

House & Home

THE MARKETING AND MANAGEMENT PUBLICATION OF THE HOUSING INDUSTRY

OCTOBER 1967



High-priced townhouses in Buffalo, N.Y.

**Homebuilding's growing opportunities
in the many-sided urban market**



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.

Available in 4 attractive brick colors: red, brown, green and beige. Village Square goes well in kitchens, family rooms, halls . . . makes any room seem larger . . . look lovelier.

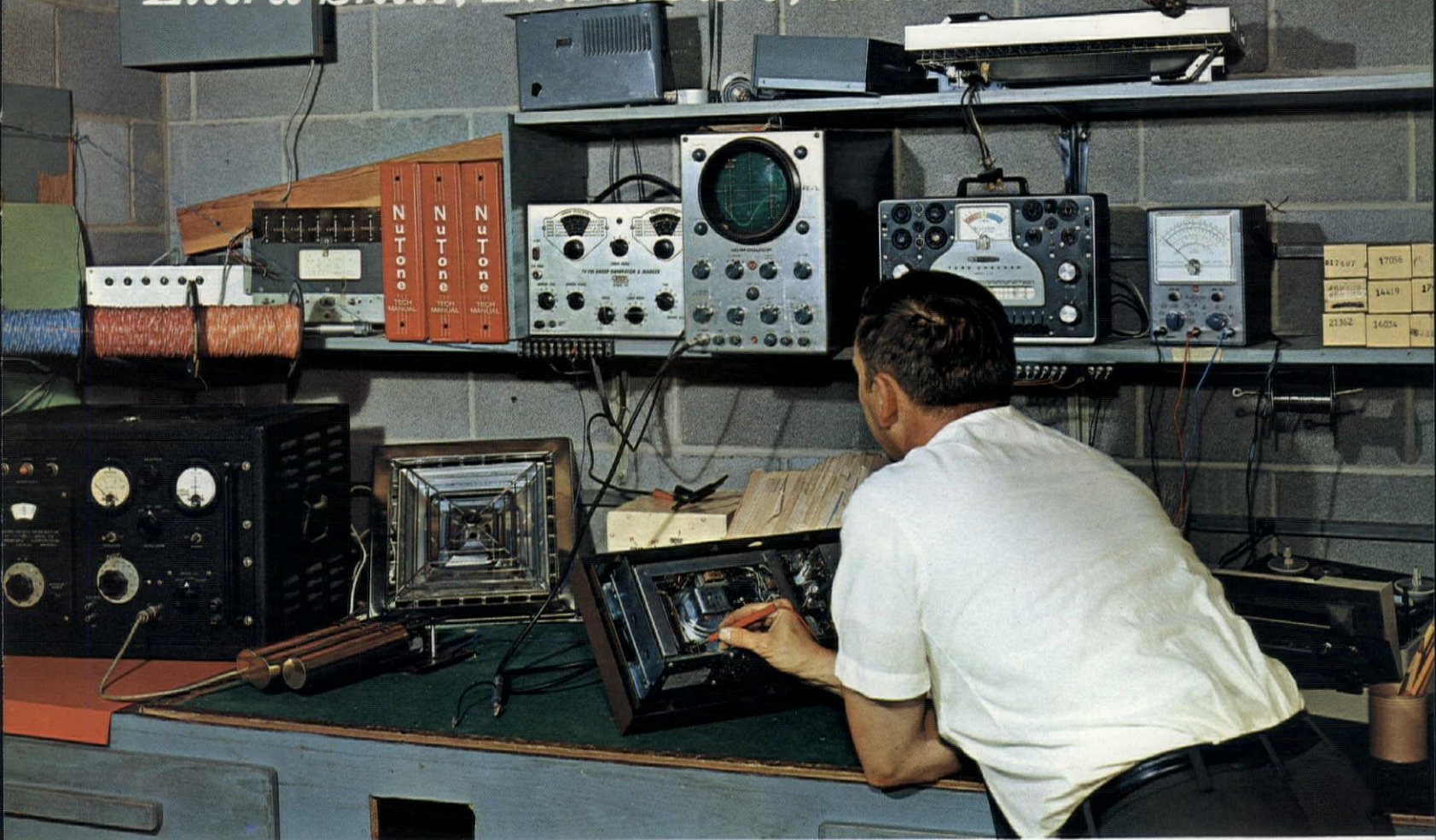
Village Square is made with the builder in mind, too. Continuous 6' width means fewer seams. Clear Felt backing makes it easier to install. Embossed design hides underfloor irregularities. And with all these wonderful advantages, Village Square is surprisingly low in cost . . . fits almost any building budget.

For free sample or other information, write to Congoleum-Nairn, Inc., Kearny, New Jersey 07032.

Congoleum-Nairn
FINE FLOORS

A comprehensive Home Builder Program has been developed to help you sell your product faster. Write Congoleum-Nairn. Builder Service Department.

*You Can Depend on NuTone People for
Extra Skill, Extra Care, and Extra Value*



Service Available Whenever You Need It

If you ever have a service problem with any NuTone Product, there is expert help in or near your neighborhood. NuTone has a major network of authorized, qualified service men all over the United States, ready to handle the trouble promptly. No delays. No jobs held up. No red-tape to contend with. Besides . . . NuTone's Factory Salesmen are always 'on-call', and a \$500,000.00 Warranty Policy is further protection. These extra values underscore product-quality, and features that make NuTone your best buy in each of 8 Product Lines!

SEE NEXT PAGE 



NO. 3 IN A SERIES OF
IMPORTANT MESSAGES...

NuTone

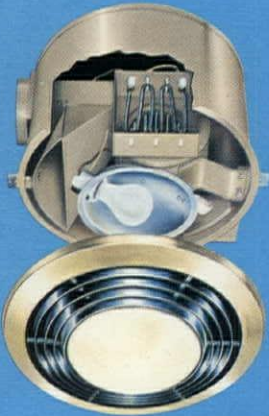
TO LEADING CONTRACTORS,
BUILDERS & ARCHITECTS.

There Is a 'Warming' Trend in American Bathrooms

A NuTone Heater is a point-of-sale anywhere! Every climate has chilly mornings and between-season weather. Bathroom heat is for comfort, but buyers also like the money they save by not having to start a furnace before heat is needed throughout the house. These are some of many reasons why your best prospects *expect* to find auxiliary bathroom heat in the homes you offer. To them, it's the mark of a 'Quality Builder'.

NuTone makes it easy for you to feature safe, reliable, efficient auxiliary heat, in all your bathrooms . . . from the very lowest budget up. In more than 20 models, there is the 'sell' of automatic reset thermal protection, multi-ray reflectors, armored heat elements, much more. For you . . . installations savings, with plug-in B-units, adjustable brackets and hanger bars. No blocking, framing between studs or joists.

NuTone Offers the Largest Selection of Bathroom Heaters



Heat-A-Ventlite[®]
One of 4 Models

Heat, light and ventilation . . . in one ceiling unit. Full heat-output in 15 seconds. Quiet Blower!



Heat-A-Vent[®]
One of 2 Models

Heat, and quiet ventilation in a ceiling fixture. Ideal for apartments, homes and motels.

Write for Color Literature!
NuTone, Inc., Dept. 10
Cincinnati, Ohio 45227




See Previous Page



**Fan-Forced
Wall Heater**

One of 2 Models with quiet switch or thermostatic control. Angled Grille, for best heat distribution!



**Radiant
Wall Heater**

One of 6 models with manual, or thermostatic control. Polished reflectors, for high efficiency.

EDITOR

Richard W. O'Neill

MANAGING EDITOR

John F. Goldsmith

SENIOR EDITORSJames P. Gallagher
Maxwell C. Huntoon Jr.
Edwin W. Rochon**ASSOCIATE EDITORS**Frank Lalli
H. Clarke Wells**ASSISTANT EDITORS**Eugene E. Epstein
Peter D. Tomarken
Jenepher Walker**ART DEPARTMENT**Howard R. Berry, director
Barry W. Schiller, associate
Lorraine J. Clew, assistant**EDITORIAL ASSISTANTS**Patricia Betz
Grace P. Micciola
Gail B. Sclar**CONSULTING ECONOMIST**

George A. Christie

McGRAW-HILL WORLD NEWS

John Wilhelm, director; Jules Abend, domestic news editor; Karol Wasylshyn, foreign news editor. Domestic News Bureaus—Atlanta: Frances Ridgway, chief; Reginald Rhein. Chicago: James Rubenstein, acting chief; Terry Sharpe. Cleveland: Arthur Zimmerman, chief. Dallas: Marvin Reid, chief; Mary Lorraine Smith. Detroit: James Wargo, acting chief; Marianne Friedland. Houston: Robert Lee. Los Angeles: Michael Murphy, chief; Barbara Lamb. Pittsburgh: Lou Gomolak, chief. San Francisco: Margaret Drossel, chief; Jenness Keene, William Arnold. Seattle: Ray Bloomberg, chief. Washington: Arthur Moore, chief; Charles Gardner, newsdesk; John Nicholson.

PUBLISHER

Eugene E. Weyeneth

ASSOCIATE PUBLISHER

Blake Hughes

CIRCULATION MANAGER

Henry G. Hardwick

ADVERTISING SALES MANAGER

Richard H. Freeman

**McGRAW-HILL**

HOUSE & HOME Oct. 1967, Vol. 32, No. 4. Published monthly by McGraw-Hill Inc. Founder: James H. McGraw (1860-1948). Subscription rates for individuals: U.S. and possessions and Canada, \$6 per year; single copy, if available, \$1; Latin America & Philippines, \$20; elsewhere, \$25. Executive, Editorial, Circulation and Advertising offices: McGraw-Hill Building, 330 West 42 Street, New York, N.Y. 10036. Telephone: 971-3333. Second class postage paid at Washington, D.C. and at additional mailing offices. Published at 1500 Eckington Place, N.E., Washington, D.C. 20002. Title © in U.S. Patent Office. Copyright © 1967 by McGraw-Hill Inc. All rights reserved. The contents of this publication may not be reproduced either in whole or in part without consent of copyright owner. **Officers of McGraw-Hill Publications:** Joseph H. Allen, president; Baynard E. Sawyer, executive vice president; Robert F. Marshall, senior vice president—operations, vice presidents: John R. Callahan, editorial; John M. Holden, marketing; Paul F. Cowie, circulation; Angelo R. Venezian, production; Jerome D. Luntz, planning and development; Robert M. Wilhelmy, controller. **Corporation Officers:** Donald C. McGraw, chairman of the board; Shelton Fisher, president; L. Keith Goodrich, Hugh J. Kelly, Robert E. Slaughter, executive vice presidents; Donald C. McGraw Jr., senior vice president—manufacturing services; John J. Cooke, vice president and secretary; John L. McGraw, treasurer. Member: Audit Bureau of Circulations and American Business Press. This issue of House & Home is published in national and separate editions noted or allowed for as follows: Western W1-W4; Midwest M1-M2; North Central N1-N4; Southern S1-S2; Swing SW1-SW2. Postmaster: Please send form 3579 to House & Home, 540 North Michigan Ave., Chicago, Ill. 60611.

House & Home

A McGRAW-HILL PUBLICATION

VOL. 32 NO. 4

OCTOBER 1967

EDITORIAL**States' rights and sick cities**

61

State governments are worried because, they say, Washington is bypassing them to work directly with cities. True—but states have only themselves to blame

FEATURES**The new urban market: What's in it for you?**

62

The growing need for more and better housing in our cities is opening up new opportunities for builders. Four case studies show some of the possibilities

1. You can turn old city estates into small, high-priced subdivisions 64
2. You can tap the market for middle-income rentals—if the city cooperates 68
3. You can turn run-down city houses into profitable investments 72
4. And in a larger city, you can choose from a variety of opportunities 74

Three award-winning projects for urban-renewal areas

78

They show that urban renewal can create a new environment as well as new structures; and they set a standard that every city should strive for

Why can't we build low-income housing in our cities?

84

A HOUSE & HOME Round Table explores the roadblocks that keep us from building houses for our urban poor, and possible ways of removing the blocks

NEWS**Why aren't homebuyers buying? They're home sulking**

5

A HOUSE & HOME survey of "lookers" in twelve metro-area subdivisions finds skepticism about the economy and resentment over higher prices

Market slowdown delays housing market's big recovery

6

The rally that triggered high hopes for the industry last spring has flattened out, and it now looks as if 1967 will wind up as only a so-so housing year

The President applies some new ideas to old housing programs

16

Mr. Johnson sets aside surplus federal land for a private housing development and takes other steps to draw private enterprise into urban building

DEPARTMENTS

Mortgage-market quotations	18	New products	100
Housing-stock prices	24	New literature	118
Leaders	44	Reader service card	105
Letters	52	Advertising index	121
Technology	96		

Cover: High-priced townhouses in Buffalo, N.Y. Builder: Hubert Perry. Architects: Gordon Hayes and Herbert G. Smith. Photo: John De Bus
For story, see p. 64.

NEXT MONTH

A preview of the most-significant new products for 1968, with special color sections . . . New in-depth survey offers some surprising facts on what homebuyers really want . . . A new way to cut building costs on hilly land



How to make a good house great:

Mellowood Cabinets by Kitchen Kompact

Start with a Great Idea — Mellowood cabinets crafted by Kitchen Kompact. It's a stunning and exciting way to add sales appeal to your homes. Friendly, warm Mellowood is classically styled — doesn't date itself. And the rich, lush wood tones will complement any kitchen decor. The KK construction is just as good as its handsome appear-

ance. An improved dual drawer suspension system affords even smoother drawer action. KK's exclusive rounded drawer design have proved itself exceptionally strong plus making cleaning far easier.

Here's another Great Idea . . . use Kitchen Kompact Mellowood cabinets in other room areas . . . game

room, den, family room. Provides a finished, professional touch plus giving valuable, extra storage space.

Check Kitchen Kompact's two distinguished cabinet lines — Mellowood and Fruitwood. You'll see why KK has been acclaimed "The Best Value in Cabinetry".

Want some Great Ideas for your homes? Write for the new booklet, "Great Ideas with Kitchen Kompact". Free for the asking.

Kitchen Kompact, Inc.
911 East 11th Street
Jeffersonville, Indiana 47130



A GREAT IDEA!

Why aren't houses selling? Buyers are home—sulking

Across the nation subdivision traffic is slow and sales are disappointing. Reason: Today's potential homebuyer just isn't in the mood to buy; he has too much to sulk about. He's skeptical of general economic conditions (such as the proposed surtax and rising costs of the Viet Nam War), resigned to paying high interest for a new-house mortgage, frustrated by a scarcity of new houses and resentful of rising house prices.

That is the overriding conclusion to be drawn from a late-summer HOUSE & HOME survey of 12 major metropolitan areas.* To find out why potential buyers aren't buying, H&H correspondents went out to new-house subdivisions in each area and interviewed house shoppers.

After interviewing 120 families (One correspondent said, "The hardest part of the assignment was finding the prospective buyers.") the correspondents compiled 51 pages of reports, out of which came these four specific conclusions:

1. *Chances are, the people looking at model houses have compelling reasons to buy.* All those Sunday-afternoon wanderers, who often clog model houses but only occasionally buy, are staying at home.

Many of the families interviewed by H&H had outgrown their old houses, such as a Detroit couple with four children who bought a \$30,000 house. "We had no choice," the father said. Others were transferees, frantically house-searching. Said an Atlanta salesman, "I should rent for a while. But I want to get my three children settled in school, so I'll buy now." And others had simply made up their minds to

* Atlanta, Boston, Cleveland, Dallas, Detroit, Kansas City, Mo., Los Angeles, Miami, Oakland, Calif., St. Louis, San Francisco and Seattle.



POTENTIAL BUYERS flocked to see new models offered by Los Angeles builder George Holstein.

find a house. Said a Boston mother of three small children: "After nine years of renting, we finally got some money together. Nothing can stop us from buying a home now."

While buyers with acute housing needs tended to ignore national economic conditions, others who felt less compelled to buy seemed preoccupied with the economy. One Los Angeles man summed up buyers' economic skepticism by saying, "If it's not tight money or another Viet Nam or higher property taxes or a recession just around the corner, it's something else."

The lack of compelling need—and the skepticism—may help explain why only two of the 120 families interviewed simply wanted to trade up to a better house.

2. *All the talk about interest rates is scaring away only the people who probably don't want to buy anyway.* For example, a Detroit man with three children who had decided to rent said, "I consider any interest rate over 5% a crime."

But some buyers who had been shopping for a long time were more realistic. Rea-

soned a 26-year-old father in Dallas: "I can't go wrong; property values won't go down in this area." And a lawyer said, "The difference in a fraction of a per cent interest is only about \$2 a month."

3. *Builders who aren't building new model houses are probably helping prolong housing's doldrums.* In city after city, builders are sticking with last year's models and vainly waiting for buyers. Meanwhile, people are standing in line to see the new models. H&H's Los Angeles correspondent reported, "The new projects, such as Deane Bros.' Pacific Sands, had people touring the models at all times (photo, left). But the old projects nearby had no traffic at all." Correspondents in Kansas City and Miami made similar observations. Said a Miami housewife: "There is nothing to choose from. We will have to wait."

4. *Sharply rising house prices are costing builders some sales,* and embittering some buyers who, unable to qualify in 1966, returned this year only to find the same houses priced \$500 to \$1,200 higher. A Cleveland man said, "By the time all the 'little extras' are added, better fixtures, interest rates and all the rest, the prices are out of this world. It's just as cheap to rent—and I think I will." In Los Angeles a young married man said, "We're cramped in our apartment and we can afford about a \$19,000 house. But we can't find anything decent in that price range."

Buyers seemed painfully aware that house prices will increase in the foreseeable future, and some have decided against waiting any longer. A knowledgeable Cleveland house shopper said, "Prices went up 7% last year, and they will go up another 10% this year. So now is as good a time to buy as any."

Levitt, Act 2: Can ITT's merger conditions be met?

Before Levitt & Sons Inc. can close its \$92-million merger with International Telephone & Telegraph Corp., Levitt's fiscal year (ending in February '68) must be by far the best the company has ever had. And from all indications, it will be.

Two knowledgeable mortgage bankers say the merger, described by an ITT press release as "subject to fulfillment of certain conditions," carries the proviso that Levitt's earnings per share must jump to \$1.75 in fiscal '68 from the current \$1.28. That 47-cent boost would be more than double the 22-cent increases Levitt & Sons has averaged since 1963.

If Levitt fails to reach the \$1.75 mark, the merger could stall—or go into renegotiation, the informants say. As the merger was outlined in August, Levitt & Sons would be purchased for \$92 million through the exchange of 28½% of one ITT share for each of Levitt's 3 million shares [NEWS, Sept.].

Some comment. ITT's Stanley Luke, senior vice president in charge of negotia-

tions, declined to comment on the \$1.75 target. ("That's a question for Levitt.")

Levitt's Executive Vice President Richard M. Wasserman said: "There is no truth to the reports that the merger will be abandoned if Levitt doesn't hit the \$1.75 earning mark." When asked by HOUSE & HOME if that meant the merger could be renegotiated, he said, "No comment."

A Wall Street analyst who follows the Levitt company closely added, "A \$1.75 target won't be a problem. Privately, company executives are predicting that earnings will hit \$1.80 and that sales will top \$120 million." No homebuilding company has ever recorded sales even as high as \$100 million. Last year Levitt did \$93.5 million, with profit of \$3.9 million.

A good year. The Wall Street analyst said Levitt houses are selling better than expected in all the company's ten market areas—from Chicago to Paris, France. He added: "I think Levitt will reach 5,300 units, up from 4,300 in fiscal 1967."

This bullish report was supported by

Wasserman in a telephone interview, though he declined to predict more than a 20% sales and profit increase.

Accounting for success. There are at least three factors that help explain Levitt's volume this year. Items:

1. Big companies that arrange long-term financing always do better than smaller builders in tight-money periods.

2. All of Levitt's new subdivisions were instant successes. Here is a breakdown of the houses expected to be delivered:

Chicago	115 units
Baltimore	100 units
Virginia	400 units
Crofton, Md.	100 units
Monmouth Heights, N.J.	500 units
Huntington, N.Y.	100 units
Total	1,315 units

3. Above all, this year's general 10% to 15% price increase in new and used homes has made Levitt's models even more attractive to buyers. Says the analyst:

"Levitt is doing so well that I'm certain the ITT merger will be closed in January."

A market letdown again delays housing's big recovery

The housing revival that generated such high hopes last spring has flattened—at least temporarily—under the impact of high house costs and a confused mortgage picture (see p. 18).

This letdown is the major finding in Advance Mortgage Corp.'s survey of the nation's principal housing markets through the second quarter.

Most forecasters now agree that 1967, which started as a year of full comeback and more, will turn out to be only so-so. For the second year in a row, says Advance, production of houses and apartments will run far behind demand.

"It's not a good year," says NAHB economist Michael Sumichrast, "though the industry will probably complete 1.2 million private units."

Brakes on market. Last year it was tight money that sandbagged housing markets everywhere. This year costs are up and there are these other factors:

- Demand in such sensitive areas as Atlanta, Chicago and San Francisco has fallen.

- Doubling-up has increased.
- The nation's job-growth rate is only half of what it was a year ago.

The experts are lukewarm in predictions for 1967 despite the 11% jump in housing starts in July. (That was the highest annual rate—1.35 million—since April 1966.) One reason for the caution is that permits, a better market indicator than starts, fell in July. Another reason is that forecasters' earlier predictions of a boom now tend to make this year look worse than it really is, and experts don't want to take the industry through another hope-and-disappointment cycle.

A good 1968. The latest quarterly Metropolitan Housing Forecast, for 103

metropolitan areas accounting for 55% of U.S. homebuilding activity, says there will be 3% fewer starts this year than last, with all the loss in multifamily units. But 1968 will show a substantial gain shared equally by houses and apartments. The prediction: starts up 10% over '67 to 1.3 million units.

This isn't a full recovery to the 1.6 million of 1963, nor is it "normal" production when measured against the 1.5 million annual average of the last ten years.

Some blame for the housing slowdown can again be laid to money trouble, even though money is in better supply this year. Rising bond yields have driven mortgage rates up since May.

But prices are the big factor. The Advance survey found both land and house prices have climbed 10% *this year*. Thus, both builders and buyers must borrow more money than last year, sometimes under stricter terms, to match 1966 output.

As both builders and buyers struggle to adjust, the market continues to stagnate (see p. 5).

The boom on the way. But there are virtually certain indications that the market will build up steam after 1968.

1. There is money available. Thirty-billion dollars in savings flowed into mortgage lending institutions during the first half of 1967, exceeding the total for all of 1966. These savings are at the highest level ever reported. Compared to the same period of "normal" 1965, savings are 40% higher, and look as if they'll continue at only slightly below this clip for the rest of the year.

2. The nation is on the brink of a housing shortage. Builders' inventory of new unsold homes is now the lowest it's been in years—200,000 units, according

to Census Bureau figures. Says NAHB's Sumichrast: "Inventory is disappearing rapidly, due to the very low level of houses being built and the increasing rate of demolitions. If this continues, we'll soon have a shortage."

It may take such a shortage, say many experts, to open up the market; then sheer demand will keep it going. A new Morgan Guaranty survey forecasts a rise to two-million units by 1970. But the survey qualifies this by stating that the demand may not necessarily add up to an increase in the purchase of single-family units. Declining birth rates (20% of women at child-bearing age now take birth-control pills) could mean that childless couples will be satisfied with apartments. Also, mobile homes will take an increasing share of the market.

New money. There's another significant reason for apartments' faster growth: New investors are entering the real estate market. *The Harvard Business Review* points out that corporations and institutions are interested in the tax shelters that real estate provides.* Since single-family houses, once sold, provide nothing comparable to the continuing depreciation tax shelter of apartments, it's apparent that much of this new money will be offered to apartment builders.

The population shift to urban areas—an estimated 70% by 1970—also suggests more apartments. Adding it all up, NAHB estimates that 42% of all housing units built in the next ten years will be multifamily. That would compare with only 25% during the last decade.

—EUGENE EPSTEIN

**Real Estate as a Corporate Investment*, by Samuel L. Hayes and Leonard M. Harlan. July-Aug. 1967.

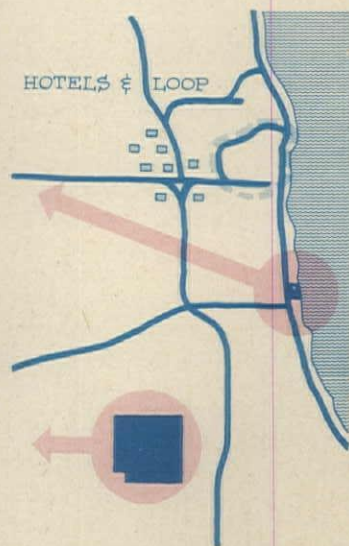
Move over, Bossie: Homebuilders need your home for a convention

It's better than nothing; for a while this year the homebuilders were homeless.

The last seven National Association of Homebuilders' conventions took place in Chicago's McCormick Place. But with that hall in ashes following a January fire (right, top), NAHB needed a home for its Dec. 3 to 7 convention.

Someone suggested Chicago's cow palace—the International Amphitheatre that houses the International Livestock Exposition (right, bottom). It was a fine idea, except that the cow people thought of it first. But in an accommodating gesture, they agreed to move out early so the hall can be cleaned up before NAHB's 33,000 delegates come tramping into town.

Anyway, cows and builders seem to go together. In January 1969, the NAHB convention will move to Houston's Astrohall, deep in cow country.





**If you think patterns look wild on women,
wait'll you see them on Ozite's newest carpet.**

New Ozite Futuristic . . . the kind of exciting idea you'd expect from the creators of outdoor-indoor carpet.

Futuristic carpet for indoor use . . . a totally new commercial and residential floor covering that gives you just about every plus in the book. Dramatic new patterns . . . ranging from the bold and brilliant to the soft and subtle. And everything in-between. Fresh, clear colors. Rugged commercial carpet quality, with a high density foam rubber back built-in for extra plushness. Easy to install. A snap to maintain.

Futuristic . . . an inspired combination of Ozite's Needlebond manufacturing process and the ultimate in color and design techniques. All at a fraction of what you'd expect to pay.

Mail in the coupon and discover why your carpet installations should follow a different pattern. Ozite's Futuristic.

OZITE CORPORATION Dept. CM.
7-120 Merchandise Mart • Chicago, Illinois 60654

Please send me complete information on new Futuristic carpet by Ozite.

Name _____
Firm _____
Title _____
Address _____
City _____
State _____ Zip Code _____

Futuristic CARPET BY **Ozite**[®]

©Ozite is the exclusive trademark of the Ozite Corp., 7-120 Merchandise Mart, Chicago, Illinois.

Dress by Rudi Gernreich available at Splendiferous. Shoes by Capezio.

NAHB asks for \$650,000 marketing effort and \$25 dues hike

Right from a staffer's opening remarks—"I am happy to report we are still alive"—money was the dominant theme of the National Association of Homebuilders' summer board meeting in Buffalo. Items:

- NAHB leaders collected pledges for \$50,000 of \$200,000 needed to launch homebuilding's first nationwide marketing effort. Its aim: to persuade families to seek a new home or apartment. Its theme: "The name of the game is living. Explore a new home today."

- To pay for the marketing effort in 1968 and to expand NAHB services, leaders asked that national dues be doubled to \$50 effective July 1, 1968. That request will come to a vote at the December convention.

- NAHB Vice President and Treasurer Eugene A. Gullede announced a fiscal 1967 deficit of \$111,561.

- A resolution endorsing President Lyndon Johnson's proposed 10% surtax was passed after it sparked the five-day meeting's only spirited debate.

Out-marketed homebuilding. Top NAHB officers concentrated on seeking support for the long-range market effort, which was worked out jointly by NAHB and Bloom Advertising of Dallas. Marketing Committee Chairman Milton Kettler, Washington, D.C. builder, told the 300 NAHB directors at the August meeting:

"Let's face it. We are being out-marketed by the car, television and boat industries—and others. We have to market as an association. We are late, and we can't afford to be any later."

Apparently the directors agreed. With the enthusiasm of a revival meeting, director after director promised his share of the \$200,000 "seed money" that is needed in September to promote the program among homebuilder associations and 500

The Name of
the Game is
Living.
Explore a
New Home
Today.

Sones Lumber Company

MODEL BILLBOARD prepared for NAHB's new marketing program features environmental slogan.

New program, which supplants "Buy Now" campaign, was successfully field tested in Dallas.

manufacturers. The other \$450,000, for national advertising in 1968, would come from the dues increase.

Multi-level marketing. Here is how "The name of the game" would work:

In the spring, NAHB would place ads with the environmental "name of the game" pitch in national consumer magazines. At the same time, with the help of NAHB model ads and radio-TV scripts, builders, local homebuilder associations, associate NAHB members and manufacturers would tailor their local advertising to the same pitch. Typical theme: "The name of the game is living. Explore a home built by Jones Inc. today" (example above).

The program's ultimate scope—and cost—depends on how well it catches on nationally. To give it a fair chance, said NAHB President Leon Weiner, the national effort should continue for at least three years. A long-range financing plan—such

as requesting \$1 for each house built—won't be decided on until 1968.

Dues hike. NAHB First Vice President Lloyd E. Clarke was careful to point out that the marketing plan was only one of many reasons a national dues increase was requested for the first time in ten years. Among the other reasons cited were 1) the need for better land use and research programs, 2) the need for stronger legislative effort at the local level and 3) the current financial over-dependence on the December convention, which produces 30% of NAHB's annual income.

Other action. In voice votes, the directors passed six resolutions. Highlights:

- Calling upon President Johnson to establish an independent agency on manpower training in the construction industry.

- Endorsing President Johnson's effort to attract private management for public housing. (see p. 16).

Homebuilder group drops 19 builders in fight against striking plumbers

The 19 builders—one expelled and 18 suspended—were punished by the Kansas City Home Builders Assn. for working Local 8 (AFL-CIO) plumbers during a ten-week strike.

But the drastic action hardly seemed worthwhile. In August, Local 8 accepted a \$1.65 hourly wage increase to be spread over two years—just 35¢ less than they originally demanded. The boost was four times larger than any other Kansas City, Mo., building trade had ever won.

Though the plumbers were negotiating with a contractors group—not the homebuilders—the HBA sent letters to its 242 builder-members asking them 1) not to work striking plumbers and 2) not to pour new foundations during the strike. An HBA official who withheld his name says:

"We wanted to present a united front to help drive down the settlement price."

But Frank W. Fisher, Local 8 secretary-treasurer, says, "The builders didn't influence the final settlement one bit. All

they did was prolong negotiations."

Though residential construction dropped 50% during the strike, Local 8 plumbers had no trouble finding work, so they felt no economic pressure to settle.

Furthermore, a local lawyer, Stanford Madden, says, "Certain subcontractors are discussing suits against the HBA for anti-trust violations."

Bygones be bygones. By September, the HBA seemed willing to lift the suspen-

sions slowly, in part because it became known that a great many HBA builders worked during the strike. But it seemed unlikely that the association would reinstate J. A. Peterson Co.—its first expelled member in ten years. A company executive, Gordon Peterson, says, "We felt we had to work. We are building an 187-unit apartment and we could have lost a \$2 million bank commitment we negotiated a while ago at a low interest rate."



UNFINISHED HOUSES. like these being built by Tom Redmond, were scattered throughout Kansas City during summer-long plumber's strike. Redmond was opening new subdivision with units priced at \$25,000.



Fried.



Sautéed.

At last, something has come along to make kitchen appliances exciting. It's a very special kind of oven door. We call it the Decorator Door. And it's made by Chambers.

The reason for the name is simple. Because this is the only oven door you can match to any decor. You can lavender it, leather it, or Lautrec it in laminate. And you can put this one-of-a-kind door on your dishwasher and refrigerator too (provided they're Chambers).

The reason you can do all this is pretty basic too. Chambers innovation. Other ovens just don't have the

kind of ingenious design you need to be able to install the Decorator Door. Chambers does.

But then, Chambers makes quality in all sorts of appliances for the kitchen. Ranges, hoods, dishwashers, disposers, refrigerators, hot and cold water dispensers. In fact, Chambers makes everything for the kitchen except the kitchen sink. And who knows that might be next. Write us, or get in touch with your Chambers distributor, and you'll see just how much Chambers really can do to help you make that sale.

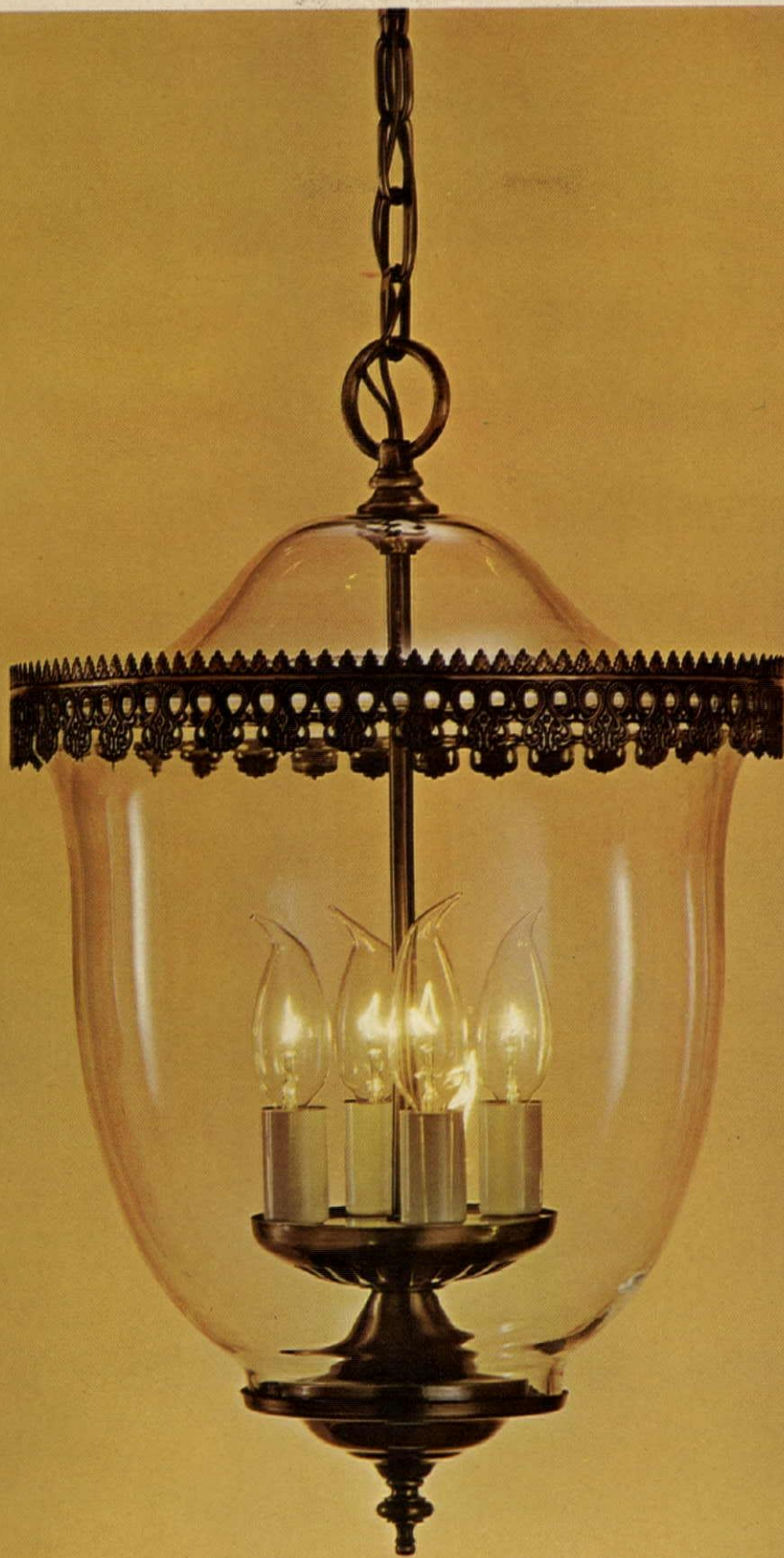

Chambers
 CORPORATION
 P. O. BOX 177 · CLEBURNE, TEXAS 76031



**This is the door that makes the oven
that makes the kitchen that makes the sale.**



Sell the fashionable homemaker



with fashionable Moe Light

She's as style-conscious of decor as she is of clothing. She'll decide whether to take a second look at your model homes. So give her something special to remember: a Moe Light foyer lantern with antique brass accents on a clear crystal bell.

For more ideas on how to sell the fashionable homemaker, write to Residential Lighting Division, Thomas Industries Inc., 207 East Broadway, Louisville, Kentucky 40202.

MOE LIGHT
BY THOMAS

Census study finds U.S. is barely reducing slum homes . . .

The latest Census Bureau estimate shows that the number of dilapidated units may have declined by only 6,000 between 1950 and 1960—not by the 1.6 million reported in the 1960 census.

The 1960 figures, bureau technicians conclude in a recent Commerce Department study, represent a monumental miscalculation because inexpert census takers “understated [total dilapidated units] by at least one-third.”*

Despite the 92-page re-evaluation study, Bureau technicians still can't say exactly how many dilapidated units there were in 1950 and 1960. The best guess is that the nation's worst class of housing accounted for 3.5 million units in 1950 and more than 3.4 million units in 1960. So census experts say the decline ranges from fewer than 100,000 units to 6,000—or to no units at all. As a bureau technician says, “It's almost a standoff.”

New conclusion. The new estimates shocked urban planners. For years they have looked to the 1960 figures showing

*“Working Paper No. 25,” U.S. Department of Commerce, 50¢.

2.3 million dilapidated units, down from 3.9 million units in 1950, as proof that the U.S. was making headway in the slums. The new figures point to a discouraging conclusion, put this way by Federal Housing Commissioner Philip N. Brownstein: “We haven't done enough.”

Bitter echoes. That conclusion was echoed last month by other observers.

Chairman George H. Mahon (D., Tex.) of the House appropriations committee estimated that Congress has spent \$100 billion to end poverty and improve urban living conditions, but has accomplished little. And Sen. Edward W. Brooke (R., Mass.) charged that the Federal Housing Administration should have built 2.4 million moderate-income units in the last six years—not the 40,000 produced.

Pittsburgh's public housing chief, Alfred Toranzo, called the nation's public housing program “a flop. Look at Pittsburgh,” he said. “We've built 9,200 units since 1940—a comparatively large amount—but we're going nowhere. Half of my units need \$3,500 to \$5,000 repairs that I can't afford to make. I've cut so many

corners there are none left.”

In a speech this summer, Sen. Robert F. Kennedy (D., N.Y.) summed up the dissatisfaction with current efforts to eliminate slum housing this way:

“Clearly, the construction each year of 25,000 low-income units and 11,000 moderate-income units does not begin to keep pace with the constant deterioration of older housing stock.”

Crash effort. There are at least a dozen bold—and expensive—programs being offered to accelerate slum rehabilitation. For example, Senators Charles Percy (R., Ill.) and Abraham Ribicoff (D., Conn.) have asked that 2% of the nondefense budget (\$1.1 billion) be earmarked for slums. Even Vice President Hubert Humphrey has called for “an urban Marshall plan.”

But the plans have little chance of passage, at least partly because President Johnson is reportedly opposed to crash efforts. For one thing, he wants Congress to direct its efforts toward funding existing programs such as rent subsidies. Also, he is preparing his own big urban program for his State of the Union speech.

. . . and two liberals say integration limits housing for poor

By insisting on integration, which arouses fierce resistance, government has doomed public efforts to provide decent housing for low- and moderate-income families. As a direct result, America's poor are inadequately housed.

This theory—which runs counter to everything open-housing advocates have been saying for years—is put forth by two liberal sociology professors, Frances Fox Piven, Ph.D., and Richard A. Cloward, Ph.D., of New York's Columbia University School of Social Work.*

During Senate subcommittee hearings on a proposed national open-housing law last month, the Cloward-Piven idea was given wide exposure by the National Association of Real Estate Boards, which opposes the national bill. NAREB's Alan L. Emlen (photo, right) referred to Cloward-Piven articles and then bent one of their ideas to his own purpose by saying:

“The drive for [open-housing] legislation of this nature has exacted its price by denying adequate housing for the poor in our urban ghettos.”

Lasting importance. Few can say what impact, if any, the NAREB testimony will have, since the proposed law to open all housing by 1969 was never expected to get very far this year. So far the bill, S1358, is still in committee.

Nevertheless, the novel Cloward-Piven theory deserves thoughtful consideration by anyone concerned with rebuilding America's urban centers.

*“The Case Against Urban Desegregation,” *Social Work*, Jan. 1967; “Separatism Versus Integration: A Rejoinder,” *Social Work*, July 1967.



OPEN HOUSING FOE, NAREB's Alan E. Emlen of Philadelphia, was only person who testified against open housing before Senate subcommittee.

Pragmatic segregation. Here are the sociologists' main contentions:

As efforts to build decent integrated housing for the poor are “roundly defeated by massive white opposition . . . residential segregation is increasing rapidly.” For example, segregation has steadily increased in New York City, so that by 1960 a full 60% of its nonwhite population already lived in districts that were 50% Negro.

Beyond that, urban segregation is growing so quickly that even a far-reaching desegregation program would have little chance of changing the trend. Today Washington, D.C., is 63% Negro. To reduce the Negro population to 50%, 12,000 nonwhite families would have to move to suburbia and 4,000 white families would have to move to the city—each year until 2000.

The authors reserve special criticism for open-housing laws, which currently are the

most popular approaches to desegregation:

- Few persons make complaints under the laws. New York City's open-housing agencies “recently announced a ‘great increase’ in the number of complaints,” the authors wrote. The increase: only 528 over a six-month period.

- The laws are difficult to enforce. Wrote the authors: “. . . Though one apartment may be ‘opened’ after torturous procedures, there is no deterrence to further violations—no carry-over effect.”

- The law tends to reach only middle-class Negroes. And there are few of them. Indeed, only 3.4% of nonwhites earn more than \$7,000 a year—the recognized income needed to buy a new, privately built house.

(For much the same reasons that Cloward and Piven brush aside open-housing laws, the National Committee Against Discrimination in Housing has repeatedly called on the federal government to put its muscle behind open housing.)†

Liberal solution. After surveying urban housing, the authors conclude:

“If the poor are to obtain decent housing, massive subsidies must be granted for new and rehabilitated housing in the ghettos and slums.” And to get the power to demand such subsidies the Negro must organize, socially and politically, within the central city.

So, in essence, Cloward and Piven call for nonviolent Black Power.

NEWS continued on p. 16

†“How the Federal Government Builds Ghettos,” National Committee Against Discrimination in Housing, New York, N.Y., 25¢.



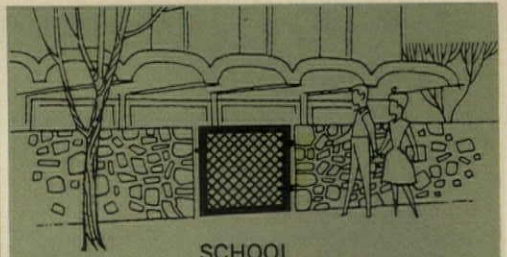
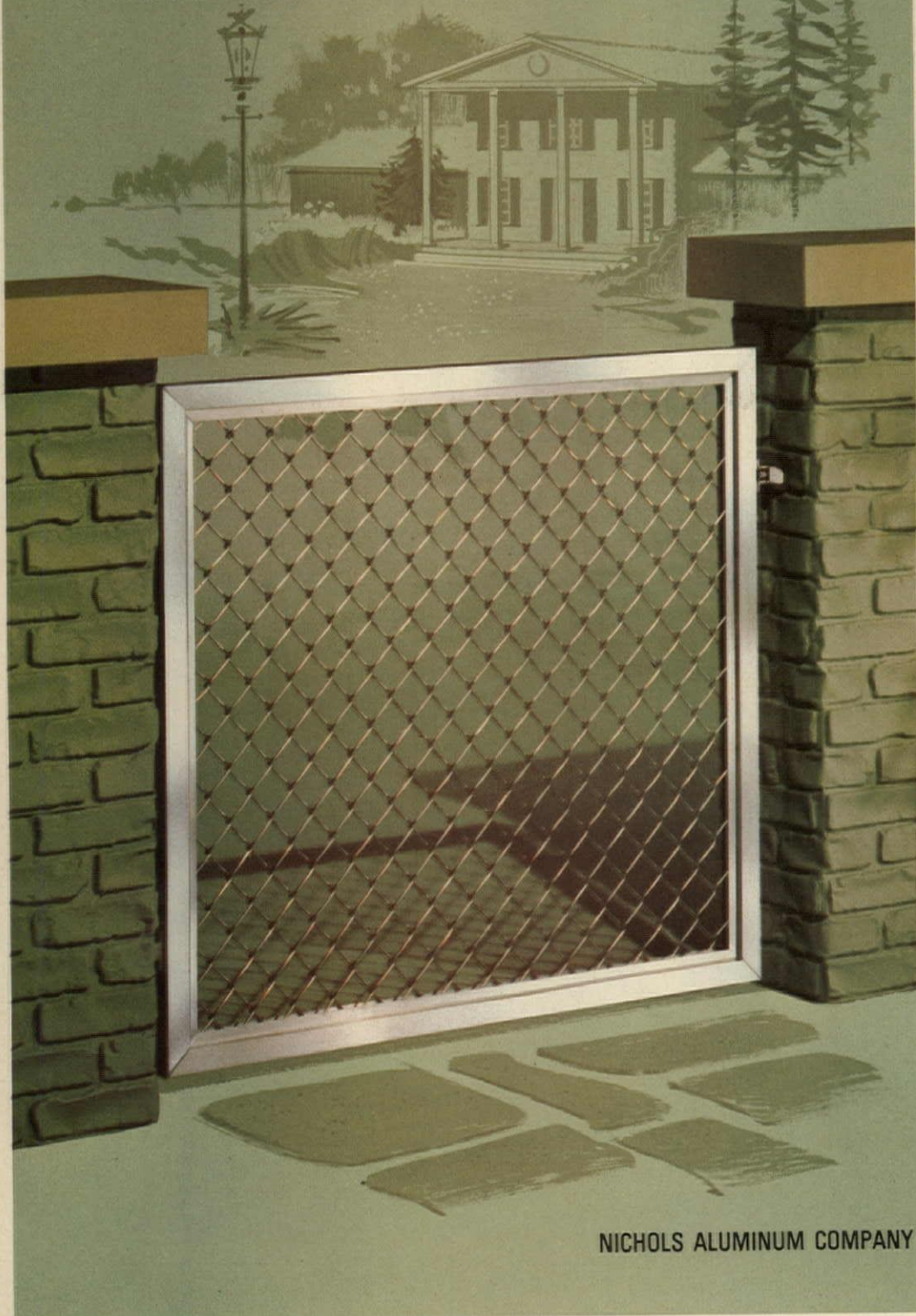
NICHOLS
proudly presents the NEW

Aluminum CONTEMPRA Gate

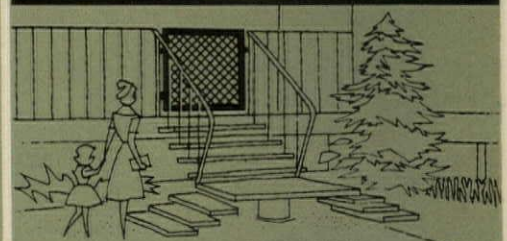
... For An Entrance of Elegance

Distinctive styling — with unique features of extruded aluminum frame*, hinge design*, and finger-touch closing latch design* — lend a modernistic touch to any installation with any type of fencing or enclosure. Straight line framework and hidden chain link fabric ends help prevent nicks, scratches or cuts. Package comes complete with hardware. Easy to install.

This is **CONTEMPRA!** *Patents applied for.



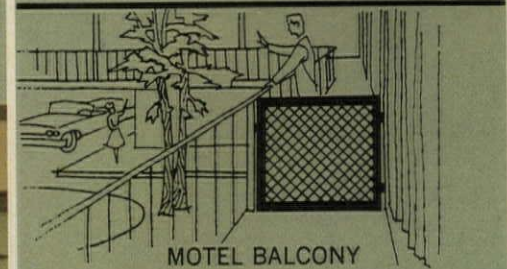
SCHOOL



BANK COURTYARD



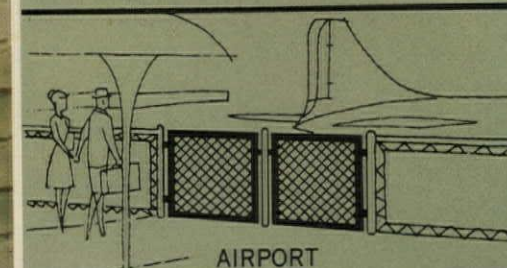
SWIMMING POOL



MOTEL BALCONY



APARTMENT SUNDECKS



AIRPORT



write today
for this
FREE
BROCHURE

NICHOLS ALUMINUM COMPANY

P.O. BOX 3808, DAVENPORT, IOWA 52808

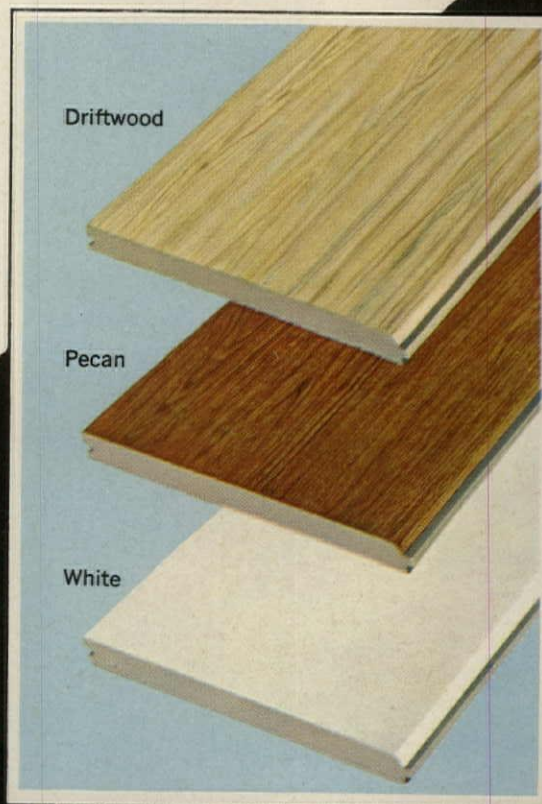
NO WHITE GLOVES NEEDED

to handle
homasote
ROOF DECKING WITH TEDLAR*

TEDLAR pvf film is incomparably stain-resistant; makes "white-glove" treatment superfluous. Common stains—dirt, grease, paint—are instantly and completely removed by wiping with a damp cloth.

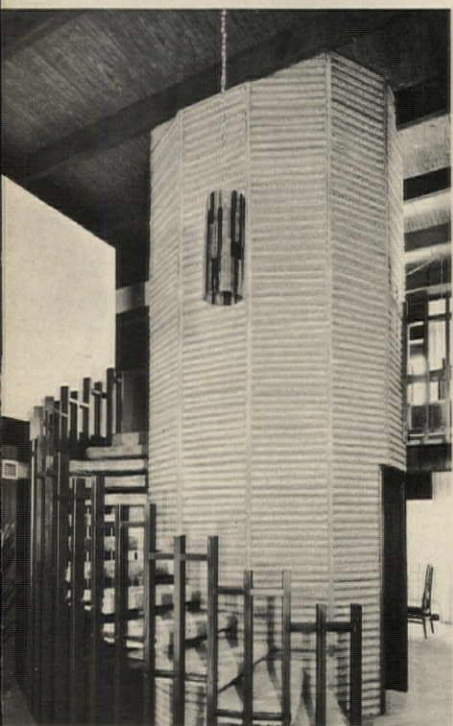
Homasote Roof Decking with a factory-applied interior finish of TEDLAR (in two wood-grain colors or white) simplifies exposed-beam construction—with impressive savings in application time. Results are superior, too, in both appearance and practicality. And, of course, you also get the structural strength, weatherproof insulation, and application versatility that make Homasote Roof Decking the best buy for any job.

*DuPont registered
trademark.





Design-Award-Winner DON MORROW
threw away the white gloves
in building the "House of Enchantment"



Homasote Roof Decking with Tedlar makes beamed cathedral ceiling decorative and practical.



Outdoor balconies, with ceilings of Homasote Roof Decking, contribute to distinctive styling.

Distinctive styling and construction solidity were the inflexibly stringent requirements set by Don Morrow for his House of Enchantment. This simplified selection of roof decking: Homasote Easy-ply factory-finished with an interior surface of wood-grained Tedlar—an incomparable combination of strength and beauty ideal for the exposed-beam design. Stain-resistant and abrasion-resistant characteristics of Tedlar also simplified application—through elimination of time-wasting "white gloves" treatment. Homasote Roof Deckings surfaced with wood-grain or white Tedlar are available to enhance any decor and meet any span requirements. Four thicknesses: $\frac{1}{16}$ ", $1\frac{3}{8}$ ", $1\frac{7}{8}$ ", $2\frac{3}{8}$ "; for four spans: 24", 32", 48", 60" o.c.

Write for details.

homasote *Company*

DEPT. K-5 TRENTON, N. J. 08603

LBJ sprinkles some new ideas on old urban housing programs

The four ideas seemed palatable—but not substantive enough to make an immediate impact on the urgent need for good urban housing that contributed to 1967's riots.

Nevertheless, these new measures, which represent the Johnson Administration's effort to wed private enterprise to urban housing, were immediately implemented. Since they all are extensions of existing programs, none required legislative action:

1. The President earmarked a federally owned site in Washington, D.C., for a private housing development. Population goal: 25,000 by 1975.

2. The Housing and Urban Development Dept. invited private companies to manage some public housing projects—at a profit.

3. HUD's Federal Housing Administration officially ended its practice of refusing to underwrite house mortgages in blighted neighborhoods.

4. FHA offices in five cities began a free counseling service for families that expect trouble finding new housing.

Surplus housing. The Washington, D.C., community will be built as a pilot



JOHNSON



KAISER



WEAVER

project on a 335-acre site that is being vacated by the National Training School for Boys. President Johnson hopes hundreds of other privately built and financed communities will spring up on other surplus federal land. Last month, federal inspection teams began touring some of the 629 potential sites to determine which would be suitable for urban housing.

The pilot project's master plan, drawn by Robert Gladstone Assoc., calls for 1,500 low-income units, 2,200 middle-income

units, 800 high-income units, community facilities, including schools, and some light industry. To keep builders' costs down, the government will donate the low-income sites. Ground is expected to be broken in 1968.

The pilot project will be supervised by General Services Administration and the District of Columbia.

More turnkey. The private management idea is an extension of the turnkey program, under which builders deliver finished projects to local public housing officials at a predetermined price. Now management firms can negotiate local contracts, too, and get their crack at the 654,000-unit public housing market.

The idea, which originated with HUD Secretary Robert C. Weaver, is the first recommendation made by President Johnson's six-month-old Committee on Urban Housing, headed by Edgar Kaiser, chairman of Kaiser Industries. The Committee's final report is expected in December.

Pilot projects were quickly chosen in New York City, St. Louis and Indianapolis, and at least six other cities expressed interest.

An about-face. The FHA's decision to underwrite mortgage insurance in blighted neighborhoods will help rebuilding efforts in riot areas. In the past, local FHA offices hastened urban deterioration by spurning run-down areas. Now FHA will consider each house-mortgage application separately. But two big questions remain: Will banks provide mortgages? And will local FHA officials change their attitudes toward the old areas? (At least one local FHA official was quoted as saying, "I still would not encourage home ownership in this blighted area.")

Guiding hand. The home-finding program launched so far in Baltimore, Washington, D.C., Philadelphia, Milwaukee and St. Louis, is expected to help Negroes overcome housing bias. In hailing the counseling program, *Afro-American*, a Negro newspaper, said FHA is finally deciding to "help the black American do something about his housing plight—just as it has been helping the white American all along."

Under the program, FHA officials will arrange for house or apartment seekers to inspect available units—a strong deterrent to individual discrimination tactics.

Property taxes ease for owners and builders . . .

A slight downtrend in state and local property taxes for 1965 and 1966 has been detected across the country. But the decrease is only in the proportion of property taxes to all taxes collected by the 50 states and myriad local governments.

This ray of hope shines for builders:

From 1948 through 1964 property taxes accounted for about 45% of all taxes collected annually by state and local governments. But in 1965 the proportion declined to 44.2%. The property tax take in 1966 stood at \$25.2 billion, but was only 42.8% of total state and local tax revenues.

Property owners are reaping no fiscal harvest. The overall burden on most taxpayers is increasing. Public costs at all levels are soaring, and revenues lost through property tax relief must come

from higher income or sales levies. But public officials are listening more sympathetically to property owners' complaints.

And, indeed, control of real estate taxes is the key to state growth, according to Alexander Summer Jr., of the Alexander Summer Companies, realtors and mortgage bankers of Teaneck and Newark, N.J.

Excessively high taxes on building and property, he argues, discourage replacement of old structures and hamper efforts of building companies to create environment-controlled industrial sites. And they make residential construction costly.

Governors of a score of states are asking for changes in property-tax laws this year. Since 1962 at least 21 states have passed laws intended to switch some of the tax load to other levies.

. . .but an expert proposes heavier taxes on land

Perry Prentice, former publisher of *HOUSE & HOME* and a recognized authority on urban problems, has offered Philadelphia a tax formula to pay the way for tomorrow's greater city.

If Philadelphia keeps pace with urban America, it will cost close to \$60 billion within a generation, Prentice estimates. He bases this projection on a national urban rebuilding outlay of \$3 trillion, established by a panel of 33 urban specialists.

No government, he asserted, can provide such vast sums. Indeed, the specialists believe that "that kind of money can be found only by harnessing the profit motive much more effectively than now. . . ."

So Prentice proposed at a Philadelphia meeting of businessmen and architects that

the city reduce the property improvement tax and increase the land tax.

He said the panel of specialists—described by New York's Mayor John V. Lindsay as "the who's who of urban development in America"—shared the opinion that "if you want private enterprise to make its maximum contribution to rebuilding . . . it is foolish to penalize and discourage that contribution by overtaxing improvements."

Added Prentice, quoting the panel's consensus: "A 3%-of-true-value tax like yours on improvements actually costs improvers about as much as a 50% sales tax would cost if you were able to finance it and pay it off on the installment plan over 60 years at 5% interest."

James B. Mahan

HGH staff



**This lavatory set answers the need for
unquestioned quality at low cost. Beautifully by Speakman.**

Kent is a complete line of fittings for lavatory, shower and bath designed for projects where first cost is important to the builder.

Beauty. Utility. Economy. **Kent's** clean modern design offers richness to any bath or powder room at competitive low cost, yet with famous Speakman quality. Easy-to-clean chromium plated finish keeps its gleaming polished appearance through a lifetime of hard daily use.

Kent handles are of sturdy metal or (optional) beautiful acrylic. All working parts are of rugged long-lasting brass.

They are trouble-free working parts, simple in design, easily serviceable and renewable from the face of the valve... often a feature not found in other fittings of similar price.

If the need is for fittings that please the eye, pamper the pocketbook and perform for years, **Kent** is the answer. Fittings for lavatory, shower and bath. Beautifully designed and exceptionally engineered by Speakman. Why not let Speakman quality speak for you.

Send for complete descriptive literature without obligation.

KENT[®]

costs less really than you think/by **SPEAKMAN**



SPEAKMAN[®] COMPANY • Wilmington, Delaware 19899 • In Canada write Cuthbert-Speakman • 47 Duke Street, Montreal 3, Quebec

Fanny May acts to lure private money back into mortgages

Ray Lapin, the agency's new president, concedes that this is a principal aim behind FNMA's decision to cut mortgage purchase prices 1½% across the board.

Lapin admits that FNMA's old effective price (96-97) was higher than private investors could pay if they wanted yields comparable to the returns from corporate bonds. This overpricing has long been blamed for driving private money out of the FHA-VA market (NEWS, Aug.).

"We eventually reached the point where we were discouraging private investors,"

Vince Finnigan

Lapin says. "They had plenty of money but it was not going into mortgages. Now we must draw some policy line between our wish to purchase loans and thus hold builders' discounts down, and our desire



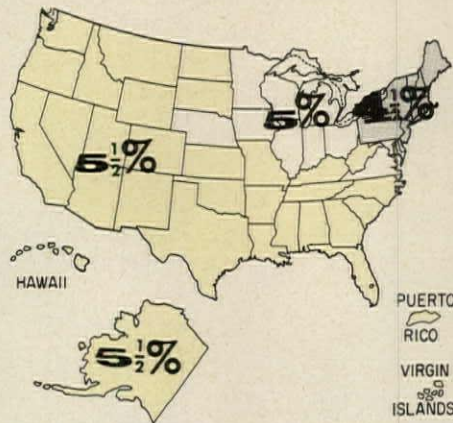
LAPIN

not to discourage private investors from coming back into the FHA-VA secondary market."

The private market had all but disappeared. Offerings to FNMA had reached \$64 million a week, about 85% of all paper normally moving into secondary trading.

Tax increase? "I had hoped for enough unanimity in business circles for a tax increase," Lapin explains. "I had wanted to see the President's request (NEWS, Sept.) produce some braking effect on interest rates.

"But I see no impact, and the rates are still going up.



NEW DISCOUNTS were set August 26 on 6% FHA-VA loans sold to FNMA. Rates are net after allowing for ½% purchase fee and ½% loss on purchase of FNMA stock worth about 50¢ on \$1.

"They may continue up now, even if we get a tax increase, but at least they won't go up as fast. That's the one thing we all need—the tax rise."

Surprise for builders. Observed J. Maxwell Pringle, dean of the nation's mortgage commentators, in his market analysis letter:

"In view of the great stress the Administration in Washington has placed on the necessity of helping the homebuilding industry, the FNMA announcement came as a rude shock to homebuilders and mortgage bankers."

Builders will pay at least one point more in discounts. When FNMA was buying at 96-97 the private market had been trading

at 95-96, yielding 6.14%-6.28% on ¾% servicing. Discounts were 4-5.

FNMA's 1½-point cut brought a one-point drop in the private market, to 94-95, which raises yields to 6.28%-6.41% and discounts to 5-6. There was even some pressure toward a price of 93½ and a yield of 6.48%.

"And it still is no bargain," says Senior Vice President August Strung of New York's \$2-billion Bowery Savings. "The spread over bonds and conventionals still isn't right."

Georgia Power had come on market with a double-A bond offering a yield of 6.45% only days before Strung summed up savings bankers' feelings. Conventional mortgages, the principal new investment attraction for such banks, were regularly returning interest rates of 6¾% to 7¼% from the nation's prime lending areas.

Real estate trusts to hear Jack Courshon in New Orleans

Jack R. Courshon, trustee and secretary of First Mortgage Investors of Miami, will speak at the fall conference of the National Association of Real Estate Investment Funds Oct. 27 in New Orleans.

Courshon will discuss "What Lies Ahead for Mortgage Trusts?" Other speakers will be Julius Jensen 3d, general partner, Hornblower & Weeks-Hemphill, Noyes, New York; Stanley Schwartz, Oppenheimer & Co., New York, and King Upton, vice president of the First National Bank of Boston.

It's off to Dallas barbecue for 2,800 mortgage bankers

The Mortgage Bankers Assn., fun group of the housing trade associations, will march into Dallas in strength on Oct. 9 for three days and nights of speaking, big-dealing and revelry.

Advance estimates are for a turnout of 2,800 officials and 800 wives. Convention

H&H Staff



BACON

headquarters are in Big D's Statler-Hilton. The association, representing 890 member firms servicing \$50 billion of the nation's mortgage debt, will install Clair A. (Bus) Bacon as successor to President John A. Gilliland at its gala mid-convention luncheon. Bacon is president of Denver's Mortgage Investments Co. (NEWS, June).

Chairman John Sparkman (D., Ala.) of the Senate housing subcommittee, President Ray Lapin of FNMA and Chairman John Pillsbury of the Life Insurance Association of America will speak.

The convention is one day shorter than previous MBA gatherings. The barbecue, featuring biscuits and beans, comes Tuesday night, Oct. 10, at the Apparel Mart.

HOMEBUILDERS' MORTGAGE MARKET QUOTATIONS

Reported to HOUSE & HOME in week ending September 15.

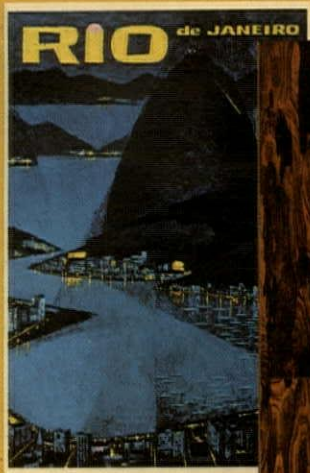
City	FHA Sec. 203b— Discount paid by builder Min.-Down* 30-year immed.†			FHA 207 Apts. Discount 5¼%	Conventional Loan Rates			Construction Loan Rates Interest+fees All lenders
	FNMA**	6%	Private mkt. Trend		Comm. banks, Ins. Cos. 75%	Savings banks, S&Ls 80%	Savings banks, S&Ls Over 80%	
Atlanta	5½	5½-7	Up 1½	a	6¼	7	7	7+1
Boston	4½	2	Steady	a	6¼	6¼-6¼	6¼-6¼	6¼-6¼
Chicago	5	6	Up 1½	a	6	6¼	6¼-6¼	7
Cleveland	5	5½	Steady	a	6¼-6¼	6¼-6¼	6¼-6¼+1-2	6¼-6¼+1-1½
Dallas	5½	5½	Up ½	a	6¼	6¼-6¼	6¼-7	7-1
Denver	5½	3-4	Steady	a	6¼-6¼	6¼-6¼	6¼	6¼-6¼+1-2
Detroit	5	4½-5½	Up 2	8½-9	6¼-6¼	6¼-6¼	6¼-7	6¼+1
Honolulu	5½	6	Up 1	a	6¼-7	7-7¼	a	7+1-2
Houston	5½	5½-6	Up ¼	a	6¼-7	6¼+1	6¼+2	7+1½
Los Angeles	5½	5½	Up ½	a	6¼-7	6¼-7	b	6¼-7+1-2
Miami	5½	5½	Up 1½	a	6¼	6¼-6¼	6¼-7	6¼+2
Minn.-St. Paul	5	3-3½	Up ½	8-9	6¼-6¼	6¼-6¼	6¼-6¼	6¼+1
Newark	4½	3½-5	Up 1	10	6+1	6+1	6+1-2b	7+2
New York	4½	2	Steady	10a	6+1-2	6+1-2	6+1-2b	6¼+1-1½
Okla. City	5½	3½-6	Up 1	a	6¼+1	6¼+1	6¼+1	6¼+1½
Philadelphia	4½	5	Up 1½	a	6	6	6-7	6¼+1
San Fran.	5½	4½	Up ½	8b	6¼	6¼	7-7¼b	6¼+1½
St. Louis	5½	5-7	Up 2	a	6¼	6¼	6¼-7	6¼
Seattle	5½	4½	Up ½	a	6¼-7	6¼-7	6¼-7¼	7
Wash., D. C.	5	5-8	Up 1	a	6¼+1-2	6¼+1-2	a	6¼+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 ½ point more for loans with 10%. y—discounts quoted are net after seller pays ½% marketing fee and ½% 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 \$70.

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

pres., Percy Wilson Mortgage & Finance Corp.; Cleveland, David E. O'Neill, vice pres., Jay F. Zook, Inc.; Dallas, M. J. Greene, pres., Southern Trust & Mortgage Co.; Denver, Clair A. Bacon, pres., Mortgage Investments Co.; Detroit, Sherwin Vine, vice pres., Citizens Mortgage Co.; Honolulu, H. Howard Stephenson, vice pres., Bank of Hawaii; Houston, Everett Mattson, vice pres., T. J. Bettes 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., Eberhard 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 S. Irving, vice pres., First Pennsylvania Banking & Trust Co.; St. Louis, Charles A. Keller, vice pres., Mercantile Mortgage Co.; San Francisco, John Jensen, vice pres., Bankers Mortgage Co. of California; Seattle, Kirby D. Walker, vice pres., Continental, Inc.; Washington, James C. Latta, Sr. vice pres., Associated Mortgage Cos. Inc.



Famous
BRUCE
Prefinish
*it's in the
wood*



Shown above: BrucePly Huntsman Rosewood. Other Huntsman panels include Pecan, Cherry, Walnut, Butternut, and Oak.

STRIKING NEW HUNTSMAN PANELING FROM BRAZIL

BrucePly[®] Rosewood Paneling

Dark drama from the forests of the Amazon . . . BrucePly Huntsman in rare Rosewood. Bruce takes this rich, chocolate-grained wood, gives it wide, modern grooves and random cross-scores. The result: a color-splashed paneling of startling beauty that's ideal for accent walls or "luxury" rooms. The remarkable Bruce finish is baked-in at the factory so it won't chip, crack, fade or wear away. E. L. Bruce Co., Memphis, Tennessee 38101.



Florida gets new board to police land sales but secrecy still cloaks Gulf American case

Reports accusing the state's largest land-development company of unethical sales practices were discussed Aug. 23 by Gov. Claude Kirk's newly appointed, six-man land-sales board—but in closed session, on demand of Gulf American.

Commenting on the secrecy, board chairman Elliott Mackle said: "It isn't our fault. We asked them to waive confidentiality, and they refused to do so." He said that under the state's tough new law regulating land-sales companies, administrative proceedings will be open.

The "Government in Sunshine" law of 1967 was not effective until Sept. 13, hence the closed meeting was legal.

Under the old law, the board heard in secret any complaint that could result in suspension or revocation of a developer's permit to do business. State Attorney General Earl Faircloth has ruled that Gulf American's case must be heard under provisions of the old law.

The board was unable to act in the Gulf American case, however, because no witnesses had been subpoenaed, and no Gulf

American representatives attended the August meeting.

The newly established regulatory agency scheduled a fall meeting but it was not known whether it would look into Gulf American's case again at that time.

Three of five members of the agency's ancestor, the Florida Installment Land Sales Board, had direct or indirect connections with Gulf American. No member of the present board has any present or past business ties with the company.

Gov. Kirk has to appoint a seventh member under the new law calling for controlling votes by the five public members. The state senate has approved the Governor's first six appointees. But Kirk withdrew a seventh appointee, Jon Moyle of West Palm Beach, explaining he was being considered for another state board.

Members of the new board are, besides Mackle:

Philip N. Smith, vice chairman, an attorney; Thomas Courtney, vice president for securities, Peninsular Life Insurance Co.; Joseph Taravella, president of Coral Ridge Properties; J. Norman Romoser, president of the Florida chapter of the American Institute of Real Estate Appraisers, and Charles W. Johnson, a certified public accountant.

Alcoa shows \$72-million deficit from its real estate ventures

What's more, the real estate deficit topped \$20 million in 1965 and 1966, according to information included in a September prospectus for a debenture offering issued by Aluminum Company of America.

Beginning in 1960, Alcoa has moved boldly into high-rise-apartment development. Today, through its subsidiary, Alcoa Properties Inc., Alcoa operates 1,200 apartment units in five cities, including Manhattan's famous Lincoln Towers and United Nations Plaza.

In the prospectus, Alcoa says its "substantial loss" from real estate ventures "is not abnormal for the development and initial occupancy stages of large real estate projects." The company adds that the units are about 80% occupied.

As of June 30, Alcoa had invested \$102.1 million in real estate and had a deficit of \$72.1 million. The prospectus offered this partial breakdown:

Year	Investment	Deficit
1964	\$ 1 million	\$ 8.5 million
1965	\$16 million	\$20.9 million
1966	\$23.2 million	\$22.1 million
1967*	\$12.1 million	\$ 9.9 million

Alcoa estimates its real estate ventures will require \$48 million more by 1969.

NEWS continued on p. 24

* As of June 30, 1967.



MACKLE

Mr. Builder:

DELTA®

SINGLE HANDLE BALL FAUCETS

COMMENDED by PARENTS' MAGAZINE AS ADVERTISED THEREIN

IF PRODUCT OR PERFORMANCE DEFECTIVE Good Housekeeping GUARANTEES REPLACEMENT OR REFUND TO CONSUMER

When you care enough to build the finest . . . then you are duty-bound to install the finest in plumbing fixtures to compliment your work! Delta, the greatest name in faucets, assures your customers that you install only the finest. There are over 450 model applications to serve your every need.

DELTA FAUCET COMPANY • GREENSBURG, INDIANA • 47240


DIVISION OF MASCO CORPORATION

Meet Dr. Haladay, W.D.



He makes Day & Night house calls. Any call that calls for a change in the weather. He consults. Plans. Engineers. Contracts. Installs. Services. Everything in heating and air conditioning — from the smallest home to the largest development or commercial complex. And everywhere he goes, the weather inside is better than the weather outside. For he's a factory-trained professional — a Day & Night Weather Doctor. Mail coupon for information on Day & Night.





DAY & NIGHT
MANUFACTURING COMPANY

855 Anaheim-Puente Road
La Puente, California 91747

HH-2

Please send me complete information on the Weather Doctor.

Name _____

Company _____

Street Address _____

City _____ State _____

This new American-Standard bidet is something your competition doesn't have—yet.



The advantage is yours when you are first to offer this new Madval* bidet in your bathrooms. Many people who are looking at better homes and apartments have learned about the bidet in their travels.

They appreciate what this

fine fixture means to all members of the family—washing with warm water and soap plus a spray rinse for complete personal cleanliness. And they'll be delighted at the idea of owning one at home. The new Madval bidet is moderately priced.

It's styled like the Cadet* toilet you may already be using. It comes in the same high-fashion colors. And it requires

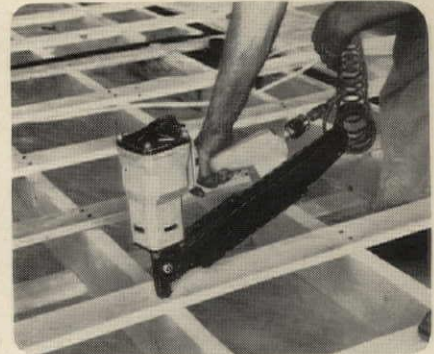
only 30" x 30" of space.

Ask your plumbing contractor about the new Madval bidet. Or write American-Standard, Plumbing and Heating Division, 40 West 40th Street, New York, N.Y. 10018.

 **AMERICAN
STANDARD**
PLUMBING & HEATING DIVISION

*TRADEMARK AR&SS CORP.

Now you can drive 6d to 16d sinker nails with a single Duo-Fast Nailer



Nailing 1 x 4's to joists.

Nailer speeds sheathing.



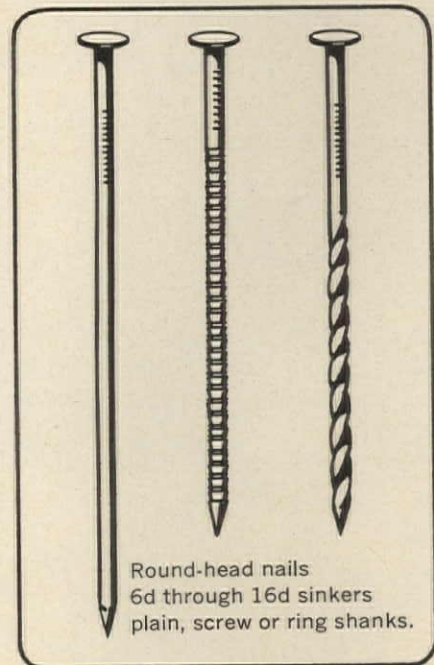
New model greatly increases Nailer uses!

More versatile than ever—the new Duo-Fast Nailer now drives 16d sinker nails as well as 6d, 7d, 8d, 9d and 10d nails. These sizes come in plain, ring shank and screw shank . . . all with the special Duo-Fast coating. Why settle for less?

Portable, powerful, pneumatic—it's 5 times faster than hand nailing. Drives with a single impact. Speeds production, cuts cost on any job that calls for round-head nails.

Fast, safe, easy operation—The Duo-Fast Nailer is trigger or trip operated for speed and ease of operation. A safety device prevents accidental firing.

Write today for all the facts on this new Duo-Fast Nailer and other cost-cutting Duo-Fast tools for builders. Your Duo-Fast man will be pleased to give you a free demonstration.



DUO-FAST FASTENER CORPORATION
3702 River Road, Department HH
Franklin Park, Illinois 60131

7173

Two New York companies buying into land development

City Investing Co. will purchase up to 49% of Miami's General Development Corp., and Commonwealth United Corp. will acquire Sunset International Petroleum of Beverly Hills, Calif. Both buyers are based in New York.

City Investing will also acquire a majority interest in Southern California Financial Corp. for cash. The Los Angeles holding company owns the \$200-million Southern California S&L. Kenneth D. Childs, who made the California S&L industry's principal contact with Bobby Baker (NEWS, March), owns part of California Financial and will remain as its chief executive.

City Investing was a realty investment concern when it developed the Sterling Forest industrial-residential complex near Tuxedo, N.Y. The company has diversified and is now primarily an ordnance and aerospace manufacturer. It is actually easing away from real estate, according to Vice President George Huang, who sees General Development not as a realty company but as a manufacturer—"of building lots."

General Development has manufactured—and sold—some 174,000 such lots, along with 8,000 houses, at seven Florida communities in the last ten years. The best known are Port Charlotte on the Gulf coast and Ports Malabar and St. Lucie on the seaboard.



KELLSTADT

SCHARFFENBERGER

The Chesler exit. It was City Investing that bought Lou Chesler out of GD, paying the flamboyant Canadian financier \$7.7 million for his 17% interest (NEWS, May '66). Chesler faded off to concentrate on operations in the Bahamas.

Former President Charles H. Kellstadt of Sears-Roebuck had taken over GD in 1963 and by 1966 was striving to refurbish the image of a company that under Chesler's earlier presidency had been known primarily for land speculation.

Kellstadt built a new reputation for GD and has just had his best six months: \$3 million profit on \$27 million sales in the first half, or nearly double the profit of \$1.7 million on \$20 million for the same period in 1966.

City Investing President George T. Scharffenberger says his company will make a tender offer for 1,785,000 to 2,467,000 more GD shares. On the larger number, the transaction would exceed \$32

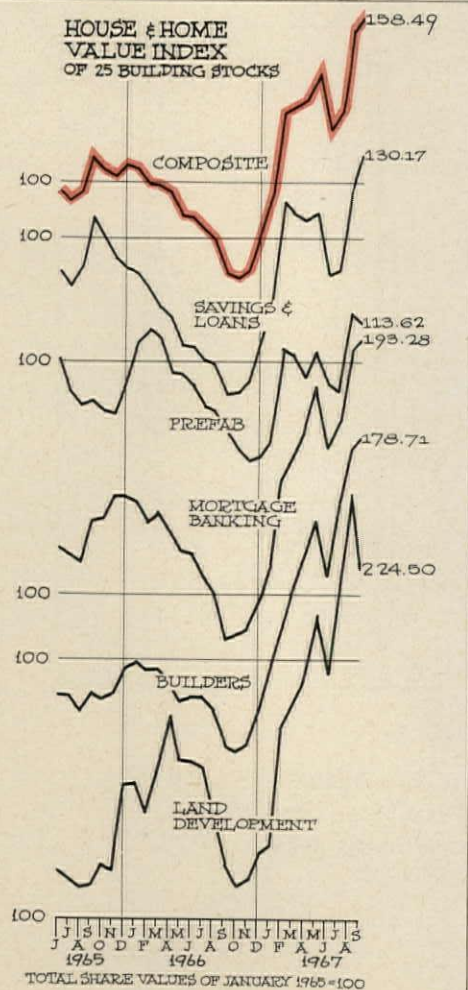
million and would take City's holding up to 49% of GD's 7,529,640 shares outstanding. "That would represent effective control," Huang says.

City Investing earned \$5 million on the \$123 million in revenue in the fiscal year ended April 30. Ordnance and aerospace sales represented \$115 million.

The Sunset deal. Commonwealth United, which operates in movies, realty and insurance, is getting Sunset International on the rebound. Two days before the purchase agreement Sunset's parent, Sunasco Inc. of Beverly Hills, had to announce the collapse of a plan to sell its subsidiary to Canaveral International Corp., the Miami developer (NEWS, July).

"We simply couldn't reach agreement," said Daniel Dubbin, president of Canaveral. The transaction had called for Dubbin to replace his brother Henry as chairman and for a Sunasco vice president to become president of Canaveral. Henry Dubbin was indicted by a federal grand jury in New York last spring on charges of conspiring to manipulate the price of Canaveral's stock in 1961-62.

Commonwealth says it will pay \$28 million in stock for Sunset, which is principally a land developer in spite of the "Petroleum" in its title. Sunset earned \$3.9 million in the year ended Sept. 30, 1966, the last year it reported. Its net in 1965 had been \$5.5 million.



HOUSING'S STOCK PRICES

COMPANY	Sept. 1 Bid/Close	Chng. Prev. Month	COMPANY	Sept. 1 Bid/Close	Chng. Prev. Month	COMPANY	Sept. 1 Bid/Close	Chng. Prev. Month				
BUILDING			MORTGAGE BANKING			DIVERSIFIED COMPANIES						
Capital Bldg. (Can.)	51¢	+ 8¢	Union Fin.	7 1/4		-Holly Corp. b	2 1/4	+ 1/4				
Cons. Bldg. (Can.)	1.25	- 5¢	United Fin. Cal. e	14 1/4	+ 1/4	Horizon Land	7 1/4	+ 1/4				
Dev. Corp. Amer.	2 1/4	- 1/4	Charter	2 1/4	- 1/4	Laguna Nig.	4 1/4	+ 1 1/4				
Edwards Inds.	2	- 1/2	-Colwell	15 1/2	+ 2 1/4	Lake Arrowhead	12 1/4	+ 1				
Eichler Homes b	1 1/2		-Cont. Mtg. Inv. e	44	+ 1	Major Rlty.	1.05	+25¢				
First Hartfort Rlty.	6 1/2	- 3/4	FNMA	9 1/2	+ 1	-McCulloch Oil b	21 1/2	- 5/4				
First Nat. Rlty. b	2 3/4	+ 1	Cont. Mtg. Ins.	7 1/2	+ 1 1/4	So. Rlty. & Util. b	4	+ 1/2				
Frouge	3 1/4	+ 3/4	First Mtg. Inv.	7 1/2	- 1/4	Sunasco e	10	- 1 1/4				
-General Bldrs. b	3 1/4	d - 1/2	Kissell Mtg. b	7 1/2	- 1/4	MOBILE HOMES						
-Kaufman & Bd. tx	24 1/2	- 1/2	Lomas & Net. Fin.	4 1/4	+ 1/4	Con Chem Co.	12 1/2	- 1				
-Levitt	25 1/2	- 1 1/2	-MGIC d	49 1/2	- 1 1/4	Divco-Wayne e	44 1/2	+ 3 1/2				
Lou Lesser Ent. d	3	- 1/4	Mortg. Assoc.	7	+ 1 1/4	Guerdon b	7 1/4	- 3/4				
Nationwide Homes.	2 1/2	- 1/4	Palomar Mtg.	3 1/4	+ 1 1/2	Redman Indus. b	12 1/2	- 1/4				
Pres. Real. A. b	10 1/4	d - 1/4	Southeast Mtg. Inv.	4 1/2	- 1/4	Skyline b.	39 1/4	+ 6 1/4				
Sproul Homes	2 1/2	+ 1/2	United Imp. & Inv. b	5 1/2	- 3/4	SHORT-TERM BUSINESS LOAN RATES						
U.S. Home & Dev.	1 1/4	- 1/2	Average per cent per year									
-Jim Walter e	44 1/2	+ 3 1/2	LOAN SIZE (000)									
-Del. E. Webb e	4 1/2	- 1/2	N.Y. City	7 other North-east	8 North Central cities	7 South-eastern cities	8 South-western cities	4 West Coast cities				
PREFABRICATION			LAND DEVELOPMENT									
Admiral Homes	1/4		All-State Prop.	55¢	+ 2¢	Sources: New York Hanseatic Corp., Gairdner & Co., National Assn. of Securities Dealers, Philip Beer of Russell & Saxe, American Stock Exchange, New York Stock Exchange, Midwest Stock Exchange, Pacific Coast Stock Exchange. Listings include only companies which derive a major part of their income from housing activity and are actively traded.						
-Albee Homes	1 1/2	- 1/4	American Land	1 1/2	+ 1/4	a—stock newly added to table. b—closing price ASE. c—closing price NYSE. d—not traded on date quoted. g—closing price MSE. h—closing price PCSE. k—not available. —Figures in HOUSE & HOME's 25-stock value index. x—adjusted for 2-for-1 split. y—tender offer. z—trading temporarily suspended by SEC.						
Continental Homes	3 1/4	+ 3/4	-Am. Rlty. & Pet. b	9 1/2	- 3/4	LOAN SIZE (000)						
-Inland Homes b	6	+ 3/4	Arvida	7 1/4	- 1 1/4	\$1-9	6.41	6.61	6.64	6.44	6.63	7.14
-Natl. Homes A #	4 1/2		Atlantic Imp.	18 1/4	- 1/4	10-99	6.28	6.70	6.44	6.22	6.37	6.86
-Scholz Homes	5	- 3/4	Canaveral Int. b	6 1/4	- 1 1/4	100-499	5.88	6.48	6.13	5.95	6.12	6.32
Steel Crest Homes.	(2)	(Z)	Christiana O. b	4 1/4	+ 1/4	500-999	5.66	6.10	5.89	5.71	5.97	6.03
-Swift Industries.	3 1/4	+ 3/4	Cousins Props.	14		1,000 up	5.59	6.00	5.75	5.74	5.81	5.78
S&Ls			Crawford	3		SHORT-TERM BUSINESS LOAN RATES						
American Fin.	21 1/4	+ 4	Deltona Corp. b	14 1/2	- 1/2	Average per cent per year						
Calif. Fin. e	6 1/4		Disc Inc.	2 1/4	- 3/4	May rates quoted in Federal Reserve Bulletin, August 1967.						
Empire Fin.	9	- 1/4	Fla. Palm-Aire	1 1/4	+ 1/4							
Equitable S&L	17 1/4	+ 1 1/2	Forest City Ent. b	7 1/4	+ 1 1/2							
Far West Fin. e	11 1/2	+ 1 1/4	Garden Land	5	+ 1 1/2							
-Fin. Fed. e	21 1/2	+ 2 1/2	-Gen. Devel. e	11 1/4	- 1 1/4							
-First Char. Fin. e	32 1/4	+ 2 1/4	-Gulf American b	8 1/4	+ 1/4							
First Fin. West	6 1/4	- 1/2										
First Lincoln Fin.	9	- 1/2										
First Surety	5 1/4	+ 1 1/2										
First West Fin. e	(Z)											
Gibraltar Fin. e	24 1/4	+ 3 1/4										
-Great West Fin. e	17 1/2	+ 1 1/4										
Hawthorne Fin.	9 1/4	+ 3/4										
-Imperial Corp. e	9 1/4	+ 1										
-Lytton Fin. e	7 1/4	+ 1/4										
Midwestern Fin. b	4 1/4	- 1/4										
Trans-Cst. Inv.	2 1/2	+ 1/4										
Trans World Fin. e	12 1/2	+ 1 1/2										

People want metal bifold doors.



Only Float-Away® makes them so practical and profitable.

Just name your decor, budget and opening sizes. Float-Away makes metal bifold closet doors to fit your specifications all three ways.

- Five different styles, from Colonial to Contemporary, and all available in two price categories.
- Installable in minutes, because they can be individually tailored to fit individual openings.
- New high performance and new low

maintenance, because they're sturdier. No call-back or replacement problems.

Float-Away doors have to be good. We've been standing behind them for years, with solid guarantees.

And remember—people want metal bifolds for closets. Only Float-Away makes them so practical and profitable to you.

Write us on your letterhead:

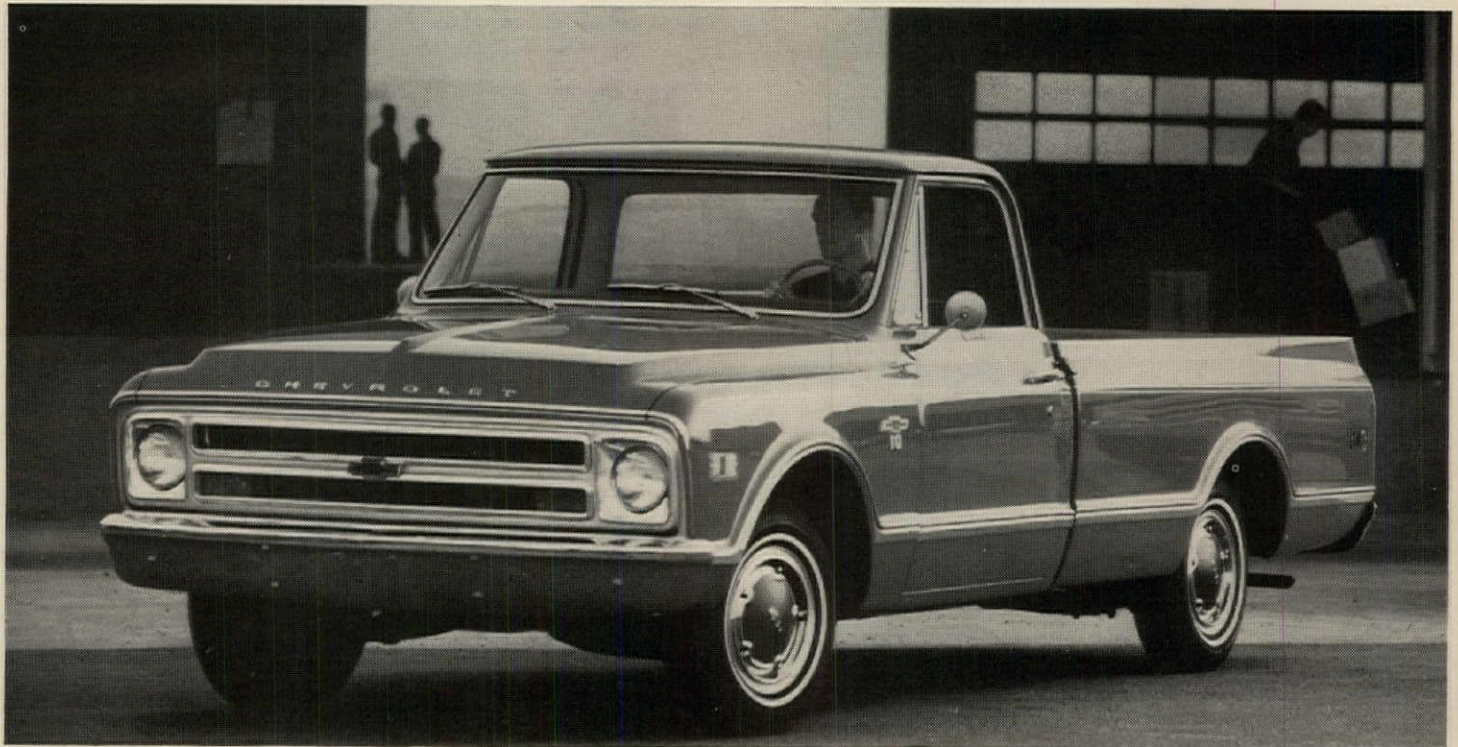
FLOAT-AWAY®

COMPLETE CLOSET SYSTEMS

*Department HH-10, 1173 Zonolite Road, NE, Atlanta, Georgia 30306. Phone (404) 875-7986.



HERE! '68 JOB



Half-ton Fleetside pickup

**Look at all you get
you can't get
anywhere else!**



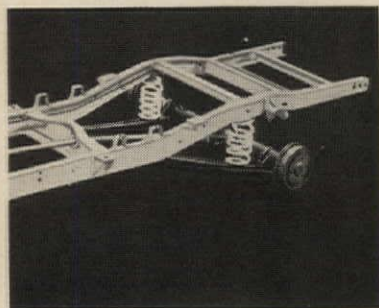
Only Chevrolet gives you all these truck features for '68!

TAMER TRUCKS



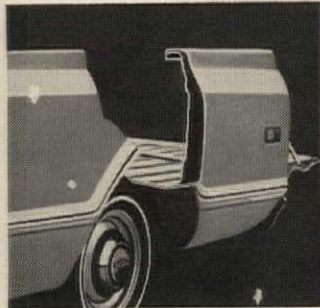
Chevy-Van 108

Medium-duty tractor with van trailer



Road-balanced ride with rugged coil springs all around!

Coil springs deliver an extra-smooth ride. That's why we put truck-designed coils at all four wheels of the popular 1/2- and 3/4-ton Chevy pickups. Add **work-proved Independent Front Suspension** and you have the easy ride plus built-in toughness that comes only with a '68 Chevrolet pickup! • Chevy-Vans cushion your cargo with advanced-design tapered leaf springs front and rear. • Big Chevies up to 32,000 lbs. GVW travel on rugged variable rate leaf springs front and rear.



Truck-tough cab and body with double-strong construction!

All Chevrolet trucks have more than one cab. There's the one outside plus the one inside. **Double-wall construction** does it. Double strong! Pickup cabs, for example. Cowl, windshield pillars, roof and door openings are double strong to keep cab tight. Fleetside pickup boxes have full double-wall sides and tailgate. The strength of two boxes in one—plus weather protection—and no exterior welded joints to rust! All '68 Chevies are **double strong** where they should be!



Extra workpower with job-tailored engines!

On biggest jobs, save with gasoline or 2- and 4-cycle diesel engines. • And check all the engines available for conventional pickups in '68! Begin with the 155-hp 250 Six—biggest standard Six you can buy. Or ask for the 292 Six. **There's a brand-new 200-hp 307 V8 that's standard in V8 models.** Specify a 327 V8 or 396 V8! You won't find a broader range of power in any popular pickup! • In Chevy-Vans, get Six economy or V8 go. • Order diesel economy in larger delivery vans.



Styling with a purpose that sets the pace!

Take a good look at Chevrolet's style—like the pickup's low silhouette. It adds road-holding stability, cuts wind resistance. **Chevy's cab design gives a better view down front for greater maneuverability and safety.**

Biggest service network.

You're never far from a Chevrolet dealer...because there are **more of them**, ready to help you keep working. So see your nearby dealer today—see the '68 Job Tamers with all the things you can't get anywhere else! ...Chevrolet Division of General Motors, Detroit, Mich.



What you need is a foul-weather friend

When the investment climate is sunny, or when we are coming out from behind a cloud, it's easy to forget that the weather can turn bad again. The one thing that's certain is uncertainty. But customers of First Mortgage Investors know that they have a ready source of mortgage funds no matter what the situation of the moment. FMI is in business to provide first mortgage loans for construction and development of residential and selected commercial properties. It's our only business and we work at it full time.

FMI has invested more than \$300,000,000 in mortgages through 160 mortgage correspondents in 43 states. And we are making new commitments all the time, even when other sources of mortgage funds have dried up. If you need mortgage financing for your projects today, contact our nearest regional office. You'll find we're good friends in both fair weather and foul.



FIRST MORTGAGE INVESTORS

Regional offices of First Mortgage Advisory Corporation, investment advisors to FMI:

- 825 Forty-First Street, Miami Beach, Florida—Phone 305 JE 2-7361
- 2793 Clairmont Road, N.E., Atlanta, Georgia—Phone 404 633-5622
- 120 La Salle West, South Bend, Indiana—Phone 219 232-1345
- 612 Petroleum Club Bldg., Oklahoma City, Okla.—Phone 405 CE 6-3487
- P. O. Box 2183, Great Falls, Montana—Phone 406 453-8131
- 1299-4th Street, San Rafael, Calif.—Phone 415 453-2810

NEWS

continued from p. 24

How to emerge from bankruptcy with a company worth \$1,200,000

Roger Marshutz

Just two months ago, California builder Harlan Lee owed 260 creditors more than \$2 million [News, Aug.]. Today, Lee's company boasts a \$1.2 million equity and a \$1.5 million tax loss. And Lee doesn't owe his creditors a cent.

The \$1.2-million equity represents the value of four major subdivisions in which the company is selling.

Lee saved Harlan Lee & Assoc. by reorganizing it after voluntarily filing under Chapter XI of the federal bankruptcy laws. As debtor in possession with court protection from suits, he was able to persuade 80 major creditors to cash in their debts for preferred stock in Lee's building company. The other 189 creditors were each paid up to \$250, which often was all Lee owed them.

"We were in and out of Chapter XI in record time—only three months," says Lee. "And we came out with a company strong enough to tackle a \$40 million development of detached condominiums called Toluca Lake in Los Angeles [News, Sept.]. My joint venture partner Les Guthrie and I will break ground in 90 days.

"Our experience with Chapter



CALIFORNIA'S LEE
Bankruptcy saved his company

XI may set a trend," says Lee. "Too many builders shy away from the courts, and spend years trying to pay off debts. At best, they end up with companies weak in assets."

Chapter XI is far from a cure-all. "Only 10% of all companies that file under Chapter XI ever work out reorganizations," says Lee. "But that's partly because they usually don't file until they sell most of their assets. I almost made that mistake. Two months before I filed I sold 282 apartment units for \$3.6 million. The cash didn't last a minute; today with those apartments, my company would be even stronger."

Let the builder beware: He faces restrictive liability legislation

This year a liability bill was introduced in New York State that would have driven most small builders out of business—and caused even the biggest builders financial hardship. It requires builders to post bonds equal to the price of each house they sell.

The bill was quickly bottled up in committee and apparently killed, but builders haven't seen the last of liability legislation. More and more lawyers are calling for state laws to codify the hodgepodge of court rulings that extend product liability to homebuilding (NEWS, Dec. '65).

The latest call to action is an article by Cornell Law School Professor E. H. Roberts.*

The courts, says Roberts, have left homeowners numerous legal grounds for damage suits, while failing to answer elementary questions. E.g.: Are all builders liable—or only big builders?†

Says Roberts, "When the law is seen making something of an ass of itself, change can be expected." And indeed, drastic change would be ushered in by

the New York bill, which is outlined in Robert's article. The bill proposes the following:

1. Under unlimited liability, a builder could be sued within three years after a house sale by owners or users injured by defects. Negligence need not be proved.

2. Under implied warranty, a builder could be sued over structural defects unless the buyer accepted the house "as is."

3. To protect the buyer, a builder would have to maintain a bond equal to the house's sale price during the three-year liability period. (As a consequence, small builders unable to gain access to bonding centers would be forced out of business.)

According to a National Association of Home Builders spokesman, the bill never had a chance of passage. But until the building industry proposes its own liability law, it faces the possibility that another such restrictive bill may some day be passed. As Professor Roberts notes, "A house may collapse, killing a child, and the present bill may be swept through amid public clamor."

ASSOCIATIONS: Bernard G. Meyers is the new president of the New York State Association of Real Estate Boards.

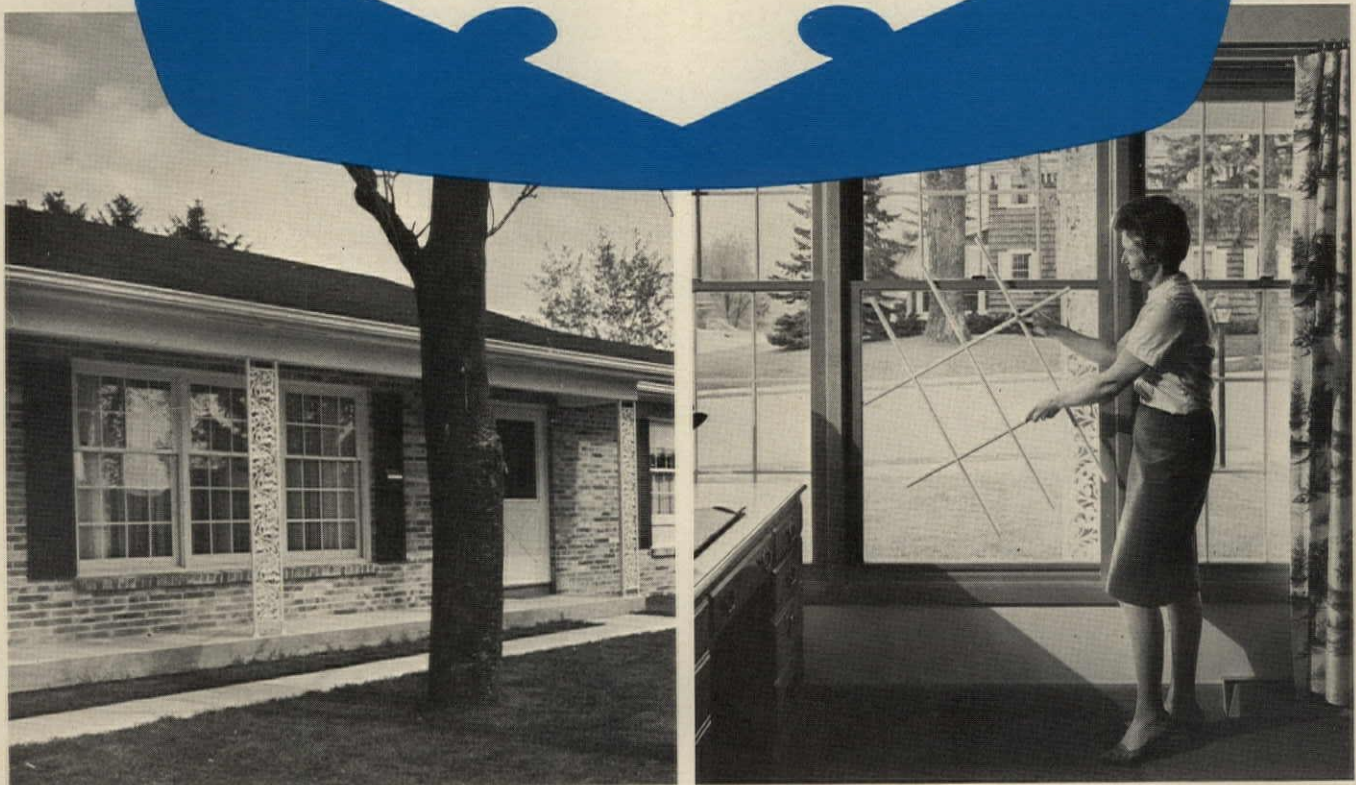
NEWS continued on p. 32

*"The Case of the Unwary Home Buyer: The Housing Merchant Did It," Cornell Law Quarterly, Vol. 52, No. 6.

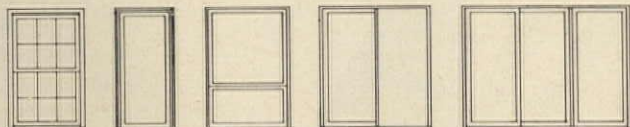
†Schipper v. Levitt & Sons, 44 N.J. 70, 207 A.2d 314, Feb. 1965.

The better homes in every neighborhood have wood windows.

Have you noticed?



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



Double-Hung Windows Casement Windows Awning Windows Slider Windows Patio Doors

*From the manufacturers of
 Creative Building Products*

CARADCO, INC.
 Dubuque, Iowa

Subsidiary: Caradco Eastern, Inc., Pemberton, New Jersey

Caradco Windows and Patio Door products are further detailed in Sweets Light Construction $\frac{6b}{Ca}$ Arch. file $\frac{19c}{Ca}$ and Canadian file $\frac{8wmw}{Car}$ or write direct to factory



What new
appliance
adds sales appeal
to every room
in the
house...

and the basement,
garage and patio, too?

The Jack-Vac

Every woman can quickly see the advantages of the Jack-Vac . . . Whirlpool's *true* central vacuum system which carries dirt through tubing in the walls down to a tank in the basement or garage. She likes the idea of having no machinery to pull around . . . no messy bags to empty . . . no dust redeposited around the room.

And the man of the house gets just as excited about the Jack-Vac as his wife does! Those Jack-Vac outlets in garage and basement are his!

With powerful Jack-Vac suction, he can pick up wood shavings in his workshop . . . whisk up dried mud

from the garage floor or cigarette butts from his car ash trays . . . reach the hose out onto the patio to clean up stray grass clippings.

The Jack-Vac offers a choice of two systems . . . dry or wet pickup. The exclusive wet pickup system is self-cleaning. It flushes dirt down the drain, and can also pick up scrub water or spilled liquids.

Either system is easy to install in homes under construction. Even if a home is finished, you can still put in a Jack-Vac. It's a simple job to put the tubes in the walls of a completed home.

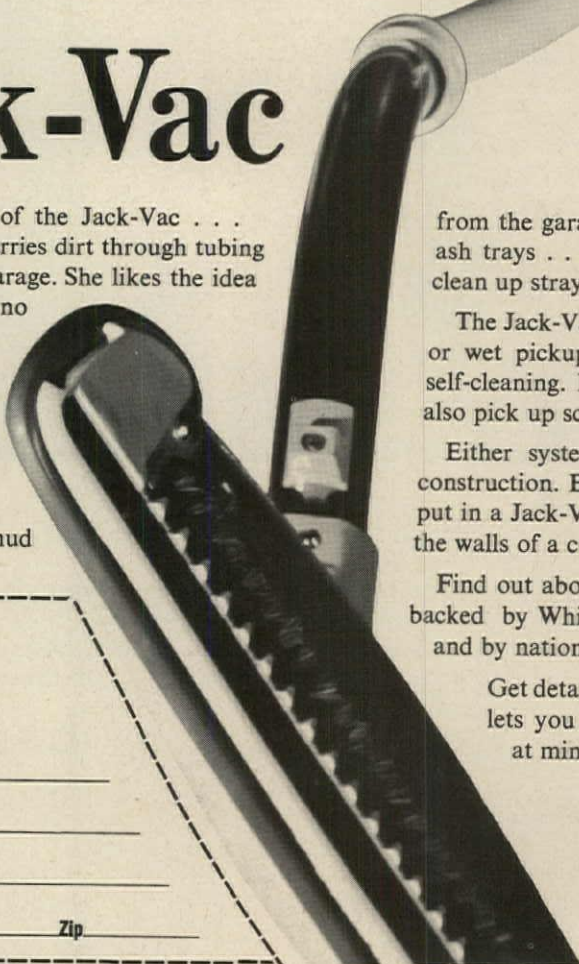
Find out about this true central vacuum system . . . backed by Whirlpool's nationally-known brand name and by national advertising.

Get details, too, on our special low-cost kit which lets you pre-condition homes for the Jack-Vac at minimum cost. Just mail the coupon.

Central Vacuum Systems Department HH 10
WHIRLPOOL CORPORATION • Administrative Center
Benton Harbor, Michigan 49022

Tell me about the new Jack-Vac.

Name _____ Title _____
Firm _____
Address _____
City _____ State _____ Zip _____





Now! Hunter **HIDE-AWAY**[®] outperforms larger electric heaters



Cross-flow blower pulls in cool air through lower vent, expels warm air through upper vent.



Quiet, compact unit produces up to 8533 BTU/H

In one compact unit you get 1500, 2000 or 2500 watts with no change in heater size. You can choose a Hide-Away[®] to deliver up to 8533 BTU/H. Install it anywhere on the wall—baseboard, waist or chest level . . . in any room of home, apartment, motel, office, store, school. Ideal for both new construction and conversions. Choose 240 or 208 volts, wall or built-in thermostats. Grille finished in decorator beige or chromed for bathroom and kitchen (1250 watts). Unit

operates very quietly and grille temperature averages 30° lower than competitive heaters. Budget priced and easy to install. Mail coupon for the full story.

MAIL TODAY FOR DATA

Hunter Division, Robbins & Myers, Inc.
2510 Frisco Ave., Memphis, Tenn. 38114

Please send full information on Hunter Electric Heat.

Name

Company

Address

Hunter Electric Heat *It's Matchless!*

Hunter makes a complete line of electric heaters and fans of all types.

24th Annual NAHB



Convention and Exposition



The Name of the Game is Living.

That's it!—Living—That's what you will be doing when you come to CHICAGO for the 24th Annual NAHB Convention & Exposition. Get ready—Get set—LIVE—rub elbows—exchange ideas with the best in the industry for five full stimulating days. All under one roof—Nothing separated. These could be the most profitable days in your life. INTERNATIONAL AMPHITHEATRE—Dec. 3-7.

Living...

- with well over 400 exhibitors
- with new products
- with over 30,000 builders, architects, engineers, dealers and distributors
- for thought provoking panel discussions
- for authoritative talks by government and industry leaders
- for instructive and proven activity programs

For your advance LIVING convention and hotel reservations contact your local Home Builders Association or write us.

NATIONAL ASSOCIATION OF HOME BUILDERS

140 S. Dearborn Street Dept. HH672
Chicago, Illinois 60603

MAKE YOUR RESERVATIONS NOW!

24th Annual NAHB Convention & Exposition



DECEMBER 3-7 1967
PLAN TO ATTEND

December 3-7

International Amphitheatre

Chicago, Illinois

NEWS

continued from p. 28

Gulf Oil rushes in new president to run its new town, Reston, Va.

Deakin Studio

Gulf didn't waste a minute. Last month—a week after acquiring 80% of the troubled new town—Gulf named Robert H. Ryan president and immediately put him to work. Reston's founder, Robert E. Simon, was named chairman (NEWS, Sept.).

Ryan, 47, has 23 years of experience in urban and industrial development. From 1959 to 1962, the Harvard Business School graduate was executive vice president of Perini Corp. (land development) of Framingham, Mass., and from 1962 to 1967, he was director of Pittsburgh's Regional Industrial Development Corp., which is credited with rejuvenating that city. He is a consultant to the Housing and Urban Development Dept.

After forming a consulting



GULF RESTON'S RYAN

From consultant to president

firm earlier this year, Ryan began an analysis of Reston for Gulf. Hence he was a logical choice for president when Gulf decided to take control to protect its \$15-million investment.

A new mortgage expert for FNMA

Oliver Jones is resigning as the Mortgage Bankers Association's economist to become an economic consultant to the Federal National Mortgage Assn.

It was Jones who wrote what many economists considered the most comprehensive of the 25 mortgage-market studies submitted to the Senate committee now studying mortgage problems [NEWS, July]. Said FNMA's President Ray Lapin, announcing Jones's appointment: "He is recognized as one of the nation's leading economists in the field of mortgage finance. His research and writings have been a stimulating influence on developments in the field."

Jones steps into the new post at a time when the future of FNMA is under wide discussion. Proposals have been made to establish a trading desk for FHA mortgages and even to expand the agency's activity into conven-



FANNY MAY'S JONES

The agency adds expertise

tional loan trading. Lapin has stressed the need for study of these schemes, and Jones's assignment will almost certainly be to assess their feasibility.

"He will contribute to our search for ways and means of improving the performance of the mortgage market," Lapin said.

Planner Dennis O'Harrow dies

The internationally famous urban planner died Aug. 29 in West Berlin, where he was serving as chairman of the world congress of the International Federation of Housing and Planning.

The 58-year-old Dennis O'Harrow, executive director of the American Society of Planning Officials, had been elected president of the Federation in 1966—only the second American to hold the post.

Described by an associate as of mild temperament "but outspoken in his public utterances," O'Harrow once dropped a bombshell at an ASPO convention by

converting his annual report into an indictment of zoning frauds.

"It is time," he said, "that we recognize publicly that a small but still much, much too large group of public officials is engaged in selling zoning favors for a price." He urged establishment of a zoning crime commission to police bribery.

O'Harrow was born in Indianapolis, graduated from Purdue University in 1931 and for more than 30 years served as an official of numerous planning organizations. He lived in Chicago at the time of his death.

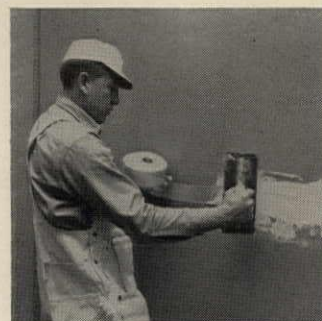
NEWS continued on p. 36

8 a.m.



Put up Dens-Cote® base.

9:30 a.m.



Apply Dens-Cote tape and corner beads.

1 p.m.



Trowel on Dens-Cote plaster.

3:30 p.m.



Job's finished.

A day's work and you're through. It's as easy as that! Bestwall® Dens-Cote plaster is more workable, gives a smoother, harder finish. And Dens-Cote base is easy to handle on the job because each panel is laced with miles of textile glass fiber for extra strength. See your G-P/Bestwall representative or Georgia-Pacific dealer.



GEORGIA-PACIFIC
GYPSUM DIVISION

Gutter systems of rigid Geon vinyl will not rust, corrode, rot, peel, dent, flake, scale or call-back.

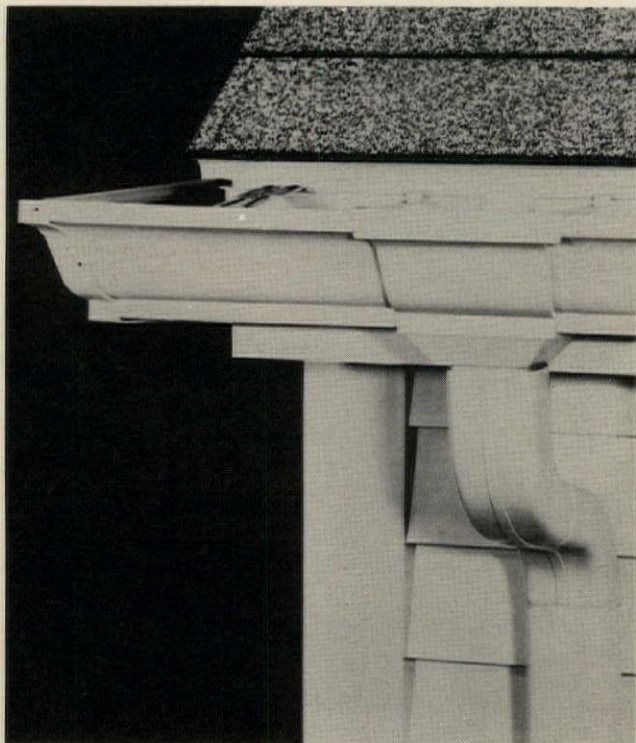


Photo courtesy: Bird & Son, inc., E. Walpole, Mass.

That's because they are solid vinyl, and the color goes through and through. Rigid Geon vinyl sheds rain water and chemical roof wash without being bothered by them. Geon vinyl is making the material difference in many building products . . . windows, siding, pipe, conduit, gutters, downspouts, shutters, electrical raceways. And the difference is that they take care of themselves so that you won't have to. B.F. Goodrich Chemical Company, Dept. H-13, 3135 Euclid Avenue, Cleveland, Ohio 44115.



B.F. Goodrich Chemical Company
a division of The B.F. Goodrich Company



Should a lam-beam on edge
make a builder happier?

Potlatch 
FORESTS, Inc.

WOOD PRODUCTS DIVISION
P. O. Box 3591
San Francisco, California 94119

Yes! Potlatch SOLDIER BEAMS have all these advantages:

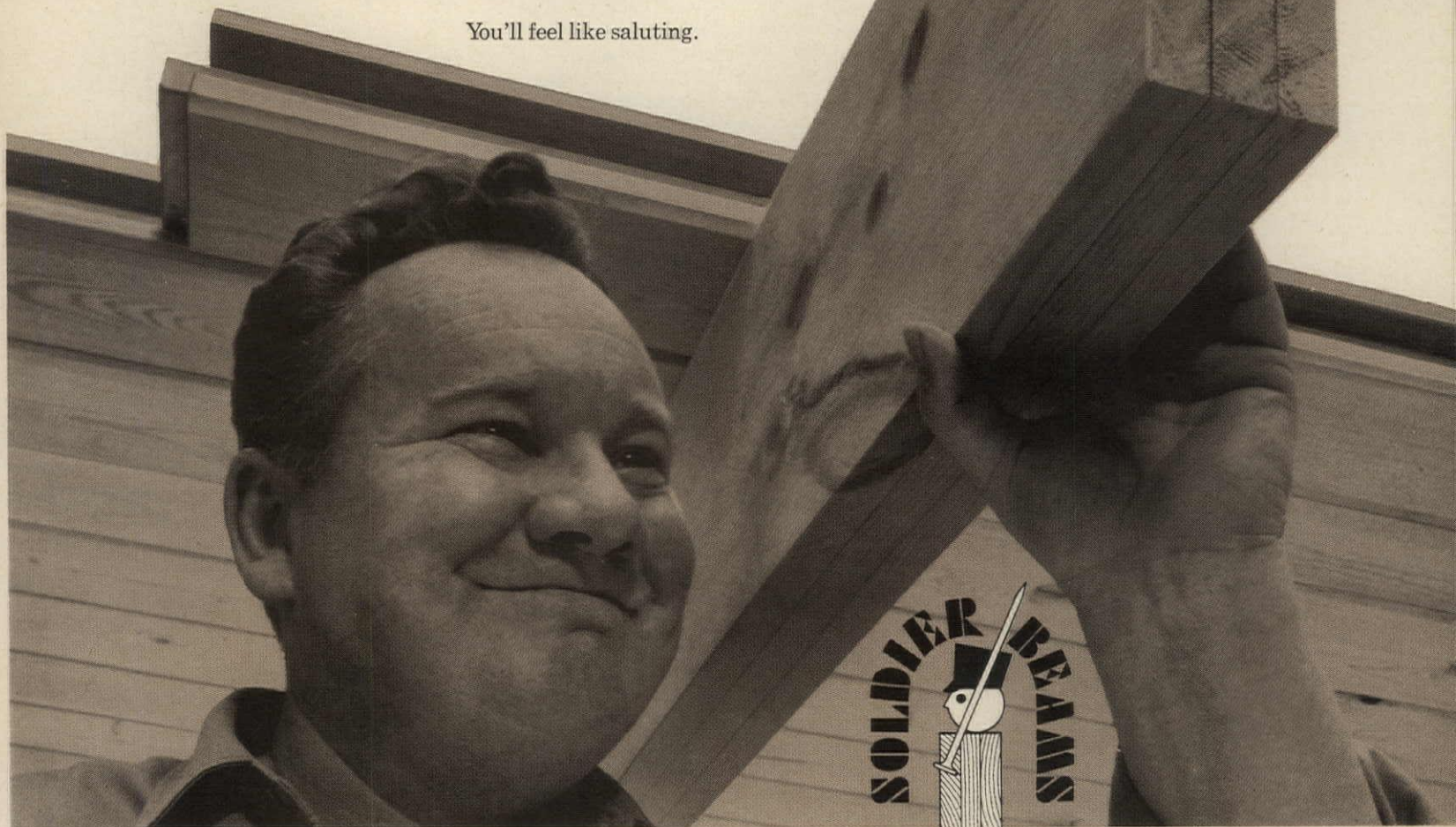
MORE STRENGTH: Lightweight vertically laminated beams are stiffer, can carry more load than solid beams the same size.

MORE ECONOMY: Sturdy Potlatch Soldier Beams are made of lightweight Idaho White Pine, saving you 20% in shipping weight. Kiln dried to uniformly low moisture content throughout to minimize checking, twisting, shrinkage.

MORE VERSATILITY: Economical Potlatch Soldier Beams are available with smooth or saw textured surfaces in 3 useful grades. Widths 2¼" to 5¼", depths 5¼" to 11¼". Use Architectural or Premium grades where appearance is important, Industrial grade for non-exposed headers, purlins, rafters, posts and joists.

Call your Potlatch distributor and investigate our Soldier Beams and their companion product, Lock-Deck® decking.

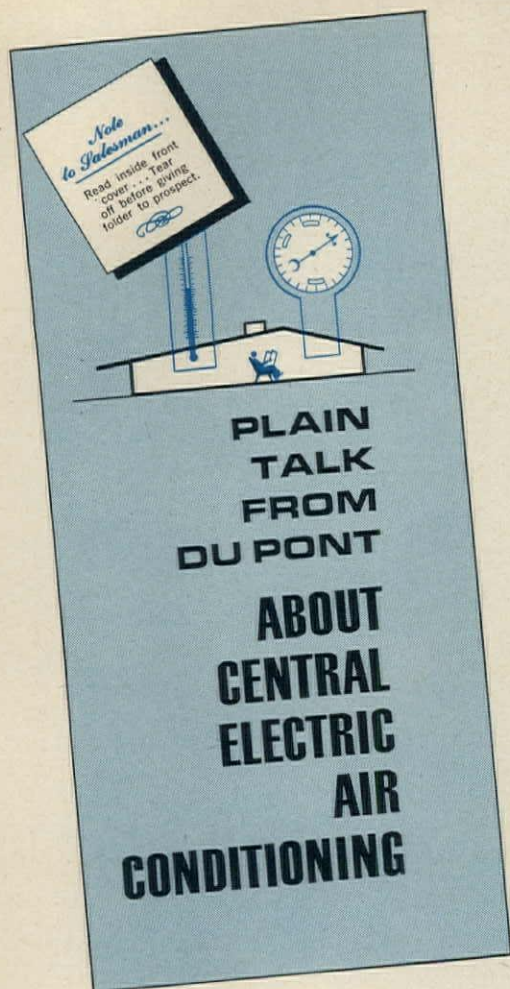
You'll feel like saluting.



ANOTHER CREATIVE PRODUCT OF

POTLATCH FORESTS, INC.

**Free booklet
tells you how to
use central
air conditioning
to close more sales**



Selling more homes more quickly is important to you...air conditioning can help you do it. Central electric air conditioning is a reality of modern living. Almost one out of every four new residences constructed in 1965 was centrally air conditioned. Make sure you are armed with the facts you need to cash in on all the sales advantages central air conditioning has to offer. Get the booklet "Plain Talk From Du Pont." For your free copy, mail the coupon.



Du Pont Co., Room 5367
Wilmington, Delaware 19898
Please send me a copy of your booklet on central residential air conditioning.

NAME _____ TITLE _____
COMPANY _____
ADDRESS _____
CITY _____ STATE _____ ZIP _____

NEWS
continued from p. 32



RENT-SUBSIDY HOUSING in Boston has common play area. Subsidy: \$50,134 for 38 units.

**Sec. Weaver answers critics
at subsidy project's opening**

At the dedication of the nation's first new rent-subsidy housing last month, Housing Secretary Robert C. Weaver answered recent criticism that his department isn't "genuinely concerned about low-income and moderate-income families."

On the contrary, said Weaver, "both the moderate income (221d3) and rent supplement programs . . . have moved more rapidly than any other multifamily program sponsored [by his Housing and Urban Development Department]."

He added that the project being dedicated—Boston's Charlamé Park (*photo above*), sponsored by First African Methodist Episcopal Society—is proof of quick action. "Fifteen months after the rent program was first funded," he said, "this development is complete."

Also, Weaver noted that the rent program's \$32,000,000 is completely allocated and will produce 34,000 units.

Congress acts. Five days after Weaver's speech the Senate Appropriations Committee took a first step toward expanding rent subsidies by approving \$40,000,000 for the program—enough for 44,000 more units.

Earlier this year the House of Representatives refused to appropriate a penny for rent supplements.

**Five banks join rehab effort
with \$250,000 in Cleveland**

Flying the flag of civic pride, five Cleveland banks have launched an attack on slum housing in the city's Hough ghetto.

Central National, Cleveland Trust Co., National City, Society National and Union Commerce have established a revolving fund of \$250,000. Operating as an equally shared nonprofit corporation, they will start by rehabilitating 25 to 30 units. Estimated cost: \$250,000. Upon completion, the mortgage and property will be turned over to nonprofit church or civic groups.

National City fathered the concept and won quick support from the other banks.

Even as the Cleveland banks entered the rehab field, which historically has been shunned by the banking profession, Stafford Grady, president of California's eighth largest bank, First Western, challenged bankers to lead a nationwide campaign to provide "decent housing for the economically deprived."



**Get acquainted
with
this symbol**

**It means prompt
title service nationwide**

Chicago Title Insurance Company is qualified in 46 states, the District of Columbia, Puerto Rico and the Virgin Islands. You deal with just one company to get nationwide title protection.

**You work with
experienced people**

Real estate investors, developers and home builders find at every office of Chicago Title Insurance Company a staff with deep understanding of local real estate practices and conditions plus broad knowledge about every kind of title problem that comes from national operating experience.

**Your title policy is backed
by great financial strength**

Chicago Title Insurance Company is one of the nation's strongest, with assets totalling nearly \$37 million. For specific information, write:

**Chicago
Title Insurance
Company**

111 W. Washington St., Chicago, Ill. 60602

The no-maintenance door. Honest.



Greenfield Village—Kansas City, Mo.



"We closed the door on maintenance costs when we put Pease Ever-Strait Doors on all of our townhouses," says Bill Ferris of Des Marteau Corp. "It was a money-saving decision, because we've never had a call-back—these doors just don't warp or swell, split or crack.

"And we eliminated the cost, the headaches and the ugliness of storm doors, too." The secret? Ever-Strait Doors are insulated with a solid foam core, have draft-free magnetic weatherstripping, and an adjustable aluminum sill. The result? Ever-Straits also cut the cost of heating and air conditioning. Imagine—all that and beauty, too! Plus variety (26 distinctive styles) . . . in single doors, double doors, patio doors or in combinations with sidelights.

The companies listed below keep Ever-Strait Doors in ready stock. Why not give one of them a call, or write us direct. Like right now.

**Pease
Ever-Strait Doors®**

Patents No. 3,153,817; 3,273,287 and 3,238,573. Patented in Canada 1965. Other patents pending.

Dept. H-10, 900 Laurel Ave., Hamilton, Ohio

YOUR NEAREST SOURCE FOR PEASE EVER-STRAIT DOORS

CONNECTICUT, New Haven
Batter Lumber Co.

DELAWARE, Wilmington
Brosius-Eliason Co.

MARYLAND, Beltsville
Ewing Lumber & Millwork Corp.

MARYLAND, Easton
Alco Structures, Inc.

MASSACHUSETTS, Braintree
L. Grossman Sons, Inc.

MASSACHUSETTS, Westfield
O'Connor Lumber Co., Inc.

NEW JERSEY, Bound Brook
Sklar Door Corporation

NEW JERSEY, Camden
Valley Bow, Inc.

NEW JERSEY, Lakewood
Level Line Company, Inc.

N. Y., Albany & Syracuse
Gerrity Company, Inc.

N. Y., Buffalo & Rochester
Iron City/Whitjax Co.

N. Y., Hudson Falls
Northern Homes of N. Y. Inc.

PA., Glen Riddle
Charles Ahrens & Sons, Inc.

PA., Allentown
Harrisburg & Wilkes Barre
Regal Products Mfg. Corp.

PA., Johnstown & Pittsburgh
Iron City/Whitjax Co.

PA., Lancaster
Keystone Aluminum Window Co.

VIRGINIA, Roanoke
Timber Truss, Inc.

Andersen Windows may save you even more on the 10th floor than on the 1st!

(Here's why)

You've probably learned on residential and light commercial jobs that Andersen Windows are **faster, easier to install** . . . can save you up to 3 man-hours or more per window opening.

You know they virtually **eliminate window callbacks**. Because they're designed and built to give you lifetime freedom from binding, sticking and mechanical problems.

But if you've always assumed that metal windows and high-rise buildings just go together . . . consider this: *pre-assembled Andersen Windows can be installed by your regular crew*. Specialists required for metal window jobs are not needed!

It's one way that Allen Engineering Corporation saved in the construction of this apartment building, the Aristocrat Apartments. Another? Andersen Casements were "easier to brace . . . screens required no special fasteners."

In a similar case, a Louisville builder of a 12-story hotel estimated \$7 savings per window by using his own crew . . . a total **installation savings** of over \$1800.

Though not your direct concern, **maintenance savings** can be significant, too. It's usually more economical to paint good wood windows occasionally than to clean and rub-down metal sash and frames (especially so because today's paints last 2 to 3 times longer than paints of a few years ago). Another plus . . . elimination of condensation on frame and sash parts which saves interiors from damage, pleases occupants.

And now, there's a **completely new** Andersen Window line for you to choose from . . . new Perma-Shield™ Windows and Gliding Doors. They combine the insulating value of wood and the lifetime maintenance savings of a rigid vinyl shield. **They don't need painting**. Nor scraping. Nor rubbing down. And their armor-like finish won't pit nor corrode. Wood and vinyl work together to minimize heat loss, control condensation and sweating. And they come in a full range of styles and sizes.

Why not consider Andersen Windows for your next job? You'll be doing yourself (and the owners) a favor. Your Andersen lumber dealer or distributor has full information. **Call today.** Andersen Corporation, Bayport, Minnesota 55003.

Andersen Windowalls™ 
Window Beauty is Andersen





ARISTOCRAT
1440



"I like the new mini-skirt, Vera, but what have you done with your hair?"

Why do so many unknown products turn out to be bombs? For one thing, they don't have brand names the manufacturers have to stand behind. Brand names have to work hard to hold their reputation and your affection.

Just for fun, Vera, imagine what shopping would be like without brand names.

Imagine government grade labels on products. Grade A, Grade B, Grade C granulated sugar.

Sounds funny, doesn't it, But, it's not. There are well-meaning people today who make that very suggestion. They want the government to do your shopping for you.

Of course, that instant-dissolving sugar you're so fond of probably

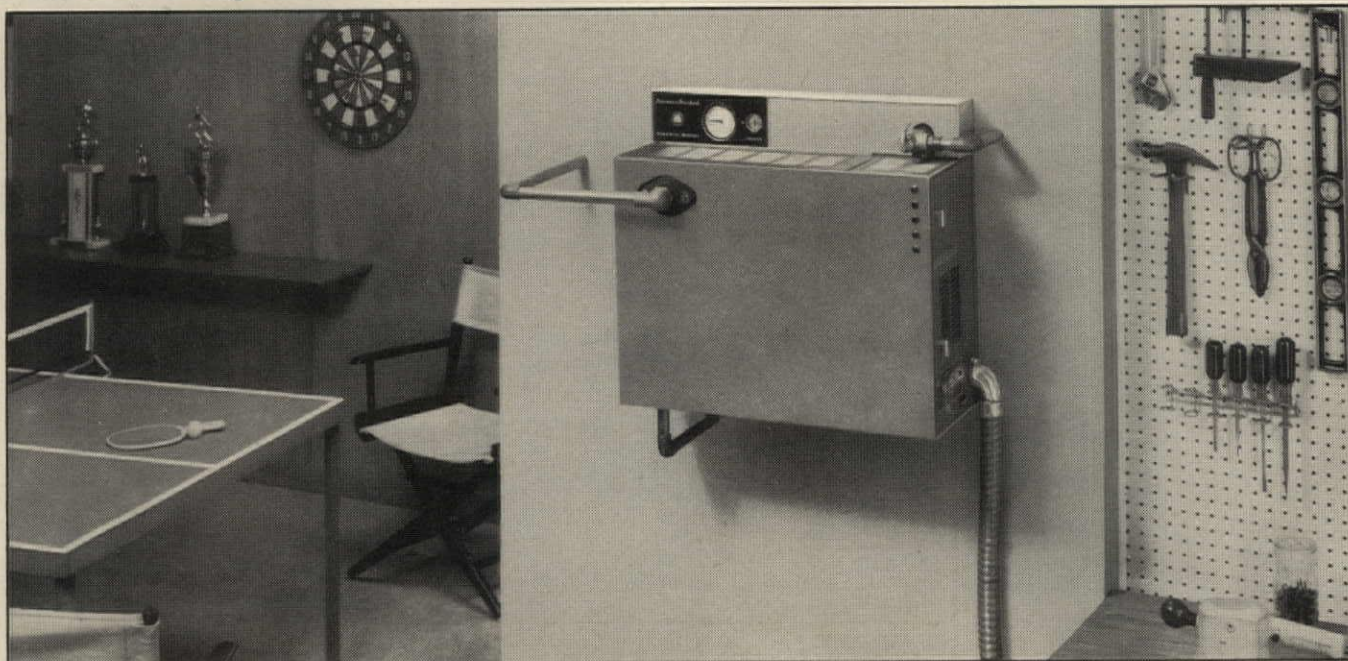
wouldn't exist. What manufacturer would go to the trouble of improving his product if he couldn't use it to compete with? However, you don't really *need* instant sugar. Or hair sprays. Or high heels.

And you could cook on a coal stove if you had to. But, do you want to?

Magazine Publishers Association
An association of 365 leading U.S. magazines

The quality of hydronic heat, the appeal of electricity

with this new American-Standard
electro-hydronic comfort system



If you build Total Electric Homes, or plan to, you should know about *electro-hydronic heating*. Hydronics—the modern version of clean, even, hot water heating—has been used mainly with gas or oil. Now, with the new Electra* electric boiler developed by American-Standard, you get a superior electro-hydronic heating system for about the price of a good resistance-panel installation. The wall-hung Electra boiler weighs only 90 lbs., takes no floor space. Cast iron sections and low-density elements assure high efficiency and long life. Four models, with outputs from 34,000 to 82,000 Btuh meet the heating requirements of practically any home you might build.

Two men install the complete system—boiler and Heatrim* baseboard panels—in just one day. ■ *Why is electro-hydronic heating so good?* It's even and steady because the temperature of the water circulating through baseboard panels is truly modulated. The trim, compact panels provide complete decorating freedom. Rooms are draft-free from floor to ceiling. The entire home is comfortable. And as with any hydronic system, you can easily zone the home into comfort areas, each with its own thermostat. For details, see your American-Standard contractor. Or write American-Standard, Plumbing and Heating Div., 40 W. 40th St., New York, N.Y. 10018.

*TRADEMARK AR&SS CORP.

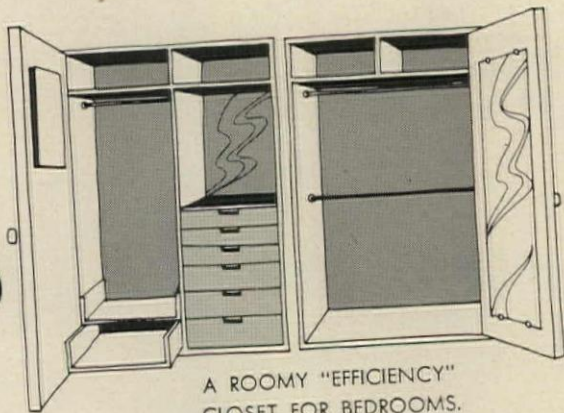
 **AMERICAN
STANDARD**

PLUMBING & HEATING DIVISION

5

QUICK
WAYS
TO SELL
HOMES
FASTER.

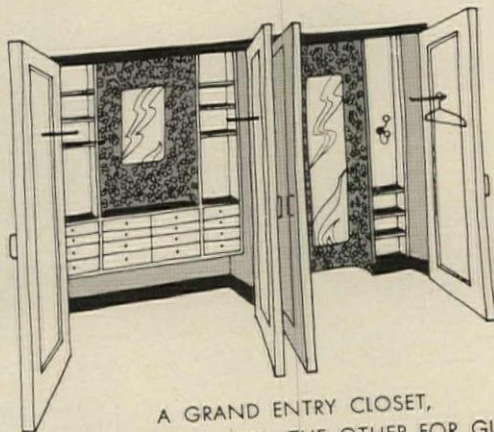
1.



A ROOMY "EFFICIENCY"
CLOSET FOR BEDROOMS.

3.

2.

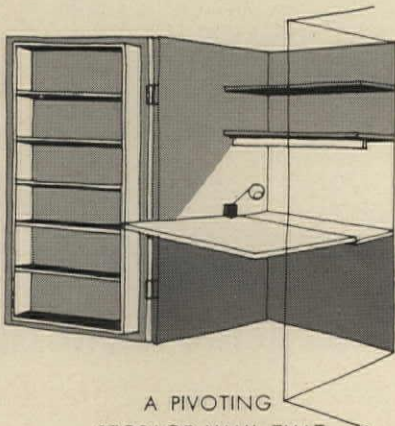


A GRAND ENTRY CLOSET,
ONE SIDE FOR FAMILY, THE OTHER FOR GUESTS.

Put these storage units in your models. They're exactly the kind that catch the eyes and hearts of customers . . . useful, convenient, smart.

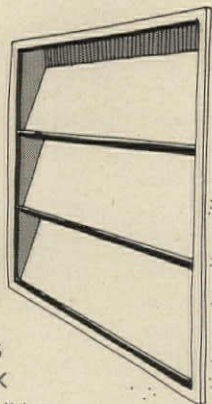
Western Wood gives you short cuts for building storage like this . . . quicker installation because standard lumber sizes can be fitted without ripping, without covering exposed edges. They finish beautifully, come in knotty or clear grades, and are available everywhere.

Send the coupon for detail plans of the five units shown—designed specially to use standard lumber widths



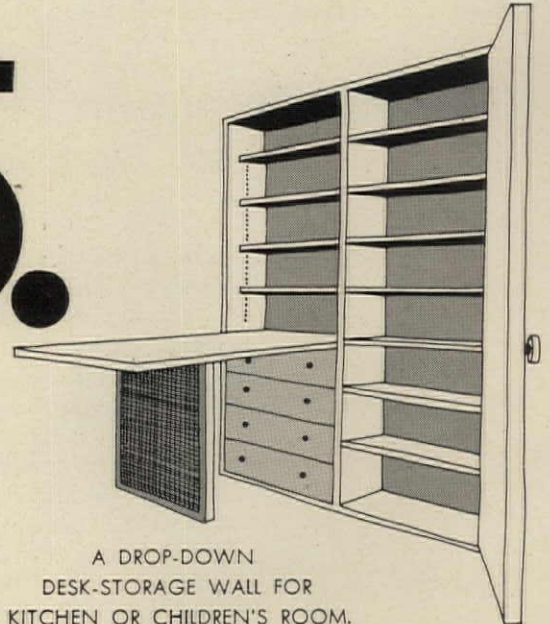
A PIVOTING
STORAGE WALL THAT
HIDES A BUILT-IN HOME OFFICE.

4.



BETWEEN-STUDS
MAGAZINE RACK
FOR EVERY ROOM IN
THE HOUSE.

5.



A DROP-DOWN
DESK-STORAGE WALL FOR
KITCHEN OR CHILDREN'S ROOM.

and thicknesses—plus a full-color idea book featuring other Western Wood storage ideas that can help you sell homes faster.

**WESTERN WOOD
DOES IT MORE ECONOMICALLY.**

Please send the builder storage plans and idea book.

Name

Firm

Address

City

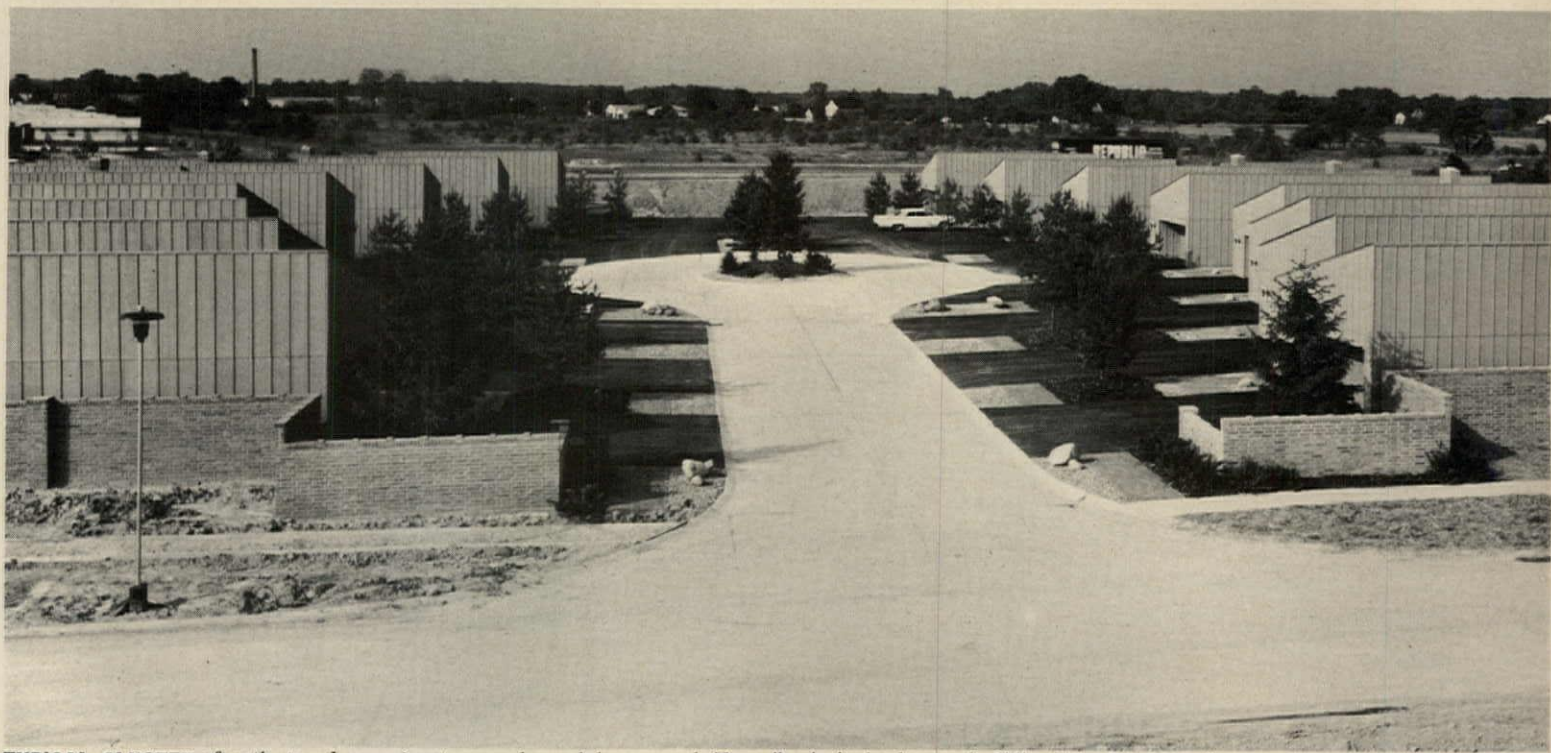
State

Zip



Western Wood Products Association
Dept. HH-1067, Yeon Bldg, Portland, Ore. 97204

Western Woods include: Douglas Fir, Engelmann Spruce, Idaho White Pine, Incense Cedar, Lodgepole Pine, Sugar Pine, Ponderosa Pine, Western Hemlock, Western Larch, Western Red Cedar, White Fir.



TYPICAL CLUSTER of patio townhouses is set around a cul-de-sac road. Turnpike is in background. Siding is painted rough-sawn plywood with battens.

This condominium townhouse project was a surprise sellout

Before it opened, builder Bob Schmitt of Berea, Ohio, had two major concerns: 1) The ten-acre site backed up to the noisy Ohio Turnpike and 2) the design, by architect Edward Schmitt, might be too starkly contemporary and repetitive for the area.

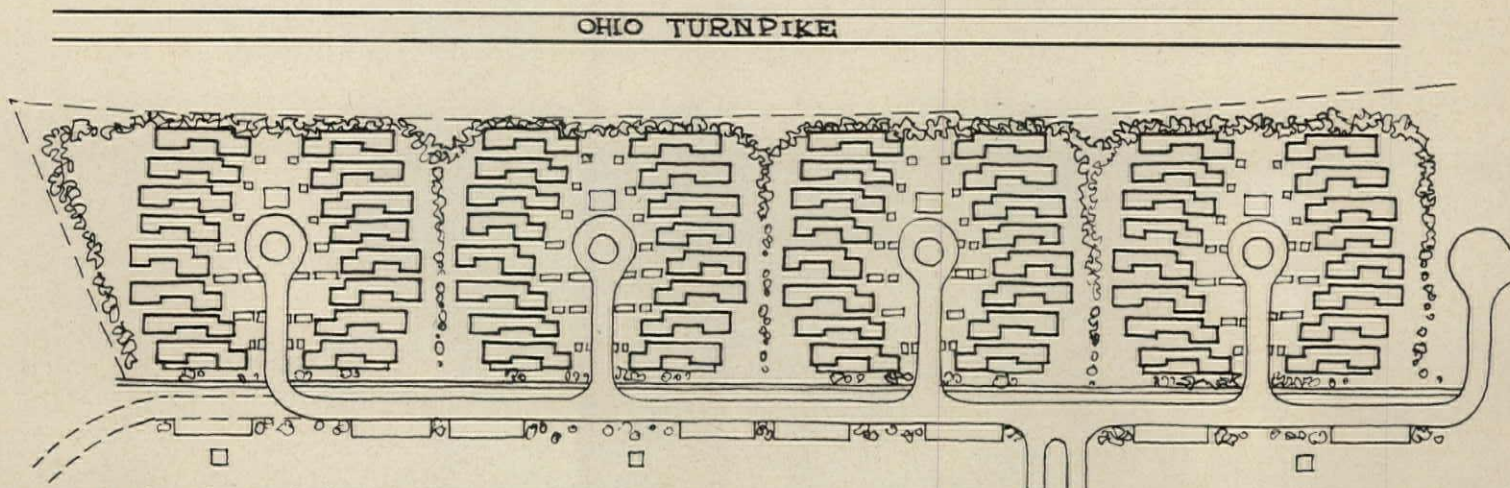
Bob Schmitt is still astonished at what actually happened. There were ten walk-in sales before the first of the four plazas was completed. Then on opening day a story on the project appeared in a Cleveland newspaper and 3,000 visitors showed up; within four weeks 50 units were sold (at \$25,500, \$27,500 and \$29,500 respectively for the plans shown top to bottom on the facing page.) Today, less than six months after opening, only a half-dozen units remain unsold.

Highway noise proved no problem because the project's design keeps it out. Heavy brick walls face the turnpike, and the shed roofs deflect traffic sound

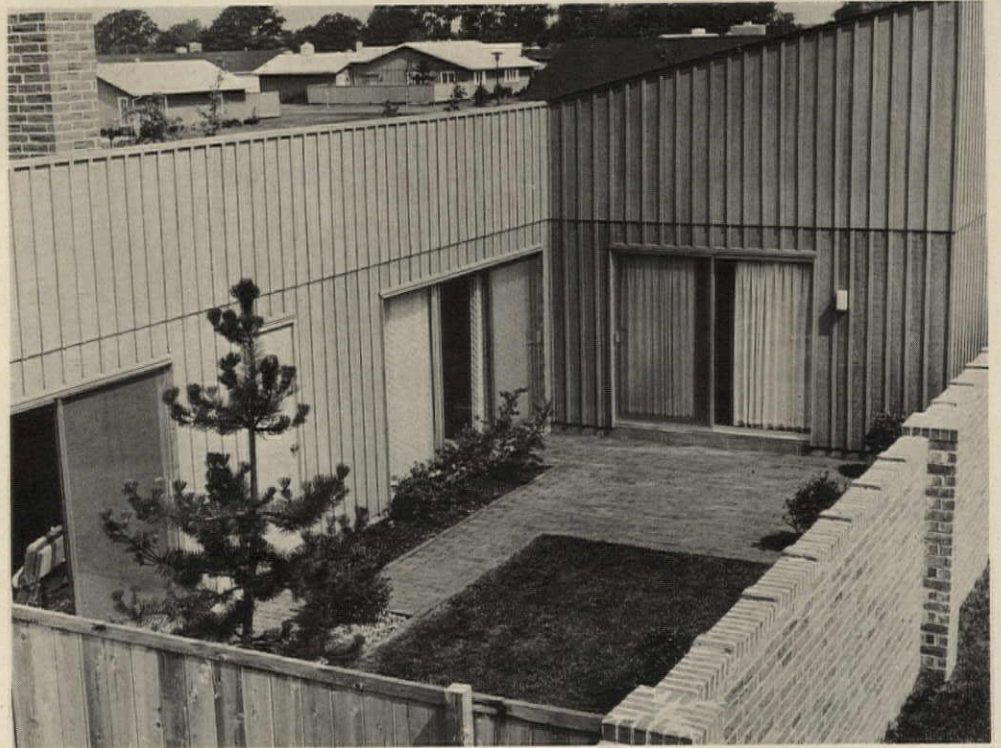
upwards. Says Schmitt: "You can't hear a sound, even from the big diesel trucks."

The design proved no problem once visitors had been through the houses. "There were some raised eyebrows at first," says Schmitt, "but they came down when people began to see that the inside and the outside of the houses worked together."

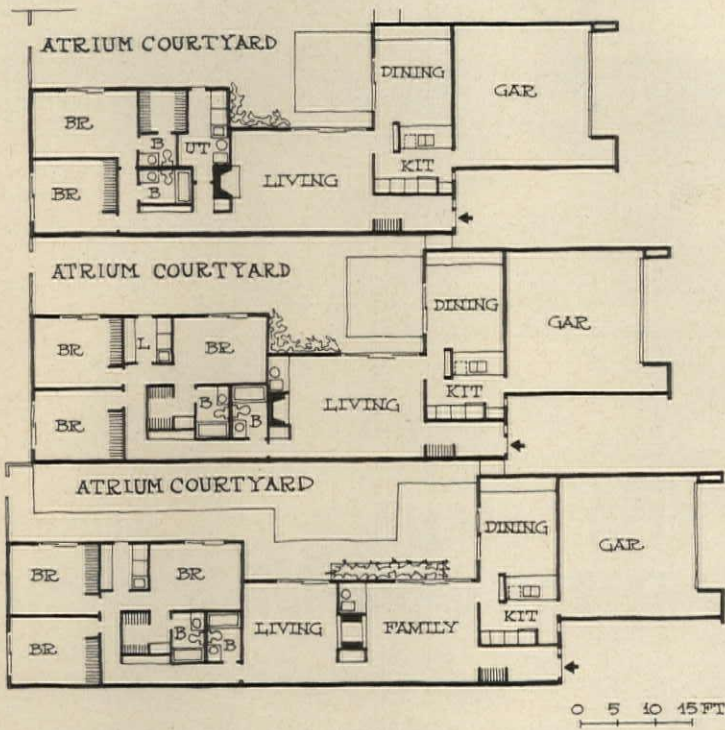
The market Schmitt aimed at—and hit—is the empty nester: retirees, or the older family whose children have grown up and left. Such buyers are used to big houses, so Schmitt gave them up to 1,680 sq. ft. of living area, up to 1,080 sq. ft. of walled courtyard, two-car garages, lots of storage space, formal dining rooms and two big baths, plus features like air conditioning, carpeting, fireplaces, desks in the kitchen and electric garage-door operators. A \$15 monthly service charge covers all maintenance.



SITE PLAN shows four nearly identical clusters, each with 16 units. Land costs on the ten-acre site were held to \$4,400 per unit, including landscaping.



COURTYARD in large unit is accessible via glass doors to dining, living and family rooms.



LIVING ROOM is paneled and carpeted. See-through fireplace also opens to family room at rear. Utilities are in closet at left of fireplace.



TWO-CAR GARAGES, unusual for Cleveland-area townhouses, face into turn-around. Completely private entrances are recessed at right of each garage.



TILED BATH, with sliding tub door, single-lever faucet, vanity and big mirror, typifies the kind of luxury built into Schmitt's patio townhouses.

Letters start on page 52



YOUR LENNOX TERRITORY MANAGER* WANTS TO BRING YOU TOTAL COMFORT

All year 'round. For all your homes—not just the one you live in. He knows Total Comfort will make your homes more desirable. Help you sell more homes—faster. And add extra value (and profits), whatever the size or price.

Lennox Total Comfort is a ducted system that moves treated air throughout the home. It heats. Cools. Brings in fresh outside air. Squeezes out the sticky humidity of summer. Moistens winter's dry,

scratchy air. Cleans air with an electronic filter. All at amazingly low cost!

It brings Nature's Freshness indoors ...around the clock...all year long. Installs easily...fits your regular warm-air ductwork.

Your Lennox Territory Manager has a variety of ways to help you sell your homes: All wrapped up in the complete "Living Air"[™] home promotion.

And he knows how to help you get the most from these materials. You're also backed up by a big, colorful national advertising program on the Total Comfort System.

Call your Lennox Territory Manager about Total Comfort—a program you can be comfortable with. Or write Lennox Industries Inc., 243 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



negotiable security

Cast iron pipe in your water system is like having instant money. It is immediately acceptable—anywhere. And cast iron pipe's resale price stays surprisingly high. That's because it *really wears like iron!*

Protects your investment while you're developing an area, too. Cast iron pipe withstands sudden surges, high water pressures and external loads. Installs fast, whizzes through start-up tests, and goes in the ground for keeps. Be smart—choose safe, dependable cast iron pipe.

Send for your free copy of "Tract Development, Volume 2," the book that gives useful ideas and timely information in a collection of articles written by some of the world's foremost authorities.



CAST IRON PIPE RESEARCH ASSOCIATION.
An association of quality producers dedicated to highest pipe standards

THE MARK OF PIPE THAT LASTS OVER 100 YEARS

There's nothing like **CAST IRON PIPE**

Wallace T. Miller, Managing Director
Cast Iron Pipe Research Association
3440-H Prudential Plaza
Chicago, Illinois 60601



Please send me a free copy of
"Tract Development, Volume 2," the 48-page
book of helpful ideas selected from
important magazine articles.

Name _____ Title _____

Firm _____

Address _____

City _____ State _____ Zip Code _____



Forget the paint.

Siding of Alcoa® Aluminum comes out of the box with a better finish than you could ever apply with a brush. That's because aluminum grips and holds a factory-applied finish better than wood. Each panel is uniformly smooth

and consistent. And your applicators will tell you that aluminum installs easier and faster than any other metal siding.



**Forget the
paint.**

Now, and for years to come, you're going to enjoy your new home. No more wasted weekends. No more scraping and painting. Aluminum siding has changed all that. Quality aluminum siding is now available in four traditional

styles and a half-dozen durable, textured surfaces. And factory-applied finishes now range from contemporary pastels to authentic Williamsburg colors.

**Durable aluminum
for better homes**



Change for the better with
Alcoa Aluminum

 **ALCOA**

Builders prefer House & Home

Don't think our man in Atlanta took it lying down when the Float-Away Door Company asked for proof.

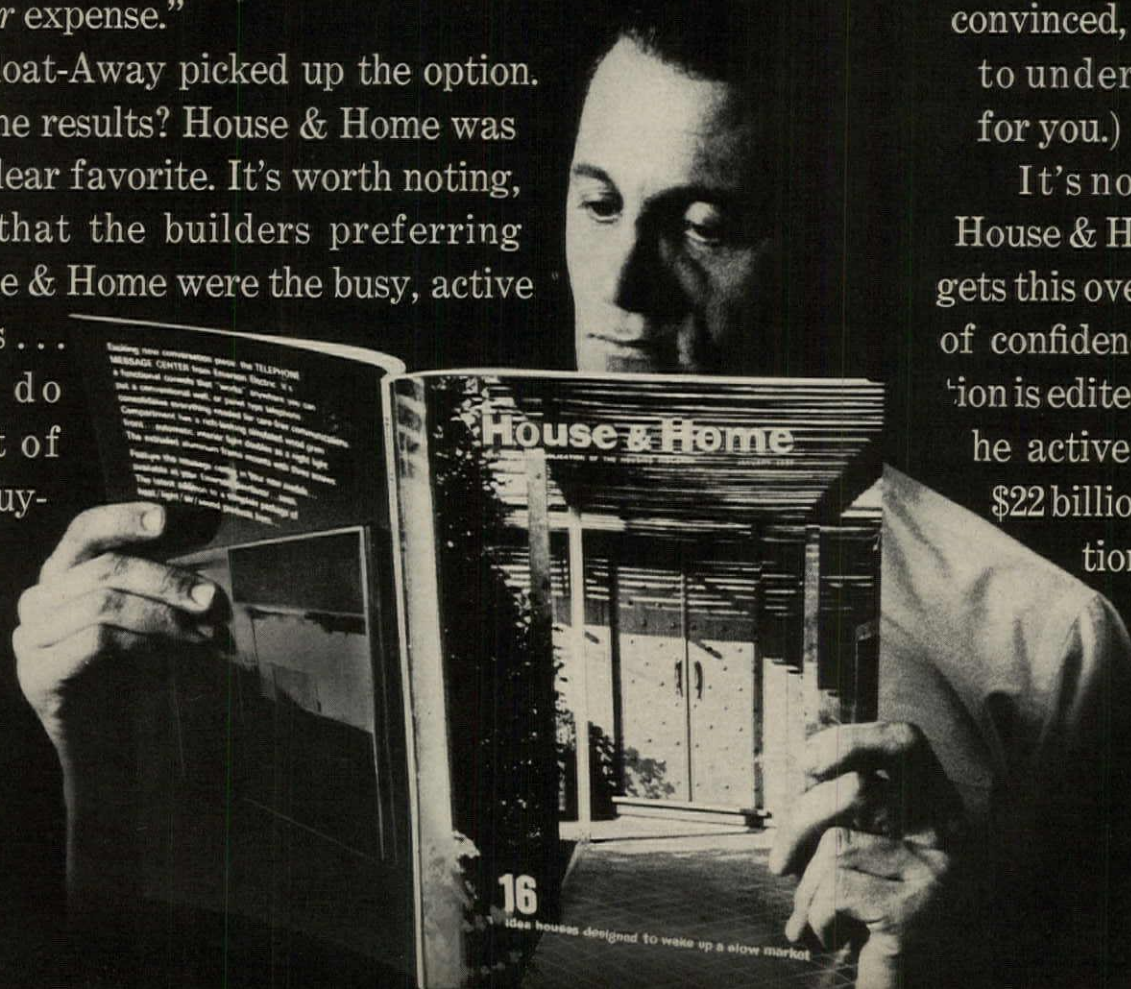
"Why not prove it to yourself," our representative offered. "Survey 1,000 builders at *our* expense."

Float-Away picked up the option. The results? House & Home was the clear favorite. It's worth noting, too, that the builders preferring House & Home were the busy, active ones...

who do most of the buying.

An isolated case? We've paid for 77 similar surveys for other companies and 71 of these studies demonstrated that House & Home is the preferred choice among builders of all sizes. (If you're still not convinced, we're prepared to underwrite a survey for you.)

It's no accident that House & Home continually gets this overwhelming vote of confidence. Our publication is edited specifically for the active builders in the \$22 billion light construction industry. And



"Prove it!" answered Float-Away Door

(Manufacturers of metal closet bifold doors)

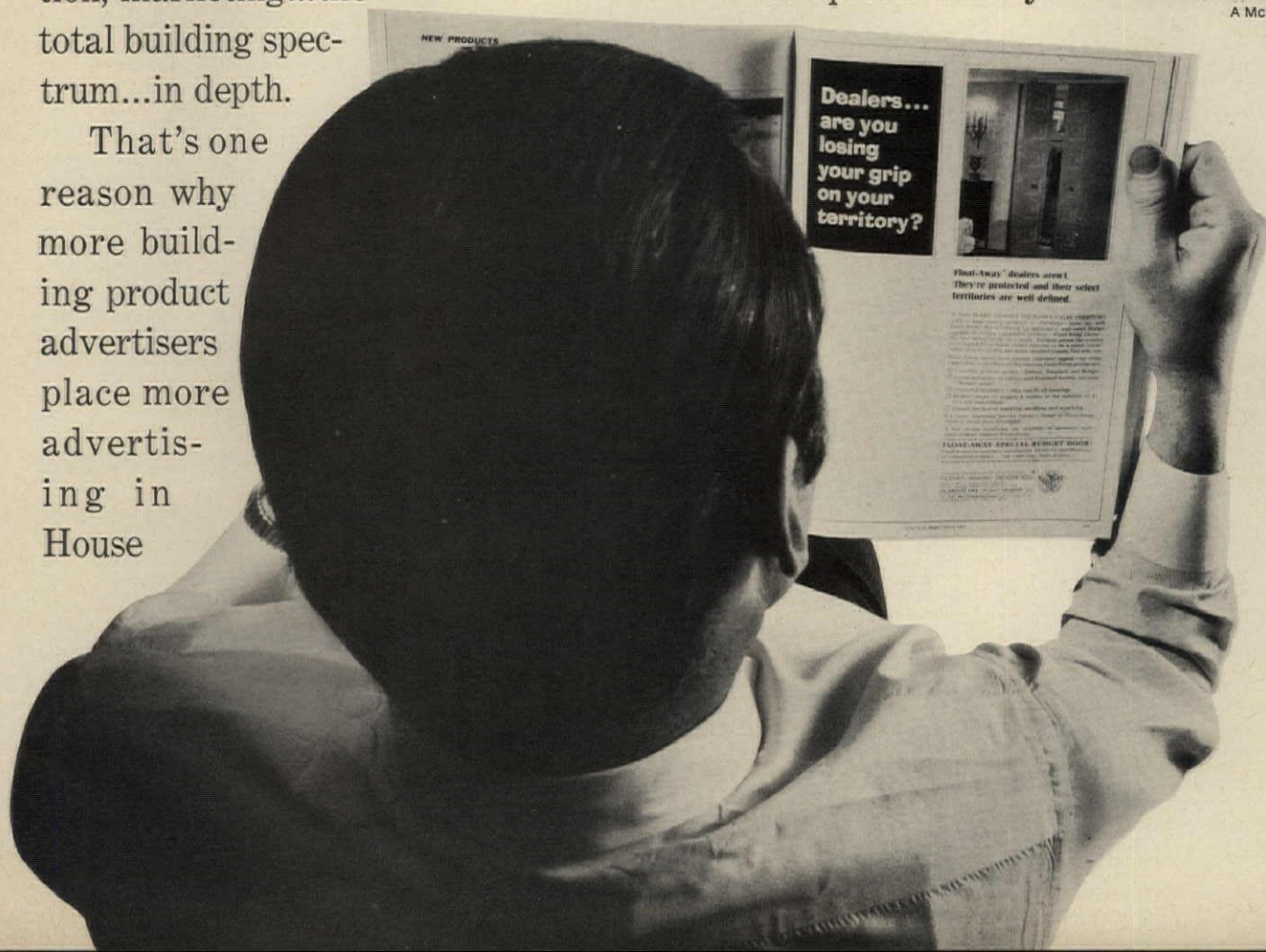
our vital editorial package gives these builders what they want: plenty of meaty articles on financing, land development, product specification and use, construction, marketing...the total building spectrum...in depth.

That's one reason why more building product advertisers place more advertising in House

& Home. If you're not already among them, check with your House & Home representative. He can give you 71 more good reasons why — including a copy of Float-Away's completed survey.

House & Home

A McGraw-Hill Publication,
330 West 42nd Street,
New York, N. Y. 10036





Discriminating home owners immediately recognize the expert craftsmanship of Harris BondWood parquet. This superb performer is thick, solid hardwood all the way through . . . designed for adhesive installation over concrete or wood. And even after years of hard wear there's nothing to replace. BondWood is restored to original beauty with inexpensive refinishing. For flawless performance, always specify Harris BondWood . . . the original parquet introduced from Switzerland by Harris in 1954. Ideal for apartments, homes, gyms, auditoriums, classrooms and churches. Get all the facts about the versatile Harris line . . . mail the coupon below, today!

HARRIS MANUFACTURING COMPANY
DEPT. HH-107, JOHNSON CITY, TENN.

Please send me FREE FULL COLOR BROCHURE.

NAME _____
COMPANY _____
TITLE _____
STREET _____
CITY _____
STATE _____

HARRIS FLOORING
Hardwood Flooring Since 1898
Parquet • Colonial Plank • Strip • Stairwork

Joppatowne's failure

H&H: Your August piece on Joppatowne is a great contribution to those in our industry who will read and absorb it.

In my work in the last five years, beginning with the inception of Rossmoor Leisure World at Walnut Creek and continuing through several lesser projects (more recently The Villages), I have seen a disturbing repetition of the same mistakes.

It seems that the larger a project becomes, the greater its tolerances become in the gap between success and failure, and the more myopic its management becomes.

CHARLES H. ANDREWS,
marketing consultant
Saratoga, Calif.

H&H: The failure of Joppatowne was an excellent piece and its lessons should be taken seriously by anyone contemplating new towns. Historically, the only new towns that ever worked in this country were towns like Kohler, Wis., Hershey, Pa., and Longview, Wash. But to start from scratch trying to build a gigantic community with no prime employer is to ask for certain financial failure, or takeover by a gigantic institutional investor like Gulf Oil or Connecticut General. Look what's happening to Reston.

CARL ENTZMINGER,
real estate consultant
Milwaukee

Precast concrete

H&H: Two points in your story on precast concrete production lines [July] don't look right to us:

1. In referring to Techcrete, you mention a 3" tolerance or more. What architect, owner or building department could accept such a high degree of inaccuracy, which could add up to several feet in a building composed of a multitude of bays?

2. In discussing the Balency system of MBM in Italy, you mention that joint connections of this system are too difficult for unskilled labor. You completely miss the point which brought about industrialized building in Europe. It was developed following World War II mainly because of the shortage of skilled labor.

Just as you don't need an automobile mechanic to assemble a Detroit production-line automobile, you do not need a skilled construction worker to assemble or produce Balency or other types of European precast-concrete building panels. In European industrialized building, 65% to 70% of workers are unskilled, and each year they

assemble several hundred thousand precast dwellings with tolerances not exceeding 1/2".

GUY G. ROTHENSTEIN
ASPAD Inc.
New York City

Sepp Firnkas of Boston, the engineer who designed the Techcrete system, answers Guy Rothenstein as follows:

The tolerances in the Techcrete system do not compound over the whole building, but are highly desirable for individual plank and panel connections. This "sloppiness" makes the Techcrete system successful, and facilitates tremendously its fabrication, placing and erection.

After the building is completed and all connections are made, the building is plumb, in line, and within acceptable specification tolerances—as in any other building construction. Naturally, this is the result of several years of careful fabrication and erection studies.

Techcrete joint connections cannot be compared with European methods, since the technological approach, labor conditions and construction practices are entirely different. To import European connection details is, in my opinion, impractical and uneconomical.

Mr. Rothenstein seems to forget that we have, in the U.S., union regulations which control construction and especially erection procedures of prefab systems. Unskilled labor can become skilled Techcrete labor within three days.

Tight money

H&H: I read with interest the editorial in your August issue. You stated that consumer-finance companies lost less than 1% of their business in tight-money 1966 while Savings & Loans dropped 30%. I am sure these figures are correct, and I agree that we s&ls should get behind the reforms recommended by the Federal Reserve. However, I think you should have mentioned that the s&ls, with an average interest earning rate of 6% on their mortgages, are in no position to compete with consumer-finance companies with a probable average interest-earning rate of 10%.

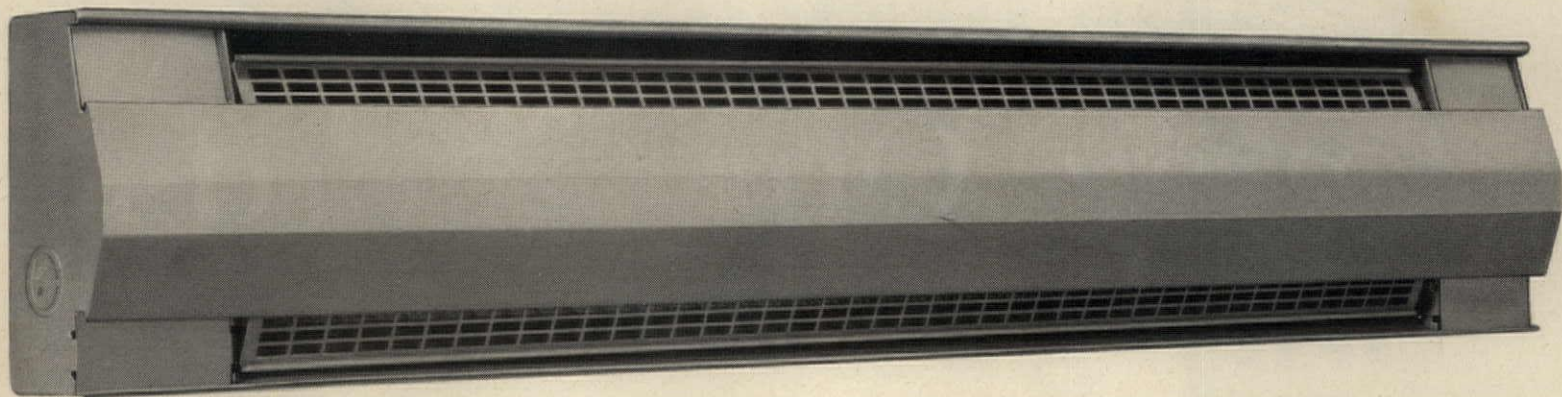
When money gets tight and rates go up, the investor will always drift to where the yields are greatest, and in a tight situation the mortgage industry, locked into long term loans, will always be on the short end.

The Fed's ideas and advice will help, but they will not solve this one big problem.

JAMES H. RUDDY,
executive vice president
First Federal Savings
Huron, S.D.

<p>CHANGING YOUR ADDRESS?</p> <p>name _____</p> <p>address _____</p> <p>city _____ state _____ zip code _____</p>	<p>ATTACH LABEL HERE</p>	<p>Subscribers: HOUSE & HOME is available only by paid subscription. The publisher reserves the right to refuse nonqualified subscriptions. Position and company connection must be indicated on subscription orders forwarded to address shown at left. Unconditional guarantee: The publisher, upon written request, agrees to refund the part of the subscription price applying to the remaining unfilled portion of the subscription if service is unsatisfactory.</p>
	<p>Please give five weeks notice before change of address becomes effective. Attach mailing label here and print your new address below. If you have any question about your subscription, include address label with your letter.</p> <p style="text-align: center;">MAIL TO</p> <p>House & Home, 540 N. Michigan Ave., Chicago, Ill. 60611</p>	

Put your best heat forward

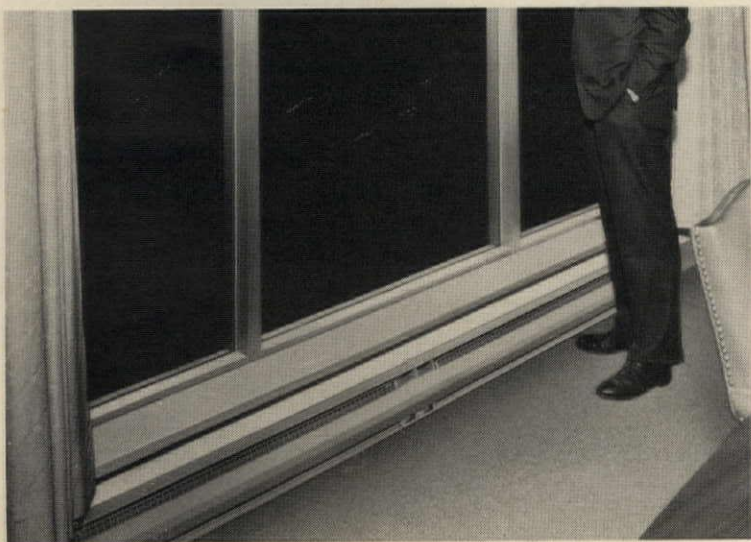


Chromalox[®] electric baseboard heaters . . . far and away the most advanced baseboards on the market today. In style. In performance. They've got the trim, slim looks, the operating features that customers like: continuous linear thermal cutout protection, high heat capacity with lowest surface

temperature, wall guard air deflector that reduces maintenance, long lasting Chromalox metal sheathed free-floating Fintube[®] heat element. And for the installer: Many standard sizes that can be combined to fit any wall dimension, screw slots that permit mounting without disassembling, integral junction boxes and end caps for wiring through either end.

Write for our new Catalog R00103-4 which describes baseboards, wall units, radiant heaters, infrared heaters, central systems, and snow melting. Edwin L. Wiegand Co., 7770 Thomas Boulevard, Pittsburgh, Pa. 15208

WR-98-B



Chromalox[®]
Electric HEATING / COOLING

How long will cedar shingles last over a plywood roof deck?

Frankly, we don't know. Our records only go back to 1938.



And here's what the records show:

Durability: A cedar shake or shingle roof over plywood decking will last for decades. For instance, we've kept track of a house that was built in 1938, with 5/16" plywood sheathing under wood shingles. After 21 years, the owner remodeled. When shingles were taken up to change the roof configuration, the whole roof was found in fine shape. Shingles were intact, and plywood was as sound and solid as ever. That same plywood deck is still in service, reroofed with cedar shakes, more than a quarter-century after it was laid down.

Numerous studies confirm the durability of cedar shingles over a solid deck. A few years ago, Purdue University sponsored a survey of 650 red cedar shingle roofs with an average age of 23 years. Conclusion: no significant difference in performance of the shingles applied over either solid or spaced sheathing.

The Red Cedar Shingle and Handsplit Shake Bureau in its Certigrade Handbook specifically recognizes plywood roof sheathing "graded and applied according to specifications of American Plywood Association."

But there's a great deal more to the plywood record than durability.

Protection: Plywood protects against dust, dirt and snow penetration without need for building paper. A tight plywood roof eliminates air infiltration, enables attic ventilation to be controlled.

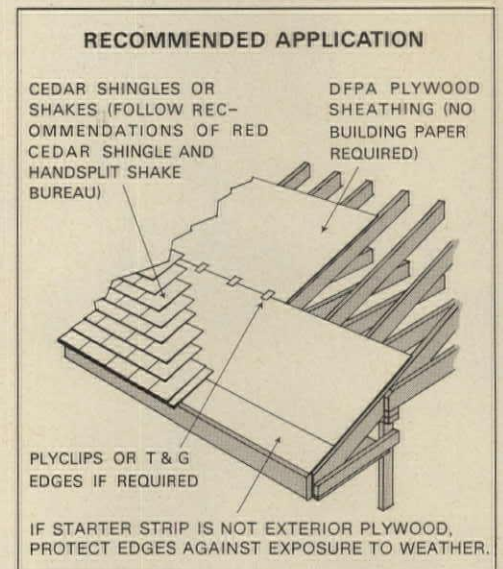
And plywood sheathing braces any structure against the forces of earthquakes and hurricanes. Tests by the American Plywood Association and by independent agencies, plus repeated field inspections, prove plywood's superior bracing strength.

Economy: In-place costs of plywood roof decks are low—almost always lower than other materials. That helps account for plywood's predominance in the residential roof-sheathing market. It is used on about 70 per cent of all new homes. There's less waste and labor costs are lower. Also, plywood is available in thicknesses which permit efficient material use for any rafter or beam spacing.

And when you take into account the years of trouble-free service a shingle or shake roof with plywood deck will give—with no need for repairs or replacement—plywood's cost savings are even more impressive.

Nailability: Plywood has superior nail-holding ability. Even 5/16" or

3/8" plywood will hold nails permanently and securely in place—and even under wind forces of hurricane intensity. Laboratory and field studies after 5 to 8 years of exposure showed withdrawal resistances averaging 50 lbs. for 3d shingle nails in plywood sheathing. Normally, two nails are used per shingle or shake.



For more on nailing and support spacing recommendations, send coupon. Or get in touch with us in Tacoma or at one of our regional offices: Atlanta, Chicago, Dallas, Detroit, Los Angeles, Minneapolis, New York, San Francisco, Washington, D.C.

AMERICAN PLYWOOD ASSOCIATION

American Plywood Association
Tacoma, Washington 98401, Dept. H

Please send me (free) more facts on plywood decking under shake and shingle roofs.

Name _____

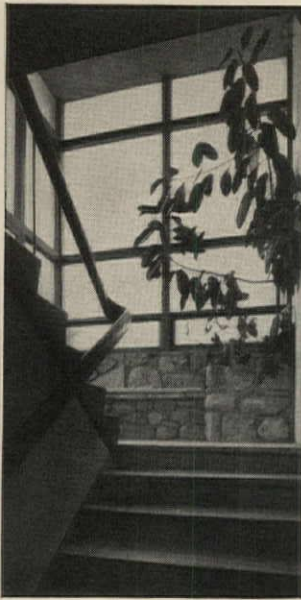
Firm _____

Address _____

City _____ State _____ Zip _____

(USA only)





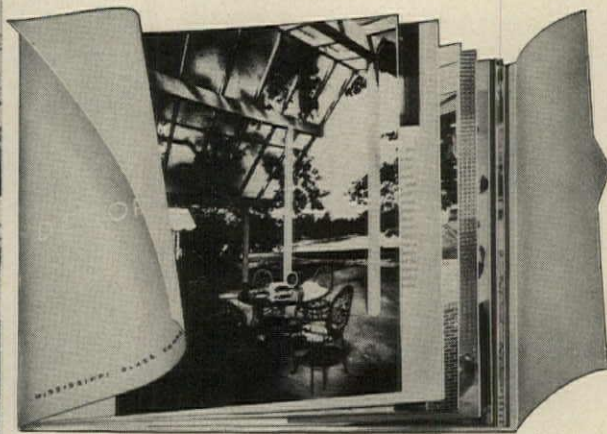
William Brockway residence, Los Angeles, Calif. Burton Schutt, architect. Reprint, Sunset Magazine. H. H. Baskerville, Jr., photographer.

THIS FREE BOOKLET...

Shows how decorative glass brightens and beautifies homes. It is filled with dramatic illustrations of the ways translucent glass adds a touch of luxury and smartness to every room. Specify Mississippi Glass. Available in a wide range of exciting patterns and surface finishes wherever quality glass is sold.



Architects: Arbagast Jones Reed Associates, Los Angeles, California



Create a distinctive decor with translucent glass by Mississippi that floods interiors with softened, flattering light, makes rooms seem larger, friendlier, important. Write for free booklet. Address Department 9.



FIGURED & WIRED GLASS



**MISSISSIPPI
GLASS COMPANY**

88 Angelica St. • St. Louis, Mo. 63147

NEW YORK • CHICAGO • FULLERTON, CALIFORNIA

LARGEST DOMESTIC MANUFACTURER OF ROLLED,



Always hold
matches 'til cold

Only you can
prevent forest fires



Be sure to
drown all fires

Only you can
prevent forest fires



Crush all smokes
dead out

Only you can
prevent forest fires



Published as a public service in cooperation with The Advertising Council.

EDITORIAL

*States' rights and sick cities***If state governments worry about federal poaching in urban affairs, they have only themselves to blame**

Empire builders in Washington are usurping state powers by working directly with the cities to solve today's crushing urban problems. So laments the Midwestern Governors Conference.

Nonsense. When it comes to urban problems—housing included—nobody is usurping state powers except the states themselves.

The states have authority to limit land use.

The states have authority to control air and water pollution.

The states have authority to enforce, or delegate the enforcement of, building codes and zoning ordinances.

In fact, the states have authority to cure the bulk of the ills that plague most cities—and, for that matter, to make or break local governments.

Yet few states have worked with their big cities to solve local problems. And most state governments are too inert and too inept to cope with urban crises.

So the cities have had to turn to Washington for help.

Why this inertia and ineptitude at the state level? Largely because most state governments have let themselves be hamstrung by archaic constitutions.

Unlike the federal constitution, the typical state constitution is a lengthy, inflexible document—loaded with amendments and cluttered with statutory rulings that should be left to the legislature. The 46-year-old Louisiana constitution, for example, has 236,000 words (more than the New Testament) and 460 amendments. By contrast, the U.S. Constitution is a short document which, apart from the Bill of Rights, has been amended only 15 times in 180 years.

Under their obsolete constitutions, too many state governments still function in the same old way. Items:

- State legislatures are still dominated by rural blocs—even though more and more of every state's voters are concentrated in urban areas.
- Roughly 30 state legislatures still meet regularly only once in every two years—certainly not frequently enough to come to grips with problems as complex and changeable as those of the cities.
- Most state legislatures are still ambivalent about home rule by local governments. On the one hand they won't give cities the right to levy new taxes for

desperately needed improvements. On the other they condone snob zoning by the suburbs—a practice which stops the free market from providing new housing for anyone except the middle class and up.

The same old way simply isn't good enough to cope with today's urban problems—particularly the problem of housing the poor. But most states have refused to revamp their governments by updating and simplifying their constitutions.

Since 1945 only seven states have rewritten their constitutions. Now an eighth, New York, is tackling the job—and, sad to say, providing a classic example of a state refusing to face up to today's realities.

New York's effort was long overdue. Despite two revisions (in 1915 and 1938), the old constitution is pretty much the same document adopted in 1894. So it's hardly responsive to current urban problems.

The state's Constitutional Convention started early in the summer with a laudable goal: to gear a new constitution not only to today's needs but also to the needs of the next quarter of a century.

High hopes—but so far they've come to naught. Politically motivated delegates have consistently balked at changes and consistently refused to face up to the urban crisis.

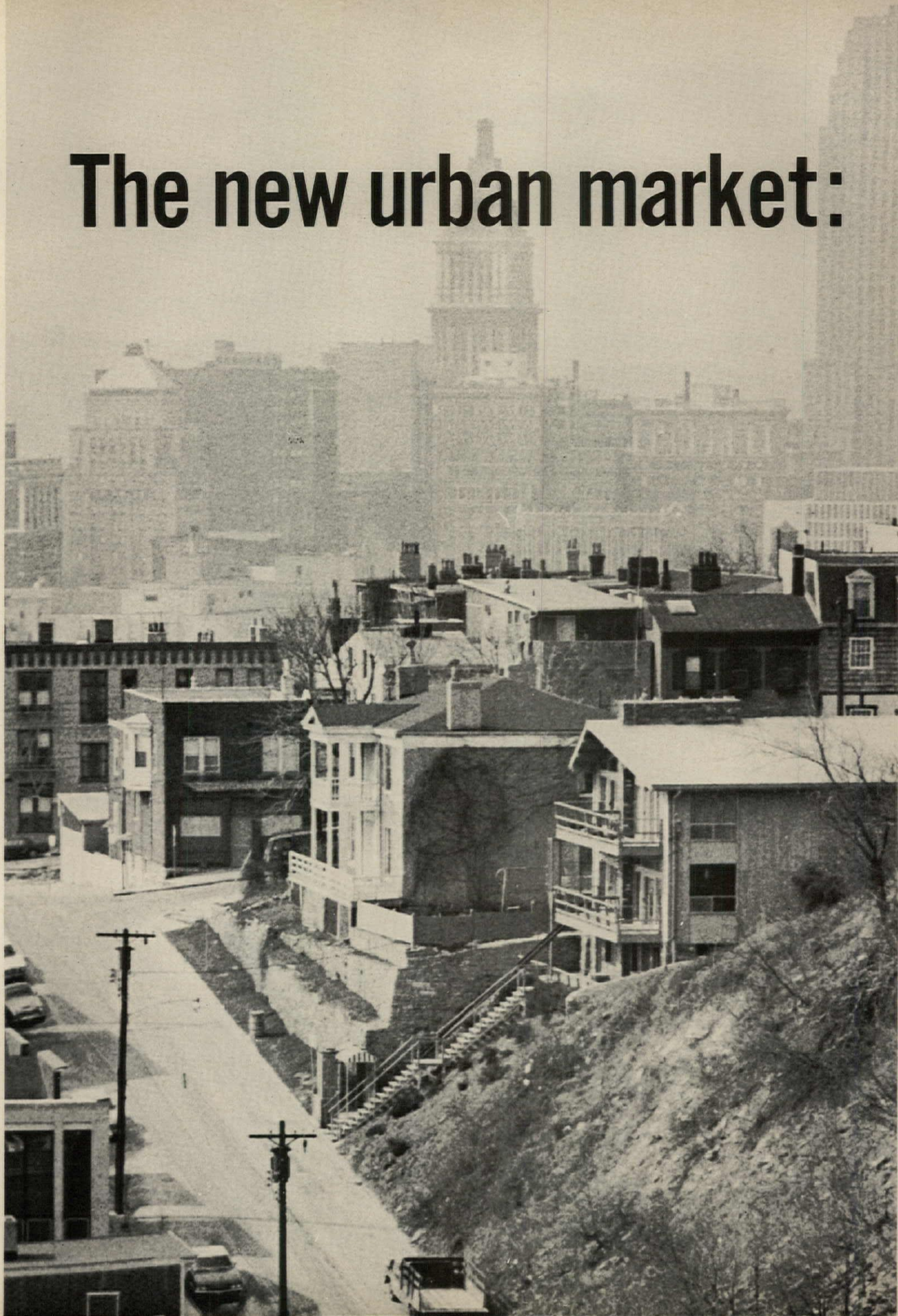
The convention has already killed any hopes for local authority to levy new taxes and set debt limits. So New York City's sorely tried mayor, for example, will still have to trot up to Albany every year to beg for money to bail his city out of its fiscal strait jacket.

New York's convention would do well to heed a recent report, "Modernizing State Government," by the Committee for Economic Development. Says the CED, an august group of businessmen and educators:

"State constitutional revision should have highest priority in restructuring state governments to meet modern needs. Stress should be placed on repealing limitations that prevent constructive legislative and executive action, on clarifying the roles and relationships of the three branches of government, on permitting thorough modernization of local government in both rural and urban areas, and on eliminating matters more appropriate for legislative and executive action."

—RICHARD W. O'NEILL

The new urban market:





What's in it for you?

This may seem a surprising question to put to homebuilders. For the past two decades their prime market has been the suburbs; they have tended to look on the city as the exclusive province of the “violations removed” remodeler, the custom rehabilitation expert and the high-rise-apartment builder.

But markets change, and none is changing faster today than the urban market. Here's why:

Houses themselves are getting old. In most cities, the bulk of the close-in housing is at least 40 years old; today it is either ready to be torn down and replaced or in need of complete renovation.

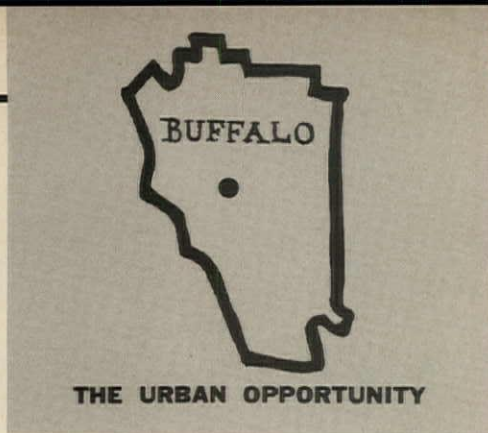
Many suburbanites, their children grown, want to come back to the city. And many potential suburbanites, seeing how far away suburban sprawl has pushed new housing, have decided to stay put and either rent or buy in the city.

There is greatly increased civic pressure to rebuild our cities. Big-city ghetto problems have grabbed most of the headlines, and rightly so. But there is also great need for more and better moderate-income housing.

All of this adds up to an opportunity for the homebuilding industry. You need not be a big builder; indeed, the variety of the urban market and the necessarily small scale of most in-city projects often give the smaller operator a distinct edge. Nor must you necessarily deal with big-city politics; the majority of our 1,000-odd cities have populations under 50,000.

But what the urban market does demand of you is imagination—and that's what's behind the case studies presented on the next 14 pages. In each instance the builder or investor recognized a change in the city pattern, saw the possibilities the change opened up, and took advantage of them.

To see what the new urban market can make possible for you, turn the page.



You can turn old city estates into small, high-priced subdivisions

Imagine offering new luxury-priced, single-family houses only five minutes from downtown in a city of 500,000 population. That's what builder Hubert Perry has been doing in Buffalo, N.Y., for the past several years. And despite strong market demand, he has no competition.

Building subdivisions in the city requires 1) a supply of old mansions on one or two acres in well-preserved neighborhoods, 2) new approaches to siting houses on city streets and 3) good relations with old, well-to-do families who tend to get nervous when they see a builder on their block. Perry makes it on all three counts.

Building at the rate of two to three houses a year, Perry has done three projects within walking distance of downtown Buffalo. Two are single-family-house subdivisions—six and seven houses each—and the third is a 12-unit townhouse complex. House prices have ranged from \$40,000 to over \$100,000; land costs have varied from \$2,000 to \$7,500 per house.

The key to Perry's success lies in new platting that permits an increase in houses per lot without breaking density rules. None of Perry's lots have enough city-street frontage to accommodate more than three houses. But they range in depth from 200' to 300', so Perry's standard plan has a center access lane that lets him build houses within the depths of the original lot. One of his projects (*center, right*) is in the former backyard of an old mansion that had been remodeled into a luxury duplex; Perry put his access lane in the mansion's sideyard and built six houses in the huge backyard. His latest project (*bottom, right and p. 66*): 12 townhouses on two 95'-wide lots with a central pedestrian mall.

Says Perry: "Never ask for a zoning change—just variations." He buys only lots that are zoned for apartment and rowhouse densities, then asks for variations in house siting and setback.

Perry uses architectural styles that blend well with older homes in his neighborhoods. And he never goes ahead with a project until he has personally visited all influential families in the area and shown them his plans. As a result he has an excellent reputation, and his projects have never stirred up neighborhood opposition.

Photos: John de Bus



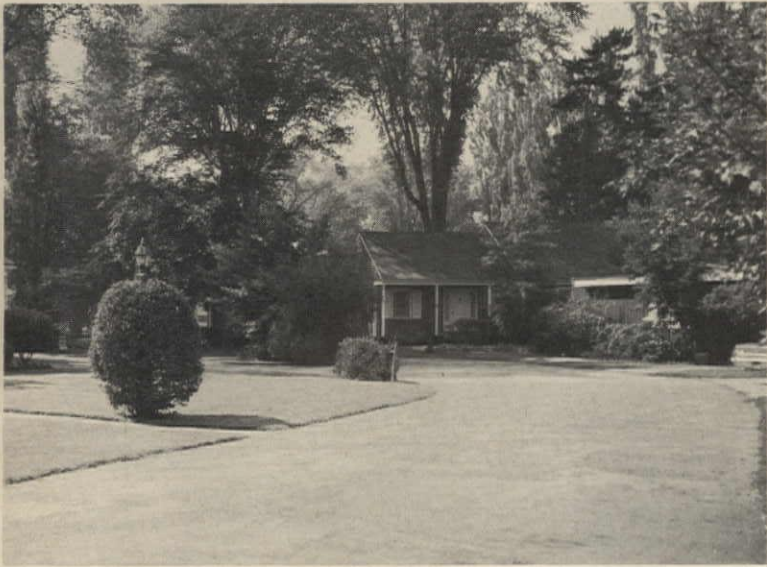
SEVEN-HOUSE SUBDIVISION was Perry's first. He bought the 300'-deep



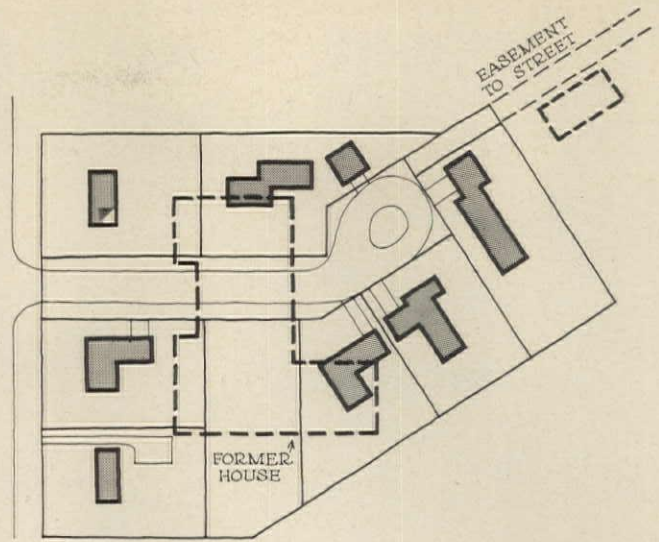
SIX-HOUSE SUBDIVISION—authentic colonials grouped around a traffic



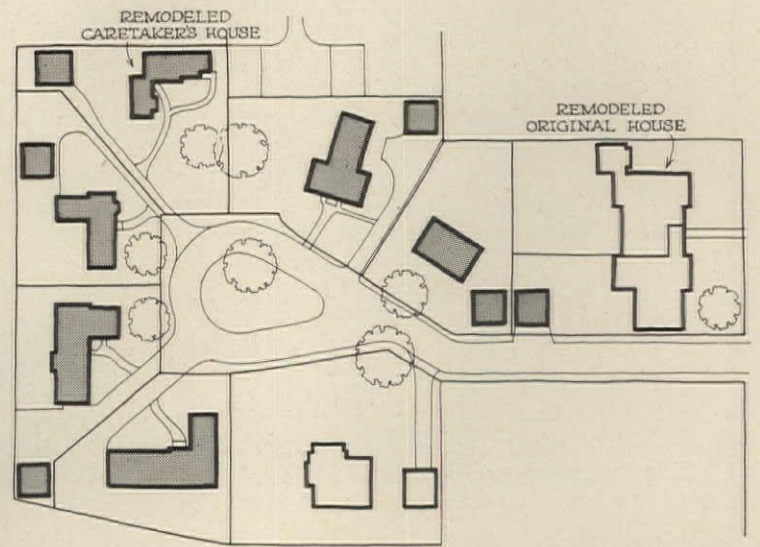
TOWNHOUSES on 190'-wide lot are Perry's most recent job. Units are



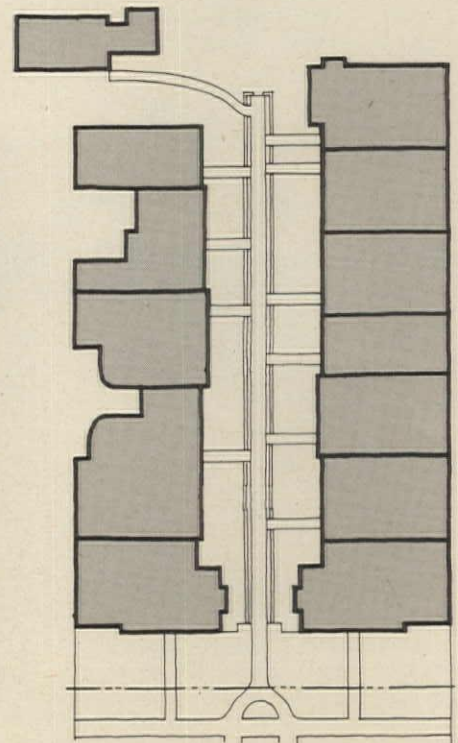
property for \$15,000, opened it up with a center lane and cul-de-sac.



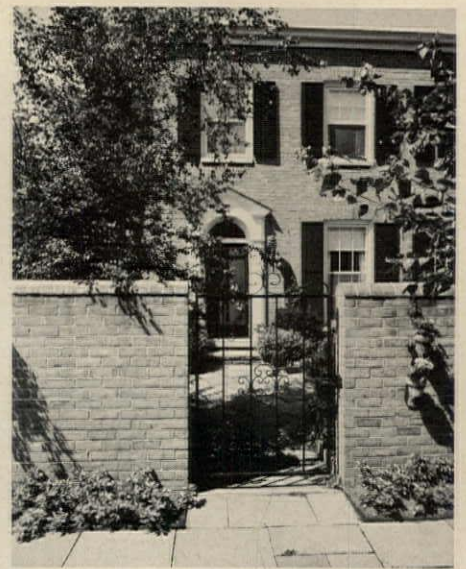
island—was built behind a large old house converted into a duplex.



arranged in inward-facing rows with driveways and garages located at lot lines on opposite sides.



For a closeup of Perry's latest project, turn the page



CENTER MALL (left) divides 12 townhouses into two rows and provides access to ten front entries like the one above. First two units (see bottom photo, p. 64) face the street. The mall extends almost the entire depth of a 190'x200' city lot. Buffalo builder Hubert Perry built all the houses on individual contract, but put in foundations and utilities a full row at a time so early residents wouldn't have to endure noise and mess of excavation work on abutting houses. Architects were Gordon Hayes and Herbert G. Smith.

Photos: John de Bus



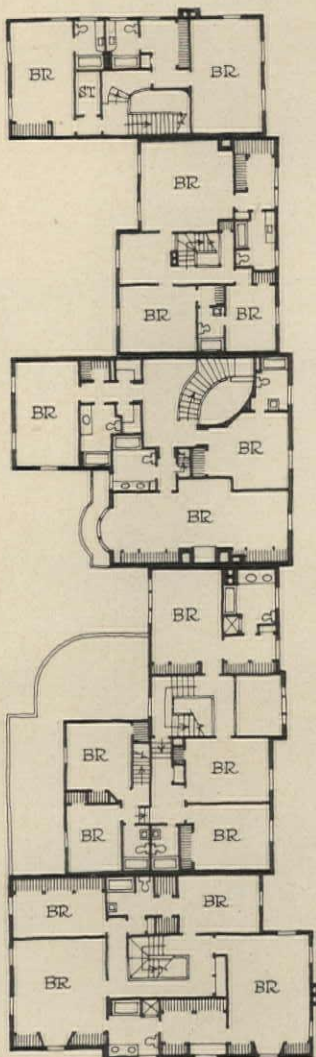
FRONT COURTYARD, enclosed by 6'-high brick walls, is as quiet as a rear patio because houses face pedestrian mall rather than a street. Perry borrowed many of his details from Colonial Williamsburg.

INTERIOR DETAILING like classic stair rail and door trim reflect Perry's high price range—up to \$100,000—and his effort to live up to the elegance of stately older homes in the neighborhood. He has employed the same carpenters—skilled at both finishing and framing—for 12 years or more.

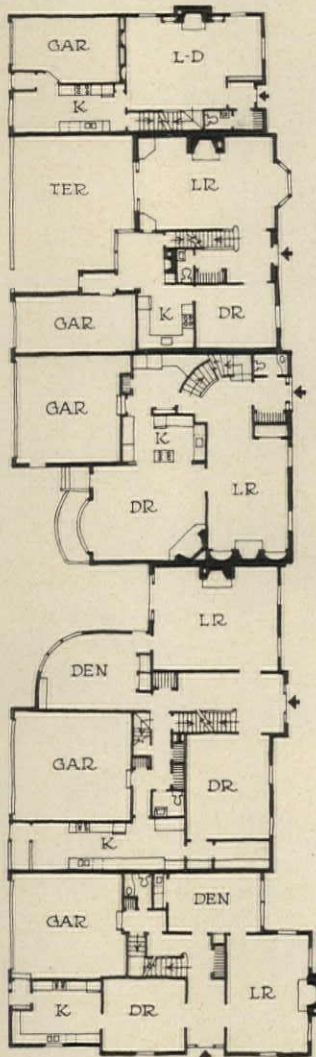




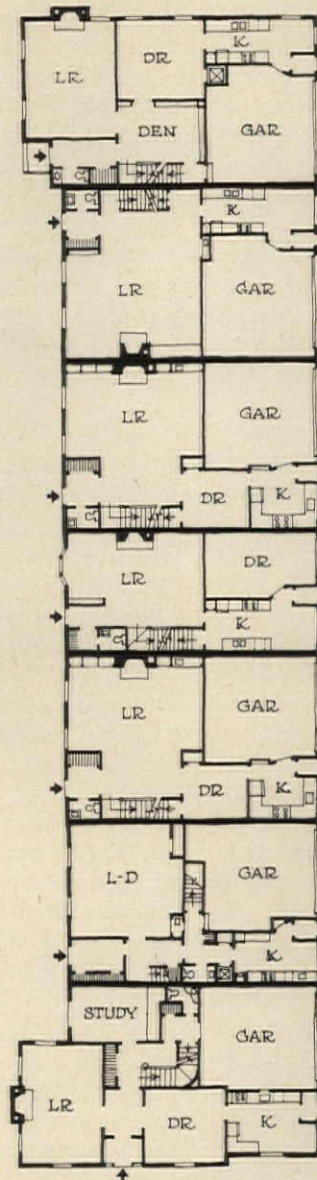
REAR GARAGES face the sidelines of Perry's 190'-wide lot. They separate rear patios and keep auto traffic out of sight. Perry once considered locating garages at the center of his complex, but ruled it out after seeing it tried in a similar project in another city. He gave influential neighbors a chance to see and approve his final plans before they were filed: "It's goodwill, and it stops rumors."



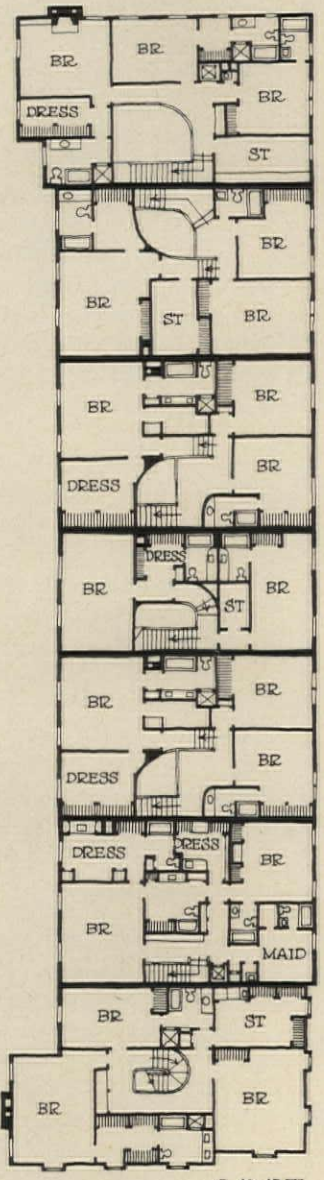
SECOND FLOOR



FIRST FLOOR



FIRST FLOOR



SECOND FLOOR

5 10 15 FT

TWO-STORY FLOOR PLANS feature winding stairways, big foyers, and use of skylights to brighten windowless areas. Perry spends \$1,000 apiece on

party walls: He builds 1"-spaced double walls of 8" block, fills the block with sand, and attaches interior finishes with resilient clips.

continued



THE URBAN OPPORTUNITY

You can tap the market in middle-income rentals if the city cooperates

The key word is cooperates. Builder Dan Tarinelli's home is in Bridgeport, Conn. (pop. 155,000), but he had to go 200 miles to Portland, Me. (pop. 71,000) to build (and own) this 140-unit 221d3 rental project. The reason: Portland wanted moderate-income housing badly, and Tarinelli could count on cooperation from every municipal department. In addition, Maine's FHA director, Richard McMahon, 1) was anxious to get the 221 program started in his district, 2) knew the regulations thoroughly and 3) kept processing time to a minimum.

"Even with this kind of help, we have a two-year building cycle," says Tarinelli. "We need one year for design and plans, processing, and normal delays, plus a year for actual construction. If the city fought us, or if the FHA office didn't know its job, it would be impossible to make a 221d3 project work out."

But for the builder who is willing to learn his way, the 221 program offers an almost insatiable market (this project was fully rented weeks before completion), plus a number of other advantages. Specifically:

1. *Operating capital can be modest.* For safety, Tarinelli advises a capital base of 10% of the cost of the project. If the builder leaves his profit (10% on certified costs, not including land) in the development as equity, the 90% mortgage will free his original capital.

2. *Profit is built-in.* A 6% return on investment, a 5% management fee, and allowable depreciation (Tarinelli uses a 40-year, straight-line schedule, or 2½% annually), give a potential profit of about 10% per year.

3. *Tenants are practically assured.* The below-market interest rate (3%) permits rents that can be met by families with incomes too low for conventional apartments.

4. *Land costs are reasonable.* In this case Portland, under its urban-renewal program, bought and cleared the 10-acre site, and resold it to Tarinelli for \$37,600, or just \$270 per unit, in a negotiated purchase.

But while the moderate-income rental market is big, it is not automatic. Says Robert Hayden, the Tarinelli partner who sold and is managing this project: "Good planning and design were critical. Were this a run-of-the-mill project, I doubt we could have brought such a fine class of tenants into what used to be a rundown area."

Details of the project's cluster plan and design, the work of architects Fielding Bowman and Zane Yost, are shown at right and on the following two pages.

Fielding L. Bowman



CLEARED LAND shows site's steep slope and original retaining walls, which were kept whenever possible. House at right was torn down.

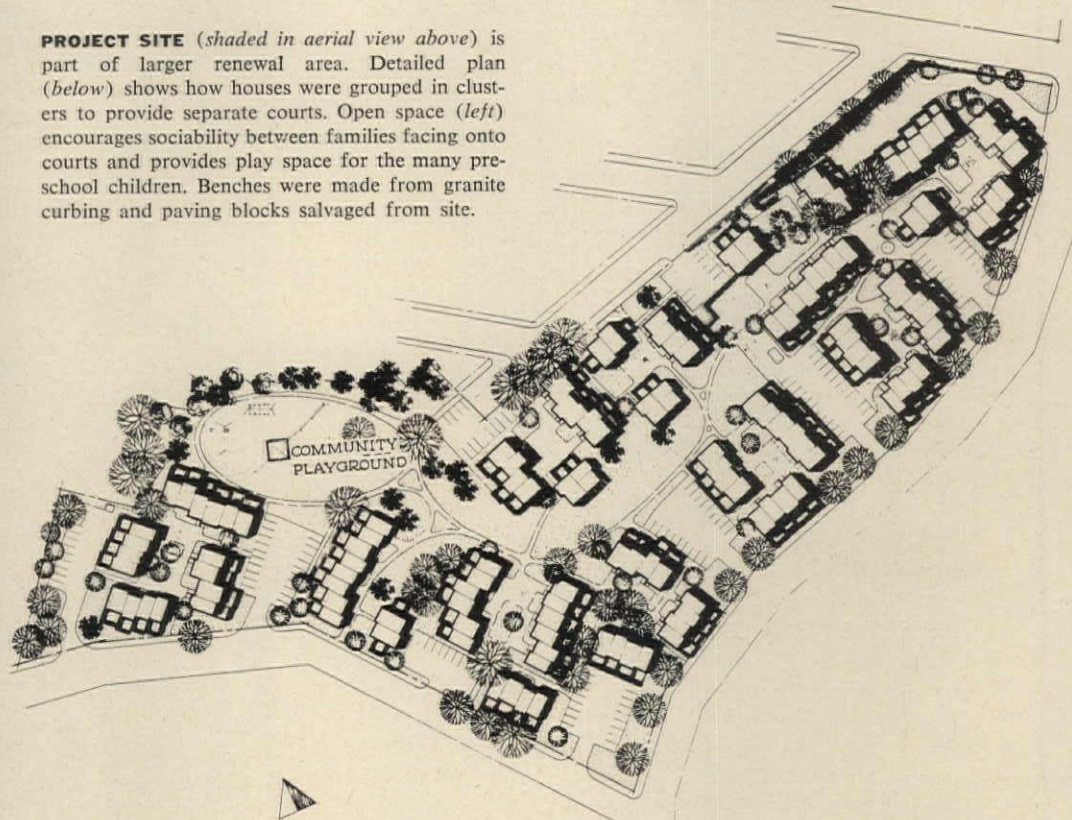




Joseph Molitor

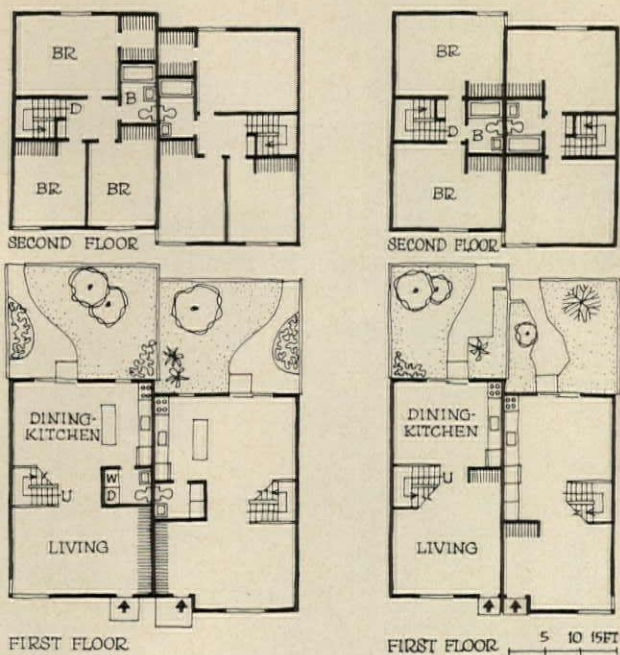


PROJECT SITE (*shaded in aerial view above*) is part of larger renewal area. Detailed plan (*below*) shows how houses were grouped in clusters to provide separate courts. Open space (*left*) encourages sociability between families facing onto courts and provides play space for the many pre-school children. Benches were made from granite curbing and paving blocks salvaged from site.

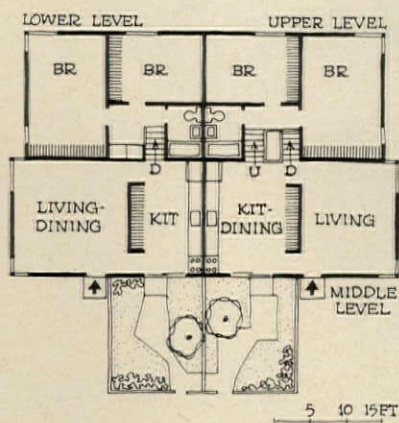
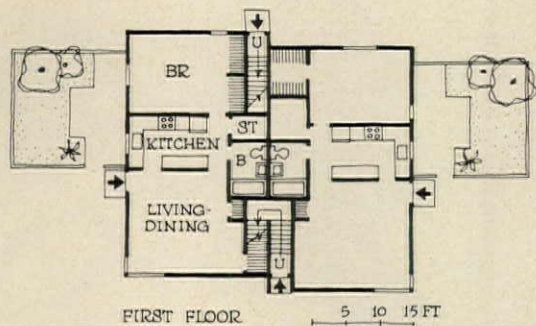
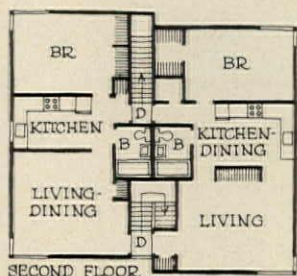


For a closer look at this project, turn the page

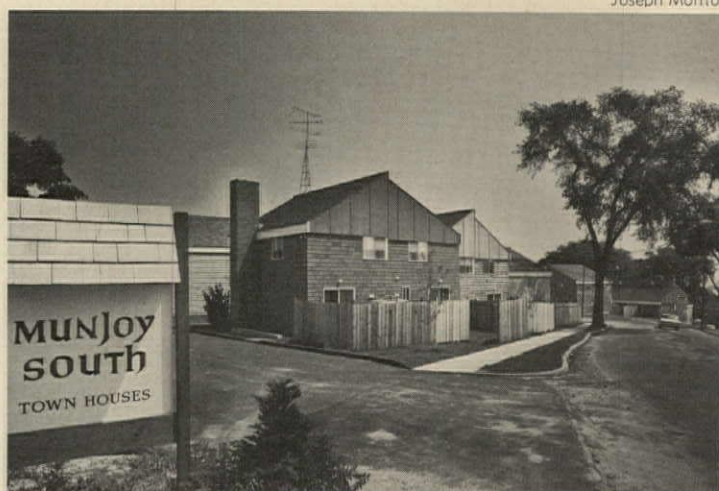
Joseph Molitor



TOWNHOUSE UNITS have two or three bedrooms, rent at \$112 and \$129. Large families like two floors, with nobody above them.



ONE-FLOOR UNITS (above) have one bedroom, are grouped four to a building with front and rear stairs serving each apartment. Rent: \$95. Four-bedroom models (left) are split levels, sited only where ground slopes to rear. Each has two additional bedrooms directly below those shown on the plan. Rent: \$145.



STREET VIEW shows fenced rear patios that give outdoor privacy to each apartment. Road at left leads into dead-end parking court.

Fielding L. Bowman



COMMON COURTS give feeling of separate neighborhood to houses opening onto them. Three-story houses in rear are typical of former neighborhood.

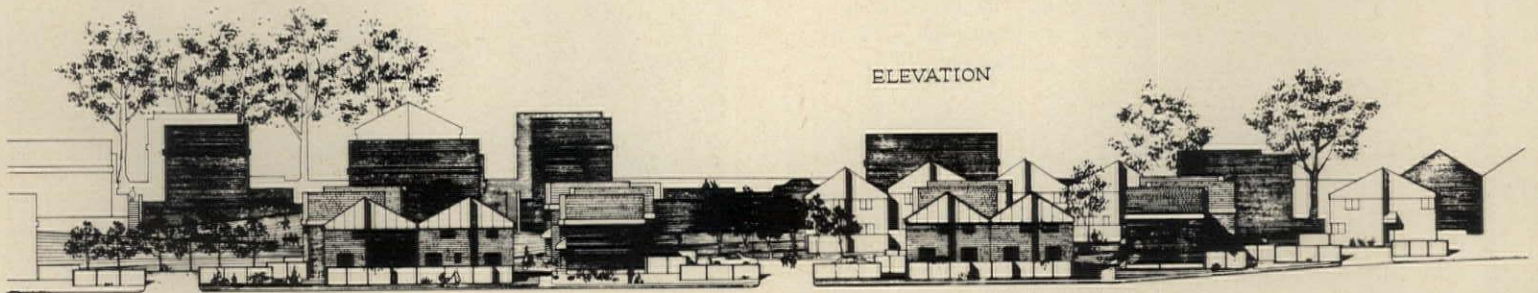
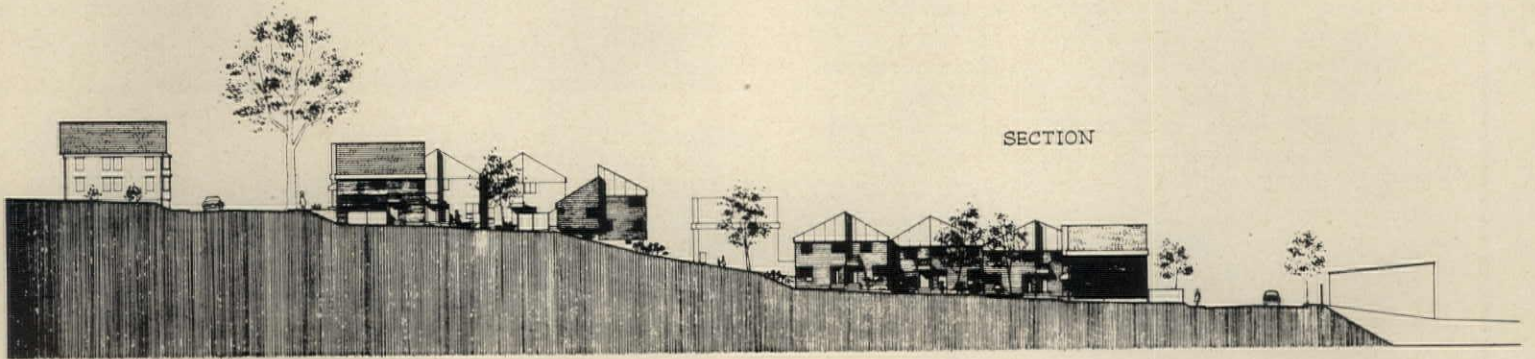
Fielding L. Bowman



OFFSET FACADES, combined with recessed entries, give extra privacy at front door, add to the impression that each unit is a separate house.



LAST SECTION, almost completed, has view of Portland harbor. Drawings below show the project's two-way slope towards the water.



continued



THE URBAN OPPORTUNITY

You can turn run-down city houses into profitable investments

Most cities have their share of houses like those in the "before" photos at right. Dating from the early 1900's, they are solidly built, if unimaginative, cubes with big front porches. And they are often located in residential areas that are being nibbled by commercial zoning, so their owners have done little, if any, modernizing.

For Joseph Covington, an attorney of Bowling Green, Ky. (pop. 28,000), such houses have proved to be surprisingly good investments. Covington buys them, gives them a minimal face-lifting, then leases them for commercial or multiple-occupancy use. His return: from 15% to 25%. (It might be even higher if Covington were a builder and could use his own remodeling crews.)

Typically, Covington buys an old house for from \$8,000 to \$25,000 (having first made sure that a zoning variance will be forthcoming). He then remodels it—usually a matter of subtraction rather than addition. Unsightly porches are removed, old doors and windows are replaced, and a complete painting job is done inside and out. Only vital mechanical work is done, and care is taken to make sure that the house retains its neighborhood identity. The remodeling cost runs anywhere from \$1,200 to \$10,000.

Up to this point, Covington has made no structural changes inside the house. The reason: "I usually don't know who my tenants will be, so I'd probably be throwing money away." And even after a tenant has turned up ("So far I've had no trouble finding them"), extensive changes from the house's original plan are seldom necessary. For example, two houses became clothing shops with no alterations whatsoever; their big front windows made admirable shop windows. And turning a bigger home into a fraternity house required only that upstairs and downstairs rear porches be closed in as large washrooms.

Covington emphasizes that success in this market depends largely on decisions made before a house is bought.

The location should be near a potential use area (shopping, or a university), but also be in a well-kept residential section.

The house should have pleasing basic lines. "I try to use my imagination," says Covington, "and visualize the house stripped down."

Big lots are important. They provide parking for commercial tenants, and they give residential tenants some of the outdoor living possibilities of new suburban homes.



SPECIALTY SHOPS (below) were originally cottage-type, single-family houses like the one above on a street that now carries heavy traffic. Removal of porches and the addition of more-impressive doorways (culled from demolished larger houses) were the only structural changes needed. Floor sanding, paint and wallpaper completed the refurbishing. No walls had to be moved because both businesses (children's wear and a ladies' dress shop) lent themselves to compartmentalization. Ample parking is provided at rear of shops in 200'-deep yards.





TWO RENTAL APARTMENTS were built above owner Covington's own six-room apartment, which is on first floor of a former two-family house within walking distance of his downtown office. Everything outside the basic structure was stripped away, and a new patterned brick sidewalk was laid to the curb to give the illusion of a deeper front setback.



Photos: Love's Studio



GIRLS' DORMITORY was created out of abandoned single-family house, only two blocks from the center of town and close to the college. As in most university cities, growing enrollments have boomed the demand for student and faculty housing. The house cost \$8,500 in 1960, and only minimal rehabilitation was needed. Property today would sell for well over \$20,000, but Covington prefers to hold all houses for investment income. Building is leased to a house mother for \$400 monthly, with an escalator clause that can raise this to \$500. Lessor takes over all responsibility for collecting monthly charges from the student-tenants.



FRATERNITY HOUSE is only a half block from main gate of university, was leased to Pi Kappa Alpha corporation for \$450 a month before renovation was completed. Sales price was \$25,000; renovation, chiefly installation of two shower/washrooms, cost \$10,000. Redecorating is done each summer when students are away.



continued



THE URBAN OPPORTUNITY

And in a larger city, you can choose from a variety of opportunities

There are many ways to build a profitable building business in the city, and Cincinnati's Towne Properties has tried most of them. Says partner Neil K. Bortz: "Each successful job seems to lead to something else. In 1961 we did a volume of only \$100,000, and by the end of 1968, we expect to hit \$8 million."

The company (Bortz, Lambert Agin Jr., and Marvin Rosenberg) started in 1961 by remodeling dilapidated houses in Mt. Adams (H&H, July, '62), a rundown neighborhood overlooking the Ohio River, just minutes from downtown Cincinnati. Towne Properties now owns 75 properties on the hill, which has become a smart residential area like Chicago's Old Town or Philadelphia's Society Hill.

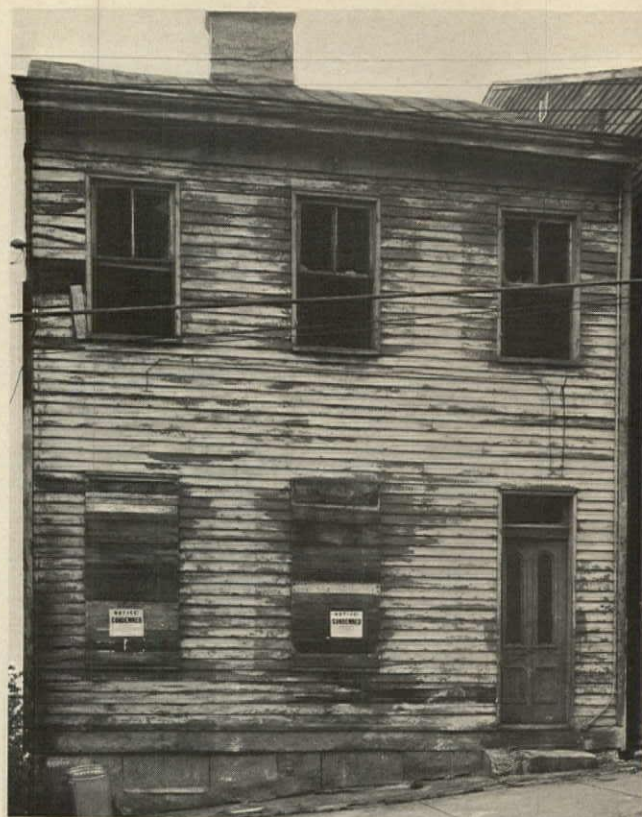
But even on that scale, remodeling potential is limited, so the company has moved into other fields. A 36-unit apartment for medical-center personnel, plus several major building contracts for other investors, has helped build the capital, the staff and the management experience for expansion into larger apartment projects both in Cincinnati and in other nearby cities.

Towne Properties now owns more than 1,000 garden-apartment rental units (outright or in partnership with outside investors) under its own management. And it has land for another 800 in projects under development in Cincinnati, in nearby Middletown and Dayton, Ohio, and also in Covington, Ft. Mitchell, and Lexington, Ky. Also, the company 1) is just completing its first built-for-sale project in Mt. Adams, a nine-unit condominium, 2) will remodel more of its old buildings into 50 additional rental apartments and 3) expects to break ground on a \$6-million office building and shopping arcade in an urban-renewal site in downtown Cincinnati this fall.

But there are problems as well as possibilities in center-city building. Says partner Rosenberg:

"When you build in old neighborhoods, you build with old platting. Often, the current rules on parking, setbacks, height limitations, etc. make it impossible to build economically on a 19th-century plot. Also, once rehabilitation starts, you must expect that speculators and unrealistic property owners will make it harder and harder to buy adjacent properties at realistic prices."

So while Towne Properties has no intention of leaving Cincinnati, it anticipates that more and more of its projects, like those on pages 76 and 77, will be built in smaller neighboring cities.





TYPICAL RESTORATION turned a condemned one-family house (*photo, far left*) overlooking the Ohio River into two luxury apartments (*left*), renting for a total of \$375 a month. The property cost \$10,000, and \$20,000 was spent on rehabilitation. Little remains of the original building except the foundation and main structural members. In a similar house (*right*), walls and ceilings were removed from small rooms to create a cathedral-ceilinged living space with a sleeping balcony above, reached by a circular staircase. Towne Properties owns 75 houses and vacant lots in the revitalized Mt. Adams area, including 50 rental units. The company plans to have another 50 apartments completed by the end of next year.

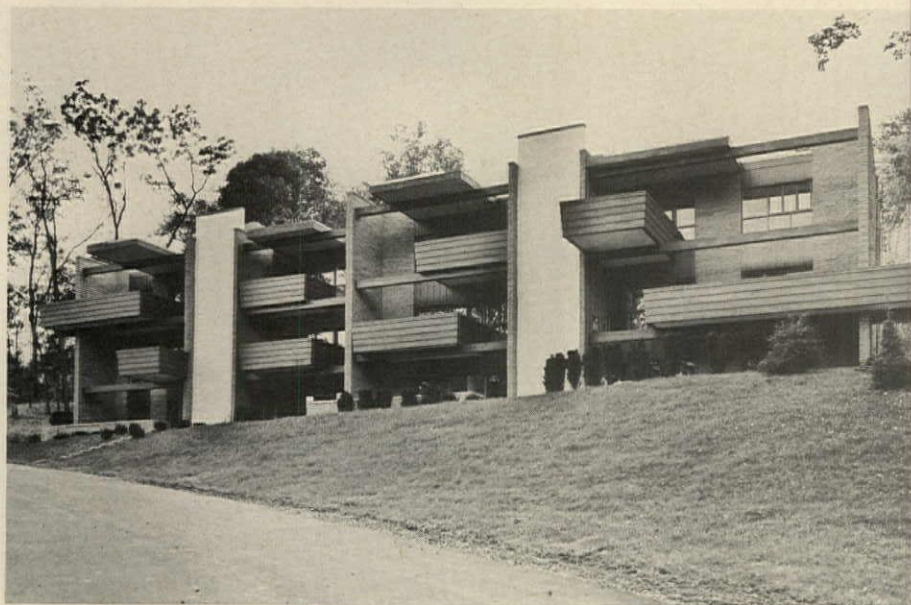


NEW BUILDING (*left*), on vacant hillside lot, cost \$60,000. It includes four apartments renting for a total of \$850 per month, has never had a vacancy. Named "The Rookery" because of the steep site, the building is reached by an elevator (left of stairs) from the street below. Cost: \$3,500. Towne Properties' newest project in the Mt. Adams area is a nine-unit condominium (*right*) built on the site of six houses too far-gone for rehabilitation. Step-down siting gives each townhouse a view of the river over the top of the units below. Prices: \$26,500 to \$38,500.



To see more Towne Properties projects, turn the page

Forest D. Atkins

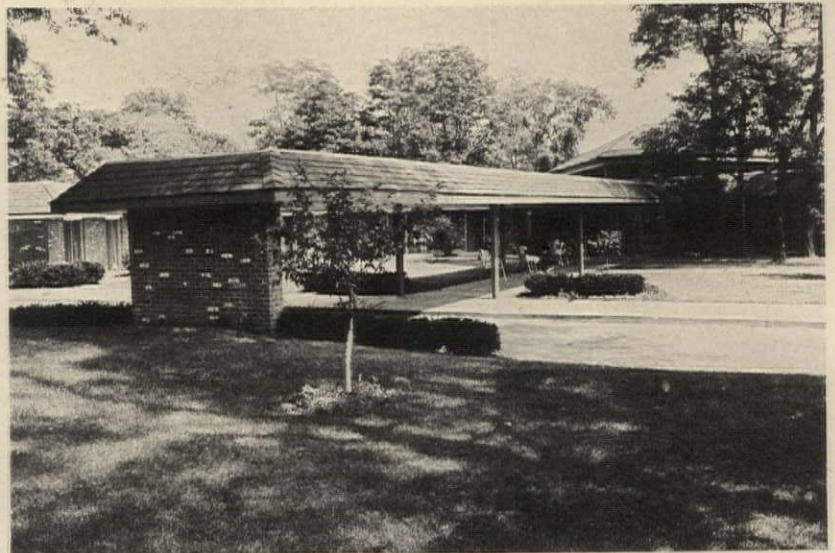


LUXURY APARTMENTS were built on contract (cost plus a fixed fee) for an investor-owner who knew of Towne Properties from its Mt. Adams renewal work. Contract price: \$190,000. Designed by architects Jones, McCormack & Peacock, the building won a Cincinnati AIA Chapter Gold Medal, added to the reputation of its builders for developments that improve, not destroy, the character of a neighborhood.

LOW-COST APARTMENTS (efficiency, \$70; one-bedroom, \$90; two-bedroom, \$120) were badly needed by nurses and interns from nearby medical school and hospital complex just outside the downtown core area. Because neighborhood had been on downgrade, land for the 36-unit development was bought for only \$500 per unit. In spite of the transient nature of the market, vacancy rates have been almost zero, and tenants accept one-year leases instead of month-to-month occupancy.



NEARBY CITY (Middletown, Ohio) became overnight market for these middle-income (\$110 to \$260) apartments with the establishment of a state university branch. Graduate students and teachers are prime tenants. Project will be built in four phases: First section has 85 units (all are rented) and second group will have 108 more plus a swimming pool and sauna. Buildings are arranged as a quadrangle with parking kept to the perimeter. Although only minutes from the center of Middletown, the site adjoins a golf course and park. Land costs for the 36 acres averaged \$1,000 per unit, and total costs averaged \$14,000-\$15,000 per unit.



NURSING HOME was built on a cost-plus-fee contract for investors in an older residential neighborhood in Cincinnati. The 100-bed complex was planned to preserve every possible tree on the wooded site and to keep the residential look. In addition to actual construction (cost: \$500,000), Towne Properties was involved in the planning, financing and management of the project. The partners agree that "one-stop service" is the best approach to contract work. Architect: Jones, McCormack & Peacock.

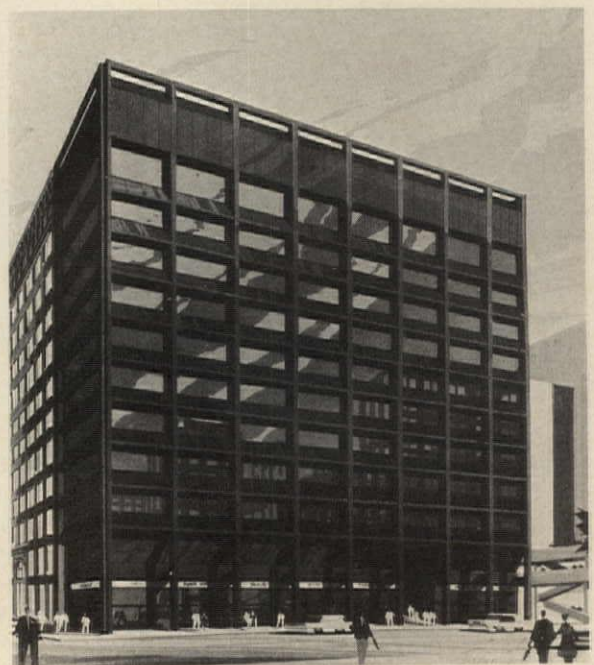


IN-CITY APARTMENTS, on by-passed land near Cincinnati's city limits, have rural character although they are surrounded by built-up single-family-house subdivisions. Called Sutton Place, the 83 units are a mixture of one- and two-bedroom apartments (\$145-\$190), and one- and two-bedroom townhouses (\$175-\$210) grouped around grassy, treed courts like the one at left. Each apartment has its own patio or balcony, and perimeter parking is screened from view. Land costs of \$1,000 per unit, and total construction costs of \$14,000 per unit, are typical of Towne Properties' suburban apartments over past few years. Architect Thomas Tilsley designed this project.



SUBURBAN APARTMENTS are outside city, but only 20 minutes from downtown. Colonial styling of the 99 units, typified by 18th-century cupola, was popular with suburban-oriented families. By contrast, contemporary is favored by center-city dwellers.

URBAN-RENEWAL project will be on land sold by city for \$14 per sq. ft. Designed by architect Harry Weese, it includes shopping arcade and offices. Cost was estimated at \$6 million, but urban renewal delays are making figure seem like wishful thinking.



Three award-winning projects show what can be done under urban renewal

Photos: Morley Baer



CONTEMPORARY DESIGN has setbacks and extended walls to lend privacy to individual units. Slatted railings screen upper balconies.

Award of Merit: a handsome public housing project for the elderly

It is built on a 2/3-acre hillside site formerly occupied by eight old single-family houses. On its uphill side it is three stories high; each of these stories has 13 one-bedroom units, with their own private balconies or terraces, plus a central lobby with laundry or reception room. A fourth

level, set into the slope, contains four more units plus a large community recreation room that opens onto a large terrace on the downhill side. The 484-sq.-ft. units rent for from \$35 to \$65. Construction costs were \$394,102, including appliances. Land cost: \$29,800.

The three multifamily projects (*below and on the next four pages*) should give rise to considerable civic optimism. They prove that urban renewal need not be confined to rehabilitating the dilapidated physical plant of our cities; it can also create a totally new environment for urban dwellers. The same imaginative land planning and design that is beginning to appear

in the suburbs can be translated into the necessarily high densities of city housing. Indeed, there is no excuse for responsible municipal officials to approve anything below this standard of excellence in their renewal programs.

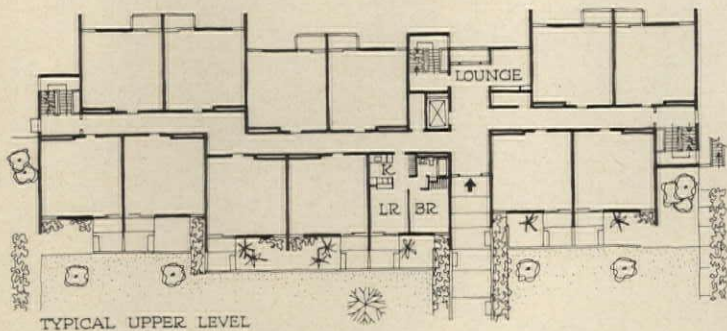
All three projects won awards in the 1967 Homes for Better Living Program.



MAIN ENTRANCE on street side of project is set back between units. Doors lead to main lobby, windows above let light into upper lobbies.



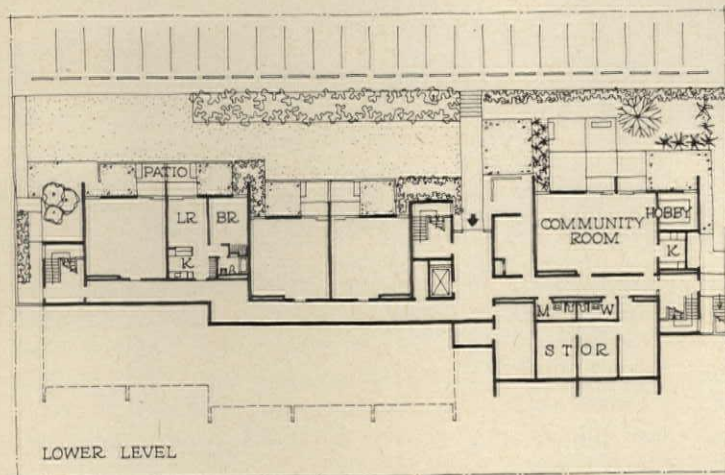
REAR ENTRANCE on downhill side is beyond community terrace at left. Projecting tower is central stairwell. Parking is in foreground.



TYPICAL UPPER LEVEL



LIVING ROOM of typical unit has sliding doors to private outdoor living area. Ground-level unit shown here has fence screening patio.



LOWER LEVEL

Homes for Better Living

ARCHITECT: Robert Billsbrough Price
 BUILDER: Merit Co.
 OWNER: Tacoma Housing Authority
 LOCATION: Tacoma, Wash.



INSIDE UNITS have living-room windows opening to view of courtyard (*below*).



STREET UNITS have recessed windows on both levels for more privacy. Iron railings protect windows. Design retains character of old houses in the neighborhood.



LANDSCAPED COMMON is bordered by 11 units on two sides, can also be reached from other units via private walks at rear of site (*plan, right*).

Award of Merit: a small townhouse project for a high-density area

The 23-unit project is in an area of 50-year-old, walk-ups; its design reflects that of the neighborhood and is meant to stimulate local rehabilitation. There are 19 three-bedroom, 20'-wide houses and 4 four-bedroom, 23'-wide houses. They are arranged so that 75% of the 1½-acre site is

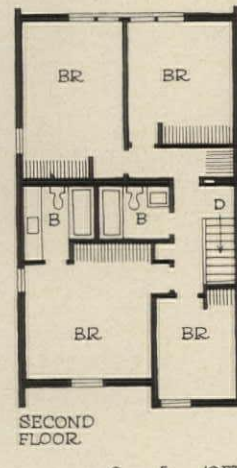
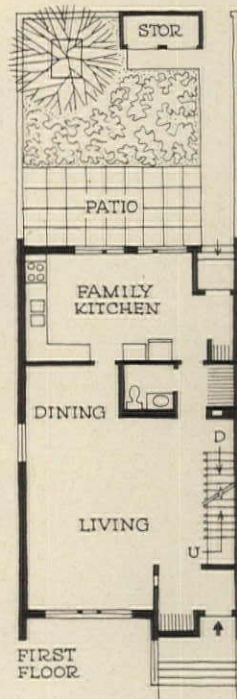
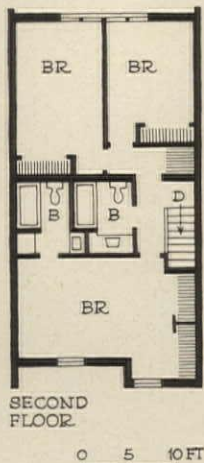
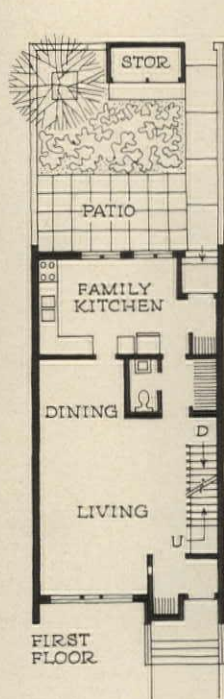
open land. Prices of the 2,203-sq.-ft. and 2,540-sq.-ft. houses (including basements) are \$29,500 and \$31,500. Parking for all units is along a rear alley, where there is also a small, private play yard. Land costs were \$151,677, and construction costs were \$488,000.



REAR PATIOS are overlooked by large windows of kitchen-family rooms. Gates in wood fences give access to back doors. End unit has four bedrooms.

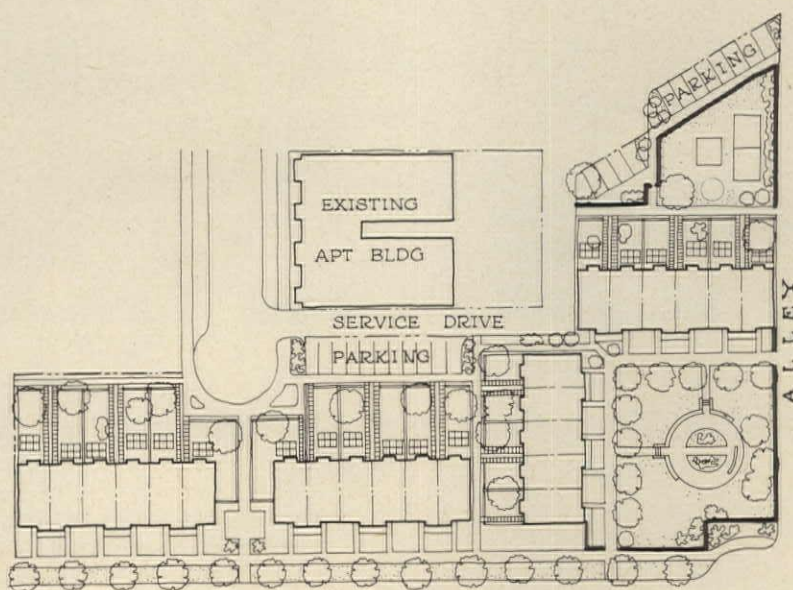


LIVING ROOM of small unit seems larger because of high windows in end wall. Dining area is in foreground, stairway is out of photo at far left.



0 5 10 FT

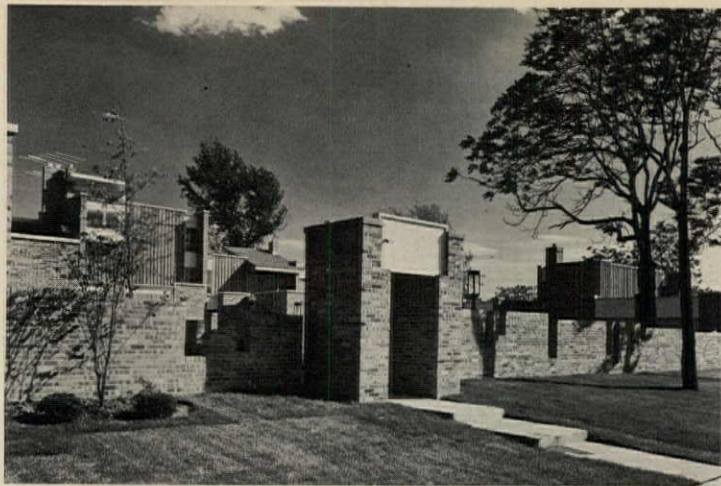
0 5 10 FT



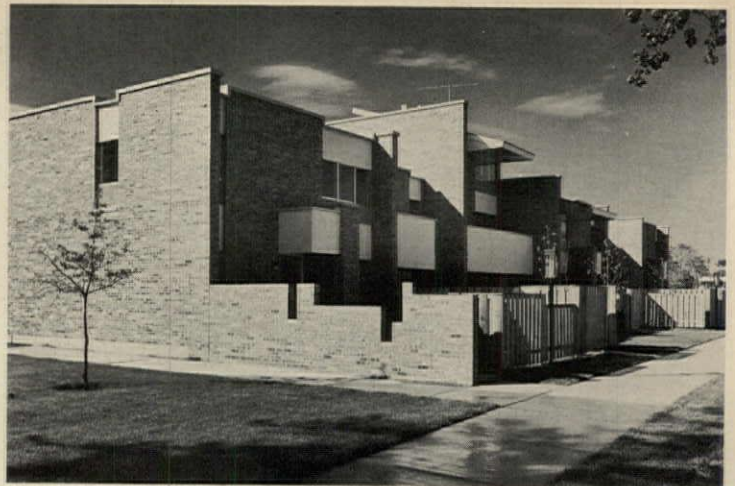
Homes for Better Living

ARCHITECT: *Ezra Gordon-Jack M. Levin & Assoc.*
 BUILDER: *S. N. Robbins Construction Co.*
 OWNER: *Kimbark Assoc.*
 LOCATION: *Chicago*

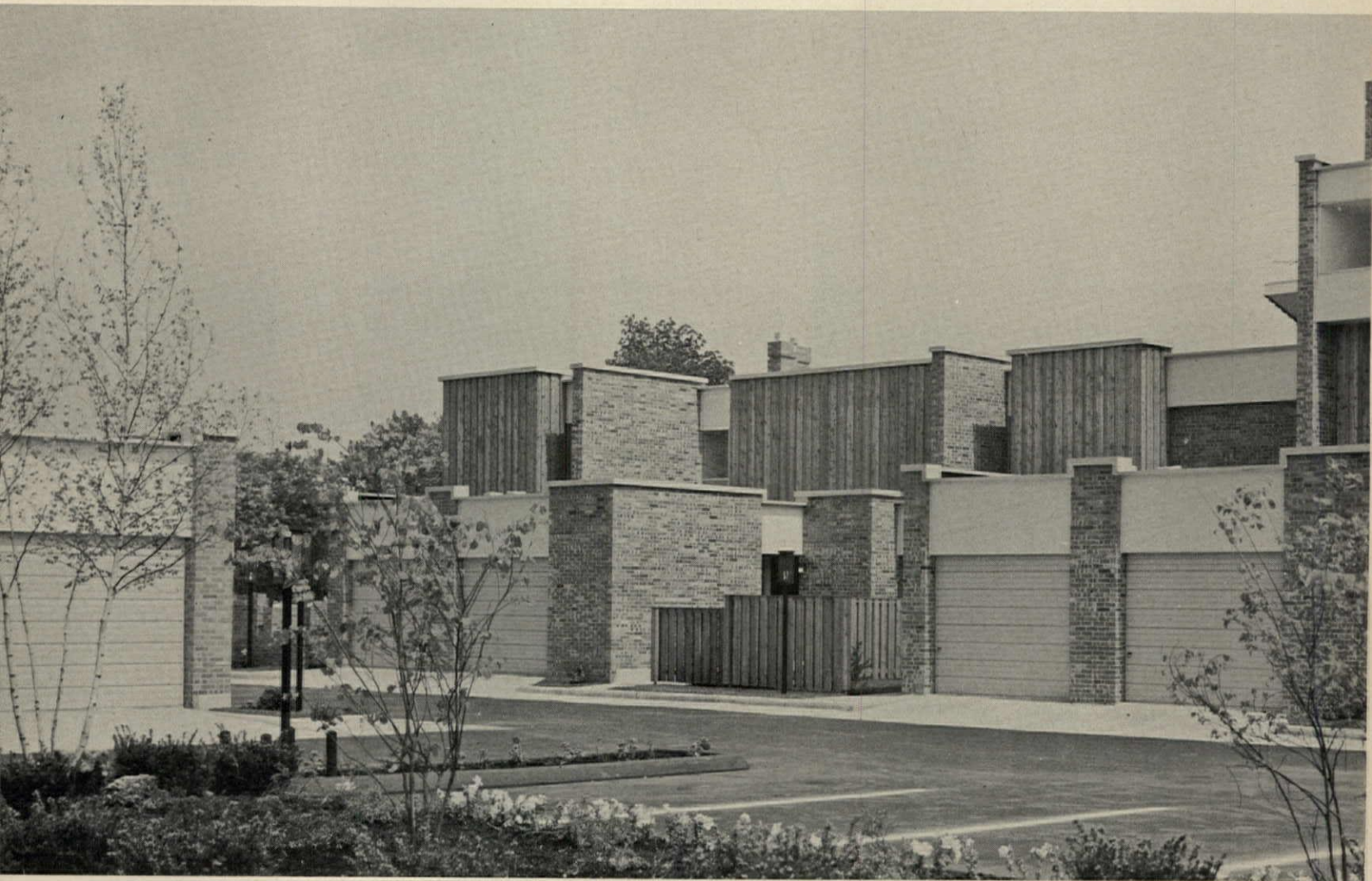
continued



BRICK WALLS, notched to avoid monotony, screen townhouses from the main street. Sidewalks lead through sentry-box gates to inner courtyard.



INDIVIDUAL PATIOS are also screened by brick walls and vertical slat fences. Party walls are extended to separate houses from each other.

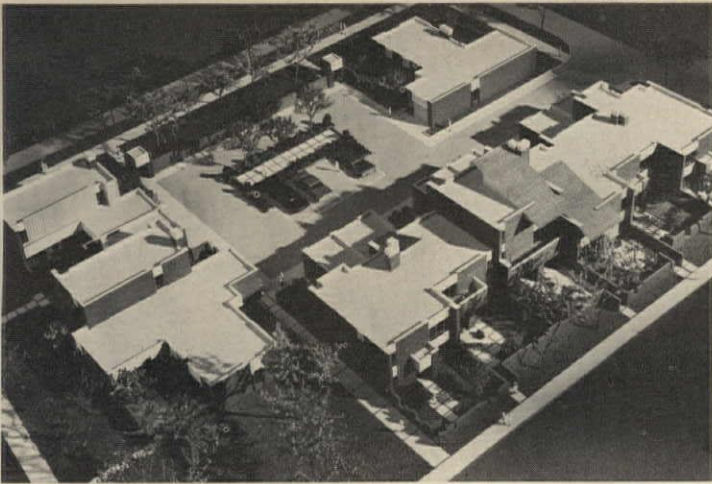


ELEVEN-UNIT CLUSTER serves as model area for entire project. All units have private entrance courts and garages; additional parking is in foreground.

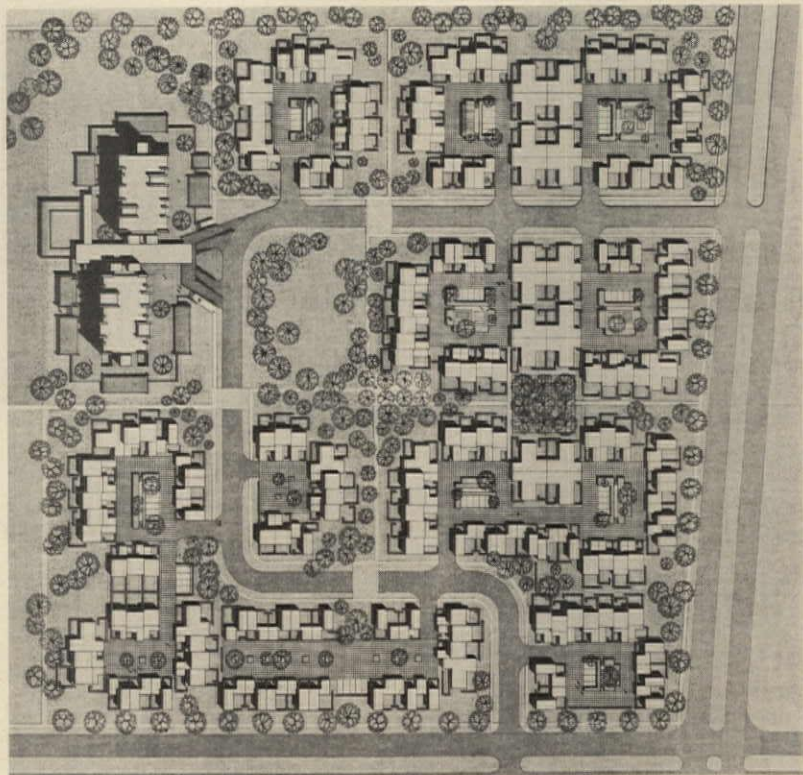
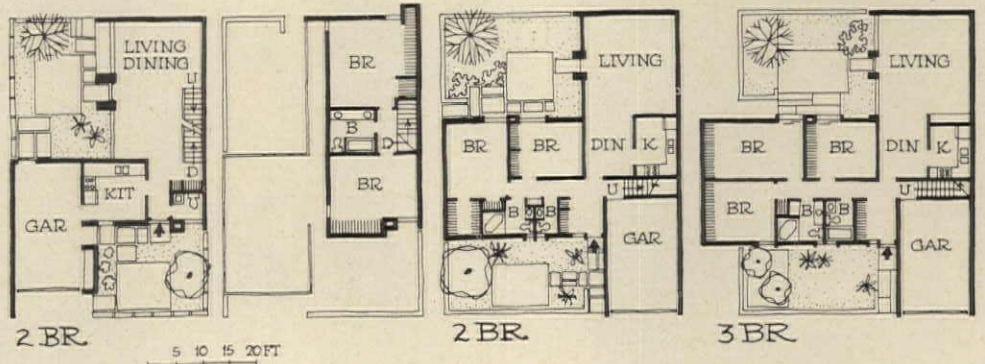
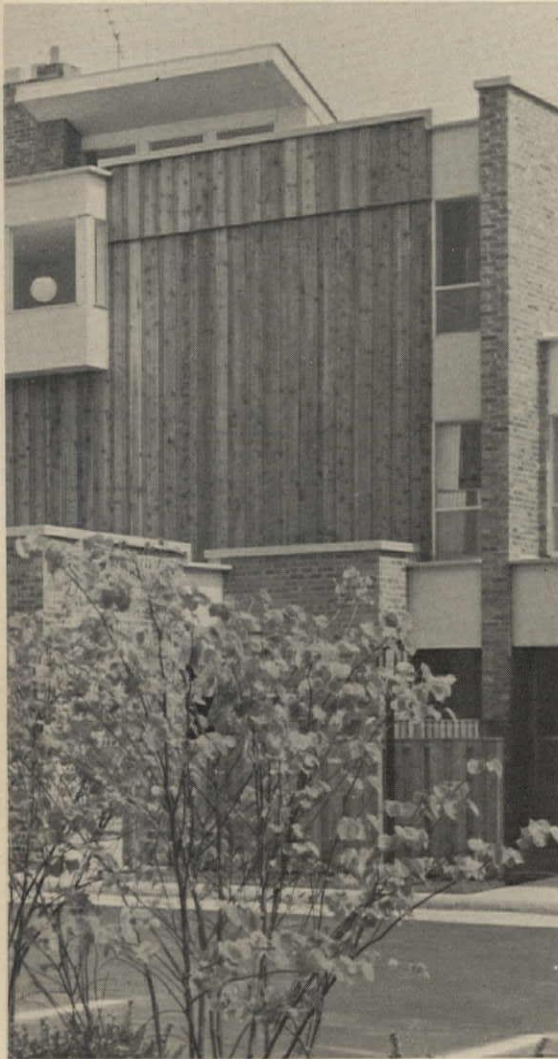
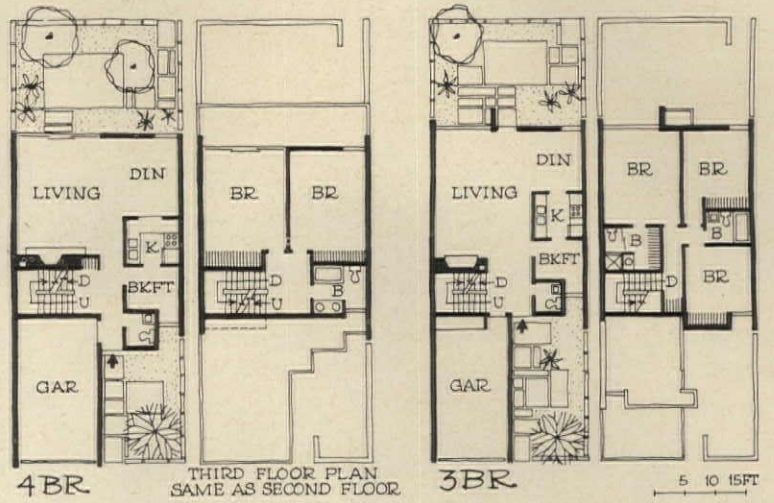
Honorable Mention: a large project with a variety of townhouse types

The 11 houses shown here are the first to be completed in a cluster project that will eventually cover 24 acres and include 180 townhouses (plus 100 apartments in a six-story building). Each cluster will have from eight to 15 units ranging from one-story, two- and three-bedroom houses to

three-story, four-bedroom houses. So far, 91 units have been completed or are nearing completion, and 90% have been sold at prices starting at \$22,000. Sizes of the coop units range from 1,145 to 1,865 sq. ft. Total construction cost: about \$7.5 million.



SCALE MODEL of first cluster (lower right in site plan below), shows how various house types are sited around central entrance and parking court.



Homes for Better Living

ARCHITECT: *Eberle M. Smith Associates Inc.*
 MASTER PLANNER: *Crane & Gorwich Assoc.*
 BUILDER: *Albert Nelson Construction Co.*
 LOCATION: *Detroit*



ROUND TABLE REPORT

What's stopping us from building

BUILDING

Joseph Dresner
Detroit

Herbert Z. Gold
Rockville Centre, N.Y.

Herschel Green
Miami

Maurice Hertzfeld
Philadelphia

Michael Levitt
Atlantic City, N.J.

Alan M. Lindy
Philadelphia

Richard Ravitch
New York City

Jack N. Soble
Atlantic City, N.J.

Leon Weiner
Wilmington, Del.

MANUFACTURING

Albert G. Matamoras
Armstrong Cork Co.
Lancaster, Pa.

CIVIC GROUPS

Paul Busse
Economic Development Council
New York City

C. Richard Hatch
Architects Renewal Committee
in Harlem
New York City

Ragan A. Henry, attorney
Philadelphia

James Robinson
Southern Christian
Leadership Conference
Atlanta

Roger Starr
Citizens Housing &
Planning Council
New York City

Louis Winnick
Ford Foundation
New York City

Jack E. Wood Jr.
Natl. Committee Against
Discrimination in Housing
New York City

NONPROFIT DEVELOPMENT

Shirley Boden
Assoc. for Middle Income Housing
New York City

C. Franklin Daniels
Foundation for Cooperative Housing
Washington, D.C.

Victor De Grazia
Kate Maremont Foundation
Chicago

Barnet Lieberman
Philadelphia Housing Development Corp.
Philadelphia

Harold Ostroff
United Housing Foundation
New York City

Frank B. Palmer
Community Renewal Foundation
Chicago

Channing Phillips
Washington Housing Development Corp.
Washington, D.C.

James Twomey
Urban America Inc.
Washington, D.C.

GOVERNMENT

Frank De Stefano
Natl. Commission on Urban Problems
Washington, D.C.

Hon. Paul H. Douglas, chairman
Natl. Commission on Urban Problems
Washington, D.C.

Walter Fried, commissioner
Housing & Redevelopment Board
New York City

James W. Gaynor, commissioner
N.Y. State Division of Housing
and Community Renewal
New York City

Richard S. Granat, director,
housing programs
Office of Economic Opportunity
Washington, D.C.

David M. Pellish
Natl. Commission on Urban Problems
Washington, D.C.

Sy Schulman, planning commissioner
Westchester County
White Plains, N.Y.

Arthur Zinkin, consultant
Office of Economic Opportunity
Wayne, N.J.

FINANCE

John G. Heimann
E.M. Warburg & Co.
New York City

Jack Westney
New York Bank for Savings
New York City

REAL ESTATE

Stewart Bainum
Realty Investment Co.
Silver Spring, Md.

Eugene F. Ford
J.O. Riviere & Co.
Washington, D.C.

Melvyn T. Pugatch
Baltimore

FROM HOUSE & HOME:

Moderator, **Richard W. O'Neill**, editor
James P. Gallagher, senior editor
John Nicholson, McGraw-Hill News Bureau



low-income housing in our cities?

For more than two decades the explosive growth of our suburbs has tended to mask an accelerating decline—in both quantity and quality—of the housing inventory in our core cities. Every year urban-renewal demolition, highway construction, commercial expansion, fires and deterioration take more low-income housing off the market than we can replace.

Most American families hardly know this housing-poor world exists. Because the middle- and upper-income families who migrate to the suburbs have such a wide choice of available homes, they cannot imagine the desperate housing situation of the low-income—largely nonwhite—families who remain behind in the cities. Only when our center cities explode in the mindless violence of riots are we forced to take a look at the almost hopeless conditions in which millions of American families exist.

Federal, state and local housing programs have been too small, too sporadic and too uncoordinated to do more than whet the desire for better housing. Costs of land, labor, ma-

terials and financing have forced most homebuilders into price brackets as unrelated to this real need as Rolls-Royces are to mass transportation.

Those profit-oriented, as well as nonprofit, groups who are trying to find ways to solve this problem insist that the job could be done if only they were free to do it. Rules, regulations, administrative systems and approaches to land and financing that were good enough in the past are hamstringing us today. They must be changed or discarded if low-income housing is to be built in our cities.

This HOUSE & HOME Round Table was called so that interested builders, developers, government officials and urban-oriented groups could explore frankly the roadblocks that keep us from building low-income housing. The participants spent two days identifying the most critical problems and suggesting how governmental and private-industry action might solve them. Neither our industry nor our nation can afford to ignore their conclusions, summarized on the following eight pages.

continued



Photos: Joe Ruskin



BODEN



MATAMORAS



WESTNEY



GOLD



The No. 1 barrier to low-income housing is the apathy of most of our citizens

Until the political structure feels a determined commitment by the electorate to solve the housing problem, we won't get new programs and we won't get implementation of the programs we have. Americans must want to get the job done.

Jack Wood: The principal roadblock to providing low- and middle-income housing in this country is a lack of commitment on the part of American society to house the people who need it most. We always seem to be able to develop financial support for plans we hold dear. But we lack a deep and abiding concern for the people who live in center city.

Jobs have gone to the outer reaches of the city and to suburbia. This group is exploring ways and means of expanding center-city housing for families who find themselves removed from the jobs they need.

When we see the city as a whole metropolitan area and not just as the inner core, we are going to come up with some really honest solutions.

John Nicholson: We talk about money or construction or labor, but we keep coming up against a wall of public attitude.

Ragan Henry: I'm neither a housing developer nor an investor, so I'm going to say what I want to say. We don't have a clear understanding of who we're housing and what their capacity is to purchase or rent this housing. We have found, in Philadelphia, that the real housing problem is a family which is earning something above the public housing limits, but isn't earning the income that would qualify for conventional FHA programs. This tends to be a large family.

Regardless of the cost of a unit that will accommodate this large family, they can only afford to

pay so much. The figure we have come to is between \$10,600 and \$11,000. If we are not talking about housing at this price, then we are not facing up to the real problem.

Maurice Hertzfeld: We have developed a successful neighborhood renewal program and learned that if we're to develop good housing, we must also develop good people.

I recommend that FHA recognize, within the budget of any low-income housing development, the additional costs of social management. Without this, I do not believe that any program we try to develop can be effective.

I would like to see legislation that would force local government agencies deriving the benefits of government funds to gear their attention to the bottom of the barrel.

Harold Ostroff: Some of the biggest roadblocks are psychological, not physical. Do we really want to provide middle income and low income housing? Let's get down to the core of it. If we do want to break up the racial ghettos, and if this is a desirable goal, let's get busy with it.

Art Zinkin: Within the lifetimes of most of us, perhaps a dozen cities are going to have a majority of black or Spanish-speaking people. They will either feel sufficiently fulfilled by our economy and our form of government or will change it for one which will satisfy their needs.

So we should be talking about a massive subsidy where the establishment provides technical assistance, and where materials and land are donated. This assistance should be used to create indigenous—another word for Negro—contractors, indigenous architects, indigenous school and welfare administrations. In other words, we have to help the majority rule and enable the city to create its own destiny.

Wood: We just don't have the sense of commitment in this country to serve the housing needs of the low- and moderate-income Negro family.

We have heard too much about the profit in this business and subsidies. Maybe what this country needs to have demonstrated is that if it were profitable to build low-income housing, it still wouldn't happen.

Suppose we do put profit into construction of low and moderate-income housing? Where do you suppose we would find the land? How do you suppose we would get the building permits? Or the support we need from local municipal government? Or land in suburbia zoned so that we could build more than 25 units at a time?

If we don't begin to think in terms of people and human values, and throw out all this jazz about prudent risk and investments, then we may very well not even come to enjoy the future or to have one for our children.

Herb Gold: I just want to say, Mr. Wood, that I think there is hope! The builders of this country are interested in doing something for their community, without regard to profit from a specific project.

We have been working for five years on a Negro housing project, and we don't expect to get back what we put into it. We're doing this because we feel we can help the community and, at the same time, protect our financial interest in the area.

The builders of this country need the tools. The rent supplement program was a tool that could have been very helpful; the

"turnkey" program is workable. As soon as you show builders something that will work, they will step in and do the job.

Barnet Lieberman: I'm a lawyer, not a do-gooder. I have been a builder, I have been a public official, I'm now a nonprofit corporation executive director. And I think if we don't solve this problem we won't enjoy the results of the long-range objectives that our planners have designed for us.

What are we going to do with the slum ghettos? You can eliminate slums by moving people out and giving them good housing, or you can go into the ghetto and remove the conditions that create the slums. I think the immediate solution is to do the latter.

Channing Phillips: We have to keep in mind that the people who live in the old city aren't about to be moved out except by sheer violence.

Despite good intentions, we are not willing to recognize that we operate out of self interest. Builders say they are interested, but when it's more profitable to do one job than another, I have no doubt in my mind about which they are going to do.

There are structures that would be of real value for low-income housing: 1) an institution primarily concerned with the housing needs of low-income people and which permits them to function and make decisions, and to develop expertise combined with staying power. And 2) a governmental agency that can respond to what this institution creates.

Dick Granat: A promising technique, and one which the Office of Economic Opportunity is experimenting with, is the *nonprofit housing development corporation*. Its purpose is to develop administrative and technical capability to take better advantage of all the existing programs in housing. A secondary aim is to function as an advocate of the poor in the area of low-income housing. Generally, the Board of Directors consists of representatives from local public agencies, representatives



HEIMANN



WOOD



WINNICK



DRESNER



HATCH

from local community groups concerned with housing poor people, representatives from real estate, banking, construction, industry, labor unions and the poor themselves.

Alan Lindy: There is only \$1,000 between the cost of what can be built conventionally and what the \$4,500- to \$6,500-income family can pay.

Throw in the land, lease the land—there may be many things we could do to take care of that little difference we are talking about. Then we could go directly to local banks and say, "We are losing that factory and its big bank account; but if you improve the neighborhood you might save it." They would help us.

Dick Hatch: We're asking the poor to pull themselves up by their own bootstraps, but we keep insisting that they make a larger expenditure in housing, which effectively prevents any kind of capital accumulation on their part.

Albert Matamoras: We need a sense of social priorities. Nobody has ever presented the American people with a list of priorities and said, "Check them off. Where do we go from here?"

Leon Weiner: We don't have definitive national housing goals or priorities. If you start with the assumption that every American family is entitled to a decent, safe, and sanitary home, you have stated a policy.

Are we going to spend \$5 billion to go to the moon or are we going to spend half that much to go to the moon and the other half to tackle this problem? Unless we come to a clear understanding on specifics, we are unable to go to Congress as a total industry. All of the people in public housing, all the bureaucrats, should have been more concerned about the finance market and the interest rate and the problems that developed last year.

Who fought for rent supplements? Which one of you called George May at home and talked

to him about rent supplements and model cities? Who talked to the Republicans to convince them?

Jim Robinson: We went to see both the Georgia and Alabama delegations. We did this for two weeks, and they said there was a big push for model cities because the large cities were behind it, but everybody was kind of soft on rent supplements.

Weiner: We are very happy to hear what you did, but there was not the nationwide effort needed in the rent-supplement program, or it wouldn't have collapsed.

Joe Dresner: If we're going to talk about roadblocks in the center city, we first need to know if the city *wants* center city rebuilt for the people who live there? If the city doesn't want to rebuild, there is a very good reason, and it's financial. The cities need tax bases that have been stolen from them by the outlying suburbs.

They can't afford to let you and me come and build townhouses for single-family or moderate-income rentals.

If the city can't afford to rebuild because it needs a new tax base, we probably need direct subsidies to the city. Let the city rebuild for housing. Let it go to Washington and get money for the tax base.

Dick O'Neill: Joe Dresner has hit on a very important point: 54% of the revenues in the United States go for education and welfare. It's a legitimate goal to make these federal, rather than municipal, concerns.

Lou Winnick: The gut problem is an income class that is way down the economic ladder. And there is this further complication; it occurs in pockets, so that any proposal to reconstruct a segment of center city tends to be done on a small scale.

Life in 1967 is different because of a new doctrine: non-profit sponsorship with a high input of community action. The process by which housing is sup-

plied becomes as important as the output itself.

It would be no great feat of budgeting in New York City to annually create a \$10- or \$20-million pool of money. The city could then go directly to Dick Hatch's area with its own rent supplement. If there are X thousand families who need two bedrooms and are paying \$30 for one bedroom or less, a \$50-a month supplement could get those families housed in two bedrooms for \$90 or \$100 a month. The city could achieve that goal with an expenditure that is less than 2% of its budget.

We probably haven't given

enough attention to the creation of local city and state financial programs, which can begin to accomplish things that we may never get through the federal government because we can't get a consensus in Congress.

Vic De Grazia: We can't convince everybody in this country to do the right thing about slums. But if we could just take care of 50 units in every slum, we would have a tremendous psychological, and a slight physical, impact.

Hope has disappeared, but hope can come back if it's based on something substantial.



A major reallocation of our financial resources is needed to provide the amount of housing that our cities need

There are sources of capital that have not been tapped for long-term housing financing—particularly pension funds. But we first must create mortgage instruments and guarantees that will answer investors' needs—and doubts.

John Heimann: You have to start out with the fact that there is just one pool of capital, and everyone dips into that same pool.

S&Ls and mutual savings banks have been force-fed institutions that support housing. But their structure is rigid. It doesn't let capital flow from one part of the country to another with the ease of other capital instruments.

You have capital-surplus and capital-deficit areas. And the rigidities built into our system make it hard to get money for housing at some times, and too easy at other times.

Ostroff: We haven't really tackled the pension funds of the trade unions and industry. Ten years ago, some of the unions in New York invested funds in moderate-

cost housing. The best example is the ILGWU, which invested some \$32 million in two slum-clearance projects.

They took the position that it was their obligation to provide mortgage funds at below-the-market rates, and were willing to go to their people and suggest that the benefits of such investments justified that rate.

Heimann: The pension funds, the fastest growing capital in the United States, have not been noticeable in their support of housing financing. But there is very good reason: To buy or finance a house is like a treaty between nations—and pension fund people, who handle big amounts of money with relatively thin staffs and are untrained in this area,



BAINUM



WEINER



GRANAT



RAVITCH



DANIELS

have neither the time nor the inclination to buy mortgages.

Walter Fried: We asked the UAW to buy municipal bonds [for housing], which would have given them no problems. They didn't want to buy because they want the maximum return on the money that they invest.

Shirley Boden: There's a question of economics involved here. The interest rate is affected by three or four factors. The first is the legitimate return for capital; the second is the risk factor; the third is taxes; and the fourth is inflation.

If we have 2% inflation every year, even the trustees of a pension fund have to take note.

But in the long run it is a dead end to defy the economics of the situation.

Jack Westney: Money will flow around the country if you find the right vehicle and the proper way to merchandise it. A banker requires that there be a well-conceived, real estate project underlying the mortgage for proper security.

It has to be a good economic unit in order to be mortgageable, and if so it can be attractive to pension funds, savings banks, savings and loans, insurance companies—the whole gamut.

Heimann: Tax-exempt bonds are most attractive to get funds at a lower rate, but they have absolutely no application to tax-exempt pension funds.

Pension funds are in two categories: those that are unilaterally managed by corporations and those with bipartite management. The unilaterally managed funds are in the large industrial unions. The unions don't have a word to say about investment policy.

Robinson: One tool is rent supplement. Under the 221 program you get cash instead of debentures, and you also get a mortgage that is supported by rent-supplement payments for a 40-year period.

Would this give investors the safeguards that they want?

Westney: Yes. The few that are shifting their money into mortgages are looking for the same sort of belt-and-suspenders investing that a bond gives them, namely, a way out in the event the income gets cut off. They want that cash payout.

Fried: We have to separate socially oriented money from the conventional flow of money, and then try to devise a method to get money into housing that is not dependent on the whims of Congress in any one year.

You might want to produce housing for people who can afford to pay only \$14 a room. It's quite possible that you would loan money without any interest to do that.

Weiner: I think the problem of separating socially oriented housing from other kinds is not at the point of the flow of money.

If you are calling for more public housing, let's understand that this means a subsidy, and it has to be.

Rent supplements are an attempt to marry the entrepreneurial system with the market rate of interest in order to provide socially oriented housing. But the supplements don't work because the people administering the program are frightened to death by the regulations that have been issued. I think there are people who are dedicated to making the program not work.

Frank Daniels: There was a definite political motive behind the defeat of rent supplements. The Republicans want to take the initiative with respect to housing; I think this is clearly demonstrated by the unanimous Republican sponsorship of Percy's bill.

That bill has something that is really important: a high input of poor-family involvement in their own housing. The basic element of that program is home ownership for the poor individual, either individually or through cooperatives.

Weiner: Most of us in the home-building industry, and a great percentage of realtors, have be-

come reconciled to the fact that a lot of people exist who cannot be housed through conventional programs. But we can house these people through rent supplements, turnkey operations, leasebacks, rental programs and rehabilitation programs, and we are going

to have to try some of them.

The big unsolved area is between the \$4,500 and \$6,500 income level. We have to develop some real solutions, and they are only going to come through helping to tap the market rate of interest.



Is the U.S. money pool big enough to finance housing on the scale we need?

If tight money hurts when we build only 1½ million units, how can we reach the two-million-plus volume that will allow us to make inroads on the need for low- and moderate-income housing? Social-risk housing may require a different approach than conventional actuarial-risk programs.

Gene Ford: Our total capital pool may not be able to handle the job over the next decade or more. We have gone through a couple of pretty good money squeezes here and we may be going through another one for a special reason right now.

We needed to infuse funds in the S&L system to carry the brunt of housing during a period when they were trying to finance only 1½ million housing units a year. What about financing two million or 2½ million a year? I question whether we have the capital resources and whether we will have to change the type of housing we build if there isn't enough money.

Heimann: Can the existing monetary structure finance the amount of housing all of us know is necessary? This would mean at least \$30 billion a year for the next ten years, and it would appear that it can't.

I think the money pool can do it, but not within the present structure. Nobody knows what savings are going to be over the next decade, but it would appear from the past that there will be enough money.

Weiner: How are we going to allocate our resources, having first determined that there is a social need, a political need and an economic need, and that we are determined to meet them?

Antiquated zoning and building codes—these are a few of the things that are blocking us from producing housing more efficiently, although I don't know anybody who can tell us how to build a \$16,000 house for \$8,000.

I fought against higher interest rates for housing, but I have to tell you I am weakening fast. Intellectually I understand it, but emotionally I have a big lump when I talk about charging consumer credit rates for long-term housing.

Daniels: We must think in terms of how to get more money flowing from the pool.

We don't have to reject tax exemption. The amount of money that would fail to flow to the government through tax exemption is less than would be required by direct government allocation to build a project. There's a program on the books of the FHA known as yield in-



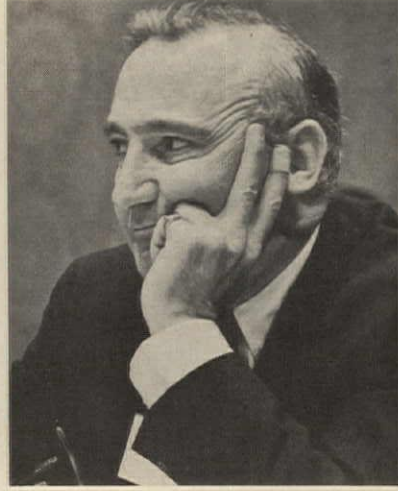
GAYNOR



O'NEILL



FORD



PHILLIPS

PUGATCH

insurance. It is the most successful program FHA has ever had. In fact they haven't had a single loss from it, because nothing has ever been done in it.

It is worthwhile taking a look at a restructuring of this yield insurance debenture program [called Title 7]. We could work in a feature whereby the individual would receive tax exemption on the income from the security. If you also allow him a proportionate share of the depreciation allowance of the project, you might have a combination that would attract him.

O'Neill: Why didn't Title 7 work?

Daniels: Any program works if you want it to work. Title 7 has some defects but in the FHA there was little, if any, direction given to making it work.

Heimann: I agree. Six months ago I suggested a resuscitation of Title 7 and, with the exception of the NAHB, I got laughed at by all concerned.

Henry: There is the problem of total unavailability of money. There are whole geographic areas in which no financial institution will give you any kind of mortgage.

You have to make money available on whatever discount rates obtain in other parts of the city. You can't have five points in the suburbs and 15 in center city. None of the existing programs are available in these areas, nor for the people we are talking about.

Dresner: The white suburbs don't want the guy who's living in the slum. The city wants to rebuild for the guy who has already moved to the suburbs. If we want to build for the low-income family, then we have to pressure the federal government—not the local government—because that is where the money is going to come from. If the cities want urban-renewal funds, then they should have to take all of the programs offered. The federal government should withhold

funds until they do just that. Then maybe we will get the job done.

Fried: It makes no difference whether we kick in at the bottom by giving rent subsidy or at the top by enabling private enterprise to produce housing at a lower price than buyers can afford to pay out of income.

Phillips: Even that money available under the government programs hasn't been used. We need some kind of structure that has low-income housing as a vested interest, that operates out of self-interest, a kind of structure in which people are committed to solving the problems of low-income housing as a matter of course.

Insurance-oriented, private-market facilities aren't going to be adequate for social-risk housing. We need a financial unit in government that will respond to local groups concerned with this problem.

Mel Pugatch: A 100% subsidy may not be sufficient. I think we can rationalize the 120 or 130% subsidy.

Fried: In New York City urban renewal, we are writing down as much as three-quarters of land acquisition costs; we subsidize money by loaning it for 50 years at ¼% above what it costs the city to borrow, and we're giving up to 50% tax abatements.

With all of that we still come out with a rental of about \$37 per room per month, with the family paying approximately \$350 a year in taxes. As we have increased subsidies, we just run like hell to stand still. The subsidy is eaten up every year by increased materials, labor and operation costs.

Ford: The question is whether the major effort should be in subsidizing bricks or in subsidizing people.

Jim Gaynor: Let's get this straight. The only way you are going to produce housing is through the existing structure of the construction industry and

labor; and the only way you are going to finance it is through the present financial structure. When you say we need a new approach

and we have to reform the construction industry to get the low-income housing we need, I say you're whistling Dixie.



The programs we do have are crippled by red tape and never reach their potential

Overstrict regulations, set up to prevent abuses, handicap the good guys every bit as much as the bad guys. And public officials who try to short-cut the system complain that nobody defends them when legislators attack the shortcuts.

De Grazia: FHA's 221d3 is one of the best laws ever put on the books. But it does not work as administered, and certainly not for the low-income groups.

So FHA devised a new strategy. Instead of trying to figure out how to administer a law that is good but isn't working at the local levels, they decided they had to add another subsidy, rent supplements, which I consider an abomination.

Granat: We can't create decent housing for the poor without meaningful public subsidy. Unfortunately, in the political climate of mid-1967 such subsidies are unlikely. There is little sentiment for massive expenditures for urban problems of any sort, much less for subsidies for poor people's houses.

Some things, however, can be done. There are administrative difficulties within existing programs, both at the federal and the local levels. I propose the creation of a Low-Income Housing Administration within FHA. This would be an autonomous unit, administered by a Deputy Commissioner responsible to the Commissioner. It would have direct responsibility for all low- and moderate-income housing programs now administered by FHA.

Phillips: Long-range aims are

fine, but if we don't pay attention to the immediate problems we may not be around for the long pull. If those of us who have to work with FHA to implement the programs saw that they were administered properly, we could move toward solutions to the problems.

FHA has access to two tools that it hasn't even begun to use—one is the National Housing Act that states that economic soundness is not required in 221d3 programs. This doesn't seem to be implemented. And in 1966 the Secretary got the right to waive economic soundness in the 203 program in areas threatened by civil disturbance and riots.

Dick Ravitch: I find myself in the somewhat unusual posture of defending housing administrators. The problem is in politics and not in administration.

Few people in state legislatures or in the Congress understand the basic combination of disciplines and economic facts that produce single-family homes or apartments. We need to write these rules so that the administrator has the flexibility to produce results.

De Grazia: Congress and legislatures pass good legislation, but it is inadequately administered. I



De STEFANO



LIEBERMAN



HENRY



TWOMEY



HERTZFELD

know how easy it is for Congressmen to pass these bills, go home and get elected, and then attack the way programs are being administered.

I understand what an administrator goes through and we shouldn't subject him to this. A builder sticks his neck out, but he is going to get a profit. An administrator sticks his neck out, and all he may get is some commission investigating him.

Stewart Bainum: Either we have gotten less tenacious or FHA has gotten slower in processing. The immediate problem is to do something about processing and to minimize the red tape within HUD. This relates to urban renewal administration and other agencies, too.

Roger Starr: Before the government contracts to buy something, it must resort to public bidding or the public sense of propriety is not satisfied. In the Mitchell-Lama program we award contracts by negotiations. We had a state investigation, and all kinds of charges were made that the program was bad.

Pugatch: If the project is sponsored by a nonprofit organization, the costs will be no different than if it was sponsored by a profit-motivated organization.

Local public agencies are being examined and reviewed to death. Some agencies today are pretty sophisticated. They often know more about the planner making the proposal than the national office or the particular branch of HUD.

Boden: We are overlooking the possibility of responsible ownership. We keep thinking in terms of the developer-builder, the speculative builder.

What about a responsible owner who assumes the initiative and who is concerned with the continued operation of the housing after it has been built? We have an example of responsible ownership in Metropolitan Life and the other insurance institutions. Unfortunately, the city discouraged them. The same is true

of owners who operate under the limited-profit program.

Fried: You're looking for the millennium, and when you get it, you are going to be quite dissatisfied.

Unless we can break down the cost of shelter to what the people we're trying to serve can pay for it, or we have some device for bridging the gap so that the people will be able to pay whatever it costs to produce the shelter, none of it is going to work.

Ostroff: Let me cite some of the problems. In New York City we have a Mitchell-Lama Law that was just recently amended to provide 100% abatement.

We built a cooperative development of some 6,000 units. These are good-sized apartments, centrally air-conditioned, with \$21-a-room carrying charges. When it was assessed by local assessors, we found that out of the \$21-a-room, we had to pay \$8 in real estate taxes. I question whether the abatement promise was treated honestly. If it was, that rental could have been \$17, rather than \$21.

Fried: We officials do stick our necks out. We loaned money for rehabilitation on individual buildings which FHA announced they wouldn't go near. We loaned money for 30 years, which is far beyond the life expectancy of the buildings.

In the Mitchell-Lama program, we allow a community group to go in without any money. We turn the land over to them right at the mortgage closing and we keep feeding the money so construction goes on.

Then along comes an investigation into every incident in which you stuck your neck out. Then who speaks up and defends the administrators? I have never seen any investigation where the industries, the unions or the press spoke out for the administrator.

Soble: The processing, the waste of effort and time, is the big roadblock. We're a small organization operating in a lot of cities. We could produce 1,500 units in

15 cities this year. We're going to produce 500.

The breakdown is the little individual FHA office, and the lack of anybody with authority.

Frank Palmer: We have three commitments in Chicago that were two years in the processing. Recognizing it as a fact doesn't make it any more acceptable.

Levitt: I can name five roadblocks it's important that we solve.

1. *Tax abatement.* We have gone into cities with below market interest rate projects that wouldn't be feasible without tax abatement. In some cities we have been refused an abatement merely because we were talking about moderate-income families.

2. *Uncertain funding.* We're at the mercy of Congressional administrative allocations to either fund or kill programs. The d3 below market interest rate program was frozen from June to December. We then got involved in the rent supplement program, and now we turn around and Congress is thinking of killing it.

3. *Construction loans.* FNMA does have the tools to give construction-loan financing, if it would use them.

4. *FHA red tape.* A new FHA processing method that is about

to be put into effect may help.

5. *Permanent loans.* I think we will be faced with difficulties here for some time.

Ford: There is a significant roadblock in FHA, but it's at the district-office level, the local director and underwriter.

Probably less than 50% of the directors and underwriters in district offices have ever read the community-renewal plans of the cities in which they are involved.

Daniels: I firmly believe that certain members of Congress who have always been opposed to all sorts of housing legislation are accomplishing their objectives by uncontrolled criticism of the FHA.

Weiner: There were very few people who came to the defense of the FHA when it came under attack. But there are too many people in FHA in the local levels who were afraid to make decisions long before they got attacked in the Congress.

Winnick: The problems arise when FHA has to move to the rhythms of a national consensus that is always giving solutions inferior to what FHA could evolve locally. I don't know of any way of breaking out of that lock step.



Rehabilitation can help meet the need, but it can only do part of the job

Some cities have been successful in bringing older houses up to today's standards at reasonable cost. But they are handicapped by lender attitudes that prevent them from getting the same terms as new housing in suburban neighborhoods.

De Grazia: If I had \$3 million to spend on upgrading slum housing, I would rather spend \$3,000 a unit and do 1,000 units

than \$10,000 and rehabilitate 300 units to some fantastic level.

Hertzfeld: We have a vast re-



LEVITT



GALLAGHER



PALMER



LINDY

source in existing houses that do not require complete rehabilitation. As the economic groups in a neighborhood move from high- to middle- to low- to no-income groups, we develop slums.

One cause is the mortgage lender, including FHA, who looks at the economic life of a building as the basis of loaning money. If we're to arrive at any solutions, we must accept the risk of loss.

To achieve low-income housing, we must produce housing that will rent or sell at a low cost per month. There is a vast resource in houses that are on their way down from high-economic to middle-economic occupancy.

In Philadelphia, we can sell an existing house in reasonably good condition for \$7,000 to \$8,000, which would provide monthly payments of about \$70 or \$75. But FHA must agree to a 25-year economic life for the building.

Jim Gallagher: Is it possible that other states will follow the lead of New York State with some form of a Mitchell-Lama law? If so, how useful will this be to get this job done?

Hertzfeld: It's becoming obvious that all states with moderate Republican governors are now moving in this direction.

De Grazia: It's a mistake to view these state funds as being of help in providing low-income houses. There is a difference in borrowing power between the state and federal government, and the federal government has got it all over the state.

Dave Pellish: The middle-income programs and the areas of greatest need in the core areas cannot succeed, even in New York, without federal assistance.

Boden: Mitchell-Lama does provide us with low-cost money, because the money is exempt from federal income tax. This is a very important device, and I don't think it should be overlooked in any state.

Jack Soble: The d3 program is

acceptable and workable and can do the job, but we're not doing it.

O'Neill: Why not?

Soble: We have 12 jobs in one stage of processing or another, with another half a dozen ready to go. It took us about three years to get the first one out. The FHA is good, the program is good, but the details of it aren't. Washington is trying to speed up this processing.

Lieberman: What price does 221d3 produce as a rental and what size unit?

Soble: I build a two-bedroom unit in Atlantic City to rent, including all utilities, for \$100. They are townhouses in a low income market. I will do a three bedroom for \$115.

Henry: The trouble is that the need is not for two-bedroom units, but for four or five bedrooms.

Robinson: Why has the d3 program been limited? One problem is that you don't have any people with any idea of what the program is about. And unless an FHA office has had a lot of experience with d3, they can't offer much guidance. One need is to train people to process 221d3.

Frank De Stefano: Most of you quote a figure of \$3,000 per year as lowest income. How are we meeting the housing needs of people at the bottom of the barrel?

De Grazia: 221d3 rehabilitation can reach the low-income market. There is a very simple way to make it work in this country, and that is to call every project "experimental." Then FHA throws away the book and processes by common sense.

Henry: Why isn't there more 221d3? It's obvious. First of all, low-income people laugh at 221d3 because it just isn't low-income priced. They can't pay the charges this housing demands.

Gallagher: What rentals would you like?

Henry: You can't go over \$90 a month, regardless of the size of the unit.

Mike Levitt: 221d3 below market interest rate is not a program for housing the poor. It's for moderate income. It's doing its job in the field in which it was intended. However, under this program it's required that the area must have a workable program. And this is a roadblock.

Ford: Suburban people have used this as a device by not providing a workable program. Some counties get a workable program in a township on one end of the county, and that's the only place in the county that you can put 221d3. The people in the predominantly white communities are therefore able to direct where it can be built.

Pellish: A workable program is merely a requirement that where federal assistance is going to be provided, the community adopt a comprehensive plan for its development; that it have a building code, a housing code, zoning ordinances. The federal government never stipulates what must be in the ordinance or what must be in the master plan.

Ford: You asked why there weren't d3's? Because the white community doesn't want Negroes, and so they're not even asking for workable programs.

Lieberman: It would be the greatest mistake if private industry should attack the workable program. It's wrong to put federal money into a community that doesn't have a workable program.

Daniels: I'm surprised to hear the 221d3 program called a failure. It's probably been the most active program in FHA in the last few years. As of the end of last December there were 52,282 units of 221d3 fully insured. This is out of a total of 115,000 applications received. The total dollar

amount of the applications was \$1.5 billion.

FHA never instituted the below market interest rate program to house the lowest-income families. It's a moderate-income housing program.

Bainum: If you take away the profit, you take away the incentive to get the job done. Public housing is spending about \$25,000 a unit for apartments that the private-enterprise builder is building for \$10,000. They're not only spending money wastefully in creating the housing, but they're not doing the job; they are not operating the housing economically.

Phillips: It's more profitable to build for upper-income housing than lower-income housing.

Bainum: The entrepreneurial profit earned through acquiring a site, financing, processing through FHA, and building and owning is what I think will get the job done.

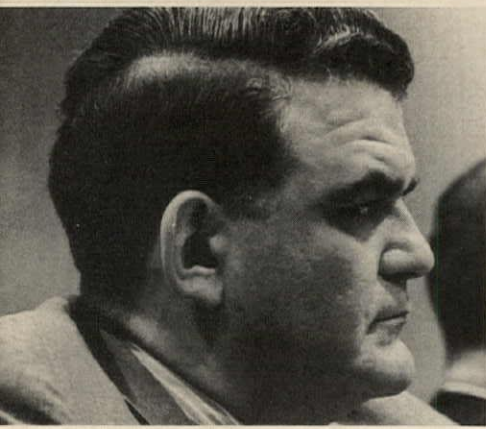
With the right program and the right tools, plus 50-year mortgages and the same bond rates that public-housing people have, we could get the rents down and produce the housing.

Lindy: This is what we have done. It costs our Public Housing Authority \$17,500 for a three-bedroom, one bath, two-story, single-family unit. In the used-house program, we acquire houses, rehabilitate them, and turn them over at a profit for \$12,300.

Gaynor: What stops you from doing 1,000 of them?

Lindy: We have built 1,400 in Philadelphia, and we are waiting for the next 5,000 unit proposition to come through. Our homebuilders have had no production problem. We can build them a hell of a lot faster than they can be approved.

Fried: The thing that is inhibiting our program is not so much cost or profit motives, as it's finding available land. Economically,



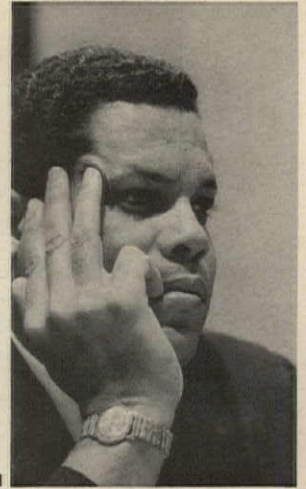
De GRAZIA



SOBLE



NICHOLSON



ROBINSON

we can only use land that permits us to put a minimum of 106 or 109 units per residential acre.

We're trying to build over schools and over platforms over railroad tracks. We can't rebuild our cities unless we first clear areas.

De Grazia: Unfortunately, urban renewal has meant Negro removal, and I think that any agency today that approaches the problem of Harlem by saying that we're going to have to tear down large parts is not being realistic. One recent proposal was the redevelopment on air rights over the New York Central Railroad, which produced

new housing in the uptown area. This is the kind of thing that the agencies ought to be looking for.

Paul Busse: New York City is so overzoned for housing and underzoned for industry that there is no place for people to be employed. There are no blue-collar jobs for people to enter from the poverty programs.

Ford: Private builders should be encouraged to assemble land, and they must prove that what they are providing meets the public objective. If there is a substantial potential benefit involved, they may be able to assemble more land.

Ravitch: I would like to rebut that. Everybody has used the word "builder" and I want to describe what the process of building is.

First, it is bringing together several disparate disciplines. Secondly, it involves taking two very different risks. One is the risk of completing a building for a guaranteed price and the other is the risk of marketing the units and operating them at a profit. When we say the builder, do we mean the investor or the contractor? We have to be clear about the role we are defining.

I disagree that we need a different system for building houses for people of low and middle income. Private industry would be delighted to build housing for people of low and moderate income if it could make a reasonable return on its investment. Private industry is willing to work within the confines of full audit. It is even willing to invest in limited-dividend companies.

Everybody concerned with good housing has to acknowledge that the nature of the building-trade unions is in direct conflict with the goals everybody wants to achieve.

Lieberman: How can a private builder who is motivated by profit produce a house to rent or sell to the family which can only afford to pay \$75 to \$90 a month carrying charges?

Ravitch: I would be delighted to answer that. We can do it within the perimeters of Mitchell-Lama or 221d3 programs. We can produce a rent at \$20 or \$30 per room depending upon the nature of the subsidy. If we are permitted a reasonable return plus the tax incentive, it's not only possible, it's being done.

Matamoras: It seems to me that there are geographical differences. There are situations where you can only do the job with a nonprofit organization.

However, there are many other situations where the private, profit-oriented builder can do the job better. We should call upon as many approaches as human

ingenuity can allow.

Just to wax philosophical, our managerial job is to take the resources that are entrusted to us in terms of human, financial and capital-equipment resources, and allocate them among the many alternative end uses, with the objective being the maximum return to all of the people who are interested in our business—our stockholders, our employees, the general public and the people who supply us—not just any one group.

Our rehabilitation venture has cost us money. However, we regard this not as expense but as an investment. If we had looked at this from a short-term-profit point of view, we wouldn't have gotten anywhere.

Granat: Although they are well-intentioned and energetic, nonprofit sponsors have usually lacked the administrative capability and access to seed money needed to make projects work. They have been unable to deal effectively with FHA processing problems and the other complexities of housing development.

A new resource institution at the local level clearly is in order. This past year, we have organized, on an experimental basis in ten communities, nonprofit Housing Development Corporations to fill this critical gap in the resource base. These institutions bring together the lawyers, architects, real estate and construction specialists needed to prepare applications for FHA and to shepherd them through the processing stages.

Robinson: We worked with nonprofit organizations in Dallas. And at every juncture they were definitely involved in decision making. We developed some 3,000 units in Dallas in relatively short periods of time. We held a record for processing a project through FHA.

The best way to do the job is to get nonprofits involved. It's difficult in many areas to have a builder serving both his interests and the interests of the owners. We can't have paper ownership. There has to be real involvement.



Nonprofit and limited-dividend groups can play a big role in new programs

Their role should be that of sponsor and/or owner, rather than builder. A socially oriented sponsor can add an all-important zeal for improving low-income housing to the administrative and managerial capability of the builder.

Robinson: The question of whether or not nonprofit organizations are the proper vehicles to provide housing is valid. We feel that there is a major role for them. First, they involve the people in the community in solving the housing problem. Unless these people feel they are playing a major role in the decision-making process, you further isolate a group that should be involved.

Second, they put a priority on social objectives. The profit motivation of private enterprise, to some extent, might overshadow the social possibilities.

Also, the nonprofits include the social programs that are vital to any effective housing program. In order to attempt to break the poverty cycle, some concern

must be given to the individual who lives in this development. FHA has no social workers or sociologists concerned with the impact this facility has on people and the community.

Lieberman: What we need is a housing Reconstruction Finance Corporation to handle all the federal assistance available for low-to-middle-income housing. This corporation would help where FHA and private lending won't. It's criteria shouldn't be economic soundness but social objectives.

Private builders will not go into a low-income housing project and take the risk of buying, trying to sell and make a profit. We can't depend on private industry to do the job.



FRIED



STARR



PELLISH



BUSSE



OSTROFF

Granat: Our groups have produced something like 2,000 units over a two-year period. We have an additional administrative cost on top of the administrative cost that FHA allows. It probably speeds up the process of the application and it affects other things besides housing. Bad housing is just one aspect of the overall poverty problem. Poor people have a whole series of problems that interlock and you have to attack them all to achieve substantial gains.

De Grazia: This whole relationship of HUD and its constituency is an antagonistic rather than a partnership position. Nobody in the early days complained about the help the Federal government gave farmers to make them better farmers. Why isn't it possible for HUD to develop the same kind of procedure in which they contract with groups to provide the processing services to develop low-income housing programs?

I believe it would produce a lot of housing. The people in the inner city, the ghettos, aren't going to tolerate the old patterns of ownership much longer. They need, want and should have the kind of institutional based, people-based ownership corporations in the community.

Jim Twomey: On the one hand, you're asking for HUD to provide the money so that these corporations can operate at the local level. On the other, you're saying we shouldn't do anything to strengthen the hands of some of the mayors.

Senator Ribicoff has a proposal to finance some \$275,000,000 through neighborhood organizations. This may be the only way you can get these corporations funded and operating separately.

De Grazia: I'm against putting this kind of funding through OEO. I believe it should be in HUD, and I believe that it should be directed towards community organizations in the city.

Nicholson: Maybe these local

groups wouldn't be able to provide the kinds of management needed, just as the slum landlord can't.

De Grazia: Right. We're talking about developing new tools and new organizations, and management corporations dedicated to low-income management are essential. It's a different kettle of fish than managing property in the better neighborhoods.

Starr: If what we're talking about is nonprofit ownership of buildings in which low-income families live, the profit is a relatively insignificant factor in the cost. I don't understand where you generate the money out of the money rent roll to run the building, do the kind of management job that is wanted, carry the tremendous overhead of a professional managerial system, correct violations and win the friendship, love and affection of the people living in the building. I think they soon get the idea that you're just another landlord, anyway.

Where does the money come from to run this kind of organization just by calling it nonprofit?

Lieberman: It is going to be subsidized by the government.

Robinson: In our largest 221d3, there are about 300 units. To find managers, we went to public housing. The program was a trial and error proposition but we found out certain things. First, there was a distinct difference in the relationship of the tenants toward the management compared with that in public housing. We encouraged tenants to become members of advisory committees to the board of directors.

A 5% management fee will support a full-time project manager and secretary-clerk, and also provide funds for accounting.

We're trying to train project managers now to do more than make sure the property is properly maintained, to direct management in the special problems which people in the project have

and which must be met.

Pellish: The fact is that in most Northern cities the real problem is buildings in blighted areas abandoned by owners who can't maintain them, who can't correct all the violations. Somebody is going to have to underwrite all of this.

Robinson: If I were advising a nonprofit going into rehabilitation, there would be an economic determination made early as to 1) whether we had enough units involved to provide the type of management we want, and 2) whether the rehab would lend itself to one of the programs or whether we would go into a lease arrangement with public housing.

Ostroff: There can be a cooperative ownership that is nonprofit and operates the facilities for use and not for profit. The coop hires a builder to build the project and that guy is going to make his profit.

Henry: You need a vehicle like a professional Housing Development Corporation to do the job. And it is going to have to be subsidized because there just isn't enough profit in terms of the risk. There are likely to be losses that will have to be absorbed.

Heimann: We need five-million units in our urban areas. We have to gear ourselves for a problem of great size, and the nonprofit organizations have started to show the way. But we must emphasize the inherent profitability if we are to attract builders to the type of housing we want created.

Why do we have to talk about individual buildings? Give a responsible entrepreneur, who is well capitalized, a sizable project. Of course the community, through its political structure, has to set up the ground rules: density, kinds of housing, participation of the local people, etc. But give them the opportunity to combine the profit motivation of the builder with the product motivation of the manu-

facturer. Just take away the bureaucratic problems and let them get on with their business.

If we continue to think about the individual entrepreneur putting up an individual building in an individual location, we are never going to break the pattern of costs and employment.

Busse: I would like to answer that. Municipal government chased out the kind of operation where private enterprise was creating large-scale housing developments long before any government official invented it. Now local government is asking the federal government to come back in and bail them out of what they chased out in the thirties or forties.

Go to Newark and see the project that Prudential put up in the 30's. It's a successful, socially conscious, profitable operation. *Ad valorem* taxes chased them out.

Number two, Metropolitan Life built Peter Cooper Village and Stuyvesant Town. They were ready to rebuild the cities in large dimensions, but nobody could arrange a protection of trustee money over the life of the buildings. Every four years a new negotiation had to go on, and the policy holders' trustees couldn't stand the variables that were introduced by the municipal government. So Met got out and I think New York Life did the same thing.

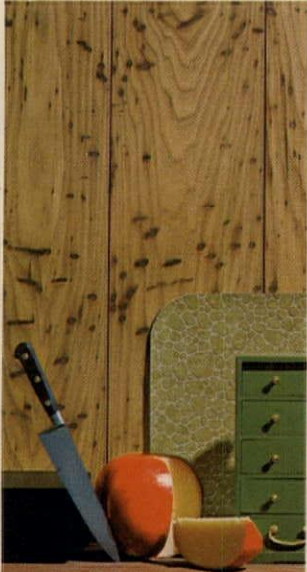
Anybody who invests trustee money has to protect the savings of the people.

Gaynor: Who is going to subsidize what you propose to do? There is no profit unless you can subsidize it.

In the Division of Housing in New York State we have been in business for some 30-odd years. We have been up every road in rehabilitation and in redevelopment and we don't see the end.

Before you start to approach the problem of center city, I can tell you the only viable open space in Manhattan is Central Park, and you're not going to get it.

The most complete paneling line in the industry? See your Weyerhaeuser dealer.



Craftwall Wormy Chestnut



Muralwood Butternut



Craftwall Teak



Craftwall Rosewood



Forestglo Ginger Elm



Forestglo Walnut

From Ash to Walnut. From Anaheim to Woonsocket.

Your next project may be a tight budget modernizing job. An ambitious townhouse complex. Or a commercial or professional building of exciting design. Weyerhaeuser has a paneling to suit any or all. It's readily available through your Weyerhaeuser dealer when and where you need it.

Our new Muralwood® Paneling offers you authentic wood-grained reproductions of superior quality. At budget prices. Choose from rosewood, butternut, cherry, birch, teak and walnut.

Forestglo® Paneling is the industry standard for reliable manufacture in prefinished hardwood panelings. Among the 15 colors and species you will find just the right graining and color tone to "make" the room.

Craftwall® Paneling is our premium quality line. Its 7/16" thickness provides extra strength and sound reduction.

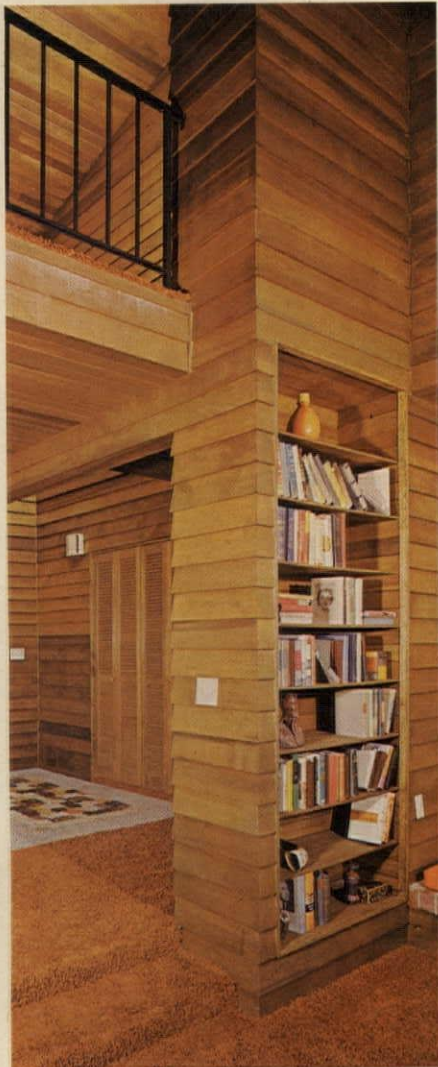
For those who prefer the tradition of solid plank paneling, we offer a wide range of softwood species.

You can have it all working for you this year: the broadest selection; beautiful finishing; realistic pricing; plus the name your customers associate with integrity in the world of wood. Get the complete story from your Weyerhaeuser dealer, or write us at Box B-2567, Tacoma, Washington 98401.



Forestglo Mediterranean Oak

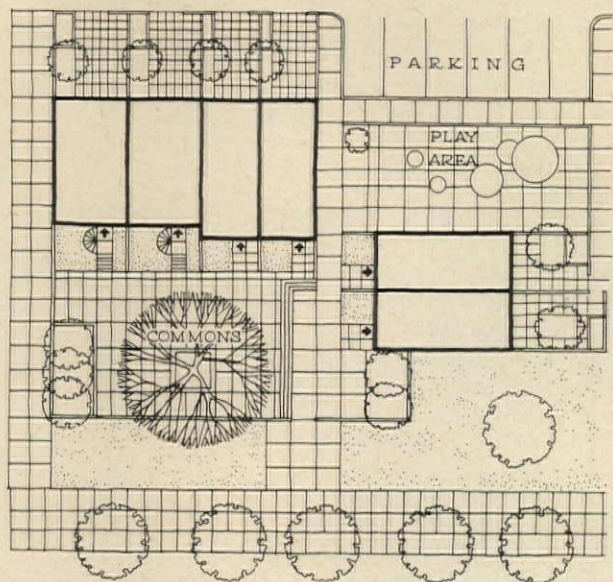
Craftwall Birch



Solid Cedar Paneling



Weyerhaeuser



NAHB's next research job: cluster townhouses prefabbed of concrete

NAHB will be giving all-concrete construction a tryout this fall to see if it can make low-cost urban construction feasible for homebuilders. On a quarter-acre urban-renewal plot in northwest Washington, D.C., technicians from the NAHB Research Foundation will supervise the building of six concrete townhouses (*plan and rendering, above*) for sale to lower-income families under FHA's 221d3 below-market-interest program.

All walls, floors and roofs will be built of

prestressed concrete panels manufactured off-site. Lightweight aggregate will help reduce handling problems, but exactly how the panels are to be connected in the field hasn't yet been disclosed. The system's success will depend to a large degree on how easily workmen can master the panel connections.

NAHB is hopeful that its concrete system will cut building costs in three ways: 1) by shortening construction time, 2) by requiring less skilled labor than conventional

urban construction and 3) by reducing damage to materials and finishes. Concrete also offers the inherent advantages of fire resistance and low maintenance, which are essential to the success of high-density urban housing.

Besides developing an industrialized building system, NAHB will also be testing a compact site plan for vest-pocket urban-renewal projects. The six townhouses will have a small park, playground and offstreet parking, plus private courtyards.

Expendable torch eases concrete-cutting jobs

This Swiss-developed tool, called Berfix, isn't particularly neat (*photos, right*), nor is it as fast as some demolition saws. But it does have certain very definite advantages over saws. Specifically:

1. A much smaller cash outlay is needed for the burning equipment: 13' metal burning tubes, which cost only \$4 apiece; oxygen, available in standard welding cylinders; and a low-cost pressure gauge and connecting hose, which are also standard. Saws for cutting heavy concrete can cost several thousand dollars.

2. It is simpler to use and set up. Concrete saws need special rigging for heavy jobs—especially on vertical sections. The Berfix tubes weigh only 13 lbs., and become lighter as they are consumed.

3. It is more versatile than a saw, because it can bore holes as well as cut slits.

4. It is relatively noiseless and dust-free, though the 6300° heat at the burning tip causes heavy fumes and produces slag.

5. Unlike saws, the burning rig requires virtually no maintenance.

Berfix is made by Intravend of Zurich, Switzerland, and is about to be introduced in the United States.



VERSATILE BURNER makes straight cuts and holes in heavy concrete. A 2½" hole (*top right*) can be pierced in 10" reinforced concrete in about two minutes, using up 6' of burning pipe. A 15" x 25" window-size hole (*bottom right*) takes about two hours to burn in 15" concrete.

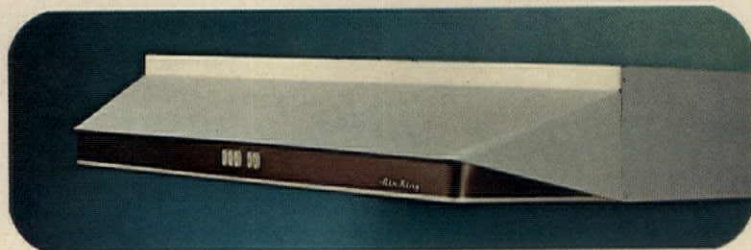
Air King makes 182 different range hoods, all beautiful!

Whatever style, price, size or finish range hood your kitchens call for you can be confident Air King Hoods will bring you beauty that helps sell homes. See them all in our new Building Products Catalog...as well as Air King Radio/Intercom Systems, Door Chimes, Bath & Kitchen Fans, Attic Fans, Bathroom Heaters and Furnace Humidifiers. Write Berns Air King Corporation, 3050 North Rockwell St., Chicago, Ill., 60618.

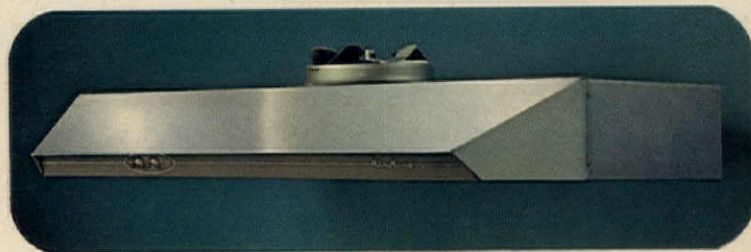
Air King



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



Outdoor features of Decorative Concrete mean increased sales for your homes

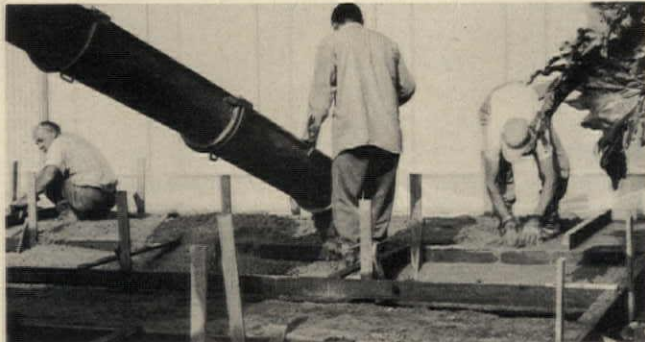


Concrete Contractor : Lloyd Massey, Orange Coast Concrete Contractors, Newport Beach, Calif.
Landscape Architect : Richard Beeson

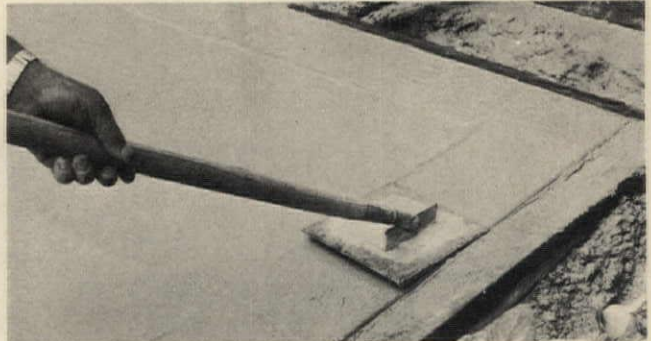
Decorative concrete features are providing additional sales impact for home builders across the country. They're an easy method of adding a special touch to the exterior setting of your homes. With more and more home buyers interested in outdoor living, the creative use of these basic features can be the deciding factor in the final purchase. Read on the opposite page how this attractive driveway was built combining an exposed aggregate finish with ribbons of brick.

Here's how it was done

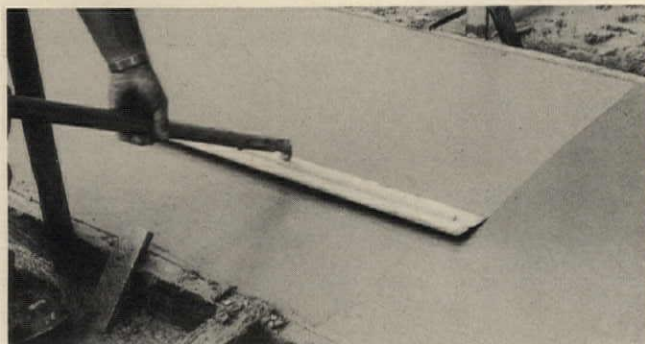
These on-the-job photos show how the attractive driveway on the opposite page was built.



1. When forming is completed, concrete is delivered to the site by ready mix truck. As concrete is discharged, one man positions the chute while two others begin screeding immediately.



5. An edging tool is then used to secure the aggregate at the edges. This is final step before concrete 'sets up' enough to begin the hosing and brushing operations.



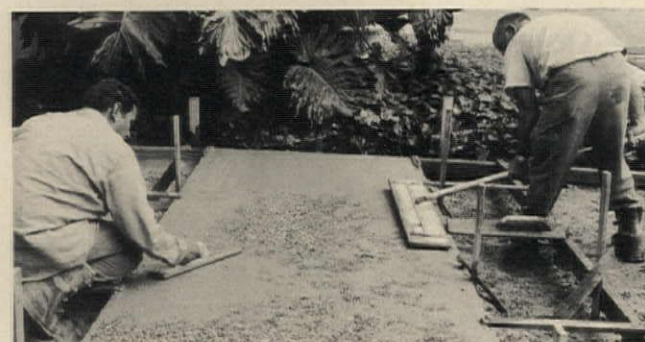
2. After screeding and tamping, the surface is smoothed with wooden floats. Final smoothing is done with this bull float. The surface is then ready for the aggregate to be seeded.



6. Medium-bristle push brooms are used for major brushing. The man with the hose touches up areas missed by the large brooms. This is the final step in producing the exposed aggregate finish.



3. Colorful aggregate of uniform size ($\frac{1}{4}$ - to $\frac{1}{2}$ -inch on this job) is seeded from shovel. In background two finishers have already begun tamping in aggregate with wooden hand floats.



4. As aggregate embedment is completed along the edges one finisher uses a wood bull float to cover the center. Floating is continued until all aggregate is completely embedded.

Forms were removed the following day and the ribbons of brick laid in a mortar bed over 4 inches of concrete. Curing of the concrete may be done using a variety of non-staining materials such as water-tight paper, polyethylene film or a sprayed-on membrane compound.

Summary of labor and materials:

Concrete work: 61 man-hrs., including 16 of forming

Area: 949 sq. ft.

Concrete: 4" thick

Amount of concrete: 12 yds.

Aggregate surface: 16 sacks of Mexican Pebbles



PORTLAND CEMENT ASSOCIATION

Dept. A10-94

33 West Grand Ave., Chicago, Illinois 60610

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

I would like to know more about installing decorative concrete. Please send me a free copy of the "Cement Mason's Manual." (U.S. and Canada only)

Name _____

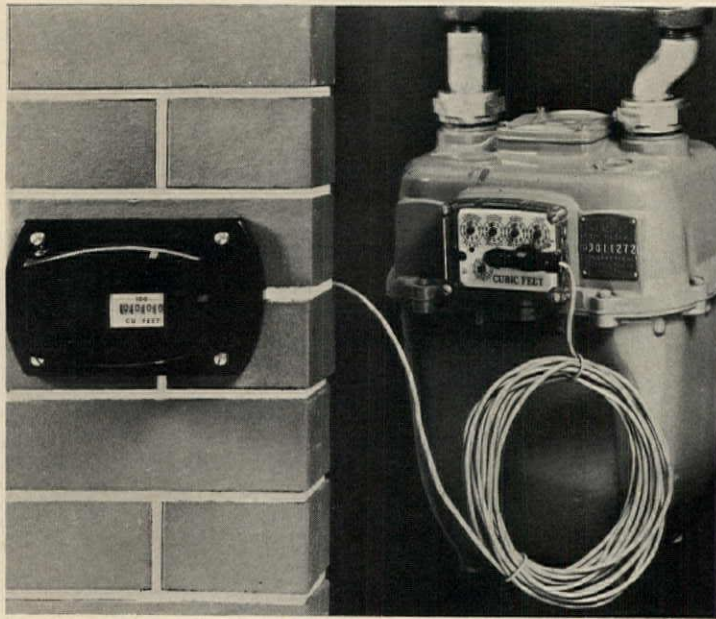
Address _____

City _____

State _____ Zip _____

NEW PRODUCTS

For more information, circle indicated number on Reader Service card p. 105



This remote register lets gas meter-readers do their job when the housewife isn't home

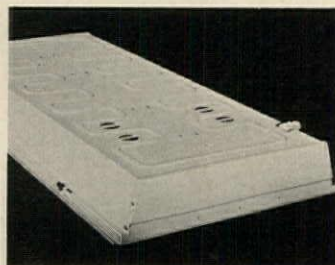
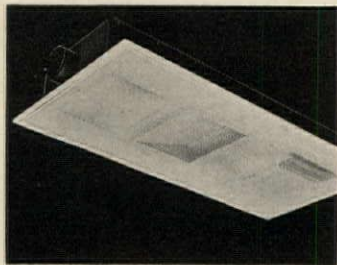
The register is a battery-powered auxiliary to standard meters, which is mounted on an outside wall and attached to the main meter by up to 25' of wire (photo, left). The main meter must be altered slightly to install a cam-and-follower switch on a counter wheel.

The new gas readout was recently adapted from a remote water readout that has been marketed for several years. Columbia Gas of Ohio claims to be the first major user of the new unit, and reports that builders are more than willing to pay the extra \$15 that the meter costs, with Columbia paying for its installation. They like it, says the company, because of its obvious sales appeal: Meter-readers no longer have to enter the house, or make estimated readings when nobody's home. Further, the unit is practically unnoticeable, and damage to it has no effect on the main meter's reading.

Rockwell of Pittsburgh makes the readout shown; other companies are making similar units. Circle 280 on Reader Service card

Adjustable zip-on jacketing permits quick, snug-fitting pipe insulation

Two rows of interlocking ridges allow variations of up to 1/2" in outside diameter. The jacketing snaps securely (right) without the use of tools and may be re-opened or permanently sealed watertight. Made of polyvinyl chloride, it is available plain for encasing conventional pipe insulation or with a laminated 1"-thick fiberglass blanket inside. It can also be laminated to other insulating materials. Photos at right show how West Coast builder T. Duncan Stewart wraps hot water lines under floor slabs to reduce heat load on central air-conditioning systems. Accessible Products, Sherman Oaks, Calif. Circle 287 on Reader Service card

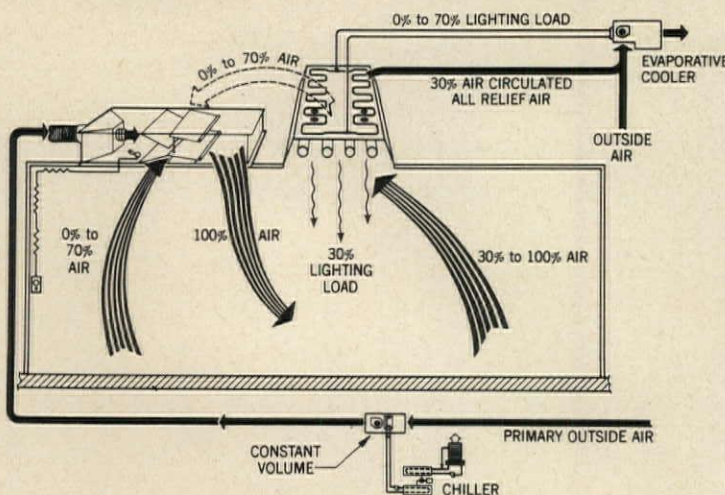


Heating-cooling system teams up air induction boxes and water-cooled lights

Compared with conventional heating-cooling methods for office buildings, schools and hospitals, this lighting-cooling-heating system costs less to install and less to operate. Says the manufacturer: The customer saves 1) 75¢ per sq. ft. in air-distribution ductwork and room terminals, 2) 50¢ per sq. ft. in central-station, air-conditioning apparatus and 3) 30% to 50% in annual operating costs.

The system uses lighting heat as part of the heating cycle. But during the cooling cycle, lighting heat is reduced drastically to avoid adding to the central cooling plant's refrigeration load (diagram, left). Here's how it works:

During the maximum cooling cycle, 70% of the heat produced by lighting is collected directly by non-refrigerated water passing through each lighting fixture (photo, near left). The other 30% enters the room and is removed from the air by an induction box (photo, far left), where it is mixed with dehumidified ventilation air supplied to the box in constant volume. On heating cycle, the water flow through light fixtures is stopped and heated air from the lights passes to the induction boxes through a ceiling plenum. The boxes, operated by thermostat, can be laid in 2'x4' suspended-ceiling grids. Environmental Systems, Conyers, Ga. Circle 285 on Reader Service card



New products continued on p. 102



Shown here: Bruce Ranch Plank in Medium Finish. Also available in Dark Finish.

*Model Home Ideas
for quick sales*

Show Bruce Ranch Plank with a steer hide rug

Catch buyers' interest in a model home with this unusual combination—a steer hide rug on a beautiful Bruce Ranch Plank Floor. Exotic area rugs are "in" with decorators this season, and Ranch Plank Floors are "in" with home buyers any season. The dark pegs, mellow coloring, and 2¼"/3¼"-width strips give Ranch

Plank charm and character that is always popular. And you'll appreciate the famous Bruce Prefinish on Ranch Plank Floors. Baked into the wood at the factory, it saves you installation time and money, gives home buyers long-lasting beauty underfoot. Write for information on all Bruce floors or see our catalog in Sweets' Files.

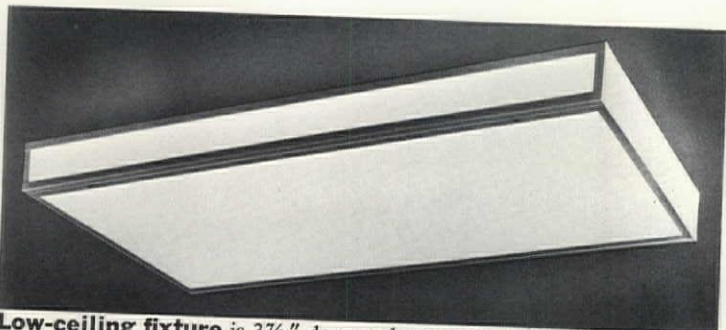


PEGGED OAK FLOORS give a home charm and beauty far beyond their modest cost.
E. L. Bruce Co., Memphis, Tennessee—38101—World's largest in hardwood floors.

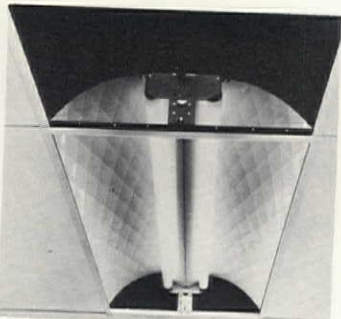
Lighting



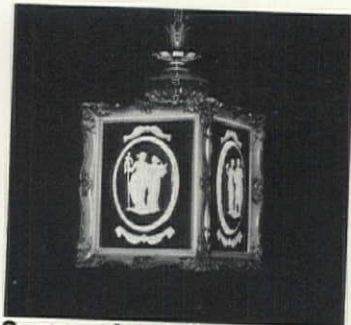
Candelabra chandelier encloses five flame-type lights in amber glass shades. Finished in a simulated French gold luster, the solid cast fixture has a diameter of 25" and a body height of 18". Progress, Philadelphia. Circle 264 on Reader Service card



Low-ceiling fixture is 3 7/8" deep and comes in six sizes from 4'x4' to 1'x8'. Widths and lengths are in 6" multiples to coincide with ceiling patterns. Shown above: 2'x4' version with prismatic plastic lens. Sylvania, New York City. Circle 268 on Reader Service card



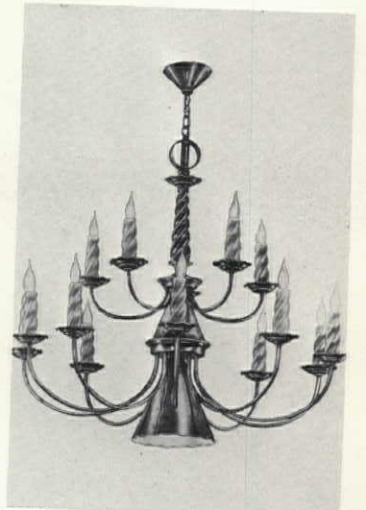
Grid-mount fixture can be used with any suspended ceiling. It fits into a 2'x4' grid opening with patented brackets permitting adjustment to three different levels. Curved shields extend from grid to fixture. Owens-Corning, Toledo. Circle 263 on Reader Service card



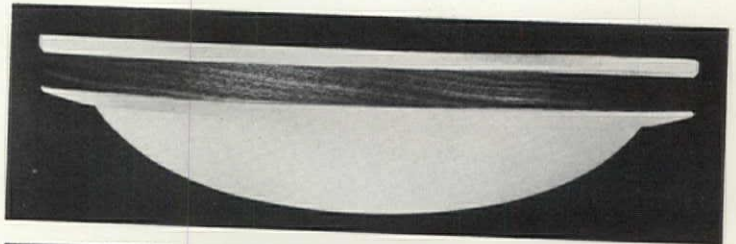
Cameo chandelier combines antique white figures with pastel blue panels and is made of high-impact polystyrene. Styled in French provincial, each panel is framed in scrolls which are in turn antiqued in gold color. Gerlinger, Peekskill, N.Y. Circle 225 on Reader Service card



Wall-mounted fixture accommodates three lights and is available in clear or amber seeded glass. It measures 10" wide and 24" high with an extension of 10 3/4", and comes equipped with candelabra sockets. Artolier, Garfield, N.J. Circle 226 on Reader Service card



Fifteen-light chandelier, finished in hand-burnished antique brass, has concealed sockets in twisted imitation wax candles. Center shaft is of spiral-turned fruitwood and the bottom cone holds a 75-watt downlight. Halo, Rosemont, Ill. Circle 224 on Reader Service card



Bubble fixture features a 24"-diameter, 4"-deep diffuser of polycarbonate that accommodates three 60-watt bulbs. The diffuser gives twice the illumination of standard fixtures, says manufacturer. Solo, San Leandro, Calif. Circle 265 on Reader Service card

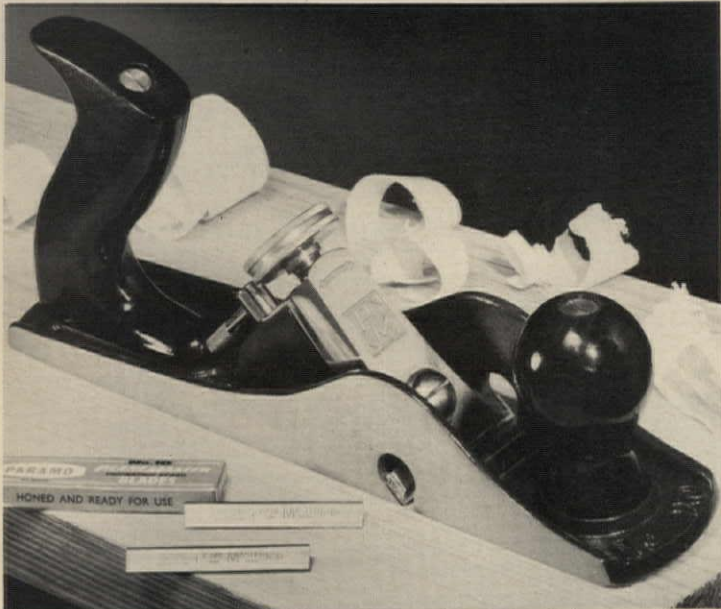


Tiny low-voltage spots, 1 3/4" in diameter, 2 5/8" long, are 15- and 25-watt, 12-volt reflector lamps. They fit some existing low-voltage equipment with single-contact bayonet base sockets. Design life: 2,000 hours. GE, Cleveland, Ohio. Circle 262 on Reader Service card

New products continued on p. 107

Circle 72 on Reader Service card →

Small tools and equipment



Three-in-one plane combines the functions of a jack, smooth and rabbit plane. Tungsten steel blades are designed to interchange in seconds without dismantling. Price: \$14.75 with rabbit gauge. Brookstone, Worthington, Mass. *Circle 230 on Reader Service card*



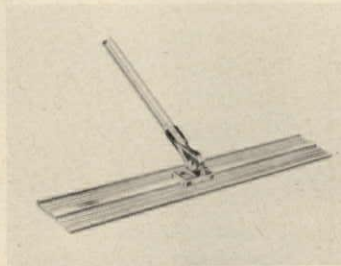
Compressor-blower-dryer discharges a steady stream of warm air for cleaning, dusting, drying, or softening materials. It weighs only 6 lbs, and can be used to spray paint, too. Uses no heating coils. \$47.50. Humphrey, San Diego. *Circle 239 on Reader Service card*



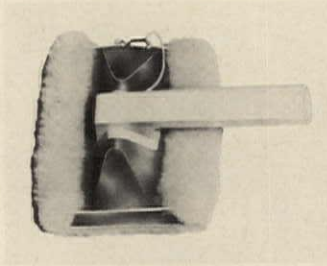
Portable sandblaster weighs 52 lbs filled, operates from 15 to 25 minutes with sand of 20 to 100 mesh size. Unit has steel pressure tank tested for 300 psi, and includes pressure gauge and relief valve. Lists at \$155. Tote Systems, Beatrice, Neb. *Circle 235 on Reader Service card*



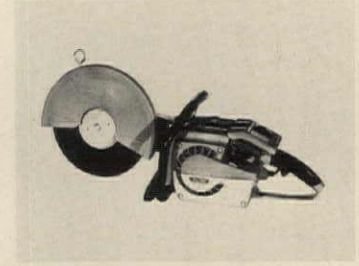
Variable-speed drill is trigger-controlled from zero rpm, thus eliminating center punching. Comes in 1/4" (\$45) and 3/8" (\$53) capacities. Both have 3-amp motors and ball and needle bearing construction. Rockwell, Pittsburgh. *Circle 232 on Reader Service card*



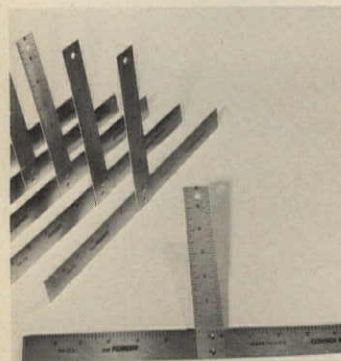
Magnesium bull float weighs only 7 3/4 lbs—40% lighter than same-size aluminum models. In addition to lighter weight, magnesium also has a tendency to shed wet concrete. Price: \$30. Goldblatt Tool, Kansas City, Kansas. *Circle 238 on Reader Service card*



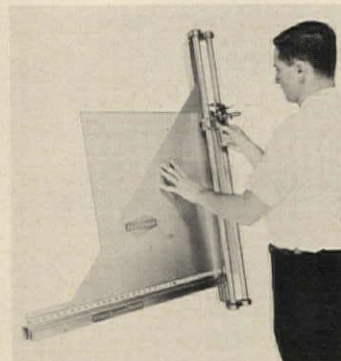
Staining pad for shingles and wood panels is claimed to do the job twice as fast as previous applicators. A swivel handle keeps the pad flat, and is threaded for an extension pole. About \$3.50, comes in various naps. E Z Paint, Milwaukee. *Circle 237 on Reader Service card*



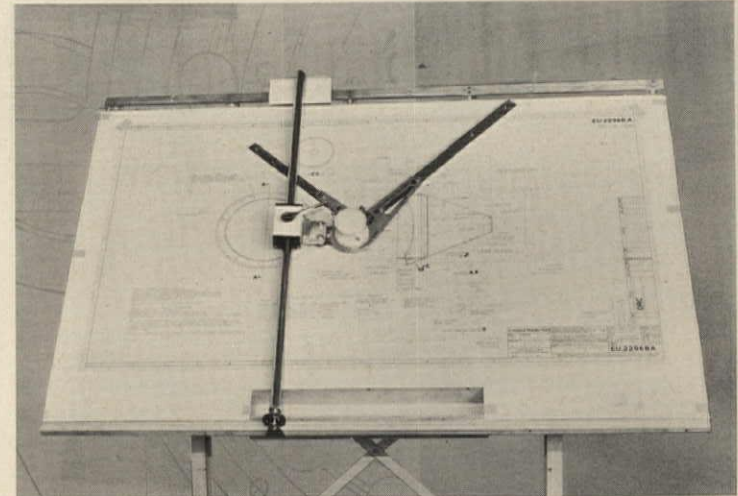
Demolition saw cuts any material with a variety of abrasive wheels and blades. Gas engine has built-in governor, solid-state ignition for low maintenance. Prices start at \$335 for saw only, go to \$460 for complete kit. Homelite, Port Chester, N.Y. *Circle 236 on Reader Service card*



Corner marker saves time in drafting by letting the user measure two points in one motion. The ruler is so named because it can measure a border from any corner accurately. Size: 13" x 6". Price: \$1.50. Fairgate Rule, Cold Spring, N.Y. *Circle 234 on Reader Service card*



Plastic-sheet cutter scores and breaks acrylic plastic—patterned or plain—up to 1/4" thick. The wall-mounted machine comes in three sizes, from 36"x36" to 54"x48", with prices starting at \$181. Fletcher-Terry, Bristol, Conn. *Circle 253 on Reader Service card*

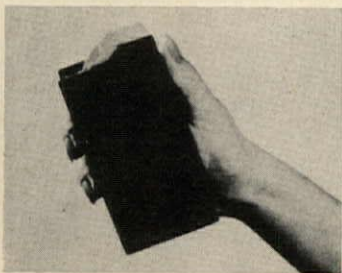


Magnetized drafting head is self-locking in any position, can be adapted to any drafting board, to most protractors, and to left-handers. Head, rail, and fittings cost \$60, FOB Britain. Paul Hill, Ltd., Watford, England. *Circle 231 on Reader Service card*

New products continued on p. 111



Linda Stewart can lift this 400 lb. door with one finger

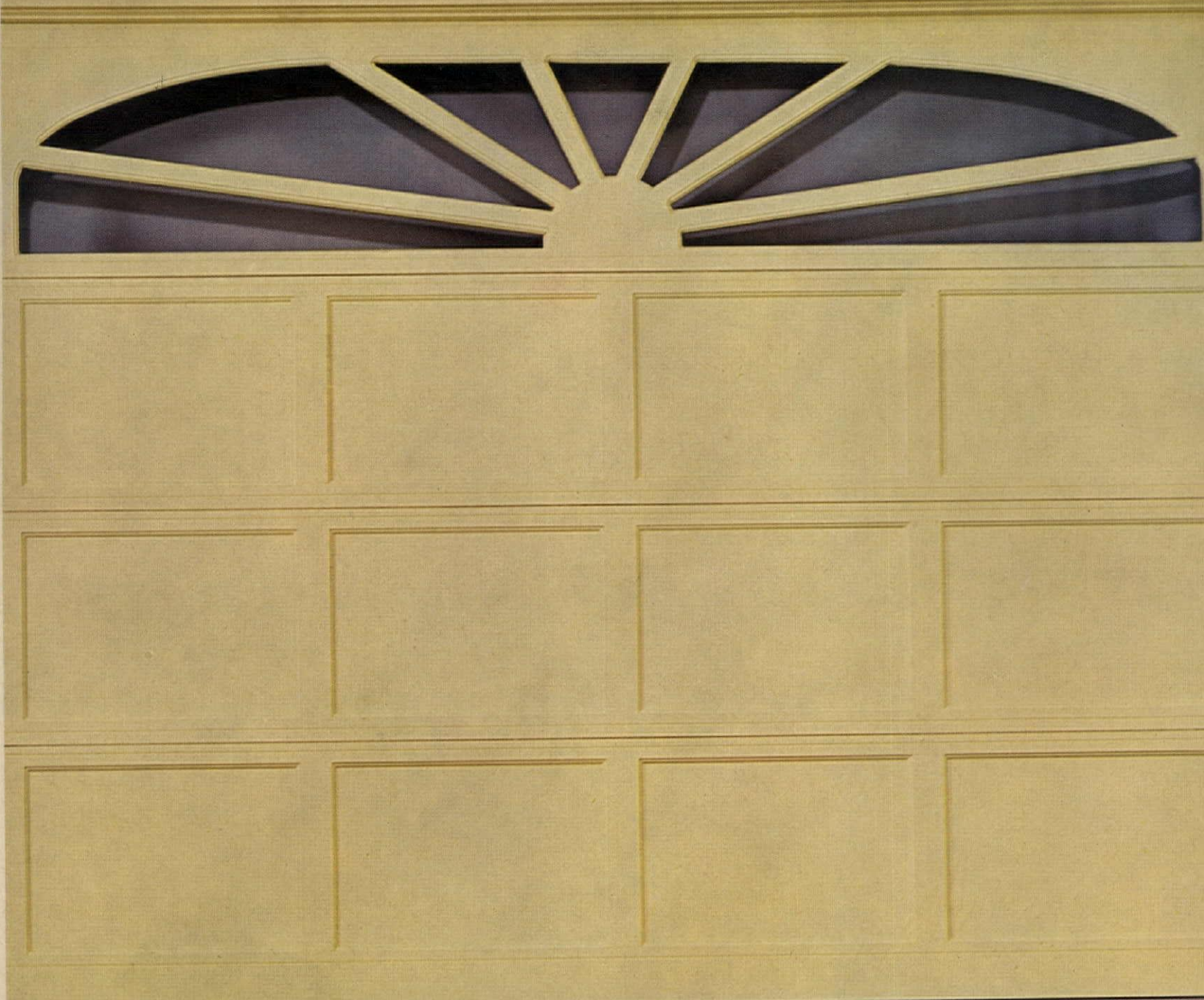


Solid state, portable transmitter opens and closes garage door automatically by radio control from your car.

So can you on a dark and dreary night when you arrive home alone. Or when you come in from work and it's raining or snowing like the dickens. All you have to do is press the button on a small portable transmitter you keep in the car. The "OVERHEAD DOOR" electric responds instantly. It goes up, a light comes on, you drive in. Press the button again and the door comes down and locks itself. You're inside quickly, easily, and without ever leaving your car. No exposure to bad weather. No uneasiness about entering a dark garage. Just the wonderful

convenience of an automatic garage door that you can control from your car.

The "OVERHEAD DOOR" electric isn't only convenience. It's beauty, too. You can choose the exact style, type, and size you need to best beautify your home and prove your own impeccable taste! The "OVERHEAD DOOR" electric is available in hundreds of designs, offering choices in every architectural style. We've been building sectional doors since 1921, the year we invented them, and we're the world's largest manufacturer of this type of door. The



"OVERHEAD DOOR" you choose will be installed, serviced, and warranted by a factory-trained distributor. And it will carry a full one-year warranty on both material and workmanship. Don't you think it's about time your family enjoyed the low cost, everyday convenience, safety, and beauty of an automatic garage door? Call your local distributor for a free demonstration. He's listed in the white pages of your phone book under "OVERHEAD DOOR", or clip and mail the coupon for more details on these remarkable doors.

Nationwide Sales · Installation · Service



OVERHEAD DOOR CORPORATION
 General Offices: Dallas, Texas 75202
 Manufacturers of The "OVERHEAD DOOR"
 and electric operators for residential and commercial buildings

Overhead Door Corporation
 4500 First National Bank Building
 Dallas, Texas 75202

Please send me literature on the following:

Fiberglass Doors Wood Flush Doors
 Wood Panel Doors Electric Operator

Name _____
 Address _____
 City _____ State _____ Zip _____



The men standing in back of The "OVERHEAD DOOR" also stand behind it.

These are door specialists. They're factory-trained, service-minded, and know more about doors than anybody else in the world. They're the kind of men you'll be dealing with when you select The "OVERHEAD DOOR". The door you'll be dealing with is the best there is, and has been since 1921. The "OVERHEAD DOOR" and electric operator save you time and money because they are installed, warranted,

and serviced by your local distributor. Get the one and only original; The "OVERHEAD DOOR". It will help boost your sales. For complete details contact your local distributor. He's listed under "OVERHEAD DOOR" in the white pages of your phone book. Or, refer to our catalogue in Sweet's Architectural File. For more information on what's behind The "OVERHEAD DOOR" please turn back one page.

Sales • Installation • Service



OVERHEAD DOOR CORPORATION • General Offices: Dallas, Texas 75202 • Manufacturers of The "OVERHEAD DOOR" and electric operators for residential and commercial buildings

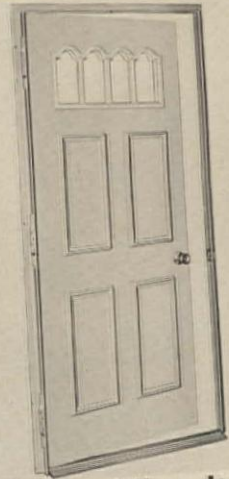
Doors and windows



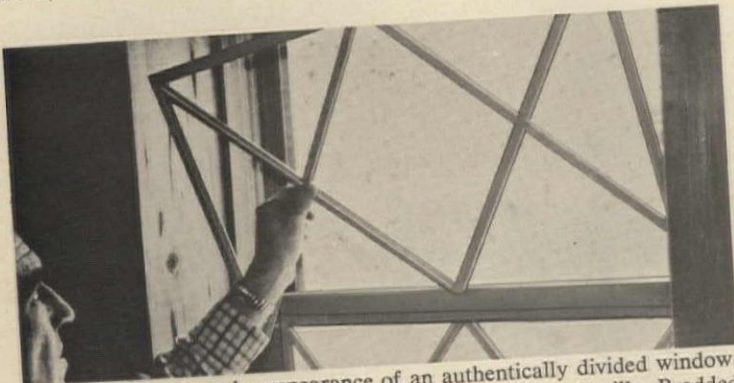
Double-hung bow window, pre-assembled and ready to install, comes with head and seat board and weatherstripped sash. A choice of glazing patterns and a pre-cut roof are available. Ponderosa Pine Woodwork, Chicago. *Circle 252 on Reader Service card*



Bifold mirrored doors are made of metal and feature balanced suspension. Doors adapt to floor-covering of any thickness by means of high-low profile tracks that are interchangeable, top to bottom. Leigh, Coopersville, Michigan. *Circle 273 on Reader Service card*



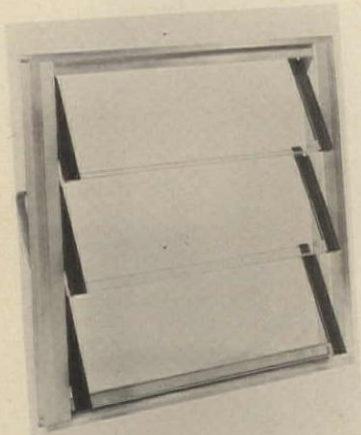
Steel remodeling door includes adaptor frame and adjustable sill that let the complete unit slip into existing door openings. The 6'8"-high weatherstripped door comes in two widths: 2'8" and 3'. Pease, Hamilton, Ohio. *Circle 272 on Reader Service card*



Wood grille gives the appearance of an authentically divided window, an effect achieved by machining both sides of the wood grille. Bradded ends and half joints are used for better appearance and strength. Rimar, Mount Joy, Pa. *Circle 251 on Reader Service card*



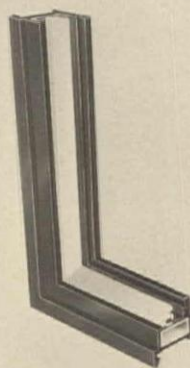
Vinyl grille eliminates the need for painting window muntins and simplifies window cleaning. Cross-members are bonded by an adhesive said to eliminate joint failure caused by flexing during installation and removal. Caradco, Dubuque, Iowa. *Circle 250 on Reader Service card*



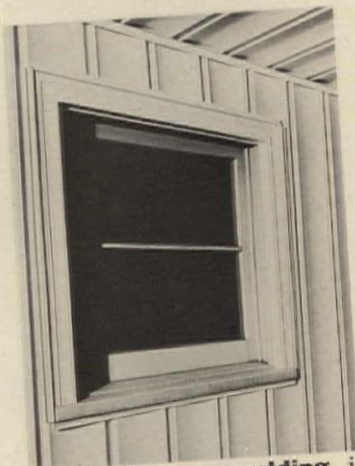
Louver window is made of plastic and aluminum and has self-lubricating plastic bearings. It is said to be suitable for use in air-conditioned buildings. Manufacturer expects distribution soon in the U.S. Midship, Birmingham, England. *Circle 271 on Reader Service card*



Bifold steel doors, in decorator colors, are fully louvered and hung on nylon rollers. They are unconditionally guaranteed for one year against faulty construction and come in heights of 6'8" and 8'. Roberts, Los Angeles. *Circle 270 on Reader Service card*



Plastic window, combining extruded polyvinyl chloride and a steel core, is designed for curtain walls in high-rise-apartment and commercial buildings. Snap-in glazing stops provide easy installation of glass. Compro, Pawtucket, R.I. *Circle 261 on Reader Service card*



Vinyl window moulding is designed for use with the manufacturer's T-lok solid-vinyl siding. Both come in white. The new casing is available with 1" x 2½" facing and in standard lengths of 12'6". Mastic, South Bend, Ind. *Circle 260 on Reader Service card*

New products continued on p. 112

Move them up to the elegance of

"Thai-Teak" Floors

WITHOUT MOVING THEM OUT OF THEIR PRICE RANGE!

Thai-Teak (Botanical name, *Tectona Grandis*; imported from Thailand) is lustrous and luxurious . . . easy to maintain with just an occasional waxing . . . withstands the hardest wear . . . resists termites, rot, decay . . . is available at a cost that compares with medium-priced carpet and vinyl . . . and comes in 85 different patterns.

See our insert in *Sweet's Light Construction Catalog*. For complete details, attach coupon below to your firm's letterhead.

SHOWN: Basketweave Pattern in offices of Kenyon & Eckhardt Adv. Agency installed by Space Design Grp.

GENUINE IMPORTED
THAI-TEAKTM
FLOORING



207
BANGKOK INDUSTRIES, INC.
1545 W. Passyunk Ave., Phila., Pa. 19145

- Please send details on Thai-Teak Custom Flooring.
 Please have your representative call on me.

NAME _____

ADDRESS _____

Circle 74 on Reader Service Card

MAKE DELICIOUS GOURMET COFFEE IN YOUR HOME WITH THE PROFESSIONAL STYLE BREWMATIC BUILT-IN COFFEE APPLIANCE. JUST LIKE THE EXPERTS!



Controlled temperature (never boiling) controlled water volume, timing and proper filtering. This is the way professionals make really delicious coffee. Backed by 50 years of experience.

FOR FREE LITERATURE, WRITE TO:
BREWMATIC 3824 So. Main St.
Los Angeles, Calif. 90054

Circle 75 on Reader Service card

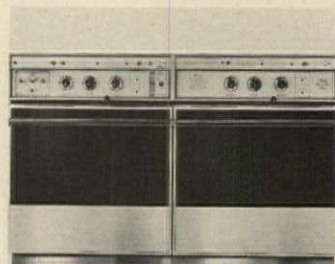
NEW PRODUCTS

start on p. 100

Kitchens



Cooking center incorporates coppertone wall oven—in 24" enclosure—matching cooktop and exhaust hood. Self-cleaning oven features picture window, automatic timer, electric meat thermometer. General Electric, Louisville. *Circle 220 on Reader Service card*



Side-by-side built-ins are first self-cleaning ovens with black-glass doors. Ovens have their own exhaust systems and gasketless, self-sealing doors. Anodized brushed-aluminum strip adds decorative touch. Thermador, Los Angeles.

Circle 221 on Reader Service card



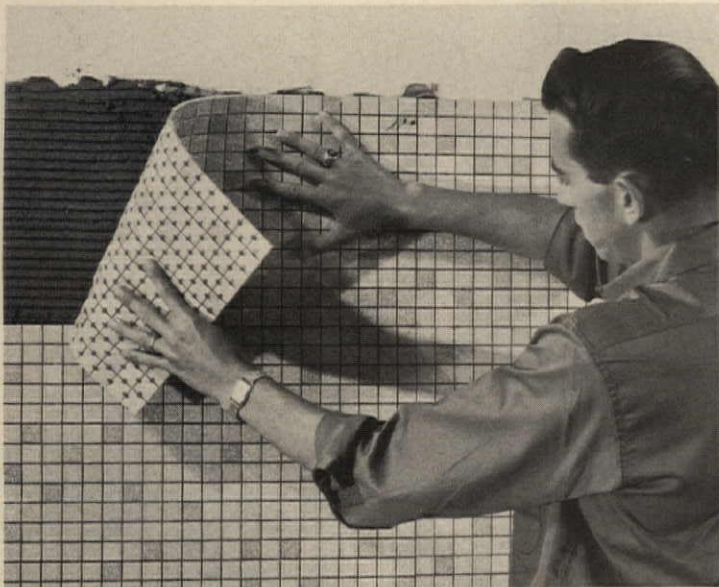
Double-oven range is 58" tall—so eye-level oven and broiler are at convenient height for average housewife. This model—in white and coppertone—features mirrored oven windows, extra-large lower oven and optional rotisserie. Roper, Kankakee, Ill.

Circle 222 on Reader Service card



Book-matched pecan cabinets have a special baked-on protective finish. Cabinets feature recessed panel doors and hardware that simulates antique English styles. United Cabinet, Jasper, Ind. *Circle 223 on Reader Service card*

Baths

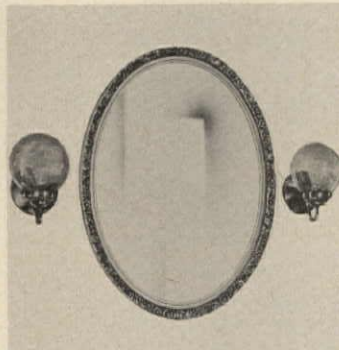


Back-mounted tiles on 12"x24" sheets can be applied with adhesives, conventional- or dry-set mortar. Manufacturer promises saving in labor as well as installation costs, compared with conventional mounting. American Olean, Lansdale, Pa. *Circle 240 on Reader Service card*



Free-standing toilet roughs in 12" off floor, combines low styling with new round bowl. Extended horn on the toilet bowl provides leakproof seal on uneven floors and slab construction. Mansfield Sanitary, Perrysville, Ohio.

Circle 241 on Reader Service card



Large oval cabinet—door measures 25"x31½"—incorporates one-piece steel body and plate-glass mirror. Model above has kiln-dried-hardwood door with gold baroque styling; others are antique silver. Monarch, Elk Grove Village, Ill.

Circle 242 on Reader Service card



Hose-mounted spray for hair washing has a single control for water temperature and volume. The attachment swivels over any part of the bowl, and adapts to lavatories punched for 8" center fittings. Crane, Chicago. *Circle 299 on Reader Service card*

New products continued on p. 115

Housing starts in a SLUMP?



Really? Our distributors hadn't heard about it.

Sure. We're well aware of the strangling effect of tight money on new housing starts. But, one segment of the market remains untouched by this slump. Vacation homes.

People who buy leisure homes have plenty of discretionary income. And there are plenty of qualified, pre-sold buyers around. Our distributors can tell you that because, while the industry as a whole is hurting, they've been busy reaping the rewards of our exclusive franchise program.

Lindal Cedar Homes offers more than 80 outstanding designs including "A" Frames, Chalets, Lodges . . . even Year-Around Homes, Apartments, Motels and Second Home Condominiums.

Every structure is precision pre-cut at the factory, saving countless man-hours and hundreds of dollars in assembly. Lustrous Canadian Red Cedar, kiln-dried for enduring comfort and beauty.

One more important thing: 100% home financing is available to most buyers. And that's a little hard to come by in today's market.

We have a few territories available for distributorships. If you're a builder or materials dealer with a sound business background and financial structure, we'd like to talk to you.

What we have to say might just be the answer you're looking for.



**LINDAL
Cedar Homes**

(American Factory)

9004 South 19th St. • Tacoma, Wash. 98465
Other plants in England • Ireland • Canada

**MAIL THIS COUPON TODAY FOR
FULL DETAILS ON A LINDAL
DISTRIBUTORSHIP**

I am a Builder Dealer Investor

Please tell me how I can get in on the big vacation home market.

Name _____ Title _____

Firm _____

Address _____

City _____ State _____ Zip _____

HH-10

George Nemeny uses ceramic tile for beauty and freshness to up-date Stanford White design.



George Nemeny (F.A.I.A.) tore down walls, installed skylights, window walls and white ceramic tile to update this Kings Point, N.Y., house designed by Stanford White at the turn of the century. He flooded the dark interior with light and centered on highlighting a magnificent view of Long Island Sound while retaining the spirit of the Classic Revival original.

Glazed ceramic tile for kitchen countertops and splash areas provides a sanitary, scratch-stain-burn-resistant and easy-to-clean surface for preparing food. The center island topped with tile offers an attractive cooking and snack spot with work and storage areas combined.

Unglazed ceramic tile gives a safe, non-slip, easy-to-clean surface for bathroom floors, walls and the step-up tub in the master bath. Floors in the kitchen, dining room, powder room and solarium are also ceramic tile. The builder for this rejuvenation was Laimons Birkmanis and Cramer Bros. of Cold Spring Harbor installed the tile.

For a long-lasting, carefree material that offers you unlimited design ideas for interior and exterior use in either new or remodeling projects, specify ceramic tile made in the U.S.A. The triangular mark at right appears on every carton of wall tile, ceramic mosaic tile and quarry tile when you select and install Certified Quality Tile. This seal is your assurance that tile is regularly sampled and tested by an independent laboratory to meet the most rigid government specifications (SPR R61-61 and SS-T-308b). For more data about Certified Quality Tile and tile installation see Sweets Architectural File or write: Tile Council of America Inc., 800 Second Avenue, New York, N.Y. 10017.



MEMBER COMPANIES: American Olean Tile Co., Inc. • Cambridge Tile Manufacturing Co. • Continental Ceramic Corporation • Florida Tile Industries, Inc. • Gulf States Ceramic Tile Co. • Hoffman Tile Mfg. Co., Inc. • Huntington Tile, Inc. • Keystone Ridgeway Company, Inc. • Lone Star Ceramics Co. • Ludowici-Celadan Company • Marshall Tiles, Inc. • Mid-State Tile Company • Monarch Tile Manufacturing, Inc. • Pomona Tile Manufacturing Co. • Sparta Ceramic Company • Summitville Tiles, Inc. • Texeramics Inc. • United States Ceramic Tile Co. • Wenzel Tile Company • Western States Ceramic Corp.



Exteriors

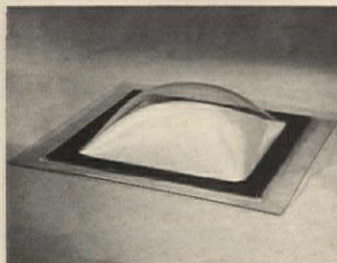


Vertical solid-vinyl siding comes in 10'-long V-groove panels featuring a 7"-exposure pattern. The panels can be combined with separate solid-vinyl batten strips to provide numerous design treatments. Mastic, South Bend, Ind. *Circle 207 on Reader Service card*



Asbestos-plastic shingles, with a Class "A" UL fire rating, emulate the look of cedar shakes. How is this achieved? Each 12"x 36" shingle has five tabs of random length and width. Weight per square: 350 lbs. Philip Carey, Cincinnati.

Circle 217 on Reader Service card



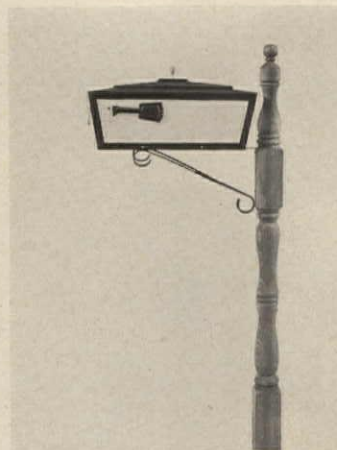
Double-dome skylight is fused to provide a permanent sealed air space for temperature and insulation. In addition, a self-flashing flange permits penetration of nails and screws without cracking. Olin-Goodway, Orlando, Fla.

Circle 208 on Reader Service card



Textured siding made of abraded western Hemlock is straight-grained and incorporates 12" o.c. grooves 1½" wide by ¼" deep. It is available in 4'x8' to 4'x12' panels and is waterproofed on both surfaces. U.S. Plywood, New York City.

Circle 206 on Reader Service card



Colonial mailbox, 19"x 6½"x 6¼", comes with a solid-wood turned post and scrolled mounting bracket. There are two matte-finish color combinations—black and white, and green and white. Leigh Products, Coopersville, Mich.

Circle 205 on Reader Service card

New products continued on p. 116



Colonel Logan

STANDARD
SIZE

ORNAMENTAL IRON

...sparks home sales!



NEW! *Free guides show you how to build—and decorate—with iron.*

Decorative Ideas in Iron. With this FREE guide and your imagination, there's no end to the sales-sparking magic you can create with ornamental iron. Profusely illustrated new book shows how little touches of iron add so much excitement and sales appeal to any home—inside or out.

Big 16-page Catalog. Jam-packed with illustrations of all the wanted designs in columns, railings and decorator accessories. All standard size to save you money over custom ironwork. Insures fast delivery from nearby warehouses.



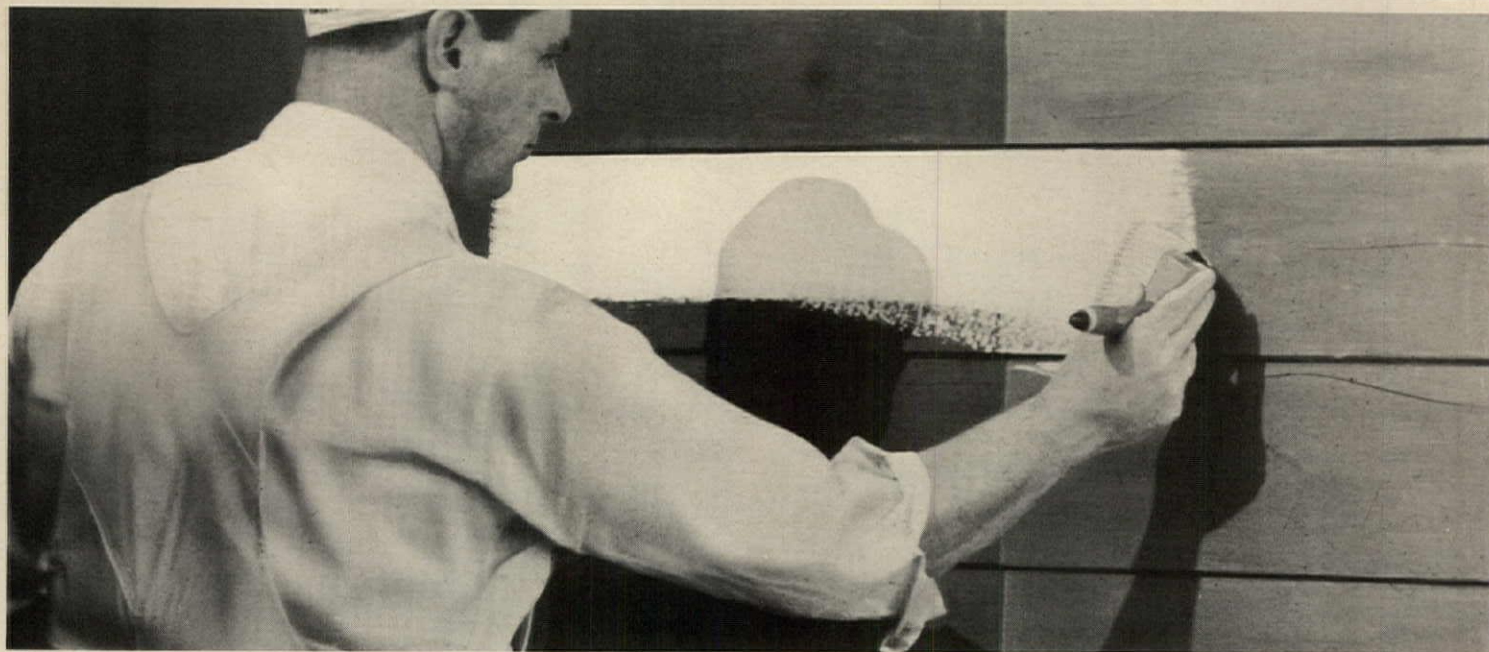
BOTH BOOKS FREE! MAIL THIS COUPON TODAY!

Logan Co. 271 Cabel St., Louisville, Ky. 40206

Please rush me your new "Decorative Ideas in Iron" guide, and new catalog.

Name _____
 Company _____
 Address _____
 City _____ State _____ Zip _____

Paints



Latex house paint has the velvety sheen of oil-based paint, can be applied with brush, roller, or spray over wood, masonry, brick, cement, stucco, metal, asbestos or asphalt-granules. In 40 colors. Cook Paint & Varnish, Kansas City, Mo. *Circle 210 on Reader Service card*

One-coat latex goes on interior walls or ceilings with either brush or roller, leaves a flat velvet finish that's washable within three weeks. Available in white, plus ten colors. Sapolin, New York City. *Circle 213 on Reader Service card*

Transparent stain goes over rough-sawn surfaces both inside or outside. Stain will enhance the grain, says manufacturer, and will never crack, peel or blister. Available in 35 colors. Samuel Cabot, Boston, Mass. *Circle 211 on Reader Service card*

Heavily pigmented stain is suitable for both indoor or outdoor use on wood or concrete, covers in one coat. Stain is available in a variety of colors, including ivy green. Rez Wood-Tones, Pittsburgh. *Circle 212 on Reader Service card*

New literature starts on p. 118

BEYOND MUNICIPAL SEWER FACILITIES
Big Plans Demand
PROVED EQUIPMENT

Smith & Loveless field-erected "Oxigest"® sewage treatment plants are designed specifically for small communities, large growing subdivisions, military bases, resorts and industrial developments. They have proved time-after-time to be *the* economical and dependable solution to sewage treatment problems.

Odor-free and nuisance-free, they can be installed close-in to the 2,000 to 35,000 people they serve—occupying a minimum of land above ground, partially above ground, or at grade level.

Smith & Loveless sewage treatment plants are factory fabricated and unit assembled as completely as possible for fast, economical installation—delivered on time.

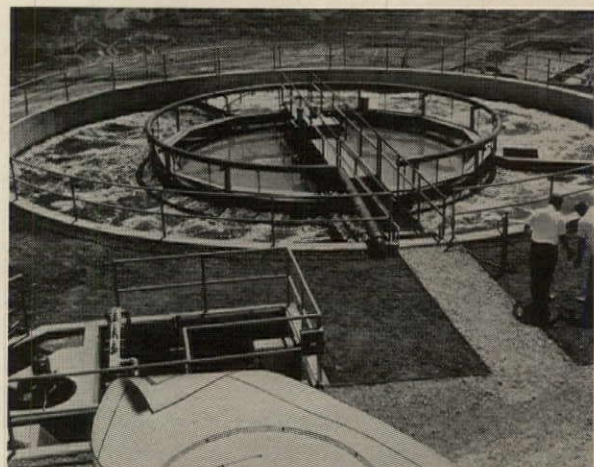
Smith & Loveless factory-trained personnel guide final assembly, inspect and check installation—assuring you that the S & L name means simple, dependable sewage treatment and easy, low-cost maintenance.

All Backed by the Best Single-Source Warranty in the Wastewater Industry.



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

MANUFACTURED BY SMITH AND LOVELESS AND ITS LICENSEES AT • OAKVILLE, ONTARIO
 • OSAKA, JAPAN • DENBIGHSHIRE, ENGLAND • BRUSSELS, BELGIUM • HELSINKI, FINLAND

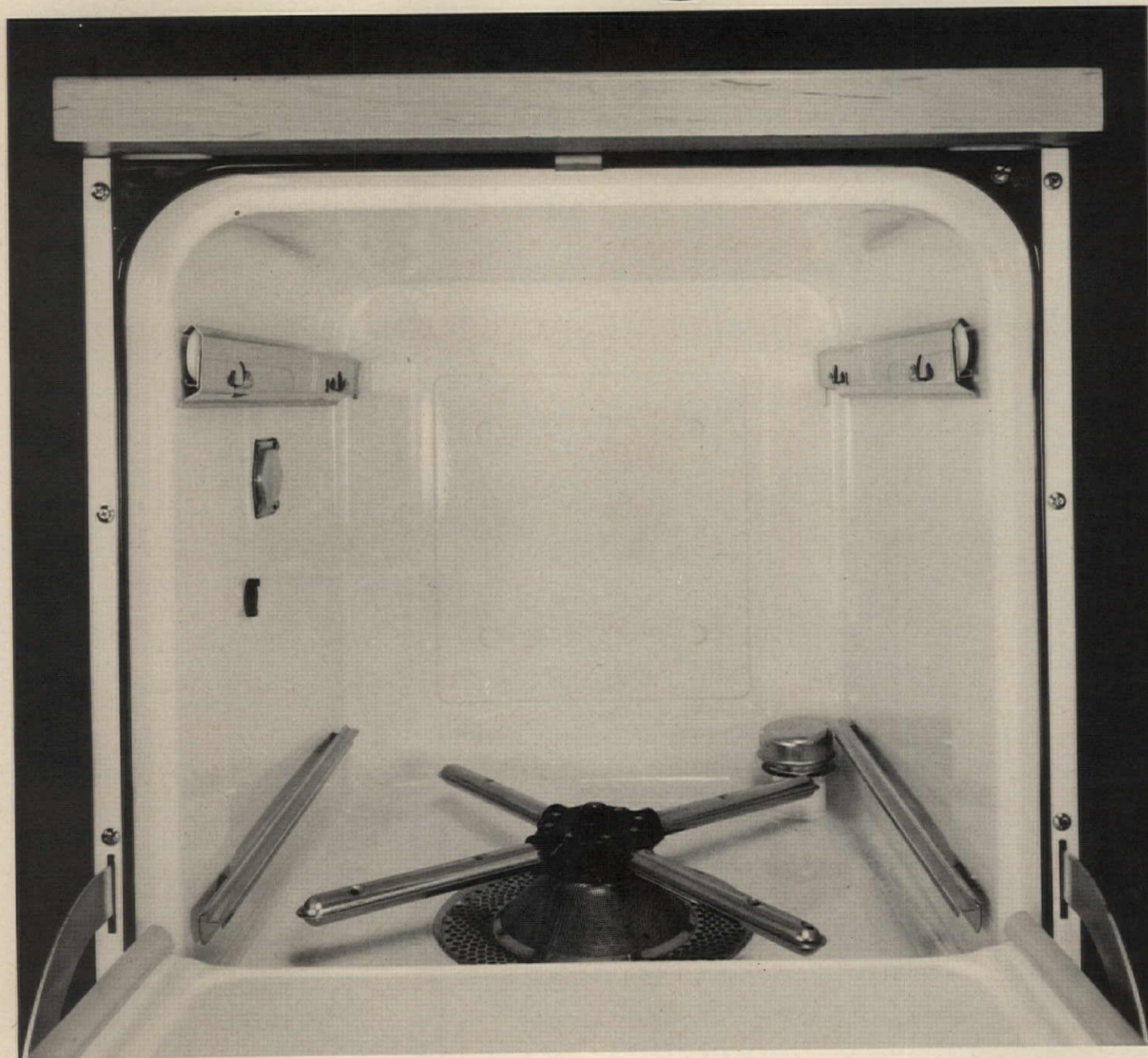


"good for everyone on the totem pole"
 OWNER—CONSULTING
 ENGINEER—CONTRACTOR
 OPERATOR

 ONE OF THE UNION TANK CAR COMPANIES

KitchenAid introduces

The Tough Tub



It was pretty tough to come up with a tougher dishwasher wash chamber.

But we've done it at KitchenAid, with a brand-new, exclusive porcelain enamel finish called TriDura™.

TriDura is a completely different kind of porcelain enamel in all KitchenAid dishwashers. It's three coats of the highest premium grade porcelain enamel. Three—not just one or two.

The third coat makes the big difference. It's protective, like the overglaze on fine china.

How tough is TriDura? Detergents, hot water, food acids and odors don't bother it. It's especially resistant to chalking. It's scratch, stain, burn and fade-proof.

TriDura is tough. But it can help make your home selling job easier.

Tell your prospects about it. Point it out as another exclusive KitchenAid quality feature. Just one more reason why KitchenAid dishwashers are the dishwashers to buy. And install.

KitchenAid Dishwashers, Dept. 7-DS-10, The Hobart Manufacturing Company, Troy, Ohio 45373.

KitchenAid
Dishwashers and Disposers

By the makers of Hobart commercial dishwashers and food waste disposers.

NEW LITERATURE

For copies of free literature, circle the indicated number on the Reader Service card, p. 105

SCISSORS TRUSSES. Folder presents engineering details, lumber and hardware requirements for spans of 30', 40' and 50'. Truss designs use split-ring connectors. Timber Engineering, Washington, D.C. *Circle 300 on Reader Service Card*

CABLE-FINDING INSTRUMENTS. How to map the course and find the depth of buried cable and pipes with electronic tools is the subject of an eight-page brochure including specifications and prices. Hewlett-Packard, Mountain View, Calif. *Circle 301 on Reader Service card*

CONVERSION FACTORS. Wall chart includes common conversions like inches to centimeters, watts to h.p., plus not-so-common ones like microns to meters. For engineers, shop men. Precision Equipment, Chicago. *Circle 302 on Reader Service card*

AIR CONDITIONING, HEATING. Full-line catalog that fits in a pocket contains both residential and commercial equipment. Includes systems combinations for a wide variety of add-on and year-round installations. Midland-Ross Corp., Columbus, Ohio. *Circle 303 on Reader Service card*

TOTAL-ELECTRIC LIVING. Ten-page handbook for distribution by electric utilities or builders of total-electric homes. Explains how equipment functions. Heating types included: baseboard, ceiling panel, hydronic, and electric furnaces. Bulk quantities may be purchased. For information, write to Sales Division, Edison Electric Institute, 750 Third Avenue, New York City, N.Y. 10017.

OUTDOOR LIGHTING. Brochure includes a guide for selecting proper equipment, plus recommended light levels and typical layouts covering more than 40 residential and commercial applications. 36 pages. General Electric, Schenectady, N.Y. *Circle 304 on Reader Service card*

CABINET HARDWARE. Hinges, pivots, pulls, knobs and catches are displayed in a selector guide. Includes general description, dimensions, finishes. Stanley, New Britain. *Circle 306 on Reader Service card*

LANDSCAPE CONTAINERS. Fiberglass containers for lobbies, roof and pool decks, courtyards and malls come in five colors. A product brochure lists dimensions, specifications. Fib-Con Corp., Washington, D.C. *Circle 307 on Reader Service card*

MASONRY CEMENT. Full-color booklet on manufacturer's white masonry cement illustrates installations with white or tinted mortar. Includes specifications. General Portland Cement Co., Dallas. *Circle 308 on Reader Service card*

TERMITE DAMAGE. Illustrated 14-page booklet shows how termites damage floors, girders, window sills, kitchen cupboards and other parts of a house. Velsicol Chemical, Chicago. *Circle 310 on Reader Service card*

WESTERN WOODS. Twelve-page brochure in full color shows ways to use western woods in new homes: e.g., unusual rooflines and entryways. Western Wood Products Assn., Portland, Ore. *Circle 311 on Reader Service card*

SHOWER UNITS. Circular and shell-shaped showers in five colors are displayed in a product sheet. Includes suggested bathroom layouts. Swan Corp.,

St. Louis. *Circle 312 on Reader Service card*

DECK PLUMBING. How to install plumbing in precast cellular decks is the subject of a 12-page booklet. Photographs show hand-cut, drilled and framed openings. Flexicore, Dayton, Ohio. *Circle 315 on Reader Service card*

FIBERGLASS PLANTERS. Models come in smooth or textured finish in 13 standard colors (others available on request). A product brochure gives specifications and describes benches and fountains available in the same material. Jan Miguel, Northbrook, Ill. *Circle 316 on Reader Service card*

RED CEDAR. Shingles and hand-split shakes are shown in typical applications in a four-color booklet. Includes brief descriptions of each type. Red Cedar Shingle and Handsplit Shake Bureau, Seattle. *Circle 317 on Reader Service card*

FENCE COMPONENTS. Ideas on how to use four basic fence styles include a serpentine privacy fence, a recessed section to spotlight sculpture or plants, and a way to adapt to abrupt grade changes. Pocket-size folder includes specifications. Williamson Valley Mfg., Eugene, Ore. *Circle 318 on Reader Service card*

WOOD PRODUCTS. A wide range of products from gypsum roof decks to subflooring are included in a builder-dealer guide that tells which products belong where. Includes diagrams, construction features, dimensions, installation pointers. Georgia-Pacific, Portland, Ore. *Circle 319 on Reader Service card*

LIGHTING FIXTURES. Full-color catalog shows 366 fixtures, many in full color. Includes chandeliers, pendants, chain-hung and pull-down lighting units, bathroom and outdoor lighting. Thomas, Louisville, Ky. *Circle 320 on Reader Service card*

CARPET ADHESIVE. Carpet adhesive for indoor-outdoor and sponge-backed installations bonds to wood or concrete. A catalog sheet discusses properties. Evans Adhesive, Columbus, Ohio. *Circle 353 on Reader Service card*

FOLDING-DOOR HARDWARE. Eight-page brochure illustrates series of light- to medium-duty hardware for bifold panel doors. Detail drawings, charts of sizes, ordering data. Grant Pulley & Hardware, West Nyack, N.Y. *Circle 354 on Reader Service card*

STAINLESS-STEEL SINKS. Full-line catalog shows kitchen and laundry models, combination units, faucets and accessories in 22 pages. Dimensions, specifications. Elkay, Broadview, Ill. *Circle 343 on Reader Service card*

PLASTIC PIPE AND FITTINGS. Price sheet carries full information on 1/2" and 3/4" dia. pipe in 10' lengths. Also covered: fittings and adapters. Kyova Pipe, Ironton, Ohio. *Circle 344 on Reader Service card*

MOBILE PLATFORM. A multipurpose platform folds for storage or transport, unfolds in less than a minute, rolls on casters from one area to another. A four-page brochure gives description and illustrations. American Mfg., Tacoma, Wash. *Circle 345 on Reader Service card*

RANGE HOODS AND VENTILATING FANS. Island hoods with twin centrifugal blowers get the spotlight in a 20-page, full-line catalog. Also includes accessories. Philip Carey Mfg., Cincinnati. *Circle 330 on Reader Service card*



"RED-CAP"

PLASTIC SCREW ANCHORS



Screw starts easy in large throat.

Gripper fins prevent turning.

Tapered end slips into hole.

Famous "Hi-RED" Anchor with a collar

NOW!

2

SIZES

No. 8-C
for 8, 7, or 6 screws (3/16" drill).

No. 12-C
for 12, 10, or 9 screws (1/4" drill).

**USE ANYWHERE...
including masonry blocks
and hollow walls**

"Red-Cap" has all of the BIG HOLDING POWER and other important features of the original "Hi-Red" anchor... plus a collar that keeps it from falling into masonry block cores and bottomless holes. Use with slotted tapping or wood screws.

**BUY 'EM IN
HANDY KITS
...OR
CARTONS**

Kits include anchors, screws, and masonry drill.



**WRITE FOR
FREE SAMPLES**



HOLUB INDUSTRIES, Inc.

421 ELM ST. • SYCAMORE, ILL. 60178

HARDBOARD SIDING. Selection index in 24-page catalog provides a guide to manufacturer's 13 siding types. Application details and specifications. Masonite, Chicago. *Circle 331 on Reader Service card*

DISTRIBUTION TRANSFORMERS. Dry-type models rated from .25 kva to 50 kva and up to 5,000 volts are described in an eight-page bulletin. Includes a selector guide, construction features, performance and application data. Westinghouse, Greenville, Pa. *Circle 325 on Reader Service card*

CEILING SYSTEM. Exposed-grid ceiling features a time-saving installation system and embossed surfaces that reduce light reflection. A four-page bulletin shows how it works. Pre-Stressed Metal Systems, Buffalo, N.Y. *Circle 326 on Reader Service card*

BUILT-UP ROOFING. Fifty-two-page manual includes specifications, application and construction details. Also: design factors, insulation, vapor barriers. Owens-Corning Fiberglas, New York City. *Circle 327 on Reader Service card*

LIGHTING FIXTURES. Eight-page catalog in full color displays new fixtures, many in wrought iron with Spanish styling. Includes dimensions and data on finishes. EJS, Los Angeles. *Circle 340 on Reader Service card*

REDWOOD SIDING. Illustrations in a full-color product sheet include a variety of house designs finished with redwood siding. Seven patterns are described. Pacific Lumber, San Francisco. *Circle 341 on Reader Service card*

VINYL TILES. Vinyl flooring fortified with asbestos is the subject of a product brochure in full color. Four patterns are displayed in available colors. Johns-Manville, New York City. *Circle 342 on Reader Service card*

FACING MATERIAL. Product brochure displays facing panels for commercial applications in a variety of profiles: vented, concave, flat, convex, screen. Sixteen colors. Howmet, Dallas. *Circle 346 on Reader Service card*

PLASTIC PIPE AND FITTINGS. Latest items in manufacturer's line are illustrated in a full-line catalog. Technical data. Celanese Plastics, Columbus, Ohio. *Circle 347 on Reader Service card*

ALUMINUM ELECTRICAL WIRE. Booklet compares current-carrying capacities of aluminum and copper wire and gives correction factors for room temperatures over 86°F. Also recommends conduit sizes for aluminum conductors and discusses connectors and terminals. Aluminum Assn., New York City. *Circle 348 on Reader Service card*

MODULAR SEWAGE SYSTEMS. Data sheet, with diagrams, describes the advantages of a modular treatment system: expandability and flexibility. Ritter Pfaunder Corp., Paramus, N.J. *Circle 350 on Reader Service card*

HUMIDIFIERS. Full-line catalog tells why winter-heated homes need moisture, and shows units for warm-air, hot-water, and steam-heating systems. Walton Laboratories, Union, N.J. *Circle 351 on Reader Service card*

ASBESTOS UNDERLAYMENT. Fire-retardant underlayment for wood shakes, shingles, siding and all types of roofing has tough fiberglass strands

DRIVE FAST and save money

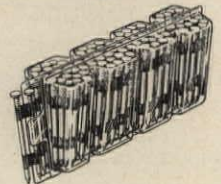


Patents Pending

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.

New literature continued on p. 120



*Ever thought of
building or financing
a motel?*

This sixteen-page booklet describes how six Holiday Inns were designed by six different architects for six different locations.

Every one was built of materials that will provide a good long-term investment.

These buildings were planned so they could be erected fast, saving interest on construction loans, saving premiums on construction insurance, and cutting down on on-the-job labor. One project was under roof only 32 days after ground breaking.

But even more important, all can be kept in tip-top shape year after year with a low investment in maintenance. Why? Because every one uses first class materials, with masonry walls and Flexicore precast concrete floors and roofs.

Add to this the insurance savings of firesafe construction, and you'll get additional long-term benefits. One example in the booklet shows a 20-year insurance savings of over \$18,000.

You'll find this booklet valuable if you are interested in any type of multiple-unit resident construction, apartments, retirement homes, or motels.

I'll be happy to send you a copy. Just write for "Holiday Inn Report," The Flexicore Co., Inc., P.O. Box 825, Dayton, Ohio 45401.

Robert E. Smith

Robert E. Smith
Vice President and Manager



NEW LITERATURE

continued from p. 119

spaced 1/4" apart. A six-page brochure discusses tests and includes a sample. Nicolet, Florham Park, N.J. *Circle 357 on Reader Service card*

DECORATED TILE. More than 40 decorated tile designs—including 11 recently introduced—are shown in a 16-page booklet in full-color. Shows where and how to use them. American Olean, Lansdale, Pa. *Circle 358 on Reader Service card*

LIGHT POLES. Guide aids selection of maintenance-free concrete light poles. Four colors and designs are displayed. American Concrete, Waukegan, Ill. *Circle 359 on Reader Service card*

PLYWOOD CURVED PANELS. Twelve-page illustrated brochure discusses design criteria for arched panels, how to select the proper panel from accompanying load-span tables. Illustrated: connections, flashings, edge joints, and handling tips. Plywood Fabricator Service, Tacoma, Wash. *Circle-365 on Reader Service card*

ABRASIVE BLASTING EQUIPMENT. A 20-page catalog presents a wide range of sandblasters—from a 3-lb. economy blaster to industrial-size blasters with capacities of up to 800 lbs. Also: safety accessories. Inland Mfg., Omaha. *Circle 366 on Reader Service card*

CLOSET SHELVING. Adjustable metal shelving sets have reversible wall supports and snap-in closet bars. Six sizes—adjustable from 24" to 96"—are presented in a brochure. Stanley, New Britain, Conn. *Circle 367 on Reader Service card*

COMPACT KITCHENS. Units from 2 1/2' to 7' are included in a specialty refrigerator catalog with price lists. Also: water coolers, air conditioners and purifiers. Cranco, Ferndale, Mich. *Circle 352 on Reader Service card*

PAINTING HARDBOARD. Folder describes different hardboard types and suggests methods for both interior and exterior painting. American Hardboard Assn., Chicago. *Circle 313 on Reader Service card*

DECORATED TILE. Ten new additions to a ceramic-tile line are included in a full-line catalog in full color. Designs are fired right into tile. Wenzel Tile Co., Trenton, N.J. *Circle 314 on Reader Service card*

TRENCHING MACHINE. Brochure examines performance features of a new 60 h.p. main-line machine that digs up to 40' per min. Model converts to vibratory plow, backhoe or boring unit. Includes specifications. Charles Machine Works, Perry, Okla. *Circle 309 on Reader Service card*

H&H editorial index

A few copies of HOUSE & HOME's 1966 editorial index, an eight-page reference guide, are still available.

It includes a cross-reference listing of all subjects covered last year by H&H—115 in all, from acoustics to zoning—plus a combined, chronological table of contents of major articles.


If you'd like a copy of the index (there's no charge), write to: Reader Service Dept., HOUSE & HOME, 330 West 42 Street, New York, N.Y., 10036.

**WOOD MOSAIC'S
VINYLWOOD
VINYL PROTECTED
HARDWOOD**

Add that extra sales appeal with a hardwood floor in family rooms, kitchens or baths.

A heavy vinyl sheeting protects the fine veneer permanently. It installs just like vinyl flooring over concrete, plywood, or wood, on grade or above grade.

Choose from walnut, cherry, or oak, in random planks or 3 classic patterns. All this at a price comparable to good resilient flooring. Write for complete literature. And look for us in the Yellow Pages.

SEE US IN SWEET'S 



Wood-Mosaic
CORPORATION

5000 Crittenden Drive
Louisville, Kentucky 40221



House & Home ADVERTISERS' INDEX

Page			
106N3	Alliance Mfg. Company	117	KitchenAid Home Dishwasher
48, 49	Aluminum Company of America		Div. (Hobart Mfg. Co.)
54, 55	American Plywood Association	4	Kitchen Kompact
22, 41	American Radiator & Standard Sanitary Corp.	106S2	Koppers Company, Inc.
38, 39	Andersen Corporation		
122, 3rd Cover	Armstrong Cork Company		
		46	Lennox Industries, Inc.
		113	Lindal Cedar Homes
		115	Logan Company
34	B. F. Goodrich Chemical Co.		
112	Bangkok Industries		
97	Berns Air King Corp.		
112	Brewmatic		
19, 101	Bruce Co., Inc., E. L.		
		56	Mississippi Glass Co.
		10, 11	Moe Light Division (Thomas Industries, Inc.)
29	Caradco, Inc.		
47	Cast Iron Pipe Research Assn.		
26, 27	Chevrolet Motor Division (General Motors Corp.)		
36	Chicago Title Insurance Co.		
2nd Cover	Congoleum-Nairn, Inc.	32	National Association of Home Builders
		13	Nichols Aluminum Co.
		106W3	Norris Industries
		1, 2	NuTone, Inc.
21	Day & Night Mfg. Company		
20	Delta Faucet Company		
106N1	Donley Brothers Co.		
23	Duo Fast Fastener Corp.		
36	DuPont de Nemours & Co., Inc. E. I.	108-110	Overhead Door Corporation
		7	Ozite Corporation
4th Cover	Emerson Electric Co. (Builder Products Division)	106W4	Pacific Lumber Company
		119	Paslode Company
		37	Pease Woodwork Company
		98, 99	Portland Cement Association
		35	Potlatch Forests, Inc.
28	First Mortgage Investors		
120	Flexicore Co., Inc.		
25	Float-Away Door Company	9	Rangaire Corporation
33	Georgia-Pacific Corp. (Gypsum Division)	116	Smith & Loveless
103, 104	Georgia-Pacific Corp.	106W1	Southern California Edison Co.
		17	Speakman Company
52	Harris Manufacturing Co.		
118	Holub Industries, Inc.		
14, 15	Homasote Company		
106N2	H-P Products, Inc.		
31	Hunter Division (Robbins & Myers, Inc.)	114	Tile Council of America, Inc.
57	I-XL Furniture Co., Inc.	59, 60	United States Steel Corporation
		42, 43	Western Wood Products Association
		94, 95	Weyerhaeuser Company
		106M1, M2	
		N4, S1	
		SW1	
		30	Whirlpool Corporation
		53	Wiegand Company, Edwin L.
		120	Wood-Mosaic Corp.

ADVERTISING SALES STAFF

ATLANTA 30309
Glenn P. MacNerland, 1375 Peachtree St.
(404) 875-0523

BOSTON 02116
James R. Schaffer
McGraw Hill Bldg.,
607 Boylston St.
(617) 262-1160

CHICAGO 60611
Robert M. Brown; John L. Filson;
Ray W. Stoddard, 645 N. Michigan
Ave., (312) 664-5800

CLEVELAND 44113
Milton H. Hall, Jr.; James O. Green;
55 Public Square
(216) 781-7000

DALLAS 75201
Richard Poole, 1800 Republic
National Bank Tower
(214) 747-9721

DENVER 80202
Edward C. Weil III, 1700 Broadway,
(303) 255-5483

HOUSTON 77002
Kenneth G. George, 2270 Humble Bldg.
(713) 224-8381

LOS ANGELES 90017
Donald Hanson, 1125 W. Sixth St.,
(213) 482-5450

NEW YORK 10036
Caswell Speare
500 Fifth Ave.,
(212) 971-3686

PHILADELPHIA 19103
John C. Jackson
Six Penn Center Plaza
(215) 568-6161

PORTLAND 97204
Harry Abney, Mohawk Bldg.,
222 S.W. Morrison St.,
(503) 223-5118

SAN FRANCISCO 94111
Dwight Lowell, 225 California St.,
(415) 362-4600

ADVERTISING PRODUCTION MANAGER

Vito De Stefano
McGraw Hill, Inc.
330 West 42nd St.
New York, N. Y. 10036
(212) 971-3204

The advertising index and reader service numbers published by HOUSE & HOME is a service to its readers. HOUSE & HOME does not assume responsibility to advertisers for errors or omissions.

W denotes Western edition
M denotes Mid-Western edition
N denotes North Central edition
E denotes Eastern edition
S denotes Southern edition
SW denotes Southwest (Swing)

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.



Cambrian®, Cambrelle, Corlon®, and Cushioncord are trademarks of Armstrong Cork Company.

FLOORS BY **Armstrong**