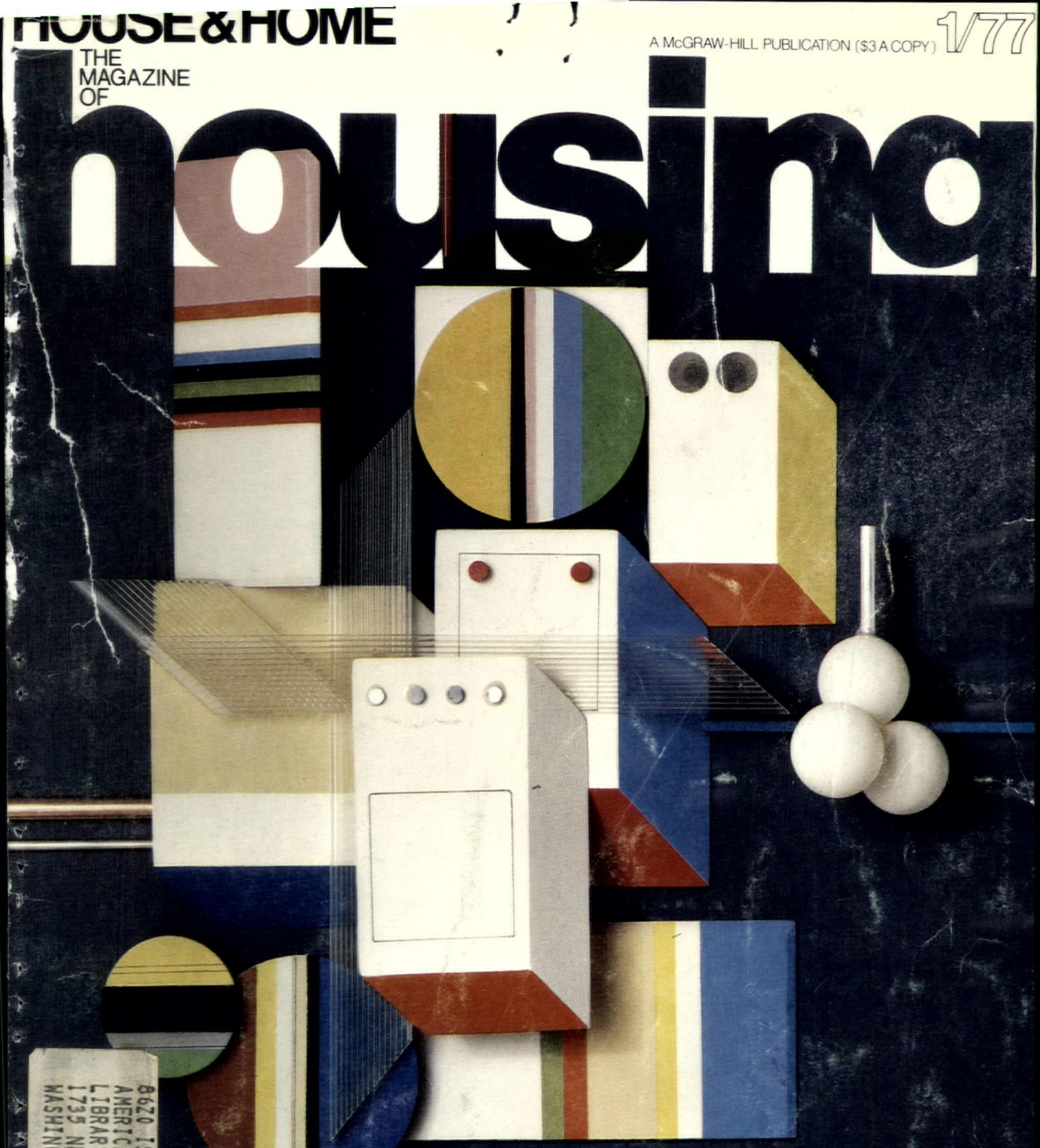
HOUSE&HOME
THE MAGAZINE OF
housing
A McGRAW-HILL PUBLICATION ($3 A COPY) 1/77



1977 PRODUCT PREVIEW

How to de-bug your floor plans

Big spaces in small houses

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The best thing about quarry tile is that it looks like this Kentile.

But the similarity ends there.

Kentile® is quieter and more comfortable underfoot. It's easier to install. And, in most installations, this Kentile Solid Vinyl Terresque™ costs less than quarry tile. It's easy to maintain, too.

Look closely. Terresque has the natural texture and kiln-formed coloring of quarry tile. Even the grouting is deep and true-to-life.

Heavy gauge, fire-resistant 9″ x 9″ Terresque comes in three earthen colors—adobe (shown below), terra cotta and desert red.

Suggest Terresque to your clients.

KENTILE

KENTILE FLOORS INC., Brooklyn, New York 11215

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HOUSE&HOME THE MAGAZINE OF **housing**

Volume 51 Number 1 / January 1977

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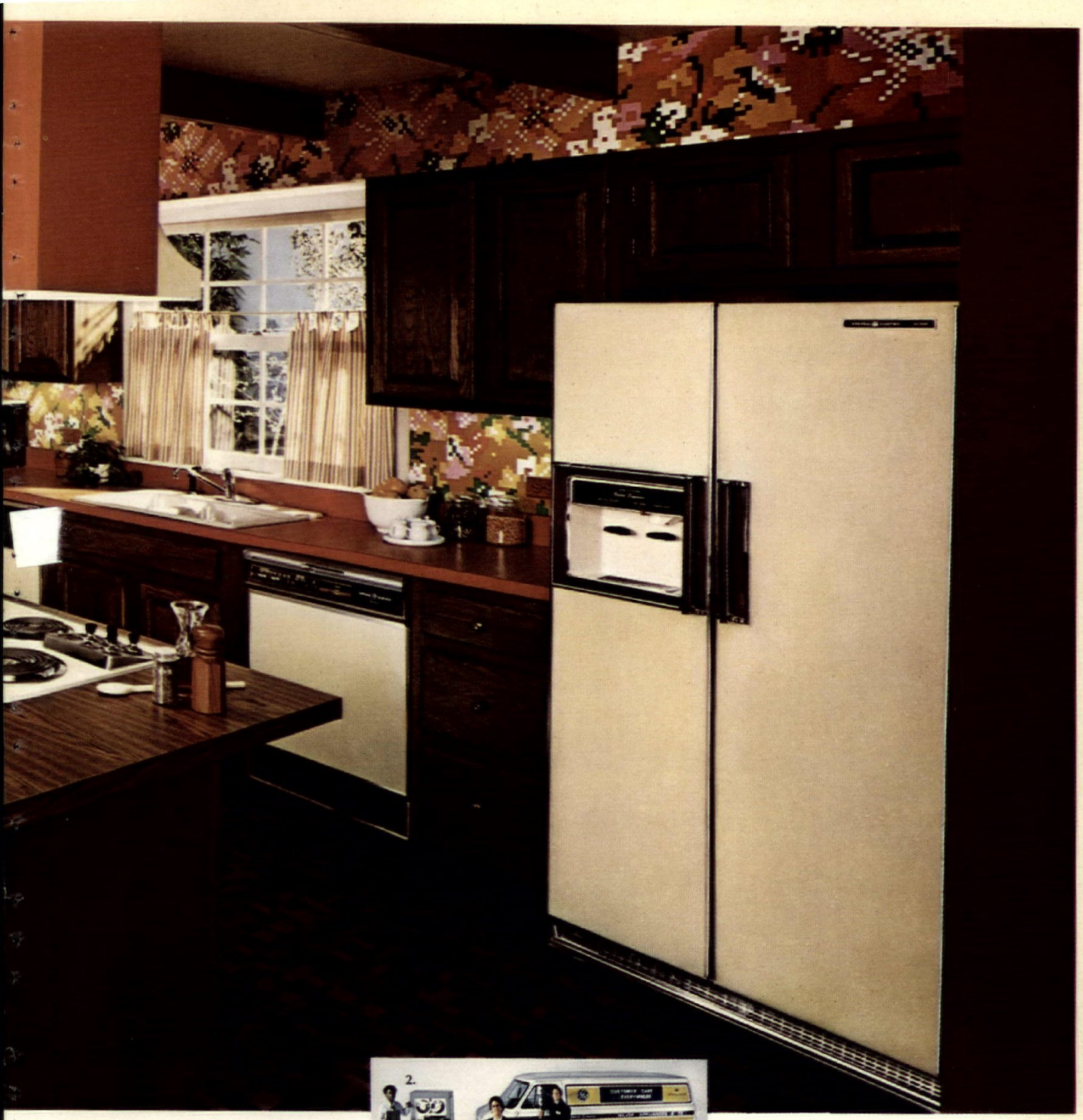
Only General Electric has everything it takes to make a kitchen like this possible.

A full line of products, our own experienced people, and a wide range of services.

Dramatic in appearance, outstanding in the innovative features of its full line of appliances, a GE kitchen like this is designed to impress every prospective customer who sees it. The Almond color shown here is only one of The New Naturals™ from General Electric. It is a kitchen calculated to turn lookers into buyers or tenants.

It takes a lot to put it together. And to that end, GE has a lot to offer you. In appliances. People. And services.



1. Nationwide Staff of Contract Sales Representatives. Our local GE representative knows your market. He coordinates and expedites our total builder program to meet your particular needs. You can reach him through your local GE Major Appliance Distributor.

2. On-Time Delivery. GE has 9 factories, 5 regional distribution centers and over 60 warehouses throughout the country to get your appliances to you when and where you need them. Our Contract Register keeps track of your order and updates your delivery requirements to keep them in phase with your project.

3. Technical and Merchandising Assistance. If you need it, GE's specialists will work with your engineers and architects to help with your heating and cooling needs. And our merchandising people can help develop programs to meet your sales or rental objectives.

4. Kitchen and Laundry Design. Our specialists are prepared to analyze your plan and suggest kitchen and laundry ideas based on your budget and space requirements.

5. Customer Care® Service. This means we have our own Factory Service Centers covering over 800 cities, and, in addition, there are more than 5,000 franchised servicers throughout the 48 contiguous states, Hawaii and D.C. Many are listed in the Yellow Pages.

Over 25 years of consistent service to builders.

GENERAL ELECTRIC

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Caradco wood casement windows save enough in energy to buy a lot of extra luxury.

Create a custom look with Caradco's casement bow windows

Use Caradco casement windows generously... capture the outside view while conserving energy inside.

You can offer extra luxury in your homes by using Caradco wood casement windows and still save energy costs. Here's why: wood frame and sash insulate hundreds of times better than metal. Caradco's double weatherstripping system far exceeds normal infiltration standards. Insulating glass set in vinyl gaskets cuts heat loss in half. And Caradco's unique triple glazing offers even more energy savings. Create the window style you want from the total Caradco package, including four widths, six heights, picture windows, bows and bays. And don't overlook the beautiful Caradco sculptured doors. They add even more luxury to a home.

Caradco Saves energy naturally

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Scovill
Rantoul, Illinois 61866

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HOUSE&HOME THE MAGAZINE OF
housing

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This issue of House & Home is published in national and separate editions.

It's not just another new year . . .

This one is kind of special. A new administration takes over in Washington. There's a new feeling of optimism in the housing industry. And, incidentally, HOUSE & HOME has a new look *(for the reasons why, see p. 13)*.

So there's no better time to state our views on a number of matters vital to housing—in other words, to spell out some of the things we're for and against.

We're for an all-out attack on energy costs—for a lot more emphasis on doing and a little less on promoting.

"Energy conservation" is one of today's buzz phrases—often used loosely by both builders and product manufacturers as a sales promotion gimmick. But the problem is too serious for that sort of thing. What's needed is a consistent effort to produce tighter—and, therefore, better—housing.

No esoteric new technology is needed. It's largely a matter of applying what's already known about the design, construction and siting of housing.

We're for unified action that will continue to build consumer confidence in the housing industry. Builders have never had the best of public images. But that's changing for a number of reasons. One of them is NAHB's HOW program, which was a bit slow getting started but now seems to be catching on around the country.

We're for simplification of Washington's confusing and overlapping housing programs. HUD's Carla Hills made a start. But much more needs to be done. It still takes a special kind of expertise to figure out what all those FHA section numbers and letters stand for—and then to cope with the maze of federal red tape.

We're against rent control, even though there was a time when it made sense from a social point of view. In today's climate of high interest rates, high maintenance costs and rising fuel bills, rent control has become counter-productive. It discourages the construction of much-needed new apartments and encourages the neglect and abandonment of perfectly sound old buildings.

We're alarmed by the trend to rigid environmental controls.

Surely, some controls are needed. And they can even save you money. In New England, for instance, conservation commissions are pushing natural drainage [H&H, Dec.] by ruling against expensive curbs.

And, of course, some developers have managed to louse up the landscape—by building on wetlands, for example, or not providing for the run-off from their projects.

But in some areas controls are so utopian that the potential environmental benefits are outweighed by the economic hardship they impose on builders, buyers and renters.

We're for mandatory state building codes, already in force in 20 states *(see p. 17)*. Too often, local codes—based, as they are, on the personal prejudices of less-than-informed building inspectors—impose unrealistic rules that simply add to housing costs.

We're concerned about housing subsidies whose sole effect is to stimulate production. Yes, these programs generate jobs in an economy beset by unemployment. And that's good. But the sad fact is that too much subsidized housing goes to people who don't need subsidies and too little to families at the lower end of the income scale.

Finally, a word about the inner cities, which, contrary to popular opinion, are not about to roll over and die. Despite a slew of social problems, there's a lot of opportunity in these areas. Just one case in point is Boston, where private developers are revitalizing the waterfront—and making a buck, too—by turning old factories and warehouses into attractive residential and commercial complexes. We've published some examples, and we'd like to see more of the same from other downtowns.—JOHN F. GOLDSMITH

"I didn't believe Tredway® story. Now, I'm installing it in 650

Bernard D. Horn
President of Chelsea Moore Corporation
Developers of The Greenery and The Knolls
Cincinnati, Ohio

"I've been in the building business 23 years and have seen many new products come on the market. When Tredway was introduced, I was skeptical and thought its claims were exaggerated. But I tried Tredway in a few of my units, and now I am sold on its performance. Here's why I am specifying it in $45,000-to-$60,000 condominium units."

Tredway eliminates underlayment

"Tredway's great flexibility lets it bridge over many subfloor irregularities, so I can eliminate the need for special underlayment completely. And no special underlayment means I save time and also achieve a lower in-place cost."

Regular flooring can crack or ridge.

Tredway adjusts to subfloor changes.

Tredway installs fast

"In fact, it installs faster than any other resilient floor I've ever used."

Tredway cuts easily.

"What could be easier than unrolling Tredway, trimming it to fit, and stapling it down around its perimeter! And since no adhesive is required over a wood subfloor, there's no lengthy installation downtime. That saves me money."

Tredway installs with staples.

Tredway should reduce my callbacks

"Callbacks can really cut into my profits. And flooring problems are a major source of my callbacks. But I expect Tredway will cut way down on them. Because its elasticity allows it to adjust to seasonal subfloor movement, it reduces the chances of cracking and ridging. Tredway should really save me callback time and money."

Tredway's cost is competitive

"Our cost analyses show our in-place cost of Tredway is competitive with that of vinyl-asbestos tile. So I can offer my customers an attractive 'trade-up' seamless floor at no extra cost. And that can help sell my units."

the Armstrong am so sold on Tredway, condominium units."

The Armstrong Merchandising Program will help me sell my units, too

"The Armstrong Merchandising Program is an important part of my marketing effort. It provides me with three important sales-boosting services for my Selection Center Program: product displays, point-of-purchase merchandising aids, and training for my salespeople."

Armstrong resilient flooring display holds up to 72 samples.

"Armstrong has effective product displays for my Selection Center, which hold full-size product samples and color room-scene cards to show how a floor looks when it is installed. These displays offer me a complete trade-up program and my customers' ease of product selection. And, of course, when my customers trade up, my profits go up.

"The point-of-purchase merchandising aids for my model homes draw attention to the fact that my units feature Armstrong flooring. And when I can combine a quality product with a brand name that denotes quality to the consumer — that's going to help me sell my units.

"And Armstrong offers sales training, too. From product brochures and sales pamphlets to professionally taught sales seminars, it's really a complete program. And that's important, because I've found that the more my salespeople know, the more they can sell."

Country Flower **Santa Flora** **Villa Cortez** **Vancouver** **Tollhouse**

FROM THE INDOOR WORLD® OF Armstrong

See Tredway at the NAHB Show.

Stop by the Armstrong Booth #2642, and see a Tredway installation demonstration and learn about the Armstrong Merchandising Program.

Can't wait? Call your Armstrong flooring contractor today.

Circle 11 on reader service card

You should know what your customers already know about Distinctive's made-to-change range.

Homemakers throughout the country know they want a Distinctive convertible barbecue range in their kitchens because it offers them the cooking flexibility their busy lifestyles need and demand. An opportunity to quickly change their range to a barbecue for grilling steaks, chops, burgers, hot dogs and still have burners for preparing the rest of the meal. The luxury of enjoying the real barbecue flavor all year 'round without the loss of space and extra expense needed for a separate built-in barbecue. The optional accessories of griddle, rotisserie and cutting board give even greater versatility to the range.

They know that only Distinctive has a model for any kitchen plan with a six-burner unit as well as a four-burner and two-burner unit in both SmoothLine® and conventional coil tops.

They know that Distinctive's unit is designed for conventional "right side up" overhead ventilation which makes it ideal for remodeling as well as replacement of an older outdated range. They also know about the many other advantages—easier maintenance and better construction—of the Dacor convertible barbecue range.

The homemakers know all about Distinctive's range from our national advertising program. If you want to know what they already know, send or call for information or see us at the NAHB in Booth 1260.

8828 Lankershim Blvd., Sun Valley, California 91352

distinctive appliances da

Circle 12 on reader service card

Welcome to House & Home, the Magazine of Housing

Anyone who has invited potential buyers into a model house that is markedly different from any he has built before will know how we felt as we went to press with this issue.

Like the builder of an innovative model house, we have done our best to respond to the times, capitalize on the latest technology and serve the changing needs and preferences of the market.

And as with a model house, this issue is the result of considerable preliminary planning and research. Much of the work was done by our own editorial, research and production staffs; but, like many builders, we also turned to outside experts, particularly in the areas of design and production.

As you read this, you're already in the "entrance hall" of our issue. So no doubt you've noticed our new "exterior"—our strikingly different cover that emphasizes the word HOUSING. That emphasis should make it clear that HOUSING is what HOUSE & HOME is basically about.

It's no secret that our name has confused people not familiar with HOUSE & HOME. They have supposed us to be a "house" magazine rather than a HOUSING magazine concerned with all types of residential structures—apartments as well as houses, and, in a broad sense, the community. Or they have thought us a consumer shelter book, like *House & Garden* or *House Beautiful*. Truth is, as every subscriber knows, we are all business magazine—edited specifically for the people who plan, build, sell and manage HOUSING.

You will have noticed, too, that we've adopted a standard magazine size. This makes great sense both economically and editorially. Our choice was clear: Pay more for paper, printing and mailing, or provide expanded editorial services. So just as builders are finding ingenious ways to minimize the effects of inflation by offering more house per square foot, we have found ways to give you more help in your work (and easier reading) with a magazine of somewhat smaller dimensions.

As you go through this issue (which, admittedly, is atypical because it focuses on new products), you will see some important innovations designed to increase your profit and pleasure in reading HOUSE & HOME. For example:

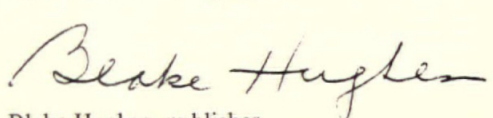
More editorial pages
More four-color photographs
More major features
Easier subject identification
Faster-reading news and departments

And because this issue ushers in our 25th anniversary year of service to the housing industry, it gives us an appropriate opportunity to reaffirm the worthy goal expressed in our very first issue: *to help Americans find a better way of living by giving them homes at prices they can pay.*

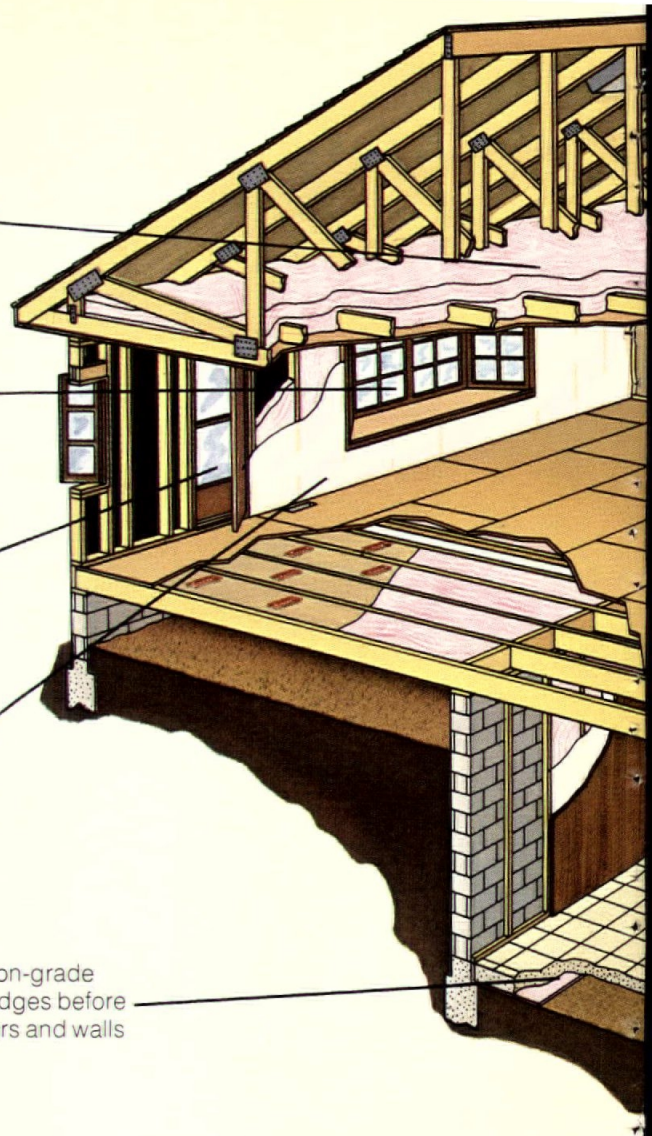
How? By continuing HOUSE & HOME's authoritative coverage of the full range of working interests of all the people involved in the planning, building and marketing of housing and light non-residential construction, as well as the management of income-producing property.

HOUSE & HOME's editorial staff, the largest in the field, is dedicated to this task; and it is backed by the full information resources of McGraw-Hill, including McGraw-Hill World News and McGraw-Hill Information Systems Company.

We hope you will enjoy reading the new HOUSE & HOME, the magazine of HOUSING, and we would welcome your reactions now and in the future—indeed, we shall be soliciting them on a continuing basis.



Blake Hughes, publisher



1 Pink Fiberglas* Batts, with the NAHB Research Foundation label for assured "R-value," installed to Owens-Corning's minimum recommended standards.

2 Double glazed windows, or single glazed with storm sash. Total glass area minimized.†

3 Storm door and standard door used in combination, or an insulated door with special seals†—to reduce air infiltration.

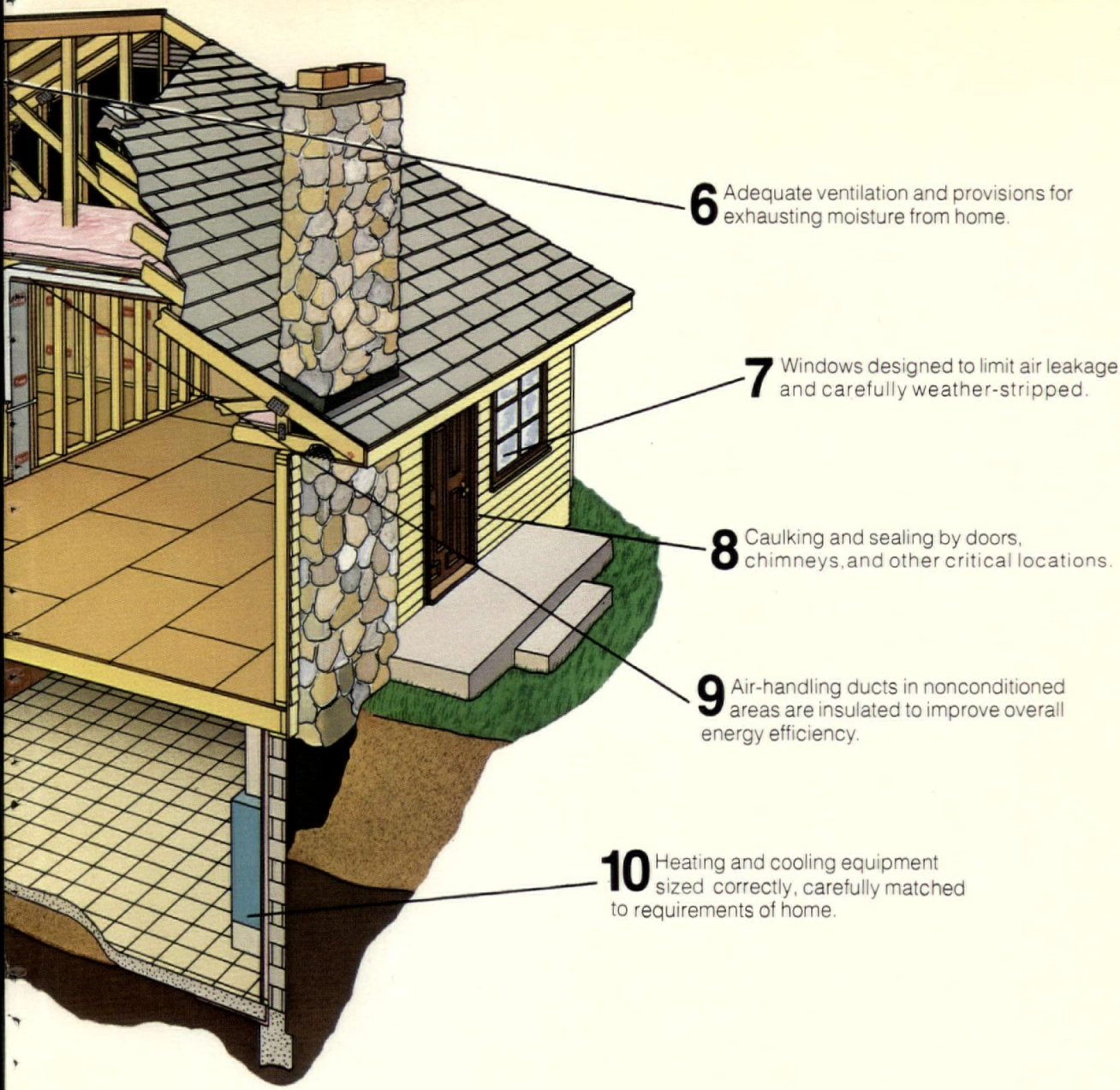
4 Vapor barriers of 1.0 perm or less—here in walls, and in ceilings and floors, and as ground cover in crawl spaces.

5 Perimeter insulation for slab-on-grade construction (placed along edges before slab is poured)—helps keep floors and walls warmer.†

Announcing the Owens-Corning Energy-Efficient Home

Why buyers will gladly pay you
more for it—even though it may not cost any more to build.

*T.M. Reg. O.-C.F. ©O.-C.F. Corp. 1977 †In certain geographical areas



Insulation is cheaper than oil.

And it can save even more money if it works as part of a total energy-saving *system*. So, the thermal experts at Owens-Corning have come up with the system: the Energy-Efficient Home.

It's amazing, for two reasons.

First, thanks to those 10 energy-saving features, it can cut operating costs significantly.

And second, *despite* those 10 features, it may not cost any more to build than the house *without* the features!

How can that be possible?

Because there may be major construction trade-offs in an Energy-Efficient Home that offset extra costs, like savings on framing lumber and smaller HVAC equipment.

Sign means quicker home sales

There's no doubt buyers are *anxious* for homes with reduced fuel costs. A recent survey found 80 percent of home buyers willing to spend $600 more on their home, even to save $100 yearly on fuel bills.

To earn an Energy-Efficient Home designation (which will be promoted to *consumers),* a house needn't be of any particular size or design. It simply has to conform to Owens-Corning's minimum recommended 10-point specs.

Send for details, including facts on new products like *higher-R* batts that make it easier for you to build Energy-Efficient Homes. Write: L. V. Meeks, Fiberglas Tower, Toledo, Ohio 43659.

Owens-Corning is Fiberglas

OWENS/CORNING FIBERGLAS TRADEMARK ®

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Triangle Pacific

The world's leading manufacturer of kitchen and bathroom cabinets

In one decade, we have grown to become the world's leading company in cabinet manufacturing. This remarkable growth was achieved for two reasons. Our customers and our companies.

From the beginning we set up to serve our customers. Whatever their price range. Wherever their location.

Now we are going even further.

We have just created three independent companies.

Each with their own sales force and management. Each concentrating on a particular segment of the cabinet market.

We expect each company to lead. Because leading is now a Triangle Pacific tradition.

TriPac
Cabinetry's standard of value. Six regional plants insure the lowest possible delivery cost.

DelMar
The high quality stock cabinets. Offering the most desired custom features at unexpected prices.

Mutschler
Custom cabinets. Built by craftsmen, they cost more than any other cabinet you can buy. And they should.

4255 LBJ Freeway Dallas, Texas 75234 Tel (214) 661-2800

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New mortgage security bows in

The Bank of America is pioneering again, this time as the first bank to establish a program for securities backed by conventional mortgages.

Its issue, which has received bank regulatory clearances, will be structured along the lines of the Government National Mortgage Association's certificates. The bank will sell securities backed by a pool of conventional mortgages on single-family homes. Buyers will share in the principal and interest paid on the mortgages, much as buyers of Ginnie Mae certificates receive payments on pools of government-insured FHA home loans.

Most of the single-family mortgage loans the Bank of America makes are conventional loans.

The bank's instrument will be marketed through the investment community. The target is a yield spread of ¼% to ½% above what the GNMA securities now pay.

No GNMA guaranty. Unlike the GNMA program, neither the bank's mortgages nor the interests in the pool—the securities—will have government guaranties. The bank hopes to provide a third-party guaranty, however—possibly through a private mortgage insurance company. The "first comfort" to the investor should, nevertheless, be the bank's very conservative lending policy, according to Alan Rothenberg, vice president for domestic funds management.

Rothenberg, who designed the program, said the bank has been impressed with the ease of marketing FHA and VA loans through the GNMA instrument. By using Wall Street to sell the new conventional securities, he believes, a broad market can be found at yields substantially lower than the return investors require when buying mortgages outright.

$100,000 units. The new security will be sold in minimum denominations of $100,000, a restriction imposed by the Federal Reserve to prevent disintermediation of funds in thrift institutions. Registration of the offering also is required by the Securities and Exchange Commission.

President A.S. Clausen said the new security will give the bank a liquidity management tool that will allow it to remain one of the most active real estate lenders in California. The bank holds $6.5 billion in mortgages and will write about $2 billion in new mortgages this year.

Benefits. Clausen said the securities program will benefit homebuyers because the bank can recycle its mortgage dollars. This may reduce the cost of mortgage credit, he explained.

"By the sale of interests in the mortgage pool to the broad national credit markets," Clausen went on, "we will import dollars into California to make home loans. We expect this will attract funds into California mortgages from pension funds, insurance companies and other financial institutions which ordinarily do not invest in single-family mortgages."

National model. The bank's instrument, he said, will lower the cost of conventional mortgage credit, broaden the market for mortgages and make more mortgage money available even in tight-money periods. He ventured that the new security might even break down the geographical bias of secondary-market investors, who traditionally prefer to buy mortgages from the Los Angeles and San Francisco areas, when loans from other areas may be just as sound.

Rothenberg said the vehicle was designed as a prototype for the national markets, and he said he expects other lenders to adopt similar instruments.

"There's no reason why the conventional security can't someday surpass the GNMA security in volume," he insisted. "There's so much more product out there."

Banks get in on mortgage futures

Federally chartered banks soon will be able to trade in GNMA mortgage interest-rate futures contracts as a means of protecting themselves from adverse changes in interest rates, according to guidelines being issued by the office of the Controller of the Currency.

The green light, announced in a banking circular just distributed by Acting Controller Robert Bloom to all national banks, is subject to each bank's submission of proposed trading information to the controller for prior approval. The controller is the regulatory agency for 4,750 federally chartered banks.

The futures market recently celebrated its first anniversary. In one year, 114,000 contracts were traded, each calling for delivery of a $100,000 principal balance or the equivalent in mortgage-backed certificates.

Mandatory codes: A wave of future?

BOCA, ICBO and SSBCC are initials that seem harmless enough. But they will become increasingly important as more states start thinking about adopting mandatory—or even voluntary—statewide building codes.

BOCA (Building Officials and Code Administrators International), ICBO (International Conference of Building Officials) and SSBCC (Southern Standard Building Code Congress) draw up building codes. So far, says the National Bureau of Standards, the three organizations have written or helped to write 16 of the 20 state codes currently in force. The codes are mandatory in all but three of those states.

Four states—Ohio, Wisconsin, North Carolina and New York—have written their own codes. But Ohio and Wisconsin are reportedly considering a switch to one of the three major codes.

20

Give your kitchen the selling

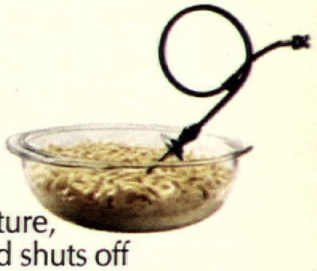
Microwave ovens are the fastest-selling major appliance. So, whether you offer your customers the GE Built-In or Hi-Lo Microwave Cooking Center, you're offering the most exciting kind of oven in cooking today.

Both models also have P-7® self-cleaning conventional ovens in the lower oven. Self-cleaning ovens are the type of conventional ovens most popular with consumers today.

With the Built-In model, you can add the glamour of the Glass Ceramic Cooktop and Exhaust Hood to make a truly spectacular display of cooking equipment in your kitchens. For this, home-shoppers will stop.

All GE ovens and ranges are backed by

magic of GE microwave.



Customer Care® service, which means we have Factory Service Centers covering over 800 cities, plus more than 5,000 franchised servicers across the country. Most are in the Yellow Pages.

For further information, contact a GE Contract Sales Representative through your local GE Major Appliance Distributor.

Only GE has the Automatic Chef Control, on Microwave Cooking Center models, the feature, which cooks by temperature and shuts off the oven when food has been cooked to the desired serving temperature.

Over 25 years of consistent service to builders.

GENERAL ELECTRIC

Circle 19 on reader service card

Code coverage. How many people are affected by regulations written by the three major code groups? A neutral observer, a staff architect for a state bureau of standards that is considering the adoption of one of the codes, thinks his figures are the most reliable.

BOCA, based in Chicago, he says, has written seven statewide building codes that affect around 30 million people. ICBO, with headquarters in Whittier, Calif., has written regulations adopted by eight state governments. The ICBO uniform code covers 50 million people. The standard code of the SSBCC, based in Birmingham, Ala., has been imposed statewide in Georgia, with a population of 10 million, and by individual communities and state agencies ranging as far north as Pennsylvania.

In addition to writing statewide regulations, the three code authorities assist in writing building regulations for innumerable municipalities and state agencies nationwide.

And now, New Jersey. This month New Jersey's builders begin following a mandatory BOCA code that supersedes regulations drawn over the years by the state's 567 municipalities. The state community affairs commissioner, Patricia Q. Sheehan, says that officials urged adoption of the BOCA code in the hope that uniformity would be attained and building costs reduced. The BOCA code, Mrs. Sheehan says, will do away with municipal codes that frequently prevented use of more economical building materials. Widespread use of the previously banned materials, she predicts, may cut $2,000 from the average price of a new home in the state.

Dime's worth of difference. Unlike locally written codes, which often limit materials to a certain size and shape, the three national codes are generally performance oriented. The national codes permit the use of any material, in any configuration, as long as it passes strength and fire-resistance tests.

Code writers, many of them, think that "there's not a dime's worth of difference" between the three national building codes. All the while, members of each code-writing body extoll the virtues of their respective codes.

Says a midwestern state official whose legislature is also considering a change from a state-written code:

"If a state is choosing between three codes, it can always find one that is particularly suitable. It takes some research but it can be done."

Competitors. The competition between the nationals is friendly but fierce. Each makes broad claims, and a box score totalling the membership of the three is virtually impossible to arrange.

Such a score is easier on a statewide basis, but even then there are difficulties. Michigan, for example, uses the BOCA code statewide but Detroit has its own code. Other states offer similar examples.

The future. State officials and code writers are optimistic about the future of statewide mandatory codes.

Ohio will reportedly adopt one of the nationals following public hearings this month. And other states can be expected to follow. Florida leans toward the SSBCC standard code but final action has been deferred by the legislature. Tennessee seems to favor the standard code. Kansas and Iowa appear ready to adopt the ICBO uniform code. Maine and Pennsylvania are on the verge of signing a BOCA code into law.

Every local jurisdiction in Utah uses the uniform code but the state's lawmakers have yet to make it mandatory on a statewide basis. —Tom Allen

STATEWIDE MANDATORY BUILDING CODES

	Code Type
Alaska	Uniform
Connecticut	BOCA
Idaho	Uniform
Indiana	Uniform
Massachusetts	BOCA
Michigan (except Detroit)	BOCA
Minnesota	Uniform
Montana	Uniform
New Jersey	BOCA
New Mexico	Uniform
North Carolina	State written
Ohio	State written
Oregon	Uniform
Rhode Island	BOCA
Virginia	BOCA
Washington	Uniform
Wisconsin	State written

STATEWIDE VOLUNTARY CODES

Georgia	Standard
Maryland	BOCA
New York	State written

LABOR

Labor's claim on Carter

Craft unions hold an I.O.U.—Site picketing heads their list

Common-site picketing, the construction industry's biggest labor issue last year, will be back in dispute as soon as the new Congress convenes this month.

The chances are that, after 30 years, the building crafts will win the powers that will permit one union to shut down an entire construction site. A bill to allow just such shutdowns was prevented from becoming law in 1975 only because President Ford vetoed it. With a Democrat in the White House, this last bulwark has been removed.

The exemption was not opposed by organized labor, since only a tiny percentage of residential construction is unionized anyway. A similar exemption would probably be accepted this year if labor's supporters thought it necessary to win passage of the larger bill. The direct effect of any picketing legislation on homebuilding is, therefore, expected to be slight.

The AFL-CIO has not yet adopted a legislative agenda for the new Congress, but there is little doubt that the AFL's building and construction trades department's president, Robert A. Georgine, will get a green light from President George Meany of the parent federation to push for the common-site bill.

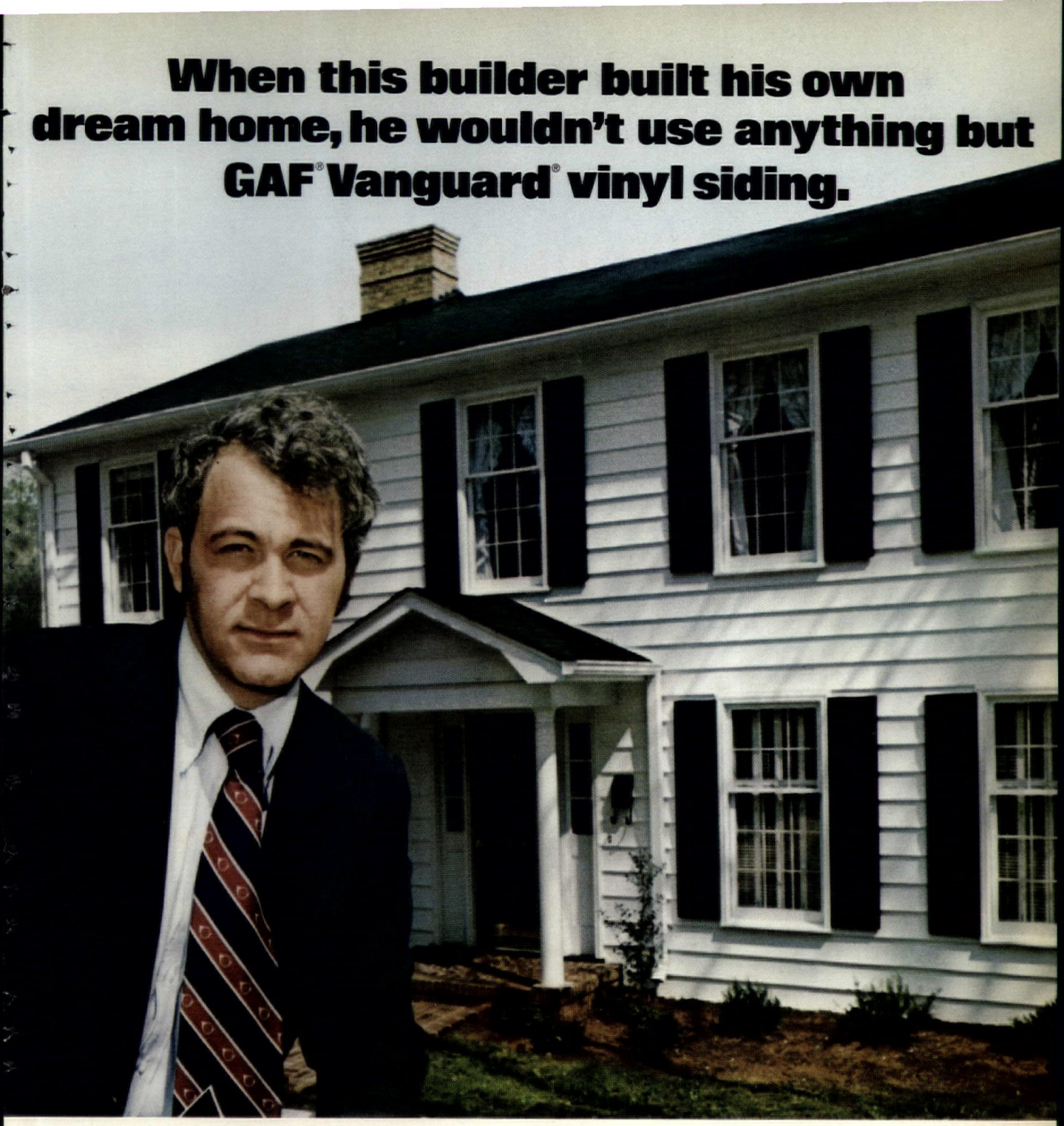
"The building trades have every right to expect to get situs this year and I think they will," says a high official of the AFL-CIO. Meany himself says site picketing is "a building trades matter" but adds:

"I have a feeling that the building trades will reintroduce the bill that President Ford vetoed."

Changes. Although reintroduction

24

When this builder built his own dream home, he wouldn't use anything but GAF® Vanguard® vinyl siding.



A man who knows both sides of the siding story is builder Ron Gregory, of Greenville, South Carolina. GAF® Vanguard® vinyl siding has built such a good reputation with him, he insisted on using it on his own home. We weren't surprised, but we asked him why.

"It goes up very easily, it's good-looking, and it's practically indestructible," he answered. We asked him to be specific.

"Those lightweight 12-foot panels with their pre-formed nailing flanges and slots go up so fast, it's hard to believe. And there's no painting or finishing—not even a touch-up. That saves time. Plus now, we have a choice of 6 colors in 8" and double 4" clapboard, and 8" vertical with smooth or textured finish. So Vanguard vinyl siding seems to be a natural for builders."

"Speaking as a homeowner, it stays looking good for years in the worst weather. That means no re-painting. Scratches don't show either, since the color goes clear through. And, it can't rot or rust."

"This siding does make a home easier to sell. I should know. I'm my own satisfied customer."

Thank you, Mr. Gregory.

GAF Corporation
Dept. HH17, Building Materials (RSI)
140 West 51 St., New York, N.Y. 10020

☐ Please send me further information.
☐ Please have a representative call.

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NAME _____

COMPANY _____

ADDRESS _____

CITY _____

STATE _____ ZIP _____

UNITS BUILT IN PAST YEAR:
☐ NONE, ☐ 1-10, ☐ 11-25, ☐ 26-50
☐ SINGLE FAM. ☐ MULTI-FAM.

GAF®

See us at the NAHB Show in Dallas - Booth 2238

Circle 21 on reader service card

It only took us 100 years

And we're not finished yet.
We won't be for awhile. Until it's perfect.

You see, we've been working on the perfect door since 1866. When Edward Steves founded our company.

Steves Sash and Door. A company that we're proud to say is now the oldest building materials company in the country under the same family ownership and management.

Notice we included management in that statement. That's important.

Because it means that when we see our name go out on each door, it's really our name.

And we have a reputation to protect.

But getting back to our unfinished door, we're pleased to announce some good news in our quest for perfection. We're getting closer.

How close are we?
Well ever since we developed our Ready-Pak® System, we've been a giant step closer.

Because now, for the first time, we've made door systems an off-the-shelf item. Here's how.

Each system comes complete with hinges, assembly screws, spacer tabs and instructions in just two or three cartons. Not ten or twenty.

So it can be completely assembled on the job in just ten minutes.

Freight costs are reduced. Inventory costs are reduced. Labor time is reduced. The damage and breakage so common to door shipping systems are reduced. The confusion about what goes with what when the shipment arrives is reduced. And profits are increased.

You learn a lot in a hundred years.

to make this door.

What have we got to show for it?
Just take a look at where we are today.

Our wood door. The most complete line of both hollow and solid core doors on the market today. Available in every style and price range.

Our polymer door frame. Created from structured polymer, it's actually more rugged and durable than wood. Unlike wood, it won't warp, rot, split or check. Unlike metal, it won't rust, corrode or easily dent.

Our steel door. Our newest entry in the door systems market, Steves Steel door is the finest made. It features all the beauty of wood, with none of the disadvantages. It even has a magnetic and compression weather strip that's air and water tight.

Good show.

The bottom line. How much?
Perfection isn't cheap. Neither is near perfection. Which makes it even nicer when you find out how competitively priced we are.

And when you consider the benefits of the Ready-Pak® System, along with the fact that you can place your entire door systems order at one place, you're not just talking about a competitive price. But an unbelievable price.

So the next time you place a door systems order, place it with Steves Sash and Door. You'll be years better off.

For more information, write Steves Sash and Door Company, P.O. Drawer "S", San Antonio, Texas 78211. Or call 512-924-5111. Distribution to all 50 states, Europe and the Far and Middle East.

STEVES

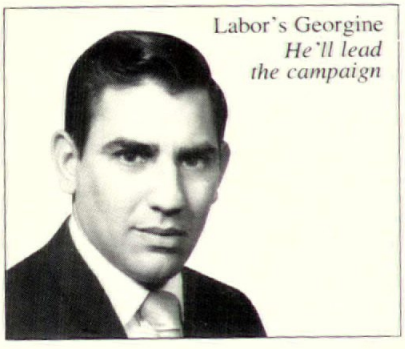
Circle 23 on reader service card

of a bill is certain and its passage is likely, the form the legislation may take is far from settled. The bill that President Ford vetoed was not a simple repeal of the 30-year-old site picketing restrictions but a broad package put together by the then-labor secretary, John T. Dunlop. The bill would have had the effect of increasing the power of the building-trades unions over their own locals, and it had the support of the union leadership. It has not yet been decided whether the unions will again go for this comprehensive approach or seek a straightforward common-site bill.

The fate of several amendments designed to ease the impact of site picketing on smaller contractors is also uncertain. The 1975 bill, for example, barred site picketing at single-family tracts or garden-apartment complexes being built by a contractor who had annual contracts of $9.5 million or less.

Carter's promise. During the campaign, candidate Jimmy Carter promised that, if a common-site bill reached his desk, he would sign it. He had taken a similar position on repeal of section 14(b) of the Taft-Hartley Act, the right-to-work clause. Carter aides, however, privately informed representatives of construction labor and management during the campaign that Carter would prefer to see a bill similar to the "Dunlop bill" package of common-site and collective-bargaining reforms.

That bill would have established a labor-management-government committee. The panel would have had the authority to intervene in any construction-industry bargaining dispute and to settle local contract disputes on the national level. The committee also could have invoked a 30-day no-strike period.



Labor's Georgine
He'll lead the campaign

Right to work. Site picketing is not, of course, the unions' only legislative concern for next year. Labor feels, with considerable justification, that it contributed mightily to Carter's victory, and it intends to claim its price at the earliest opportunity.

The most emotional issue, repeal of 14(b), may turn out to be unimportant. Although repeal, which would strike down right-to-work laws in 20 states, is a high priority of some unions, the AFL-CIO leadership is wary about getting into a bruising, and likely futile, battle on the issue.

Other demands. The AFL-CIO leadership will certainly press for changes in current labor-management relations law. Among its goals are:

- Giving the government the power to bar the issuance of any federal contracts to "willful and flagrant" violators of labor law. This could be done by an executive order.
- Speeding the processes of the National Labor Relations Board to shorten the time from the filing of an unfair labor-practices case to a final determination by the board.
- Expediting the NLRB elections process to give unions greater clout in organizing campaigns.
- Giving individuals who are fired illegally because of membership in or activities in behalf of unions the right to sue their employers for triple damages.

With a Congress and an administration deeply beholden to organized labor, most or all of these changes are likely to be enacted.

—STEVE WILDSTROM
McGraw-Hill News, Washington

REHAB

New help for the cities

Fannie Mae launches program in St. Louis to spur rehab lending

The Federal National Mortgage Assn., popularly known as Fannie Mae, has committed itself to buy 700 to 800 mortgages on homes in a dozen core-city neighborhoods of St. Louis in an attempt to stimulate bankers to write more rehab and home loans in such areas.

The program, involving up to $12 million in residential-mortgage purchases, will be promoted by a Fannie Mae task force of four experts who will seek to persuade local bankers and savings and loans to begin making loans again in such areas.

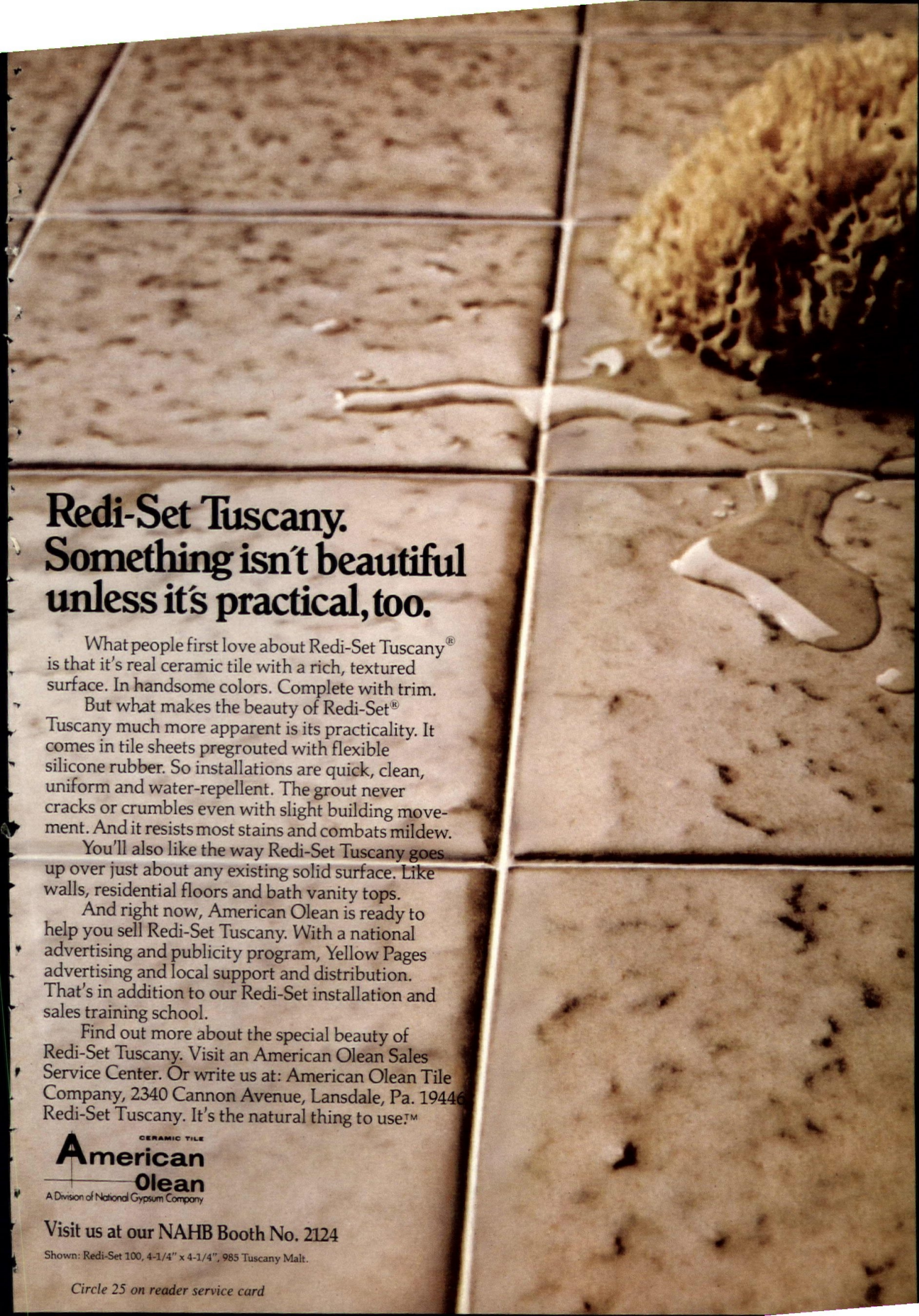
Fannie Mae is a stockholder corporation created by an act of Congress. It buys mortgages from mortgage banking companies, commercial banks, savings and loan associations and other mortgage originators. This replenishes the institutions' supply of funds and enables them to make additional loans.

Houses like these in St. Louis will be candidates for Fannie Mae's loan program.

'New vitality.' Fannie Mae officials chose St. Louis from a list of half a dozen cities on the basis of the civic interest in neighborhood preservation.

Fannie Mae's president, Oakley Hunter, said that he hoped this new "infusion of money for home-improvement and home loans can make the difference between new vitality and continued deterioration."

28



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

What people first love about Redi-Set Tuscany® 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® Tuscany much more apparent is its practicality. It comes in tile sheets pregrouted 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.™

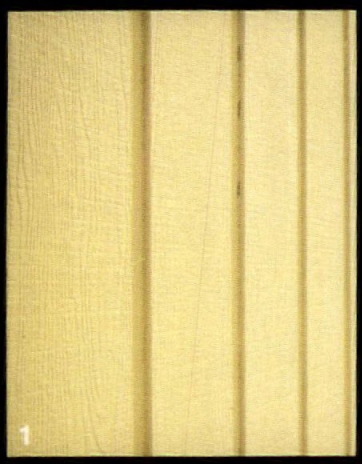
CERAMIC TILE
American Olean
A Division of National Gypsum Company

Visit us at our NAHB Booth No. 2124

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

Circle 25 on reader service card

WE'VE GOT ALL KINDS OF WA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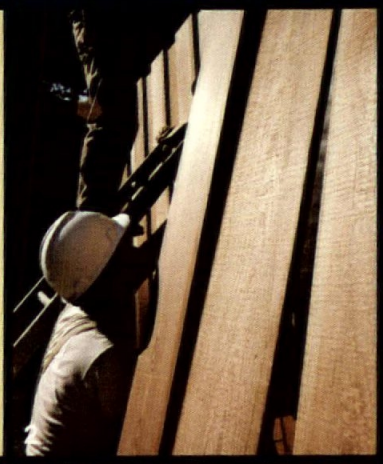
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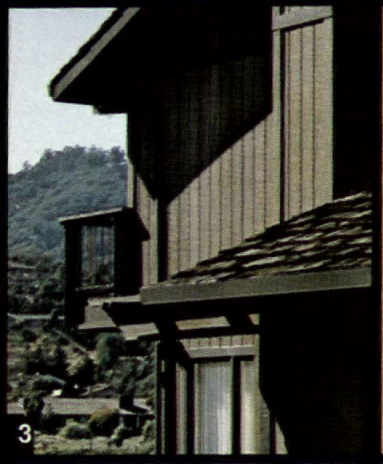
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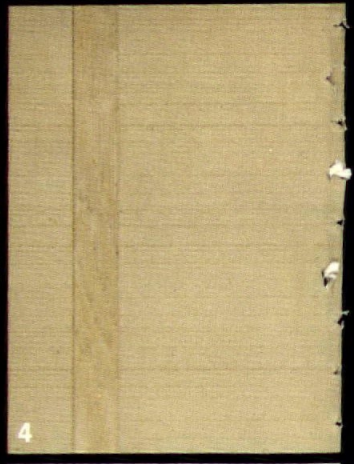
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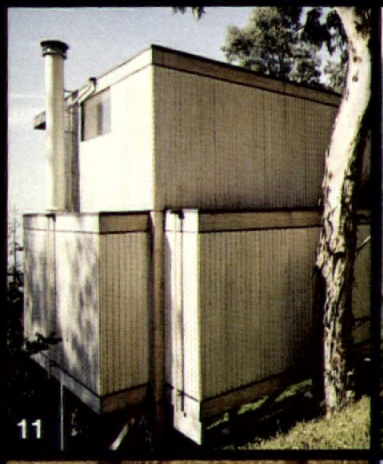
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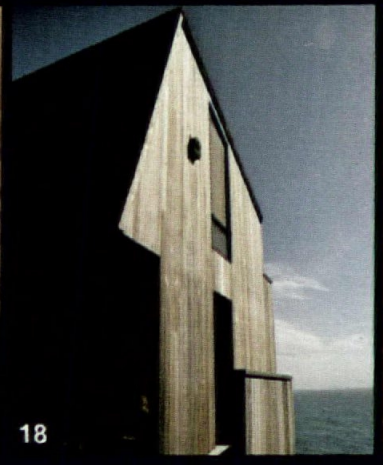
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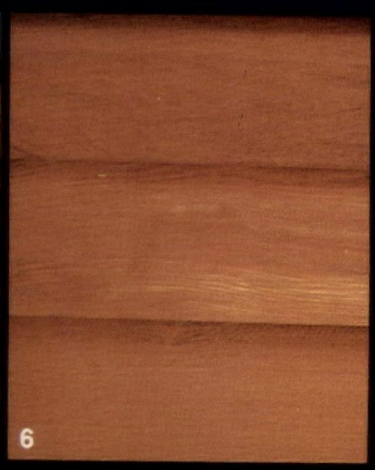
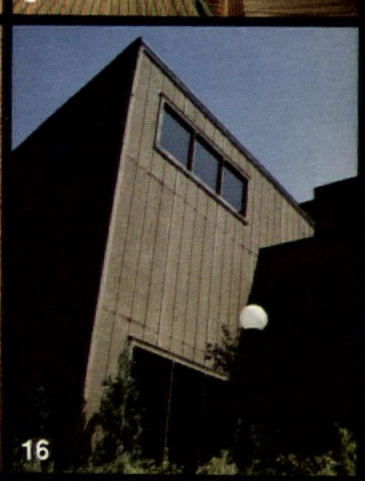
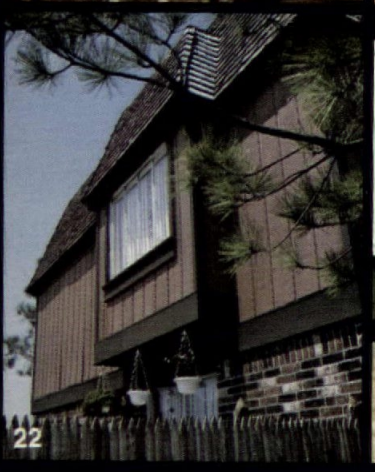
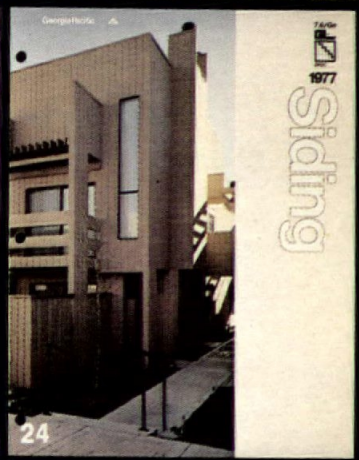
HERE ARE JUST A FEW.

YS TO MAKE YOU LOOK GOOD









Georgia-Pacific siding can make you look good no matter what kind of home you're building. And it gives homes more than curb appeal. It gives them sales appeal.

Building a lot of homes? No problem. We make a lot of sidings. Redwood plywood siding; red lumber siding; cedar plywood siding; fir plywood siding; pine plywood siding; hardboard siding; medium-density overlaid plywood siding. Grooved, textured, and treated siding. Finished and unfinished siding. Horizontal and vertical siding. All kinds. All looks. All prices.

Your nearby G-P Registered Dealer has nearly everything you need in siding. Because it's a specialty with us. Not just a sideline.

1, 13, Hardboard
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7, 8, 9, 19, Cedar
10, 16, 22, Pine
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CELEBRATING FIFTY YEARS OF GROWTH

Georgia-Pacific

The Growth Company

Circle 27 on reader service card

Hunter emphasized that the FNMA project is a market-rate program and is not aimed at providing housing for low-income families. He stressed that those families need financial assistance to obtain housing and that this assistance must come from government agencies.

City vs. suburb. "Our program is based on the premise that the private sector, including ourselves, the commercial banks and other depository institutions, can make sound loans to credit-worthy buyers on homes in the cities," Hunter said.

"Unfortunately, many people and institutions in the housing finance industry have concentrated most of their efforts on existing housing and new construction in the suburbs, or on existing housing in the newer built-up areas of the cities. They have all but forgotten how to lend in the older neighborhoods in numerous instances and have made little effort, if any, to do so."

Other efforts. Hunter has said in a number of speeches that he believes that one of the most serious domestic problems confronting the United States is the deterioration of American cities.

Fannie Mae has sponsored two major study sessions going back to 1973 at which small groups of people have held discussions of ways to finance housing in the cities without direct subsidies.

Hunter said St. Louis will be the only city where a special urban lending task force will be located initially, although the corporation has recently entered into a program in Dallas. That program uses a rather different approach to the problem.

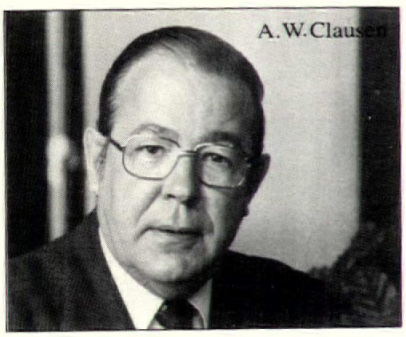
In Dallas, FNMA and the Lakewood National Bank will invest in conventional home loans in an area near the Dallas Historic Preservation District.

Fannie Mae's midyear financial report contains a corporate statement on urban problems titled "The Plight of the Cities." Copies may be obtained from the Federal National Mortgage Assn. at 1133 15th St. N.W., Washington, D.C. 20005.

BankAmerica will restore city housing

The BankAmerica Corp., with headquarters in San Francisco, is establishing a subsidiary to buy and refurbish abandoned homes to provide low- and middle-income housing in city areas.

A. W. Clausen, president of the holding company, said the subsidiary, BA City Improvement & Restoration Program Corp., would begin work in East Oakland, Calif. It will receive $300,000 in start-up capital, and it will buy 30 houses at $15,000 each and sell the rehabbed units through real estate agents at $30,000 each. The program will expand into other California cities if it is successful.


A. W. Clausen

Khyl Smeby, president of BA City Improvement, said he would begin buying the houses as soon as the new subsidiary's plan is approved by the Federal Reserve.

Clausen said the subsidiary would operate "essentially at a break-even level" and that BankAmerica Corp. would take no profit.

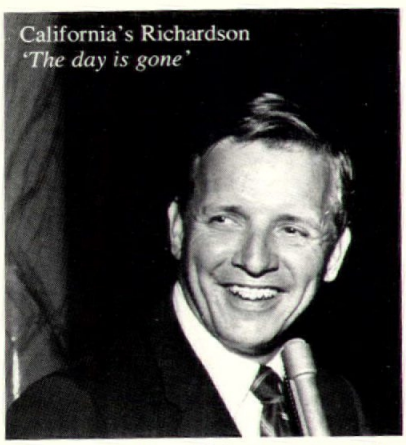
The Bank of America, the chief subsidiary of BankAmerica Corp., launched a statewide city-improvement program of mortgage lending in January 1975. The bank said the program, carried on with local governments to stabilize declining neighborhoods, is working well. —Bob Yeager

SUBSIDIES

Half a billion for housing? Californians vote 'Nope!'

California's voters have rejected, 4,009,178 to 2,994,372, a proposal to issue $500 million in general-obligation for a state housing-loan program for low- and medium-income families.

Donald Burns, secretary for the state business and transportation agency, will continue to make loans by issuing revenue bonds, which do not require voter approval.


California's Richardson
'The day is gone'

In creating the state loan program, the legislature authorized issuance of $450 million in revenue bonds. The $500 million in general-obligation bonds was intended to supplement the revenue bonds.

'Instant slums.' The state agency recently sold $100 million in revenue bonds, and that will allow the state to write 3,000 loans on single-family homes at about 7% interest.

"I don't think people understood what they were doing," Burns said of the measure's defeat. "They think this is instant slums. This has nothing to do with that but that is what they think, I suspect."

'Spend now, pay later.' H. L. Richardson, Republican whip in the state senate, who wrote the ballot argument against the bond issue, said its rejection was a "repudiation of the spend-now-pay-later philosophy" of the Democratic governor, Edmund G. Brown Jr.

"The day is gone when voters will swallow any bond measure the legislature and the governor dish up," Richardson said. —Tom Arden

McGraw-Hill News, Sacramento

How to get cabinets with custom features. Without the customary wait.

Custom cabinetry is certainly worth waiting for—if you've got the time and budget.

But why wait at all? DelMar Cabinets offer a variety of custom-like standard features, like metal side roller guides, finished woodgrain shelves and drawers, plywood tops and bottoms, and hand-rubbed finish. Plus an impressive list of custom accessories including swingout spice rack, built-in lazy susan, hidden pantry and more. And best of all, DelMar Cabinets are stock cabinets. So you can have them shipped and installed in only a few weeks.

DelMar has built a fine reputation for quality, service, price and style. And since we're part of Triangle Pacific, the largest cabinet manufacturer in the world, we have even greater resources for building and delivering our cabinets.

DelMar

A Triangle Pacific Company

The only name you need to know in cabinetry.

Drawer Suspension System, featuring metal side roller guides, makes drawers easy to open, easy to clean, easy to close.

Swing-Out Spice Rack puts everything at the homemaker's fingertips.

Hand-Rubbed Finish, consisting of 14 steps, offers outstanding decorative and protective qualities to wood surfaces.

Slide-Out Tray at bottom of cabinet provides easy access to large pots and pans and infrequently used small appliances.

For complete details of our 10 exciting styles, including our 5 newest ones—Country Oak, Village Oak, Colony '76, Canterbury, and Olympus, our most economical oak panel in frame door—write or call, Bill Englett, President, Del Mar, 15 Linkwood Road, N.W. Atlanta, Georgia 30311, 404/691-7660.

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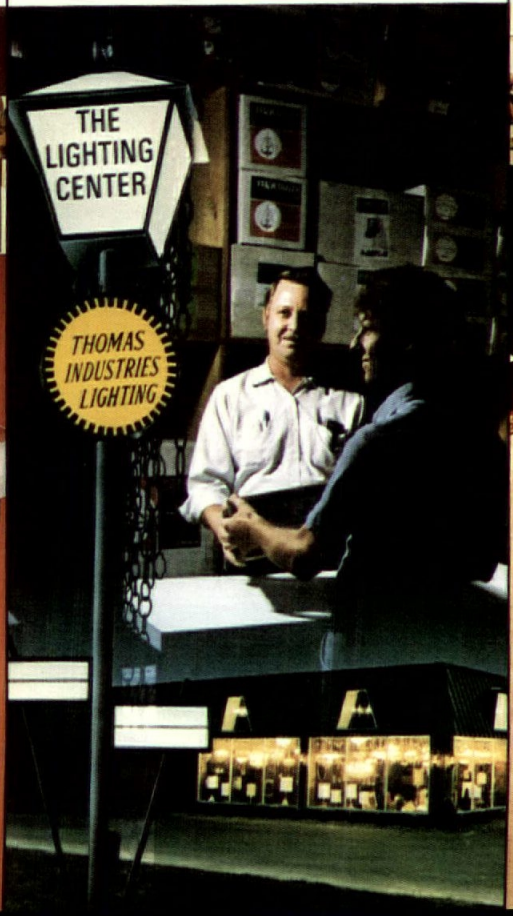
Del E. Webb Development Co.

"Thomas has the lighting styles to complement every architectural design in Sun City. Variety–that's why we count on Thomas."

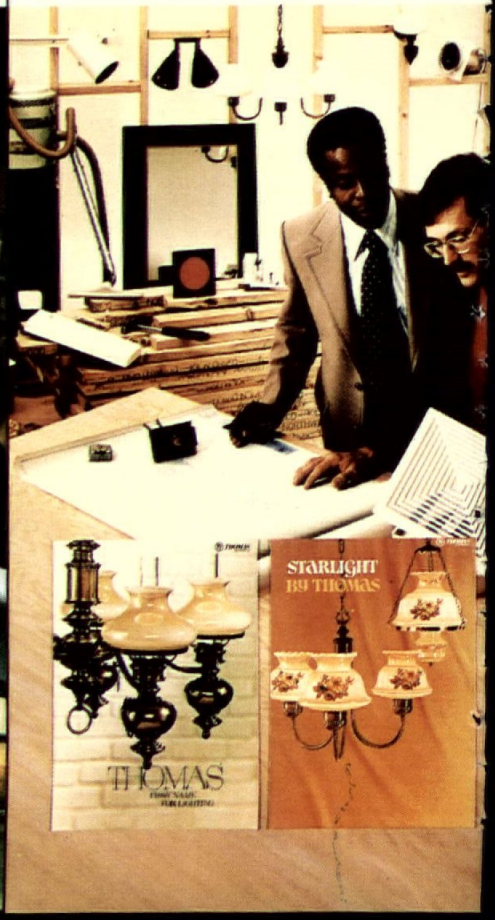
US·Home

"To get the competitive edge, we rely on **Thomas Lighting** to provide us with the latest lighting styles and prompt service through their local distributors."



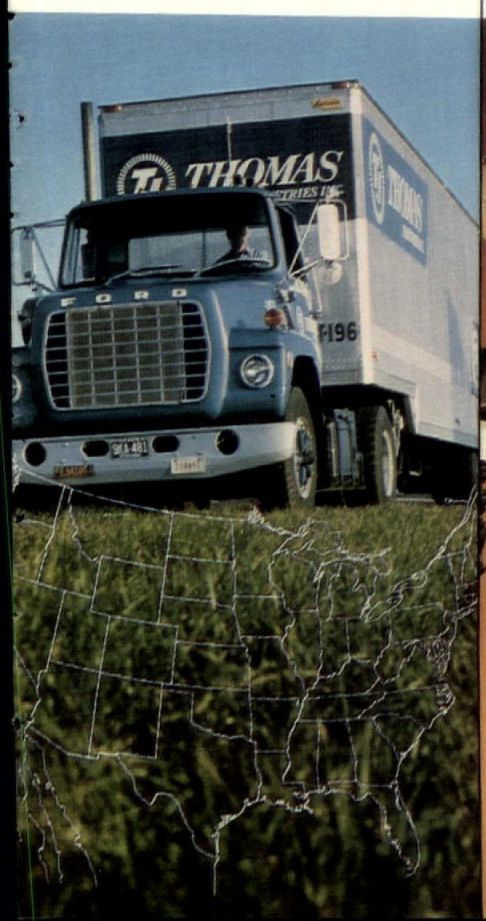
Crest Communities

"A lot of items go into each of our homes so it's a real convenience to buy all our lighting, cabinets and other products from one good source–Thomas."



Ryan Homes

"We build a 'Home for the Times' in many different locations in the United States, so we need suppliers who have national distribution. Like **Thomas.**"



Pardee Homes

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HOUSING OVERSEAS

Eli goes a-Broad for another try

Three strikes and you're out. And Kaufman and Broad, the big Los Angeles-based homebuilder, is at the plate awaiting a curve.

K&B, however, is not playing in its own ball park. The American company is the visiting team in Germany. Since K&B entered the German housing market in 1973 it has taken a $41-million bath on two projects. Yet it is going back for a third try with a 200-unit, $20-million development near Mainz.

Why?

Chairman Eli Broad admits the company was caught napping in its first two ventures, but he believes it has stolen the home team's signals.

'Cleaned up our act.' Says Broad: "We think the problems are behind us. We've cleaned up our act completely. We got ripped off by subcontractors. That won't happen again. We had customer-service problems. We won't have any more of those. We certainly won't have the management problems we had in the past."

Broad explains the company's German losses this way:

- As an inflation-curbing measure, the German government temporarily did away with a homebuyers' depreciation allowance, slowing sales.
- There was considerable "collusion" (vendor fraud) between the company's local managers and German subcontractors.
- Many Kafuman and Broad houses had structural deficiencies, and a buyers' revolt and a bad press were the result. (K&B had similar difficulties in Chicago four years ago. [See "Militant buyers light a fuse under Kaufman and Broad's Midwest operation," H&H, Sept., '72.])

The Broad solution. The company's managers of '73-'74 have long since departed (no charges were filed) and litigation against several German subcontractors is still underway. A new team, one that Broad says is thoroughly familiar "with the German way of doing business," is headed by Robert H. Ross, a former Levitt single-family expert. Ross is the fourth boss since '73 to tackle the German problem for K&B.

Even with housing costs 75% higher than in the U.S., both Broad and Ross think the company can make a go of it in Germany. A K&B house still costs 20% less than a comparable home built by Germans.

In contrast to the company's operations in Germany, K&B seems to have discovered the right formula in France. Since it broke ground there in 1969, it has built and sold 4,000 units with scarcely a problem.

Back at the ranch. On the home front, Broad painted a rosy financial picture for New York securities analysts last month.

"I have no quarrel," he said, "with analysts' estimates that the company will earn 50 to 60 cents a share by the end of the fiscal year Nov. 30. That's a jump from 17 cents a share for the same period a year earlier. For the nine-month period ended August 31, K&B earned $5.5 million, or 32 cents a share, compared with its year-earlier $1.1-million loss at 10 cents a share."

Broad told the analysts that K&B signed a $100-million credit agreement with a group of 13 banks to fund K&B credit needs through 1979.

—PETER HOFFMAN

ASSOCIATIONS

The Realtors rally 14,000 strong

The federal budget, inflation rate and government intervention in business were among issues dealt with by the National Association of Realtors in its 1977 Statement of Policy.

The action came as part of the association's 69th convention, attended by 14,000 members in Houston.

Philip C. Smaby, association president, said much of the newly revised policy statement was directed toward the new Congress, which will meet this month, and to the Carter administration.

'We believe?' The statement of policy made these points:

- Balanced budget—"We believe it mandatory for the President and Congress to balance federal income and expenditures and initiate a program for the reduction of the national debt. Federal deficit spending has created crippling inflation and a national debt of nearly $700 billion and an annual interest charge of $35 billion, the second-largest single expenditure."
- Inflation—"Continuing inflation has eroded the life savings of millions of Americans, carried housing prices beyond their reach and increased interest rates. If Congress and the Executive Branch would fulfill their responsibilities in producing a balanced budget, real estate would not bear its present disproportionate share of the inflationary battle."
- Government intervention, regulation and control—"The extent of government involvement in the business affairs and lives of American citizens over the past few decades has been increasing at a staggering rate. A flood of guidelines, regulations, rules and procedures has increased costs to the public and added a significant burden to the business community."

Disputes over powers. The Realtors also criticized the extension of federal power by Congress.

"In several laws recently enacted," the statement said, "Congress has asserted the absolute right to determine the terms, conditions and purposes for which private credit may be allocated by banks and savings and loan associations which are insured under the FDIC or FLSIC.

"This is not a right . . . delegated to Congress by the Constitution. It is not a power derived from the power to regulate interstate commerce. The National Association of Realtors vigorously opposes as unconstitutional the extension of federal power over purposes and terms for which private credit may be used."

Other policies were approved relating to the mortgage market, federal taxation, energy and environment.

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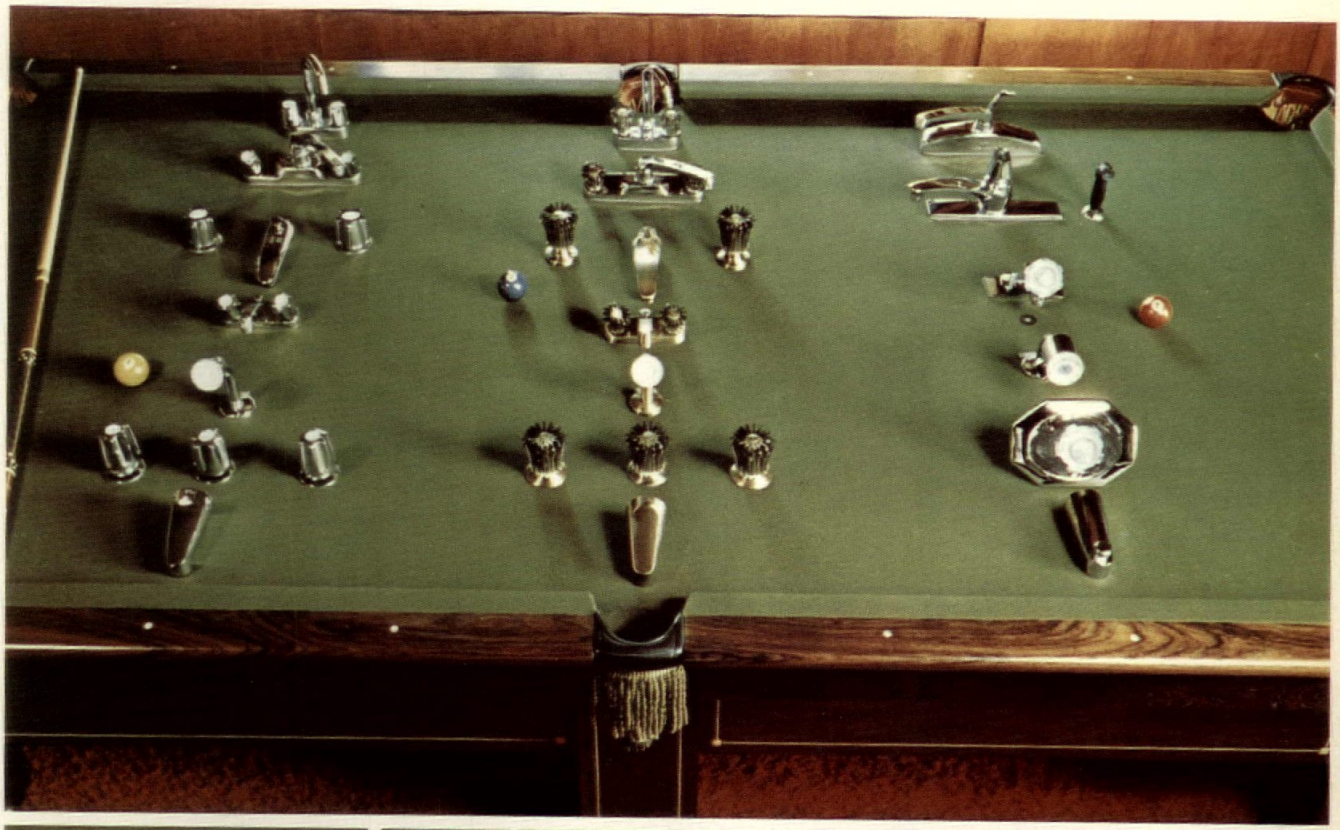
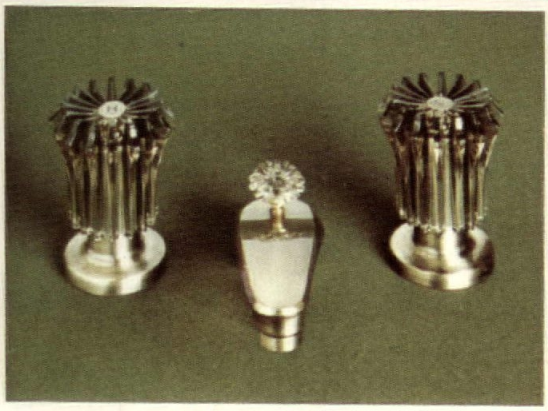


Verve 43 Series



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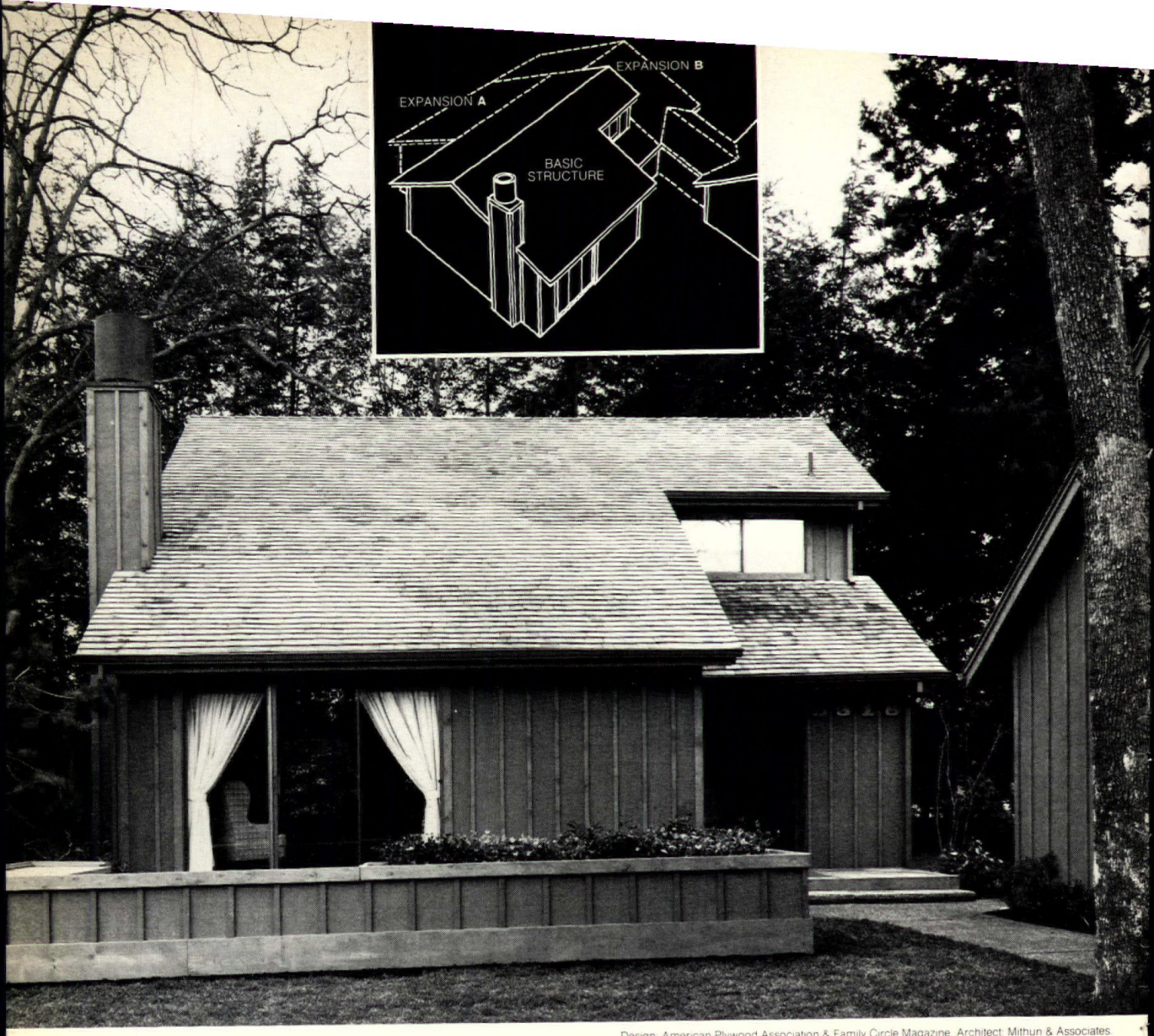
Circle 33 on reader service card



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Circle 34 on reader service card

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Circle 37 on reader service card

Rec leases survive Florida court test

The Florida Supreme Court has refused to hear arguments attacking condominium maintenance and recreation leases.

The court rejected the plea of Attorney General Robert Shevin that the leases are illegal restraints of trade as defined in the state's Unfair and Deceptive Practices Act.

Shevin had filed the case against Cenvill Communities Inc., developers of the large and successful Century Village condominium projects in Broward and Palm Beach Counties along the Atlantic coast in south Florida. The attorney general contended that the 99-year contracts for maintenance and leases on the lavish recreational facilities effectively gave the developer a monopoly and also enabled Cenvill to raise fees and rentals.

Case history. The case against Cenvill was filed in September 1974. The company immediately went into court to challenge the claim that Shevin had authority to regulate the leases. The First District Court of Appeal agreed with Cenvill and told Shevin not to proceed in his effort to obtain a cease-and-desist order. The Supreme Court, in a unanimous decision, has now said it lacks jurisdiction to overturn the lower court's ruling.

Shevin's office expressed disappointment that the rulings in the case have been made on the narrow and technical ground of whether the attorney general has authority to institute a cease-and-desist procedure.

Other tests. There are other challenges to the condominium leases in Florida courts. One testing the legality of a recreation lease at the large Point East development in Miami is before the Third District Court of Appeal in South Florida. If that decision conflicts with the First District view, the Supreme Court automatically would have jurisdiction.

H. Irwin Levy, chief executive of Cenvill, said he was "thrilled" by the high court decision and he contended that Shevin was wasting the taxpayers' money in pursuing the case in what was described as a "wild gubernatorial campaign activity."

Shevin has indicated he will run for governor in 1978.

Levy called the court decision "absolute justification" for legality of leases.

—FRED SHERMAN
McGraw-Hill News, Miami

Why McCulloch quit land biz

"I don't think anybody can ever build a new town today. With inflation going the way it is, it just kills you in the end."

So said C.V. Wood Jr., president of McCulloch Oil Corp., Los Angeles, of the company's decision to quit the land development business after a nine-month loss of $59,790,000. The decision, he said, was forced by inflation, high costs and increased government regulation.

"If it's going to take you ten years to do something, you can't anticipate what's going to happen in those ten years," Wood went on. "It's just one little thing after another over the ten-year period. Manufacturing costs are killing us—the cost of pipe, digging a ditch, moving dirt and engineering."

Lot-price inflation. "Back in 1972 we could manufacture and sell a lot for $10,000," Wood explained. "Today we have to sell the same type of lot for $18,000, so we have to finance a $16,200 receivable, compared to $9,000 in 1972—that is, after we find a person that can pay $18,000 for a lot."

McCulloch's projects are at Lake Havasu City, Ariz.; Fountain Hills, Ariz.; Spring Creek, Nev.; Silver Lakes, Calif.; Pueblo West, Colo.; Holiday Island, Ark., and Amarillo, Tex. They are operated by McCulloch Properties Inc. (MPI), a wholly owned subsidiary, and it will dispose of them over the next five years. It expects the sales program to require interim financing of $30 million.

The nine-month loss from discontinued operations will consist of a $60-million writedown of land projects and reserve for losses and asset dispositions, and a $3-million loss from operations. The total will be reduced by a $4-million tax credit.

Land development accounted for 42% of the parent company's total revenues of $124,307,000 in calendar 1975 but the land operation lost $5,102,000 before taxes. The rest of McCulloch's revenues come from oil, gas and coal.

The cost raisers. As an illustration of the "little things" that raise costs, Wood cited these problems at Holiday Island and Lake Havasu City:

"At Holiday Island we started with septic tanks and we had sold about half the project when the state said we had to have sewers. We had already sold lots where we didn't charge the sewer cost, but we can't put in sewers for every other lot.

"At Lake Havasu I think it was the county that said everything [wiring, utility conduit, etc.] had to go underground. We have tracts between tracts, so to finish the balance we have to go underground."

SEC inquiry. McCulloch's land development projects are under investigation by the Securities and Exchange Commission, and Pueblo West, Colo., is being investigated by a grand jury.

"I don't know what the SEC investigation is about, although I have my own thoughts as to what they are doing," Wood said.

"I have never talked to them and I don't think they have ever talked to any of our people. They have talked to districts, such as water, sewer or irrigation districts. I can't talk about the Pueblo West investigation because the judge has it under a gag order."

Wood said the investigations had nothing to do with the decision to withdraw from land development.

"It's total economics," he said.

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Bill Leonard takes builder job

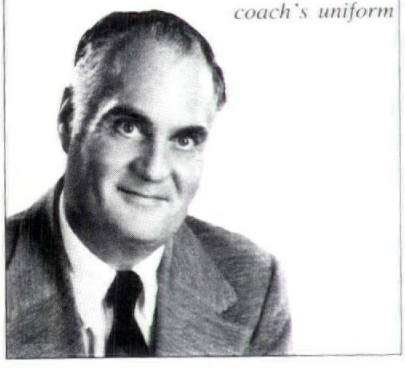
He resigns as ABI director in California to join the Hofmann Co.

William T. Leonard, executive director T. Leonard, executive director of the Associated Building Industry of Northern California, resigns to take "the ultimate challenge of a career."

The challenge: a newly created vice presidency for forward planning with the Hofmann Co., a $23-million-a-year homebuilder in Concord, Calif. Says Leonard:

"I want to take off the coach's uniform and try the game."

Top performer. Leonard, 48, has been a trade association activist for 21 years. He became executive director of the ABI when it was formed through the consolidation of five affiliates of the National Association of Home Builders in 1974. Leonard had served as executive director of one of the merging groups, Associated Home Builders of Greater East Bay, since 1961.



Hofmann's Leonard
Sheds coach's uniform

Leonard was cited by HOUSE & HOME as one of the housing industry's top performers in 1963 and 1966, once for pioneering the condominium concept in California and later for encouraging pension funds to invest in mortgages. —JENNESS KEENE

McGraw-Hill News, San Francisco

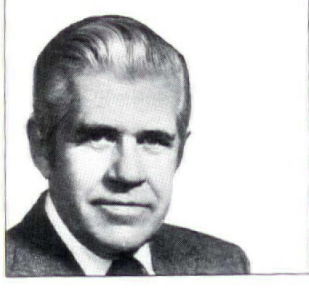
Builders: Chicagoan in Leisure Tech post

Chester S. Moskal, 43, a former executive vice president of the Kennedy Co., a Chicago single-family builder, takes over as president of Leisure Technology's midwest region. Moskal succeeds **D.B. Enneking,** who resigns. Company headquarters are in Lakewood, N.J.

Houston's Superior Homes installs **Leonard Poes** as executive vice president in charge of subdivision homes. Poes was a vice president with Rossmoor Construction.

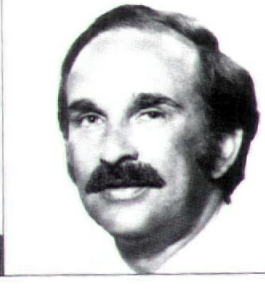
Richard J. McKool, ex-president of Chicago's Lincoln Realty and Investment Corp., becomes executive vice president of National Homes Construction, a National Homes subsidiary in Lafayette, Ind. National Mobile Homes, another subsidiary, appoints

42

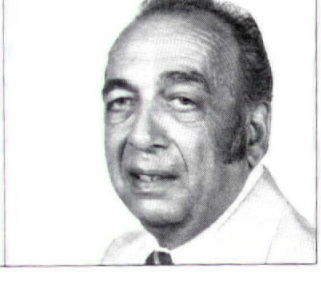


Realtor's Elstrom
The president for '77

National's McKool
Gets construction job



Leisure's Moskal
Takes over Midwest



Superior's Poes
Steps up in Houston

BRIEFS

California's Mission Viejo Co. buys the 6,700-acre Moulton Ranch adjacent Laguna Beach for $15 million. A subsidiary, Aliso Viejo, will develop. Philip Morris Inc. is the parent of both companies.

Four developers shell out $11 million for the biggest remaining parcel of land adjacent Beverly Hills. The Benedict Canyon tract contains 230 improved lots, and single-family residences under construction will eventually sell from $150,000 to $250,000. The buying partnership includes Dean Homes of Beverly Hills and Oren Realty, The Richlar Partnership and Goldrich, Kest and Associates, all of Los Angeles.

A rich man's mortgage crops up at a California condominium community. A 95% conventional loan, with only 5% down, is offered by the Wells Fargo Mortgage Co. for units costing up to $100,000 at the High Lands on Marin County's Spyglass Hill. Builders Skip Berg and John Winther aim the offer at the affluent buyer whose capital is tied up in investments. He does not wish to convert them to cash to make a big down payment but, since his monthly income is high, he does not object to large monthly payments.

Florida's condominium glut of 1974 brings predictions of a repeat performance—but this time in single-family houses. A marketing consultant, Galen O. Ballard, president of Impact Marketing Inc. of Clearwater, analyzes the old condo surplus in surrounding Pinellas County and finds the same type of overbuilding now creeping through detached-home tracts. He extrapolates the tendency into a statewide threat.

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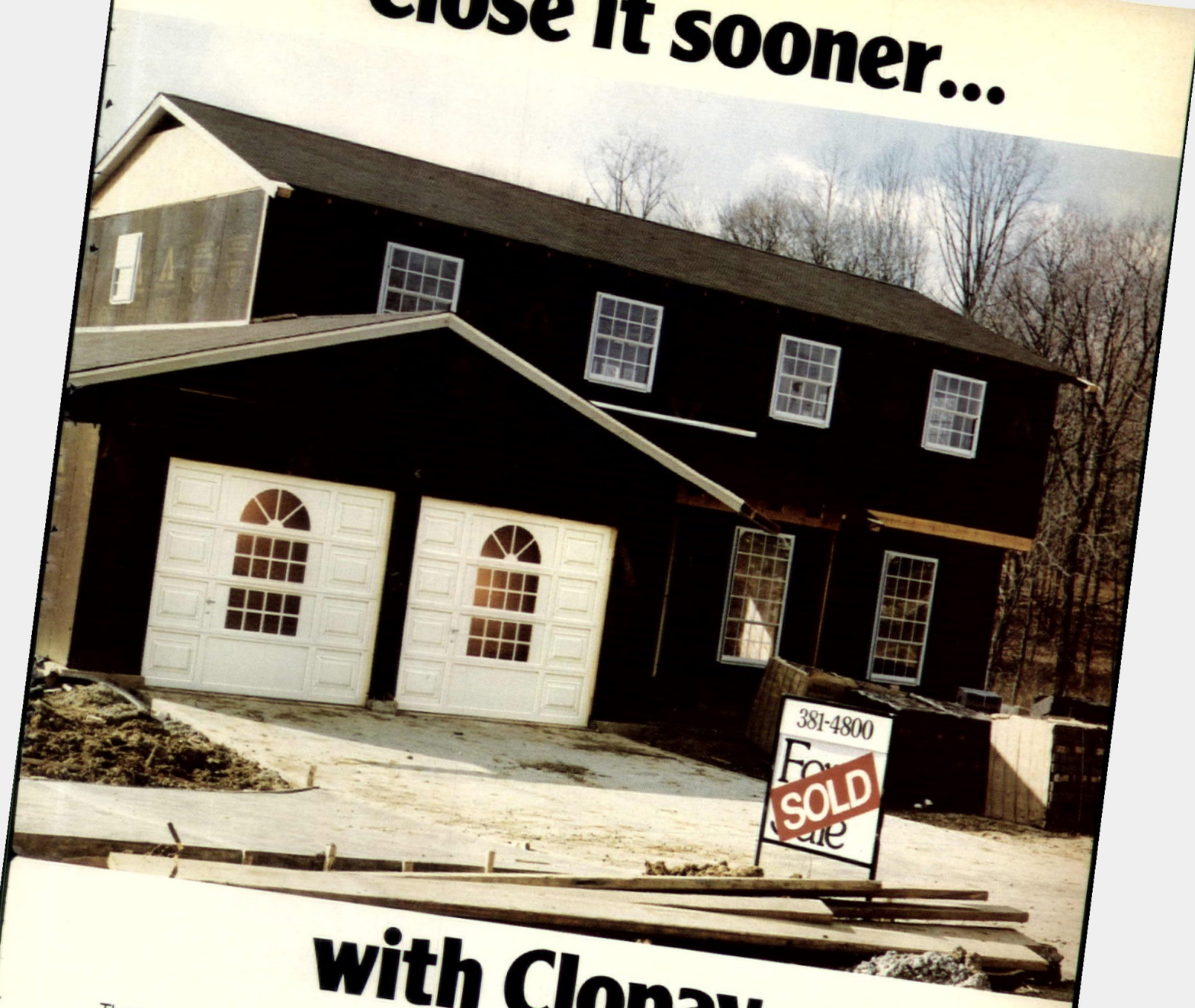

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Circle 41 on reader service card

Thomas P. Meyers as president. Meyers is a former president of Guerdon Industries, Chicago.

Ronald E. Gebhardt succeeds David A. Younkman as Ryan Homes' vice president of product development in Pittsburgh. Younkman retires.

On the West Coast, Mission Viejo names two new vice presidents: **Bob Rodman,** finance, and **Marvin Lawrence,** residential construction for California. **John F. Biggs** becomes director of operations for residential development and **Martin G. Russo** is named director of community services. **Louis E. Lederer,** formerly of New York's Tishman Realty and Construction, becomes director of operations for non-residential development at Aliso Viejo, a Mission Viejo subsidiary.

Lewis J. Young, a former Florida apartment builder, becomes vice president in charge of multifamily development for the L.B. Nelson Corp. of Menlo Park, Calif.

Metropolitan Development Corp., Beverly Hills, appoints **Larry Canarelli** as marketing director for its southern California and Nevada communities.

In Florida, Levitt alumnus **Woody Lucas** becomes vice president of the Hutchinson Island Club, a 92-unit high-rise condo project in Stuart.

Daon Development, western Canada's largest, names **Jim Stout** to head its California operations from the company's Newport Beach office.

Associations

The Mortgage Bankers Assn. installs **Kennon V. Rothchild** as president and seats **Claude E. Pope** as second vice president and heir-apparent behind First V.P. **John Opperman.** Pope is president of the Cameron Brown Co., Raleigh, N.C.

The National Apartment Assn. re-elects **Donald B. Lawrence.**

The American Institute of Real Estate Appraisers elects **William T. Van Court** as president. He is a partner in the Denver firm of Van Court & Early.

The National Association of Realtors, meeting in Houston, elects **Harry G. Elstrom** of Ballston Spa, N.Y. as president. He will be installed in Anaheim, Calif., next month.

George McKeon, fourplex king, dies

George R. McKeon, the California developer who came to be known as the fourplex king, died Nov. 13 at Mills Memorial Hospital in San Mateo of leukemia. He was 51.

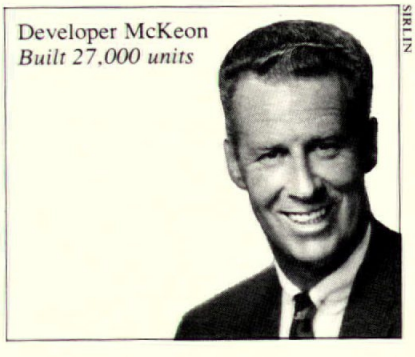
McKeon was chairman and chief executive of McKeon Construction in San Mateo, incorporated in 1953 as successor to a general contracting business established in 1934 in the San Francisco Bay area.

Wide range of building. In the late 60s, the company had divisions or operations in every major marketing area in California and northern Nevada, and by 1973 four operating divisions had been established in the eastern part of the United States.

McKeon was a pioneer with the fourplex concept of home construction, and his company built and sold or held for investment 27,000 units of housing, specializing in fourplexes, townhomes and single-family detached houses. The company built high-rise office buildings in Sacramento, San Mateo and San Rafael, Calif. and in Phoenix.

Sportsman. McKeon became owner of the San Francisco Saints of the American Basketball Association in the late '50s. He was also a trustee and regent of St. Mary's College in Moraga.

McKeon Construction will continue operations under President John C. Mackey. —J.K.



Developer McKeon
Built 27,000 units

SIBLIN

Al Jedlicka dies at 62: editor won 5 NAHB awards

Albert Jedlicka, 62, Chicago *Daily News* real estate editor for 24 years, died November 9 at MacNeal Hospital in his hometown of Berwyn, Ill. He had undergone prostate surgery and had been in ill health for months.

Jedlicka's *Daily News* homes section won the NAHB's award as the nation's best newspaper real estate section in 1956 and again in 1958 and 1962. It won honorable mention in 1955 and third prize in 1960.

'Reporter-detective.' Jedlicka researched and wrote a series of exposés of Chicago's S&L scandals in the early 1960s. Largely as a result, six S&Ls were merged, liquidated or placed under government control. [See "New Indictments Heat Up S&L Scandals in Illinois," H&H, Jan. '64 *et seq.*]

Chicago's Jedlicka
'Someone who contributed'

Time magazine praised Jedlicka's investigative techniques and described him as a writer who lived up to "the tradition of the hard-hitting reporter-detective."

Realtors' award. The Illinois Association of Realtors made a special award to Jedlicka three years ago for columns written in support of state legislation to outlaw panic selling of real estate. The bill, when enacted, established a recovery fund for victims of fraudulent sales by brokers and salesmen.

The executive vice president of the National Association of Realtors, which is based in Chicago, said:

"We looked upon him not only as a capable news analyst but also as someone who contributed to real estate through participation in meetings on real estate matters. Our members beyond this area will be saddened by his passing."

Jedlicka's wife Patricia survives along with a son, Daniel, auto editor for the Chicago *Sun-Times*, two daughters and three sisters.

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The center of the Bak-R-Foam insulation "sandwich" is made of polystyrene foam. This same material, in the form of a cup, permits you to hold boiling coffee or ice water with little apparent temperature change to the outer surface.

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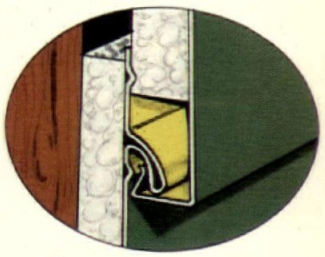
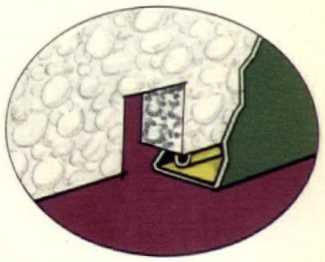
④ Thermal Break



Thermal break . . . top ridge of aluminum rests on foam insulation, breaks metal to metal contact, prevents air infiltration.

⑤ Moisture Control



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- **With 30- and 40-Year Limited Warranties**

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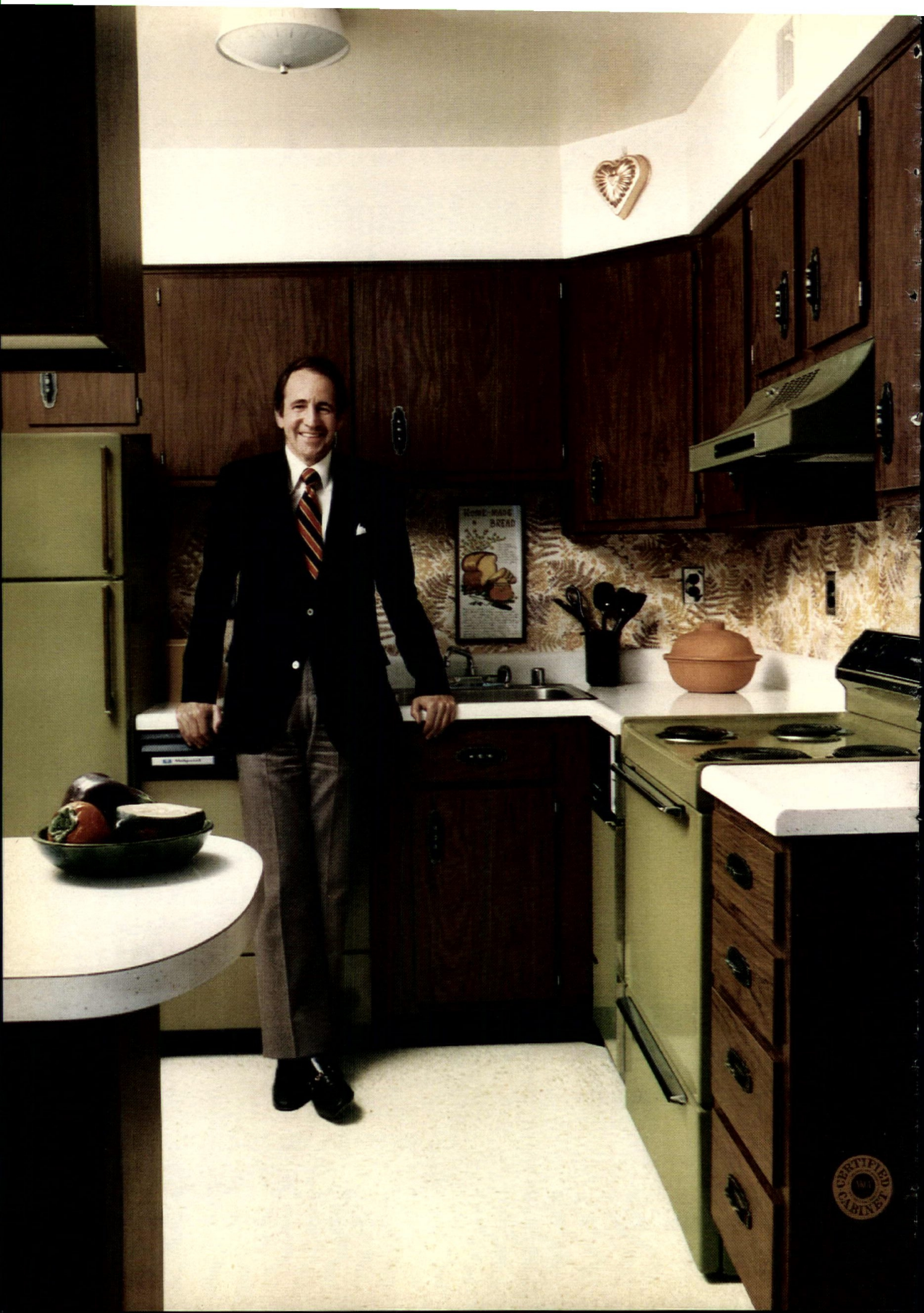

HOME-MADE
BREAD
CERTIFIED
CABINET

"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.

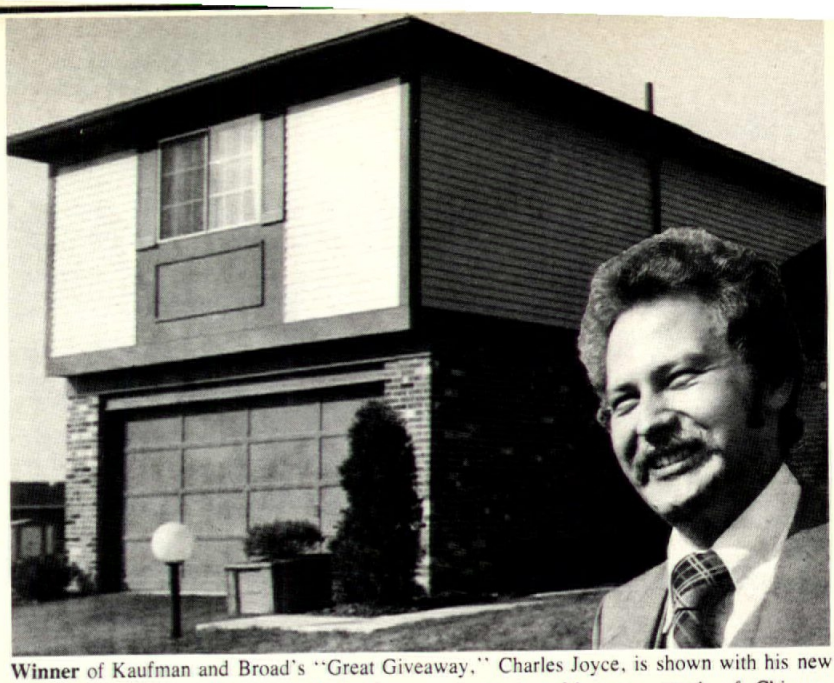
SCHEIRICH CABINETRY
FINE FURNITURE FOR THE KITCHEN AND BATH

"See us in Booth 2733 at NAHB"

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.

House giveaway pays off for K&B

But will it work for you?



Winner of Kaufman and Broad's "Great Giveaway," Charles Joyce, is shown with his new Cambridge home at Woodgate Park Estates in suburban Matteson, south of Chicago.

Thanks to Kaufman and Broad and a lot of luck, Mr. and Mrs. Charles Joyce are the new owners of a Cambridge home at Woodgate Park Estates in south suburban Matteson, Ill.

The Joyce family was one of 50,000 entrants in the "Great Giveaway" co-sponsored by Kaufman and Broad and WLS MusicRadio, a Chicago station. The prize: a $42,000 credit, awarded by a drawing, toward a home at any of K&B's nine Chicago-area developments.

The benefits. Kaufman and Broad is still benefiting from the increased traffic caused by the contest. According to Jeffrey I. Hyman, director of marketing and sales at K&B Homes Inc., the sales figures for August and September 1976, the two months of the contest, were 80 and 103 homes sold compared with 48 and 53 sales in 1975. In October, after the contest, 60 homes were sold compared with 41 in 1975.

Other builders benefited too. Traffic increased for them because prospects attracted by the K&B contest sometimes visited other tracts en route.

Contestants could enter by writing or visiting one of K&B's sales offices in the Chicago area, and one reason K&B's visitor traffic increased was that 10,000 of the 50,000 entrants actually did visit the sales offices.

And the problems. Such a large-scale giveaway is not without its pitfalls, K&B's experts point out. For example:

- A small builder with a limited marketing area would probably be unable to attract contestants from a broad area, and so a contest would not be worthwhile.
- A major radio station would not be as willing to back up a little-known builder.
- The expense would just be too high. After all, how many small builders can afford to give away a $42,000 house?

The "Great Giveaway" worked for Kaufman and Broad, but a small builder would try it at his own risk.

—MARY SARLO

School for joint-venture builders

A one-week course in single-family home building at a New Ventures School Feb. 28–Mar. 4, 1977, in Washington, D.C., will provide opportunity for 20 builders to start a business of their own, George W. DeFranceaux, chairman of the National Housing Partnership, has just announced.

The NHP and its subsidiary, Housing Capital Corporation, are the sponsors. Tuition, texts and meals will be free for those chosen to attend. Twenty experts with practical experience will teach. Graduates will be eligible for joint ventures with HCC.

Applicants may write to NHP, 1133 15th Street N.W., Washington, D.C. 20005.

California keeps local rent control

A bill to prohibit local governments in California from enacting rent controls has been vetoed by Governor Edmund G. Brown Jr.

The legislation was supported by developers, banks and apartment-house owners. It passed the legislature over the opposition of the California Labor Federation (AFL-CIO).

The governor said in his veto message:

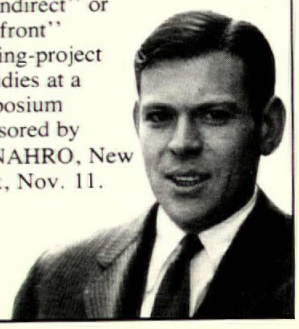
"I question the necessity and even the constitutionality of precluding local option with respect to rent control without the establishment of state standards . . . I am unwilling to preclude local government from experimentation in this area."

QUOTATION OF THE MONTH

"Hidden subsidies, I do believe, almost brought New York State to its knees and will do the same to the nation unless the practice is stopped now."

—JOHN G. HEIMANN,

N.Y. State Housing Commissioner-designate, referring to "indirect" or "up-front" housing-project subsidies at a symposium sponsored by the NAHRO, New York, Nov. 11.



Without thorough, professional pretreatment,

termites could be the first occupants

Subterranean termites like a new home as much as anyone. As a matter of fact, they'll happily chew up any house, new or old, restored, remodeled or otherwise, empty or occupied.

GOLD CREST® termiticides can stop that. Professional pest control operators can offer limited warranty programs to protect almost any structure.

Subterranean pretreatment provides an effective barrier against infestation. Thorough inspection and post-treatment can arrest existing invasion and prevent costly and dangerous future damage. With GOLD CREST® protection you won't have to worry about who are the first occupants (or what their appetite preference might be!).

Call your professional pest control operator, and insist on GOLD CREST® termite protection. Then you can concentrate on building and selling quality homes and apartments.

GOLD CREST PROTECTION
PEST CONTROL CHEMICALS ®

Products of Velsicol...
sensitive to the needs of man

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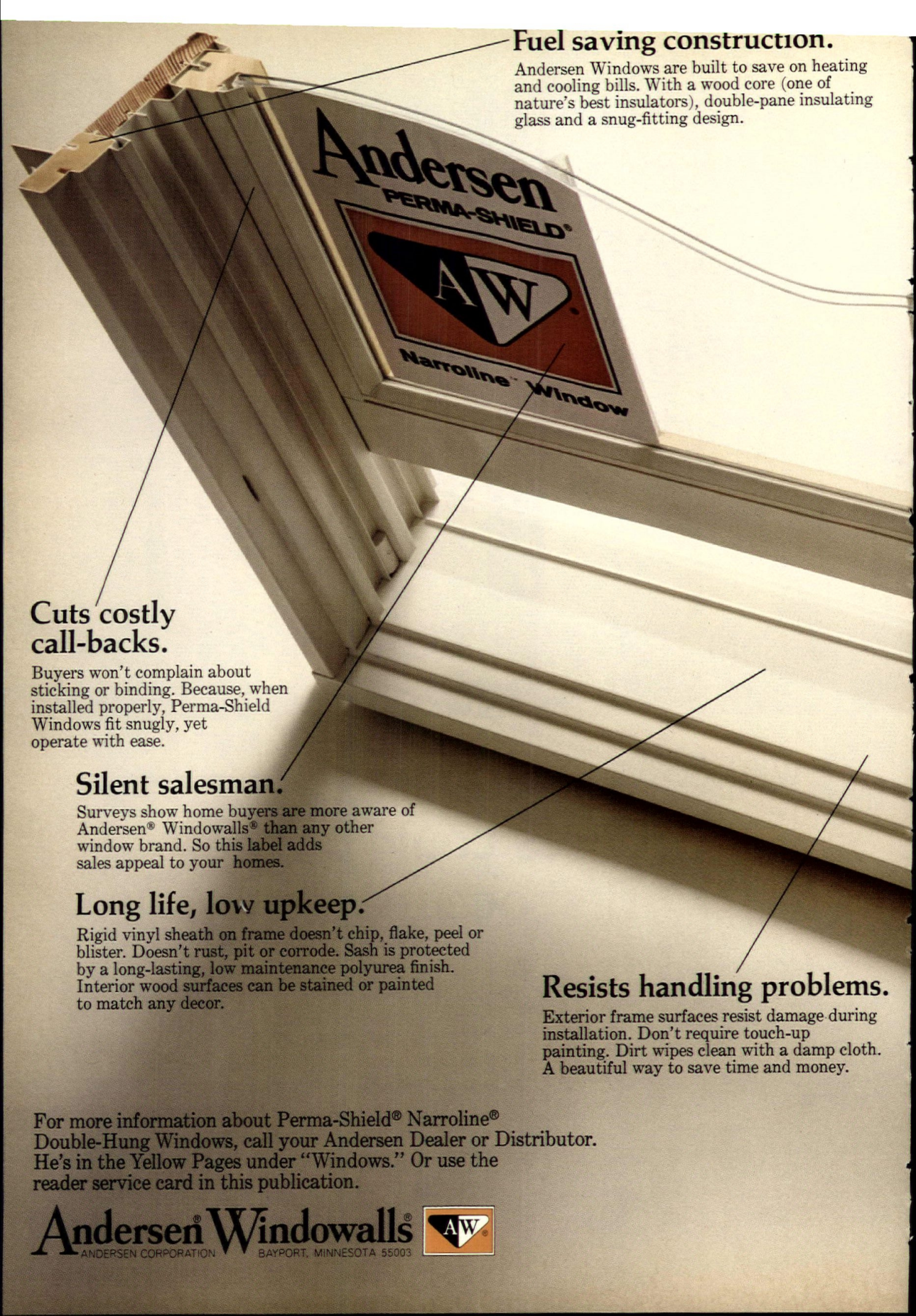

Fuel saving construction.

Andersen Windows are built to save on heating and cooling bills. With a wood core (one of nature's best insulators), double-pane insulating glass and a snug-fitting design.

Cuts costly call-backs.

Buyers won't complain about sticking or binding. Because, when installed properly, Perma-Shield Windows fit snugly, yet operate with ease.

Silent salesman.

Surveys show home buyers are more aware of Andersen® Windowalls® than any other window brand. So this label adds sales appeal to your homes.

Long life, low upkeep.

Rigid vinyl sheath on frame doesn't chip, flake, peel or blister. Doesn't rust, pit or corrode. Sash is protected by a long-lasting, low maintenance polyurea finish. Interior wood surfaces can be stained or painted to match any decor.

Resists handling problems.

Exterior frame surfaces resist damage during installation. Don't require touch-up painting. Dirt wipes clean with a damp cloth. A beautiful way to save time and money.

For more information about Perma-Shield® Narroline® Double-Hung Windows, call your Andersen Dealer or Distributor. He's in the Yellow Pages under "Windows." Or use the reader service card in this publication.

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ANDERSEN CORPORATION BAYPORT, MINNESOTA 55003

The beautiful way to save time, save money, save fuel.

No storm window bother.

Double-pane insulating glass offers a major part of the fuel-saving benefits of single-glazing with storm windows and only half the glass cleaning chores. Convenience your buyers are sure to like.

Snug-fitting design.

Perma-Shield Narroline Windows are two times more weathertight than industry air-infiltration standards. To help seal out drafts and dust, and to help save on heating and cooling bills.

Easy installation.

Perma-Shield Narroline Windows come completely assembled. All you do is nail pre-punched side flanges into window openings. Flanges eliminate the need for separate flashing.

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You'll like what Hotpoin
And you'll like a lot of oth

When it comes to the place where salesmen do the most selling, the kitchen usually wins—hands down! To most people, it's still the most important room.

And when a kitchen is filled with the kind of ideas and appliances like the one shown above, it can help make your selling job a lot easier. It's fully-equipped with Hotpoint appliances in exciting new Almond...just one of the fresh, new go-with-anything colors we call The New Naturals.™

Hotpoint's design experts can help your kitchens stand out. Our Certified Kitchen Designers can recommend plans that can not only improve your kitchens' functional design, but save you money in the bargain. Our complete Kitchen Planning Package includes blueprints, color scheme, and a full-color perspective rendering of your layout. Result: your kitchens can have that coordinated custom look. And, you'll find the cost of our Kitchen Planning Package surprisingly low.

Quality appliances up and down the line. Today, you've got to take a harder look than ever at what you're getting for your money. That's why it makes more sense than ever to do business with Hotpoint. We're a single source supplier of quality, dependable appliances. Appliances with the kind of convenience features buyers want—and are willing to pay for. And, Hotpoint is a nationally advertised name people know. A name that can act like an extra salesman for you.

Hotpoint salesmen think like you do. Your local Hotpoint builder representative knows

an do for your kitchens. things we do for you, too.

your business. And your market. He'll not only help you choose appliances, he'll put his experience and that of our contract sales operation to work for you. In short, he'll do everything possible to make sure things go smoothly, from initial planning right up to final installation.

Hotpoint service is a selling point, not a sore point. It's called Customer Care® Service—a network of factory service centers in over 800 cities, plus thousands of franchised service people across America. It helps build buyer and tenant confidence and takes service problems off your shoulders.

If you'd like to know more about all the benefits of dealing with a single source supplier, get in touch with your Hotpoint builder representative. You'll like what he can do for you.

We hustle for your business. And it shows.

Hotpoint

A Quality Product of General Electric Company

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You knew we could open garage doors... but did you know we could close sales?

Genie®

automatic garage door opener systems ...by Alliance

The garage door picker upper becomes the sales picker upper!

A Genie automatic garage door opener system in the garage tells potential home buyers a lot about you . . . and a lot about the house. It shows your concern for their comfort and convenience. And it says that you use nothing but the best when you build. Only Genie offers CRYPTAR® II DIGITAL CONTROLS, the 3000-code, personal card-select system designed for added security and protection. And Genie offers SEQUENSOR™, the unique new "computer-controlled brain" that provides solid state reliability and quiet, error-free operation. Choose from three decorator-designed models, all complete with automatic lighting, automatic reverse if the door contacts an obstruction while closing, external limit switches and thermal overload protection. Call your local Genie dealer for complete details.

Opens the door . . . turns on the light . . . lets you drive right in!

The **ALLIANCE** Manufacturing Co., Inc., Alliance, Ohio 44601
A NORTH AMERICAN PHILIPS COMPANY

Maker of the famous antenna rotator... Alliance Tenna-Rotor® "TV's Better Color Getter!"

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See us at the NAHB Show, Booth No. 1203

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A HOUSE & HOME SEMINAR

How to make money from small non-residential projects

Miami, February 24-25
Los Angeles, March 28-29
Chicago, April 18-19

small non-residential projects

There is a growing demand for small office buildings, small shopping centers and small industrial spaces.

That's because more and more small businesses are looking for well-located office and industrial space sized to their needs. And more and more consumers are looking for shopping environments with the human scale and charm that big regional centers just don't have.

Furthermore, smaller non-residential projects can be much more profitable—and much less risky—than big ones.

Many big projects are limping along with high vacancies, while smaller projects are full. And there are more high-profit opportunities in small market areas than in most of the big and booming areas.

Small non-residential projects offer a big opportunity to the residential builder.

In scale, design, financing and construction, these projects are not so different from the housing he's already building. Indeed, the residential builder may have an edge over the big, established non-residential developer who lacks experience in small scale design and building, and whose high overhead may make small projects infeasible.

But the small non-residential market is a demanding one.

It demands precise understanding of where the market is, its size, and what it wants. It demands flexible design. It demands first-class management. And it demands tight cost control all the way from initial financing to the management budget.

And this HOUSE & HOME seminar is designed to show you how to meet these demands. Specifically, you'll learn:

Market research

- ☐ How to locate and identify prospective tenants
- ☐ How to identify market segments
- ☐ How to project absorption rates
- ☐ How to select the right site

Feasibility

- ☐ How to project construction costs, overhead and profit
- ☐ How to project cash flow
- ☐ How to project operating costs
- ☐ How to make the most of tax advantages
- ☐ How to handle depreciation

Design

- ☐ How to scale spaces to prospective tenants' needs
- ☐ How to handle tenant improvements
- ☐ When and how to provide extra amenities
- ☐ How to handle special construction details

Financing

- ☐ How to put together the best possible loan package
- ☐ How equity participation should be structured
- ☐ How to go the joint-venture route

Marketing

- ☐ How to select a leasing firm
- ☐ How to work with local brokers
- ☐ How to structure rents
- ☐ Short-term vs. long-term leases
- ☐ How to handle percentage clauses and escalation clauses
- ☐ How to advertise—and when

Management

- ☐ How to pick a good management company
- ☐ How much to pay for management—and what kind of service to expect
- ☐ How to use operating statements

And you'll learn about special opportunities in recycled non-residential property

- ☐ The advantages of re-marketing existing properties
- ☐ Determining an existing building's potential value
- ☐ Deciding the right time to buy

Miami, February 24-25
Marriott Hotel

Los Angeles, March 28-29
Marriott Hotel

Chicago, April 18-19
Marriott Hotel

You'll learn from a faculty with broad—and practical—experience in the non-residential field

Dr. Alfred A. Gobar is president of Alfred Gobar Associates, probably the most highly respected real-estate research firm in the country. As both a market analyst and an economist, he has particular expertise in the interrelated areas of market feasibility and financial feasibility. For many years Dr. Gobar has specialized in research for non-residential as well as residential development, and his clients include such major firms as Kaiser-Aetna, Coldwell Banker & Co., Dunn Properties, Broadbent Development Co. and Newman Properties. He is also a member of the faculty of the International Council of Shopping Centers' educational division.

Wayne Ratkovich is a partner in the firm of Riverside Investment Management, which develops new and existing commercial and industrial buildings. His company is currently in partnership with Wells Fargo Mortgage Investors, manages developments for New England Mutual Life Insurance Co., and is developing the Scripps Ranch Business Park in San Diego in partnership with Societa Generale Immobiliare. Mr. Ratkovich was formerly a vice-president with Coldwell Banker & Co. where he handled negotiations for more than $35 million in industrial sales and leases. He is currently on the steering committee of the National Association of Office and Industrial Parks, Southern California chapter.

Robert Holmes is president of Oltmans Construction Co., one of the largest commercial/industrial building firms in the country. Acting as both a contractor and an equity partner, Oltmans builds offices, industrial buildings, warehouses and international headquarters facilities. Mr. Holmes is president of the California Builders Council and a member of the American Arbitration Association.

A HOUSE & HOME SEMINAR

small non-residential projects

Seminar Registration
To register, please complete and return the coupon below to House & Home, McGraw-Hill, Inc., 1221 Avenue of the Americas, N.Y., N.Y. 10020. Or you may register by calling (212) 997-6692. Registration must be made in advance of the seminars. All registrations will be confirmed by mail.

Seminar Fee
The full registration fee is payable in advance and includes the cost of all luncheons, workbooks, and meeting materials. $395.

Seminar Hours
Registration starts at 8 a.m. Sessions are 9 a.m. to 5 p.m. with informal discussions to 6 p.m.

Hotel Reservations
While House & Home does not make individual reservations for seminar participants, we have arranged with the Marriott Hotels in Miami, Los Angeles and Chicago to hold a limited block of rooms for the use of attendees. You can reserve your room at any of the Marriott Hotels by phoning (800) 228-9290.

Please be sure to say that you are attending the House & Home seminar. This will identify your reservation with the block of reserved rooms, and assure you of the special seminar rate.

Tax Deduction of Expenses
An income tax deduction is allowed for expenses of education (includes registration fees, travel, meals, lodgings) undertaken to maintain and improve professional skill. See Treasury regulation 1.62-5 Coughlin vs. Commissioner 203F. 2d 307.

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Gentlemen: Please register me in the HOW TO MAKE MONEY FROM SMALL NON-RESIDENTIAL PROJECTS seminar checked below.

- ☐ Miami, February 24-25 Marriott Hotel
- ☐ Los Angeles, March 28-29 Marriott Hotel
- ☐ Chicago, April 18-19 Marriott Hotel
- ☐ Check payable to House & Home enclosed
- ☐ Bill my company
- ☐ Bill me

Name _____

Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____

Signature _____

Additional registrations from my company:

Name _____

Title _____

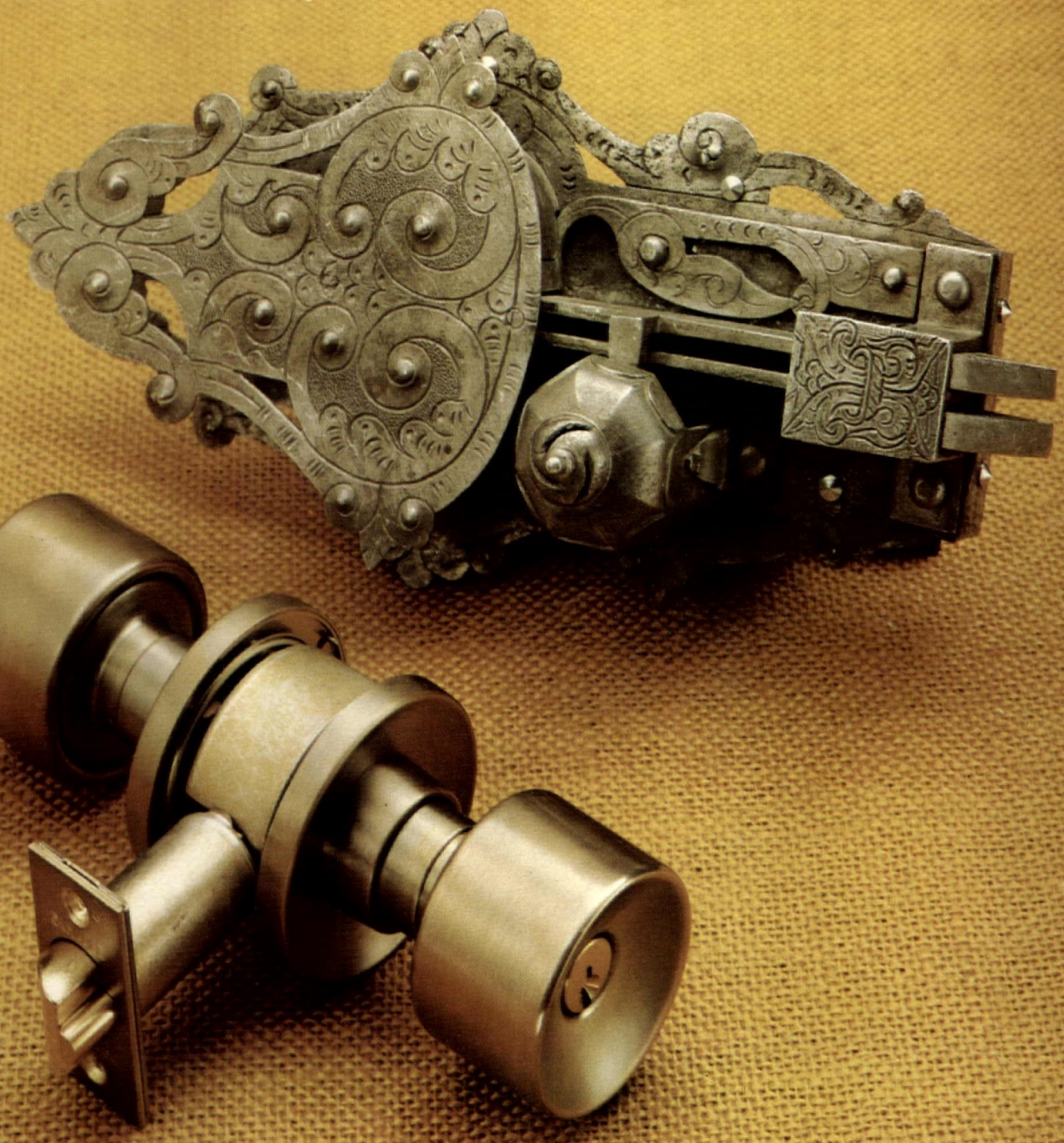
Name _____

Title _____

HH-1/77

Quality Endures

With the knowledge that a select inner circle of his peers would pass judgement on this "Masterpiece" Lock*, a craftsman in a German guild in the time of Martin Luther (1483-1546) labored many months on its creation. This lock provided proof of his technical competence, allowing him to become a Master Locksmith. Knowing that you will be our judge, all Schlage Locks are manufactured with this same dedication to a tradition of quality and craftsmanship.



SCHLAGE

The World's Most Respected Name in Locks!

For a set of Antique Lock Posters write: Schlage Lock Company, P.O. Box 34186, San Francisco, CA 94134
Use Reader Service Card for product literature.

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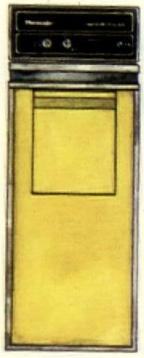
Sleek. Slim. Elegant. The most beautiful way to get rid of trash.

Thermador's Masterpiece: a 12-inch compactor with a 3000-pound wallop.



Introducing the Thermador Masterpiece, a handsomely-designed compactor so easy to fit in a kitchen. Unlike other brands measuring 15" to 18", Thermador's is a mere 12" in width. Yet it's big and strong enough to handle a week's trash for an average family. It can be built in, or used freestanding in the kitchen, utility room or garage. The reversible door hinges permit left- or right-hand mounting. The Masterpiece can be adjusted from 33½" to 34½" in height and has adjustable toe space so that it can match the existing cabinetry.

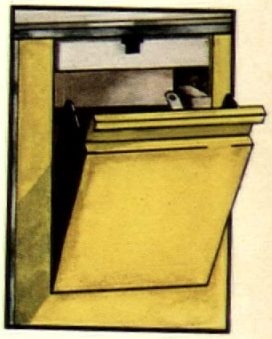
Ecology-minded appliance

The Masterpiece Compactor, a mechanical workhorse for the age of ecology, gobbles up the equivalent of three standard-size cans of refuse, then turns it into a neatly-packaged, and nicely-deodorized little bundle. It can crunch up almost any kind of trash, such as cans, bottles, plastic containers, cartons, boxes and dry scraps. Special bags are not necessary, since standard, inexpensive plastic supermarket bags do the job. It runs on regular household current and does not require special wiring.

3000 pounds of pressure

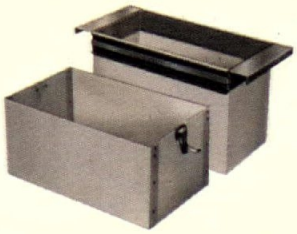
Thermador's labor-saving compactor is the quickest, most efficient way to eliminate the messy problem of household waste accumulation. All you have to do is toss in the refuse, close the door and turn the key. Down comes a motor-driven ram that compresses evenly throughout the entire operation to virtually eliminate jams. When the compactor has done its work, tie the bag shut and remove it.

Thermador's Masterpiece is compact and versatile, and is loaded with special features that are sure to appeal to your customers. For example: a tilt-down chute, built into the door, allows the user to drop in small items without opening the door. To remove odors, a deodorant dispenser operates with a twist of the knob on the control panel. When the trash container is full, a light flashes on. A handy storage compartment for trash bags is located on the inside of the door.



Saves time and work

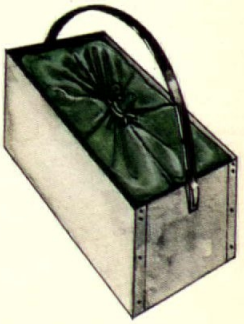
Because of the design, the Masterpiece Compactor is easy to empty and a cinch to clean. A unique inner sleeve protects the plastic trash bags from punctures by sharp objects, like glass and cans. The trash container slides out smoothly when it's ready to be emptied. It is not on tracks or attached to the door, making the interior easy to clean with a sponge.



More great features

When trash has been compacted and the bag tied, a strap, which fastens to the inner sleeve, becomes a sling to carry container and contents to the refuse pick-up area.

The compactor has a black enamel front panel, and beige exterior finish. White, gold, avocado, copper or high-gloss black acrylic panels can be purchased separately. Custom wood door panels are easily fabricated locally. When used freestanding, cutting-board tops are also available.



Size it all up and you will find that Thermador is more compact in inches, and miles ahead in versatility, design and engineering innovations.

Thermador
Trash Compactor

THERMADOR / WASTE KING
NORRIS Ni INDUSTRIES
DIVISION

For further information and complete warranty details, see your Distributor or write Thermador, Dept. S., 5119 District Blvd., Los Angeles, Ca. 90040.
Eastern zone office: P.O. Box 297, Fanwood, N.J. 07023. Phone (201) 233-5432

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In Ocean County, N.J.

Revamped designs spur sales of retirement condos

You're looking at the first basic design changes in eight years by Leisure Technology Corp., New Jersey-based builder of retirement housing.

"Sales were starting to lag because our old models were outdated," says Michael Tenzer, former Larwin Group president, who took over last year as Leisure Tech's head man.

The six new models shown here accounted for 35 sales in the first month after they were introduced to the South Jersey market. They are the company's "Greenery" series—one of two model lines designed by Barry Berkus Associates, Santa Barbara, Calif., and opened for sales simultaneously.

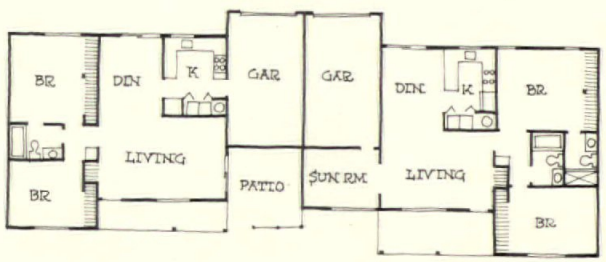
The "Greenery" units range from 974 to 1,580 sq. ft., and are priced from $35,990 to $45,990. They are attached in duplex and triplex arrangements. But their only common walls are in the garages—a new, for Leisure Tech, feature that makes for privacy.

Also new is the placement of the garages—at the backs of units, with driveways from rear alleys *(site plan, left)*—and the front orientation of indoor living areas, patios and porches. Other features include double entry doors and the grouping of big windows to create "Greenery Rooms" that are reminiscent of sun parlors of the 1930's.

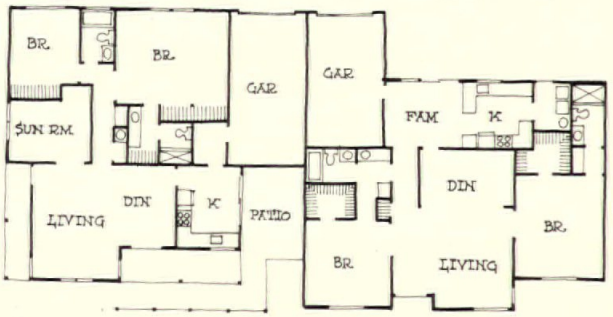
The second Leisure Tech model series—"Countryside Villas"—are lower-end, garageless units: three plans ranging from 750 to 950 sq. ft., and priced from $23,990 to $27,990.

—J.G.C.

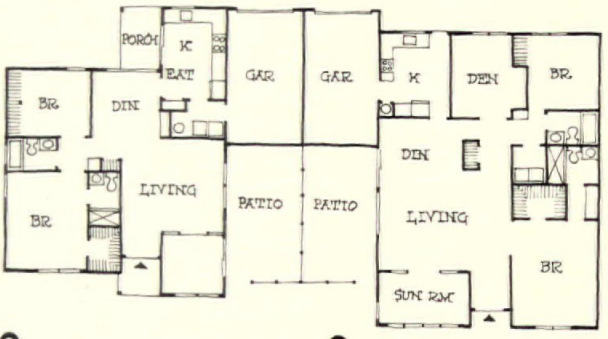
Side-entry model *(far left)* has front porch plus patio next to kitchen *(left)*. Its plan *(below)* is number 4. All models have rear-entry garages *(site plan, opposite)* and three elevations. And plan 5 offers two master suites.



1: $35,990 974 sq. ft. **2**: $38,490 1,139 sq. ft.



4: $43,990 1,359 sq. ft. **5**: $43,990 1,467 sq. ft.



3: $41,990 1,226 sq. ft. **6**: $45,990 1,580 sq. ft.

Double entry doors, featured in four of the six models, are shown below at left (plan 3), and at right (plan 6).

"What a help! That Whirlpool man understands my plans as well as his spec sheets!"

A Whirlpool builder territory manager knows the intricacies and the problems of the building business. He understands tight schedules and the all-important bottom line.

He doesn't treat appliances as "just another item." He considers how they fit the whole, and how his product features, dimensions and installation requirements fit your particular needs.

That's because he's gone through one of the most extensive and intensive training programs in the business. The Whirlpool Builder Seminars, conducted through the facilities of the Whirlpool Educational Center, get down to the basics of the builder business.

These managers participate in training programs to get practical information on things like marketing trends . . . builder financing, merchandising, kitchen planning and other builder problems. And *then* they get complete briefing on the full line of quality Whirlpool builder appliances and after-the-sale services like COOL-LINE® Service and TECH-CARE® Service, which can be important to a builder.

The result: You get a lot more than an appliance salesman. You get a man who can understand what your needs are . . . and works with you in meeting them.

A call to your Whirlpool Distributor is all it takes to get one of these trained professionals at your shoulder. And rest assured, he will fit his schedule to yours. After all, he knows what it's like to be a builder.

Ask about
Help where it counts
Whirlpool Distributor pre-sale and post-sale services

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Wilson Art brand - the home builders and remodelers new, complete design line.

DESIGN GROUP I

Tomorrow's design innovations . . . available for the way we live today.

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Circle 67 on reader service card

PHOTOS: AMERICAN PLYWOOD ASSOCIATION

Plywood-sided townhouses look a lot like the builder's detached houses.

In Marshalltown, Iowa

'We're losing sales because we can't deliver fast enough'

So reports Maurice Dubois, who's building the first condo townhouses in an area where most housing is single-family detached.

The townhouses comprise the sixth section of Sugar Creek, a previously all-detached project. Sales started late last spring, and by mid-fall, with 16 firm sales in hand, Dubois was projecting May as the earliest his 12-man crew could come in with any more units. "I wasn't geared up for sales to go so fast," he says.

Why are attached houses doing so well in this single-family market? Dubois says design and price are the main reasons. Sugar Creek's townhouses look a lot like the detached product Dubois used to build. "They're virtually the same houses turned on end," he says.

And, prices are geared to moderate-income families who can't find any affordable new detached houses. For $28,750 to $33,900, Sugar Creek buyers get from 845 to 1,203 sq. ft. of finished living space, 26'x60' fenced-in back yards, two-car garages, landscaped front yards, custom cabinets and wood-frame storm windows. "They'd have to pay up to $7,000 more for comparable detached in our area," Dubois says.

The biggest chunk of that price differential is in lot costs. "We figure $2,500 per lot against $7,000 if the houses were detached," Dubois says. And he gets additional saving by contracting labor and buying materials on a per-building rather than a per-unit basis. "Our subs and suppliers give us better deals that way," Dubois says.

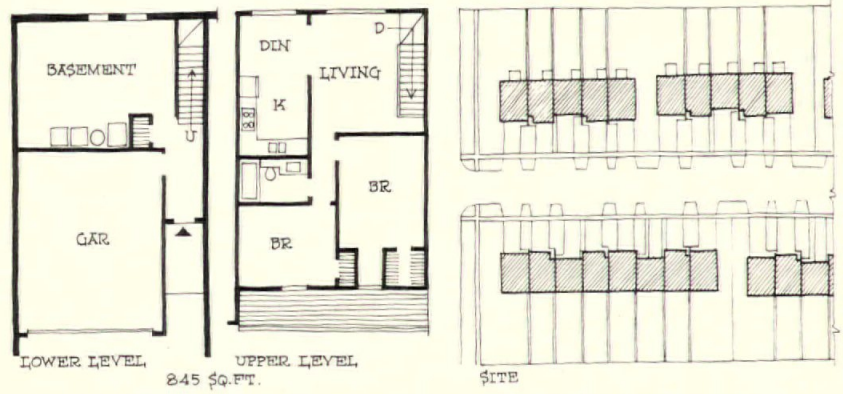
There's another factor which Dubois believes may help explain the rapid market acceptance of his condos: Sugar Creek has no common rec facilities, so buyers don't have to worry abut high monthly association fees.

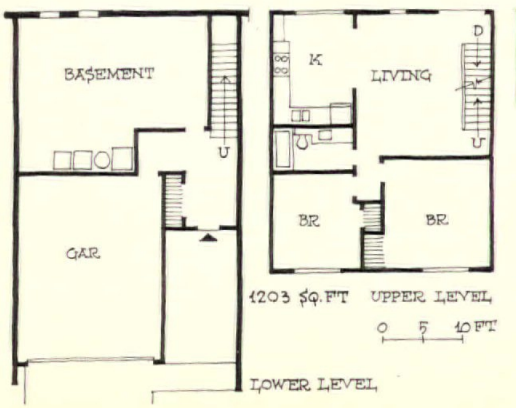
So far, Sugar Creek is attracting everyone from singles and empty nesters to families with children. Singles and empty nesters are the most receptive to attached houses, Dubois says. "Larger families would still buy detached if they could afford them."

But apparently they can't. According to Dubois, prospects who aren't able to wait out his building period are buying very old houses instead.

If sales at Sugar Creek continue at their present pace, Dubois expects to rezone another 24 acres for the same kind of product.

"We're netting over 13% on each townhouse," he says. —J.R.V.





First townhouse section in Dubois' previously all-detached project is a 3.91-acre site *(partial plan, top)*. Floor plans at left and above are the smallest and largest of four that are selling faster than Dubois' crew can produce them.

Appliance package worth $700 and custom cabinets are included in base prices.

We make the door that makes the house.

We make doors.

And we've been making doors for over 60 years.

During that time, methods of home building have changed dramatically. But some things about home buyers have not.

Home buyers still look for signs of quality construction. And the more conspicuous the signs, the easier the sale.

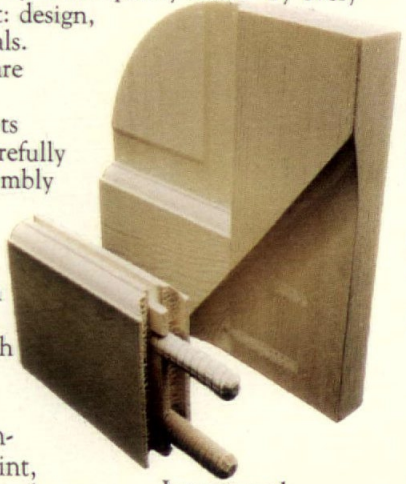
If they don't buy the door, they won't buy the house.

We think the most visible place to put your best foot forward is at the front door. It's the first thing a prospective buyer sees when he approaches a house. And the last thing he sees when he leaves.

The entrance to a house, then, is literally a first and last impression. So a quality-built door functions like a sign which says, "This is a well-built house."

That's why we've always built quality doors. By every standard of measurement: design, construction and materials.

Our entrance doors are made of select Western Ponderosa Pine. All knots and imperfections are carefully removed. Individual assembly and sanding produces a door that can only be compared to fine furniture. Heavy duty ⅝-inch dowel-joint construction assures maximum strength and minimum callback. The innate qualities of Ponderosa Pine and satin-smooth sanding allow paint, stain or varnish to accurately match any decorative theme.



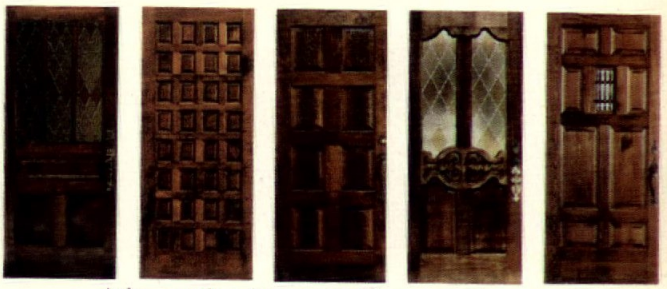
Inner strength. For generations, this has remained the best way to achieve it.

A quality-built door says, "This is a well-built house."

You can't fake the natural beauty of genuine Ponderosa Pine.

And a wide variety of styles, from traditional to the most contemporary, permits a builder to give each house an individual touch with the door alone.

For our distributors and dealers we back up our product with an impressive national advertising campaign to the consumer. A complete library of brochures is available detailing the designs and features of all Ideal Woodwork products. Compelling point-of-sale displays demonstrate the Ideal quality-built story.



A few samples of our work. Please write for more.

We make doors. And maybe we're somewhat old-fashioned in the way we do it.

But we think quality will always be in fashion.

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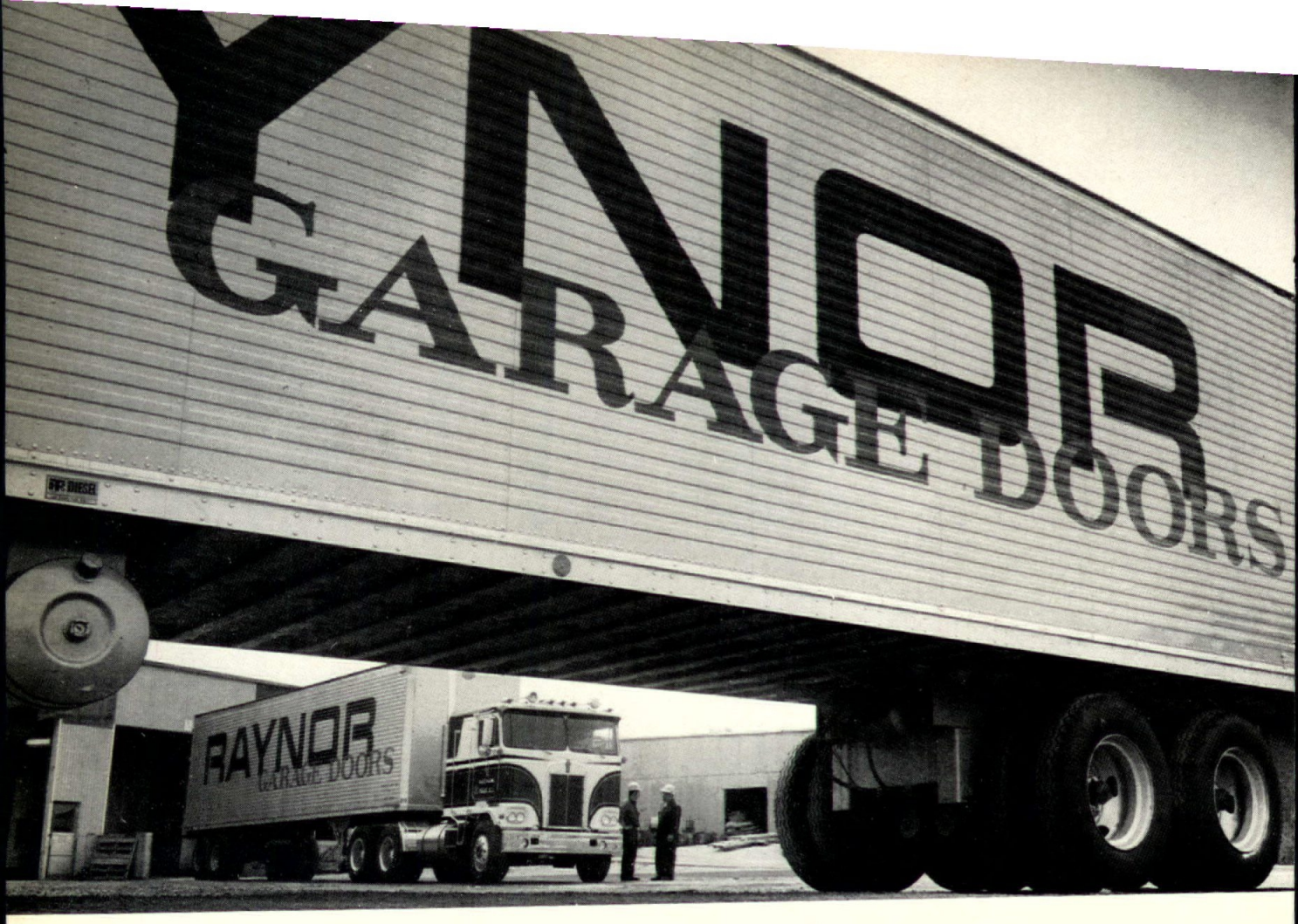
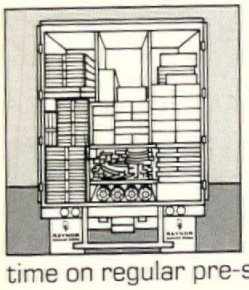
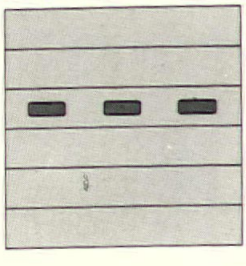


We deliver! That way we keep our promises and doors from being broken.



Raynor knows how important timing and coordination are on any construction project. That's why we're as concerned with delivering our product as we are with building it. We have our own fleet on the road all the time on regular pre-scheduled runs. Our distributors and customers know that when we're headed their way they can depend on us being there on time. It's the shortest distance between our shipping dock and customer satisfaction . . . one haul delivery.



And, because a load is carefully packed by our own people, the chances of damage are kept to a minimum.

It's this extra concern for quality that's made Raynor a brand you can depend on for residential, commercial and industrial doors made of wood, aluminum, fiberglass or steel.

Call us for more specifics. 815/288-1431. Or write Raynor Manufacturing Company, Dept. HH, Dixon, IL 61021, for the name of the Raynor factory-trained distributor/installer near you.

RAYNOR™

Raynor Manufacturing Company, Dixon, Illinois 61021

Circle 70 on reader service card

NEW FROM AristOKraft

Here's cabinetry with the accent on "tree"!

Created to bring the color, the grain, the texture of native American Pine into kitchen and bath.

Indeed, these valuepriced AristOKraft cabinets actually improve on nature—the door is constructed with a solid knotty pine frame and knotty pine veneered panel with burls, swirls, knots and character marks. With AristOKraft's ultraviolet wood finishing process, it's wonderfully easy to clean, remarkably resistant to scratching, staining, and moisture.

Sturdily constructed to withstand years of family use and abuse. Cleanly styled to blend with any decor. An ideal choice whenever you build . . . or remodel!

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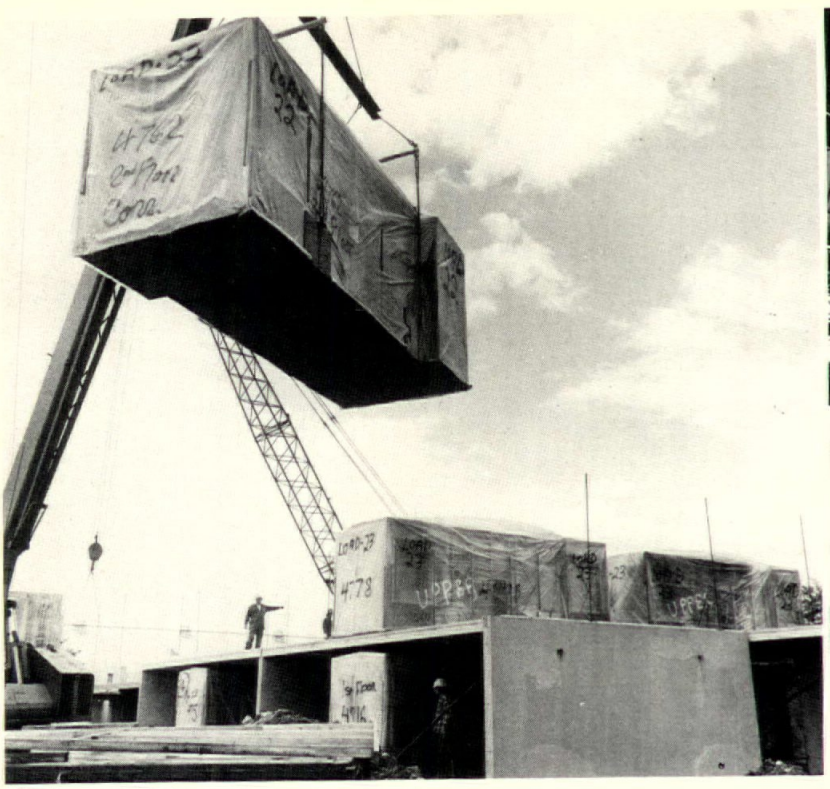
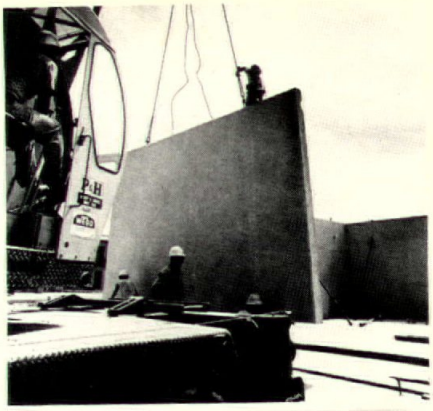
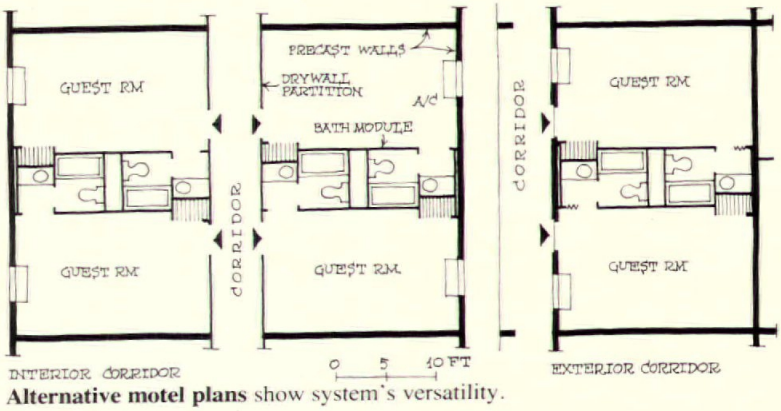




Concrete system halves motels' build-out time



Alternative motel plans show system's versatility.

The system—precast bathroom modules and single panels for walls, ceilings and floors—lets a Texas motel chain complete a 100-room motel in as little as six months. Conventional construction requires at least a year.

"That time saving puts a new motel into business faster and, thus, brings in as much as $75,000 in additional earnings over a two-year period," says Marvin Rubin, vice president/project development for San Antonio's La Quinta Motor Inns. Construction costs are about the same as those of conventional building *(see table)*.

All components are manufactured at outside plants, trucked to La Quinta's sites and positioned by crane. The modules, supplied by Alcoa Construction Systems, measure 6′x21′; each contains two bathrooms. The prestressed panels, which are post-tensioned into place, are hollow-core, floor-and-ceiling planks and curtain walls with cast-in door and window openings.

Rubin says La Quinta can now complete a motel's structural shell in six weeks. And on one job, 52 bathrooms were set in a single day.

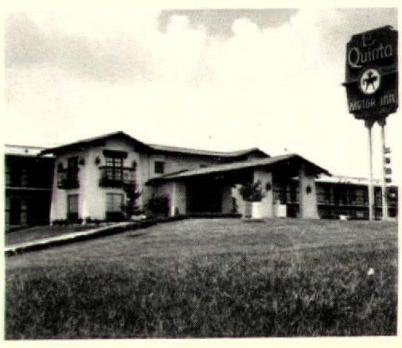
"Speed, of course, is the key benefit," says Rubin. But he also cites these other advantages:

- Tighter cost control "because 52% of our construction costs—specifically, what we pay for the components—is fixed before we start a job. In fact, final costs never vary more than 5% from budget."
- Less pilferage "because the shell can be closed in quickly."
- Reduced fire and vandalism "because of the solid construction."

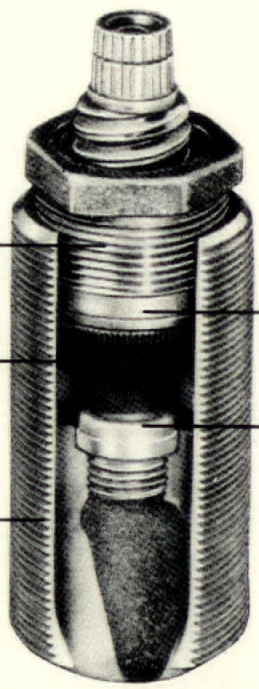
The system is being used in ten new La Quinta Inns under construction in several states. A June build-out is expected. —J.G.C.

Construction cost comparisons for a typical 106-unit motel

Category	Precast	Conventional
Construction	$810,000	$780,000
Guard service	7,200	15,000
Interest	35,000	60,000
Arch./Eng.	10,500	14,000
Supv. fees	3,500	7,000
Insurance	900	1,500
Total	$867,100	$877,500



You'd think we just got into the jewelry business.



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Friction O-ring for comfortable feel.
The only conventional part of the valve.

Chrome-plated bronze valve seat.
Engineered to complement the Aquaseal diaphragm for positive shut off.

It glistens and shimmers like a finely-cut gem. Chrome or crystal handles have hot and cold indexing. The twelve-sided shape means maximum grip for wet or dry hands.

There's never been a fitting like the new Heritage. Inside is the famous Aquaseal®—the most reliable valve you'll ever install.

It never needs stem repacking. Working parts just won't corrode.

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And that's why we're a household name.

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The household name in plumbing.

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Want a faster, cheaper way to put in lawns?

Lake Barrington Associates did, so the developer is using hydro-seeding to plant back yards and common areas at its big (510-acre) Lake Barrington Shores PUD near Chicago. (Front and side yards are sodded.)

The technique involves spraying a mixture of grass seed, green mulch fiber and water over soil. In Lake Barrington's case, the mixture includes a ton of mulch, 300 lbs. of fertilizer and 175 lbs. of seed for each hydro-seeded acre.

Dan Foley, president of D.M. Foley Co., the Mt. Prospect, Ill. landscape contractor who did the job, estimates that hydro-seeding costs run less than half that of sodding. "Normally," he says, "you spend between $4,000 and $6,000 to seed an acre. With hydro-seeding, costs average between $1,300 and $2,000 for the same acre."

Other advantages of hydro-seeding:

- Instant erosion control—an adhesive is added for slopes.
- Seed germination in six to ten days instead of two to three weeks.
- One-third as much water required as with sodding.

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ANOTHER REAL STANDOUT

The Leesport now joins the "CUSTOM LIMITED" group, Quaker Maid's cabinet program that offers fast, four-week production. This new door style has a raised panel that really stands out. It's a custom paneled door without the high premium price tag. Beautiful cherry, pecan or stately oak are available. Leesport, Clarion, Monarch, Mayflower and Modulus II are all customized with Quaker Maid's exclusive hardware and their entire range of colors and woodtones. The "CUSTOM LIMITED" group's fast production makes it ideal for builders desiring to upgrade their housing units with custom kitchens. Competitively priced and created with all the quality and durability Quaker Maid is noted for, the "CUSTOM LIMITED" group can become your real standout for greater sales.

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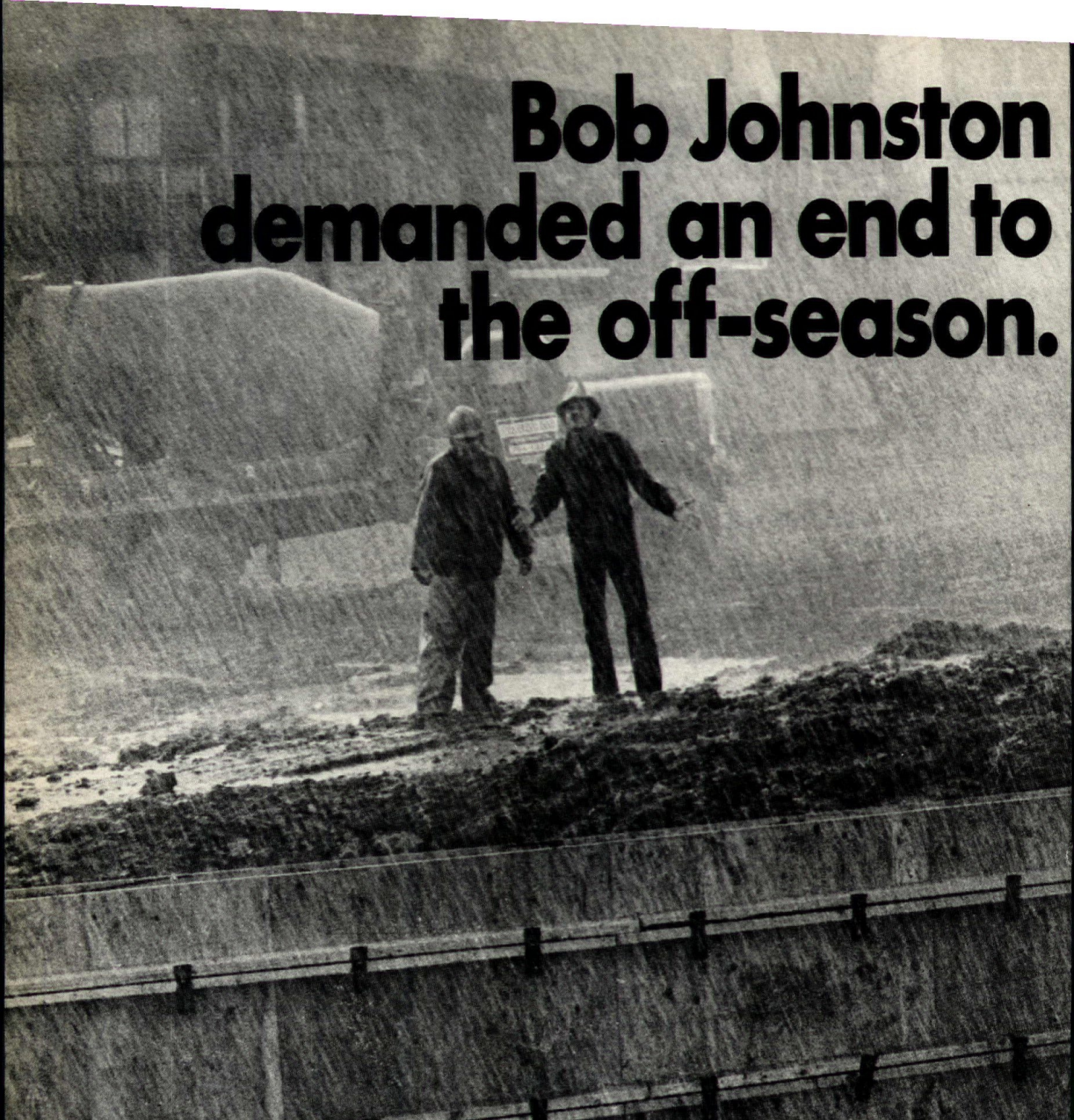
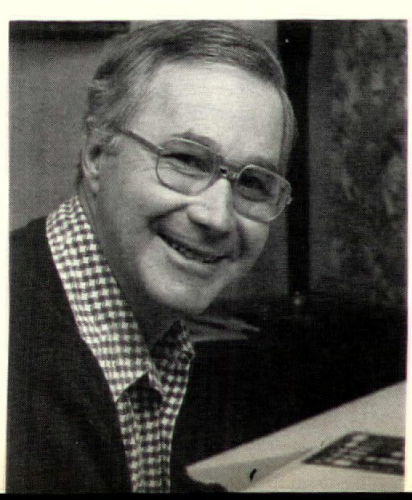
Bob Johnston demanded an end to the off-season.



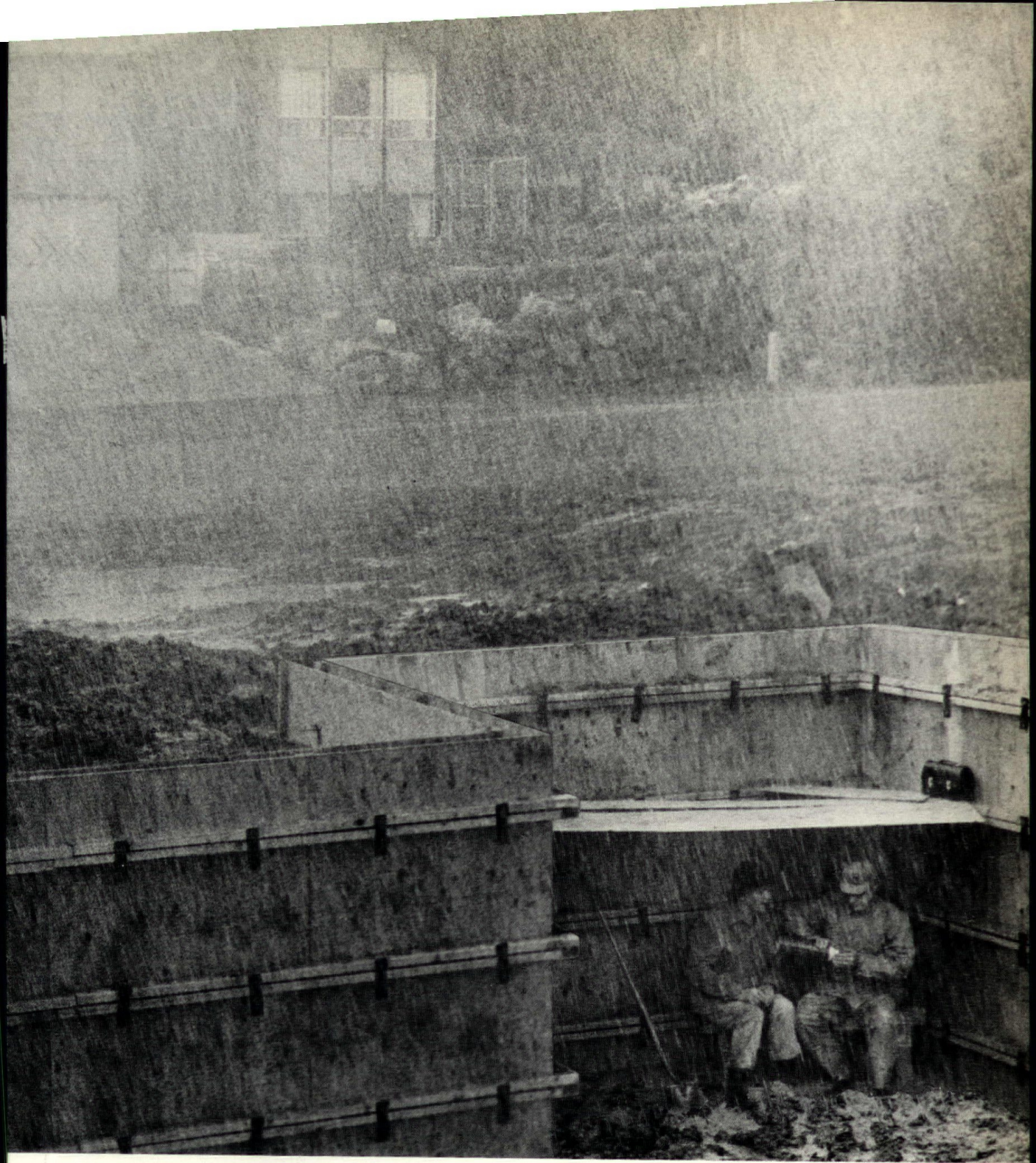
"Thanks to AWWF, we only lost two days last winter, and that was because of a blizzard. Now I don't have to schedule around masons, concrete suppliers or the weather." Bob Johnston, Robert E. Johnston Construction, 200 First Avenue North, Altoona, Iowa.



Chances are, if you've got a construction problem, we can show you a cost-saving plywood solution.

Take foundations for example.

When you're trying to pour concrete, bad weather can really hang you up. But you can install a plywood All-Weather Wood Foundation with a crew of carpenters in about half a day, no matter what it's doing outside. And possibly save $300-$400 per house.



This is what the APA is all about. To help builders stay competitive by keeping abreast of the latest plywood developments, we act as a storehouse of information, from building codes to the latest construction techniques. But more than that, we're working constantly to develop new plywood systems that cut construction costs and improve quality at the same time.

Like the All-Weather Wood Foundation.

The AWWF consists of pressure-treated plywood-sheathed stud walls set below grade on gravel footings and a treated wood plate. A polyethylene film covers the exterior and all joints are sealed. And whether you're building a crawl space or a full basement, you'll save both time and money.

Details on the AWWF and answers to everything else you ever wanted to know about plywood and plywood systems are available free from the American Plywood Association. Just send in the attached reply card or write us at the address listed on the stub.

AMERICAN PLYWOOD ASSOCIATION

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Jerry Stiles, one of northeast Texas' most creative and innovative builders of custom luxury homes in the $55,000 to $200,000 range, uses Valley faucets. Valley reflects the design, the good taste and the pride of workmanship that Stiles puts into each of his distinctively elegant, one-of-a-kind homes.

Put the quality, design and performance of Valley into your houses. It can help you turn lookers into buyers. Valley. Write for free Valley catalog.

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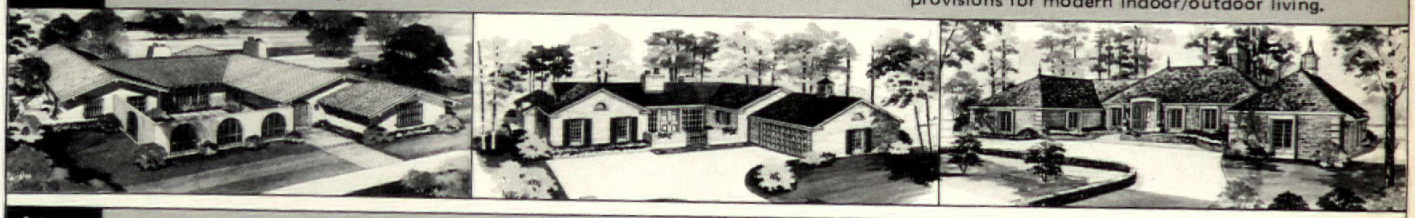

Category **3**

250 ONE-STORY HOMES

ALL UNDER 2000 SQ. FT.

$2.50

Choose from plans offering two, three, and even four bedrooms. Many plans include family rooms or dens. You'll love the appealing, beautiful exterior designs and efficient floor planning.

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SPLIT-LEVELS • HILLSIDES • BI-LEVELS

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A truly outstanding collection of traditional and contemporary multi-level designs suitable for both flat and hilly sites. Many feature outdoor balconies, exposed lower levels, and integral garages.

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Use this magnificently illustrated 176 page collection to find the exact Vacation or Retirement Home Design you've been searching for. There are over 600 illustrations of designs in EVERY style, size and price range. 80 pages in FULL COLOR!

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House & Home presents

A 3-DAY FIELD SEMINAR for builders, marketing directors, sales managers

THE CALIFORNIA MARKETING SCENE

Newport Beach, California
February 7-8-9
March 14-15-16

A three-day program that shows you firsthand why Southern California is the world's most competitive—and best merchandised— housing market.

Your time will be divided between the field and the classroom

In the field . . .

You'll visit the best of Southern California's current projects

You'll see how they are planned for specific market groups—move-ups, move-downs, empty-nesters, never-nesters—etc.

You'll see how they are merchandised for maximum appeal to these groups

You'll talk with the people who build, merchandise and sell these projects. You'll find out how and why they're doing what they're doing, and how they plan to meet future market needs

And above all, you'll be able to see why California design has become the standard by which exciting, saleable design is measured throughout the country

In the classroom . . .

You'll learn the basic concepts that lie behind the best of California's new projects

Economic Market analysis—How income and employment data for a market area determine the type of product that should be built, its size, its price, and the rate at which it will sell or rent

Product design—How to transform economic data into a house, townhouse or apartment that will appeal to specific buyers or renters

Market segmentation—How to identify not just the major market segments—empty nesters, move-up families, singles, etc.—but also the many significant sub-markets within these markets

Merchandising—How the various elements of on-site product presentation—models, decoration, sales offices, brochures, etc.—should be coordinated to appeal to specific market segments

Plus

A special program on the most common house design problems and how they can be successfully solved, presented by Walker & Lee, the country's largest-volume new home broker

A special model-house tour for wives of participants, conducted by Carole Eichen, the country's best known model decorator

Your three-day seminar package includes:

A double room for three nights at the new Newport Beach Marriott Hotel—either February 6, 7 and 8 or March 13, 14 and 15

Reception and cocktail party Sunday night

Three half-days of field tours to housing projects of greatest current interest

Three half-days of classroom instruction and discussion on marketing and merchandising

Lunch on each of the three days

Special model-house tour

Brainstorm cocktail and dinner party Tuesday night

Fee for the three-day program: $875

For an additional $100, your spouse may accompany you to all classroom sessions and field tours.

Please note: Due to the individualized nature of this seminar, enrollment is limited.

That's the only way to be sure that every attendee has sufficient opportunity to really see the projects on the tours, and to talk with the experts conducting the classroom sessions.

So registrations must be accepted on a first-come, first-served basis.

And because hotel accommodations are limited and must be confirmed well in advance of the seminar dates, all enrollment fees must be paid upon registration.

You'll hear from these experts in classroom sessions

Dr. Alfred Gobar is president of Alfred Gobar Associates, a highly respected real-estate market research firm which numbers among its clients major banks, S & Ls, insurance companies, and some of the biggest residential and commercial developers in the country. Dr. Gobar's particular field of expertise is forecasting residential demand by housing type, unit volume and dollar volume. He is also Associate Professor of Economics at State University at Los Angeles.

Kenneth Agid, Director of Residential Marketing for the Irvine Co., has responsibility for planning and selling more than 1,500 units a year ranging in price from $30,000, to more than $200,000. He is recognized as one of housing's foremost experts on market segmentation.

Thomas G. Payne is president of Applied Research Services, a marketing firm that specializes in transforming the results of market research into housing design, merchandising and marketing strategy. His clients include some of Southern California's most successful builders.

Lester Goodman is president of Lester Goodman Associates, a firm that specializes in research, planning and merchandising for residential development. Before forming his own firm he directed marketing for such well-known firms as Larwin Co., Alco-Pacific, M. J. Brock & Sons, Rutenberg Corp. and John D. Lusk & Son.

To see how to enroll in The California Marketing Scene seminar, turn the page

A HOUSE & HOME field seminar | THE CALIFORNIA MARKETING SCENE

How to register
Please complete and return the coupon below to:
House & Home McGraw-Hill
1221 Avenue of the Americas
New York, N.Y. 10020
or register by calling (212) 997-6692. All registrations and fees must be received at least two weeks in advance of the seminar date, and will be confirmed by mail.

Fees
Individual registration fee— $875
Additional fee for spouse— $100
Full fee payable upon registration

Hotel Reservations
Confirmation of registration also confirms a double room at the Newport Beach Marriott Hotel for the nights of February 6, 7 & 8 or March 13, 14 & 15. Attendees who wish to extend their stay before or after these dates should confirm the additional nights directly with the hotel. The toll-free number is (800) 228-9290.

Cancellations and refunds
Registrations may be cancelled without charge up to two weeks before the seminar date. Cancellations received later than this are subject to a $100 service charge.

Hours
Reception and cocktails will be held Sunday evening starting at 6:00. Registrants may check in then, or on Monday morning between 8:30 and 9:00. Seminar sessions start at 9 a.m. on Monday, and 8:30 a.m. on Tuesday and Wednesday. The program ends at 4:00 p.m. on Wednesday.

Tax deduction of expenses
An income tax deduction is allowed for expense of education (including registration fees, travel, meals and lodging) undertaken to maintain and improve professional skill. See Treasury Regulation 1.162-5 Coughlin vs. Commissioner 203F .2d 307.

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Please register me in the **CALIFORNIA MARKETING SCENE** field seminar checked below:

- ☐ February 7, 8 & 9
- ☐ March 14, 15 & 16

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

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

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

These wide-ranging selections include:

Deluxe Small Homes—two and three bedroom

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Brick and Masonry Homes

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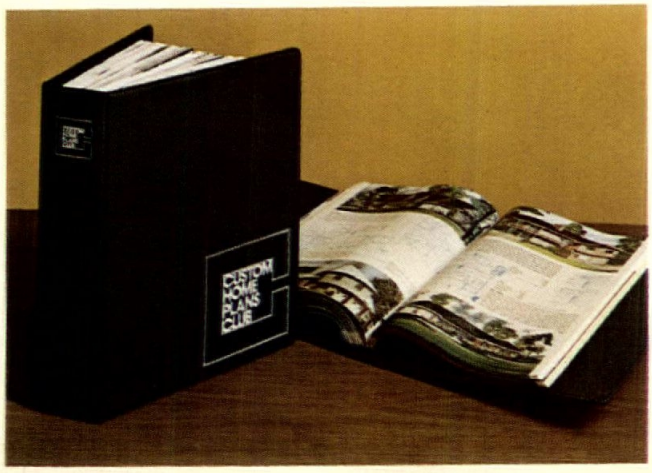
Second Homes—duplex and multi-family; holiday and retirement; chalets, A-frames, cabins, cottages

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

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

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



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

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

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

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

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

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

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

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

Beyond the initial 12 sets available as part of the Club

and get 1,000 home designs now the next 12 months plus 12 sets or homes of your choice.

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

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

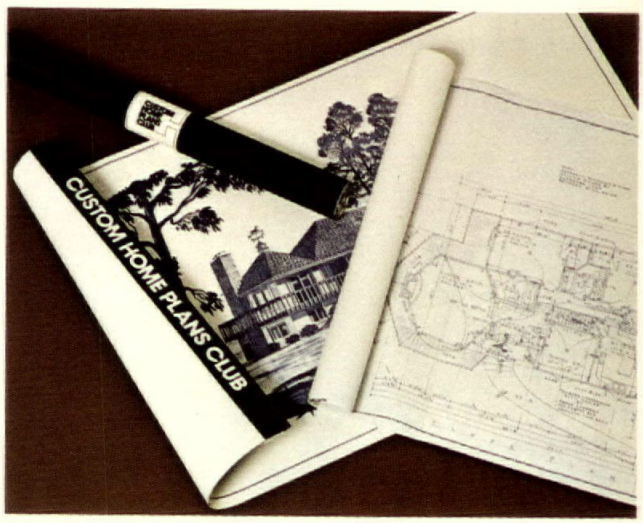
Club working drawings include: (1) Floor Elevations, (2) Complete Framing Plans, (3) Wall Sections, (4) Floor Plans, (5) Basement/Foundation Plans, (6) Roof Plan, (7) Plot Plan, (8) Kitchen Cabinet Details, (9) Fireplace & Built-in Details, (10) Specification and Contract Booklet.

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

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

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

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



Application for membership

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

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

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

Make check payable to Custom Home Plans Club.

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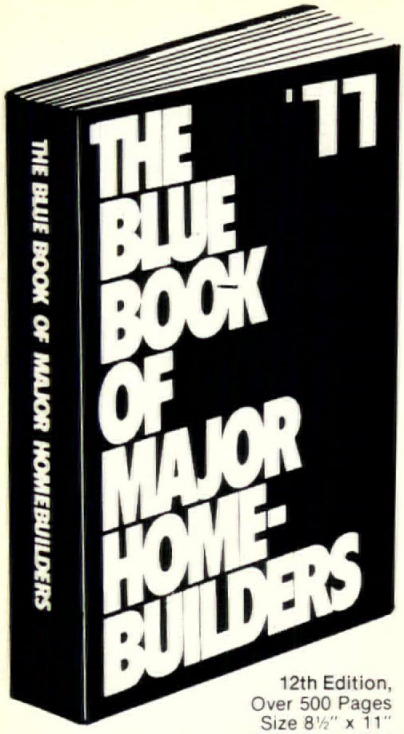

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The new Major Builder Index pinpoints any major builders you're looking for. The new State Selector guides you straight to any state for major builders you *should* be looking for. And page-by-page Market Tabs locate major builders you want to know in any City or Metro area.

But names alone are not enough. The Blue Book gives you telephone numbers and addresses of key executives both at headquarters *and* branch offices.

Still not enough when you need to know what these important prospects are thinking and doing. That's why The Blue Book also fills you in on their construction methods . . . areas of operation . . . type of organization . . . single- and multi-family production in the last four years, plus plans for 1977 . . . sales prices and rental ranges . . . participation in government housing programs . . . other business activities and sources of income. *Even more:* their land requirements, money requirements and sources of financing.

With The Blue Book in your hands, you're now ready to talk business with the nation's most active builders. Contact! *Call up, call on* or *write to* these heavy users of building products, materials, services and equipment for a deal that helps both you *and* them to make up for lost ground in the past two years.

The Blue Book of Major Homebuilders is not a book to read. It's a *workbook* to use for profit. It's a nationwide research report organized and packaged to provide ready contact with some 3,000 key executives at 1,000 building locations in all 50 states. It's the problem-solver you need to save wasted time and effort—no less aggravation—of trying to contact builders turned over and out by the disastrous upheaval of the past two years.

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50 good ways to use the Blue Book

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Develop sales leads on key accounts
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Select sample areas for market research
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Market your professional services
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Demonstrate your standing in the industry
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THE BLUE BOOK OF MAJOR HOMEBUILDERS*
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A TAX-DEDUCTIBLE BUSINESS EXPENSE

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A **House&Home** SEMINAR/WORKSHOP

making apartments more profitable

Miami, February 14-15

San Francisco, March 21-22

Toronto, May 16-17

A **House&Home**
SEMINAR/WORKSHOP

making apartments more profitable

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

The answer seems simple: Cut maintenance costs, increase rents, or do both.

But owners who have tried this often find the cure worse than the disease. Increased rents and curtailed services can drive tenants away, making the profit picture even worse.

Apartments can be made more profitable—but only through a carefully constructed program in which maintenance and marketing are linked tightly together.

This maintenance/marketing approach is a proven answer to the problem of low apartment profits. It works. And you'll learn how it can work for you in this new House & Home seminar/workshop.

As a seminar, it tells you how to deal with the combined problems of cutting costs and improving marketing.

And as a workshop, it lets you apply what you've learned to a series of practical problems based on actual apartment projects.

Miami, February 14-15 Marriott Hotel

San Francisco, March 21-22 Fairmont Hotel

Toronto, May 16-17 Hyatt Regency Hotel

You'll learn from a top maintenance/marketing expert

Ed Kelley is a specialist in making apartments more profitable. Not only does he own his own management firm, he is also often called on to turn around apartment projects that have gotten in trouble. The result: He can offer a program based on practical, down-to-earth principles drawn from real apartment case histories.

This seminar/workshop will show you how to . . .

* control expenses
* reduce unnecessary costs
* improve cash flow

Specifically, you'll learn . . .

In budgeting:
- Key rules for setting maintenance budgets
- How to analyze your project's budget performance

In purchasing:
- How to buy intelligently
- What to stock—and how much
- Ways to negotiate better prices
- How to establish payment schedules and taking discounts

In staffing:
- How to screen, hire, train, organize and motivate the people who manage and market your project

In scheduling:
- How to phase improvements
- How to set maintenance standards—and sustain them
- How to set timetables for deferred maintenance

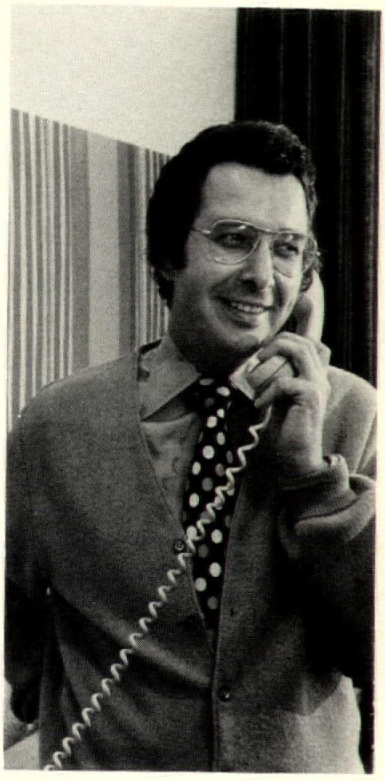
In supervising:
- How to set job-time requirements and work standards
- Getting more production out of maintenance men
- How to make an inspection system work

In market research:
- How to analyze and understand your local rental market
- How to make your apartments competitive

In marketing:
- How to set up and follow a long-term marketing program
- How to restructure a rent roll in an existing project
- How to sell a rent raise to your manager, tenants and the public
- How much rents can be raised—and how often
- What rental people should know about sales psychology

You'll get two bonuses from attending the seminar/workshop

- The first is Kelley's "million-dollar idea," which he stumbled on during the past six months and which can turn unprofitable garden apartments into highly profitable capital-gain situations.
- The second is a free copy of Kelley's new book, "Practical Apartment Management," published this year by the Institute of Real Estate Management. Its 352 pages cover every conceivable aspect of apartment management; complete with illustrations, tables and glossary, it is unquestionably the most thorough and up-to-date book now available to the apartment industry.



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 one of the largest apartment developers in the country. 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.

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Fee

The full registration fee is payable in advance and includes the cost of all luncheons, workbooks, and meeting materials—$395.

Tax Deduction of Expenses

An income tax deduction is allowed for expense of education (includes registration fees, travel, meals, lodgings) undertaken to maintain and improve professional skill. See Treasury regulation 1.162-5 Coughlin vs. Commissioner 203F .2d 307.

Hours

Registration starts at 8:15 a.m.
Sessions are 9 a.m. to 5 p.m.

Hotel Reservations

While House & Home does not make individual reservations, we have arranged with the hotels involved to hold a limited block of rooms for seminar attendees. You can reserve your room by calling: Marriott Hotel, (800) 228-9290, Fairmont Hotel, (800) 527-4727, Hyatt Regency, (1-800) 261-7112 from Canada, and (1-800) 228-9000 from the U.S.

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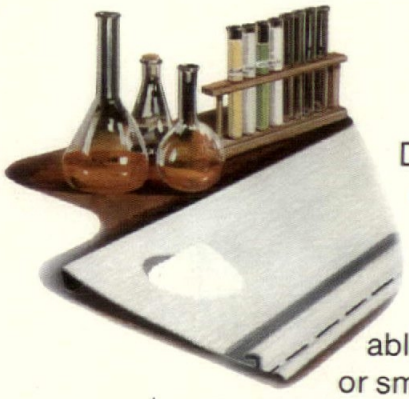

The Product. T-lok® vinyl siding is made from Duranyl®, a high impact vinyl compound formulated exclusively for house siding, producing a stronger, more durable product. The term T-lok refers to Mastic Corporation's exclusive design which results in trouble-free application. And T-lok is available in a variety of attractive colors in either woodgrain or smooth matte finish with a full line of accessories for cover-all jobs. But a solid product is only the beginning...

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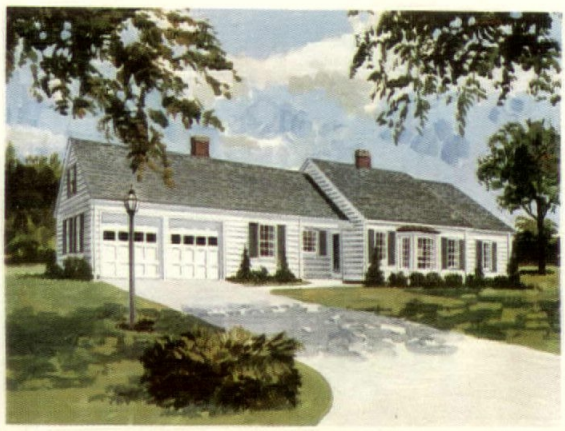

Please tell me more. I am a ☐ Distributor ☐ Dealer ☐ Applicator ☐ Builder ☐ Homeowner

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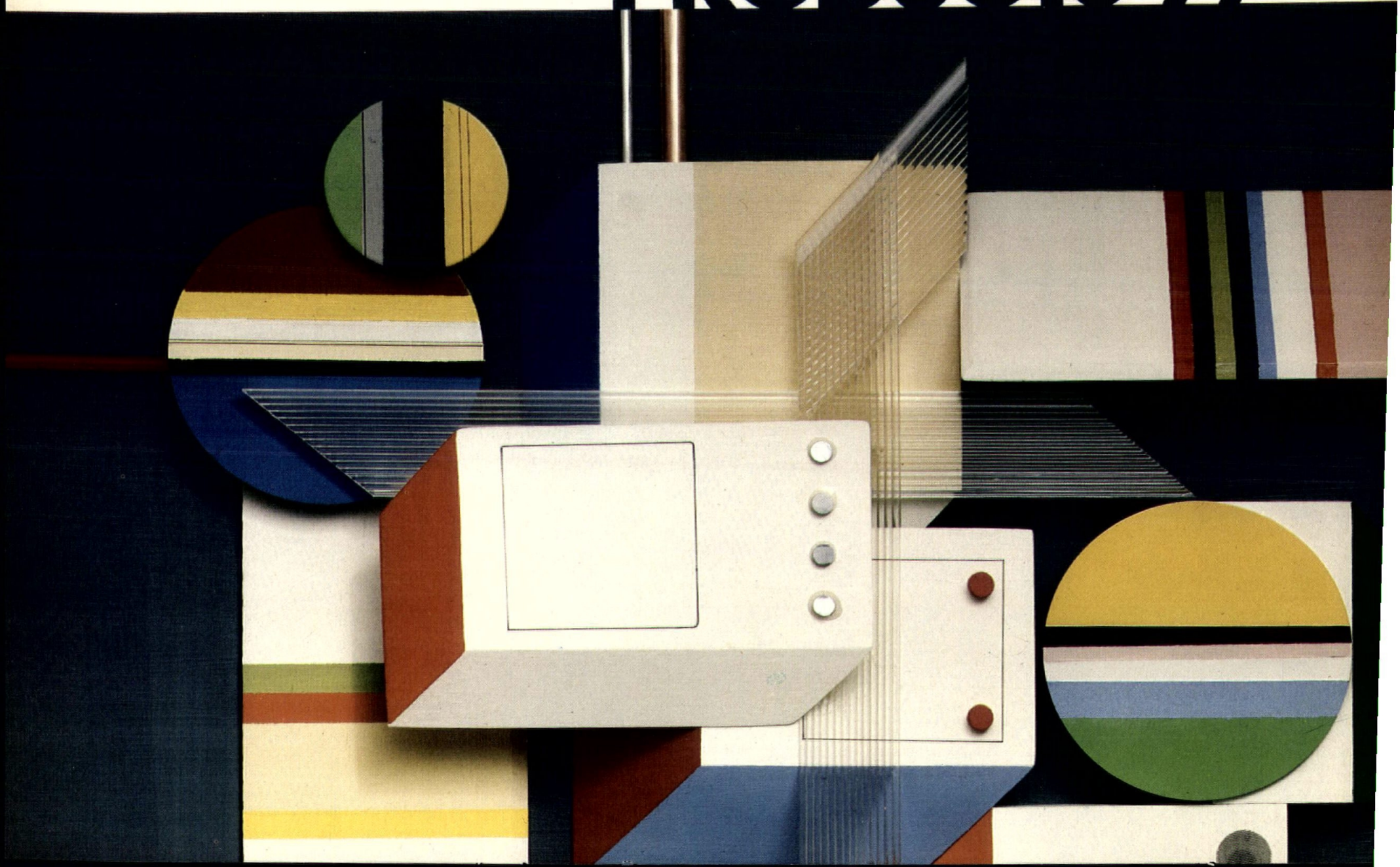
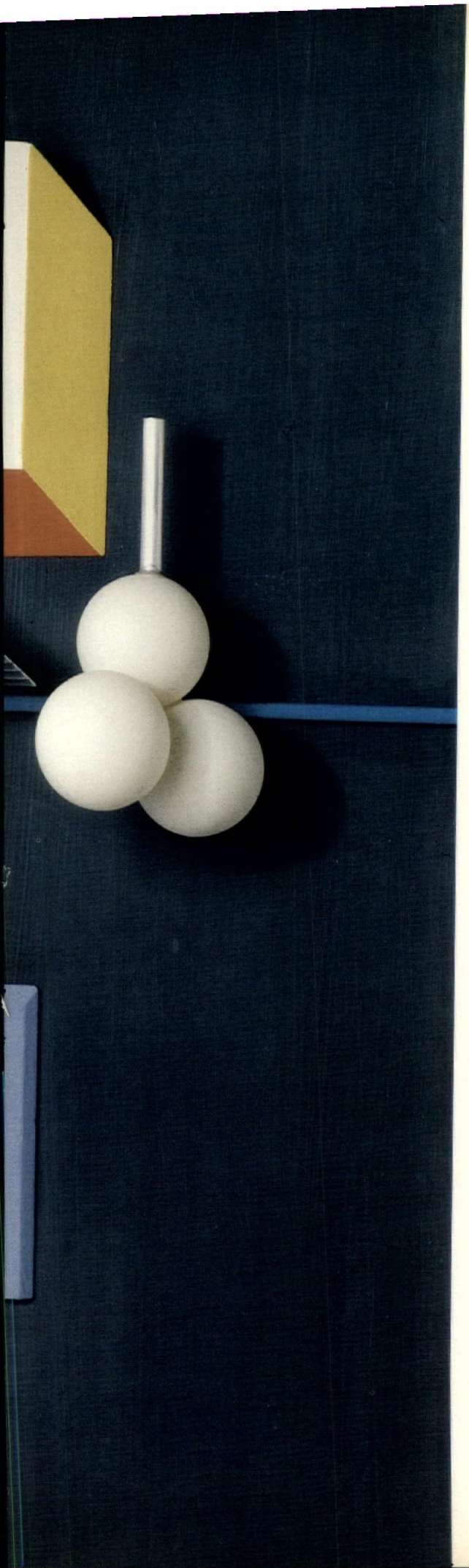
PRODUCTS '77





The housing industry's recovery over the past year seems to be contagious. Building product manufacturers who have been cautiously watchful for the past few years are coming on strong with innovative products and new developments—not just restyling or slightly improving their old product lines.

Energy conservation is getting higher priority than ever. More appliances are being designed with energy-saving features. Building materials are being developed with an eye toward reducing heat losses. And heating and cooling equipment is being engineered for optimum efficiency.

Products considered "far out" not long ago are becoming increasingly commonplace. Major manufacturers are producing plumbing fixtures that monitor the volume and temperature of water used, ovens that cook conventionally and with microwaves at the same time, automatic appliances controlled by minicomputers and even heating and cooling systems serviced by solar energy.

More than 200 products are presented in this 1977 preview. Many will be displayed at the NAHB convention in Dallas, January 23-27; to help locate these NAHB exhibits, their booth numbers are included with the product listings.

Products are shown in two sections—one on the next 18 pages and the other in the back of the magazine. To find your way around, check the index below.

—ELISE PLATT

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1. Contemporary "Bath Program 2000" cabinets provide storage space. Mirrored medicine cabinet, base and wall units are included. Finish is black oak with silver-colored metal trim and door pulls. Poggenpohl, Teaneck, N.J. *Circle 129 on reader service card*

2. Pulsating shower, "Personal Shower," is mounted on a chrome-plated brass bar. Non-scratching slide allows shower to be positioned anywhere along 2′ bar, or shower may be removed from bar for hand-held use. Alsons, Covina, Calif. NAHB booth 2202. *Circle 130 on reader service card*

3. Four-inch lavatory fitting, "Avante," features push/pull full temperature control handle that rotates 180°. Fitting is available in polished, satin or antique chrome and antique bronze. Price Pfister, Pacoima, Calif. NAHB booth 2438. *Circle 131 on reader service card*

4. "Serie 2001" bath/shower in the round features clear curved plastic walls, rear protection panel that keeps bath items dry and sliding door. Tub and back wall are of molded reinforced fiberglass. Hastings Tile, New York City. NAHB booth 2043. *Circle 132 on reader service card*

5. Aluminum-framed bathtub enclosure, Glide-A-Matic™, is now offered in satin gold anodized aluminum. Doors roll out of the way for complete access to tub. Columbia, Gardena, Calif. NAHB booth 1331. *Circle 133 on reader service card*

6. Fiberglas® shower stall features easy-to-clean, slip-resistant textured surface. Available in 36″ or 48″ width, unit has molded-in soap and toiletry shelves. Owens-Corning, Toledo, Ohio. NAHB booth 2504. *Circle 134 on reader service card*

7. "Executive" whirlpool bath is a pre-assembled unit that can be installed with skirt or as sunken tub. Two recessed whirlpool inlets are adjustable. Hand-held shower is optional. Jacuzzi, Walnut Creek, Calif. NAHB booth 2703. *Circle 135 on reader service card*

8. Surface-mounted medicine cabinets are constructed of steel and finished with durable baked-on enamel. Mirrored doors are reversible for right or left swing so group of three can provide all-around vision. NuTone, Scovill, Cincinnati. NAHB booth 2230. *Circle 136 on reader service card*

9. Fiber glass tub with molded-in seat/steps, "Elise," measures 5′x5′, so it fits standard-width space. Part of the "La Royale" line, tub comes in a variety of colors. Seal, Farmingdale, N.Y. *Circle 137 on reader service card*

10. Decorative lavatory set is part of the "Delicious" collection. Handles come in sculptured chrome or in lucite in a choice of ten colors. Soap dish and towel holders are among matching accessories available. Artistic Brass, Los Angeles. NAHB booth 2438. *Circle 138 on reader service card*

11. Fixture line, "U/R Brights," features vivid colors that accent bathroom decor. Vitreous china toilet, shown in white, is available in colors that match acrylic-faced tub and lav. Universal-Rundle, New Castle, Pa. NAHB booth 2100. *Circle 139 on reader service card*

12. Medicine cabinet, "Arranger II," has one-piece molded body and shelves. Hinged doors with plate glass mirrors and magnetic catches open fully for easy access. Chemcraft, Elkhart, Ind. *Circle 140 on reader service card*

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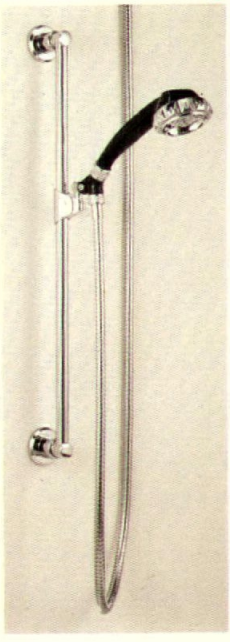

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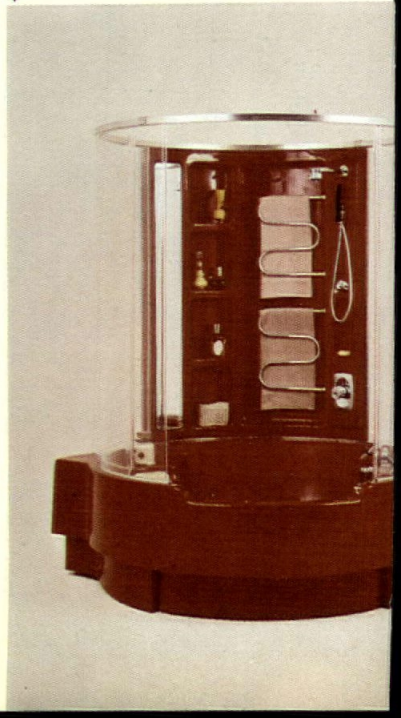

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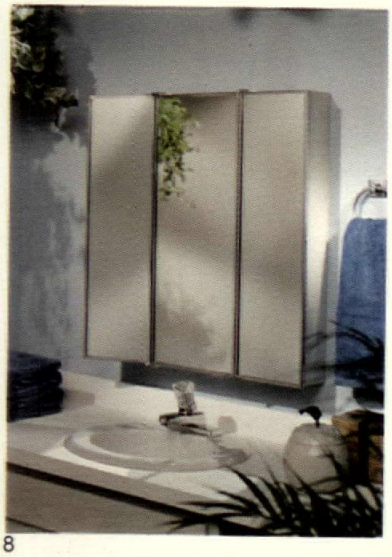

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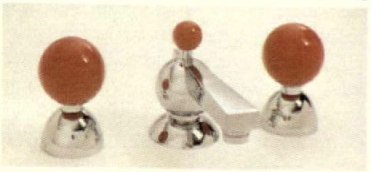

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1. "Gardenmist II" vanity is constructed of wood fiber material sheathed in vinyl. Easy-to-clean scratch-resistant unit with woodgrain exterior is offered in six colors and white. H.J. Scheirich, Louisville, K.Y. NAHB booth 2733. *Circle 141 on reader service card*

2. Traditional-style modular cabinet line, "Hatteras," is suitable for bathroom installation. Medium-pine finish units have hardwood frames and veneered panel doors. Medicine cabinet is included. IXL, Elizabeth City, N.C. NAHB booth 2500. *Circle 142 on reader service card*

3. Ceramic tile, "Antigua Monettes," is used to pave a sunken tub. Tiles are 2″x4″x¼″ and come mounted in 12″x12″ sheets for easy installation. Monarch Tile, San Angelo, Tex. *Circle 143 on reader service card*

4. Tub surround, "Versa Wall," is designed for 5′ tub recess. Polyester-reinforced fiber glass unit can be installed over plaster, drywall, plastic or ceramic tile. Polyurethane finish is stain resistant. BW Plumbing, Mansfield, Ohio. *Circle 144 on reader service card*

5. Simulated onyx tub, "The Quintessence Bath," adds a luxury look to any bathroom. Model, which measures 60″x42″x16″, can be coordinated with skirt, surround and lavatory. Kimstock, Santa Ana, Calif. *Circle 145 on reader service card*

6. Recessed medicine cabinet, "Capistrano," comes with 10⅞″- or 14⅞″-wide wing mirrors and features removable, adjustable glass shelves. Silver anodized aluminum unit has baked-on enamel finish. Miami-Carey, Monroe, Ohio. NAHB booth 2303. *Circle 146 on reader service card*

7. Decorative medicine cabinet features oval mirror door with fruitwood-finish frame. Recessed 14⅛″x18⅛″x3½″ cabinet is steel with enamel finish. Lawson, Cincinnati. NAHB booth 1240. *Circle 147 on reader service card*

8. Lavatory faucet, "Classic Wide-Set," has slow-opening valves so water temperature and flow can be precisely controlled. Solid cast brass faucet is available with polished chrome or gold-plated finish. Grohe, Elk Grove Village, Ill. NAHB booth 2740. *Circle 148 on reader service card*

9. Contemporary-look bathroom cabinets, "Conception 340," are modular units. Doors have solid particle board core and high-gloss acrylic finish. Shock, HANSA, Needham, Mass. *Circle 149 on reader service card*

10. Over-sized simulated marble tub measures 64¼″x45″. Standard deck sizes are 78″x55″ and 90″x60″. Bottom is ribbed for firm footing and contoured arm rests are provided. Fifteen colors are offered. Molded Marble, Menomonee Falls, Wis. *Circle 150 on reader service card*

11. Shampoo lavatory, "Carousel," features large, deep basin, swing-out fitting and spray hose. Self-rimming unit is enameled cast iron. Brass "Regata" fittings are offered with chrome-plated or decorator handles. Eljer, Pittsburgh, Pa. NAHB booth 2618. *Circle 151 on reader service card*

12. Lavatory fittings, part of the "Heritage" line, come in centerset and spread styles. Handles with easy-to-grip 12-sided design are offered in acrylic *(shown)* or chrome. American Standard, New Brunswick, N.J. NAHB booth 2312. *Circle 152 on reader service card*

More bathrooms on page 152.

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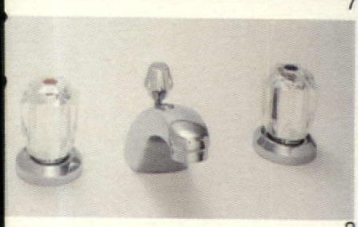

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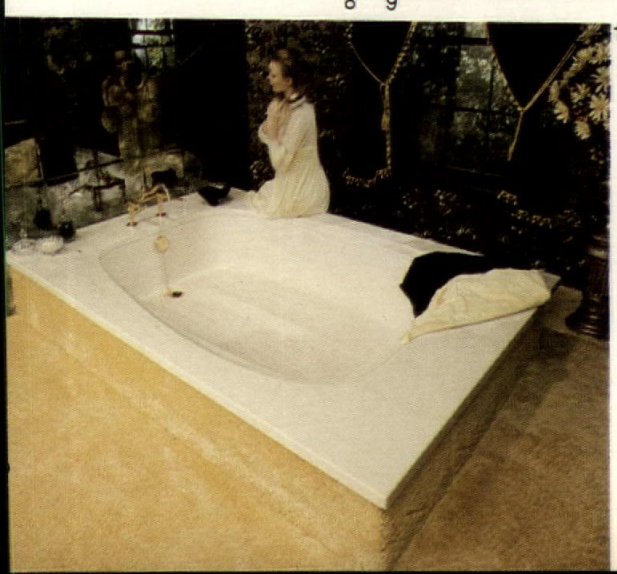

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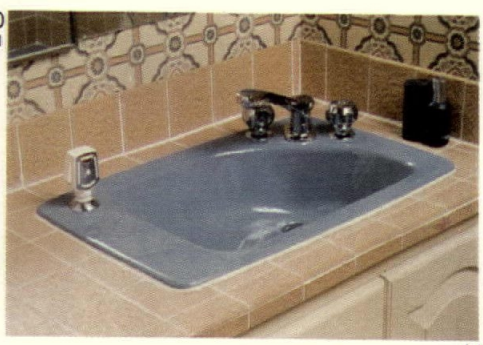

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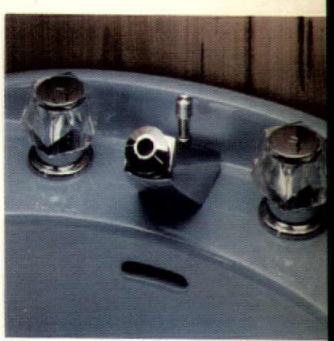

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1. Decorative plastic laminate, "Natural Oak," is a bold woodgrained pattern designed to blend with both traditional and contemporary motifs. A "-65 suede" finish adds to the soft natural look. Formica, Cincinnati. NAHB booth 2628. *Circle 153 on reader service card*

2. Six-burner convertible barbecue/range is available with SmoothLine® glass cooktop modules or conventional electric units. Either type plug-in surface element can be replaced by an electric barbecue. Distinctive, Sun Valley, Calif. NAHB booth 1260. *Circle 154 on reader service card*

3. Custom hardwood cabinetry is available with a full range of convenience accessories. The protective clear "Seal and Topcoat Only Finish" allows the natural color variations of the wood to show. Mutschler, Dallas. NAHB booth 2012. *Circle 155 on reader service card*

4. Traditionally styled oak cabinetry, "Richwood," features a raised panel design accented by thumblatch hardware. Exterior surfaces are finished with a hand-wiped stain, a distressing stain and, finally, a protective coating of "Durasyn." Kitchen Kompact, Jeffersonville, Ind. NAHB booth 1524. *Circle 156 on reader service card*

5. "Centerpiece" cabinetry in a rich peach tone features raised center panel doors. Standard conveniences include self-closing doors and drawers, adjustable wall cabinets, shelves and slide-out bottom shelves in base units. A range of accessories is also offered. International Paper, Portland, Ore. *Circle 157 on reader service card*

6. Microwave cooking center combines an upper microwave oven with a lower electric self-cleaning oven. Both have full-width black glass doors which become see-through when interior lights are on. General Electric, Louisville, Ky. NAHB booth 2412. *Circle 158 on reader service card*

7. "Space Mates" washer and dryer each measure 27″ wide, 27″ deep and 35″ high. Appliances are front loading, so they can be stacked in tight spaces. White-Westinghouse, Pittsburgh, Pa. NAHB booth 2300. *Circle 159 on reader service card*

8. Striking contemporary cabinetry, "Gamma 51," is shown in a bold black stain. Cabinet fronts are oak veneer with a solid oak cross section and carved-in grip. Tielsa, Needham, Mass. *Circle 160 on reader service card*

9. Multi-storage pantry is part of a line of fully accessorized cabinetry. Double-sided swing-out racks hold canned goods and boxes. Tall-item storage is provided behind one swing-out unit. Quaker Maid, Leesport, Pa. NAHB booth 2127. *Circle 161 on reader service card*

10. Microwave cooking center features a microwave upper oven, a conventional-cooking gas lower oven and gas surface burners. Range is equipped with automatic pilotless ignition and an "Ultra Ray" broiler. Caloric, Topton, Pa. NAHB booth 2136. *Circle 162 on reader service card*

11. High-pressure plastic laminate, "Lime Cambay," is part of the "Design Group I" collection. Pattern is a subtle blend of yellow and green citrus shades. Material comes in various sheet sizes and thicknesses. Wilson Art, Temple, Tex. NAHB booth 2340. *Circle 163 on reader service card*

12. Touchmatic Radarange® microwave oven features "Cookmatic Power Shift" control that adjusts microwave cooking speeds. Automatic oven has a miniature computer that stores and executes all cooking instructions. Amana, Amana, Iowa. *Circle 164 on reader service card*

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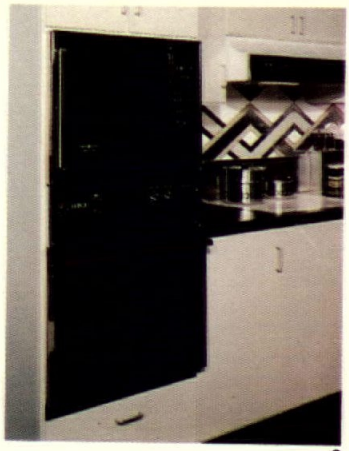

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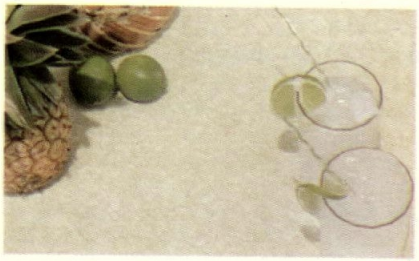

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1. Traditionally styled cabinetry, "Country Squire," features solid oak raised-panel doors. Cabinets have self-closing hinges and adjustable shelves in wall units. A choice of stains is offered. Riviera, St. Paul, Minn. NAHB booth 1460. *Circle 165 on reader service card*

2. "Olympus" cabinets feature oak panel-in-frame doors with specially designed decorative brass pulls. A rich patina finish highlights the wood grain. Cabinetry is offered with a range of customizing accessories. Del Mar, Atlanta. NAHB booth 2012. *Circle 166 on reader service card*

3. Easy-to-maintain cabinetry, "The Woodsman," features exteriors of woodgrain-pattern Formica®. Line has oak frames and wipe-clean interiors. Merillat, Adrian, Mich. NAHB booth 2624. *Circle 167 on reader service card*

4. Built-in dishwasher features a multi-level wash system consisting of a stainless steel four-way hydro-sweep wash arm, an upper-level power wash and a constant overhead wash/rinse. KitchenAid, Hobart, Troy, Ohio. NAHB booth 2630. *Circle 168 on reader service card*

5. Contemporary "Bellaire" cabinetry is a medium-priced line with many custom options. Continental-style cabinets with melamine surfacing come in colors or woodgrains. St. Charles, St. Charles, Ill. *Circle 169 on reader service card*

6. "Mt. Vernon" cabinetry in a traditional Early American style is constructed of solid northern birch hardwood. Cabinets with a furniture finish are highlighted by color variations of stained wood. Connor, Wausau, Wis. NAHB booth 1500. *Circle 170 on reader service card*

7. Convertible cooktop with a surface ventilation system includes two plug-in glass ceramic elements and a grill accessory. Griddle, rotisserie, french-fryer and shish-kabob options are also available. Jenn-Air, Indianapolis, Ind. NAHB booth 2426. *Circle 171 on reader service card*

8. Built-in dishwasher features an "Electri-Saver" control that provides an energy-conserving wash and no-heat drying. A triple-wash pots-and-pans cycle is also offered. Adjustable upper rack can be raised and lowered to accommodate various size dishes. Frigidaire, Dayton, Ohio. NAHB booth 2218. *Circle 172 on reader service card*

9. Conventional/microwave oven combination performs both cooking functions in the same chamber separately or simultaneously. Unit is available in double and single wall oven models. Thermador, Los Angeles. NAHB booth 2438. *Circle 173 on reader service card*

10. Built-in barbecue Char-Grill® has a 19″x13″ cooking grill that tilts easily to permit grease to run down the top into a removable drip pan and cup. Unit comes in charcoal, electric or gas models. Home Metal Products, Plano, Tex. NAHB booth 1360. *Circle 174 on reader service card*

11. Side-by-side refrigerator/freezer has tempered glass slide-out adjustable shelves and an adjustable roll-out utility serving shelf. Unit features an automatic ice-maker, an ice-bucket and crispers. Whirlpool, Benton Harbor, Mich. NAHB booth 2000. *Circle 175 on reader service card*

12. Striking contemporary kitchen features a full complement of built-in appliances. Shown are a Smoothline™ electric cooktop, a fully automatic double wall oven and a 12-cycle dishwasher. Hotpoint, Louisville, Ky. NAHB booth 2330. *Circle 176 on reader service card*

More kitchens on page 146.

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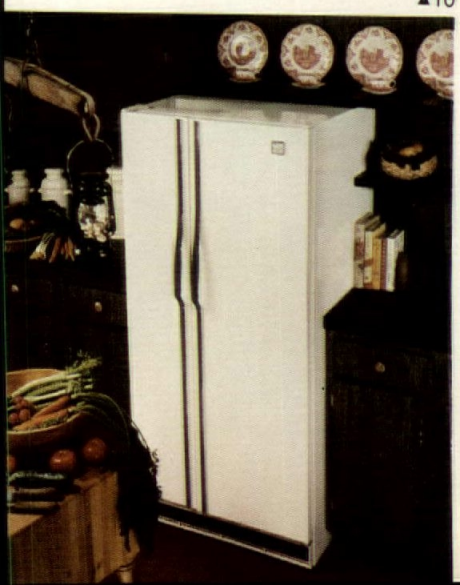

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EXTERIORS

1. Ornamental shutters, "Woodstead," are constructed of high-density polystyrene. Easy-to-install shutters come in 11 sizes. Bird & Son, East Walpole, Mass. NAHB booth 2324. *Circle 177 on reader service card*

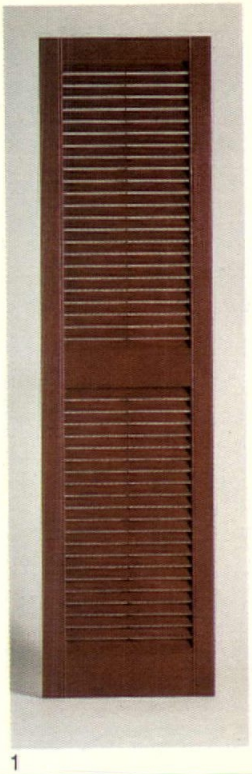
2. Board-and-batten effect siding, "Weldwood Great Divide," is ⅝"-thick natural fir plywood. Champion Building Products (formerly U.S. Plywood), Stamford, Conn. NAHB booth 2518. *Circle 178 on reader service card*

3. Stucco-look hardboard siding, "Shadowcast," is factory sealed to resist dents, cracking and weathering. Decorative wood strips can be added as accent. Celotex, Tampa, Fla. NAHB booth 2200. *Circle 179 on reader service card*

4. Wood siding with the rustic look of barnboard, "Weathered Gray Sawtooth," is easy to install. Siding panels also come in brown, green and red. Boise Cascade, Portland, Ore. NAHB booth 2318. *Circle 180 on reader service card*

5. Solid vinyl siding line has been expanded to eight colors including the new "Slate Blue" shown. Siding will not blister or crack. CertainTeed, Valley Forge, Pa. NAHB booth 2538. *Circle 181 on reader service card*

6. "Fancy Butt' shingles of western red cedar can be used in interior and exterior applications. Nine styles include round and fish scale *(shown)*. Shakertown, Seattle, Wash. NAHB booth 2617. *Circle 182 on reader service card*



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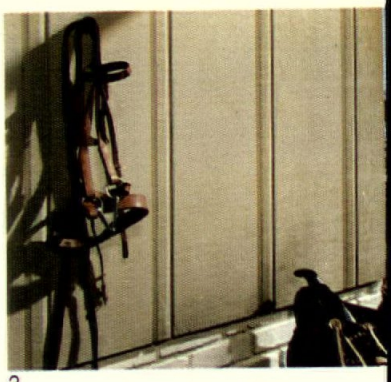

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DOORS/WINDOWS

7. Steel-clad thermal door has solid polystyrene foam core and wood side rails. Available in a range of styles, warp-free door is factory primed. Kinkead, Chicago. NAHB booth 2600. *Circle 183 on reader service card*

8. Pivot window has energy-conserving double-glass construction. Exterior of wood window is protected by an aluminum skin with a chip-resistant acrylic finish. Sash pivots for easy cleaning from inside. Pella Rolscreen, Pella, Iowa. *Circle 184 on reader service card*

9. Roof window can be easily installed in existing building or new construction. Easy-to-operate unit with insulating glass admits more light than a conventional dormer window. Matching roof flashings eliminate leaks. Roto, Essex, Conn. *Circle 185 on reader service card*

10. "Perma-Shield" windows and gliding doors now come with a variety of glazing options. Shown are opaque spandrel-reinforced mineral panel *(at left in photo)*, coated reflective glass and double-pane insulating glass *(center)* and decorative acrylic fiber-glass-reinforced panels *(right)*. Andersen, Bayport, Minn. NAHB booth 2530. *Circle 186 on reader service card*

11. Decorative translucent plastic panels can be installed on the inside of existing windows. Thirteen patterns including diamond *(shown)* are offered in 23 colors. K-Lux, St. Louis. *Circle 187 on reader service card*

12. Low-maintenance patio doors, "CARclad," feature factory-finished aluminum exterior cladding. All-wood interior is unfinished. Caradco, Dubuque, Iowa. NAHB booth 2236. *Circle 188 on reader service card*

13. Windowed steel door features a tempered insulated glass lite with recessed aluminum trim. Door has a honeycomb and urethane foam core. PermaDoor, Steelcraft, Cincinnati. NAHB booth 2316. *Circle 189 on reader service card*

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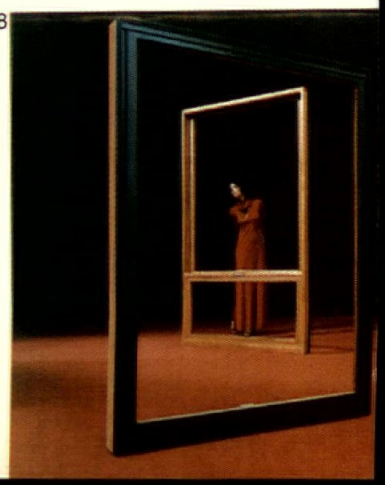

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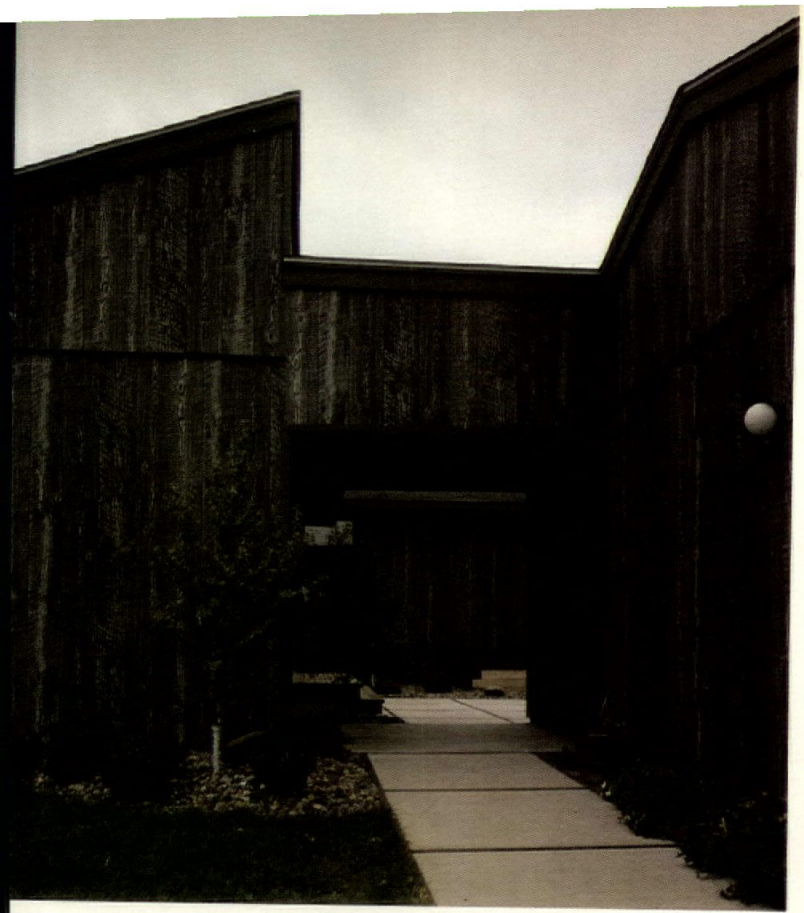

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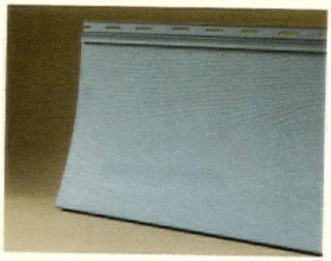

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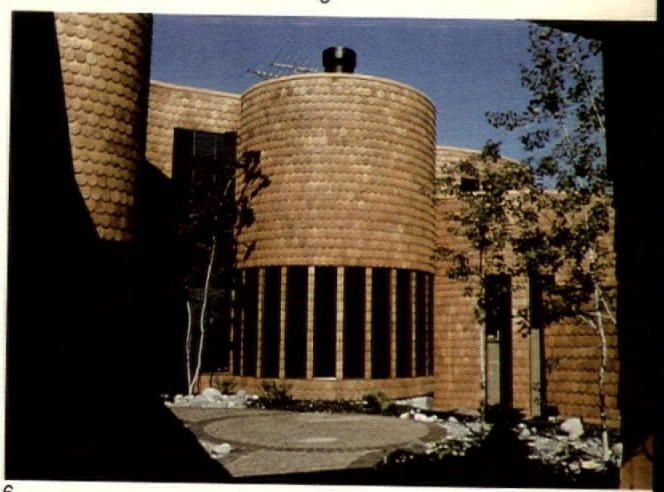

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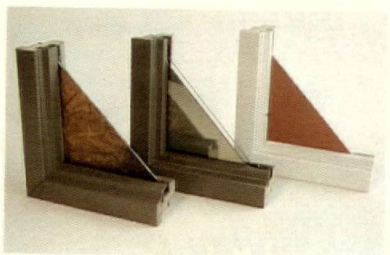

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1. Solarcool® bronze reflective glass helps cut cooling costs in warm weather. Offered in residential thicknesses, material can be glazed into wood or aluminum sash to reduce glare and heat build-up and increase privacy. PPG, Pittsburgh. NAHB booth 2237. *Circle 190 on reader service card*

2. American oak doors feature handcarved designs. Available in seventeen styles including the four shown, doors are factory-finished with stains and sealers. A full range of heights and widths is offered. International Wood, San Diego, Calif. *Circle 191 on reader service card*

3. Insulated "Sunbubble" for use in walls or on roofs is fabricated of Kodak UVEX® sheeting. Unit is constructed of a shaped UVEX® dome fused to flat inner panel. This design creates a pocket of dead air space which insulates without hindering light transmission. Tub Master, Orlando, Fla. NAHB booth 1447. *Circle 192 on reader service card*

4. Carved entry doors of western Douglas fir and hemlock come in seven designs with more than 50 variations. "Cadiz" in the foreground is from the "Voyager" series and "Regency A-G" is part of the "Crestmont" group. E. A. Nord, Everett, Wash. *Circle 193 on reader service card*

5. One-piece decorative "Uni-panel", made of high-density urethane, can be applied to the face of any flush metal or wood door. The wood-like panel won't chip or peel. Entol, Miami, Fla. *Circle 194 on reader service card*

6. Greenhouse window is designed to be used in place of a conventional window or to fit over the outside of an existing one. Aluminum-frame unit in a white or bronze finish has screened vents. Alenco, Bryan, Tex. NAHB booth 1146. *Circle 195 on reader service card*

7. Prefinished door frame installs in ten minutes. Consisting of two legs and a header, each "RAP-install" assembly is self-shimmed by steel anchor plates. Doorcraft-Harrisburg, Burlingame, Calif. *Circle 196 on reader service card*

8. Insulated steel entry door with a 1¾" polystyrene core has an insulating doorlight. Magnetically weatherstripped doors come with a factory-applied two-coat acrylic finish. Jim Walter, Tampa, Fla. *Circle 197 on reader service card*

9. Embossed insulated steel entry door in a "Cross-buck" style comes with 12 diamond-shaped lights *(shown)* or nine rectangular lights. Part of the "Lexington" series, door has a solid foam core. Stanley, Birmingham, Mich. NAHB booth 2203. *Circle 198 on reader service card*

10. Spanish-inspired steel entry door, "Santa Fe," features a four-panel scroll design. Magnetic-weatherstripped door with a densely packed urethane insulating core has a R-value of 15.1. ThermaTru, Lake Shore, Toledo, Ohio. NAHB booth 2702. *Circle 199 on reader service card.*

11. "Bali Architect" window blinds with 1" slats, miniature headrails and 1"-wide bottom rails come in special models for unusual applications. Styles include a slanted-window unit and one for A-frame houses. Marathon Carey-McFall, Philadelphia, Pa. *Circle 200 on reader service card*

12. Leaded glass sidelight panels match the "Chateau Orleans" door and add to the dramatic impact of the entrance. Panels are Flemish glass safety panes. Frames are kiln-dried Douglas fir or hemlock. Simpson, Seattle, Wash. NAHB booth 2038. *Circle 201 on reader service card*

More doors on page 154.

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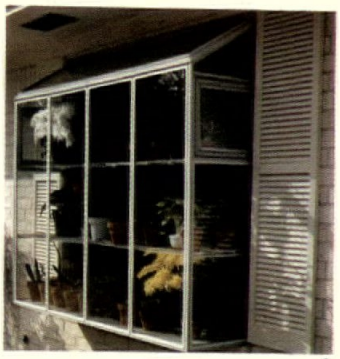

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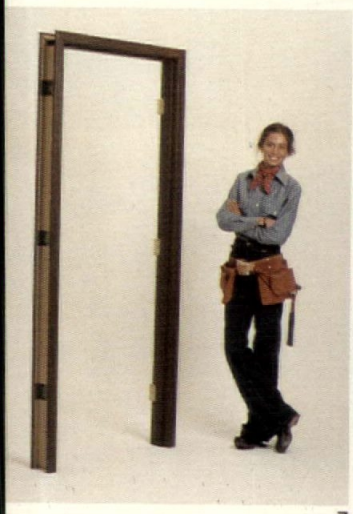

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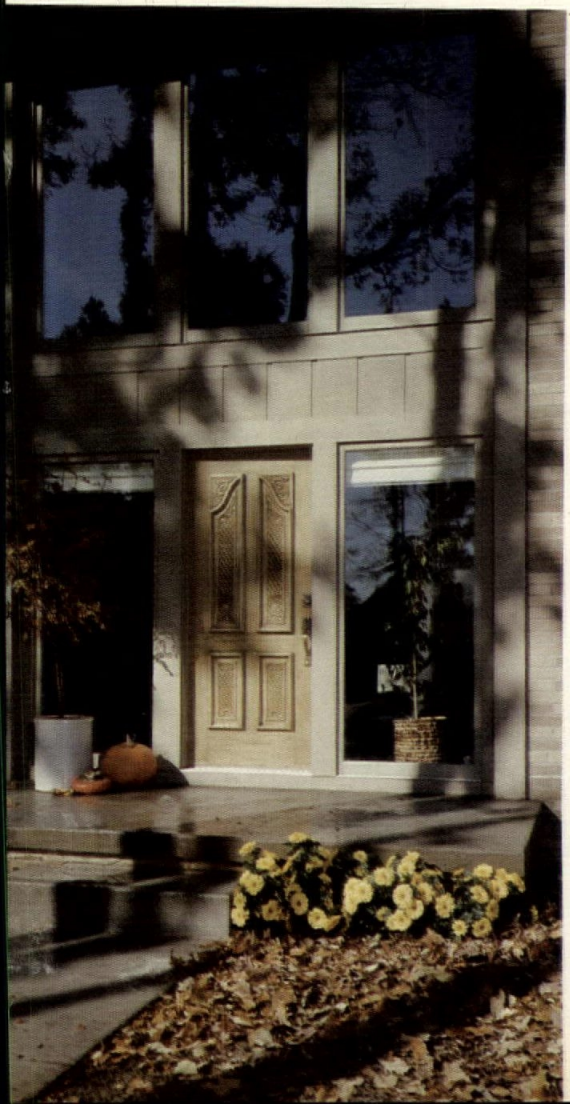

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1. Dense level-loop carpet, "Perseus," is made of soil-hiding Anso® continuous-filament nylon. Part of "The Print Parade" collection, carpet retails for about $5.99 a sq. yd. Evans-Black, Arlington, Tex. *Circle 202 on reader service card*

2. Urethane-coated sheet vinyl flooring, "Homeland," features extra-heavy foam inner layer. High-gloss finish needs no waxing. Traditional-style pattern with look of inset tile is offered in five monochromatic colorations. GAF, New York City. NAHB booth 2238. *Circle 203 on reader service card*

3. Unglazed ceramic tile can be used for wall and floor applications. Two-inch hexagonal tiles come in 43 solid and flecked colors. American Olean, Lansdale, Pa. NAHB booth 2124. *Circle 204 on reader service card*

4. Fine denier carpet, "Adoration," has pile of autoclave heat-set Du Pont nylon filament. Multi-tone pattern is accented by loop pile valleys randomly etched in textured pile. Suggested price is $10.95 a sq. yd. Philadelphia, Cartersville, Ga. *Circle 205 on reader service card*

5. Saxony plush carpet with six-tone pattern, "Grande Casino," is now offered in three additional earth-tone colorations. Carpet with continuous-filament nylon construction retails for approximately $9.95 a sq. yd. Alexander Smith, Amsterdam, N.Y. *Circle 206 on reader service card*

6. Water-resistant carpet, "Gran Guard," is for utility rooms, greenhouses and other indoor/outdoor areas. Deep-cut pile carpet is constructed of solution-dyed Acrilan® and retails for about $16.95 a sq. yd. Magee, New York City. *Circle 207 on reader service card*

7. Cut-pile carpet for commercial applications, "Departure," features three-dimensional, tri-color pattern made of Anso®. Offered in choice of five colorations, carpet retails for approximately $12.95 a sq. yd. Salem, Winston-Salem, N.C. *Circle 208 on reader service card*

8. All-wool custom-weave carpet is for contract and residential applications. Loop and partial shear carpeting, shown in russet, has a subtle diamond pattern. H. Lawrence, New York City. *Circle 209 on reader service card*

9. Multi-level loop carpet of 100% Herculon, "Cedars West," is shown in a remodeled attic. Stain-resistant floorcovering can be spot-cleaned with detergent and water. Suggested retail price is $7.95 a sq. yd. Gulistan, New York City. *Circle 210 on reader service card*

10. Cushioned vinyl sheet flooring, "Winchester," has the look of hand-tooled leather. No-wax, stain- and scratch-resistant flooring comes in 6′ and 12′ widths. Four colorations are available. Mannington, Salem, N.J. NAHB booth 1631. *Circle 211 on reader service card*

11. Prefinished and prewaxed hardwood flooring, "New Cumberland Oak Parquet," is $\frac{5}{16}$″ thick. Flooring can be installed over almost any type subfloor. Bruce, Memphis, Tenn. *Circle 212 on reader service card*

12. Traditional-style wood flooring, "Princess Anne Teak," features clustered square pattern surrounded by single-mitered pickets. Offered prefinished or unfinished, moisture-resistant flooring is easy to install. Wood Mosaic, Louisville, Ky. *Circle 213 on reader service card*

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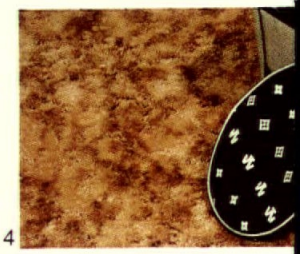

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FLOORING

1. Plush carpet, "Hampton House," is tufted of soil-hiding "Antron" nylon. Durable, easy-to-care-for floorcovering comes in 23 colorways. Lees, Valley Forge, Pa. *Circle 214 on reader service card*

2. Basketweave-patterned carpet, "Canton," is part of the "London Town Collection." Made of nylon pile treated with Dupont Zepel®, carpet resists stains and is easy to clean. Level loop floorcovering is available in five four-color colorations. WestPoint Pepperell, Dalton, Ga. NAHB booth 1261. *Circle 215 on reader service card*

3. Ceramic floor tile, "Terra Manor," simulates the look of fired clay. Tile comes in a "Hammered" relief finish *(shown)* or "Pebble" texture. Six colors and three sizes are offered. Franciscan, Interpace, Los Angeles. *Circle 216 on reader service card*

4. Resilient flooring, "GenuWood II," features hardwood veneer covered with a facing of clear sheet vinyl. Durable floorcovering, available in a choice of six woodtones, is suitable for high-traffic areas. Arco, Philadelphia, Pa. *Circle 217 on reader service card*

5. Bold plaid carpet, "Royal Stuart," is of "Antron" nylon. Easy-to-install carpet has rubber backing and is available in three colorways. "Royal Stuart" retails for about $9.99 a sq. yd. Viking, New York City. *Circle 218 on reader service card*

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INTERIORS

6. "Brick 'N Beam" wall paneling simulates the look of old country brick and antique wood beams. The self-adhering vinyl panels have soundproofing and insulating features. Paneling wipes clean with a damp cloth. Decro-Wall, Elmsford, N.Y. *Circle 219 on reader service card*

7. Western red cedar "Certi-Groove" shakes are suitable for interior or exterior applications. Machine-grooved sidewall shakes are available in 16″, 18″ and 24″ lengths. Red Cedar Shingle and Handsplit Shake, Bellevue, Wash. NAHB booth 1341. *Circle 220 on reader service card*

8. Prefinished plywood paneling, "Bridgeport," is highlighted by embossed vertical grooves and random cross scoring. The standard 4′x8′ panel features multiple softwood face veneers. Georgia-Pacific, Portland, Ore. NAHB booth 2430. *Circle 221 on reader service card*

9. Decorative wall paneling, "Garden," part of the "Brasiliant" series, is made of Brazilian hardboard. The sculptured-like surface has a soft-gloss melamine finish. The 4′x8′ easy-to-install panels can be wiped clean. Marlite, Dover, Ohio. NAHB booth 2304. *Circle 222 on reader service card*

10. Contemporary wallcovering, "Athena," is a geometric design of brown and white octagons on a silver Mylar ground. The gravure-printed, paper-backed, scrubbable wallcovering comes in three other colorways. James Seeman, Garden City Park, N.Y. *Circle 223 on reader service card*

11. Fabric-backed vinyl wallcovering, "Interlude," features companion "Harmony." The iris-accented geometric pattern comes in three colorways. J. Josephson, South Hackensack, N.J. *Circle 224 on reader service card*

12. Contemporary wallcovering pattern, "City Turns On Its Lights," is an impressionistic view of a metropolitan scene. The geometric design in orange, lipstick, red rose, wine and gray/green may be printed on a variety of grounds. Jack Denst, Chicago. *Circle 225 on reader service card*

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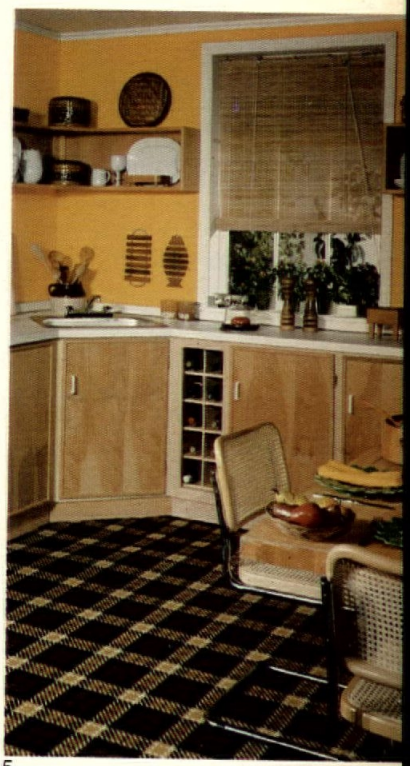

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1. "Olde Hickory" ceiling tile simulates the look of rustic rough-finish board and plank. The 12"x24" tiles can be installed with the lightweight metal "Integrid" system or by cementing or stapling. Armstrong, Lancaster, Pa. NAHB booth 2642. *Circle 226 on reader service card*

2. Lightweight hardboard paneling, "Used Brick," reproduces the look of staggered brick. Paneling comes in three colors including rustic red. Masonite, Chicago. NAHB booth 2304. *Circle 227 on reader service card*

3. Genuine wood strips of western red cedar provide tremendous design versatility. Easy-to-cut-and-install strips can be used in innumerable ways to create decorative interior accents. Wood can be left natural or stained. Pope & Talbot, Portland, Ore. *Circle 228 on reader service card*

4. Lightweight simulated bricks in a soft white add warmth to the entry/sitting area. Bricks, with the look, feel and dimensions of the genuine article, weigh only 4 oz. and are just ¼" thick. Each brick is individual. Dacor, Worcester, Mass. *Circle 229 on reader service card*

5. Washable acrylic wallcovering, "South of the Border," is part of the "Right On" group. Easy-to-apply fabric with a Mexican motif is pretrimmed and prepasted. Imperial Wallcoverings, Cleveland, Ohio. *Circle 230 on reader service card*

6. Easy-to-apply "Cristal" glazed ceramic tiles are a bold accent on this kitchen wall. Tiles come in manageable sizes with spacer lugs. Simple border tiles and premixed grouts and adhesives make installation easier. H. R. Johnson, Keyport, N.J. *Circle 231 on reader service card*

7. Heavy-duty vinyl wallcovering from the "Tots 'n Teens" collection, "Flower Fair," is a contemporary, youthful interpretation of flowers and butterflies. Scrubbable, prepasted fabric is easy to apply and clean. General Tire, Akron, Ohio. *Circle 232 on reader service card*

8. Clear-grade redwood lumber paneling used in a dramatic diagonal application warms up a public area. The rugged, low-maintenance paneling, which requires no finishing, adds thermal and sound insulation. California Redwood, San Francisco. *Circle 233 on reader service card*

9. Glazed decorative ceramic wall tiles in a beige/orange and beige design, "Anja," are durable and easy to maintain. Available with or without the floral motif, the 6"x6" square tiles come in five different colorations. Amsterdam, New York City. *Circle 234 on reader service card*

10. Simulated wood beams with a hand-hewn look are fabricated of lightweight urethane. Easy-to-install beams, offered in a range of styles and sizes, will not warp, rot or break. A full line of matching accessories is also available. Paeco, Perth Amboy, N.J. *Circle 235 on reader service card*

11. Melamine-coated hardboard paneling, Sierratile™, is a reproduction of ceramic tiles. Durable, easy-to-install paneling, shown in a "Gold Etch" design, can be wiped clean with a damp sponge. Wal-lite, U.S. Gypsum, Chicago. NAHB booth 2600. *Circle 236 on reader service card*

12. Hardboard "DecroBeams" simulate the look of roughsawn wood. The hollow, U-shaped beams are lightweight and easy to install on ceilings or walls. They are available in 8′ and 16′ lengths. Forest Fiber, Forest Grove, Ore. *Circle 237 on reader service card*

More products on page 136

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What's the special sales appeal in these townhouses?

Certainly it isn't price. The townhouses at Montpelier Oaks, a 130-unit development in the Washington suburb of Laurel, Md., range from $43,990 to $47,750—among the costliest in Prince Georges County and more than many single-family homes in the area. Yet buyers snapped up 25 units in the project's first month (even before brochures and furnished models were ready), and sales have continued at a rate of eight to 19 a month.

The primary sales appeal is space—lots and lots of big living areas worked into units that average only 1,300 sq. ft. Floor plans are open and informal, making the units seem much larger than they really are. And there are full walk-out basements *(photo p. 119)* ready to finish into spectacular recreation rooms, adding as much as a third more living space.

The feeling of space is also provided outdoors. The density of only five units to the acre meant that many of the existing trees could be preserved, giving the neighborhood a parklike feeling.

The units have a custom look that is the result of many details. The kitchen cabinets are ceiling height, for example, and a wooden chopping block is built into the counter. Decorator light fixtures are provided both indoors and out, and there are even brass house numbers and wrought-iron shutter anchors.

Also contributing to the sales pace: fee-simple ownership in an area where condominiums have received much bad press.

Montpelier Oaks is being developed by KRB Inc., a new company headed by Mike Rose, formerly national marketing vice president of the Larwin Group and executive vice president of Carl Freeman Inc. Much of what he learned during his big-builder years is now being put to work in his first project as an independent developer. Some examples:

Design: A double approach. The taste of the Washington market calls for traditional homes. But the lifestyle of the Montpelier Oaks target market—young professional couples or families with few children—called for informal, contemporary homes. Rose's solution: provide both at the same time.

He created colonial exteriors with brick and clapboard facades, shutters, bay windows, patio doors with small-paned windows, front doors with lever handles — even the street lamps had a colonial look.

Big living areas like these

But then he designed wide-open, informal interiors more reminiscent of California than Williamsburg *(see plans p. 118)*. And buyers liked it. In the home shown at right, for example, a $75 option was a wall between living and dining areas to create a formal dining room. Only one of the first 90 buyers chose this option.

Model homes were furnished with large, heavy pieces of furniture—many of them antiques from the developer's collection or acquired inexpensively through newspaper ads—to emphasize the spaciousness of the units. The sofa in the living room above, for example, is seven ft. long.

Models cost about $14,000 each to decorate, but this includes the expense of bringing interior designer Judy Rock to Maryland from Marina del Rey, Calif. Her decorating ideas, which included original wall treatments and imaginative but inexpensive children's rooms, were so popular with buyers that the developer compiled them in a booklet entitled "Champagne Decorating on a Beer Budget" which he gives to buyers and prospects.

Both the living/dining area above and the master bedroom at left are in the 1,300 sq. ft. Snowden which sells for $47,750.

PHOTOS: J. ALEXANDER

Land: Keep density down. Two of Montpelier Oaks' main selling points, the walk-out basements and the trees, stem from Rose's philosophy that it makes economic sense to trade off high density for low development costs.

Under the existing zoning, he could have built at ten units to the acre; instead he settled for five, leaving much of the land untouched and saving on the cost of developing the steep site. What he did was simply to level off the top of the hill, run a road along the ridge and build houses on either side. This meant that all of the units would have walk-out basements. It also saved on excavation, storm drainage and other site work.

Rose even managed to get some recreation facilities from his land development costs. The surplus dirt that resulted from grading was used to provide a flat space for a football field. And the storm drainage area was covered with crushed rock and then blacktopped and turned into a basketball court.

"Of course I could have made more profit if I had paid an extra $3000 a lot for land development and built more units," says Rose. "But the way I look at it, I'll make that profit later on another piece of ground because this one will sell fast. And I'll spend less on interest, marketing and construction."

In addition to construction costs averaging $22,077 a unit, or less than $17 a sq. ft., the raw land cost about $3,365 a unit, including carrying and related costs, and the finished lots came to about $9,000, including a substantial amount spent to preserve the existing trees and add new ones. Profits ran about 20% of the $48,000 average sales price.

Marketing: A tight budget. Marketing costs came to $3,028 a unit, very little of which was spent on advertising. About $1,200 went toward buyers' closing costs, which are high in the Washington area. The remainder covered sales commissions of about $400 a unit and the decorating and carrying costs of the furnished models.

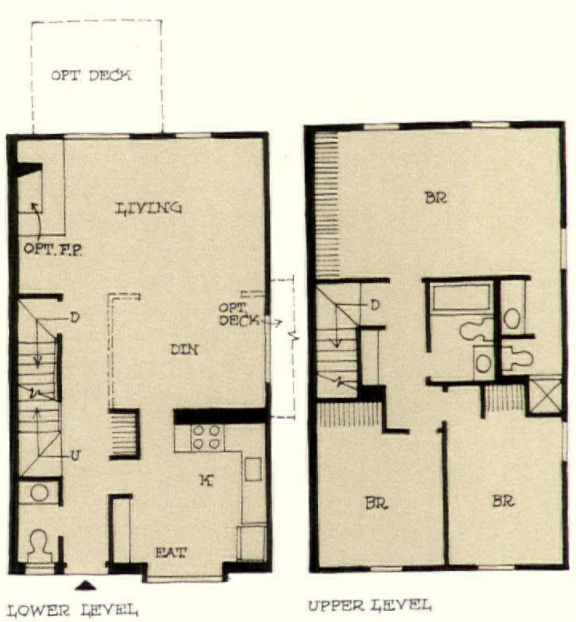
and this

The models were so imaginatively decorated that they were written up in the newspapers, and this generated a good deal of traffic. And much traffic came from referrals, which Rose cultivated actively.

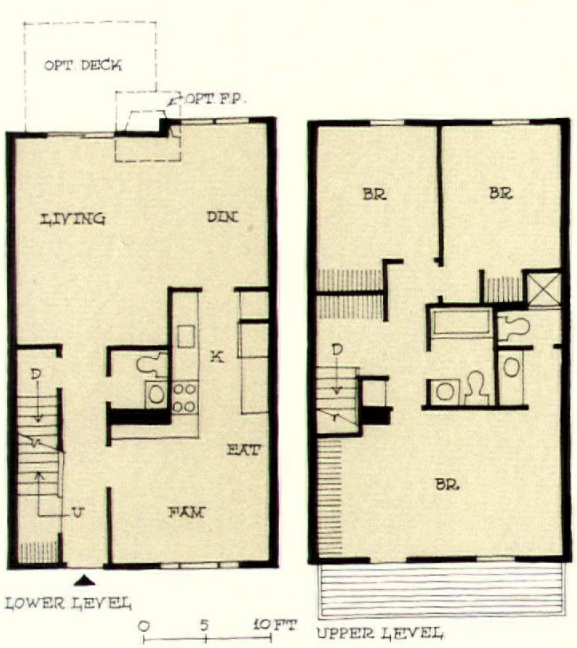
For example, he did not limit buyers' options but offered them at reasonable cost, including making custom changes. An 8′ x 10′ deck cost $890 and a fireplace $900. He also organized a series of parties—a grand opening where early buyers could meet their future neighbors; a picnic to inaugurate the new barbecues, tables and tot lots; a party for second-section move-ins; and a coffee klatsch where buyers could trade decorator light fixtures among themselves. At one party a child complained there was no slide, and one was soon installed.

The buyers responded to all this attention by telling their friends, and 10% of total sales came from referrals.

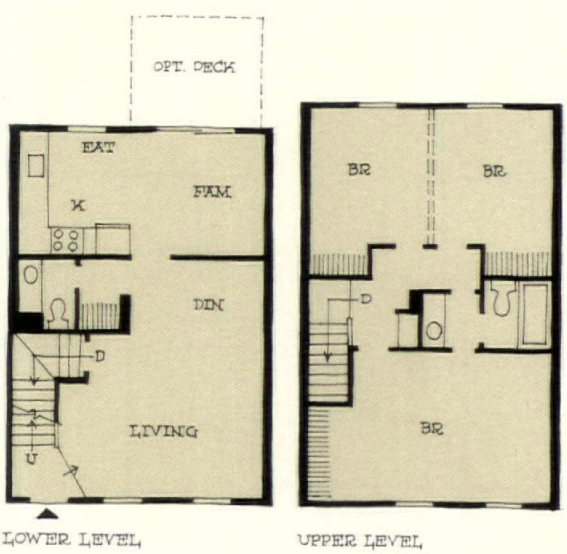
—NATALIE GERARDI



Front-kitchen model, the 1,300-sq.-ft. Snowden *(photos overleaf)*, is priced at $47,750 and is often an end unit. Homes come with 30-ft. to 40-ft. deep yards which may be fenced in if desired. Victor Smolen & Assoc. of Chevy Chase, Md. were the architects; John Wood & Assoc. of Reston, Va. the land planners.



Center-kitchen model, the 1,300-sq.-ft. Montpelier, sells for $47,500. It comes with a second-floor balcony or with optional bay windows in family room and master bedroom. Montpelier Oaks buyers are mostly government employees or professionals earning $19,000 to $27,000. Seventy percent are under 35 and 40% have no children.

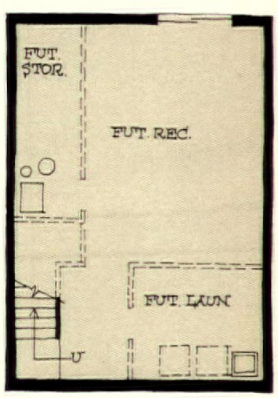


LOWER LEVEL UPPER LEVEL

Rear-kitchen model, the 1,160-sq.-ft. Carroll, is priced at $43,990. Its plan is almost identical to a slightly larger model *(not shown)* priced at $46,500. The developer was concerned that these models lacked a foyer, so he raised the entryway a step. This turned out to be a real selling point; buyers considered it a "formal" foyer.

Clear-span basements were dramatized by putting both a pool table and a ping-pong table in the smallest unit. All basements are semi-finished—electrical outlets and heat ducts have been installed and furring strips are in place—so they can be turned into attractive recreation rooms for $750 to $1,000, or less if the buyer does the work himself.

The 19 ft. 4 in. span was achieved by using floor trusses. These added only about $150 to the cost of a unit (the $150 covers two sets of trusses for they were also used on the second level), as much of the cost of the trusses was offset by savings in steel, labor and other items.



BASEMENT

How to de-bug your floor plans

No realty company in America has had more experience with floor plans than Los Angeles-based Walker & Lee. The firm sold more than 7,000 new homes for builders in California and Arizona last year, and, hence, is in a unique position to understand the many planning factors that affect a home's salability.

Out of this experience, Walker & Lee has come up with a preconstruction plan-critique service for its builder clients (and, for a fee, non-clients too). Plans and specs are analyzed, and recommendations made on improving space utilization, traffic flow, privacy, etc.

Most of the plans problems Walker & Lee finds are liable to crop up in any builder's houses. Below and on the following five pages, are six more or less typical layouts—first, as they were brought to Walker & Lee, and second, after they were de-bugged.

—JOEL G. CAHN

Key problem: wasted space in the living area

"The builder took 200 sq. ft. between the living and dining rooms and just threw it away," says Steve Auld, W&L's vice president of development services. Other problems:

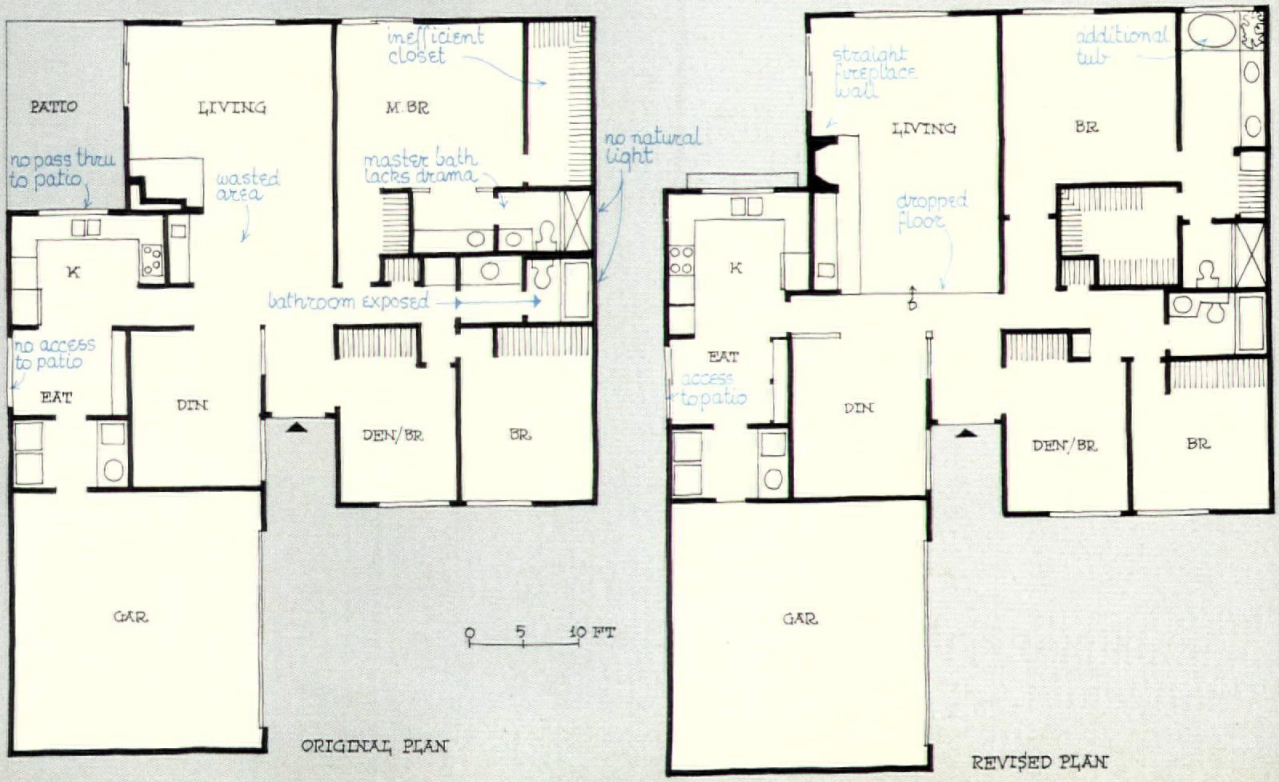
- A direct view from the entry area into the secondary bath.
- A single-loaded, walk-in master bedroom closet. "Just like walking into a hole," says Auld.
- An unglamorous, dark master bath.
- No access from the kitchen breakfast nook area to the patio.

In the redesign, a dropped floor defines and extends the living room up to the end of the wet bar. And the fireplace wall is straightened to eliminate the chopped-up feeling of the old plan.

Other changes:

- The secondary bath is shifted so the door is out of the line of sight from the entry area.
- The master bath is enlarged and repositioned along a side wall for added light and space.
- The master-suite closet is much larger.
- Sliding glass doors now give access from the dining nook to the patio.

The 1,740-sq.-ft. house is aimed at a middle-income adult market—hence, no family room.



Key problem: cramped space everywhere

The builder was trying to bring in this 1,446-sq.-ft. unit, designed for families, at a very low price. As a result, space problems abound, including . . .

- A cramped, dark kitchen, with no counter space.
- A tiny dining area too small to accommodate an adequate table. "And," says Auld, "it's the only eating area in the house."
- Living and family rooms too small to furnish.
- A small, unexciting master bath.

There were other problems too:

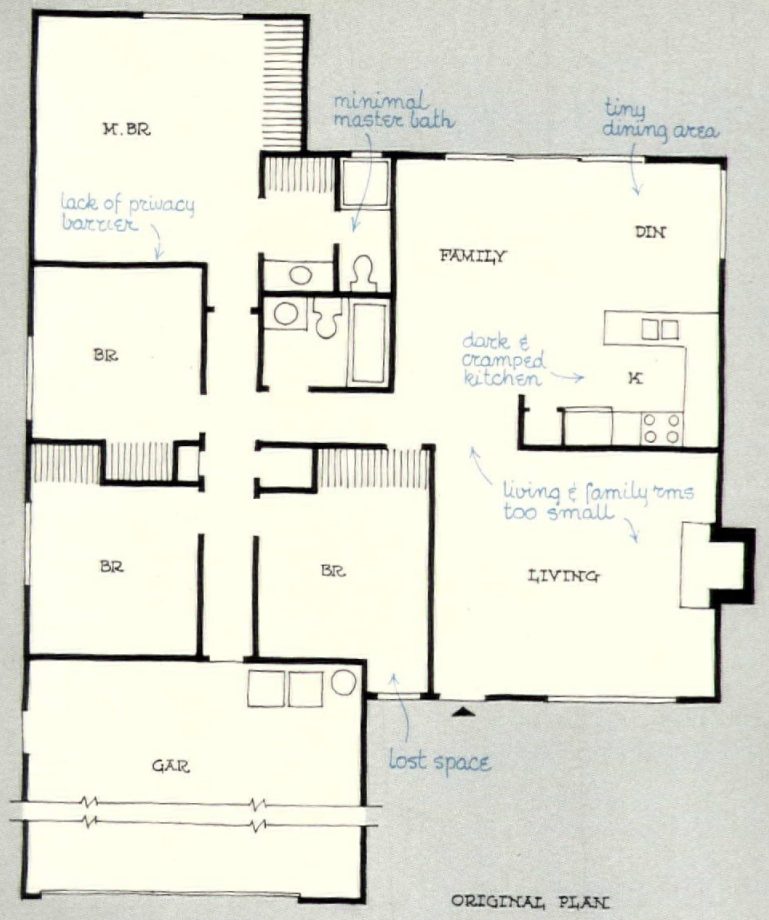
- Total lack of definition for the entry, caused by a straight front wall running all the way to the garage. "The front door," says Auld, "was just a hole in the wall."
- A built-in structural recess in a secondary bedroom which breaks the only natural bed wall.
- Lack of sound privacy between master and adjoining bedrooms.
- No den option.

Two changes provide space, light and air for the kitchen/dining area: (1) enlarging the kitchen and moving it to the rear and (2) enlarging the dining area, opening it to the living room and adding an extra window.

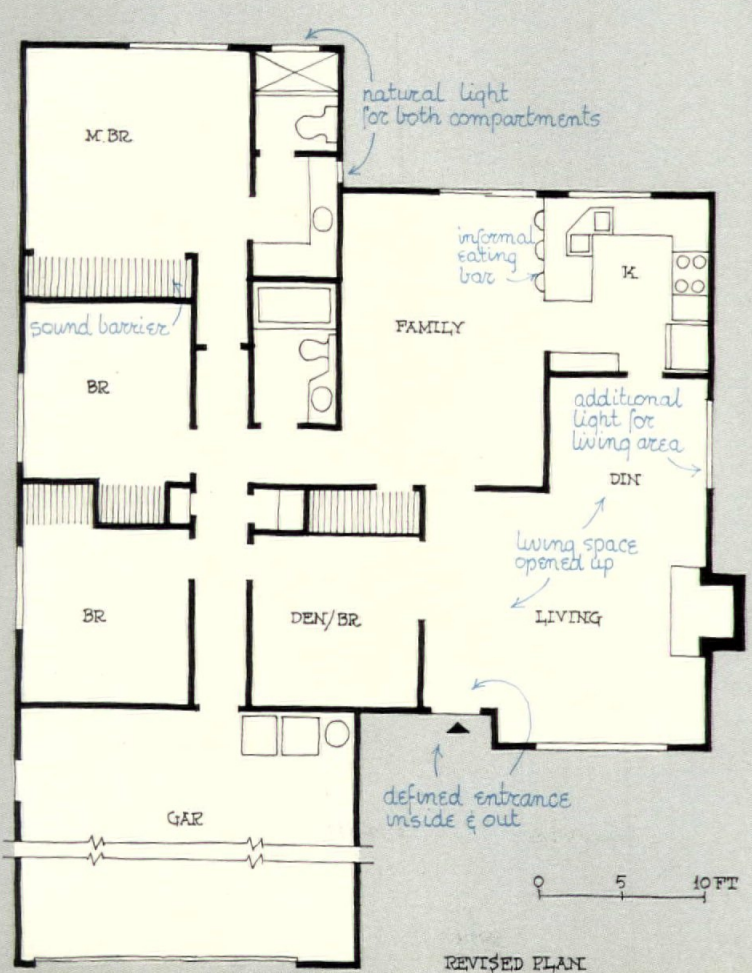
The bedroom off the entry hall is now an optional den. The master bath is moved back to an outside wall.

W&L also:

- Solved the structural problem in the front by extending the garage's back wall, thus simultaneously eliminating the bedroom recess and creating a well-defined entry.
- Added privacy via a pocket door between the dressing area and master bedroom, and a buffer closet between master and adjoining bedrooms.



ORIGINAL PLAN



REVISED PLAN

Key problem: a narrow, dark, airless layout

This 2,115-sq.-ft., high-end condo displays typical townhouse flaws. "It's a tunnel," says Auld.

Among its problems:

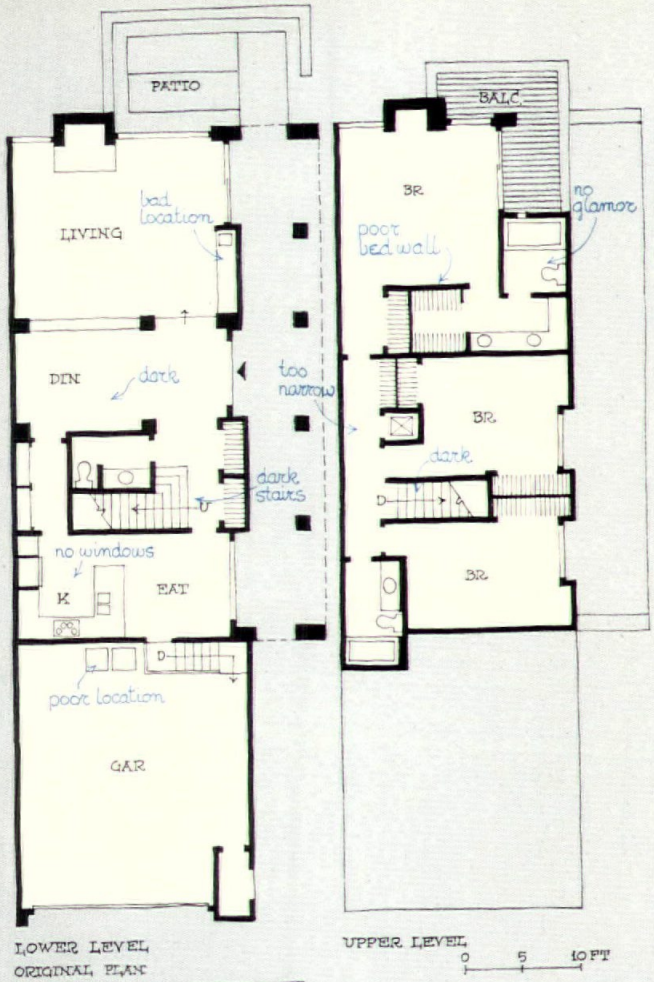
- Long, dark, narrow halls and stairway.
- A kitchen tucked against windowless common walls.
- An entry closet where there should be a window.
- Poor traffic flow—a living room wet bar, for example, lies in a high-traffic path.
- A washer/dryer combo in the garage which means running up and down stairs to do the wash.
- A poorly positioned master bedroom bed wall.
- An unexciting master bath and dressing area.

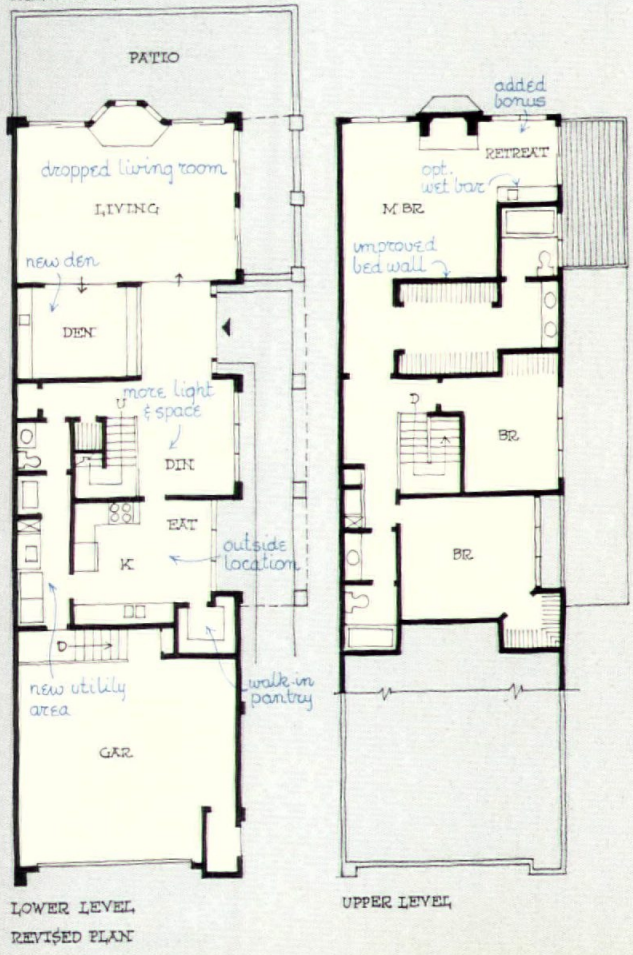
The revisions show a completely realigned first-floor living/dining/ kitchen area. The kitchen is now on an outside wall; living and dining rooms are enlarged for more light and space.

An unexpected dividend from the new layout: a den located off the entry and open to the main living areas. "It just happened when we started rearranging things," says Auld. "It shows how much wasted space there was before."

Other changes:

- A triple-windowed entry.
- A new common-wall location for washer/dryer.
- A new walk-in pantry in the kitchen.
- A new dressing room layout with opposed wardrobes.
- A repositioned master bed wall.





Key problem: poor allocation of space

This 2,300-sq.-ft.unit is in the same condo project as the one on the opposite page. It is considerably wider, but nevertheless suffers from similar space problems. And it has other flaws too:

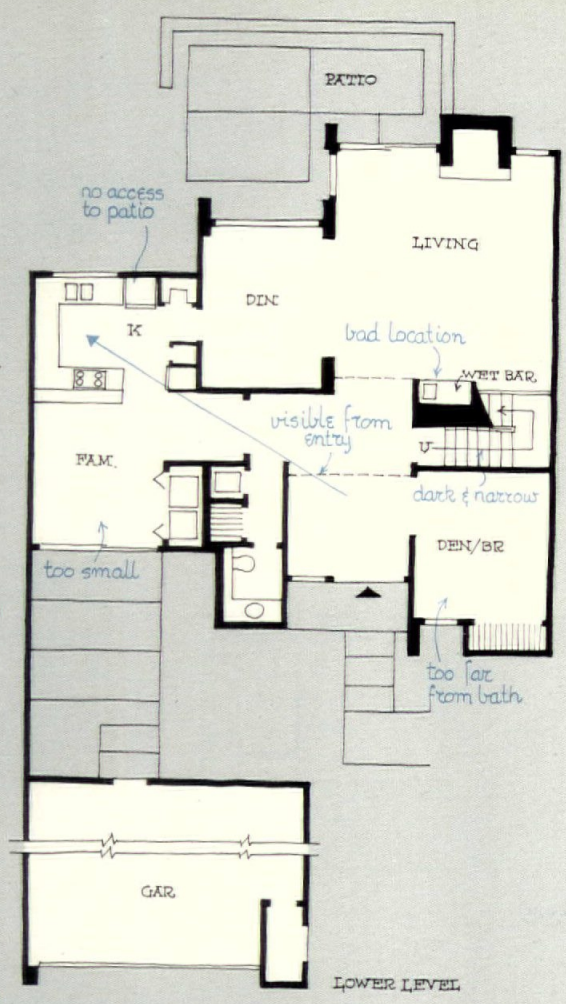
- The first-floor bedroom is so far from a bath with shower or tub that Auld doubts any buyer would consider it a bedroom.
- There's no direct access from kitchen to patio.
- The kitchen sink is visible from the entry.

So again, W&L realigned the first floor. The kitchen is moved back and is now hidden from the entry; the shift also opens up a living room view from the front door.

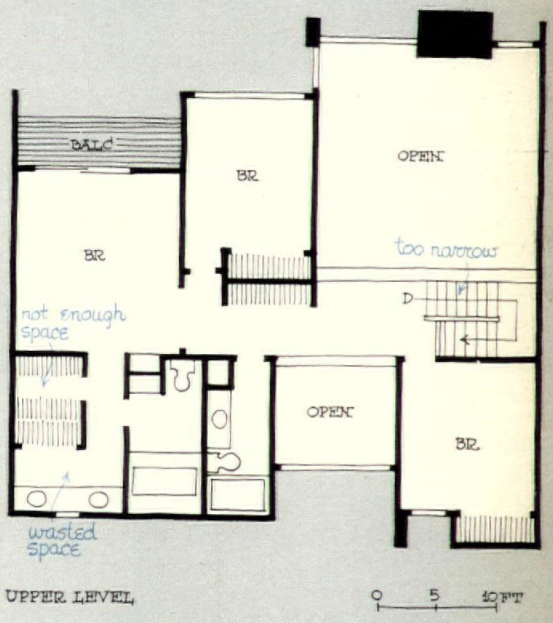
The stairway is widened and turned to accommodate an out-of-the-way, walk-in bar. The bar is accessible to a new den, created from the useless bedroom.

Other changes:

- An enlarged family room gives breathing space to an area Auld feels was formerly "too big for a nook and too small for a furnishable room."
- The formerly detached garage is linked to the house by a new utility room located along the common wall.
- A kitchen sliding door gives access to the patio.
- A retreat/den option is created from an upstairs bedroom to enhance the master bedroom.
- A new layout for the master suite adds space, privacy and glamour.

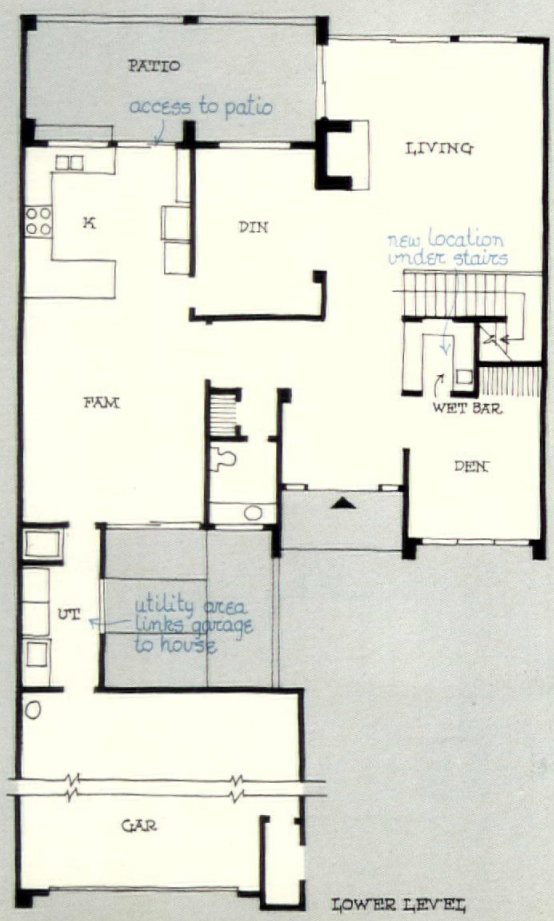


LOWER LEVEL



UPPER LEVEL

ORIGINAL PLAN



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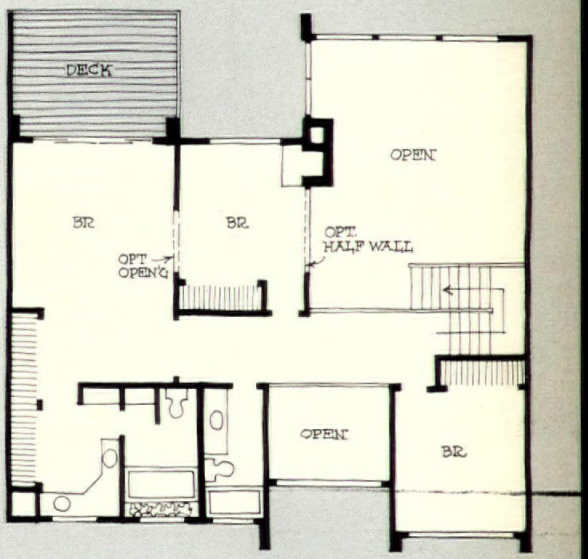


UPPER LEVEL

REVISED PLAN

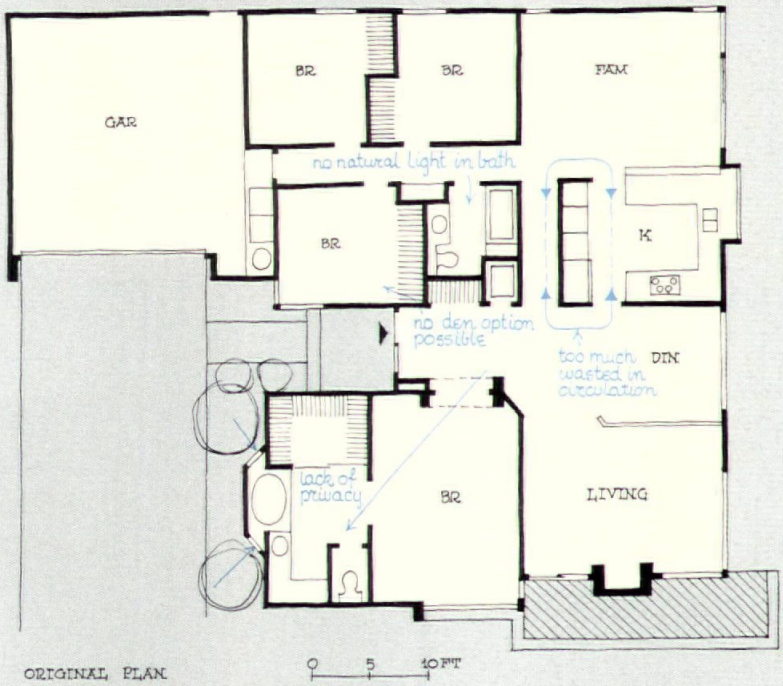
Key problem: very poor traffic flow

Specifically, this 1,790-sq.-ft. home suffers from these faults:

- An unnecessary extra hallway was created in an effort to bypass the kitchen. "You already have a natural traffic path created by kitchen entrances to the dining and living rooms," says Auld. "But there's a second one right next to it."
- There is a direct view into the master bath and dressing area from the front of the house.
- A primary bath is trapped inside, without access to windows.
- There is no bedroom/den option.

W&L interchanged the bath with one bedroom and thus accomplished two objectives: 1) gaining a window for the bath and 2) creating a better spot (off the entry hall) for the new den/bedroom.

In the kitchen, realignment of the oven and refrigerator eliminates the need for the extra bypass hall. Traffic can now pass from dining area to family room without disturbing kitchen activites. And enough space is saved to permit addition of an eating counter.



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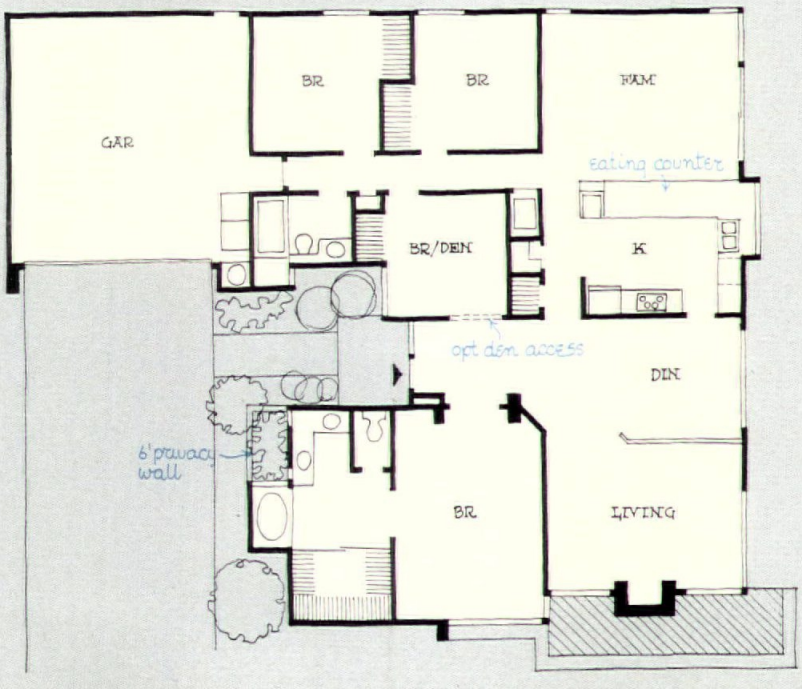


REVISED PLAN

Key problem: space that doesn't do its job

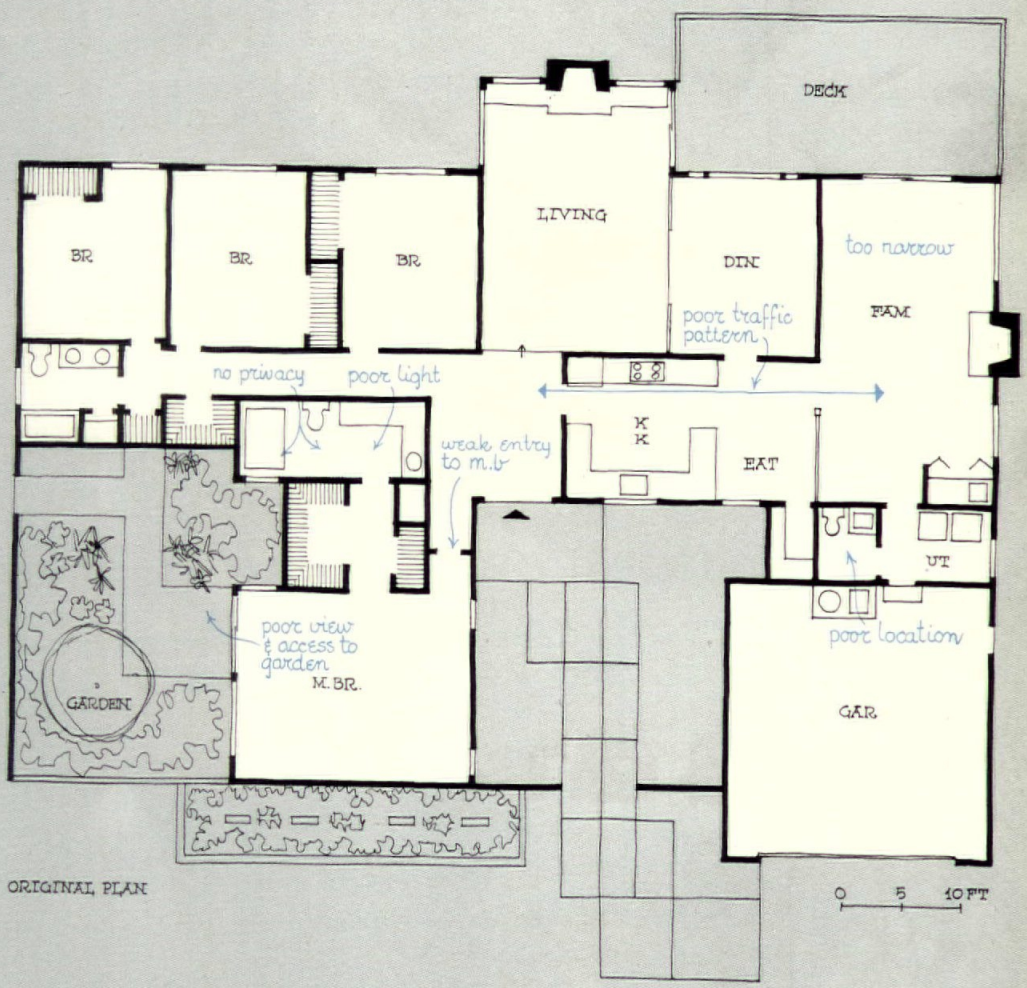
It was the first foray into production building for this custom builder. As a result, a number of flaws crop up in plans for this 2,614-sq.-ft. luxury home selling in the $100,000 price range. Among them:

- Poor traffic flow. Access to the family room must be through either the work area of the kitchen or the carpeted living and dining rooms.
- A long, narrow family room—tunnel-like and difficult to furnish.
- A guest bath open to a usually messy service area near the garage.
- An interior garden open only to the master bedroom. "And they put a closet against the garden screening wall which shut out light," says Auld. "They spent a lot of money to get that garden, but they've thrown away its value."
- No privacy in either bathroom. In one, the toilet is in full view of the entry.
- A weak master bedroom entry with a single door.
- No den option.

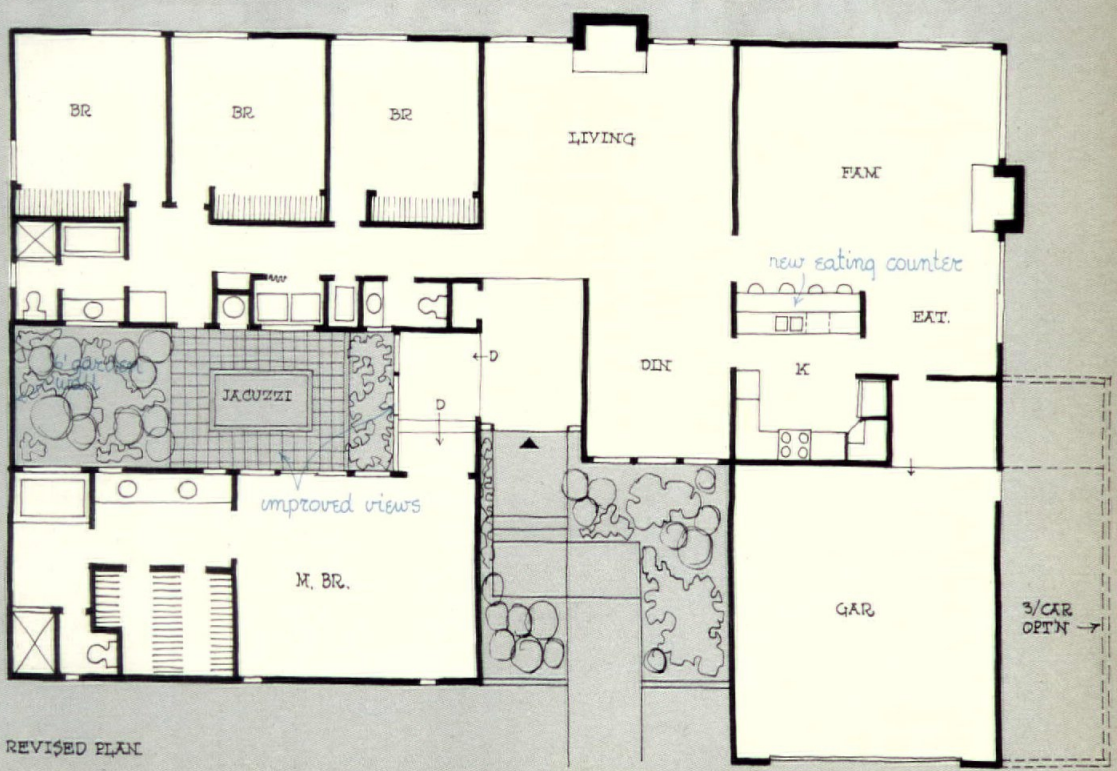
The revision includes two major structural changes. First, shifts in the position of the dining room and kitchen solve the traffic problem. Second, rearranging the garden area—by pulling master bedroom and bath to the left and moving the garden inside—opens it to the surrounding rooms.

In other changes . . .

- Inside and outside walls are reorganized and aligned to save on foundation and roofing costs.
- A new eating counter is added to the family room.
- The guest bath is in a more central location.
- One bedroom has a den option.
- Baths are compartmented.
- The master bedroom has double doors.



ORIGINAL PLAN



REVISED PLAN

Here's an office complex with the sales appeal of a

The offices are, in fact, separate units that look a lot like townhouses. And they're wrapped around a broad, landscaped courtyard with an environmental quality that's more typical of a residential community than a commercial complex.

These townhouse-like offices have attracted a wide range of business and professional people—everyone from doctors to the operator of a dance studio. From their point of view, the obvious tax advantage of owning an office over renting is heightened by physical and psychological benefits of working in a homelike atmosphere.

This office complex is Atrium I, in Reston, Va. It's a joint venture of Environmental Concepts Inc., a builder, and Oxman Stewart Associates Ltd., an architect.

Builder Chuck Veatch and architect Michael Oxman have very definite views about the advantages of developing townhouse-style offices. Here, they outline some of those advantages—and a few of the problems.

Townhouse-style offices give buyers maximum privacy and convenience

It's a kind of privacy and convenience that's not possible with more typical condo office space, Veatch says.

"A single mid- or high-rise building requires large areas of public spaces, bulk parking, mass-use entrances, etc. So buyers feel more like tenants than owners."

In contrast, Atrium I's townhouse-style offices provide:

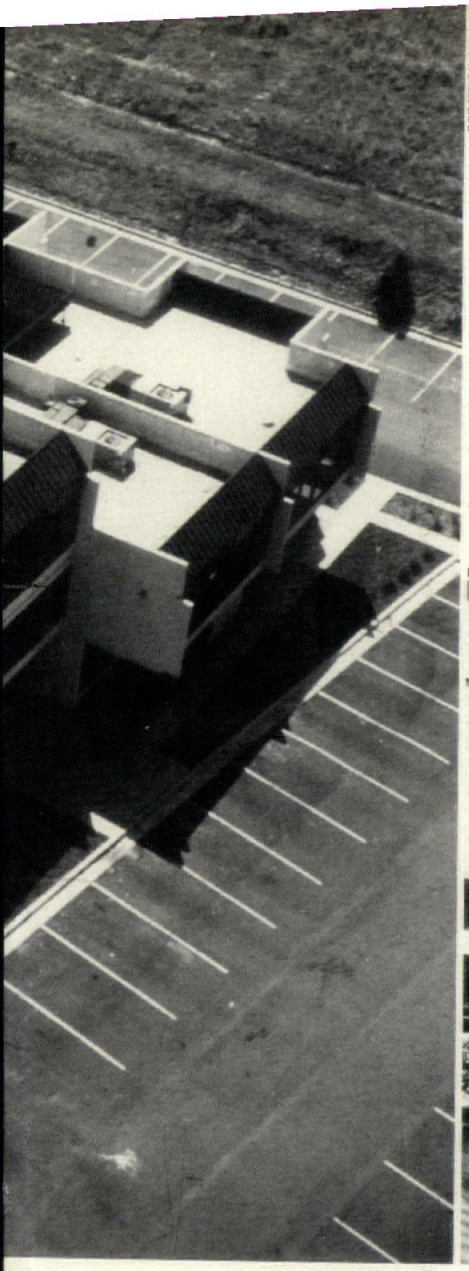
- Seclusion from neighboring offices
- Separate entrances
- Private lavatory facilities
- Front-door parking
- Complete control over the interior environment

"So buyers have a strong sense of ownership—the kind they have with their homes," Veatch says.

A lot of Atrium I's home-away-from-home character also comes from the courtyard that takes up the center of the 2.25-acre site, Oxman says.

"We were able to orient about 50% of each owner's space to a controlled environment, and that enhances the complex's relaxed atmosphere."

Veatch and Oxman agree that one of the most important and saleable design considerations at Atrium I is the residential scale of the townhouses. All but eight of the 23 units are 875 to 1,950 sq. ft.—a size that's well suited to the needs of small-space users who were the primary market. TO PAGE 128



LOIS WEISSFLOG

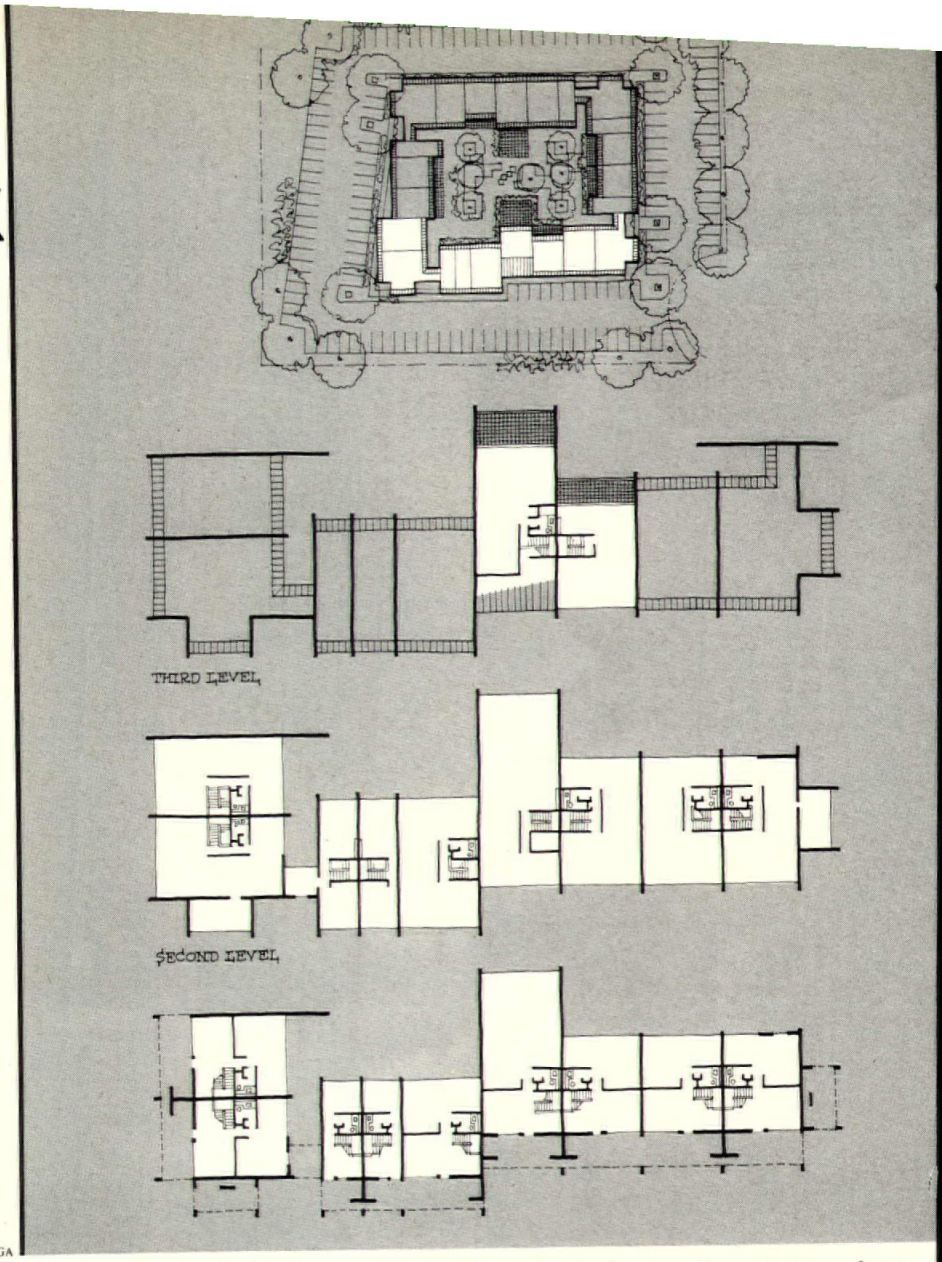
PHILIP J. FRAGA

home away from home

PHILIP J. FRAGA

Glass-walled offices, above and left, face central landscaped courtyard. Aerial view of complex *(facing page)* shows how closely its design matches that of a quality residential project. Prices for the two- and three-story townhouse-like offices range from $42,000 to $150,000.

office complex
CONTINUED



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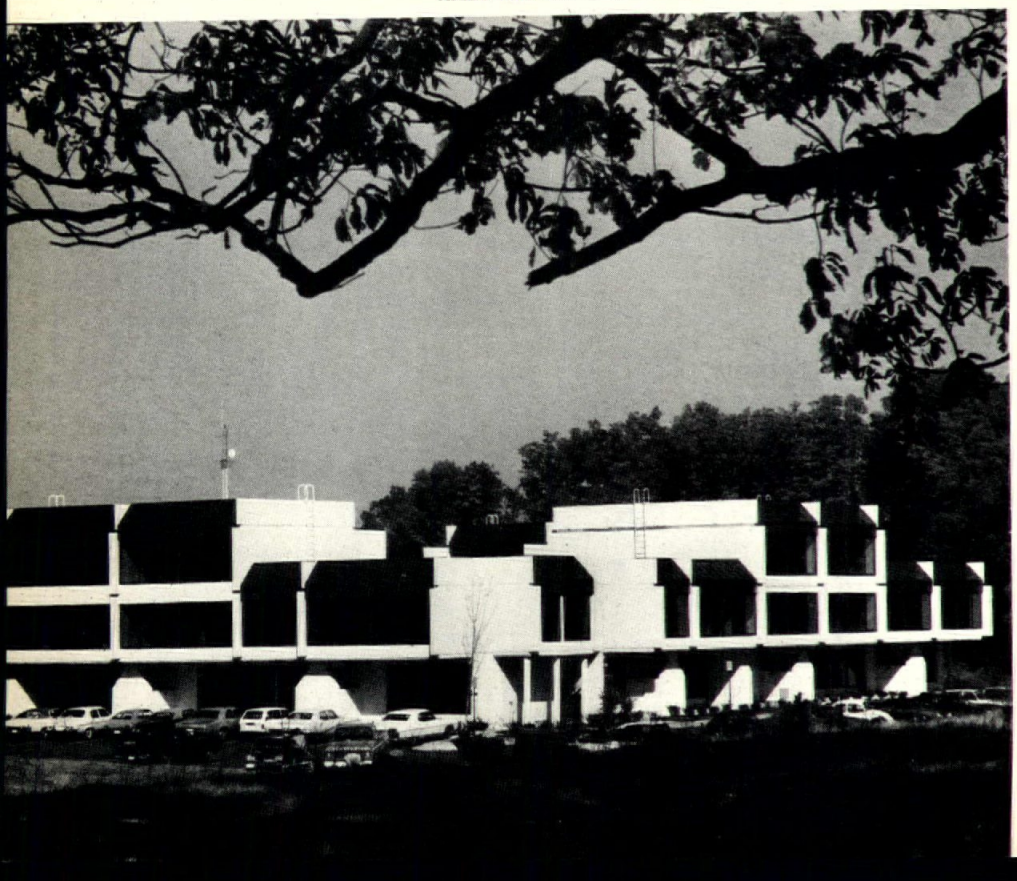


"Our biggest demand came from people who wanted 1,200 to 2,000 sq. ft.," Veatch says.

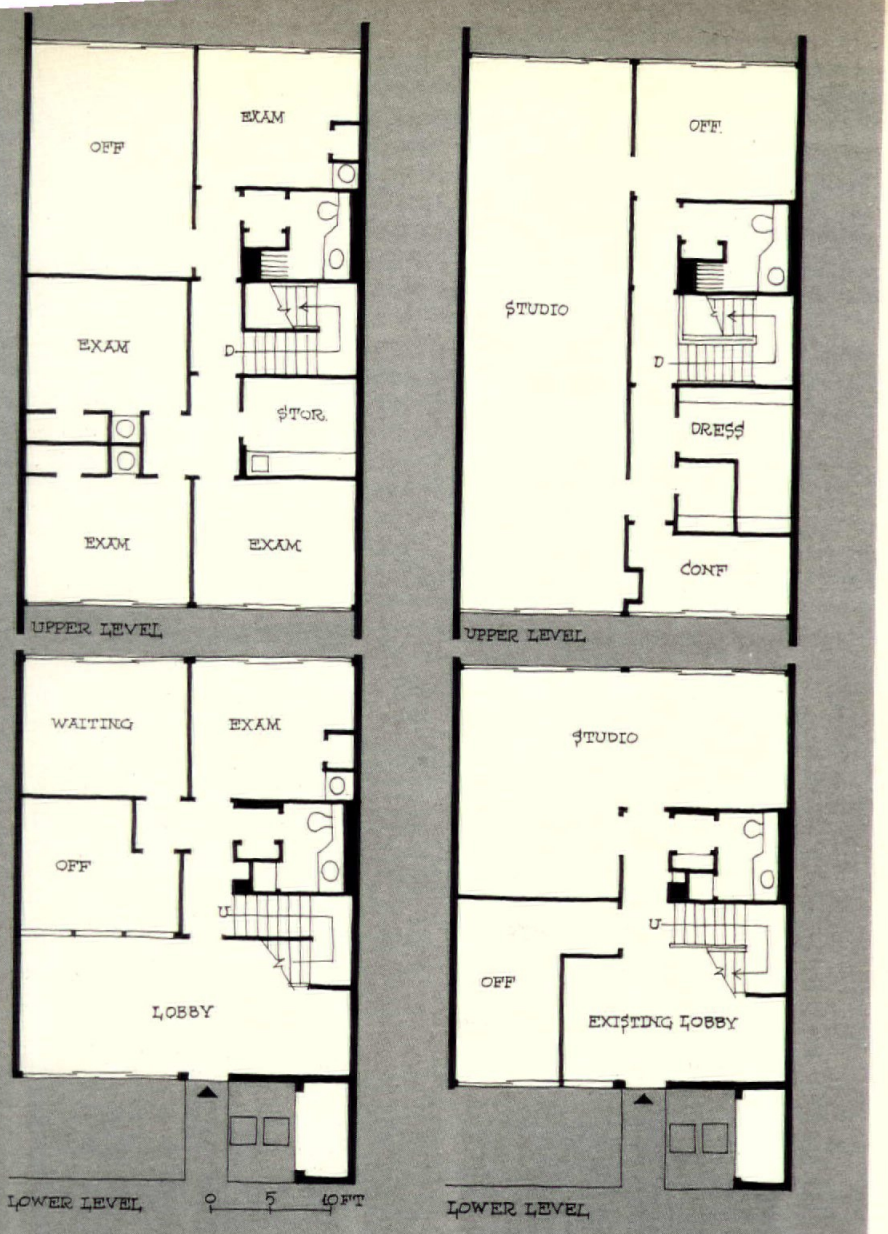
Nevertheless, there's also a market for larger units (2,550 and 3,500 sq. ft.) from buyers whose businesses are in the expansion stage.

"Some owners of larger units are leasing out part of the space until they can grow into it," Veatch says.

Developing townhouse-style offices is almost the same as developing condo housing

In terms of financing and design, Atrium I went down the road very much like a residential project. Financing, for example, was handled exactly the same as it would be for condo townhouses except, Veatch says, "some commercial loan officers have to be educated about 'releases from under trust' because they're not used to dealing on a residential scale."

In the design stage, however, there was an important difference between



Floor plans of undivided interior space *(left)* show compact arrangement of plumbing cores and stairs. This permits each floor in the two- and three-story units to be subdivided to the requirements of each buyer. Note also that most units are entered centrally; so little square footage is needed for corridors.

Typical office layouts *(right)* illustrate interior flexibility. Shown is similar space that has been subdivided for a doctor's office *(left)* and a dance studio *(right)*.

Atrium I and residential projects: The interior space couldn't be pre-planned because every potential buyer would have different layout requirements. Thus, the offices were designed with a clear span system so that similar interiors could be partitioned in a variety of ways *(see plans above)*.

Although Atrium I's offices are flexible enough to accommodate a variety of different space needs, Oxman thinks some changes might make sense in a future complex—perhaps larger units with more first-floor space.

"Doctors might prefer units that could be divided between two owners," he says. "Some doctors cannot use a second floor because patients can't climb stairs. And larger units would provide that kind of flexibility."

Marketing townhouse-style offices is more complex than marketing housing

The primary difference, Veatch says, is that you're dealing with a limited and quite special market. So if a crunch comes and sales fall off, the developer can't turn to a broker or multiple listing service for additional exposure. "And you can't put signs out and run people through."

Atrium I was hit with just such a problem—even though Reston is an area with an unusually large number of small-space business people.

"We were about 60% pre-sold at groundbreaking," says Veatch. "Then the crunch came and the small businesses were the first to get hit; they couldn't come up with the cash to buy the units."

So by the first move-in date (January, 1975), half of the buyers had pulled out, and the developers had to go looking for new prospects.

Because the market for townhouse-style offices is so special, Veatch has this advice for anyone who might want to try a project like Atrium I: Before you start, make sure the market is there—and that means, he says, being able to recognize the difference between the commercial prospect who is the typical renter and those who have a good reason to buy.

"Your best prospects are professional people of all kinds. They're the ones who have the greatest possible tax advantage in owning a condo office."

If you find such a market, Veatch says, the next step is to learn what the going rental rate is for comparable space; then work out a deal where buyers can operate their townhouse-style offices for less.

For example, Atrium I's units were planned so owners could buy and operate them at $6 per square foot, compared to a $7 per square foot going rental rate in the area.

"That was our greatest sales tool," Veatch says. "We were able to tell people that on top of the tax advantages, they could own a unit for less cash dollars out of pocket every year than they could rent space for."

—JUNE R. VOLLMAN

How one builder gets a

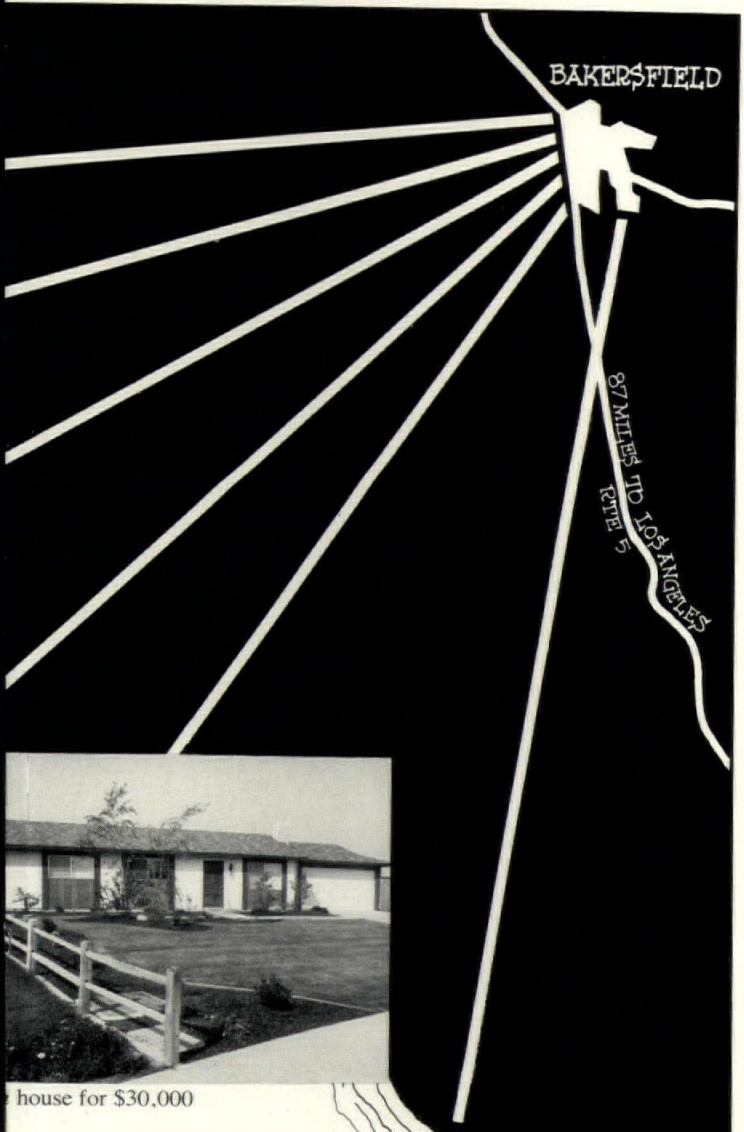
Triplex for $90,000

Duplex, with one unit behind other, for $55,000

Tract house for $45,000

Condo townhouses for $60,000

ig slice of a small local market



house for $30,000

Custom house for $85,000

As the nation's leading homebuilders go, the Watson Company is certainly no giant. Last year its volume was close to 200 homes. But in Bakersfield, Calif., Watson qualifies as a big operator. Locally in 1976, it accounted for roughly one of every three housing starts.

Bakersfield isn't really all that small. It's the commercial center of a farming and oil-drilling region with a population of 200,000. But its housing market rarely tops 600 units a year because of the city's isolation. The nearest metropolitan areas—each two hours away by car—are Los Angeles to the south and Fresno to the north. And in between there's a lot of sand and farm land. So even though there's a steady influx of new residents, it's a trickle rather than a flow.

Which raises a question: How does Watson survive and grow without venturing beyond its home base? Partly by diversifying into non-residential construction and the real estate business *(see p. 133)*. And partly by building for every spectrum of the local housing market.

The company's housing production ranges from $30,000 starter houses to high-priced custom homes on odd lots. In between are $60,000 townhouse condominiums, $90,000 triplexes, $50,000 duplexes, rental apartments and medium-priced tract homes at $40,000 to $50,000.

To succeed in this broad-based housing business, Watson sticks to these operating principles:

Seek out neglected makets. "Most other builders in this town do the same thing year after year," says Sales Manager L.A. (Butch) Boynton. "We try to be innovative. We look for unmet needs and build products to fill them."

One such need is the basic house. For this market, Watson opened a 100-lot tract last January. The houses *(see p. 132)* had a starting price of $28,950. They sold out, and now the company is building 46 more. In the new phase, however, prices will start at $34,000, largely because the costs of finished lots, which Watson now buys from a developer, have risen by 20% to 25%.

Watson sells the basic house as a turnkey package including carpeting, landscaping with underground sprinklers and fenced-in yard. Says Boynton: "The people who buy this house have $12,000 and $13,000 incomes. If we didn't give them landscaping and fencing, they wouldn't have it for a year or more."

Other local builders won't try low-end houses because they see no profit in them, according to Boynton. But, he says, "Our bottom line on these $30,000 houses is very good."

His reasons: "We standardize on one basic rectangle, keep exterior embellishment to a minimum, do no elaborate decorating and permit few upgrades." About the only change permitted in the basic house is the substitution of a window for a sliding glass door. And wood-shingle roofs are not allowed even if buyers are willing to pay the extra cost because, Boynton notes, "they make our composition roofs look cheap by comparison."

Other Watson products designed for a special market are duplex and triplex buildings for small investors.

About 70% of Watson's multiplex buyers live in one unit and rent out the others. A typical triplex has a two-level unit,

How Watson avoids the look-alike look in basic-house subdivisions

Every low-end house built by the Watson Company is a simple, unadorned box. Yet neighborhoods of the houses are not monotonous.

Why? Mainly because Watson varies the placement of garages. Some garages are at the sides of houses, some at the ends. Some are entered from the rear. And some are detached.

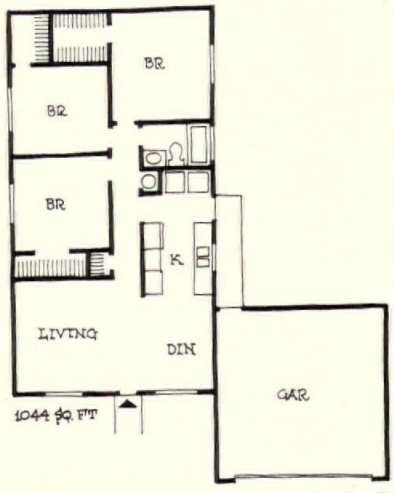
The company opened its basic houses last January, sold out the first 100 by mid-year and is now building 46 more.

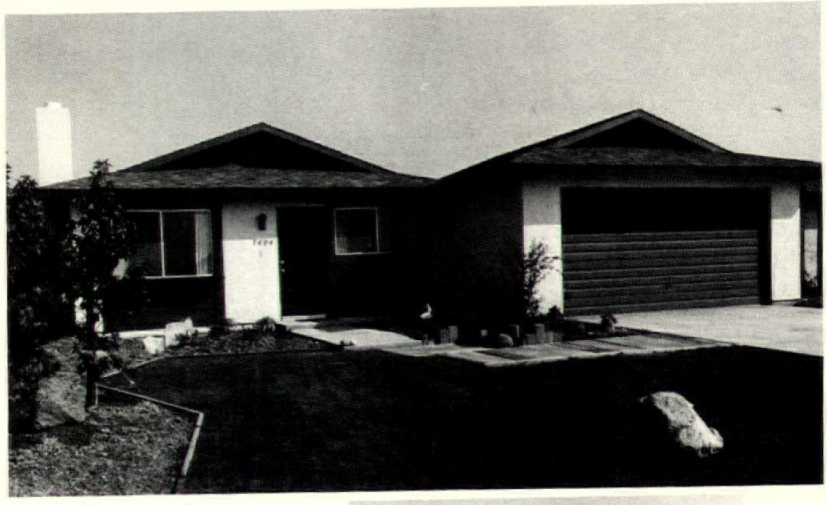
Buyers have a choice of two 3-bedroom models—one with one bath and 1,044 sq. ft., the other with two baths and 1,105 sq. ft. Starting prices of $28,950 and $31,500 have been increased primarily because of the rising cost of finished lots bought by Watson from Tenneco Inc., an oil company that owns hundreds of thousands of acres around Bakersfield.

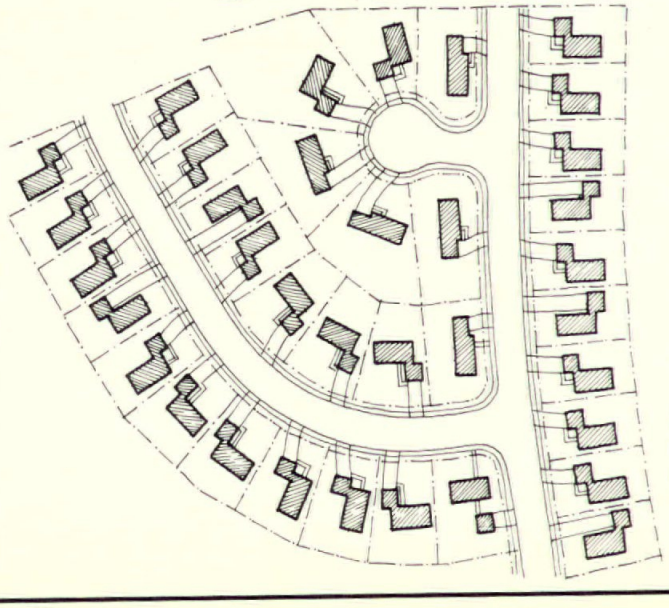
House prices include air conditioning; a dishwasher, garbage disposer and drop-in range/oven; ceramic-tile baths with cast-steel tubs and basins; a washer/dryer area with gas and 220-volt outlets; carpeting in the living/dining room and master bedroom; and a fenced-in yard with landscaping and underground sprinklers in front.

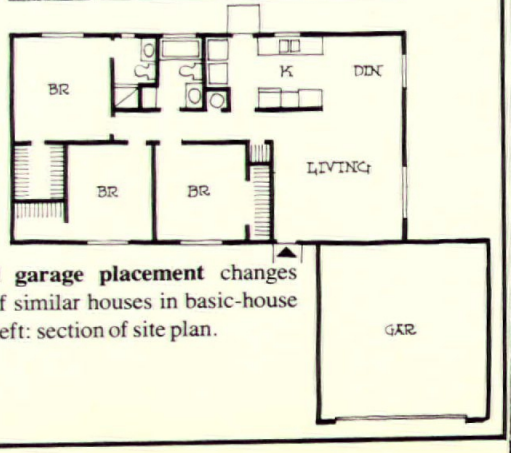
No structural options are allowed. But the houses have truss roofs, so buyers can move partitions later if they want to. And the lots are large enough to permit future expansion.

As the company expected, most buyers are young couples with one or two children and $12,000-to-$13,000 incomes. But 10% to 12% are singles, and that was a surprise.









Varied garage placement changes looks of similar houses in basic-house tract. Left: section of site plan.

occupied by the owner, and two flats. Triplex prices now average $90,000, including drapes and landscaping.

Never ignore local tastes. "People in Bakersfield have very conservative ideas about house design," says Bob Watson, company vice president. "Our buyers like hip roofs and slump stone or brick veneer on their exterior walls. Bakersfield is probably about ten years behind Los Angeles in house design, but you can't rush new ideas into this town."

Watson recently adapted an architect-designed townhouse condo project to the local market by substituting wood shake roofs and stucco exterior walls for the architect's tile and adobe. At the same time, however, the company broke convention by offering $45,000 houses with natural-wood exteriors devoid of masonry.

"They sold slowly," says Bob Watson, "so we went right back to brick trim."

But Bakersfield conservatism does give Watson one advantage: It tends to thwart out-of-town builders.

"Outsiders haven't had much success here," says Boynton. "They arrive with the latest designs, they don't sell, and they leave."

Keep a tight lid on overhead. Considering its construction volume, Watson's field overhead is minimal: one superintendent, an assistant super, and one customer-service man. The super, a former framing foreman for a local subcontractor, usually handles five or six jobs at a time.

"We have to hold down our overhead," says Bob Watson, "because we compete with a lot of small builders in this market. They're tough competition because most of them don't have any overhead at all."

Customer service is one of the few luxuries Watson feels it can't do without. "We're probably the only builder in town with a full-time man for customer service," Boynton points out. "Traditionally, builders in Bakersfield let the salesman fight out service complaints with the buyer. We haven't taken that approach because our aim is to keep doing business here for a long time to come."

Because of this emphasis on reputation and stability, Watson has gained one distinct advantage over the small builder: The company limits its financing costs by using a bank line of credit instead of construction loans to build some of its houses. To build the $30,000 houses, for example, it draws on its line of credit for approximately each four starts and pays back the money as the sales are closed.

To track job costs, Watson has a computer terminal that's hooked up to a downtown computer bank. The computer is programmed to compare cumulative job costs with budget projections. So instead of spending part of each working day adding up invoices and comparing them with his budgets, the superintendent spends about two hours a week checking cumulative costs against budgets on a computer printout.

Advertise consistently. Watson keeps up a steady barrage of institutional advertising in newspapers and on radio. This reduces the need for heavy product advertising to support each new subdivision because it helps keep the company's name in front of the public. Some of its routine promotions:

- Donating thousands of Watson matchbooks to large barbecues and parties throughout the city at every opportunity.
- Flooding neighborhoods around new Watson subdivisions with company brochures.
- Loaning the company's double-decker English buses to local groups for outings and parades. On both sides of each bus are the company's name and slogan: "We've sold a house a day for the past 20 years." —H. CLARKE WELLS

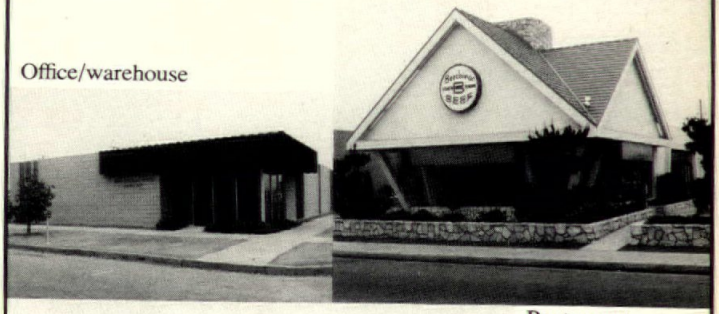
But new housing produces only part of Watson's volume

That part was slightly more than $6 million last year. Other sources of company revenue were:

- Commercial/industrial building. Watson has done everything from hamburger stands to furniture stores *(photos below)*. Right now, for example, it is developing a mini-warehouse for its own account and building commercial banks as a general contractor.
- Resale brokerage. Watson Realty sold almost $30 million worth of used housing last year, an all-time record for the 33-year-old company. The brokerage also did a $2.5-million volume in real estate insurance.
- Property management. Watson manages apartment projects, residential condos and several commercial properties.

Furniture store

Office/warehouse



Restaurant

S&L building

No other cabinet manufacturer could make these statements.

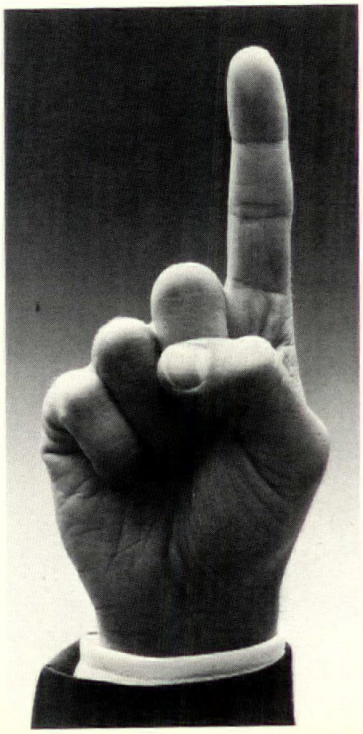
Building cabinets is one thing. But building a reputation is something else.

Building a reputation as outstanding as Tri-Pac's takes more than wood, glue and nails. It takes people. People who can live up to their promises.

We do. That's why we can make these statements.

Our 10 Kitchen and 19 Bathroom choices make us the number one choice.

We don't just make more cabinets than anyone else. We make more kinds of cabinets, too. In fact, no other manufacturer makes as wide and complete a selection of cabinets and vanities as Tri-Pac.



Our kitchen cabinets (10 lines) and bathroom vanities (19 lines) may well be the easiest to sell in the industry. Because they offer more quality, styling and value than you and your customers can find anywhere else.

We can give good ideas the go-ahead. Fast.

While other cabinet companies are "thinking things over," we're getting things done. That's why we lead the industry in the development and introduction of competitively priced lines and new products. For cabinet companies, production changes can mean big risks. We're willing to take them. Others aren't. We're flexible. We can meet your needs faster—faster than anybody else.

With six regional manufacturing plants, we make deliveries, not excuses.

Even the greatest selection of cabinets isn't so great if you can't get them when and where you need them.

That's why we operate six regional manufacturing plants and nine regional warehouses across the country.

Or live up to them.

More delivery points mean shorter delivery times and lower delivery costs.

Whether your job is in Washington, D.C., or Washington State, we'll get your order to you on time.

And that's a promise we'll deliver on.

The difference between a partner and a supplier.

This sale isn't our only concern—so is the next one. We don't simply want to fill an order for cabinets, we want to fill your needs.

Our goal is to be not just your supplier, but your business partner for a long time to come. And we know that depends on how well we handle each job you give us.

One way we maintain better service is by maintaining a better field staff—better trained, more responsive, and four times the size of our closest competitor. So you can expect more help from our people because they have more time and expertise to give it. Our salesmen sell only Tri-Pac cabinets. And they work just as hard for you after the sale as during.

You can tell a lot about our future by looking at our past.

Our performance proves we know the demands of the business we're in.

We also know you need a partner with both strength and flexibility.

We've demonstrated both. We came through the recent housing crunch even bigger and stronger than when we went in. And we're constantly developing new products and programs to maximize both our future and yours.

At Tri-Pac, cabinets are all we make. We simply have to do a better job.

For more information about TRI-PAC CABINETS AND VANITIES, write or call: Joe Nussbaum, Triangle Pacific Cabinet Corp., 9 Park Place, Great Neck, NY 11021, 516-482-2600

TriPac

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Circle 96 on reader service card

1. "Power-Trac" residential track lighting features lampholders that can be placed anywhere along the track and turned or pivoted to light specific areas. Track and holders are offered in a range of finishes. Halo, Elk Grove Village, Ill. *Circle 238 on reader service card*

2. Contemporary ceiling fixtures in polished chrome or brass include four-light "Number 3084" *(left in photo)*. Only 5" deep, model is for low-ceilinged rooms. Six-light, wheel-shaped "Number 3016" is 17" in diameter and provides enough light for kitchen applications. Melolite, Mineola, N.Y. *Circle 239 on reader service card*

3. Post-top luminaires for residential street lighting come in colonial *(shown)* and contemporary versions. Offered for HPS, metal halide or mercury, luminaire produces soft, uniform light. Johns-Manville, Holophane, Denver. NAHB booth 2118. *Circle 240 on reader service card*

4. Fluorescent luminous ceiling provides glare-free illumination. Suitable for kitchens, bathrooms or dressing rooms, easy-to-assemble ceiling comes in 2′ modules. Different diffusers and colors are available. Kosman, San Francisco. *Circle 241 on reader service card*

5. Contemporary lighting line, "Century/21," features smoked glass panels framed in chrome. Line includes the four-light chandelier shown, a pendant fixture, three-unit chandelier and wall-mount units. Thomas, Louisville, Ky. NAHB booth 2336. *Circle 242 on reader service card*

6. Traditionally styled outdoor fixtures are handcrafted of weathered brass. Clear seeded acrylic panels simulate antique glass. Inside the cage there is a cluster of three candles. Lightcraft/Artolier, NuTone, Cincinnati. NAHB booth 2230. *Circle 243 on reader service card*

7. Handcrafted solid brass lanterns come in wall and hanging versions. Wall lantern has open bottom for easy relamping. Both styles accommodate candelabra base bulbs. Antique brass, bronze, pewter and black finishes are offered. Georgian Art, Lawrenceville, Ga. *Circle 244 on reader service card*

8. Natural redwood chandelier accents entryway or dining room. Fixture measures 16" high and 26" wide and uses eight 40w incandescent bulbs. Choice of amber or white smoke acrylic panels is offered. Victor, San Carlos, Calif. *Circle 245 on reader service card*

9. One-piece 25" fluorescent "Bright Stik" needs no special wiring. Unit with six-foot cord can be mounted and plugged in wherever light is needed and produces as much light as 50w bulb. Non-repairable light lasts for up to 5,000 hours of operation. G.E., Cleveland. NAHB booth 2412. *Circle 246 on reader service card*

10. "Tempo" contemporary-style chandelier is part of the "New Directions" collection. Six polished chrome spheres are grouped around chrome stem. Glare is blocked by internal black step baffles. Lightolier, Jersey City, N.J. *Circle 247 on reader service card*

11. Wall-mounted outdoor light complements any entry. Constructed of aluminum, "Model 8688" is finished in black and features clear seeded glass and concealed downlight. Sea Gull, Philadelphia. *Circle 248 on reader service card*

12. Swing-arm wall lamp adjusts to provide light where it's most needed. Lamp installed above wall plate takes three-way bulb and 9"- or 11"-diameter shade. Finish is brass or chrome with matching tubing to conceal wire. Hansen, New York City. *Circle 249 on reader service card*

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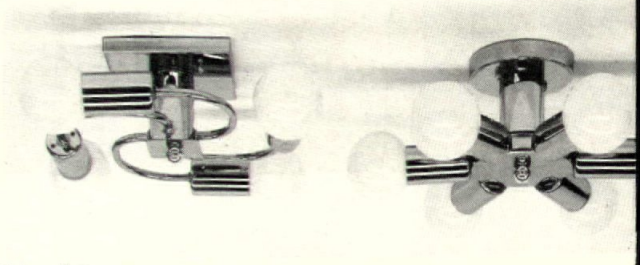

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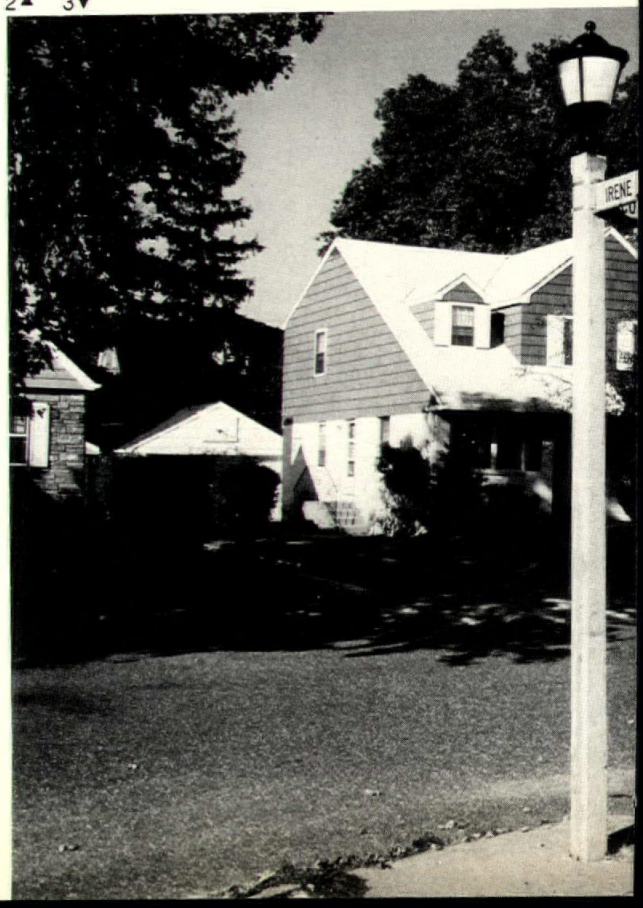

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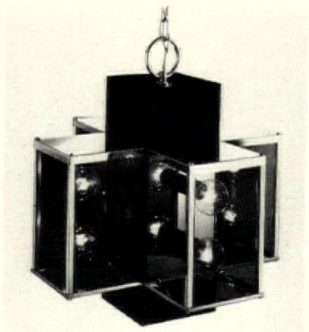

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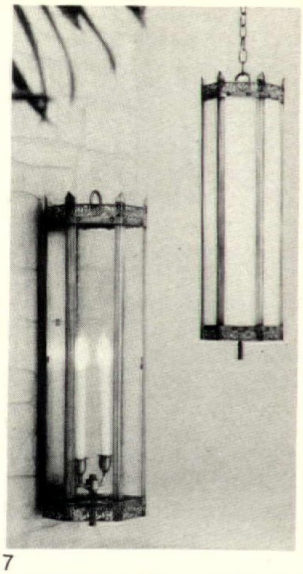

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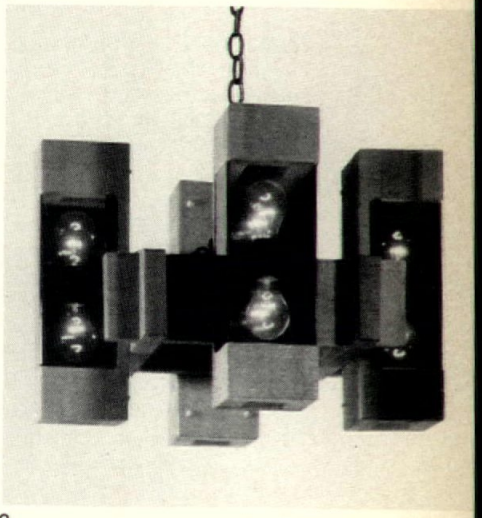

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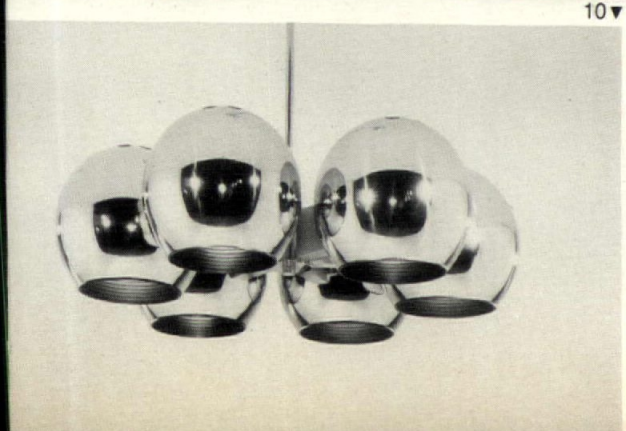

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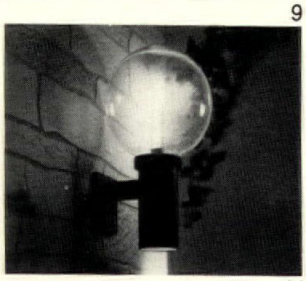

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1. Reproductions of colonial hardware, locks and hinges are cast in yellow brass. Locks may be fitted with brass knobs, drop handles or a combination of both. Folger Adam, Joliet, Ill. *Circle 250 on reader service card*

2. Control panel for home alarm system is mounted inside near the entry door. To activate the system a button is pressed before leaving the house and locking the door. To deactivate, a personal code is registered on the pushbutton panel. ADT, New York City. *Circle 251 on reader service card*

3. Keyless security system, "Dialoc," prevents unauthorized entry. To open the lock the correct sequence of four numbers is dialed. The combination can be easily changed. Locks come in a choice of styles and six colors. Dialoc, Denison, Iowa. *Circle 252 on reader service card*

4. Built-in fire extinguisher, "Fire Warden," is concealed behind a framed picture or mirror. The wall-recessed unit contains a water hose which is easily connected to existing plumbing lines and a chemical extinguisher. American General, Ypsilanti, Mich. *Circle 253 on reader service card*

5. Home security system has a master control panel that monitors all electronic components. Fire, intrusion and other disturbances automatically set off a local alarm and alert a central monitoring-station operator who summons aid. Honeywell, Minneapolis. *Circle 254 on reader service card*

6. Double security locksets combine a key-in-the-knob entry lock with a deadlocking latch and rugged cylinder deadbolt. Styles shown from left to right are "Monaco," "Dorado," "Viscount," "Fenwick" and "Lynwood." Harloc, West Haven, Conn. NAHB booth 1728. *Circle 255 on reader service card*

7. Multiple security lockset features panic-proof exit. Even when double latched and bolted, a turn of the inside knob releases both locks. Solid brass six-pin tumbler and a hardened steel protective plate make locks pick resistant. Amerock, Rockford, Ill. NAHB booth 2604. *Circle 256 on reader service card*

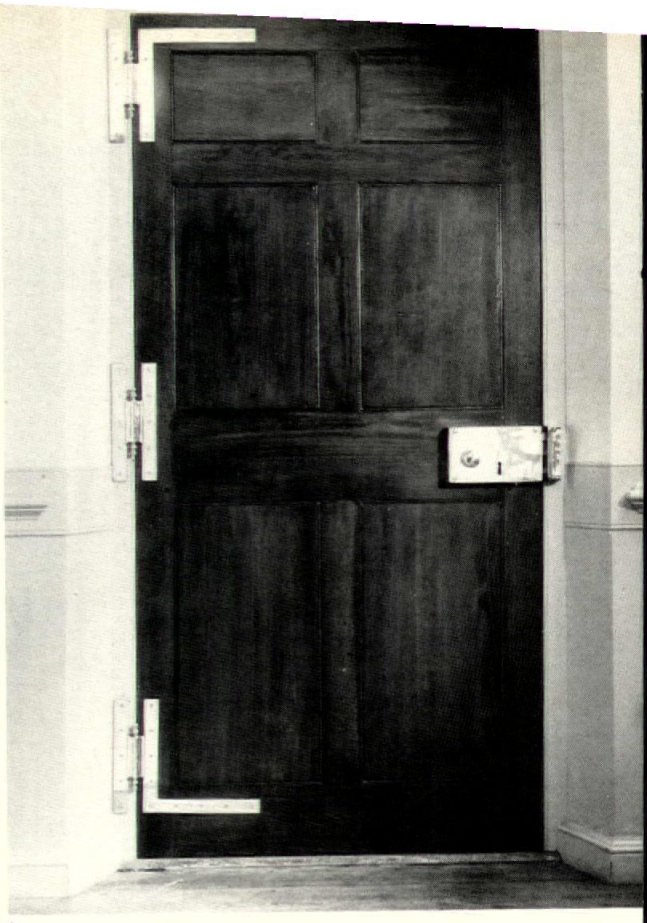
8. "Home Communicator" surface-mounted intercom is available with or without a high-performance AM/FM radio. Easy to operate from the master control panel shown, the system monitors any area of the house. Rittenhouse-Pryne, Emerson, Honeoye Falls, N.Y. *Circle 257 on reader service card*

9. Early warning fire and smoke detector is a battery-powered ionization-type unit. A loud warning signal indicates that the battery is weakening. Pyrotronics, Cedar Knolls, N.J. *Circle 258 on reader service card*

10. Battery-operated smoke alarm is an ionization-type unit that detects fire in the earliest stages of combustion. Surface-mounted unit has an energizer indicator and a low-battery warning signal. Teledyne Water Pik, Ft. Collins, Colo. NAHB booth 1712. *Circle 259 on reader service card*

11. Front entry handlesets are available with coordinated deadbolts with 1" throws. A hardened steel rollpin in the bolt prevents cutting through. Locksets come in 12 designs. Dexter, Grand Rapids, Mich. *Circle 260 on reader service card*

12. "Avanti" locksets, offered in a full range of styles from entry to pass-through, come in three finishes: antique brass, ebony brass and antique nickel. Kwikset, Emhart, Anaheim, Calif. NAHB booth 2616. *Circle 261 on reader service card*



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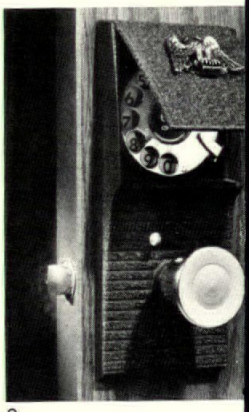

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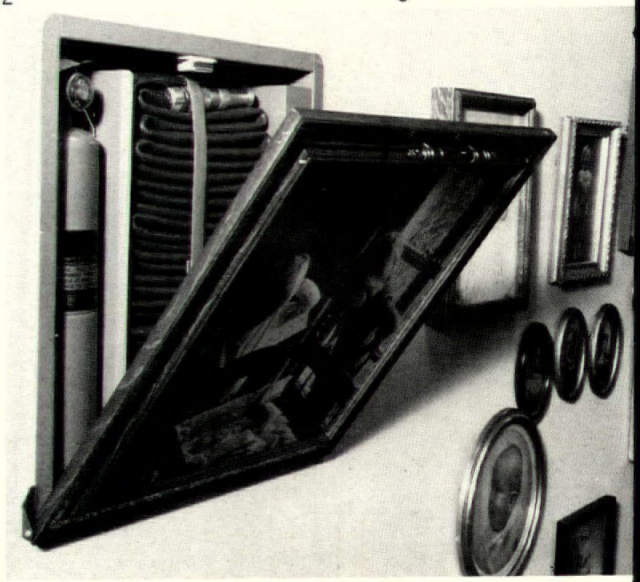

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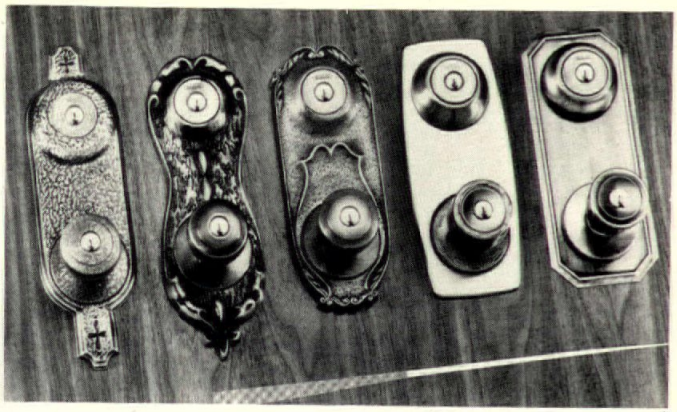

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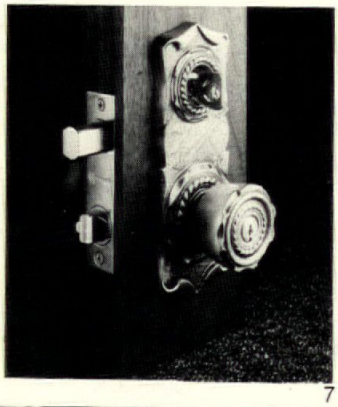

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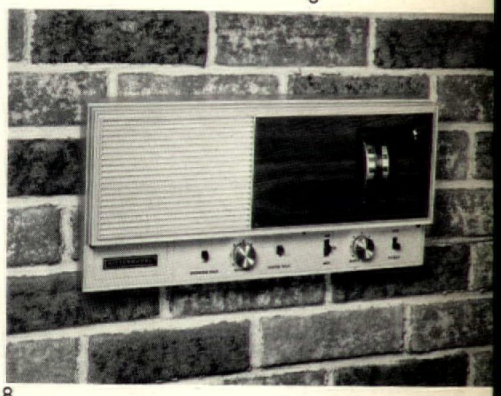

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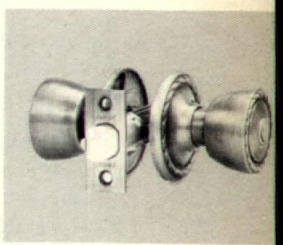


12

1. Exterior sheathing, R-Plus™, covers framing with high-efficiency insulation board made of Styropor® expandable polystyrene. Energy-saving sheathing replaces fiberboard and is easy to install. BASF Wyandotte, Wyandotte, Mich. *Circle 262 on reader service card*

2. "Plen-Wood" underfloor heating and cooling distribution system produces uniform temperatures throughout the house. Conventional ductwork is eliminated and the entire underfloor insulated crawl space functions as a plenum chamber. Western Wood Products, Portland, Ore. NAHB booth 2338. *Circle 263 on reader service card*

3. Contemporary stairway, "C-Thru," is constructed of clear red oak. Treads, laminated for extra strength and to prevent warping, are predrilled, fitted and numbered. Stair-Pak, Union, N.J. *Circle 264 on reader service card*

4. Steel spiral stairs comply with 1976 Uniform Building Code. Stairs have plastic railing and fitting. Checkered tread has no-slip feature. Logan, Louisville, Ky. *Circle 265 on reader service card*

5. Stock circular stairway is supplied with all necessary rail fittings. Built to specified height, stairs open either left- or right-hand. Balusters, treads, risers and stringers are available in oak or pine. Taney, Taneytown, Md. *Circle 266 on reader service card*

6. "Saf-Te Plate" is designed to protect electrical wire and cable from nails or screws used to fasten a finish wall to wood or metal studs. The 1/16"-thick steel plate has tabs that can be driven into wood studs. Fastway, Lorain, Ohio. *Circle 267 on reader service card*

7. Fiber glass insulation with an R-30 rating is 8½" thick. Suitable for ceiling installation, insulation is available in 15" and 23" widths and 4' lengths. Johns-Manville, Denver, Colo. NAHB booth 2118. *Circle 268 on reader service card*

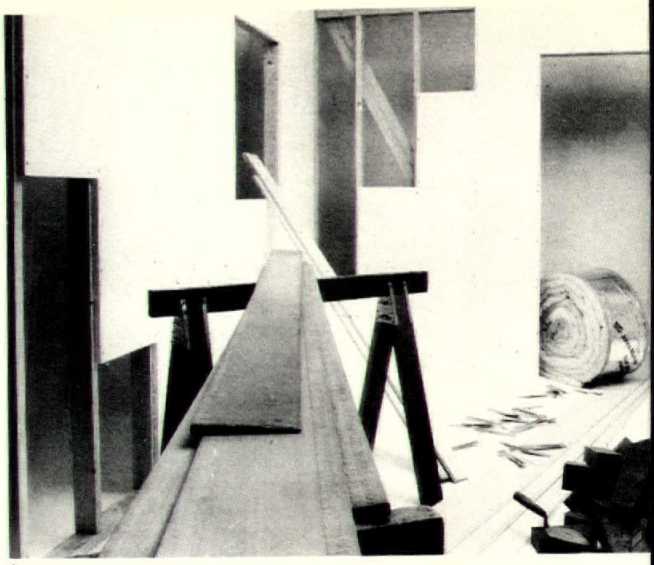
8. Circular "Studio Stair S-90" is made with hidden steel horses permanently screwed to each hardwood tread and riser. Unit comes with a choice of wrought iron or hardwood handrails. American General Products, Ypsilanti, Mich. *Circle 269 on reader service card*

9. Lightweight masonry unit eliminates the need for furring strips. Each block has a 2"-deep projection on the inside face. As the courses are laid, these form a vertical stud-like nailing strip for nailing panels directly to the blocks. Projections allow for space for insulation and piping. Solite, Richmond, Va. *Circle 270 on reader service card*

10. Indoor/outdoor recreation room, "Screen Room," is made of aluminum panels prefinished with baked enamel. Easy-to-maintain unit features lockable door and full screening and can be expanded at any stage of use. Alcan, Warren, Ohio. *Circle 271 on reader service card*

11. The "Solar Therm Energy Efficient Wall System" is factory-assembled in modules. System consists of 2"x6" studs supported on a 2"x6" base, with polystyrene insulation inside. Only dry wall and external siding need to be added. Solar Shelter, Reading, Pa. *Circle 272 on reader service card*

12. "Eave Thermal Baf'l" assures effective insulation of the ceiling adjacent to the eaves by allowing full insulation in this area. Made of treated and scored cardboard, the unit is designed to be installed between roof trusses. Pease, Hamilton, Ohio. *Circle 273 on reader service card*



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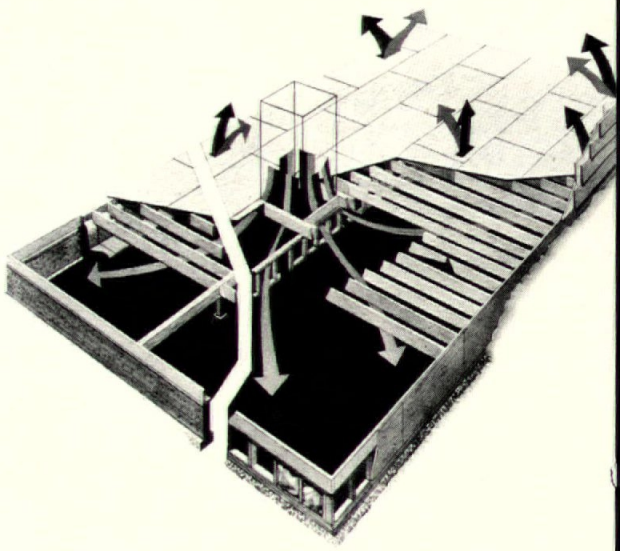

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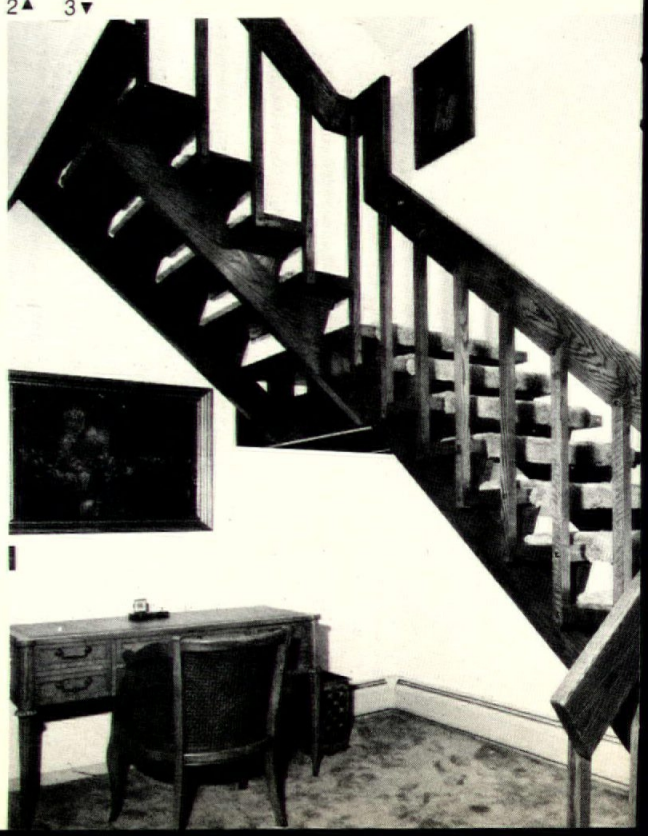

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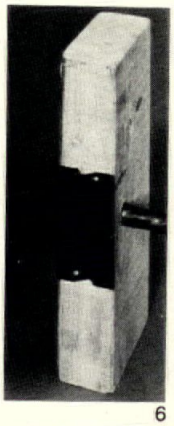

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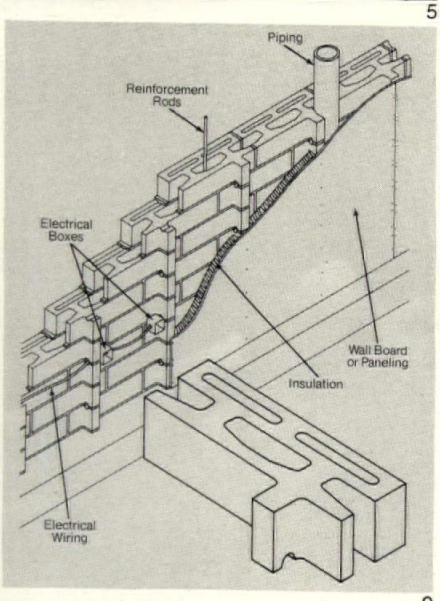

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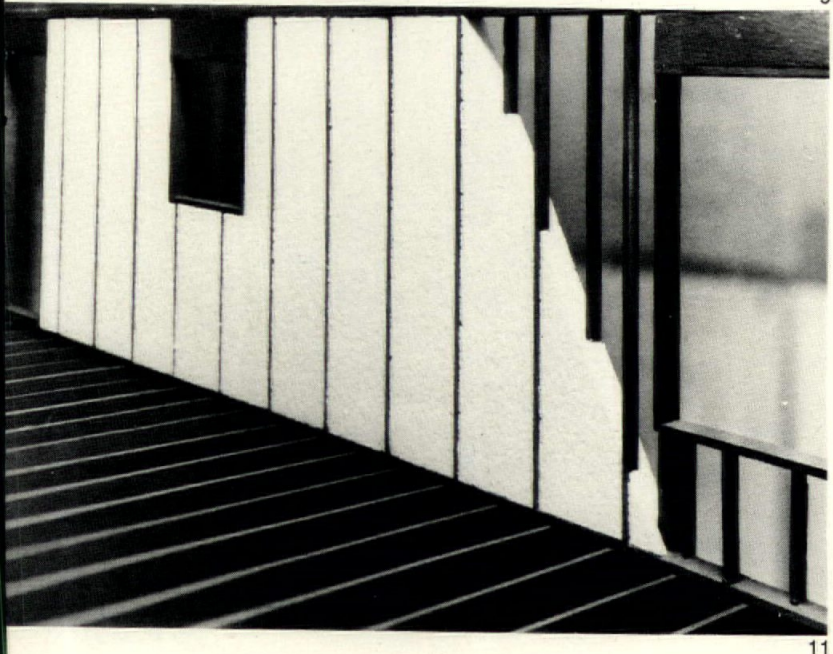

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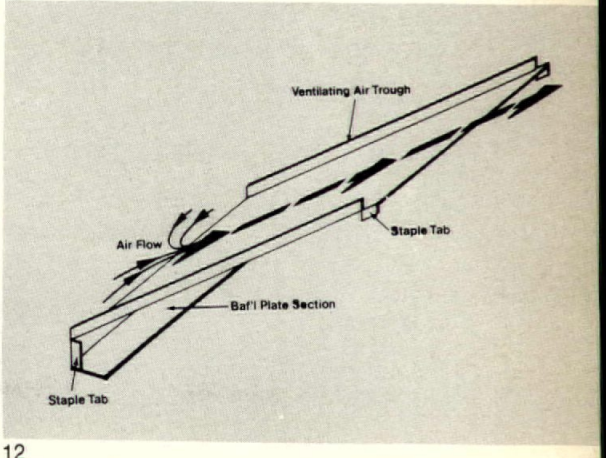

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SPECIFICATIONS		UNIT	JOB COST Walls	Labor	Total	PRICE	LOCAL AREA MODIFICATION %	Cost	Price
STUDDING	Exterior and interior bearing wall, with sole plate and (2) 2 x 4 cap - including average number of headers for doors and windows, 2 x 4 - 16" o.c.	SF	.20	.28	.48	.72			
	Non-bearing wall with sole plate and (1) cap, including average amount of framing for doors, closets and corners, 16" o.c.								
	2 x 3	SF	.13	.28	.41	.62			
	2 x 4	SF	.18	.32	.50	.75			
FURRING	Applied over framing 16" o.c.								
	1 x 2	SF	.09	.17	.26	.39			
	1 x 3	SF	.11	.17	.28	.42			
	Applied over straight and plumb masonry walls 16" o.c.								
	1 x 2	SF	.09	.22	.31	.47			
	1 x 3	SF	.11	.22	.33	.50			
	Applied over crooked masonry walls, 16" o.c.								
	1 x 2	SF	.09	.27	.36	.54			
	1 x 3	SF	.11	.27	.38	.57			

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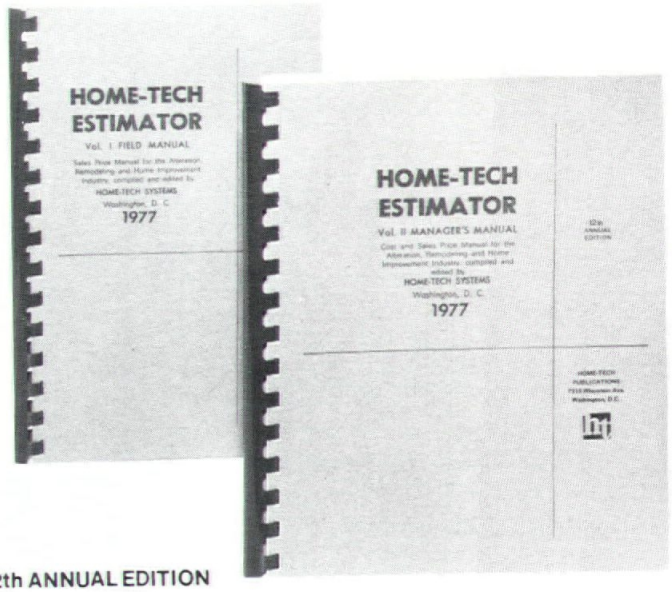

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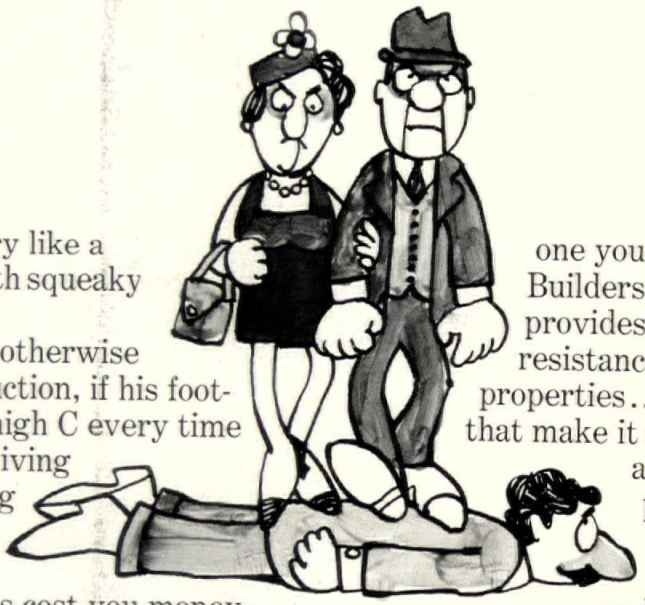

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Gulf

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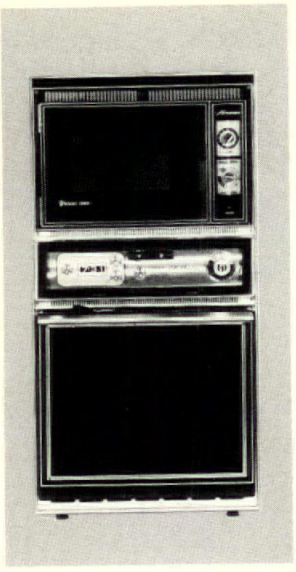
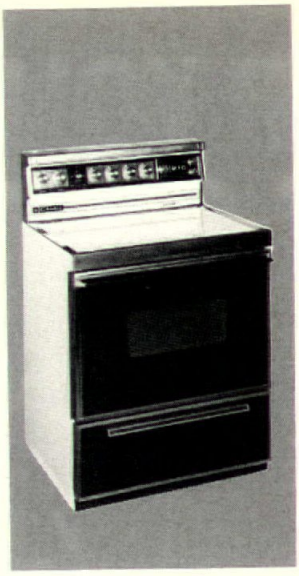


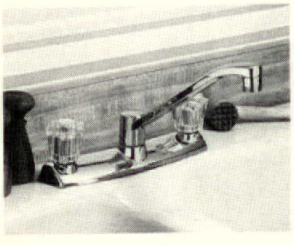
Built-in microwave oven is coupled with a conventional electric oven *(left)*. Unit features black glass doors and a digital clock. An automatic "MealMinder" timer can be used to control cooking in the lower oven. The microwave with a defrost feature has a bright, easy-to-clean acrylic interior. Magic Chef, Cleveland, Tenn. NAHB booth 2612. *Circle 274 on reader service card*



Freestanding electric range *(above)* features a smoothtop cooking surface and a self-cleaning oven. Top-of-the-line unit has a digital clock, variable broil and a lighted backguard. Chambers, Oxford, Miss. NAHB booth 1361. *Circle 278 on reader service card*

"Convectionaire" gas range *(above)* features a convection oven that cuts cooking time while saving fuel. Unit has electric ignition that eliminates fuel-wasting pilot-lights. Tappan, Mansfield, Ohio. NAHB booth 2130. *Circle 279 on reader service card*

Cabinet hardware *(right)* is designed to blend with western and Early American motifs. The "Wells Fargo" line includes a knob, a pendant with backplate, four pulls and a backplate. Weiser, Southgate, Calif. NAHB booth 2438. *Circle 275 on reader service card*



"Crystal-Glo" faucet *(left)* is a two-handle model. Unit with a "Bradseal" cartridge assembly has a 1000-month replacement warranty against drips or leaks. Bradley, Menomonee Falls, Wis. NAHB booth 1154. *Circle 276 on reader service card*

Heavy-duty washer and dryer *(above)* offers energy-saving features and rugged construction. The "Friend of the Family" line has easy-to-read control panels with time, temperature and speed settings for various fabrics. Speed Queen, McGraw-Edison, Ripon, Wis. *Circle 277 on reader service card*

"Rondelle" cabinetry *(above)*, designed to blend with traditional and modern decors, is finished in "Toasted Honey" and accented by antiqued brass hardware. A range of convenience options is offered. Brammer, Davenport, Iowa. NAHB booth 1340. *Circle 280 on reader service card*

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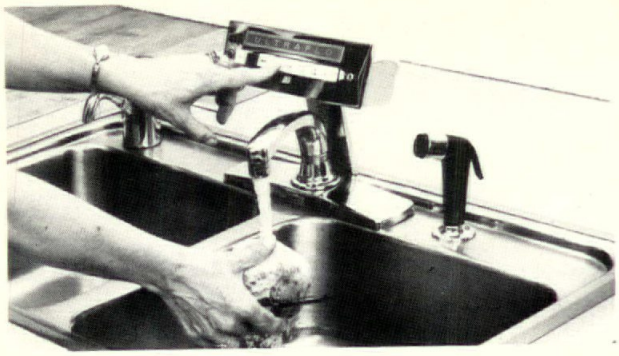
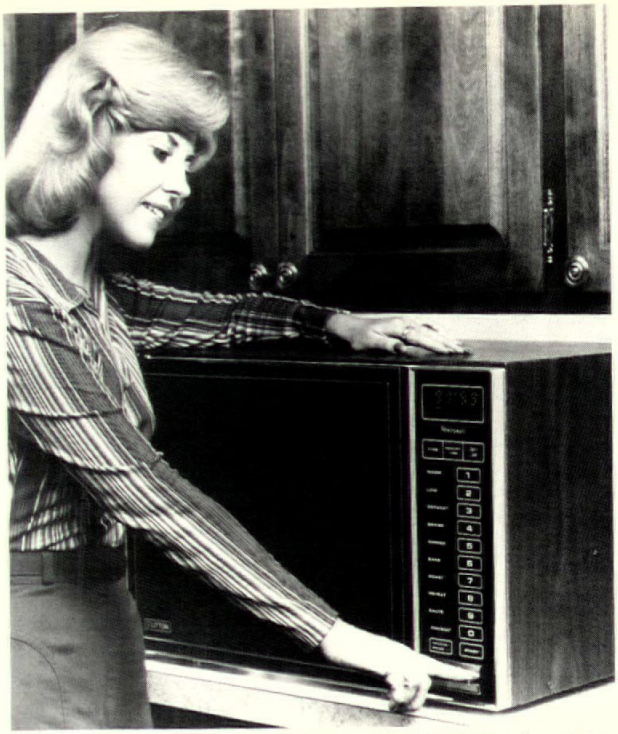


Push-button faucet system *(above)* can help reduce water usage. Conventional faucet valves are eliminated since water flow and temperature are regulated by solenoid valves near water heater. Ultraflo, Sandusky, Ohio. *Circle 281 on reader service card*

Hot-water dispenser *(right)* provides up to 60 cups of 190° water per hour. Easy-to-install electric unit has solid brass components and constantly refilling 1.2 gal. tank. Sears Roebuck, Chicago. NAHB booth 1300. *Circle 283 on reader service card*



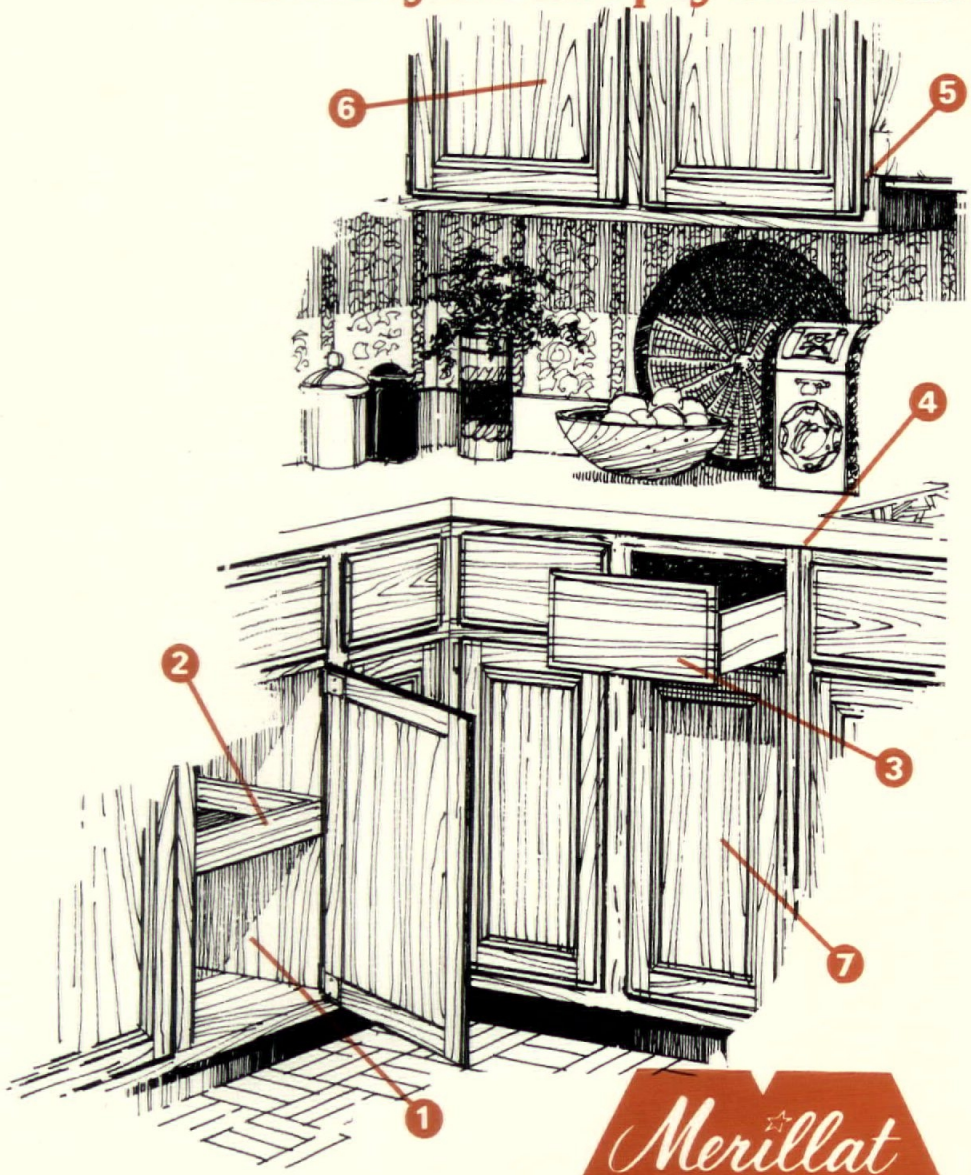
Microwave oven, Memorymatic™ "Model 420" *(above)*, has miniature computer so user can pick from ten pre-set power levels or choose any level in between. Cooking chamber has easy-to-clean acrylic finish. Litton, Minneapolis. NAHB booth 2204. *Circle 284 on reader service card*

Washer and dryer *(above)* are part of an energy-saving line. Washers use less water and offer cold-rinse option with any temperature wash. Dryers in gas or electric have efficient diagonal air-flow system. Maytag, Newton, Iowa. NAHB booth 2000A. *Circle 283 on reader service card*

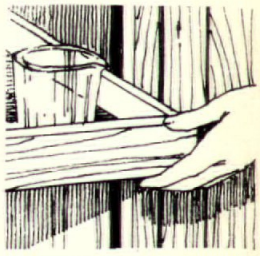
All-wood cabinetry with contemporary styling, "Clearbrook" *(above)*, is available in 9" to 48" modules. Features include hardwood frames, self-closing hinges and easy-to-clean vinyl-wrapped interiors. Boise Cascade, Berryville, Va. NAHB booth 2318. *Circle 285 on reader service card*

There's a lot more behind the Merillat door

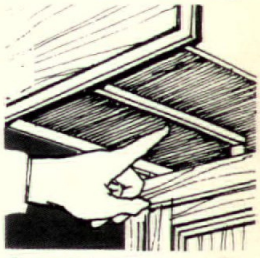
Extras you don't pay extra for...



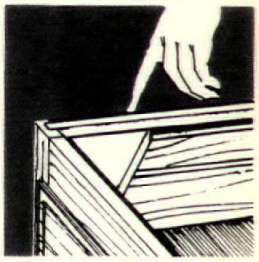
1. WIPE CLEAN INTERIORS
The entire interior, including drawers and trays, is laminated with a tough wood-grained design vinyl.



2. SLIDE-OUT TRAYS
A standard feature in base cabinets, utilizes full depth shelf space and makes it so much easier for storage.



3. MERILLAT DESIGNED DRAWER SYSTEM
Nylon glides, in aluminum channels assure quiet easy open-close action. Aluminum guide rail supports plywood bottom. Proven dependability. Over 3 million in service.



4. SOLID OAK FRAMES AND "TRU-SQUARE" GUSSETS
Rigid solid oak front frames have double doweled joints. Massive corner gussets keep cabinets true and square.

5. SELF CLOSING HINGES

6. ADJUSTABLE SHELVES

7. FURNITURE QUALITY FINISHES

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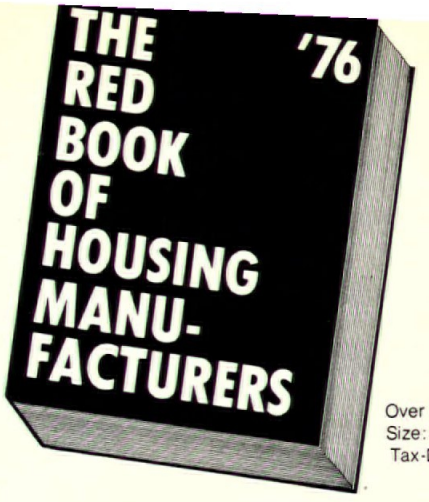

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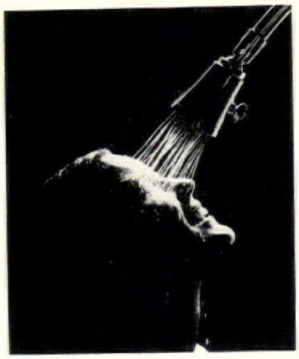
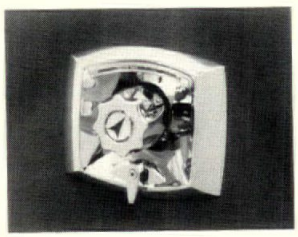


Water-saving showerhead *(above)* with "Automatic Flow Control" reduces the amount of water used. Unit limits water flow to 3 gals. per min. Conventional head uses 6 to 8. Kohler, Kohler, Wis. NAHB booth 2400. *Circle 286 on reader service card*

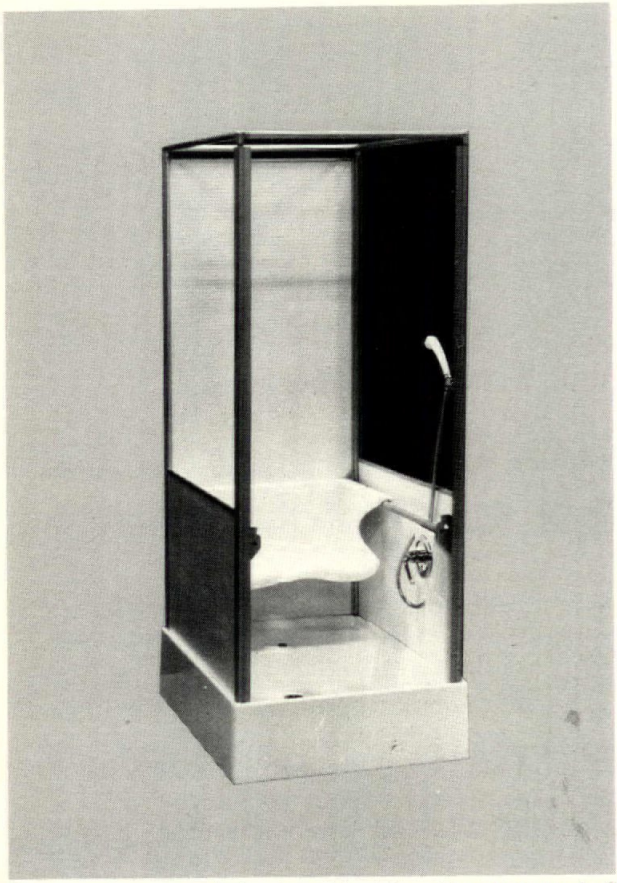
Bath fittings *(above)* come in silvertone brocade, goldtone brocade, marbletone and antique brass finishes. Line includes lavatory faucets, tub spouts and shower valves. Moen, Elyria, Ohio. NAHB booth 2302. *Circle 287 on reader service card*



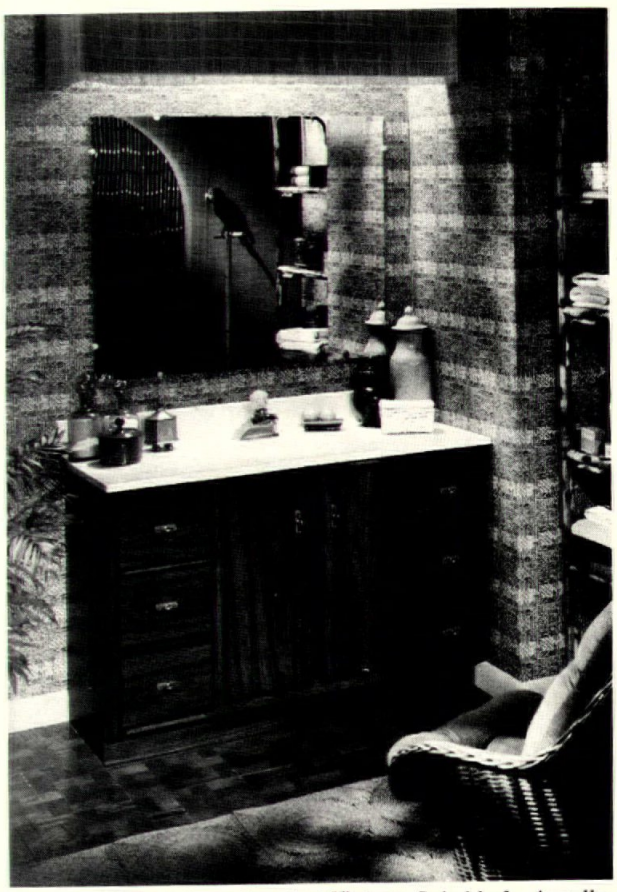
Shower control, "Scald-Guard" *(left)*, features Hot-Stop® button. Button, which must be manually depressed, prevents accidentally turning on very hot water. Delta, Greensburg, Ind. NAHB booth 2725. *Circle 288 on reader service card*

Vitreous china lavatory *(above)* is suitable for countertop installation. Self-rimming unit features concealed front over-flow and is furnished with mounting adhesive. Briggs, Tampa, Fla. *Circle 290 on reader service card*

Walnut-tone wall cabinet *(left)* features impact styrene louver doors with two antiqued metal handles. The steel cabinet has center shelf and towel bar at bottom. Unit is 18″ wide and 28″ high. Zenith Metal, Primos, Pa. *Circle 291 on reader service card*

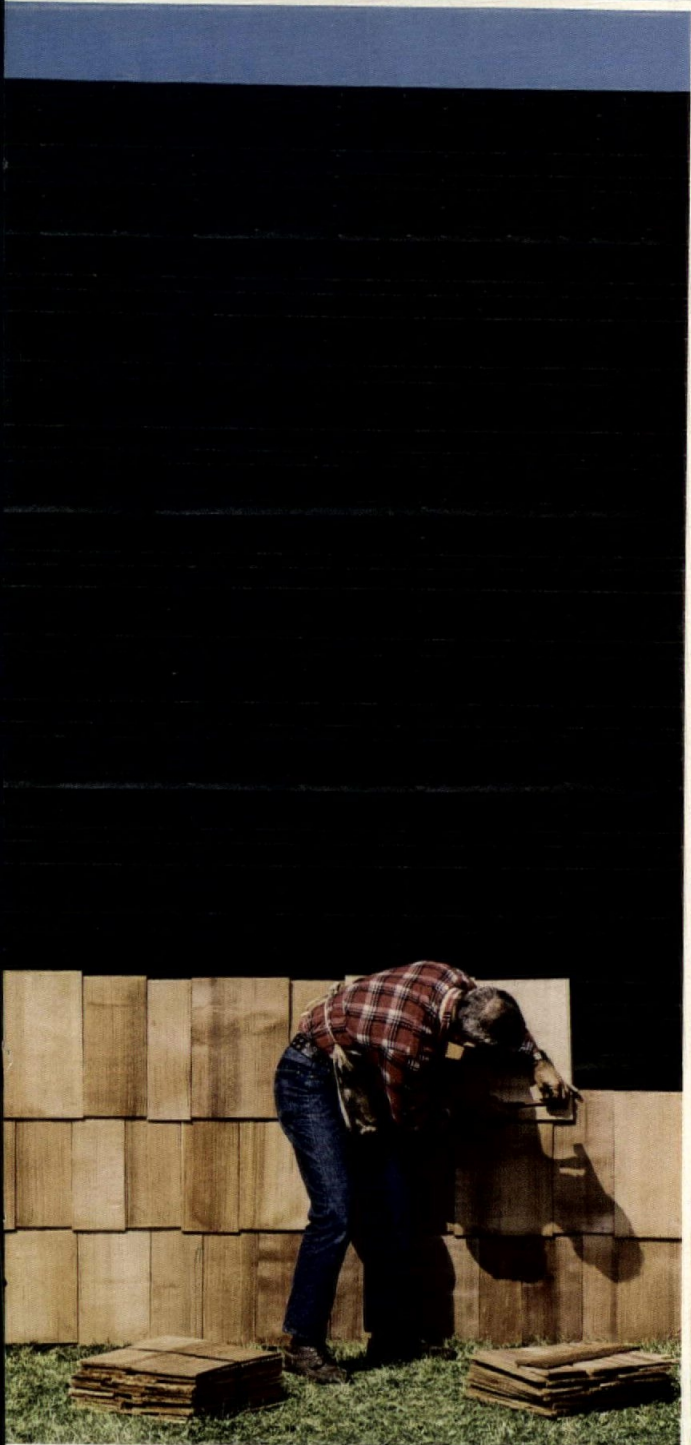


Sit-down shower unit for invalids *(above)* is constructed of fiber-glass-reinforced polyester. Unit features bidet douche and sliding seat which can be fitted with three-point safety belt. A safety device on the water control guards against scalding. Fiberform, Export Council of Norway, New York City. *Circle 289 on reader service card*



Vanity cabinet *(above)* is only 18″ deep. Suitable for installation in a small bath, unit features removable center stiles to allow ample working space during plumbing hook-up. Available in two styles in a choice of white or woodtone, cabinets are fully finished both inside and out. Yorktowne, Red Lion, Pa. *Circle 292 on reader service card*

Shakertown Panels win the cedar shake sidewall race.



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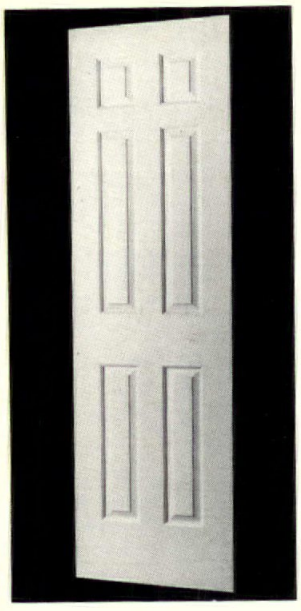
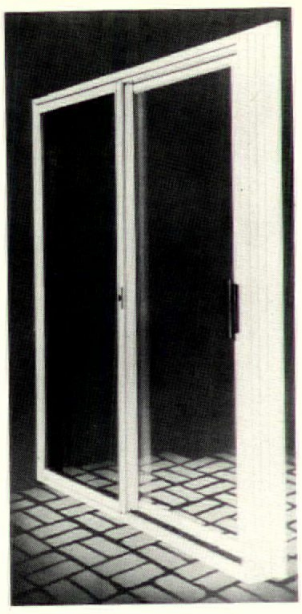
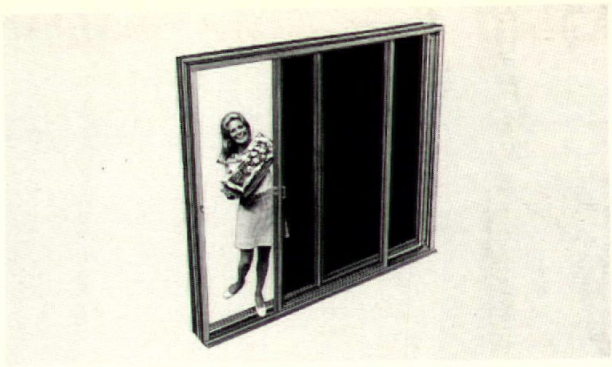


Colonial-style door face, "Windsor" *(above)*, is of wood fiber composition. Unit has the appearance of well-sanded wood. Face comes in six- and three-panel bifold styles. Weyerhaeuser, Tacoma, Wash. *Circle 293 on reader service card*

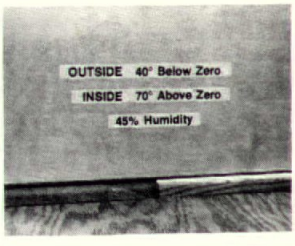


Wood-framed patio door, "Energy Fox" *(above)*, is glazed with tempered insulated safety glass. Tight-closing sliding door is available in two-panel arrangements. Peachtree, Norcross, Ga. NAHB booth 2226. *Circle 294 on reader service card*



Thermal-break patio door *(above)* features an aluminum frame and burglar-resistant hardware. Available in two- and three-panel models, door is reversible for left or right hand installation. Capitol, Mechanicsburg, Pa. *Circle 296 on reader service card*

Wood casement window *(left)* features insulating glass and all-around dual weatherstripping. Factory-primed window has hinge assemblies that prevent water from pooling. Malta, Malta, Ohio. NAHB booth 1605. *Circle 297 on reader service card*



"All-weather Barrier Sill" *(left)* helps prevent heat loss. In the test photo shown frost covers wood sill on the right while polymeric-supported "Barrier Sill" is frost-free. Pease, Fairfield, Ohio. NAHB booth 2115. *Circle 298 on reader service card*

Wood window *(above)* is designed for roofs with a slope of 10°-85°. Unit, suitable for use in new or existing buildings, pivots 180° for easy cleaning. Window features preformed flashings for weathertightness. Velux-America, Woburn, Mass. *Circle 295 on reader service card*

Casement bow window *(above)* features concealed hinges. Complete with seat and head boards, windows are equipped with smooth "Rotogear" operators and double sash locks. Unit features double weatherstripping. Marvin, Warroad, Minn. NAHB booth 2728. *Circle 299 on reader service card*

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It's the exclusive HOT-STOP BUTTON.™ The latest safety innovation for Delta's patented Scald-Guard bath valves. Here's how it works.

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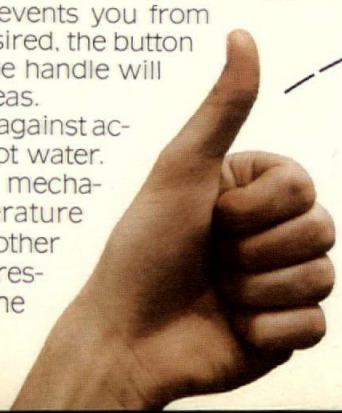

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New multi-level wash provides better cleaning.

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Most energy saving dishwasher we've ever built.

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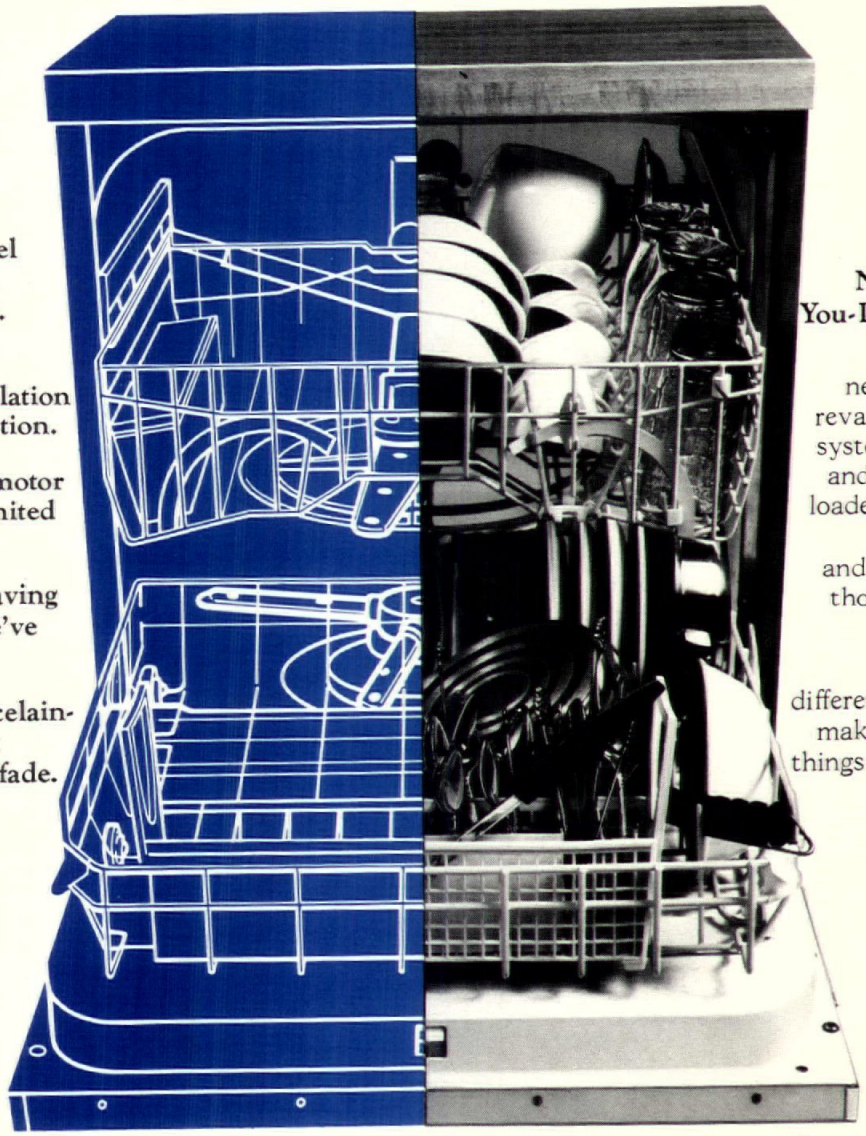
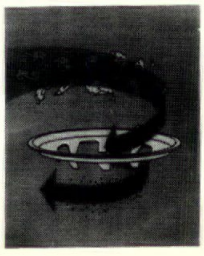


New Load-As-You-Like Washing. With the new, completely revamped washing system, pots, pans and dishes can be loaded anywhere in the washer, and still come out thoroughly clean. Top rack adjusts to 16 different positions to make room for big things in both racks.

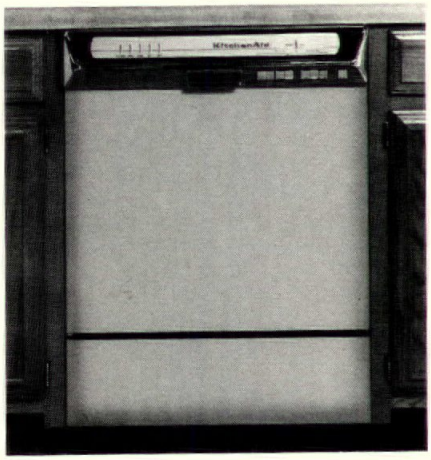
Multi-Level Wash. Wash arms above and below both racks scrub dishes from every angle.

Pots and pans can be put in either rack and come out thoroughly clean because of the up and down, all-around scrubbing action.

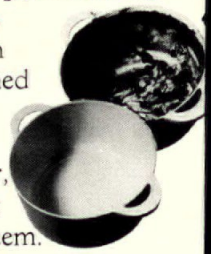
Soft Waste Disposer. Built-in Soft Waste Disposer grinds soft foods into tiny particles that wash away easily.



Self-cleaning stainless steel filter prevents recirculation of food soil. Special jet spray cleans the filter automatically.



Soak 'n Scrub™ pot cleaning cycle soaks pots thoroughly, then scrubs the loosened food soil away with powerful streams of water, and filters it out of the wash system.



People who own dishwashers say KitchenAid is the best. The new KitchenAid dishwashers have the features customers want most, and the reliability that KitchenAid is famous for. And yo have everything it takes to capture a bigger share of the quality dishwasher market. See your KitchenAid distributor, or write KitchenAid, Dept. 7DS-1, Hobart Corp., Troy, Ohio 45374.

KitchenAid®
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$19 per thousand vs. $8 per thousand.

Installation included.

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*Bureau of Labor Statistics 1975 average for cities over 100,000 population.

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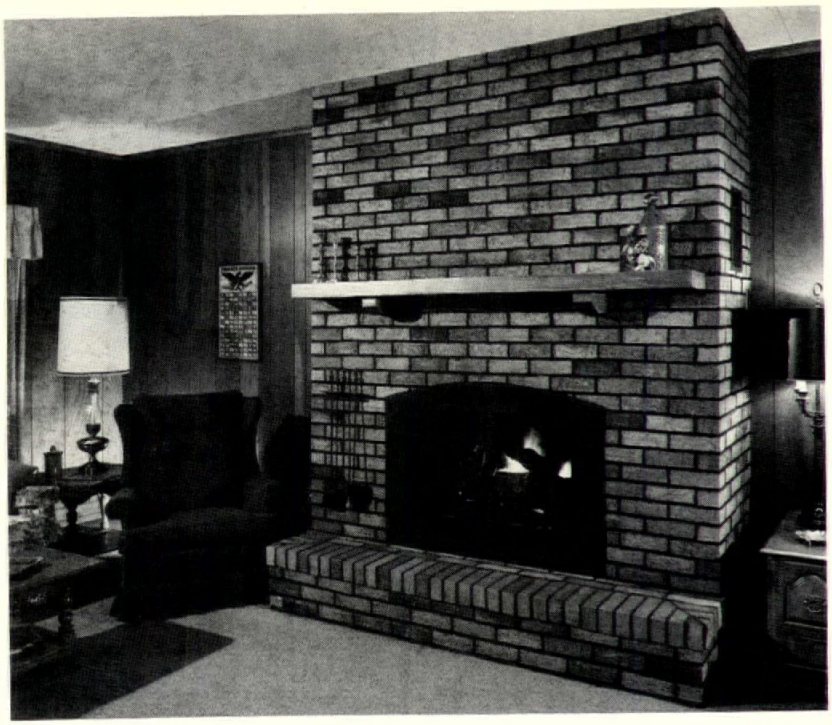
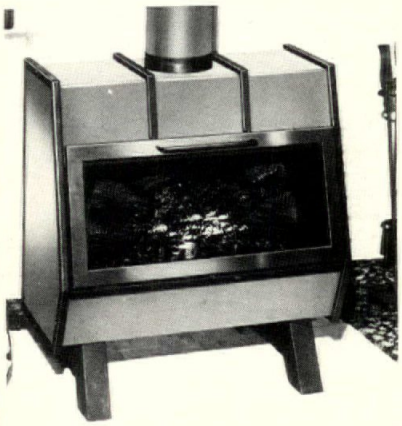


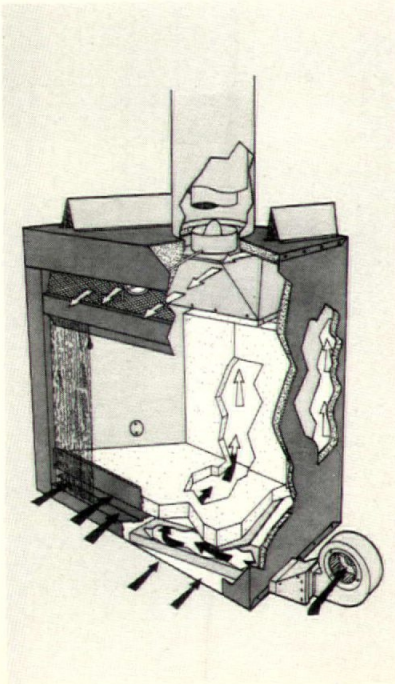
Heat-circulating fireplace, "Mark 123C" *(above)*, draws room air into a heat-exchanger chamber within the fireplace walls. The cool air drawn into chamber is then heated by the fire and vented back into the same room or into an adjoining one. Heatilator, Mt. Pleasant, Iowa. NAHB booth 2137. *Circle 300 on reader service card*

Gas fireplace log set *(above)* is for use in a vented woodburning fireplace. Set includes six simulated golden oak logs made of a fireproof ceramic material, a glowing ember burner, a steel grate, sand, embers and connector kit. Charmglow, Pasadena, Calif. NAHB booth 2217. *Circle 301 on reader service card*

Freestanding fireplace, "Wigwam" *(above)*, is a contemporary-style unit offered in 30″ and 36″ diameters. Unit with steel firewalls and sidewalls requires a 22″ clearance from combustible walls in a corner installation and 16″ clearance for flat wall application. Ember Box, Oklahoma City, Okla. *Circle 304 on reader service card*

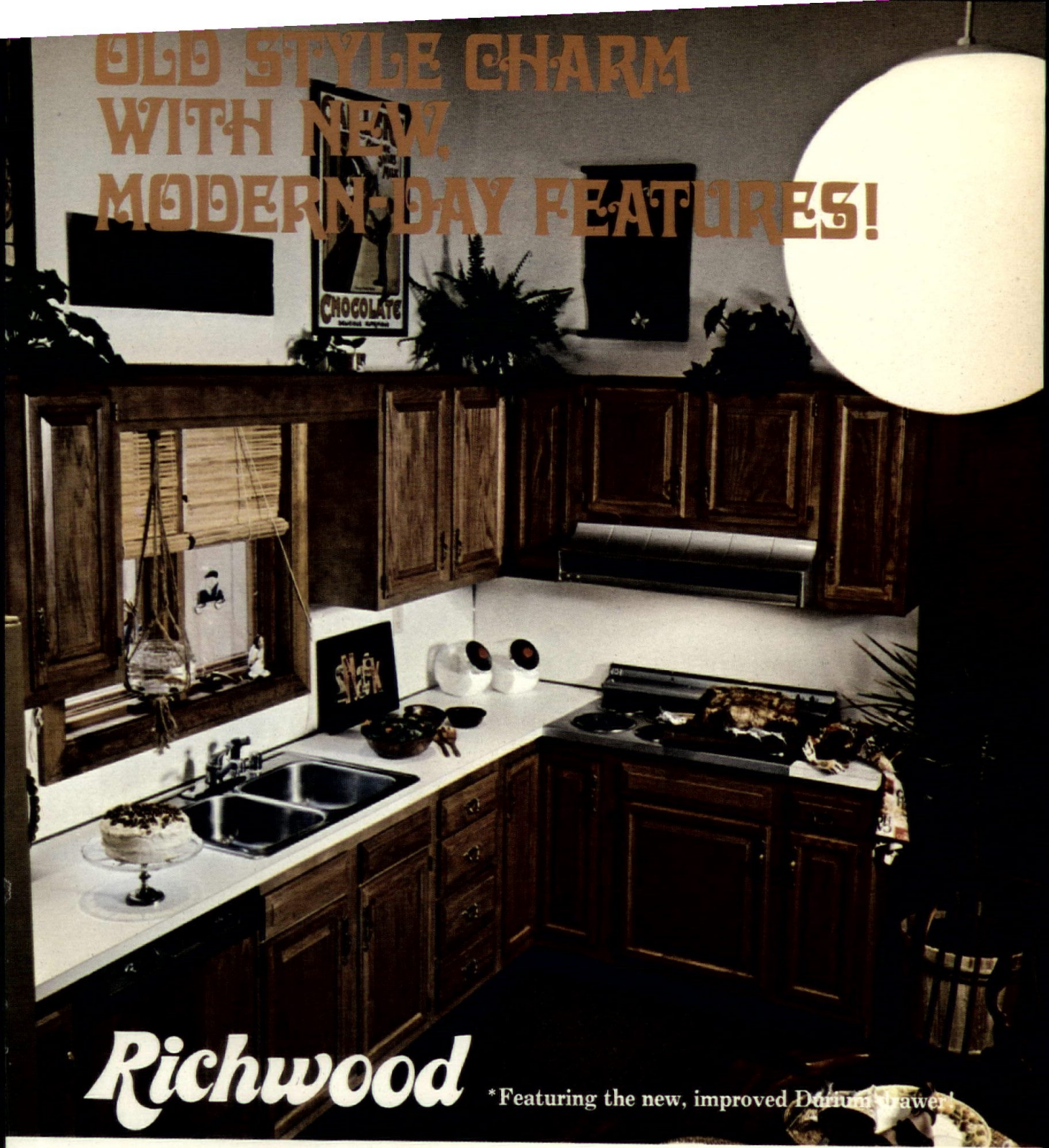


Freestanding fireplace/heater *(above)* burns coal or wood. The contemporary unit has a drop front door to facilitate loading wood. A pull-out ash pan makes clean-up easy. Unit, finished in porcelain enamel, comes in red, black, white or orange. Monarch, Beaver Dam, Wis. *Circle 302 on reader service card*



Heat-circulating fireplace *(right)* has an inner wall heating chamber sealed off from the firebox. An optional power-circulator blower can be added to force room air through. Air naturally circulates through the chamber even without the blower. Western Fireplace, Luverne, Minn. NAHB booth 1212. *Circle 303 on reader service card*

Cone-shaped fireplace on a curved base, "Lancer" *(above)*, is suitable for corner or straight wall installation. The freestanding, woodburning, contemporary unit comes in a matte black finish or ten porcelain colors. A matte black flue pipe is standard. Malm, Santa Rosa, Calif. NAHB booth 2025. *Circle 305 on reader service card*



Where do you expect the real fine woods in your kitchen cabinet? Where it shows, of course! That's why Richwood's doors and drawer fronts are real oak with a hand-wiped finish that brings out the richness and warmness. And, in keeping with the fine quality of the exterior, the new and improved

***Improved Durium Drawer**
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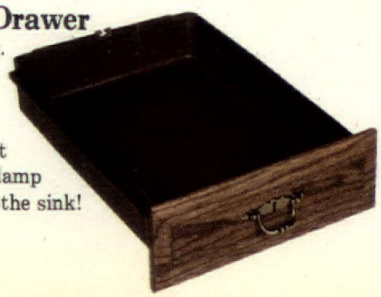

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Circle 107 on reader service card

Daddy, what did you do in the war against pollution?

Of course you can always try to change the subject.

But one answer you can't give is that you weren't in it. Because in this war, there are no 4F's and no conscientious objectors. No deferments for married men or teen-agers. And no exemptions for women.

So like it or not, we're all in this one. But as the war heats up, millions of us stay coolly uninvolved. We have lots of alibis:

What can one person do?

It's up to "them" to do something about pollution – not me.

Besides, average people don't pollute. It's the corporations, institutions and municipalities.

The fact is that companies and governments are made up of people. It's people who make decisions and do things that foul up our water, land and air. And that goes for businessmen, government officials, housewives or homeowners.

What can one person do for the cause? Lots of things – maybe more than you think. Like cleaning your spark plugs every 1000 miles, using detergents in the recommended amounts, by upgrading incinerators to reduce smoke emissions, by proposing and supporting better waste treatment plants in your town. Yes, and throwing litter in a basket instead of in the street.

Above all, let's stop shifting the blame. People start pollution. People can stop it. When enough Americans realize this we'll have a fighting chance in the war against pollution.

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advertising contributed for the public good.

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By CELIA WALLACE
DMMA Consumer Affairs Director

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According to Robert DeLay, President of the DMMA, people who take steps to get their names removed from mailing lists, later decide maybe it isn't so bad after all when they think of what they would be missing. Such as catalogs, new product samples, chances at sweepstakes and cents-off coupons.

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However, if you feel you don't get your fair share of mail offers, the DMMA offers another service to get your name *on lists* so you'll receive more offers in special interest areas such as crafts, books, sports, investments, clothing, travel and gardening.
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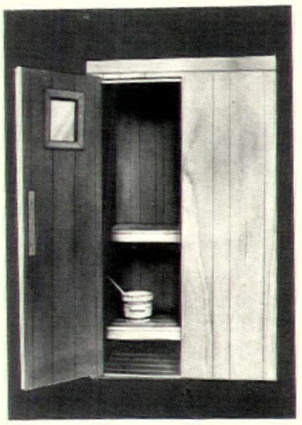
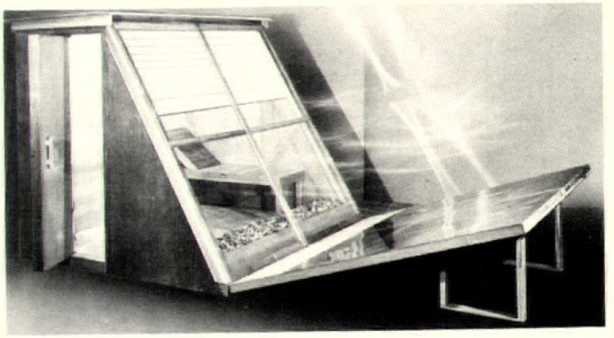
"Grecian Whirlpool Spa" *(above)* can be installed above ground or sunken. The 8′-round, fiber glass unit comes complete with filter. American Leisure, Ft. Lauderdale, Fla. *Circle 324 on reader service card*

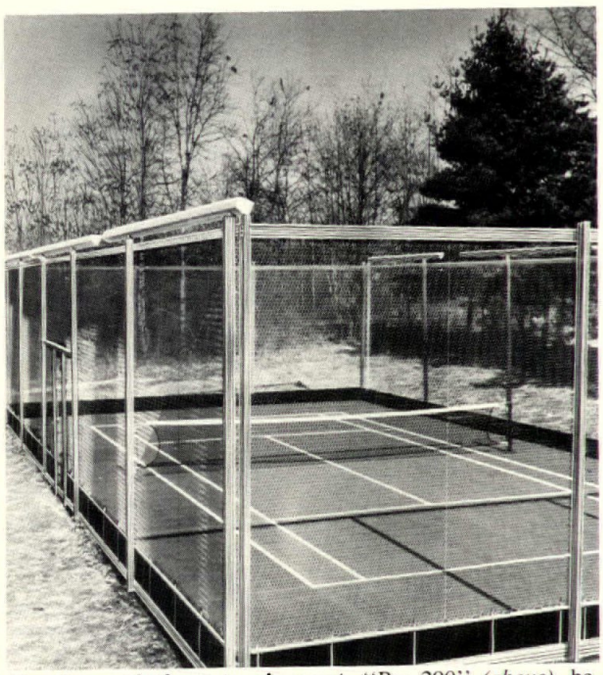
Billiard table, Viscount™ *(above)*, features distinctive leg design. Unit with mar-resistant woodgrain Conolite® rails, features ¾″-thick slate surface Brunswick, Skokie, Ill. *Circle 325 on reader service card*



"Baja Spa" *(above)* is acrylic backed with fiber glass and polyester resin. Unit may be installed above, below or partially in the ground. Baja, Tucson, Ariz. NAHB booth 1660. *Circle 327 on reader service card*

"Small Space Sauna *(left)* is shipped in modular units and measures 4′x4′x6′6″. Easy-to-assemble sauna has exterior walls of pre-finished Lauan plywood. MacLevy, Elmhurst, N.Y. *Circle 328 on reader service card*





Aluminum platform tennis court, "Pro 200" *(above)*, becomes an outdoor recreation area by slipping the net post out and installing the optional overhead canvas. Unit is easy to erect. Devoe, Carlstadt, N.J. *Circle 326 on reader service card*

"Solar Sauna" *(above)*, a combination sauna bath and sunroom, needs no electricity to operate unless a light is installed. The unit, suitable for poolside installation, has a redwood interior. Am-Finn, Red Hill, Pa. *Circle 329 on reader service card*

Playground unit *(below)*, part of the Woodthings™ line, is of pressure-treated southern pine. Available in 80 designs, timber edges are sanded and ends beveled. Koppers, Pittsburgh, Pa. NAHB booth 1424. *Circle 330 on reader service card*

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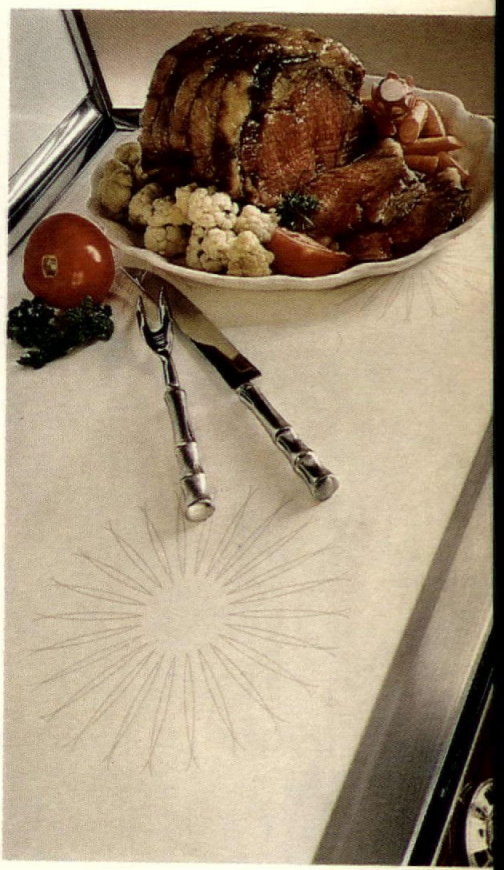

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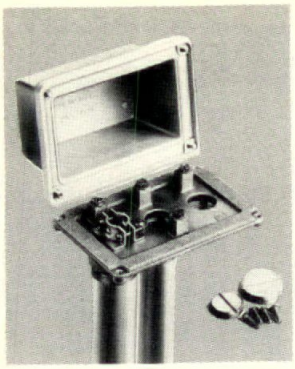
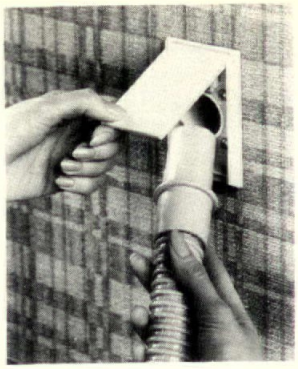
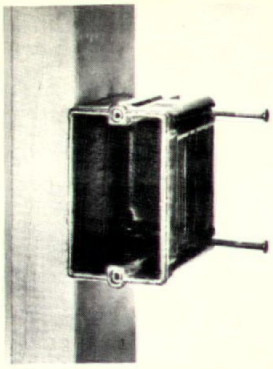


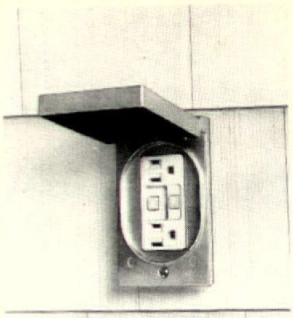
Junction box for swimming pool lights, "BJ-22" *(above)*, features a non-conductive, corrosion-resistant Lexan 503® cover. Base is solid brass with four grounding posts. Slater, Glen Cove, N.Y. *Circle 314 on reader service card*



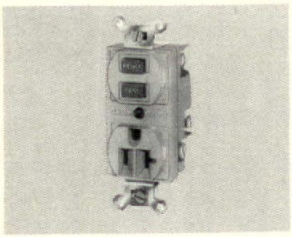
Vacuum system inlet valve *(above)* is made of crack-, and rust-resistant Lexan®. Lifting the valve cover activates system. To allow enough room for connecting hose, cover opens 180°. H-P, Louisville, Ohio. *Circle 315 on reader service card*



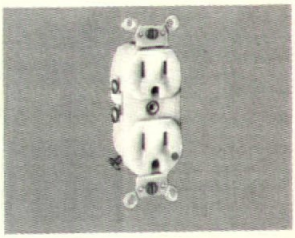
Switch box with 18 cu. in. wiring capacity *(above)* is part of the "Fast-Trim" line. The box has two stainless steel inserts which will not corrode when exposed to wet plaster. GTE Sylvania, Waltham, Mass. *Circle 319 on reader service card.*



GFCI receptacle *(above)* can be used outdoors in patio and pool areas. Device features highly visible test and reset buttons with permanent molded-in instructions. G.E., Plainville, Conn. NAHB booth 2412. *Circle 320 on reader service card*



Shallow receptacle, QWIK-GARD® "GFSR" *(left)*, installs in a 1½"-deep outlet box. Wiring connects directly to the terminal screws, eliminating pigtail leads or wire connectors. Square D, Lexington, Ky. *Circle 316 on reader service card*



Lighted receptacle *(left)* can be seen in a poorly lighted area. Part of the Spec-Master® line, high-abuse device features impact-resistant nylon body and face and cupronickel metal parts. Leviton, Little Neck, N.Y. *Circle 321 on reader service card*

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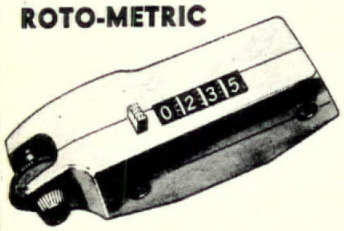

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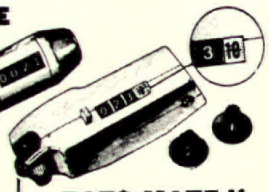

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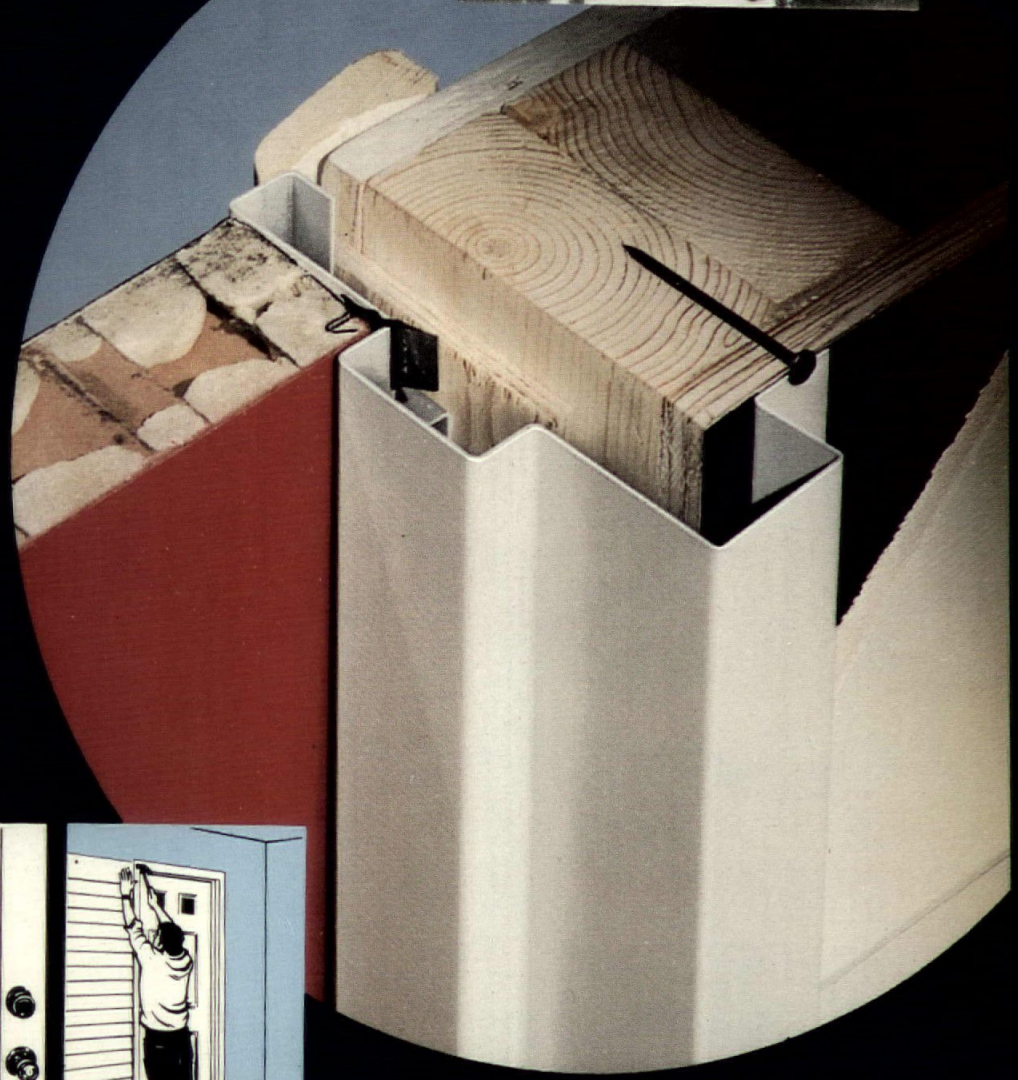

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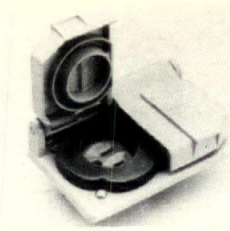
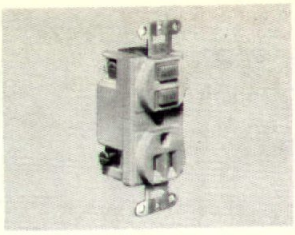
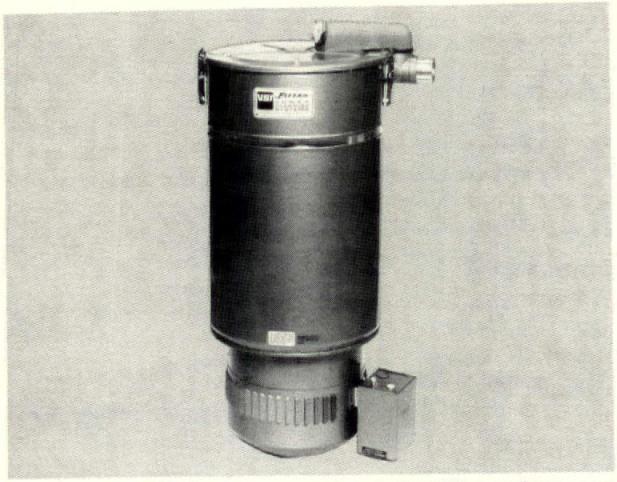


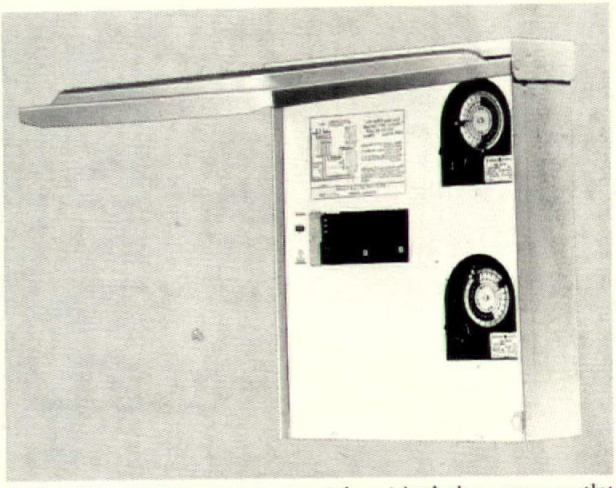
Watertight covers *(left)* for 15-, 20- and 30-amp outlets are for receptacles serving swimming pools, patio lighting and other outdoor applications. Covers are die-cast aluminum. Crouse-Hinds, Syracuse, N.Y. *Circle 317 on reader service card*



GFI receptacle, Faultfinder® *(left)*, can be used to replace any existing receptacle. Unit with miniature circuitry is only 1" deep and is available in both 15-amp and 20-amp, 125v AC models. Bell, Chicago. *Circle 322 on reader service card*

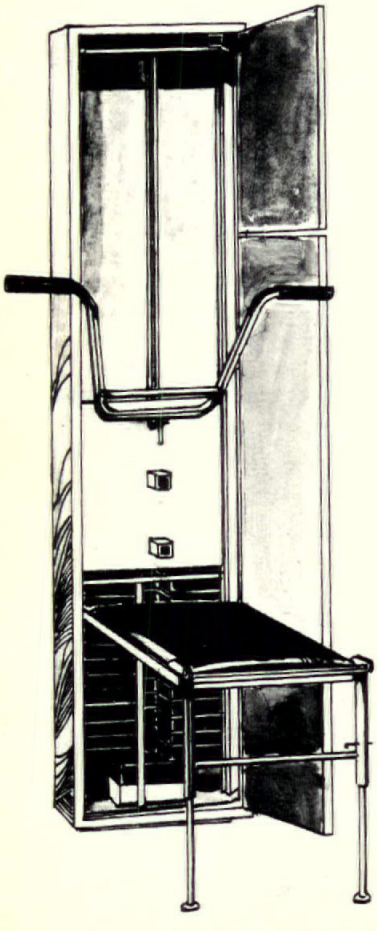


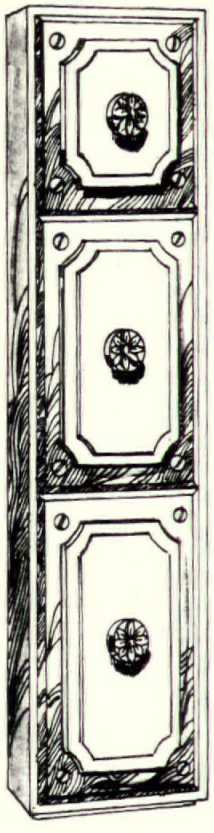
Heavy-duty built-in vacuum *(above)* simplifies maintenance of apartment and commercial buildings. "No. CS-250" with a 9.5-amp power consumption has a positive filtering method including paper bag, cloth bag and a flocked wire filter. VSI Filtex, Temple City, Calif. *Circle 318 on reader service card*



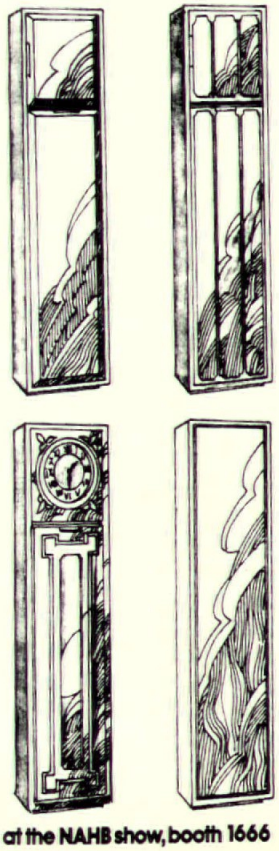
Swimming pool power center *(above)* includes power outlet for filter pump service connection point and extra ground fault circuit interrupters for direct wire to the pool light. Pre-wired unit is easy to install. Midwest, Mankato, Minn. *Circle 323 on reader service card*

NOW YOU SEE IT...NOW YOU DON'T





Marcy built-ins make any room a gym, and make any builder more profitable.



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Circle 113 on reader service card

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But because the new Crystal-Glo is an economical faucet, you might think it's got a little less going for it than other two-handle faucets.

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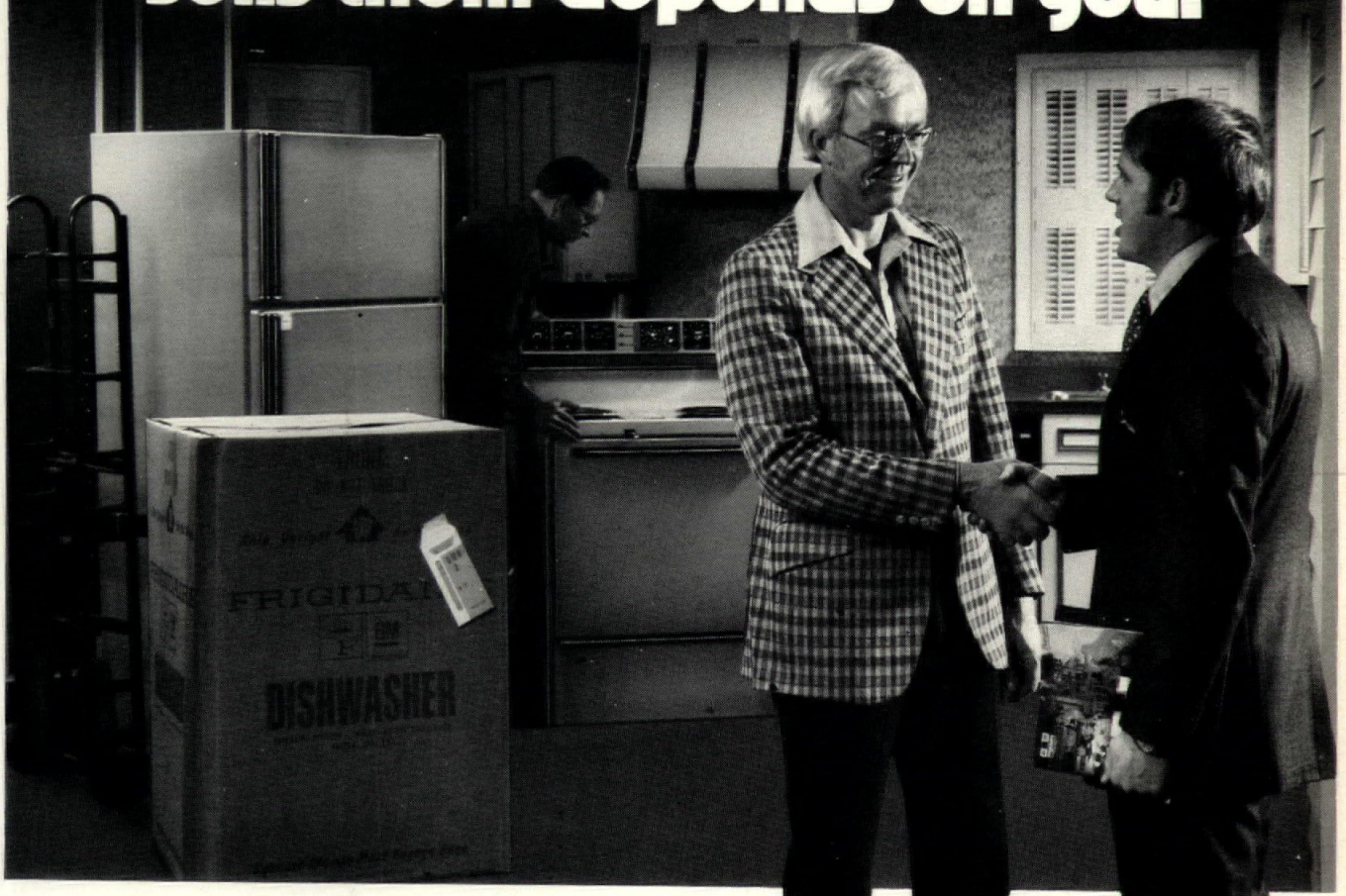

One of the best reasons for you to add Frigidaire appliances to your kitchens? It's the man who sells them: your independent Frigidaire Builder Supplier.

You'll be dealing with an independent businessman like yourself, who lives and works in your own community. He owes his loyalty and his success to pleasing you and serving your interests better. What's more, he's extremely knowledgeable about your business, because it's his business to serve you more than just appliances.

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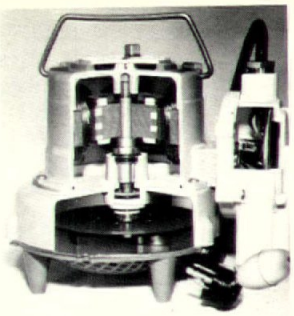
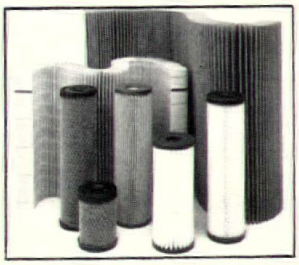
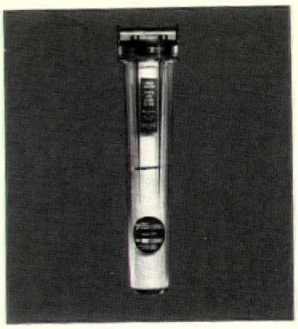
Water conditioner, "Mark 50" *(above)*, provides an almost unlimited supply of softened water for greater cleaning effectiveness with soap. Unit features an Electro-Brain™, which regulates time and frequency of recharge. Culligan, Northbrook, Ill. NAHB booth 1164. *Circle 306 on reader service card*



Basement sump pump *(above)* features dual shift seals. Unit, with hermetically sealed oil-filled motor chamber, has a heavy-duty control switch diaphragm-actuated for reliability. Kenco, Lorain, Ohio. *Circle 309 on reader service card*





"Taste & Odor Filter" *(above)* combines activated charcoal and diamond-wound fibrous materials to remove chlorine and sulfur from water. Unit also removes rust, silt and dirt. Filterite, Timonium, Md. *Circle 310 on reader service card*

Filter line *(left)* includes sediment removal, taste and odor removal and swimming pool filters. Sediment replacement cartridge features pleated construction which results in greater surface filtration area and less pressure loss. Keystone, Hatfield, Pa. *Circle 311 on reader service card*

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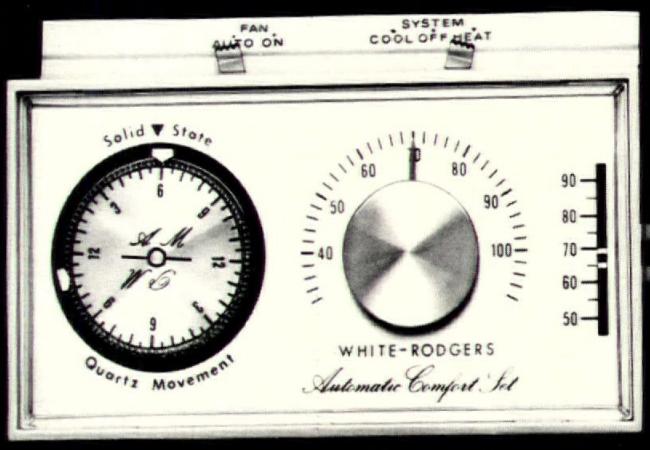

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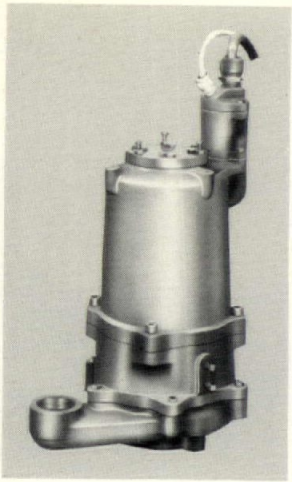
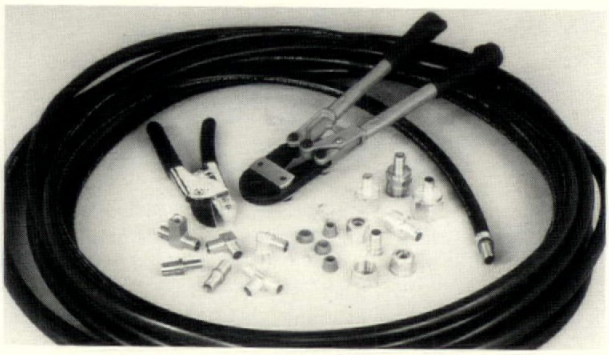
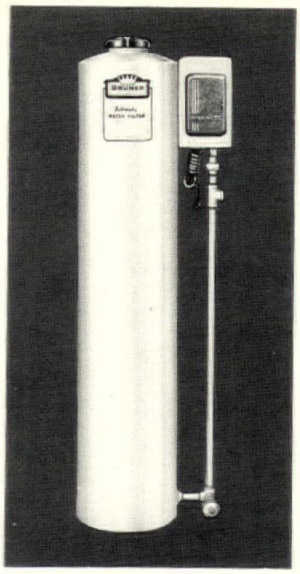


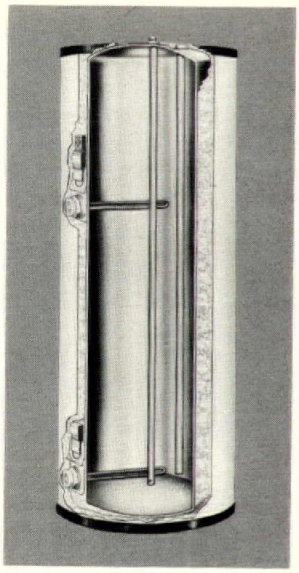
Sewage grinder pump, Hydr-O-Grind® *(left)*, converts waste solids to fine particles for efficient discharge. Floodproof unit, for low-pressure sewer systems has an 80 gal. capacity. Hydr-O-Matic, Ashland, Ohio. *Circle 307 on reader service card*

Plumbing system, "Fail-safe" *(below)*, has polybutylene tubing with solid brass, no-crack fittings. Suitable for any plumbing application, easy-to-install system may be cut to any length. Lyons, Dowagiac, Mich. *Circle 308 on reader service card*

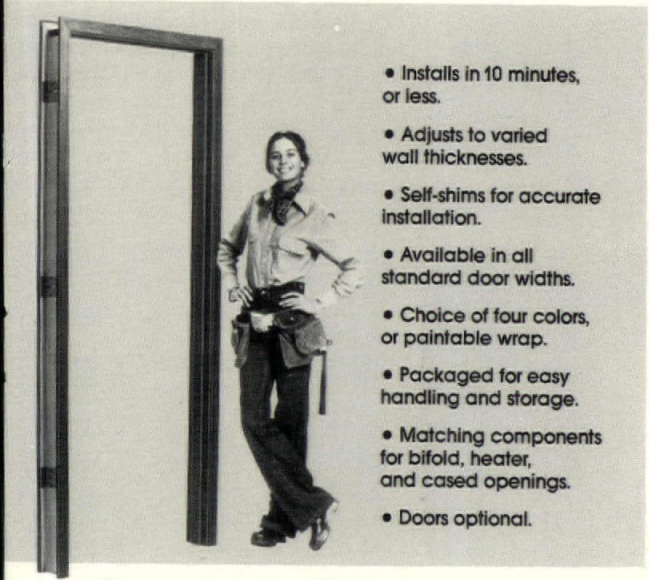




Automatic water filter *(above)* delivers clear water. Unit can eliminate iron, sulphur, odor or acid condition. "Duo-Clad" lining prevents tank corrosion. Double hot-dipped steel unit has vinyl-textured finish. Bruner, Milwaukee, Wis. *Circle 312 on reader service card*



Electric water heater, "Energy Miser" *(above)*, has double-thick insulation. Automatic thermostat keeps water at desired temperature. High efficiency heating element is specially treated to resist corrosion. Rheem, Chicago, Ill. *Circle 313 on reader service card*



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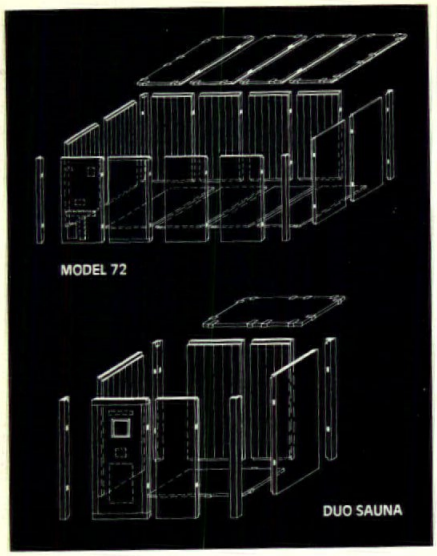

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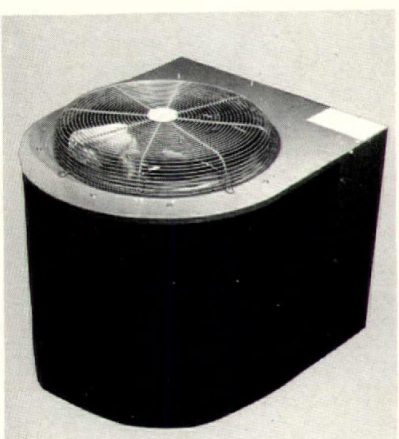
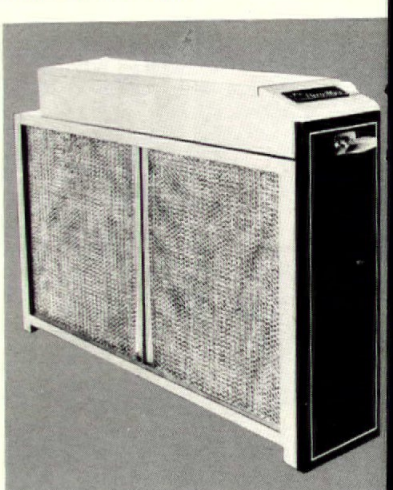
INTERIOR ENVIRONMENT



Solar collector for residential applications *(above)* is designed to serve requirements of air conditioning, heating and ho water systems. The 210 lb. collecto measures 26"x100"x6½" and can be installed on a south-sloping roof. Ametek Hatfield, Pa. *Circle 331 on reader service card*

Condensing unit for residential air-con ditioning applications *(left)* is part of line of high-EER (energy efficiency ratio models. ARI-certified EER ratings for th 2½ to 5 ton units fall in the 8 to 8.4 range All units are tested by manufacturer Singer, Carteret, N.J. *Circle 332 o reader service card*

Split-system residential heat pump *(above)* features long-lasting solid state "Yorkguard" controls and a heavy-duty compressor. Rectangular shape of the outdoor unit shown protects the compressor by isolating it from the coil and fan compartment. York, Borg-Warner, York, Pa. NAHB booth 2110. *Circle 333 on reader service card*



Electronic air cleaner, "ElectriMaid *(above)*, removes dust, pollen and othe airborne pollutants. Unit which fits int return air ducts of residential or comme cial heating/cooling system has soli state circuitry and uses less power tha a 100w bulb. Removable filters are eas to clean. Metal-Fab, Wichita, Kan *Circle 334 on reader service card*

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A window like this bow isn't just a window, it's an architectural asset. You won't find many bows and bays in stock at the local lumber yard, but that doesn't mean they're hard to get. Marvin makes them in many shapes, sizes, and styles. They come from the factory set up, complete with head and seatboards, or without them if you prefer. The material, the workmanship, and the design of these beautiful windows has made them the choice in many of America's finest homes, large and small. Write for the facts on our standard bows, bays, and picture windows. Marvin Windows, Warroad, MN 56763. Phone: 218-386-1430.

Circle 121 on reader service card

Marvin Windows

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By CELIA WALLACE
DMMA Consumer Affairs Director

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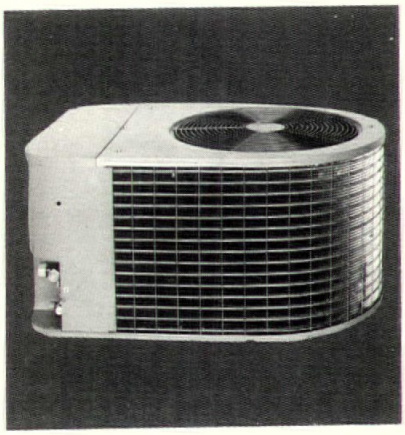
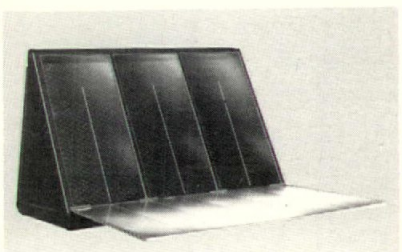
INTERIOR ENVIRONMENT

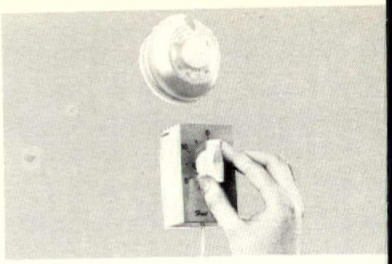
Split-system heat pump, "Sun Dial" *(above),* is easy to install and service. Quick-connect fittings can be brazed or mechanically connected and all service can be performed by removing a panel at the end of the unit. Cabinets are heavy-gauge steel. Square D, Lexington, Ky. *Circle 335 on reader service card*



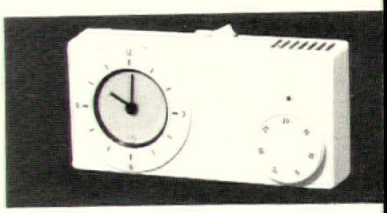
Vertical-discharge condensing unit for residential central air conditioning, "Model CVR" *(above),* is designed for use with 3 to 5 ton cooling systems. Quiet-operating unit has durable silicone enamel finish. Dunham-Bush, Harrisonburg, Va. *Circle 336 on reader service card*



Solar furnace *(above)* provides an auxiliary heat source for existing homes or new construction. Freestanding outdoor unit is connected to the house by insulated ducting and simple electrical wiring, so no major structural changes are required. Unit is 8′x8′x12′. Champion, Dryden, Mich. *Circle 337 on reader service card*



Heat Watcher® *(above)* makes a thermo stat automatic. Easy-to-install uni which can save up to 20% on heatin bills, turns heat off when not needed Manually operated slide at the top of th unit controls temperature setback. M. H Rhodes, Avon, Conn. *Circle 338 o reader service card*



Automatic clock thermostat, Fue Saver™ *(above),* has temperature setbac capabilities. The clock can be pr grammed for as many as three separa temperature setback periods within a 2 hour cycle. Unit has a range of 32° 86°F. Ammark, Fair Lawn, N.J. *Circ 339 on reader service card*

Split-system heat pump, "Flexhermet II" *(below),* has a "Rotor H" high-ef ciency rotary compressor designed cope with the stresses imposed by yea round operation. Lift-off cover pl makes the unit easy to service. Fedde Edison, N.J. NAHB booth 2240. *Circ 340 on reader service card*

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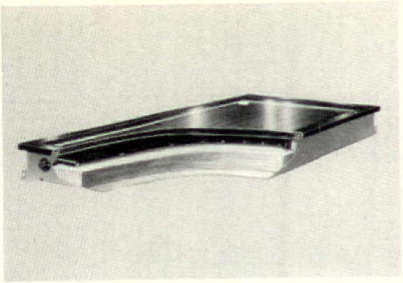
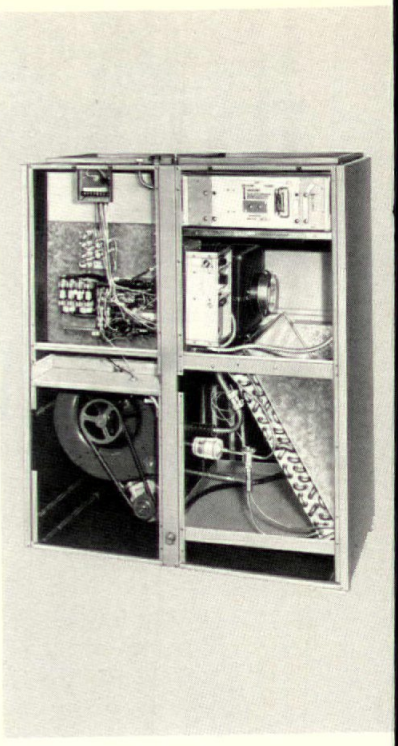
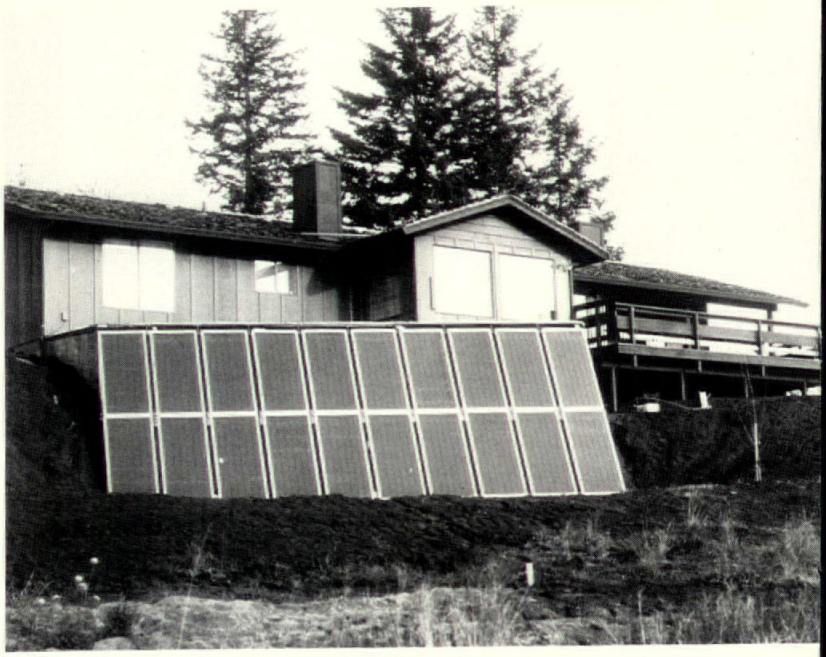
INTERIOR ENVIRONMENT



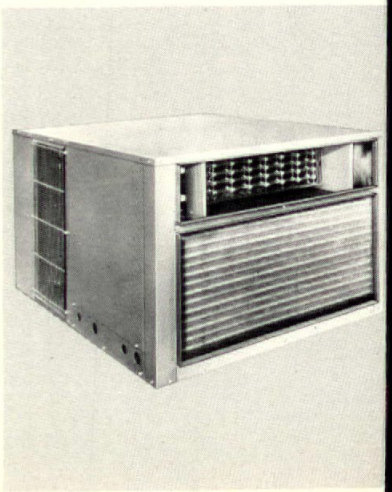
Solar collector *(above)* is a high-efficiency, flat-plate unit suitable for residential installation. Absorber plate, with black chrome coating, is designed to capture solar energy and transform it to usable heat. Lennox, Marshalltown, Iowa. NAHB booth 1747. *Circle 341 on reader service card*



Heat pump, Five-In-One™ *(right)*, gives two units of heating energy for every one consumed. Unit has electronic air cleaner, humidifier, electrical control panel, heating and cooling coils and optional supplemental electric heat elements. Williamson, Cincinnati, Ohio. *Circle 342 on reader service card*



Modular solar collectors *(above)* are prepackaged, prepiped units suitable for use on new or existing construction. The collector plate is constructed of copper sheet for highest heat transfer efficiency and best corrosion resistance. Unit has transparent cover, insulated housing and simple piping connections. Revere, New York City. *Circle 343 on reader service card*



Self-contained heat pump *(right)* consists of a compressor-condenser, evaporator and large-finned heating and cooling coils. Time-temperature defrost, high-pressure switch and built-in electric heat strips are standard equipment. McGraw-Edison, Albion, Mich. *Circle 344 on reader service card*

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HOW TO SELL NEW HOMES AND CONDOMINIUMS is a basic book about *people*—the people who *buy* homes from the people who *sell* homes. It brings to sight all the hidden worries, fears and hopes that motivate buyers and sellers alike. It shows how these powerful emotions bounce back-and-forth between buyer and seller. And it reveals how the salesman's own attitudes, moods and expectations become part of his own selling problem.

With style and wit, Dave Stone describes the thinking, planning and understanding behind successful strategy, selling tactics and selling lines that make the sale.

HOW TO SELL NEW HOMES AND CONDOMINIUMS was written not only to guide ambitious beginners, but also to update highly professional salesmen on the whole new set of problems involved in selling condominiums.

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Production home vs	Custom home
Custom home vs	Production home
Conventional home vs	Mobile home
Owning vs	Renting
Condominium vs	Single-family
Condominium vs	Townhouse
Single-family vs	Condominium
Townhouse vs	Condominium
Townhouse vs	Single-family
Low-rise vs	High-rise
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Buyer Profile Guide to closing action
Buyer's Household Inventory List
Checklist for the buyer's big move

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How to feature the buyer's perceived values
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14 types of construction knowledge you need
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Daily Work Plan for effective selling
Sales Procedure Checklist
Flowline of selling points for presentations
13 ways to enrich your prospect list
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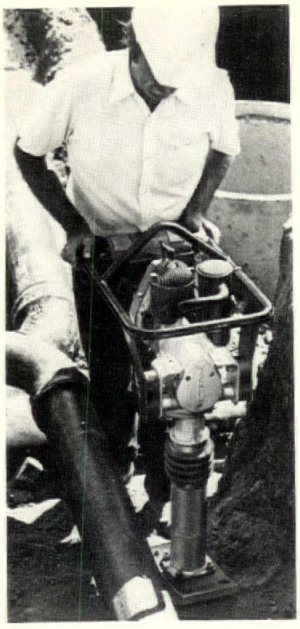
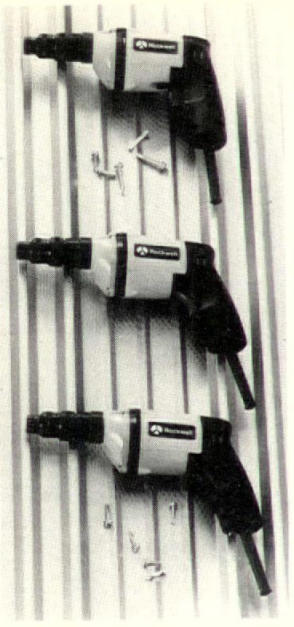


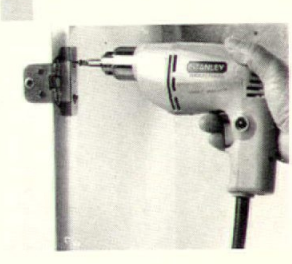
Portable rammer/compactor *(above)* is easy to maneuver in narrow trenches. A 6″ shoe is standard. A narrow 4″ shoe with a 12″ extension is optional. Wacker, Milwaukee, Wis. *Circle 345 on reader service card*



Pistol grip screwdrivers *(above)* are double insulated for safety. Tools can accommodate ¼″ self-drilling and thread-cutting screws. Rockwell, Pittsburgh, Pa. NAHB booth 1402. *Circle 346 on reader service card*

Skid-steer loader *(above)* features a patented boom. The higher the boom rises, the farther forward it reaches, permitting dumping into tandem-axle-trucks or over walls. Sperry New Holland, New Holland, Pa. *Circle 348 on reader service card*

Optical tapemeasure® *(left)* permits one person to accurately measure distances from 50″ to 600′. ''Ranging 600'' measures over any terrain, even over water. Ranging, East Rochester, N.Y. *Circle 349 on reader service card*



Mighty Midget® **drill** *(left)* has a permanent magnet motor and a built-in circuit breaker to prevent motor burn-out. The compact, double insulated tool is equipped with sealed ball and roller bearings. Stanley Works, New Britain, Conn. *Circle 350 on reader service card*

Compact 4-wheel drive articulated loader, ''JD444'', *(above)* has all the features of larger models. Vehicle is equipped with a power-shift transmission, wet-disk power breaks, power steering, a single lever loader control and a ROPS canopy. John Deere, Moline Ill. *Circle 347 on reader service card*

Electric-powered sitdown lift truck, ''E40B'' *(above)*, has a 400 lb capacity at 24″ load center. A single Monotrol® pedal controls acceleration, forward and reverse direction and braking. Frame is welded, all-steel, one-piece construction. Hyster, Portland, Ore. *Circle 351 on reader service card*

Builder: Robert Solomon, President S.I.R. Developers, Inc. Garden Grove, Calif.

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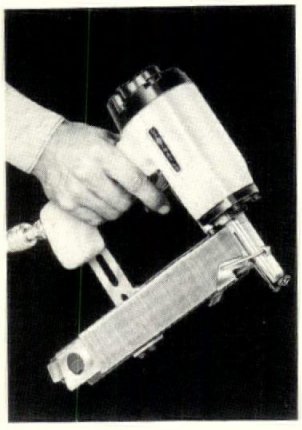
Trencher, "C99" *(above)*, can dig ditches from 4" to 6" wide and to depths of 24". The 9 hp unit features bolt-on pivot assembly and adjustable-height handlebars. Ditch Witch, Perry, Okla. *Circle 352 on reader service card*

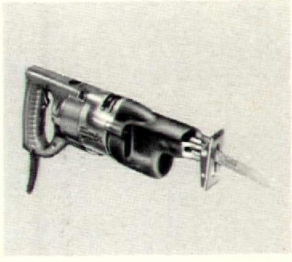


Pneumatic stapler *(left)* is designed to drive 16 gauge staples in lengths ½" through 2". The heavy-duty tool is lightweight. Spotnails, Rolling Meadows, Ill. NAHB booth 1111. *Circle 353 on reader service card*

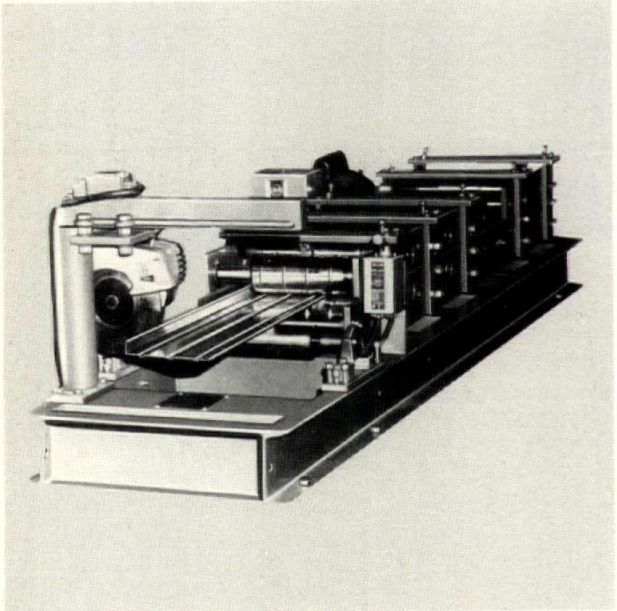
Chain saw protective device, Safe-T-Tip® *(left)*, is designed to eliminate kickback. Unit has a hardened steel tip and a high-tensile-strength mounting screw which fits over the nose section of the guide bar. Homelite, Charlotte, N.C. *Circle 354 on reader service card*

Roofing stapler *(above)* is designed for shingle applications. Unit has "E-Z Clear" feature that eliminates downtime caused by fastener jams. Senco, Cincinnati. NAHB booth 1024. *Circle 356 on reader service card*

Portable 16d nailer *(right)* is engineered for nailing in confined areas. Lightweight tool accommodates common and ringshank nails. Bostitch, East Greenwich, R.I. NAHB booth 1224. *Circle 357 on reader service card*



Electric hacksaw, "Sawall" *(left)*, can cut through any sawable material. Unit with only three major moving parts comes in three models. A line of 20 different-length blades is available. Milwaukee Electric Tool, Brookfield, Wis. NAHB booth 1012. *Circle 358 on reader service card*



Roll-forming machine *(above)* produces seamless aluminum fascia. Manufactured in a continuous piece, fascia can be cut to custom-specified lengths. Machinery for downspouts and gutters is also available. Redi-Built, Commerce City, Colo. NAHB booth 1553. *Circle 355 on reader service card*

Lawn and garden tractor, "Model 720" *(above)*, features a hydrostatic drive system. Front and rear PTO's accommodate the full range of attachments available. Accessories include mowers, a tiller, a plow, a snowthrower and a loader. Allis-Chalmers, Milwaukee. *Circle 359 on reader service card*

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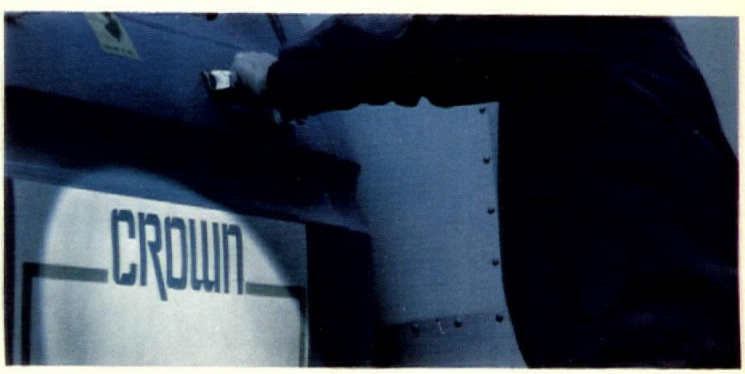

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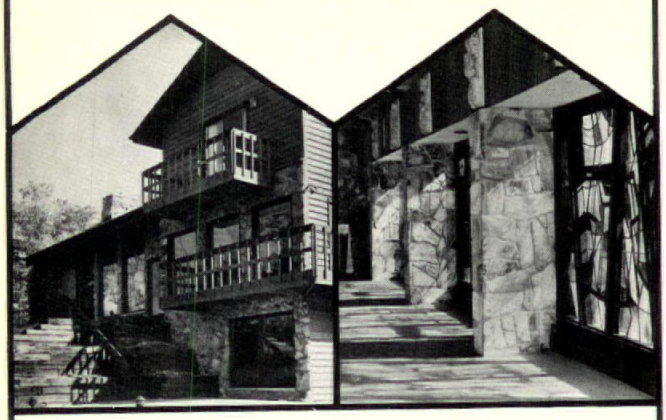

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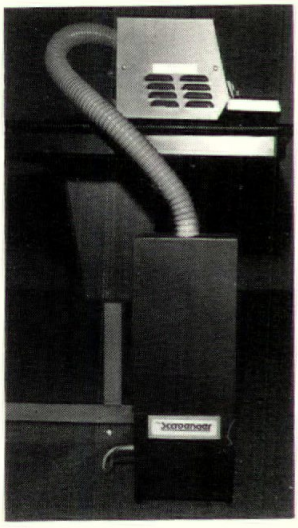

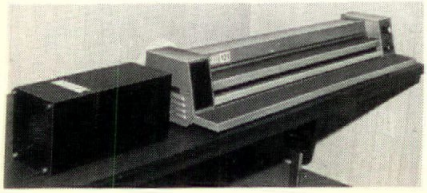

BLU-RAY!
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Scavenger attached to whiteprinter.

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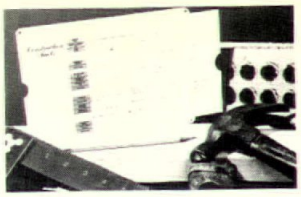
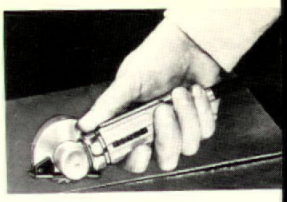
TOOLS/EQUIPMENT



Construction material calculator *(above)* determines the amount of specific building products required for a specific job. A cost calculator is also included. Handy Manuals, Syracuse, N.Y. *Circle 360 on reader service card*



Circular pneumatic sa with a 2″ blade *(above)* cuts t 7/16″ in easy-to-cut materia and 3/16″ in aluminum, copper plastic and fiber glass. Sa has a lead guide. Dotc Hicksville, Ohio. *Circle 36 on reader service card*

"Broadmoor II" garden tractor *(above)* is available with a rear-mounted grass catcher as shown. Mower has a choice of five cutting heights ranging from 1½″ to 3½″. Simplicity, Port Washington, Wis. *Circle 362 on reader service card*

Compact trencher *(below)* a heavy-duty unit powered b a 4-cylinder engine. Vehic can dig a 12″ wide trench a depth of 48″. Four-wa backfill blade operates h draulically. Vermeer, Pell Iowa. *Circle 363 on read service card*

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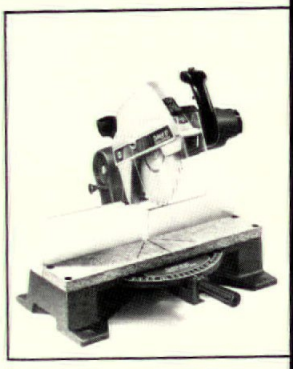
TOOLS/EQUIPMENT

"Magnum roofing stapler" *(left)* is a pneumatic tool for fastening shingles. Unit, with a shingle guide attached, drives wide-crown coated staples in leg lengths to 1½". Paslode, Skokie, Ill. NAHB booth 1000. *Circle 364 on reader service card*

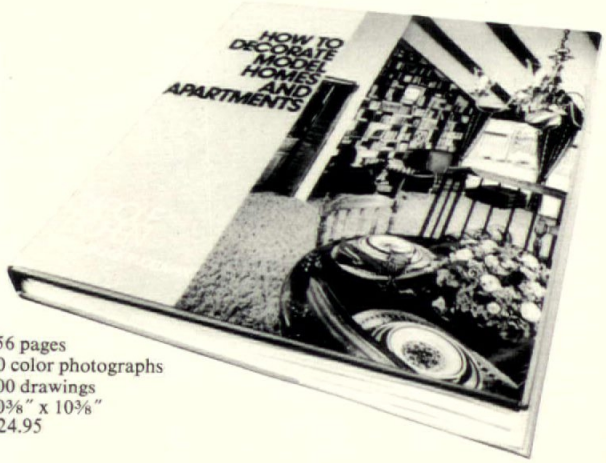


Power miter box *(above)* cuts wood, plastics, composition and thin-wall lightweight aluminum extrusions. Unit, with an automatic brake, miters up to 47° right and left. DeWalt, Lancaster, Pa. *Circle 365 on reader service card*

Demolition hammer for backhoe "HD-6 Nutcracker" *(left)*, hits with a force of 1,000 ft. lbs. per blow. Unit can deliver up to 500 blows per minute. Construction Technology, Denver. *Circle 366 on reader service card*

Low-profile tractor, "284" *(below)*, is designed for grounds maintenance. Unit can haul heavy loads, work on steep hills and in hard-to-reach places. International Harvester, Chicago. *Circle 367 on reader service card*

House & Home presents Carole Eichen's new book of interior design ideas to make your model homes and apartments sell and rent faster



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- Living Rooms
- Dining Rooms
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- Children's Bedrooms
- Family Rooms
- Built-ins
- Dens
- Sewing Rooms
- Sales Offices
- Patios & Balconies

Presenting an array of interior design ideas adaptable to your own condominiums, rental apartments and single-family homes, this masterful guide also gives you special insight on the major elements of residential design: *color, lighting, built-ins* and *accessories*.

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- How to make interior design costs pay for themselves,
- How to keep abreast of current decorating trends,
- How to bring your models in on schedule,
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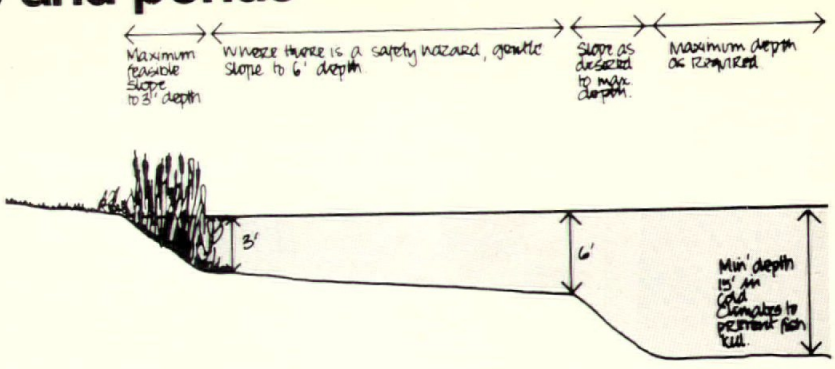
Man-made lakes and ponds

Don't get in over your head



Typical illustration: water's edge designed to minimize growth of vegetation.

Constructing a lake can enhance a project's value, but unless planned carefully that same lake can turn the project into a white elephant. So say the authors of an Urban Land Institute publication intended to help developers successfully build and maintain man-made lakes.

The authors—Joachim Tourbier and Richard Westmacott, both environmental planning consultants—use Lake Fairfax at Reston, Va. as an example of a lake in trouble. The bottom of the 35-acre lake is covered with two to three feet of silt and, as a result, swimming may have to be prohibited.

Tourbier and Westmacott point out that many developers of lakefront property face similar siltation problems, since soil from construction sites can generate a thousand times more sediment than undeveloped, wooded land. Their prescription: erosion control or, if that fails, a control basin that removes sediment from the water before it enters the lake.

The authors also discuss these common problems and how to avoid them:

- unsuitable sites
- downstream problems
- maintaining water level
- excessive growth of aquatic vegetation
- water quality
- conflicting uses

Explanations are illustrated with line drawings *(see example above)* and often with photographs of existing lakes.

The bulletin's 73 pages also include advice on the legal details of developing and managing a lake. Topics include how to reduce liability and how to simplify the task of following state pollution-control regulations.

Lakes and Ponds is available from ULI—the Urban Land Institute, 1200 18th St. N.W., Washington, D.C. 20036. It's priced at $9 for members, $12 for non-members.

Here's up-to-date information on bath/kitchen products

Shower heads, hand showers and mounting systems are part of a complete line of shower equipment and accessories cataloged in six color pages. Also illustrated: the variety of installations made possible by combining different units. Ondine, Interbath, El Monte, Calif. *Circle 369 on reader service card*

Water conditioners for residential applications are the subject of two illustrated information sheets. One describes a conditioner with activated charcoal filtration that removes chemical tastes and odors from home water systems. The other discusses a combination conditioner-water softener. WaterCare, Manitowoc, Wis. *Circle 370 on reader service card*

Vanity tops of simulated marble are catalogued in a four-color flyer. Single- and double-bowl tops, centered and offset, are pictured; charts give dimensions available. Bradley, Menomonee Falls, Wis. *Circle 371 on reader service card*

Stainless steel kitchen sinks are shown in four pages. The illustrated brochure explains how seven space-saving models are designed to provide maximum bowl size in a minimum of counter space. Also shown are matching single-handle faucets and accessories such as liquid dispensers, aerators and basket strainers. Moen, Stanadyne, Elyria, Ohio. *Circle 372 on reader service card*

Sink catalog lists corner sinks, triple-bowl models and sink/laundry centers. Stainless steel units are pictured in black and white. An accompanying publication shows a full line of accessories—faucets, cutting boards, etc. Just, Franklin Park, Ill. *Circle 373 on reader service card*

Plumbing fixtures catalog for residential builders has 32 pages of two- and four-color photographs. Tubs, closets, lavatories, bathing modules, showers and faucets are described. Special products featured include a cast-iron tub with rolled rim inspired by the bicentennial celebration and an over-sized 5½'x7' fiberglass tub. Kohler, Kohler, Wis. *Circle 374 on reader service card*

Remodeling costs: new feature of Dodge Manual

Thirty-five pages intended to help contractors cost-out and schedule both large and small home-improvement jobs have been added in the new edition of the Dodge Manual. The color-keyed section lists typical remodeling jobs and gives the manhours needed to complete them. (For example, it takes one carpenter one manhour to install a corner kitchen cabinet with lazy susan, according to the manual.) Thus, any home-improvement contractor in the U.S. can estimate his costs by multiplying manhours by prevailing local labor rates.

The traditional section of the Dodge Manual—a 237-page guide to estimating new construction costs—is based on number of unit installations per day, with labor and materials costs given for each unit. (And a typical "unit" can be anything from removing a 12"-diameter tree to adding an ornamental weather vane.) Ten thousand separate jobs are listed.

To allow for local variations in materials and labor costs, a cost-adjustment index is provided that includes 120 U.S. and Canadian cities and 22 major and minor trade groups.

Price of the *1977 Dodge Manual* is $22.80 prepaid plus appropriate state sales tax. Purchasers may send mail orders to Dodge Building Cost Services, McGraw-Hill, Room 2051, 1221 Ave. of the Americas, New York, N.Y. 10020.

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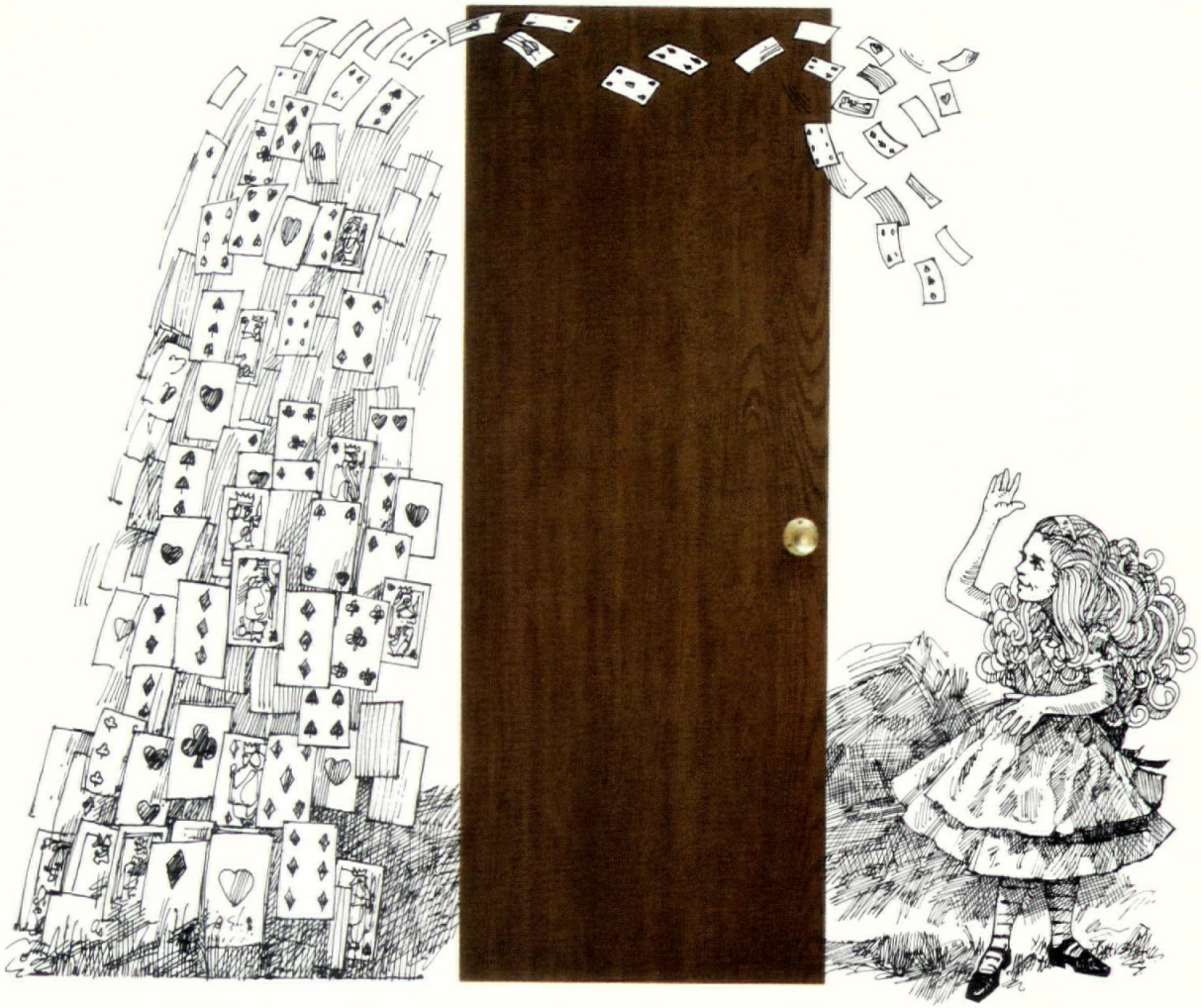

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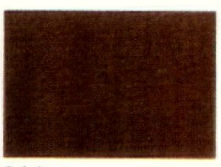

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