

# House & Home

MANAGEMENT PUBLICATION OF THE HOUSING INDUSTRY

MAY 1966



**Housing's best merchandisers—how they  
make the sales that other builders miss**



**Subtle beauty . . .  
powerful  
sales appeal:  
Azrock's  
Florentine  
embossed vinyl  
asbestos tile**

Floor shown:  
VE-923 Olive White  
with olive feature strip

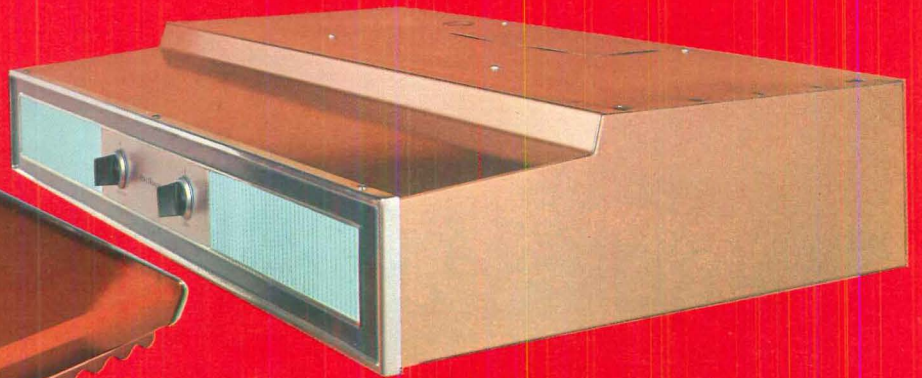
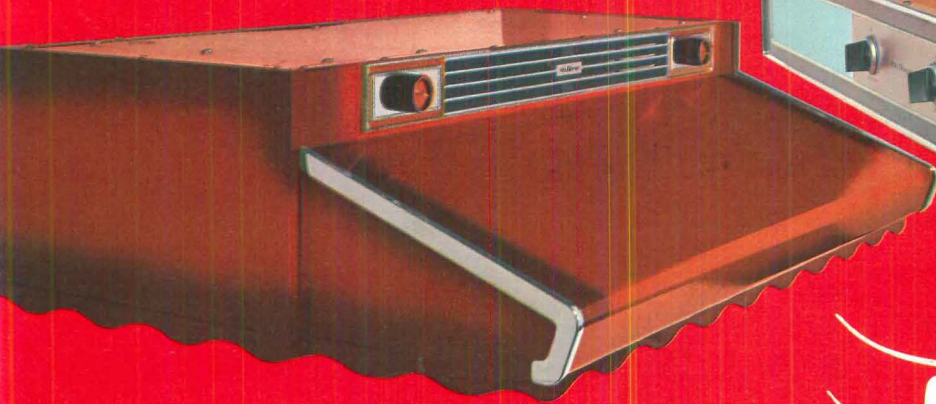
Does creative floor styling help sell houses? You know it! . . . and when the floor is elegant Florentine in Azrock vinyl asbestos tile, you've built in more value for less cost than with any other type of flooring. Florentine's embossed marble tracery helps to conceal subfloor irregularities, heel and furniture marks . . . housewives appreciate its ease of maintenance . . . and the total effect of a Florentine floor is totally beautiful. Available at your Azrock dealer now in four fashion-right colors in 1/16" gauge, 12" x 12" size. Florentine . . . Azrock creative styling at its finest.

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Nationally advertised in American Home, Better Homes & Gardens, House Beautiful, House and Garden and others. For free samples, write Azrock Floor Products, 500B Frost Building, San Antonio, Texas 78205.

# Which do you prefer?

**STRAIGHT**



**CURVED**

*NuTone has a model just right for you!*

"APPLIANCE" COLORS



Curves are comfortable . . . easy on the eyes . . . even restful . . . to many homemakers. NuTone has them . . . in four popular Series!

"APPLIANCE" STYLING

SEE NEXT PAGE 

Straight lines give you the crisp look. Lovers of Contemporary invariably want them. NuTone offers them in 4 exciting Series.



V-30 Series offers over 140 combinations, choice of three Power Units.



V-34 Series, Non-Duct. Has triple-filters, and is available in 9 colors!

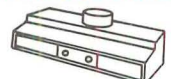


6000 Series 'Fold-Away', with choice of 8 insert-panels, two Power Units.

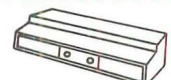


V-50 Series Heavy-duty; for large kitchens, and peninsulas, or 'islands'.

V-11 Series. For vertical discharge. The collar is built-in. In 7 finishes.



V-19 Series Convertible; horizontal or vertical discharge. In seven colors!



7000 Series 'Roll-Out' for high-oven ranges; in ducted or non-duct models.

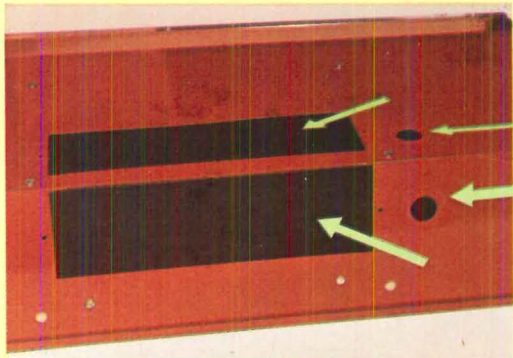


3200 Series for Ovens. Folds out to ventilate; folds back, shuts off!

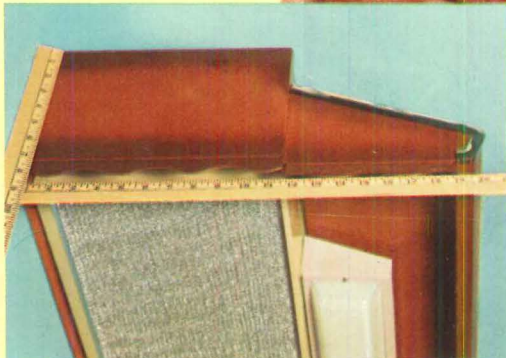


# You Can See the Difference

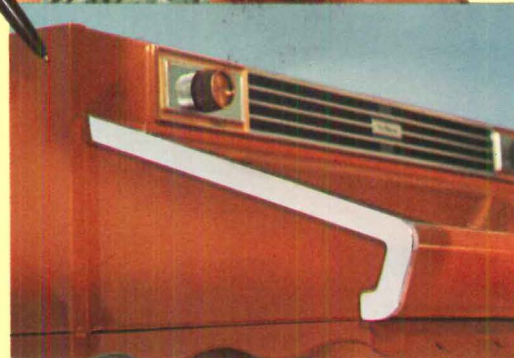
## NO OTHER HOOD-FAN CAN MATCH NUTONE'S OUTSTANDING FEATURES



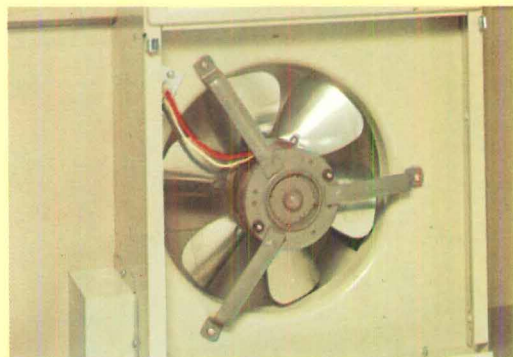
↑ Flexible! For vertical discharge, horizontal discharge installations, or back and up through the walls.



↑ No skimpy sizes! NuTone Hoods are deep enough to reach front burners; high enough for best air-collection.



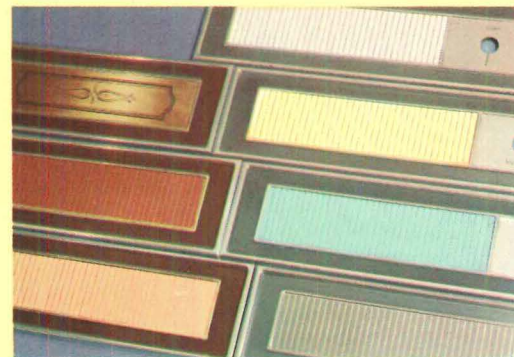
↑ Safety-contoured edges and trim of sculptured die-cast Chrome in V-30 and V-34 Series dress-up kitchens.



↑ Multi-fin pressure blades for peak power. Three-point Fan Mounting prevents vibration, cushions noise.



↑ V-30 Series offers 3 different Power Units. You can 'tailor' ventilation to each specific kitchen's requirement.



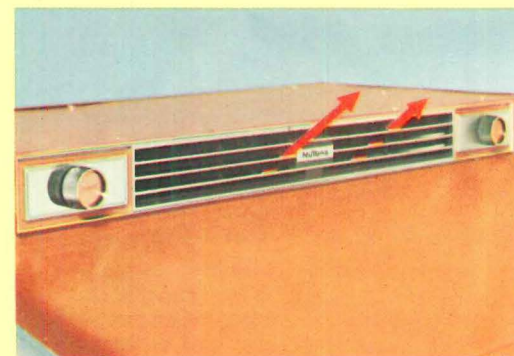
↑ Decorator panels offer a choice of 7 appliance-matched colors and finishes, for best color-coordination.



↑ 'Up-Front' controls are easy to see, clearly marked for safe operation of two-speed fan and concealed lights.



↑ Six sq. ft. of triple-filters . . . One for odors, one for smoke and one for grease. Kitchen air is fresh, clean!



↑ In non-duct models discharge grille deflects air up and away from housewife, protects cabinets from damage.

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# House & Home

A McGRAW-HILL PUBLICATION

VOL. XXIX NO. 5

MAY 1966

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**Cover:** Information center and sales office at Sunset San Marin, Marin County, Calif. Photo: Julius Shulman. Other color photos: Glass Studios, p. 103-105; Julius Shulman, p. 106-107; Charles Aqua Vita, p. 108-109; Morton Tadder, p. 110; Warren Ballard and Paul Stano, p. 111; Julius Shulman and Michael Tenzer, p. 112.

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**How come an outfit  
you hardly know  
makes laminated plastic  
sheets for  
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Holiday Inns  
U.S. Post Office  
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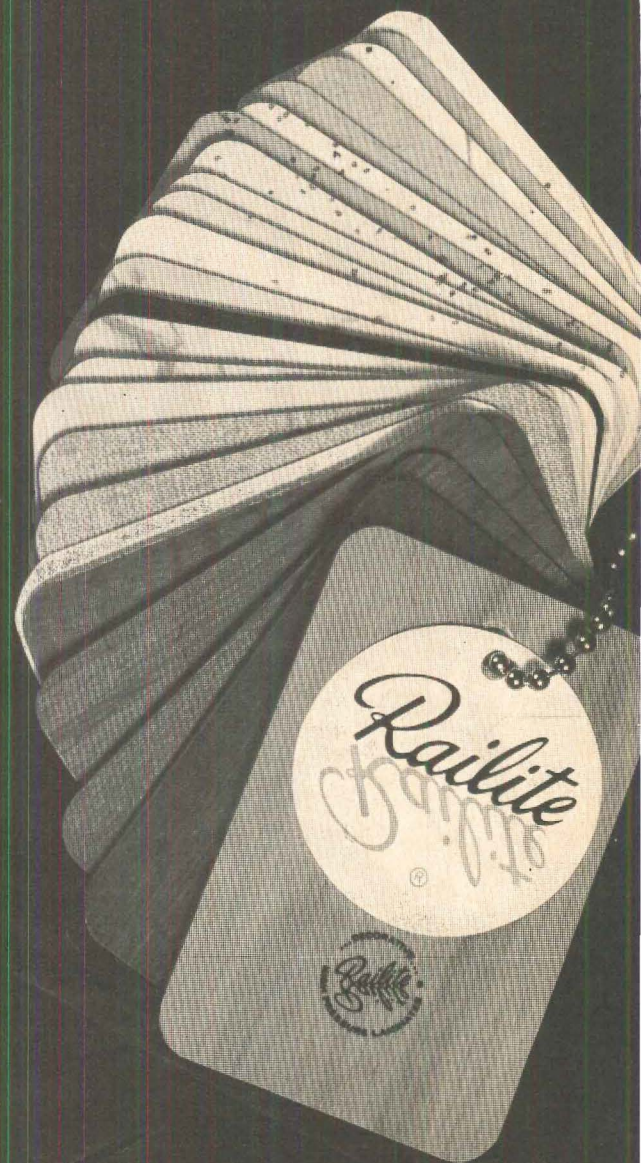
*Maybe you ought to  
know more about  
that outfit.*

*Name's Railite*

Howard Johnson uses our laminated plastic on their counter tops. Holiday Inns, on furniture. The Post Office, for counter tops and walls. Etc.

Want some good reasons? Our Railite is priced better. It outlasts the big names (in actual abrasion tests). And you can get it immediately at 2500 lumber dealers — when you pick up the rest of your building supplies.

For more information, or names of nearest dealers, write to us. If you want a free set of color samples, send name of nearest dealer. Railite, Reiss Associates, Reiss Ave., Lowell, Mass.



*Railite — priced right, at over 2500 lumber yards across the nation.*

## WASHINGTON WIRE

## Billion-dollar quarter

The Commerce Dept. calculates that the housing industry increased its addition to the gross national product by \$1 billion during the first quarter of 1966. Home building outlays rose to an annual rate of \$28.1 billion put in place, compared with \$27.2 billion in the previous quarter. The figures were \$27.7 billion for the third quarter of 1965 and \$28 billion for the second quarter. Commerce Dept. economists base their calculations upon the previous quarter's housing starts.

## Private public housing

Requests for federal dollars from local public housing authorities are the highest since 1949. Federal public housing officials attribute the surge to new programs that rely on private initiative, such as Rep. William Widnall's (R., N.J.) "rent certificate" program and the novel "turnkey job" approach now being tried in Washington, D.C., and talked about in many other cities. The method: builders erect apartments to public housing specs, then sell them on a turnkey basis.

## Chewing the Digest

A recent *Reader's Digest* article—which coincidentally appeared in print just as the House was about to vote on rent supplement money—blasts FHA for its handling of several apartment projects now gone sour. All have been widely discussed by the General Accounting Office and trade publications for the past three years. But the *Digest's* treatment (titled "The Stench at FHA") drew accusations of distortion. An Apartment Builder Arthur H. Padula of Newark, N.J., has hired attorneys to demand that the *Digest* retract statements that FHA valued his apartment land at up to 800% more than he paid for it. Padula says the value was under FHA limits.

## FHA's hot seat

FHA Commissioner Philip Brownstein has found Charles A. Dieman to fill one of the hottest seats in the agency: assistant commissioner for technical standards. Former director of maintenance for the Post Office, Dieman will become the focal point for manufacturers trying to gain approval of their products in FHA standards.

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## NAHB splits with LBJ Administration over inflation fighting tactics

Organized homebuilders last month fired a barrage of publicity in a war to keep the Johnson Administration from making housing a "sacrificial goat" in the battle against incipient inflation.

NAHB President Larry Blackmon, a Texan who headed the Johnson for President clubs in 1960, argued that housing is being made to bear the full brunt of LBJ's efforts to reduce inflation pressures.

Summoning NAHB leaders to an emergency meeting in Washington April 23, he contended the government's latest move of boosting FHA and VA interest rates to 5¾% (see p. 23) might make more mortgage money available to builders.

Blackmon also devoted almost an entire issue of NAHB's newsletter, *Scope*, to discussing the "parlous state of homebuilding." And he asked local builder associations to hold press conferences to publicize NAHB's view of the economy.

Four California Congressmen added their voices by asserting, in House speeches, that California housing bears "the clear mark of recession."

**Tighter controls.** Blackmon suggests fighting inflation with a broad range of tighter controls for other segments of the economy. NAHB directors, meeting in late April, were expected to call for some of these measures:

- Standby power to let President Johnson raise or lower income taxes.
- Reinstatement of Regulation W to let the Federal Reserve Board control credit terms. Regulation W was last used in the Korean War.

**Planned plunge?** Blackmon and NAHB economists are up in arms because they detect a move by government officials to cause a drop in housing starts this year. Some officials have told NAHB privately a drop in starts will only "shake out marginal builders." And President Johnson inspired talk that housing was a "sacrificial goat" in the anti-inflation efforts by

citing falling starts in a press conference as evidence of reduced inflationary pressure.

In Blackmon's view, the one tangible action against inflation, the Federal Reserve's boost of the bank rediscount rate last December, "dampened only the homebuilding industry and small business. Housing, virtually alone, suffered." Now he wants others to help fight inflation.

**Materials and men up.** Blackmon says building wages are ballooning, even though the Administration seems near a formula to stabilize wages (see p. 8).

He contends materials prices are escalating so rapidly that "it is impossible for government statistics to keep abreast." Copper products are already jumping (*News*, Feb.), and lumber is skyrocketing. Big Eastern buyers now pay \$80 for 1,000 bd. ft. of green Douglas 2x4s, up \$12 since February and near the record \$85 of the Korean War. Sanded interior-grade plywood is also up \$1 to \$84 per 1,000 bd. ft. since February.

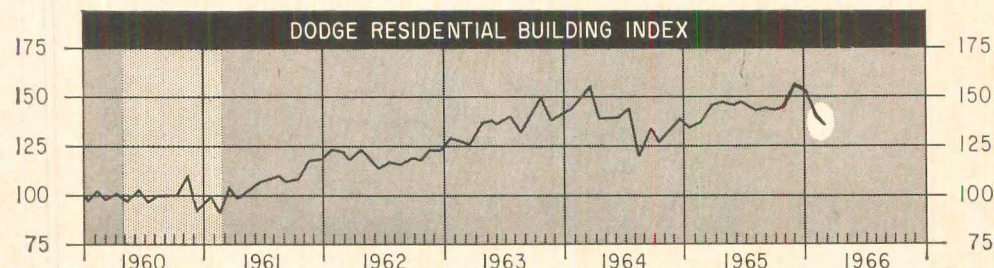
Government war buying is causing the shortage of cut wood, and some buyers are grabbing extra supplies to hedge against a possible lumberjack strike this summer. As a result, builders report their lumber costs are up \$200 to \$650 a house.

**Contrary statistics.** NAHB's gloomy outlook is not shared in all quarters simply because not all housing statistics are depressed. The residential housing index of building contracts compiled by the F. W. Dodge Co. stands at 135 (graph below), down from its December peak by 11%. The Commerce Dept. count of housing starts, in contrast, is down 17% from December.

And March housing starts rebounded 13% from their freakish February low.

*Engineering News-Record's* tabulation of builders' advance plans is running well ahead of 1965 through the first quarter.

And tight money appears less a villain than some builders say (see p. 10).



Based on contract value, 1957-1959=100 (seasonally adjusted). Lighter shaded areas represent general business recessions.

F. W. Dodge Co., a division of McGraw-Hill Inc.

## KEY HOUSING INDICATORS

		DOLLARS (millions)	% change from '65			DOLLARS (millions)	% change from '65
Dodge resid. contracts	Feb. 2 mon.	\$1,299	UC	ENR adv. apart. plans	Mar. 3 mon.	\$ 465	+20
		2,589	+ 1			1,377	+ 6
ENR adv. resid. plans	Mar. 3 mon.	843	+ 2	ENR adv. house plans	Mar. 3 mon.	217	+29
		2,498	+ 1			583	+19

Sources: F. W. Dodge Co., division of McGraw-Hill, Inc.; *Engineering News-Record*. UC—change less than 1%.

## FHA's market forecasters cautious about housing's near-term prospects

A cautious view of housing starts in the coming two to three years is emerging from FHA's studies of local markets.

FHA's size-ups of these markets were kept confidential until a year ago, when FHA Commissioner Philip Brownstein ordered their release as a service to the entire housing industry. To date the government insuring agency has released over 50 such local studies.

The studies underscore a housing truism: housing starts respond to—and fluctuate with—local demand. But since the national picture is the sum of local markets, and the average of many local markets minimizes purely local fluctuations, H&H has analyzed all 23 major local market studies released by FHA this year.

**More laggards than gainers.** FHA's local market analysts expect 14 of these markets to start fewer houses per year during the next two or three years than they averaged in the first five years of the 1960s. The expected laggards contain major housing markets like New York City, Philadelphia, Denver and Sacramento. Starts in these 14 markets will fall 16.5% below their 1960-64 average of 149,386 units, say the FHA analysts.

The FHA men find nine local markets where housing starts will gain over the 1960-64 average; included are the big housing markets of Minneapolis-St. Paul and Newark, N. J. Overall, builders in these nine markets will start 6.5% more units in the next two to three years than the 45,578 starts a year they averaged for the first half of the 1960s.

**National trend?** Taken together, the 23 studies predict an 11% drop in the annual rate of starts in these 23 cities from the 1960-64 average. This weakness is expected to hold until mid-1967.

The trend is at variance with national forecasts which see a gradual uptrend in housing demand and starts for this same period. FHA itself makes no national projection from the figures, and economists advise against any nationwide conclusion.

For example, the local market studies are released at random when completed by FHA district offices, and the totals could produce severe distortions by bunching areas of purely local weakness. For instance, the 23 cities include El Paso, where 14.1% of rental units are vacant, reflecting low levels of military personnel at nearby Fort Bliss and Biggs AFB. Both installations expect increases in strength, but just when is uncertain.

Still, the 23 cities accounted for 13.8% of all U. S. private nonfarm housing starts in the first half of this decade and a sample of this size cannot be ignored.

**How good?** To date, little local criticism has been voiced about the quality of FHA's forecasts. In some cases unfavorable findings are ignored by local officials, as in the case of a 1965 forecast showing

no demand for apartments in Cincinnati at the same time city renewal officials were planning a downtown apartment complex. The attractiveness of downtown living would overcome the gloomy statistics, argued the renewal men. Vacancies are now down.

One recent critic has been the General Accounting Office, Congress' spending watchdog, which in the past has been accused of being insensitive to the nuances of housing financing and design. Last month GAO took FHA to task for approving a \$4.5 million mortgage in 1963 to build the 242-unit Weequahic Park Plaza high-rise project in Newark, N. J. in the face of a weak rental market. GAO complained that FHA market analysts had found an 11.4% vacancy in eight competing FHA-insured apartments, and three of these were in default and two in modification agreements.

FHA called this an instance where cold statistics fail to tell the full story. Weequahic Park Plaza was to offer luxury accommodations (\$50 a room rental) and the "superior amenities" of a swimming pool, health club, soundproofing, doormen and carpeted halls. Competing projects did not offer some or all of these.

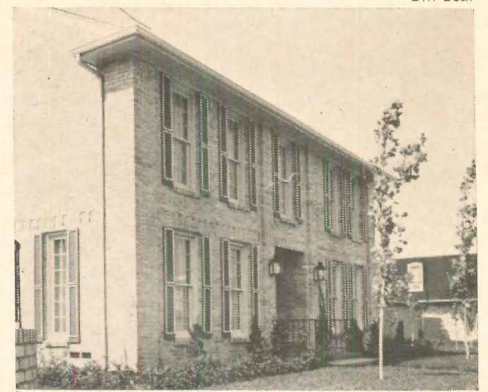
Today, a year after completion, Weequahic Park Plaza is 40% rented and its sponsor, Builder Arthur H. Padula, calls it a success because "it takes 18 to 24 months to rent a project of this size." To demonstrate his faith in the apartment, Padula has escrowed \$105,000 to guarantee the first year's payments when loan amortizations start in April 1967.

Whether or not the statistics tell the full story, FHA has done an impressive job.

The 23 major markets analyzed this year:

City	EXPECTED GAINERS	
	1960-64 avg. yr.	Annual forecast Houses Apartments
Buffalo	4,400	3,600 1,200
Champaign-Urbana	1,200	725 525
Davenport-Rock Is.-Mol.	1,795	1,700 700
Dayton	6,398	4,800 1,800
Hamilton-Middletown	1,150	1,000 280
Minneapolis-St. Paul	16,000	8,000 8,500
Newark, N. J.	11,850	5,150 7,600
Peoria	1,500	1,500 275
Stamford	1,235	850 450
Total	45,578	27,325 21,330

City	EXPECTED LAGGARDS	
	1960-64 avg. yr.	Annual forecast Houses Apartments
Birmingham	4,125	2,750 300
Canton	1,136	900 200
Denver	13,167	6,900 1,100
El Paso	2,295	1,250 None
Grand Rapids	2,985	2,850 100
Louisville	5,605	4,000 1,530
New York City	65,000	19,600 39,600
Ogden, Utah	1,274	550 None
Philadelphia	27,159	11,000 12,000
Pittsburgh	7,635	5,700 1,900
Sacramento	9,625	3,400 1,475
San Antonio	5,430	3,500 800
Shreveport	1,700	1,200 None
Stockton, Calif.	2,250	1,350 575
Total	149,386	64,950 59,580



Bill Beal

### Posh townhouses in Dallas keep high-rise site working

The townhouses shown above may be the most expensive relocatable housing.

Dallas' innovative builder, Hal Anderson, bought the 60,000 sq. ft. of land beneath the building ten years ago for \$45,000 as part of his exclusive enclave, "behind the pink wall" on Preston Rd. Since then he has erected two high-rise apartments nearby, and this was to be a third high-rise site. But a deed restriction banned anything but one-family dwellings.

As the land soared in value—Anderson now pegs it at \$1 million—it became imperative to put the land to some use. So Anderson has built 12 townhouses costing \$65,000 apiece on the land, each one using a 50' x 100' lot. Anderson rents the 3,000-sq.-ft. townhouses, complete with janitor service, yard care and butler's quarters, for \$600 to \$750 a month. All are filled, and there is a waiting list.

When the deed restriction expires in 2½ years, Anderson will move the townhouses to a nearby site, add garages and a pool, and sell them for \$85,000 each.

### Builders' control of buying tighter than most people think

The most comprehensive study\* yet made of product selection in the housing and light construction industry explodes some shibboleths about who makes the final buying decision. Faculty members of 15 college economics departments probed the operations of 300 homebuilders and debunked some widely held notions:

**Misconception:** Subcontractors do most of the buying in housing.

**Finding:** Subcontractors are the "last identifiable purchaser" for many materials but "many subcontractors have explicit dealership relations with particular manufacturers, and as a result the builder is deciding on both product brand and installer when he selects a subcontractor."

The professional homebuilder emerges as the most powerful purchasing group in the industry, "the only individual who stands astride the buying process looking back to the original design and the purchase of materials and services, and forward to the ultimate sale of the house."

\* "The Home Building Market: Its Characteristics and Buying Practices," by Case & Co., published by Sweets Construction Catalog Service, McGraw-Hill, Inc., 230 pp., \$25.



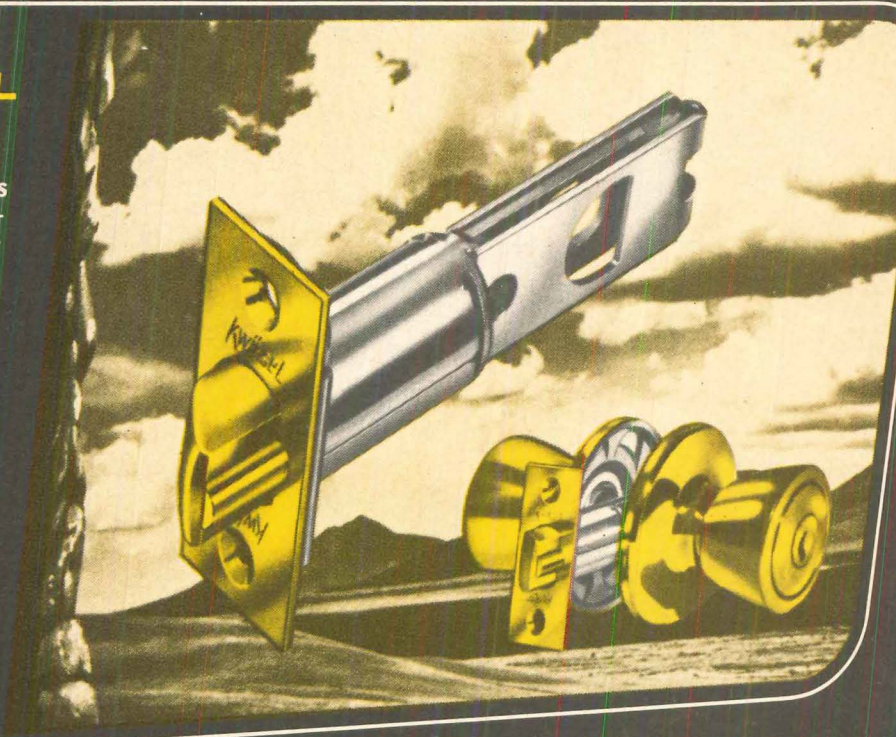
# SWINGING NEW IDEAS BY KWIKSET

# HEADING FOR THE LATCH ROUND-UP

## MUSIC TO INSTALL LATCHES BY

Latch on to these affirmative new features from the biggest lockset name in the Country Western, Eastern, Northern and Southern field:

- ★ **WHAT KIND OF LATCH AM I**  
(a new all-heavy-duty steel latch mechanism and housing)
- ★ **THIS COULD BE THE START OF SOMETHING BIG**  
(new longer, sturdier 1/2" latch bolt)
- ★ **ANYTHING GOES**  
(functions perfectly even when improperly installed)
- ★ **FACE TO FACE**  
(latch face automatically aligns itself to bevelled doors)
- ★ **CRUISING DOWN THE RIVER**  
(new floating cam results in a smoother opening and closing action)



5 new smash hits recorded by Kwikset's Research and Development Department, now appearing on all functions of last year's best-selling "400" Line Locksets! They add up to the finest trouble-free performance in latch history – forget about callbacks. Among them are 3 industry 'firsts': New floating cam action is smoother than old-fashioned mechanical type...

New automatic adjustment feature aligns latch face to bevel of door edge... New self-aligning latch face! PLUS special improved bronze plating for greater rust and corrosion resistance! Already a "golden seller" Kwikset's new latches have been field tested in over 2 million homes! Yours now only when you latch onto the Kwikset label (a long-selling record).

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## New hope for wage-price guideposts

The Johnson Administration may yet salvage the wage-price guideposts for the housing and construction industry.

The test hangs upon terms of an off-again, on-again contract between New Jersey's General Contractors and Operating Engineers, Local 825. The two groups were the first to negotiate a contract this year, and when they settled on a 9% wage boost in January, contractors cried that the settlement set an industry pattern that virtually killed the Administration's wage-price guidepost of 3.2% hikes.

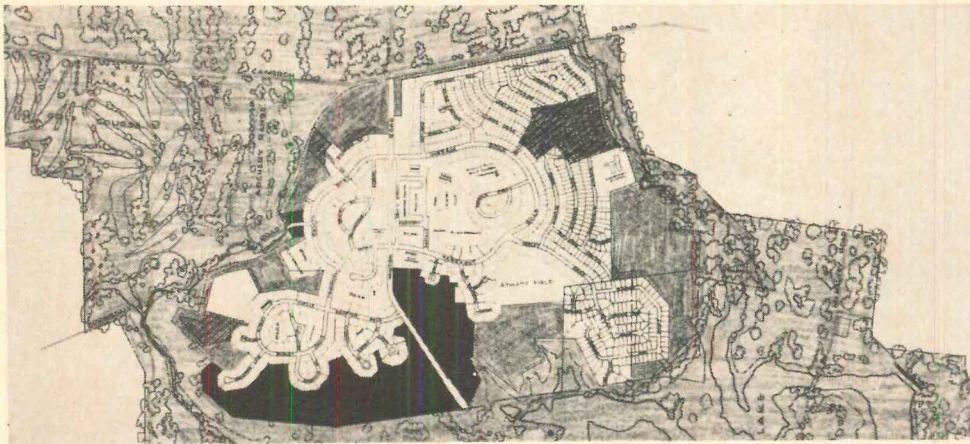
But the contract was never signed, and last month Local 825 abruptly withdrew its demands and agreed to let U. S. Labor Secretary Willard Wirtz and N. J. Labor Commissioner Raymond J. Male arbitrate the final figure.

While Wirtz and Male are billed as "final and binding" arbitrators of the dispute, all parties are aiming at a solution both sides can accept.

**Stretchout.** The arbitrators are studying "the complete economics of the situa-

tion," not just the size of the hourly package. Both sides are interested in the idea of lengthening the number of work-weeks from the present 40 to 42 weeks yearly. If the Administration prevails, pay gains may be smaller, but they would be spread over more of the year, in effect providing workers with the same or higher annual incomes than they receive under the current average \$5.60 hourly.

But any settlement may be too late. Already many major contracts have been negotiated exceeding the 3.2% guideposts (which unions say should be upped 1.7% for higher living costs anyway). Buffalo cement masons, bricklayers, carpenters and iron workers all get an hourly increase of \$1.05 over three years. Kansas City carpenters get \$1.10 over five years, about 5% a year. Laborers in 11 southern Illinois counties get 5% yearly. And Philadelphia cement truck drivers won a form of guaranteed annual wage: drivers reporting on Monday, Tuesday and Wednesday will be guaranteed a 40-hour week.



**GREENBELT** around Greenhills, Ohio, can be used only for public park, says Ohio court. Pri-

ivate owner wanted to build on 125 acres (dark shade). County park surrounds town.

## Greenbelt must stay green, Ohio says

Can zoning prevent a builder from erecting houses on open space, even if the builder pays taxes and maintains the land?

Yes, says Ohio's Supreme Court in its ruling on a widely watched case involving 125 acres of greenbelt surrounding a model community of the 1930s.

The land is part of 400 acres, mostly a 1,000-year-old beechwood forest, which federal planners set aside in building the village of Greenhills, a Cincinnati suburb, to demonstrate good planning. (Two other communities built in those Depression days, Greenbelt, Md. near Baltimore, and Greendale, Wis. near Milwaukee, also experimented with greenbelts.)

After World War II, the Public Housing Administration, which managed the 676 units comprising Greenhills, sold the units to a private non-profit company, Greenhills Home Owners Corp. GHOC became a profit-making company in 1954

and renamed itself Fienco. That same year Fienco persuaded village officials who governed Greenhills to rezone 85 acres of the greenbelt for residences.

But in 1960 Fienco tried to convert another 125 acres to residential use and village fathers balked, citing a 1949 zoning ordinance. Fienco sued, challenging constitutionality of the ordinance.

Last month, Ohio's highest court ended five years of litigation by saying that Fienco could not challenge the zoning ordinance because it knew of the ordinance when it bought the town, and had secured a reduced purchase price because of the non-building rule.

Fienco plans to appeal to the U. S. Supreme Court. "We have to continue to fight the case," says President Frank Russell. "The greenbelt is an impossible situation. We're paying taxes on the land, we pay liability insurance, and maintain it."

## First model law is passed to protect scenic spaces

Prince George's County in Maryland has pioneered with an ordinance to accord a tax credit up to half the total real estate levy to a property owner who gives a perpetual scenic easement to federal, state, or county governments.

The Interior Dept. plans to use the law as a model in pressing for others throughout the country.

Land eligible for tax credit must be earmarked by Maryland's state parks department. Shore and park areas, woodlands, and animal refuges will be included.

The ordinance prohibits development except for single-family houses and golf courses and country clubs if they are on large tracts.

## 'How do you define beauty?' New York builders ask court

Builders in Westchester County, a highly selective bedroom annex of New York City, contend that several commuter towns there have become so conscious of neighborhood aesthetics that they impose unreasonable restrictions on new homes.

So the Builders Institute of Westchester and Putnam Counties is supporting a New York State Supreme (lower) Court suit by a builder, Old Farm Road, Inc., to have the town of New Castle's architectural board of review ruled unconstitutional.

Old Farm says the review board "prohibits excessive similarity of buildings, excessive dissimilarity . . . and poor quality and design without setting forth any standards or definitions."

The board's chairman counters that the institute has been trying to let "a few unscrupulous nonresident builders turn the clock back and say 'Beauty be damned.'"

## Builders must pay \$200 a lot into park fund, court rules

The Wisconsin Supreme Court has ruled that the village of Menomonee Falls can assess subdividers \$200 a lot instead of requiring them to dedicate land for schools or parks.

In a 6-to-1 decision, the court also held that land dedication could be required "if the evidence reasonably establishes that the municipality will be required to provide more land for schools, parks, and playgrounds as a result of approval of the subdivision."

Subdividers Martin Jordan and James McMiken had argued that the requirement was an abuse of police power. The Milwaukee Builders Assn., warning that the Wisconsin decision is of wide significance to builders, is backing the subdividers' appeal to the U. S. Supreme Court.

The Wisconsin decision runs counter to rulings in which Kansas and Illinois courts have held that equalization fees do represent an improper exercise of police powers.



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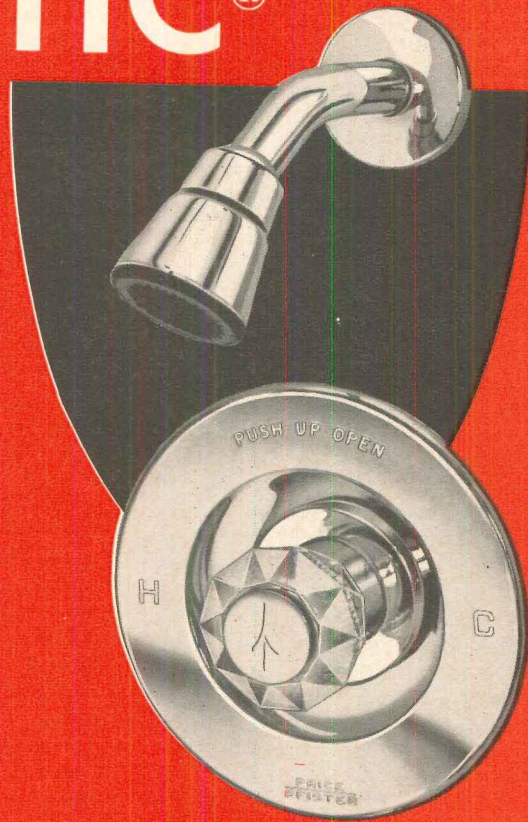
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## Cry wolf! Or, is tight money really housing's villain?

Lots of people would like to think so. It's comforting to be able to file all of housing's current troubles in one convenient pigeonhole labeled "tight money," and that's just what the industry is doing when it blames New York's present tight mortgage market for what promises to be a less-than-sensational housing year.

But while this simple answer may be psychologically satisfying, evidence now suggests that its economic dangers outweigh its emotional rewards. For example, several economic indicators (detailed below) that said one thing a few months ago have now either reversed themselves or have proven, on closer analysis, to mean something completely different from the first impression. Yet those first impressions are still accepted as fact by many housing men.

Worst of all, the simple answer can obscure an all-important fact: easy money does not sell houses; buyer demand does. And it can divert attention from builders' real challenge, which is to sell more houses to the discretionary buyers who will determine whether 1966 will be a good or bad housing year. Net demand for housing is stronger now than it was in 1965, but 1966 will certainly be a poor year if builders give up before they start.

**The misconceptions.** The theory that enjoys the widest currency among builders runs this way: Soaring general interest rates drove mortgage rates upward, making mortgage money expensive. Then the higher deposit dividends paid by commercial banks began to suck money out of savings banks and s&L associations, the heaviest mortgage lenders, and mortgage money became scarce. And with money both tight and scarce, February starts sagged to the lowest point in three years.

**1. Interest rates.** But the picture changes under closer examination.

Bond yields, which traditionally provide pressure under mortgage yields, halted their rise after the New York financial community survived a hair-raising fund squeeze on its March 15 tax deadline. By March 31 the 4¼% federal Treasury bonds of 1987-92, key indicator for government longterms, had skidded to a yield of 4.60%—down from the 4.76% that on March 1 set a 40-year high for 25-year maturity bonds. There were at least temporary indications that stability was in the offing for mortgage yields (*see story, p. 23*).

Chairman George Champion of the Chase Manhattan Bank has said he sees no need for another increase in the Federal Reserve's discount rate, now 4½%.

"There's a pretty good balance at present," he says of the credit markets.

**2. Savings flow.** Early 1966 figures were particularly discouraging. The nation's savings banks attracted only \$220 million in net new money in January against \$360 million a year earlier. s&Ls had a net savings outgo of \$61 million compared with a gain a year earlier.

But the savings banks' gain of \$218 million in net new funds in February was off only slightly from the \$222 million of

February 1965, and President Robert M. Morgan of the National Association of Mutual Savings Banks now predicts that the savings banks' 1966 deposit gains will be at least as high as their \$3.6-billion gain in 1965. The s&Ls increased February savings by \$597 million compared with \$580 million in February 1965; it was the first time since November 1964 that the s&Ls' net gain surpassed that for the same month of the previous year. The s&L gross inflow—and this was long after the Federal Reserve's Regulation Q change of December 6 let commercial banks pay up to 5½% on certificates of deposit—was \$2.7 billion, an all-time February record.

Commercial banks, arch rivals of the s&Ls, gained only \$3.4 billion in time deposits in January and February, down from \$5.6 billion in the same '65 period.

Says Morgan: "Commercial banks are hardly cornering the savings market."

Morgan also points out that combined mortgage repayments to all lenders have frequently exceeded net savings flow as a source of mortgage credit, another consideration that will temper the severity of the 1966 money squeeze.

"With mortgage credit demands likely to show only a modest increase in 1966," he says, "the effects of a tightened supply of mortgage credit shouldn't be severe."

**3. Availability of money.** At the height of the money squeeze Chairman John E. Horne of the Federal Home Loan Bank Board had predicted that funds available for mortgages might shrink by \$1.5 billion, or 5%, in 1966, with a consequent 5% dip in starts. But Research Director James J. O'Leary of the Life Insurance Assn. estimates that lenders will provide \$15 billion for one to four-family house loans in 1966, plus another \$16 billion for other loans, or slightly more than the

\$14.5 billion and \$15 billion respectively provided in 1965. O'Leary's first prediction—for 15 billion for one-to-four mortgages in 1966—came in December (NEWS, Jan.). He upped that subsequently to \$15.5 billion, but cut it back again to \$15 billion on evidence of tighter money.

**4. February starts.** Private non-farm starts fell 17% below January's reduced figure to an annual rate of 1.318 million units. The highly volatile monthly start figures are generally unreliable as a guide to anything, but the housing industry's first reaction was to read the decline as an effect of tighter money.

Money was, in fact, probably the one completely blameless influence. The informed economist's rule of thumb is that starts require six months to react to changes in the interest structure, and money had begun to tighten only after last Dec. 6, when the Federal Reserve Board raised the re-discount rate to 4½%. Further, February's severest start declines came in the North Central states, where mortgage rates have been comparatively stable. Starts were actually up in the South, where some of the deepest FHA discounts now appear on HOUSE & HOME's mortgage price chart.

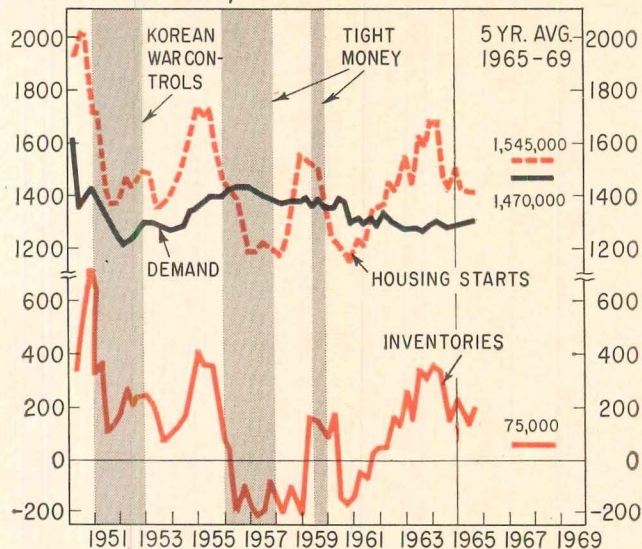
And finally, March housing starts rebounded 13% to make the February figures look more like a fluke than a trend.

**5. Starts for 1966.** February's discouraging figures brought new predictions of declines for the year.

The prevailing view among housing's leaders has shifted since January, and most now say that starts will be off from the 1.48 million non-farm units in 1965. President Larry Blackmon of NAHB predicts a drop of 5%. President Ewart Goodwin of the Mortgage Bankers Assn., writing in

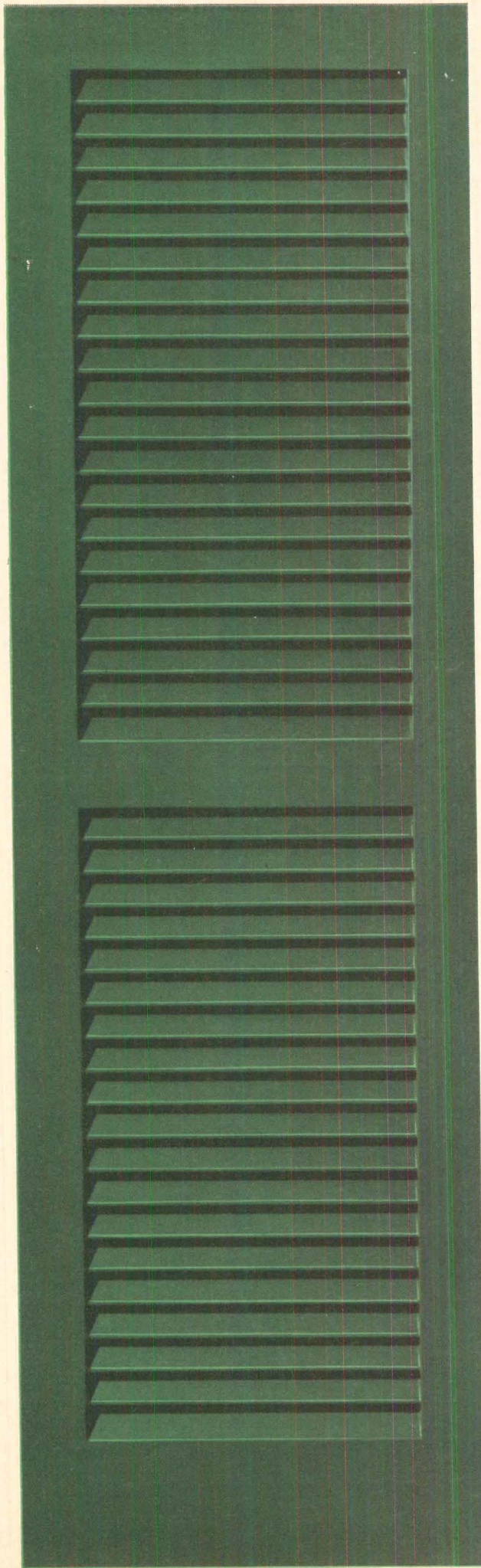
*Story continued on p. 12*

HOUSING STARTS, DEMAND AND INVENTORY



SOURCE: FINANCING REAL ESTATE, BY SHERMAN I. MAISEL

**DROP IN STARTS** is sharpest in tight-money years (shaded). But chart by Sherman Maisel (*see story*) shows that demand remains stable. Starts dip in response to high inventory, not slack demand.



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the *Savings Bank Journal*, revised his earlier estimate of 1.525 million starts downward to 1.440 million.

But it isn't a united front. Mellon National Bank and Trust of Pittsburgh says in its March newsletter: "Housing starts will not vary significantly," and adds: "The market decline in residential construction in the last two years may have reduced the vulnerability of the housing market to credit restraint."

And Savings Banker Morgan clings resolutely to his New Year forecast:

"I still feel that housing starts in 1966 will be at least as high as in 1965 and perhaps a shade higher."

**The danger: inaction.** The confusion over starts focuses attention on the theory propounded by Sherman J. Maisel of the Federal Reserve Board when he was a professor of housing economics at the University of California at Berkeley.

"Many people seem to have assumed that movements in credit have caused starts to fluctuate by altering the underlying demand for dwellings," he says. "I disagree. The ultimate demand for additional houses must come either through more household formations or through the more rapid replacement of existing units. I can find no evidence either in theory or in statistics to show that credit has had any basic effect . . . on this underlying demand."

Gov. Maisel says tight money does in-



Photos: Fabian Bachrach

fluence starts and may influence them—unfavorably—in 1966. He concedes in a comment to *Fortune* that he would not consider a 100,000-unit decline unusual "in the light of past experience." But it will influence them through changes in inventory, not through basic demand (see chart). Starts fell during the Korean War in 1951-1952 and again in 1956-58 and during the second half of 1959, all tight money periods. But they fell after inventory got so high that builders stopped adding to it. The demand for housing, as Maisel's chart shows, remained relatively constant.

Furthermore, the housing industry takes into 1966 a minimum demand for 1,400,000 private farm and non-farm units. The figure is based solidly on family formations and replacement of units razed or destroyed. (Maisel estimates this basic demand for the years 1965-1969 will average slightly higher at 1,470,000 units.)

There were 1,504,700 private farm and

non-farm starts in 1965, or 104,500 more than rock-bottom demand. Maisel estimates no increase in inventory in the 1965-1969 period, so the 104,500 units represent discretionary buyers—buyers the building industry did sell last year and must sell this year if it is not to go on adding to inventory.

Obviously there are other discretionary buyers, and the important thing is that builders should not forfeit these sales in despair over tighter money.

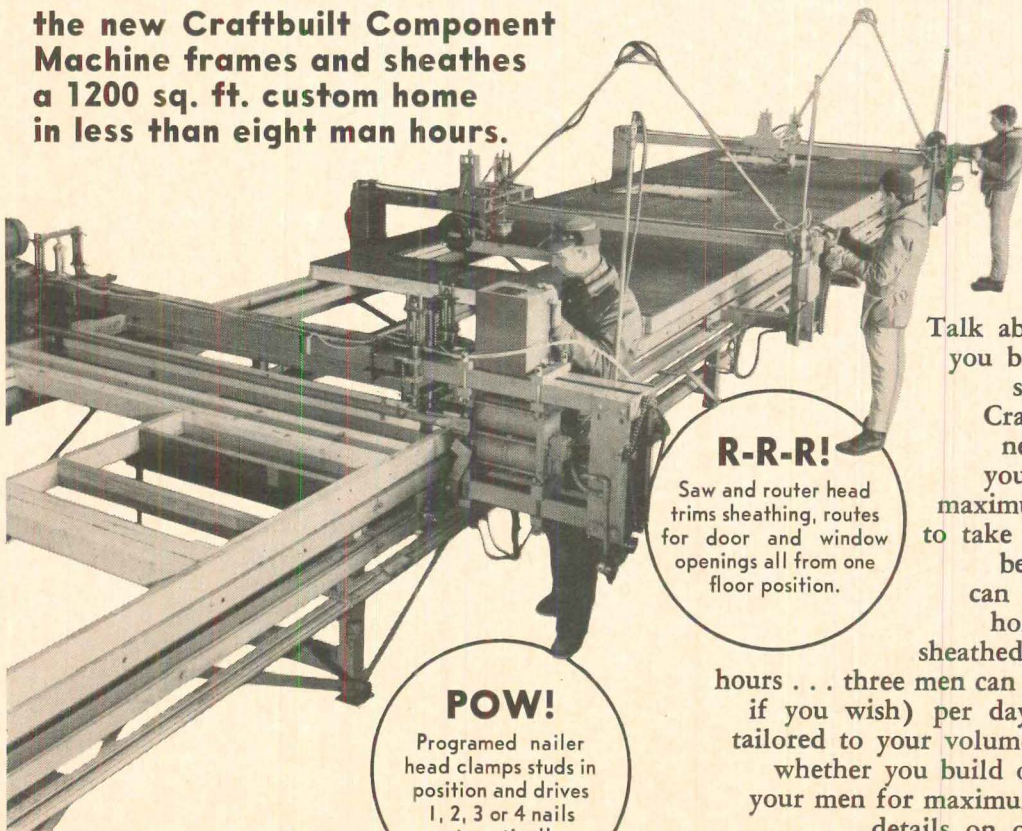
So it can be said that whether or not starts rise is up to the builders, not the bankers. And even if starts fall, they probably will not fall nearly as far as in other tight-money periods—the 30% of Korean War memory, for instance—for the previous declines came, as Maisel points out, on extremely high inventories. Today's inventory hovers around 200,000 units and has been moving downward for three years. And more accurate local market research—perhaps housing's greatest achievement of the 1960s—has prevented the tremendous buildups of unsold houses which triggered the volatile ups and downs of the 1950s.

"With homebuilding at a three-year low," summarizes the Mellon Bank, "the adverse impact of tight money in 1966 is likely to be significantly less than in, say, 1959, when the pace of starts (and of inventories) was at a four-year-high."

—EDWIN W. ROCHON

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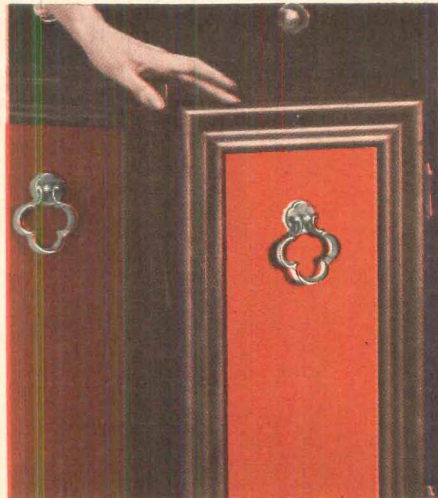
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## Bias accord fumbled: realtors caught with ink on their faces

Clergymen representing the three major faiths have abruptly rejected a proposed open-housing accord with the nation's Realtors after uncovering a "strictly confidential" letter written by the Realtors' chief negotiator.

The proposed accord spelled out the churches' support of open-housing laws and the Realtors' opposition to such laws. But the two groups agreed to support voluntary open-housing programs and the elimination of block-busting practices.

The clergymen balked after the realty men's chief negotiator wrote to the executive committee of the National Assn. of Real Estate Boards (NAREB) urging adoption of the accord because "it could be a powerful force in stopping the drive for either federal, state or local legislation in this field."

The letter fell into the hands of the National Committee Against Discrimination in Housing, which immediately called the churchmen to a meeting in New York City. There, NCDH Executive Director Edward Rutledge said the letter proved that the long-negotiated accord was actually "a violation of the spirit and letter of the civil rights movement."

**A damned letter.** The next day the



JUSTICE



RUTLEDGE

nation's three largest religious bodies—the National Council of Churches, National Catholic Welfare Council, and Synagogue Council of America—rejected the accord because, they wired NAREB, it "might compromise our commitment to fair-housing legislation. . . ."

Rabbi Henry Siegman, executive vice president of the Synagogue Council, said the NAREB negotiator's letter was "an expression of bad faith." He added that the letter writer "perhaps felt he has to sell them (NAREB's executive committee) a bill of goods."

But the writer, Realtor Robert B. Morris of Buffalo, N. Y., said it was all a misunderstanding: "The damned trouble is that the letter was intended only for the association."

**A buried accord.** Before the letter was uncovered, the accord was given a good chance of adoption by NAREB and by one religious group (the National Assn. of Evangelicals).

NAREB President Jack Justice of Miami Beach had even stumped for the accord before Realtors in Philadelphia.

But after the churchmen's rejection, Justice said, "It is unlikely that our board of directors will consider the subject further."

NCDH's associate executive director, Jack Wood, said church leaders may soon join his group in a national program dealing with urban ghettos.

"Why should the churches take a neutral position with the Realtors," asked Wood, "when they can take a positive position with us?"

### New Jersey is seventh state to ban bias in all sales

New Jersey last month joined six other states by banning race bias in all housing sales.\* Previously, houses in developments of less than ten units were exempt.

The Garden State also banned bias in all rentals, with two minor exceptions: units in owner-occupied two-family houses and rooms in one-family houses.

\*Others: Alaska, Colorado, Connecticut, Massachusetts, Michigan, New York.

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## Now, the can-opener method to repair slums in 48 hours

After 15 months work on the drawing board, the most imaginative method yet devised for rehabilitating near-slums was put to the test last month. In an empty five-story tenement on Manhattan's lower East side, workmen began a project designed to demonstrate that the can-opener approach to fixup can work.

President Edward Rice of T. Y. Lin & Assoc., Los Angeles consulting engineers, and its subsidiary, Conrad Engineers, has written an operation plan for the workmen that goes like this:

Workmen cut 8'x8' holes in the roof and floors to create three vertical shafts. Next crews of demolition men will gut the interior of the building, taking out discarded furniture, partitions and plaster. Rubble will be removed in steel trash boxes lowered into the shafts by a crane. When the interior is gutted, pre-packaged containers of finishing materials will be lowered to appropriate floors and installed by workmen.

Finally, the crane will lower plumbing cores (see photo) designed to stack atop each other and fill the shaft completely. The cores will provide new bath and kitchen facilities.

The project sponsors will not use cores already marketed for one-family homes by several companies. Instead they have asked for bids on a core designed to permit speedy hookup of the stacked cores. Four manufacturers have submitted bids and the sponsors will soon pick the company to make the cores.

**Speed-up.** The work now underway will test three or more materials and assembly methods for each part of the renovation—floors, walls, ceilings. It will be three or four months before the tenement is remodeled into 15 new units. Materials



**CAN-OPENER SYSTEM** shown by model; drops materials through 8' x 8' hole in roof and floors, then closes shaft by stacking plumbing cores.

makers have been invited to have their men work along with the tradesmen, their costs to be paid from a \$390,000 housing demonstration grant to the Institute of Public Administration.

When the first building is renovated, workmen will move next door to a second vacant tenement. There the combinations of materials and methods that proved best in the first building will be further refined

under the stopwatch of time and motion experts. The aim: to renovate the second building within six to ten days.

After these warmups, a 60-man crew will tackle a third tenement, now occupied. The furniture and belongings of the tenants will be packed in containers and lifted out of the building via the shafts, and tenants will move to hotels for two nights while crews work round-the-clock to finish the entire renovation job on the building in 48 hours.

**Helping hands.** Rice is aiming at out-of-pocket costs of \$7,000 a unit, far below the \$10,000-plus that some rehab jobs have cost in New York. Overall cost works out to \$12,600 a unit, also below previous costs.

The low price tags are due in part to help from a number of government agencies and private foundations. The Carol W. Haussamen Foundation acquired the properties and worked with both the New York City Rent and Rehabilitation Administration and FHA on details of the work. FHA assigned James R. Simpson deputy director of architectural standards, to the project. One result: FHA will insure a \$570,000 mortgage on the completed dwellings at 3% interest under its Sec. 221d3 program. Chase Manhattan Bank is providing construction funds.

The instant rehabilitation plan has caught the imagination of officials in both New York City and Washington. New York Mayor John Lindsay and Housing Secretary Robert Weaver have exhibited a model showing workings of the plan in public appearances. Rice is so certain his idea will work that he is already talking about similar operations to prove the technique can work in cities like Cleveland and Chicago.

## Rent supplements struggling to a half-way victory

The controversial rent supplement program is still too controversial to get through Congress easily.

Despite unified support by builders and Realtors, the new plan authorized last year is having problems getting underway.

The House appropriations committee, which last year scuttled rent supplements by refusing to vote funds for them, last month slashed President Johnson's request for \$30 million for the remaining few months of this fiscal year to \$12 million. Even if the Senate restores part of the cut as expected, the Administration will probably get little more than \$15 million.

More importantly, the committee tacked on a proviso that prevents the use of rent supplement money in any community that lacks a workable program, unless there is "local official approval."

**Racial undertones.** On the surface the "workable program" proviso sounds like just another effort to spur communities to make master plans and pep up code enforcement.

But Congressmen realize that many suburban communities don't have workable programs because they don't want them. In metropolitan Washington, for instance, seven proposals for rent-supplemented suburban projects have been offered—but three are in small incorporated communities without workable programs.

HUD officials admit that high land costs may often preclude rent-supplemented projects in center-city locations. They've implied that rent-supplemented projects could best be located in suburban areas with lower land costs.

HUD planners were relying on the initiative of private entrepreneurs to put rent-supplemented projects into suburbia. Though avoiding overt approval by local elected officials—a stumbling block in locating new public housing projects—HUD hoped to achieve economic (i.e., racial) integration of the suburbs by means of private enterprise.

It is virtually impossible to assess the actual crimp that the local approval or

workable-program requirements might put in the rent supplement program.

Congressmen who favor the program admit privately that demand for rent aids will outrun the money. And HUD specialists admit that the Sec. 221d3 moderate-income program, providing subsidized mortgages at 3%, is also saddled with the workable-program requirement but not with the need for "local official approval."

**Money cry.** Most House opposition to appropriating money for rent supplements centered on the "guns and butter" issue. Despite strong White House statements about false economies, Republicans led the attack by arguing that budget-trimming was needed to help stem inflation and that therefore no money should be appropriated to start a new program.

The opposition was narrowly defeated, 198 to 190, after well-noticed arm-twisting efforts by White House lobbyists. An administration attempt to knock out the workable-program proviso was defeated, 183 to 153.

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## HUD's new technocrats dig business management

The top-to-bottom retailing of the new Housing and Urban Development Dept. is far more than an exercise in bureaucratic one-ups-manship. The old HHFA has gotten a massive transfusion of new blood at the top with the result that the neat new tables of organization now appearing hold far more significance for housing managers than for the title-switching bureaucrats themselves.

Simply put, HUD for the first time is trying to adapt the most modern management techniques to the massive problems of housing and city growth. Already these same techniques are being picked up by the nation's largest industrial companies, producing a collective impact on management that builders cannot ignore.

To be sure, there are significant differences between managing HUD, a non-profit organization with 14,000 workers, and running a building company with ten, 25, or 100 employees to make a profit.

But many techniques are the same, varying only in scale. In fact, HUD has borrowed some ideas from an even bigger shop, Robert McNamara's Defense Dept., which had to develop some modern ways to run the nation's largest collection of men and machines.

**Status quo challengers.** HUD's new management look is largely the work of a new crew of assistants gathered by Housing Secretary Robert C. Weaver from universities and other government agencies.

Chief among them is Robert C. Wood, a political scientist from Massachusetts Institute of Technology and Weaver's second in command. Wood gives short shrift to the bureaucratic niceties so dear to the hearts of many down-the-line government employees. He is a mover and shaker whose disregard for the status quo may not be universally admired: "We proceed on the assumption that we cannot achieve our goals if we maintain our traditional methods."

Two back-office men, operating far out of the public eye, will handle key assignments under Wood. Dwight A. Ink, a highly regarded administrator from the Atomic Energy Commission, will run the budget and accounting offices that Weaver and Wood are depending upon to feed pertinent information to top management. And William B. Ross has been shifted from the Budget Bureau to plan HUD's work five years into the future. His official title: deputy undersecretary for policy analysis and program evaluation.

**Missions, not programs.** "We are trying to bring a bundle of techniques and tools and funds together and to orient them toward broad problem solving," says Wood.

This is HUD's adaptation of McNamara's "mission" concept. The Defense Secretary early discovered that his semi-independent service chiefs often planned their work and prepared budgets with little regard for what other services were

Mel Chamowitz

United Press International



WEAVER



WOOD



ROSS



INK

doing or what the overall mission of the military would be. For instance, he found the Army had several combat-ready divisions stationed at airfields for emergency airlifts, while Air Force leaders resisted spending "their" money for airlift capability and instead ordered more nuclear bombers. When the Pentagon analyzed the men and materiel on hand in terms of their total strategic mission, it corrected this inconsistency by beefing up airlift capacity.

Likewise, the new housing department is being set up to deal with broad problem areas. In the old HHFA, one agency doled out grants and loans to build water and sewer lines while another supervised metropolitan planning grants and the purchase of open space for recreation.

Obviously both had broad impact on when and where land would become available for development by builders, but not infrequently the two agencies spoke with two voices to builders. To correct this failing, HUD has grouped both activities under an assistant secretary for metropolitan development, former Harvard Law School Prof. Charles Haar.

Applied to homebuilding, the mission concept simply means that the builder should 1) put more time and thought into analyzing his company's missions—building and selling houses, building and renting apartments, developing land, for example—and 2) allocate his company's resources (in money, men and materials) on the basis of each mission's relative profit potential.

**Pass the buck down.** "We are resolved that greater decision-making authority must be closer to the problems and the people," says Wood. In other words, HUD's management will buck decisions down to the lowest level possible.

This has been said before, but in the past the theory has yielded to political realities. Too often a builder, especially an apartment builder using FHA insurance, could and did appeal to Washington brass if an FHA district office nixed his plans. And too often the Washington office over-

rode the local decision. In fact, Washington orders to insure two apartment projects in Houston and Fort Worth which subsequently flopped are now under attack by the General Accounting Office and Sen. John Williams (R., Del.).

The new men at HUD have now given eight regional offices power to make final decisions on far more items than under the old HHFA. Whether Washington officialdom will have the backbone to let local decisions stick remains to be seen.

The principle of bucking decisions down to the lowest possible level can be applied to almost every phase of running a building company. For instance, why should the president be bothered with decisions the construction department head could make? And why should the construction chief spend time on decisions a foreman could handle? With questions like these in mind, more and more management-minded builders have come to realize that only major policy issues should be bucked up through their ranks.

**Built-in planning.** "We are concerned with using the newest data processing and budgeting techniques," says Wood. In the new HUD setup, this takes two forms:

1. Budgeting will be geared to measure the administrative performance of the agency in dealing with specific problems instead of merely counting the amount of money doled out to cities or the number of mortgages insured. Many variations of performance budgeting are already used by industry.

2. The current budget will be constantly related to a five-year budget for the agency. The aim: to relate what is going on this year to the activities in which HUD will probably be engaged five years from now.

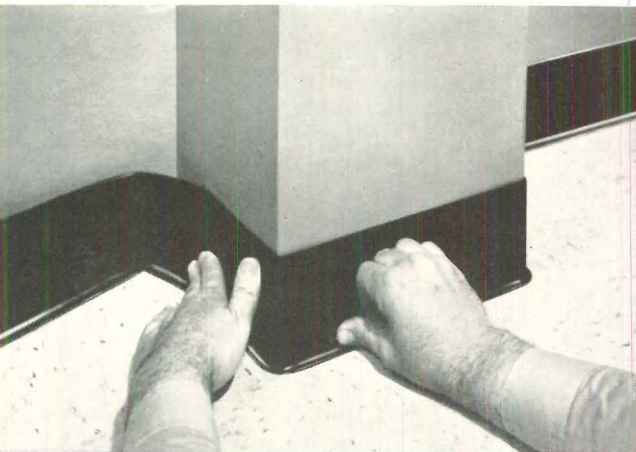
This will be Ross's special province. The idea is to make long-range planning an integral part of daily operations, instead of compressing it into a year-end crash activity. It also means that Ross and Ink will be asking more questions in the field about the effectiveness of programs, to speed the feed-back of information for HUD's new managers.

Budgeting and long-range planning are only now coming into their own in housing companies. Developers of new towns particularly are forced to make ten- and 20-year development plans instead of fast in-and-out deals. What's more, tough competition in the one-family house market is forcing builders to plan more carefully.

HUD's new management policies are in part a response to changing its goals from quantitative ones—the number of new houses built, for example—to qualitative ones—the quality of the living environment being produced. So, too, as builders switch their main mission from the production of houses to the creation of total environment, they may say with Wood:

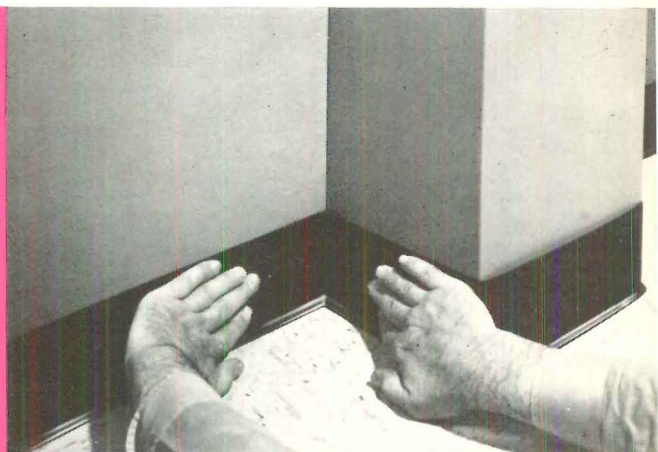
"Our new ambitions make necessary a new philosophy of management."

NEWS continued on p. 23



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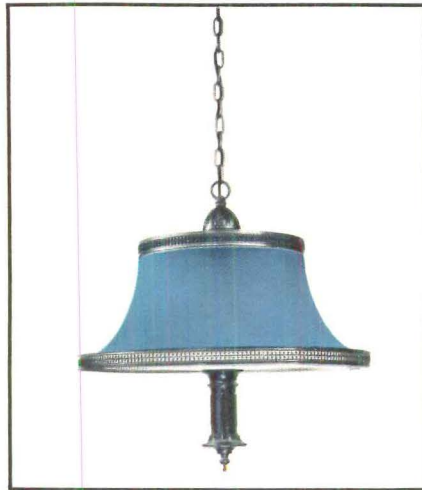
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# FHA rates rise — and so do hopes for mortgage stability

Experts believe the worst is over—that yields will level soon and that discounts charged to builders will not go much higher.

"We're entering a stable period," says Executive Vice President Felix M. Beck of J. I. Kislak Mortgage Corp. in Newark. "The FHA rate change [to 5¾%] is here. The uncertainty is over. The big savings shifts for March and April are behind us. Taxes have been paid to Uncle Sam.

"Secondary market investors will begin to realize they must bid on this new 5¾% mortgage, and we will see real demand for loans for the first time in months."

The home buyer's interest rate went to 5¾% from 5½% April 11. On the same day the Federal National Mortgage Assn., the government's mortgage-purchasing agency, reduced the price it pays for mortgages by \$2 per \$100. It had cut its price three times—Dec. 10, Jan. 18 and March 4.



BECK

And it had refused to buy mortgages larger than \$15,000 per house in its previous attempts to stem the offerings of mortgage bankers who were resisting the high yields demanded by open-market investors.

**Last advance?** Beck traced the effect of a ¼% increase in the FHA rate, as he had when the agency raised to 5½% from 5¼% (NEWS, March).

The new ¼% rise (to 5¾%) is equal to 2%, or 25 basis points, of "price" paid for mortgages in the secondary market.

"This ¼% is now added to the home buyer's interest payments," says Beck. "The mortgage dealer could—theoretically—charge the builder 2% less in a mortgage discount. But the investor, at the other end of the mortgage market, will claim up to half of that 2% in higher yield. So the discount to builders on the new 5¾% mortgage will not be 2% less than on a comparable 5½% loan. It will be about 1% less."

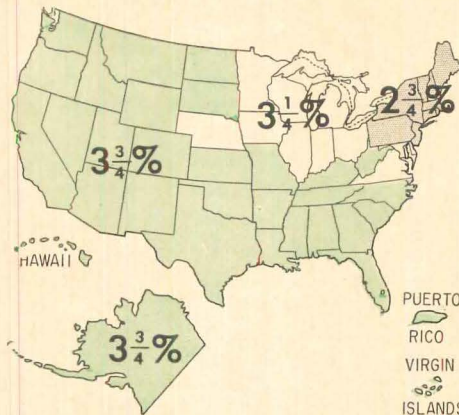
And in fact the new 5¾% residential loan opened at discounts from ½% to 1½% below the old 5½% loan on HOUSE & HOME's mortgage chart. The range ran from par-plus in Boston to discounts of 4½% on the Coast and 6% in Detroit.

**Toward a plateau.** FNMA's \$15,000 rule had driven yields upward in the open market, and they added 12 points on FHA's rate change. (Just as Beck surmised, investors were taking half of the 2%.) The new level was 5.90% to 6.02%.

"But we're at the top of the market now," said Mortgage Broker Ernest E. Rutgers of New York City. "A plateau probably lies ahead."

Other experts thought yields might rise slightly before leveling, but the consensus was that stability was near.

Phil O'Connell of the big New York mortgage house of Huntoon, Paige & Co. emphasized that bonds comparable to



**DISCOUNTS TO BUILDER** are shown for new FHA-VA 5¾% mortgages sold to FNMA. Figures include ½% purchase fee and ¼% for FNMA stock. For old 5½% loan, add 2%.

FHA mortgages—the new-issue utilities rated double A—were down from 5.25% to a yield of 5.10% at mid-April. The 90-point spread between these bonds and FHA loans yielding 6.02% was the widest in a year.

"The pension funds will now come back to mortgages," he said.

Pension funds, never out of the mortgage market, were in fact coming in deeper. President Arthur Viner of Investors Central Management Corp. of New York said the volume of orders he fills for several funds was up sharply.

"The freeing of the market by FNMA made it possible for yields to rise to a point where pension funds can increase orders," he explained.

**Money being found.** Most big insurance companies had reportedly left the FHA secondary market rather than participate in the deep discounting that had developed on the FHA's old 5½% loan. But after the FHA rise to 5¾%, Vice President Carl Huebner of Metropolitan Life emphasized that his company remains a selective buyer.

"We're not out of the market, but we're asking a pretty good yield," he said.

Savings banks were still short of money. High yields had ceased to be the determining factor in their mortgage decisions. New York's 15 largest mutuals had lost \$110 million in savings switching in the last three days of March and they had precious little cash with which to buy at any price.

But the financial community as a whole had come through the March 15 fund squeeze (NEWS, Apr.) and was surviving the April 15 tax showdown. *The New York Times* headlined on April 12:

*Money-Market Pinch Lessens Despite Heavy Drain on Funds*

The money market digested without strain some \$1.29 billion in new government-agency issues in the week of April 12. Commercial banks met and replaced their certificates of deposit by tax time, and there were indications that money was freeing up.

The worst was over.

## HOME BUILDER'S MORTGAGE MARKET QUOTATIONS

Reported to HOUSE & HOME in week ending April 22.

City	FNMA Scdry. Mkt. % FHA-V		FHA Sec. 203b Discount paid by builder Min.-Down* 30-year Immed. w			FHA 207 Apts. Firm Commit.	Conventional Loan Rates			Construction Loan Rates
	5½	5¾	5¾s	5½s	Trend		Comm. banks, Ins. Cos. 75%	Savings banks, S&Ls 80%	Savings banks, S&Ls Over 80%	Interest+fees All lenders
Atlanta	5¾	3¾	3½-4½	5-7	Up 1	a	6-6¼	6¼-6½	6½-6¾	6½-7+1½-2
Boston	4¾	2¾	par+1	a	—	a	5½-5¾	5¾	5¾	5¾-6
Chicago	5¼	3¼	4	5½-6	Up 2	5	6	6-6½	6¼	6½+1-2
Cleveland	5¼	3¼	2-4	3-5	Up ½	a	6	6¼-6½	6½	6½+1-2
Dallas	5¾	3¾	4½	6	Up 2	5	6¾	6¼-6½	6¼-6½	7+1
Denver	5¾	3¾	4-5	6-7	Up 2	a	6-6¾	6-6¼	6½	6½+1-2
Detroit	5¼	3¼	3½-6	4-6	Up 2	a	6¼	6¼	6¼	6½+1
Honolulu	5¾	3¾	4-5	5	Up ½	a	6½-6¾	6½-6¾	6½-6¾	6½-7+1½-3
Houston	5¾	3¾	a	5-6	Up ½	a	6¼-6½	6¼-6¾	6½-7	6½-7+1½-2
Los Angeles	5¾	3¾	4½	6¼	Up 1¼	a	6¼-6¾	6¼-7.2	6¼-6¾	6½-7+1½-2½
Miami	5¾	3¾	4-5	4-7	Up 3	a	6-6½	6-6½	6-6½	6½-6¾+1-1½
Newark	4¾	2¾	2½	3½	Up 2½	3	5¾-6	6	6	6¼-6½+1
New York	4¾	2¾	2	2-2½	Up ½	4-4½	6-6½	6-6½	6-6½	6-6¼+1-1½
Okla. City	5¾	3¾	3-5	4-6	Up 2	a	6-6½	6¼-6¾	6¼-6¾	6½+1-2
Philadelphia	4¾	2¾	3-4	a	—	6	5¾	6	6	6+1
San Fran.	5¾	3¾	4½	5-6	Up 1	4½	6-6½	6¼-7	7	6½-8½+1½-3½
St. Louis	5¾	3¾	2½-3½	4-5	Up 1	a	5¾-6¼	6¼-6½	6¼-6¾	6-7+1-2
Wash., D.C.	5¼	3¼	4-5	5-6	Up 2	5	6+1-2	6+1-2	6+1-2	6-6½+1-1½

\* Immediate covers loans for delivery up to three months, future covers loans for delivery in three to twelve months. • Quotations refer to prices in metropolitan areas, discounts may run slightly higher in surrounding towns or rural zones. • Quotations refer to houses of typical average local quality. • ¾% down on first \$15,000; 10% of next \$5,000; 25% of balance.

Footnotes: a—no activity. b—limited activity. w—for comparable VA loans also. x—FNMA pays ½ point more for loans with 10%. y—discounts quoted are net after seller pays ½% marketing fee and ¼% adjustment for stock purchase. Seller must pay 1% of mortgage for stock calculated in \$120 units, of which \$20 is contribution to FNMA capital and \$100 is for a share trading at about \$84. z—applies to 66% loans.

Sources: Atlanta, Robert Tharpe, pres., Tharpe & Brooks Inc.; Boston, Robert Morgan, pres., Boston 5c Savings Bank; Chicago, Robert H. Pease, pres., Draper & Kramer Inc.,

and Robert H. Wilson, pres., Percy Wilson Mortgage & Finance Corp.; Cleveland, David E. O'Neill, vice pres., Jay F. Zook, Inc.; Dallas, M. J. Greene, pres., Southern Trust & Mortgage Co.; Denver, Clair A. Bacon, pres., Mortgage Investments Co.; Detroit, Sherwin Vine, vice pres., Citizens Mortgage Co.; Honolulu, H. Howard Stephenson, vice pres., Bank of Hawaii; Houston, Everett Mattson, vice pres., J. Bettis Co.; Los Angeles, Christian M. Gebhardt, vice pres., Colwell Co.; Miami, Lon Worth Crow Jr., pres., Lon Worth Crow Co.; Newark, William W. Curran, vice pres., Franklin Capital Corp., and Felix M. Beck, exec. vice pres., J. I. Kislak Mortgage Corp.; New York, John Halperin, J. Halperin & Co.; Oklahoma City, B. B. Blass, pres., American Mortgage & Investment Co.; Philadelphia, Robert S. Irving, vice pres., First Pennsylvania Banking & Trust Co.; St. Louis, Charles A. Keller, vice pres., Mercantile Mortgage Co.; San Francisco John Jensen, vice pres., Bankers Mortgage Co. of California; Washington, James C. Latta, sr. vice pres., Frederick W. Berens Inc.

# California's S&Ls challenge banks in savings-rate war

The Bank of America opened fire with an offer of 5% savings certificates in March. California's other major commercial banks followed suit, and several savings and loan associations began moving up immediately.

The cost of attracting savings was rising in California, as it was everywhere else. Howard Fieldstead Ahmanson announced that his \$2-billion Home s&L of Los Angeles—the world's largest—would pay a straight 5% on passbook savings, but most associations were content to offer a 5% certificate for time savings to match the banks and to retain their going 4.85% on passbook accounts.

It was not a runaway rate scramble among the s&Ls, and facts now suggest that the Eastern financial press was hasty in speculating that the rate war caught the Coast s&Ls in vulnerable position. The increase represented about 1/10th of 1% for the s&Ls, a figure most could well afford.

**Too simple a story.** Housing starts had fallen from a high of 292,000 in 1963 to 185,000 in 1965, writers pointed out. Although NAHB Economist Michael Sumichrast now says southern California's decline has bottomed and will turn upward this year, other economists estimate that the 1966 total will drop 15%. February starts were 39% below the same month in 1965, and the annual adjusted rate of 133,632 was the state's lowest

since 1954. Executive Vice President James D. Murphy of Brentwood Mortgage Co. in Beverly Hills fears the cutback may reach 50%.

But southern California alone has an oversupply of 75,000 residential units, and the cutback in starts must thus be considered healthy insofar as it reduces the surplus. President Elwood L. Hanson of the California s&L League says his group is actually trying to hold starts down to 175,000 in 1966.

**Foreclosures up and down.** The oversupply of housing triggered an alarming rise in foreclosures in past months, and analysts were quick to blame the take-back rate for a cluster of dismaying year-end reports from s&L holding companies.

For example, Financial Federation, Edward L. Johnson's big Los Angeles combine, earned \$6.4 million in 1965 compared with \$10 million in 1964, although assets increased by \$137 million to a total of \$1.16 billion. A cursory glance shows that Fin Fed's foreclosures leaped from \$18 million to \$39 million, but it would require careful study to learn that the corporation realized a gain of \$343,000 on its foreclosed property.

Bart Lytton's Lytton Financial Corp., another holding giant, lost \$2 million in 1965 to compare with earnings of \$5.7 million in 1964. And recent reports show

that among the following companies, five were down sharply and one was unchanged:

	1965 net	1964	% change
	in millions		
California Financial Corp.	\$2.01	1.93	+ 4%
Empire Financial Corp. . .	1.39	1.39	NC
First Charter Financial . . .	20.3	19.6	+ 4
First Lincoln Financial . . .	2.61	5.46	- 52
Gibraltar Financial . . . . .	3.86	4.56	- 15
Great Western Financial . .	10.6	9.41	+13
San Diego Imperial . . . . .	7.64	7.32	+ 4
Trans-World Financial . . .	2.00	3.23	- 38
United Financial Corp. . . .	1.28	2.73	- 53
Wesco Financial Corp. . . . .	3.92	4.89	- 20

Experts agree that 1965 was a bad year for loss chargeoffs, but they also point out that it was probably a near-record year for earnings set aside in reserves.

**Not guilty.** The picture was complicated when Chairman John Horne of the Home Loan Bank Board asked Congress for new regulatory powers for his agency. Horne said 25 s&Ls with \$1.3 billion in assets were problem cases. Although he was talking about the nation and not about California, Eastern writers were quick to note that California's scheduled-item (delinquent loan) ratio was 4.98% on December 31 against 2.5% for the U.S. But California's 4.98% was down from 5.27% in the previous quarter. As for the comparison with the U.S., California has a "faster" foreclosure law.

## General Development's stock, profits up; Lou Chesler out

Canadian promoter Louis A. Chesler has sold his 1,292,702 shares in General Development Corp., the Florida land developer. His bloc represented 17% of the 7,514,000 shares outstanding and was worth \$8.4 million the day he sold.

The buyer is City Investing Corp., New York realty and management company.

Chesler helped found General Development, and had been president before resigning as a director last year.

Current President Charles Kellstadt has turned GD away from the free-wheeling sales policy Chesler favored. Before Chesler's exit, GD announced a 1965 profit of \$2.16 million, up from \$1.59 million.

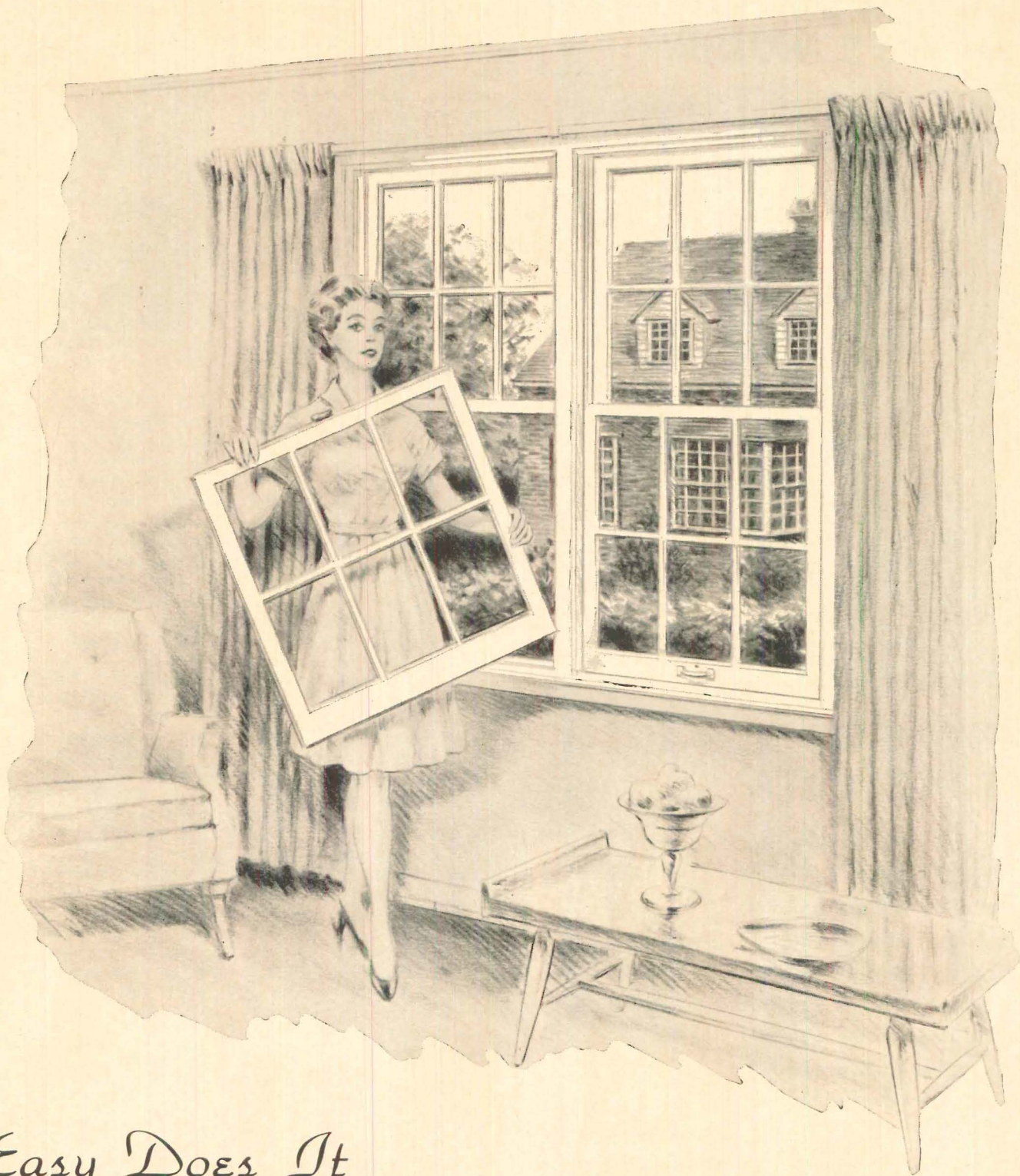
**Building stocks.** General Development rose 2 points, to 7, to lead HOUSE & HOME's land-company stocks in a small advance in the month ended April 7. Miami's Gulf American gained half a point, to 12, after winning a court fight to regain control of Fenestra, Detroit materials producer.

Kaufman & Broad led builder companies up, climbing 3 to 16%. Averages:

	Feb. 7	Mar. 15	Apr. 7
Building . . . . .	5.56	5.26	5.55
Prefabrication . . . . .	4.18	4.03	3.82
S&Ls . . . . .	10.18	9.43	8.72
Mortgage banking . . . . .	13.29	13.72	12.60
Land development . . . . .	6.46	6.44	6.47
Average . . . . .	7.86	7.32	7.33

## HOUSING'S STOCK PRICES

COMPANY	April 7 Bid/Close	Chng. Prev. Mon.	COMPANY	April 7 Bid/Close	Chng. Prev. Mon.	COMPANY	April 7 Bid/Close	Chng. Prev. Mon.
<b>BUILDING</b>								
* Adler-Built Inc. . . . .	1/2	- 3/8	First West Fin. . . . .	4	- 3/4	Christiana O.b . . . . .	43/8	- 1/4
* Capital Bld. Ind. . . . .	65¢	.....	Gibraltar Fin. . . . .	15	- 23/4	Coral Ridge Prop. . . . .	53/8	- 1 1/4
Cons Bldg. (Can.) . . . . .	1.80	- 45¢	Great West. Fin. . . . .	83/4	- 1/4	Cousins Props. . . . .	13	.....
* Dev. Corp. Amer. . . . .	13/8	+ 3/8	Hawthorne Fin. . . . .	73/4	- 1/4	Crawford . . . . .	23/4	.....
Dover Const. . . . .	13/4	- 1/4	Lytton Fin. . . . .	71/8	- 1 1/4	Deltona Corp. . . . .	13	- 3/8
Edwards Eng. . . . .	3	.....	Midwestern Fin. . . . .	31/8	- 1/8	* Disc Inc. . . . .	25/8 <sup>d</sup>	- 1/4
Edwards Inds. . . . .	1-7/16	+ 3/16	San Diego Imp. . . . .	61/2	- 1/4	Fla. Palm-Aire . . . . .	21/4	- 1/8
Eichler Homes <sup>b</sup> . . . . .	33/4	.....	Trans-Cst. Inv. . . . .	31/2	- 3/8	Forest City Ent. . . . .	5	.....
* First Hartford Rlty . . . . .	63/4	- 1/4	Trans Wrld. Fin. . . . .	73/8	- 1 1/8	Garden Land . . . . .	45/8	+ 1/4
First Nat. Rlty. . . . .	13/4	+ 1/4	Union Fin. . . . .	75/8	- 1/2	Gen. Devel <sup>b</sup> . . . . .	7	+ 2
* Frouge . . . . .	47/8	+ 7/8	United Fin. Cal. . . . .	71/8	- 3/8	Gulf American <sup>b</sup> . . . . .	12	+ 1/2
General Bldrs. . . . .	23/4	+ 1/2	Wesco Fin. . . . .	141/2	- 1	Holly Corp. . . . .	11/4	+ 1/8
Kavanagh-Smith . . . . .	27/8	- 1/2	<b>MORTGAGE BANKING</b>					
Kaufman & Bd. . . . .	165/8	+ 3	Advance . . . . .	71/4	- 11/8	* Macco Rlty. . . . .	121/4	+ 3/8
Levitt <sup>b</sup> . . . . .	12	- 2	* Amer. Mort. Ins. . . . .	91/2	+ 1/4	* Major Rlty. . . . .	45¢	- 3¢
Lou Lesser Ent. . . . .	41/4	+ 5/8	Associated Mtg. . . . .	7 <sup>d</sup>	- 1/4	* McCulloch Oil <sup>b</sup> . . . . .	107/8	- 1/8
Lusk . . . . .	1/8	- 1/16	* Atlas Cred. . . . .	8	+ 1/8	So. Rlty. & Util. . . . .	31/4	+ 1/8
Pres. Real. A. . . . .	11 <sup>d</sup>	+ 3/4	Charter . . . . .	31/8	- 13/8	Sunset Int. Pet. . . . .	61/4	+ 5/8
* Sproul Homes . . . . .	21/8	- 1/4	Colwell . . . . .	15	- 3	a—stock newly added to table. b—closing price ASE. c—closing price NYSE. d—not traded on date quoted. g—closing price MSE. h—closing price PCSE. k—not available. p—formerly Wallace Investments. —not included in averages. x—adjusted for 4-for-3 split.		
U.S. Home & Dev. . . . .	1	+ 3/8	Cont. Mtg. Inv. . . . .	293/4	+ 3/4			
Jim Walter . . . . .	21	+ 1/8	* Cont. Mtg. Ins. . . . .	61/2	- 1/4			
Del. E. Webb . . . . .	33/4	- 1/4	* FNMA . . . . .	783/4	+ 21/4			
<b>PREFABRICATION</b>								
Admiral Homes . . . . .	11 1/4	.....	First Mtg. Inv. . . . .	16	- 1/2			
Albee Homes . . . . .	13 3/4 <sup>d</sup>	- 1/4	* Kissell Mtg. . . . .	43/4 <sup>d</sup>	- 3/8			
* Continental Homes . . . . .	3	+ 1/2	Lomas & Net. Fin. . . . .	3 <sup>d</sup>	+ 1/8			
Gt. Lakes Homes . . . . .	11 1/8	- 1/4	MGIC <sup>b</sup> . . . . .	27 1/2	+ 17/8			
Inland Homes <sup>b</sup> . . . . .	5	- 1/8	* Mortg. Assoc. . . . .	47/8	+ 1/8			
Madway Mainline . . . . .	12	.....	* Southeast Mtg. Inv. . . . .	101 1/2	+ 1/8			
Modern Homes . . . . .	21 1/2 <sup>d</sup>	- 1/8	United Imp. & Inv. . . . .	43/4	- 1/2			
Natl. Homes A. . . . .	33/4	+ 5/8	<b>LAND DEVELOPMENT</b>					
* Nationwide Homes. . . . .	11/4	- 1/8	All-State Prop. . . . .	36¢	- 8¢			
* Scholz Homes . . . . .	47/8	- 1/2	* American Land . . . . .	1	.....			
* Seaboard Homes . . . . .	1/8	.....	Am. Rlty. & Pet. . . . .	31/4	+ 1/2			
Steel Crest Homes . . . . .	47/8	- 1/2	Arvida . . . . .	8	+ 1/2			
Swift Industries . . . . .	21/8	.....	Atlantic Imp. . . . .	19 <sup>d</sup>	- 11/2			
<b>S&amp;Ls</b>								
American Fin. . . . .	125/8	- 3/8	Canaveral Intl. . . . .	37/8	+ 7/8			
Calif. Fin. . . . .	55/8	+ 3/8	<b>SHORT-TERM BUSINESS LOAN RATES</b>					
* Columbia . . . . .	41/2	.....	Percent interest and (net change) in year					
Empire Fin. . . . .	71/4	- 3/4	<b>LOAN SIZE</b>	<b>New York City</b>	<b>7 other Northern &amp; Eastern cities</b>	<b>11 Southern &amp; Western cities</b>		
Equitable S&L . . . . .	145/8	- 1/2	\$1-10 . . . . .	5.65 (+.01)	5.88 (—)	6.02 (+.07)		
Far West Fin. . . . .	91/2	- 1/2	\$10-100 . . . . .	5.37 (-.03)	5.62 (+.06)	5.73 (+.06)		
Fin. Fed. . . . .	17	- 1/2	\$100-200 . . . . .	5.13 (+.12)	5.31 (+.06)	5.45 (+.09)		
First Char. Fin. . . . .	155/8	- 1	\$200 & over . . . . .	4.64 (+.03)	4.87 (+.01)	5.03 (-.06)		
First Fin. West. . . . .	57/8	- 1/8	Source: Federal Reserve Board, September, 1965.					
First Lincoln Fin. . . . .	71/2	- 11/4						
First Surety . . . . .	33/4	- 1						



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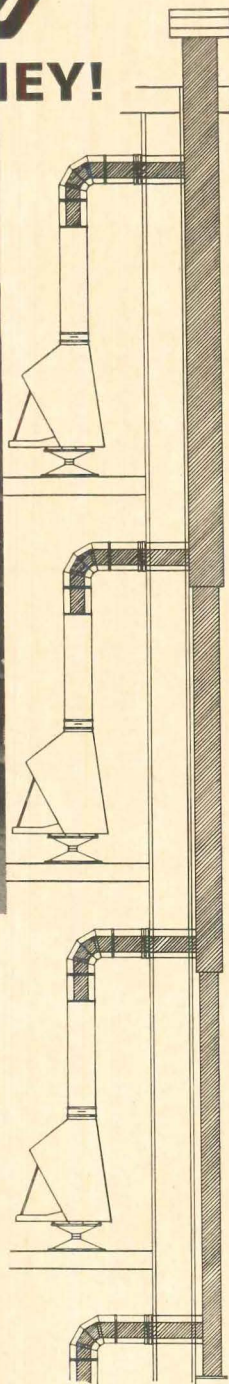
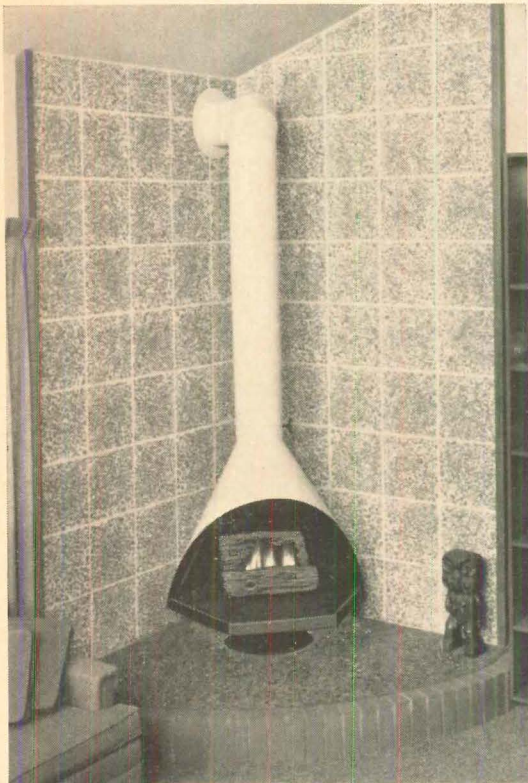
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## NEWS

### Ohio's 'whiz kid' builder emerges from plunge into bankruptcy court

Ten months ago Cleveland apartment builder **Marvin M. Helf** took a step no builder chooses willingly—he placed 11 of his 19 interlocking companies under protection of a federal bankruptcy court to fend off the mounting claims of creditors. Work on 11 Helf apartments from Pittsburgh to Toledo halted.

The spectacular collapse cast a pall over Cleveland apartment building and mortgage lending. For Helf was the "whiz kid." He started operating from his home in 1946, and by the late 1950s he had built over 5,000 houses in Cleveland. He spotted the trend to apartments early and by 1961 had built 1,000 units. He was a respected leader in building and was elected an honorary life director by NAHB in 1964.

Last month Helf was back in business at the old stand—but with new bosses. At age 44 he is now vice president of a new company set up by the court to run ten apartment buildings owned by Helf's ailing companies. For the next three to ten years, depending upon the court, this part of the Helf empire will be run by his creditors.

Helf escaped from active court supervision in ten months; this is far less than the seven to ten years required for many reorganizations of this size and complexity. The speed is largely the work of Bankruptcy Referee **William J. O'Neill**, who set a series of tight deadlines for completing a reorganization plan.

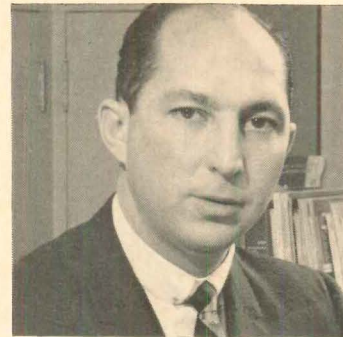
Like all reorganizations, the result is a mixed bag for Helf and everyone concerned. Helf will be working as manager to finish and rent his own apartments at a 3% management fee inside Cleveland, 4% outside.

Nearly 1,800 subcontractors and suppliers who claimed \$6 million from Helf must make a hard choice of accepting 15¢ for each dollar owed or taking 10¢ in cash plus one share of stock in the new company for each \$100 due them.

For mortgage lenders, it means postponing for one year any principal payments of \$17 million lent on Helf structures.

Helf will own 50% of the stock in the new company, Apartment Living, Inc., but the creditors' committee will control three of five board members.

Apartment Living will operate still saddled with the deep financial problems that plagued Helf: a top-heavy debt load coupled with slow-renting apartments. To carry himself over the hump, Helf had borrowed \$1.8 million in second and third mortgages at



**CLEVELAND'S HELF**

*After an unpleasant step, recovery*

12% to 18¼% interest. Industrial Finance Corp. of Boston, a Merritt, Chapman & Scott subsidiary which loaned all but \$100,000 of this, is now cutting back interest to 6% as part of the reorganization, but in return IFC will add ½% monthly to principal after three years.

Hence Apartment Living will face an interest bill of \$864,000 a year or \$72,000 a month. Helf was forced to seek court protection because interest was eating up 81% of his monthly income; the new arrangements will drop the percentage to less than 50% of \$160,000 monthly rent.

When the Helf empire collapsed, 71% of the 1,095 units in ten complete or semi-complete buildings were occupied. Since then receivers have boosted occupancy to 84%.

As part of the workout, IFC is putting another \$450,000 into the company, at 6%, to pay claims and provide working capital.

No one expects the road back to be an easy one. The agreement, says O'Neill, appears to save Helf from "a situation that seemed leading to bankruptcy for all Helf corporations."

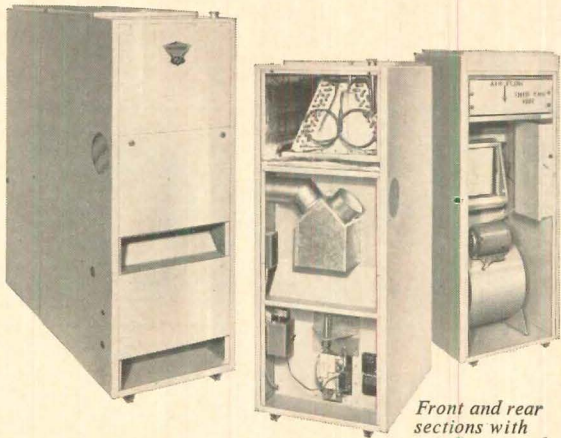
### Lusk trustee quits; it took too much time

**A. C. Simon** resigned unexpectedly last month as trustee to lead the reorganization of Lusk Corp. of Tucson, Ariz., once housing's tenth largest home-builder. Simon, a retired food wholesaler, told a federal court the demands on his time were "far in excess of what I anticipated."

The court named **Charles McCarty** of Tucson, previously Simon's attorney in the Lusk reorganization (H&H, Jan.), as replacement trustee. Shortly before Simon's resignation, the court had approved issue of \$175,000 in trustee certificates to let Lusk build an apartment in Sacramento.

*NEWS continued on p. 30*

# THE HOTTEST BUILDER ITEM FOR '66!



Front and rear sections with panels removed.

Yes, to the builder who is constantly looking for new merchandising features, WILLIAMSON's new "Five-In-One" Yeararound Indoor Climate Control Console should prove to be the hottest home feature for 1966.

Smartly styled and handsomely streamlined, the new "Five-In-One" is a furnace, humidifier, cooling/dehumidification unit and electronic air cleaner completely enclosed in a single casing. Best of all, the new "Five-In-One" costs less and takes less space than a combination of comparable capacity elements purchased as separate units and assembled into a total comfort package.

The WILLIAMSON "Five-In-One" is available for use with natural gas, L.P. gas or fuel oil. Heating capacities range from 80,000 BTU/H to 150,000 BTU/H. Cooling capacities available from 25,000 BTU/H to 57,000 BTU/H.

Regardless of your building plans for 1966, it will be worth your time to take a "look-see" at WILLIAMSON—the broadest line of quality heating and cooling equipment in the industry.

## The Williamson Company

Dept. M-78  
3334 Madison Rd., Cincinnati, Ohio 45209  
(513) 731-1343



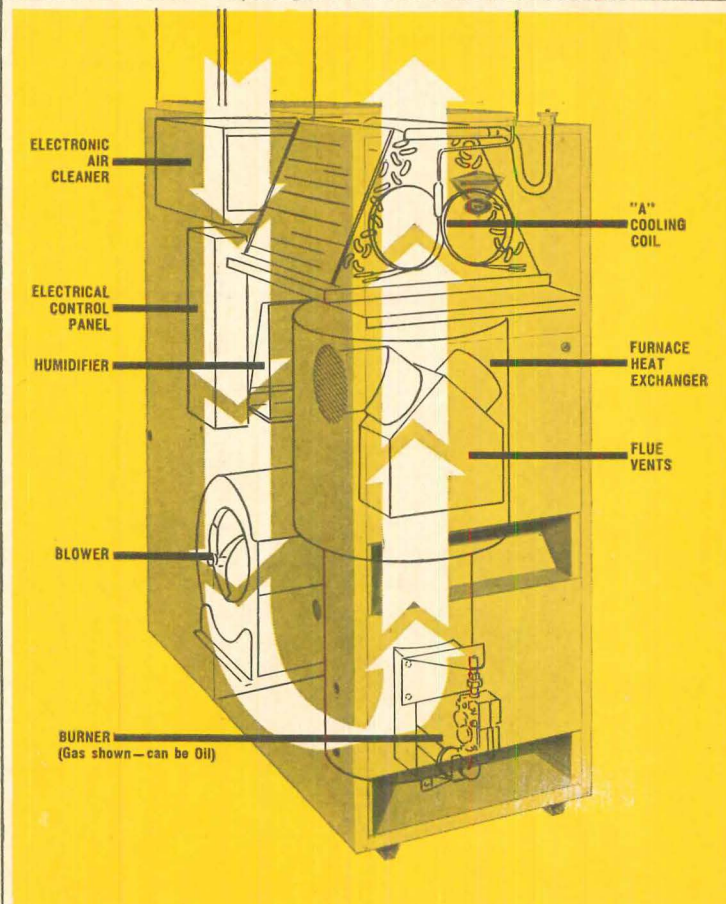
**WILLIAMSON'S**

**NEW**

**"FIVE-IN-ONE"** T.M.

*Heating — Humidification — Cooling*  
*Dehumidification — Electronic Air Cleaning*

**ALL IN ONE PACKAGE**



# NOW YOU CAN BUY AN ACRYLITE\* SKYWINDOW\*

## AT HALF PRICE!

☞ *Special Introductory Offer!* ☞

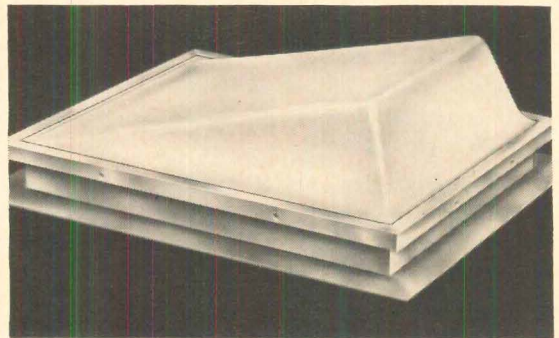
**BUILDER'S REGULAR PRICE... \$46.35**

**PROMOTION PRICE ..... 23.18**

(To Builders Only)

**YOU SAVE... \$23.17**

Model HS2432 Skywindow



\*Trademark



*Now the problem of dim, windowless bathrooms can be eliminated for good.*

The ACRYLITE Skywindow provides abundant daylight from overhead plus the comfort of complete privacy . . . actually makes the interior bathroom a dramatic new home sales feature. The unit installs easily on any roof . . . admits evenly diffused daylight throughout any room . . . adds excitement and value to any home. And the ACRYLITE Skywindow is weather-proof and shatter resistant . . . never needs replacement.

Perhaps you first saw it at the NAHB Show or installed in other new homes. Maybe you've read about it in ads or editorials in national magazines — and wanted to try one in your model home. Well, be our guest. You can buy, for a limited time only, a Model HS2432 ACRYLITE Skywindow at *half price*. Prove to yourself that it will help sell your new homes faster.

## Here's why we make this offer!

In 1966 Cyanamid will ship its *one millionth* ACRYLITE® acrylic skylight. In the past two years alone, over one thousand builders have become users of ACRYLITE Skywindows. The majority of builders who try just one ACRYLITE Skywindow in a model home re-order again and again. Many are installing four, five, even six units in one home — *at the request of owners!* To introduce the ACRYLITE Skywindow to as many builders as possible, and prompt you to try it, we're making this special offer. Once you've installed one in a model home, the interest and excitement it creates among your prospects will prove how effective the ACRYLITE Skywindow is as a new home sales feature.

## Look what other builders say:

"Acrylite Skywindows have drawn many comments, and all good . . . product is really seen and admired."

Mr. Bob Jennings  
of Bob Jennings, Inc.,  
Daytona, Florida

"The Acrylite Skywindows are wonderful! People are particularly impressed with the two we used to lighten

an 18 x 20 upstairs room that otherwise would have been just an attic storage room."

Mr. C. K. Dart,  
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". . . reaction has been excellent . . . we used two in the kitchen, one in the fam-

ily room and one in the bathroom. The people really seem to like them."

Mr. Richard O. Ballschmider,  
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". . . enthusiastic reception of the 'Skywindows'. We had to slide one of the ceiling panels back to prove there

was no electric illumination."


Mr. William S. Cassilly,  
President Cassilly Realty Co.  
Webster Grove, Missouri

"caught the fancy of many visitors . . . we think they're great!"

Mr. O. A. "Bud" Winkler  
of Kinberger-Winkler,  
Louisville, Kentucky

For more information, see Sweets Light Construction file 6e/Am.

To buy your ACRYLITE Skywindow at half price, just fill in this coupon, and take it to the building supply dealer displaying this sign. If your dealer can't supply you, mail the coupon to Cyanamid and we'll handle it.

**Builders... redeem coupons here!  
special introductory offer**   
**Acrylite\* Skywindow\* at half price**

SPECIAL INTRODUCTORY OFFER — ACRYLITE\* SKYWINDOW (Model HS2432) AT HALF PRICE!

192E

**Mr. Builder: Redeem This Coupon Today!**

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DEALER'S NAME \_\_\_\_\_

**TO THE DEALER:** This coupon authorizes you to sell to the builder an ACRYLITE Skywindow (Model HS2432) at \$23.18 (half the suggested list price.) Return coupon to your distributor, and he will replace the unit at half your regular cost.



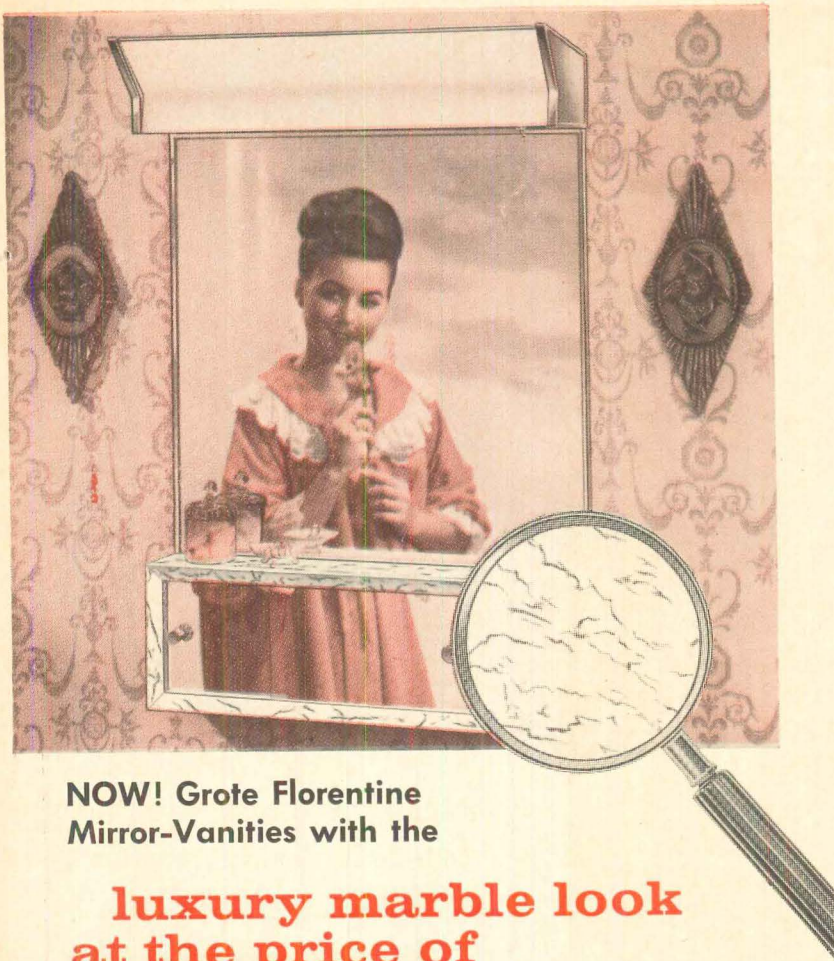
OFFER ENDS AUGUST 31, 1966. NOT VALID UNLESS FILLED OUT COMPLETELY.

American Cyanamid Company, Building Products Division  
595 North Avenue, Wakefield, Massachusetts 01881

CYANAMID

\*Trademark

SPECIAL INTRODUCTORY OFFER — ACRYLITE\* SKYWINDOW (Model HS2432) AT HALF PRICE!



**NOW! Grote Florentine  
Mirror-Vanities with the**

**luxury marble look  
at the price of  
plain painted boxes**

Here's more sales appeal for the money than has ever been concentrated in a single bathroom product:

- The boudoir beauty of the mirror-vanity, popularized by Grote
- Cosmetic cabinet vinyl-clad in rich, realistic marble-tone, a decorator-applauded accent for any decor, yet costing no more than competitive boxes finished in plain white enamel
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- New high-style "Fantasy" light fixture, a delectable option
- Knobs and metallic trim on both mirror-vanity and light fixture available in either silver or gold finish.

Send coupon for Decorator Catalog Supplement C-366 parading Grote's dazzling new line of bathroom cabinets to complement any decor, to let you cash in on the bathroom as the great new frontier for adding glamor . . . glamor that can sell or rent your home or apartment weeks earlier.

**THE Grote MANUFACTURING CO.**  
P.O. Box EG-766, Madison, Indiana 47250

We can get luxury marble-tone for the price of a painted bathroom cabinet? Let's see it in your new Catalog C-366.



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Street

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State

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Zip

\_\_\_\_\_  
Signed

\_\_\_\_\_  
Title

## NEWS

continued from p. 26

### Slayton leaves housing's hottest job

H&H staff

After five years in one of housing's most maligned jobs, **Bill Slayton** quit last month as boss of the Urban Renewal Administration. He will direct a new Urban Policy Center for Urban America Inc. in Washington.

A veteran renewal planner and developer as vice president of Webb & Knapp, the 49-year-old Slayton met rough going from the time he took office in 1961.

During his tenure, criticism of federal renewal aid, largely aimed at the acts of Slayton's predecessors, reached a crescendo. Criticism by the General Accounting Office led to a Congressional hearing—and clean bill of health—in 1963. A year later Prof. **Martin Anderson** published *The Federal Bulldozer*, a controversial book that again aroused renewal's critics. Slayton stoutly returned salvo for salvo, so renewal spending was never seriously threatened in Congress.

Outside the public eye, Slayton was known to housing professionals for his work in streamlining URA's ponderous bureaucracy. He helped simplify the methods of selling cleared slum land so that land sold more than doubled, to 19,735 acres, in the last three years. He worked with FHA to speed rehabilitation of existing houses and saw the number of renovated dwellings nearly triple, from 18,600 to 53,300. Even so, he said, in leaving,



**URA's SLAYTON**  
For critics, a ready answer

"Progress has not been as great as we all would have wished."

Many Slayton critics charged URA with callously relocating slum dwellers. Even as he left, the U. S. Civil Rights Commission held new hearings in Cleveland to show that Negro slum dwellers moved to ghettos.

"What has happened," observed Dean **Erwin Griswold** of Harvard Law School, "is that people in the worst condition find their houses bulldozed from under them. The total program is immoral."

But in his valedictory to URA staffers, Slayton underscored new aids to displaced families that had cut the percentage of slum dwellers moved to other standard units from 8.2% to 1.9% of all families. "This pleases me the most," he said.

### California builder shifts managers

S. V. Hunsaker & Sons of Covina, Calif., has dropped two vice presidents in a management shakeup. Out are **S. V. (Sim) Hunsaker Jr.**, son of the company's founder, and **Thomas W. Richey**, sales vice president.

"We are reducing overhead because our volume is down, like everybody else," said President **Richard Hunsaker**, Sim's elder brother. The company, a subsidiary of Occidental Petroleum Co., reported \$42.5 million sales in 1964 but has not announced 1965 results.

Richey, picked by NAHB as the 1965 western Sales Manager of the Year, is forming his own housing sales firm. At 34, he has served three years as homebuilding merchandising manager for *Life Magazine* and headed sales for builders in Miami and Jacksonville, Fla.

Sim Hunsaker Jr. has not announced his plans.

Occidental bought Hunsaker in July 1964 for 160,000 shares of its stock, then valued at \$4.8

million. Last December Occidental expanded its housing interests by exchanging 158,487 of its shares, valued at \$5.5 million, for two land development companies owned by the Larwin Group companies, a major Los Angeles homebuilder headed by Lawrence Weinberg. Occidental has not announced whether these two companies will be consolidated with Hunsaker or operated independently.

**BUILDERS:** **Kerry Patterson** has resigned as executive vice president of California Land Co. after CLC changed its marketing strategy for the new city of Valencia 30 miles northwest of Los Angeles. CLC dropped a plan to market houses erected by outside builders.

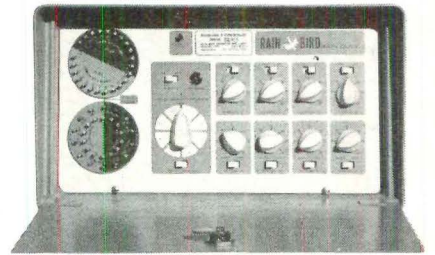
**Lester Goodman** has stepped out as marketing vice president of L. C. Major & Assoc., housing design consultant of Downey, Calif. Goodman will become a marketing and management consultant.



# “That, madam?”



“That’s an electronic controller, by Rain Bird, the sprinkler people. It’s included in the price of the home. Turns your sprinklers on and off: before you get up in the morning if you like (and that’s really the best time to water). Yes, while you’re away on vacation, too. It has eight different stations. (Each controls a number of sprinklers). That way, different plants get just the right amount of water – when they need it. All you have to do is have heads and valves installed and you’ve got a completely automatic sprinkler system. Good idea? Now let me show you the family room...”



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Write us and we’ll provide details of the complete program, including merchandising materials.

Rain Bird, Glendora, Calif. 91740 (in the West); or Rainy Sprinkler Sales, Div. L. R. Nelson Mfg. Co., Inc., 1012 West Pioneer Parkway, Peoria, Ill. (in the East and Midwest).

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Famous  
**BRUCE**  
Prefinish  
*it's in the  
wood*

PEGGED OAK ADDS CHARM TO ANY ROOM...INEXPENSIVELY

## Bruce Ranch Plank® Floors

Want to make a room interesting, inexpensively? Use Bruce Ranch Plank Floors. Mellow-finished genuine Oak is highlighted by 2¼" and 3¼" planks inlaid with walnut pegs for a rich, hand-crafted look. Perfect for Early American plans, Ranch

Plank also adds warmth and charm to contemporary styles. The famous Bruce Prefinish (medium or dark) is baked into the wood by infra-red rays to give Ranch Plank deep, lasting beauty and to save on installation. E. L. Bruce Co., Memphis, Tenn.

Pictured above—Floor: Bruce Ranch Plank, medium finish. Wall: BrucePly Smoke Birch Paneling.

NEW HARDWOOD PANELING WITH WIDE, DARK GROOVES

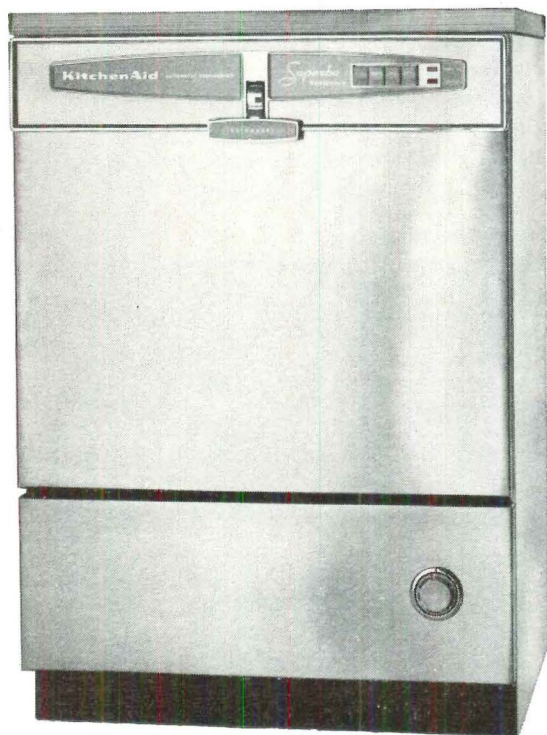
# BrucePly<sup>®</sup> Sylvan Paneling

Fresh from the forest comes a bright new idea in paneling—BrucePly Sylvan. This genuine hardwood paneling is prefinished to perfection and distinctively grooved. The dark, wide grooves separate random widths of unmatched veneers to give a

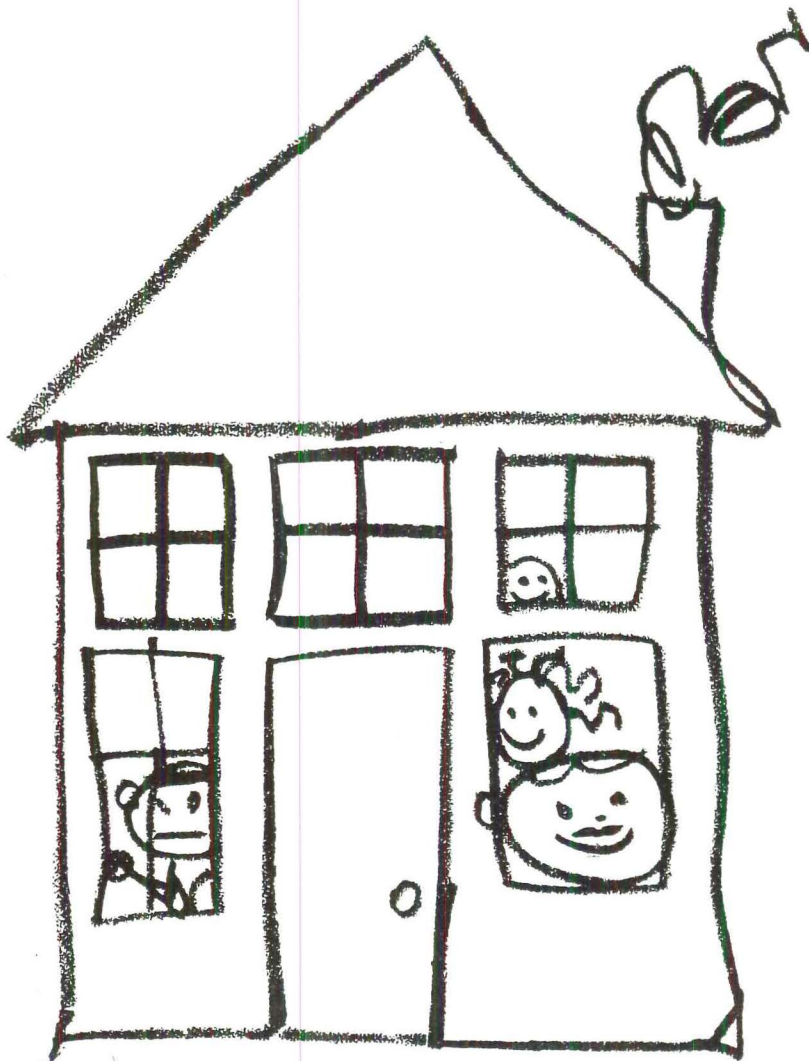
handsome individual plank effect. Sylvan panels are hand-picked for beauty of grain and coloring. The famous Bruce Prefinish is baked in the wood to give a deep, glowing finish that won't chip, crack, or wear away. E. L. Bruce Co., Memphis, Tenn.

Pictured below: Sylvan Cherry. Also in Oak, Pecan, Elm, Walnut, Birch. Prefinished moldings to match.





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helps put people  
in here.

When prospects see KitchenAid dishwashers in your homes, they see a lot more than machines that wash and dry dishes.

A woman sees a truly modern kitchen and a dishwasher she can brag about to her friends.

A man sees a dishwasher that's going to last for years, without expensive repair bills.

Best of all, they both see quality and dependability in a house with a KitchenAid dishwasher. It makes your whole house a

little better. So why not let the KitchenAid reputation help sell your houses?

KitchenAid built-in dishwashers come in three series, three price ranges. Check with your distributor for the KitchenAid best suited for you. Or write Dept. 6DS-5, KitchenAid Dishwasher Division, The Hobart Manufacturing Co., Troy, Ohio 45373.

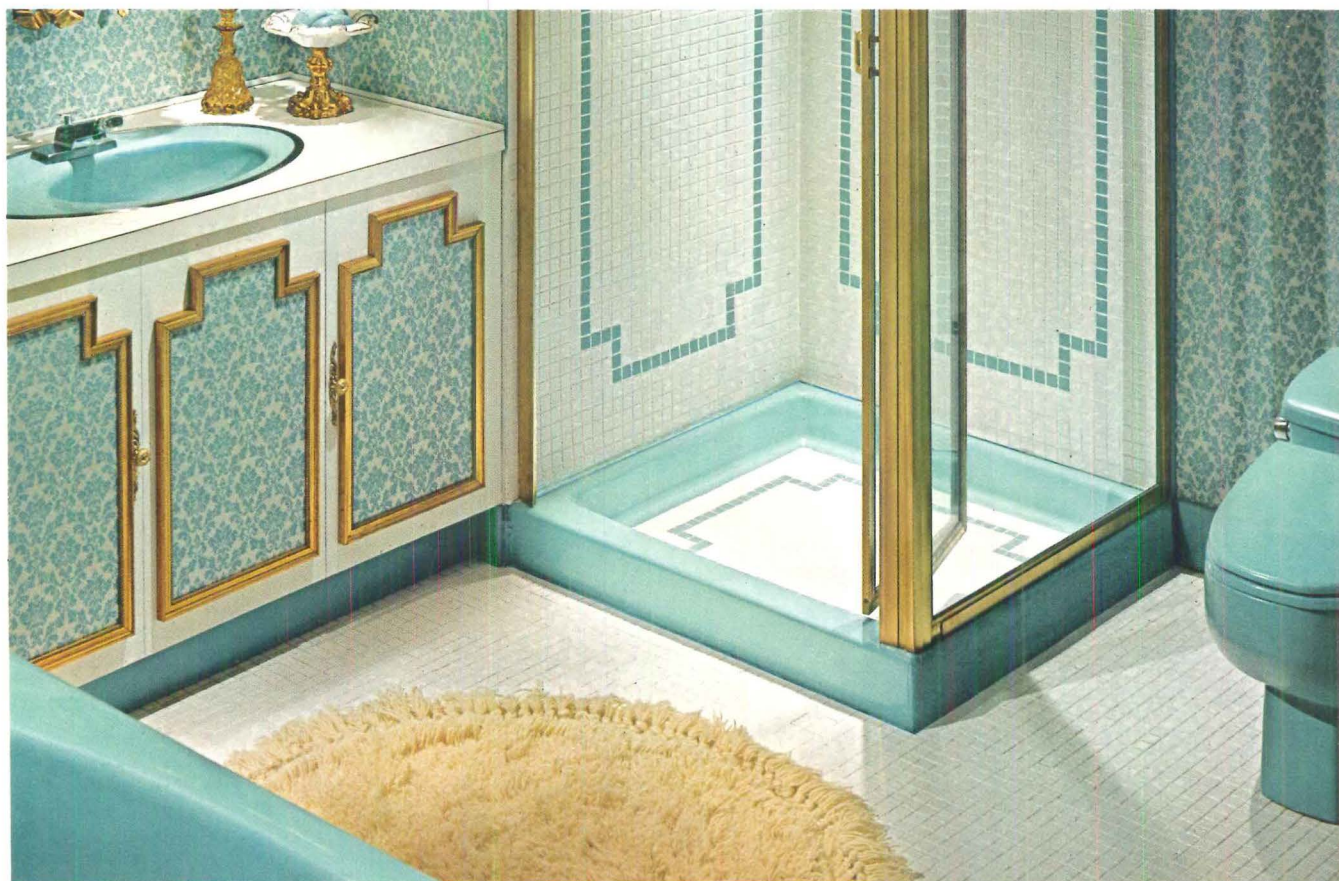
**KitchenAid**  
Dishwashers

KitchenAid dishwashers are products of The Hobart Manufacturing Company.

Circle 48 on Reader Service Card

Circle 49 on Reader Service Card ➤

# Now there are shower receptors that go in fast. And in American-Standard fixture colors!

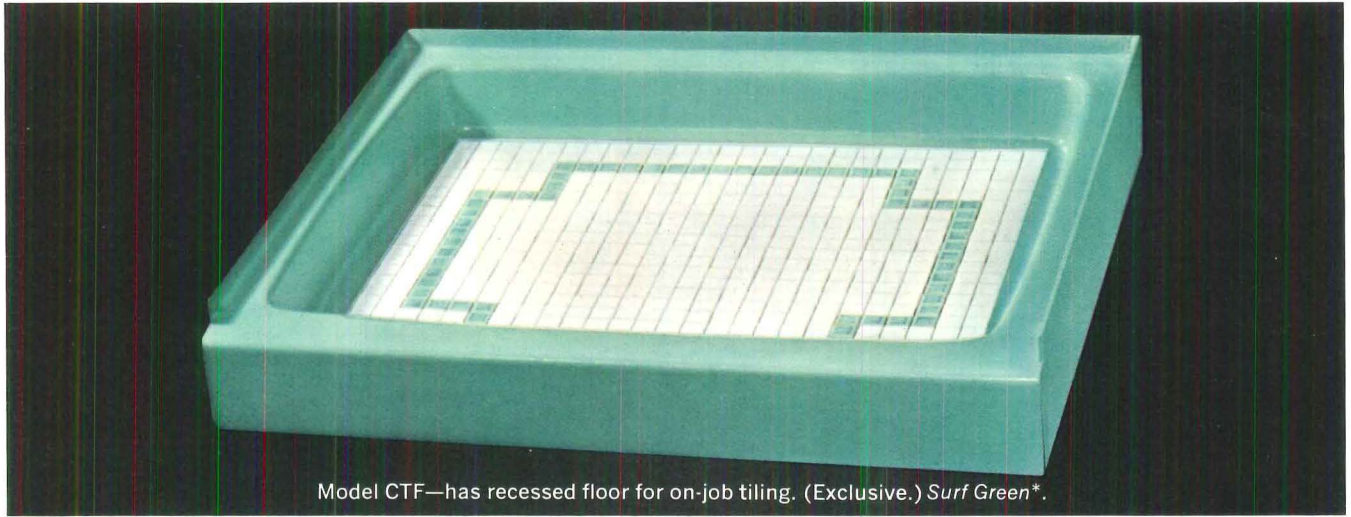


Surflite receptors are finished on all sides for universal installation. The drain is at front, not underfoot.

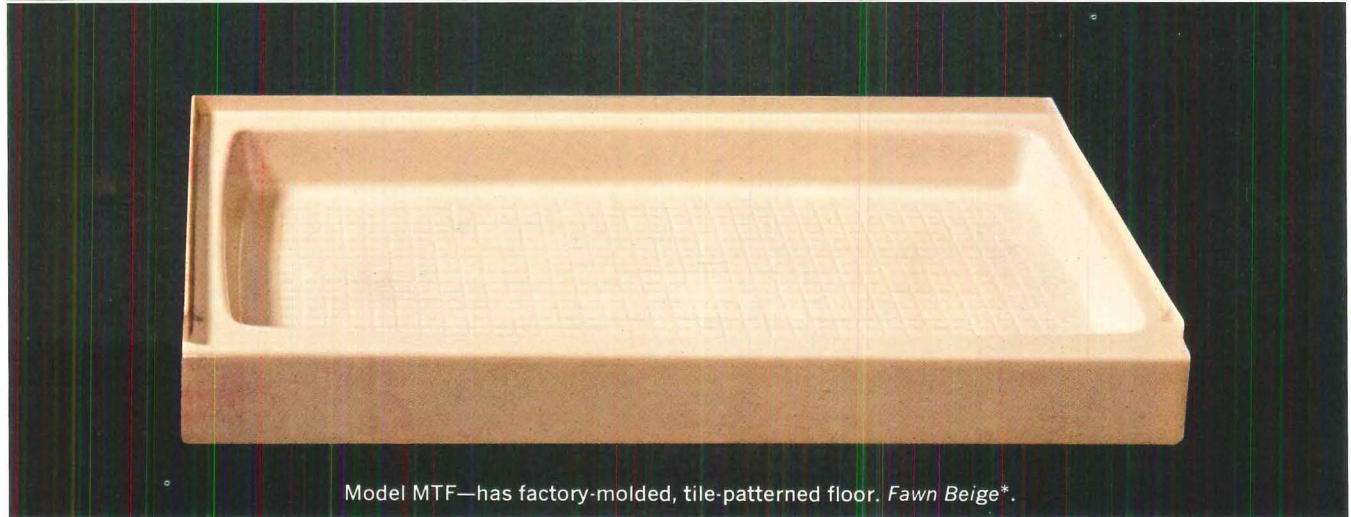
If you've found shower stalls either ho-hum-looking or costly to install—or both—these new American-Standard Surflite\* receptors are the answer! They have a rich appeal for home buyers because: They are the *only* receptors in American-Standard high-fashion fixture colors. The *only* receptors that can be economically customized to the pattern of a tiled

bathroom floor or wall. The *only* receptors with front-drain convenience. The *only* receptors of one-piece Duramold\* construction. Yet, with all these Surflite superiorities, *their installed price is lower than you'd pay for a combination of job-built pan and tiled floor.* Exclusive features make Surflite shower receptors cost you less to buy and less to install.

# New Surfline receptors charm the buyer's eye and your budget



Model CTF—has recessed floor for on-job tiling. (Exclusive.) Surf Green\*.



Model MTF—has factory-molded, tile-patterned floor. Fawn Beige\*.

A beautiful American-Standard Surfline receptor perks up the quality appeal of your homes at low installed cost. *It makes the stall shower a matching fixture*—not a seeming afterthought. Your salesmen can talk up the exclusive high-fashion colors—Surf Green\*, Fawn Beige\*, Venetian Pink\*, Regency Blue\*, Manchu Yellow\* or Bath-Fixture White. They can point out the exclusive floor of Model CTF (top picture) that is *economically tiled on the job* to continue the tile pattern of the

bathroom floor or walls. Or the slip-resistant, tile-pattern floor of the Model MTF (bottom picture). They can point out the one-piece Duramold construction that is quiet, stain-resistant, hard as stone. And last, but not least, *the chrome-plated factory-installed drain that's at the front*—not smack dab in the center, where feet might slip or stop the drain.

*Why your plumbing contractor can give you a bargain:* Surfline cuts stocking problems. There are only two models, as

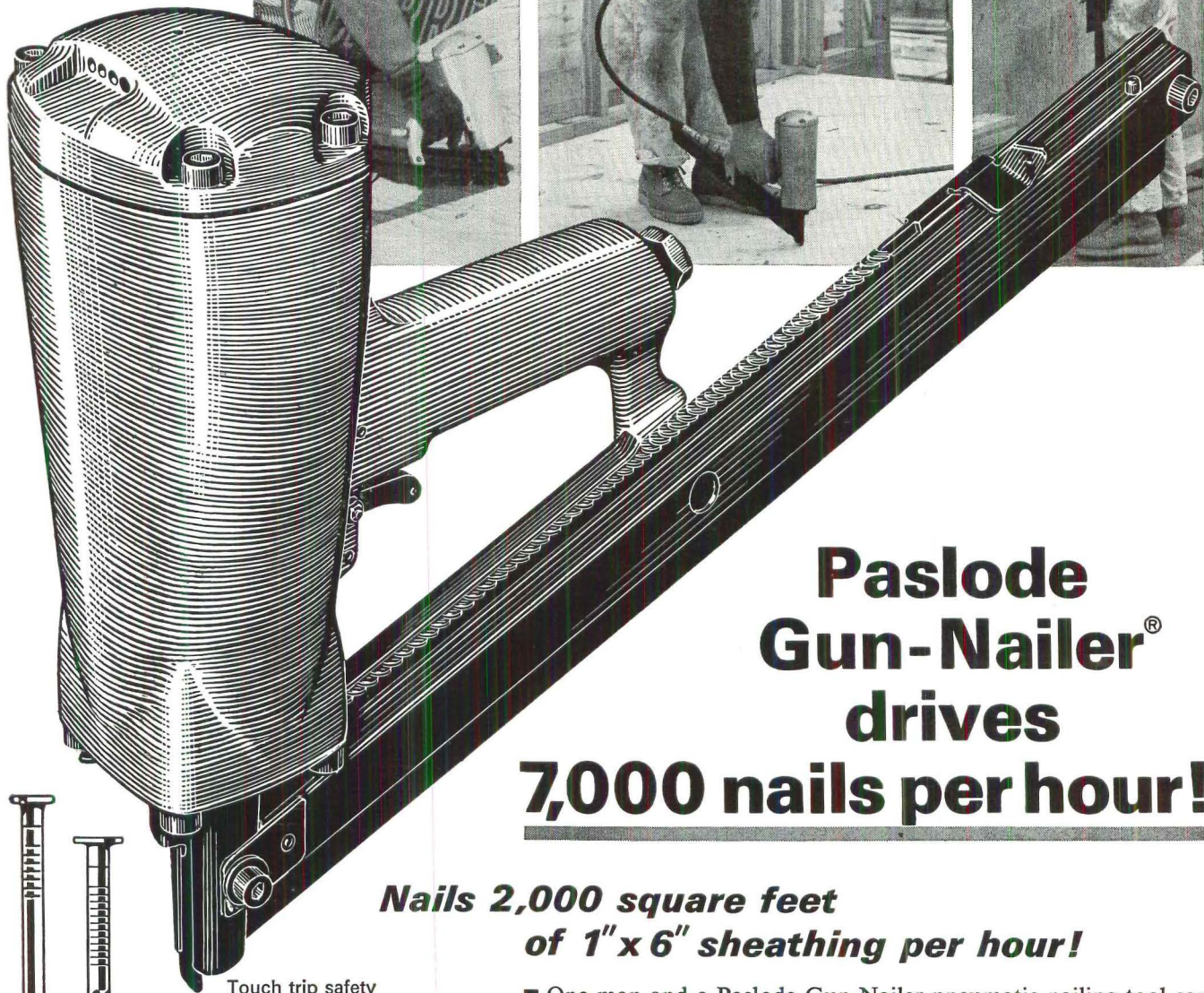
shown, each in two popular sizes—34" by 48" and 34" by 34". Each is finished on all four sides for easy installation any way: recessed, or right corner, or left corner. *There is no expense or bother of a lead pan.* There's no cutting or fitting. And the factory-installed drain hooks directly to the waste line with no lost motion. See your American-Standard contractor. Or write American-Standard, Plumbing and Heating Division, 40 West 40th Street, New York, N.Y. 10018.

\*TRADEMARK AR&SS CORP.

## AMERICAN-STANDARD



*It's that revolutionary*



# Paslode Gun-Nailer® drives **7,000 nails per hour!**

***Nails 2,000 square feet  
of 1" x 6" sheathing per hour!***

Touch trip safety  
is standard equipment

**Use the Gun-Nailer®  
to reduce costs on:**

**Roof decks • Sheathing •  
Sub-flooring • Studs • Wood  
shingles • Siding • Bridging,  
soffits, form work, etc.**



The Gun-Nailer drives regular 8d common or cooler and 6d common or cooler nails, with heads slightly modified to nest in clips. They are acceptable in FHA insured construction as equivalent to regular nails. They are *not* T-nails. It also drives galvanized nails 8d or 6d common; screw nails 2¼" or 2" long; short (2½") 10d nails for diaphragm roof and shear wall construction.

■ One man and a Paslode Gun-Nailer pneumatic nailing tool can readily nail 2,000 square feet of 1" by 6" sheathing on 16" centers per hour. This revolutionary on-the-job speed includes reloading the tool. The speed reduces the cost of nailing, and the Gun-Nailer's power to drive nails hard enough to pull warped boards tight improves the quality of nailing work. Proved dependable in two years of all-weather use. Tool weighs less than 8 pounds.

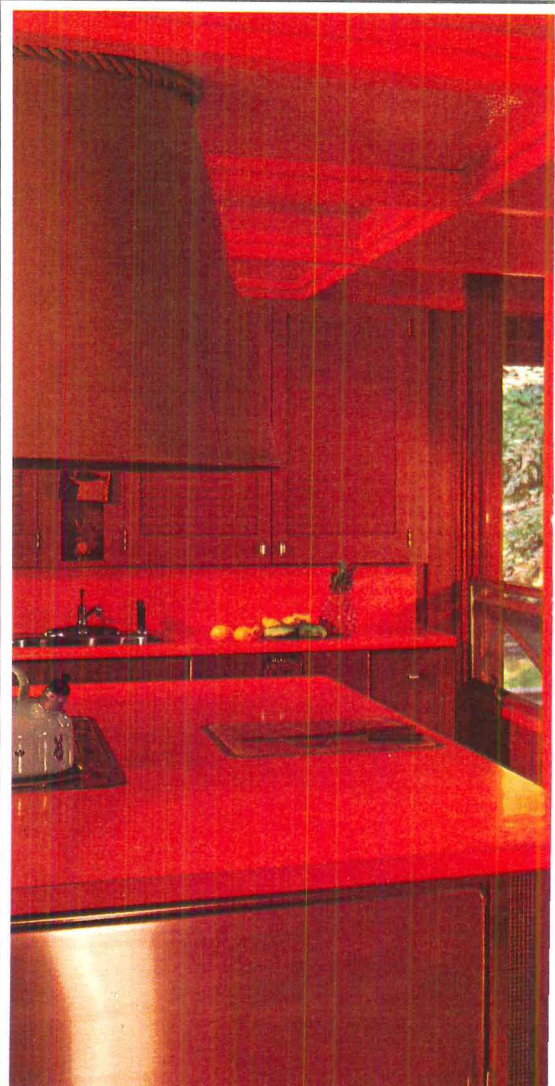
*Write for data and where-to-buy information.*

**P PASLODE**  
COMPANY, DIVISION OF SIGNODE

8080 McCormick Blvd., Dept. HH, Skokie, Illinois  
In Canada: Paslode Canada Reg'd, Scarborough, Ont.

**Look to Paslode for power to reduce fastening costs . . . Magnum® Staplers drive staples up to 2" long or 1½" wide • Magnum® T-Nailers drive T-nails or finishing nails up to 2" long • Mustang Narrow Crown Staplers drive finishing staples up to 1½" long • Pinto air tacker drives ⅝" crown 30 ga. staples up to ⅝" long • Clipper tool power-wraps steel clips around wires up to #2 gauge.**

You're looking at  
5 reasons why  
Andersen Windows  
will help you sell the next  
remodeling job!



*For complete details, call or write your Andersen distributor.*



**Andersen Windowalls\***

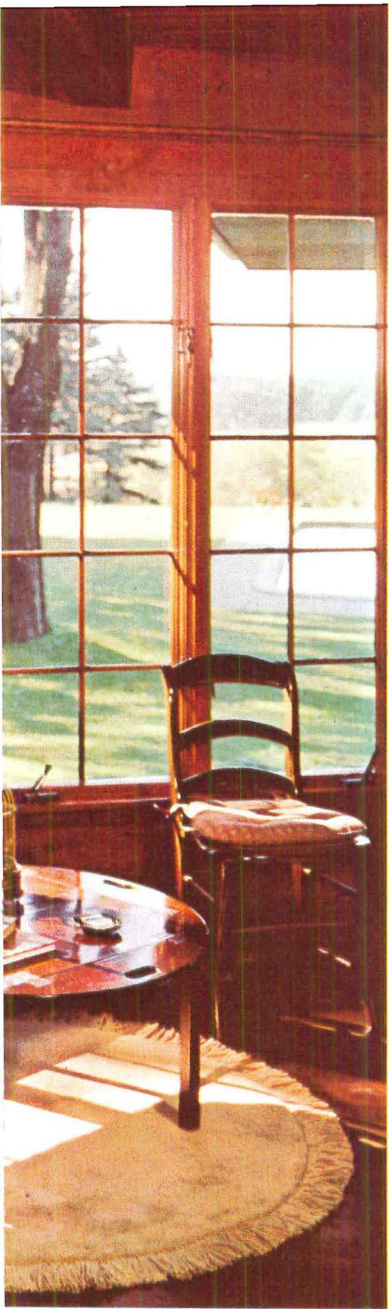
\*TRADEMARKS OF ANDERSEN CORPORATION

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Litho in U.S.A.

*Window Beauty is Andersen*





*Andersen Gliding Windows* ▶

help bring in a favorite view . . . provide top-to-bottom ventilation, yet close extra tight for snug, year-round comfort. New Andersen Wood Gliding Door adds distinctive touch to your jobs.

◀ *Andersen Casement Windows*

in a bow-window combination enhance this remodeled living room. They're the fuel-savings windows ever, and complemented by the convenience of welded insulating glass, they're far and away the finest units ever made.

*Andersen Flexivent® Windows* ▶

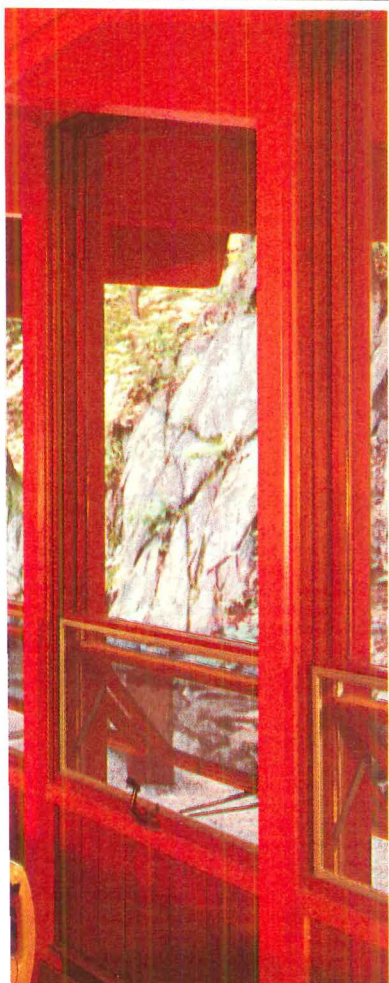
look "custom-designed" for this room. Despite their richness, stock Flexivents are a most economical Windowall. And they're the most versatile window you can use: single . . . or in stacks, ribbons, or picture-window groupings.

◀ *Andersen Beauty-Line\* Windows*

help you provide picture-window beauty at a practical cost . . . make it possible to create a kitchen that's a pleasant place to be. Select wood is specially treated for lifetime protection from termites and decay.

*Andersen Narroline\* Windows* ▶

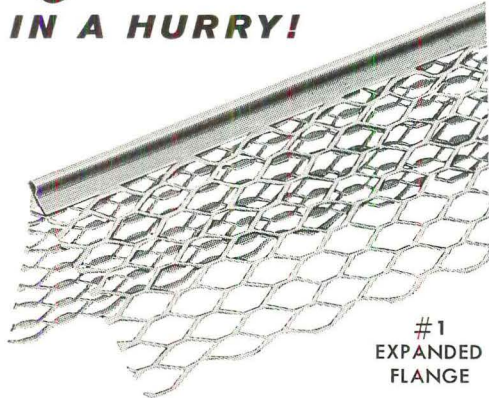
help transform a dark, dusty attic into a little girl's dream come true. They're so extra weathertight, welded insulating glass is practical. Easily removable grilles pop in or out for easier window maintenance.



GET

# QUALITY

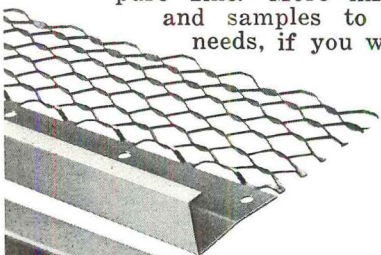
IN A HURRY!



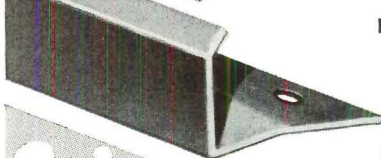
#1  
EXPANDED  
FLANGE



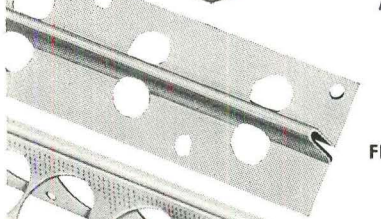
From the largest manufacturer of plaster grounds, Casings, Inc., you have the choice of a complete line of corner beads, base screeds, and casings used for regular or thin-wall plastering systems. Pictured are five popular items from our line. We have 21 roll formed shapes in stock that have been formed on high speed mills from heavy gauge, galvanized steel or the finest pure zinc. More information and samples to fit your needs, if you will write!



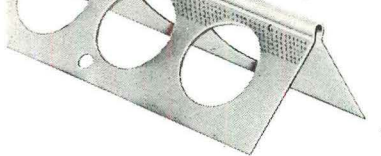
#66X  
SQUARE  
EXPANDED



#60  
MODIFIED  
SQUARE



#77  
FLUSH BASE  
SCREED



#230  
FOR  
THINWALL

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## BUSINESS IN THE MAKING

HOUSE & HOME presents locations, sponsors, architects and estimated costs of representative new projects costing over \$500,000 as gathered by ENGINEERING NEWS-RECORD and F. W. Dodge Co., division of McGraw-Hill Inc. to alert builders, lenders and contractors to new business.

**ALABAMA**—CENTER POINT: Apartment, \$1,250,000. Sponsor: Donald Luner, c/o Chambliss Moore & Assoc., Montgomery. MONTGOMERY: 30 houses, \$660,000. Builder: Shan Sellers Agency. TUSCALOOSA: Apartment, \$500,000. Sponsor: Ed Ward Hiserodt, Huntsville. Plans: Milberger & Rutland.

**CALIFORNIA**—BAKERSFIELD: 54 houses, \$500,000. Builder: Jack Pessin & Assoc., Van Nuys. BREA: Apartments, \$1.9 million. Sponsor: McCombs & Rosenburgh, Orange. Plans: Richard Hanson, Anaheim. COMMERCE: Condominium apartments, \$3.5 million. Sponsor: Burnam Building Co., Beverly Hills. CONCORD: Apartment, \$1 million. Sponsor: Callahan Development Corp., Walnut Creek. Plans: Frank B. Mansfield, Orinda. GLENDORA: Townhouses, \$2 million. Sponsor: Glendora Green, Los Angeles. Plans: Robert E. Jones, La Jolla. LOMITA: 400 houses, \$5 million. Builder: Lomita Development Co., Los Angeles. Plans: Richard Stoddard & Assoc., Sherman Oaks. MARINA DEL REY: Apartment, \$2 million. Sponsor: Regis Development Co., Los Angeles. Plans: Abraham Shapiro & Assoc., Los Angeles. SAN DIEGO: Condominium apartments, \$5 million. Sponsor: Sunset International Petroleum, Beverly Hills. SAN JUAN CAPISTRANO: 50 houses, \$3 million. Builder: California Hacienda Corp. Plans: Chris Abel, San Clemente. THOUSAND OAKS: 300 houses, \$7 million. Builder: Kevington Corp., Camarillo. Plans: De Chellis & Opava, Encino. WESTMINSTER: 120 houses, \$3,360,000. Builder: William Rousey, Anaheim. WHITTIER: 400 houses, \$5 million. Builder: Republic Homes, Costa Mesa. Plans: Earl G. Kaltenbach & Assoc., Santa Ana.

**CONNECTICUT**—CHESHIRE: Apartments, \$800,000. Sponsor: Bernard Barnett. DANBURY: 27 houses, \$646,000. Builder: Dinapoli Inc., Bridgeport. GREENWICH: 137 houses, \$2 million. Builder: Fawn Realty Co. HAMDEN: Garden apartments, \$600,000. Sponsor: Veggo Larsen Co., New Haven. Plans: Simeone & Wendler, New Haven. WOODBRIDGE: 28 houses, \$550,000. Builder: Sheffield Manor.

**FLORIDA**—BAY HARBOR ISLAND: Apartments & swimming pool, \$1 million. Sponsor: Equity Development Corp., c/o Yaros-Marvez, Coral Gables. BOCA RATON: Apartment & swimming pool, \$500,000. Sponsor: Itvenus Development Corp. Plans: Thomas Mitchell, Lighthouse Point; Dormitory, \$1.2 million. Sponsor: Marymount College. Plans: William E. Delehanty, New York City. DAYTONA BEACH: Apartments, \$1 million. Sponsor: Robinson Real Estate, Silver Spring, Md. Plans: Richard C. Reilly, Fort Lauderdale. FORT LAUDERDALE: Condominium apartment & swimming pool, \$10 million. Sponsor: Maximo Corp. Plans: E. Abraben & Assoc. GAINESVILLE: Apartment, \$500,000. Sponsor: Garden Apartments, Cocoa Beach. HOLLYWOOD: Apartments & swimming pool, \$1.2 million. Sponsor: Sherwood Park Apartments. Plans: A & E Co., Fort Lauderdale. ORLANDO: Garden apartments, \$1 million. Sponsor: Champion Developers, Jacksonville. Plans: Leslie T. Ellias, Jacksonville Beach. POMPANO BEACH: Apartments, \$2.8 million. Sponsor: Tiffany Garden Apartments. Plans: Joseph T. Romano.

**GEORGIA**—ATLANTA: Apartment, \$800,000. Sponsor: Kenneth White, Columbus. Plans: Maurice Garber; Apartments, \$2 million. Sponsor: Bennett Hutchinson Jr. Plans: Jack Durham Haynes. DOUGLASVILLE: Apartment & shopping complex, \$25 million. Sponsor: Achilles Corp., c/o Mercer Poole, Atlanta. Plans: John H. Sumner & Assoc., Atlanta. DECATUR: Apartments, \$700,000. Sponsor: Henderson Mill Road Apartments. JONESBORO: Apartments, \$1.5 million. Sponsor: Evans-Cleveland & Crocker, College Park. MARIETTA: Apartment, \$3.2 million. Sponsor: Georgia Investment Syndicate.

**ILLINOIS**—CALUMET CITY: Apartments & swimming pool, \$1,250,000. Sponsor: Lewis Brothers Construction Co., Plans: Duane E. Linden & Assoc., South Holland. CHICAGO: Garden Apartments, \$6.2 million. Sponsor: The Antioch Foundation, c/o Antioch Baptist Church. Plans: Stade, Dolan, Anderson, Bonesz & Assoc., Park Ridge; Apartment, \$1 million. Sponsor: Carlye Construction & Engineering Co., Glencoe; Apartment, \$1 million. Sponsor: Lask Construction Co., Plans: Richard Kollath. DURNHAM: 100 houses, \$2 million. Builder: American Land Co., Chicago. FOREST PARK: Apartments, \$4 million. Sponsor: Page Enterprises, Riverwoods. LA GRANGE: Apartment, \$7.5 million. Sponsor: Lone Pine Manor, Inc., c/o Guy Louis Calhamer, architect. NAPERVILLE: 800 houses, \$2.4 million. Builder: Miller Builders Inc., Lincolnwood. PALATINE: 200 houses, \$7 million. Builder: Federal Construction Co., Prospect Heights. Plans: Robert Berlow, Skokie. ROCKFORD: Row houses, \$2 million. Builder: Wuesthoff Realty, Milwaukee. Plans: Knowland-Liston & Smith; Apartments, \$800,000. Sponsor: Olsen-Novel Building Corp., Bensenville. Plans: Don Lippincott. WHEATON: 226 houses, \$4,972,000. Builder: Terrie Birch Co., Lombard. Plans: Duane E. Linden & Assoc., South Holland.

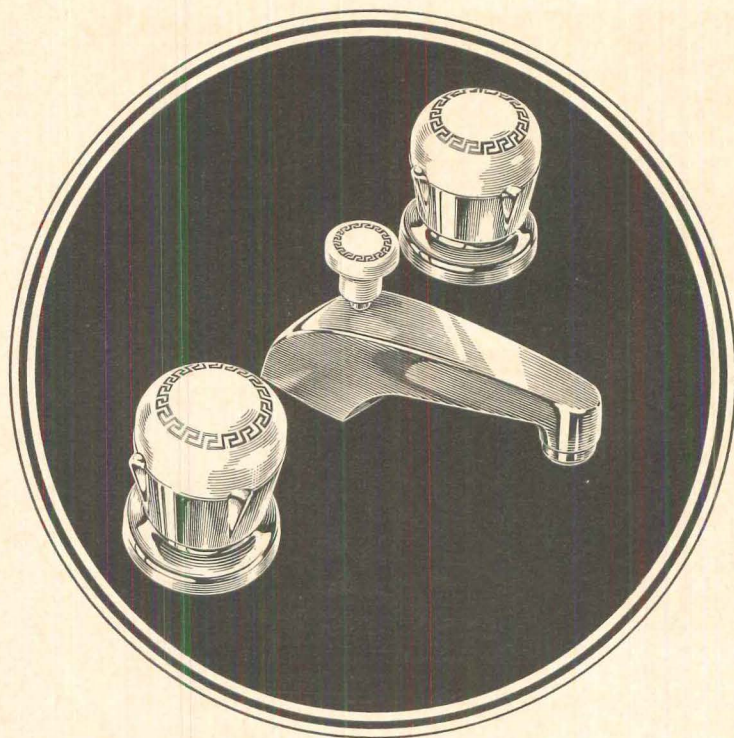
**MAINE**—AUBURN: Apartments, \$2.5 million. Sponsor: Auburn Gardens, c/o Aliberti Laroche & Hodson Engineering Corp., Lewiston. BOOTHBAY HARBOR: Housing development, \$1 million. Builder: Whitman, Howard & Stephen Hopkins Real Estate, Boston, Mass. LEWISTON: Apartments, \$2.5 million. Sponsor: Tall Pines Gardens, c/o Aliberti Laroche & Hodson Engineering Corp. LIVERMORE FALLS: Housing development, \$2 million. Builder: Park View Development Corp., Farmingdale.

**MASSACHUSETTS**—BROOKLINE: Dormitory, \$1,520,000. Sponsor: Pine Manor Junior College. Plans: Ernest J. Kump Assoc., New York City; Apartment, \$500,000. Sponsor: Maurice Simon, Boston. Plans: Edwin T. Steffian & Assoc., Boston. EAST CARVER: 71 houses, \$1 million. Builder: Wenham Shores Inc., South Easton. LEE: Apartment & 25 houses, \$7 million. Sponsor: Houllsworth Enterprises, Dalton. MARLBORO: 160 houses, \$2.4 million. Builder: Roberts Homes, Chelmsford. Plans: George D. Reynolds Assoc., Arlington. WELLESLEY: 65 townhouses, \$1.5 million. Sponsor: Stone Realty, c/o John G. Danielson, architect, Lexington.

**MISSOURI**—AFFTON: Townhouses, \$2 million. Sponsor: Dan Levey Co., Overland. Plans: Barrie B. Fox, Overland. BERKELEY: 43 houses, \$700,000. Builder: Joseph H. Vatterott Realty & Building, Clayton. GRANDVIEW: Townhouse apartments, \$9 million. Sponsor: Des Marteau Investment Co., Kansas City. INDEPENDENCE: Townhouse apartment, \$2,750,000. Sponsor: Andes & Roberts Construction Co. Plans: Bradford & Smith. KANSAS CITY: Apartments, \$2 million. Sponsor: Burt W. Heims Realtor. Plans: L. W. Cory, Leawood. MAPLEWOOD: Apartments, \$500,000. Sponsor: Robert Waterhout, Richmond Heights. ST. LOUIS COUNTY: 350 houses, \$7 million. Builder: Schulenburg Construction, Clayton. Plans: Fournier Inc., Brentwood; Apartment, \$3 million. Sponsor: Mayfred Corp., c/o Alfred H. Mayer, Florissant. Plans: Fournier Inc., Brentwood; Apartment and 80 houses, \$3 million. Sponsor: Goldberg & Co., Ladue. Plans: Charles O'Keefe, Clayton; 60 houses, \$1.5 million. Builder: Keevens Jenkins Realty & Building, Florissant; 116 houses, \$2 million. Builder: Able Construction, Ballwin.

**MICHIGAN**—FENTON: Apartments, \$800,000. Sponsor: Frederick Kubik. KALAMAZOO: Apartments, \$1,440,000. Sponsor: Regency Square Assoc., Plainwell. Plans: Donald E. Van Curler, Ann Arbor. MOUNT CLEMENS: Apartments, \$1,035,000. Sponsor: Macomb Building Co. RIVERVIEW: Apartments, \$2.8 million. Sponsor: c/o Lorenz & Paski, architects, Detroit. SAGINAW: Senior citizens housing, \$500,000. Sponsor: Luther Manor Home for Aged. Plans: Smith, Hinchman

Business continued on p. 45



"Greek Key" chosen by Writer Construction Co. for several hundred homes in the \$26,500 to \$34,000 price range in Littleton, Colorado.

## The irresistible power of elegance

It's the delicate touch of elegance that makes today's house a home. Discriminating home buyers demand impressive bathrooms. The irresistible beauty of Artistic Brass fittings and accessories and the subtle, persuasive influence they have on buyers is an important sales asset. Buyers also demand features that are practical. All metal parts in Artistic Brass fittings are made of solid brass and are crafted to offer years of service. Installation takes no more care than with ordinary fittings. There's an Artistic Brass ensemble to fit the exact need for moderately-priced or custom-designed homes. Over 72 designs from which to choose with finishes in polished or satin chrome, brass or gold. Select Artistic Brass for your next project. This kind of elegance doesn't cost . . . it sells.

For a complete color catalog, send one dollar to:



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Sold through leading plumbing, hardware  
and building supply wholesalers.

# These five builders tell how they cashed in on Honeywell Electronic Air Cleaners



## "Control panel is a talking point"

Mr. Richard H. Wieland, Builder of Brookwood,  
Prince Georges County, Maryland

"We featured the Honeywell Electronic Air Cleaner in the 1963 Parade of Homes. Now, it goes in about half of our homes. Most people do not know about electronic air cleaning, but they do know about air pollution, and they react favorably when we go into a little sales pitch.

"We sell the air cleaner as

part of Comfort Conditioning along with a humidifier and air conditioning. We don't intend to make a big profit on the air cleaner, but feel it is important because it helps make our homes more saleable. We believe electronic air cleaning is on the increase and will feature it again in the 1966 Parade of Homes."



## "We give the best, Electronic Air Cleaner is standard"

Mr. Lee Rosenberg, Panitz & Co., Inc.  
Builder of Rumsey Island, Joppa, Maryland

"Rumsey Island, along with our other development, Joppa Town, is a planned community where every home has direct access to Chesapeake Bay through a series of canals. Our people are the type who like to come home and jump into their boats. Minimal housekeeping is important and the Electronic Air Cleaner is a strong feature for our homes.

"We don't believe in extras. All homes have a system that includes air conditioning and electronic air cleaning, a humidification system, and a central vacuum cleaning system. Our homes are more saleable because they have a sophistication that others don't offer. We feel that all homes should get to this point."



## "A big hit...90% order it"

Mr. Manny Barenholtz, Developer of  
"Four Seasons," Cleveland, Ohio

"Builders have to realize that the Honeywell Electronic Air Cleaner needs an explanation. We use a very short, soft-sell presentation with a pamphlet supplied by Honeywell. The customers understand very quickly and 90% of them have installed the Electronic Air Cleaner since we began featuring it in 1965.

"We use the Honeywell Electronic Air Cleaner to help sell the whole house. We were the first builder in our area to include it as standard equipment, and it gives us a real edge over the others. However, I believe eventually the Honeywell Electronic Air Cleaner will be as normal as a bathroom."



**"Our house of the future includes clean air"**

Mr. Theodore H. Bentley, Builder of Hollywood Highlands, Hollywood, California, and creator of the "SteelStone"® concept in tract housing

"Our house is the first really new house in Southern California since the adobe. My Associate, Chester Groves, and I use the 'Steel-and-Stone' method of construction like high rise apartments for a home that is fire-proof; earthquake resistant; rot, vermin and termite proof; and should last 100 years. Our house

will not become obsolete. Naturally, air conditioning is standard, but why cool dirty air? This is the smog capital of the world. I won't add frivolities, but the Honeywell Electronic Air Cleaner is functional, as well as a status symbol. It's all part of the 'home-of-the-future' concept and it really sells homes."



**"Put it in a Comfort Conditioning Package"**

Mr. Marco Santi, President of Marco and Soave Co., Warren, Michigan

"We like to compare the Electronic Air Cleaner to power steering in an automobile. People really appreciate it when they have it, but they wouldn't pay to have it installed after they own the car. We make the Honeywell Electronic Air Cleaner part of a Comfort Conditioning package that includes Ther-

mopane glass, 3" insulation, marble window sills and an Electronic Air Cleaner.

"It's all or nothing and most buyers take the whole package. They respond to appeals for health and cleanliness. They easily understand electronic air cleaning. It helps sell our houses without over pricing them."

**Honeywell Electronic Air Cleaner removes 95%\* of the dust, dirt and pollen passing through it**

The Honeywell Electronic Air Cleaner fits in the return air duct of any forced air heating-cooling system and traps up to 19 times as many particles as ordinary mechanical filters.

Only the large airborne particles can be seen, but the invisible particles do most of the real damage. They can irritate allergies, soil windows and drapes, and leave a dingy haze behind mirrors and pictures.

The Honeywell unit traps particles so tiny that it would take about 7,000 of them to stretch across this (·) dot!

In a new home, the Honeywell Electronic Air Cleaner may be included in the mortgage for under \$2.00 per month.

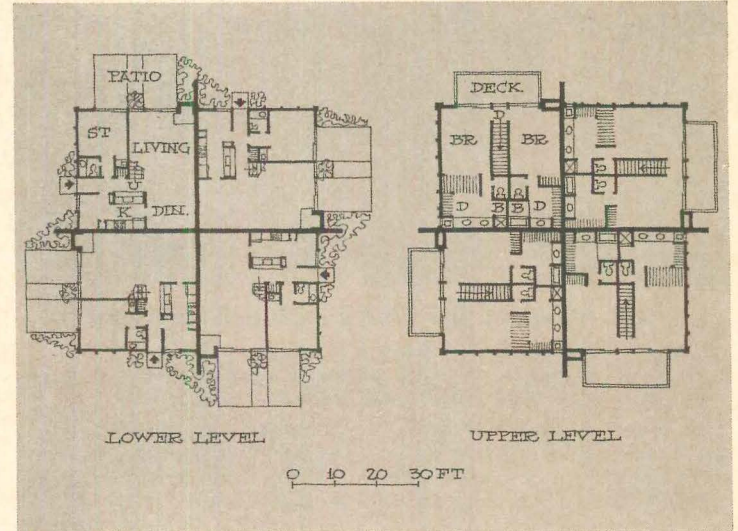
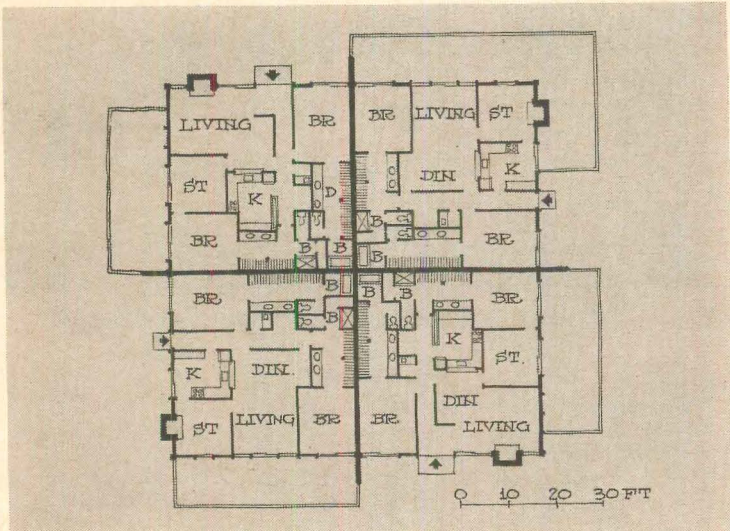
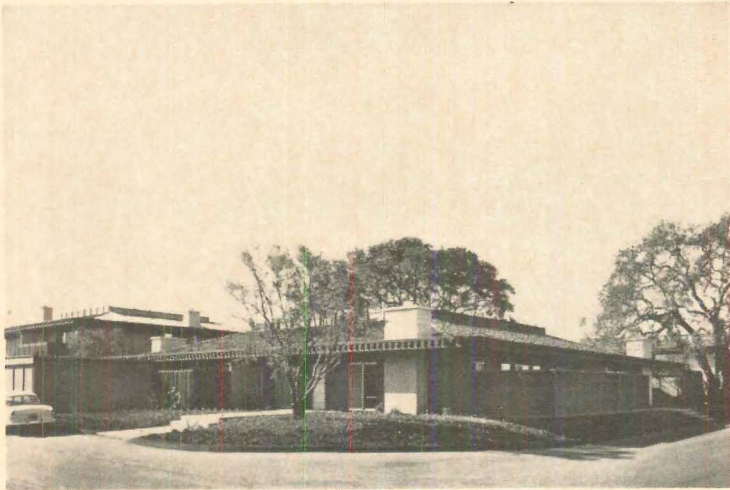
For more complete information and literature, write Honeywell, Dept. HH5-423, Minneapolis, Minn. 55408.

\*As measured by the National Bureau of Standards Dust Spot Method.



**Honeywell**

Photos: Eldon Tatsch



**ONE-STORY UNITS** have varying layouts, but all have two master bedrooms, corner living rooms with fireplaces, private entrances and patios.

**TWO-STORY UNITS** have similar layouts with fireplaces and patios, but also include a balcony off the two upper-level master bedrooms.

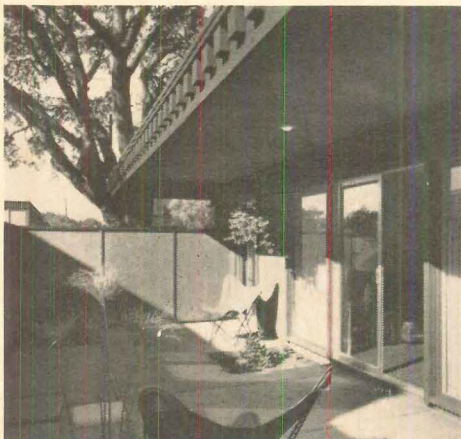
### Compact fourplexes for a high-density condominium project

The owners of this T-shaped, ten-acre site set a difficult design task: plan about 80 units for sale, maintain the design character of the surrounding single-family neighborhoods, and still leave open areas for recreation.

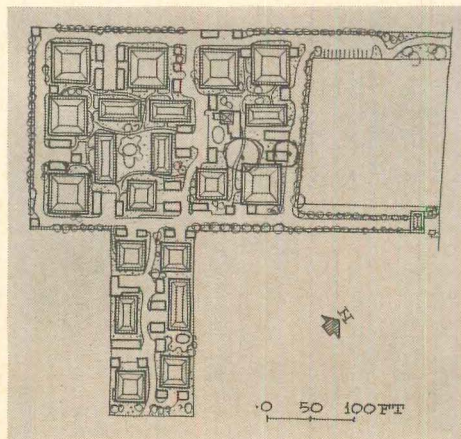
The problem was solved by planning both one- and two-story houses as simple squares, grouping them into square four-

plex buildings and siting them in lines running parallel to the boundaries of the project. Then, to break up the severity of the plan, Architects David Garcia and John Cole wove landscaped walkways between and around the buildings. The walkways lead to park-like areas with running brooks and waterfalls and to the three recreational areas.

The first phase of Trojan Properties' Los Altos project was completed last summer, the second half early this year. All but six of the 78 units have been sold at prices from \$36,500 to \$42,500. Features include fireplaces, studies, private entrances and patios. Sheltered parking courts for cars and trailers are conveniently close to every fourplex building.



**PRIVATE PATIOS** are screened by high fences, have sliding doors to most major rooms.



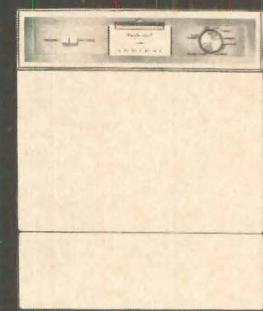
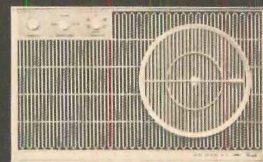
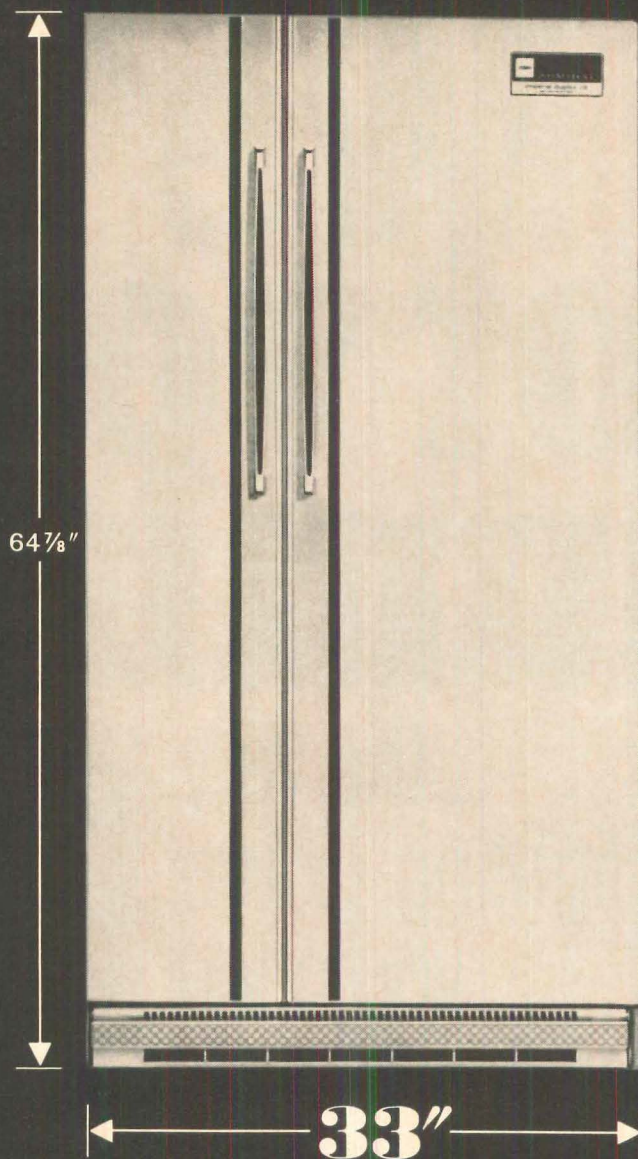
**T-SHAPED SITE**, ten acres including access lanes, works well with square buildings.



**PRIVATE ENTRANCES** are separated and screened by extended party walls, fences.

Leaders continued on p. 60

**New 1966  
Admiral Duplex 19  
19.0 cu. ft. big, only 33" wide!**



**Admiral quality puts a sales-plus in your kitchens!**

New Admiral Duplex 19 offers the ultimate in convenience and years-ahead design. Big storage capacity freezer-refrigerator in a cabinet only 33 inches wide, less than 65 inches high. Other Admiral Duplex models 35 <sup>3</sup>/<sub>4</sub>" wide (20.9 cu. ft.), 41" wide (24.4 cu. ft.) and 48 <sup>1</sup>/<sub>4</sub>" wide (29.2 cu. ft.)

Clog-free forced-air condenser permits service-free reliability and complete built-in installation of all Duplex models.

Admiral offers you everything you need to make your kitchens sell themselves. Quality refrigerators from 9 to 29.2 cu. ft., dishwashers, gas and electric built-in and slip-in ranges, through-the-wall air conditioners and a completely new line of disposers.

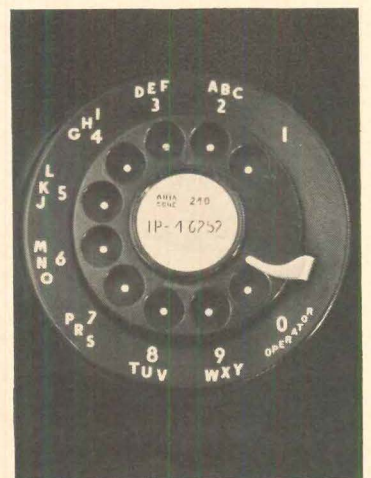
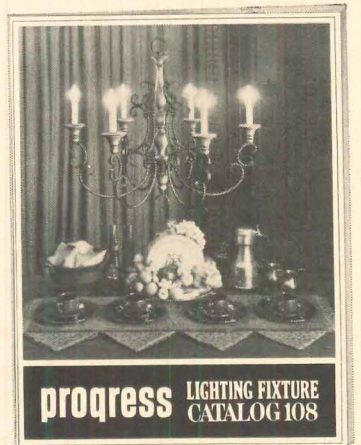
Get the complete package for the complete kitchen from Admiral. Available in co-ordinated decorator colors including turquoise, yellow, copperbronze, white and new halo beige.

For specifications on all Admiral products, call your nearest Admiral Distributor or write Builder Sales Division, Admiral Corp., 3800 Cortland St., Chicago, Illinois 60647.

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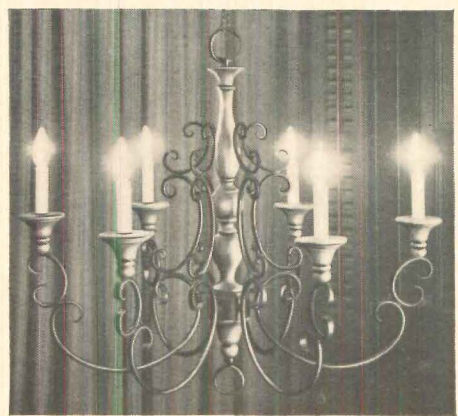
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 L. Neher Company, Phone: 871-5700  
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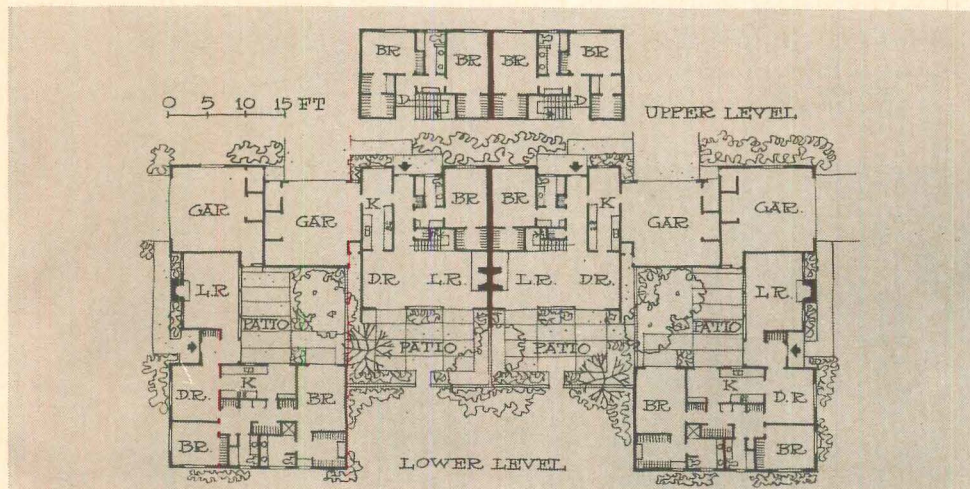
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**progress**

Photos: Eldon Tatsch



**REAR PATIO** of two-story unit (photo, left) has sliding glass doors to living room.



**U-SHAPED QUADRUPLEX** has two-story units, separated by party wall, in center. Flanking one-story units are buffered by garages and screened patios at corners.



**TWO-STORY LIVING ROOM** is 34' long and incorporates dining area in foreground.

**Sprawling fourplexes for a low-density project**

Zoning allowed 44 units on this 19-acre site, but the odd shape of the property made it difficult to plot that many 15,000-sq.-ft. lots. So the owner-builder, Herbert Braun of Santa Barbara, decided to build 44 condominium townhouses, arrange them in 11 clusters of four each, and thus leave 80% of the land open for putting greens, a community recreation center, and a caretaker's house.

Braun conducted a survey of retired and semi-retired prospects—the market he hoped to reach—to discover what their

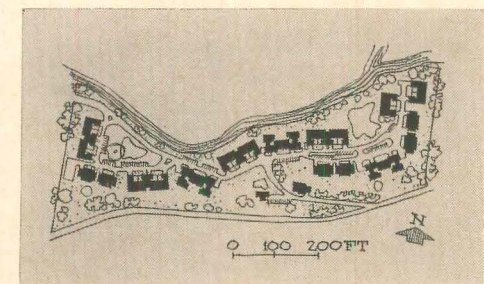
preferences would be in a project of this type, size, and price range (\$40,500 to \$44,500). Working from the results of this survey, Architect Williams Hall designed one- and two-story townhouses which include private patios and entrances, storage rooms in the two-car garages as well as large closets in the living areas, and fireplaces. The project not only retains the residential character of the surrounding neighborhoods but improves on it because the utilities were put underground and because so much of the site is open.



**ONE-STORY LIVING ROOM** has view across private patio to kitchen and master bedroom.

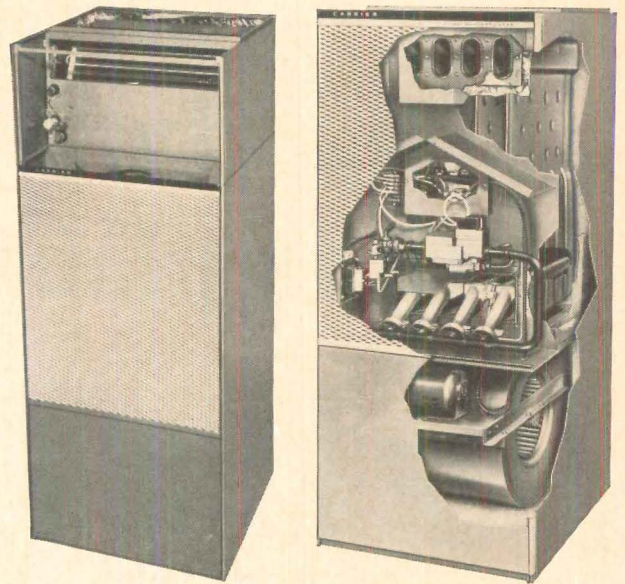


**DETACHED HOUSE LOOK** is achieved by varying roof levels, facades faced in three directions, and use of traditional house materials. Short driveways lead to private garages.



**CLUSTER LAYOUT** leaves large open areas all across the odd-shaped building site.

*Letters start on p. 68*



New Carrier Home Weathermaker® Furnace.  
Four sizes: 100,000; 125,000; 150,000 and 200,000 Btu's

## Just another "new" furnace? Emphatically not—it's a whole new heating concept!

Most forced air systems depend on furnaces which operate intermittently at full blast.

Only on the most severe winter days is their heat output matched to your home.

So what's different about this new Carrier unit?

It's designed to match the job required of it in normal winter weather as well as on the few severest days.

We call this TWO-STAGE HEATING.

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The results in *any* weather: constant, even, economical heat *without* downdrafts and sudden changes of sound level—so quiet you scarcely know it's on.

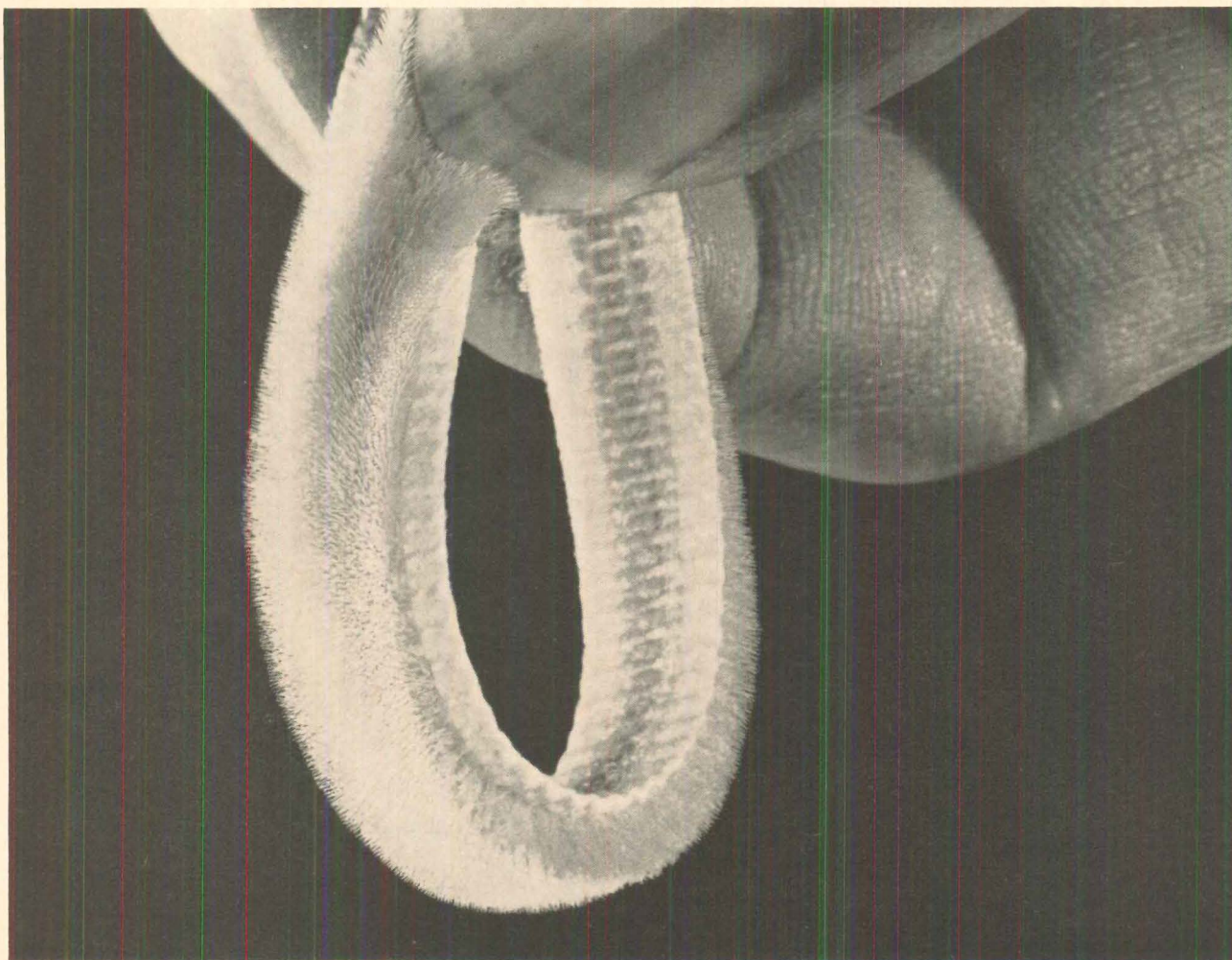
No matter what section of the country you build in, here's a furnace that will do the job most efficiently the *whole* heating season . . . a furnace that has many other quality features. Like the reserve capacity in air power for air conditioning . . . handsome, streamlined styling . . . two oil-cushioned gas valves . . . a ceramic-coated heat exchanger that lasts longer.

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Next time someone offers you vinyl, metal or other weatherstripping, ask how many of such trouble areas his product eliminates.

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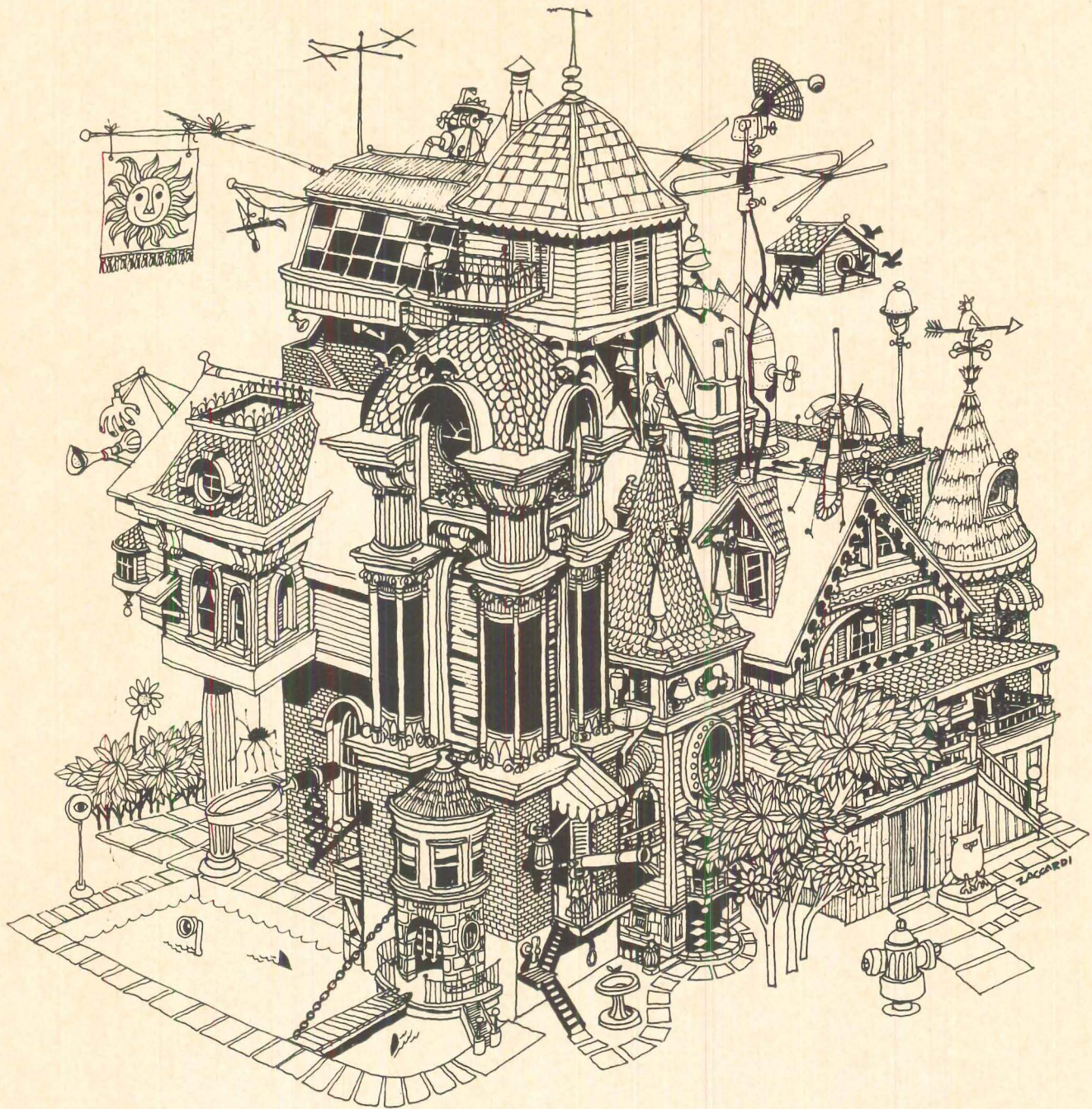
\*No other disposer equals the In-Sink-Erator lifetime corrosion warranty (8 vital parts): stationary grind ring, shredder table, polypropylene detergent shield, lower body, stopper, container body, sink flange, and drain elbow. Plus five year parts protection against defects in workmanship and material on all other parts, including the above.

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Get Black Stuff Adhesive. Helps you build better and helps you simplify complicated house construction problems. Actually helps you save money.

Use it to bond wallboard or paneling to studs, to laminate wallboard to wallboard or to polystyrene foam insulation. With Black Stuff you can eliminate up to 60% of conventional fasteners. Saves time, too. Adds strength to walls... they are stronger, sounder, more unitized. There is no nail popping so call backs are practically eliminated.

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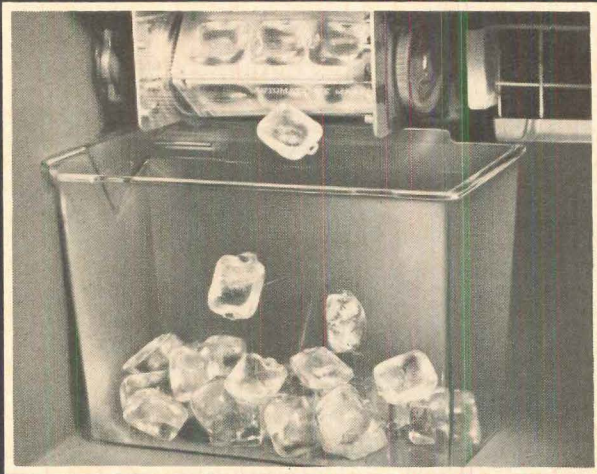


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1150 Eustis St., St. Paul, Minn. 55108 Dept. 19536

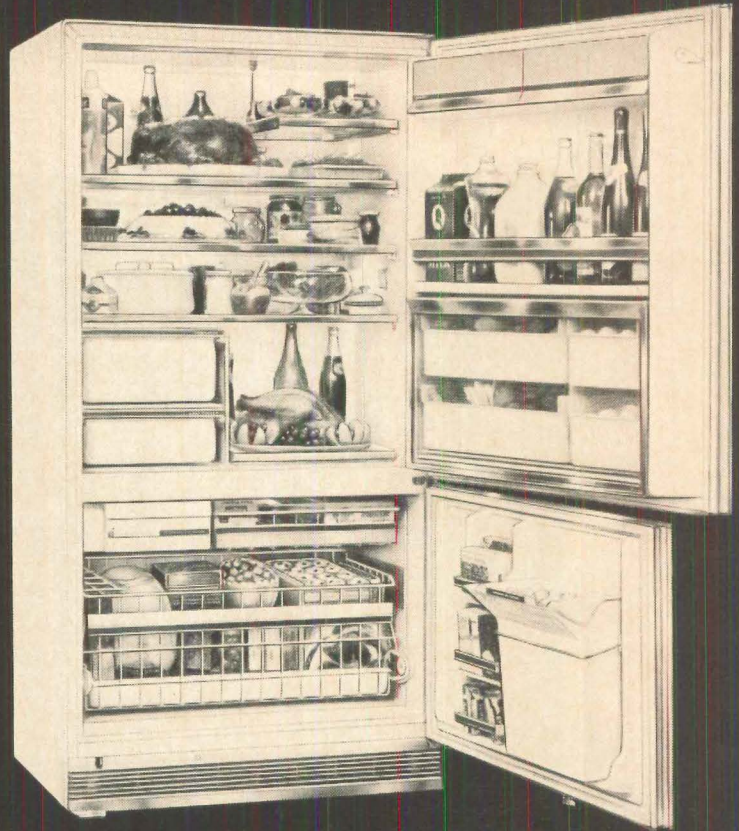
TODAY'S AFFLUENT HOME BUYERS WON'T SETTLE FOR JUST ANY APPLIANCE

# THEY WANT MORE LEISURE



New Ice Maker fills... freezes... releases... stores cubes on door *automatically*.

Automatic Ice Maker now on Frigidaire Custom Imperial Nineteen *Frost-Proof* Refrigerator-Freezer, Model FPCI-19BK. Other *Frost-Proof* models in 12, 14, 16 cu. ft. sizes with famous Frigidaire Ice Ejectors.



## FRIGIDAIRE ENDS REFRIGERATOR CHORES

Today's home buyers, more affluent and sophisticated than any generation before them, go a lot and do a lot. In a new home, they want leisure making features. One place they look is the most saleable room in your house—the kitchen.

There, a Frigidaire Frost-Proof Refrigerator-Freezer with Automatic Ice Maker gives you a real edge. It literally creates more leisure by ending two kinds of messy, time-consuming refrigerator work: making ice cubes and defrosting.

With the advanced Frost-Proof System, there's never

frost, even in the freezer. No defrosting, either. This frees a homemaker for more pleasant things. Like planning a party.

When it's party time, the Frigidaire Automatic Ice Maker helps out by continuously filling, freezing, releasing, and storing cubes on the door. All automatically. This is added value with a meaning.

Before you settle for just any appliances, look into appliances by the people who know and build for *today's* kitchen buyers. Frigidaire.

Want to tune in on the thoughts of today's buyers? Get the complete story of "The Home Buying Affluentials." Wire, phone, or write your Frigidaire District Office today.

*Cater to the taste of the "Affluentials"  
with the plus of*



**FRIGIDAIRE**  
APPLIANCES  
PRODUCT OF GENERAL MOTORS

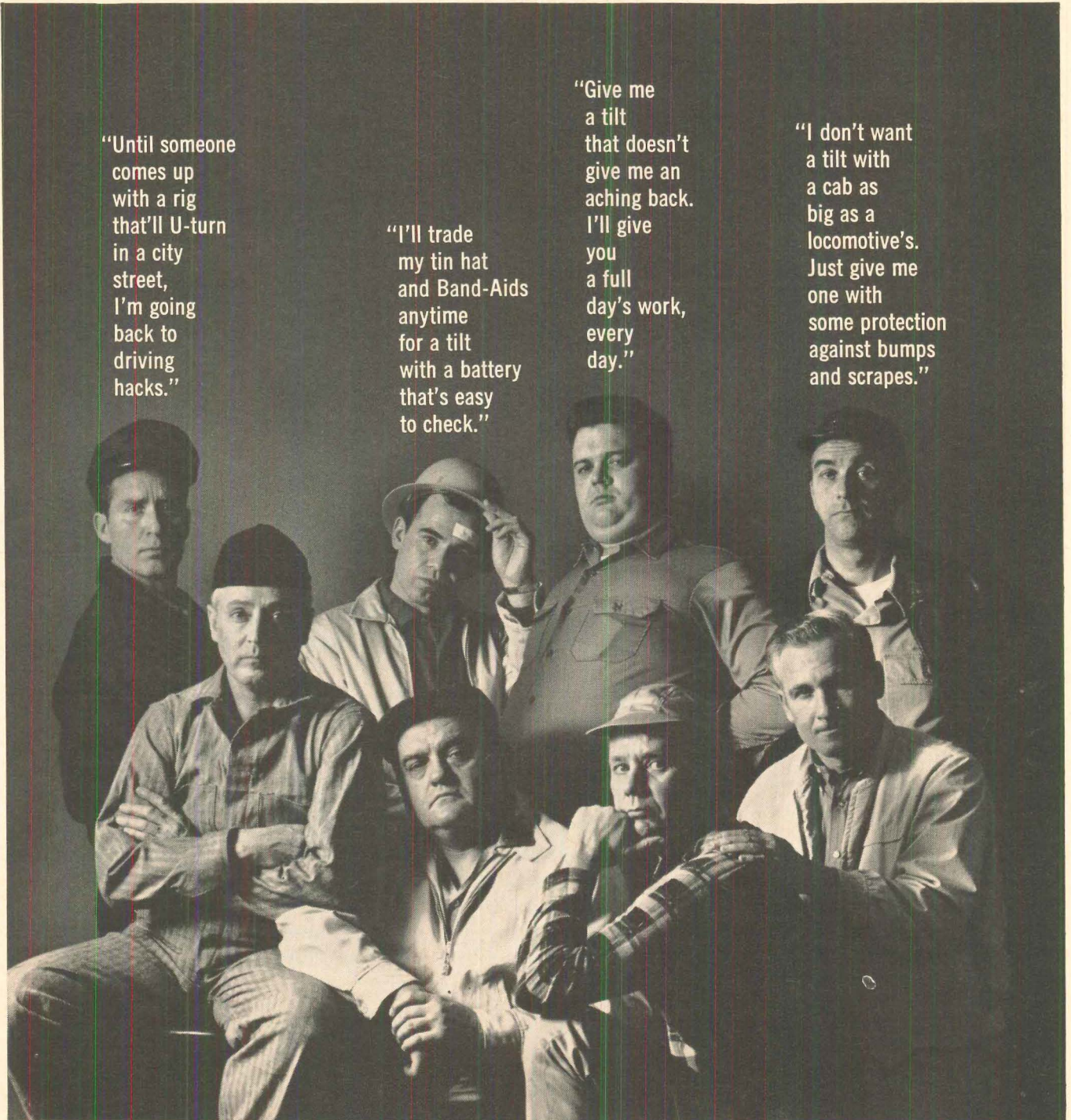
# All right, you silver-tongued rascals,

"Until someone comes up with a rig that'll U-turn in a city street, I'm going back to driving hacks."

"I'll trade my tin hat and Band-Aids anytime for a tilt with a battery that's easy to check."

"Give me a tilt that doesn't give me an aching back. I'll give you a full day's work, every day."

"I don't want a tilt with a cab as big as a locomotive's. Just give me one with some protection against bumps and scrapes."





# you've talked us into it.

We know what you're sore about. Because we listened to dozens of owners, drivers and mechanics just like you. And we think we've got a couple of new medium-tonnage tilts that'll make you think you designed 'em yourself. Tilts with a 50° wheel cut. Our short (89" w.b.) tractor can U-turn in 41'10" pulling a 40-foot semi. How about that? Our cab tilts 45° with an easy push, for quick engine, clutch and transmission service. But the cab needn't be tilted to check water, oil and battery. For protection against bumps and scrapes, the cab is set inside the sturdy fenders. Fenders bolt on and are interchangeable to reduce

inventory and maintenance problems. Inside the cab there are foam-padded bucket seats and a thick blanket of insulation to soak up noise and heat. And that's far from all. Variable-rate suspension, front and rear. A heavy-duty frame for all wheelbases. Gasoline and diesel power. And a price that's nose to nose with Ford and Chevy. Now, you silver-tongued rascals, get down and see your dependable Dodge truck dealer. We've just scratched the surface of our two new medium-tonnage tilts. Go into them deeper with him. Dodge toughness doesn't cost any more. Why settle for less?



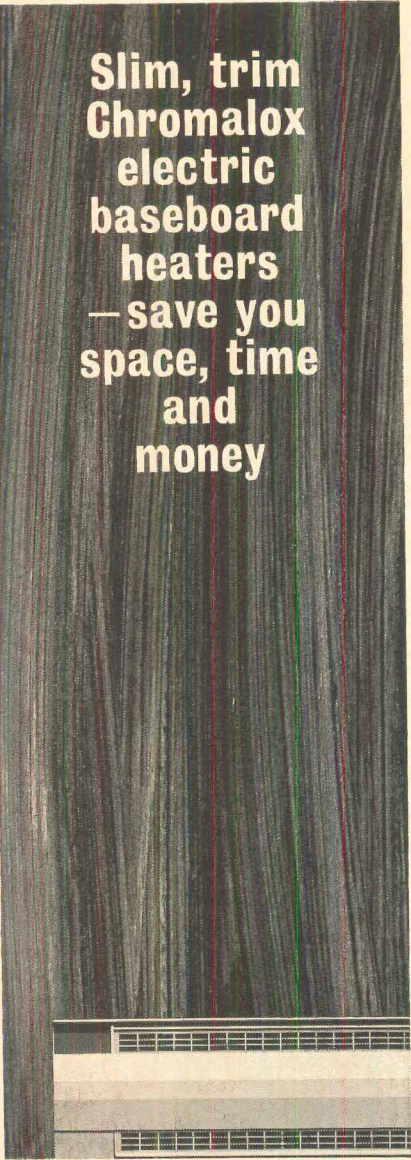
**Dodge Builds Tough Trucks**

DODGE DIVISION



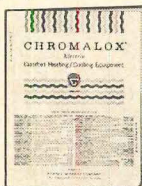
**CHRYSLER**  
MOTORS CORPORATION

**Slim, trim  
Chromalox  
electric  
baseboard  
heaters  
—save you  
space, time  
and  
money**



**Plan and build your homes with Chromalox Electric Heat . . .** Exceptionally easy to install, low first cost, low installation costs . . . these are just two of the reasons cost conscious builders select Chromalox electric baseboard heating units. Other good reasons include attractive styling to fit any wall dimensions and home buyer preference for clean, quiet heat.

**Write for this Guide to Total Electric Comfort Heating.** A handy 16 page guide to heating new homes, modernized homes and commercial construction is yours for the asking. Request Bulletin R00103. WR-888



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## LETTERS

### Renewed cities

H&H: I was much impressed with your editorial in the March issue. It was most perceptive and very forward looking indeed.

I should indicate an exception, however, to a brief reference to the Urban Renewal program in the story on President Johnson's call for innovation in revitalizing our cities.

You say, "Federal officials pushed downtown urban renewal which produced gleaming centers like Constitution Plaza in Hartford." We in urban renewal are certainly proud of Constitution Plaza and other such developments, but they represent only a small portion of the total Urban Renewal program. Everyone knows about Constitution Plaza, but few are conscious of the very large rehabilitation and moderate-income housing renewal program that has been going on simultaneously in Hartford.

The main thrust of the national Urban Renewal program is housing, and the amount of rehabilitation and moderate income housing being undertaken is considerable. The aids provided by Congress through 221d3, rehabilitation loans and grants, code enforcement, demolition of unsound structures, neighborhood facilities, etc., have provided the Urban Renewal program with tools which have broadened its scope and impact. Somehow, a rehabilitation or moderate-income project fails to receive the same kind of publicity as does a "gleaming" downtown project.

WILLIAM L. SLAYTON, commissioner  
Urban Renewal Administration  
Washington, D.C.

*H&H welcomes this comment from Mr. Slayton, who was commissioner of the Urban Renewal Administration until resigning last month to help establish a new privately sponsored Urban Policy Center in Washington, D. C. H&H intended no slight to Mr. Slayton's long labors to untangle the red tape which has stifled rehabilitation. Unfortunately too many down-the-line officials have failed to catch Mr. Slayton's message with the result that less than half the renewal projects approved in the first months of 1966 were aimed primarily at improving housing.—Ed.*

H&H: Your editorial comments on the proliferation of local jurisdictions, planning and zoning commissions are very much to the point. Most students of housing will agree that parochial planning and zoning represent a formidable obstacle to urban renewal and development.

HOUSE & HOME is doing an excellent job in describing and discussing the many serious

problems facing the housing industry. What we need now is a program outlining ways to make possible urban renewal and development on a broad scale, to reduce the cost of home-ownership and to make old, dilapidated housing less profitable. The program should describe and expose the problem areas and propose public policies, especially tax policies, which must be regarded as prerequisites of urban renewal.

HERBERT BAB, economic adviser  
Statewide Homeowners Association  
Los Angeles

### Mortgage prices

H&H: I hope you will continue to use a map (as you did in the January and February issues) to illustrate the discount per \$100 of FHA-VA mortgages sold to FNMA. I find it most helpful in talking with mortgage loan correspondents throughout the country.

C.M. MILLER  
Central Life Assurance Co.  
Des Moines

*H&H will publish the map whenever mortgage prices change.—Ed.*

### Lumber standards

H&H: To echo the biblical reference in your April editorial on lumber standards, it appears that what you called for is "coming to pass."

Recent actions by the American Lumber Standards Committee in Chicago indicate that we will now have not only standards but standards that make sense. Consider these ALSC recommendations.

1. Use the green-dry size relationship, both thickness and width, instead of the Western Wood Products Assn. proposal of 1½" dry and 1 9/16" green.

2. Restrict rules writing agencies to the use of values derived from timber growing within their respective regions for developing working stresses.

3. Prohibit the inclusion of non-standard sizes in the ALSC grade book so that the book will not confuse lumber users with a mixture of standard and non-standard sizes.

4. Rely on ALSC restrictions on re-grading lumber to provide users with the necessary protection.

5. Set up an authoritative body—ALSC—that not only has the power to control certified grading agencies but will also exercise it.

LEN MOYER, sales manager  
Portland, Ore.  
Frank Lumber Co.

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LAZY SUSANS—The 45-degree wall Lazy Susan and the 90-degree base Lazy Susan are two of the action conveniences in this Long-Bell kitchen

## The 21 conveniences of Long-Bell action kitchens give profitable eye and buy-appeal to your homes

You've seen it happen time and time again. Invariably, homebuyers head for the kitchen and start opening doors and drawers. In most other rooms they just stand and look — but the kitchen is an *action* center. That's why Long-Bell action kitchens pack such sales power. They have the conveniences your customers want.

Take the Lazy Susans shown above. They are strong and sturdy, yet turn effortlessly. The shelf edges are banded for elegance. The 90-degree base corner unit has a full-width bi-fold door which opens wide for full access. No pinched fingers, no unsightly gaps because the door is not attached to the shelves. When closed, the door rests on the

face frame, and the front of the Lazy Susan cabinet looks the same as the adjoining cabinets. Popular? You bet. So are the self-closing drawers, sliding shelves, two-way access cabinets, lid and tray racks and other Long-Bell conveniences.

### Wide choice of styles and finishes

Available in Shadowline, Provincial and Contemporary styling; and birch tone, walnut tone, white and gold, and natural finishes. A network of plants assures quick delivery nationwide.

### New Vanity Cabinets

The beautiful *new* line of Long-Bell vanity cabinets now being introduced is a traffic-

stopper, too. Better fill out and mail the coupon below right away. Long-Bell is where the "action" is — nice money-making action for you!

#### INTERNATIONAL PAPER

P.O. Box 8411, Dept. 611  
Portland, Oregon 97207

Tell me more about Long-Bell Kitchens and Vanities.

- Please send literature and specifications.  
 Please have a representative call.

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Attn. of \_\_\_\_\_



**INTERNATIONAL PAPER**

LONG-BELL DIVISION

**If somebody  
tries to tell you that  
all range hoods  
are alike, tell him to  
look into a Puritron**



**(He'll see the light)**

New Puritron Electronic Range Hoods help purify the air in the entire kitchen—quickly, electronically. Also help remove smoke, grease, and cooking odors without vents or ducts.

The secret: Puritron's patented GOLD-ION tube.



**HANGS LIKE A PICTURE;  
INSTALLS IN MINUTES**

Simply drill two holes, insert studs, set hood in place, tighten two wing nuts, connect wiring...and you're in business!

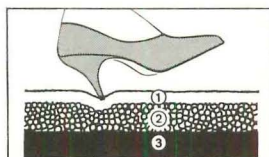
Unlike other ductless range hoods, Puritron's new Electronic Range Hood helps remove air-borne impurities in the *entire* kitchen—and not just the area directly above the range. It's actually a dual appliance that traps cooking odors, smoke and grease and acts as a room air purifier, as well. The secret: Puritron's exclusive GOLD-ION electronic tube that assures instant action, greater range. Get the complete facts on Puritron's great new line of range hoods (both ductless and ducted). **Write: Puritron, Dept. HH-5, New Haven, Connecticut.**

**HAMILTON BEACH** **SCOVILL**  
BUILDER PRODUCTS DIVISION



Available in 6' wide rolls in Antique shades of Red (above), White, Beige or new Brown

## This is a vinyl floor. You don't believe it? Thank you.



1. Embossed vinyl wear layer  
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3. Quiet-Cor vinyl foam

**ANTIQUE BRICK—Luran Regency Embossed Vinyl by Ruberoid**—looks like Colonial weathered brick, but it's 6' wide sheet vinyl! This new heavier quality, deeply embossed, has a Quiet-Cor vinyl foam interlayer for warmth, quiet and cushioning under-

your new homes. Luran vinyl cleans so easily, stays so new-looking, housewives love it. It cuts easily, fits snugly around fixtures. May be installed with no open seams with Luran Vinylweld seam fuser. Cuts down costly callbacks. Suitable for any

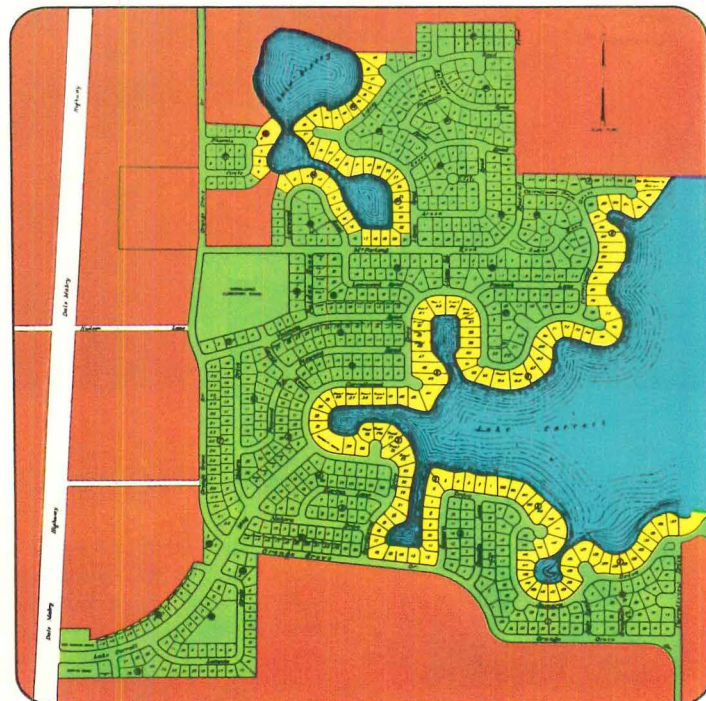
at your flooring dealer's. For more information, write The RUBEROID Co., Fullerton, Pa. Dept. HH-56.

**RUBEROID**  
FINE FLOORING

# Tampa builder Matt Jetton tells the secret behind



“Simplicity is normally the best approach in any design planning. So, when Alcoa helps combine two or three products into a compatible system, they’re simplifying my problems.”



■ ORANGE GROVES   ■ LAKESIDE LOTS   ■ PLAN LOTS

# the success of complex "Carrollwood": simplicity.

Matt Jetton has an extraordinary talent for putting things together. He transformed the long-neglected, jungle-like acreage that surrounds Tampa's Lake Carroll into one of western Florida's most charming and admired residential complexes. The first families moved into Carrollwood in 1959. Today, Carrollwood boasts a population of more than 450 families, with plans that will accommodate twice that number.

And Jetton puts each home together as intelligently as he built Carrollwood. That's why so many homes in Carrollwood are enhanced by building products made of rugged, corrosion-resistant aluminum.



"Really," Matt Jetton says, "a house is a piece of art. Now, when you build that house with systems, you're making it more pleasing to the eye by simplifying the total picture. And, practically speaking, you save the builder money in installation and confusion in ordering when you offer him a complete system."

Alcoa agrees. Our belief that the best-functioning, best-designed house is one that works as a system has led to the development of a complete line of soffit and fascia systems, gutters and downspouts, shutters, and siding.

In the damp Tampa area, builders and their customers are extremely aware of the need for corrosion-resistant, low-maintenance materials. In Matt Jetton's Carrollwood, virtually every home incorporates the use of Alcoa® Aluminum in sliding glass doors or windows, or both.

Jetton says, "As far as aluminum is concerned from a maintenance standpoint, there's just no question in my mind that it's a great step forward. Take the aluminum soffit and fascia, for instance. There's a system that was designed purely and simply to reduce maintenance."

Jetton envisions greatly increased applications of aluminum product systems in future residential planning. He says, for instance, "You're going to be seeing a lot more of the colonial-styled 4- and 5-in. lines of aluminum siding. The theory behind it is that the roof, siding and windows set your whole styling theme. In *compatible* systems."

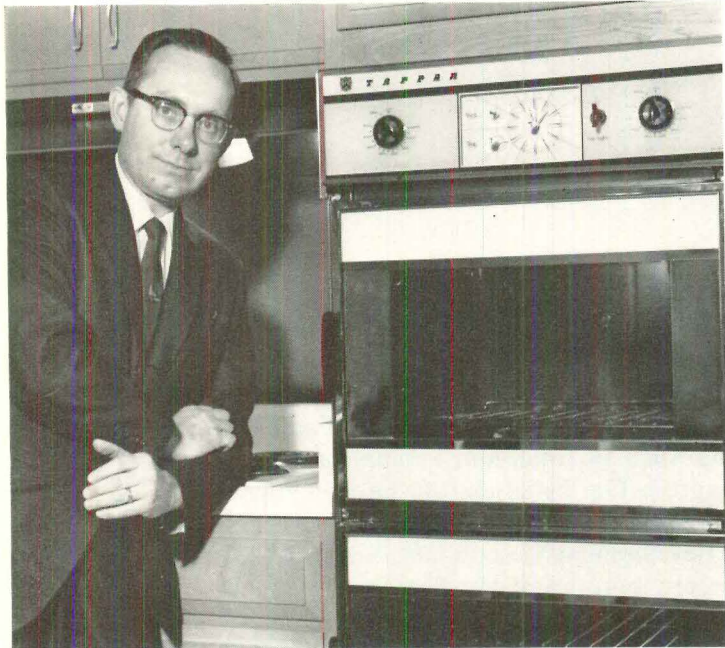
*If you would like to see, as Matt Jetton has, how aluminum products and building systems can help simplify your problems, contact Alcoa. Write: Aluminum Company of America, 1015-E Alcoa Building, Pittsburgh, Pa. 15219.*

Change for the better with Alcoa Aluminum



**ALCOA**

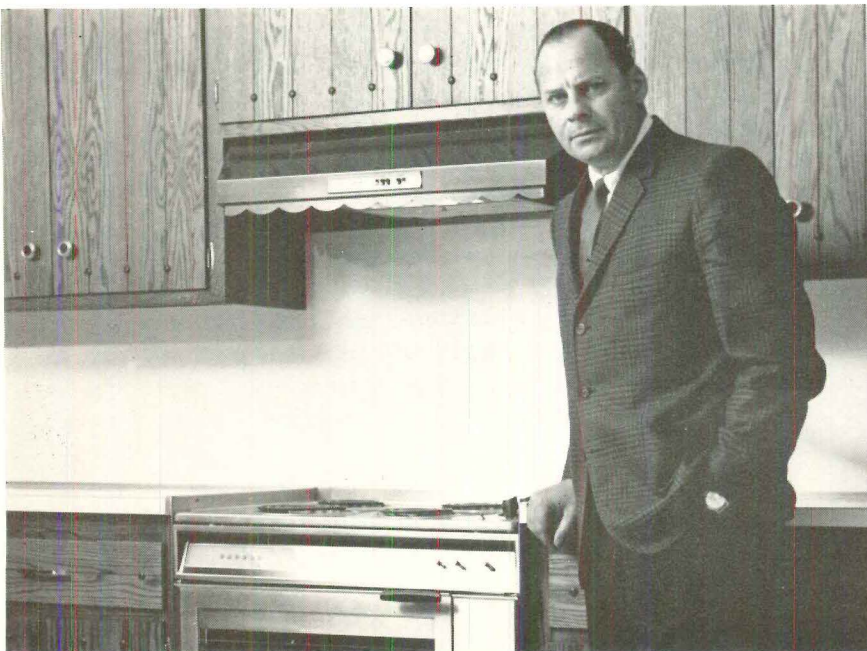
# These successful builders won't tell you all their secrets.



**"We've been featuring Tappan for ten years,"** says Gordon Hanson, president of Challenge Development in San Francisco. Included in his beautiful \$27,500 to \$32,000 custom homes are built-in Tappan range, disposer and dishwasher. Why Tappan? Mr. Hanson says, "We find that Tappan's customer acceptance and satisfaction are without equal."



**"Tappan high quality and style are important sales aids,"** says L. H. Schulte of Schulte-Blackwell Development Company in San Jose, California. A big-volume builder (600 units last year), they find that homes move faster with a complete Tappan kitchen. Reason: "Tappan's national advertising makes Tappan appliances completely acceptable to the public."



**"The home-buying public wants Tappan,"** says Roy J. Busse, a leading custom home builder in suburban Minneapolis. And Mr. Busse gives people what they like. His houses are complete with Tappan built-in range, oven, hood, disposer and dishwasher—a complete Time Machine kitchen. Result: "Our Tappan appliances are very well received."



**"Tappan's good looks enhance our kitchens,"** says Larry Bottenberg of the Bottenberg Co., builders of fine homes in Wichita, Kansas. Larry's father, Don Bottenberg, explains why they picked Tappan in the first place. "We have Tappan appliances in our own home—and like them very much."



# But we'll tell you one.



## They feature Tappan Time Machines.

**Tappan Twin-Temp Combo:** The refrigerator-freezer that's practically a supermarket in the kitchen. Over 20 cu. ft. of storage in only 36" of space. No defrosting ever. Classic built-in look, but a snap to install. Match cabinets with door inserts. Also in white, coppertone or Lusterloy.

**Tappan Reversa-Jet Dishwasher:** Sticky food can't hide from Tappan's powerful reversing spray arms. They wash in both directions to get dishes clean all over. Three models—all designed to save you installation time. Match cabinets with

wood or choose Lusterloy, coppertone, provincial, turquoise or yellow finishes.

**Tappan Profile Range:** All the features women flip for at an incredible low price. DuPont TEFLON liners in both ovens lift out and wash in the sink without scouring. Single oven or over-and-under models, gas or electric. Slip-in or drop-in installation. Available in white, coppertone or smart new Provincial styling (the new look that helps sell houses).

**Tappan Disposers:** The disposer with more do's than don'ts. Makes food waste—and customer complaints—disappear.

Installs in minutes. *Tappan Vent Hoods:* No outside wall? No problem with Tappan no-duct hoods. Wide choice of ducted models, too. *Tappan Kitchen Cabinets:* Perfect setting for the Time Machines. Superb craftsmanship, beautiful woods. Ask your distributor to show you the complete Tappan Line.

# **TAPPAN** Time Machines

The Tappan Company, Mansfield, Ohio • Tappan-Gurney, Ltd., Canada

long meeting with...  
g they had won one major...  
others.

**The apartment situation now**

More apartments going up. Competition for tenants keener. Turnover faster. Vacancy rate higher.

**THE DANGER POINT:** Near when vacancy rate reaches 5%. Any feature in apartment design which would reduce vacancy rates by 1% could solve 20% of this problem.

**Why Tenants Move:** Lack of adequate storage and closet space is one of the top reasons. The Float-Away closet system will help attract tenants and keep them.

...fair and mild Thurs-  
...Thursday



## How Float-Away Closet Systems can help you attract and hold apartment tenants

**ADDED SPACE:** Float-Away doors permit full-depth shelves and addition of an extra top shelf, increasing space as much as  $\frac{1}{3}$ . Allowing complete access to closets.

**LOWER COSTS:** Door frames unnecessary, wall-to-wall, and floor-to-ceiling, installed at about 75¢ a square foot compared to \$1 or more for the average wall partition.

**FLEXIBILITY UNLIMITED:** To meet the architect's and builder's problems, Float-Away steel closet door systems are available in any height, any width in one inch increments.

### We want your closet door business!

We welcome direct inquiries from makers of manufactured homes.

A few choice territories are open for qualified dealers.

Write or phone for full information:

**FLOAT-AWAY DOOR CO.**

1173 Zonolite Road, N. E., Atlanta 5, Georgia  
Dept. H-566 AND London-Lenscrete Ltd.  
Queen's Circus, London S. W. 8, England





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The big panels drop into place.

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## They took 50 years to produce!

The ideas that spawned these innovations have been percolating in the minds of B&G employees since the corporation opened its doors as an Illinois company 50 years ago. Companies, like individuals, are the product of their collective experiences.

The 50 years B&G has been specializing in products for heating and cooling with water gives it a fountainhead of technical know-how that has been continuously expressed in new equipment...and efficient application assistance unduplicated in the field. Everyone has gained: We've grown and prospered; our industry has benefited with continually improved

equipment—easier to install and service; and consumers have enjoyed even more comfortable and flexible heating/cooling systems.

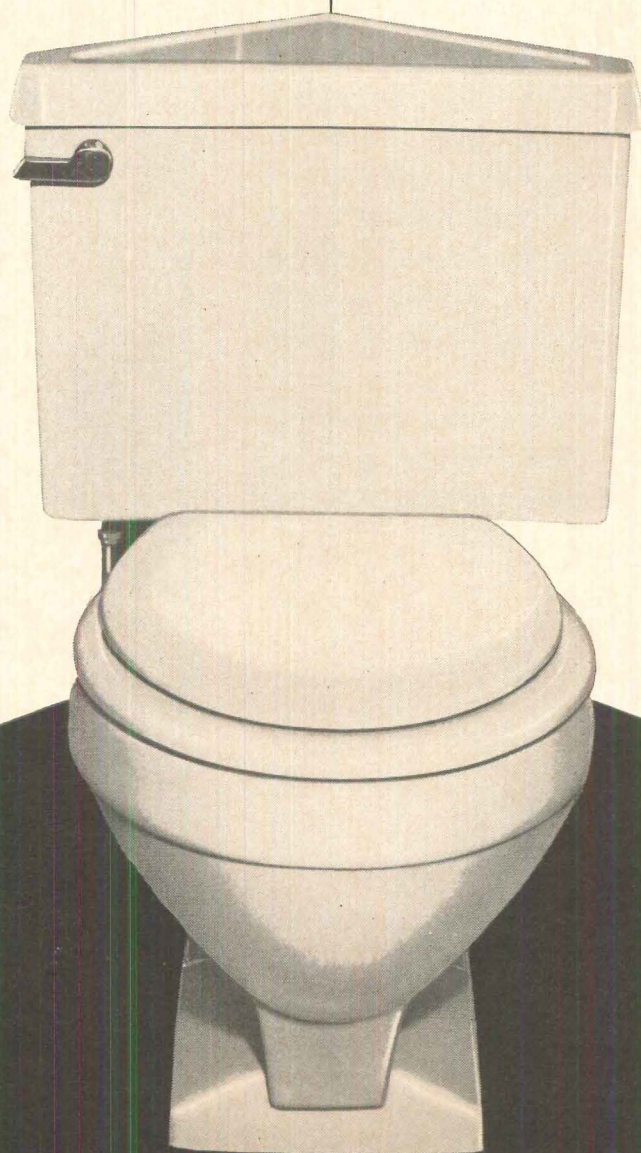
One of the fruits of these years is the all new B&G Air Control Booster Pump that automatically purges air from a hydronic system—another industry first! Learn how this new in-line pump can solve problems for you. Write for Bulletin A-108, to ITT Bell & Gossett, a division of International Telephone and Telegraph Corporation, Morton Grove, Ill., Dept. 10L.

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# Eljer's Corner Toilet gives your homes an extra sales angle



Eljer's Triangle gives you just the right angle for scoring with your customers. How? Simple: Eljer's Triangle toilet converts unused corner space into usable space. Opens up large and small bathrooms! Corner toilet is a space-maker for half baths and powder rooms, too!

With Eljer Master Crafted fixtures, callbacks are at a minimum. Available in Eljer pastels and white. For more information, call your contractor, Eljer representative, or write Wallace-Murray Corporation, Eljer Plumbingware Division, Dept. HH, P.O. Box 836, Pittsburgh, Pa. 15230.

MASTER  
CRAFTED

**ELJER**<sup>®</sup>  
SINCE 1904 FINE PLUMBING FIXTURES

# Put your money where it shows with outdoor features in decorative

Smart builders today are using concrete in its newest forms to bring dramatic curb appeal to even the most modest homes. Nothing else so readily dresses up the homesite, adds such obvious value. Buyers are quickly impressed and intrigued.

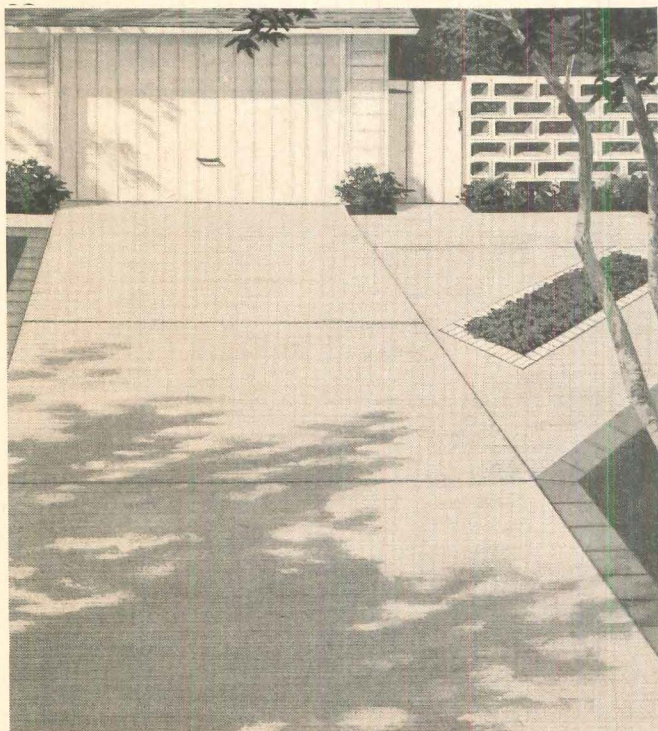
With versatile concrete, basic installations such as driveways, walks, walls and patios are turned into highly decorative selling features at very modest extra cost. Landscaping is enhanced. Houses of every style take on added personality.

Concrete's new colors, textures, shapes and patterns in almost infinite variety give the imaginative builder the competitive edge that sells homes and keeps profits up.



**Upgrade your homes with outdoor-living charm they can see!** Nothing can match the powerful buyer-appeal of a decorative concrete patio. In this example, bold squares formed by redwood dividers offset the custom-look, curved patio edges. Surfacing is exposed pea gravel predominantly tan in color, as are round stepping stones set in loose gravel of contrasting color. Just a small extra materials-labor investment gives concrete decorator appeal that can pay off in sales.

# CONCRETE



Give a driveway special eye-appeal with extra "off-street parking" space . . . and a decorative touch! One way—an angled parking area with a unique "drip box" trimmed in concrete brick. For added interest, this broom-finish drive has tooled borders of blue-gray concrete. An airy screen wall of 8x8x16 single-core concrete block gives a smart backdrop. A few feet of extra concrete and a little ingenuity can effect a dramatic change in the look of a routine installation.



Use concrete to give even the smallest "estate" a custom touch! Decorative features add a look of quality to any home setting. The cost is modest. Here, a concrete walk—plain float finish—is turned into a *feature* with borders of exposed aggregate concrete. For the special rustic effect, large, flat stones are hand set in the concrete. A retaining wall of concrete split block provides a pleasing transition to a lower level planting area. Concrete puts your money where it sells!

**Free** booklet on decorative concrete finishing. Just fill in the coupon at the right. For technical information and assistance in developing concrete designs, call on your ready mix or concrete products producer or your concrete subcontractor—or your local PCA office.



**Portland Cement Association**  
An organization of cement manufacturers to improve and extend the uses of portland cement and concrete

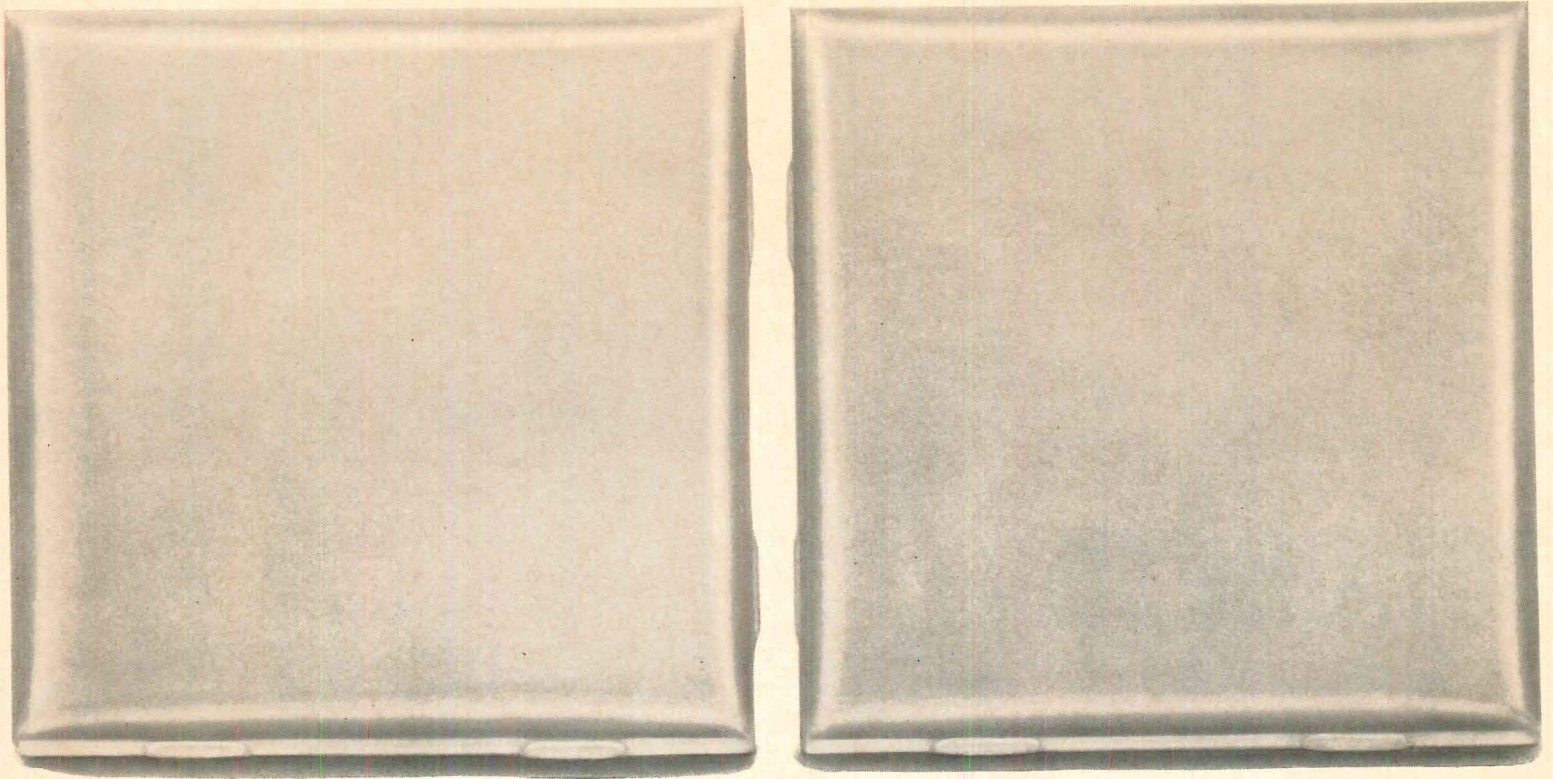
PORTLAND CEMENT ASSOCIATION  
Dept. 5-94, 33 West Grand Ave., Chicago, Illinois 60610  
Please send free copy of "Cement Mason's Manual."

Name \_\_\_\_\_

Title \_\_\_\_\_ Company \_\_\_\_\_

Address \_\_\_\_\_

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



**You can easily tell which tile was tested for**  
**craze resistance**  
**surface appearance**  
**facial dimensions**  
**edge uniformity**  
**diagonal uniformity**  
**thermal shock**  
**water absorption**  
**wedging**  
**thickness**  
**thickness uniformity**  
**bond to mortar**  
**...and passed.**

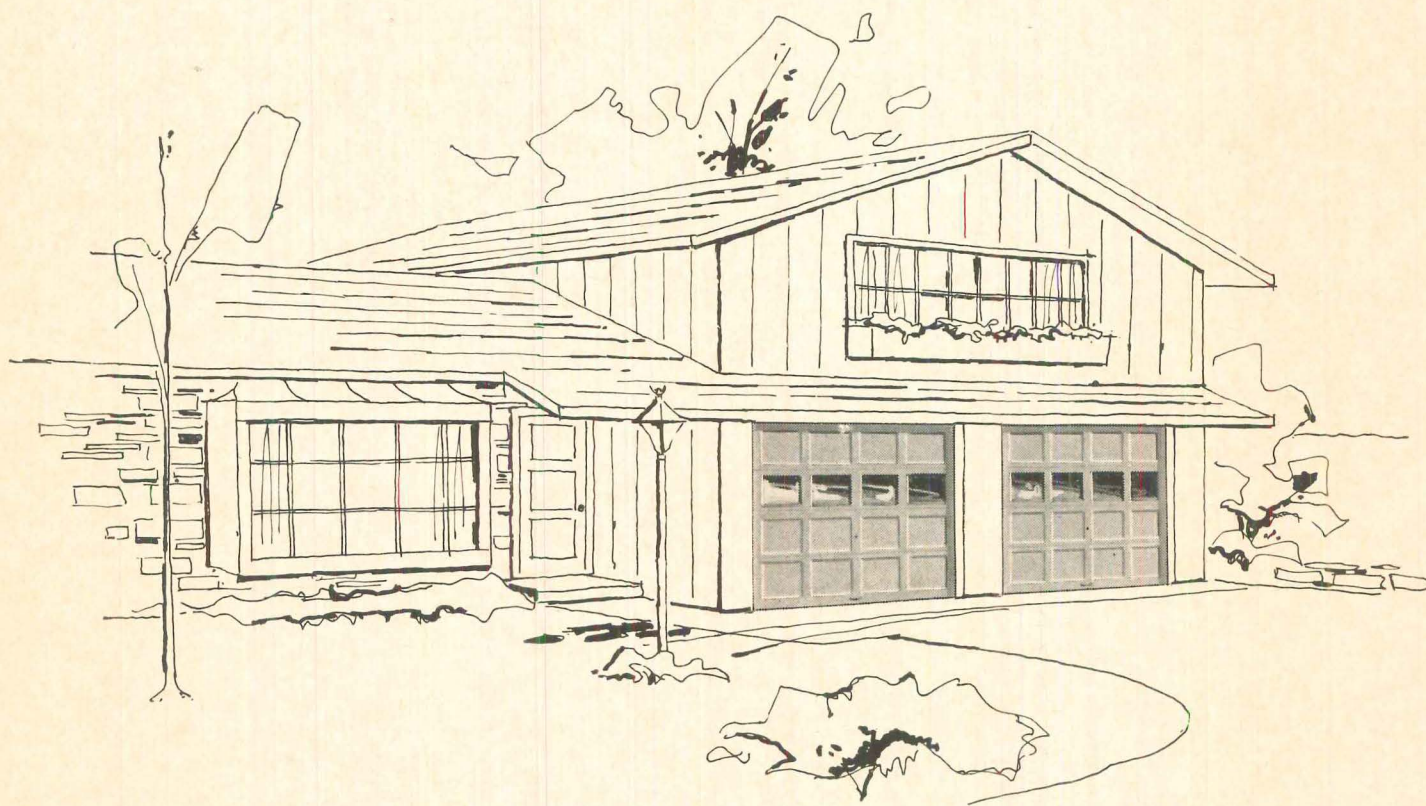
But not by looks alone. Because there's more to ceramic tile than meets the eye, the Tile Council developed a quality testing and certification program. Each carton of certified quality ceramic tile bears this triangular certification mark that tells you it meets all requirements as tested by an independent laboratory. (It's the easy way to tell which tile passed.) To be sure of getting the qualities you look for in ceramic tile, specify Certified Tile. For more information about it, write: Tile Council of America, Inc., 800 Second Avenue, New York, N.Y. 10017.



MEMBER COMPANIES: American Olean Tile Co., Inc. • Atlantic Tile Manufacturing Co. • Cambridge Tile Manufacturing Co. • Carlyle Tile Company • Continental Ceramic Corporation • Florida Tile Industries, Inc. • General Tile Company • Gulf States Ceramic Tile Co. • Highland Tile Company • Hoffman Tile Mfg. Co., Inc. • Huntington Tile, Inc. • International Pipe and Ceramics Corporation • Jackson Tile Manufacturing Co. • Jordan Tile Manufacturing Co. • Keystone Ridgeway Tile Co. • Lone Star Ceramics Co. • Ludowici-Celadon Company • Mid-State Tile Company • Monarch Tile Manufacturing, Inc. • Mosaic Tile Company • Oxford Tile Company • Pomona Tile Manufacturing Co. • Sparta Ceramic Company • Summitville Tiles, Inc. • Texeramics Inc. • United States Ceramic Tile Co. • Wenzel Tile Company • Western States Ceramic Corp. • Winburn Tile Manufacturing Co.



# PUT YOUR SALES POINTS OUT FRONT WITH FRANTZ GARAGE DOORS



□ Once upon a time the garage was “out back” and garage doors didn’t affect the looks of a house or contribute to its sales. It’s not so these days. Garage doors are often 25 percent of the front elevation and become an important sales feature. So they must be good looking. *FRANTZ DOORS are!*

□ They do more than add “curb appeal” to your houses. Frantz Doors add sales points like: rugged construction, smooth operation and virtual freedom from maintenance. And they give better weather protection, provide greater security because they’re tighter fitting.

□ With Frantz you have the widest variety from which to choose . . . the best; in solid or sectional type wood panel; or Carved Wood Panel; Flush Wood Panel; with or without window lights; and the most popular fiberglass/aluminum garage door in the country — The Filuma.

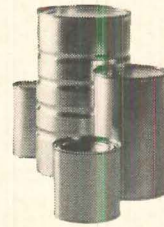
□ There’s a model to compliment any architectural style, suit any budget.

□ Best of all . . . they’re available in *your own town* through your favorite building materials dealer.

□ See your dealer, our Sweet’s Light Construction File insert, or write for a catalog — But insist on Frantz.

**FRANTZ** MANUFACTURING COMPANY

Department 29 • Sterling, Illinois



## You see more Chevrolet medium-duty diesels

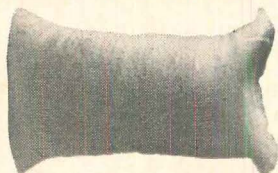
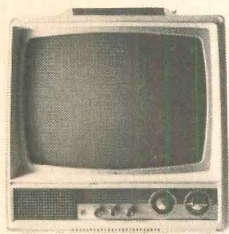
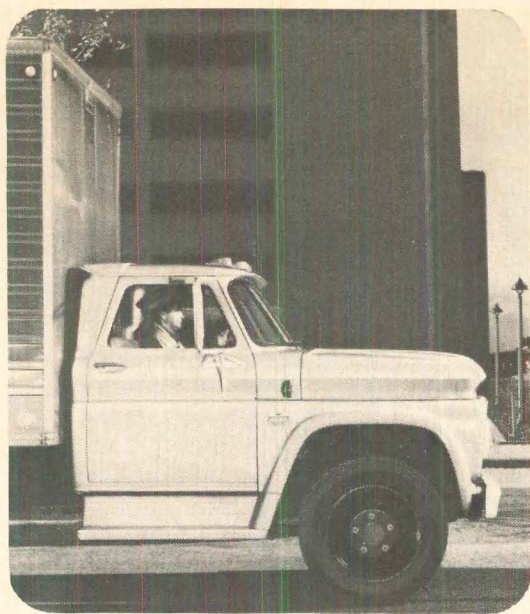
Basically, there are four reasons.

First is savings in fuel. Chevy diesels utilize a fuel which usually costs less than gasoline and delivers more mileage per gallon than comparably equipped trucks with gas engines. In fact, current owners report that these new Chevy diesels are virtually rewriting the record books by reducing operating costs on all sorts of jobs. Some owners report savings of as much as 50% on fuel costs.

Next is lower maintenance expense. Diesels have a

simplified ignition system which seldom requires costly service and adjustment. And as a result of the ruggedness of Chevy diesel engine design, owners can expect longer service between major overhauls.

Another factor is Chevrolet's wide choice of models. Both conventional and tilt cab models are available with single rear axle; conventional models with tandem axle. GVW's range from 10,500 lbs. to 30,000 lbs. Consequently, more truck users are able to take advantage of the traditional economies of diesel power.



## on more jobs every day...ever wonder why?

And the fourth Chevrolet advantage can be found in engines. Two rugged two-cycle Chevy Detroit diesels, the 94-hp 3-53N and the 130-hp 4-53N, plus three highly efficient V6 4-cycle diesels, the 130-hp D351, the 150-hp D478 and the 170-hp DH478, power Chevy's medium-duty diesel trucks. All have proved their ability to pay big dividends in tough service.

That sums it up—four good reasons why you see more Chevy medium-duty diesels on more jobs every day: lower fuel bills, less maintenance, wide choice of

models and a dependable engine lineup. See your Chevrolet dealer soon for a lot more reasons. . . . Chevrolet Division of General Motors, Detroit, Michigan.



**WORKPOWER  
TRUCKS**



## You'll sleep better nights (and sell better days)

Usually it is a *combination* of appeals that sells. Desirable location. Good design. Quality features. Modern comfort: Day & Night Air Conditioning, for example. In air conditioning, as in water and space heating, people recognize "Day & Night" as assurance of trouble-free performance. From experience. From friends' testimony. From Day & Night advertising. And Day & Night products live up to expectations. They are installed by responsible experts, who relieve you of all service worries. A Day & Night dealer is handy. Owners can call him directly. So *you* sleep better.

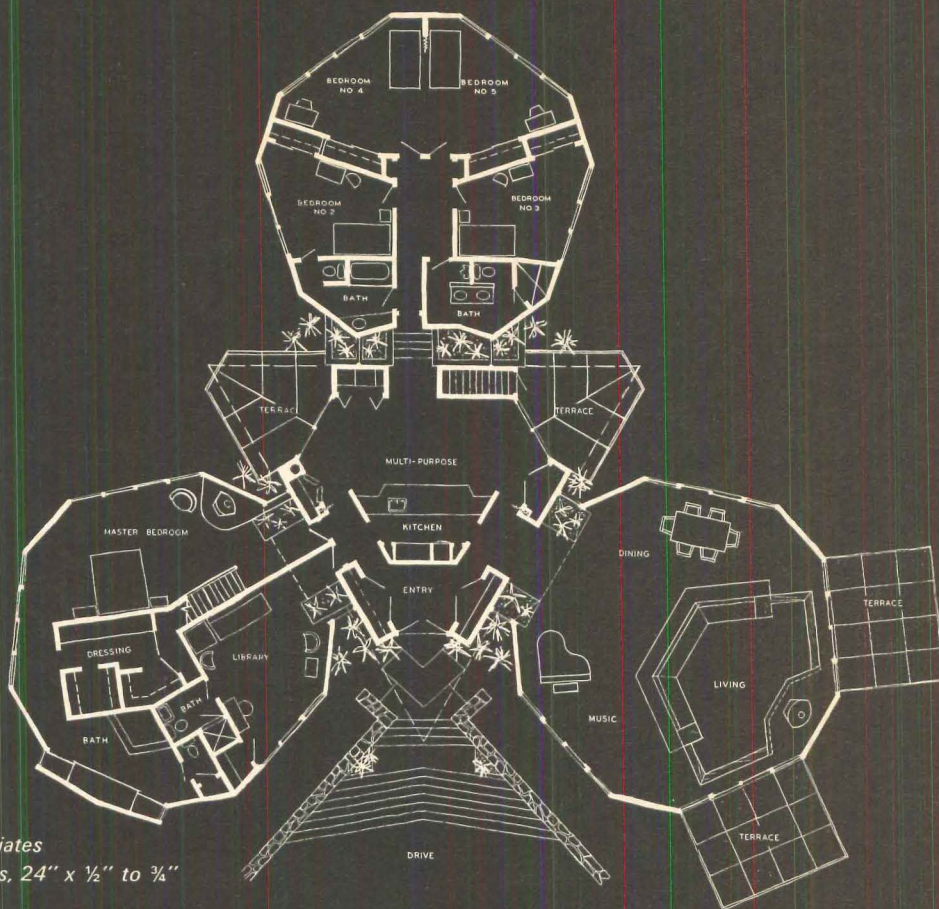
There's a Day & Night system to fit virtually any air conditioning job, in homes, apartments, office and commercial structures. 2 to 15 ton units, conventional, heat pump (with or without a supplementary heating coil), heating and cooling together or separate, inside or outside, electric or gas-and-electric (the famous Duopac).

Air conditioning is fast becoming one of the most wanted features, a "must" in many instances. You'll sell better and sleep better when you offer air conditioning by Day & Night.



CREATOR OF NEW DIMENSIONS IN AIR CONDITIONING, HEATING AND WATER HEATING

DAY & NIGHT MANUFACTURING COMPANY / 855 ANAHEIM-PUENTE ROAD, LA PUENTE, CALIFORNIA  
3359 WEST 39TH STREET, CHICAGO, ILLINOIS / DISTRIBUTORS IN PRINCIPAL CITIES



*Residence, Narberth, Pennsylvania*  
 Architect: Stein and Rowland Associates  
 Certi-Split Handsplit-Resawn Shakes, 24" x 1/2" to 3/4"  
 with 8" to 10" to the weather.



## Red Cedar Handsplit Shakes: To bring a roof down to earth.

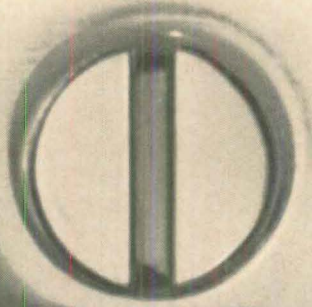
Red cedar handsplit shakes translate so smoothly from roof to wall they'll surface a dome. Yet there's nothing bland about them. They're rich in texture and color. Just as important, perhaps, they're tough and carefree. They don't have to be scraped or painted. Red cedar handsplit shakes contain their own natural preservative oils. And because they're rigid and resilient, they resist damage from hail and

hurricanes. You'll find more detailed information on Certi-Split handsplit shakes (and Certigrade shingles) in our Sweet's catalog listing 8d/Re. Or give us a call. Or write.

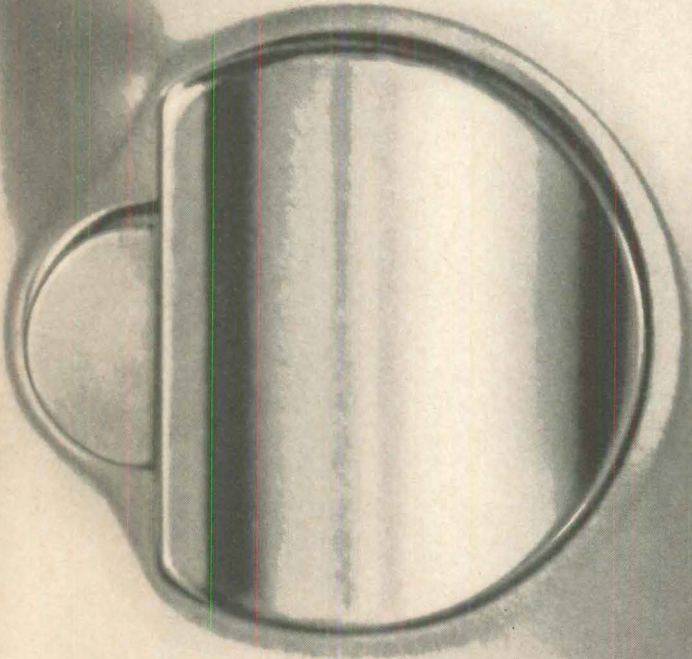
### RED CEDAR SHINGLE & HANDSPLIT SHAKE BUREAU

5510 White Building, Seattle, Washington 98101

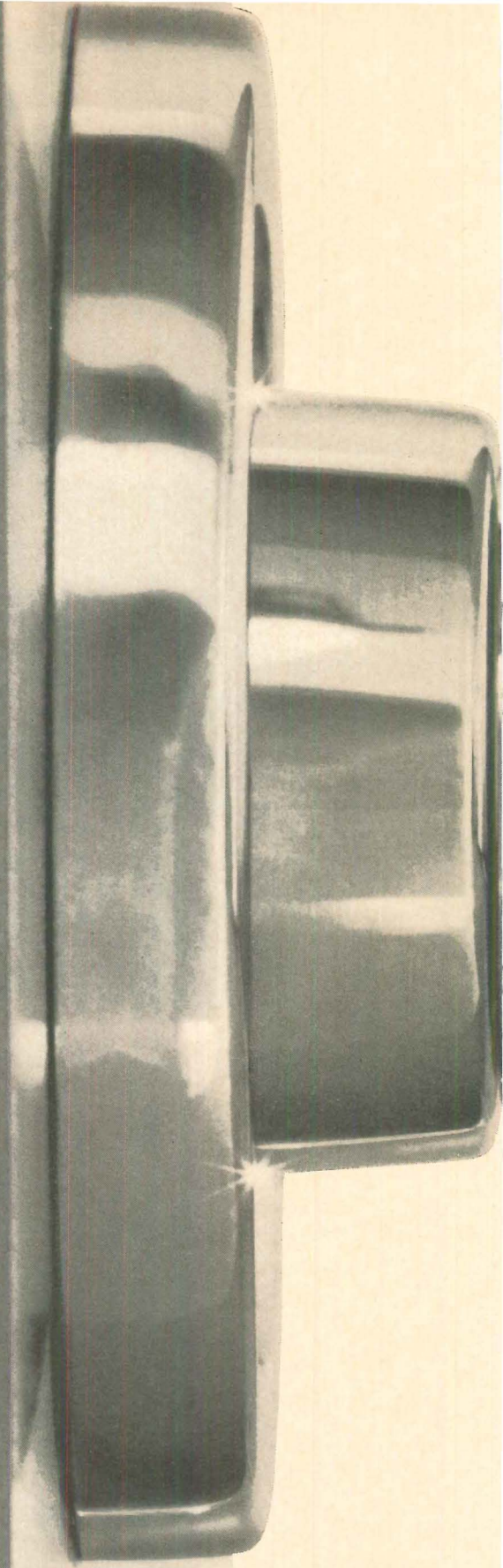
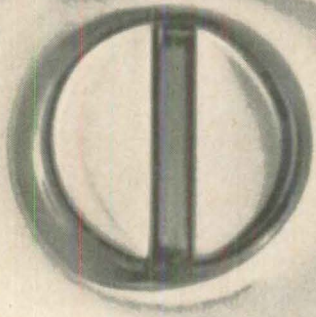
(In Canada, 1477 West Pender Street, Vancouver 5, B.C.)



SCHLAGE



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## WHAT DO HOME BUYERS LOOK FOR IN A LOCK?

Beauty? We have 101 reasons why they'll prefer Schlage—101 handsome designs in 23 different finishes. □ Durability? Schlage locks are the world's first and finest cylindrical locks. They're famous for giving maximum length of service with minimum maintenance. □ Security? Made with premium metals, manufactured to precise tolerances, rigidly inspected, Schlage locks are strong, safe, secure. □ Schlage makes a lock that is just right for each door in the homes you build. And Schlage locks are available in all popular price ranges. □ The home you build should say "quality" and "value" to your prospective buyer the moment he walks up to the front door. It will when there's a Schlage lock on it. **SCHLAGE**®



*The finest manufactured cabinet of them all  
makes the most beautiful kitchen of them all*



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## EDITORIAL

*Two things to keep in mind:*

# 1. Tight money and selling houses are different things 2. Yesterday's track record is no bench mark for today

Moaning and groaning about discounts—not to mention labor shortages, high wages, and spiraling material prices—is not going to sell more houses. And the number of houses sold last year has little bearing on this year's potential. What the housing industry does this year is purely a matter of how well it sells new housing to the consumer.

*Sound a little over-simplified?* Well, if you throw in the towel on housing's prospects in 1966 because money is tight, you are letting a bogeyman scare you. And the bogeyman is the myth that money controls building. It does not. But the myth arose in the money-taut 1950s and grew on the proposition that soaring interest rates make mortgage money scarce and expensive.

True, interest rates have made money tight. True also, February starts sagged to the lowest point in three years. So a lot of soothsayers tied these two facts together, garbed themselves in sackcloth, and began wailing about how bad things were going to be in housing this year.

Their prognosis was slipshod on three counts:

1. They were hollering too soon about a) the degree of tightness in the money market and b) the drain put on mortgage money in savings banks by rising commercial bank dividends (see p. 10).

2. They ignored their old rule of thumb that it takes at least six months before housing starts to react to changes in the interest structure. The re-discount rate rose to 4½% only last December.

3. They forgot that the ultimate demand for dwellings is largely the result of household formations and demolitions. Demand was at 1,400,000 units in 1965 and is higher this year. Last year private starts topped that demand by 104,000 units. But the excess represented purely discretionary buyers—buyers who didn't need new houses but were sold anyway.

Of course, things looked pretty bleak last month when President Johnson, in discussing anti-inflationary signs, happily noted that housing starts had fallen to the lowest level in three years. On top of that, con-

struction labor, ignoring the President's wage guidelines, asked for and got increases of up to 20% over the next three years (H&H, April).

However, a dispassionate view of housing shows that the entire decline in starts since early 1964 is accounted for by the sharp slump on the West Coast. Elsewhere starts have remained virtually level for the past two years. What's more, housing's effective demand has been greater than its output during the past year. Put another way, buyers and renters have been gradually absorbing an excess inventory of houses and apartments over the last two years. The West Coast situation, though still not good, is improving, and the rise in defense expenditures may speed up the improvement.

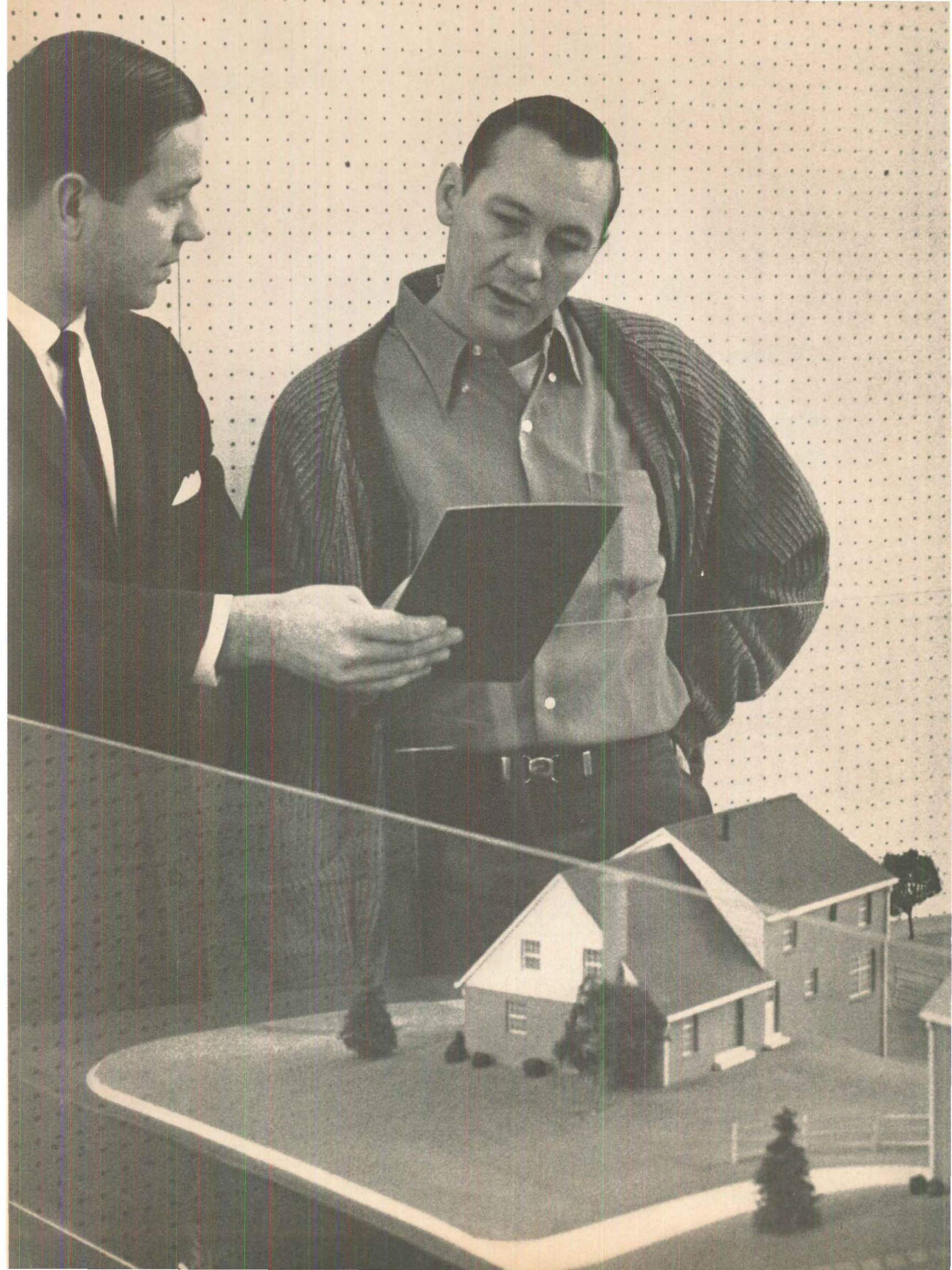
But the best signs are employment, income, and marriage rates—all rising throughout the nation. So it's pretty clear that a housing-market revival is becoming more and more likely.

HOUSE & HOME thinks—and more than a few economists agree—that 1966 starts could well match 1965's level. The one deciding factor: salesmanship.

*Does that still sound over-simplified?* Well, it wouldn't to any other industry selling the consumer. Consider this: Any retailing activity that takes money from a consumer's pocket is housing's competitor, whether it be automobiles, furniture, vacations, or color TV sets. And no matter how tight the mortgage market becomes, consumer credit is almost twice as expensive as mortgage credit. But you don't hear any other industries screaming about tight money. They're out there selling status, razzamataz, sophistication, opulence, grandeur, comfort, the good life, and more than a little sex.

Housing's competition knows—and builders should know too—that there has never been a time when there wasn't enough business for somebody. But the idea is to go out and beat the competition to it. This issue of HOUSE & HOME shows how the housing industry's top merchandisers do just that—how they make the sales other builders miss. If you do what they do, you shouldn't miss.

RICHARD W. O'NEILL



## How to make the sale that other builders miss

The prospect listening to the salesman at left represents a sale that several builders have already missed.

He has visited half a dozen other projects—most of them good ones—but has yet to be persuaded that any of them is the place for him and his family. Whether he will decide to buy in this particular project depends largely on how well the builder has done his sales and merchandising homework.

Specifically:

Has the builder selected his salesmen with care, trained them in every phase of their jobs, and set up a continuing program to keep polishing their skills?

Has he furnished and decorated his models to point up their strongest sales appeals—and so that prospective buyers feel at home in them?

Has he used displays, advertising, and other merchandising aids to put enough emphasis on the benefits of his community—its convenience, stability, and attractiveness?

And finally, has he reached out for new buyers through such extra marketing steps as thorough buyer research, a realistic trade-in program, a special effort to attract transferees, and a public relations program that does more than simply get his name in the papers?

The best merchandisers—and the most successful builders—are those who can say yes to those questions. And the best ideas from their sales and merchandising programs are the subject of the next 28 pages.



**PROSPECTIVE SALESMAN** undergoes five interviews before Janss Realty decides to hire him.



**SUCCESSFUL SALESMAN** results from Janss' methodical hiring and continuous training plan.

*To make the sales that other builders miss . . .*

## 1 Set up a program to create a staff of top salesmen

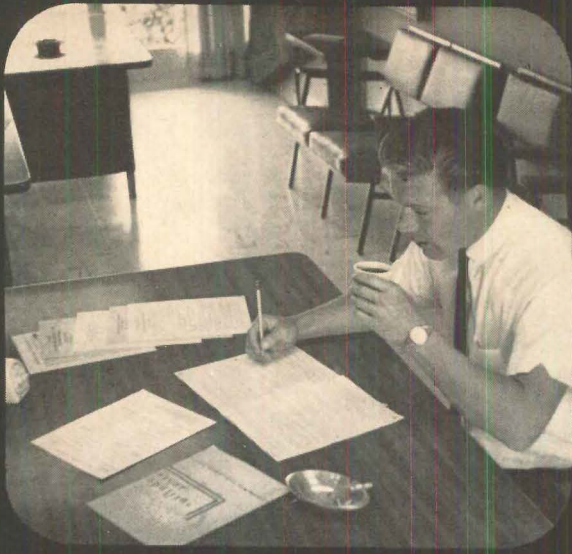
Specifically:

1. Screen new sales applicants so thoroughly that only men who have both ability and incentive will be okayed for hiring.
2. Saturate sales trainees not just with product facts, but with first-hand knowledge of the community in which they will sell and the builder's long-range goals.
3. Push established salesmen to keep improving their abilities through regular and frequent advanced-training sessions.

Will such a program really produce top salesmen? Absolutely, say sales executives of Janss Realty Co., which applies the program to the letter. Their evidence: nine of the company's 13 salesmen each sold \$1-million worth of new houses last year.

Janss, a big land developer in southeastern Ventura County, Calif., sells houses for builder-clients. Its salesmen staff nine tracts in Conejo Valley, where Janss is developing a 10,000-acre community, and last year sold 548 houses priced from \$22,000 to \$55,000.

Hiring a Janss salesman is a highly refined process. Prospects are interviewed in depth, then subjected to a battery of aptitude and personality tests before they are even allowed to fill out an application form. If hired, they undergo a month-long indoctrination, then enter training sessions which continue throughout their career with Janss. For a look at how the process works, follow the progress of Janss newcomer Vince Dougherty on the following three pages.



**APTITUDE TESTING:** Prospective salesman Vince Dougherty (top) takes six aptitude tests and fills out a 16-page job application, the first steps toward joining Janss Realty. Sales Vice President Ed Pauley and subdivision Sales Manager Scott Lee (bottom) study the results after an independent testing service has graded them.

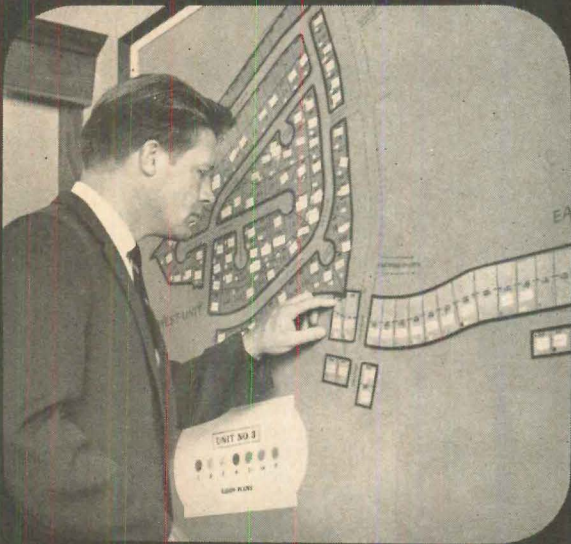
**FAMILY INTERVIEW:** Sales Manager Lee talks to Vince Dougherty and his wife at home, one of five pre-hiring interviews. Janss' philosophy: "We tell the whole family what we offer and what we expect from them. The wife's attitude gives us a clue to the husband's future incentive."



**COMMUNITY INDOCTRINATION:** Dougherty, now a newly hired Janss salesman, tours the community in which he will sell, noting details like school bus stations, church names, school districts, hospitals. Says Janss: "We sell life in the community, not just houses."

**SCOUTING COMPETITORS:** Study expeditions in his own and adjoining sales areas are part of Dougherty's four-week indoctrination. He must submit written reports on competitors' houses including financing terms and displays.





**PRODUCT INDOCTRINATION:** Dougherty studies brochures and subdivision layout to learn facts and figures about builders Janss sells for. While this data is basic, Janss doesn't emphasize it. "We let the houses speak for themselves and concentrate on selling the community."

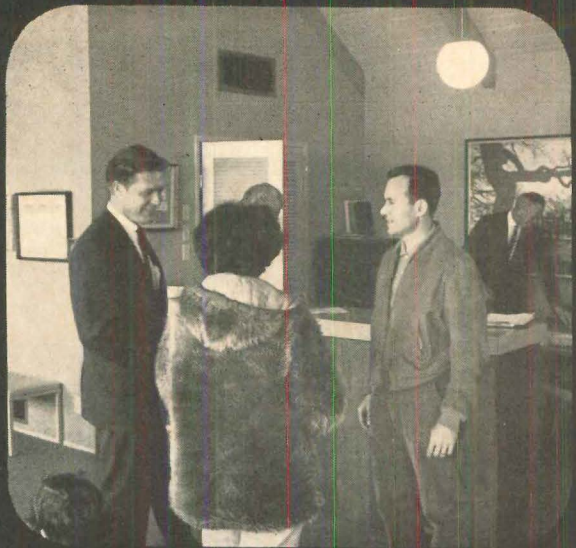
**MEETING BUILDERS:** Vice President Pauley introduces Dougherty to one of the builders he will sell for. Janss guides builders closely in all phases of house merchandising. Says Pauley: "We don't want to have to sell a builder's mistake."



**CLASSROOM TRAINING:** Dougherty joins sales staff's weekly instruction sessions which range from blackboard lessons and tips from experts to a chance to try out his own sales talks on fellow salesmen. A recent project: listening to eight one-hour tapes on what motivates buyers.



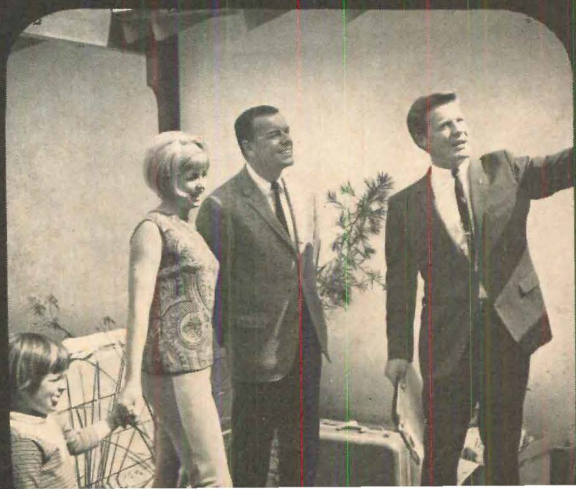
**LAND PLANNING INDOCTRINATION:** A Janss planner explains to Dougherty the past and future of his sales area, Canejo Hills. Janss began developing the 10,000-acre community in 1958, now has 35,000 residents, anticipates 100,000.



**SALES-OFFICE SOLO:** Dougherty's first exposure to customers is in the Janss information center, which is where most sales talks are presented. General displays show advantages of living in the community and builder-clients' displays show advantages of specific subdivisions.



**MEETING LOCAL LEADERS:** Dougherty is introduced to clubs and associations in the community and encouraged to join and be active. Salesmen's affiliations range from Red Cross and Rotary Club to regional planning commissions.



**FIRST SALE:** Janss' investment in Dougherty starts paying off as the new salesman makes an after-move-in call on his first customers. Purpose of this final check is to get buyer like-and-dislike data and names of new prospects.



**SALES TRAINING SESSION**, aimed at finding ways to move problem house, is opened by Sales Vice President Tom Richey\* of S. V. Hunsaker & Sons.

*To make the sales that other builders miss . . .*

## **Sharpen and re-sharpen your salesmen's skills**

And, most sales managers agree, the best place to start is at sales meetings.

"There are three kinds of sales meetings," says Ted Winkler, executive vice president for Texas Builder Walter Carrington—"information meetings, training meetings, and nothing meetings. Too many of us hold nothing meetings."

To avoid "nothing" meetings, here are some ground rules for sales managers to keep in mind: 1) stick to one subject; 2) don't preach; 3) encourage everyone to participate; 4) hold meetings to one hour and preferably to 45 minutes; 5) don't clutter up training meetings with routine announcements; 6) bring in outside experts—maybe even the sales manager of a non-competing company—as a change of pace and a source of new ideas.

Most important, never go into a meeting without a well thought-out plan. Says Richard Brown,

a former sales manager and now a Chicago-area builder: "You should spend more time on planning your sales meetings than on anything else you do. They are the greatest tool you have for motivating salesmen and sharpening their skills."

Sometimes a carefully planned meeting can focus on an immediate sales problem. For example, Sales and Marketing Vice President Thomas W. Richey\* of southern California's S. V. Hunsaker & Sons had one model that wasn't moving because it lacked a family room. So he put his men through a practice-selling session in the problem house. Result: 13 sales. To see how Richey ran the practice-selling session, start at right.

\* Richey has just left Hunsaker to set up a sales, marketing, and advertising agency serving builders and building product manufacturers (see p. 30).



## Sales Manager Richey starts his men through a practice-selling session

Photos: Delmar Watson



Richey and his secretary, playing the roles of a prospect and his wife, follow the salesman at right into a model house. Salesman will pause at the entrance to point out the exterior design.



Starting in the kitchen, because of its appeal to the housewife, another salesman demonstrates the removable oven door. Men are told to seek out every opportunity to demonstrate features.



Still demonstrating in the kitchen, the salesman shows how the luminous-ceiling panels can be removed for easy cleaning and re-lamping. Other salesmen make notes on his performance.



Salesman draws the housewife into his demonstration of the kitchen-to-patio passthrough counter. This leads naturally to his next step: inviting the prospects to join him on the patio.

*continued*

## Richey breaks in at key points—first to show how to dramatize space . . .

Photos: Delmar Watson



Interrupting the salesman's verbal description of the patio, Richey says, "Don't forget to *demonstrate* its size"—and paces off the length of the patio to show what he means.



Taking his cue from Richey's demonstration of the patio (*left*), the salesman opens a pair of closet doors, walks in, and spreads his arms to show much storage space there is.

## Richey has his men critique the performance they've just watched . . .

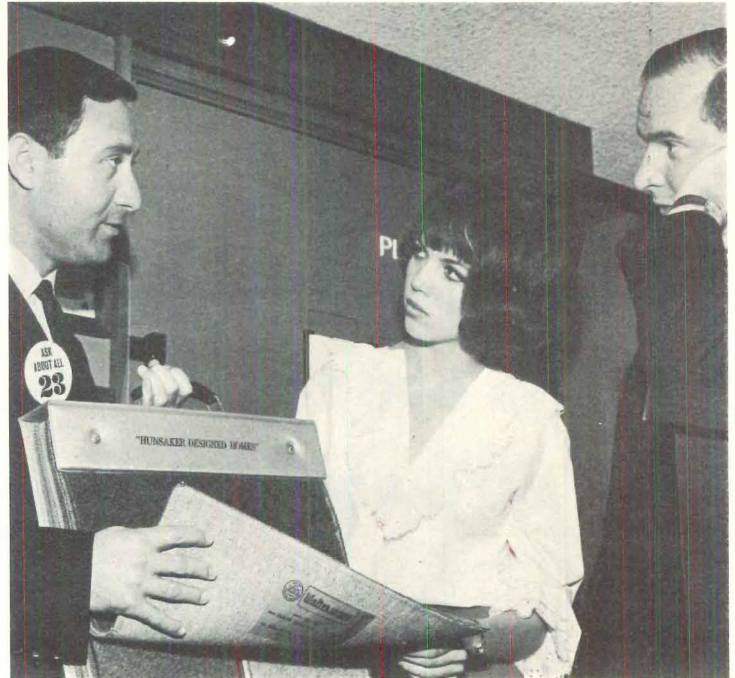


The practice-selling session ends with comments by everyone. Richey asks for better ways to demonstrate the house and overcome buyer objections, then quickly sums up the suggestions.

**... and then to stress action directed toward closing the sale**

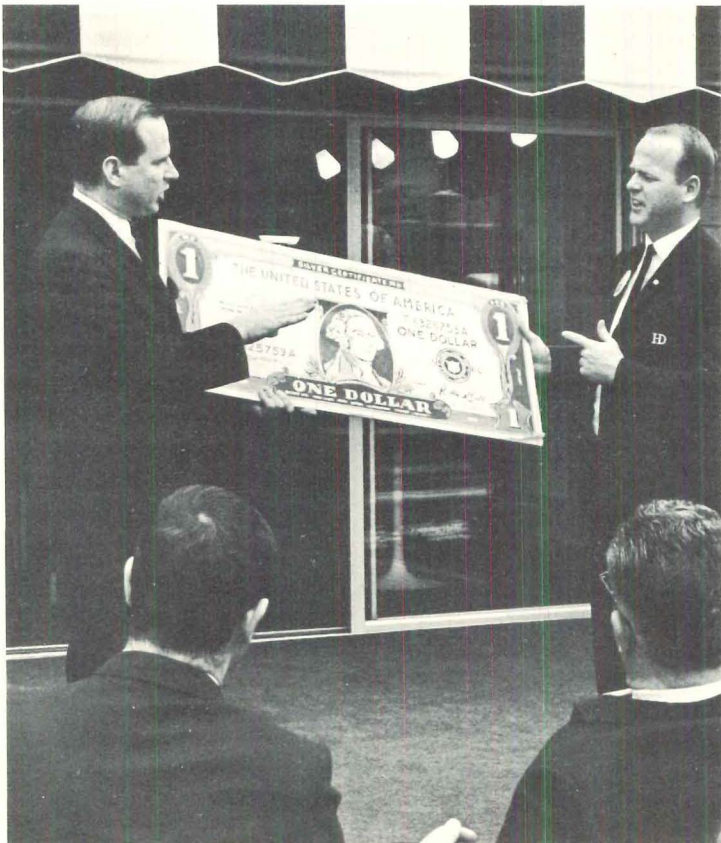


As the demonstration reaches the closing stage, Richey emphasizes the importance of getting the buyer to make small decisions — in this case, selecting a floor-plan option.



Picking up Richey's decision technique, the salesman involves his prospects in the selection of carpet types and colors in preparation for his next move—getting names on the contract.

**... and then climaxes the session on an incentive-building note**



Everyone responds to money talk, so the meeting moves to discussion of a new salesmen's compensation plan. Richey explains the plan in true sales fashion ("bigger dollars for you").



Recognition of performance is important, so the meeting ends with the presentation of the Salesman of the Month award, a coveted honor widely publicized in the winner's home neighborhood.

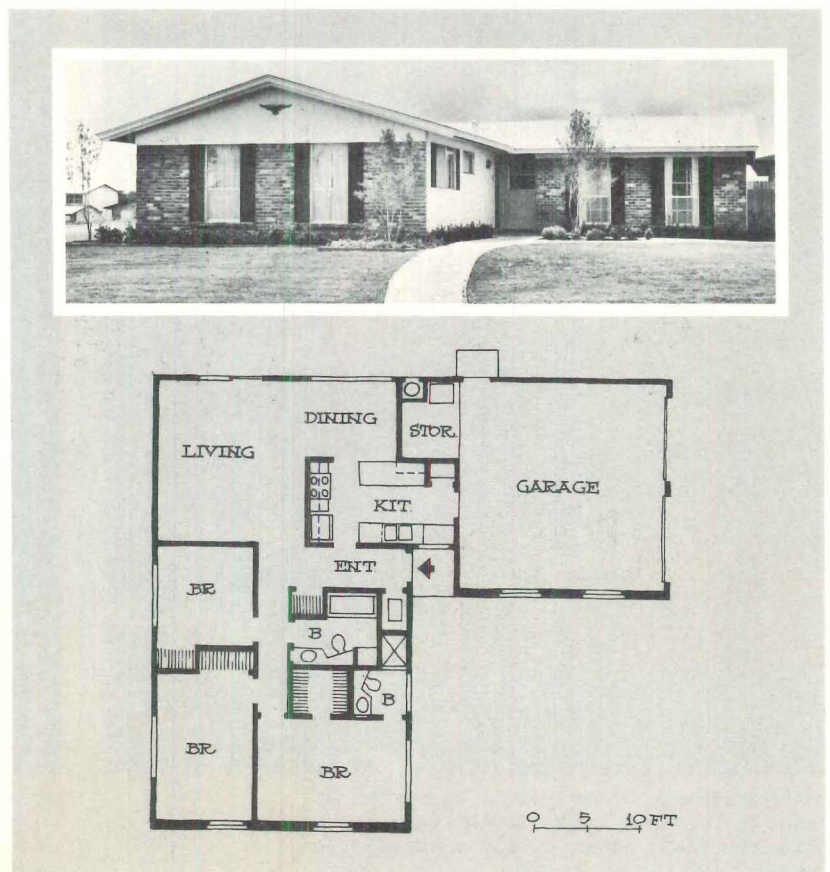
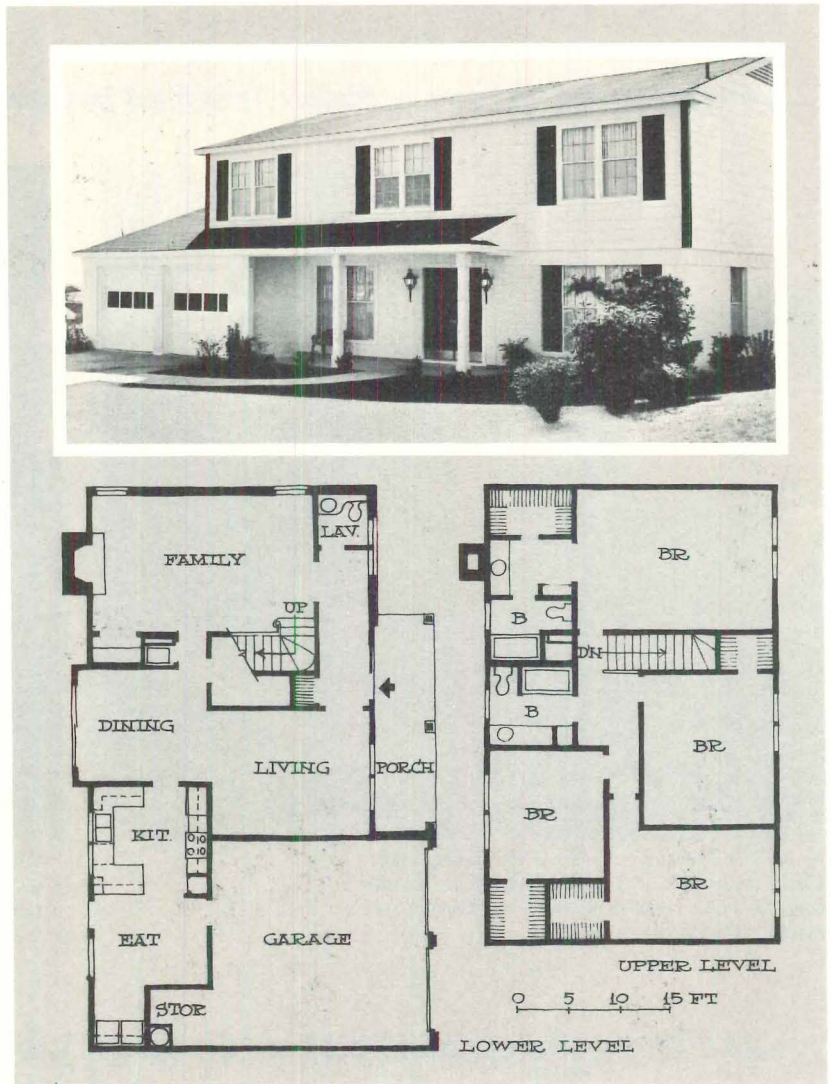
To make the sales that  
other builders miss . . .

### 3 Furnish your models with an eye to their size and price

The primary purpose of model house furnishings is, of course, to make the house look lived in and exciting. But it's all too easy to overdo a furnishing job—filling the model until it feels cramped and, even worse, making it look so opulent that the prospective buyer considers the house beyond his budget. Conversely, an underdone furnishing job tears down the image of a model, making it look and feel like less house than its price tag indicates.

The furnishing schemes shown here and on the following four pages were picked because they do an admirable job of walking the tightrope between these two extremes. They are exciting, but not so far out as to give the buyer either a shrinking feeling in his wallet or the fear that the house demands unconventional decorating. And they are scaled to the size of the house, pointing up the possibilities of every living area while at the same time retaining a feeling of spaciousness.

The photos at right (and on the following two pages) show the results of carefully tailoring furnishings to the size and price of two models — one priced at \$14,000, the other at \$28,000. Both are offered by Builder Walter Carrington of Austin, Tex., and were decorated by Genevieve Bidgood, NSID, a member of Carrington's staff. And pages 106 and 107 show furnishing and decorating possibilities for the \$45,000-and-up market. Christiana Oil Co. built the models at Huntington Harbour, Calif., and Virginia Douglas & Assoc. created the interior designs.



## Inside the \$28,000 model



*The family room is unusually elegant to appeal to the buyers' sense of formality, although beamed ceiling and sturdier upholstery retain a note of casualness.*

*Silks, satins and tie-back drapes create a drawing room atmosphere in the living room. This price range demands a status area, not cluttered with day-to-day disorder.*



## Inside the \$14,000 model



*Smaller-scale furniture, paneled wall, and brick-faced fireplace delineate the combined living/family room functions that this single room must provide.*



### Inside the \$28,000 model



*Luminous ceiling panels in wood frames add a warm feeling to the kitchen, while the dining room (right) has been given a massive sideboard and opulent window treatment to emphasize room size.*



### Inside the \$14,000 model



*Smaller kitchen has uncluttered counters to make room look larger. The dining area (right) uses sheer curtains and tightly bunched table and chairs to add a feeling of space.*





*Imaginative color and treatment of head-boards shows the variety of arrangements possible in large rooms. The master bath (above) features an ornate mirror, metallic wallpaper, marble counters and carpeting.*



*Limited bedroom sizes demand the admission of all possible light through filmy curtains. Corner location of the single bed in the smallest bedroom (right) creates more room for chests and dressers.*



Inside a group of \$45,000-and-up models \_\_\_\_\_



*Huntington Harbour uses odd items like camel-saddle seats because visitors remember them later.*



*Slim-lined furniture makes bedroom look larger, leaves space for model traffic.*

*Jack & Jill furnished bedrooms are designed primarily to appeal to younger families.*





*Early California style shows in Mexican furniture, strong colors.*



*Colorful items on wall units enliven a study. Blooming plants on patio bring in extra color.*

*Low furnishings accent the ceiling height, and permit unobstructed view out to the terrace.*



To make the sales that other builders miss . . .

## 4 Design your displays to dramatize your major sales theme

A successful sales theme is much more than just a promotional gimmick. It is the trademark which sets your project apart from the competition, and the means by which your buyers can be given the sense of belonging to a permanent and identifiable community. So not only must the theme be picked with care, it must be kept before prospective buyers in every possible way.

Eight examples of successful on-site sales-theme presentation are shown at right and on the following four pages. All of them stress the idea of a stable, permanent community. And taken as a group, they also show a variety of concepts around which sales themes can be spun. Three examples:

*The historical theme* is used by the builders of Rancho Bernardo (*right*), a planned unit development. Detached houses, townhouses and a retirement community all are merchandised within the framework of an early Spanish atmosphere.

*Contrasting themes* of elegance for a high-priced waterfront community and family living for a lower-priced project are shown in two Maryland projects built by Panitz & Co.

*A made-up theme*—King Arthur's round table—was used by Minchew Corp. of Annandale, Va., to create originality for a project that was otherwise intrinsically similar to its competition.

### On a 197-year-old ranch,



Red tile roof on white adobe sales office typifies Rancho Bernardo's early-Spanish character.

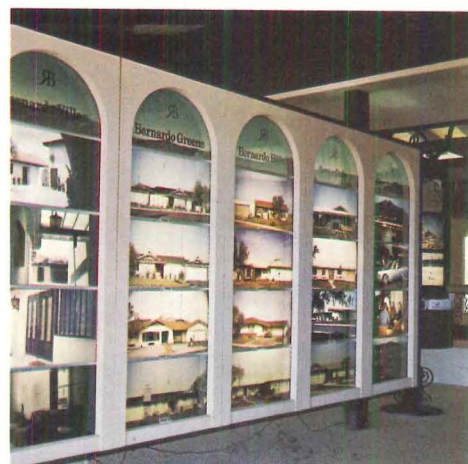


Photo displays of model houses in various price ranges are mounted in Spanish-arch shadowboxes.



Area map of Southern California shows relation of project to surrounding communities.



The land's history and chain of title are traced from the King of Spain to today's owners.

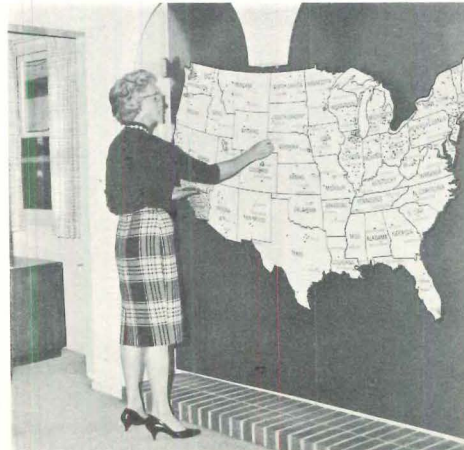
**the entire sales effort is based upon Spanish history and tradition**



Atmosphere of sales office reinforces Rancho Bernardo's appeal to the tradition-minded.



Recreation photo featuring older people promotes retirement village in the community.



Pins on a U.S. map show former home towns of families now living in the community.



Cluster-planning concept of project comes alive in a table-top scale model.

*continued*

## Elegance and restraint set the tone for \$35,000 houses, but . . .



Handsome scale model depicts Rumsey Island, a boating-oriented Maryland community.

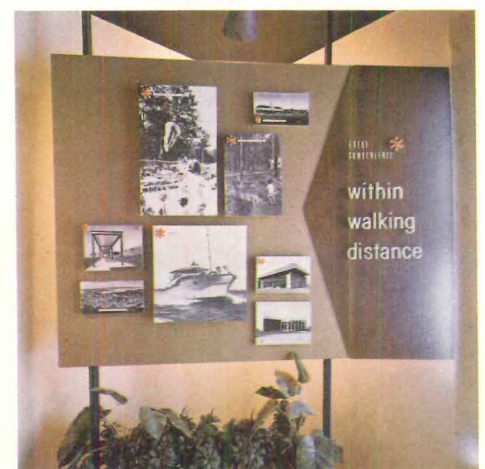


Smart displays carry a minimum of materials on each panel, avoid any hard-sell impression.



Art exhibit featuring local painters sets the tone for the Panitz & Co. sales pavilion.

## . . . bright color and excitement sell same builder's \$19,000 models



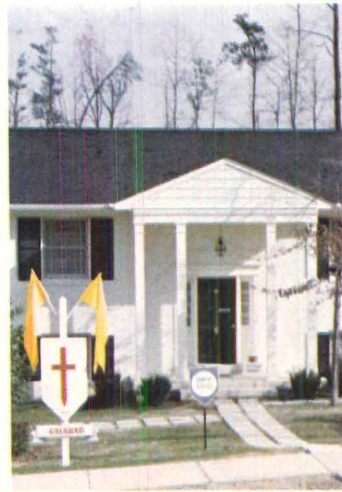
Day-to-day convenience is emphasized in selling lower-priced subdivision houses.

Three-dimensional figures, family activity photos are heart of Joppatowne's sales office display.

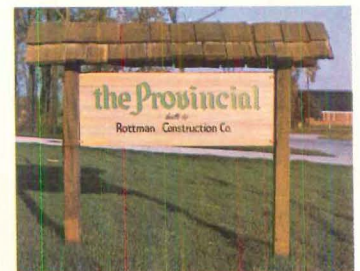
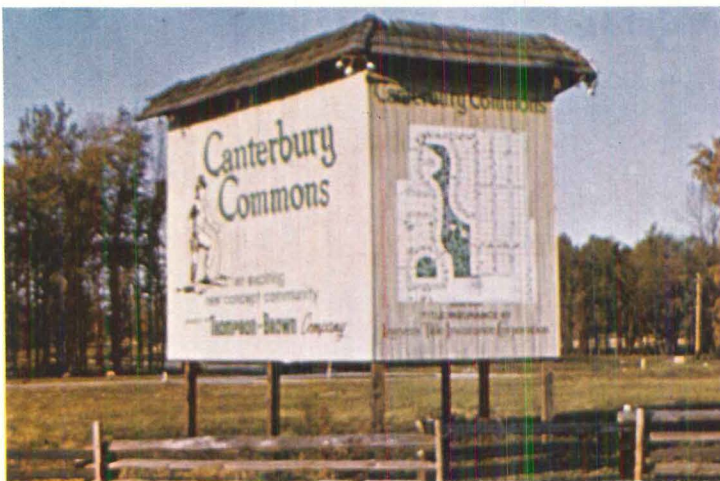
## A made-up theme distinguishes Camelot from look-alike competition



Knights of the Round Table shields (below) identify builder John Minchew's models near Washington, D.C. Color-coded, three-dimensional plan (right) shows location of various models.

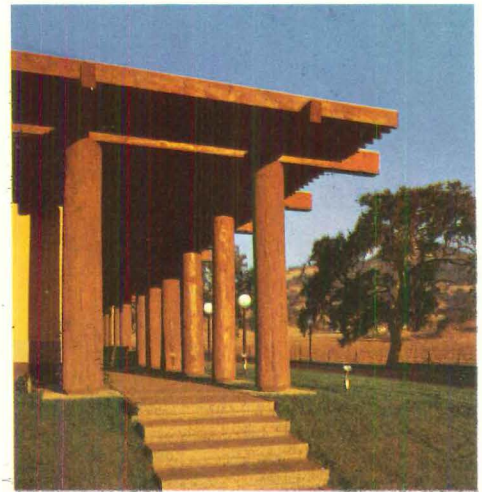


## Directional and informational signs are blended into the community



Architectural treatment is given to outdoor signs in Thompson-Brown's newest Detroit subdivision

## A substantial building connotes stability and permanence to buyers



Sunset San Marin office gives feeling that brand-new development is successful, here to stay.

## Future community buildings are embodied in today's sales office



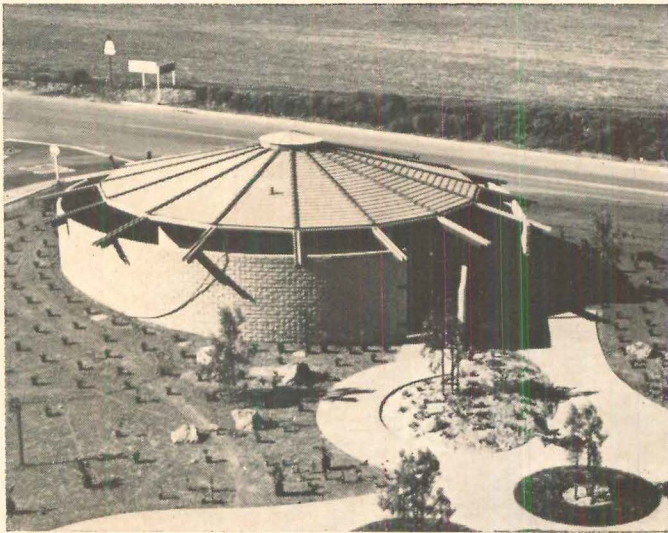
Larwin's Los Angeles sales area will be converted to a community center when townhouses are sold.

## This office overlooks the community's outstanding sales feature

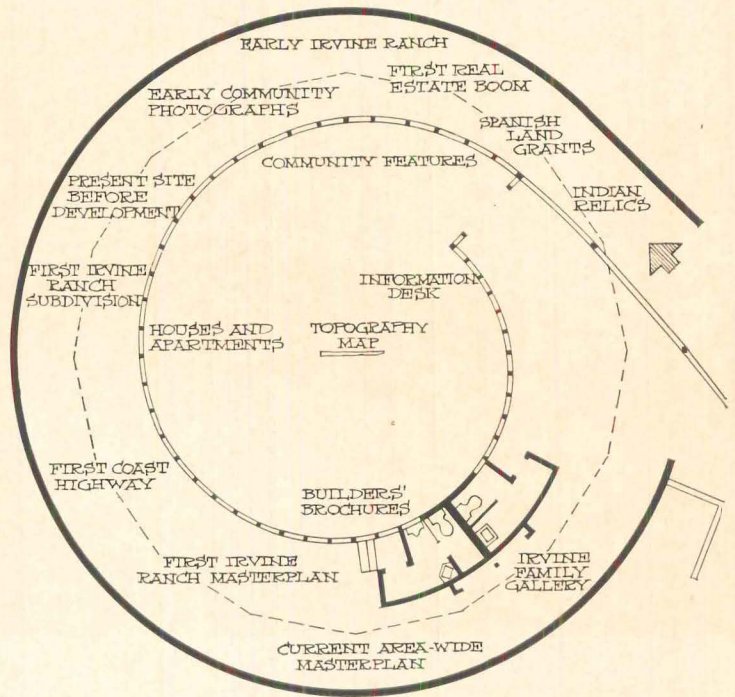


Closing room at Huntington Harbour opens on the water, because most buyers are boating oriented.





Visitors enter building (plan, right) at California's huge Irvine Ranch development through unroofed perimeter corridor where displays show history of region, development, and company. Corridor leads to inside displays of housing projects. Building cost \$100,000.



## This circular information center gets around to houses at the end



Perimeter corridor, seen here at entrance, is open to sky and has brick outer wall on which pictures, maps, and other displays are mounted.



Early Spanish land holder is shown in historical display painted on ceramic tile. Special coating protects all outside displays from weather.



Authentic photo of company founder on old-fashioned bicycle introduces prospects to Irvine Co. About 1,300 visitors tour center each week.



Air-conditioned inside area has spotlights focused on displays. Tour ends at hostess's desk, where visitors get directions to housing sites.

To make the sales that  
other builders miss . . .

## 5 Listen to what top merchandisers say about five key sales topics



Lenzi

O'BRIEN

James T. O'Brien is VP for marketing and sales for New Jersey's Goodwin Housing Corp., and was honored as NAHB's Sales Manager of the Year for 1965. He describes his duties in one short sentence: "My job is to sell houses."

### 'You can find out a lot about your market if you know where to look'

So says Marketing Vice President Jim O'Brien, who last year turned Goodwin Homes' sales projection of 80 houses into 120 actual sales, and the company's gross from a predicted \$1.7 million to \$2.8 million.

"Our own market research got us those sales we otherwise would have missed," says O'Brien. "We've found there's research information all around, and any medium size builder can dig it out at little cost."

O'Brien gathers his facts and draws his conclusions from four basic sources: 1) what the competition is building and selling, 2) data on his own buyers and on prospects who buy elsewhere, 3) a pilot house program, and 4) local government and business statistics and reports.

#### Shopping the competition will show market voids you can fill

O'Brien shops each subdivision within a three-mile radius, plus some of the larger ones beyond. His aim: to find out what others are building and selling, and even more important, what they are not. He tabulates style, price, amenities offered and sales or standing inventory, and compares these profiles with his own models. And he pays special attention to higher-priced houses, looking for features he can incorporate into Goodwin Homes models.

The survey, an annual job, is begun in November, and O'Brien tries to have it tabulated and analyzed by February 1. Although he occasionally hires college students to do some of the legwork, he and his sales staff do most of it themselves, with an assist from their secretary who shops with a woman's eye.

Brochures, photos, talks with other

builders' salesmen and drives through their subdivisions can unearth significant facts. Example: O'Brien visited one subdivision that had had phenomenal success with a raised ranch model. From the highway it looked as though this house had accounted for the majority of sales. But driving into newer streets, O'Brien noticed that only one of 50 houses under construction was a raised ranch. His conclusion: the demand had long since passed its peak.

Shopping the competition has paid off for Goodwin Homes. Early in 1965 O'Brien spotted three promising markets: 1) a strong demand for two-story houses, and a complete blank in such houses with two-car garages; 2) a demand for a luxury ranch model, and 3) an imminent mid-year boom in transferee families who would buy on the basis of immediate occupancy if an inventory were built ahead of sales. The 50% gain that the company achieved over its original 1965 projections came almost entirely from these three areas.

#### There's a gold mine of information right in your own files

Mortgage applications give useful data on family size and income. And Goodwin Homes asks every family who visits the models to fill out cards stating the family's age makeup, style preferences, needs, likes and dislikes. (Regular mailings are made to these families until they either buy a house or go out of the market.)

This type of information can produce results like this: Goodwin Homes intended bringing out a low-cost raised ranch model this spring, but mortgage applications showed that most of their



raised ranch buyers had above-average incomes. So the new raised ranch will be upgraded to the top of the line, and a new two-story will be aimed at young families stretching their budgets to get into the subdivision.

Even the community country club (owned by Goodwin Homes) will benefit from research. Age-group tabulations showed a need for a babies' wading or sprinkling pool, rather than a second swimming pool which might have been indicated by sheer numbers. And basketball hoops on many subdivision garages showed that outdoor backboards at the club would get much more use than the usually-vacant tennis courts.

#### **You can learn as much from non-buyers as from buyers**

Every prospect who cancels or who buys another builder's house is asked why by Goodwin Homes. If a pattern emerges, O'Brien has a firm base for changing current models. He has added a rear porch and a fireplace to the lower-level family room of a raised ranch model to meet objections of families who were interested in the house but wound up buying elsewhere.

#### **Free local statistics can tell you when and where your area will grow**

O'Brien uses census figures for his area, FHA reports, building permits, deed trans-

fers, utility connections, and data from Chambers of Commerce and industrial commissions to give him a statistical background for determining the overall growth in his area. And sources like school systems, motels, shopping centers, company personnel directors and businessmen provide data on specific prospect groups.

O'Brien salesmen read all local newspapers and keep their ears open for useful scraps of information. In one case, a casual remark about how quickly a visitor needed a house turned up the fact that a 600-job company of well-paid engineers was relocating in the area, although this was not yet common knowledge.

#### **You can predict market response with a pilot house program**

Goodwin Homes always keeps from one to three pilot houses open to the public. The purpose: to test a design without having to give it the full-fledged model house treatment of furnishing, decorating and landscaping.

"We always build these houses well back in the subdivision," says O'Brien, "and visitors are referred to them from the models. We ask for comments, and after we have learned all we can we either add the pilot to our next year's line or drop it. We have never had any trouble selling these pilots at cost, and we consider the research a bargain."

Leland



**NATHENSON**

James M. Nathenson is a second generation president of Chicago's Central Construction Corp., which sells 100 houses per year priced from \$25,000 to \$31,000. Of these, 17.6% directly involve the trade-in of the buyer's older house.

### **'Use trades to remove sales barriers—not as gimmicks to build traffic'**

So says Builder Nathenson who makes one out of every six sales with the aid of a trade-in program.

"Trades are made by my salesmen, not my ads," says Nathenson. "We find that people brought in by trade-in ads or signs are seldom good prospects because they are not specifically interested in our new houses. Too many of them turn out to be more interested in selling than in buying."

Nathenson leaves the mechanics of his trade-ins to a specialist—First Trade-In Homes Corp. (H&H, Feb.)—which charges a fee for buying trade directly from the customer. But he is convinced that his own new-house salesmen are the key to making trade-in sales; if they do their job well, the trading company will have no difficulty proving the advantages of trades to the prospective buyer.

#### **First rule of trading: create an eagerness to buy the new house**

Nathenson's two salesmen, Bob Marshall and Marty Davis, use opposite approaches,

but both emphasize the new home rather than the trade. Marshall avoids the subject of trading until he feels the customer is deeply committed to a specific new house; Davis likes to bring up the subject as soon as he learns the prospect already owns a house. Both of them steer clear of the mechanics of trading until they feel sure that the family really wants to buy. They try to narrow down the interest to a single model, then show how the trade-in plan can provide the needed equity.

#### **Trades are easy deals to start but tough deals to close**

Nathenson's men are trained not to use the "if you don't like the appraisal, you don't have to go through with it" approach. By finding out where the old house is located, what it cost and when it was bought they get a good idea of what equity the buyer has, and they try to keep the new house within that limit. Usually they suggest that the family buy just the basic house, leaving off optional extras. If the

buyer's equity turns out to be larger than expected the extras can always be added, but if he has set his heart on certain features and finds he can't afford them, it may kill the sale. Statistics show that most buyers, when they get the cash from their old house, add \$2,000 to \$3,000 in extras.

One of the best bets for trading is the family that has equity exceeding the down payment of the new house. The excess can be used for other family needs such as education, investment, recreation, etc.

Nine out of ten times, Salesmen Marshall and Davis try not to complete the trade-in deal at the model house, going instead to their prospects' homes to sign the contract. Reason: it helps them establish a rapport with the family, and lets them see the house to be traded and so lay the groundwork for establishing a realistic market value. But under no circumstances will they estimate the selling price of the old house. The furthest they will go is, "You have a lovely house here and I know you will be pleased with its appraisal."

#### **Phony listings are the worst enemy of a good trade-in program**

Central Construction's sales force has mixed feelings about the old house that is listed but unsold. If the owner has attempted to sell it himself he may now realize that its market value is not as high as he hopes. But too often he has been influenced by the wildly optimistic valuation

of a broker intent on getting the listing. Some brokers will promise anything to tie up the house.

When they have comparable houses in their trade-in files, the salesmen show them to the prospect as an indirect way of telling him the approximate valuation of his house. They also emphasize that three independent appraisals will be made, and that if the house sells for more than the appraisal, the prospect will receive the difference.

#### **Satisfied trade-in buyers are the best convincers you can have**

Since most of Nathenson's prospects are from Chicago's South Side, the salesmen usually can point to previous buyers who came from the same neighborhood and perhaps even worked for the same company. In such cases, the prospect is urged to contact these families in their new homes and ask how trading worked for them. The invariable answer: it worked fine.

Salesmen get the same commission on a trade-in deal as on a normal sale, so they have no reason to avoid the extra work required. On the other hand, Nathenson warns them not to put through unlikely deals and hope for the law of averages to bail them out, since there is an irreducible cost of making a trade-in offer whether it results in a new-house sale or not. And he emphasizes accurate qualifying to reduce wasted efforts to a minimum.

Folsom



**GRANT**

Robert H. Grant & Co. has scheduled 550 houses, priced from \$25,000 to \$35,000, for 1966 in its Stardust Park and Fairway Park subdivisions near Los Angeles. Grant's permanent staff numbers only 20 persons.

### **'In effective public relations, the deed, not the word, comes first'**

So says Builder Robert H. Grant, who gives major credit for his present 50% rate of referral sales to this aspect of his sales program. In the past 11 years Grant has sold over 7,500 houses in Orange County, Calif.

Grant defines his PR activities thus: "Doing things in our marketing area that will win the approval of the community, and gain the confidence of city officials."

#### **If you think PR is pictures in the real estate section, you're wrong**

Grant feels that too many builders equate public relations with publicity, and the success of a PR campaign with how many column inches of "puff" publicity they get in local papers. He says: "Only service to your buyers and your community will win the results you seek."

Grant expects all his employees to be active in the community, both as individuals and as representatives of Stardust Homes. These activities range from directorships in local hospitals to work for the

United Fund and other charities.

"The corporate interest we take in the community as individuals helps us keep in touch with what local opinion-makers and leaders think. But even if we got no tangible benefit (which we do), I would still encourage participation because it is the moral responsibility of business leaders to take an active part in their communities."

Youth activities are a major segment of the Grant effort. They include athletic teams, the construction of a 20-acre playground, and an annual \$500 scholarship to the local high school.

"These things help convince planning commissions and city councils that we are not hit and run builders," says Grant, "and they enhance buyer goodwill and influence referral sales."

#### **Nothing builds more goodwill than service after the sale**

Post-sales service is classified by Grant as public relations rather than as construction. His service men are all uni-

formed, their trucks prominently carry the company name, and they are continuously reminded that their relations with buyers constitute one of the firm's most important public relations aspects.

**Here are five rules for getting the most out of your PR dollar**

- 1) Unless you have an ad agency with a full time PR staff, retain an individual or firm that specializes in PR.
- 2) Specify that your monthly retainer will buy a definite number of service hours. Typical figures: \$500 per month

plus expenses for two to three direct service hours each week. Special events will call for additional allotments.

- 3) Allow a month or six weeks for a thorough exploration of your firm by a new PR agency, then expect a comprehensive plan of action in writing, including specific recommendations and projects.

- 4) Give the agency full insight into all your company's operations, instead of just calling it in to put out brush fires.

- 5) Split the marketing and corporate aspects of PR, and have them supervised by your appropriate executive.



LADD



ROBINSON

Roger Ladd is president and Robert Robinson is sales vice president of Ladd Enterprises (H&H, April). They oversee an eight-man sales force which in 1965 sold 303 houses worth \$4.4 million.

**'There's a big market in transferees—if you know how to reach them'**

So says Builder Ladd, whose company has made 10% of its sales to transferees over the past four years.

Ladd stumbled onto this lucrative market literally by accident. In January of 1962, Ladd Enterprises had just opened a new subdivision to the acclaim of virtually no one. "We were dying," says Ladd.

Then one day two United Airline pilots visited the model homes ("I think they were lost," says Ladd) and showed interest in a Ladd project 30 miles northwest of Chicago's O'Hare Field. Most important, the pilots said there were dozens of other United employees being transferred with them from Denver to Chicago.

A week later both pilots decided to buy houses, and Ladd decided to go after more UAL transferees. He fired off a telegram to the pilots thanking them for their purchases, and telling them that a Ladd sales representative was on his way to Denver and would set up a hospitality suite in a local motel. Then he loaded Sales Vice President Robert Robinson and a salesman into a car ("We couldn't even afford train fare") and headed them for Denver.

In Denver, meanwhile, the two pilots had tacked Ladd's telegram to the UAL bulletin board. When the hospitality suite opened, nearly 70 transferring families showed up.

Results came quickly. Within the next few months 60 houses were sold to UAL employees, and Ladd began probing other companies for prospects. To date the sales force has traveled 43,282 man-miles, visiting seven different cities to court transferees in their home towns. The effort has paid off with total sales of more than 100 houses.

Best of all, the cost of making the average transferee sale has turned out to be between \$90 and \$100—about half the

cost of selling to a local buyer.

In the four years since the two airline pilots dropped in, Ladd's sales force has refined and systematized its techniques of selling to transferees. Here, based on that experience, are the market's cardinal requirements.

**You must win the friendship and confidence of transferees**

"We want to be the first link between the family and the Chicago area," says Sales Manager Robinson. "The secret is to have sales people who will relax and sell themselves. They have to put the transferee at ease."

The reason is that most transferees are happily housed people who view a transfer as slightly less desirable than a one-way ticket to Lower Slobbovia. And they are inclined to suspect that any attempt to show them new houses will turn out to be a distasteful hard-sell. But transfer they must, and when Ladd salesmen visit their city many of them show up, if merely out of curiosity.

Ladd handles this hostility by doing virtually no selling during his initial contact.

"About 90% of the people who come to the suite say they hate to move," says Robinson. The wives bring this out. We tell them we don't blame them, but that this is their husband's business and we only want to make their move as comfortable as possible. Then some of the women grit their teeth and say, "Well, what have you got?"

At this point Robinson and his men have found it pays *not* to get too specific with plans, photos and other sales aids. Instead they give out brochures of their communities, and leave town on this note: "Stop by and let us take you to lunch. Don't make a decision until you have seen us."

Ladd salesmen also advise transferring families on non-housing matters such as location of churches, schools, recreational facilities, and even special schools for handicapped children. If the transferee is interested in buying above the top Ladd price (\$26,900), the sales team provides names of various builders in the price range and location desired.

#### **You should try for cooperation from the company's personnel manager**

Says Robinson. "Naturally a personnel manager can't endorse any particular builder, but he can make things a lot easier for you."

When Robinson learns of a large company transferring employees into Chicago, he tries to contact the company's personnel manager as quickly as possible. He prefers an introduction through a third person, and often gets help from his contacts among mortgage bankers, S&L men, or commercial bankers. Only if this approach fails does he write or make an unannounced call on the manager.

Robinson asks for permission to post an invitation to the hospitality suite on the company bulletin board, and to make sales brochures available to the families being moved.

Some companies are uncooperative, fearing they will be deluged by homebuilders and realty companies. Others welcome Ladd's sales aids because large-scale transfers often involve consolidations of departments, and the company fears that a large number of employees will refuse transfer.

Reynolds Metals Co. faced just this problem when it moved its supply company headquarters from Richmond, Va. to Chicago. Says the Reynold's assistant personnel manager: "We asked our employees where they would like to move to, and they told us Atlanta or several other cities—but not Chicago. This attitude changed when Bob Robinson came to Richmond and showed pictures of [Ladd's] Crystal Lake area with some homes that looked like Williamsburg."

#### **You should mesh your sales effort with company aids to transferees**

The reason: the level of aid the company provides will help you decide whether the transferees will become buyers or renters.

For example, Ladd failed to sell any houses to Internal Revenue Service employees being moved from Omaha to Chicago because the federal government would not help the transferees sell or carry their old houses. Almost all the employees had to rent quarters in Chicago while they tried to sell their Omaha houses and so recover the equity to make down payments on new houses.

Happily, most large companies recognize

this transitional difficulty. United Airlines lets employees try to sell their houses for 90 days (during which it will pay realty commissions); after that, UAL will buy the house for an agreed price. And American Telephone & Telegraph will pay interest and taxes on the old house for six months and will lend transferees the down payment for a new house until the old one is sold.

#### **You can get leads on big transfers from many sources**

Sales Manager Robinson watches local newspaper business pages for news of company consolidations, moves or mergers. He checks regularly with mortgage bankers, since they seem to hear about transfers early. He and his salesmen stay on the alert for model home visitors who may be transferees and so herald large moves. And Robinson regularly reads a newsletter called *Herb Ireland's Sales Prospector* for news of transfers. The newsletter is available in state editions, and costs Ladd about \$35 yearly for coverage of three states.

#### **You should vary your sales approach to fit the transferee's occupation**

Robinson finds that different occupations produce startlingly different attitudes, which must be met with varying sales techniques. Two examples:

*Engineers* tend to be cost-conscious and very analytical. "They literally want to redesign the house," says Robinson. The AT&T contingent of engineers from Cincinnati descended upon Ladd with tape measures and slide rules to get every fact and figure they could. Robinson's men met this by providing detailed dimensions and breakdowns of costs per square foot.

*Airline pilots* are far more interested in the community (Robinson attributes this to the fact that pilots fly only 85 hours a month and have more spare time than 9-to-5 office workers) and in neighbors with like interests. One TWA captain who bought in a Ladd subdivision is building two small experimental planes in his garage, and salesmen always drive airline prospects by his house for a look.

As a corollary, Robinson notes that company environment seems to produce certain personal habits which can influence choice of a house. AT&T men tend to travel in car pools to and from the office; when Robinson learned this, he invited transferees to a luncheon devoted solely to discussing transportation from Crystal Lake to Chicago. Fortunately, Crystal Lake is 65 minutes (and \$39.16 a month) from Chicago's Loop via the Chicago and Northwestern Railroad, generally rated the nation's best commuter line, and the approach netted 20 sales to reformed car pool men.

Photos: Lenzi



PHILLIPS



WOLFE



BARROW

Salesmen Charles Phillips, Richard Wolfe, and Sam Barrow, Jr. produced sales of more than \$9 million for Washington, D.C.'s Kettler Brothers last year. Each of the trio is responsible for a major subdivision with houses priced from \$35,000 to \$60,000.

## 'If you want your salesmen to produce, let them know they're important'

So say Salesmen Phillips, Wolfe and Barrow whose aggregate sales last year totaled more than \$9 million. And all three emphatically state that the way their employer treats them is a major factor in their record of success. Says Barrow: "Kettler looks on us not as people picked off the street to con homebuyers, but as serious businessmen interested in their company."

This attitude has produced both loyalty and longevity; Barrow has been with Kettler for four years, Wolfe six years and Phillips nine years.

In an industry where all too often salesmen come and go like ships in the night, most builders would give their eye teeth for such a combination of ability and stability in their sales force. They can get it, say Kettler's three aces, if they follow five basic rules.

### **You should allow your salesmen to earn what they are worth**

"One of the main things that keeps us with Kettler," says Wolfe, "is the fact that the company has no income ceiling for its salesmen." Kettler's salesmen enjoy incomes substantially above the average; last year, working on a commission amounting to about 1% of sales, two of them made more than \$20,000 and the third made more than \$40,000.

"We've been to an awful lot of industry meetings where salesmen complain that the builders they work for won't let them make over a certain amount," says Phillips. "That's just plain foolish. A salesman won't push for those extra sales if he's already reached his ceiling."

Fringe benefits are also important to the three salesmen (profit sharing plus a medical insurance plan). "Fringes don't put much in your pockets," says Barrow, "but they do reflect a builder's attitude."

### **You should pay serious attention to your salesmen's suggestions**

Kettler regularly solicits suggestions from its salesmen on new house design, equipment and fixtures, design changes and overall planning for new subdivisions.

"There's no one who knows better what buyers want than the salesmen," says Phillips. And adds Wolfe: "When we've been in on a decision, we know why something is being done the way it is. So we can explain the house much more easily and honestly to the buyer."

On recent advice from its salesmen Kettler has changed front grades on some models by as much as two feet, increased the frequency of two models in a subdivision (requiring a costly plan change),

and dropped an advertising campaign in a local newspaper.

### **You should deal ethically with both salesmen and buyers**

When a builder's dealings with a buyer are questionable, no one suffers like the salesman. Says Wolfe: "I know of at least six cases of salesmen quitting jobs because they got tired of taking the rap for the builder's conduct."

Equally important, say Phillips, Wolfe and Barrow, are the ethics of the builder's dealings with his salesmen. There are far too many cases, the three agree, of a builder deducting the salesman's commission on a sale to a friend, a supplier or some other business acquaintance. Every Kettler house is sold through a salesman, and he gets his full commission even if a broker initiates the deal (the latter's fee is paid by the company).

### **You should not clutter up salesmen's time with minor duties**

"If you load us down with paperwork and a lot of peripheral jobs," says Barrow, "we'll have trouble finding time to do what we were hired for—selling houses."

Kettler's salesmen are helped by a cadre of neighborhood women who, on a part-time basis, handle the preliminary work with prospects—house tours, for example—and do most of the paperwork.

This part-time help also gives the Kettler salesmen time to do work in the community.

"I've organized little leagues, cookouts, parades and discussion groups," says Wolfe. This type of activity has helped produce sales, and has provided free advertising for the community.

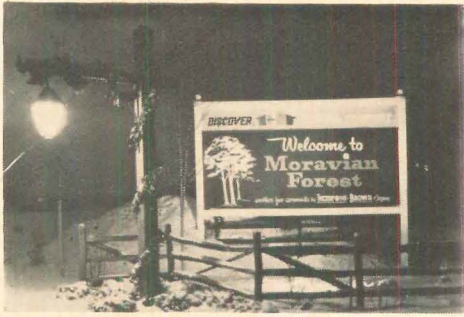
### **You should make the salesman feel he's a key member of the company**

Kettler Brothers has done this by letting its salesmen set their own pace.

"We are told by our sales manager, that the company has guidelines, not rules, for us," says Barrow. "You'd be surprised how relaxed that makes us feel, and how much it helps us sell." Thus Wolfe felt free to install one-way glass in his sales office to keep an eye on prospects outside, and Phillips designed a desk to his own specifications.

Kettler's salesmen are allowed to schedule their own time. Says Phillips: "This lets us get much more involved with the business, because we can take a slow selling period and use it for reading trade journals and business papers, or for talking with local officials."





**Even yachts can be a sales aid**

Salesmen use cabin cruisers to show waterfront living at Huntington Harbour near Los Angeles.



**Put cooking glamour in the kitchen**

Gourmet utensils on wrought-iron hooks do the trick in a Huntington Harbour model.



**A simple prop makes a strong point**

California's Larwin Group uses this low-cost eye-catcher to sell renters on home ownership.

**Don't black yourself out at night**

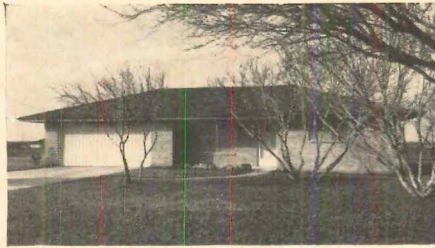
You can see here what night lighting does for a Thompson-Brown project in suburban Detroit.



**Don't tell prospects how much closets hold . . . show them**

That's how Detroit's Bert L. Smokler Co. demonstrates the capacity of the pantry and linen closets shown here. Fixed glass across the closets fronts helps avoid a common builder problem—pilferage by model-house visitors.





Corpus Christi, Tex.: 1400 sq. ft. Ranch.



Portsmouth, R.I.: 1900 sq. ft. Colonial.



Dubuque, Iowa: 1325 sq. ft. Ranch.



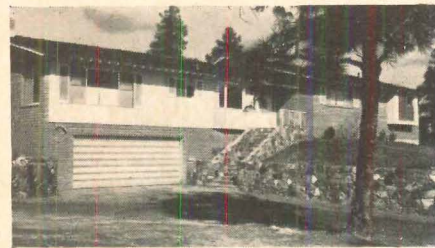
Port Huron, Mich.: 1400 sq. ft. Cape Cod.



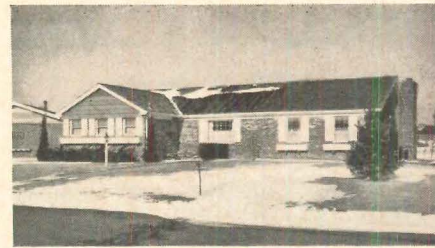
Baxter Springs, Kans.: 1326 sq. ft. Ranch.



Mequon, Wis.: 1400 sq. ft. Ranch.



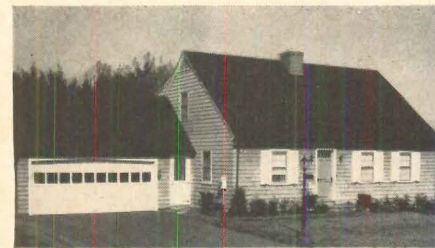
Prescott, Ariz.: 2000 sq. ft. Ranch.



Wichita, Kans.: 1720 sq. ft. Ranch.



Maryville, Mo.: 3850 sq. ft. Ranch.



Forestdale, R.I.: 1553 sq. ft. Cape Cod.



Johnstown, Pa.: 3033 sq. ft. Contemporary.



Anderson, Ind.: 3000 sq. ft. Ranch.

## Now in every part of the country are selling faster with modern

Across the nation, new electrically heated homes are going up at the rate of over 800 a day. And that means they're *selling* just as fast.

For example, the builder of a new Texas subdivision featuring electric heat moved all thirty-eight homes (like the one shown at upper left) within one month. And in a new Southern California development of 104 electrically heated homes (upper right), fifty-five were sold in the four months before construction was completed

—many before the ground was even broken.

Whatever size, style or price home (or apartment) you build, you add a major selling feature with recognized sales appeal when you install modern flameless electric heat. And you'll speed construction in the bargain.

Find out now how you too can profit more by taking advantage of the growing demand for electric heat. Sometime soon, talk it over with your electric utility company.

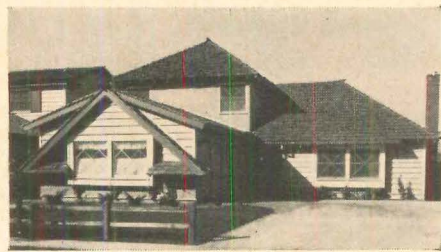




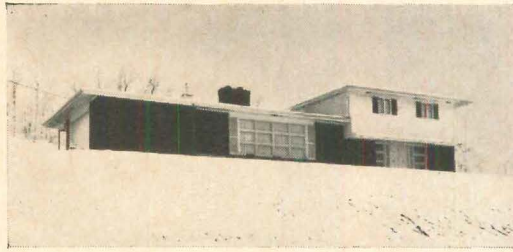
Warren County, Ohio: 1600 sq. ft. Ranch.



Tappan, N.Y.: 1320 sq. ft. Bi-Level.



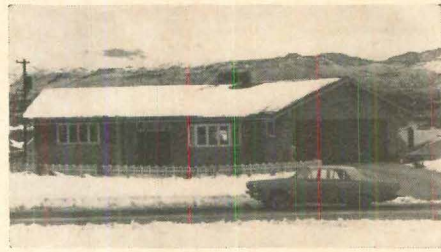
Redondo Beach, Cal.: 1750 sq. ft. Provincial.



Connellsville, Pa.: 3062 sq. ft. Split-Level.



Kingston, Pa.: 1219 sq. ft. Ranch.



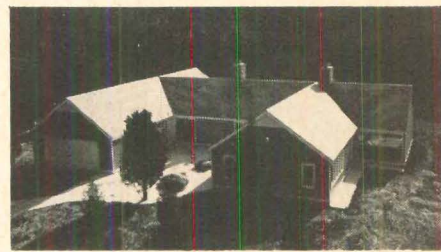
Denver, Colo.: 3000 sq. ft. Bi-Level.



Lexington, Ky.: 3020 sq. ft. Colonial.



Cumberland, Md.: 2000 sq. ft. Colonial.



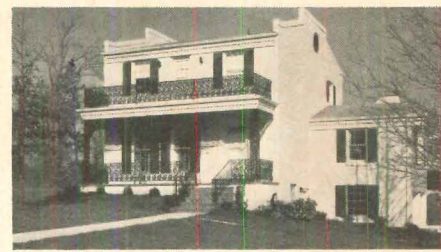
Woodbridge, Conn.: 3000 sq. ft. Ranch.



Marion, Ohio: 3200 sq. ft. Ranch.



Zion, Ill.: 2426 sq. ft. Ranch.



Birmingham, Ala.: 2300 sq. ft. Reproduction.

# ... houses of every size and style flameless electric home heating

Only flameless electric home heating offers you so many different types of equipment to choose from!

<p><b>Baseboard units</b> take up little space, permit room-by-room temperature control. Two types are available: radiant or convective.</p>	<p><b>Radiant ceiling heat</b> uses small wires concealed within ceilings, ceilingboard or wall-paper. Each room has individual temperature control.</p>	<p><b>Heat pump</b> heats home in winter, cools it in summer. One thermostat setting maintains any desired year-round temperature.</p>	<p><b>Wall panel heaters</b>, with heating coils behind decorative grilles, provide radiant heat with natural or fan-forced convection.</p>	<p><b>Central systems</b> are available for either hot water or warm air heating in which flameless electric units supply the heat.</p>

## LIVE BETTER ELECTRICALLY

Edison Electric Institute, 750 Third Avenue, New York, N.Y. 10017



# Leigh products help you sell houses

THINWALL MODEL

CEILING MODEL

Introducing  
two  
NEW

**Leigh VAL-U-FANS**

## Beautiful styling — new low price!

Here are two brand new fans, beautifully styled with 7¼" diameter grilles of rust-proof anodized aluminum. Smartly accented with black mounting knobs. Attractive!

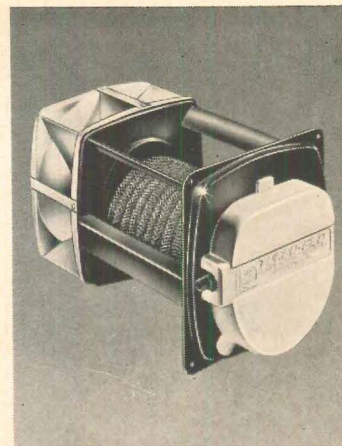
Handsome as they are, the new Leigh VAL-U-FANS are exceedingly low priced and give big performance — let you provide efficient room ventilation economically. And they offer a host of new features...

Fire-safe motors are impedance protected — can't burn out even if accidentally stalled. The fans have new resilient-mounted fan blades, too — which makes installation even easier. Incidentally, VAL-U-FANS are

packed 3 ways to fit your requirements: in individual cartons, in 6-bulk packs, or 6-project packs ( housings in one carton — motors, fans and grilles in second carton for two stage installations.)

Switch operated, Leigh VAL-U-FANS are U. L. listed. They are equipped with corrosion-proof vinyl dampers operated by air pressure. They are compact, low priced. They offer you efficient ventilation, dependable service. Get full information on the new Leigh VAL-U-FANS. Write today for Leigh Bulletin 427-L.

Circle 11 on Reader Service Card



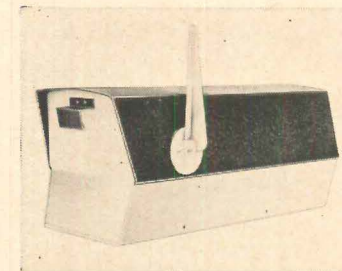
**Humidifies houses up to 2000 sq. ft.** And the new Turbo-Flo Humidifier is inexpensive (has no electric motor — no electric wiring at all). It runs on air circulated by furnace blower. A great new house selling product for you. Write for Bulletin 414-AC.

Circle 12 on Reader Service Card



**Illuminated face of the Glo-vent** range hood eliminates color coordinating problems. Why? Because the soft glow of its diffused light enhances any kitchen color scheme, any decor. Has modern rectangular lines. And an appliance finish that is the finest in the industry! Your choice of one ducted or two duct-free models (the economy model has a refreshable hexachlorophene coated filter). All three models are available in four popular sizes. Write for Bulletin 353-L.

Circle 13 on Reader Service Card



**The gift complete** — a Leigh Suburban and Rural mailbox. Probably America's most popular styled suburban mailbox. Perfect for many new homebuyers — as a gift from you. Look 'em over — along with Leigh city mailboxes — write for Bulletin 390-L.

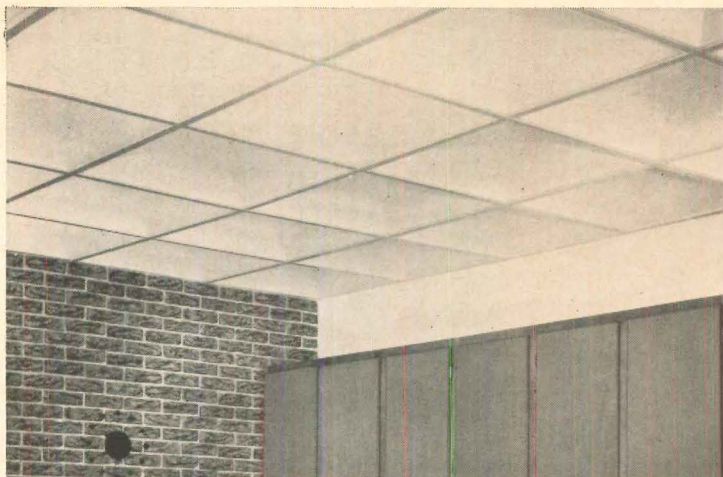
Circle 14 on Reader Service Card

# -- and help you cut building costs too!



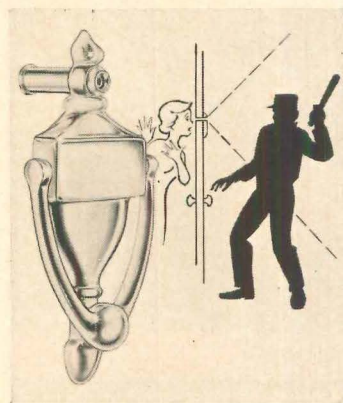
**Labor saving doors and shelves.** With labor growing scarce and more expensive, Leigh doors and Leigh adjustable closet shelves and rods help you cut the cost of building. They lower total cost of finishing closets because they *greatly reduce* installation time. Leigh FULL-VU doors, for instance — steel or vinyl — can be installed in about 20 minutes per opening. Only three screwdriver adjustments are needed to raise, lower, plumb and align doors. All feature famous Leigh FULL-VU steel frame construction for dependability — smooth, silent operation. Save additional time and money with Leigh adjustable steel rods and shelves. They are prefinished — eliminating the labor of cutting, fitting, sanding, and painting necessary with wood shelves and rods. Can't warp or splinter either. Get full information on these important labor saving products. Write for Bulletin 422-L.

Circle 15 on Reader Service Card



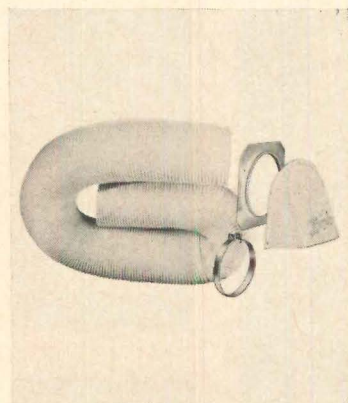
**New Leigh Residential/Commercial suspended ceiling grid** is available with your choice of two main tees: the regular one-inch high main tee for residential ceilings. Or the new 1½"-high main tee for heavy duty installation. All other components of this famous Klip-Lock system — cross tees, wall angles, joist hangers are interchangeable. Also a complete line of light diffusing or opaque panels — a complete all-vinyl grid system, too. Write for Bulletin 424-L.

Circle 16 on Reader Service Card



**Doorknockers with built-in viewers** give homeowners the vital safety feature of a Leigh thru-the-door, wide-angle optical viewer set in an attractive doorknocker. Protection against unwelcome callers. Inexpensive. A house selling plus! Write for Bulletin 408-L.

Circle 17 on Reader Service Card



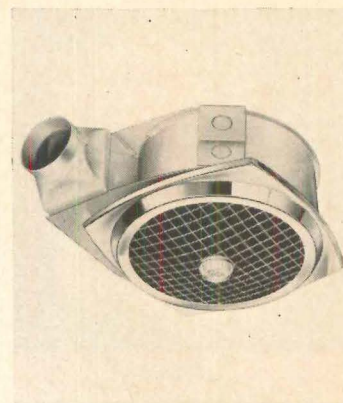
**New dryer vents and kits by Leigh.** For lowest cost venting of clothes dryers (ventilating fans, too). High impact hood, flexible GAMMA-POL duct with sections that thread together for runs of any length. See full line, write for Bulletin 411-L.

Circle 18 on Reader Service Card



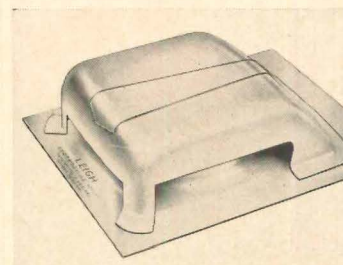
**Air Control ceiling diffuser** handles big air capacities for cooling or heating. Low resistance ring design. Finished in off-white enamel to blend with any ceiling. Ask your heating contractor to show you the new Air Control catalog. Or write for Bulletin 321-AC.

Circle 19 on Reader Service Card



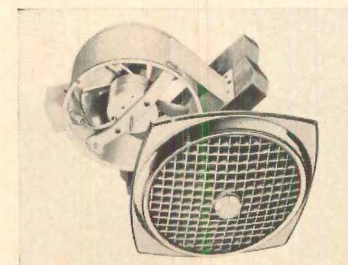
**Shhhh — WHISPERVENT.** Leigh's exclusive ventilating fan turns so slowly it doesn't create noise. Yet it has enough capacity for a 55 sq. ft. bathroom. G. E. motor is guaranteed a full year. Lots more plus features. Write for Bulletin 329-L.

Circle 20 on Reader Service Card



**Patented Leigh roof ventilator** in aluminum or galvanized steel. Roof proved, weather proved on thousands upon thousands of homes. One piece base, "Roll-Lock" collar, special baffle, 8-mesh screen. Ask for this ventilator by name — the Leigh 405.

Circle 21 on Reader Service Card



**Leigh economy fan** for ceiling installation, fastens to single joist. Has brighter-than-chrome grille finish — permanently rustproof. 4 pole motor. 8"-diameter fan. Takes 8" round duct. U.L. listed. See all the Leigh fans. Write for Bulletin 433-L.

Circle 22 on Reader Service Card

*Leigh* makes more than

*150* products for the building industry

*160*

Call your supplier or write for more information.



**LEIGH PRODUCTS, INC.**  
2566 LEE STREET, COOPERSVILLE, MICHIGAN 49404

East Coast Warehouse: Leigh Corp., Roselle, New Jersey. West Coast Warehouse: Leigh Industries, Inc., City of Commerce (Los Angeles), Calif. Made in Canada by Leigh Metal Products Ltd., London, Ontario. Western Canada Sales Agency: E. H. Price Ltd., Winnipeg, Edmonton, New Westminster, Calgary.

# The fullest line in the business

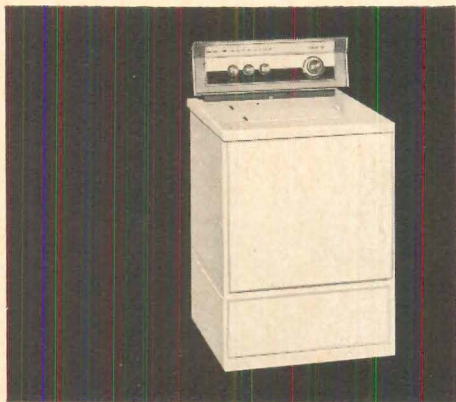
Hotpoint  
**SINGLE**  
**SOURCE**  
 Builder Program

Now you can have true freedom of choice... Hotpoint's Single-Source Builder Program offers every kind of builder appliance, plus an almost unlimited selection of models to fit your cost, size and style requirements perfectly. It's the *fullest* line in the business! And it's backed by Hotpoint's 90-Day Replacement Guarantee of Satisfaction, in addition to the standard parts and labor warranties.

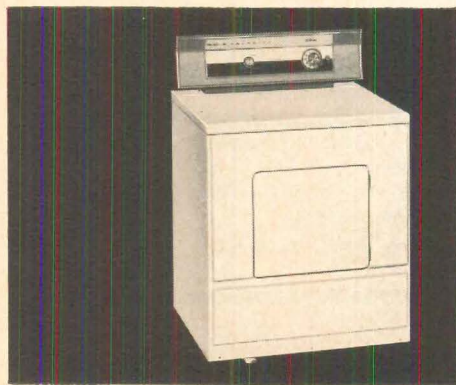
## Hotpoint

*first with the features women want most*

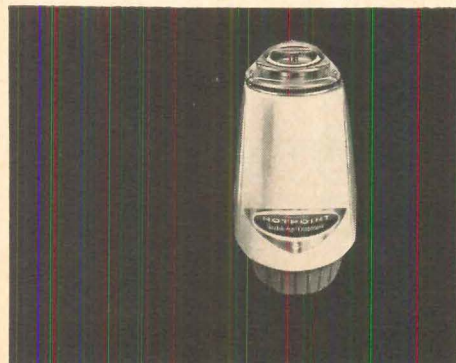
Hotpoint—The General Electric Company • Chicago, Illinois 60644



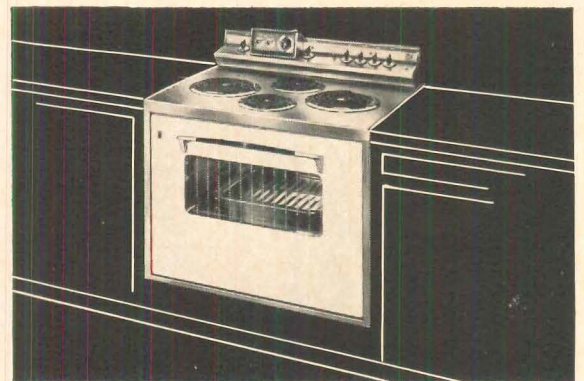
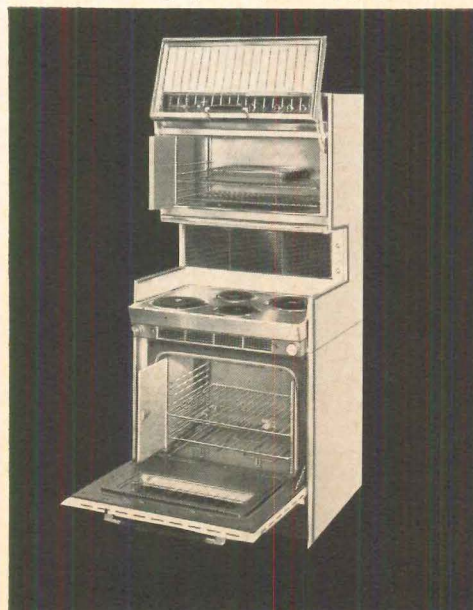
11 Washers



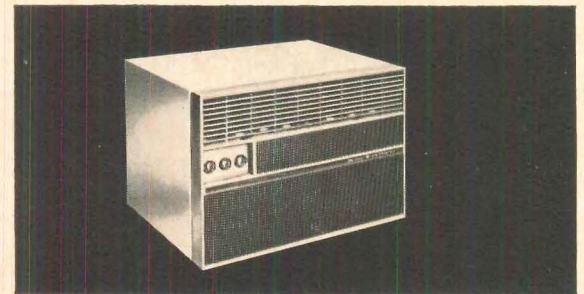
10 Dryers  
 6 Food Waste Disposers



22 Refrigerators  
 37 Ranges/Ovens/Surface Units

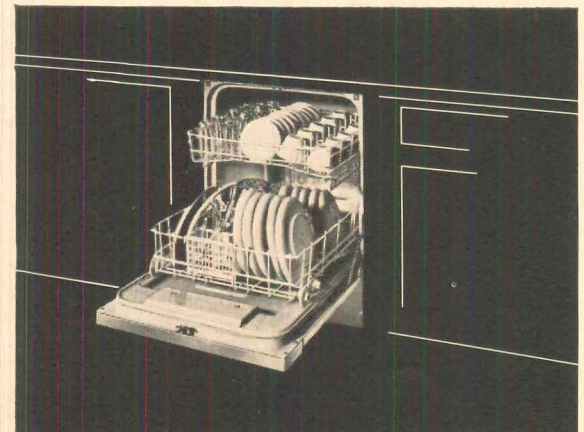


6 Drop-in Ranges



8 Air Conditioners plus a full line of Electric Heat Products

4 Dishwashers



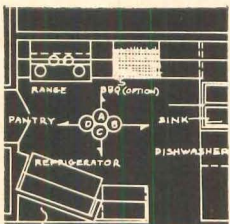
# ...the best in professional builder services

And Hotpoint helps you keep costs low with a full range of expert technical and building services. Example? A builder was planning to install a U-shaped kitchen in the homes of one of his major subdivisions; he called in Hotpoint early and our Kitchen Planners showed him how a corridor-kitchen plan could be substituted. This eliminated costly corners and more than 100" of countertop, saving the builder more than \$45.00 on each unit.

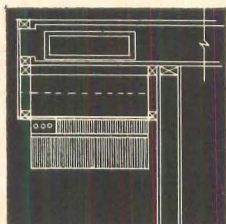
You'll sell better with Hotpoint, too. Because it's a name customers know and

respect. Over a million dollars in dramatic TV and magazine advertising is pre-selling prospects on Hotpoint's outstanding features — like Teflon-coated oven walls, No-frost refrigerators on wheels, and an automatic washer that does hand-washing better than hands.

Your local Hotpoint distributor stocks the full-line. So, call him today to get the full story on our Single-Source Builder Program. He wants your business, and can deliver the products and services to earn it!



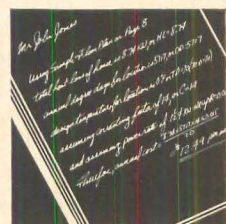
Kitchen and Laundry Planning



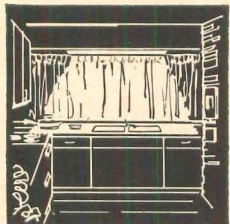
Air Conditioning Calculation and Layout

Hotpoint		DATE	PROJECT
KITCHEN		PROJECT	LOCATION
KITCHEN		PROJECT	LOCATION
1	Room	10.15	10.15
2	Address #	10	10
3	Area	10	10
4	Condition	10	10
5	Building Name	10	10
6	Building No.	10	10

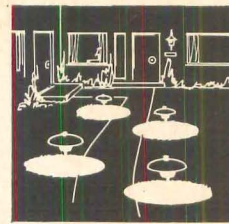
Heating Calculation and Layout



Heating and Cooling Cost Estimates



Interior Lighting



Exterior Lighting

Sales Promotion Assistance



# Hotpoint

first with the features women want most

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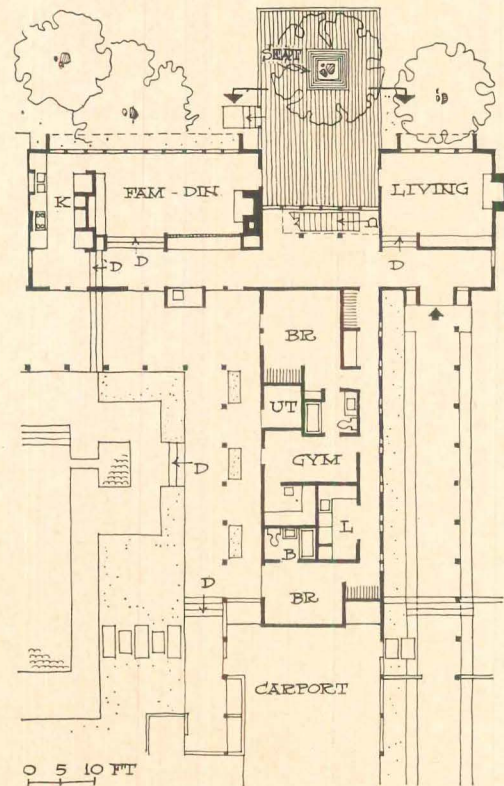
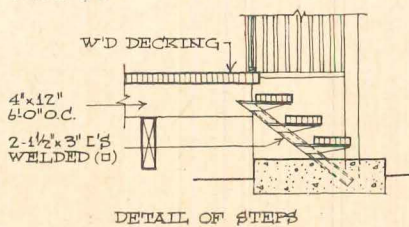
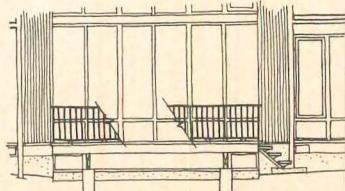
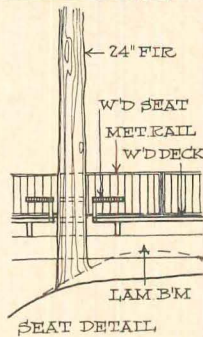
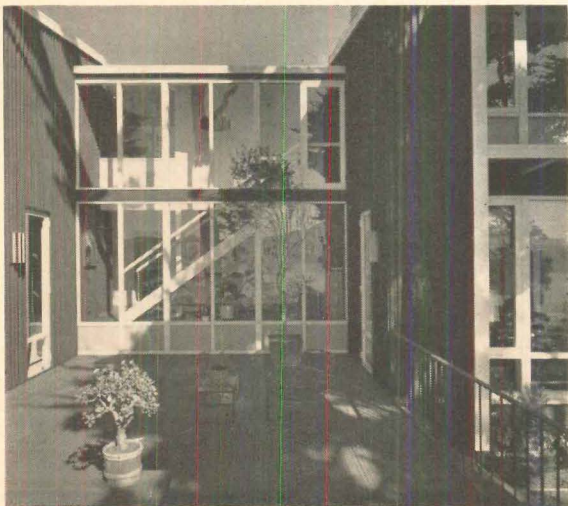
Fifth in a series on planning and design ideas

Photos: Karl H. Reik

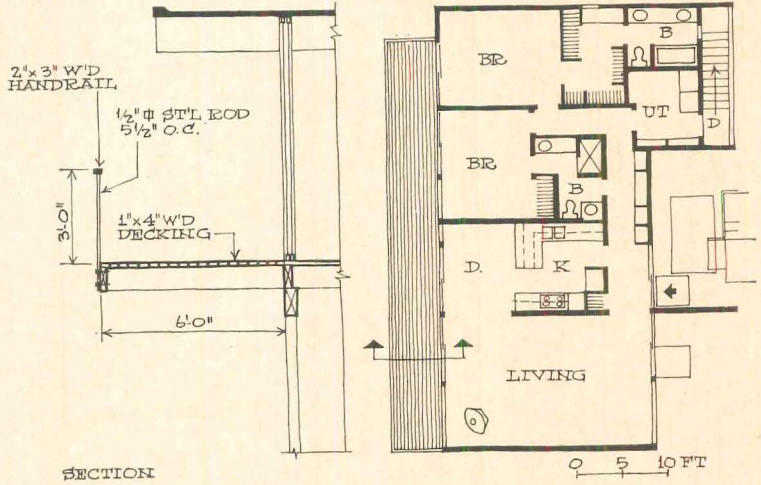
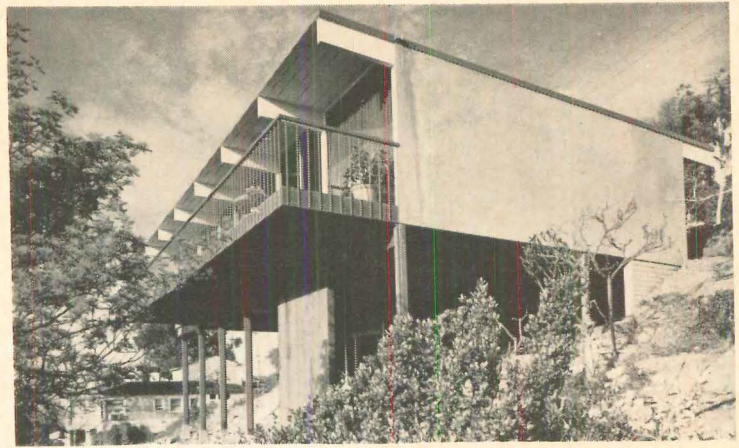


## A PROJECTING DECK BUILT TOWARDS A VIEW

The 16'-wide deck extends 30' from the glass-walled entrance gallery (below) towards a view of San Francisco Bay. To save a 2'-wide tree, the deck was built with a 3'-square opening for the trunk. Architects: Campbell & Wong.



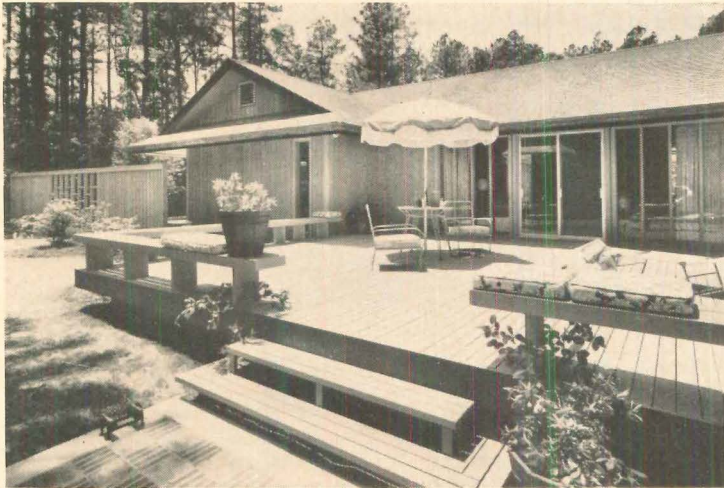
Photos: Douglas Simmonds



A 47'-LONG DECK ABOVE A STEEP SLOPE

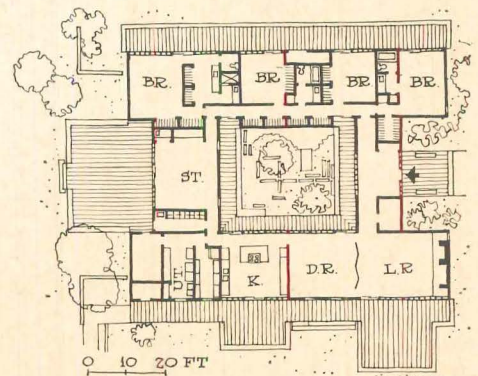
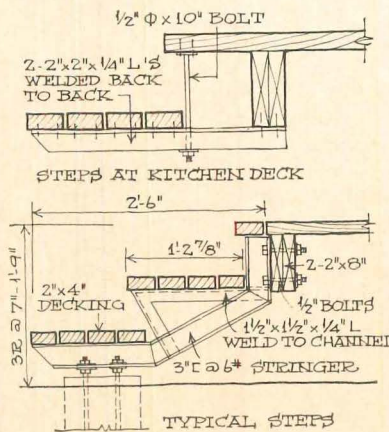
It is protected from the western sun by a 4'-deep overhang and faces a view of La Jolla, Calif., and the sea. All the main living areas open onto the deck through tinted glass floor-to-ceiling windows and sliding doors. Architect: Homer Delawie.

Photos: Frank Lotz Miller



LOW DECKS THAT TIE THE HOUSE TO THE GROUND

The two decks above are built off the study and around the atrium (see plan). They form a bridge between the living level and the ground, and provide usable outdoor space during fall and spring when the ground is damp and cold. Architects: Hayes, Howell & Associates, Southern Pines, N.C.



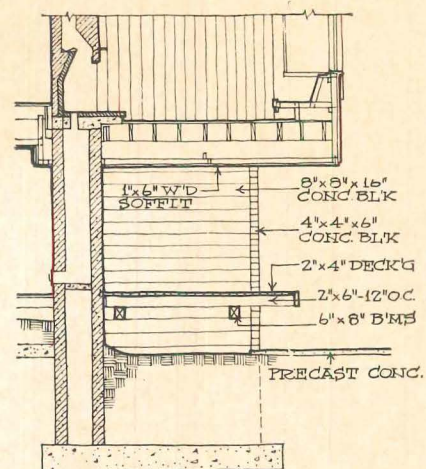
continued

Oldencamp

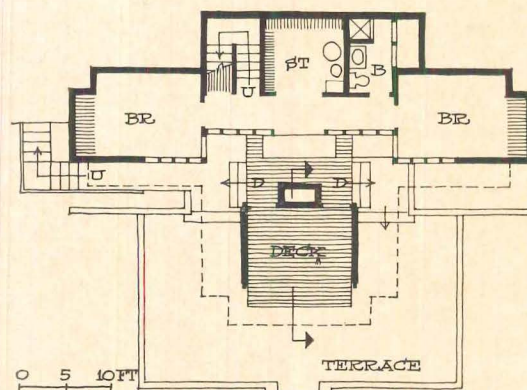


## A SHELTERED DECK FOR A WINDY BEACH SITE

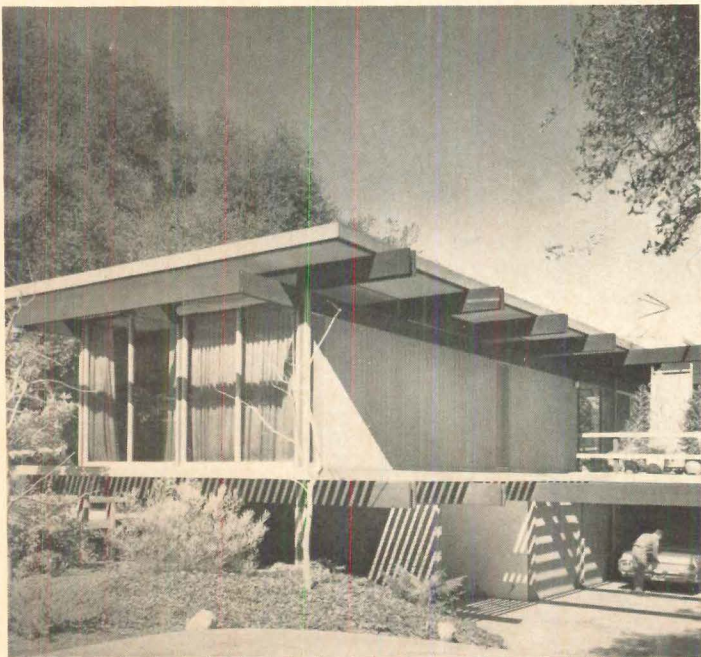
This 10'x10' deck, snugged between masonry walls, is part of a year-round beach house in Oceanside, Calif. With rear doors closed, it becomes a wind-free sunpocket in winter. Architects: Schoell & Geritz.



SECTION

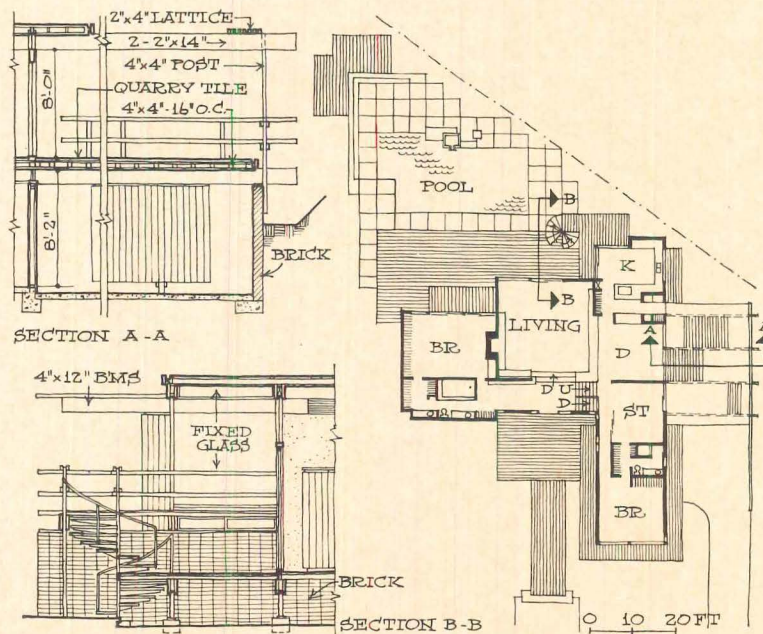


Photos: Leland Y. Lee



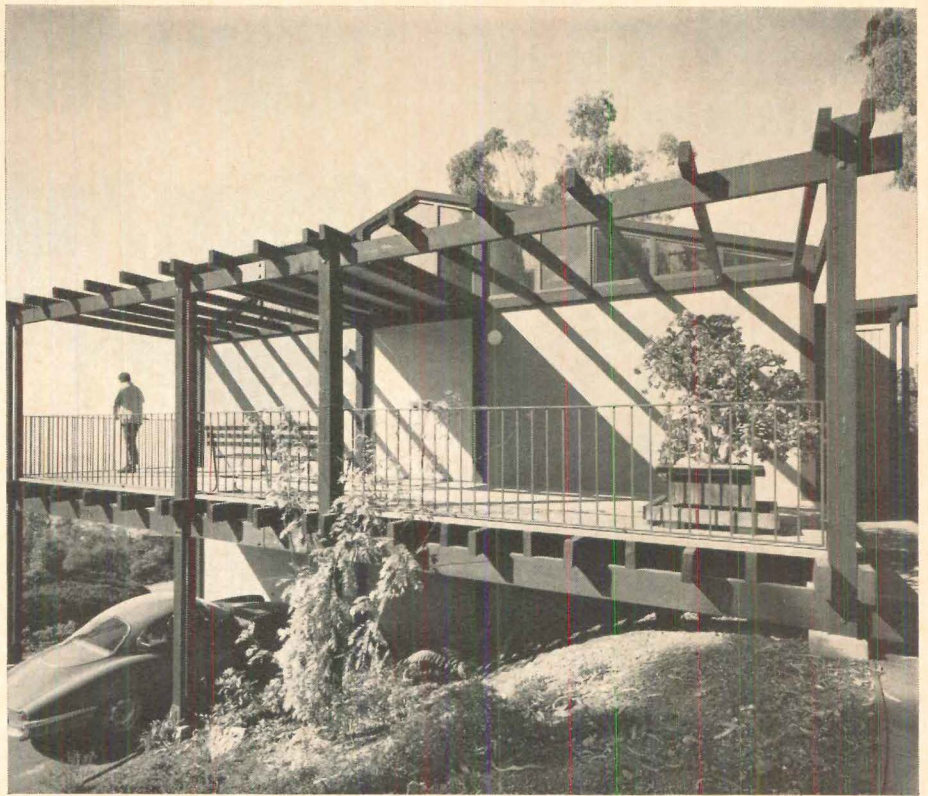
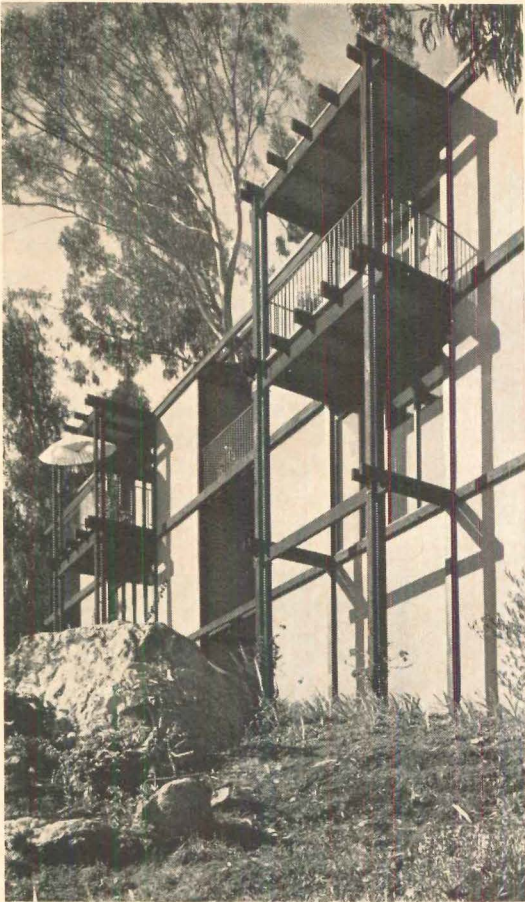
## DECKS THAT LEVEL OUT A SLOPING SITE

This house is completely surrounded by decks. The carport deck (above) opens off the study, dining room and service area. The rear decks (below) are on three levels and serve the kitchen, living room and master bedroom. Spiral stairs connect the top and bottom levels. Architect: Raymond Kappe. Location: Sherman Oaks, Calif.



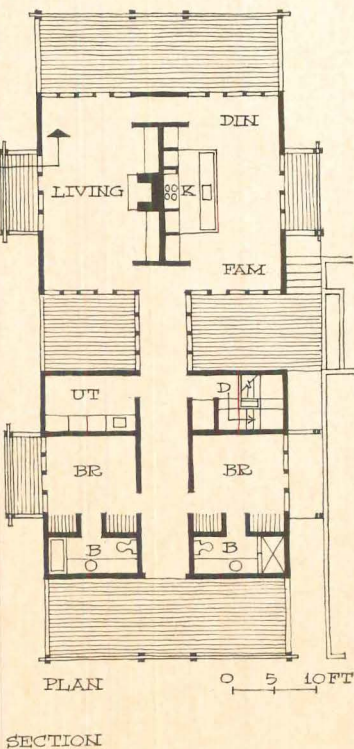
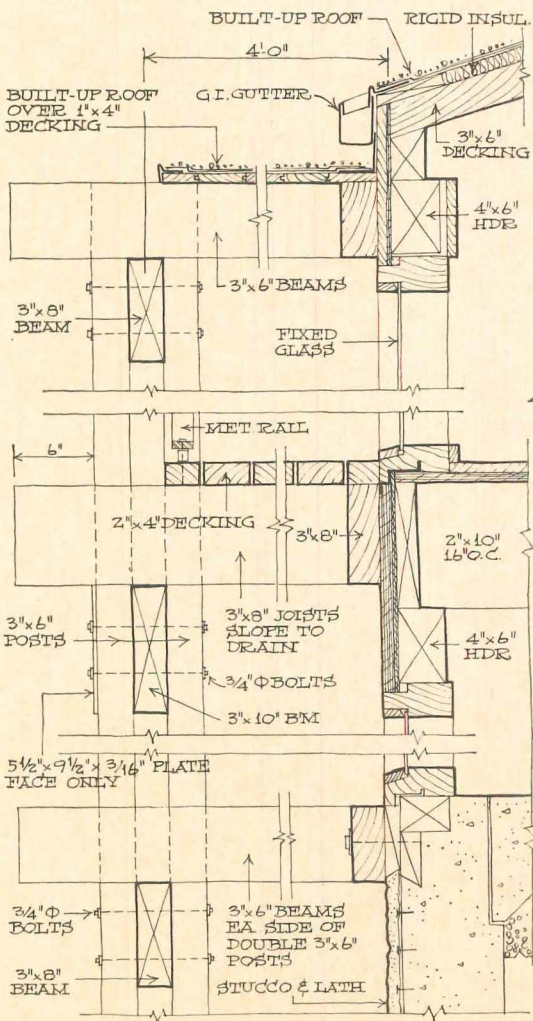


Photos: Karl H. Reik

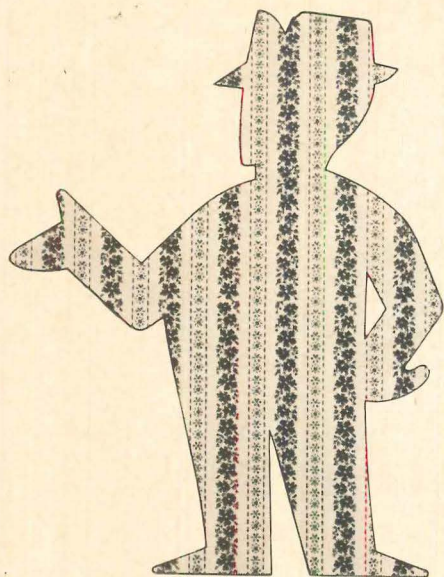


LONG-LEGGED DECKS FOR A VERY STEEP SITE

The decks provide eight convenient outdoor living areas with varied views for this house in Berkeley, Calif. The entrance deck-bridge (above) leads to the main living level above garage, storage and workshop. Architects: Myra and Ronald Brocchini.



**Need a good  
salesman to hang  
around the house  
all day?**



## Try wallpaper

We're serious. Wallpaper does sell homes. Not all by itself, of course. But, everything else being more or less equal, wallpapered homes have the warmth and individuality that stimulate a quick sale.

Who says so? Builders. We asked 1000 of them. For the record, two-thirds of new home builders replying said wallpaper helped them sell homes they'd built. Faster. And easier. Therefore, more profitably. That's what they said.

Maybe it was just their money talking.

Talking of money, we have a new builder booklet that will help you make more. Just fill out the coupon and send for your free copy today.

Of course, we expect you to make an initial investment. A 5¢ stamp.



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New York, N. Y. 10022

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# \*House & Home's Standing Offer to Building Product Advertisers

If you have the least doubt that builders prefer HOUSE & HOME, run your own test. We'll pay for it. All we ask is that the following conditions be met: Maximum mailing of 1,000 to any unbiased list of active builders. In the interests of good research, advertiser or agency must participate in preparing the questionnaire. A magazine preference question must be included. Tabulation to be done by the client or an outside agency. The client will write HOUSE & HOME a letter detailing the results and give HOUSE & HOME permission to use it in selling. Interested? Contact your HOUSE & HOME representative.

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225 California St.  
Phone: (415) 362-4600

## READ THE

*This advertisement was read by more than 15,000,000 persons throughout the country when it ran in the full circulation of LIFE magazine on November 12, 1965.*

*Result? Thousands upon thousands of inquiries. Not only from consumers, but from builders, architects, distributors, contractors, utilities . . . everyone interested in truly the best heating system on the market today.*

*Read the ad, then the checklist below. And finally, use the pertinent portion of the coupon to write in immediately for more information.*

### COMPARE THESE FEATURES WITH ANY HEATING SYSTEM ON THE MARKET TODAY

#### COMFORT

The only method of heating that provides less than a 3° F. floor-to-ceiling temperature differential. No cold floors. No cold drafts.

#### ECONOMY

Test ceiling temperature. Every degree above 72° F. increases costs 3%. See why our 3° temperature differential between floor and ceiling saves up to 25% and more in annual operating costs, over other methods of heating.

#### SAFETY

New York City Building Code will allow only International to be placed behind the flimmest drapes, furniture, doors, etc. Units available for hazardous locations and are listed by U.S. Coast Guard, U.L., CSA, NEMA and Commonwealth Edison.

#### CLEANLINESS

Low hot water temperature eliminates the burning of lint and dust particles in the air, which turns them into carbon cinders. At the same time constant balance of temperature at outside walls makes this the only electric heater guaranteed to eliminate condensation and smudging.

#### HEALTHFULNESS

Since unlike other electric heaters, lint and dust particles are not burnt into carbon cinders, fine relief is provided for sinus and allergy sufferers.

# LIFE Magazine ad that electrified the nation

For families truly concerned with comfort, healthfulness, and absolute safety, a remarkable heating invention from International . . .

## HOT WATER HEAT WITHOUT PLUMBING

THE STORY OF ONE OF THE FASTEST GROWING HEATING SYSTEMS IN THE WORLD... MORE THAN 100,000 INSTALLATIONS IN SIX YEARS... AND THE MAN WHO MADE IT POSSIBLE.

Just over six years ago, a plumber and an electrician from Seattle, Washington, flew to St. Louis to see Sidney J. Heiman, president of the International Oil Burner Company.

They had with them an invention. A hot water heating baseboard that required no plumbing for its installation.

Quite simply, it was a hermetically sealed copper tube containing water. Inside the tube was an electrical element which, when heated, caused the water to circulate, creating hot water heat.

They came to Sid Heiman to get a straight answer on the worth of their invention. They knew him as a dedicated veteran of the heating industry. They knew he had pioneered the concept of perimeter warm-air heating.

And they knew he had guided his company from its beginning as a small maker of oil burners into one of the nation's largest manufacturers of heating and cooling equipment . . . and the world's largest maker of this equipment for the mobile home industry.

After six months of intensive testing, Sid Heiman gave the two gentlemen his answer. He said, simply, that their invention would revolutionize accepted heating methods.

He asked for the opportunity to manufacture the equipment. An agreement was subsequently reached, in which the two gentlemen were to be given royalties on the sales.

For the next five years, Sid Heiman spent the greater part of his life in an airplane. He flew to every section of the country to give seminars to consumers, electrical contractors, builders and architects.

### By 1962, 50,000 Installations

By 1962, his new equipment began to sell in substantial volume. At the end of 1963, he could count more than 50,000 installations in homes, apartments, motels, offices, etc.

Then, in 1964, Jim Price, chairman of the board of National Homes Corporation, the world's largest producer of manufactured homes, learned that one of his home dealers in Indianapolis, Indiana, was offering International's hot water electric heat as an option to gas heat.

He personally investigated, and found that of 55 homebuyers given this option, 52 had selected International. He also learned that this builder was offering a third option: ordinary electric resistance heat at \$200 less. There wasn't one taker.

For entire homes, apartments, and single cold room problems



Note how baseboards can be placed directly behind draperies.

Soon after, National Homes put into motion plans to adopt International hot water electric heat for all of its plants, including its subsidiaries: Lesco Homes, Martinsville, Virginia; and Best Homes, Effingham, Illinois.

In the meantime, other builders had begun using International. Electrical contractors throughout the country started recommending it to their customers.

### Portable Model Sales

And many of the nation's leading department stores began selling International hot water electric heat in portable models, which can easily be carried from room to room. These stores include Hammacher Schlemmer in New York City; Hechinger's in Washington, D. C.; L. Grossman & Sons in New England; Famous-Barr in St. Louis, and Brueners on the West Coast.

What makes this heating equipment so remarkable and worthwhile?

One reason is its *economy*. Take the case of Argyle Gardens Apartments in Elmhurst, Illinois, a suburb of Chicago. There, the first year's operating costs averaged more than 25% below the estimates of the local electric utility. In some apartments, the cost was as much as 60% below estimates.

To fully understand how this is possible, let's take a closer look at the heaters themselves.

In the first place, the temperature of the water in the heaters actually changes according to how cold it is outside.

For example, on a mild day, the water temperature may not get much over 90° F. On a very cold day, it will rise to over 200° F.

This means that cold air coming off walls and windows is *exactly balanced* by heat emitted from the heaters. Never too much heat . . . never too little. There is no waste.

As a result, there is less than a 3° F. difference between floor and ceiling temperatures. No heat bunched at the ceiling where it isn't needed.

Because temperatures are so uniform throughout the rooms, thermostat settings can be lower. This means definite money savings. According to research of the Coal Institute, for each degree above 72° F. on the thermostat, heating costs rise 3%.

These same facts account for the remarkable comfort of International hot water electric heat. No cold floors, because the floor is practically as warm as the ceiling.

In addition, there are no cold drafts. And no "on again . . . off again" heat. Air circulates slowly and refreshingly at all times.

Then there are the advantages of healthfulness and cleanliness. Dust and lint particles in the air will scorch and turn into carbon cinders when heated to 325° F. These scorched particles are the culprits that cause your walls to smudge. They also irritate the nose and throat membranes of allergy sufferers. Unlike other heating methods, International baseboards never reach 325° F., even on very cold days.

In addition to the advantages of *economy*, *comfort*, *health* and *cleanliness*, (no moving parts, so silent, too) there is still one more. That is the heater's *absolute safety*.

International hot water electric baseboards, unlike ordinary electric resistance baseboards, can be placed behind the *filmiest* drapes. As a matter of fact, New York City will not only allow International to be placed behind draperies, but behind doors and furniture as well.

### Safest for Children

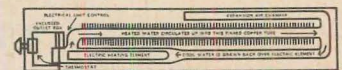
Mischievous children can stuff gauze, tissue, what have you, in the heaters without the slightest danger.

These are the reasons why Sid Heiman considered this heating system so revolutionary, and why we sincerely believe that you can have no better permanent or portable heating whatever your needs.

Here, briefly, is how the baseboards operate.

When the water (which includes an anti-freeze solution that protects to 50° F. below zero) is heated by the electric element in the permanently sealed copper tube, it begins to circulate, releasing warmth.

Even when the thermostat shuts the unit off, warmth continues to be released by the circulating water.



Each unit is self-contained. There is never need to add water or to refill. And each heater contains an electric limit control and air expansion chamber.

So call your department store if you're interested in a portable model that plugs into any electrical outlet. Or call your local electrical supply wholesaler for the name of the outlet or electrical contractor nearest you . . . if you're interested in a permanent installation.

If they don't have it (Sid Heiman still hasn't seen everyone), then send the coupon below directly to the company for fast and complete service.

**HOT WATER ELECTRIC HEAT DIVISION**  
INTERNATIONAL OIL BURNER CO.  
3800 Park Ave., St. Louis, Mo 63110



Exclusive U.S. Patent Nos. 277342, 3150250. Canadian Patent No. 696903.

MAIL THIS COUPON TO International Oil Burner Co., 3800 Park Ave., St. Louis, Mo. 63110 For Rooms  Wall  Heater  Portable  Permanent

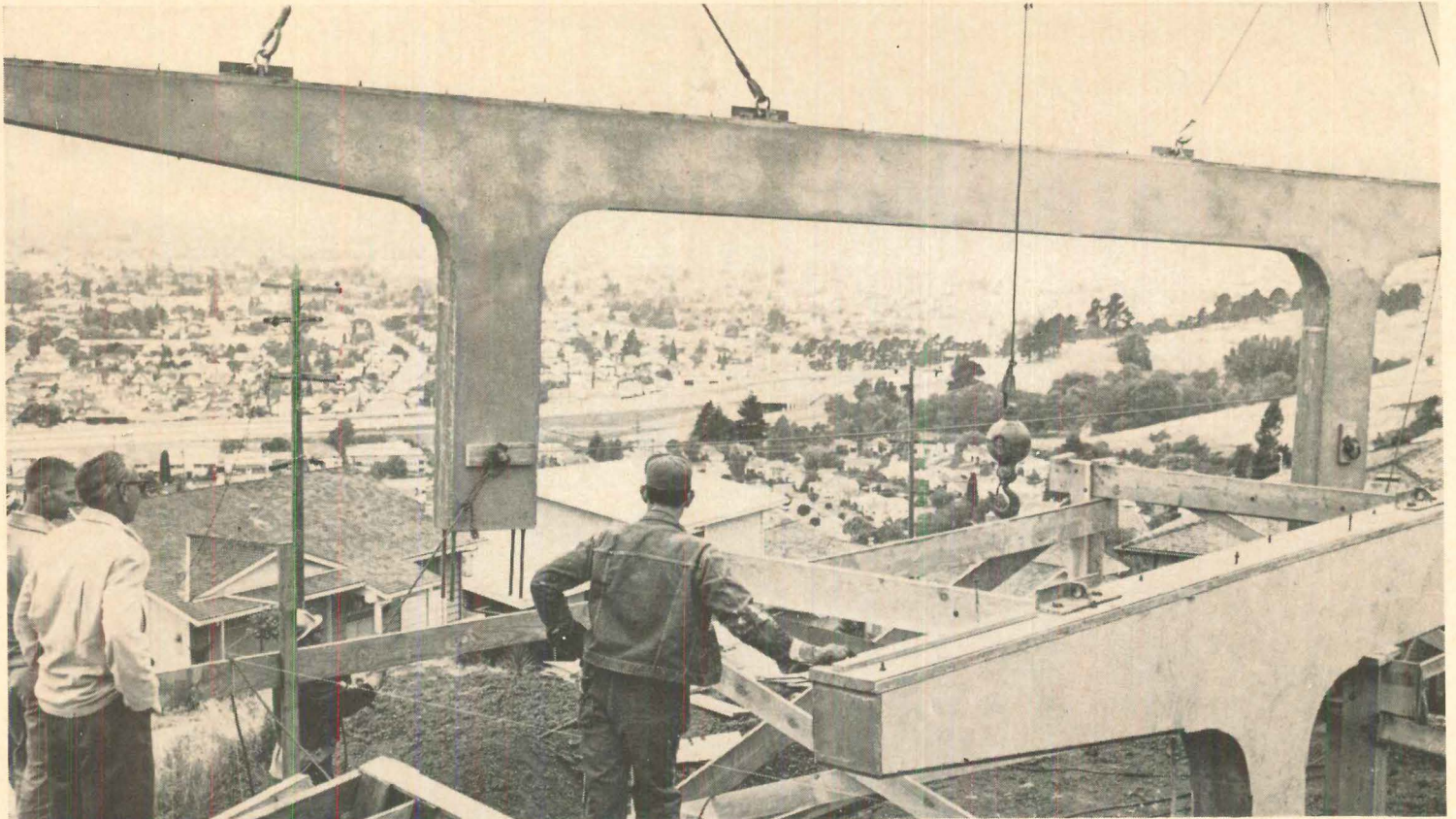
### OUR CHALLENGE TO YOU:

Unless International hot water electric heat sells your homes faster, don't waste your time or money on it. Just install the system in one home. Then run an ad with our insert. If you don't experience faster overall sales on your homes, the heaters will cost you nothing. We'll take them back. In addition, we'll pay the cost of the entire ad. If you're interested, send us plans and specifications for a free heating layout, today.

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Mail to: Sidney J. Heiman, Chmn. of the Bd., Int'l. Oil Burner Co., 3800 Park Ave., St. Louis, Mo. 63110



**DOUBLE-TEE BENT** for a 50'x52' house is placed parallel to second double-tee across steep slope. The 20,000-lb. bents rest on 10'-deep caissons.

**Question: Do concrete bents like these make sense for hillside houses?**

**Answer: Yes—but only if they are cast in place**

The bents, though more expensive than steel stilts, are used by Builder James Knuppe of Hayward, Calif., because:

1. They look better than steel stilts from the downhill side.
2. They eliminate the floor "bounce" that people often object to in stilt houses.

But Knuppe says it doesn't pay to pre-cast the bents in a sand bed at the site and lift them into position. He tried it that way

with the bents shown here and found that the giant crane he needed caused too many scheduling problems and cost too much—\$100 an hour for up to two days.

So Knuppe has designed fiberglass forms and will try casting the bents in place. He will still need a crane—but only a light one—for the laminated-wood or concrete beams that span the bents.

Knuppe uses two kinds of bents—dou-

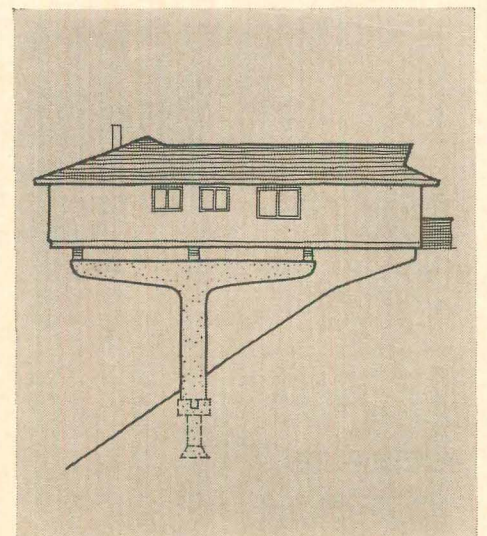
ble-tee (*photos*) and single-tee (*drawing*). He tried them out last year in an experiment with three 50'x52' hillside houses: two were built on the bents and the third on a steel structure. Square-foot costs of the completed platforms—including foundation, subfloor and rough plumbing—were \$2.75 for 40,000-lb. single-tees, \$2.65 for 20,000-lb. double-tees, and \$2.50 for steel rigid frames plus glue-lam beams.



**HEAVY CRANE** made precasting of tees uneconomical, forced builder to cast them in place.



**PRECAST BEAMS** top off bents, providing support for deck. Wood beams can be substituted.



**SINGLE-TEE BENT** requires a belled caisson twice as deep—20'—as that needed by twin-tee.

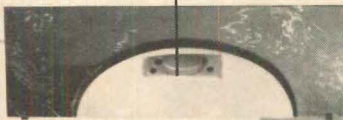
Technology continued on p. 138

# Who but Crane would think of a hidden soap dish?

(or all these other extra-convenience features)

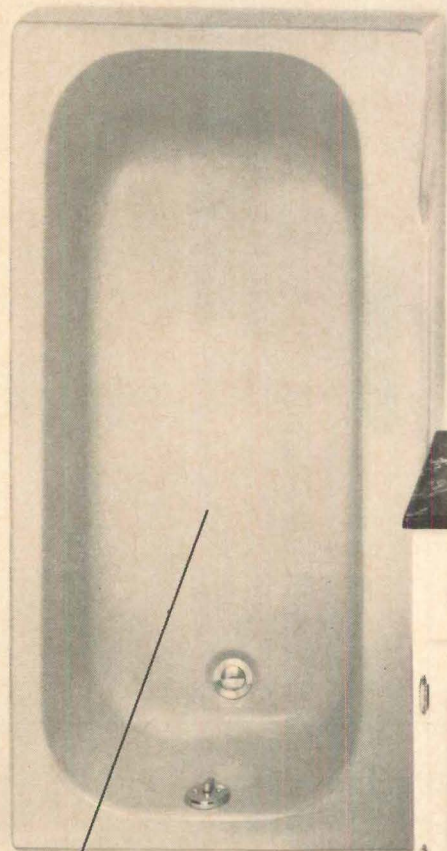
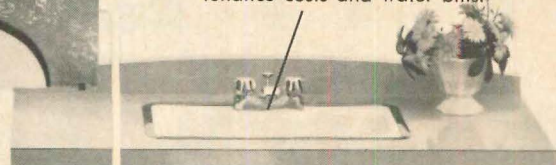
## Soap dish out of sight

Crane's exclusive concealed soap receptacle (as shown in the mirror here) puts the soap where it belongs — out of sight. Keeps your counter-top neat and clean; also doubles as an overflow.



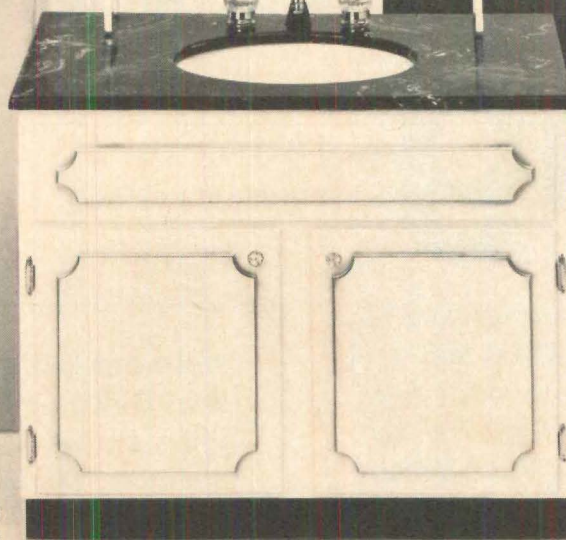
## Leak-proof faucets

Exclusive Crane Dial-ese control keeps stem threads dry, free from corrosion. Lasts years longer than conventional controls. Valve closes with water pressure. No more washers to change. Cuts maintenance costs and water bills.



## Step in and out with safety

Unusually low silhouette (only 14" high) of Crane's Fairfax tub makes getting in and out safe and easy. Pleasing sculptured styling features full-length rim seat.



## Sweat-free tanks

Crane's Neu-Sahara tank stays dry even when the bathroom steams up to 80° and 70% humidity! Ends wet floors. (Shown here with Crane Radcliffe toilet.)

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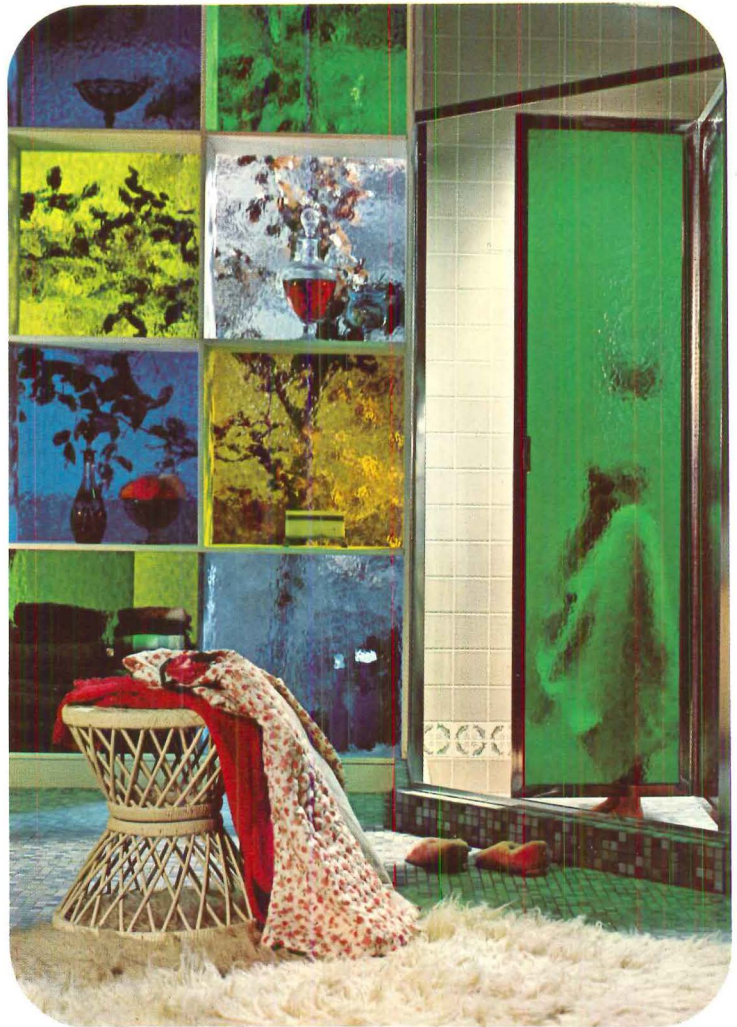
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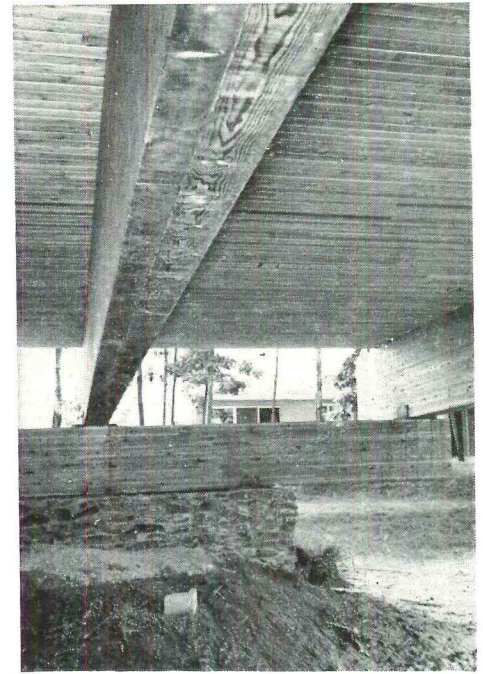


Henry M. Barr Studios



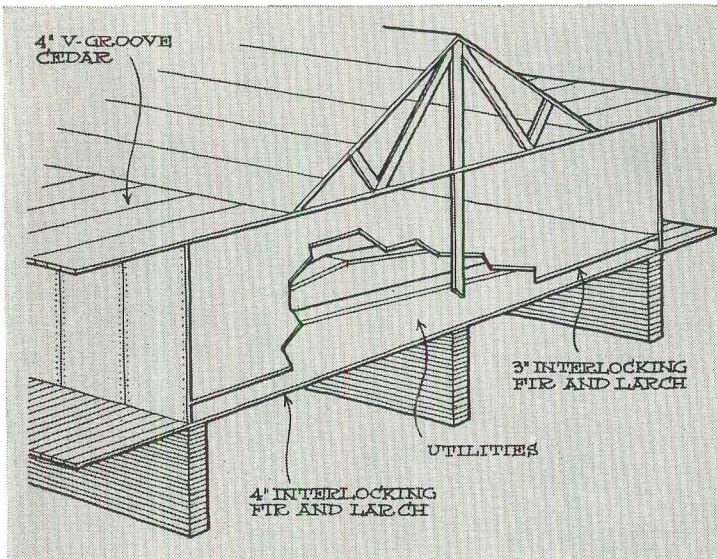
**LONG SPAN** over man-made pond is bridged by 1"x4" glue-lam beams on stone-faced concrete

foundations. Beams carry 68' of the 100' house. Remainder is two levels on normal footings.

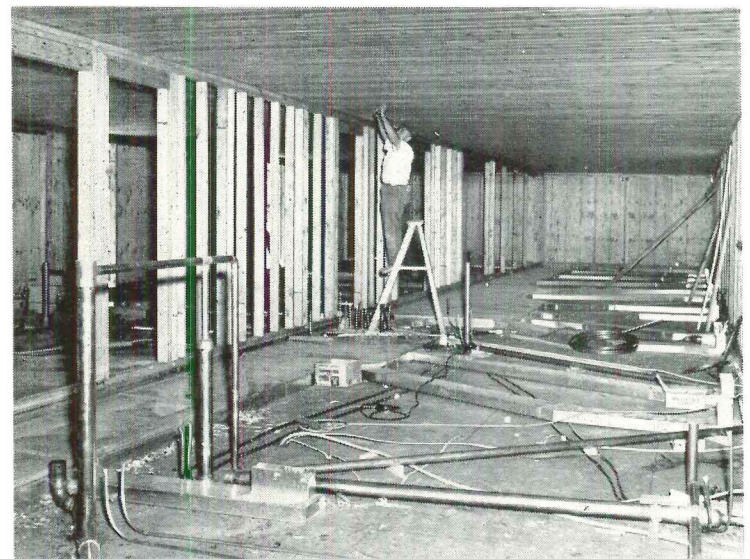


**EXPOSED FLOOR** above pond is interlocking cedar-faced decking spanning 15' between beams.

**Question: Where are the utilities in this open-foundation house?**



**CROSS SECTION** shows use of laminated decking as floor, roof-ceiling and unsupported balconies. Truss transfers roof load to center partition.



**UTILITIES PLENUM** let tradesmen lay out mechanicals on top of floor rather than below. Then a 3"-thick walking surface was laid on 8" spacers.

**Answer: All wiring, ducts and plumbing are inside the hollow floor**

Builder Bob Schmitt had no choice. The mechanicals couldn't go under the plank floor decking because they would have been exposed to view and to the elements. So Schmitt added a second layer of decking—spaced 8" above the first layer by 2x8s—and created a utilities plenum.

The bottom layer of decking is more than just a good-looking subfloor, however. It cantilevers 6' and 8' on two sides of the house to form house-length balconies (*drawing*) without any framing support. And it spans 15' between floor beams. To get this kind of strength from decking,

Schmitt used 4"-thick laminated boards—fir core and cedar facing—with tongue-and-groove joints at ends and sides.

Heavy 4" decking was also used as combination finished ceiling and roof. But here, because of heavier loading, a row of trusses was added over a center bearing wall. The trusses also provide a raceway which solves the problem of how to run wires to ceiling fixtures in a single-thickness ceiling.

Schmitt, well known for his pioneering in homebuilding technology, went out of his way to make this house a showcase for wood. First, he set up a dramatic span

demonstration by building the house across an artificial pond. Second, he left the horizontal wood bearing members exposed as natural finish and covered the rest of the framing—inside and out—with other wood finishes.

Schmitt also made the house a showcase for himself—it is his own home. He built it on a 150'x400' lot in his current tract in Berea, Ohio. Besides the 32'x100' main living section shown above—which contains a 32'x50' lower level—the house has an adjoining 35'x60' swimming-pool building. Total square footage: 7,160.





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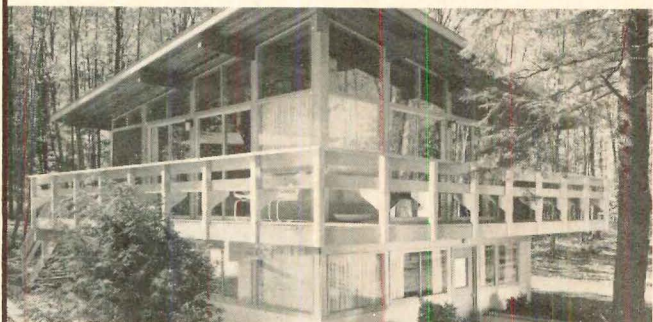
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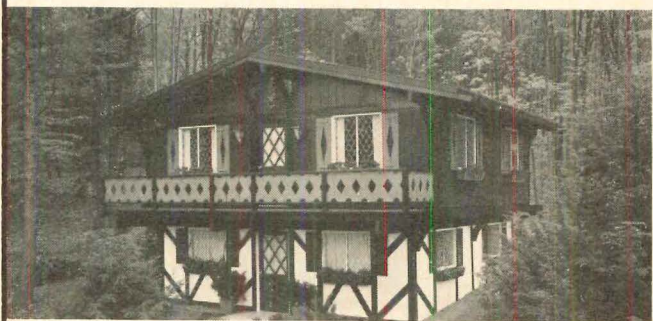
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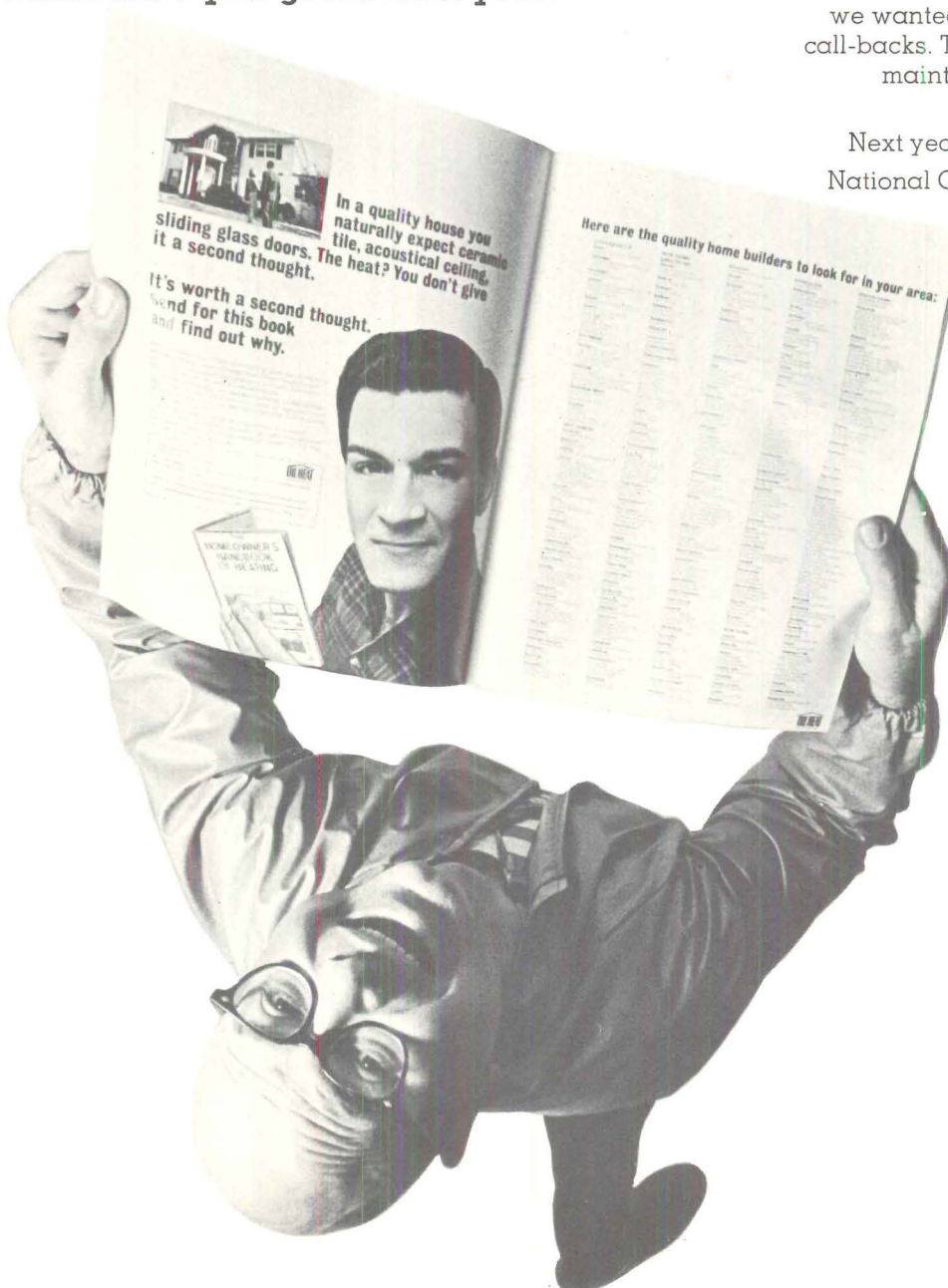
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And — because oil goes anywhere — we built where we wanted, when we wanted — with no expensive call-backs. The Oil Dealer handles all the service and maintenance. And home buyers have a choice of suppliers.

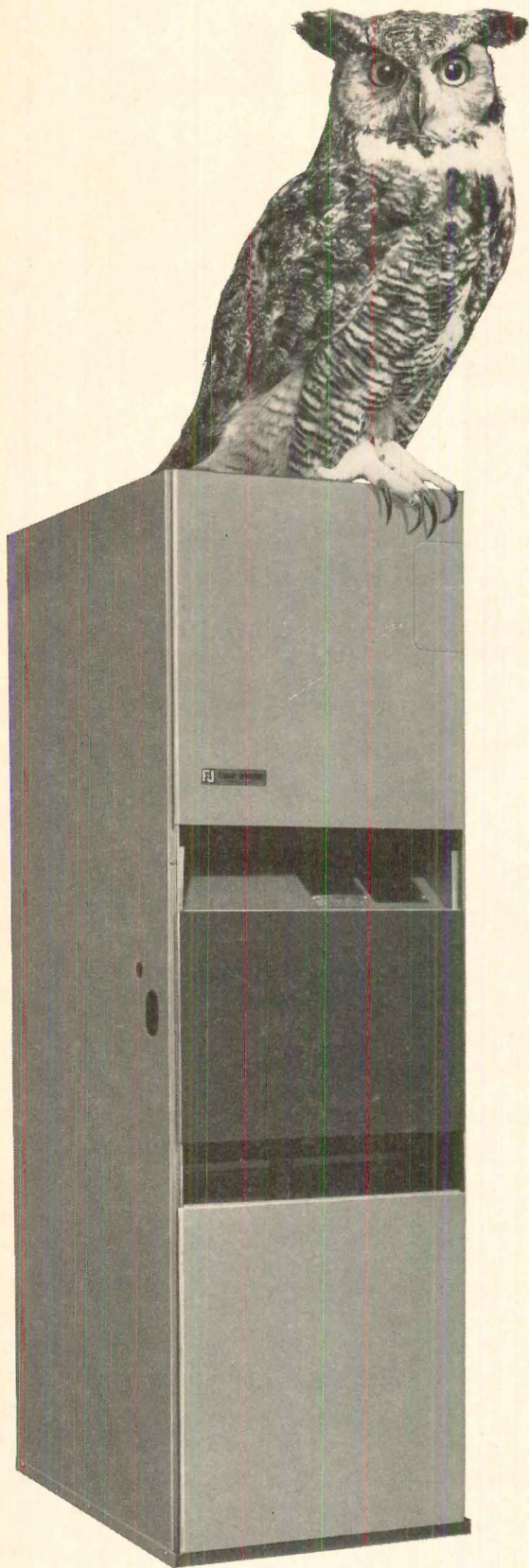
Next year? Call your Oil Dealer now and find out!

National Oil Fuel Institute, Inc., 60 East 42nd Street,  
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**OIL HEAT**  
YOU CAN DEPEND ON IT





# value-wise

## it's FRASER-JOHNSTON heating and cooling

Who? Fraser-Johnston, that's who!

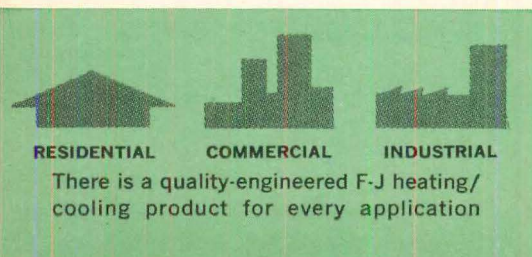
Why? Because Fraser-Johnston quality-engineered heating and cooling products are built better . . . last longer. They're easier to install and call backs are almost unheard of (F-J works hard to make it easy for you). And speaking of "unheard" . . . F-J units are the absolute quietest, thanks to exclusive sound conditioning features like: the unique new Control-A-Flame burner with its safe, noiseless ignition and extinction . . . and the patented expansion joint that eliminates contraction/expansion noise (whether it's heating or cooling, F-J's quiet operation always impresses prospective home buyers).

There are dozens of other extra-value features that Fraser-Johnston builds in to help you sell. Take F-J's revolutionary new "Silent 67", for example . . . it's the *only* furnace that comes completely pre-engineered for all-season air conditioning! To add a precisely balanced cooling system—now *or* later—simply slide an F-J cooling coil into the built-in compartment and hook up to an F-J condensing unit (there just isn't a better way to offer your buyers the joy of year-round comfort!).

Illustrated: F-J's "Silent 67" air conditioning furnace with built-in coil compartment. Heating to 200,000 BTUH, cooling to 6 nominal tons.



Chances are, you can have F-J quality for no more than you're now paying. For complete details on the benefits of buying the best in heating and cooling equipment, contact your local F-J distributor or Fraser & Johnston Co., 1900 17th Street, San Francisco, California 94103.



# Fraser-Johnston

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Industry leadership in heating and cooling — since 1928



The "OVERHEAD DOOR" will complement it perfectly. And they're available in standard widths up to 18 feet.

You can select The "OVERHEAD DOOR" with complete confidence because it's the best-built door in the world.

The "OVERHEAD DOOR" and electric operator are installed by specialists and are backed up with a full one-year written warranty.

Overhead Door Corporation is the upward-acting doors; in fact, we invented them. We have the largest nationwide network of factory-trained door installation experts and distributors to serve you.

Give your sales a lift. It's easy; just include The "OVERHEAD DOOR" electric in every home you build. Another open and shut case for The "OVERHEAD DOOR".

For more information about the men who stand behind The "OVERHEAD DOOR"



OVERHEAD DOOR CORPORATION  
General Offices: Dallas, Texas 75202  
Manufacturers of The "OVERHEAD DOOR"  
and electric operators for residential and commercial buildings



The men standing in back of The "OVERHEAD DOOR" also stand behind it.

These are door specialists. They're factory-trained, service-minded, and know more about doors than anybody else in the world. They're the kind of men you'll be dealing with when you select The "OVERHEAD DOOR". The door you'll be dealing with is the best there is, and has been since 1921. The "OVERHEAD DOOR" and electric operator save you time and money because they are installed, warranted,

and serviced by your local distributor. Get the one and only original; The "OVERHEAD DOOR". It will help boost your sales. For complete details contact your local distributor. He's listed under "OVERHEAD DOOR" in the white pages of your phone book. Or, refer to our catalogue in Sweet's Architectural File. For more information on what's behind The "OVERHEAD DOOR" please turn back one page





## NEW PRODUCTS

For more information, circle indicated number on Reader Service card p. 141

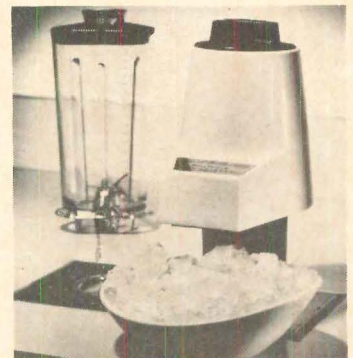
### Kitchens



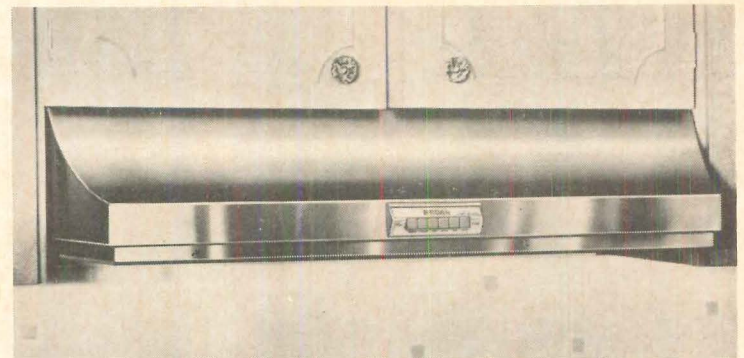
**Built-in dishwasher** incorporates a miniature food disposer to eliminate the need for hand-rinsing dishes. Choice of door panels: brushed chrome, pink, yellow, turquoise, shaded copper bronze, halo beige. Admiral, Chicago. *Circle 204 on Reader Service card*



**Automatic washer** handles up to 12 pounds without special attachments. Unit features an all-porcelain finish. Colors: white, yellow, turquoise, Coppertone, and Sierra Sand. Also available: matching gas or electric dryer. Hotpoint, Chicago. *Circle 205 on Reader Service card*



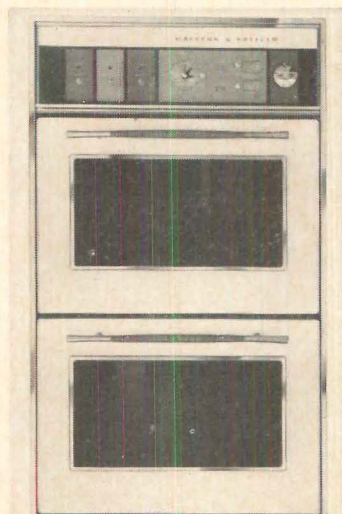
**Ice crusher**—packaged with a blender and built-in countertop motor—is the latest attachment for a kitchen food center. The same motor also powers a mixer, shredder-slicer, fruit juicer, knife sharpener and meat grinder. Nutone, Cincinnati. *Circle 206 on Reader Service card*



**Range hood** of heavy gauge steel contains a three-speed dual blower. Available sizes range from 21" to 47". The entire unit, in color or stainless steel, disassembles without tools. Front corner seams are hand-finished. Broan, Hartford, Wis. *Circle 207 on Reader Service card*



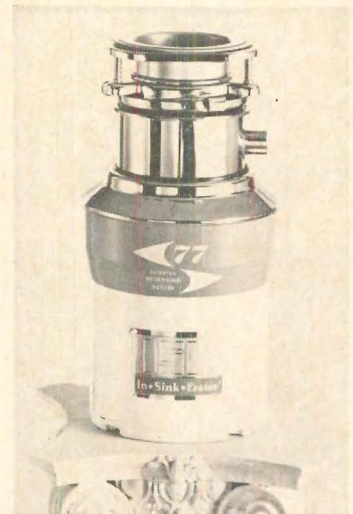
**Undercounter dishwasher** features special cycles for short washes, rinsing small loads and cleaning pots and pans. Matching side panels are available for installing the unit at the end of a row of undercounter cabinets. Frigidaire, Dayton, Ohio. *Circle 208 on Reader Service card*



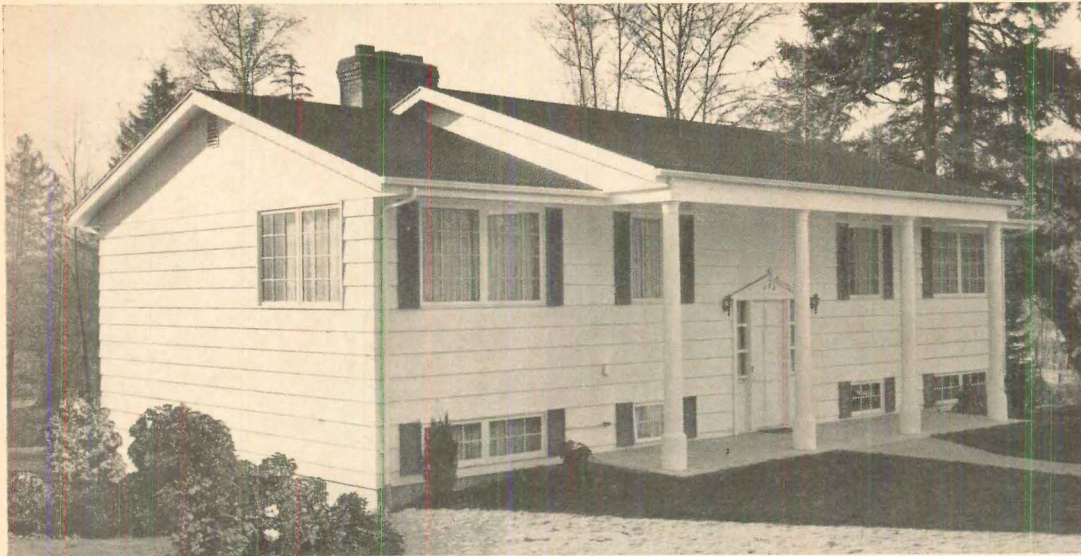
**Gas oven-roisserie** contains black-glass windows and lift-off doors as standard equipment. Glass is transparent when oven light is on, opaque when light is off. Ten-color range includes shocking pink and antique gold. Gaffers & Sattler, Los Angeles. *Circle 209 on Reader Service card*



**Drop-in range**, packaged with an exhaust hood, includes its own backsplash to eliminate countertop cutting. The unit fits between two separate countertop sections. Oven is self-cleaning. Available colors include new avocado. General Electric, Louisville, Ky. *Circle 210 on Reader Service card*



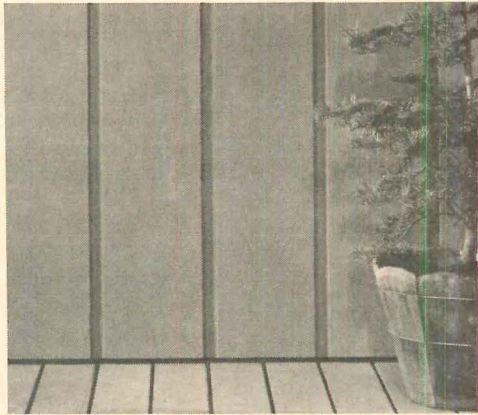
**Garbage disposer** with stainless steel grinding chamber offers a lifetime corrosion warranty on parts exposed to water. The unit, powered by a 1/2-h.p. motor, can be connected to a dishwasher drain within a 360° circle. In-Sink-Erator, Racine, Wis. *Circle 211 on Reader Service card*



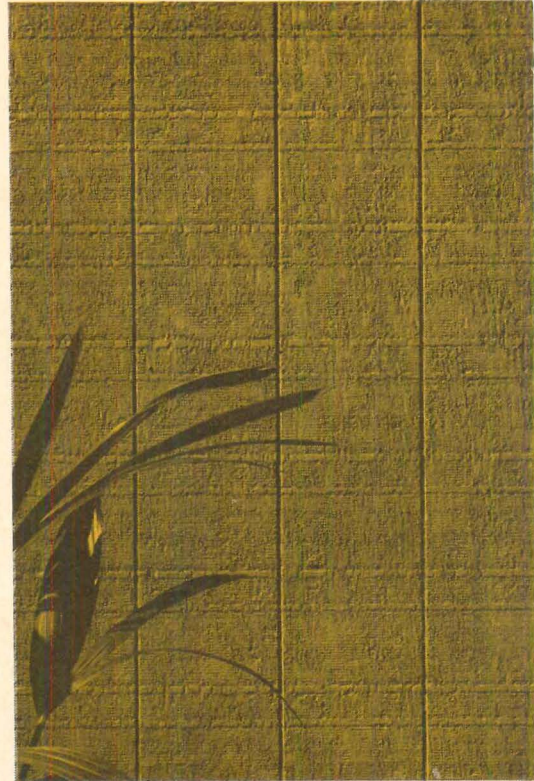
MDO (Medium Density Overlaid) lapped plywood



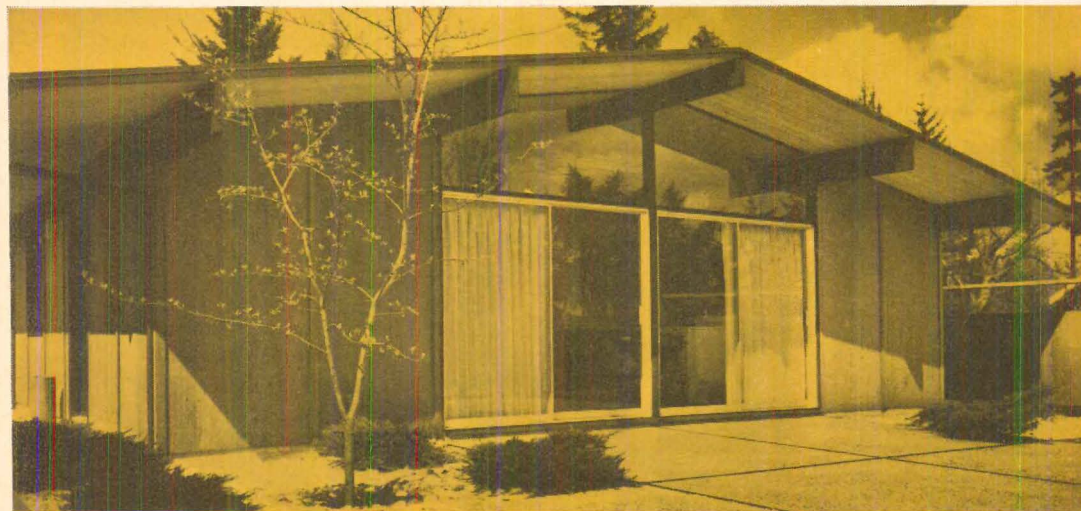
MDO plywood on a branch bank



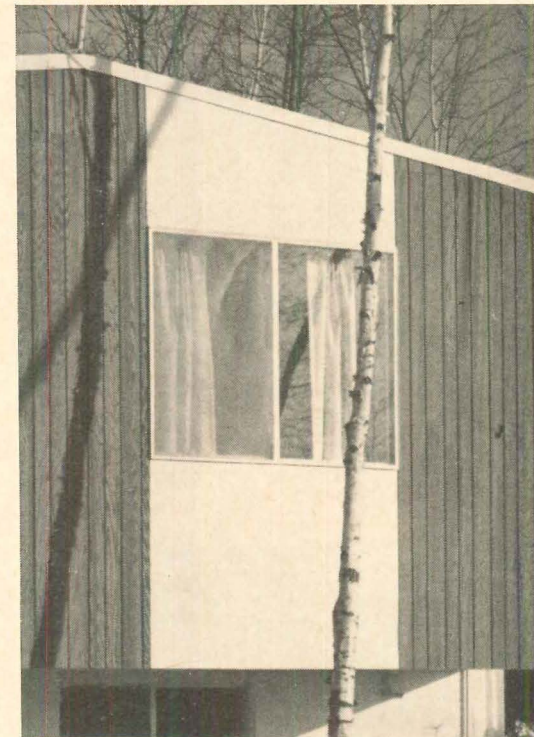
Rough sawn plywood, reverse board & batten



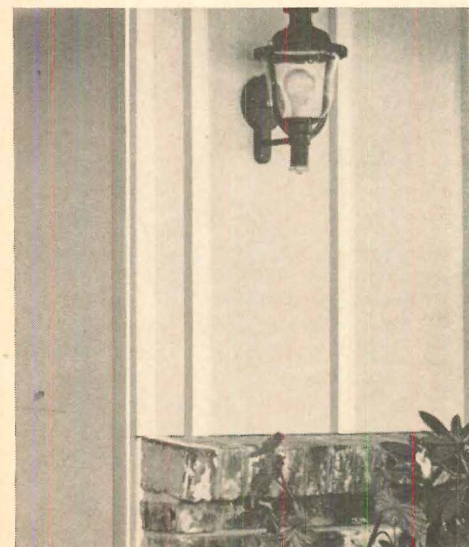
Rough sawn kerfed plywood



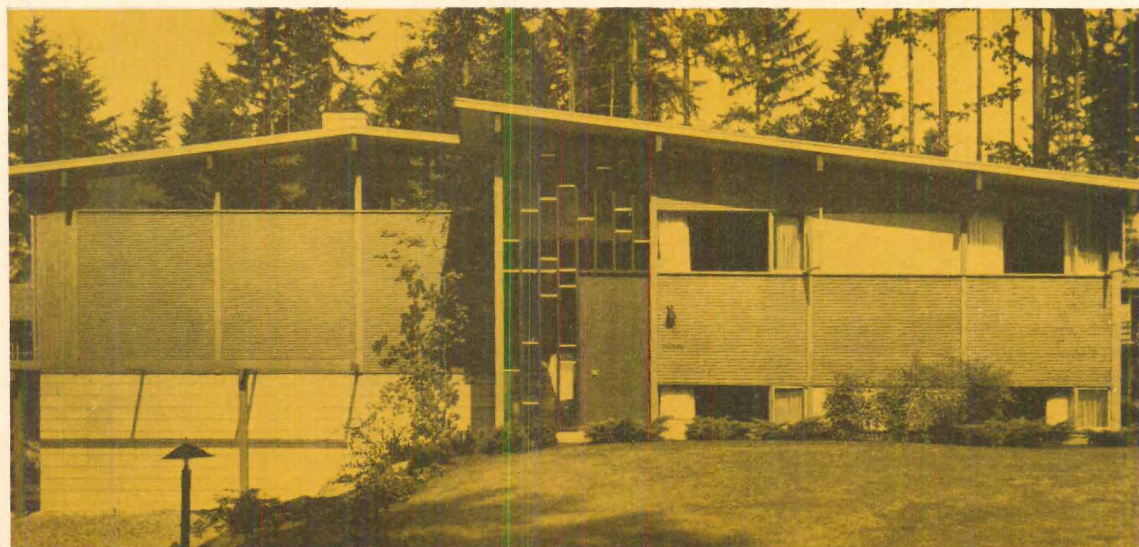
Rough sawn cedar plywood



T 1-11 with MDO plywood accent panels



Coated plywood and batten



Texture One-Eleven horizontal

# These new plywood sidings will help a lot of builders win design awards in 1966.

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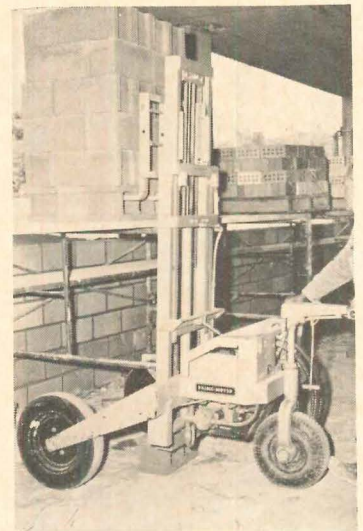
**Tools & equipment**



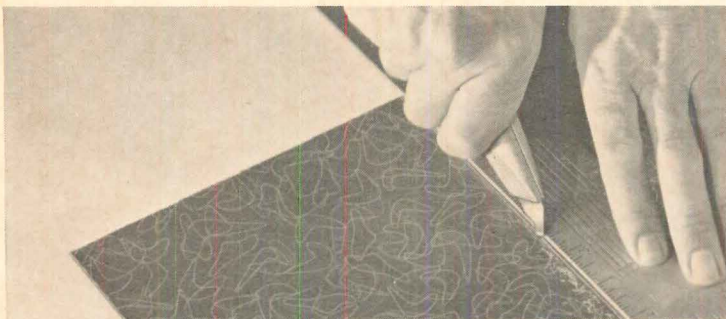
**Heavy-duty forklift** comes with choice of 14' or 21' mast. Full-height load capacity is 2,500 lbs. with taller mast, 5,000 lbs. with shorter mast. Engine size is 59 h.p., with eight speeds forward, eight reverse. John Deere, Moline, Ill. *Circle 250 on Reader Service card.*



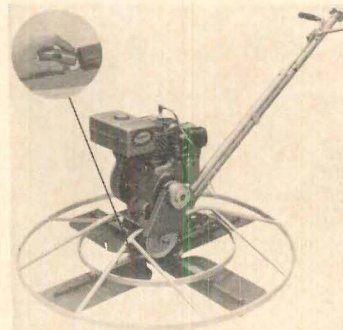
**Self-propelled trencher** digs 12"-wide trench 3' deep, or 4"-wide trench 6' deep at speeds up to 20' per minute. The 18 h.p. machine is 64" long, 25" wide. Digging chain is 20,000-lb test; teeth are replaceable. Wind-King, Merrill, Iowa. *Circle 251 on Reader Service card*



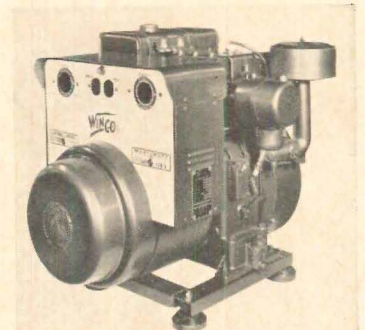
**Mason tender** with 3/4-ton capacity carries palletized or packaged brick, block, stone and tile. Models are available to handle material widths of 16", 24", 32" and 36". Interchangeable masts go to 8'6". Prime-Mover, Muscatine, Iowa. *Circle 252 on Reader Service card*



**Scoring blade** of tempered high carbon steel is for cutting plastic laminates, composition roofing, asbestos products, wallboard and plastic flooring. It fits the manufacturer's utility knives Nos. 199, 299, 1299. Stanley, New Britain, Conn. *Circle 253 on Reader Service card.*



**Concrete power trowel** promises easier pitch adjustment because of oil-impregnated Teflon bearings on the trowel arms. The bearings are replaceable. Eight models—34" to 46" diameter—have gas or electric motors. Whiteman, Pacoima, Calif. *Circle 254 on Reader Service card*



**Electric generator** of four kilowatt capacity comes with either a Briggs & Stratton or Wisconsin engine. It operates without a commutator and brushes and is specially equipped for starting heavy motors. Wincharger, Sioux City, Iowa. *Circle 255 on Reader Service card*



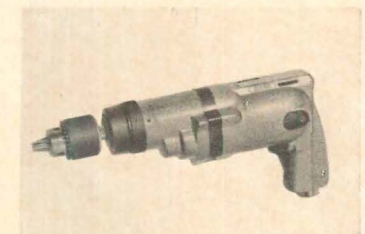
**Rotating hammer** for masonry drilling, chiseling and demolishing comes in three sizes for making holes from 5/32" to 3 1/2" diameter. Clutch tension is adjusted from outside the tool. Automatic oil reservoir holds a week's supply. Skil, Chicago. *Circle 259 on Reader Service Card*



**Concrete pump** can be used for both conveying material and wet-gunning. Average pumping rate is 20 cu. yds. per hour over distances of 400' to 500'. Manufacturer's line also includes a pump-and-spray machine for plaster. Mayco, Los Angeles. *Circle 256 on Reader Service card*



**Bayonet saw**, featuring orbital blade action and a 3-amp motor, cuts 2 1/2" in wood, 3/4" in aluminum, 1/4" in steel. Standard accessories: a circular base insert to prevent wood splintering, and a built-in light. Rockwell, Pittsburgh. *Circle 257 on Reader Service card*



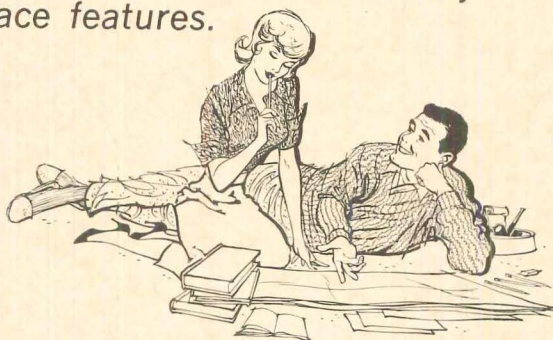
**Percussion drill** for masonry lets the operator dial any one of three impact strengths—all at 6,600 strokes per minute—without releasing the trigger. It handles carbide bits up to 3/4", core bits up to 1 1/4". Hilti, Stamford, Conn. *Circle 258 on Reader Service card*

*New products continued on p. 152*

# 73.4%

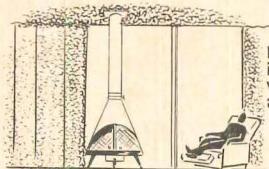
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each month  
reading or  
referring  
to House  
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for the **modern** home . . . for the **second** home . . . a sparkling new fireplace idea with **\*revolutionary** fireplace features.

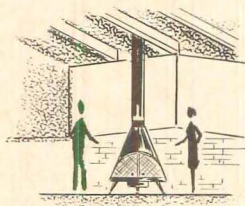


**CONTEMPORARY**  
wood-burning,  
free-standing fireplaces  
by

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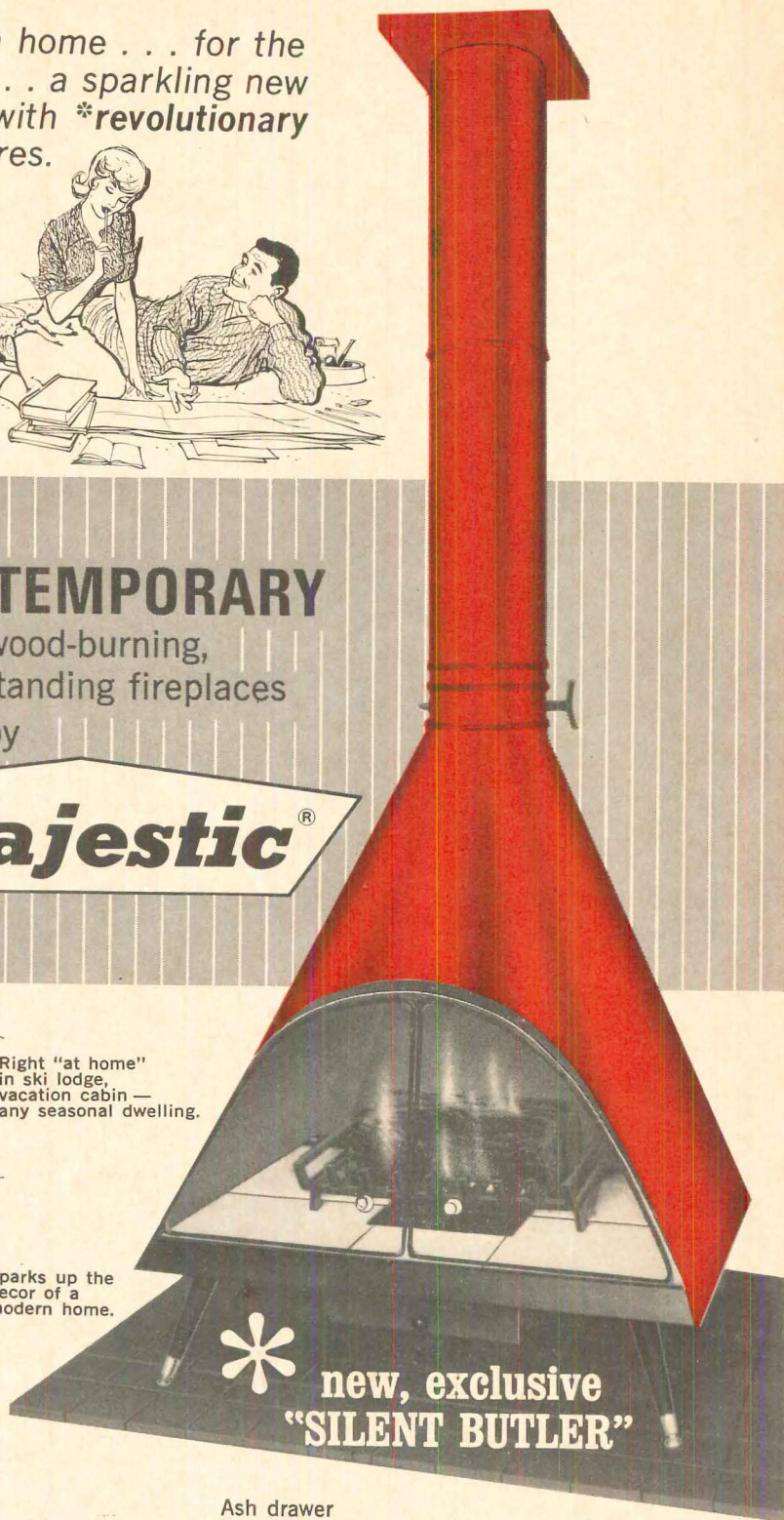
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Goes outdoors, too,  
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Ash drawer  
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tomatically as drawer is removed and replaced.)

What an **extra** to sell a modern home design! What a **built-in** to help push home sales!

New Majestic "Contemporary" is compact (only 24" deep, 36" wide), burns real 18" logs in the real way. Firebox unit and matching sectional flue in red, white or gold porcelain enamel, or matte black, finish. All the necessary venting attachments, materials and accessories for complete, economical installation. Send for full details.

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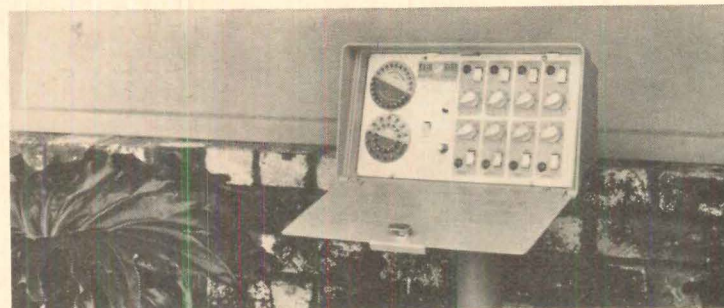
SINCE 1907

*The Majestic Company, Inc.*

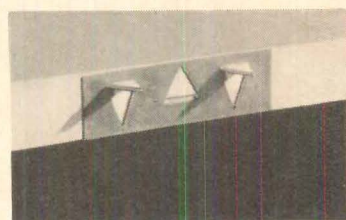
413 Erie Street, Huntington, Indiana, 46750



**Free-standing fireplace** radiates most of its heat through the opening because the interior is fully lined with cast refractory. Color choice: black, or black with a colored porcelain-enamel baffle. Fire Drum, San Francisco. *Circle 230 on Reader Service card*



**Lawn-sprinkler control** contains eight independent stations that can be set for watering intervals of one to 30 minutes for periods of up to 14 days. Valves work off normal house voltage (110-117 volts). Rain Bird, Glendora, Calif. *Circle 231 on Reader Service card*



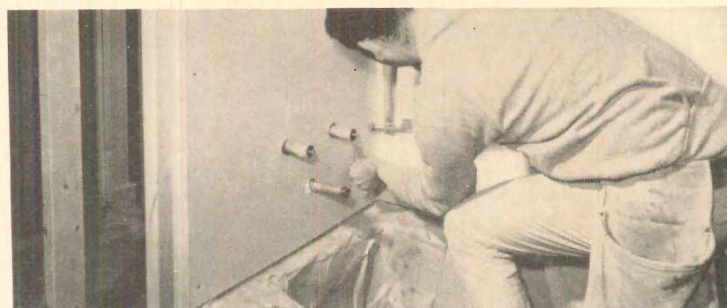
**Shelf brackets** with self-locking teeth simplify installation of long closet shelves in drywall construction. Brackets, which are 2½" long, are inserted in back edge of shelf, then forced into closet wall. Perma-Fix, Fair Lawn, N.J. *Circle 232 on Reader Service card*



**Twin-burner gas grill**, made of porcelainized aluminum, can be set at three different heat levels. The unit contains a grease drain and 340 square inches of grill surface. It lifts off the mounting post for winter storage. Arkla, Evansville, Ind. *Circle 233 on Reader Service card*



**Ornamental railing** contains a contoured top handrail instead of the usual 1"-square top rail. Posts are 1"-square tube with fittings shaped to the railing's contour line. Installed height: standard 32". Logan, Louisville, Ky. *Circle 234 on Reader Service card*



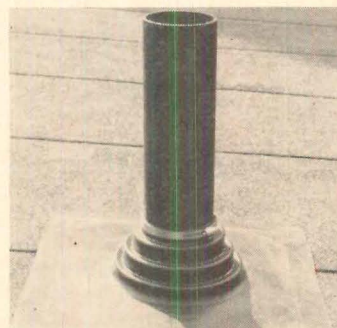
**Bathtub backer-board** incorporates an asphalt-treated gypsum core faced with manila paper on the front side and black water-resistant paper on the back. The ½"-thick, 4'-wide board comes in 8' or 12' lengths. Celotex, Tampa, Fla. *Circle 235 on Reader Service card*



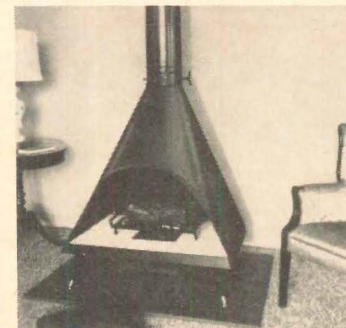
**Gas incinerator** for basements, breezeways and utility rooms contains a gas burner and an after-burner which makes combustion odorless and smokeless. Available in two price ranges, with steel or deluxe brick lining. Martin Stove, Huntsville, Ala. *Circle 236 on Reader Service card*



**Ventilating fan** for bath or laundry-room ceiling installs easily because of straight-through design. Features: satin anodized aluminum grille, neoprene fan-blade hub, air-operated vinyl damper. Leigh Products, Coopersville, Mich. *Circle 237 on Reader Service card*



**Roof-pipe sealer** of weather-proof synthetic rubber forms a stair-shaped bellows connection that is independent of roof pitch (up to 45°). A stainless-steel hose clamp seals the connection to the pipe. Trelleborg Rubber, New Rochelle, N.Y. *Circle 238 on Reader Service card*

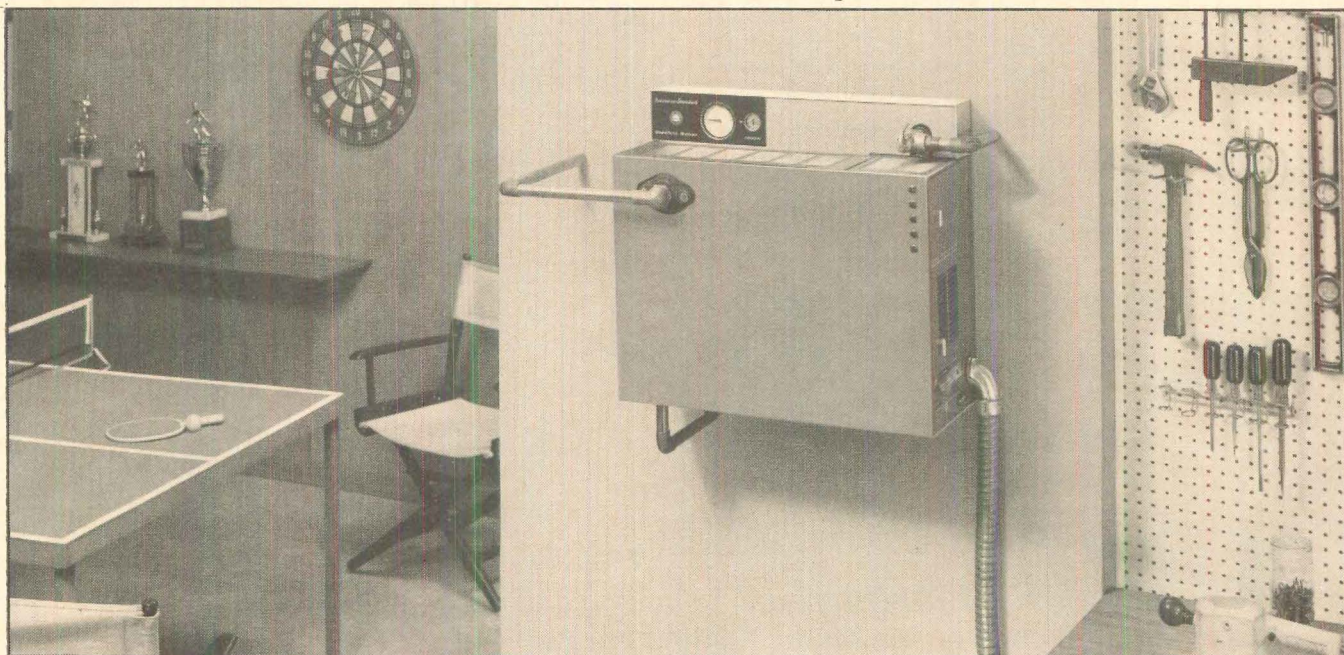


**Contemporary fireplace** contains a removable ash drawer that is automatically covered when pulled from the base of the fireplace. Unit's three legs are self-leveling. Colors: red, white, gold or matte black. Majestic, Huntington, Ind. *Circle 239 on Reader Service card*

New products continued on p. 154

# The quality of hydronic heat, the appeal of electricity

with this new American-Standard  
electro-hydronic comfort system



If you build Total Electric Homes, or plan to, you should know about *electro-hydronic heating*. Hydronics—the modern version of clean, even, hot water heating—has been used mainly with gas or oil. Now, with the new Electra\* electric boiler developed by American-Standard, you get a superior electro-hydronic heating system for about the price of a good resistance-panel installation. The wall-hung Electra boiler weighs only 90 lbs., takes no floor space. Cast iron sections and low-density elements assure high efficiency and long life. Four models, with outputs from 34,000 to 82,000 Btuh meet the heating requirements of practically any home you might build.

Two men install the complete system—boiler and Heatrim\* baseboard panels—in just one day. ■ *Why is electro-hydronic heating so good?* It's even and steady because the temperature of the water circulating through baseboard panels is truly modulated. The trim, compact panels provide complete decorating freedom. Rooms are draft-free from floor to ceiling. The entire home is comfortable. And as with any hydronic system, you can easily zone the home into comfort areas, each with its own thermostat. For details, see your American-Standard contractor. Or write American-Standard, Plumbing and Heating Div., 40 W. 40th St., New York, N.Y. 10018.

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## AMERICAN-STANDARD



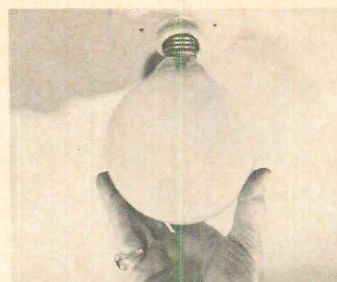
## NEW PRODUCTS

start on p. 147

### Lighting

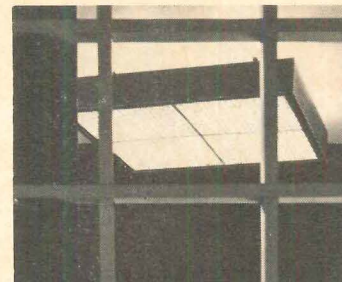


**Hanging band fixture** of cast aluminum has six lanterns, is 36" high with chain and ceiling mount, and 52" wide. Finishes: ebony, white, hand-rubbed verde, hand-rubbed copper, Swedish Iron, verde green. Hadco, Littletown, Pa. *Circle 260 on Reader Service card*



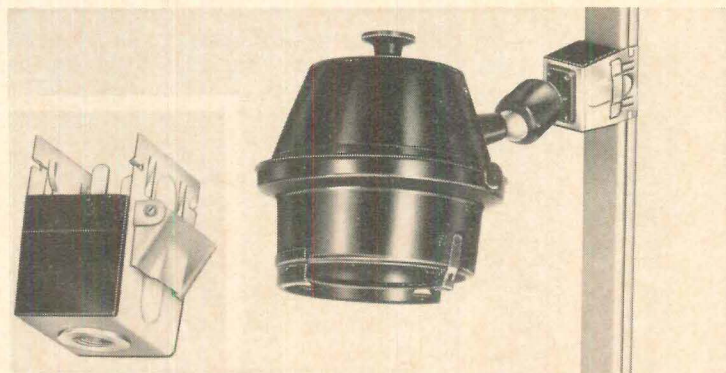
**Diffuser bulb**, 5" in diameter, serves as fixture and bulb combined. Sizes: 25, 60, 100 and 150 watts. It is available with a crystalline surface that simulates cut-glass, and in colors, including yellow for outdoor use. Duro-Lite, Bergen, N.J.

*Circle 261 on Reader Service card*



**Light square** set in wood paneling comes in two sizes—17" square and 25" square—and seven styles. The larger size is available in walnut and fruitwood, the smaller size in white and gold. Diffusers: plastic grill or glass. Emerson, St. Louis.

*Circle 262 on Reader Service card*



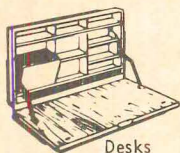
**Light fixture adapter** plugs directly into surface-wire raceway. Most standard fixtures with threaded stems can be fastened to the adapter (detail at left). A locking cam secures the adapter to the raceway. Wiremold, Hartford, Conn. *Circle 263 on Reader Service card*

*New products continued on p. 161*

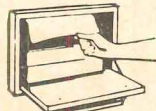


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four-slice  
toaster

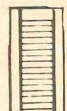
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Desks



"Kitchen Kaddys"



Shutters



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Vent Fans



Range Hoods



Can Openers



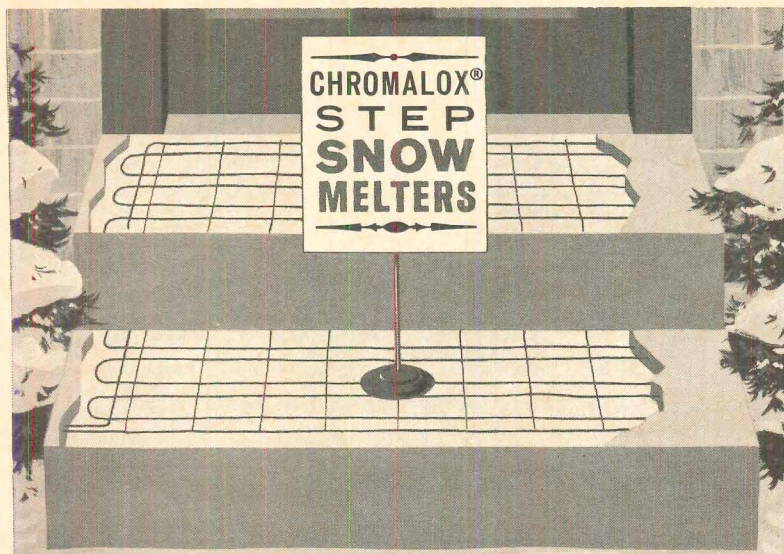
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Circle 97 on Reader Service Card



the feature that melts snow... sells more homes

Give prospects something special to think about—Chromalox electric snow-melting step mats that make steps safe at the flip of a switch. This ready-to-install assembly is specially designed for embedding in concrete steps. Basic 2-step and 3-step mats can be combined for four or more steps. Other Chromalox snow melting equipment available for driveways and sidewalks. Write today for Bulletin M60100.

WM-51B



**CHROMALOX** electric heat

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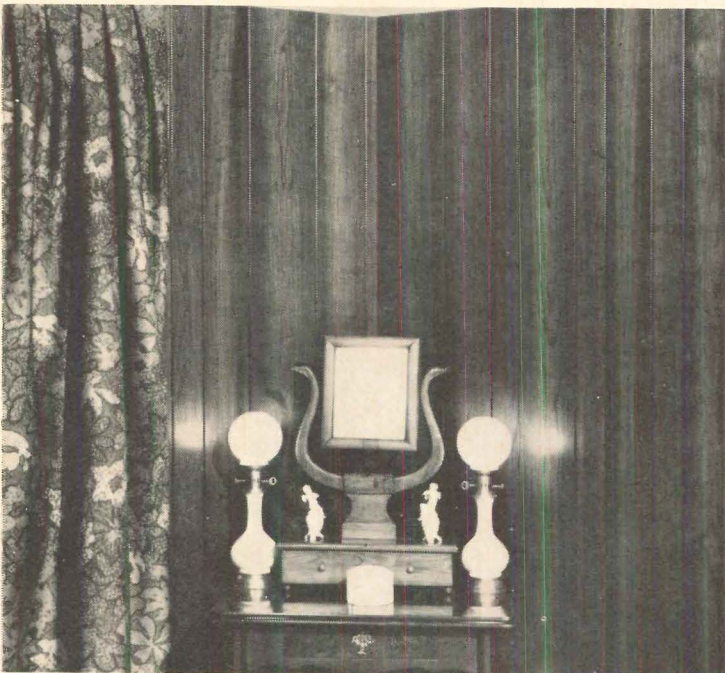




## NEW PRODUCTS

start on p. 147

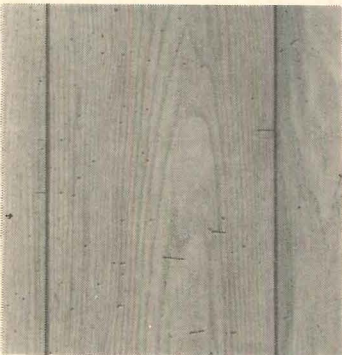
### Interiors



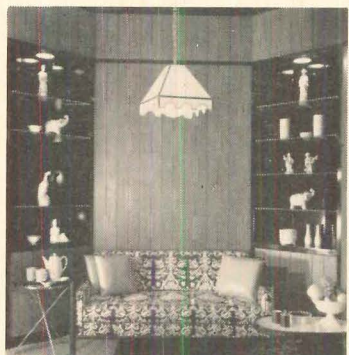
**Wood wall panels** have a clear lacquer finish. The panels, newest additions to the Weldwood line, are offered in five grains: Old English elm, Tudor oak, Glen oak, butternut and Salem Korina. U.S. Plywood Corp., New York City. *Circle 212 on Reader Service card*



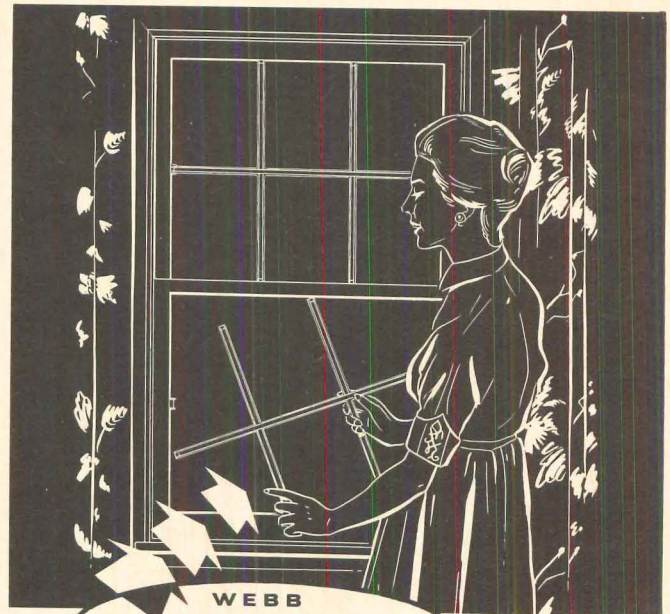
**Hardwood plywood panel**, called Flame Gum, gets its name from the flame-like colors and the natural grain pattern of gumwood, says the manufacturer. The panels are factory finished. Georgia Pacific, Portland, Ore. *Circle 215 on Reader Service card*



**Plywood panel** has a baked plastic finish that resists scuffs and scratches and seals out dirt. The panels can be installed with adhesives or nailed up conventionally. A choice of five wood-grain finishes is offered. Miratile Panel Products, Chicago. *Circle 217 on Reader Service card*



**Hardboard panels** combine a light wood inlay with a dark woodgrain background. The panels are prefinished and need no maintenance. The 1/4"-thick panels are offered in sheets of 4' x 7', 8' or 9'. Barclay Manufacturing Co., New York City. *Circle 218 on Reader Service card*



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WOOD GRILLES**

Removable snap-in bars provide an easy method of showing individuality through window accents. Divided light grilles quickly transform double-hung windows from Modern to Colonial appearance.

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Circle 100 on Reader Service Card

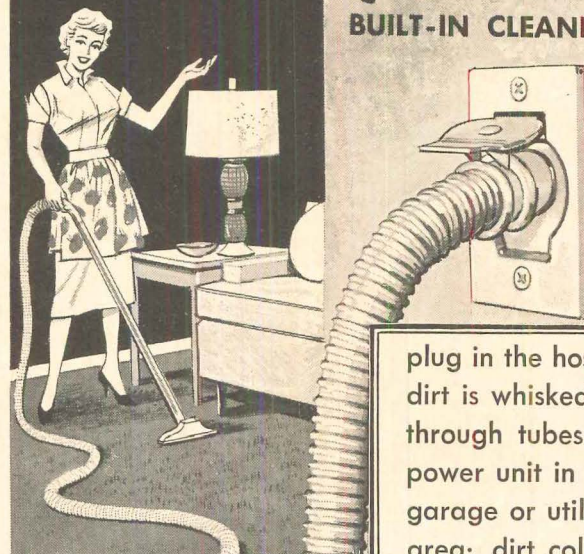
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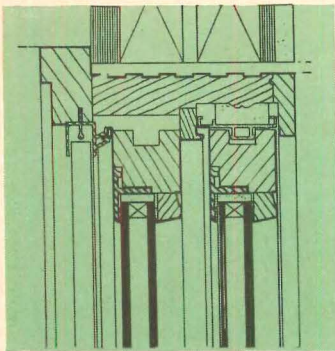
502 West Gorgas St.  
Louisville, Ohio 44641

Phone 875-5556, Area Code 216

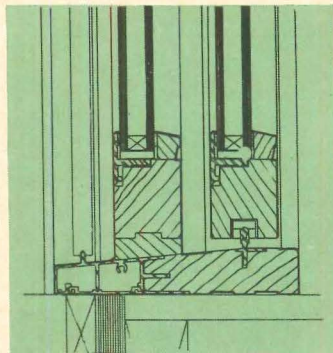
New products continued on p. 163

*The All Season*

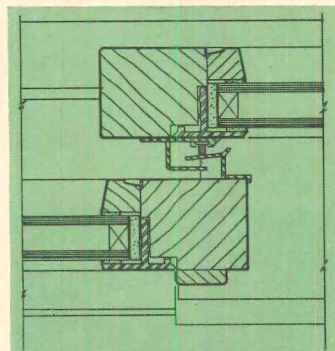
# CARADCO Wood Patio Door



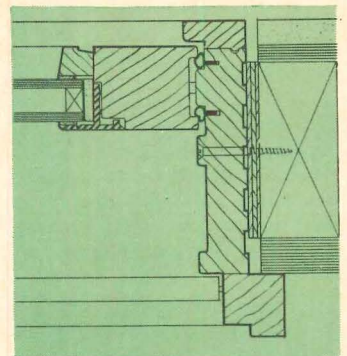
**SECTIONAL VIEW THRU HEAD JAMB . . .** Floating action rigid vinyl head track backed by polyurethane foam provides year 'round weatherstrip contact.



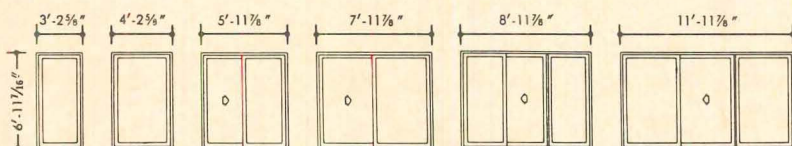
**SECTION THRU SILL . . .** Thermal barrier sill is of heavy aluminum combined with oak. Dense woven pile prevents drafts. Doors glide on nylon rollers.



**SECTION THRU MEETING RAIL . . .** Polyurethane foam and woven pile form a weather-tight seal at interlocking check strip. Note sturdy aluminum reinforcers.



**SECTION THRU JAMB . . .** Jambes have polyethylene flashing attached and white tubular weatherstrip installed. Doors are 1 1/4" thick. Glass is 1/2" insulating glass.



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Caradco Wood Patio Doors are readily available in this complete range of sizes throughout the United States and Canada.

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FIRM \_\_\_\_\_

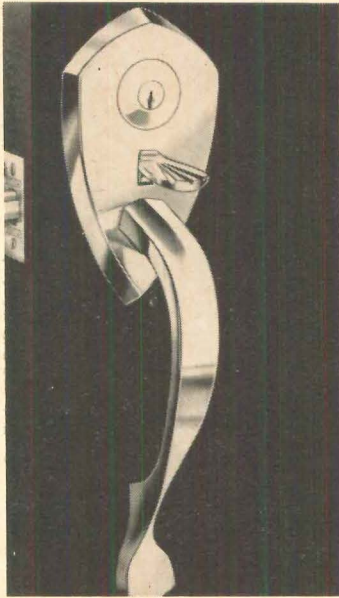
STREET \_\_\_\_\_

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

## NEW PRODUCTS

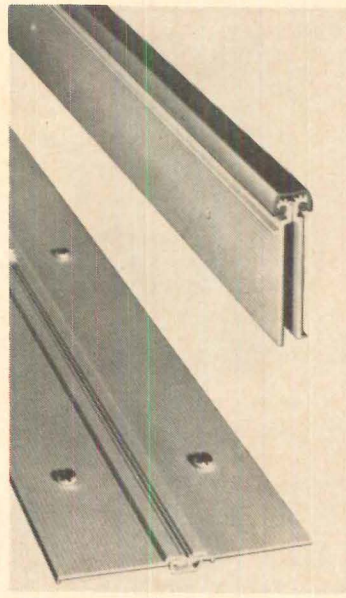
start on p. 147

### Hardware



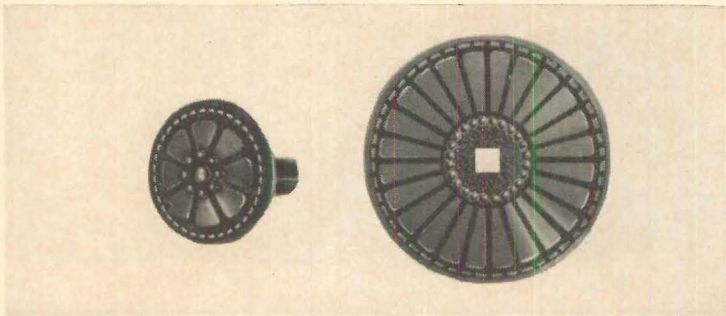
**Front-door lockset** is offered with four knob styles and eight finishes. All models are preset to fit 1 $\frac{3}{4}$ " doors, but they can be adapted to larger doors. The exterior trim is constructed of solid cast brass. Weslock Co., Los Angeles.

Circle 222 on Reader Service card

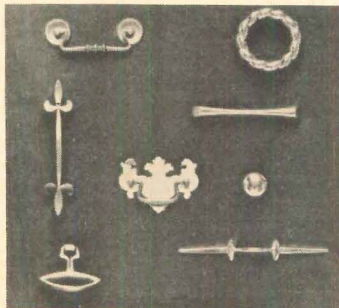


**One-piece hinge** is for full-size doors, shutters or other foldable products. The hinge is made of sag-proof aluminum. It has self-jigging flanges and its solid nylon bearings carry vertical loads. McKinney Sales Co., Scranton, Pa.

Circle 224 on Reader Service card

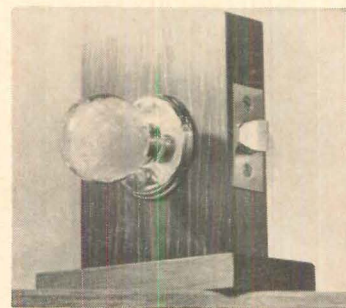


**Cabinet hardware** is designed to suit Spanish decor. The set of knobs, pulls, rings and backplates is available in solid pewter with an antique finish and in solid brass with assorted finishes. Kingsley Brass Co., Roosevelt, N.Y. Circle 221 on Reader Service card



**Furniture hardware** features three colonial pulls with antique finishes. Other items are finished in polished brass and antique brass. The manufacturer's line has nine furniture pulls and one knob. Ajax Hardware Corp., City of Industry, Calif.

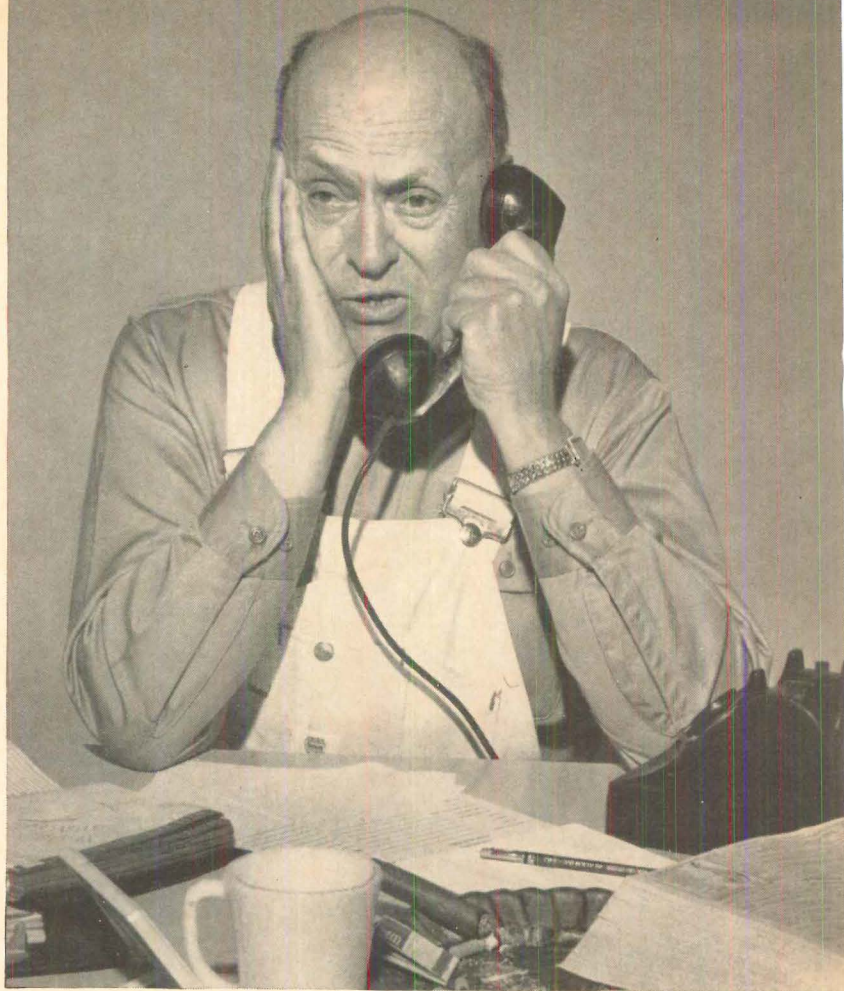
Circle 228 on Reader Service card



**Glass-fiber door knob** comes in a variety of striated colors including blue, gold, pink, green and silver. The knob is available in round and convex shapes, and is said to be virtually unbreakable. Creative Development, Farmington, Utah.

Circle 229 on Reader Service card

New products continued on p. 164



## Using Olympic Stain isn't the only way to eliminate call backs.

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Call backs are no problem when you use Olympic Stain. That's because Olympic *can't* fail. The stain penetrates—actually sinks right in to become part of the wood, coloring, protecting and accenting the natural beauty of the grain and texture.

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For color samples and information about staining, write: Olympic Stain, 1118 N.W. Leary Way, Seattle, Washington 98107.

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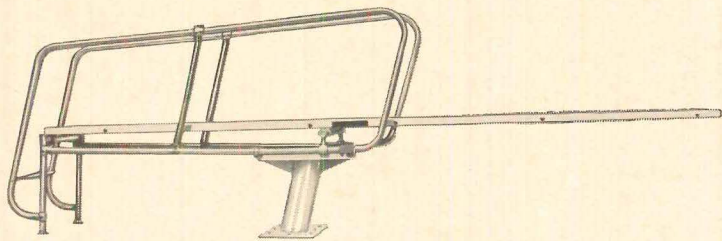
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Dept. B, Pleasantville, N. Y., U.S.A.

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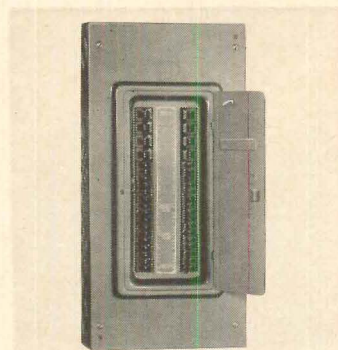
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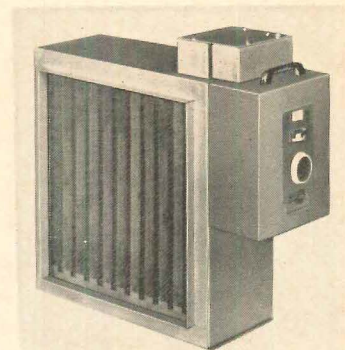
## NEW PRODUCTS

start on p. 147

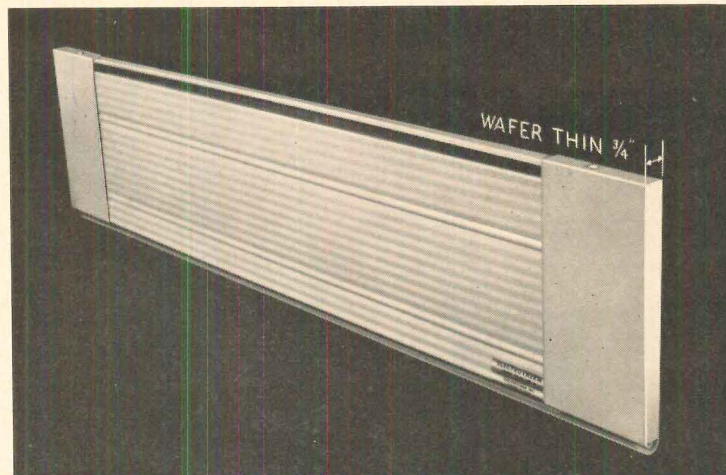
### Heating & cooling



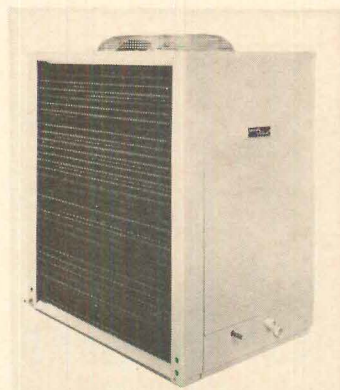
**Circuit breaker panel** for electrically heated homes and apartments can be used as 1) main service equipment, 2) load center or sub-main distribution panel. It is one of four new models in the Stab-lok line. Federal Pacific, Newark, N.J.  
Circle 225 on Reader Service card



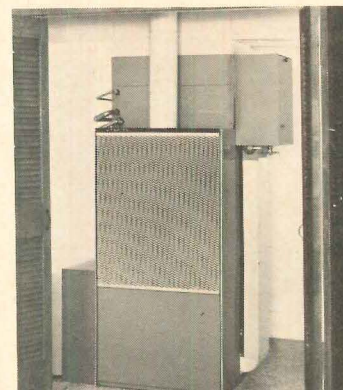
**Electronic air-cleaner** is scaled in size and capacity especially for small- to medium-size houses. It is for use with a 2 to 2½ ton air-conditioning system or forced-air furnace of up to 100,000 Btu capacity. Electro-Air Cleaner, McKees Rock, Pa.  
Circle 226 on Reader Service card



**Electric baseboard panel** is only ¾" thick—as thin as most wood baseboard. Panel surface in one-piece housing is corrugated aluminum designed to deliver 55% radiant heat, 45% convected heat at 135°. Electrotherm, Richmond, Va. Circle 227 on Reader Service card



**Air-cooled chiller** for add-on house air-conditioning is gas fired. The three-ton unit is installed outside and a chilled-water coil inserted in the furnace. Cooling capacity: 36,000 Btu (from 110,000 Btu input). Weight: 740 lbs. Arkla, Evansville, Ind.  
Circle 270 on Reader Service card



**Heavy-duty gas furnace** has two-stage burners and a two-speed blower so the unit can operate at partial capacity during moderately cool weather, full capacity during extreme cold. Four sizes: 100,000 to 200,000 Btu. Carrier, Syracuse, N.Y.  
Circle 271 on Reader Service card

New products continued on p. 166

# Our wallboard has better nailing qualities:

Bestwall is the original glass fiber reinforced wallboard. This unique core of gypsum and uniformly dispersed glass fiber filaments literally anchors a nail (or screw) driven through its body, pressing hard against the side of the metal, resisting flexural stresses, cracking or sagging. Let our salesmen tell you about Bestwall wallboard systems, ceilings and partitions available for every specification.

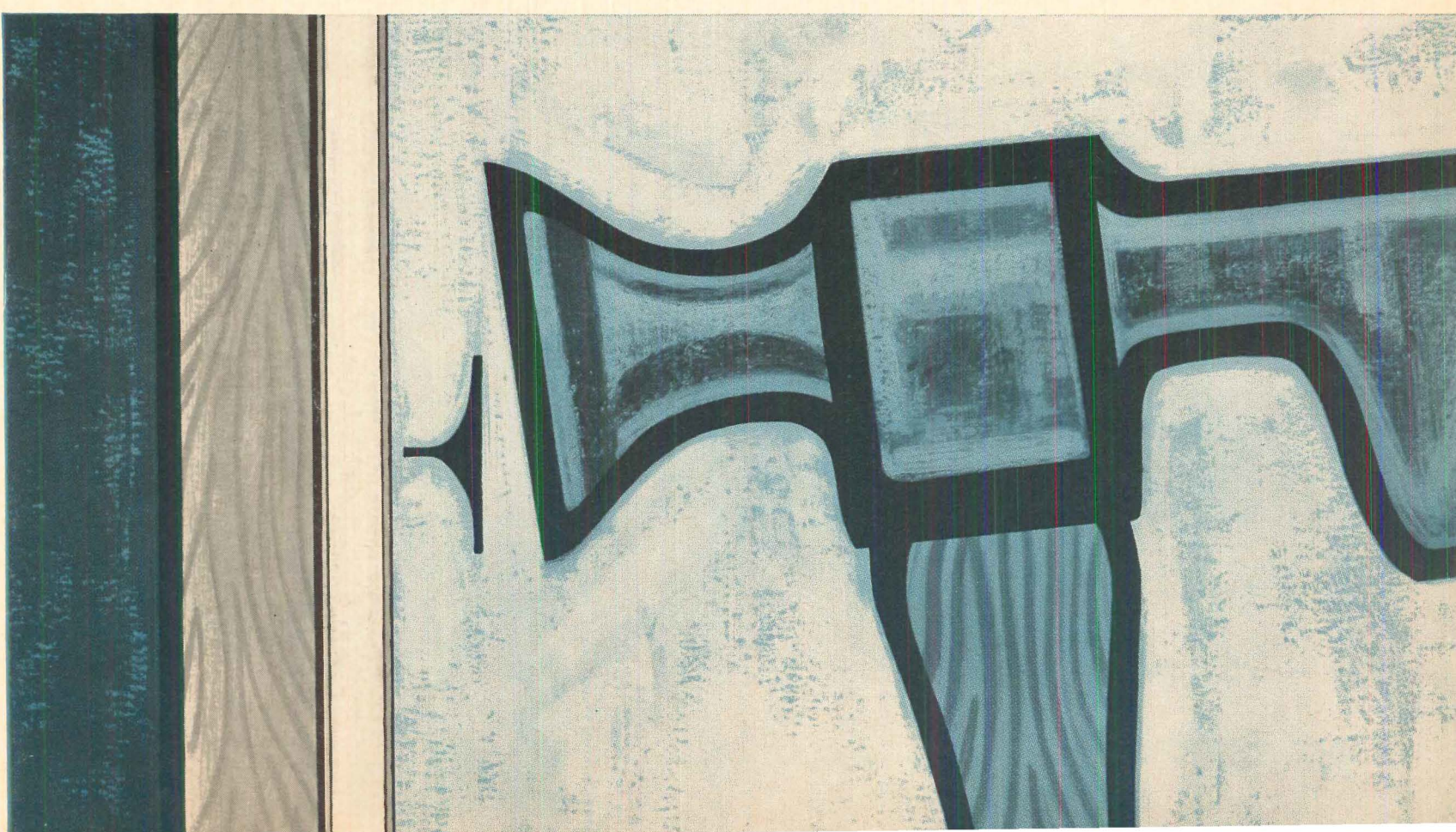


**GEORGIA-PACIFIC**



**GYPSUM DIVISION**

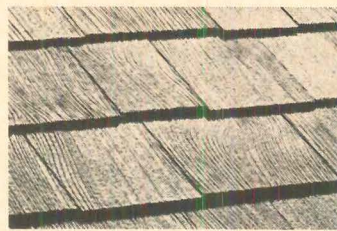
2 INDUSTRIAL BOULEVARD, PAOLI, PENNSYLVANIA



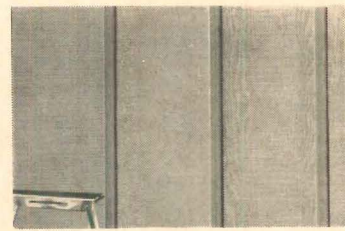
**Exteriors**



**Tempered aluminum siding** made from a newly developed alloy is stronger and more rigid than the manufacturer's previous sidings. Advantages: greater resistance to denting and less chance of damage during construction. Alcoa, Pittsburgh. *Circle 245 on Reader Service card*



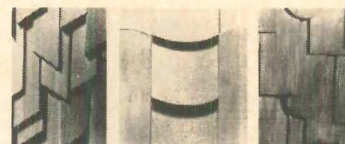
**Mineral-based shingle** looks like weathered cedar. It is sawed and nailed like wood, but will not burn because it is made of mineral perlite. Dimensions: 16" long; 7", 8" and 10" wide. Weight: 420 lbs. per sq. Johns-Manville, New York City. *Circle 246 on Reader Service card*



**Rough-sawn plywood** simulates re-sawn board. The rustic look is produced by a patented abrasion process that uses four different saws. Name: Rustic Vari-Sawn. Sizes: 4' x 7', 8', 9', 10'— $\frac{3}{8}$ " to  $\frac{3}{4}$ " thick. Long-Bell, Portland, Ore. *Circle 247 on Reader Service card*



**Wood-grain aluminum** comes in two lap-siding widths—8" (shown) and double-4"—and four colors: white, tan, gray and green. The simulated wood grain is embossed in the metal and coated with polyvinyl. Crown Aluminum, Pittsburgh. *Circle 248 on Reader Service card*



**Fancy shingle butts** are available in No. 1 red cedar. Left to right: angle-butts randomly stacked; rounded butts reversed in alternate rows; regular butts alternated at random with rounded butts. Red Cedar Shingle Bureau, Seattle. *Circle 249 on Reader Service card*

*New products continued on p. 171*

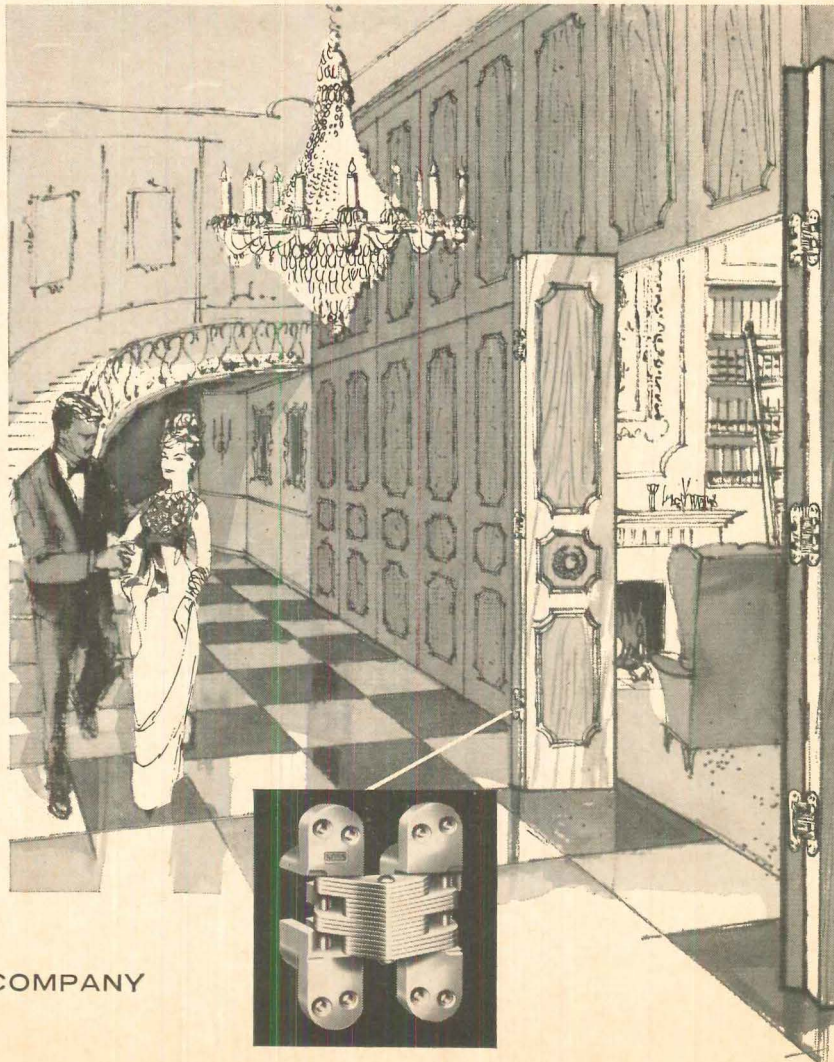
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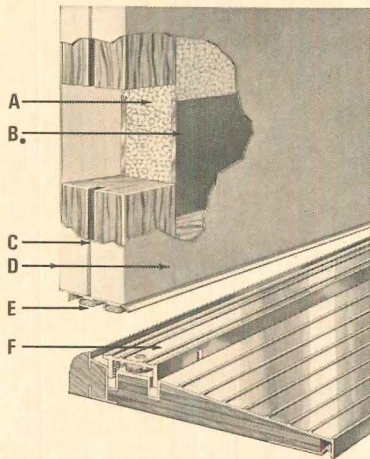
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- A. Rigid Dylite foam core insulates
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Thornwood, New York

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- No storm door necessary—insulated
- Adjustable aluminum sill • Class C fire-rated

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The Pease Ever-Strait door costs probably no more than you're paying right now.

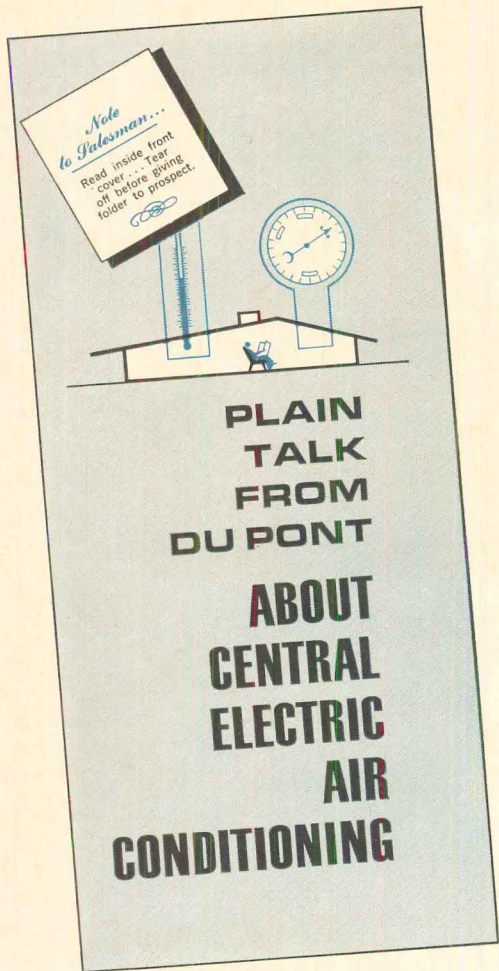
There are 26 distinctive, beautiful Ever-Strait exterior door designs. Doors delivered primed and pre-hung. See nearest distributor listed, or write for free brochure and full details.

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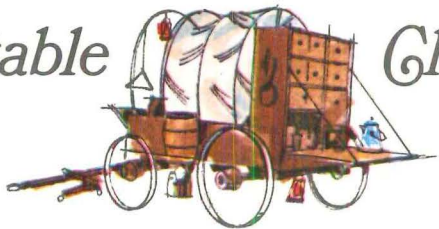
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reference*

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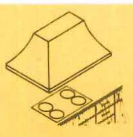
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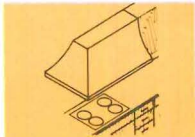
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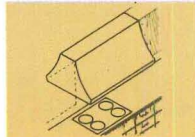
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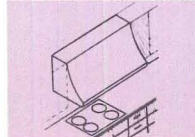
ISLAND



PENINSULA



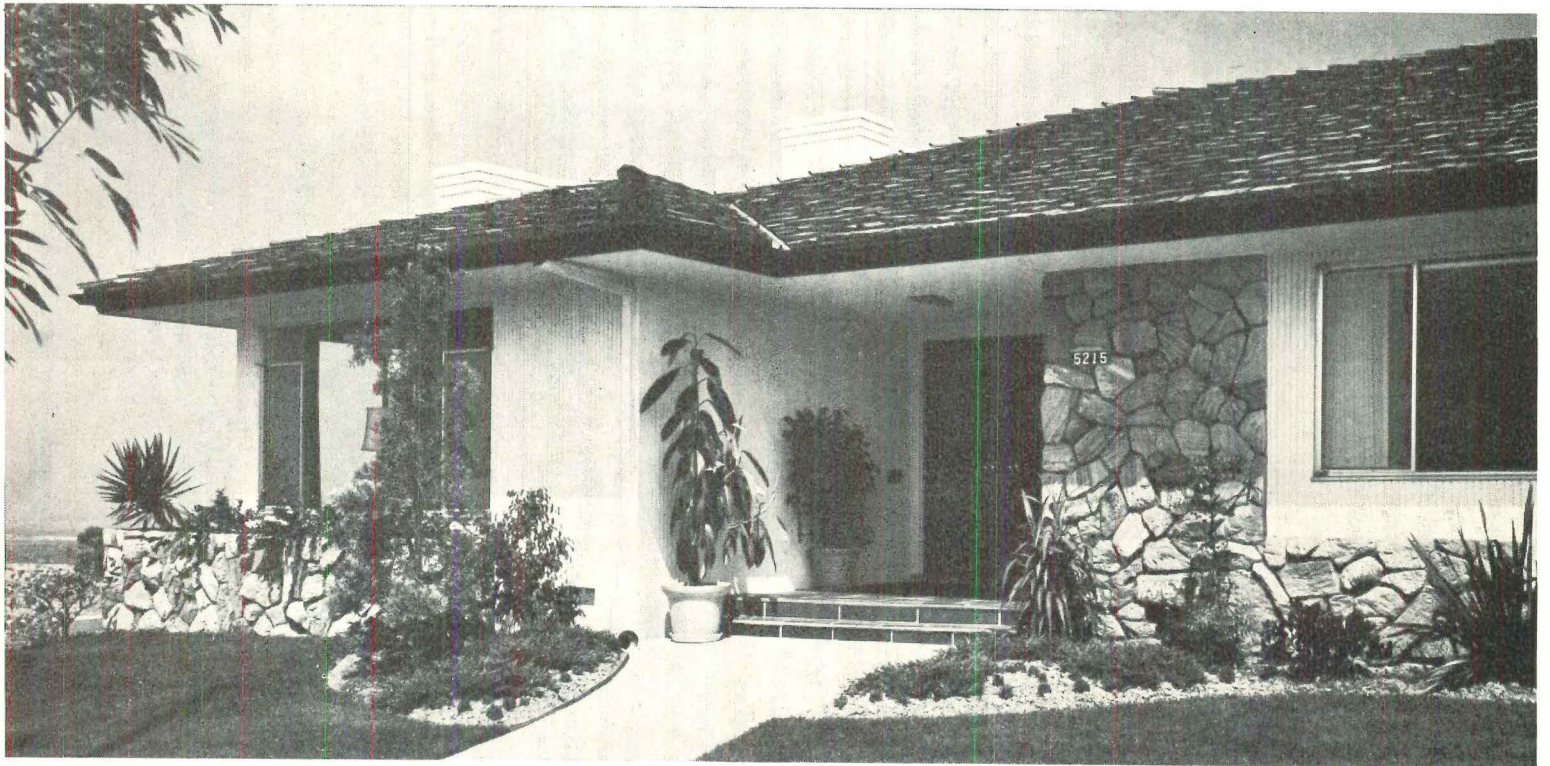
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You can dress up your new construction with the rugged enduring beauty of stone by spending about \$1.00 more per square foot than you do for face brick. In-the-wall costs vary by area, but one ton of FEATHEROCK Veneer equals the coverage of five tons of other stone.

Special footings are unnecessary, and the light weight and flat back make FEATHEROCK go up faster. Acoustical and insulation values are plus benefits.

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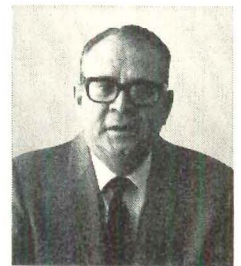
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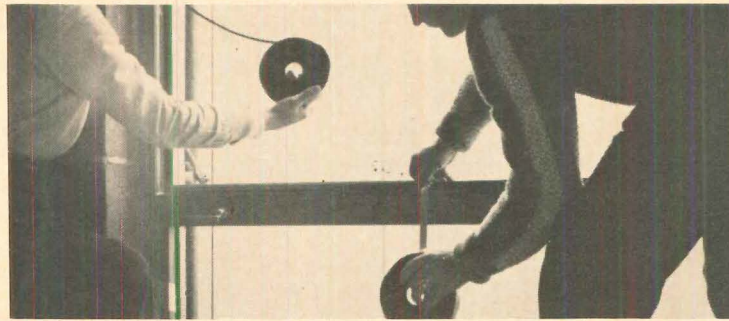
Write to me, Wayne Miles, President, FEATHEROCK, INC., on your letterhead and you will get prompt action. Our address is 6331 Hollywood Boulevard, Los Angeles, California 90028.



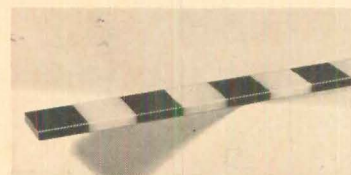
**Adhesives & sealants**



**Construction sealant** made of silicone rubber has an estimated life expectancy of 30 years or more. It flows in temperatures ranging from sub-zero to 120° and has proven immune to sharp temperature drops. General Electric, Waterford, N.Y.  
Circle 240 on Reader Service card



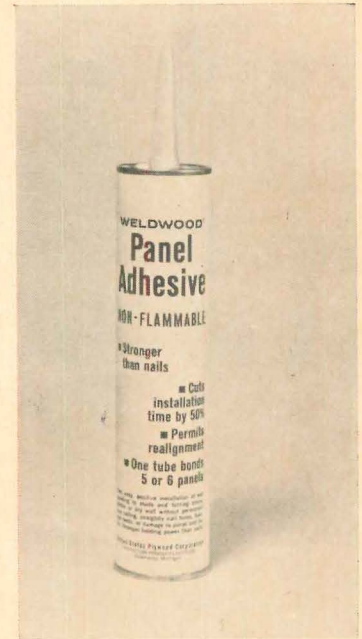
**Extruded-tape sealant**, in black or aluminum gray, may be applied to window glazing or curtain-wall panels from the inside and requires no auxiliary sealant. It comes in rolls 15' to 30' long. Protective Treatments Inc., Chicago. Circle 244 on Reader Service card



**Stone adhesive** glue-welds marble, stone and ceramics to each other or to wood and metals. Colorless, it can also be used for patching scratches and chips. It comes in three container sizes: pint, quart and gallon. American Resin, Chicago.  
Circle 241 on Reader Service card



**Bonding additive** for concrete mortar and stucco mixes permits thin-coat renewal of concrete surfaces without acid etching or scarifying. It increases strength and bonding qualities of any prepared mix. Larsen Products, Bethesda, Md.  
Circle 242 on Reader Service card



**Non-flammable adhesive** for wall paneling is designed for safe use around electrical equipment and other fire hazards. It bonds wall paneling to drywall and plaster as well as to studs and furring strips. U.S. Plywood, New York City.  
Circle 243 on Reader Service card

New literature starts on p. 173



"Seamless beauty, because it's Heliarc-welded."

"And cleaning's a breeze. Look — no tools."

"Rugged 3-speed motor whispers 325 CFM."

*The Big Swing is 3-speed!*

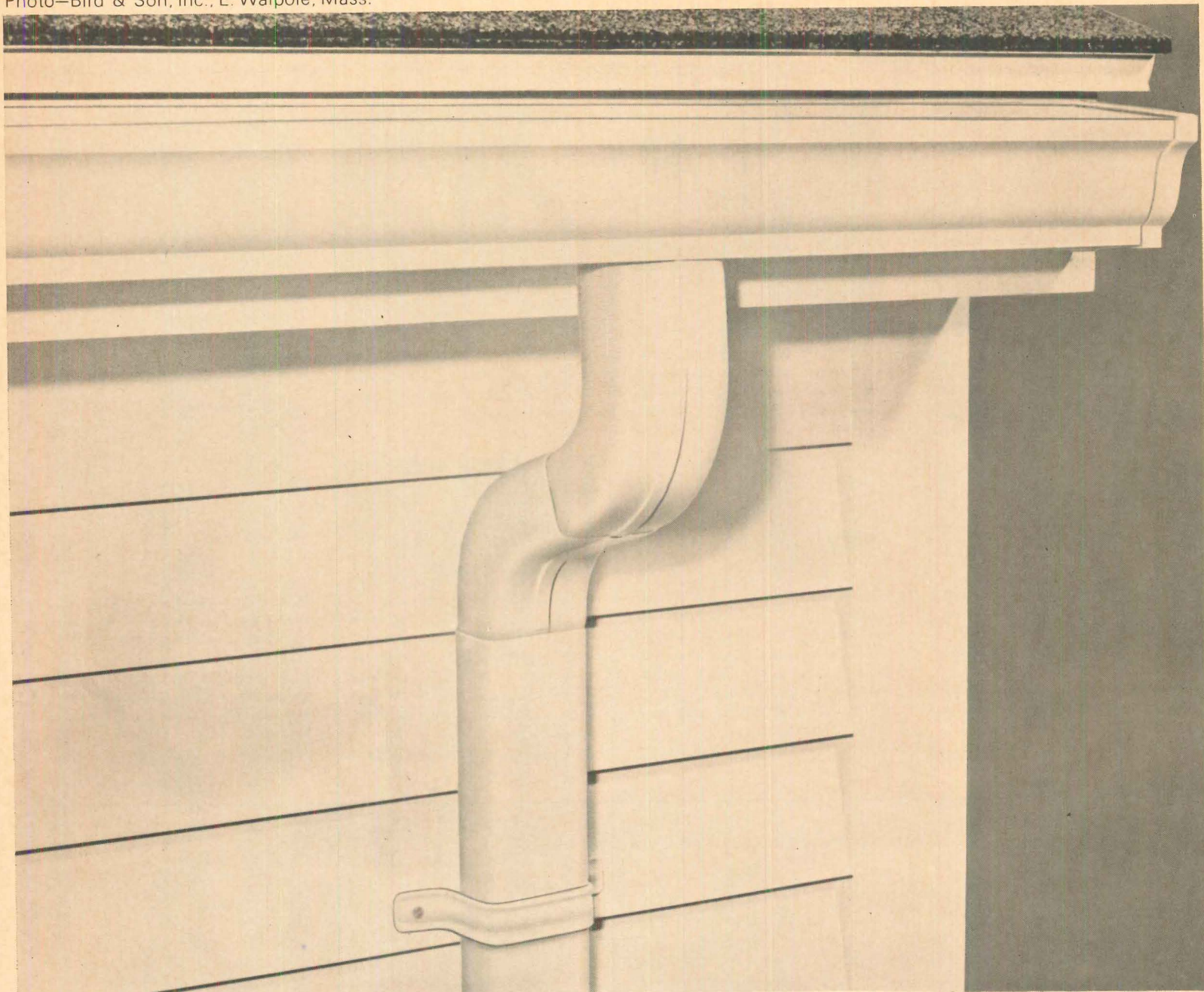
**What else? Squirrel cage dual blower.** Lifetime-lubricated motor, thermal protected and guaranteed five years. Rigid stainless steel or baked enamel decorator colors for glamor and durability. Washable aluminum filters. Runs more quietly on "High" than others run on "Low." Arrives pre-wired, ready to install — the power-unit plugs in. More convenient, front-located push-button controls. In five standard widths . . . and, *EXCLUSIVE:* in special sizes from 21" to 48". What else? It's a Broan range hood.



BROAN HAS 6 SWINGIN' NEW HOODS!

**BROAN**

Broan Manufacturing Company, Dept. 5H, Hartford, Wisconsin Member Home Ventilating Institute



**Gutter  
systems  
of rigid  
Geon<sup>®</sup>  
vinyl  
do not  
peel,  
dent,  
corrode  
or need paint.**

Every day our customers make the truly maintenance-free home closer and closer. Ideas like this make it so—a rain system that sheds water without being bothered by it, because it's made entirely of rigid Geon vinyl. □ Geon vinyl does many things for many building products...for windows, siding, conduit, pipe, gutters, downspouts, shutters. And more will come. □ We wouldn't say



homes will one day be 100% vinyl; but they're getting closer to it. B.F. Goodrich Chemical Company, Department H-4, 3135 Euclid Avenue, Cleveland, Ohio 44115.



**B.F. Goodrich Chemical Company**

a division of The B.F. Goodrich Company

## NEW LITERATURE

For copies of free literature, circle the indicated number on the Reader Service card, page 141.

**WOOD PRODUCTS.** 77-page catalog shows manufacturer's line of forest and gypsum building products. It includes complete product specifications. Georgia-Pacific, Portland, Ore. *Circle 320 on Reader Service card.*

**SIGN LIGHTING.** Booklet describes the design and maintenance of various display lighting. It shows exposed-lamp signs, luminous-panel signs, floodlighted signs and silhouette signs. 24 pages. General Electric, Cleveland. *Circle 321 on Reader Service card.*

**HARDWARE.** Eight-page catalog shows manufacturer's line of shelf and drapery hardware. Also, it shows drawer and door slides. Grant Pulley & Hardware, West Nyack, N.Y. *Circle 322 on Reader Service card.*

**BRONZE VALVES.** Comparison charts rate the manufacturer's bronze valves with competitive items. Nonpressure-rated heating specialties are also listed. Hammond Valve, Hammond, Ind. *Circle 323 on Reader Service card.*

**ALUMINUM.** Booklet describes how to build with aluminum products. It includes photographs of new aluminum colors. 14 pages. ALCOA, Pittsburgh. *Circle 324 on Reader Service card.*

**ROOF SHINGLES.** Catalog shows new colors of manufacturer's fire-resistant shingles. It also explains application. Philip Carey, Cincinnati. *Circle 325 on Reader Service card.*

**ROOF DECK CONSTRUCTION.** Booklet describes two of the manufacturer's new roof-deck systems. Technical diagrams and product specifications are

included. Flintkote, Lyndhurst, N.J. *Circle 326 on Reader Service card.*

**INSECT CONTROL.** A complete line of electrical insect control products are explained in a four-page product brochure. Describes how the products operate. Zeropect Products, Burnaby, British Columbia. *Circle 306 on Reader Service card.*

**LIGHTING FIXTURES.** 50 fixtures are illustrated in product booklet. Illustrations were prepared by an interior designer. 47 pages. For copy: send 25¢ to Progress Manufacturing Co., Department "H", Philadelphia, Pa.

**SEWER PIPE.** Booklet describes light sewer pipe fabricated of truss-connected ABS plastic walls filled with concrete. Also shows how it is installed. 12 pages. Armco Steel Corp., Middletown Ohio. *Circle 307 on Reader Service card.*

**CAULKING SYSTEM.** Brochure describes air-powered caulking system. Also shows components and accessories. Four pages. Pyles Industries, Wixom, Mich. *Circle 308 on Reader Service card.*

**HOOD AND VENTILATING FAN.** 20-page catalog shows new line of kitchen hoods and bathroom ventilating fans. Electric heaters are also shown. Philip Carey, Cincinnati. *Circle 309 on Reader Service card.*

**WOOD PATIO.** Booklet shows designs of wood patios and decks for back yard installation. Wester Wood Products Assn., Portland, Ore. *Circle 310 on Reader Service card.*

**SEPTIC TANKS.** Pamphlet describes septic tanks and their use with garbage disposers. Charts show how to size and locate septic tanks and absorption fields. Five pages. In-Sink-Erator, Racine, Wis. *Circle 311 on Reader Service card.*

**HOME APPLIANCES.** Manufacturer's line of kitchen appliances, air-conditioners and electric water heaters is shown in booklet. 12 pages. Kelvinator, Detroit. *Circle 317 on Reader Service card.*

**FILTERS.** Four-page bulletin describes complete line of manufacturer's air filters. It shows capacities of each model. Cambridge Filter, Syracuse, N.Y. *Circle 312 on Reader Service card.*

**STEEL EQUIPMENT.** 84-page manual shows steel products, including shelving, draws and cabinets. Equipto, Aurora, Ill. *Circle 333 on Reader Service card.*

**WATER-HAMMER ARRESTORS.** Bulletin shows cross-section schematic of the manufacturer's new water-hammer arrestor. JMJ, Portland, Ore. *Circle 313 on Reader Service card.*

**PLUMBING PRODUCTS.** Bulletin shows manufacturer's kitchen sinks offered in five colors. Bath products are also shown. Kohler, Kohler, Wis. *Circle 329 on Reader Service card.*

**SIDING.** Brochure describes general construction, application and finishing of manufacturer's siding. Drawings show joint treatment. Masonite, Chicago. *Circle 319 on Reader Service card.*

**FORK TRUCK.** Four-page brochure includes performance data of forklift. Components and attachments are shown. American Road Equipment, Omaha. *Circle 331 on Reader Service card.*

**PUMP TANK.** Catalog describes manufacturer's line of pump tanks. It also shows insulated tanks enclosed in enamel. American Granby, Milford, Conn. *Circle 332 on Reader Service card.*

*New literature continued on p. 175*

"Vents the air up and away!"

"The most rigid hood construction available. Broan quality."

"Extra-heavy motor unit whispers efficient air flow."



## Broan's Swingin' Ductless Hoods!

Handsome new design that adds appeal to any kitchen. Lifetime, washable aluminum grease filter. Large charcoal odor filter. Rigid, heavy-gauge steel construction. Push-buttons up front control single speed fan and recessed 100-watt light. High pressure fan delivers more air than ever, quietly. Lifetime lubricated motor, thermal protected and guaranteed 5 years. Broan's swingin' 2-speed model offers all these features plus a few extras. What else? It's Broan!



BROAN HAS 6 SWINGIN' NEW HOODS!

# BROAN

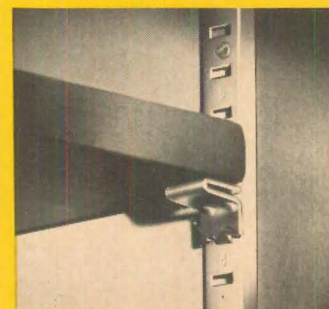
Broan Manufacturing Company,  
Dept. 5H, Hartford, Wisconsin  
Member Home Ventilating Institute

# She'll change her shelves—



## but she won't change her mind about you!

Because you showed her all the things she can do with K-V adjustable shelf hardware. Every time she adjusts her cabinet shelves she'll remember you as the one who introduced her to the wonderful flexibility of K-V 255-256 hardware. Thanks to you and K-V, she can get more usable space in her cabinets. No. 255 steel standards in nickel or zinc plate are 12" to 144" long; in brass plate, 3', 4', 5', 6'. Also available in aluminum with natural or bronze vinyl finishes, 12" to 144" long. Easy to flush or surface mount with furnished drive screw nails or staples. Adjustment slots every half inch. For full details, ask your K-V representative or send for our complete catalog.



*Don't stop with the kitchen! K-V adjustable shelf supports are fine for bookcases, other built-ins anywhere in the house.*



*Quality products of Known Value!*  
**KNAPE & VOGT MANUFACTURING CO.**  
Grand Rapids, Michigan

**RUST PREVENTION.** 18-page booklet describes how rust forms on various metals, and how the metals can be protected and preserved. For copy: send 35¢ to Master Bronze Powder Co., P.O. Box 306, Chicago Heights, Ill.

**BUILDING COST DATA.** Book contains more than 4,000 prices of building materials. It also has a 50-city index for construction and labor costs. For copy: send \$3.50 to R.S. Means Co., Duxbury, Mass. 02332.

**VALVES.** Chart lists the manufacturer's full line of bronze and iron-body valves. Each valve is rated for 21 types of services: NIBCO, Elkhart, Ind. *Circle 314 on Reader Service card.*

**CONCRETE BLOCKS.** Booklet shows how concrete blocks can be used for garages, exterior house walls and interior walls. 15 pages. National Concrete Masonry Assn., Arlington, Va. *Circle 316 on Reader Service card.*

**ELECTRIC GRINDERS.** Specification sheet describes two electric grinders and attachments. Physical dimensions and component parts are included. Marvel Equipment, Brooklyn, N.Y. *Circle 330 on Reader Service card.*

**SEALANT.** Brochure describes field performance of manufacturer's polyurethane sealant. Results of laboratory tests are included. Four pages. Master Mechanics, Cleveland. *Circle 327 on Reader Service card.*

**MIRRORS.** Handbook illustrates a number of ways mirrors can be used in the home. Also gives information about a variety of mirror types, finishing techniques, application, and mirror installation. 24 pages. For copy: send 50¢ to Na-

tional Assn. of Mirror Manufacturers, 1125 Nineteenth Street, N.W., Washington, D.C.

**CONCRETE BRICK.** 12-page brochure shows color combinations of brick on exterior walls. Installation information and specifications are included. Miami Stone of America, Indianapolis. *Circle 328 on Reader Service card.*

**FIBER GLASS INSULATION.** Brochure describes how and where to install the manufacturer's product. Also shows how to calculate how much insulation is economical to install. Gustin-Bacon, Kansas City, Mo. *Circle 315 on Reader Service card.*

**CONCRETE.** Brochure describes strength of manufacturer's products. Charts, graphs and photographs of laboratory and field tests are included. Six pages. Master Builders, Cleveland. *Circle 318 on Reader Service card.*

**LIGHTING.** Brochure describes the manufacturer's full line of luminaires. Details on application are included. 36 pages. General Electric, Schenectady. *Circle 301 on Reader Service card.*

**SWIMMING POOLS.** 111-page book covers the basic design, engineering and maintenance of pools. Experts in pool planning are quoted. For copy: send \$1.95 to Lane Magazine & Book Co., Menlo Park, Calif.

**HOME LAUNDRY.** Book describes laundry planning. Also, it shows how to buy and service laundry appliances. For copy: send 50¢ to the Maytag Co., Newton, Iowa.

**VENTILATING.** Catalog shows 24 ventilators and accessories, including roof curbs and sound at-

tenuators. 51 pages. Loren Cook, Berea, Ohio. *Circle 302 on Reader Service card.*

**GAS OVENS.** Product bulletin shows six oven models and four cooktops. Specifications on installation are included. Four pages. O'Keefe Merritt, Los Angeles. *Circle 303 on Reader Service card.*

**RADIO-INTERCOM.** Eight-page catalog lists manufacturer's full line of intercoms. Illustrations are included. Miami-Carey, Cincinnati. *Circle 304 on Reader Service card.*

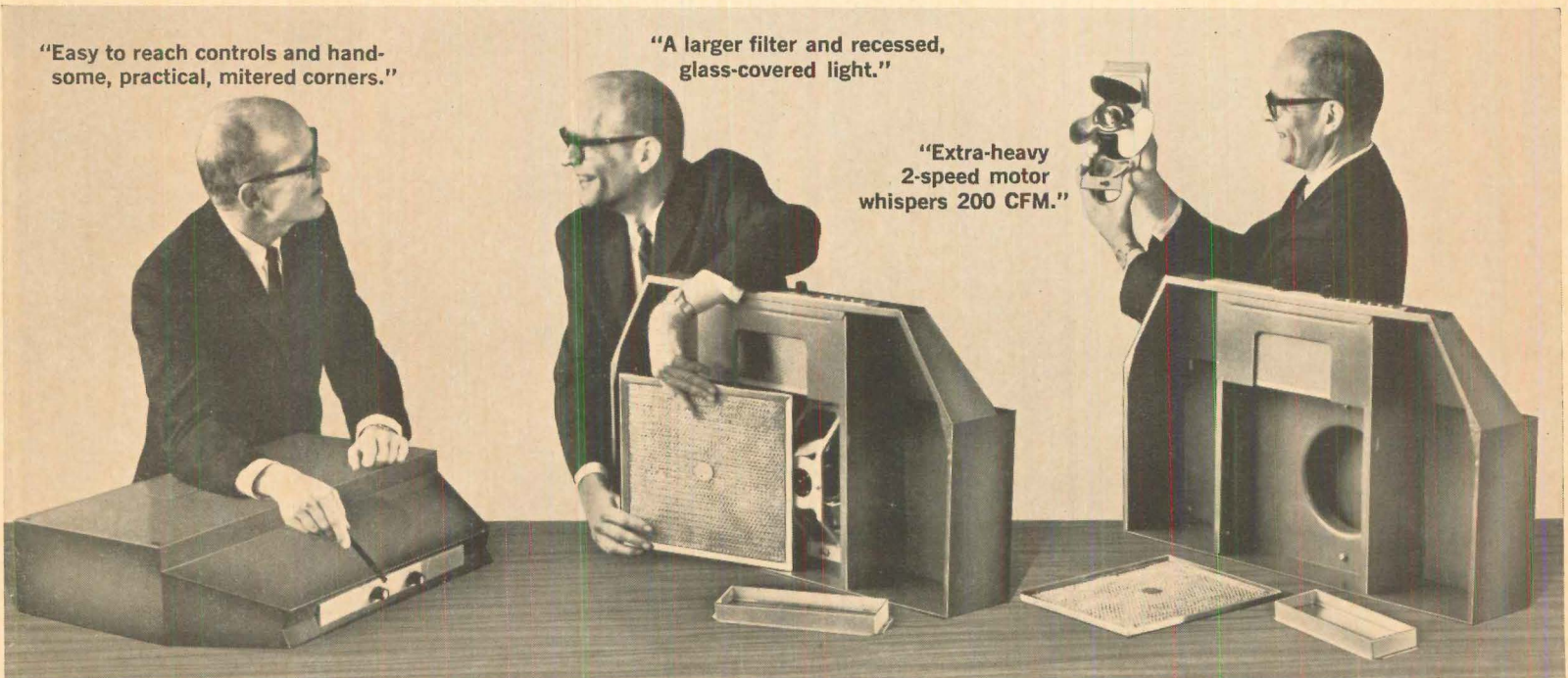
**TIME SWITCHES.** 68 models are shown in a six-page product brochure. A chart illustrates application of specific models. International Register, Chicago. *Circle 305 on Reader Service card.*

**POWER CUTTERS.** Catalog shows line of metal-cutting tools. Operating and maintenance information is included. H.K. Porter, Somerville, Mass. *Circle 334 on Reader Service card.*

**CIRCULAR DECK SYSTEM.** Four-page bulletin shows circular deck system that can also be used for square or rectangular deck work. Symons Mfg., Des Plaines, Ill. *Circle 335 on Reader Service card.*

**BATHROOM CABINETS.** Catalog shows full line of mirror-covered cabinets. Bathroom accessories are also shown. Philip Carey, Cincinnati. *Circle 336 on Reader Service card.*

**ELECTRIC TRANSFORMERS.** Manufacturer's line of dry-type, general-purpose transformers are described in 28-page booklet. Includes wiring diagrams. General Electric, Schenectady, N.Y. *Circle 337 on Reader Service card.*



"Easy to reach controls and handsome, practical, mitered corners."

"A larger filter and recessed, glass-covered light."

"Extra-heavy 2-speed motor whispers 200 CFM."

# Broan's Swingin' Ducted Hoods!

More quiet, more efficient than ever... Broan's new ducted hoods feature lifetime-lubricated, thermal-protected motors that are guaranteed five years. Convenient controls up front for the 2-speed motor and 100-watt light are easier to reach. Prismatic lens over the light directs all the light to the cooking surface. Crisp new styling, available in stainless steel or baked enamel decorator colors. And it discharges horizontally or vertically through a 3 1/4 x 10" duct. Rigid heavy-gauge steel construction on this and the single speed model. What else? It's Broan.



BROAN HAS 6 SWINGIN' NEW HOODS!

## BROAN

Broan Manufacturing Company, Dept. 5H, Hartford, Wisconsin Member Home Ventilating Institute





## Our customer, the \$17,000,000 builder.

Meet Julius Cohen, president of Jewel Builders, Inc. of Columbus, Ohio.

Julius is one of the 100 largest builders in the country.

How he got so big, in only 9 years, is his secret.

All we know is that he's used Bryant Quietline® air conditioning and heating equipment almost exclusively for the last three years. In all his developments, from one-family houses to high-rise apartments.

And is he sold on Bryant!

He says we have everything he needs. All kinds of units. Heating and cooling. Gas and electric. In all sizes.

Plus good service, competitive prices and well-made equipment that holds up for a long time.

All this from a guy who doesn't work for us!

So why don't you try Bryant? We guarantee you'll get the same good equipment, the same good service Julius Cohen does.

See your Bryant dealer, distributor or factory branch for all the details. Or write: Bryant Manufacturing Company, Indianapolis, Indiana 46207.

And, if you want, tell him Julius sent you.

The Bryant logo consists of the word "bryant" in a white, lowercase, sans-serif font, centered within a red, rounded rectangular shape that has a slight gradient and a shadow effect.

**bryant**

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