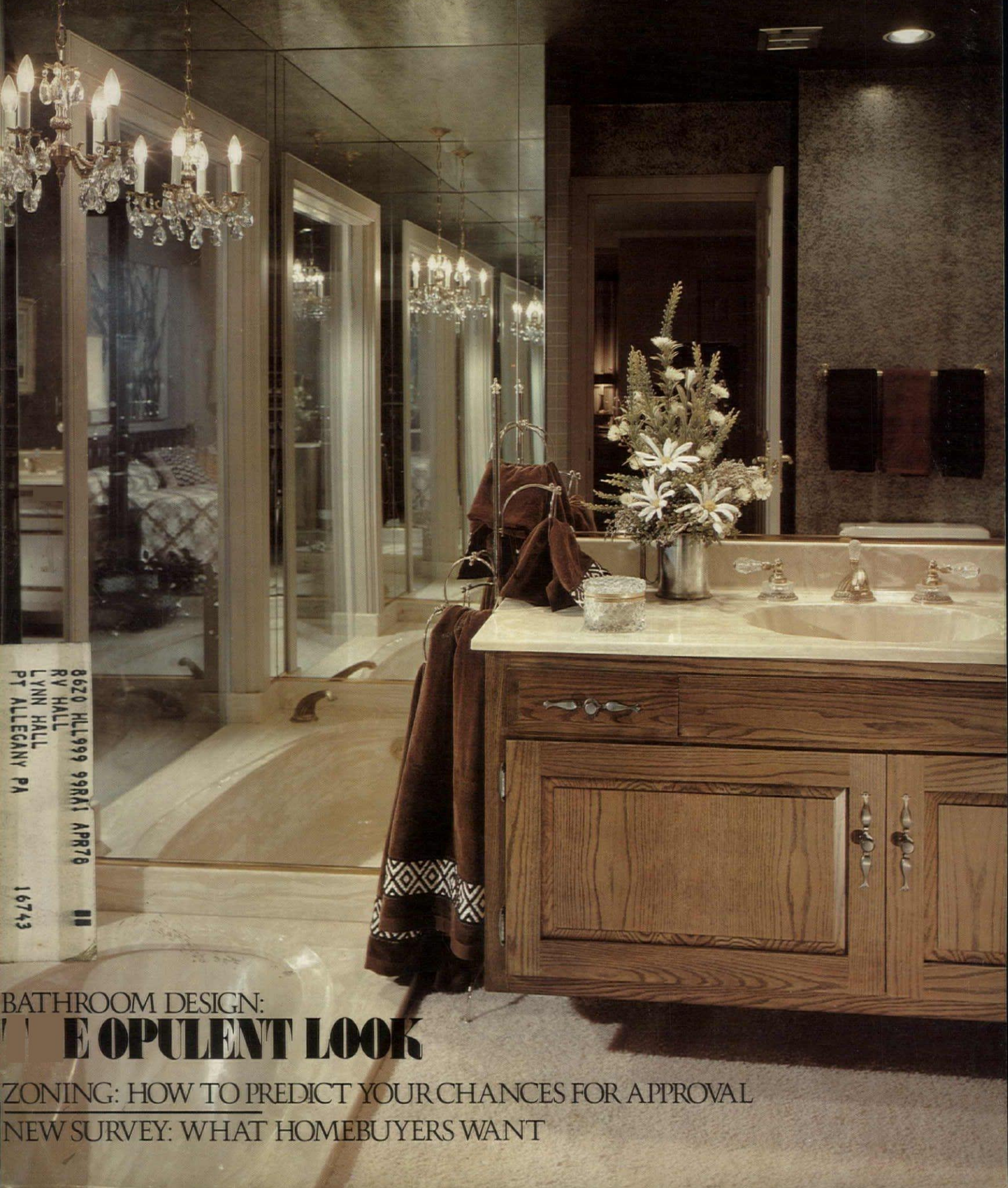


August 1976

# House & Home

McGraw-Hill's magazine of housing and light construction □□□ \$2 per copy



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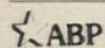
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# House & Home

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Volume 50 Number 2/August 1976

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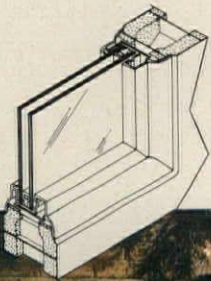


Cover/Bathroom at Wood Creek Courts, Lincolnshire, Ill. (see page 70)  
Photo: Hedrich-Blessing

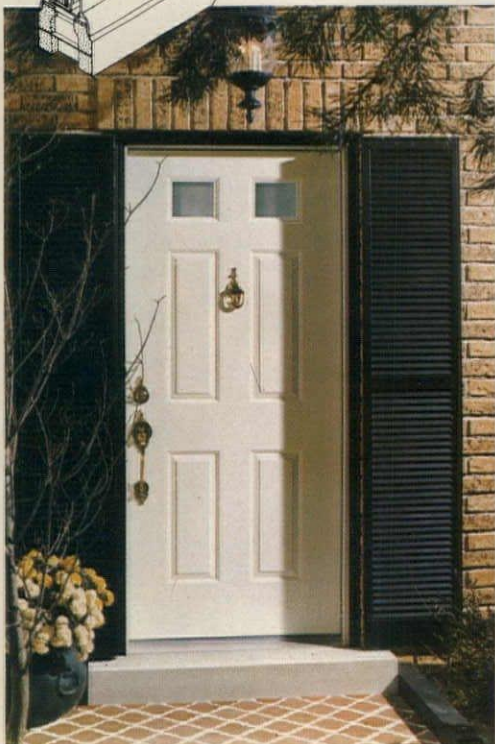


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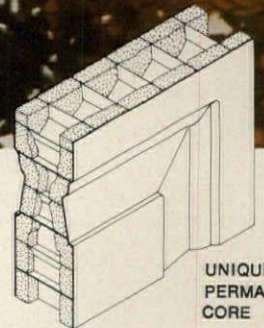
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## Jimmy's Magna Carter for housing: Over 2 million starts a year

A Jimmy Carter presidency could affect builders in many ways—from tax reform through a reorganization of the housing bureaucracy to tougher anti-bias laws and perhaps higher interest rates. But first and foremost would come a shift in policy.

The Republican strategy of de-emphasizing production would be abandoned. A Democratic policy pushing output would be substituted.

Carter advisers are talking about a housing-starts target as high as 2.3 million, though this may look too risky when Carter gets closer to outlining overall economic aims. But a step-up in homebuilding to speed economic growth would key in with Democratic views on managing the economy, and it would be especially popular in Congress.

**Friendly Congress.** Democratic majorities in both houses are impatient to get residential building rolling. Construction had nearly the highest unemployment rate of any industry sector in June—17%—and that irks the Democrats' powerful ally, organized labor. Says one capital Democrat:

"Democrats coming into the White House would get Jim Lynn [a former housing secretary] out of the Office of Management and Budget. You'd get going again."

Indeed, the chief significance of a Carter victory might be the end of the deadlock between

Democrats on Capitol Hill and a Republican president.

**Caution.** Those who urge a more aggressive housing policy maintain a degree of reserve, however. They insist that Carter will agree to a sharp rise in production only if it is sustainable economically.

Ray Lapin of San Francisco, a mortgage banker who used to be president of the Federal National Mortgage Assn. and is now a Carter adviser, says that the candidate wants to promote housing "at the highest level consistent with economic demand, capital to finance it, environmental considerations and sewer and water facilities.

"And though you will have a higher level of production, there will not be a lot of give-away programs," Lapin warns. In short, Carter would economize on subsidies.

Some are even skeptical that Carter will lead a push for much greater output. Says a Georgia savings and loan executive who is sympathetic to the Carter campaign:

"We've got condominiums coming out of our ears here in Atlanta. If all the facts on the supply situation are in front of him, how inflationary will he be?"

**Advisory panel.** Carter wants to bring new housing within reach of people who can't afford it, however, and to lift the industry to greater prosperity. He told the Democratic platform

committee that one of his goals was "putting to work hundreds of thousands of unemployed construction workers and fulfilling our national commitment to build two million housing units a year."

One indication that the words are not mere rhetoric is the fact that Carter began seeking serious advice from housing-industry sources seven months ago. In May he set up a housing task force with such diverse members as Professors Charles Haar of Harvard and David Crane of Rice University, Vice President Vondal Gravlee of the National Association of Home Builders, Vice President Dunn Gifford of the land trust of Cabot, Cabot & Forbes in Boston, and Lapin.

**Controversial ideas.** Builders may rejoice at Carter's enthusiasm for more output, but they may be less enthusiastic about some of his other ideas, for these concepts could change the nature of the housing market.

Says Carter: "We have a surplus of expensive homes which we do not need while there is a scarcity of homes which Americans with average incomes can afford." One thing he would like to do about that is remove the tax stimulus to luxury building.

Much has been written about Carter's gaffe in saying he would eliminate the \$9.9 billion in deductions on mortgage interest and property taxes now allowed to homeowners. The deduction is an important marketing tool for builders, and they were quick to protest. Says Carl Coan Jr., lobbyist for the National Association of Homebuilders:

"The deduction is a rather crucial thing for us and we got assurances from his people that there is no intention of messing that up."

The AFL-CIO building trades are likewise concerned, and organized labor's housing expert, Economist Henry Schechter, says that "Carter has modified his stand."

**Hard line?** At Carter's office in Atlanta, however, comment on the homeowners' deduction remains hostile. Says a staffer there:

"The top 10% to 15% of our income groups get half of the tax benefit. Incentives for housing should go to people who really need them."

This echoes a recent Senate study of tax subsidies. The study

complains that high-income individuals get greater proportional benefit from the deduction, partly because of their higher marginal tax rates and partly because they are more likely to have higher-priced homes with larger mortgages and higher property taxes.

**Broad tax reform.** Carter would not take aim at that deduction alone. About a year from inauguration, he has promised, he would produce a sweeping tax-reform program that would "eliminate hundreds of tax breaks and greatly reduce the tax rate so that low- and middle-income homeowners and renters would actually pay less taxes."

Carter might try to restructure rather than abolish real estate tax subsidies. He would tilt them so that they benefit the rich less and the poor more.

**Housing and inflation.** Carter could make his influence felt upon builders in many other ways, but his desire to be a mid-roader and the tendency of Congress to vote against radical change would limit that influence. The big question is then: How far can the Democratic administration succeed in getting the economic growth it wants without losing a new wave of rapid inflation?

The platform has this familiar sentence, with echoes of the Kennedy era:

"After full employment has been achieved, \$20 billion of increased revenues will be generated... each year." With those yet-to-come revenues, Carter would pay for national health insurance and other programs his party wants.

**GOP's warning.** Opponents see disaster if Carter wins. Says a Georgian with the Republican National Committee: "His presidency would mean higher interest rates." Publisher James Grey of the *Albany (Ga.) Herald* says Carter "is a strong believer in the Lyndon Johnson philosophy of big government."

Carter's plans certainly do go that way, but he seems apprehensive of the dangers that lurk in the programs he wants. It was, after all, Jimmy Carter who warned: "Beware of the person who promises economic wonders of high prosperity with no problems of inflation."

—STAN WILSON

McGraw-Hill World News,  
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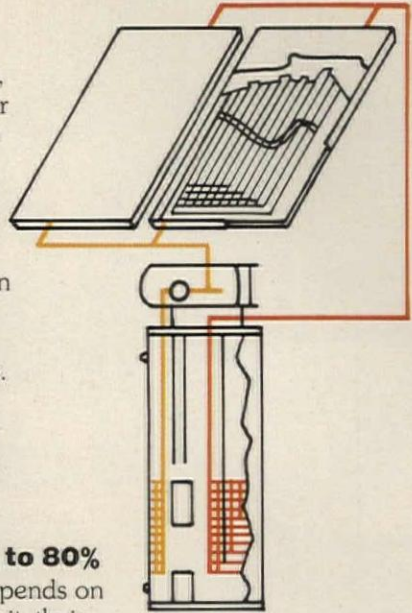
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## Housing allowances: Poor get more money but seldom more housing

Early returns from the \$200-million housing-allowance experiments the Republican administration began in 1972 show that many families take the monthly cash payments to help pay the rent for the house they've been living in right along—rather than to move to new or better housing.

The analysis discloses that poor families have usually been paying more than 25% of their own incomes for rent. So they take their housing allowance of \$70 or \$80 a month, apply some of it to their rent and spend the balance for goods and services other than housing.

The Housing and Urban Development Department's Charles J. Orlebeke, assistant secretary for policy development and research, sums up: "The main effect of the allowances is to enable recipients to avoid excessive housing costs."

**More cash, but.** Most of the poor families in the experiment are getting more spendable income, the analysis shows, rather than improving the quality of their housing.

The same sort of results have also been found in the limited experience to date with the Ford administration's Section 8 leased-housing program. It also provides low-income families with the funds needed to find standard housing they might not otherwise be able to afford.

In eight of the 12 cities in the experiment, only 45% of the families getting the payment moved. But in Green Bay, Wis., for example, of the families that had either to move or upgrade the units they occupied in order to qualify for payments, 87% got their homes improved and only 13% moved. Said HUD's report to Congress:

"Few households have moved from the central city to the suburbs, or vice versa, as a result of receiving the allowance."

**Free money.** Of 1,200 renting families in the Green Bay program for a year, 90% were still living in the same home they lived in prior to enrollment. About 40% had to get their housing repaired to meet the housing standards required if the family was to get any payment, but repairs to the unit "typically cost under \$100."

Of the 10% of the families



HOUSE'S REUSS  
'Need variety of approaches'

that did move, most paid more for rent. But the increases were "clearly more reflective of increases in housing quality than of increases in housing prices," HUD said.

Despite the free-money aspects of the housing allowance, many eligible families turned down a chance to get into the program—as many as two-



HUD'S ORLEBEKE  
'Don't want to get involved'

thirds of those eligible in Green Bay, for example. After 15 months, only 34% of the eligible families were enrolled. Some families, it turns out, "are unwilling to accept what they perceive to be charity," says the HUD report.

**'Marginal help.'** The HUD report indicates that certain groups among the eligible

### National Homes returns to the black

It's been a long haul for the big prefabber—since the last quarter of 1972—but National Homes has found its way back to black ink.

National posted \$200,000 in net income for the 1976 June quarter, a welcome improvement from a year-earlier loss of \$2.1 million. Revenues increased by 24%, to \$33.8 million from \$27.2 million.

At the Lafayette, Ind., headquarters, Chairman Frank P. Flynn Jr. attributed much of the

turnaround to chopping margin, or unprofitable operations. He also noted higher shipments of single-family panelized homes.

The company now has four mobile home plants, against six last year, and production totals still lag '75's pace. But he said margins had improved.

Flynn added that this year's housing recovery shows "sufficient strength [so that] National's results should continue to show marked improvement over comparative periods."

### Carter's own housing ran the gamut . . . from p. 5

The autobiography of James Earl Carter Jr. says he grew up in a house which, in the early years, had an outdoor privy and a hand pump for water.

Carter is also no stranger to public housing. In 1953, when he left the Navy, he and his wife "applied for—and were assigned—an apartment in the new public housing project in

Plains, Georgia." When the congressman from Carter's district, not knowing where Carter lived, "described to us the problem of living near people who occupied public housing quarters," the autobiography says, "Rosalynn and I glanced at one another but did not comment."

Carter now lives in the house in Plains, Ga., pictured below.



poor—the elderly, the blacks and Spanish-speaking—have less success in getting into the program than poor whites. The House Banking Committee's chairman, Henry Reuss (D, Wis.) feels that this means that such a program would be of "only marginal help" to these groups on a national scale.

Elderly households were shown to be reluctant to move into new homes or neighborhoods, and either unwilling or unable to spend the money fixing up a house they owned to the point where it would meet the standard housing criteria that are essential for them to qualify for the payment.

**Distrust.** Orlebeke told a House appropriations subcommittee that one reason for low enrollment was the difficulty "in communicating to the entire eligible population . . . in spite of attempts to publicize [the program] widely." He also admitted there is a feeling among some of the poor families "that they just don't want to get involved in a government program."

Orlebeke said the fact of low enrolment "is a very important finding" for estimating the cost of a nationwide program, if it becomes necessary to evaluate such a proposal.

**Pattern in South.** In a southern city—Jacksonville, Fla.—the results show that eligible black families "were far less successful than whites in becoming allowance recipients," the report said. They found it difficult to move to standard housing from substandard housing, or to get landlords to improve their substandard housing so the family would be eligible. In Jacksonville, "a greater proportion of the black families eligible would have to move in order to qualify than would be true for whites."

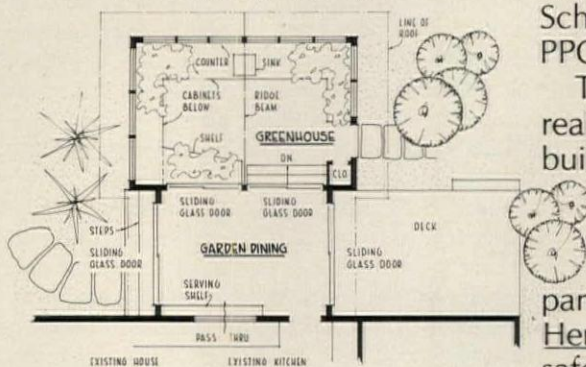
Looking at the record for the minorities and the elderly, Reuss said, the program "has only limited potential," and added:

"We need a variety of approaches that will meet the needs of a variety of groups who have been priced out of the housing market. [We] should make maximum use of existing housing, but [we] must also stimulate construction."—D.L.



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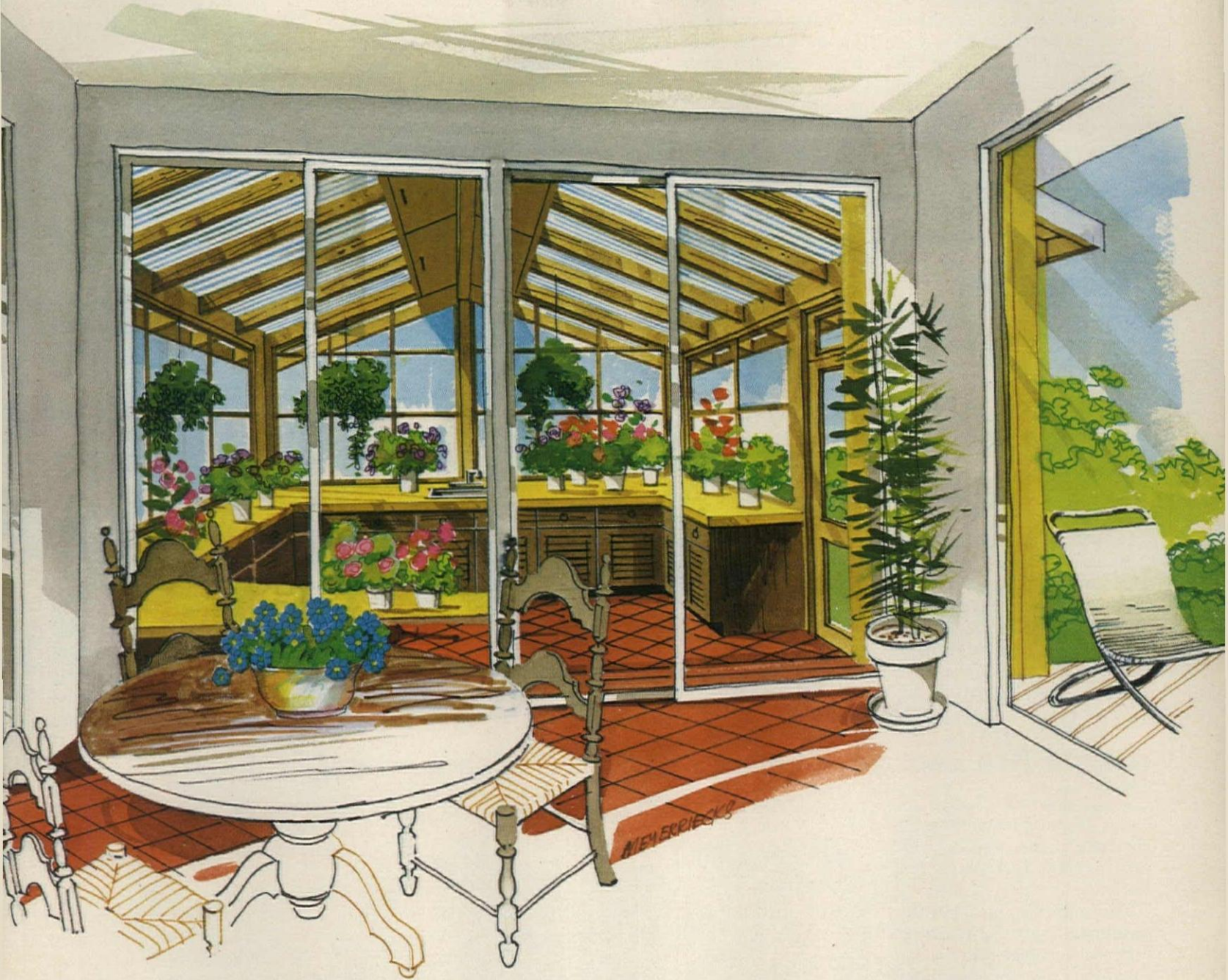
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HH-286





## Streamlined FHA—it says here—is expected to be more effective

It won't be the original Federal Housing Administration when Housing Secretary Carla Hills gets through reorganizing.

But it will be a different FHA than the schizophrenic thing that George Romney created in the early days of the first Nixon administration, when he put the insurance and subsidy programs under one boss and the management of public housing and FHA-owned properties under another. The reorganization puts the jobs back under one assistant secretary.

The move by Mrs. Hills is greeted with solid but grudging approval by both Democrats and Republicans in Congress—although there was little public discussion after her sudden announcement of the changes.

The Democrats see it all as a return to the pre-Nixon structure of FHA, with a professional bureaucrat running things.

**'It just shows . . .'** Says one Democratic staffer:

"It just shows that you can't go out and pick someone from the homebuilders, the mortgage bankers, or the savings and loans and expect him to do a job. That's how the last three FHA

chiefs have been chosen—and all of them have bombed.

"With one man in charge, it's a move back in the direction of the way things were in 1969."

The re-combination of the two top FHA jobs into one still leaves the agency far from its original autonomous status however. The new FHA chief does not control his budget, his personnel or his computers. Those are still controlled by the secretary.

**The new boss.** At least until January, there's a new FHA chief. He is James L. Young, and he has a new title—assistant secretary for housing.

Young, from Seattle, first replaced William Crawford, a former Kaufman and Broad executive. Crawford was asked to resign by Mrs. Hills when she learned he had been seeking future jobs as a private consultant while he was still on HUD's payroll as the assistant secretary for housing management [NEWS, March].

Then Young replaced Donald Cook as FHA commissioner [NEWS, July].

The Hills' decision to reconstitute the two FHA jobs into

one seems certain to survive, even if the Democrats win the White House this fall. The reorganization also will bring major shake-ups in the 76 field offices and 10 regional offices as well as at HUD headquarters.

**Ashley's hearings.** The changes are scheduled for an airing this fall. Rep. Thomas L. Ashley (D., Ohio), the new chairman of the housing subcommittee, plans oversight hearings on the FHA.

Ashley made his commitment to hearings during House debate on the housing authorization bill. He contended that there has been "a tragic decline in FHA's effectiveness in recent years" and that "the role that just plain maladministration played in this decline has been well documented."

Secretary Hills' move may have the effect of countering or blunting some of the criticism. By the time Ashley gets around to hearings—after Labor Day—Mrs. Hills and Young may well be presenting Ashley and the Democrats with a *fait accompli*.

**A frustrated exec.** The shake-up was triggered by Cook's frustration. After 10 months on the

job, and just two months before the Republican convention, he told Mrs. Hills and President Ford he'd had enough.

Like his predecessor, the Milwaukee mortgage banker Sheldon Lubar, Cook admitted he was fed up with his inability to get anything through to Secretary Hills. Cook's friends say he was stonewalled in his job by advisers—staff men—around the secretary.

One HUD source says the advisers "really undercut Cook" and he adds: "She was always on his back for faster results from Section 8—and she found she just couldn't get the answers she was looking for. There's too much duplication, overlapping and layering."

Cook just says: "The secretary has a lot of assistants, and my style is more the conglomerate style, with my having responsibility for my area." But he also said, before he left: "She has recently started meeting more often with the assistant secretaries"—the officials, like Cook, who have the line responsibilities.

—DON LOOMIS  
McGraw-Hill World News,  
Washington

## Showcase FHA towers for New York's poor now lie unfinished and vandalized

Construction has halted on Taino Towers, the much-publicized apartment complex for the poor in New York City's East Harlem.

The work halt and troubles stemming from New York's fiscal debacle threaten the viability of the elaborate \$45-million FHA project.

The result could be one of the largest foreclosures in the history of federally subsidized housing.

The project began as an experiment in social rehabilitation for the poor. It had such amenities as central air conditioning, an indoor pool and gymnasium and a greenhouse, all somehow squeezed within HUD's cost guidelines for subsidized housing.

Taino was scheduled for completion last winter. Instead, it stands vacant and is beginning to suffer from thievery and vandalism.

**Six million more?** The East Harlem Tenants Council, which sponsors the project,



Taino Towers, \$45 million worth of social experiment, awaits \$6 million to finish construction, hire staff and start its rent-up phase in New York.

wants Washington's approval for another \$6 million in federally insured mortgage money; costs so far run to nearly \$45 million. The council has been waiting for HUD's response since construction stopped in March, according to its chair-

man Yolanda Sanchez.

Meanwhile the nine New York banks that granted the FHA-insured mortgages have asked HUD to take over the loan. A mortgage transfer to HUD would open the way for foreclosure. The agency could

then finish the project itself or sell it—probably at considerable loss.

**New York blues.** Besides the construction-cost problem, cutbacks in city services tracing from New York's fiscal crisis have afflicted the project. Space taken by service programs was supposed to provide an essential \$1.2 million in annual rentals, but many programs have dropped plans to rent in the towers.

Rentals from the poor families who were to occupy the project's 656 apartments could never support Taino Towers, even when combined with HUD subsidies of more than \$2 million a year.

**Disputes.** The project aroused controversy on two counts: It was the first federally supported housing project to combine substantial nonresidential rentals with apartments, and it was designed to include many highly visible amenities for the benefit of its residents and the surrounding community. —H.S.



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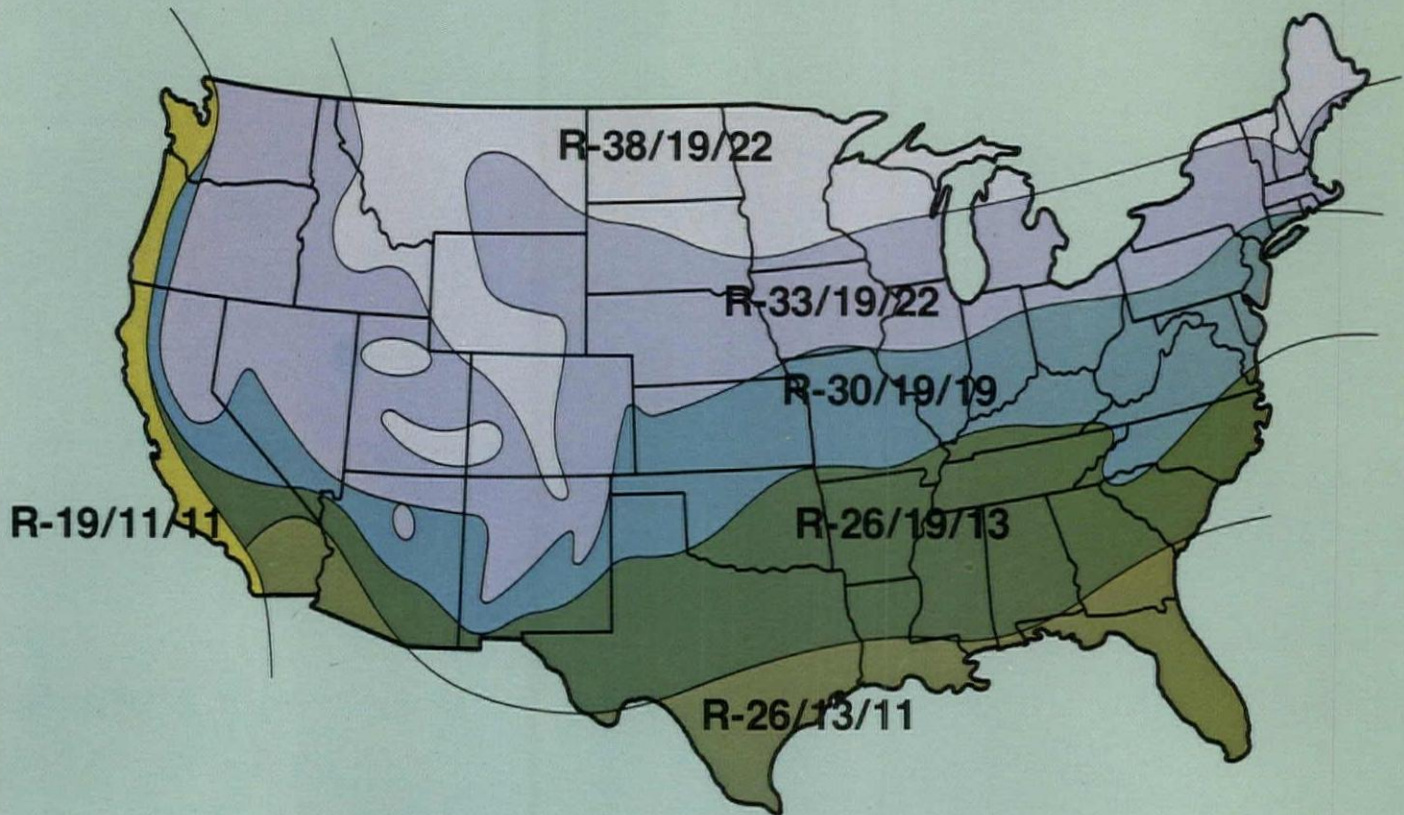
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CIRCLE 13 ON READER SERVICE CARD





Here are the new economical levels of insulation recommended by Owens-Corning for six U.S. climatic zones



New economical R values:  
Ceilings/Walls/Floors

# Insulation is Today's home buyer knows

Today's skyrocketing prices for oil, natural gas, and electricity have turned home building into a whole new ball game.

Suddenly, an extra few hundred dollars' worth of insulation can mean a saving of up to *thousands* of dollars on heating and air-conditioning bills over the lifetime of a house. And

*Energy-Per-Month cost (EPM) is fast becoming the second biggest home selling feature, next to price itself.*

## Economical levels

Above you see Owens-Corning's recommendations for totally new economical levels of insulation—for the era of high-cost energy.

How did we arrive at these numbers? *Very carefully.*

Months of computer analyses were performed, using data from degree days and cooling hours in 71 cities to insulation costs, present energy costs, projected energy costs and investment criteria. The result? Recommendations representing a



## Here are some practical ways of achieving these new recommended levels of insulation and of providing more affordable housing

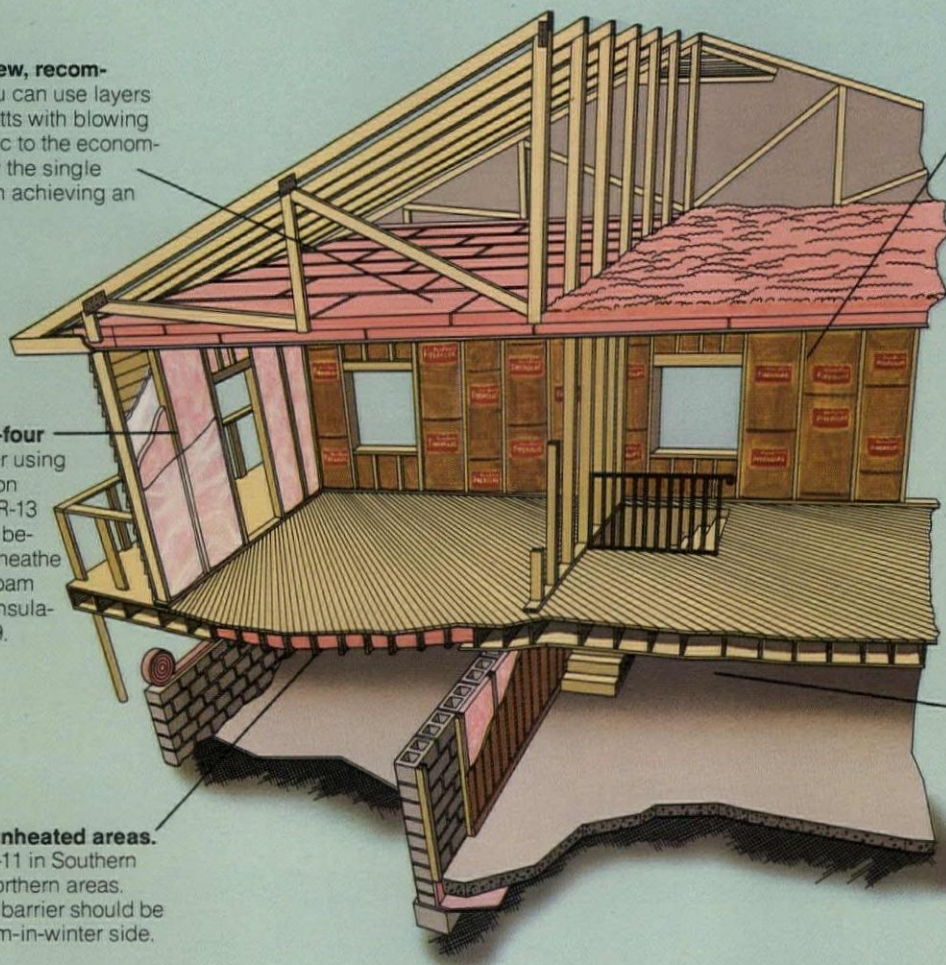
**Insulate ceilings to new, recommended R-values.** You can use layers of batts, or combine batts with blowing wool. Insulating the attic to the economical R level is probably the single most important factor in achieving an energy-saving home.

**Proper R with two-by-four studs, too.** If you prefer using two-by-four studs, 16" on center, you can install R-13 full-wall batt insulation between the studs, then sheathe the exterior with rigid foam board. This increases insulation value to about R-19.

**Insulate floors over unheated areas.** Install a minimum of R-11 in Southern zones, up to R-22 in Northern areas. Where required, vapor barrier should be placed toward the warm-in-winter side.

**Two-by-SIX studs, 24" on center—cuts framing lumber by 30 percent!** Thicker walls to hold thicker insulation (R-19 batts), give needed strength with *less* lumber, often at less cost, than the usual two-by-four studs, 16" on center. Also, you can use lumber of less expensive grade, and two-by-THREE studs for interior non-load-bearing partitions.

**Save money on smaller-capacity equipment.** An energy-tight house often permits you to specify smaller, *less costly* heating and cooling equipment. When possible, position it centrally for increased efficiency.



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balance between the cost of any added insulation and the value of energy it saves. *Guidelines* to the *economical* amounts of insulation for ceilings, walls and floors in each area.

### Translating R's into inches

The new recommendations are averages for each zone, expressed in

"R's"—the resistance an insulating material offers to the passage of heat. The R values for ceiling insulation translate to about 12" (R-38) of Fiberglas\* building insulation in a Northern city like Minneapolis to about 8" (R-26) in most of the Southern states. And a full 6" (R-19) batt, even for the balmy West Coast.

The diagram above gives valuable tips on how to build energy-tight homes without driving costs through the roof.

For details, and *sales aids* to help you turn your energy-saving houses into sales faster, write: F.M. Meeks, Owens-Corning Fiberglas Corp., Fiberglas Tower, Toledo, Ohio 43659.

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## Rolling along to Irvine house lottery: Crowd—12,000; sales—221 houses in an hour

What do you do when you have 8,000 potential buyers for 221 houses?

The Irvine Co. had that problem with its new lake village of Woodbridge on the Irvine Ranch, just south of Los Angeles. It settled it all by lottery.

It took about an hour.

Explained Vice President Douglas Gfeller, general manager of Irvine's residential division:

"With the kind of demand we faced and the limited number of homes available, there were few alternatives.

"Our interest was to do what was simplest and fairest."

**Development plan.** Woodbridge, supposedly the largest single real estate development under way in the U.S., will house 27,000 residents on a rectangular 1,700 acres when it is completed in eight years.

The first 400-acre phase includes nine for-sale products—townhouses, detached houses and units joined in various combinations. There will be 1,763 units altogether, with 41 floor plans, in densities from 5.5 to 18 an acre. And there will be 220 apartments. Prices range from the mid-\$30,000s to \$100,000, with apartments renting from \$245 to \$370.

**Buyer interest.** For a year everyone interested in buying at Woodbridge has gone on a list. It was closed June 1 with about 8,000 names. The 8,000 were invited to preview 26 models—in six products—a week before public opening. And they were eligible to participate in the lottery for the first offering of homes. Some 3,000 signed up.

**The invasion.** The lottery, Gfeller feels, made everyone on the "interested" list equal, regardless of when he signed up. The problem with first-come-first-serve, he says, is that the potential buyers telephone everybody in sight—not only the builders but the Irvine Co. and friends working for it.

"There's just no way to monitor all those calls and determine which came in first," he explains.

So the lottery was agreed on.

By 7 a.m. on Sunday, June 21, cars were already arriving at

Woodbridge so people could take a last look at houses. Old pros carried beach chairs, thermos bottles, sun hats and umbrellas.

The City of Irvine's fire department was on hand, and its police force helped direct traffic off the main highway into dirt roads that led to parking lots. Inside, cars were controlled by 12 jeaned attendants outfitted in Woodbridge tee-shirts.

**Builders.** Buses ran people to where they could pick up one of four trams routed through Woodbridge streets to the six lottery (product) sites. The three townhouse offerings are by S&S Construction Co., Warmington Development Co. and Irvine's own multifamily division. The three detached houses are by Standard Pacific Corp., Broadmoor Homes and Irvine Pacific Development Co. (Later this summer, three more products will debut: townhouses by Irvine and Akins Development Co. plus luxury condominiums by McLain Development Co.)

Lotteries, supposed to start at 9 a.m., had to be delayed because

cars were still backed up to both local freeways. Some 5,000 cars were parked and about 12,000 people were on hand when the lottery began.

**The lottery.** Once under way, lotteries were simple. Purchase was limited to one house per family. But each of the 3,000 participants got two lottery tickets, which he could use on one product or divide between two. He had to be present when his name was called (or represented by a spouse or someone with notarized power of attorney). Then he had to identify himself by name and address, open and close escrow in the name on the lottery ticket, and be prepared to make the deposit required by the builder—up to \$1,500.

All houses were sold within the first hour. However, drawings continued past noon, through all names in the boxes. This established a priority list for any cancellations in the initial offering and for future houses. From now on, people who want to buy will be put at the end of the list on a first-

come-first-serve basis.

By year's end 1,000 units will be in. By next April, Irvine feels, it will have satisfied everyone left on the original interest list.

**Key to success.** What's behind the Woodbridge success story?

Irvine spokesmen believe a key factor is that the company had a five-year plan and kept to it while other builders dropped out during the economic downturn. Thus, it had units ready to go when demand turned strong.

Woodbridge itself is a result of three years of planning, Project Manager David Kuhn points out, and also the culmination of all Irvine has learned since it started to develop the ranch in the early 1960s.

Says Doug Gfeller: "Nothing in Woodbridge is in any way experimental. All the elements—residential mix, shared parks, trails—have proven themselves successful elsewhere. However, this is the first time so many systems and concepts have come together on such a large scale."

—BARBARA LAMB

McGraw-Hill World News,  
Los Angeles



Lottery crowd gets tickets. Irvine's trams (top of page) hauled visitors to six drawing sites like those that are shown above. Results are read by Frank Hughes, president of the Irvine Pacific Development Company.



Winners identify themselves to Irvine's lottery officials. About 12,000 visited area and 3,000 participated in lottery. New owners are listed as Woodbridge's sales force takes deposits and winds up big drawing.





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## West Coast's builders swap success stories but worry: Can it last?

For three days at the Pacific Coast Builders Conference in San Francisco they regaled each other with tales of weekend sell-outs, homebuyer waiting lists a yard long and buyers in sleeping bags outside sales offices waiting to snap up \$100,000 houses.

California's single-family house business was back in full swing and the builders were elated.

The hottest success stories came from southern California, mainly from Orange and San Diego counties. Northern California builders, though limited by smaller markets and less buildable land, were only a step or two behind their southern colleagues' sales rates.

**Market for the affluent.** Talk about the basic house, a much-discussed subject at last year's West Coast builders meeting, was nowhere to be heard. Instead, the builders marveled at their seemingly insatiable markets for \$75,000, \$100,000 and even \$150,000 houses. And when a seminar was offered on how to get into the \$200,000-plus custom-house market, they packed it.



HOUSE'S ASHLEY  
*'Only 20% can afford new home'*

The key indicators were rosy: • California's residential building permits for the first quarter of 1976 were almost twice the level of the 1975 first quarter, 61,327 compared with 32,296. So reported Hal Treadaway, a Sacramento builder and president of the California Builders Council, which sponsors the conference.

• California housing starts for 1976 are expected to hit 190,000, said Treadaway, compared with 131,736 in 1975. Starts increased 23% in May to an annual rate of 188,000.

• California S&Ls provided a record \$1.6 billion for mortgages in April alone, accounting for



MCKEON'S CLIFFORD  
*Cites rise in cost of lots*

27% of all the mortgages closed in the country that month. So reported Dr. Maurice Mann, president of Federal Home Loan Bank of San Francisco.

**Note of caution.** Amid the prosperity there was uneasiness, however. Builders were wondering: With California house prices increasing at the rate of 15% to 20% a year, how long will it be before no one can afford them?

Congressman Thomas L. Ashley (D., Ohio) gave some clues: "Only 20% of American families can afford a new home. First-time buyers can't get into the new-home market at all. Existing government housing programs aren't helping. The Section 8 rental-assistance program is a gasser. We need mortgage instruments that will reduce monthly house payments drastically."

**'Government's fault.'** It's government's fault that house prices are so high, said Ernie Becker, a Las Vegas builder and NAHB's vice president and treasurer. Becker was filling in for NAHB President John Hart, who had just undergone heart surgery (page 28).

"Federal red tape is bad enough," said Becker, "what with the Environmental Policy Act of 1969, the Noise Control



MOBIL'S NEUMAN  
*'Let us do the fighting'*

Act of 1972, the National Flood Insurance Act of 1968, the Coastal Zone Management Act, the Interstate Land Sales Full Disclosure Act and the like."

But a far worse culprit in the rising-price syndrome, said Becker, is excessive control by local government. Among the costliest local hurdles he listed were zoning ordinances requiring minimum floor areas and lot sizes, tree ordinances, grading and sediment control ordinances, arbitrary development and processing fees, subdivision development standards for road widths, storm-water management programs, water and sewer systems, municipal facilities and mandatory dedication of land.

"For the sake of the consumers we serve," said Becker, "it's time we began cutting our way out of this jungle."

**Offer of support.** A large land developer offered builders one way to avoid the jungle.

"We've got the financial holding power, so let us do the fighting," said James Neuman, vice president of Mobil Oil Estates Ltd., and developer of a 6,000-unit community by San Francisco Bay. "We've already fought through the zoning for our 4,000 acres, beat a sewer and water moratorium by building

our own sewage plant and contracting for outside water supply, and established rapport with the city government. We've cleared the way for any builder willing to work within our master plan."

**Small-scale approach.** A couple of builders had a different solution: Build small projects, said both Richard Lewis, president of Lewis Homes, Upland, Calif., and Dennis O'Brien, former northern California president for Kaufman and Broad and now in business for himself.

"Big projects draw too much attention," said O'Brien. "They get the local community concerned, which leads to resist-



NAHB'S BECKER  
*Blames government's curbs*

ance and delays. Keep a low profile with small projects. They get approved faster, so they're cheaper to build. Don't buy any land that you can't use up in less than 18 months."

**Land costs.** Everyone agreed: Soaring land costs are the cause of soaring house prices. Developed lots are averaging 25% of California house costs, said Emmett Clifford, vice president of McKeon Construction Co., and for some builders the ratio is up to 35%.

Development costs account for \$4,000 to \$5,000 of the average \$16,000 to \$19,000 finished lot. But raw land costs are rising, too, said Clifford, thanks to the fact that average lot sizes in California are being increased from 6,500 to 7,500 sq. ft.

What's worse, no-growth legislation still has a firm foothold in the state. And the effect is inevitable. Said Hal Treadaway: "Policies that restrict development through 'growth-management devices' and minimize the supply of buildable land can only have one result—still higher house prices."

—H. CLARKE WELLS

## Leisure Technology admits bribe guilt

The Leisure Technology Corp. has pleaded guilty to one of four counts of a criminal indictment for bribery.

The company has been fined \$1,000, and the other three counts have been dropped.

The indictment, filed in New Jersey Superior Court in Trenton last year, charged that Robert Schmertz, founder and then president of the builder/developer, and David Safran, an insur-

ance consultant, had paid about \$31,730 to a local official in 1971 and 1972. The indictment said the two sought approval to build a housing project for the aged near Lakewood, N.J., where Leisure Technology is based.

Schmertz and Safran have since died. Leisure's president is now Michael L. Tenzer, former president of the Larwin Group's single-family division in Los Angeles [NEWS, Mar.].





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## Supreme Court's Eastlake ruling seen as new setback for builders

The Supreme Court has ruled 6 to 3 that a city may require a landowner seeking a zoning change to win voter approval in a public referendum.

Observers believe the decision hands slow-growth and no-growth proponents a new barrier to thwart builders. They think the ruling could also hinder civil rights groups attacking zoning that they think maintains residential segregation.

"It gives local officials an opening to pass the buck," observes Douglas G. Linn, a Philadelphia attorney and close student of the case [*The Legal Scene*, H&H, Mar.]. "I'll bet referendum laws will be on the books or proposed in nearly 50 states very soon."

**Limited scope.** The case [*City of Eastlake vs. Forest City Enterprises*, No. 74-1563] applies in the 29 states whose constitutions permit referenda on local legislation and ordinances.

At the time of the decision the National Association of Home Builders, which opposes the referendum technique, knew of only 17 communities—including Eastlake, the litigant—that required rezoning referenda. All were in Ohio.

The high court overturned a decision favoring Cleveland's big builder/developer, Forest City Enterprises, by the Ohio Supreme Court (41 Ohio St. 2d 187, 324 N.E. 2d 740 [1975]).

"Under our constitutional assumptions, all power derives from the people," argued Chief Justice Warren E. Burger in the majority opinion. "The people can reserve to themselves power to deal directly with matters which might otherwise be assigned to the legislature."

**Due process question.** Duane Searles, associate legislative counsel for the NAHB, calls attention to the dissenting justices' views, however. Rezoning cases are more nearly judicial matters than legislative, the argument ran; so the preservation of due process for the landowner is an important consideration.

He points to Justice Lewis F. Powell's dissent:

"This procedure, affording no realistic opportunity for the affected person to be heard, even by the electorate, is fundamentally unfair. The 'spot' referendum technique appears to open

disquieting opportunities for local government bodies to bypass normal protective procedures for . . . individual rights."



EASTLAKE'S MAYOR BECKER  
'Community belongs to people'

## Court rules for HUD and developers

The Supreme Court has ruled that HUD need not file environmental impact statements every time the agency approves disclosures by developers under the Interstate Land Sales Full Disclosure Act.\*

The High Court voted 8-to-0 to overturn a ruling by the 10th U.S. Circuit Court of Appeals, which had imposed the impact requirement on HUD. The lower court had noted that the National Environmental Policy Act (NEPA) requires such statements whenever a "major federal action" significantly affects

\* *Flint Ridge Development Co. vs. The Scenic Rivers Association of Oklahoma*, et. al., No. 75-510.



### Who would build a house indoors?

The Ryland Group, Atlanta's biggest homebuilder, that's who.

Ryland put up this cedar and brick model in the enclosed Cumberland Mall to display the Maryland company's line for 1976. And Cumberland appeared to be a canny choice for achieving visibility in Atlanta—in 1974 the mall drew more traffic than Florida's Disney World.

The model has three bed-

**Opinion in Eastlake.** Mayor Morris Becker of Eastlake, a Cleveland suburb, had this view:

"A community belongs to the people who live there, not to developers who come in, build, take their profits and get out.

"Forest City wanted to build high-rise apartments on land they knew was zoned industrial . . . The people preferred industries, with their tax dollars."

Becker notes that at least two other developers undertook Eastlake's lengthy rezoning process after Forest City ran afoul of it in 1971-72. Rezoners

the environment.

HUD appealed to the Supreme Court, pointing out a Disclosure Act requirement that the agency approve valid disclosures within 30 days. The agency said that it was impossible to prepare an impact statement within that time.

The Court agreed, and ruled that when the Disclosure Act and NEPA conflict, NEPA must give way.

According to Duane Searles, associate legislative counsel for the National Association of Home Builders, several projects around the country have been delayed by the NEPA requirement.

must get approval by the planning commission, then by the city council, and finally, by a minimum 55% vote in a referendum.

**Getting the vote.** The H.L. Vokes Co. of Eastlake waged a successful campaign in 1974 for permission to build a hotel and two office buildings on a site zoned for industry.

"We sent mailings to all the registered voters," says Vice President Stanley Simon of Vokes, "and we got the League of Women Voters to canvass for us. It took us two or three months to get our message across."

Simmons Construction Co. of nearby Mentor, Ohio was less successful. A proposed 114-unit single-family project lost by 158 votes out of 2,568 cast June 8.

"I told them to send out brochures explaining what they wanted to do," says Becker. "They didn't do it."

Protests NAHB's Searles, "It's one thing if a small city like Eastlake does this, but what happens if a large city like Cleveland requires a referendum for every gas station that goes up?"

**Other decisions.** The Supreme Court decided not to hear two builder groups challenging zoning restrictions in California, thus letting stand adverse decisions by the California Supreme Court.

The first suit attacked a San Diego system of allowing zoning by popular initiative. Builders sued after voters enacted an ordinance in 1972 limiting heights of buildings to 30 ft. in that city's coastal zone. (*San Diego Building Contractors Association vs. City Council of San Diego*, No. 74-1459.)

The other unsuccessful challenge opposed a San Jose ordinance that had imposed a two-year freeze on zoning changes for residential projects unless the would-be developers contributed to school costs. The ordinance also required a "supermajority" of five votes on the seven-member city council for any zoning change opposed by the local school district as threatening overcrowding. (*Builders Association of Santa Clara-Santa Cruz Counties vs. Superior Court of Calif.*, No. 75-111.)

—H.S.





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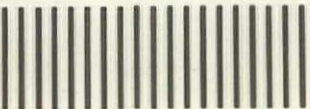
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## Why nation's builders needn't panic over an S&L panic in Dixie

Until a panic closed 40 Mississippi S&Ls to borrowers and depositors in May and June, many builders thought of bank runs as just a bad memory from the Thirties.

Now one has developed in the Seventies. And because it touched the S&Ls, which supply more than half of all mortgages for new homes, it raised pertinent questions for builders:

- What safeguards exist to prevent more runs against thrifts?

- How did this one get started?

- Need builders be concerned about S&Ls' ability to make mortgage loans?

**Safety.** Most S&Ls have a solid backstop: the Federal Savings and Loan Insurance Company (FSLIC). That government agency insures individuals' S&L accounts up to \$40,000, much as the better-known Federal Deposit Insurance Corp. does at commercial and mutual savings banks.

The FSLIC has a \$4.2 billion insurance fund to draw from, according to Director Richard Platt, and access to much more from the Treasury or the Federal Reserve if the need arises. This federalized insurance is designed to soothe savers' fears. In general, it succeeds.

None of the 44 FSLIC-backed associations in Mississippi was touched by the run. For them, lending, withdrawals and mortgage lending went on as usual.

**Wide coverage.** S&Ls holding no less than 97.5% of the more than \$300 billion total S&L deposits are now in the FSLIC fold. All 2,060 federally chartered S&Ls must belong, and most of the 3,042 state-chartered associations choose to—altogether, 4,078 S&Ls are signed up.

Of approximately 800 S&Ls that are not members, 406 belong to smaller state-supervised insurance systems in Maryland, Massachusetts, North Carolina and Ohio. The others, mostly small, have private insurance or none.

**A private affair.** The Mississippi run began at the state's largest association, Bankers Trust S&L in Jackson. (It has no connection with Bankers Trust Co. of New York City, a commercial bank.) Bankers Trust S&L had \$220 million in depos-



FSLIC'S PLATT  
A \$4.2 billion cushion for S&Ls

its, all privately insured.

But the insurer was American Savings Insurance Co., also of Jackson—which had only \$10.3 million in assets to draw on, and which was 45%-owned by Bankers Trust. American also insured more of Mississippi's 84 S&Ls.

**Danger signs.** The trouble started small—"with a \$60,000 lawsuit by some disgruntled stockholders who wanted Bankers Trust to buy their stock back from them," according to Robert Warren, the state-appointed

conservator of the affected S&Ls' assets.

Bankers Trust S&L had operated in the red in 1974 and 1975 and the plaintiffs claimed that default threatened. They persuaded a civil court to put Bankers in actual receivership until the S&L could post bond for the disputed \$60,000.

**Fright.** The S&L posted bond the next day, but the damage had been done. News of the receivership had alarmed depositors, according to Warren.

Then word of Bankers' holding in its insurer also went 'round, followed closely by news of American's small size.

The run quickly spread to American's other clients throughout Mississippi.

**Ban on withdrawals.** The 32 affected S&Ls reacted with a ban on withdrawals, but state law held that defense to 30 days.

As the ban was running out late in June, the legislature convened an emergency session to approve a bank holiday. The holiday halted both withdrawals

and new mortgage loans from American's 32 clients and eight other state-chartered associations that had been drawn into the affair.

Governor Charles C. Finch then persuaded Warren to take charge of the closed S&Ls. By mid-July he had done so, and they faced depositors again. They were buttressed by letters of credit from big commercial banks in the state.

Said Warren, "It was over."

**Isolated case.** Though the run had spread fast in Mississippi, it had been successfully confined to that state. Confidence in the strength of the thrifts and in deposit insurance remained strong everywhere else. Even the 23 S&Ls in neighboring Tennessee, also insured by American Savings, remained untroubled.

Back in Jackson, one thing seemed clear, indeed. The FSLIC engenders public confidence. By midsummer, the legislature had passed a law requiring federal insurance for every Mississippi S&L by next April. —H.S.

## John Hart undergoes heart surgery—He's up and around

John C. Hart, NAHB president, underwent open-heart surgery June 11 at St. Vincent Hospital in Indianapolis. The surgery was successful and full recovery is expected, says attending cardiologist J. Stanley Hillis.

Hart has been resuming his homebuilding work and his NAHB responsibilities in recent weeks. He has traveled to Washington and is even making plans to attend the Republican convention in Kansas City, which will be held Aug. 16-20.

Hart's association duties were divided among the senior officers and staff officials at NAHB during his convalescence.

**Interrupted visit.** Hart had en-



NAHB'S HART  
*'Bouncing back real well'*

tered the hospital May 31 for four days of observation, but flew to Washington on June 6 on NAHB business. He was to have met with Chairman Arthur Burns of the Fed.

But he was forced to return home June 7 when the chest pains he had been experiencing

suddenly became severe. Surgery was performed to bypass a blockage of one of the three major coronary arteries that sustain the life of the heart itself, says Dr. Hillis.

**Recovery.** "He had not been concerned about his health," recalls Millie Druckery, NAHB's permanent executive assistant to its presidents. "He just didn't think it was that bad."

Hart's secretary at Gateway Corp., his building company in Indianapolis, reported five days after the operation that he was already in good spirits.

"The doctors are very pleased with his progress," Ellen Record added. "They say he's bouncing back real well."

## U.S. and foreign builders exhibit factory houses in Iran

Thirteen companies from nine countries have been exhibiting factory-built housing at a month-long exposition in Tehran.

Boise Cascade is the only American entry. The others are Gullfiber International, Elementhus, Ekmans and Annergens Hus of Sweden; Bornhauser of France; National

House, Japan; EDC Primec and EDC Twin Wall, South Africa; Betonwerk and Streif, West Germany; Mears, England; Durisol, Switzerland; and Blockwatne, Norway.

*International Construction Week*, a newsletter published by *Engineering News-Record*, reports that companies will accept individual orders and that they

hope to win contracts to build 30 to 50 houses for Iranian organizations. Exhibitors were chosen by Bank Sakhteman (Construction Bank) from international tenders.

Durisol exhibited the largest model. It had two bedrooms, two baths and family, living and dining rooms, and it sold for \$48,500.



**“Scheirich’s Gardencourt cabinet was ideal for remodeling.**

**It withstood the hard knocks of busy workmen, and we didn’t have to sacrifice good looks for durability.”**

David Clark, President  
Fairfax, Inc. Washington, D.C.

“In our remodeling projects, we’ve found the room that usually needs the biggest lift is the kitchen. So we wanted a cabinet that would make that room look like it had never looked before. But, since we’re still working long after the cabinets are installed, we wanted something that would *stay* good-looking—even after some hard knocks by workmen. With Scheirich’s Gardencourt cabinet, we haven’t had a problem yet.”

Gardencourt Parkview. One of the best investments you can make in equipping a kitchen. And priced to fit into the tightest budget.

The cabinets are made of strong wood fibers, bonded with a process that gives them resistance to moisture and temperature changes.

They’re completely sheathed in a rugged vinyl with a pecan-grain exterior finish. An extra layer of clear vinyl is then added for more protection,

along with still another on all doors, shelf edges and corners.

Maintenance is practically nil. The cabinets wipe clean inside and out with just a damp cloth. Plus, the tough polypropylene drawers have rounded corners for easy cleaning.

Other features include rich, antique pewter-finish pulls and color-coordinated backplates.

If you’re remodeling, look into Gardencourt Parkview. See your Scheirich distributor or write H. J. Scheirich at our main plant. H. J. Scheirich Co., P.O. Box 21037, Louisville, Kentucky 40201.

**SCHEIRICH** CABINETRY  
FINE FURNITURE FOR THE KITCHEN AND BATH



Clustered in a grove of trees along Pennsylvania Avenue in Washington, D.C., Fairfax Village is a 56-acre community of 826 apartments and townhouses. For 35 years, the community was a home away from home for senators, congressmen and other government officials. Now, over 435 units have been completely modernized, with the entire project scheduled for completion by 1978. The beautifully landscaped one, two and three bedroom units range from \$19,900 to \$40,000, and include everything from central air conditioning to trash compactors as standard equipment. To date, over 90% of the remodeled units have already been sold.





How Nord bifolds  
stack up  
against  
ordinary  
wood bifolds.  
(1/4" thicker, 92% stronger.)

There are two big differences in Nord bifolds. The kind of wood we use. And how much we use.

Only Western hemlock goes into our doors. It has a close, even grain that's ideal for stain, or any finish. More important, it's inherently stronger than woods such as pine. So our hemlock doors are just naturally stronger than common pine bifolds.

Secondly, we've added an extra quarter-inch to our doors. Instead of 1 1/8" thick like most other bifolds, Nord bifolds measure 1 3/8" thick.

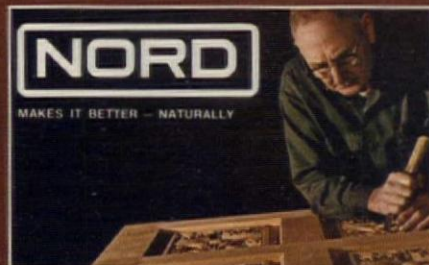
What does it all mean? In terms of basic bending strength, Nord 1 3/8" Western hemlock doors are 91.63% stronger than 1 1/8" Western pine, according to independent research.\*

Our doors are more rigid. They have greater depth, a better profile. They look and feel more substantial because they are.

For full-color literature on the complete Nord bifold line, write "bifolds" on your letterhead and mail it to E. A. Nord Company, Everett, WA 98206.

*Photograph shows 39 Nord bifolds compared to 39 pine bifolds.*

*\*Source available on request.*





# Can NAHB convention fit into Las Vegas? Yes, once past airport

Some NAHB directors sounded worried last spring when they decided to move the homebuilders' convention to Las Vegas in 1979-82.

Vegas, they fretted, is a city of only 150,000 isolated in the Nevada desert. It's got enough excitement and entertainment—licit and otherwise—but will it have the air service to handle a surge of more than 50,000 people? The hotel space? The cabs, buses and airport limousines?

It will, given some work on the air service.

**In the air.** Seven major airlines now schedule 18,000 seats into Vegas on an average day (compared with 53,000 into Dallas); shoehorning 50,000 conventioners in alongside the normal Vegas traffic, about 9,000 daily each way, could not be done.

But four of the airlines say they can add 7,754 seats to their schedules.

"In addition, plenty of charter arrangements for the homebuilder associations will be made available," says E. Dan Dobson, the staff vice president at NAHB responsible for researching convention sites. "We'll probably begin planning them next year."

**On the ground.** Once inside McCarran International Airport, the builders need no longer worry about moving—even though Vegas has only 321 cabs.

The city is smaller than Dallas (pop. 844,000) or Houston (1,477,000) and far more compact. The airport is only about 1½ miles from one end of the famous Strip, and about 3½ miles from the convention center. Roughly 85% of the hotel rooms are also within 3½ miles of the center—the Las Vegas Hilton is only 287 feet away. And most of the restaurants, shows and gambling are in the major hotels themselves or nearby—not at distant locations on the rim of the city as in Dallas.

So those 321 cabs, both city and NAHB believe, will be plenty, especially when added to the 30 airport limousines, the 150 available shuttle buses (more can be drawn from southern California at need) and the city's 2,500 rental cars.

**At rest.** Vegas has 35,000



hotel and motel rooms—more than Dallas, to which the convention will return in 1983-85, or Houston, which got the directors' nod for 1986-88.

And the Vegas rooms are all within 5½ miles of the convention center. Dallas' 27,000 are up to 18 miles from its convention site; some of Houston's 26,000 are as much as 25 miles away.

And 2,600 more Vegas rooms are now going up; another 4,000 are projected for 1980.

The city will guarantee 20,000 rooms for the convention—all NAHB asked for, and all it has ever needed in Dallas. Moreover, January is Vegas' one slow month of the year. The normal occupancy rate of 80% to

90% drops to the low 60's.

Since convention space is reserved weeks or months in advance, Dobson's staff expects no trouble picking up any extra space needed.

**At the show.** The convention center holds 500,000 sq. ft. of indoor exhibit space (another 100,000 is coming on stream in a year or so), all on one level. NAHB used only 210,000 sq. ft. this year in Dallas.

The weather isn't a problem either. Vegas is brutally hot in the summer, but its January climate is almost identical to that of Dallas, except that Vegas is drier and its skies clearer.

Dobson, in sum, seems to have solved most of the potential convention problems in

1979 by not giving them a chance to come up.

"We considered only cities that could accommodate today a convention the size we expect to be in 1979," he says. "We aren't counting on Las Vegas for anything it doesn't already have in place—even though a lot more facilities are planned, of course."

**And at play.** The homebuilders should find nothing keeping them from having a good time amid the exhibits, the bright lights, the show girls, the gambling, the golf and the boating on Lake Mead.

They may well outdo another town-filler convention, the Lions, who arrived 30,000 strong in 1971.


"We had ours in June," recalls W. L. Wilson, executive administrator for the International Association of Lions Clubs. "It was hot as hell. But we had a good time—and I think your homebuilders would enjoy it even more." —HAROLD SENEKER

## THE MORNING LINE ON CONVENTION CITIES

	Flights in daily	Licensed taxicabs	Hotel and motel rooms	Total gambling winnings '75
Las Vegas	132	321	35,000	\$770,336,695
Dallas	420	578	27,000	NA
Houston	178	820	26,000	NA

Note: NA—not available





## Redi-Set Tuscany. Something isn't beautiful unless it's practical, too.

What people first love about Redi-Set Tuscany<sup>®</sup> is that it's real ceramic tile with a rich, textured surface. In handsome colors. Complete with trim.

But what makes the beauty of Redi-Set<sup>®</sup> Tuscany much more apparent is its practicality. It comes in tile sheets pregouted with flexible silicone rubber. So installations are quick, clean, uniform and water-repellent. The grout never cracks or crumbles even with slight building movement. And it resists most stains and combats mildew.

You'll also like the way Redi-Set Tuscany goes up over just about any existing solid surface. Like walls, residential floors and bath vanity tops.

And right now, American Olean is ready to help you sell Redi-Set Tuscany. With a national advertising and publicity program, Yellow Pages advertising and local support and distribution. That's in addition to our Redi-Set installation and sales training school.

Find out more about the special beauty of Redi-Set Tuscany. Visit an American Olean Sales Service Center. Or write us at: American Olean Tile Company, 2340 Cannon Avenue, Lansdale, Pa. 19446 Redi-Set Tuscany. It's the natural thing to use.<sup>™</sup>

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**American  
Olean**  
A Division of National Gypsum Company

Shown: Redi-Set 100, 4-1/4" x 4-1/4", 985 Tuscany Malt.



## The expected rally in apartment building will be slightly delayed

There won't be any significant recovery in apartment construction this year except for a few local markets.

The map of apartment activity is the most patchy in years.

- Boom and extreme depression co-exist in the same region and with roughly the same occupancy rates.

- Local land costs and utility and building codes play a part in determining which markets will recover early.

- The recent bottoming of apartment mortgage rates has stimulated requests for financing on both new and existing projects.

- Many reports of improved absorption of the condominium inventory are overly optimistic.

These are the findings of Advance Mortgage Corporation's Economic Research Bureau, which has just reported on nationwide apartment activity.

Advance, with headquarters in Detroit, publishes the authoritative *U.S. Housing Markets*, an industry survey.

**'Worst since '62.'** "Our feeling now is that the first quarter's rate of 252,000 apartment starts will not be substantially bettered through the rest of the year," warns Philip H. Kozloff, Advance's vice president for income loans.

"That will be about a 20% increase over last year, but otherwise the worst year for apartment construction since 1962.

"Even more significant, you could account for most of the entire first quarter increase with just five markets: Houston, San Diego, Los Angeles-Orange County, Seattle, Minneapolis-St. Paul. We expect that pattern to hold through at least the third quarter.

"There is still a possibility that mortgage rates will return to a declining trend after mid-year. If that happens, we could see a broad-based surge in apartment permits in the fourth quarter."

**Land cost spiral.** Illustrating the importance of local land costs, Advance notes that the three markets with the tightest supply of buildable land within commuting distance are New York-Long Island, Washington and San Francisco-Oakland. The report then points out that all three issued apartment permits

at only 1/20 or less of their normal rate in the first quarter—and there are few signs of improvement through the rest of the year.

In contrast, Houston, which has very ample supplies of buildable land, and San Diego, where land costs are the lowest of any major California market, expect to start 23,000 and 10,000 apartments, respectively, this year. Those figures are close to their all-time peaks.

**Utilities and rents.** Another factor is the cost of single-metering new apartments. Many lenders now insist on this because utility price increases are a major cause of higher operating costs. Some areas—

such as Dallas—permit a relatively low-cost method of sub-metering from a master meter. In other areas, however, either the building code or the local utility prohibits this and the cost of individual meters helps to render a project uneconomic.

In Houston, rents in the prime west side areas have reached the 32¢/sq. ft./month level at which new projects make economic sense with 9½% or even 9¾% mortgage rates. Rents in other neighborhoods should catch up in three or four months. Rents are expected to remain at the 32¢ level for the rest of this year, while the market absorbs the current heavy production.

**Absorption rate.** "Eighteen

months of production at this rate should be absorbed quite readily," says Advance's southwestern regional manager, Charles G. Oewel. "Many existing projects coming in for refinancing have 100% occupancy. But two years back to back could make a problem."

In southern California, rents in good areas have risen to comparable levels, after two years of 10-to-15%-a-year raises.

In most other areas, it is still difficult for new rental projects to meet lenders' economic criteria but the gap has narrowed since last year. Rents are slowly rising and this year's decline in interest rate has enhanced the economic value of a given rental rate.

**Occupancy.** Rental occupancy is high almost everywhere. Even blue-collar areas have strong occupancy. Doubling up is disappearing in every area where there has been good economic recovery.

Markets which are soft overall, such as Atlanta, have 95% or better occupancy in prime areas. Denver and Phoenix, once heavily overbuilt, have low 90s occupancy in good areas and should absorb their rental surplus by year-end.

In Washington, overall rental occupancy is 97% but it is in the 80% range in concentration of converted high-rise condos in the Landmark area. Away from Landmark, converted condos achieve good occupancy, especially if low-rise.

**Condominiums.** There are mixed messages from the condominium market. There have been reports of a strong upturn in sales this year. This has been mostly true in California; even there, the roughly 1,000 units in San Diego's La Costa area may need five to ten years to sell out at current absorption rates.

Census Bureau vacancy data shows almost no change in the inventory of for-sale multiple units between the fourth quarter of last year and the first of this year.

In every market, some condominiums are selling well, going into second phases and obtaining appreciation on resale. But this is not typical. In Washington, some projects that converted from condo to rental are now converting back.

### Kansas City gets condo high-rise

Residential construction is up to date in Kansas City with the Crown Center West residential community's 32-story condominium tower and seven-story apartment building heading for completion.

Just topped out, the San Francisco Tower sells condominiums from \$38,000 to \$575,000. The Santa Fe Place apartments nearby rent for \$283 to \$965 a month.

The Hallmark Cards Inc. development sits on an 85-acre, \$350-million site in Kansas City's downtown. The tower's 135 condominiums will be ready for occupancy in November-December; the Santa Fe's rental apartments in September.

**Buyers.** Traffic is reported good by Forrest D. Byars, vice president of William C. Haas Co., leasing agent for the units.

"We have sold some condominiums (with reservations and deposits in hand) subject to on-

site inspections before final closing. And leases have been signed on some of the apartments."

The project, designed to attract affluent owners and renters, will build later for the middle and moderate-range incomes. It is the first major residential effort and was recognized as a step necessary to retain and return residents to urban centers.

**Reviving the cities.** "We believe Crown Center West can become a vital catalyst for inducing Kansas Citians to return to the inner city," said James C. McClune, president of Crown Center. "That's bound to establish a new and viable economic base."

The urban community was designed by Architects Collaborative of Cambridge, Mass., under the direction of Norman Fletcher.

—JOE ROBERTS  
McGraw-Hill World News,  
Kansas City



**Crown Center West** condominium community: 1) Santa Fe Place apartments, 2) San Francisco Tower, 3) Crown Center Hotel, 4) office complex, 5) Mutual Benefit-IBM building going up. Downtown is 14 blocks to left.



# The Call of The Wise



Smart dealers inventory Glenwood cabinets by Kitchen Kompact for the same reasons sharp builders call for them in their housing.

Glenwood cabinets have classic styling, walnut tones, and an abuse-resistant finish. That makes them easy to sell.

Glenwood cabinets are delivered when promised. To dealers, that means delivery when the customers want it.

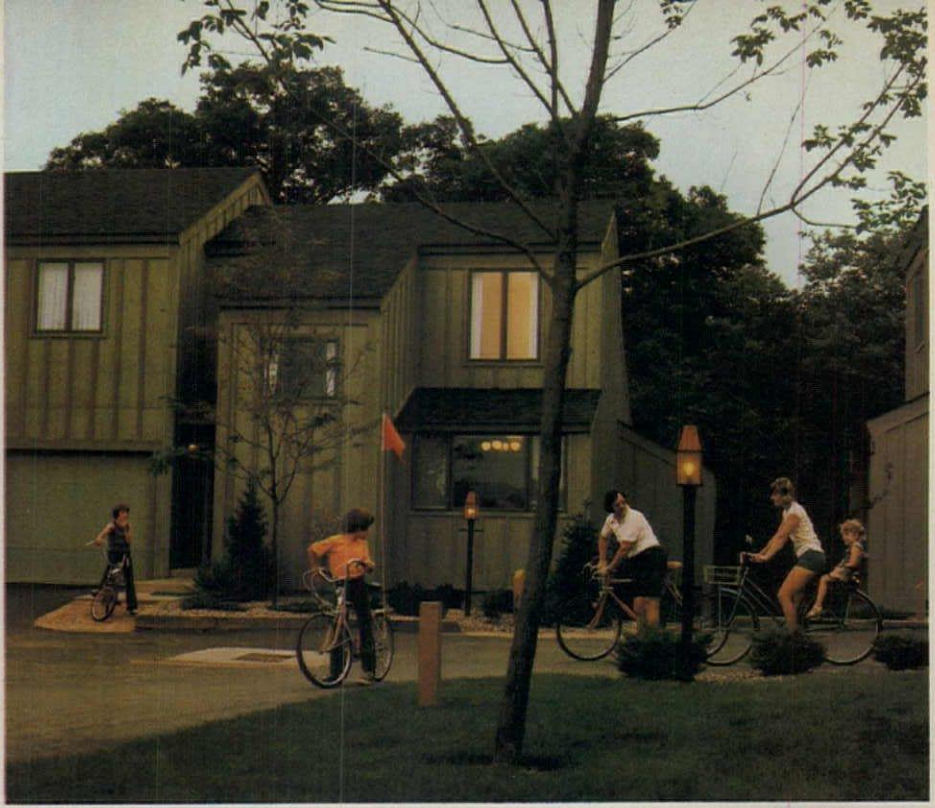
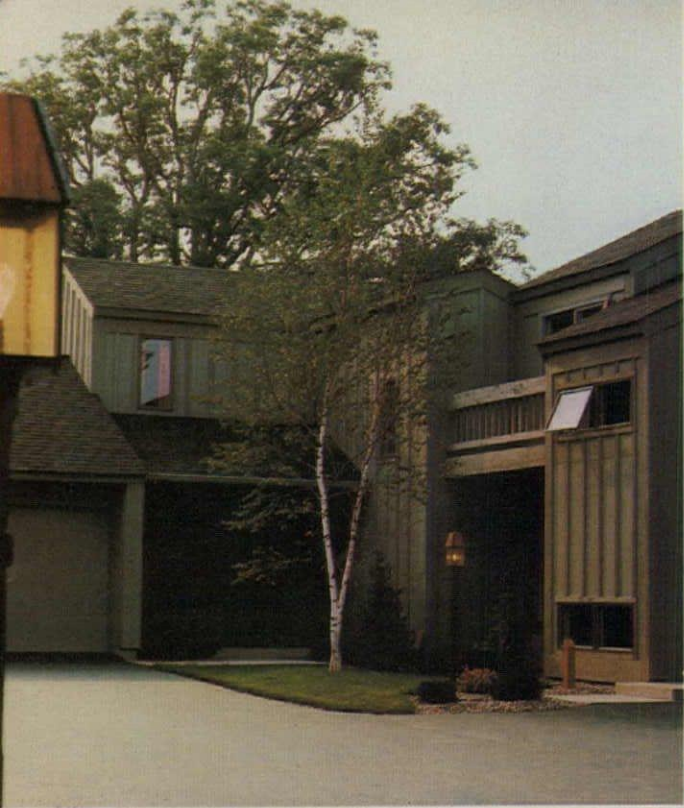
Glenwood cabinets are modestly priced. For dealers, that means a full mark-up and high profits.

Shouldn't you call for Glenwood cabinets? Look in the Yellow Pages for the distributor nearest you, or write Kitchen Kompact, Inc., KK Plaza, Jeffersonville, Ind. 47130.

It's the wise thing to do.



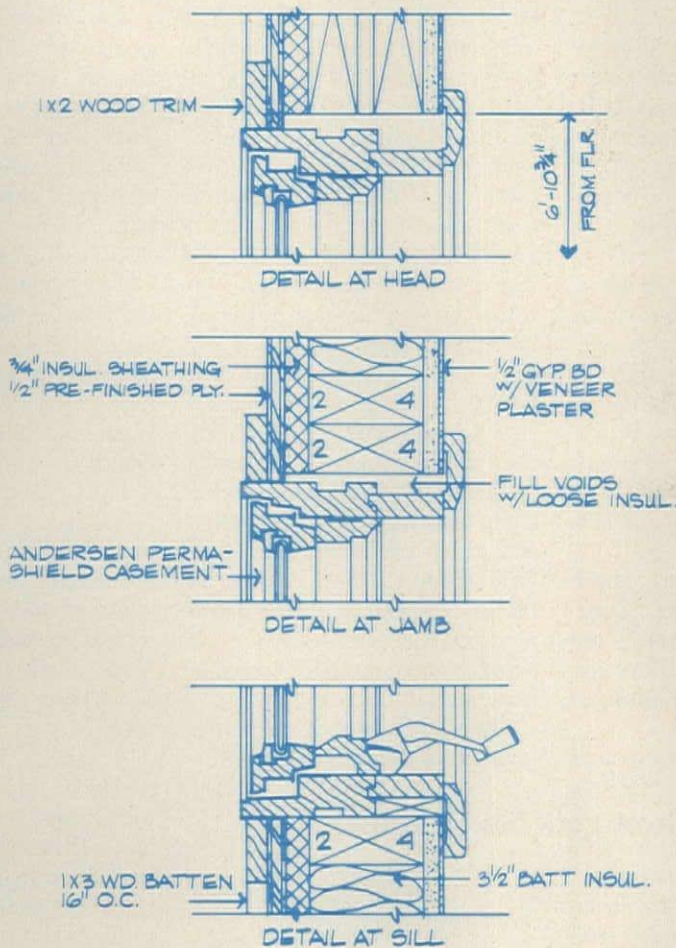






# But will it play in Peoria?

## Critics say "yes"...applaud Andersen's colorful new role.



How well you play in Peoria has become a legendary yardstick of how well you'll perform across America.

So, when the project developer for Peoria's largest Planned Unit Development (PUD) chose Andersen® Windows specifically for their Terratone color, we were understandably apprehensive.

We knew our dramatic, new, earth-tone color would be under critical review.

But our Perma-Shield® Casement and Awning Windows in Terratone won the praise of both the developer and the homeowners.

The developer liked how naturally Terratone blended with the wood exteriors of the townhouses. And the beautiful match this rich, warm earth-tone made with brick, stone, masonry and the surrounding landscape.

The townhouse owners applauded how well Perma-Shield complemented their leisure life-style.

Perma-Shield Windows are sheathed in carefree, low-maintenance rigid vinyl that's designed not to rust, pit or corrode. Not to chip, flake, peel or blister.

They're also made of wood—one of nature's best insulators—then built two times more weathertight than industry air-infiltration standards.

And double-pane insulating glass provides a major part of the fuel-saving benefits of single-glazing with storm windows, plus the convenience of no storm window bother.

So, add color to your next performance. With Andersen Perma-Shield Casement and Awning Windows in new Terratone color.

For more details, call your Andersen Dealer or Distributor. He's in the Yellow Pages under "Windows." Or write us direct.

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 Use actual sample for building specifications.

The beautiful way to save fuel.

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Directing resort sales



MIAMI'S BOMAR  
Opts for First Federal



BIA'S BEAM  
Runs Orange chapter

## Builders on the move: step-ups, sidesteps and strides forward

Three giant developers name or shift vice presidents.

The Irvine Co., based in Newport Beach, Calif., elevates its director of residential development to that status. **Douglas M. Gfeller** will now oversee development for a building program that generates up to 1,500 units a year. His name is familiar to California builders: He's president of the Homebuilders Council of Southern California's Building Industry Association. (For more on Gfeller and Irvine, see page 16).

In Florida, Miami-based General Development Corp. switches **Robert F. Ehrling** from the vice presidency of planning to that for marketing administration.

And the Midwest's Forest City Enterprises (Cleveland) names Controller **Lloyd T. Will** as vice president of accounting and data processing.

In Atlanta, meanwhile, developer **Victor D. Maslia** sets up Metro Management Co. to take over the real estate management portfolio of his Metro Development Corp., and taps **Arnold E. Taras** as president and chief executive. Taras was president of the management company of giant Crow, Pope and Land, also of Atlanta.

The Larwin Group (Beverly Hills, Calif.) advances **Edward C. Parker** to vice president of marketing services for its California homebuilding operations.

Titan Group Inc., a major contractor with headquarters in Paramus, N.J., names **Robert D. Moore** as president of subsidiary Titan Mountain States Construction Corp., Englewood, Colo. Titan also makes **James S. Smith** the executive vice president of its Titan Southern States Construction Corp. in Atlanta. Moore and Smith are heads of their respective operations and of equal rank.

Jack Resnick & Sons, a New York builder/developer, names **Marvin Wax** as a vice president. He joined in 1962.

Seabrook Island Co., developing the resort community near Charleston, S.C., selects **John D. Christie** as director of sales. He comes from the Florida Land Co., the development subsidiary of Orlando-based Florida Gas Co.

Town & Country Builders, Willowbrook, Ill., appoints four long-time company men to vice-presidential spots. **John P. O'Brien** is the new executive vice president. **Thomas P. Cavanaugh** becomes vice president for sales, **William McNaughton** for operations and **Richard Foster** for finance.

Wright/Bachman, an Indianapolis builder, names **Courtenay Weldon** as president and chief executive. His predecessor and father, **John J. Weldon**, is now chairman.

Los Angeles County appoints

### NAHB's McMahon gets No. 2 staff post

The National Association of Home Builders has advanced Charles P. McMahon from staff vice president to senior staff vice president. The promotion gives him the staff position second only to that of Executive Vice President Nathaniel H. Rogg.

Besides publishing the association's economic news bulletins, McMahon writes virtually everything NAHB prints on policy matters. He coordinates departmental activities and takes charge in Rogg's absence. The NAHB headquarters, in the National Housing Center in Washington, administers a membership now at a new peak—79,010.

President John C. Hart of NAHB still likes to refer to McMahon, teasingly, as "our press

**Robert M. Holmes**, president and general manager of Oltmans Construction Co. (Monterey Park), to its construction commission. He joins a seven-man body reviewing all capital construction projects costing \$1 million or more.

**CONSULTANTS:** The Chicago-based Real Estate Research Corp. chooses a new president: **Stephen R. Nichols**, formerly a vice president in the First National Bank of Chicago's real estate department.

**LENDERS:** **Thomas Bomar**, former chairman of the Federal Home Loan Bank Board, leaves the presidency of Miami's American S&L of Florida to become executive vice president and chief executive officer of First Federal S&L, also in Miami. Chairman **Morris Broad** resumes the presidency he vacated to make room for Bomar at American in June, 1975.

The Cabot, Cabot & Forbes land trust (Boston) names **Gor-**

**don E. Emerson**, the managing trustee, to the additional post of chairman.

The Federal National Mortgage Association (Fannie Mae), also in Washington, loses its director of public affairs, **Curt Tuck**, to the University of Wyoming, where he becomes an associate professor of journalism.

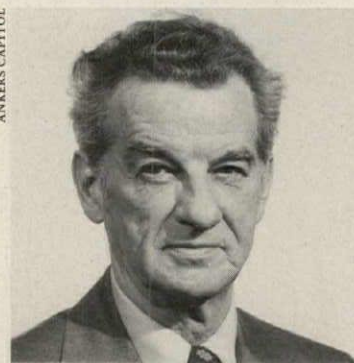
**ASSOCIATIONS:** The Orange County chapter of the Building Industry Association (Tustin, Calif.) gets a new executive director. He is **James Beam**, formerly vice president of the First National Bank of Orange County.

The California Housing Council, a newly formed organization for large California-based apartment owners and developers, chooses a board of directors at its headquarters in San Mateo; its first chairman is **Gerson Bakar**, the Bay Area developer.

A former NAHB staff vice president, **Joseph J. Honick**, sets up Group Management Associates in Los Angeles, with a second office in Washington, D.C. He offers management and administrative services for trade and professional organizations.

**DIED:** **Everhard H. Boeckh**, 83, at his home in Alexandria, Va., June 12. He founded (in 1934) and published *Boeckh's Manual of Appraisals* and the *Boeckh Index of Building Costs*, both widely used in the construction industry. He sold E. H. Boeckh & Co. to American Appraisal Co., Milwaukee, Wis., in 1959, and retired after bringing out the 6th edition of his manual in 1963.

**V. O. "Bud" Stringfellow**, 74, after a series of strokes over two years, on May 13 in Seattle. He was a national officer of NAHB in the early 1950's and an honorary life director at his death.



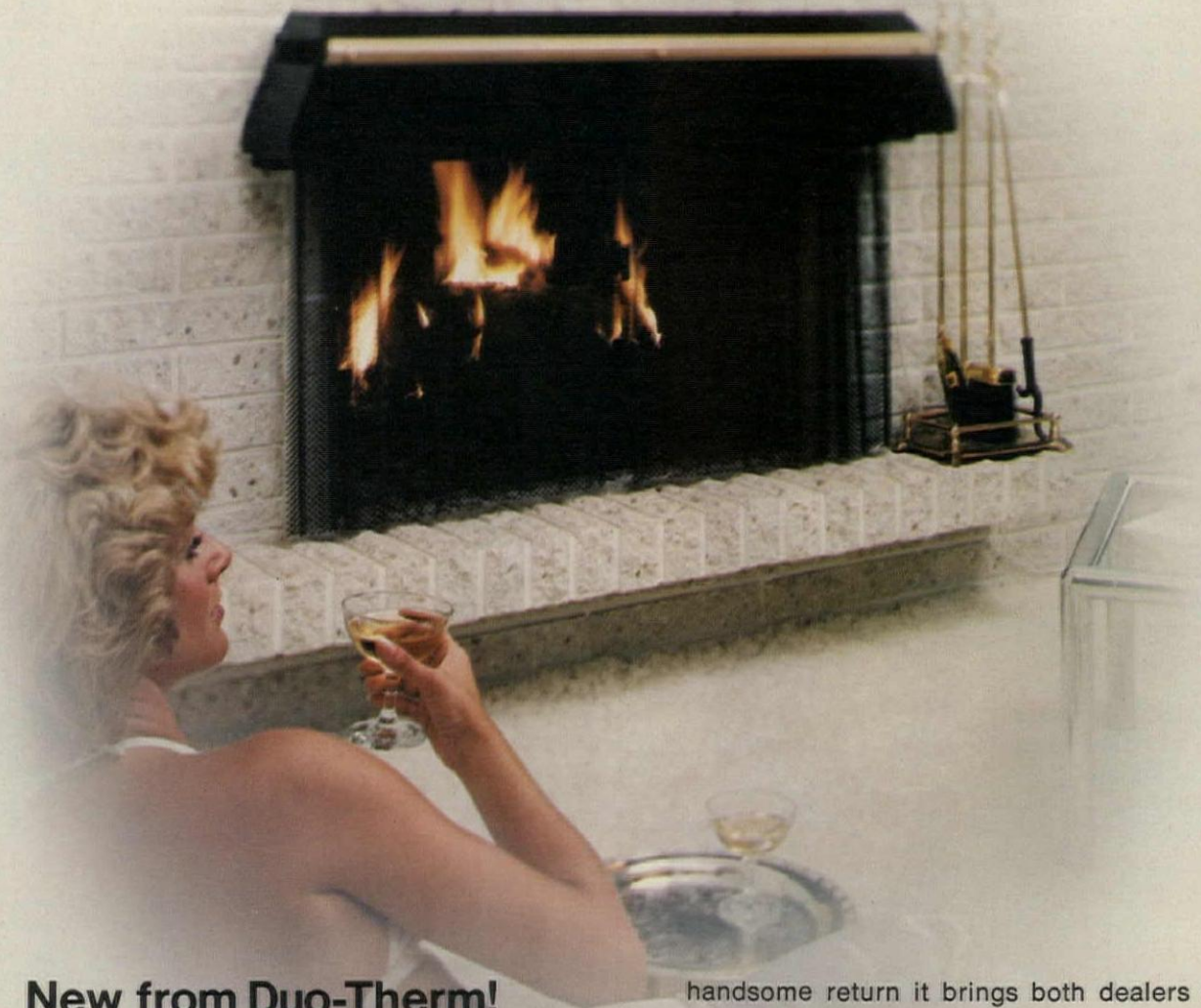
NAHB'S McMAHON  
Moving up in Washington

secretary," and many housing newsmen remember him warmly in that capacity. He joined NAHB as assistant public relations director in 1956, after 17 years with United Press International as correspondent, editor and bureau manager.

—H. S.



# hearth heater... an inviting addition to your line of fireside accessories.



## New from Duo-Therm!

Hearth Heater — a highly efficient and attractive fireplace furnace.

Hearth Heater is a timely, compact, energy saving device that easily installs in existing fireplaces. It successfully recovers fireplace heat that would ordinarily be lost up the chimney and gently circulates it throughout the room.

Twin blowers, steel heat exchangers and thermostat controls are all neatly hidden behind an attractive hood.

The beauty of Hearth Heater lies in its functional design. Beauty also lies in the

handsome return it brings both dealers and distributors.

It's attractive. Profitable. Unique. UL listed. Available.

Act now. Write Duo-Therm for complete distributor and dealer information.

Profitable early-season discounts are now in effect.

Hearth Heater will quickly lead in sales among your line of fireside accessories.



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LaGrange, Indiana 46761



# Housing industry's stocks take a short step back upward

Housing stocks have achieved a modest turn upward after two months of decline.

HOUSE & HOME's value index of 25 issues rose to 169.25 from 159.43 in the month ended July 1, even though the land developers lost ground and the home-building companies barely managed to hold their own level.

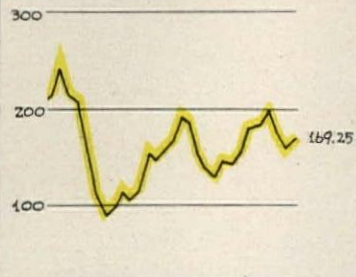
Lenders' shares led the advance along with mobile home stocks. The mortgage companies and S&Ls scored good gains on news of declining interest rates, and the mobile makers enjoyed a fanfare of publicity because of reviving sales and a new federal inspection code that is expected to open new markets to their production [News, June].

'Best chance.' *Business Week*, in a highly complimentary article published June 28 and entitled "New Chance for Mobile Homes," reported:

"Rising housing costs are giving the mobile home industry its best chance in its 40-year history to capture or inherit a substantial segment of the traditional housing market."

Behind the index. Share prices of January 1965 equate with a base of 100 on the index. The 25 issues used in the computation are overlined in yellow in the price tables that follow.

Here's the graph of 25 stocks.



SHARE PRICES OF JANUARY 1965=100

Here's how the five companies in each division performed.

	July 75	June 76	July 76
<b>Builders</b>	165	172	172
<b>Land developers</b>	115	89	86
<b>Mortgage cos.</b>	271	189	199
<b>Mobile homes</b>	527	482	572
<b>S&amp;Ls</b>	123	121	127

Company	July 1 Bid/close	Chng. Prev. Month
<b>BUILDING COMPANIES</b>		
AVCO Comm. Devel.—d PC	1 1/8	+ 3/8
American Cont. Homes OT	3/8	- 1/8
American Urban Corp. OT	3/4	- 1/8
Bramalea Con. (Can.)—d TR	5 1/4	+ 3/8
Campanelli Ind. OT	1 1/4	- 1/8
(New American Ind.)		
Capital Divers (Can.)—d OT	3/8	+ 1/16
Centex Corp. NY	10 1/8	- 3/8

Company	July 1 Bid/close	Chng. Prev. Month
Cenvill Communities—d AM	7 3/4	+ 1/8
Cheezem Dev. Corp. OT	5/8	- 1/8
Christiana Cos. AM	2 1/4	- 1/4
Cons. Bldg. (Can.) TR	2.38	- .02
Dev. Corp. Amer. AM	5 1/2	+ 3/4
Edwards Indus. OT	4 1/4	- 1/2
FPA Corp. AM	4	- 1/2
Carl Freeman Assoc.—d OT	1 1/2	+ 1/4
General Builders—d AM	1 1/4	- 1/4
Homewood Corp. OT	6 1/4	- 1/4
Hunt Building Corp. OT	1 1/8	- 3/8
*Kaufman and Broad NY	8 1/2	+ 1 1/4
Key Co.—d AM	1 1/8	- 1/8
Leisure Technology—d AM	2 1/2	+ 1/4
Lennar Corp. NY	6 1/8	+ 3/8
McCarthy Co.—d PC	1 1/4	- 1/4
McKeon Const. AM	1 3/4	- 3/8
H. Miller & Sons AM	12 1/2	+ 2 1/2
Mitchell Energy & Dev. AM	32 1/2	+ 1 1/2
Oriole Homes Corp.—d AM	5 1/4	- 1/4
Presidential Realty—d AM	2 3/4	- 1 1/2
Presley Cos.—d AM	1 1 1/2	+ 1 1/2
Pulte Home Corp. AM	4	+ 3/8
Rossmore Corp.—d AM	3 1/4	- 1/4
*Ryan Homes AM	18 1/2	- 2 1/2
Ryland Group OT	13 1/4	+ 1/4
*Shapell Industries NY	14 1/4	+ 2 1/2
Standard Pacific AM	6 3/4	+ 1/2
Universal House & Dev.—d PC	1/2	- 1/16
*U.S. Home Corp. NY	7	- 1/4
Washington Homes OT	3 1/4	- 1/4
Del E. Webb NY	7 1/4	+ 1 1/2
Westchester Corp.—d OT	1/8	- .005

Company	July 1 Bid/close	Chng. Prev. Month
<b>SAVINGS &amp; LOAN ASSNS.</b>		
American Fin. Corp. OT	8 1/2	+ 1 3/4
Calif. Fin. NY	6 1/4	- 1/4
*Far West Fin. NY	6 1/2	+ 1/4
Fin. Corp. Santa Barb. AM	13 1/2	+ 1/2
*Fin. Fed. NY	13	- 3/8
*First Charter Fin. NY	14 1/2	+ 3/4
First Lincoln Fin. OT	3 1/2	+ 1/4
First S&L Shares—d AM	7 1/4	- 1/4
First Surety OT	5 1/4	- 3/4
First West Fin. OT	1 3/4	- 1/8
Gibraltar Fin.—b NY	7 1/2	- 1/8
Golden West Fin. NY	14 1/2	+ 3/4
*Great West Fin. NY	17 1/2	+ 1 1/2
Hawthorne Fin. OT	10	- 1/2
*Imperial Corp. NY	12 1/2	+ 1/4
Transohio Fin. NY	9 3/4	- 1/2
(Union Fin.)		
United Fin. Cal. NY	9 1/2	+ 1 1/4
Wesco Fin. NY	13 3/4	+ 1/8

Company	July 1 Bid/close	Chng. Prev. Month
<b>MORTGAGING</b>		
*Charter Co. NY	3 1/2	- 1/4
CMI Investment Corp. NY	14 3/4	+ 1 1/4
*Cowell AM	5	- 1/4
Cont. Illinois Realty NY	1 1/4	- 3/8
*Fed. Nat. Mtg. Assn. NY	14 1/2	+ 1 1/2
Fin. Resources Gp. OT	7 1/2	- 1/2
(Globe Mortgage)		
*Lomas & Net. Fin. NY	6 1/4	+ 1/2
*MGIC Inv. Corp. NY	12 1/4	+ 1 3/8
Palomar Fin. AM	2 3/4	+ 1/2
United Guaranty Corp. NY	10 3/4	+ 3/8
(formerly FMIC Corp.)		
Western Pac. Fin. Corp. OT	4	+ 1/2
(formerly So. Cal. Mort. & Loan Corp.)		

Company	July 1 Bid/close	Chng. Prev. Month
<b>REAL ESTATE INV. TRUSTS</b>		
Alison Mtg.—d NY	2	- 1/4
American Century AM	1 3/4	+ 1/8
API Trust OT	4 1/4	- 1/4
(formerly Arlen Prop. Inv.)		
Atico Mtg. NY	2 1/2	+ 1/2
Baird & Warner OT	5 1/2	- 1/4
Bank America Rty. OT	7	+ 1/4
Barnes Mtg. Inv. OT	2 1/2	+ 3/8
Beneficial Standards Mtg. AM	1 1/2	- 3/8
BT Mort. Investors NY	2	- 3/8
Cameron Brown NY	2	- 1/4
Capitol Mortgage SBI NY	1 1/2	+ 3/8
Chase Manhattan NY	2 1/2	- 1/8
CI Mortgage Group NY	1 1/2	- 1/4
Citizens & So. Rity. NY	1 1/2	- 1/4
Cleve. Trust Rty. Inv. OT	2 3/4	+ 5/8
Colwell Mtg. Trust AM	1 1/2	- 1/8
Conn. General NY	16	+ 1 1/2
Cousins Mtg. & Eq. Inv. NY	2	- 1/4
Diversified Mtg. Inv. NY	1 1/2	- 1/8
Equitable Life NY	2 1 1/2	+ 1/8
Fidelco Growth Inv. AM	2 1/2	- 1/2
First Memphis Realty OT	2 1/2	- 1/4
First of Pennsylvania NY	1 1/2	- 1/4
Franklin Realty AM	2 3/4	- 1/4
Fraser Mtg. OT	8 3/4	- 1/4
Gould Investors—d AM	3	+ 1/8
Great Amer. Mgmt. Inv. NY	3/8	- 1/8
(formerly Great Amer. Mtg. Inv.)		
Guardian Mtg. AM	1 1/4	+ 3/8
Gulf Mtg. & Realty AM	1 1/4	- 1/8
Hamilton Inv. OT	1 1/2	- 1/8
Heitman Mtg. Investors AM	1 1/2	+ 1/8
Hubbard R. E. Inv. NY	13 1/4	+ 1/4
ICM Realty AM	4 1/4	- 2 1/4
Mass Mutual Mtg. & Rty. NY	10 1/2	- 1/8

Company	July 1 Bid/close	Chng. Prev. Month
Mission Inv. Trust AM	2	- 1/8
(formerly Palomar)		
Mory Mtg. Inv. NY	8 1/2	+ 3/8
Mortgage Trust of Amer. NY	3 1/2	- 1/2
National Mortgage Fund—d OT	1 1/4	- 1/8
Nationwide R.E. Inv. OT	3 1/2	- 1/8
(Galbreath Mtg. Inv.)		
North Amer. Mtg. Inv. NY	5 1/2	- 1/8
Northwest Mutual Life Mtg. & Rty. NY	10 1/4	- 3/8
PNB Mtg. Rty. Inv. NY	6 1/2	- 3/8
Penn. R.E. Inv. Tr.—d AM	11 1/2	- 1/8
Property Capital AM	9 1/2	- 1/4
Realty Income Tr. AM	7 1/2	+ 3/8
Republic Mtg. Inv. NY	1 1/2	- 1/4
B. F. Saul R.E.I.T. NY	3 1/2	- 1/4
Security Mtg. Inv. AM	1 1/4	+ 3/8
Stadium Realty Tr.—d OT	3 1/2	+ 3/8
State Mutual SBI NY	2 1/2	+ 1
Sutro Mtg. NY	4 1/2	- 1/4
UMET Trust—d NY	1 1/2	- 1/8
United Realty Tr. AM	6	+ 3/8
(Larwin Realty & Mortgage Trust)		
U.S. Realty Inv. NY	2 1/2	- 1/4
Wachovia Realty Inc. NY	3 1/4	- 1/4
Wells Fargo Mortgage NY	6 1/2	- 1/4

Company	July 1 Bid/close	Chng. Prev. Month
<b>LAND DEVELOPERS</b>		
*AMREP Corp. NY	1 1/4	- 1/8
Arvida Corp. OT	11 1/2	+ 1 1/2
Crawford Corp. OT	4	- 1/4
*Deltona Corp. NY	4 1/2	+ 1/8
Fairfield Communities OT	1 1/2	+ 1/4
*Gen. Development NY	5 1/2	- 1/4
*Horizon Corp. NY	17 1/2	- 1 1/2
Landmark Land Co.—d AM	1 1/4	- 1/4
(Gulf State Land)		
Land Resources OT	1 1/2	- 1/8
Major Realty OT	1	+ 1/8
*McCulloch Oil AM	3 1/2	- 1/4
Sea Pines Co. OT	1 1/2	- 1/8

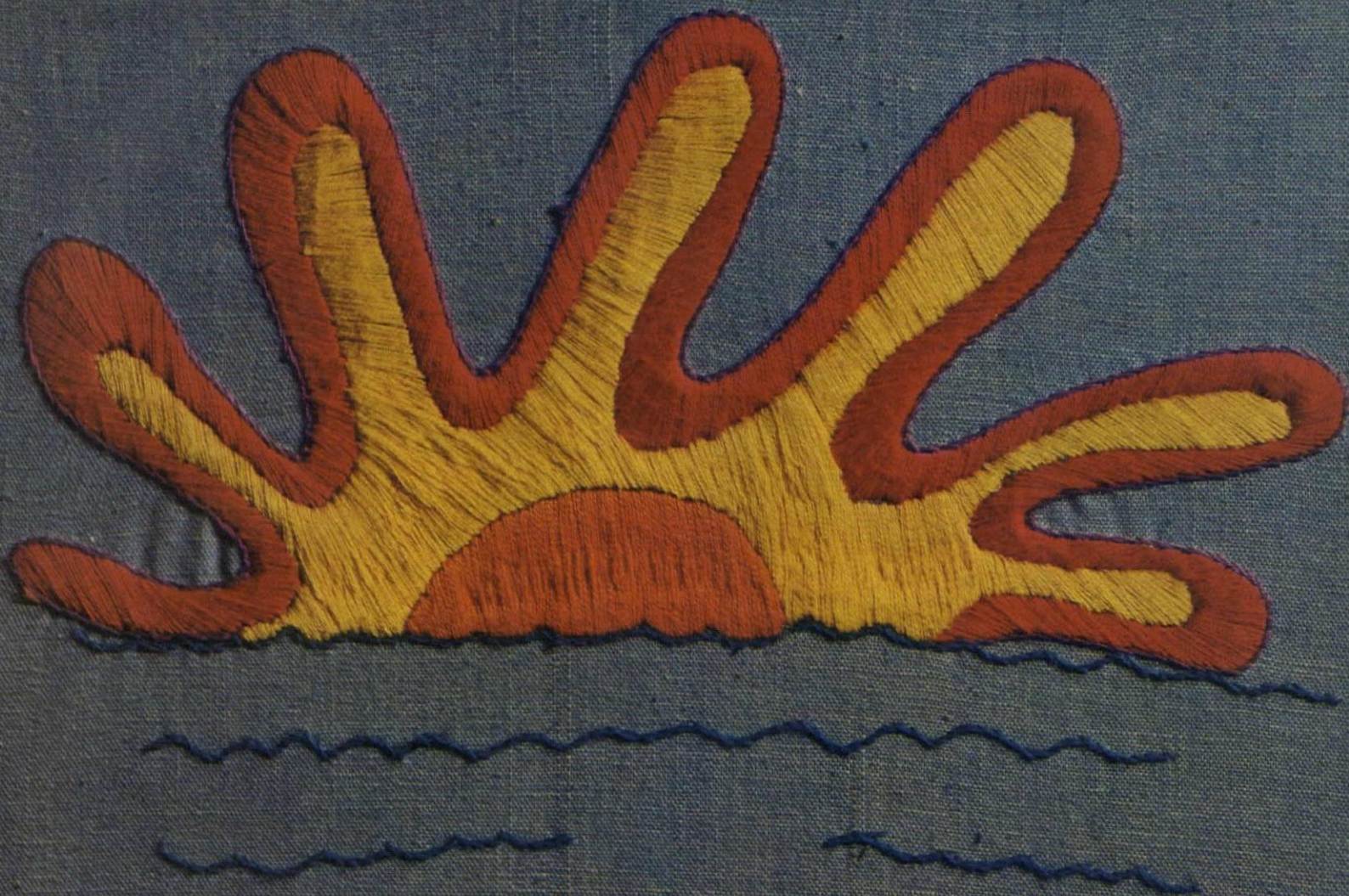
Company	July 1 Bid/close	Chng. Prev. Month
<b>MOBILE HOMES &amp; MODULES</b>		
*Champion Home Bldrs. AM	4 1/2	+ 3/8
Conchemco AM	12	+ 1 1/2
De Rose Industries—d AM	2 1/2	+ 5/8
*Fleetwood NY	17 1/2	+ 2 1/2
*Golden West—d AM	11 1/2	+ 3
Mobile Home Ind. NY	5 1/2	+ 3/4
Monarch Inc. OT	1 1/2	- 1/8
*Redman Inc. NY	4 1/2	+ 3/8
Rex Noreco NY	1 1/2	- 3/8
*Skyline NY	19 1/2	+ 3 1/2
Town and Country AM	2 1/2	+ 1/4
Zimmer Homes AM	10 1/2	+ 2 1/4
Brigadier Inc. OT	1 1/4	- 1/4
Hodgson Houses OT	3 1/2	+ 1/4
Liberty Homes OT	2 1/2	+ 1/8
Lindal Cedar Homes OT	2	+ 1/2
Nationwide Homes AM	11 1/2	- 1/4
Shelter Resources—d AM	3 1/2	+ 3/8
Swift Industries OT	5 1/2	+ 1 1/8

Company	July 1 Bid/close	Chng. Prev. Month
<b>DIVERSIFIED COMPANIES</b>		
American Cyanamid NY	25 1/2	+ 1
Amer. Standard NY	24 1/2	+ 1/4
Arterra Development OT	1	+ 1/8
Arlen Realty & Develop. NY	2 1/2	- 3/8
AVCO Corp. NY	14 1/2	+ 3
Bendix Corp.—b NY	4 1/2	+ 3/8
Boise Cascade NY	25 1/2	+ 1 1/2
Building & Land Tech.—d OT	1 1/2	- 1/4
CNA Financial (Larwin) NY	6 1/2	+ 3/8
Campeau Corp.—d TR	4.60	- .20
Castle & Cooke NY	15 1/2	- 3/8
(Oceanic Prop.)		
Champion Int. Corp. NY	25 1/2	+ 1 1/2
(U.S. Plywood-Champion)		
City Investing NY	10	+ 5/8
(Sterling Forest)		
Cousins Properties OT	1 1/2	- 3/8
ERC Corp. OT	22 1/2	+ 3 3/4
(Midwestern Fin.)		
Evans Products NY	10 1/2	+ 3/8
Ferro Corp. NY	30	- 3/8
First Gen. Resources OT	1 1/2	+ 1/8
Forest City Ent. AM	6 1/2	- 1/4
Flagg Industries—d AM	1 1/2	- 1/4
Frank Plaxton Corp. OT	10	- 1/4
(Builders Assistance Corp.)		
Fuqua Corp. NY	8 1/2	+ 3/8
Georgia Pacific NY	51	- 7/8
Glassrock Products AM	4 1/2	+ 5/8
Great Southwest Corp.—d OT	1 1/2	- 1/4
Gulf Oil (Gulf Reston) NY	27 1/2	+ 2
Gulfstream Land & Dev. AM	4	- 1
(Bel-Aire Homes)		
INA Corp. (M. J. Brock) NY	38 1/2	+ 2 1/4
Inland Steel (Scholtz) NY	56 1/2	+ 1 1/4
International Basic Econ. OT	1 1/2	- 1/8
International Paper NY	71 1/2	- 1 1/2
Inter. Tel. & Tel. NY	28 1/2	+ 2 1/4
Leroy Corp. OT	7 1/2	+ 1/4
Ludlow Corp. NY	8 1/2	+ 1/8
Monogram Industries NY	14 1/2	+ 3/4
Monumental Corp. OT	12	+ 1 1/2
(Jos. Meyerhoff Org.)		

Company	July 1 Bid/close	Chng. Prev. Month
<b>MOUNTAIN STATES FIN.</b>		
Corp. OT	3 1/2	- 1/2
National Homes NY	5 1/2	+ 1/2
National Kinney AM	1 1/4	- 1/8
(Uris Bldg.)		
Pacific Lumber—a NY	29	- 3 1/4
Perini Corp. AM	6 1/2	+ 3/8
Philip Morris NY	52 1/2	- 3/8
(Mission Viejo Co.)		
Pope & Talbot NY	18 1/4	- 1 1/8
Republic Housing Corp. AM	1 1/2	- 3/8
Rouse Co. OT	4 1/2	+ 1/2
Santa Anita Consol. OT	7	+ 3/4
(Robert H. Grant Corp.)		
Tanneco Inc. NY	31 1/2	+ 3 1/2
(Tanneco Realty)		
Thor Corp. NY	812	- .188
(First Realty Inv. Corp.)		
Time Inc. NY	62 1/4	- 1
(Temple Industries)		
Tishman Realty OT	12	+ 3/8
Titan Group Inc. OT	1 1/2	- 1/8
UGI Corp. NY	15 1/4	+ 3/8
Westinghouse NY	17	+ 2 1/2
(Coral Ridge Prop.)		
Weyerhaeuser NY	43 1/4	- 3 1/8
(Weyer Real Est. Co.)		
Whittaker (Vector Corp.) NY	5 1/2	+ 1/8
Wickes Corp. NY	10 1/4	- 3/8
Wyain Inc. NY	9 1/4	+ 1/8
(Weil McLain)		

Company	July 1 Bid/close	Chng. Prev. Month
<b>SUPPLIERS</b>		
Armstrong Cork NY	25 1/2	- 2 1/2
Automated Bldg. Com. AM	3 1/2	+ 7/8
Bird & Son OT	39 1/2	- 2
Black & Decker NY	24 1/2	+ 1 1/2
Carrier Corp. NY	16 1/4	- 1/4
Certain-teed NY	18 1/2	- 1/4
Crane NY	36 1/2	+ 5 1/2
Dexter NY	17 1/4	- 3/8
Dover Corp. NY	66 1/2	+ 2 1/2
Emerson Electric NY	37 1/2	- 3/8
Enhart Corp. NY	32 1/2	+ 3 1/2
Fedders NY	7 1/2	- 3/8
Flintkote NY	18	- 1/2
GAF Corp. NY	15 1/4	+ 1 1/2
General Electric NY	57 1/2	+ 6 1/4
Goodrich NY	26 1/4	- 1
Hercules NY	30 1/2	- 2 1/2
Hobart Manufacturing NY	26 1/2	+ 1 1/2
Int. Harvester NY	31 1/2	





**The event:** House & Home's conference on Resort Development Opportunities on Mexico's Gold Coast

**The date:** October 25, 26 & 27

**The place:** Puerto Vallarta, Mexico

**For details,** read the September issue of House & Home





## Eye-catching wall treatments: How to add sales appeal to your models without spending much money

Take a look at the latest issues of popular decorating magazines and you'll see the emphasis they put on wall decor. So it's not surprising that in many of today's most successful model-home presentations, wall treatments have become almost as important as furniture and accessories.

Yet many builders are reluctant to follow this trend because they think it will be too expensive to experiment with imaginative wall treatments. But there are ways to put your walls to work with paint, paper or paneling without straining your budget and without—as some builders fear—misleading your buyers.

**Add sales appeal with paint.** Compare stark, white walls with those that are painted in warm, lively colors and there's no contest. Color, like texture and pattern, excites the emotions, penetrates the subconscious and involves the prospect.

Which is why nowadays we don't always go with the all-white-wall look that was popular ten years ago. Instead, we use soft colors—tones that blend in with a model home's basic color scheme. For example, if it's a gray and rust scheme, we paint the walls a soft gray. (We keep it *light* because dark colors tend to close in a room, making it look smaller than it really is.)

Or we might go with a "pop" wall—a dark green or brown accent wall that looks great behind a sofa in a living room or den. Dress this wall up with white accessories—pictures, wall hangings, etc.—and for a few dollars, you've given the room a strong, vital focal point.

**Add sales appeal with wallpaper.** The coordinated look—with wallpaper, upholstery, curtains, etc., all matching—is one of the most popular decorating techniques around today. Your prospects see it every time they glance at a shelter magazine or study room settings in furniture showrooms, and they associate the coordinated look with quality, taste and elegance.

You can duplicate that look in your models by choosing a wallpaper that's offered with matching fabric. Or you can get the same effect by applying fabric directly to the wall, as has been done in the bedroom shown above right. A dramatic headboard—actually a section of wall that's covered with the same fabric used for the bedspread, curtains and loveseat cushions—adds a custom look to the room and also focuses attention on the soaring ceiling.

Once you've decided to use wallpaper, choose it carefully. If you want to mix different prints in the same room—possibly gingham checks or stripes with lattice designs—that's all right. But the colors should complement, not clash with each other.

And be sure you select the right paper for each room. A floral print with a small check would work in a bedroom, but not necessarily in a living room. And a Mylar paper (popular in contemporary homes) is acceptable in living, dining or master bedrooms. But it's not right for children's rooms, kitchens or (in most cases) bathrooms.

Some other tips on wallpapering: If your plan calls for extending paper to bathroom or kitchen ceilings, choose a non-directional pattern (watch out for rooms with low ceilings because papering has a "pull-down" effect). And when you want to paper all four walls in a living room, use a light color. Dark paper tends to "shrink" a room.

**Add sales appeal with paneling.** For years, paneling has been used to add warmth and richness to model-home interiors—as in the living room (*bottom photo*) where barn-siding paneling heightens the rustic country-themed decor.

But suppose your budget doesn't allow for fully paneled walls? You can get a similar effect by using small amounts of paneling as decorative highlights—perhaps as a headboard in a master bedroom or in a kitchen corner to frame a table and chair grouping.

Or you can use stiles—either by themselves or with wallpaper inserts. Stiles installed in an X-shape pattern can add distinctive character to an otherwise bare



living-room wall; they can break up a long hallway wall; they can give a strong masculine feeling to a boy's room. Whitewash the stiles and they'll work equally well in a girl's room.

There are other wall treatments—mirroring, graphics and built-ins, for example—that will also add sales appeal to your model homes. We'll be discussing them in future columns. But whatever treatment you decide on, your biggest concerns are underskill and overkill. If you or your interior designer gets carried away and tries to dazzle your prospects, you'll damage your credibility. Be enthusiastic, but restrained.

*Ms. Eichen is president of Carole Eichen Interiors, Fullerton, Calif.*



# The only thing more beautiful than an Owens-Corning Tub/Shower is how it helps sell houses

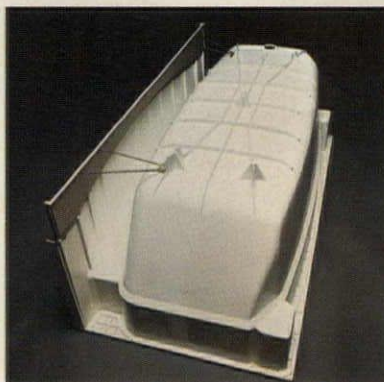


Beautiful bathrooms help make homes more saleable. So we've built super good looks into all of our Owens-Corning Fiberglas\* Tub/Showers.

And our tub/showers are even more profitable because they cut installation costs. They can go in *any* time after the framing is up. You don't have to hold up your construction for them.

Their four components even fit through a two-foot doorway. And our manufacturing process allows precision-molding to within one ten-thousandth of an inch. So they will fit together in a snap.

And with Owens-Corning Tub/Showers the cost of tile and grouting is eliminated.



*Our exclusive molded ribbed tub bottom gives home buyers firm, solid support.*

Although your savings may vary, one builder, Doug Dowd of the Dowd Development Corporation in Wisconsin, has made over \$11,500 in labor savings in the last 16 months alone.

Unique extra feature: Owens-Corning Tub/Showers are the only ones with molded-in ribbed bottoms to give them the strength of a boat hull.

And our Owens-Corning Tub/Showers come in 4½-foot and 5-foot sizes. Our stall showers in 3-foot and 4-foot sizes.

For more information and free literature, ask your Owens-Corning representative or write: W.F. Meeks, Owens-Corning Fiberglas Corp., Fiberglas Tower, Toledo, Ohio 43659.

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# Their pet rock.



Long after most pet rocks have been stored away or fallen silently behind the cushions on the sofa, our pet rock (gypsum) will still be finding its way into the hearts of builders everywhere.

But to really love it, you have to know it. Here are some things that will help:

## **Know your rock!**

Rock identification is important since our gypsum rocks are liable to arrive in any of more than 150 product varieties.

Here are telltale signs.

## **Working rocks.**

Friendly old Gypsum Wallboard is the most easily recognized and most favorite of all our rocks. You'll know it by its characteristic  $\frac{1}{2}$ " or  $\frac{5}{8}$ " thickness, its incredibly smooth surface, and a telltale blue border running neatly around its edge. It's a true and faithful rock.

## **Show rocks.**

The showiest rock by far is Eternawall™ gypsum board. But, remember, even though it looks great in dozens of colors and vinyl surface textures, Eternawall is really a working rock at heart. 'Cause it's gypsum board clean through.

(NOTE: Proper and complete rock identification is impossible without a definitive guidebook such as our own 1976 *Gypsum Board* catalog which is available to our readers upon request.)

## **Keeping warm.**

Our rock can keep *people* warm! Especially our Regular Gypsum Insulating Board. With the special foil laminate on the inside (next to your outside), it blocks out vapor, moisture, and cold.

## **Grooming and cleanliness.**

Our rock loves tubs and showers. Our Tile Backer Board, that is. Its special moisture resistance keeps it from sagging or soaking.

## **Obedience training.**

Ordering a rock around is a lot of fun, *if you know how!* And here's how. "STAY!" or "SET!" This trick is "natural" and a lot of fun for our Topping, Bedding, or Ready Mix™ joint compound rocks. Here's how it goes. You simply put them in place and quickly and firmly give the command, "STAY!" (Or, "SET!", if you prefer.) The pesky little devils won't move for love nor money.

## **"Quiet."**

(A variation of, "BE STILL!") Our rock is naturally quiet anyway. But our Sound Deadening Board actually reduces the noise made by less thoughtful elements—so it's good around homes, apartments, and motels where a high S. T. C. rating is golden.



# Our pet rock.



(Want proof of how quiet Sound Deadening Board can be? Okay. Take a piece of it out to a party. Tell it some jokes. Dance with it. Have a good time. Later, try to remember one thing it said. See?)

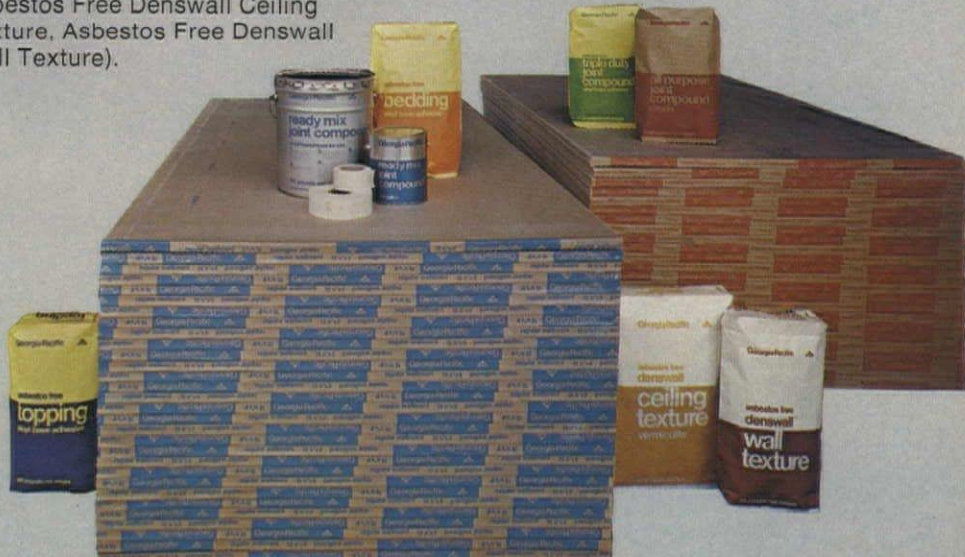
## “Go!”

This is the favorite game of *all* our rocks. And for our customers. Because, instead of just sitting there looking doleful like some rocks, ours are eager to go to any of our Registered Dealers . . . anywhere in the U.S. You just give the command, and they'll be there—in 72 hours or less.

There's a lot more, but we won't try to explain it here. Instead, why not get to know more about our rock (and how *it* can take care of *you*) by calling your nearby G-P Representative.

It couldn't hurt.

Part of our rock family at home. Left to right (TOP: 5-gallon tub Ready Mix™ Joint Compound, Tape, 1-gallon can Ready Mix™ Joint Compound, Asbestos Free Bedding, Asbestos Free Triple Duty™ Joint Compound, All Purpose Joint Compound; BOTTOM: Asbestos Free Topping, Regular Wallboard, Firestop® Tile Backer, Asbestos Free Denswall Ceiling Texture, Asbestos Free Denswall Wall Texture).



## Georgia-Pacific

Portland, Oregon 97204

CIRCLE 49 ON READER SERVICE CARD





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**"All the better to heat you with."**



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## A stable housing industry: The new search for balance wheels



Publicly owned building and development companies have been doing some soul searching lately, and what they've been saying is of deep interest to Wall Street analysts. The Street hasn't given up on housing stocks as a suitable investment, and its interest is shaping some of the plans building-company managers are mulling.

These executives are talking about improving internal efficiency (covered in our March and June columns in *HOUSE & HOME*), and of finding balance wheels to offset the volatility and cyclicity of homebuilding.

Now that may sound like an esoteric exercise of interest to none but managers of large companies, but every homebuilding professional should be listening and trying to figure out how to apply this thinking to his own operations. For what the managers of the public companies are saying is that the housing cycle can be so volatile and so sensitive to the whims of federal economic and monetary planners that they don't want to run naked against that type of power again. And these leaders feel that concentrating their forces in one segment of the industry is the equivalent of running naked.

**Adaptability.** All this does not mean that these managers will give up working through the National Association of Home Builders and other organizations to win a wider appreciation of the housing industry's unique production patterns.

But it does mean they'll be trying to create companies better able to roll with the economic cycle—and especially with the feast-and-famine cycle of mortgage money. And since diversification is within the reach of any manager, no matter how small the organization, this new search for balance wheels has to be taken very seriously. The search is going in two directions—in quest of recurring income and countercyclical businesses.

**Recurring income.** The merchant builder—Ryan Homes is a good example—sells nearly everything it produces. The only recurring element of its business is its practice of continuing to build and sell houses. But many builders are saying that isn't good enough, that they would like to be able to live without having to create new products and new subdivisions all the time.

The answer has often been apartment projects, which the builder manages for the tax advantage of sheltering part of his ordinary income with depreciation. One variation, popular several years ago, was to sell apartments to investors organized in limited partnerships and retain management.

But homebuilders have frequently failed to become good property managers. Mowing lawns and replacing light bulbs are not the

kind of work that holds much attraction for the creative, restless entrepreneur. So this approach has been used with only limited success over the years.

**Successful exception.** One exception worth noting is the experience of the Meyerhoff Companies of Baltimore, once a large house and apartment builder. Apartments became the dominant product because the Meyerhoffs viewed recurring income as a business basic. Just 20 years ago it began building shopping centers, and it is now regarded as one of the most successful of shopping center developers. The concern owns and operates 15,000 apartments, and they produced \$29 million in rents last year. Plans call for production of 1,100 new apartments this year, up from 473 last year, including one project in the weak Atlanta market.

Despite its size and growth, Meyerhoff succeeds in the tough apartment business by maintaining close relations with its tenants. New leases are hand delivered by managers and all move-outs are visited personally. Projects are conservatively financed and no effort is made to sell projects for tax-shelter syndicates.

**Merger.** In 1969 the Meyerhoff family sold its company to Monumental Corp., getting a major interest in this life insurance holding company. Unlike many building entrepreneurs, the Meyerhoffs have flourished in the corporate environment. Revenues have tripled in the six years since the merger, and net cash flow has done even better. Now operating as Monumental Properties, the company began phasing out its homebuilding operations at the end of 1974 because it could not see any change in the continued volatility in mortgage money. A few finished lots are being sold, and while Monumental may develop a few lots in the future, no homebuilding is planned. Harvey M. Meyerhoff, the current chairman, figures that 94% of \$58 million revenues last year was recurring income, the result of stressing recurring income year after year.

While Monumental's success story is outstanding, it could be duplicated by any builder who analyzes what he spends his time doing and where his company is going. The point is that recurring income must not be sought as an afterthought. It must be pursued with the same diligence and thoroughness applied in the building of houses. And the lesson of Monumental is that the builder should not sell the depreciation from his property to someone else—the depreciation shelter can enhance the builder's own personal cash flow.

**Countercyclical businesses.** The theory behind the acquisition of countercyclical

businesses is that homebuilding is cyclical. Hence the building company should seek to operate in tandem with businesses that go well when the building business declines, and vice versa.

It's an old idea. Some companies have learned that it works, some that it doesn't. Kaufman and Broad seems to have found a balance wheel with its Sun Life Insurance Co. but the number of homebuilders, public or private, that can buy life insurance companies is small indeed.

Right now the big talk is about energy-related companies. U.S. Home had an option to buy a coal company but passed because of possible conflicts with its former president, who owned part of the coal producer. Alvin Sherman, president of Development Corp., a building company in Hollywood, Fla., also talks of buying an energy-related company, but he made no specific proposals.

The jury is still out on whether energy companies make for a desirable balance in a building operation, but the cumulative experience of many housing companies provides some clues as to what types of business fit with homebuilding and which ones don't. Nothing is absolute in these generalizations because one company may have more success in adapting to strange businesses than others. Some of these experiences with allied businesses:

*Recreation land* has generally been tough for homebuilders in spite of its being a kinship activity and its having high *pro forma* profit margins. Conversely, major land developers like Deltona and General Development have generally had tough times wresting profits from homebuilding.

*Mobile-home manufacturing* has brought large losses to companies like Kaufman and Broad, National Homes, Scholz Homes (now Inland Urban Development) and the Key Co. The major reason appears to be an inability to cope with the rapid turnover of assets and to control in-plant building.

*General contracting* has been a profitable operation for Centex Corp., which specializes in negotiated contracts. But Forest City Enterprises ran into losses in general contracting that specialized in subsidized HUD housing. Titan Group, organized as a real estate conglomerate, has lopped off most direct building and retains its contracting. Building Systems lost control of bidding and couldn't avoid bankruptcy.

*Hotels/motels* have been tricky. Robino-Ladd lost money when its Puerto Rico hotel filed for bankruptcy.

*Campbell is president of Audit Investment Research Inc., New York City.*



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# making apartments more profitable

Apartment owners everywhere know that even though occupancies are higher than ever, profits are fast disappearing.

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**EDWARD N. KELLEY**, CPM, CRE, is one of a small handful of management specialists with proven track records in improving profits in established apartment complexes. Before starting his own company some years ago, he was chief administrator for upwards of 60,000 apartments over a 15-year period. He was vice-president of property management for Baird and Warner, one of the country's oldest and largest real estate firms, and later, he was senior vice-president of property operations for the Kassuba Development Corp. His textbooks on management are widely used in real estate training courses, and his newly published book, *Practical Apartment Management*, covers the subject more thoroughly than any to date.



**ROBERT A. CAGANN**, CPM, has been president of his own property-management, appraisal and investment-brokerage firm in the Chicago area since 1964. In recent years much of his work has been concentrated on turning around unprofitable apartment projects throughout the U.S. and Canada. As an accredited expert on the economics and feasibility of multifamily management, he has testified before the U.S. Senate Housing and Urban Affairs subcommittee, state legislative committees, courts of law and planning boards. Mr. Cagann is an accomplished management instructor and author.



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## Democracy may be fine for the country, but it won't work for you and your tenants



There's only one way to manage apartments profitably: benevolent dictatorship. Try managing democratically, by setting up tenant committees and giving them a voice, and you're on the road to disaster. Management by committee doesn't work. In fact, it's the main reason condominiums and non-profit housing fail.

Democratic property management sounds like a good idea. After all, the U.S. is a democracy. So why not give tenants a voice in the way their apartments are run?

The notion has been fostered by consumer advocates demanding a voice in products and services, by government agencies set up to grant consumer rights and by courts ruling increasingly in favor of consumers.

A bill is pending in Congress to set up a national landlord and tenant commission. It would give tenants important new rights. Among them: the right to repair a defective apartment and deduct the cost from rent payments and the right to withhold all rent in other instances.

**Committee rule.** In government-assisted rental housing, tenants' rights go even further. HUD encourages tenants to play a role in day-to-day property management. Tenant committees determine the extent of services, type of amenities and hours of operation, and even how to paint lobbies and halls.

In every case, this kind of tenant-directed management has failed. Still, the idea persists that tenants should participate.

Condominiums have helped perpetuate the concept of management by committee. Legally, condominium policies must be established by the owners acting through an elected board of directors. But democracy doesn't end there. Condominium boards branch out into endless committees—hallway committees, parking committees and so on. With so many committees directing him, the property manager is little more than a recording secretary. He can't manage effectively.

Rental housing owners and managers unwittingly bring management by committee on themselves. They do it by setting up tenant activities that they think will foster good communications, better understand-

ing and good feelings. They set up newsletters, sponsor tenant parties, even form grievance committees to let tenants speak their minds. And sooner or later these well-intentioned steps result in a tenant organization that dictates to management.

Newsletters sound like a good idea, but in practice they're a bad one. If management writes the newsletter, tenants consider it propaganda. If the tenants contribute, they'll start writing critical articles as soon as something goes wrong. And if the tenants are prohibited from contributing to management's newsletter, they may publish one of their own which, you can be sure, will be extremely hostile.

Tenant parties and occasional brunches are no problem, provided you limit them to two or three a year. But start sponsoring events on a regular basis and you'll establish the groundwork for a tenant organization that will complicate your life.

**Endless grievances.** The same goes for grievance committees. Some owners and managers think tenants feel better when they "get it off their chests." The trouble is, tenants never run out of grievances. The grievance committee takes on a life of its own and management is faced with an active tenant group constantly making demands.

It doesn't take much to get a tenant organization going. The seeds lie in any existing group, like a tenant ski club, that holds regular meetings. When tenants get together, whatever the purpose, it's easy to start talking about grievances.

The first key ingredient is an issue. Security incidents are surefire. What greater cause for concern than a robbery in your project or one nearby? Or maybe the spark is set off by a rent increase. These days, that's very likely to happen.

The second key ingredient is the leaders. Once they take over the group, chances are they'll find new issues to pursue and begin escalating their demands on the owner.

Tenant organizations usually come into being to deal with a specific problem. But they tend to stay around and demand a role in all management operations. And that's where the danger lies.

There's no way you can run your property profitably with a tenant committee. The members don't understand, and probably don't want to understand, your property's finances. Their demands are based on emotion and pressure. If they think another security guard is needed, they demand it and leave you to figure out how to get the \$10,000 a year to pay him.

And if you involve a tenant committee in decisions of taste and convenience, like what color to paint corridor walls or when to open and close the swimming pool, you're in for endless wrangling. General Motors doesn't consult its board of directors on how many green, blue, red or yellow cars to make. That decision is made by an operating executive based on market demand. A property manager must have the same freedom to make decisions based on the property's needs.

**Controlling the action.** Management by committee can be avoided. These are the rules:

- Solve maintenance problems fast. Don't let unemptied garbage containers, cracked sidewalks and scraggly lawns continue until tenants complain.

- Answer tenant service requests and complaints fast. Satisfied tenants have no need to organize. Take care of complaints promptly and you'll eliminate 95% of potential tenant organizing.

- Let tenants know you're working on a problem when you know it'll take time to straighten it out. Tell them through letters or personal calls. Don't use newsletters.

- Deal with tenants individually, not in groups. Speak to an individual about any complaint, but don't respond to calls or letters from tenant organizations.

- Don't attend any meeting called by a tenant group. If a meeting is necessary, you call it, you control it, and you adjourn it. Attend a meeting called by the tenants, and you'll be at the tenants' mercy.

You can avoid management by committee by giving your tenants service. But don't think service includes letting tenants form committees to help you. That can lead only to a downhill slide. And that's not a service to you, to the property or to the tenants.

---

*Edward N. Kelley, CPM, CRE is president of Property Management Consultants, Oak Brook, Ill.*



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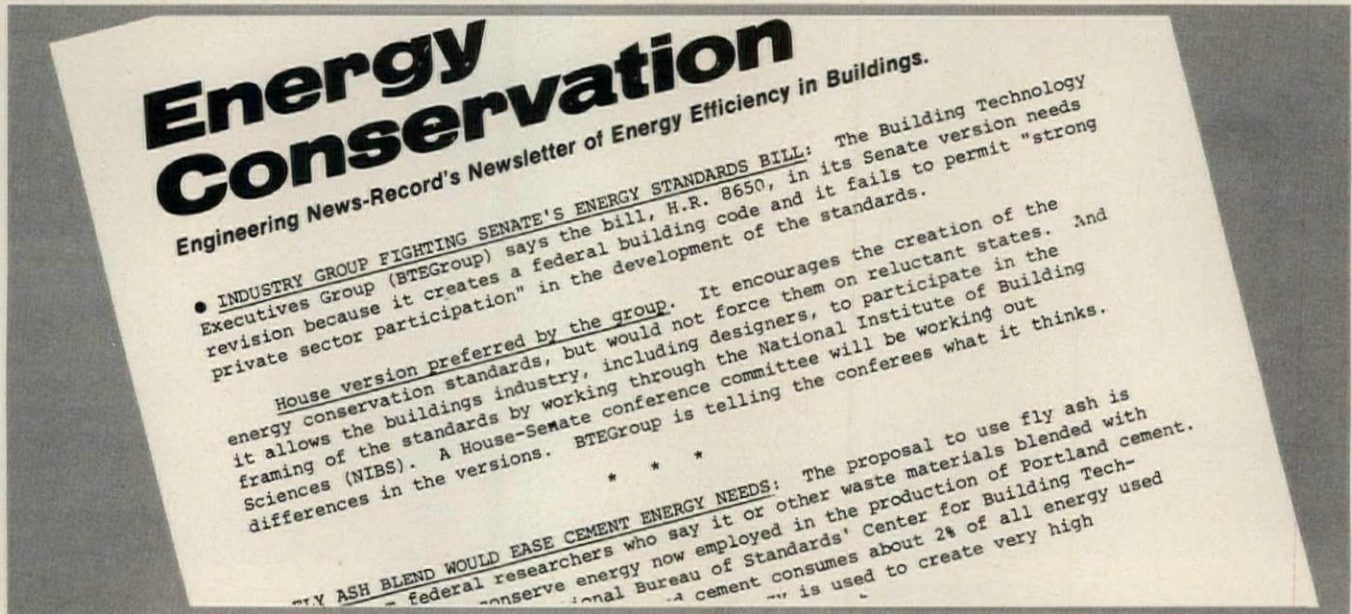
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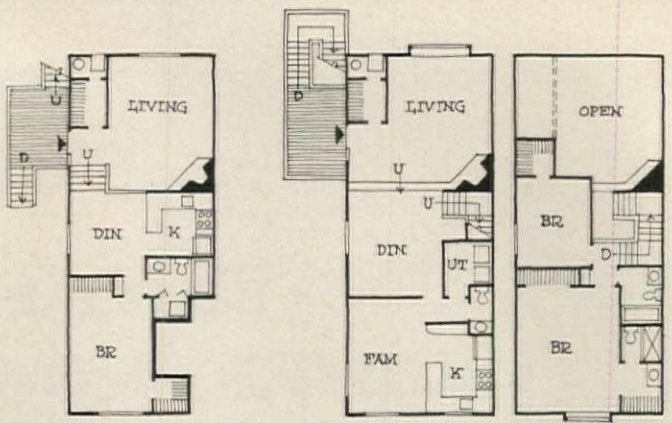
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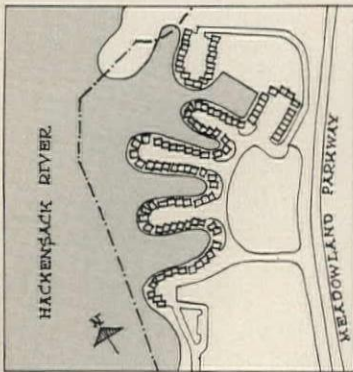


IN SECAUCUS, N.J.

Stuart Davis



New-to-the-market product makes a hit with buyers



Nationally, these contemporary townhouses piggybacked over flats are hardly unique. But in their immediate area, there's nothing like them. That's why 300 units have been sold since last October.

So reports James Van Blarcom, vice president of Hartz Mountain Industries' residential division, in describing the first phase of Harmon Cove, a project six miles west of New

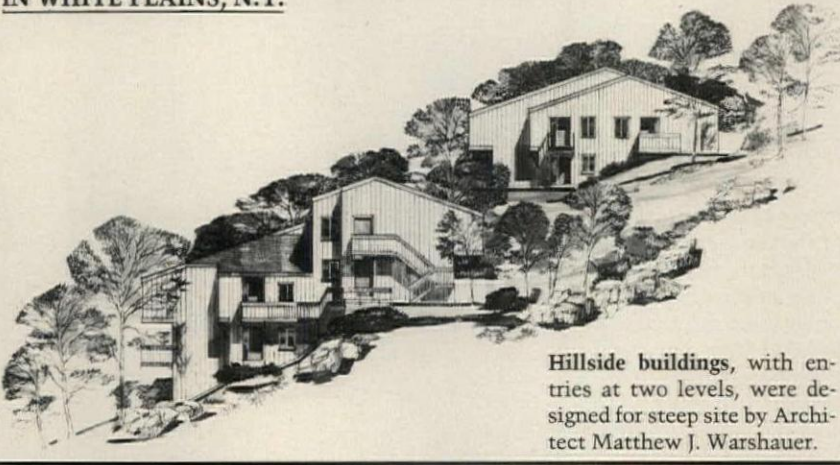
York City zoned for 5,000 units on a 700-acre tract facing the Hackensack River. To increase river frontage, the company dug out four inlets to create land fingers on which most of the housing will be built.

"When 4,000 people mobbed the sales office the first weekend, we wound up with 150 firm contracts," recalls Van Blarcom. "Now we're signing about ten reservations a week and con-

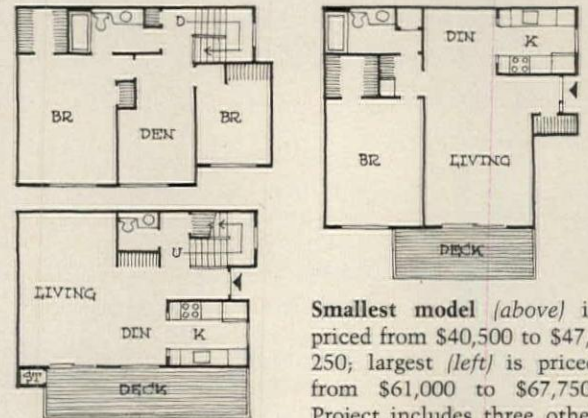
verting seven of them to firm contracts."

Most of Van Blarcom's buyers are couples and small families in their thirties with annual incomes from \$35,000 to \$40,000. Prices range from \$44,990 for a one-bedroom flat to \$67,500 for a three-bedroom townhouse (plans above). An \$84,990 flat, with three bedrooms and a den, was planned for only 14 units and sold out in the first week.

IN WHITE PLAINS, N.Y.



Hillside buildings, with entries at two levels, were designed for steep site by Architect Matthew J. Warshauer.



Smallest model (above) is priced from \$40,500 to \$47,250; largest (left) is priced from \$61,000 to \$67,750. Project includes three other models.

Moderately priced condos fill a market void

In New York's Westchester County, most new housing is priced at a minimum of \$75,000. So when the Robert Martin Co. offered condo flats and townhouses starting at \$40,500, prospects put down deposits on 90 of the 110 available units in one weekend.

To stir up that market response, Robert Martin needed no furnished models. Instead, the company showed a furnished scale model of each unit, other displays and a full-size kitchen and bath—all in a movable sales pavilion.

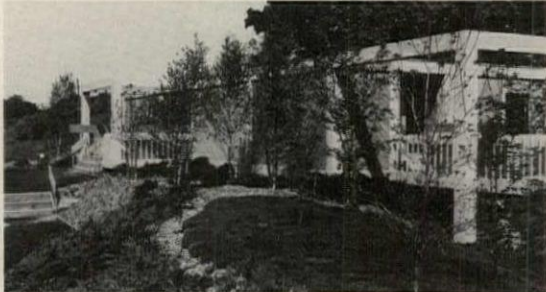
"Moderate monthly carrying

charges are the big appeal," says Sales Manager Bill Hesse. They are comparable to local rents, range from \$352 to \$408 for a 782-sq.-ft. flat, from \$536 to

\$583 for a 1,188-sq.-ft. townhouse.

Another major appeal of the project, called Hillside Village, is its location. The 6½-acre

urban renewal site adjoins a redeveloping business district, is within walking distance of stores, offices and the White Plains bus and railroad stations.



Sales pavilion permitted fast entry into market without furnished models. Displays include scale models shown



at right. Building measures 24x60 ft. Cost (including displays): \$125,000.

Bob Zucker



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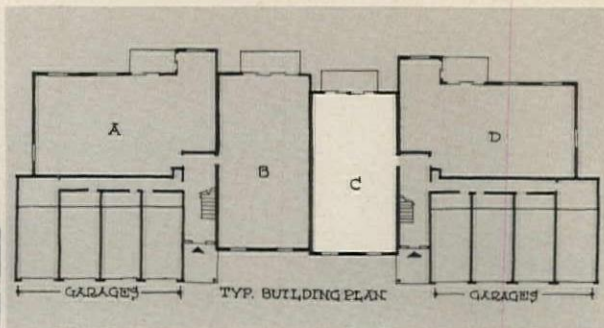
1701 Lalique Marble

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IN SCHAUMBERG, ILL.

## Condos intended for couples go to single buyers

Forty percent of the 355 condos sold at Lexington Green have gone to singles—a statistic that has come as a big surprise to Lexington Development Co.

"An extensive market study predicted young marrieds and empty nesters would buy the two- and three-bedroom units," says Marketing Vice President Bill Maybrook. "But when the project opened in September 1974 almost a third of the initial buyers were singles—and the proportion has increased steadily since then."

Eighty percent of the singles are women, over half of them di-

vorced but childless. Major factors in their purchase of the mid-\$30,000s condos, says Maybrook, are the end of sex discrimination in lending and the improved earning potential of women.

And why are they buying? For the same reasons most married people do—to take advantage of tax deductions and to gain a sense of stability.

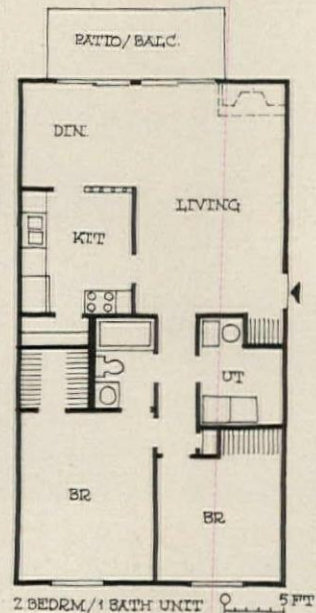
The typical single woman at Lexington Green is a first-time buyer in her mid-30s who is well-launched in a career. She's somewhat older than the project's average (48% of the condo

owners are under 30) and a little less affluent.

The single men, as a group, are older still and the vast majority are divorced.

Both single men and women tend to prefer the same two-bedroom, one-bath plan (right and light area in building plan above right). It's the smallest of the project's four models and, at \$33,990 (first floor) or \$39,490 (second floor), the least expensive. Two are included in typical two-story eight-unit buildings like the ones shown in the photograph above.

—BARBARA BEHRENS GERS

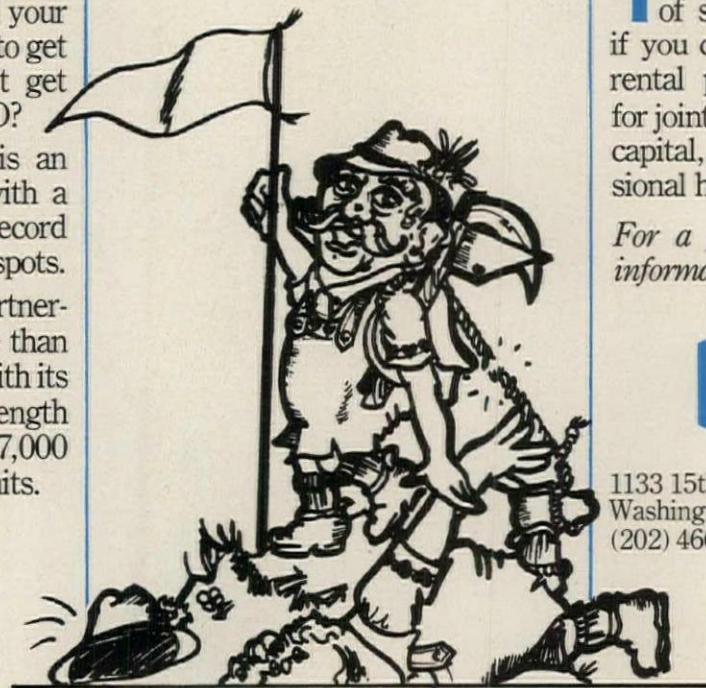


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WANT YOUR MASTER BATHS TO SELL AND SELL HARD?  
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# THE NEW SHEER LOOK OF OPULENCE

Believe it or not, all the baths shown here and on the next six pages are in merchant-built homes.

A couple of years ago we couldn't have pulled together a collection like this. The opulent look rarely existed outside of expensive custom homes or designer room settings.

But builders are beginning to discover that once out of the minimum price ranges, buyers have become much more demanding. Since they have to pay more for their home than ever before, they want more in their home than ever before. And the master bath has proven to be one of the prime areas where more, in the form of lavish luxury almost undreamed of five years ago, has tremendous sales impact.

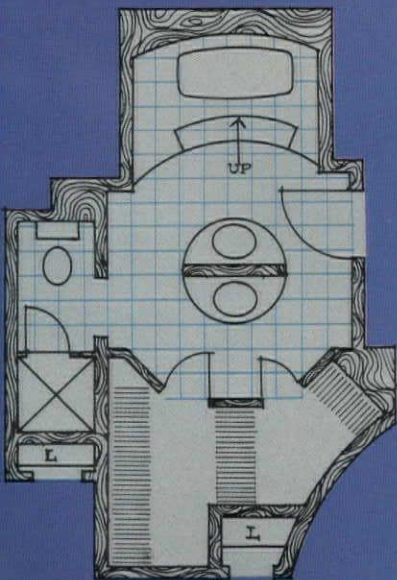
We don't want you to take our word for this. So along with the other pertinent data on each of the baths we're showing, we've listed the sales records of the projects as reported to us by their builders. They strongly suggest that, all else being equal, an opulent master bath can be a powerful sales kicker in today's market.

**Opulence-in-the-round** was created with a circular bathroom that has a step-up cultured marble tub, round island vanity and mirrored walk-in closets. The toilet and shower are off to the side in a separate compartment.

This bathroom is a feature of a two-bedroom unit at Lakeside Terrace, a townhouse product designed for luxury move-downs. Lakeside Terrace is part of Ancient Tree, a 300-acre PUD in the Chicago suburb of Northbrook, Ill. All 26

units in the first phase have been sold at prices ranging from \$60-\$135,000.

Developer: Blietz-Valenti Developers Inc., Northbrook. Architect: In-house. Interior designer: Jack and June Studios, Wilmette, Ill.



HEDRICH-BLESSING



## The sunken tub is the hallmark of the opulent look...

This is true not only because people associate stepping down into a tub with luxury, but because bathrooms with sunken tubs appear much larger than those with conventional tubs.

Here the feeling of space has been enhanced by two other de-

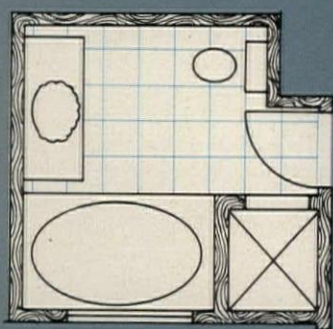
tails: a large window overlooking an enclosed court and mirrored walls at either end of the tub (see cover photo).

This bath is in a two-bedroom model at Wood Creek Courts, a zero-lot-line cluster development in Lincolnshire, Ill., aimed

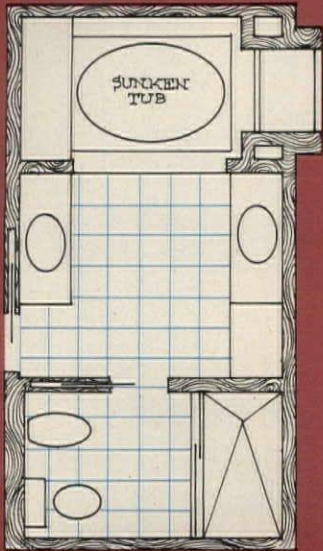
at move-downs and priced from \$108-\$140,000; 39 of the 74 units have been sold.

Developer: The Irvin A. Blietz Organization, Evanston, Ill. Architect: Robert Coffin, Barrington. Interior designer: Jack and June Studios, Wilmette.

HEDRICH-BLESSING







### ...and you can make it the focal point of the bath

Here the glamorous areas of the bath have been played up with an eye-catching wallcovering and crystal chandelier, while the functional parts—toilet, bidet and shower—have been closed off in a separate compartment. The facing vanities

topped with real marble add to the sense of glamor.

This bath is in a two-bedroom villa at Estate Antigua, a 63-acre cluster development that is being built on a mountainside in Phoenix. The 14-unit first phase sold out at prices ranging from

\$145-\$227,000, half to local couples and half to second-home buyers. A second phase will be begun later this year.

Developer: Staman, Thomas and Co. Architect: Ronald Walsh Craik. Interior designer: Lou Kanak. All are of Phoenix.

### Or you can do as the Romans did

A Roman tub with a skylight above gives the bath in this \$66,000 family house the same luxurious air as the baths in the far more expensive empty-nester homes shown so far.

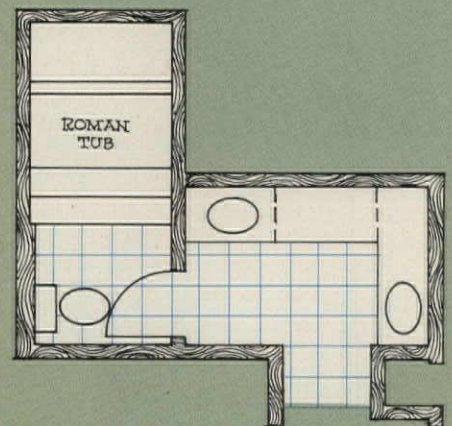
Developer Scott Woodward of Newport Beach, Calif. had originally planned to use an oval tub in The Oaks, a zero-lot-line community in Lake Forest. He reasoned, however, that men would object to showering in a bathtub whereas women would enjoy bathing in a Roman tub.

He must have been right. Between October and June he sold 145 of the 164 homes, priced from \$58-\$73,000.

Architect: Richardson/Nagy/Martin, Newport Beach. Interior designer: Carole Eichen Interiors, Fullerton.



GEORGE SZANK





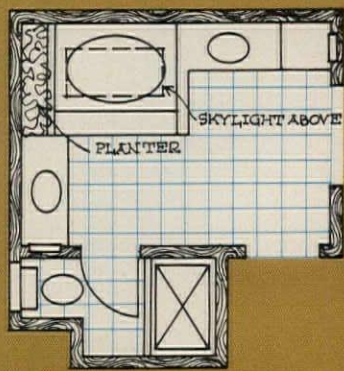
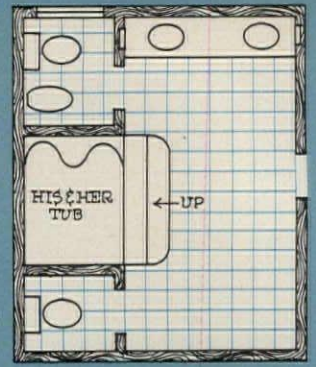
## You can create the opulent look with a his-and-hers tub

Particularly when you place it in a room as large as this one—224 sq. ft.—that can also accommodate some furniture. Two toilets and a bidet are hidden in separate compartments on either side of the tub.

This is the master bath of a three-bedroom model Birch-

wood Home at Plantation, Fla. Prices range from \$73-\$150,000, and 25 units were sold in the first three months.

Developer: The Sadkin Organization, Fort Lauderdale. Architect: Gilbert Fein, Miami. Interior designer: Helene Weissner Designs, Miami.



## You can get the sunken look by building up instead of down

Building the tub into a platform or surrounding it with tile creates the illusion of a sunken tub without the expense.

Another common element of these and most of the other baths shown is that natural light was provided in the tub area through windows or skylights.

The bathroom shown at top left is from a four-bedroom single-family house in The Landing, Huntington Beach, Calif. Prices range from \$71-\$89,000. Of the 286 units being built, 212 are sold; there are 160 reservations for the rest.

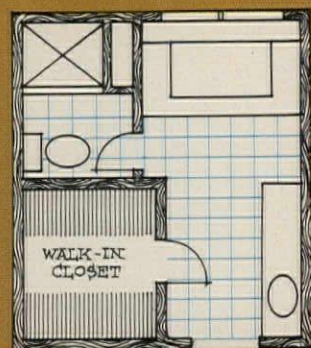
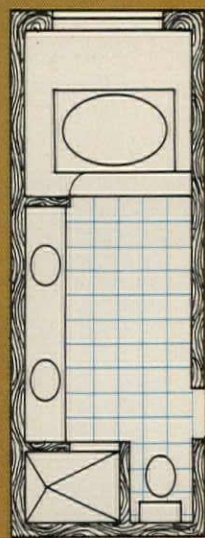
Developer: W. R. Grace Properties, Inc., Newport Beach. Architect: Newport Collaborative. Interior designer: Sandy Blake, Los Angeles.

The center bath is in a three-bedroom townhouse at Bonaventure, a recreation-oriented community west of Fort Lauderdale. Thirty units were sold in the first six months at prices ranging from \$62-\$83,000.

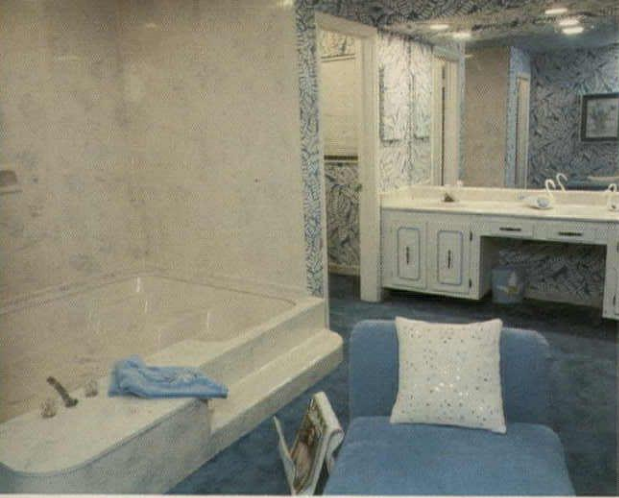
Developer: The Sadkin Organization in association with Mike Douglas. Architect: William Dorsky, Cleveland. Interior designer: Helene Weissner Designs, Miami.

The bath shown below is in a three-bedroom townhouse at Stoney Brook, a Denver PUD. The baths there aroused so much interest that the company began to feature them in its ads. Prices range from \$73-\$98,000; 75 units sold in ten months.

Developer: DUSCO, Inc., New York. Architect: Bob Miller, Design Spectrum, Newport Beach. Interior designer: Victoria DeGettis, Denver.







LYNN PELHAM

## You can dramatize a conventional tub

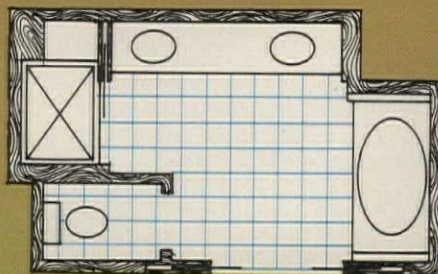
This six-foot tub (*below*) surrounded by Calacata marble from Italy is conventional only in that it isn't sunken. But the luxurious marble plus the wall and mirror treatment still make the tub the center of this master bath. It is featured in penthouse and three-bedroom units in La Perla Tower, the seventh of J. H. Snyder/Loews's luxury condo-

minium towers at Coronado Shores in San Diego.

Even at prices ranging from \$74-\$425,000, in the first two months of sales 58 units were sold—eight of them for over \$300,000.

Architect: Krisel/Shapiro & Associates, Los Angeles. Interior designer: Robert Minnix, Los Angeles.

LELAND LEE





## You can dramatize the bath with color and texture...

Here it is tile that provides the dramatic accents—mosaic tile on the vanity and a boldly patterned ceramic tile from Brazil on the shower (reflected in mirror) and tub.

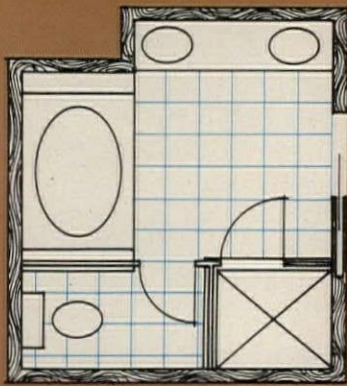
This bath is in a three-bed-

room townhouse at Glenridge, a condominium single-family and townhouse development in Bel Air, Calif. All 65 of the first phase of townhouse units sold out in the first six weeks, mainly to buyers who had pre-

viously owned homes. Prices range from \$109-\$130,000.

Developer: J. H. Snyder/Loews. Architect: Richardson/Nagy/Martin, Newport Beach, Calif. Interior designer: Robert Minnix, Los Angeles.

LELAND LEE



## ...or with touches of old-world elegance

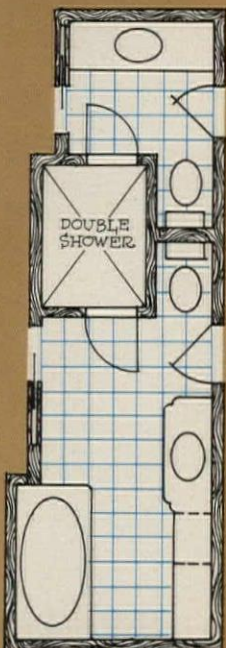
A Portuguese marble lavatory, ornate faucets and an antique reproduction mirror hung on a mirrored wall are the old-world touches here.

Such feminine decor was possible because the master bathroom space had been divided into separate "his" and "hers" baths connected through a double shower (see plan).

The baths are in Briarwood Place, a 6½-acre custom townhouse development in Dallas. Prices range from \$175-\$250,000, and 16 of the 26 units have been sold.

Developer: Tealwood, Inc. Architects: Joseph H. Slack and J. Williams Jr. Interior designer: Nedra Williams.

TRENT HUMPHRIES





**As you can  
make  
the vanity  
the luxury feature  
of the bath**

In this master suite, the bath area was kept to functional size and extra space allotted instead to a huge dressing area with a theatrical dressing table. A garden courtyard is visible in the background.

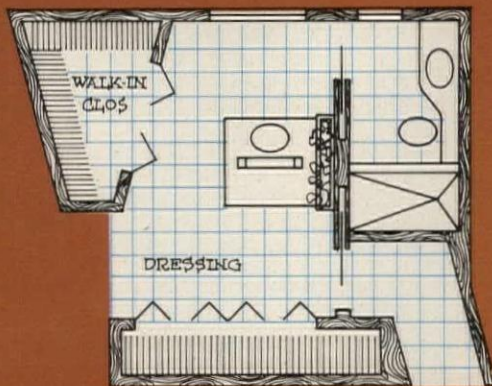
This bath is a standard feature in Rutenberg Homes' Acapulco model, but it is also available in other models as an option.

Rutenberg Homes is the semi-custom division of U.S. Home Corp. of Clearwater, Fla. It builds on scattered and individually owned lots on Florida's west coast.

Architect: In-house design group headed by Tom Cornett.  
Interior designer: Tonie Porter, Naples.



PHOTOGRAPHY INC.



*Now turn  
to page 99  
for a  
look at  
what's new  
in bathroom  
products.*





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## COMMERCIAL MONEY-MAKER

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In some ways, the site, at Newport Beach, Calif., is a commercial builder's dream. It overlooks the ocean. It is part of the Irvine Co.'s master-planned and meticulously maintained Newport Center. And it was the last available piece of land on a highly successful commercial block that already included offices, stores, restaurants and a theatre.

But for all its obvious advantages, the leased site posed problems for builder W. K. (Bill) Davis. It was small—only 10,000 sq. ft. It was oddly shaped—a trapezium (a quadrilateral with no parallel sides). And the size of Davis's building was limited by the

amount of nearby parking allocated to his future tenants by the Irvine master plan—250 sq. ft. of office area per parking space.

Faced with those limitations, Davis and his architect—Bissell/August Associates of Newport Beach—let the shape of the site dictate the shape of the building. The result is a two-story structure that occupies almost all of the allowable building area and has 12,250 sq. ft. of leasable space.

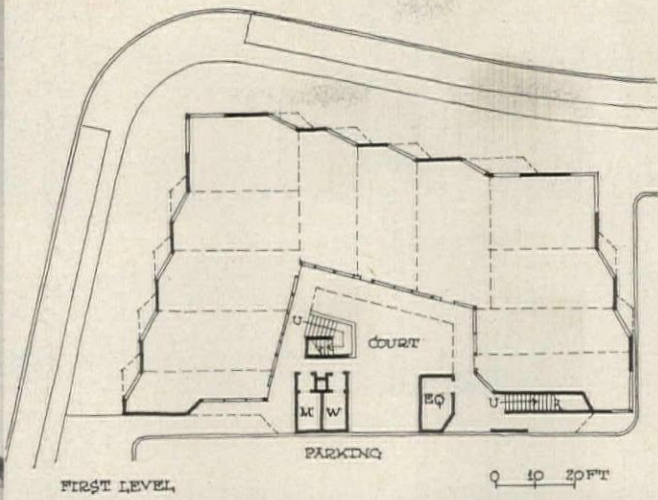
The offices, leased to six tenants, form a rough U, which encloses a landscaped entry court, an outdoor stairway, bathrooms and an equipment room.

The Bissell/August design was distinctive

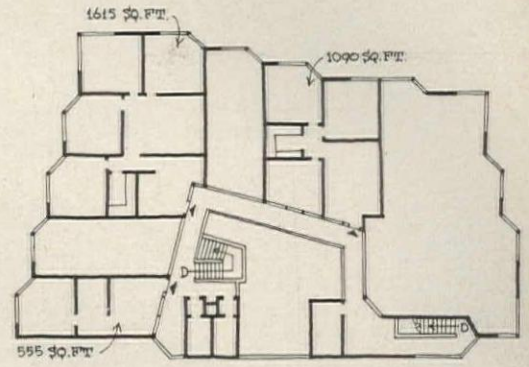
enough to win a 1975 merit award from the Orange County chapter of the American Institute of Architects. Said the judges: "One of the few disciplined spec buildings we've seen."

Perhaps more important from builder Davis's point of view, the building is a solid money-maker. Davis leased it up at an average rate of 78¢ a sq. ft.—comparable to rents in neighboring high-rise offices—and immediately sold it to one of the tenants. His profit: 19.5%. And the current owner, a civil engineering firm, is earning 11.5% on its investment (*table right*). —H. C. W.





FIRST LEVEL

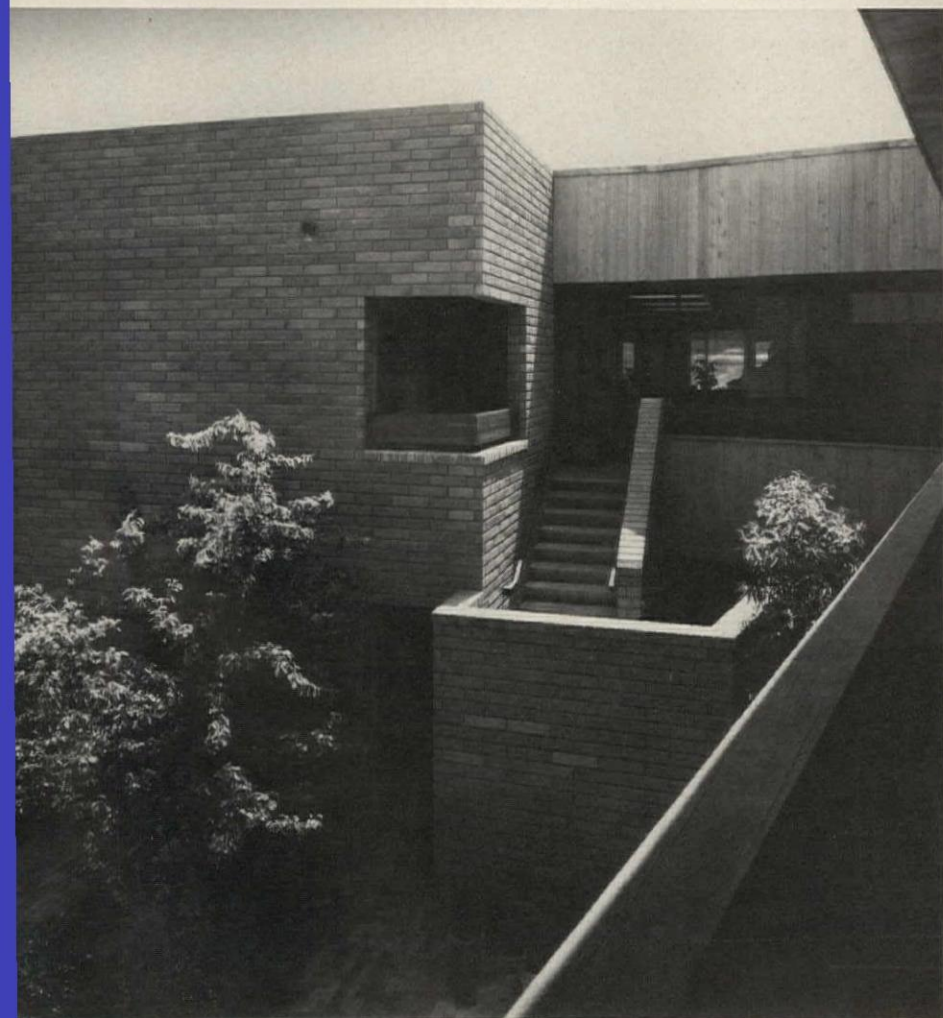


SECOND LEVEL, W/TYPICAL OFFICE LAYOUTS

Stepped-back walls follow perimeter of irregular site, also permit angled windows that capitalize on ocean view. Main entrances from parking lot (left) are through two passageways flanking small courtyard (below), from which outdoor stairway leads to second-floor offices.



PHOTOS: JULIUS SHULMAN



**How it penciled out:  
a 19.5% return for the builder,  
11.5% for the buyer**

**ECONOMIC VALUATION**

Gross annual rent (12,250 sq. ft. @ 78¢ per sq. ft.)	\$114,660
Less 5% vacancy	5,733
Effective gross income	\$108,927
Less annual operating expenses (@ \$2.70 per sq. ft.)	33,075
Net income before ground rent	\$ 75,852
Ground rent	18,312
Net income after ground rent	\$ 57,540
Capitalized or economic value (at 10%)	\$575,400

**BUYER'S RETURN ON EQUITY**

Building's selling price	\$542,500
Loan amount (75%)	406,875
Equity	\$135,625
Net income	\$ 57,540
Debt service \$406,875 x 10.31 (9¾%—30 yrs.)	41,948
Net income after debt service	\$ 15,592
Return on buyer's equity \$ 15,592	11.5%
	\$135,625

**BUILDER'S RETURN**

Selling price	\$542,500
Total cost (including rentup expenses and carrying costs during negative cash-flow period)	454,000
Builder's profit (19.5%)	\$ 88,500





A NEW SURVEY FROM A TREND-SETTING MARKET

# What single-family buyers want

The surveyor was Walker & Lee, the giant Los Angeles real estate firm which works extensively with builders and developers.

The people surveyed were 700 serious shoppers, polled while they were visiting 22 single-family projects throughout southern California. Their degree of seriousness is indicated by the fact that 63% said they planned to buy either immediately (28%) or within a year (35%).

And the questions they were asked were carefully phrased to eliminate the pie-in-the-sky answers too often evoked in surveys seeking to find what people want in their houses. The shoppers were given realistic choices: Did they prefer large, small or no recreational facilities? An extra large master bedroom with small secondaries, or more evenly sized bedrooms throughout? Which amenities did they insist on, and which could they do without?

Walker & Lee's aim was to provide marketing data which would help their builder clients; that same data, offered at right and on the following five pages, should be equally useful to builders and developers in all other parts of the country.

Two points should be noted:

First, in the actual survey, the shoppers surveyed were classified in several different ways. Because of space limitations, we have stuck for the most part with the family-income classification, using age or family size where such breakdowns are more significant.

Second, the kitchen portion of the survey has been omitted. The reason: It appeared as part of the kitchen feature in the June issue of HOUSE & HOME.

—NATALIE GERARDI



## THE SHOPPERS: Highly qualified, and surprisingly realistic

The typical shopper in the survey was between 26 and 35 years old, earned over \$22,000 a year, was part of a two-person household, and currently owned a home.

Compared with the people who actually bought new detached homes from Walker & Lee last year, these shoppers were slightly older and less affluent. Family size was the same, with a 2.7 person median and two-person households predominating. The main difference was that only 26% of this year's shoppers were renters vs. 34% last year. (See tables 1, 2 and 3, below.)

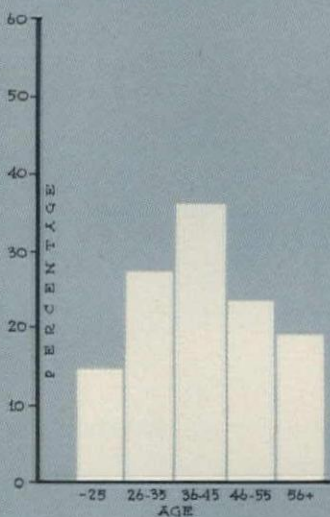
These were qualified shoppers, despite southern California's high prices (homes in the subdivisions surveyed ranged from \$30,000 to over \$100,000, with an average of about \$54,000). The average price of the homes they were shopping was only about 2.5 times their \$22,500 median income. And even in developments costing \$70-80,000, easily 45% had incomes that qualified.

Not only did they qualify, they were also willing to spend the money. Table 5 (below) shows the maximum that families in different income categories were willing to pay for a new home. And table 4 shows the "stretch factor"—what this year's shoppers were willing to pay versus what last year's buyers actually paid. Families with incomes over \$20,000 appeared to have a very good sense of what they would spend; the anticipated and actual levels were almost the same.

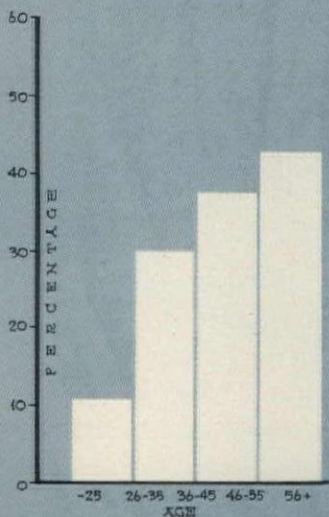
Why were these families shopping for a new home, especially when such a large percentage of them already own one? The majority (56%) said they needed a larger home. Another 33% said that they wanted to live in a better area, and 26% were just tired of renting.

These—plus a fourth reason, the desire to be closer to work—were the chief reasons families bought homes last year.

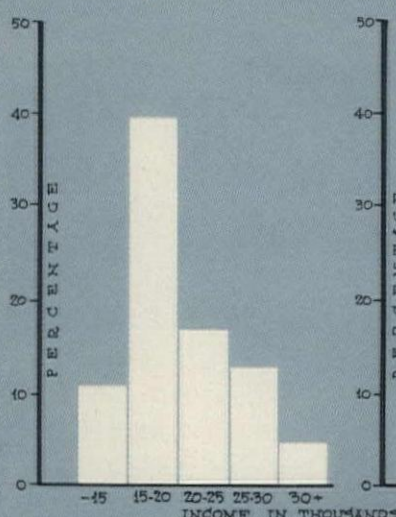
**TABLE 1**  
1976 Shoppers:  
The median age of the head  
of household was 33



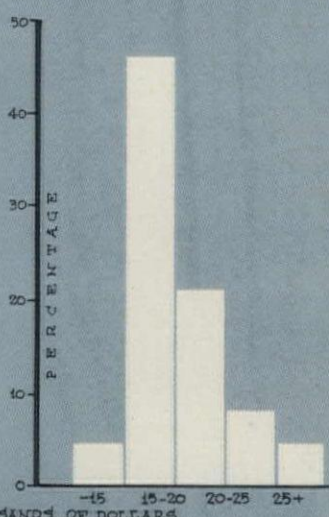
**1975 Buyers:**  
The median age was the same,  
but the distribution was different



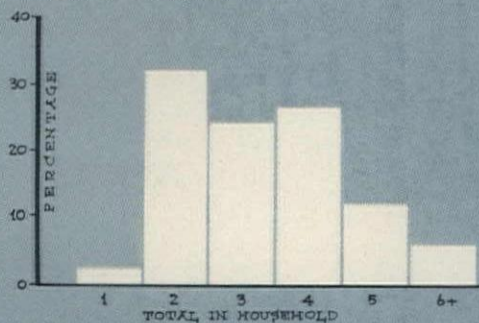
**TABLE 2**  
1976 Shoppers:  
They had a median income  
of \$22,500 a year



**1975 Buyers:**  
Their median income  
was \$100 more



**TABLE 3**  
Family size of shoppers and buyers



**TABLE 4**  
The stretch factor: What shoppers said they  
would do and what buyers actually did

Income level	1976 Shoppers will stretch	1975 Buyers did stretch
under \$15,000	3.0 x income	2.4 x income
\$15,000-\$20,000	2.8 x income	2.6 x income
\$20,000-\$25,000	2.4 x income	2.4 x income
\$25,000 or over	1.7 x income	1.7 x income
Median	2.5 x income	2.4 x income

**TABLE 5**  
The maximum price shoppers would pay

Income level	Price of home										
	Less than \$24,000	\$24- 28,000	\$28- 33,000	\$33- 38,000	\$38- 45,000	\$45- 50,000	\$50- 60,000	\$60- 70,000	\$70- 80,000	\$80- 100,000	over \$100,000
\$15,000 or less	0.0%	1.3%	2.7%	13.8%	52.7%	15.2%	9.7%	2.7%	1.3%	0.0%	0.0%
\$15,000-\$20,000	0.0	0.0	4.3	8.6	40.5	16.6	18.1	9.4	1.4	.7	0.0
\$20,000-\$25,000	0.0	0.0	.5	3.8	26.7	21.3	24.5	13.1	9.2	.5	0.0
\$25,000-\$30,000	0.0	0.0	0.0	1.7	9.4	19.8	27.5	24.1	12.0	5.1	0.0
\$30,000 plus	0.0	0.0	0.0	0.0	9.1	14.2	15.3	23.4	22.4	13.2	2.0
Total	0.0	.1	1.4	5.1	26.8	18.1	20.4	14.8	9.2	3.4	.3



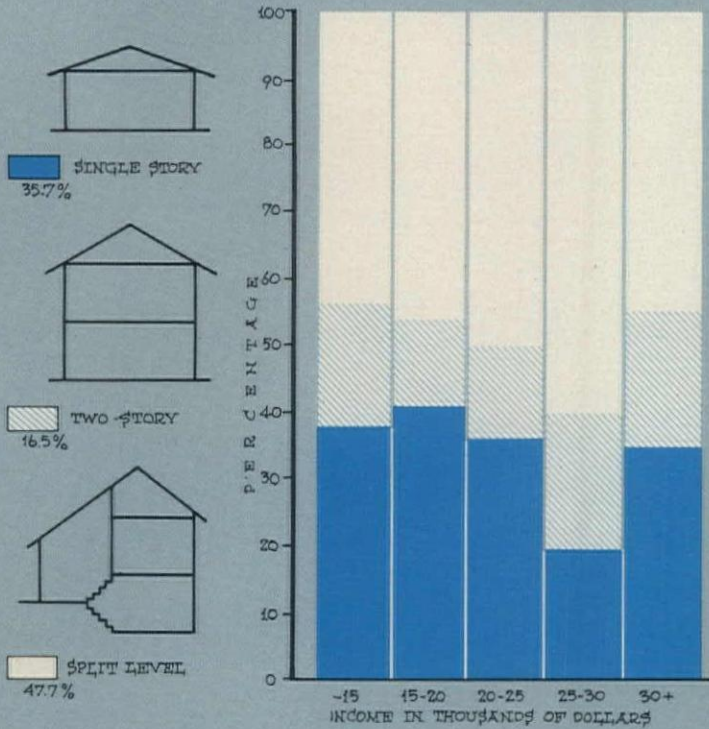
## THE HOME: The detached split-level is by far the most popular

Shoppers were asked to choose among five housing types assuming that they could afford them all.

The single-family detached won out with 89.6%—something to be expected in a survey that covered mostly shoppers at single-family subdivisions.

When it came to choosing among single-story, two-story or split-

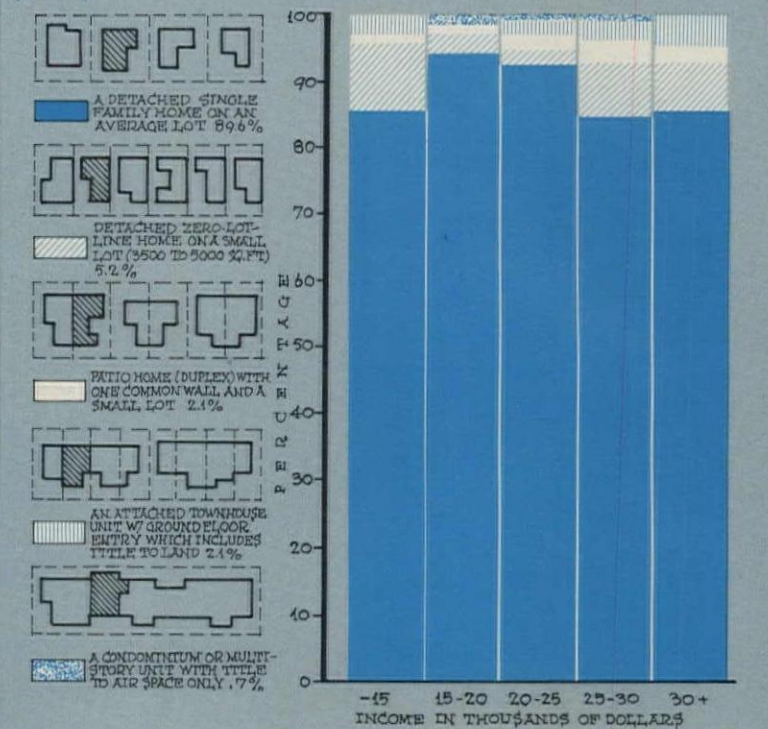
With the same interior space, which of the following would you prefer?



level plans, nearly half chose the split-level. This plan was popular across the board, whether results were tabulated by income, age or family size. Only in the over-46 age group did the single-story plan win out.

The two-story plan was the least popular. Even larger families were likely to choose a split-level rather than a two-story plan.

Assuming you could afford any of the following housing types, which would you buy?



## THE COMMUNITY: Common areas and rec facilities get low marks

In fact, nearly two thirds of the shoppers in all income groups said they didn't want either, which may have had something to do with the monthly maintenance fees quoted in the question.

Three distinct groups of shoppers did show a substantial interest in common areas and recreation facilities of some kind. The greatest interest was among the highest income group (43.7% divided almost equally between large and small facilities), among the 25-and-under age group (15.1% in favor of large and 24.0% in favor of small facilities), and among families with six or more people (29.7% in favor of large and 13.5% in favor of small—the only group with a

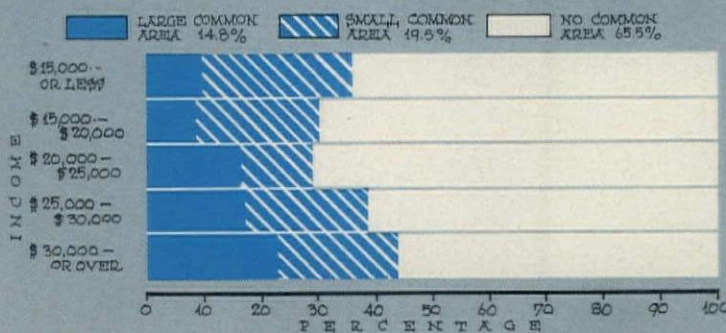
sizable percentage in favor of large recreation facilities). Even among these groups, however, the majority preferred no recreation facilities and common areas.

As might be expected, the greatest opposition came from the 56-and-older group (86.6%).

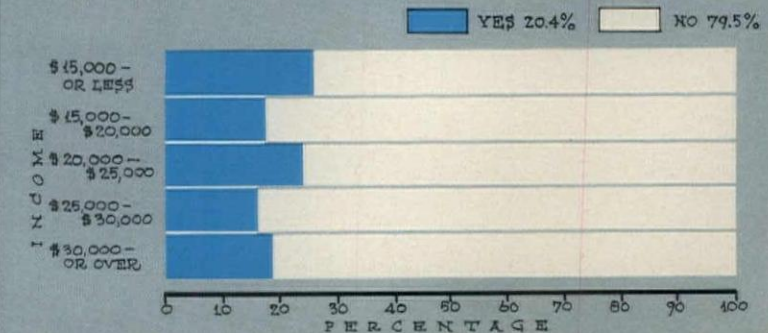
When it came to separating people from their cars, the vote was a resounding "no" (79.5%). For some reason, families earning \$15,000 or less and large families were less adamant than the others. Families with six or more people, in fact, were only 64.2% opposed.

Which of the following common-area and recreation arrangements would you prefer?

- Large common area and recreation facilities, \$30+ monthly maintenance fee
- Small common area and recreation facilities, \$5 to \$15 monthly maintenance fee
- No common area or recreation facilities, no fee



"If you were interested in buying a townhouse or condominium, would you be willing to park at some distance from your entry door in order to have a larger, open green area?"





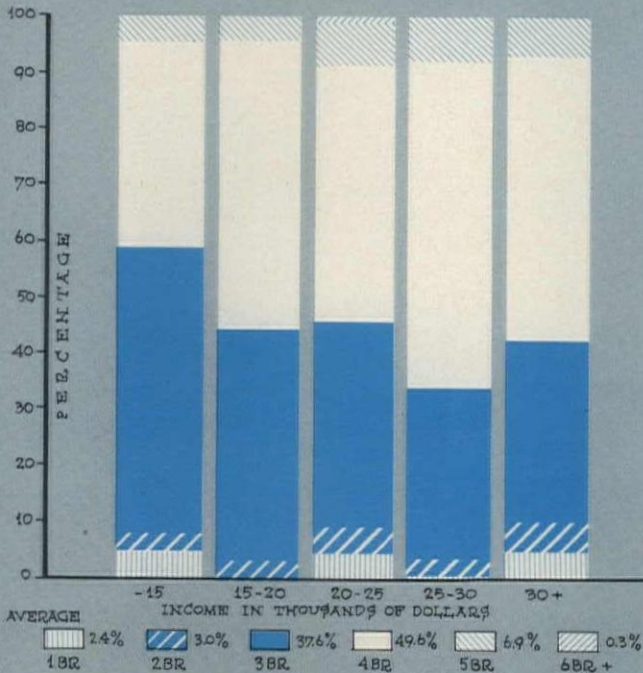
## THE BEDROOMS: People want more, not less

The overwhelming majority of the shoppers wanted three (37.6%) or four (49.6%) bedrooms. As income rose, so did the desire for four bedrooms. And when the results were tabulated according to family size or age, it turned out that even one-person households—probably with resale in mind—chose three bedrooms (63.6%).

Only the over-56 group showed any substantial interest in two (25.8%). But here, too, three bedrooms won out (45.1%).

These results are similar to last year's, when 55% of the shoppers chose four bedrooms and 33% chose three. In practice, however,

How many bedrooms do you want?



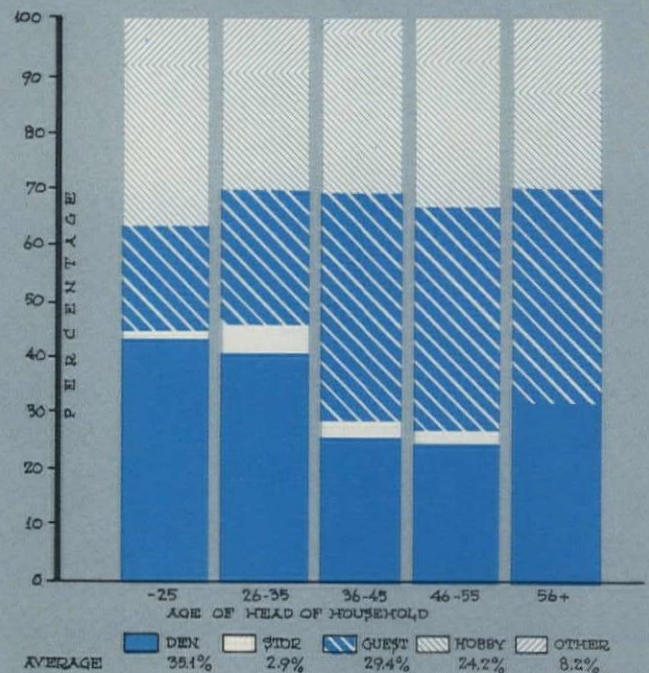
some 67% of the new single-family homes sold by Walker & Lee last year had four bedrooms and only 29% had three.

Comparing household size to the number of bedrooms desired, there appears to be a consistent demand on the part of shoppers for an extra bedroom.

Why?

The shoppers gave two main reasons: They wanted either a den (35.1%) or a guest room (29.4%). Which one they wanted was related to age: those under 36 preferred a den and those over 36 a guest room—useful data for decorating model homes.

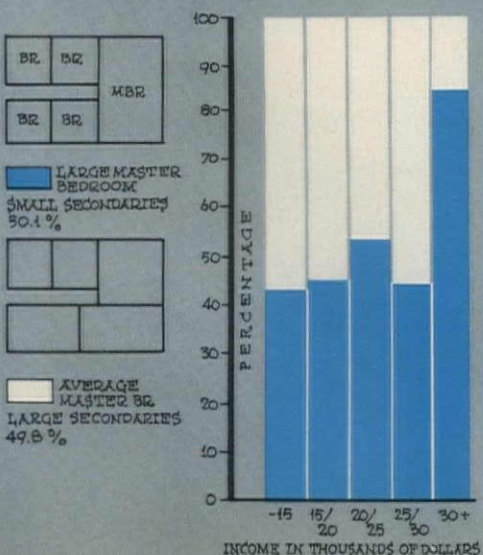
What primary purpose would an extra bedroom serve?



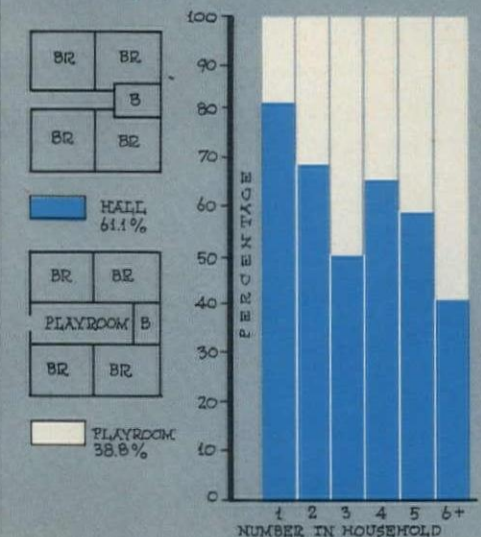
Shoppers were evenly divided in choosing between a large master bedroom and small secondaries or an average-size master and large secondaries.

In two other sets of possible trade-offs, they chose the conventional alternative: a normal hallway (61.1%) instead of a playroom/hallway (38.8%) and two small children's bedrooms (70.4%) instead of one large one (29.5%).

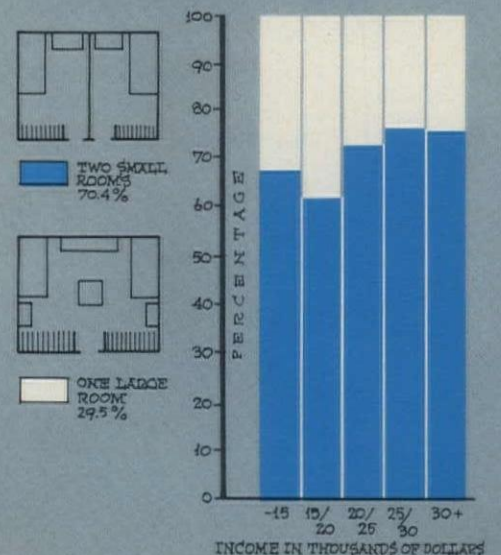
How would you prefer to utilize the same total space: for a large master bedroom and small secondaries or an average-size master and large secondaries?



Again, utilizing the same total space, would you prefer a conventional hallway approach to four bedrooms and a bath or a wider access that could be used as a playroom?



Which arrangement of the same total space would you prefer for two children of the same sex?



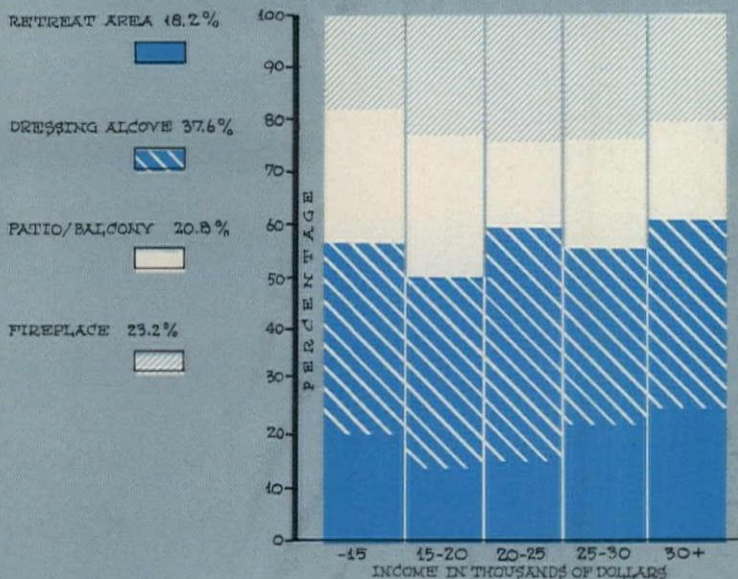


## THE MASTER SUITE: Dressing facilities are the most-wanted extra

Given the choice of a retreat area, a dressing alcove, a patio or balcony or a fireplace, most shoppers chose the dressing alcove. This was true for all income levels, all age groups (except the youngest) and most family sizes.

The youngest age group preferred a fireplace (31.2%) as did 54.5% of the one-person households. And—understandably—a retreat area was popular among the larger households, those with six or more persons.

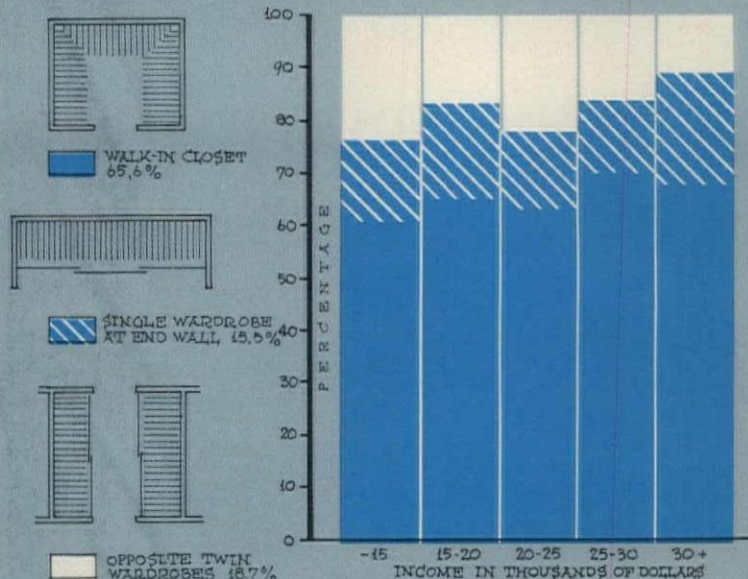
Which of the following would you most prefer?



No matter how the results were tabulated, at least half of each group—and generally more—preferred a walk-in closet to a single-wall wardrobe or facing twin wardrobes.

It was hard to distinguish a pattern among those who chose the latter two. Fifty percent of the over-56 group was divided equally between single-wall and twin wardrobes. Single-wall wardrobes were the choice of 27.2% of the one-person households. And twin wardrobes appealed to 29.1% of the under-25 age group.

The closets shown all have the same amount of hanging and shelf space. Which would you prefer in your master suite?



## THE BATHS: The compartmented plan is a heavy favorite

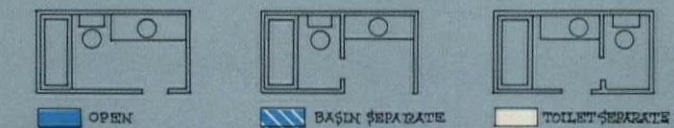
Compartmented baths were the overwhelming choice of shoppers for both master and secondary baths. The most popular arrangement separated the toilet from the tub and basin. Separating the basin was more popular for secondary bathrooms than for master baths.

Higher-income families and older age groups were the most likely to choose some form of compartmentalization. The only sizable

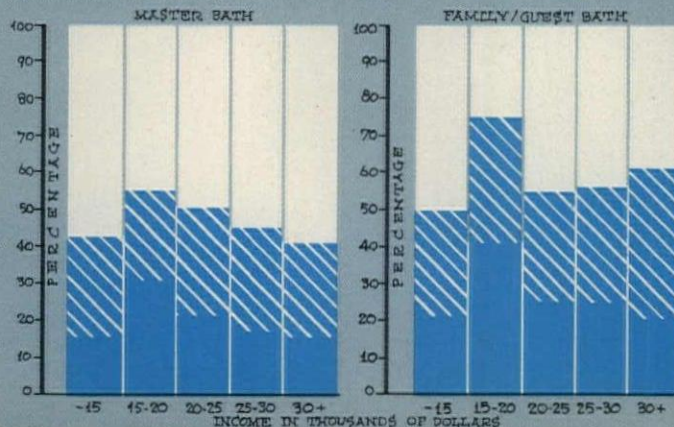
vote for the traditional open bath came from the \$15-20,000 income group.

A certain amount of practicality won out in the selection of luxury items: Half the shoppers chose a double-basin lavatory. The under-25 group preferred a Roman tub (38.7%), and one-person households split their vote between the two (45.4% each).

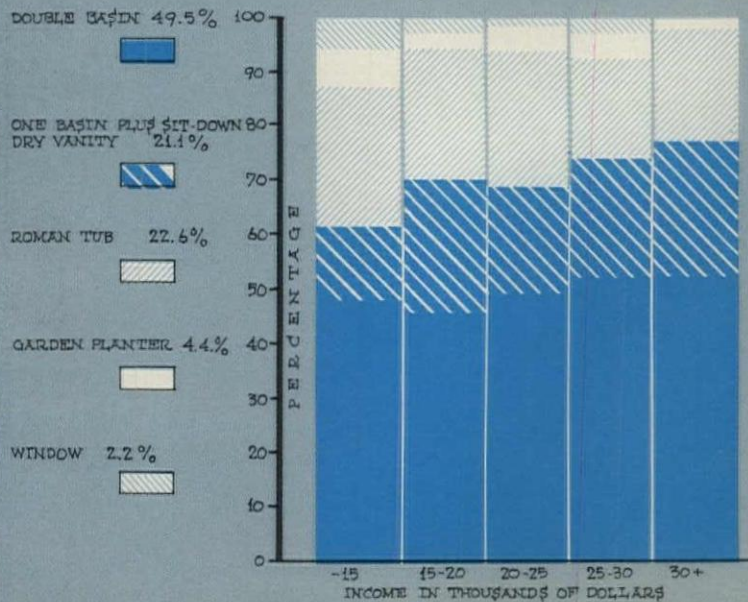
The following arrangements utilize the same amount of space. Which would you prefer (a) for the master bath, and (b) for family-guest baths?



MASTER BATH: 20.8% (Open), 26.8% (Basin Separate), 52.2% (Toilet Separate)  
 FAMILY/GUEST BATH: 27.0% (Open), 32.3% (Basin Separate), 40.6% (Toilet Separate)



Which two of the following would you most prefer in your master bath?



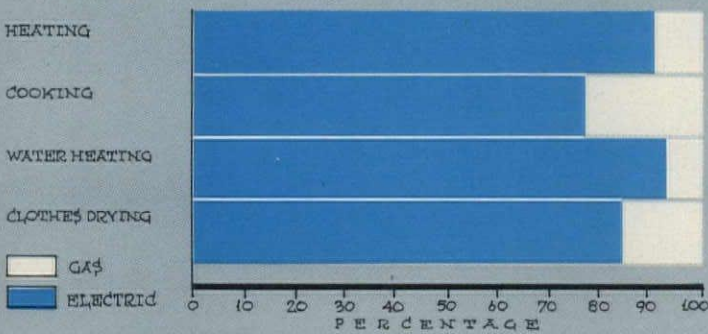


## And here are some preferred odds and ends in living style

Gas was the overwhelming choice for heating (91.4%), cooking (77.2%), water heating (93.4%) and clothes drying (84.2%). As incomes increased, so did the popularity of electricity, but never to the point where more than a third of the shoppers in a particular income group preferred it.

Income made no difference when it came to choosing whether the fireplace should be in the living room or family room. Some

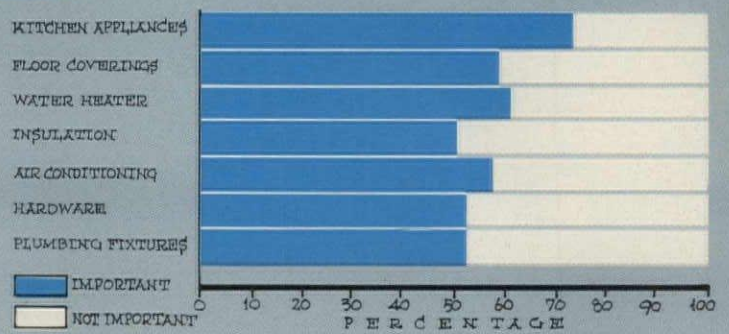
Would you choose gas or electricity for the following:



68.7% of the shoppers opted for the family room—an indication of the informal lifestyle of even upper-income families.

And the brand names of such items as floorcovering, plumbing fixtures, hardware and insulation were considered important by a majority of all income groups. Walker & Lee interprets this as an indication of consumers' concern that "quality" be built into their home purchase.

How important to your home purchase are the specific brand names of the following:

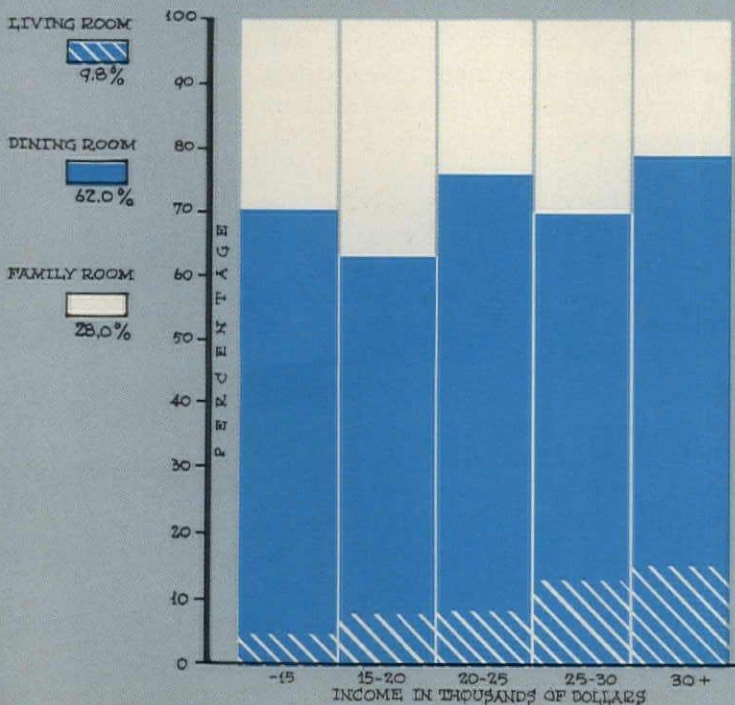


## Finally, if they had to cut features to cut price, what would go first?

Given a choice of eliminating the living room, dining room or family room, some 62% of the shoppers chose to eliminate the dining room, which came as no surprise to anyone.

What was surprising, particularly after such a large percentage had chosen to put the fireplace in the family room, was how many would eliminate the family room instead of the living room (28.0% versus 9.8%). Even more surprising was that the only sizable group that would not do so was in the \$25,000-and-over income category.

If you were forced to eliminate one of the following rooms from your next home, which would you select?



The survey listed 18 features and asked shoppers to rank them either "must have" or "will sacrifice." The easiest to sacrifice were garage door openers, trash compactors, wet bars and microwave ovens, in that order.

As age and income rose, the number of shoppers willing to do without these features declined. Even so, half were willing to eliminate them to reduce the price of a new home.

The must-have items for the majority of shoppers in all income groups were fireplaces, quality kitchen cabinets and complete carpeting, followed closely by a separate pantry, a dishwasher and fencing.

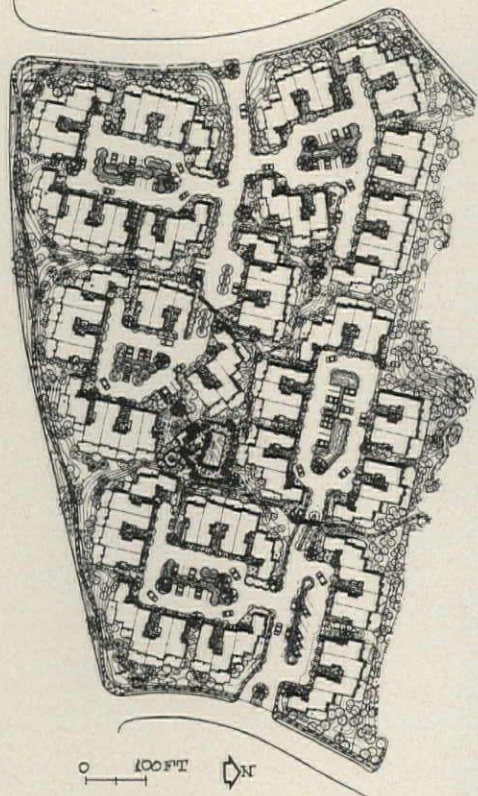
Which of the following features would you be willing to sacrifice to reduce the price of your new home?

Feature (in inverse order of preference)	Must have	Will sacrifice
Garage door opener (\$250)	17.0%	82.9%
Trash compactor (\$310)	18.6	81.3
Wet bar (\$400)	23.9	76.0
Microwave oven (\$550)	26.8	73.1
Landscaping—complete (\$500)	40.6	59.3
Landscaping—front yard (\$300)	46.0	53.9
Deluxe or double front door (\$200)	53.6	46.3
Patio slab (\$300)	56.3	43.6
Double oven (\$200)	56.6	43.3
Self-cleaning oven (\$200)	58.8	41.1
Drapes (\$600)	58.9	41.0
Refrigerated air conditioning (\$1,500)	61.4	38.5
Fencing (\$650)	69.6	30.3
Dishwasher (\$300)	71.8	28.1
Separate pantry cabinet (\$100)	72.5	27.4
Carpeting throughout (\$600)	80.0	19.9
High quality kitchen cabinets (\$200)	80.6	19.3
Fireplace (\$1,000)	80.7	19.2





# Why did family buyers snap up these townhouses?



Theoretically they shouldn't have. The family market is supposed to go exclusively for single-family detached homes, with townhouse buyers coming chiefly from the ranks of empty nesters, resort buyers and—if the price range is low enough—first-time couples.

Yet more than half of these 98 homes in Irvine, Calif. went to buyers with two or more grammar- and/or high-school-age children, and about a quarter were bought by starter families with at least one pre-school child or with plans for one or two children. Only 21% of the townhouses went to so-called typical townhouse buyers—empty nesters and singles.

Nor could the units be called low-priced by any stretch of the imagination. Prices ranged from \$65,990 to \$79,990 when the project opened.

And, finally, they were snapped up with a vengeance. All 98 were sold over one hectic weekend that saw many families camped out nearby to be first in line, 1,000 visitors to the four models in two days, and two price increases totaling \$5,000 between Saturday morning and Sunday afternoon.

How come?

According to the builder, J. M. Peters Co., and the marketing department of the Irvine Co., which sold the 13.8-acre site to Peters, an unusual set of local conditions created a marketing void for family-owned townhouses. And Peters was then able to create a product tailored specifically to fill that void.

These same market conditions can exist in almost any other part of the country. So beginning at right, you'll see the key reasons for the success of University Park Townhomes.

—MICHAEL J. ROBINSON



## Reason No. 1: A nearby family market made to order for townhouses

Most buyers came from two distinct groups within a ten-mile radius. They were:

1. *Move-down buyers from more expensive single-family detached houses.* They weren't empty nesters but they were still sufficiently fed up with the responsibilities of exterior maintenance to be willing to shift into attached housing.

2. *Move-up buyers from less expensive townhouses.* This group included both younger buyers with expanding families and older buyers with expanding incomes, and their prime motive was more space. They

could have bought detached houses, but they found they could get more house for the money this way. And since they were already used to townhouse living, there was no traumatic change in living style.

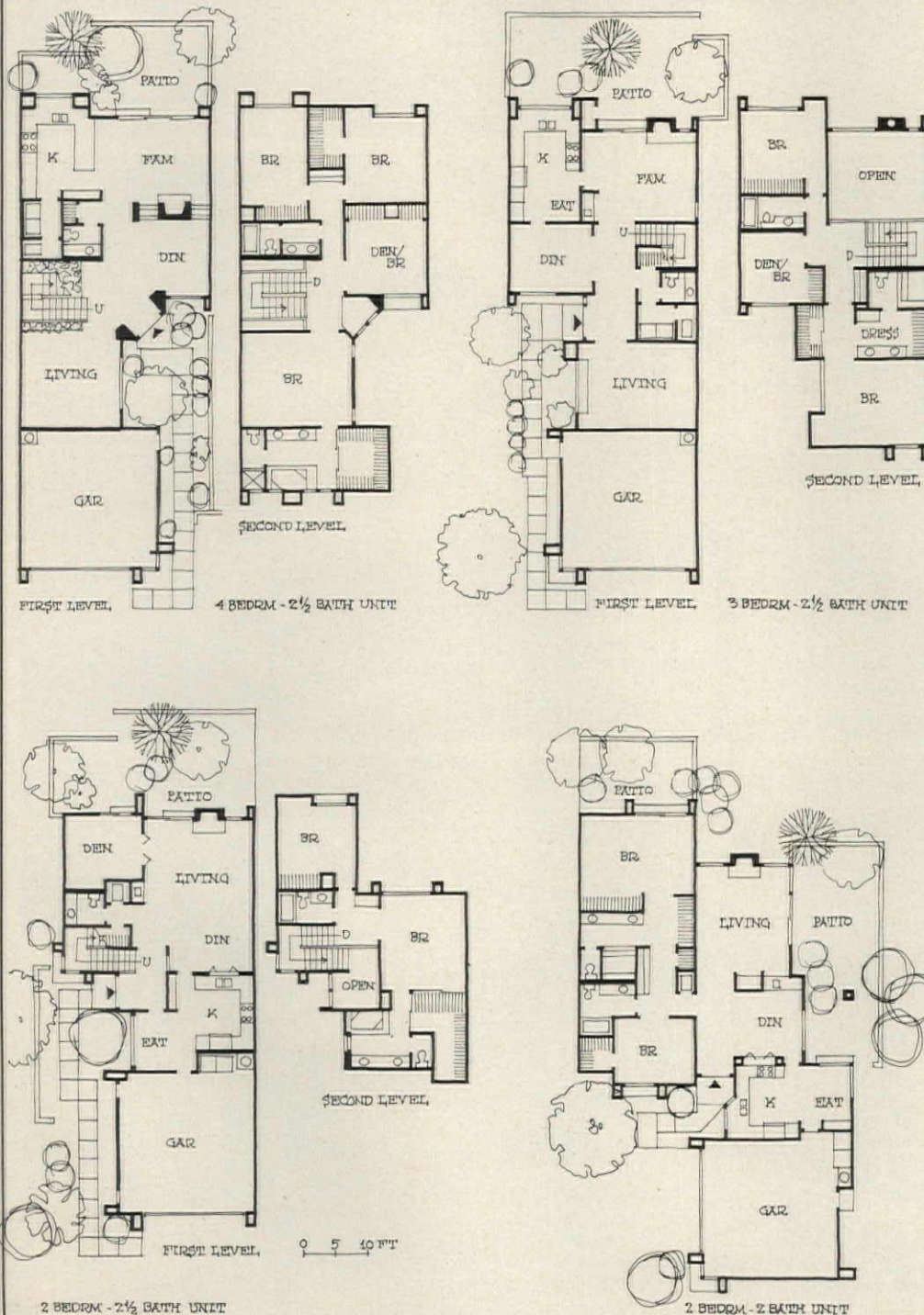
These two groups made up 80% of the buyers; the rest were either empty nesters or, in a few cases, singles.

For all buyers, according to Jim Peters, president of J. M. Peters Co., location was an overriding factor; the new project is in a very prestigious area, which counterbalanced a possible loss of prestige from

moving into a multifamily project. Also important was the fact that they could buy a new home without moving far from their old neighborhood. And finally, the project adjoins a 15-acre park—a powerful sales attraction to families with children.

The strong local appeal of the project proved itself early in the game. When the models were started, word spread quickly and people started leaving their names. This formed the nucleus of the mailing list that pulled 1,000 prospects over the opening (and closing) weekend.

## Reason No. 2: Townhouse plans tailored to the needs of family living



That is, three of the models are. They include:

**For large families**—a 2,550-sq.-ft. model with four bedrooms priced at \$79,990 (*top left*). Most buyers of this model came out of big single-family detached homes. The house is clearly divided into formal and informal zones both upstairs and down, with adult areas toward the front of the house and children's areas in the back. But there is more emphasis on the formal living/entry/dining area.

**For medium-sized families**—a 2,200-sq.-ft. model with three bedrooms priced at \$74,990 (*top right*). This model is also split into adult and family areas, but there is more emphasis on the informal than on the formal. The living room is small; the family room is quite large and boasts a cathedral ceiling. And the dining room is more a part of the family area than the formal part of the house. Buyers of this model were both move-ups and move-downs.

**For small families**—a 1,750-sq.-ft. model with two bedrooms and a den priced at \$69,990 (*bottom left*). For the most part, buyers of this house were families with one child, or with children only at the planning stage. Many of them came from lower-priced townhouses in the immediate vicinity.

**And for empty nesters and singles**—a 1,488-sq.-ft. model with two bedrooms priced at \$65,990 (*bottom right*). This is a one-story unit for buyers who are no longer anxious to climb stairs. And it is built on the end of building groups where it provides architectural relief from the otherwise entirely two-story look.

TO NEXT PAGE



### Reason No. 3: Design features that emphasize family functions

**Family room** in the three-bedroom model, with its fireplace and two-story ceiling, is the heart of the informal living area. Sliding glass doors to the left of the fireplace open to the rear patio. Design of the project is by Richardson-Nagy-Martin; Huba S. Nagy was supervising architect.



**Large formal area** in the four-bedroom model includes this freestanding staircase (lighted from above with a skylight) with planting beneath. This picture was taken from the living room, and it shows the formal dining room beyond a large entry.



**Master bath** typifies the attention given to adults in all the models. It has a sunken tub, double lavatories, dropped luminescent ceiling. This bath is in the four-bedroom model; it differs from other models in that it has a shower (through door at right) in addition to the tub.

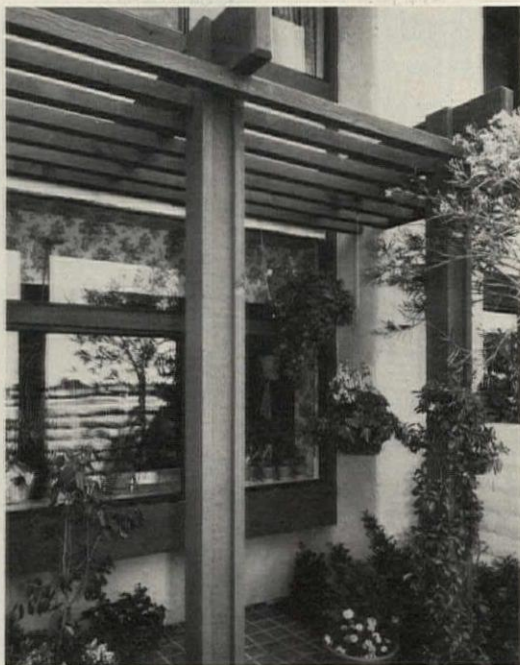




And inexpensive luxury features like these would appeal to any market



**Recessed corner window** (*above*) cost \$210. As an architectural element of the two-bedroom family model, it breaks up what would otherwise be an uninspired stucco corner. And as a practical element, it brings light into the landing area of the stairway. The large-scale, rough trim matches the Spanish motif of the design.



**Overhead trellis** (*left*) cost \$185. This adds a feeling of an extra dimension to the patio area in the rear of the two-story units. Patio wall at right is made of slump block with a sack finish.

**Greenhouse window** (*below*) cost \$220. It is made with angled glass panels set above a recessed glass wall. An exterior block wall maintains the privacy of the living room, which is in the three-bedroom model, and there is a planting area between this wall and the window.



PHOTOS: DAVID ROSS



# How to predict your chances of getting zoning approval

It would be worth a lot to know how your zoning application will fare before the local board. If it zips through, your project stands a much better chance of meeting your projections. If it gets stalled for a year or two or three, your profit can be wiped out even before any dirt is turned. If the town fathers won't give you the extra density you need, all your plans will have to be redone.

Well, there is a way to find out in advance what is liable to happen to your application. It's in the form of a set of formulas into which you put information easily obtainable from the town hall or local library, and out of which you get a numerical estimate of what your chances of success are, how long that application will take to be approved, and how much local resistance you'll have to overcome in the process.

Best of all, you can get this estimate before you've spent a lot of money on preliminary planning.

The formulas are part of what is called an Assimilation Capacity model. It was developed by the Philadelphia planning firm of Rahenkamp, Sachs, Wells & Associates (RSWA) which also developed the now well-known model for impact zoning [H&H, Aug. '72].

The firm had noticed some consistent patterns in the way applications for their project were approved or rejected over a number of years. So they went back over old projects, evaluated the data that seemed pertinent, and devised the Assimilation Capacity model to simulate what would happen under different conditions when a project is submitted.

John Rahenkamp, president of RSWA, points out that although the model is the result of practical experience over several years, it is not mathematically precise.

"You can't be 100% accurate when you're generalizing," he says. "There will certainly be specific instances which don't conform to the model."

But in most instances, the model does provide very good rules of thumb. Starting at right you'll see how it works, how it could be applied to your project, and how well it has done its job in a specific case study.

—N.G.



Planners John Rahenkamp (l.) and Kathleen McLeister (r.) of the RSWA staff developed the model described on these pages.

## How to figure the odds based on what's happened in the past

What you are trying to determine is whether you have a good chance—say, 90%—or just a so-so chance—say, 60%—of getting the zoning you need.

Here are the factors involved, and the formula that transforms them into the crucial percentage:

### 1. The present zoning status

Obviously, the closer your desired program conforms to the existing zoning, the greater the probability of approval. So the first thing you'll want to know is the value of Z, the site zoning factor.

#### SITE ZONING FACTOR (z)

Data required:	Source
Site boundaries	Developer
Zoning map	Town hall
Zoning ordinance	Town hall
Subdivision ordinance	Town hall

#### Findings:

If	Then Z =
No zoning	.9
Suitable zoning	.9
Suitable floating zone	.8
Suitable intensity, but not suitable use	.7
Suitable use, but not suitable intensity	.7
Unsuitable, but suitable district exists in ordinance	.6
No suitable district exists in ordinance	.5
Zoning absolutely prohibits development	.2

### 2. Income level of the community

As the median income goes up, providing the means for greater mobility, the community becomes more likely to accept population growth. In RSWA's experience, it is the middle- or fixed-income areas that are generally the most troublesome.

Once incomes reach a certain level, however, the problem of exclusion tends to crop up and assimilation capacity drops again. Thus you must find the value of Y, the income level factor.

#### INCOME LEVEL FACTOR (Y)

Data required:	Source
Median family income for community	Census
Median family income for state	Census

#### Findings:

If	Then Y =
Town median \$2,000 below state median	.2
Town median within \$2,000 of state median	.5
Town median \$2,000 above state median	.8
Town median \$5,000 above state median	.3



### 3. The ratio of existing to proposed population

If the community's population base is small, and the newcomers will quickly outnumber the older residents, the assimilation capacity will be reduced. In fact, RSWA has found that the probability of approval varies inversely with the ratio of the population in the proposed project to the existing town population. So here's how to calculate the value of P, the proposed/existing population factor.

#### PROPOSED/EXISTING POPULATION FACTOR (P)

Data required:	Source
Proposed project population	Developer/ planner
Existing town population	Census

Findings:	Then P =
If	
Less than 20% increase	.9
Between 20 and 50% increase	.8
Between 50 and 99% increase	.5
More than 100% increase	.2

### 4. The community's growth rate

RSWA estimates that, typically, communities can assimilate about 5% growth a year. Any more than that, and the counterbalancing no-growth movement begins to sow seeds of dissent.

Some examples of this are Boulder, Colo., which had a 77% increase in population between 1960 and 1970, Suffolk County, N.Y. with a 69% increase (71% of which was due to in-migration), and Orange County, Calif., with a whopping 102% increase in ten years (80% of which was due to in-migration). Because of their rapid growth, these have all turned into reactionary communities.

Here's how you can calculate G, the growth strains factor.

#### GROWTH STRAINS FACTOR (G)

Data required: (For last five years)	Source
Population growth	Town hall
% increase in dwelling units	Town hall
Tax rate increase	Town hall, school district
Municipal debt increase	Town hall, school district
Capacity/Demand ratio: Schools	School district
Capacity/Demand ratio: Major roads	Dept. of transportation
Capacity/Demand ratio: Sewer	Municipal utility auth.
Capacity/Demand ratio: Water	Municipal utility auth.

Findings: (Use appropriate % or ratio)	Then G =
If	
Increase less than 5% per year	.8
Increase 5 to 20% per year	.5
Increase greater than 20% per year	.2
Capacity/Demand ratio less than 1.0	.2
Capacity/Demand ratio 1.0-1.1	.5
Capacity/Demand ratio greater than 1.1	.8

(Average all 8 variables for final value of G)

### 5. Political turnover

Too much political turnover indicates turmoil and trouble and reduced assimilation capacity. Stability suggests a higher probability of approval. RSWA calls this the political sensitivity factor (S).

#### POLITICAL SENSITIVITY FACTOR (S)

Data required:	Source
% of incumbents defeated in last 3 elections	Municipal handbooks
% of bond issues defeated in last 3 elections	Municipal handbooks

Findings:	Then S =
If	
% greater than 60%	.2
% between 30 and 60%	.5
% less than 30%	.8

For the final value of S, average the results for the two variables.

### 6. The size of the community's bureaucracy

The ability of a community's bureaucracy to process an application affects its capacity for assimilation. RSWA's experience suggests that some bureaucracy is essential and helpful, but as the bureaucracy gets too large and monolithic, the assimilation capacity is reduced.

Thus you must find a value for M, the bureaucratic management factor.

#### BUREAUCRATIC MANAGEMENT FACTOR (M)

Data required:	Source
Number of full-time land use professionals (town manager, engineer, solicitor, building inspector, planner, etc.)	Municipal handbooks
Number of part-time land use professionals	Municipal handbooks

Findings:	Then M =
If	
More than 3 full-time professionals	.8
Less than 3 full-time professionals, but equivalent of 3 in part-time professionals	.5
Less than equivalent of 3 professionals	.2
Large city or regional agency	.2

### Now you can calculate your chances of approval

Once you have assigned values to the six key factors that affect zoning approval, you can calculate the probability of approval (A) with the following equation:

$$A = \frac{Z + Y + P + G + S + M}{6}$$

Suppose the result turned out to be .7. That would mean you had a 70% chance of getting your zoning.

*But figuring your chances of approval doesn't tell the whole story. You still have to crank in two other things: the time factor, and the possibility that even though a community may be able to absorb growth, it may be unwilling to do so because of an exclusionary bias.*

## How to figure how long it will take to get your zoning approval

The minimum time for approval is simply the time specified in the community's zoning regulations, amendment procedures and moratoria data, if any. The probable maximum—which is almost sure to be a lot more than the minimum—can be determined from the following table:

If	Then add to minimum time
Site located in more than one municipality	2-4 months
Site has non-contiguous parcels	1-3 months
Probability of approval (A) =	
.80-.99	0-6 months
.50-.79	6-12 months
.00-.49	12-24+ months



## How to figure whether there'll be an exclusionary bias

Often a community is physically able to absorb growth but unwilling to do so. That means it has an exclusionary bias.

RSWA's experience has shown that four factors will indicate that such a bias exists—and also that you may be able to get the courts to overturn an unfavorable decision.

Here's what these four factors are and how you can measure them.

### 1. A community history of exclusionary bias

The experience other developers have had over the past five years can give you a clue as to what will happen to your application. So you'll want to determine the value of H, the historical exclusionary bias.

#### EXCLUSIONARY BIAS—HISTORICAL (H)

Data required:	Source
Existing land use	Tax department, etc.
Average time required for project approval, last five years	Interview with town officials
Number of turndowns, last five years	Interview with town officials

#### Findings:

If	Then H =
a. No multi-family or large commercial	.2
Only 1 or 2 multi-family or large commercial	.5
Wide variety of land uses	.8
b. Average approval time more than 2 years	.2
Average approval time 1 to 2 years	.5
Average approval time less than 1 year	.8
c. Turndown rate more than 75%	.2
Turndown rate 25 to 75%	.5
Turndown rate less than 25%	.8

For the final value of H, average the values of a, b and c.

### 2. Policy statements that indicate exclusionary bias

Often the community's bias is written right into the zoning code or planning studies. Here's how to interpret them to find the value of X—exclusionary bias, policy statements.

#### EXCLUSIONARY BIAS—POLICY STATEMENTS (X)

Data required:	Source
Zoning code	Town hall
Planning studies	Town Hall, etc.

#### Findings:

If	Then X =
a. Provisions for only 1 housing type	.2
Provisions for more than 1 housing type	.5
Provisions for mixed housing types	.8
b. Smallest lot size 1 acre or dwelling unit size 1,800 square feet	.2
Smallest lot size .5 acre or dwelling unit size 1,500 square feet	.5
Smallest lot size less than .5 acre or dwelling unit size less than 1,500 square feet	.8

Take average of a and b for final value of X.

### 3. The amount of organized opposition in the community

Talk to town officials, such as members of the planning board and the zoning commissioner, and find out how many groups have organized in the past to protest proposed projects.

If there are such groups, you may find you can defuse their opposition if you explain your project before submitting it for approval.

For the purpose of calculating assimilation capacity, the number of such groups determines the value of O—bias, organized opposition.

#### EXCLUSIONARY BIAS—ORGANIZED OPPOSITION (O)

Data required:	Source
Number of vigilante organizations	Interviews with town officials

#### Findings:

If	Then O =
Greater than 2 vigilante organizations	.2
1 or 2 vigilante organizations	.5
No vigilante organizations	.8

## Here's how the assimilation capacity model worked for a project in Chesapeake, Va.

**The site:** 445 acres located along the south branch of the Elizabeth River.

**The plan:** a PUD consisting of 153 single-family units at a density of three to the acre, 205 single-family units at six to the acre, 663 townhouses and 736 garden apartments—a total of 1,757 units at an overall density of 3.9 units to the acre.

#### The zoning approval factors:

1. The site was zoned by the City of Chesapeake as A-1 for agriculture. Single-family detached dwellings on 15,000-sq.-ft. minimum lots were allowed. By amendment to the zoning map, however, PUDs were permitted. (Z = .6)

2. The median income for Chesapeake is \$9,175, which is within \$2,000 of Virginia's median income of \$9,044. (Y = .5)

3. The projected population increase from the project was 5,109 new residents, which was only 5% above the city's projected 1975

population of 105,000. (P = .9)

4. Seven of the eight growth strains factors were averaged.

(1) Population had increased from 73,647 in 1960 to 89,580 in 1970, an increase of 2.1% per year. (G = .8)

(2) The number of dwelling units was increasing at an annual average of 3% for the last five years. (G = .8)

(3) Taxes had been constant since 1970. (G = .8)

(4) The municipal debt increase could not be determined rapidly enough. No factor.

(5) School enrollment was 26,500 and declining, while the state design capacity of the city's facilities was 31,200. This put the capacity/demand ratio at 1.17. (G = .8)

(6) Regional access roads were well under capacity use, but the immediate access road was considered to be at capacity already. A relief loop road was planned, but would not

be built for several years. (G = .5)

(7) Sewer capacity and (8) water capacity so far outstripped demand that it was estimated that existing systems could meet demand for the next 15 years. (G = .8 for each)

The final value of G was obtained by averaging the seven growth strains factors above. (final G = .76)

5. In the past three elections only one incumbent and no bond issues had been defeated. (S = .8)

6. The city has several hundred full-time land-use professionals. (M = .8)

So here's how the probability of approval looked:

$$A = \frac{.6 + .5 + .9 + .76 + .8 + .8}{6}$$

Thus, A = .73

#### The time factor:

No minimum time had been established by law for the approval of a land-use plan. The



#### 4. The community's willingness to accept its fair share of regional growth

A community with a past history of accepting either too much or too little regional growth is likely to lean toward exclusion. So here's how to calculate F—exclusionary bias, fair share.

EXCLUSIONARY BIAS = FAIR SHARE (F)

Data required:	Source
Town's annual fair share past five years	Fair share model (See note below)
Town's annual growth, past five years	Building department

Findings:	Then F =
If Growth = 50 to 100% of fair share	.8
Growth = 100 to 150% of fair share	.5
Growth less than 50% or greater than 150% of fair share	.2

Note: Often no formal fair share allocation exists. In such cases, a good rule of thumb for determining fair share is as follows:

First, compare the community's annual growth rate to the region's over the last census period. Then compare the percentage of the regional population that lived in the community in 1960 with the percentage of the region's population growth it absorbed over the census period.

If, for example, the community grew at an annual rate of 2.5%, while the average for the rest of the region was only 1%, and the community had 5% of the region's population in the 1960 census but absorbed 15% of the population growth between 1960 and 1970, you could assume that it was accepting considerably more than its fair share.

Where the possibility of litigation exists, RSWA bases its fair-share calculations on a far more complex model [H&H, May '72]. In most instances, however, the rough rule described above is adequate.

#### Now you can calculate the probability of exclusionary bias

The values that you have assigned to these four exclusionary bias indicators are plugged into this equation to determine the probability of exclusionary bias (E):

$$E = \frac{H + X + O + F}{4}$$

If the value of E is less than .5, Rahemkamp believes you should seriously consider taking your case to court.

If the value of E is greater than .5, you can go on and calculate the probable assimilation capacity.

#### Finally, here's how you can calculate assimilation capacity

All of the factors that you have researched up to now come into play. This is the formula for calculating the community's probable assimilation capacity (AC):

$$AC = (Z + Y + P + G + S + M + H + X + O + F) \times 10\%$$

RSWA's experience suggests that any project with an assimilation capacity of less than 65% to 70% will require a major investment of time, money and effort.

Whether it's worth the hassle is for you to decide.

entire site was located in only one municipality and was one contiguous parcel.

Since the value of A was .73, the minimum time for approval was calculated to be six months.

#### The exclusionary factors:

1. Although there were only two other multifamily housing developments in Chesapeake, there were several large commercial and industrial developments (H = .5). Average approval time was less than one year (H = .8) and the turndown rate was lower than 25% (H = .8). Averaging these variables gives the final value of H. (final H = .7)

2. The PUD ordinance of the zoning code allowed for mixed housing types (X = .8) and the smallest lot size permitted was 7,500 sq. ft. (.17 acre) with a minimum net floor area of 600 sq. ft. for a one-bedroom single-family dwelling (X = .8). These variables were

averaged to obtain the final value of X. (final X = .8)

3. Only one neighborhood civic organization concerned with the development of the area was uncovered in Chesapeake. (O = .5)

4. No formal fair-share housing allocation was available for Chesapeake. However, between 1960 and 1970, the city absorbed 15% of the Norfolk SMSA (Standard Metropolitan Statistical Area) population whereas it had only 12% of the regional population in 1960. This was one of the fastest-growing areas in the SMSA: the city's annual growth rate was 2.1% while the average for the rest of the SMSA was only 1.7%. Therefore, it seemed reasonable to conclude that Chesapeake was absorbing slightly more than its "fair share" for the region. (F = .5)

Here's how the probability of exclusionary bias worked out:

$$E = \frac{.7 + .8 + .5 + .5}{4}$$

Thus, E = .625

There seemed to be some possibility of exclusion, and so RSWA spoke directly with members of the local civic organization concerned with development to try to prevent any organized opposition from forming. None ever formed.

#### The assimilation capacity:

$$AC = .6 + .5 + .9 + .76 + .8 + .8 + .7 + .8 + .5 + .5 \times 10\%$$

Thus, AC = 68.6%

#### The outcome:

An informal submission for a review of the concept plan was made to the planning department in May 1975. The formal submission was made in August. Four months later—a total of seven months from the original informal submission—the site plan for the project was approved.



# FIVE VACATION HOME WINNERS

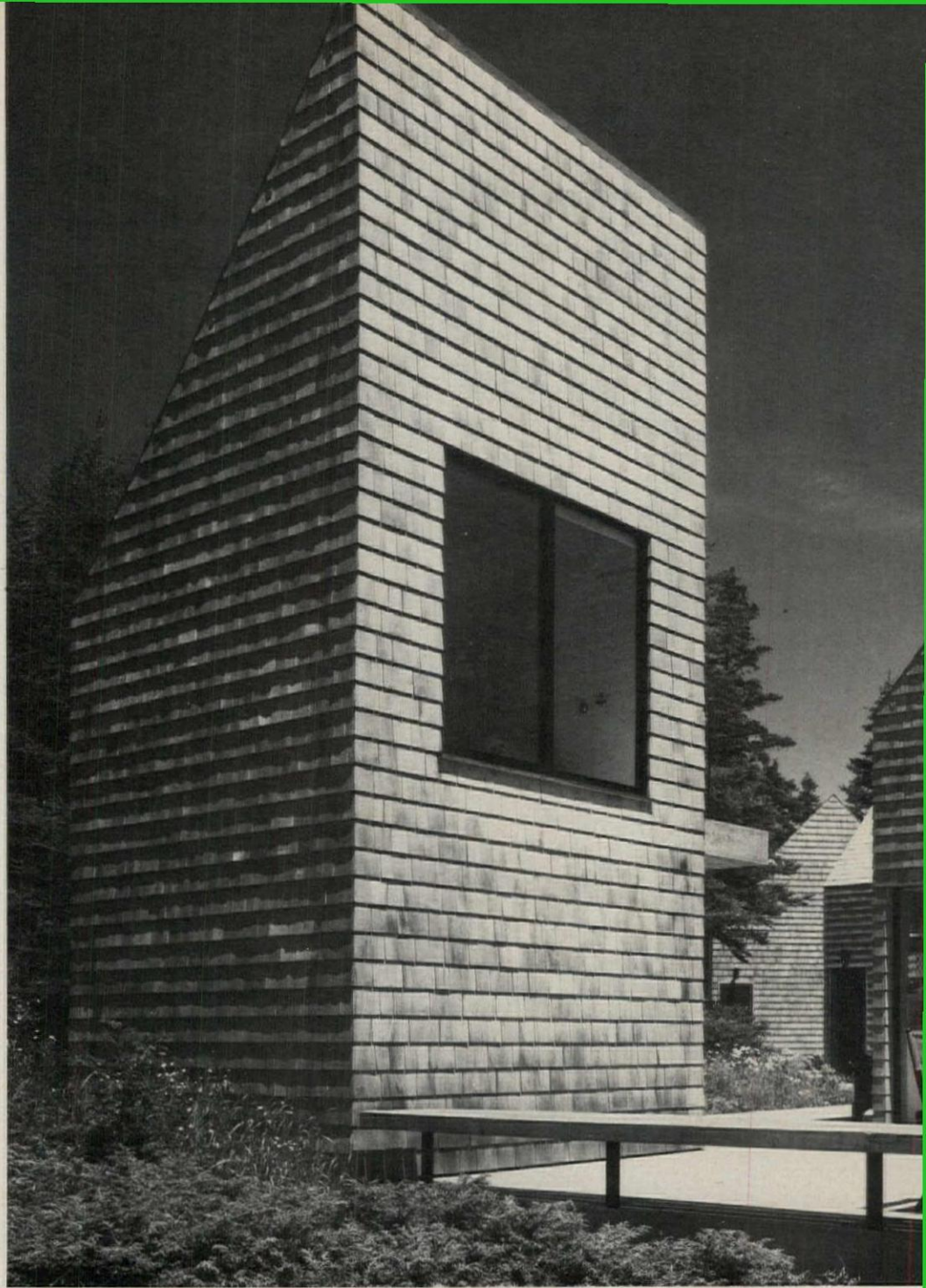
If you're building either custom houses or vacation houses for sale, these winners from the 1976 Homes for Better Living program\* may tell you something about what today's homebuyer wants.

There's nothing far-out here. On the contrary, as one juror put it, these houses "show strong signs of a return to softer, more romantic ideas."

True, the designs of most are contemporary: For years that's been the rule in vacation housing. But there are also very definite traditional overtones—an indication that people are hankering for the stability of older, and what many consider better, days. This traditional/contemporary blend is strongly apparent in the house shown at right and the one at the top of page 96. Both have a warm, familiar feeling that was a big factor in their selection as winners.

—JUNE R. VOLLMAN

\*All HFBL winners [H&H, May] were chosen in a two-day session at the headquarters of the American Institute of Architects, which sponsors the program in cooperation with HOUSE & HOME. More winners will be published in upcoming issues.

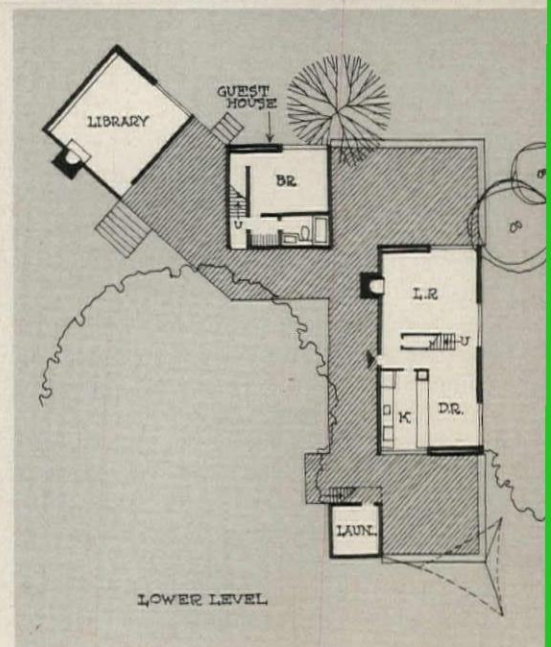


## FIRST HONOR AWARD

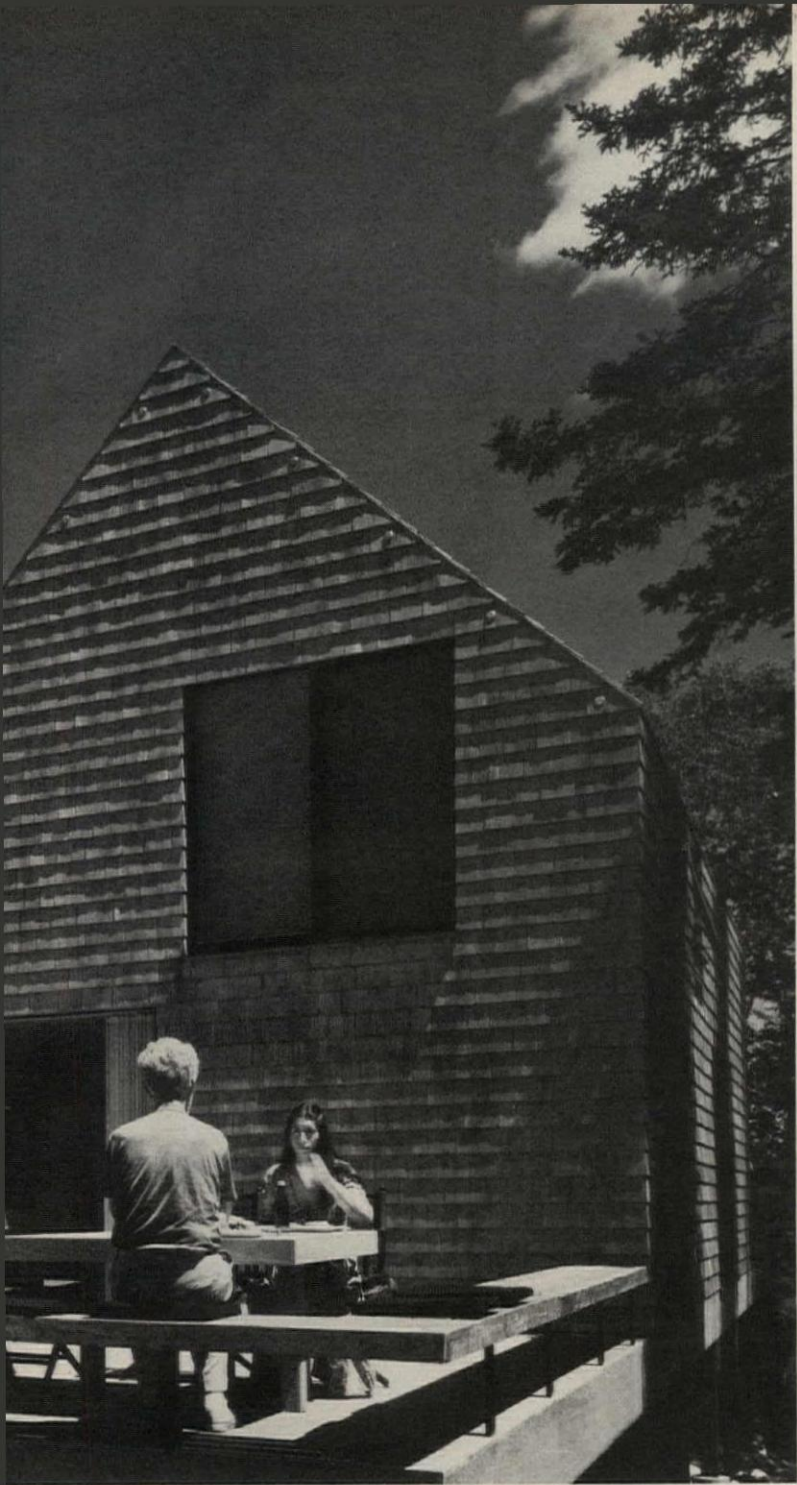
The main idea here is to let people—both the owners and their guests—get away from each other if they so desire. So although the indoor living area totals only 1,600 sq. ft., it is divided into four unconnected structures. They are set at angles to each other on a large deck, creating semi-private outdoor living spaces that also can be used for group activities.

The overall effect is of a miniature New England village—an effect that's heightened by the almost Colonial shapes of the structures and by the shingle siding. So although this is a highly contemporary house, it has a familiar, traditional feeling—a concept which the judges praised highly.

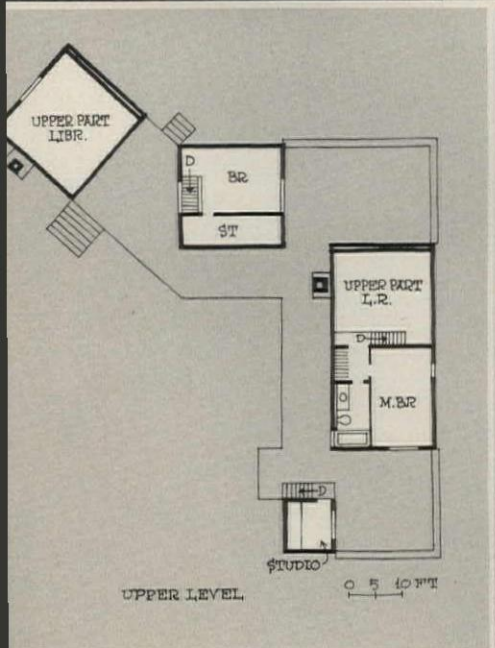
*Architect: Edward Larrabee Barnes FAIA.  
Builder: Horace Bucklin. Location: Mt. Desert Island, Maine.*








PHOTOS: DAVID FRANZEN





 **AWARD OF MERIT**

The judges gave this winner high marks for its original design and well-zoned floor plan. Yet, to keep construction costs as low as possible, most of the 2,200-sq.-ft. house is based on a standard 12'x12' framing module.

All the major living areas are formed from combinations of the module. Just how well this works can be seen in the photo at right where the module is clearly shown.

The modules are wrapped around an 8'x36' core that houses bathrooms, stairs and mechanical spaces and also contains the plumbing shaft for the kitchen sink.


To reduce costs even further, decks on the middle and upper levels were constructed by bridging between the modules. So no additional footings or columns were needed.

Construction costs were \$25 per sq. ft., a figure that the jury called "highly significant."

*Architect: Booth & Nagle. Builder: Phil Gregersen. Owner: the Rev. and Mrs. George Magnuson. Location: Vashon Island, Wash.*



PHOTOS: CHRISTIAN STAUB

 **AWARD OF MERIT**

This no-frills house, designed to look like an old barn, is constructed economically with post-and-beam framing, diagonal bracing (used almost as decoration) and board siding. There's also very little interior partitioning, which has the added benefit of making the small (950-sq.-ft.) house seem a lot more spacious than it is.

The old-barn look, which the judges liked because it complements the site, is strengthened by the sleeping loft and by the rough board fence that screens the open side of the deck.

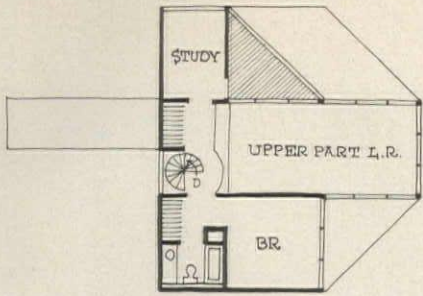
Some other cost-saving ideas: Wiring is surface mounted, a ladder instead of stairs is used to reach the loft and the study (*see plan*) is closed off from the rest of the living area by sliding doors built of wood boards.

*Architect: Donald Jacobs AIA. Builder: Jay D. Baker. Owner: Clark Goecker. Location: The Sea Ranch, Calif.*

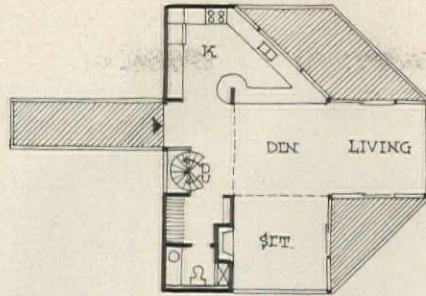
PHOTOS: MERG ROSS



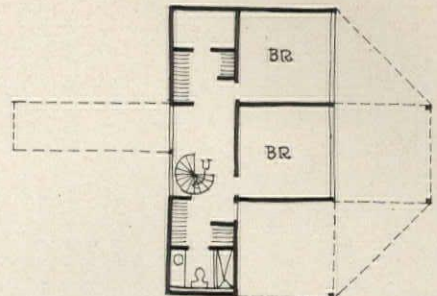




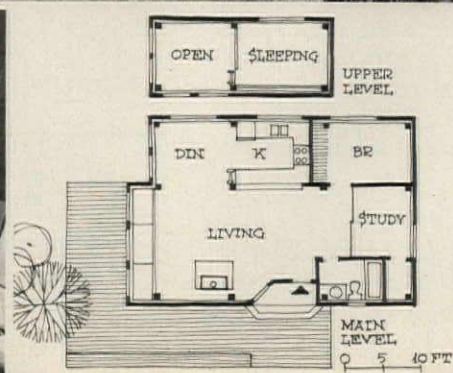
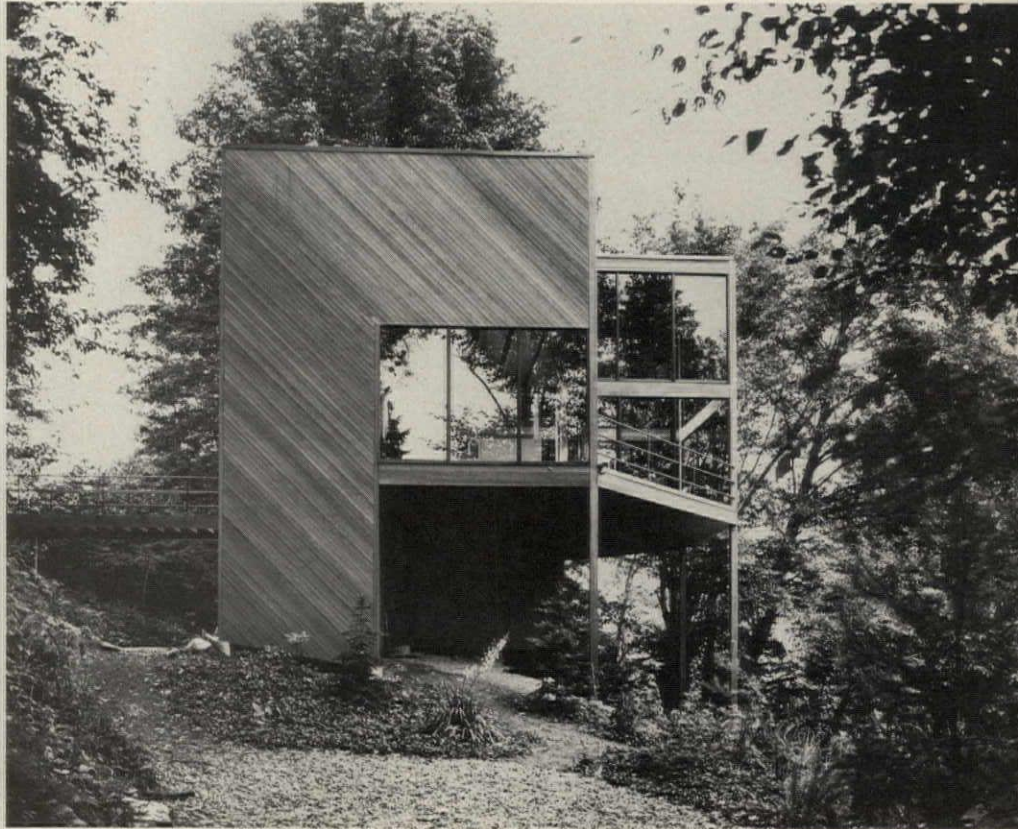
THIRD LEVEL



SECOND LEVEL

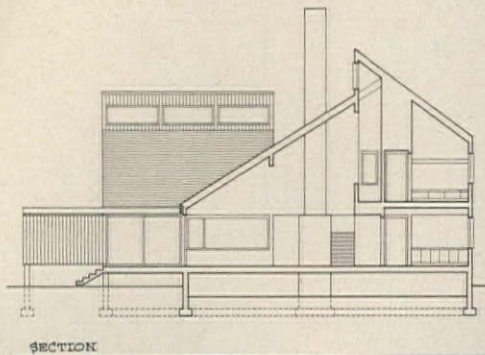


FIRST LEVEL





PHOTOS: GEORGE CSERNA



SECTION



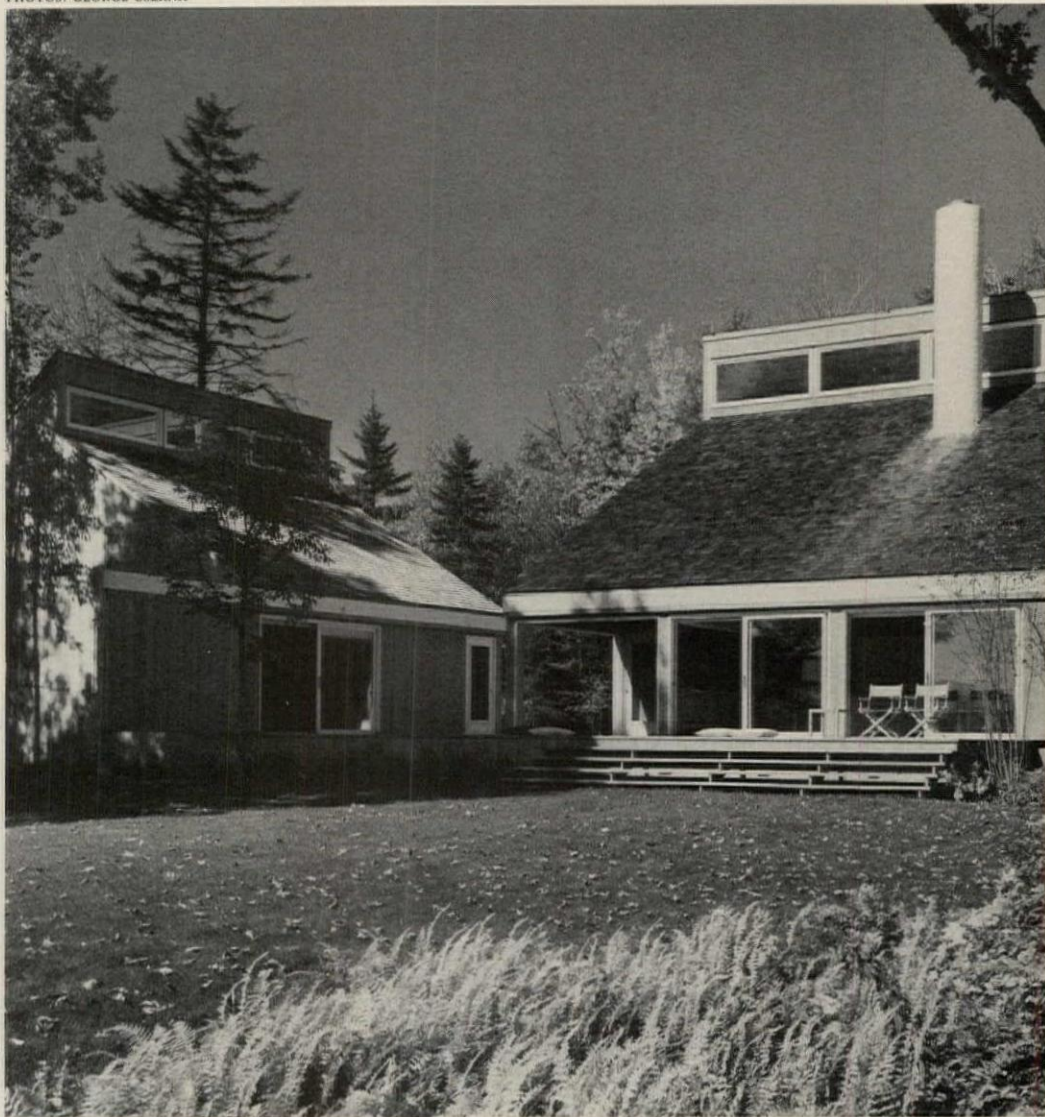
**AWARD OF MERIT**

Even in a vacation house of this size—3,500 sq. ft.—it's not easy to sleep 16 people and provide for total isolation of teenage children's activities from adult living areas. Here, both requirements are met.

Upstairs bedrooms, designed as bunk rooms, sleep four people each. Clerestory windows add needed height to these rooms and also help light up the center of the house (*lower photo, facing page*). There are also two conventional bedrooms on the first floor.

The separate teenage hangout (*top photo, facing page*) is a two-level adjunct to the garage (*see plan*). This building repeats both the shape and the window detailing of the main house, a consistency that the judges praised. They also liked the traditional look of what is essentially a contemporary house.

*Architect: Hobart Betts. Builder: MacDonald & Swan. Landscape architect: Terrence J. Boyle. Owner: H. L. Shepard III. Location: Londonderry, Vt.*



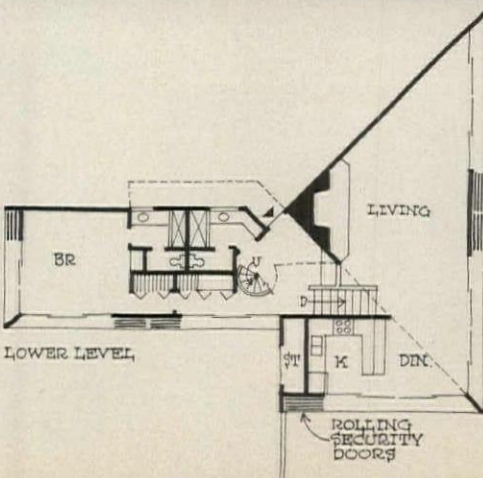
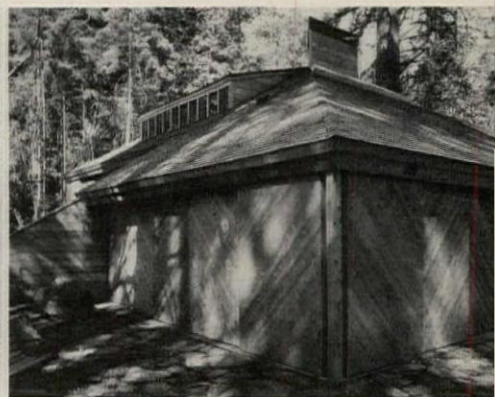
**AWARD OF MERIT**

This is a casual house that the jury liked because it's tied so closely to the land. It changes levels with the sloping site, and, as one juror remarked, its roof and walls "seem to grow out of the ground."

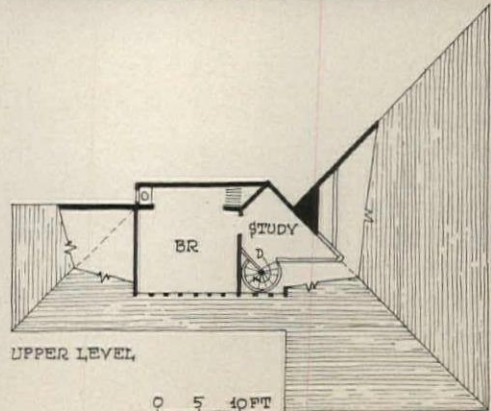
The lowest and largest level of the 1,712-sq.-ft. house was planned as an entertainment center that would be wide open to light and views; hence the glass walls that wrap around the living room, dining area and kitchen.

But all that glass would have posed a security problem during the owner's absence. So the architect designed rolling barn-type doors that can be bolted shut (*center photo*) when the house is not occupied. The hip roof shape accommodates the doors. As a further deterrent to vandalism, windows in the upper-story bedroom are made of unbreakable plastic.

*Architect: Kirby Ward Fitzpatrick. Builder: H. S. Meinberger & Son. Landscape architect: Jonathan Herr & Associates AILA. Owner: Byron R. Meyer. Location, Napa Valley, Calif.*



LOWER LEVEL

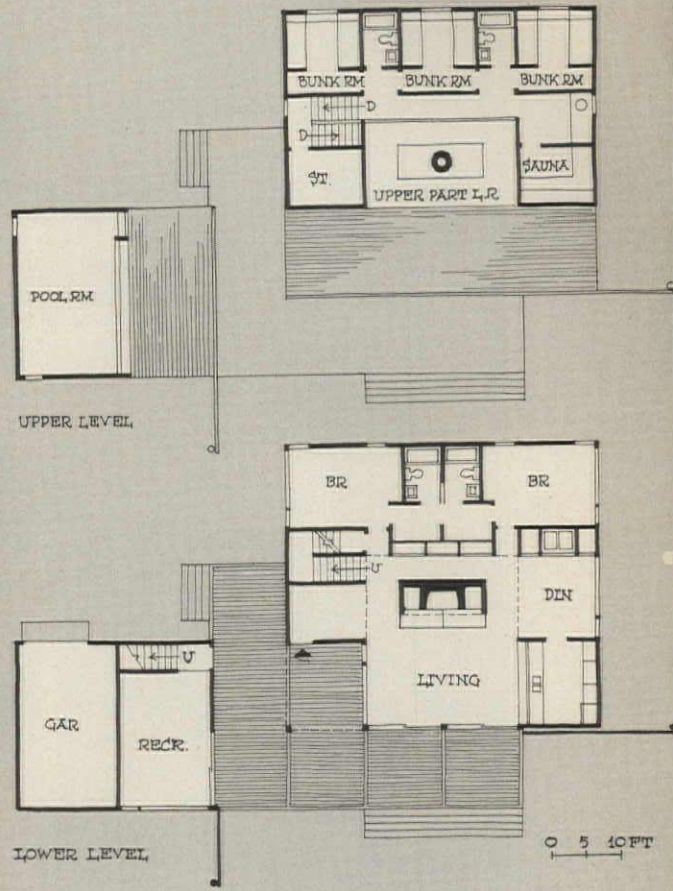
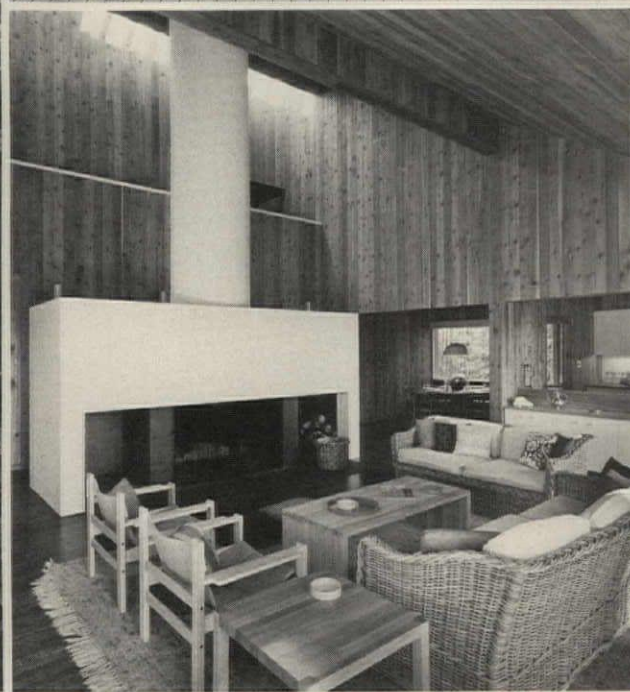


UPPER LEVEL

0 5 10 FT

ROLLING SECURITY DOORS

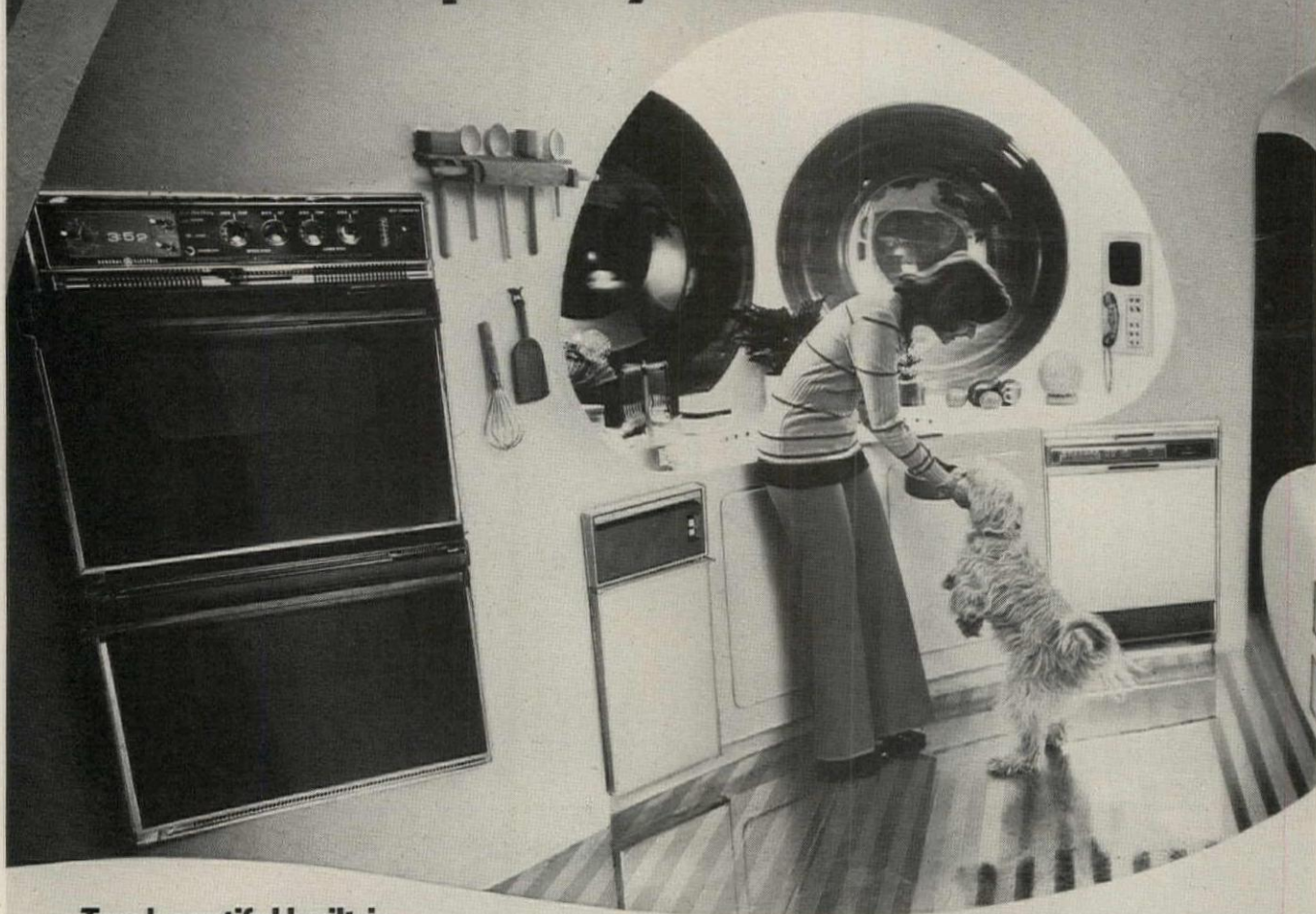




PHOTOS: TIM BAIL & FRED LYON



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## For the luxury look in bathrooms, check out these new products

Product selection is just as important as planning and design if you want to come up with bathrooms that make a hit with today's homebuyer. And there's plenty to select from. Manufacturer research and design departments are constantly working to bring out innovative yet practical products that will add sales appeal to your housing. Here and on the following pages is a wide range of bathroom equipment and fixtures for your consideration. Take the room setting above, for example. It includes three contemporary fixtures—a sink and a wall-hung bidet and toilet—that come in solid colors plus "bi-color" combinations (white interior surfaces with contrasting exteriors). Also shown: polished-chrome accessories and fittings, a ceramic tile soaking tub and other ceramic tile patterns on the floor and wall.

All products pictured are available from Amsterdam Tile, New York City (Circle 200 on reader service card).

### PRODUCT INDEX

100	Bathrooms	107	Bathrooms	112	Furniture
105	Bathrooms	108	Flooring	114	Furniture
106	Bathrooms	110	Flooring	116	Tools & equipment





Three-mirror cabinet ensemble, "Capri" (left), consists of two surface-mounted storage units flanking a stationary center mirror. Unit has heavy-gauge steel body with baked silver or gold enamel finish. Triangle, Chicago. CIRCLE 203 ON READER SERVICE CARD

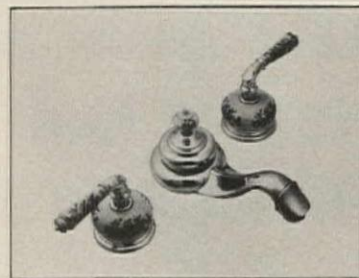


"Wellworth Water-Guard" toilet (right) uses only 3½ gals. of water per flush—less than conventional units. Toilet with an elongated or round front bowl is available in wide choice of colors. Kohler, Kohler, Wis. CIRCLE 204 ON READER SERVICE CARD

Soft cushioned bathtub (right) provides comfort and safety. Constructed of closed-cell vinyl foam sandwiched between a rigid fiber glass form and a resilient vinyl covering, tub is available in a variety of shapes. The cushioning also serves as a thermal insulator. Cosieff, Jonesville, S.C. CIRCLE 205 ON READER SERVICE CARD



Shampoo lavatory, "Carousel" (above), has deep basin and special fitting with swing spout and spray hose. Enameled cast iron, self-rimming unit will not burn and is stain and scratch resistant. Eljer, Pittsburgh, Pa. CIRCLE 206 ON READER SERVICE CARD



Widespread lavatory set, "Verona" (above), is part of the Grand Tour Collection. Styled in Limoges porcelain and brass, series includes 4" lavatory centersets, shower sets, tub sets and tub/shower combinations. Artistic Brass, Los Angeles. CIRCLE 207 ON READER SERVICE CARD



Traditionally styled cabinets, "Louvre" (left), feature louver doors and distinctive door and drawer hardware. White-finished modular units with rigid mortised and tenoned frames, come in a variety of styles and sizes including wall-hung, medicine cabinets. Brammer, Davenport, Iowa. CIRCLE 208 ON READER SERVICE CARD

Thermostatic lav faucet, "Grohmix" (above), provides exact water temperature. The right-hand valve controls temperature and the left, water flow. Safety features include a stop button that must be pushed to set temperature over 100° and an automatic anti-scald shut-off. Grohe, Elk Grove Village, Ill. CIRCLE 209 ON READER SERVICE CARD



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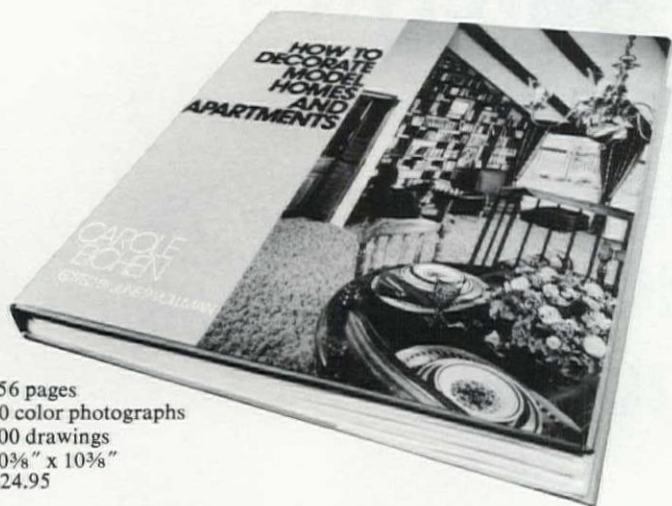
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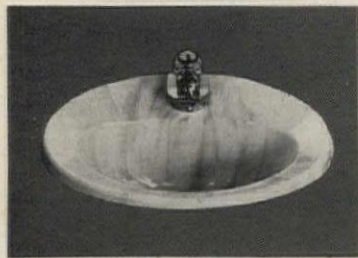
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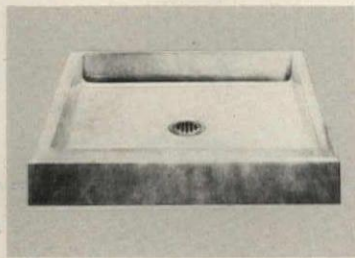


Modular bathroom accessories (above) are offered in four colors. "Quadrat" line includes soap dishes, towel bars and mirrors. Items attach to any-type surface. Hammarplast, New York City. CIRCLE 211 ON READER SERVICE CARD

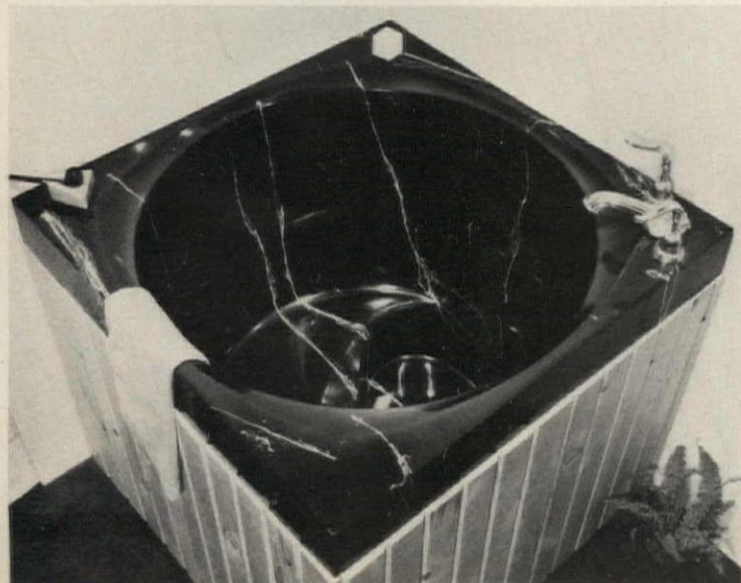
Easy-to-install shower base, Marble-mold® (below), has a one-piece design. Non-porous lightweight base won't leak, stain or crack and features a skid-resistant surface. Kinkead, Chicago. CIRCLE 212 ON READER SERVICE CARD



Drop-in oval lavatory bowl (above) is molded of synthetic marble. Choice of single or double faucet controls is offered. Durable lavatory is 20½" wide, 17" deep. Bradley, Menomonee Falls, Wis. CIRCLE 213 ON READER SERVICE CARD



Soaking tub of cultured marble (below) is for bathing in seated position. Oriental-style tub can be floor mounted or recessed. Whirlpool attachment is available. Building Research, Westville, N.J. CIRCLE 214 ON READER SERVICE CARD



Oak vanity, "Madison" (above), is a space-saving corner unit. Durable finish is oven cured. Hinges are self-closing and drawers open and close quietly. Frame is solid oak. Excel, Lakewood, N.J. CIRCLE 215 ON READER SERVICE CARD



Handshower package, "Tract Pack" (right), includes "Pulsation" handshower, 59" vinyl hose, diverter and adhesive-backed hanger. Unit installs without drilling or special tools. Moen, Elyria, Ohio. CIRCLE 216 ON READER SERVICE CARD



Fiber glass shower enclosure, "Showerwal" (above), requires little maintenance. Panels can be installed over existing tile without cutting, fitting or mitering. Swan, St. Louis, Mo. CIRCLE 217 ON READER SERVICE CARD



PRODUCTS/BATHROOMS



**Lavatory/vanity top, "Decora" (left)**, is molded in one piece of easy-to-maintain vitreous china. Available in two sizes, the unit features a deep bowl, wide ledge, a concealed overflow drain and an anti-splash rim. Borg Warner, Mansfield, Ohio. CIRCLE 218 ON READER SERVICE CARD

**Mirrored tub enclosure, "Biscayne" (below)**, fits standard 5' tubs. Unit is available with one panel of tempered mirror and one of tempered glass as shown or both panels of mirror. Diston, Shower Shield, Hialeah, Fla. CIRCLE 219 ON READER SERVICE CARD



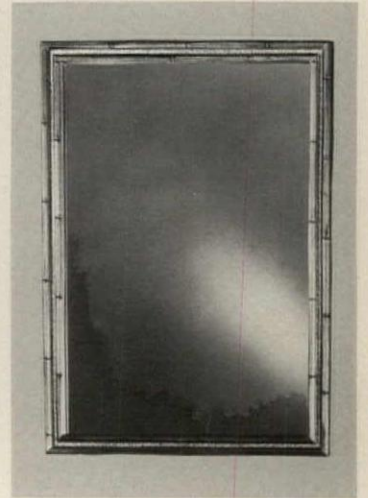
**Water-saving toilet (above)** uses only two quarts of water per flush. The easy-to-install pushbutton unit constructed of vitreous china operates on a combination of compressed air and water pressure. Flush cycle is 12-18 seconds. Microphor, Willits, Calif. CIRCLE 221 ON READER SERVICE CARD



**Contemporary lavatory faucet (above)** is a single-handle low-maintenance unit with a patented self-contained removable cartridge. Valve utilizes three ceramic discs to make it drip free. Elkay, Broadview, Ill. CIRCLE 222 ON READER SERVICE CARD



**Bathroom mirror, "Maui" (right)**, with a contemporary bamboo-design frame, is available with or without a cabinet. Mirror alone measures 17"x24". With a cabinet the unit fits into a 14"x18"x3 1/2" rough opening. Williams, Leigh Products, Elkhart, Ind. CIRCLE 223 ON READER SERVICE CARD



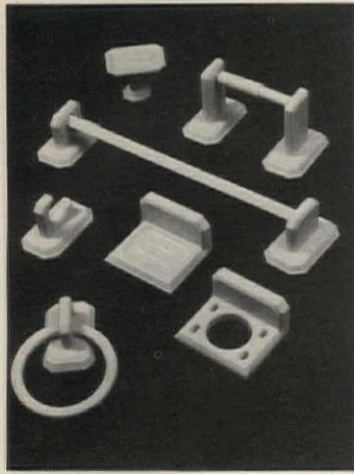
**French provincial-style vanity (above)** is finished in gold and white to blend with any decor. Solidly built modular cabinets come in a variety of door and drawer models. Long-Bell, International Paper, Portland, Ore. CIRCLE 220 ON READER SERVICE CARD



**Leakproof pivot-type shower door for 24" to 26" entrances (above)** uses die-cast aluminum pivots. A two-part vinyl wiper system prevents leakage. Frames are available in gold or clear anodized aluminum. Howmet, Greenwich, Conn. CIRCLE 224 ON READER SERVICE CARD

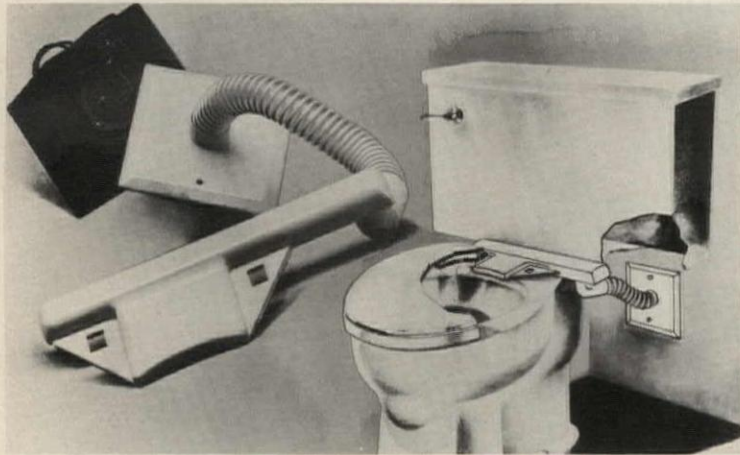


PRODUCTS/BATHROOMS



Marble-look bath accessories (left) are made of durable Du Pont "Corian". Line includes towel bars and rings, toothbrush/tumbler holders, soap dishes, tissue containers and garment hooks. Lynbrook Original Designs, Lynbrook, N.Y. CIRCLE 225 ON READER SERVICE CARD

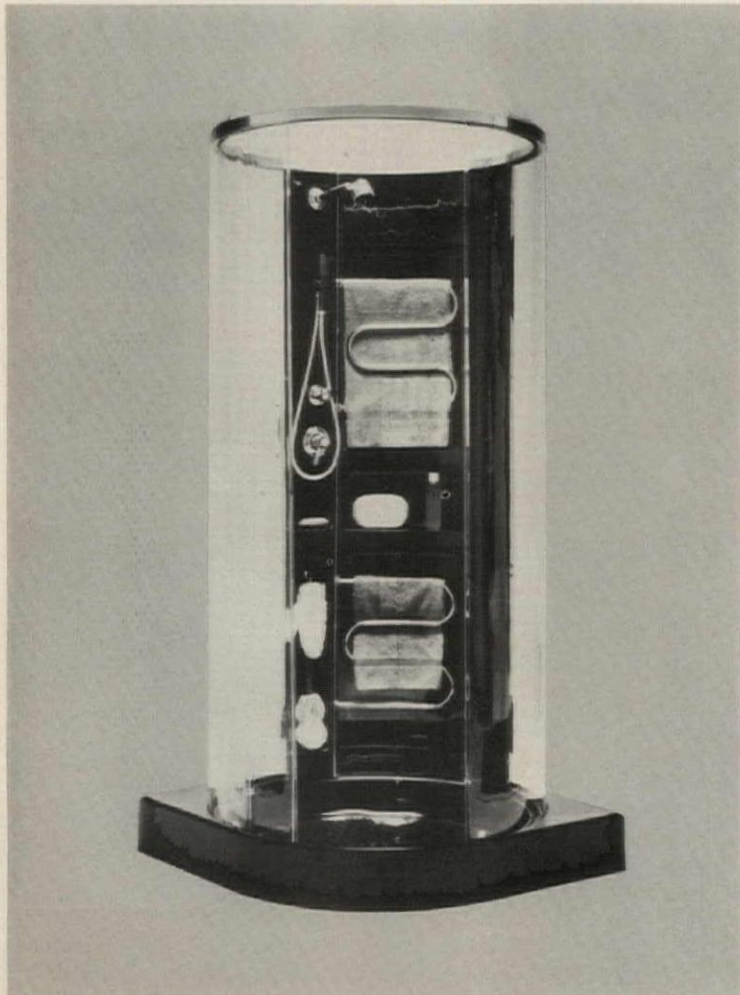
Toilet "Defumer" (below) removes objectionable odors at the source. Motor and fan in a steel housing are mounted in the wall space behind toilet and vented through 2" PVC pipe. Quiet-operating, easy-to-install unit has a short exhaust cycle. Nielco, Murray, Utah. CIRCLE 226 ON READER SERVICE CARD



Sculptured wall panels (left) for tub surrounds, showers and decorative applications feature three-dimensional designs. Easy-to-install marble-like panels have high-gloss surface. Gruber, North Hollywood, Calif. CIRCLE 228 ON READER SERVICE CARD



Vitreous china lavatory and counter top, "Aladdin" (below), fits standard 24"x21" KD cabinet. Unit, fabricated in one piece, features large bowl with rounded edges. Easy-to-clean lav is available in variety of colors. American Standard, New Brunswick, N.J. CIRCLE 229 ON READER SERVICE CARD



Luxury circular shower, "2001" (above), is of durable transparent plastic. Unit has fiber glass back-and-base assembly in a choice of bold colors. Hot water pipe doubles as a towel warmer and holder. Hastings Tile, New York City. CIRCLE 227 ON READER SERVICE CARD



Traditionally styled bath cabinet, "Avanta" (above), has oval mirror door formed into relief framing. Mounting bracket gives firm support to the plate mirrored door. Unit is finished in antique gold. NuTone, Scovill, Cincinnati. CIRCLE 230 ON READER SERVICE CARD

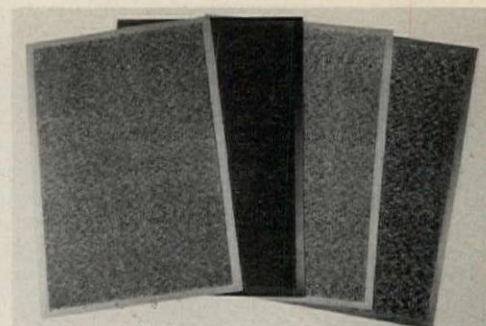
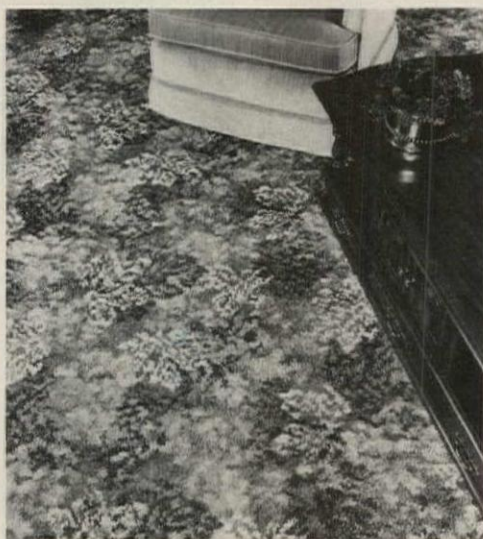




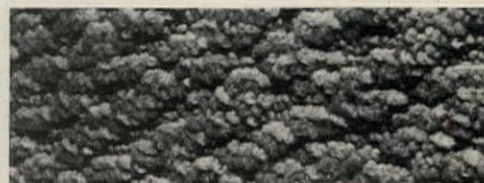
**Prefinished wood flooring, "Cabin Strip" (above),** is made from  $\frac{3}{4}$ "x $2\frac{1}{4}$ " random-length pieces. Floorcovering can be installed over any type sub-floor, and features heavy side bevells. Memphis Hardwood, Memphis, Tenn. CIRCLE 245 ON READER SERVICE CARD

**Saxony plush nylon carpet, "Autumn Leaves" (right),** features a combination of six shades. Pattern is created by a programmed tufting process, "Spectramatic System." Available in natural and bold colors, carpet sells for \$9.95 per sq. yd. Alexander Smith, Amsterdam, N.Y. CIRCLE 246 ON READER SERVICE CARD

**Printed carpet tufted of Anso® soil-hiding nylon, "Georgetown" (below),** has the look of weathered brick. Carpet with a foam rubber backing is available in a choice of colorways and sells for about \$9 a sq. yd. Robertson, New York City. CIRCLE 247 ON READER SERVICE CARD



**Anti-static mats, "Stat-Zaps" (above),** are made of anti-static conductive nylon filament face yarn and "Synzap," an electro-conductive non-woven fabric. Mats, available in various sizes, have vinyl backing. Crown, Fremont, Ohio. CIRCLE 248 ON READER SERVICE CARD



**Multi-toned carpet, "Dazzle" (above),** has textured pattern achieved in the tufting process. Constructed of 100% heat-set nylon, the durable, high-density floorcovering is available in ten colorways. Highly resilient carpet is economically priced. Walter, City of Industry, Calif. CIRCLE 249 ON READER SERVICE CARD



**Crushed-velvet-look carpet, "Our Star" (above),** is tufted of "Duolon" nylon and polyester fiber blend. Subtle cross shading and texturing produce the pattern. Carpet is available in 16 colorations and retails for approximately \$11.50 a sq. yd. Firth Carpet, Amsterdam, N.Y. CIRCLE 250 ON READER SERVICE CARD



**Smooth-surfaced vinyl asbestos tiles, "Dazzlers" (above),** are suited for use in any area of the house. Available with regular or self-adhering backs, 12"x12"x $\frac{1}{16}$ " tiles come in seven colors. Flooring may be effectively used as an accent such as the feature strip shown. Kentile, Brooklyn, N.Y. CIRCLE 251 ON READER SERVICE CARD



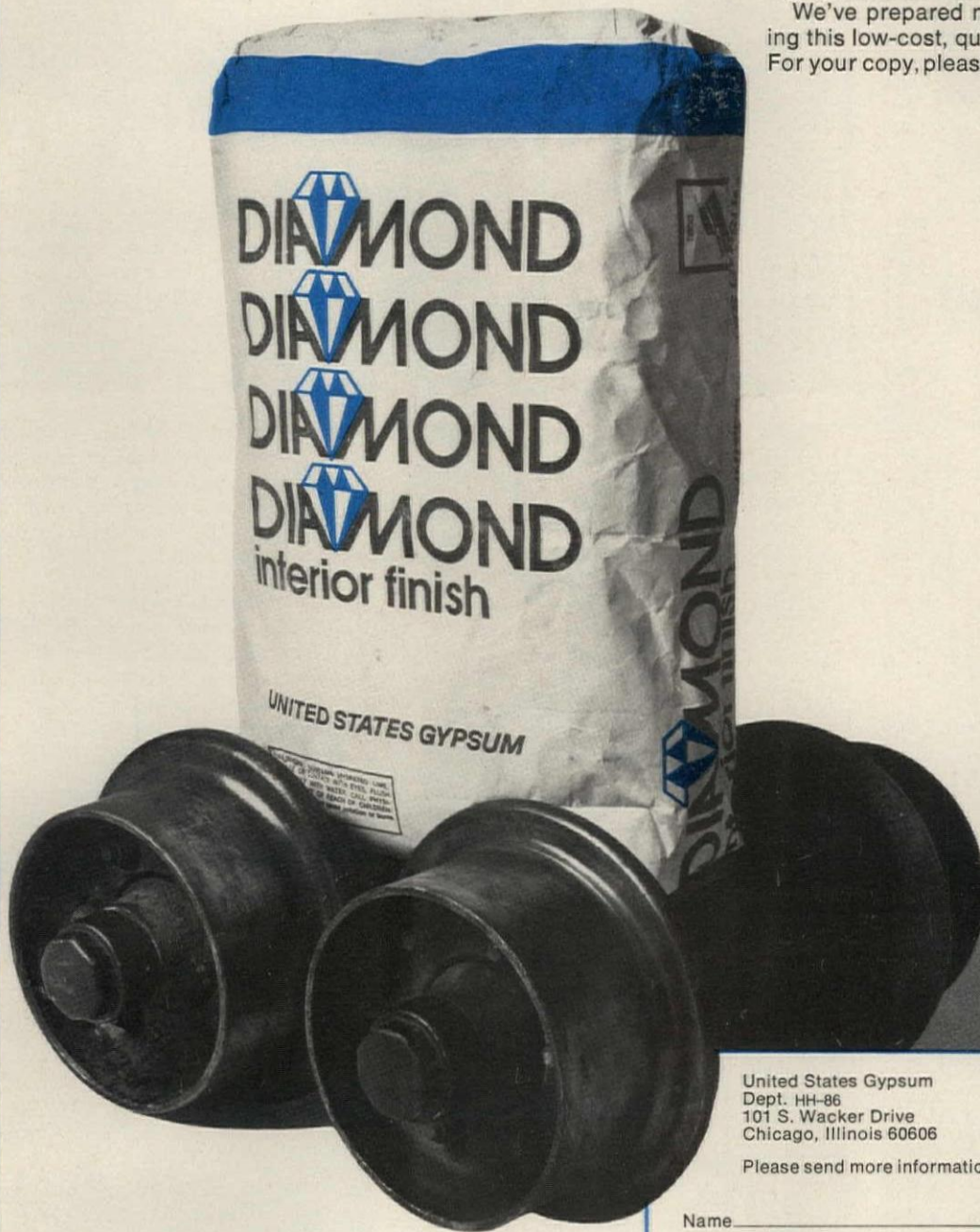


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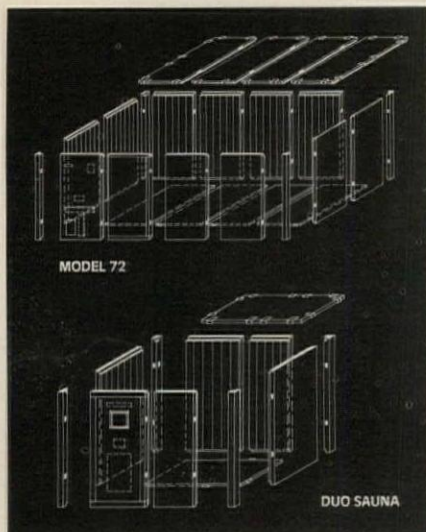
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**Hardwood parquet flooring, "Fontainebleau"** (above), is a traditional teak pattern surrounded by a double picket. Easy-to-maintain, durable flooring is resistant to termites, vermin, dry rot and decay. Bangkok, Philadelphia, Pa. CIRCLE 252 ON READER SERVICE CARD



**Ceramic mosaic tile line** (left) has been expanded to include three earth-tone colors: black-brown, beige and gold. Unglazed tiles are frostproof and impervious to wear. Suitable for walls and floors indoors or out, tiles come in a variety of shapes. American Olean Tile, Lansdale, Pa. CIRCLE 253 ON READER SERVICE CARD

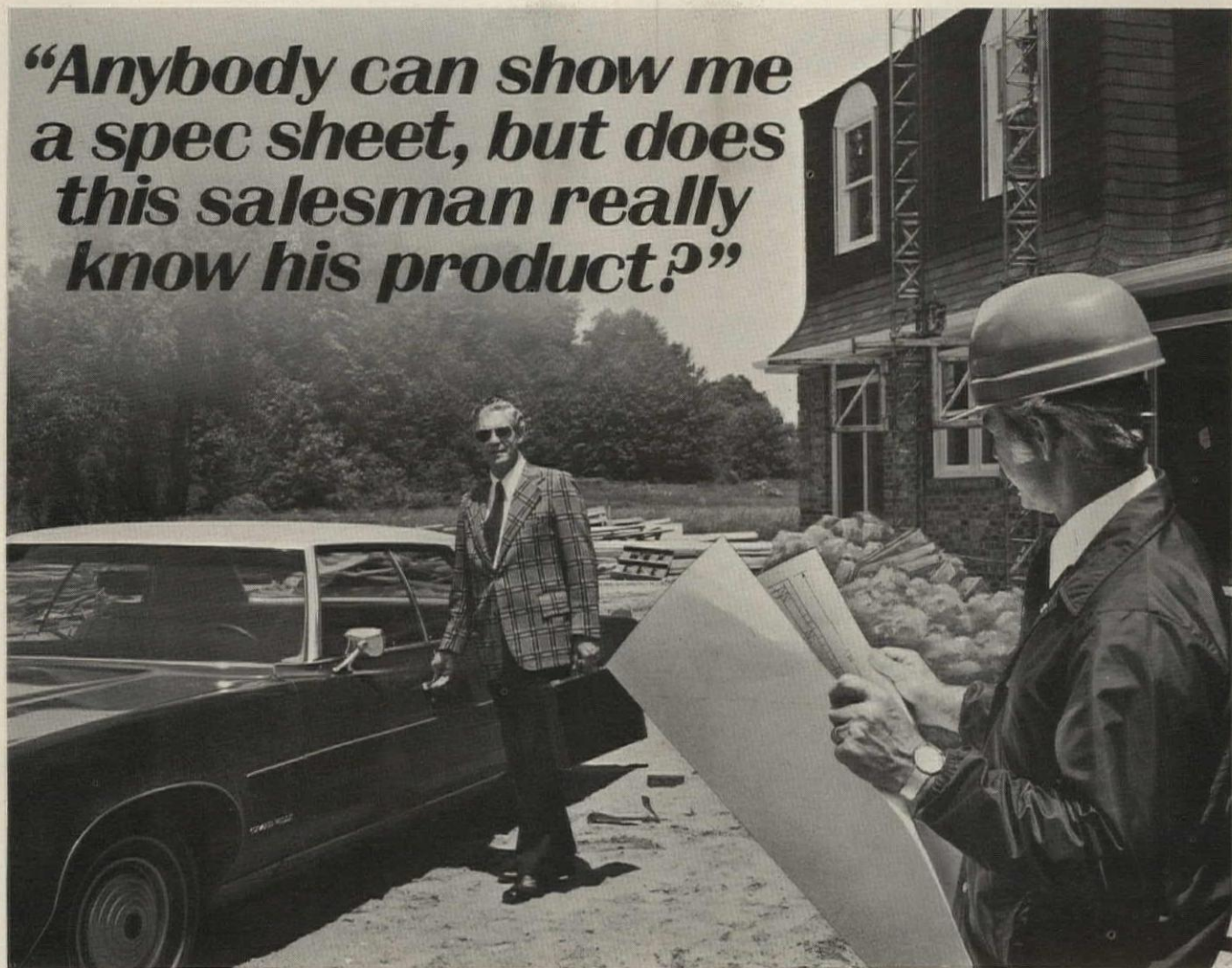
**Resilient flooring, "Trinatta"** (right), is an elastomeric material that simulates the look of wood. A system of interlocking pieces forms the parquet pattern. Flooring has polymeric top coat. 3M Company, St. Paul, Minn. CIRCLE 254 ON READER SERVICE CARD

**Cut-and-loop plush carpet, "Image"** (below), is densely constructed of multitoned continuous-filament DuPont nylon. Fabric is treated with "ZEPEL" for soil resistance. Available in 15 colorways, floorcovering retails for approximately \$9.95 a sq. yd. Masland, Carlisle, Pa. CIRCLE 255 ON READER SERVICE CARD





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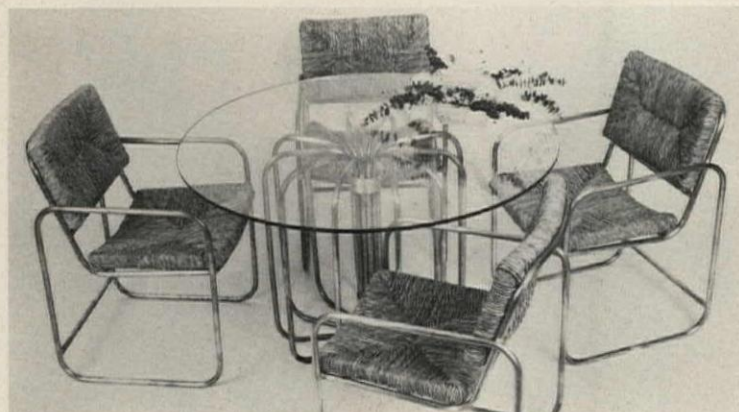
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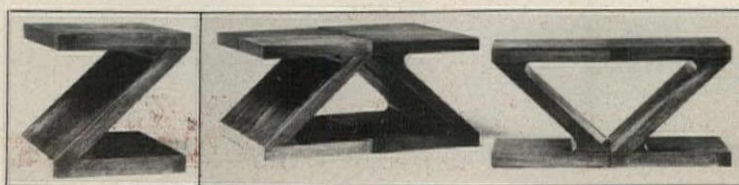
Natural redwood lawn furniture line includes the chaise, club chairs and tables shown above, a settee, barbecue set and round umbrella table. Cushions are heavy-duty vinyl. Calder, Lancaster, Pa. CIRCLE 231 ON READER SERVICE CARD

Contemporary dining group, "Terra Country" (below), has a natural look. Chairs have seats and backs woven of Haitian sea grass. Bases are bronze, left to age naturally. Terra, South El Monte, Calif. CIRCLE 232 ON READER SERVICE CARD



"Manchester" seating group (above), designed by Dewey Hodgdon, consists of a lounge chair and a sofa in three sizes. Fully upholstered furniture is characterized by inward curving arms enclosing a tight seat. Helikon, New York City. CIRCLE 235 ON READER SERVICE CARD

Contemporary bar (left) comes in the cane material shown or in white. Seats of the stools can be cane, white or saddle vinyl. Bar top is easy-to-clean melamine. Cosco, Columbus, Ind. CIRCLE 236 ON READER SERVICE CARD



"Multi" series "Z" tables used singly (above left) or in multiples (above right) provide a wide range of design possibilities. Ash units are finished in oak or walnut. David-Edwards, Baltimore, Md. CIRCLE 233 ON READER SERVICE CARD

Garden furniture, "Nonchalance" (below), combines traditional design and modern materials. Chair legs are nylon-coated steel, seats and backs are polyethylene. Allibert, New York City. CIRCLE 234 ON READER SERVICE CARD

Bentwood-style rocker, "Vienna" (right), is formed of steam-bent solid ash with a natural satin lacquer finish. Seat and back are handcaned with natural cane. Stendig, New York City. CIRCLE 237 ON READER SERVICE CARD



Versatile cabinet, "Chalet" (below), is a bathroom unit put to use in the nursery. White wicker-style door panel inserts can be painted or covered as shown. United Cabinet, Jasper, Ind. CIRCLE 238 ON READER SERVICE CARD





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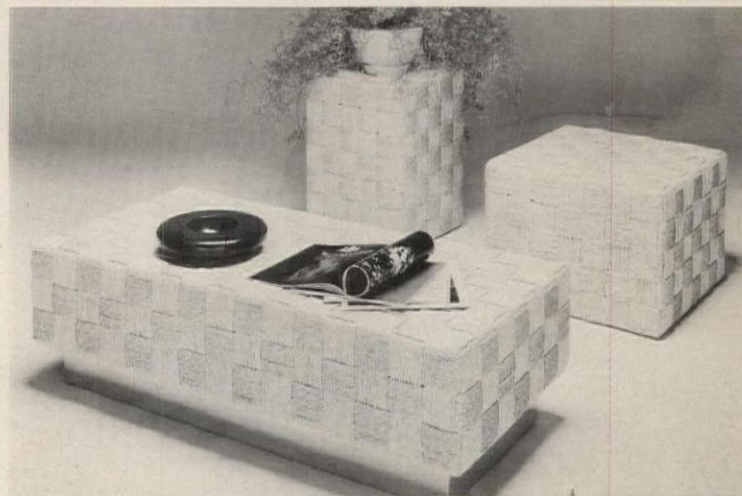
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## PRODUCTS/FURNITURE

"Satellite" modular seating group includes an armchair with upholstered arms (right), one with tubular arms, double and triple seat units and a single seater plus table. Seating units are one-piece serpentine plywood shells with 2" polyfoam padding and vinyl or fabric upholstery. Table surfaces are melamine laminate. B. Brody, Chicago. CIRCLE 239 ON READER SERVICE CARD



Versatile "Cottage Cubes" (below) are handwoven "Latania," a textured, natural-color fiber from the Caribbean. Units with solid wood frames come in eight sizes and shapes. Probbler, Fall River, Mass. CIRCLE 240 ON READER SERVICE CARD



Modular seating system, "567" (above), may be used in single or double units or groups in conventional and nontraditional arrangements. Offered with or without arms, units have metal frames and polyurethane padding. Atelier, New York City. CIRCLE 241 ON READER SERVICE CARD





"Maui" hide-a-bed sofa (above) features rattan arms and natural-shade upholstery. Loose-cushion unit has a compact mechanism which reduces seating height by 11%. Simmons, Atlanta, Ga. CIRCLE 242 ON READER SERVICE CARD

"Circa" leisure furniture (below) is designed for use where space is limited. The adjustable-back chair is contoured to provide comfort for dining or lounging. Brown-Jordon, El Monte, Calif. CIRCLE 243 ON READER SERVICE CARD



Pillow furniture (above) provides an informal, contemporary and inexpensive answer to furnishing needs. Available in a wide range of styles and shapes, pillow furniture can be custom designed to individual specifications. Pillow Furniture, New York City. CIRCLE 244 ON READER SERVICE CARD

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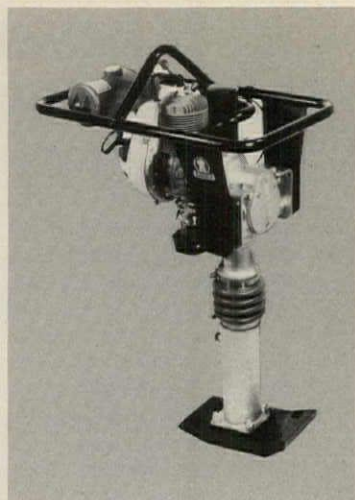
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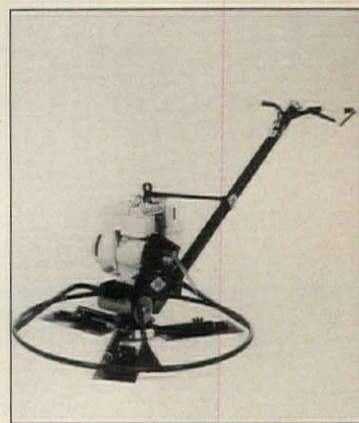


**Rammer-type compactor**, "GVR 75Y" (above), can be used in narrow trenches and confined areas. Unit is powered by a 3hp gasoline engine. A 6" shoe is standard. A narrow 4" shoe with 18" extension is optional. Wacker, Milwaukee. CIRCLE 260 ON READER SERVICE CARD

**Small-base elevator stilts** (left) give workers additional height. Lightweight aluminum stilts adjust from 6" to 26". Leg stirrups provide proper balance and have non-skid rubber pads on the bottoms. Goldblatt, Kansas City, Kans. CIRCLE 261 ON READER SERVICE CARD



**Walk-behind rotary tiller** (above) features a 5hp engine with an easy-spin recoil starter. Unit has adjustable tilling depth and row width to allow cultivating around trees and shrubs. International Harvester, Chicago. CIRCLE 264 ON READER SERVICE CARD



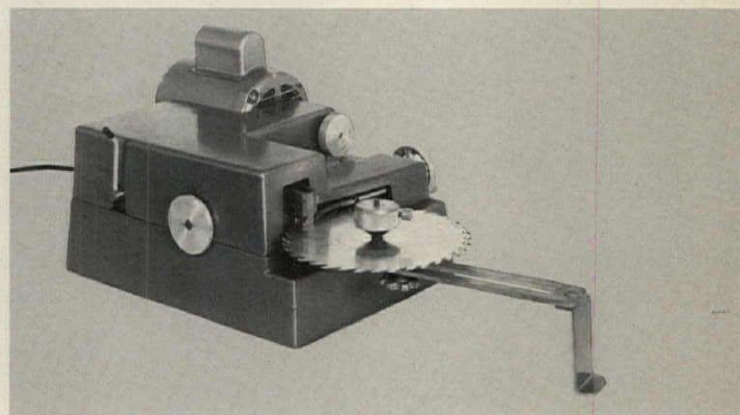
**Three-bladed 36" roto trowel** (right) finishes up to 7 sq. ft. per revolution. Unit has a long adjustable handle to suit the height of the operator and allow maneuverability. Stow, Binghamton, N.Y. CIRCLE 265 ON READER SERVICE CARD



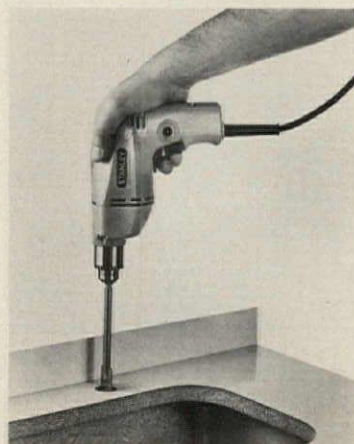
**Backhoe loader** "580 Construction King" (above), has a shock-absorbing unitized main frame. A componentized power train makes for easy servicing. Unit is equipped with a 14' standard backhoe. J.I. Case, Racine, Wis. CIRCLE 262 ON READER SERVICE CARD



**Electronic transit/level** (left) permits one man to take grade readings. A pulsing beam of light is projected from the instrument to an electronic grade indicator held at the point being measured. Omega, Manchester, N.H. CIRCLE 263 ON READER SERVICE CARD



**Automatic setter** for circular saw blades (above) increases the speed and uniformity of circular saw setting. Unit can handle saw blades from 4" to 24" in diameter and from .050 to .125 in thickness. Foley, Minneapolis. CIRCLE 266 ON READER SERVICE CARD



**Super-duty industrial drill** (left) is a small, lightweight unit with a permanent magnet motor for extra power. Built-in circuit breaker prevents motor burnout under overload conditions. Stanley Works, New Britain, Conn. CIRCLE 267 ON READER SERVICE CARD



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## Here's some useful information about bathroom products

The publications described below provide data on a variety of fixtures, fittings, tiles and accessories for new bathrooms and remodeling applications. Most of the literature is illustrated with four-color photographs; all can be ordered by circling the appropriate number on the reader service card on page 101.

**Bathroom design ideas** are highlighted in a 32-page brochure that shows how the mood of a bathroom can be changed without altering fixtures or layout. Six basic bathrooms are pictured in three different color schemes. For example, a bath with blue fixtures is shown 1) with blue tile, beige carpet and red/white/blue wallpaper, 2) with beige tile and blue/white/beige wallpaper and 3) with white wallcovering and blue tile. A source list for all the products shown and a sketch of each bathroom layout accompany the four-color photographs. Eljer, Pittsburgh, Pa. CIRCLE 300 ON READER SERVICE CARD.

**Bathroom products** for any style decor are shown in 40 pages. The booklet, which is illustrated with four-color photographs, describes a full line of fixtures plus faucets and

fittings. A color guide displays fifteen colors in which fixtures are available and gives suggestions for complementary floors, walls and accessories. Kohler, Kohler, Wis. CIRCLE 301 ON READER SERVICE CARD

**Humus toilet** information sheet describes an indoor unit for installations where there are no waste disposal or water supply facilities. Text and diagrams explain operation of the preassembled toilet and give installation instructions. Bio-Utility, Narberth, Pa. CIRCLE 302 ON READER SERVICE CARD

**Washroom accessories** are cataloged in 32 pages. Included are multipurpose stainless steel wash centers incorporating cabinets, mirrors, soap dispensers and other features. Modular wash centers for the handicapped are also described. Products are shown in black and white photographs. Bradley, Moorestown, N.J. CIRCLE 303 ON READER SERVICE CARD

**Traditional-style bathroom** furnishings are displayed in a 28-page catalog. Wood vanities in six styles are pictured in color. Also offered are cultured marble self-rimming bowls and matching countertops, decora-

tive mirrors, lights and medicine cabinets. Williams, Elkhart, Ind. CIRCLE 304 ON READER SERVICE CARD

**Fiber glass bath fixtures** are described in a four-color flyer. Low-maintenance tubs, tub/shower enclosures and shower modules are included. Text outlines installation procedures and gives information about construction. Kimstock, Santa Ana, Calif. CIRCLE 305 ON READER SERVICE CARD

**Sixty-six ceramic tile designs** are introduced in a package of seven flyers. Each shows representative tiles of a series and most include a photograph of a bathroom application. Solid, patterned and marble-look tiles are offered and many can be mixed and matched. An information sheet comes with the flyers. Agency Tile, Spring Valley, N.Y. CIRCLE 306 ON READER SERVICE CARD

**Faucet brochure** consists of six pages of color photographs plus text. The luxury line features slow-opening valve that controls water flow and simplifies mixing. Shower fittings shown include a handshower set. Grohe, Elk Grove Village, Ill. CIRCLE 307 ON READER SERVICE CARD

**Faucets** in a variety of styles are cataloged in a full-color brochure. Eight pages include single- and double-control models in brass, chrome and vitreous china. Operation of single-control faucet with only one permanently lubricated moving part is explained, as is construction of washerless double-control unit. Bradley Faucet, Menomonee Falls, Wis. CIRCLE 308 ON READER SERVICE CARD

**Bathroom cabinets**, including triple-mirror models, are the subject of a 12-page catalog. Early American and modern mirror designs are included in oval and rectangular configurations. Specs for surface- or recess-mounted cabinets accompany four-color photographs of each model. Miami-Carey, Monroe, Ohio. CIRCLE 309 ON READER SERVICE CARD

**Ceramic tile catalog** features a wide range of colors, textures and patterns. Most are appropriate for bathroom applications and all are shown in color. Installation procedures for pregrouted tile are explained and illustrated. Trim and accessories such as toothbrush and soap holders are pictured. U.S. Ceramic Tile, Canton, Ohio. CIRCLE 310 ON READER SERVICE CARD



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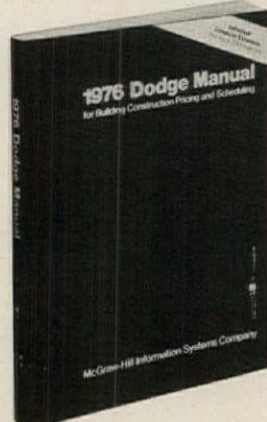
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