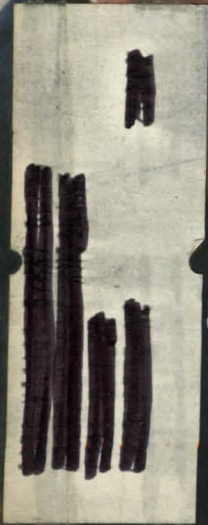


housing



The theme sell

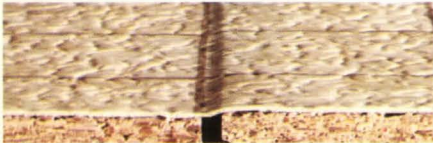
Ideas to make your sales office work harder

Outlook for '80: Tough going—but for how long?

"Colder winters the last few years caused us massive problems with subfloor ridding and seasonal movement. So we started using Tredway to replace problem floors on callbacks. Tredway took care of the problems so well, we made it our number one floor. Now, the callbacks we get amount to just about zero. And with callbacks going down, our savings are going up."

WITH TREDWAY, SUBFLOOR DEFECTS DON'T MATTER.

"Tredway's flexibility has ended almost



Conventional flooring can ridge or split.



Tredway bridges minor subfloor irregularities.

all the complaints we used to get because of the usual subfloor problems. It bridges minor defects so well, there's less time needed for subfloor preparation. And even when a sub-floor problem occurs, we just unstaple Tredway, repair the defect, and reinstall Tredway. It's so efficient, it's hard to remember why we ever used anything else."

TREDWAY INSTALLATIONS ARE QUICK.

"Tredway's easy to cut and trim. Just



staple it around the perimeter of the room, and that's about it. Under toe kicks, a single band of trowelable adhesive is all that's needed."

THE MORE WE USE TREDWAY, THE MORE WE SAVE.

"Look at our callback book before Tredway. It cost us \$5,000 a year for problem floors. If we'd used Tredway then, it could have been only a couple hundred dollars. And ever since Tredway broadened its range of patterns and colors, our customers have been complimenting us on the wide choice they get. To us, spending extra on Tredway isn't extravagant, it's just good business. Because in the long run, Tredway goes on saving us more and more."

To see how much you can save, call your Armstrong flooring contractor and get more details about Tredway floors.

FROM THE  INDOOR WORLD® OF
Armstrong
Circle 3 on reader service card



John Wieland, President
John Wieland Homes, Inc.
Atlanta, Georgia

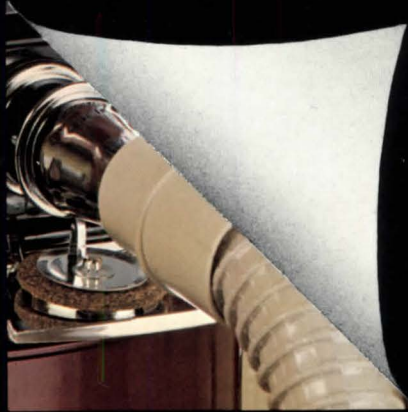
"We began using Tredway® as a replacement floor. Now, it's replaced all the floors we've ever used."

They're too good to keep secret.

NuTone's exciting new products for 1980 are still under wraps, but we've uncovered the corners to give you a hint of what's in store.



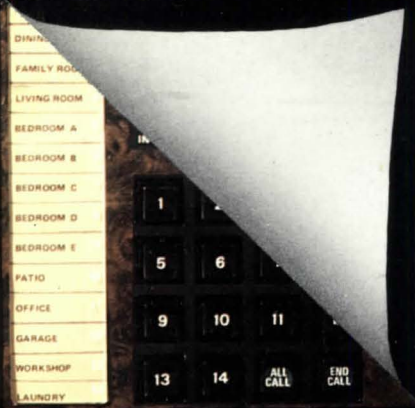
New Paddle Fans...



New Central Cleaning...



New HallMack Bath Accessories...



New Selective Call Intercom...



New Home Security System...

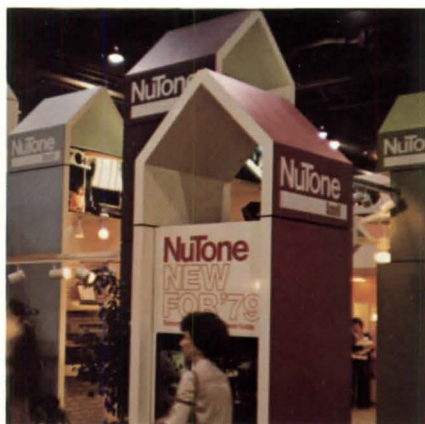


New Bath Cabinets...



New Door Chimes...

Get the complete picture at the NuTone Village at the NAHB Show



Can't make it to the show? Look at our new 1980 NuTone catalogs; 304 pages in full color—see your NuTone distributor or send for your FREE copies.

Name

Company Name

Address

City

State

Zip



NuTone

Scovill

Dept. HH-12
P.O. Box 1580
Cincinnati, Ohio 45201

Form 5011

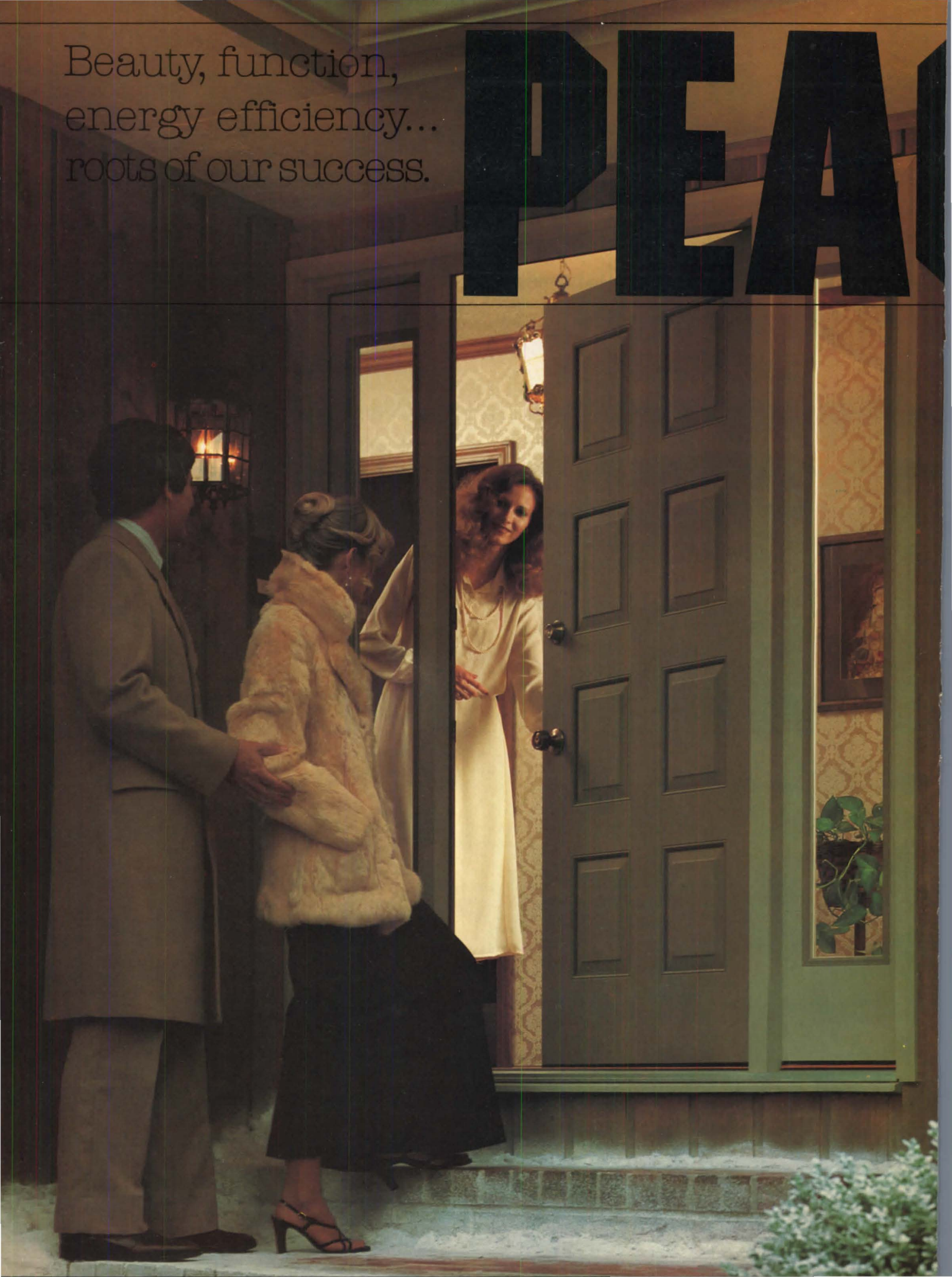
housing

APARTMENTS	16	N.Y. congressman proposes nationwide conversion moratorium
CODES	22	DOE issues tough new energy standards
COMPANIES	22 26	At U.S. Home Corp., these are the best of times for women Birds in the bush cost builder \$17 Gs
THE COURTS	16 18 18 18	Court upholds landlord's right to exclude children from apartments Court strikes down law that let towns reserve land for up to three years Land developer loses a round in bout with unhappy buyers Federal Highway Trust Fund to pay for 4,200 new housing units
DESIGN	36 78	How to squeeze elevators into tight townhouse plans Is this the new New England look?
ENERGY WATCH	38	Active solar or passive? This house has both
FORECAST	62	Housing in '80: Tough going . . . but for how long?
LAND	34 68	Parking: Here's a way to hide the cars and hike project density Don't overlook run-down property in good locations
LEGISLATION	36	Congress stalls IRS ruling on independent contractors
MARKETING	46	The theme sell can make your sales office work harder
MONEY	9 9 10	Congress considers proposal to override state usury limits Tough times for buyers in usury areas HUD to builders: \$10 billion more in low-interest mortgages—maybe
PEOPLE	26	Broadmoor's founder finds a new home
WASHINGTON	12 12	Agreement near on 1979 housing bill HUD drafts guidelines to remove code bars to rehab
DEPARTMENTS	7 83 85 103 104 109 110	Editors' page Reader service card Products Annual product index Literature Classified Advertisers index
COVER		Sales office at Palmer Point, Cos Cob, Conn. (<i>see story p. 52</i>) Photo: Martin Tornallyay
NEXT MONTH		1980 Product Preview . . . Housing for the '80s: Making more out of less . . . Latest Housing Demand Index

Housing (USPS 448-470) published monthly with an additional issue in July by McGraw-Hill Inc. Subscription rates U.S. and possessions: for individuals within circulation specifications, \$16 per year; for others, \$30 per year. In Canada and Mexico: for individuals within circulation specifications, \$18 per year; for others, \$32 per year. All other countries, \$48 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. Controlled Circulation Postage Paid at Strasburg, VA. Title® in U.S. patent office. Copyright© 1979 by McGraw-Hill Inc. All Rights Reserved. Where necessary, permission is granted by the copyright owner for libraries and others registered with the Copyright Clearance Center (CCC) to photocopy any article herein for the base fee of \$1.00 per copy of the article plus 50 cents per page. Payment should be sent directly to the CCC. Copying done for other than personal or internal reference use without the express permission of McGraw-Hill is prohibited. Requests for special permission or bulk orders should be addressed to the publisher. ISSN 0161-0619/79\$1.00+.50. Postmaster: send form 3579 to Fulfillment Manager, Housing, P.O. Box 430, Hightstown, N.J. 08520.

Beauty, function,
energy efficiency...
roots of our success.

PEAK



PEACHTREE



Every company sets standards for itself. But only the best companies are able to match their high goals with equally excellent products. Here at Peachtree we've done exactly that, by bringing together a combination of beauty, function and energy efficiency—the Avanti insulated entry system.

The Avanti has a versatile beauty no other entry system offers, with unmatched detailing and fine design variations. But the Avanti's greatest advantage is its exceptional protection against energy loss. Its door panels have an excellent "R" factor of 14.9.

At the center of the Avanti system is its polyurethane core. Polyurethane is the most effective insulator used in any door system. And we've specially designed the Avanti's hinges not to touch inside and outside panel surfaces, assuring a proper thermal break.

No one else has a patented adjustable threshold that provides a weather tight seal like ours. Peachtree's exclusive Endurseal compression type weather stripping is designed for a tight year-round seal, always maintaining its flexibility to compensate for panel movement. When used in our finely crafted system, along with other features like molded bottom weather-seals, the result is an air infiltration level that surpasses the industry standards by 100% and gives unparalleled energy conservation in an entry door system.

For beauty, function, and energy efficiency the choice is clearly Peachtree's Avanti. For more information about our insulated entry door or patio door systems, write to Peachtree Door, Marketing Services Dept., P. O. Box 700, Norcross, Ga., 30091. "A Growing Concern For Better Products"



An Indal Group Company



Circle 5 on reader service card



“THE ALL GENERAL ELECTRIC KITCHENS MADE IT EASIER TO BUILD AND SELL LAKERIDGE TOWNHOUSES”

DICK LYNCH, GE CONTRACT SALES REP
HARTFORD, CONNECTICUT

“George Giguere, who designed and built Lakeridge Townhouses, can testify to the many benefits of using General Electric as the single source of kitchen and laundry appliances. GE can help all the way from making blueprints to selling customers.

“To begin with, General Electric can provide design service to help make kitchen and laundry areas more functional and attractive. Our distribution system is designed to speed up delivery schedules when the building or remodeling pace requires it.

“When customers go into a kitchen or laundry with all GE appliances, they see a name they know and trust for quality. All appliances are uniform and color-coordinated. In fact, The New Naturals™ Almond color impressed George Giguere as the latest example of General Electric’s forward thinking.

“Should service ever be needed, General Electric Customer Care® service is available to every one of your customers for every GE major appliance. Builders and remodelers never have to get involved with providing appliance service.”

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

EDITOR
John F. Goldsmith

MANAGING EDITOR
Natalie Gerardi

SENIOR EDITOR
June R. Vollman

ASSOCIATE EDITORS
Thomas H. Allen
Joel G. Cahn
Barbara Behrens Gers
Bill Mulligan

ASSISTANT EDITORS
Mary Sarlo Cruz
Stephen Levin

NEW PRODUCTS EDITOR
Jenny Kahn

ART STAFF
Joseph Davis, *director*
Sachiko Inagaki, *assistant*
Jan V. White, *consultant*
J. Dyck Fledderus, *illustration*

EDITORIAL ASSISTANTS
Ellen Zoe Golden
Constance S. Russell
Jennifer A. Wagner

SPECIAL PROJECTS EDITOR
Elise Platt

BOARD OF CONTRIBUTORS
Kenneth D. Campbell
Carole Eichen
Alfred Gobar
John H. Ingersoll
Edward N. Kelley
Robert Mylod
Lenard L. Wolffe

CONSULTING ECONOMISTS
George A. Christie
Eric B. Herr

MCGRAW-HILL WORLD NEWS
Ralph Schulz, *director*
17 domestic and
international news bureaus

ADVERTISING SALES MANAGER
Edward C. Weil III

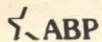
BUSINESS MANAGER
Vito De Stefano

MARKETING SERVICES MANAGER
Henry G. Hardwick

CIRCULATION DIRECTOR
Joseph D. Holbrook

ASSISTANT CIRCULATION MANAGER
Robert W. De Angelis

PUBLISHER
Maxwell C. Huntoon Jr.



Officers of McGraw-Hill Publications Company: Paul F. McPherson, president. Group vice president: R. Bernard Alexander or Gene W. Simpson or Daniel A. McMillan. Group vice president, planning & development: James E. Boddorf. Senior vice president: Ralph R. Schulz, editorial. Vice presidents: Robert B. Doll, circulation; James E. Hackett, controller; William H. Hammond, communications; Thomas H. King, manufacturing; Edward E. Schirmer, international.

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 is published in national and separate editions.



The future according to the past — or why we're up about the '80s

You're hearing a lot of doomsday talk as housing heads into the 1980s. And in the first half of next year, at least, builders can expect a hard time. But we think the long-range outlook is good—not only because of strong basic demand but also because this industry, paced as it is by entrepreneurs, seems to have a way of adapting to change, coping with problems and seizing opportunities.

Want some evidence? Take a look at the last decade.

Ten years ago things didn't look so hot either. Tight money was a problem. So were the high costs of land and lumber. And, believe it or not, inflation was such a problem that this magazine gathered 38 experts for a two-day roundtable on the subject. There was plenty of gloom and doom, but as it turns out, we were embarking on a decade in which this industry came up with some new solutions to some old problems—and then had to take on some big new problems to boot.

The biggest new problem, of course, is energy. We haven't licked that one yet, but more and more builders and manufacturers are figuring out ways to make homes more energy-efficient. Some of their ideas are pretty ingenious, others a bit too expensive for today's marketplace. But it's a far cry from a decade ago, when utilities were offering bonuses for builders who loaded their houses with power-eating extras. And we have a hunch that by the time the next decade rolls around, this industry will be producing a second generation of energy-saving homes with features that are undreamed of now.

And while we're looking at the bright side of things, how about all those new buyer types who appeared in the '70s? Builders and their architects learned to tailor homes to particular lifestyles. And in the process, they created new markets by stirring up desire for new homes. Empty nesters now want something special. So do young professional couples. Those singles who would have been renters a decade ago are now buyers. And at this point we're even beginning to design houses for unrelated roommates.

Of course, inflation had something to do with this new demand—particularly in the last few years. But that's our point: A problem is also an opportunity.

Changing demand patterns and high housing costs have brought a need for different forms of ownership and tighter land use. It's hard to believe that the condominium was virtually untried in this country a decade ago. Or zero-lot-line homes. And who would have believed those tradition-bound towns that guarded their zoning prerogatives so jealously would now be encouraging PUDs?

Builders are even looking at the cities differently than they did a decade ago. Remember when urban renewal meant tearing everything down and starting all over again? Now look at the way old buildings are being saved—and recycled into exciting new apartments, offices and shopping malls.

Yes, it's been quite a decade, even in terms of numbers. Starts, for example, hit an all-time high of almost 2.4 million in 1972, dropped to a post-World War II low of 1.17 million in 1975, and bounced back to over 2 million in '78.

And the demographic pressures are there for still bigger numbers in the 1980s. Sure, all the going won't be easy. But if the industry keeps on coping as it did in the '70s, the overall picture looks good to us. And we're not alone: Even the NAHB, that perennial pessimist among forecasters, has hedged its low call for next year (see p. 62).

—N.G./J.G.



A world of worlds needs Glidden.

New worlds, frigid worlds. Old worlds and concrete worlds. Corrosive worlds, dark worlds. Active worlds and torrid worlds.

Glidden has a coating for just about every surface in the commercial, industrial and architectural worlds. Coatings created by the best research facilities in the industry.

Glidden fillers, sealers, primers, topcoats, textures and glosses preserve beautifully. There are latexes, alkyds, silicones and epoxies for all concrete surfaces. Interior or exterior.

We have epoxy and vinyl coatings that stop acid attacks on metal surfaces. And silicones which keep their cool at 1000°F! At the other end of the thermometer, you'll find our alcohol-based enamel; it solves your problems at 40°F below.

For new residential construction and restoration of the old, there are Glidden latex and alkyd systems which will save you hours when you put them on. Then last for years when your job is done.

Whatever the job, Glidden can be your single source for coatings and your single resource for technical advice. If you've a problem, chances are we've met it before.



For your Glidden Representative, call the SWEETS BUYLINE.
SCM® **GLIDDEN COATINGS & RESINS**
ARCHITECTURAL & MAINTENANCE
 SCM CORPORATION, CLEVELAND, OHIO 44115

Congress considers proposal to override state usury limits

The unprecedented federal effort to override the state usury ceilings is buried in a massive financial reform bill that recently passed the Senate.

The overall legislation is so controversial, however, that its future will probably not be decided by Congress until close to the end of this year's session, when pressure to recess for Christmas will make it hard for lawmakers to avoid acting.

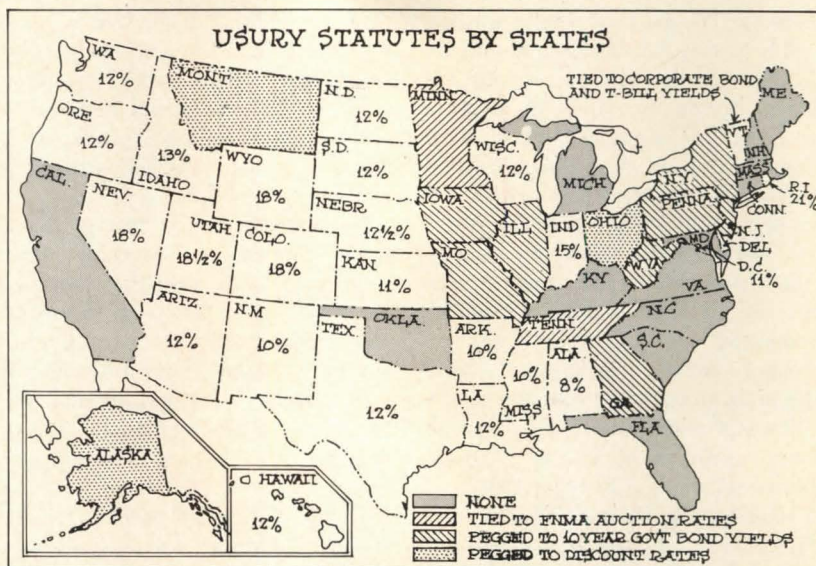
Stranglehold. In the meantime, mortgage interest rates as high as 14% in some parts of the country have made state usury ceilings the biggest single stranglehold on housing since money dried up completely in 1974. While some states are beginning to act to break the impasse, few will be able to get through the clumsy legislative procedures of adjusting ceilings upwards in time to help homebuilding through the early part of next year.

Thus, savings and loan associations and savings banks struggling to stay in the mortgage market have made passage of the usury override a chief priority of their lobbying activities.

"If there is one thing that is of overwhelming importance to us in this bill, it is the usury ceiling override," says an official of the U.S. League of Savings Associations.

Other 'reforms.' S&Ls, savings banks and others oppose many of the other housing "reforms" that Congress may pass. While the changes could help thrifts become more competitive for funds in the next several years, they will do little to bring in money in the current record-high interest rate period. The Senate, for instance, would like to see interest rate controls on deposits gradually phased out. But that change would give a passbook depositor only 6% against 5½% now. Other changes would require the approval of all five federal banking regulators. One, lowering the minimum amount on the money market certificate to \$1,000, from \$10,000 now, would almost surely be blocked by the Federal Home Loan Bank Board.

Opposition. House members are



REPRINTED WITH THE PERMISSION OF NAHB ECONOMIC NEWS NOTES

strongly opposed to many of these "reforms," and they may refuse to agree to the Senate bill. "As far as savings for housing are concerned, forget it. This bill will do nothing to help in the short run," says Rep. Fernand J. St Germain (D., R.I.), who vows to stop the Senate bill from becoming law.

But if members do not kill the overall bill with a legislative standoff, the usury override provision has a good chance. It would give savings institutions still flush with funds enough breathing room to continue lending.

Federal aid. There is also the possibility that the Carter Administration may step in with some additional federal assistance to cushion the impact of the tight money policy the Federal Reserve Board imposed in October.

Administration officials are eyeing a

revival of the highly successful Ginnie Mae tandem plan that was used after the 1974 crunch. That program authorized Ginnie Mae to absorb mortgages at a discount, with the subsidy created by purchase and resale passed through as a lower interest rate to qualified homebuyers.

"The tandem plan is quick, it gets the money out, and it can be targeted," says Federal Home Loan Bank Board Chairman Jay Janis.

While no one in the Administration expects housing to be strong next year, some Administration economists hope the tandem program and other federal assistance can keep starts from falling much below 1.4 million as the country moves closer to the presidential election.

—BOB DOWLING

McGraw-Hill World News,
Washington, D.C.

Tough times for buyers in usury areas

Seattle, New York, Chicago and markets in Texas are the hardest hit by usury laws, according to Advance Mortgage Corp.'s latest "U.S. Housing Markets." In Seattle, the 12% ceiling applies even to FHA-VA and points are counted as interest, so everything is shut down. And in New York lend-

ers won't even make 50% loans at the 10¼% rate.

In Atlanta and New Orleans, some loans are available at high discounts, which are legal. And in Colorado, which has a light fine for breach of the 13% ceiling, some S&Ls quote 14%—mainly to discourage loans.

HUD to builders: \$10 billion more in low-interest mortgages — maybe

The Carter Administration is considering pumping about \$10 billion into housing. The main question is when.

The money, which was appropriated for the Brooke-Cranston program enacted during the 1974-75 housing recession but never used, would allow Ginnie Mae to buy about 200,000 mortgages bearing below-market interest rates and resell them at a loss.

Congressional action. According to HUD Assistant Secretary Lawrence B. Simons, an updated proposal could be submitted to Congress by January. Congress would also have to release the funds to cover the subsidy.

This would make the mortgage money available in time to stimulate additional starts in calendar 1980.

Industry conference. Simons discussed the Administration's position before the NAHB's Housing Economic Summit Conference, which was called to assess the impact of the Federal

Reserve Board's super-tight money policy.

He implied that the revived program would be confined to newly built housing, which, he noted, would also bring work to the construction trades—the group President Carter promised he wouldn't "fight inflation with your jobs."

Not hurting enough. But there's a catch: Simons was cautious about going on record that the mortgage program would actually be forthcoming. For one thing, he pointed out, the figures on housing starts were still not sending clear signals that the slide was on. As of mid-November, the homebuilders had not been hurt all that much.

Simons told the 300 or so conference attendees that the Administration is watching to see whether housing is going to "fall off the cliff." It will act "rapidly and forcefully," he said, if

housing shows signs of bearing more than its "fair share" of the battle against inflation.

But he wouldn't say what housing's fair share would be, except that a drop to 1 million starts would be "absolutely intolerable."

'A better way.' The slogan of the two-day conference was "There must be a better way," and most of the 20 speakers—congressmen, senators, mayors, bankers, labor leaders and economists—deplored the Federal Reserve Board's October 6th nerve-shattering clampdown on credit.

Corridor conversation, however, centered mostly on the moves of Administration officials to weaken the political backlash from the anticipated sharp decline in homebuilding and rise in construction unemployment.

As one speaker put it: "We have something going for us in the presidential campaign."
—D.L.

WHAT'S SELLING

Crunch or no crunch, buyers still line up to buy



At Arvida's Sawgrass (above left), near Jacksonville, Fla., 44 people spent the weekend in the sales office to be on hand for the Monday opening of condo townhouses priced from \$59,500 to \$325,000. At Lion Property's Canyon Rim in San Diego (above right), 350 hopefuls competed for townhouses priced from \$67,500 to \$98,900. And at Baywood Homes' Morningside on the Lake in Orange (left), the builder served pizza and soda to prospects who camped out all night to reserve condos priced from \$70,000.

CUSTOM QUALITY. IMMEDIATE AVAILABILITY RICHWOOD BY KITCHEN KOMPACT.

For the finest remodeling projects and custom homes, the custom-furniture quality of Richwood. Hand-rubbed oak fronts. Fully adjustable wall cabinet shelves. Precision-crafted all-wood drawers on lifetime rollers. Hidden, self-closing hinges. Prompt delivery.

Kitchen Kompact maintains a complete inventory of Richwood cabinets, as well as a full selection of full-featured Glenwood Two and durable, economical Plaza One cabinets.

When you want the best (and want it now!) look for us in the yellow pages or call the Sweets BuyLine® 800/255-6880.

Kitchen Kompact, Inc.
KK Plaza
Jeffersonville, Indiana 47130
812 / 282-6681



RICHWOOD



GLENWOOD TWO



PLAZA ONE



We deliver!

Agreement near on 1979 housing bill

The 1979 housing bill hit a snag over the issue of prepayment of Farmers Home Administration loans. But House-Senate conferees did reach agreement on a whole laundry-list of topics.

Graduated payment mortgage. The new GPM makes possible a down payment as low as 3%, with monthly payments so low during the early years of the loan that, in effect, they add to the principal rather than reducing it [HOUSING, Nov.].

Under the legislation, no more than 50,000 such mortgages may be insured by FHA each year. An existing GPM program, requiring an 8% down payment, now accounts for 40% or more of FHA mortgages in some areas.

Mortgage limits. FHA mortgage limits go up to \$67,500 for a single-family house (from \$60,000); \$76,000 for a two-family house; \$91,000 for a three-family; and \$107,000 for a four-family house.

Mobile home limits go to \$27,000

for a double-wide (up from \$24,000). A double-wide on a developed lot could be insured for \$36,000.

Subsidy units. Only 300,000 subsidized housing units will be authorized for fiscal 1980—way down from the 400,000 units that were authorized for fiscal 1979.

The figure was arrived at after a bitter fight between the inflation fighters—among them Chairman William Proxmire (D., Wisc.) of the Senate Banking Committee—and pro-housing congressmen. The latter argued that the poor shouldn't bear the brunt of budget-cutting, and said that budget limitations mean no more than 260,000 units would be added as the cost per unit rises. About three million subsidy units have been built under past authorizations.

Urban grants. A \$675 million program (up from \$400 million) for urban development action grants breezed through Congress to aid distressed cities. A "pockets of poverty" amend-

ment makes such Sunbelt cities as Houston eligible for grants as long as they spend the money in slum neighborhoods.

Thermal requirements. Congress directed HUD to revise the FHA MPS thermal requirements for masonry construction by the end of the year after consultation with the Farmers Home Administration and other housing agencies.

Interim regulations issued last spring were blocked after opponents fought having thermal standards designed for frame buildings applied to masonry construction.

Land sales. New amendments exempt developments with 100 lots or less (instead of 50 or less) from regulation under the Interstate Land Sales Law. Language changes in provisions applying to fraud, the developer's commitments on amenities planned and their cost, and estimates of costs of bringing in utilities were also made. —D.L.

HUD drafts guidelines to remove code bars to rehab

Builders, architects, construction associations and others have told Congress that building codes oriented toward new construction discourage developers from doing rehab projects that would otherwise be feasible.

These code requirements add as much as 20% to costs, lengthen the time needed for approvals, create a climate that encourages payoffs of building officials.

Model standards. So Congress instructed HUD—in the Housing and Community Development Act Amendments of 1978—to draw up model rehabilitation guidelines.

In pushing for the HUD-sponsored rehab guidelines, Sen. William Proxmire (D., Wisc.) emphasized that Congress was not mandating a national rehabilitation code, but wanted a guidance document that could be used in conjunction with existing local building codes.

Request for comments. Now a draft of the rehabilitation guidelines is ready. It was published in a 299-page special section of the Federal Register dated November 5. HUD is asking for

public comments on these proposed guidelines by December 31.*

The proposals are divided into three volumes:

Volume 1, "Administrative and Legal Guidelines," includes suggested standards, a proposed approval and inspection process, and guidelines for managing official liability associated with building rehab.

Volume 2, "Technical Guidelines for Residential Rehabilitation," deals with such matters as electrical installations, fire egress requirements and plumbing drain, waste and venting.

Through-the-wall venting. One example of the new guidelines: Through-the-wall plumbing venting, which is usually prohibited by existing codes, should be allowed in rehab projects where conventional venting is impractical.

In such cases, however, the guidelines suggest:

"The vents should be at least 10 ft. horizontally from the lot line and should be turned downward. They should be effectively screened, not be located directly below any door, win-

dow or other building opening, nor should any such vent terminal be within 10 ft. horizontally of such an opening unless it is two ft. above the top of such opening. Vent terminals shall not terminate under the overhang of a building."

Volume 3, "Fire Ratings of Archaic Materials and Assemblies," provides technical fire data no longer available in current regulatory documents for such materials as plaster walls.

—DON LOOMIS
McGraw-Hill World News,
Washington

*Comments should be submitted to Robert J. Kapsch, program manager, Division of Energy, Building Technology and Standards, Room 8164, Department of Housing and Urban Development, Washington, D.C., 20401. Telephone: 202-755-8154.

CORRECTION

In "Supersell for two supersites" [Aug., p. 64], the single-level plan at Coral Cay shown on page 71 was designed by the architectural firm of Archi + Tekton, Newport Beach, California.

WHAT MAKES US A CHAMPION



PART 3: OUR SALES SERVICE

We're Champion Building Products.[®]

And sales service is one way we live up to our name:

Behind every Champion product are scores of salespeople dedicated to making sure you get what you need when you need it.

For construction, industry, or home use.

We've got Champion people to take your calls. Or call on you in person. At Champion sales offices, strategically located across the country.

Yes, Champion Building Products has vast timberlands, efficient manufacturing facilities, a nationwide distribution system, fine technical service, and quality products.

But we're especially proud of this: our sales people aren't here to sell you a bill of goods; they're here to fulfill your needs. Knowledgeably, promptly and helpfully.

Champion Building Products. People, resources and ideas working to make your business more profitable.



**Champion
Building Products[®]**

Champion International Corporation

©Champion International Corporation, 1979.

Three textured laps at a time.

Beautiful! CountrySide.

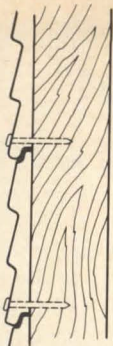
Three 4" laps at a time. That's where similarities between new textured CountrySide hardboard lap siding and its nearest competitor end. CountrySide gives you three laps in a nominal 12" x 16' length. Faster. The reason? CountrySide requires only one nail per stud, compared to two or more nails required by competitor products.

New Masonite® brand lap siding puts time and money on your side.



**CountrySide...saving you time and money.
That's the beauty of Masonite® brand siding.**

The result is at least 50% less nailing! And because CountrySide is a dense sturdy hardboard, it may be installed directly over studs, 16" o.c. or over any sheathing you may be using. You cut material costs and save on labor expense!



No plain drop siding, CountrySide has a natural, wood-textured pattern deeply embossed into the durable hardboard surface with the look of true beveled siding. It's guaranteed against chipping, cracking or splitting for 25 years. So you save

on call backs, too.

Whether it's used in new construction or in remodeling, when the siding crew wraps-up the job, it's finished ... beautifully ... in a range of refreshing prefinished colors. Or, also available unprimed for field finishing.

Find out how you can put all the advantages of CountrySide on your side. See your Masonite brand siding dealer or write Masonite Corporation, 29 North Wacker Drive, Chicago, Illinois 60606.

Masonite and CountrySide are registered trademarks of Masonite Corporation.



SILVER

CHARCOAL

GOLD ↓

Circle 15 on reader service card



Court upholds landlord's right to exclude children from apartments

"Children have an energy and exuberance which adults frequently envy, but just as frequently find fatiguing and irritating. Not to overstate the obvious, children are by definition immature."

With that explanation, a mid-level appeals court in California handed a victory to apartment owners fighting for the right to exclude children from their buildings. The much-publicized case involving the attempts by Stephen and Lis Wolfson to stay on at Marina Point in Los Angeles after the 1975 birth of their son Adam had raised a wide range of constitutional and statutory issues.

Discrimination. But the arguments boiled down to whether or not there are rational reasons for maintaining an adults-only policy in a rental building. If not, discrimination against children might well be the invidious sort banned by California's civil rights laws. But the issue reaches beyond state statutes, because the Federal Constitution forbids the use of governmental power to back up certain kinds of discrimination, including that against blacks. Thus, even if there is no bar to a building manager's refusal to rent to certain applicants, the courts

cannot be used to evict tenants already there if reasons for the eviction are unacceptable.

Good cause. The judges of the court of appeals, however, bought the opinion of the trial judge in the Marina Point case that the owners of the 846-unit complex proved they had good cause to keep out children.

"In a court of law, an infant's right to cry...stands on equal footing with a landlord's right to the quiet enjoyment of his property."

"Discrimination against children in housing is neither arbitrary nor unreasonable," Judge James H. Hastings ruled. "The trial court's factual findings that children generally are noisier, more boisterous and more disruptive of the rights of other tenants than adults and that they cause higher maintenance costs are supported by substantial evidence. These findings also comport with common experience."

Before switching to an adults-only

policy, Marina Point had had problems with young tenants skateboarding in the garages, practicing batting and roller skating in the halls, and setting fire to apartment property, the manager testified at the trial.

Constitutional rights. Hastings made clear that nothing in the court opinion would prevent the California legislature from banning rental discrimination against minors. (In fact, bills to that effect are introduced almost every year; one was voted down in January 1978, and since then no similar measure has gotten out of committee.)

Hastings insists that all he and his colleagues are saying is that no constitutional rights are involved in the controversy.

"In the panoply of personal liberties guaranteed by our laws and our constitution, none is more basic nor more essential to human survival than an infant's unfettered right to cry when it is hungry," Hastings wrote. "But in a court of law, that right stands on equal footing with a landlord's right to the quiet enjoyment of his property."

—DAN MOSKOWITZ
McGraw-Hill World News,
Washington, D.C.

APARTMENTS

New York congressman proposes a nationwide conversion moratorium

Rep. Benjamin S. Rosenthal, a consumer-minded Democrat from the borough of Queens in New York City, wants a three-year moratorium on the conversion of rental apartments to condominiums. Federal action is necessary, he says, to prevent "the disappearance of private rental housing in the United States."

Time for study. The moratorium would provide time for a presidential commission on problems relating to conversions to analyze the situation and "get national legislation passed to deal with the problem."

Rosenthal's bill also offers some immediate remedies:

- Tenants forced to move would be

entitled to both relocation assistance from the developer and also a break on their taxes.

- Localities would have to provide housing for displaced tenants or lose some of their Block Grant money.

- Tax changes would discourage conversions and encourage the owning and rehabbing of rental housing.

Rosenthal told the House that about 100,000 apartments were converted between 1970 and 1975, and that estimates for 1979 range from 130,000 to 250,000. The monthly cost of owning a condo, according to HUD estimates, averaged 30% to 35% more than the monthly rent for the same unit, he said.

Present restrictions. Rosenthal noted that a handful of localities have some restriction on conversions, among them, San Francisco, Palo Alto, and Alameda, Calif., Washington, D.C., New York City and Montgomery County, Md. A New York State law prohibits the eviction of elderly tenants who meet certain criteria.

But municipalities are "reluctant to act," says Rosenthal, partly because of a belief that "condominiums will produce more revenue from property taxes."

Rosenthal is working to have the House Banking Committee hold hearings on his bill sometime next year, but the outlook is uncertain. —D.L.

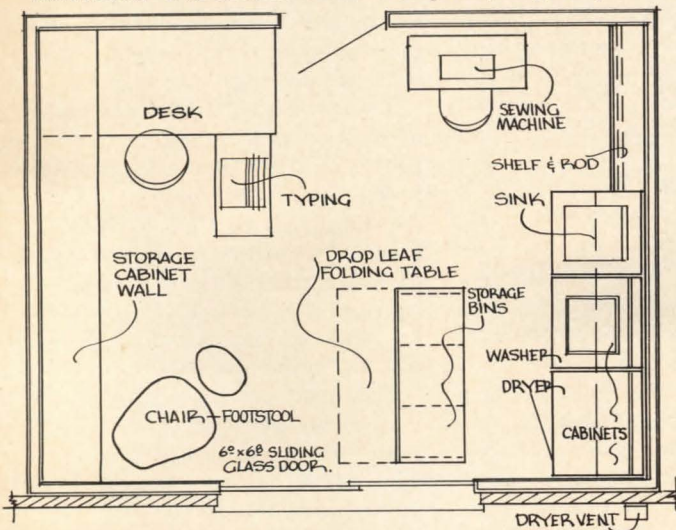


“WITH A ‘MOM’S ROOM,’ BUILDERS HAVE A SELLING CORNER IN A TIGHT HOUSING MARKET.”

Bob Summerhays, Manager
Laundry Contract Marketing,
Louisville, Ky.



“Mom’s Room” is the convenient room that keeps everything in its place.



“Mom’s Room” is a simple concept that efficiently utilizes space.

“Today, with over 50% of America’s homemakers working outside the home, a great selling idea is a central area that brings together many of those home chores that the homemaker must do – washing, drying, ironing, sewing, etc. The ‘Mom’s Room’ brings them all together in a central area that saves her time and effort.

“It’s a pleasant working area with inset storage cabinets. A laundry center with a General Electric washer and matching dryer for easy care of modern fabrics. A sewing room with a worktable and desk for hobbies and projects.

“‘Mom’s Room’ is a place for everything that keeps everything conveniently in place. For Mom it’s a room to work in and enjoy. One room where it all gets done.

“For the foresighted builder, it’s a sales advantage homemakers can readily appreciate.”

Take advantage of over 30 years of consistent service to builders. Call your local GE Contract Sales Representative. He has ideas that can help sell your home.

THE APPLIANCES AMERICA COMES HOME TO.

GENERAL ELECTRIC



Court strikes down land holdouts by towns

A state law that allowed local planners to hold up housing subdivisions for as long as three years while they decided whether or not to acquire the land for public use has been knocked down as unconstitutional by the Court of Appeals of Maryland.

The court followed the lead of the high courts of Pennsylvania and New Jersey in invalidating such statutes and their accompanying implementing ordinances.

Three-year reservation. Under the scheme, the Maryland-National Capital Park and Planning Commission put in reservation 104 acres of land in suburban Washington, D.C. after the owner, George Chadwick Jr., had asked for an okay on his subdivision plans.

Earlier, another 55 acres of the site—zoned for single-family houses on half-acre lots—had been held in reservation for three years and then purchased for expansion of an existing regional park. The second time the reservation provision was invoked on

the Chadwick land, however, he went to court to get the entire scheme declared unlawful.

Regulation or taking? As the mid-level appeals court explains it, the question comes down to whether holding up development of the land is mere “regulation of its use and enjoyment under the police power”—long established as a governmental right—or whether it amounts to actually taking something of value for public use. If it is the latter, the owner has to be paid for his loss, and the Maryland law is invalid since it has no provision for compensation.

Land owners have long struggled with the distinction. A 1967 article in the *Harvard Law Review* listed four factors that the courts usually look at in deciding whether the state must pay for the restrictions it puts on land use:

- How much economic injury is caused by the curb.
- How harmful to society would be the use being blocked by the regula-

tion.

•How the loss to the property owner balances against the public gain.

•Whether the government actually occupies the land.

As long ago as 1922, U.S. Supreme Court Justice Oliver Wendell Holmes said: “While property may be regulated to a certain extent, if regulation goes too far it will be recognized as taking.”

Unreasonable restrictions. In the Maryland case, the court decided that the restrictions slapped on Chadwick’s land were just too great—and lasted far too long. During the three-year period, not only could the developer not build houses, but he could not cut trees, remove topsoil, nor build any drainage structure. In fact, the only way he could “use” the property was to remove trash and pull weeds. That’s too unreasonable, the seven-judge court decided, and it sustained the trial court’s order to the commission to approve the subdivision plan immediately. —D.M.

Land developer loses a round in bout with buyers

The developer—California-based Great Western Cities Inc.—had claimed that attempts to enroll its customers in lot owners’ associations amounted to solicitation by lawyers, a practice barred by canons of ethics.

But the court ruled that the developer had no right to raise the issue: The fact that its lawyer refused to deny all allegations of fraud when the judge

raised the question killed its entire case.

‘Wasteland.’ At stake are efforts by purchasers of land in Colorado City, in southern Colorado, to get back some of the money they paid for lots. Great Western has sold some 23,000 lots there since 1967. The present population is only 1,200, however, and unhappy buyers call the land “worth-

less, arid wasteland.”

Those unhappy buyers have been trying to band together to share in the expense of suing Great Western. The developer countered with its charge of solicitation and filed suit in at least four states—Illinois, Colorado, Nebraska and Texas—asking that the customer groups be enjoined from trying to encourage more litigation.

‘Unclean hands.’ In the first ruling in the series of injunction actions, Federal District Court Judge Nicholas J. Bua, in Chicago, told Great Western that it has no right to raise the issue. “The doctrine of unclean hands prevents a court of equity from granting relief to a plaintiff whose conduct has been unconscionable or tainted with bad faith,” Bua explained.

The fraud charges against Great Western are so “massive”—the court figures that it will have at least 1,200 suits against Great Western from Chicago-area lot buyers alone—that Bua says the company brings its own case under a “heavy cloud.” —D.M.

Federal Highway Trust Fund to pay for 4,200 new housing units

To settle a seven-year-old public-interest suit against the Century Freeway in Los Angeles, the U.S. Transportation Dept. and the California Transportation Dept. have agreed to jointly finance housing for all the residents who would be—or who have been—displaced by the 17-mile downtown freeway.

The cost to the federal government is \$250 million—a quarter the total cost of the freeway.

This precedent-setting use of highway funds—a source virtually untapped for housing construction until now—will pay for building 4,200 units and moving 3,000 others.

The Highway Trust Fund has been used before to provide housing for residents displaced by highway construction, but never at so great a magnitude.

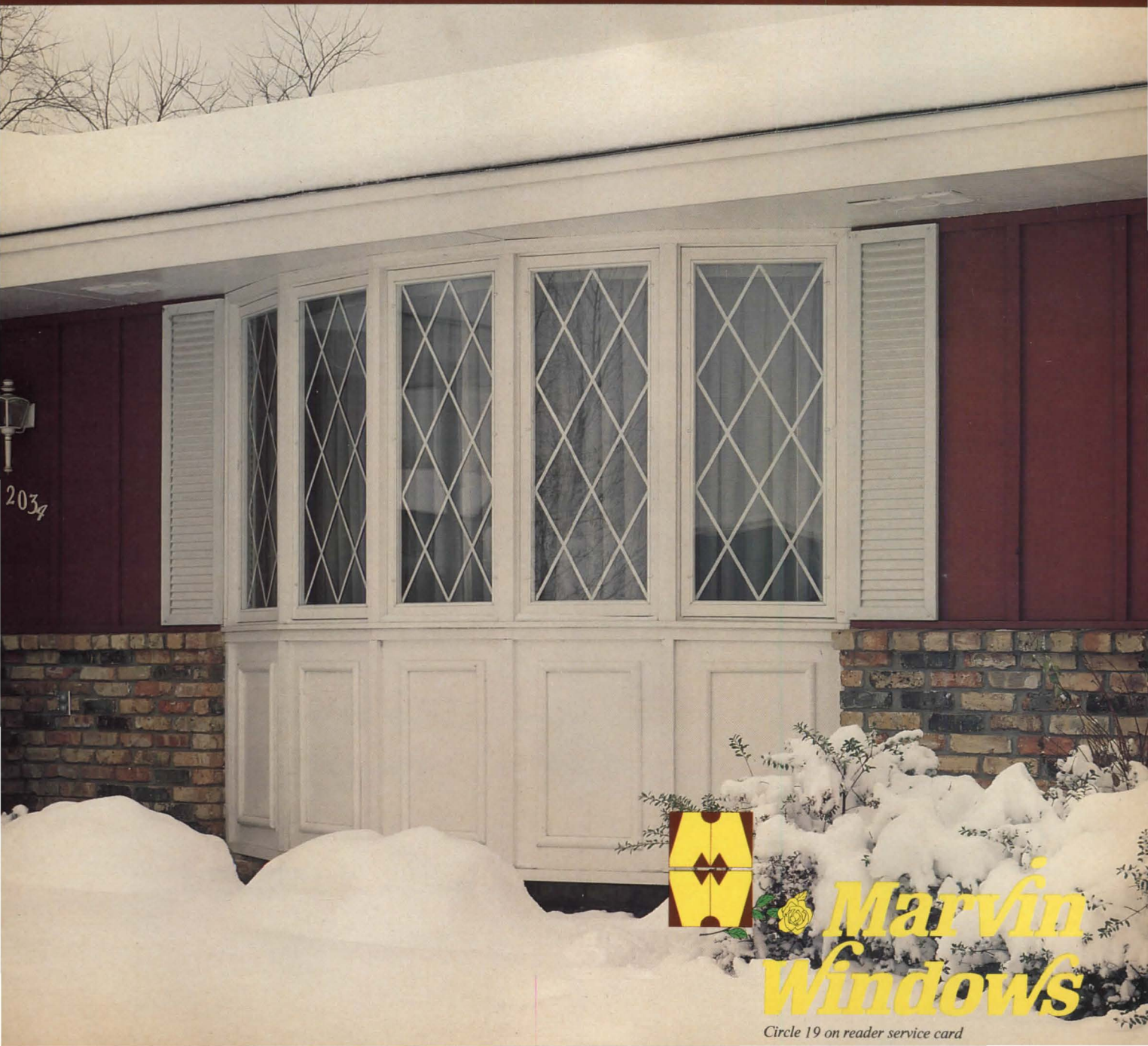
—ANNE SWARDSON

McGraw-Hill World News,
Washington, D.C.

When it's 40° below in Warroad, we're making the windows for places that are even colder

When the temperature hits 40° below zero in Warroad, we take a little "cold comfort" from knowing that some of our windows are used in places that are even colder, such as northern Canada and the Antarctic (where they're used in housing for scientific research teams). It's no accident that Marvin windows are picked for this kind of cold. To begin with, they're some of the tightest windows ever put together (air infiltration data available on request.) Next, many of them can be triple glazed, which minimizes

heat loss through the glass. Third, they can be furnished with extra wide jambs, making them easy to use in thick walls designed for extra insulation. All things considered, it's easy to see why Marvin windows are right for places that get very hot, very cold, and everywhere in between. Write for complete information on the energy saving features of Marvin wood windows. Marvin Windows, Warroad, MN 56763. Phone: 218-386-1430.



**Marvin
Windows**

Circle 19 on reader service card



WHIRLPOOL

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

See us in Booth 1700 - NAHB Show



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

DOE issues tough new energy standards

The Department of Energy (DOE) is proposing a stiff set of energy performance standards for residential and commercial buildings. Their adoption, according to DOE, will add \$900 to \$1,200 to the price of new houses and make them 25% to 49% more energy-efficient.

The new Building Energy Performance Standards (BEPS) are intended to be incorporated into local building codes along with a beefed-up version of FHA's Minimum Property Standards (MPS). Communities have some incentive to comply; the federal government can cut off loans from federally chartered institutions in areas that fail to adopt the standards.

Impact. The standards that were released late last month are the product of a one-month rewrite of an earlier, less stringent version. Economic studies had convinced DOE that costs justified the tougher standards. DOE would have called for even tougher ones, but it was concerned about their

effect on the building industry—particularly in cold and moderate-climate areas—during the transition time while the industry was adapting to the new standards. Of particular concern: the availability of 2x6's that might be required for more heavily insulated side walls.

DOE forecasts a 3% increase in on-site labor costs because of the new standards. It also sees a 42% growth in the use of glass fiber and foam-based insulations. Increased emphasis on double and triple glazing and larger south-facing windows should mean a 23% increase in window and glass usage. And the amount spent on heating and air conditioning should decline slightly because smaller-capacity systems would be used. Controls for such systems, however, should be more expensive than at present.

Implementation. The standards will vary by type of house and by its location in one of 78 Standard Metropolitan Statistical Areas (SMSAs). They

will also vary by the energy source—oil, gas or electricity—used. Use of solar and replenishable energy sources, of course, will be encouraged.

The new standards should take effect in March 1980. Six months after that, communities that do not comply could be subject to the cutoff in lending. The agency has suggested, however, that it might support delaying this penalty until January 1981.

Meanwhile, DOE is soliciting comments on the rules until late February. It is particularly eager for comments from builders, for most of the earlier comments had come from utilities. Comments should be addressed to: Joanne Bakos, Office of Conservation and Solar Energy, DOE Docket CAS-RM-79-112, Mail Station 2221C, 20 Massachusetts Ave, N.W., Washington, D.C. 20585.

—BILL HICKMAN
McGraw-Hill World News,
Washington, D.C.

For women, these are the best of times

The tale of two Kathys may be a harbinger of the future for builders big and small if U.S. Home Corp. execs are correct.


The tale, told in a half-page ad in the *Wall Street Journal*, plugs the management opportunities available to women at U.S. Home.

\$45,000 a year. According to the advertisement, the two Kathys—Harter and Williams, ages 26 and 27—are USH project managers earning about \$30,000 in salary and an additional \$15,000 apiece in "performance incentive awards" for the year ending Feb. 29, 1980.

The ad reads: "The management of U.S. Home is determined to uncover more Kathys to fill management positions that are coming available daily as U.S. Home continues its planned growth."


'Dramatic change.' The advertisement "seems to have produced a dramatic change in the number and quality of women applying for the management training program," says U.S. Home's manager of investor rela-

The Story of Two Kathys



PROFILE:
Kathy Harter
Vice President Project Manager
Charlotte Area Division
U.S. Home Corporation
Charlotte, Florida
Age 26

EMPLOYMENT HISTORY WITH U.S. HOME:
• Promoted June 1978 to 1979 as regional vice president controller for the Charlotte Area Division. Salary increased to \$15,000 per annum.
• Promoted October 1, 1977 to vice president controller for the Charlotte Area Division. Salary increased to \$18,275 per annum.
• Promoted August 1, 1976 to vice president controller for the Charlotte Area Division. Salary increased to \$15,000 per annum.
• Promoted September 1, 1975 to \$12,500 per annum.
• Awarded career Director's 1976 by having controller's position in home construction responsible for the Charlotte area in Charlotte.



PROFILE:
Kathy Williams
Project Manager
Northwest Division
U.S. Home Corporation
Houston, Texas
Age 27

EMPLOYMENT HISTORY WITH U.S. HOME:
• Joined U.S. Home December 5, 1977 as superintendent in Houston's Division. Salary increased to \$12,500 per annum.
• Promoted December 1, 1978 to lead superintendent. Salary increased to \$15,000 per annum.
• Promoted June 1, 1979 to Vice Houston project manager for the Parkway and Westgate subdivisions. Salary increased \$44,000. Completed income included the professional income included for year end February 28, 1980.

STAR AS A CONSTRUCTION SUPERINTENDENT TRAINEE AT \$20,000/ANNUM. Learn "How To":


- Build Houses
- Manage People

This is a fast track opportunity with promotion possibilities every six months. 90% of your time will be spent at the construction sites.

In 1 to 5 years you could be running your own \$5 million to \$60 million homebuilding company (as a U.S. Home division) and earning \$60,000 to over \$300,000 per year for yourself.

Experience in the following positions a plus: Audit Manager, Loan Officer, Claims Adjuster, Convenience Store Manager, Fast Food Store Manager, Retail Store Manager, Department Manager in Retail Outlet. Must have two (2) years supervisory experience of some type.

Mail resume with complete salary history including promotions to Personnel—Divisions, U.S. Home Corporation, Box 2963, Houston, Texas 77001.



LISTED ON THE NEW YORK STOCK EXCHANGE

An Equal Opportunity Employer M/F

tions, Sharon Wilder.
"I'd suspect we'll find what Mr. Odom thought we'd find—that there's

a tremendous talent pool out there that has been almost completely ignored by virtually the entire industry." —T.A.

The bottom line beauty of cedar is multiple.

Multiple housing designs can be beautifully realized in Western red cedar. That's a given. But when you specify quality PenPly exterior 303 plywood panels, beauty becomes more than a surface thing. The savings are beautiful, too.

The bottom line is real economy that comes from reducing labor intensity. For example, a 2,000 square foot surface requires only 62 panels, minus windows and doors. And, PenPly goes on in less time, using less manpower than masonry and other piecework sidings. This means faster completions, quicker sales, earlier occupancy and greater profits.

Our Western red cedar plywood panels also give you the advantage of low maintenance, weather resistance and the ability to take a wide variety of stains.

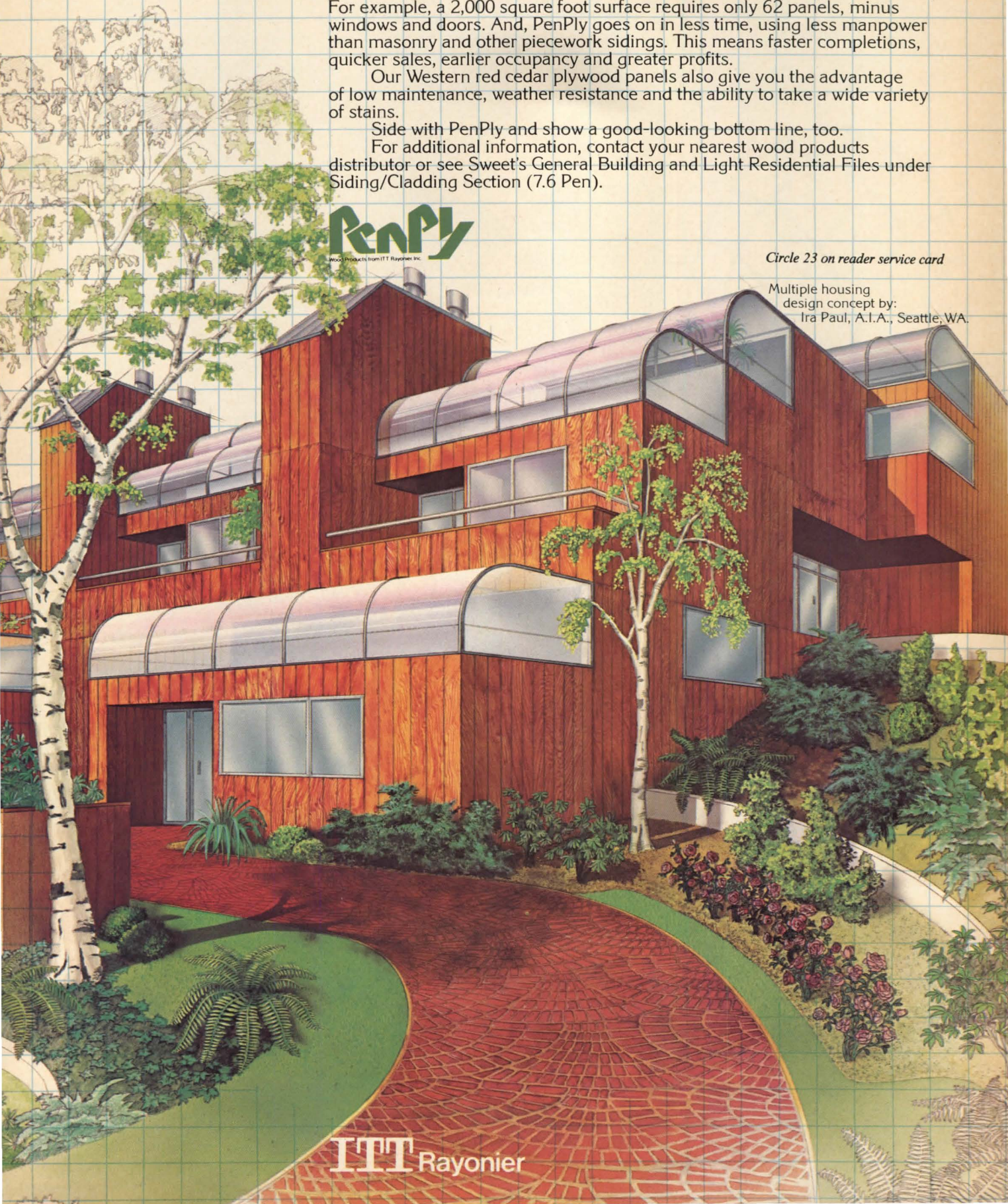
Side with PenPly and show a good-looking bottom line, too.

For additional information, contact your nearest wood products distributor or see Sweet's General Building and Light Residential Files under Siding/Cladding Section (7.6 Pen).

PenPly
Wood Products from ITT Rayonier, Inc.

Circle 23 on reader service card

Multiple housing
design concept by:
Ira Paul, A.I.A., Seattle, WA.



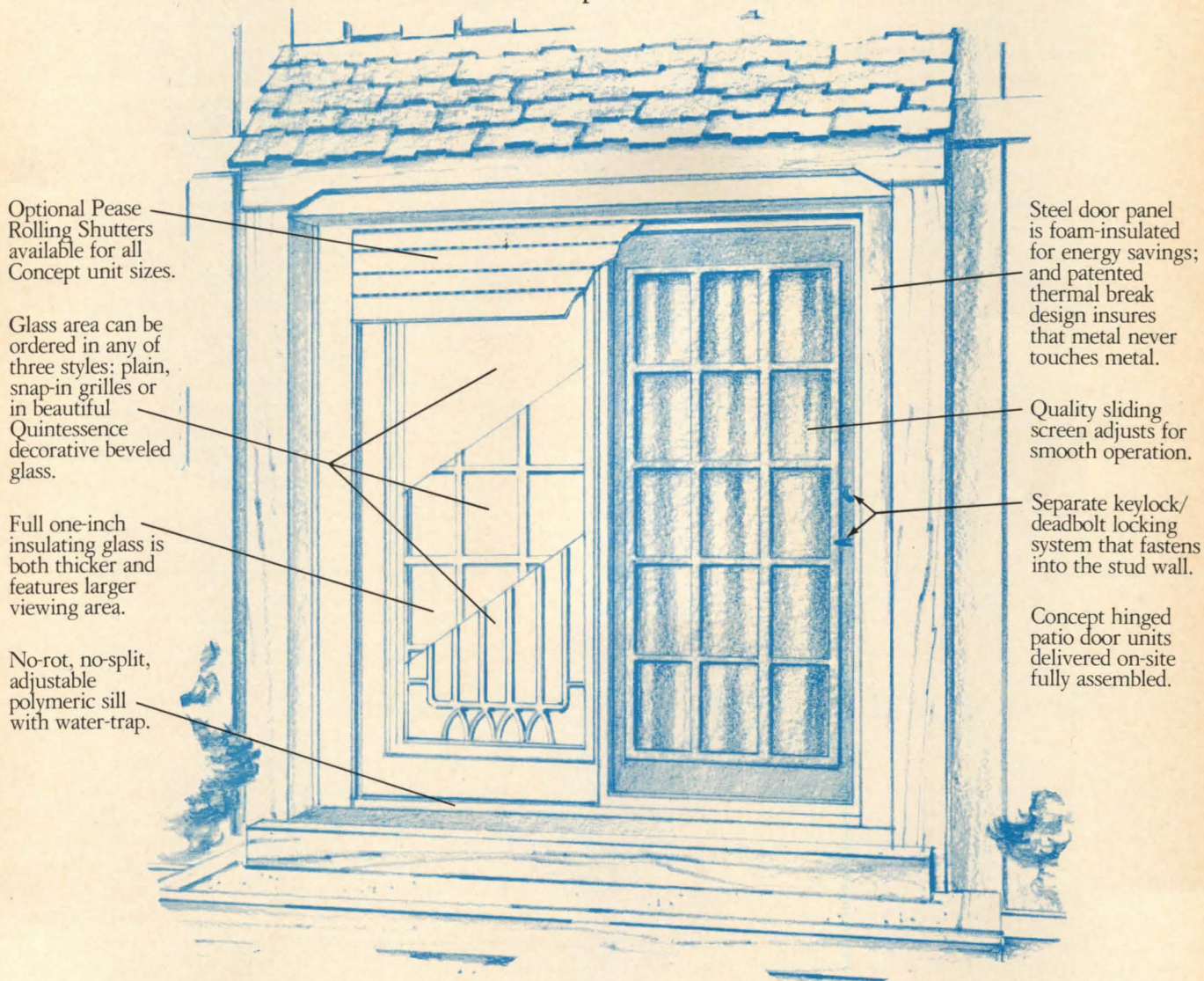
ITT Rayonier

Introducing Concept.



The new generation of patio door systems.

Of course they're from Pease Ever-Strait, the recognized leader in entry door systems. And the hinged patio door of the 80's is available in the styles you want. You can choose from the standard two-panel unit; and, coming soon in 1980, the three-panel Concept (as shown at left) and a single panel unit. In addition to the factory-installed sill flashing, treated and primed frame members and the new magnetic weatherstripping system, other new Concept features include...



Optional Pease Rolling Shutters available for all Concept unit sizes.

Glass area can be ordered in any of three styles: plain, snap-in grilles or in beautiful Quintessence decorative beveled glass.

Full one-inch insulating glass is both thicker and features larger viewing area.

No-rot, no-split, adjustable polymeric sill with water-trap.

Steel door panel is foam-insulated for energy savings; and patented thermal break design insures that metal never touches metal.

Quality sliding screen adjusts for smooth operation.

Separate keylock/deadbolt locking system that fastens into the stud wall.

Concept hinged patio door units delivered on-site fully assembled.

Add it all up. Only the new Pease Concept Total Patio Door Systems offer you the energy-saving quality of Pease, the flexibility of style to fit any architecture and the optional Rolling Shutter.

Ask for Concept by name at lumberyards, building supply and home improvement centers. Or, contact your nearest Pease Ever-Strait distributor. Pease Company, Ever-Strait Division, 7100 Dixie Highway, Fairfield, OH 45023.

Pease

Ever-Strait Door Systems 79-2

Broadmoor's founder finds a new home

Broadmoor Homes' founder **Richard B. (Dick) Smith** is back in the saddle, albeit at a different address.

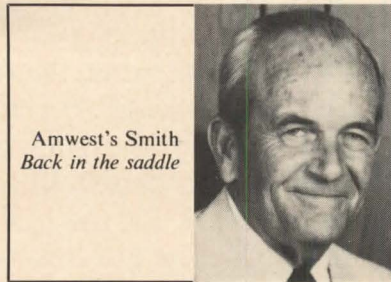
Smith, who left Broadmoor last spring [HOUSING, May] after 22 years as chairman, forms Amwest Inc., a real estate investment and development company headquartered in Tustin, Calif.

Signing on with Smith are a pair of Genstar Housing Partners execs, **Thomas E. Hayes** and **Steve Swanson**. Hayes assumes presidential and chief executive chores while Swanson comes aboard as executive vice president.

Ironically, Smith's Broadmoor brainchild became a Genstar Ltd. (Montreal) subsidiary in 1976.

BUILDERS/DEVELOPERS: **Steven A. Wollman** is appointed president of Levitt Corp. (Boca Raton, Fla.), a subsidiary of Starrett Housing Corp. (New York City). Formerly executive vice president of Starrett, Wollman has been acting president of Levitt since **Ned Eichler's** June resignation [HOUSING, July].

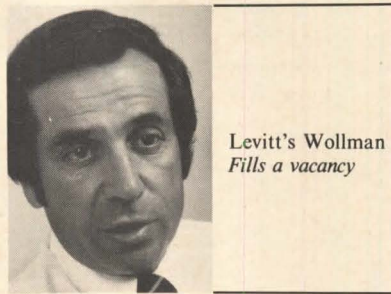
E. John Garcia is tapped as president of Ponderosa Homes (Irvine,



Amwest's Smith
Back in the saddle

Calif.), a subsidiary of Aetna Life & Casualty. He was executive vice president and chief operating officer.

David A. Johnson is appointed executive vice president at the McCarthy Co. (Santa Ana, Calif.). He was vice president/contracting and forward planning.



Levitt's Wollman
Fills a vacancy

Champion Home Communities Inc., a new wholly-owned subsidiary of Champion Home Builders Co. (Dryden, Mich.), selects **John P. Seibel** as president. Seibel was general manager of Chateau Estates (Mt. Clemens, Mich.), a developer/operator of mobile home communities and site-built housing subdivisions. Champion Home Communities will act as developer for subdivisions containing the parent's manufactured homes.

James P. Horan is named vice president of marketing and sales at Parman Florida Inc. (Hollywood, Fla.). He had been sales director of Parker Highlands East, a 260-unit mid-rise ocean-front condominium in South Florida. Parman is an affiliate of the Jack Parker Organization.

Broadmoor Homes (Irvine) adds a pair of Southport Development (Laguna Beach, Calif.) execs to its ever-changing roster. **William Schulz** joins Broadmoor as senior vice president and regional manager. He was a vice president at Southport. **Eugene R. Fuller**, former Southport director of planning, becomes Broadmoor's direc-

➔ 34

COMPANIES

Birds in the bush cost builder \$17 Gs

A \$300 chicken?

For one of the Houston area's bigger builders, that's what the price tag read. And General Homes Consolidated gladly paid the full price—over \$17,000 for about 60 birds.

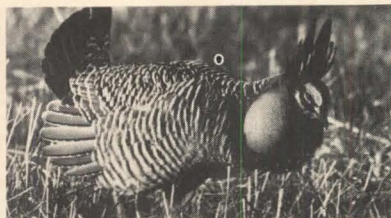
Why \$300 for a chicken? When it's an endangered species called an Attwater Prairie Chicken and when its last bastion blocks the development of a subdivision, the chicken is worth the price.

Bring 'em back alive. Late last year, General Homes, a U.S. subsidiary of Canadian giant Cadillac-Fairview, selected a tract of raw land in League City, Tex.—22 miles southeast of Houston—as the site for a 1,500-home subdivision.

After filing an environmental im-

pact statement, however, General Homes was informed by the U.S. Fish and Wildlife Service that its tract was inhabited by about 60 of the endangered birds.

Chicken roundup. Under the guidance of the U.S. Fish and Wildlife Service, the Texas Parks and Wildlife Dept. and Texas A&M University, a



The Prairie Chicken
'They were real smart'

four-man recovery team hired by General Homes snagged 40 of the birds using a helicopter equipped with nets. A few weeks later, the team returned to League City and captured the remaining 20 chickens. Nary a bird, says a General Homes spokesman, was injured in the roundup.

"It wasn't easy," says the Houston builder's spokesman. "Those birds were just real smart. They knew what we were up to, but, as far as we know, we got all of them."

Now safe to multiply, the Prairie Chickens are in a new preserve, 122 miles southeast of Houston. And work is under way on Meadow Pond, with homes in the \$40,000-\$65,000 price range, to be built on their former habitat.

—T.A.



Model HDA912

Model GFC810

Model HCH41

A Hotpoint Clean-up Center can help you wrap up a sale.

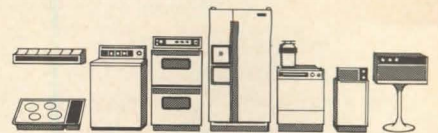
Your customers are looking for convenience in the kitchen. And you can offer them a lot of it when you install Hotpoint Clean-Up Centers. They're an ideal sales clincher.

1 Hotpoint dishwashers can help save time and energy. Our built-in dishwashers are full of the kind of features buyers are looking for. We have models with Energy Saver and Short Wash cycles. And Power Scrub® cycles on two models as well. Most Hotpoint dishwashers are wrapped with a thick blanket of sound insulation to cut down on operating noise. And they have a soft food disposer and Rinse-Away drain which helps eliminate hand pre-rinsing.

2 The Trash Compactor—a neat solution to a messy job. Add a Hotpoint trash compactor to your kitchen appliance package and you're adding convenience most people never had before. It compresses the average weekly trash of a family of four into one handy carry-out bag. Hotpoint compactors have reversible color panels to match the color scheme buyers decide on. A sleek black front panel is also available as an optional extra.

3 A complete line of dependable disposers. Hotpoint's food waste disposers grind up scraps, including bones. All have stainless steel blades that resist corrosion.

4 If you'd like to be filled in on even more reasons why Hotpoint Clean-Up Centers make sense today, get in touch with your Hotpoint builder representative. Or write Hotpoint Contract Sales Division, Appliance Park, AP4-256, Louisville, Ky. 40225.



We hustle for your business. And it shows.

Hotpoint

A Quality Product of General Electric Company

We cover high-rises from the ground up.



The more complex your real estate transaction, the more you need a Ticor Title Insurer.

We cover every kind of real estate there is, just about anywhere in America. In addition to serving private homeowners, we've become experts at handling all the title needs of commercial builders, big and small. We have the experienced title officers, title plant resources and advisory counsel necessary to

turn an insurmountable problem into a routine transaction.

Whenever you need title insurance, whatever you need it for, call one of the Ticor Title Insurers: Pioneer National Title Insurance Co. provides title services in 49 states. Title Insurance and Trust does business in California, Nevada and Hawaii. Title Guarantee issues policies in New York. Home Office: 6300 Wilshire Blvd., L.A., CA 90048.



PIONEER NATIONAL TITLE INSURANCE

TITLE INSURANCE AND TRUST

TITLE GUARANTEE-NEW YORK

TICOR TITLE INSURERS

**America,
we've got you covered.**

a housing seminar

HOW TO
PLAN, SITE
AND
MERCHANDISE

**THE
SMALLER
HOUSE**

A two-day seminar for
Builders, Developers, Marketing Directors,
Architects and Designers

ANNOUNCING THREE NEW SESSIONS

Newport Beach, CA, Feb. 4-5
Fort Lauderdale, FL, April 21-22
Houston, TX, May 19-20



a housing seminar

HOW TO PLAN, SITE AND MERCHANDISE

THE SMALLER HOUSE

Two days of intensive study in ... Site Planning, Floor Planning, Merchandising and Model Presentations for Single Family Attached and Detached, Townhouses,

Here's why you should attend ...

Because today's rapidly rising land development and construction costs have made the small house homebuilding's key product for the immediate future.

Because small houses demand special skills in siting, planning, and merchandising if they are to be successful in the marketplace.

And because prospects have to be sold on a different kind of lifestyle before you can turn them into small-house buyers.

Housing's "How to Plan, Site, and Merchandise The Smaller House" Seminar will show you...

How to site medium and high-density housing

How to design small houses that appeal to specific market segments

How to effectively merchandise small houses to these specific markets

**Newport Beach, CA, Feb. 4-5
Marriott Hotel**

**Fort Lauderdale, FL, April 21-22
Bahia Mar Hotel**

**Houston, TX, May 19-20
Galleria Plaza**

Specifically, you'll study these key subjects:

Site Planning:

- Why site-planning subtleties become critical as living units become smaller
- How to avoid the "toy village" look of small-home developments.
- How to increase density without sacrificing market appeal.
- How to provide privacy in high-density housing.
- How to develop street patterns based on actual need rather than outmoded conventions.
- How to determine how much common space is needed and where it should be.
- How to design for and around the automobile.
- How to handle the problems of garage doors, narrow front elevations, and setbacks.

Duplexes, and Patio Homes

Product Design:

- How to create floor plans that feel — and live — bigger than they really are
- How to relate floor plans to density
- How to make the most of smaller living spaces — indoors and outdoors
- How to gear floor plans to specific market segments
- How to use natural light to open up tight floor plans
- How to maximize square footage in key areas
- How to make creative use of interior volume

Merchandising and Model presentation

- How to create models that show buyers the comfort of living in a small space
- How to make your models appeal to market groups
- How to scale furnishings for small houses
- How to use color and light effectively
- How to present the unfurnished model effectively

Special Seminar Features

Problem-solving clinics where instructors will work with your floor plans, site plans, model areas, layouts, etc. Please bring any such materials with you to the seminar. (Blueprints are better than brochure floor plans.)

A personally developed Marketing Action Plan for ideas and programs that you can put to work immediately.

And as permanent reference guides to the seminar you will receive **1)** A full set of audio cassettes of the presentation and **2)** A comprehensive workbook.

You'll study with these experts:

Barry A. Berkus, AIA, is president and founder of Berkus Group Architects, a 20-year old firm with headquarters in Santa Barbara, California and offices in Santa Ana, California and Washington, D. C. Mr. Berkus is a member of the AIA and the Urban Land Institute and a past member of the subpanel of the National Academy of Sciences reviewing certification of new building technology.

Responsible for programs in Canada, Mexico, Japan, Puerto Rico, and France, his firm currently has projects in various stages of production and design in 22 states, including a 60-acre downtown redevelopment in Dallas, Texas.

Walter J. Richardson, FAIA, is president of Richardson-Nagy-Martin, the 20-year old Newport Beach, California, architectural and planning firm which has gained a national reputation for excellence in residential developments and community design. The firm has projects in 25 states and four foreign countries and has received over 30 national and regional awards. Mr. Richardson is a registered architect in ten states and has headed his own firm since 1958.

A frequent speaker at industry seminars and conventions, he is a past chairman of the American Institute of Architects' National Housing Committee and a past president of the Orange County Chapter of the AIA.

Gene E. Dreyfus is president of The Childs/Dreyfus Group, an interior design firm based in Chicago, with offices in New York, Palm Beach, and Toronto. He is a former builder who sold nearly 2,300 homes in the Chicagoland area from 1950 to 1960. Since 1960, first as head of Gene E. Dreyfus Associates and for the past 11 years with his present firm, Mr. Dreyfus has served as a merchandising consultant to more than 150 builders in the U.S., Canada and Europe. He is currently an instructor for Housing's "Effective Marketing and Merchandising" Seminar.

a housing seminar

HOW TO PLAN, SITE AND MERCHANDISE

THE SMALLER HOUSE

How to register

Please complete and return the coupon below to Seminar Dept., Housing Magazine, 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.

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 \$50 service charge.

Seminar fee

\$545

The full registration fee is payable in advance, and includes all luncheons, workbooks, tapes 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.

Hotel reservations

While Housing does not make individual reservations for seminar participants, we have arranged with the Marriott Hotel in Newport Beach, the Bahia Mar Hotel in Fort Lauderdale and the Galleria Plaza in Houston to hold a special block of rooms for our attendees. You can reserve your room at the Marriott in Newport Beach by phoning (714) 640-4000; at the Bahia Mar Hotel by

phoning (305) 764-2233 and at the Galleria Plaza by phoning (713) 960-8100.

Please be sure to say you are attending the Housing seminar. This will identify your reservation with the block of reserved rooms, and assure you of the special seminar rate. Space is limited, so please 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.

The syllabus for this program has been reviewed and approved by the American Institute of Architects as satisfying the minimum requirements for the Award of Continuing Education Units in the AIA Professional Development Program. The content of this program does not necessarily represent the policies of the American Institute of Architects.

Continuing Education Units

Continuing Education Units (CEU's) will be awarded by HOUSING to attendees successfully completing seminars. The CEU was established in 1974 as a uniform unit of measurement for non-credit continuing education. Proof of completion will be supplied on attendees request.

Seminar Dept.

Housing

1221 Avenue of the Americas
New York, N.Y. 10020

Please register me in the
"How to Plan, Site and
Merchandise
the Smaller House"
Seminar checked below:

Newport Beach, CA
Feb. 4-5
Marriott Hotel

Fort Lauderdale, FL
April 21-22
Bahia Mar Hotel

Houston, TX
May 19-20
Galleria Plaza

Check payable to
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 _____



**Send us your best house design.
If it wins, we'll build it.**

Architects, engineers, designers, builders and students:

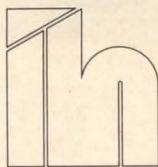
Can you design an innovative, appealing, flexible, economical and energy-efficient single family house that shows noteworthy aesthetic and structural uses of softwood plywood?

Then we want you to enter it in our design competition.

First prize is \$5,000, plus the chance to see your ideas constructed and featured in *Better Homes & Gardens* and *Progressive Architecture*. Citations of Merit will also be awarded to the most outstanding entries.

You can get rules and entry forms three ways. Send in the coupon. Call

(206) 565-6600. Or write to Innovations in Housing, Dept. H-129, P.O. Box 11700, Tacoma, WA 98411. Entries must be received by April 1, 1980.



**innovations
in housing**

A design competition sponsored by the American Plywood Association, Better Homes & Gardens and Progressive Architecture.

Innovations in Housing, Dept. H-129
P.O. Box 11700
Tacoma, WA 98411

Please send me _____ entry forms.

Name _____

Address _____

City _____

State _____

Zip _____

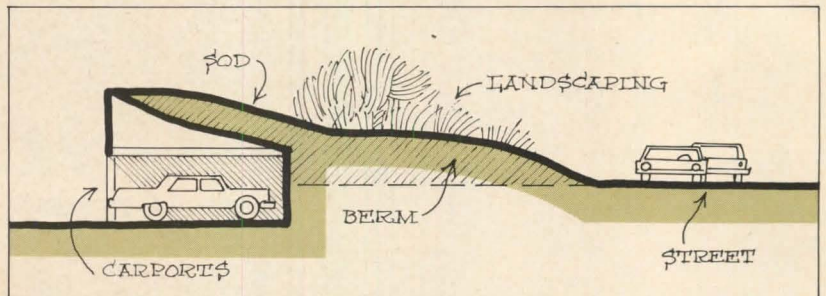
Parking: Here's a way to hide the cars and hike project density

An innovative parking system in a Colorado PUD is meeting tough setback and parking requirements and providing an added bonus of higher density.

Downing/Leach, architects/planners of Boulder, Colo., devised a system for tucking cars away in recessed carports that are then covered with sod to give the appearance of a green slope.

The hideaways will be built alongside a berm that borders one edge of the Willow Springs II PUD. Since the sod will blend into the berm, all that will be visible from the bordering road is a single green expanse (see diagram, above right).

Local rules. Zoning ordinances require 1,200 sq. ft. of open space for each residential unit in a PUD. They



also require 30-ft. setbacks from adjacent roads. But the local boards are counting the sod expanses as open space. And they are allowing the carports to be built only 10 ft. away from the road, because the 22-ft.-wide sod strip and the 10-ft.-wide berm give the illusion of a 32-ft. setback.

"We managed to kill two birds with one stone," says architect James Leese AIA.

Density. "We got the bonus of more land to build on," adds Leese. The result: an unusually high density of 19.3 units to the acre for the residential portion of the PUD. —S.L.

26 people

tor of land acquisition. Also at Broadmoor, **James C. Manning** moves up to director of development from assistant project manager.

At Costain Florida Inc. (Boca Raton), **Al Koch** is appointed manager of the firm's South Florida branch. Koch was a market analyst for Continental Mortgage Investors (Coral Gables, Fla.). Costain Florida Inc. is a U.S. subsidiary of Costain Ltd. (Toronto).

Larry W. Heglar is named manager of appraisal for The Irvine Co. (Newport Beach, Calif.). He was United California Mortgage Company's (Pasadena) Orange County appraiser for income properties.

George H. Haley becomes a partner in the Toman Co. (Irvine). He is former senior vice president for Bank of America (San Francisco) and was head of its real estate loan department. The Toman Co. partnership includes **Warren Toman**, **John Sickler** and Haley.

Butler Housing Corp. (Irvine) opens a San Diego County operations office in San Marcos headed by general manager **Stanley Sopczyk**. Sopczyk was president of Medalist Corp. (Poway, Calif.).

Alan Vieira is named director of forward planning at J.M. Peters Co. (Newport Beach). Vieira had been owner and president of his own firm.

Hal J. Brignole becomes construction manager for Arbor Home Corp. (Houston). He had the same title at GreenMark Inc. (Houston). Arbor Home is a subsidiary of Village Developers Inc. (Houston).

At Regis Homes Inc. (Newport Beach), **Linda Krucker** steps up from market research specialist to acquisitions specialist.

George L. Argyros and **E. Justin Wilson III** form the Urban Group (Irvine). Wilson, formerly Union Bank (Newport Beach) vice president and manager of the Orange County real estate loan center, is the new company's president. Argyros, who owns Arnel Development (Irvine), becomes the Urban Group's chairman.

Pulte Home Corp. (West Bloomfield, Mich.) appoints **John W. Freemann** vice president/finance, Georgia division. He steps up from acting vice president/finance, Pennsylvania division.

Mike McReynolds becomes architectural coordinator for the Hoffman Homes division of The Hoffman

Group Inc. (Hoffman Estates, Ill.) He was general foreman of roof truss operations for Tri-Co Builder's Supply Co. (Naperville, Ill.), a Hoffman subsidiary.

Paul Kinrade joins Beam Development Co. (Anaheim, Calif.) as construction manager. Kinrade served in the same position at Bergheer Co. (Palm Springs, Calif.).

Nancy Stuckey Evans is appointed director of sales and marketing for the residential development division of Daon Southwest (Dallas).

Robert R. Short is appointed general manager of the Genesee Land Co. (Denver).

CORRECTION

It was incorrectly reported [HOUSING, Aug.] that **George Weinstein** was elevated from president of The Ross Organization to chairman. He had been chairman and was reelected. It was also incorrectly stated that **Howard Pomp**, an executive v.p., succeeded Weinstein. He succeeded **Herbert Ross**. Ross earlier had sold his interest in the company to Wisconsin Real Estate Investment Trust.



“WHEN AVCO COMMUNITY DEVELOPERS BUILT THEIR AWARD-WINNING TOWNHOMES, THEY CHOSE SPACEMAKER™ MICROWAVE OVENS FROM GENERAL ELECTRIC.”

TERRY FONTAINE
 GE CONTRACT SALES REP
 SAN DIEGO, CALIFORNIA

“The magnificent Eastview Condominiums in Rancho Bernardo, California were planned to be award-winners from the start. So when AVCO came to GE for product and design ideas, we knew innovation and practicality were priorities. Naturally, we suggested Spacemaker microwave ovens. The Spacemaker microwave oven is a cabinet-mounted unit with built-in vent and cooktop light. It fits in the place of an exhaust hood and takes up no counter space. It can be installed over an island or pass-through, or, as shown, against the wall.

“At Eastview it is installed conveniently above our 30” self-cleaning slide-in range. The combination of these two units, with black glass doors, brushed-chrome cooktop and black drawer front, eliminates the color change-out problem.

“And, like all GE appliances, the Spacemaker oven is protected by Customer Care® service from GE. So you don’t have to worry about providing appliance service. You can leave that to us.”

When you want practical innovation, follow AVCO’s example. Chances are it will lead you right to General Electric and our over 30 years of service to builders. Call your local GE Contract Sales Representative.



Spacemaker ovens complement the elegant design of Eastview Condominiums.

GENERAL  ELECTRIC

Circle 35 on reader service card

How to squeeze elevators into tight townhouse plans

Kettler Brothers had to shoehorn them into space borrowed from storage areas and bathrooms, as shown at right.

This 20'-wide plan—one of several modified by Lockman Associates/Architects—typifies the townhouse layouts offered at Westover Place, in Washington, D.C. [HOUSING, Nov.].

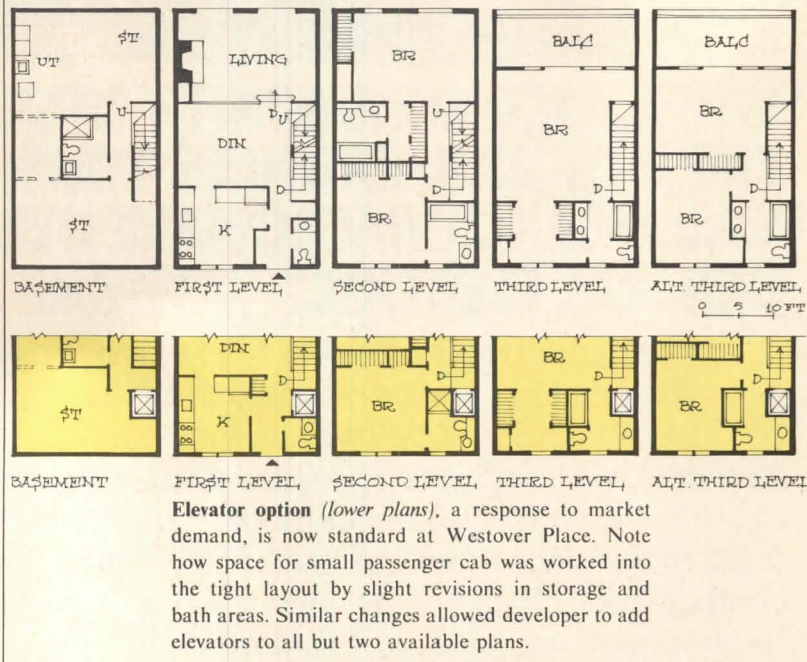
Most of the townhouses, presently selling at about \$105 per sq. ft., have 2,100 sq. ft. of finished space on three levels plus a full basement. So many prospective buyers—high-income career couples and well-heeled empty nesters—indicated they'd like the convenience of an elevator. Demand was so strong, in fact, that two units already under construction were reworked.

"We didn't include them originally because we felt it would be too hard to fit them in," says Charles V. Phillips Jr., Kettler's senior vice president. "And it did take a lot of study to come up with the revisions."

But, he adds, any new plans in future phases of the project will be designed with elevators. —J.R.V.



Typical townhouses where buyers wanted elevators



Elevator option (lower plans), a response to market demand, is now standard at Westover Place. Note how space for small passenger cab was worked into the tight layout by slight revisions in storage and bath areas. Similar changes allowed developer to add elevators to all but two available plans.

Congress stalls IRS ruling on independent contractors

The House has already passed a bill saying that present definitions of contractors and employees would continue in use for tax purposes until December 31, 1980. And the Senate is expected to follow suit.

Lost revenue. The IRS, claiming that it is losing revenues, proposes reclassifying as taxpayers hundreds of thousands of taxpayers who are now considered independent contractors. It wants to impose a 10% income tax withholding requirement.

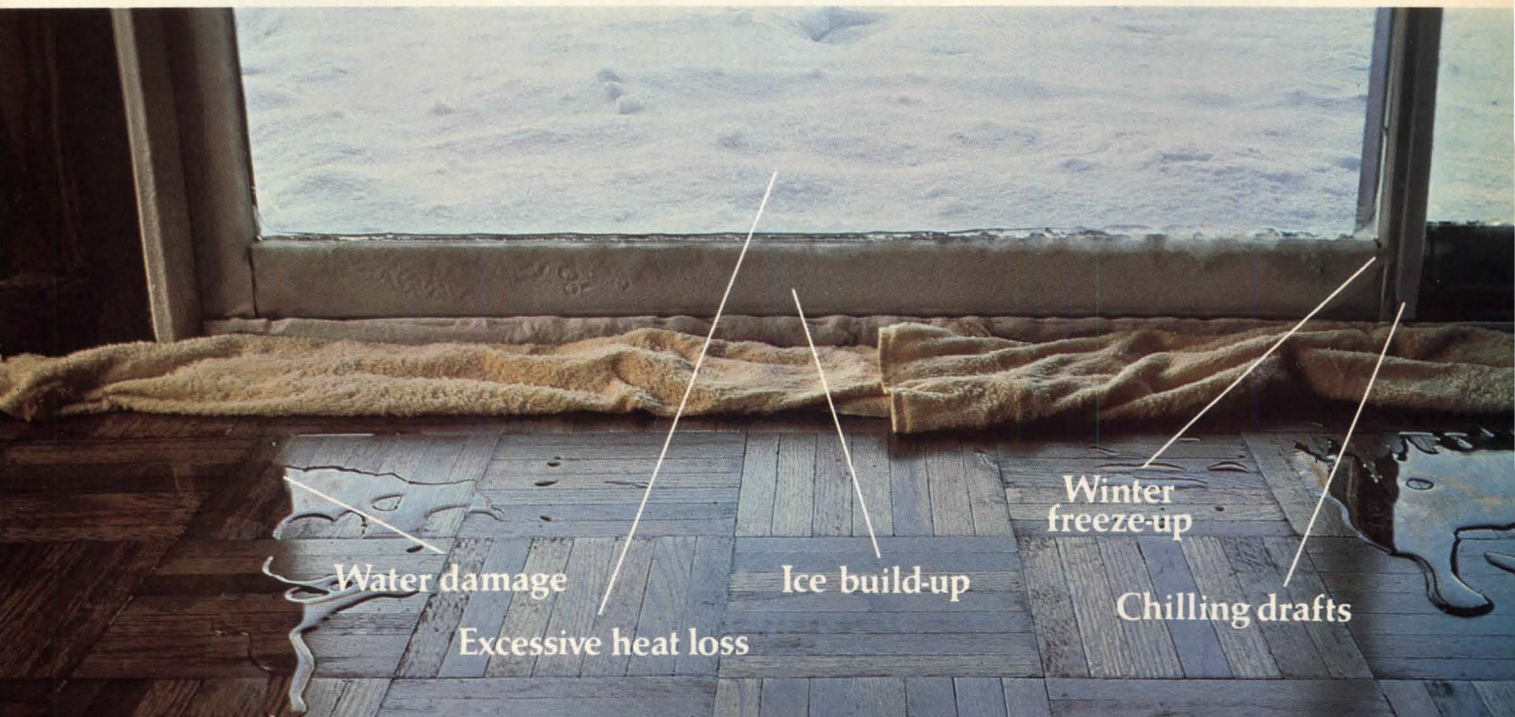
Homebuilders, general contractors, remodelers, real estate brokerage firms, companies using the services of door-to-door salespeople and a wide range of others are concerned that this reclassification would add to their expenses and increase red tape.

Burden. "The reclassification of hundreds of thousands of real estate salespeople would result in a tremendous bookkeeping burden that would cost thousands of dollars more to administer than it would pay in taxes,"

Dr. Jack Carlson, executive vice president of the National Association of Realtors told the Senate Finance Subcommittee on Taxation and Debt Management.

However he did express support for a bill that would provide five criteria to establish if a person could be considered an independent contractor. This bill, which is designed to solve the classification problem permanently, will be considered by Congress in 1980. —W.H.

Andersen replaces an old problem with a new sales opportunity.



Introducing the gliding door that makes changeover easy.

It's never been easier to profit from someone else's mistake.

Because now there's a new Andersen® Perma-Shield® gliding door specially sized to replace worn out, leaky, drafty sliding doors. And the problems that go along with them.

Unlike most wood sliding doors, this new low-maintenance Perma-Shield gliding door fits right into the same rough openings as most six-foot wide metal sliding doors. In most cases, without need for structural changes, reframing or residing.

You can complete the entire job in just hours.




That's good news to homeowners, too. So is the way this new gliding door, made of vinyl-sheathed wood and energy-saving double-pane insulating glass in a snug-fitting design, stops winter cold.

It's built two times more weather-tight than minimum industry air-infiltration standards.

So next time a replacement opportunity knocks, call your Andersen dealer. He's in the Yellow Pages under "Windows." Andersen Corp., Bayport, MN 55003.

The beautiful way to save fuel®

Andersen® Windowalls® 

8106 © Copyright 1978 Andersen Corp., Bayport, MN 55003

Active solar or passive? This house has both

Most solar houses rely on either simple passive design—window size and placement, for example—or elements on active systems with rooftop collectors and storage areas. But the house shown at right uses the best of both worlds.

It was developed by Solar Thermal Systems, a division of Exxon Enterprises, Inc. and built in Foxboro, Mass. to test a number of energy-saving ideas, including a new solar-assisted heat pump. The design was created by the Ehrenkrantz Group of New York City.

Ice maker. A dual-source heat pump linked both to an active solar system and to an outside air source provides space heating and domestic hot water. Here's how it works:

Rooftop collectors gather heat from the sun and transfer the energy to a water storage tank. The heat pump then extracts the energy from the tank and uses it to heat the house or the water (see diagram below).

But there's a twist. The heat pump draws so much energy from the tank that the water turns to ice. Heat from the solar system then turns the ice back into water. Thus, there is an ongoing process of freezing and melting—a physical conversion which re-



leases even more energy than a simple temperature change.

On cloudy days, or when there's not enough solar energy to melt the ice, the heat pump switches automatically to an outside air source. It then functions the same way as a standard heat pump.

Passive design. The house also includes several passive-solar features. "We wanted to show the public all of the passive things that could be done before you ever have to go to active," says Mike Adams, Solar Thermal Systems' residential projects manager. These include:

- Increasing the window area on the south side of the house.
- Reducing total window area from the standard 15% of total floor space to 10%.
- Recessing windows on the west side of the house to minimize the amount of sunlight that comes in during the summer, while letting in more during the winter.

- Placing a deep roof overhang on the south side to shade the sliding glass doors in the summer and let in sunlight in the winter.

- Situating living room and family room on the south side of the house to capitalize on the extra heat in the winter.

Other energy-savers. A number of other energy-saving ideas were incorporated to show the public how to save energy, including:

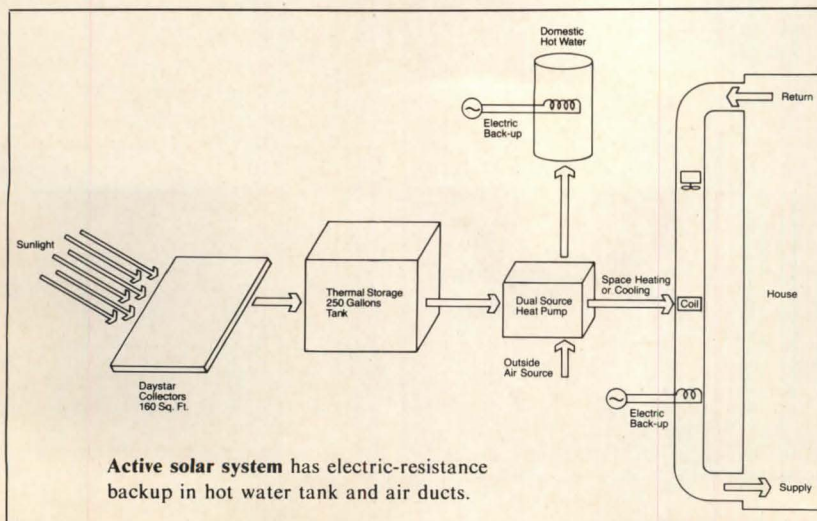
- A vestibule-type entrance to keep hot or cold air from escaping when someone opens the door.
- Glass doors over the fireplace opening to keep heated room air from escaping up the chimney.
- Ceiling fans in the living and family rooms to circulate rising warm air in the winter.
- Double-glazed windows.
- Thick layers of insulation in the walls, ceiling and basement.

One out of three. The Foxboro house, built by Orlando Homes Inc. (So. Walpole, Mass.), is one of three houses built to test Solar Thermal Systems' active-solar systems and ideas. The other two are located in Washington Township, N.J. and Largo, Md.

While all three houses include active solar systems, only the Foxboro house uses the ice-making technique. Sophisticated monitoring equipment is installed in each of the houses to keep tabs on electricity costs, equipment performance, flow rates and total energy consumption.

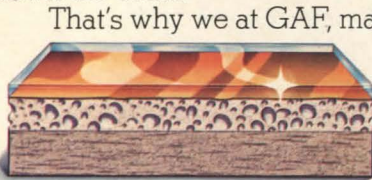
Solar Thermal Systems plans to sell the three houses in 1980, but may continue to monitor the equipment even after the houses are sold.

—STEPHEN LEVIN



After investing thousands in the kitchen to help sell a house, it doesn't pay to cut corners on the floor.

Sure, you may be saving a few extra dollars. But putting a cheap looking floor in an otherwise expensive looking kitchen can send your investment right down the drain.



A cross section of Gafstar® 5400 Series sheet vinyl.

That's why we at GAF, makers of Gafstar® vinyl flooring, want you to know about our floors. Floors that can help mean the difference between just another kitchen and a kitchen that really sells.

GAF's colors and patterns are designed to reflect the quality you put into your homes. But the shining feature of our sheet vinyl floors is that they're no-wax. And these days, with convenience being so important to every home owner, no-wax floors are becoming a must.

Our Gafstar® 5400 Series sheet vinyl is an especially

dazzling no-wax. Because our exclusive Brite-Bond™ finish—a high gloss, urethane coating—is tough enough to stand up to years of wear. And underneath that tough exterior lies a Quiet-Cor® interlayer that provides comfort and warmth underfoot.

But our no-wax floors won't just make life easier for your customers. They'll lighten your work load as well.

For example, our wide widths make installation a breeze. And we have a wide range of designs and earth-tone patterns that make choosing the right floor for the right room a cinch. At prices that even the most economical of builders can live with. So help make your investment pay off. And get the selling strength of our no-wax floors in your corner.



GAFSTAR®
5400 SERIES VINYL FLOORING

This is our year to shine.

Circle 39 on reader service card

For more information or for the name of your nearest GAF Gafstar dealer, call anytime, 800-223-0344. In N.Y. State call 800-442-8169. In metropolitan N.Y. area call (212) 582-7600 ext. 8027. ©GAF Corporation 1979.



America's favorite. Kenmore.

When you're ready to order refrigerators, choose the brand more Americans buy than any other. Kenmore.

Kenmore offers a full range of features, colors, styles and sizes—for the most economical or luxurious of kitchens.

Our name helps you sell.

Your customers know that Kenmore stands for quality, value and dependability. That's why, in addition to being the sales

leader, our refrigerators have the highest brand loyalty.

We've earned our place in America's homes with generations of reliable performance, the latest in design and decor, and real dollar value. When you install refrigerators make sure you choose the ones your customers would pick for themselves. Kenmore.

Kenmore. Solid as

Sears

©Sears, Roebuck and Co. 1979
Contract Sales



housing

PRESENTS...

**The Fourth Annual
California
Marketing
Scene**

A 3-day conference for builders, marketing directors,
sales managers and Realtors

Newport Beach, California
Marriott Hotel
February 25, 26 & 27
March 24, 25 & 26



The California Marketing Scene

An intensive three-day program that will show you what the country's most dynamic housing market is betting on for the early '80's.

**You'll learn in the classroom
and see in the field.**

Specifically:

You'll learn which market segments Southern California builders feel will be the strongest next year...

...And you'll see what kind of housing they're designing for those segments.

You'll learn what type of merchandising appeals Southern California thinks will be most effective next year...

...And you'll see how those appeals are turned into on-site reality.

You'll listen to marketing experts who will explain the Southern California market to you, and show you how to anticipate the same trends in your own market area.

**And this year
you'll have a unique
opportunity to hear from
and confer with
teams of key principals
and consultants
who have created
Southern California's
most successful
current projects.**

Here's what you can look forward to at the 3-day program

You'll stay at the fashionable Newport Beach Marriott Hotel and Tennis Club. And you'll be able to extend your stay either before or after the conference at the same special rate.

You'll attend a reception and cocktail party on Sunday evening.

You'll spend three half-days in the classroom studying marketing concepts and meeting with the area's top marketing experts.

You'll spend three half-days touring new housing projects which will show these concepts put to use.

You'll attend a cocktail and dinner party Tuesday night—along with many experts and top local builders and developers.

And as a special bonus you'll receive a full set of audio cassettes of the classroom presentations.

Please note: The nature of this conference makes it imperative that we limit our enrollment.

Otherwise there would not be sufficient opportunity for you to talk with the experts or to study the models.

So registration 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 conference you wish to attend. Last year we were forced to turn down several late registrations, so we urge you to register as soon as possible.

You'll hear from these marketing experts, and others too.

Dr. Alfred A. Gobar is President of Alfred Gobar Associates, the country's best known and most widely respected real-estate research firm. As both an economist and market analyst, he has particular expertise in the interrelated areas of market and economic feasibility, and his company works with both residential and non-residential development. Dr. Gobar is the creator of THE HOUSING DEMAND INDEX which appears quarterly in Housing.

Barry A. Berkus, AIA, is president and founder of Berkus Group Architects, a 20-year-old firm with headquarters in Santa Barbara, California and offices in Santa Ana, California and Washington, D.C. Mr. Berkus, a leading architect in the housing field, is a member of the AIA and the Urban Land Institute and a past member of the subpanel of the National Academy of Sciences reviewing certification of new building technology.

Lester Goodman is president of his own marketing services company, Lester Goodman Associates, based in Brea, California. The firm specializes in marketing planning, research and consultation for housing developers, builders and lenders. Mr. Goodman has almost 25 years of housing experience, over 30 years as a marketing specialist. He is on the Board of Trustees and is a past president of the Institute of Residential Marketing of NAHB, which supervises a college level educational program for industry professionals. He is now teaching that program at California State University in Orange County, California.

William E. Mitchell is executive vice president of Weatherfield Homes, a housing company currently building in California's Los Angeles County and 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.

Walter J. Richardson, FAIA, is president of Richardson-Nagy-Martin, the 21-year-old Newport Beach, California, architectural and planning firm. The firm has projects in 25 states and four foreign countries and has received over 30 national and regional awards. Mr. Richardson is a registered architect in ten states and has headed his own firm since 1958.

He is a former chairman of the American Institute of Architects' National Housing Committee and a former president of the Orange County Chapter of the AIA.

Carole Eichen is president and founder of Carole Eichen Interiors Inc., one of the first firms in its field to stress a warm, lived-in look for production-house models. In the 14 years since she began her design practice, she has designed more than 11,200 room settings for some of the country's leading homebuilders. A member of Housing's board of contributors, she is also the author of "How to Decorate Model Homes and Apartments," published by Housing Press.

Mark Graham is vice president director of consumer research at Market Profiles, a market research and market planning firm based in Irvine, California which conducts feasibility studies recommending product design concepts that optimize development and construction opportunities, and provides marketing consultation on merchandising and sales programs. For 5 years prior to joining Market Profiles, he was the manager of the market research department for the Irvine Company. Mr. Graham has been involved in consumer research for 15 years.

To see how to register, please turn the page

a housing conference

The California Marketing Scene

How to register

Please complete and return the coupon below to:
Seminar Dept., Housing
1221 Avenue of the Americas,
New York, New York 10020

Or you may register by calling (212) 997-6692.
All registrations will be confirmed by mail.

Fee

Individual registration fee — \$895
Additional fee for your spouse — \$195

The full registration fee is payable in advance and includes all cocktail parties, lunch on 3 days, a banquet and a full set of audio cassettes. Your spouse is invited to attend all cocktail parties and the banquet.

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

Housing has arranged with the Marriott Hotel in Newport Beach to hold a special block of rooms for California Marketing Scene attendees. You can reserve your room by phoning the Marriott directly at (714) 640-4000.

Please be sure to say that you are attending the Housing conference. This will identify your reservations with the block of reserved rooms, and assure you of the special rate. If you wish to arrive before or stay after the conference dates, the special rate will apply. Please make your reservations promptly as space is limited.

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. Conference Sessions start at 9:00 a.m. on Monday, and 8:30 a.m. on Tuesday and Wednesday. The program will end 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.
Housing
1221 Avenue of the Americas
New York, N.Y. 10020

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

- February 25, 26 & 27
 March 24, 25 & 26

- I enclose a check for
 \$895 for my own
registration
 \$195 additional for
my spouse
 \$_____ for additional
representatives from
my company

Name _____
Title _____
Company _____
Address _____
City _____ State _____ Zip _____
Phone _____
Signature _____

Additional registrations
from my company:

Name _____
Title _____
Name _____
Title _____



AIR PRYNE

Air Pryne— Aerodynamic with Five New Models!

PRYNE—known for innovation and top performance in handling air—gives its air line a jet boost with 5 new quiet quality fan, fan/light and range hoods. They're aerodynamic with sleek, smart styling for kitchens, baths and utility rooms... with exclusive homeowner benefits like one-piece molded construction that absolutely eliminates air leaks and rattles, moisture buildup and rust. Dampers are rattle-proof. Bath fans are specially built to withstand high humidity. All Air PRYNE products install fast and easily... and they are competitively priced!

Check the 5 new models. See your Electrical Distributor or Lighting Showroom. Or contact Rittenhouse-PRYNE for an eye-opening look at the other PRYNE products and the complete line of Rittenhouse Radio-Intercoms (the fabulous new Star System 9000 is the industry best-seller!), Door Chimes, Smoke Detectors, Security Systems, Emerson Ceiling Fans, Humidifiers, Attic and Whole House Ventilators. Every one's a help in selling a house!

1. Fan/Light Combination—Ceiling (50 CFM). V218.
2. Infrared Heater/Exhaust Fan—Ceiling (60 CFM). H5101.
3. Infrared Heater/Exhaust Fan—Ceiling (60 CFM). H5105.
4. Bathroom Exhaust Fan—Wall or Ceiling (50, 60, 70 CFM). V129, V120, V133.
5. Range Hood VH1800, ducted 190 CFM, 6.5 Sones.

**Air Pryne—the world's quietest,
most efficient air line.**

Rittenhouse-Pryne



Rittenhouse Division, Emerson Electric Co.
Honeoye Falls, N.Y. 14472 (716) 624-1400.
Western Region Distribution Center:
16326 Bloomfield Avenue, Cerritos, Ca. 90701
(213) 926-0831.

Circle 45 on reader service card

MAKE YOUR
SALES OFFICE WORK
HARDER WITH

THE THEME SELL

“A theme helps prospects remember you. It gets people talking and builds traffic.

“A theme is essential in a tough market or in one where much of the product is similar.”

So says Kent Colburn, who puts together marketing packages for U.S. and Canadian builders (*for an example, see p. 56*).

On the next twelve pages you'll see six examples of theme sales offices that help sell houses. They show:

- How using a theme can point up a project's strong suit (*pp. 52 and 58*).
- Or how it can compensate for a weak one (*p. 56*).
- How a theme can reassure uneasy prospects (*pp. 48 and 50*).
- And how a theme can help seduce discretionary buyers (*p. 54*).

The six offices also offer good examples of ways to keep sales office costs in line.

All are recyclable, for one thing. And the furniture in them is either reusable, easily saleable or didn't cost much in the first place.

But there's one place smart merchandisers don't cut corners, and that's when it comes to displays.

In fact, displays and brochures are so important that we've included some extra ideas on how to design them in an “Idea Center” section. It starts on page 59.

—BARBARA BEHRENS GERS



Nostalgic sales office (*above*) is at Woodbridge Grove, Irvine, Calif.



WOODBRIDGE CROVE

This window is the first thing prospects see. What they see next is shown on the two pages that follow.

TURN THE PAGE
FOR MORE ON
SALES OFFICE THEMES



Nostalgia eases families into attached housing

The families are young move-ups who'd ordinarily buy detached houses. They need reassurance that they'll get privacy and quality construction in a duplex or fourplex.

"That's why we created a Victorian veranda atmosphere," says Julie Barnett, director of sales and marketing for the Akins Company, Tustin, Calif. "It shows that we respect traditional values."

The lawn-style furniture and massed plants also remind shoppers that the project is in an old eucalyptus grove. (Thus, its name—Woodbridge Grove.) And the white furniture keeps the sales office looking fresh. Says Barnett: "We needed something that could look brand-new over a two-year sellout."

As it happens, the office won't be needed that long. After 14 months, all but a few of Woodbridge Grove's 163 units are sold. Prices ranged from the low \$90,000s to over \$120,000.

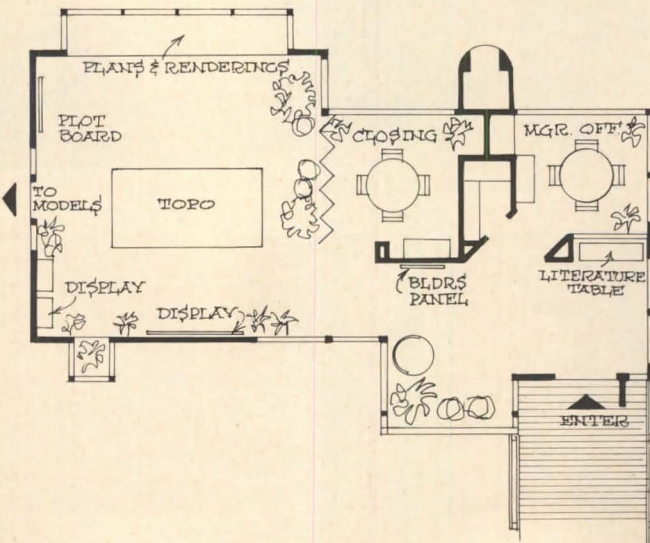
When all the homes are sold, the office will be moved to a new location and reused—not for the first time. The movable building was designed originally for the builder's Woodbridge Crossing project [HOUSING, Feb. '77].

What it cost. Revamping the structure: approximately \$11,000. (Original construction cost: \$30,000.)

Displays for the sales office: \$19,200. The biggest single expense: \$8,700 for the topo table.

Sales office upkeep: \$3,223 per month. That's for plants, cleaning, utilities and landscape maintenance.

Sales complex landscaping: \$30,000.



Sales office plan (left) shows how prospects are routed past an oversized topo table (photo right) on their way to the models. This table, which merchandises the project's single-family-type streetscape, is the focal point of the office. Round closing room table (photo, previous page) has been replaced by a desk to give sales manager better visual control of traffic. Sales office designer: Motivational Design and Marketing. Topo table: Glenn Johnson.



Cozy sitting area (*left*) with its old-fashioned birdcage, is an inviting place for prospects to wait for salespeople on high-traffic weekends. The birdcage also contributes to the nostalgic atmosphere. It and all the other furnishings will be reused or auctioned off after sellout.

Sales office entry (*below*) has broad steps lined with white wood railings to give the effect of an old front porch. This treatment softens the contemporary lines of the structure, which was designed by architect Paul Thoryk of San Diego. Landscaping is by Frank Radmacher, Tustin, Calif.



PHOTOS: DAVE ROSS



Rustic look promises a relaxed lifestyle

"Our prospects are young and easily intimidated," says Bill Brown of Brownstone Development. "We try to overcome their fear of home ownership by getting them to associate Country Haus with a carefree life."

The condo project is small in scale—64 units—but its suburban Houston location could hardly be called country: It's in an area rapidly filling up with office complexes and shopping centers.

To introduce a rural feeling, Brown uses a portable farm building (*below right*) for his sales office. Inside, it has an informal look that sets first-time buyers at ease (*right*).

Note the casual round closing table, for instance, and the corduroy-covered couches (*photo, far right*). The final touch: The brochures are handed out in canning jars labeled "preserving life at a country pace" (*above*).

(The canning-jar idea came from The Ragsdale Group, Houston, which handles the project's advertising.)

Flats at Country Haus are priced from \$39,000 to \$53,000. About 25 have closed to date.

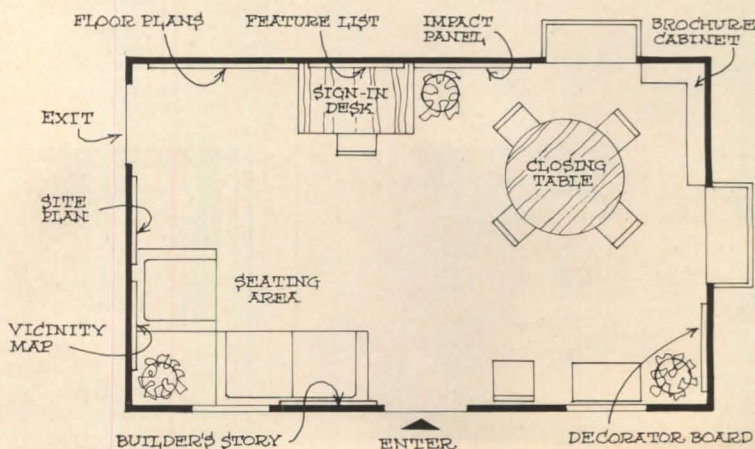
After all the flats are sold, the sales office will have an unusual second use: Brown plans to move it 80 miles out of town and turn it into a real country house.

What it cost. The wood-frame structure cost \$2,700. An additional \$3,000 went for improvements—punching holes for windows, paneling, etc.

Displays: \$6,000. They were designed and produced by The Quest Corp., Houston.



PHOTOS: ROBERT PALMER





Low-key closing area (*left*) relaxes young buyers. Rough-sawn siding on walls gives prospects a foretaste of project's exteriors. Greenhouse windows also echo what's offered. Blue-denim-backed displays are framed in redwood. Logo panel is etched glass.

Comfortable couches (*below*) are tucked into a corner of the office. Loft area above is used for storage.



Barn-like sales office (*right*) introduces the country-lifestyle theme. Note the billboard that mimics a rural-route mailbox.

Sales office plan (*left*) squeezes everything into 360 sq. ft. Traffic flows past receptionist's desk and floor plans, then out a side door. Closing table is placed out of the traffic path—the only way to provide a measure of privacy as the office is too small to partition. Sales office layout: The Quest Corp.





Seaworthy sales office suits a waterfront site

All of the condos at Palmer Point, Cos Cob, Conn., come with first refusal on a dock slip. And most of them feature views of the water. So why not sell them in a 42-ft. trawler-type yacht?

This attention-getting sales office takes advantage of both drive-by and sail-by traffic.

"It can be seen from a nearby interstate highway," says marketing director Bill Fox of Collins Development Co., Greenwich, Conn., "and it's tied up at the gas dock, so anyone who comes in by boat sees us, too."

A quarter of the buyers already own boats, and most of the others are thinking of acquiring one—not unusual for singles and couples affluent enough to pay an average of \$169,000 for a condominium.

"Buyers aren't from a single age group," says Fox, "and even the older prospects enjoy climbing down the ramp to get to the boat."

"The only problem has been upkeep. You need someone with boating know-how to keep everything in good working order. And we made the mistake of putting down carpet in the saloon. We've since ripped it up and restored the original wood flooring."

What it cost. The seven-year-old boat was purchased for \$75,000. The company intended to recover some of the cost by selling it, but instead will use it at another waterfront project.

This move should take place within a year: 40 of the 74 two-level condos have already been sold.

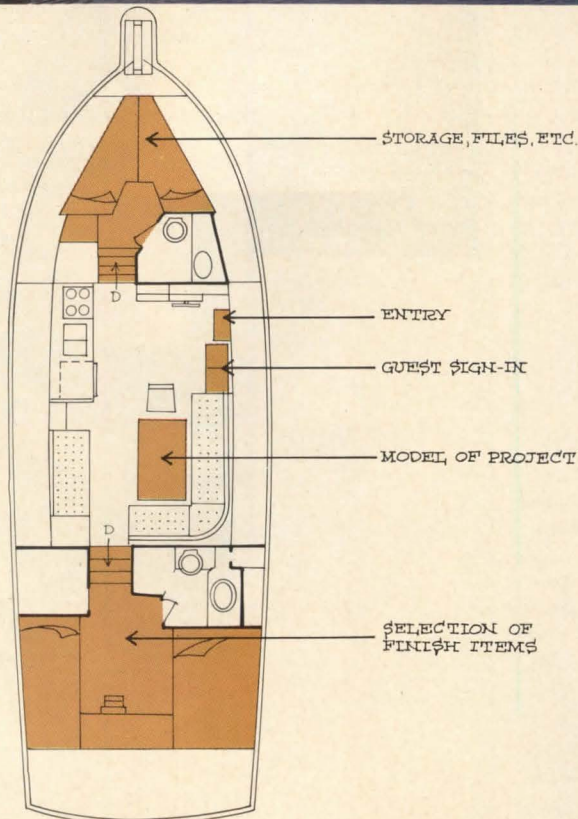


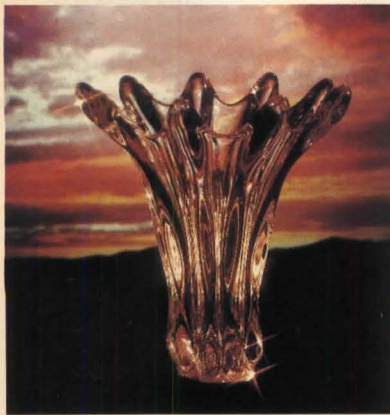


PHOTOS: MARTIN TORNALLYAY

Floating office (above) is identified by logo on a sail. (Design: Layng Martine of Martine & Co., Greenwich, Conn.) The boat's position was changed for purposes of photography: Ordinarily, it's parallel with the buildings. That's so prospects can sit at the scale model and look out the window at the real thing.

Boat's saloon (photo left, plan right) serves as the sales area. The scale model was built by the project architect—Do. H. Chung of Greenwich, Conn.—for a presentation before the zoning commission. So there was no additional cost for sales office displays. Although the model doesn't show the brick exteriors of the project as built, it does represent the site plan accurately. The table it sits on is part of the boat's standard equipment, as is built-in seating. Boat's forecabin is used for storage space. A large storage area is not needed since the builder's office is only a few minutes away. Aft stateroom is used for materials selection.





Crystal-clear message snares the super-affluent

"When prospects sink into the Oriental rugs, then see the French crystal vase (above) on the receptionist's desk, they know right away whether they can afford a house," says Mary Ann Gould, vice president of sales and marketing for The Bergher Co., Santa Ana, Calif.

The project, Sandpiper, is in Palm Springs, and prices for a duplex or detached house start at \$300,000. So buyers are well-heeled. In fact, all 20 who've bought so far are either corporation presidents or board chairmen.

"This buyer expects unquestionable quality," says Gould. "So we associate Sandpiper with expensive crystal." The models are named Waterford, Steuben and Regency, for example. (Special arrangements were made for the use of the names.) And a piece of the appropriate crystal is hand-delivered to each buyer.

The sales office is in a standard-size garage—at Sandpiper that means space for two cars plus a golf cart. Nothing is built in, so restoration costs will be minimal.

What it cost. The biggest single expense—\$8,750—was for the custom-ordered furniture. But this was purchased with a buy-back guarantee from the manufacturer.

Some other costs: \$5,700 for crystal, (gifts and sales office accessories); \$4,900 for sales office construction; \$3,400 for topo display.



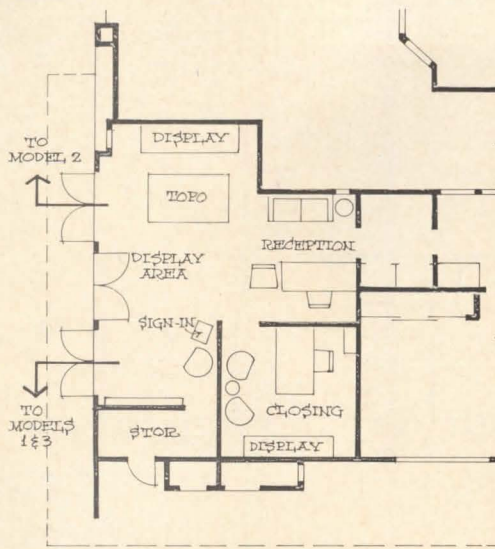
PHOTOS: JOHN BARE



Sales office furniture (left and below) is in traditional style that prospects feel comfortable with. Oriental rugs over thick carpeting give office a luxurious feel underfoot, as well as an expensive look. Display cabinet for hand-painted renderings (below) was custom-designed. Crystal given to buyers is also stored there. Topo by Glenn Johnson sits on a parquetry table.



Formal closing room (left and above) has imposing desk rather than a round closing table. The reason: Buyers are used to talking business and want to deal with someone who commands respect. Note the sherry stored in the closing-room cabinet. It's poured for shoppers out of a 15th-century Italian wine server (at upper corner of desk in photo at left). Non-imbibers get coffee in china cups.



Sales office plan (left) shows how much area is given over to display space: There's only one closing room. 'Topo' table is directly inside entry, so prospects can't miss it. Office is in garage of a model house. The alcove where renderings are displayed (photo above) is golf cart space.



Gold rush theme transforms a barren site

"It was just a flat field full of buffalo grass. Now there's a scene right out of an old-time mining camp."

That's how Kent Colburn describes the sales complex at Prospector's Point, a U.S. Home/Witkin Division project northwest of Denver. (Colburn's firm, KRC Communications, planned the landscaping, signage and promotion for the project.)

"There are old mines nearby so the theme is a natural," says project manager Blanche DeWolfe. "Yet it's novel enough to pull prospects away from all the condo activity southeast of the city."

In fact, the project caused a gold rush of its own. In each of the first four weeks of sales a one-ounce gold coin was given away. Since the promotion coincided with soaring gold prices, traffic reached 150 a weekend.

The result: 37 units sold in 36 days, mostly two-bedroom flats with 954 sq. ft., priced between \$38,000 and \$50,250. The market: young first-time buyers.

"Young shoppers get a kick out of the sales office," says DeWolfe. "It's fun, yet it looks inexpensive, so they don't feel we're out of their league."

What it cost. Sales office interior decorating cost less than \$3,000. That includes wall and window treatments, flooring, light fixtures, furniture and all accessories.

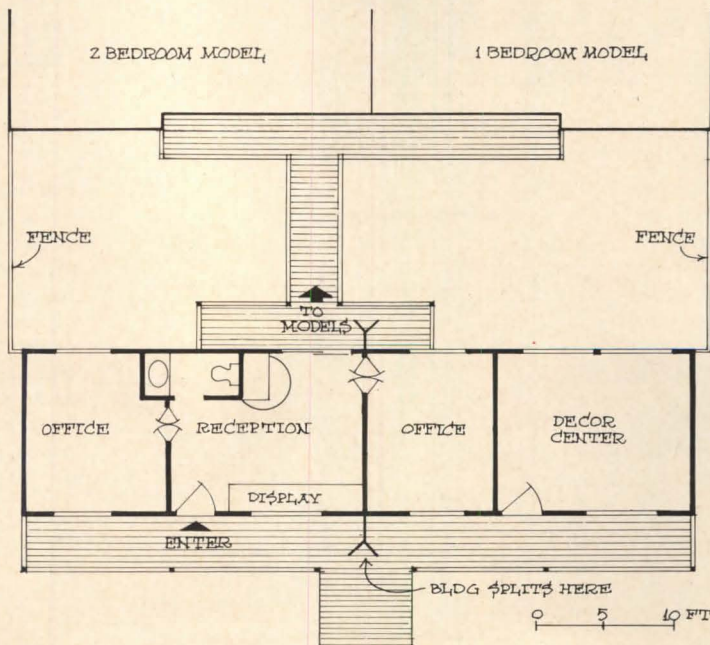
The wood-frame sales office and the adjacent building housing two prototype units cost under \$70,000 to construct. Both structures can be moved and will be used again.

Landscaping expenses included buying river rock for the simulated dry creek beds, then placing each rock by hand. Total cost: \$10,000.



Dry-gulch landscaping (above) not only mimics a mining camp, but is designed to require little maintenance. Enough water condenses on the rocks overnight to nourish the hardy native plants.

Sales office plan (left) brings traffic quickly past displays and out to the models. Salespeople monitor arrivals through front windows. The main sales area is a compact 154 sq. ft. The building is 48' long and was designed to be movable. Not only that, but it can be split into two smaller structures at the point indicated in plan (left). Building was designed by Dennis Schlachter of U.S. Home.



PHOTOS: FRED LOND



Wooden sidewalk at rear of office (*above*) funnels prospects into models. Using separate two-unit prototype allowed U.S. Home to open sales two months before completion of first 12-unit building. Other benefits: lower upkeep and more controlled traffic pattern.

Sales office displays (*left*) suggest a miners' dance hall. Note the Mae West doll, old liquor bottles and other accessories. Saloon-style swinging doors on the closing offices (*not shown*) carry out the theme. Model names recall precious metals, as does topo display framed in brass and copper. Topo sits on an electric-company spool.



Country store sells a PUD as a hometown

"Our buyers are families who enjoy community activities. They get involved in boy scouts, sports teams—the whole works. So the idea of living in a small town has a lot of appeal for them."

So says Dick Michaux, director of marketing for The Burke Center Partnership, Fairfax, Va.

The buyers—1,607 of them in two years—are leaving older Washington D.C. suburbs like Arlington, Va. to move to Burke Center, a 1,400-acre PUD in Burke, Va.

"To reach us, prospects drive down a two-lane road through the center of Burke—a crossroads with a couple of stores," says Michaux. "We reinforce the rural atmosphere by putting a produce stand at the project entrance. And we even grow corn next to the sales office."

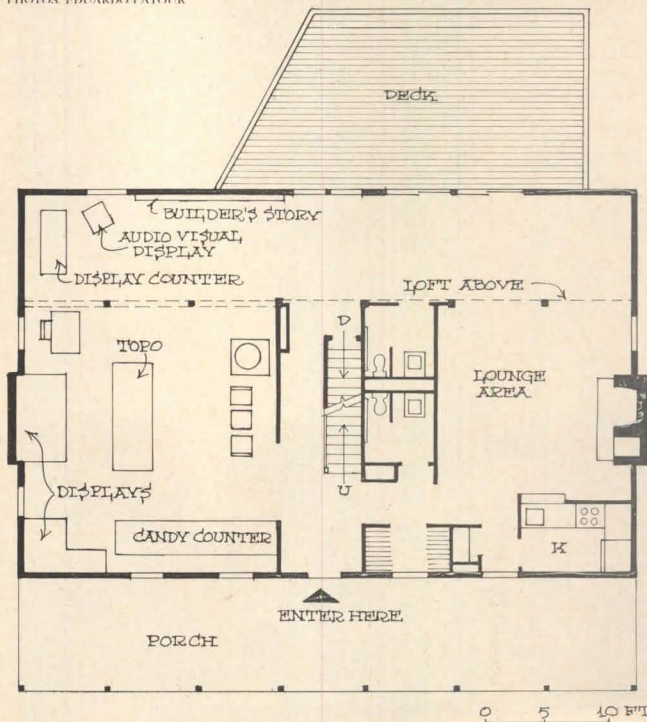
The office looks like the house of a prosperous farmer, down to rocking chairs on the front porch. Inside: the ambience of an old-time general store.

What it cost. The bill for antiques came to about \$10,000. They were used for displays (photo, above right) and to furnish a lounge area (plan right).

Sales office designer: Design and Production Inc., Arlington. The firm also designed and produced all displays. Fee: \$30,000.



PHOTOS: EDUARDO LATOUR

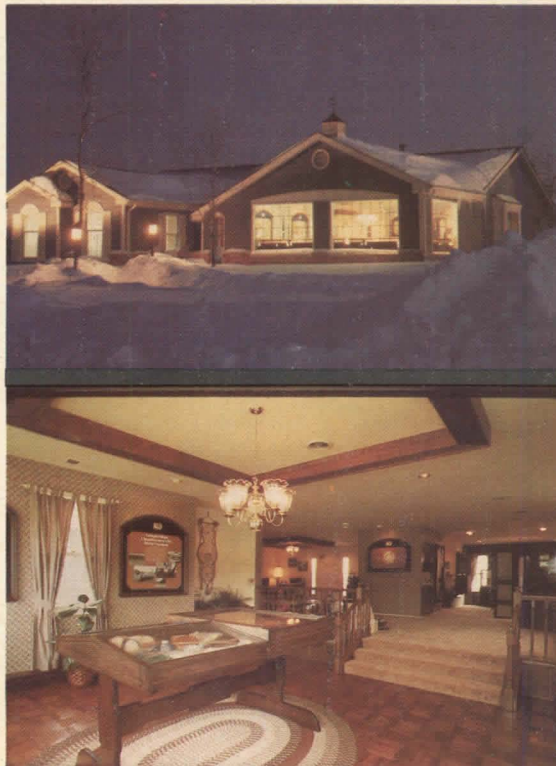
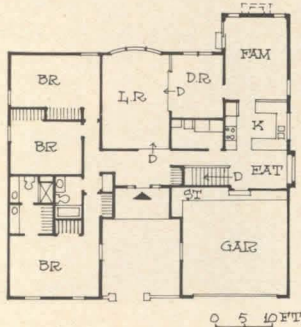
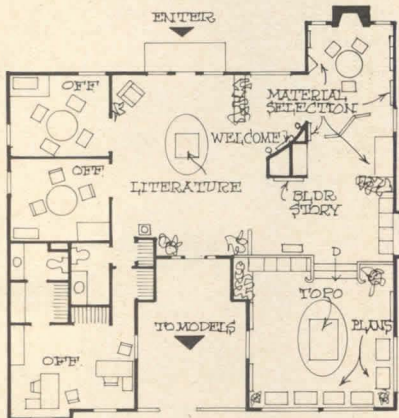


Mock country store (above) is main area of the sales office. Welcome-home sign (photo far left) greets prospects. Candy counter (left rear) is the reception desk. An antique vitrine that was once used by a 19th-century merchant to display valuables was turned into a topo table.

Sales office plan (left) encourages prospects to look at the topo table first, then move on to displays introducing the 20 companies building in Burke Center. After examining the builder display, prospects exit through the same door they entered, next to the receptionists' desk. The reason: so they can be given price lists and maps to the models of the builders they're most interested in.

IDEA CENTER

Here's a mixed bag of merchandising tips and methods. Check it out if you're looking for ways to put more sell in your sales office.



Presenting... the whole-house sales office

It's in an 1,823-sq.-ft. ranch at Heritage Homes of Lexington Village (Schaumburg, Ill.). The sales strategy: Appeal to move-ups with a homey office (*photo left*).

"They don't like a hard sell," says Lexington Development Co. vice president Bill Maybrook. "We made the displays attractive, but don't trap prospects into looking at them."

Sales office design: Design Form Exhibit, Sycamore, Ill. The house can easily be restored and sold (*plans, far left*).

Playing the name game #1

Would you buy a house labeled "The Saloon" or "The Train Depot?" The Gunston Hall Company of Newport Beach, Calif. thinks their prospects will. The name of the project? Main Street West.

How coffee cups can hold a prospect

China cups and saucers will make your prospects stay put while they drink their coffee, giving your salespeople a chance to talk to them. Disposable cups, on the other hand, leave them free to take their coffee and walk away. This tip comes from marketing consultant Lester Goodman of Brea, Calif.



When is a plant worth a thousand words?

When it helps you remember a project called "The Gardens." That's why masses of greenery were used to accent the sales office displays for a patio home project priced from the low 60s. Builder: Monarch Homes Inc., Houston, Tex. Sales office designer: The Quest Corp., Houston.

Redo idea: This display replaces an outdated topo

And it provides seating space to boot.

"The sales office was ten years old and the topo had to go," says Walter Browder, vice president of the Pardee Construction Co., San Diego. "To replace it would have cost a fortune."

"So we developed the box concept. It accents the light fixture, which was already there, and gives us space to display amenity photos showing that 'good things are happening'."

The office is at Mira Mesa North, a single-family project in San Diego. Prices start at \$84,950.



Selling prospects after they've gone home

"Try a brochure that shows color photos of the model interiors," says Joe Smith, director of sales and marketing for Avco Community Developers, Laguna Niguel, Calif. "A couple who's spending a lot of money won't buy on their first visit. They talk about the decision with friends and compare you with the competition. Color photos help them remember which model they liked most. Photos also help them visualize spaces— something most people can't do from a floor plan."

Smith uses such brochures at Rolling Hills, a single-family project in Laguna Niguel priced from \$150,000. The cost: \$3.00 to \$4.00 each, depending on quantity ordered.



RICK KELLEY

Shopping by color uncomplicates building plans

There are eight flats to a floor at The Olive Trees Condominiums, Naperville, Ill. So the color code that matches floor plan to building layout (*display above*) is an important sales tool. "The bright colors help make the sales office cheerful, too," says Rick Kelley, president of the Jonric Design Group, Arlington Heights, Ill. His firm produced the display. The Olive Trees is a condo conversion by Property Concepts Inc., Downers Grove, Ill.

Playing the name game #2

For an ear-catching moniker, two projects draw from the well-known board game "Monopoly."

There's Bennington Park Place in Memphis, Tenn., which advertises "It's your move." The copy reads "Now you can win the home game."

The name also draws attention to the single-family project's location near a local park.

Developer: Whitehead Properties Inc., Memphis.

And there's Boardwalk, a high-rise condo conversion in Chicago. The image: the most sought-after property on the board. Converter: Boardwalk Venture Inc.

Courtesy can merchandise subs' expertise

A thank-you placard in each Osprey Homes sales office lists subcontractors, suppliers and consultants by name. Since many prospects or their friends have used the same firms for home improvements, the acknowledgment builds confidence in the Osprey Homes' product. The company, which is headquartered in Ft. Collins, Colo., is currently building three residential projects. (At right: another Osprey idea.)

How to take the mystery out of landscaping prospects can't see

"We cover an entire wall of the closing room with photos of 150 plants buyers can select," says Reid Rosenthal, president of Osprey Homes (see also idea at left). "We show mature aspens, junipers, etc., so buyers can visualize the result of their choices." The attention-getting photo wall, a feature at each of the builder's three projects, also points up that a landscaping package is included in house price.



Scale model is a psychological sell

"Prospects identify with the little houses," says Mike West, vice president/sales of Lusk Homes, Irvine, Calif. "And the topo gives them a better idea of the eventual streetscape than they'd get standing out on a lot." When anyone signs a contract, Lusk holds a little ceremony where the buyers place a "sold" button on the scale model of their house. "It sounds corny, but it really bolsters the commitment to buy," says West. The topo table, by Crockett and Associates, Costa Mesa, is at Lusk's Coral Cay in Huntington Harbor [HOUSING, Aug. p. 64].

Poster-style brochures...

"They can be effective if your project is unusual or if it's aimed at young adults or families with teenagers." So says Bob Clay of Clay Publicom, Irvine, Calif.

How it works: One side of a 20'' x 30'' poster shows artwork incorporating the project name and theme. On the back: floor plans and other sales information.

Clay designed two poster-style brochures for the Charter Development Corp., Tustin, Calif.

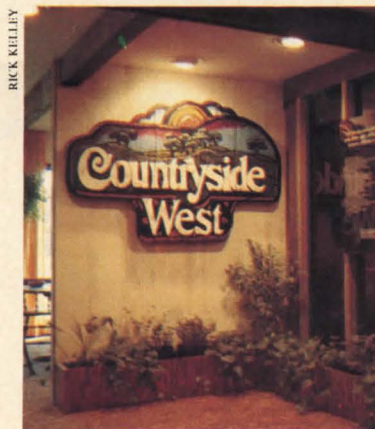
...or invisible ones?

"Hide brochures," says consultant Lester Goodman of Brea, Calif. "That way people have to ask for them—and start talking with a salesperson. Moreover, a prospect who's handed a brochure right away may be too distracted to become emotionally involved with your models."



This map tells more than location

The 1890s bicycle shape framing the vicinity map at left reinforces the sales office theme—a look into the past. Other displays follow suit—e.g. a builder story illustrated with old-time tools. Project: The Highlands, Houston. Builder: Monarch Homes. Display: The Quest Corp.



This logo gives more than the name

"It hits prospects in the eye when they step into the sales office and makes them think they've come across something really exciting," says Rick Kelley. Kelley's firm—the Jonric Design Group, Arlington Heights, Ill.—manufactured the display at left out of layers of plywood and particleboard in different thicknesses. The single-layer project is in Lake Zurich, Ill. Builder: the Illinois Division of U.S. Home.

Housing '80: Tough going... but for how long?

Separating this downturn from all others is its complexity. For this time housing's fortunes are more closely entwined than ever with the nation's major problems—inflation, energy and the dollar. And, to ice the cake, it's happening in a Presidential election year. All of which accounts for the wide range of opinions on what's going to occur—and when.

Recession and higher unemployment are, of course, virtually guaranteed by the Federal Reserve Board's hard-line money stance. At this point, however, only the Fed knows how long the credit clampdown will last—and it's not talking.

So this is a pick-em situation. Pessimists see tight-money conditions for 12-18 months. Optimists look for an easing of credit restraints in the first half of '80. Either way, housing takes a fall.

Here's the damage so far:

Mortgage rates have zoomed to 12-13% nationally (higher in hot markets). The thrifts, hit with disintermediation, are shutting off new loans and commitments. Also drying up is the pool of qualified buyers, done in by higher financing costs and/or tough new borrowing terms.

And here's the outlook:

Total starts, depending on whose crystal ball you use, will drop 6% to 45% from this year's 1.6-1.7 million level.

The National Association of Home Builders (traditionally a low-ball caller) paints the bleakest possible picture: 1,065,000 starts—809,000 single-family and 256,000 multifamily. Its bright-side forecast, however, calls for a 27% higher starts total: 1,353,000—920,000 single-family and 432,000 multifamily. By contrast, George Christie of McGraw-Hill Information Systems Co. calls for 1.6 million starts—1.1 million single-family and 500,000 multis.

House prices will continue to rise in '80, but at a slower rate. The median: \$66,600-\$69,800, up 4-9% (vs. this year's 15% jump).

Resales, most observers agree, will skid next year. Not so, say Realtors who expect to move 3.7 million existing homes, just a hair off from the '79 total. The median price (up a record 15% this year) will climb 11% to \$62,000.

Mobile homes may be a sleeper. Coming off a so-so '79 (shipments of 280,000) and despite growth projections of only 3-5%, mobiles could get hot in a down year for site-built housing. Main cause for optimism: newly-lifted loan ceilings, longer payback periods and the trend to conventional subdivision development.

The downturn's shock waves will be felt nationwide. However, some regions—because of their strong economies—will be more insulated than others.

California, blessed with high employment, is probably best positioned. Other western states are in good shape, too. And the Sunbelt, with its steady in-migration and year-round building, should also hold up well.

But casualties will be high in older parts of the country—notably the Midwest and Northeast. Reason: When manufacturers start cutting back in the coming recession, these heavily industrialized areas will take the hardest blows.

Absent in this down cycle, however, is a bulging inventory of unsold houses. Which should help pave the way for a quick recovery when the crunch ends.

Indeed, says California-based marketing expert Ken Agid, "Once money becomes available again, you will see an explosion in both pent-up demand and prices that will be equal to or greater than the big surge in '76." —BILL MULLIGAN

FEDERAL RESERVE NOTE

THE UNITED STATES OF AMERICA

THIS NOTE IS LEGAL TENDER FOR ALL DEBTS, PUBLIC AND PRIVATE

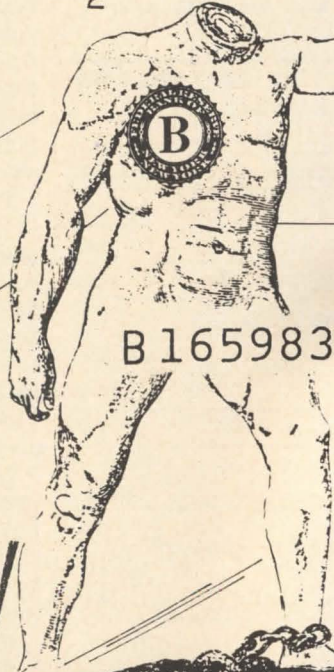
B 2

B 59227915 F

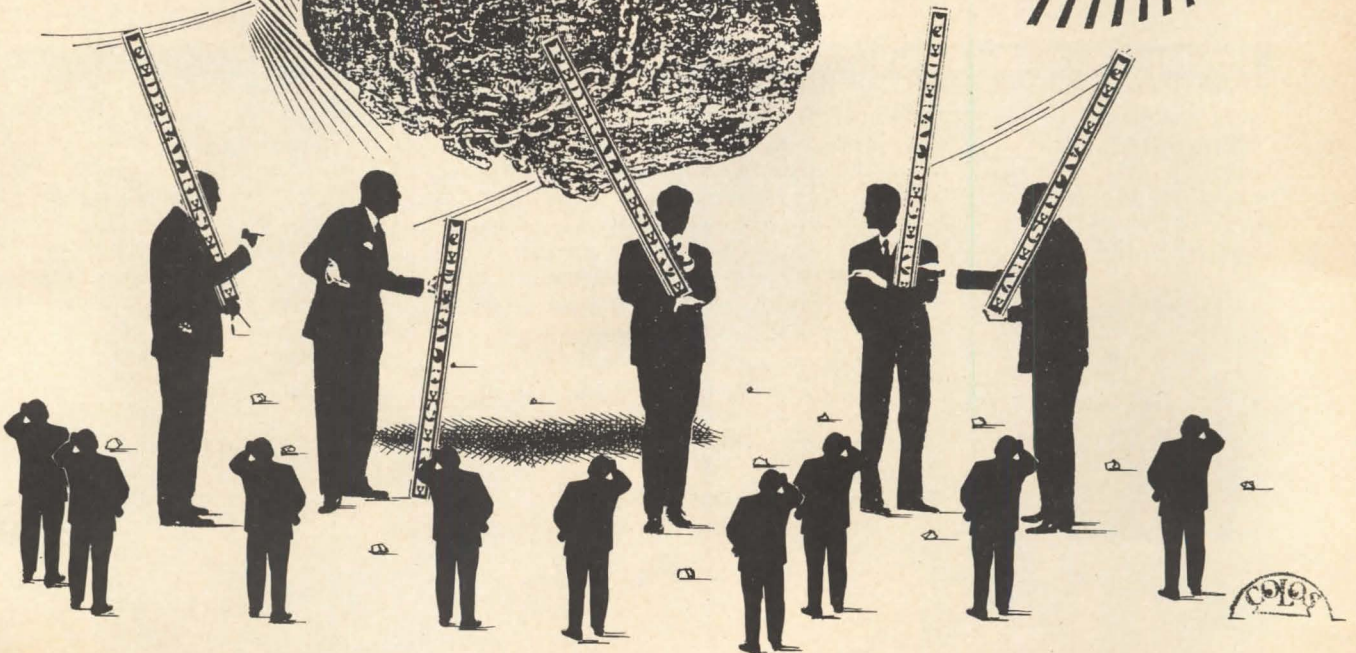
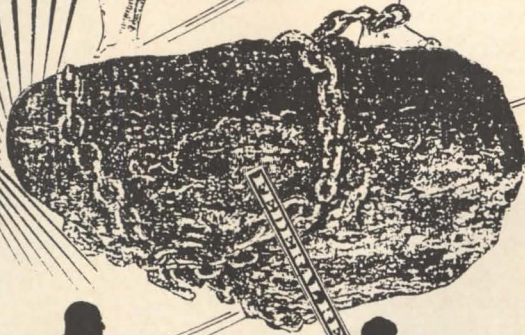
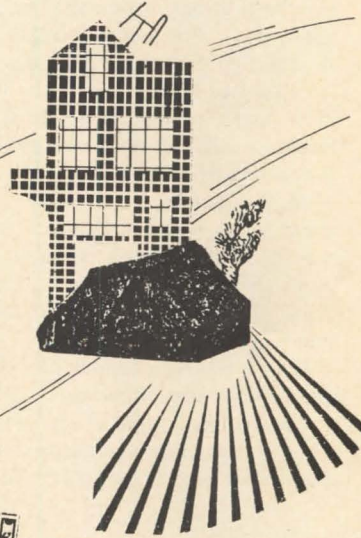
WASHINGTON, D.C.



SERIES 1977 W.H. Rasmussen 2



B 16598311 C



For a closer look at the money market, turn page

Lenders play it close to the vest—and watch the Fed for a climate change

Most Fed watchers are betting on at least another quarter of extremely tight money. This obviously won't cure inflation, but it will "end the hyper binge we've been on," says President Leon Kendall of Mortgage Guaranty Insurance Corp.

"Too many businessmen and consumers," he notes, "have learned how to cope with inflationary expectations. To convince everyone that this is a no-win game, the Fed slammed on the brakes. You can call it a detoxification program to get people off the drug of inflation."

No timetable. The thing to remember, he cautions, is that the Fed has a goal—not a timetable: "Volcker [Paul A., the Fed chairman] will push rates up until he gets everyone's attention. How long they stay up will depend on how fast inflation slows and speculation disappears."

As Kendall sees it, the prime rate could hit 16% and mortgage rates may peak at over 13%. Then, if the Fed's strategy works, "we could see a 7-8% prime and 10% mortgages by mid-year."

Who's holding? Meanwhile, mortgage money will be scarce.

Consider the plight of the S&Ls. They've had negative inflows since September, and expect more red

numbers through the first quarter of '80. And as savers shift their money to other higher-yielding investments, many associations have simply closed their lending windows.

Total S&L mortgage volume, in fact, could drop 15% from this year's \$100 billion. Says Ken Thygeron,

WHAT THEY'RE CALLING FOR '80 STARTS (in millions):

Sternlieb/Rutgers	1.3-1.4
Kendall/MGIC	1.3-1.4
O'Leary/consultant	1.4
Thygeron/USLSA	1.45
Mark/Goldman Sachs	1.3-1.4
Sumichrast/NAHB	1.06-1.35
Bove/Wertheim	1.3
O'Neill/consultant	1.8
Alexander/Smith Barney Harris Upham	1.5-1.6
Kerin/NAR	1.7
Santow/consultant	1.5-1.6
Christie/McGraw-Hill	1.6
Klaman/NAMSB	1.4-1.5
Schwartz/consultant	1.25
Harter/MBA	1.5-1.6

chief economist of the U.S. League of Savings Associations: "It's going to be a year of shocks and anxious moments."

Prime candidates for a clobbering are in 23 states that have usury ceilings of 12% or less. Also making the S&Ls nervous is word that cash advances from the Federal Home Loan Bank Board must be used to cover deposit drains and existing commitments only. So lenders are scrambling to back out of new commitments that aren't legally binding.

Faced with these problems, many S&Ls are bumping their fees, charging more points, raising down-payment requirements to 30% or more, setting dollar limits on mortgage amounts and adopting differential pricing schedules. Some differentials are based on loan-to-value ratios—e.g., 13% for 80% loans; 13½% for 95s—others on house prices.

California leads. Take the new rates posted by Los Angeles-based Cal Fed, the nation's largest federally chartered S&L. Its mortgages cost 14% for houses up to \$75,000. Then they rise as follows:

- 14¼% for \$75,000 to \$150,000
- 14¾% for \$150,000 to \$200,000
- 15¼% for \$200,000 to \$250,000
- 16% plus three points for

HOUSING WATCHERS HAVE THEIR SAY—THEY COULDN'T AGREE LESS

Economists

Eric Herr, McGraw-Hill Publications Co.: "The shortfall in 1979-80 starts will put extraordinary tension [i.e., the huge unmet demand created by an aging postwar baby boom] on housing markets. Family formations can be postponed for short periods—but not indefinitely."

Mike Sumichrast, NAHB: "Sure, inventories are low. But cancellations of new orders are increasing, and that could change things in a hurry. We expect a long recession."

Ken Kerin, National Association of Realtors: "Some people will be squeezed out—mainly low-income and first-time buyers. But the buy-now psychology is still there. It will carry the day in '80."

Harry Schwartz, ex-Fannie Mae: "Inflation may slow a bit, but I see no big decline in interest rates for 15 to 18 months. We'll still have the same problems—high inflation, energy shortages and a weak dollar."

George Christie, McGraw-Hill: "Lack of financing is the only reason we're not building at a 2.1-million clip. Interest rates should peak this month. Starts will bottom out in the first quarter of '80, then come back strongly in the second half."

Consultants

Leonard Santow, J. Henry Schroder Banking Corp.: "Unemployment will be up—it could push 8% by the third quarter—and income growth will be down. Consumers just won't be in any position to aggressively buy houses."

\$250,000 and up

Another disincentive for buyers: 30% down payments for all loans over \$150,000.

Conditions will be worse for the mutual savings banks—in part, because many of them do business in usury-law states. Their mortgage volume, down 20% to \$14 billion this year, faces another 30% loss in '80.

'Disasterville.' Says President Saul Klamman of the National Association of Mutual Savings Banks: "The first half will be disasterville, but better times are coming in the summer and fall."

Mortgage bankers ('79 volume: \$48 billion) won't be making many new commitments either. Their big problem: an exodus of private secondary-market investors—i.e., pension funds and life insurance companies. In addition, their action has been slowed by usury restraints and an unprofitable (8-9) points spread on FHA-VA loans.

Although HUD recently upped its mortgage rate to 11½%, this didn't help much. "Even if they went to 12%," says Thomas Harter, chief economist of the Mortgage Bankers Assn., "it would still be a six-point situation. And that's enough to shut down sales."

Good-bye, investors. Insurance com-

panies are pulling out of housing because their cash flows are now being eaten alive by low-rate policy loans.

"This is their form of disintermediation," says James O'Leary, the retired vice chairman and now a consultant to U.S. Trust Co. After a long absence from the mortgage market, insurance companies took a strong position this year—e.g., commitments of \$2 billion in August alone. Now, however, they have switched to short-term, higher-yield investments.

Still in question, however, is the role to be played by the public secondary market in '80.

Government (i.e., Freddie Mac, Ginnie Mae) and semi-private (Fannie Mae) investors can usually be counted on to provide a cushion for housing. But their support, which is expected to continue, won't be strong enough to turn the mortgage-money situation around. Reason: Nobody wants to take a position that would thwart the Fed's current policy.

Coming in California: a long overdue shake-out

Amateurs who rode the California housing boom to a fast buck will fall by the wayside in 1980, according to one market expert.

"It's going to be a bad year for speculators, opportunists and others with no background in building or real estate," says Ken Agid, senior vice president of the Mayer Group in Downey.

By contrast, he adds, established builders, who saw the recession coming last year, "will sail through with relative ease."

Agid, formerly marketing vice pres-

ident for Irvine Pacific Development Co., sees a strong need in California for middle-priced housing (\$75,000-\$125,000) in urban and urban-fringe areas.

"Even with next year's expected 30% to 40% shortfall in effective demand," he says, "there won't be enough units coming on-stream."

Post-recession prices, he predicts, should rise 15% annually for the next two years. "And if the crunch lasts longer than six to nine months, pent-up demand will kick off an even greater price surge."

Wall Streeters

George Sternlieb, Rutgers University: "You're whistling in the dark if you expect a second-half turnaround. In fact, we stand a 30% chance of a '74-type downturn . . . There has been an over-commitment to housing at the expense of savings and capital investment. By making housing the only refuge from inflation, the government has created a Frankenstein monster. Now it's time to pay the tab."

Dick O'Neill, *The O'Neill Letter*: "Both the prime and short-term rates should start to drop—sharply and quickly—in early '80. Then, once mortgage rates begin to fall, all housing needs is a 2% drop to get back into business. Also look for other states to follow Illinois' lead and eliminate their usury limits. We're calling for 1.8 million starts."

Dick Bove, Wertheim & Co.: "It will take housing two years to get back on the track. You can't turn things around overnight. However, until someone slows the capital-formation mechanism—and cuts off the unregulated flow of Eurodollars coming back into the U.S.—housing will continue to get its share of the money pie."

Barbara Alexander, Smith Barney Harris Upham: "Lenders should take to their foxholes—at least until the danger of another sizable boost in the discount rate passes."
Morris Mark, Goldman Sachs: "Volcker has to convince the world financial community that the U.S. is serious about slowing inflation—the alternative is disaster."

Builders tighten their belts for a 'stay alive' year

Builders who planned for a credit drought should go through 1980 relatively unscathed. But those who didn't will pay the price.

Most vulnerable on this score are small firms that lack the financial muscle to weather a heavy storm. Also bucking disaster are spec builders, large and small.

"Guaranteed to get hurt," says market analyst Alfred Gobar, "is the guy who paid too much for his land and is building fairly expensive spec houses in the wrong market."

While there won't be many big winners in '80, Gobar likes the chances of those who build close-in (for fuel savings), high-density and moderately priced housing.

Here's what some builders are doing to protect themselves in what Harold Sampson of Ryland Homes calls a "stay alive" year.

Battle plan. "Other than models," says incoming President Dean Hanson of Yeonas Co. (he used to run Chesapeake Homes), "we start no houses until there's a definite sales pattern." Hanson also put a hold on all new land purchases (including several in the works) and land development. "All expenses," he says, "will be reduced until we see this thing ending."

Yeonas's non-starts strategy dates from last spring when, like other builders in Washington-Northern Virginia suburbs, it saw trouble coming. One result: By July, the area's unsold inventory was chopped from 5,000 to 1,500 units.

Kaufman and Broad is scaling down the size of its site-improvement jobs (roads, sewers, etc.). "Instead of doing 200 lots at once," says Senior Vice President Ron Kabot, "maybe we'll only do 50. We may also take a little out of the product—for example, by switching to one instead of two-car garages."

'We're covered.' Sitting pretty, K&B has already lined up 80% of its mortgage-money needs for next year—including \$100 million in FHA 245 (graduated payment) and VA commitments at 11½%. Moreover, the below-market government loans will fetch only "a modest two or three points," says Kabot.

A relatively small builder, Rod

Barkow of Aberdeen Homes in Peachtree City, Ga., is mixing caution with audacity. Says Barkow, whose '79 sales will total \$3.5 million:

"My biggest fear is being stuck with the carrying costs on three or four houses that will eventually have to be sold at distressed prices. That can kill you."

So he has halted all spec activity and is hustling to unload his four-house inventory. But he is going ahead with plans for an office building despite new and stiffer bank terms. He tells why:

"After I increased my investment by \$50,000, the bank gave me a rolling construction loan. If everything runs smoothly for six months, I'll get a permanent loan at 15-16% plus two points. Holding off for a year would cost me another \$50,000."

No sweat. In Chicago, The Hoffman Group seems unfazed by housing's current troubles. Despite a sagging local market—'79 starts are down about 65% from the year before—Hoffman has just launched its largest-ever expansion program. By next spring, the company expects to be offering at least 21 product lines in nine locations. Its main market target: young first-time buyers. Its ammunition: single-family homes priced at \$60,000 to \$70,000 compared with a Chicago average of \$90,000.

U.S. Home Corp. expects to speed up its building, reduce its landholdings and turn its inventory over faster—which will take some doing because the company has less than a two-week supply of unsold houses. Also planned: 1,400 garden condos on close-in sites.

Big gets bigger. The nation's biggest builder (14,000-plus new homes delivered in '79) looks for another earnings jump next year. USH has just met its five-year growth plan in 34 months (that's the one calling for annual after-tax profits of \$40 million by the end of '81).

"But it's going to be a tough year," says President Guy Odom. "Although we have more than enough money to build and the capability to finance buyers, people don't have the ability to pay because of higher interest rates and monthly payments. The situation is not good."

Odom says the Fed's tight-money policy amounts to overkill because no compensating restraints were put on government spending.

"It's a heavy penalty on individuals, corporations and the shelter industry. Ironically, we'll probably be in exactly the same situation a year from now."

President Mike Tenzer of Leisure Technology has ordered a 50% cut in spending for community facilities and is also reviewing every tier of overhead.

Whither the retiree? Tenzer expects his market—retirement housing—to be "sorely tested" next year.

"Most of our buyers pay cash," he notes. "But with resales off and S&Ls cherry-picking the better loans, our sales are being adversely impacted. Insulating us to some degree, howev-

HOUSING MIX 1978-80 (000 UNITS)

1978 Total starts	
Single-family Detached Fee-simple townhouses Condo townhouses	
Multifamily Condo apartments Rentals	
1979* Total starts (high-low)	
Single-family Detached Fee-simple townhouses Condo townhouses	
Multifamily Condo apartments Rentals	
1980* Total starts (high-low)	
Single-family Detached Fee-simple townhouses Condo townhouses	
Multifamily Condo apartments Rentals	

er, is the fact that we have mortgage commitments not only for our buyers but their buyers as well."

Tenzer says that although the Fed's new monetary policy is "inimical to housing," he strongly supports its objectives. Why? "Because," he explains, "it will wring out inflation and result in more stable long-term growth for the industry."

Meanwhile, the Leisure Tech prexy looks for a long and deep decline—also a lot of business failures in 1980.

"Many building firms," he says, "have never been tested and are ill-equipped to perform under tough market conditions. Especially newcomers who started up after the 1973-75 downturn. It wasn't their ability but rather a robust market that enabled many of these builders to reap a windfall."

Ryland Homes's plan calls for cutting on-site labor costs by increased use of factory-built modules and closed-wall panels. The company has also embarked on an aggressive land-buying program.

Shopping for deals. "Financially, we're in a good position to shop for better locations," says Marketing Vice President Harold Sampson. "You can always pick up bargains in a down period."

Sales training will be beefed up too. Ryland has just spent \$25,000 on four videotape machines for use in the field.

"All major suppliers and manufacturers are being asked to make tapes for us," Sampson explains. "The main objective is to increase our salespeople's product knowledge and awareness of costs. This, we feel, will be

critical in a tough selling period."

Ryland, he adds, will be "OK if it's a short siege."

Time out. Benching itself is Lincoln Property Co., the big Dallas-based apartment builder.

"No new business and no deals until this thing is over," says Board Chairman Mack Pogue. "We'll finish what we've started [several thousand units under construction], get rid of non-income assets, carry few unsold condos and a little raw land and, of course, operate our rental properties."

Pogue feels the money tap will be turned on again early in the second quarter—if not sooner: "And we will have even higher inflation until the public demands otherwise. Inflation must be broken someday—but Americans will have to do a lot of sacrificing for that to happen."



Total U.S.	Northeast	North-Central	South	West
2,020	201	450	823	546
1,434	147	325	604	358
1,354	135	311	575	333
36	7	8	15	6
44	5	6	14	19
586	54	125	219	188
103	13	16	40	34
483	41	109	179	154
1,728.5—1,666.8	165.1—158.9	351.7—339.2	739.1—714.5	472.6—454.2
1,190.7 — 1,172.1	119.4 — 117.5	243.2 — 239.4	522.4 — 514.8	305.7 — 300.4
1,115.3 — 1,097.9	111.6 — 109.8	231.4 — 227.8	491.2 — 484.1	281.1 — 276.2
38.0 — 37.4	5.2 — 5.1	5.9 — 5.8	19.2 — 18.9	7.7 — 7.6
37.4 — 36.8	2.6 — 2.6	5.9 — 5.8	12.0 — 11.8	16.9 — 16.6
537.8 — 494.7	45.7 — 41.4	108.5 — 99.8	216.7 — 199.7	166.9 — 153.8
118.5 — 108.9	10.2 — 9.2	19.2 — 17.7	48.8 — 44.9	40.3 — 37.1
419.3 — 385.8	35.5 — 32.2	89.3 — 82.1	167.9 — 154.8	126.6 — 116.7
1,352.7—1,065.1	122.8— 94.4	280.7—214.4	618.4—510.5	330.8—245.8
920.4 — 809.4	91.9 — 81.1	171.0 — 142.5	437.9 — 403.7	219.6 — 182.1
857.6 — 754.3	86.5 — 76.3	161.6 — 134.7	409.1 — 377.1	200.4 — 166.2
32.8 — 29.1	3.8 — 3.4	4.6 — 3.8	18.0 — 16.6	6.4 — 5.3
30.0 — 26.0	1.6 — 1.4	4.8 — 4.0	10.8 — 10.0	12.8 — 10.6
432.3 — 255.7	30.9 — 13.3	109.7 — 71.9	180.5 — 106.8	111.2 — 63.7
102.8 — 60.4	7.4 — 3.2	21.5 — 14.1	44.5 — 26.3	29.4 — 16.8
329.5 — 195.3	23.5 — 10.1	88.2 — 57.8	136.0 — 80.5	81.8 — 46.9

*Estimated Note: Western region includes Alaska and Hawaii. Source: NAHB Forecasting Service



Duplex houses in Duarte, Calif. PUD. For more details on this project, turn the page.



Seeking choice sites? Don't overlook run-down property in good locations

You can find them in almost any town—parcels containing old houses or commercial buildings that have seen better days.

And don't be misled by their shabbiness. These parcels are usually near business and cultural centers, which makes them excellent candidates for recycling into housing sites.

There are problems. You may find yourself negotiating with a number of owners to assemble the land. And in most cases you'll have to tear down existing buildings before you can build. But most municipalities are eager to revitalize their downtowns and improve their tax base, so you'll probably get plenty of cooperation from town fathers.

Also, says Jim Forsberg, director of HUD's Small Cities Division, Block Grant Assistance Program, "Towns are starting to realize they must provide affordable housing for their residents. So if you come in with the right plan at the right time, you're bound to receive favorable consideration."

Cases in point: the two projects shown on the next eight pages.

In many respects, they are quite different. One (*page 70*) is a 12-acre PUD of 126 attached and detached houses, built in partnership between developer and town. The other (*page 74*) is a one-acre community of 18 townhouses built and financed privately.

But both projects revitalized deteriorated neighborhoods and spurred redevelopment of the surrounding area. Both offered housing at below-market prices. And both sold exceptionally well to first-time buyers who had been priced out of the market. — JOEL G. CAHN

A pocket PUD upgrades the site of a commercial slum

A developer and a town joined in a cooperative venture to replace a 12.3-acre eyesore in the center of Duarte, Calif. (pop. 16,000) with 126 affordable townhouses, duplexes and detached homes.

The developer, Allwest Development Corp. of Beverly Hills, came up with a plan geared to middle-class homebuyers even though the area was so run-down.

And the town's redevelopment agency used tax-increment bonds to acquire the site and raze the existing buildings (a honky-tonk bar, an open-pit auto repair shop, an abandoned gas station and several other dilapidated commercial structures).

"Other developers had brought in plans for cheap, high-density rental buildings, so we weren't prepared for Allwest's proposal," says Duarte City Manager Ken Caresio. "But if they were willing to gamble on for-sale housing, we were willing to become their partner and underwrite part of the cost."

Allwest's original proposal for the project, known as Las Lomas Villas, called for 90 single-story duplexes and zero-lot-line homes. The agency asked for a higher density so that the homes could be inexpensive enough to attract young buyers. It also asked for such extras as Spanish tile roofs, curved sidewalks and mature landscaping to make the project more appealing.

"We revised our site plan to incorporate fourplexes and eightplexes that we had previously sold successfully in San Diego," says Allwest President Bernard Krasik. "And we negotiated a series of trade-offs to let us upgrade the amenities and still keep prices under \$60,000."

Here's what the developer and the town worked out:

- The redevelopment agency sold the land to Allwest for a low \$26,000 an acre. This enabled Allwest to undersell the prevailing market by \$10,000 and still make a good profit.

- The redevelopment agency agreed to underwrite the costs of the project's water system in return for upgraded amenities.

- To eliminate the need for homeowners' association fees, the agency also agreed to maintain the project's streets plus a 20-ft.-deep landscaped strip in front of the units, which are sold fee-simple. Homeowners pay only \$12 a month in extra taxes for their municipal maintenance district.

- The town also allowed the developer to build back-to-back townhouses without parapet common walls. Result: Initial construction costs for the townhouse section were \$22 a sq. ft.—almost \$8 below the average in the area. In addition, the town raised money through revenue bonds to provide buyers with low-interest—8.5%—and low down-payment—as low as 5%—mortgages.

"This subsidy allows a lot more people to qualify," explains Caresio. "It also gives buyers more spendable income, which is likely to translate into higher sales-tax revenue."

With opening-day prices ranging from \$57,950 to \$59,950, Allwest had little trouble attracting buyers to Las Lomas Villas. Young singles and couples—most of them first-time buyers—snapped up the units as fast as they were put on the market.

"Our first 34 homes sold out in a couple of weekends," says Krasik. "And although prices had risen \$14,000 by the time the last units came on-stream, our waiting list was so solid that sales did not slacken at all."



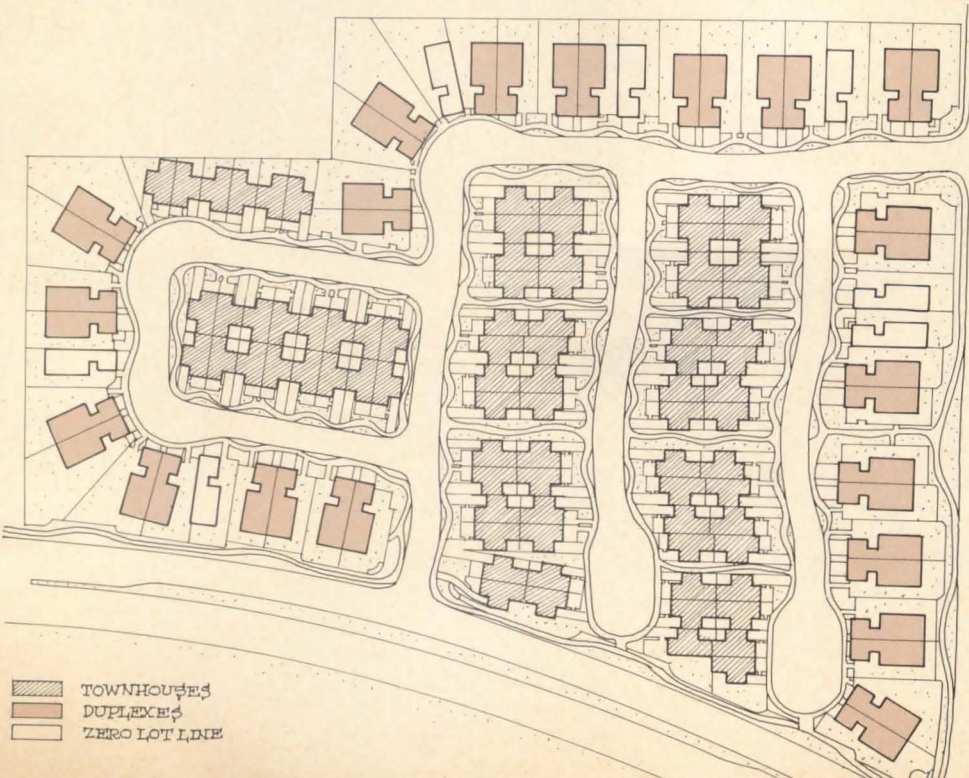
Walled enclave (above) contains three housing types: townhouses (shown in background), duplexes and zero-lot-line homes (foreground). The townhouses, which are all two-story plans, are sited back-to-back in the center of the project; the duplexes and zero-lot-line homes, all one-story plans, ring the project's perimeter (see site plan at right). This siting helped disguise the project's 10.2 du/acre density. It also gave it a low profile that helped it blend into the neighborhood.

All of the houses have usable outdoor areas. The photo above, for example, shows typical side and back yards of the duplexes and detached homes.

Architect: Roy Coleman, Beverly Hills.



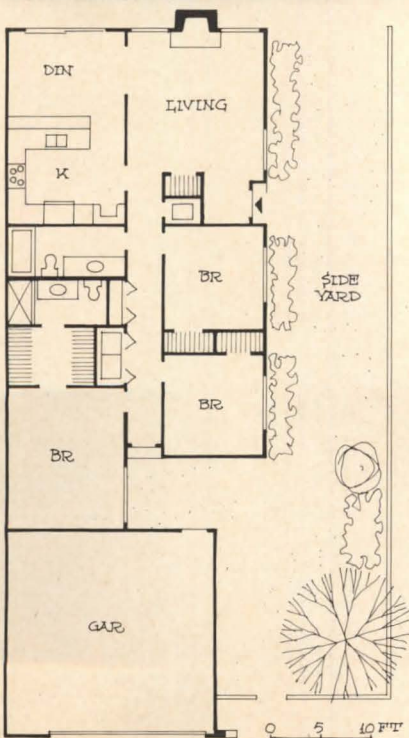
BOB WERLING



Different housing types suit different buyer tastes

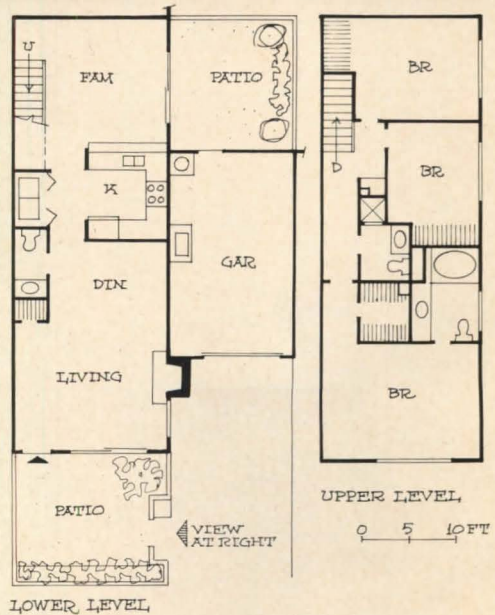


PHOTO: BOB BRENNER



One-story unit (plan left) can be sited two ways—as a duplex (photo above) or as a zero-lot-line house. Side entry is screened from street by wood fence. Alternate layout for this 1,311-sq.-ft. model has master suite in rear and country kitchen. Opening price: \$59,950.

Two-story unit (plan right) is grouped with two similar layouts in four- and eight-plex buildings. Front entry court (facing page) is enclosed by concrete fence. Townhouses range from 1,581 to 1,598 sq. ft. and were priced from \$57,950 to \$58,950.





Turn the page for another recycled site

Eighteen new townhouses take the place of five old detached homes

The site—a one-acre parcel—is in the center of Garden Grove, Calif. (pop. 123,000), at the edge of a redevelopment area that includes a new civic center (*see site plan facing page*).

It contained five 50-year-old single-family homes plus a vacant, city-owned lot.

“The site was right for a small multifamily project,” says Ken Fischbeck, a local builder who has been active in the area’s housing market for almost four years. “And by getting in early, we could beat the escalating land costs that were sure to accompany Garden Grove’s revitalization efforts.”

Fischbeck’s Redhill Development Corp. bought up the property for \$227,000—about 20% below market. It then spent an additional \$65,000 for demolition and site work. And \$671,300 more went into the construction of the units.

“The location and the land-cost savings were worth the extra problems of negotiating with six different owners and of demolishing the old buildings,” says Fischbeck.

The project, called Peppertree Village, sold out in four months, mostly to first-time buyers. They were attracted by the low prices—\$74,950 and \$79,950 for fee-simple units offering 1,311 and 1,475 sq. ft.—and by such extras as cedar siding, outdoor privacy areas and vaulted interior spaces (*see photos at right, below and on next two pages*).

“These elements are more associated with expensive move-up homes than with starter units,” explains Mike Hixon, general manager of Developers’ Diversified Service of Irvine, the project’s sales agent. “They were bound to impress buyers who were shopping typical first-home projects with stucco exteriors and very basic interiors.”

Garden Grove’s planners were also excited by the design. Thus they readily gave permission for Redhill to build a similar 13-unit project right down the street.

“But these units will have to be priced a lot higher,” says Fischbeck. “Land costs have jumped 20% since the civic center was built.”





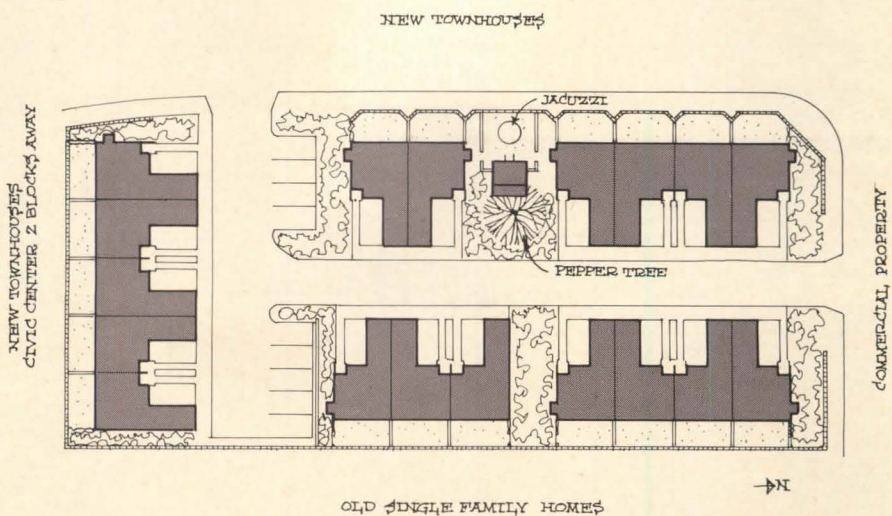
PHOTOS: GARCIA-CARMER ASSOCIATES

Back view (above) of townhouses shows the 7 1/2-ft.-high wall that screens back yards from the public street. Note the V-shaped tree pockets placed at each property line to prevent a boxed-in feeling.

Front view (left) shows typical streetscape inside the project. Each unit has a one-car garage plus a trellis-covered carport. This provides adequate parking without the monotony of the rows of garages so typical of high-density townhouses.

Site plan (right) shows how the 18 units were placed on the one-acre site. Homes were sold fee-simple, and there are no amenities. Association fees for common area maintenance are \$42 a month.

Architect: Tom Moon & Associates, Newport Beach.



COMMERCIAL PROPERTY

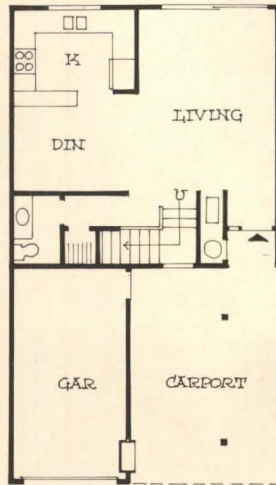
Exterior detailing and volume interiors make two basic plans seem far less basic



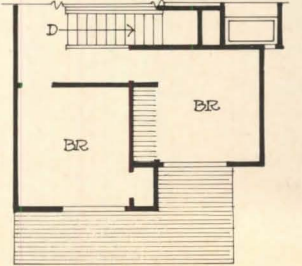
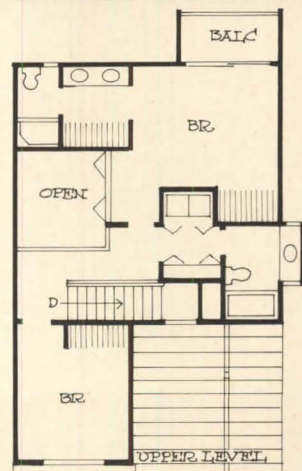
PHOTOS: GARCIA-CARRIER ASSOCIATES

Here's a cost breakdown for a typical townhouse unit that sold for \$79,950:

Land	\$12,611
Site development (demolition and improvements)	950
Construction	37,679
Professional fees & permits	3,513
Financing	5,111
Closing costs	454
Marketing	3,256
Gen. conditions/overhead	2,100
Total	\$65,674
Sales price	\$79,950
Profit	\$14,276



LOWER LEVEL
0 5 10 FT



ALTERNATE UPPER LEVEL

Entry detailing (above) includes redwood trellises over carport, tiled walks and upgraded lighting. In the foreground is an old pepper tree that was saved and turned into the project's focal point.

Interior view (right) shows second-floor hallway overlooking the two-story dining area. Note how the clerestory windows bring light into the center of the house. Interior window opens onto confined area of master bedroom.

Floor plans (left) are oriented to the rear to take advantage of the garden areas. Two-bedroom plan with 1,311 sq. ft. sold for \$74,950; three-bedroom version with 1,475 sq. ft. sold for \$79,950. Interior designer: Charyl May.





Entry courts of attached houses are screened by detached garages and wooden privacy fences.

Is this the new New England look?

While developers all over the country—including such unlikely spots as southern California and south Florida—are imitating old-time New England colonials, New Englanders are evolving a new style all their own.

This new style retains the silhouette and finishes of traditional New England housing. But it also incorporates some of the best features of contemporary design.

Case in point: Lincoln Ridge, a 58-unit condominium community in exclusive Lincoln, Mass. (pop. 5,000) developed by Spaulding & Slye Corp. of Burlington. The photos above and at right and the renderings on page 80 show the blending of old and new. Specifically:

- The high-pitched roofs and broken roof-lines re-create the familiar New England look, as do the clapboard siding and such finishing details as wood gutters and white trim.

- At the same time, open layouts (*see plans p. 80*) and large decks lend themselves to today's lifestyles. So do the operable skylights and the easy-to-maintain large-pane windows.

"Our buyers want both traditional design and contemporary, maintenance-free living," explains Richard Dobroth, executive vice president of Spaulding & Slye. "And since they have the means to go after what they want, they're not inclined to compromise much."

Lincoln Ridge's buyers—mostly empty nesters moving down from large detached homes in the area—are also attracted to the project's low density (2.2 per acre on the

developed portion of the site) and extensive open areas (70% of the 63-acre tract was put into a conservation trust). And they like the fact that clusters are small, floor plans varied (ranch, split-level and two-story) and views maximized.

"Siting is downhill where possible, to maintain a low profile in front—where the density is most apparent," says Sam Nuckels, senior associate with architects Sasaki Associates, Watertown, Mass. "And most major living areas are oriented to the rear—which has the views. We've taken the typical detached house and flipped it back-to-front on the lot."

The project's 49 attached homes (five plans ranging from 1,520 to 1,982 sq. ft.) and nine detached houses (one 2,325-sq.-ft. plan) sold out in five months at prices ranging from \$96,000 to \$160,000. Ironically, the fast sellout was due in large part to the considerable time and effort S&S put into satisfying conservative town planning committees that the project would not disrupt the community (*see story at top of page 81*).

"The long series of public meetings provided us with a lot of preopening publicity," says Dobroth. "By the time we opened, we were 75% sold out." —J.G.C.

Rear elevation of attached units (*right*) is dominated by decks up to 200 sq. ft. in size. Windows and glass sliders provide views of open areas which have mostly been left in a natural wooded state. Note wooden gutters—a traditional New England detail.

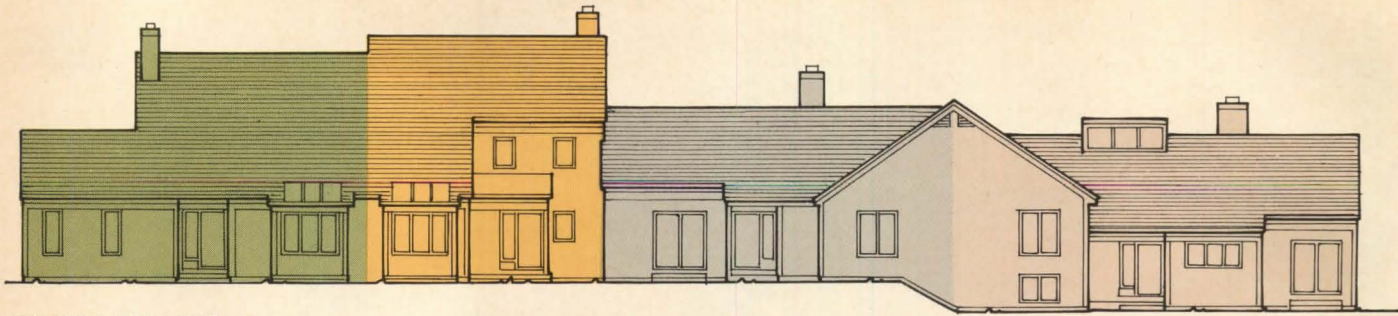


PHOTOS: GORCHIEV & GORCHIEV



Turn the page for a look at a typical building plan

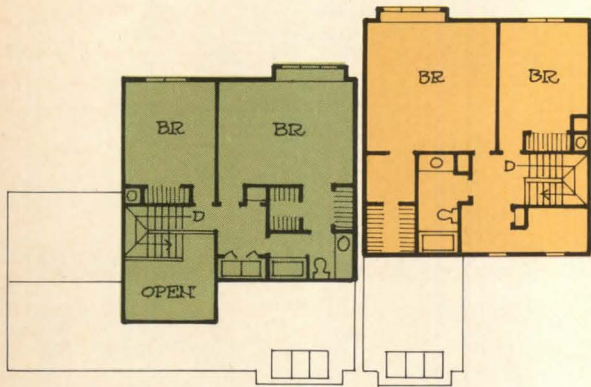
Building plan re-creates an authentic silhouette



FRONT ELEVATION

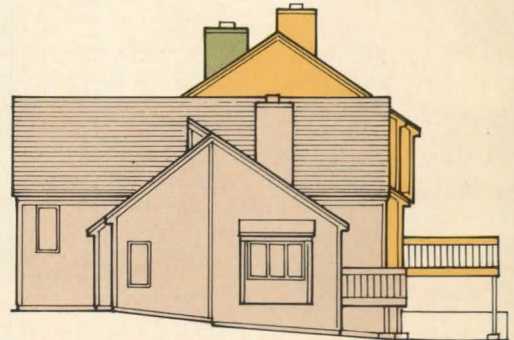


REAR ELEVATION

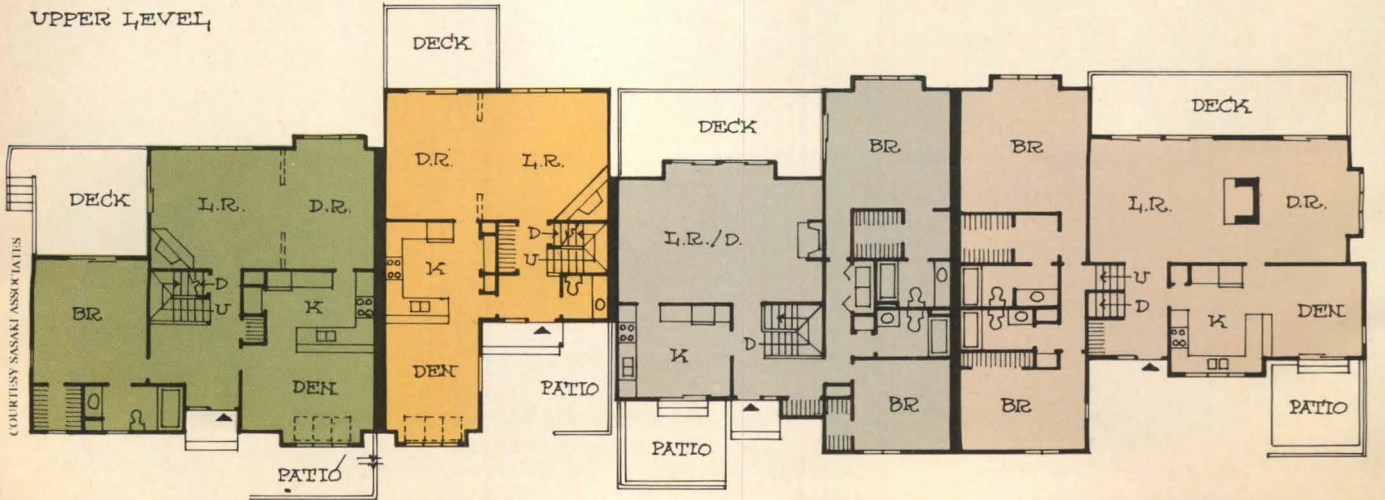


UPPER LEVEL,

Four-unit grouping shown in renderings above and at right mixes one-story, split-level and two-story units, producing varied rooflines that suggest the "added-on" look of early New England homes. Interiors (plans below and at left) offer such contemporary features as split-level layouts, vaulted ceilings, and skylights.

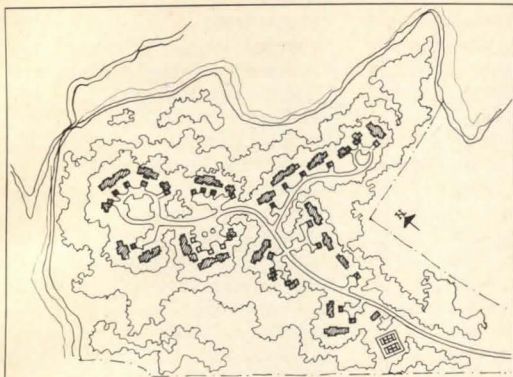


RIGHT SIDE ELEVATION

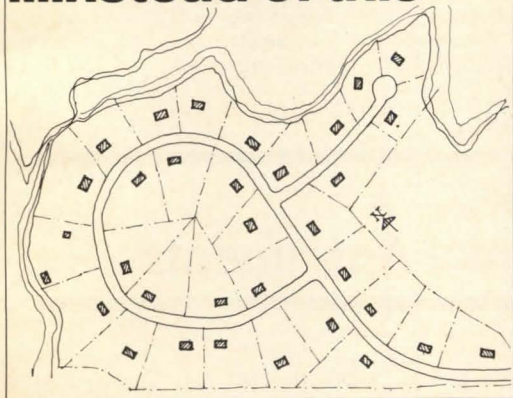


LOWER LEVEL,

How the developer got this...



...instead of this



Cautious town planning committees were reluctant to allow Lincoln Ridge's 63 choice acres to be developed as a cluster community of mostly attached houses.

They insisted that a sizable portion of the site be reserved as perpetual conservation land.

And they demanded solid proof that increasing the density on the remaining acreage would have no more impact on the town than if the entire site were developed under the existing two-acre zoning.

Thus Spaulding & Slye was asked to prepare two separate development plans. One (top left) used the cluster scheme—49 attached and nine detached houses on 19 acres, with the remaining 44 acres deeded to the town. The other (bottom left) used the tract's existing zoning, which yielded 32 detached houses on two-acre sites and no conservation land.

"Members of the committees didn't just take our word for it," says S&S's Richard Dobroth. "They walked the site with us to see that every lot in each plan was actually buildable."

The developer also had to work up a series of comparative studies to satisfy town concerns about impact. These were conducted in six single-family and three townhouse projects in the area, and they showed that an attached house in Lincoln had half the number of family members and school-age children and generated half the amount of traffic as a detached house.

In addition, the survey results showed that the cluster scheme would yield \$142,450 in tax benefits, while the single-family plan would bring in only \$44,800. Reasons:

- The higher density generates an added \$45,650 in gross tax revenues.
- Fewer school-age children saves \$56,000 in educational costs.
- An additional \$16,000 is saved because a condo association rather than the town pays for snowplowing, road maintenance and street lights.

Says Dobroth:

"These advantages went a long way toward convincing the town that everyone comes out a winner with the cluster plan."

The town wanted kids—but no luck



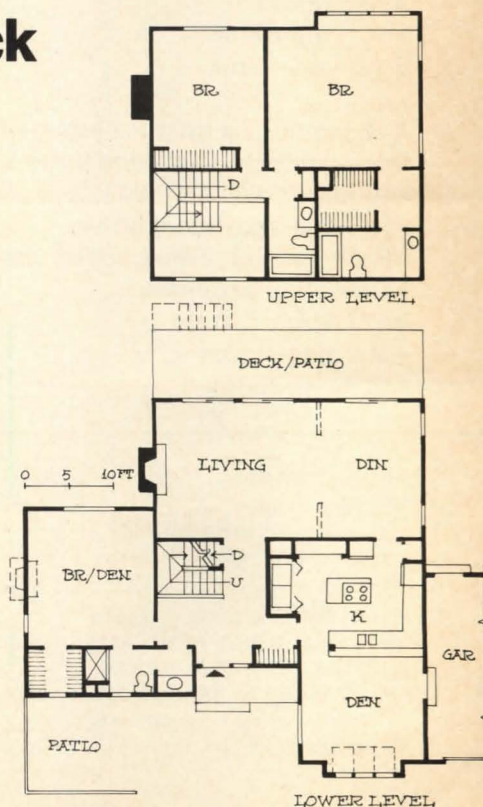
PHOTOS: GORCHIEV & GORCHIEV

Lincoln was concerned about its declining school population. It also wanted to keep Lincoln Ridge from turning into an empty-nester preserve. So it asked that nine freestanding units be included in the development plan to attract families.

S&S responded with the 2,325-sq.-ft. house shown in photos at left and in plan at right. This plan offers a number of family-oriented features not found in the project's five attached plans: an extra bath, a family room, a first-floor bedroom/den option and an attached, two-car garage.

Did the idea work?

"We sold a couple of the units to families," says Richard Dobroth. "But most of them were snapped up by empty nesters who wanted extra privacy. They simply turned the family room into a den, created a downstairs master suite and turned the upstairs into guest quarters."



If You Have Apartment Deals In Any of These 60 Key Market Areas, Here's an Invaluable Information Source

Albany, New York
Albuquerque, New Mexico
Atlanta, Georgia
Austin, Texas
Baltimore, Maryland
Billings, Montana
Birmingham, Alabama
Bismarck, North Dakota
Boise, Idaho
Boston, Massachusetts
Charleston, West Virginia
Charlotte, North Carolina
Chicago, Illinois
Cincinnati, Ohio
Cleveland, Ohio
Columbia, South Carolina
Columbus, Ohio
Dallas, Texas
Denver, Colorado
Des Moines, Iowa
Detroit, Michigan
Hartford, Connecticut
Houston, Texas
Indianapolis, Indiana
Jackson, Mississippi
Jacksonville, Florida
Kansas City, Missouri
Las Vegas, Nevada
Little Rock, Arkansas
Los Angeles, California
Louisville, Kentucky
Memphis, Tennessee
Miami, Florida
Milwaukee, Wisconsin
Minneapolis, Minnesota
Nashville, Tennessee
Nassau-Suffolk, New York
New Orleans, Louisiana
Oklahoma City, Oklahoma
Omaha, Nebraska
Orlando, Florida
Philadelphia, Pennsylvania
Phoenix, Arizona
Pittsburgh, Pennsylvania
Portland, Oregon
Providence, Rhode Island
Raleigh/Durham, North Carolina
Richmond, Virginia
Rochester, New York
Sacramento, California
Saint Louis, Missouri
Salt Lake City, Utah
San Diego, California
San Francisco, California
San Jose, California
Seattle, Washington
Tampa/St. Petersburg, Florida
Tulsa, Oklahoma
Tucson, Arizona
Washington, D.C.

It's Ed Kelley's comprehensive book Cost, Rent and Profit Computer: Rental Apartments

This book provides vital data on:

- Land and construction costs
- Operating expenses
- Typical apartment sizes
- Densities
- Parking ratios
- Turnover rates

And includes a unique system of charts that shows
the relationship between these key factors:

- Rents
- Average apartment sizes
- Hard and soft construction costs
- Operating expenses
- Efficiency factors
- Mortgage rates
- Investor yields

The charts include:

- Standard Rent Calculator**—for fifteen mortgage constants ranging from 9.25% to 12.75%.
- High-cost-rent calculators**—for use in certain high-cost situations
- A Vacancy-and Collection Loss Calculator**—to show the additional monthly rent which must be charged at various rent and vacancy levels
- Option-and Adjustment Charts**—that allow you to measure and analyze countless combinations of variables
- A Feasible-Cost Calculator**—that helps you quickly determine the maximum you can spend per unit and still realize a profit
- Key Financial Tables**—including Capitalization, Mortgage Constants, Present and Future Worth, and Reciprocals

HOUSING PRESS
McGraw-Hill, Inc.
1221 Avenue of the Americas
New York, N.Y. 10020

H 12/79

Please send me _____ copy
(copies) of COST, RENT AND
PROFIT COMPUTER: RENTAL
APARTMENTS at \$47.00 each.
For overseas airmail delivery
please add \$5.00

Name _____

Address _____

City _____ State _____ Zip _____

Payment must accompany your order.

Come, Get \$unstruck with us!



REVERE SOLAR AND ARCHITECTURAL PRODUCTS, INC. made a commitment to solar energy years ago. Now, as the pioneer and leader in the manufacture of solar energy systems, we want to help you get your share of bigger than ever sun dollars in America's fastest growing industry.

We offer you five systems to capture original and retrofit solar powered applications in a wide range of areas, including: **residential, institutional and multi-unit housing; swimming pools; and commercial and industrial buildings and processes.**



CHECK THE AREA OF YOUR INTEREST

- SUN-PRIDE™** Complete domestic hot water system... from solar collectors to hot water tank. All components warranted by Revere.
- SUN-CENTER™** Prepped, pre-wired power package for solar domestic hot water systems. No pipe cutting. No joint sweating.
- SUN-AID™** Modular solar collectors for existing buildings. Include exclusive Revere Tube-In-Strip solar absorber plate, for trouble-free performance.
- SUN-ROOF™** Structural roof and solar collectors, all in one. Collector panels mounted flush with roof line. Hardly noticeable from ground level.
- SUN-SWIM™** Specially sized solar collectors with factory brazed tubes and joints. Easy installation... uses pool circulator to move the water through the collector loop.

Chances are you're thinking of quoting on jobs involving one or more of the above areas right now. Don't miss this golden opportunity to think Revere Solar and see how your sales and profit picture could be affected. But you need all the facts first. Call your nearest Revere Solar representative. Or fill out your name and address, tear out the whole page and mail to: Revere Solar and Architectural Products, Inc., Dept. HS 129 Box 151, Rome, New York 13440. Phone: 315/338-2401.

Name _____

Company _____

Address _____

City _____ State _____ Zip _____



REVERE

SOLAR AND ARCHITECTURAL PRODUCTS, INC.
A subsidiary of Revere Copper and Brass Incorporated

*The currents are tricky,
and it's a challenge
staying off the sandbars.*



Slow Boat to New Orleans.

The day my company transferred me out here to the Midwest, my boss said, "It's only for a short while, Doug." That was six years ago. Long enough to meet Jan and get married.

Oh, I like it out here, all right. The people are nice and the land is beautiful. But I sure do miss the ocean.

You see, until I came out here, I had lived and worked all my life by the sea. Sailing was my passion. Summer, winter, good weather and bad, I loved the ever-changing moods of the ocean. Now, here I am landlocked in a small Indiana town. Married and raising a family.

When I met Jan she was working in our payroll department. And after we were married she insisted we both join the Payroll Savings Plan and start saving for something special with U.S. Savings Bonds. Our own little dream.

I told her about my dream, "How about a 35-footer so we can sail Lake Michigan on weekends?"

"But honey, I get seasick on sailboats." Her voice trailed off as she watched the shock register on my face.

"Seasick?" I screamed. "My one and only wife? No one in my family has ever been seasick! I'm surrounded by landlubbers."

"Will you settle for the river?" she brightened. "I've got a great idea. A houseboat. It's comfortable, steady and we can take long trips down the river."

It didn't take very long to pile up enough U.S. Savings Bonds to make a down payment on a big, shiny, new houseboat that rode as smooth as any bus.

Last summer, we took a trip that led into the Mississippi River, then down to New Orleans. Jan didn't get sick once. Maybe this is a good way to wean her to some real boating.

Meanwhile, it's fun. 'Course it isn't like handling a racing sloop in the Atlantic; but the currents are very tricky, and it's a challenge just staying off the sandbars. And I'm seeing a lot of the country I'd never get to see any other way.

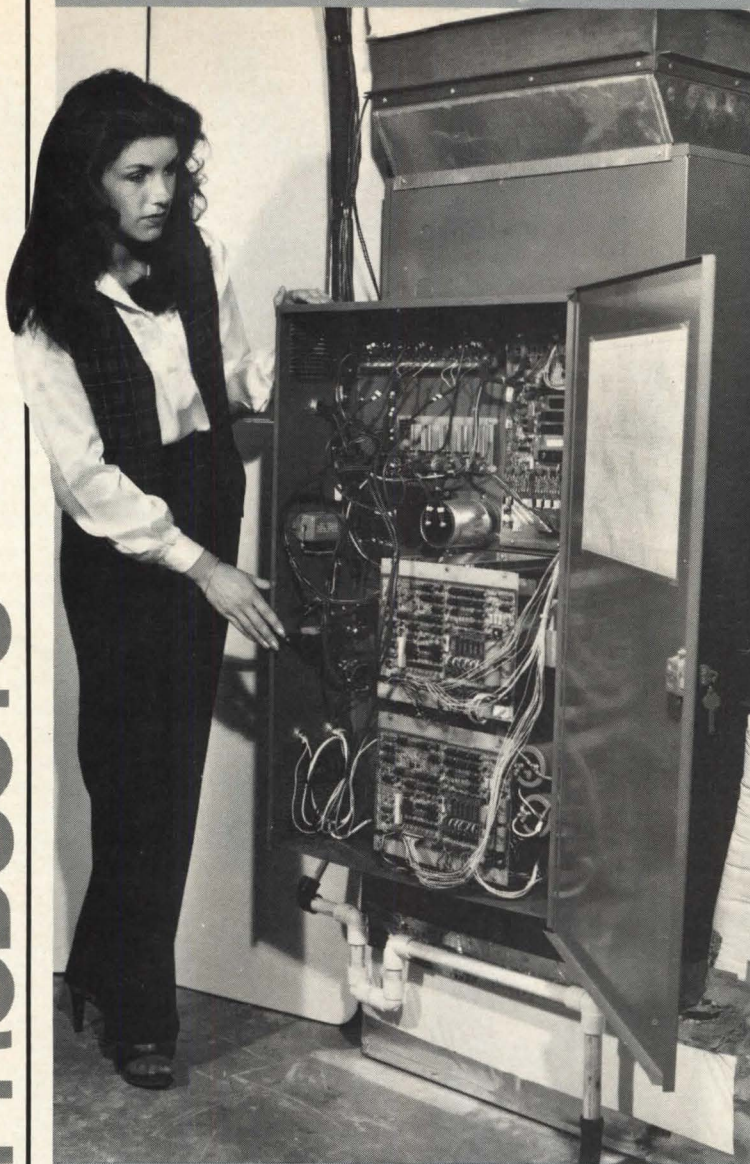
United States Savings Bonds will help your ship come in. Join the Payroll Savings Plan at work or the Bond-a-Month Plan where you save. It's smooth sailing.

**Take
stock
in America.**



PRODUCTS

Bathrooms	86
Bathrooms	88
Electrical	94
Exteriors	90
Interior environment	92
Interiors	99
Interiors	100
Structural	103



Electronic brain (*above*), located on the indoor section of the heat pump, automatically adjusts the speed of the compressor to the varying load required during air conditioning or heating cycles.

Control panel (*right*), programmed like a minicomputer, includes day/night push-button controls; color-coded arrows for changing time and/or temperature; a heat/cool switch and a switch to regulate the fan. Unit also has capability of alerting user when servicing is required—for example, if an air filter needs cleaning. (A pull-out tray spells out programming instructions.)



Now... the variable-speed heat pump

A year ago the two-speed heat pump was introduced to save electricity [HOUSING, Dec. '78, p. 83]. Now, the York Division of Borg-Warner is about to market a variable-speed heat pump which saves still more.

The key to the new pump is an inverter, a device that converts alternating current to direct current and back again. In this case, a microprocessor in the inverter matches the speed of the pump's compressor with the load needed to heat or cool a building.

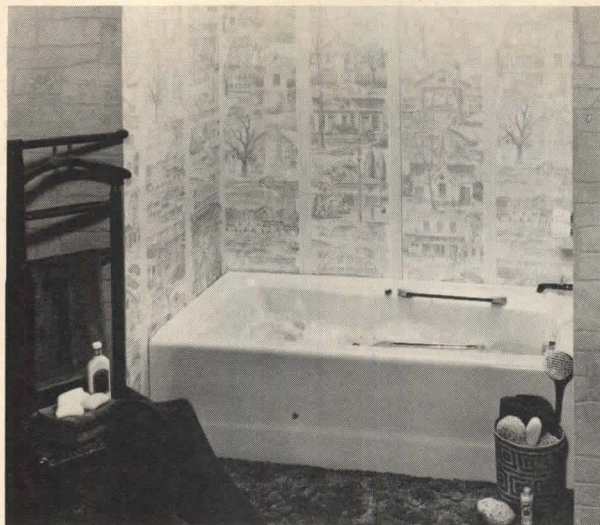
According to York, the new units are 17% more energy-efficient than the company's conventional (single-speed) heat pump line and 35 to 70% more energy-efficient than an electric resistance system.

The new pump costs twice as much as York's standard heat pump and has a seven- to nine-year payback period—based on current energy costs. But it should become more cost-effective as energy costs increase and electronics costs decrease.

This is such a new product that it hasn't yet been named; but it will be on the marketplace next month.

For more information, circle 200 on reader service card

BATHROOMS



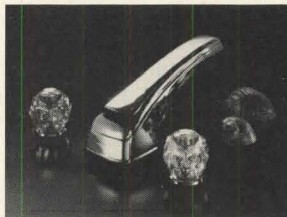
"Guardian" whirlpool bath (above) is equipped with four adjustable jets, dual air-controls and a variety of low-voltage timers. Unit, made of porcelain enamel on cast iron, is 5' long X 32" wide X 16 1/4" deep. Kohler. Circle 210 on reader service card



"Integrity Oak" vanity (above), with a vertical-plank design, has brass-finished hardware. Drawers feature center-mount suspension; interiors have a mocha-tone finish. International Paper. Circle 213 on reader service card



"Aphrodite Roman Tub" spout (left), with a brushed-chrome finish, is 10" long. The spout is designed for deck mounting. Complementary faucets, made of vitreous china, are painted white and blue. Bradley. Circle 211 on reader service card



"Delex Roman Tub" faucet (left) is offered in four finishes: bright chrome, antique brass, satin gold and bright gold. Coordinated widespread handles can be deck or wall mounted. Delta Faucet. Circle 214 on reader service card



Bath surround features a gold-flecked, mirrored back panel, as shown above. End panels are offered in a choice of white, blue, bone, beige and parchment. Lyons Industries. Circle 212 on reader service card



Three-panel tub surround system comes with glue, caulking and pressure-sensitive tape. Fiber glass panels feature a premolded soap dish and a shampoo shelf, as shown above. Swan. Circle 259 on reader service card

**SOME
GREENHOUSE
WINDOWS GET
ALL THE
BREAKS.**



SOME DON'T.



INTRODUCING **WINDO-GREEN®**

**A GREENHOUSE WINDOW MADE OF
LIGHTWEIGHT, VIRTUALLY UNBREAKABLE*
TINTED G.E. LEXAN®...**

That's an important selling point with buyers concerned about safety and security. Plus, Windo-Green will save on energy too, since G.E. Lexan actually insulates **better** than ordinary glass.

But the good news to builders and developers is

that Windo-Green is so easy to handle and install! There's no assembly required since Windo-Green is made from a single sheet of lightweight G.E. Lexan that requires no extra structural



ACORN BUILDING COMPONENTS INC.

12620 Westwood, Detroit, Mich. 48223

*Limited guarantee for three full years against breakage by General Electric. Details supplied upon request.

support. And Windo-Green comes in **five** standard window sizes.

For all the details, call or write Consumer Products Division at Acorn Building Components, 12620 Westwood, Detroit, Michigan 48223. Or call (313) 272-5700.

Visit us at Booth 1893 during the NAHB Show.



"Calabria Marble" laminate can be applied to vanity or bathtub surfaces, as shown above. Marble swirls are brown and beige. Ralph Wilson. Circle 201 on reader service card

Reversible medicine cabinet, the "Delaware" (right), is available recessed or surface mounted. Unit is offered with an oak, white or walnut frame. General Bathroom Products. Circle 202 on reader service card



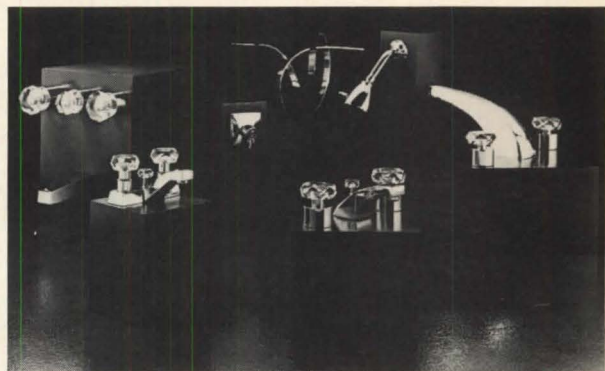
Hardwood vanity (above) comes with autumn-brown, honey-oak or low-lustre satin white finishes. A one-year guarantee is offered. Chemcraft. Circle 206 on reader service card

Oval mirror (right) measures 21" x 31" and is mounted on a 14" x 18" medicine cabinet. Oak-framed mirror is also available without the cabinet. Triangle. Circle 207 on reader service card



Surface-mount cabinet, the "Fairview" (left), has three mirrored doors. Unit is 36" long x 30" wide x 6" deep. Monarch Metal. Circle 203 on reader service card

"Bath Hutch" (below), for towel storage, is offered with a pine, pecan, oak or cherry finish. Lower shelves are adjustable. Quaker Maid. Circle 204 on reader service card



"Luminar" vanity top (above) comes in seven sizes. Among the eight colors offered: a natural background with a gray-and-white swirl; a pink background with a pink-and-white swirl; a blue background with a white swirl. Cerilean Products. Circle 205 on reader service card



"Crescendo" bathroom fittings (above) are made of brass. Faucets and bath/shower controls are gold or chrome plated and feature acrylic handles. Eljer. Circle 208 on reader service card

Shower stall (right) has a 32'-square base, molded from a polyester-and-stone compound. Shower cabinet comes in white, harvest gold or blue, and features a hinged shower door. Faucets and shower head are included. Regency. Circle 209 on reader service card



Give your customers the same laundry equipment they would choose for themselves.

Kenmore.

Kenmore washers and dryers have the highest brand loyalty in the industry.

Kenmore washers and dryers are America's favorites, combining performance, dependability, the latest features and value.

Our name helps you sell.

And your customers are familiar with Kenmore. Chances are they've even grown up with Kenmore and Sears.

They know that they can depend on Kenmore for reliable performance, and

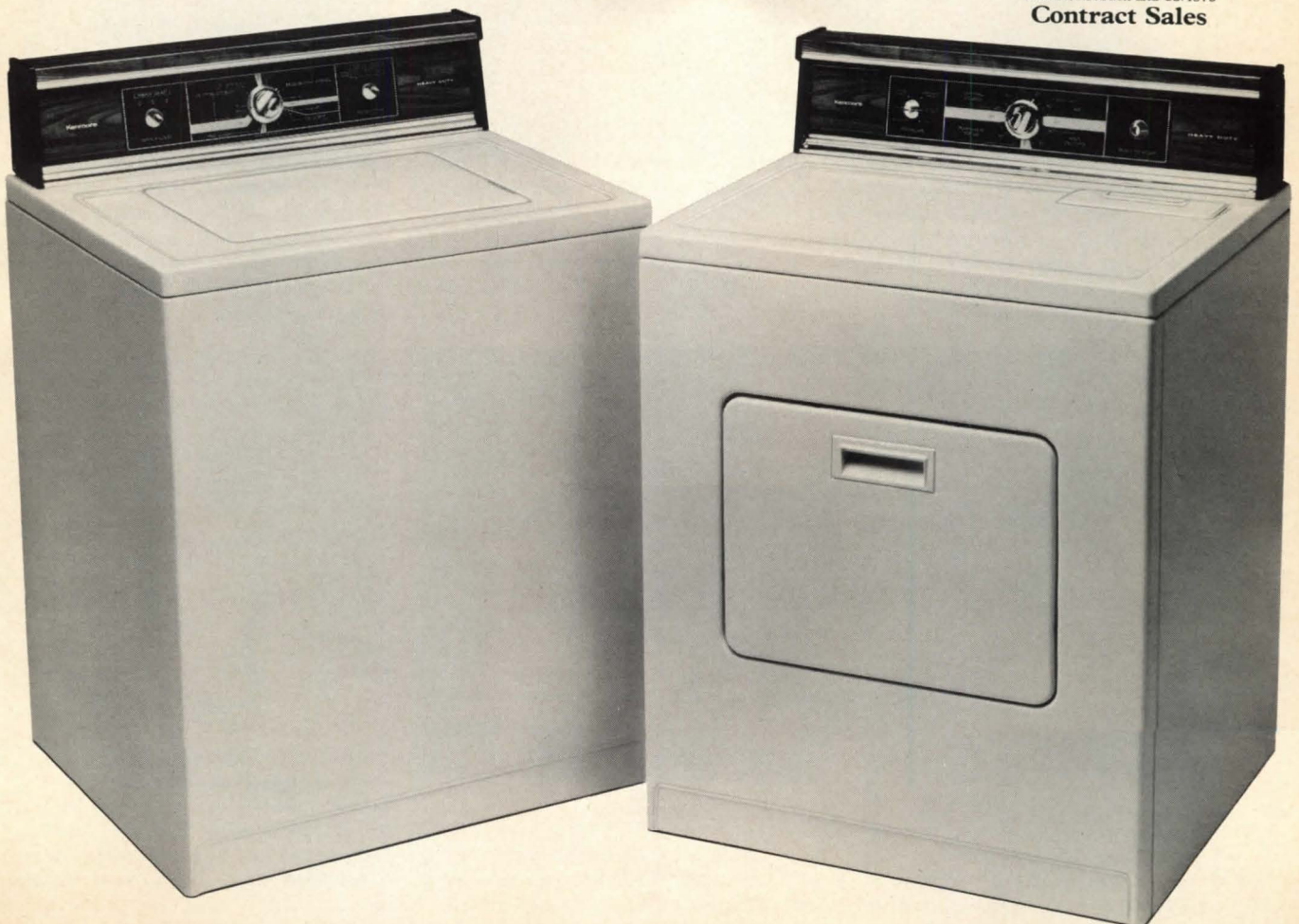
service provided by one of the largest networks of its kind in the industry. That's why they choose Kenmore. Shouldn't you?

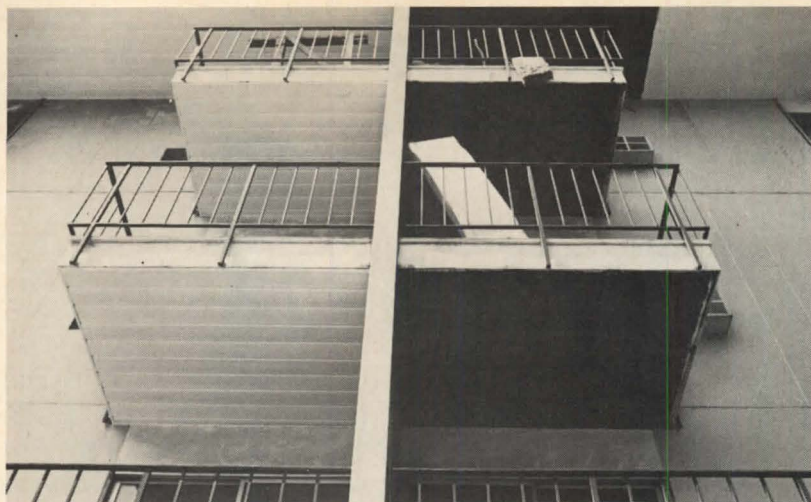
Kenmore offers variety, too. You can select from our compact, stacking laundry pair; extra large capacity and heavy duty washers; plus your choice of gas and electric dryers.

When you give your customers Kenmore laundry equipment, it's almost like saying "welcome home."

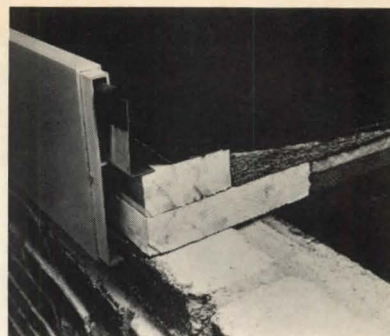
Kenmore. Solid as **Sears**

©Sears, Roebuck and Co. 1979
Contract Sales





Low-maintenance soffit-and-fascia system may be used to re-cover porch decks, as shown in this retrofit job (above left). Porch decks (above right) await installation. Aluminum Industries. Circle 215 on reader service card



Seal Lock® fascia-and-flashing system, shown in cross section above, is for use in light-commercial building applications. To install: Water dam is nailed to wood strip, built-up roofing membrane and flashing are applied, fascia clips are mounted every five feet, and cover plates are snapped in place. Johns-Manville. Circle 219 on reader service card



Rough-sawn hardboard siding, "Maxi" (above), comes in 1/2"-thick panels. The product is offered primed or with a two-tone finish. Siding is warranted against buckling and warping. Forest Fiber. Circle 216 on reader service card



Low-maintenance vinyl siding line (above) will not rust, peel, flake or blister. The line is offered in seven colors: white, gold, avocado, yellow, light green, beige and blue. Bendix. Circle 217 on reader service card



Prefinished hardboard siding, Sawtooth™ Lap (above), is offered primed or prefinished in bark brown, summer tan and weathered gray. Siding comes in 9 1/2" x 16' laps. Boise Cascade. Circle 220 on reader service card



"Microzinc 70," used on contemporary house above, is a non-rusting metal roofing material, conforming to HUD specifications. Material can be cut with shears, hand snips or power equipment. Ball Corp. Circle 218 on reader service card



Low-maintenance polystyrene shutter, "Cedarcrest" (above), has a louvered design. The product, available in 11 sizes, comes in four standard and two special-order colors. CertainTeed. Circle 221 on reader service card

If multi-housing is in your game plan...

GET ON TARGET

Stay on target... Aim at the inner circle

Get to know the leaders . . . the 3,100 most active multi-housing builders/developers, owners, rental property managers in the nation.

Imagine. Having the 3,100 biggest names—and biggest buyers—in the multi-housing industry at your fingertips.

And not only their names but information on the

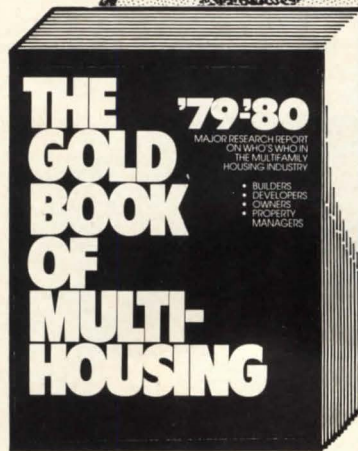
- type of business: builder/developer, owner, property manager
- size of their business
- key personnel
- financing requirements
- operating areas with percentage of dollar activity anticipated in each
- remodeling or rehabilitation activities
- types of activities both in rental and sales . . . townhouses, low-rise, high-rise with projects on how many they plan to build of each this year.

It's all available in the GOLD BOOK . . . arranged by geographic regions so you can literally turn a page to get all the data you need on markets from Maine to California.

Think of the ways you could use this tool to:

- build new business opportunities
- find new outlets for your services
- penetrate new markets
- research new buying trends
- discover what types of materials are being used
- open new territories
- check credit worthiness
- sell more products or services . . . and more

Another publication from CMR Associates: CMR Associates also publishes the BLUE BOOK of Major Homebuilders, the RED BOOK of Housing Manufacturers, the GREEN BOOK of Home Improvement Contractors and FAB-FACTS—A study of building products used by home manufacturers.



Who Needs the Gold Book!—You Do!

- Advertising Agencies
- Financial Firms
- Builders and Contractors
- Building Product Manufacturers and Suppliers
- Developers and Realtors
- Architects
- City Planners
- Consultants
- Engineers
- Developers

We've Got Your Market Covered

The GOLD BOOK is available in a national and four regional editions which break the homebuilding market into state and major metropolitan areas.

Fully indexed, all you need do is flip the pages to find the market and the information you need.



CMR Associates, Inc.
11-A Village Green
Crofton, MD 21113

Please send me: ___ copies of THE GOLD BOOK OF MULTI-HOUSING \$ ___

___ copies of the Southern Edition \$ ___ ___ copies of the Western Edition \$ ___

___ copies of the Northeastern Edition \$ ___ ___ copies of the Mid-western Edition \$ ___

National Edition—\$105.00 Regional Editions—\$40.00 each

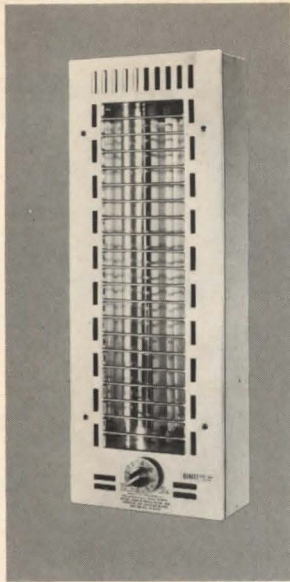
Name _____ Title _____

Company _____

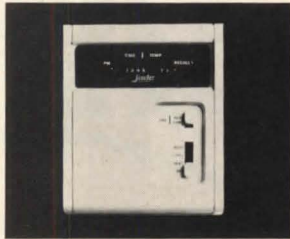
Street _____

City _____ State _____ Zip _____

H 12/79



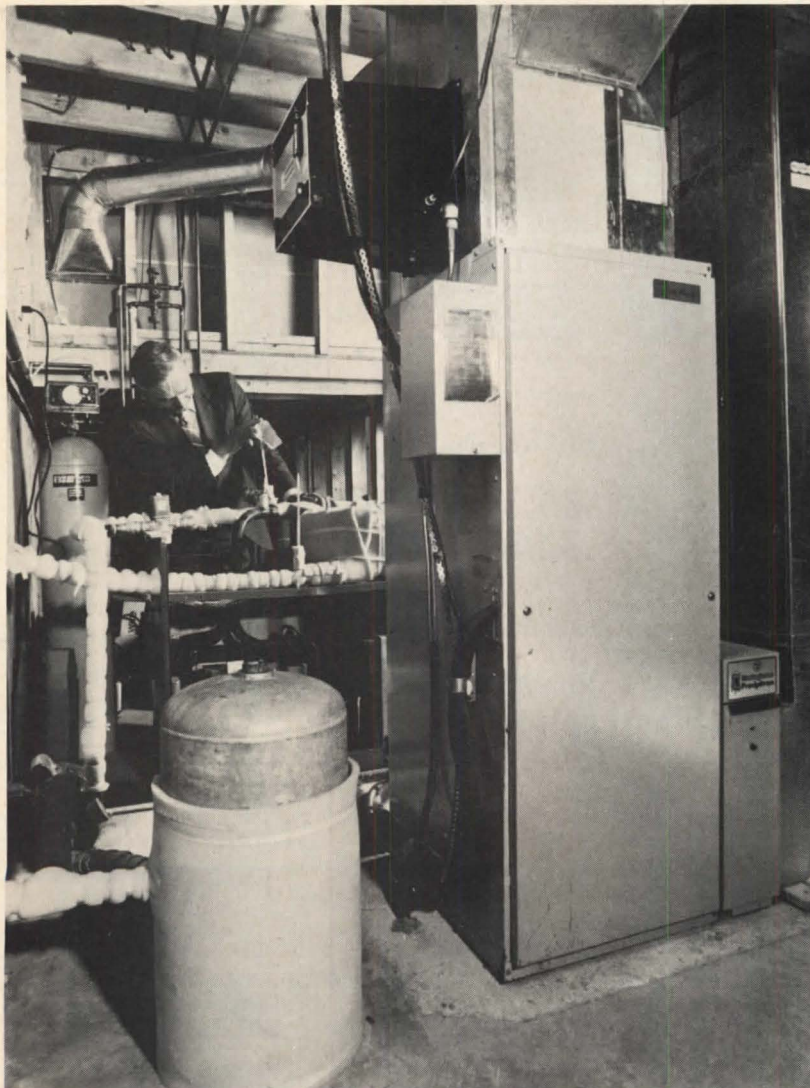
Space heater (left) produces radiant heat by electrically heating two quartz tube elements. Unit is UL listed. Boekamp. *Circle 222 on reader service card*



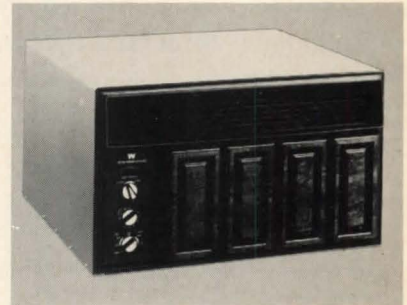
Digital thermostat (above) can store up to four set-up and set-back programs. Unit switches automatically from heating to cooling modes. Jade Controls. *Circle 223 on reader service card*



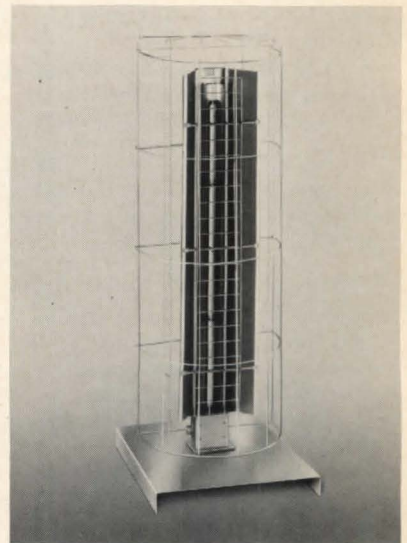
Fan convectors (large units above) can be used with circulating pumps (also shown) to update hydronic heating systems. Myson. *Circle 225 on reader service card*



Water-source heat pump (above), used to heat a 3,600-sq.-ft. Canadian home, reduced fuel bills by over 50% last year. System includes copper tubing which acts as a heat exchanger and glycol antifreeze which runs through the tubing. Westinghouse. *Circle 224 on reader service card*



"Custom heavy-duty" air conditioner (above) features an 11-position thermostat, a three-speed fan, a vent exhaust and a removable filter. Woodgrain-front panels conceal controls. White-Westinghouse. *Circle 226 on reader service card*



Portable infrared heater (above) has a flush-mounted safety screen. Unit uses 120 volts and comes with a 12' cord. The heater measures 31" high x 14" wide x 15" deep. Markel. *Circle 227 on reader service card*

Frank Collins is using PPG tinted glass in the best of U.S. Homes.



This is Village on the Green in Florida. It was built by the largest, most experienced residential builder in the country, U.S. Home. And it illustrates vividly that company's commitment to quality and extra built-in value.

For example, every patio home and condominium villa here has been made more attractive by PPG *Solarbronze*[®] tinted glass.

Frank Collins, Vice President of Construction for the Florida Condominium Division, explains: "We wanted a bronze tinted glass to help merchandise the look of our project. PPG's *Solarbronze*[®] does just that. It gives a better appearance to the homes, espe-



cially a richer look to the exterior and a warm view from the interior."

Mr. Collins' opinion of the results: "We are highly satisfied and will be using this glass in other projects in the future!"

For your projects, PPG offers a range of solar control glasses

that help control heat gain and fight the excessive brightness of a strong sun.

In addition to *Solarbronze*[®], there's also heat absorbing *Solargray*[®] and our green-tinted *Solex*[®] Deep-tinted *Graylite*[®] remains a very effective choice in areas where brightness is especially hard to control.

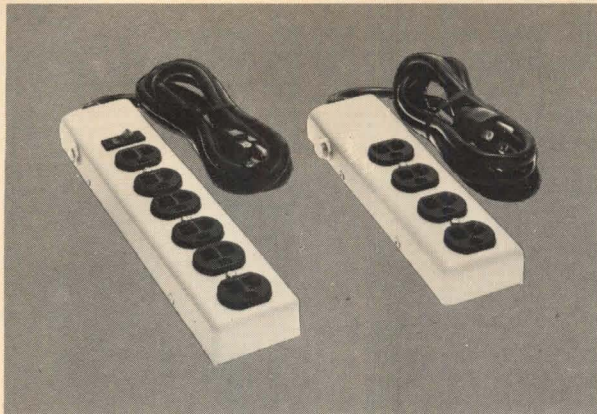
All of PPG's tinteds can easily be combined in double-glazed construction or as add-on panels for improved thermal performance.

Find out more about adding PPG tinted glass to your sales package. Write for a free copy of "Home Styles for the Eighties" a color booklet about PPG products. PPG Industries, Inc., Dept. HS - 3129, One Gateway Center, Pittsburgh, Pa. 15222.

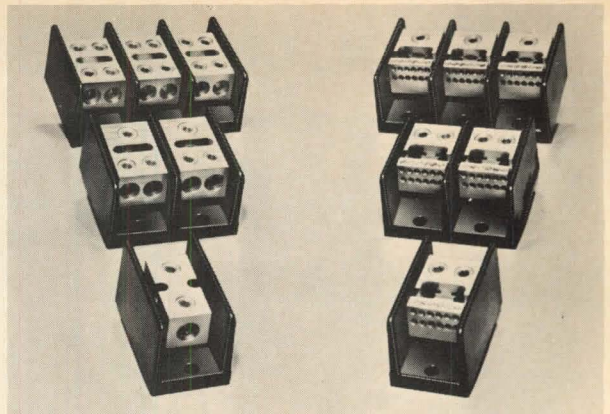
PPG: a Concern for the Future



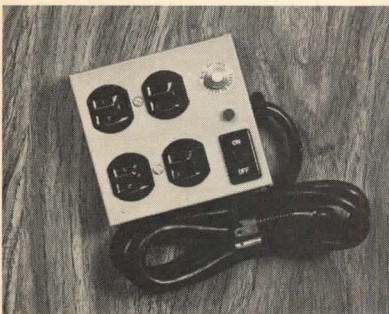
Village on the Green, Clearwater, Florida. Frank Macagnone, Division President, U.S. Home Corporation



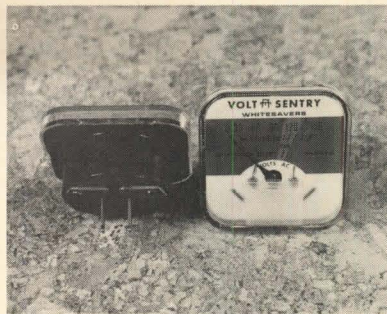
Multiple-outlet strips (above), rated at 15 amps, have circuit-breaker protection. The strips are UL listed and meet OSHA requirements. SGL Waber. *Circle 228 on reader service card*



Electrical power block line includes a selection of terminal blocks (above left) and distribution blocks (above right). Taylor Electric. *Circle 229 on reader service card*



Multiple-outlet block (above) is UL listed. Unit features a pilot light and a push-button circuit breaker. Perfect-Line. *Circle 230 on reader service card*



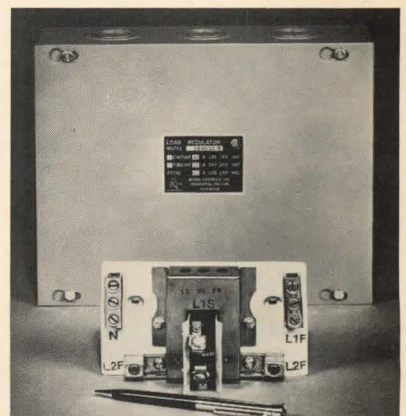
Plug-in "Volt Sentry" (above) measures power output up to 150 volts. Scale indicates brown-out, normal and surge. White-Savers. *Circle 231 on reader service card*



Two 200-amp load centers (above) are used as an alternate to a single 400-amp center, eliminating need for 3" conduit. Load centers have push-button circuit breakers that have thermal and magnetic protection against short circuits and overloads. Gould. *Circle 233 on reader service card*



Gasoline-powered generator operates at 1,800 rpm. Unit, designed for heavy-duty use, is suitable for use on a construction site, as shown above. Homelite. *Circle 232 on reader service card*



Electrical load regulator (above) assigns load priorities to various electrical appliances. For example, in a typical residential installation, a dishwasher or an air conditioner might be assigned second priority and would be turned off temporarily during peak-demand periods. Mears Controls. *Circle 234 on reader service card*

a housing seminar

Fundamentals of professional marketing

A two-day course for builders,
developers, marketing directors and
sales managers

ANNOUNCING THREE NEW SESSIONS

Washington, D.C. Feb. 14-15
San Francisco, CA, March 6-7
Denver, CO, May 5-6



Fundamentals of professional marketing

An intensive two-day course designed to help small and medium-volume builders develop basic marketing skills and strategies

In today's market, the competition for homebuyers is stiffer than ever. And often, this competition comes from big builders with heavy marketing expertise and big marketing budgets. That same marketing expertise can work for you—and within your budget—as long as you know . . .

Who your buyers are and what they want

How to design and build a product that appeals to your buyers

How to merchandise your product effectively and efficiently

That's what this shirt-sleeve seminar will teach you

Washington, D.C.
Feb. 14-15, Arlington Hyatt House, Arlington, VA.

San Francisco, CA
March 6-7, Stanford Court Hotel

Denver, CO
May 5-6, Marriott Hotel

You'll study with Lester Goodman, one of homebuilding's top marketing consultants—who has taught more than 1000 housing seminar alumni over the past three years.

He'll teach you the basics of a marketing program including . . .

- **Research**
- **Advertising and Public Relations**
- **Promotion**
- **On-site Merchandising**
- **Budgeting**
- **Sales Management**

And he'll show you how to apply these basics to your own projects.

Specifically:

In Market Research

- How to gather information
- How to use this data to target your market
- How to develop floor plans that meet the needs of that market
- How to shop your competition

In Advertising and Public Relations

- How to get the most from your advertising budget
- How to hit specific markets with your ads
- How to work with the media
- How to handle advertising production
- How to build a strong public relations program

In Promotion

- How to design an effective sales brochure
- How to create project identity
- How to build traffic with special promotions

In On-Site Merchandising

- How to plan a successful model site
- How to set up an effective sales office
- How to utilize graphics to create a cohesive project image

In Budgeting

- How to determine how much to spend on marketing
- How best to allocate your funds
- How to chart your accounts and maintain control
- How to project your cash flow

In Sales Management

- How to get the most from your sales staff or brokers
- How to keep your buyers happy
- How to make referrals count
- Why the sale never ends

And you'll have ample time to discuss all these subjects plus your own problems with Les Goodman and your fellow students at both formal and informal sessions.

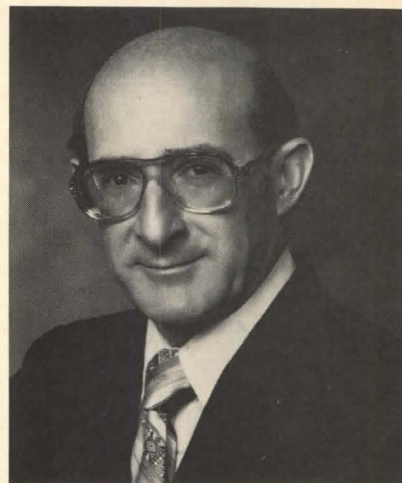
Special Seminar Features

A brainstorming session where Lester will work with you, on marketing problems, brochures, and floor plans

A comprehensive workbook that will serve as a permanent reference guide

A personally developed management action plan for ideas and programs you can begin to implement immediately

A set of audio cassettes covering the entire program



Lester Goodman is president of his own marketing services company, Lester Goodman Associates, based in Brea, California. The firm specializes in marketing planning, research and consultation for housing developers, builders and lenders. Goodman has almost 25 years of housing experience, over 30 years as a marketing specialist. During his career as an active marketing director and consultant, he has been responsible for the marketing and sales of more than 40,000 housing units for builders throughout the United States and Canada.

Goodman is on the Board of Trustees and past president of the Institute of Residential Marketing of NAHB, which supervises a college level educational program for industry professionals. He is now teaching that program at California State University in Orange County, California. He has received the "Bill Molster Award" for marketing achievements and service to the housing industry.

a housing seminar

Fundamentals of professional marketing

How to register

Please complete and return the coupon below to:
Seminar Dept., 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 \$535

The full registration fee is payable in advance, and includes all luncheons, workbooks, tapes and other meeting materials.

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 \$50 service charge.

Seminar hours

Registration starts at 8:30 a.m. the first day. Programs run from 9:00 a.m. to 5:00 p.m.

Hotel reservations

While Housing does not make individual reservations for seminar participants, we have arranged with the Hyatt House in Arlington, Virginia, the Stanford Court Hotel in San Francisco and the Marriott Hotel in Denver to hold a special block of rooms for our attendees. You can reserve your room at the Arlington Hyatt House by phoning (703) 841-9595 and at the Marriott Hotel in Denver by phoning (303) 758-7000. Please be sure to say you are attending the Housing seminar to identify yourself with the block of reserved rooms and the special seminar rate.

To make your hotel reservations at the Stanford Court in San Francisco you will receive, with your confirmation of registration, a reservation card to be filled out and returned immediately to the Stanford Court.

Space is limited so please make your reservations as early as possible for all sessions.

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.

Continuing Education Units

Continuing Education Units (CEU's) will be awarded by HOUSING to attendees successfully completing seminars. The CEU was established in 1974 as a uniform unit of measurement for noncredit continuing education. Proof of completion will be supplied on attendees' request.

Seminar Dept. Housing

1221 Avenue of the Americas
New York, N.Y. 10020

Please register me in the
"Fundamentals of
Professional Marketing"
Seminar checked below:

- Washington, D.C.
Feb. 14-15
Arlington Hyatt House,
Arlington, Va.
- San Francisco, CA
March 6-7
Stanford Court Hotel
- Denver, CO
May 5-6
Marriott Hotel
- Check payable to
Housing enclosed
- Bill my company
- Bill me

Name _____

Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____

Signature _____

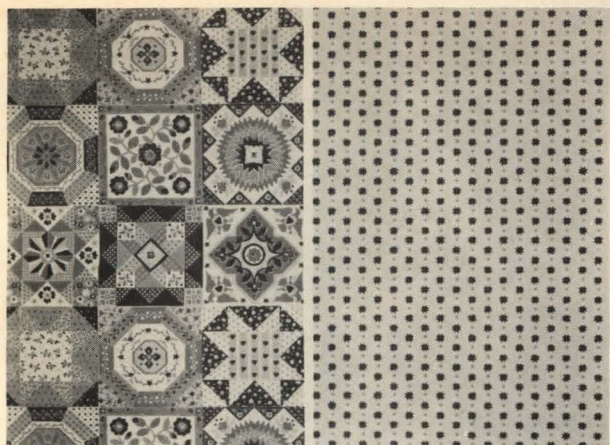
Additional registrations
from my company:

Name _____

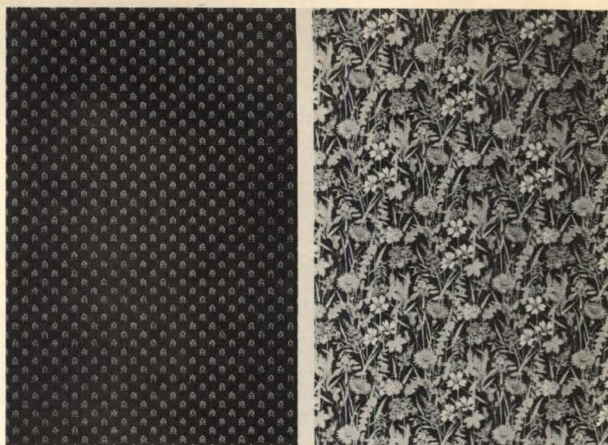
Title _____

Name _____

Title _____

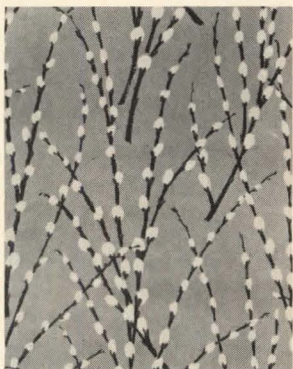


Coordinated wallcoverings include "American Squire" (above left), a patchwork of stars, eagles and hearts, and "Jane" (above right), with stars and buds. Imperial. Circle 242 on reader service card



"Second Nature" floral print (above left) complements "Balmly Days" (above right). Vinyl-coated wallcoverings are pre-pasted and pretrimmed. United Wallcoverings. Circle 245 on reader service card

"Willows" (right), a photographic print, is available in a choice of four colorways. A companion wallcovering is also offered. J. Josephson. Circle 243 on reader service card



High-pressure plastic laminate, "Hallmark Walnut" (right), has a woodgrain pattern. The laminate comes in standard-size sheets. Nevamar. Circle 246 on reader service card



"Malaga" wallcovering (above) is from the "Potpourri Collection." The pattern, which repeats every 9 1/2", is a Spanish tile design on a slate blue background. Greeff Fabrics. Circle 244 on reader service card

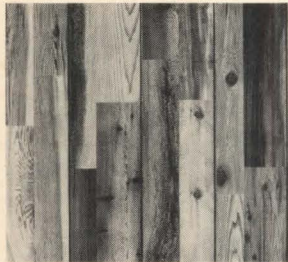


"Marine Fantasy" (above) is part of the "Winds and Wilds" collection. Sea-life pattern is screen printed on pretrimmed, strip-pable paper. A matching fabric, shown on seating, is offered. Katzenbach & Warren. Circle 247 on reader service card



Linen wallcoverings (above), "Chateau Collection" and "Natural Direction," create a contemporary background. Belgian Linen Assn. Circle 248 on reader service card

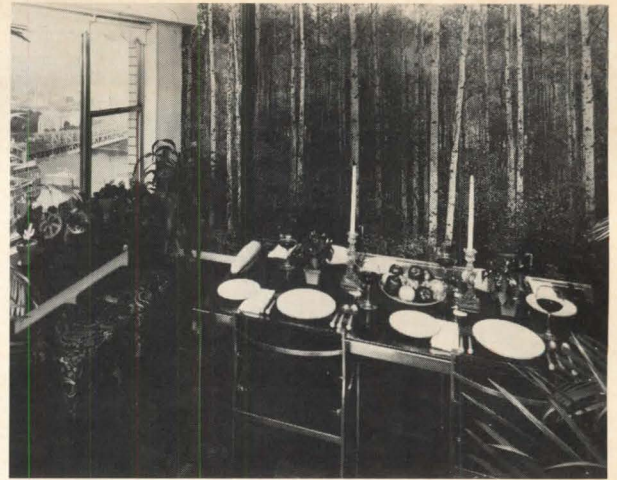
Glazed "Sierra" tiles (right) come in 4½- or 6-in. squares and two colorways. Optional trim and angles are offered. Franciscan Tile. Circle 249 on reader service card



Hardboard/plywood paneling (left) has a class C flame spread rating. The "Fifth Dimension" line is offered in nine simulated woodgrain designs, including elm, oak, maple, birch, pine and, as shown here, cedar. The paneling is prefinished. DG Shelter. Circle 250 on reader service card

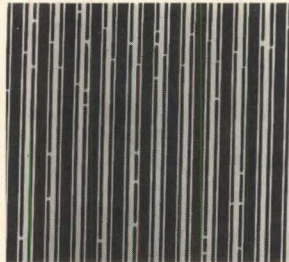


Colorful "Patches" wallcovering (above) is part of the "Main St. II" collection, which includes designs in 35 patterns and 142 colorways. Easy-to-maintain material is a durable, fabric-backed vinyl which is strippable and scrubbable. Stauffer. Circle 251 on reader service card



"Oktoberfest" photomural (above) inspires a serene autumn atmosphere with its birch-forest scene. The material is strippable. Naturescapes. Circle 252 on reader service card

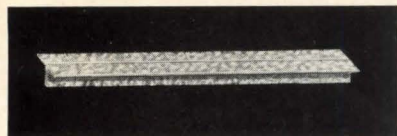
Prefinished alder paneling (right) is available in light brown ("Mt. Baker"), dark brown ("Mt. Custer") and gray ("Mt. Ashley"). States Veneer. Circle 253 on reader service card



Vinyl-coated wallcovering (left) features a design of broad and narrow vertical stripes—some "broken" to add visual variety. "Tiffany Stripe" comes in four colorways: aubergine purple, green, brown and blue. The washable material is 27" wide. Abraham-Zumsteg. Circle 254 on reader service card



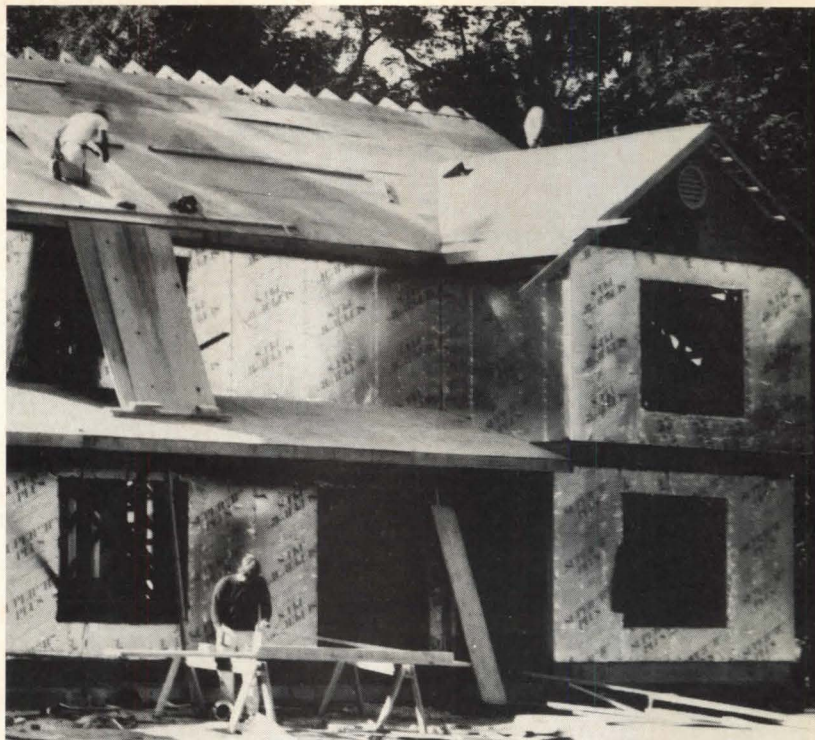
Planked hardboard paneling (above) is finished to resemble hickory. "Hallmark Hickory" is one of two designs in the "Classic Series." The grain running down the panels range from dark brown to tan. A companion paneling, "Sterling Hickory," is also available. Abitibi. Circle 255 on reader service card



Strongstrip™ (above) is a T-shaped wind brace for use in wood stud wall framing. It comes in standard lengths for 16'' and 24'' o.c. walls. Milcor. Circle 257 on reader service card



Preassembled stair and rail units (above) are designed to cut on-site installation time. Steel units come in a wide variety of sizes. National Iron. Circle 258 on reader service card



Super® Plus insulating sheathing (above) now comes with a 90# kraft liner board. The improved material has been listed by the Council of Associated Building Organizations. Sheathing, made of expanded styrene bead foam, is available in 4' x 8' sheets. Korwall. Circle 256 on reader service card

ANNUAL PRODUCT CATEGORY INDEX (by page)

Bathrooms

Jan. 100, 102, 152, 154
 Feb. 96, 98, 100
 Apr. 96, 98, 100
 June 98, 102
 Aug. 82, 87
 Oct. 102

Coatings/adhesives

May 124, 108-9
 Nov. 112, 114

Doors/windows

Jan. 108, 110, 160, 162, 164
 Feb. 108, 110
 June 112, 114
 July 122
 Aug. 96
 Sept. 96

Electrical

May 126, 128, 131

Exteriors

Jan. 110, 158
 Feb. 112
 Apr. 94-5
 Aug. 88

Fireplaces

Jan. 172, 174
 Apr. 102

Flooring

Jan. 106, 156
 Mar. 104, 114
 June 106, 108
 July 112
 Aug. 80-1
 Oct. 92, 98
 Nov. 116

Interior environment

Jan. 112, 142
 Feb. 104, 106
 Aug. 93, 94
 Sept. 90

Interiors

Jan. 102, 104, 176, 178
 Feb. 94-5
 Mar. 116, 118, 120, 122
 July 114, 119
 Sept. 98

Kitchens

Jan. 96, 98, 150
 Mar. 100, 102
 May 112, 114, 116
 July 100, 106, 98-9
 Sept. 82, 84
 Nov. 106, 108

Lighting

Jan. 112, 142
 Apr. 106, 108
 Sept. 88
 Oct. 104, 106

Office equipment

May 122
 June 96-7

Outdoor

Jan. 144
 May 118, 121
 July 108

Plumbing/piping

Jan. 180, 182
 June 110
 Sept. 81
 Nov. 111

Recreational

Jan. 144
 Apr. 111

Security

Jan. 184, 188
 Mar. 126
 Apr. 104
 Nov. 118, 120, 122

Structural

Jan. 140
 Feb. 114
 July 110
 Aug. 90
 Nov. 104-5

Tools/equipment

Jan. 191, 192
 June 104
 Oct. 110, 112

A show-and-tell townhouse/condo guide

One of the toughest problems in designing multifamily projects—how to handle parking—gets major treatment in a recent Urban Land Institute report entitled *Planning and Design of Townhouses and Condominiums*.*

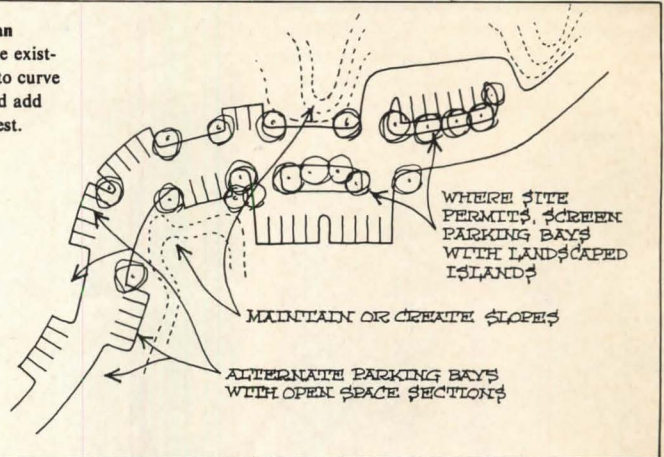
Noting that a project can take on the appearance of an urban parking lot if car storage isn't handled skillfully, the publication presents a series of parking-area solutions, like that shown in the drawing at right.

The idea, the report points out, is to make multifamily housing just as acceptable to buyers as single-family houses. And parking is just one of the many aspects of planning and design for medium-density housing covered in the 246-page study. Subjects run the gamut from market research to interior design. For example, the comprehensive report deals extensively with:

- effective land use
- roadway planning
- integration of utilities and amenities
- landscaping

And the book further emphasizes how

Parking-area plan shows how to use existing topography to curve parking bays and add islands for interest.

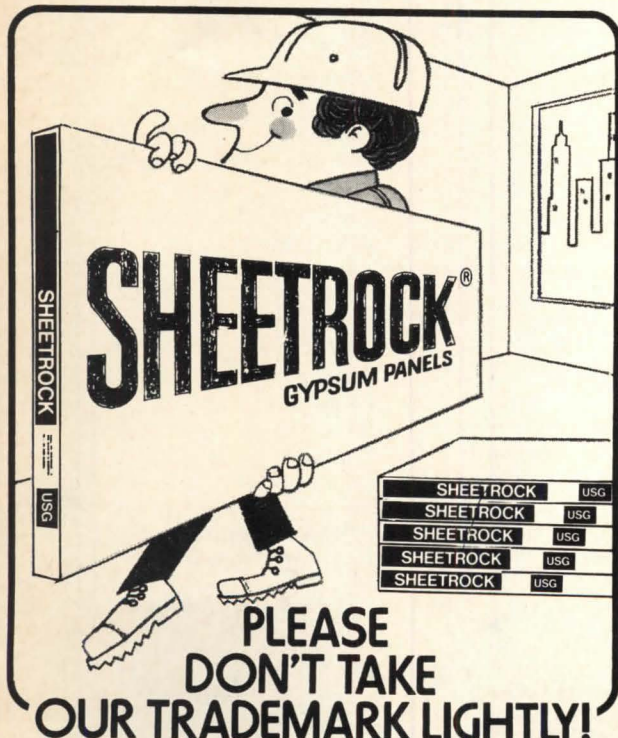


paying close attention to details—mailboxes, paving materials and outdoor lighting, for example—will help make your project even more successful.

This handy manual is packed with photo-

graphs, diagrams and tables. For your copy, write the Urban Land Institute, 1200 18th Street N.W., Washington, D.C. 20036. Price: \$18 for members and associates; \$24 for nonmembers.

*This book defines townhouses as two or more single-family attached homes with ground-floor entries. Condominium refers to a form of ownership.



PLEASE DON'T TAKE OUR TRADEMARK LIGHTLY!

SHEETROCK is a brand, a registered trademark for gypsum panels made only by U.S.G. Any use of the trade name in conjunction with any other make of gypsum wallboard is a misuse of our trademark.

UNITED STATES GYPSUM

101 South Wacker Drive, Chicago, Illinois 60606

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:

<input type="checkbox"/> NEW	<input type="checkbox"/> ONE YEAR	\$16	\$18
<input type="checkbox"/> RENEWAL	<input type="checkbox"/> THREE YEARS	\$34	\$38

MAIL REMITTANCE TO
Housing, P.O. Box 430, Hightstown, N.J.
08520—Rates Apply to U.S. & Canada Only—

want
your
own
subscription?

a housing seminar

HOW TO SHARPEN YOUR SELLING EDGE

A two-day course for builders,
new-home salespeople, sales managers,
Realtors and marketing directors



ANNOUNCING THREE NEW SESSIONS

San Francisco, CA, Feb. 7-8
Washington, DC, March 3-4
Denver, CO, April 28-29

HOW TO **SHARPEN YOUR SELLING EDGE**

An intensive two-day sales-training seminar designed to improve the effectiveness of your selling program—and your sales staff

San Francisco, CA
Feb. 7-8
Hyatt on Union Square

Washington, DC
March 3-4
Hyatt Regency

Denver, CO
April 28-29
Marriott Hotel

You'll study with Dave Stone, America's foremost new-home sales consultant who has taught sales and sales management to more than 1200 Housing seminar alumni over the past five years . . .

And you'll get right down to basics with a brand-new two-day program that stresses

- Face-to-face selling techniques
- Creative selling concepts
- Sales & marketing strategies
- Effective sales environments

Today's housing market demands that you take a new look at your present sales program

Here's why:

- Today, mortgage money is tight and mortgage rates continue to climb
- Today, you have to sell a much higher priced product than ever before
- Today, your prospects are dollar-conscious consumers

If your salespeople or Realtors can't respond to the needs of today's market—they can't sell your product effectively.

At this seminar, you'll study—the basic selling techniques that work in today's market

- How to motivate prospects
- How to control and qualify prospects
- How to overcome objections and sales obstacles
- How to create a sense of urgency
- How to make the close

You'll learn how to utilize these selling concepts

- Effective methods of follow-up
- Techniques for avoiding cancellations
- Creative financing ideas to close the sale
- Stimulating trade-up sales
- Boosting referral sales

You'll study ways to fine-tune your sales and marketing strategies

- Targeting your sales effort to the right market
- Building and maintaining the right sales tempo
- Establishing a sense of community
- Creating guidelines for effective sales management
- Providing up-to-date sales-training programs

And, you'll learn how to create a good sales environment

Specifically . . .

- How to design efficient and effective sales offices
- How to present model displays
- How to develop off-site sales environments
- How to design sales displays

And you'll have ample opportunity to discuss all these subjects plus your own particular concerns with Dave Stone and your fellow students at both formal and informal work 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 administrative manager of Stone and Schulte, a real estate and homebuilding company in the San Francisco Bay Area. He is currently President of the Stone Institute, a management and marketing consulting organization based in Tulsa, Oklahoma which works with both building and realty clients all over the country. Dave is a faculty member of 14 Graduate Realtors Institutes in the United States and has assisted in the development of educational programs for the California Association of Realtors, the Realtors National Marketing Institute, the National Association of Home Builders and the Urban Land Institute.

In the past few years, Dave Stone has been widely hailed as home building's leading teacher of sales management. He has lectured to several hundred thousand real estate professionals in all 50 states, Canada, Mexico and Europe, and has authored 12 books on real estate subjects—among them the best-selling "How to Sell New Homes and Condominiums" published by the Housing Press.

Special seminar features

A brain-storming session where Dave Stone will deal with individual problems

A comprehensive workbook that will serve as a permanent reference guide

A check-listed value index system

A personally developed management action plan for ideas and programs you can begin to implement immediately

A set of audio cassettes covering the entire program

a housing seminar

HOW TO SHARPEN YOUR SELLING EDGE

Seminar Registration

To register, please complete and return the coupon below to Seminar Department, Housing Magazine, McGraw-Hill, Inc., 1221 Avenue of the Americas, N.Y., N.Y. 10020. Or you may register by calling (212) 997-6692. All registrations will be confirmed by mail.

Seminar Fee

\$525

The full registration fee is payable in advance, and includes all luncheons, workbooks, tapes and other meeting materials.

Seminar Hours

Registration starts at 8:30 a.m. Sessions run from 9:00 a.m. to 5:00 p.m.

Hotel Reservations

While Housing does not make individual reservations for seminar participants, we have arranged with the Hyatt on Union Square in San Francisco, the Hyatt Regency Washington in Washington and the Marriott Hotel in Denver to hold a special block of rooms for our attendees. You can reserve your room at the Hyatt on Union Square by phoning (415) 298-1234; at the Hyatt Regency Washington by phoning (202) 737-1234 and at the Marriott Hotel in Denver by phoning (303) 758-7000.

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

Tax Deduction of Expenses

An income tax deduction is allowed for expense of education (includes registration fees, travel, meals, lodgings) undertaken to maintain and improve professional skill. See Treasury regulation 1.162-5 Coughlin vs. Commissioner 203.2d307.

Continuing Education Units

Continuing Education Units (CEU's) will be awarded by Housing to attendees successfully completing seminars. The CEU was established in 1974 as a uniform unit of measurement for noncredit continuing education. Proof of completion will be supplied on attendees' request.

Seminar Dept. Housing

McGraw-Hill, Inc.
1221 Avenue of the
Americas
N.Y., N.Y. 10020

Please register me in the
**How to Sharpen Your
Selling Edge**

Seminar checked below

- San Francisco, CA
Feb. 7-8
Hyatt on Union Square
- Washington, DC
March 3-4
Hyatt Regency Washington
- Denver, CO
April 28-29
Marriott Hotel
- Check payable to
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 _____

Classified Advertising

The market-place of housing.

BUSINESS OPPORTUNITIES

BUSINESS OPPORTUNITY SEEKING SILENT PARTNERS

Revolutionary change in bidet, U.S.A. (B. DAY—BEA. DAY.). Bidet is a plumbing fixture similar to a toilet with an upward spray and hot and cold faucets used for cleaning the anal and genital area.

CALL 312-475-1405

Kitty Rand Tugendrajch
2030 Pratt Court
Evanston, IL 60201 U.S.A.

BUSINESS OPPORTUNITIES

Dome Homes—Energy Saver—Seeking qualified residential home builders, developers and representatives to handle regional sales of middle income Dome Homes. Great market appeal. Write or call Domes and Homes, Inc., P. O. Box 365, Brielle, N.J. 08730.

Small Home Plans; 2, 3, and 4 bedrooms. Wide range of design, from 5 to 9 different exteriors per plan. Blueprints available. Send \$2.00 to: Mike's Drafting Service, P.O. Box 614, Cape Girardeau, MO 63701.

POSITIONS VACANT

Construction Management—Growth oriented South Florida housing development and building company with annual sales of \$15 million seeks results-oriented person for senior management position related to multi-family and commercial construction. Ideal candidate will have field supervision experience and be people, management and bottom line oriented. Excellent salary, benefits, and equity participation available. Send your resume to: Bob Satter, 2328 S. Congress Avenue, West Palm Beach, FL 33406.

POSITIONS WANTED

Financial Executive—Heavyweight—Listed Co. V.P. Controller-CPA (Big 8 exp)—Attorney-Acquisitions, financial controls, taxes. Exp'd real estate, construction, homebuilding industries. Combines technical skill with imagination. \$30,000 required. For resume, PW-9695, Housing.

HOUSE TOURS

Guided House Development Tours Of San Diego County Calif. for builders, developers, architects See Award developments and designs from detached product to planned communities and professional decorated model complexes. Contact: Arthur H. Krauer, Ph.D., President, Housing Consultants Group, Office U-306, 3913 Ingraham St., San Diego, CA 92109 (714) 270-9798.

EQUIPMENT FOR SALE

Rafter Length Computer: "Dial" desired roof pitch. Read lengths of common, hip, valley, jack rafters. Any span. Indicates plumb, level, side cuts info. Just \$8.95 postpaid. Satisfaction guaranteed. Free literature. Emmert, Box 221-H, Sycamore, IL 60178.

"For Better Homes" Housing Industry Exhibition

The Tokyo International Good Living Show is the most comprehensive showcase in Japan of today's most advanced, attractive, and up-to-date trends in the worldwide housing industry.

At the last Tokyo International Good Living Show, held in 1978, nearly 400 exhibitors from 19 countries received a total

of 443,000 visitors from 43 nations, resulting in more than 73,000 business contacts.

And all indications are that the upcoming 6th Good Living Show will be even better. With two very special exhibits—"The Interior Ware Exhibit" and "The Household Goods & Facilities Exhibit"—it's sure to be an international event you won't want to miss.

6TH TOKYO INTERNATIONAL GOOD LIVING SHOW

April 28 (Mon.) — May 5 (Mon.), '80

TOKYO INTERNATIONAL TRADE FAIR COMMISSION

7-24, Harumi 4-chome, Chuo-ku, Tokyo, Japan Cable: TOFAIR TOKYO Tel: Tokyo 531-3371



**Follow through...
with your help
to prevent
Birth
Defects.**

**SUPPORT
MARCH OF DIMES**



E.H. BOECKH CO.

E. H. Boeckh Co. has only one image . . . we reflect your needs.

The Boeckh logo on products and services means fast, accurate building cost estimates for the insurance, appraisal and building industries. We fulfill your professional needs with current, reliable techniques and manuals for determining cost data. Our advanced computer technology satisfies your desire for innovative cost estimating.

The Boeckh logo . . . reflecting your needs with professional cost estimating tools, systems and concepts. See for yourself!

I would like to receive Boeckh's **FREE** catalog of products and services!

Name & Title: _____
Company: _____
Address: _____
City: _____ State: _____ Zip: _____
Telephone: (_____) _____

E. H. Boeckh Co. — P. O. Box 664, Milwaukee, WI 53201

H1279

ADVERTISERS INDEX

For your convenience Reader Service
Circle numbers precede advertisers names

- | | | |
|---|--|---|
| <p>Circle No.</p> <p>A</p> <p>87 Acorn Building Components87
Stone and Simons Advs. Inc.
American Plywood Assn.33
Cole & Weber, Inc.</p> <p>37 Andersen Corp.37
Campbell-Mithun, Inc.</p> <p>3 Armstrong Cork CompanyCov. II
Marsteller, Inc.</p> <p>57 Asphalt Roofing Mfg. Assoc.84A
Hofer Dieterich & Brown</p> <p>B</p> <p>105 Boeckh Publications109</p> <p>C</p> <p>13 Champion Building Products13
Grey Adv. Inc.
Classified109
Cost, Rent and Profit
Computer:82, 92D
Edward N. Kelly</p> <p>E</p> <p>111 E. A. NordCov. III
Ricks-Ehrig</p> <p>G</p> <p>39 GAF39
Scali, McCabe, Sloves, Inc.</p> <p>6 General Electric6</p> <p>17 General Electric17</p> <p>35 General Electric35
Young & Rubicam Inc.</p> <p>8 Glidden8
Meldrum & Fewsmith Inc.</p> <p>Gold Book91
CMR Associates, Inc.</p> | <p>Circle No.</p> <p>H</p> <p>27 Hotpoint Div./Gen. Electric Co.27
Adv. & Sales Promotion Operations
Housing Seminars
Smaller House29-32
California Marketing Scene41-44
Professional Marketing95-98
Sharpen Your Selling Edge 105-108</p> <p>K</p> <p>11 Kitchen Kompact11
Halbleib & Moll Assoc. Inc.</p> <p>112 Kwikset
(Div. of Emhart Corp.)Cov. IV
Coltrane, Kracke, Martin, Kushall</p> <p>M</p> <p>19 Marvin Windows19
Discovery Designs</p> <p>14 Masonite Corp.14, 15</p> <p>15 Masonite Corp.14, 15
Kubiak Carpenter & Assoc.</p> <p>58 Muller Supply Co.84C
M. S. Advertising</p> <p>N</p> <p>59 Northwood Mills84A
Canadian Trend Sales Ltd.
Nutone, Div. of Scovill1, 2
Intermedia, Inc.</p> <p>P</p> <p>93 PPG Industries93
Ketchum, MacLeod & Grove, Inc.</p> <p>5 Peachtree Doors, Inc.4, 5
Liller Neal Weltin, Inc.</p> <p>25 Pease Co.24, 25
Howard Swink Adv.</p> <p>23 Pen Ply23
Soderberg Thompson
MacEwan, Inc.</p> | <p>Circle No.</p> <p>R</p> <p>Red Book92A
CMR Associates, Inc.</p> <p>60 Red Cedar Shingle & Handsplit
Shake Bureau84B
Cedarcrest Adv.</p> <p>62 Revere Solar & Arch. Prod.84A
Conklin, Labs & Bebee, Inc.</p> <p>45 Rittenhouse45
Blair Adv. Inc.</p> <p>56 Rolscreen Co.92B, 92C
Kerker & Assoc.</p> <p>S</p> <p>40 Sears, Roebuck & Co.40</p> <p>89 Sears, Roebuck & Co.89
Stern Walter/Earle Ludgin, Inc.</p> <p>63 Simpson Timber Co.84B</p> <p>61 Simpson Timber Co.84D
Kraft Smith</p> <p>T</p> <p>Ticor Title Insurers28
Abert, Newhoff & Burr</p> <p>Tokyo Int'l Trade Fair
Commission109
Asian Adv. Inc.</p> <p>U</p> <p>104 United States Gypsum104
Marstrat, Inc.</p> <p>W</p> <p>21 Whirlpool Corp.20, 21
The Netedu Co.</p> |
|---|--|---|

Advertising Sales Mgr.:
Edward C. Weil III
Business Mgr.:
Vito DeStefano
Marketing Services Mgr.:
Henry G. Hardwick

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 Terry Blackwood 1175 Peachtree St. (404) 892-2868	STAMFORD 06901 George Broskey 300 Broad St., 7th Fl. (203) 359-2860	CHICAGO 60611 Richard Hathaway David R. Jern 645 N. Michigan Ave. (312) 751-3700	CLEVELAND 44113 Milton H. Hall, Jr. 55 Public Square (216) 781-7000	DENVER 80203 Shirley Klotz 123 Speer Blvd., #400 (303) 837-1010	DETROIT 48075 Milton H. Hall, Jr. 4000 Town Center Suite 770 (313)352-9760
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 George Broskey 1221 Avenue of the Americas (212) 997-6909	PHILADELPHIA 19102 George Broskey Three Parkway (215) 568-6161	PITTSBURGH 15222 Milton H. Hall, Jr. 2 Gateway Center (412) 227-3640	SAN FRANCISCO 94111 Richard R. Butera 425 Battery Street (415) 362-4600

Nord offers the first money-back guarantee in the history of wood doors.

We're so confident that our Weatherbond® panel is the toughest, best wood panel available, we've warranted it.

Wood beauty without call-backs.

It's made with a laminated inner core, which resists the effects of weather and keeps the panel from ever splitting through. So, you get the beauty of wood without the call-backs.

A new door plus as much as \$150.

Should any Weatherbond panel ever split through, Nord promises to replace the door and pay you up to \$150 for finishing and installation.

Nord Weatherbond panel entry doors are available in over 60 different designs. Contact your authorized wholesaler for the dealer

nearest you. For specific information and a copy of Nord's limited warranty on Weatherbond panels, write "Weatherbond" on your letterhead and send it to E. A. Nord Company, Everett, WA 98206.



Entry doors Interior doors Bifolds Columns Architectural spindles Stair parts Thermal doors Storm and screen doors



"Should any Weatherbond panel ever split through, Nord promises a replacement door and payment up to \$150 for finishing and installation. I guarantee it."

Bob Nord



kwikset.

America's choice for international styling.

This world comes together at the United Nations, just as design influences from many parts of the world come together in Kwikset's collection of lever locksets.

The lever concept is truly Old World. But superior styling lets Kwikset levers look great with any type of home.

Tasteful, enduring design concepts. An important reason why Kwikset is America's first choice. And has been for nearly a quarter century.



kwikset DIVISION OF EMHART INDUSTRIES, INC.
ANAHEIM, CALIFORNIA U.S.A. 92803

America's Largest Selling Residential Locksets

An **EMHART** Unit

Circle 112 on reader service card

