

House & Home

THE MARKETING AND MANAGEMENT PUBLICATION OF THE HOUSING INDUSTRY

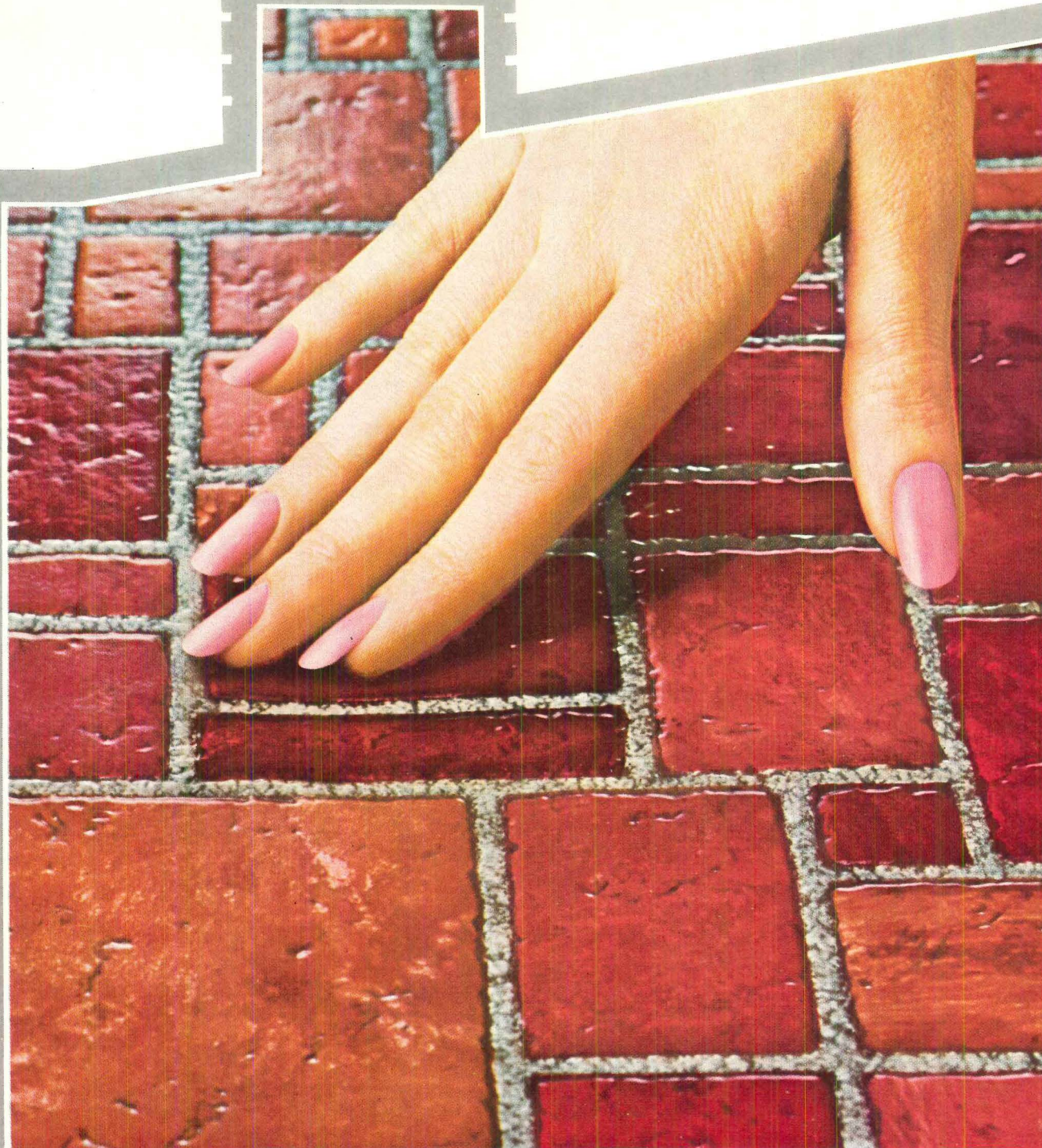
AUGUST 1967



ESPLANADE / 4617

How to make it in the multifamily market

- ... By building top-quality designs**
- ... By building apartments for sale**



Feel it...it's cushioned

Adds value to your homes

Village Square™ is Congoleum-Nairn's newest cushioned sheet vinyl in the Comfortflor® series.

There's an exciting difference in this attractive brick pattern. It has built-in selling features—an exclusive inner foam cushion that you can feel. It's warm. Soft. Quiet underfoot. And, the tough vinyl wear layer resists scratches and makes it the easiest floor to care for.

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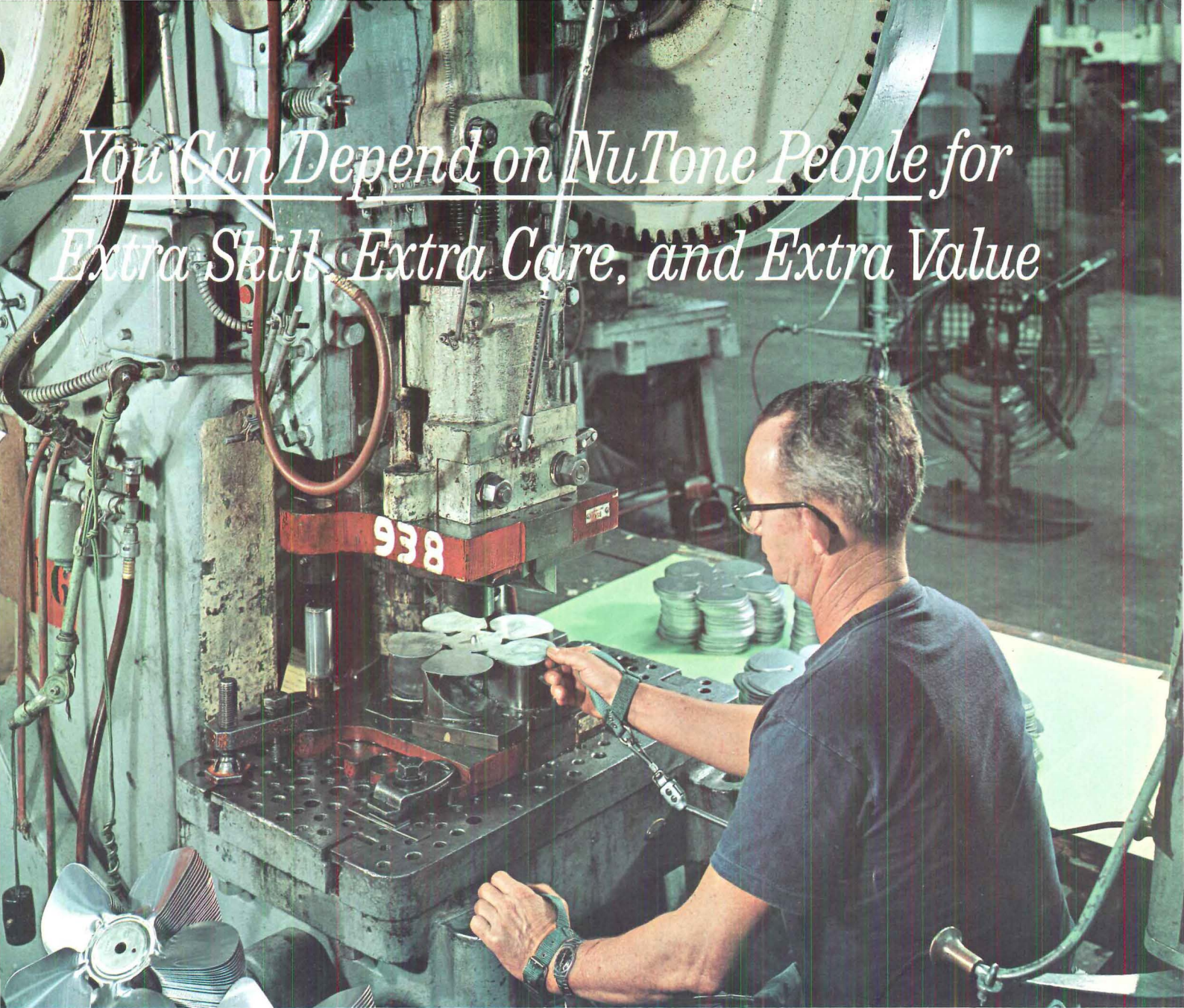
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Extra Skill, Extra Care, and Extra Value*



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NuTone manufactures its own parts for all its ventilation products, which means NuTone people have a stronger grip on quality and performance. They're 'finished-product minded', so they care more about every detail that NuTone's higher standards of excellence require. For example . . . We make our own fan-blades which is why you always get the right size, correct pitch, proper balance. Our motors undergo more rigid tests, so you avoid breakdowns and costly service-calls. We make and anodize our own Grilles so they look better, last longer. And we make our own Mounting Brackets to be sure NuTone Fans install easier . . and faster. This and more, because NuTone people take extra care, at every step. For you it means NuTone is your best buy in home ventilation products!

SEE NEXT PAGE 

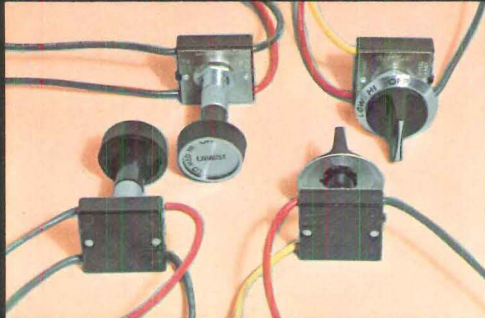
NO. 1 IN A SERIES OF
IMPORTANT MESSAGES...

NuTone

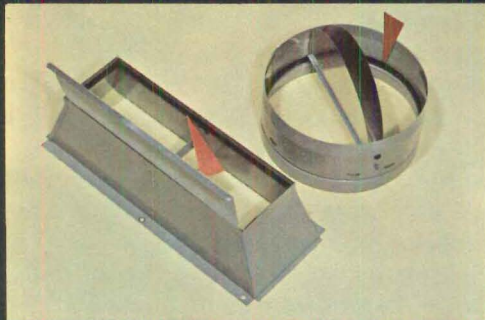
TO LEADING CONTRACTORS,
BUILDERS & ARCHITECTS.

NUTONE OFFERS YOU AMERICA'S **QUIETEST AND MOST EFFICIENT** LINE OF VENTILATION PRODUCTS

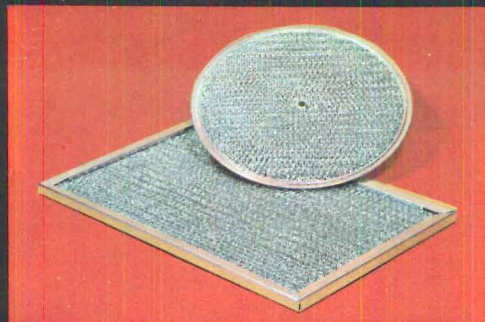
↓ Multi-Speed Regulators for choice of speeds.



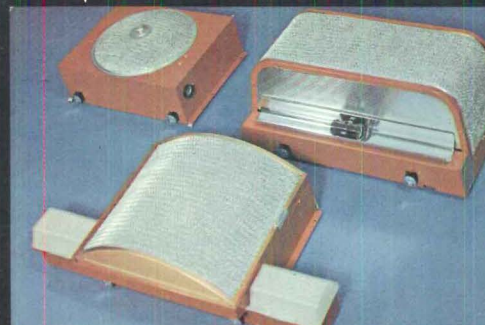
↓ Felted louvers for extra-quiet operation.



↓ Extra thick filters for better grease collection.



↓ Choice of Power Units to fill specific needs.



See previous page

**FOR KITCHENS, BATHROOMS
 BASEMENTS, FAMILY ROOMS**

**Here Are a Few "Behind the Scenes"
 Illustrations which Show Some of Many
 Extra Values You Get with NuTone**

NuTone has more of what it takes to make ventilation products look best, work better, and last longer! Go with NuTone's wide variety of design, type, color, size . . . a model for every need . . . every budget, in 16 basic series of hood-fans, exhaust fans. You can select from hundreds of models!

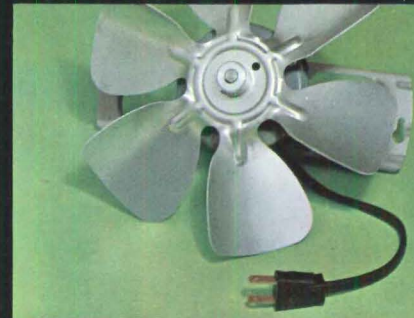
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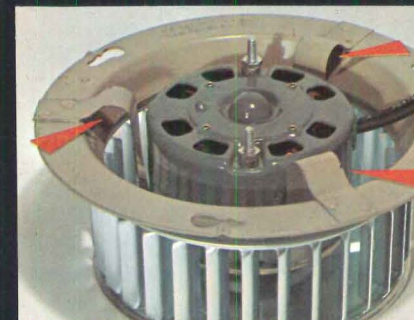
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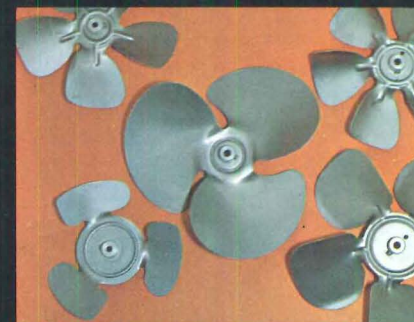
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Only the correct blade chosen for each Fan. ↓



Built Better to insure against breakdowns. ↓



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VOL. 32 NO. 2

AUGUST 1967

EDITORIAL

How to protect housing from another tight-money crisis 43
Virtually all home lending and finance—and particularly the s&L industry—needs basic reform, says the Federal Reserve Board. HOUSE & HOME agrees

FEATURES

Think apartments haven't come a long way? Look at these designs 44
Three award-winning projects show some of the advances being made in floor plans, entrances, outdoor living areas and the use of tight building sites

The story of a market success—and a financial failure 52
Despite an enviable record of 1,600 sales and rentals in five years, the developer of Joppatowne, Md., filed in bankruptcy. Here's why he came a cropper

When does a merchant builder have to have an architect? 58
When he's selling the growing market for authentic traditional design. Here are cases in point based on the work of one architect for his builder clients

The case for building speculative apartments 66
Few builders would start an apartment without a contract or a buyer. But here's one who says built-for-sale apartments are a key to his fast business growth

Little touches that helped sell houses in ill-starred 1966 70
Even in the depths of last year's recession, some builders boosted their sales. From their most-popular models, here are features that appealed to buyers

NEWS

New Jersey gets nation's first planned-unit-development law 5
Garden State tells municipalities they have right to zone for P.U.D. and it encourages them to employ the new technique to curb hodge-podge development

Gulf American Land's stock suspended from American Exchange 10
Trading in shares of world's largest land developer halted for two days after newspaper accuses the Florida company of unethical practices in sales of land

Builders to ask Congress: Must we pay for underground wiring? 20
NAHB will demand that utilities pay costs of underground residential distribution without requiring that builders make their houses all-electric

DEPARTMENTS

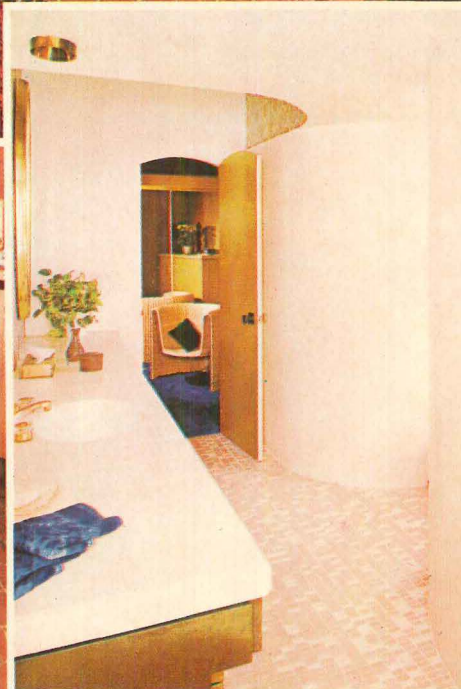
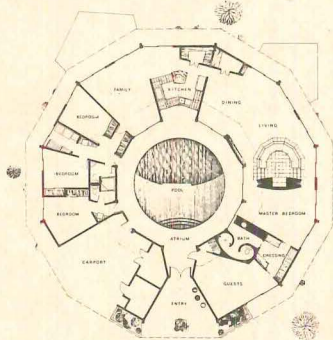
Mortgage-market quotations	16	New products	87
Housing-stock prices	12	New literature	100
Leaders	30	Reader service card	101
Letters	36	Advertising index	109
Technology	83		

Cover: Award-winning apartment in Homes for Better Living competition. Architect: Kamnitzer & Marks. Builders: Hyman and Janet Harrison. Location: Sherman Oaks, Calif. Photo: Julius Shulman. *For story, see p. 44.*

NEXT MONTH

How to find and develop small tracts for high-priced houses . . . Eleven award-winning merchant-built houses—from the 1967 Homes for Better Living competition . . . A builder finds new ways to cut costs with power equipment

Ceramic tile lends carefree warmth to an unusual circular home by John Nyberg



Located in Pasadena, California, this circular home has an atrium as its focal point. All rooms of the masonry and tile structure open off the atrium with its circular pool.

Designed by the firm of Nyberg and Bissner as Mr. Nyberg's home, ceramic tile is used both decoratively and functionally. Quarry tile floors are found in the living room dining, area, kitchen and den. It is also used for kitchen counter tops and back splashes.

Scored glazed tile is used for bathroom counter tops and walls including a unique circular treatment of the walls of the master bath.

In keeping with the contemporary Spanish feeling sought for, extensive use of tile is made throughout other areas of this five bedroom home. Tile contractor for the home was C&D Tile Company of San Gabriel.

If you're looking for a material with limitless possibilities in combined decorative and functional use, look for ceramic tile made in the U.S.A. and Quality Certified by the Tile Council of America. The triangular seal at right is your assurance of glazed wall tile, ceramic mosaic tile and quarry tile that is tested to meet the most rigid government specifications. For more information about Certified Quality Tile, a material that can be used with confidence indoors and out, write: Tile Council of America, Inc., 800 Second Avenue, New York, N.Y. 10017. Or, see the current Sweets Architectural File.



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N.J. passes nation's first planned-unit-development law

Do municipalities have a legal right to one for planned unit development—the mixture of all types of housing in a single development?

Experts have expressed doubt on that point. But in the state with the highest population density, the doubt has now been removed.

New Jersey's new Municipal Planned Unit Development Act, first in the nation tailored specifically for P.U.D., not only permits but encourages its use.

Sponsors of the act—State Senators A. Donald Bigley and Frederick J. Scholz—see it as 1) a tool for better land use, 2) a weapon against hodge-podge growth and 3) a model for other states to follow. It became law in May.

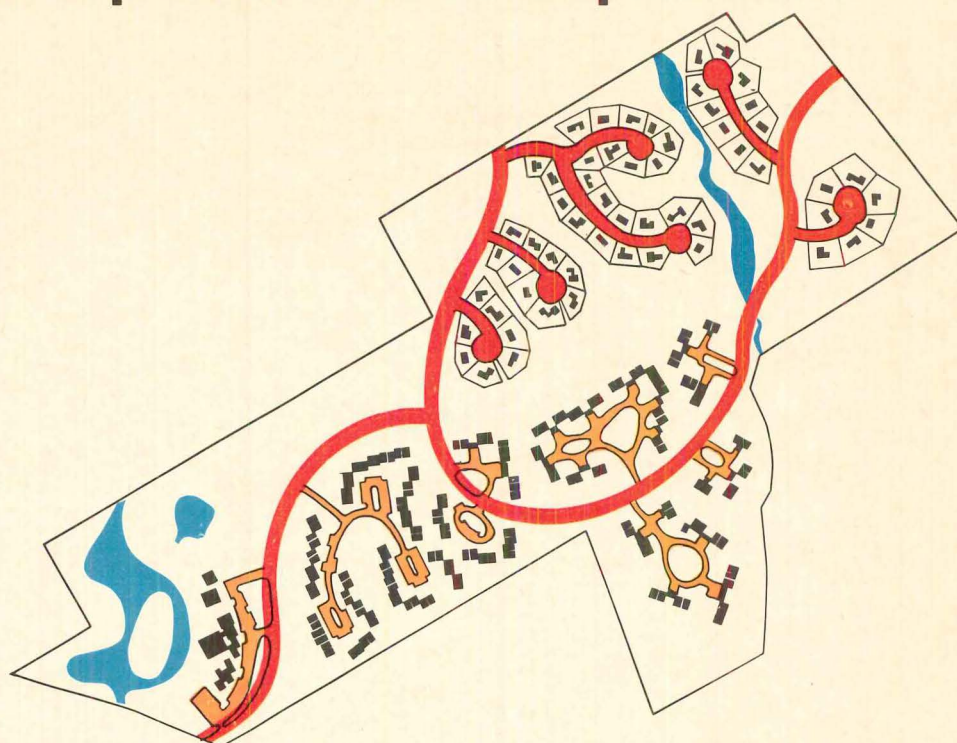
Not mandatory. The law recommends the fundamentals of P.U.D.: mixing houses, townhouses and apartments in the same development; setting aside land for community-owned parks and recreation areas, and setting up homeowners' associations to maintain these common areas. The law includes no enforcement measures.

It enables communities to adopt P.U.D. by reference. And it establishes protective devices to allow communities to intervene if the homeowners' associations do not operate effectively.

The new legislation does require that proposed planned community generally conform to the purposes of zoning and adhere to any master plan adopted for the municipality. One purpose of the law is that educational facilities be located conveniently to housing.

Support for the law has been widespread. Encouraged by many queries, Richard C. Goodwin, president of the New Jersey Home Builders Assn., says his organization plans a campaign to educate both communities and builders in operation of the law.

If current zoning practice continues un-



A PLANNED UNIT DEVELOPMENT might resemble this layout developed by William E. Aubin in Amherst, Mass. It devotes 44 of its 125 acres

to green space (including ponds and recreation areas). It combines a commercial area (*far left*) with apartments (*center*) and clustered houses.

abated, New Jersey faces the threat of grid-pattern development, the state's Department of Planning predicts.

Flexibility. Planner Stephen Sussna of Trenton, a pioneer in planned communities, calls the new statute the most significant piece of American land-use control legislation since New York State's zoning enabling act of 1914.

"At the very heart of this law are the objectives of flexibility and innovation," he says. "Now the techniques of large-scale development are recognized."

Sussna adds that, because the law allows the varying of density standards in con-

sideration of open space concessions, "we may now have more sensible use of land, less waste due to large-acreage snob zoning, and more use of cluster layout."

Progress in New York. While New Jersey's Gov. Richard J. Hughes was signing the new enabling law, New York's County Conference on Land Use was citing a builder for his development of the state's first large-scale cluster project—a 114-house subdivision in Tarrytown. The development is called Tarryhill.

The citation went to Martin S. Berger of Robert Martin Assoc., a diversified building and investment firm.

FHA rehabilitates a low-income neighborhood—from the people up

And in the process, the Federal Housing Administration demonstrated a basic rule for all neighborhood rehab jobs: If the people get a decent home to live in, they will try to live decently.

For years vandalism was part of the way of life at Kearney Villa in Fresno, Calif.—a 213 cooperative that had slipped into default.

When FHA took title to the project in 1964, one official suggested that the area be bulldozed, even though FHA held \$7,500 mortgages on nearly all of the 137 houses.

But the late Frank Pendergast, director of FHA's San Francisco office until his death in May, thought the neighborhood could be revived in three steps:

1. Fix up the houses at a cost of \$3,000 each.

2. Provide more mortgage insurance under FHA's 203 program so that the fixed-up houses could be sold for only \$8,400—

a price within reach of low- to moderate-income families.

3. And, most important, encourage the formation of a strong neighborhood association to channel the homeowners' newfound pride into efforts to improve the area.

Houses first. Pendergast demonstrated his good intentions by improving the houses first. Workers began renovating ten houses at a clip, after 70 dwellers who showed no intention of making any mortgage payments were moved out.

Besides new paint and repairs, the houses got new floors, new kitchen equipment, air coolers, fences and brick planters. Result: Prospects stood in line to buy.

At first, the small project needed four full-time security men to protect contractors from vandalism. But trouble subsided as houses were sold.

Then the people. The residents responded to FHA's efforts by forming a homeowners association and naming civic-minded James P. Carter as its leader. Carter appointed block captains to remind residents to keep their grounds and houses in top shape.

After construction was completed last year, Carter, Pendergast and Fresno Mayor Frank Hyde decided to add other needed improvements to Kearney Villa: more street lights, more shade trees and better municipal police protection. Carter also requested bus transportation for commuting to downtown jobs, and two months ago the bus route was extended.

"Simple house-rehabilitation jobs can be done more economically," says Arnold Runo of FHA's San Francisco office. "But there aren't any better ways to revive a neighborhood than by working with the people."

The minitowns get an electric minicar for minitrips

In many retirement and greenbelt villages the stores are little more than a walk away from the houses. Yet so few persons are walking that Westinghouse Corp. decided that new towners want a new car for the short hauls.

Westinghouse has been serving the mini-town market with souped-up golf carts outfitted with back-up lights and fringes on top—and selling 500 a year. A typical cart—driven here by a couple from a Rossmoor retirement community in Laguna Hills, Calif.—looks like this:



To replace the golf carts, and some second cars, Westinghouse has now developed this electric minicar that runs for a penny a mile and looks like a shrunken jeep:



The \$2,000 cars go on public sale next summer, with production set at ten cars a day. The company has 50 orders now, mostly from public utilities.

Though the car's top speed is 25 miles an hour and its top range between battery recharges is 50 miles, there are people who think it offers great potential to both

big cities and residential areas.

In back-to-back grants, the Housing and Urban Development Dept. has awarded \$299,995 to General Motors Corp. and Pennsylvania University to find out whether fleets of minicars in downtown areas would significantly reduce smog and traffic problems.

HUD has also given \$100,000 to the Cornell Aeronautical Laboratory in Buffalo, N.Y., to study a mass-transit system featuring minicars that would be driven onto railroad tracks and whizzed about at 60 miles an hour.

Land Savers. HUD is thinking in terms of long-range benefits. But some developers of housing communities say the minicar offers them advantages today:

1. It is so small—as long as most autos are wide—that 12% of a project's residential land could be saved due to reduced parking areas and narrow roads.
2. Its low speed adds an element of safety, even with old persons driving.
3. It runs quietly.

A few developers—Rossmoor's Ross W. Cortese, for one—have even begun to build special features for electric carts and cars.

At Laguna Hills near Los Angeles Cortese built narrow roadways that include underpasses to allow minicars to avoid highway traffic:



To aid easy circulation of minicars, most street curbs at Laguna Hills were eliminated. On major streets where curbs are essential to pedestrian safety, special curb depressions were added opposite

driveways and at intersections. Miniroads were built 6' wide, and the intersections were made extra wide so carts, like the one here, could turn more easily:



Finally, walkways around the houses were made wide enough so that carts filled with groceries, for example, could be driven right up to the front door:



Though development is just beginning at Arizona's Litchfield Park, General Manager Patrick J. Cusick says minicars might be appropriate for Litchfield's proposed secondary road system.

Laguna Hills planner Burdett Lent has still another idea: He suggests offering minicars in package deals with houses or apartments. Says Lent: "It might be a good merchandising gimmick."

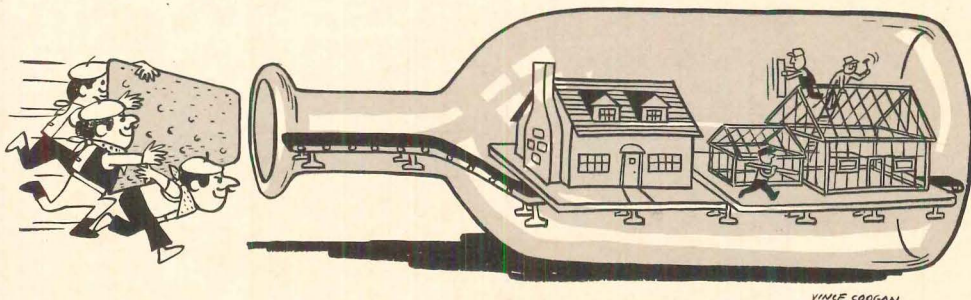
Builders have offered conventional cars with their houses. Currently, Liberty Savings & Loan Assn. is offering 1967 Volkswagens free with \$27,000 houses in a repossessed project near Los Angeles called Churchill Estates. Since April only five houses with vws have been sold.

A whine from the wine men: Builders are treading on our grapes

But to builders, the whole thing sounds like sour grapes.

California vintners, who control 500,000 acres, say they are being uprooted by a combination of urban sprawl and increased land taxes. And two of them—Paul Mason and Mirrassou Vineyards—have forsaken Santa Clara Valley south of San Francisco for the exurban Monterey area, even though the area has a less than desirable amount of rainfall.

The question for builders: Will the vintners' wrath over the housing invasion lead to still another exurban effort to keep builders bottled up in suburbia?

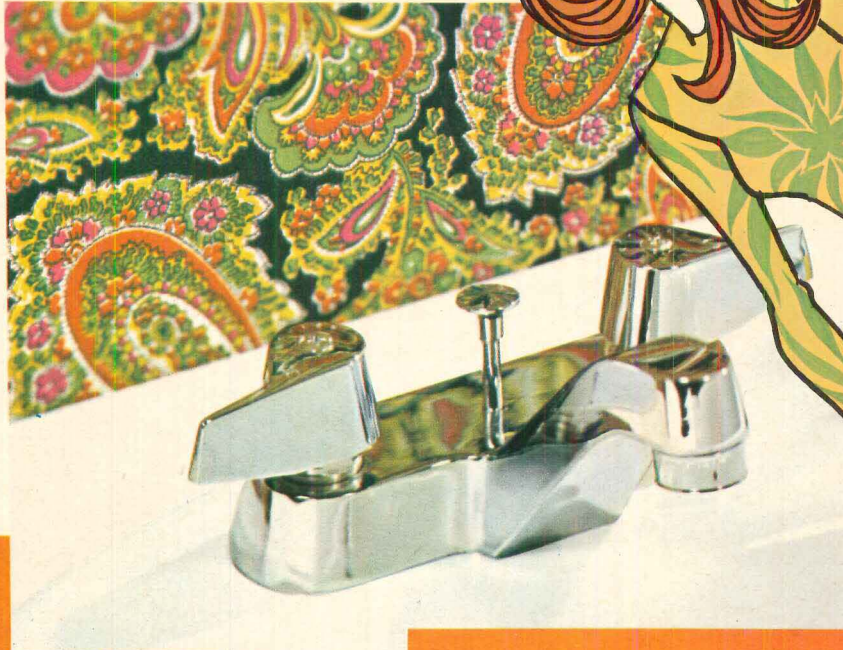


NEW SHOREHAM BRASS BY KOHLER

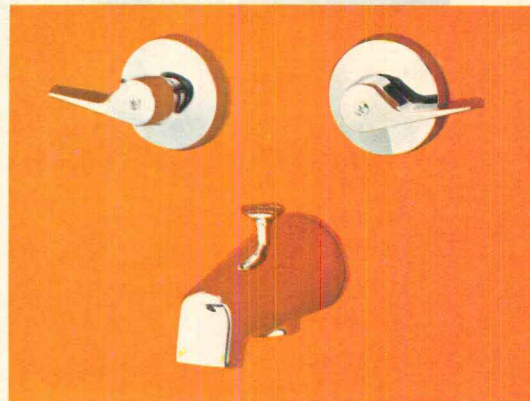
THE LOOK OF LUXURY AT A LOW PRICE

Kohler shows it can be done: provide a line of fittings with clean, contemporary design... traditional Kohler quality through and through... yet priced below trim of comparable style and durability. Meet the Shoreham line!

Quality *inside* as well as out. New Shoreman valve unit is designed to protect against internal corrosion, ensure positive flow control.



Could you ask for a smarter looking shower head? Clean, functional lines give Shoreham fittings the luxury look of high-priced trim. Yet their very simplicity holds down the cost.



Part and parcel of Shoreham economy: the trim is easier to install, easier to maintain. And easier to *use*: note the new lever type handles for a sure, natural grip.

Lustrous Shoreham chromium is easy to keep clean: the fitting surface is flat and smooth. This is it—*Shoreham!*—Kohler's new name for value.

KOHLER OF KOHLER

the Bold Look for '67/Kohler Co., Kohler, Wisconsin



Make home buyers head your way with outdoor features in Decorative Concrete

Exposed aggregate concrete turns driveways dramatic. Here's one of the most interesting of Decorative Concrete's many forms. The builder used Mexican beach pebbles, treated with

sealer to bring out color and sheen. Redwood headers add design interest and act as control joints. A decorative touch like this is easily achieved. See the "how to" across the page.



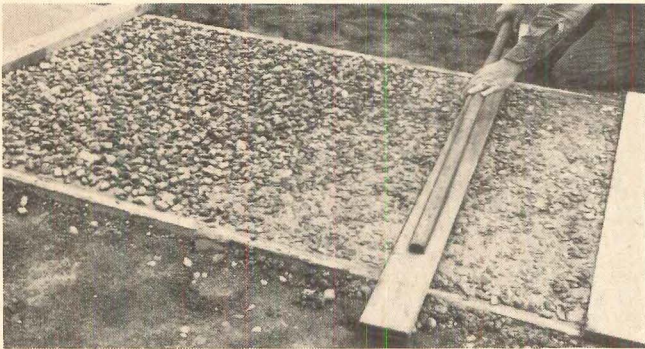
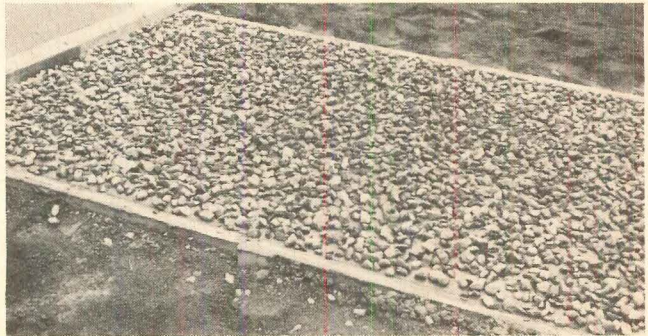
For any builder, getting the jump on competition gets tougher all the time. But more than a few are doing a good job of it right now with Decorative Concrete—in driveways, patios, walks, pools and other outdoor features.

Decorative Concrete adds a custom-type touch people like. A charm and note of difference they admire.

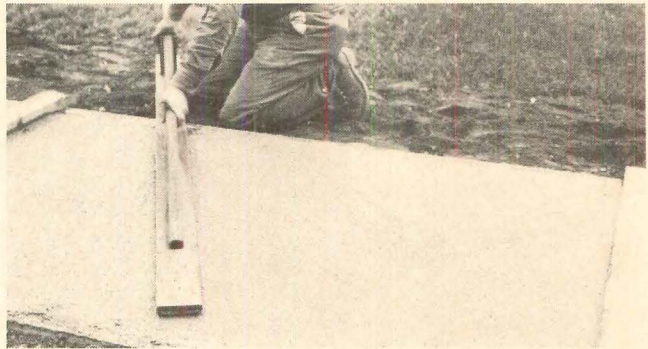
Ideas? You can texture, color, pattern, shape concrete to no end of decorative effects. With handsome sales effect, too.

How to get exposed aggregate finishes you'll be proud of

Topping aggregate should be chosen in the size and color that will give the texture and effect wanted. As soon as normally placed concrete slab (specify a 5½-to-6-bag mix) has been darbied, aggregate should be scattered to cover the surface as shown.



Next, aggregate is embedded by tamping with a darby or other suitable tool. Then, as soon as the concrete will support a workman on kneeboards, the surface should be hand floated



so all the aggregate is embedded just below the surface and completely surrounded by grout. Concrete should then be allowed to start setting up. Large areas may need a retarder.



In exposing the aggregate, timing is critical. Exposing should begin as soon as the grout can be removed by simultaneous brushing and flushing with water without overexposing or dislodging the aggregate. Some builders use test panels to determine timing. Finished job should be cured thoroughly, using a non-staining method of curing.

Help your concrete crews learn more about installing Decorative Concrete. Send the coupon for free booklet: "Cement Mason's Manual." (U.S. and Canada only)

Yes, I'd like a free copy of the booklet: "Cement Mason's Manual." (U.S. and Canada only)

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PORTLAND CEMENT ASSOCIATION

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An organization of cement manufacturers to improve and extend the uses of portland cement and concrete

Trading is halted in Gulf American Land's stock

The American Stock Exchange suspended all trading in Gulf American shares after the *Wall Street Journal* disclosed that a Florida regulatory agency's staff had accused the company of grossly immoral and unethical practices in the sale of lots.

Trading resumed two days later at \$9.75 a share, down \$2, after Chairman Leonard Rosen of Gulf American had issued a statement saying:

"There is no proceeding pending before the agency [Florida Installment Land Sales Board] which in any way affects Gulf American's right to do business." Rosen added that he had "no reason to believe such proceedings are contemplated."

The agency's executive director, Carl Bertoch, emphasized that the board has the power to suspend or revoke a land company's registration in Florida. He said he had advised officials of the American Stock Exchange that no such suspension or revocation was "imminent against Gulf American—that is, within 24 to 48 hours."

Criticism. Gulf American is the largest of 210 land-development companies in Florida and does 25% of the business, much of it by telephone sales. It earned \$22 million, or \$2.31 a share, on \$144 million in revenues in the fiscal year ended August 31, 1966. Its principal developments are Cape Coral, adjacent to Fort Myers on the Gulf Coast; Golden Gate and Remuda Ranch, east of Naples, and River Ranch, a projected development near Lake Wales in central Florida.

The company's sales practices have been criticized for years (H&H Mar. '66). Florida's land board was set up in 1963, partly in response to such criticism, but by 1966 three of the five members were



ROSEN

KIRK

good friends of Gulf American.

They were Robert H. Finkernagel Jr., a Gulf American vice president; Miami attorney Howard Hirsch, who has often represented the company, and Joseph F. Chapman Jr., legal counsel for a consulting firm that works for a Gulf American subsidiary.

"It was seldom anything you could put your finger on," the *Journal* quoted one official close to the board, "but in the time these three were on the board the Gulf American hearing just never seemed to get anywhere. Somebody was always sick or tired or had to catch a plane."

The board did threaten to revoke the company's registration because of misrepresentation and other misconduct in 1965, but the only action taken was a vote of censure against Gulf American for failure to exercise control over the actions of its salesmen.

Enter a new Governor. Last fall Florida elected Claude Kirk Jr., as the state's first Republican governor in 94 years, and he rammed through the legislature the toughest land-sales law ever drawn in the state. Among other things, it gave him power to set up a new seven-man board.

The old board's staff came up meanwhile with the secret report quoted by the *Journal*. It accuses Gulf American of flagrant misrepresentation in land sales, of selling numbered lots and then switching the numbers to other land, and of concealing key information from the land board.

The staff also questions the practice of keeping the payments of persons who have bought lots that were later switched and who then stopped paying on their installment contracts.

"Throughout the board's history, Gulf American has been the greatest single source of complaints," the staff report states. "To date the staff is unaware of any positive action taken by management to control the situation."

Defense and counterattack. Chairman Rosen maintains that the *Journal*'s story was seriously distorted. He says most of the accusations date from 1963, before the formation of the board. He adds:

"In my opinion there is no exposure whatever regarding the information released in the newspapers. If there should be any liability or exposure, it would be much less than \$100,000, which in terms of company assets (\$325 million) or volume of business would be inconsequential."

But Gov. Kirk, says the *Journal*, thinks that practices such as those alleged in the secret report give the whole state a bad name.

"Most of the industry is good and the companies honest," the governor says. "The thing we're determined to do is bring the scoundrels under control."

Builder Harlan Lee splits from his partner and slips into bankruptcy

The mishaps couldn't happen to a more progressive guy. For years—before and after Byron Lasky joined him—Lee's contemporary houses set trends and made money. But California's 1966 slump did in his partnership—and then sank his own holdings into Chapter XI of the federal bankruptcy laws.

The depressed California market caught the Harlan Lee-Byron Lasky Co. undercapitalized, Lasky says, just as it was expanding. By April of this year the partners' inventory had swelled to 500 units, including 200 townhouses, and their debt-to-equity ratio was 25 to 1. What's more, they owed 275 unsecured creditors about \$2 million.

The split-up. First to go was the two-year-old partnership. "The money worries," says Lasky, "led to personal friction. We both wanted out."

Says Lee: "Lasky is a powerful personality. I became impotent in the management of the company."

Each offered to buy out the other; but Lee prevailed. For his part, Lasky took

one townhouse project north of Los Angeles, called Del Prado, which has 60 sold units and 70 empty ones. As a sweetener, Lee agreed to assume Del Prado's debts.

Lee took full control of the partnership's remaining properties: the award-winning Colony Park project in 12,000-acre West Lake Village, 300 acres in Los Angeles and townhouses in nearby Ventura County. Lee also retained control of subdivisions started before Lasky left Kaufman & Broad two years ago.

The bankruptcy. Lee's creditors, meeting in April, gave him time to work out a payment schedule. But on May 22, Lee filed for reorganization in the federal court in Los Angeles as a debtor in possession.

Lee filed three actions—one for personal bankruptcy and two others for bankruptcies of companies called Russell Estates and Custom Developers Inc.

Russell Estates, a dormant corporate title, includes nine other corporations with indebtedness of \$10 million. Custom Developers, another dormant title, has unsecured claims of about \$140,000.

Lee insists that the filing was more of a financial maneuver than a desperation move. "I will be out of reorganization in no time," he says.

The reorganization plan. Indeed, Lee has a plan that appears to be supported by a majority of his creditors. As creditors explain it, preferred stock in a new building company created by Lee would be given to creditors in return for cancellation of debts. Existing mortgages and bank loans on Lee's holdings would not be affected.

F. B. Norberg, financial vice president of Waste King Corp., a kitchen appliance maker, says:

"The plan gives Harlan Lee a chance to get out of Chapter XI. A majority of the creditors, including this company, have accepted it—in principle."

Lee hopes to be out of Chapter XI by August 1, by paying off most creditors and convincing the other 80 to back his new company, Triumph Homes. "I hope," says Lee, "to end up with a company worth \$1 million."

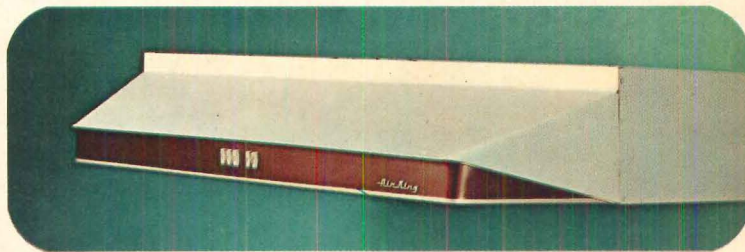
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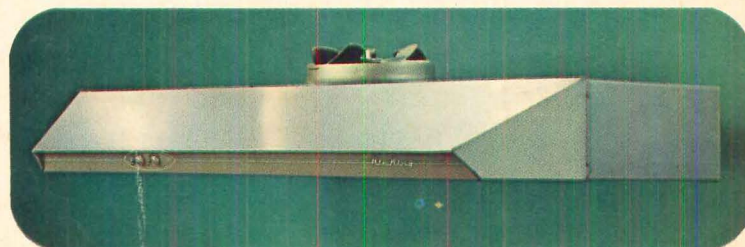
Air King



Deluxe 3-speed Cabinet-Sav'R



above: Moderate-priced 2-speed Cabinet-Sav'R
left: Hi-Flow ductless model with woodgrain vinyl finish
below: Low cost vertical discharge model



Wall Street builds nation's biggest public realty complex

Realty Equities Corp. is buying Countrywide Realty Inc. in a 5-for-1 stock trade.

Merger of the New York companies, both trading on the American Stock Exchange, will produce the nation's largest publicly owned real estate complex. Its assets will top \$250 million, and it will own properties in 50 cities in 11 states and the District of Columbia.

Realty Equities is a real estate development and construction company that buys, develops and resells income properties. It owns 21 apartment developments, 12 office and commercial buildings, 3 hotels, 500 acres of land and several miscellaneous tracts in the New York area, including the 142-acre Fairview Country Club in Westchester County. The company's non-realty holdings include an \$80-million savings-and-loan holding company (Ohio Valley Financial Corp.), plus movie, SBIC and mortgage-financing businesses.

Old Kratter empire. Realty Equities already holds 5.5% of Countrywide, having bought 259,332 of the 4,505,700 outstanding shares from Countrywide's founder and former president, New York financier Marvin Kratter, in 1965. (Until that time Countrywide had been known as the Kratter Corp.)

President Morris Karp of Realty Equities said after the 1965 purchase that a plan to combine the two companies would be developed. He is also a director and



WALL STREET'S KARP
Realty's newest tycoon

executive committee chairman of Countrywide.

Now Karp proposes to trade 901,140 shares of Realty Equities common for all of Countrywide's assets. Realty Equities traded at 12 7/8 on the day of Karp's announcement, so the transaction would involve about \$11.5 million. (Countrywide closed at 2 1/4 on the Amex the same day.)

Countrywide's assets of \$103 million include the Bridge Apartments, built on air rights over the George Washington Bridge's Manhattan approach, and the

Ebbets Field Apartments on the site of the old Brooklyn Dodgers' stadium. The company owns 16 apartment buildings in Washington, D.C., the International Airport Hotel in Los Angeles and three office buildings in Jacksonville, Fla.

Countrywide's fiscal year ended on March 31, but the company issued a pro forma accounting for the 12 months ended Dec. 31. It estimated a net loss of \$271,000 on gross income of \$3,578,000. The gross included a \$1,201,000 gain on the sale of property.

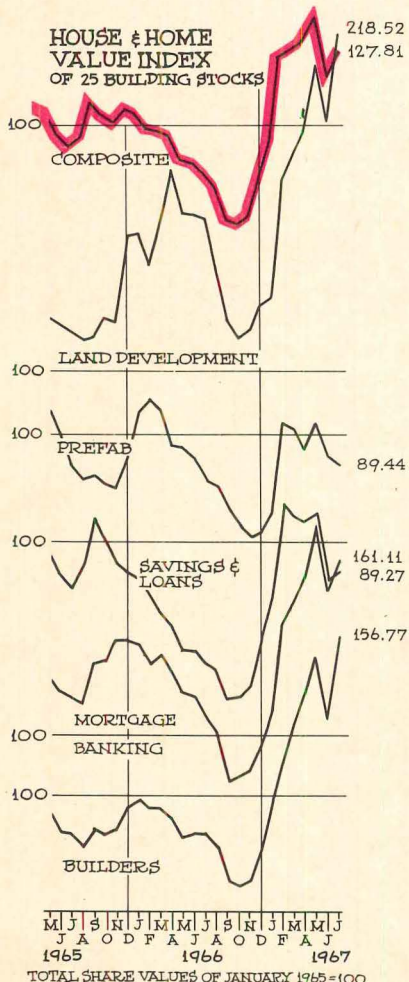
For the same period Realty Equities reported record revenue and earnings for the sixth consecutive year. It earned \$549,819, or 70 cents a common share for the 526,491 shares outstanding*, or gross revenues of \$12.5 million.

Building up. The Countrywide deal was the second major purchase by Karp's company in four months. Realty Equities agreed in March to acquire 48% of First National Realty & Construction Corp. of New York for \$1.3 million in stock.

First National is a construction and investment company with real estate holdings in New York and California. It had reported a loss of \$247,303 in the first nine months of fiscal 1967, ended Dec. 31.

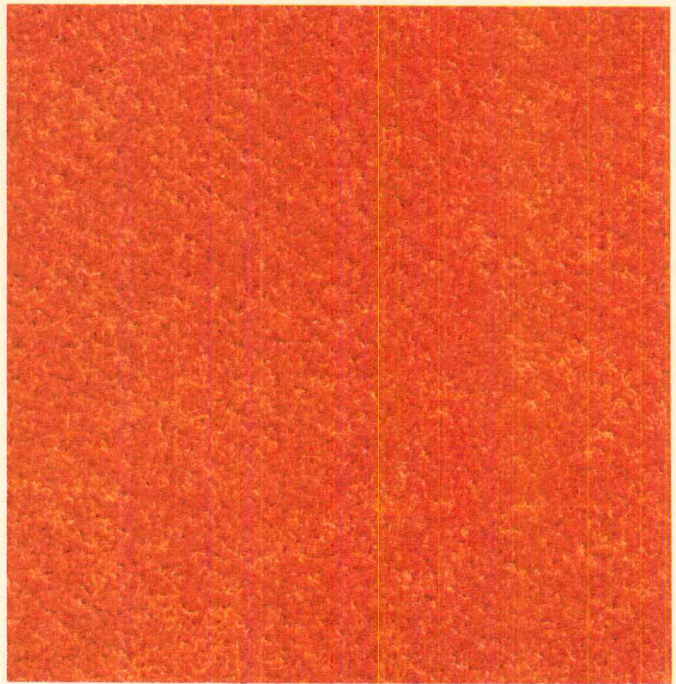
NEWS continued on p. 16

* After deducting from net earnings \$189,000 for payment of dividends on preferred stock.



HOUSING'S STOCK PRICES

COMPANY	July 5 Bid/Close	Chng. Prev. Month	COMPANY	July 5 Bid/Close	Chng. Prev. Month	COMPANY	July 5 Bid/Close	Chng. Prev. Month
BUILDING			Trans World Fin. e.....	8 3/4	- 1/8	Gulf American b.....	9 3/4	- 1/8
Capital Bldg. (Can.).....	47 1/2	+ 2 1/2	Union Fin.....	5 1/2	- 3/4	Holly Corp. b.....	1 1/2	- 1/4
Cons. Bldg. (Can.).....	1.25	nc	United Fin. Cal. e.....	9 3/4	+ 3/4	Horizon Land.....	6	- 1/2
Dev. Corp. Amer.....	7 1/2	+ 1/4	Wesco Fin. e.....	17 1/2	+ 1 1/2	Laguna Nig.....	3 d	- 1/4
Edwards Inds.....	1 1/4	- 1/8	MORTGAGE BANKING			Lake Arrowhead.....	10 1/4	+ 1 1/2
Eichler Homes b.....	1 1/4	nc	-Advance.....	8 1/2	- 1/4	Major Rlty.....	1 1/2	+ 5/8
First Hartford Rlty.....	7 1/4	+ 3/8	-Associated Mtg.....	6 1/2	nc	McCulloch Oil b.....	17 3/4	+ 6 1/2
First Nat. Rlty. b.....	1 1/2	nc	Charter.....	2 1/2	- 1/8	So. Rlty. & Util. b.....	2 1/2 d	+ 1/4
Frouge.....	3 3/4	- 1/8	Colwell.....	12 1/2	+ 1/2	Sunasco e.....	10 1/2	- 1 1/2
-General Bldrs. b.....	3 3/4	+ 1/2	-Cont. Mtg. Inv. e.....	34 1/2	- 1 1/2	DIVERSIFIED COMPANIES		
-Kaufman & Bd. bx.....	19 1/4	+ 3 1/4	Cont. Mtg. Ins.....	7 3/4	+ 1/2	City Invest. e.....	66 1/4	+ 4
-Levitt.....	25 1/2	+ 2	FNMA.....	68	nc	Rouse Co.....	13 1/4	+ 2
Lou Lesser Ent. d.....	3 d	+ 1/8	First Mtg. Inv.....	16 1/4	nc	Tishman Rlty. e.....	30 3/4	+ 4 1/2
Nationwide Homes.....	2 1/2	+ 1/8	Kissell Mtg. b.....	5 1/2	+ 3/8	MOBILE HOMES		
Pres. Real. A. b.....	9 1/2 d	+ 1/8	Lomas & Net. Fin. e.....	4 1/4	+ 3/8	Con Chem Co.....	12 3/4	+ 1 1/2
Sproul Homes.....	1 1/2	+ 1/8	-MGI C d.....	44 3/4	+ 5 3/4	Divco-Wayne e.....	33 3/4	+ 2
U.S. Home & Dev.....	1	nc	Mortg. Assoc.....	4 1/2	+ 1/8	Guerdon b.....	6 1/4	+ 1
-Jim Walter e.....	37	+10	Palomar Mtg.....	2 1/2	- 1/8	Redman Indus. b.....	8 3/4	+ 2 1/2
-Del. E. Webb e.....	3 3/4	+ 3/8	Southeast Mtg. Inv.....	4 1/4	- 1/2	Skyline b.....	25 1/2	+ 5 1/2
PREFABRICATION			United Imp. & Inv. b.....	5 1/2	+ 1 1/2	a—stock newly added to table. b—closing price ASE. c—closing price NYSE. d—n		
Admiral Homes.....	1/4	nc	LAND DEVELOPMENT			traded on date quoted. g—closing price MSE. h—closing price PCSE. k—not available. —Figures in HOUSE & HOME's 2-		
Albee Homes.....	1 1/2	- 1/4	All-State Prop.....	50 1/2	+19 1/2	stock value index. x—adjusted for 2-for-		
Continental Homes.....	3 3/4	nc	American Land.....	7 1/2	- 1/8	split. y—tender offer. z—trading tempora-		
-Inland Homes b.....	4 3/4 d	- 1/8	-Am. Rlty. & Pet. b.....	10 1/2	+ 3	rily suspended by SEC.		
-Modern Homes.....	1 1/2	+ 1/8	Arvida.....	7	+ 1/4	Sources: New York Hanseatic Corp.		
-Natl. Homes A. e.....	3 3/4	- 1/8	Atlantic Imp.....	20 1/2	+ 2 1/4	Gairdner & Co., National Assn. of Security		
-Scholz Homes.....	3 3/4	nc	Canaveral Int. b.....	7 3/4	+ 1 1/2	Dealers, Philip Beer of Russell & Sax		
Steel Crest Homes.....	(Z)	nc	Christiana O. b.....	4 3/4	+ 1 3/8	American Stock Exchange, New York Stock		
-Swift Industries.....	2 1/4	- 1/2	Cousins Props.....	14	- 1 1/4	Exchange, Midwest Stock Exchange, Pacific		
S&Ls			Crawford.....	3	nc	Coast Stock Exchange. Listings include on		
American Fin.....	17 1/4	+ 1 3/4	Deltona Corp. b.....	13 1/2	+ 3/8	companies which derive a major part of		
Calif. Fin. e.....	5 1/2	+ 1/8	Disc Inc.....	1 1/2	+ 1/8	their income from housing activity and a		
Empire Fin.....	8	+ 1/2	Fla. Palm-Aire.....	1 1/2	- 1/8	actively traded.		
Equitable S&L.....	15 1/4	+ 1 1/4	Forest City Ent. b.....	5 1/2	+ 1/8			
Far West Fin. e.....	8 1/2	nc	Garden Land.....	4 1/2	+ 1/4			
-Fin. Fed. e.....	15 1/2	+ 3/8	-Gen. Devel. e.....	3 1/4	- 6%			
-First Char. Fin. e.....	21 1/4	+ 1 1/4	SHORT-TERM BUSINESS LOAN RATES					
First Fin. West.....	6 1/4	+ 1	Average per cent per year					
First Lincoln Fin.....	6 1/2	+ 1 1/2	LOAN SIZE (000)					
First Surety.....	3 3/4	nc	N.Y. City			8 North Central Cities		
First West Fin. e.....	3 1/4	nc	N.C.			8 South-west Cities		
Gibraltar Fin. e.....	14 1/2	+ 3/8	\$1-9.....			4 West Coast Cities		
-Great West. Fin. e.....	12	+ 3/8	\$10-99.....			6.55		
Hawthorne Fin.....	7	- 1/4	\$100-499.....			6.49		
-Imperial Corp. e.....	7 1/4	+ 5/8	\$500-999.....			6.08		
-Lytton Fin. e.....	6 1/4	+ 1/8	\$1,000 up.....			6.08		
Midwestern Fin. b.....	3 3/4	+ 1/8				6.27		
Trans-Cst. Inv.....	2 3/4	+ 1/8				6.27		



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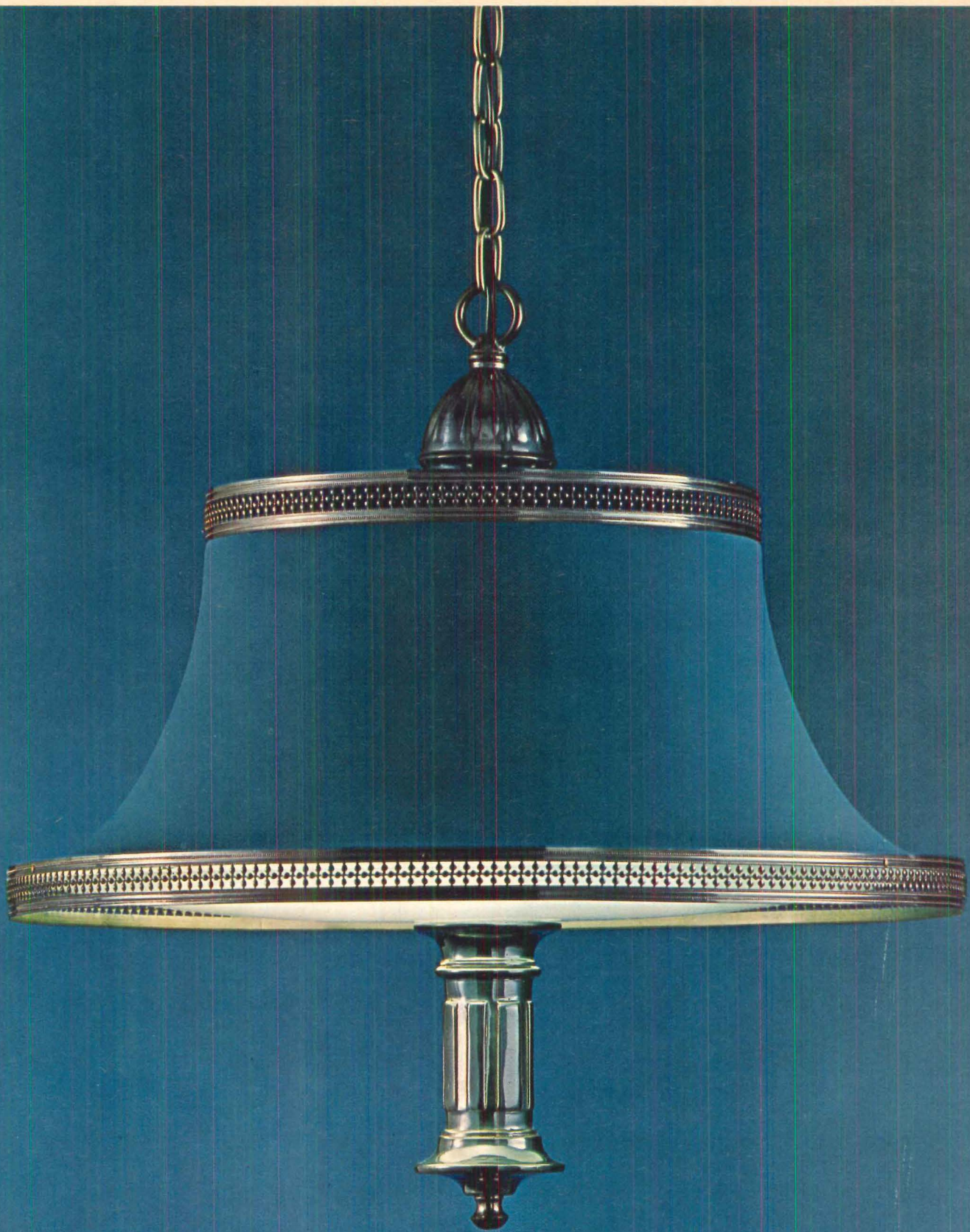
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Mortgaging: Those helpful federal policies backfire

The best laid plans of LBJ have gone awry.

Six months ago the President began moving through the Federal Reserve and the Federal National Mortgage Assn. to rally home lending (News, April *et seq.*). Suddenly easy money was everywhere.

It didn't last. Not only has money become far more expensive, but the free and easy policies have boomeranged.



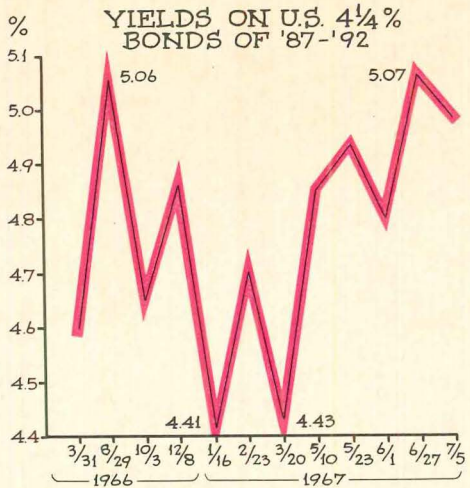
O'LEARY

An enormous demand for funds has developed among business corporations and banks. Their remembrance of last summer's money squeeze has triggered a nationwide stampede into liquidity, and the rush has lifted bond yields beyond even those 40-year records established in August 1966 (chart, right).

The bonds are diverting money from mortgaging, because institutional investors will not buy FHA new-house loans now yielding 6.28% to 6.42% (on current market prices of 94 to 95) when a double-A utility bond yields 6.10%.*

The backlash. "The entire effort of the Fed's drive to lower interest rates and stimulate construction shows signs of becoming self-defeating," warns the Cleveland Trust Co. in its business bulletin. "Business has interpreted the Fed's easy-

* Public Service Gas & Electric's 6 1/4s of 1997, with five years of call protection.



money policy as a sign that there will be a renewed surge of business activity later in the year. And against the background of still higher defense spending and a large federal deficit, it has concluded that the groundwork for a quick return to the same high interest rates that occurred in 1966 is all laid.

"But the very expectation may mean it will not happen that way. Long-term interest rates have already increased in anticipation of a resurgence in business activity, but the increase in rates is now restricting rather than stimulating the recovery of construction.

"Thus, the better the business prospects appear in the next few months, the more

sluggish will be the recovery in housing starts and the less probable it becomes that business will improve."

Fanny May's role. The FNMA policy of pumping money into mortgaging at prices above the private market is likewise proving harmful to home lending's long-range prospects. It is providing a superb demonstration of how to force money out of mortgaging by putting too much in.

"The maintenance by FNMA of excessive purchase prices appears to be driving available private funds out of the FHA-VA market and into other investments enjoying a free market," says President Arthur Viner of Investors Central Management Corp. of New York, the leading loan buyer for pension funds.

But why worry, builders ask, if the private money is replaced by this easy federal money? The answer: The federal money won't last forever, and the private money, once lost, may never return.

"The sharp rise in offerings to FNMA (from \$4 million to \$57 million a week) is a signal that FNMA's price is too high," Viner says.

One of the nation's leading economists, James J. O'Leary, now chairman of the New York investment advisory house of Lionel Edie & Co., summarizes home lending's difficulties this way:

"There is no end to this trouble until the bond market sees that there is a 6% federal surtax in prospect. Unless prompt action is taken to enact it, we are in real trouble with housing."

It's taps for loan program that aided 5 million vets

Launched in 1944 to benefit returning servicemen, the program reached its peak in 1947 when 541,000 loans were closed. Extended several times by Congress, it finally was phased out July 25 after 5,393,000 loans had been guaranteed or insured by the Veterans Administration.

Of these, 5,092,000 were home loans, 70,000 were for farms and 231,000 were for business. The amount of the loans totaled \$45,690,033,727, and \$23,564,573,855 of that was insured.

Subsequent laws provide loan programs for veterans of the Korean war (expiration, Jan. 31, 1975) and for those who have served since Jan. 31, 1955 (maximum terminal date, 20 years from discharge).

Home loans for the purchase of homes by World War II veterans will average out at \$8,471. The average loan was for \$5,385 in the 1940s, for \$9,502 in the 1950s and for \$14,945 in the 1960s.

The VA's experience shows that the increase is not entirely due to two decades of inflation. The uptrend, the VA says, can also be attributed to the fact that ex-servicemen are buying larger houses which have more extras and are generally built on more favorably zoned land.

HOMEBUILDERS' MORTGAGE MARKET QUOTATIONS

Reported to HOUSE & HOME in week ending July 7.

City	FHA Sec. 203b— Discount paid by builder Min.-Down* 30-year immed. w Private mkt.			FHA 207 Apts. Discount 5 1/4 %	Conventional Loan Rates			Construction Loan Rates
	FNMA x y 6%	6%	Trend		Comm. banks, Ins. Cos. 7 1/2 %	Savings banks, S&Ls 8 1/2 %	Savings banks, S&Ls Over 8 1/2 %	
Atlanta	4	4	Down 1/2	a	6 1/4	6 3/4	7 1/4-7 1/2	7+1
Boston	3	2	Correction	a	6	6 1/4	6 1/2	6 1/2-7
Chicago	3 1/2	5	Up 2	a	6	6	6 1/2	6 1/2+1 1/2
Cleveland	3 1/2	4-5	Up 1	a	6 1/2-6 3/4	6 1/2-6 1/2	6 1/2+1-3	6 1/2+1-2
Dallas	4	4	Steady	a	6 1/2	6 1/2-6 1/2	6 1/2	6 1/2-7+1
Denver	4	3-4	Up 1	a	6 1/2	6 1/2-6 1/2	6 1/2	6 1/2-6 3/4+1-2
Detroit	3 1/2	2 1/4-3 1/2	Up 1	8 1/2-9	6 1/2	6 1/2-6 1/2	6 1/2	6 1/2+1
Honolulu	4	4-5	Up 1/2	a	6 1/2-7	7-7 1/4	a	7+1-2
Houston	4	4-5	Up 1	a	6 1/2-6 3/4	6 3/4+1	6 3/4+2	7+1-1 1/2
Los Angeles	4	5	Up 1/2	a	6 1/2-6 1/2	6 1/2-6 1/2	b	6 1/2-7+1-1 1/2
Miami	4	4-5	Up 1	a	6 1/2-7	6 3/4	7	6 3/4+2-3
Minn.-St. Paul	3 1/2	2-3 1/2	Up 1 1/2	8-9	6 1/2-6 1/2	6 1/2-6 1/2	6 1/2-6 3/4	6 1/2+1
Newark	3	2-3	Up 1	8-9 b	6+1	6+1	6+1-2 b	7+1-2
New York	3	1-2	Steady	9-10	6+2	6+2	6+2 b	6 3/4-7+1-1 1/2
Okla. City	4	3 1/2-5	Up 1	a	6 3/4+1	6 3/4+1	6 3/4+1-2	6 3/4+1 1/2
Philadelphia	3	4 1/2	Up 1/2	a	6	6	6-7	6 1/2+1
San Fran.	4	3 1/2-4	Down 1/2	8	6 1/2	6 3/4-7	7+	6 1/2-7+1 1/2-2
St. Louis	4	4-5	Up 1	a	6 1/2-6 3/4	6 1/2+1	6 3/4+1	6 1/2-6 3/4+1
Seattle	4	3-4	Steady	a	7	6 3/4-7	6 3/4-7 1/4	7
Wash., D. C.	3 1/2	4-6	Up 1	a	6 1/2+1-2	6 1/2+1-2	a	6 1/2+1-2

* 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.
 * 3% down on first \$15,000; 10% of next \$5,000; 25% of balance.
 Footnotes: a—no activity. b—limited activity. c—Net yield to investor of 6% mortgage plus extra fees. w—for comparable VA loans also. x—FNMA pays 1/2 point more for loans with 10% y—discounts quoted are net after seller pays 1/2% marketing fee and 1/2% adjustment for stock purchase. Seller must pay 1% of mortgage for stock calculated in \$130 units, of which \$30 is contribution to FNMA capital and \$100 is for a share trading at about \$72.
 Sources: Atlanta, Robert Tharpe, pres., Tharpe & Brooks Inc.; Boston, Robert Morgan, pres., Boston 5 1/2 Savings Bank; Chicago, Robert H. Pease, pres., Draper & Kramer Inc., and Robert H. Wilson

pres., Percy Wilson Mortgage & Finance Corp.; Cleveland, David 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., T. J. Bett Co.; Los Angeles, Christian M. Gebhardt, vice pres., Colwell Co. Miami, Lon Worth Crow Jr., pres., Lon Worth Crow Co.; Minneapolis-St. Paul, Walter C. Nelson, pres., Eberhardt Co.; Newark, William W. Curran, vice pres., Franklin Capital Corp.; New York, John Halperin, J. Halperin & Co.; Oklahoma City, B. B. Bass, pres. American Mortgage & Investment Co.; Philadelphia, Robert 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; Seattle, Kirby D. Walker, vice pres., Continental, Inc. Washington, James C. Latta, Sr. vice pres., Associated Mortgage Cos. Inc.



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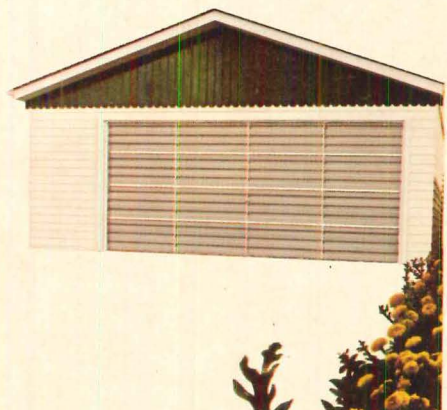
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Arm-R-Lite Doors
Arm-R-Lite Door
Manufacturing Company
Berry Doors
Berry Doors Division of
Stanley Works
Everite Doors
Everite Door Corporation
Fiberline Doors
North American Winfield
Door Company

Morrison Steel Products
Subsidiary of
Allied Products Corporation
Phenix Doors
Phenix Manufacturing Company
Ro-Way Doors
Rowe Manufacturing Company
Weather-Tite Aristocrat Doors
Weather-Tite Division of the
Pacific Coast Company
Welbilt Doors
Welbilt-Vulcan Company
Windsor Door
Windsor Door Company



Mobile-home financing—a builder's lesson in simplicity

It's as easy as selling a car. Here's how you would compute your buyer's payments if you were a mobile-home dealer.

Figure out the charges on the balance due for the number of months required for repayment. Add this sum to the unpaid balance of the sales price. Divide by the number of months required to repay.

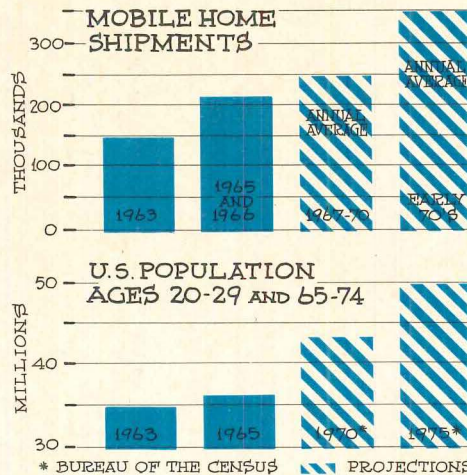
An example: Average price of today's mobile, completely furnished, is \$6,000. Downpayment is 20%, or \$1,200. Balance is \$4,800. Buyer wants seven years to pay. Financing charges and insurance (total, about 6.7% a year) come to \$2,256. Add this to balance of \$4,800, making \$7,056. Divide by 84 months. Your buyer's monthly payment is \$84.

The easy way. The ultimate simplicity of mobile-home financing is now attracting wide attention among other home lenders. Many think it may suggest ways to cut through the increasing complexities of traditional mortgaging and to ease housing's vulnerability to periodic attacks of tight money.

When credit evaporated for conventional-house builders and buyers in 1966, mobile-home financing suffered not at all. The industry had its greatest year on shipments of 216,000 units, more than one-fifth of all single-family, non-farm units sold. And some 75% to 80% of those mobiles were financed.

There are several reasons why dealers in mobiles can get financing when builders of traditional houses cannot.

- The mobile-home buyer is not harassed by discounts, points or escalation



clauses. He gets a simple consumer loan.

- Mobile-home lenders usually require downpayments of 25% to 30% and virtually never take less than 10%, which means larger equity and a more responsible owner. There is none of the FHA's 3% down and VA's no-down financing.

- The average loan maturity is 5 to 7 years, not the 30 years of an FHA 203b single-family house loan.

- Repossessions are down. A study by the Federal Reserve Bank of Atlanta found a ratio of 2.7% in its district in 1966. The same banks had been living with a rate of 3%, or slightly higher, for several previous years.

- The image of the mobile-home resident is changing. There are now 4 million owners, and the notion that they own mo-

biles because they cannot afford to live elsewhere has long since proven invalid. Two-thirds of them now have incomes above \$6,000, and their median income is nearly \$8,000.

Spreading out. The Atlanta Fed finds that mobile-home lending enjoys steadily increasing favor among commercial bankers. It reports that half of 113 banks responding to a survey in its district now make mobile-home loans, although 34 of the 40 largest banks still hesitate. The responding banks made 24,000 loans for \$98 million last year—up from 10,000 for \$21 million in 1961. Less than 10% of the banks classified their mobile-home loans as below average in risk compared with other types of installment lending.

"Unquestionably, many bankers in this region are seriously considering adding more mobile-home loans to their portfolios," the Atlantic Fed says. The comment is almost certainly applicable to every one of the nation's 11 other Federal Reserve districts.

Not only the Fed's own commercial banks are interested. One of the main reasons why savings and loan associations and mutual banks, now barred by law from consumer lending, are campaigning for wider lending powers is their desire to get in on the mobile-home gold rush.

The mobiles, with their A-B-C financing and their wildfire market, seem to have nowhere to go but through the ceiling. Experts estimate shipments at 250,000 a year over the rest of the sixties and at 350,000 a year in the early seventies.

Again Levitt picks up land from another builder

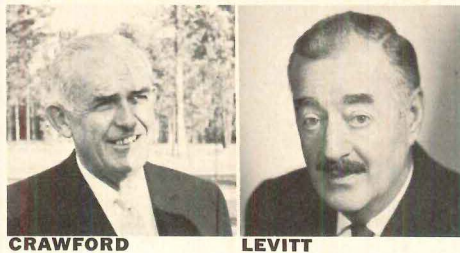
This time Levitt & Sons bought 1,000 lots in developer Hamilton Crawford's Crofton, Md., a 1,300-acre planned community near Washington, D.C. The *Washington Star* estimated the sales price at \$2.5 million.

In July Levitt opened models in developer Leon Panitz's Joppatowne, a 1,400-acre community near Baltimore, where Levitt owns 450 lots (see p. 52). And reportedly Levitt is negotiating for land with Disc Inc., developer of a 2,800-acre project east of Washington.

"We don't have a program to buy into the new towns," says Levitt's executive vice president, Richard Wasserman. "We buy land anywhere we can offer a good house at a good price. Our purchases in new towns are largely a matter of coincidence."

Planned communities packed with amenities provide a natural complement for Levitt's houses. Both Levitt and the developer benefit. At Crofton, for example, Levitt expects to sell 500 houses a year. And this influx of homebuyers will make it more feasible for Crawford to build a shopping center and thus speed his development timetable by two years.

Crawford is careful to explain that he didn't make the deal for cash: "We are



turning a profit (\$10,000 on revenues of \$6.5 million in 1966). But I'm interested in Levitt's residents—not his cash.

"Selling home sites in a new city to another developer is nothing unusual," says Crawford. "I don't believe either Reston, Va., or Columbia, Md., will have any single-family houses built by the developers themselves."

Levitt's plans. James P. Lee, an area vice president for Levitt, says planning has begun on models that will blend with Crofton's colonial atmosphere. He indicates that the houses will sell for about \$25,000 to \$30,000, or just under Crofton's current house market. Crawford's houses are priced at \$30,500 to \$45,000.

There are less than 100 unsold houses at Levitt's nearby Belair project, which already has a population of over 6,000 families.

Bank of America reviving discounts on FHA mortgages

The world's largest bank has posted a discount schedule of two and three points for FHA loans in California and along the rest of the West Coast.

The Bank of America, with headquarters in San Francisco, had eliminated all discounts and had begun paying par for FHA VA loans in March.

Vice President Charles E. McCarthy said the bank made its decision as an attempt to get California homebuilders up and moving.

But the mortgage market turned sharply in May. Since that time the Bank of America and its 925 branches have been virtually alone in offering to buy FHA-VA mortgages at par.

"The high yields presently available through alternative investment sources have created too great a differential between our par price and the secondary market," McCarthy says now (see p. 16).

"In order to moderate our volume in line with our lendable funds, we're now offering a discount of two points on FHA-VA loans where the down payment or equity is 10%, and a discount of three points on FHA minimum and VA no-down-payment mortgages."



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Both Olives go along beautifully with Bright Glaze 6447 Gold Dust wall tile. Or our countertop of Faintex

1391 Old Gold. Or accessories that run hot or cold.

That's the real beauty of Mosaic tile. Every one is totally color-compatible. We guarantee it.

Contact any Mosaic Regional Manager, Branch Manager or Tile Contractor for samples, colors, prices and availability.

See Yellow Pages "Tile-Ceramic-Contractors." Or write: The Mosaic Tile Co., 55 Public Sq., Cleveland, Ohio 44113. In the western states: 909 Railroad St., Corona, Calif. 91720.

MOSAIC

Builders taking underground wiring problems to Congress: Why must we always pay the bill?

The NAHB will take to Congress this fall a demand that utility companies pay the full cost of underground residential distribution (URD) without requiring that builders make their homes all-electric.

The URD headache has bothered home-builders for years: If the builder must make his home all-electric to get the utility to pay, who gets hurt?

Rep. John Dingell (R., Mich.), through his Small Business Subcommittee, hopes to find out. He has sent questionnaires to builders, utility and fuel companies, sub-contractors, trade groups and architects.

Targets of inquiry. "Specifically we will be interested in such programs as the Gold and Bronze Medallion Homes and Forecast Homes," Dingell told a group of plumbing and heating contractors. Gold and Bronze Medallion Homes are all-or-mostly-electric homes promoted by the electric industry. Forecast Homes are the natural-gas industry's equivalent.

[The Federal Trade Commission has already ordered General Electric, major sponsor of the Medallion program, to stop promotional payments to builders and contractors if the payments are based on restrictive buying agreements.

[The company consented to the order, which the commission said was for settlement purposes only and was not an admission by GE of any wrongdoing.

[The commission said GE had used its Medallion Home program to promote the sale of major household appliances, radiant heating equipment and wiring devices in homes that met minimum electrical standards set by the company. The company said its program had helped the home construction industry generally.]

Spokesmen for NAHB are expected to use Dingell's hearings to insist that utilities pay—no strings attached.

Builders' position. "The granting of free URD service conditioned on the selec-

tion of electric heat constitutes a form of coercion by the electric utility that deprives the builder of the freedom of choice which should be his," states the NAHB guideline for builders who negotiate URD arrangements with local utilities.

The guideline presents various arguments for the utility to pay the full URD costs. Two of the most telling: Today's new homes use more electricity than ever before, and maintenance costs are lower for buried lines.

The NAHB urges builders not to discourage local community requirements that all new wires be placed underground, on the theory that as URD becomes the accepted method, the utilities will have little justification for refusing to foot the bill in new subdivisions.

Leaders. Several utilities have already established free URD. Those in Richland, Wash., and Salem, Ore., were leaders. Salem adds \$1 a month as a surcharge for URD users, but the utility is considering termination of this billing.

Seattle and Tacoma builders recently urged the utility there to drop all wire-burial charges.

"There is a definite trend toward installation-cost reduction on underground power," says Howard McNichol, a builders' spokesman in Seattle. "Progressive power utilities are leading the way nationwide."

Threat to sales. At the Congressional hearings builders will have the opportunity to use an argument that has been presented before utility commissions: When the builder has to pay for URD, the low-income homeowner is sometimes priced out of the market.

Executive Vice President William Leonard of the Greater Eastbay Homebuilders argued before the California Utilities Commission that the extra cost of URD would be restrictive in the market for homes costing less than \$20,000.

Illinois rejects bias curbs despite pressure from U.S.

Illinois' 75th General Assembly has adjourned without passing any of a dozen open-housing bills, despite federal warnings that failure to enact such legislation would cost the state a \$375-million atom smasher at Weston, Ill.

Chairman Glenn T. Seaborg of the Atomic Energy Commission had issued the warning, even though the AEC had approved the Weston site by an 11-to-3 vote (NEWS, June).

The *Chicago Tribune* called Seaborg's warning blackmail. The *Daily News* reported that "legislators . . . felt that federal pressure was being used to influence local legislation." An angry Senate committee dominated by Republicans from the white suburbs killed eight open-housing bills on a 5-to-2 vote in one emotional session at Springfield. Other bills died in the House.

Then the fight shifted to Washington. The House of Representatives beat down an effort by Negro Congressman John Conyers Jr. of Michigan to deny funds to Weston. Democrat Chet Holifield of California argued that such action would constitute discrimination against Illinois, and he shouted in an exchange with Conyers "I will not be a party to that type of discrimination."

Democrat William Colmer (Miss.) asked: "Where would you stop, once you started this type of blackjacking?"

A motion to block approval of the project until Illinois enacts a nondiscrimination housing law was defeated by a record vote of 104 to 7.

The House authorized \$2.6 million for Weston on an overwhelming voice vote. Civil-rights forces succeeded in carrying the fight to the Senate, but Illinois Sen. Everett Dirksen warned that if Illinois lost out, he would prevent the award of the facility to any of the 28 other states without an open-housing law. The Senate confirmed the House, 47 to 37.

How California builders got shortchanged when a few welshed on bills

After the builders welshed, angry contractors and suppliers went to court last year and won the right to collect from the savings and loan associations that had lent the builders construction money. So to protect themselves, many S&Ls cut back construction lending to all builders.

Curtailed lending in tight-money 1966 was rough on builders. And, ironically, contractors and suppliers were also hurt by the resulting downturn in building.

Double jeopardy. But the S&Ls had little choice after the court rulings liberalized California's unique mechanics' liens. For example, every time an S&L made a construction loan, it ran the risk of paying bills twice—first when the construction money was advanced to a builder who then ignored bills, and again when aggrieved contractors and suppliers came to the S&L for direct payment of past-due bills.

"Because of the hazards," says Franklin Hardinge, executive vice president of the California Savings and Loan League, "construction lending was the first type of lending S&Ls curtailed last year."

The figures: All lending by California's S&Ls reached \$2.9 billion in 1966, or half the 1965 total, while in 1966 construction lending was only \$464 million, or a third of the 1965 total.

Less hazards. With support by all sectors of the building industry, the California legislature passed a bill in July to remove some lien hazards, and therefore encourage S&Ls to increase lending this year. Governor Ronald Reagan was expected to sign the bill, which would go into effect 60 days after the legislature's September adjournment.

"The law," says Hardinge, "will make market conditions the only thing S&Ls will

have to consider when approaching a construction loan."

More paperwork. To preserve the rights to file liens or stop-work notices, contractors and suppliers must notify project's builder, owner and lender within 20 days after they start work or deliver materials. The lender must also receive a estimate of the bill.

"It will mean more paperwork," says Hardinge, "but it gives the S&Ls a chance to keep an eye on builders who hate to pay and on contractors who like to file liens first and ask questions later."

Richard Dittmar, manager of the California State Builders Assn., says his group strongly supports the bill in its present form. But he adds that there is still a need for a "general revamping of the mechanic lien law," a move that may begin in the next legislature. *NEWS continued on p. 10.*

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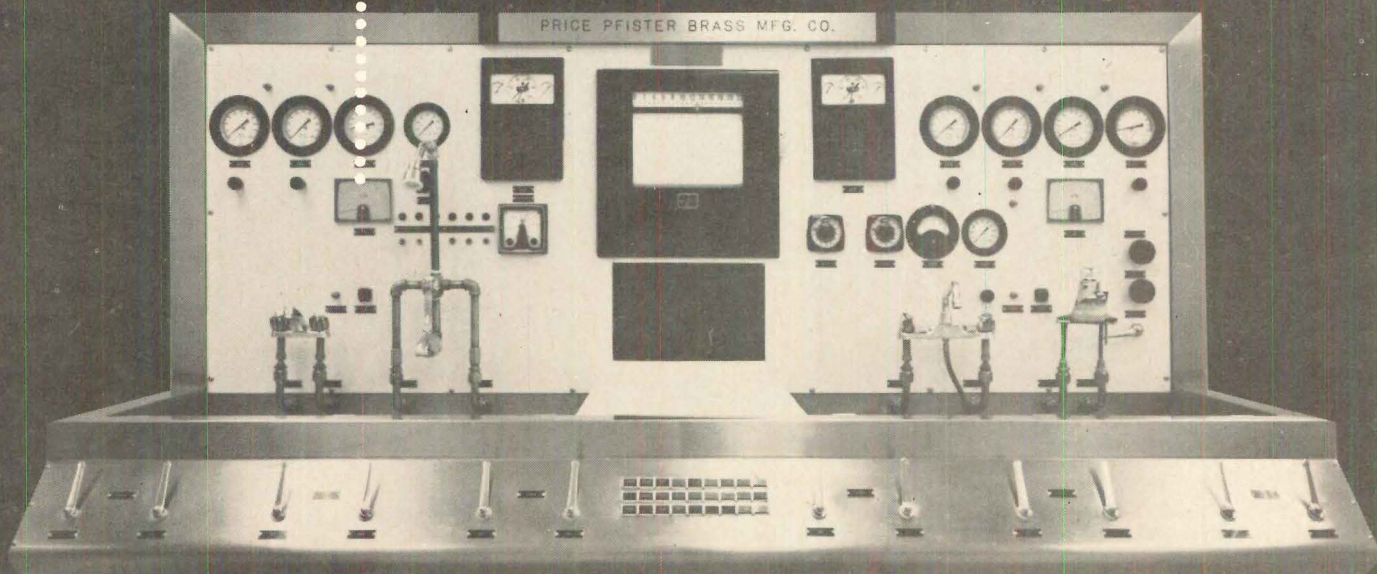
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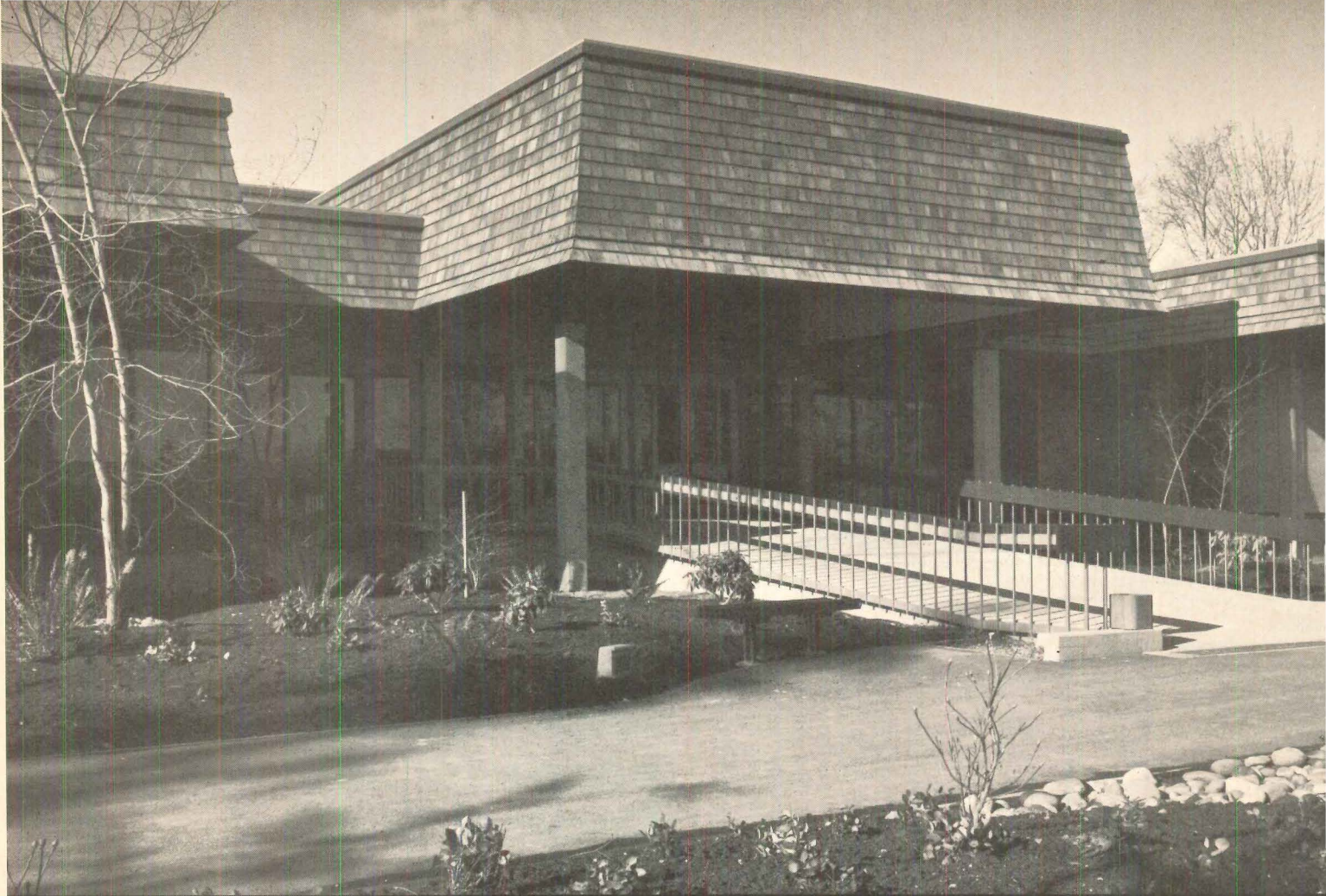


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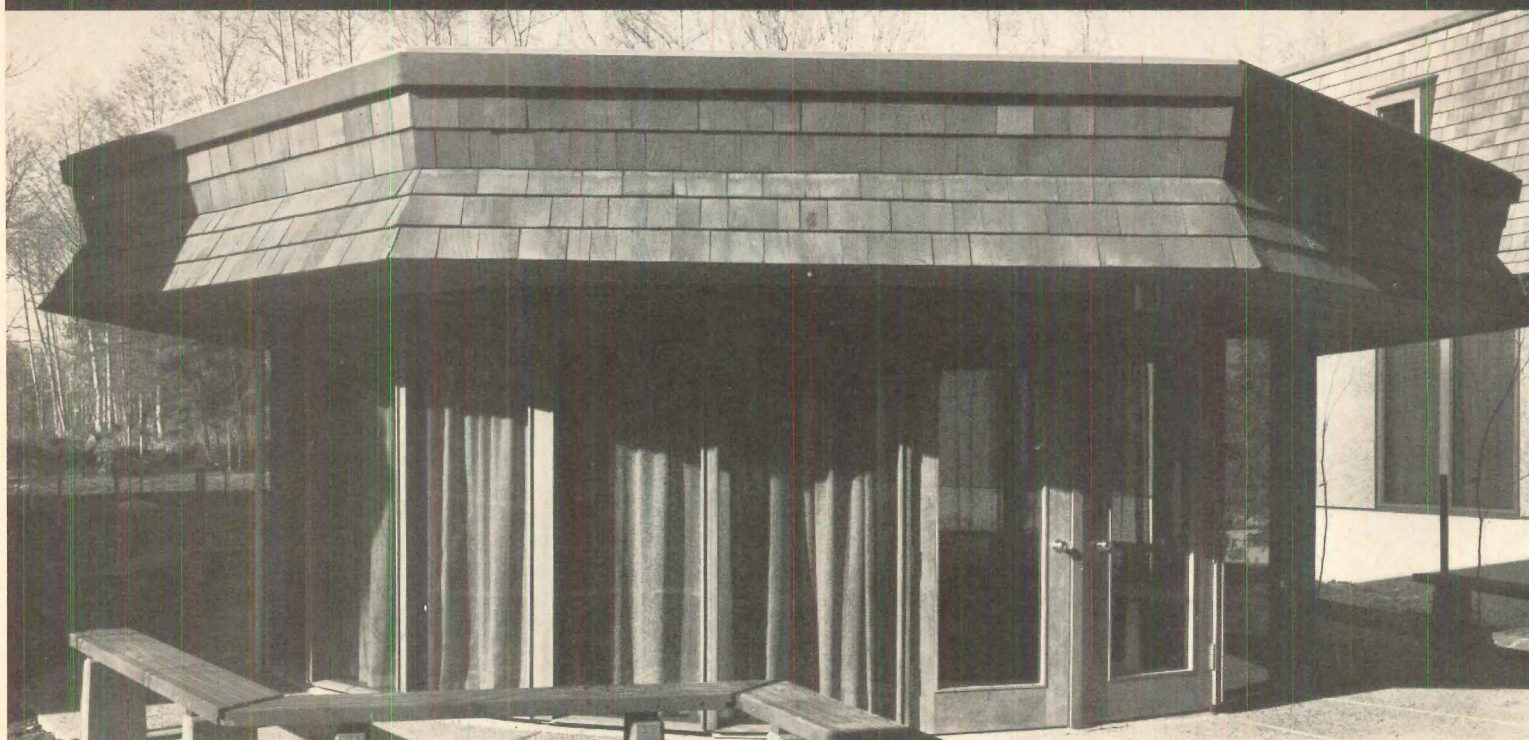
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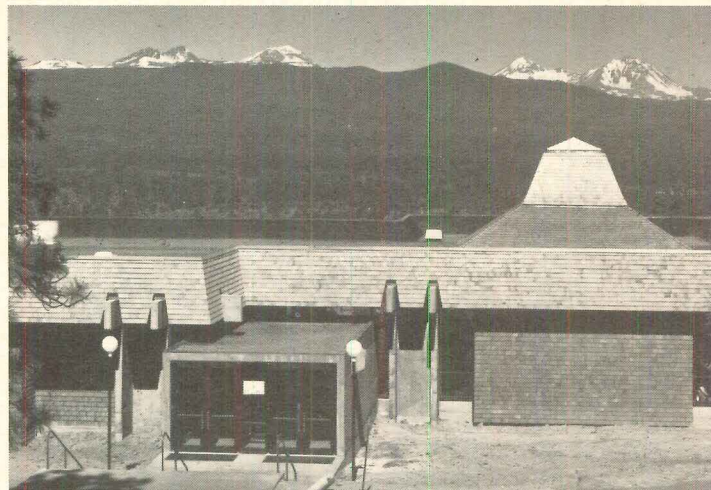
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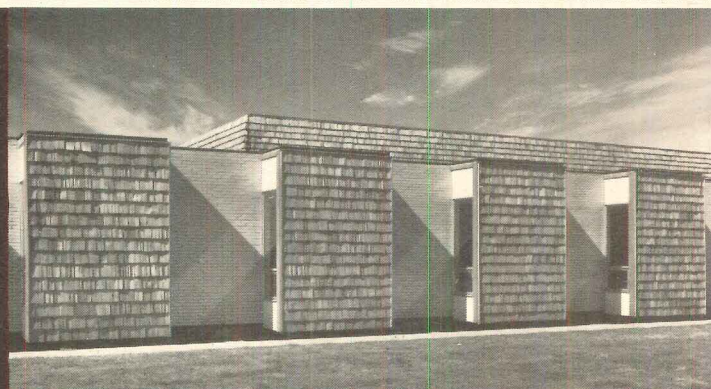
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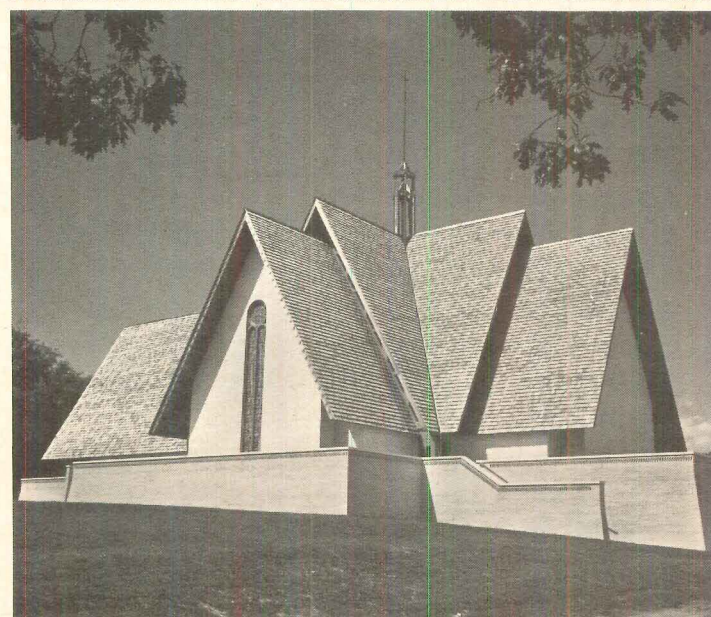
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Campuses and chapels.

- (1) (2) Green River College, Auburn, Washington. Architects: Sullam & Aehle. Certigrade Shingles, #1 Grade 18" Perfections with 7" to the weather.
 (3) (4) Central Oregon College, Bend, Oregon. Architects: Wilmsen, Endicott & Unthank. Certigrade Shingles, #1 Grade, 16" Fivex with 5" to the weather.
 (5) Bayshore School, Ottawa, Ontario, Canada. Architect: Z. J. Nowak. Certi-Split Handsplit/Resawn Shakes, 18" x 1/2" to 3/4" with 8-1/2" to the weather.
 (6) Chapel, Keuka College, New York. Architect: Vincent G. Kling. Certi-Split Handsplit/Resawn Shakes, 24" x 3/4" to 1-1/4" with 9" to the weather.





The money drought is over. Or is it?

These are days of uncertain financial weather. One day, it seems, money is getting looser. The next, it's tightening. A man doesn't know whether to carry an umbrella or wear sunglasses.

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- P. O. Box 2183, Great Falls, Montana — Phone 406 453-8131
- 27777 Silver Spur, Palos Verdes Peninsula, Calif. — Phone 213 377-6580
- 2793 Clairmont Road, N.E., Atlanta, Georgia — Phone 404 237-4009
- 825 Forty-First Street, Miami Beach, Florida — Phone 305 JE 2-7361

Chapter II: the lady assessor and the California high court

Tax reformer Irene Hickman's pioneering vision of 100% property assessment, which startled Sacramento County's builders and homeowners (News, Dec. '66), has been blotted out by a unanimous decision of the California Supreme Court.

Mrs. Hickman, an osteopath-hypnotist who was elected county assessor, was puzzled by the ruling but says she won't appeal: "I don't like to back a known loser." However, she faces additional woes in a threatened recall campaign to end her four-year term, which began Jan. 2.

The court's decision upheld a California law demanding assessment at 20% to 25% of cash value. Mrs. Hickman had based her approach, announced in October 1966, on a literal interpretation of the state constitution, which declares, "All property subject to taxation shall be assessed at its full cash value."

But, said the court, neither the assessing authorities, the legislature nor the courts believed that the "full cash value" provision, added to the constitution in 1933, altered the lawfulness of the older practice of assessing at fractional value.

That left Mrs. Hickman to deal with a "Good night, Irene" movement among constituents.



ASSESSOR HICKMAN
Defeat for a Lady Robin Hood

Its promoters hope to force a recall election Nov. 7. They feel their cause has been enhanced by the court ruling.

The chairman of the recall committee, **Robert Wirsing**, argues that Mrs. Hickman intends to pursue the doctrine of the 19th century reformer, Henry George, who advocated heavy tax burdens on speculative and idle land. She says her goal is to place the brunt of taxation on land and lighten the encumbrance on improvements.

Wirsing, a former lobbyist, says the recall proponents all are homeowners—"no big landowners." And he adds: "The people of the county can't afford to let her play Robin Hood."

Official cleared in bribery case

Commissioner **Jesse S. Baggett** of Prince George's County, Md., had been indicted for bribery on testimony by developer **Daniel Tessitore**. Tessitore's story: Baggett asked him to build an addition to the Baggett house in return for Baggett's help in obtaining favorable zoning of a tract owned jointly by Tessitore and Police Chief **George J. Panagoulis**.

The 18-acre tract was rezoned for garden apartments after a public hearing. Tessitore testified that the land value then rose from \$4,200 an acre to \$21,000.

Baggett was chairman of the county commission when the rezoning was approved. (He suspended himself from office during the trial.)

Two county circuit court judges heard the case without a

jury and acquitted Baggett. They found that the state failed to show that Baggett had a "corrupt motive" in having Tessitore build the addition.

John E. Bauer dies; was NAHB secretary

John E. Bauer of Indianapolis, an NAHB director, died of a heart attack in his car on May 25. He was 60.

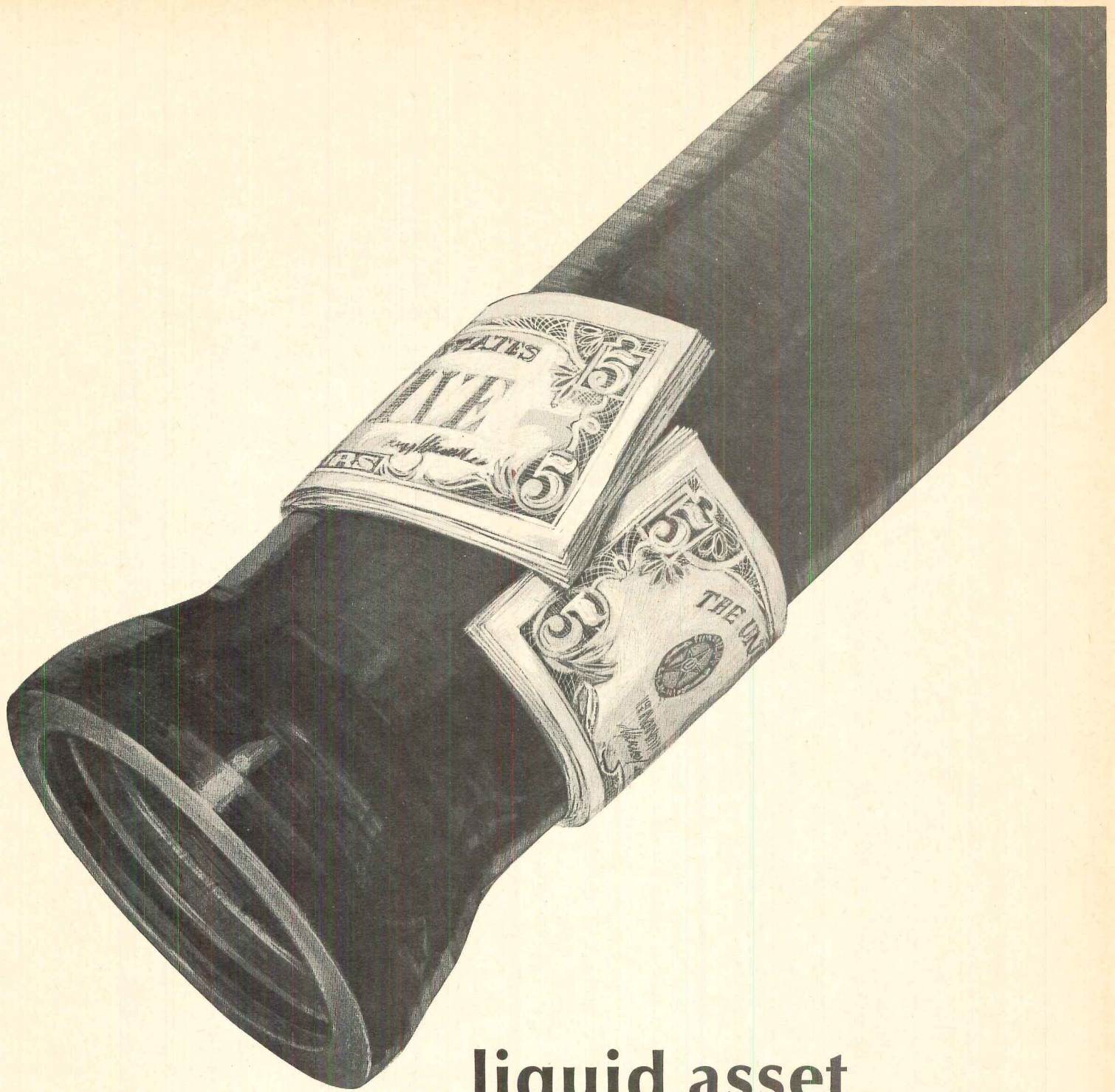
Bauer was NAHB secretary in 1957. He was a director of the Indianapolis HBA and a past president of the Marion County Residential Builders Inc.

The founder and president of ABC Construction Corp., Bauer was also president of Acme Building Materials Inc. and its Precision Homes Division.

GOVERNMENT: **Philip J. Maloney** has been appointed HUD's deputy assistant secretary for mortgage credit. Maloney will continue as deputy commissioner of FHA, a post he has held since 1963. Chicago attorney **Francis D. Fisher** is the new regional administrator for HUD's ten-state Midwestern area.

BUILDERS: **Burton H. Wither spoon** is the new vice president in charge of construction at City Reconstruction Corp. of Los Angeles, the urban renewal firm. He has been general manager of the Portland (Ore.) Center Development and Portland Center Building Companies.

NEWS continued on p. 2



liquid asset

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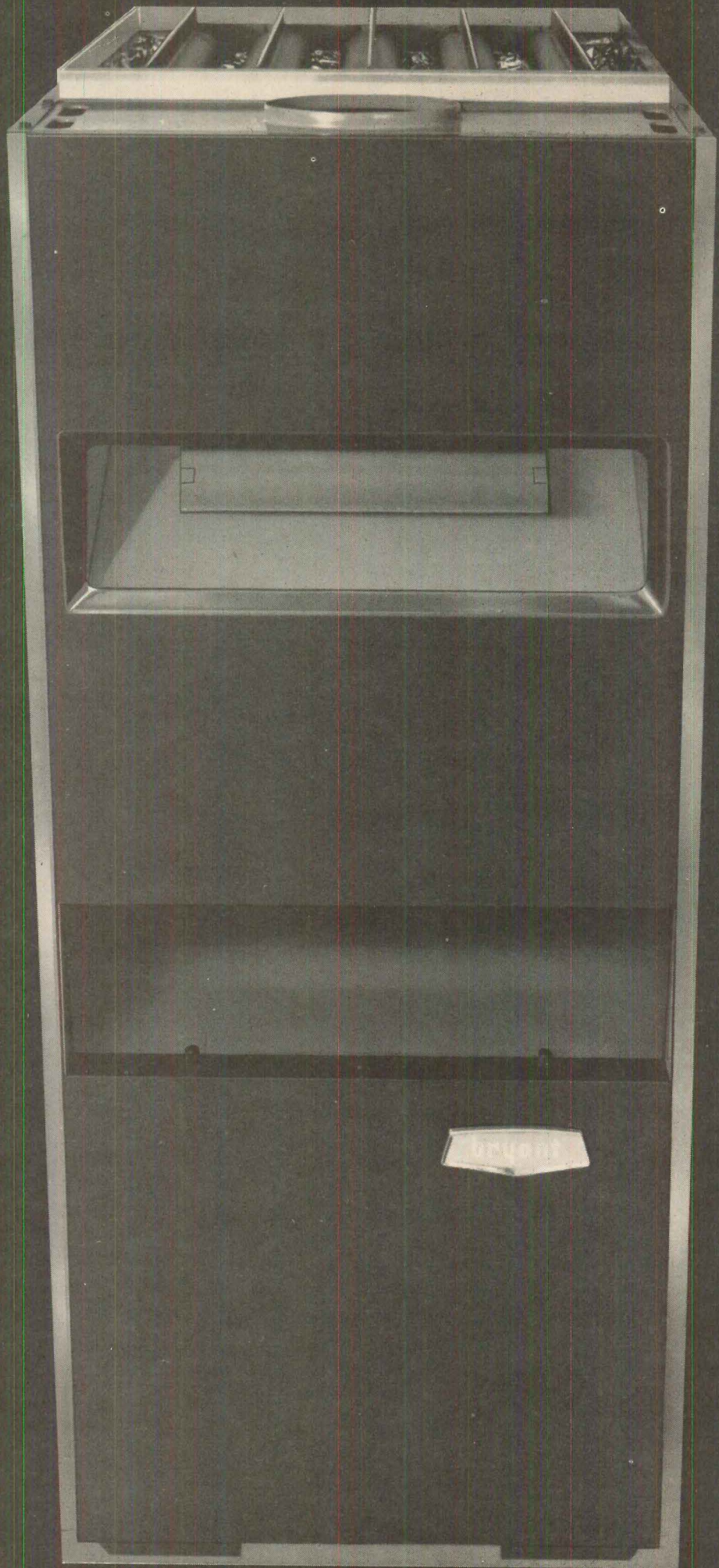
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And Bryant's manifold permits easy left or right and gas piping entry. This alone can save hours of work running pipes to match a fuel line intake.

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This kind of blower makes it possible to use slower blower speeds and still increase air capacity. This means the 394 can accommodate air conditioning, without oversizing. For example, an 80,000 Btu unit can handle up to 3 tons of air conditioning. And by wiring the proper speed taps you can change from heating to cooling and vice versa just by the flick of a switch.

You can use our 394 in any application. It comes in 50,000 to 200,000 Btu sizes. And in upflow, basement and counterflow models. It'll save you time figuring out which furnace for which house. Saving all that time will, of course, save you money.

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California banker-economist Lapin goes to Washington to head FNMA

Vince Finnigan



FANNY MAY'S LAPIN
Back to federal service

The guessing game that began in January over selection of a president of the Federal National Mortgage Assn. has ended with the appointment of **Raymond H. Lapin**, former president of Bankers Mortgage Co. of California.

Lapin was the original candidate of the National Association of Home Builders. He succeeds **J. Stanley Baughman**, retired (NEWS, Jan.).

After his swearing-in Lapin had some comforting words for mortgage bankers, some of whom opposed his appointment. They had objected when he had acquiesced, as a mortgage banker, in the reduction of the fees paid to mortgage bankers for servicing loans. The mortgage men feared Lapin might reduce the ½% fee that FNMA pays its own servicers.

"There is good reason for the fee to remain at ½%," he said. "The FNMA servicing is let for only two years, and it carries no continuity protection. That warrants a fee somewhat higher than that paid elsewhere."

Fanny May's new chief, 48, is a Democrat who served as commissioner of the California State Economic Development Agency and chairman of the Governor's Economic Task Force. When appointed to these posts by then Gov. **Edmund G. Brown** in 1966, he resigned as president of Bank-

ers Mortgage.

Lapin left a post as an economist for the Federal Reserve Bank of Chicago to found Bankers as a one-man firm in 1954. He expanded its portfolio of mortgages to \$700 million, making it one of the 12 largest mortgage banking houses in the nation. He sold the company to Transamerica Corp., the big San Francisco diversified finance company, for a reported \$5 to \$6 million in stock (NEWS, Apr. '64).

Before taking the \$26,000 FNMA post, Lapin had to put the stock in a blind trust over which he will have no control. He will disqualify himself in any FNMA or HUD decision that might affect Transamerica or its subsidiaries.

Arizona arms real estate regulator with a big gun to curb land fraud

Arizona's veteran real estate commissioner, **J. Fred Talley**, has just won another decision in his 20-year campaign to protect an unsuspecting public from land-sale fraud.

Talley now has a look-listen-and-stop law passed by the Arizona legislature to balk fast-buck artists specializing in mail-order sales, sites unseen. The legislation became effective June 12. If a fraud complaint is filed, Talley can 1) look—or investigate a subdivision and examine books and records involved, 2) listen—or call a hearing and 3) stop the deal—or issue a cease-and-desist order.

The \$10-a-month land-sale boom was at its height when Talley became commissioner in 1960. When controversy raged over whether the nation's senior citizens were being swindled in the mail-order market, it was Talley who demanded federal intervention to halt land-sale abuses in his own state (NEWS, Mar. '63).

After Talley's Washington testimony the Senate began considering legislation to permit the Securities and Exchange Com-

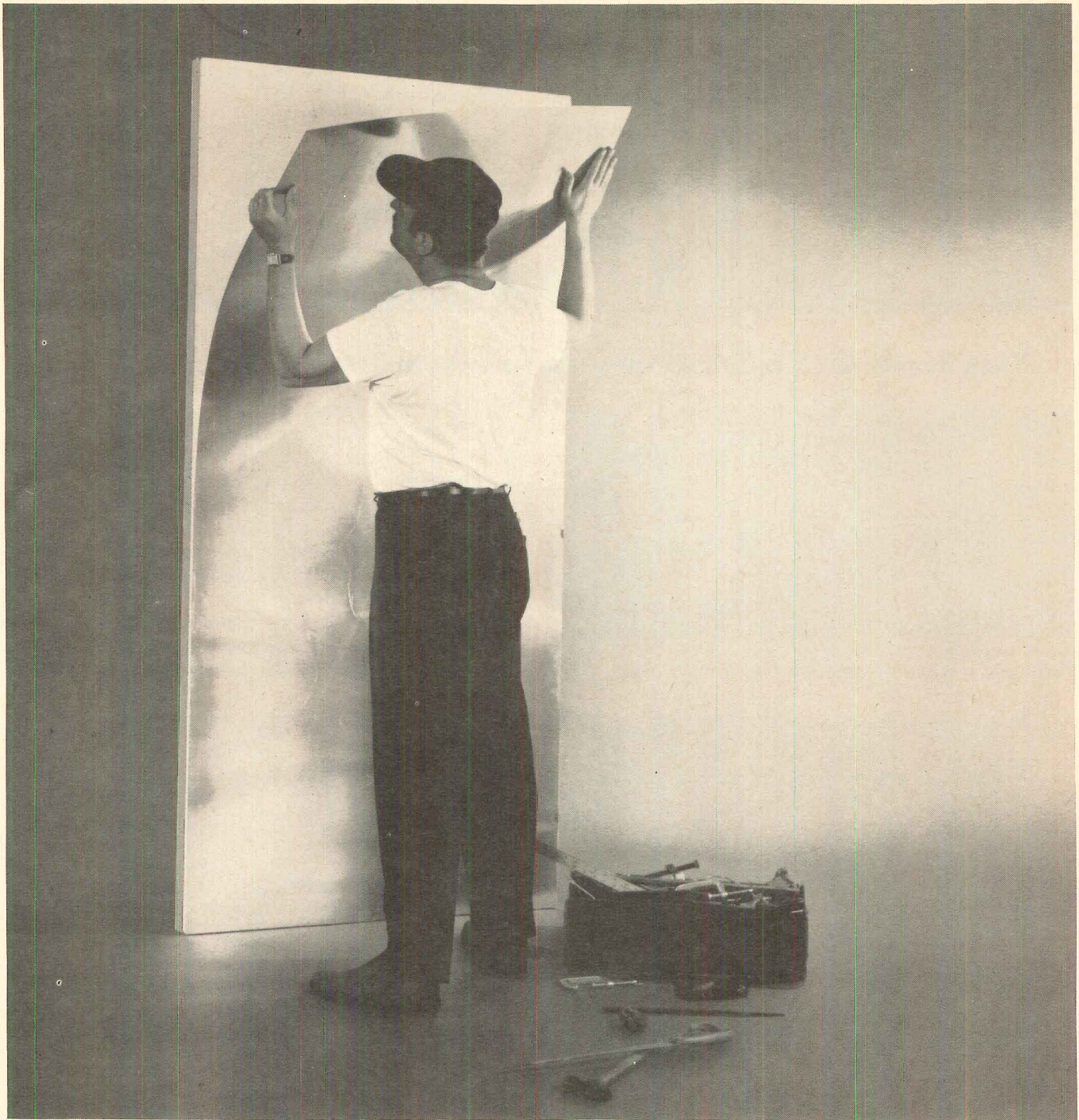
mission to police interstate home-site sales. Two bills to curb land-sale fraud are pending.

In 1961 Talley won Arizona's first full-disclosure law, requiring sellers to disclose all pertinent facts about a lot to a prospective buyer. Two years later only five states had similar statutes, but the number today is 15.

And, says Talley, land fraud in Arizona is now "well in hand." Many major land companies actually fly their customers into the state for a close look at lots offered for sale, and abuses generally have declined. The state's land business has dropped off somewhat in this context of reform, but it still accounts for \$200 million a year.

One of Talley's proudest achievements was his success in persuading the state to establish a recovery fund to recompense defrauded buyers. And one of his proudest boasts is that the \$300,000 fund, established four years ago, has found cause to pay out only \$10,000.

"We want families to come live here," Talley says, "but we want them to come in confidence."



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Between your client and the outside world stands our Labeled Fire Door. Or it should.

Republic Labeled Doors are fire rated for $\frac{3}{4}$, $1\frac{1}{2}$, or 3 hours. They've been fire-tested in accordance with standards set by the American Society for Testing Materials. And manufactured according to specifications approved by Underwriters' Laboratories.

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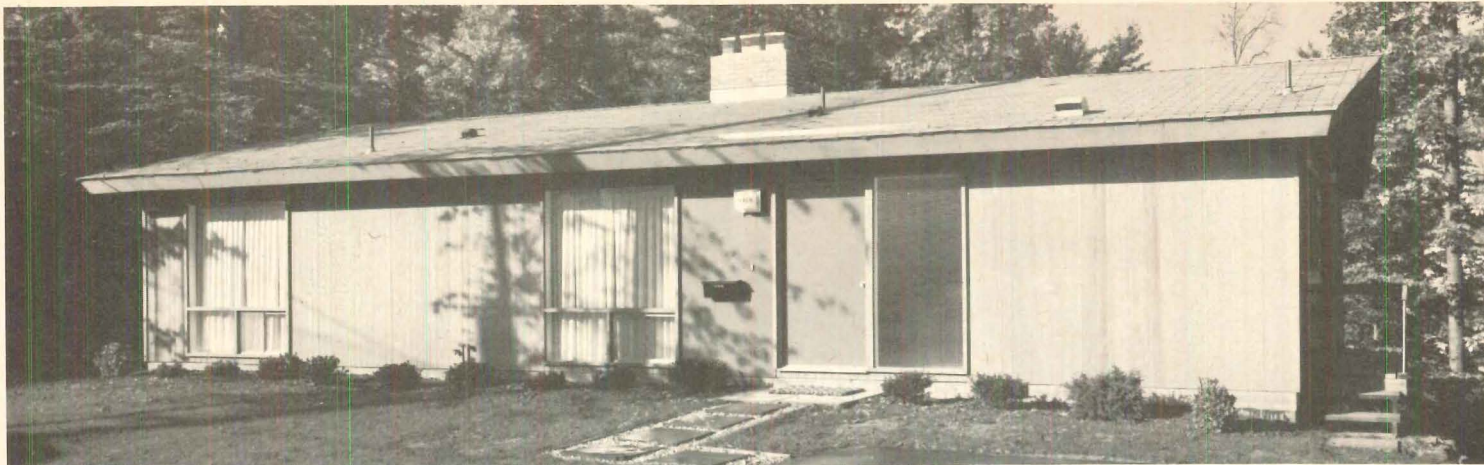


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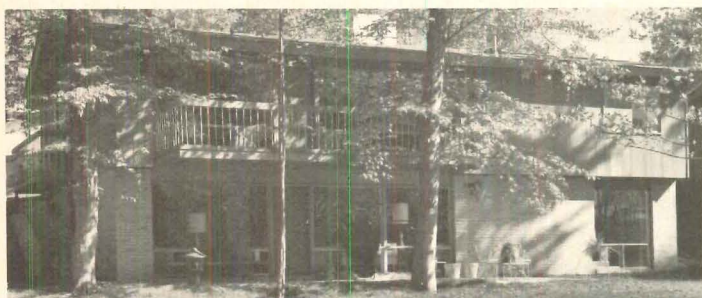


* A Trademark of Republic Steel Corporation

THE MAN FROM
 MANUFACTURING



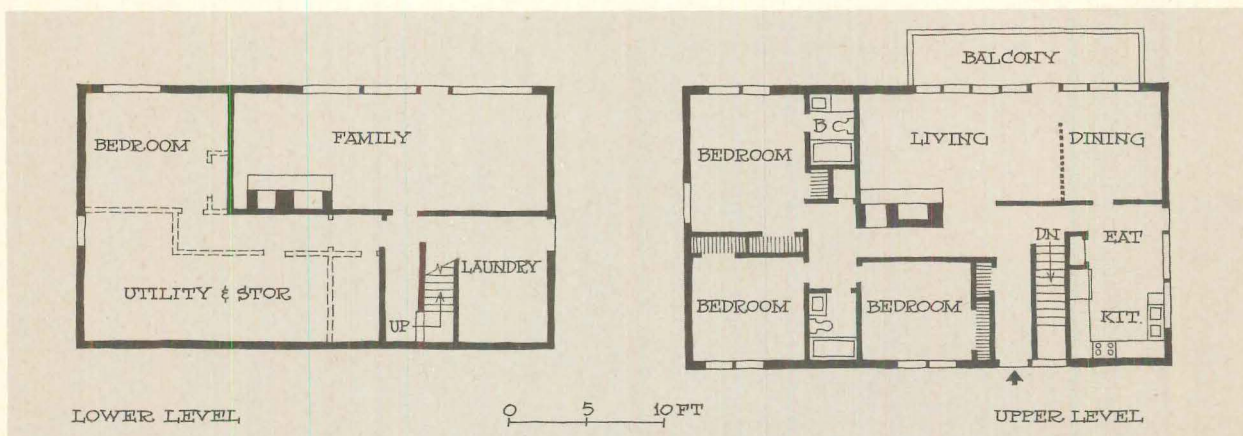
This looks like a small one-story house—but it isn't



VIEW FROM DOWNHILL shows the steep slope of the lot. Living and dining rooms open to balcony, windows below are in family room.

The street view (*above*) is deceiving. The view from the rear (*left*) shows that this is actually a large two-story house set into the side of a steeply sloping lot. It was designed to minimize the grading problems, hence the costs, for several such downhill sites in an 84-home community in Rockville, Md.

Four models were already open when the architect, Deigert & Yerkes, drew up the sketches for this house. The builder, Miller & Smith Assoc., showed prospects the sketches, which proved so popular that 14 houses were sold before any were actually built. Buyers particularly liked the separation of living areas on two levels, each with its own access to the outdoors. Price of the 2,600-sq.-ft. house is \$32,500 (including a \$7,000 lot).



FAMILY ROOM on lower level has a wall of windows along its entire 33' length, broken only by a door (not shown) to terrace and rear of lot.



LIVING ROOM and dining area on upper level are partly separated by wood-slat screen. Window wall is fixed glass above sliding sash.

Letters start on p. 30

The better homes in every neighborhood have wood windows.

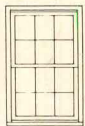
Have you noticed?



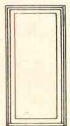
Builder: Place and Company, Inc., South Bend, Indiana

Architect: James Vanderbosch, South Bend, Indiana

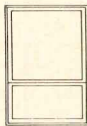
CARADCO C-100' Wood Double-Hung Windows have stainless steel jamb liners



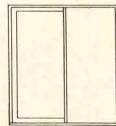
Double-Hung Windows



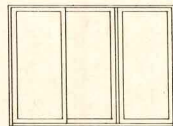
Casement Windows



Awning Windows



Slider Windows



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For the builder, Alcoa® Aluminum-clad fibrous insulation fits snug, takes little cutting, trims construction costs by saving labor. The aluminum vapor barrier protects against damaging winter condensation.

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Snug.

Aluminum-clad fibrous insulation gives the home buyer year-round comfort in all extremes of weather. The aluminum surface is a bonus value to fibrous insulation because it reflects back 95 percent of the infrared radiant heat waves that

strike it. It keeps in furnace heat in winter, holds out solar heat in summer. Consequently, heating and air conditioning cost the homeowner less.

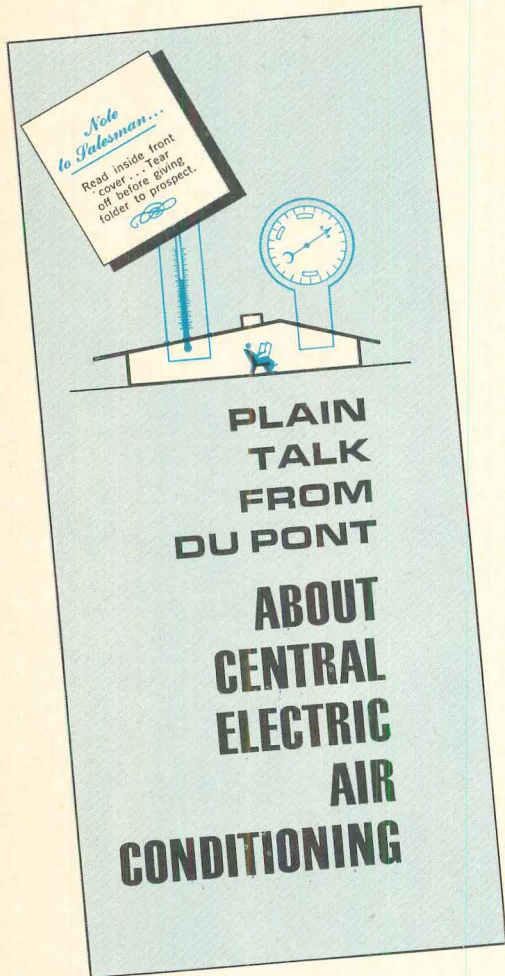
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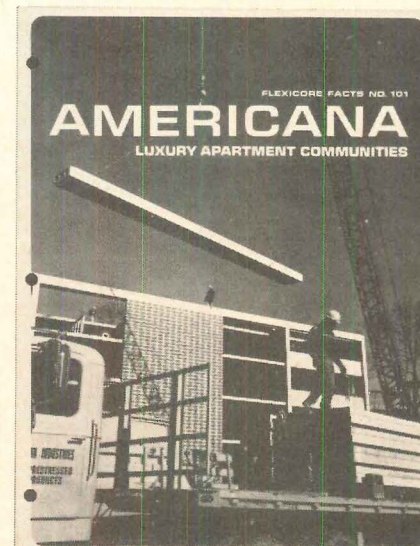
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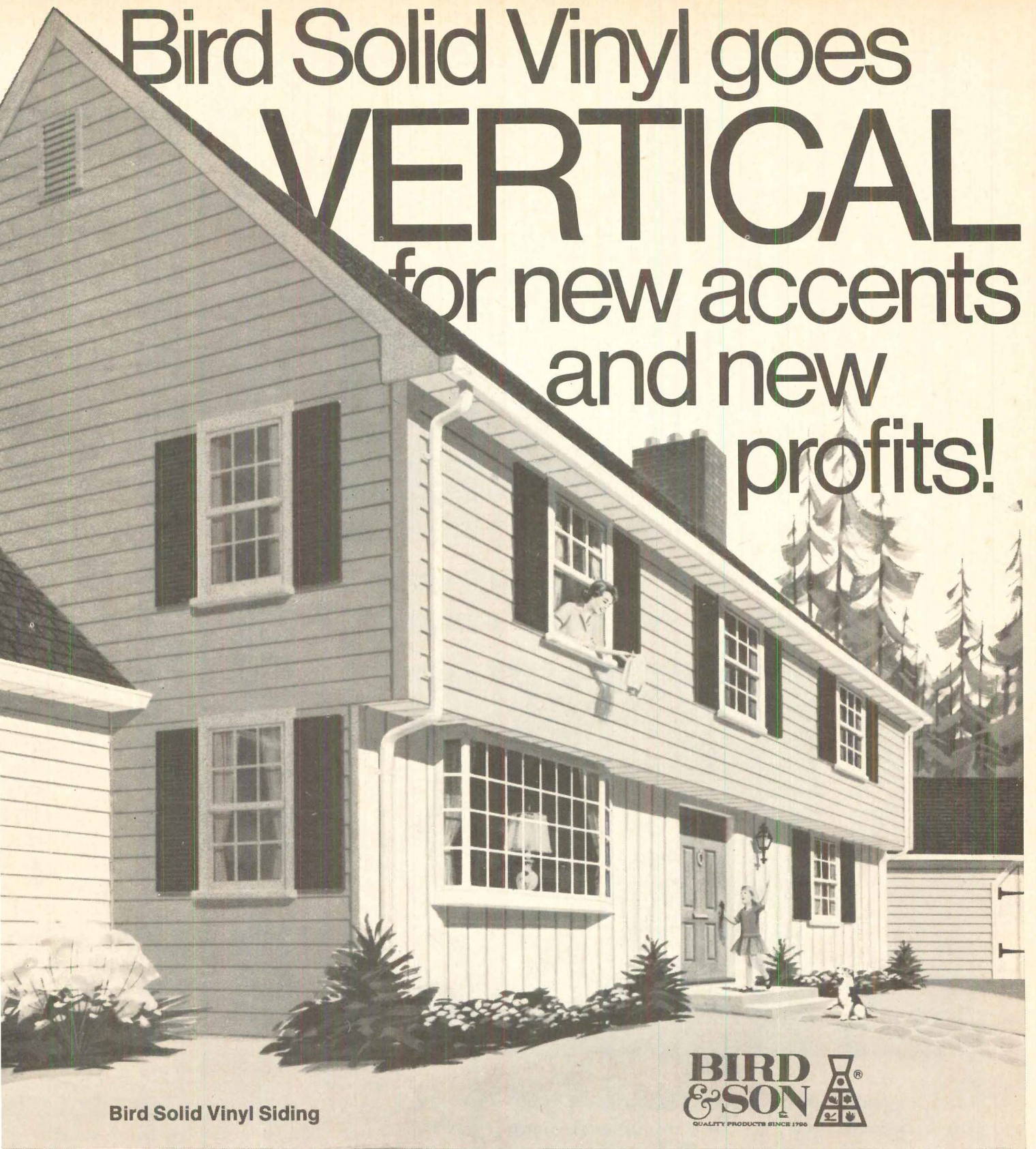
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Robert E. Smith
Vice-President and Manager



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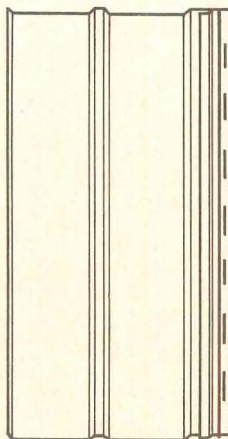
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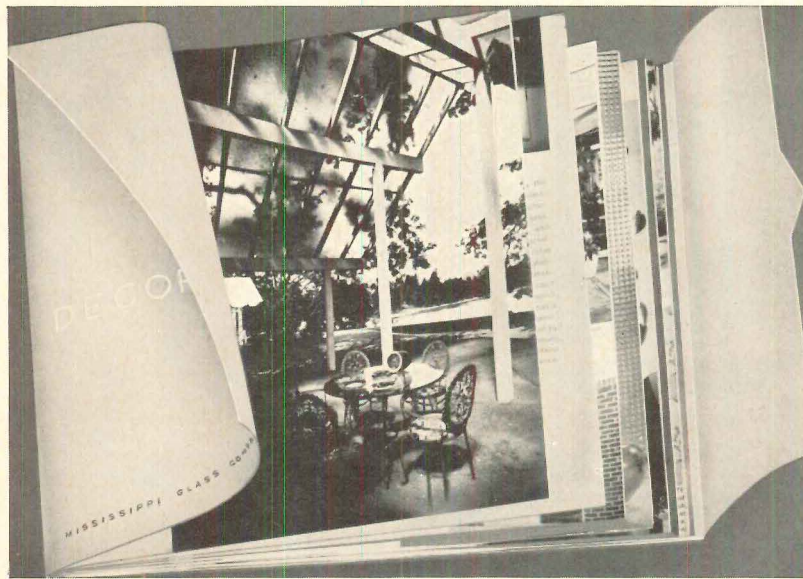
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Labor vs. prefabbed products

H&H: Your June editorial on the recent Supreme Court ruling upholding the Philadelphia carpenters' union says what more segments of our industry need to hear and keep hearing. Homebuilding is on the verge of economic stifling by an inadequate work force, make-work laws and union reluctance to change.

Not enough is said about it. Too many groups are for progress but . . . The guys making buggy whips certainly espoused improved transportation, but they sure wanted to keep producing buggy whips. Permitting the refusal to handle prefabricated components seems comparable to ruling for the continued installation of whip sockets on automobiles.

I hope the industry can bring enough pressure on Congress to begin to legislate for progress instead of against it.

Please keep the needle out. Homebuilding needs a vocal conscience, and that's what your editorials are providing.

JOHN L. SCHMIDT, AIA, director
Architectural & Construction Research
U.S. S&L League
Chicago

Rehab teamwork

H&H: You deserve special thanks for pointing out the pressing need for teamwork between the manufacturer and the rehab man [June].

Recently I have worked with a few manufacturers and I have had the happy experience of finding new applications for stock products. There are many more products around and coming on the market that can be used. The main problem continues to be one of communication: how to bring the manufacturer and rehab man together to work as a team. Also, are manufacturers willing to test new products and ideas with the rehab man? I hope so.

JOHN HALLIGAN
Old Town Contractor
Chicago

Modular floor framing

H&H: Regarding your article, "Two framing systems for the same floor plan" [June], would like to make a few comments.

The omission of double joists under non-bearing walls (in the modular system) is, in my feel, acceptable practice—in fact, a blessing for the mechanical trades. But have you ever tried to nail a wall plate to only the subfloor between joists without solid bridging?

Further, the undulating action of a bridging-less living-room floor, as proposed, leaves me seasick. In a bedroom, so-so; but in a living room, ugh!

Might I suggest a small premium in cost for longer joists to cantilever over to the stairway. This could dispense with the need for a double header, saving money and making for stronger construction.

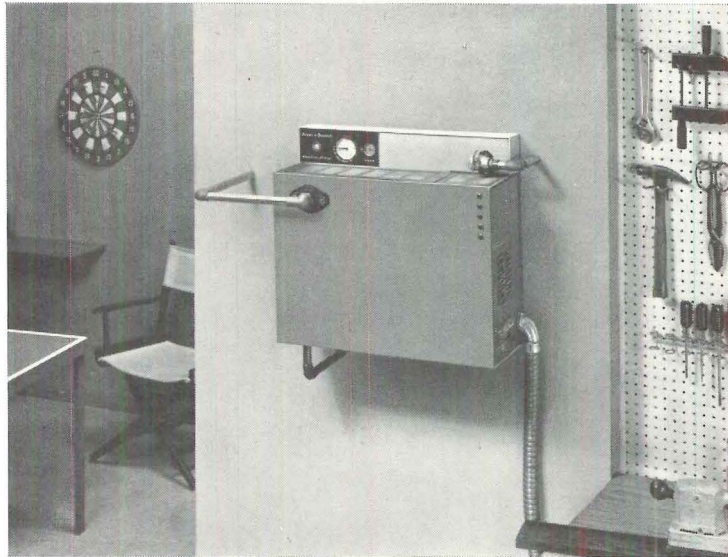
LUGINO J. SARTOR, AIA
Rock Island, Ill.

Custom detailing

H&H: The Design File ("Custom detailing with standard trim") is a real addition to your June issue. This, I have found, is the type of information that builders ask for from us.

WARREN C. JIMERSON, manager
Western Wood Moulding Producers
Portland, Ore.

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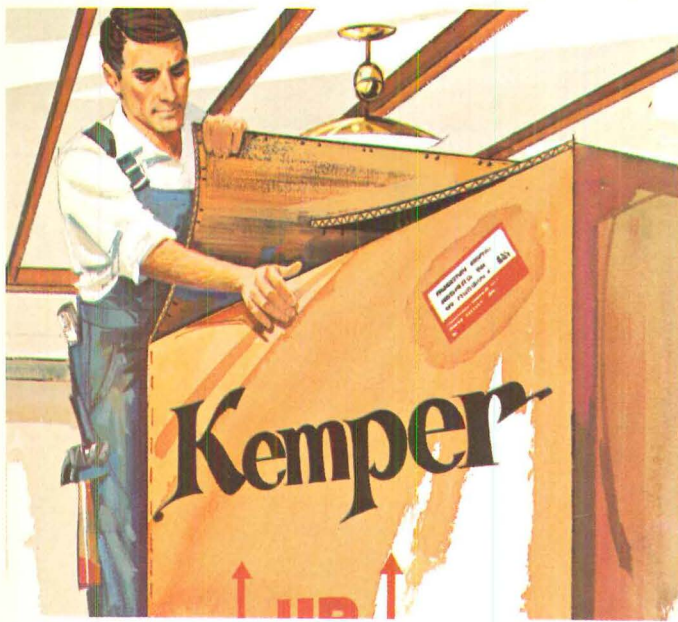
2 x 3 feet of space and are available for gas, oil or electricity. The new Electra* electric boiler shown above hangs on the wall . . . takes no floor space.

Slim, wall-hugging baseboard panels take no room space at all; yet they assure each room clean, uniform heat and no interference with drapery or furniture arrangement.

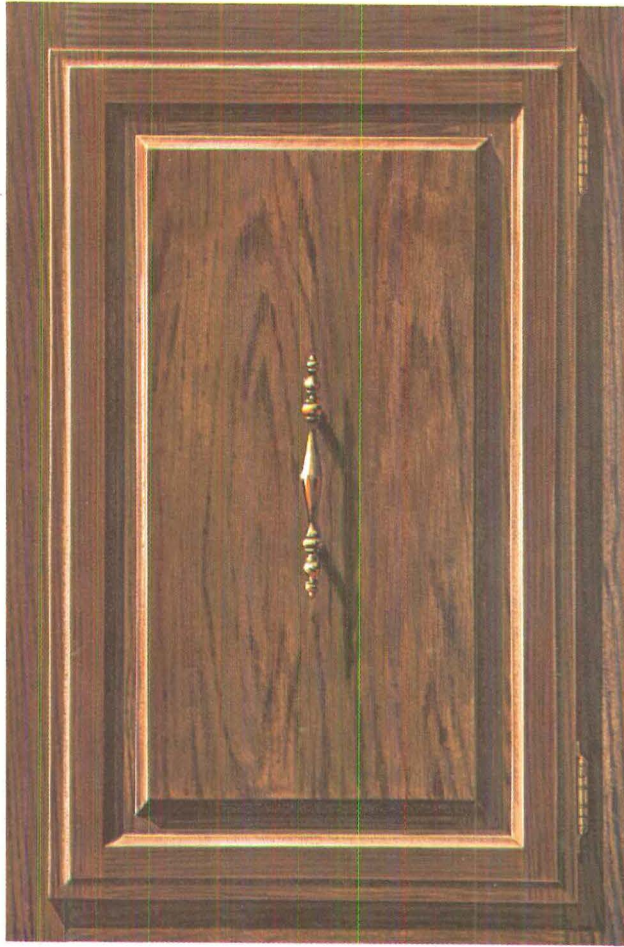
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contractor for all the facts about superior, space-saving hydronic heating. He'll show you how hydronic heating is competitive with warm air! Or write American-Standard, Plumbing and Heating Division, 40 West 40th Street, New York, N.Y. 10018. *TRADEMARK AR&SS CORP.

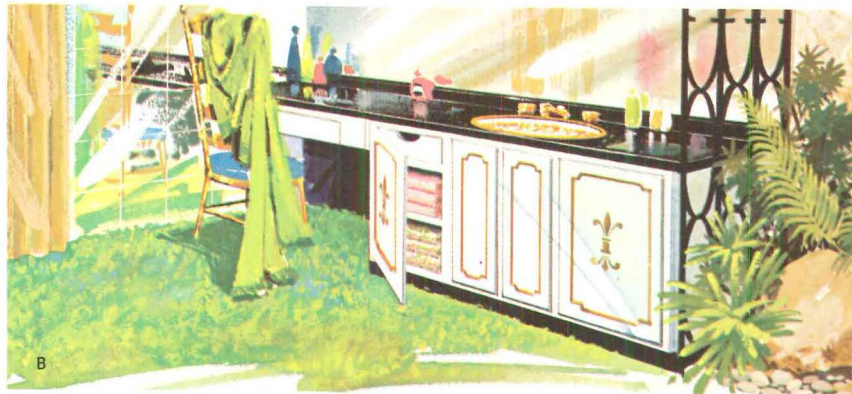
 **AMERICAN
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A



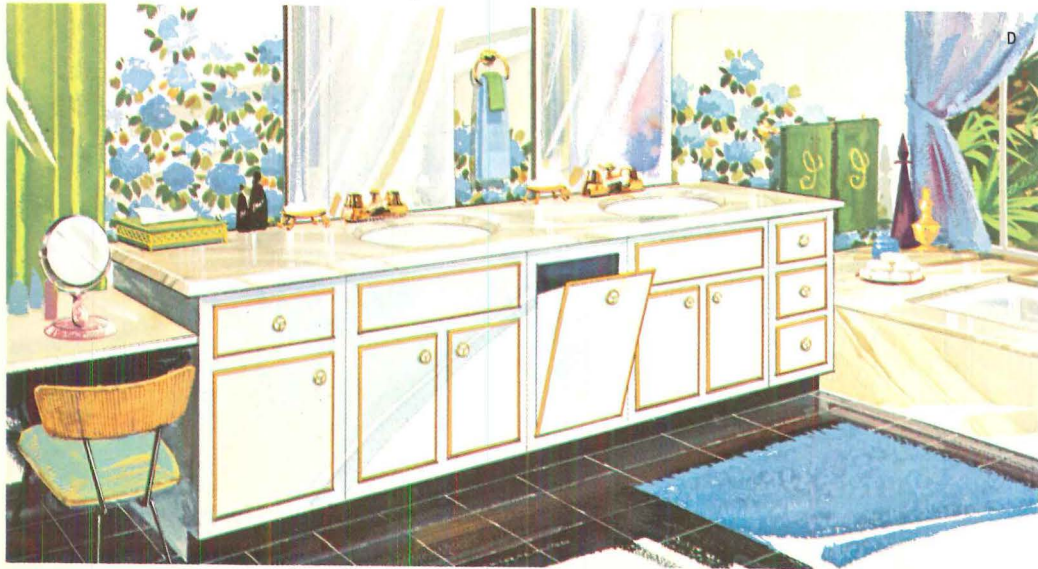
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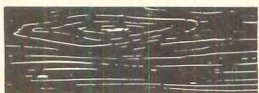
D



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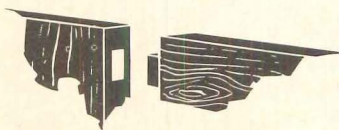
Now, when builders and home buyers are more aware than ever before of the need for quality, Kem-



per is offering its finest group of cabinets . . . a cabinet line with more built-in value and design originality. A line that provides the builder with unique and valuable sales advantages.

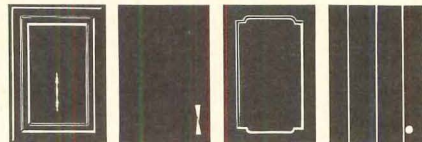
Let's look at some of these exclusive Kemper product advantages more closely and see if they would benefit you and your customer.

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square and true. This means installation goes as it should . . . no racking problems, and less fillers needed because of Kemper Engineering. This quality pays off for the buyer, too. You can turn over the keys with complete confidence that the most beautiful part of the home, your Kemper Kitchen, will remain that way for years and years.

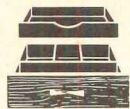
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genuine cherry veneers and now, the new, the superb Kemper English Oak . . . an elegant Kitchen featuring full grained Oak, deep sculptured reversible doors and massive brass hardware.

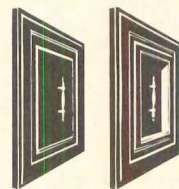
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The Fed's remedies for tight money

All of a sudden the so-called bad guys begin to look like good guys in the eyes of the housing industry

More than a handful of critics have laid housing's money squeeze of 1966 at the door of the Federal Reserve Board. They're oversimplifying, of course. But in any case, the Fed's recent report to the Senate banking and currency committee should go a long way towards changing the critics' minds.

The report's language dripped with scholarship, polite demurrers and careful diplomacy. But its message was clear: Virtually all home lending and finance—and particularly the savings and loan industry—needs basic reform if homebuilding is to weather another tight-money crisis.

The Fed criticizes the Home Loan Bank system, credit pool of the nation's 6,232 s&Ls, for its practice of borrowing short (with short-term notes) to lend long (advances to s&Ls). This practice, followed in even greater degree by the s&Ls themselves, makes them peculiarly vulnerable to general-interest rate increases.

Two previous tight-money periods, 1955 and 1958, should have convinced the s&L industry that it must borrow longer to lend long. But judging from 1966, the lesson was never learned.

What's more, the s&Ls' performance during last year's money troubles was hardly inspiring. Although chartered by the Home Loan Bank Board to finance housing, 80% of them simply shut their doors to new loan applications. True, they did raise a hue and cry over rate competition from savings and commercial banks and from government and corporate issues. But they made no concerted effort to develop other sources of mortgage funds themselves.

Finally, few s&Ls even now use their authority to offer one-stop financing services for housing. Many do not make construction loans. Most do not make land-development loans. And hardly any make trade-in loans.

What to do about the s&Ls' inertia? The Fed's report suggests four remedies to Congress:

1. Get the s&Ls to issue longer-term savings instruments to attract highly sensitive "hot" money that now shifts quickly in response to rate rises.

2. Set up more-flexible secondary-reserve requirements so s&Ls can build a cushion of funds against tight money.

3. Study the question of whether more investment options for s&Ls would enhance their mortgage-lending potential when rates are rising.

4. Let the Home Loan Bank system advance mortgage money to s&Ls at rates that are not tied to current costs in the money market. The HLB could then assist the associations with low-rate loans when borrowing got too expensive for the s&Ls in the private sector.

But broader reforms are also needed in the business of housing finance, says the Fed. Its prescription: Integrate the mortgage market with the general capital market. Mortgage markets are now so insulated from capital markets that mortgage money always reacts in contracyclical fashion to the rest of the economy—when the economy shifts into high, housing finance goes into reverse.

How to integrate? The Fed's advice to Congress:

1. Free the FHA-VA rate so government-insured mortgages can compete for money in the credit markets.

2. Set up a trading desk inside FNMA. The agency would act as a mortgage dealer, maintaining a continuous market on both the buying and selling sides—and, for the first time, providing a true secondary market in mortgages.

3. Study the possibility of designing a mortgage instrument that can be traded as easily as a bond.

4. Re-examine the possibility of unifying all mortgage instruments and all foreclosure codes to make it easier to trade mortgages from one state or region to another.

5. Encourage thrift institutions to develop new sources of money by selling participation certificates, or other instruments collateralized against mortgage pools, to investors like pension funds.

Broadly speaking, many of the Fed's ideas are proven ideas. In a dissimilar but parallel way, they are already being used in the consumer credit field. And they spell out a good reason why consumer-finance companies lost less than 1% of their business in tight-money 1966 while s&Ls dropped 30%. The lesson: It's high time for the mortgage industry, and particularly its s&L members, to get behind the reforms recommended by the Federal Reserve.—RICHARD W. O'NEILL

If you think multifamily housing hasn't come a long way, take a look at these three projects

They show that sound advice doesn't always go unheeded. Eight years ago a group of successful apartment builders said, through the pages of *HOUSE & HOME*: "If you want to do well in this business, put up apartments that live like houses." Today, as the pictures at right and on the next six pages show, the best multifamily projects should make the average home-builder worry about making his houses live more like apartments. For example:

Faced with the continuing need to attract tenants, apartment developers are building strikingly designed and landscaped entrances and courts (*photos, right*).

Faced with tight limitations on land area, apartment builders nevertheless are providing lots of space for outdoor living and recreation (*p. 48*).

Faced with tight limitations on floor space, apartment builders are offering plans that are 1) highly livable and 2) economical to both build and arrange (*p. 50*).

It should surprise no one that all three projects won awards in the 1967 Homes for Better Living Award Program, sponsored by the AIA, *HOUSE & HOME*, and *American Home*.





ELEGANT TWO-STORY DOOR leads to typical stairhall shared by four units. Door is flanked by terraces at ground level, balconies above.

Photos: Jordan Lagman



FIELDSTONE WALL with fountain and planters is in main entrance court. Stairway leads to a pair of units.

This small project has the feeling of private houses along a landscaped mall

The feeling starts at the project's entrance (*see cover*)—from the street, the effect is one of townhouses rather than apartment buildings. It is carried on inside by the entrances to apartment groups (*left*), which would do justice to the most elaborate custom house.

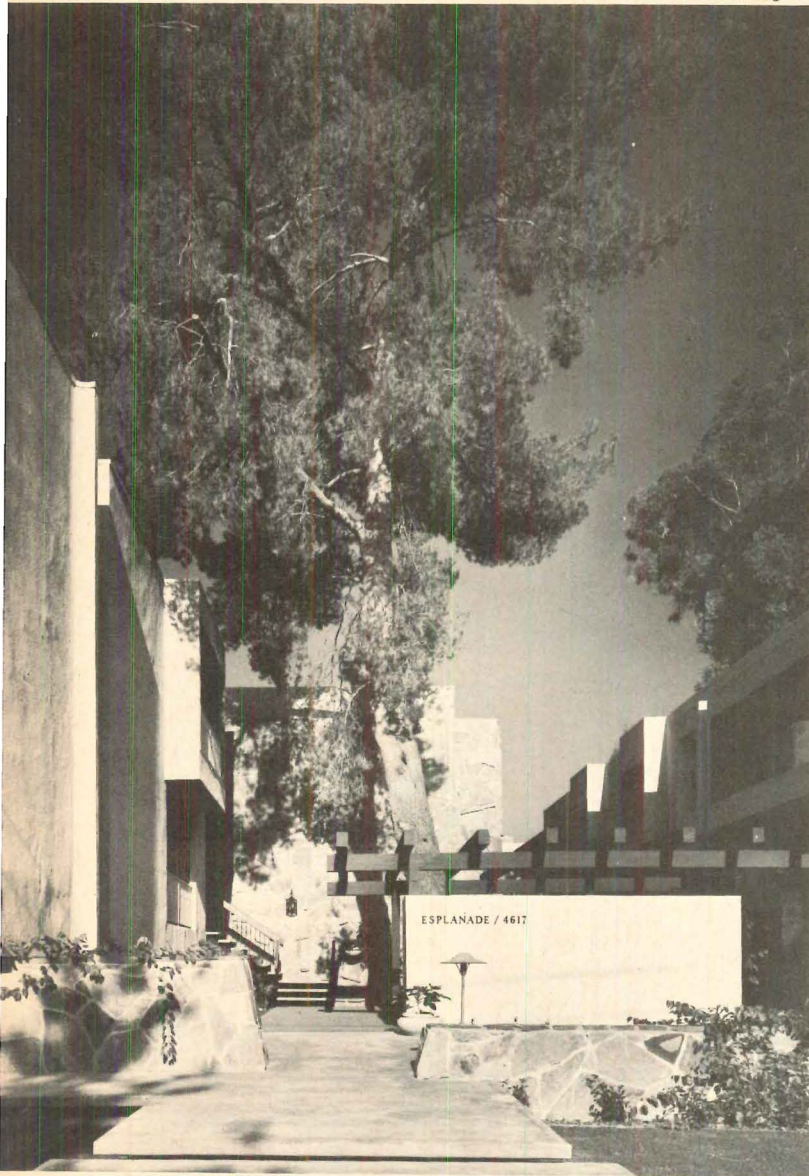
The mall (*see next page*) is a walkway which runs between the project's two-story buildings from one end of the L-shaped site to the other. It constantly changes width and level, and short flights of stairs (*above*) lead off to private entrance landings. The overall impression is a degree of spaciousness and variety that completely belies the project's density: 38 units on the one-acre site.

Parking is relegated to below-grade garages on two sides of the site. There is a sunken pool area in the largest court along the mall. The project is for adults only. Rentals for the one-, two-, and three-bedroom units are from \$155 to \$325.

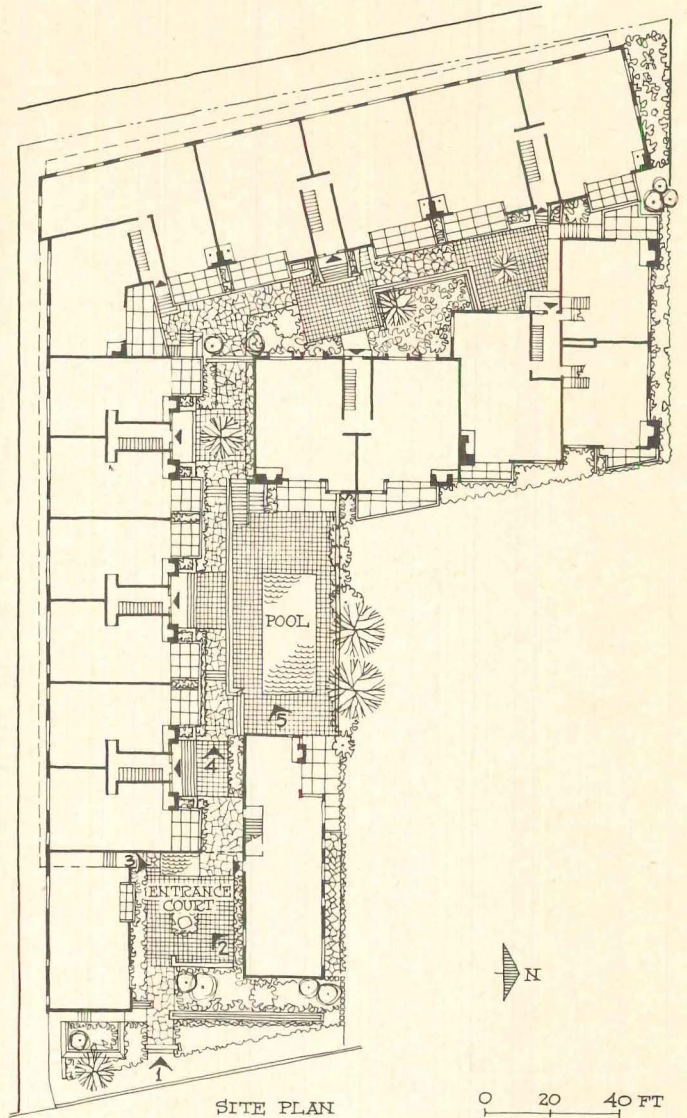
Honor Award Homes for Better Living

ARCHITECT: *Kamnitzer & Marks*
BUILDERS: *Hyman and Janet Harrison*
LOCATION: *Sherman Oaks, Calif.*

continued



MAIN ENTRANCE to project (view 1 in site plan) leads between stone planters, past wall screening mailboxes, to large court around an 80' pine.



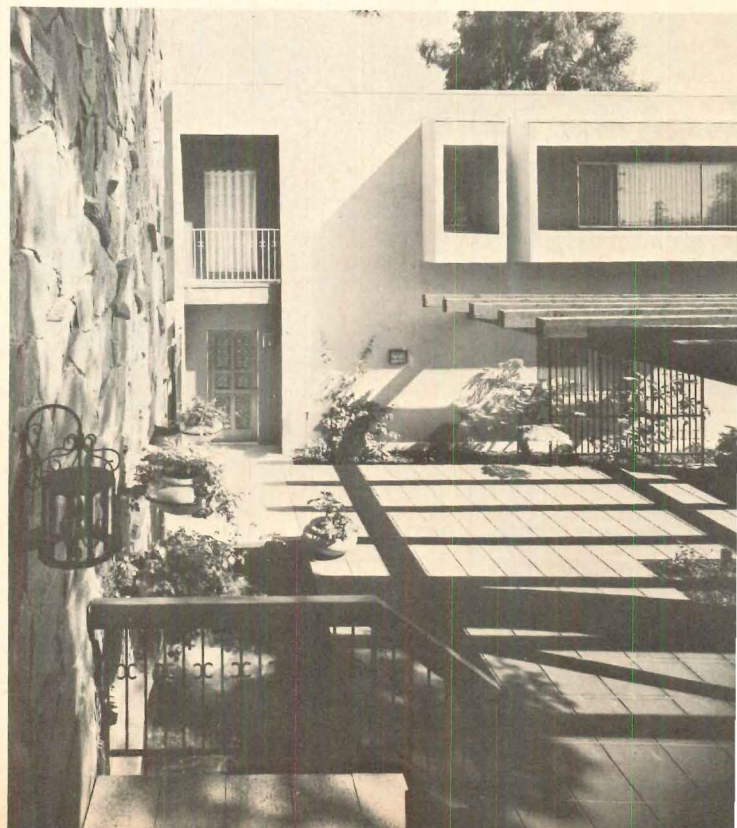
SITE PLAN

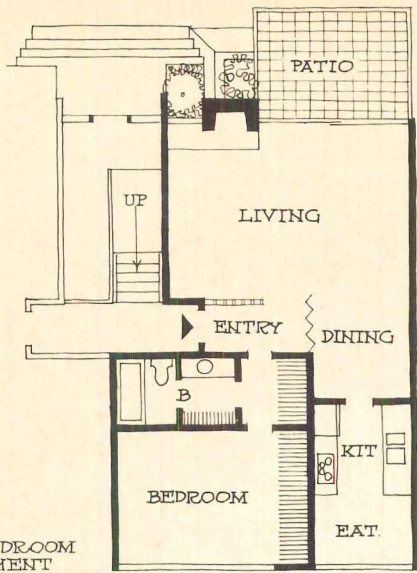
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COURTYARD (2 in plan) includes private stairs to two small units whose balconies are shown. View from same stairway (right, and 3) shows recessed entrances and windows of three-bedroom units.

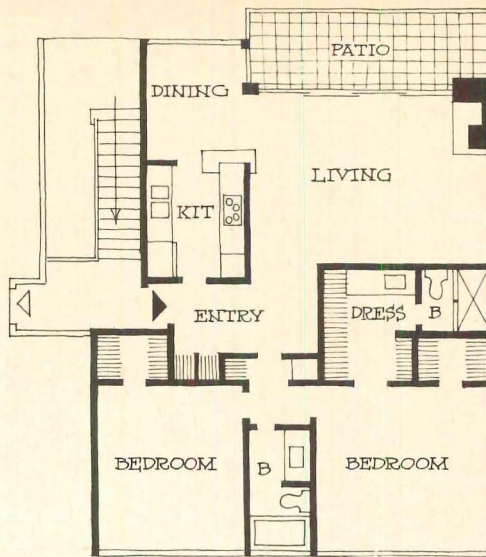
L-SHAPED SITE has landscaped mall running between buildings. Driveways, along perimeter on two sides, are cut below grade (section, right).



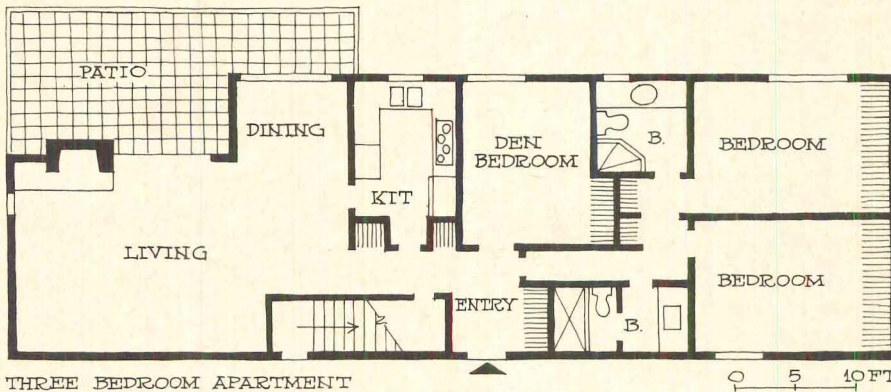


ONE BEDROOM APARTMENT

0 5 10 FT



TWO BEDROOM APARTMENT

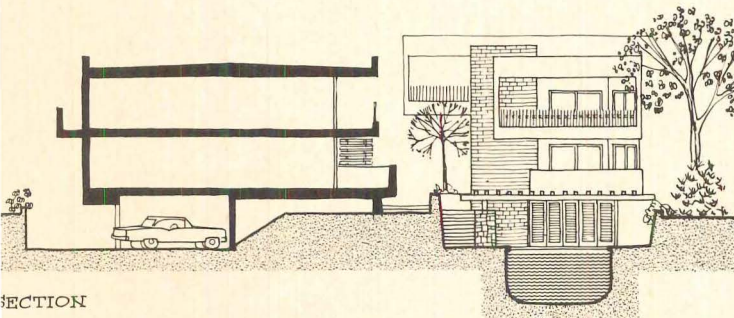


THREE BEDROOM APARTMENT

0 5 10 FT

TYPICAL FLOOR PLANS are floor-through layouts with patios on interior (or mall) side, bedrooms on exterior side. Groups of one- and two-bedroom

units share stairhalls and entrances. There are just two 3-bedroom units in the project; both are to right of entrance court (*site plan, left*).

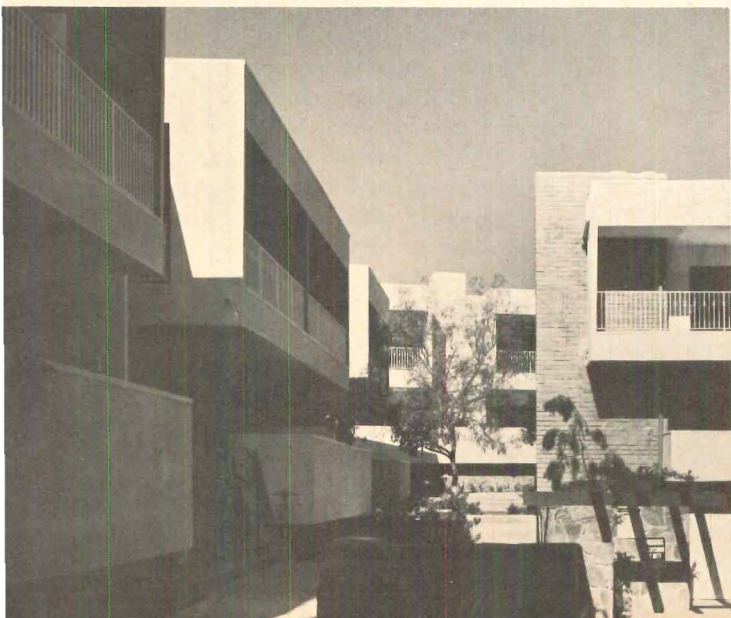


SECTION

SECTION shows below-grade garages and driveways, with stairs to units above. Pool and sauna, also below-grade, are in largest courtyard.



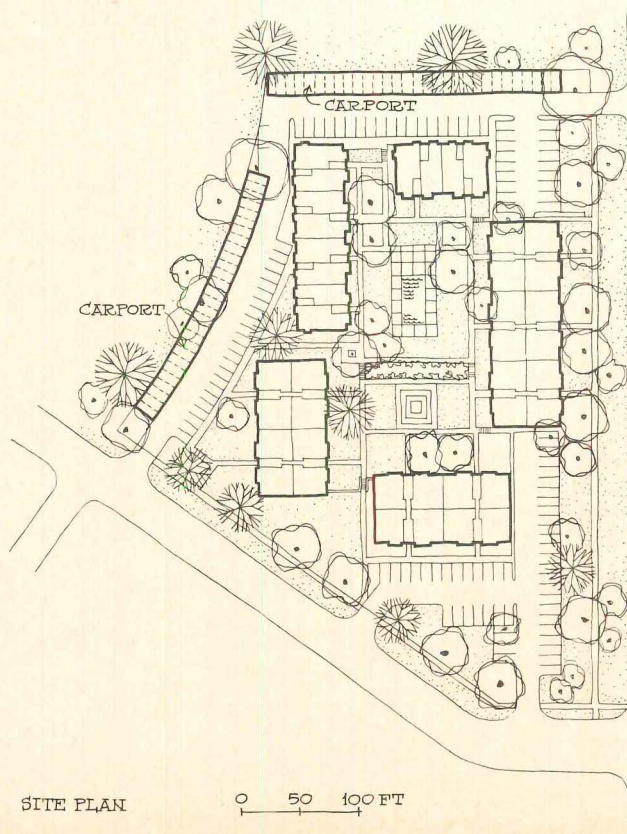
COMMUNITY POOL (*above, and 5 in plan*) was placed on a lower level than the mall for extra privacy. Mall itself (*left, and 4*) is at a lower level than ground-floor apartments, so stairs lead up to entrances.





TERRACED QUADRANGLE provides interior units with a pleasant view of formal walks and plantings. Pool area, background, is below grade for privacy.

The old, familiar rectangle-around-a-court is still a good layout, but there are new ways to handle it



And this 120-unit project shows three such possibilities. Specifically:

The buildings do not form a solid "doughnut"; they are broken up into five separate blocks with considerable space between them to avoid a closed-in feeling.

All traffic has been eliminated from the center court, which is crossed only by walkways.

A wide, landscaped strip surrounds the entire project. This gives tenants in outside apartments something more than bare streets to look at, and also provides a more pleasing appearance from the street than would a plain perimeter parking area.

The overall result is a project with an unusually good balance between density (it occupies only about four acres) and spaciousness.

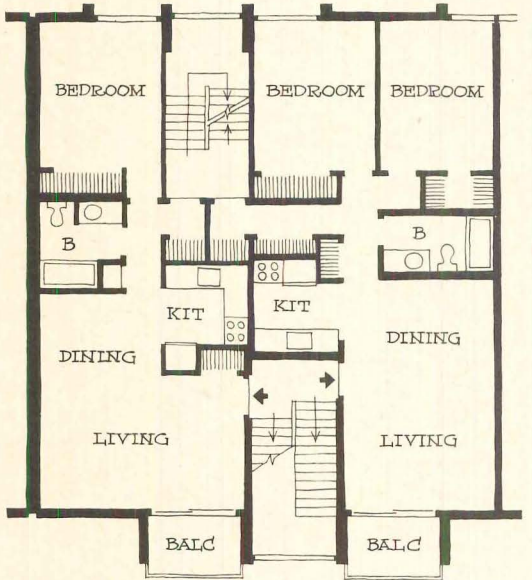
Buildings all have three stories, and are laid out so that one entryway serves only six units. Buildings with dumbbell-shaped hallways (*site plan, left*) have one-bedroom apartments, other buildings include both one- and two-bedroom units. All apartments have either railed balconies or terraces. Rentals range from \$145 to \$180.



RAILED BALCONIES and terraces are arranged in groups of six around each entrance tower, providing outdoor living areas for all units.

Honorable Mention Homes for Better Living

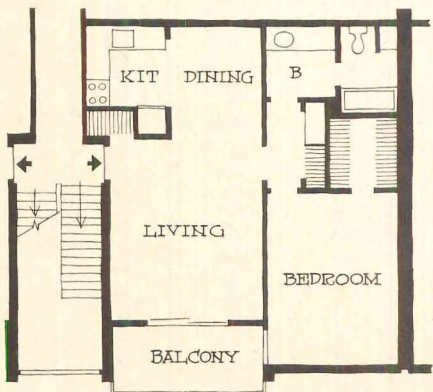
ARCHITECT: *Green & Savin Inc.*
 BUILDER-OWNER: *Jerry J. Avison*
 LOCATION: *Royal Oak, Mich.*



0 5 10 FT



BUILDING ENTRANCES have three-story-high entry towers that bring daylight to all three landing levels. Community pool is in foreground at right.



0 5 10 FT



LIVING AREA of one-bedroom unit includes dining area, foreground, living room beyond with sliding door leading to balcony. Kitchen is at left.



INFORMAL GROUPING of resort condominiums disguises fact that units are built to a strict module. Buildings are oriented to mountain view.

This project shows that standardization needn't rule out interesting design



INFORMAL DESIGN of buildings reflects Swiss chalet effect, with arched window openings, balconies and big overhangs. Center building holds 2 one-story units.

In fact, because the units themselves were standardized, unusual flexibility was possible in both the design of the buildings and the way they were grouped on the 4½-acre site.

The basic module is a two- or three-story, 40' square building, within which are combinations of these three units: a 40'x40' one-story unit with one bedroom and a sleeping alcove; a similar-sized unit with two bedrooms and an alcove, and a 20'x40' two-story, two bedroom unit. In a typical grouping, (plans, facing page) there are 2 two-story units and 4 one-story units, the latter turned so that plumbing stacks are aligned. The one-bedroom unit also includes bulk storage areas for other apartment on the same floor.

Prices of the vacation units range from \$38,500 to \$51,500 and include furnishings.

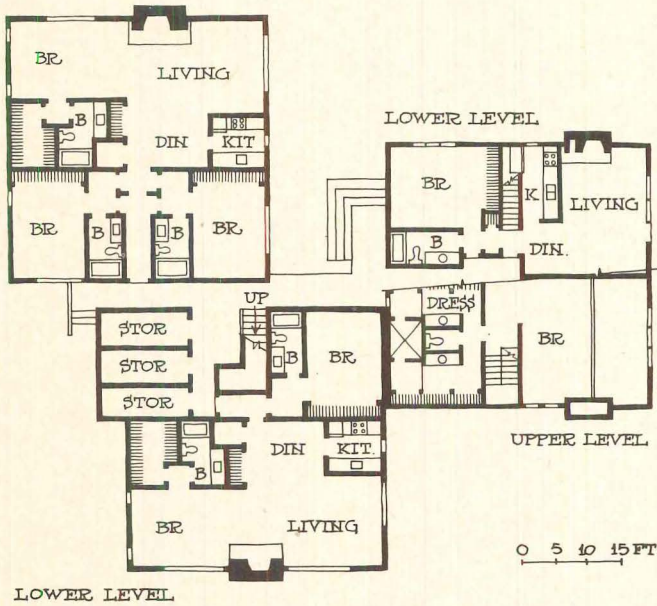
Photos: Julius Shulman



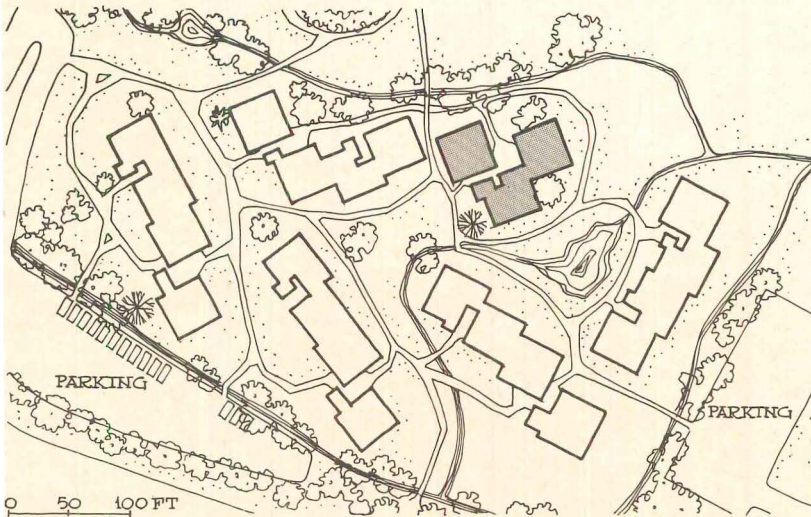
DINING AREA of large one-story unit shows easy-care paneled walls, tile floors.



LIVING AREA of upper-level, two-bedroom unit has sloping ceiling, fireplace between balconies. Sleeping alcove, foreground, becomes third bedroom when closed off by folding door.



LOWER LEVEL



Honorable Mention Homes for Better Living

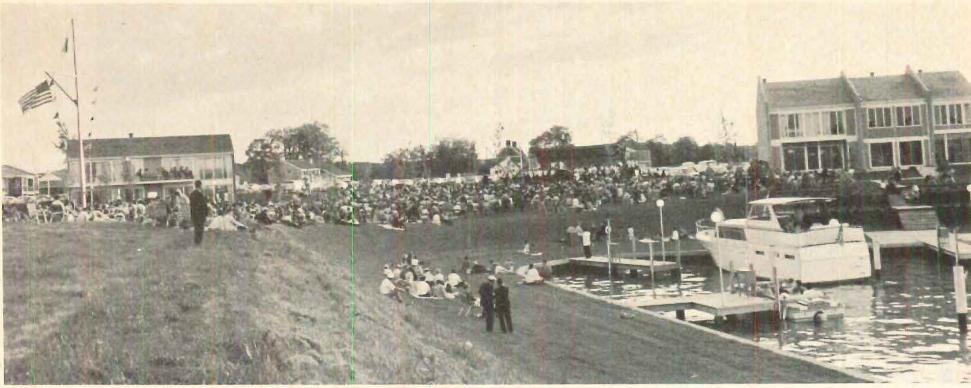
ARCHITECTS: *David Jay Flood, Neil Morrison Wright, Thomas W. White*

BUILDER-OWNER: *Janss Corp.*

LOCATION: *Sun Valley, Idaho*



STONE FIREPLACE of a one-bedroom unit dominates living area. Furnishings, included in price, are kept simple, flexible.



As the setting sun dressed the sky in red, an 80-piece orchestra began a concert on Rumsey Island, an extravagant addition to Joppatowne, Md. Boat after boat sailed in from Chesapeake Bay, and a procession of cars, their headlights blazing, rolled in from the highway.

Said a friend to developer Leon Panitz: "Leon, this is a beautiful development. You deserve a lot of credit."

"As a matter of fact," said Panitz, "I'm doing it all on credit."

And that's what's behind . . .

The story of a market success —and a financial failure

Joppatowne—as measured by anything but a monetary yardstick—must be considered a success. In just five years, Panitz & Co. built more than 1,000 houses and 600 apartment units in its 1,400-acre community northeast of Baltimore. This sales record outstrips those of most of the nation's well-known new towns. Joppatowne currently has a population of 7,000, while Reston, Va., for example, which has been open for four years, has a population of only 2,000.

But measured by the financial yardstick, Joppatowne is a sadly different story. Five years ago Leon Panitz started his project with \$2 million in front money. By April of this year he was down to \$5,000 in cash and under siege by his many creditors. And looming ahead was \$6.1 million in short-term loans, most at extraordinary interest rates of 11 and 12%. On April 21 one major lender foreclosed; in the next two days others threatened to do the same; and on April 24 Panitz filed for reorganization under Chapter X of the Federal Bankruptcy Act. He claimed assets of \$22 million, a full \$5 million more than his liabilities. But most of these assets represented only asserted land values.

What happened?

The basic problem was that Panitz couldn't strike a balance between his heavy debt cost and his cash flow. It was the

same problem that has plagued new towns and other big communities.

Most big subdivisions look good on paper, so it is relatively easy to borrow the sizable amounts that are needed to start developing them. For as long as these projects live up to their optimistic cash-flow projections, everything is fine.

But what happens if sales drop off unexpectedly, as they did in Joppatowne? The developer has three choices:

1. He can sell some land. But that reduces his potential profit and plays havoc with his long-term plans.

2. He can get a money partner. But they're hard to find in times of trouble.

3. Or he can borrow more on the land, as Panitz did. And if the cash-flow slump continues long enough, and the developer keeps on borrowing, he can end up, as Panitz did, with millions of dollars in asserted land values, massive debts and no cash at all.

What follows is a detailed account of what happened to Joppatowne, and why—written with the full cooperation of Panitz himself.

"This story has significance for the whole housing industry," says Panitz, "because planned communities are the housing of the future. I want to share the lessons I learned at Joppatowne with every builder, large or small."

continued on p. 54





AERIAL VIEW OF JOPPATOWNE shows ill-fated Rumsey Island, near top of photo, all developed and awaiting buyers. First opening produced one sale.

This five-year timetable shows when—and how—Joppatowne failed

1962: Joppatowne started out as just a big, conventional subdivision

Leon Panitz envisioned Joppatowne as a middle-class bedroom community that would house 10,000 persons within five years.

But despite this ambitious goal, the project was begun on a relatively modest scale. Initial land costs were low because the 1,400-acre site was assembled for only \$500 an acre. Overhead was low because Panitz had only a ten-man staff. And although he took out a \$7.4-million loan, he planned to stretch it to cover the first 710 houses, plus the initial costs of a private water and sewer system he had agreed to build in order to win zoning from Harford County (H&H, Aug. '62).

In May Joppatowne opened with houses bargain-priced at \$9,000 to \$11,000. By December, 350 houses were sold, and the market seemed endless.

1963: Unexpected problems forced Panitz to try another tack

The developer found himself squeezed between rising costs and falling sales. Specifically:

1. A staff report showed that unforeseen engineering costs were consuming Joppatowne's profits and that unless house prices and profit margins were increased, the project would eventually produce a \$1.2 million deficit. (Even before Panitz read the report in January, he had begun raising prices.)

2. Sales dipped as prices rose.

3. After a year of negotiation, the state suddenly decided not to buy 400 acres of Joppatowne's marshland for a public-park system. The decision jolted Panitz, who had already made plans based on selling the site for \$420,000.

It was to the marshland that Panitz now turned. He decided to make it a luxury waterfront project that would 1) become a profit-making property itself, 2) raise house values throughout all of Joppatowne and 3) create enough buyer traffic to get sales rolling again. He called in a team of New York engineers and appraisers, and they set to work planning what was to become Rumsey Island.

1964: Rumsey Island looked so good that Panitz began other expansions

In the spring the team of engineers issued a \$60-million development plan for Rumsey Island that included seven miles of waterways and six high-rise apartments. Buoyed by optimism and expert advice, Panitz decided to build the island all at once, "so buyers would have no doubt about how tremendous Rumsey would be."

To start development, Panitz took a \$3-million loan from Chase Manhattan Bank

at 6% and paid a 2% take-out fee to a New York factor, Zilkha & Sons, which guaranteed the loan. The money changed hands in October.

During 1964 Panitz also began:

1. Planning a town center, which included a major shopping area next to Rumsey Island.

2. Assembling a site on nearby Bush River for a second planned community in the 1970's. He was buying the land for only \$1,300 an acre because few others knew that sewers would soon reach the area.

3. Building apartments in small Pennsylvania towns. He had already started one project, and in May he hired a staffer to put together another one.

So by the end of 1964 Panitz was straining his resources and his energies.

1965: Rumsey Island opened—and promptly fell on its face

Week after week a high-powered advertising campaign drew thousands of prospects to Rumsey Island. But nobody bought houses.

After a series of lengthy sales meetings, Panitz's staff concluded that:

1. Rumsey's \$40,000-to-\$55,000 houses were too expensive. The project was promoted as a boating community, but the people who came to look couldn't have afforded both a waterfront house and a boat.

3. The models were too contemporary for the traditional-minded Baltimore home buyer.

4. Rumsey opened in the fall, the worst possible season to try to sell waterfront houses.

Panitz's answer to the crisis was new money, new models and a new opening. He took a \$750,000 loan at 10% from Zilkha, the New York factor, to supplement his cash flow. Then he got busy designing traditional and less-expensive models for Rumsey's 1966 reopening.

1966: As debts mounted higher, Rumsey Island came a cropper again

By March, three months before Rumsey reopened, Panitz needed still another cash-flow loan. This time he pledged his last assets, the first and second mortgages on Bush River, for \$1.4 million at 12% from Zilkha.

By now, according to persons close to Panitz & Co., the annual interest on Panitz's loans totaled \$487,653, and the annual company overhead had swelled to \$500,000.

Panitz needed 200 sales on Rumsey Island and another 200 in a new section of Joppatowne to weather the pending storm of due notices. But Rumsey's new models attracted only 19 sales after the July reopening. The new houses were priced at

\$35,000, which company salesmen said was still \$5,000 too high. And Joppatowne's new lower-cost section was stealing sales away from Rumsey.

There could be no mistake about it now. Even Panitz realized that his empire was crumbling. He sold all of Joppatowne's apartments for \$3.8 million and realized a \$450,000 profit; the cash was gone in no time.

Now Panitz began negotiating a really big transaction: the sale of the entire 1,523-acre Bush River property. In August, builder William Levitt emerged from a handful of interested parties to option 1,450 acres at \$2,300 an acre, or \$1,000 an acre more than Panitz had paid.

Once again Panitz saw a chance to pull through. Despite his problems, which now included tight money and two Pennsylvania apartment projects slipping toward foreclosure, the Bush River sale would be enough to keep Joppatowne going for a while at least.

1967: Panitz tried selling off assets, but he couldn't sell enough

After spending \$25,000 to study Bush River, Levitt announced in February that he was no longer interested. The site, Levitt staffers say, was wrong for a Levitt community.

While studying the tract, Levitt did purchase 400 Joppatowne lots at \$4,400 each and 25 lots in the Rumsey Island area at an average of \$7,900 each. But Panitz realized only \$25,000 in equity on those sales.

In desperation, Panitz searched for another buyer, but he had lost too much time courting Levitt. Late in February, he almost convinced one of his many unsecured creditors to invest in Bush River. But, ironically, the creditor's advisor, who today is Joppatowne's court-appointed trustee, talked the creditor out of making the investment.

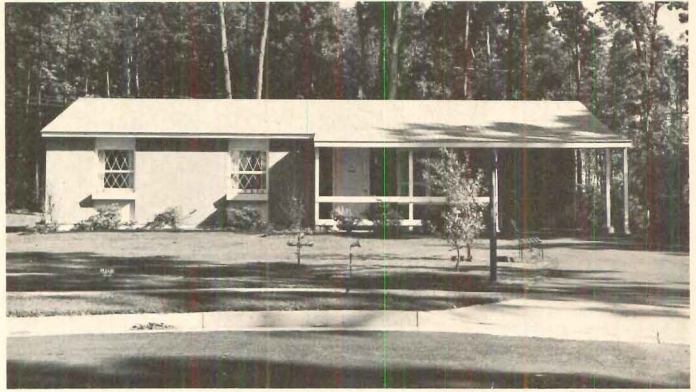
By March, Panitz was two to three months behind on his payments to Chase Manhattan and Zilkha & Sons. With Panitz's permission, Ezra Zilkha tried to personally arrange a deal with Bill Levitt—and got nowhere.

On April 21 Zilkha pulled the cork by foreclosing on its two loans. Immediately, First National Bank of Maryland, which held an inflated \$415,000 mortgage on Joppatowne's unprofitable marina, seized \$83,000 in Panitz's bank account. And creditors with claims of more than \$2 million threatened suit.

The struggle was over. Panitz pulled together his shattered pride and filed for reorganization.

"All Joppatowne needed," says Panitz "was one good break. We didn't get it."

Here are some of the houses that led to the making—and breaking—of Joppatowne



ORIGINAL JOPPATOWNE MODEL sold for \$9,000 plus a \$2,000 lot. It was very popular, but it gave the community a low-cost atmosphere.

Morton Tadder

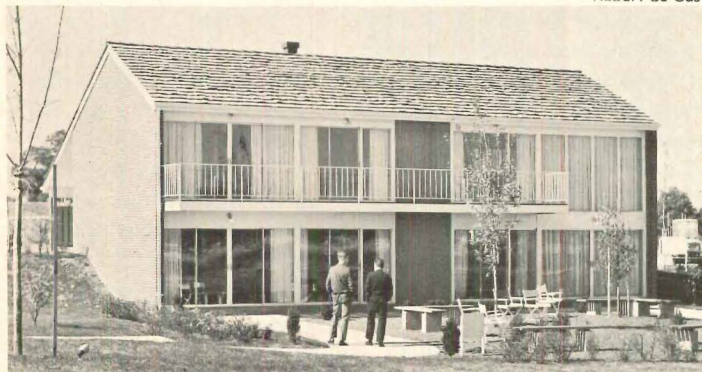
Morton Tadder



UPGRADED MODELS have sold steadily at rate of about 200 a year. Model above is about \$23,000 with land, those at right are slightly higher.



Robert de Gast



CONTEMPORARY MODEL (above) with expensive decor (right) was first house on Rumsey Island. It was priced at \$40,000, and only one was sold.



Robert de Gast

Robert de Gast



RANCH MODEL was lowest priced of early Rumsey Island models at \$34,700 including land. This became top price when Rumsey reopened a year later.



RUMSEY TOWNHOUSES were offered at from \$21,000 to \$33,000. They didn't sell, but some of them are being rented today.

Here are the key lessons that developers can learn from Joppatowne

Don't expect banks or corporations to bail you out of money trouble

Indeed, the more you need cash, the less they want to deal with you.

"Banks don't like risks and they don't want to be pioneers," says Panitz. So if a builder is forced to borrow continually to keep his project going, it won't be long before he is driven from the banks and into the arms of the factors, who charge extraordinary interest rates.

"What a developer really needs," says Panitz, "is a big company that will keep putting working capital into a project through thick and thin."

But Panitz knows just how difficult it is to find such a partner—especially after a project has faltered. In 1966, after Rumsey Island flopped for the first time, Panitz had a series of meetings with representatives of Boise Cascade, a wood-products manufacturer. Panitz envisioned a company merger similar to the one Boise made with California builder Ray Watt.

The talks were fruitless. "Boise wasn't talking about giving us value for the equity we created in Joppatowne; it talked only in terms of our costs," says Panitz.

Late in 1966 Panitz tried to interest Metropolitan Life Insurance Co. in financing or becoming a partner in the Bush River tract. But before the company would consider the project, it wanted land development to begin—an impossibility for Panitz under the circumstances.

"We talked to about a half-dozen other sources," says Panitz, "but we just didn't have time to see enough people before we ran out of money."

You need \$5 million in front money for a project of Joppatowne's size

"If you start with less, chances are you will borrow too much too soon," says Leon Panitz. But \$2 million looked like plenty of money five years ago. "In those days," says Panitz, "nobody had any idea how much a planned community would really cost."

But though he was undercapitalized at the start, Panitz now says he could have stretched his \$2 million and avoided borrowing. Items:

1. "Today I would develop the land in small bites, and keep improvements to a minimum at the beginning. My aim would be to start carrying the project with cash flow when it was about 30% completed.

2. "I would again offer my first buyers a bargain house, but I would raise my prices a lot faster." In Joppatowne Panitz waited about five months—and 200 sales—before boosting prices \$1,000. Today, he would make \$1,000 increases after every 75 to 100 sales.

3. "I would allow more for planning

and land development than my cost studies called for," says Panitz. "You have to allow for the unexpected." For example, Panitz paid \$68,000 to get his first five models designed just right. And partly because work was hurried to meet the initial sales burst in 1962, land development costs averaged \$2,500 a lot—\$500 more than engineers had projected. So after just nine months Panitz had spent \$250,000 more for engineering than he had anticipated.

"You can hope for the best," says Panitz, "but you need enough front money to cope with the worst."

No matter how good a project looks on paper, don't expand too soon

"Leon was so optimistic that he became his own worst enemy," says a person close to Panitz & Co. "There was no way to hold him back."

In 1964 there seemed good reason for optimism. Joppatowne's house prices were about \$4,000 higher than in 1962, sales were on the upswing and the project's first apartments were renting well.

But the backbone of Panitz's optimism was Rumsey Island. Panitz was so convinced of its success that more than a year before Rumsey's first house was offered for sale, Panitz started assembling the Bush River tract for future development. At \$1,300 an acre, it was a bargain. And even if Joppatowne sales lagged, Panitz figured he could mortgage out on Bush River to supplement his cash flow.

But as things turned out, Bush River hurt Panitz & Co. in several ways.

The company's court-appointed trustee, I. H. Hammerman, says Panitz lost time assembling Bush River when he should have been keeping a closer watch on Rumsey Island and Joppatowne house sales.

A person close to the company says engineering studies and planning for Bush River helped swell the staff from 10 to 70 persons and thereby increased company overhead to \$500,000 a year by late 1965.

And in the end, Panitz's plan to borrow on Bush River to keep Joppatowne going backfired. By 1966, when Panitz needed cash, there were no loans available from conventional sources. The only loan he could find was \$1.4 million from Zilkha & Sons at 12%, and that loan's interest, plus some original ground mortgages, cost Panitz about \$200,000 a year. So Bush River became a financial burden rather than a help.

"If I had never bought those 1,500 acres I would still be in business today," says Panitz. "I could have kept Joppatowne going, even if my creditors foreclosed on Rumsey Island. The ironic thing is that the Bush River land is the finest piece of property I ever owned."

And a local real estate man says this: "If Panitz had had the money to back up the expansion moves he made at Joppatowne, people would be calling him a genius today."

Don't let the experts talk you into over-extravagant plans

Despite its abysmal sales record, Panitz firmly believes that Rumsey Island could have been a smash success. But it lacked two ingredients of success: salable models and a conservative development plan. And it was in planning, says Panitz, that the experts led him astray.

The planners, appraisers and advertising men who worked on Rumsey, and to whom Panitz paid more than \$65,000 for advice, concluded that Rumsey Island should be developed all at once. This was a basic error, and it precipitated a series of miscalculations.

These experts reasoned that prospective buyers wouldn't believe the island's ambitious development plans if they were just on paper. So they recommended that Panitz complete the improvements before any houses were offered for sale. This included all roads, seven miles of waterways, a \$700,000 sewer and water system and all lot development.

Further, to isolate luxurious Rumsey Island from middle-class Joppatowne, the experts said that the island needed its own entrance, road and bridge. The bridge alone cost \$100,000.

To follow all this advice, Panitz needed a \$3 million loan from Chase Manhattan Bank to develop Rumsey Island. It was such a sizable investment that Panitz decided to open Rumsey with very high priced models—\$40,000 to \$55,000.

Finally, the experts convinced Panitz not to open the island until the last detail of development work was finished. And development delays postponed the opening until fall—which was obviously the wrong season to try to sell the attractions of waterfront living.

Panitz doesn't blame the experts for Rumsey's debacle; he blames himself. He didn't have to take their advice, and there were others who warned him that he couldn't just arbitrarily create an ultra-fashionable neighborhood. For instance, Howard I. Scaggs of Baltimore's American National Building and Loan Assn. would loan Panitz only \$316,000 on 107 developed lots, though the lots were appraised at about \$10,000 each.

"Today I would never put in the improvements all at once," says Panitz. "And I would do a much less elaborate development, and retain a lot of Rumsey's rustic atmosphere. This would keep the carrying charges low, so it wouldn't be a dis-

aster if I missed the market with my first models.”

Good advertising lures crowds, but only the right houses make sales

Again, American National's Scaggs sounded a warning. Scaggs told Panitz that the first Rumsey models were too expensive and too sophisticated for the Baltimore market. And he backed up his warning by loaning only \$37,600 to construct two models valued at \$61,000, without land.

But Panitz reasoned that he had only 700 lots on Rumsey Island. Surely he

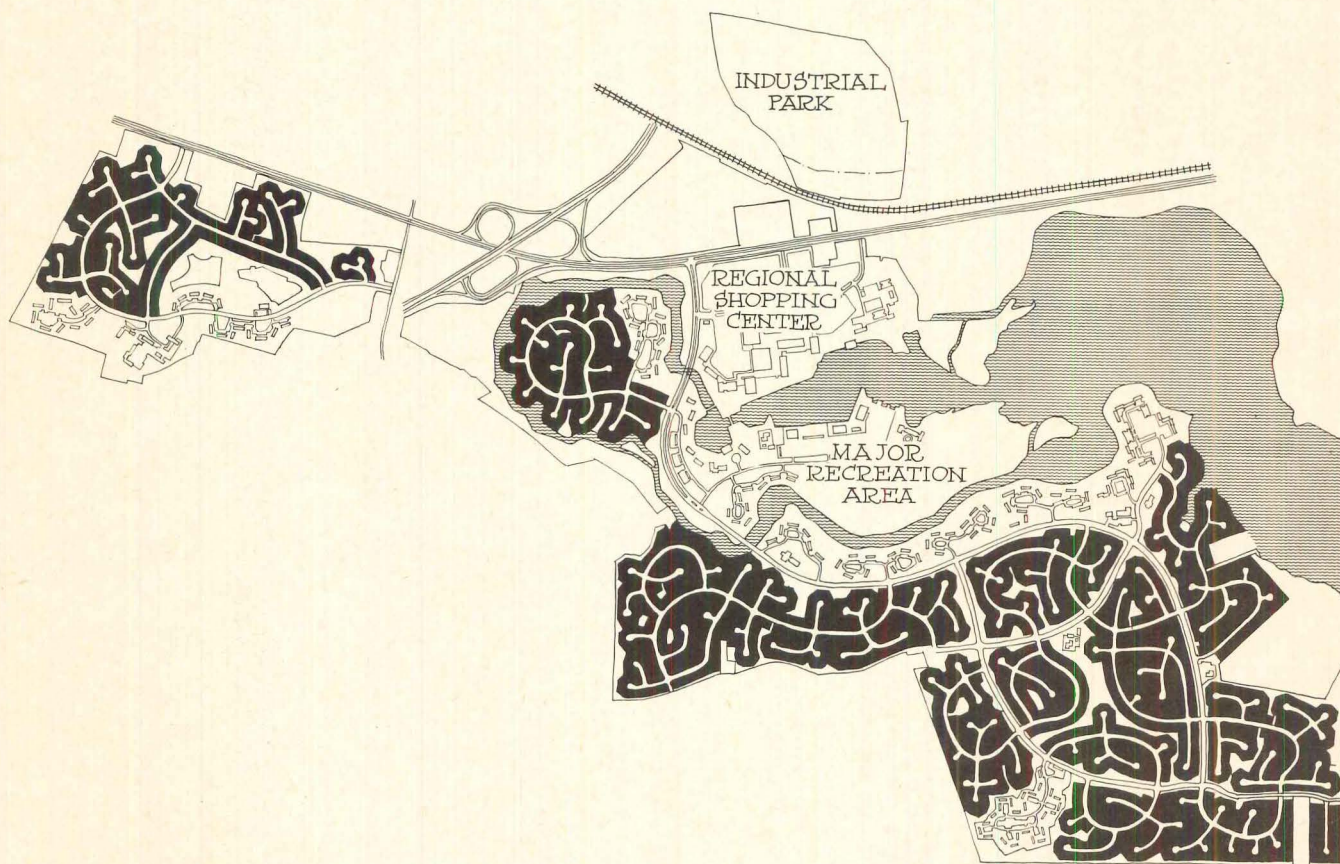
could find that many buyers if enough people came out to see Rumsey's elegance.

The reasoning inflated Panitz's advertising budget, cluttered the Rumsey models with thousands of lookers each week, and brought the grand total of one sale in three months. The advertising campaign got out the crowds, including 3,000 on opening day. And it won industry awards. But it was also expensive. Donald E. Grempler of Grempler Realty Co., Joppatowne's sales agent, estimated the cost at \$100,000, including \$25,000 for a set of brochures and \$35,000 for radio ads (Rumsey was even advertised on expen-

sive one-minute spots during Baltimore Colt football games).

The result, says trustee I. H. Hammerman, was that when the second models were opened in 1966, Panitz had little money left for advertising. And Panitz himself says, "I should have offered \$30,000 houses on Rumsey from the beginning—the same houses I sold on Joppatowne lots for \$25,000."

Panitz finally offered the Joppatowne houses on Rumsey this year. And despite the bankruptcy publicity and no advertising at all, he sold eight houses in six weeks.



Asset for sale: a promising 1,500 acres for somebody with development money

"It would take \$5 million to \$8 million to develop this preliminary plan," says Leon Panitz. "But that isn't much to invest in a potential gold mine like Bush River. And it would take less than \$1 million cash to sell it off as lots."

The land is up for sale for about \$5 million—along with Joppatowne's remaining house and apartment lots—as trustee I. H. Hammerman and Panitz try to raise \$17 million to cover Joppatowne's debts.

Panitz wants above all to pay his debts. But deep down, he dreads the Bush River sale. "It was my baby. I would love to find somebody to joint-venture it with me. With the Joppatowne lessons in back of me and a partner's money in front of me, Bush

River could become one of the nation's top waterfront communities."

As Panitz sees it, Bush River has everything. Items:

1. It is zoned for everything. Says Panitz: "There are areas for single-family houses, apartments, shopping centers and industrial development."

2. It has natural amenities. "There is an existing bay with three miles of good waterways, a 17-acre county park and a 150-acre site bordering a railroad that is an ideal industrial area."

3. It has schools and roads. "The county has built three schools nearby, and owns seven miles of paved roads on the Bush River land. What's more, a new highway

cloverleaf will be only a mile away."

4. It has low lot-development costs. "Our studies indicate the development costs will average \$2,500 a lot, plus \$700 to tap into the country's sewer system, which will reach Bush River next year."

Even Levitt & Sons Vice President Richard Wasserman, who declined to buy the land last year after studying it for three months, says, "If Bush River isn't right for our company, that doesn't mean somebody else couldn't produce a tremendous project there."

And says a local real estate expert: "The Bush River tract is ripe for development. Somebody can make a barrel of money with it."

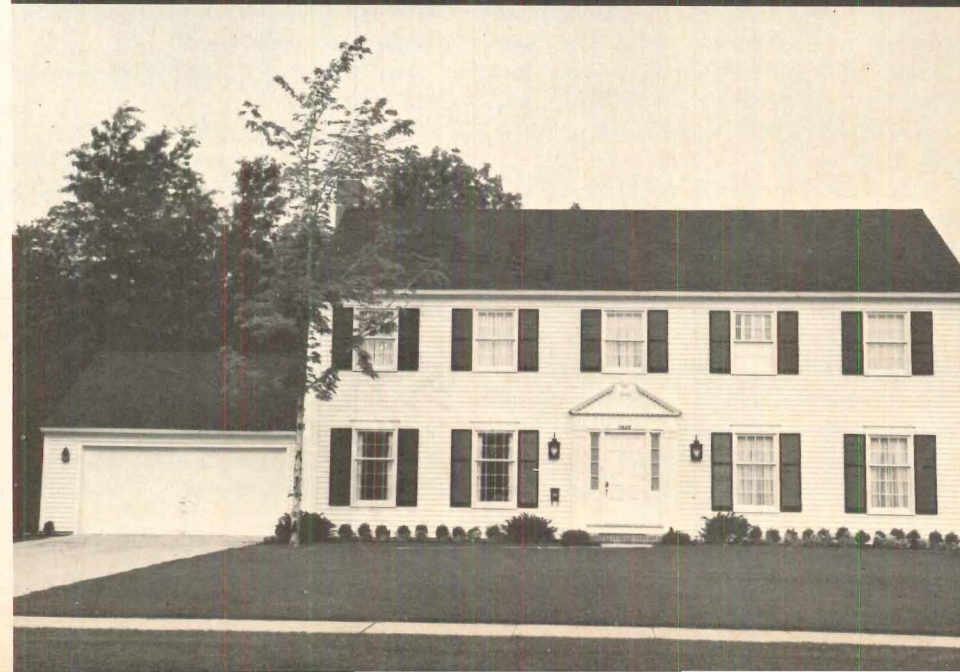
**When does
a builder have
to use
an architect?
When his
market demands**

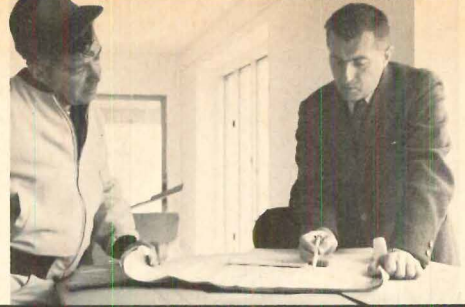


...houses designed like these



Photo: George Zimberg

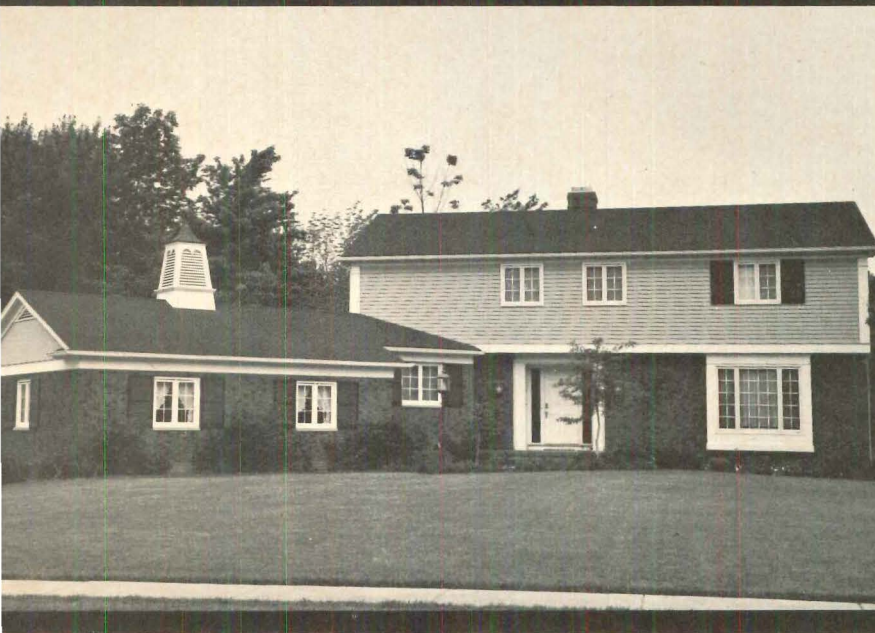




Architect Claude Miquelle, right, checks over details on job site with small-builder client Armand Casavant.



...instead of like these



What's the difference? The houses at far left are authentic Early American designs. Those at near left are typical builder houses.

An even more significant difference is that increasing numbers of buyers in higher price ranges are willing to pay thousands of dollars more for the authentic houses. So a lot of builders find themselves in need of an architect who 1) understands traditional design and 2) understands merchant-builders' problems.

One architect who understands both is Claude Miquelle of Melrose, Mass. Miquelle designs houses for more than 30 builders throughout New England and as far west as Ohio. His clients range from big-builder Emil Hanslin—whose Cape Cod vacation community is nationally famous—to small builders like Armand Casavant (*photo, above*), who builds six houses a year for doctors in Paxton, Mass.

Miquelle works successfully with builders for three reasons:

1. *He thinks like a builder.* He learns a builder's costs, and finds out what his buyers want and what they will pay.

2. *His fee schedule is flexible.* So a builder can use Miquelle as little or as much as he wants to, and pay accordingly.

3. *He is set up for volume house production.* His staff processes jobs almost as rapidly as if they were working in the builder's own office.

To see how these services help Miquelle's builders, turn the page.

Details like these give Miquelle's builders a big edge on competitors

And the cost is often surprisingly low. Reason: Miquelle creates some of his most distinctive detailing from standard parts and materials. For example, he turns one stock entrance (*top right*) into several different custom entrances. And he duplicates classic masonry quoins with ordinary boards and lumber (*center right*). Most important, this kind of custom detailing can be systematized so it readily adapts to a tract builder's production flow.

Many of Miquelle's special effects originate with the builder or with the builder's customer. For example, a small-builder client in Worcester, Mass.—Armand Casavant—is a former space-suit manufacturer with a flair for house design. He deals with upper-income buyers who make demands such as: "I want Spanish detailing but I don't want the house to look Spanish." So Casavant sketches his own interpretations of the buyer's thinking, and passes them on to Miquelle, who turns the ideas into rough working drawings.

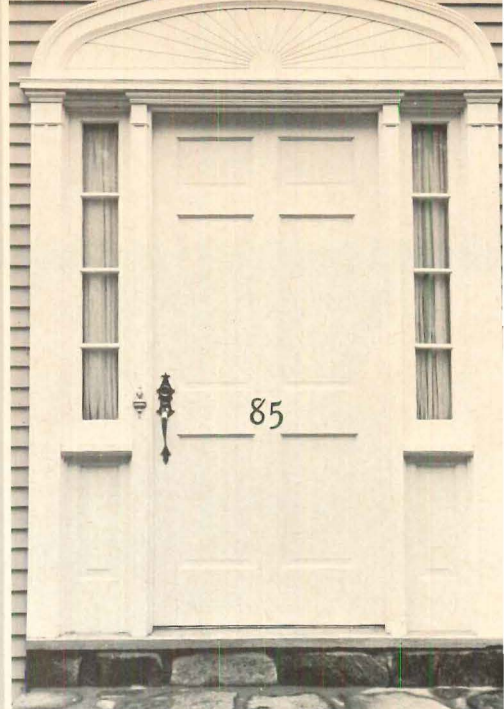
Miquelle's office is geared to process minor job changes and details overnight. A builder in Ohio can telephone a request in the afternoon and receive rough drawings via airmail-special delivery the next morning.

Some of the custom effects Miquelle puts into builder houses come from unusual products and materials he searches out himself. They range from decorative hardware like shutter tie-backs (*left*) to new kinds of flooring for foyers. And Miquelle

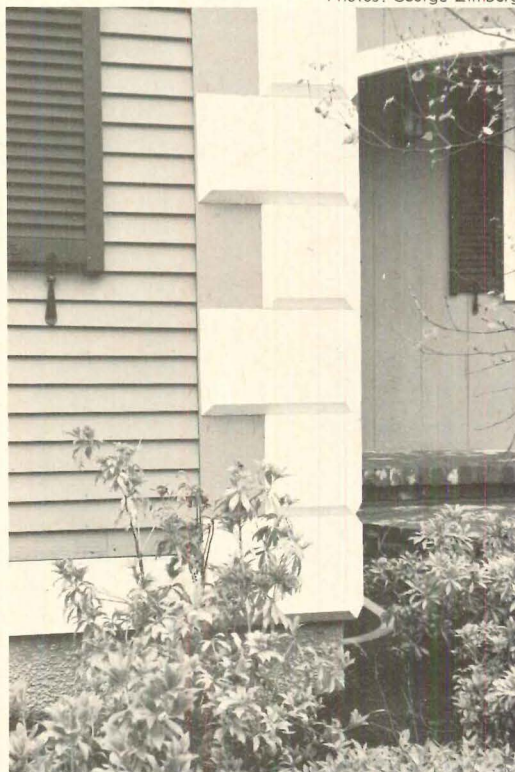
doesn't suggest them unless the price is in line. His latest find: hand-made carriage lamps from a New England craftsman whose prices compare with those of mass-produced lamps.

continued on p. 62

Stock entrance with several different treatments is a typical Miquelle economy. The stock unit—with sidelights and wood fan—appears at near right just the way it comes from the lumberyard. In the other three photos the unit has been enlarged by adding pilasters and overhangs; and in two cases the fan has been detached and the door and sidelights recessed. Modifications like these can be worked out in phone calls between Miquelle and builder.

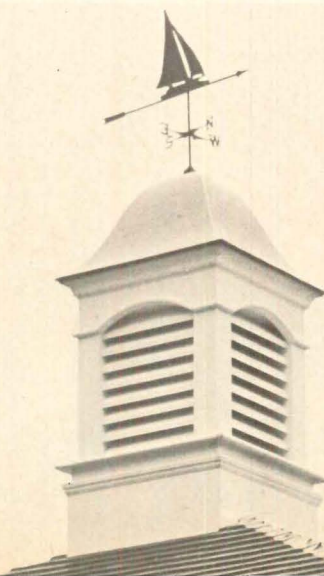
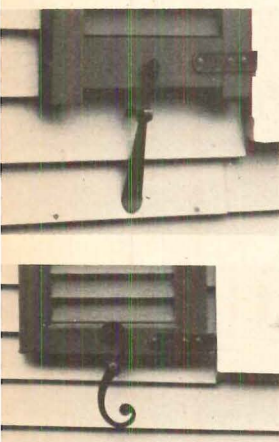


Photos: George Zimberg



Wood quoins (*left*) look like masonry but cost a lot less. Miquelle's builder-clients make them by nailing $\frac{3}{4}$ " boards to corners and applying alternating lengths of 2x12 with 45° beveled edges. Siding butts against the corner boards—17" or 18" wide—which are nailed over sheathing.

Custom fireplaces are dictated not only by house style and buyer taste but also by materials a builder has available. Miquelle designs formal fireplaces like the one at near right for Armand Casavant's colonial living rooms, switches to bricks and weathered timbers—which Casavant can still find in his part of New England—for family rooms and dens.



Modified cupola is made with a curved sheet-copper roof. Roof shell consists of band-sawed 2x6s covered by $\frac{1}{4}$ " plywood.

Custom stairways show Miquelle's design versatility. Contemporary wrought-iron balusters are attached to hardwood 2x6 handrails two ways: 1) screwed to outer surface (*center*) or 2) let into rail's bottom edge (*far right*).

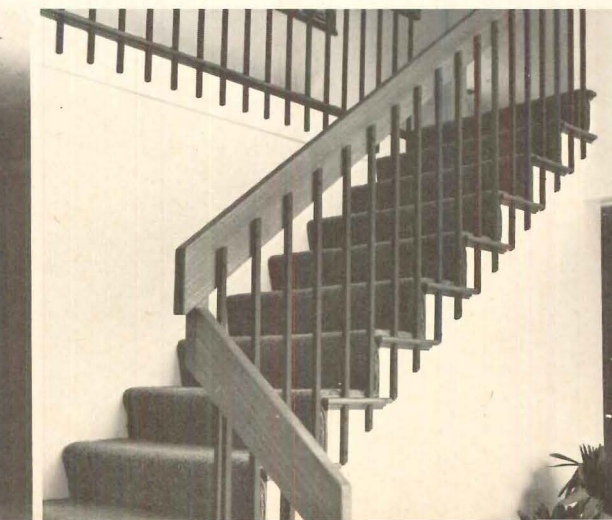


Photo: Lisanti

Houses like these give Miquelle's builders wide market appeal

Miquelle doesn't lean toward any particular design classification. His work includes formal colonials, vacation contemporaries and modern split-levels. The criterion is: Which sells best in a builder-client's market?

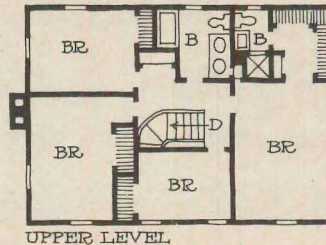
Miquelle's standard design service for builders is based on plans drawn from his files. He charges a royalty that varies from 1/8% to 1/2% of the selling price, and bills for optional services on the basis of fees (from 1 1/2% to 10%) and hourly work.

But a stock plan from Miquelle is likely to be so flexible that for many builders it is virtually a custom plan. Some plans have been thoroughly modified for other builders in different price ranges and markets, so Miquelle can pull from his files a single design with several combinations of floor plans and exteriors. If a house from the files still doesn't fill the bill, Miquelle modifies it further—e.g., changes the garage location, rearranges the family room or alters the exterior.

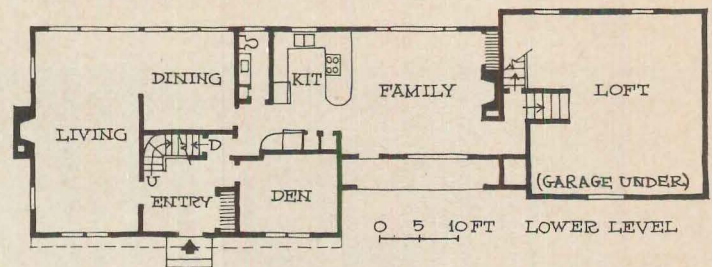
Stock plans are just the starting point, however, for builders who take advantage of Miquelle's full range of services. Pacer Construction Corp. in Cleveland, for example, has used him as a design consultant continuously for four years. Pacer, a semi-custom builder of over-\$60,000 houses, relies on Miquelle for 1) details and plan changes for almost all of its 30 to 35 houses a year, 2) color coordinating, 3) new models and 4) land planning.

Speed is important to Pacer because more than half of its customers are high-paid executive transferees who want a custom house but can't spend three or four months waiting for an architect to design it. Pacer offers them a near-custom house and—because of Miquelle's over-night job-change setup—can complete the planning process in a week or less.

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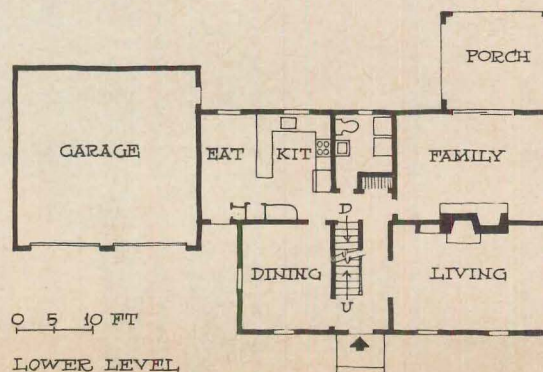
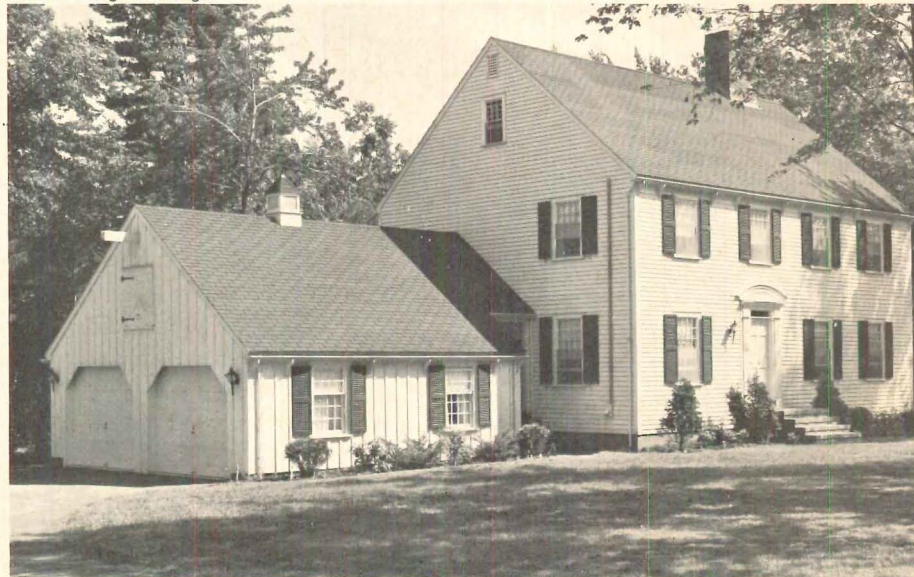


UPPER LEVEL

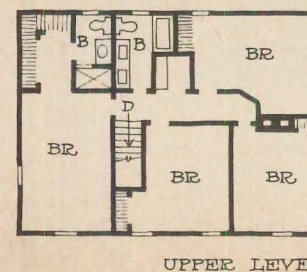


Expanded garrison, built by Melch Brothers of Lynnfield, Mass., gets extra mileage out of a basic plan by dropping the garage a half level and adding a loft above. The modification—to make full use of a sloping site—adds huge recreation space adjacent to the family room.

Photos: George Zimberg

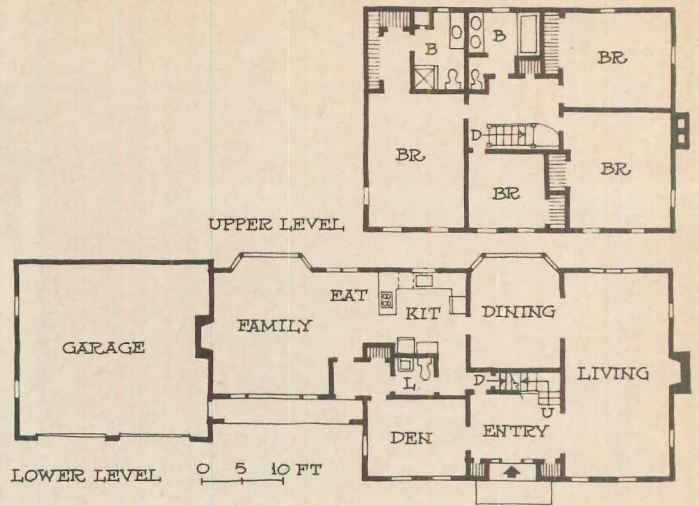


LOWER LEVEL



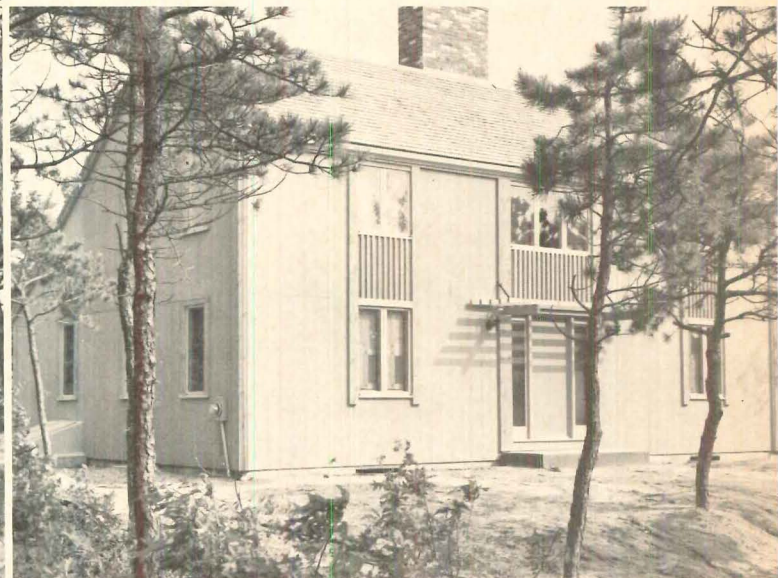
UPPER LEVEL

Basic two-story comes in many versions for prices ranging from under \$35,000 to over \$45,000. Miquelle calls this one of his "workhorse" plans—can be adapted to almost every one of his builders' markets with minimal alterations.

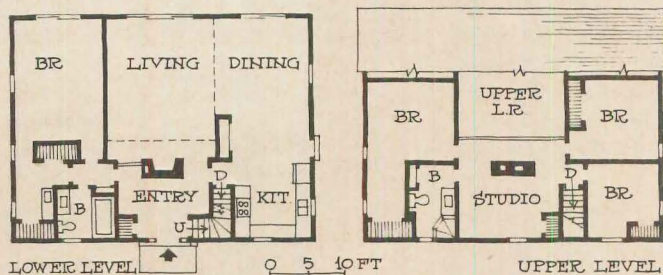


Big two-story comes in several style variations created solely by exterior details. Versions at left owe their distinction to a stock-entrance alteration, quoins vs. corner boards, a widow's walk, breezeway changes, different garage-door locations and brick vs. clapboard siding. Miquelle revived the widow's walk for this style house, and at least one builder makes use of it as a rooftop deck. His access is a hinged acrylic bubble and pull-down stairs.

Photos: John Stone



Two-way saltbox was designed for Emil Hanslin's New Seabury. It gives Hanslin two designs from one floor plan—a traditional saltbox and a contemporary—and it gives him a traditional-looking house with a contemporary floor plan. This flexibility is essential for Hanslin's semi-vacation market: Most buyers are older people who want something new but won't depart entirely from traditional design.



**Modifications
like these
let Miquelle's builders
meet the needs
of any local market**

How does Miquelle, headquartered in Boston, know the needs of builders' markets scattered from Cape Cod to Ohio? Because 1) he visits their subdivisions frequently and 2) he listens not only to what they have to say about local tastes but also to what their sales managers and real estate salesmen know. Hence Miquelle's knowledge of market facts ranges from finishing-material preferences to bedroom sizes.

This awareness does more than help Miquelle produce salable designs. It also helps keep builders' costs in line because he knows what kind of corner-cutting is acceptable. Example: He makes Cleveland garages smaller than Boston garages because Clevelanders are accustomed to living on narrow lots and compromising on garage space.

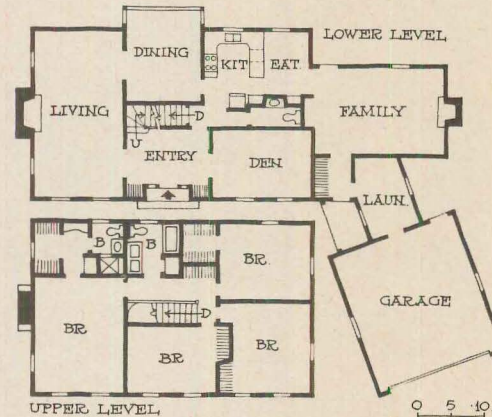
So Miquelle's approach to house design is as practical as his builders'. But he has one advantage over a builder: He can modify a standard, well-designed house to suit a market and still end up with a well-designed house.

**Environment
like this
is one of Miquelle's
major contributions**

This carefully varied streetscape, built by Pacer Construction in Cleveland, is the result of a four-year relationship between architect and builder. Miquelle worked on the land planning and exterior color coordination as well as house design. Says a Pacer executive: "Our prices are \$10,000 higher than the competition. But people are willing to pay that to get atmosphere and prestige." More-typical Cleveland streets look like the one below.



Cleveland model, designed to launch a high-priced subdivision, reflects buyers' tastes in that market. They prefer extensive use of brick and formal-looking exteriors. They want direct access from house to garage, so breezeways are ruled out. Another preference Miquelle has discovered since designing this house: Upper-income Clevelanders like two-story foyers, while New Englanders hate to waste the space.



Photos: Horace B. Newell



Flexible two-story has been modified to suit tastes and lot sizes in both Cleveland and New England. Top version is for big New England lots. Lower two versions are for lots in a Cleveland suburb where high land costs squeeze frontage to 90' and less—even though house prices may exceed \$80,000. Miquelle used two solutions to condense the house without scrapping the floor plan: He moved the garage to the rear (*lower left*) and under a bedroom level (*lower right*).



The most serious problem that the average homebuilder faces is accumulating capital—both for day-to-day operations and for his own long-term security. One Midwestern builder has found an answer: In this article he argues . . .

The case for speculative apartments

Anthony Lane Studios



To most builders, starting an apartment building with neither a contract nor a buyer in sight would be an impossibly risky undertaking. But for Mark Z. Jones (*left*) of Minneapolis, built-for-sale apartments have been the key ingredient in a fast—and solid—pattern of growth.

Jones started building apartments in 1959 (he built only single-family homes before that). Since then he has 1) built and sold some \$5 million worth of garden apartments, 2) put up another \$5 million on contract, 3) started a promising light-commercial construction program and 4) accumulated enough capital to be able to hold almost \$4 million in apartment mortgages for his own investment.

The secret of Jones's speculative success has been to build small apartment buildings for sale to small investors. Minneapolis has a low vacancy rate (currently reported at just over 3%), which makes apartments an attractive investment not just for professional real estate men but for any interested citizen. Most of Jones's spec apartments are from 10- to 24-unit buildings, and the smaller ones can be bought for a down payment as low as \$10,000. As a result, Jones's buyers include doctors, salaried executives, small businessmen and even teachers.

Spec apartments keep Jones's operation at peak efficiency, and also broaden his

market. Eventually, Jones wants all his jobs to be either on contract or for his own investment. Indeed, he has now reached the point where he is no longer dependent on the income from selling speculative buildings and can thus keep most of his non-contract jobs for himself.

But in his early years of apartment buildings, the spec units were vital to his fast growth. Specifically:

They evened out the peaks and valleys of the construction year, keeping working capital turning over and keeping crews busy between contract jobs.

They gave him extra exposure to bankers and investors, increasing the possibility of contract jobs.

As contract jobs became frequent enough to sustain the company, spec jobs provided the extra capital that allowed Jones to begin holding apartments for himself.

Finally, built-for-sale apartments, as Jones handles them, are not as risky as they might sound. Jones operates conservatively: He never overextends himself but builds on the premise that he will, if necessary, hold on to the building himself. Some apartments are sold immediately, other may be held for months and finally sold to free working capital. And when they're held, Jones pockets the rentals as an additional profit.

Spec apartments offer you faster growth than do single-family houses

This is Jones's opinion, and it is based on his experience in both fields. Before he switched to apartments he spent five years building houses and eventually reached a volume of about 50 a year—not a bad growth record. (He still builds 15 to 20 houses a year, just to keep his hand in, and hopes later to build even more as part of his diversified operation.)

But on balance, and considering his local market, Jones feels he could never have attained his present enviable financial position by building houses. His reasons:

Built-for-sale apartments return more profit for less work. A \$140,000 apartment building produces from 10% to 20% profit—more than Jones was able to turn in his houses—and it is far easier to build than a group of houses that would add up to the same gross.

"Apartments are no more complex than houses," says Jones. "You're working with the same subs. And it's much simpler and cheaper to supervise one apartment building than six or eight houses."

In a low vacancy area, it's easy to sell a small apartment building quickly, realizing the full profit via one sales effort. By contrast, to make the same gross from a number of houses would take a longer time, require a longer and more-expensive merchandising effort and eat up more money in financing costs.

(As a fringe benefit, Jones has found that apartments leave him more personal free time. His selling contacts are made with investors during the five-day business week instead of with homebuyers at night and on weekends.)

Apartment buyers, unlike homebuyers, are often repeat customers. The satisfied investor tends, as his financial position permits, to buy more apartments. Jones has made many repeat sales, and considers old apartment buyers his best prospects for new sales.

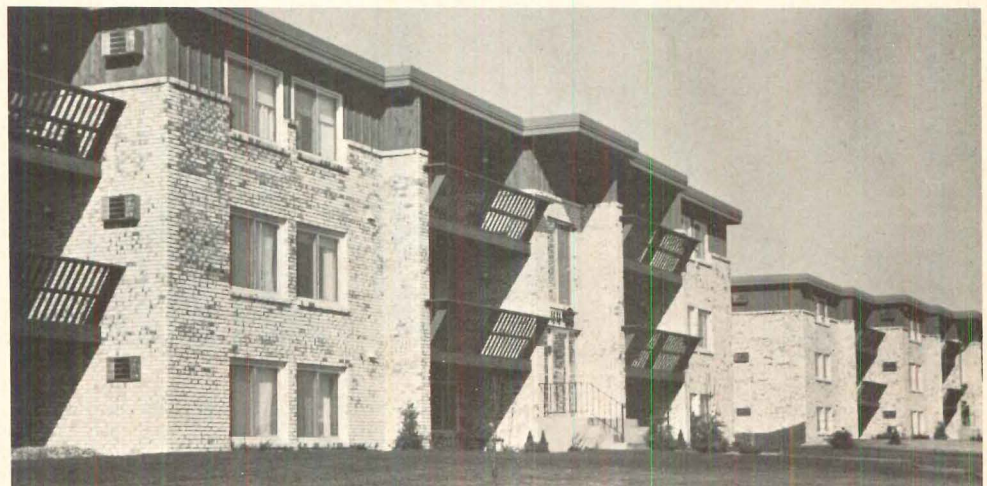
Speculative apartment work can lead to contract jobs. Jones has gotten a variety of both residential and commercial contracts as the result of his reputation as a spec apartment builder. Several apartment developers have been referred to him by bankers, business friends and happy investors. And he landed the contract for a \$750,000 townhouse development because the architect had seen his name on several construction sites in the city and liked his work.

Jones, in fact, assiduously cultivates the image of a general contractor so that de-

velopers will see him not as a competitor but as someone to turn to for their construction. Hence he has done such commercial jobs as churches, nursing homes, a motel, a fire station, an indoor tennis court and two chain-store buildings.

Finally, spec apartment building gives the builder with limited capital the best means of building up his own investment. For one thing, apartments, with their faster turnover and higher profit margin, offer a quicker way to accumulate the necessary equity than would building houses. For another, the experience that Jones has gained from building spec and

TYPICAL SPEC APARTMENT is a 24-unit building. It would cost Jones about \$216,000 at today's prices, and his profit on it would be about \$40,000.



TWO-BUILDING PROJECT has a total of 36 units. This is one of two projects which Jones has kept for his own investment.

contract apartments has shown him what features tenants like best, and thus given him added assurance that the apartments he designs and builds for his own investment will remain attractive to tenants over the long haul.

When Jones first began building apartments, he had to sell them to keep sufficient working capital on hand. But as his volume and profits grew, he reached a

point where he had extra cash available for investment. Today he is sole owner of two projects with a total of 60 units. And working in partnership with a realty man, he has recently completed four large projects (about 450 units) and plans to retain his 50% interest in all of them.

Jones estimates that a dozen small spec

projects will provide him with enough capital to build and keep one large project. His estimate will get a precise test this year: He and his real estate partner plan to start a program of 12 speculative projects with the definite objective of raising enough equity to build—and keep—one 180-unit project.

But building spec apartments means learning a new set of rules

Jones lists five principles that he considers to be basic to successful spec-apartment building:

1. *Take a real estate man as a partner.*

Jones has tried handling all phases of spec apartment building by himself, but for the past three years much of this work has been in partnership with O.R. Ogdahl of Town Realty Co. And this arrangement, he says, has turned out to be best by far.

"The builder knows how to build," says Jones, "but he seldom has either the know-how or the time to find land, rent the apart-

and financing problems. He also rents the apartments, finds investors who may be interested in purchasing the project and handles the sale. Jones, for his part, simply builds. Everything else—the putting up of cash and the splitting of profits—is on a 50-50 basis.

"If I were advising a builder on getting into the spec market," says Jones, "I'd say find a small, honest realty company and do one small project—say, eight or ten units—with it. If the partnership works out, then go like fire."

2. *Build apartments that are small enough to be purchased and managed by the small investor.* Most cities of any size have a sizable population of professional men, executives and just plain hard-working savers who are ripe prospects for small apartment projects.

"The trick," says Jones, "is to provide projects that can be bought for relatively modest down payments—\$10,000 to \$15,000—and small enough to be managed by the owner in his spare time. This usually means a 12- to 24-unit building."

The buyer who can afford the investment gets a very attractive package: a cash flow of approximately \$15 per unit per month, a tax depreciation allowance to offset his personal income, a means of building up equity and a source of retirement income when the mortgage is paid off.

3. *Make it easy for the investor to buy the apartment project.* The most important aspect of this rule concerns down payments. Typically, the mortgage on a \$150,000 project would be \$100,000, and there are few small investors who could afford to put up the remaining \$50,000 in cash. So Jones has worked out an installment procedure for his buyers (*see box for details*) that allows them to put down roughly 10%, pay off the rest in 15 or 20 years and still realize income during that time.

Minimizing risk is also important to the small investor, so Jones offers a building for sale only after it is fully tenanted. He begins renting about 75 days after com-

Anthony Lane Studios



JONES'S PARTNER is realty man O. R. Ogdahl (left), shown here with Jones. Ogdahl handles all phases of spec apartments except the actual construction, and is also co-owner of several investment properties.

ments when they're built or handle the sale of the project. Conversely, the realty man specializes in these problems, but doesn't know how to build. So the two make ideal partners."

Jones's association with Ogdahl began when Jones built some 500 apartment units on contract for a realty firm in which Ogdahl worked. The two men impressed each other, and the partnership was born.

Their working arrangement is both simple and flexible. There is no long-term commitment; they work on a project-by-project basis. Ogdahl finds the land, arranges for its purchase and handles zoning

action starts (the job usually takes about 12 months), and has filled every building to the completion date.

Price is also a factor, particularly since Jones is not the only builder in town selling apartments to investors. He believes that he is offering the best buys in Minneapolis—roughly 5% below his closest competitors. His costs are low, he says, because he has a small staff (all work is subcontracted) and a highly efficient construction operation. And his low prices let his buyers buy apartments for about \$5 per unit below the going market rate without sacrificing their income.

Finally, since no investor wants to find himself hung up with costly repairs just as he's getting under way, Jones offers a 2-year unconditional guarantee on his construction.

The overall result: "We've never had a problem of trouble finding buyers," says Jones. In fact, they're constantly calling us to find out what we've got for sale."

4. Build for the strongest possible rental market. This makes it easier for Jones to sell his projects when they're built, and it gives the buyer to keep them tenanted afterwards.

In Minneapolis—as in most cities—the highest rental market today is young (under 30) married couples; Jones says that 80% of the apartments he has built are rented by people in that category. For this market, Jones has discovered, the most popular units by far are one-bedroom apartments of about 650 sq. ft., which rent for \$125 to \$135. Next most popular are two-bedroom units at \$145 and up.

5. Build in all the competitive features you can. As is always the case, the problem is to make the apartments as attractive as possible and still stay within the budget. In his smaller spec projects, Jones shoots for a cost of about \$9,000 per unit (land averages another \$2,000 per unit).

"We could build more cheaply," he says, "but I believe that quality is all-important in this market." So he includes such items as dishwashers, disposers and luminous ceilings in his kitchens; fancy fixtures in his bathrooms, and brick fronts, mansard roofs and balconies on his exteriors. And he concentrates on spacious and luxurious main entries to his buildings.

"We spend a little extra money here," he concedes, "but it's the first impression, and it often sells the building." Typically, his entries have a 1½-story window over the front door and a carpeted, open-tread staircase.

However, Jones offers this advice to newcomers in the spec-apartment field: "Don't get too ambitious on your first project. Have specific goals in mind, and know exactly what you want to spend; then stick to your formula. Pretend you're building to someone else's specifications. If you're tempted to add something, ask this question: Will it bring in more rent? If the answer is no, leave it out."

Bigger projects can support much more in the way of amenities than small ones. In his newest project of 176 units (which he and Ogdahl own jointly) Jones has installed sauna baths, a pitch-and-putt golf course, a park and (as in nearly all his projects of 30 units and up) a swimming pool.



LARGE PROJECT, owned jointly by Jones and Ogdahl, includes 70 units. Like most of Jones's projects of over 30 units, it has a swimming pool.

Installment buying is the heart of Jones's spec-apartment program

In simplest terms, it enlarges Jones's potential market from the relatively few people who have \$40,000 to \$50,000 in cash to the relatively many who have \$10,000 to \$15,000. Obviously, this is a crucial difference.

The best way to understand the installment program is to look at an actual case. The one that follows, taken from Jones's files, is for a 12-unit apartment project.

Total building cost: \$123,600. This includes land at \$30,000, and \$93,600 in construction costs.

Jones's profit: \$23,400. This is his normal margin of about 20%. Added to the apartment cost, it produces the . . .

Price to the buyer: \$147,000. Meanwhile, Jones has taken out a . . .

Mortgage: \$97,000, or about two-thirds of the project's appraised value. Enter now the buyer. He makes a . . .

Down payment: \$10,000. This, added

to the mortgage, produces a figure of \$107,000. But the building cost \$123,600. The difference between the amounts represents . . .

Jones's cash in the project: \$16,600. Jones and his buyer now set up a . . .

Contract to deed: \$137,000. This is the price of the project less the buyer's down payment. Jones will hold both the deed and the mortgage until the buyer, over a period of 15 or 20 years, pays off the entire amount plus, of course, interest.

Jones charges the buyer ¼% interest over and above the mortgage charge on the \$97,000 loan. And since he is in effect lending the buyer an additional \$40,000 (the difference between the contract to deed and the mortgage), he charges the buyer the same interest on this amount as the mortgage carries (currently 6½%) plus an additional ¼%.

There are a few disadvantages to the program. For one thing, it ties up some

of Jones's cash. For another, it includes the possibility that Jones might have to foreclose on several projects at one time and wind up carrying a heavy debt burden. And, of course, it delays his ultimate profit.

But the program's drawbacks are more than balanced by its advantages. Because the profits are spread out over a number of years, Jones's tax situation is helped; meanwhile, he is getting a healthy rate on the unpaid balance. And if he is pressed for working cash, he can always sell the contract at a discount even though this cuts his profit to about 10%.

To date, foreclosures have proven no problem. Apartments are in short supply in Minneapolis, and Jones has had to take back only one. The reason was that the owner proved to be a bad manager. He forfeited his down payment, and Jones had no trouble selling the building to another investor.

From builders who fared well when the going was tough . . .

Here are some of the little touches that helped sell houses in ill-starred 1966

Last year housing was in the depths of its worst recession in a decade. Nevertheless, there were some builders who swam against the tide and actually increased their sales.

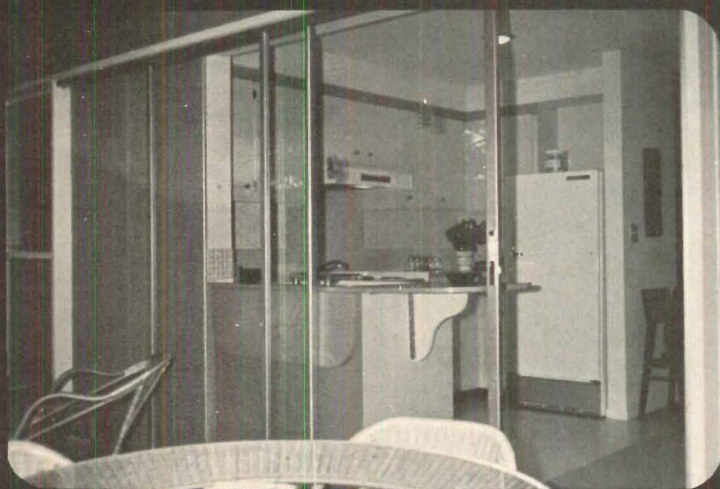
How did they do it, and what can other builders learn from them?

To find out, Georgia-Pacific Corp., a manufacturer of building materials, sent a survey team into 17 major housing markets. The team searched out builders who were doing well in spite of the recession, and then took 1,100 color pictures of their successful houses, features and merchandising aids.

This batch of photos was narrowed down to 543 slides for a presentation—called "Innovations that Sell Homes"

—to housing-industry groups. And since May 1, the presentation—sampled below and on the next three pages—has been made to more than 6,000 builders, architects, real estate brokers and materials dealers at 88 meetings.

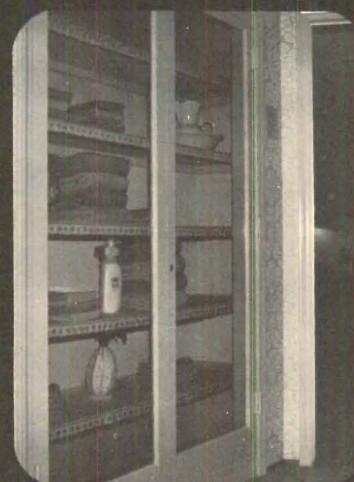
Strictly speaking, the features presented by Georgia-Pacific are not innovations (there aren't that many brand-new ideas in any industry); nor are they necessarily the key reasons for the builders' success (too many other factors are involved). But because they come from builders who did well in a bad year, they provide a broad view of what today's buyer wants in a new house.



GARDEN-KITCHEN PLUS. The plus is a pair of fold-out countertops that provide extra serving surfaces when the sliding glass doors are open. Richmond Construction Co. of Sarasota, Fla., offers this version of the indoor-outdoor kitchen in a house priced at \$10,695 without land.



WALLPAPER PANELS. Colorful patterns are framed by stock molding applied over drywall. Other stock millwork forms the chair rail and the trim around the fireplace. Builder Alfred H. Mayer of St. Louis puts these decorative details in a house priced at \$35,490.



VISIBLE LINEN STORAGE. Glass doors reveal closet capacity at a glance. Builder: Kay Homes, Danville, Calif. House price: \$36,500.



HISTORIC THEME IN A SALES AREA. John S. Clark, Northbrook, Ill., shows colonial models, like the one at right, around a replica of an old village common with public stocks and other historic touches. Small building is sales office.



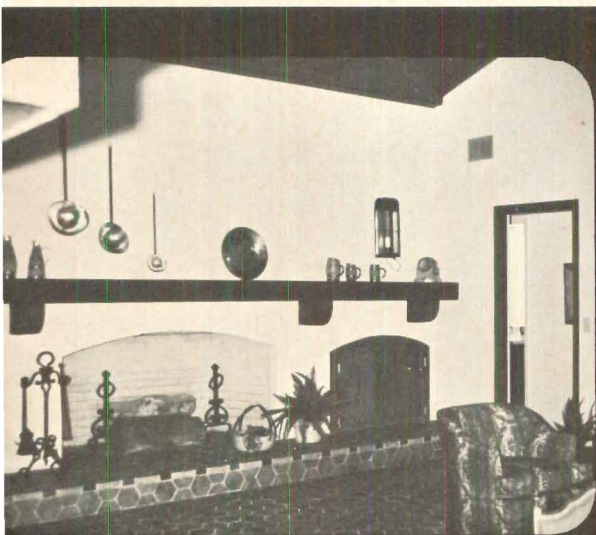
CLOSET-ENCLOSED WORK AREA. Here's a convenience for the man who works at home. Louvered doors close off the built-in desk and shelves when they're not in use. Lee-Lasky Co. of Los Angeles offers this feature in a \$34,450 house.



TWO IDEAS FOR A DINING AREA. Raise it on a platform, and set it off with a railing. That's how Transamerica Corp. separated this dining area from the living room in a \$25,950 house in Newark, Calif.



PANELED FIREPLACE WALL. This colonial feature of a colonial model by Illinois builder John Clark includes recessed shelves, a wood box and simple stock trim. The house, shown in the photo at top left, is priced at \$42,400.



MEXICAN-STYLE FAMILY ROOM. It gets its flavor from a Spanish-tile floor, raised hearth, wide fireplace and dark mantel and trim against white walls. Sunstate Builders, Tampa, prices the house at \$29,700 plus lot.



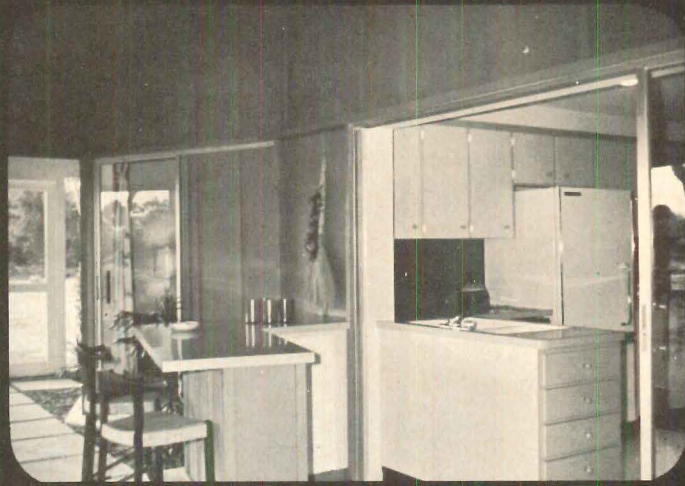
OPULENT BATH. Wall-to-wall mirror, ornate vanity and carpeted floor add appeal to this room in a \$46,000 house by Frank Grimes, St. Louis.



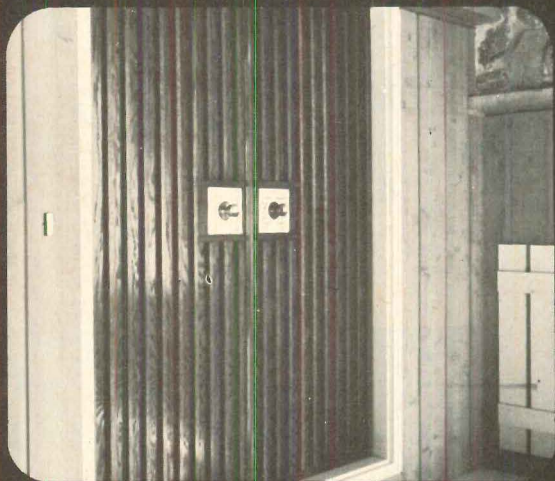
LOW-COST CONVENIENCE. Pantry door with built-in shelves costs only \$10.50. Bell & Valdez, Bellevue, Wash., puts it in a \$35,500 house.



SECLUDED ENTRY COURT. Graceful wrought-iron gates, flanked by plaque-mounted lamps, close off the front court of a Spanish-style house. Nice touch: a fountain just inside the gates to the left. Builder: Brown & Kauffmann, San Jose, Calif. House price: \$37,950.



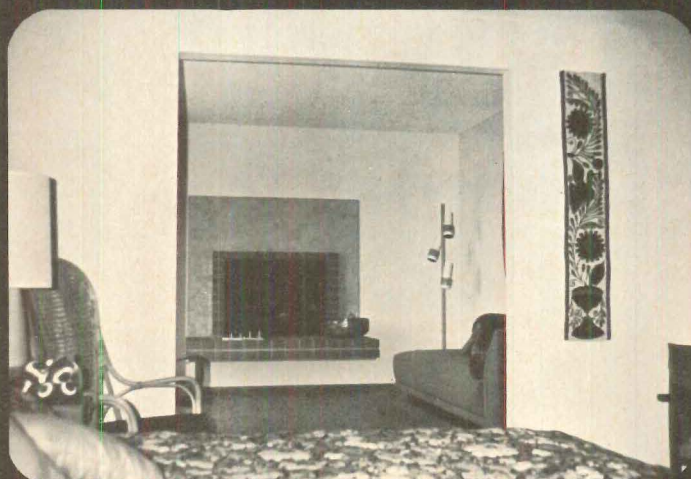
INDOOR-OUTDOOR KITCHEN. A sliding glass door opens this kitchen to a large screened porch with a breakfast bar. Richmond Construction Co. sells the house for \$21,000 plus land in Clearwater, Fla.



DOUBLE ENTRY DOORS. The idea is common, but these doors, with their strong-grained wood strips, are something special. Builder: Page Enterprises, Deerfield, Ill. House price: \$67,500.



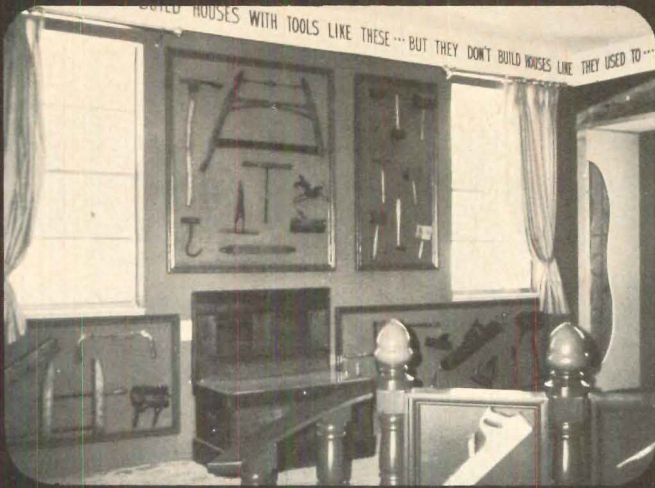
PLUSH CONVERSATION PIT. High-pile, living-room carpeting was used to upholster this sunken seating area. Builder: American Housing Guild, San Jose, Calif. House price: \$34,950. (Parents' retreat in same house is at bottom left.)



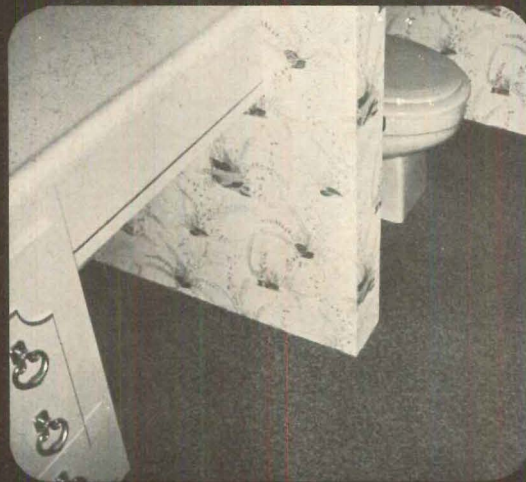
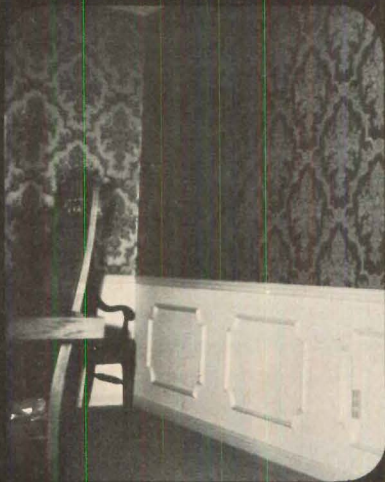
PARENTS' RETREAT. This alcove with a wood-burning fireplace opens off the master bedroom, in foreground, in a \$34,950 house built by American Housing Guild of San Jose, Calif. It's a popular feature with parents of teen-age children.



CONTRASTING TEXTURES. Rough stone wall complements smooth tile in bathroom of \$67,500 house by Page Enterprises, Deerfield, Ill.



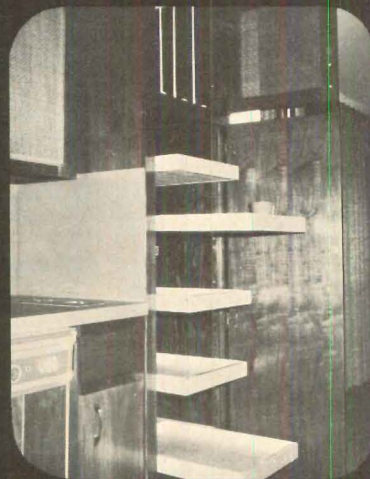
ANTIQUE-TOOL DISPLAY. Old carpenters' tools (*left*) shown with details of today's construction (*right*) make a merchandising point for Writer Construction Co. of Denver: "We don't build houses like they used to. We build them better."



DINING-ROOM DECOR. Stock moldings, nailed to drywall, form this wainscoting in a \$46,900 house by Frank Grimes, St. Louis.

CARPETED BATH. A touch of comfort and luxury underfoot adds appeal to this compartmented bathroom in a Pittsburgh house that sells for \$28,000. Ryan Homes is the builder.

GLASS PANTRY DOOR. This is how Kay Homes shows what the pantry will hold in a \$24,350 model in San Jose, Calif.



OPEN ENTRY COURT. Brick pillars and a low wrought-iron gate and fence define this paved and landscaped front courtyard. Double front door is sheltered by overhang of mansard roof. House, built by Del Webb, sells for \$25,990 in Sun City, Ariz.

STORAGE TRAYS. Kitchen-cabinet shelves slide out to their full depth. House price: \$38,550. Builder: Bell & Valdez, Bellevue, Wash.



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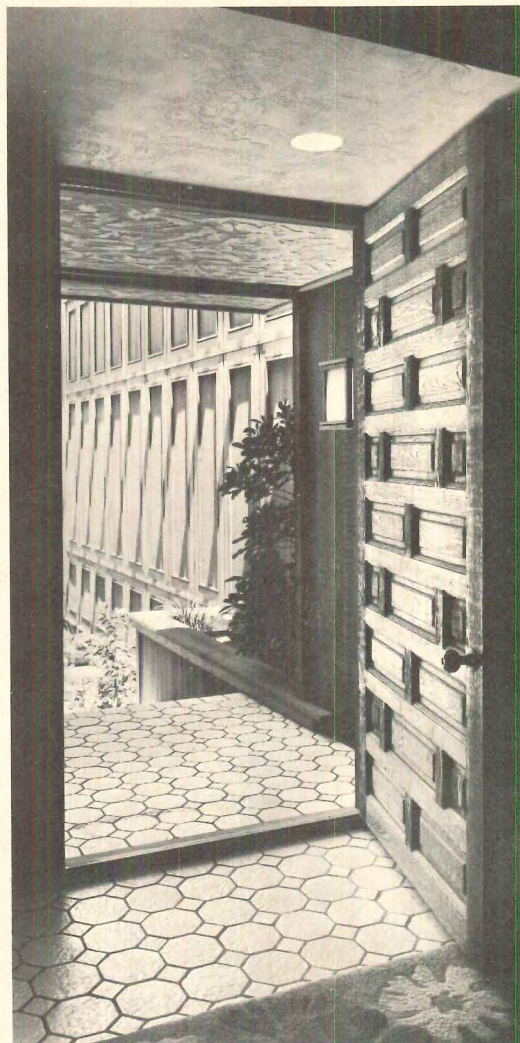
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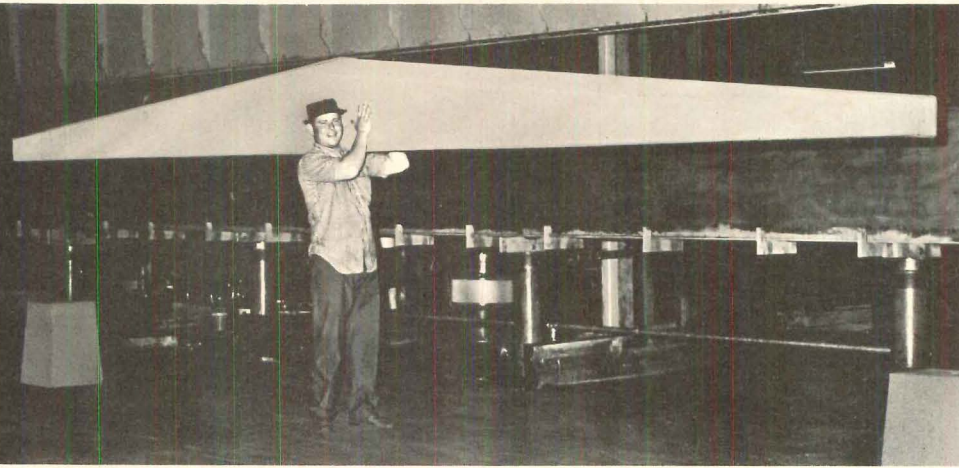
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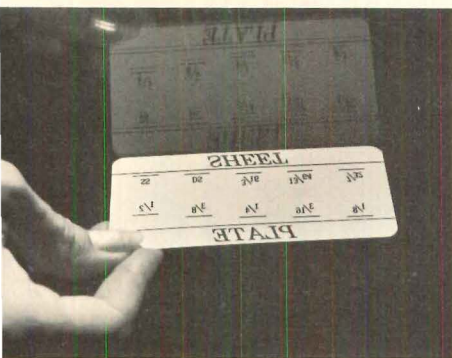


Plastic roof beams need no hoisting equipment

The beams are so light that two men can place a 34-footer by hand, while four men have positioned longer spans without mechanical help. Weights range from 112 lbs. for a 16' beam to 530 lbs. for a 48-footer. Steel beams doing the same work would weigh six times as much, says the manufacturer—Composite Structures Corp. of Louisburg, N.C. The beams are stock for both pitched

and flat roofs, and can be ordered with the top surface curved for arched roofs. Flat-roof beams weigh more than pitched-roof beams, and the longer the span, the greater the weight differential. For instance, a straight 48-footer weighs 144 lbs. more than a pitched 48-footer. All beams are molded 6" thick. Nineteen glass fiber laminations ensure rigidity. Prices (FOB factory) begin at \$45 for a 16' beam and reach \$157 for 48'.

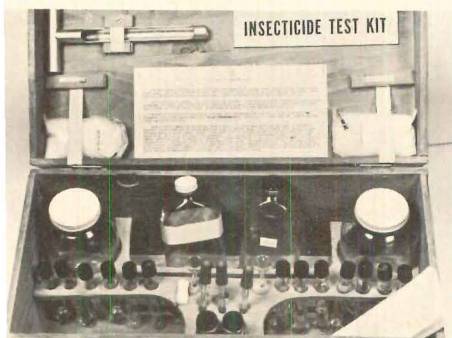
FHA develops three tools for checking quality



GLASS-THICKNESS GAUGE



PAINT-DEPTH CHECKER



OIL-TESTING KIT

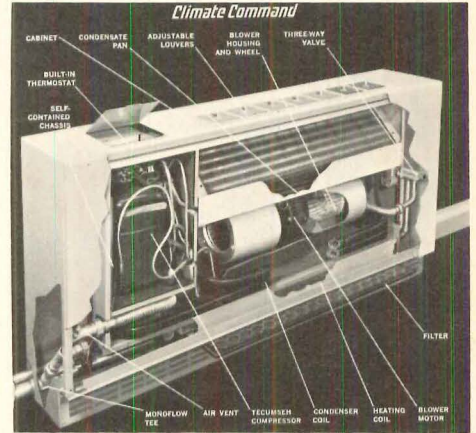
Perfected by the agency's Technical Studies Program, the new tools (left) are designed to 1) measure the thickness of glass after it's installed, 2) check the depth of paint after it's applied and 3) test the termite resistance of backfilled soil after it's treated.

The glass-thickness gauge costs only \$2, and is simple to use. It has two long lines—one for plate glass and one for sheet—and several short lines indicating standard glass thicknesses. Held at a 45° angle to a pane of glass (top photo), the gauge's reflection will show a long line coinciding with a short (increment) line—thus showing how thick the glass is. The glass in the photo, for example, is 1/8" thick.

The \$14 paint-depth checker is equally simple. It has three protruding teeth of graduated size that scratch the paint job until the base coat shows. The last tooth used shows the depth of the scratch, and thus the depth of the paint.

The soil tester is a \$97 chemical kit that shows if soil supposedly treated for termites has been given the full treatment. A soil sample is dissolved in one of the kit's chemicals and spotted on blotting paper alongside a spot of the termite insecticide used. Exposed to ultraviolet light, a comparison of the spots' colors will show how much insecticide is actually in the ground.

Obtain information on the above items from HUD, Washington, D.C.



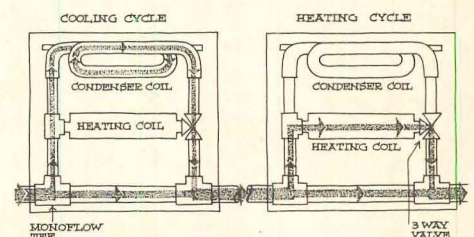
One-pipe hydronic system heats and cools with the same water

The system costs up to one-third less to install than other central heating and cooling systems, says the manufacturer, Slant/Fin, Greenvale, N.Y. Reason: It doesn't require multiple piping to heat or cool. Units are piped in series, and up to eight can be connected to a single riser loop. Slant/Fin also says its hydronic unit is both quieter and more durable than through-the-wall heating and cooling.

The dual-purpose units offer temperature flexibility when it's needed—in the spring and fall. Then, warm water (up to 130°F) is circulated through the units so that neither their heating nor condensing coils have to handle extreme temperature changes (diagram below).

No such flexibility is necessary in the summer and winter. Unheated water handles summer cooling, and is circulated through a closed-circuit cooling tower to return its temperature to normal. In the winter hot water is conventionally circulated from a boiler.

Slant/Fin has been marketing the system on a limited basis for the past year. Full production is slated for September, with units available in 6,000 to 16,000 Btuh cooling; 8,400 to 19,000 Btu heating.



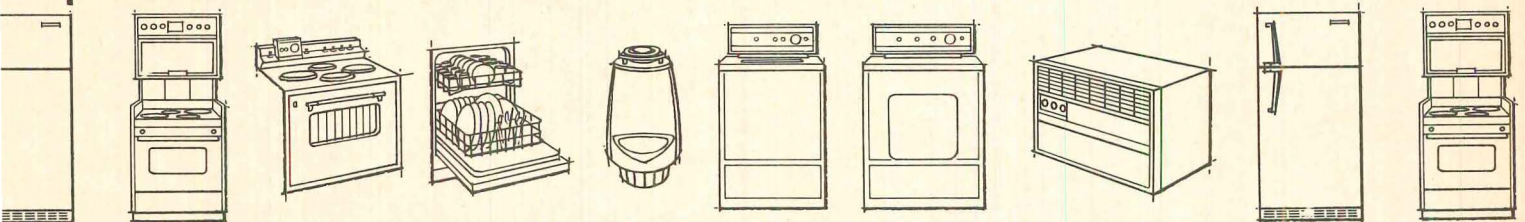
ONE-PIPE SYSTEM permits cooling in one room, left, while room next door is heated, right.



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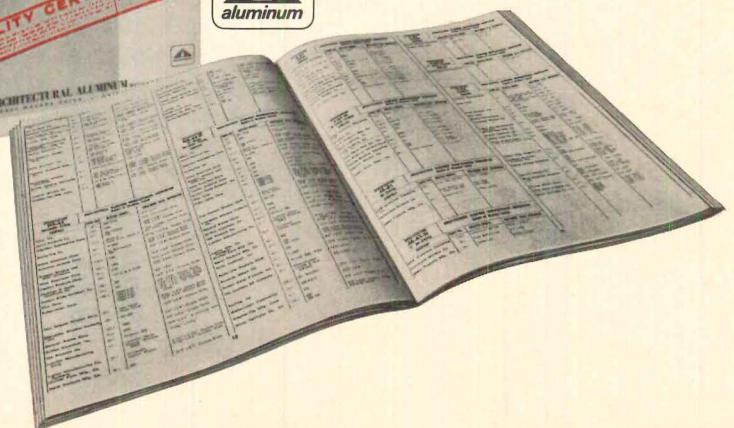
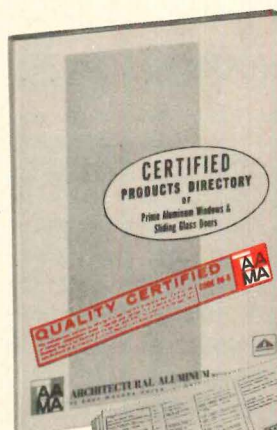
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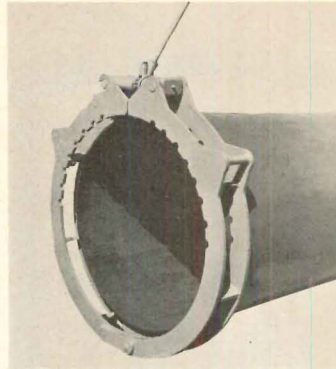
NEW PRODUCTS

For more information, circle indicated number on Reader Service card p. 101

Tools and equipment



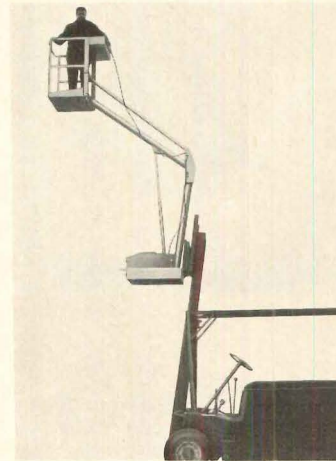
Backhoe-loader digs to depth of 17½'—or 2' more than maker's previous industrial units. Model No. 5500 is designed to meet growing demand for deeper digging. Heavier frame weighs 1¼ tons. Ford, Birmingham, Mich. *Circle 234 on Reader Service card*



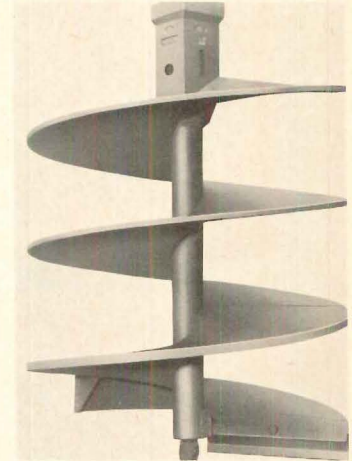
Line-up clamp handles 16" to 36" pipe for welding. Ratchet pressure is ten tons to assure accurate rounds and exact alignment on pipe ends. Designed for full circumference welding with clamp in place. CRC-Crose International, Houston. *Circle 235 on Reader Service card*



Pipe popper mates 24" to 36" gasketed concrete pipe sections up to 8' long. The hydraulic unit, operated by one man, is said to be especially time-saving in deep cuts in areas with unstable soil. Atlas Pipe Popper Corp., Farmingdale, N.Y. *Circle 231 on Reader Service card*



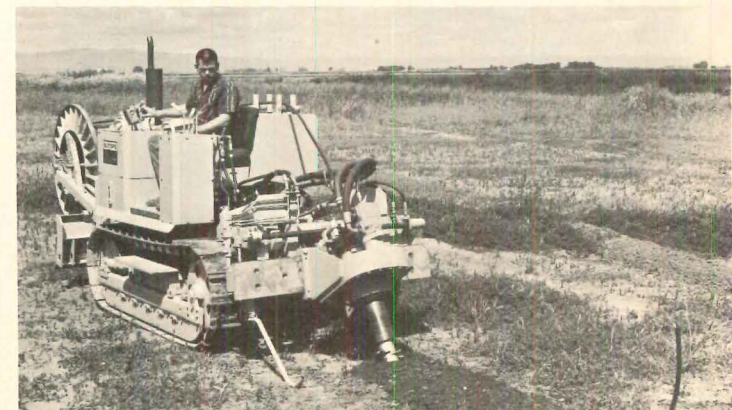
Low-cost elevator sells for about \$1200. It's hydraulic, fail-safe, operator controlled. Work height is 17', with 10' added if used with forklift. Unit is said to go on, come off forklift in seconds. Krause Mfg., Milwaukee, Wis. *Circle 230 on Reader Service card*



Hole-digger won't corkscrew, says the maker, because a skirt attachment prevents overbite. (Corkscrewing is when an auger gets imbedded in soft earth and must be reversed to be withdrawn.) Sizes: 18" to 72". Watson, Ft. Worth. *Circle 236 on Reader Service card*

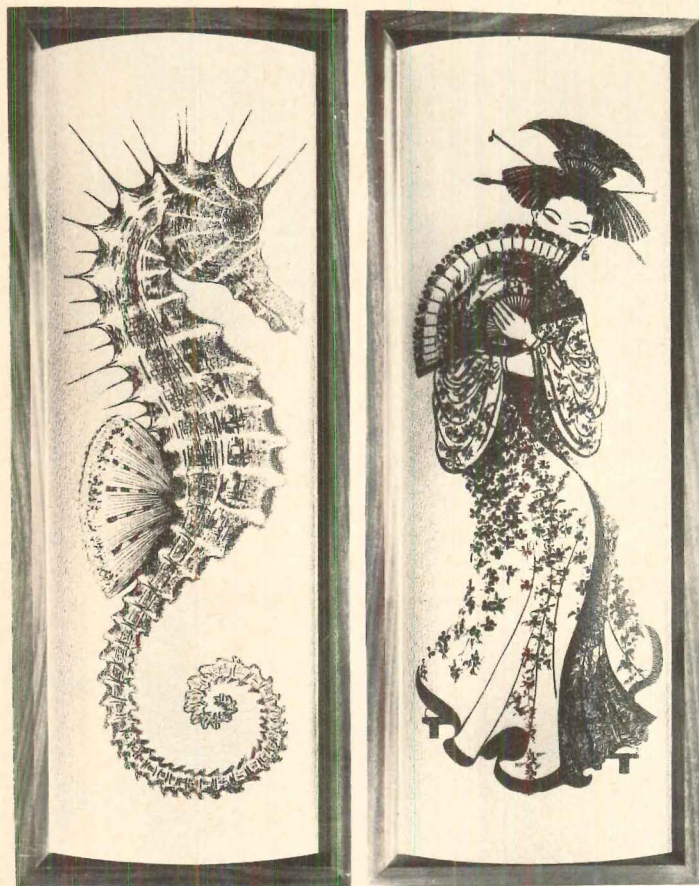


Knife-action cable-layer buries up to 1½" cable directly from reel without damage from knife vibration. Claimed speed for self-powered unit in optimum soil is 50' per min. at 30" depth. Davis Mfg., Wichita. *Circle 232 on Reader Service card*

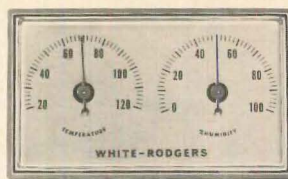


Milling-action cable-layer feeds cable through hollow cutter bar from front-mounted reel. Cutter can be elevated or traversed while laying. Claimed capacity: up to 1¾" at 75' per min. Woodland Mfg., Woodland, Calif. *Circle 233 on Reader Service card*

Heating

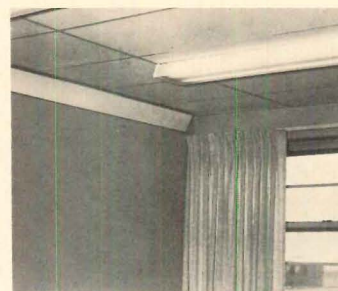


Pictorial space heaters are electric, designed for moderate heating needs. They draw 450 watts each, come in 12 designs, cost about \$38. U.S. distribution is anticipated within six months. Muraplex Ltd., Bournemouth, England. *Circle 212 on Reader Service card*



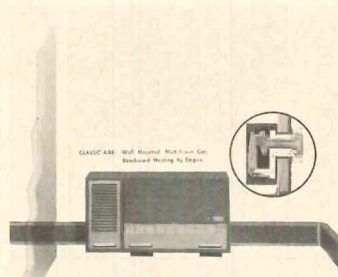
Comfort gauge tells whether temperature and humidity are balanced in room. The dials are easy to read, and the 4½"x2¾" unit comes in a plastic case that can either stand free or be wall-mounted. White-Rodgers, Affton, Mo.

Circle 216 on Reader Service card



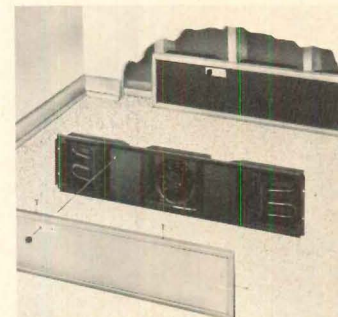
Electric-heat panel install where wall meets ceiling, or on valances. Units are 500 watts, 5" high, 20" long, cost \$32. They can be stacked with special connectors from manufacturer Govern-all Electric, Brooklyn, N.Y.

Circle 213 on Reader Service card



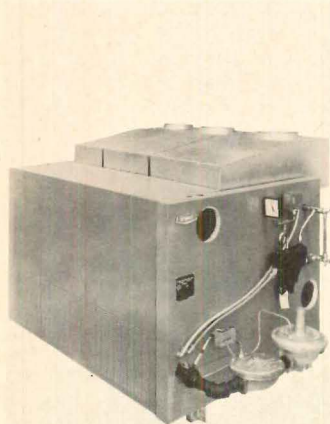
Gas furnace can be used with connecting baseboard extensions of varying lengths for peripheral and multiple-room heating. Unit is wall-mounted, direct-vented. Cabinet and baseboards are finished in woodgrained vinyl. Empire Stove, Belleville, Ill.

Circle 214 on Reader Service card



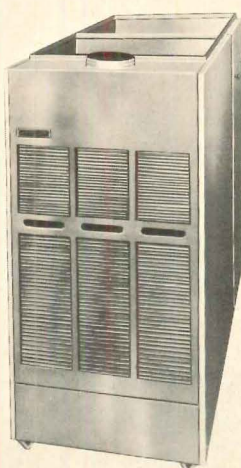
Baseboard heater can be wall-recessed without cutting studs or surface-mounted with optional kit. The 1,500- to 4,000-watt units are indented in rear to fit around studs. Extreme fan quietness is claimed. Emerson Electric, St. Louis.

Circle 217 on Reader Service card



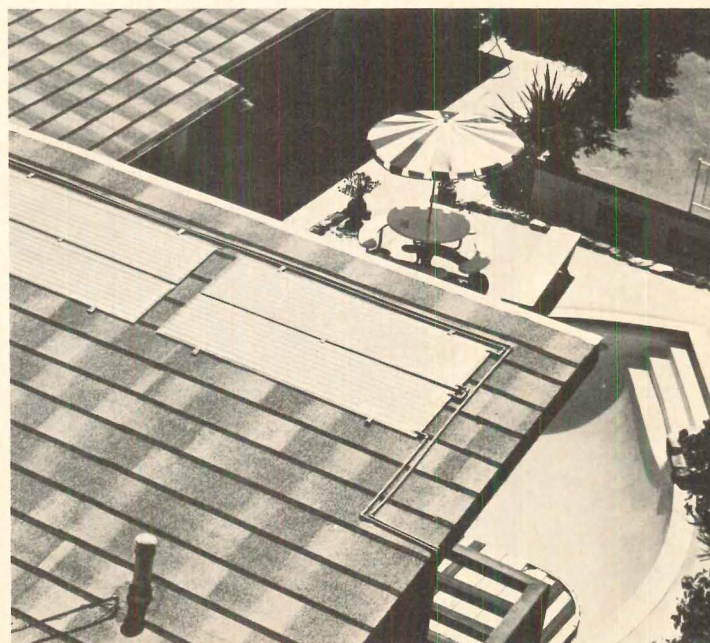
Compact boiler is 46" high. Lighter weight is said to make it suitable for both new installations and remodeling. Gas-fired unit is low pressure and adaptable to water pressure or steam. Capacity starts at 315,000 Btuh. Bryant, Indianapolis.

Circle 210 on Reader Service card



Low-profile gas furnace is 40" high. It's designed for installation in tight places and to permit easy add-on of air conditioning, humidifier, electronic filter. Burner is guaranteed for life of unit. Monogram Ind., Quincy, Ill.

Circle 211 on Reader Service card

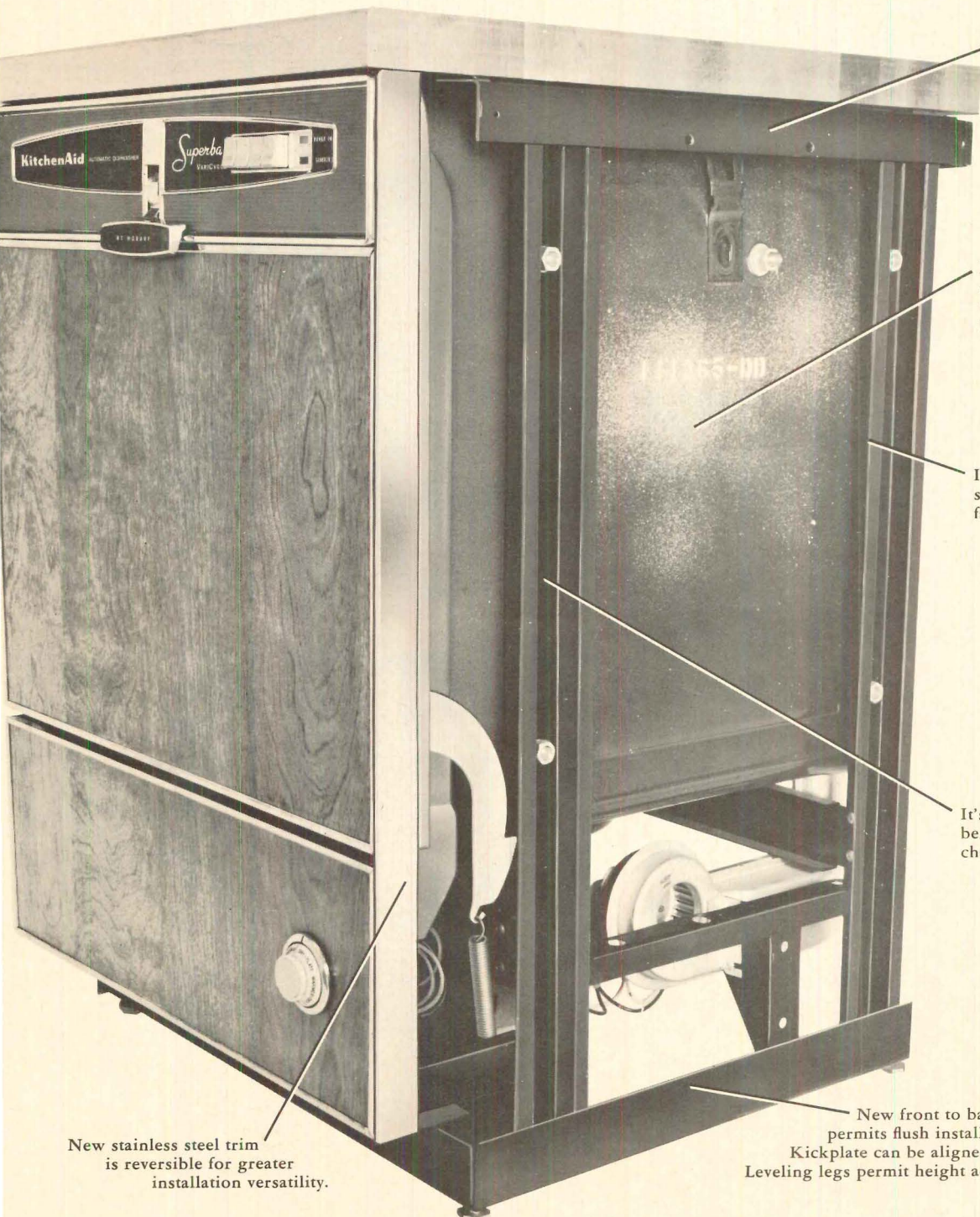


Solar heater for swimming pools is roof-mounted. Pool water circulates via filter pump through coiled tubes in plastic panels, and water heats even on cloudy days, says maker. Habco Enterprises, Norcross, Calif. *Circle 215 on Reader Service card*

New products continued on p. 9

The Great KitchenAid Frame up.

We're talking about the strong frame that holds up our dishwasher. Some dishwashers don't have frames, so why do we bother? A frame makes our dishwasher stable and durable. Keeps it from twisting out of shape. It assures door and seal alignment with the wash chamber through years of openings and closings. And for many other reasons, as you can see below. The frame also upholds a great KitchenAid tradition: quality. It's special features like the frame that make KitchenAid dishwashers work better, last longer and easier to sell. For more details, see your distributor. Or write KitchenAid Dishwashers, Dept. 7DS-8, The Hobart Manufacturing Company, Troy, Ohio 45373.



It helps support heavy wood tops or sink countertops so they don't put a strain on the tank.

It supports the tank; helps it keep its shape. Maintains correct dimensions—no warping, no rack binding, no fitting problems for installers.

It protects the tank from damage in shipping. Gives something rigid to fasten side panels to.

It's built with hat-shaped vertical members (instead of ordinary U-shaped channels) for greater strength.

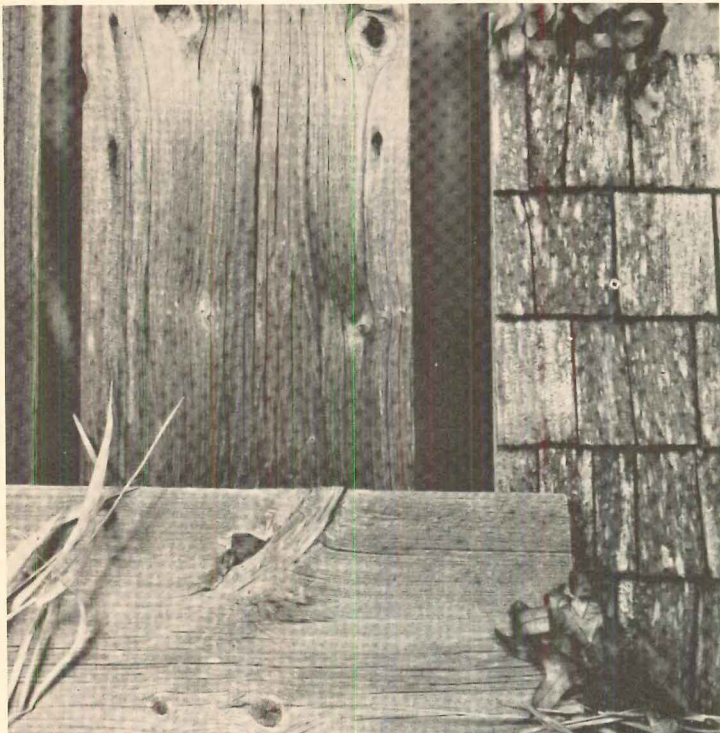
New stainless steel trim is reversible for greater installation versatility.

New front to back frame dimension permits flush installation with cabinet fronts. Kickplate can be aligned both up and down, front and back. Leveling legs permit height adjustment from 33 3/4" to 35 1/4".

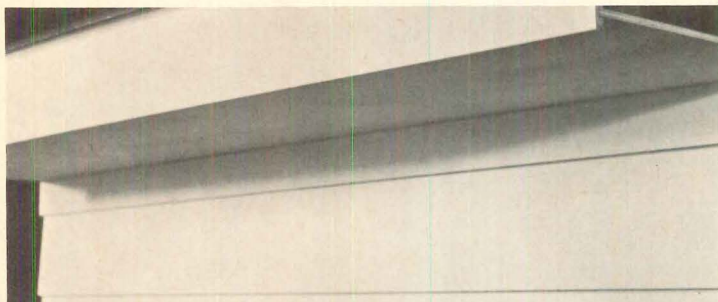
KitchenAid®
Dishwashers

Products of The Hobart Manufacturing Company, makers of commercial dishwashers and food waste disposers.

Exteriors



Weathered panels and shakes are the real thing, taken from dismantled barns over 50 years old. Color: natural silver grey. Panel size: 6" to 12" wide, cut to customer-specified lengths up to 12'. Decor Materials, Appleton, Wis. *Circle 287 on Reader Service card*



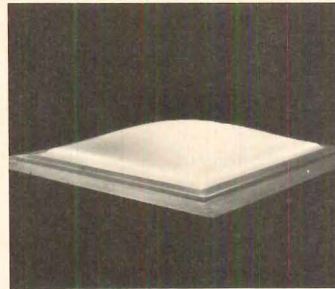
Ready-rabbeted fascia, with matched ends, facilitates alignment of $\frac{3}{8}$ " or $\frac{1}{4}$ " soffits. No cutting is required except at the eave line. Fascia is prime coated, and comes in lengths of 6' to 16'. Potlatch, San Francisco. *Circle 283 on Reader Service card*



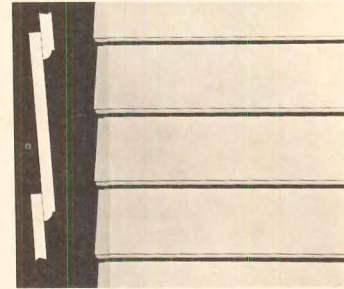
Contemporary mailbox features a ribbed front panel in black pebble-grained finish. Mail slot is $13\frac{1}{2}$ " long and $\frac{3}{4}$ " wide. Full line includes 20 designs, some with pull-down receptacles. Also: away-from-the-wall styles. John Sterling, Richmond, Ill. *Circle 284 on Reader Service card*



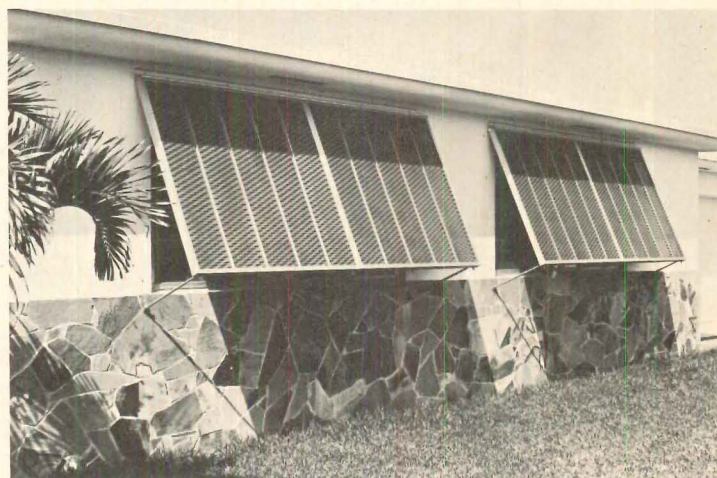
Plastic awning is made of weatherproof fabric that combines Beta glass fibers with Verel modacrylic. Fabric is totally inorganic, so it resists sun, moisture, and temperature extremes. Guaranteed for five years. Owens Corning, New York City. *Circle 286 on Reader Service card*



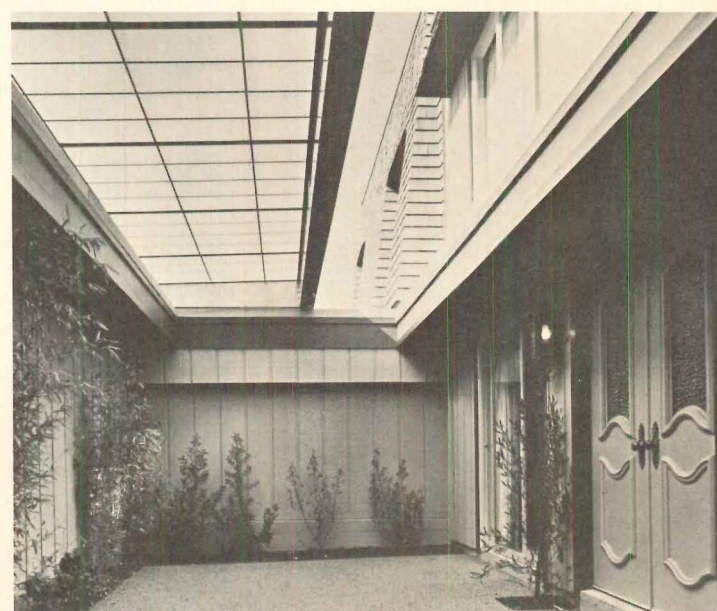
Self-flashing skylight has acrylic outer dome and fiberglass inner dome set in an extruded-aluminum integral frame. Square skylight comes in sizes from 14"x14" to 30"x30"; rectangular model, from 14"x30" to 22"x46". Plasteco, Houston. *Circle 280 on Reader Service card*



Traditional lap siding—in $\frac{7}{16}$ " hardboard—has nailing and exposure guidelines to simplify alignment of 6"x16' panels. Available: contoured aluminum outside corners (left) that conform to siding profile. Celotex, Tampa. *Circle 281 on Reader Service card*



Perforated-aluminum shutters come in a choice of baked-enamel finishes including white, gold, pastel green, turquoise or anodized. Fully closed, they are code-approved for hurricane protection. Navaco, Hialeah, Fla. *Circle 282 on Reader Service card*



Electrically controlled skylight—sandwich panels of translucent plastic—converts an atrium to an extra room. A single-phase motor rolls the panels open or closed. Rollamatic, San Francisco. *Circle 285 on Reader Service card*

New products continued on p. 91



Fat, free insulation.

...and how it helps you sell a house.

Insulate your houses with Certain-teed's newer, fatter fiber glass insulation and you can tell the prospective home-buyer just the sort of thing he wants to hear.

You can tell him that this superior insulation will save him 35%—and more—on his heating and air-conditioning bills. Savings so great he literally gets the insulation for free.

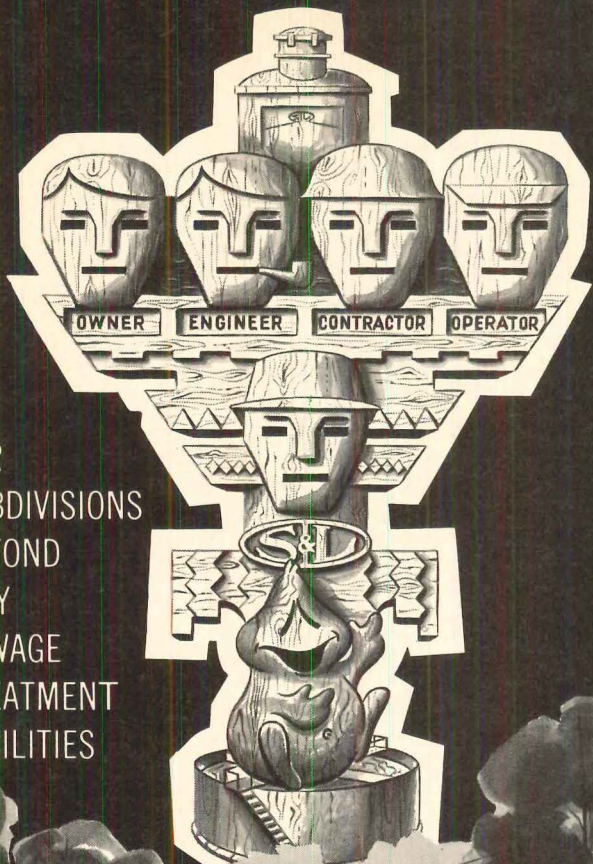
We make our new fat stuff in the new thicknesses recommended by the leading architects and heating and air-conditioning engineers. That is: 6 inches—for the ceilings. And 3 inches—for the walls and floors. The extra protection it gives is what saves the homeowner all that money. And assures him total comfort all year 'round.

(For a free brochure showing all our different kinds of fiber glass,

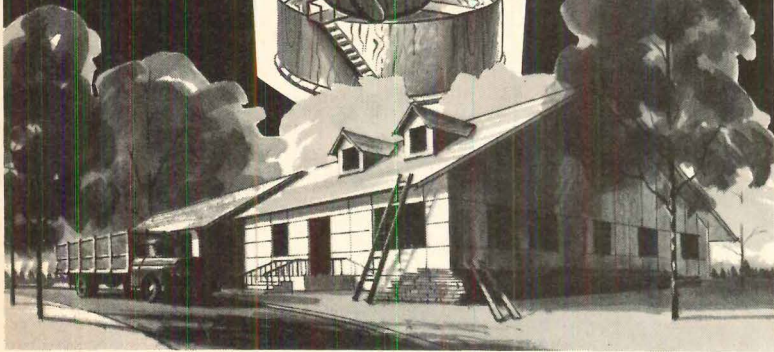
write to Certain-teed Products Corporation, HH-8, Ardmore, Pa.)

Certain-teed's fat, free insulation is exactly the kind of extra today's home-buyer is looking for. The extra that can help make the sale.





FOR
SUBDIVISIONS
BEYOND
CITY
SEWAGE
TREATMENT
FACILITIES



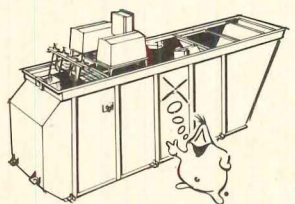
+ ADD - SUBTRACT - A "NICE" LOTS - "NUISANCE" - PROFIT

Time-after-time, subdivisions with lots meeting septic tank requirements have actually made substantial **net profits over and above** the costs and installation of a Smith & Loveless sewage treatment plant.

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Not only that, but S & L factory-built "Oxigest"® sewage treatment plants are odor-free, dependable, easily maintained and can be installed in a day.

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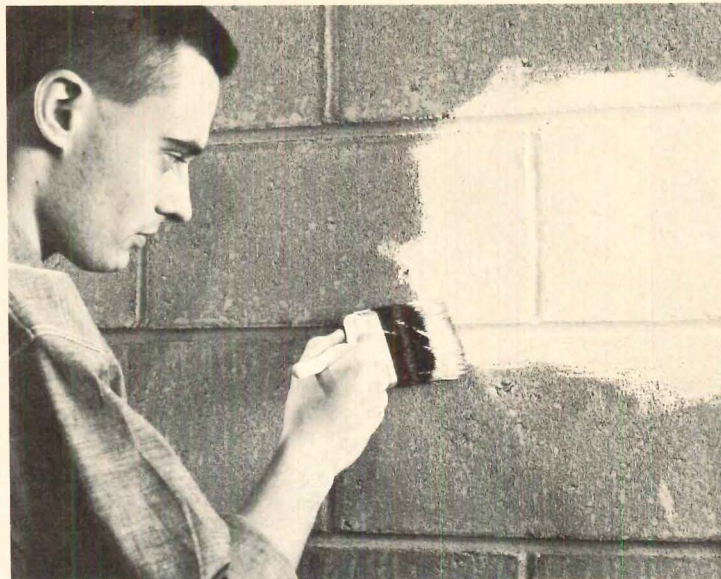


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TANK CAR COMPANIES

Main Plant: Lenexa, Kansas 66215 (Near Kansas City, Mo.) Dept. 70

Manufactured by Smith & Loveless and its Licensees at
Oakville, Ontario • Osaka, Japan • Denbighshire, England • Brussels, Belgium • Helsinki, Finland

Adhesives



Heavy-duty block filler takes topcoats of emulsion or solvent-thinned paint. It can be mixed with Portland cement slurry for better filling and will not settle for up to four hours. Pittsburgh Plate Glass Pittsburgh. Circle 209 on Reader Service card



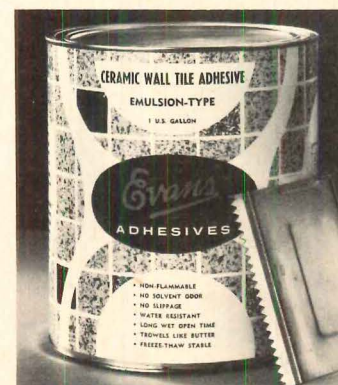
Panel adhesive—rubber-based and water-resistant—bonds wallboard, prefinished plywood, hardboard and acoustical tile to studs, furring, drywall, plaster, masonry and cement block. Packaged in 11 oz. caulking-gun cartridges. Franklin, Columbus, Ohio. Circle 260 on Reader Service card



Rubber-based adhesive for a wide range of paneling materials spreads easily at 70°F with a notched applicator. One gallon of the waterproof product covers from 60 to 80 sq. ft. It comes in quart, one- and five-gallon cans. Marlite, Dover, Ohio. Circle 264 on Reader Service card

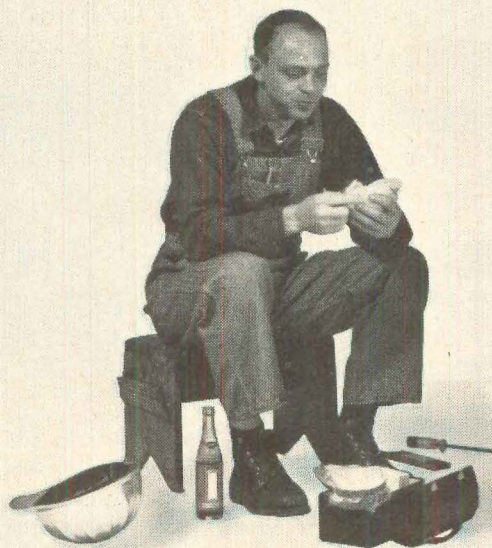


Ceramic-tile adhesive has a wet open time of up to three hours, but tile can be applied immediately without slippage. It will bond to clean, dry wallboard or masonry plaster. Adhesive wipes off with damp cloth during open time. Evans, Columbus, Ohio. Circle 261 on Reader Service card



Plastic roof cement—for all roofing except coal tar or wood—can be applied on a wet surface in temperatures as low as 20°F. Slow-drying, it remains pliable to allow for temperature change and surface movement. Fortres, Kansas City, Mo. Circle 262 on Reader Service card

11:27 delivered 11:53 installed.



Even oddball openings can be quickly filled by Float-Away.®

Float-Away metal bifold closet doors save you installation time (and money) because they can be made to measure for every opening—even if it's a construction error.

Then they can be computer-labeled and delivered to the job, the floor, the room—even the individual openings for which they're tailored.

Minutes saved here—multiplied by many floors and doors—can add up to

astounding savings in construction costs.

More reasons for choosing Float-Away doors: • They come in five styles, with guarantees to match. • They're factory-finished with a superior baked enamel prime coat of driftwood white that's often used as is—or takes readily to decorator colors.

People want metal bifolds for closets. Only Float-Away makes them so practical and profitable to you.

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SPECIAL OFFER

COMPLETE
BUILDING
PLANS

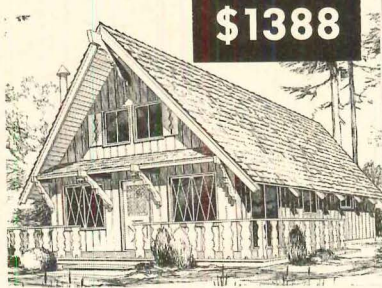
\$3

LIMITED
TIME
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\$1269



\$1388



NO MONEY DOWN—DIRECT WHOLESALE PRICES

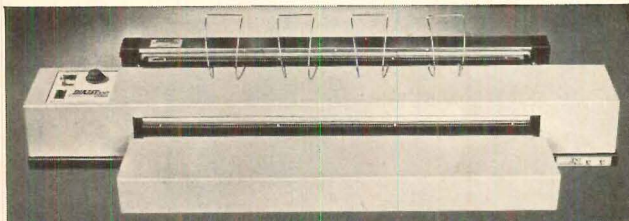
AT LAST . . . Finest leisure homes in America! . . . Direct Wholesale Prices, "A" frames \$1269, Chalets \$1388, Lakeside Homes \$1355 . . . NO MONEY DOWN! Why wait until "some day"?—CASH IN on the BOOMING BILLION DOLLAR LEISURE HOME MARKET—NOW!

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Order your Plans TODAY—while they are still available.

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Circle 62 on Reader Service card



The new Diazit® "Century-21" is the most advanced 42" fluorescent lamp whiteprinter in the world...yet it costs far less!

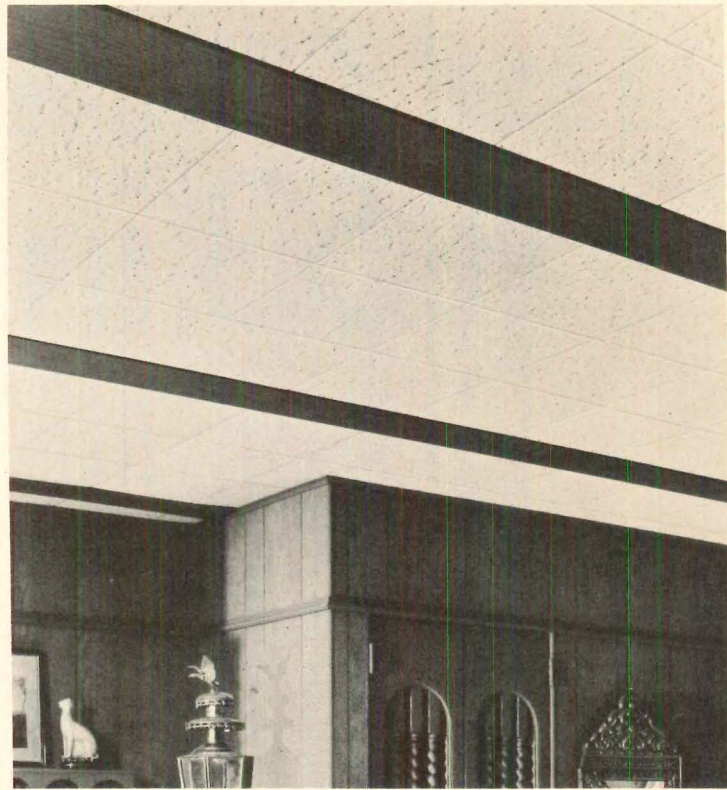
The brand new Diazit® "Century-21" is technologically so far ahead of anything in its field that it literally makes all competition obsolete! For the first time, a full 42"-capacity non-vented compact fluorescent lamp whiteprinter that costs far-less (less than \$850. & about \$10. ea. for lamps!) and will actually print faster (up to 21 ft. per minute!) than high-pressure mercury vapor lamp machines that cost about twice as much to purchase and maintain! It is a superbly crafted, precision made machine with fully automatic developer pump, precise forward & reverse controls, 5" dia. pyrex printing cylinder, independent light intensity controls, synchronized stainless steel heated developer, and printing speed that compares favorably with 30 to 40 watt/inch lamps! "Century-21" does, in fact, much, much more . . . and yet costs about half of anything coming even close . . . get one and see!

There are other great money-saving Diazit® whiteprinters starting at \$229. Write or phone for literature & name of local dealer.

DIAZIT® COMPANY INC.
ROUTE U. S. 1, YOUNGSVILLE, NORTH CAROLINA, 27596
TELEPHONE 919 - 556-5188

Century 21

Ceilings



Wood-grained planks—4' long, 6" wide—simulate rough-hewn wood beams. Planks have tongue-and-groove edges compatible with standard ceiling tiles, and grooved ends to minimize joints. Armstrong, Lancaster, Pa. Circle 255 on Reader Service card



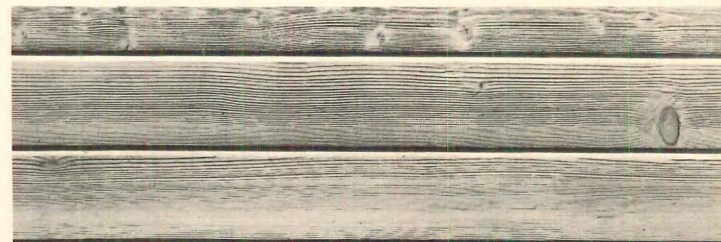
Fissured acoustical tiles, made of mineral fiber, are said to absorb up to 75% of airborne noise. Designed for concealed-suspension ceilings, they are 12" square with tongue-and-groove or kerfed and cut-back edges. Johns-Manville, New York City.

Circle 256 on Reader Service card



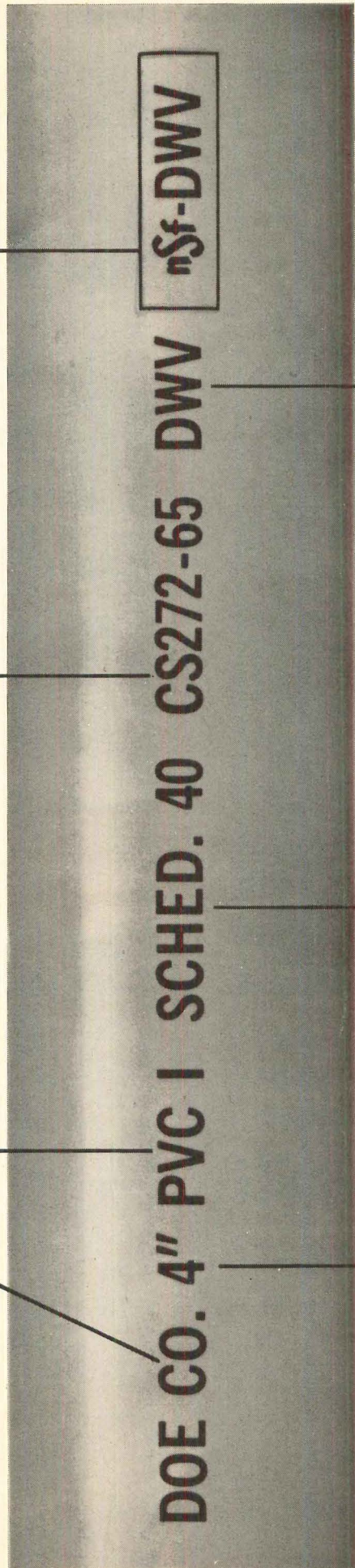
Perforated lay-in panels—2'x2' or 2'x4"—have textured vinyl-plastic facing laminated to mineral-fiber base. The acoustic panels weigh approximately 3/4 lb. a sq. ft. Noise-reduction coefficient, says manufacturer, is .70. Celotex, Tampa.

Circle 258 on Reader Service card



Wire-brushed decking comes prefinished with pigmented sealer in nine colors. The tongue-and-groove decking is kiln-dried white fir that is center matched and has V joints on edges and ends. In random lengths. Potlatch, San Francisco. Circle 257 on Reader Service card

What is this pipe trying to tell you?



National Sanitation Foundation's seal of approval.

nSf-DWV

Type of application

DWV

Commercial Standard

CS272-65

I.P.S. schedule

SCHED. 40

PVC Type I (normal impact)

PVC I

This identifies the pipe manufacturer.

DOE CO. 4"

Nominal pipe size (inside diameter).

The facts you are told by the printing on the PVC-DWV pipe are only part of the story. The Commercial Standard designation and the nSf seal means a rigid quality specification has been set down and is being met continuously. These markings appear every two feet and on opposite sides of the pipe for positive identification regardless of length or pipe location. PVC-DWV made of Geon vinyl is backed by 15 years of ex-



perience in providing high quality raw materials to PVC pipe and fitting manufacturers. For illustrated book showing PVC pipe in DWV installations, write B.F. Goodrich Chemical Company, Dept. H-12 3135 Euclid Avenue, Cleveland, Ohio 44115. In Canada: Kitchener, Ontario.

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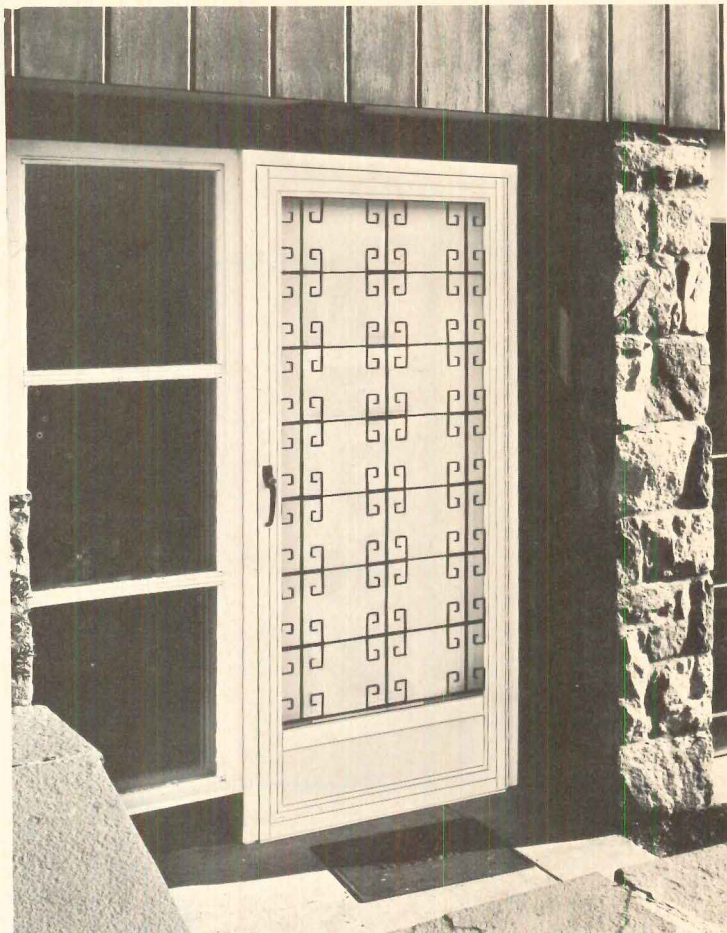
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PEOPLE HEAR ME TALK ABOUT
IN-SINK-ERATOR ON EACH SHOW?
MILLIONS!**

All by himself, Arthur Godfrey is making Mrs. America In-Sink-Erator conscious. But he's not alone. In-Sink-Erator also sponsors Don McNeill's Breakfast Club on ABC radio. Plus scads of ads in national magazines. In-Sink-Erator is the world's best advertised disposer. It's the name women trust. Why? Shining corrosion-proof stainless steel. Quality so high, all parts are warranted for 5 years. And a lifetime corrosion warranty on water-exposed parts. Little wonder it's your hottest-selling kitchen feature. Write for free literature.

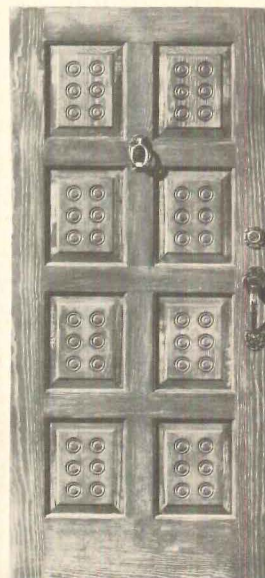
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In-Sink-Erator . . . the originator and perfecter*

ISE[®] In-Sink-Erator[®]
Approaching 30 Years of Quality and Service
IN-SINK-ERATOR MANUFACTURING CO. RACINE, WISC.

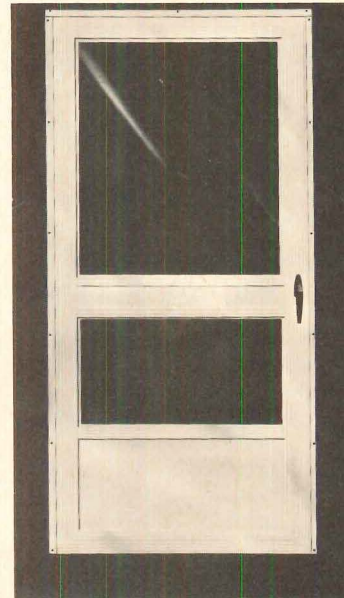
Doors



Combination aluminum storm door, with safety glass that crumbles into small fragments if broken, is finished in baked white aluminum. Grecian-motif panel runs full length. Air Master, Philadelphia. Circle 290 on Reader Service card



Carved pine door, in a choice of six styles for residential and commercial installations, comes with raised panels on both sides, carved panels on one. Doors can be finished to match any woodwork. Size: 3'0" x 6'8", 1 3/4" thick. Woodco, North Bergen, N.J. Circle 291 on Reader Service card



Combination storm door in aluminum, finished with factory applied white enamel. Door features a heavy push-button handle and lock, wool-pile weatherstripping and a full-length concealed hinge. Reynolds Metals, New York City. Circle 293 on Reader Service card

New products continued on p. 9

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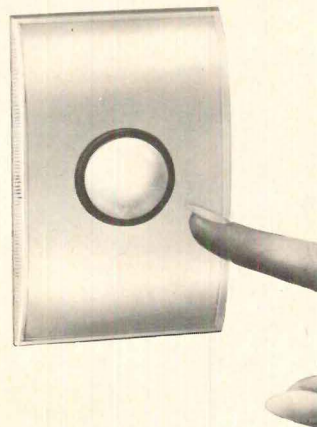
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City _____ State _____ Zip Code _____

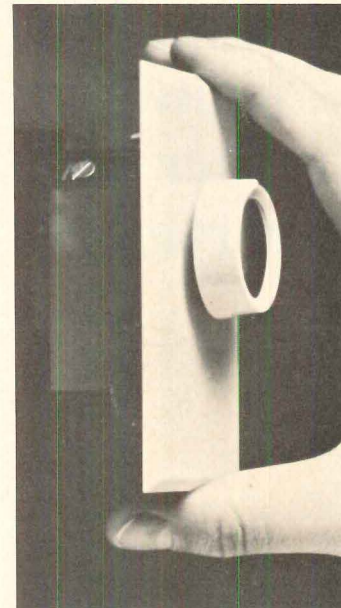
Electrical fixtures



Hand-held transmitter-receiver—one-third the size and one-half the weight of comparable units—is 7" high, 7/8" deep, 2 3/8" wide, and weighs 18 oz. One- or two-frequency versions include 16" collapsible antenna. G.E., Lynchburg, Va. *Circle 240 on Reader Service card*



Fluorescent dimmer can also regulate incandescent lamps. Four models control from 2 to 96 lamps of 40-watts. Electronic stop prevents lamps from going out as they are dimmed. Unit fits a single-gang wall box. Lutron, Emmaus, Pa. *Circle 241 on Reader Service card*



Push-button wall plate is formulated of clear acrylic plastic and features a gold insert that harmonizes with most decor. Insert may be painted or covered for special effects. Plate is attached without screws. Tap-Lite, Chelsea, Mass. *Circle 242 on Reader Service card*

New literature starts on p. 10

**too hot? too cold?
want comfort
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Promise your customers automatic, year around comfort. You can when you include new H & C Flomatic-400 diffusers in the houses you build. This unique diffuser automatically monitors the temperature of the air in warm air heating and cooling systems and adjusts itself to provide the correct air pattern for draft-free comfort.

The Flomatic-400 requires no more space than a regular register. Operates without batteries or wiring. Attractive, easy to clean and inexpensive . . . less than \$10 per room. If you're looking for something unusual, practical, and home-buyer oriented, this is it! Proof? Ask your heating contractor or write for free colorful brochure. Hart & Cooley Mfg. Co., Dept. HH, Holland, Mich. 49423. A division of Allied Thermal Corporation.





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Give him (or her) a steel fireplace!

Steel—for low cost. Steel—for ease of installation. Steel—for wide variety of styling and decor.

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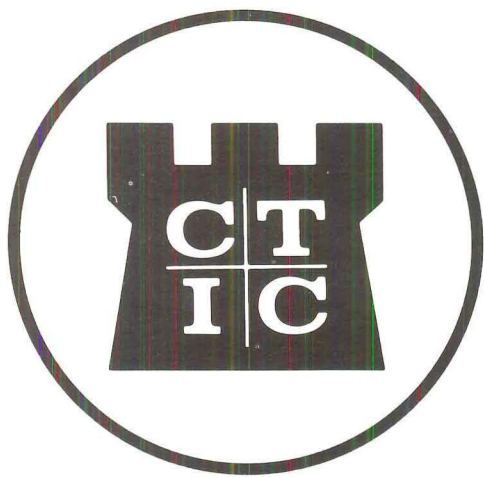
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New catalog shows design ideas for bathrooms



For copies of free literature, circle the indicated number on the Reader Service card, p. 101

PRECAST FRAME AND DECKS. The advantage of precast frame and decks over poured-in-place concrete—i.e. time and cost savings—are cited in a product sheet. Includes plans for small residence halls. Flexicore, Columbus, Ohio. *Circle 315 on Reader Service card*

CANTILEVERED JOIST CONNECTORS. Data sheet describes system for cantilevering floor framing by joining two short joist lengths. Tells sizes and types of connectors available and how to use them. Timber Engineering Co., Washington, D.C. *Circle 316 on Reader Service card*

PLASTIC-FINISHED MURALS. Six 5'-wide murals—suggested for the back wall of a tub-shower area or as accent panels elsewhere—are pictured in an eight-page brochure. Designs are gold-on-white. Marlite, Dover, Ohio. *Circle 317 on Reader Service card*

FOLDING PARTITIONS AND WALLS. Full line in wood, metal or vinyl—with a wide selection of facing materials—is the subject of a catalog. Includes specifications. Holcomb & Hoke, Indianapolis. *Circle 330 on Reader Service card*

Designs range from ultra lavish (*photo above*) to completely practical. The photo at left, for example, shows how to make the most of otherwise useless space at the end of a hallway—or even of an extra closet. Both the corner lavatory and toilet are tucked into an area just 4' square.

The 32-page catalog also shows a wide selection of the manufacturer's bathroom fixtures, many as part of a complete bathroom design. And color planning is simplified. Twelve color schemes display both a warm and cool background for manufacturer's fixtures. For a copy from American Standard, New York City, *Circle 300 on Reader Service card*

TERRAZZO FLOORING. Thin-set terrazzo systems for residential and commercial buildings are examined in a new brochure. Includes data on weight, thickness, stability and installation. General Polymers, Cincinnati. *Circle 313 on Reader Service card*

POLE BUILDINGS. A general guide for pole-type buildings keys construction details to plan. Specifications. Kaiser Aluminum, New York City. *Circle 314 on Reader Service card*

ARCHITECTURAL METALWORK. A 40-page catalog presents stock screening and railing systems—one features solid poly-vinyl handrails and colorful vinyl-clad posts—plus bars and tubing. Julius Blum & Co., Carlstadt, N.J. *Circle 318 on Reader Service card*

AIR CONDITIONING SYSTEMS. Units for both residential and commercial applications are displayed in a 12-page bulletin. Included: data on manufacturer's total comfort system. Westinghouse, Staunton, Va. *Circle 319 on Reader Service card*

CONCRETE. An eight-page report describes concrete both as an engineering and architectural material. Pictured are many outstanding concrete



**New
Exciting
Style ...
and**

**LADIES
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IT!**

Designed purposefully to be eye appealing,

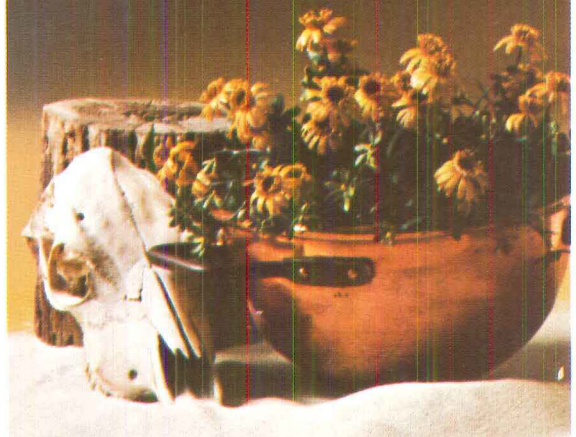
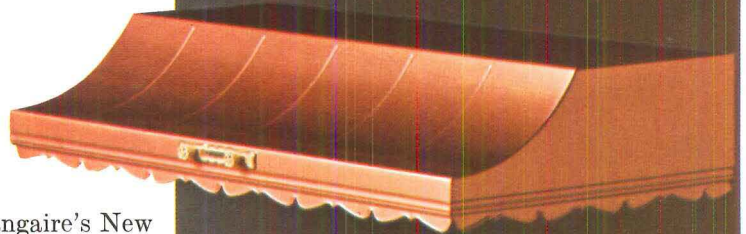
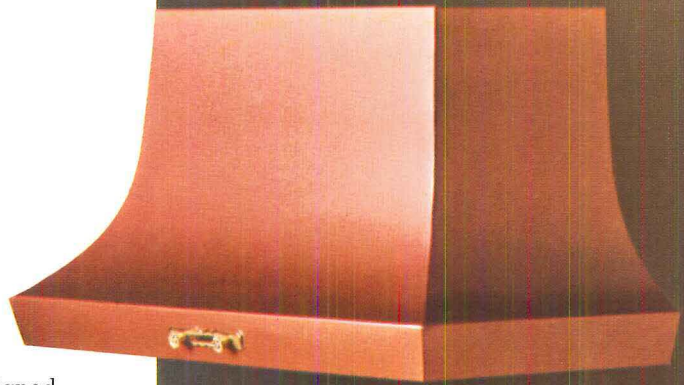
Rangaire's New Provincial range hood and super-powered Bar-B-Que hood are obvious values in any kitchen.

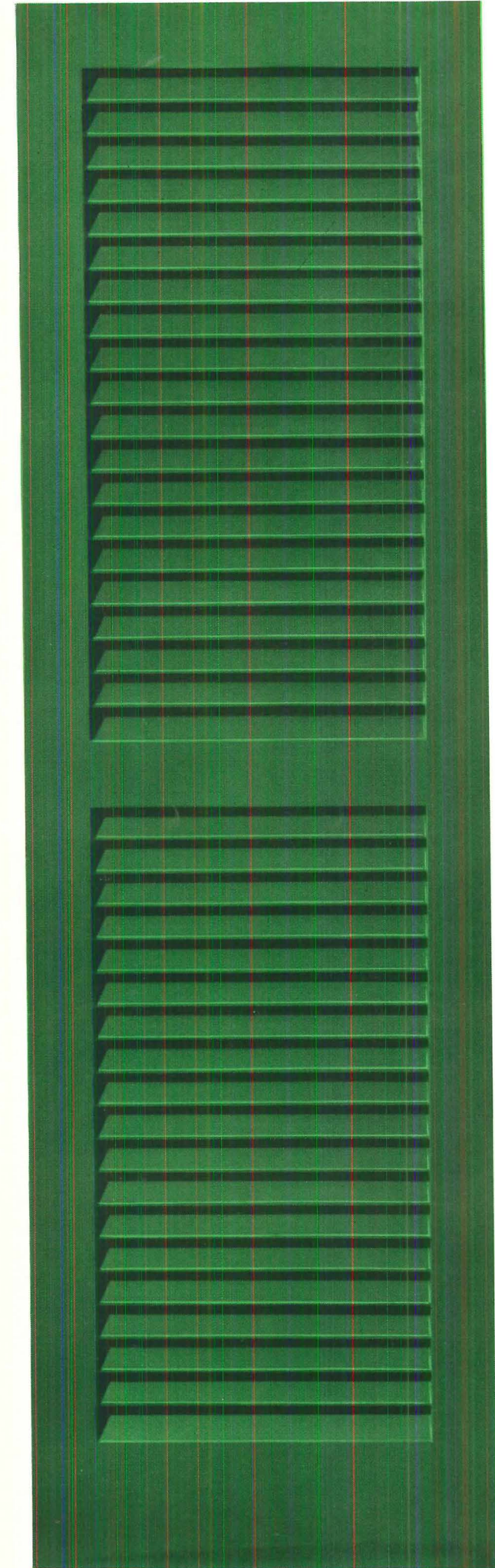
Write today for your catalog and the name of your Rangaire distributor.



CLEBURNE, TEXAS 76031

*Rangaire Range Hoods
In Styles and Prices
To Fit Any Kitchen*





Wood? No, Nylon!

New DuPont Nylon Shutters meet demand for low maintenance, pre-finished, high-quality materials...give you fast, easy installation

Made of tough Du Pont Nylon, these pre-finished shutters won't rot, crack, dent. Slats can't fall out.

They're easy to install. One man can put up a pair in 5 to 6 minutes on any siding or masonry. No special tools needed. All painting and puttying eliminated. And they have the look of fine woodwork.

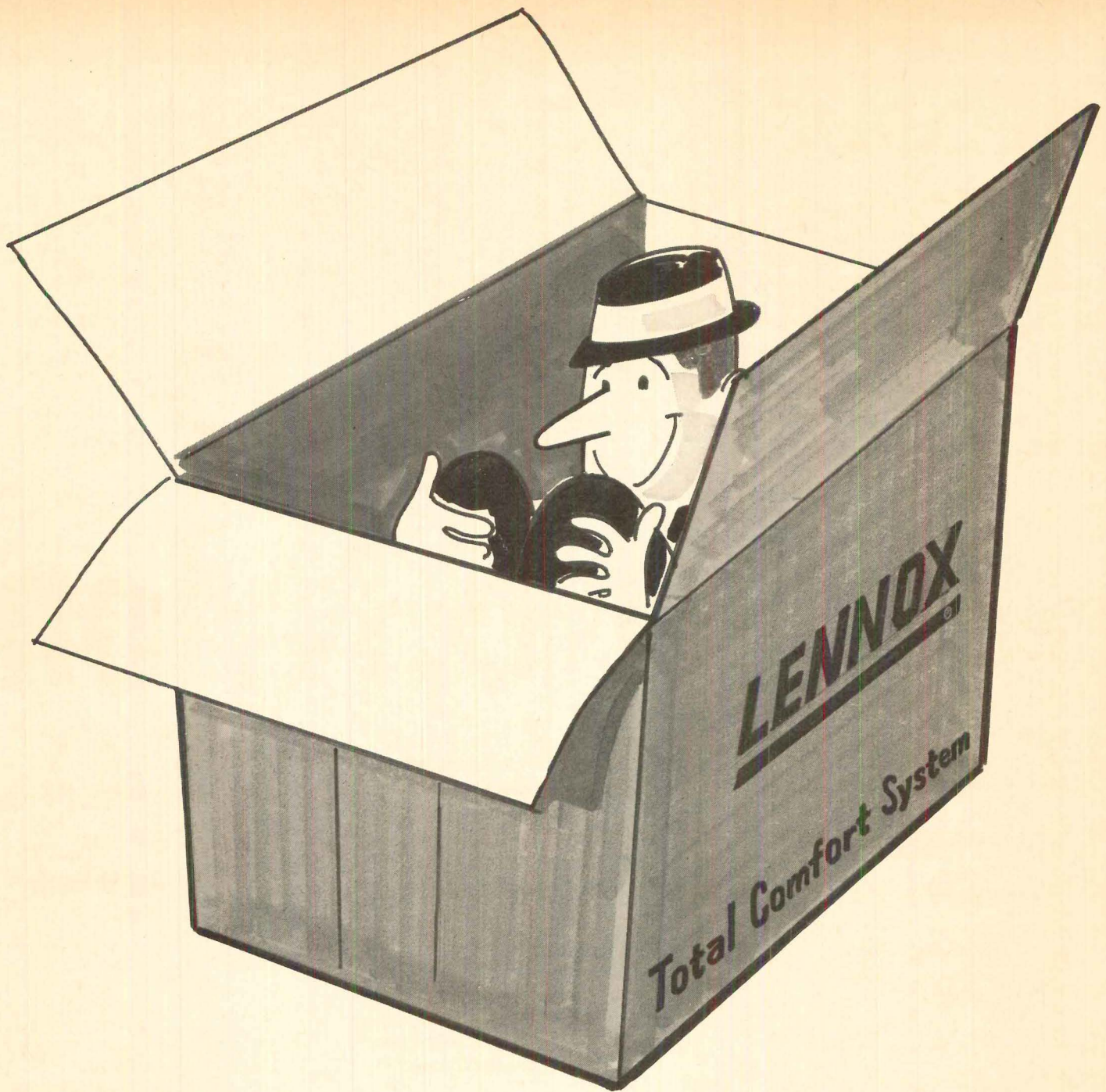
The durable factory finish—in black, white, dark green—won't blister, chip, peel. Once they're installed, there's almost no upkeep. If homeowner ever wants to change colors, they can be easily repainted.

On your next job include the most practical shutters ever made—Du Pont Nylon Shutters. They'll save you money. For full details, contact Du Pont Building Products, Room N-2539, Wilmington, Del. 19898.



"Our buyers like the authentic colonial styling of Du Pont Nylon Shutters," says W. Hamilton Crawford, developer of 1,300-acre Crofton, Maryland. "We like their easy installation and low maintenance."

DU PONT BUILDING PRODUCTS



A LENNOX TERRITORY MANAGER* COMES FREE WITH EVERY PURCHASE

So who needs him?

Any busy builder! Because he does things like this for you:

Helps you select the Lennox dealer best equipped to serve you.

He makes factory help available to design your duct distribution systems. And to select the right Lennox equipment.

And sees that you get the best installations.

He will solve a problem on delivery.

He brings you promotional facilities from his factory — brochures, ads, posters, radio and TV scripts, sign designs. And helps you use them . . . profitably.

He also has several complete, ready-made new-home promotion packages, including one on "Living Air."TM

He represents quality and

dependability — in product and service.

So call your "free" Lennox Territory Manager; make him show you. He'll like it. You will, too!

Write Lennox Industries Inc.,
241 South 12th Avenue,
Marshalltown, Iowa.

*Territory Manager (T.M.): the "old pro" Lennox factory representative who works directly with dealers and their builders, architects, engineers, contractors, schools.

LENNOX
AIR CONDITIONING • HEATING

structures plus details. Master Builders, Cleveland. *Circle 320 on Reader Service card*

PREFINISHED WOOD CABINETS. Four-color photographs in a product folder display kitchen cabinets in several styles. Includes detailed specifications. International Paper, Portland, Ore. *Circle 321 on Reader Service card*

PLYWOOD SIDING. The advantages of a line of plywood siding are enumerated in a new brochure that contains photos of the whole line. Includes specs. Long-Bell, Portland, Ore. *Circle 322 on Reader Service card*

CABINET OAK. A booklet telling how to work and finish oak is based on a seminar held for the kitchen-cabinet industry. Appalachian Hardwood Manufacturers, Cincinnati. *Circle 323 on Reader Service card*

NOISELESS VENTILATOR. A wall-box ventilator—suggested for bathrooms in high-rise construction—incorporates motor-operated dampers said to reduce size of system and exhaust fan as well as costs. A bulletin contains selection data, engineering data and dimensions. ILG Ind., Chicago. *Circle 324 on Reader Service card*

MASONRY SCREEN TILE. Press molded from select fireclays and high fired for strength, structural clay tiles are available in three designs. A product sheet gives details. Harbison-Walker, Pittsburgh. *Circle 325 on Reader Service card*

WIRING. A quick-reference wall chart displays manufacturer's surface raceways, multi-outlet systems, fittings and accessories. Plastic-coated chart measures 28" x 42". Wiremold, Hartford, Conn. *Circle 326 on Reader Service card*

SILICONES. A guide to silicones—noted for their resistance to temperature extremes—includes those for the construction industry. Eight pages. General Electric, Waterford, N.Y. *Circle 327 on Reader Service card*

GARAGE DOORS. Steel garage doors in widths from 8' to 18' are described and illustrated in a product sheet. Roly-Doors, Cincinnati. *Circle 328 on Reader Service card*

SUMP PUMPS. Lightweight submersible pumps have stainless-steel impellers to protect against impurities in the water flow, and all moving parts enclosed and sealed. A four-page brochure describes line. Atlas, Hackensack, N.J. *Circle 329 on Reader Service card*

VENTILATING FANS AND HEATERS. A complete line of built-in units for kitchen and bathroom is the subject of a catalog. Fourteen pages. Air King, Chicago. *Circle 331 on Reader Service card*

ALL-ELECTRIC CONSTRUCTION. The advantages of all-electric buildings are enumerated in a 24-page brochure. Illustrated: outstanding buildings that have qualified for All-Electric Building Award. Edison Electric, New York City. *Circle 332 on Reader Service card*

WATER-TREATMENT SYSTEMS. A 19-page technical bulletin—with illustrations and diagrams—examines equipment in a water-treatment system and tells how to specify. Also includes plot plans for treatment plants. Permutit, Paramus, N.J. *Circle 333 on Reader Service card*

BUILT-IN GRILLS. Indoor-outdoor barbeque grills and accessories are displayed in a product folder that covers full line, recommends specific uses for each unit. Donley, Cleveland. *Circle 334 on Reader Service card*

CONCRETE MASONRY. Three concrete-block shapes get the spotlight in a photo-filled booklet showing interior and exterior uses in houses. National Concrete Masonry Assn., Arlington, Va. *Circle 335 on Reader Service card*

REMOTE AIR CONDITIONERS. Systems in 2- to 5-ton capacities are the subject of a data sheet with dimensions and specs. Hupp, Brooklyn. *Circle 336 on Reader Service card*

WOOD PRODUCTS. Product guide for western-wood users includes buying information, commonly used lumber abbreviations, sizes, grading and grade stamps, rail-freight costs, mill facilities and services. Western Wood Products, Portland, Ore. *Circle 337 on Reader Service card*

MARBLE TILES. For walls and floors, tiles in a variety of shades are the subject of a four-color product sheet. Vermont Marble, Proctor, Vt. *Circle 338 on Reader Service card*

ARCHITECTURAL/CUSTOM PANELING. Prefinished and/or custom paneling is the subject of a 24-page catalog in full color. In addition to data on panel grades, and finishes, catalog includes a section on veneer cutting and matching. U.S. Plywood, New York City. *Circle 339 on Reader Service card*

COMPACT KITCHENS. A line of kitchen units suggested for efficiency apartments, second and summer homes is the subject of a four-color product sheet. Models combine range, refrigerator and sink in one unit. Crane, Chicago. *Circle 341 on Reader Service card*

LAMINATED PLASTIC. Eight-page booklet catalogs range of light-construction applications for laminated-plastic sheeting. Full-color illustrations show cabinets, countertops, backsplash walls, vanities, walls, moldings and window sills. Formica, Cincinnati. *Circle 342 on Reader Service card*

TEXTURED HARDBOARD. Four-color folder displays travertine-textured hardboard in two colors: off-white, and gold with gold 1/2" grooves every 16". Masonite, Chicago. *Circle 343 on Reader Service card*

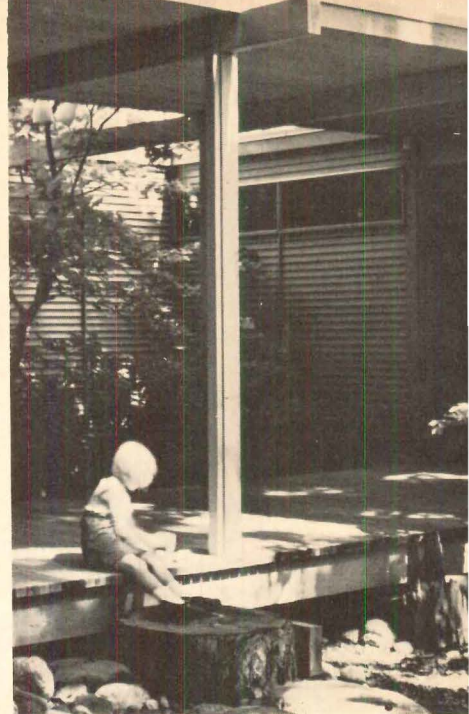
WHEEL LOADER. A 20-page catalog describes and illustrates operating features and job-matching attachments for manufacturer's wheel loader. Copies are available from Caterpillar dealers.

ALUMINUM SIDING. Twenty-three-page booklet in color contains tips on how to restyle with aluminum. Before and after photos show face lifts for several existing houses. Also: a guide to siding styles. Alcoa, Pittsburgh. *Circle 344 on Reader Service card*

BATHROOM PRODUCTS. A full line of bathroom cabinets and accessories is described and pictured in a 32-page catalog. Includes sales representatives. Grote, Madison, Ind. *Circle 345 on Reader Service card*

TRAILERS. Designed to haul manufacturer's trencher at turnpike speeds, four trailers load in three steps. They're all illustrated in a product sheet. Ditch Witch, Perry, Okla. *Circle 346 on Reader Service card*

INTERIOR PANELING. A guide to paneling products—prefinished, custom and woodgrained hardboard; softwood plywood; gypsum wallboard, redwood and cypress lumber—displays each product line in full color. Booklet includes installation recommendations and specs. 24 pages. Georgia-Pacific, Portland, Ore. *Circle 340 on Reader Service card*



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Box 210-945
- CONNECTICUT**
Manchester . . . The W. G. Glenney Co., 336 N. Main St.—649
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Salem . . . Portland Rd. Lbr. Yard, 3545 N.E. Portland Rd.—36
- PENNSYLVANIA**
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Pittsburgh . . . Mark Lbr. & Supply Co., 145-49 Steuben St.—92
Pittsburgh . . . Tot'um Lumber Co., 1820 West Carson St.—92
- TEXAS**
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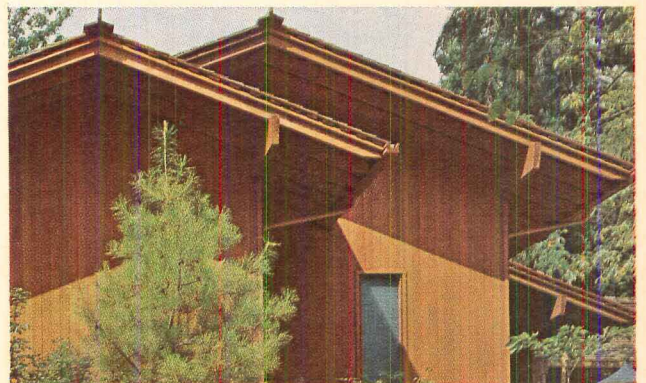
If you don't find a dealer listed near you, send the coupon at right.

For the custom-quality look that sells on sight, think in the tasteful terms of Weyerhaeuser Cedar

You can see why Weyerhaeuser Cedar is so at home in the better neighborhoods. This most adaptable of woods lends its warmth and character, *beautifully*, to every type of architecture. Outside. Inside. All around the house. It gives you the unmistakable edge of custom-quality. And that's what sells houses!



Weyerhaeuser's complete Cedar line also gives you design latitude. Choose from a full range of siding and paneling patterns. In clear-grade or rustic. Plan horizontal, vertical or diagonal applications. Use the saw-textured surface or the smooth. Stain, paint, oil, wax or bleach it. Or leave it natural to silver with the seasons. Then, complete the look of quality with Weyerhaeuser Cedar trim, decking and shakes or shingles. Important, too, is the assurance that Weyerhaeuser Cedar is broadly distributed. It's available, nearby, *when* and *where* you need it. And you *will* be needing it. So send the coupon, today.



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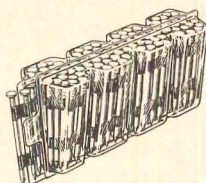


Patents Pending

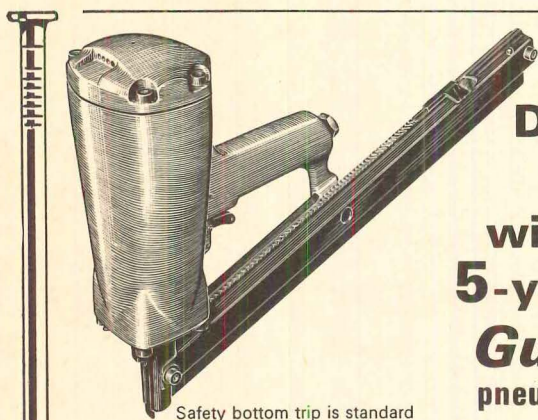
Safety bottom trip is standard

Drive 16d nails at one blow with Paslode's new **Stallion** pneumatic nailing tool

Quick-loading
cartridge holds 125
16d box or sinker nails,
or 120 16d common nails



■ Now you can drive 16d nails the lowest cost way—with a portable cartridge-fed nailing tool. It's another Paslode first! The *Stallion* saves time and effort, eliminates waste of nails, makes every nail count with power to pull boards tight. 4,000 to 5,000 nails per hour is a practical on-the-job speed, including reloading time. For all its power, the *Stallion* weighs only 11 pounds. It operates on compressed air at 80 to 100 p.s.i.



Safety bottom trip is standard

Drive 8d nails at one blow with Paslode's 5-years-proved **Gun-Nailer**[®] pneumatic nailing tool

■ The Paslode Gun-Nailer[®] portable pneumatic nailing tool drives 8d or 6d nails . . . has been proved rugged and dependable in five years of use . . . in cold weather and hot. (The Gun-Nailer was the first of its kind, too). It drives 7,000 nails per hour on the job. It has the power to pull warped boards tight. Yet it weighs less than eight pounds. Operates on air at 80 p.s.i. You can have the nails you need—8d or 6d, common or cooler, regular or galvanized, or screw-type, or ring shank, or acid-etched. They come in sturdy strips of up to 100 nails that load in seconds.

Let us tell you where you can see and try the *Stallion* or the *Gun-Nailer*, or both. Or send for literature.

PASLODE
COMPANY, DIVISION OF SIGNODE

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

continued from p. 104

PREFINISHED KITCHEN/VANITY CABINETS.

Catalog plus price list for five cabinet lines includes descriptions, conditions, guarantees and ordering information. Also covers countertops compact kitchens and shelving. Noblecraft, Hillsboro, Ore. Circle 348 on Reader Service card

TRAILER AXLES.

Engineering catalog covers axles, spindles, brakes and wheels. Includes heavy-duty construction and materials-handling units. Hadco, Los Angeles. Circle 349 on Reader Service card

HARDWOOD SCREENING.

Panels come in poplar, birch or walnut, are supplied finish sanded ready for paint, stain or oil. They measure 1/2" thick, 2' wide, and from 2' to 4' high. A product sheet includes specifications and illustrates four available designs. Penberthy, Los Angeles. Circle 350 on Reader Service card

SOLID-VINYL SIDING.

Full-color booklet describes and illustrates manufacturer's T-lok siding. Also explains how siding serves as insulation does not conduct electricity or support combustion. Mastic, South Bend, Ind. Circle 347 on Reader Service card

DRAFTING FURNITURE.

Modular components are easily re-arranged or added to with nothing more than a screwdriver, says manufacturer. A four-color brochure presents components. Kuhlmann, Houston. Circle 351 on Reader Service card

PLASTIC LAMINATES.

Compact display box—to aid selection by architects—contains sample chips of full laminate line. Parkwood, Wakefield, Mass. Circle 308 on Reader Service card

CRAWLER LOADER.

Twenty-page brochure details improvements—like 15% more horsepower—in manufacturer's loader. Included: complete range of attachments. Caterpillar, Peoria, Ill. Circle 309 on Reader Service card

METAL TIES.

Tests on masonry walls bonded with continuous metal ties are detailed in a technical bulletin. Includes comparisons with brick header-tied walls. Dur-O-Wal, Cedar Rapids, Iowa. Circle 310 on Reader Service card

GLAZED CERAMIC TILE.

Full-color brochure illustrates installations and reproduces full line of 12 colors. Tile can be used for both floors and walls, as well as for countertops and backsplashes. Wenzel, Trenton, N.J. Circle 311 on Reader Service card

CONVERSION BALLASTS.

Complete line of ballasts that convert incandescent installations to mercury lighting—utilizing present wiring systems—is described in a two-page bulletin. General Electric, Schenectady, N.Y. Circle 312 on Reader Service card

FASTENERS.

Four-page catalog includes tapits screwnails and hardened masonry nails—plus self-drilling and tapping screws. Parker-Kalon, Clifton, N.J. Circle 360 on Reader Service card

NO-FROST REFRIGERATOR/FREEZER.

Full-size refrigerator and full-size freezer—side-by-side in cabinet 33" or 36" wide—are presented in a full-color brochure. Optional laminate-panel kits are included. Philco, Philadelphia. Circle 361 on Reader Service card

SLIP-IN ELECTRIC RANGE.

Features of custom and deluxe models are enumerated in a product sheet with full-color illustrations. Range slips into 30" slot. Admiral. Circle 362 on Reader Service card

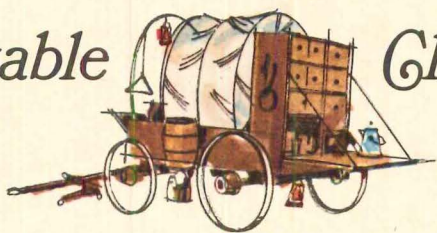
ROOM AIR CONDITIONER.

Cabinet depth 17 3/8"; height, 12 7/8"; and width, 19", as well as minimum and maximum window-opening height, and widths are detailed in a product sheet. In

New literature continued on p. 106



Whoever heard of a glamorous,
comfortable Chuck Wagon?



.....Thousands of Broan Customers.

Unlike the Chuck Wagon "traveling kitchens" that rode the range in the Old West, Broan Chuck Wagon Hoods bring new glamour to modern kitchen ranges and barbecues — the glamour your customers are insisting on!

Your market today wants — and will pay for — glamour, and Chuck Wagon Hoods have it all the way. First, they're precision-manufactured from heavy-gauge steel (or even pure copper); then hand-finished, hand-fabricated, and hand-inspected. No ripples, dimples, 'n dents.

But Broan quality doesn't end there. Unlike so many ordinary range hoods, Chuck Wagons really perform to provide total kitchen comfort. They completely remove cooking odors, smoke, grease and steam—even with indoor barbecues—and make kitchen air as fresh as the outdoors.

Why are they superior? Because they're "tuned" pieces of precision equipment with finely-balanced squirrel cage blowers, close tolerances, and ultra-modern design. Take your choice of four power units delivering 225, 375 or a big 900 CFM.

More features yet: A choice of sizes, shapes, and decorator colors as endless as the quality — literally thousands of versions can be made to your specs (at less than job-shop prices). Five year guarantees on the power units. Washable grease filters and snap-apart construction for easy cleaning. Send in the coupon for more complete information. You'll get a catalog. We'll let it go at that.



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NEW HOODS!

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Chuck Wagons '66 Range Hoods

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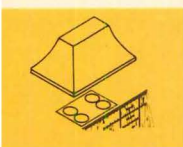
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Architect

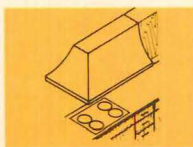
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Dealer

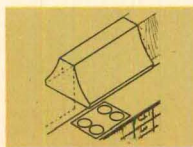
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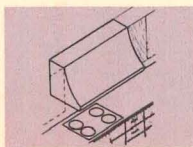
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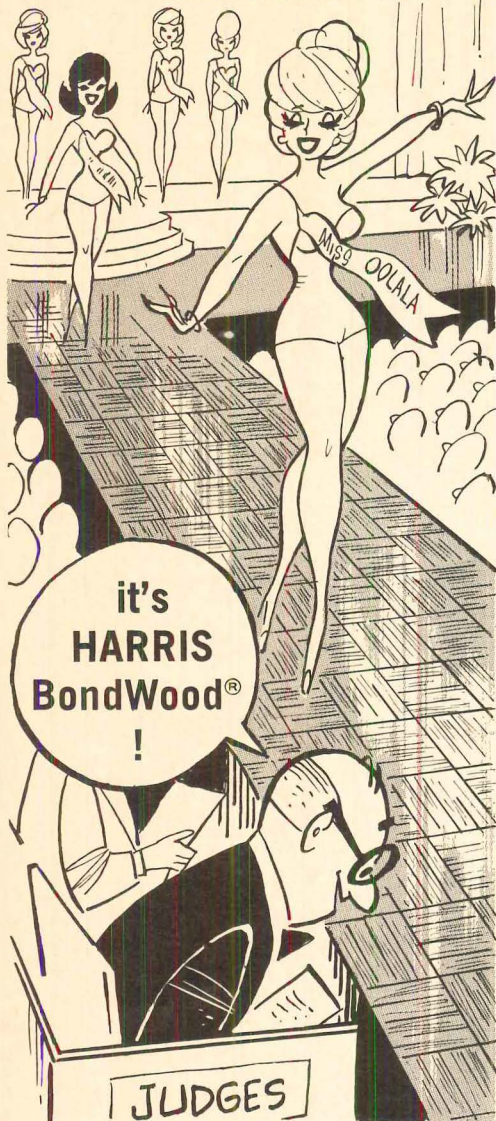
PASS-THROUGH



WALL MOUNT

These are just four of the many Chuck Wagons you can corral

You can't help
but notice . . .



it's
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BondWood®
!

And no wonder. Thick, solid hardwood all the way through, BondWood parquet is designed for adhesive installation over concrete or wood. It's permanent, too. After years of hard wear, BondWood is restored to original beauty with inexpensive refinishing. There's nothing to replace. And no other parquet on the market offers so many different woods and patterns. Best of all . . . BondWood is just one of the "beauties" in the exciting Harris line. Mail the coupon below for a FREE full color brochure that gives all the facts about versatile Harris Flooring!

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COMPANY _____
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HARRIS FLOORING

Hardwood Flooring Since 1898
Parquet • Colonial Plank • Strip • Stairwork

cludes NEMA ratings. Philco, Philadelphia. Circle 363 on Reader Service card

ANCHOR CEMENT. An all-purpose repair and anchoring cement—it patches ceilings, walls and floors; anchors posts, bowls, fixtures and railings—is the subject of a data sheet. Hartline, Cleveland. Circle 364 on Reader Service card

COLONIAL PLANK FLOORING. Product sheet describes grades, species and types as well as how to install, sand and finish. Includes specifications. Harris, Johnson City, Tenn. Circle 365 on Reader Service card

EXTERIOR SIDING. How to install siding that forms a continuous design—with integral ribs spaced 8" o.c.—is the subject of a technical bulletin. Masonite, Chicago. Circle 366 on Reader Service card

DECORATING IDEAS. Handbook of ideas to guide room planning and decoration is illustrated in full color. Many rooms in 28-page book feature manufacturer's plastic-finished paneling. Marlite, Dover, Ohio. Circle 367 on Reader Service card

TRUCK COMPARTMENTS. Full-line catalog for 1967 presents pickup-truck compartments with a design innovation: A flip-top simplifies opening and closing. Options include ladder rack. Pierce, Appleton, Wis. Circle 368 on Reader Service card

SHELVING SYSTEM. Thirty ways to use shelving are pictured in a pocket-size folder in full color. Includes cost estimator and installation instructions. Dorfile. Circle 369 on Reader Service card

STEEL FRAMES. How to anchor steel frames in walls is described in a four-page brochure—with diagrams. Shown are masonry, wood-stud, floor and channel-type anchors, plus adjustable ceiling struts. Amweld, Niles, Ohio. Circle 370 on Reader Service card

PARTICLEBOARD. File folder for wood-product manufacturers, builders and architects contains technical data on both core stock and underlayment. Brooks-Willamette, Bend, Ore. Circle 371 on Reader Service card

WOOD PLANK FLOORING. How to install planking is the subject of an illustrated guide. Step-by-step instructions tell how to prepare, fasten, sand and finish. Harris, Johnson City, Tenn. Circle 372 on Reader Service card

ADHESIVES. Five products—contact cement; panel adhesive; and epoxy, resorcinol and plastic-resin glues—are examined in a pocket-size folder. A chart pinpoints the right glue for wide range of applications. U.S. Plywood, New York City. Circle 373 on Reader Service card

TRANSITS AND LEVELS. How to use transits and levels for faster, more accurate building is the subject of a pocket-size folder. C. L. Berger & Sons, Boston. Circle 374 on Reader Service card

VINYL-LINED POOLS. The advantages of below-grade swimming pools are enumerated in a brochure outlining a package approach. Examples: quantity discounts for builders, available financing plans. Union Carbide, New York City. Circle 375 on Reader Service card

DOOR ROSETTES. Solid-brass and bronze escutcheons with hand-sculptured look may be used with lock rose sizes from 2 9/16" to 2 5/8" in diameter. Specification brochure illustrates full line. Art/Cast, Pomona, Calif. Circle 376 on Reader Service card

TRUSS EQUIPMENT. Hydraulic assembly system is geared to the small- or medium-sized firm interested in developing a volume truss operation. A four-page folder describes the system. Timber Engineering, Washington, D.C. Circle 377 on Reader Service card



The sign of an overnight success

A Quality Courts Motel means more than sound investment. It means profit. Extra profits because of higher occupancy, low operating costs and more favorable room rates—a 30% greater annual income than the industry average.

Nearly 500 Quality Motels are linked together by the Sunburst sign...an extensive nationwide advertising program, and a standard code of superior service and hospitality. Now by Qualimax—the most advanced computerized reservation system in the industry.

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House & Home ADVERTISERS' INDEX

Page			
32, 33	Aluminum Company of America	38, 39	Kemper Brothers, Inc.
37	American Radiator & Standard Sanitary Corp.	97	Kingsberry Homes
86	Architectural Aluminum Mfg. Association	89	KitchenAid Home Dishwasher Div. (Hobart Mfg. Co.)
d Cover	Armstrong Cork Company (Floor Division)	7	Kohler Company
			94 U.S. Rustic Cedar Homes, Inc.
			104, 105 Weyerhaeuser Company
		103	Lennox Industries, Inc.
95	B. F. Goodrich Chemical Co.		100E2A, E2B Zell Products
78	Bangkok Industries		N2A, N2B
11	Berns Air King Corp.		
99	Bethlehem Steel Corp.		
35	Bird & Son, Inc.	36	Mississippi Glass Co.
107	Broan Manufacturing Co.	14, 15	Moe Light Division (Thomas Industries, Inc.)
26, 27	Bryant Manufacturing Co.	19	Mosaic Tile Company
31	Caradco, Inc.		
25	Cast Iron Pipe Research Association	100W1	Norris Industries
79-82	Celotex Corporation	1, 2	NuTone, Inc.
91	Certain-Teed Products Corp.		
100	Chicago Title Insurance Co.		
d Cover	Congoleum-Nairn, Inc.		
78	Cornell-Newton, Inc.		
		40-42	Overhead Door Corp
		13	Ozite Corporation
94	Diazit Co., Inc.		
N1, S2	DuPont De Nemours & Co., Inc., E. I. (Building Products)	106	Paslode Company
34	DuPont De Nemours & Co., Inc., E. I. (Freon)	76, 77	Pittsburgh Plate Glass Company
		102A, B	Pope & Talbot, Inc.
		8, 9	Portland Cement Association
		21	Price Pfister Brass Mfg. Co.
74, 75	Edison Electric Institute		
h Cover	Emerson Electric Co.		
24	First Mortgage Investors		
34	Flexicore Co., Inc.		
93	Float-Away Door Company		
		108	Quality Courts Motels
		100S1, SW1	Rangaire Corp.
		22, 23	Red Cedar Shingle & Handsplit Shake Bureau
		17	Reichold Chemicals, Inc. (Reinforced Plastics Division)
28	Grote Manufacturing Co.	29	Republic Steel Corp.
108	Harris Manufacturing Co.		
98	Hart & Cooley Mfg. Co.	92	Smith & Loveless
84, 85	Hotpoint Division (General Electric Co.)	100W2	Southern California Edison Co.
		78	Texas Apartment Association
96	In-Sink-Erator Mfg. Co.	4	Tile Council of America, Inc.

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Underfoot comfort—the unexpected extra that makes your kitchens extra special.

Because the kitchen is one of the key factors in creating interest in your homes, you give it all the woman-appeal you can. From her very first step on a floor of Cushioned Vinyl Corlon, your prospect will know you're featuring something extra special.

Cushioned comfort. A thick, vinyl-foam backing gives Cushioned Vinyl Corlon the difference she can feel—surprisingly soft and comfortable underfoot.

Quiet. If you're building a "quiet home," this is the floor for you. Cushioned Vinyl Corlon's thick cushion back hushes the sounds of footsteps and the clatter of dropped objects—it just has a way of keeping things quiet.

Tough, long wearing. For all their light-footed comfort, Cushioned Vinyl Corlon floors are as tough as any floors Armstrong makes for the home. Even spike heels won't leave dents. Cushioned Vinyl Corlon gives underfoot, then comes right back.

Sealed seams. Over 5,000 mechanics across the country have been schooled in a new seam-sealing process developed exclusively for Cushioned Vinyl Corlon. To begin with, Cushioned Vinyl Corlon is installed in 6-foot-wide rolls, so seams are minimized. And where there is a seam, it's sealed and completely waterproofed by this special technique.

Consumer awareness. 90 million homemakers have already been exposed to Cushioned Vinyl Corlon in 14 of the leading home service magazines. These are the publications read regularly by your very best prospects—people actively seeking new home ideas. And national advertising of this kind will continue throughout 1967. Cushioned Vinyl Corlon is also being featured in commercials on Armstrong's weekly TV show, "The Big Valley", and TV musical spectacles, "Brigadoon", "Carousel", and "Kismet", all in color.

Builders who feature Cushioned Vinyl Corlon will receive floor identification signs, wall plaques, literature—

everything needed to make the most of this consumer awareness.

Two pattern lines, two price ranges. Shown here, Cambrelle, the latest addition to the Armstrong Cushioned Vinyl Corlon line. Its textured surface, marble-type veining, translucent chips, and glitter accents create a style particularly suitable for the kitchen (but an attractive addition for any room). Your Armstrong representative can give you all the details on Cambrelle and Cambrian Cushioned Vinyl Corlon and the hard-hitting sales aids behind them. Call him today. Or write: Armstrong, 308 Sixth St., Lancaster, Pa. 17604.

Product Data, Cambrelle Cushioned Vinyl Corlon Textured surface with vinyl construction all the way to the backing Cushioncord Back is foamed vinyl Gauge is .140" Installation above, on, or below grade 6'-wide rolls Approximate cost \$1.05—\$1.20 sq. ft. installed.



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