

FORMERLY **HOUSE & HOME**

A MCGRAW-HILL PUBLICATION (\$3 A COPY)

# housing



**PRODUCT  
PREVIEW**

E. KENNEDY  
E. KENNEDY INC  
BOX 469  
TAYLORVILLE, IL

Recycling: sound ventures along Main Street  
**HOUSING DEMAND INDEX**-first quarter





## Introducing the first and only Convertible Barbecue Range with **full-size self clean** oven

Dacor's new pyrolytic self-cleaning oven, combined with interchangeable cooking and barbecue modules, is a full size of almost 4 cubic feet. Plenty of front shelf space for a turkey or roast with plenty of room to spare for other dishes.

The beautifully designed oven and range is available as a drop-in...or as a set-in with a drawer base...or a true free-standing unit with side panels. The full width storage drawer provides convenient space for extra modules and griddle and rotisserie accessories.

The Dacor oven/range, which utilizes proven overhead ventilation offers cook-top modules in either energy-saving

Econo-Coil or Smoothline glass. Barbecue, griddle and rotisserie accessories are interchangeable with modules.

Open the door to Dacor and a whole new dimension of cooking pleasure and convenience to your kitchen.

We will look forward to demonstrating our new oven to you in Booth 1252 at the NAHB. If you are not going to Dallas, obtain further information by calling us at (800) 423-4160. In California dial (213) 682-2803. For information on other

Dacor products, see Sweet's Light Residential Construction File or call Sweet's BUYLINE.

**dacor**

Distinctive Appliance Corporation  
950 South Raymond Ave., Pasadena, CA 91105

Circle 3 on reader service card



FORMERLY HOUSE & HOME

# housing

Volume 53 Number 1/January 1978

---

<b>NEW PRODUCTS</b>	80	Product Preview for 1978
---------------------	----	--------------------------

---

<b>REHAB</b>	100	Recycling: Look into those old buildings on Main Street
--------------	-----	---

---

<b>MARKETS</b>	112	Housing Demand Index: first quarter 1978
----------------	-----	--

---

<b>MARKETING</b>	56	In a high-cost market: basic townhouses at under \$40,000
	118	Single family: a new package for first-time buyers

---

<b>WHAT'S SELLING</b>	52	In Anne Arundel County, Md.: duplexes for privacy and play
-----------------------	----	--

---

<b>MORTGAGING</b>	13	U.S. tries to force S&Ls to lend in the inner cities
	16	Internal confusion hobbles the Home Loan Bank Board
	16	Conversions into savings banks taking S&Ls out of mortgaging
	20	Banker's new plan to lift Regulation Q

---

<b>MATERIALS</b>	24	FTC demands efficacy labels on insulation products
------------------	----	--

---

<b>COMPANIES</b>	20	Wood Bros. Homes buys Raldon
	30	Gulf Oil puts new town of Reston on the block

---

<b>ZONING</b>	36	Builders defeat a slow-growth plan in Riverside, Calif.
	40	Toledo builder loses bias case
	40	Apartments ordered into N.Y. State's plush Westchester County

---

<b>LABOR</b>	40	Unions ready new drive to organize builders' crews
--------------	----	--

---

<b>CONVENTIONS</b>	46	The Realtors celebrate best year ever for home sales
--------------------	----	--

---

<b>DEPARTMENTS</b>	9	Editors' page
	70	Letters
	195	Classified
	206	Advertisers index
	209	Reader service card

---

<b>COVER</b>		Sculpture by Robert Strimban
--------------	--	------------------------------

---

<b>NEXT MONTH</b>		Point-of-sale merchandising . . . Selling new homes in a center-city slum
-------------------	--	---

---

Housing (formerly House and Home) published monthly by McGraw-Hill Inc. Subscription rates U.S., possessions and Mexico: for individuals within circulation specifications, \$15 per year; for others, \$24 per year. In Canada: for individuals within circulation specifications, \$17 per year; for others, \$26 per year. All other countries, \$45 per year. Single copies \$3.00. The publisher reserves the right to accept or reject any subscription. Allow four to twelve weeks for shipment. The publisher agrees to refund that part of subscription price applying to unfiled part of subscription if service is unsatisfactory. Executive, editorial, circulation and advertising offices: McGraw-Hill, 1221 Ave. of the Americas, New York, N.Y. 10020. Second class postage paid at New York, N.Y. and at additional mailing offices. Title® in U.S. patent office. Copyright© 1978 by McGraw-Hill Inc. All Rights Reserved. Postmaster: send form 3579 to Fulfillment Manager, Housing, P.O. Box 430, Hightstown, N.J. 08520.





**“QUALITY, TIMELY DELIVERY  
AND CUSTOMER CARE® SERVICE...  
A FEW OF THE REASONS  
CENTENNIAL HOMES CHOSE  
GENERAL ELECTRIC”**

JIM WILLIS, GE CONTRACT SALES REP.  
CENTENNIAL HOMES,  
DALLAS, TEXAS





“To demonstrate GE quality to Centennial, we showed them a feature-by-feature presentation of our appliances. Centennial felt General Electric was the right brand for them. And they believed their customers would recognize and be more confident with GE quality, too.

“General Electric’s vast distribution network also assured Centennial of timely deliveries to over 800 homes with GE kitchens.

“Centennial isn’t bothered with providing appliance service, either. If anything goes wrong, Centennial homeowners call GE Customer Care<sup>®</sup> Service directly, and we take care of their problem.

“We even helped design Centennial’s heating and cooling systems.

“What it boils down to is a real commitment to big and small builders all over the country that we’re here to service their needs in a variety of ways.”

Take advantage of over 30 years of consistent service to builders. Call your local General Electric Contract Sales Representative.

**THE APPLIANCES AMERICA COMES HOME TO**

**GENERAL  ELECTRIC**



# Genie opens the door



# closes the sale



# Genie<sup>®</sup>

automatic garage door  
opener system by Alliance.

*The garage door picker upper becomes the sales picker upper!*

When you recommend Genie — “the garage door picker-upper” — your clients will appreciate it at least twice a day for as long as they own their house! Because Genie opens the door, turns on the light, and lets them drive right in. Only Genie has CRYPTAR<sup>®</sup> II Digital Controls and SEQUENSOR<sup>®</sup>, “the computer-controlled brain!” CRYPTAR<sup>®</sup> II Digital Controls, with 3000 code combinations distributed, makes it nearly impossible for anyone but the owner to open the garage door. SEQUENSOR<sup>®</sup>, “the computer-controlled brain” (available on the 404 & 450) assures precision control, maximum reliability and quiet, economical operation. 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!”

© 1977 The Alliance Mfg. Co., Inc.

See us at the NAHB Show, Booth No. 1546.

Circle 8 on reader service card



## EDITOR

John F. Goldsmith

## MANAGING EDITOR

Edwin W. Rochon

## ASSOCIATE EDITORS

Thomas H. Allen

Joel G. Cahn

Natalie Gerardi

Bill Mulligan

Elise Platt

June R. Vollman

## ASSISTANT EDITOR

Barbara Behrens Gers

## ART STAFF

Joseph Davis, *director*Jan V. White, *consultant*J. Dyck Fledderus, *illustration*

## EDITORIAL ASSISTANTS

Mary Sarlo Cruz

Jenny Kahn

Constance S. Russell

## BOARD OF CONTRIBUTORS

Kenneth D. Campbell

Carole Eichen

Alfred Gobar

Edward N. Kelley

Robert Mylod

John Rahenkamp

H. Clarke Wells

Lenard L. Wolffe

## CONSULTING ECONOMIST

George A. Christie

## MCGRAW-HILL WORLD NEWS

Ralph Schulz, *director*17 domestic and  
international news bureaus

## ADVERTISING SALES MANAGER

Stephen D. Blacker

## BUSINESS MANAGER

Vito De Stefano

## MARKETING SERVICES MANAGER

Henry G. Hardwick

## CIRCULATION DIRECTOR

Hugh Donlan

## CIRCULATION MARKETING MANAGER

Joseph D. Holbrook

## ASSISTANT TO THE PUBLISHER

Elizabeth Hayman

## ASSOCIATE PUBLISHER

Maxwell C. Huntoon Jr.

## PUBLISHER

Blake Hughes



Officers of McGraw-Hill Publications Company: Gordon L. Jones, president; Paul F. McPherson, executive vice president; Gene W. Simpson, group vice president. Senior vice presidents: Russell F. Anderson; James E. Boddorf, planning & development; David G. Jensen, manufacturing; Ralph R. Schulz, editorial. Vice presidents: Denis C. Beran, European operations; David P. Forsyth, research; Douglas Greenwald, economics; James E. Hackett, controller; Robert L. Leyburn, circulation; Edward E. Schirmer, sales.

Officers of the Corporation: Harold W. McGraw Jr., chairman of the board, president and chief executive officer; Robert N. Landes, senior vice president and secretary; Ralph J. Webb, treasurer.

This issue of Housing (formerly House and Home) is published in national and separate editions.



## Best wishes for a not-so-swinging 1978

Our nomination for the problem of greatest concern in this new year is housing's proclivity for huge boom-and-bust swings. The damage these swings do to everything and everyone connected with homebuilding is incalculable. And while many of the causes lie outside the industry's control—overall economic conditions and interest rates particularly—there are others that can be influenced to a large degree.

For example, here are three problems homebuilding should start dealing with tomorrow:

*Underbuilding and overbuilding.* As we pointed out a couple of months ago, housing markets are intensely local; if accurate local data is available early enough, it's possible to take pressure off markets that are becoming overbuilt and increase pressure on markets that are underbuilt. What's needed is more and better economic market research.

*Missing the market.* Developers need to know much more precisely who their buyers and renters are; otherwise they'll keep on building products that are only vaguely attuned to the market and which consequently, whenever demand softens, become expensive dead inventory. What's needed is more and better consumer preference research.

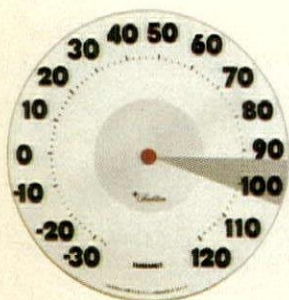
*Ignoring the low end of the market.* There's a big temptation to hit the high end in a bull housing market; it's easier to build for and more profitable. When the market goes bearish, low-priced housing is a big potential market that could take up some of the slack. What's needed is really low-priced housing, which in most cases means factory-built housing. And that in turn requires time and money for product development and production facilities.

Work on these three fronts could yield big dividends in a relatively short time. We're going to pay a lot of attention to them in the coming year, and we urge the whole industry to do the same.

—M.C.H. Jr.



# Ford introduces It blocks

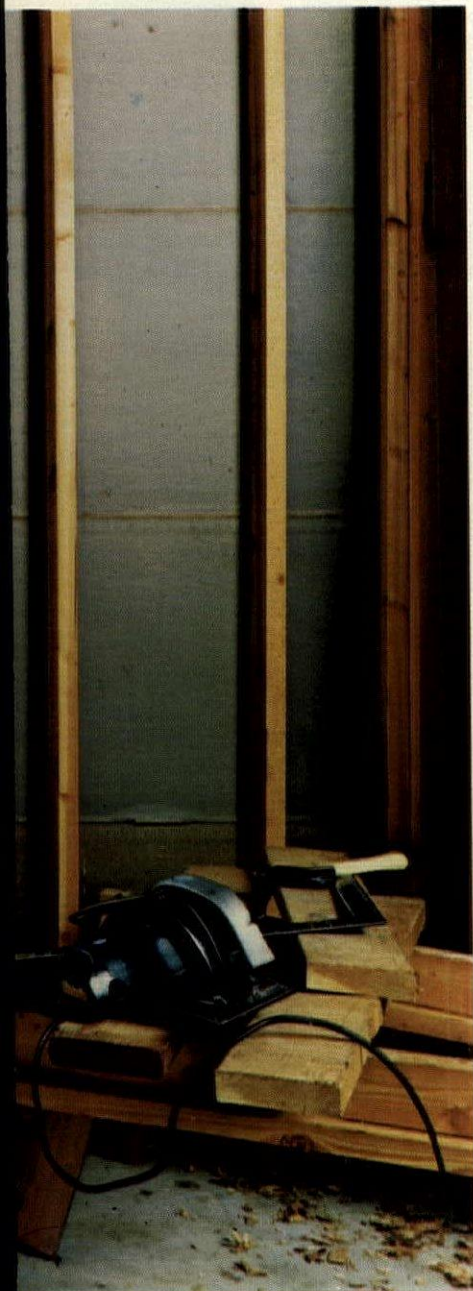


**Eight Degree Difference!** The demonstration pictured took place in Tulsa, Oklahoma. Regular dial thermometers were attached to the inside of two insulated glass windows, one with the outside lite glazed with Sunglas. The windows were side by side, on the same plane. The thermometer attached to the Sunglas window registered eight degrees cooler than the thermometer attached to the clear glass window after being exposed to the sun for nine minutes. The thermometers measured primarily the difference in radiant energy passing through the glass. They were not measuring the average ambient temperatures in the house as these temperatures result from many variables.



# Sunglas.<sup>®</sup>

## 24% of the sun's heat.



**Ford Sunglas**

### Sunglas . . . the new low-cost energy saving glass.

Sunglas stops 24% of the sun's heat by absorbing and reflecting the sun's rays. This means your customer's air conditioner won't have to work as long or as hard as with clear glass. Single-strength Sunglas, with its 0.87 shading coefficient, has a relative heat gain value *almost equal to thicker 1/8" bronze*. Yet single-strength Sunglas is 43% cheaper based on a comparison of glass manufacturers' published trade prices. Double-strength Sunglas has a slightly better heat gain value than 1/8" bronze, and is 28% cheaper!

**Sunglas lets the daylight in.** Single-strength Sunglas lets in 23% more daylight than 1/8" bronze glass, so there's less need for artificial illumination—an added potential saving. And because Sunglas looks like clear glass, customers enjoy natural outdoor colors. That "clear glass look" also makes Sunglas aesthetically right for *any* residential design.

**Single-strength Sunglas cuts ultra violet rays 22%.** This reduction over clear glass is important in protecting carpets and draperies from the fading effects of the sun's ultra violet rays. And Sunglas is the *only* solar control glass available in the traditional single-strength window glazing thickness. For patio doors and non-residential applications, Sunglas is also available in thicknesses up to 1/4".

**Double-glazed Sunglas . . . even more efficient.** Use Sunglas in an insulated unit or as hang-on type sun panels and the shading coefficient is reduced to only 0.77—cutting heat gain by 26% versus single-glazed clear glass.

A complete Sunglas brochure is available. Write: Ford Glass Division, Sales and Marketing Office, One Parklane Blvd., Dearborn, MI 48126.

### PRODUCT SPECIFICATIONS

Compare Sunglas with clear or 1/8" bronze

	Shading Coefficient	Relative Heat Gain (BTU/hr. sq. ft.)	Visible Light Transmission
<b>SUNGLAS</b>			
Single Strength			
Single Glazed	0.87	189	85%
Double Glazed	0.77	163	77%
Double Strength			
Single Glazed	0.84	183	84%
Double Glazed	0.72	153	76%
Single strength clear	1.02	219	90%
1/8" Bronze (1)	0.85	185	69%

(1) Using published data of the leading competitive brand. Sunglas is a registered trademark of Ford Motor Company.

**FORD GLASS**  
FORD GLASS DIVISION



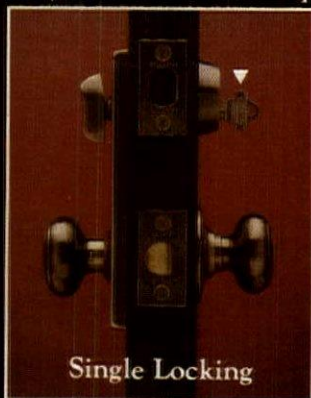




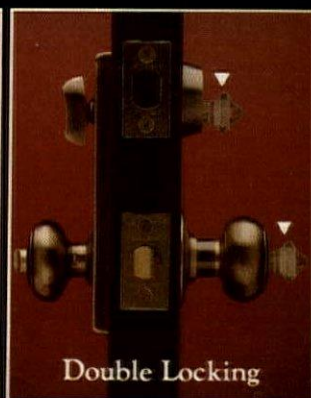
# We've got you protected... coming and going!

**NEW** The new Schlage "H" Series Triple Action Lock combines the features most often recommended by Crime Prevention and Life Safety Officials. It is a unique combination of deadbolt security, "panic-proof" safety and latchbolt convenience. A stainless steel deadbolt with hardened steel insert provides the security to help keep intruders from coming in. The "panic-proof" safety feature makes the going fast in an emergency because one turn of the knob simultaneously retracts both the latch and the deadbolt. The "H" lock is available with single or double locking operations allowing a choice in type of door control. A wide variety of popular designs and finishes is also available. Come over to the quality side of things...it makes the going easier!

**SCHLAGE**  Series  
The World's Most Respected Name in Locks!



Single Locking



Double Locking

Reference Sweets File: Sec. 8, 30/Se

Circle 12 on reader service card



# Making S&Ls lend in cities

The message for builders: Less cash for suburbia, more for downtown rehab

The Federal Home Loan Bank Board's chairman, Robert McKinney, has now signaled plans for a fundamental change in the board's approach to regulating the \$446-billion saving and loan industry. For builders, his goals for reshaping S&L policies contain good and bad news.

The good news is that McKinney wants to check the trend in the S&L industry toward diversification away from mortgage lending into other kinds of business. He will move on several fronts to reorient the S&Ls toward the housing market.

Since S&Ls provide more than half of all housing credit, McKinney's declared purpose of anchoring them to the mortgage market is an important reassurance. Some S&Ls, mostly a few big institutions, hanker after more diversified portfolios than the regulations permit now, with additional consumer loans and securities investments.

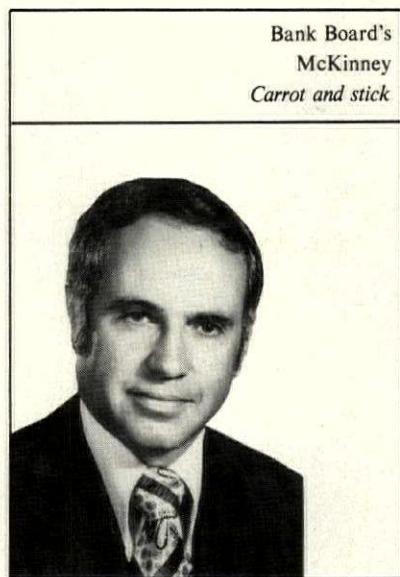
**The price.** The bad news, on the other hand, is that McKinney firmly insists on a political *quid pro quo*: If the majority of S&L men prefer the route of housing specialization, as they plainly do, they must please Congress to get it by upping their urban lending—from a few million dollars into the billions. And that money will pour, not into fresh suburban subdivisions, but into the formerly-starved rehab sector of the housing industry.

At the U. S. League of Savings Associations' annual meeting in San Francisco, the president of the Federal Home Loan Bank in that city, Maurice Mann, hammered home the bottom line: "Housing priorities have changed dramatically . . . merely building vast numbers of new homes no longer occupies the preeminent position that it once did."

**Threat in Congress.** Indeed, there is now developing a possibility that Congress actually may go beyond McKinney's aims and pour the assets of S&Ls into older urban neighborhoods on a scale many times larger than he has in mind. Congress may vote that all conventional loans made by S&Ls to high-risk borrowers are to be 80% insured by the federal government.

Co-insurance could vitiate McKinney's whole strategy. He wants the S&Ls to remain completely within private enterprise. He does not want them to become mere vehicles for passing along government credit. So he now prefers to play for time. With White House fanfare, he has issued proposed anti-redlining regulations that, in effect, order S&Ls to make urban loans if the loans can be rated sound.

**Warning.** "My own inclination is to



Bank Board's  
McKinney  
Carrot and stick

try to solve the problem through private enterprise," he explains.

But McKinney calculates that, in any case, the industry's relative exemption from Washington's interference has just about ended. "Congress is expecting more from you and will legislate if you do not seize the initiative," he warned the League in San Francisco.

Furthermore, all signs indicate that Jimmy Carter chose McKinney to see what he could get the industry to do for the cities at a time when the Carter administration has very little money of its own to spend for urban renewal.

**McKinney's strategy.** Until the co-insurance issue came to the fore, McKinney's decision to tie action for the specialization of S&Ls to their urban lending effort looked like a brilliant political stroke.

It pleased a wide array of important forces ranging from Proxmire and the

House Banking Committee chairman, Henry Reuss (D., Wisc.), to the conservative majority of S&L men (who have been worried about their damaging reputation on Capitol Hill as redliners and who also had specialization as their number one goal). It also satisfied the National Association of Home Builders and the AFL-CIO Building Trades Department, both eager to keep the S&Ls' money invested in building.

McKinney was careful, in talking to the industry, to spell out both sides of the plan he envisages.

**Back to Q.** "By taking on our urban lending program, we expect congressional support on your strength issues," he said. "I believe these two . . . go hand in hand."

The first strength issue McKinney underlined is Regulation Q. He wants to defeat attempts being made on capitol hill to remove interest-rate ceilings that give S&Ls an advantage over commercial banks in competing for deposits. The ceilings are usually referred to as Regulation Q.

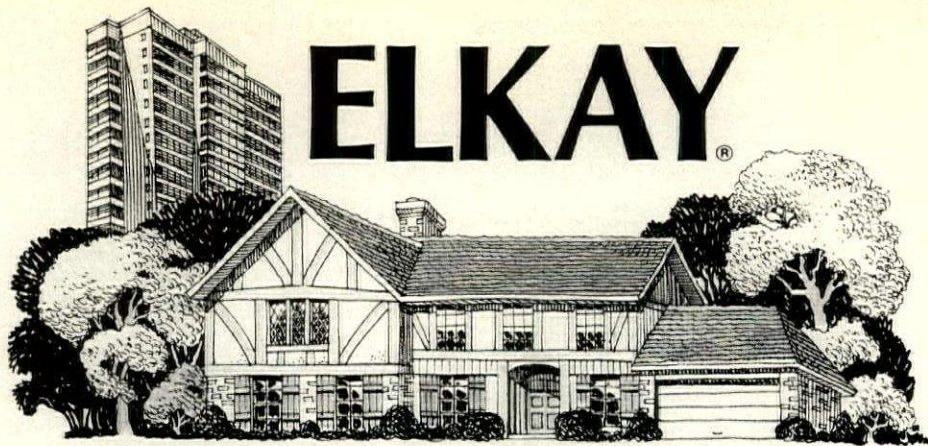
McKinney also indicated he wants to reinforce S&Ls in other ways. He would take another look at S&L holding-company and service-corporation lines of business to see if there is a proper balance between diversifying and basic strength. And he intends to promote flexible mortgage instruments.

**Trade-off.** How the deal looked to the industry can be read in the standing ovation that the league's outgoing president, John Hardin, got when he roared out to the assembled S&L men in San Francisco: "We want Regulation Q chiseled into stone for perpetuity."

But for the S&Ls, the drawback of closer ties to Uncle Sam remains tied into the package. Says a former Washington official, Edward Kane, now a professor at Ohio State: "The longer Regulation Q stays, the more concerned the S&Ls are going to be about how to deal with the government rather than doing their own business."

—STAN WILSON AND JENNESS KEENE  
McGraw-Hill World News,  
Washington and San Francisco



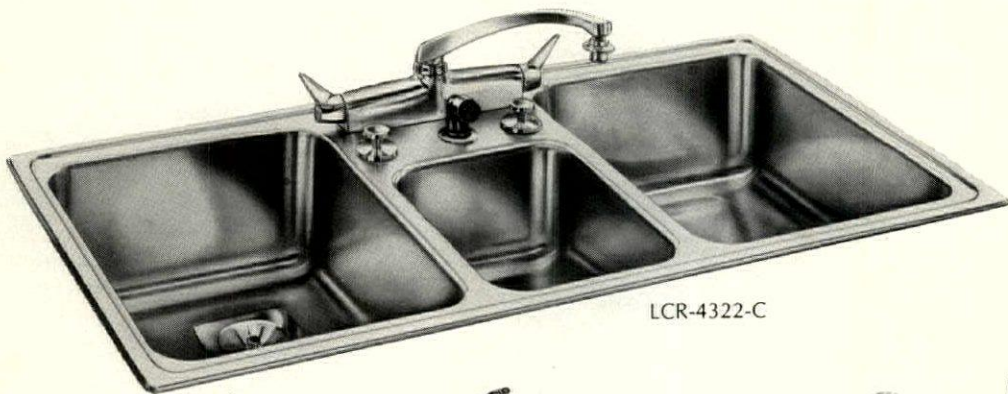


# ELKAY®

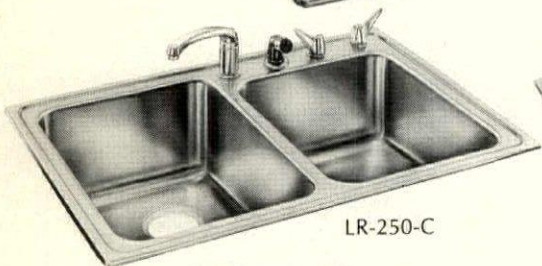
## FOR YOUR FINE CUSTOM HOMES.

Discriminating customers demand the very best. That's why you should give them the famous Elkay Sink. Only the very finest hand-finished stainless steel is used in these designer sinks. And they are available in one, two and three compartment models

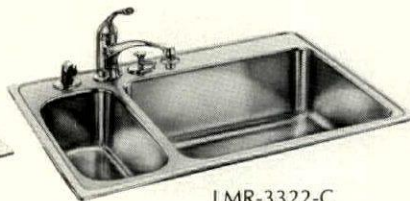
for the kitchen, bar and utility areas. Elkay Sinks are available in three quality grades: Lustertone, Pacemaker/Starlite and Celebrity. Give your custom home buyers the very best. Elkay.



LCR-4322-C



LR-250-C

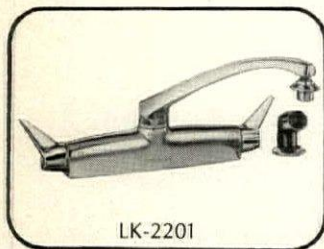


LMR-3322-C



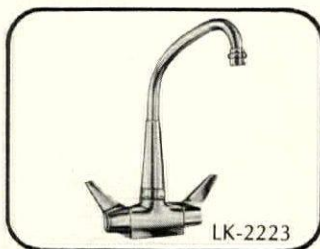
LCRN-2515-C

## ELKAY MAKES FAUCETS AND SHOWER VALVES FOR FINE CUSTOM HOMES.



LK-2201

Tiara dual handle faucet. Cast brass body. 10-inch, hi arc cast swing spout with aerator. Flawless chrome plate finish. Removable Micracore® Cartridges.



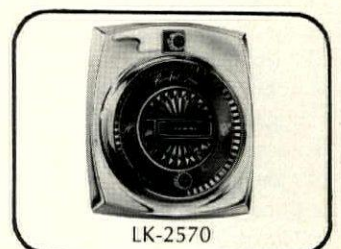
LK-2223

Dual handle bar faucet. Brass body. Gooseneck swing spout with aerator. Chrome plate finish. Removable Micracore® Cartridges.



LK-2420

Dual Crystalac handle. Diacore™ valving. Complete pop-up drain assembly.



LK-2570

Deluxe pressure-balancing mixer valve, shower volume regulator and built-in diverter.

FOR MORE INFORMATION, WRITE:

# ELKAY®

Elkay Manufacturing Company Dept. 08-33 1700 South Seventeenth Avenue Broadview, Illinois 60153



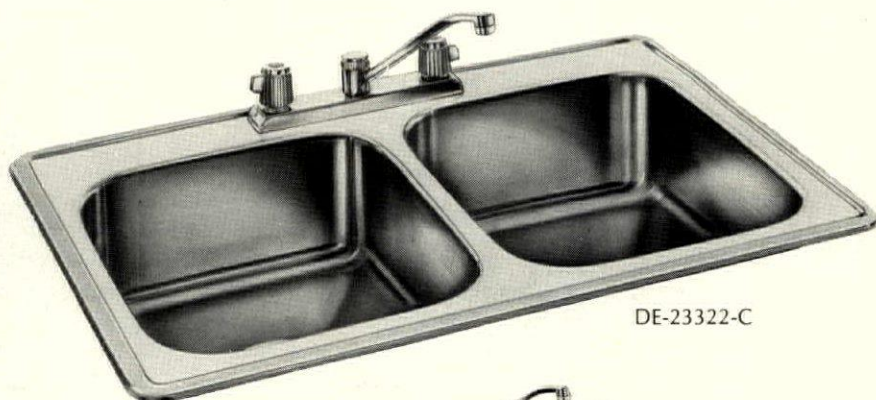
# DAYTON



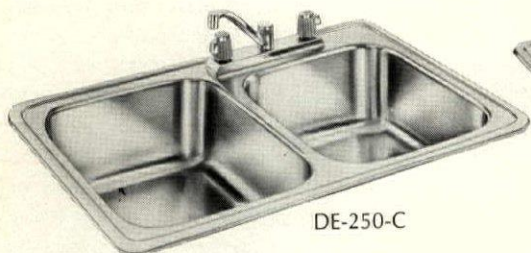
## FOR YOUR FINE DEVELOPMENT HOMES.

Dayton and Dayton Elite Sinks were created to give you and your customers the highest quality sinks at the lowest possible cost. As with Elkay Sinks, Dayton Sinks are made with nickel stainless steel. And their beautiful finish shows they were designed with fashion in mind.

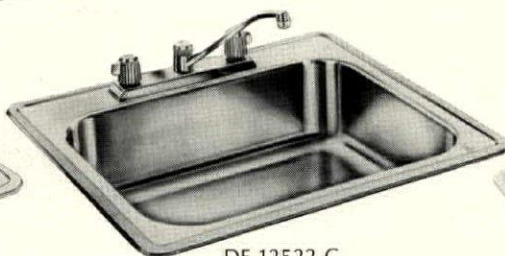
Dayton Sinks are available in two quality grades: Dayton Elite and Dayton, and come in one or two compartments for the kitchen, bar and utility areas. Give your development home customers high quality at a low cost. Give them Dayton.



DE-23322-C



DE-250-C

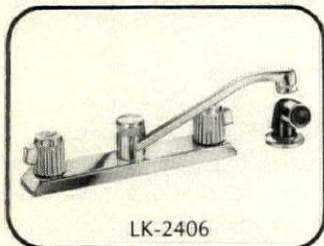


DE-12522-C



DEP2-11515-C

## ELKAY MAKES FAUCETS AND SHOWER VALVES FOR FINE DEVELOPMENT HOMES.



LK-2406

Chrome-plated dual lever handle faucet on a deck-mounted escutcheon, 8-inch tubular brass swing spout & aerator.



LK-2479

Bar faucet with dual Crystalac handles. Tubular brass swing spout, aerator, on deck-mounted escutcheon. Chrome plate finish. Diacore™ Cartridges.



LK-2412

Dual Crystalac handle faucet. Diacore™ valving. Complete with pop-up drain assembly.



LK-2500

Mixer shower valve.

FOR MORE INFORMATION WRITE:

# DAYTON®

A Division of Elkay Manufacturing Company Dept. 10-33 1700 South Seventeenth Avenue Broadview, Illinois 60153

Circle 15 on reader service card

housing 1/78 **15**



# Embattled Home Loan Bank Board

With loss of staff and controversy over McKinney, panel has its troubles

During the eight Republican years in Washington, the Federal Home Loan Bank Board found itself in conflict with the Democratic Congress. Now, with the Democrats in charge, old faces on the agency's policy team are being replaced by new. But the agency is still stumbling through its dealings with Congress.

For one thing, so far as pleasing The Hill is concerned, the wrong people are leaving the board.

One voluntary departee is the research chief, Donald Kaplan. Bank Board Chairman Robert McKinney's concept of the right replacement is an economist who would be sensitive to political realities in Washington—someone who has worked for the President's Council of Economic Advisors or at least has had direct experience dealing with Congress. Kaplan had such a relationship with Congress and he will not be replaced easily.

**Counsel's exit.** The board's general counsel, Daniel Goldberg, has also left. His rapport with the Democrats was so good that his name cropped up on lists of potential choices for board chairmanship last spring. His loss prompted a Senate aide to regret: "Now nobody over at the Bank Board knows anything about The Hill. At least Dan knew where the players were."

His replacement is Anne Jones, recruited from the Securities and Exchange Commission. The Bank Board is counting on her to overcome

the difficulties it has run into with Congress over the conversion of S&Ls from mutual to stock status (*see following story*).

McKinney wins praise from congressional sources for his emphasis on inner-city lending by savings and loan institutions. But even here he raised some hackles by deriding mortgage co-insurance before Congress had even voted on that issue. And his advocacy of variable-rate mortgages and conversion of mutual S&Ls into stock institutions also got him into hot water with congressional liberals. "That's three strikes out of three tries," comments one.

**Press chief's firing.** McKinney became controversial after a press conference held at the San Francisco meeting of the U.S. League of Savings Associations in November. Three days after that session, McKinney fired Michael Scanlon, the public affairs officer he had hired only three weeks earlier. Scanlon was in his first government job, and by some accounts he was well versed in the political nuances.

Scanlon had come to the Bank Board with the sponsorship of Senator Birch Bayh (D., Ind.) and Rep. Andrew Jacobs (D., Ind.), which suggests that McKinney let congressional considerations weigh with him only up to a point, when it came to the firing. "He's a tough cookie," comments one McKinney-watcher on the

payroll of the U.S. League.

**Inexperience.** James Copland, the board's new congressional liaison officer, wins high marks from The Hill for effort, but he is described as uninformed about the history of stormy relations between Congress and the FHLBB.

Coming from a background equally far removed from The Hill is the man who may have to become the board's ambassador to congress. He is the new head of the office handling urban lending, Alfred Hirshen. As a lawyer, he specialized in the problems of inner-city housing with a community agency in Berkeley, Calif.

**Board membership.** The former Republican chairman of the FHLBB, Garth Marston, may carry on to the end of his term as a member in 1979. The fate of the second Democratic seat on the three-member board is more of a puzzle.

It is widely believed that Jimmy Carter made an unequivocal promise to Senator John Sparkman (D., Ala.) to continue Sparkman's protege, Grady Perry, as a member of the board. But the White House seems reluctant to offer Perry more than the chance to stay on until mid-1978. And even for that he may be asked to sell off some bank stock to avoid the appearance of conflict of interest. Sources say Perry is reluctant to sell the stock unless he can arrange for a longer stay as a board member. —S.W.

## Conversions taking S&Ls out of mortgaging

Saving and loan institutions are showing new interest in converting into mutual savings banks—institutions not required to keep a high percentage of their loan portfolio in mortgage lending.

From 1970 through 1976, only six S&Ls converted to mutual savings-bank charters. Currently, seen S&Ls are in the process of becoming savings banks or branches of banks by merging into the latter.

The Federal Home Loan Bank Board's general counsel, Daniel Goldberg, sees in this spurt of activity an indication that consumerism has taken

hold. Some of the managements changing over, he thinks, may feel that regulation by the Federal Deposit Insurance Corp., which regulates savings banks, is "more relaxed" than regulation by the HLBB.

**Diversification.** Goldberg also feels, however, that the departing S&Ls are also lured by the chance to diversify their portfolios. Savings banks are closely related to commercial banks in the wide range of lending and investment powers open to them.

Five of the seven S&Ls shifting to the saving-bank status are in New York state—as were four of the six

conversions in the 1970-76 period—because New York law makes the change easier than in other states.

**Both coasts.** Niagara Permanent, a \$364.7-million deposit S&L, is converting. Four smaller New York state S&Ls—Erie Federal, Guardian Federal, First Chartered and Oneida Federal—are merging with savings banks and will be branches of these institutions.

On the West Coast, the \$180-million First Federal in Oregon and the \$259.9-million Capital S&L in Washington state are converting.

—S.W.





With all the noise about energy-saving wall insulation, Celotex thought you might appreciate a few quiet facts.

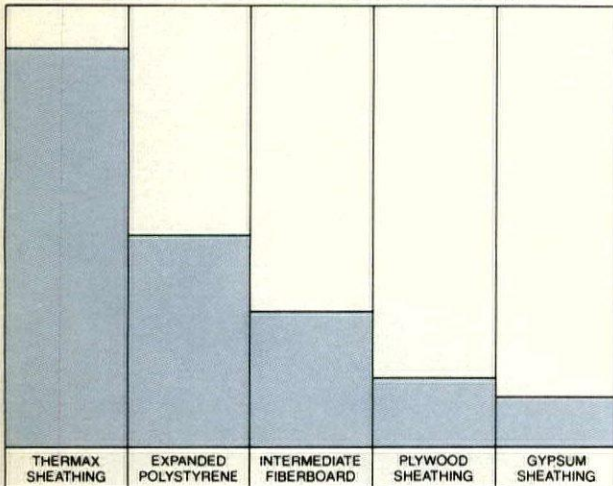


# Fact 1.

## There are four basic types of wall sheathing.

First come foam boards, which have the highest insulating value. Fiberboard is next. Then comes plywood. Lowest on the list, as far as insulating value is concerned, is gypsum.

COMPARATIVE "R" VALUES OF 1/2" THICK SHEATHING MATERIALS



# Fact 2.

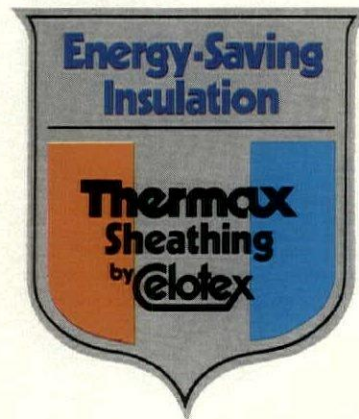
## There are three main types of foam products on the market.

Polystyrene, urethane and isocyanurate.

Rather than talk about products made by other companies, we'll tell you about our product.

At Celotex we use an isocyanurate cellular foam plastic which is different from the conventional foam boards. It is Thermax® Sheathing faced on both sides with aluminum foil to obtain the highest possible insulation value. It is also reinforced with glass fibers, so it has superior dimensional stability.

It is, in plain fact, the most efficient insulating product on the market. Celotex has done extensive research and testing of foam products, so you can rely on published information about Thermax and its "R" values. Thermax also comes in different thicknesses, enabling you to use a thinner fiber glass batt, if you wish. Which is a good thing to know now that fibrous glass is in short supply.





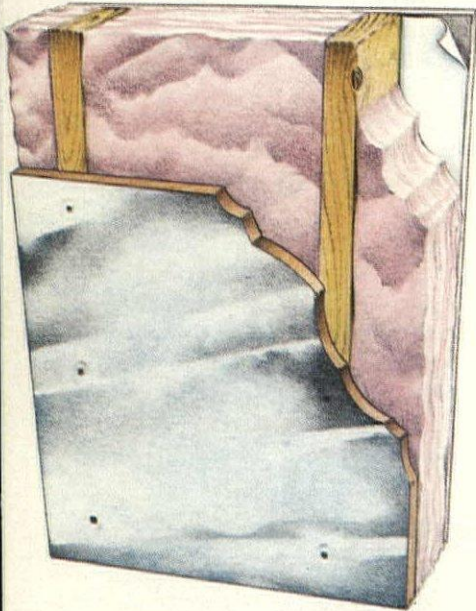
## Fact 3.

### You can get an R-19 wall using 2"x 4" framing.

If you use 3/4" Thermax Sheathing\* in a typical wood frame house with exterior wood siding, 3-5/8" fibrous glass insulation, 1/2" gypsum interior wallboard and a 6 mil polyethylene vapor barrier stapled directly to the interior surface of the wood framing, you will achieve a wall system with a winter design insulation value of R-19. In other words, in this application, 3/4" of Thermax gives you an insulating value equivalent to two extra inches of fibrous glass.

Thermax Sheathing meets model building code requirements in this application when 1/2" Type X gypsum wallboard is used on the interior walls.

\*THERMAX SHEATHING WILL BURN IF EXPOSED TO A FIRE OF SUFFICIENT HEAT AND INTENSITY.



## Facts 4 through 9.

Thermax Sheathing can also be used in masonry wall systems, under roof shingles in cathedral ceilings, as slab and perimeter insulation and in cavity walls. It is lightweight. Easy to cut. Can be installed quickly by one man. Thermax has FHA acceptance. And it complies with all three major model building codes: BOCA, SBCC, ICBO.

Contact your Celotex representative for additional information.

**These are the facts.  
If we said any more, we'd just be  
adding to the noise.**

**Celotex**

BUILDING PRODUCTS

The Celotex Corporation, Tampa, Florida 33622

a **JIM WALTER** company



# Banker's new plan to lift Regulation Q

He offers California as test site, says proposal would avert housing slump

California should be a testing ground to see whether lifting ceilings on deposit rates would avert disintermediation and another housing slump, according to the president of San Francisco's Wells Fargo Bank.

Richard P. Cooley is proposing that the Federal Reserve promptly take steps to suspend deposit-rate ceilings and the differential between banks and S&Ls in California. Such a move would require Congressional approval.

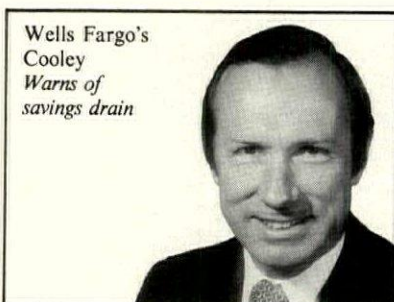
"Just as the Fed and Congress allowed the NOW account (interest-on-checking-account) experiment in New England, I propose that the financial industry regulators petition Congress to allow us to conduct an interest-rate experiment in California," he said. "I would like to see Regulation Q and other ceilings on consumer-savings interest rates suspended in our state, as a test project, to see if this move would give financial institutions the flexibility they need to fight disintermediation."

Cooley said the experiment—which would apply to banks, savings and loan associations, and other thrift institutions—should be limited to new accounts.

**California banks' role.** Why California? Because the state's commercial banks do more real estate financing than banks elsewhere and use more of their consumer savings to do it.

Nationally, Cooley explains, commercial banks make about 14% of the country's mortgage loans. In Califor-

nia, banks are more consumer-oriented because of statewide branching; they make about 19% of all mortgage loans in the state and have half of their consumer savings invested in mortgages.



Cooley has a second proposal. He urges that the Fed and other regulators immediately raise interest ceilings on new consumer time deposits, nationwide, by 1% or 2%. This move would not require congressional approval. He believes this would help the homebuilding industry to keep some of the momentum of this upswing in the housing cycle. Otherwise, he says: "I very much fear that we will once again have disintermediation, plunging the housing industry into another severe slide—its eighth since World War II."

**Warning.** In the last feast-or-famine cycle in homebuilding and home financing, housing was slow to respond even after savings inflows to financial institutions picked up, Cooley points out.

"There is a real possibility that the

manner in which the financial pipeline to housing is turned on and off may be throwing the entire homebuilding industry out of kilter," he added.

During the credit crunch of 1966, about 1,600 California builders went out of business and the impact in 1974-75 was "at least as severe," said Cooley. "Ultimately, homebuyers bear the costs of creating and destroying these firms over and over again as the same dreary cycle is repeated every time disintermediation occurs."

He said his proposals for raising interest-rate ceilings "might help to alleviate, if not avert altogether, the next downturn in the housing cycle."

**Free-market plea.** Cooley thinks the consequences to the housing industry have probably been worse under Regulation Q and other interest-rate ceilings than if savings rates were allowed to compete with other market rates. Without the present ceilings, mortgage interest rates could rise, but not as much as when mortgage money is scarce; and there would be a steady source of funds for housing, according to Wells Fargo. Cooley called for continued experimentation with methods of moving mortgages through secondary markets. West Coast banks and S&Ls are leading the field in testing the marketability of mortgage-backed bonds and participations in pools of conventional mortgages, he said.

—JENNESS KEENE

McGraw-Hill World News,  
San Francisco

## Wood Bros. Homes buys Raldon

Wood Bros. Homes, a Denver-based homebuilder with operations throughout the Southwest, has acquired Raldon Corp., which claims to be the second largest residential builder in Dallas.

William H. Tucker of Denver, president of Wood Bros., and George B. Tannous, president of Raldon, emphasized in a joint announcement that the Dallas firm will retain its corporate identity and executive personnel while becoming an operating division of Wood Bros.

**Into the top 10.** Terms were not

disclosed. Tucker and Tannous, however, said Raldon projects gross revenues of \$30 million on sales of 600 single-family houses in 1978. The addition of Raldon will increase Wood Bros. volume in 1978 to a projected record 3,500 homes, placing the company well within the ranks of the top 10 builders.

Tannous said Wood Bros., a wholly-owned subsidiary of City Investing Co. of New York, will strengthen the Dallas company's financial position. Tucker said the acquisition provides Wood Bros. "with another key market

in the Sunbelt."

**Their markets.** Raldon builds at 10 Dallas sites. Its houses sell from the \$30,000s to the \$70,000s.

Wood Bros., 25-year veteran builder and leader among Denver-based homebuilders, is a volume builder of single-family homes and townhomes throughout the Southwest. It has extensive operations in the Denver area as well as in Fort Collins and Loveland, Colo., and in Cheyenne, Wyo. It has division offices in Phoenix, for Phoenix and Tucson; Albuquerque, for Albuquerque and El Paso; and in Houston.



# Connor Has its OWN FORESTS - 275,000 Acres

**FROM THE FOREST ►►► TO YOU!**



Connor's 275,000 Acres of Timberland  
Gives You ON-TIME Shipment  
of Your Kitchen Cabinets and Vanities

**If You Want A Dependable Source  
of Kitchen Cabinets - Ask For Connor!**



**CONNOR**  
**FOREST INDUSTRIES**  
WAUSAU, WISCONSIN 54401



*Buy the Line That's Easy to Resell*



## Mt. Vernon Cabinets by



### FEATURES:

- ALL WOOD CONSTRUCTION
- FOUR WEEK SHIP CYCLE
- FIVE FACTORY WAREHOUSES
- NATIONAL MARKET COVERAGE
- QUALITY CONSTRUCTION - LONG LIFE - NO CALLBACKS
- NO DIRECT SALES
- INVENTORY AIDS
- TRAINING PROGRAMS
- ADVERTISING AIDS





# A short course in who has it— and who hasn't.

All "zero clearance" fireplaces have the obvious advantages. But do they provide the ones you have to live with? Only MARCO'S new DF-36B has them all:

\* **Installation AFTER complete rough framing.** No tabs to prevent header from touching top edge of face trim, thus eliminating the cost of pickup work after installation.

**Five-position positive seal damper** to minimize heat loss.

\* **Built-in smoke shelf** to prevent downdraft.

\* **Low profile, tapered sides** so installer can offset from a corner to an outside chase **below** the plate line.

\* **Built-in nailing flanges** for positive leveling, securing to framing, and for making fireplace even with finished drywall.

**Gas knock-out plug** on both sides for easy gas line installation.

**Minimum height** from floor to top of cap of .13' so fireplace won't smoke, even at a low stack height using an 8" diameter flue.

**Full refractory-lined firebox in simulated brick** for longer life and the look of masonry.

**Metal facing** which can be covered by installing surround to side walls and top edge of screen.

**Heat-circulating design,** measurably 50% more efficient than noncirculating types.

**One-piece unitized pipe** for simple installation between standard 16" centered ceiling joints without cutting or heading.

\*Exclusive with Marco



**MARCO**  
The Difference is Inside

MARCO MFG., INC. 2520 Industry Way, Lynwood, CA 90262 (213) 564-3201

MM 793-1/78



# Insulation: How good are products?

The Federal Trade Commission is using its legal power to require manufacturers, distributors, retailers and rehab contractors to tell consumers precisely how effective their home insulating material is.

The FTC is proposing trade rules that will require the disclosure in labels and in advertising of R-value data for any thermal insulation material, including an explanation of the meaning of R-value; the coverage and thickness required; and details when a claim is made of competitive advantages or of energy savings to be achieved.

Contractors insulating an existing house must, under the proposed FTC rules, provide the customer such information in writing before installing insulation. After finishing the work, they must provide a certificate specifying what was actually installed.

**Builder exemptions.** Samuel A. Simon, the FTC official in charge of the rule-making procedure, says the rules will not apply to new-home builders specifically, except that the insulation installed in a new house will have to be properly labeled.

The builder will not be required to certify the installation installed, as a retrofitting contractor will be required to do if the rules are adopted.

According to Sheldon Cady, of the National Mineral Wool Assn., indus-

try reaction to FTC's proposals had not been formulated by the end of November. But a voluntary certification of R-values was adopted more than a year ago by all the manufacturers of batt and blanket-type insulation under a program worked out with the National Association of Home Builders' Research Foundation.

The FTC schedule calls for written comment on the proposed rules by January 23, with public hearings set for February 13. Arthur Johnson, of the NAHB Research Foundation, says he expects some of the provisions of the proposed rules to be dropped, but that the rules will be "in the long haul to everybody's benefit."

**Enforcement.** The new FTC rules are expected to become fully effective by October 1978, according to Simon.

In the meantime, the manufacturers of insulation, along with major distributors and wholesalers, have been notified by the FTC that they are being examined under the FTC's authority to bring charges of unfair trade practices for suspect labeling or advertising claims.

The FTC has won cases against companies selling steel siding for housing for making false energy-saving claims, and these successful prosecutions have been brought to the attention of producers and sellers of insulation materials. —D.L.

## Insulation can be a burning issue

Carpenter Richard Sanford dealt with the energy issue head on.

"I insulated to the hilt," Sanford says. "My house was just about airtight."

That, it turns out, is too tight.

On a cool autumn evening Sanford left a wood fire in the fireplace of his three-bedroom ranch in Monticello, Iowa, to heat the house while his family slept.

Such a measure was certain to save furnace fuel, but it also risked losing

lives.

The fire consumed almost all oxygen in the house. The furnace, starved for air, malfunctioned and spread carbon monoxide fumes throughout the residence. The family barely escaped.

Sanford has since installed a vent in his fireplace and another on his furnace.

Iowa fire officials are warning the state's residents that, as they tighten up their homes for the winter, they too are running risks. —T.A.

## THE CITIES

# Integration lag explained in new study

Strong opposition of whites to integrated neighborhoods and a reluctance of blacks to be the first to enter all-white areas are principal reasons for the slow integration of neighborhoods in the Detroit area, a University of Michigan study has disclosed.

"Once a few blacks enter a largely white area, it becomes defined as a neighborhood undergoing transition," said Reynolds Farley, associate director of the Population Study Center at the university in Ann Arbor. "Many whites feel uncomfortable and sell their homes while many of the blacks who desire to enter mixed areas move in.

"Blacks tend to see as most desirable those locations that are open to them, whereas whites see areas open to blacks as undesirable."

Farley's findings came in a study made by the center of 1,134 households in Wayne, Oakland and Macomb Counties last year. Of those, 734 were white and the rest were black. A summary of the study has just been distributed by the Associated Press.

Sixty-two percent of the blacks said they would prefer to live in a neighborhood that was half-black, half-white so they could learn to get along with whites, Farley said. The least attractive to blacks, the survey said, were all-

white neighborhoods.

But 72% of the whites indicated they would be "uncomfortable" in a half-black neighborhood, the survey said.

"We may not be moving any more toward a separate society than a decade ago, but we are not moving away from it very rapidly either," Farley said.

Detroit's black population has risen from 44% in 1970 to 55% while total population within the city has fallen by 200,000 to 1.3 million. Suburban population is nearly 3 million, with the black population holding steady at 4%.



# THERMA TRU®

## R 15.15\*



**INSULATED** • An R factor of 15.15 provides today's desired energy saving features. A system that seals tight, eliminates drafts and heat loss.

**SECURE** • The strength of steel provides greater security.

**MAINTENANCE-FREE** • Proven to eliminate warping, splitting and problems common to wood doors.

**BEAUTIFUL** • Raised panel and deeply embossed styles to blend with every type of architecture.

**VALUE** • An exceptional system that costs no more than an average entry system.

For more information write to:

**LAKE SHORE INDUSTRIES**

2806 N. Reynolds Rd.  
Toledo, Ohio 43615  
(419) 537-1931

\*"R" factors of 15.15 are present in flush doors and doors with raised panels. Embossed doors have an "R" factor of 14.1 and doors utilizing glass door lights have a slightly lower "R" factor depending on the size of the glass used.

"See us at booth #2702  
at the NAHB Show"

Circle 25 on reader service card



**KING'S BERRY HOMES**



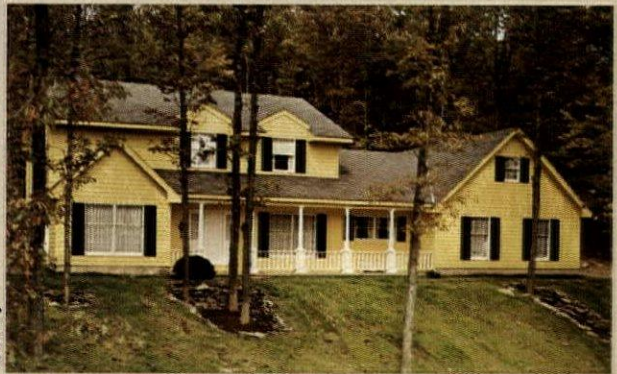


# Kingsberry Homes are what they are because of who we are.

We're Boise Cascade's Manufactured Housing Division/Eastern Operations, a leading producer of architecturally designed pre-engineered homes. We're a company whose credo is "Progress in housing through research and development." And, by following that credo, we've earned a national reputation as both pioneer and innovator in manufactured housing. We've also seen Boise

Cascade's Kingsberry Homes operations grow over the decades from one plant at Fort Payne, Alabama, to five other plants located in Oklahoma, Iowa, Pennsylvania, Virginia and Alabama, with headquarter offices in Atlanta, Georgia. And we've expanded our distribution from an eight-state area of the Southeast to our current network of hundreds of independent builders covering 40 states east of the Rockies. Since 1946, when the first Kingsberry Home was manufactured, more than 125,000 have been sold. And, because of who we are and the way we believe in doing things, every one of them has incorporated one very important advantage: manufactured excellence. Kingsberry Homes are available in a wide variety of sizes and styles, designed under the strict supervision of architects and engineers and manufactured under conditions of rigid quality control. In addition, a high degree of automation enables every part of every Kingsberry Home to fit exactly the way it should. The result of our manufacturing know-how, awareness of vital considerations like energy efficiency, concern with design and living trends and constant searching for an even better way to do things is today's Kingsberry Home. The kind of home that earns the respect of builders, the admiration of buyers and the recognition of editors of national publications. It is also the kind of home you ought to learn more about. You can, by mailing the coupon.

Quincy



Tahoe II



**Boise Cascade  
Manufactured Housing Division  
Eastern Operations**

Richard Mildner, Director of Marketing  
Kingsberry Homes  
Dept. H-01, Perimeter Park, Atlanta, Georgia 30341  
(404) 455-6161

Name \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_

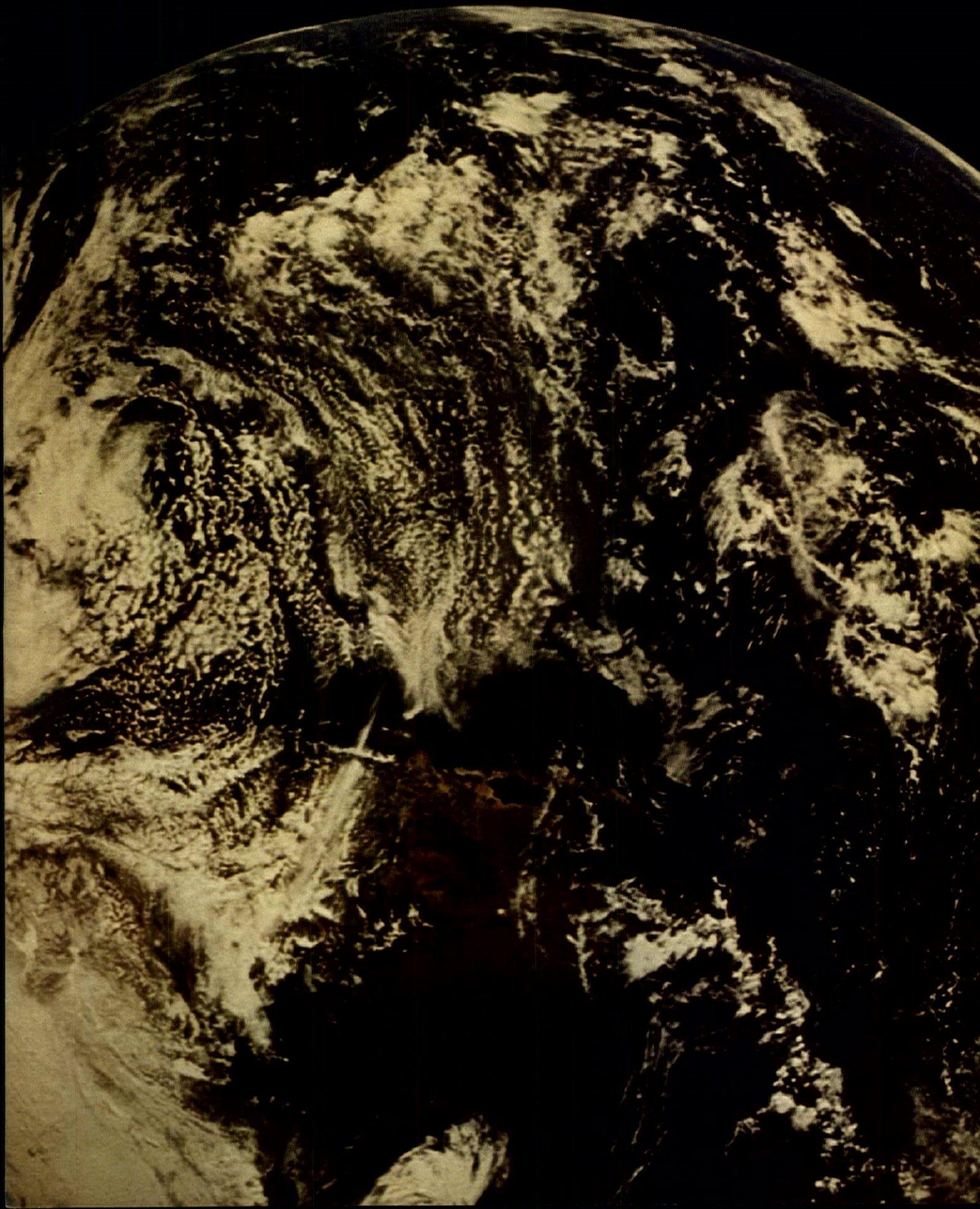
City \_\_\_\_\_ State \_\_\_\_\_

Zip \_\_\_\_\_ Phone \_\_\_\_\_

Lots ready to build on:  
 None,  1-10,  11-25,  26-50  
 Units built in past year:  
 None,  1-10,  11-25,  26-50  Single Fam.  Multi-Fam.  Vac.



A.D. 1978—Announcing the ultimate in laminate design.





# Gulf Oil puts Reston on the block

The Gulf Oil Corporation's holdings in the new town of Reston, Va.—more than \$100 million worth—have been put on the block.

Officially, the company says it is pulling out of the commercial real estate development business to concentrate on energy-related ventures. But Gulf has never been entirely comfortable in real estate, except with that needed by the company internally. Its returns on the Reston investment and two properties in Florida have never been up to expectations.

Fairfax County's tax assessor values Gulf's holdings in Reston at \$103 million. Included are 3,600 undeveloped acres, 1,000 apartment units and commercial space at three village shopping centers and a meeting center-hotel complex.

**An all-in-one sale.** Gulf's subsidiary, Gulf Reston Inc. (GRI), is to be sold lock, stock and barrel. It will not divide the holdings and it expects the buyers to retain the present management team intact, says James Todd, the GRI president. Todd would not state Gulf's asking price, but he confirmed the appointment of Coldwell Banker Management Co., Los Angeles, and A.E. LePage Ltd., Toronto, as exclusive agents.

Also for sale by Gulf are 2,000 apartment units on 150 acres in Fort Pierce, Fla., and 400 undeveloped acres in Orlando, Fla., near Disney World.

Todd says a buyer could take either Florida property separately or along with Reston.

**Reasons for setback.** Todd will not say how well Reston performed as an investment for Gulf. The company acquired its Reston holdings 10 years ago from the original developer, Robert E. Simon, who had run out of money.

Simon had carved the new town out of a forest 25 miles from Washington, D.C., and five miles from Dulles International airport. It now has a population of about 29,000—some 6,000 short of its goal for this year.

The development schedule slipped for three basic reasons:

- A sewer moratorium and a new countywide planning scheme essentially halted development for an 18-month period of anticipated growth. GRI chal-

lenged the plans successfully in the courts but lost valuable time in the process.

- The politically-potent Reston Home Owners Association has taken to challenging many high-density development plans and even some commercial ventures sought by GRI. It has delayed or blocked some growth plans.

- Reston residents, except for those on commuter buses, have never been permitted to use the federally-built four-lane highway to Dulles that cuts the town into two chunks of about equal size, joined only by a single bridge over the airport access road.

**Goal: 68,000 residents.** Todd and GRI's present management still have high hopes for completing Reston as a residential and employment center with a population of 68,000 in 23,000 housing units by the late 1980s. A fourth village center—this one with a Sausalito motif—is on the drawing boards and a start in the next two years is anticipated.

So far, 10,400 dwelling units have been completed and 1,400 are under construction. Of those now completed and occupied, 16% are single-family detached, 3% are patio (a cluster arrangement with units joined at

patios or garages), 35% are townhouses, 43% low-rise apartments and 3% high-rise.


**Faster building.** Development has quickened. From 1965 until 1970, building ran at a rate of 1,500 units a year. This rate doubled to 3,000 from 1970 until the present, and GRI planners expect to average 3,300 units a year until development is completed.

Reston has attracted an affluent, highly-educated citizenry. The median family income is \$27,000 and the average adult citizen attended school for 16.1 years. There is employment for 7,000 people in the town.

A disappointment to Reston developers has been the performance of the village shopping centers. The first, Lake Anne, with 60,000 sq. ft. of commercial space, has come to symbolize the whole Reston development, but it has empty storefronts.

The largest centers, Hunters Woods with 109,000 sq. ft. and Tall Oaks with 68,000, are doing better, but they too are underutilized. And 14,000 sq. ft. of commercial space at the Reston International Center is currently rented but suffers from lack of traffic.

—BILL HICKMAN  
McGraw-Hill World News,  
Washington



## Gulf Oil taking over Bob Simon's Reston and moving in with its own management

Gulf Oil will take at least 80% of Reston's equity, and it will name a new president to replace urban pioneer Robert E. Simon. But Simon will retain some influence over his new town (left) as board chairman. Simon, Vice President William L. Henry of Gulf and Vice President Gordon Emerson of the John Hancock Insurance Co. have agreed verbally on a plan to restructure Reston, Va., Inc. In return for financial backing, Gulf will take an active management role. Informed persons predict the deal will be closed this month, though Henry says: "Shaking hands is only 50% of any deal."

**Some reluctance.** Simon and Gulf's executives approach this new phase of Reston's development with mixed feelings. Simon has a deep emotional attachment to the new town he created in Virginia's suburbs ("He thinks of Reston as a son," an associate says). So he bristled when questioned about how much control he is surrendering to Gulf. Yet he needs Gulf's cash, or he may well be forced to stop most development next year. Gulf's stop most development next year. Gulf's more, Simon knows that access to Gulf's tremendous capital (1966 profit of \$504.7 million on sales of \$3.7 billion, assets of \$5.8 billion) will put Reston in solid financial shape.

Gulf had not expected to take an active role at Reston, according to Henry. "I can't say we are enchanted or disillusioned by our increasing involvement," he told *HOUSE & HOME*. "It just grew like Topsy." Two years ago, Gulf subordinated its \$15-million mortgage to a new \$20-million loan from John Hancock. Now

Here is Reston's 1967 sales estimate:	325
New apartment units occupied	175
Residential lots sold	235
New townhouses occupied	735
<b>Total</b>	

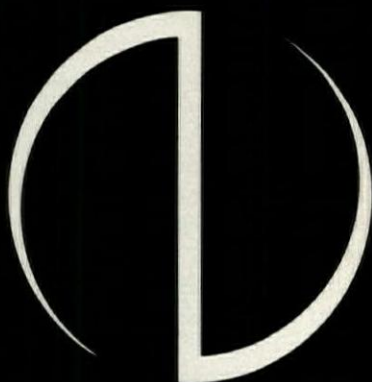
**The troubled past.** The Gulf deal will put an end to Simon's financial troubles at Reston. ("A man of lesser vision would have abandoned Reston," says one of his staff.) In 1962 a \$6-million loan fell through (HAH, June '66). In 1964—five days before Simon would have stopped building—Gulf lent \$15 million in return for first mortgages on all undeveloped land, plus an option (never exercised) to buy 40% of Reston's stock and the town's 40 gas-station sites. In 1966 John Hancock took title to 6,348 raw acres in a \$20-million lease-hold deal. Simon buys back the land at appreciated prices.

But all that money wasn't enough, so Simon sought more. Last year General Electric decided against buying out Gulf. That deal was never discussed with Gulf. Then two months ago Simon sat down with Gulf and agreed to sell the only things he had left at Reston—future profits and some present control. —FRANK LALLI

**New towns: Columbia, Md., and Valencia, Calif. open strong.** Without fanfare or much advertising Columbia has been drawing 1,000 visitors a day, and Valencia is doing nearly as well. At Columbia—the 11,000-acre project between Baltimore and Washington (H, June '66)—100 houses have been since July. Builder James Ryan of Pittsburgh (formerly of Ryan Homes) sold 70 of the sales with houses priced to \$45,000. These Ryan H

Gulf's takeover of Reston was biggest news in *HOUSE & HOME* in September 1967.





T H E  
INTERNATIONAL  
COLLECTION  
ORIGINATED BY FORMICA

**Series I—Woodgrains.** Beginning with twelve internationally acclaimed woodgrain reproductions Formica introduces the International Collection. The highest state of the art in laminate design. Designed by Formica expressly for the American market.

Aesthetically superior to any decorative laminate ever produced—flawlessly executed to the most critical detail. And Series I—Woodgrains is only the beginning.

The International Collection. Originated by Formica. To complement the fullest realizations of design.

The International Collection. Incomparable.

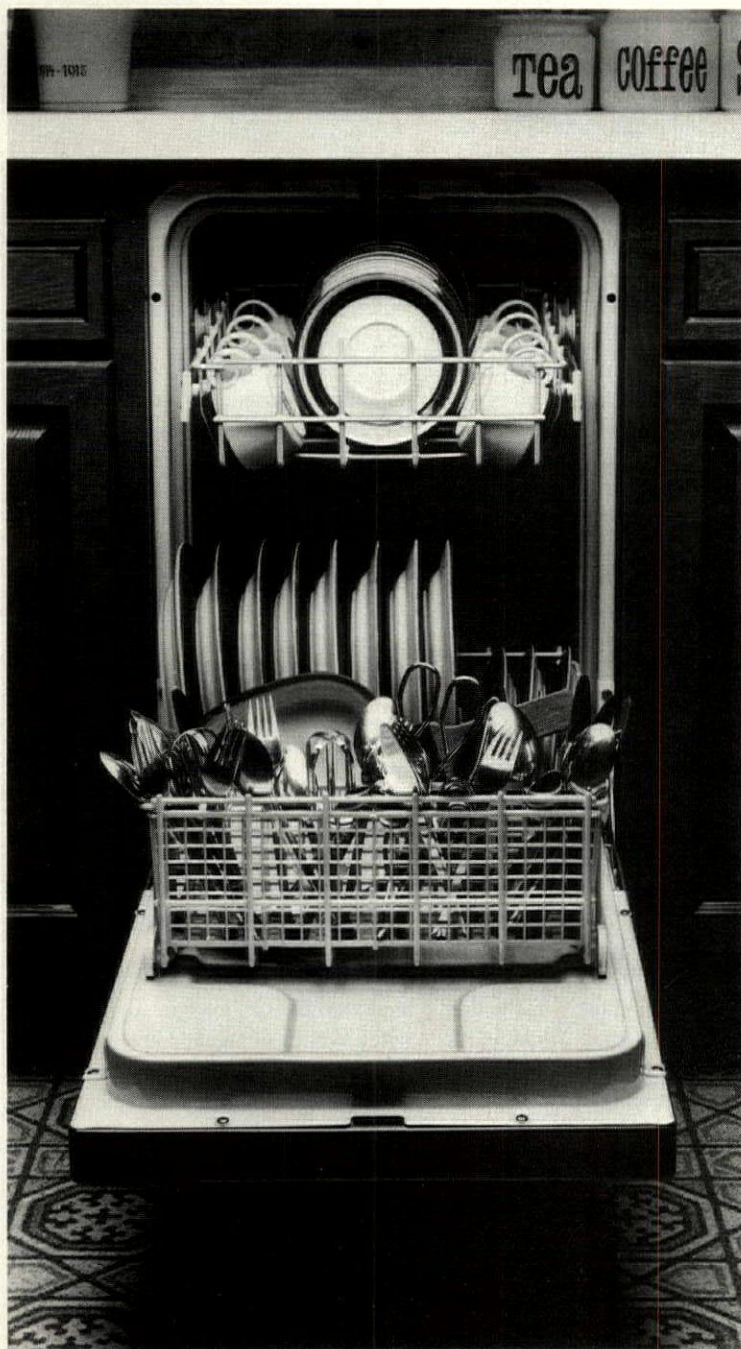
Samples awaiting your immediate inspection.





# You can put a Kenmore in just 18 inches.

## The Space Saver. The service-for-eight dishwasher that fits in six inches less.



The Space Saver has been designed to help you take advantage of today's space conscious homes. It gives great performance—in up to 25% less room than conventional models!

The Space Saver features sound insulation, forced air drying, soft food disposer, our energy conserving Power Miser and a prospect pleasing choice of colors.

And you can select either our deluxe model with six cycles including pots and pans, or our standard four cycle unit.

### **Kenmore. Our name helps you sell.**

Kenmore appliances are the ones your customers know and trust. Kenmore quality, Sears service, value and dependability. Why not let the Kenmore Space Saver help you make the most out of the least space?

**Kenmore. Solid as** **Sears**

©Sears, Roebuck and Co., 1978

**Sears** Contract Sales

H 1/78 DW

- Send brochure    Have Contract Sales Specialist call  
 Send address of nearest Contract Sales Office

Name \_\_\_\_\_

Position \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_ Phone \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

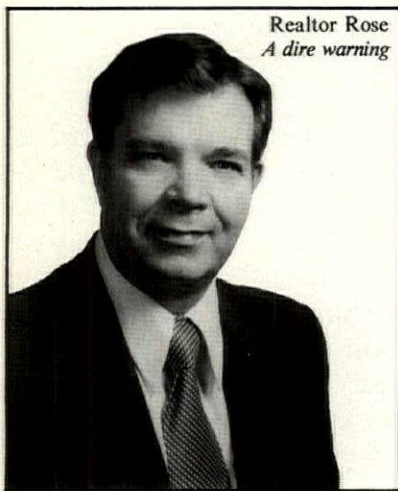
Sears Contract Sales  
Dept. 733G, Sears, Roebuck and Co.  
Sears Tower, Chicago, Illinois 60684



# Slow-grow plan loses in Riverside, Cal.

The latest southern California county to get in on the building boom, Riverside, has deflated a growth-control plan by the narrow margin of 17,411 to 16,678. The vote in November was a victory for the builders and developers of the county and the city of Riverside.

The initiative (Proposition B) was intended to control tract-housing developments to protect the city's agri-



Realtor Rose  
A dire warning

cultural areas from developers' bulldozers. It was strongly opposed by business and by real estate and construction interests. They raised \$80,000 to defeat it. Supporters were able to bring in only \$6,000.

**Proposal in detail.** Proposition B ran a long 13 sections, but, basically, it was set up to do two things:

- Define goals and standards to be met before construction of two or more units (multi as well as single-family) could take place in large sections of the city's Arlington Heights, Arlington La Sierra and Canyon Crest areas. The standards include schools, police, fire, sewers, parks and water service minimums.

- Create a new agricultural zone within these areas, with minimum lot sizes of 2 acres and 4.75 acres.

The measure was qualified for the ballot by the signatures of 12,000 of the city's 162,000 residents. Backers included Riversiders for Reasonable Growth, while major opponents were Responsible Individuals for Homeownership in a Thriving Society, mainly developers and real estate interests, and Taxpayers Against Proposition B.

**Speedy growth.** Riverside's saga is

the same old southern California story: subdivisions springing up in what was range land and citrus grove. New-housing activity rose from 1,889 units in 1971 (614 single-family) to 2,369 in 1976 (1,525 single-family). At the same time, population went from 140,000 to 162,000.

Some growth has been generated by easier commuting because of completion of the Riverside, Pomona and Orange Freeways, but much is due to migration of first-time buyers trekking in from Orange County to find houses they can afford.

Riverside is one of the few remaining southern California areas producing moderately-priced housing in substantial numbers. In the four-county area of Riverside, San Bernardino, Los Angeles and Orange, only 34% of all new housing lists under \$60,000. In Riverside, the figure is 77%.

**Opposing views.** Pro and anti-initiative groups disagreed on how the measure would have affected residential development.

Ron Rose, president of the Riverside Board of Realtors, believed it would have completely stopped growth. Robert Buster, heading Riversiders for Reasonable Growth, conceded it would have halted nearly all growth for awhile, but he says that "if everybody exercised a little good will the more urbanized areas of the city could be open for development again within a

matter of months."

However, a report by the Construction Industry Research Board (supported by a grant from the Construction Industry Advancement Fund of Southern California) concluded that, from 1978 through 1980, an estimated 5,180 new housing units would be needed and that about 4,870 would have been jeopardized by the initiative.

And, the report points out, opportunity for housing demands cannot be met outside the city, since growth control or limited moratoria already are in effect in Corona, Norco and West San Bernardino county.

—BARBARA LAMB

Mc-Graw-Hill World News,  
Los Angeles

## \$700 million in motels

Holiday Inns said it will spend that much to add 35,000 rooms to its motel chain in the next five years.

Michael D. Rose, president of the company's hospitality group, told of the plans at the parent's headquarters in Memphis.

Since the 1974-5 recession, Holiday Inns has closed 42 of its company-operated motels and added only 17. Its franchised inns have grown only slightly, to 1,726 from 1,688, in the same period.

## How the builders won at the polls

Two months before the election, the Riverside—San Bernardino chapter of Building Industry Association of California mobilized to beat the slow-growth moratorium.

It hired a professional campaign manager. It got the Construction Industry Research Board to gather data on the economic impact the initiative would have on the city.

It prepared a master outline for the campaign, listing all political activity necessary to win. Visual aids, bumper stickers, placards and signs were developed. Ads were placed in newspapers and on the radio, and each registered voter got two phone calls and two mailings opposing the initiative.

Finally, volunteer workers were ob-

tained through labor unions and subcontractors. Their job: make a face-to-face call on each registered voter and tabulate where he stood. The key targets were the voters that would vote "no."

According to the BIA, the election was won by the margin of five "no" votes in each of the 153 precincts.

Says builder James C. Cashman, president of the Homestead Co., who also heads the local BIA chapter:

"This election presented a classic contest between the environmentalists and the citizens of a community and it does show that it is possible to beat the environmentalists by a vote of the people with a properly organized campaign.

—B.L.



# The Affordable Solar-Assisted Homes. You'd expect it from National.

From this day forward, you can be the builder in your market that people turn to for the answer to soaring energy costs.

You can be the builder of the Affordable *Solar-Assisted Homes*—the energy saving homes that can cut costs of space and water heating and cooling up to 60%\* a year. Every year.

The Affordable *Solar-Assisted Homes* will be sales leaders in 1978—and far into the future, because they answer a vital need, and because they are priced well within reach of every homebuyer.

They feature a unique system which includes: Revere Sun Pride™ Water Heating System; GE Weathertron® Heat Pump with Climatuff™ Compressor; STYROFOAM TG Insulation Sheathing from The Dow Chemical Company; National Homes' exclusive Thermo-Shield Insulation System. Names that people know and respect—and energy-saving features that people today are looking for.

The Affordable *Solar-Assisted Homes* will be

backed by one of the most powerful builder-support programs ever created. And you can be a part of it. For the full story, mail the coupon, or call (317) 447-3232.

**Backed by one of the most powerful advertising programs in history.**



MORE FAMILIES LIVE IN NATIONAL HOMES THAN ANY OTHER HOMES IN THE WORLD.



**NATIONAL HOMES MANUFACTURING COMPANY**

P.O. Box 680 • Lafayette, Indiana 47902

YES! I want to know more about your Affordable *Solar-Assisted Homes*. Have the Man from National get in touch with me.

ATTN: Marketing Division

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_

Phone \_\_\_\_\_

I have \_\_\_\_\_ lots. My typical selling price is \$ \_\_\_\_\_

Circle 37 on reader service card

\*Based on an October, 1977 independent study of 42 cities using ASHRAE calculations comparing an 1187 sq. ft. house on a crawlspace built to the Minimum Program Standard using electric heating and cooling.





## 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. Many are listed in the Yellow Pages.

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

GE has the Micro-Thermometer™ Control on all Microwave Cooking Center models, the feature which gives the versatility to cook by temperature and shut off the oven when food has been cooked to the desired serving temperature.

**Over 25 years of consistent service to builders.**



**GENERAL**  **ELECTRIC**



## Toledo builder loses bias case

A builder's bid to construct housing for the poor in the affluent white neighborhoods of Toledo, Ohio, has been balked by the U.S. Supreme Court.

Joseph Skilken & Co. had convinced the U. S. District Court for the Northern District of Ohio that the turndown of its development proposal by Toledo officials and the City Plan Commission was racially motivated in violation of the 1968 Fair Housing Act. But the U. S. Court of Appeals in Cincinnati reversed that ruling. The Supreme Court has just refused to review the appellate decision.\*

**Bias charge.** Three sites were involved. Toledo refused to plat two of them and to plat and rezone the third, in order to accommodate low-income housing.

That action perpetuated existing racial housing segregation, the builder insisted, and was so radically different from the usual approach to requests to build new housing that it could have no motivation but to keep blacks out of white neighborhoods.

The appellate judges found there was no reason to suspect bias in the rezoning refusal, and that it would be better to try to work out a compromise

\*Skilken vs. Toledo, No. 77-443.

in the other two areas than let the dispute be solved by litigation. One suggestion: scattered site development.

**'Innocent people.'** The appellate court ruled that, regardless of any final solution, the interest of property owners surrounding the sites had to be taken into consideration. Said the court:

### Apartments win way into plush N.Y. area

A New York State Supreme Court justice has apparently paved the way for builders of multifamily housing to enter the exclusive northern section of Westchester County.

The ruling (December 8) by Justice Robert J. Trainor ends—pending appeal—a three-year court case between the town of New Castle and Mitchell Berenson, a Westchester apartment builder. The Trainor decision directs New Castle to submit plans—within six months—for 3,500 multifamily units to be built during the next ten years.

New Castle, with a population of 17,000, consists of single-family homes in the \$80,000-\$100,000 range on one or two-acre plots. It is one of several

"Innocent people who labored hard all their lives and saved their money to purchase homes in nice residential neighborhoods would be faced with a total change in their neighborhoods, with the values of their properties slashed.

—DAN MOSKOWITZ  
McGraw-Hill World News,  
Washington

northern Westchester communities which are not zoned for apartments outside their central business districts.

In striking down the New Castle ordinance prohibiting construction of multifamily units, Justice Trainor termed it "unconstitutional" and "exclusionary." He also pointed out a similarity between the New Castle ordinance and those still in effect in the surrounding suburban communities of Pound Ridge, Bedford Falls, North Salem, Lewisboro, Mount Pleasant and Somers.

Local officials say that the New Castle apartments will be non-subsidized units for middle-income families.

N.Y. State Supreme Court 04239-73.

## LABOR

## New drive to unionize builders' crews

Building trades unions are launching a rare membership drive and political campaign to oppose the spreading open-shop trend in homebuilding and settle scores in Washington with congressmen who defeated the site-picketing bill.

The drive got under way at the convention of the Building and Construction Trades Department of the A.F.L.-C.I.O. held last month in Los Angeles.

The trades department's president, Robert A. Georgine, called on the delegates to "begin a coordinated effort to organize the unorganized. The moment is now here for us to meet the open-shop threat head on."

Open shops have spread in recent years as union wages and building costs soared.

**Politics.** The department also wants to go after congressmen, most of them Democrats, who, the unions feel, have betrayed them. "We are going to acti-

vate ourselves politically to such a point that we defeat those people in Congress who accepted the support of the building trades and then turned against us," said Georgine. A representative of the department said he was not prepared to name the congressmen against whom the union plans to unite but "the names will be given to our people during the campaign."

Congress recently defeated the site-picketing bill. It would have allowed one union to close a construction site where members of another union were working. The defeat was a surprise to organized labor and a psychological



Labor's Georgine 'We'll activate ourselves'





Vanity Cabinets available in matching design

## Plantation Ash

BEAUTIFUL PANELED DOORS OF REAL ASH WOODS.  
EXCELLENT DESIGN. HAAS CRAFTSMANSHIP.

**HAAS**  
HAAS CABINET CO., INC.  
625 West Utica Street  
Sellersburg, Indiana 47172  
Telephone (812) 246-4431





# Where there's title insurance, there's a Ticor Title Insurer.

Nobody covers America with title insurance better than the Ticor Title Insurers.

We're in every state where there is title insurance.

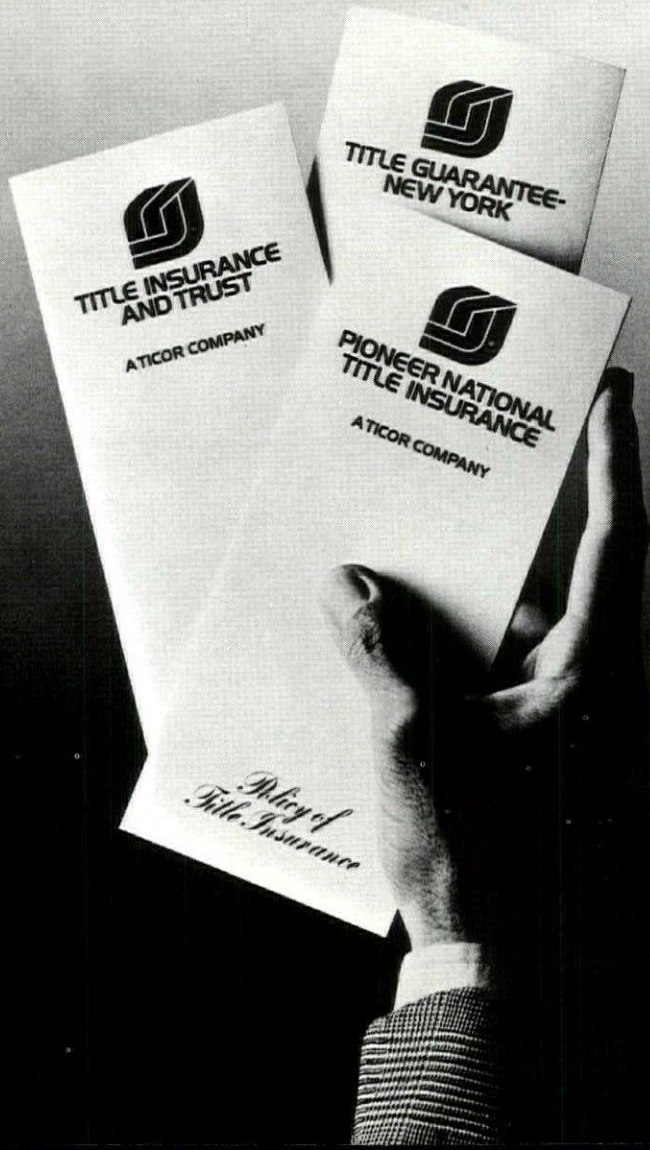
Together, we deal with just about every kind of real estate law and regulation you could possibly name.

We work closely on a daily basis with realtors, lenders, attorneys, builders, developers, corporations, franchisers, buyers and sellers.

Together, we write more title insurance every week than most companies write in a month.

Give us a call. We're probably right down the block.

*Pioneer National Title Insurance issues title policies in 49 states. Title Insurance and Trust does business in California, Nevada and Hawaii. Title Guarantee operates in New York.*





# THE INNOVATORS IN FASTENERS

# SPOTNAILS



## THE INNOVATORS ARE AT IT AGAIN!

In recent years, SPOTNAILS, the pioneer in pneumatically driven fasteners, has introduced the Spot Cartridge—the large load coil of pins and brads, the lightweight but rugged MNS Round Head Nailer, and power driven corrugated fasteners.

Now, SPOTNAILS presents the new HL Series of pneumatic tools. The HL family includes a heavy duty stapler, a bradder/pinner, a corrugated tool, and a wide crown stapler. Each is unique...compact, yet powerful. *HIGH* in performance, speed and

reliability, but *LOW* in noise, weight and air consumption.

Wherever quality fastening equipment is required—in construction, factory built housing, furniture and woodworking, packaging—SPOTNAILS offers a full line of nails, staples, brads, pins, corrugated fasteners and carton closing staples, plus modern power tools to drive these fasteners more efficiently.

What will we think of next? Something to make your fastening job easier.

What should you think of the next time you need fastening equipment? SPOTNAILS, the innovators.

For further information, write:

**SPOTNAILS<sup>®</sup>, INC.**

Subsidiary of Swingline, Inc.  
1100 Hicks Road  
Rolling Meadows, Ill. 60008



victory for open-shop homebuilders.

**'No loyalty.'** Recalling the common situs issue, against which 88 Democrats voted in the House, Georgine said: "We have helped elect a lot of people who have absolutely no loyalty to us."

The unions have adopted conciliatory strategies to make them more competitive in the labor market. They have agreed to curtailment of wage increases, changes in work rules and a ban on strikes over jurisdictional disputes.

They already have demonstrated their determination to honor these objectives. New York City's brick-

layers have just accepted a \$1-an-hour pay cut in their contract effective next June. And wage increases that were averaging 6% at the end of 1977 were down from those running 12% in 1970.

**Organizing drive.** But it was generally confirmed at the trades department's convention that organization is a primary goal and a necessary move to offset the open shop's increasing acceptance.

Delegates put forth a request, which must be approved by the unions, to increase union dues three cents a month to finance a new department to fight the open shop and unionize

building trades crews. The funds will amount to only about \$600,000 a year, but if other international unions also agree to devote money to this same effort, as they have pledged, the fund could take in as much as \$10 million a year.

Unions are also working to speed up representation elections on construction sites, where work frequently is finished before union elections can be held. Congress is currently considering legislation that would require faster elections.

—MARVIN PETAL AND FATIMA SHAIK  
McGraw-Hill World News,  
Los Angeles and New York City

## CONVENTIONS

# Realtors hail their best sales year

Some 15,000 people trooped into Miami Beach for the 70th National Association of Realtors Convention (November 10-17) and proceeded to celebrate their best year ever for used-home sales.

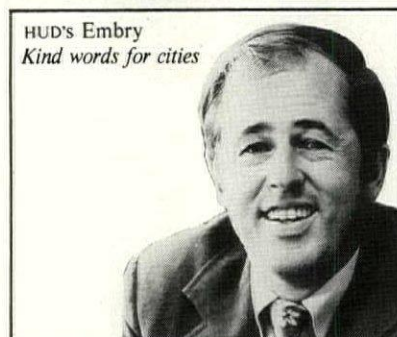
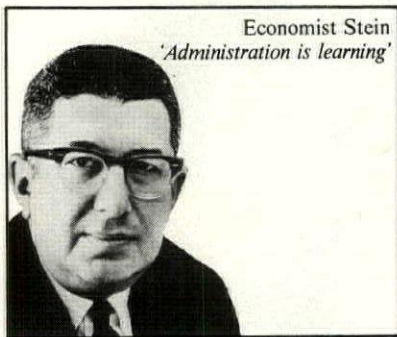
The Realtors' economists estimated that 1977 would show sales of nearly 3.9 million used homes worth \$1.85 billion, up 17% or 900,000 homes over 1976. Dollar volume was expected to be nearly \$59 billion over 1976.

**New houses.** The Realtors also heard that sales of new homes jumped to 891,000 in September on a seasonally adjusted annual basis—a 7.1% gain over August's rate. The September total represents a whopping 24.8% increase over September '76 sales. Following the Miami convention, NAR economists predicted that 1977 new home sales would readily surpass the record of 718,000 set in 1972.

In December, the realtors received more good news. NAR's economists announced that the January-October sales total of 3,054,000 single-family homes had surpassed the total of 3,002,000 homes sold during the entire 12 months of 1976.

Herb Stein, the adviser to presidents, was one of several economists and lenders to enhance the Realtors' good cheer. He offered a generally rosy economic forecast for 1978. He then placed tongue slightly in cheek and awarded the Carter administration one passing grade. Said Stein:

"We've become somewhat accustomed to [Presidential press secretary] Jody Powell correcting something the President said an hour ago or something Secretary [of the Treasury] Blumenthal said yesterday.



"I see this as a positive sign that the learning process is at work. This administration is learning that the ideas with which they came in—whether Georgia populism or Lyndon Johnson leftovers—that these ideas don't work anymore. They're learning that people don't want more program-

ming. They simply want to be left alone."

**Cool audience.** Conspicuous by her absence at last year's NAHB convention in Dallas, HUD Secretary Patricia Roberts Harris entered the Realtors' lair this time. In a speech before a packed house, she touted her programs—urban revitalization and easier access to suburban housing for the poor and racial minorities. Like past HUD heads—such as Robert Weaver and George Romney—Mrs. Harris was received politely but unenthusiastically by her prosperous audience. She drew light, scattered applause only twice during the principal portion of her talk.

Late in her speech, however, Mrs. Harris complimented the NAR for the clarity of its new booklet, *The Realtor's Neighborhood Revitalization Program*. She called it "one of the best guides to neighborhood revitalization that I have seen," and added:

"I intend to see that the handbooks developed by HUD are as lucid, direct and easy to understand."

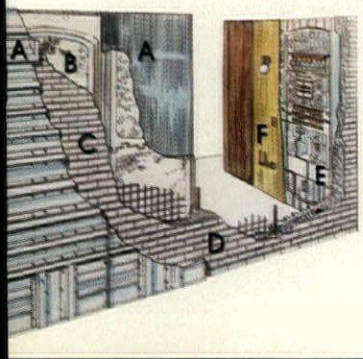
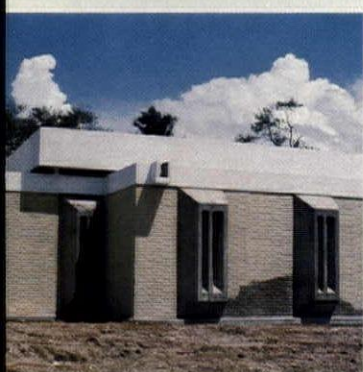
That remark drew a rousing ovation.

**Embry's entry.** Robert C. Embry, a rising star at HUD, also appeared. He told the Realtors that he was optimistic about the future of American cities in view of the return of the young, professional middle class to urban centers.

—TOM ALLEN  
in Miami



(right) Beautiful, deep-sculpt textured brick pattern. (Top to bottom) • Could be a motel, nursing home or dormitory. • Easy-to-handle pre-man forms. • An apartment complex in Jamaica. • A bank? An office? No ... it's a retirement center. • A schematic of the exciting monocast insulation system.



## Which of these Monocast® benefits do you need For Control & Profitability

- |                            |                           |
|----------------------------|---------------------------|
| 1 Pleasing Design          | 5 Reduced Energy Overhead |
| 2 Lower Construction Costs | 6 Fire-Safe Structure     |
| 3 Faster Cycle Time        | 7 Quake/Storm Resistance  |
| 4 Lower Maintenance Outlay | 8 Reduced Insurance Rates |

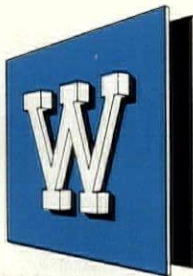
Western Forms introduces techniques utilizing a proven construction system that can yield insulated masonry structures that offer these 8 major benefits. They apply to light construction of medical, nursing or shopping centers, warehouses, low-rise offices or apartments; single, duplex or condo housing ... and can compete in highly competitive public, low-cost housing developments.

Western's Monocast System is a totally new concept in insulating poured-in-place concrete. **It features a 4" molded polystyrene liner cast and integrated into a concrete wall.** An insulation factor of R=11 to R=21 can be achieved.

The unique, exclusive liner consolidates the crafts. Cavities accept electrical components and circuitry and plumbing lines.

The complete story of Western Forms Monocast® system is beginning to unfold. Let Western Forms tell **you** about it. Write or call for more information today.

# Western



# Forms, Inc.

### This Insulated Monocast Schematic Shows:

A Western Aluminum concrete Forms    B Western's Insulating Liners    C Reinforced concrete  
D Smooth or textured brick exterior    E Liner with utility components installed    F Conventional wall finish, paneling, drywall, etc.

6200 Equitable Road  
Kansas City, Mo. 64120

816 241-0477

**The Innovators for Concrete Profits**

Circle 47 on reader service card

housing 1/78 **47**





**WHIRLPOOL**

A BETTER BUILDER-BUY BECAUSE...  
**it's a difference they can see  
and a name they can trust**





Immediate, visual, impact for your prospects, plus a brand name they know and trust — these are the two big reasons more and more builders are installing Whirlpool appliances.

*First*, Whirlpool makes sure you get quality appliances women want: Washers and dryers with solid-state, electronic controls — built-in double ovens with both microwave and continuous-cleaning ovens — smooth top or conventional built-in cook tops — a kitchen clean-up crew with built-in dishwasher, disposer and compactor — Serva-Door refrigerators featuring a door within a door plus in-the-door water and ice dispensers along with popular Textured Steel doors, that help hide fingerprints — even separate built-in ice makers.

*Second*, Whirlpool is telling your prospects all about these quality appliances with over 8½ billion impressions on TV and in national magazines. The payoff occurs in your new homes, where prospects can see and feel the quality they have been exposed to, through national advertising, for a long, long time.



**Whirlpool**  
BUILDER PRODUCTS

Our business depends on understanding your business





1

2

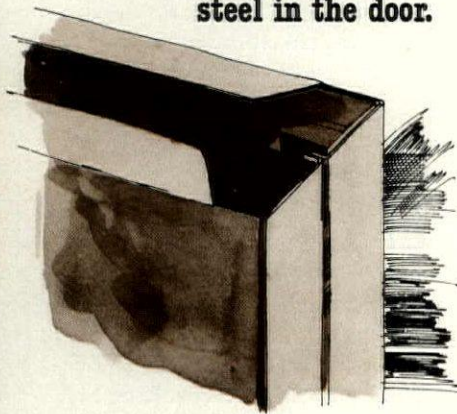
3



# PEASE INTRODUCES A SECURITY SYSTEM THAT WORKS. AND WORKS. AND WORKS.

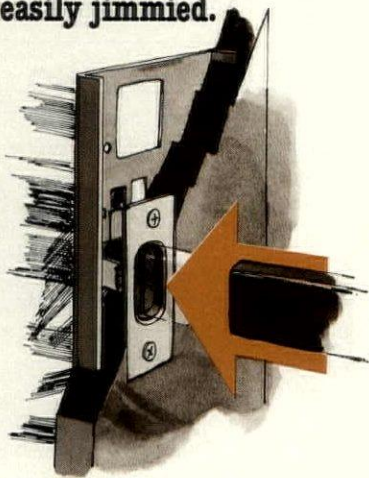
Introducing the Pease Security-3 Door System. It's not just another pretty door with an unusual lock, but a major breakthrough in security technology.

**We started with steel in the door.**



An Ever-Strait door begins with heavy-gauge steel with a super-strength wood perimeter that resists almost any effort to break it down.

**Then built in a security device that can't be easily jimmied.**



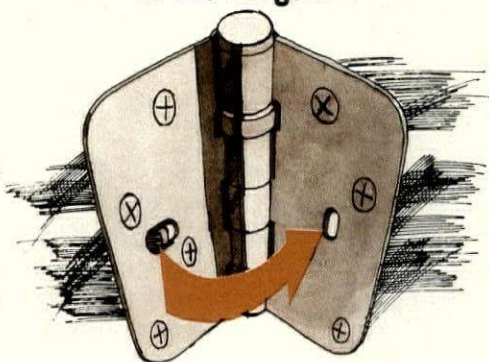
Three deadbolts - top, middle, and bottom of the door. You lock them all with one turn of the knob inside

or the key on the outside. In panic situations, you release them all with one quick turn of the inside doorknob.

**Added rugged steel plates to reinforce your security.**

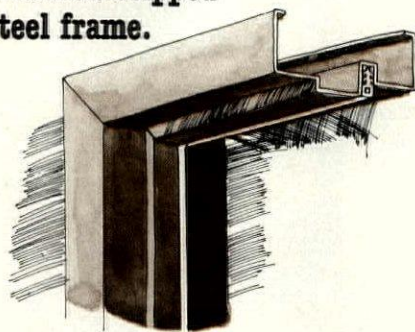
Three rugged steel reinforcing plates in the frame to stymie any probing, prying, or jimmying.

**Now you can lock a door at the hinges.**



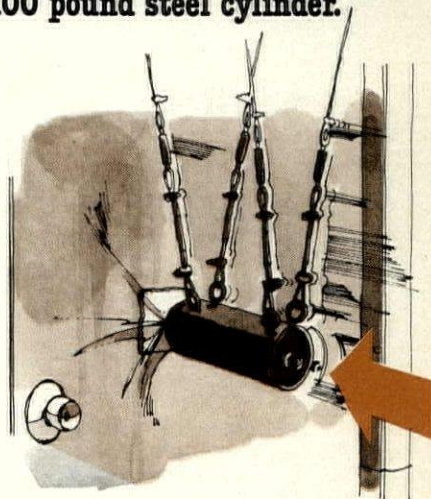
Three self-locking hinges designed so even pulling the pins won't let anyone pull the door out of its frame.

**For heavy duty installations add a magnetically weatherstripped steel frame.**



Optional 1-1/2-hour fire rated steel frame system for the security door to give you a completely armored entranceway.

**Now try breaking in with this 100 pound steel cylinder.**



It's part of our security testing program. Security-3 Door Systems are 4 times stronger in resisting forced entry than our standard steel door system. Acceptable preliminary Government Standards for such testing under the supervision of law enforcement and housing agencies are far below impact tests which Security-3 has already passed.

Whew! There's so much to it, you've got to see it to believe it. See the Security-3 Door System at your friendly Pease Ever-Strait distributor. You'll see why the facts point to Pease.

**SECURITY<sup>3</sup>**

U.S. Patents Pending.

Pease Ever-Strait Door Systems are covered by U.S. Patent Nos. 3,153,817; 3,273,287; 3,238,573; 3,426,479. Others pending. PATENTED in Canada in 1965, 1966 and in the United Kingdom, 1962.

©1977. Pease Company, Ever-Strait Division



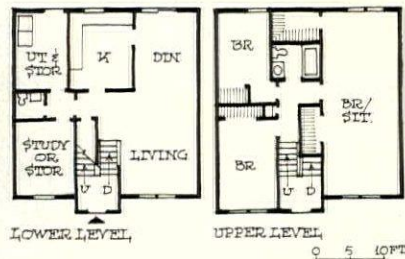
**Pease**  
**Ever-Strait**  
**Door Systems**

Pease Company,  
Ever-Strait Division,  
Fairfield, Ohio 45023

Circle 51 on reader service card

housing 1/78 **51**





**Fast-selling units** are paired in the duplex building shown in the photograph above. Each has 1,600 sq. ft. and features an oversized master bedroom (*plan above*). There's no garage, but the 40' driveway can hold two cars. (Driveway is fenced off in model unit shown.) Almost all buyers chose a downstairs study, an option priced at \$750, rather than a storage room.

In Anne Arundel County, Md.

## Duplexes with room for privacy and for play

They're at Magothy Estates, a project near Annapolis where 105 units have been sold in 15 months.

The room for privacy is a 27'-long master bedroom. It's included in a 1,600-sq.-ft. plan (*see photo and plan above*), and it has helped that model outsell three smaller ones by a 2-to-1 margin.

"You probably wouldn't find a bedroom that big outside of a custom house in this area," says Sales Manager John Vonasek, "and you

certainly wouldn't find any others in our price range (\$41,990 to \$46,490)."

And the room for play? It's ten acres of the 32.7-acre site set aside as open space. What's more, the project includes a 3/4-acre parcel that offers boaters waterfront access. (A community association maintains these common areas at a cost to residents of \$10 a year. Ownership is fee simple.)

Next door to the project there's a ten-acre, county-owned recreation

park, and a public beach is only half a block away.

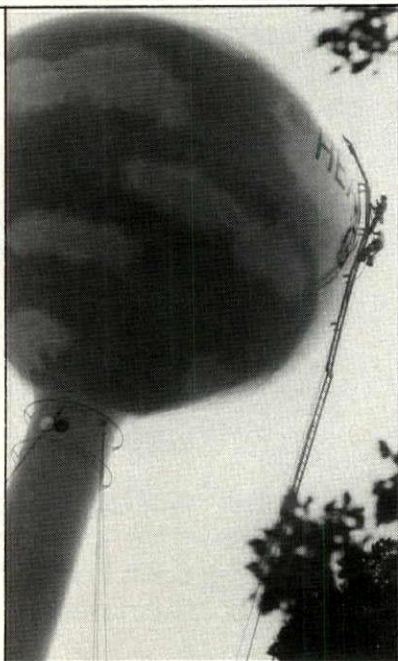
Magothy Estates was built by Conrolley Homes Inc., Severna Park, Md., and its paired units have attracted mostly young, first-time buyers (60% are age 30 or below). Eighty percent previously rented and nearly half have children.

Sales agent for the project is Chas. H. Steffey Inc., a Maryland real estate firm.

—BARBARA BEHRENS GERS

### Paint job turns eyesore into amenity

The eyesore: an unsightly 165-ft. water tank at HeatherRidge, a PUD in Gurnee, Ill. It's been brought into harmony with its wooded surroundings by an unconventional paint job. HeatherRidge Development Co., a subsidiary of Denver-based Environmental Developers Inc., commissioned Hackenberg, Normann & Associates of Chicago to produce a design. The resultant sky-and-clouds motif was executed by Chicago Bridge & Iron Co. painters, who've spruced up several towers in the last eight years.



### MERCHANDISING

A "talking house" featuring the wares of local merchants drew 8,000 people in eight days at Witkin Homes' Carriage Place single-family project in Denver. Professional disc jockeys hired for the event watched prospects on closed-circuit TV and made appropriate comments over pre-wired speakers. A "talking" refrigerator, a piano and stereo equipment were among the items on display. Participation was open to advertisers in a special Sunday supplement promoting the house. (A small fee to cover production costs was also charged.) Thirty-two houses were sold.





Shown in Aegean Mist

From the American-Standard International Group, the Tilche Suite.

# The elegance is European. The quality is pure American-Standard.

American-Standard showcases its exciting new International Group at the NAHB show. Booth #2312.

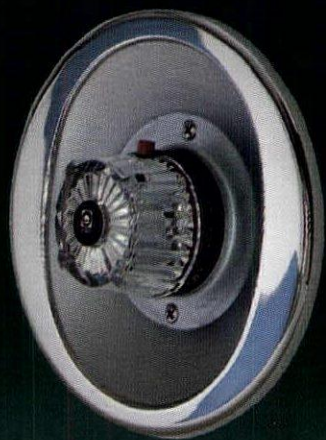
From the group, this innovative Tilche Suite by Paolo Tilche, noted European architect and designer. One look tells you. It's a trend-setter. Pleasing

shapes and lines meet the eye at every angle. And adding to the design possibilities, a choice of nine colors, including two sparkling new ones: Aegean Mist and Bermuda Coral.

**AMERICAN-STANDARD**  
World's leading name in plumbing fixtures and fittings.

This is the shape of the future, but American-Standard offers it now. With all the quality and durability you've come to expect from the leader. See all the International Group in Dallas. Only at American-Standard, the only internationalist in its field.





IDEALMix valve



Marmara lavatory



International Gold fittings

From the American-Standard International Group, a worldly array of choices.

# The elegance is International. The quality is pure American-Standard.

American-Standard stages a grand tour of beautiful things, as well as conveniences and luxuries, for a great American-Standard bath.

There is Marmara, for instance. A gem of a classic, shell-shaped lavatory from Europe, where classics are a tradition. Complementing Marmara's ele-

gance, its Europa fittings in a trim, triangular shape.

Don't miss the intriguing International Gold. It's a select collection in itself of 24-karat gold-plated fittings in a decorator motif. These, from West Germany.

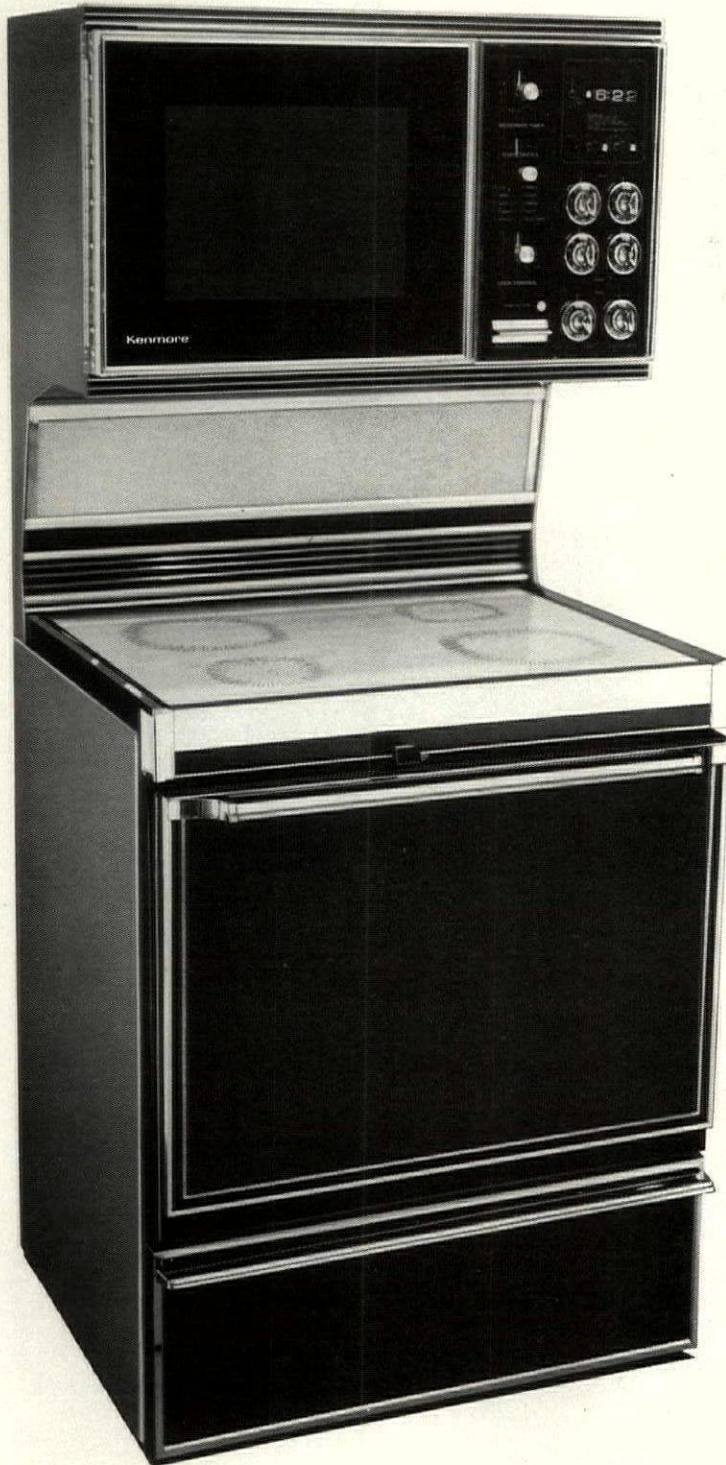
**AMERICAN-STANDARD**  
World's leading name in plumbing fixtures and fittings.

For bathing luxury, the new IDEALMix from West Germany. A temperature-sensitive valve, it keeps water at a pre-selected temperature. See the entire International Group in Dallas. Booth #2312. Only at American-Standard, only internationalist in its field.



There's just one word  
for America's favorite brand  
of gas and electric ranges.

# Kenmore.



## Our name helps you sell.

The single most important appliance you select for your kitchens is the range. So you don't want to choose any brand. You want to be sure that the ranges you pick are the ones that, given the choice, more people would select for themselves. You want Kenmore.

The Kenmore line of ranges covers the entire spectrum—from the latest, most in-demand microwave ovens, to Smooth\*Top® ceramic cooktops; from free-standing to built-in to drop-in models; self-cleaning and continuous cleaning ovens; Visi-Bake, "Cool-Flow" and full black glass oven doors; beautiful colors; and of course a complete choice of gas or electric models.

Whichever Kenmore ranges you choose, you get the added benefits of one of the most extensive service networks in the industry.

And you get the brand that more Americans have in their own homes than any other.

**Kenmore. Solid as Sears**

©Sears, Roebuck and Co. 1978

**Sears** Contract Sales

H 1/78 R

- Send brochure     Have Contract Sales Specialist call  
 Send address of nearest Contract Sales Office

Name \_\_\_\_\_

Position \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_

Sears Contract Sales  
Dept. 733G, Sears, Roebuck and Co.  
Sears Tower, Chicago, Illinois 60684



# In a high-cost market: Basic townhouses at under \$40,000

Townhouses on New York's Staten Island sell anywhere from \$44,000 to \$57,000.

Yet builder/developer Richard Brody has brought in this 186-unit condo project at prices from \$36,990 to \$39,690. That's an average selling price of \$37 a sq. ft., more than three dollars below any competitor.

And Brody's townhomes, called Horizon Village, have moved fast:

- The 64-unit first phase sold out in less than five months.
- Fifty homes in the 64-unit second phase have been sold since June despite price increases of up to \$3,250 a unit.
- And there is a waiting list for the final phase, which opens next March.

"We've offered our market, move-ups in the \$18,000-to-\$20,000 salary range, new homes they can afford," says Brody. "They've been squeezed out of everything else on the island."

Here's how the builder kept prices low and managed a profit.

**He bought bypassed land.** Brody acquired the nine-acre tract for \$468,000 and spent \$70,000 more for landfill to make the parcel buildable. This was necessary because most of the property was wetland, three-to-five feet below the surrounding grade and filled with watercourses, swampgrass and bogs.

"Other builders wouldn't even venture onto the property when they saw all that water," he says.

Six acres, city-owned, were purchased at public auction for a bargain \$273,000. Three adjoining acres were bought privately for \$195,000.

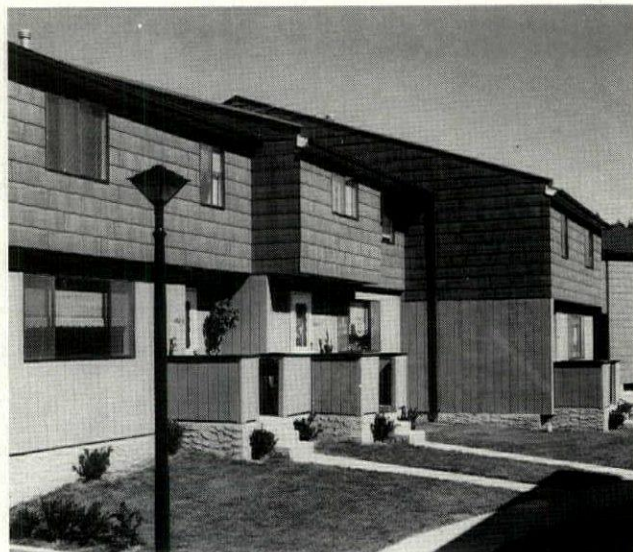
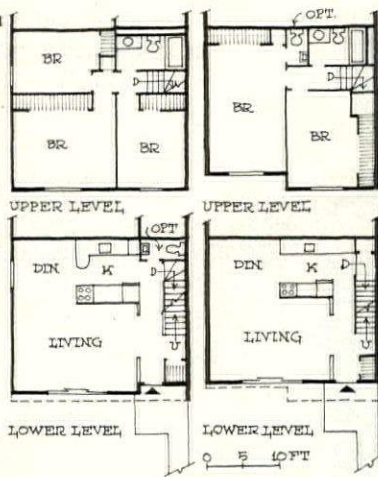
"Buying all nine acres privately would have cost me \$1.2 million," Brody explains.

**He built 21 to the acre.** It's the highest density any builder has tried on Staten Island.

Brody made it palatable by squeezing the units into double-loaded buildings in which the townhouses sit side-

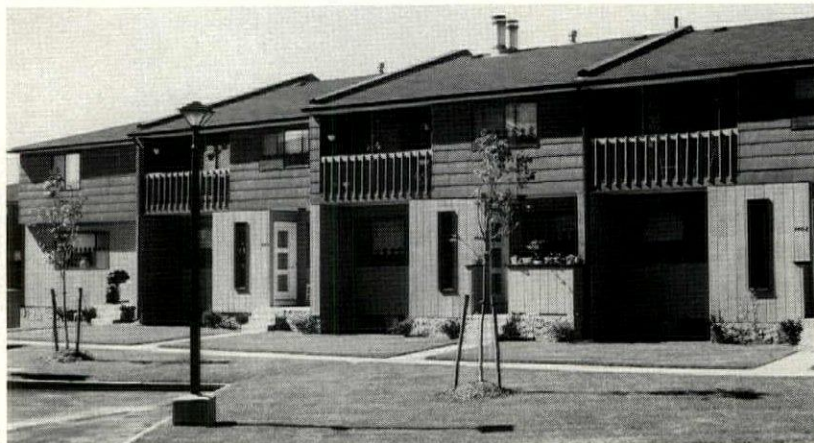
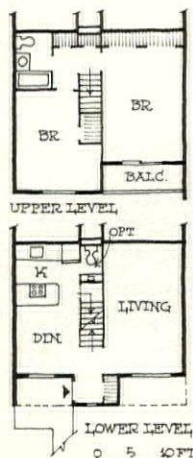


Typical grouping is seen in photo at right. (One side of double-loaded building is shown.) Two-bedroom center unit (941-sq.-ft. plan at far right) is flanked by pair of three-bedroom units (1,023-sq.-ft. plan at right). Larger plan, always open on two sides, sold for \$39,690 in first phase; smaller one, which has three common walls, opened at \$36,990. First-phase buyers also charged monthly homeowners association fee of \$40-to-\$42.



PHOTOS: HARRY KALMUS

Extra amenities such as master-suite balcony, entry foyer, larger kitchen and separate dining room offered in two-bedroom unit shown in photo and plan at right. 940-sq.-ft. layout, attached on three sides, opened sales at \$37,690. Builder raised all prices in second phase up to \$3,250 a unit.





# Specify Jenn-Air.

## The range that's as unique as your kitchen designs.

More and more people are talking about it because they want features like these.

Accessories quickly convert cooktop to an open spit rotisserie or shish kebabber.

Hoodless surface ventilation removes smoke and odor where they start.

Conventional heating elements or ceramic heating elements.

It needs no hood so the overhead space is yours to work with.

Cooktop grill. Drops in place in seconds.

Also has a griddle and deep-fryer available.



Two way oven. Works in the conventional way, or as a convected Power Oven that cooks faster and cooler

with power-driven air. Power Oven cleans itself continuously during use and has accelerated cleaning

cycle for heavy-use build-up. Available in free-standing built-in and drop-in models for complete design flexibility.

See the Yellow Pages, the 1977 Sweets File 11.27/Je, or write Jenn-Air Corporation, 3035 Shadeland, Indianapolis, Indiana 46226

### The Jenn-Air Grill-Range.

✉✉✉ A Magnificent Cooking Instrument

Circle 1 on reader service card



# Use Andersen wherever



Andersen® Perma-Shield® windows and gliding doors were never meant to stay at home. For they have a beautiful, easy to look at, easy to install manner about them that suits almost any building design. And a fuel savings, low maintenance and lasting beauty that suits building owners as well.

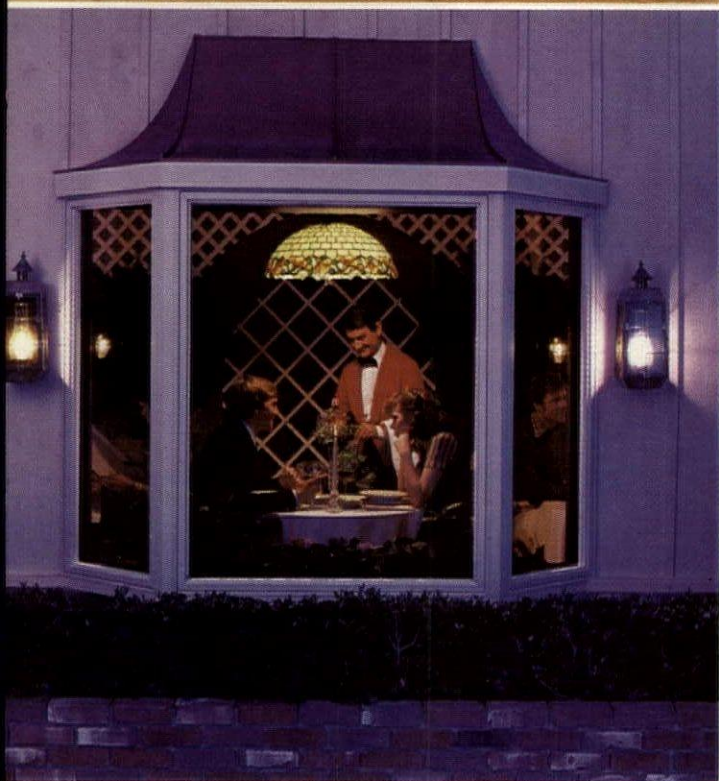
All weather-exposed surfaces of these

Perma-Shield windows and gliding doors, except the sash of the double-hung unit, have the lasting beauty of a low maintenance vinyl sheath over a wood core. And a snug-fitting design two times more weathertight than industry air-infiltration standards.

It's this outstanding weathertightness that makes the use of double-pane insulating glass or



# there's an opening.



optional triple glazing so practical.

Whatever size and style of window or gliding door you need, they're all easy to install. In almost any type of construction.

And most are locally available from stock. So not only do you get the right window for the job. You get it right on schedule.

Talk to your Andersen distributor or dealer

about using Perma-Shield windows and gliding doors wherever there's an opening. Andersen Corporation, Box 12, Bayport, MN 55003.

The beautiful way to save fuel™

**Andersen® Windowalls®**



Terratone earth-tone color is available for Perma-Shield casement and awning windows only. Printing limitations prohibit exact color duplication. Use actual sample for building specifications. 7116 © Copyright 1977 Andersen Corp., Bayport, MN 55003

Circle 59 on reader service card

housing 1/78 **59**





# They'll remember you for a long time.



Patriot Pine



Clarion



Modulus II



Leesport

When the party conversation turns to "who built your home", make that memory a pleasant one with a little extra attention to that most important room . . . the kitchen. That's where the fast, 4 to 5 week production on Quaker Maid's CUSTOM LIMITED GROUP can help keep your reputation shining. Built with all the quality and durability Quaker Maid is noted for, the CUSTOM LIMITED GROUP offers four distinctive door styles with a wide variety of cabinets, storage and decorator features . . . over 560 items in all. Your choice, from Quaker Maid's entire selection of exclusive hardware and beautiful colors and wood-tones, literally puts the finishing touches to memorable kitchens that will have homeowners referring their friends to you. For more information on turning happy memories into profits, contact Bill Follett, V.P. Sales.

the **CUSTOM LIMITED** group by  
**QuakerMaid**

a **TAPPAN** division • Serving the heart of the home  
RT. 61, LEESPORT, PENNSYLVANIA 19533 215-926-3011  
See us at Booth 2127 at NAHB Show



# Here's our plan to help you sell homes.

We've got lighting styles to complement every architectural style.

We have a wide range of lighting styles in every price range to fit any lighting budget.

Decorative lighting, bath cabinets, track and recessed lighting, security systems, light/fan/heater combinations and more... all from one source.

We offer planning and decorating help... free at local Thomas lighting centers.

We have over 2000 distribution points across the country and our own truck fleet to guarantee prompt delivery.

We have a nationally-known name that prospective buyers recognize.

It takes a lot of suppliers to provide all the services you get from Thomas alone. That's why some of the biggest builders in the nation rely on us.

If you'd like to know more about lighting and accessories from Thomas Industries, send for our new Starlight Catalog. Write: Thomas Industries Inc., Dept. AD78, 207 E. Broadway, Louisville, Kentucky 40202.



**We help sell homes.**





to-side and back-to-back (see site plan below). The siting yielded 25% more units than a conventional side-to-side plan, and still left almost 75% of the site open for common area, recreational facilities and parking.

**He saved on development.** Specifically:

- Utility runs are commonly owned. So water and sewer lines are hooked up inside, like a garden apartment project, with each line servicing an entire building instead of a single unit. Savings: an estimated \$200 a unit.

- Roads are private. Brody did not have to meet city specs for 38-ft. streets and 11-ft. sidewalks on each side. By building 30-ft. roads and by minimizing sidewalks, he saved seven dollars a yard.

- Underground power lines were installed cooperatively. Brody got the local utility to put in lines and trans-

formers by granting it an easement across his property. And by doing the trenching and backfilling himself, he avoided hiring a subcontractor.

The builder has spent \$244,000 thus far to develop the site. This includes \$100,000 for water lines and sewer and drainage mains, \$74,000 to hook up to the buildings and \$70,000 for roads.

**He also saved on construction.** Brody is spending \$17 a sq. ft. to build. That contrasts with the \$20 to \$22 for comparable units being built in the area. Here's why.

The builder has fewer exterior walls to erect, since 60% of his homes are open on only one side. That saves 70 cents a foot in fascia, shingles, gutters, leaders and windows.

And because the city building department considers each pair of back-to-back units as a two-family house, Brody can put in one DWV stack

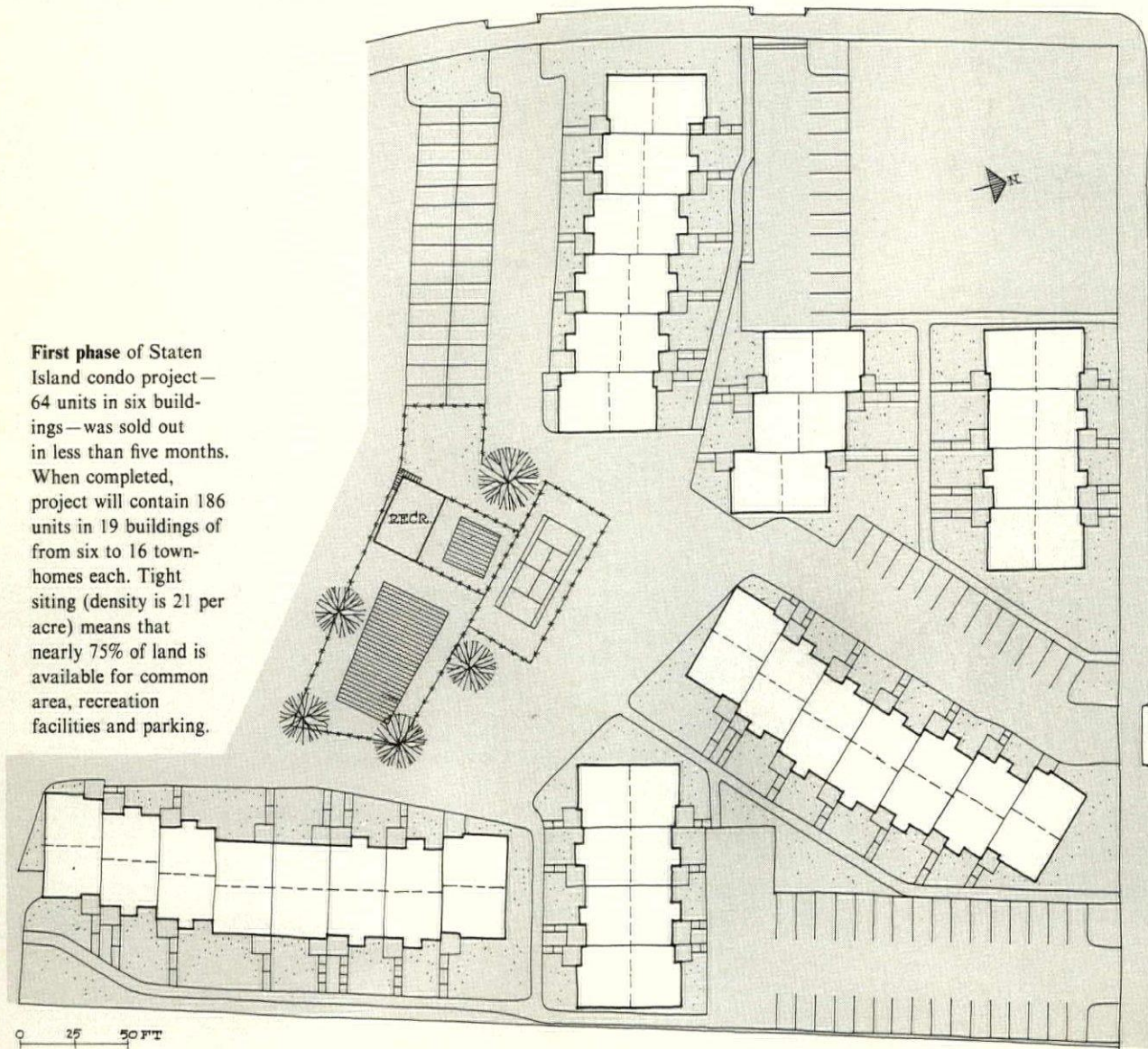
and one riser for every two townhomes. Combined with the project's common water and sewer connections, this saves him roughly \$2,400 in plumbing costs for every two units.

Brody's three two-level plans (sized from 940 to 1,023 sq. ft.) are about 100 sq. ft. smaller than most townhouses on the island. He reduced the size by making the downstairs bath optional, cutting out some master baths and eat-in kitchens, and eliminating all but essential hall space (see floor plans on page 56).


And Brody took care not to cause structural changes. If buyers want the downstairs bath, for example, he puts it in an existing closet.

"I won't change any interior partitions or rip apart the units in any way," he says. "Except for the bath and a fireplace, all my options are cosmetic."  
—JOEL G. CAHN

**First phase** of Staten Island condo project—64 units in six buildings—was sold out in less than five months. When completed, project will contain 186 units in 19 buildings of from six to 16 townhomes each. Tight siting (density is 21 per acre) means that nearly 75% of land is available for common area, recreation facilities and parking.







# It was a great year for people who depend on **RIMCO** windows.

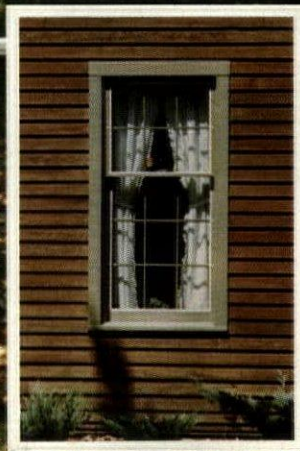
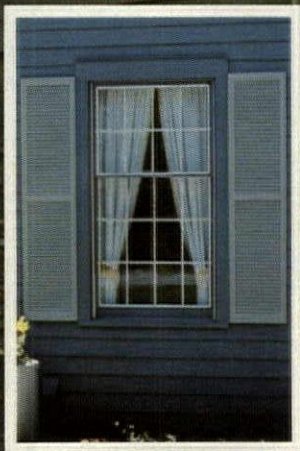
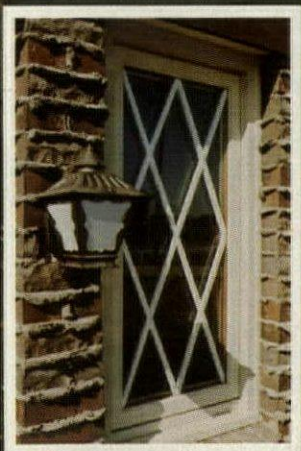
In 1977 RIMCO distributors got good delivery. RIMCO builders and remodelers finished what they started. And RIMCO owners got windows they'll be happy with from now on.

For over 100 years we've been very good in providing a broad line of casements, casement bows, single- and double-hung, sliders and vent windows. And an outstanding line of wood patio doors with 1" double glazing.

But RIMCO doesn't just deliver windows, we deliver value. Tight, time-defying materials and construction. Highly-saleable operating features (like Tilt-out double-hung units), clean design, and the unmatched energy-saving qualities of wood and multiple glazing. All at prices that might make you think the price list was a couple of years out-of-date.

RIMCO is now planning on even better years. Maybe those plans should include you. Send for complete information today — can't wait? Call Ken Geljack. He can tell you what's happening at RIMCO now and what we have in the works to make the years ahead even better. His number is 309/788-6351.

*Circle 63 on reader service card*



Rodman  
Industries, Inc.,  
Rimco Division,  
Box 97,  
Rock Island,  
Illinois 61201





## You'll like what Hotpoint And you'll like a lot of other

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.

### **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





## can 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

Circle 65 on reader service card

housing 1/78 **65**



# Plen-Wood system saves California builder \$450 per home.

D. L. Nelson Corp. was building semi-custom homes at its Marina project in Suisun, near Fairfield, when company designers learned about the Plen-Wood system. With Plen-Wood, the entire underfloor crawlspace is used as an insulated, airtight plenum chamber to distribute warm or cool air through the floor registers.

In the initial homes, a conventional duct system had been used. By switching to Plen-Wood, Jerry Brown, superintendent of construction, reports: "We cut construction costs by \$450 per home."

The D.L. Nelson Corp., has built and sold ten Plen-Wood homes, and 11 more are being built. This is the first phase of construction for the Fairfield/Suisun market. According to Brown, the company plans to build another 32 homes in the area. Will he continue using the Plen-Wood system?

"You bet!"



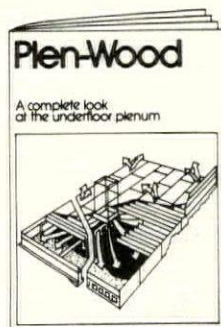
Jerry Brown, construction manager for the D.L. Nelson Corp., at the jobsite in Suisun, Calif. Insulated Plen-Wood system is under construction at right.



Sundown Marina homes range from 1,728 sq. ft. to 2,250 sq. ft. in size and from \$79,900 to \$93,900 in price.

For more information on how you can save money — and energy — with Plen-Wood, send the coupon or write WWPA.

Get details on the Plen-Wood system. Send the coupon or write WWPA. Spend a few minutes now, and you'll save a lot of money later.



Gentlemen:

\_\_\_\_\_ I want technical assistance. Have your representative call.  
\_\_\_\_\_ Send me your free Plen-Wood System Guide.

NAME \_\_\_\_\_

FIRM \_\_\_\_\_ PHONE \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_



**Western Wood Products Association**

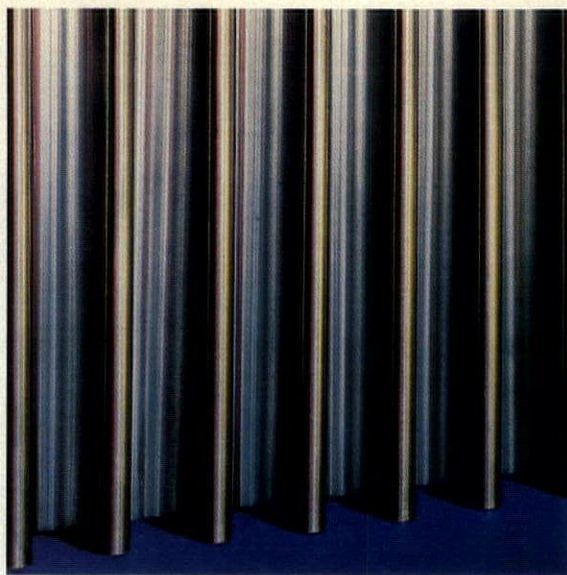
Dept. H-1/78, Yeon Building, Portland, Oregon 97204

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





# WHAT'S BEHIND THE REMARKABLE NEW ENERGY SAVING FIREPLACE?



# THIS.

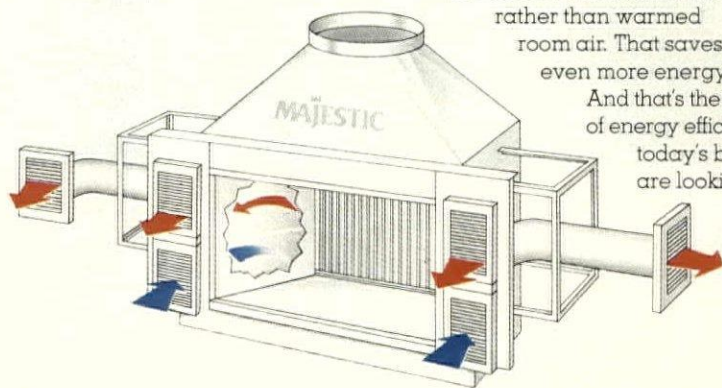
It's the unique convoluted stainless steel heat exchanger—the heart of the Energy Saving Fireplace™. The new fireplace by Majestic that returns 60% more heat to the home than a conventional built-in fireplace.

Here's how it works. Fourteen square feet of stainless steel form the convoluted backwall of the firebox, which is exposed directly to the flames. Room air is drawn in behind the heat exchanger, forced up through the hot folds of stainless steel, and circulated back into the room again—at close to floor level, where it does the most good.

There's more, too. Optional duct kits and fans may be used to heat adjoining rooms—or even the upstairs. And the walls of the firebox and chimney system

are cooled with outside air, rather than warmed room air. That saves even more energy.

And that's the kind of energy efficiency today's buyers are looking for.



The Energy Saving Fireplace™. Let it help you sell your next home, condominium, or remodeling job. Call your Majestic distributor, or write us: The Majestic Company, P.O. Box 800, Huntington, Indiana 46750.

# MAJESTIC®

An American-Standard Company

Saving Energy Through Fireplace Technology





## Four of these new houses just made the other six obsolete.

**Ten test houses helped Owens-Corning prove that efficient design can cut heating and cooling costs as much as 59 percent.**

Ten empty houses stand in a field in Arkansas. They're air-conditioned in summer, and heated in the winter. And they're almost identical, except for the design of their energy conserving systems. And except for the amounts of precious energy they use.

They're part of an Owens-Corning test project to determine the energy savings of a unique type of home. A home specifically designed to be *energy efficient*.

A home with extra space under the roof, behind the walls, and under the floor, to allow for thicker Fiberglas\* insulation. A home with a full com-

plement of energy-saving features.

And, surprisingly, a home that may cost no more to build. Because there may be major construction trade-offs to offset extra costs—like savings on framing lumber and HVAC equipment.

### Testing energy efficiency

Four houses at the Arkansas test site were built with Owens-Corning's unique specifications (special construction plus insulation levels of R-38 ceilings/R-19 walls/R-19 floors). Three others were conventional homes, with intermediate insulation levels (R-19/11/11). The final three were conventional homes built with minimum insulation levels (R-14/11/11).

There were ten houses, without

occupants—to eliminate variables caused by different life-styles.

Their energy consumption was metered for a full year by the Arkansas Power and Light Co. and Owens-Corning Fiberglas.

The results?

The houses built to the toughest specifications used an average of 59 percent less energy than the houses built to the minimum specifications. *Fifty-nine percent!*

Not only that, they used an average of forty-three percent less energy than the houses built to the intermediate specifications—which are about the same as the specifications most builders use.

The houses in Arkansas were manufactured homes—which



minimized variations in construction. But the *principles* Owens-Corning has tested and proved are equally applicable to the houses you build.

### Selling energy efficient homes

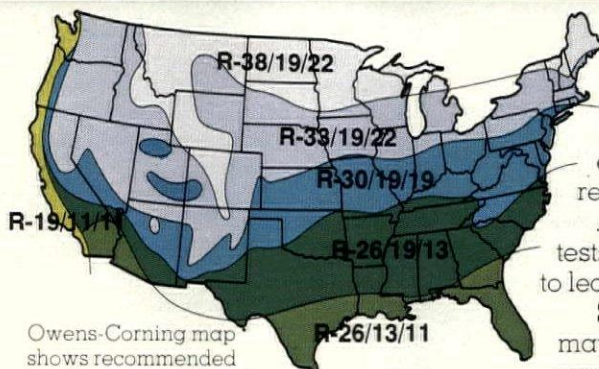
There's no doubt buyers are anxious for homes with reduced fuel costs. A recent survey found 80 percent of home buyers willing to spend \$600 more on their home, even to save \$100 yearly on fuel bills.

And, as the Arkansas test shows, fuel savings in efficiently designed housing can be *dramatic*.

### Setting new standards

Owens-Corning is moving ahead in lots of areas.

We've developed recommenda-



Owens-Corning map shows recommended R-values of insulation for ceilings/walls/floors in different parts of the country.

tions for suggested amounts of insulation (see map). These are guides to *economical* amounts of insulation in different parts of the country, considering climate, energy costs, and other factors.

\*T.M. Reg. O.-C.F. © O.-C.F. Corp. 1978

We've developed new products—like new Fiberglas batts with higher R-values (R-30, R-38)—that make it easier for you to meet those recommendations.

And we've been performing tests like the Arkansas experiment to learn more about insulation.

Some of the recommendations may continue to change, as we expand our knowledge. But what we've learned already is making many of our old ideas obsolete.

To find out more about building energy conserving homes, contact X.D. Meeks, Owens-Corning Fiberglas Corp., Fiberglas Tower, Toledo, Ohio 43659.

OWENS/CORNING  
**FIBERGLAS**  
TRADEMARK ®



### Time for a crisis intervention center?

HOUSING: There's good and bad news about your comprehensive article on insulation [November].

Elaine Hudson did an excellent job in tying up a lot of loose ends. She should get a raise. She writes well and thinks clearly.

The bad news is that the story did not appear earlier. The problem has been festering for more than a year. Now builders and contractors all over the country are scrounging to scrape up enough product to get projects completed; the government is suspecting all kinds of nefarious goings-on and consumers are getting ripped off by less-than-adequate product finding its way to market.



Honick:  
Warning  
center needed

Since the people who tried to alert the industry a year ago were looked on as Jeremiahs, maybe there's a need for a crisis intervention center for the housing industry. It might give early-warning signals on product shortages or be a center with an 800 number that builders and others could call. It might be named the Critical Product Center. It should be created and soon.

JOSEPH HONICK  
Insulation Contractors Assn.  
Encino, Calif.

### Differing on the numbers

HOUSING: I was appalled to read this in "How one apartment builder makes the numbers work":

"Other sources of income are the cleaning and damage deposits. Because there is a fair amount of turnover, these deposits generate a good deal of money. Typically, Konwiser returns only about a third of the cleaning deposit unless the tenants leave their units very clean. Some of this money goes to clean up the apartment, but much is retained as income."

With landlord/tenant regulations becoming a prominent concern nationally to our consumer-oriented legislators, statements such as those above can be misconstrued as general policies of the professional property manager, which could be no further from the truth.

Security deposits and/or damage de-

posits have been the springboard issue in launching landlord/tenant legislation. Using cleaning deposits to increase effective gross income means that residents who have fulfilled their leasing obligations and have a history of being good tenants are being penalized unjustly at the will of the owner to pay overstated costs for minor restoration. In my opinion this provides ammunition to tenant activist groups across the country.

STEVEN A. JANKOWSKI,  
department manager  
Property Management Division  
A. L. Grootemaat & Sons, Inc.  
Milwaukee, Wisc.

HOUSING: I looked at the numbers in "How one apartment builder makes the numbers work" [H&H, Aug.] and would offer these reasons why these numbers *don't* work:

Forget for the moment that the debt service on one apartment is partly an expense item in lieu of the free rent for resident manager, which would increase total expenses 8% to 10%.

Any appraiser or mortgage lender would be laughed out of the business if he failed to allocate part of the income to a reserve for replacement. Such items would include the replacement of the "very significant" laundry equipment's 5-7 year life, roof replacement's 15-20 year life, replacement of ranges' 5-7 year life, refrigerator rentals' 10 year life, exterior painting's 3-5 year life and pool mechanical's 5 year life. It is difficult to withstand deterioration at \$16.85 per square foot construction cost.

RICHARD WYNDHAMSMITH A.S.A.  
The Wyndham Company  
San Juan Capistrano, Calif.

*I agree that theoretically all pro formas usually contain a replacement reserve account. However, this project of 26 units contains little equipment that would justify a replacement reserve. There are three washing machines and three dryers purchased at a total cost of \$1,906, and I believe it completely unreasonable to assume they will all "go out" in 5-7 years. All the parts are replaceable, including the motor and drum, so we have chosen to work these costs into our monthly maintenance cost rather than set up a reserve. The same thinking applies to replacement of kitchen range parts. And the entire project was recently painted by our service man in six working days at a cost of only his wages and the paint. The refrigerators are being sold as the apartments in which they are contained are vacated, so replacement reserves are not applicable.*

*I agree a fund for roof replacement may be required, but all these projects have done so well that it is difficult to imagine that, in 12-15 years, funds sufficient to pay for this cannot be accumulated before the roof will need replacement. . . . The roof does not*

*suddenly need replacing one day, although again, in theory, replacement reserves assume this sudden need for funds.*

*Finally, I do not completely understand Mr. Wyndhamsmith's comment on how debt service is affected by whether the manager's unit is shown as an expense item or deducted from gross income as, of course, the debt service is constant and dependent only on loan amount and interest rate. The debt service of \$32,088 includes, of course, the manager's apartment, along with the rest of the project.*

*I agree there is much current concern regarding the return of tenants' deposits, but I sincerely doubt, no matter how professional a manager may be, that he or his owner has a policy of returning all deposits to all tenants upon vacating an apartment. Every project I have shopped, as well as all of our own, has a policy of collecting a cleaning fee which is returned if the apartment is left neat and clean for the next occupant. In addition, a fee that may be called a security deposit, maintenance fee, processing fee, or whatever, is retained by the owner to cover the administrative cost associated with the turnover of each unit. I believe Mr. Jankowski, myself, and all other people associated with property management would do well to discuss our reasons for retention of these fees so as to educate those who believe there is no justification for this policy, rather than to make believe all monies are returned to all tenants, no matter how badly they may abuse the real and personal property contained within their apartments.*

JOHN KONWISER, president  
The Konwiser Corporation  
Newport Beach, Calif.

### Editorial plus two

HOUSING: Congratulations on your incisive editorial in the October issue. I think you could add two other factors to the problems facing the home industry.

Young people reared in an era of instant gratification are often unwilling to save for several years to establish an initial down payment, and have a reluctance to settle for a "starter" home.

Also, the mobility of America means that a home frequently changes hands. And, in addition to appreciation, at least 6% of non-value is added to it for realtor commissions. I predict that if Realtors don't find a way to lower commissions (such as agreeing to resell the home for the buyer without commission within a three-year period) many more people will sell their own homes as I did about a year ago. Even worse, for Realtors, would be organized alternatives such as co-ops. Realistically, a Realtor has few costs that compare to any other businessman in the American sales or distribution system.

JOHN HOFFMAN, creative director  
The Jay H. Maish Company  
Marion, Ohio





**"GAF® TIMBERLINE® ASPHALT SHINGLES HELPED US SELL OUR ENTIRE 160-UNIT COMPLEX IN JUST 60 DAYS. EVEN BEFORE WE BUILT IT."**

*Jerry Kramer, Builder/Developer  
"The Admiralty," West Bay Shore, New York*



"When we're building a luxury townhouse complex like 'The Admiralty,' it's important that we impress our prospects with a look of quality and elegance even before they set foot inside the model," says Jerry Kramer, and he continues:

"Because the unique design of the buildings shows a lot of roof, our choice of roofing was critical. That's why we used GAF® Timberline® asphalt shingles.

"They cost substantially more than standard grade shingles, but believe me, they're worth it. Their double thickness and random-butt design give our townhouses the rugged beauty our prospects were looking for. And Timberline's subtle wood-like tones blend beautifully with the wood-shake shingles on the sidewalls.

"But our buyers—who are spending \$60,000 to \$85,000 for these homes—want performance as well as looks. And Timberline shingles give them just that. Their heavy-duty asphalt construction assures many years of trouble-free service. They won't rot, split, crack or warp. And they'll stand up to almost any kind of weather.

"I don't think of GAF® Timberline® roofing in terms of the extra cost. I think of it as a solid investment that really paid off."

GAF Corporation  
Building Products, Dept. RS77  
140 West 51 Street  
New York, New York 10020

Please send me more information on Timberline® asphalt shingles.  
 Please have a representative call.

Name \_\_\_\_\_  
Firm \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

**GAF®** **TIMBERLINE®**  
**ASPHALT SHINGLES** H-18

See us at the NAHB Show Booth #2238  
Circle 71 on reader service card



**insulating glass**  
cuts heat loss dramatically.

**vinyl gaskets**  
cradle insulating glass and form leakproof, weathertight seal.

**total-perimeter weatherstripping**  
provides two complete systems for a total weathertight seal:  
...vinyl on the frame.  
An extra tight fit to prevent heat loss.

**Caradco**

wood casement windows are a proven way to give you energy-saving, cost-cutting comfort.

**primed outside**

ready to finish in traditional or contemporary colors for a custom, personalized look making the entire exterior more elegant.

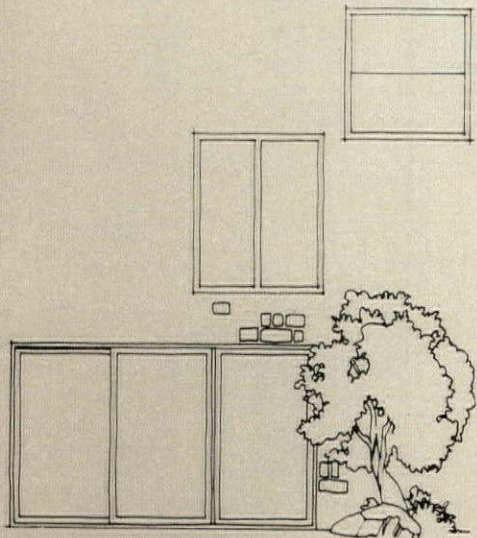
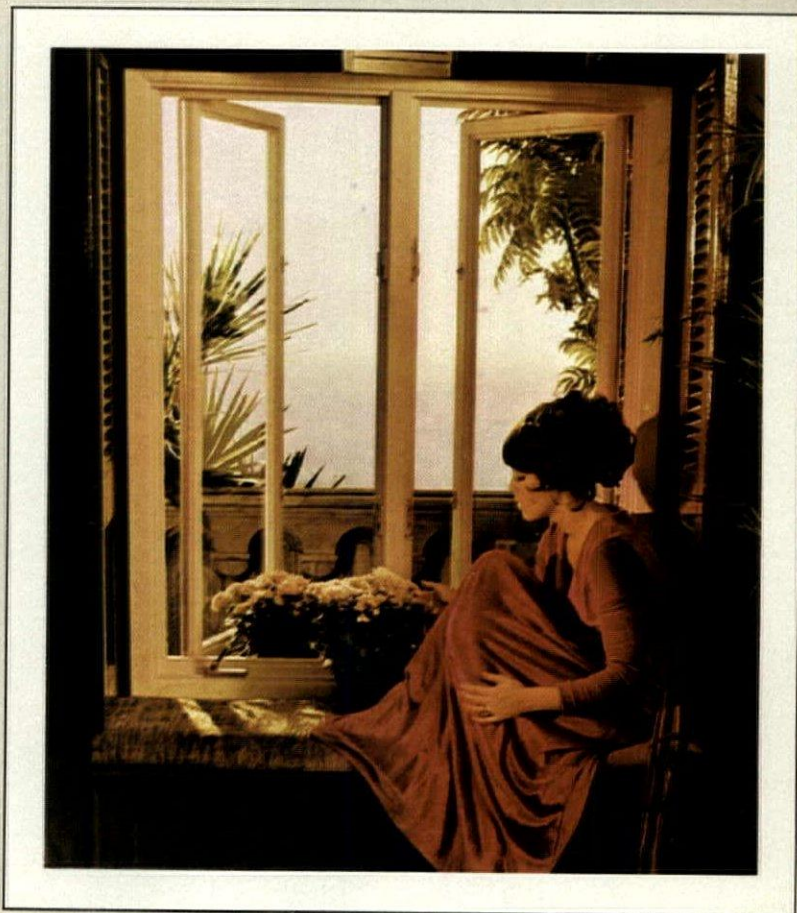
**unfinished inside,**  
to be painted to harmonize with room decor.

**wood's natural warmth**

— nature's best insulator and energy saver.  
warm to the touch and pleasing in appearance.



the smart, efficient  
wood casement window  
from the new **Caradco**.



*Caradco has a smart way to save energy wherever there's an opening. A complete line of double-hungs, casements, slider windows for commercial and residential buildings, including four widths, six heights, picture windows, bows and bays. Plus Caradco patio doors to give the same high-fashion, energy-saving features of Caradco windows, with the added comfort of interlocking weatherstripping and a thermal-barrier sill. Plus added safety, with a heavy-duty bolt security lock standard at no extra cost.*

**Caradco** windows are made of wood—nature's best insulator; they have double weatherstripping for the ultimate weathertight seal around the perimeter of the sash and are glazed with insulating glass (triple glazing optional) to cut heat loss through the glass area dramatically.

**Caradco** windows help you keep warm where it's cold and cool where it's hot. These days, nothing is more important than that kind of efficient energy saving.

Wood insulates hundreds of times better than metal. Caradco's double weatherstripping system—stainless steel on the sash, vinyl on the frame—seals window to far exceed exacting weathertight standards when window is closed and locked. And Caradco's unique triple glazing offers even more energy savings.

Create the window look you want from the total Caradco package, including every popular window style.

Call your Caradco distributor. See how Caradco can be the fashionable and functional answer to your energy-saving window and patio door needs.

# Caradco

**Caradco  
Window and Door Division**

**Scovill**

Rantoul, Illinois 61866  
**Saves energy naturally**

See us at NAHB Show.  
Booth 2236

Circle 73 on reader service card



**You've got  
two great names going for you.  
Yours and Moen's.**



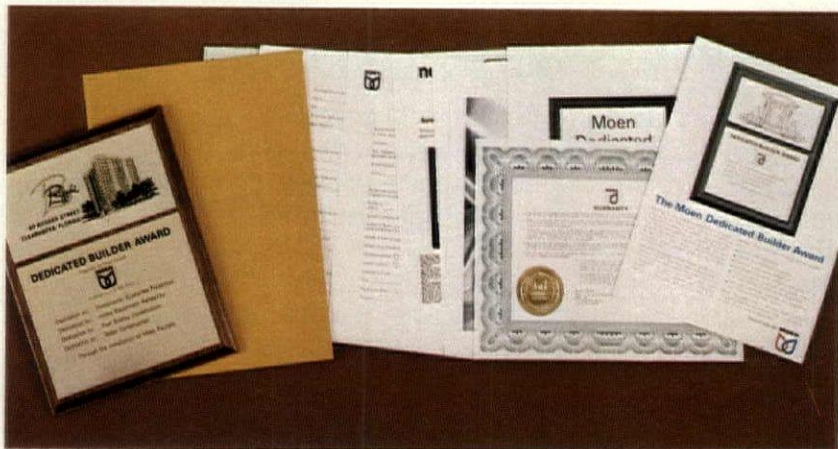


# Look where Moen's going for you in '78!



## Make it a Moen in your model homes.

This is one of the ads in a series of beautiful, consumer-oriented ads designed to make your potential customers "Make it a Moen." And spreading the word that quality builders always "Make it a Moen."



## Look what Moen's saying to your customers.

The Moen Dedicated Builder Program will make it easier than ever to sell your customers on the outstanding quality that goes into your homes. They've already read about it in national magazines, and they'll recognize the Moen name in your model homes.

Ask your Moen Man to help you plan your own local "Make it a Moen" promotion. He'll provide you with all the help and tools you need. Get two great names going for you right away. Yours and Moen's. A Division of Stanadyne, Elyria, Ohio 44035.

Millions of consumers will want to make it a Moen in '78.

You already know Moen is the top brass in the industry. Now when quality is all-important to your customers, we'll be bringing the Moen story home to millions of consumers. Telling the exclusive Moen water-energy savings story and highlighting the fact that Moen gives the easiest maintenance of any faucet on the market. Making it easier to sell the quality of your homes and support your reputation for quality building. And doing it all in the leading consumer magazines.

**"You don't buy a faucet every day. So when you do, make it a Moen."**

There are a lot of things you should consider before you buy a new faucet. Like the way it's put together. Does it have a lot of parts that will cause maintenance problems later? How does it handle? Who makes it—is it a quality product?

That's why I see make it a Moen single-handle faucet.

First off, Moen's one of the best looking faucets on the market. Moen's go for its size—smooth lines—no gimmicks to catch dirt—so it's easy to keep clean.

Next, Moen has a patented cartridge to give you the easiest maintenance. No washers, gaskets, seats or springs to replace which means no leaks, no drips. If you ever have to replace the cartridge, you can do it yourself and your faucet is like new again.

Another thing you get only with Moen is their patented Flow-Rator. It automatically controls the water flow—and can save you up to 25% over regular aerators on other single-handle faucets.

You get a different kind of convenience with Moen, too. Like being able to freeze the temperature before you turn on the faucet. Saves water—and it's a lot more convenient than building around by the right temperature setting after the faucet is turned on.

In fact, with all the things Moen offers in standard features, you can save thousands of gallons of water every year. And your utility bill will go down, too—when you save on hot water, you save the energy it takes to heat it. Talk any plumber. He'll tell you the same thing. When you buy a new faucet, make it a Moen.

When you're ready to make it a Moen, call your Moen plumber. He's listed in the Yellow Pages. Or send for a free color folder showing the full line of Moen water appliances for kitchens, bathrooms and basins.

Moen, a Division of Stanadyne, Elyria, Ohio 44035.







Residence in Irvine, California. Builder: Irvine Pacific, Irvine, California.

## "We use red cedar shingles and shakes because it's expected of us."

Frank Hughes, President of Irvine Pacific.

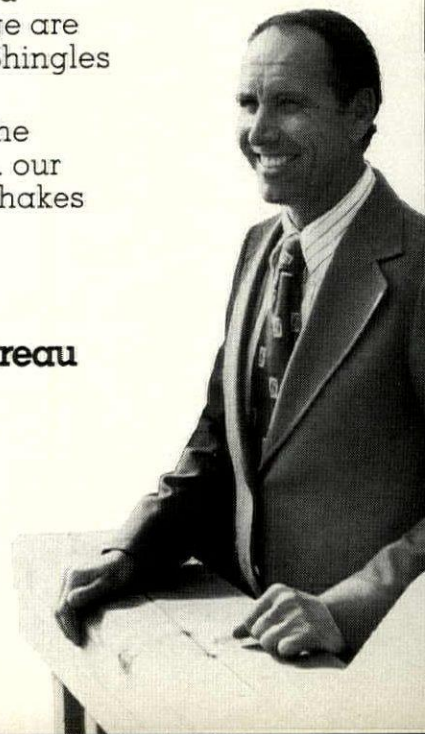
"Our image is quality. We're one of the most innovative builders in this region. Therefore, our customers expect a quality product. Red cedar shingles and handsplit shakes are part of our product. Part of our value. And our business is creating a perceived value . . . in fact, the prices we charge are based on the perceived value of our product. Shingles and shakes help us achieve a higher value.

"Our research tells us our customers want the quality of red cedar. What more can we say . . . our image is quality, and red cedar shingles and shakes are expected of us."

For information on "How to Specify," write  
**Red Cedar Shingle & Handsplit Shake Bureau**  
Suite 275, 515-116th Ave. N.E., Bellevue, WA 98004  
In Canada: 1055 West Hastings St., Vancouver, B.C. V6E 2H1



These labels on red cedar shingle and handsplit shake bundles are your guarantee of Bureau-graded quality. Insist on them.





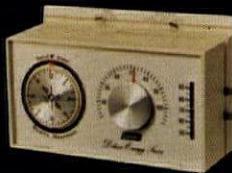
# Free Coleman Furnace for buying air conditioning for your new homes now.

**Highest Efficiency,  
Lowest Operating  
Cost!**



## Plus our newest Energy Saver Set-Back Thermostat FREE!

Here's a bonus that can't be beat. Buy Coleman Air Conditioning now for your new homes, and get a matching Coleman Furnace FREE . . . your choice of fuels. You'll also get a free automatic set-back thermostat that saves energy automatically. With a free Coleman Furnace and Automatic Set-Back Thermostat, you'll get the best year-round comfort system for your new homes at a tremendous savings.



## Most energy-efficient, lowest cooling cost!

The Coleman Deluxe Energy Saver is the undisputed leader in energy efficiency.\* And that means your new home buyers will save even more with the lowest cooling cost on the market.

Lower maintenance costs too.



Coleman D.E.S. G.E. Sears Bryant Carrier Lennox Westinghouse  
An average of the top six EERs of each brand.

## Over 20% savings on annual operating costs will help you sell homes!

Coleman's DES is the most efficient air conditioner on the market. With a design-mated Coleman Furnace and Energy Saver Set-Back Thermostat, this total system can slash annual operating costs by over 20%. Your customers are looking for energy-efficient homes, and this offer from Coleman will provide substantial savings and help you sell homes.

## And Coleman has the most efficient heat pump!

With the highest Energy Efficiency Ratings in cooling and the highest Coefficient of Performance in heating, the Coleman Heat Pump provides the lowest possible operating cost. Give homebuyers the best and most efficient heating and cooling available!

\*Competitive EER's based on the January 1—December 31, 1977 ARI Directory, supplemented October, 1977.

**Call your Coleman Dealer or The Coleman Company today!**

Limited-time offer. Available only through participating Coleman Heating and Air Conditioning dealers.



**Leads the way.**

The Coleman Company, Inc., Residential Products, 250 N. St. Francis, Wichita, Kansas 67201 (316) 261-3470

Offer good only in U.S.A. Copyright 1977 The Coleman Company, Inc.





*Jerald R. Jones talks with Mrs. Dean Huebert, a Crestview resident who enjoys the year-round comfort provided by a Whirlpool heat pump.*

## “A luxury condominium demands quality throughout. I specify Whirlpool heat pumps.”

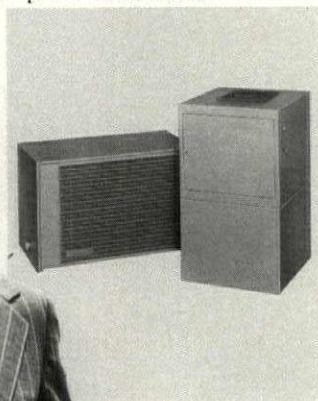
“The Villas at Crestview is one of the most exclusive condominium housing developments in the country. As the developer and builder, I’ve supervised every detail of construction and personally approved every contractor’s bid.

“When I specified heating and air conditioning, my first concern was for total energy efficiency. That’s why the Whirlpool split-system heat pump was my number one choice. I knew I could count on Whirlpool products for quality, and on my local WHIRLPOOL Heating and Cooling Products dealer for reliable installation and dependable service.

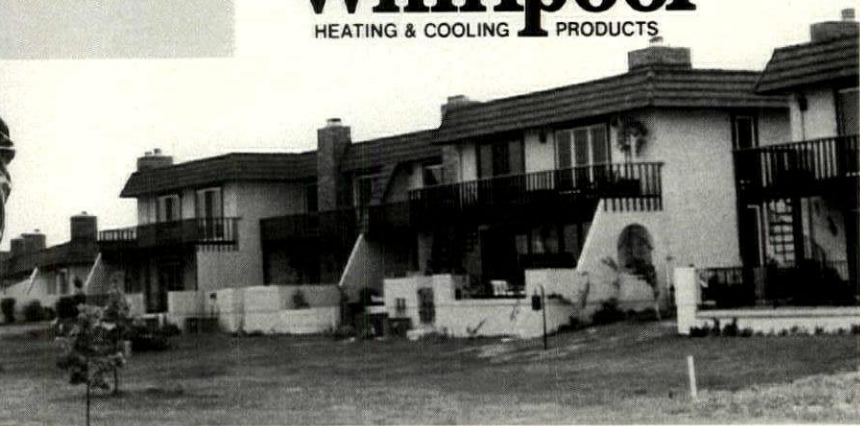
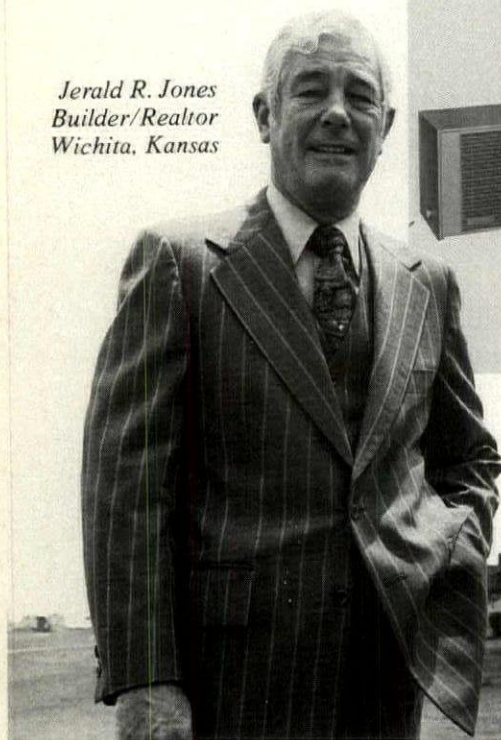
“As a long-time builder of custom single-family homes, I’ve had a lot of experience with almost all of the big names in the heating and air conditioning industry. But when I’m up in that six-figure home price range, WHIRLPOOL Heating and Cooling Products meet and exceed my toughest specifications.”

Ask any builder who specifies WHIRLPOOL Heating and Cooling Products. Or ask us in Nashville at (615) 244-0450.

*Jerald R. Jones  
Builder/Realtor  
Wichita, Kansas*



**Whirlpool**  
HEATING & COOLING PRODUCTS





# WHAT'S THE HOLD-UP?

## There's no shortage of Homefoamers<sup>®</sup> foam insulation

If you've had to delay your housing projects because of a shortage of insulation, you should try Homefoamers<sup>®</sup> foam.

It's available right now, and many builders think it's the best insulation you can use in sidewalls.

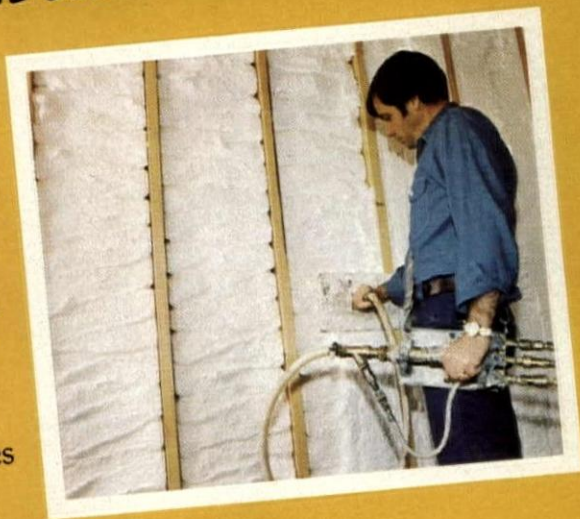
Homefoamers foam insulation is troweled into every nook and cranny... around pipes and wiring, setting up an effective noise barrier, while it keeps heat in during winter, and out in the hot summer time.

Homefoamers foam sets up quickly and requires no stapling or tacking. You can put up drywall minutes after Homefoamers foam is troweled in.

Call your local Homefoamer for all the details. He's a member of the nation's largest network of foam insulation specialists, and he's listed in the Yellow Pages under "Insulation Contractors — Cold & Heat". If you like, call us toll free, and we'll have him contact you.

**800-553-2341**

800-582-2309 In Iowa

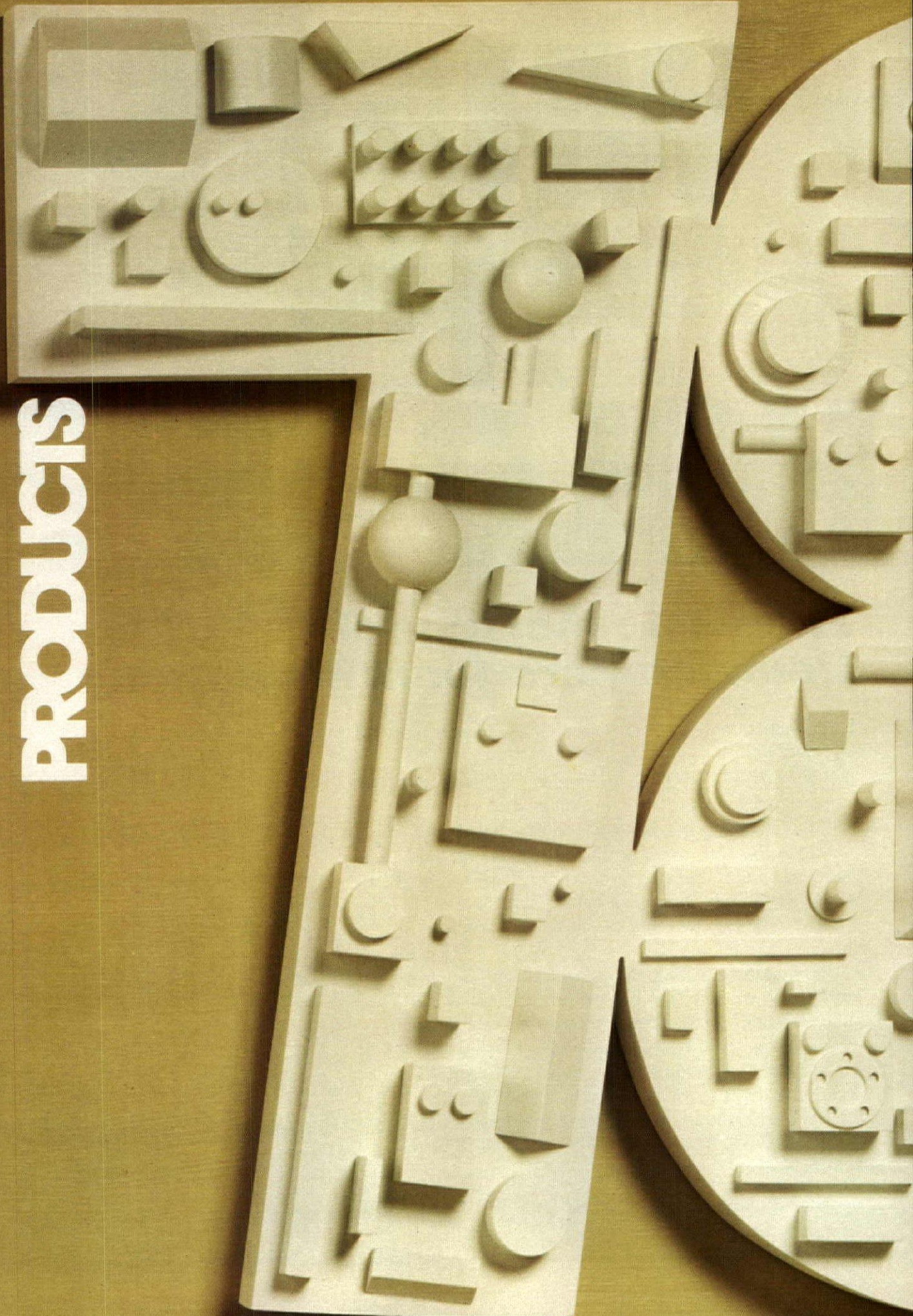


Scientific Applications, Inc.  
Mt. Pleasant, Iowa

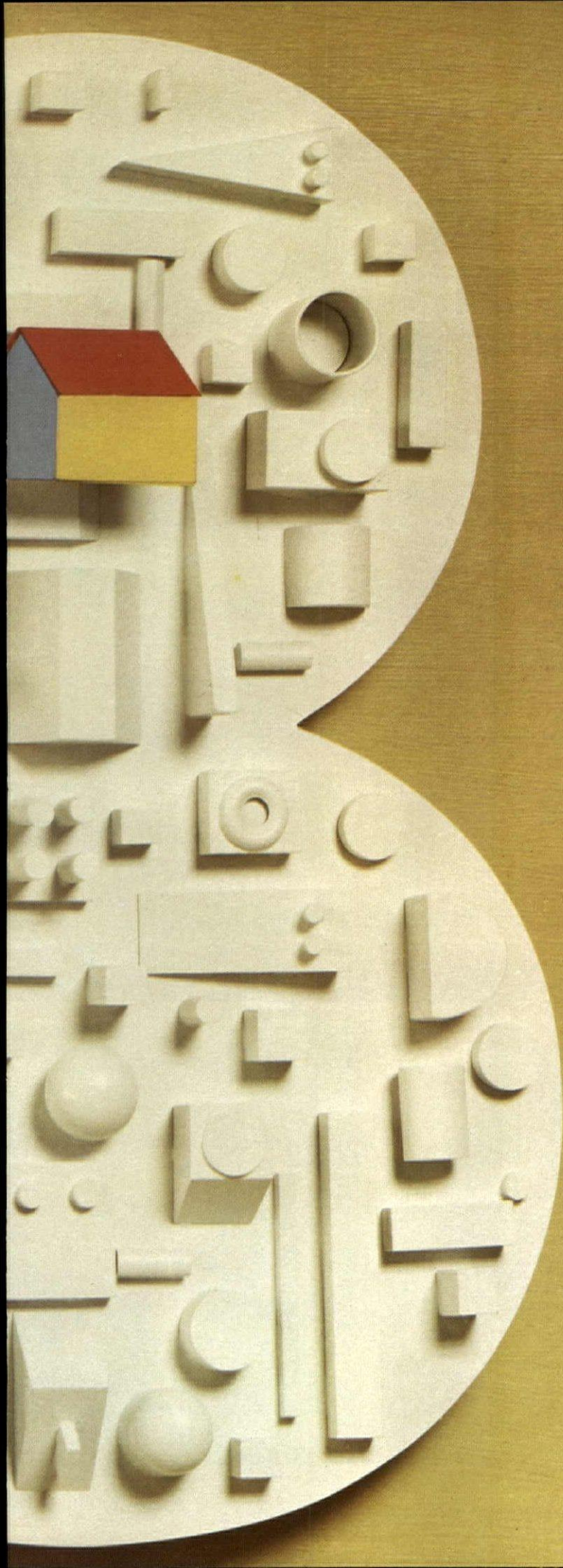
SEE US AT BOOTH #1440 AT THE NAHB CONVENTION.



# PRODUCTS







**T**he return of the housing market to strength and stability has caused beneficial repercussions among building-product manufacturers. They are spending more time and money on research and development, and the results are beginning to show in the marketplace.

As could be expected, increasing concern with energy has made energy-related products the fastest growing field—solar heating equipment and such technically sophisticated things as computerized climate control and energy monitoring systems have gained prominence.

But basic building products are also changing. The emphasis is on efficiency, low maintenance, ease of installation and durability. And among decorative and finishing materials, today's casual life style is reflected in natural earthtone colors and textures.

More than 200 products are shown in the preview that follows. Those that will be on display at the NAHB show in Dallas, January 22-26, are noted with booth numbers.

For easy reference, products are indexed below.—ELISE PLATT

---

Bathrooms.....	82, 84, 142, 145, 146
Doors/windows.....	90, 92, 195, 196
Exteriors.....	90, 164
Fireplaces.....	172
Flooring.....	94, 96, 160, 162
Interior environment .....	130
Interiors .....	96, 98
Kitchens .....	86, 88, 148, 151, 153
Lighting .....	128
Outdoors .....	168
Security .....	176, 178
Structural.....	132
Tools/equipment.....	182, 186



# BATHROOMS

**1. Recessed wall niche** is a built-in bath accessory. Highly decorative unit holds magazines, toilet tissue and an ash tray. It is available in polished chrome or brass and satin chrome or brass finishes. Hall Mack, Scovill, Cincinnati, OH. NAHB booth 2230. *Circle 180 on reader service card*

**2. Hand-held massage-action shower** is all chrome. The volume control at the top allows for water saving. Flow can be adjusted from full force to a trickle by adjusting the lever. Alsons, Covina, CA. NAHB booth 2202. *Circle 181 on reader service card*

**3. Whirlpool, shower and bath in one**, the "Callistro" is constructed of high-strength molded fiber glass. The 4' x 3' x 6½' module, equipped with a fully adjustable whirlpool system, fits into a standard shower cove area. Jacuzzi, Walnut Creek, CA. NAHB booth 2703. *Circle 182 on reader service card*

**4. The "Designer Group"** for the bath includes an octagon mirrored cabinet and a vanity base offered in honeytone or beige with gold accents. Medicine cabinet is available for surface or wall mount installation, with or without side lights. General Bathroom, Elk Grove Village, IL. NAHB booth 2717. *Circle 183 on reader service card*

**5. Stall shower** molded of Fiberglas features a slip-resistant textured surface for increased safety and easy maintenance. Units come in four sections for easy installation. Two tub/showers and two size shower units are offered. Owens Corning, Toledo, OH. NAHB booth 2506. *Circle 184 on reader service card*

**6. Aspen white oak vanity system**, "Fairleigh," is shown in a corner arrangement in which two 18" wide, 21" deep linen closets are included. Wall cabinets are recessed. Cabinetry has a maintenance-free finish. Excel, Lakewood, NJ. NAHB booth 1502. *Circle 185 on reader service card*

**7. High-pressure plastic laminate** has a sculptured dimensional surface that simulates the look and feel of quarried slate. "Stonehenge" is a muted marble design in desert colors. Nevamar, Exxon, Odenton, MD. *Circle 186 on reader service card*

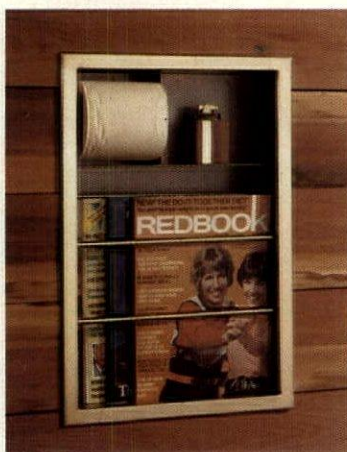
**8. Washerless tub and shower fitting**, "Mark V," saves water. The center diverter valve which directs water to the shower is the key. A quarter turn of the center handle in either direction, once the shower is running, will stop the flow without changing the water temperature. This allows for sudsing with the water off. Union Brass, St. Paul, MN. NAHB booth 2731. *Circle 187 on reader service card*

**9. "Federal" bathroom ensemble** includes a medicine cabinet, mirror and coordinated lighting. Cabinet, which can be surface mounted or recessed, features solid-core construction. Monarch Metal, Elk Grove Village, IL. *Circle 188 on reader service card*

**10. "Tiara II" shower enclosure** features center-opening doors with shatterproof polyethylene panels. Frame and trim come in silver or gold finishes. Kinkead, U.S. Gypsum, Chicago. NAHB booth 2600. *Circle 189 on reader service card*

**11. Washerless 4" centerset lavatory faucet** features a leak-resistant all-in-one cartridge. Bronzitone finish highlighted by clear acrylic handles suit any traditional decor. Universal Rundle, New Castle, PA. NAHB Booth 2100. *Circle 190 on reader service card*

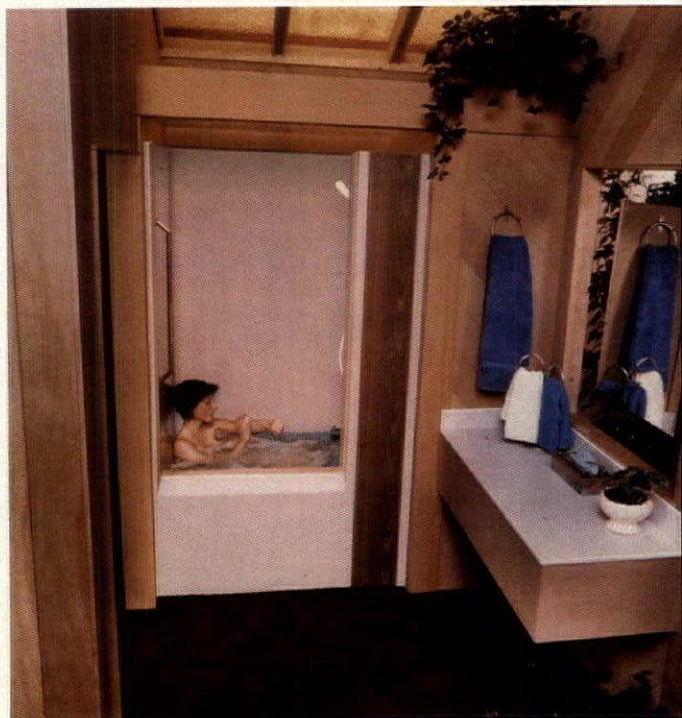
**12. "Mountain Pine" vanity** is part of a moderately-priced wood cabinetry line. An ultraviolet finishing process allows for ease of maintenance. AristOKraft, Jasper, IN. NAHB booth 2638. *Circle 191 on reader service card*



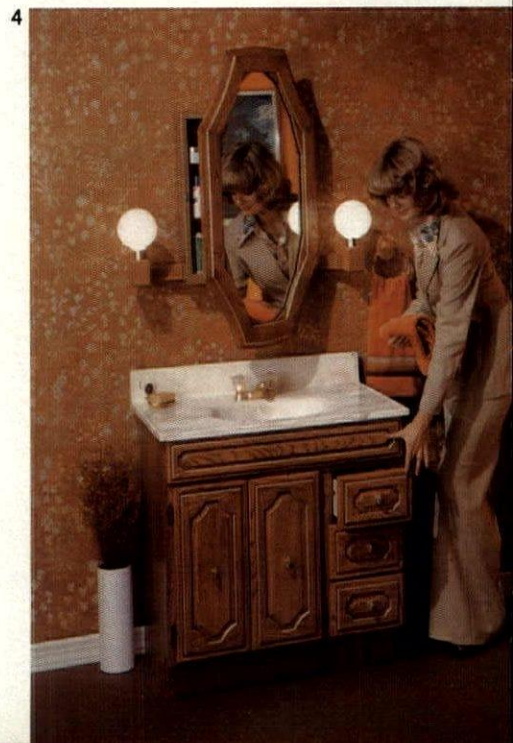
1



2

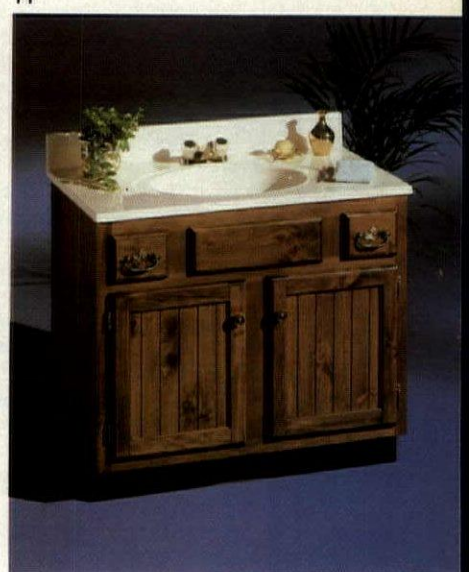
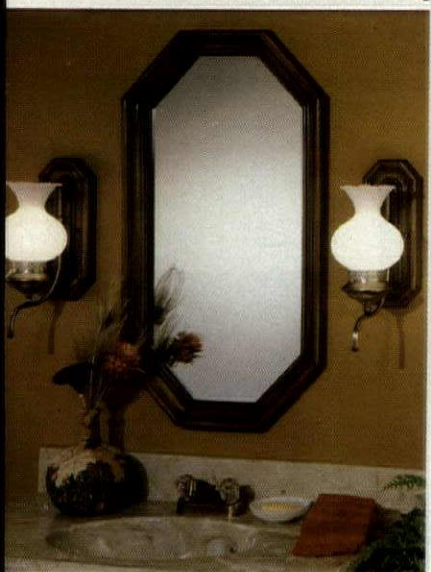
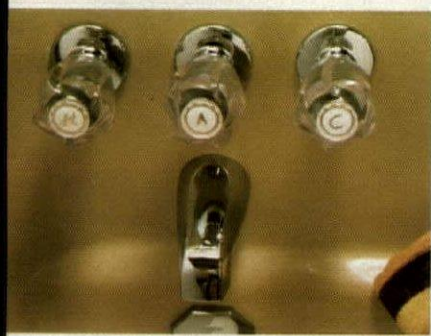
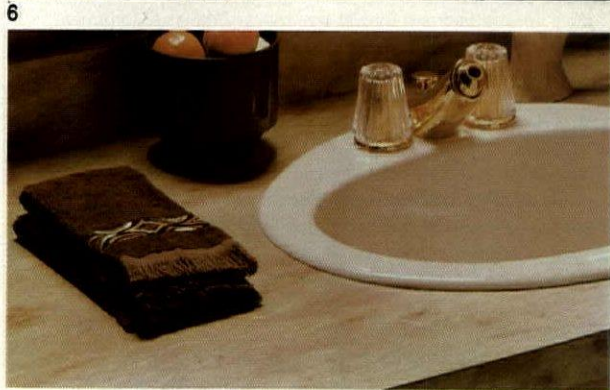
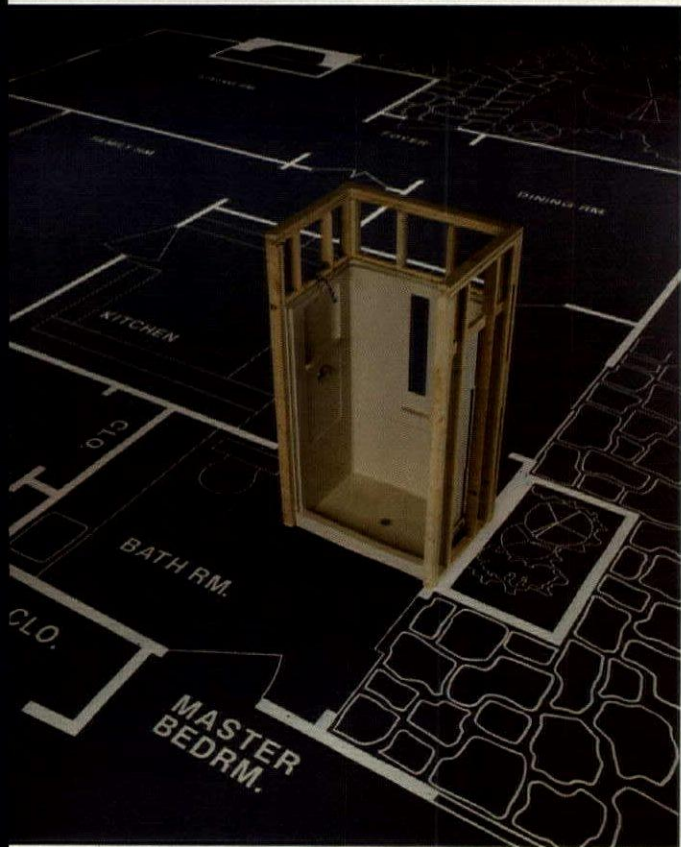


3



4





5 7

6

8

11

9 10

12



# BATHROOMS

**1. Tub shower fitting, "Comfort Range,"** allows for gradual temperature selection. An adjustable, tamper-proof "hot limit stop" prevents accidental scalding. "Friction-free" pressure balancer protects bathers from sudden fluctuations in supply pressure. Elkay, Broadview, IL. NAHB booth 2116. *Circle 192 on reader service card*

**2. "Cumberland" vanity** with a fine furniture finish is genuine stained and hand rubbed oak. Wood is protected by a baked-on acrylic finish. A complete choice of modular units is offered, including a hamper. NuTone, Scovill, Cincinnati, OH. NAHB booth 2230. *Circle 193 on reader service card*

**3. "Contemporary" oak vanity ensemble** contains base and drawer unit, as well as three flush-mounted medicine cabinets for additional storage space. Formco, Cincinnati, OH. *Circle 194 on reader service card*

**4. Single control and two-handle washerless faucets** for kitchen and bathrooms are available with crystal or metal handles. Both types of faucet are quiet operating with no water flow restrictions. Units carry a five-year limited warranty. Valley, U.S. Brass, Plano, TX. *Circle 195 on reader service card*

**5. Hand-painted china pedestal washstand** with full-capacity bowl fits in the smallest powder room. Part of the "Museum Collection" of fixtures, wallcoverings, faucets etc., the unit is 32" high and basin measures 18 1/2" back to front, 23" across. Sherle Wagner, New York City. *Circle 196 on reader service card*

**6. "White Pinehurst" vanity** features maple-framed doors with grooved maple-veneered insert panel. Wood drawers are supported by roller-bearing side-suspension mounts. Kemper, Richmond, IN. NAHB booth 2130. *Circle 197 on reader service card*

**7. Self-rimming steel tubs** feature armrests, chrome-plated handles and a non-skid surface. Color-matched whirlpool system with eight jets creates a vortex motion that is soothing to the body. Hastings, New York City. *Circle 198 on reader service card*

**8. "Moentrol" single-handle shower valve** holds temperature stable within 1°. Unit contains a patented cartridge which cuts water flow by 50% over two-handle faucets. Moen, Elyria, OH. *Circle 199 on reader service card*

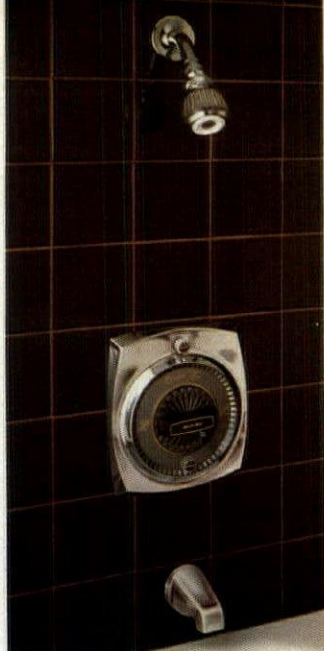
**9. Widespread lavatory faucet** features a bright chrome, long, full-bodied spout. Crystal-like Duralac® handles can be mounted from 6" to 16" on centers for great design versatility. Unit incorporates water-saving design. Delta, Greensburg, IN. NAHB booth 2725. *Circle 200 on reader service card*

**10. Twin-handle washerless faucet** features specially designed pressure-energized seals which slide across a supply port in a horizontal disc to open or close the water flow. Unit is covered by a full five-year warranty for drip-free performance. Rockwell, Pittsburgh, PA. NAHB booth 1400. *Circle 201 on reader service card*

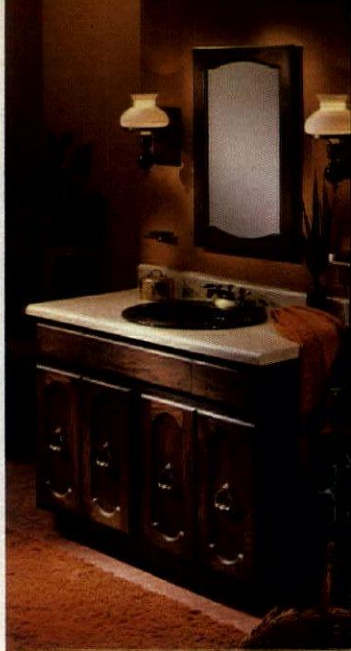
**11. Traditionally-styled "Old Mystic" bath furnishings** come in "Patriot Oak" and "Old World White." Vanities are available in six widths, two depths and with or without exposed drawers. A line of coordinated wall cabinets is also offered. Williams, Leigh, Elkhart, IN. *Circle 202 on reader service card*

**12. "Natural Oak" modular-unit bathroom vanity** features two linen closets as well as drawer space. The door frames and raised center panels are of solid oak. IXL, Elizabeth City, NC. NAHB booth 2500. *Circle 203 on reader service card*

*More bathrooms on page 142*



1



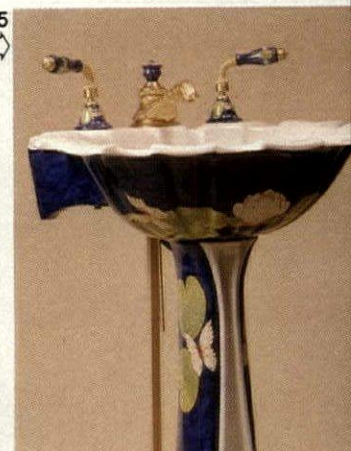
2



3

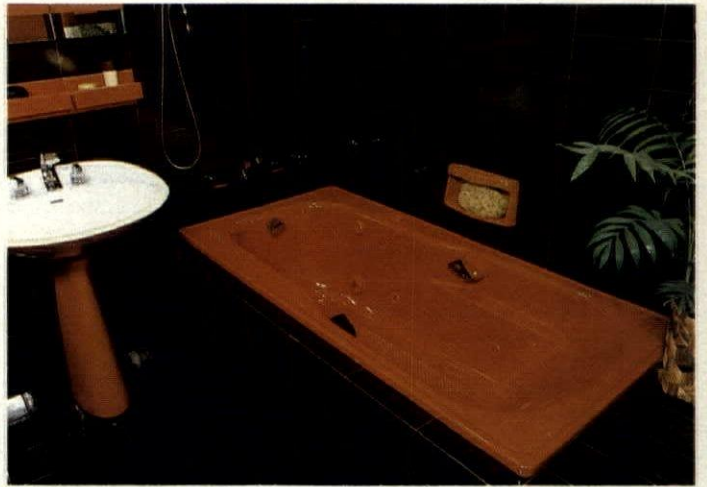


4

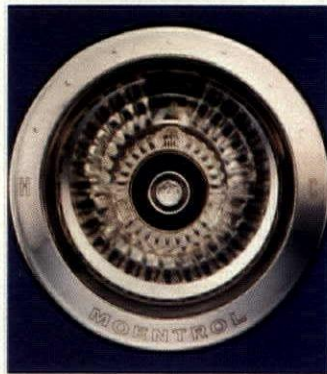


5



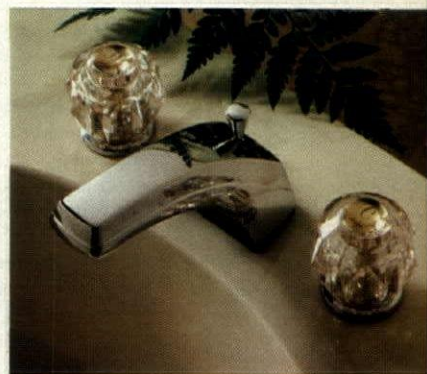


7



6

8



9



10



11



12



**1. Traditionally-styled "Country Oak" kitchen cabinetry** features raised-panel doors with antique brass hardware and positive-stop, ball bearing drawers. Del Mar, Dallas, TX. NAHB booth 2012. *Circle 204 on reader service card*

**2. Gardencourt® "Carmel" cabinetry** features a strikingly simple diagonal grain on the door and drawer fronts. Brass finish pulls accent the styling. All components are made of wood fibers bonded together for strength, rigidity and moisture resistance and sheathed in a double layer of rugged vinyl. Scheirich, Louisville, KY. NAHB booth 2733. *Circle 205 on reader service card*

**3. Duct-free canopy range hood** is fabricated of textured steel with deep tone accent decor straps and black buttons. Offered in 30'' or 36'' sizes, unit comes in six colors. A ducted hood is offered in the same styling. Miami-Carey, Monroe, OH. NAHB booth 2303. *Circle 206 on reader service card*

**4. Front-loading portable dishwasher** features a multi-level wash system consisting of a stainless steel "4-way Hydro Sweep" wash arm, an upper level power wash and a constant overhead wash rinse. KitchenAid, Hobart, Troy, OH. NAHB booth 2630. *Circle 207 on reader service card*

**5. "Cathedral Oak" cabinetry** is shown in a warm rich "Autumn Gold," one of five wood finishes offered. Solid oak drawers and twin-track suspension is standard. Convenience options include a swing-out pantry and a Lazy Susan unit. Riviera, St. Paul, MN. NAHB booth 1460. *Circle 208 on reader service card*

**6. Drop-in electric range** features a self-cleaning oven with black glass door and a lift-up cooktop with support arm. Unit also has an oven timer, cooktop and oven-signal lights, oven racks and a two-piece broiler pan. Magic Chef, Cleveland, TN. NAHB booth 2612. *Circle 209 on reader service card*

**7. Sand-colored modular cabinet system** blends well with many woods. Three-layer high-density particle wood core is finished with scratch resistant Melamine plastic laminate, insuring warpfree stability. Tielsa, Woburn, MA. *Circle 210 on reader service card*

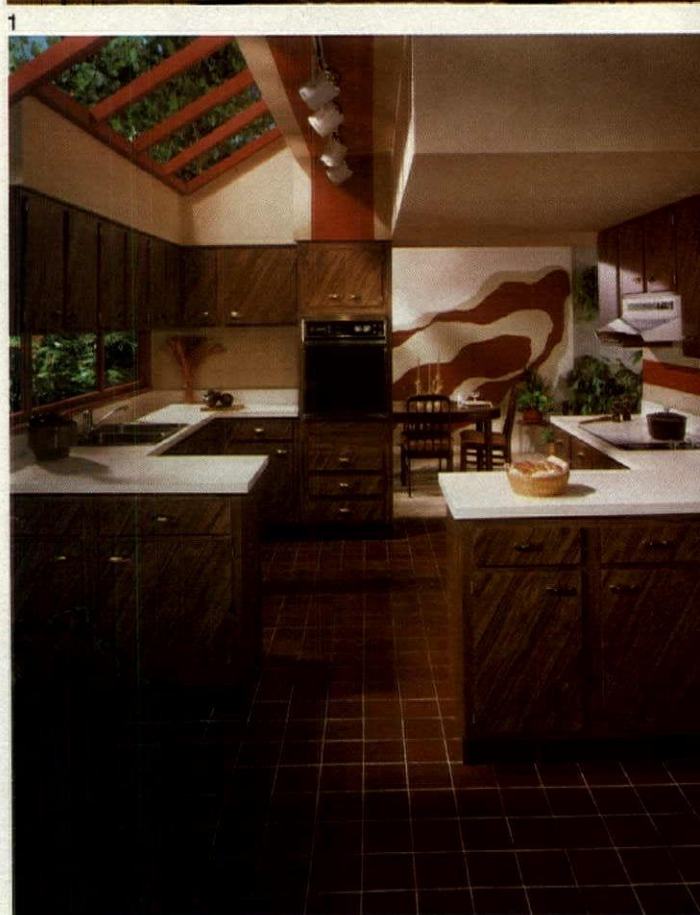
**8. Convectionaire gas range** features faster cooking than conventional ovens. A blower at the rear of the oven forces the air over a heating element and then channels the heated air down over foods. Tappan, Mansfield, OH. NAHB booth 2130. *Circle 211 on reader service card*

**9. Matching washer and electric front-loading dryer** are each 27'' across and 42 1/2'' high. Washer, with variable water-level control, features handwash, permanent press and regular cycles. Dryer features an automatic "Sensi-Dry" cycle which turns off when dryer senses clothes are dry. Hotpoint, Louisville, KY. NAHB booth 2330. *Circle 212 on reader service card*

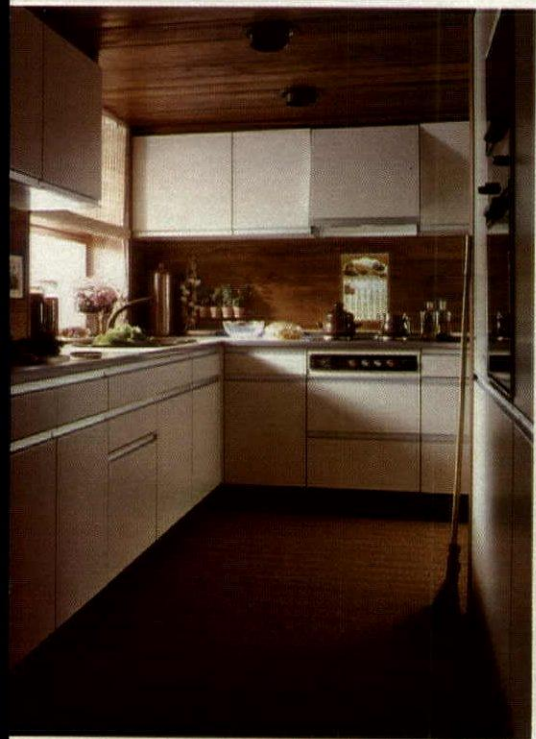
**10. Single-handle control, washerless faucet, "Avante,"** has a cartridge that is interchangeable with the lavatory unit and the tub/shower mixing valve. Faucet is offered with a "Soft-Flo" water-saving device. Price Pfister, Pacoima, CA. NAHB booth 2438. *Circle 213 on reader service card*

**11. Convertible barbecue/range** has interchangeable modules for barbecue and conventional stove-top cooking. Griddle and rotisserie options are also available. Distinctive, Pasadena, CA. NAHB booth 1252. *Circle 214 on reader service card*

**12. "Devon" cabinetry** features solid oak doors with simple deep-coved, raised-panel styling. Brushed brass hardware accents the warm hand-wiped cherry wood finish. Triangle Pacific, Dallas, TX. NAHB booth 2012. *Circle 215 on reader service card*







6

5

9

8 10

7

11

12



**1. The "Jet 110" microwave oven** has three-way cooking versatility. It can cook with microwave speed controlled by time or food temperature or can slow cook at a constant 180° simmer. General Electric, Louisville, KY. NAHB booth 2412. *Circle 216 on reader service card*

**2. Side-by-side refrigerator/freezer** features a "Serva-Door" easy-access door on the refrigerator section. Unit also has ice and water service on the freezer door. Whirlpool, Benton Harbor, MI. NAHB booth 2000. *Circle 217 on reader service card*

**3. "Fireside" cabinetry** crafted of knotty cherry wood has a distinctly Early American look. Beveled-edge batten door styling and brass hardware accented by porcelain white drawer pulls add to the country appearance. Quaker Maid, Leesport, PA. NAHB booth 2127. *Circle 218 on reader service card*

**4. Lift-up cooktop** measuring 36'' wide has two large elements, two regular-size elements and a 13''x13'' griddle/grill. The conduction grill system provides a barbecue flavor with a minimum of smoke. Unit lifts up for easy cleaning. Thermador/Waste King, Los Angeles. NAHB booth 2438. *Circle 219 on reader service card*

**5. "Touch-N-Cook" microwave oven** has a "memory master." Unit can be programmed to change settings automatically, so it can defrost food and with no additional directions cook it. Unit also has an infinitely adjustable selector. Frigidaire, Dayton, OH. NAHB booth 2218. *Circle 220 on reader service card*

**6. Contemporary-style cabinetry, "Pullman,"** comes in a range of bold colors in a laminate finish. The line includes two height wall cabinets, corner units and a wall oven cabinet. Polished aluminum trim also serves as handles. Murray, Westerfield, NJ. *Circle 221 on reader service card*

**7. High-pressure plastic laminate, "Beech,"** is part of the "Natural Finish Collection." Suitable for countertop use, the six woodgrain patterns offered feature soft, low-lustre finishes. Wilsonart, Ralph Wilson Plastics, Temple, TX. NAHB booth 2340. *Circle 222 on reader service card*

**8. Contemporary-style cabinetry, "Milano,"** features a vertical accent strip that serves as a protective edge trim for doors and drawers. Geometric pulls are satin aluminum. Cabinets come in wood or solid-color laminates and natural wood. St. Charles, IL. *Circle 223 on reader service card*

**9. Flush-front cabinetry, "Gold River,"** features deep rich birch veneer on door and drawer faces. Finish has a catalyzed urea topcoat for protection. Long Bell, International Paper, Longview, WA. NAHB booth 1224. *Circle 224 on reader service card*

**10. Automatic washer and dryer pair** is shown in the new almond shade, designed to blend well with any kitchen decor. Units are also available in avocado, harvest wheat and a deep brown coffee color. Maytag, Newton, IA. NAHB booth 2000A. *Circle 225 on reader service card*

**11. Solid mahogany cabinetry** accented by metal trim is part of the "Kitchen Program 2000." Contemporary European line is equipped with a full range of convenience options. Poggenpohl, Teaneck, NJ. *Circle 226 on reader service card*

**12. Contemporary cabinetry, "Space Maker II,"** features flush doors with a choice of pulls. Line comes in pecan woodgrain or six solid colors. Cabinet boxes have smooth pecan-grained polyester surfaces that are easy to maintain. Yorktowne, Red Lion, PA. *Circle 227 on reader service card*

*More kitchens on page 148*



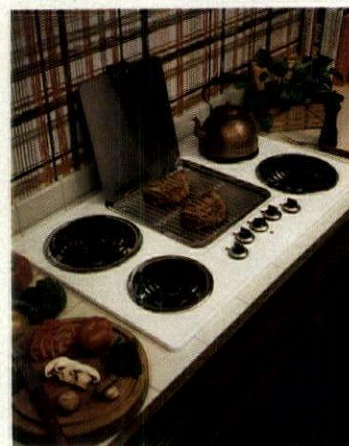
1



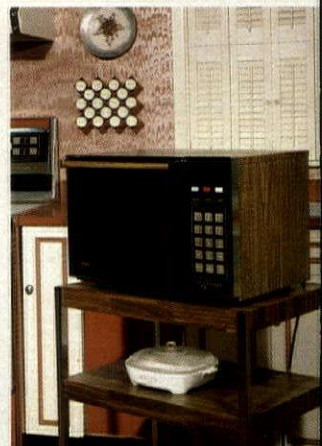
2



3

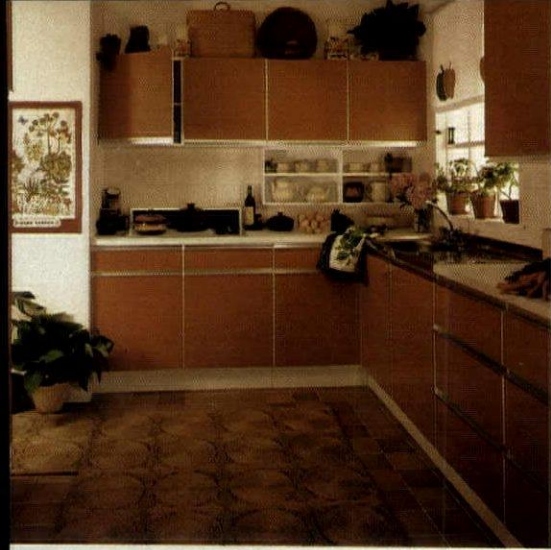


4



5





6



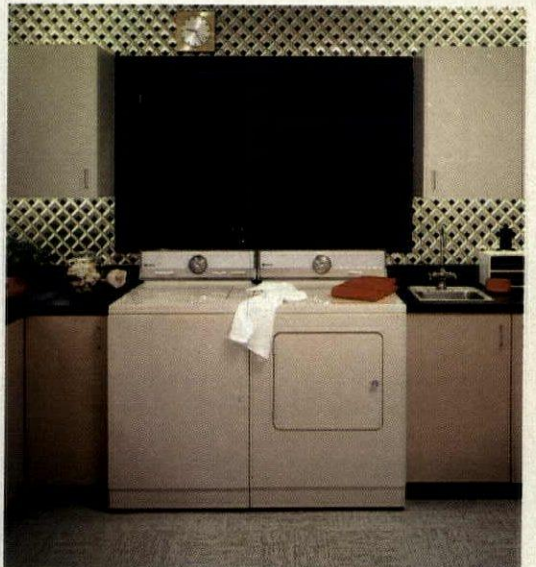
7



8



9



10



11



12



## EXTERIORS

1. **Asphalt roofing shingles**, Architect® 70, are random-edged and cast deep shadow lines. Ceramic surface granules increase fire resistance. Bird & Son, East Walpole, MA. NAHB booth 2324. *Circle 228 on reader service card*

2. **Heavyweight asphalt shingles**, "Sierra," are for roofing applications. Shingles won't rot or warp, and are fire resistant. Flintkote, E. Rutherford, NJ. *Circle 229 on reader service card*

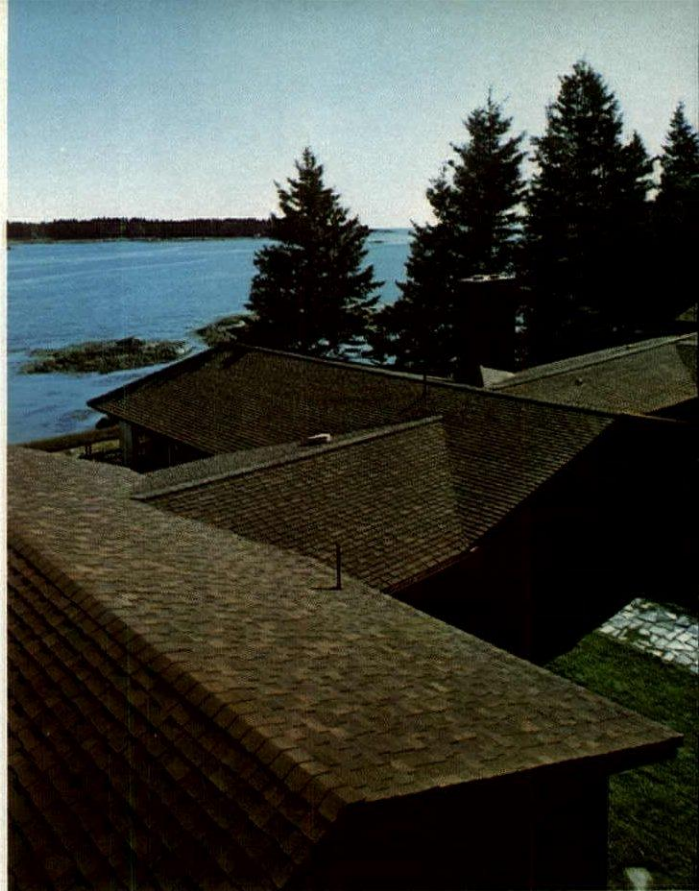
3. **Preservative-treated Outdoor® Wood** is suitable for decks, fences and exterior stairways. Termite-proof material can be stained, painted or left to weather. Koppers, Pittsburgh, PA. NAHB booth 1424. *Circle 230 on reader service card*

4. **"Countrycut" fiber glass shingles** feature no-cutout design to simplify installation. Weather-resistant shingles come in six colors. CertainTeed, Valley Forge, PA. NAHB booth 2538. *Circle 231 on reader service card*

5. **Concrete roof tile** comes in a variety of styles including wood shake and traditional Spanish designs. Tiles come in browns, beiges and bright colors. Monier, Orange, CA. *Circle 232 on reader service card*

6. **Lightweight, metal-base roofing material**, Typhoon Tile Decramastic Roofing™, looks like clay, but weighs much less. AHI, Santa Fe Springs, CA. *Circle 233 on reader service card*

*More exteriors on page 164*



1

## DOORS/WINDOWS

7. **Western ponderosa pine doors** come unfinished and can be stained or painted to harmonize with any exterior. Leaded glass panels in the "San Marino" (at right in photo) are available in white or amber translucent glass. The "Picador" is shown at left. Both doors feature durable dowel-joint construction. Ideal, Waco, TX. *Circle 234 on reader service card*

8. **Thermal-break aluminum window**, "E-700," is available in the two-lite slider shown, and in side-vent and center-vent models. Sizes offered range from 2' x 2' to 9' x 5'. Capitol Products, Mechanicsburg, PA. *Circle 235 on reader service card*

9. **Mirrored bypass doors** have built-in adjustments for width and height to accommodate irregular openings. Part of the "Princess" series, doors feature low-maintenance aluminum tracks and panels. Custom sizes are available. Elgin-Macor, Elgin, IL. *Circle 236 on reader service card*

10. **"Security-3" door system** has a lockset and three deadbolts (indicated by numbers in photo). Deadbolts are actuated by thumbturn on the inside and key on the outside, and are disengaged simultaneously by turning inside doorknob. Steel door has magnetic weatherstrip, frost-proof adjustable sill and a solid core of expanded polystyrene. Pease, Ever-Strait, Fairfield, OH. NAHB booth 2115. *Circle 237 on reader service card*

11. **Custom-manufactured entry doors** are assembled from individual knotty pine blocks. Unfinished doors are available with smooth surface (left in photo) or in textured "Antique Burntwood" (right in photo). International Wood, San Diego, CA. NAHB booth 1171. *Circle 238 on reader service card*

12. **Bi-fold doors** have all-wood frames laminated with high-impact polystyrene facings. Ready-to-hang doors are factory-finished in off-white and come in all standard sizes. Custom sizes and fire-retardant versions are also available. Regency, Miami, FL. *Circle 239 on reader service card*

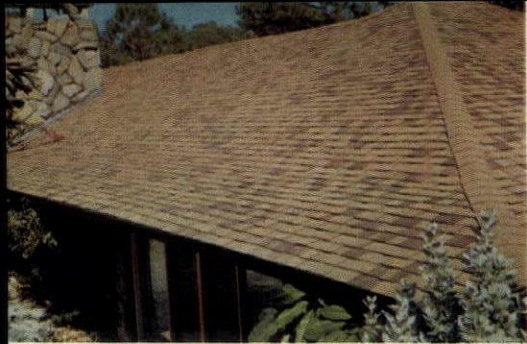


7

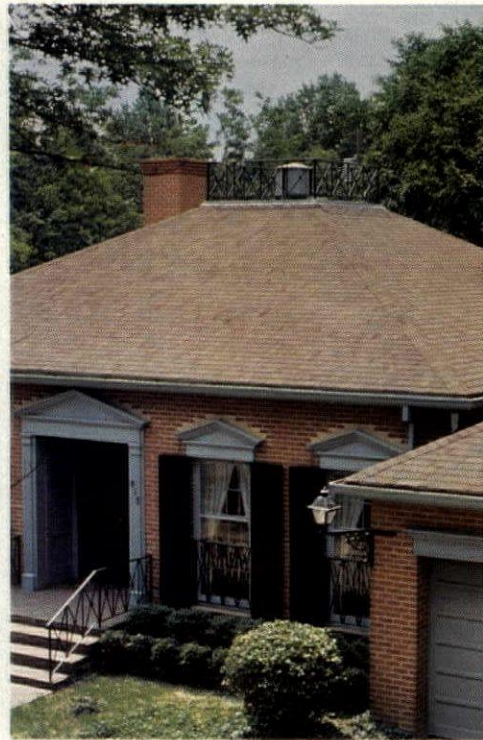


8





2



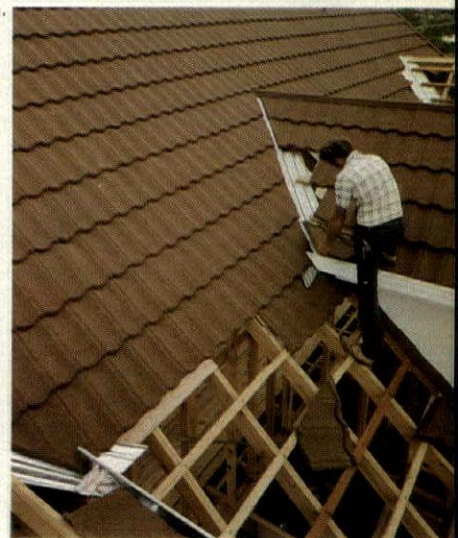
4



5



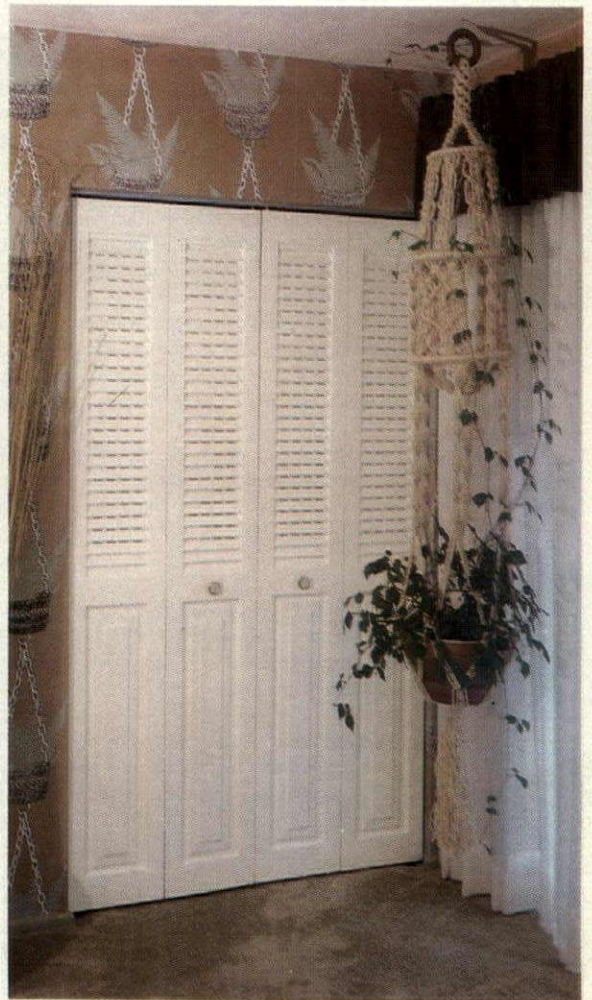
3



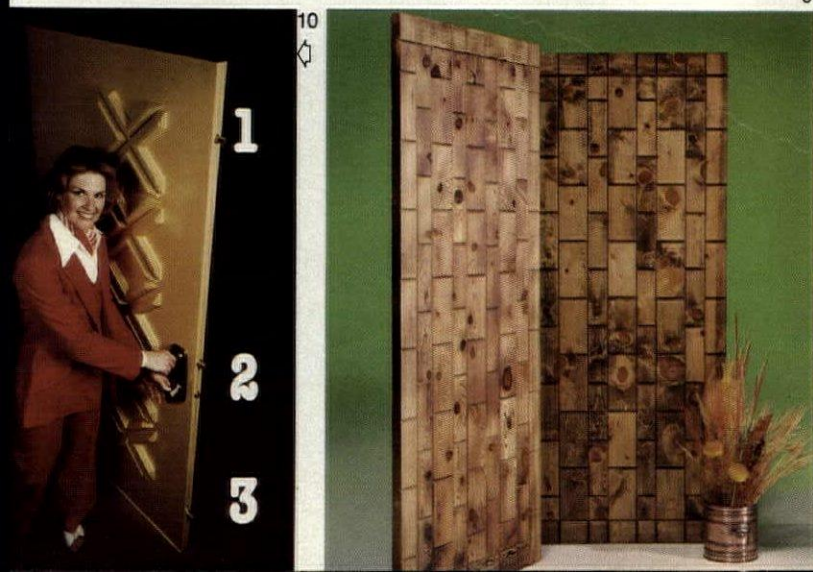
6



9



12



10

11

1

2

3



**1. Fully insulated, fire-rated steel door** can accommodate almost any hardware configuration. Interchangeable plates adapt door to various deadbolt/passage lock centerline distances. Precision, Miami Springs, FL. *Circle 240 on reader service card*

**2. "Plant Pantry" window greenhouse** is made of high-impact Uvex plastic. Lightweight one-piece unit is durable and easy to install, even above ground-floor level. Plant Pantry, Ferndale, MI. *Circle 241 on reader service card*

**3. "Solarcool" reflective glass panels** can reduce air-conditioning costs in sunny regions. Durable bronze-tinted panels install like conventional storm windows and can be cleaned with commercial glass cleaners. PPG Industries, Pittsburgh, PA. *Circle 242 on reader service card*

**4. Roof window** features three opening positions, including a 90° pivot for easy cleaning of external surface. Unit, with insulated glass, is also available with tinted panes or with a screen. Roto International, Essex, CT. *Circle 243 on reader service card*

**5. Double-hung replacement window, "Thermalizer,"** has PVC vinyl thermal breaks in master and sash frames. Weatherstripping is heavy-duty wool-pile and double or triple insulating glass is 7/8" thick. Season-All, Indiana, PA. *Circle 244 on reader service card*

**6. Aluminum sliding glass door, "Series 2200,"** is completely reversible during or after installation. Location and direction of the slide can be changed without replacement or reglazing. Door is double-weatherstripped and has vinyl seal. Howmet, Greenwich, CT. *Circle 245 on reader service card*

**7. All-wood garage door, Driftwood™,** has deep-relief weathered texture, and can be stained or painted to complement any exterior. Durable, tight-sealing door comes in standard sizes. Phenix, Shawano, WI. *Circle 246 on reader service card*

**8. Tudor-style steel entrance door** is suitable for new construction or replacement applications. Fully weather-sealed unit comes with insulated safety-glass panels in leaded pattern. General Products, Fredericksburg, VA. *Circle 247 on reader service card*

**9. Decorative knobs** for passage doors, wardrobes and cabinets come in porcelain, crystal and stoneware. Imported knobs are color coordinated to match almost any decor. Weslock, Los Angeles. NAHB booth 2030. *Circle 248 on reader service card*

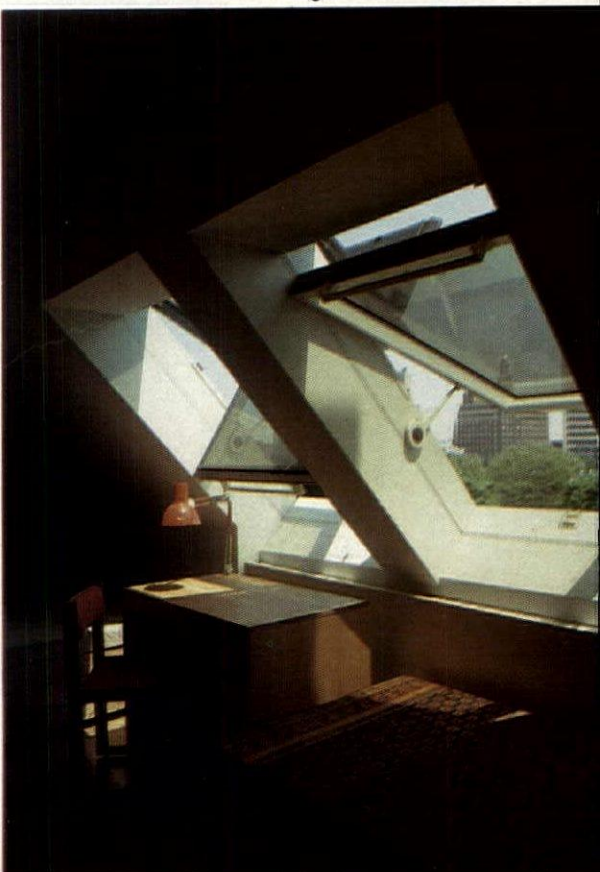
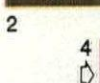
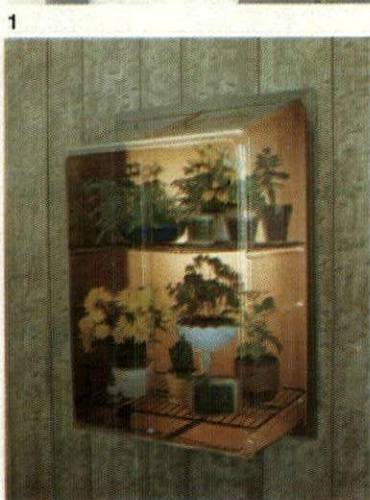
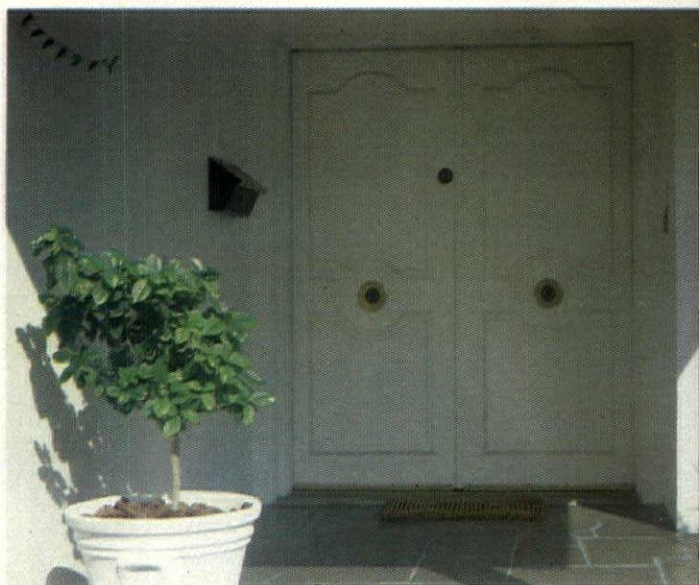
**10. Knob sets** with antique finish are part of the "Carriage House" collection. Included are passage and privacy sets, entry locks, stationary knobs and an entry handle with interior knob. Amerock, Rockford, IL. NAHB booth 2606. *Circle 249 on reader service card*

**11. Contemporary-style grip-handle entry lock, "The Murchison,"** is made of cast brass or bronze. Handle is 14 1/4" long and projects 2 1/4". Schlage, San Francisco. NAHB booth 2403. *Circle 250 on reader service card*

**12. Steel "Perma-Frame"** is designed to be prehung with a steel door. Weatherstripped unit installs like a wood frame, but provides greater protection against break-ins. Steelcraft, Cincinnati, OH. NAHB booth 2316. *Circle 251 on reader service card*

**13. Wood entry door, "Thermal Door,"** has double-glazed safety-glass panes. Door in fir or hemlock is 1 1/4" thick. Wood grille is removable for easy cleaning. Simpson, Seattle, WA. NAHB booth 2038. *Circle 252 on reader service card*

*More doors on page 195*



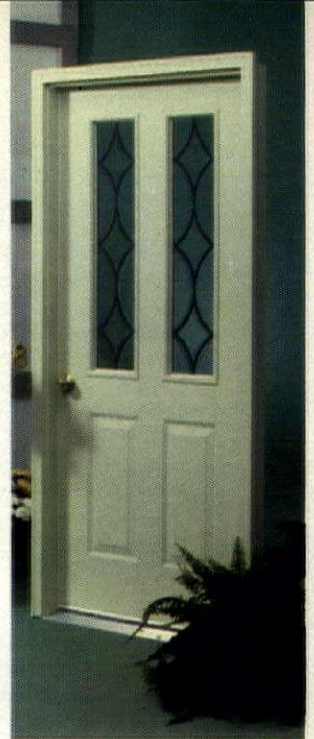




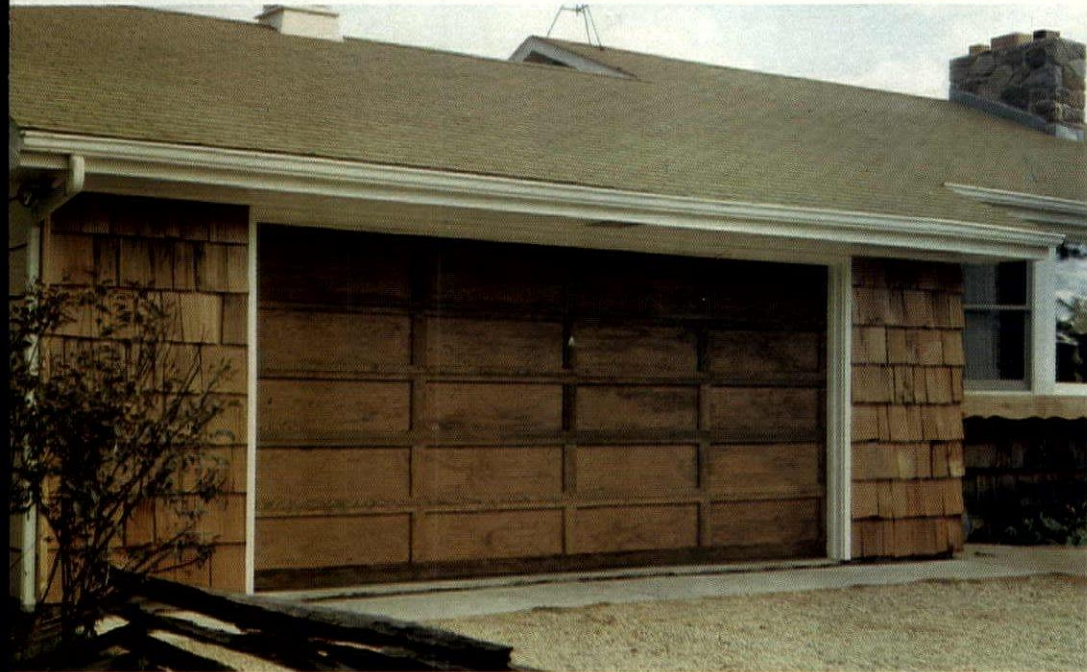
5



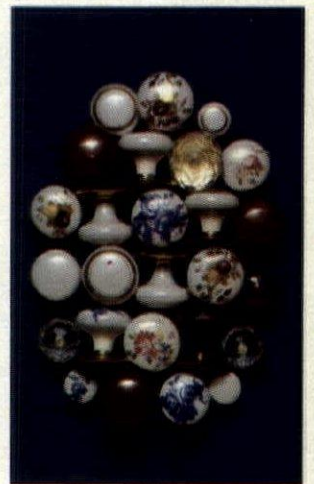
6



8



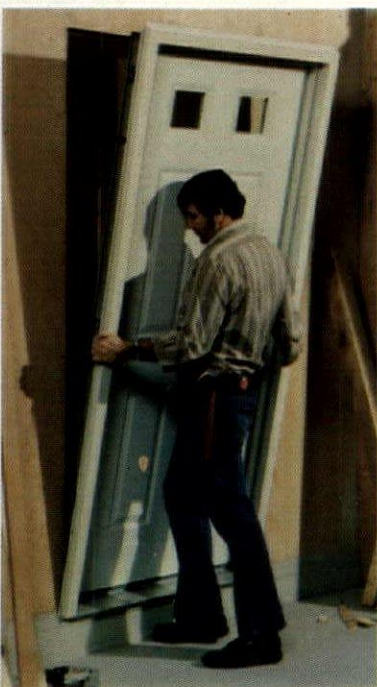
7



9



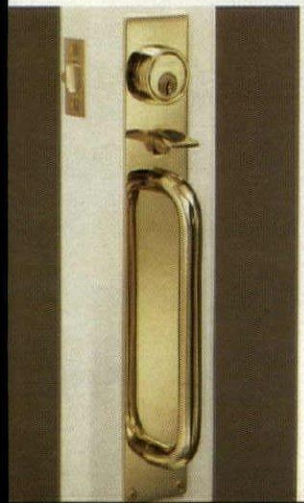
10



12



13

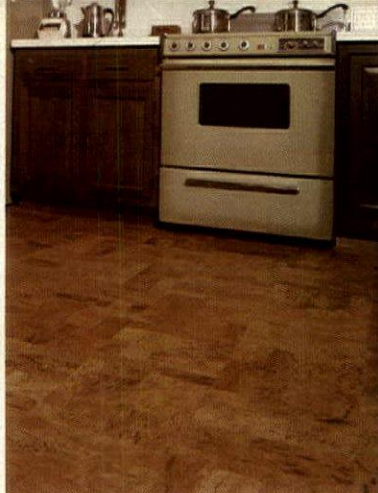


11

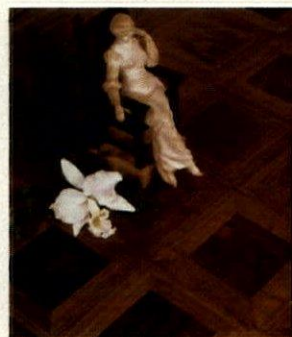


# FLOORING

1. **Vinyl-bonded cork flooring**, Cork-O-Plast™, comes in seven different color and texture patterns in 12'' squares and 36'' planks. Material is cork bonded between a moisture-resistant vinyl backing and a clear vinyl wear surface. ARCO, Philadelphia, PA. *Circle 253 on reader service card*
2. **Traditionally-styled hardwood flooring**, "Kentucky Monticello," is crafted in walnut with burl centers. The pattern is available in 3/4'' x 30'' x 30'' units for quick glue-down installation. Kentucky Wood Floors, Louisville, KY. *Circle 254 on reader service card*
3. **Stain-resistant sheet vinyl flooring**, "Country Brick," features Quiet-Cor™ foam inner layer. Part of the "Gafstar Grand" line, flooring has a wipe-clean surface. A choice of three colorations in 6' and 12' widths is offered. GAF, New York City. NAHB booth 2238. *Circle 255 on reader service card*
4. **Mildew and stain-resistant sheet vinyl flooring**, "Fairlawn," is part of the "Villager Collection" specifically developed for builders. The no-wax wear layer is 20% thicker than FHA requirements. Specially formulated inks will not discolor due to alkaline conditions. Congoleum, Kearny, NJ. NAHB booth 2424. *Circle 256 on reader service card*
5. **Berber-look carpet**, "Bunker Hill," is available in eight natural colorations. Made of Dow Badische Berber-type acrylic yarn, the nubby loop construction creates a wooly effect. Carpet comes in a 12' width. Colonnade, Collins & Aikman, New York City. *Circle 257 on reader service card*
6. **Saxony shag carpet**, "Craftique," is constructed of heavy-cabled Fortron 50 yarn. Available in a wide range of solid colors and multi-color combinations, the floorcovering retails for about \$16.95 a sq. yd. Cabin Crafts, WestPoint Pepperell, Dalton, GA. *Circle 258 on reader service card*
7. **Embossed vinyl flooring** comes in various colors in stone, rock and brick designs. Offered in sheet form, material comes 6' wide x 60' long and is easy to install flat or coved. Lonseal, Torrance, CA. *Circle 259 on reader service card*
8. **Brick-shaped unglazed ceramic tiles**, "Georgetown Blend," range in color tones from earthy red "Hearth" to a gray-black "Flint." Top and perimeter surfaces are irregular, providing a handcrafted effect. Tiles can be installed in a variety of patterns. American Olean, Lansdale, PA. NAHB booth 2126. *Circle 260 on reader service card*
9. **"Colonial Plank" oak flooring** is shown installed two different ways in one room to create a visual break. Over 60 patterns and species of "BondWood" parquet and plank flooring are available. Harris, Johnson City, TN. NAHB booth 2214. *Circle 261 on reader service card*
10. **Woven bamboo pattern area rug**, "Ceylon," is printed cut pile Allied Chemical Anso® nylon staple fiber. Offered in five colorations, the rug is part of the "Kashmiran Collection." Milliken, La Grange, GA. *Circle 262 on reader service card*
11. **Rich plush carpet**, "Captivate," is tufted of Dacron polyester pile yarn in a two-ply, heat-set construction. Floorcovering retails for approximately \$11.95 a sq. yd. Lees, Burlington, King of Prussia, PA. *Circle 263 on reader service card*



1

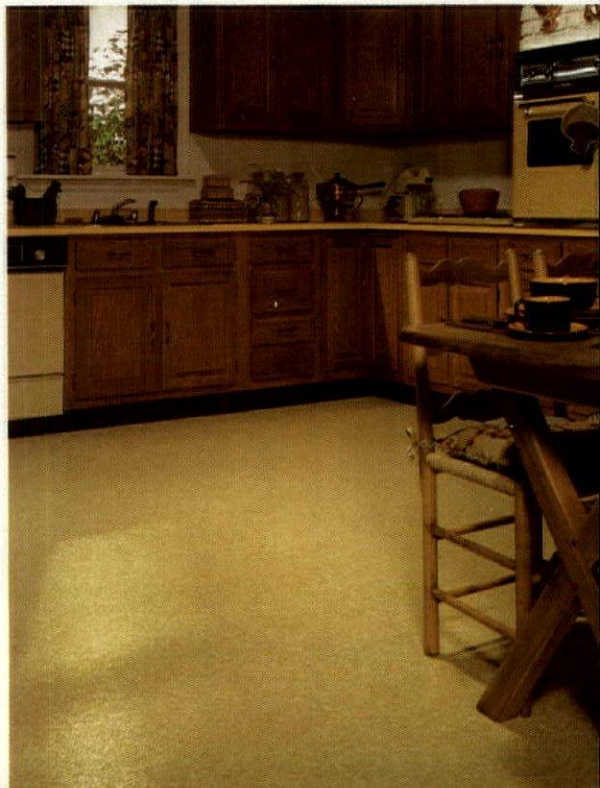


2

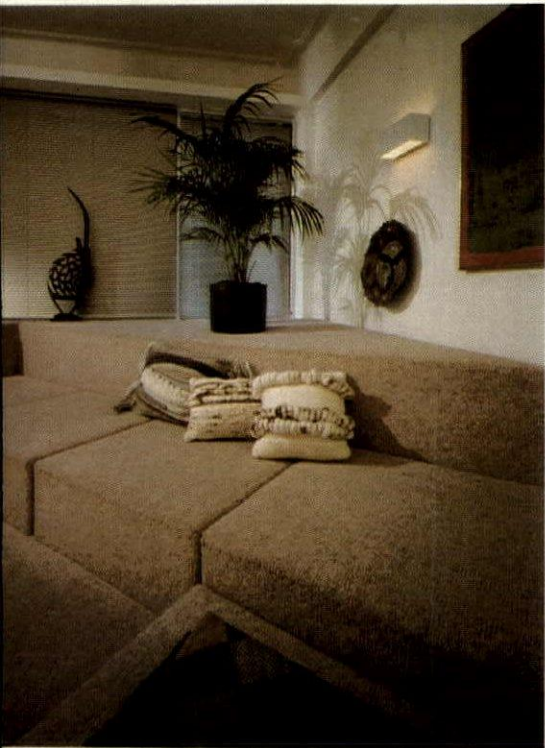


3

4



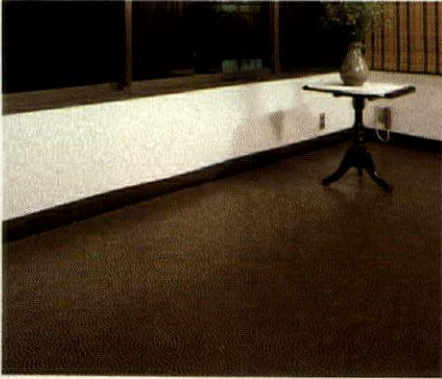




5



6



7



8



9



10



11



## FLOORING

1. **No-wax vinyl tile**, "Glenstone," duplicates the look of a polished stone floor with indented grout lines. Flintkote, E. Rutherford, NJ. *Circle 264 on reader service card*
2. **Cushioned vinyl flooring pattern**, "Natural Brick," is part of the easy-to-install "Tredway" line. Floor is fastened down only at room perimeter. Armstrong, Lancaster, PA. NAHB booth 2642. *Circle 265 on reader service card*
3. **Stain-resistant, no-wax sheet vinyl flooring**, "Architect's Choice," is shown in a lightly marbelized pattern, "Gibraltar." Flooring comes in 6' and 12' widths. Mannington Mills, Salem, NJ. NAHB booth 2726. *Circle 266 on reader service card*
4. **Cut-and-loop textured carpet**, "Spiceland," is tufted of 100% nylon fiber. Floorcovering comes in 15 tone-on-tone, multi-hued colorations. Georgian Carpet, Dalton, GA. *Circle 267 on reader service card*
5. **"Classic Suede" carpet** in rousing red is a cut-and-loop construction tufted of DuPont's Dacron polyester fiber. Aldon, New York City. *Circle 268 on reader service card*
6. **Vinyl asbestos floor tile pattern**, "Octrelle," features an octagonal shape in the center of each tile created by embossing a travertine-patterned "grout" on all sides. Azrock, San Antonio, TX. *Circle 269 on reader service card*

More flooring on page 160



1



2



3

## INTERIORS

7. **Easy-ply® roof decking** provides a structural roof deck, weather-resistant insulation and a finished interior ceiling. Decking is made in nominal 2' x 8' panels in four thicknesses to meet various load and rafted spacing requirements. Homasote, West Trenton, NJ. *Circle 270 on reader service card*
8. **Vinyl wallcovering pattern**, "Santa Fe," part of the "Good Earth Collection," is a strong linear design based on an Indian blanket weave. The pattern is offered in five colorways including some on Mylar backgrounds. James Seeman, Garden City Park, NY. *Circle 271 on reader service card*
9. **Acrylic wall finish**, "Ruff-It," provides deep textural effects. The easy-to-apply coating material is available in light brown, tan, white, gold, light red and light green. A variety of designs, including the trowel pattern shown, can be achieved. Z-Brick, Woodinville, WA. *Circle 272 on reader service card*
10. **Decorative Benchmark™ brick** is manufactured of fireproof gypsum reinforced with fiber glass strands. Durable lightweight "K-lux" bricks feature custom pieces for corners, edges and difficult areas. KSH, St. Louis, MO. *Circle 273 on reader service card*
11. **"Barnplank" paneling** has the rustic look of old barn wood. The face veneer is of Ponderosa pine. The 12'' face planks are finished in subtle shades of gray, brown or white. Material comes in 4' x 8' panels. Georgia-Pacific, Portland, OR. NAHB booth 2430. *Circle 274 on reader service card*
12. **Wall mural** is contemporary adaptation of giant sunflowers. The 12' 8'' x 9' 1 1/2'' wallcovering is part of "Photowall" collection of graphics. Other designs include a wide range of seasonal outdoor scenes. Scandecor, Southampton, PA. *Circle 275 on reader service card*



7





4



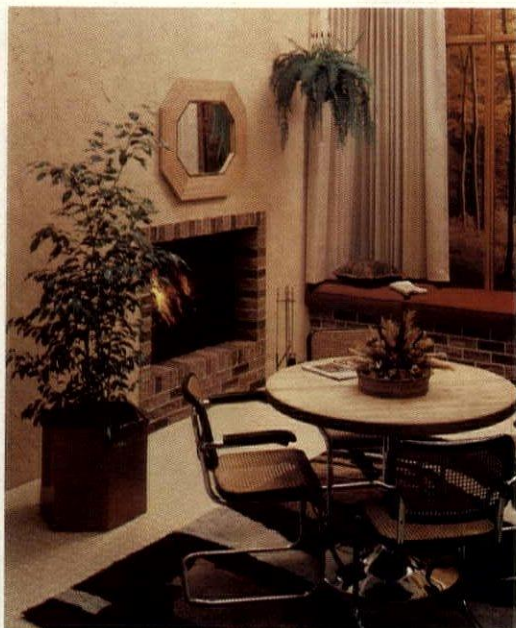
5



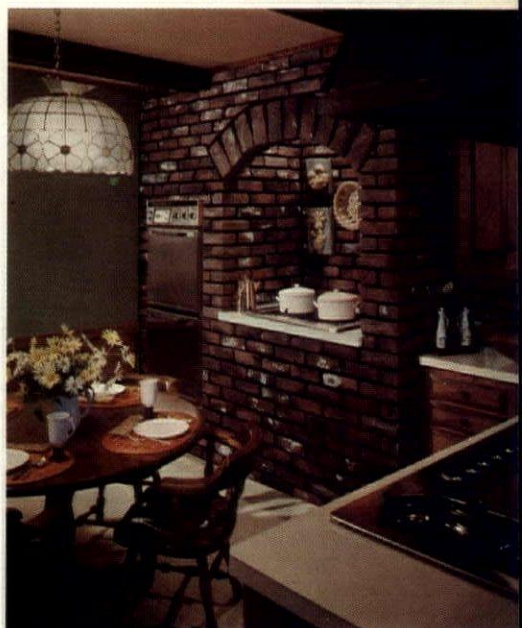
6



8



9



10



11



12



**1. Traditionally-styled wallcovering pattern, "Malden,"** is part of the "Small Print Collection." The prepasted, strippable, vinyl material is washable and easy to maintain. Imperial, Cleveland, OH. *Circle 276 on reader service card*

**2. Rare camphor burl reproduction,** available in high pressure laminates or Melamine component panels, is part of the "International Collection." Formica, Cincinnati, OH. NAHB booth 2628. *Circle 277 on reader service card*

**3. "Sea Foam" ceramic tile** for use on countertops and backsplashes is offered in large 6'' x 6'' tiles. The Romany® tiles come in six colorations. U.S. Ceramic Tile, Canton, Ohio. *Circle 278 on reader service card*

**4. Stone design prefinished hardboard paneling** duplicates the look of Indiana limestone. Laid out in a random "Ashler" pattern, paneling comes in white or natural. Masonite, Chicago. NAHB booth 2306. *Circle 279 on reader service card*

**5. Individual simulated bricks** made of lightweight polyester are the same length and width as real bricks. Colorfast, nonporous "Miracle Bricks" are 1/4'' thick and weigh 4 oz. Dacor, Worcester, MA. *Circle 280 on reader service card*

**6. "Pineview" paneling** is a knotty pine woodgrain print on Luan plywood. Random-spaced double grooves accent distinctive markings. The 4' x 8' panels come in four shades. Champion Building Products, Stamford, CT. NAHB booth 2518. *Circle 281 on reader service card*

**7. Screen-printed vinyl wallcovering, "Pow Wow,"** is an Indian-inspired design that is part of the "Andover Collection." The pattern which forms vertical stripes is offered in five colorways. Nils Anderson, Andover, NJ. *Circle 282 on reader service card*

**8. Silk-screened vinyl wallcovering, "Reeds,"** is a contemporary weave design. Part of the "Love Stories II Collection," pattern is offered in three colorways. Jack Denst, Chicago. *Circle 283 on reader service card*

**9. "Dollar" glazed mosaic tiles** in 2'' rounds provide a low-maintenance finish in this bathroom. Offered in five colors, tiles are mounted on mesh for easy application. Jasba, Amsterdam, New York City. *Circle 284 on reader service card*

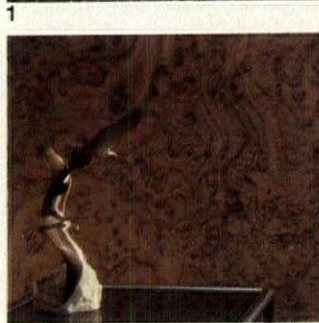
**10. Fabric-backed vinyl and Mylar wallcovering, "Batik,"** is from the "Vinyl Plus" collection. Wallcoverings are 28'' wide with an 18'' repeat. J. Josephson, So. Hackensack, NJ. *Circle 285 on reader service card*

**11. Rustic, simulated weathered brick panels** come in five colors. The 12-brick panels are made of crushed limestone reinforced with fiber glass. Mortar is applied with a caulking gun. Marlite, Dover, OH. NAHB booth 2306. *Circle 286 on reader service card*

**12. Vinyl wallcovering, "Salem,"** is an adaptation of a document pattern dating back to the 1600s. Coordinated bedspreads, draperies and fabrics are available. General Tire & Rubber, Akron, OH. *Circle 287 on reader service card*

**13. Simulated ash woodgrain Wallite™ paneling, "Bat Handle,"** is part of the "Treasurewood" line. Protective plastic coating improves wear and ease of maintenance. U.S. Gypsum, Chicago. NAHB booth 2600. *Circle 288 on reader service card*

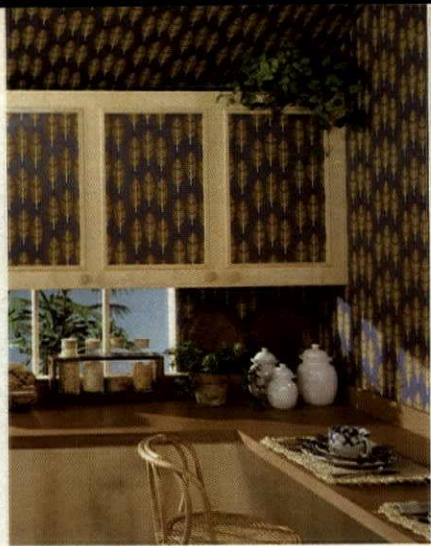
*More products on page 128*







6



7



8



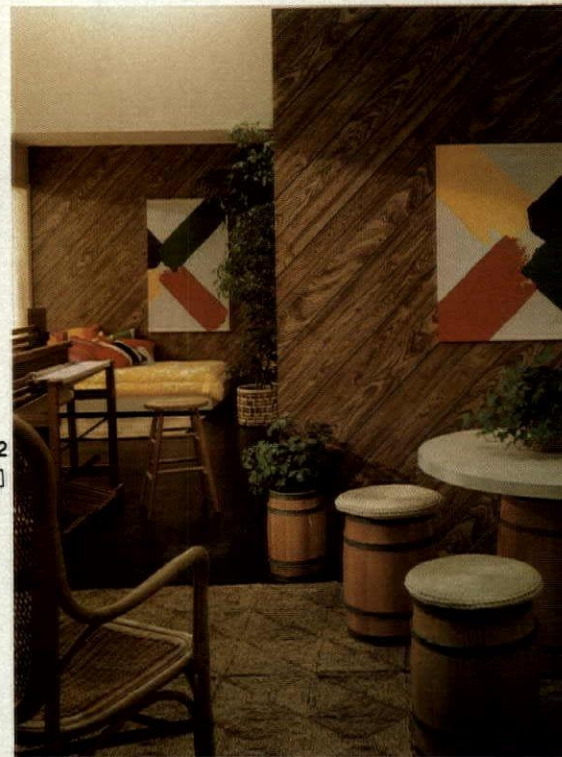
9



10



11



13



12





**Hidden treasure** in Stephens Square, a Binghamton, N.Y. warehouse-turned-shopping mall: graceful wooden staircases were found intact hidden in the



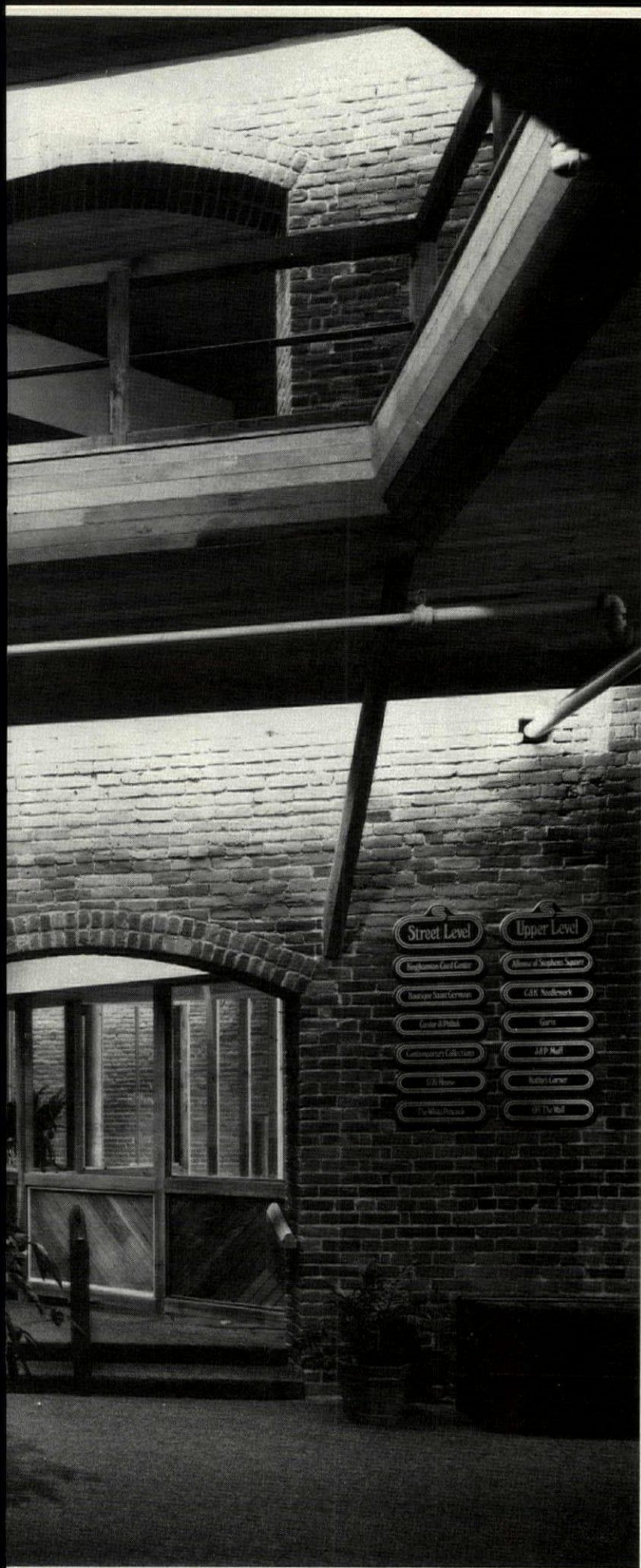
# RECYCLING LOOK INTO THOSE OLD BUILDINGS ON MAIN STREET

Most people have heard of San Francisco's Ghirardelli Square and Boston's Faneuil Hall market area. But recycling—or converting old factories, warehouses, schools and the like to profitable new uses—isn't just a big-city phenomenon. In smaller cities and towns, too, developers are beginning to look at old buildings with a new eye.

They are finding sound, well-located structures that can be turned into shops, offices or apartments faster—and often cheaper—than new ones could be built. Local governments, too, are beginning to like what recycling can do for them: at the very least it generates real estate and sales taxes, but it can also spark renewal of an entire area.

That's why governments often work with private developers to make such projects possible. A key element in the railroad station project shown on page 104, for example, is a \$90,000 HUD Urban Renewal Community Development Fund Grant obtained through the efforts of the local redevelopment agency. Other signs of government favor: The 1976 Tax Reform Act includes incentives for renovating historic buildings and disincentives for demolishing them to make way for new construction. A recent law permits federal agencies to lease or build new space only if there is none available in older buildings of historic, architectural or cultural significance. And a number of state and local governments offer tax abatement or tax-increment financing for recycling projects.

Shown on the following ten pages are four projects that are typical of what could be accomplished almost anywhere. All have one thing in common: they became feasible only after unused space was recaptured or new space added to increase the net rentable area. These pages also set forth some guidelines from architects and others experienced in recycling. They tell what to look for—and what to look out for—in choosing a building.—NATALIE GERARDI

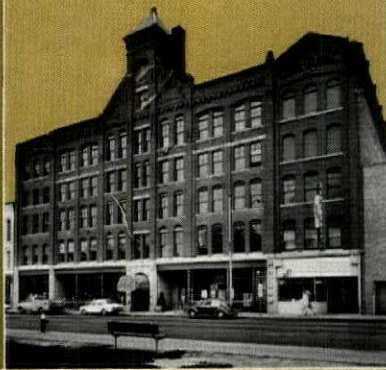


ills. For more on Stephens Square, turn the page.



# RECYCLE

# #1



IN BINGHAMTON, N. Y.

## Utilizing a decrepit warehouse for shopping, working and living

Only the first phase—a 30,000-sq.-ft. shopping mall—has been completed. A floor of offices and two of apartments will come later. But already Stephens Square is having an effect on downtown Binghamton. People are beginning to shop there for quality merchandise rather than going to Philadelphia or New York. Other rehab projects are beginning. And the city has commissioned a restoration plan for the surrounding two-block area.

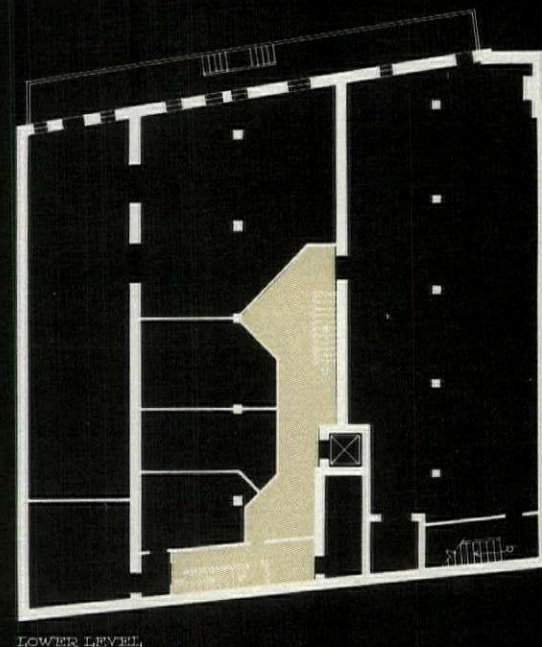
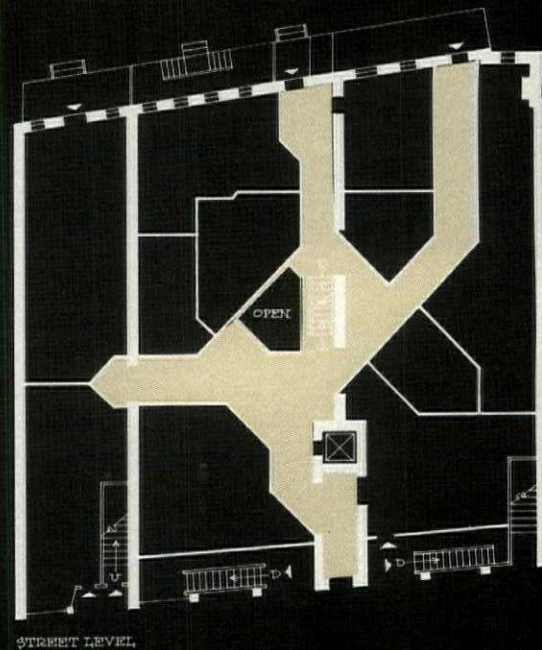
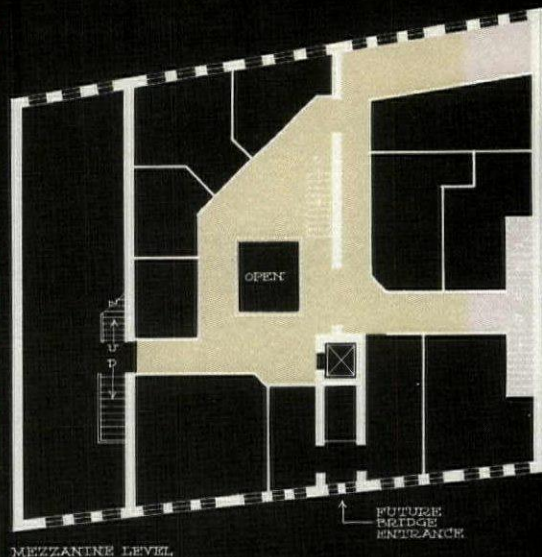
The five-story building was built as a cigar warehouse in 1888. When architect James Mowry and his group bought it in 1972, it was a grimy derelict, its cast-iron columns and wood-paneled ceilings buried under layers of battleship gray paint. One great appeal could not be hidden, however: a location right in the middle of town.

Ironically, the location was almost the project's undoing. As renovation was to begin, a Canadian company announced plans for a downtown redevelopment, and the building fell under the threat of condemnation. So work—but of course not carrying costs—was suspended for two years. This placed such strain on Mowry and his partnership that it was dissolved once the project got a go-ahead.

By this time many people thought it was doomed, and lenders were reluctant to commit much money. A consortium of seven banks finally provided \$370,000, and private investors added \$110,000.

The building cost \$125,000. Total development costs for the first three floors were \$480,000, or \$16 a sq. ft. Gross income for the first full year of operation totaled \$120,000. After mortgage, management, operating and maintenance costs, cash flow was \$19,000, enough to cover the 17% return promised the private investors. The first year's return goes back into improvements.

Rents range from a very low \$2.50 per sq. ft.—necessary to attract the first tenants—to \$10. Leases include provision for a percentage of increased sales starting the second year.





Three levels of shops were integrated by cutting wells into the first and second floors (see plans, left). This sacrifice of rentable space was necessary to attract shoppers from one floor to another. The wells also force customers to walk past all of the stores.

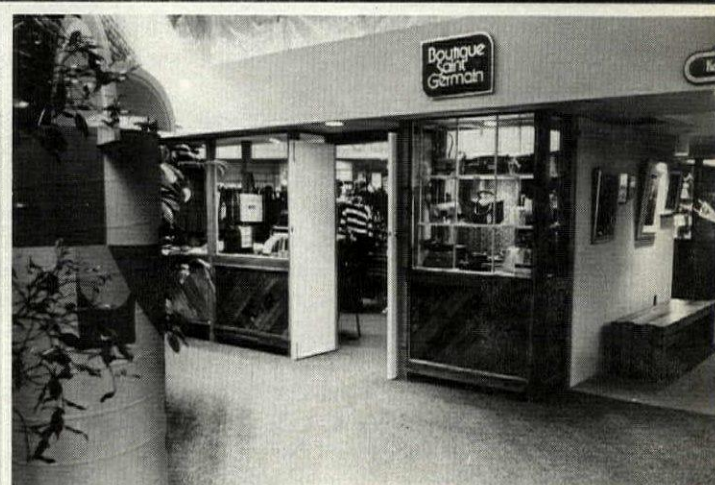
Another sacrifice of space occurred at basement level. Front and rear walls were recessed 8 ft. and windows and stairways installed, allowing direct access to shops from the street and courtyard. The natural light makes the basement shops more marketable; in fact, few people notice they are below grade.

A bridge across a landscaped courtyard will connect the building with another that the same developer is rehabbing; an old hotel that will become a marketplace offering all sorts of ethnic foods.



Lighting cove (below) was created by removing some of the paneling strips from the ceiling edge and curving them downward. Fluorescent tubes were then set behind this curved rim. Light from this hidden source washes the walls—a contemporary look that is effective with the old materials.

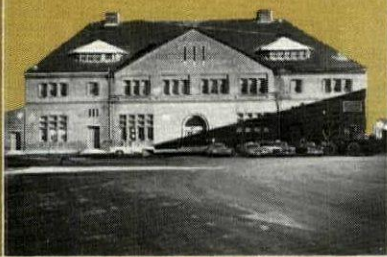
Below right are typical storefronts.



STEPHEN J. APPHL



# RECYCLE #2



RAMSBOHL LANGENBACH

IN NEW LONDON, CONN.

## Preserving an historic train station by making it bigger

Ironically, it was already too big and too antiquated to serve its purpose. And besides, most local people wanted it torn down because it blocked a scenic water view.

But Union Station had architectural value as H. H. Richardson's last building, completed in 1887, two years after his death. So Boston architects Anderson Notter Finegold Inc. were determined to find a solution when a group of preservationists approached them for help in persuading the redevelopment agency—which had already acquired the station—not to demolish it.

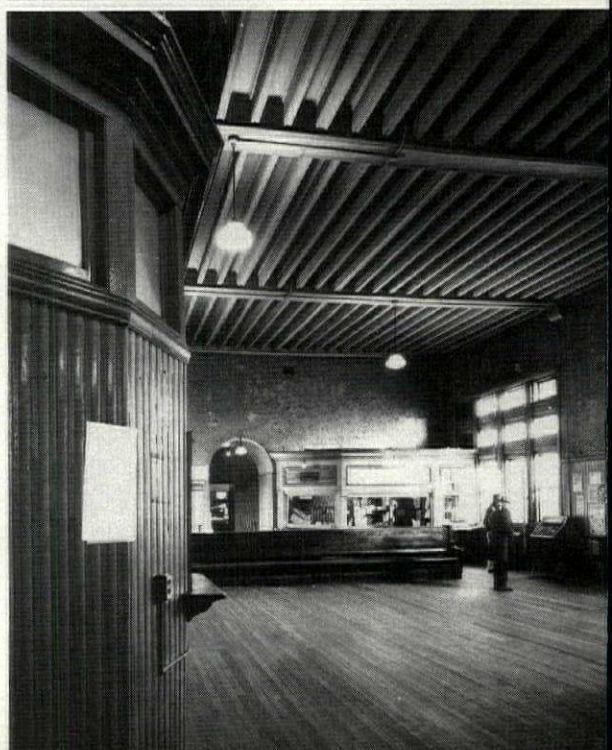
The architects first surveyed Amtrak's needs and found that about a third of the space would accommodate the ticket counter, waiting room and offices. The top floor already consisted of offices that could be rented to someone else. But a third substantial tenant would be needed if the building was to turn a profit.

The solution (*see photo and section at right*) was to create a two-level restaurant by taking part of the waiting room and adding a mezzanine. A double-decker waiting room was then created by putting the unused basement to work. This left some extra space, which is being turned into offices and kiosks. Another bit of recaptured space—an old shed attached to the side of the station—became the restaurant kitchen and storage area.

A feasibility study showed that the project was now potentially profitable. The next step was to find a developer. No one was interested, so the architect turned developer.

The building could be acquired for only \$11,400, but a financing package had to be put together. That took a year and a half. Key items: a 20-year space commitment from Amtrak and a \$90,000 HUD Urban Renewal Community Development Fund grant, obtained through the efforts of the redevelopment agency, which helped convince a lender to make a \$525,000 construction loan. The building's architectural value made it possible to obtain a number of grants (*see box*) to help offset the heavy development costs, which will total about \$855,000. A group of investors also put up \$100,000 in front money.

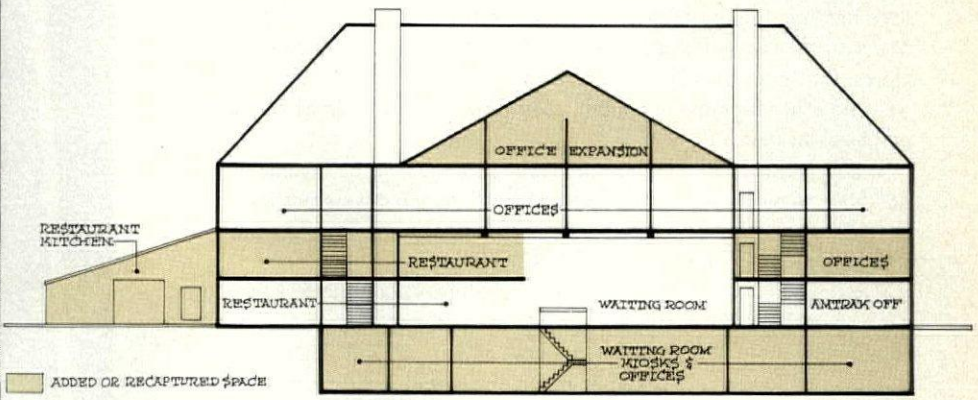
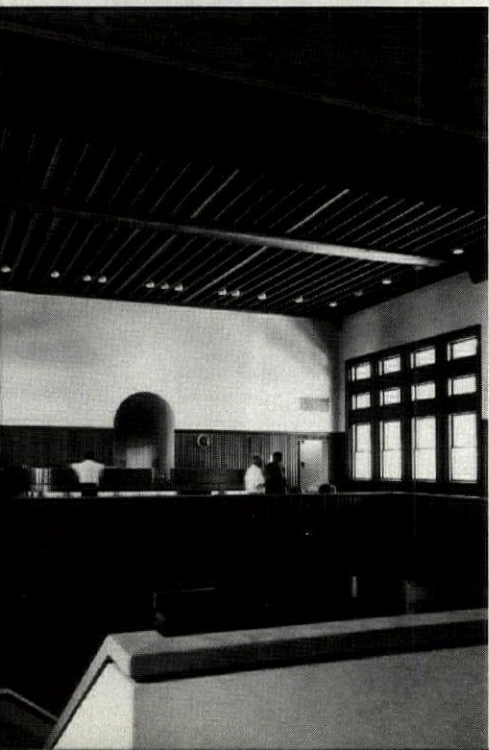
With work about 75% complete, operating expenses are running at \$45,000 a year and income at \$120,000. A permanent loan is now being negotiated, and the developers estimate that mortgage payments will run about \$60,000 a year. Thus they expect the project to have a positive cash flow in 1978.







Waiting room (photo left) was cut in half to make room for a restaurant (background) and a second waiting room was provided at basement level. This is reached via a new staircase (see "before" picture facing page and "after" picture below left). This staircase also leads to the train platform (not shown), which is a half level below the main waiting room. A mezzanine level was added to provide additional restaurant and office space (section below). Both staircase and mezzanine were paneled with wainscoting salvaged from the building.



**WHERE THE MONEY CAME FROM**

Grants included: \$90,000 for exterior work from the HUD Urban Renewal Community Development Fund; \$6,110 for planning and \$30,000 for construction from the National Park Service; \$700 for consultants fees from the

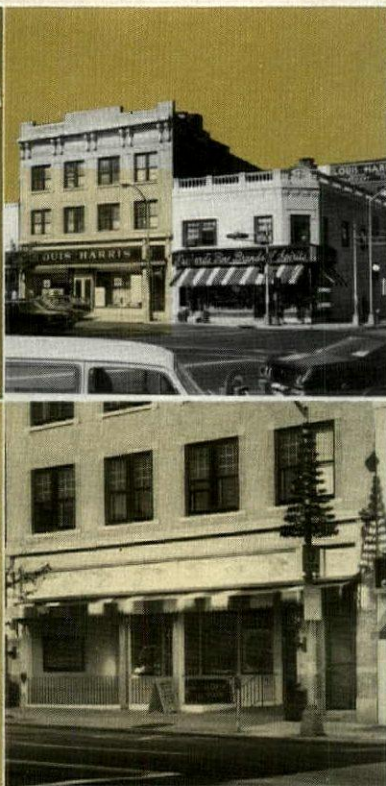
National Trust for Historic Preservation. The National Trust also provided a \$30,000 low-interest loan. And the redevelopment agency provided \$33,000 in HUD funds to help create the restaurant space.



# RECYCLE #3

IN MONTCLAIR, N.J.

## Replacing a defunct specialty store with shops and rentals



The Louis Harris department store had followed an all-too-familiar pattern: Founded in 1875, it soon became the elegant place to shop in Montclair. Around 1908, it moved to a 12,000-sq.-ft. L-shaped building that fronted on two main streets. There were apartments on the upper floors, but these disappeared as the store prospered and grew.

Time passed, shopping habits changed, and a new generation of owners refused to carry on the family business. They rented the elegant old store to a discount operation, which soon failed, leaving behind still another empty building.

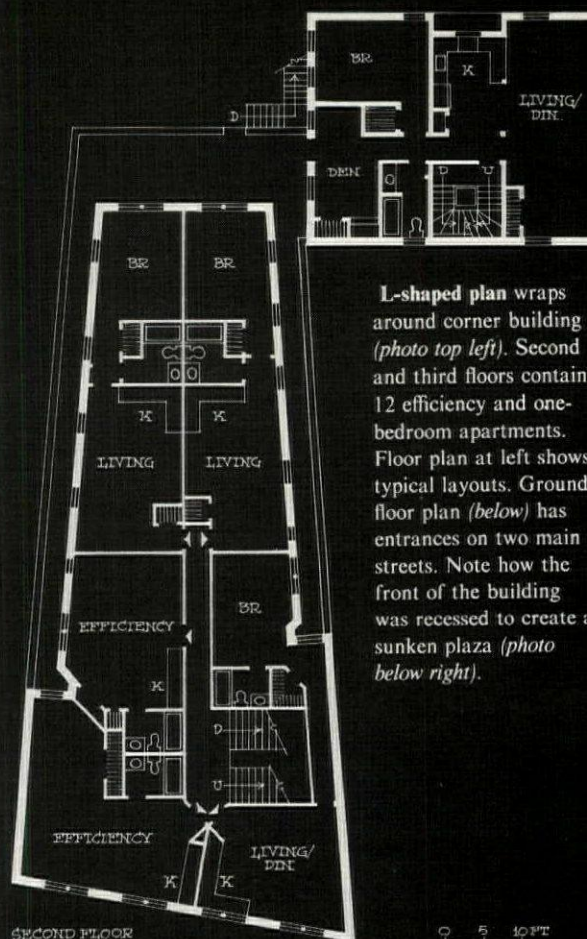
The store has now come full circle: Its first floor is again devoted to shops and the two upper ones to apartments. What's more, in the year since it reopened a dozen other stores in the neighborhood have rented up, all to higher quality tenants than before.

The building is not only helping to revive the business district, but it is making money. The apartments are always full, at rents ranging from \$250 to \$400 a month. "They're the backbone of the project," says developer Paul Zimmerman.

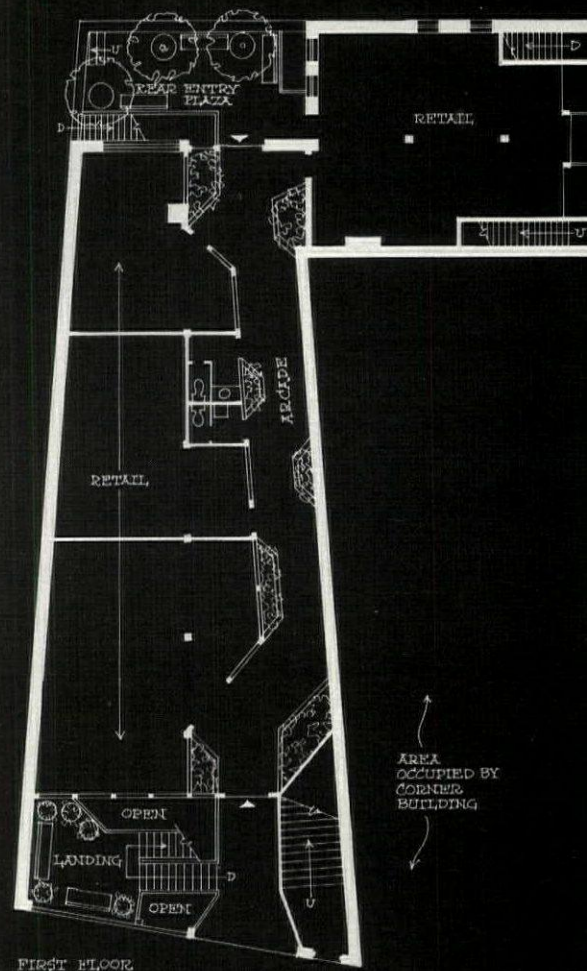
With the stability provided by the apartments, Zimmerman was able to take his time finding the right tenants for the shops, which rent for \$7 to \$10 a sq. ft. He had originally planned on having clothing and shoe stores, but found that quality merchandisers would not locate where there were no other high-quality shops upon which to draw. So he switched his emphasis to food.

Wholly rented, the building produces an annual gross income of \$67,500. Allowing for a 5% vacancy factor, its effective gross income is \$64,125. Operating expenses, including mortgage and interest, come to \$41,225, resulting in a cash flow of \$22,900.

Construction costs were \$250,000, including \$12,000 to \$15,000 for each apartment. Zimmerman acquired the building as part of a parcel that included the entire corner at a cost of \$170,000. Right now he is uncertain whether he will sell or rehab the corner building, but he says that it alone is worth over \$100,000.



L-shaped plan wraps around corner building (photo top left). Second and third floors contain 12 efficiency and one-bedroom apartments. Floor plan at left shows typical layouts. Ground floor plan (below) has entrances on two main streets. Note how the front of the building was recessed to create a sunken plaza (photo below right).





**Angled arcade** plays on shoppers' curiosity: People come in off the street just to see what's at the end of the corridor. What they find is a gourmet soup restaurant that can also be entered from the side street (see plan below left).

The developer had decided specifically that he wanted both a cheese shop and a soup restaurant. It took him six months to find the right tenants—a luxury he could afford because the apartments can carry the building.



**Sunken plaza**, which becomes part of the ice cream parlor in summer, was created by recessing the front of the building 20 ft. It is an important key to the project's viability, for it made a large part of the basement rentable. The town cooperated by waiving restrictions against serving food below grade or out of doors.

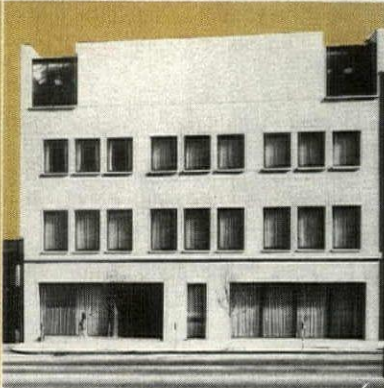
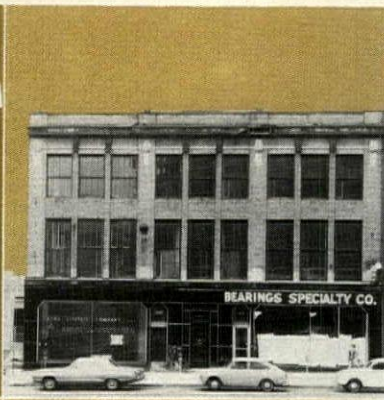
The architect for the project is J. Arthur Johnsen of Montclair.



# RECYCLE #4

IN BOSTON, MASS.

## Turning a new-car dealership into a medical building



This project happens to be in Boston, but the building itself could be on any Main Street.

Built in the 1920s for an auto dealership, it was later used as a ball-bearing plant and then stood empty for years. It caught the eye of a group of dentists who were looking for a place to move their clinic 1) because of its South Boston location, near hospitals and offices, and 2) because of the adjoining parking area. This latter was particularly important because many of the patients came by car from the suburbs.

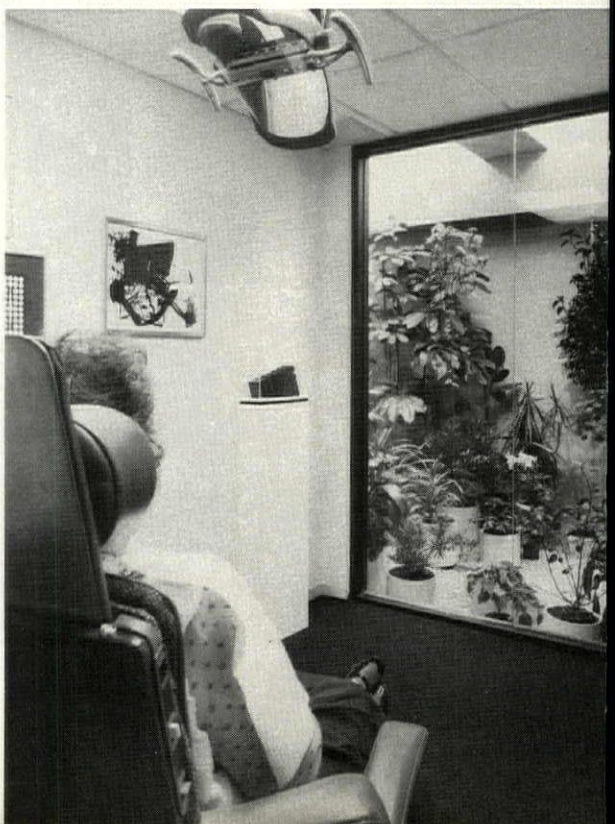
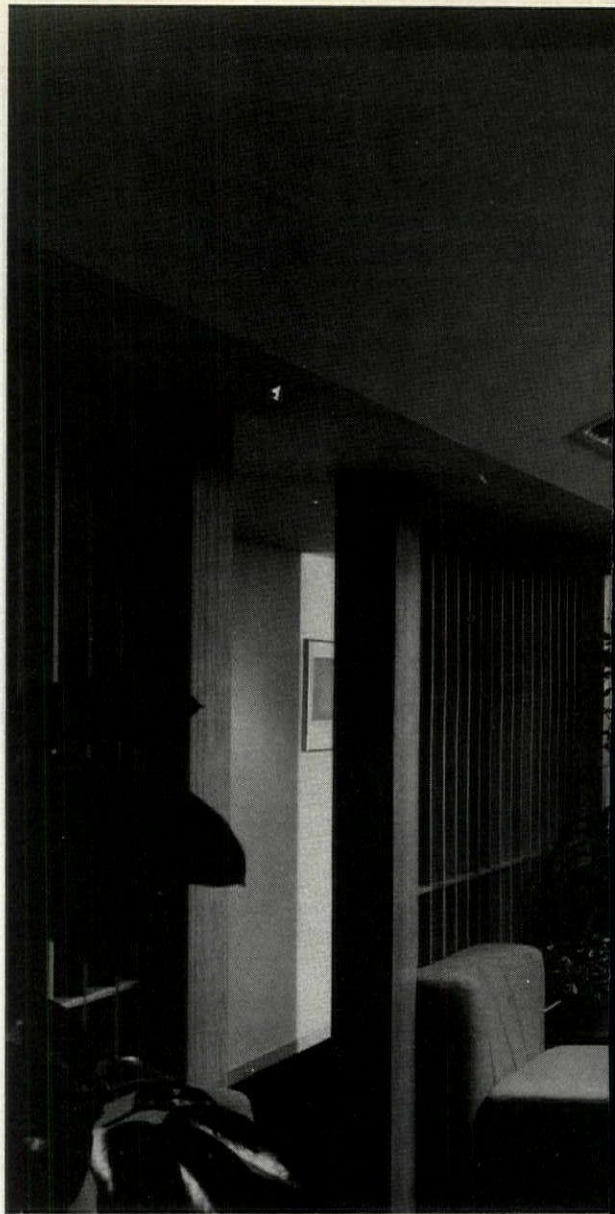
The dentists were looking for a good office and a good investment. They proposed to renovate the 20,000-sq.-ft. building, keeping one floor for themselves and renting out the other two.

When architects Childs Bertman Tseckares surveyed the building, however, they found it would not be economical as planned. So they proposed adding a fourth floor, bringing the total leasable area to 25,000 sq. ft., which could justify the extensive renovation work.

Thus, as it turns out, the doctors gained the advantages of both old and new. The footings easily supported the weight of the extra floor, which was designed with two concerns in mind: to create an ambience that would take the patients' minds off the treatment they were receiving and to avoid the impersonality of a large practice.

The building was gutted until only the columns, floor slabs and outside walls were left and then it was rebuilt anew. The old facade was in particularly bad shape, and so it was reinforced with a rigid stucco finish. In addition, a new parking structure was built.

Construction costs totaled \$520,000 for the building and \$150,000 for the garage in 1974. The doctors, who also acted as developers, had no trouble leasing the additional space, and rents are in line with those of other office space in the area. The building is expected to throw off a negative cash flow for the first three years, but its long-term potential is good.

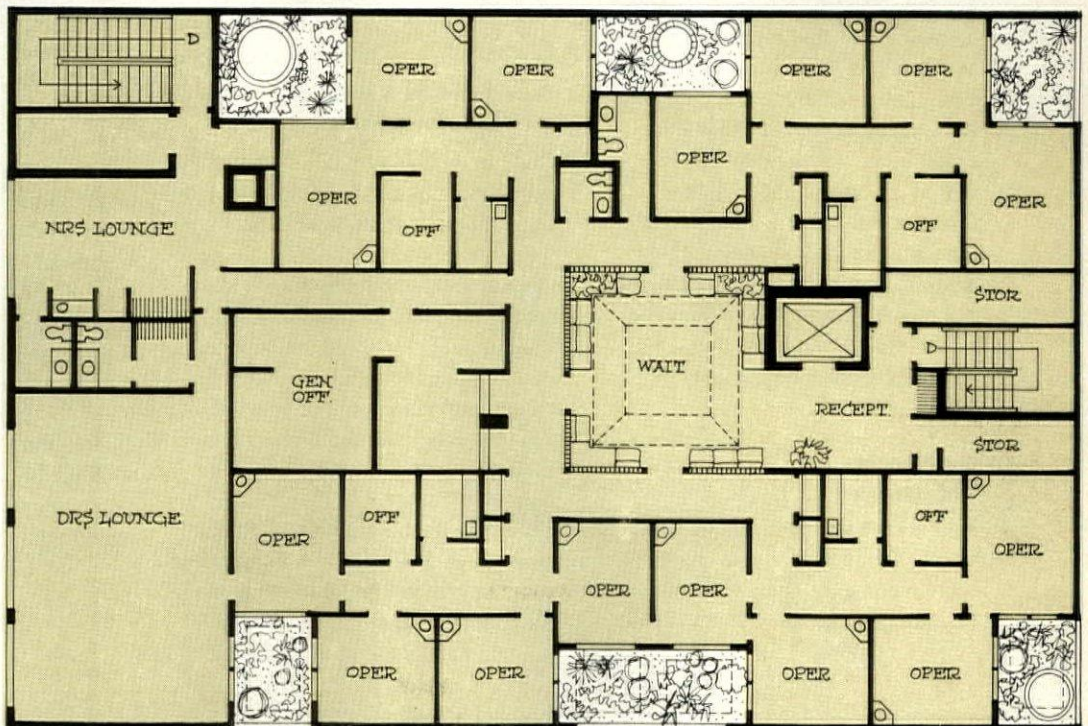






**Reception area (left)** is located in the center of the floor and surrounded by four separate suites, each with its own operatories, work room and private office (see plan below). Thus patients never have to walk past rows of occupied operatories on their way to appointments. This plan was designed to overcome the impersonal feeling a large practice can create.

**Typical operatory (left)** overlooks a lushly landscaped courtyard. There are six such skylighted courtyards on the building's new fourth floor, and they were designed to take patients' minds off the treatment they are receiving. They are a good way to create a view where none exists.



0 5 10 FT



# RECYCLING

## HOW DO YOU BEGIN?

When choosing a candidate for recycling, what do you have to look for—and to look out for? How much design work must you do before determining whether a project is feasible? What does the lender want to know? How do you get realistic bids from subs? In other words, how do you tackle a recycling job?

To find out, HOUSING asked several architects, planners and others who have had years of experience in recycling: Architect Charles Tseckares of Childs Bertman Tseckares and Architect J. Timothy Anderson and Planner Paul McGinley of Anderson Notter Finegold were recycling pioneers in Boston's massive redevelopment areas, often acting as developers as well as architects. And Melvin Gamzon is a senior associate in the Boston office of Economics Research Associates, a national consulting firm that has done feasibility studies for many large recycling projects, including Boston's Faneuil Hall market area.

### **It all begins with location**

And if that sounds familiar, it should. For in this respect evaluating a recycling project is no different from evaluating a new one. You're really

saying, "Find me a site with a building on it in a good location for a particular use," rather than just, "Find me a site in a good location." So in recycling, as in new construction, location is the number one criterion.

That doesn't mean that the old use of the site must match the intended new one. In New England, for example, old factories and mills are being turned into housing for the elderly, and it is their location, right in the center of town, that makes them so appropriate for this new use.

### **Once you find a building, get right down to basics**

Don't be seduced by those heavy wooden beams and nice old brick walls that you can expose. That comes later. You first must consider those unromantic items mandated by code or marketing considerations: window area, stairways, exits, lobbies, elevators, public toilets, mechanical spaces, etc. Until you see how they fit your building, you can't determine how much rentable space you will have left.

Charles Tseckares points to the example of apartments, which require a certain amount of window space in habitable areas. If the building is 60 ft. wide and you subtract 6 ft. for a central corridor, you're left with 27 ft. on either side. You can tell at a

glance that this will lend itself to well-proportioned rooms with adequate window area: a 685 sq. ft. apartment will have 25 ft. of outside wall and an 810 sq. ft. apartment will have 30 ft.

Now take a building that's 80 ft. wide and try to do the same thing. Once you subtract 6 ft. for the central corridor you're left with 37 ft. on either side. That means a 707 sq. ft. apartment will have only 19 ft. of outside wall and an 814 sq. ft. apartment will have only 22 ft. You can, of course, create oversize rooms to get the proper amount of windows. Or you can use the extra space for closets, for a loft if ceiling height and codes permit, or simply waste it. What it then boils down to is a marketing decision: If you're in a luxury area or building condominiums, the market may be willing to pay for the oversize rooms or extra storage space. If you're not, chances are the building isn't for you.

The same holds true of office and commercial recycling: Once you have determined how much space you'll need for stairways, exits, bathrooms, elevators, lobbies, mechanical spaces and the like, you can figure the ratio of the gross square footage of the building to the net rentable area. In an efficient modern building the gross to net ratio is about 85%. In an older building, it can be more efficient.

If the gross-to-net ratio is off, you can sometimes improve it. The four projects shown on the preceding pages, for example, all relied on the creation of additional rentable space, either by taking advantage of high ceilings to add a new level or by reclaiming previously wasted space. In one of Tseckares' early projects, the extra space was added by acquiring an adjoining building.

All of the above is vastly oversimplified. But it offers a quick way of getting started: of determining whether a project is *not* feasible or whether it's worth spending the time and money to study it further.

### **Next, analyze what you'll be getting for your money**

Again you can oversimplify to get a quick idea. Tseckares suggests



analyzing the building by trade breakdown, just as you would specify one if you were building new.

Look at the structural systems: If they're good and stable you'll know that you're home free on 20% of the building costs. If a wall is bowed out or the floors are wobbly, you don't have to find out why just yet. Just figure that the structural systems are 70% good or 80% good or whatever, and see how the rest of the numbers work out.

Look at the masonry: Maybe it's 95% good. The carpentry: You may want to keep 50%. The mechanical, electrical, plumbing systems: They may all have to go, but at least you'll know it from the start.

In the same way you can make a rough estimate of what you're going to have to put into the building: a certain number of linear feet of walls, doors, wiring, etc.

"A lot of people feel you have to get the final scheme, but you don't," says Tseckares. "You identify the scope of the work by estimating what the trades and materials will cost, and you can do this without knowing exactly where each wall is going to go."

With a little bit of thought, you should be able to make a pretty accurate estimate. You'll have to take into consideration such things as how you're going to get materials into a building and debris out of it: for example, it will cost a lot more to get 4x8 ft. sheets of drywall up narrow stairs than through big window openings where you can use a crane. But using this method, Tseckares has found that his rough estimates are usually within 5% of the final cost.

### **If you think a building has potential, bring in the pros**

You'll need an architect who is experienced in recycling. And you'll need a good feasibility study.

An architect who has done other recycling jobs can recognize design opportunities that someone who has done only new construction might not see. He can also help you get the most for your money. And he should be on hand to solve problems that crop up during construction.

"Remember, you're dealing with a building that you can't fully see until it's under construction," says Tim Anderson. "When you uncover problems, you must be able to make

on-the-spot decisions with the contractor. Otherwise these problems will be devastating."

Your development team's experience also counts in obtaining permits and financing.

"The whole key to an operation like this is having a clever architect," says developer Paul Zimmerman, who did the department store project shown on page 108. "I was responsible for all of the general development and for the concept, but I needed an architect to refine it and put it in acceptable terms to get approval. If that's not done professionally, a project could be delayed for years."

This is particularly true in places where little recycling has been done. "You're going into a foreign area that hasn't been tried, and you've got to convince everyone of the building's potential," says McGinley. "That doesn't mean you must have all the nitty-gritty problems solved, but it does mean you need all the basics worked out and a team of experts who can testify to your product." In the past many lenders looked at recycling projects with a jaundiced eye, not believing that recycled offices or apartments or shopping centers would be on a par with new construction.

"That's starting to change slowly," says Mel Gamzon. "The key to financing these projects is to remember that the lenders are comparing them to other potentially more attractive investment alternatives. There is no financing for recycling projects as such. But there is financing for good shopping centers, good office buildings, good residential structures."

Lenders must also be convinced that you know what you are doing, which is why an experienced development team is so important.

"Rarely does a lender call back and want to talk to the architect about new construction," says Tseckares. "But with recycling jobs they call all the time. I think what they're really trying to find out is how knowledgeable you are."

### **Your subs will need special handling**

Lenders aren't alone in being wary of recycling projects; so are most subs, and many are afraid to bid on them.

The key, says Tseckares, is to develop rapport and confidence. He points out that when a contractor bids on new construction, 90% of the information is on paper and 10% is in the field. With recycling, it should be just the opposite.

"You can't draw everything on paper and expect to be very rigid about it," says Tseckares. "Your contractor has to know that he won't be expected to move a structural wall six inches because it says so on a piece of paper."

He suggests putting a notation on the drawings that says the structural elements will be maintained and the architect will design around them. "That note says a thousand things to the trades," says Tseckares.

He also asks all of the contractors who want to bid on a job to come to the site. He calls a meeting for a certain time, has lights set up and explains the job to everyone at the same time.

"I don't explain it on paper; I explain it right in the building," he says. "And the contractors say, 'Oh, you mean I can go right up through that?' It's the sort of thing you can't record on a drawing, and it makes a significant difference."

Although the subs need some special handling at the start, most developers report that once they get used to the work they really like it and take particular pride in what they are doing.

### **Finally, how about construction costs?**

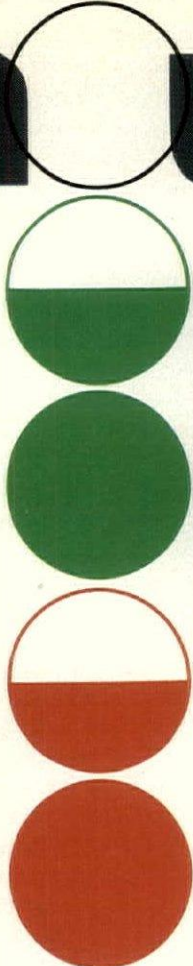
They're not necessarily lower than with new construction.

"I've seen projects where they've been 25% to 30% lower, and I've seen projects where they are equal or a little higher," says Gamzon. "The real key is in the end product, because in most instances you create a product with more amenities. You can't reproduce brick walls and beamed ceilings and interesting physical details in box-like new construction."



# housing demand index

First quarter, 1978



If demand were the prime factor, 1978 would probably be a markedly better housing year than 1977. That conclusion can be drawn by comparing the Housing Demand Index for the first quarter of 1978, which starts on page 114, with the previous index published in November of last year.

Specifically, 23 SMSAs (Standard Metropolitan Statistical Areas) promise improvement over the next 12 to 18 months, while only nine show a downtrend. Further, of the 110 SMSAs in this quarter's Index (vs. 99 in the previous one), 76 were rated average or better, while only 34 were rated below average.

Obviously, factors other than demand come into play. Higher interest rates may hurt; even though people can afford higher prices and rents, they may not be willing to pay them; and in many strong market areas, builders may simply not be able to produce enough units to match the demand.

Nevertheless, the Index shows that under present economic conditions, there is a very strong demand underpinning the housing industry. More important, it shows where the underpinning is strong and where it is weak.

#### **There are some caveats to the Index's evaluations**

Since the Index first appeared in November, a number of people have called or written to question some of the ratings. Most of the questions have fallen into two general areas:

1. Some SMSAs that include large metro areas received very low ratings, even though their suburban markets are going great guns.



A typical example, according to Alfred J. Gobar, who prepares the Index, is Detroit. Abandoned or underutilized housing in downtown Detroit shows up as existing housing in the overall SMSA figures, and the volume is great enough to overbalance a very strong suburban market statistically. Since data from the SMSA cannot be divided into metro and suburban areas in a summary report of this type, only a more detailed market study can show the differentiation. Detroit is so extreme an example of this problem that Gobar decided to drop it from the Index. (It thereby joins New York, Boston and Philadelphia as too complex to be rated in the Index.)

2. Some SMSAs with obviously low vacancy rates in their rental inventory nevertheless are rated as risky for rental housing. A typical example is Washington, D.C. which has very few vacancies and thus might look promising for new rental construction. But the for-sale sector in Washington is badly underbuilt, says Gobar. And since people have to live somewhere, he estimates that more than 200,000 of Washington's renters are families who would prefer to live in their own homes but can't.

"If that shortage gets cured," says Gobar, "and if significant numbers of condos are built in the city, the high-end rental market will be the most vulnerable. And since new apartments would of necessity be at the high end, we judge that rental apartments are risky."

### **There are fourteen new SMSAs in this quarter's Index**

They are: Boise; Chicago; Greenville, S.C.; Hartford; Lexington, Ky.; Miami; New Haven; Newark; Orlando; Phoenix; San Diego, San Francisco-Oakland, Santa Rosa and Vallejo-Fairfield, Calif.

Three SMSAs have been dropped: Detroit, for the reasons cited above; and Ft. Myers and Tampa-St. Petersburg, Fla., because, says Gobar, the heavy retiree market in those two SMSAs would require a statistical approach very different from the other SMSAs.

## **How to read the reports**

### **Five symbols are used:**



A white circle indicates an average supply vs. demand situation. The market is in relative equilibrium—that is, supply and demand are increasing at about the same rate.



A green half-circle indicates a better than average situation, with demand increasing faster than supply.



A green full circle indicates a very strong market with significant pent-up demand.



A red half-circle indicates a poorer than average situation, usually an overbuilt market.



A red full circle indicates a very poor situation that could be overbuilt by as much as two years in some categories.

### **Each SMSA is evaluated three ways:**

1. Degree of opportunity—in effect, a summation of all factors affecting the market.
2. Demand by units—just what it says.
3. Demand by purchasing power—the relative ability of the market to pay current prices or rents.

### **Each of these categories is in turn divided into three sub-categories:**

1. All housing in the SMSA.
2. For-sale housing, including mostly single-family detached with some medium and higher-priced condos.
3. For-rent housing, including mostly rental apartments with perhaps some low-priced condos.

### **Keep these points in mind**

1. The reports are qualitative, not quantitative; that is, they are based on the degree of risk involved in a given SMSA rather than the number of housing units that can be built there. A large SMSA with a poor market rating would support a much larger volume of new housing than a small SMSA with an excellent rating. But the degree of risk for the developer or lender would be much greater in the large SMSA.
2. The reports are projective, not historical. An SMSA may have a currently strong sales record or low vacancy rate, but still be a poor risk because of, for example, imminent employment problems. Conversely, an SMSA that looks bad on the surface may actually be in the process of turning around and getting healthy.
3. The reports are for the SMSA as a whole. Thus a low-rated market may well offer good opportunities for specific kinds of housing in specific locales; and conversely, a high-rated market will not guarantee success for the wrong product in the wrong location.



Albany rates higher than the last quarter, partly because of a small but real improvement in demand and partly because additional data came in that showed the original demand to be too low.

Augusta ranks the same overall as in the last quarter, but for-sale demand has increased significantly enough to warrant calling it an improved market.

Austin has a mismatch in type between supply and demand. More condos are needed, so rental apartments which are physically compatible with owner occupancy should be prime candidates for condo conversions.

Boise is a high-quality market in all aspects. However it is now experiencing a rapid increase in the construction of new rental units. And if the majority of these units are designed for high-rent tenants, the upper end of the rental market could become risky quite quickly.

Chicago should be appraised cautiously. It is a very large SMSA, and in practical terms is really five markets. There is a strong tendency for inner-city residents to move to the suburbs, so the demand for for-sale housing may actually be stronger than the Index indicates.

Cleveland is still below average in demand. But for-sale demand, especially in the suburbs, is up enough to warrant an improved label.

Columbus, Ga. shows a definite upward trend in demand over last quarter, although Gobar still rates it only average overall.

SMSA (Market Area)	DEGREE OF OPPORTUNITY			DEMAND BY UNITS			DEMAND BY PURCHASING POWER		
	ALL HOUSING	FOR SALE	FOR RENT	ALL HOUSING	FOR SALE	FOR RENT	ALL HOUSING	FOR SALE	FOR RENT
AKRON, OH	●	●	●	●	●	●	●	●	●
ALBANY, NY	●	●	○	●	●	○	●	●	●
ALBUQUERQUE, NM	●	●	●	●	●	●	●	●	●
ALLENTOWN, PA	●	●	●	●	○	●	●	●	●
ANAHEIM, CA	●	●	●	●	●	●	●	●	●
ANN ARBOR, MI	●	○	●	●	○	●	●	●	●
ATLANTA, GA	●	○	●	●	○	●	●	●	●
AUGUSTA, GA	●	●	●	●	○	●	●	●	●
AUSTIN, TX	●	●	○	●	●	○	○	●	●
BAKERSFIELD, CA	●	●	●	●	○	●	●	●	●
BALTIMORE, MD	○	●	●	●	○	●	○	●	●
BATON ROUGE, LA	●	●	●	●	●	●	●	●	●
BIRMINGHAM, AL	●	●	●	●	○	●	●	●	●
BOISE, ID	●	●	●	●	●	●	●	●	●
BUFFALO, NY	○	○	○	●	○	●	○	○	●
CANTON, OH	○	●	●	○	●	●	○	●	●
CHARLESTON, SC	●	●	●	●	●	●	●	○	●
CHARLOTTE, NC	●	●	●	●	●	●	●	●	○
CHATTANOOGA, TN	●	●	●	●	○	●	●	●	●
CHICAGO, IL	●	●	●	●	●	●	●	○	●
CINCINNATI, OH	○	●	○	○	●	●	○	○	○
CLEVELAND, OH	●	○	●	●	○	●	●	●	●
COLORADO SPRINGS, CO	●	●	●	●	●	●	●	●	●
COLUMBIA, SC	●	○	●	●	○	●	○	●	●
COLUMBUS, GA	○	○	○	○	○	○	○	○	○
COLUMBUS, OH	●	●	●	●	●	●	●	○	●
DALLAS-FORT WORTH, TX	●	●	●	●	●	●	●	●	●
DAVENPORT-ROCK ISLAND, IA-IL	●	○	●	●	○	●	○	○	●



Fresno was rated a very strong market last quarter; now it is in the "super" category.

Gary is up in all aspects except rental purchasing power, and Gobar says that higher-priced discretionary housing for move-up buyers should be an especially good bet.

Greensboro is rated lower than last quarter because the latest data shows that even though unit demand is still average, purchasing and renting power is down.

Indianapolis gets a higher rating than last quarter because unit demand in the for-sale sector is up strongly. Gobar feels that like Gary, Indianapolis has a strong move-up potential.

Jacksonville is yet another SMSA with strong potential in the move-up for-sale market

Los Angeles, says Gobar, should be looked at as integral with the Orange County market (Anaheim SMSA). And although Los Angeles shows a somewhat risky rental market, Gobar believes it will get better because the lack of low-cost for-sale housing in both Los Angeles and Orange County will put increasing pressure on rental apartments. Condos are a promising sector of the market too.

SMSA (Market Area)	DEGREE OF OPPORTUNITY			DEMAND BY UNITS			DEMAND BY PURCHASING POWER		
	ALL HOUSING	FOR SALE	FOR RENT	ALL HOUSING	FOR SALE	FOR RENT	ALL HOUSING	FOR SALE	FOR RENT
DAYTON, OH	●	●	●	●	●	●	○	○	○
DAYTONA BEACH, FL	○	●	○	○	●	○	●	●	●
DENVER, CO	○	○	●	○	○	●	○	○	●
EL PASO, TX	○	○	○	○	○	○	○	●	●
EUGENE-SPRINGFIELD, OR	●	●	●	●	●	●	●	●	○
FLINT, MI	●	●	●	●	●	○	●	●	○
FRESNO, CA	●	●	●	●	●	●	●	●	●
GAINESVILLE, FL	●	●	○	●	●	○	●	●	○
GARY, IN	○	○	○	○	○	○	○	●	●
GRAND RAPIDS, MI	○	○	●	●	○	●	○	○	●
GREENSBORO, NC	○	○	○	○	○	○	○	○	○
GREENVILLE, SC	○	○	○	○	○	○	○	○	○
HARRISBURG, PA	●	●	●	●	●	●	●	●	●
HARTFORD, CT	○	○	○	○	○	○	○	○	○
HONOLULU, HI	●	●	●	●	●	●	●	●	●
HOUSTON, TX	●	●	○	●	●	○	●	●	○
HUNTSVILLE, AL	●	○	○	○	○	○	○	○	○
INDIANAPOLIS, IN	○	○	○	○	○	○	○	○	○
JACKSON, MS	●	●	●	●	●	●	●	●	●
JACKSONVILLE, FL	○	○	○	○	○	○	○	○	○
KANSAS CITY, MO-KS	●	●	●	●	●	●	●	○	○
KNOXVILLE, TN	●	○	○	○	○	○	○	○	○
LANSING, MI	○	○	○	○	○	○	○	○	○
LAS VEGAS, NV	○	○	○	○	○	○	○	○	○
LEXINGTON, KY	●	●	●	●	●	●	●	●	●
LINCOLN, NE	○	○	○	○	○	○	○	○	○
LITTLE ROCK, AR	●	●	●	●	●	●	●	●	●
LOS ANGELES-LONG BEACH, CA	○	○	○	○	○	○	○	○	○



Miami, says Gobar, is probably a stronger market than the statistics indicate. The reason: Current data probably does not take into account the impact of write-downs and abandoned housing which has reduced the effective supply of housing in that market.

Minneapolis-St. Paul is up from last quarter, but is limited by low incomes in the area relative to prices and rents.

Norfolk is up slightly because for-sale purchasing power in the area has climbed significantly.

Pensacola has improved enough this quarter so that it just about rates a green circle. That it gets only a half green is a judgment call by Gobar.

Raleigh is rated the same overall as it was last quarter, but is on the verge of becoming an all-red market.

Reno, like Minneapolis, has fair to strong unit demand in all categories but suffers from low incomes.

SMSA (Market Area)	DEGREE OF OPPORTUNITY			DEMAND BY UNITS			DEMAND BY PURCHASING POWER		
	ALL HOUSING	FOR SALE	FOR RENT	ALL HOUSING	FOR SALE	FOR RENT	ALL HOUSING	FOR SALE	FOR RENT
LOUISVILLE, KY	○	○	◐	◐	◐	◐	○	○	●
LUBBOCK, TX	●	●	●	●	●	●	●	●	●
MADISON, WI	◐	◐	●	◐	●	●	◐	○	●
MELBOURNE-TITUSVILLE, FL	●	●	●	●	●	●	●	●	●
MEMPHIS, TN	○	◐	●	○	●	●	◐	●	●
MIAMI, FL	◐	○	●	◐	●	●	●	●	●
MILWAUKEE, WI	◐	○	●	○	●	●	●	●	●
MINNEAPOLIS-ST. PAUL, MN	○	○	◐	○	○	◐	●	●	●
MOBILE, AL	●	◐	●	●	◐	●	●	◐	●
MODESTO, CA	○	○	◐	◐	○	●	○	○	◐
NASHVILLE, TN	●	●	◐	●	●	◐	●	●	◐
NEW HAVEN, CT	◐	◐	●	○	●	●	●	●	●
NEW ORLEANS, LA	●	○	●	●	●	●	●	●	●
NEWARK, NJ	◐	○	●	○	●	●	●	●	●
NEWPORT NEWS, VA	◐	◐	◐	◐	◐	◐	●	●	●
NORFOLK, VA	○	◐	●	◐	●	●	○	◐	●
OKLAHOMA CITY, OK	◐	◐	○	○	○	○	●	●	○
OMAHA, NE	◐	◐	◐	○	◐	●	●	●	○
ORLANDO, FL	◐	◐	●	◐	◐	●	◐	◐	●
PENSACOLA, FL	◐	◐	●	◐	○	●	●	◐	●
PEORIA, IL	○	◐	◐	○	●	◐	○	◐	◐
PHOENIX, AZ	◐	◐	◐	◐	●	◐	◐	◐	◐
PITTSBURGH, PA	◐	○	◐	○	◐	◐	●	◐	●
PORTLAND, OR	○	○	○	○	◐	○	○	○	○
PROVIDENCE, RI	◐	●	◐	○	●	●	●	●	●
RALEIGH, NC	◐	◐	●	●	◐	●	●	●	●
RENO, NV	○	○	◐	●	●	○	●	●	●





Baskets. Brass. Batik. You choose accessories with care. And your walls can be just as distinctive. All it takes is your special touch and Masonite brand hardboard paneling. Like the luxurious way this new

Tradition™ II Birch Design warms up to loft living.

Or choose stucco, brick or a forestful of wood designs. You'll find attractive looks at affordable prices. At your Masonite brand paneling dealer.



Circle 123 on reader service card

Room design by Larry Deutsch, A.S.I.D.  
Finish on real Masonite brand hardboard.



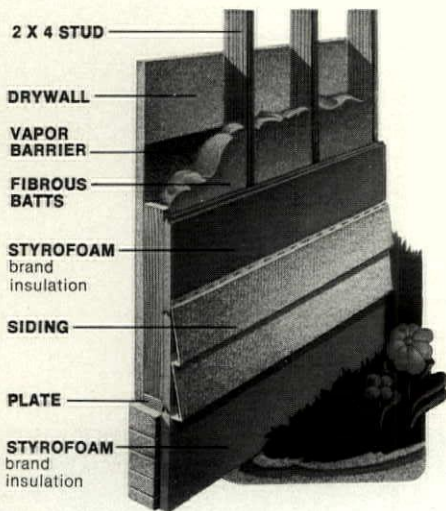
# Give your homes energy savings value!



VISIT US IN DALLAS AT THE  
NAHB SHOW, BOOTH 2420.



# STYROFOAM\* brand insulation can cut your homes' heating costs up to 24%.†



The tests, conducted by Ohio State University under a grant from Dow Chemical U.S.A., compared energy costs of homes identical except for insulation systems. (Write for test procedures and results.)

Outside the foundation, apply sheets of STYROFOAM brand insulation down to or below the frostline. Applied in this way, real life energy calculations indicate that STYROFOAM brand insulation will cut heat loss an additional 10%.

Analysis indicates that STYROFOAM brand insulating sheathing cuts energy costs by working three extra ways to improve insulation performance:

#### **Cuts conduction heat loss**

STYROFOAM brand insulation insulates the entire wall, not just the space between the studs—significantly cutting conduction heat loss.

#### **Reduces air infiltration**

Because of its snug-fitting tongue and groove design, STYROFOAM brand insulation can greatly reduce air infiltration. Summer and winter.

You can make your selling job easier—and cut your home buyer's heating bills up to 24%—by using STYROFOAM brand insulation from roofline to frostline.

On frame walls, just substitute STYROFOAM brand insulation for ordinary sheathing. It handles and installs easily and economically. And tests show it can cut heat loss by 14%.

#### **Helps batts work better**

STYROFOAM brand insulation can minimize "convective looping." By keeping the wall cavity warmer, it makes batt insulation more effective.

#### **Energy savings sells**

Today's home buyers are sold on saving energy. So you can make your selling job easier by offering them lower energy bills. For full information, contact your Dow Representative. Or write: The Dow Chemical Co., STYROFOAM Brand Insulation, Midland, MI 48640.

†Some homes will perform better, others not as well. Energy savings will depend on factors such as climate, fuel type, workmanship, house design and living habits of the occupants.

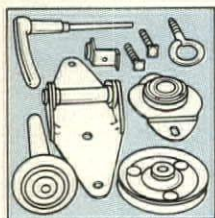
**STYROFOAM\***  
BRAND INSULATION



\*Trademark of The Dow Chemical Company



# At Raynor we're involved from the bottom up!



Raynor makes the best sectional overhead type doors money can buy. That's because we do a lot of things ourselves, when others don't.

We become totally responsible for every detail from design to field service including all of the steps in between.

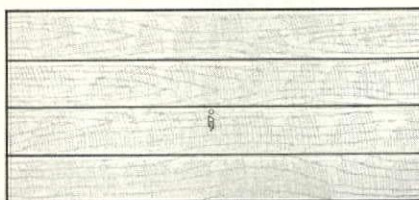
When problems do arise, as they do in every business, Raynor can respond faster, more assuredly. Because we can't pass the buck.

Not to a spring manufacturer, nor a millwork, nor a shipping line. Not even to a contractor, because there are over 300 authorized Raynor distributors who install every door we build. It's this extra concern for quality that's made Raynor the 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.

*Circle 126 on reader service card*



**RAYNOR™**  
GARAGE DOORS





# Here's what your customers are missing.



**Aluminum exterior needs no painting.** Pella offers the ultimate in care-free windows . . . an acrylic, color coated aluminum skin outside, with the beauty and natural insulation of wood inside. None of the protective cladding intrudes on inside surfaces where it could cause decorating problems. And Pella Clad windows are available in a choice of exterior colors.



**The disappearing screen.** Here's an interesting option to the standard inside screen on Pella's Clad Casement window. It's called the Rolscreen® and only Pella offers it. It stores out of sight at the top of the window to give you a crystal clear view and let in 20% more light. Then when the screen is needed, it simply pulls down like a window shade and latches firmly into position. Quick, convenient, easy.



**The sliding glass door with the self-closing screen.** Pella puts an end to one of life's minor aggravations with a screen door that remembers to close and latch itself every time someone opens it. Pella patio doors also feature wood frames reinforced with metal T-sections to prevent warping. This keeps the door properly weathersealed and easy to operate.



**FREE Catalog.**

Send for your free copy of our full-color catalog on Pella Wood and Clad Windows & Sliding Glass Doors. See us in Sweet's Light Residential File. Or look in the Yellow Pages, under "windows", for the phone number of your Pella Distributor. The Pella Planning Center in your area will welcome the opportunity to assist you and your customers in any way.

©1978 Rolscreen Co.

I am specifically interested in:  Double-Hung Windows,  Casement Windows,  Awning Windows,  Sliding Glass Doors,  Wood Folding Doors.

Name \_\_\_\_\_  
 Firm \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_  
 State \_\_\_\_\_ Zip \_\_\_\_\_  
 Telephone \_\_\_\_\_

**Mail to:** Pella Windows & Doors, Dept T40A8  
 100 Main St., Pella, Iowa 50219.

Also available throughout Canada.  
 Coupon answered within 24 hours.







## Nobody offers more appliance choices than Magic Chef.

Here are some facts that might surprise you.

*First*, Magic Chef has every appliance your kitchen needs, with a brand name your customers respect.

*Second*, we now put the sparkle of black glass doors on our dishwashers and compactors, to match our cooking appliances.

*Third*, nobody else offers you over 30 ways to

put microwave cooking in your kitchens.

*Fourth*, our full line of electric and gas cooking appliances install interchangeably.

*Fifth*, we have a line of energy-saving refrigerators to meet your needs and budget.

So let your Magic Chef distributor surprise you with the most complete line of built-in kitchen appliances in the business.

Magic Chef, Cleveland, Tenn. 37311.



You'll be surprised at the choices.

Circle 22 on reader service card





# How dry I am.

Beautiful Classicon™ with Aquabar™ is the only sheet vinyl flooring guaranteed for one year against failure caused by mold, alkali, or excessive moisture in the subfloor.\* Another Mannington first.

Classicon has Mannington's exclusive no-wax JT88® wear layer. It's cushioned and

comes in 5 designs and 27 colors.

Beautiful . . . *and* dry. It's a combination your customers will find hard to resist.

**mannington**  
FLOORS FOR LEISURE LIVING



Mannington Mills, Inc., Dept. D53, Salem, N.J. 08079  
Over 60 years of fine flooring.

Others by Wellco Carpet Corp., Calhoun, Ga., a wholly owned subsidiary.

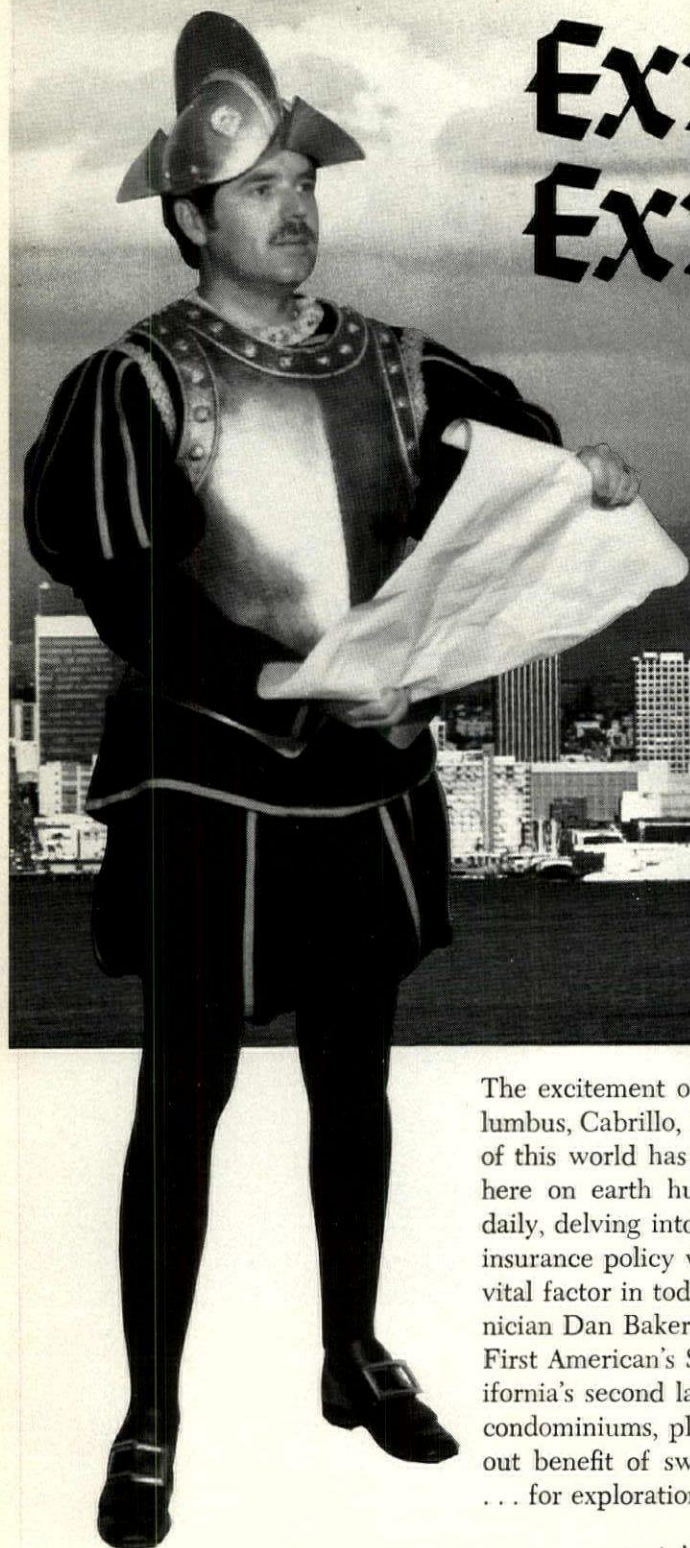
**See moisture-proof Classicon  
at the NAHB Show, Space 2726**

Williamsburg Plank, a random width, pegged plank flooring, comes in four colors.  
Shown is Gold Walnut, No. 5039.

\*excluding hydrostatic pressure. See Mannington's exclusive Classicon guarantee.



# Exploration Expertise!



The excitement of exploration and discovery experienced by Columbus, Cabrillo, Lewis and Clark and other early-day adventurers of this world has given way to the challenge of outer space. But here on earth hundreds of modern land explorers are at work daily, delving into documents and maps to chart the course a title insurance policy will take. Proper and prompt title searching is a vital factor in today's successful real estate transaction. Title technician Dan Baker has captained smooth sailing for subdivisions in First American's San Diego office for over 12 years. Here, in California's second largest city, his skill conquers the complexities of condominiums, planned developments and other projects . . . without benefit of sword or musket! Always charter First American . . . for exploration expertise.



## *First American Title Insurance Company*

HOME OFFICE: 114 E. FIFTH ST., SANTA ANA, CA 92701 • (714) 558-3211  
SERVING TITLE INSURANCE NEEDS THROUGHOUT THE UNITED STATES

*A Subsidiary of The First American Financial Corporation*





## Nothing gives you the edge like a counter top of real ceramic tile.

Before you install your next kitchen counter top, consider using the material that stands up to the punishment this area of the house must take—the way no other material can. It's real ceramic tile.

Unlike laminates and other synthetic materials, a ceramic tile counter won't burn, blister or scorch, even under heat. And the finish won't dull even with the constant scrubbing a kitchen counter gets.

And now you can really give your work a finished look with American Olean's new ceramic tile counter top edge. With a sloped edge that prevents over-the-counter spills. It comes in colors to match. And can be used in thin-set or mortar installations.

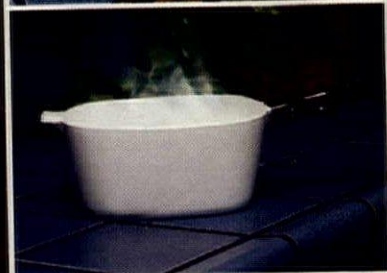
Still another way you can complete a job that's neat and beautiful is with American Olean's new 6" x 6" Crystalline tile (shown) that's the same width as the trim, so grout joints line up.

Give yourself the competitive edge with kitchen counters, vanity tops and trim of real ceramic tile. To find out more about it, write to:

American Olean Tile Company, 2486 Cannon Avenue, Lansdale, Pa. 19446.

Ceramic Tile. It's the natural thing to use.™

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







## When we say it'll be there, you can believe it!

We make over 95% of the delivery dates we promise you.

What's more, the dates we promise are now some of the earliest offered by any major lock company.

Try us.

All factory orders are confirmed within 24 hours with our promised shipping date.

And with a date you can count on. Schedule accordingly—and breathe a little

sigh of relief: Weslock is there when you need us.

Shorter lead times, on time delivery, and quality, too. Our locks are as good as our word.

That's a promise.

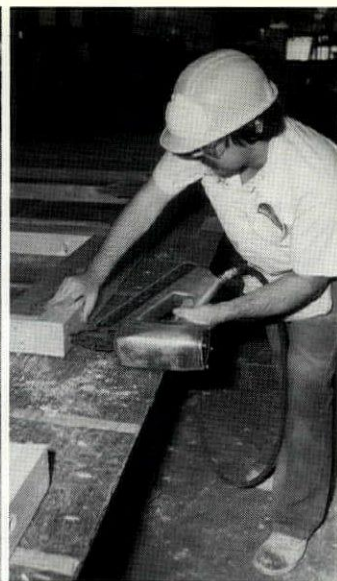
# Weslock®

13344 So. Main St., Los Angeles, CA 90061





Richard Hinrichs (right), Director of Purchasing, Wick Homes, talks to Senco's Len Alu in Mazomanie, Wisconsin.



**In 1970 Senco took Wick Homes' challenge. "They cut our costs. Increased our production. And never fell down on deliveries and service. They're still doing it."**

Today Wick Homes is using just over 500 Senco staplers and nailers — 12 different models altogether — in their Wisconsin plant, in its cabinet shop, and for on-site construction.

In fact, Wick is so sure Senco won't let them down that they use nothing but our tools and fasteners in their Moberly, Missouri and Coldwater, Michigan operations, too. All three facilities expect to complete more than 3,000 high-energy-efficient homes this year.

"Senco tools really measure up," says Dick Hinrichs. "But the best tool in the world is no good if it isn't backed by on-call servicing and a steady supply of fasteners. Senco's got it all. No one beats their performance."

With such hard-muscled commitments as pre-arranged preventive maintenance, continuous customer follow-up, and a coordinated program of tool, fastener and parts delivery scheduling, we push to keep our customers' goals on-target.

Take these two examples. Senco worked with Wick to get UL approval of the 16d 3 1/2" framing

nail, driven by the heavy-duty, hand-balanced SN-IV nailer. Now UL is Wick's third-party inspector, and sales are rising fast in such code-tough states as Iowa and Minnesota.

"We switched from nails to staples for exterior plywood application, using the compact M-I and 1 1/2" staples — and saved \$6,000 the first year alone," Dick Hinrichs says with a smile.

We know that a change is no small thing. But if you think it's time you looked into air-driven nailers and staplers, talk to the company that most often delivers the goods. Senco. We'd like to show you the tools you need in a no-obligation demonstration. Just contact us and name the time and place. We're in the Yellow Pages, or write: Senco Products, Inc., 8485 Broadwell Road, Cincinnati

OH 45244.  
Phone  
513/474-3000.



**SN-IV**

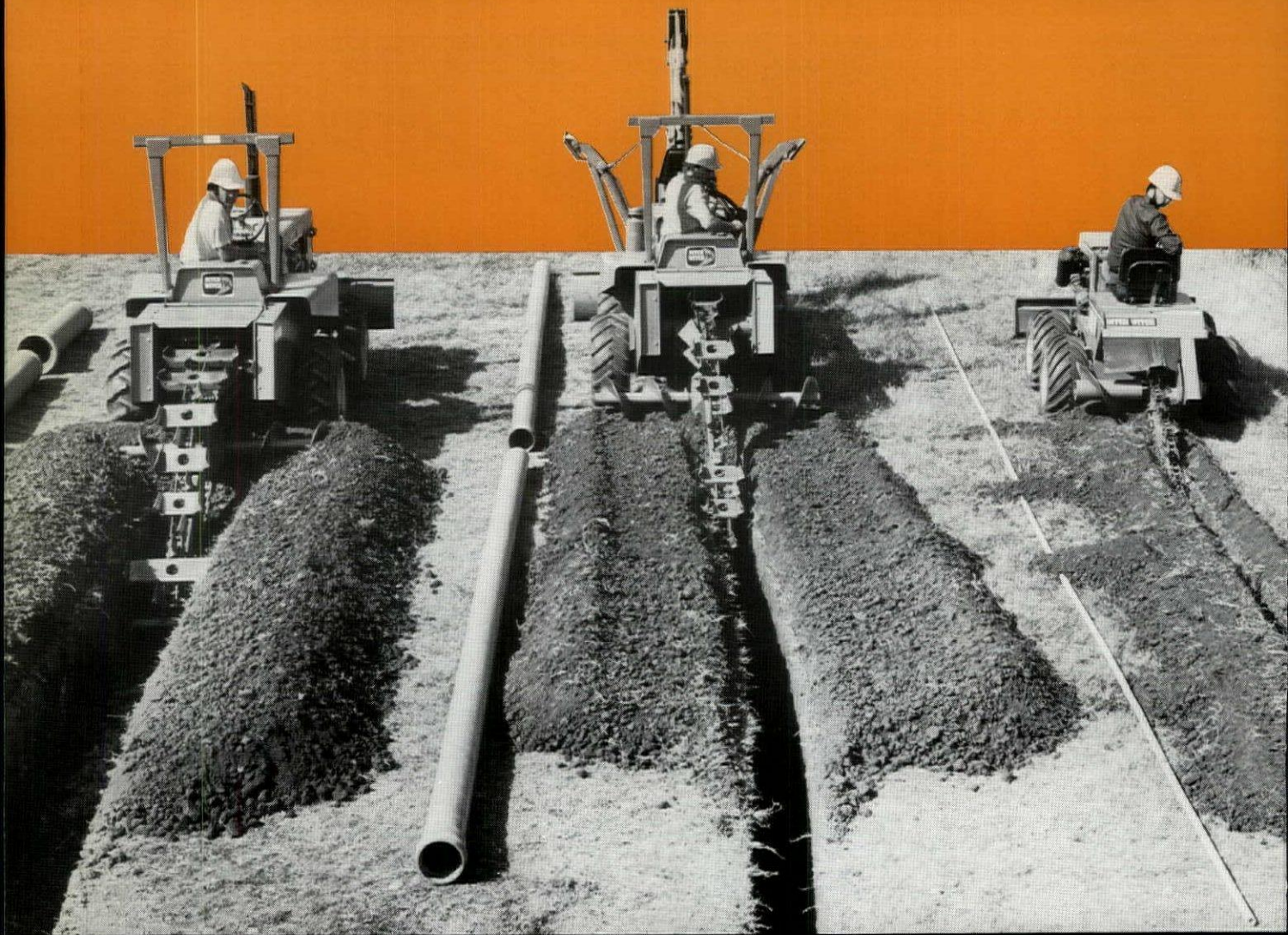
heavy-duty nailer drives smooth, ring and screw-shank nails 2" to 3 1/2"

Visit us in Booth 1024 at the NAHB Show - Jan. 22-25, Dallas



Circle 33 on reader service card





# Trench... by the inch, foot or mile.

Need trench for electrical or communications service lines? For natural gas or water distribution systems? Ditch Witch trenchers can dig it for you — in almost any size you need.

Ditch Witch underground construction equipment ranges from compact 7-HP models through big four-wheel-drive machines in the 100-HP-class. And Ditch Witch design features give you such exclusives as rigid-frame four-wheel-drive... four-wheel steering... the unique

Modularmatic concept.

And it's all backed up by the strongest dealer organization in the industry.

So, if you need trench — a little or a lot — Ditch Witch has the answer for you. Whether it's just a few feet or mile after mile after mile.

So, talk to us soon. Charles Machine Works, Inc., P.O. Box 66, Perry, Oklahoma 73077.

TWX 910-830-6580. Call your Ditch Witch dealer or call (800) 654-6481.



**DITCH WITCH HAS THE ANSWER!**

Ditch Witch and  are registered trademarks of the Charles Machine Works, Inc.

*Circle 34 on reader service card*



HOME PLANNERS makes it easy for you to  
**PICK YOUR HOME DESIGN**  
 from over 1000 PLANS • by Richard B. Pollman



ANY CATEGORY! YOUR CHOICE!  
**JUST \$2.50**  
 Construction Blueprints Available  
 For Every Design At Low Cost

Category  
**1** **230 2 & 1/2 STORY HOMES** \$250  
 TRADITIONALS & CONTEMPORARIES

A delightful selection of original home designs including authentic adaptations of the popular French Mansard, English Tudor, New England Salt Box, Classic Georgian and Farmhouse Colonial.



Category  
**2** **185 ONE-STORY HOMES** \$250  
 ALL OVER 2000 SQ. FT.

Styles for both traditional and contemporary preferences, these superb designs include L-Shapes, Ranches, Atriums and Rectangles — all with provisions for modern indoor/outdoor living.



Category  
**3** **250 ONE-STORY HOMES** \$250  
 ALL UNDER 2000 SQ. FT.

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.



Category  
**4** **180 MULTI-LEVEL HOMES** \$250  
 SPLIT-LEVELS • HILLSIDES • BI-LEVELS

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.



Category  
**5** **223 VACATION HOMES** \$250  
 ALL SIZES • A-FRAMES • CHALETs • HILLSIDES

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!



Offer No.  
**6** **All 5 Categories**  
 OUR COMPLETE COLLECTION!



You'll get every category—over 1000 designs, 2700 illustrations — in 912 pages! A great reference library of design styles, sizes and types. Blueprints for every design, including Materials List and Specifications, available at low cost.

GET ALL 1000  
 DESIGNS BY  
 RETURN MAIL  
 ONLY  
**\$8.95**  
 Postpaid  
 A GENUINE  
**\$12.50 VALUE**

SATISFACTION  
 GUARANTEED!

Mail  
 Today!

In Canada, Mail to:  
 Home Planners, Inc.  
 772 King St. W.  
 Kitchener, Ont.  
 N2G 1E8

home planners, inc.

Dept BK 16310 GRAND RIVER AVE.  
 DETROIT, MICHIGAN 48227

CHECK CATEGORIES DESIRED

- (1) 230 1 1/2 & 2-Story Homes \$2.50  
 (2) 185 One-Story Homes \$2.50  
 (3) 250 One-Story Homes \$2.50  
 (4) 180 Multi-Level Homes \$2.50  
 (5) 223 Vacation Home Plans \$2.50  
 SEND ALL 5 CATEGORIES at \$8.95

HM81RN

NAME (please print) \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

HOME PLANNERS, INC.  
 Dept. BK 16310 Grand River Ave.  
 Detroit, Michigan 48227

Total Amount Enclosed \$ \_\_\_\_\_

Mich. residents please add 4% sales tax.



**1. Modular chandelier system, "Crystal Dome,"** features slotted brass lamp holders with crystal shades. Lamps can be hung singly or in groups of three, four or eight. Lightolier, Jersey City, NJ. *Circle 289 on reader service card*

**2. Impact-resistant fixture** has virtually unbreakable Lexan® polycarbonate diffuser. Part of the "Non-Destructibles" series, unit is secured with tamper-proof screws and is offered for wall or ceiling mounting in incandescent and fluorescent models. Progress, Philadelphia. *Circle 290 on reader service card*

**3. Low-level walkway light** is constructed of seamless extruded aluminum. Fixture for direct or accent lighting is 42" high and comes 4" square, 6" square or 8 1/2" round. Trimblehouse, Norcross, GA. *Circle 291 on reader service card*

**4. Redwood strip lighting** can be stained or painted to match any interior. Back is enclosed with rust-proof metal pan. Fittings for G-25 bulbs are polished chrome or polished brass. Four lengths are available: 11 1/2", 23 1/2", 35 1/2" and 47 1/2". Victor, San Carlos, CA. *Circle 292 on reader service card*

**5. Decorative bulbs, "Fluorescent-Globelite,"** provide the look of a gas flame inside a transparent glass orb. A patented fiber glass-thread coating produces the shimmering effect. Bulbs have a 4,000-hour use life and are available in 40w and 60w intensities. Duro-Lite, Fair Lawn, NJ. *Circle 293 on reader service card*

**6. Lamp holders** for residential track lighting are part of the "Vienti" series. Easy-to-mount holders come in spherical, cylindrical and pinchback styles shown. Halo, Elk Grove Village, IL. *Circle 294 on reader service card*

**7. Fluorescent lighting system** for outdoor tennis courts features weatherproof extruded aluminum housing with aluminum reflectors. Prefabricated system can be operated at three levels of illumination. Devoe, Carlstadt, NJ. *Circle 295 on reader service card*

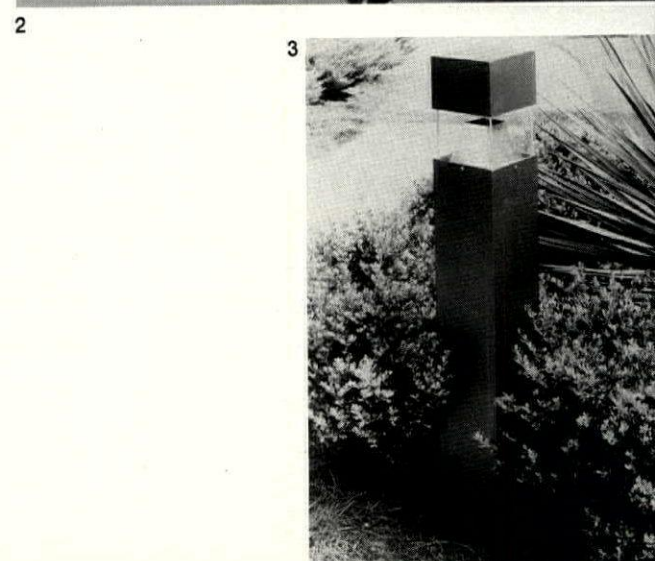
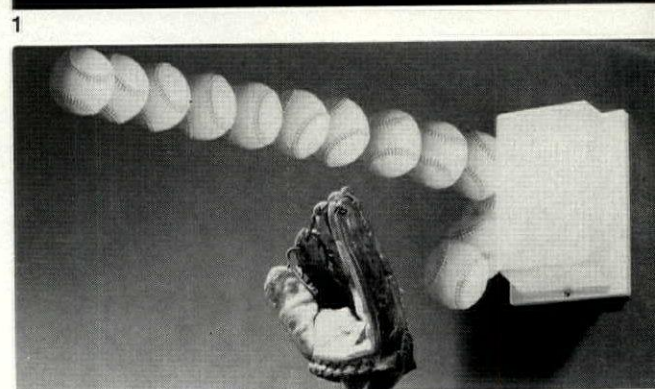
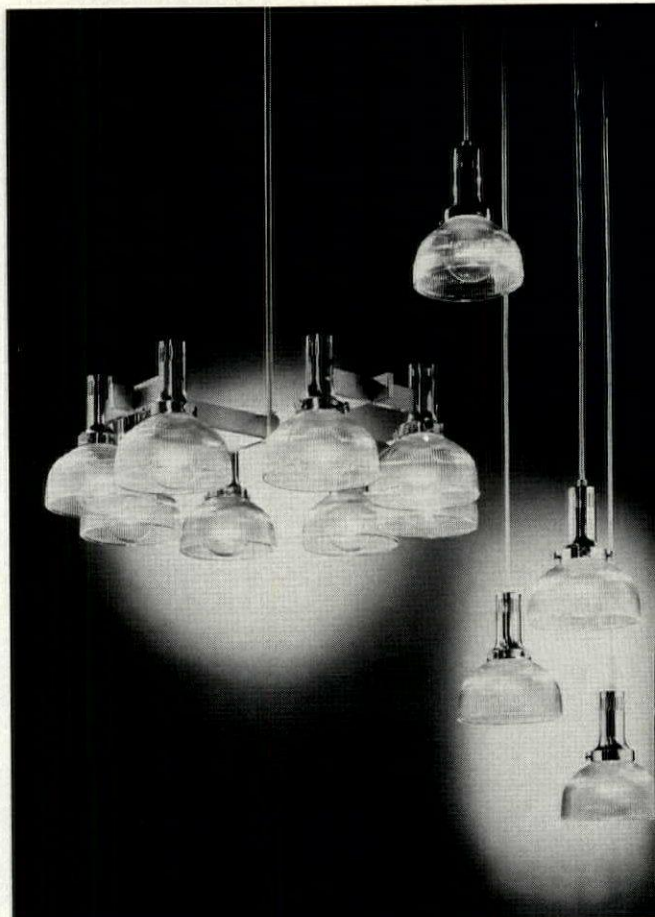
**8. Decorative fluorescent ceiling light** consumes 60% less energy than an incandescent fixture. Part of the "Watt Watchers" collection, light provides illumination equal to one 60w bulb. Crystal-cut diffuser and brass-finished canopy are featured. Thomas, Louisville, KY. NAHB booth 2536. *Circle 296 on reader service card*

**9. Contemporary-style chain pendant** includes 40w downlight in center column for illumination below. Wood column has walnut finish, four shades are topaz acrylic and metal parts have satin bronze finish. NuTone, Scovill, Cincinnati. NAHB booth 2230. *Circle 297 on reader service card*

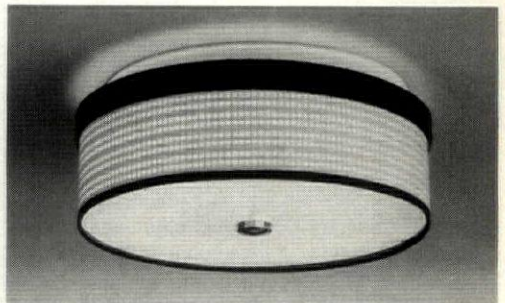
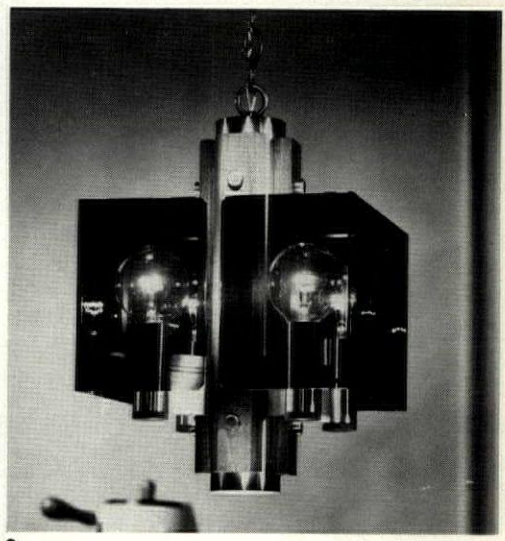
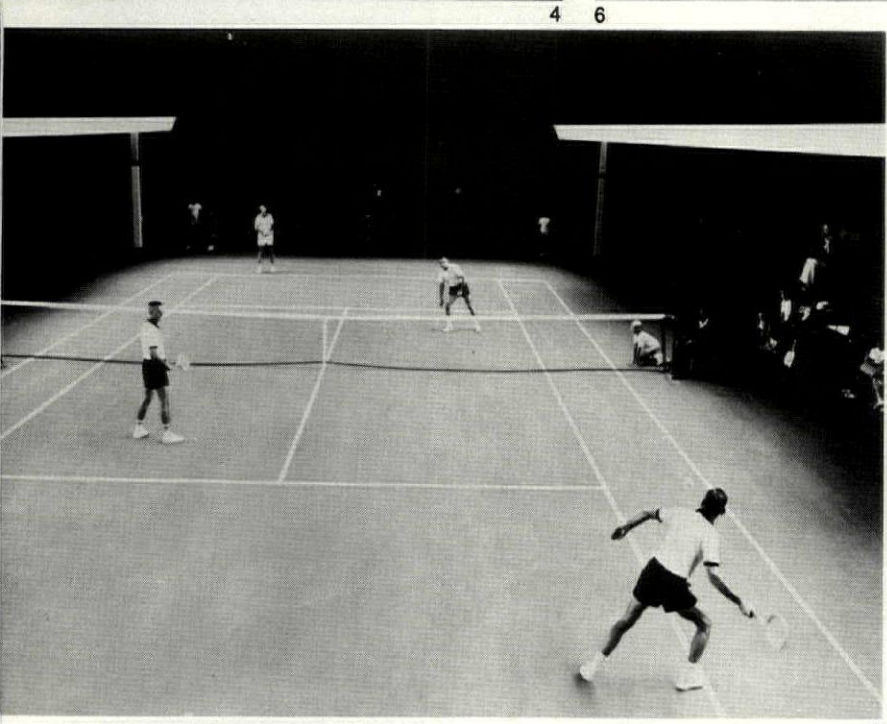
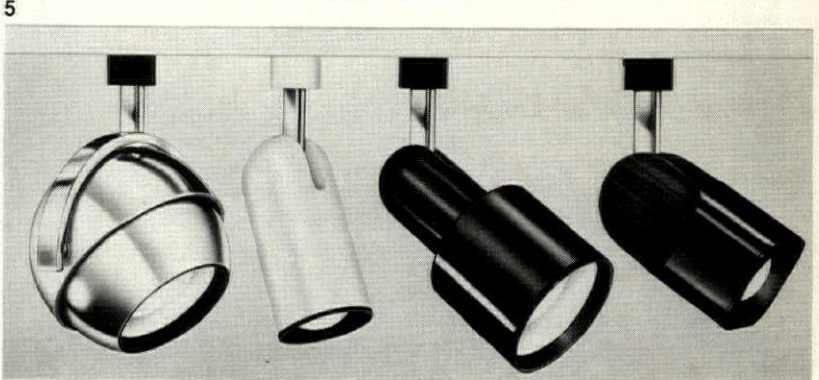
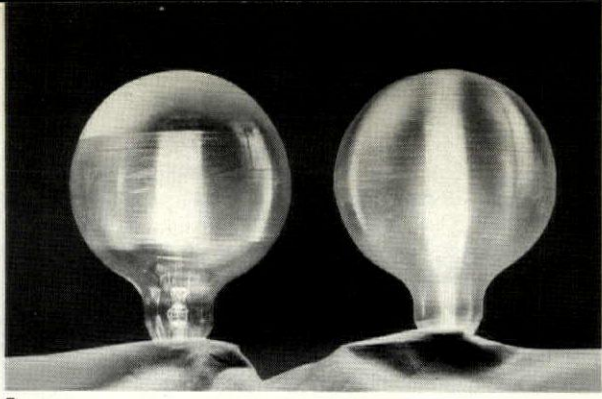
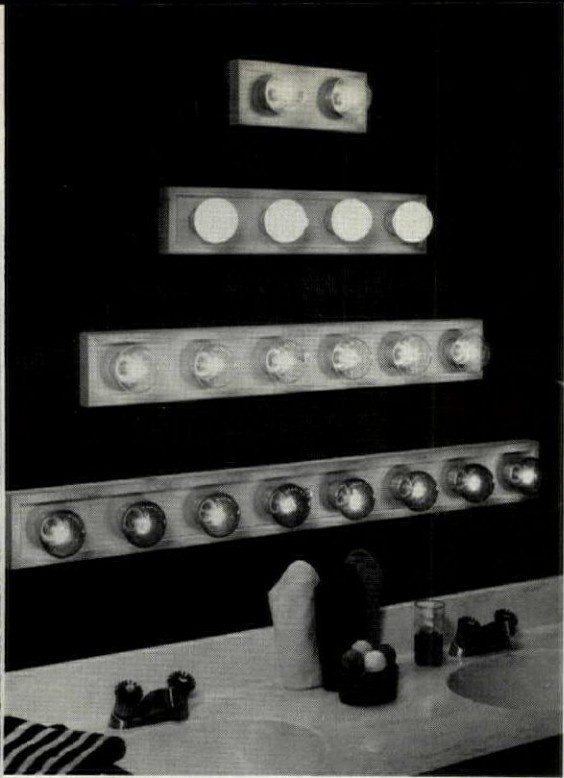
**10. Floor lamp with tray** features tan vinyl magazine swing. Part of the "Oakridge" collection, lamp is constructed of oiled oak with chrome or brass accents and comes with pleated tan shade. Line includes table and floor models and a plant stand grouping. London, Redondo Beach, CA. *Circle 298 on reader service card*

**11. Brass-and-rattan lamps** are topped with rice-paper-style pleated shades. UL-listed lamps provide three-way lighting and are offered in a variety of sizes. Shown are a 32"-high table lamp (left) and a 24"-high accent lamp (right). Schiller Cordey, Hackensack, NJ. *Circle 299 on reader service card*

**12. Two-light circline ceiling fixture** takes a 22w and a 32w long-lasting fluorescent bulb. Glass diffuser eliminates glare. Decorative shade comes in a variety of materials including cane (shown), cork, wicker and simulated grass. Home-Vue, Lithonia, Conyers, GA. *Circle 300 on reader service card*







5  
4 6

7

8

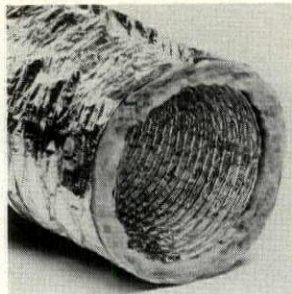
9

10

11 12



**1. Insulated flexible ducts** with diameters ranging from 4'' through 16'' are suitable for both high and low-pressure applications. Ducts, with high-pressure cores and flame-retardant outer jackets, are 30' long. Norflex, Sherman Oaks, CA. *Circle 301 on reader service card*



1

**2. Fuel-saving clock-thermostat**, "Chronotherm," provides multiple temperature setbacks. This allows for the heat to go on and off automatically at preset times of the day. Thus no heat is wasted when the house is empty. Honeywell, Minneapolis, MN. *Circle 302 on reader service card*



2

**3. "Solaron" solar collector panels** are made of steel, tempered glass with a rubber seal around the glass. They are claimed to provide 55-60% of the annual heating load, and are suitable for both remodeling and new construction. Solaron, Denver, CO. NAHB booth 1745. *Circle 303 on reader service card*

**4. Electric ceiling fan** with vintage styling saves energy by expelling heat. Brass-plated fan features real wood blades with pecan finish and cast iron housings. Two speeds quietly circulate the air. Hunter, Memphis, TN. *Circle 304 on reader service card*

**5. Zonelite III® extended range heat pump** comes in three models. The 42-inch, 14,000 BTUH unit shown operates in a heat pump mode down to outdoor temperatures of 35°. For cooling, unit has an EER of 7.0. General Electric, Louisville, KY. NAHB booth 2412. *Circle 305 on reader service card*

**6. Heat pump**, the "Climatrol II," features a rotary compressor. The outdoor section is encased in a heavy duty grille and features Durafin™ coils. The indoor evaporator blower is heavily insulated to deaden operating noise sound. Mueller Climatrol, Edison, NJ. NAHB booth 2442. *Circle 306 on reader service card*

**7. "Sunstream Model 60" collectors** are used in combination with a heat pump to make the house shown 50% self-sufficient. The collectors feature baked-white enamel aluminum frames and acrylic covers. Grumman, Ronkonkoma, NY. NAHB booth 1570. *Circle 307 on reader service card*



3

**8. Residential electric furnace "3200"** features easy installation and servicing. This versatile unit can be used alone, paired with a central air conditioning system or function as the air handling unit for a heat pump. Coleman, Wichita, KS. *Circle 308 on reader service card*

**9. Horizontal gas furnace** is available in sizes ranging from 60,000 to 160,000 BTUH. This "GS11" unit features a steel cabinet with permanent baked-on enamel finish, a multi-speed direct-drive blower and automatic controls. Lennox, Marshalltown, IA. NAHB booth 1246. *Circle 309 on reader service card*

**10. Central air conditioner**, the "Super Round One II," features a high efficiency compressor. The seven-model line has EERs up to 10.6. A precision-matched fan, "TimeGuard II" compressor protection and a large condenser coil are standard. Carrier, Syracuse, NY. NAHB booth 2638. *Circle 310 on reader service card*

**11. Gas-fired, forced-air furnace**, the "Climatrol IV," is available for use with natural gas or liquid propane gas. The furnace is equipped with full cabinet insulation and a spark ignition system that eliminates the pilot light. York, York, PA. NAHB booth 2110. *Circle 311 on reader service card*

**12. Solar assisted heat pump system** consists of a solar heating coil, a solar collector, an air handler and a "Flexhermetic II" heat pump. System has a one-year parts warranty plus a four-year extended compressor warranty. Fedders, Edison, NJ. NAHB booth 2240. *Circle 312 on reader service card*

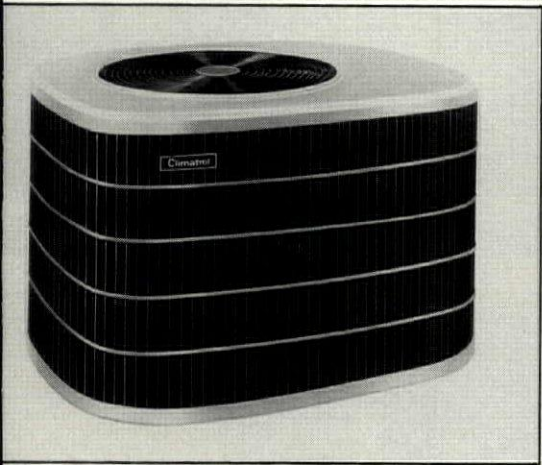


4

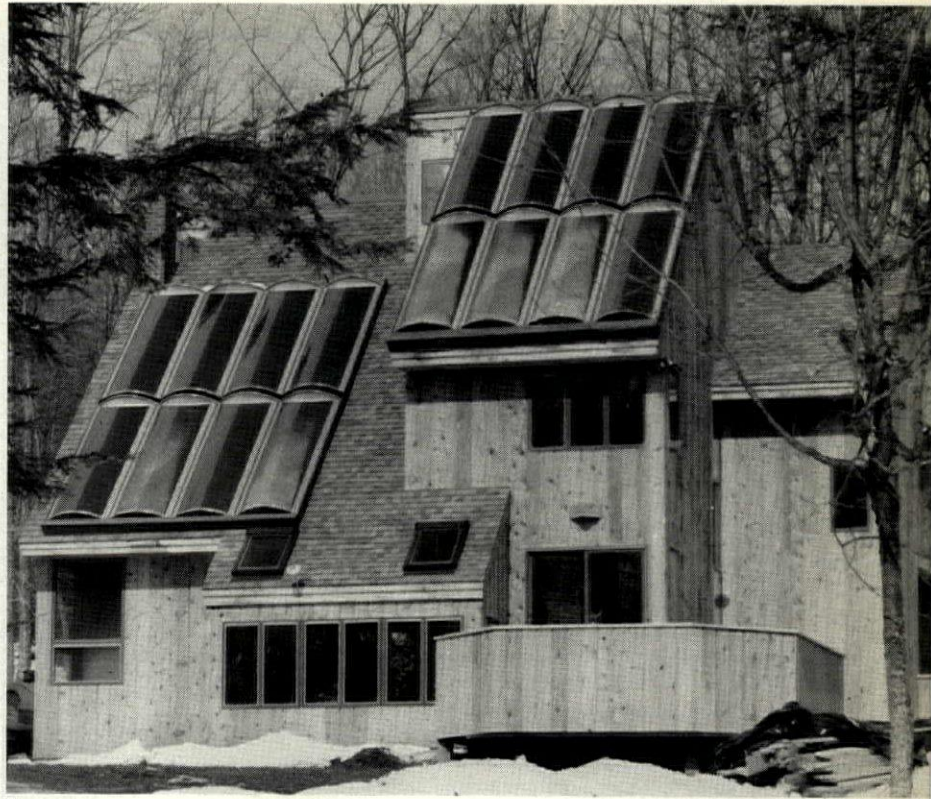




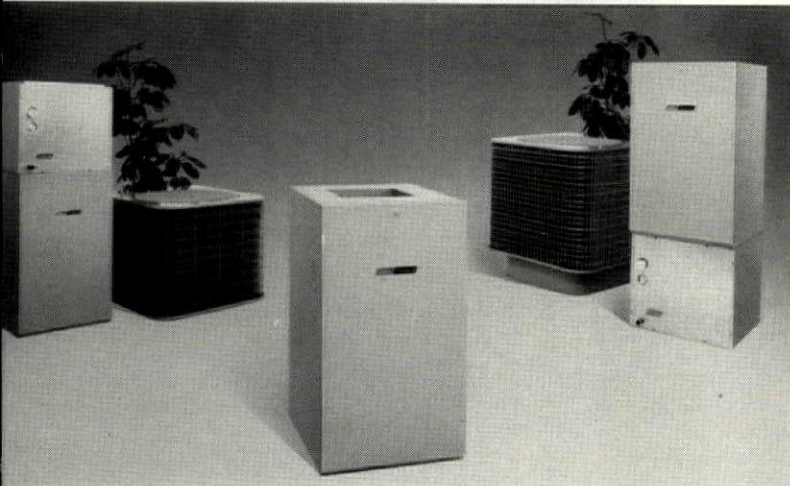
5



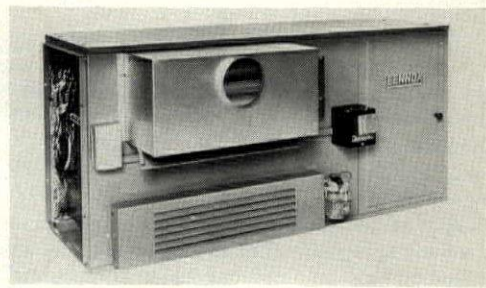
6



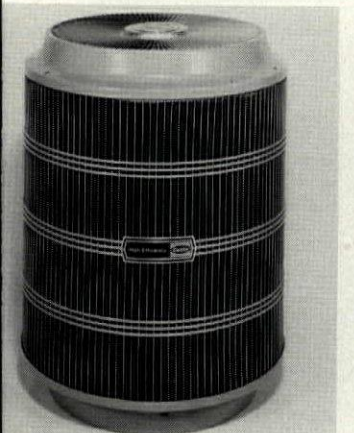
7



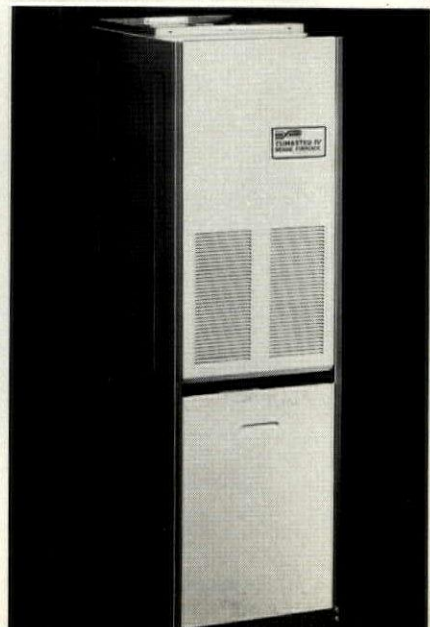
8



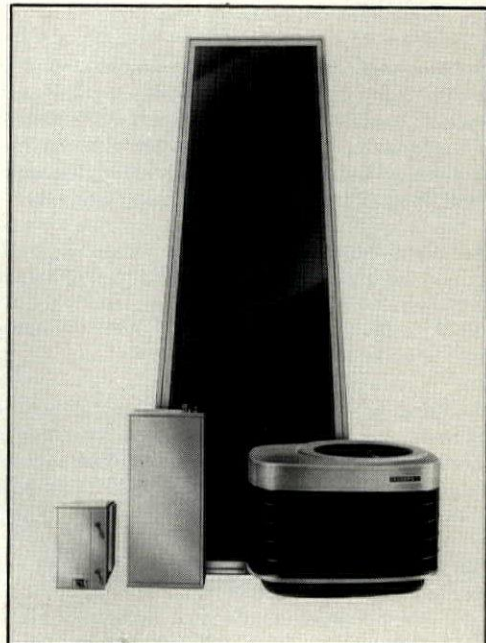
9



10



11



12



**1. Sturdy patio cover**, Sunshields™, features a setback beam which can be placed up to 18' from the front in case of odd-size slabs. Front and side fascias of extruded aluminum have built-in gutter and rain deflector caps. Kinkead, U.S. Gypsum, Chicago. *Circle 313 on reader service card*

**2. Particleboard stair tread**, "Super Step," is for interior applications. Floorcovering may be applied directly over the material. Tread has a bull-nosed edge and is available in standard widths and thicknesses in 6' to 12' lengths. Boise Cascade, Portland, OR. NAHB booth 2318. *Circle 314 on reader service card*

**3. Skylight** for residential or light commercial applications is constructed of impact-resistant Uvex plastic. Easy-to-install unit comes in single-dome and double-dome versions. Paeco, Perth Amboy, NJ. *Circle 315 on reader service card*

**4. Insulating sheathing panels**, Styrofoam™ "TG," have tongue-and-groove edges that fit together tightly to reduce air infiltration. Moisture-resistant panels can be attached to wood frame with staples or nails. Dow Chemical, Midland, MI. NAHB booth 2420. *Circle 316 on reader service card*

**5. Lightweight concrete product**, "Cem-Lite," is a composite of cement, sand and alkali-resistant glass fibers. The material can be used for cladding, insulated roofing or duct work. Olympian Stone, Redmond, WA. *Circle 317 on reader service card*

**6. All-wood spiral stair**, Stair-Pak™, is handcrafted of clear red oak. Unfinished units are manufactured to any specified height and are available in 4', 4'6", 5' and 6' diameters. Stair-Pak, Union, NJ. *Circle 318 on reader service card*

**7. Curved stair**, "S-90," is reinforced with hidden steel horses screwed to hardwood treads and risers. Non-squeaking stair fits a conventional 8' ceiling. Custom heights are also offered. American General, Ypsilanti, MI. NAHB booth 2216. *Circle 319 on reader service card*

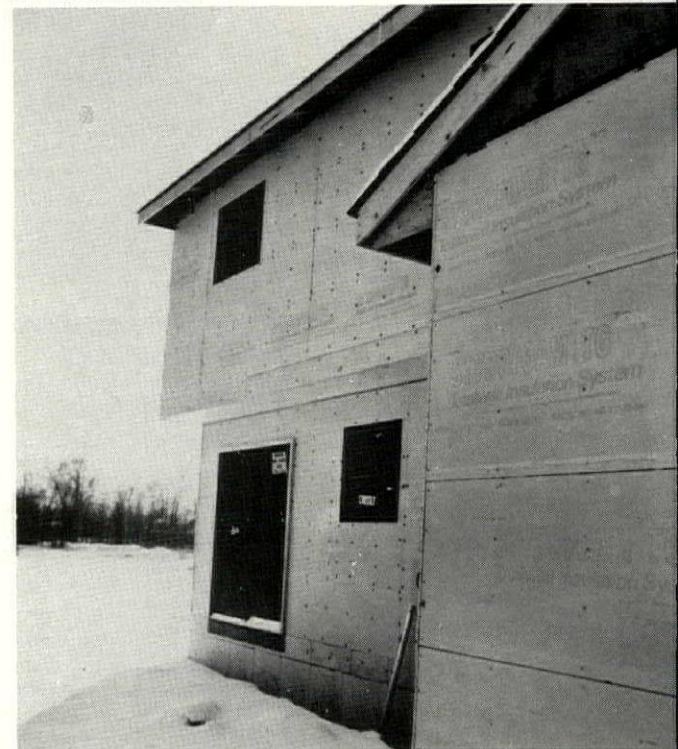
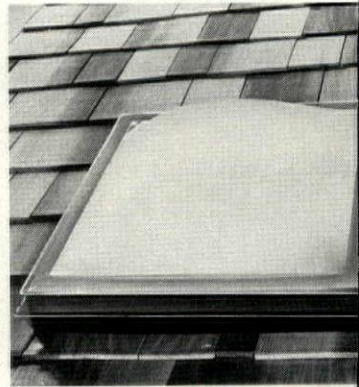
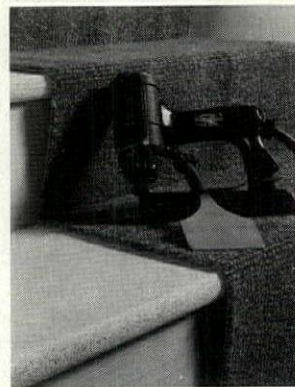
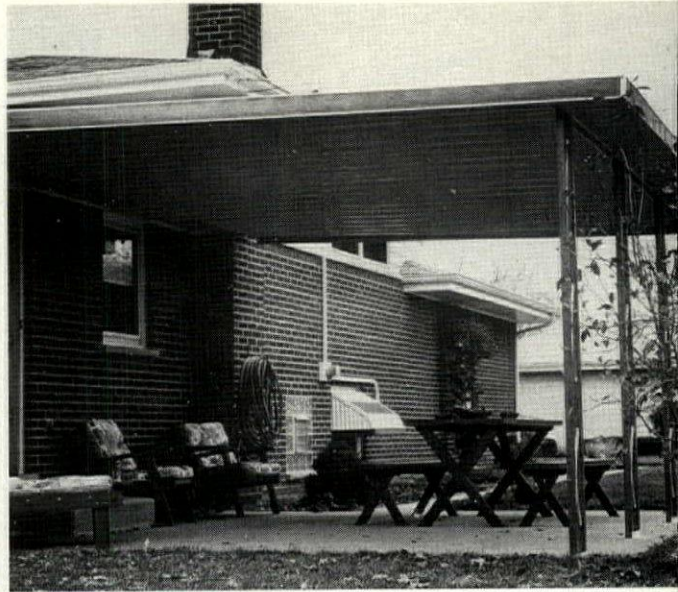
**8. Joist hanger**, "TECO-U-Grip," can be used for limited-span floor and ceiling joists. The 18-gauge zinc-coated steel device has a load capability of 55psf for a 10' to 11' span, making it suitable for use with 2x6s as well as 2x4s. TECO, Washington, DC. *Circle 320 on reader service card*

**9. "Monocast" concrete forming system** features an insulating molded foam liner. The 4"-thick liner is placed against interior face of the aluminum form before concrete is poured. Contours for receptacles, etc. are molded in. The resulting fire-resistant wall has an R-value of 21. Western Forms, Kansas City, MO. NAHB booth 1661. *Circle 321 on reader service card*

**10. Double-dome insulated skylight**, "Kleer-View," is for remodeling applications. Easy-to-install unit is manufactured of high-impact PVC and comes in three sizes: 14 1/4" x 14 1/4", 30 1/4" x 30 1/4" and 14 1/4" x 22 1/4". APC, Hawthorne, NJ. *Circle 322 on reader service card*

**11. "High-R" foam sheathing** consists of a glass-reinforced polyisocyanurate foam core sandwiched between reflective aluminum foil facings. Sheathing is available in R-values from 3 to 16. Owens-Corning, Toledo, OH. NAHB booth 2506. *Circle 323 on reader service card*

**12. I-beam joist** weighs less than 2 lbs. per linear foot but is strong enough to be used 24" o.c. The "Residential TJI" is available in lengths up to 56' and comes with pre-cut holes for wiring and ventilation every 12". Trus Joist, Boise, ID. *Circle 324 on reader service card*







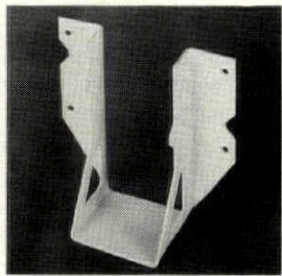
5



6



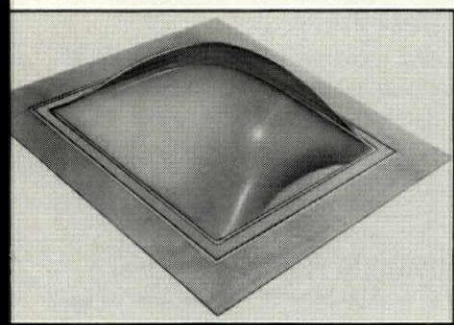
7



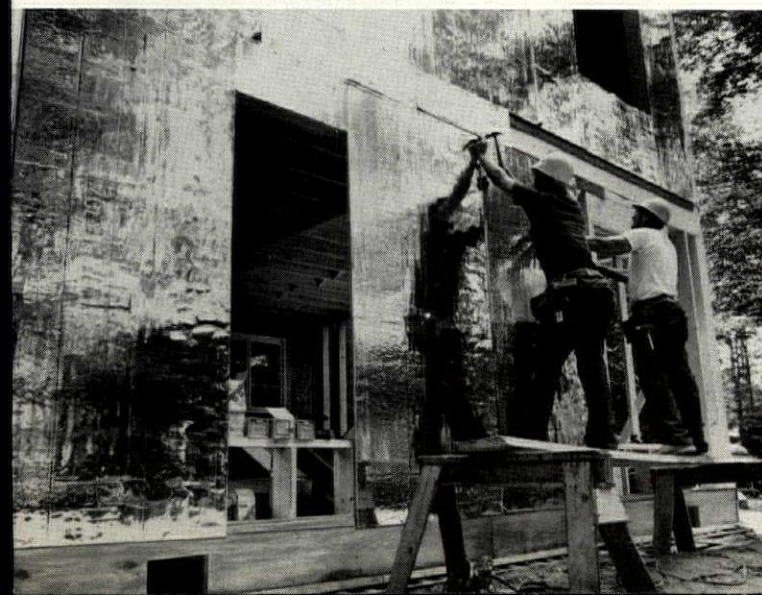
8



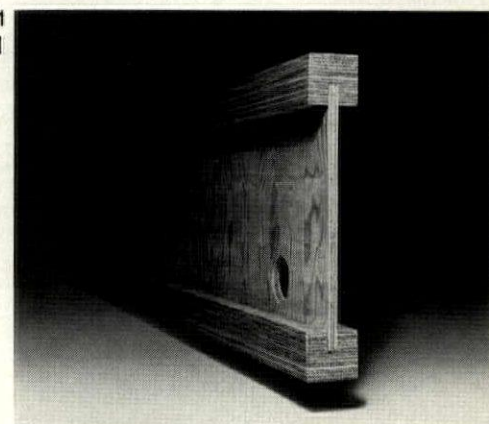
9



10

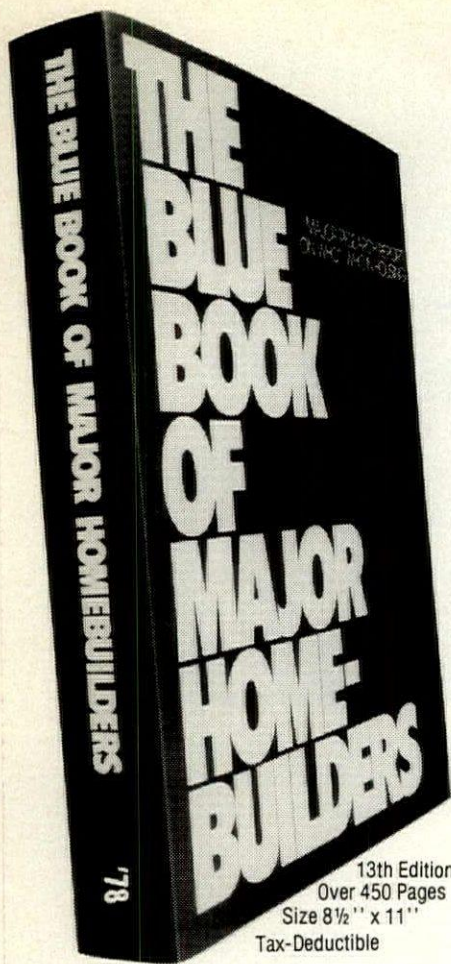


11



12





# Buy the book that helps you sell an \$18-BILLION HOUSING MARKET with all-new data on 3,000 key executives in 1400 major homebuilding firms operating at more than 1,000 locations in all 50 states

The **Blue Book of Major Homebuilders** tells you **who** they are, **where** they are, **what** they do—and how they're planning for \$18,000,000,000 in revenues from their housing production, housing sales, housing rentals, nonresidential projects, remodeling work and property management.

The **Blue Book** gives you all-new intelligence on the nation's most active builders in the fast-changing residential market. More than 600 new executives and 400 new firms are included in 450 pages of comprehensive research bringing you up-to-date on the major homebuilders who build in volume and buy in bulk.

## 5 New Features in the 1978 Blue Book

The 1978 Blue Book offers five new features with new data on:

- 1) **Property Management:** Firms managing residential and commercial properties requiring upkeep, maintenance and repair on a continuing basis.
- 2) **Remodeling:** Firms engaged in remodeling, renovation and rehabilitation of the nation's building stock.
- 3) **Housing Starts:** A statistical perspective on single-family and multi-family housing starts over a 20-year period.
- 4) **Housing Data:** Sources of government and private housing data available for appraising market trends.
- 5) **Housing Measures:** Useful information on the Typical House, including prices. . . number of bedrooms and baths. . . square feet of roofing, wall space . . . equipment. . . and other market measures per million new units, and for the nation's stock of occupied dwellings over ten years old.

## Best Way to Serve Your Best Prospects

Give your management, merchandising, marketing, advertising, research, public relations, sales and distribution people the **only** workbook that tells them all they need to know to best serve your best possible customers, clients and prospects.

The **Blue Book** makes it easy to **call up**, **call on** or **write to** the major builders and buyers who **need** building products, materials, services, equipment, money, land and ideas for planning, building, managing and remodeling their projects.

## 14 USEFUL FACTS ABOUT 1400 MAJOR HOMEBUILDERS

- Name and Address
- Telephone Number
- Key Executives
- Operating Areas
- Construction Methods
- Housing Record
- Nonresidential Building
- Remodeling Activity
- Property Management
- Performance Record
- Prices and Rents
- Money Requirements
- Land Requirements
- Government Housing

## AVAILABLE IN NATIONAL AND 4 REGIONAL EDITIONS

Northeast	South	Midwest	West
Maine	Texas	Ohio	Alaska
N.H.	Okla.	W.Va.	Hawaii
R.I.	Ark.	Mich.	Cal.
Vt.	La.	Ind.	Wash.
Conn.	Ky.	Wisc.	Oreg.
Mass.	Tenn.	Ill.	Idaho
N.J.	Miss.	Minn.	Nev.
N.Y.	N.C.	Iowa	Utah
Pa.	S.C.	Mo.	Ariz.
Dela.	Ga.	N.D.	Mont.
Md.	Ala.	S.D.	Wyo.
Va.	Fla.	Neb.	Colo.
D.C.		Kan.	N.M.

**BULK RATES AVAILABLE  
TO HELP YOUR DEALERS  
DISTRIBUTORS & SALESMEN**

## Just One New Customer Can Pay For Your BLUE BOOK Many Times Over!

**Yes! SHIP 1978 BLUE BOOK  
AS INDICATED BELOW**

THE BLUE BOOK OF MAJOR HOMEBUILDERS  
CONSTRUCTION MARKETING RESEARCH ASSOCIATES, INC.  
1559 ETON WAY • CROFTON, MD. 21114

- Bill me       Bill firm  
 Payment enclosed to save postage & shipping charge

- National Edition (no. of copies \_\_\_\_\_) \$94.50 \*  
 Northeast Edition (No. of copies \_\_\_\_\_) \$34.50  
 Midwest Edition (No. of copies \_\_\_\_\_) \$34.50  
 South Edition (No. of copies \_\_\_\_\_) \$34.50  
 West Edition (No. of copies \_\_\_\_\_) \$34.50

Enclosed is my check (or money order) for \$ \_\_\_\_\_ payable to CMR Associates, Inc. (Book(s) to be shipped prepaid with guarantee of full satisfaction or 15-day full refund privilege on return of Blue Book of Major Homebuilders.

\* Special Pre-publication Price of \$87.50 on  
Orders Received Before December 31, 1977

Name \_\_\_\_\_ Title \_\_\_\_\_

### Please Check One

- Builder       Architect  
 Manufacturer       Subcontractor  
 Ad Agency/  
Consultant       Realty  
 Finance       Commercial/  
Library       Industrial  
 Dealer/  
Distributor       Government  
 Other

Firm \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

A Tax-Deductible Business Expense

H-1/78



HOUSE&HOME □  
**housing**

PRESENTS ...

# The **California Marketing Scene**

The second annual 3-day field seminar for builders,  
marketing directors, sales managers and Realtors

Newport Beach, California  
Marriott Hotel  
February 6, 7 & 8  
March 13, 14 & 15



# The California Marketing Scene

An intensive 3-day program that will tell you—  
and show you—how the country's most  
competitive housing area goes to market

**You'll study both in the field  
and in the classroom**

**In the field ...**

You'll tour models in Southern California's newest and most innovative detached and attached projects

You'll see planning and design that can make today's smaller houses feel bigger

You'll see on-site merchandising that targets new homes to specific market segments

You'll see landscaping that creates maximum outdoor sales appeal

You'll see sales offices—both big and small—that provide more effective face-to-face selling environments

**And above all, you'll see both merchandise and merchandising that will set the pace for the rest of the country in the months ahead**

**In the classroom ...**

You'll listen to the marketing experts who help make Southern California the bellwether of new-home marketing

You'll learn how market studies can help you create homes with maximum buyer appeal

You'll learn how to plan and design homes that make the most of shrinking square footage and smaller lots

You'll learn how to decorate and furnish models for maximum impact, and how to vignette models to stretch your marketing dollar

You'll learn how to plan and design sales offices and model areas that combine maximum effectiveness with minimum cost

**And above all, you'll learn how to turn the theories of good marketing into practical programs—whether you're a small, medium, or large-volume builder**



## **Here's what you can look forward to at the 3-day program**

**You'll stay at the fashionable Newport Beach Marriott Hotel. And you'll be able to extend your stay either before or after the seminar at the same special seminar rate**

**You'll attend a reception and cocktail party on Sunday night**

**You'll spend three half-days in the classroom studying marketing concepts**

**You'll spend three half-days touring new models and seeing how those concepts are put into practice**

**And you'll attend cocktails and dinner on Tuesday night with some of Orange County's top builders and developers**

## **Please note: The nature of the seminar makes it imperative that we limit our enrollment**

**Otherwise there would not be sufficient opportunity for you to talk with the experts or study the models**

**So registrations must be accepted on a first-come, first-served basis, and all registration fees must be received no later than two weeks before the start of the seminar you wish to attend. Last year we were forced to turn down several late registrations, so we urge that you register as soon as possible.**

## **These marketing experts will conduct your classroom sessions**

**Barry A. Berkus**, president and founder of Berkus Group Architects, is a pioneer in designing excitement into production houses. He was also one of the earliest proponents of such innovative concepts as clustering and zero-lot-line homes. More than 100,000 units have been built from his designs, and his current programs include both single-family and multifamily projects in many different parts of the country.

**Carole Eichen** is president and founder of Carole Eichen Interiors Inc., one of the first firms in its field to stress the warm, lived-in look for production-house models. In the 12 years since she began her design practice, she has designed more than 8,000 room settings for some of the country's leading homebuilders. A member of House & Home/Housing's board of contributors, she is also the author of "How to Decorate Model Homes and Apartments," published by House & Home Press.

**Howard Englander** is vice president of research and consulting for Walker & Lee, the country's largest real-estate firm handling new-home sales. He has conducted feasibility and product-development studies in areas all across the U.S., and for product types ranging from high-rise to resort properties.

**Lester Goodman** is president of Lester Goodman Associates, a marketing services firm specializing in research, planning and merchandising techniques for residential builders and developers. In more than 20 years of experience he has been responsible for marketing some 30,000 homes throughout the U.S. and Canada. He is a charter member and vice president of NAHB's Institute of Residential Marketing.

**William E. Mitchell** is executive vice president of Weatherfield Homes, a housing company currently building in California's booming Orange County. He was the founder and former president of Market Profiles, a marketing and merchandising consulting firm, and has also directed marketing and sales operations for major building and real-estate companies.

**To see how to register, please turn the page**



# The California Marketing Scene

## How to register

Please complete and return the coupon below to:  
Seminar Dept., House & Home/Housing  
1221 Avenue of the Americas,  
New York, N.Y. 10020.

Or you may register by calling (212) 997-6692. All registrations and fees must be received at least two weeks prior to the seminar date, and will be confirmed by mail.

## Fees

Individual registration fee—\$775  
Additional fee for wife or husband—\$100.

## Cancellations and refunds

Registrations may be cancelled without

charge up to two weeks before the seminar date. Cancellations received later than that are subject to a \$100 service charge

## Hotel reservations

With your confirmation of registration, you will receive a reservation card to be filled out and returned to the Newport Beach Marriott Hotel. If you want to arrive before or stay after the seminar dates, the special seminar rate will still apply.

## 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.

Seminar Dept.  
House & Home/Housing  
1221 Avenue of the Americas  
New York, N.Y. 10020

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

- February 6, 7 & 8  
 March 13, 14 & 15

I enclose a check for  
 \$775 for my own  
registration  
 \$100 additional for my  
spouse  
 \$     for additional rep-  
resentatives from my  
company

Name \_\_\_\_\_  
Title \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_  
Signature \_\_\_\_\_

Additional registrations  
from my company:  
Name \_\_\_\_\_  
Title \_\_\_\_\_  
Name \_\_\_\_\_  
Title \_\_\_\_\_



for a  
fresh flow of  
custom home  
design ideas





# Join the Custom Home Plans Club plus 5 new designs each month for of professional working drawings

## Get 1,000 home designs now

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

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

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

These wide-ranging selections include:

**Deluxe Small Homes**—two and three bedroom

**Ranch and Suburban Homes**—conventional and contemporary

**Brick and Masonry Homes**

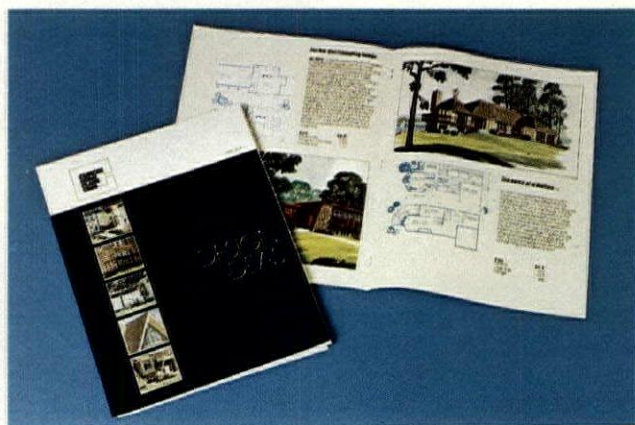
**Multi-level and Hillside Homes**—split level, split foyer, others

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

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

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

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



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

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

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

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

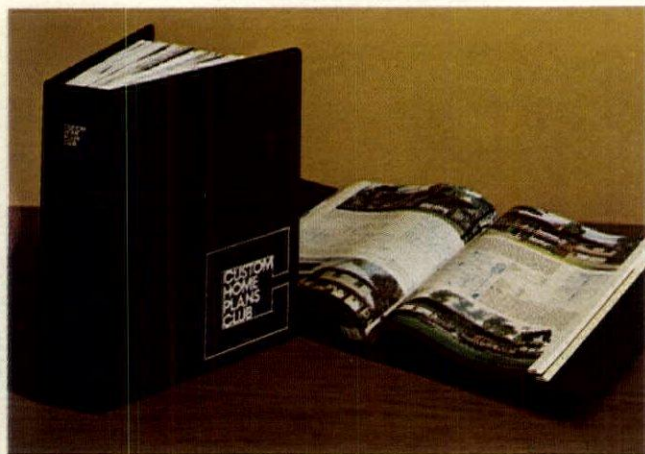
A full set of working drawings with collateral floor plans and a list of building materials will be available on both the original 1,000 home designs and the 60 new designs you will receive during the coming year.

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

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

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

Beyond the initial 12 sets available as part of the Club





# and get 1,000 home designs now the next 12 months plus 12 sets for 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.

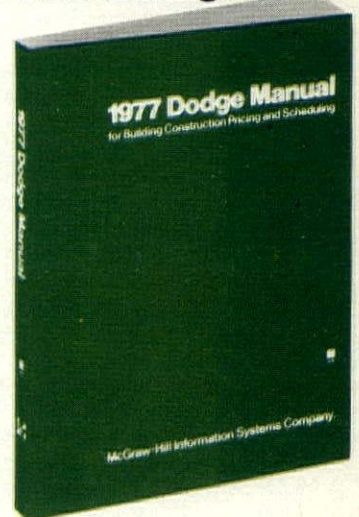
## plus itemized lists of building materials for accurate bids and reliable cost estimates

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 item-

ized 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.

## plus 1977 Dodge Manual to save dollars, drudgery and time in estimating and scheduling work

Club members receive this 274-page workbook with current, accurate costs on nearly 10,000 items for almost every construction activity. Contains detailed adjustment indexes for 22 sub-trades in 120 U.S. and Canadian cities. Includes a special section on renovation and remodeling costs. Eliminates costly guesswork in estimating, pricing and scheduling.



### 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.



### occupation

- builder
- subcontractor
- retailer
- wholesaler
- architectural
- engineer
- realty
- finance
- government
- manufacturing

320 SW 33rd St./P.O. BOX 299/TOPEKA, KANSAS 66601

Your Name \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_

Signature \_\_\_\_\_

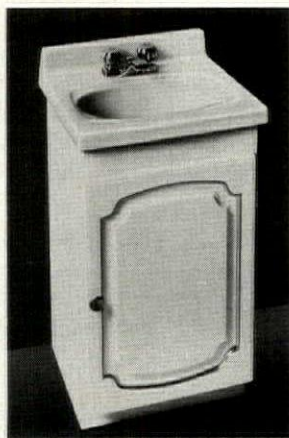
Date \_\_\_\_\_





**Folding tub/shower enclosure, "Aqua Maid" (above),** can be opened or closed from either side. Translucent textured plastic panels are available with silver-satin or gold-satin anodized aluminum frames. American Shower Door, Santa Monica, CA. NAHB booth 1531. Circle 325 on reader service card

**"Fairway" cabinet (right),** with satin white washable laminated vinyl finish, is shown with a 19" x 17" "Vanessa" lavatory. Molded door is self-closing. Eljer, Pittsburgh, PA. NAHB booth 2618. Circle 326 on reader service card

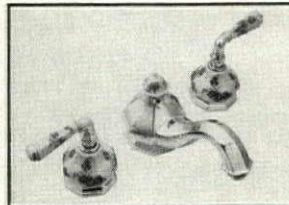
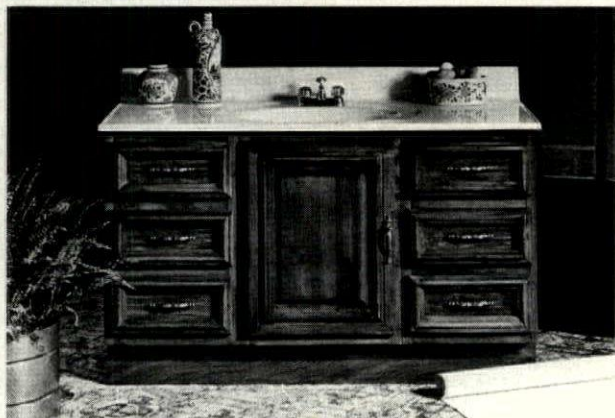


**Oversized spa, "Nautilus" (below),** features contoured seating for as many as 11 people. Unit for residential or commercial use is 8'7" square. Hydro-Spa, Van Nuys, CA. NAHB booth 1767. Circle 327 on reader service card



**Washerless faucet (left)** has outer body of corrosion-resistant Celcon®. Easy-to-clean single-lever unit has a spin-welded CPVC underbody. NIBCO, Elkhart, IN. Circle 328 on reader service card

**Traditional-style vanity, "Vicksburg" (below),** is constructed of dent-resistant particleboard. Pine or white finish is offered. Belwood, Ackerman, MS. Circle 329 on reader service card



**Decorative lavatory set (left)** in a traditional floral design is made of ceramic porcelain and brass. Matching tub and shower faucet sets are available. Artistic Brass, Norris, Los Angeles, CA. NAHB booth 2438. Circle 330 on reader service card



**"Windchime" vanity (above)** complements both traditional and contemporary baths. Oak cabinet, with sculpted oak door fronts, has brown finish and canewave accents. Drawer and door pulls are of brass. Line also includes kitchen cabinetry. Brammer, Davenport, IA. Circle 331 on reader service card



Install the new all steel



# PERMA-FRAME™

pre-hung with a

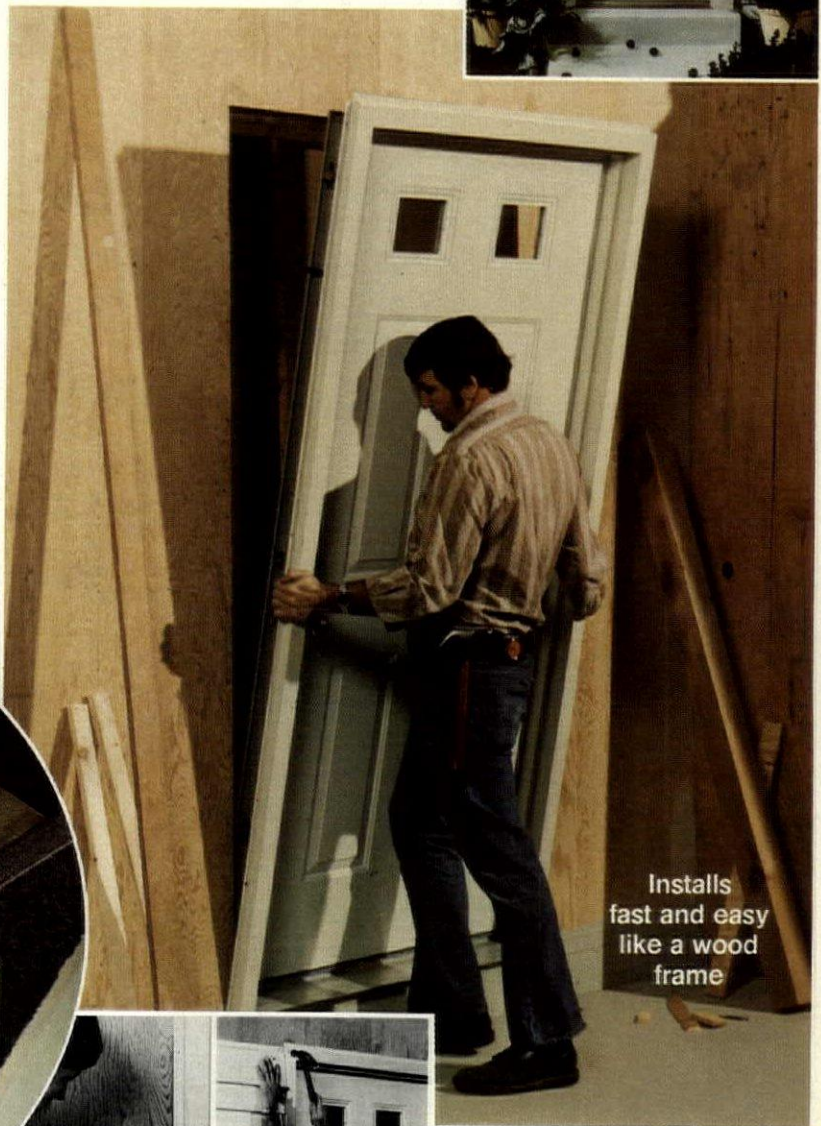
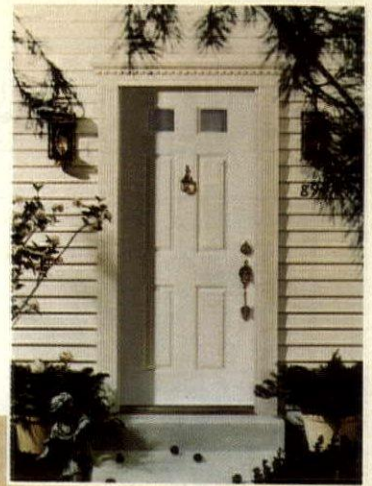
## PERMA-DOOR®

to give your home  
**EXTRA SECURITY  
PROTECTION**

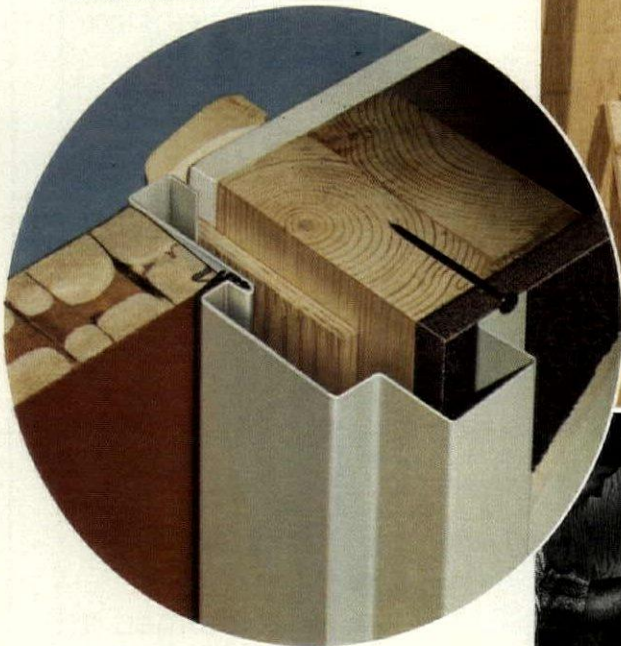
- Installs fast and easy (Like a wood frame).
- Completely prehung unit.
- Extra security of a steel frame.
- Durability of a painted galvanized steel frame.
- Prime painted beige.
- Completely weathersealed.

Get the complete story on how Perma-Frame™ fits into your home building picture. Write today for Catalog #PD-201.

9017 Blue Ash Road, Cincinnati, Ohio 45242.



Installs  
fast and easy  
like a wood  
frame



1. Set prehung unit into rough opening.



2. Nail in place thru holes in nailing flange.

3. Install siding or brick as with wood frame.

**PERMA-DOOR®**  
by **Steelcraft®**

An American-Standard Company

VISIT OUR  
BOOTH 2316  
AT NAHB CONVENTION





# COLONIAL ALUMINUM COLUMNS

## FACTORY DIRECT PRICE



load bearing

NET TO BUILDERS  
diameter

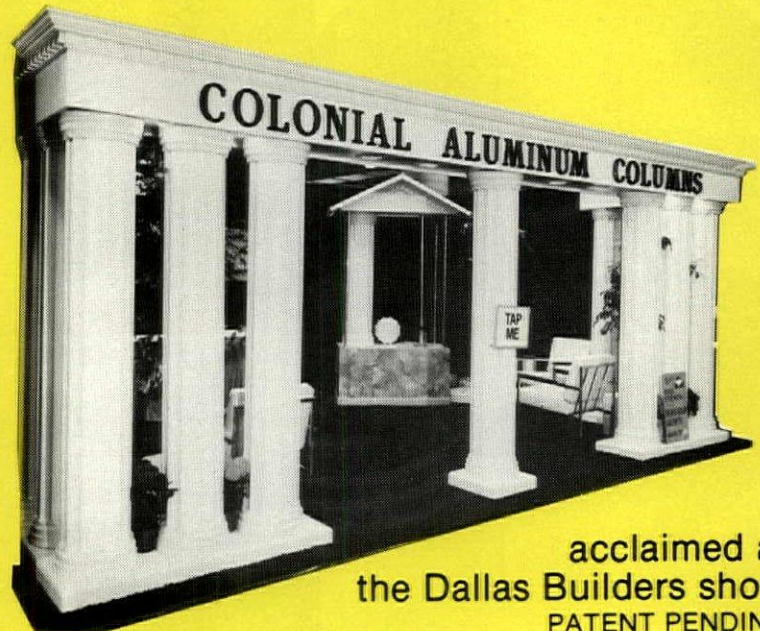
	9"	12"	15"
8'	50.00	65.00	93.25
10'	60.00	77.50	112.00
16'	87.50	115.00	168.50
18'		127.50	187.50
20'		140.00	206.50

length

FREIGHT PAID ON ORDERS OVER \$1000.

weighs 4 lbs.  
per foot

- IMPROVED ALUMINUM COLUMN
- COMES TO YOU FACTORY ASSEMBLED
- FILLED WITH HIGH DENSITY URETHANE
- TAP IT! SOUNDS LIKE WOOD
- CUT IT! JUST LIKE WOOD
- BAKED WHITE ENAMEL FINISH
- INCLUDES BASE & CAP



acclaimed at  
the Dallas Builders show  
PATENT PENDING

**IN STOCK, IMMEDIATE DELIVERY ..... (313) 261-6390**

**ASSOCIATED SUPPLY & MANUFACTURING COMPANY**  
36745 Amrhein Road Livonia, Michigan 48150



# BATHROOMS

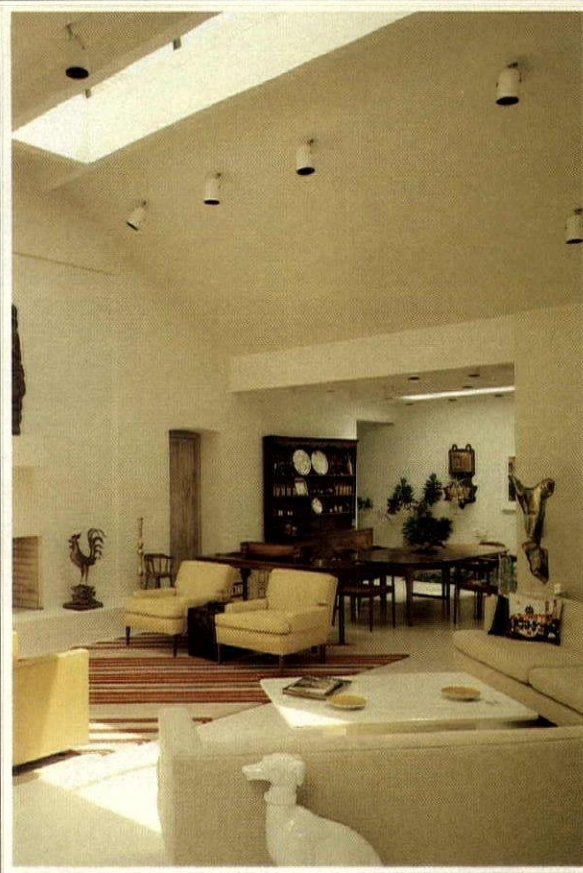
**Oak-and-cane vanity line, "Harvest" (right),** has dowelled and glued joints. Oak-top unit shown is 22" wide and has a vitreous china bowl. Heads Up, Santa Ana, CA. NAHB booth 1241. *Circle 332 on reader service card*



**Whirlpool bath, "Beauty Spa" (below),** fits into the same space as standard tub. Unit is factory assembled. Briggs, Tampa, FL. NAHB booth 2305. *Circle 333 on reader service card*



**Solid wood vanity (above)** is part of the "Country Manor" line. Drawers operate smoothly on nylon glides; doors are self-closing. Line includes coordinated medicine cabinets shown, plus a matching wall-mount storage unit. Perma-Bilt, Torrance, CA. *Circle 334 on reader service card*



Harwood K. Smith, Architect

## Show your homes in the best possible light.

Nothing equals the bright light of the sun to bring out the true radiance of colors . . . make subtle shades and textures come alive.

Put sunlight to work selling your homes by installing energy-efficient Naturalite Kooldome Skylights. In addition to more efficient lighting, Naturalite Skylights give rooms a larger more spacious feel.

What's more, only Naturalite, the world's largest skylight maker, offers free technical assistance in predetermining the right size, shape and density of skylights for your application. We also coordinate this with artificial lighting requirements to give you a complete illumination plan — another consumer plus you can sell.

There are 61 full service Naturalite dealers coast to coast. Contact the one near you, or write us, for more details. With Naturalite selling for you, the sky's the limit.

**NATURALITE® INC.**

P. O. Box 28636  
Dallas, Texas 75228  
(214) 278-1354





## How to make sure their first impression is your best impression.

You know how important that "first impression" is to buyers. How much happier customers are when your units really look their best.

Well, here's a sure-fire way to make sure their first impression is the best impression.

Enhance a foyer, family room or kitchen with BRICKETTES or BRICKETTE Floor Brick. Give your units a more elegant, cozy appearance with honest-to-goodness kiln-fired BRICKETTES. But only 1/2" thick. Fireproof. Eleven color blends. And three colors in Floor Brick.

Buyers appreciate homes that offer a better lifestyle. They want the best they can afford. BRICKETTES and BRICKETTE Floor Brick will give your homes a better look. More style and class.

BRICKETTES won't cost any more than an expensive panel job. And you get lots more value and looks. And a more saleable home.

Fill out the coupon and send it to us. We'll get back to you very quickly with the BRICKETTE HOME PLAN and how it can benefit you. **Do it now!**

# BRICKETTES®

HONEST-TO-GOODNESS BRICK. THERE'S NOTHING BETTER.

Modern Methods, Inc. • Owensboro, KY 42301

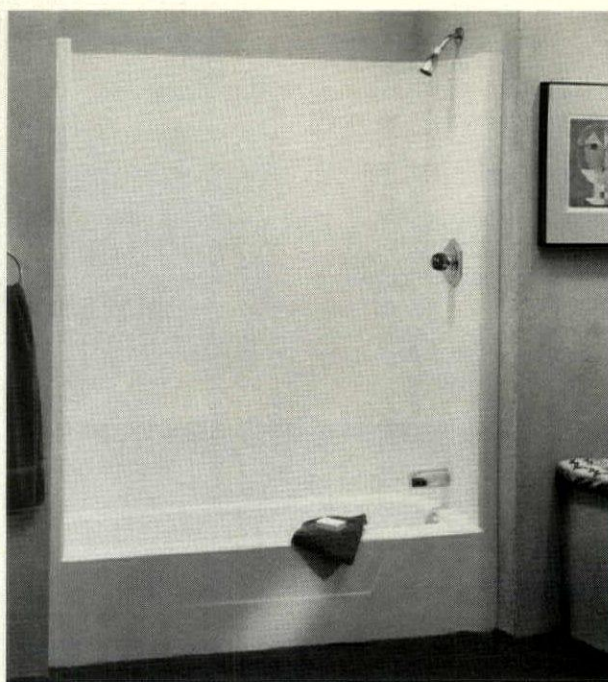
Please send all details of the BRICKETTE Home Plan.  
I'm in a hurry!

NAME \_\_\_\_\_

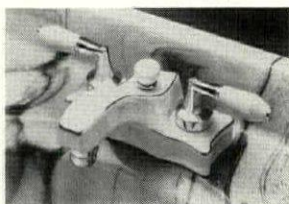
ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

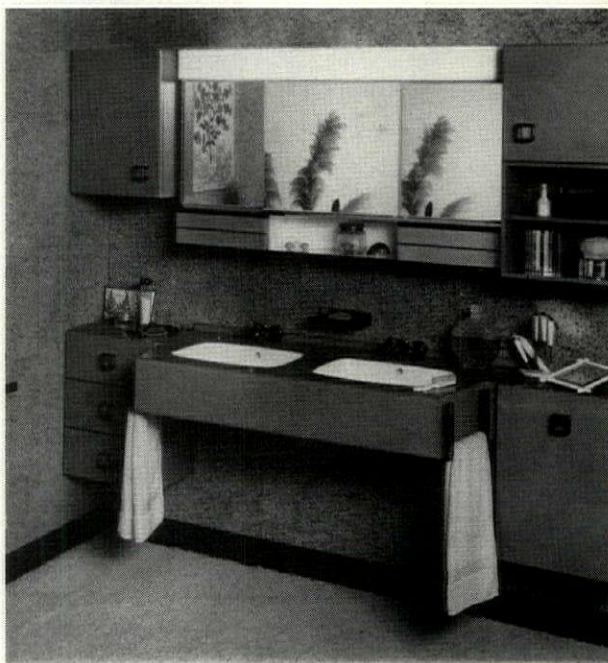
## BATHROOMS



**One-piece tub/shower enclosure** (above) is suitable for remodeling applications. Fiber glass unit, designed to fit through existing doorways and hallways, features non-porous, stain-resistant surface. Enclosure is available in a variety of colors. Corl, Ft. Wayne, IN. NAHB booth 1504. *Circle 335 on reader service card*



**China lavatory faucet** (left) is white with gold accents. Scratch-resistant handles are molded of a durable polyester and silicon material. Bradley, Menomonee Falls, WI. NAHB booth 2122. *Circle 336 on reader service card*



**Modular bathroom cabinetry**, "Grand Luxe" (above), has durable melamine-laminate wood construction. Double-sink vanity top includes integrated towel rings. Door and drawer pulls are of translucent lucite. Allibert, New York City. *Circle 337 on reader service card*



# The natural look of WILSONART® for today's most beautiful kitchen and vanity countertops.

**WILSONART®**

WILSONART BRAND LAMINATED PLASTIC

Today's new decorative surfacing accent is on natural beauty. Rich, spectacularly authentic woodgrains. High-gloss, deeply veined marbles. New designs and new solids. A contemporary collection whose time has come. For you! And your customers!

From Wilsonart!

Where it's a new brand ball game.

Ask your Wilsonart distributor to show you the complete 1978 Wilsonart Design Group I collection...woodgrains, marbles, designs, solid colors, slates and leathers. See why—today, it's Wilsonart!

**WILSONART®**

WILSONART BRAND LAMINATED PLASTIC



Copyright © 1978 Ralph Wilson Plastics Co.  
600 General Bruce Drive, Temple, Texas 76501  
Manufacturers of Wilsonart high-pressure laminated plastics,  
Chem-Surf, Tuf-Surf, Dor-Surf, Metallics and Contact Adhesives.

Circle 82 on reader service card

NEW 4917T-6  
Planked Birch

NEW 7017-13  
Dark Elm Burl

NEW 7206A-13  
Designers Teak

NEW 7888-13  
Golden Oak

NEW 2936A-6  
Russet Leather

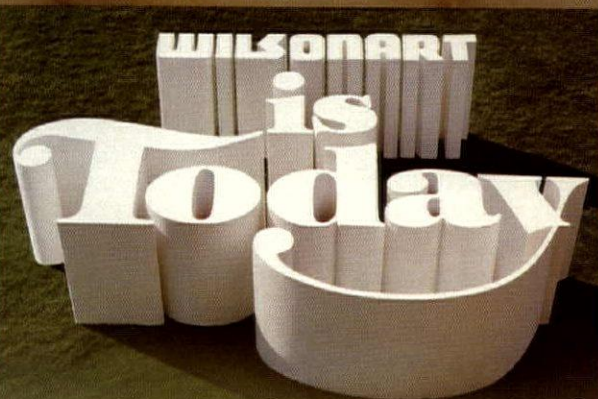
NEW 4136T-11  
Aurora

NEW 4137-13  
Arabesque

NEW D10-6  
Scarlet

NEW 4535-2  
Almond Flair

NEW D30-6  
Natural Almond



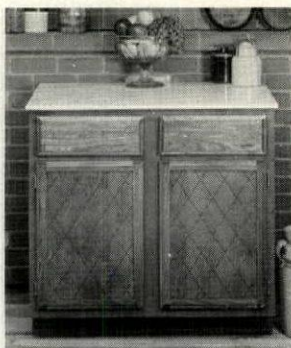




**Micro-Class® range (above)** features a microwave upper oven for fast cooking and a continuous-cleaning conventional gas lower oven. Energy-efficient, pilotless lower oven features an automatic cooking control. Sears, Chicago, IL. NAHB booth 1300. *Circle 338 on reader service card*



**Cabinetry, "Harvest Cathedral" (above)**, features raised panels framed in solid oak. Adjustable shelves in single-door wall cabinets and self-closing hinges are standard. Lazy Susan cabinet is available. Merillat, Adrian, MI. NAHB booth 2624. *Circle 339 on reader service card*



**Rustic-styled cabinetry, "Country Manor" (above)**, features a thick hardwood frame and birch veneer face and back. Connor, Wausau, WI. NAHB booth 1500. *Circle 342 on reader service card*



**Convertible dishwasher (above)** features a three-level power wash. Unit has five cycles including an energy-saving dry and a pot washer. Gibson, Greenville, MI. *Circle 343 on reader service card*



**"Carousel" microwave oven (left)** has five-stage automatic browning. A revolving turntable assures consistent, even cooking and browning. Variable cooking control has settings that range from defrost to full power. A lighted recipe guide is featured. Sharp, Paramus, NJ. *Circle 344 on reader service card*



**Range hood exhaust fans (left)** feature single-switch controls, enclosed lights and two-speed motors. Two styles, a mitered-corner model and a straight-sided unit, are offered. "Chef-Aire" hoods come in ductless or ducted versions. National, Ocala, FL. *Circle 340 on reader service card*



**Traditionally-styled "Imperial" cabinetry (above)** features doors with recessed grooved panels. Drawers glide on steel monorails with nylon center and front-mounted side rollers. Cabinetry is also available in maple (shown) or walnut. Diamond, Hillsboro, OR. *Circle 341 on reader service card*



**Modular kitchen cabinetry, "Plantation Ash" (above)**, is made of genuine ash. Features include doors with recessed panels and custom-designed pulls with antique brass finish. The cabinetry is finished with moisture-resistant Durasyn®. Haas, Sellersburg, IN. *Circle 345 on reader service card*



# THE INSULATED ALUMINUM SIDING THAT WAS TOUGH ENOUGH FOR CANADIAN WINTERS.

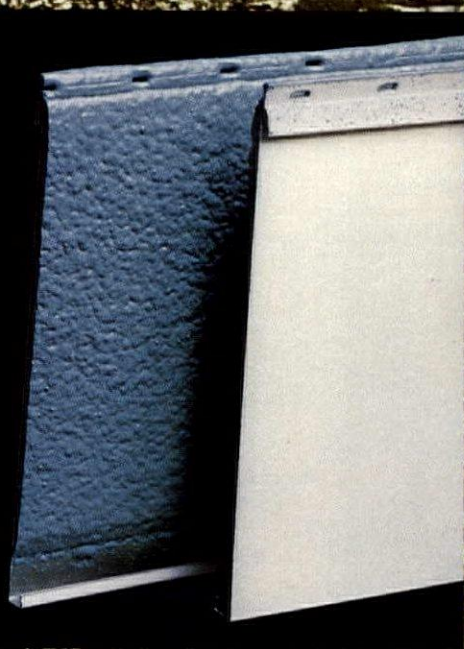
INTRODUCING

**Climatic**<sup>®</sup>

Meet the insulated siding that's become one of the top-sellers in Canada, where the winters are tough *every* year.

Technology developed for the refrigeration industry lets us spray foam on the back of our siding for a rigid bond, better insulation value, and superior strength.

Available soon in six popular colors, 4 styles, and smooth finish or two woodgrains. See your Hunter Douglas distributor for more details.



## IT'S GOING TO BE TOUGH ON YOUR COMPETITORS THIS SPRING.

The first real aluminum siding innovation in years is going to give you something to really sell this year. If you're selling the Hunter Douglas/Crown line, you'll have the only sprayed-on foam insulated siding in the U.S. market, and that's what we'll be telling your

prospects in magazines and newspapers.

Your Hunter Douglas distributor will be contacting you soon with a complete package of merchandising materials designed to help you win customers with the new tie-breaker: **Climatic**.

 **Hunter Douglas**

Hunter Douglas Inc.  
Durham, North Carolina 27702

Circle 83 on reader service card



# OCTA-THERM

**The only fireplace that completely satisfies today's demands for energy conservation and heating efficiency!**

Now...when escalating costs and fossil fuel shortages are causing nationwide concern...

Now...when standard fireplaces, which waste 90% of their heat up the chimney, are considered expensive luxuries...

Now...when even conventional circulating fireplaces that use room air for combustion are only marginally efficient...

**The Martin OCTA-THERM Uses Outside Air For Combustion and Provides Up To 42,600 BTU's Per Hour Of Additional Heat!**

Because it uses outside air for combustion (Patent Pending).

the new Martin OCTA-THERM draws almost no room air (already heated at some expense) up the chimney, and performs with maximum efficiency in today's well-sealed energy

conserving homes (where standard fireplaces won't even draw!). A fuel-and-money-saving heating appliance, the OCTA-THERM makes any home more desirable, more saleable!

**Features:**

- Capable of circulating supplemental heat to 3 rooms through direct

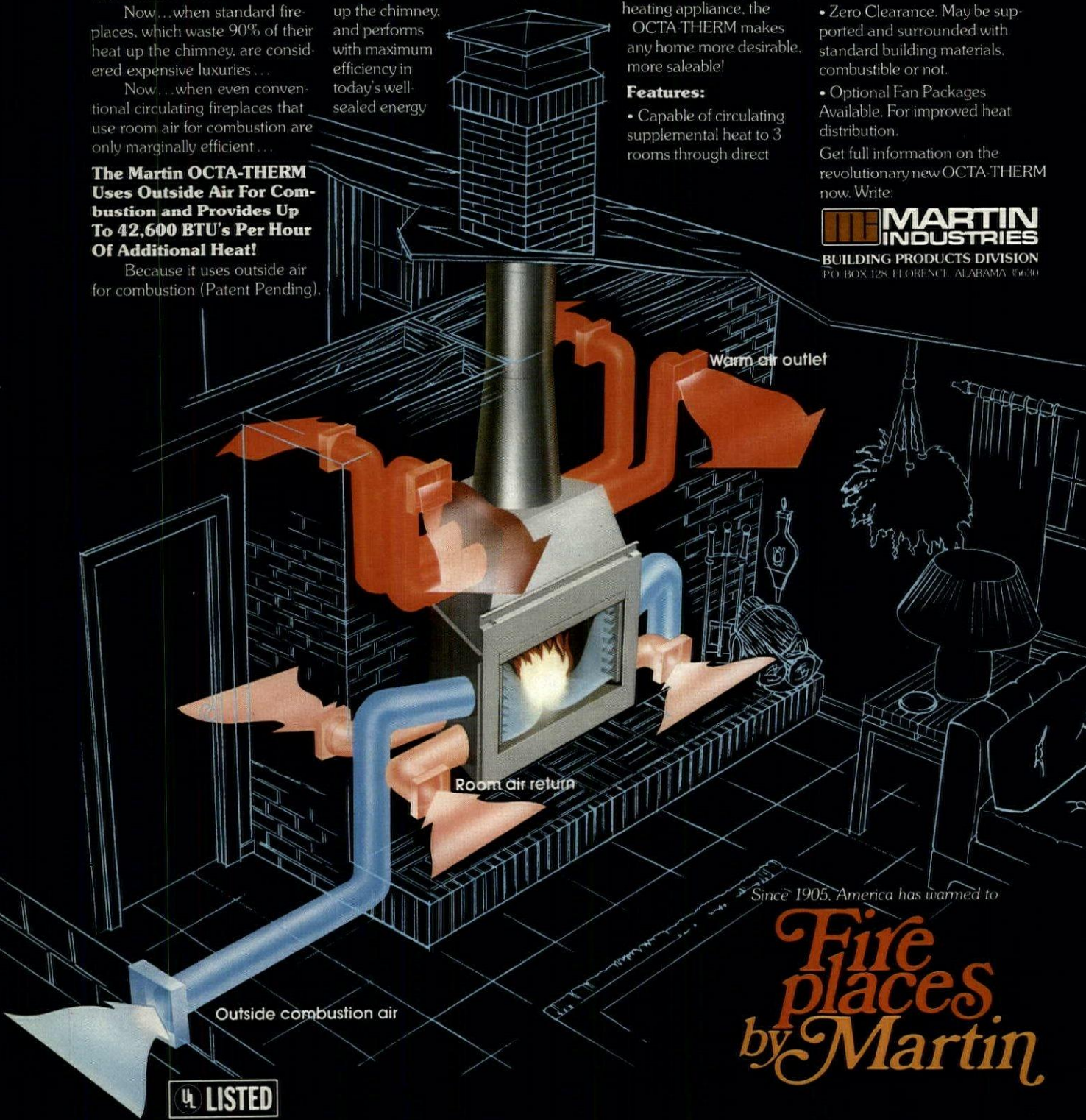
ducts. OCTA-THERM's 4 intakes and 4 outlets increase versatility and efficiency.

- Zero Clearance. May be supported and surrounded with standard building materials, combustible or not.

- Optional Fan Packages Available. For improved heat distribution.

Get full information on the revolutionary new OCTA-THERM now. Write:

**MARTIN INDUSTRIES**  
BUILDING PRODUCTS DIVISION  
PO BOX 128 FLORENCE, ALABAMA 35030



Since 1905, America has warmed to

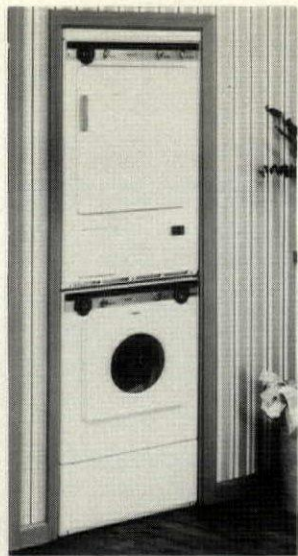
*Fire places  
by Martin*



Circle 84 on reader service card



# KITCHENS



Washer and dryer, "Space Mates" (above), are 27" wide and can be installed vertically or horizontally. Electric washer is an energy-efficient front-loading unit. Dryer is gas heated. White-Westinghouse, Pittsburgh, PA. NAHB booth 2300. Circle 350 on reader service card



Self-ventilating range (above) features a convertible cooktop with grill, griddle and rotisserie options. Oven can cook either conventionally or by the convection method. Choice of cooking method is made by simply flipping a switch. Jenn-Air, Indianapolis, IN. Circle 351 on reader service card



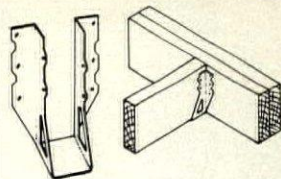
Combination range (left) features microwave and conventional electric cooking. Features include an electric pyrolytic self-cleaning oven/broiler, and variable microwave control. Unit comes in a choice of colors. Caloric, Topton, PA. NAHB booth 2136. Circle 352 on reader service card



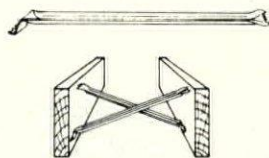
Cooktop (below) features an interchangeable grill/griddle on a giant fifth burner containing ceramic coals. Modern Maid, Chattanooga, TN. NAHB booth 2100A. Circle 353 on reader service card

Structural  
Wood  
Fasteners by

**TECO**

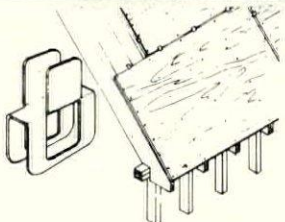
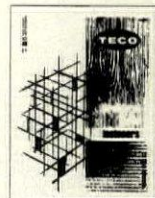


TECO-U-GRIP JOIST HANGERS

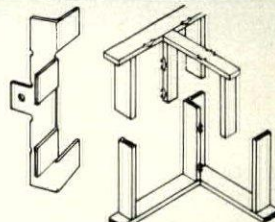


TECO FAS-LOK METAL BRIDGING

Send for  
Catalog  
on the  
complete  
TECO line



TECO H-CLIP PLYWOOD SUPPORTS



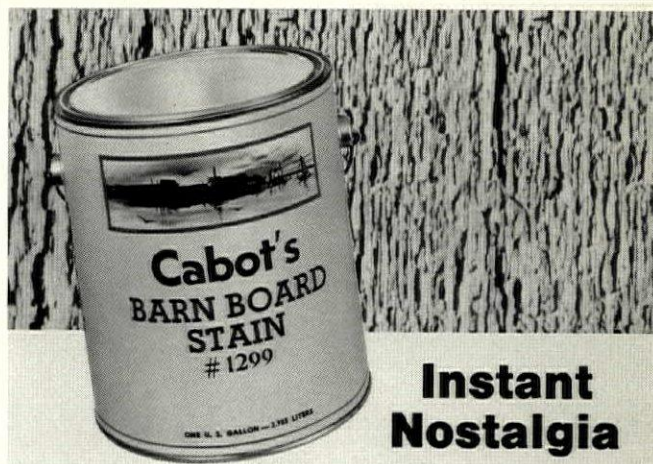
TECO BACK-UP CLIPS

**TECO**

5530 WISCONSIN AVENUE  
WASHINGTON, D. C. 20015

Phone: (202) 654-8288

Circle 86 on reader service card



**Instant  
Nostalgia**

In answer to the demand for a stain that will simulate the weatherbeaten appearance of old barns, Samuel Cabot Inc. introduces Cabot's #1299 Barn Board Stain. It is antique gray in appearance, has a darker and more weathered look than the other grays in the Cabot line. Uniquely transparent, it accents the variations and irregularities of the wood surface, producing the soft, aged look of old barn boards. Particularly effective on rough-sawn lumber, provides rustic atmosphere for interiors or exteriors... paneling, beams, siding... for homes, vacation cottages, motels, etc.

**Cabot's Stains,  
the Original  
Stains and  
Standard for  
the Nation  
since 1877**

**Samuel Cabot Inc.**

One Union St., Dept. 130, Boston, MA 02108

- Send information on Barn Board Stains.
- Send Cabot's handbook on woodstains.

Circle 85 on reader service card

housing 1/78 **151**





### *The automatic answer to rising fuel costs.*

Sure you want to save on your energy bills. And now, because of the Honeywell T8082 Fuel Saver Thermostat, you don't have to sacrifice comfort in a home that's too cold or too hot to save. ■ You see, the Fuel Saver is a clock thermostat that combines maximum energy savings with maximum comfort. Automatically, you can set temperatures to go down when you sleep or are away and back up for comfort when you need it... as many times, day or night, as you wish. So whatever your lifestyle, you'll cut energy costs without sacrificing comfort. ■ You can cut heating costs from 9% to 28%... up to 20% on cooling... depending on climate, your lifestyle and temperatures selected. ■ The Honeywell Fuel Saver Thermostat pays for itself in 1 to 3 years, then keeps on saving month after month. ■ Contemporary style looks beautiful on the wall. ■ Precision temperature control and performance characteristics have helped establish Honeywell as the leading manufacturer of clock thermostats since 1906.

*Can you afford to be without it?*

*Fuel Saver Thermostat*

**Honeywell**

**UNLESS YOU ARE OFFERING ENERGY CONSERVATION FEATURES THAT REDUCE MONTHLY HEATING AND COOLING BILLS AND PROMOTING THESE FEATURES TO NEW HOME PROSPECTS, YOU MAY BE MISSING OUT ON NEW HOUSING'S STRONGEST SELLING POINTS.**

With fuel prices more than double what they were three years ago, smart buyers are demanding their new homes include an Energy Saving Package (ESP) to help control their energy costs. And they are willing to pay for the package NOW.

#### **THE HONEYWELL SOLUTION**

By offering the Honeywell Fuel Saver Thermostat in your new homes, prospects can realize savings from 9 to 28% on heating costs and up to 20% on cooling. And compared to the money the home buyer will save on energy costs, the quick, low cost installation will more than pay for itself.

Beyond substantial fuel savings, the Fuel Saver Thermostat adapts to the varying life styles of your prospects. With multiple setback capability, the T8082 can set up or set back temperature settings as many times as your prospects like, so homeowners do not have to sacrifice comfort when they come home at night or on weekends.

And installation is simple. No additional time is required on the job when installing the T8082 Fuel Saver Thermostat with the heating system in new homes. When installed in existing model homes, a screwdriver and a little time is all it takes to replace the existing thermostat with the Fuel Saver.

#### **SO HOW DO YOU BENEFIT?**

Honeywell has made a strong commitment to back the T8082 with national advertising dollars. So if you feature Fuel Saver Thermostats in your homes, Honeywell's national advertising support will be helping you sell your homes.

But the Honeywell support doesn't stop there. A complete package of merchandising materials has been developed for the Fuel Saver Thermostat, Fire and Smoke Detector and Electronic Air Cleaner to help you effectively feature each device in your model homes. Suggested radio scripts and newspaper ads have also been developed to help you promote these unique features to your new home prospects.

It's all spelled out for you in our new Builder Brochure, yours for the asking. Write us today. Honeywell, Honeywell Plaza, MN12-2118, Minneapolis, Minnesota 55408.

# We should be hanging in your model homes

Circle 87 on reader service card



# KITCHENS

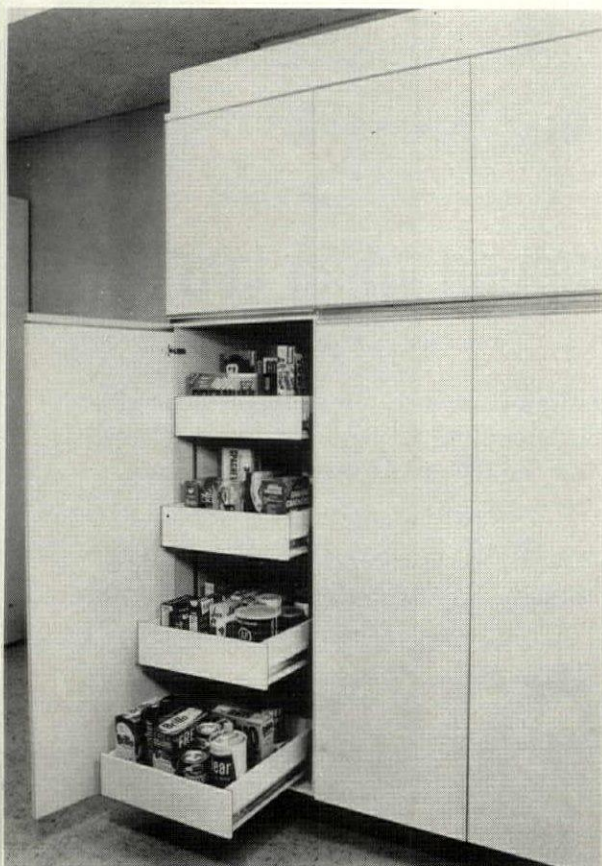
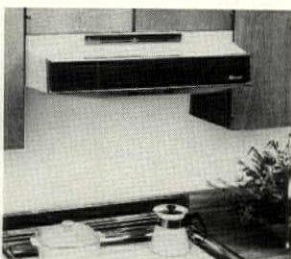


**Smoothtop electric range**, "Corning 3+1" (above), keeps temperature accurate within 5°. Unit has a digital clock and a fluorescent light. Amana, Amana, IA. Circle 346 on reader service card



**Microwave oven** (above) with 1.5 cu. ft. interior, features a Memorymatic® solid-state memory system for automatic cooking. Litton, Minneapolis, MN. NAHB booth 2206. Circle 347 on reader service card

**Contemporary range hood** in black glass with chrome trim (right) has mitered corners. The unit can be installed ductless with the addition of a charcoal filter or an air deflection louver or it can be vented. Hood comes in a choice of colors. Home Metal, Plano, TX. Circle 348 on reader service card



**Contemporary Formica kitchen cabinetry**, "La Porte" (above), is available in 13 solid colors and 12 woodgrains. The flush-door, hidden-hinge style provides an informal effect, while sliding drawers make storage items easily accessible. Roseline, New York City. Circle 349 on reader service card

## What you want in whiteprinters is what you get from Blu-Ray!

### Here's your check list

- Odor-free printing with our Scavenger.
- Sharp diazo prints and Sepia intermediates.
- The most service-free copier on the market.
- Unequaled durability - backed by 1-year warranty on parts (except lamps, cylinders).
- Choice of 3 low-priced, no-nonsense models - with or without machine stand.
- Instant start-up. Throats to 50-inches wide.
- Fast prints - speeds to 30 fpm.
- Front or rear print delivery. No venting.
- Buy or lease from one of our 400 dealers coast-to-coast.



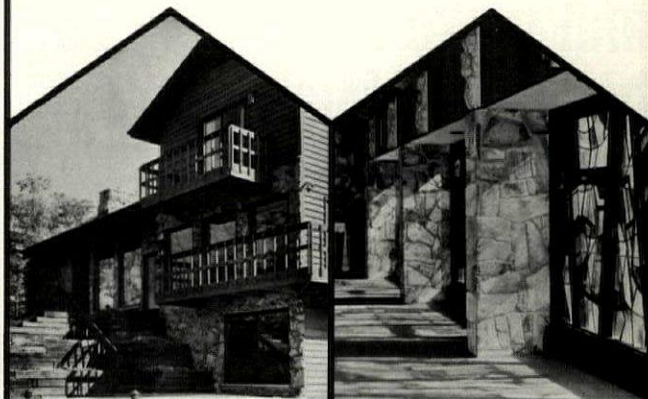
Send for brochure

**BLU-RAY** ↑  
we give you more uptime

Blu-Ray, Incorporated, Essex, CT 06426 Tel. (203) 767-0141

Circle 88 on reader service card

## Featherock Gives You 5 For 1



**Builders.** With skyrocketing costs it pays to look at the beautiful equivalent offering substantial savings in material and labor. Ton-for-ton Featherock® natural stone veneers yield up to five times more coverage than other popular stones like granite. Light weight Featherock needs no building ties or footings. Pre-sawed flat back Featherock facings work fast inside or out, on new or existing buildings. Let our colors and styles enhance your design concept. Consult Sweet's architectural file or B.S.I. stone catalog. Write to us for specifications, cost analysis and dealer list.



featherock<sup>®</sup> INC.

V19A-18

2890 Empire Street, Burbank, CA 91510  
(213) 843-8553

Circle 89 on reader service card

housing 1/78 **153**



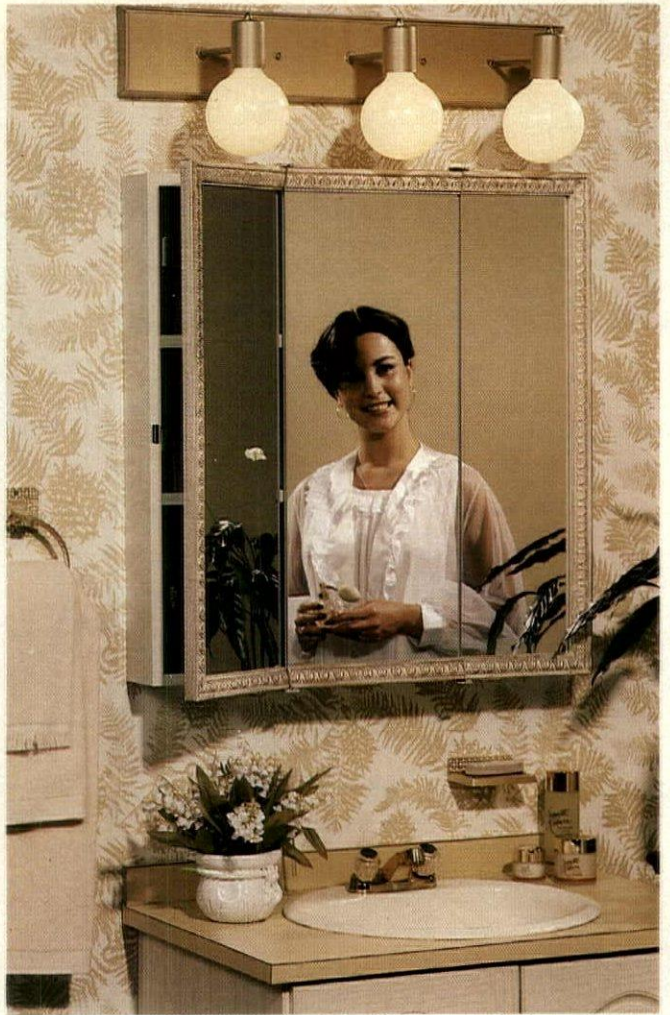
Take a kitchen

Take a bath

Take any room



Model RH 7136 Fresh Avacado



Bath Cabinet Model CSP 934-30, Vanity V403021-L, Pull BA 2117  
Bath Accessories BA 2100 Series Decorator Light LD-1106

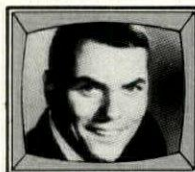
## and make something beautiful happen when you build with Miami-Carey

Every prospect makes a beeline for the bathroom and kitchen, and here Miami-Carey helps you to feel proud of what they'll see. Surface and recessed cabinets in the most popular styles, complemented by the latest vanities, accessories and lights. Decorator mirrors to add a touch of luxury to any room. Innovative range hoods, fans, heaters of superb craftsmanship and trend-setting design.

Encourage your prospects to touch the chime button. As they enter they will note the spaciousness of the living room reflected in the graciously-styled decorator mirror . . . be half-sold even before they get to the kitchen, bathroom, bedrooms . . . each with something beautiful from Miami-Carey.

Miami-Carey products are visible evidence that you have supplied the best materials available. They can help you to convert lookers into contracts.

**FREE CATALOG:** Write today for your copy of Miami-Carey's condensed full-line catalog. See how you can build beautifully and profitably!



Seen by millions on national network television

Write for your copy today



Something beautiful happens when you build with

# Miami-Carey

a Jim Walter company

203 GARVER ROAD • MONROE, OHIO 45050

WATS 1-800 543-9261

OHIO LOCATIONS 1-800 762-9208



# R-Plus™ Walls

improve thermal efficiency up to 49%  
add value, add sales, with no added headaches.

Today's home buyer is forced to look at every cost factor involved in owning a home. Offer him reduced fuel costs for years to come and you also offer him an even stronger reason to buy.

R-Plus™ exterior sheathing covers framing with high efficiency insulation board made of Styropor® expandable polystyrene. It offers you the added value of a more energy efficient house with no added headaches in construction.

The R-Plus™ wall system re-

places fiberboard or gypsum sheathing with R-Plus™ exterior sheathing that goes up quickly and easily. Everything else remains standard. Standard framing with let-in corner bracing; standard stud cavity insulation; standard 1/2" gypsum wallboard inside; standard wood or aluminum siding or brick veneer outside.

R-Plus™ walls can increase the thermal efficiency of your house up to 49% and improve your sales considerably.

## Styropor® EXPANDABLE POLYSTYRENE

Please send me your list of R-Plus™ Sheathing Producers.

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

### BASF Wyandotte Corporation

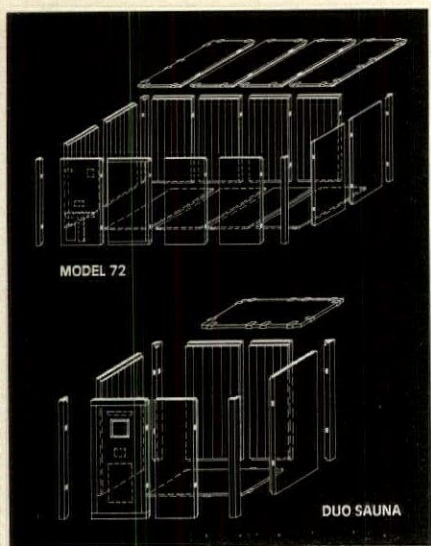
1609 Biddle Ave., Wyandotte, Mich. 48192  
(313) 282-3300

**BASF**



Circle 91 on reader service card





## The last word in flexibility from the first name in saunas.

Eighty-seven different sauna room arrangements are possible with the six Universal pre-built rooms from Viking Sauna.

It's complete modularity — floor, benches and walls. Even control panels are modular.

With this kind of flexibility, there's probably a pre-built Viking Sauna that will meet your requirements. In homes. In offices. In any building. If not, Viking can custom design the sauna you want.

With more than 100,000 installations behind us, you know that when it comes to saunas, there is no "or equal" to Viking.

For the last word in saunas, return the coupon.



© V.S. Co., 1977

Name \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State/Zip \_\_\_\_\_

**Viking Sauna.**  
COMPANY

909 Park Avenue, P.O. Box 6298  
San Jose, California 95150

H178

## FLOORING



No-wax floor tile in a parquet style, "Nassau Hall" (above), is part of the "Bright 'N Shiny" group. The embossed vinyl asbestos tiles with a woodgrain look come with regular or self-adhering backs. Kentile, Brooklyn, NY. NAHB booth 1152. Circle 356 on reader service card

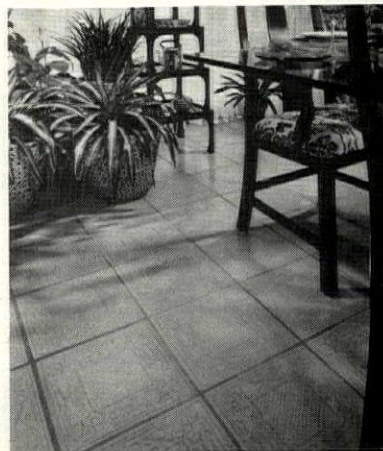


"Paverstone" ceramic tile pavers (above) come in seven colors and three textures in glazed and non-glazed styles. Offered in 4' x 8', 8' x 8' and 8' x 16' sizes, pavers are maintenance free and naturally slip resistant. Metropolitan Ceramics, Canton, OH. Circle 357 on reader service card



Indoor/outdoor carpet, "Cadence" (above), is part of the Double Tuft® line. The honeycomb design creates a light and dark weave-like pattern. Floorcovering, constructed of easy-to-care-for Olefin fiber, comes in seven colorations. Carpeting comes in 6' and 12' widths with foam or latex backing. Ozite, Libertyville, IL. Circle 358 on reader service card

Traditionally-styled ceramic floor tile, "Cloister" (right), features a glaze technique that results in a soft-edged pattern with a dimensional look. Part of the "Terra Tapestry" collection, the tile comes in six colorations. Franciscan, Interpace, Los Angeles. Circle 359 on reader service card





# SOLID REASONS FOR USING T-LOK VINYL SIDING.



**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...



**A New Soffit System.** It's made of the same tough Duranyl vinyl as T-lok siding and it's available in the same colors. The new triple-4 design in solid or vented panels provides the extra rigidity necessary for long span applications. And the system includes a complete line of accessories designed for easy application.



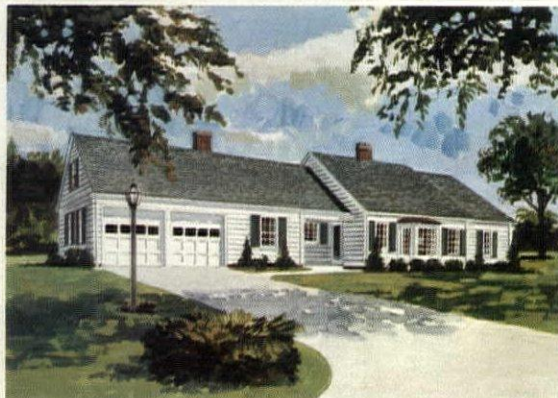
**A Pre-Tested Sales Program.** A complete package of hard-working advertising and promotional material to help you conduct an effective marketing campaign in your own area. You'll also have some of the best, personalized closing tools the industry has ever seen. Everything you need to get good, qualified leads and close the sale.



**The Good Housekeeping Warranty.** All good siding companies have some sort of manufacturer's warranty. Mastic goes beyond that by earning the widely respected Good Housekeeping Warranty, which every homeowner recognizes as a symbol of quality. And that will help you close more sales with products by Mastic.



These are only a few solid reasons why you should take a good look at what Mastic Corporation has to offer you. If you'd like to know more, send us the coupon. Or call toll-free 800/348-2890.




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

Name \_\_\_\_\_

Company \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

 Mastic Corporation  
 131 S. Taylor Street  
 South Bend, Indiana 46601





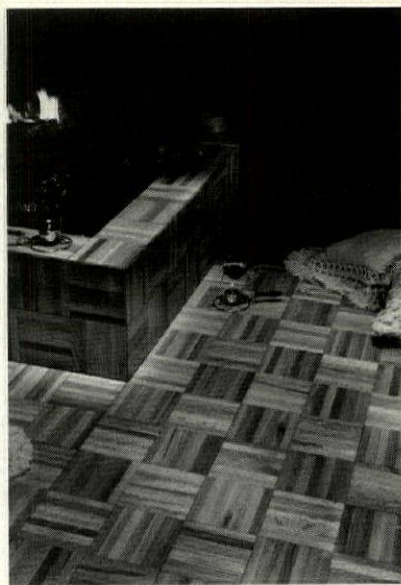
Convenience & *Elegance*

**TUB-MASTER  
Folding Shower Doors**

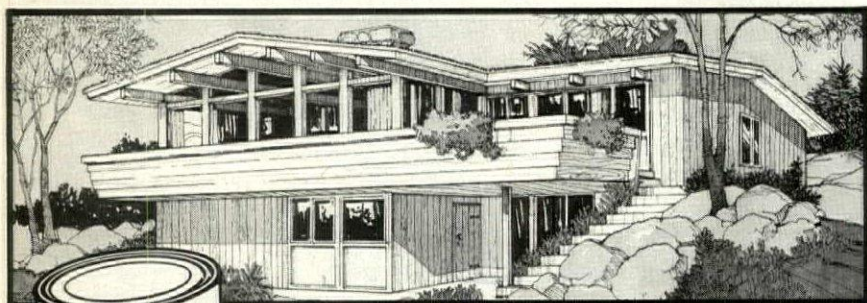
TUB-MASTER Folding Shower Doors fold conveniently back for wide open tub access. Decorator colors and gold or silver frames add that touch of elegance to your bath. For all tubs, showers and fiberglass modules.

Home Office: 413 Virginia Drive, Orlando, Florida 32803

Circle 94 on reader service card



"Cumberland II" oak parquet (above) comes in 12" prefinished squares. Easy-to-install tiles feature beveled edges. Stain and wax are baked in for durability and easy maintenance. Flooring comes in two shades of brown and an "Old English" finish. Bruce, Dallas, TX. Circle 354 on reader service card



For wood finishing who can offer you more choices than . . .

**Rez® Wood Stains  
by PITTSBURGH® PAINTS?**

- 145 colors
- Interior or Exterior
- Solid color or semi-transparent

Also, a complete line of interior and exterior clear sealers and varnishes.

**Write for FREE 8 page color brochure!**

RZ 78 H



NAME \_\_\_\_\_  
 ADDRESS \_\_\_\_\_  
 CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

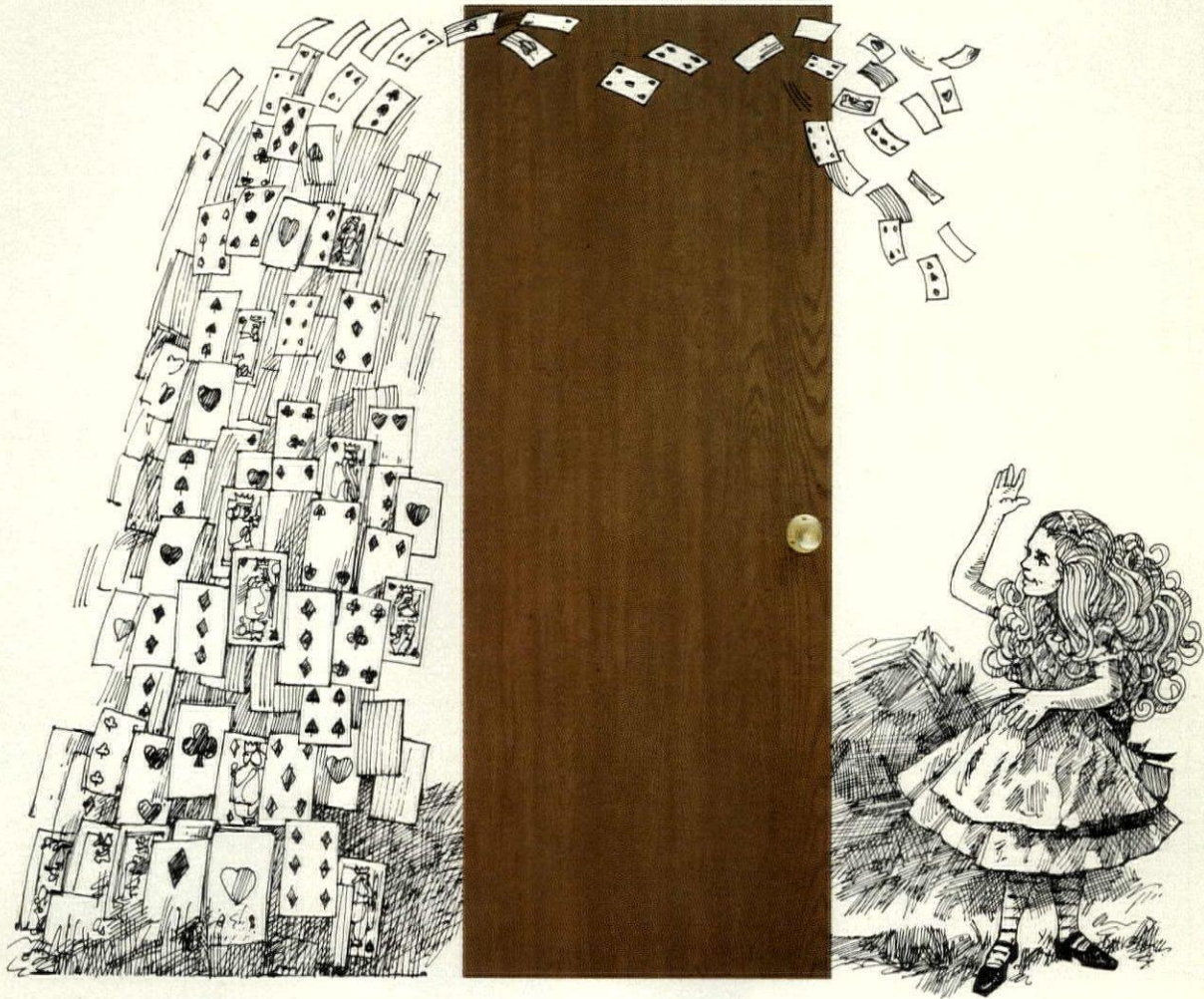
Send to:  
**PPG INDUSTRIES, INC.**, One Gateway Center-3W, Pittsburgh, Pa. 15222



Teak parquet flooring, "Fountainbleau" (above), is a geometric design in a traditional French palace style. The pattern field is surrounded by a double picket. The wood is naturally resistant to termites, vermin, dry rot and decay. Bangkok, Philadelphia, PA. Circle 355 on reader service card



# Legacy<sup>®</sup> is Trump



## Other Doors Only Follow Suit



### No Other Door Looks or Feels Like It

Most hardboard door faces are like Tweedledee and Tweedledum: it's hard to tell one from another. But you'll know Legacy when you see it. Because Legacy's wood grain isn't just lines on the surface; its pattern is deeply embossed. You see a grain rich in natural highlights and you can feel the texture as well. So Legacy faced doors are more than doors. They're a dramatic accent piece for every room.

### Not To Mention Durability

Some door facings seem as fragile as Humpty Dumpty. Not Legacy. Fifty percent denser than wood, hardboard Legacy is finished with an equally tough stain and mar resistant coating. The result is a door face highly likely to remain blemish free through installation manhandling and years of rugged use.



### And Low Cost

Legacy's high card trump is low cost. Priced well below solid real wood doors and just a bit above lauan and unfinished birch, every penny spent on Legacy faced doors buys more beauty and performance than money spent on any other door. So, go ahead. Smile like a Cheshire Cat. Your Legacy purchase will be a very clever buy.



### All of Which Means Legacy Stands Alone

Through past fluctuations in building starts, Legacy sales have moved ever upward. It takes a product without equal to generate such continually growing demand and Legacy is that kind of product. But then, it's what you'd expect from us. Hardboard's first name is Masonite.

For the names of quality door manufacturers using Legacy write: Masonite Corporation, 29 North

Wacker Drive, Chicago, Illinois 60606.

*Masonite and Legacy are Registered Trademarks of Masonite Corporation.*



Oak-tone



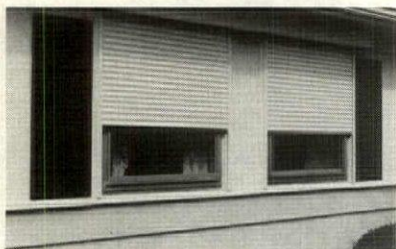
Walnut-tone



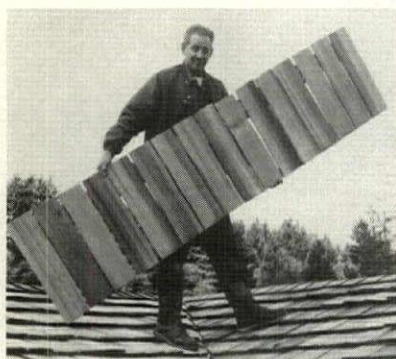
Circle 96 on reader service card

housing 1/78 **163**

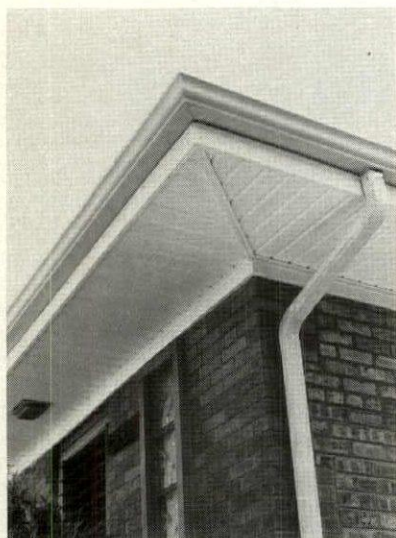




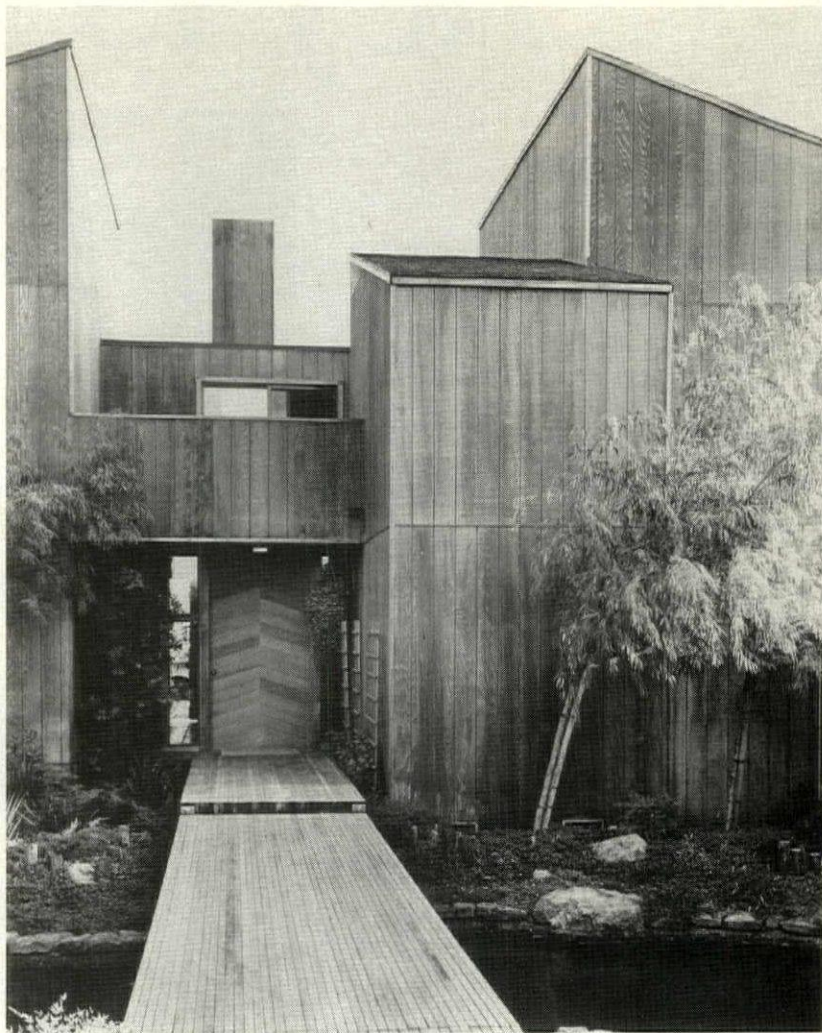
**Thermal shutter blinds** (above) consist of a continuous roll of interlocking vinyl slats. Durable, maintenance-free blinds are operated from inside and can be adjusted to any height. Sunega, Springfield, NJ. Circle 360 on reader service card



**Cedar shake panels** (above) reduce roofing time. Pre-laid handsplit shakes over 1/2" plywood sheathing make up each 8' panel. Easy-to-apply panels can be hand- or power-nailed over felt roofing paper. Shakerstown, Winlock, WA. NAHB booth 2617. Circle 361 on reader service card



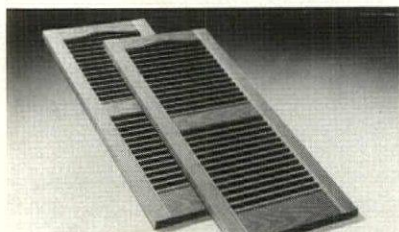
**Easy-to-maintain vinyl soffit system, T-lok®** (above), never needs painting and can be cleaned with a hose. Made of Duranyl® vinyl, soffit system is solid color clear through, and can withstand scrubbing with harsh cleansers if necessary. Soffit comes in solid and ventilated panels in a variety of colors. Mastic, South Bend, IN. Circle 362 on reader service card



**Redwood plywood siding** (above) is available with clear all-heart face shown or with sapwood-streaked clear grade face. Low-maintenance easy-to-install siding can be applied directly to wall studs. Available either 3/8" or 1/2" thick, panels are 4' wide and 8', 9' or 10' long. Panel in 3/8" thickness insulates as well as 8 1/2" of concrete. California Redwood, San Francisco. Circle 363 on reader service card



**Standing-seam roofing panels** (left) are now available in 16" width. Zip-Rib 16® panels, intended for installation over solid sheathing, feature a concealed anchor system. No through fasteners, which can cause leaks, are needed. Seams are locked together by self-propelled electric zipper tool. Kaiser Aluminum, Oakland, CA. Circle 364 on reader service card



**Traditional-style shutters, "Cape Cod"** (left), are constructed of high-density molded polystyrene. Scratch- and impact-resistant shutters have embossed woodgrain design and come in six colors including barn red, brown and forest green. A variety of sizes is offered from 36" to 80" high. Johns-Manville, Denver. NAHB booth 2118. Circle 365 on reader service card



# Instant luxury. Just add water.

There's nothing that adds value to a home like a Jacuzzi whirlpool bath. And here's another way to profit.

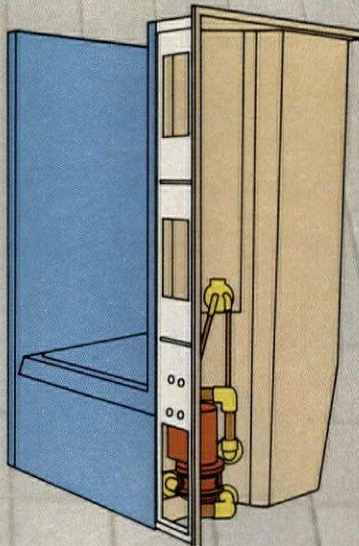
The unique new Omni V. A combination hydromassage, soaking tub, and shower. All in one easy-to-install module that fits into the space of a standard 5' tub.



And unlike the hydromassage units of our competitors, the Jacuzzi Omni V is a completely engineered non-corrosive system. With each part designed and built specifically for

its function within that system.

Its patented venturi inlets, for instance, are specifically designed to maximize whirlpool action throughout the tub (see illustration). Its fingertip controls let you adjust air/water intake and water flow so you get the kind of massage you want—from smooth and gentle to one that's more invigorating. Its interior is contoured to fit your body for maximum comfort. And its air induction system is noiseless.



But best of all, its unique decorator access panel (see illustration) slips off so water and electrical connections can be made during any stage of construction. And it can be serviced without touching finished walls.

The Omni V arrives completely plumbed, wired, ready-to-install, and with the Jacuzzi name. Your assurance of getting all the luxury and profit only the world's finest whirlpool bath can give.

For more information, call Toll Free (800) 227-0710. In California, call (415) 938-7070.

**Jacuzzi**  
WHIRLPOOL BATH

P. O. Drawer J, Walnut Creek, CA 94596

On display at NAHB Show, Booth No. 2703

Circle 97 on reader service card



Because America's fallen in love with the rich, rustic





barnwood look.



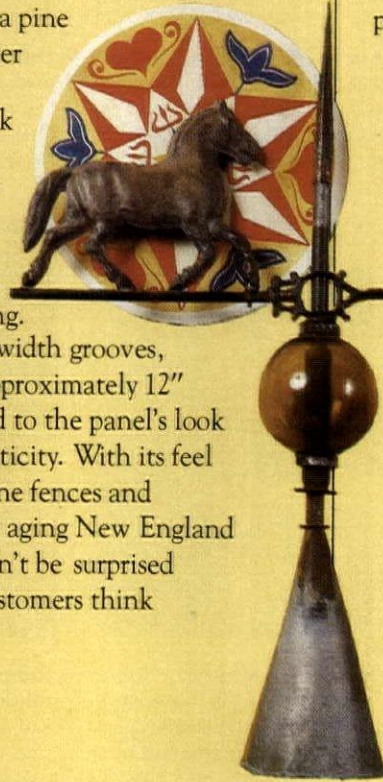
# Barnplank™ PANELING

So often it's an appealing touch that sells a house. And what could be more appealing than the look America has fallen in love with in the past few years: the rich barnwood look. Now available in moderately priced Barnplank™ paneling, from your Georgia-Pacific Registered Dealer.

Knots, splits and natural color contrasts in this Ponderosa pine face veneer give Barnplank the character of authentic old barn siding. Irregular-width grooves, spaced approximately 12" apart, add to the panel's look of authenticity. With its feel of old stone fences and gracefully aging New England barns, don't be surprised if your customers think

you've gone into the countryside to search for it yourself. What's also nice is that it comes in three separate, subtle shades giving you the choice of three completely different decorator approaches.

Real barnwood is preciously hard to come by, and everyone knows it. That's part of what makes seeing a room in Georgia-Pacific's new Barnplank paneling so impressive. And what better place for someone to be impressed than in one of the homes you've just built.



Weathered White Weathered Grey

Weathered Brown  
Pine Veneered Plywood 5/16"

Georgia-Pacific



Portland, Oregon 97204

Circle 99 on reader service card

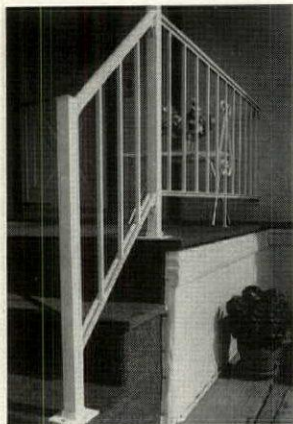




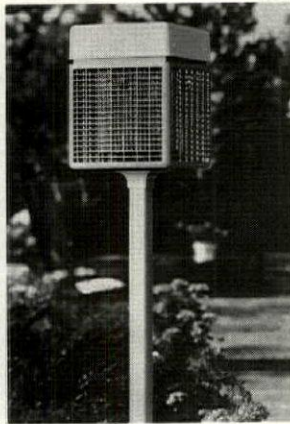
**Utility storehouse** (above) is fabricated from rust-proof aluminum with baked enamel finish. Maintenance-free unit with decorative scrolls, pilasters and finials features smooth-sliding doors on extruded vinyl track. Three sizes are offered. Cabanarama, Miami, FL. *Circle 366 on reader service card*



**Decorative 1/2"-thick concrete topping, "Thinset"** (above), can be used over old or new concrete slabs. Topping suitable for interior and exterior applications comes in 15 patterns including brick and Spanish tile. Twenty colors are offered. Bomanite, Palo Alto, CA. *Circle 370 on reader service card*



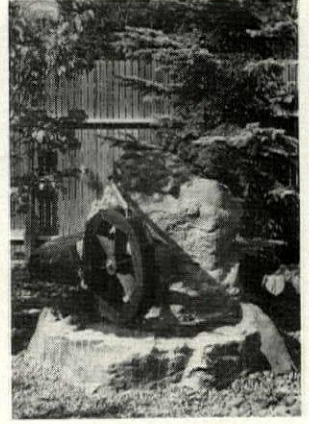
**Aluminum railing, "Series 400"** (above), is adjustable for step or platform use. Factory-assembled railing comes in 2' to 8' lengths. Black or white baked enamel and satin anodized aluminum finishes are offered. Superior, Russia, OH. *Circle 367 on reader service card*



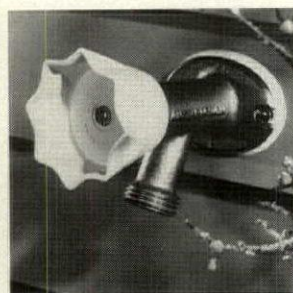
**Insect control device, "Rid-O-Ray"** (above), is powered by standard 110v household current. Insects are attracted by an ultraviolet light, then killed by a charged wire grid. Unit can be wall- or post-mounted. Charmglow, Bristol, WI. *Circle 368 on reader service card*



**Redwood bicycle stand** (above) will secure two bicycles. Device features patented nylon-coated steel locking jaws and vinyl-coated cable of tempered galvanized alloy steel wires. Oiled-redwood 4'-high post is maintenance free. Rally, Sonoma, CA. *Circle 371 on reader service card*



**Decorative waterwheel** (above) can be used to accent waterscaping. Solid redwood wheel with polyurethane finish has base treated for watertightness. Unit comes in 35'- and 52'-high models. Hermitage, Canastota, NY. *Circle 372 on reader service card*



**Frost-proof sill cock** (left) offers built-in anti-siphon protection. Self-draining device is tamper-proof and easy to install. Three models are offered for sweat or thread connection. Each is available in six lengths from 4'' to 14''. Each assembled valve is tested. Mansfield Sanitary, Perrysville, OH. *Circle 369 on reader service card*

**Impulse sprinkler, "P5-PJ"** (right), has a dial to control diameter setting between 30' and 76'. Delrin device can be used on a spike, on a sled base or in a pop-up case for underground installation. Patented PJ™ tube confines sprinkling to desired area. Rain Bird, Glendora, CA. *Circle 373 on reader service card*







**We've been so busy getting to be Number One,  
we forgot to tell you.**

**We're Triangle Pacific.**

We're the name behind the five cabinet divisions: Tri-Pac, Del Mar, IXL, Beauty Queen and Mutschler. We got to be Number One by searching out companies with solid foundations, good reputations. We bought them — weeded out the weak points. Reinforced the strong ones.

We increased our distribution. Developed twelve plants and seventeen warehouses. Added new products. Improved deliveries. Enlarged the sales force to 160-strong, and growing. We worked hard and long. And the companies we acquired grew. And grew. So that today, most large builders in the nation are buying at least one of our brands.



For example, we purchased Del Mar in 1975. Today it has already doubled in size. Within the last five years, Tri-Pac division sales have gone from \$26-million to \$65-million, while Mutschler has doubled its size in the last three years. In short, we've taken good, solid cabinet companies. And made them great.

So climb up with a leader — there's plenty of room at the top. No order is too small or too large. No builder too remote. For the Triangle Pacific distribution point nearest you, contact us today.

Phone or write: Triangle Pacific, 4255 LBJ Freeway, Dallas, Texas 75234. Gary Foster, Marketing Director (214) 661-2800.

 **Triangle Pacific**

Quality Wood Products: Kitchen Cabinets and Bathroom Vanities/Bruce Hardwood Floors

See us at the NAHB Show, Booths 2500 and 2012

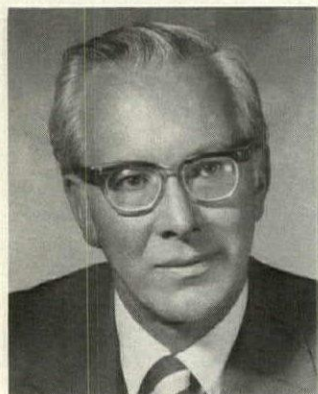
Circle 100 on reader service card

housing 1/78 **169**





**Congressman Thomas L. Ashley**  
*Chairman, Ad Hoc Committee on Energy*

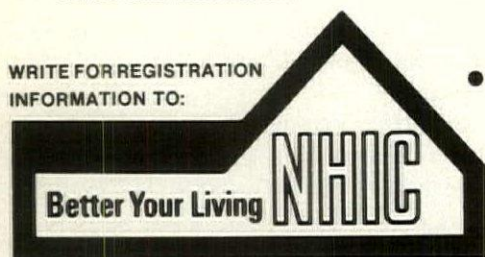


**Dr. Walter Heller**  
*Former Chairman of the President's Council of Economic Advisors, and Special Consultant to President Carter*



**Dr. Herb True**  
*Internationally Known Speaker on Sales and Motivation*

WRITE FOR REGISTRATION INFORMATION TO:



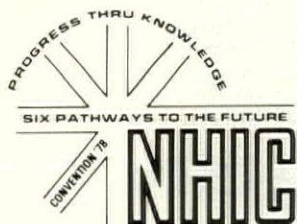
**National Home Improvement Council**  
11 E. 44th St. • New York, N.Y. 10017  
212/867-0121

These outstanding speakers . . . and more than 60 others . . . will share their knowledge with you.

# NHIC CONVENTION

**ATLANTA, GA.**  
**MAR. 9-10-11**

HYATT REGENCY **'78**



**Manufacturers. Wholesalers. Lenders. Publishers. Utilities. Contractors.** Each of these six Industry Councils of NHIC brings its special expertise, its own problems and solutions, to the seminars and workshops of the NHIC Convention

**Broaden your professional horizons . . . expand your business and increase your income with the knowledge you gain through seminars and workshops on these vital industry subjects.**

- **ENERGY.** Three sessions on this all-pervading subject on the first day, plus continuing discussions throughout the program.
- **SALES.** Hiring, training, motivating, compensating.
- **ADVERTISING.** From the standard media through telephone selling. We bring you advertising professionals and successful practitioners.
- **PRODUCTION AND SERVICE.** Learn the techniques for doing the job right, making a profit, and keeping your customers happy.
- **LENDING AND FINANCING.** Our Lender's Council is calling upon the lending community nation-wide to bring you the best know-how.
- **GOVERNMENT RELATIONS.** Get prepared for more government in your business. Top-level government spokesmen tell you how.
- **CONSUMER RELATIONS.** New legislation pending. Get the latest facts, trends, opinions. It's vital to your business.

**SEE LEADING MANUFACTURERS' DISPLAYS OF NEW PRODUCTS AND LITERATURE**

**ENJOY THE GRACIOUS BUT SOPHISTICATED ATTRACTIONS OF ATLANTA.**



# Close it sooner...



## with Clopay

The face you present is the face that sells. Just think how much of it is in garage doors. Up to a third!

So, the right overhead garage door really does make a house move faster.

What makes a garage door right?

The right garage door comes with a wide range of styles at a realistic price. The right garage door is made with consistent quality.

The right garage door comes with first-class service and dependable delivery. The right garage door is made by Clopay.

To find out what's behind Clopay's garage doors, check with your nearest distributor. Or contact Clopay direct. And move...with Clopay!

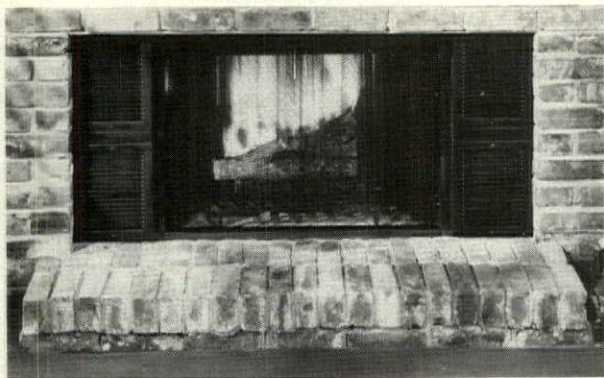


Factories: ● Hialeah, Florida 33010 ● 745 W. 18 St., (305) 887-7486  
● Russia, Ohio 45363 ● West Main Street, (513) 526-4301 ● Cerritos, Calif. 90701 ● 13855 E. Struikman Rd., (213) 921-2537  
● Orlando, Florida 32809 ● Rt. 1 Box 151-A, (305) 851-9570 ● Waterloo, Iowa 50705 ● 2859 Wagner Rd., (319) 234-7503

Executive Offices: ● Clopay Square, Cincinnati, Ohio 45214, (513) 381-4800



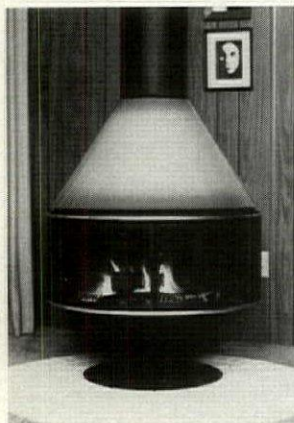
# FIREPLACES



**Built-in fireplace** (above) is an energy-saving unit with a stainless steel heat exchanger and side liners. Zero-clearance fireplace returns heated air to the room. Majestic, Huntington, IN. Circle 374 on reader service card



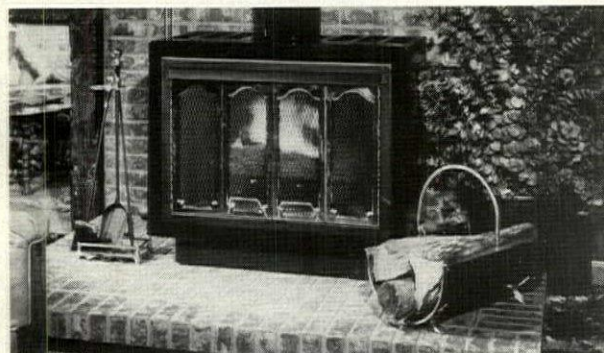
**Energy-saving "Hearth Heater"** (above) captures the heat normally lost up the chimney and circulates it through the room. Automatic unit comes in three sizes. Duo-Therm, La Grange, IN. Circle 147 on reader service card



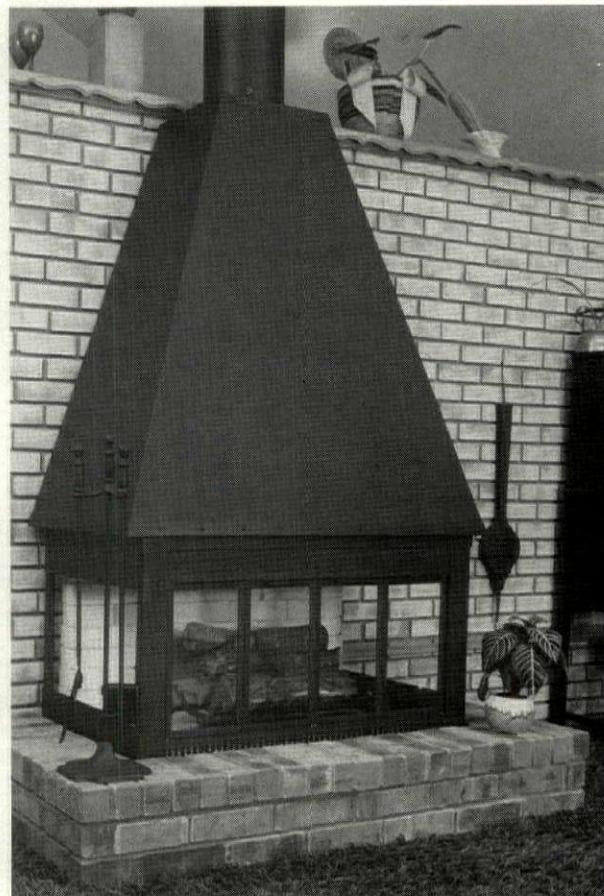
**"Imperial Carousel" fireplace** (left) is a freestanding unit with a glass-enclosed firebox. Fireplace comes in a wide choice of decorative colors. Malm, Santa Rosa, CA. Circle 375 on reader service card



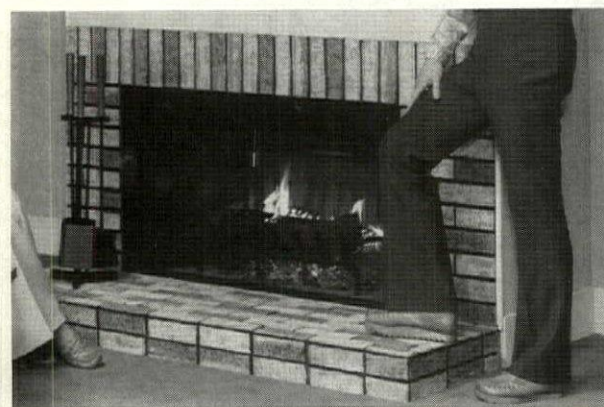
**Freestanding fireplace** (right) is a conical unit offered in a choice of six colors. The "Moderne 38" is 38" wide. Preway, Wisconsin Rapids, WI. NAHB booth 1625. Circle 148 on reader service card



**Franklin fireplace** (above) features a louvered top for quick heat dissipation. Unit can produce 50,000 to 70,000 BTUs of heat depending on the wood being burned. Martin, Huntsville, AL. NAHB booth 1456. Circle 145 on reader service card



**Glass-enclosed fireplace "La Casa"** (above), is fabricated of brick and steel. The energy-saving unit stores heat in a chamber between the two back walls. This heated air is circulated through the room. Vents on the front screen control air intake. Ember Box, Oklahoma City, OK. Circle 149 on reader service card



**Furnace-like, zero-clearance, heat-circulating fireplace, "E-Z Heat"** (above), features convection circulation through two 6" ducts. Each has its own control and can be vented in the same room or an adjoining one. Superior Fireplace, Fullerton, CA. Circle 146 on reader service card



# For a lasting first impression, greet new home prospects with a Bruce hardwood floor.



Let the classic beauty of Bruce flooring convince your customers up front that your home offers the luxury touch they've been looking for.

Today, hardwood flooring is among the 15 most desirable features home buyers want. Why? Because they recognize that quality hardwood flooring will last the life of their home. And Bruce not only offers the look they love, but an easy-care floor that grows richer with wear. Baked-in stain and wax account for Bruce's durable, low-maintenance finish.

Whatever style home you build — from Early American to ultra-contemporary — you can choose from the broadest selection of patterns and shades available. Cost-wise, Bruce's most popular designs are in line with flooring materials you now offer. Yet the natural appeal of wood flooring will enhance the character of your home, and add to its market value.

Whether you're building slab foundations, plywood subfloors, or pier and beam, the same subcontractor who now installs all of your flooring materials can install a Bruce floor. Naildown or glue-down plank and parquet. Bruce flooring is prefinished and precision-milled at the factory for easy one-step installation. Thanks to this kind of innovative product engineering, your scheduling problems are simplified because costly on-the-job finishing's been eliminated.

To increase your home's salability, be up front, with Bruce. Our Model Home Program can make hardwood flooring a solid option for your new home customers. Write us for details, or contact your local Bruce dealer for more information.

## **Bruce** Hardwood Floors

A Triangle Pacific Company.

**Bruce Hardwood Floors** H-1/78  
4255 LBJ Freeway, Suite 265  
Dallas, Texas 75234

Please send me details on your Model Home Program.

Name

Telephone

Address

City  State  ZIP



See us at Booth 2500 at the NAHB Show.

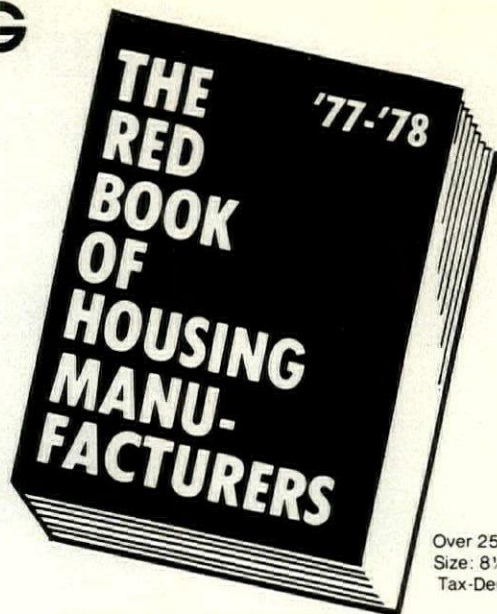


# GET THE FACTS ON THE PEOPLE INVOLVED IN MANUFACTURED HOUSING

CMR Associates Inc. publishers of  
THE BLUE BOOK OF MAJOR HOMEBUILDERS®

## ANNOUNCES

The all-new '77-'78  
Housing Industry Research Report  
THE RED BOOK OF HOUSING MANUFACTURERS®



Over 250 Page  
Size: 8½" x 11"  
Tax-Deductible

### HOMEBUILDERS SEEK AND FIND

#### A "BETTER WAY" TO OVERCOME THE INCREDIBLE RISES IN ON-SITE LABOR COSTS

The most persistent problem facing homebuilders in recent years is the rising cost of on-site labor. More and more builders are boosting profits as well as maintaining schedules by finding a "Better Way"—factory-made components.

Many housing experts believe that the industry is pricing itself out of the market. But many smart homebuilders are finding a "Better Way" to fight rising costs—they use factory-made components. You'll find hundreds of details on over 1,000 companies that are involved in this "Better Way" of homebuilding today in the All-New RED BOOK of Housing Manufacturers.

In just the last few years, builders have seen dramatic breakthroughs in productivity due to greater use of industrialized methods in construction, standardization of construction and enormous improvement in the tool industry. Thus, more and more housing components are manufactured at off-site locations.

### ORDER YOUR COPY NOW

The Industrialized Housing Industry is big, complex, and **hidden**. It is hidden among thousands of firms, big and small. These companies, spread all over the country, produce a wide variety of housing products. Some—like those who produce mobile homes or pre-fab houses are easily identified. Others like homebuilders who manufacture their own components, require a marketer of building products to be constantly looking for new information. **Industrialized housing is too big and too complex to be surveyed with a quick glance.** THE RED BOOK OF HOUSING MANUFACTURERS has been designed to provide you with the detailed marketing research data you need. **It will uncover the "hidden" aspects of industrialized housing for you.**

HERE IN ONE BIG PACKAGE IS THE MARKETING INTELLIGENCE YOU NEED TO MAKE THE MOST OF THE EXPECTED UP-TREND IN HOUSING . . . It will help you recover lost ground in the months ahead.

In your hands the **RED BOOK** becomes a useful tool for prospecting, selling sampling, mailing, marketing, merchandising, researching and analyzing your position in this big segment of the housing industry.

These are just a few of the many profitable ways you can use the **RED BOOK**. **In fact, just one good contact, can easily repay your investment.**

## YOUR SATISFACTION GUARANTEED

Circle 103 on reader service card

CLIP AND MAIL TO: CMR Associates, Inc. 1559 Eton Way • Crofton, Md. 21114

## YES! SHIP '77-'78 RED BOOK

I understand every sale is covered by your money-back, "no-strings-attached," 15-day full refund privilege.

Also—if I send my check now, you'll pay shipping and postage charges.

Price: \$94.50 ea.

- Payment enclosed to save postage & shipping charge
- Bill me

## ORDER FORM

A TAX-DEDUCTIBLE BUSINESS EXPENSE

Name \_\_\_\_\_

Title \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

**NOTE:** The RED BOOK price is totally tax-deductible. It is a small price to pay for such extensive marketing research. Most firms could not afford to undertake a gathering of this marketing information.

In your hands the RED BOOK can become a money-making tool for prospecting, selling, samplings, mailing, marketing, merchandising, researching, and analyzing your position in the Homebuilding/Housing Industry up-trend.

Send your order today!

### Please Check One:

- |  |   |
|--|---|
| <input type="checkbox"/> Builder                       | <input type="checkbox"/> Architects     |
| <input type="checkbox"/> Manufacturer                  | <input type="checkbox"/> Subcontractor  |
| <input type="checkbox"/> Ad Agency/Consultant          | <input type="checkbox"/> Realty         |
| <input type="checkbox"/> Finance                       | <input type="checkbox"/> Ind/Commercial |
| <input type="checkbox"/> Library                       | <input type="checkbox"/> Government     |
| <input type="checkbox"/> Bid Matrix Sales/Distributors | <input type="checkbox"/> Other _____    |



# Litton introduces the microwave built-in with a lot more built in.

Build or remodel any kitchen around the exciting Litton Built-in Microwave Cooking Center, and watch it sell. That's because Litton simply has built a lot more into it.

## Advanced Features.

Solid-state microwave oven with a 1.2 cu. ft. interior.

- Memorymatic® microwave program cooking—programs perfect meals at the touch of a finger.
- Vari-Cook® variable power control for time and cooking speed.
- Vari-Temp® automatic temperature control and sensor for exact food temperature.
- 99 minute touch control electronic digital timer.
- Extra wide self-cleaning conventional oven.
- Bronze see-thru glass door.
- Installs in standard 27-inch opening.
- One-piece smooth ceramic cooktop.



## A top name in the business.

Great features and easy installation are only part of our story. You also have our name and reputation for quality to help you sell. With total support, from service to the advertising that helps make Litton the leader in microwave ovens and ranges.

## You'd expect it from Litton.

The Built-in Microwave Cooking Center is another of the innovative ways to cook you've come to expect from Litton's complete line of microwave ovens and ranges.

For information on all the built in Litton advantages, write us. Or call toll free, **800-328-7777**. In Minnesota call **612-553-2354**.

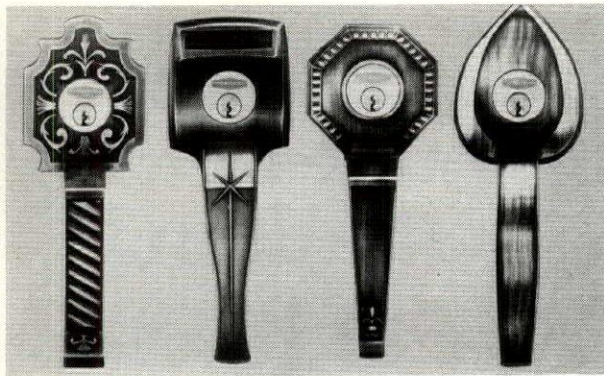
**LITTON**  
Microwave Cooking

1405 Xenium Lane No., Minneapolis, Minnesota 55440

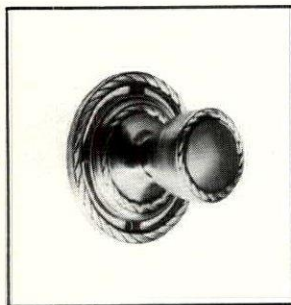


Litton... changing the way America Cooks.™

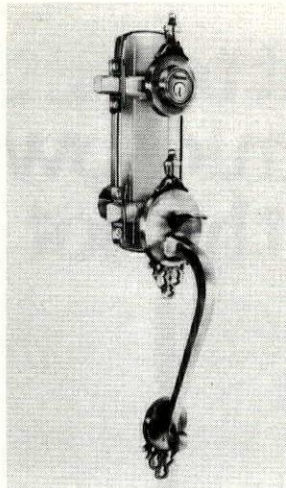




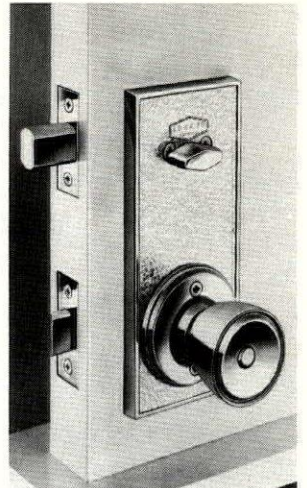
Entry door handle sets, "Super Guard Lock II" (above), come in four decorator styles. Shown, (from left to right) are Mediterranean, contemporary, provincial, and early American. Ideal Security, St. Paul, MN. Circle 157 on reader service card



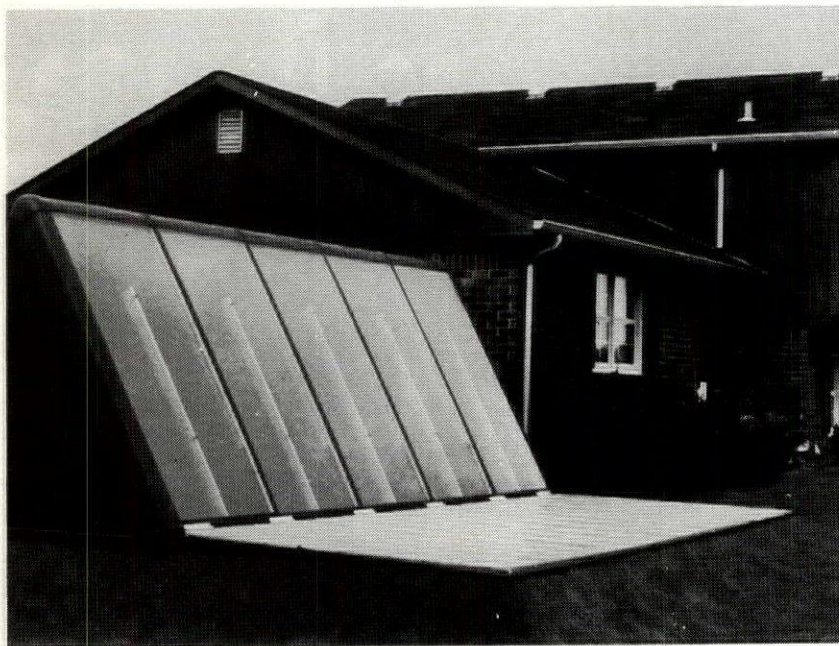
"Avanti" door knob (left) features a delicate rope-like pattern which encircles the face of the knob and is repeated on the rosette. The design comes in all standard functions including entry, privacy, passage, exit and a dummy knob. Antique brass, ebony brass and antique nickel, are offered. Kwikset, Anaheim, CA. NAHB booth 2616. Circle 158 on reader service card



Entrance handle (above) features a separate key-actuated lock which controls the security bolt from outside. The latch is operated by a thumb piece. A panic-proof "Mark 76" interior trim/locking mechanism retracts the latch and bolt simultaneously so that the door can be opened quickly. Dexter, Grand Rapids, MI. Circle 160 on reader service card



Simultaneous retract lock (above) features a passage set lower trim. Security is provided in the upper hardware with a 1'' projection deadbolt. Turning the inside knobs opens both. A free-turning solid brass ring guards the key cylinder. A range of finishes are offered. Weiser, South Gate, CA. NAHB booth 2438. Circle 161 on reader service card



## The first solar furnace it pays to sell.

**Because it's the first solar furnace it pays to buy.**

We've sold over 1,300 Champion solar furnaces in less than two years.

Complete, easy-to-install auxiliary systems. Neat, pre-packaged units the size of a tool shed.

Designed for existing homes, new construction and light

commercial buildings. Built into or near the structure.

Our system is remarkably simple. And inexpensive. The air collector gathers the sun's heat and stores it in a self-contained rock bed. Then, when heat is needed, a blower pushes hot air into the home's existing ducts.

Millions of homes already have those ducts. Plus a lot of homes under construction.

We have five plants mass-producing solar products from coast to coast. That means it costs us less, so it costs our customers less. In fact, our systems retail — fully installed — at from \$5,000 to \$10,000, depending on the size and placement of the unit.

With over 50 distributors in over 33 states, we are expecting to sell a lot of our furnaces this winter. If you'd like to join us, please write to our home office.

It really doesn't pay not to.



**Solar Division**  
Dept. HH, Dryden, Mich. 48428



# Beautiful Valley/Valley II<sup>TM</sup> Faucets Are Money-Making, Problem-Solvers For You, Mr. Builder.

The built-in quality in this washerless faucet line is undisputed. No other faucets on the market are quite like Valley Single Control and Valley II Two Handle Washerless Faucets when it comes to pleasing your customers. Reduced plumbing complaints. Fewer leaks.

Fewer drips. Fewer call-backs. If you prefer happy owners and profits to problems, insist on the installation of Valley and Valley II Washerless Faucets.

**U.S. BRASS**  
Wallace Murray Corporation  
901 Tenth Street  
Plano, Texas 75074.



Valley<sup>®</sup> Single Control  
Washerless Faucets.



Valley II<sup>™</sup> Two Handle  
Washerless Faucets.



Valley's new . . . Antique Brass Finish Single  
Control and Two Handle Washerless Faucets.  
Beautiful. Distinctive. And crafted in the  
Valley tradition.

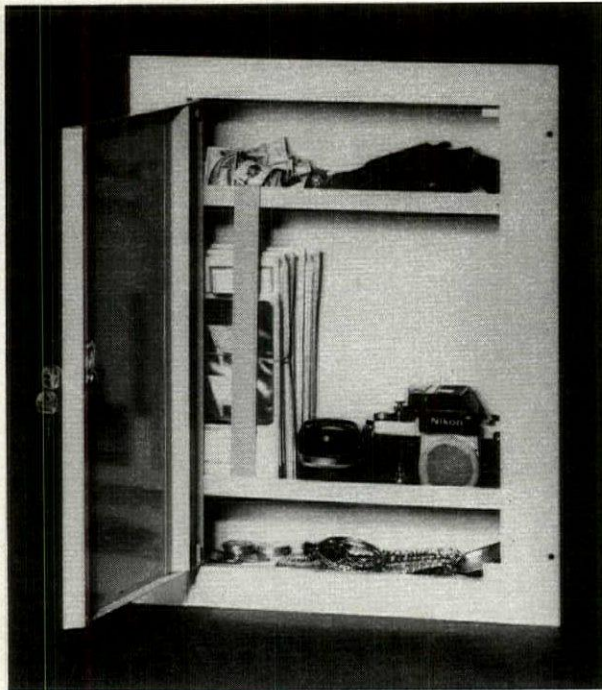
**U.S. BRASS**

**Wallace Murray**

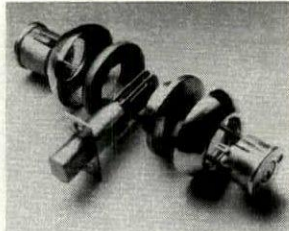
On Display at NAHB Show — Booth #1530

Circle 106 on reader service card

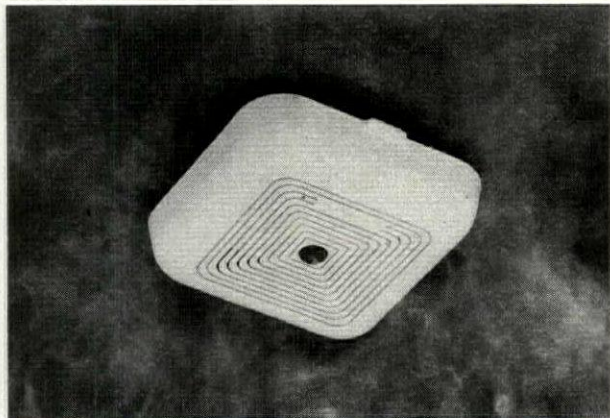




**Built-in strong box** (above) is made of heavy gauge steel and features a positive closure, tamper-resistant door and lock. Unit offered in 20'' and 30'' high models can be installed between 16'' or 20'' on center studs. Superior Marine, College Point, NY. Circle 159 on reader service card



**Heavy-duty deadbolt** (left) is available in single and double cylinder models and a one-way version. The "Series 2000" deadbolts feature four concealed holding screws and a solid brass cylinder guard. Harloc, West Haven, CT. Circle 162 on reader service card



**"Home Sentry" smoke alarm** (above) is a dual ionization type unit. Alarm comes in battery-powered, wired-in and corded models. All units feature a test button to check operation. General Electric, Bridgeport, CT. NAHB booth 2412. Circle 163 on reader service card

**Flood**  
**ANNOUNCING**  
**CWF**  
 ... a proven exterior  
 clear wood finish

**Ideal for rough-sawn cedar, redwood and pine shakes and shingles.**

If you prefer the warm, natural look of wood to stain, CWF is the answer. CWF keeps wood protected and natural-looking for years.

CWF is easy to apply by brushing, rolling, dipping or airless spray.

Interested? Our illustrated brochure gives complete specifications. Write for it, or read about CWF in the Sweets Catalog in the General Building or Light Residential sections.

... protecting wood naturally since 1883

**The Flood Company, Hudson, Ohio 44236**  
 216/655-2111 • Telex 98-6347

FL-1571



**Logan.**  
 The first spiral stair  
 designed to comply  
 with the Uniform  
 Building Code (UBC).

For the first time, new Uniform Building Codes specify conditions under which spiral stairs can qualify as legal exits. And now, LOGAN 5 ft. and 6 ft. spiral stairs are the first to meet these qualifications. The primary means of egress, in a convenient, economical installation with the decorator touch. All in one neat package. Call or write for full information. Logan Co., P. O. Box 6107, Louisville, KY 40206. (502) 587-1361



**LOGAN CO.**  
 A division of **ATO**

Circle 108 on reader service card



# Service Station



You haven't got time for tools that don't work. That's why we make Duo-Fast tools with all the endurance and quality you expect.

But more than that, we offer you the prompt, competent service to keep our complete line of stapling and nailing equipment on the job, saving you money.

With a nationwide network of over one hundred distributor offices, branches, and warehouses, we're near enough to bring our service station and parts to wherever you need us . . . quickly.

So contact Duo-Fast. You haven't got time for anything less.

Duo-Fast Corporation, 3702 River Road, Franklin Park, Illinois 60131

**DUO-FAST**

**We stand behind our products.**



# COME

to the American Gas Association Exhibit at the  
NAHB Convention...Booth #2112.

# SEE

a large array of new, more efficient gas  
appliances and space conditioning equipment  
from many manufacturers.

# LEARN

how today's new gas equipment saves America's  
energy, and saves your home buyers money.

# MEET

top sport celebrities. Talk with them, get their  
autographed photo to take home.

# LAUGH

at the showings of the "Sports Follies."

# TASTE

the authentic dishes of a top French chef.

# AGA



American Gas Association  
Booth #2112.



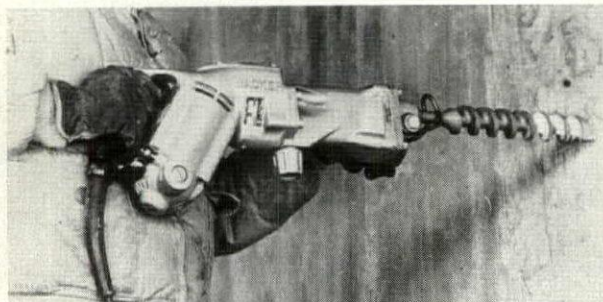
**Boss Level Transit™** (right), is for use on jobs with sightings up to 200 to 250 ft. with leveling accuracy requirements within 0-3/16" at 75'. Unit has a 5 minute leveling vial with an adjustable mirrored cover and a rugged steel spindle center for smooth rotation. David White, Menomonee Falls, WI. *Circle 164 on reader service card*



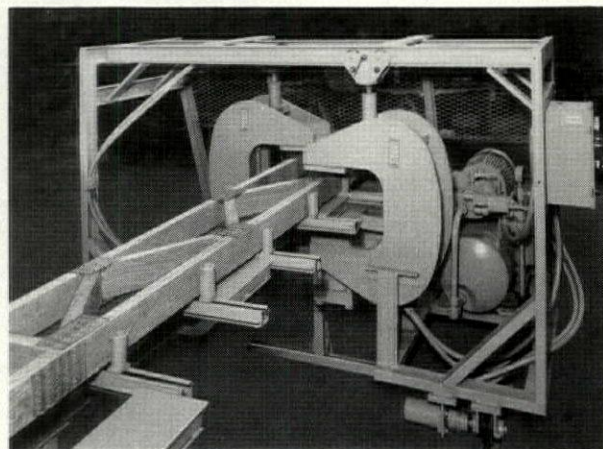
**Gasoline-powered chain saw** is available in the 16" model (above) and a 14" version. Easy-to-handle, 9 1/2 lb. tool features a solid state ignition and an inertia chain brake which stops automatically if kickback occurs. Skil, Chicago. *Circle 165 on reader service card*



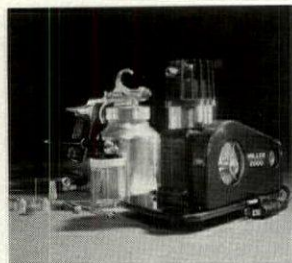
**Double-insulated circular saws** (above) operate at 5,800 RPM. The 6 1/2", 7 1/4" and 8 1/4" units all feature balanced top handle design for easy maneuverability and a powerful sawdust removal system. Rockwell, Pittsburgh, PA. *Circle 169 on reader service card*



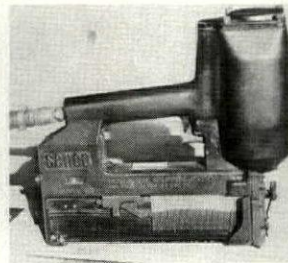
**Electric "Utility Breaker/Drill"** (above) is a lightweight portable tool. Unit delivers 1800 blows per minute, each with an impact force of 10 ft. lbs. A fingertip control converts the tool from one function to another. Wacker, Milwaukee, WI. *Circle 166 on reader service card*



**Floor truss system**, Floor Klincher® (above) presses both sides of the truss at once. Jig and pressing heads are set at the span and depth desired and unit fabricates the truss automatically. No manual placement of the fastener is necessary. Panel Clip, Farmington, MI. *Circle 170 on reader service card*



**Paint spraying outfit** (above) includes a piston-type air compressor, a 1 qt. capacity spray gun with four nozzles. Also featured is a 2 1/2 oz. capacity airbrush and 2 nozzles. Tool can be used for a wide range of spraying applications. Miller, Broadview, IL. *Circle 167 on reader service card*



**Construction stapler** (above) is a heavy duty air-powered tool designed to drive extra-long staples. Spring-type safety device won't allow firing until the tool nose is against the work piece. Tool is suited for sub-flooring. Senco, Cincinnati, OH. NAHB booth 1024. *Circle 168 on reader service card*



**"Jetaway" water broom** (left) washes down hard outdoor surface areas by hooking up to a garden hose. The all-metal bristleless push broom on two casters features seven small nozzleed hoses which spray a 42" wide area. Southeastern, Raleigh, NC. *Circle 171 on reader service card*



# EXCELLENCE

We have achieved excellence by creating a modern self-cleaning cooking system incorporating five (5) basic cooking methods: microwave, conventional, microwave and

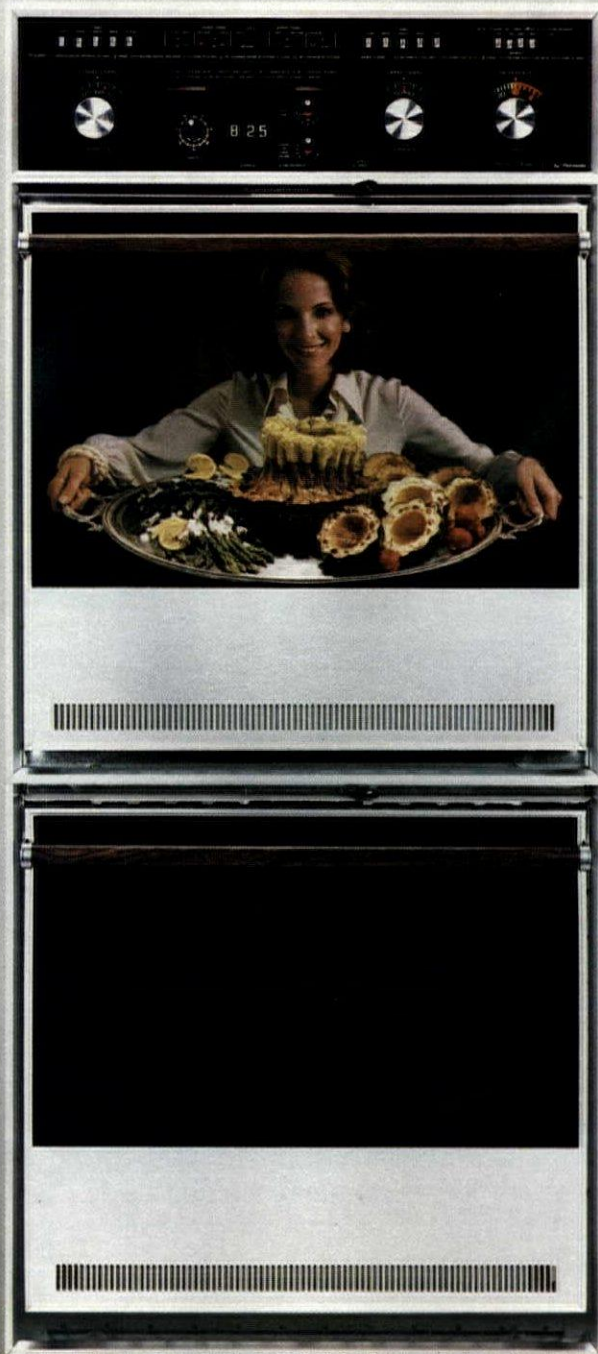
conventional simultaneously, broiling and microwave broiling. The whole system is neatly designed into one contemporary kitchen appliance to save your space and time.

## The Thermador CMT-20 MicroThermal Cooking System

This is not just an oven. It's a self-contained full size cooking system. A Micro-Thermal oven above and conventional oven below that are both self-cleaning.

Three microwave power levels for flexibility depending on the type of job the upper oven is doing. Defrosting is made easy.

Micro-Thermal upper oven can be operated with microwave and conventional cooking modes simultaneously even while the lower conventional oven is in operation, adding up to three simultaneous cooking methods.



All control and temperature dials, including digital clock are located on one easy-to-read lighted control panel.

Ceramic insert to hold small dishes in the center rack of the roomy porcelain Micro-Thermal oven.

The CMT-20 patented built-in exhaust system ventilates the ovens automatically during the cleaning process. May also be operated independently during conventional cooking.

For information and complete warranty details, contact

Thermador,  
5119 District  
Boulevard,  
Los Angeles,  
Calif. 90040



**Thermador**  
The elegant difference

Circle 112 on reader service card



# See what the best dressed homes will be wearing this year.



Booth #23-24 at the 1978 Home Builder's Show

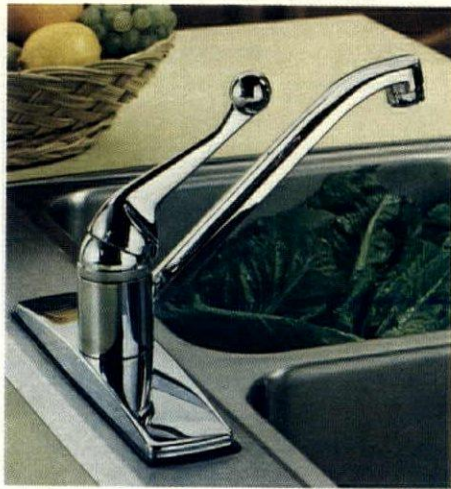
If you want the homes you build this year to look their best, be sure to see us at the Home Builder's Show.

We'll be showing off what's new and what's beautiful in Bird Roofscapes<sup>®</sup>, solid vinyl siding, vinyl accessories, shutters, gutter systems, and a few other surprises. Everything you need to help sell your houses before your customers even step inside. We've been in business for 183 years. And we can tell you, the fastest selling houses wear Bird.

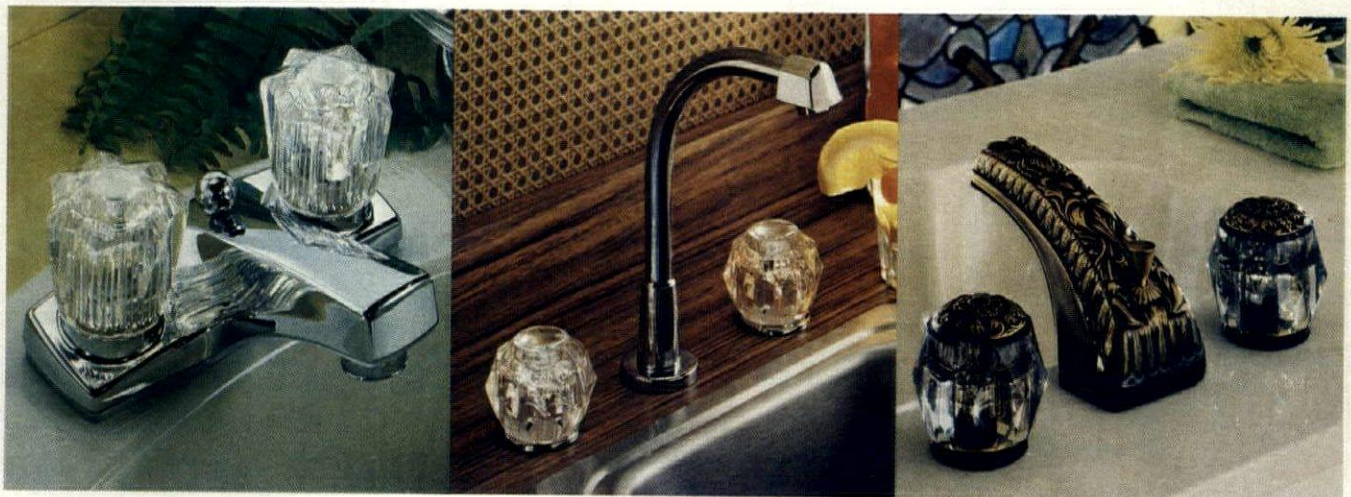


## The best dressed homes wear Bird.





**Delta.<sup>®</sup>**  
**The first word in washerless.**  
**The latest word in selection.**



Delta is the name more people turn to for a faucet than any other.

Not only because Delta has been the name for washerless faucets for 25 years.

But because Delta also offers the latest selection of models, styles and features that provide virtually unlimited design flexibility for any kitchen, lavatory or bath.

The Delta family includes hundreds of washerless, water-saving faucets to fit your most demanding specifications. Featuring single and two-handle models. Available in a variety of beautiful finishes including chrome, gold and now antique brass with the Deltique Collection,<sup>™</sup> Delta's new decorator faucets.

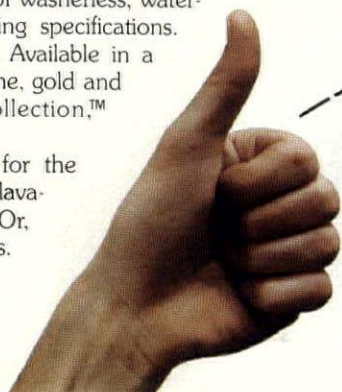
For instance, Delta makes faucets for the kitchen with single-handle simplicity. In the lavatory, there's the designer look of Deltique. Or, with Delex<sup>®</sup> models with crystal-like handles.

And multi-purpose faucets like Delta's Waterfall<sup>®</sup> series with European styling and handy high-rise swing spouts. Even massage-

action hand showers and showerheads with Raging Rain.<sup>™</sup>

For washerless reliability, style and room-to-room coverage, Delta stands out as the one name your customers like to hear. And with more Delta advertising on national TV, that name keeps spreading and preselling for you.

Get to know the complete line of Delta and Delex faucets. Write today for our "Family Album" brochure.



**DELTA & DELEX**  
**FAUCETS**

**No washers · No washer worries**

Delta Faucet Company, Indianapolis, Indiana 46240.

A Division of Masco Corporation of Indiana.

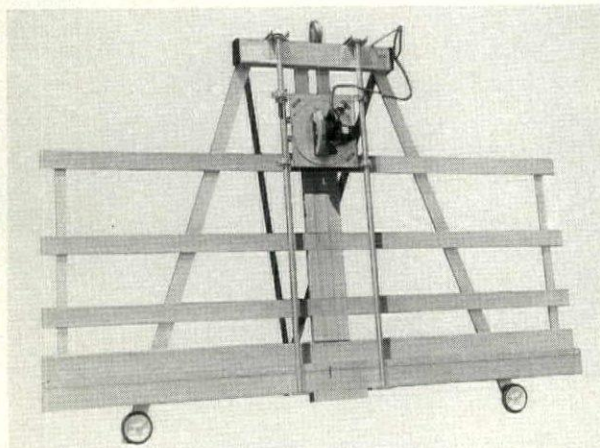
© 1978 Copyright, Masco Corporation of Indiana.

Circle 114 on reader service card



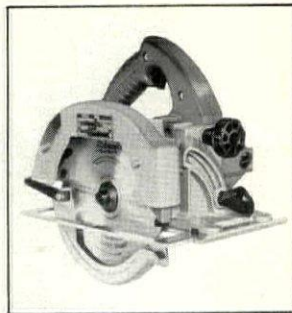
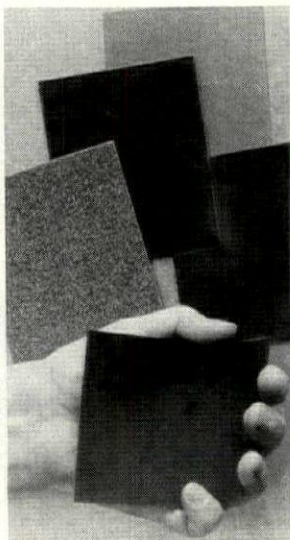


**Riding trencher, "Model 2200"** (above), is powered by an air-cooled heavy-duty 18 hp engine. Four-wheel-drive vehicle is capable of digging a trench from 4¼" to 12" wide to depths of 5'. Hydraulic backfill blade has 35° swing angle left or right. Ditch Witch, Charles, Perry, OK. Circle 172 on reader service card



**Three-way panel saw** (above) is a semi-portable unit. Saw is offered in two models. "Model 3481" cuts plywood, hardboard, plastic laminates, etc. up to 4' wide. "Model 3486" cuts sheet material up to 5' wide. Structural members are aluminum. DeWalt, Lancaster, PA. Circle 173 on reader service card

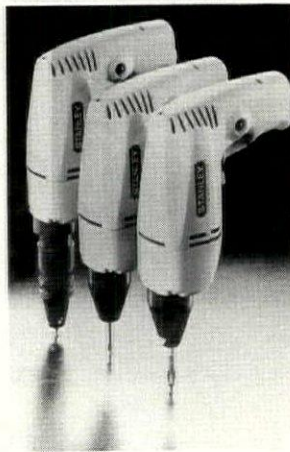
**"Sanding Squares"** (right) consist of grit bonded to both sides of a tough, flexible fabric. Double-sided 3½" x 4¾" squares conform readily to shape of work surface. Two types are offered for dry work and two for wet sanding. Evode, Somerdale, NJ. Circle 174 on reader service card



**Portable electric saw** (left) is a heavy-duty 7¼" model with non-conductive glass-filled nylon housing and handle. Aluminum wraparound shoe provides stability. A graduated lip on shoe allows for fast set-up of rip cuts. Saw with a 13 amp motor has rear and side sawdust chutes. Milwaukee, Brookfield, WI. NAHB booth 1044. Circle 175 on reader service card



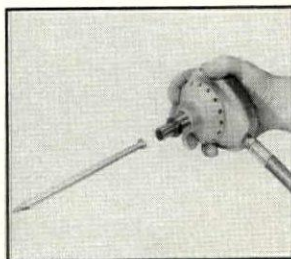
**All-purpose cut saw, "Model 3103-09"** (above), has two speed settings for work with wood, metal or plastic. Adjustable rocker shoe follows contour of work and increases blade life. Urethane boot is abrasion-resistant. Tool comes with carrying case. Black & Decker, Towson, MD. Circle 176 on reader service card



**Industrial screwdriver line, Mighty Midgets®** (above), features permanent magnet motors. Tools with pistol grips are double-insulated and have built-in circuit breakers to prevent motor burn-out under overload conditions. Stanley, New Britain, CT. Circle 177 on reader service card



**Heavy-duty stapler, "MS-1580"** (above) drives 15-gauge galvanized, ⅜" crown-width staples in 2", 2¼", and 2½" lengths. Tool, with air-conserving single-cycle design, features a quick-clear jaw. Duo-Fast, Franklin Park, IL. NAHB booth 1004. Circle 178 on reader service card



**Bulk nail hammer** (left) provides control of depth of drive. Nails can be countersunk or left standing to desired height. Device, with no finger-actuated trigger, cannot be accidentally fired. Easy-to-manuever unit weighs slightly more than 2 lbs. Danair, Visalia, CA. Circle 179 on reader service card



**Sign of a house  
that will sell fast.**

**Sign of a home  
that will cost less.**



## **Introducing the Carrier Energy Savings Opportunity Program.**

Here's a plan to identify the houses you build as "energy savers"—the kind today's buyers will look at first and settle on fast.

An Energy Savings Opportunity Home is one featuring top-line, energy-efficient Carrier heating and air conditioning equipment, possibly with extra insulation, and possibly with storm windows. With whatever combination of pre- or post-construction options you decide to make available.

To make the sale, Carrier's computer shows how much any energy-saving option package adds to the monthly mortgage payment. Then it projects how much these features will save on the customer's monthly energy bill. It shows how the options put the buyer out ahead every month. From there, it's a simple step to a quick closing.

This new Carrier program includes a complete merchandising package designed to bring energy-conscious home buyers to you. With co-op advertising. With posters to identify your homes as energy savers. With hard-selling tags to point out the energy-saving features.

To put Carrier's new Energy Savings Opportunity Program to work for you, call your Carrier Contractor or Carrier Distributor today.

Number One  
Air Conditioning  
Maker



Division of Carrier Corporation

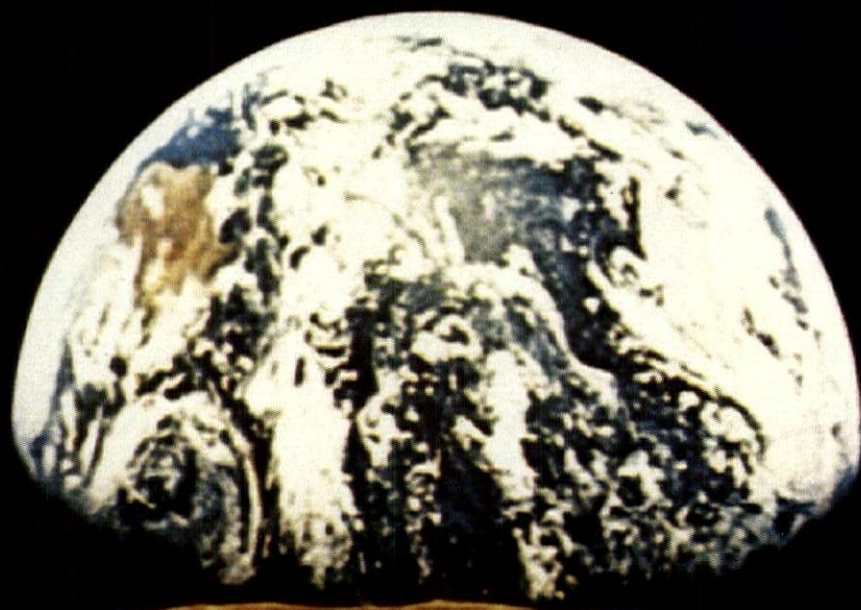
**Carrier**

**We can't control the weather,  
but we can help you control its cost.**

**To see how energy efficiency sells, visit us in Booth 2638 at the NAHB Show.**



# Seven continents



**Never before has the world produced so much information.**

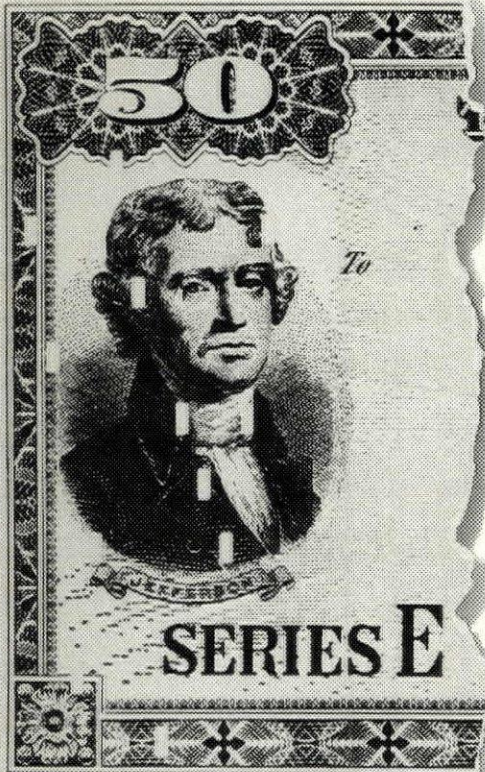
**Never before has the need to make it meaningful been so great.**

On seven continents, McGraw-Hill men and women are gathering information. Not just facts but important information... which will help people do their jobs...will help them learn...will be useful to decision makers in business, industry, the professions and government.

Finding the right material is only the first step in making information meaningful for our



Steal me. Burn me.  
Throw me away.  
I'm still yours.



Once you bring me home, I'm yours forever.

Even if I'm burned. Or lost. Or stolen.

If you look for me and can't find me, just report it. And you'll get me back, as good as new.

And remember: I'll never break your heart. Or leave you stranded in the tight spots.

I'll always be there when you need me.

And that ought to make you feel pretty secure.

Now E Bonds pay 6% interest when held to maturity of 5 years (4 1/2% the first year). Bonds are replaced if lost, stolen or destroyed. When needed, they can be cashed at your bank. Interest is not subject to state or local income taxes, and federal tax may be deferred until redemption.



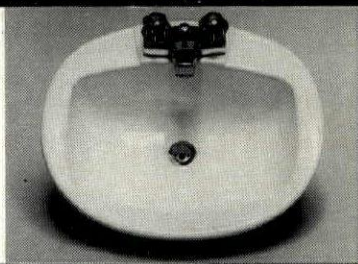
Take  
stock  
in America.

Join the Payroll Savings Plan.

Chi-nelle

THE  
QUALITY  
BOWL!!

NOW AVAILABLE IN 5  
MIX 'N MATCH COLORS  
MOLDED INTO AN  
EXTRA THICK BOWL  
THAT WON'T CHIP,  
CRACK OR STAIN!



Immediate delivery on vivid White, Gold, Avocado, Blue or Chocolate colors in the new high-styled, yet practically indestructible CELCON.<sup>®</sup>

**EXTRA QUALITY FEATURES:**

- Reinforcement at drain area.
- Six aluminum screw-clips permits quick 5-minute installation.
- Double caulking ridge.
- Acceptable for FHA & HUD Requirements. Uniform plumbing code certificate #1774.

See us NAHB Booth #1235  
National Home Center Show Booth #5717



arundale, inc.

1173 Reco Ave., St. Louis, Mo. 63126  
(314) 966-0313

Circle 62 on reader service card

changing  
your  
address?

**ATTACH LABEL HERE**

Please give five weeks notice before change of address becomes effective. Attach mailing label here and print your new address below. If you have any question about your subscription, include address label with your letter.

**MAIL TO**

Housing, P.O. Box 430, Hightstown, N.J. 08520

your name

your mailing address

city

zip code

your firm name

firm address

city

zip code

type of business

your title or position

TO ENTER OR EXTEND YOUR SUBSCRIPTION, CHECK HERE:

- NEW  ONE YEAR \$15.00  
 RENEWAL  THREE YEARS \$32.00

MAIL REMITTANCE TO  
Housing, P.O. Box 430, Hightstown, N.J.  
08520—Rates Apply to U.S. & Canada Only—

want  
your  
own  
subscription?





## Watch your customers perform the fabulous disappearing trash trick.

**TaDaa!**



**In the world of disposal, nobody does it better.**

Your customers have been using Waste King to dispose of garbage for years. So when they start to think of trash compactors, our name comes up. Our compactor compresses a week's trash into one 24 lb. plastic trash bag available at any super-market. The patented trash container with sturdy carrying straps permits easy emptying of the full trash bags without any mess or worry about protruding sharp objects. The built-in loading chute conveniently tips down for discarding small amounts of trash.

**They're sold on our skills.**

Waste King practically owns the sinks of America. And we're out to capture the rest of the kitchen. We're easy to use. And we're tough. 3,000 pounds tough! That's how much pressure our compacting ram puts out.

**How about our looks?**

We've designed a simple, elegant appliance, only 12" wide. Either free

standing, or built in, each Waste King model offers optional door panels, and butcher block tops. That means Waste King can be a coordinated part of any kitchen.

**There's really no trick to selling trash compactors.**

Just make sure you have the one people will be asking about.



**Waste King**  
The elegant difference.



For information and warranty details contact: Department S, Waste King, 5119 District Blvd., Los Angeles, Ca 90040

**In this business,  
there's just no other name.**

Circle 118 on reader service card



# Classified Advertising

The market-place of housing.

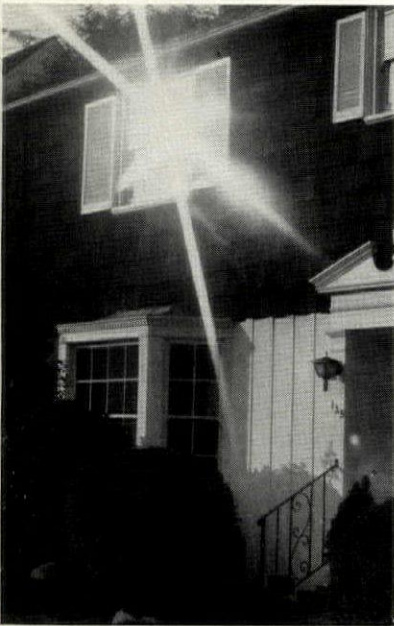
## BUILDING OPPORTUNITIES

The Harrison County Housing Authority, Harrison County, WV, is seeking interested builders/developers to participate in the construction of a major housing subdivision located near Clarksburg, WV. This is a private development project aimed at meeting the housing needs of middle-income families in the area. The Housing Authority offers the following... 127 acres of prime land... a complete engineering design plan... excellent access off major transportation routes... central water and sewer tie-in... a market study indicating strong demand... location 3 miles from Clarksburg CBD. Contact Buddy Roogow at (304) 624-7431, Ext. 270. Harrison County Planning Commission, 301 W. Main Street, Clarksburg, WV 26301.

DOORS/WINDOWS



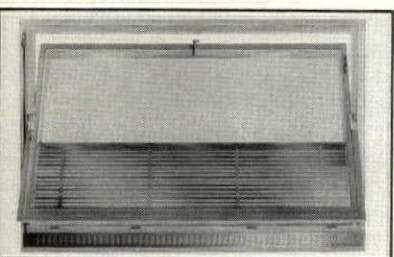
**Steel sectional garage door, "Century"** (above), looks like a raised-panel wood door. Child-Safe® joints reduce chance of injury to hands or fingers. Optional insulation and perimeter weatherseal packages are offered for the warp- and crack-resistant door. Stanley, Birmingham, MI. Circle 153 on reader service card



**Heat-absorbing window glass, "Sunglas"** (above), blocks up to 24% of the sun's heat. Glass with subtle green tint can be used in any exterior glazing application in place of single-strength clear glass. In double-glazing applications, "Sunglas" paired with a clear pane provides a U-value of .58 to .64. Patio-door and standard window sizes are offered. Ford Motor, Dearborn, MI. Circle 154 on reader service card



**Wood patio door, ThermaSlide®** (above), features tempered insulating glass. Inside movable panel prevents ice build-up and allows full closure of door against the weather. Factory-installed weatherstripping and "Dual Seal" interlock prevent air infiltration. Sills are heavy-duty aluminum and rollers are adjustable. Security lock is optional. Malta, Malta, OH. NAHB booth 2336. Circle 155 on reader service card



**Horizontal pivot window** (left) has integral venetian blind between glass panes. Easy-to-clean and operate unit is available with built-in 22° locking device to prevent unauthorized operation. Window in wood or aluminum is shown with ventilator which allows for escape of hot air accumulated on the inside of the glass. Unit is available in sizes up to 70 sq. ft. Unitas, Essex, CT. Circle 156 on reader service card

## Classified Section Non-Display Order Form

To place a non-display advertisement, fill out this form, including your name, street address, city & state with ZIP code, attach it to a separate sheet containing your advertising copy, and mail it to:

HOUSING  
P.O. BOX 900  
NEW YORK, N.Y./10020

Rates: \$6.80 per line, minimum insertion three lines, six words to a line, box number counts as one additional line. Display rates on request.

Payment Enclosed \$ .....  Bill me

Use Name & Address  Use Box No.

Advertisement to appear ..... time(s)

.....  
Signature



# Introducing The Living Attic



Solve a critical housing problem and create a beautiful upstairs world with Velux Roof Windows.

It's tough for lots of people to find enough room to live in, at a price they can afford. Whether it's young couples just starting out, or that are growing big.

Velux Roof Windows may be the key to a solution. For them. And for you.

We make otherwise dark, dusty and dreary attics into light, airy and cheerful living areas. That's why we call them Living Attics.

You can add more living area to new homes

right from the start. Or make older ones bigger, which can be a lot less costly than a move for the owners.

But there's a lot more to Velux Roof Windows, and you could profit from the facts. May we suggest a call or a note.

## VELUX<sup>TM</sup>

Roof Windows

VELUX-AMERICA INC.

78 Cummings Park, Woburn, Mass. 01801  
Telephone (617) 935-7390 or 935-7848

Circle 119 on reader service card

## Visit the 5TH TOKYO INTERNATIONAL GOOD LIVING SHOW

April 26 — May 5, '78



See  
Tomorrow's  
Housing Advances  
On Display

The opportunities are great. Over 474,000 attended the 4th Tokyo International Good Living Show, and nearly 440 companies from 23 countries exhibited. The 1978 "For Better Homes" Housing Industry exhibition promises to be even better.

This is an important forum and showcase for buyers and suppliers. Major new innovations and a wide range of products are assembled in one convenient location. But it happens only once every two years!

Plan to be in Tokyo to take advantage of the many opportunities!



TOKYO INTERNATIONAL TRADE FAIR COMMISSION  
7-24, Harumi 4-chome, Chuo-ku, Tokyo, Japan  
Cable: TOFAIR TOKYO Tel: Tokyo 531-3371

Housing Supplies & Equipment • Interior Furnishings  
Exterior Facilities • Building Materials • Model Houses

## MANUSCRIPTS WANTED

Architectural Record Books publishes hard cover books on architecture, engineering, interior design, housing, construction and related subjects, and is seeking book proposals and manuscripts. If you have a manuscript or a proposal, or know of someone who does, we'd appreciate it if you would arrange that it is sent to us for evaluation for possible publication. In order to make an evaluation we will need a chapter outline and at least one sample chapter.

Please address all inquiries to:

The Editor  
Architectural Record Books  
1221 Avenue of the Americas  
New York, NY 10020

## DOORS/WINDOWS



Fiber glass screening material (above) can block as much as 75% of the sun's heat before it reaches the window. Material is easily installed with standard aluminum screen framing and will not stretch, shrink, dent or corrode. Reynolds Metals, Richmond, VA. NAHB booth 2342. Circle 150 on reader service card



Energy-saving windows, "Series 257 Thermal Break" (above right) and "USA Casement," are suitable for remodeling or new construction. Prefinished aluminum exteriors come in white or bronze; wood interiors are unfinished. Alcan Building Products, Warren, OH. Circle 151 on reader service card



Wood casement window, "C200" (above), is double-weatherstripped around the perimeter of the sash. Window is glazed with insulating glass to cut heat loss. Triple glazing is optional. Unit is provided with primed exterior frame and unfinished interior which can be painted or stained to match any decor. Caradco, Scovill, Rantoul, IL. NAHB booth 2236. Circle 152 on reader service card



**OLD STYLE CHARM  
WITH NEW,  
MODERN-DAY FEATURES!**



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 Richwood drawer has been

#### **Consumer Convenience.**

These easy-to-clean drawers make for years of real convenience. The life-time rollers virtually eliminate drag or noise. Pulls open to a positive stop; self-closes with just a gentle push.



specially designed to give years of trouble-free beauty and service. Put it all together and you have the most handsome, practical and economical kitchen cabinet on the market today. Tomorrow? When a better product is made, it will come from KK.



**Kitchen  
Kompact, Inc.**

KK Plaza Jeffersonville, Indiana 47130



# GLIDDEN VINYL WALLCOVERINGS.

**Because paint isn't always the answer.**

When your job needs vinyl wallcoverings instead of paint, Glidden is the paint company that has the vinyls.

Hundreds of patterns, including deep textures, all in commercial grades with your choice of three weights, and all in your choice of two widths.

So you can match widths and weights to your job—you won't pay for heavyweights when lightweights will do, or for 54-inch widths when 27-inch widths will save.

Money-saving options, like these, are part of the Glidden commitment to be your one-source, full-service supplier

for everything professional painters and decorators need.

That includes complete technical service backup for all our coatings and free color styling assistance from our Color Studio professionals.

Tell us about the job you want to do. We'll tell you how our products and services will help you get it done.

In paint, or vinyl, or both.

The Glidden logo consists of the word "Glidden" in a bold, sans-serif font, enclosed within a red oval border.

**SCM** GLIDDEN COATINGS & RESINS  
ARCHITECTURAL & MAINTENANCE  
SCM CORPORATION, CLEVELAND, OHIO 44115

Circle 70 on reader service card

For your nearest  
Glidden Representative  
call SWEETS BUYLINE.





HOUSE & HOME  
a housing seminar

# Market- oriented sales management

A two-day course for

- Builders
- Marketing Directors
- Sales Managers
- Realtors

Miami, Fla. Feb. 9-10

Newport Beach, Cal. Mar. 9-10

Houston, Tex. Apr. 10-11



# Market-oriented sales management

An intensive two-day program designed to show you how to sell your product to your market

**Miami, Fla.**  
**February 9-10**  
**Marriott Hotel**

**Newport Beach, Cal.**  
**March 9-10**  
**Marriott Hotel**

**Houston, Tex.**  
**April 10-11**  
**Warwick Hotel**

**You'll study with Dave Stone, America's foremost new-home sales consultant**

Over the past four years he has taught sales techniques and management to more than 1,000 House & Home/Housing seminar attendees

Now, in this new seminar, he will stress the vital link between your sales strategy and your over-all marketing program

### **Here's why you should attend**

Because whether you're a small or large builder, today's skyrocketing costs mean you simply can't afford to miss your market

Because if your selling program isn't fully in tune with your marketing concept, chances are you will miss your market

And because if you haven't trained your salespeople—or your Realtors—to sell your particular product, you can't expect them to sell effectively

### **So at this seminar, Dave Stone will show you . . .**

- How to develop successful sales/marketing strategy
- How to create an effective sales environment
- How to select the right sales people for your program
- How to train those people to sell your homes



**You'll learn to develop special techniques for selling specific buyer groups, including . . .**

- The first-time buyer
- The family move-up buyer
- The family move-down buyer
- The single buyer
- The empty nester
- The retirement buyer
- The resort-home buyer

**You'll explore the advantages of builder/Realtor cooperative sales programs and how to set them up. Specifically, you'll learn . . .**

- How to establish a successful builder/Realtor relationship
- How to execute builder/Realtor agreements
- How to operate equity trade-up programs
- How to determine compensation and incentives
- How to develop a comprehensive training program
- How to simplify builder/Realtor forms and systems

**You'll review these basic skills and techniques as they apply to market-oriented selling**

- Qualifying prospects
- Building perceived values
- Handling objections and serious questions
- Creating a sense of urgency
- Closing the sale
- Preventing cancellations
- Building referrals

**And you'll have ample opportunity to discuss all these subjects, plus your own particular concerns, with Dave Stone and your fellow students in both formal and informal sessions**



Dave Stone's expertise in real-estate sales and sales management comes from years of on-the-job experience. He began his career as a homebuilder and salesman, then served as General Manager of Stone & Schulte, a realty firm that represented some of the most successful homebuilders in Northern California. He is currently President of The Stone Institute, a marketing and sales consulting firm with both building and realty clients in all parts of the country.

In the past few years, Dave Stone has been widely hailed as homebuilding's leading teacher of sales management. He has lectured to more than 100,000 builders, sales executives and salespeople, many of them at House & Home/Housing's seminars. He has produced training films and tapes for the housing and real-estate industry, and has authored nine books on real-estate sales—among them the best-selling "How to Sell New Homes and Condominiums," published by House & Home Press.

---

**Special seminar features**

An early-bird brainstorming session where Dave Stone will discuss individual problems

A comprehensive workbook that will serve as a permanent reference guide

Detailed sales-training schedules

Checklisted management-systems forms that you can apply to your own operation

A personally developed management-action plan for ideas and programs that you can begin to implement immediately

To see how to register, please turn the page



# Market-oriented sales management

### How to register

Please complete and return the coupon below to:  
Seminar Dept., House & Home/Housing  
1221 Avenue of the Americas  
New York, N.Y. 10020

Or you may register by calling  
(212) 997-6692. All registrations will be confirmed by mail.

**Seminar fee** \$395  
The full registration fee is payable in advance, and includes all luncheons, workbooks and other meeting materials.

### Seminar hours

Registration starts at 8:30 a.m. the first day. Programs run from 9:00 a.m. to 5:00 p.m., with a special optional brainstorming session beginning at 7:30 a.m. the second day.

### Hotel reservations

While House & Home/Housing does not make individual reservations for seminar participants, we have arranged with the Marriott Hotels in Miami and Newport Beach and the Warwick Hotel in Houston to hold a special block of rooms for our attendees. You can reserve your room at either of the Marriott Hotels by phoning (800) 228-9290, and at the Warwick Hotel by phoning (800) 323-7500 from all areas except Illinois, which is (800) 942-7400, and Canada, which is (800) 261-6353.

Please be sure to say that you are attending the House & Home/Housing seminar. This will identify your reservation with the block of reserved rooms, and assure you of the special seminar rate. And we suggest that you make your reservations as early as possible.

### 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 1.162-5 Coughlin vs. Commissioner 203F. 2d 307.

**Seminar Dept.**  
**House & Home/Housing**  
1221 Avenue of the Americas  
New York, N.Y. 10020

Please register me in the  
**MARKET-ORIENTED SALES  
MANAGEMENT** seminar  
checked below:

- Miami, Feb. 9-10  
Marriott Hotel
- Newport Beach, Mar. 9-10  
Marriott Hotel
- Houston, Apr. 10-11  
Warwick Hotel
- Check payable to  
House & Home/Housing enclosed
- Bill my company
- Bill me

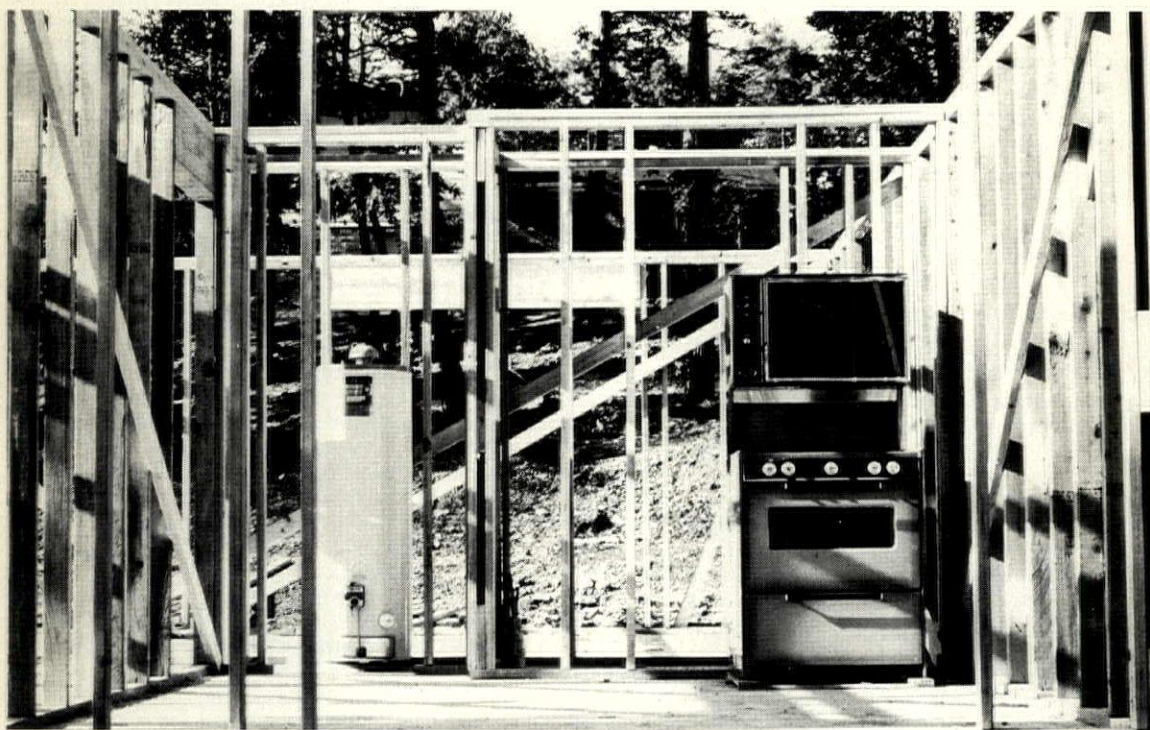
Name \_\_\_\_\_  
Title \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_  
Signature \_\_\_\_\_

Additional registrations  
from my company:

Name \_\_\_\_\_  
Title \_\_\_\_\_  
Name \_\_\_\_\_  
Title \_\_\_\_\_



# Tomorrow's truly energy efficient home needs today's new gas appliances.



Energy-efficiency means conserving energy and saving money. That's important to every family building a home today, and that makes it important to *you*.

Helping people achieve energy-efficiency in their new homes is part of the builder's job. People respect your knowledge and listen to your advice. So when they're considering appliances, tell them about the new breed of energy-efficient gas appliances available today. They're up to 50% more efficient than the ones offered just five years

ago, with features like pilotless ignition, better insulation and improved heat transfer.

For the big household jobs—cooking, heating, drying clothes and heating water—gas is the most efficient energy there is. And people will appreciate your telling them that, because it means they'll be saving money for years to come.

True energy-efficiency means making the best possible use of our energy resources. Today's gas appliances do just that.

To state it simply:

*New gas appliances are good for your economy!*

## Gama

**GAS APPLIANCE MANUFACTURERS ASSOCIATION**

Circle 98 on reader service card



# What's your "Consumer's IQ" on: mail advertising?



## SCORE YOURSELF WITH THIS TWO-MINUTE QUIZ.

1. Shopping by mail is risky.  True  False
2. Americans buy less by mail than they used to when more people lived on farms.  True  False
3. There are government regulations to make sure I get prompt service when I order by mail.  True  False
4. The Postal Service loses money on advertising mail, and the difference comes out of my pocket.  True  False
5. There is no invasion of my privacy when advertisers exchange or rent mailing lists.  True  False
6. Once I buy something by mail, every mail order company will send me their advertising, regardless of my buying interests.  True  False
7. There's a simple way I can get off many mailing lists if I wish.  True  False

1. **False.** Generally mail order is an easy, worry-free way to shop. It's estimated that one in three Americans bought something from a catalog in 1975. It's convenient, you can avoid crowded stores, waiting, poor service and save gasoline. With most products, you're offered a free trial period and there's a money-back guarantee on almost everything sold by mail today.

Today's mail order marketer depends on repeat business, which he can only develop by earning *your* trust.

2. **False.** More goods and services are being bought by mail today in both urban and rural areas than ever before—some \$60 billion worth in 1976—and the amount keeps growing. More hard-cover books, for example, are now sold by mail than in stores. Each year more of America's best-known and most trusted corporations turn to selling by mail as an added convenience for the consumer.

3. **True.** Representatives of the mail order industry cooperated with the Federal Trade Commission in establishing simple rules to protect consumers. Basically, if a company is unable to ship merchandise within 30 days after receiving your order, they must notify you of the delay and give you the option of cancelling the order and getting a refund if you have prepaid. The company must even provide you with a postage-free card or envelope for this purpose. Mail order firms today are well aware how important prompt delivery is to you.

4. **False.** Third Class, or advertising mail, not only *pays for itself* but also helps defray much of the Postal Service's fixed expenses. Third class mail costs far less to handle than first class because the advertisers do so much of the labor themselves, like sorting the mail by zip code, bagging it, and delivering it to the post office.

5. **True.** What actually happens is that an advertiser merely acquires the *opportunity to mail* its literature a single time to a certain group of people. A manufacturer of fishing equipment, for instance, might arrange to have its catalog mailed to an outdoor-activity magazine's subscribers, a group most likely to be interested in such material. *No information about you as an individual changes hands.*

6. **False.** Direct marketers engage in market research—just as do all advertisers—to determine where their best potential markets lie. For example, that same manufacturer of fishing equipment would have no interest in sending its catalog to women who have bought cosmetics by mail. Effective advertisers acquire the opportunity to mail to a list of people only if those people appear to be likely customers. Not everyone of course who subscribes to an outdoors magazine enjoys fishing—but statistics would show that impressive percentages do. Therefore, direct mail advertisers select mailing lists based on interests that are implied by subscribing to various magazines, previously ordering by mail, having certain charge accounts or making certain purchases.

7. **True.** Just request a Name-Removal Form by sending the coupon below. The 1700 member companies of the Direct Mail Marketing Association will gladly cooperate by removing your name from as many mailing lists as possible. Of course we can't stop *all* advertising mail from reaching you—but you will receive much less, beginning about 90 days from the time you return your Name-Removal Form.

Or, would you like to receive *more* mail about your special interests or hobbies? That's easy too, whether your favorite subject is gardening or sports, cooking or travel, arts and crafts or business and finance, or music or photography or almost anything else. Simply mail the coupon below and ask for an Add-On Form. It should increase the amount of information in your mailbox about new products and offers of particular importance to *you*.

If you answered all the questions in this little quiz correctly—Congratulations! If not, we thank you for giving us this opportunity to clear up a few of the misconceptions many people still have about buying by mail.



Mail Preference Service  
Direct Mail/Marketing Association  
6 East 43rd Street  
New York, N.Y. 10017

HH

- I want to receive *more* mail on my favorite interests or hobbies. Please send me a *Name Add-On Form*.
- I want to receive *less* advertising mail. Please send me a *Name Removal Form*.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_





## The case for structural stucco.

People have been using stucco for thousands of years: as an exterior surface finish. We're ready to offer you something more.

It's called Simpson Stucco 316. And it allows you to specify the beauty and texture of stucco, in a structural material. Stucco 316 isn't a finish, it's a durable overlaid plywood, with a realistic embossed stucco texture.

Specify Stucco 316 and you'll see the advantages. You get a beautiful stucco surface in a fraction of the time

required for conventional applications. There's no wire mesh, no drying time, no sheathing required. Just nail it up and you're done. Stucco 316 can be finished immediately in your own choice of colors. Or it's available prefinished.

Stucco 316 is a natural for a variety of design treatments such as Swiss, Spanish and English Tudor. You can even use it for panelized wall systems.

If you want the look of stucco,

you're going to love Stucco 316. It's durable, convenient, easy to install, and looks like the real McCoy. We rest our case.

For further information write Simpson Timber Company, 900 Fourth Avenue, Seattle, WA 98164.

**Stucco 316**  
**Simpson**



# ADVERTISERS INDEX

Pre-filed catalogs of manufacturers listed above are available in the Sweet's Catalog File as follows:

- G General Building (green)
- E Engineering (brown)
- I Industrial Construction (blue)
- L Light Construction (yellow)
- D Interiors (white)

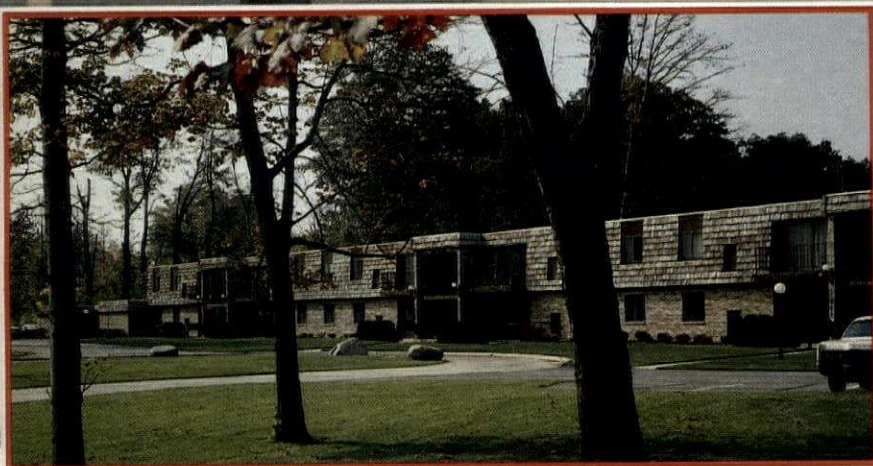
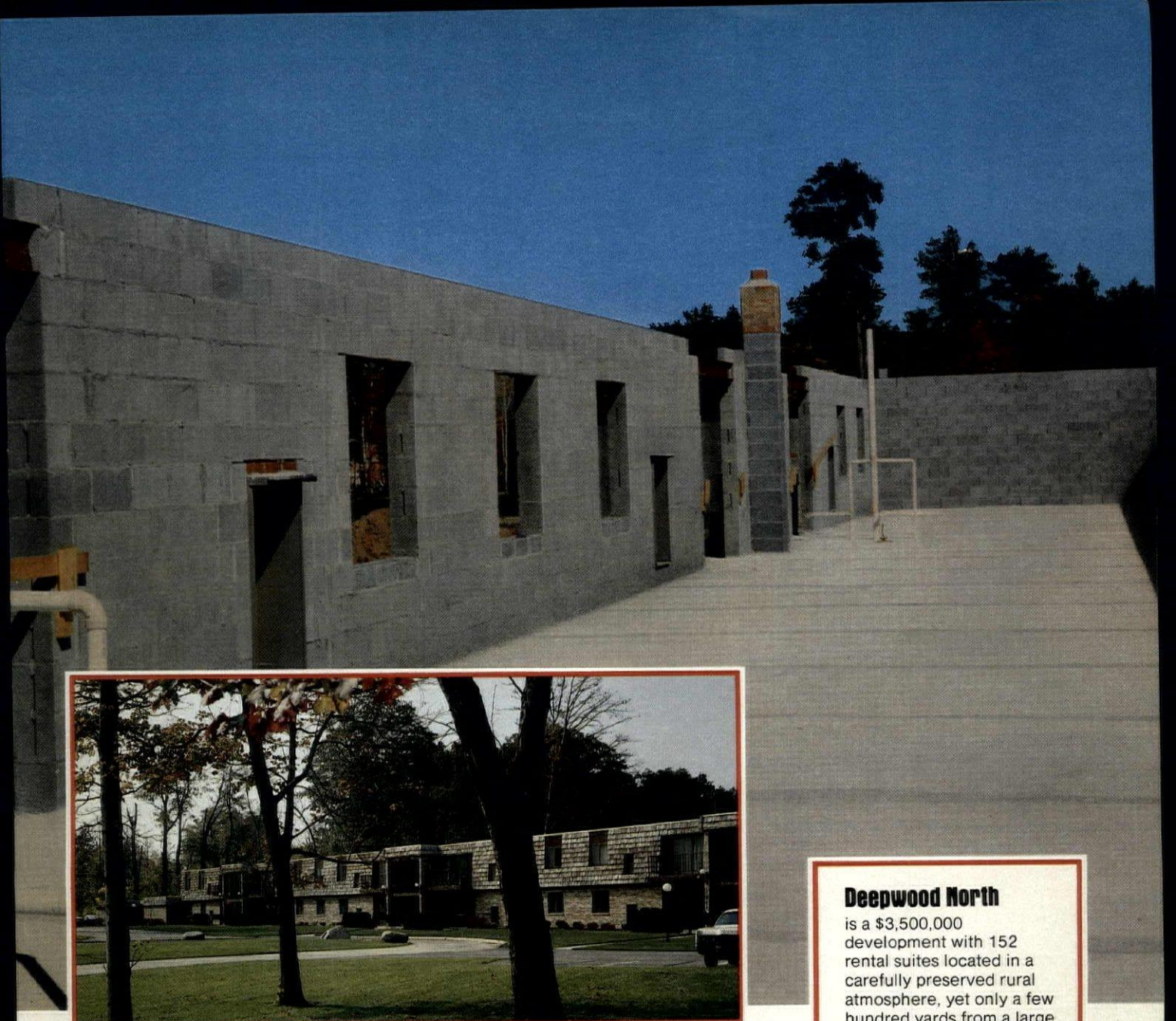
AHI Roofing.....	174C	Boylhart, Lovett & Dean
Alliance Mfg. Co. ....	8	Jack List & Associates, Inc.
American Gas Association.....	180	J. Walter Thompson Company
<b>G American Olean.....</b>	<b>126G</b>	Lewis & Gilman
American Standard, Inc.....	53, 54	Keller Crescent Co.
<b>G-L Andersen Corp.....</b>	<b>58, 59</b>	Campbell-Mithun, Inc.
Arundale, Inc.....	193	Enkelmann-McSkimming & Associates
Associated Supply & Manufacturing Co. ....	144	Halbert Company
<b>G-I-E-L BASF Wyandotte Corporation.....</b>	<b>159</b>	Norman, Lawrence, Patterson & Farrell
<b>G-L Bird &amp; Son, Inc.....</b>	<b>184</b>	Humphrey Browning MacDougall, Inc.
<b>Blu-Ray, Inc.....</b>	<b>153</b>	C. Franklin Thompson Advertising, Inc.
<b>Blue Book.....</b>	<b>134</b>	Francis J. Litz
Boise Cascade Manufactured Housing Division/Eastern Operations.....	26, 27	Liller, Neal, Battle & Lindsey, Inc.
<b>D-G E.L. Bruce Company.....</b>	<b>173</b>	The Bloom Agency
<b>G-L Cabot Inc., Samuel.....</b>	<b>151</b>	Donald W. Gardner Adv., Inc.
<b>G Capitol Products.....</b>	<b>190</b>	Cal Bange Advertising & Art Service
<b>L Caradco, Div. of Scovill.....</b>	<b>72, 73</b>	Y&R/Buchen, Reincke, Inc.
Carrier Air Conditioning Co.....	187	N.W. Ayer ABH Int'l.
<b>G-I Celotex.....</b>	<b>17-19</b>	Mike Sloan, Inc. Advertising
Champion Home Builders Co.....	176	Clark & George, Inc.
Classified.....	195	
<b>G-I Clopay Corporation.....</b>	<b>171</b>	Ketchum, MacLeod & Grove, Inc.
Coleman Company.....	77	Associated Advertising Agency, Inc.
<b>G-E-D Congoleum Corporation.....</b>	<b>Cov. III</b>	Welsh, Bencsis & Bolles, Inc.
<b>G-E Connor Forest Industries.....</b>	<b>21, 22</b>	Creative Advertising
Cromaglass Corporation.....	174C	
Crown Aluminum.....	149	Marcus, Patton, Birch
Custom Home Plans Club.....	139-141	
Delta Faucet Co.....	185	Griswold-Eshleman Co.
Distinctive Appliance, Inc.....	Cov. II	Gaskins Creative Communications
Ditch Witch Equipment.....	126J	Jordan Associates
<b>G-I Dow Chemical U.S.A.....</b>	<b>124, 125</b>	Campbell-Mithun, Inc.
<b>Duo-Fast Corporation.....</b>	<b>179</b>	Juhl Advertising Agency
<b>G-E Elkay Manufacturing Company.....</b>	<b>14, 15</b>	Post-Keyes-Gardner, Inc.
<b>G Featherock, Inc.....</b>	<b>153</b>	Sierra Advertisers
First American Title Insurance Co. ...	126F	Perryman Advertising
Flood Company.....	178	Gregory, Inc.
<b>G-I-L Ford Glass.....</b>	<b>10, 11</b>	Kenyon & Eckhardt Advertising, Inc.
Forest Fiber Products.....	174A	Westerman-Webber, Inc.
<b>G Formica.....</b>	<b>28, 29</b>	Fahlgren & Ferriss
<b>G-I-L-D GAF Corporation.....</b>	<b>71</b>	Daniel & Charles Associates, Ltd.
Gas Appliances Manufacturers Association (GAMA).....	203	Holland-Wallace Co.
General Ecology.....	174A	R.T. Williams & Assoc., Inc.
<b>G-L General Electric Co.....</b>	<b>6, 7, 38, 39</b>	Young & Rubicam International, Inc.
<b>G-I-L-D Georgia-Pacific Corp.....</b>	<b>166, 167</b>	McCann-Erickson, Inc.
Gerber Plumbing Fixtures Corp.....	126A	Sidney Clayton Assoc., Inc.
Glidden.....	198	Meldrum & Fewsmith, Inc.
Haas Cabinet.....	43	Creative Advertising
Home Planners, Inc.....	127	Buckfire & Company, Inc.
<b>L Honeywell, Inc.....</b>	<b>152</b>	Campbell-Mithun, Inc.
<b>G-L Hotpoint Div./General Electric Co. ....</b>	<b>64, 65</b>	Compton Advertising, Inc.
Housing Seminars		California Marketing Scene..... 135-138
		Effective Marketing & Merchandising..... 155-158
		Market-Oriented Sales Management..... 199-202
Hydro-Air Engineering, Inc.....	208	Vanner Advertising
<b>G-L Jacuzzi Whirlpool Baths, Inc.....</b>	<b>165</b>	J. Walter Thompson Co.
<b>G-L Jenn-Air Corp.....</b>	<b>57</b>	Foote, Cone & Belding
Kitchen Kompact, Inc.....	197	Frank-Thomas Advertising, Inc.
<b>G Lake Shore Industries.....</b>	<b>25</b>	Lord, Sullivan & Yoder, Inc.
<b>L Litton Industries, Inc.....</b>	<b>175</b>	Campbell-Mithun, Inc.
<b>G Logan Company.....</b>	<b>178</b>	Young & Rubicam International, Inc.
McGraw-Hill.....	188-189	
Magic Chef.....	126D	Keller Crescent Co.
Majestic Company.....	67	Fahlgren & Ferriss, Inc.
<b>L Mannington Mills, Inc.....</b>	<b>126E</b>	Gray & Rogers, Inc.
Marco.....	23	The Professional Marketing Group, Inc.
Martin Industries.....	150	Eric Ericson & Assoc., Adv.
Marvin Windows.....	181	Discovery Designs Adv.
<b>G-L-D Masonite Corp.....</b>	<b>122, 123</b>	Marsteller, Inc.
<b>G-L-D Masonite Corp.....</b>	<b>163</b>	Kubiak Carpenter & Assoc., Inc.
Mastic Corporation.....	161	Juhl Advertising Agency
Miami-Carey Co.....	154	Creative Advertising Services
Modern Methods, Inc.....	146	Rowe, Maurey & Field
<b>G-L-E Moen Div. (Stanadyne).....</b>	<b>74, 75</b>	Carr Liggett Advertising, Inc.
National Homes Corp.....	37	Garfield-Linn & Co.
<b>G-I-L Naturalite, Inc.....</b>	<b>145</b>	Sumner & Associates, Inc.
<b>L Nutone, Div. of Scovill.....</b>	<b>1-4</b>	Intermedia, Inc.
<b>G-L Olympic Stain Co.....</b>	<b>Cov. IV</b>	Kraft, Smith
<b>G-E-I-L Owens-Corning Fiberglas.....</b>	<b>68, 69</b>	Ogilvy & Mather, Inc.
Payne Air Conditioning.....	174D	N.W. Ayer ABH International
Pease Co.-Everstrait.....	50, 51	Howard Swink Advertising, Inc.
<b>G-I Perma Door/Steelcraft Mfg. Co.....</b>	<b>143</b>	Fahlgren & Ferriss, Inc.
<b>G Portland Cement Assoc.....</b>	<b>207</b>	Garfield-Linn & Company
Price Pfister.....	41	Enyart Advertising, Inc.
Quaker Maid.....	60	Schultheisz/Kennedy
<b>L R.O.W. Sales Co.....</b>	<b>42</b>	Rofe C. Spinning, Inc.
<b>G-I-L Raynor Mfg. Co.....</b>	<b>126</b>	Ad Forces
Red Book of Housing Manufacturers.....	174	Francis J. Litz
<b>G Red Cedar Shingle &amp; Handsplit Shake Bureau.....</b>	<b>76</b>	Cedarcrest Advertising
<b>G Rez (PPG Industries, Inc.).....</b>	<b>162</b>	Robert L. Stevenson, Inc.
<b>G-L Rodman Industries, Inc.-Rimco Div.....</b>	<b>63</b>	L.W. Ramsey Advertising Agency
<b>G-L-D Rolscreen Co.....</b>	<b>126B, C</b>	Kerker & Associates
Scheirich Co., H.J.....	31-34	Doe-Anderson Advertising Agency, Inc.
<b>G-L Schlage Lock Co.....</b>	<b>12</b>	Martin Advertising, Inc.
Scientific Application, Inc.....	79	Creswell, Munsell, Schubert & Zirbel, Inc.
<b>G-L Sears, Roebuck &amp; Co.....</b>	<b>35, 55</b>	Stern Walters/Earle Ludgin Inc. Adv.
Senco Products, Inc.....	126I	Schindler & Howard Advertising
<b>G-I-L Simpson Timber Co.....</b>	<b>205</b>	Kraft, Smith
Southern California Gas Co.....	174B	Doyle Dane Bernbach, Inc.
Spotnails, Inc.....	45	Don Deforest Associates
<b>G TECO (Timber Engineering Co.).....</b>	<b>151</b>	Hickerson Agency
Temple Industries.....	174B, C, F, G	Ritchie, Hopson & Assoc.
<b>G-L Thermador/Waste King.....</b>	<b>183</b>	Norris Communications
Thomas Industries, Inc.....	61	Doe-Anderson Advertising Agency, Inc.
Ticor Title Insurers.....	44	Abert, Newhoff & Burr
Tokyo International Trade Fair Commission.....	196	Global Advertising Co., Ltd.
Triangle Pacific Corp.....	169	The Bloom Agency, Inc.
<b>G-L TubMaster Corp.....</b>	<b>162</b>	TM Advertising Co.
Valley Faucet.....	177	Walter Clark Advertising, Inc.
Velux-America.....	196	Walther Associates, Inc.
<b>G-L Viking Sauna Company.....</b>	<b>160</b>	Meltzer Aron & Lemen, Inc.
<b>G-L Waste King, Div. of Norris Industries</b>	<b>194</b>	Norris Communications
Weslock Company.....	126H	Reeds and Ferris
Western Forms, Inc.....	47	Tom Korchak Co.
<b>G-L Western Wood Products Assoc.....</b>	<b>66</b>	McCann-Erickson, Inc.
<b>G-E-L Whirlpool Corp.....</b>	<b>48, 49</b>	Siebert-Netedu Mktg. Svcs.
<b>G-E-L Whirlpool Corp. (Heating and Cooling Prod. Div.).....</b>	<b>78</b>	Keller Crescent Co.
Wilson Art.....	147	Holmes/McKone, Inc.

Advertising Sales Mgr.:  
Stephen D. Blacker  
Business Mgr.:  
Vito DeStefano  
Marketing Services Mgr.:  
Henry G. Hardwick  
Promotion Mgr.:  
Sarah W. Houlihan  
Classified Advertising:  
Frank Eberle (212) 997-2556  
Send advertisements and box number replies to: Housing P.O. Box 900, New York, NY 10020

## ADVERTISING SALES STAFF

ATLANTA 30309 Jack Moran 1175 Peachtree St. (404) 892-2868	STAMFORD 06901 Allen Gilbert 300 Broad St., 7th Fl. (203) 359-2860	CHICAGO 60611 Charles M. Crowe, Jr. Thomas McElhinny 645 N. Michigan Ave. (312) 751-3700	CLEVELAND 44113 Milton H. Hall, Jr. 55 Public Square (216) 781-7000	DENVER 80203 Dave Watson 123 Speer Blvd., #400 (303) 837-1010	DETROIT 48202 Milton H. Hall, Jr. 1400 Fisher Bldg. (313) 873-7410
HOUSTON 77002 John Strong Dresser Tower 601 Jefferson Street (713) 659-8381	LOS ANGELES 90010 Donald Hanson 3200 Wilshire Blvd. South Tower (213) 487-1160	NEW YORK 10020 Allen Gilbert 1221 Avenue of the Americas (212) 997-6909	PHILADELPHIA 19102 David A. McElwee Three Parkway (215) 568-6161	PITTSBURGH 15222 David A. McElwee 2 Gateway Center (412) 391-1314	SAN FRANCISCO 94111 Richard R. Butera 425 Battery Street (415) 362-4600





## Who says "Wood frame is the only sensible way to build low-rise residential"?

### Not the builder of Deepwood North, Mentor, Ohio

Ed Tresger built with concrete for plenty of good reasons. The precast concrete plank between floors and the concrete block walls make each apartment an "oasis" of safety and privacy. Outside noises can't get through to disturb tenants. As a result, residents feel they get their money's worth, renew their leases.

What's more, concrete is fire resistant, saves energy, lowers insurance premiums, cuts maintenance costs, helps speed construction (the first renter moved in four months after ground-breaking). And first costs are competitive.

Architectural design was a reason, too—the traditional styling of Deepwood is greatly enhanced by the solid, reassuring presence of concrete. Concrete is the basis of Tresger's successful marketing formula for getting apartments up fast, getting them full, keeping them rented longer. Concrete can be your formula, too. Mail us the coupon. We'll mail you the facts.

Circle 121 on reader service card

#### Deepwood North

is a \$3,500,000 development with 152 rental suites located in a carefully preserved rural atmosphere, yet only a few hundred yards from a large shopping center. Buildings are 2 story, have 1 and 2 bedroom suites.

Developer:  
Edward H. Tresger, Inc.  
Mentor, Ohio



#### PORTLAND CEMENT ASSOCIATION

Old Orchard Road, Skokie, Ill. 60076  
Phone (312) 966-6200, Ext. 366 Dept.H-18

O.K. Sounds good. Tell me more.

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

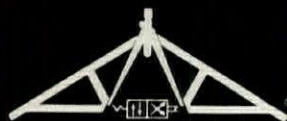




## INTRODUCING **THE 1978 HYDRO-AIR** A Vehicle to Reduce Building Costs

Join the thousands of builders trading up to the quality of Hydro-Air roof and floor truss systems from the nation's largest network of dealers. Trade in your stick built models for the labor and material savings available with truss systems. Whether your current building vehicle is single family or multi-family, truss systems will speed completion times while reducing crew size, skilled labor requirements, and material usage. Roomier interiors on all levels are yours with clearspan trusses. Stop by our "lot" (Booth #4016) at the NAHB Show in Dallas and talk to us about buying a vehicle to drive down your building costs while improving your construction scheduling.

Circle below for additional information and the name of your nearest fabricator.



**HYDRO-AIR ENGINEERING, INC.**

1210 S. VANDEVENTER AVE. • ST. LOUIS, MISSOURI 63110 • (314) 658-7100

Circle 13 on reader service card



# Congoleum

## VILLAGER™ VINYL FLOORING

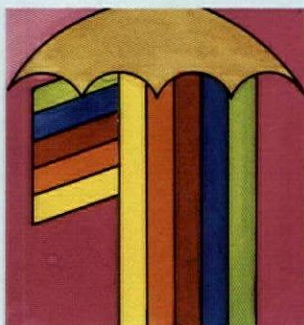
### EXCLUSIVE CHROMABOND™ FORMULA

New Villager is the first and only vinyl flooring designed from the ground up to meet the exacting requirements of today's residential builders. Villager features another major Congoleum®

technological breakthrough with the new exclusive Chromabond formula. Chromabond is a unique formulation that offers you these four tremendous advantages.

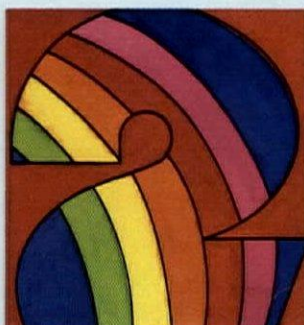
#### Exceptional stain resistance

The durable, super-tough vinyl wearlayer, specially formulated for Villager, seals out even the most troublesome spots and spills. Laboratory tests show that compared to other resilient floors, Villager offers greater resistance to stains.



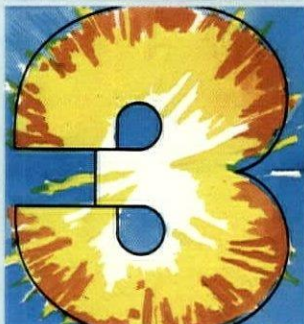
#### Superior color integrity

The exclusive Congoleum Chromabond formula offers special ink pigments which effectively combat discoloration due to alkaline moisture. The rich colors of Villager are protected by the exclusive Chromabond formula.



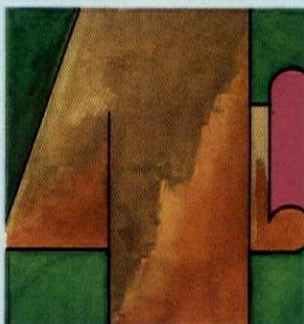
#### Superior mildew resistance

Laboratory tests show that the exclusive Chromabond formula offers superior resistance to mildew that can cause discoloration in most vinyl floors.



#### Durability and ease of maintenance

The exclusive Chromabond formula offers a crystal-clear wear surface which needs no wax to protect its sealed-in beauty. Besides having this easy maintenance feature, the wear surface is extremely durable for residential applications and is 20% greater than minimum F.H.A. requirements.



### VILLAGER VINYL FLOORING

New Villager is available in two exciting designs, carefully developed for consumer acceptance and builder needs, and in and 12' for seamless installation in most rooms. Barclay Square® combines the simplicity of natural tile with the elegance of warm and rich colorations. Its crisp grout line and beautiful background are right at home with most any decorating scheme.



Fairlawn™ represents a natural, basic and simple design with terrific depth, brilliant clarity and elegant richness. Its beautiful overall character will complement the most demanding decorator scheme.

**Congoleum does more than make beautiful floors... WE SELL HOMES!**

**Residential  
Builder  
Flooring  
Program**



Congoleum provides qualifying builders with a complete and flexible program to assist in selling homes. **1)** A unique, attractive flooring selection center for free-standing or wall-mounted use. **2)** Model home identification to merchandise Congoleum national acceptance. **3)** Comprehensive flooring sample sets. **4)** A flooring allowance program, when using Congoleum flooring in model units. **5)** Distributor service with the inventory and sales support to serve your needs. Congoleum Corp., 195 Belgrave Dr., Kearny, NJ 07032 (201) 991-1000.

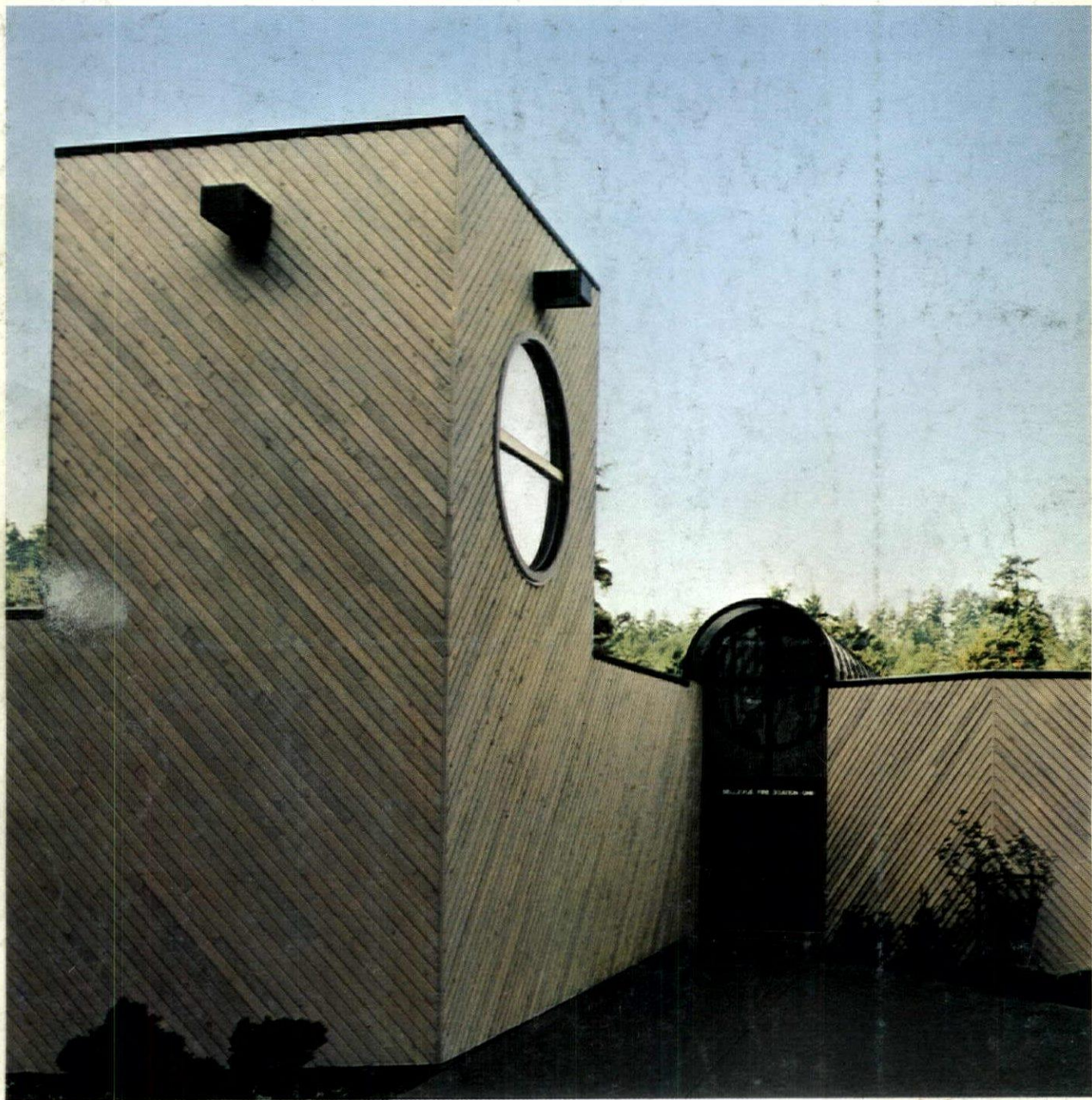
**First showing of Villager—NAHB Builder Show, Exhibit 2424**

Copyright, 1978, Congoleum Corporation, Resilient Flooring Division

Circle 5 on reader service card



# A better way to stain wood. A better way to save money.




Architect: Mithun & Associates, Bellevue, WA

Construction costs on the new fire station in Bellevue, Washington were kept to a minimum with the help of Olympic Machine Staining: no weather delays, no painting scaffolds, no bare wood exposed by shrinkage.

And future maintenance costs will be less since pre-staining by machine can last up to twice as long as stain applied by conventional methods: more stain protection gets into the wood because it is applied uniformly on a horizontal surface, then forced deep into the fibers by rollers and brushes.

And it dries to a beautiful uniform finish. Choose any Olympic Stain, semi-transparent or solid color. For the name of the Olympic Machine Stainer nearest you, write Olympic, Dept. MS, 2233 112th Avenue N.E., Bellevue, WA 98004.

  
**OLYMPIC  
MACHINE  
STAINING**

Circle 9 on reader service card