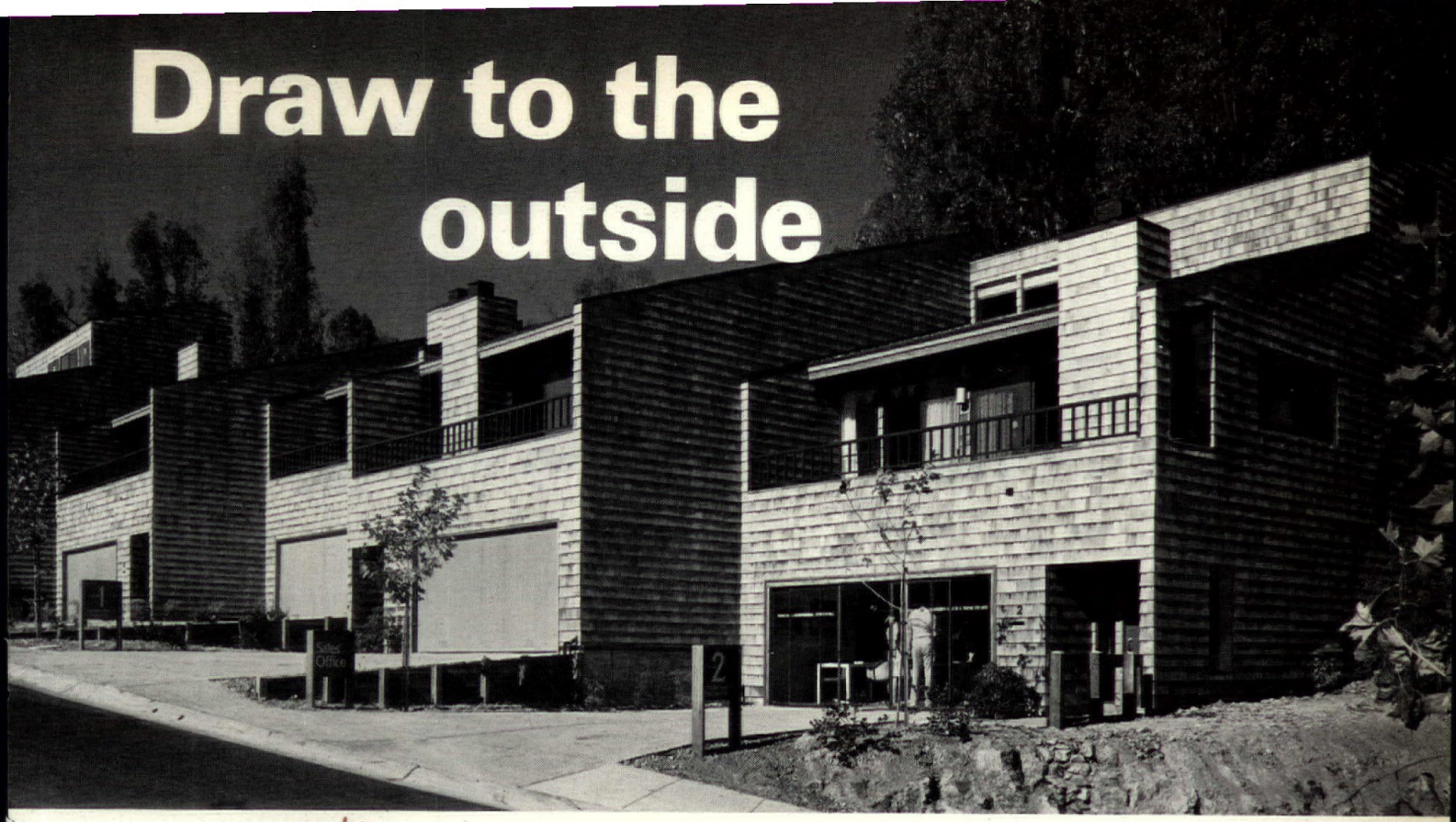
Prices range from $45,000 to $65,300. For the first 18 months, down payments averaged $21,000, for the company was serving much the same market as it does with its custom homes, and many buyers paid cash.

But back at the beginning Marvin H. Anderson, the company's founder, was not aiming at such an affluent market.

Anderson started the company in 1952 when he quit his job as a superintendent for a Minneapolis sectional-house builder to get into the tract-house business on his own. He built a good product, and as demand for his $11,995 ramblers slackened after 1959 more and more of his earlier buyers began bringing plans to him and asking him to build custom homes. By 1962, Marv Anderson Homes was strictly a custom-house builder.

Marvin Anderson has delegated authority so well that for the past several years he has spent his winters running a farm in the Caribbean. He returns home to consult on the company's land purchases, but otherwise his main contribution to revenues is the reputation behind his name. As one competitor enviously put it: "He's like the Betty Crocker of the Twin Cities housing industry."

Draw to the outside



Redwood Hills, Oakland, Calif. Architect: Mackinlay, Winnacker, McNeil, AIA & Associates, Inc.

Make the profitable deal with SHAKERTOWN cedar textures

In 1975, we can help you get your share of the market with the best *sales insurance* you can put on an exterior! Shakertown 8' panels of shakes and shingles have the value, quality and distinctive beauty that sells homes and apartments fast. What's more, they speed application on sidewalls and mansards to hold down construction costs. Nailing is direct to studs. The shakes or shingles are applied *with* the sheathing, providing a strong, weather-tight finish and greater insulation. Shakertown panels give you an unbeatable combination to save time and insure your sales success. Choose from a variety of real Western Red Cedar textures, including bold new Hewn Wood Shingle panels for your next project!

Electronically bonded

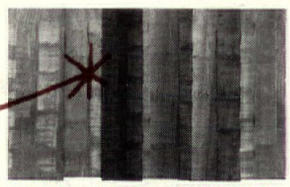
Here's where you save money!

Fast one step application

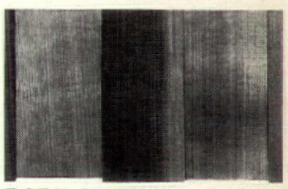
A new Shakertown texture!

Insulation R value 1.28

Big 8' one-man panels—Self-aligning

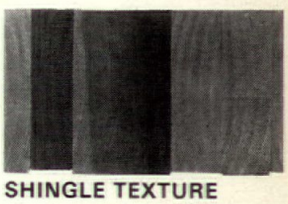


HEWN WOOD SHINGLES

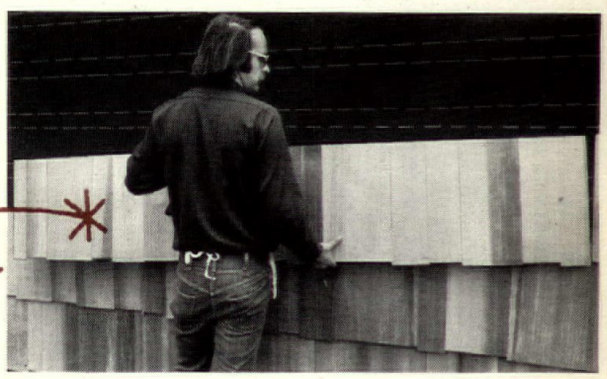


BARN SHAKES

ROUGH SAWN SHINGLES



SHINGLE TEXTURE



Get all the facts

FOR FURTHER INFORMATION SEE OUR CATALOG IN SWEET'S OR WRITE FOR COPY

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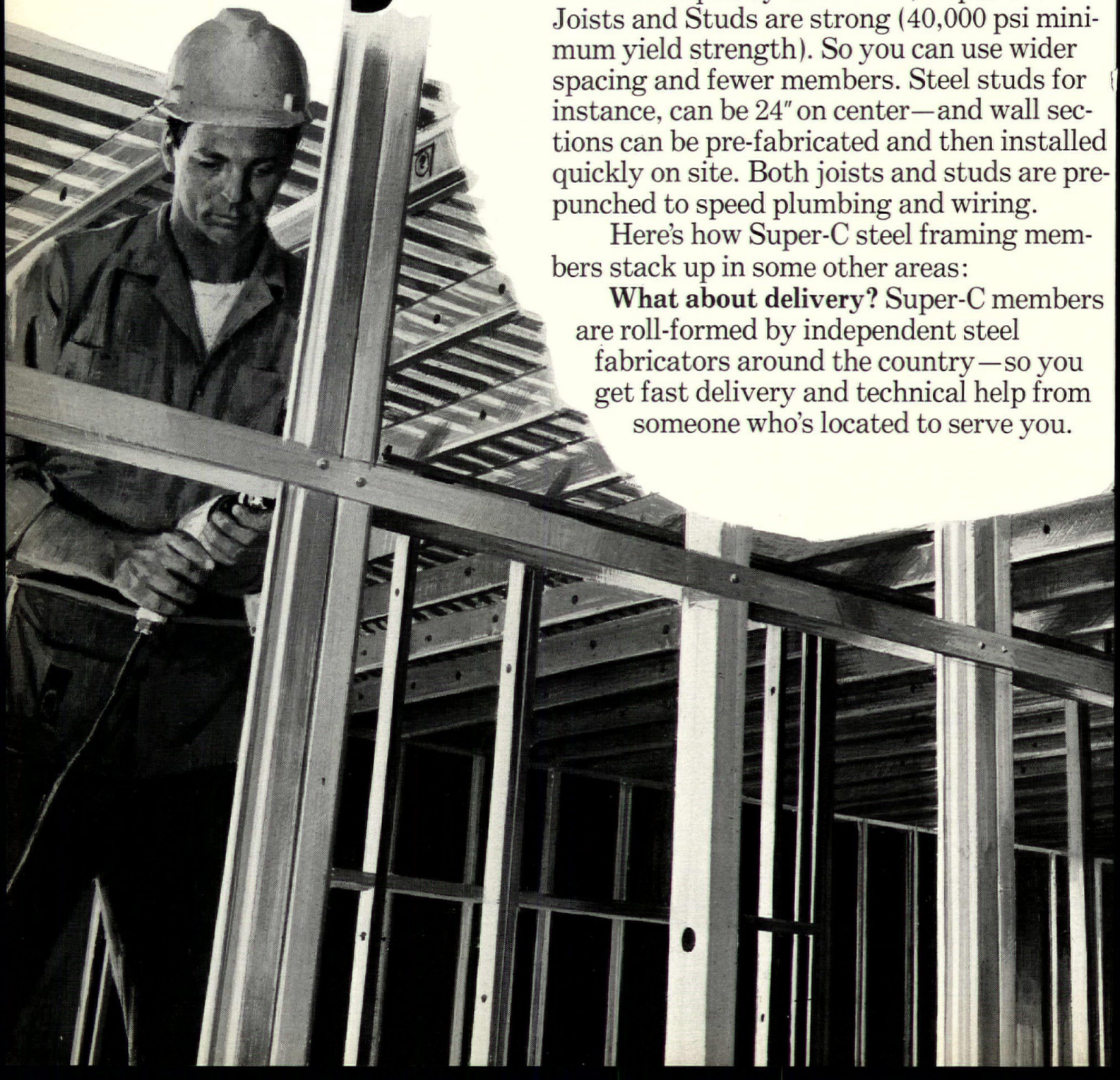
Super-C steel install faster and Why?

Because they're pre-engineered, pre-cut products, designed to help you get your project erected and ready for use as quickly as possible.

Developed by U.S. Steel, Super-C Steel Joists and Studs are strong (40,000 psi minimum yield strength). So you can use wider spacing and fewer members. Steel studs for instance, can be 24″ on center—and wall sections can be pre-fabricated and then installed quickly on site. Both joists and studs are pre-punched to speed plumbing and wiring.

Here's how Super-C steel framing members stack up in some other areas:

What about delivery? Super-C members are roll-formed by independent steel fabricators around the country—so you get fast delivery and technical help from someone who's located to serve you.



framing members speed completion.

How do costs compare? Initially, some other materials may seem more economical. But *installed costs* can be surprisingly comparable. Among the reasons: there's virtually no waste in the field. Fast installation can cut your labor costs. And Super-C members are hot-dipped galvanized steel, for better protection against weather —no special handling or storing required. Non-combustible, too.

Are they compatible with conventional building materials?

Super-C members work well with any form of construction—separately (as roof joists on concrete block structures, for instance) or as a complete framing system. Conventional deckings and wall materials are easily applied.

How about callbacks? Steel members can't shrink, warp or rot. Floors won't squeak. You should expect *no callbacks* with Super-C.

How do I get more information? See our insertion in Sweet's Architectural File (5.3/Uni). Or mail this coupon for complete specifications. We'll send you structural design booklets on both Super-C Joists and Studs—with load tables and all the information you need to start working with them. Plus, the name of the fabricator serving your area. He's ready to work with you *now.*

USS TRADEMARK **United States Steel**

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Super-C Steel Framing

United States Steel, P.O. Box 86 (C372–2)
Pittsburgh, Pa. 15230.
Dear Sirs: Please send me information on Super-C Steel Joists and Studs:

Name_____ Title_____

Firm_____

Address_____

City_____ State_____ Zip_____

Type of units_____ How many?_____

Automatic smoothtop range, "Gallery," *(left)* features a convenient warming shelf at the top. Controls are mounted on the front of the shelf, out of the reach of children. Unit has a self-cleaning oven, digital clock and a black-finish on the oven door and storage drawer. Tappan, Mansfield, Ohio.
CIRCLE 200 ON READER SERVICE CARD

Deluxe 30" electric range *(right)* is a fully automatic unit with a self-cleaning oven. Lift-off cooktop with plug-in, speed-heat units is easy to clean. Range, with cooktop and oven lights, is available in avocado, harvest gold, copper-bronze or white with woodgrain finish accents. Admiral, Chicago.
CIRCLE 201 ON READER SERVICE CARD

Canned-food storage cabinet *(above)* contains eight roll-out trays that hold cans in a horizontal position. All labels can be easily read, and even the back cans are accessible. Upper section of the cabinet, designed for conventional storage, features two additional adjustable shelves. Wood-Mode, Kreamer, Pa.
CIRCLE 202 ON READER SERVICE CARD

"Superform" plastic laminate, shown in a butcher-block pattern *(below)*, forms at lower temperatures than conventional materials reducing fabrication costs. Less time and energy are used to reach forming temperature, and less laminate is wasted. Micarta, Westinghouse, Pittsburgh, Pa.
CIRCLE 203 ON READER SERVICE CARD

Traditionally styled cabinetry, "Pinehurst," *(above)* features pine door- and drawer-fronts. Golden pine finish is hand-rubbed and highlighted. Cabinets come in a range of sizes. Kemper, Richmond, Ind.
CIRCLE 204 ON READER SERVICE CARD

Drop-in range *(below)* features lift-out cooktops that easily convert to electric grills. Offered with conventional burners or glass ceramic units, range features a surface ventilator. Jenn-Air, Indianapolis, Ind.
CIRCLE 205 ON READER SERVICE CARD

PRODUCT INDEX

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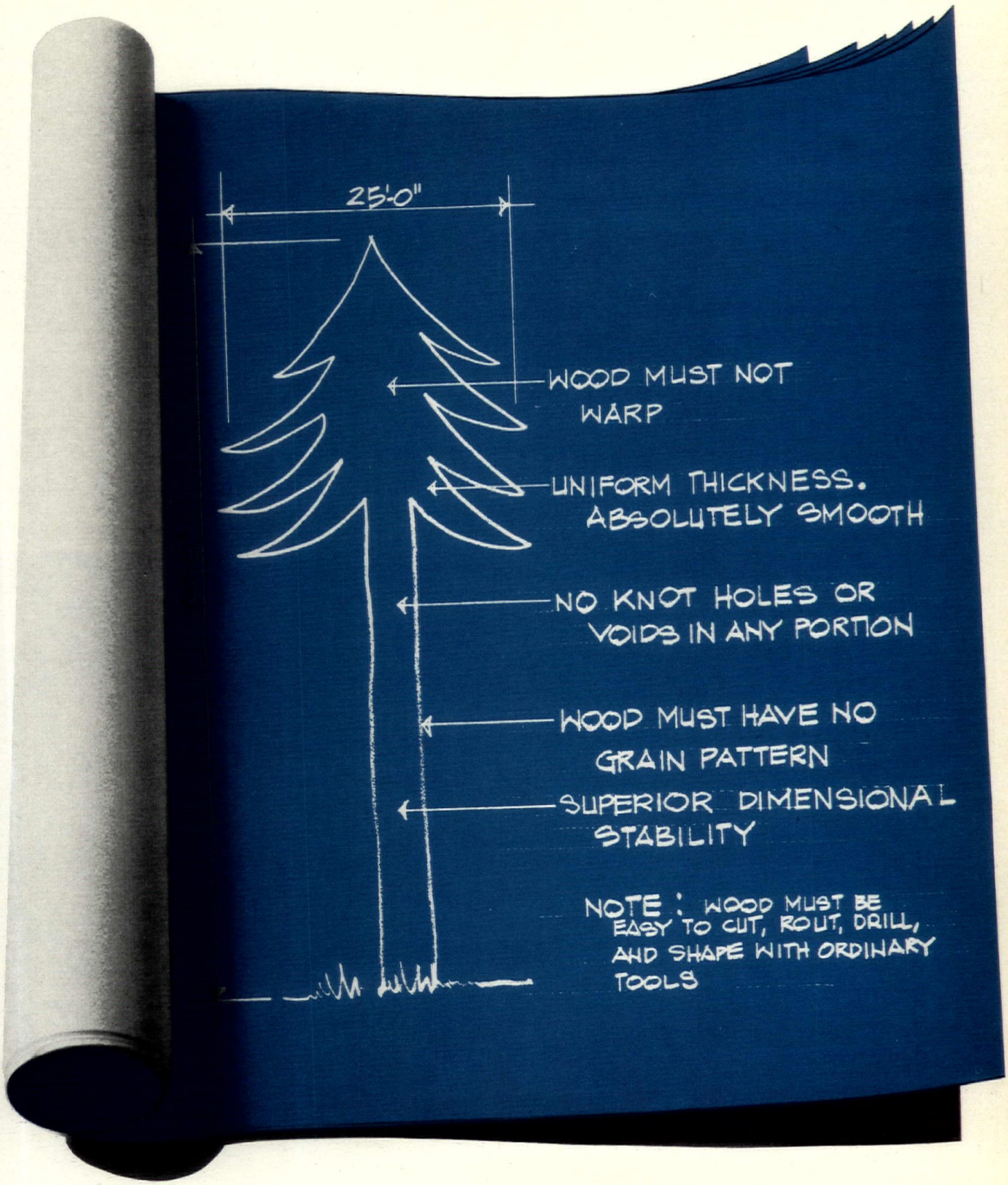
114 Tools & equipment
116 Tools & equipment

If you were designing a new tree, wouldn't you want specs like these?

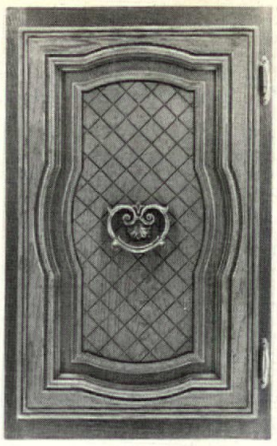


Temple has this "tree" in production. We call it Temple particleboard, and it's available in panels with a wide range of thicknesses, and in shelving. For more facts, write for our colorful building products catalog.

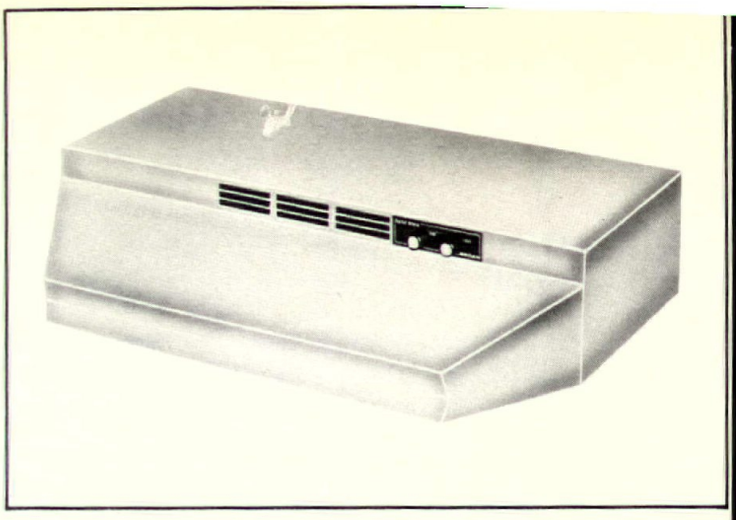
TEMPLE INDUSTRIES
DIBOLL, TEXAS 75941

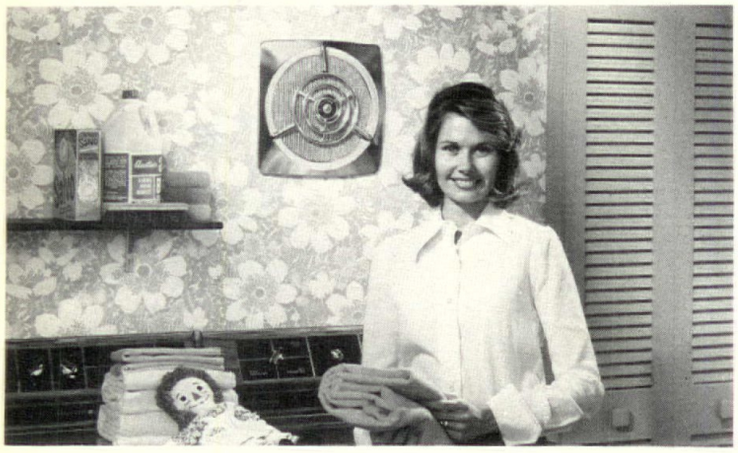
CIRCLE 95 ON READER SERVICE CARD

"Unifront" cabinet door of high-impact polystyrene is a three-dimensional design. A pine frame surrounds a textured center panel. Ten door sizes and two drawer-front sizes are offered in fruitwood, walnut, antique-green and antique-white finishes with brass handles. Belwood, Ackerman, Miss.
CIRCLE 206 ON READER SERVICE CARD



Automatic wall fan *(below)* is a ductless unit with a telescoping sleeve to fit most walls. Outside parts are zinc-coated steel with a baked enamel finish. Grille is silver-anodized aluminum. Nutone, Cincinnati, Ohio.
CIRCLE 207 ON READER SERVICE CARD





Solid state ducted range hood is offered with finger-tip air control. The quiet operating unit features a washable aluminum filter for grease and a replaceable charcoal filter that removes moisture and odor. Broan, Hartford, Wis.
CIRCLE 209 ON READER SERVICE CARD

Line of trash compactors includes one undercounter model and two freestanding units. The jam-free appliance features quiet operating, self-lubricating, double-powered, screw-drive, helical gears. Kelvinator, Grand Rapids, Mich.
CIRCLE 210 ON READER SERVICE CARD

Partially automatic defrost refrigerator is designed to help conserve energy. Top 15.6 cu. ft. freezer features 3" of urethane-foam insulation on the sides and top and 4½" on the bottom. Unit features a radiant shell condenser welded to the top and sides of the interior eliminating the need for a condenser fan. Amana, Amana, Iowa. CIRCLE 208 ON READER SERVICE CARD

Contemporary styled cabinets with a flush-front design are made of Formica in a solid-white, suede finish. Features include full-height base-cabinet doors and drawer banks with side-mount, ball-bearing track. Upper cabinets have one adjustable and one fixed shelf. Self-closing hinges are standard. Villa, Mfg., Rochester, N.Y. CIRCLE 211 ON READER SERVICE CARD

more products on page

Honeywell
Control News
Vol. 10, No. 38 NEWS, SERVICES AND TIPS FOR ENGINEERS AND CONTRACTORS EACB

HOMES SELL EASIER WHEN THEY'RE CLEAN AIR HOMES

What Are Clean Air Homes? They're The Ones That Sell Faster Because They Offer Buyers Clean, Quality Living With Honeywell's Electronic Air Cleaner!

These days, you need all the help you can get selling homes. And you get that kind of help by offering your homes with Honeywell's Electronic Air Cleaner -- The Clean Air Machine -- as a standard appliance.

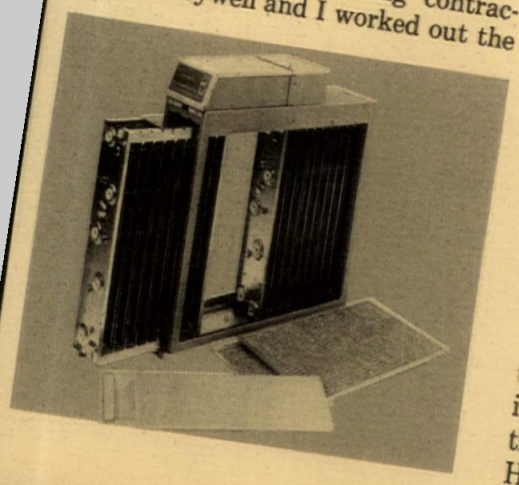
In modern deluxe and mid-price homes, homebuilders, real estate agents and architects have discovered electronic air cleaners to be a promotable, tangible competitive difference when they're sold as standard features. So saleability -- and profitability -- of the homes go up. (And, the cost is low, compared to the cost of mortgage money for unsold homes.)

Clean Air For Total Living

"We put them in as standard equipment," says Jerry Powers, President of Powers Bros. Real Estate, Evansville, Ind.

"In developing the Rivergate Communities," Powers says, "one concept we wanted to merchandise was 'total living,' inside and out.

My heating and cooling contractors, Honeywell and I worked out the details for a complete advertising program designed to create traffic ... to make people aware of the total living concept," Powers continued.



Part Of The Selling Is Already Done

Selling is easier when customers recognize brand names in your homes. And they're sure to recognize the name Honeywell, makers of the Round and Chronotherm Clock Thermostats.

So what is this to you? Just this; with the Honeywell Electronic Air Cleaner in your homes, a big part of the selling job is done for you.

"We've specified Honeywell because of the name," says a California heating and cooling contractor.

"The Honeywell name on an appliance like the Electronic Air Cleaner tells prospective homeowners exactly how this developer feels about quality -- not only in workmanship -- but also in the quality of living anticipated in this condominium development.

"A developer came to us for additional ways he could sell condominiums faster," the contractor continued. "We recommended that a Honeywell Electronic Air Cleaner be featured as a standard appliance -- just like the dishwasher, air conditioning and other extra-value comfort items."

They're Reliable, Too!

"We've installed electronic air cleaners for many years in new and existing residential work," says an Ohio heating and air conditioning contractor. "With the Honeywell Electronic Air Cleaner, we've had not one failure since installation." And that's the way it should be, he says.

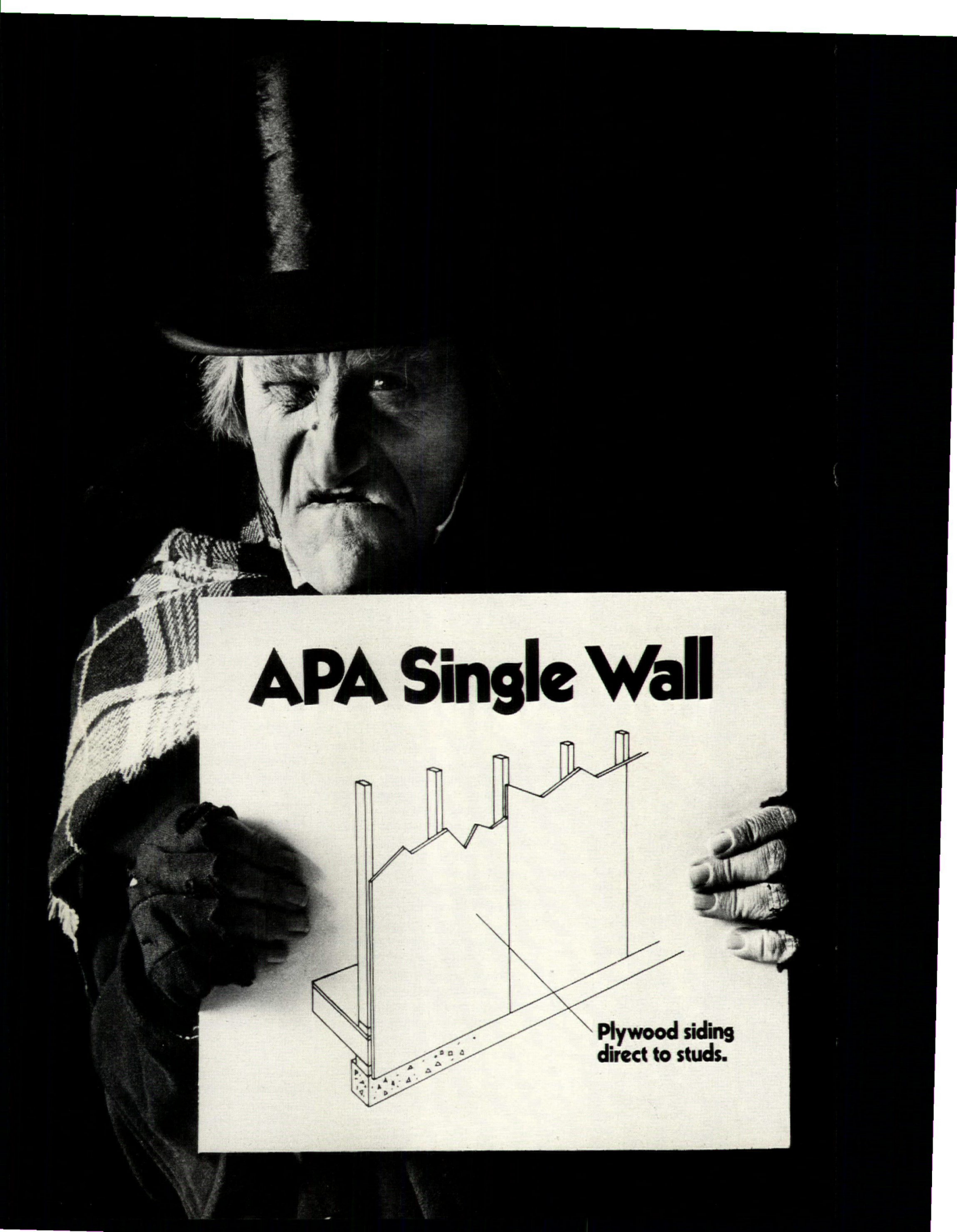
"Builders are in the business of selling homes -- not servicing complaints."

How Well Does It Work?

Honeywell's F50 family of electronic air cleaners removes up to 95% of all dust, smoke and pollen passing through them. So the home environment has less airborne dirt, and walls, drapes and furniture stay cleaner longer.

Give your homes a tangible, promotable competitive point of difference at minor cost. See your authorized Honeywell representative today about the Clean Air Machine. Or write Honeywell Inquiries, G2118, Honeywell Plaza, Minneapolis, Minnesota, 55408.

CIRCLE 97 ON READER SERVICE CARD


APA Single Wall
Plywood siding
direct to studs.

Can your wall pass the Plywood Scrooge Test?

Six builders talk about cutting costs with APA Single Wall.

"We studied systems for two years before we decided on APA Single Wall with studs spaced 24 inches o.c. Saves time. Saves material. And the heat and energy loss rating is very good." *Burton Eaton, Beaton Builders, Inc., Hartsdale, New York.*

"We have built 1,000 homes using APA Single Wall. And in a nutshell, they sell faster than others. We use a stain that really brings out the natural beauty of plywood." *Ralph Heavrin, Pacesetter Homes, Inc., Omaha, Nebraska.*

"Speed and cost is the big advantage. APA Single Wall fits right into our panelized operation. We prefab the walls in our yard. And compared to stucco, which is big in this area, Single Wall is a lot cleaner and faster." *Bob Campbell, Sun Home Builders, Inc., Las Vegas, Nevada.*

"To me, APA Single Wall means great insulation and minimum utility bills. Also, we use Texture 1-11 on the interior. Brings the outside in." *Jim Gilmore, Coronado Builders Corp., Franklin, Tennessee.*

"Erection time is less. Maintenance is minimum. The appearance is great. I'd recommend Single Wall to anyone." *Gene Schnippel, Schnippel Construction, Inc., Botkins, Ohio.*

"I like to use plywood with a resawn finish. Single Wall is the best of both worlds, speed of erection and great looks." *Wilburn Wallace, Janis Construction Corp., Sausalito, California.*

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☐ My walls cut costs 30-40% compared to double wall construction.

☐ My walls cut *more* than 30-40% because the framing is spaced 24 inches o.c.

☐ My walls are super energy savers because I use insulation that completely fills the stud space.

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Free.

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Tacoma, Washington 98401

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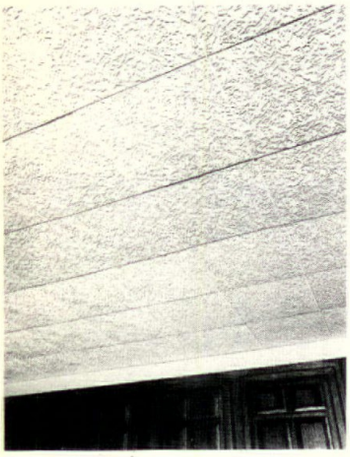
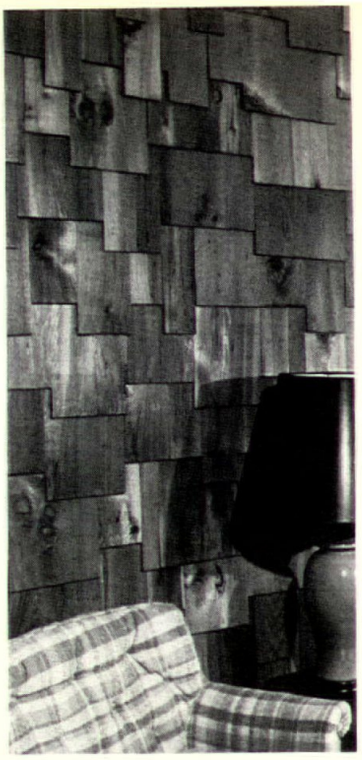
the cost cutter



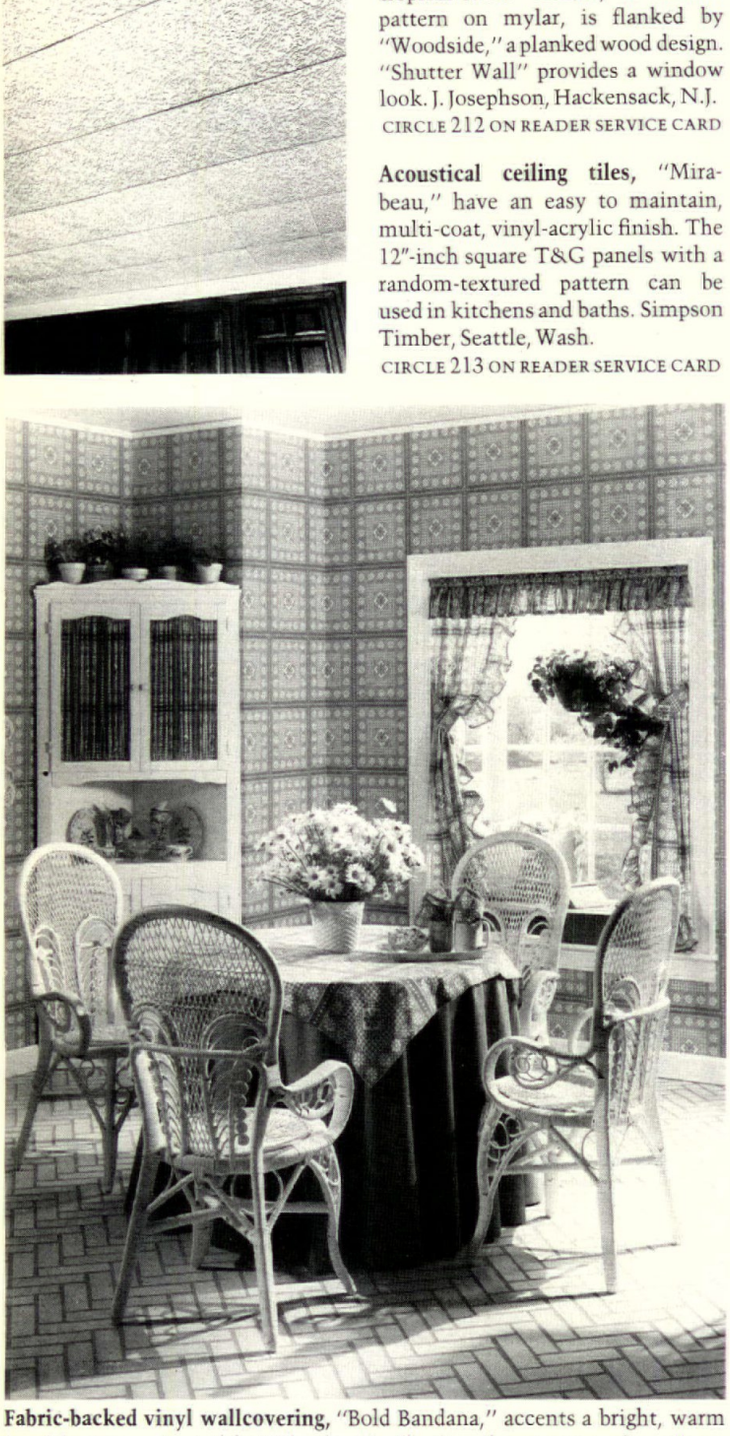
Vinyl wallcoverings from the "Vinyl Plus" collection create a tropical look. "Timbu," a bamboo pattern on mylar, is flanked by "Woodside," a planked wood design. "Shutter Wall" provides a window look. J. Josephson, Hackensack, N.J.
CIRCLE 212 ON READER SERVICE CARD

Acoustical ceiling tiles, "Mirabeau," have an easy to maintain, multi-coat, vinyl-acrylic finish. The 12"-inch square T&G panels with a random-textured pattern can be used in kitchens and baths. Simpson Timber, Seattle, Wash.
CIRCLE 213 ON READER SERVICE CARD

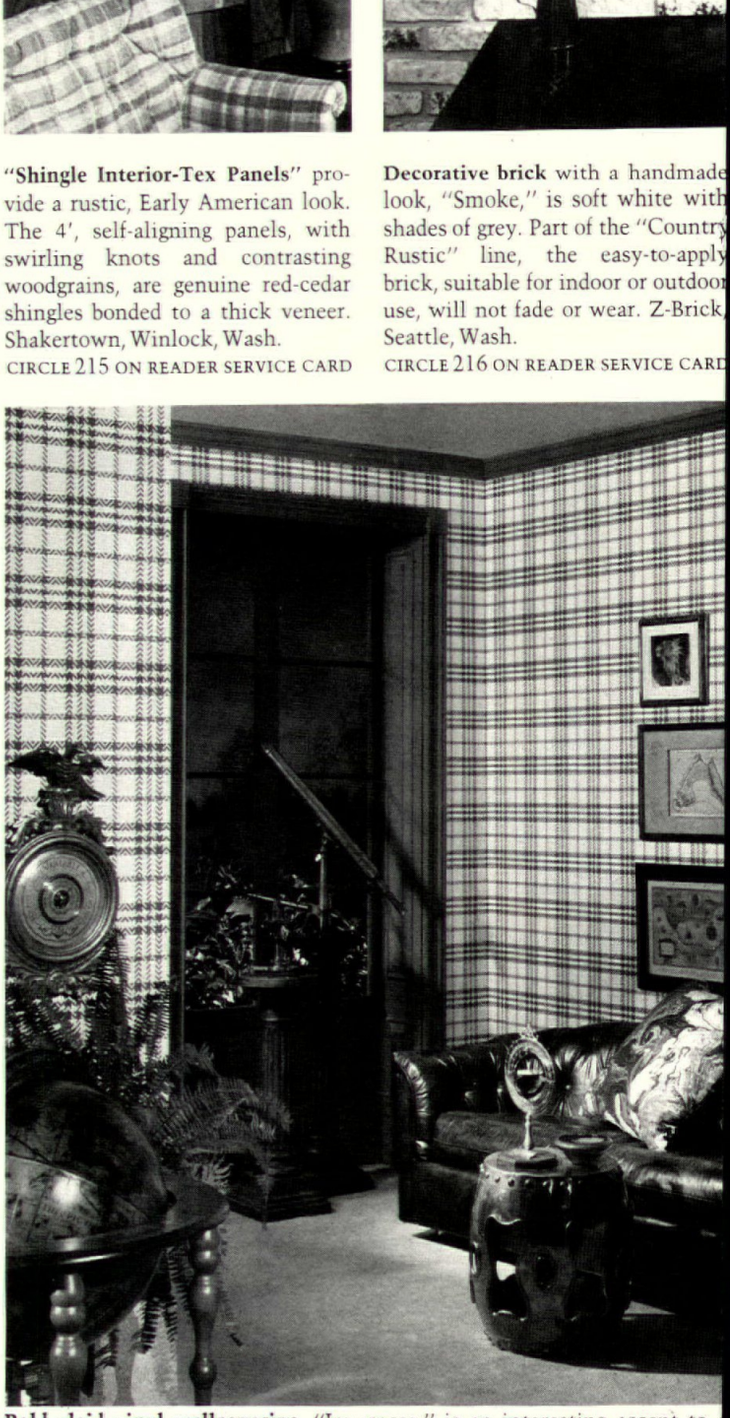


"Shingle Interior-Tex Panels" provide a rustic, Early American look. The 4', self-aligning panels, with swirling knots and contrasting woodgrains, are genuine red-cedar shingles bonded to a thick veneer. Shakertown, Winlock, Wash.
CIRCLE 215 ON READER SERVICE CARD

Decorative brick with a handmade look, "Smoke," is soft white with shades of grey. Part of the "Country Rustic" line, the easy-to-apply brick, suitable for indoor or outdoor use, will not fade or wear. Z-Brick, Seattle, Wash.
CIRCLE 216 ON READER SERVICE CARD



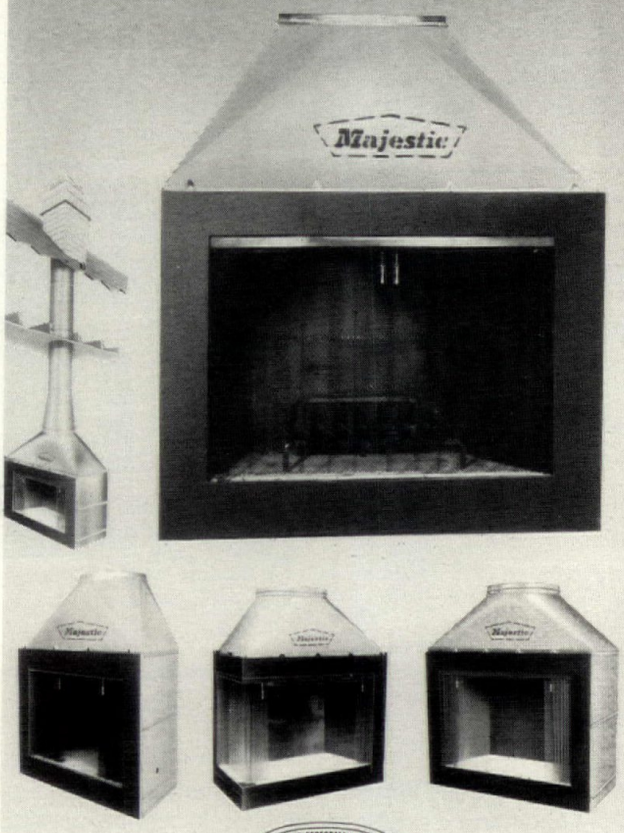
Fabric-backed vinyl wallcovering, "Bold Bandana," accents a bright, warm breakfast room. Part of the "Glendura" collection, the easy-to-apply wallcovering is prepasted, scrubbable and strippable. Coordinated fabric, shown on curtains and tablecloth, is a 36" wide, hand-screen printed cotton. Imperial Wallcoverings, Cleveland, Ohio. CIRCLE 214 ON READER SERVICE CARD



Bold plaid vinyl wallcovering, "Inverness," is an interesting accent to a traditionally furnished den. Part of the pre-pasted "Life Style Vymura" collection, the pattern is available in five colorways including red, white and blue. Wallcovering is easy to apply, easy to maintain and easy to remove. ICI United States, Wilmington, Del. CIRCLE 217 ON READER SERVICE CARD

more products on page

We do the hard part



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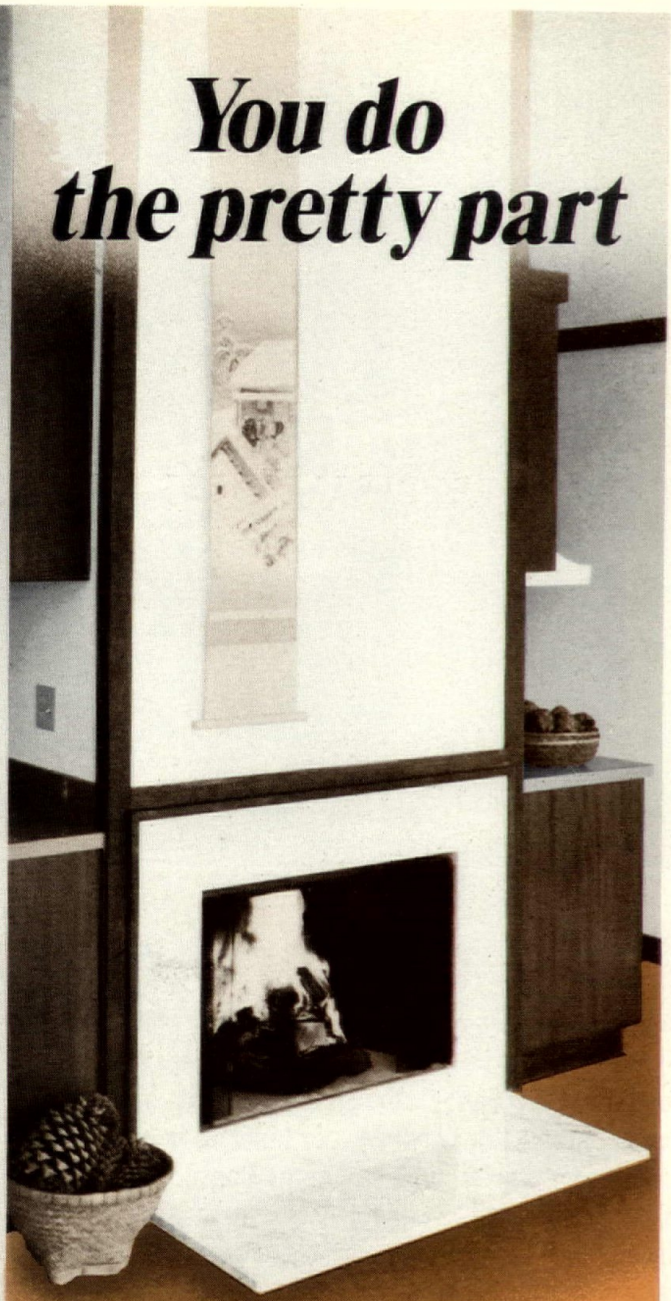
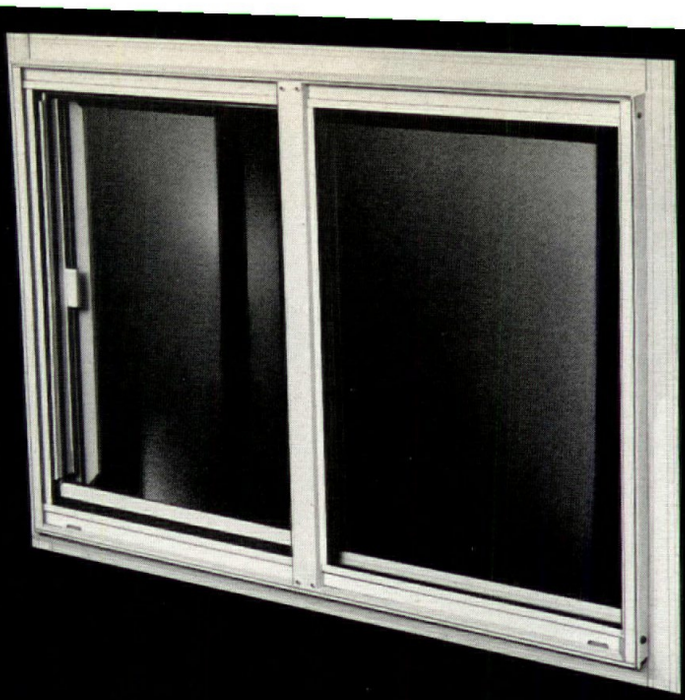
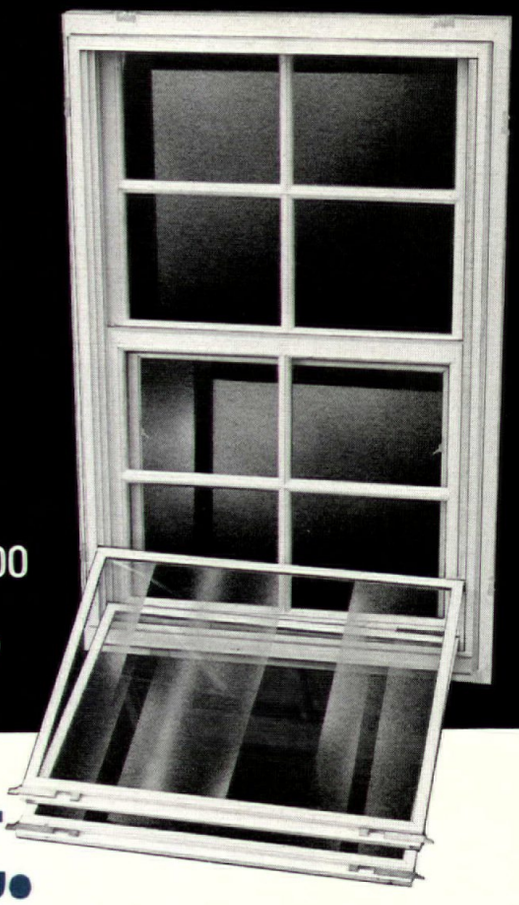
You do the pretty part



Pretty fireplaces are nothing new in homes or even old castles but the interior work of an efficient system was always a problem — and costly . . . before Majestic. The prefabricated Majestic Thulman® wood-burning fireplaces are pre-engineered and expertly factory-built to exact specifications to operate efficiently and install easily. The outside surfaces are cooled by the exclusive thermo-siphoning principle. This permits setting the unit on wood flooring without extra footers, and framing-in flush to the firebox with ordinary building materials. Less on-the-job labor makes installations economical — no masonry is required — sliding firescreens, dampers and firebrick are in place — plus each unit is prepared for a gas starter. The hard work is done at Majestic . . . even the snap-together triple-walled flues which may be offset either 15° or 30° are simple to install. The line includes fully insulated fireplaces with 28″, 36″ or 42″ screened openings. Also end-open models are available for corners or room dividers. You do the pretty work in any style or motif; the engineering is taken care of by Majestic . . . **America's Leading Fireplace Manufacturer.**



"E" 600 by Capitol
unitized prime/thermal horizontal
rolling window - rated HS-B2-HP



Capitol's "E" 500
unitized prime/thermal single
hung window - rated DH-B1-HP

In a word: great.

Capitol's "E" Series...the two greatest aluminum, thermal-break, fin windows the building industry has ever known. Capitol brings "Energy Conservation" and lower "Life Cycle" window costs to today's market place. Here are the incomparable advantages the "E" Series windows bring to our builders:

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- **"Closed Cell" thermal barrier material** - Optimal configuration, "closed cell" vinyl foam thermal-break material results in a high degree of temperature transfer resistance.
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During this period of sagging economies and company failures you know that it is smart business to deal with a successful and reliable supplier. Capitol is just that. Let us tell you more about these two great windows...**call collect Mr. Fremont, VP Sales, (717) 766-7661.** CAPITOL PRODUCTS CORP Mechanicsburg, Pa. 17055

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CIRCLE 102 ON READER SERVICE CARD

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Housing Bookcenter offers

4 useful building books on...

1. Townhouses & Condominiums:
Residents' Likes and Dislikes
by Dr. Carl Norcross

105 pages/8 1/2" x 11"/Paperbound/Illustrated/Price: $20.00

Townhouses and Condominiums by Dr. Carl Norcross is unique since its primary emphasis is on people already living in townhouses and condominiums. For the first time, residents are directly quoted about what they like and dislike about their homes, what they want changed, and what suggestions they have for improvements. Their cogent, incisive, and often provacative comments can furnish builders, developers, and other key industry professionals — as well as prospective townhouse and condominium buyers — with valuable insights and guidelines.

On the basis of answers to two general questions, an Owner's Satisfaction Scale was developed by the author. Although based primarily on two questions, the scale has validity since responses correlate closely with responses to eight other, very specific questions.

One of the most extensive studies ever made of townhouses and condominiums, this survey includes residents in forty-nine projects in California and Washington, D.C. However, the results of the survey are generally applicable to any development, since the subjects discussed cover a wide range including parking problems, recreation facilities, responsibility of homes associations, density factors, pets in the neighborhood, and quality of construction.

For your personal copy check form below.

2. Golf Course Developments
by Rees L. Jones and Guy L. Rando

105 pages/8 1/2" x 11"/Paperbound/Illustrated/Price: $17.50

It is clear that real estate developers will be the major golf course builders in the future. Since many developers have never been involved in this type of site improvement and because many others have not participated in the sport, authors Jones and Rando determined that a golf course development manual would be of great value.

Golf Course Developments describes what a developer should know about the game of golf and what constitutes a regulation golf course as well as alternative layout types. It explains the various layout configurations that can be used and contains a discussion of how and why each one has been incorporated into an existing development. A thorough discussion of site factors which must be considered before a golf course is laid out is also included.

Necessary golf course construction methods with their alternate solutions and related costs are explained and a very informative design analysis of a particular project, Point Aquarius, in Alabama is included.

Finally, there is a general section on clubhouse design and function as well as a discussion on the various ways to treat memberships or fees.

In sum, this is a development manual written for real estate developers to help them better understand the subtleties and complexities of golf course development and to point out the high degree of technical and design expertise needed to accomplish the task effectively and efficiently.

For your personal copy check form below.

3. Apartment Development:
Strategy for Successful Decision Making
by J. Ross McKeever

58 pages/8 1/2" x 11"/Paperbound/Illustrated/Price: $10.00

This special report — just published — will help builders and developers improve their strategies for developing successful apartment projects. The four sections of this comprehensive report offer in-depth coverage of the market process, the site selection process, the site design process, and the marketing process.

Apart from the high cost of money and the scarcity of its ready availability, apartment developers are confronted with a number of obstacles to surmount before construction can begin. These obstacles are listed, discussed, and a solution is offered.

To counteract the obstacles the author lists and discusses the bright spots. For example, the untapped potential for redevelopme of the central city, the current federal housing allowance system, the continuing demand for multifamily housing. These and other favorable factors are examined.

This report offers steps and procedures — in the form of checklists — for the builder and developer to use in adapting a personal strategy for success in the construction of mid-rise, garden and high-rise developments.

A good market for good rental units is bolstered by building not just apartments but by building the right kind in the right place for the right price. This book will help you to make the right decisions that these factors are dependant upon.

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4. Shopping Center Zoning
by J. Ross McKeever

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This highly revealing study examines the shopping center as zoning applies to its conceptual aspects, planning procedures and managerial operations.

The most significant fact revealed by the investigation underlying this study is the finding that zoning regulations in force for shopping center development are virtually chaotic.

To offer a direction toward bringing order out of existing chaos, author McKeever offers guidelines to help direct municipal and regional legislative bodies to frame and adopt ordinances that will encourage developers to provide the well planned shopping centers that offer the community an asset to its needs.

By the same token, guidelines for the developer are similarly outlined; the aim is to produce good shopping centers and community values.

Shopping Center Zoning focuses upon a present day problem which is the crying need for sound and rational zoning controls that induce well designed and well conceived shopping centers. This outstanding volume will help to bridge the communications gap existing between zoning officials who are struggling valiantly day by day with the frustrating task of interpreting and enforcing existing regulations and those responsible developers who are trying hopelessly to conform to them.

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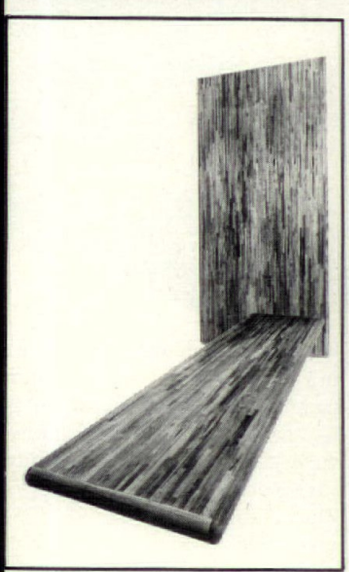
Patriotic wallcovering, "E Pluribus Unum," is a large-scale design of eagle nests on a back-ground of stars. The prepasted vinyl wallcovering is part of the "Colonial & Traditional Collection." United Desoto, Chicago.

CIRCLE 222 ON READER SERVICE CARD

Hardboard paneling with a natural look, "Earthwood" (*below*), is part of the "Forester Series." The 4'x8' panels, with random-plank designs, are used in horizontal and vertical applications. Two woodtones are offered. Masonite, Chicago.

CIRCLE 223 ON READER SERVICE CARD



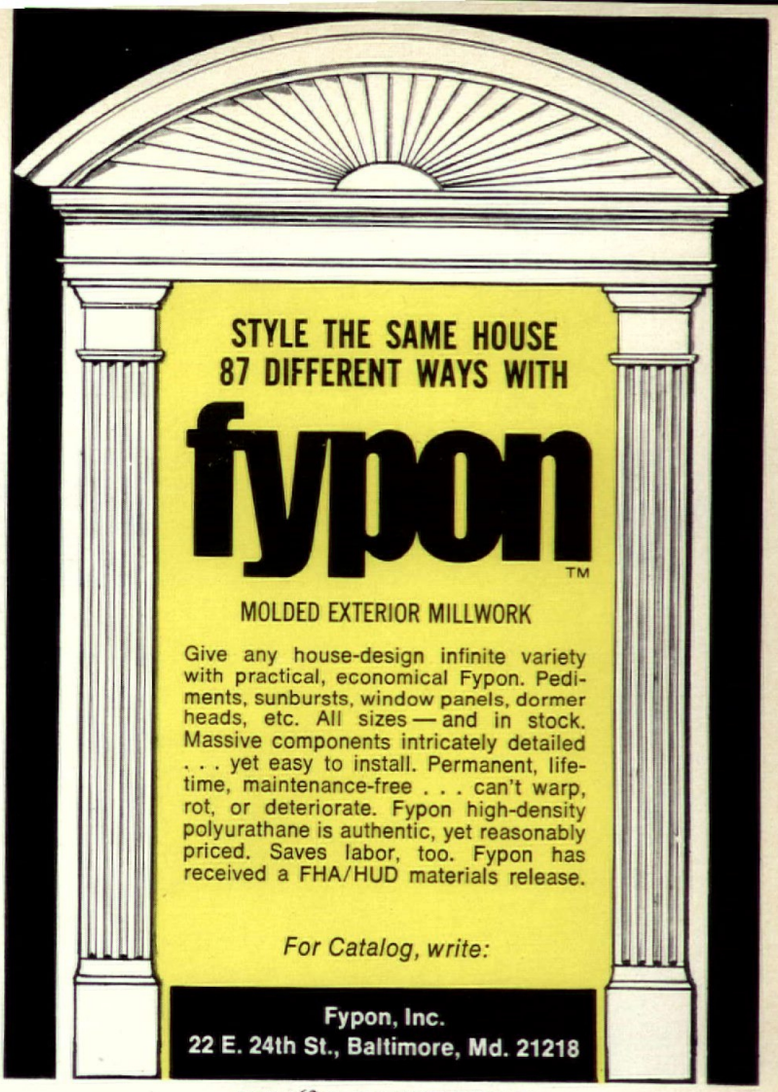
Laminated wood paneling, "Teak Bondwood," is composed of random length, ⅝"-wide teak strips. Panels, which can be applied to vertical or horizontal surfaces, have varying wood tones and grains. Sold unfinished, panels should be oiled for best results. Forms & Surfaces, Santa Barbara, Calif.

CIRCLE 224 ON READER SERVICE CARD

Manufactured stone in a brick design is suitable for interior or exterior application. Composed of cement products and lightweight aggregate, the easy-to-install covering simulates the look and texture of used brick. Corner pieces are available. Eldorado Stone, Kirkland, Wash.

CIRCLE 262 ON READER SERVICE CARD

more products on page 106



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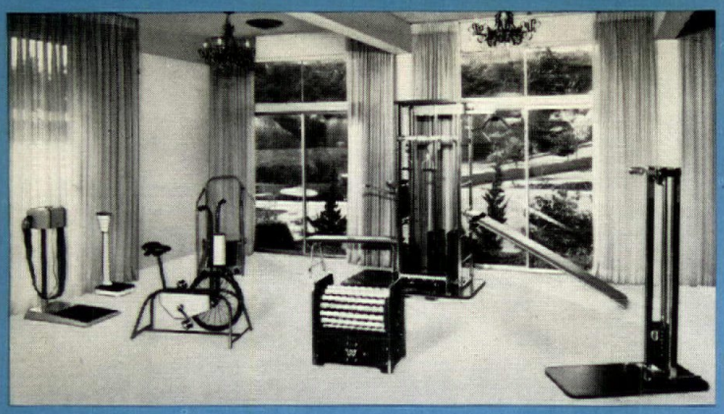

Why settle for just a weight machine when for the same investment you can have a complete fitness center. The Marcy® health spa shown accommodates 15 people, requires 250 sq. ft., and is only $2541.00*. Marcy's experts will design a complete fitness center for you at *no charge!* Write for free color brochure and full information.

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Equipment for ____ men,
____ women ____ children.
Budget (if any) _____

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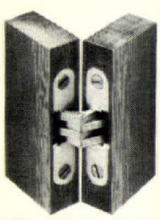

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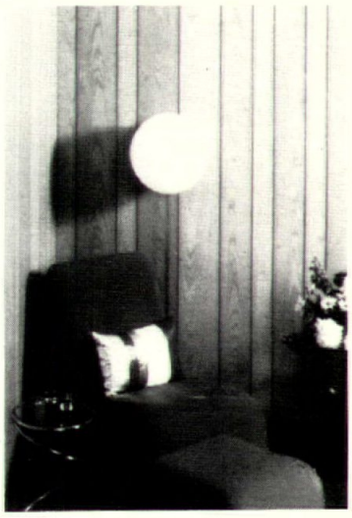
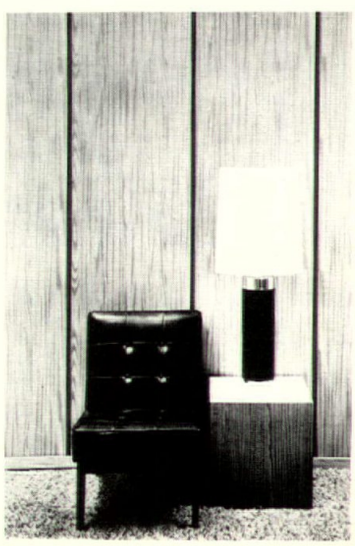


"Cordova Oak" solid plank paneling provides a horizontal accent in a public lobby. The natural finish of the paneling is protected by two coats of baked-on alkyd-urea. The warm, random-plank pattern is an interesting addition to contemporary or traditional decors. Potlatch, Stuttgart, Ark.

CIRCLE 218 ON READER SERVICE CARD

Particleboard paneling, with a simulated woodgrain pattern, highlights a contemporary family room. The ¼" printed panels with a random plank design have a smooth, durable, easy-to-maintain surface. Boise Cascade, Portland, Ore.

CIRCLE 219 ON READER SERVICE CARD



"Gingham Coordinates" are shown in a Raggedy Ann 'N Andy pattern. Included are translucent, light filtering shades, decorative self-adhesive vinyl coverings and Lintone vinyl yard goods in a 54" width. Clopay, Cincinnati, Ohio.

CIRCLE 220 ON READER SERVICE CARD

Laminated plastic wall paneling "Wilsonwall Paneling System #110," is durable enough for use in public areas. Available in a full range of woodgrain patterns and solid colors, the paneling comes in 15½" and 24" widths and in lengths from 96" to 110". Ralph Wilson Plastics, Dart, Temple, Tex.

CIRCLE 221 ON READER SERVICE CARD

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CIRCLE 106 ON READER SERVICE CARD

Insulated wood windows with XL-70·· Our economy units

Windows like these are today's real economy models. First you save a great deal of money by not having to paint them on the job. These Casemasters came from the factory with Marvin's XL-70 exterior pre-finish, a weather-resistant, long-life polyurea coating fused to the wood by a special curing process. And if you're the owner as well as the builder, you'll find that they cut your heating/cooling costs. Wood construction, insulating glass, and double weather-stripping can reduce your fuel costs as much as 30%, compared to construction using single-glazed metal windows. Write for our new 36-page catalog and get the details on all of Marvin's economy windows. Marvin Windows, Warroad, Minn. 56763. Phone: 218-386-1430.

MARVIN WINDOWS

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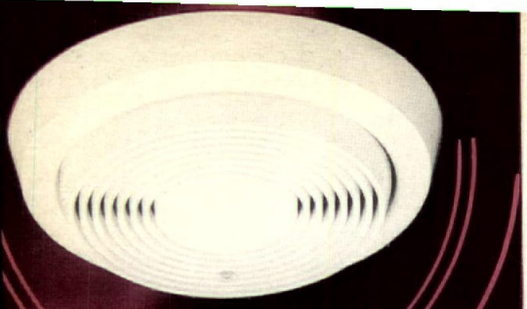

BRK has the edge in AC OPERATED early warning fire detectors!

Ours gives the earliest possible fire warning, because it's an ionization unit capable of detecting air-borne combustion particles you can't even see! The unit (the SS749ACS) can detect in all four stages of fire, even the very earliest (incipient) stage before there's any appreciable smoke, flame or heat. Self-monitoring, it has a special solid-state indicator lamp that not only tells you the power's on, but that all circuits are working and the sensitivity is correct. UL listed*, the low-cost SS749ACS has solid-state circuitry, loud insistent alarm horn and operates on 120 V AC. It's easy to install. Mounts to a 4" outlet box. For details contact BRK Electronics Div. of Pittway Corp., 525 Rathbone Ave., Aurora, Ill. 60538. (312) 892-8721.

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No-wax sheet vinyl flooring, "Sundance," shown in a brick-like pattern, "Washington Square," accents an early American dining/sitting area. Pattern comes in four colorways: blue on a white ground, yellow and gold, champagne and a rustic brick-red with tinges of orange. Amtico, Trenton, N.J. CIRCLE 274 ON READER SERVICE CARD

Boldly patterned carpet, "Brigadoon," *(below)* is a stylized plaid interpretation. Design is created by a difference in tufting as well as color. Constructed of Vectra olefin fiber, the carpet is suitable for residential or commercial use. It comes in seven colorways. Executive Carpet, Dalton, Ga. CIRCLE 275 ON READER SERVICE CARD

Pure wool Karasat™ carpet *(below)* in "Morocco Greige" adds an open earthy feeling to the Southwestern-ranch-styled living room of a small city apartment. The textured carpet complements the natural material furnishings without overwhelming them. Gulistan, J.P. Stevens, New York City. CIRCLE 276 ON READER SERVICE CARD

Tartan plaid carpet, "Duncannon," is made of soil hiding nylon in an ultra-dense construction. Part of the "Time Spans" collection, the design comes in seven colorways. Carpet, with a synthetic primary and a jute secondary backing, retails for $15.99 a sq. yd. Armstrong, Lancaster, Pa. CIRCLE 277 ON READER SERVICE CARD

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← CIRCLE 108 ON READER SERVICE CARD

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We don't just say this is the best faucet in the industry, We guarantee it.

Valley's deck model and Starburst series available in 32 models.

Of the leading single control faucets, only Valley gives you a five-year warranty on parts, plus a $10 labor allowance—first in the industry. Valley can give the best guarantee because we build the best faucet. Best because of exclusive Hydroseal design for leak proof performance and quieter operation. Best because of feather touch ease of operation. Best because all models give you the option of lever or Starburst acrylic handles at no additional cost. Best because Triplate finish stays beautiful, longer.

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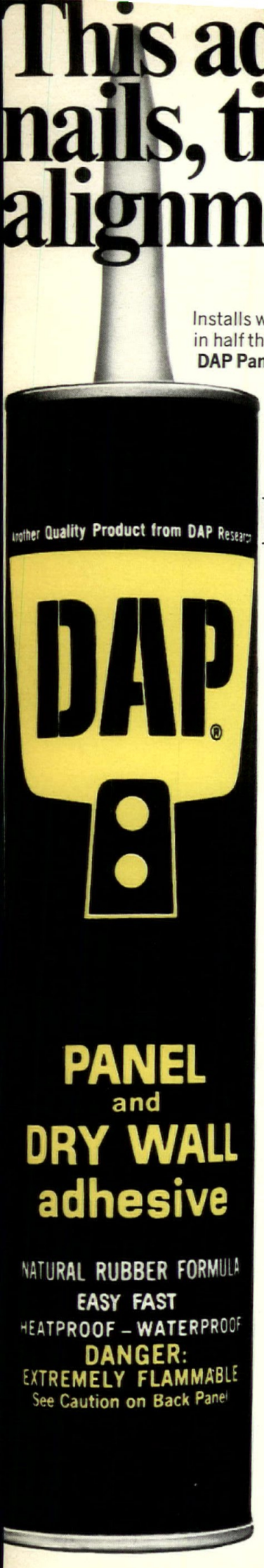

Installs wood paneling and drywall in half the time required for nailing. **DAP Panel and Dry Wall Adhesive** sticks tight to wood, metal, masonry and practically every building material. Adheres with a permanent, heat-proof, waterproof bond. Permits easy adjustments in panel alignment during installation. Ideal for subflooring, stair treads, trim and molding, too. Order it in 11 or 29 fl. oz. cartridges at your paint, hardware or building materials supplier.

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Resilient tennis court surface for asphalt or c crete courts is an acrylic-based material fil with elastomer and polymer resins. Dura Cushion Kote™ produces playing conditi similar to clay. Easily-applied coating can be u indoors or out. Allied Chemical, Cheshire, Co CIRCLE 271 ON READER SERVICE CARD

Indoor/outdoor mats and matting, "Tuf-n-T II," are constructed of Hercules continuous f ment olefin. Fast-drying safety mats, with sc vinyl backing, will not stain or soil easily. Offe in a choice of colors to blend with any decor, m come in a full range of sizes. Crown, Fremo Ohio. CIRCLE 272 ON READER SERVICE CARD

Tufted contract carpet, "Virginia City," ha dense pile of thick loop yarns with a homesp look. Constructed of 85% acrylic and 15% nyl pile is specially processed to show dappled fle of color against a natural background. Car comes in seven colorations. Philadelphia, C tersville, Ga. CIRCLE 273 ON READER SERVICE CA

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CIRCLE 110 ON READER SERVICE CARD

AT ORONOQUE VILLAGE, 1200 FAMILIES ARE GOING TO LIVE UNDER THE SAME ROOF.

In Oronoque Village, a condominium community in Stratford, Connecticut that will stretch for over 300 acres, GAF Timberline® Asphalt Roof Shingles is the only roofing being used.

It's not hard to see why. Timberline combines the rugged good looks of wood shake shingles with the safety and maintenance-free convenience of modern asphalt shingles. That's a tall order for one roofing.

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Timberline's woodlike texture comes in 6 authentic shades. All with that rich, varied shadowing that really makes a home appealing to a potential buyer.

There was one final reason why Timberline was chosen for Oronoque Village. GAF. The company that warrants this great roofing for 25 years against manufacturing defects.

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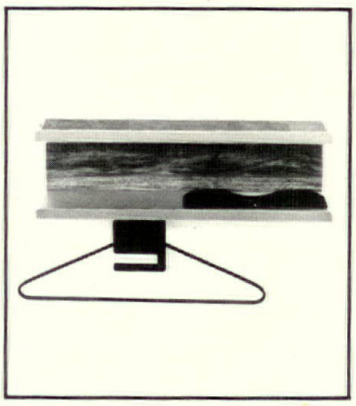
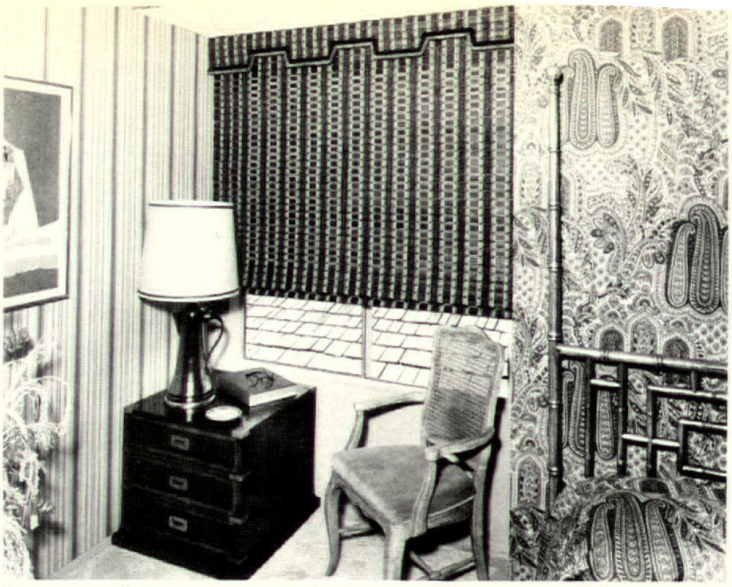
Seamless one-piece cube planters cast of clear or transparent-bronze Lumacryl plastic are suitable for indoor or outdoor use. Designed by Paul Mayen, the strong planters are color stabilized, watertight and vandal-resistant. Units come in 10", 15" and 20" cubes. Architectural Supplements, New York City.
CIRCLE 233 ON READER SERVICE CARD



"Wall-Valet" is easily surface-mounted. A self-adjusting gravity device holds any style pants straight rather than folded over. An attached hanger for a jacket has a built-in tie rack. The top shelf is for pocket items. Unit is of anodized aluminum, wood and steel. Kuno J. Vogt, San Diego, Calif.
CIRCLE 234 ON READER SERVICE CARD

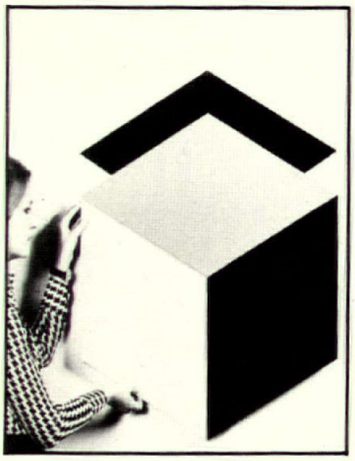


Woven-wood shade is a decorative and practical accent to an eclectic bedroom. Available in a range of colors, the Roman style shade is cut to measure. Valance, with a "Greek Key" cut, has a double row of trim. Del-Mar Woven Wood, Westminster, Calif. CIRCLE 236 ON READER SERVICE CARD

Contemporary 20" round mirror (*right*) for bedroom or bath is encircled with light. The mirror tilts to change viewing angle from face to full-length. A molded white shell reflects illumination from concealed incandescent bulbs. Unit is available in a wide selection of frames and trim. Allibert, New York City.
CIRCLE 237 ON READER SERVICE CARD

"Colonnade," a self-woven stripe shade cloth, combines bright and neutral tones. Its vinyl-coated, textured glass construction provides dimensional stability, fray-resistance and hang-straight qualities. It is fire-resistant and washable. As shown here, the cloth can also be used on valances. Stauffer Chemical, Westport, Conn. CIRCLE 235 ON READER SERVICE CARD

Three-dimensional super graphics consist of acrylic modules in eight basic shapes and five depths ranging from almost flat to 5½". Offered in eleven colors, modules provide limitless design possibilities. Dimensional Geometrics, Baltimore, Md.
CIRCLE 238 ON READER SERVICE CARD



Slim-slat Venetian blinds, "Bali-Architect," provide a high degree of visibility without loss of privacy. Blinds feature 1" slats, invisible polyester-cord tapes and Celcon gears and grommets. Marathon Carey-McFall, Philadelphia.
CIRCLE 239 ON READER SERVICE CARD

more products on page 114

The Caradco Sculptured Door

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The deep-carved shadow panels are fashioned from one piece, *wood-grained molded faces* that won't split, check, shrink or show paint lines: the proven design that even gives unfurnished rooms a furnished look. The factory prime coat lets you match final finish to any taste, any decor.

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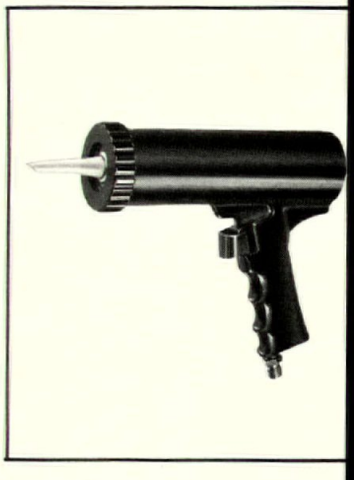
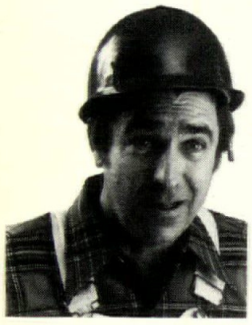
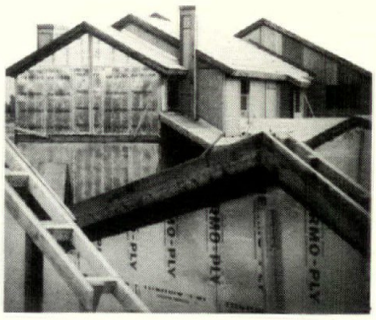
Compact lightweight rotary hammer, "601," is capable of drilling and setting tooth anchors in concrete, masonry or brick. It can also be used for percussion drilling, chipping and chiseling and core drilling. Rockwell, Pittsburgh, Pa.
CIRCLE 268 ON READER SERVICE CARD



Air-operated caulking gun with a pistol grip *(right)* is built of lightweight plastic. Unit lays down a uniform ribbon of caulk. When trigger is released caulk stops instantly, avoiding messy drippings. Campbell-Hausfield, Harrison, Ohio.
CIRCLE 269 ON READER SERVICE CARD

Insulate with sheathing?





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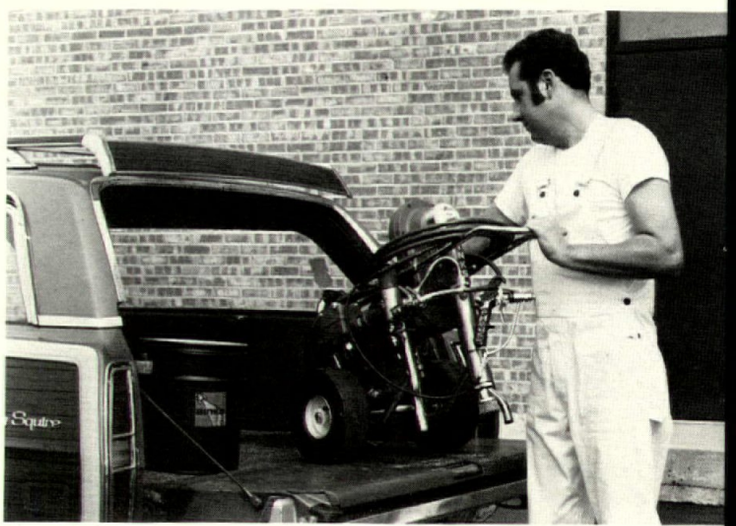

Portable electric airless spray-painting machine, "Super Hornet," handles all types of coatings. The two-gun unit with an explosion-proof motor is easy to operate using the fingertip pressure-adjustment control. Coating can be pumped directly from 5 gal. pails or larger containers with a siphon. Binks, Franklin Park, Ill. CIRCLE 270 ON READER SERVICE CARD

more products on page 1

CIRCLE 114 ON READER SERVICE CARD

It's easier to sell a house when it looks as if it's worth the price.

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for siding and decking applications, drives ⅝" pins into steel and hard concrete and ¾" pins into concrete. The powder-actuated unit has a positive precision guidance system and a "semi-zero-standoff" type drive system that prevent sheared and distorted pins. USM, Shelton, Conn.

CIRCLE 264 ON READER SERVICE CARD

Vibratory soil compactor, "PCS-30" (*right*), travels up to 90 fpm on level ground. Low-profile design permits high work-area visibility. High sides on the bottom plate minimize the entry of troublesome dirt. Homelite, Port Chester, N.Y.

CIRCLE 265 ON READER SERVICE CARD

Lightweight, hand held cut-off saw, "Ripper," can be used to cut concrete, metal, wood or composition materials. Powered by a 4.5 HP, 2-cycle engine, the 20 lb unit has a maximum blade speed of 6,000 RPM. Tool, with an adjustable blade guard, has a cam-locking device that prevents slippage. Stow, Binghamton, N.Y.

CIRCLE 266 ON READER SERVICE CARD

Why pay an answering service when you can own your own?

Dictaphone has a machine to make sure you never lose another cent through a missed phone call or a garbled message. In fact, we have a whole line of them.

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High-lift loader features wide-stance dual wheels mounted on a steering axle. Loader, with a 130" span to the outside of the dual wheels, provides maximum stability and mobility. Designed for use with a 41½" lift, loader also can be used with other models. Outer wheels are removable for road transport. Lull, St. Paul, Minn., CIRCLE 267 ON READER SERVICE CARD

CIRCLE 116 ON READER SERVICE CARD

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3. *On the job, you want just the right pickup, not a compromise!* That's why Dodge offers a choice of 52 pickup models. (More than either Ford or Chevy offers.)

4. *On the job, you want extra inside storage in your pickup.* Dodge was first with the Club Cab. Plenty of dry, inside space for valuable tools, equipment, and supplies. Optional jump seats give you room for two extra riders. (Club Cab is available in four-wheel drive, too.)

5. *On the job, you want gasoline economy!* Our standard six-cylinder Dodge pickup engine is the famous economical 225-cid Slant Six. (It's smaller than Ford or Chevy pickup Sixes, but it has plenty of power to get the job done.)

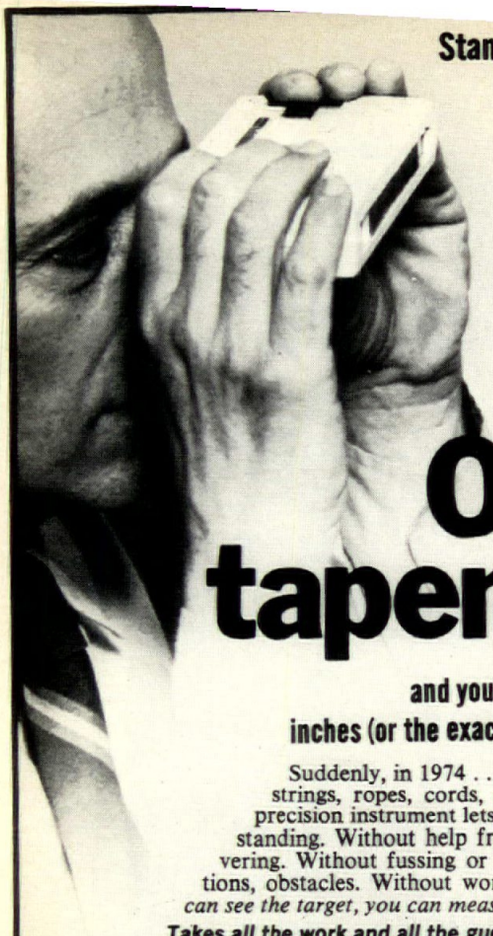
6. *On the job, you might want more road time and fewer gas stops!* Dodge pickups have a larger standard fuel capacity than Ford or Chevrolet pickups do.

7. *On the job, you might want the convenience of automatic speed control.* It's a great option that makes long-distance driving easier. Dodge pickups offer it!

8. *On the job, you want the cargo to slide in smoothly.* That's why Dodge has done away with exposed bolt heads in the cargo box. A little point? You'll like it! (It's a real joy to have this smoother operation.)

Dodge
Dodge Trucks

Extra care in engineering makes a difference.



Stand still: Don't move a muscle.
Don't move an inch.
Don't ask for a helper.
All you need is your own eyes.

Sight an object—
fence post, roof peak, lot line,
room corner, anything—
through this exciting new

OPTICAL tapemeasure

and you'll know the exact distance in feet and/or inches (or the exact length of material needed)... instantly!

Suddenly, in 1974 . . . your old tape measure . . . your tapes, chalk, strings, ropes, cords, everything . . . they're all "has-beens". This precision instrument lets you measure distance right from where you're standing. Without help from anyone else. Without climbing or maneuvering. Without fussing or fretting over ladders, faulty footing, obstructions, obstacles. Without worrying about snow, mud, weather, etc. *If you can see the target, you can measure it!*

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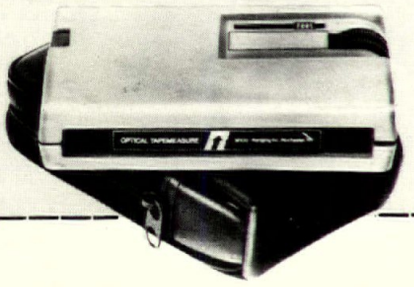

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Housing for the book for on-site managers, says that "by the year 2000, if the population of the U.S. is 310 million, 30 million will be over the age of 65."

The book is designed to give managers of housing for this growing market practical suggestions for day-to-day project operation.

For instance, a chapter entitled "The manager and security" gives detailed statistics on crime affecting elderly housing projects. It then suggests that by becoming acquainted with police the manager can gain access to reports on crime in his project's vicinity. He can then chart types and frequencies of crimes that concern his tenants. (Detailed worksheets for developing the charts are included.)

Practical steps for dealing with various types of crime in different size projects are then discussed.

Other chapters give similar, practical management suggestions.

For example, a chapter on maintenance suggests project inspection schedules, based on managers' experiences, and contains detailed instructions for the maintenance of boilers, plumbing, roofs and other housing elements.

Other chapters include:

- The manager and the occupancy cycle
- The manager and rent collection
- The manager and legal rights and responsibilities
- The manager and social services

Sources of subsidies for elderly housing are discussed at length, and bibliographies of housing publications are included.

The On-site Manager's resource Book: Housing for the Elderly (copyright 1974) is available from the National Center for Housing Management, Inc., 1133 15th St. N.W., Washington, D.C. for $50.

Merchandising through interior design is the subject of a book by Carole Eichen, a prominent model home and apartment decorator, and HOUSE & HOME contributing editor.

The book tells how to create model interiors "that directly relate to the demographic profiles of prospective buyers and renters."

Detailed case studies of six successful projects demonstrate the technique.

Other subjects discussed in the book are:

- Budgets: How to make interior design costs pay for themselves.
- Scheduling: How to make sure models are ready on opening day.
- Helping models sell: How to get back-up from salesmen and publicity.

How to Decorate Model Homes and Apartments is available for $24.95 from House & Home Press, 1221 Avenue of the Americas, New York, N.Y. 10020.

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e market-place for the housing and light construction industry

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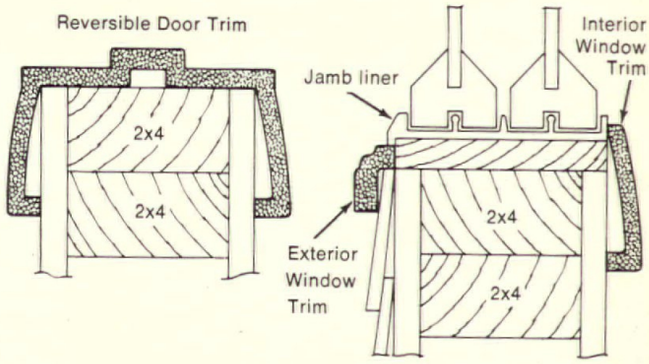

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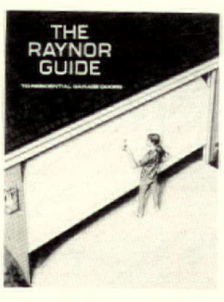

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I Industrial Construction File (blue)
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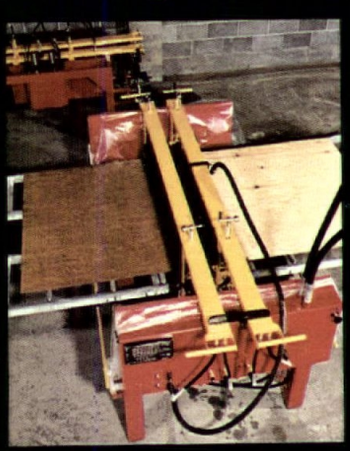

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