

housing

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Latest ratings from 119 markets p. 83

"With Tredway, I can use the same particleboard subfloor in my laundry rooms and kitchens as I use in the rest of the house. With any other floor, I'd have to use extra underlayment. And that's more expensive. Not only do I save on subfloors with Tredway, but I save even more because I hardly ever get a callback."



Conventional flooring can ridge or split.



Tredway continuously adjusts to seasonal subfloor movement.

"Tredway's so flexible, it lies flat even when the subfloor doesn't. That's why I use it.

"It actually shifts as the subfloor shifts. It stretches in summer and contracts in winter.

It doesn't ridge or crack. So it virtually eliminates callbacks. Each callback used to cost me from \$50 to \$400 a shot. I say 'used to' because since using Tredway, I've had only one."

REPAIRS WITH BARELY A TRACE



A Tredway patch becomes a permanent part of the overall floor.

"We had to repair a Tredway floor only once. It was ripped when a refrigerator was being installed. After we repaired it, the homeowner couldn't even find where the Tredway was patched."

FASTER INSTALLATION

"I also save money because Tredway installs in about half the time. It roughs in faster

around a room. It's easier than carpet to trim to size. But the real time-saver is perimeter bonding. The contractor just staples around the edges. Under the toe kicks, where he can't staple, he uses a band of adhesive."

TREDWAY SELLS ITSELF

"Tredway's a terrific salesman. Our homes are expensive and usually a buyer's third or fourth. They've had experience with flooring problems, so Tredway's a plus feature. It's our standard floor. We tell our customers that Tredway's the only thing we stand on."

Don't spend extra money on subfloors and callbacks. Call your Armstrong flooring contractor today.



Circle 3 on reader service card



Ellis Darby
President
Cothran & Darby, Inc.
Greenville, South Carolina

"The extra money I spend on Armstrong Tredway® is nothing compared to what I save on subfloors and callbacks."

NuTone

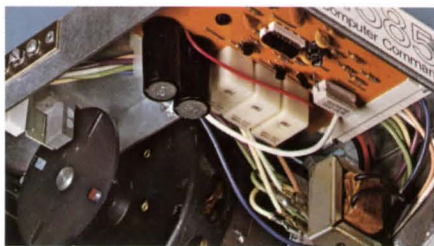


It took two years to develop a garage door opener you can set in two minutes!

The secret is the computer. After normal installation procedures the up/down limits are set by the touch of a button. No tedious, time-consuming adjustments. And, the computer also eliminates pounds of parts. Fewer parts mean fewer possible problems!

Leave the worry to us.

Every move made by a 1979 NuTone Chain or Screw-Drive Opener, including precise safety-light timing and instant reverse, is completely computer controlled. In fact, our openers are so well-designed, so reliable we've given them **THE ONLY TWO-YEAR LIMITED WARRANTY IN THE INDUSTRY...** and they're all backed by NuTone's Coast-to-Coast Service Network. Compare quality, features, warranty and service... you'll see why price isn't the total cost.



Exclusive encoder and disc send signals to the NuTone Computer-Command 'brain' which commands door to open and close, turns light on and off and operates all safety features...simplifies and speeds installation.



New Digital Controls end plot planning problems. Simple switches give choice of hundreds of frequencies.

Look into the world's finest Openers... NuTone Garage Door Openers with Computer-Command. You'll find them at your nearby NuTone Distributor. For his name, **DIAL FREE 800/543-8687** in the continental U.S. Ohio residents call 800/582-2030. In Canada, write: NuTone Electrical Ltd., 2 St. Lawrence Avenue, Toronto.

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Scovill

Dept. HH-4, P.O. Box 1580
Cincinnati, Ohio 45201
Form 5003, Printed in U.S.A.

NuTone Garage Door Openers with exclusive Computer-Command.

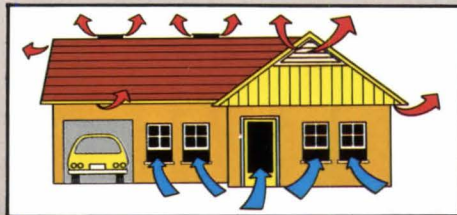
Whole-House Ventilators.

Now you can stop talking energy-savings and start selling it!

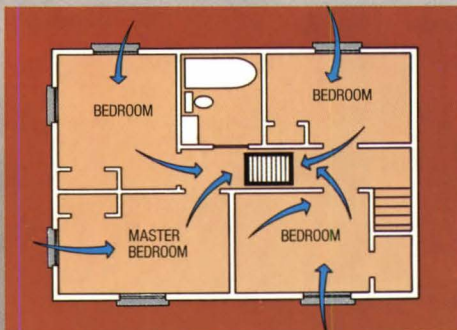
Mention energy savings to today's home buyer and you've got an interested home buyer. Talk NuTone Whole-House Ventilators and you've got proof!

NuTone Ventilators let homeowners economically and effectively cool their homes. Use one as an alternative to air conditioning. You can trade off its low wattage for the air conditioner's high wattage.

NuTone offers a range of sizes and CFM's. There's a NuTone Whole-House Ventilator for every home you build...and that means economy home buyers can see with their own eyes.



Ventilate the whole house. Open all windows and interior doors.



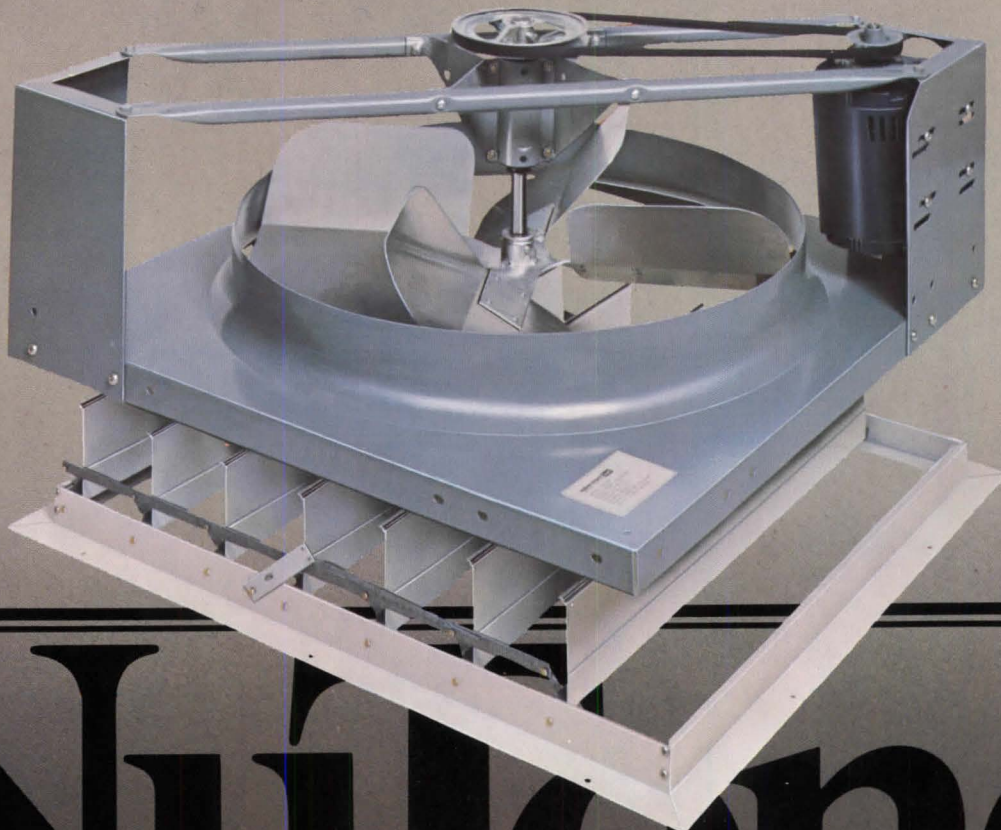
Zoned Cooling. This plan shows only second floor windows opened for low-cost evening cooling.

NuTone Whole-House Ventilators are available through your nearby NuTone Distributor. For his name, *DIAL* FREE 800/543-8687 in the continental U.S. Ohio residents call 800/582-2030. In Canada, write NuTone Electrical Ltd., 2 St. Lawrence Avenue, Toronto.

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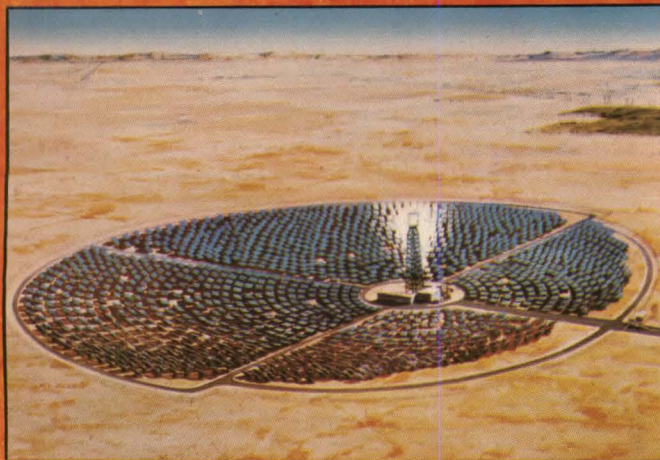
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housing

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FORD GLASS. HARNESSING THE SUN.



Solar Farm rendering courtesy of McDonnell Douglas Corp.

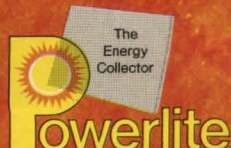
Ford Glass Division's revolutionary new Powerlite™ was chosen by the Department of Energy to harness the sun's energy for electrical power. Project: the government's first solar farm, in Barstow, California.


The Ford contract includes 1 million square feet of Powerlite, to be fabricated into a mirrored reflective field totalling 3.6 million square feet.

These mirrored Powerlite receptors will computer-track the sun and beam the rays to a central collector. There, steam will be created for generation into electricity.

When operational in 1982, the solar farm will be able to provide enough electricity for a city of 7 to 10 thousand.

With near optical quality, Powerlite is ideal for both solar





farming and flat plate collectors. It can be produced with varying iron oxide contents . . . to match solar transmission characteristics of the glass to the collector process.

The Powerlite glass to be used in the Barstow Farm will be $\frac{1}{8}$ " float glass with a 0.05% (Fe_2O_3) iron content, and have a total Solar Energy Transmission of 88.6%. Powerlite. Only from Ford Glass Division.

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Sunglas, the energy saving glass for both residential and commercial construction, blocks 24% of the sun's heat. This can substantially reduce air conditioning costs. Sunglas also blocks 22% more ultra-violet rays and their fading effects than does clear glass.

Yet Sunglas lets the daylight in. Because Sunglas

looks virtually like clear glass, it provides a natural view of outdoor colors, while reducing the need for artificial illumination.

To inquire about our low prices, or for additional information about Sunglas or Powerlite . . . two new better ideas for controlling the sun

. . . write or telephone the Ford Glass Division, 300 Renaissance Center, P.O. Box 43343, Detroit, Michigan 48243. Phone: (313) 568-2300.

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**“IN A CD COMMUNITY HOUSE WITH ITALIAN MARBLE,
A SUNKEN ROMAN BATH, 3 WOODBURNING
FIREPLACES, YOU’D EXPECT TO FIND A
GE POTSCRUBBER III® DISHWASHER.”**

CHUCK BURNS, GE CONTRACT SALES REP
LOS ANGELES, CALIF.

“When CD Community luxury homes were built overlooking the Pacific in Palos Verdes, the best dishwasher GE has ever made was their selection.

“They picked the new GE Potscrubber III because it is the most advanced GE dishwasher yet.

“The Multi-Orbit™ wash arm is engineered to constantly change the pattern of water, which, combined with a 3-level washing action, gets dishes, pots, pans and glasses cleaner than ever.

“Plus it’s specially designed to use less hot water than previous GE dishwashers. In fact, hundreds of gallons a year. And it runs quietly, too, because the PermaTuf® tub is surrounded with a blanket of sound insulation.

“Of course, it’s protected by Customer Care® service from GE. Builders like yourself never have to worry about getting involved in appliance service.”

Take advantage of General Electric’s full line of outstanding Potscrubber dishwashers and over 30 years of consistent service to builders. Call your local GE Contract Sales Representative.

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Confusion compounded

If you're confused by the government's housing-finance policies, welcome to the club.

First, we hear that the Administration has tied some restrictions to the \$10,000 money-market certificates (*see p. 14*)—a move designed to dampen inflation and bound to slow the flow of funds into housing. Then—in fact, just a couple of days later—comes word that S&Ls and savings banks will soon be allowed to pay higher interest rates to small savers—a step that would make more money available for home mortgages. Meanwhile, we learn that the Administration is contemplating a slew of housing finance reforms (*see p. 20*) that, taken as a whole, should speed the pace of housing.

What's it all add up to? Your guess is as good as ours.

A poor case for blaming the rich

The back-to-the-city movement draws sharp criticism from some people rightly concerned about the plight of the slum dweller. Their claim: Affluent newcomers, buying or renting privately renovated inner-city housing, create grave social problems by forcing out the poor.

Maybe so. But now comes a HUD report to the contrary. A study of 18 cities finds that displacement of the poor has been minimal—no more than 100 to 200 families a year in any city. Further, private rehab is not to blame; the causes have been housing abandonment and what HUD calls urban “disinvestment.”

What's needed, of course, to revitalize the inner cities—to make them more livable for rich as well as poor—is reinvestment. And that's what happens every time a private developer rehabs a slum building for profit.

The alternative? Steady rot that eventually turns urban neighborhoods into wastelands. A letter writer to *Preservation News* (published by the National Trust for Historic Preservation) put it well. Said he of Brooklyn's Brownsville:

“No rich folks displaced the poor folks. Instead, the socially disruptive elements of Brownsville did the displacing. The neighborhood is now a burned-out wreck, offering shelter for neither rich nor poor.”

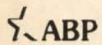
What's in a name?

We've been trying to fathom the reasoning for some of the names that builders hang on model houses. And, frankly, we're stumped.

Consider a Texas project designed for buyers who hanker for the old ranch tradition. It's a good job—rough and rugged looking and with a nice sense of shelter. It's also well named—Walker's Mark, to evoke a cattle-brand image. But then the spell is broken, and all of a sudden we're whisked from the rangeland of Texas to the land of southern California. The model names: Malibu, Del Mar, Catalina, Laguna.

So what? So if you're going to theme a project—and we think that's smart merchandising—don't louse up a good thing with inappropriate model monikers.

—JOHN F. GOLDSMITH

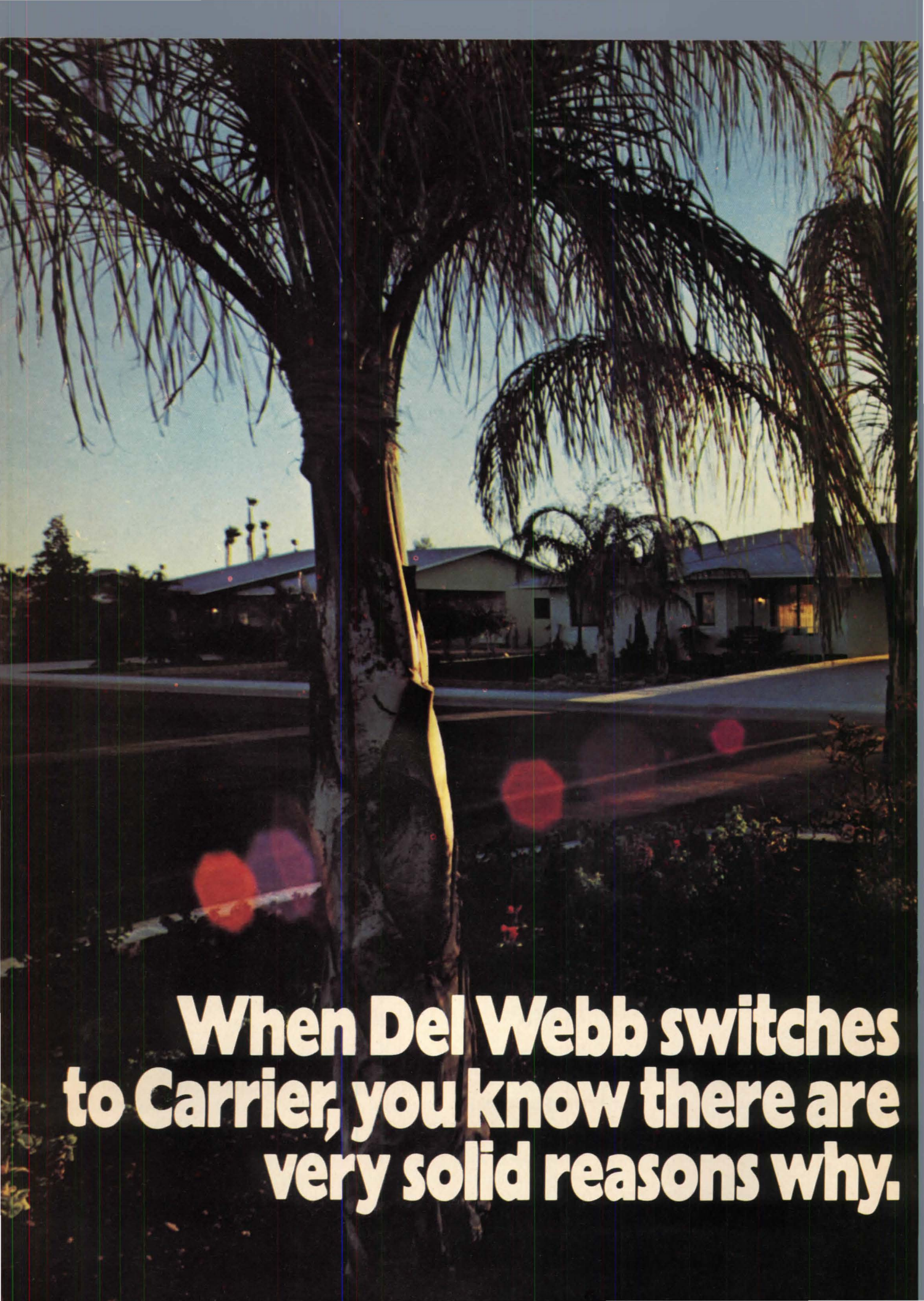


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This issue of Housing is published in national and separate editions.





**When Del Webb switches
to Carrier, you know there are
very solid reasons why.**



"We considered several major brands of heat pumps for Sun City West," says Mr. John W. Meeker (right), President of Del E. Webb Development Company, "but because Carrier units had such high efficiencies and were competitively priced, they fit our energy-saving concept perfectly.

"Energy-saving is such a factor in our new Encore homes collection," continues Mr. Meeker, "that we designed and built them with solar water heaters, double windows, even tinted sun glass, as well as Carrier heat pumps.

"Our customers know nationally-advertised brands like Carrier," concludes Mr. Meeker, "and



they expect us to give them that kind of quality."

The 70,000 inhabitants of the new Sun City West will not only be cooled and warmed by Carrier in their own homes, but also in their public library, their new 6,800-seat theater, and all the recreational facilities in this 13,000-acre community, soon to be the fifth largest city in Arizona.

For more information about builder

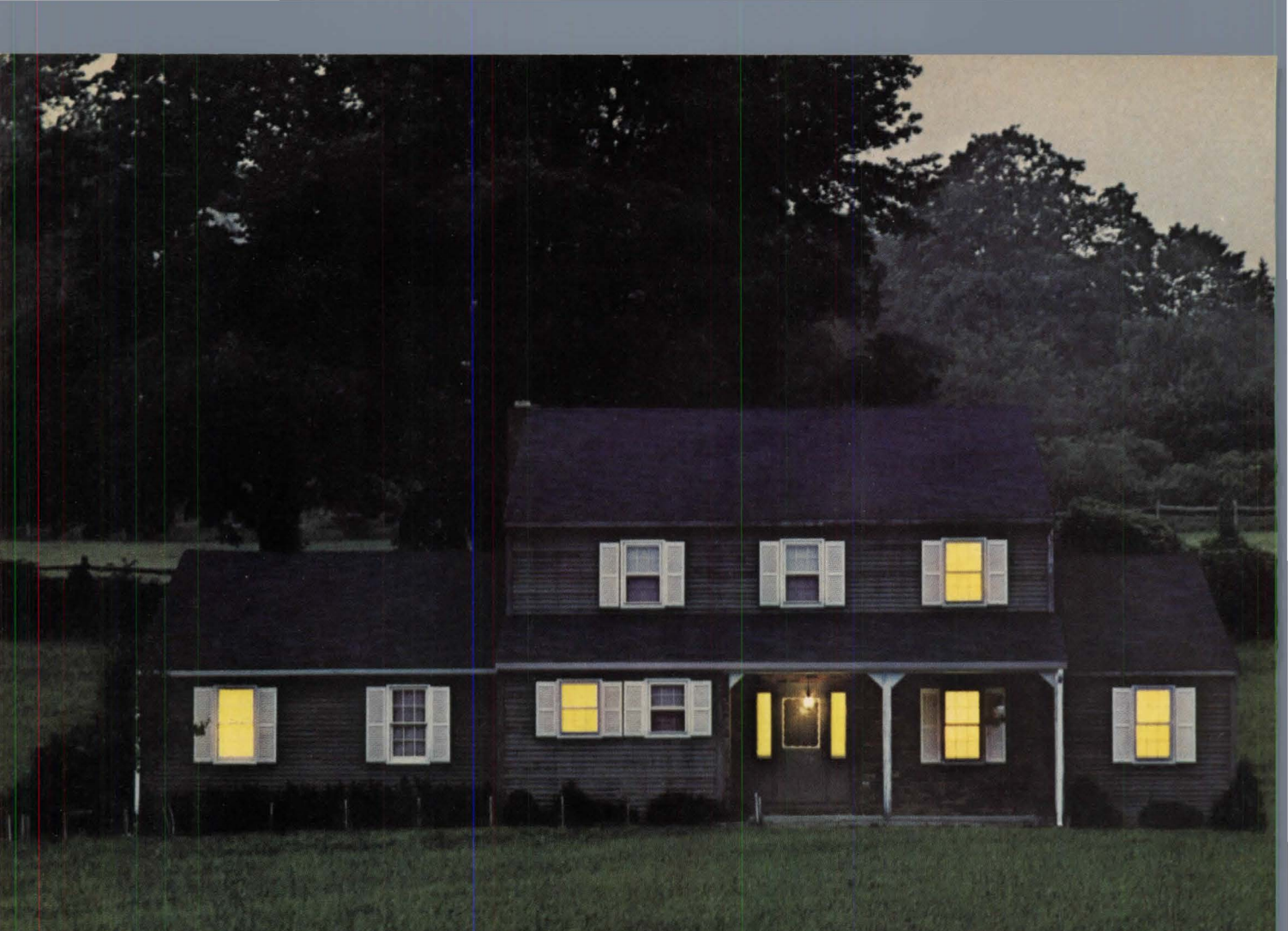
benefits with Carrier equipment, write: Carrier Air Conditioning, Dept. H4, Carrier Parkway, Syracuse, NY 13221.

Number One
Air Conditioning
Maker



Division of Carrier Corporation

Carrier



Your customers will pay you more for the house on the right.

Owens-Corning can help you build the homes buyers want: homes that are energy-efficient.

The house on the right has more Owens-Corning Fiberglas* insulation, as well as a full complement of energy-saving features (see the construction checklist at far right).

It's a home that buyers will pay more for—because it will save them a bundle on fuel bills.

And, surprisingly, it may cost no more to build than the conventional home on the left. Savings on framing lumber and on heating and cooling equipment may actually add up to more than the extra construction costs.

The house your customers will buy.

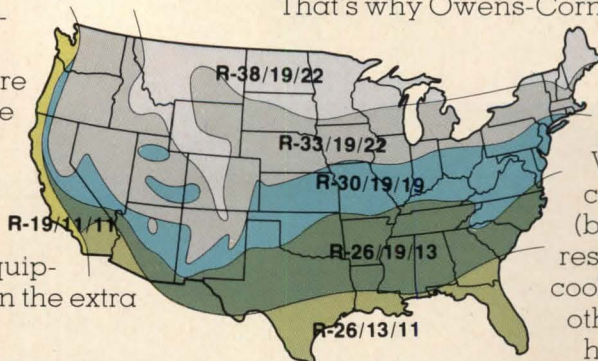
Buyers are out looking for homes with reduced fuel costs. A recent survey found 82 percent of new

home buyers ready to spend \$600 more on their home, to save just \$100 yearly on fuel bills.

And there's no doubt that energy-efficient homes can save them money.

That's why Owens-Corning has developed

guidelines for insulation for new homes in different parts of the country. We've considered climate, energy costs (based on electrical-resistance heating and cooling), and a variety of other factors. (To find out how much insulation is



recommended for where you build, check R-values—ceilings/walls/floors—on map above.)



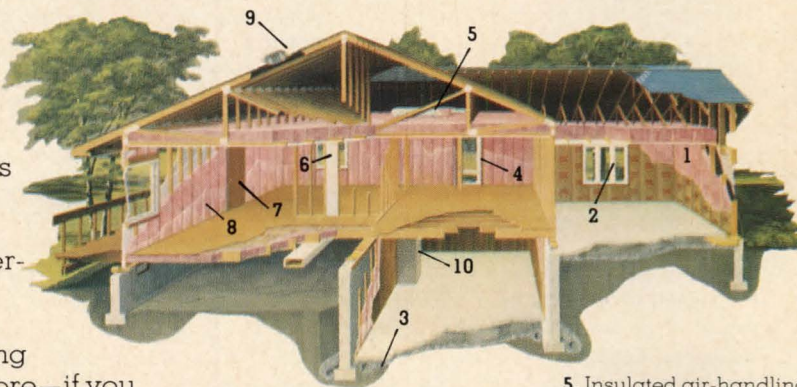
The houses may look alike, but the one on the right has more Owens-Corning Fiberglas insulation plus the features below.

Fiberglas batts with higher R-values (R-30, R-38)—that make it easier for you to meet these recommendations.

And we've been urging consumers to make sure that the insulation they use has the NAHB Research Foundation, Inc., label for assured thermal performance.

The people preparing to buy new homes are concerned about conserving energy. So you can sell a house for more—if you build it like the house on the right.

To find out more about building energy-conserving homes, and how much insulation is right for where you build, contact **X.H. Meeks**, Owens-Corning Fiberglas Corp., Fiberglas Tower, Toledo, Ohio 43659.



The energy-efficient home:

- 1. Blankets of pink Owens-Corning Fiberglas insulation.
- 2. Double-glazed windows or equivalent in areas of 4500 plus degree-days.
- 3. Perimeter insulation for slab-on-grade construction in certain geographic areas.
- 4. Storm door and standard door used in combination or an insulated door.

- 5. Insulated air-handling ducts.
- 6. Windows and doors designed to limit air leakage and weather-stripped. Total glass is minimized.
- 7. Caulking and sealing at critical locations.
- 8. Vapor barriers of 1.0 perm or less for walls and floors, and as a ground cover in crawl spaces.
- 9. Adequate ventilation and provisions for exhausting moisture.
- 10. Properly sized heating and cooling equipment.



Realty franchising: Model for builders?

An expert suggests they may band together much as brokers are doing

Unlike Kentucky Fried Chicken or McDonald's, they're not yet household names. Instead of food, they sell services—and buy up Realtors.

Their names are Century 21, Electronic Realty Associates, Gallery of Homes and Red Carpet Corp. of America.

What and how they sell are altering the face of the real estate industry. Soon, says a franchiser exec, their explosive growth will also affect builders.

The franchisers sell their expertise in sales training, advertising and promotion to Realtors nationwide. In return, the franchisers acquire an affiliate in the same way the TV networks acquire stations. The affiliated broker pays over a percentage of his commission or a flat fee.

Top of the list. The biggest real estate franchiser—and the lone member of its breed to be publicly held—is Century 21 in Irvine, Calif.

Launched six years ago by its current president, Arthur Bartlett, Century 21 has signed on 6,000 brokers and is adding 150 a month.

For fiscal '78, Century 21—with licensing fees and a cut of its brokers' commissions as income—reported sales of \$23 million. (Each broker pays the franchiser 6% of each 6% commission.) Its net income last year was just under \$4 million, nearly double its '77 net.

And No. 2. Born in 1950 in Rochester, N.Y., Gallery of Homes—now headquartered in Atlanta—is the oldest of the franchisers. The company has 800 offices in 49 states and boasts 1,450 broker affiliates.

The vice president of Gallery's special projects, Melvin Howell, says the franchiser's brokers sold \$6 billion worth of homes last year. The great majority, Powell says, were existing homes. Because it is a privately held company, Powell would not release sales and income figures for fiscal '78. "I will say, though," he adds, "that we had a very solid year."

The 'other' franchiser. Electronic Realty Associates, headquartered in Shawnee Mission, Kan., bills itself, according to Vice President Michael



Gallery's Howell
'A solid year.'



Realty Marketing's Hunt
'It's an insurance policy.'

Jackson, as the Avis of residential realty franchisers.

Its 2,400 brokers sold around \$15 billion worth of homes last year. The sales—which include the flat fee that ERA charges affiliates instead of a percentage of their commissions—netted \$1.1 million for the five-year-old company.

Builders' role. Like other franchiser affiliates, the ERA brokers sell existing homes almost exclusively. Yet Mike Jackson sees a builder market for franchiser services "in a few years."

Explains Jackson: "New homes make up 25% of the market. We cannot afford much longer to ignore a chunk that large."

Franchiser involvement in new-home sales, Jackson declares, "will require a greater degree of sophistication and specialization on the part of our brokers. They will have to learn marketing techniques that apply to builders before they can help builders sell their subdivisions on a large scale."

Standardization. "I'm talking in

futures now," Jackson explains, "but franchising within the homebuilding industry is a real possibility."

Applying ERA's group advertising principles—on a regional basis, ERA assists its affiliates in developing ad and promotion programs, for which they pay a fee—Jackson believes builders can benefit "just as our broker affiliates have benefited."

Builders—especially, "the smaller guys building four or five houses at the same time"—Jackson muses, can then join brokers in the growing franchiser networks as affiliates.

"There's no reason why the homebuilding industry can't be standardized. At the very least it will enable builders to be much more accessible to potential homebuyers."

Franchising on a regional basis, he adds, "could even aid the smaller builders in purchasing building materials on a group basis. It would save them a lot of time and money."

Realtor-builder dealings. When can builders expect the big franchisers—particularly ERA—to begin marketing their services to the homebuilding industry? "We're talking concepts now, not actual plans," Jackson says. "You won't see anything happening for at least four or five years."

David Hunt, president of the Realty Marketing Group in Atlanta, is a broker who services builders. Over 70% of the 500 homes his firm sold in '78 were new homes for his 42 builder clients. He's been a Gallery of Homes affiliate for over three years.

Has being an affiliate helped him sell new homes (in the \$45,000-\$85,000 range) for his builder clients?

"Not a hell of a lot," he declares. "Like many other Realtors I chose to affiliate as an insurance policy—for self protection, really. Homebuyers these days tend more and more to head for the nearest Gallery of Homes or Century 21 office. And, because I pay a flat fee for help with advertising and promotion and training for my salespeople, I probably save on my overhead."

Selling new vs. old. Brokers selling existing homes, he notes, are basically

negotiators. Those selling new homes are demonstrators—of new appliances and other features.

In addition, he says, "brokers selling used homes don't see the future. It takes about six months to plan a subdivision. We have to look at the future. Right now we're planning 1980 for our builders."

Along with big franchisers like Century 21, Gallery of Homes, ERA, Red Carpet and Realty World (based in Long Beach, Calif. and started recently by several former Century 21 execs), other big companies are dipping their toes into the home-selling market—with a difference.

Companies such as Coldwell, Bank-

er Inc. of Los Angeles, Merrill Lynch & Co. of New York and Transamerica Corp., the big San Francisco conglomerate, have opted for direct ownership of real estate agencies instead of merely franchising services.

It's generally estimated that within 10 years, more than 70% of the home sales in the United States will be brokered by affiliated agents.

'We're entrepreneurs.' With thousands of Realtors flocking to franchiser banners, some in the industry are becoming fearful.

"It's a very dangerous thing," declares a large Tennessee builder-Realtor who chooses anonymity "because I'm vice president of my city's

Board of Realtors and we've got Century 21 people on the board."

The real estate industry, he says, "has a lot of marginal people in it. Hell, my daughter got her broker's license when she was 17. Maybe these big guys can help them with sales training or advertising. I know they can't help me. I threw a salesman for one of the big boys out of my office the other day—and his brochures after him."

As builder, he concludes, "I think it's terrible. We're maybe the last of the entrepreneurs. We make a fortune or fall on our tails on our own. We don't need any help from franchisers or stockbrokers." —TOM ALLEN

A Realtor says 'never' to franchisers

"I want nothing to do with them and you can quote me."

So says an independent Realtor who has been approached by four of the big franchisers—Century 21, Homes For Living, Gallery of Homes and Electronic Realty Associates—in the last year.

The Realtor is Kaye H. Towery, president of Oxford (Miss.) Realty. Her company brokers, she says, 200 to 300 homes a year, and they sell from \$20,000 to \$100,000. New homes comprise about 10% of her volume, and she has exclusive contracts with several Oxford builders.

Big sell in Jackson. Each of Oxford's 10 realtors, Mrs. Towery says, has been solicited by franchisers. "But because I shooed them away I guess I set the pace for the other Realtors here."

None of the college town's Realtors—Oxford is the home of the University of Mississippi—has opted for franchiser affiliation, she declares.

In the state capital of Jackson, however, nearly every Realtor, she notes, is franchiser affiliated.

"The franchisers did a snow job on Jackson," Mrs. Towery says. "It got to the point where Realtors joined just for their own protection. The independents who told the salesmen to go away found themselves surrounded by franchiser signs.

"Our business depends on trust and personal contact," she emphasizes. "Not on meeting a sales quota so you

can beat the guy down the street."

Advantages. Mrs. Towery concedes that franchiser affiliation has its good points for some Realtors.

Her advice to Realtors considering franchiser affiliation?

"Every Realtor should examine his or her situation carefully. Maybe they can use the sales training and advertising help the big companies offer.

"But, if the Realtor has worked long and hard to establish a solid personal reputation and a good business, he shouldn't sell out to anyone—not for any price."

—T.A.



Realtor
Kaye Towery
'Shouldn't
sell out'

NRA/NHIC merger talks on again

A merger between the National Remodelers Association and the National Home Improvement Council appeared a step closer after the NRA convention at the New York Hilton, Feb. 22-25.

One-on-one meetings toward that end were held at the convention by Al Robbins, reelected NRA president and the newly elected president of NHIC, Eugene B. Squires.

"I predict we'll know the date of our merger by the time next year's convention rolls around," said Robbins.

That convention is slated for Convention Hall in Atlantic City, N.J., Feb. 28-Mar. 3, 1980. Robbins said that the first six manufacturers he approached told him they were planning to substantially increase their

exhibit space. "It should be the best convention NRA has ever held," said Robbins.

Reelected with Robbins were Will Priddy, Louisville, Ky., secretary; Ken Killmaster, Atlanta, Ga., treasurer, and the following vice presidents: Paul Guess, Lexington, Ky.; Ray Kirkpatrick, Brooklyn, N.Y.; Irving H. Klein, Philadelphia, Pa.; William Krueger, St. Louis, Mo.; Ira Messing, Cincinnati, Ohio, and Harvey Schwartz, Roselle, N.J.

Orla Coakley, Columbus, Ohio, was elected chairman of the board, and newly-elected vice presidents of the association include: Les Cunningham, S. Miami, Fla.; James R. Meluskey, Lebanon, Pa., and Salvatore Graziano, Marlton, N.J.

U.S. restricts savings certificates

The Carter administration has taken its first real step to slow the strong pace of housing since it committed itself early last year to a policy of protecting the industry from high interest-rate competition.

In a carefully coordinated plan, the federal banking and thrift regulators have made the homebuilding industry's chief savings investment, the highly controversial \$10,000 money-market certificate, less attractive to savers.

Most importantly, the federal watchdogs have ruled that the hugely popular certificate can no longer be sold by savings and loans or savings banks at a higher interest rate than that offered by commercial banks, once the rate on the certificates reaches 9%.

Less housing money. The change could restrict the availability of money for spring building and at least crimp the housing industry's supply of funds for the rest of this year.

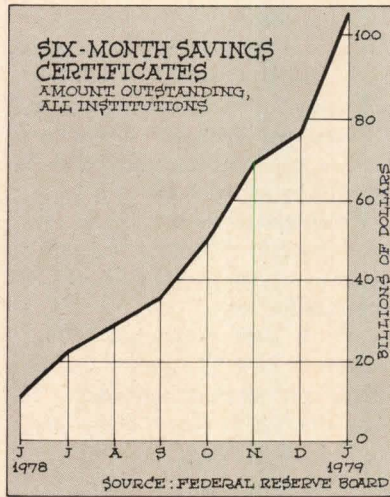
Summed up Ken Thygeron, chief economist for the U.S. League of Savings Associations:

"I don't think there's any question that it's a negative in terms of housing."

The federal regulators moved on two fronts.

They eliminated interest compounding on the certificates as of March 15. This means that both banks and thrifts will have to lower their interest to a rate close to that paid on Treasury bills.

Secondly, the regulators took away the 1/4% interest rate advantage that thrifts were automatically allowed to pay on the certificates. This so-called savings differential was the chief



competitive weapon that the mortgage lenders had over commercial banks in competing for consumer savings.

Thus, if interest rates remain high, savers are going to have no special reason to want to put money in an S&L, savings bank or credit union. And on the other side, depositors will have more incentive than ever to withdraw savings from thrift institutions and place them in Treasury bills, money-market funds or other high paying investments.

Cost to thrifts. The changes mean a significant saving for the S&Ls and the savings banks.

On the day the regulators acted, the certificates were being offered by many S&Ls to pay an annual interest of 9.66%. That would translate into 10.2% after compounding.

But the two changes would reduce the cost to 9.41%.

'Savings decline.' "There's no question that, from now on, we'll face a bigger savings decline," says an official of the U.S. League of Savings

Associations. Thrifts are also rattled by the loss of their interest-rate advantage, called the differential. Next to controlled Regulation-Q deposit rates, most consider this 1/4% advantage essential to hold savings safe from competition from banks.

A gentle blow. The administration could have hit the housing industry a lot harder.

Many administration officials had gone into virtual panic on witnessing the strength of the industry in the face of high interest rates, and such thrift regulators as Home Loan Bank Board Chairman Robert H. McKinney were under mounting pressure to do something more drastic, even to the extent of suppressing the certificates. At the end of January, federal S&Ls had \$55 billion, or 12.9% of their deposits, in the certificates. Overall, commercial banks, thrifts and credit unions had \$105 billion in the certificates.

The cost squeeze that was developing on thrifts was reflected in interest-rate increase that followed the increased volume of certificate purchases. The average rates on the certificates rose from 7.75% last June, when they were introduced, to 10.4% in January.

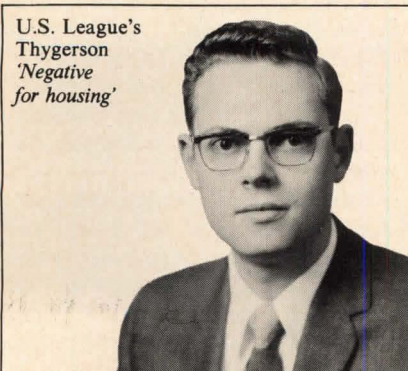
Hopes for holding on. Regulators are holding out the hope that new changes in other maximum interest rates and more attractive longer-term certificates, both under consideration, will retain the savings that might run out the door with the limits on the savings certificates.

And at least one spokesman for the thrift institutions praised the regulators' moves as a positive action. Saul B. Klamman of New York, president of the National Association of Mutual Savings Banks, said that a recent poll of savings banks had shown three out of four urging that some step be taken to restrict the certificates.

The HLBB, the Fed and other regulatory agencies still think that housing starts will soften to a 1.7-1.8 million range this year, but one top administration economist warns:

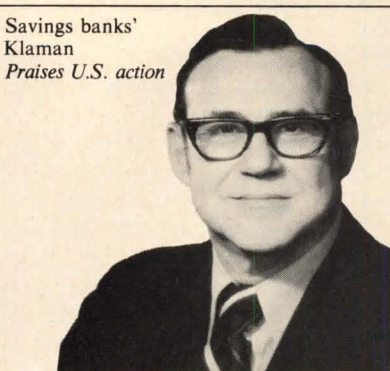
"If we don't see some softening we won't rule out further action."

— ROBERT DOWLING
McGraw-Hill World News,
Washington



U.S. League's Thygeron 'Negative for housing'

OSCAR & ASSOCIATES



Savings banks' Klamman Praises U.S. action

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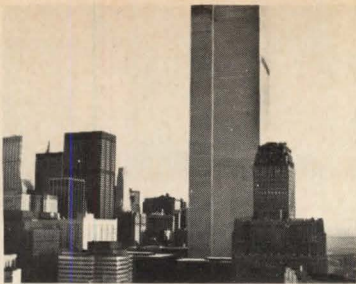


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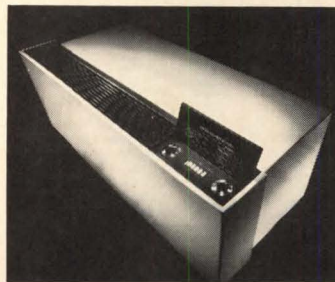


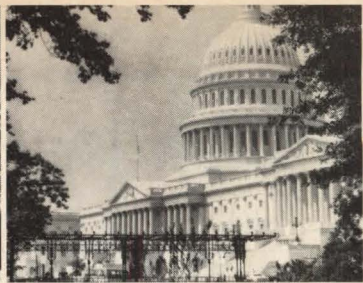
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Dispute erupts over housing bonds

Jimmy Carter's first woman appointee to the Home Loan Bank Board has aligned the S&L regulatory body squarely behind the concept of financing housing with tax-exempt mortgage revenue bonds when the proceeds go toward building shelter for low and moderate-income families.

Mrs. Anita Miller made the policy statement before the legislative conference of the United State League of Savings Associations in Washington. The league itself, calling such bond issues "cut-rate loans," voted at the same conference to oppose their use by municipalities. It warned that many such bond issues have extended loans "well beyond those segments of the population traditionally served by the government's subsidized housing programs."

Mrs. Miller, however, called for "a forceful follow-up on President Carter's call for new legislation in his State-of-the-Union message in order to restore the focus of this instrument toward legitimate tax-exempt purposes."

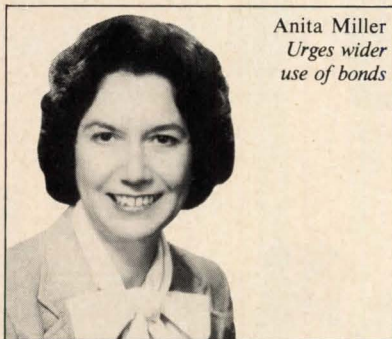
In use in 40 states. This is a concept, she pointed out, that 40 state housing agencies have put into practice by providing over \$10 billion over the last decade of mortgage funds at below-market cost for households with limited resources. And she added:

"More recently, a growing number of cities and counties have also created tax-exempt mortgage revenue-bond financing programs, which utilize the skills of private financial institutions. For localities this has proven to be a cost-effective method of delivering housing finance services, because it relieves them of the expensive burden of maintaining a loan production and servicing operation. For financial institutions, these programs have provided an opportunity to do both well and good simultaneously."

Warning. Mrs. Miller issued this warning, however:

"In this time of budget stringency, available resources must be scrutinized for cost effectiveness and directed to where they will have the greatest impact.

While municipally based tax-exempt bond programs do assist in achieving important local and national



Anita Miller
Urges wider
use of bonds

policy goals, the privilege of exempting investments from state and federal taxes requires a corresponding commitment to pursue a clear public purpose. The subsidy, in the form of less or lost revenue of state and federal treasuries, as well as below-market interest rates to homebuyers, should be utilized only to meet those housing finance needs that cannot be adequately addressed by other private sector or governmental programs."

Guidelines. The Bank Board, said Mrs. Miller, recommends that these considerations be addressed in establishing the tax-exempt programs:

- Income limits for participants, while reflective of local economic conditions, should be established so as to direct primary eligibility toward households of low and moderate income.

- Sales prices or mortgage amount ceilings should be established so as to support modest home purchasers and the broadest possible distribution of available funds.

- Geographic targeting may be helpful in directing resources to particular neighborhoods or communities with special housing problems and/or opportunities.

- Coordination and integration with other community development and housing programs can leverage scarce resources and increase the effectiveness of efforts.

House costs. While recognizing the need for new-home construction in many parts of this country, Mrs. Miller cautioned that failure to allow existing homes to be purchased could raise costs to consumers and neglect the needs of mature communities. Financing of rehabilitation and improvement of existing homes should be considered, she said.

Mrs. Miller also said that loan-to-value ratios are important determinants of affordability, with low down-payment options being especially necessary for assisting lower income purchasers. She added that, for origination and servicing of mortgages, the broadest possible involvement of savings and loans and banking institutions should be encouraged.

Savings bankers nominate Krout

John E. Krout, chairman and chief executive of the Germantown Savings Bank in Bala-Cynwyd, Pa., has been nominated to become chairman of the National Association of Mutual Savings Banks.



John Krout
Takes office
in May

Krout is now vice chairman of the association, which represents 466 member banks in the 18 states where savings banks operate. His nomination will be presented for membership approval at the association's annual conference in New Orleans May 13-16.

Albert B. Hooke, president of the Community Savings Bank in Rochester, N.Y., has been nominated to succeed Krout as vice chairman.

The nominee for a one-year treasurer's term is Austin S. Murphy, chairman and president of East River Savings Bank in New York City since 1970.

Krout replaces Charles Pearce, who remains on the board of directors.

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Major housing-finance reforms planned

And there's a new ray of hope for an end to Regulation Q

The Carter administration is ready to propose sweeping changes in the way financial institutions that lend to the housing industry do business with their depositors.

After months of study, an administration task force is set to recommend that commercial banks, savings and loan associations, mutual savings banks and credit unions move to a system of market interest rates on savings and to variable interest rates on mortgages. That would mean an end to the controversial Regulation Q, which sets a low ceiling on the amount of interest that savings banks and S&Ls can pay to small depositors.

The recommendations, drafted by a Treasury Department task force, are extremely controversial and are not likely to take effect anytime soon. Many will need congressional approval. Their overall impact will likely be to secure more money for housing but at a higher average cost.

Range of reforms. The chief changes the Treasury is considering would:

- Permit all financial institutions to offer variable interest-rate mortgages to offset the higher costs they would be paying on savings.

- Remove all interest-rate controls on savings with maturities of longer than four years, making longer-term CDs competitive with such market investments as corporate bonds. This would finish off Regulation Q.

- Lower the minimum amount needed to buy a highly popular six-month money-market certificate to \$5,000 from \$10,000 now, and to \$1,000 on investments with maturities of one to four years.

- Eliminate the prohibition against paying interest on checking accounts and make checking accounts available to all financial institutions.

- Let thrift institutions invest up to 10% of their assets in consumer loans, including installment loans for boats, cars and other big-ticket items.

Opposition. Many of the recommendations are similar to those proposed by the Ford administration several years ago. They cleared the Senate but died in the House. With current interest rates at near-record levels, the Carter administration would have a

much easier time pushing the changes through the current Congress, but Carter's financial officials are worried about changing the savings rules at a time when big interest increases for depositors could squeeze thrifts into losses on their mortgage portfolios.

More important, the Home Loan Bank Board's chairman, Robert E. McKinney, and Housing Secretary Patricia Harris are fighting the changes. McKinney, citing the 10%-plus costs of the money-market certificate, which now accounts for \$105 billion in deposits at savings banks and S&Ls, argues that this is no time to make any changes in the financial system.

Fed's view. The Federal Reserve Board's chairman, G. William Miller, has endorsed a gradual phase-out of

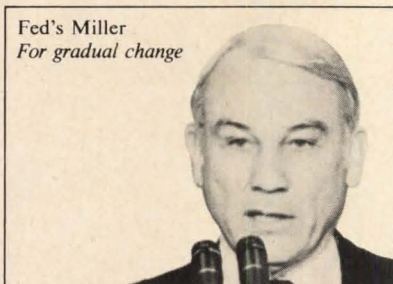
interest-rate controls, but he also argues that little can be done quickly to provide depositors with market interest rates. Other members of the Interagency Coordinating Committee, the financial regulatory group that will finally decide what changes to endorse, agree. But, warns Controller of the Currency John Heimann, "The direction is to let the market decide, and most of us are good on that."

Regardless of what happens later this year on the task force recommendations, Congress will soon get a chance to put a major change into effect without waiting for the administration.

Chairman William Proxmire (D., Wis.) of the Senate Banking Committee and Representative Benjamin Rosenthal (D., N.Y.), are pushing legislation sought by the Gray Panthers, a lobby for retirees, to lower the size of the money-market CD to \$1,000 from \$10,000 now. And while McKinney and other financial regulators oppose the move, they may not be able to stop it.

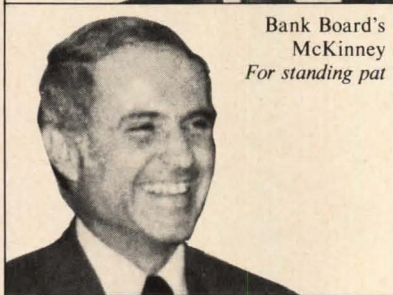
Fat-cat issue. "The \$10,000 denomination makes the CD a joke for the average saver—it's for fat cats only," says Proxmire.

The pressure for higher savings interest, which is quickly reflected in higher mortgage rates, could ease quickly if market-interest rates drop with a slowing economy. But while most economists expect a slowdown this year, many do not think it is in the cards until late summer. Congress may want to act on housing-finance reforms before that time. —R.D.



Fed's Miller
For gradual change

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Bank Board's
McKinney
For standing pat

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White House says no to a super-HUD

After six weeks' fermentation, plans for creation of a Department of Development Assistance—HUD's grand new title if the Director of the Office of Management and Budget had had his way—have turned to vinegar.

The DDA, brainchild of OMB head James T. McIntyre Jr., was scuttled by the White House when such Capitol Hill heavyweights as Senator Abraham A. Ribicoff (D., Conn.), chairman of the Senate Government Affairs Committee, gave the plan an unmistakable cold shoulder.

Opposition to a DDA—which would have consolidated most urban programs under reorganized and renamed HUD—came even from within the Carter administration's inner circle.

Presidential aide Stuart E. Eizenstat, Jimmy Carter's domestic affairs coordinator, sensed that the DDA and a companion consolidation—placing the entire Interior Department and some Agriculture and Commerce Department programs under a new Department of Natural Resources—would never get through Congress. He pushed for White House abandonment of a DDA in the hope that Congress might accept the Department of Natural Resources.

HUD's hopes. When they proposed them last November, Carter's forces hoped that both consolidation plans would pass quickly. Until the end came on February 28, the HUD executive corps appeared optimistic. They had pegged their hopes on the findings of Carter's government reorganization task force. The reorganizers discovered, to nobody's surprise, that economic development programs under the aegis of several agencies overlapped and were mired in red tape.

In fact, it was discovered that HUD, the Veterans Administration and the Farmers Home Administration—with more than 50 separate programs among them—overlapped and duplicated each other's efforts in many areas.

Urban bias. HUD's consolidation would have urbanized the agency. Most inner-city economic and community development programs would have come under the DDA, and HUD's own urban advocate, Robert Embry.

The Commerce Department's \$800-

million Economic Development Administration—a darling of the mayors—would have been transferred to HUD, and that prospect disturbed both the Commerce Department, congressmen from the suburbs, and the nation's well-organized urban lobby.

Housing trade associations—including the NAHB—and mortgage lenders feared that a DDA with Housing Secretary Patricia Harris and Embry at the controls would tilt even more sharply toward the city slums than even the present HUD.

No bank. Also landing on the scrap

heap, along with DDA, was a National Development Bank. It had been scheduled to ladle out \$550 million in economic development grants to businesses and about \$2.65 billion in new loan guaranty authority this year.

With the DDA stillborn, HUD's despairing officials now fear that the controversial agency may eventually lose its prized urban development action grant and community block grant programs to Commerce's reconstituted EDA.

The new setup. While no housing programs have yet been reshuffled, the new EDA may affect builders.

Minus the DDA, Carter's new reorganization proposal looks this way:

- EDA retains its Title II program of direct loans, loan guaranties and interest-rate subsidies for private businesses locating in poverty and unemployment areas.

- EDA takes over the FmHA's business and industry loan program with lending authority for \$1.1 billion. This program authorizes loans to businesses in areas with populations under 50,000 persons.

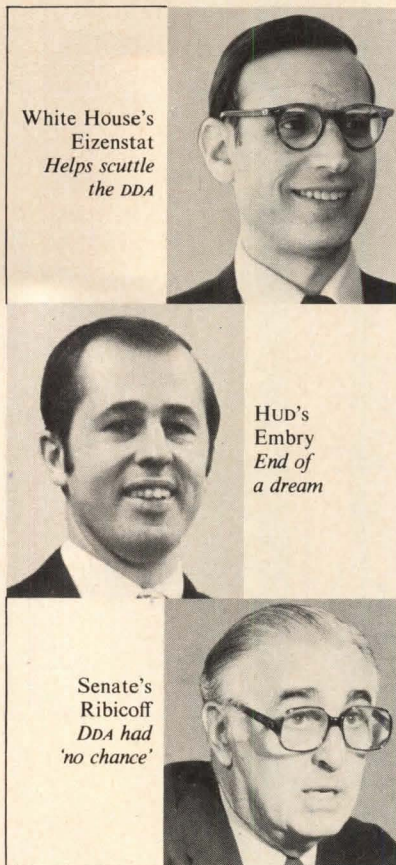
- EDA takes over the Small Business Administration's Section 501 and 502 programs for loans and guaranties for state and local development companies to promote economic growth.

- EDA assumes the functions planned for the National Development Bank.

The Department of Natural Resources, if approved by Congress, will absorb the present Interior Department and about 35,000 employees and \$2.65 billion in Agriculture and Commerce funds.

The total savings on the proposed reorganization will be no more than \$100 million.

—T.A.



White House's Eizenstat Helps scuttle the DDA

HUD's Embry End of a dream

Senate's Ribicoff DDA had 'no chance'

Insilco bids to buy Nationwide Homes

James W. Severt, president and chief executive of Nationwide Homes, and Durand B. Blatz, chairman of Insilco Corp., have announced that an agreement has been approved by their directors for Insilco to make a cash tender offer for all nationwide common stock at \$16 a share.

Nationwide, with offices and plants

in Martinsville, Va., sells modular homes in nine states in the Southeast. Insilco manufactures products for the home, consumer and commercial markets. Through its Miles Home Division, it supplies do-it-yourself precut homes in 40 states east of the Rockies. Its headquarters are in Meriden, Conn.

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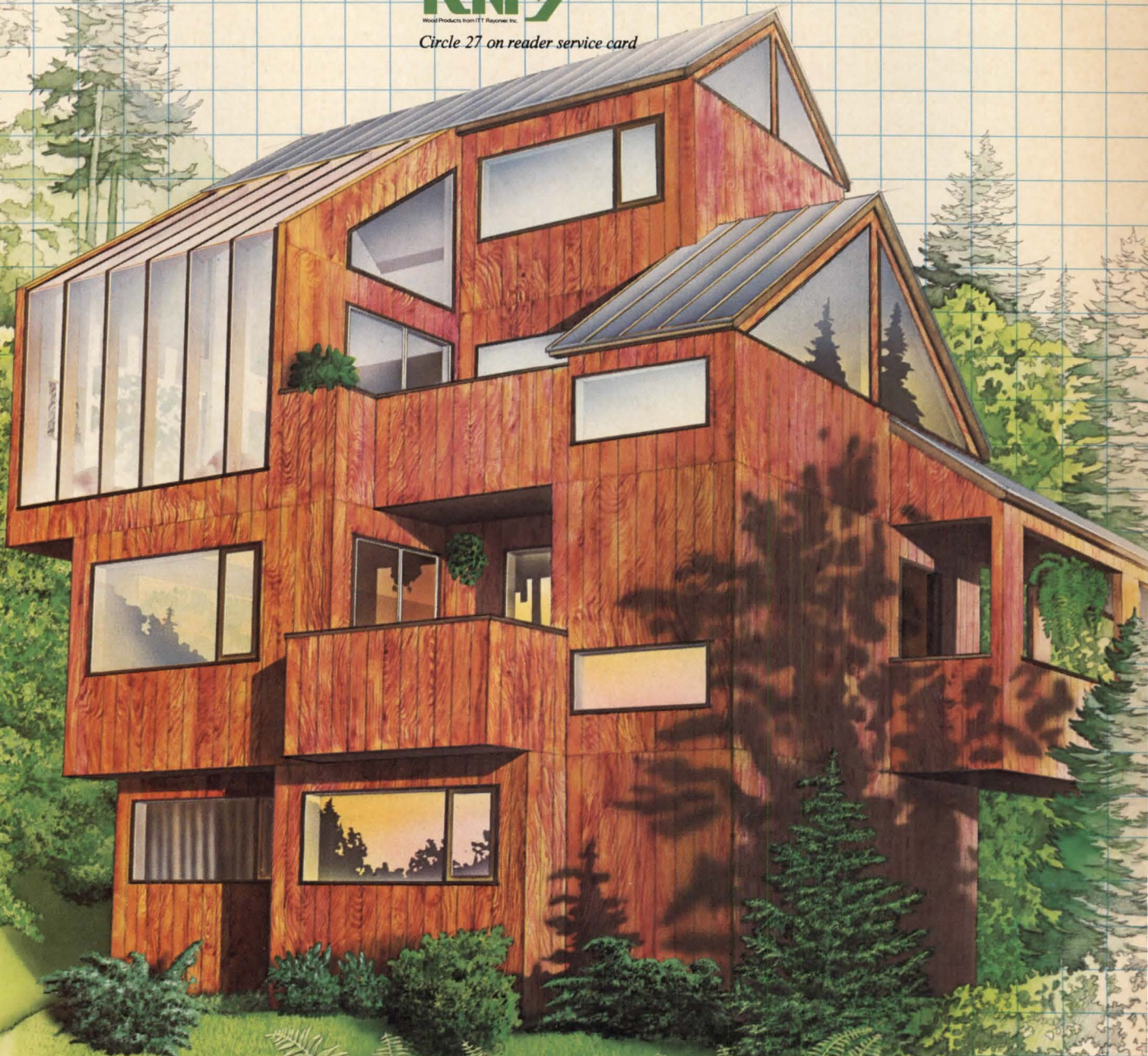
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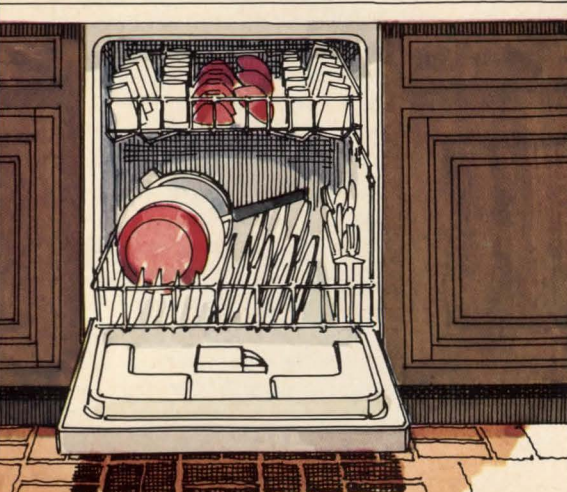
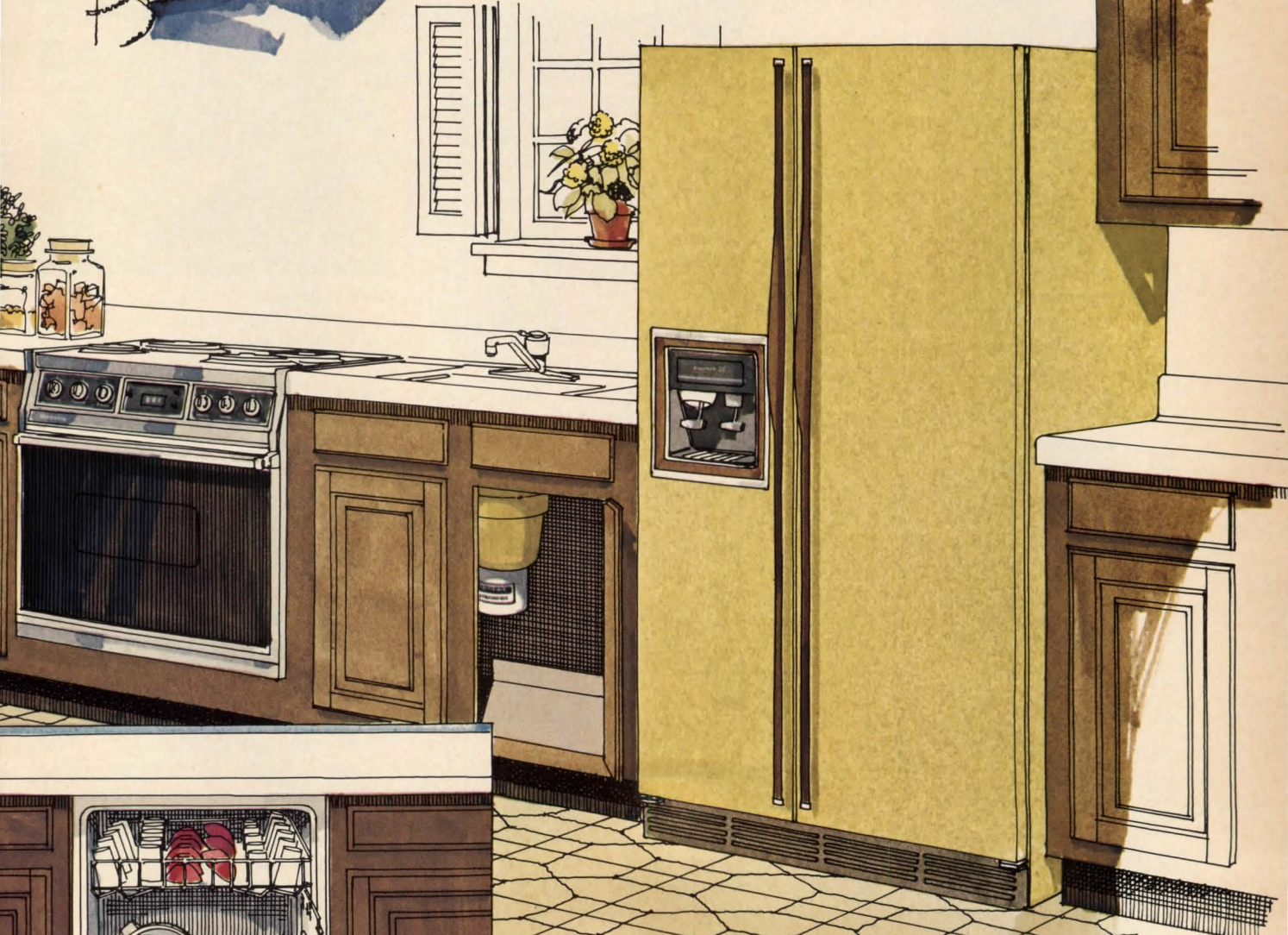
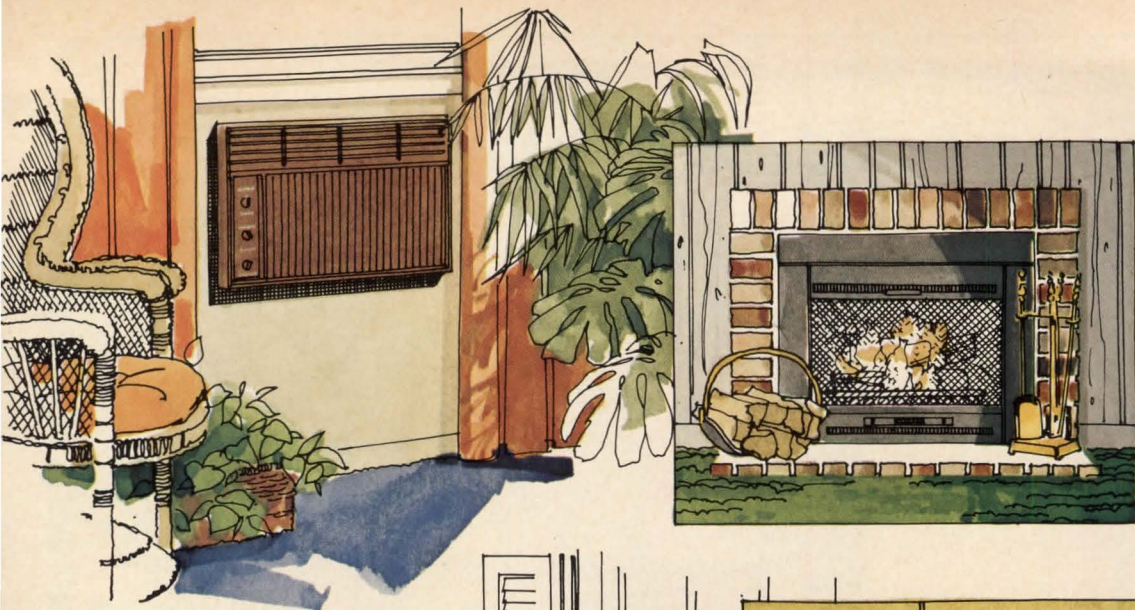
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CONTRACT SALES

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CONVENTIONS

Canadian builders tighten belts

The need to adapt to a dwindling housing market won the attention of the 1,500 delegates to the Housing and Urban Development Association of Canada's 36th convention Feb. 18-21 in Toronto.

In no uncertain terms the conventioners were told that Canadian homebuilding's recent glory days will not be repeated until the 21st century. (HUDAC is the Canadian equivalent of the National Association of Home Builders.)

"We have very nearly reached the point of zero population growth for Canada," declared Bill Small, president of the association and of Toronto's Glenn Leven Properties.

"Now we must rely almost entirely for our housing demand to stem from a net increase in immigration."

Yet government policy, Small added, "has cut population growth through immigration to the point where only about 90,000 people came into Canada last year."

Losses to U.S. The number of immigrants, however, was partially offset "by about 50,000 people emigrating elsewhere, mainly to the States," Small pointed out.

And it's not only buyers that are leaving. An increasing number of builders—some of them Canada's biggest and most successful—are making incursions into American markets.

"I think that the builders moving to the U.S. are committed to growth and size," declared Small's successor, Alberta builder Keith Paddick. "So the move to the States makes good sense to them. In terms of long-range planning they have made a wise decision. Certainly they are equipped to compete in that market."

Opportunity in rehab. For the Canadian stay-at-homes, Paddick suggested, "Rehabilitation of existing homes will become a growing factor. But it will require a lot more professionalism on the part of our builders than exists today."

Added Small: "Builders should become more conservative and look to such other markets as commercial and industrial building."

The peak was '76. Canadian homebuilding reached its pinnacle with 273,203 starts.



HUDAC's Small...
Warns of
zero growth

...and Paddick
Calls for
professionalism

1,500 delegates to Canadian builders' convention heard warning: Lean years will follow recent years of plenty.

The next year the starts slipped to 245,724, and they have been sliding ever since. They came in at 227,667 last year, and HUDAC's forecast for '79 is for about 215,000.

And starts and completions, HUDAC economists warned the conventioners, "will gradually diminish up to the year 2000."

Home warranties. Since 1975, when Canada's new-home warranty program—similar to NAHB's HOW program—was launched, the buyer protection plan has proven to be a mixed blessing for builders.

Through 1978, nearly 229,000 homes had been certified and 8,000 builders registered under several provincial or regional warranty programs.

Of that total, 133,000 homes and 5,000 builders were in Ontario, the only province where new-home warranties were mandatory.

But since the Ontario program started in January 1977, some 334 of the province's builders have had their licenses revoked.

Since July 1, 1978, all new homes built under the National Housing Act have had to be covered by warranties. More recently, two private mortgage

insurers—Mortgage Co. of Canada and Insmor Insurance Co.—have required similar warranty coverage.

The Canadian programs are affiliated with HUDAC. But affiliation and control were gained only after bitter wrangling that nearly split the association. At issue was the political acceptability of a warranty administered by private industry and whether or not such warranties should be mandatory.

Central control. To consolidate several provincial programs and establish a true national warranty, HUDAC last year organized a National Warranty Council. It also hired an ex-builder, Bill Boley, as executive director and directed him to standardize policies and procedures, produce promotional materials and prepare statistics.

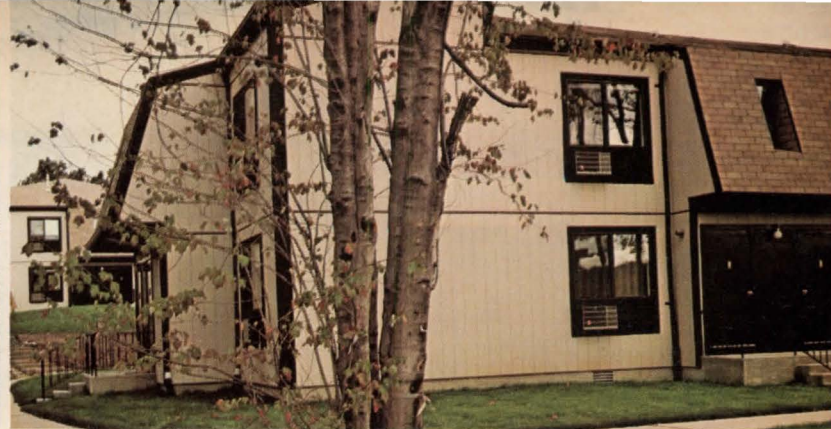
Boley's report to the Toronto conventioners was sobering: In '78, an estimated 50,000 service calls were required.

"This means," Boley told the builders, "a real loss of more than \$5 million resulting from unnecessary extra trips and extra work for the builder and subcontractors as well as unnecessary anguish for the home-buyer."

—PAT HAILSTONE
Toronto



Florida Resort Condominiums,
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New York Apartments,
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Arizona Residence,
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Ruf-Sawn 316



California Housing Project,
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Minnesota Solar Home,
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Washington Condominiums,
Howard S. Wright Construction Co.

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**“We used to make the cabinets
for every home we built...**

**until we discovered Scheirich could build
them better, and deliver them faster.”**

Don Hall, President
Superior Homes, Houston, Texas

“Building houses for the popular market range of \$30,000 to \$60,000 used to have us struggling to keep supply equal to demand. We made everything except the major mechanical elements, but we still couldn't keep pace.

“Even though we were building our own cabinets, we soon discovered we couldn't build them fast enough. That's when we turned to Southwest Kitchen Distributors and their associate, Gassco Building Supply, for help.

“Southwest introduced us to Scheirich. And from the first glance we were impressed with the quality and variety Scheirich offered. Another thing that impressed us was Southwest's delivery schedule.

“Being a Scheirich distributor, Southwest could guarantee delivery when and where we needed the cabinets. And that's really important because we're now building several thousand units a year, including houses, apartments and condominiums.

“We're installing Scheirich's Gardencourt Carmel in our medium-priced, single-family homes, Gardencourt Calais in our apartments and condominiums, and in our higher-priced custom homes we're using Scheirich's top-of-the-line Queenswood cabinets.

“Southwest also showed us how to improve our kitchen layouts for maximum efficiency and they co-ordinated daily deliveries of Scheirich cabinets based on our tight production schedules.

“Thanks to Southwest and Scheirich, we solved our cabinet supply problem beautifully.”

SCHEIRICH CABINETRY
FINE FURNITURE FOR THE KITCHEN AND BATH



Superior Homes specializes in the construction of middle-income housing in metropolitan Houston, with the primary market range being homes costing \$30,000 to \$60,000.

Superior built more than 1200 homes and 600 apartments and condominiums last year and plans to double those figures this coming year. And with a volume like that, they don't need supply problems.

That's why Superior Homes turned to Southwest Kitchen Distributors for Scheirich cabinets. Scheirich quality and Southwest's co-ordinated daily deliveries helped Superior keep pace with the demand.

U.S. builders sweat it out in Iran

It was a gold mine for American industry.

Then came the Ayatollah's revolution, and Iran turned into a minefield for three homebuilding companies.

They had been invited by the Shah to build far-flung condo and single-family projects in his oil-rich paradise. But the Shah was deposed, and now Starrett Housing Corp., Bill Levitt's International Construction Co./Iran Ltd. and National Homes Corp. hold their breath as they await the birth of the Ayatollah Ruhollah Khomeini's Islamic Republic.

\$500 million at stake. In 1974, after Iran and other Arab nations raised their oil prices, Starrett contracted with the Bank Omran—controlled by the now exiled Shah's Pahlevi Foundation—to build 6,000 luxury condos in the Teheran suburb of Farahzad—the City of the Queen. The project would cost Starrett around half a billion dollars and it would be the New York company's biggest investment. It would surpass Starrett City, the Brooklyn apartment complex that carried a \$360 million price tag.

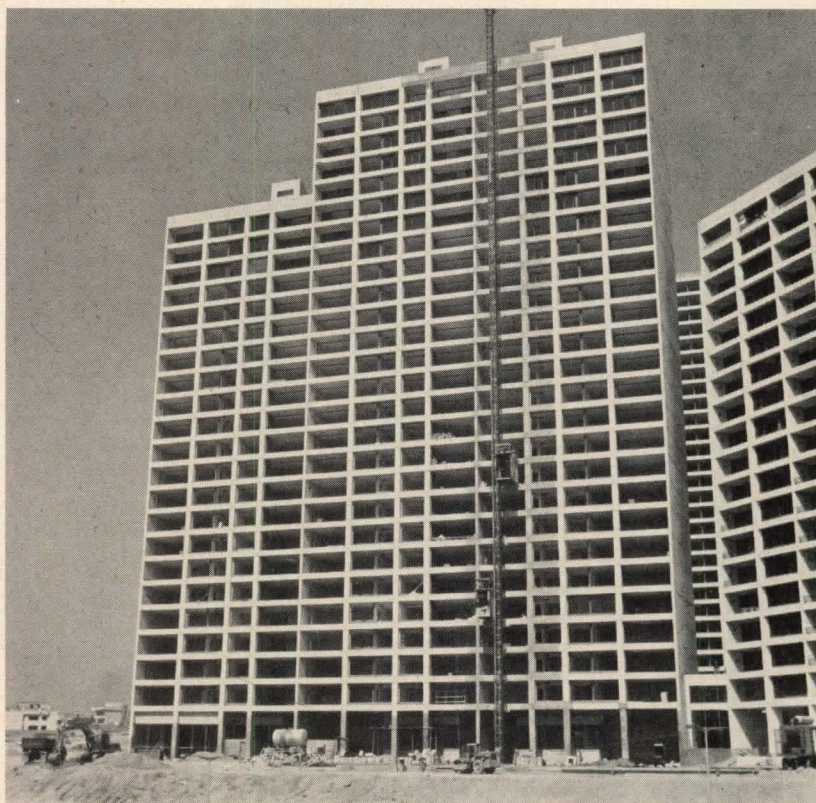
According to Starrett's 1977 annual report—Chairman Henry Benach sedulously avoids comment on Starrett's Iranian investments these days—the Farahzad project, called Zomorod, was to consist of around twenty 20-to-30-story structures with condos selling from \$80,000 to \$133,000. Size ranged from one bedroom to half of an entire floor.

A 25% return. By mid-'78 the first 1,600 units were up and had sold for \$213 million. But Starrett got only 25% of that because the buyers had made only their down payments.

When Iran's social and political turmoil developed, a big chunk of the Zomorod market—foreign businessmen and affluent Iranians—left the country. It is now reported that not one of the Zomorod condos has been occupied.

Starrett, for a fee already safely pocketed, is serving as contractor for 12,000 government-owned condos for mid-income buyers in a project called Ektaban.

Starrett's Iranian revenues, the '77 annual report said, were to amount to 40% of net income for '78.



GRUZEN & PARTNERS, NEW YORK

Starrett's \$500-million project in Farahzad suburb of Teheran. Work is at standstill awaiting outcome of Iranian revolution. Units were to sell from \$80,000 to \$133,000.

Wait and see. So far, says a spokesman for Starrett's public relations agency, the Wall Street Group Inc. in downtown Manhattan, "we've had no word from Iran about resuming or not resuming construction."

Starrett, the spokesman says, "is no different from another two-dozen U.S. companies doing business in Iran. They're all waiting it out."

Iran's Levittown. At a press conference at New York's posh Hotel Pierre in June '77, Bill Levitt, homebuilding's living legend, announced that he was quitting the U.S. homebuilding scene for good. His new destination? Iran—where labor was more plentiful and the government was nothing if not cooperative [HOUSING, Aug. '77].

Levitt formed International Construction/Iran and contracted with the Iranian Ministry of Housing to build 14,100 condos in Teheran. Dubbed Levittshahr (Arabic for Levittown), the development was to offer units at \$30,000 to \$40,000 with a 25% down payment and a 12-to-24-year mortgage loan. Levittshahr also boasted a

price tag of some \$500 million.

It is now two years later, and Levittshahr has become Eramshahr (Eden Town) because Bill Levitt has been enjoined by a U.S. court from using his name on a housing project, since Starrett owns the old Levitt & Sons company. More important, the project remains "just a hole in the ground." That intelligence comes from Bill Levitt's longtime public relations exec, Edward Cortese.

"We've had no word from the [Iranian] ministry," says Cortese from the safety of Miami, "if, in fact, there still is a ministry."

"We think there's a decent chance, though, that because of the market we're building for, that we'll be able to continue construction once the political situation is stabilized. After all, we're not building luxury apartments for the Shah's friends."

At last word, Cortese says, Bill Levitt's Teheran office—staffed entirely by Iranians but supervised from the company's headquarters in Greenvale, N.Y.—was still intact. ➔ **38**

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Weiser Lock represents over 75 years of service to the hardware industry, and will continue to manufacture a quality product at a competitive price.

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National's role. National Homes entered the Iran sweepstakes last fall on a \$20-million order from the housing ministry. National was contracted to build 500 single-family homes near the Bandar-Shapur petrochemical complex on the Persian Gulf.

Ralph Hinton, president of NHC International, says work on the project was never started.

"We're in a holding pattern," he explains. "We've had no communica-

tion from the housing ministry, but we do know that we've never received a cancellation."

President David R. Price of National said in his quarterly earnings report that an \$800,000 cash reserve had been set aside to cover any Iranian losses.

Starrett net up. Starrett, which built Citicorp Center, the Empire State Building, Roosevelt Island and Starrett City in New York, reported reve-

nues of \$145,450,000 and a net of \$5,075,000 for the first three quarters of '78. Net was up 44% compared with the same period a year ago.

International Construction, part of Bill Levitt's empire along with Levitt Industries and International Community Corp. (which is building single-family homes for retirees in Orlando, Fla.), "reports no earnings and has spent no money," according to Cortese. —TOM ALLEN

PEOPLE

Founder Dick Smith quits Broadmoor

Veteran builder **Richard B. Smith** resigns as president of Broadmoor Homes of Tustin, Calif., the company he founded 20 years ago.

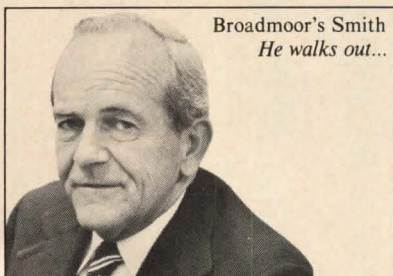
Smith—who merged Broadmoor into Genstar Ltd. of Montreal in '73—was authoritatively reported to have quit after a long argument with the parent's execs over compensation.

Broadmoor's executive vice president, **Lawrence Lizotte**, becomes acting president. Smith's successor will be tapped, Lizotte says, "around the second week in March." When asked about the founder's plans, Lizotte said:

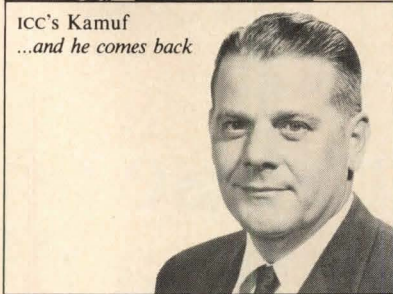
"Dick left this morning on the 6:30 plane to Hawaii but I expect we'll see him back in the building business very soon."

Other builders. Back east, meanwhile, one of **Bill Levitt's** execs returns to the fold. **Nelson C. Kamuf**, who departed Levitt & Sons as senior vice president following its ill-fated merger with ITT, becomes president of Bill's new International Community Corp. Based in Greenvale, N.Y., Kamuf will oversee construction of single-family adult communities under way in Florida and those planned for Arizona, Texas, Louisiana and Southern California. His post is newly created.

In Boca Raton, Fla., **Nat Greenberg** is named vice president in charge of construction for Levitt Corp. **Harvey P. Rafofsky** becomes vice president of sales and mortgage. A descendant of the old Levitt & Sons, Levitt Corp. was acquired last year by Starrett Housing Corp. of New York [HOUSING, April '78].



Broadmoor's Smith
He walks out...



ICC's Kamuf
...and he comes back

United Development (Chicago), the homebuilding subsidiary of Urban Investment and Development Co., names **Maurice Wallack** as senior vice president. He joined United as marketing vice president in 1976.

Homes by Dave Brown (Phoenix) promotes two women: **Connie E. Schuchman** to be a senior vice president and **Ruth E. Beversdorf** to be director of marketing and sales.

DEVELOPERS: Sunrise Development, the land division of Forest City Enterprises Inc. (Cleveland), gets a new president. He is newcomer Paul M. Goldberg, the former president of Terrex International, a New York real estate consulting firm.

Diamondhead Corp., a community developer based in New Orleans, elects

Artis E. James Jr. as president. **William B. Bru** resigns as chairman in order to devote more time to his duties as chairman of United States Lines, an affiliated company. No successor to Bru has been named.

Allen St. Clair is appointed vice president and director of operations for the Los Angeles division of Leisure Technology Corp. He most recently served as construction manager at the Leisure Village community in Camarillo, Calif.

Donna H. Gulin is named marketing coordinator for Cadillac Fairview Florida (Fort Lauderdale), a subsidiary of Cadillac Fairview of Toronto.

Raymond P. Samanic is appointed vice president of marketing and sales for Florida Residential Communities in Altamonte Springs. He was vice president and general manager for Sparta Brook Homes in Charlotte, N.C.

CONSULTANTS: **David L. Olson**, who has been vice president of marketing for U.S. Home's Colorado division, forms his own company, the Olson Marketing Corp., to organize marketing programs for builders.

ASSOCIATIONS: **Edward R. Hulac** of Valencia, Calif. is elected president of the California Apartment Association. He owns Surety Property Management and Hulac Realty.

DESIGNERS: **Terri Spoon** joins Grayson Associates, architects and planners in Belmont, Mass., as director of interior design for the GA/Interior Design Group, a new affiliate. She had been senior design manager for ISD Inc., Boston.



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HUGH BAXLEY, GE CONTRACT SALES REP
PHOENIX, ARIZONA

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“With each Water-Miser Washer you get the exclusive Filter Flo® non-clog filter, bleach dispenser, and 3-cycle selection.

“GE washers are also easy for you to service. For instance, the transmission can be replaced in a matter of minutes through the top of the machine. The tilt-out control panel makes it easy work on the backsplash components.

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*Model WWC 6840, based on 1,800 average loads per year with hot water savings of 11.9 gallons when hot water selection is used. All GE coin-op washers have the same hot water consumption as model WWC 6840.

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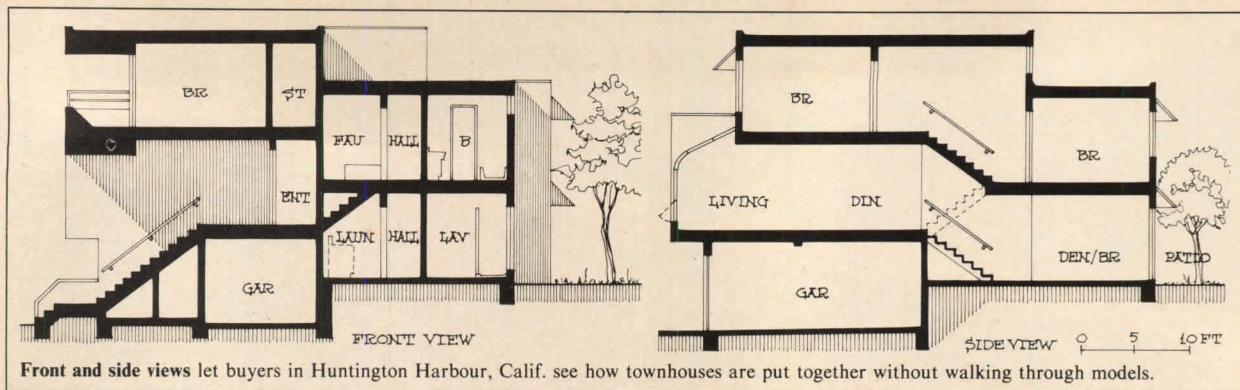
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No models: drawings walk buyers through houses

The Christiana Companies had to sell without models for four months at their Sea Bridge project in Huntington Harbour, Calif.

So the developers published sectional drawings with the four floor plans in their sales brochure.

"Buyers usually make up their minds by seeing models, not floor

plans," Sales Vice President Frank P. Ferdon explains. "Since we had no models, we let the sketches take shoppers through the houses pictorially."

The project's architects, The Landau Partnership, had made the drawings, and Christiana adapted them to the brochure.

Did the sketches attract shoppers?

Says Ferdon:

"We sold 54 townhouses before our models opened. Buyers said the drawings helped a lot in showing them how each house lives."

Sea Bridge's 132 townhouses are sized from 1,541 to 1,697 sq. ft. and opened from \$99,500 to \$160,500.

—J.G.C.

38 people

The NAHB's Nat Rogg is dead at 65

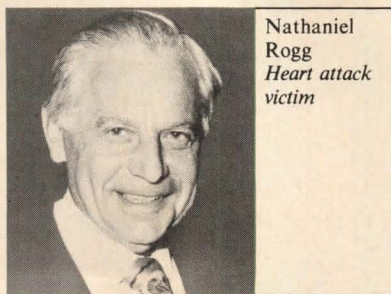
Nathaniel H. Rogg, executive vice president of the National Association of Home Builders for more than 10 years, died February 20 in Washington of a heart attack while shoveling snow.

Economist, lawyer and federal administrator, Rogg took early retirement from his NAHB post at 63 in 1977. He became a consultant for the U.S. League of Savings Associations and was asked to develop a plan to expand investment in inner-city housing [HOUSING, July '77]. He completed an eight-month study of urban housing rehabilitation in 11 major cities and recently made another lengthy study for the league.

Philosophy. Long an advocate of better housing for low-income families, Rogg saw cooperation as the key to reversal of urban blight, particularly among those people affected. Said Rogg:

"We must not try to devise a single national program to solve what is a complex, highly local series of problems."

Career. Rogg was, as he liked to say,



Nathaniel Rogg
Heart attack victim

"a houser" all his adult life. He joined the Housing and Home Finance Agency in the Roosevelt Administration.

Housing's Hall of Famer Fritz Burns dies

Builder-developer Fritz B. Burns, 79, died February 19 of heart failure at his home in the Hancock Park section of Los Angeles. He had been ill for several months.

Burns, founder and chairman of Fritz B. Burns and Associates, was responsible for much of the development of the San Fernando Valley.

Burns came to California in the early '30s and began a career in real estate as a salesman. He turned to

Rogg came to the NAHB in 1954 as chief economist and was appointed as the association's executive vice president in 1965.

During 1962 and 1963, he served as a visiting professor at Harvard, teaching housing economics and construction. Rogg, a New Yorker, held a master's degree in economics from New York University and a law degree from George Washington University in Washington.

His wife, Genevieve, and five children by a previous marriage survive.

building after World War II, developing Panorama City in the San Fernando Valley, the Santa Clara Industrial Park in San Jose and the communities of Baldwin Hills and Westchester. His plans and design concepts are credited with influencing other builders.

Burns was president of the National Association of Home Builders in 1943, and he was inducted into the NAHB's Housing Hall of Fame in 1977.

His wife Gladys and a son survive.

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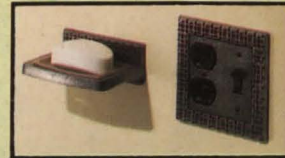
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Solar: What's ahead?

Is the residential solar collector already a dying issue? "No," says Tony Adler, vice president, corporate finance and director, solar services division, Muller & Co., a New York investment banking firm.

Appraising the future of solar for residential use, he admitted that some companies had failed. "At the end of 1978, 160 companies were producing solar collectors. That's down from 186 at the close of 1977. This year, we know of several companies that have already gone under and several more that are up for sale."

Adler said the shake-out will contin-

ue through 1979, but insisted this was not related to sales or the general health of the industry.

"We see 1980 and the decade ahead as a period of substantial growth for residential use of solar equipment produced by less manufacturers." He said the solar industry is growing in the same pattern as the auto industry through the 1920s and early 1930s—huge increases in sales, but by fewer and fewer companies.

Tax credits. Adler said the tax credits now permitted by IRS are a big incentive for homebuyers to invest in solar, and a clear marketing opportunity for builders.

Credits on 1978 returns amount to 30% of the first \$2,000 and 20% of the next \$8,000 invested in labor and materials for solar, wind power or

geothermal systems.

"We've talked to some builders who aren't aware of the credits," he said. "This is not a deduction, but a means for taxpayers to reduce directly the amount of taxes they owe."

Totals unchanged. While the figures for solar collector firms show a decline, totals for the industry remain about the same as one year ago. In its most recent directory, *Solar Engineering*, the official publication of the Solar Energy Industries Association, listed 382 manufacturers of solar systems, components and photovoltaic equipment. A spokesperson for the magazine said this figure is essentially unchanged from last year's total.

A point of interest: the first word in the company name of 66 firms listed is "Solar."

HUD offering solar grants to builders

The Department of Housing and Urban Development is trying to lure builders into the actual design of energy-saving solar systems in single-family homes and in multifamily units the builders may be rehabilitating.

The department has announced that it will make 100 grants of \$2,000 each to builders who produce energy-saving designs for single-family dwellings which feature energy conservation and passive solar energy applications.

Stress on active systems. David C. Moore, manager of HUD's solar heating and cooling demonstration, says designs "must emphasize energy conservation, must pay attention to passive solar systems—and 'may' employ active solar applications but need not."

Moore emphasized that while the agency has been interested in conservation and passive features in making past grants, the emphasis went to subsidizing active solar systems.

HUD plans to follow up the design awards with construction awards of \$10,000 each.

Community awards. In another category, HUD will make 25 design awards of \$5,000 each to community-development groups whose builders are rehabilitating multifamily structures in urban areas for energy efficiency. Winning designs will be eligible for construction awards of up to \$50,000

from HUD in each case.

HUD's present round of design and construction grants will amount to \$2 million. In the past, HUD has made

grants for solar energy systems totaling \$19 million that largely involved the use of off-the-shelf active systems.

—R.D.



DAVID ROSS

Presenting...the four-car garage

That's right—and they're selling in Riverside, Calif.

The four-car garage is one of the amenities offered by Charter Development Corp. of Tustin at Charter Estates, a group of six homes located in a producing orange grove.

For the record: Five of the six homes have four-car garages; three have already sold—and they all have the unusual feature.

Rob Partin, president of Charter, feels that the popularity of the four-car garage traces to the "heavy reliance on cars in California, and the abundance of recreational vehicles. It also satisfies the need for storage."

The \$110,000-\$127,000 homes have up to 2,350 sq. ft. Buyers are middle-aged move-ups with middle-sized families.

—M.S.C.



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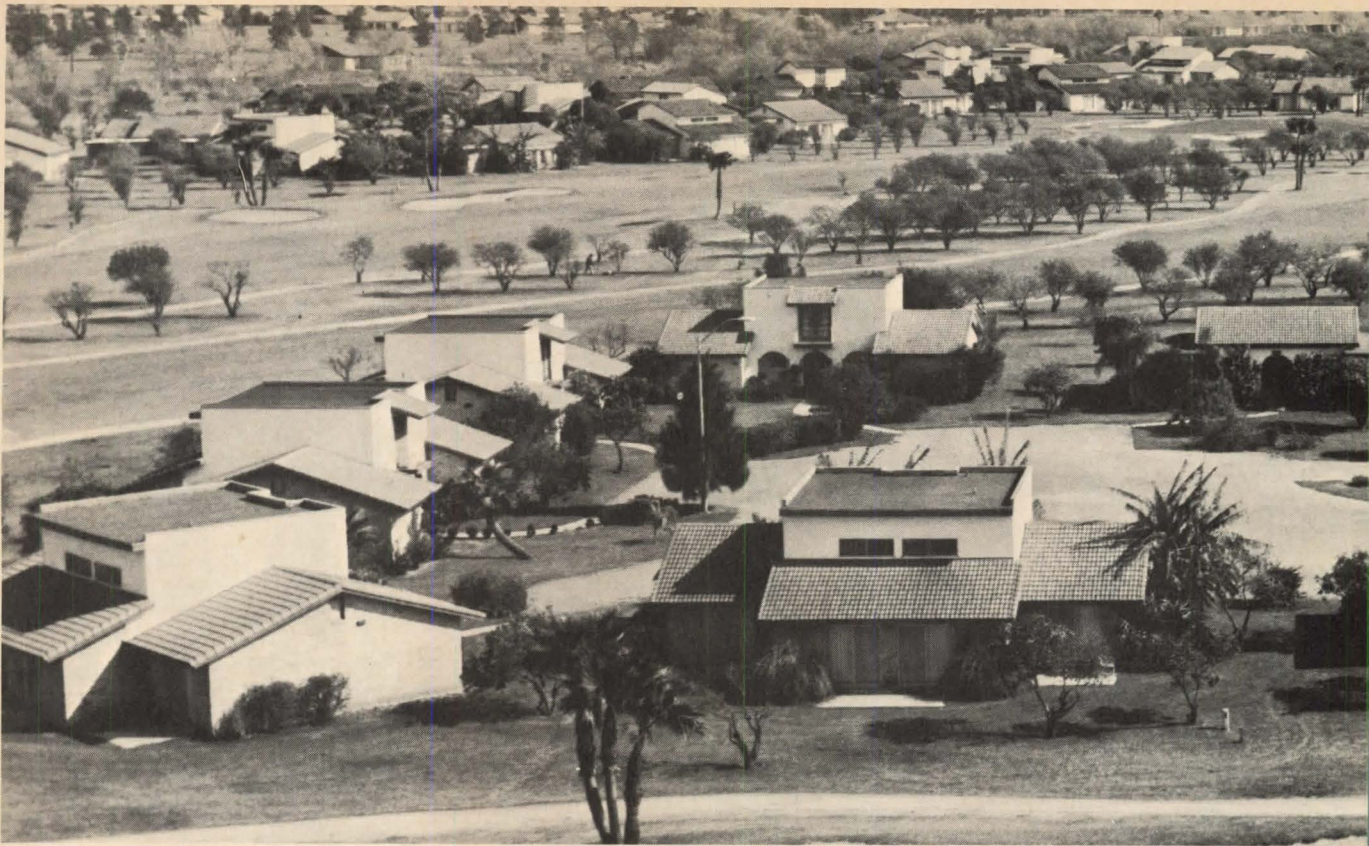
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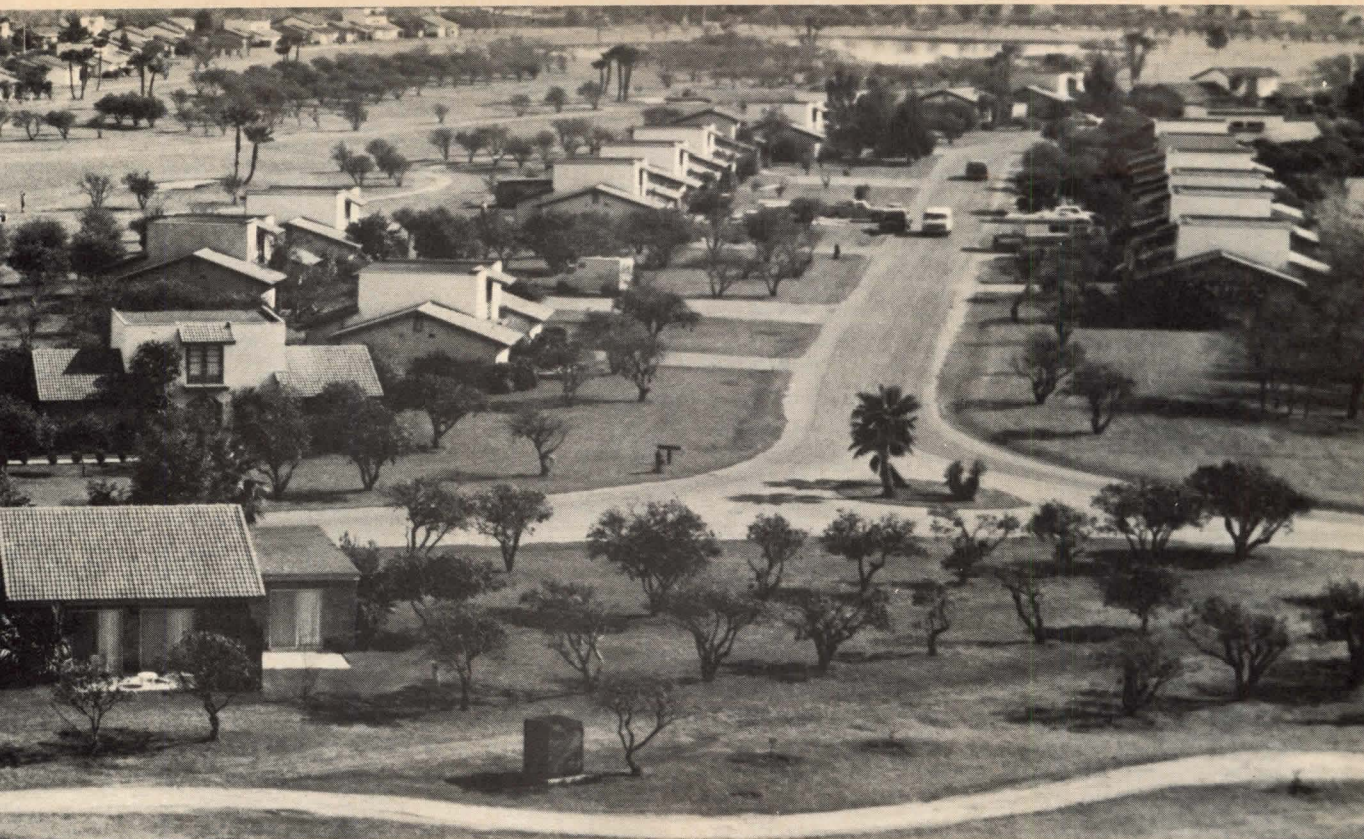
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GENERAL  **ELECTRIC**

Speaker rattles rules for saving energy



Engineer Spielvogel
Conservation iconoclast

The facts about conserving energy you thought you'd nailed down may be working loose. A sample of debates still to be settled was examined by consulting engineer Larry Spielvogel before homebuilders attending an energy seminar during NAHB's 1979 convention at Las Vegas.

Spielvogel named six present-day attitudes on energy conservation, then probed the weak spots and inconsistencies of each.

1. An oversized furnace is an energy- and money-waster.

Spielvogel admitted that an oversized furnace can "as much as double the consumption of oil or gas in a house." But the ordinary solution—a properly-sized furnace—generates some problems of its own, he said. (Proper sizing means a furnace or boiler with a Btu/h output 15% to 20% greater than calculated heat loss to allow for duct losses, infiltration and unpredictable homeowner use of the house.)

Spielvogel cited these weaknesses of proper sizing:

- During periods of extreme cold, a properly-sized furnace may not produce enough heat to keep the house warm.

- Because heat fails to come up quickly enough in the morning, owners may switch off their clock-thermostat, wiping out its energy-saving benefits.

- Should the owners add to their house at a later date, heat from the existing furnace probably won't be sufficient for the new space.

- If insulation degrades over the years (and some does), heat losses may rise above the designed capacity of the heating system.

- As any furnace ages, efficiency declines, dragging down Btu/h output, possibly below the level of calculated heat loss.

- When a cooling mode is added to the system, furnace capacity may have to be increased to accommodate cooling needs, a step which could oversize the unit for its heating mode.

Spielvogel said there was not sufficient data available at this time to suggest solutions for these problems.

And he cited one more enigma brought about by U.S. energy-saving efforts.

"An existing furnace in a house newly tightened with insulation, caulking and weatherstripping may be oversized because of reduced heat loss," he said.

"But, in this case, there's relief," he added. "Installation of a flue damper will halt the loss of heat up the flue when the burner is off. While there is an energy penalty for oversizing, the flue damper substantially reduces that penalty."

2. An oversized heat pump is inefficient.

"In cold climates," Spielvogel said, "There is an energy benefit to oversizing a heat pump. The larger the pump [i.e. the greater its Btu/h output], the more it will operate on its compressor [efficient], and the less on standby electric resistance elements [expensive]."

However, in cold climates where summer humidity is high, there is a "Catch-22" dilemma. A heat pump oversized for heating is oversized for cooling. "In that case," he said, "the machine may fail to dehumidify the air, and the owners are going to feel uncomfortable."

3. Because new houses are tighter, it's wise to draw combustion air from outside the house.

Spielvogel said there were no unbiased studies now which would determine whether it is more economical to draw combustion air from outside or inside the house. (Traditionally, it is drawn from inside.)

"Using outside air means the furnace or boiler must spend extra energy heating cold air. How much extra? That's hard to say; perhaps 10%.

"A point of information: Drawing cold air for combustion renders a flue damper useless, since only cold air flows up the flue when the burner is off."

4. Where winters are long and cold, builders would do well to specify humidifiers.

"Assuming a new house is built so that infiltration is kept to a minimum and vapor barriers are installed with-

out ruptures, normal living processes will generate between 30% and 50% relative humidity," he said. This is the range generally recommended for indoor comfort. "In those houses, there is no need for a humidifier."

5. A heating/cooling system on demand from a single thermostat is adequate.

"More and more studies show that there are dramatic differences in energy consumption—as much as 40%—when room-by-room controls replace a single thermostat. Here's why.

"A thermostat in the dining room will respond poorly to the amount of heat required in bedrooms. And a control in a master bedroom will do little to meet special needs in the dining room. Individual controls overcome this disparity," he explained.

6. Builders can be guided by upcoming Federal Trade Commission labels on heating and cooling equipment to determine efficiency.

"Disregard them," Spielvogel said. "Compared to building a tight house, sizing a system, installing flue dampers, or any of the other measures I've mentioned, unit efficiency is of relatively little significance."

Further illustrating the vagaries of controlling energy consumption, Spielvogel cited studies at Princeton University. Research was conducted there over several years on 12 houses in the same community, identically built and oriented in the same direction.

"Technicians carefully recorded energy consumption in each house. One house consistently burned 50% to 80% more fuel than the average. Then, suddenly, this same house consumed 50% less fuel. What happened? The original owners moved out, and a new family moved in," he explained.

"The fact is, living habits have a direct effect on energy consumption."

Spielvogel is the principal of Lawrence G. Spielvogel Inc., Wyncote, Pa. A member of and on several energy-related committees of the American Society of Heating, Refrigeration and Air Conditioning Engineers (ASHRAE), he is also a member of the Illuminating Engineering Society (IES). —J.I.

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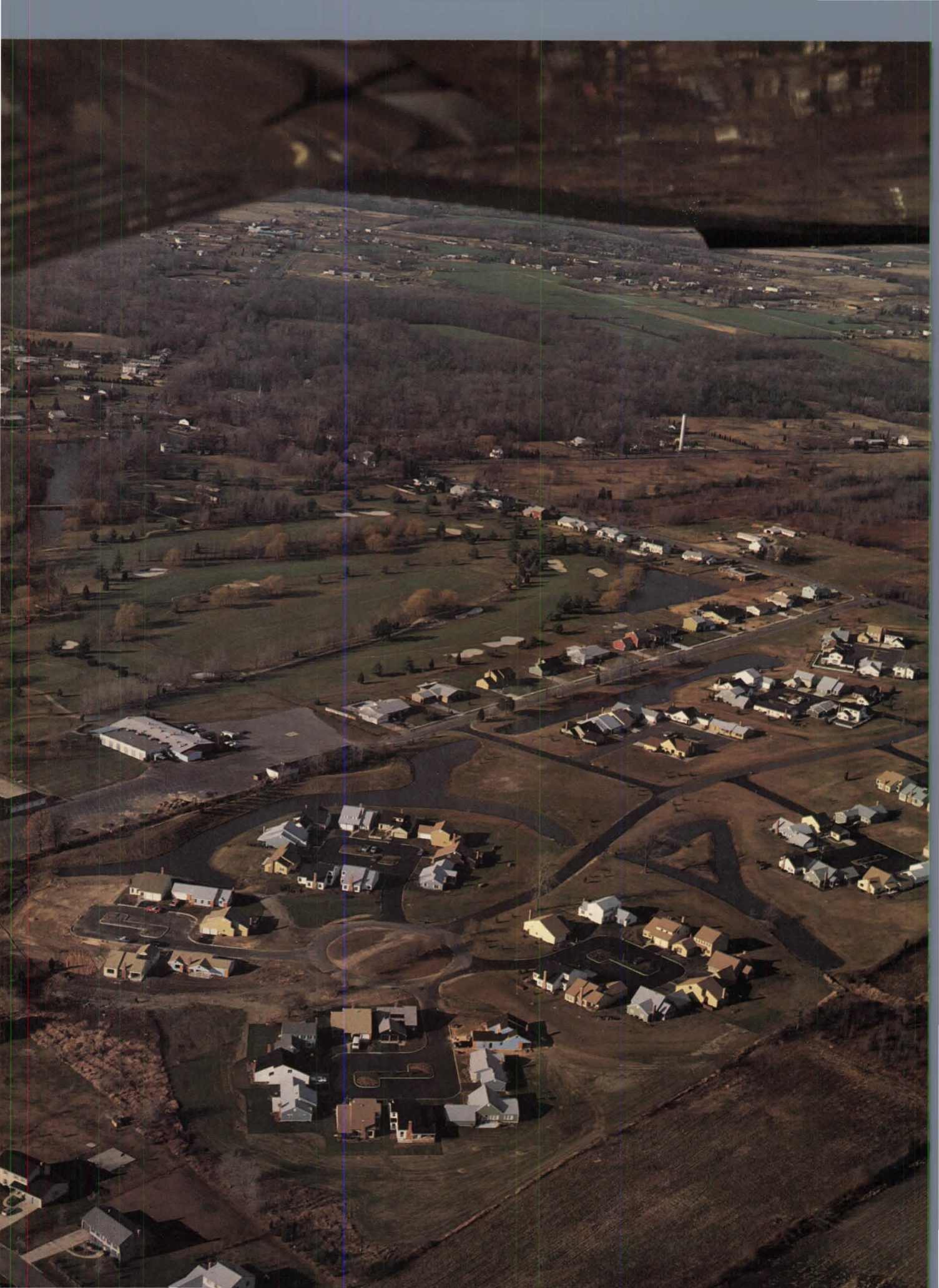
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Country clusters: Single-family in updated guise

What better contrast between the old and the new in single-family planning than this photo?

Up front: the new look at Medford Commons, a 45-acre project with 90 clustered detached houses in Medford, N.J. In mid-photo: the old look at Deerbrook, built at the same two-unit-per-acre density but with conventional single-family siting.

The obvious difference between these projects—both by Bob Meyer Inc.—is that the environment at Medford is far more attractive. The clustering left half of the site for greenbelts and small lakes—and incidentally reduced land development costs by \$2,500 to \$4,000 per unit.

What's not obvious—but is equally important for single-family builders who'd like to vary their product—is that clustering units in this way allowed Meyer to tap a new market without any drastic change in his building methods.

The market: move-downs, specifically those single-family diehards to whom the condo life-style would be anathema.

"We knew a lot of families were ready for smaller houses," Meyer says. "But we also knew they couldn't adjust to the idea of having to ask permission if they want to change the color of their shutters or do other work on the outside of their homes."

Hence the idea for Medford Commons, where the homeowner association's only responsibility is to maintain the common areas.

The project is sold out, but all was not smooth sailing. While Meyer assessed the psychology of his market correctly, his original plan was slightly off base: The first clusters were too tight and unit plans were merely scaled-down versions of the family-size houses his company has built for 14 years.

"They sold," he says, "but too slowly."

So Meyer called in John Rahenkamp, president of RSWA Inc., the Philadelphia planning consultants. The planners' suggestions: Open the clusters by broadening the center areas, and convert existing swales into small lakes.

Meyer also brought in a new architect—Vic Barr of Richard Martin Associates, Philadelphia—to redesign the units.

"We went to somewhat of a California influence inside but kept exteriors compatible with the existing housing," Meyer says.

He adds that even though clustering was a new concept for his subs, they liked it.

"Some felt they made more money because they didn't have to move their equipment as often," Meyer says.

Part of that saving was passed on in the form of lower bids. "But we had to pay more for insulation, drywall and framing for the vaulted ceilings that went with the California look," Meyer explains.

Meyer has two caveats for builders who would like to try such a project

1. The market is limited. "In a town Medford's size—pop. 15,000—you can draw on about 150 families with a concept like this," he says. "But you couldn't sell 600."

2. If clustered single-family is a new concept in the area, don't try to sell the idea verbally because the first thing prospects will say is, "There's no privacy; the houses are too close together."

Instead, build a model cluster so you can ask prospects to point out the closest house they see from each unit.

"When I did that," Meyer explains, "no one could see the houses next door. All they saw were units across the open space and on the other side of the courtyard—and they're 120 feet away."

—JUNE R. VOLLMAN

SINCOOT HODDGE

Varied-size clusters, shown fully and partially completed, are sited within greenbelts and along small lakes into which storm drainage runs. Since most drainage is above ground, little piping is required; it's primarily in courtyard areas.

There are no curbs—except in courtyards to define parking areas and property lines.

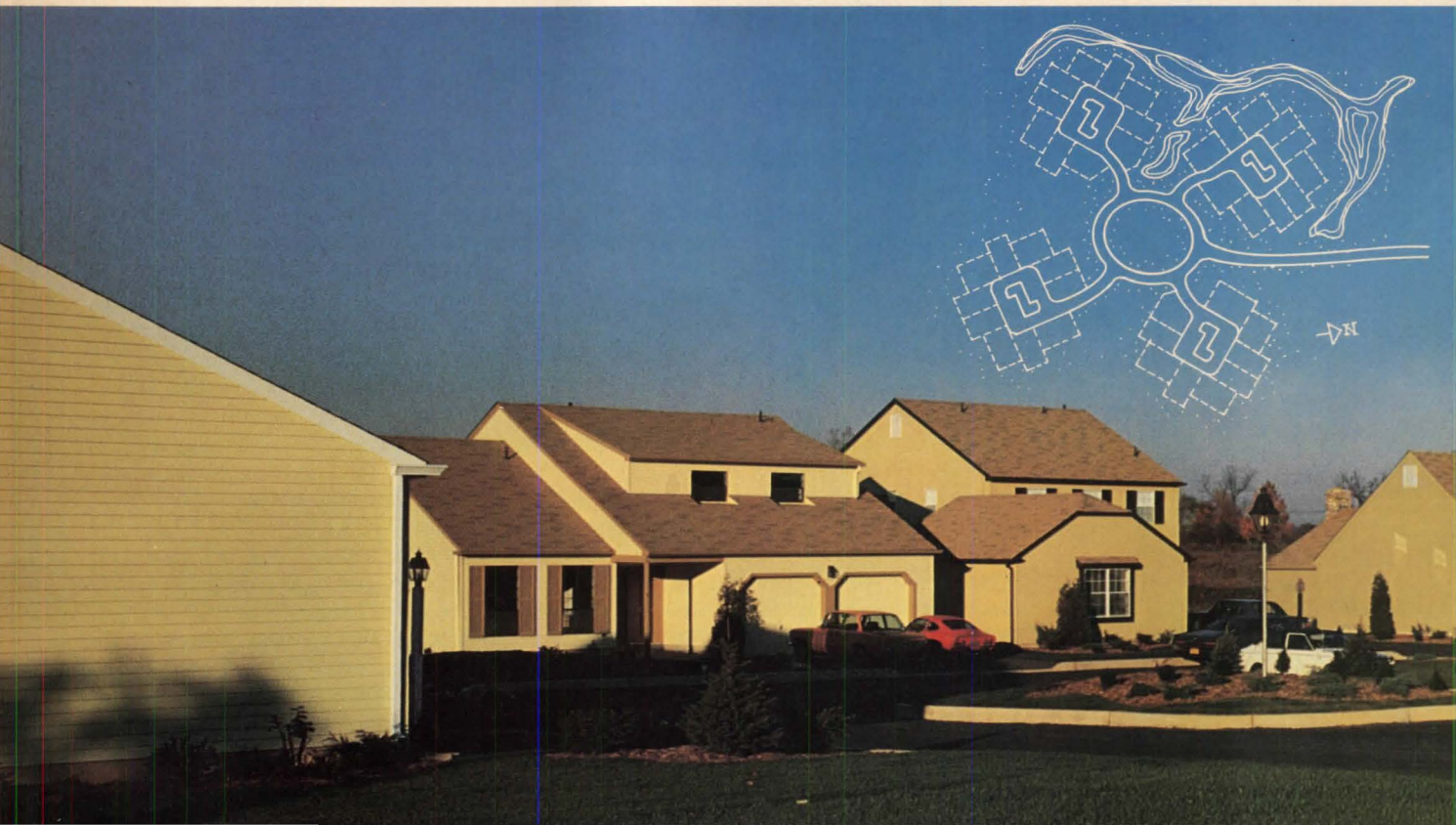
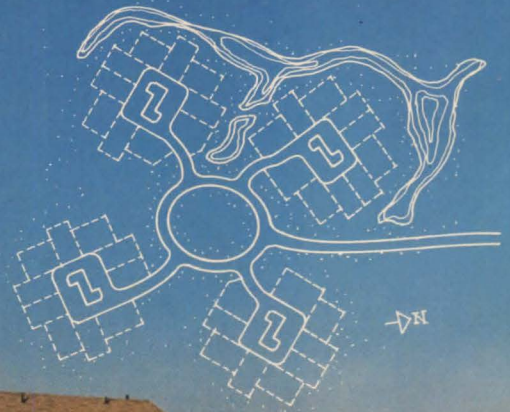
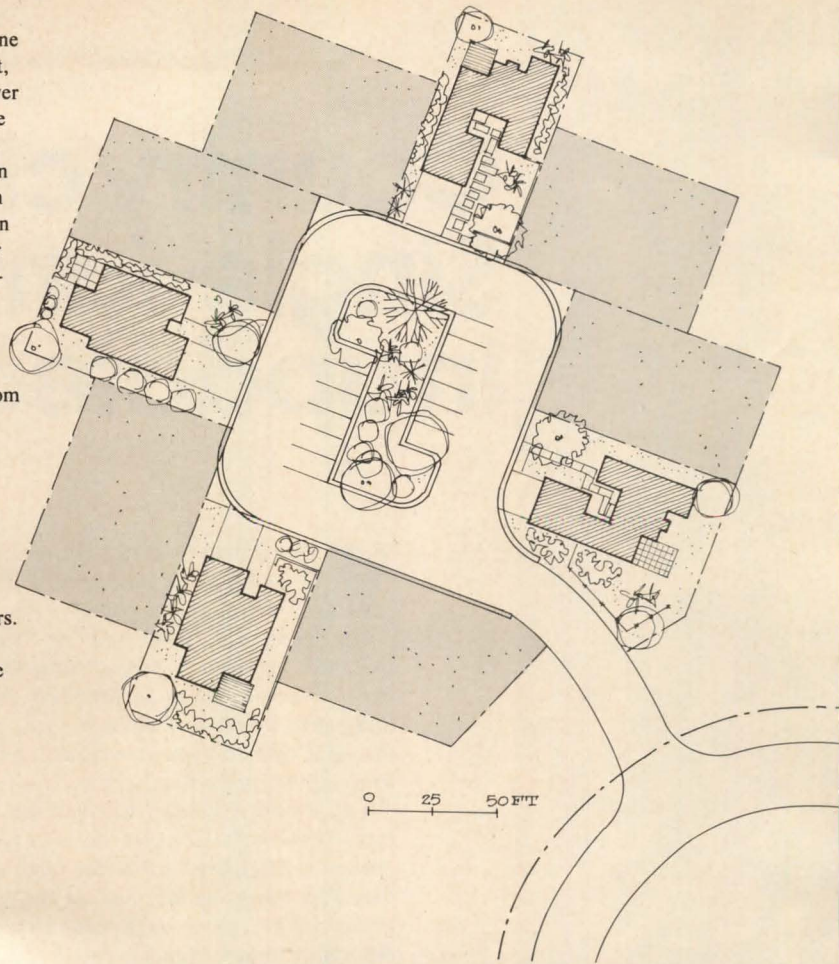
The large gray building in mid-photo is an old barn; it is the builder's sales office.

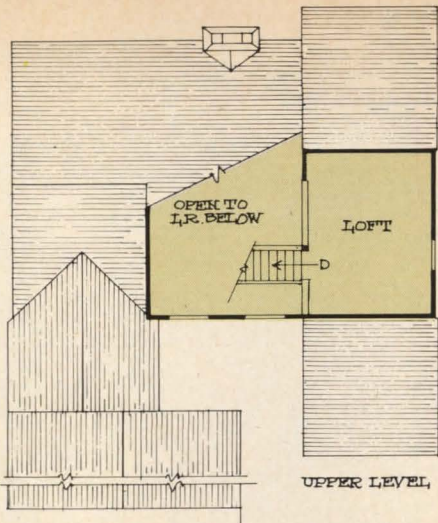
Clusters are flexible

Typical cluster, like the one shown in the plan at right, is laid out so builder Meyer can plug in any one of the project's six models. All that's required is a shift in the garage entrance. Even so, to assure variety within individual clusters, Meyer limits the number of similar units in each.

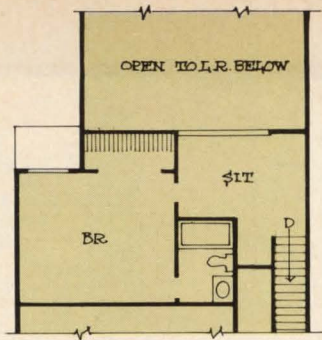
Cluster groups, shown in the partial site plan (*inset in photo below*) contain from seven to eleven lots. Lot sizes range from 4,500 to 5,000 sq. ft.

Built-out cluster, in the photo below, contains a mix of the housing styles that have appealed to Meyer's move-down buyers. (There are only four pre-college-age children in the project's 90 units.)

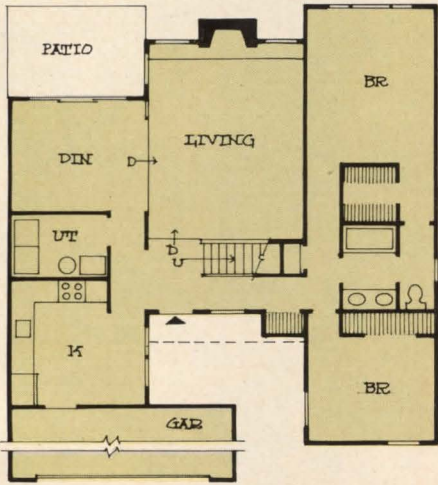




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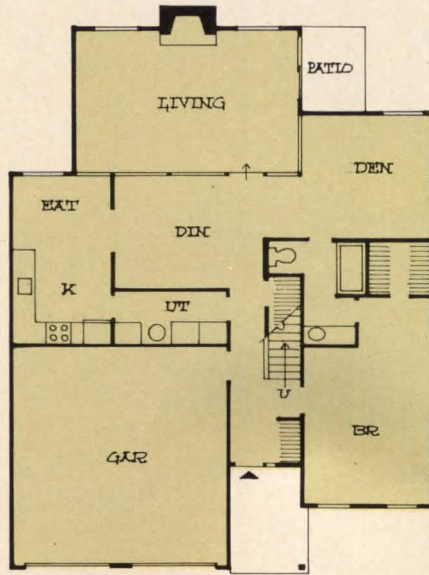


UPPER LEVEL



LOWER LEVEL

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LOWER LEVEL

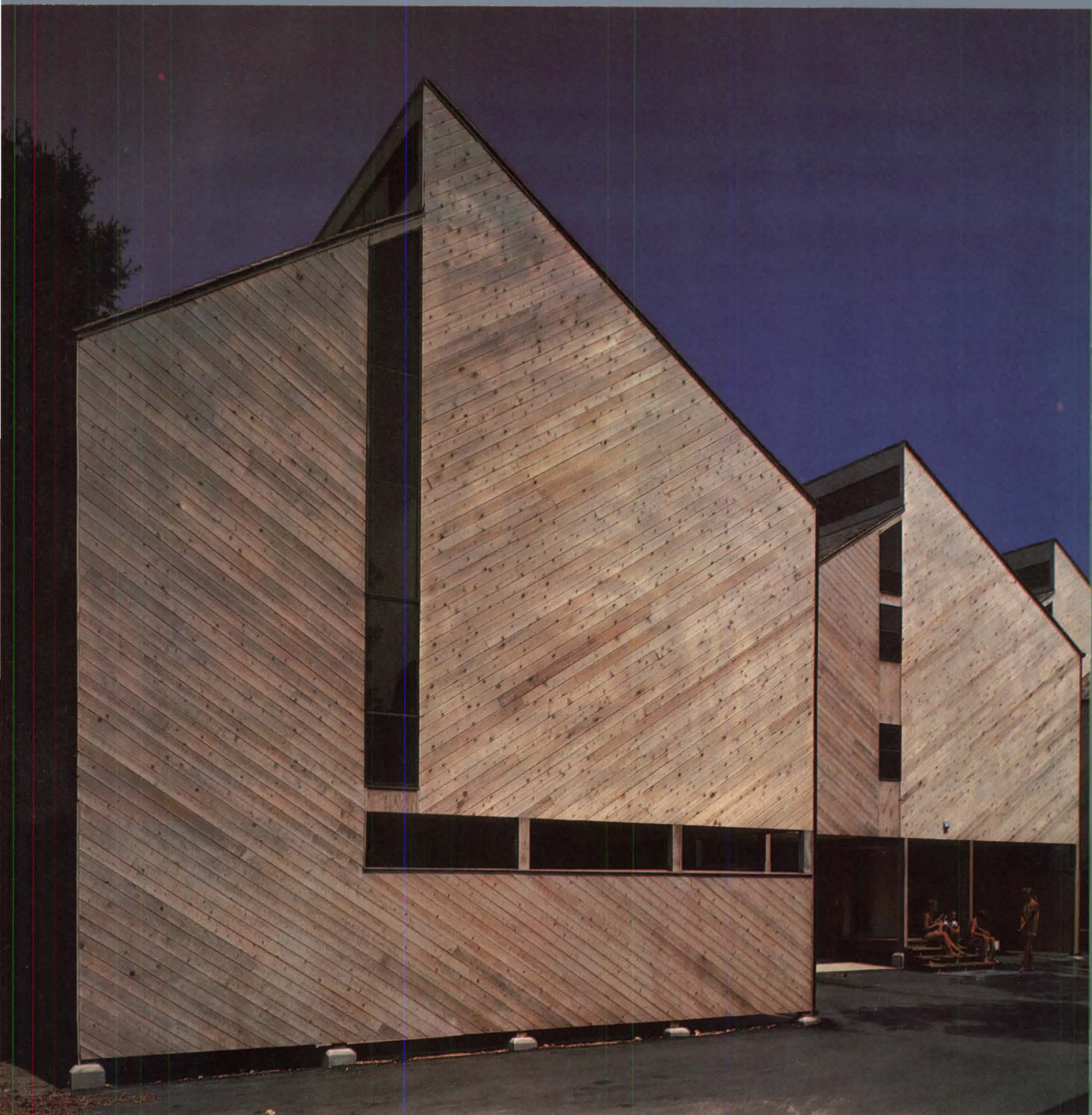
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Revamped unit plans—two of six offered are shown—reflect the influence of California design trends. Among them: lofts and cathedral ceilings. The plans orient from front to back instead of horizontally, as do typical single-family plans. There are few sidewall windows, and their absence assures unit-to-unit privacy.

The West Coast look, Meyer says, has attracted a few young professional couples to the community. But most buyers are over 50. Primarily, they're moving from larger homes in the immediate area. Prices for Medford Commons' 1,350-to-1,900-sq.-ft. units ranged from \$55,000 to \$65,000.

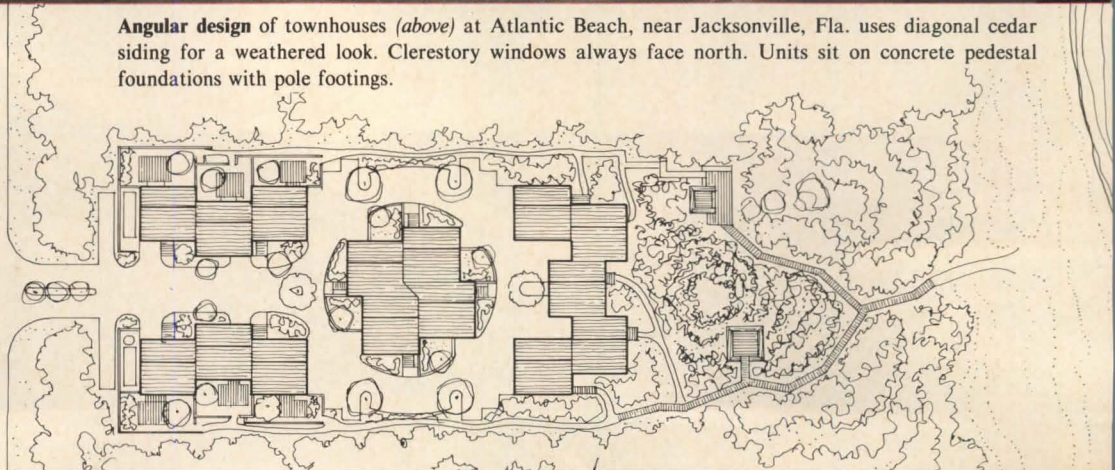
HUGH LOOMIS





PHOTOS: OTTO BAITZ

Angular design of townhouses (*above*) at Atlantic Beach, near Jacksonville, Fla. uses diagonal cedar siding for a weathered look. Clerestory windows always face north. Units sit on concrete pedestal foundations with pole footings.



Single-family privacy at multifamily density

These 15 townhouses in Atlantic Beach, Fla. are actually built at a density of 20 to the acre—since half of their site has been set aside as a nature preserve.

Yet the angular, three-level units have as much privacy as most detached homes.

The seclusion is achieved with imaginative design and siting that make the most of the tract's unusual terrain. Specifically:

- Townhouses are oriented beachward to direct views to the untouched sand dune, trees and seaside vegetation instead of to other units (*site plan facing page, below*).

- Setbacks are staggered within each group of townhouses to isolate private, outdoor gardens (*photo right*).

- Windows face the beach or overlook the garden areas—but never another unit.

- And parking is restricted to covered carports or to spaces hidden in the trees.

"We've built on an area of only 150-by-270 feet," says architect William Morgan. "But there's never a sense of being crowded or confined."

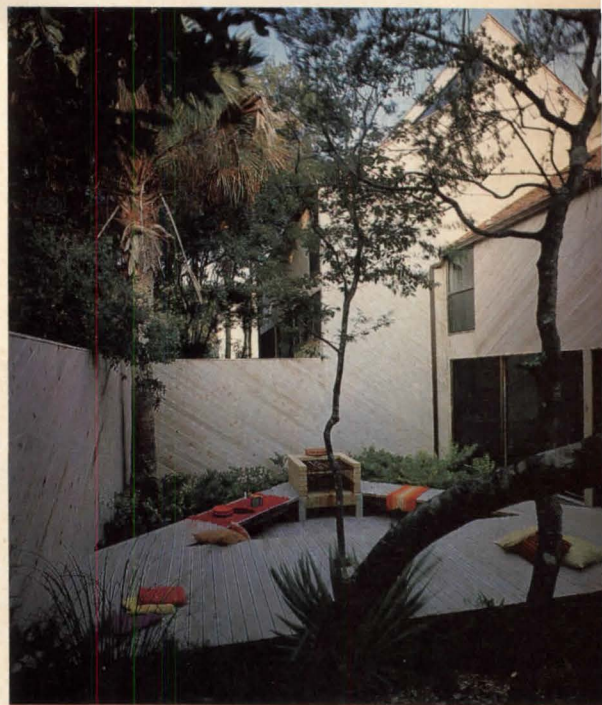
The clerestory windows (*photo left*) face north for best light and least heat. Inside the shells, however, a single floor plan (*page 58*), sized from 1,479 to 1,532 sq. ft., is turned in various directions to give units individuality and take advantage of the rolling terrain. Moreover, the five most easterly-sited units are raised an extra level by pilings to permit views over the 30-foot-high dune; these homes offer an extra bedroom and up to 219 additional square feet of living area.

"The floor plan is based on a series of square modules," says the Jacksonville architect. "By turning it, we can create a variety of entry views and natural lighting possibilities. We've even shaped one grouping like a pinwheel so that the entries face all four compass points."

Using a single floor plan saves money, too. Bearing walls are uniformly sized.

The number and arrangement of baths, closets, windows and ducts are virtually identical. And bath and kitchen equipment is standardized.

Surprisingly, the project—called Sea Gardens—has not sold smoothly. Two developers joint-ventured it initially, but one withdrew because of ill health and the other lost the project to his lenders by default.



Private gardens (*above*) are screened by blank walls of neighboring units.

Clustered townhouses (*site plan left*) are grouped in a village-like setting on western half of 1.6-acre site. Beachfront half is left untouched, with sand dune and seaside vegetation accessible through cedar boardwalks and viewing platforms. Natural amenities of site obviate the need for conventional recreational facilities.

New owners—American Federal S&L of Jacksonville and Guaranty Bank of St. Petersburg—called in Watson Realtors of Neptune Beach last fall to promote sales. They've sold 10 units at \$69,900 to \$86,000 and expect to sell the rest this month.

"The area is ripe for development," says Watson's Liz King. "We've had no problem attracting young singles and couples and empty nesters."

—JOEL G. CAHN

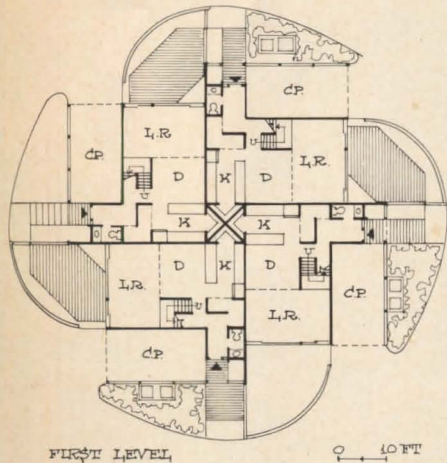
SINGLE-FAMILY PRIVACY CONTINUED

Modular system permits shift-around floor plans

Shown at right are three Sea Gardens townhouses—each using the same three-level floor plan. (The different townhouses are shown from left to right, their different levels from top to bottom.)

The floor plan uses square modules positioned around a central stairwell. So, inside the house's exterior shell, the floor plans can be shifted about in different directions to vary entries and take advantage of terrain.

This is illustrated by the first-level plan of four townhouse units shown below. Here, the layouts are in the shape of a pinwheel, with entries facing all four compass points.

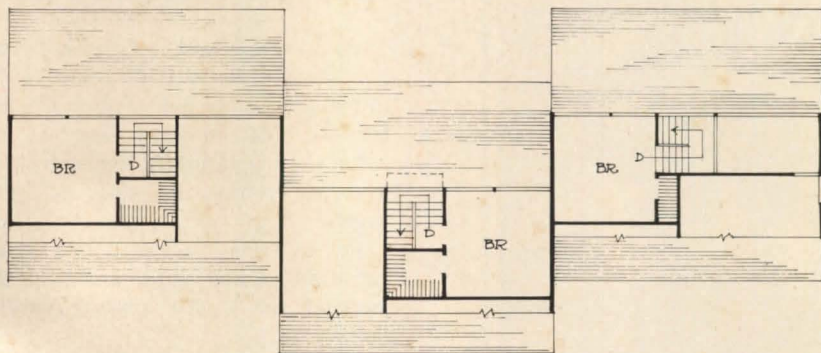


FIRST LEVEL

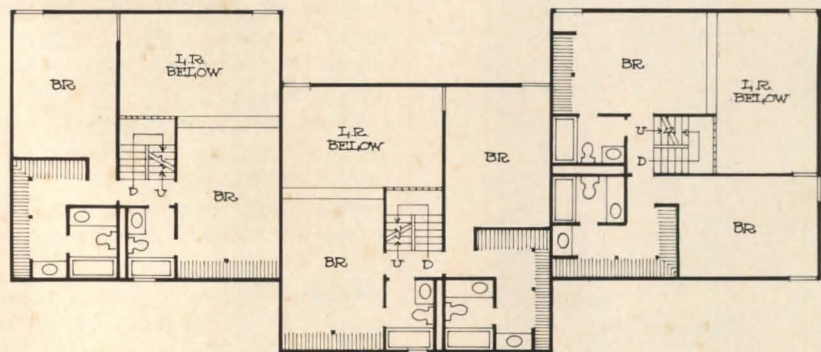
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Turning or shifting the floor plan also changes the view of its two-story living room from the entry. Since the house's roof pitch is constant, clerestory windows can run the length or the width of the room. This alters its perspective and lighting.

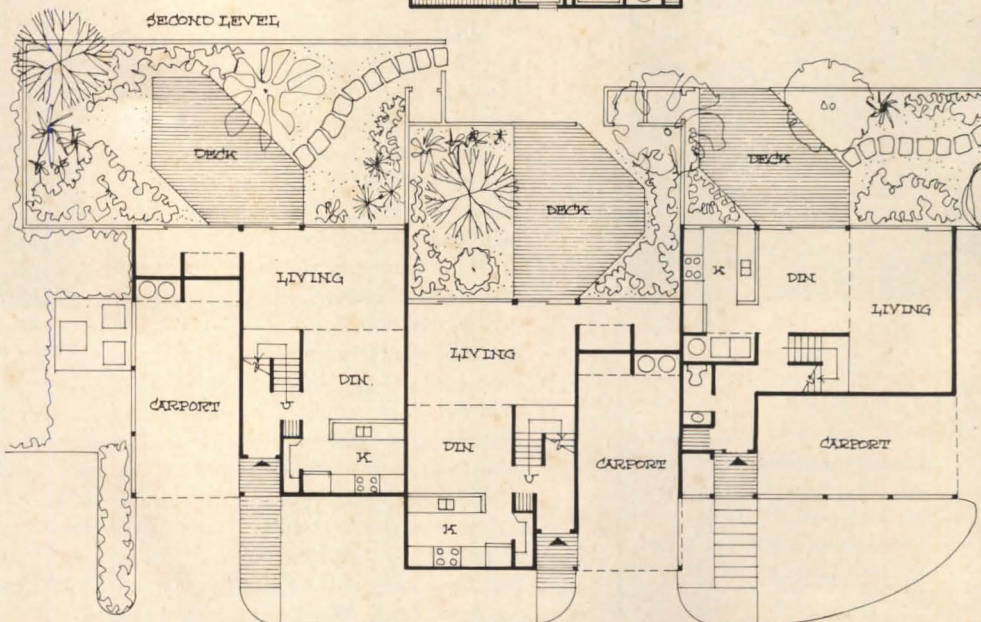
Volume ceilings in the living room and second-floor master suite, and the entire third-floor sleeping loft occupy what is normally attic dead space under the roof.



LOFT LEVEL



SECOND LEVEL



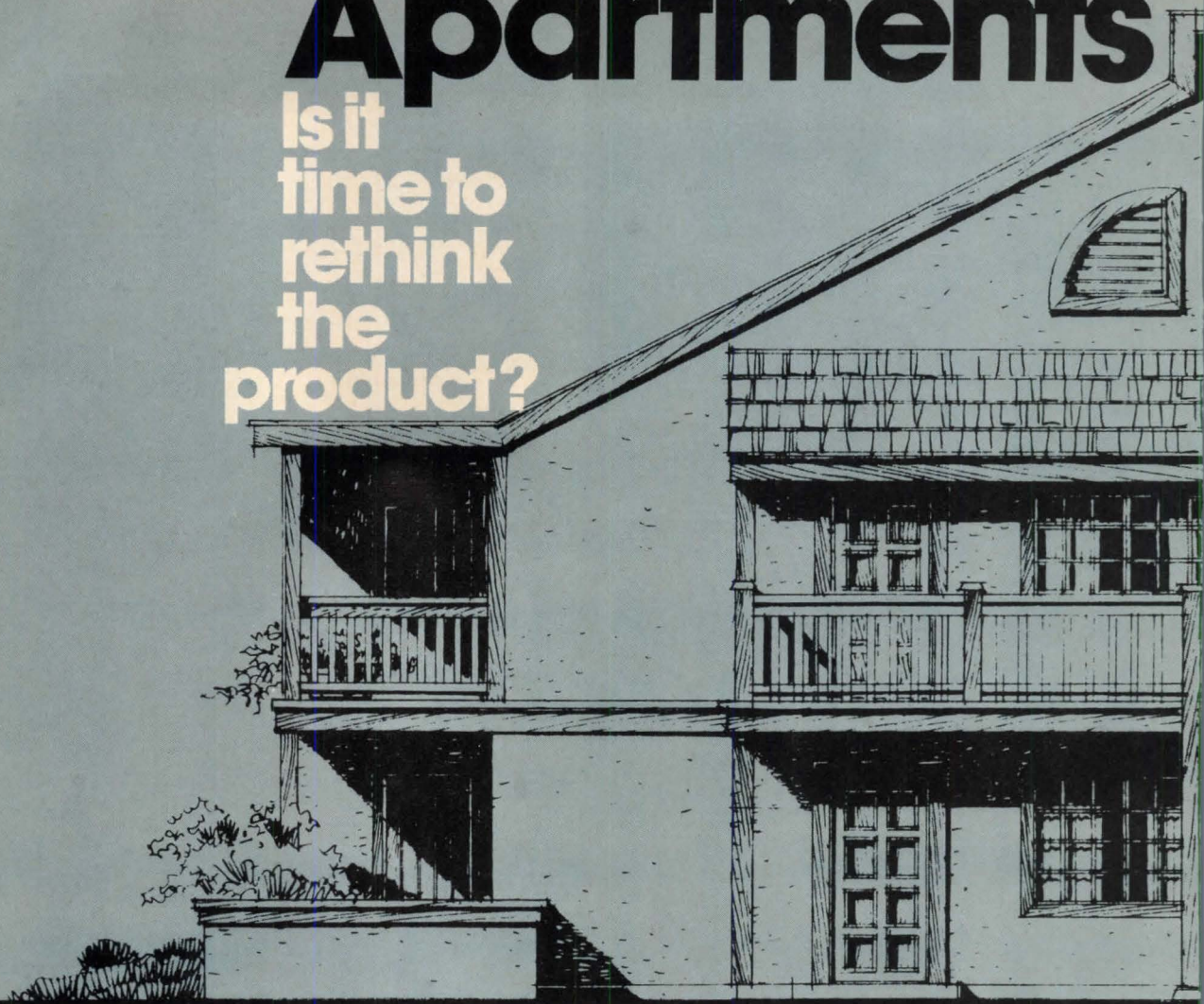
FIRST LEVEL

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Apartments

Is it
time to
rethink
the
product?



There are those who say it is. And for good reason.

With costs outpacing income, few developers in the last five years have been able to make the numbers work on conventional rentals. Yet demand is high; many cities report vacancies below five percent. As a result, tenants are beginning to pay higher rents for desirable apartments. They also pay for their own heat and utilities. To afford this, however, many must settle for less space or else double up with a roommate.

Thus the few developers building apartments today have had to rethink the product. Most are offering smaller units and putting much effort into their design. They're figuring out ways to standardize to hold down construction costs. They're concerned with energy efficiency. And they're reconsidering amenities.

Some developers have also rethought their market and found that they should offer more product, not less. They are building with a view toward eventual conversion to condominium. Or they have found a hole at the upper end of the market.

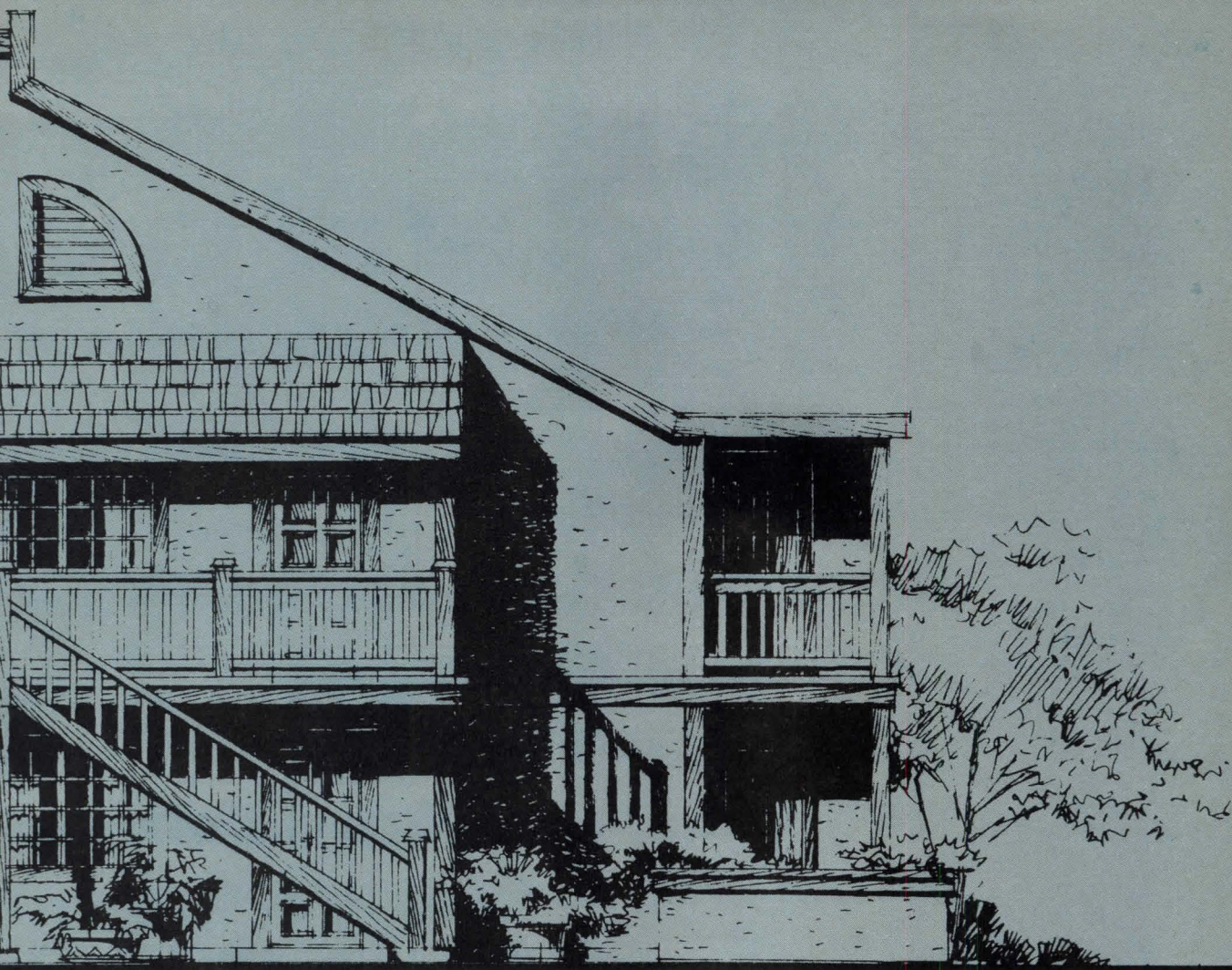
But whatever the solution, now is the time to rethink rental apartments. Here are some of the changes you might consider.

Project design: Consider five basic changes

1. A smaller complex

"The larger the job, the more inefficient the operating expenses and the harder it is to come out with a profit," says Ed Kelley

of Oak Brook, Ill., a nationally known property management consultant. Kelley thinks the most efficient size is about 125 units.



Gary Thompson, vice president for planning and design for Ring Brothers, based in Santa Monica, Calif., thinks the most efficient size may even be a little less than 125 units. "It depends on which market you're aiming for," he says.

And Don Pickens, CPM, senior vice president of Robert Young and Associates, in Richland, Wash., believes any multiple of 125 makes for efficient on-site staffing. "A 66-unit project would be awkward," he says.

Developer Terry Monson of Madison, Wisc., points to the risk factor in large complexes: "It's really hard to take on a big project with the upturns and downturns in our market coming closer and closer together."

Not everyone agrees. Pat Suman, who is in charge of architectural planning for Edward Rose & Sons, the big apartment builder based in Southfield, Mich., believes that larger complexes are more feasible partly because the per-unit land cost is generally lower.

Leo Zickler, president of Oxford Develop-

ment Co. in Indianapolis, Ind., concurs: "We like to see projects in the 200 to 350-unit range because the cost of providing management services can be more effectively spread among the units." He adds that the economies of building usually work out better on a larger project too, but he admits that it is harder to find land in good locations for the larger projects. "And," he adds, "once you find it, you're more likely to have a tough time getting zoning."

In Texas, Bob Dickson, the Dallas development partner for the Lincoln Property Co., says he has done projects as small as 18 units and many that were 100 units, but he feels that the optimum size is between 200 and 250.

"They manage well that way," he says, "and they finance well. Getting the utilities works well. And so does architectural planning. When a project gets much larger, you start to have problems. And when it's smaller you're faced with a different set of problems."

TO NEXT PAGE

Here's what's going on with apartments today...

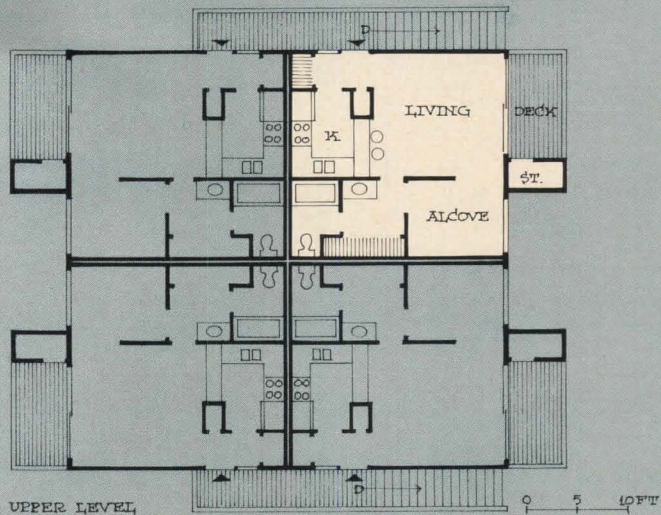
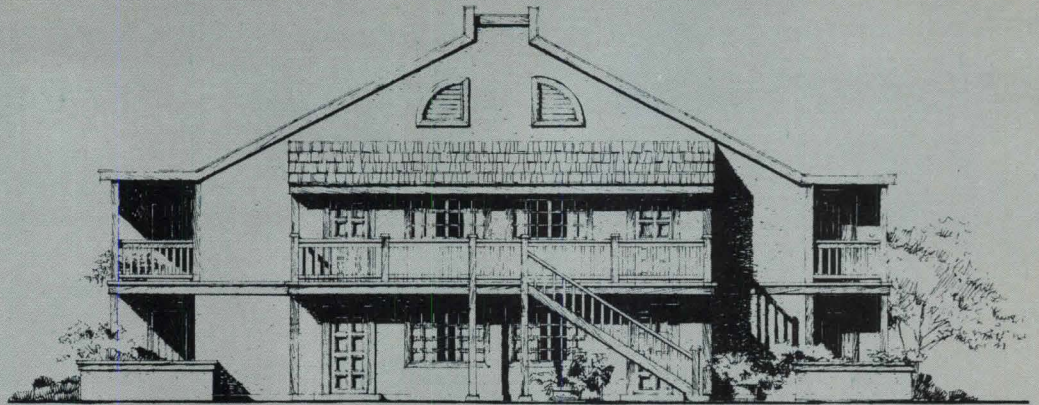
Eightplexes give feeling of intimacy

A good example of what's happening with apartment design is still on the drawing boards of Kiyotoki/Hamilton Associates of Irvine, Calif.

The eightplexes are much more residential-looking than a typical garden apartment. They offer flexibility in siting, particularly where there are abrupt grade changes. And they allow construction economies, with back-to-back kitchens and baths.

The units are small, ranging from the 506-sq.-ft. junior one-bedroom plan at right to a 948-sq.-ft. two-bedroom plan.

Most of the space is visible from the living room, and the deck adds to the apparent space. Notice, too, how a private area was provided for dressing.



2. Tighter density

Dickson's new units average about 750 sq. ft., and he builds them at about 28 units to the acre—usually the maximum allowed by zoning. "We spend a lot of time on our site planning to make the views out of each apartment as pleasing as they can be," he says. "People don't mind being close to each other if a site is well planned; in fact, there's some security in knowing that someone else is over there 25 or 30 feet away."

With the trend toward smaller apartments, high densities don't necessarily mean greater ground coverage, according to Ring Brothers' Thompson: "You can achieve them with the customary land-use coverages; you don't have to build on every square foot of land if the units you build are smaller."

In some markets, Ring Brothers has

traditionally built at densities ranging from 35 to 50 units to the acre, using three-story buildings set fairly close together. But the projects are heavily waterscaped, and the waterfalls, streams and fountains not only provide views for the apartments, but the sounds of the water mask the sounds of the people.

Kelley believes that waterscaping will become more common in the future—even in colder climates—as more apartment developers tighten up on their densities. It is already being used in the north for marketing reasons: to add appeal to a dull site, reduce turnover and generate rent premiums. Two cases in point: Oxford Development's Chesapeake Landing, which creates a seaside atmosphere in land-locked Indianapolis, and Chelsea Ridge Associates' Chelsea Cay in Wappingers Falls, New York.

3. Smaller buildings

Tenants will put up with high-priced, small apartments built at tight densities if they feel that their homes have a sense of identity. Smaller buildings of six, eight or ten units are one answer, for in buildings of this size each tenant's entry is private or shared with just one other tenant. And having one's own entry provides a far greater feeling of home than having a doorway off a long corridor.

There are other advantages to smaller buildings:

- They're easier to site on difficult terrain.
- They lend themselves to construction economies, such as grouping units to concentrate plumbing.
- They make good condominium conversions.
- They have little or no hallway space for the owner to maintain.



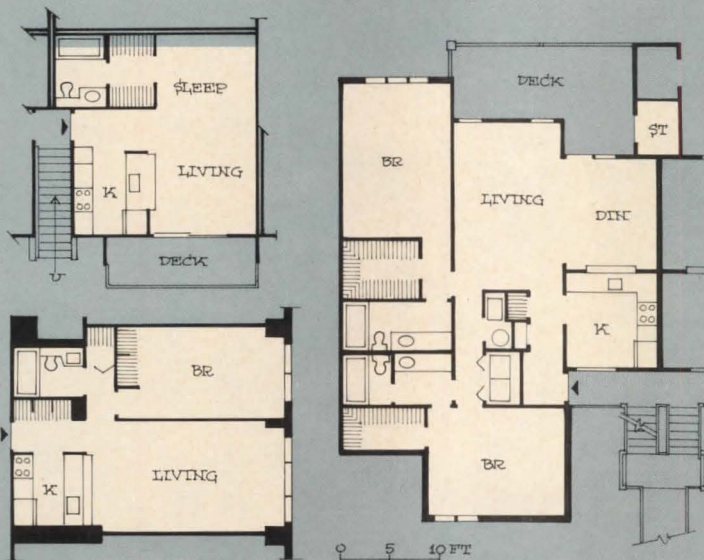
Landscaping boosts rents

Any site can become a view site with land and water-scaping. For example, the Woods, a 149-unit complex built by the Mayer Group in Canoga Park, Calif. (photo left) traditionally enjoys full rent-up at above-market prices.

Small units pay in right setting

Two examples: a 471-sq.-ft. California condo with a base price of \$44,950 (above right) and a typical 660-sq.-ft., one-bedroom Manhattan apartment renting for \$1 a sq. ft. plus premiums (below right). The California job is extensively waterscaped; that in New York is well located.

The efficiency is at the Springs in Irvine being developed by Sterling Homes Corp. of Santa Ana. Architect: Kermit Dorius & Assoc., Corona del Mar.



A big plan for roommates

The 1,220-sq.-ft. plan at left is ideal for roommates, for both bedrooms and bathrooms are nearly equal. It will be offered in the Trowbridge Apartments, being built by the Sheron Group in Atlanta. Sheron will also offer an oversized one-bedroom plan with nearly 1,000 sq. ft. to appeal to the broadest market, including affluent singles, roommates and the widowed or divorced.

"We've got it down to where all we have to do is shovel the walks and mow the lawn," says Terry Monson in Madison, Wisc. Monson carries the small building to the ultimate: Many of his rentals are in duplexes or four-plexes built to look like large private homes.

4. A quality look

"People want status. If your tenants meet their friends at a cocktail lounge because they're ashamed of where they live, they won't take care of your property and you'll also have high turnover."

So says developer Terry Monson, whose philosophy is to get the best possible tenant by offering the best possible place to live.

"I probably get the highest rent in the city of Madison, and I'm always full," says Monson. "But I provide

large rooms, colonial detailing such as crown and chair moldings and six-panel doors, and top-of-the-line fixtures and appliances."

A good portion of Monson's tenants are empty nesters, with incomes over \$25,000. They appreciate the wallpaper and expensive fixtures Monson offers and treat them with respect. And Monson encourages them to put down roots in his rental complexes—both literally and figuratively—for he makes available plants and tools for tenants who want to plant a garden outside their patios.

Some developers are switching to different exterior materials to achieve a quality look. "We've gone to much more masonry than in the past," says Lincoln Property's Dickson. "It's the psychology of quality, both with ourselves and our tenants."

And in Atlanta, Charles Sheron's

newest project will have a brick exterior, even though it costs an extra dollar a square foot to build.

"You can't get a lender to give you any more money for brick, that's the sad part," says Sheron. "So it means we have to come up with more equity money at the front end. But we plan to be owners, not sellers, so we have to justify our worth."

A quality item that many apartment developers are building into their new complexes is energy efficiency. And for good reason: Most new projects have individual metering, and when tenants pay for heat and utilities they're hard-nosed about paying the penalty for substandard construction.

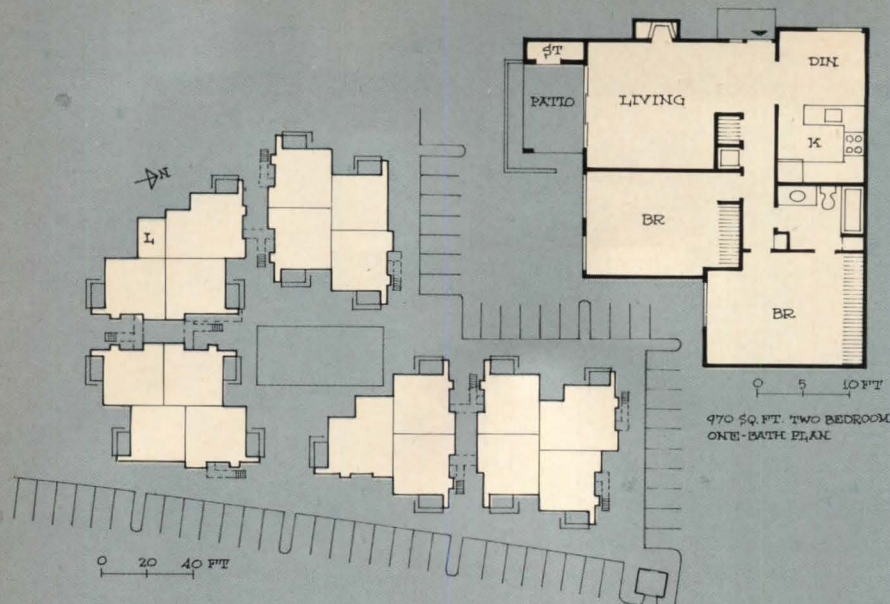
"We're using insulated glass and higher R-value insulation both on the perimeter and ceiling," says Sheron. "We don't want tenants moving out if somebody builds a better cave."

More new ideas for apartments...

A village plan scales down a big complex

Six different unit types are joined in different combinations to create two- and three-story modules that are then connected via breezeways. These buildings—no two are alike—are sited around heavily landscaped courtyards (*partial site plan, far left*). This siting plus the articulation of the buildings and the staggered rooflines break the 214-unit complex into “villages” that offer residents a sense of identity.

The project, known as Grandridge, is being built in Kennewick, Wash. by Robert Young & Associates. Architect: Donald Sandy Jr., AIA James A. Babcock, San Francisco.



A quality look offers status

The Monson Construction Company's projects in Madison, Wisc. offer large apartments in small buildings with distinctive elevations (*rendering, right*). They appeal to high-end market and are always full. Architect: Associated Architects Inc. of Middletown, Wisc.



And Pat Suman reports that Edward Rose and Sons is now enclosing its outdoor corridors in colder areas primarily to help conserve energy.

Another means of creating a quality look is to build theme projects. Oxford Development, for example, has built not only the Chesapeake Bay village in Indianapolis mentioned above, but an apple orchard, a New England village and a Scandinavian village.

And in Wisconsin, Terry Monson's newest project will again have an early American theme, but this time with a difference: The 270-unit complex will be built in phases, each phase being a cul-de-sac with its own theme, including colonial New York, Pennsylvania, old New Orleans, etc.

“In doing a theme project, you can't do a splash here and a splash there,” says Monson. “Any time you fake something, people notice and then they

wonder what else is being misrepresented.”

There's still another way to achieve a quality look for an apartment complex, and that is to provide landscaping—lots of it.

“Some of the projects we're working on now have landscaping budgets of over \$4,000 a unit,” says Ed Kelley.

And Edward Rose is going back and re-landscaping some of its older complexes. “It makes them attractive to new tenants,” says Pat Suman, “and it makes old tenants likely to stay.”

Chuck Johnson, general manager of the Lakeridge Apartments in Reno, Nev., emphasizes that the upkeep of the landscaping is vital in a high-end project.

“It makes people feel they're at home, not in an apartment,” he says, “and that's what we cater to.”

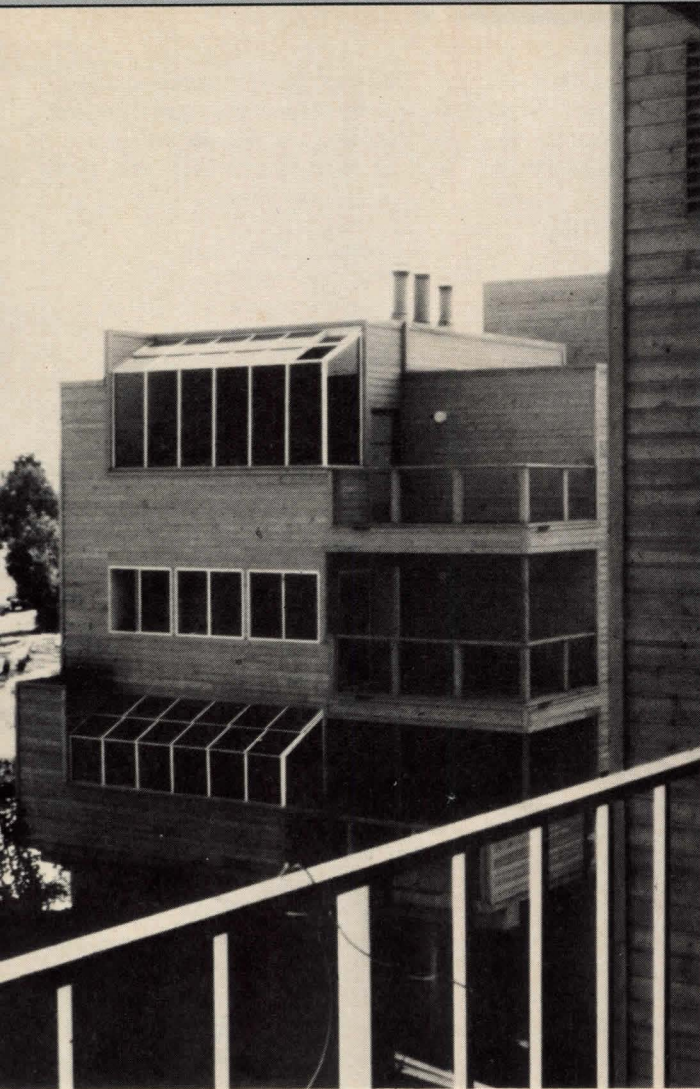
5. Fewer amenities

Ed Kelley predicts that the swimming pool will soon be a thing of the past in apartment complexes; he sees it being replaced by a “sun bowl,” which gives people the same excuse as a pool to be undressed outdoors.

Most of the developers interviewed, however, were still building pools, although many are cutting down on the amenity package. And one had cut out amenities entirely: Terry Monson, of Madison, Wisc.

“We provide everything you normally find in a house: intercoms, colored plumbing fixtures, expensive tiles, good carpeting, washers and dryers,” says Monson. “But we provide no swimming pool, no tennis courts and no clubhouse. All of that money goes into the apartments instead.”

In California, Ring Brothers' Thompson points out that, as projects

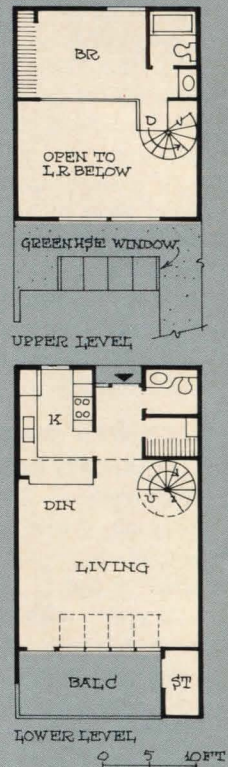


Small units expand with greenhouses, volume space

The units shown in the construction photo at left are for sale—at prices ranging from the low 50s for a 600-sq.-ft. efficiency (similar to the first floor of the plan shown at right) to about \$200,000 for a 1,668-sq.-ft. plan. But they contain ideas that could be used for rentals.

The plan shown was one of the most popular. Note how the space is expanded in four ways: with volume ceilings, a 200-sq.-ft. loft, a greenhouse wall and an open floor plan.

The project, called Seascape, is being built in Redondo Beach, Calif. by the Lincoln Property Co. Architect: The Landau Partnership Inc., Los Angeles.



get smaller, it's not possible to provide the same amenity package as with larger projects. In addition, because the market is so much more price-sensitive than in the past, "on-site improvements must be watched more closely than before," he says.

Oxford Development, which builds in the Midwest and in the Washington, D.C. area, still provides a swimming pool, tennis courts and some kind of clubhouse-office building in its complexes, which usually contain between 200 and 350 units. But the clubhouse

itself has changed over the years.

Sometimes, for example, it includes racquetball courts. But the biggest change has been to create well-defined spaces within the clubhouse for different uses: a game room with either ping-pong or pool tables, a larger room with a raised platform that can be used for weddings, lectures or parties, and—most popular of all—a room with a television set, a fireplace and a bar that's known as the "Monday evening football TV room."

The party room must be scheduled.

And Oxford encourages requests from outsiders, such as Yoga groups, because this allows people who don't live in the complex to see Oxford.

"From our perspective, the clubhouse is part and parcel of our marketing and merchandising approach," says Oxford's president, Leo Zickler. "In addition, the key to holding people in apartments is to help them develop a network of people they enjoy being with, which is why we like to provide some activities that they can share with other residents."

Apartment design: Consider units that are smaller but better

Everyone agrees you'll have to charge higher rents per square foot. But reducing the number of square feet in your apartments can make them affordable to more people. And take a hint from the condominium developers who have no trouble selling units with as few as 500 sq. ft.: The market isn't after square footage, it's after livability.

Some of the things you might think about:

1. Consider building fewer walls

"You want to be able to experience most of the space within the unit at any one time," says Gary Thompson, who is in charge of planning and design for Ring Brothers, which builds

efficiencies as small as 420 sq. ft.

This means reducing the number of walls within the unit. Most commonly it is the wall between the kitchen and dining or living area that is eliminated. It may be replaced with a counter or opened up with a big pass-through.

An idea from Terry Monson: The sink is placed in front of the pass-through, and a dry bar is placed on the other side. Thus a person can reach from the dry bar to the sink and enjoy the advantages of a wet bar at very little cost.

In a small apartment it may also make sense to provide an alcove for sleeping rather than a separate bedroom. Or a low division wall may be used to separate the sleeping area. Either way, the bedroom becomes part of the living room visually and makes it seem larger.

2. Consider dual-purpose areas

Look carefully for ways to make space do double duty. For example, an entry foyer may double as a dining area. Or part of the living room may be set aside for dining.

In your furnished models, you might use sofa beds or fold-down beds in the living area to show that it can become a sleeping area at night.

But in your quest for a smaller, more efficient unit, don't forget to provide some private areas, warns Gary Thompson. For example, a private dressing area becomes vital when a tenant has a guest.

3. Consider window type and placement

Light is your greatest ally in making small spaces seem larger, and so the size and placement of windows become crucial in smaller units.

Windows placed opposite a room's entry make the room appear larger.

So do corner windows.

Windows that are wider or longer than usual open up a room (but you must consider energy trade-offs).

A greenhouse window, in just 12 or 14 in., can add many feet of apparent space. The same goes for bay or box windows. These window types have the additional advantage of adding some interest to a building's facade.

It is for this reason that Lincoln Property in Dallas is experimenting with a 7' x 9' glassed-in area that it calls a "garden room."

"It's not really a room but sort of a glassed-in area located either at the end of the living room or the bedroom," says Bob Dickson. "We hope it will add some interest to some three-story buildings we're doing."

4. Consider volume ceilings

Don't rule them out as being too expensive to build until you have carefully considered the trade-offs.

Says Gary Thompson of Ring Brothers: "At one time everything we built on the top floor was volume. Not only that, it had open beams, wood ceilings and the like. That was our standard package.

"Today it's no longer standard; it's a very specialized item that goes into a building. But we do it even on the tightest-budget units. It's more important than many other things we could offer including a fireplace."

In many areas volume ceilings can not only make a small space seem larger but they can provide additional rentable space in the form of a loft, which can be reached by a circular staircase or even a ship's ladder.

5. Consider providing built-ins

"Tenants don't like to buy case goods," says Ed Kelley. "They don't like to spend money on bookcases or on cabinets. And they'll pay more money for smaller, more functional space that includes these items."

Bob Dickson of Lincoln Property in Dallas sees built-ins as a way of reducing turnover. "What everybody is looking for is a more permanent tenant," he says. "The cost of building a bookshelf isn't much if you're talking about reducing your turnover by 50%."

Ron Ranes, vice president of Lincoln Property in Santa Monica (who is now building condominium apartments) laments that American manufacturers haven't done enough about producing attractive wall units and wardrobes:

"No matter how clever an architect is in designing a small living space, it only works if a clever interior designer or decorator can have available to him at reasonable cost the things that make the small unit work: the good Murphy bed, the good wall unit that's also a wardrobe, or the wall unit that can become a wardrobe if the closet isn't big enough for that particular apartment dweller.

"The way it now works, most of these items are imported and therefore very expensive. It defeats the original goal of producing a small unit that more people can afford."

6. Consider jazzing up kitchens and baths

"You can't compare our 700-sq.-ft., in-town, one-bedroom unit to the 900-sq.-ft. units they're building out in the suburbs," says Jerry Slavet, vice president of the MB Group in Boston. "So we're trying to appeal to a more sophisticated clientele by accenting both kitchens and baths."

The baths will contain an upgraded fiber glass tub and track lighting. And for the kitchens, the MB Group had tried to find black appliances like those featured in a foreign decorating magazine, but found that nothing similar was available in this country.

In California, Lincoln Property's Ranes echoes this complaint: "If we could find an American manufacturer who would make knock-offs of the Italian fixtures—such items as faucets for kitchens and baths, towel bars, lock sets—we'd buy them every time. We considered using the Italian items for our last project, but we were worried about delivery. And we would have ended up spending \$2,000 a unit for nifty finish items when we couldn't be sure the buyer would think he was getting \$2,000 worth of value. If American manufacturers would cut that premium down to, say, \$500 a unit, I think a lot of us would give it a try."

Another reason for jazzing up the bath: Many two-bedroom apartments now have only one.

"That's the trend here in California," says Gary Thompson, "and when we do that I definitely try to make the bathroom read larger. We try to put in a little more mirror and more counter space to make the one bath nicer."

And finally, to add appeal to interior kitchens, Robert Young & Associates is using luminous ceilings.

"They provide a little more brightness and a little more softness," says Don Pickens, who is in charge of the company's new 214-unit complex now under construction in Kennewick, Washington. "And they take away that feeling of enclosure you get in an interior kitchen."



Model-home site (*right*) remains empty, but Garden Staters are snapping up luxury condos sight unseen.

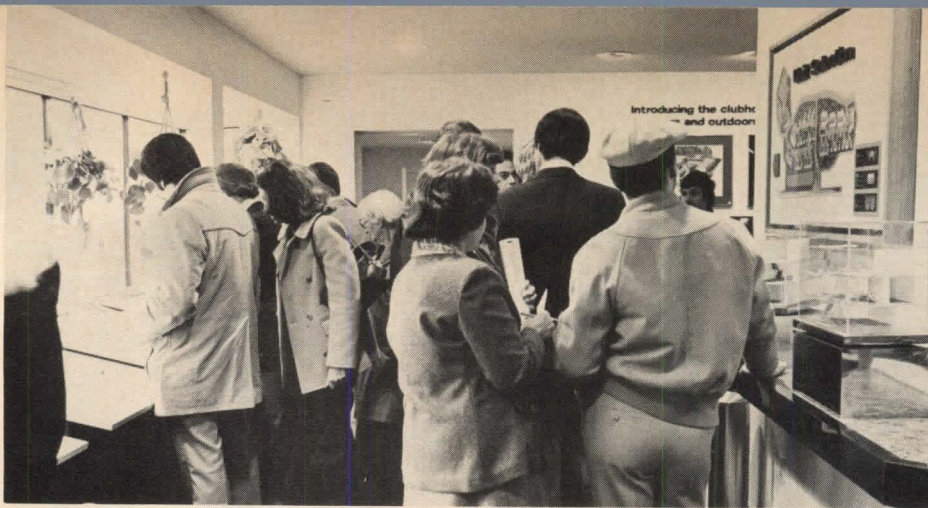
Who says you can't sell new-look housing without models?

Few builders buck the odds and come out ahead, but Mike Codella has done just that—and in spades.

His coup: preselling a major condo community to traditional “show me” New Jerseyans without benefit of model homes. In lieu of the obligatory models (they won't be ready until June), Codella put his project over with a vintage 1950s ranch house that he converted into a sales center.

What's more, he's marketing a luxury line (\$114,900-\$146,900) that's new to the area—California-styled housing designed for informal living.

Says Codella: “Except for high-rises, most builders in the area feel that people won't buy without first seeing the product. And, too, they don't want to invest in a sales pavilion that's eventually going to be torn down. So everyone starts with models. However, we thought a presale would work—and it did.”



California motif of new \$100,000-plus condo housing—white stucco walls, tiled roofs, open room layouts—is mirrored in roadside sales center. Prospects, drawn from a 40-mile radius, usually make a buying decision after only two or three site visits.



Pavilion does SRO business year 'round

Location didn't hurt. The Villas at Eagle Rock Club, a 488-condo development in West Orange, is owned by the National Kinney Corp. and the Eastern Savings Bank of Scarsdale, N.Y. It's going up on a wooded estate once owned by the Merck pharmaceutical family.

Besides having one of the highest elevations in the state, the 63½-acre site (surrounded by country clubs and a forest preserve) is about 30 minutes from New York and close by several interstate highways.

"It's almost like having a permit to build in Central Park," says Codella, director of land planning for Kinney.

Focal point of the community-to-be is a once dilapidated ranch house that sits on 1½ acres adjoining the main estate. Instead of razing this relic, Codella

converted it to a sales center "to get a fast start on the development."

The professional touch. Two experts were called in to create the facility—project planner Don A. Stanish (Decade Architectural Associates of Pittsburgh) and designer Gene Dreyfus (The Childs/Dreyfus Group of Chicago). Alvin Preiss Inc., a New York firm that specializes in presales, got the marketing assignment.

The changeover, begun in mid-November, was dramatic.

Dominating the center's main sales area—largely given over to project graphics, isometric (cutaway) house layouts and scale models—is a wide window looking out on the yawning site for the models. A breezeway, now enclosed, is used to merchandise cabine-

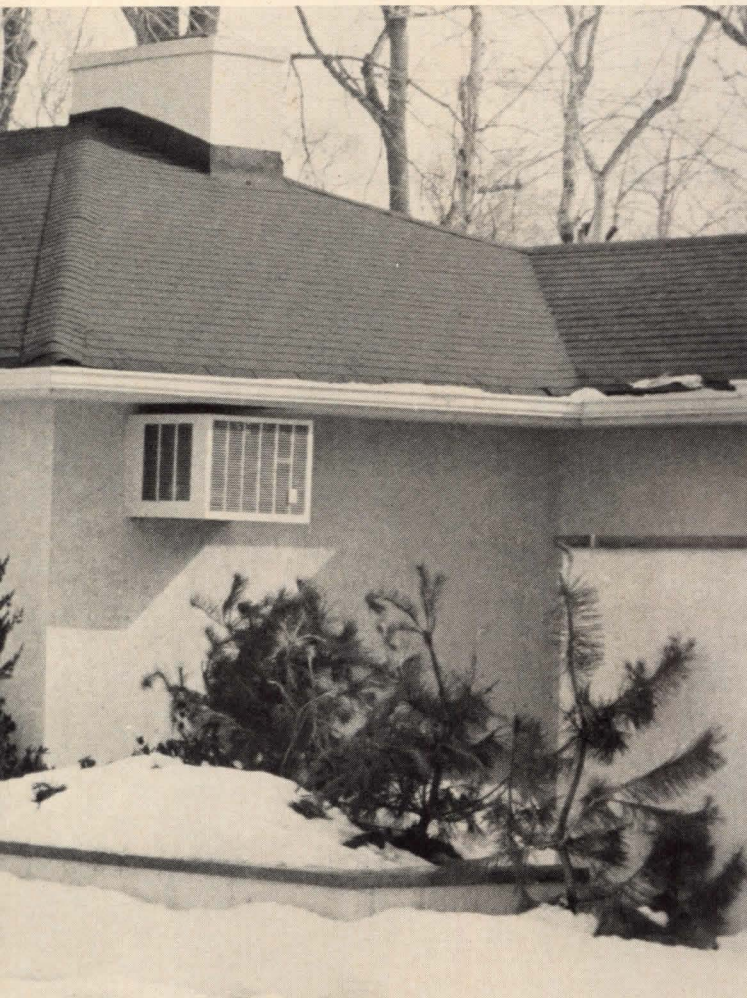
try, counter tops and flooring. Even the old garage area was pressed into service—holds a mock-up kitchen, bath and laundry room.

One of the key marketing aids devised by Preiss: an oversize (17' × 21') sales brochure designed to look like a builder's working plans.

A fast start. A \$15,000 advertising program was launched on January 25, and prospects promptly swarmed in on the sales center.

The marketing effort resulted in 29 contracts and 18 reservations during the first five weeks—accounting for more than half of the first section's 82 units and, based on an average selling price of \$135,000, volume of \$6.3 million.

Reservations pretty much tell the story. Unlike developers who reserve



Trading up to the heights

Mike Codella (shown above with Sales Director Rose DeAngelis) also hopes to capitalize on today's consumer psychology—the catnip appeal of housing as an investment hedge against inflation.

Prices of first-section units have already been upped 4-14% and, says Codella, an additional 10% hike is projected for each of the next four sections (the project won't be completed until 1983).

Buyers, therefore, are being offered a non-binding option to purchase higher-cost units in the future sections, using the appreciated equity in their first condo to finance the trade-up.

Moreover, the last 100 units to go up will fetch an unusually stiff premium. Why? Because they're being built on a high ridge that commands a spectacular view of the New York skyline.

Codella says these hilltop condos may run as high as \$250,000, just about double '79 price tags. —B.M.

units for as little as \$100, Codella gets \$1,000. Buyers must then sign a contract within 14 days and come up with 10% of the selling price. The cancellation rate? "Minimal," he says. "Less than 5%."

Time and cost savings. Codella's decision to do a presell also beefed up the project's bottom line.

Remodeling the ranch house ran to \$80,000, he says, only half what it would have cost to build a new center. Moreover, going this route took two instead of five months, which enabled him to start marketing in the middle of winter.

Far outweighing these benefits, though, was the on-site market research generated by the sales center.

"Based on consumer feedback," says

Codella, "we've been able to make major, cost-saving changes in product design prior to construction. Originally, for example, we planned to build four, six and eight-plex buildings. But prospects were very cool to the eights, and we dropped them. That alone saved almost \$1 million on a model building."

Other buyer-preference switches included the enclosing of some outside staircases, extending quarry-tiled areas into the foyer, going from single to double doorways and taking out several walls for better traffic flow. Modifications, in short, that would have been expensive (if not prohibitive) to make once construction started.

Still more surprises. And what kind of buyers is The Villas drawing?

"We figured on mostly empty nesters," says Codella, "but it's been an even mix of young as well as older families whose children live away, singles, divorcees, unmarried couples. They're sophisticated, have money and are willing to spend it on a free and easy style of living."

With 1,200 prospects already registered and the first phase due to sell out before models are built (all of the four-plex units are now booked), the sales center has clearly paid its own way.

And more, says Codella. "A few weeks ago we had a \$265,000 offer from someone who wants to convert the center into professional offices." Which is a lot of mileage for an old ranch house that has seen better days.

—BILL MULLIGAN



Brick exteriors (left) give townhouses in suburban Vienna, Va., the look of in-town homes of the previous century. But interiors (right) reflect modern design with elements like stepped-down rooms, glass sliders and an absence of partitions. Interior designer was Doris Scott, the builders' sales manager.



How to bring the charm of the city to the suburb

Start with exteriors patterned on the in-town houses of the previous century (above).

Add design touches—old and new—that make the interiors more livable (photos at right and on following two pages).

And offer options to let buyers tailor the houses to their tastes (drawings on page 73).

That's the way Concord Homes has built Sutton Oaks, a community of 115 townhouses in Vienna, Va. By creating an urban ambience in a suburban setting, the developers have attracted young professionals who want city style without the city.

"These buyers view suburban housing as sterile," says Philip L. Sheridan, a Concord partner. "We decided to give them a choice."

Concord sold 38 townhouses in three months for \$72,490 to \$92,000. Another 14 went for \$91,490 to \$98,090 in the next 60 days.

"We're always \$10,000 to \$20,000

above the competition," says Dwight C. Schar, another Sutton Oaks partner. "But that hasn't hurt sales."

The partners took some interior-design cues from townhouse renovation in nearby Washington, D.C. Perhaps the most interesting idea: large areas of exposed interior brick that run from basement to roof in each of the project's four floor plans. (Two are shown on pages 72 and 73.)

"I saw people stripping plaster off their old townhouses to get at the original brick walls," says Sheridan. "So we had our architect, Michael F. LeMay of Reston, make the brick a prominent part of his designs. And we added skylights above the largest expanse of brick in each house; that's another trick renovators are using."

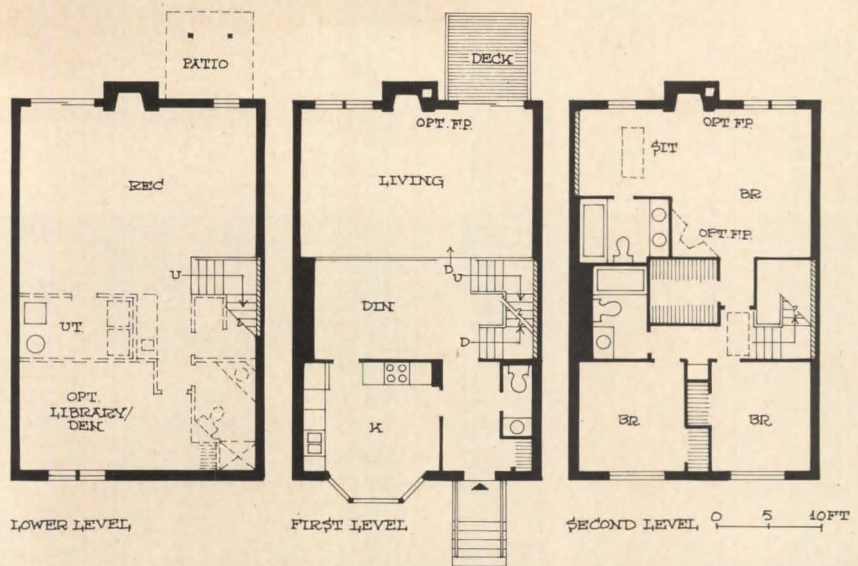
Other borrowed details: bay windows, dormers, balustrade stairwells and wood-beamed ceilings. Modern touches include stepped-down rooms, glass sliders, decks and patios and walk-out basements.

—JOEL G. CAHN



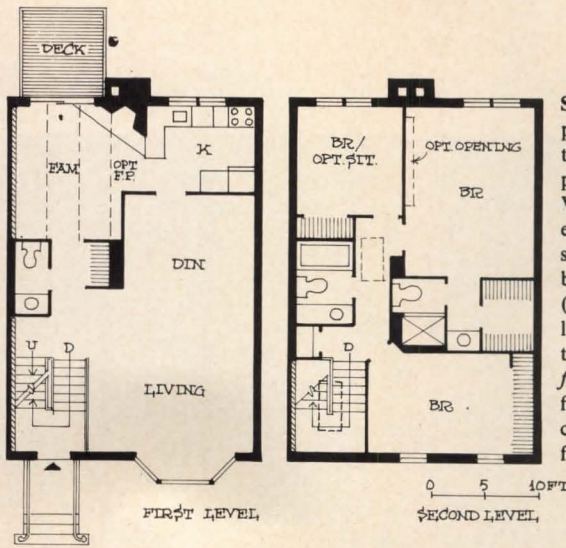
Interior brick provides drama and charm

Exposed brick walls are found on every level of Sutton Oaks townhouses. In 2,000-sq.-ft. house (*plan at right*), brick is used in basement rec room and along stairwell on living and sleeping floors. It also appears in master-suite sitting area (*below*), and here a skylight offers extra impact. Open layout features sunken living room (*photo, preceding page*) and huge master suite. Selling price: \$92,500.



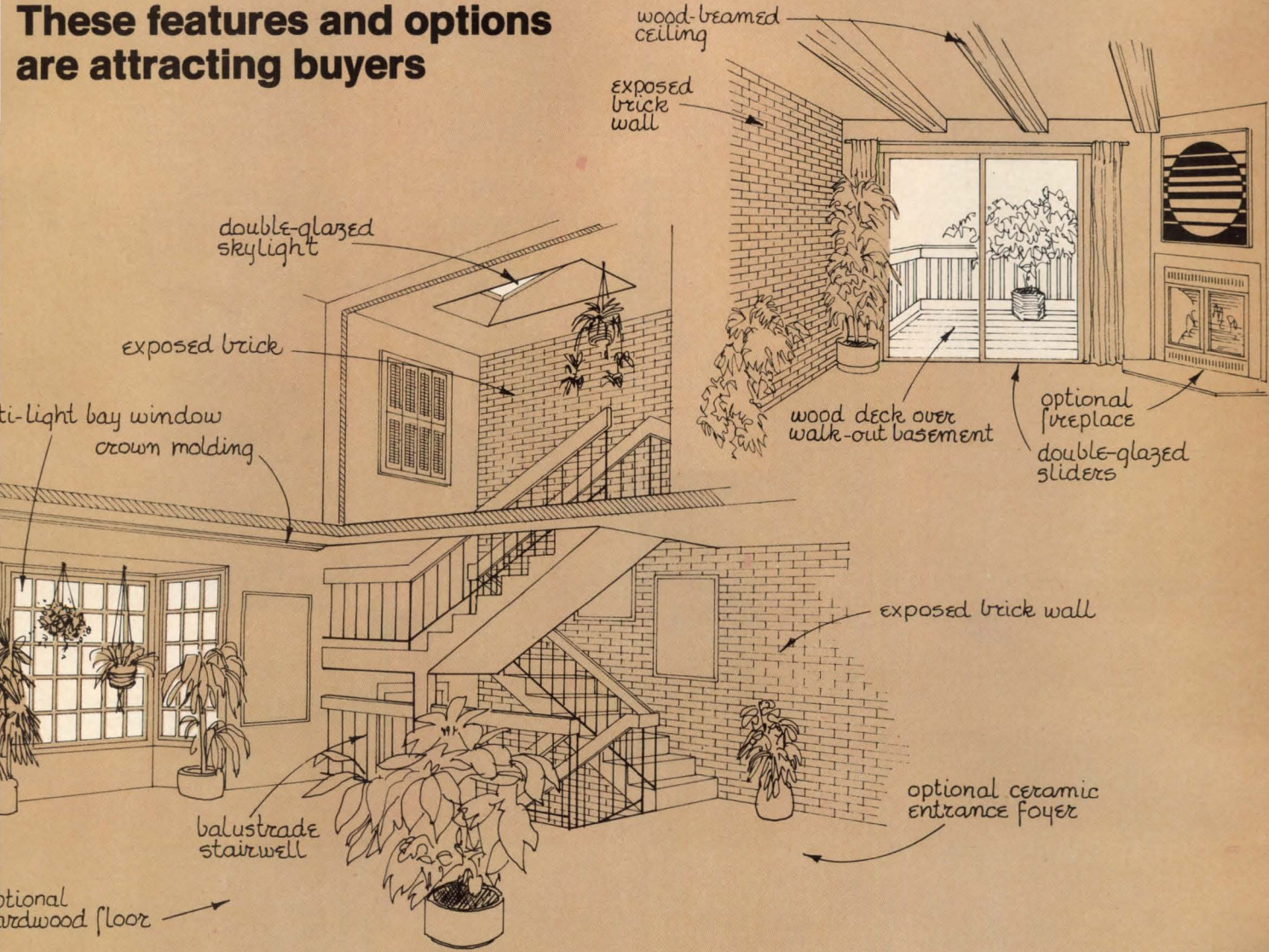


PHOTOS: BERNHARD SCHOPPER



Split foyer is focal point of 1,890-sq.-ft. townhouse, whose plan is shown at left. Volume entry is given extra impact by solid wall of interior brick from basement (not shown) to skylight in roof. Country kitchen (photo, far left) has angled fireplace and beamed ceiling. House sells for \$91,700.

These features and options are attracting buyers



Attached houses breach

RICK ALEXANDER



a single-family bastion



And they're selling faster than developer Thurman Starnes of Charlotte, N.C., can build them—a payoff he predicted after direct person-to-person market research.

Starnes took the research results and shaped a product exclusively for one segment of the market: affluent empty nesters.

The product is Carmel South (*left*), a PUD on 51 acres in the highly desirable southeast quadrant of Charlotte. When built out in 1982, there will be 107 attached townhouses and 25 small-lot, single-family dwellings.

The townhouses are an anomaly. Between a point three miles from the center of Charlotte and Carmel South (11 miles out), there are no multifamily projects. Yet, it's a success amid a sea of large-lot single-family houses.

How successful? Six townhouses in phase three of four phases are presold. Delivery will be up to 18 months hence. Preselling has been the norm ever since the first six units got under way.

They sold because Starnes discovered an unrealized demand and met it, head on. Here's how.

Shoe-leather research. Even though Starnes has an MBA in business forecasting from Stanford, he abjured detailed questionnaires and computer-based analyses. Instead, he did what many builders do: went out personally and asked questions of homeowners he tagged as potential buyers in Carmel South.

He called on about 100 owners, a number of them buyers of his own custom houses built in years past. Their ages ranged from 38 to 62. Most had grown or nearly-grown children.

He asked questions such as:

•What are you going to do when your children leave home?

•Do you enjoy yard work, or prefer to have it done?

•How much tennis and golf do you play?

The answers convinced Starnes these families were seeking the combination he envisioned for Carmel South. "I knew it would sell," he says, "because the demand was specific and strong, and at the time, these people could find nothing like Carmel South in Charlotte."

A fitting plan. Starnes put together a design team with architect Charles McMurray, McMurray/Abernethy/Poetzsch and landscape contractor James W. Stiles, both of Charlotte. Here's how they matched research results.

•They omitted swimming pool, clubhouse, meeting rooms and public facilities. "Our buyers want peace and quiet. The absence of group amenities means no hordes of noisy kids," he explains.

•Sixteen acres, or 31% of the property, is landscaped and groomed or remains natural for common use. Foot paths and rills meander through the project. "Because it's important to these buyers," Starnes is spending \$100,000 on landscaping.

•The townhouses are designed with floor plans similar to those in homes the buyers left. Great care was taken to give the degree of privacy owners enjoyed before.

•Architecture is "transitional," says McMurray, bridging the gap between traditional and contemporary. Research showed buyers living in colonial-styled houses were looking for something fresh, different. —JOHN H. INGERSOLL

Natural-look landscaping suits units selling at \$79,000 to \$110,000.

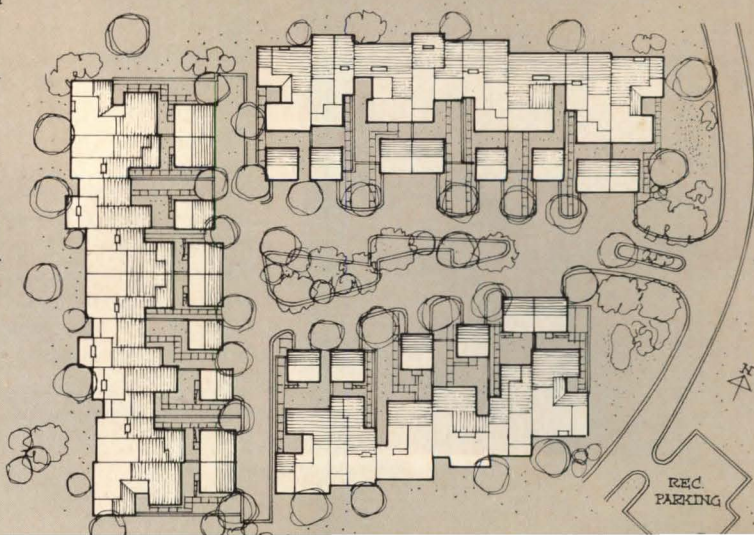
ATTACHED HOUSES

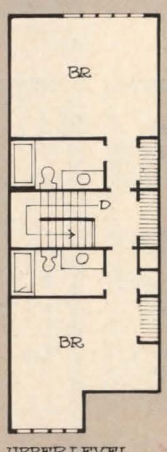
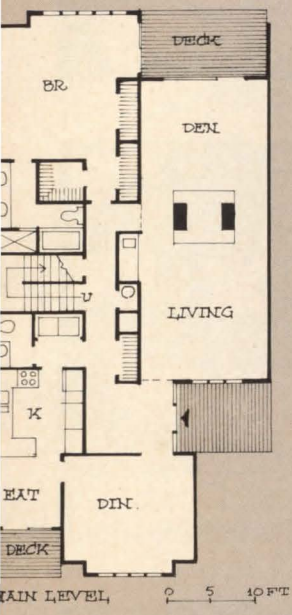
Two-bedroom unit sold fastest



RICK ALEXANDER

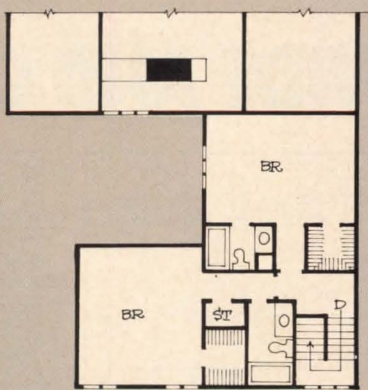
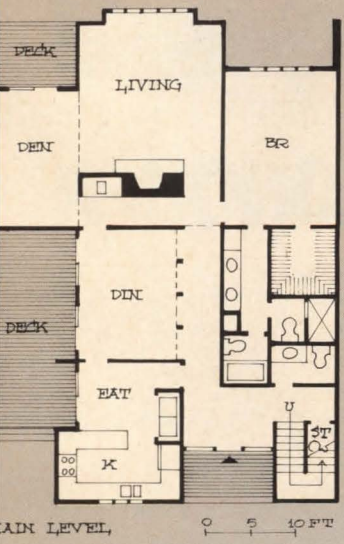
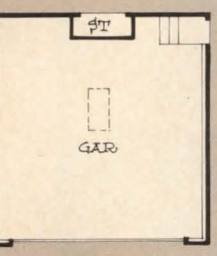
Trim facade (above) is a winner with Charlotte buyers. Roof rake, top left in photo, is on two-car garage that closes fourth side of private courtyard. Guest parking hugs center island (site plan, right); pads before each garage. Off-street space at lower right is for owners' recreational vehicles.





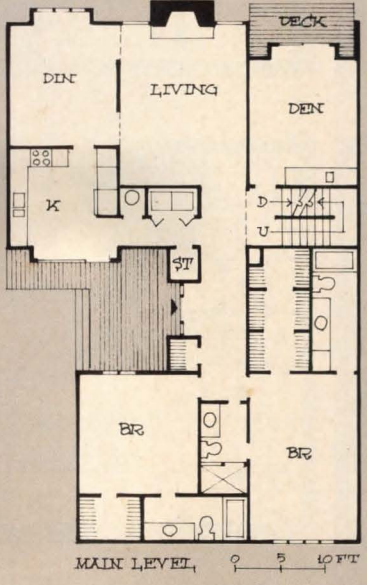
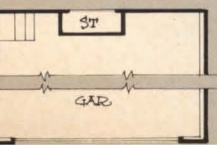
UPPER LEVEL

Market research showed strong buyer demand for three elements: roomy living areas (they entertain often); better-than-average storage space and bathing convenience. Starnes met these demands in all models. Floor plan here is for townhouse shown in photo on facing page.

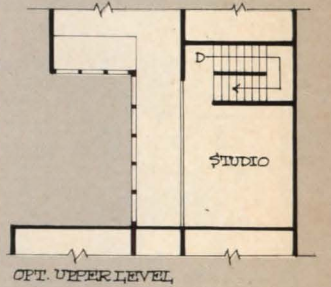


UPPER LEVEL

Largest of the four units shown contains 2,740 sq. ft.; is the only one for which a basement isn't optional.

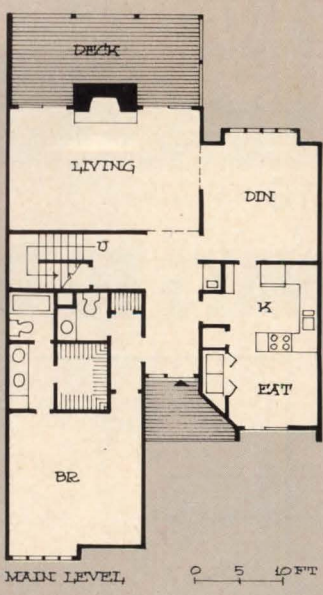
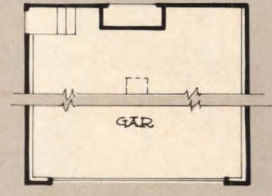


MAIN LEVEL

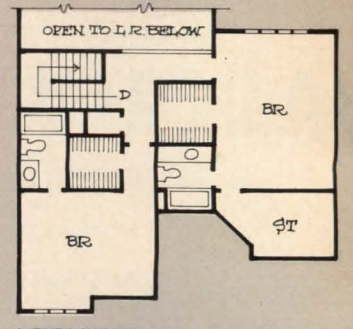


OPT. UPPER LEVEL

Two-bedroom model is the best seller to date. Price is \$88,000. Unit contains 1,960 sq. ft. and at 40 ft. wide, pleases former single-family homeowners. Because of its popularity, Starnes produced a second two-bedroom unit at 1,710 sq. ft. (not shown).

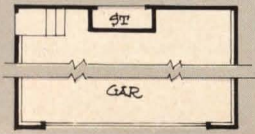


MAIN LEVEL



UPPER LEVEL

Master bedroom on the first level appealed strongly to buyers, even though none were infirm. Note off-season storage space on the second level. Units and land beneath are sold fee simple.



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Providence-Warwick-Pawtucket, RI-MA
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Syracuse, NY
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Columbia, SC
Greensboro-Winston-Salem-High Point, NC
Greenville-Spartanburg, SC
Harrisburg, PA
Newport News-Hampton, VA
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Richmond, VA
Roanoke, VA
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Jacksonville, FL
Melbourne-Titusville-Cocoa, FL
Mobile, AL

Orlando, FL
Pensacola, FL
Sarasota, FL
Tallahassee, FL
Tampa-St. Petersburg, FL
West Palm Beach-Boca Raton, FL

Region 4

Akron, OH
Ann Arbor, MI
Canton, OH
Cincinnati-OH-KY-IN
Cleveland, OH
Dayton, OH
Flint, MI
Hamilton-Middletown, OH
Indianapolis, IN
Knoxville, TN

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Nashville-Davidson, TN
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 Modesto, CA
 Oxnard-Simi Valley-Ventura, CA
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2—4 sessions \$1,050 per session
5—8 sessions \$ 950 per session

Fee includes all meeting materials and lunch on both days.

Registration fees must be received at least two weeks prior to the session you wish to attend and will be confirmed by mail. Registrations may be cancelled up to 10 days before the session date. Cancellations received later than that are subject to a \$100 service charge.

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Registration starts at 8:30 a.m. the first day.
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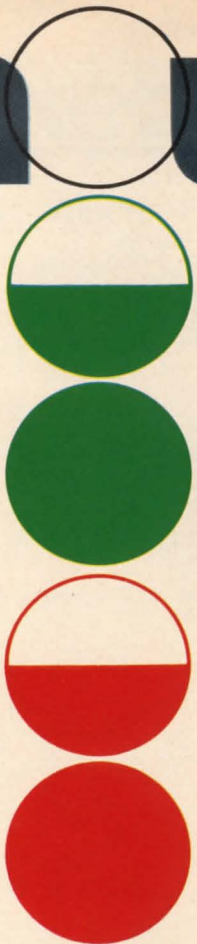
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housing demand index

Second quarter, 1979



Nobody's crying wolf yet, but it appears the '79 housing slowdown has finally arrived.

Biggest convincer: Only one of the 119 markets analyzed by California consultant Al Gobar—Birmingham, Ala.—got an across-the-board rating of excellent in the current Housing Demand Index. That, by contrast, is down from 10 top-rated markets in October and three in January.

Nothing is forever, of course, and a case could be made that when you're atop the peak, there's nowhere to go but down. But the pattern of the current downtrend suggests that other forces are at work.

Slower economic growth, for example, accounts for most of the backsliding. And, too, many buyers are finally beginning to stiffen their resistance to escalating new-home prices. Also evident is the fact that there's been some lowering of consumer expectations—witness the impressive spurt of condo conversions all over the country.

Another sign of the times is increased demand for apartments. Behind the shift: scarcities and/or steep prices of single-family housing in many markets.

So much for the general landscape. Here's a rundown of this quarter's winners, losers and stand-patters.

Included in the current crop of pacesetters are Lexington, Ky.; Flint and Lansing, Mich.; Minneapolis-St. Paul, Minn.; Providence, R.I.; Salt Lake City, Utah; and Milwaukee, Wisc.

Biggest declines were registered by three Sun Belters: Mobile, Ala.; Little Rock, Ark.; and Charlotte, N.C.

Gobar also flags a number of markets that may or may not be headed for trouble. Heading that list are Tucson, Ariz.; Denver, Colo.; Baltimore, Md.; Albany, N.Y.; Memphis, Tenn.; and El Paso, Tex. All should be carefully monitored before making any future commitments, he says.

In January, Gobar suggested that Boston (not normally covered in the index) was warming up. Now, he says in a postscript, Beantown's demand indices are rising faster than at any time since 1970.

Other non-sample best bets are Des Moines, Iowa (now showing strong growth patterns), and Detroit (an improving SMSA that can probably handle some rental projects). —B.M.

How to read the index

Five symbols are used:



A white circle indicates the market is in relative equilibrium—that is, supply and demand are increasing at about the same rate.



A green half-circle indicates a better than average situation, with demand increasing faster than supply.



A green full circle indicates a very strong market with significant pent-up demand.



A red half-circle indicates a poorer than average situation, usually an overbuilt market.



A red full circle indicates a very poor situation that could be overbuilt by as much as two years.

Each SMSA is evaluated three ways:

1. Degree of opportunity—in effect, a summation of all factors affecting the market.
2. Demand by units—just what it says.
3. Demand by purchasing power—the relative ability of the market to pay current prices or rents.

Each of these categories is in turn divided into three sub-categories:

1. All housing in the SMSA.
2. For-sale housing—single-family detached and some mid- and high-priced condos.
3. For-rent housing—rental apartments and some low-priced condos.

To make best use of the index, keep these points in mind

Point #1: The chart's simplified symbols represent complex statistics, so they provide only a general picture. A builder, no matter how high his market is rated, must still analyze his own situation very carefully.

Point #2: The reports indicate the degree of risk in a given SMSA rather than the number of housing units that can be built there. A large SMSA with a poor rating would still support more new housing than a smaller SMSA with an excellent rating. But the relative degree of risk for the developer or lender would be much greater in the larger SMSA.

Point #3: The reports are projective, not historical. That is, they forecast demand 12 to 18 months ahead rather than describing the situation as it stands. An SMSA may have strong sales or low vacancies but still be a poor risk; building-permit figures may indicate imminent oversupplies. Conversely, an SMSA that looks bad on the surface today may actually be turning around and getting healthy.

Point #4: The reports are for the SMSA as a whole. A low-rated market may offer good opportunities for specific kinds of housing in specific locales. On the other hand, a high rating does not guarantee success for the wrong product in the wrong location.

Akron may be in for better times. The tip-off, says Gobar, is improved potential for commercial development (both retail and office buildings)—usually a harbinger of increased housing demand.

Albany, which looked good last quarter, has gone into a mild downturn that bears watching.

Albuquerque also rates a red flag. Big question: Is the current product bulge a temporary or longer-term proposition? Stay tuned.

Anaheim continues to get a big play in the for-sale sector, but escalating single-family prices (now above \$100,000) have slowed purchases. New and converted condos are taking up some of the slack. Look for a continuing shift to multifamily construction.

Ann Arbor needs more for-sale units. The absorption potential, in fact, is running well ahead of delivery rates.

Austin should be ready for more apartments and condo conversions. Units are needed to satisfy potential for-sale buyers now being crowded out by rising prices.

Boise is on the rise. Although usury ceilings, easy access to product outside this SMSA, and a good employment picture tend to blunt the impact of economic gains, stepped-up commercial and industrial building should give housing demand a shot in the arm.

Cleveland has lost some steam. Moderately-priced homes are still a good bet, though.

Dayton shows signs of recovering. Despite its unchanged "poor" rating, Gobar says market indices are on a definite uptick.

SMSA (Market Area)

SMSA (Market Area)	DEGREE OF OPPORTUNITY			DEMAND BY UNITS			DEMAND BY PURCHASING POWER		
	ALL HOUSING	FOR SALE	FOR RENT	ALL HOUSING	FOR SALE	FOR RENT	ALL HOUSING	FOR SALE	FOR RENT
AKRON, OH	🔴	🔴	🔴	🔴	🔴	⊖	🔴	🔴	🔴
ALBANY, NY	🟢	🟢	🟢	🟢	🟢	⊖	🟢	🟢	🟢
ALBUQUERQUE, NM	🟢	🟢	🟢	🟢	🟢	🟢	🟢	🟢	⊖
ALLENTOWN, PA	🟢	⊖	⊖	🟢	⊖	⊖	🟢	🟢	🟢
ANAHEIM, CA	🟢	⊖	🟢	🟢	🟢	🟢	🔴	🔴	🔴
ANN ARBOR, MI	⊖	🟢	🔴	🟢	🟢	🔴	⊖	⊖	🔴
ATLANTA, GA	🔴	🔴	🔴	🔴	🔴	🔴	🔴	🔴	🔴
AUGUSTA, GA	🟢	🟢	🟢	🟢	⊖	🟢	🟢	🟢	🟢
AUSTIN, TX	🟢	🟢	⊖	🟢	🟢	⊖	🟢	🟢	⊖
BAKERSFIELD, CA	🟢	🟢	⊖	🟢	🟢	⊖	🟢	🟢	⊖
BALTIMORE, MD	⊖	🟢	🔴	⊖	🟢	🔴	🟢	🟢	🔴
BATON ROUGE, LA	🟢	🟢	🟢	🟢	🟢	🟢	🟢	🟢	🟢
BIRMINGHAM, AL	🟢	🟢	🟢	🟢	🟢	🟢	🟢	🟢	🟢
BOISE, ID	🟢	🟢	🟢	🟢	🟢	🟢	🟢	🟢	🟢
BUFFALO, NY	🔴	🔴	🔴	🔴	🔴	🔴	🔴	🔴	⊖
CANTON, OH	⊖	🔴	⊖	⊖	🔴	⊖	⊖	🔴	⊖
CHARLESTON, SC	⊖	⊖	⊖	🟢	⊖	🟢	⊖	⊖	⊖
CHARLOTTE, NC	⊖	⊖	⊖	⊖	⊖	⊖	⊖	⊖	⊖
CHATTANOOGA, TN	⊖	⊖	⊖	⊖	⊖	⊖	⊖	🟢	⊖
CHICAGO, IL	⊖	🟢	🔴	⊖	🟢	🔴	⊖	⊖	🔴
CINCINNATI, OH	🟢	🟢	⊖	🟢	🟢	⊖	🟢	🟢	⊖
CLEVELAND, OH	⊖	⊖	🔴	⊖	🟢	🔴	🔴	🔴	🔴
COLORADO SPRINGS, CO	🟢	🟢	⊖	🟢	🟢	⊖	🟢	🟢	⊖
COLUMBIA, SC	🟢	🟢	🟢	🟢	🟢	🟢	⊖	⊖	🟢
COLUMBUS, GA	⊖	⊖	🔴	🔴	⊖	🔴	⊖	⊖	⊖
COLUMBUS, OH	⊖	⊖	🔴	⊖	🟢	🔴	🟢	⊖	🔴
CORPUS CHRISTI, TX	🟢	🟢	🟢	🟢	🟢	🟢	🟢	🟢	🟢
DALLAS-FORT WORTH, TX	🟢	🟢	🔴	🟢	🟢	🔴	🟢	🟢	🔴
DAVENPORT-ROCK ISLAND, IA-IL	⊖	⊖	🟢	⊖	⊖	🟢	⊖	⊖	🟢
DAYTON, OH	🔴	🔴	🔴	🔴	🔴	🔴	🔴	🔴	🔴

Denver remains undersupplied. Housing shortages, in fact, have been in effect since early '77, according to a newly revised data base. Best shots: for-sale and condo-conversion projects.

Eugene-Springfield is up a notch on the ratings scale but, based on the long-term outlook, this gain could be short-lived.

Flint gets stronger by the quarter. A rapidly expanding industrial base is pacing the comeback and creating a need for more housing.

Knoxville has slipped. Despite evidence of considerable pent-up demand, the area's underlying economic growth leaves something to be desired.

Lansing takes on a bullish cast this time around as both near and long-term indicators strengthen.

Las Vegas continues to barrel along. Now in the midst of a construction boom, its economy is humming better than at any time since 1970. Builders have their hands full trying to meet all the demand—even though prices are rising faster than incomes. Opportunities, however, are limited by the relatively small size of this market.

Lexington, improving steadily, still doesn't have enough single-family detached units to go around. And with the present glut of apartments, can a move to condo conversions be far behind?

Little Rock has fallen on hard times. All indicators are down sharply. Housing demand is at its lowest ebb since mid-'74.

Los Angeles remains in the throes of an acute housing shortage, with existing stock commanding sky-high prices. Condo conversions now seem a likely alternative—especially if the current near-crisis situation worsens because of the imposition of rent controls.

SMSA (Market Area)	DEGREE OF OPPORTUNITY			DEMAND BY UNITS			DEMAND BY PURCHASING POWER		
	ALL HOUSING	FOR SALE	FOR RENT	ALL HOUSING	FOR SALE	FOR RENT	ALL HOUSING	FOR SALE	FOR RENT
DAYTONA BEACH, FL	○	○	○	○	○	○	○	○	○
DENVER, CO	○	●	○	○	●	○	○	●	○
EL PASO, TX	○	○	○	○	○	○	○	○	○
EUGENE-SPRINGFIELD, OR	○	○	○	○	○	○	○	○	○
FLINT, MI	○	○	○	○	○	○	○	○	○
FORT LAUDERDALE, FL	○	○	○	○	○	○	○	○	○
FRESNO, CA	○	○	○	○	○	○	○	○	○
GAINESVILLE, FL	○	○	○	○	○	○	○	○	○
GARY, IN	○	○	○	○	○	○	○	○	○
GRAND RAPIDS, MI	○	○	○	○	○	○	○	○	○
GREENSBORO, NC	○	○	○	○	○	○	○	○	○
GREENVILLE, SC	○	○	○	○	○	○	○	○	○
HARRISBURG, PA	○	○	○	○	○	○	○	○	○
HARTFORD, CT	○	○	○	○	○	○	○	○	○
HONOLULU, HI	○	○	○	○	○	○	○	○	○
HOUSTON, TX	○	○	○	○	○	○	○	○	○
HUNTSVILLE, AL	○	○	○	○	○	○	○	○	○
INDIANAPOLIS, IN	○	○	○	○	○	○	○	○	○
JACKSON, MS	○	○	○	○	○	○	○	○	○
JACKSONVILLE, FL	○	○	○	○	○	○	○	○	○
KANSAS CITY, MO-KS	○	○	○	○	○	○	○	○	○
KNOXVILLE, TN	○	○	○	○	○	○	○	○	○
LANSING, MI	○	○	○	○	○	○	○	○	○
LAS VEGAS, NV	○	○	○	○	○	○	○	○	○
LEXINGTON, KY	○	○	○	○	○	○	○	○	○
LINCOLN, NE	○	○	○	○	○	○	○	○	○
LITTLE ROCK, AR	○	○	○	○	○	○	○	○	○
LONG BRANCH-ASBURY PARK, NJ	○	○	○	○	○	○	○	○	○
LOS ANGELES-LONG BEACH, CA	○	○	○	○	○	○	○	○	○
LOUISVILLE, KY	○	○	○	○	○	○	○	○	○

Lubbock has reversed field. Apparently headed for a downturn, the market has gotten a second wind as indices turn sharply upward.

Melbourne-Titusville, plagued by demand problems in '78, doesn't figure to improve soon. Most indicators are off and Gobar suggests a cautious approach to this "fragile" market.

Milwaukee's recovery continues apace. Biggest need: affordable housing in the for-sale sector.

Minneapolis-St. Paul should be going great guns, but isn't. Reason: Despite worsening shortages of housing, current prices are out of line with the area's income levels.

Mobile, following a long run of uninterrupted growth, now appears to be heading the other way. All market indicators have turned down sharply ... so tread carefully here.

Modesto's rating continues to improve as this market becomes less seasonal. Because it is small, however, it doesn't take many new projects to fill the supply pipeline.

Newark, now experiencing good demand for non-rental units, is still hampered by high prices.

Phoenix, despite a surge in building activity, remains a good bet. Demand is well supported and the market has had no trouble absorbing new units. The apartment supply, Gobar notes, has begun to tighten.

Providence now features an across-the-board growth pattern. In addition to housing scarcities, the area is ripe for more office-building and retail construction. A shortage of spec industrial facilities also looms.

Raleigh also looks like a comer. Although apartments are getting much attention, there's even more room for condo conversions and medium-priced for-sale units.

Reno spells opportunity. Markedly underbuilt, the market requires all kinds of housing. Only stumbling block: Rising prices continue to outpace incomes. Area is also prime for more commercial and industrial projects.

SMSA (Market Area)

SMSA (Market Area)	DEGREE OF OPPORTUNITY			DEMAND BY UNITS			DEMAND BY PURCHASING POWER		
	ALL HOUSING	FOR SALE	FOR RENT	ALL HOUSING	FOR SALE	FOR RENT	ALL HOUSING	FOR SALE	FOR RENT
LUBBOCK, TX	●	●	●	●	●	●	●	●	○
MADISON, WI	○	●	●	○	●	●	○	●	●
MELBOURNE-TITUSVILLE, FL	●	●	●	●	●	●	●	●	●
MEMPHIS, TN	●	○	●	●	○	●	●	●	●
MIAMI, FL	●	○	●	●	●	●	●	○	●
MILWAUKEE, WI	●	●	●	●	○	○	○	○	●
MINNEAPOLIS-ST. PAUL, MN	●	●	○	●	●	○	●	●	●
MOBILE, AL	●	●	●	●	○	●	●	●	●
MODESTO, CA	●	●	●	●	●	●	●	●	●
NASHVILLE, TN	●	●	●	●	●	●	●	●	○
NEW BRUNSWICK, NJ	●	●	○	●	●	●	○	○	●
NEW HAVEN, CT	○	○	●	○	●	●	●	●	●
NEW ORLEANS, LA	○	○	●	○	●	●	●	●	●
NEWARK, NJ	●	●	●	●	●	●	●	●	●
NEWPORT NEWS, VA	○	●	●	○	●	●	○	○	●
NORFOLK, VA	○	●	●	○	●	●	●	○	●
OKLAHOMA CITY, OK	●	●	●	●	●	●	●	●	●
OMAHA, NE	●	●	●	○	●	●	●	●	○
ORLANDO, FL	○	○	○	○	○	○	●	○	●
PENSACOLA, FL	●	○	●	●	○	●	●	○	●
PEORIA, IL	○	○	○	○	○	○	○	○	●
PHOENIX, AZ	●	○	●	●	○	●	○	○	○
PITTSBURGH, PA	●	●	●	●	●	●	●	●	●
PORTLAND, OR	●	●	○	●	●	○	●	●	○
PROVIDENCE, RI	●	●	●	●	●	●	●	●	●
RALEIGH, NC	●	●	○	●	●	○	○	●	○
RENO, NV	●	●	●	●	●	●	●	●	●
RICHMOND, VA	○	○	○	○	○	○	○	○	●
ROCHESTER, NY	●	●	○	●	●	●	●	○	●
SACRAMENTO, CA	○	●	○	○	●	○	○	●	●

San Diego, top-heavy with high-priced new units, is quite short of affordable housing. An expected boom in commercial and industrial construction should further stimulate absorption.

San Francisco builders face some problems. Demand is strong but prices are stronger. Upshot? Consumers have turned to other lower-cost housing areas outside the San Francisco-Oakland SMSA.

San Jose's housing shortage is expected to worsen, mainly because of a continued price-incomes imbalance. To meet strong demand in the for-sale sector, Gobar recommends condo conversions—if good properties are still available here.

Santa Barbara has begun to backslide as the economy slows. Many potential homebuyers, put off by high prices, have opted for rentals.

Santa Rosa (along with **Vallejo-Fairfield**) is getting good mileage out of spillover demand from San Francisco. In addition to a tighter supply of apartments, there's a shortage of commercial and industrial space.

Seattle, working off a hot economy, remains well positioned. All types of housing are in demand; ditto new industrial facilities.

Spokane, another undersupplied market, still shows a lot of strength. Some earlier consumer resistance to high prices, in fact, has now begun to fall away.

Springfield-Chicopee has come up in the standings. While builders have moved to meet increased apartment demand, Gobar points to a potential move-up market that could spur construction of more expensive for-sale housing.

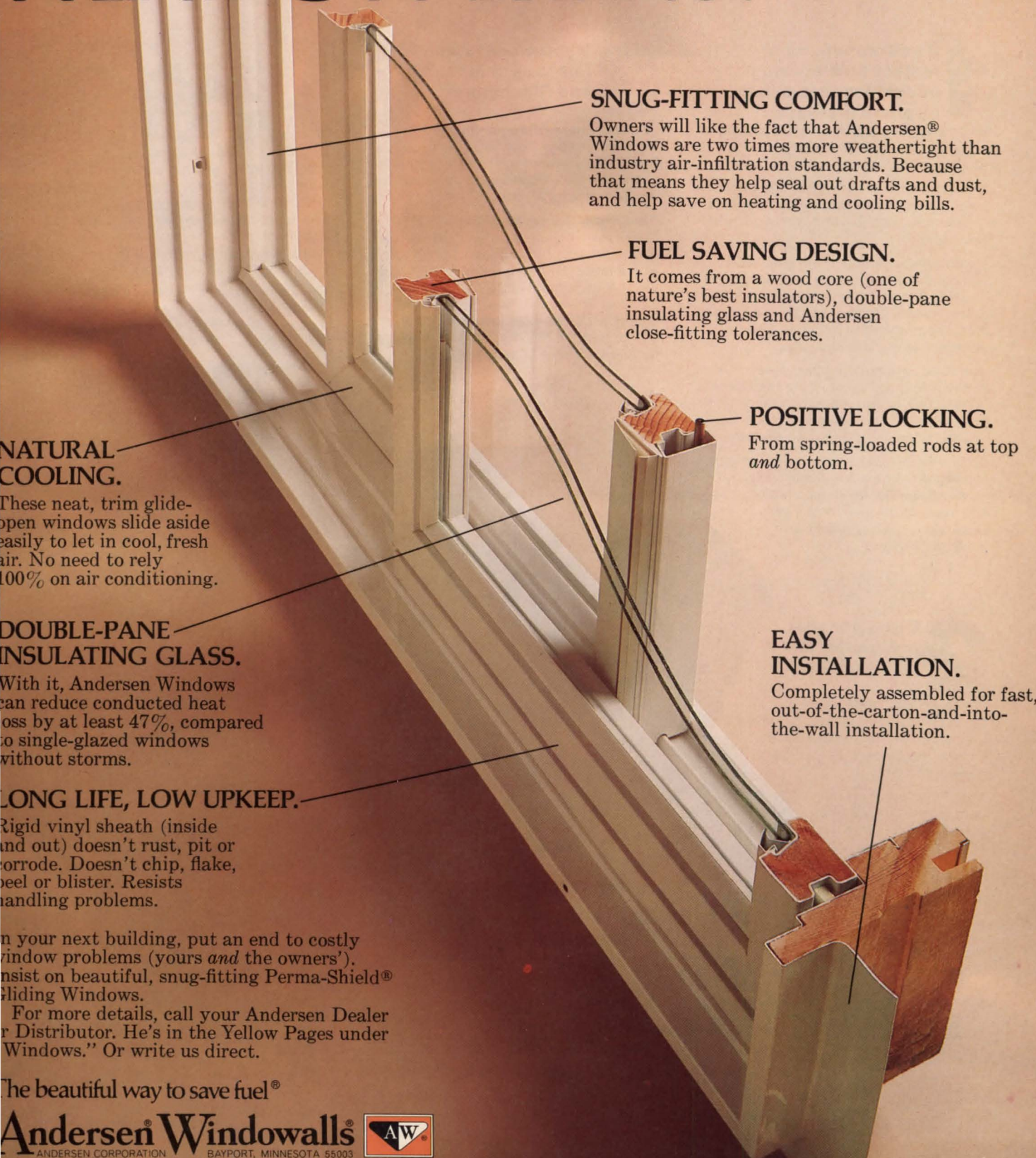
Tucson, bogged by stiff for-sale pricing, retains its "wait-and-see" tag. Best bet for improving the long-term outlook, of course, is continued economic growth, especially on the industrial side.

Tulsa shows some slippage. Although a major downturn doesn't appear likely, most indices are now flat.

SMSA (Market Area)	DEGREE OF OPPORTUNITY			DEMAND BY UNITS			DEMAND BY PURCHASING POWER		
	ALL HOUSING	FOR SALE	FOR RENT	ALL HOUSING	FOR SALE	FOR RENT	ALL HOUSING	FOR SALE	FOR RENT
ST. LOUIS, MO	○	○	○	◐	◐	○	○	○	○
SALINAS-MONTEREY, CA	◐	◐	◐	◐	●	○	◐	◐	◐
SALT LAKE CITY, UT	◐	○	◐	◐	○	●	○	○	○
SAN ANTONIO, TX	●	●	●	●	●	●	●	●	◐
SAN DIEGO, CA	◐	◐	○	◐	●	○	◐	◐	◐
SAN FRANCISCO-OAKLAND, CA	◐	◐	◐	◐	●	○	◐	◐	◐
SAN JOSE, CA	◐	◐	○	●	●	◐	◐	◐	◐
SANTA BARBARA, CA	○	○	◐	◐	◐	◐	◐	◐	◐
SANTA CRUZ, CA	◐	◐	◐	●	●	●	○	○	○
SANTA ROSA, CA	◐	◐	◐	●	◐	●	◐	◐	○
SARASOTA, FL	●	●	●	●	●	◐	◐	◐	●
SEATTLE, WA	●	●	◐	●	●	●	◐	◐	○
SHREVEPORT, LA	●	●	●	●	◐	●	●	●	●
SPOKANE, WA	●	●	●	●	◐	●	●	●	◐
SPRINGFIELD-CHICOPEE, MA	◐	●	○	●	●	○	●	●	○
STOCKTON, CA	◐	●	○	●	●	○	●	●	○
SYRACUSE, NY	●	●	◐	●	●	◐	●	●	◐
TACOMA, WA	◐	◐	○	◐	◐	○	○	○	◐
TALLAHASSEE, FL	◐	○	●	◐	○	●	◐	○	●
TAMPA-ST. PETERSBURG, FL	○	○	◐	○	◐	○	○	◐	◐
TOLEDO, OH	◐	◐	◐	◐	◐	●	○	◐	●
TUCSON, AZ	○	○	○	◐	○	◐	◐	◐	◐
TULSA, OK	●	●	◐	●	◐	◐	●	●	◐
VALLEJO-FAIRFIELD, CA	◐	○	○	◐	○	◐	◐	◐	◐
WASHINGTON, DC	○	◐	●	◐	◐	●	○	◐	●
WICHITA, KS	●	●	●	●	●	●	●	●	◐
WILMINGTON, DE	○	◐	○	○	◐	◐	◐	◐	○
WORCESTER, MA	◐	●	○	◐	●	○	●	●	◐
YOUNGSTOWN, OH	◐	◐	○	◐	◐	○	◐	◐	○

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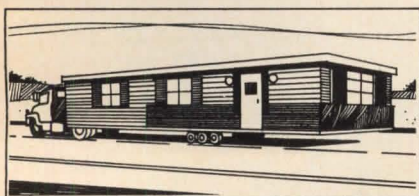
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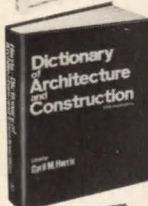
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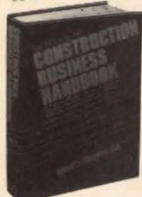
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Less nailing and fast installation are two advantages of triple-lap Sturbridge™.

New wood-look siding goes up fast

"It looks like real wood; it goes up faster than standard lap siding and there's hardly any waste."

So says Glenn Huffstetter, construction supervisor for Bagnal Building Supply Co. of Columbia, S.C.

Builders who have applied the hardboard siding, Sturbridge™, talk about labor savings. The reason: Installation time is reduced.

Sturbridge™ is offered in 12''-wide x 16'-long x 7/16''-deep boards that have a triple-lap configuration (*shown in the photo above*). Wide courses cover more wall area than standard siding, call for less nailing and less material handling.

In addition, the top of each course is machined so that it accepts the bottom of the next course, and forms a perfect overlap. The need for starter strips, wedges or shims has been eliminated.

A lap siding cost analysis (*see chart facing page, above*) illustrates that labor costs for 12'' Sturbridge™ are only \$.29/sq. ft., while they are \$.35/sq. ft. for 6'' hardboard,

\$.42/sq. ft. for 6'' beveled cedar and \$.41/sq. ft. for 10'' aluminum and vinyl.

Smart appearance. "It's much more visually appealing than standard hardboard lap siding," says custom builder Larry Dye, president of Charles Dye & Sons Inc. of Rochester, N.Y.

Dye used the siding on a 2,730-sq.-ft. Cape Cod house that he completed in January. He says that one of his prospects saw it and insisted on it for his own home. In fact, Dye plans to use the triple-lap material on at least three of the 15 to 20 houses he intends to build this year.

In Columbia, Huffstetter will be supervising up to 100 new production houses that will be sided with the product.

Sturbridge™ is factory primed to take an acrylic latex or oil-based paint. Or, boards can be finished with an opaque stain. For further information contact the manufacturer. Champion Building Products, Stamford, CT. *Circle 200 on reader service card*

Lap siding cost analysis

Type of siding	Surface to weather	% Lap loss (based on 12" coverage)	% Est. cutting waste (based on 1,000 sq. ft.)	Est. \$/sq. ft. cost of:				To cover 1,000 sq. ft.:	
				Mat'l	Mat'l loss	Labor	Total	Total sq. ft. required	Builder's est. total cost
12" Sturbridge™	11"	8.3%	12.0%	\$.46	\$.09	\$.29	\$.85	1,203	\$ 846
6" Hardboard	5"	16.6	10.0	.36	.10	.35	.80	1,266	800
6" Bevel Cedar (5½" true size)	4½"	18.2	15.1	.62	.21	.42	1.25	1,333	1,246
10" Aluminum (insulated)	10"	0.0	10.0	.63	.06	.41	1.04	1,000	1,103
10" Vinyl (w/insulation)	10"	0.0	10.0	.72	.07	.41	1.20	1,000	1,202

Sources: Western Red Cedar Lumber Assoc., R.S. Means' "Building Construction Cost Data 1979," Champion Building Products, National Construction Estimator 1978.



Primed siding (above) goes up after corner board is nailed in place. Inside corner of this custom-built Dye home in Rochester, N.Y. marks joint between house on left and garage.

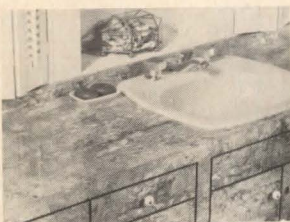
Narrow lines of finished siding job (left) give this one-story Bagnal home in Columbia, S.C. an authentic Williamsburg look.



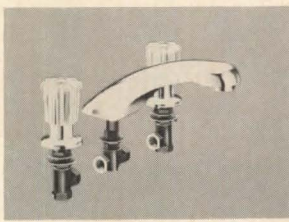
All-wood wall cabinet, medicine chest and vanity (above) are part of the "Bath Concept" collection. Quaker Maid, Leesport, PA. Circle 263 on reader service card



Oak "Glacier White" vanity (above) features arched raised-panel doors. Unit comes with antique-finished hardware. AristOKraft, Jasper, IN. Circle 201 on reader service card

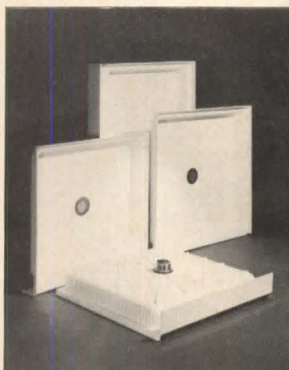


Plastic laminate, "Calabria Marble" (left), is easy to maintain. Durable laminate, which may be applied to vertical or horizontal surfaces, is part of the "Design Group I" collection. Wilsonart, Temple, TX. Circle 202 on reader service card



Roman tub spout (left) is available in a chrome or antique gold finish. The 12"-long spout has a 3 3/4" x 3" base. Faucet handles come in clear, amber or charcoal acrylic. Central Brass, Cleveland, OH. Circle 203 on reader service card

Fiber glass shower floors (right) come in 32"-square, 36"-square and 34" x 48" sizes. The easy-to-maintain nonslip floor surface has a pebble design. Swan, St. Louis, MO. Circle 204 on reader service card

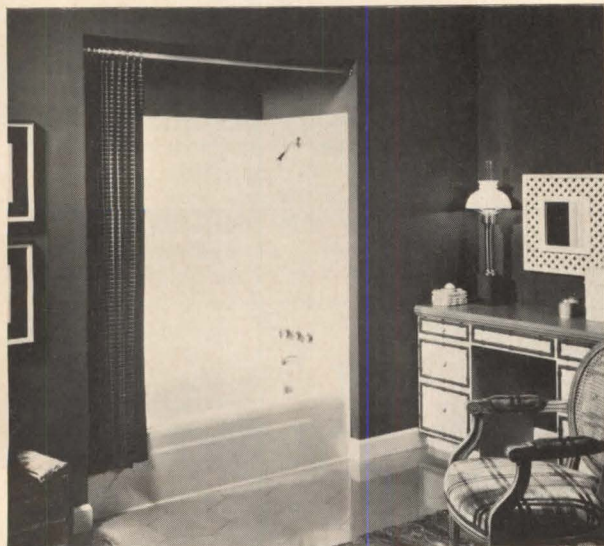


ABS tub surround (below), available in a 7-piece kit, is intended for retrofit installations. Kit includes caulking and adhesives. Marlite, Dover, OH. Circle 206 on reader service card

Shower wall bar, Glide Rail™ (right), is shown with shower unit installed. An acrylic dial handle allows shower unit to be adjusted to various heights. Alsons, Covina, CA. Circle 205 on reader service card



Custom bathroom collection (below) includes bathtub, vanity top and fluted walls. All items are made of cultured onyx. Ortega Onyx, Hollywood, CA. Circle 207 on reader service card



CHROMABOND CONVERT

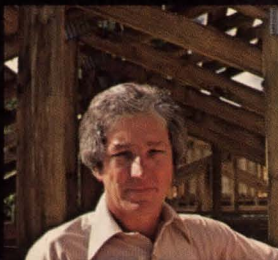
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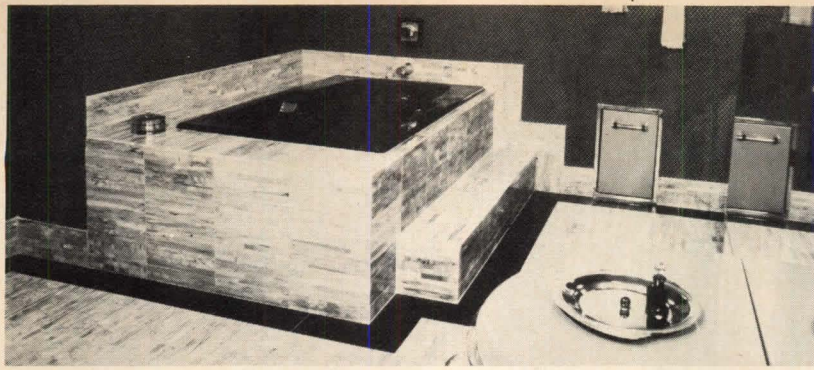


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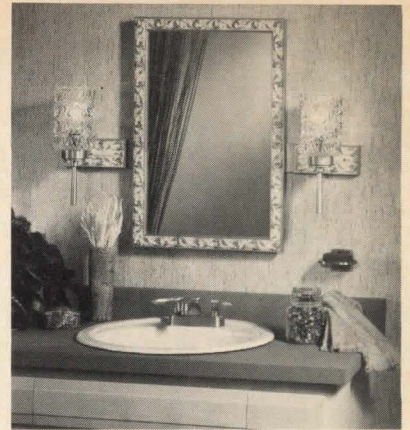
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Marble/onyx tiles (above) may be used in vertical and horizontal applications. The tiles, which measure 6'' x 12'' x 1/4'', may be obtained in a variety of designs and colors. Hastings, Lake Success, NY. Circle 212 on reader service card



"Heirloom" medicine cabinet (above), available in a white and gold finish, comes with matching sidelights and backplates. Lighting units, available with crystalline glass, accept 60w bulbs. Total unit is 24 1/2'' high and 31 7/8'' wide. Nutone, Cincinnati, OH. Circle 214 on reader service card



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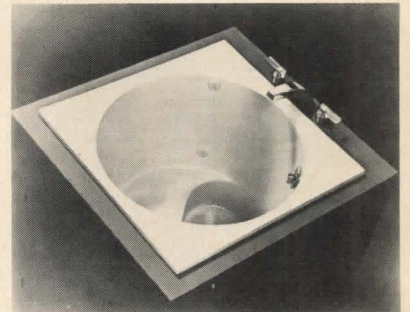
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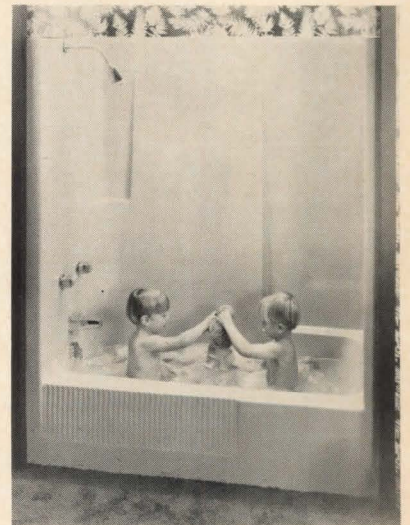
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Fiber glass soaking tub (above) has a 40 3/4''-square rim. The tapered tub, which features a molded seat, measures 38 1/2'' in diameter at the top and 31 1/2'' at the bottom. Unit may be obtained with a built-in whirlpool system. Eljer, Pittsburgh, PA. Circle 213 on reader service card



One-piece whirlpool bath and surround (above) is made of fiber glass. Bathtub measures 5' long and 33 1/2'' wide; surround is 75'' high. Tub comes with four adjustable whirlpool jets and dual air controls. Unit is available in nine decorator colors. Kohler, Kohler, WI. Circle 215 on reader service card

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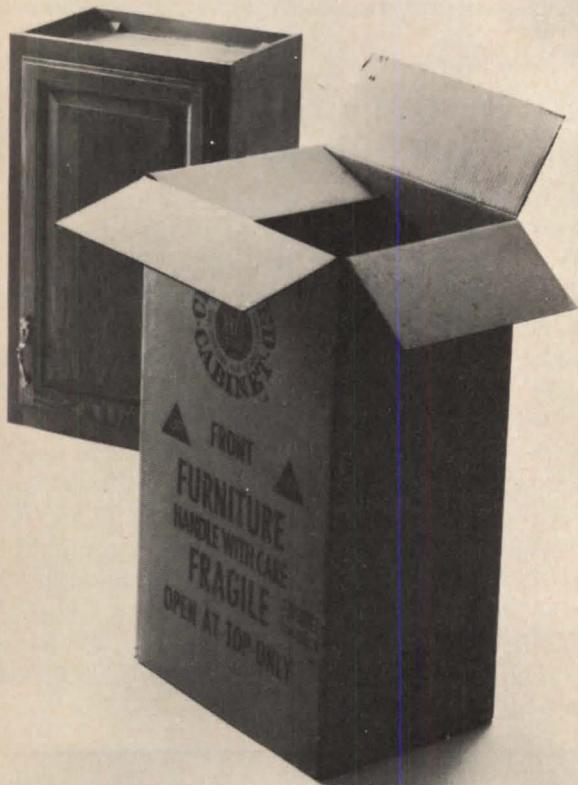
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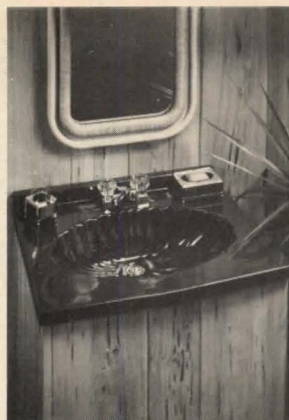
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BATHROOMS



Vitreous china lavatory, "Shell-addin" (left), features a shell-shaped bowl. The 25'' x 22'' lavatory comes in models that accommodate 4'' and 8'' centerset fittings. American-Standard, New Brunswick, NJ. Circle 208 on reader service card



Tub and shower fittings (below) come in a bronze finish. Faucet handles are made of clear acrylic. Faucet assemblies feature washerless cartridges. Universal-Rundle, New Castle, PA. Circle 209 on reader service card



Three-door medicine cabinet (left) has an oak frame. Oak lighting fixture is optional. Triangle Home, Chicago. Circle 210 on reader service card



Fiber glass bathtub and surround, "Chantilly" (above), is available in a variety of decorator colors. Bathtub measures 60'' x 32'' x 30''; surround is 15'' high. Florestone, Union City, CA. Circle 211 on reader service card



Nord's 2010 WB entry doors with Weatherbond panels.



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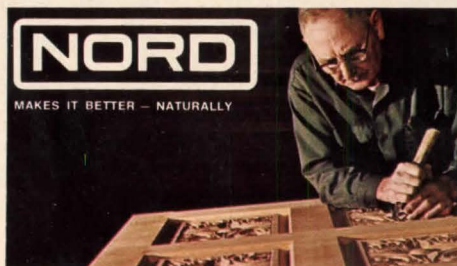
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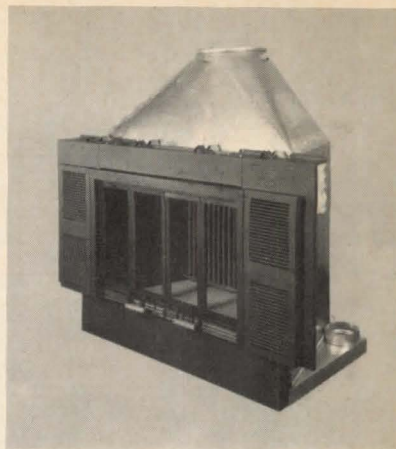
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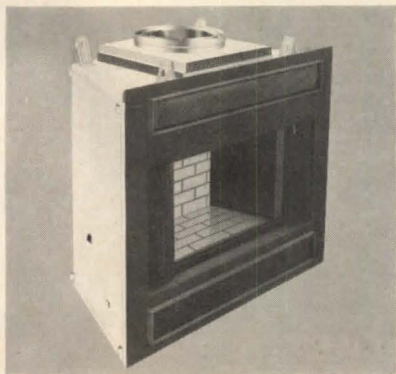
Energy Miser® fireplace (above) comes with bifold glass doors. The 36'' fireplace circulates inside air through a heating chamber and back into the room. Preway, Wisconsin Rapids, WI. Circle 216 on reader service card



Energy-saving fireplace (above) features a convoluted stainless-steel heat exchanger. A fan, duct system and tempered glass doors are optional. Majestic, Huntington, IN. Circle 217 on reader service card



Traditionally-styled mantelpiece (above) is made of fiber glass. Unit may be used with a wood-burning, electric or gas fireplace. International Commerce Group, Los Angeles. Circle 218 on reader service card



Heat-circulating fireplace (above) is available in 38'' and 43'' firebox opening sizes. Unit may be obtained with optional glass doors. Superior, Fullerton, CA. Circle 219 on reader service card



Heat exchanger, "Maxi-Heat" (above), is available in 38 $\frac{3}{4}$ '', 42 $\frac{3}{4}$ '', 46 $\frac{3}{4}$ ' and custom widths. Two independent air blowers circulate heated air back into the room. Unit, which may be installed in fireplaces over 21'' deep, comes with tempered-glass bifold doors. Weathercock, Eugene, OR. Circle 220 on reader service card



Projecting stone fireplace, "Longchamp" (above), can serve as a room divider. Rustic-styled fireplace comes with a 59'' x 31 $\frac{1}{2}$ '' oak mantel. Unit uses outside air for combustion. Adams, Dubuque, IA. Circle 221 on reader service card



Simulated stone fireplace (above) may be obtained with or without the bookshelf shown. Fireplace uses electric or gas logs. Readybuilt, Baltimore, MD. Circle 222 on reader service card

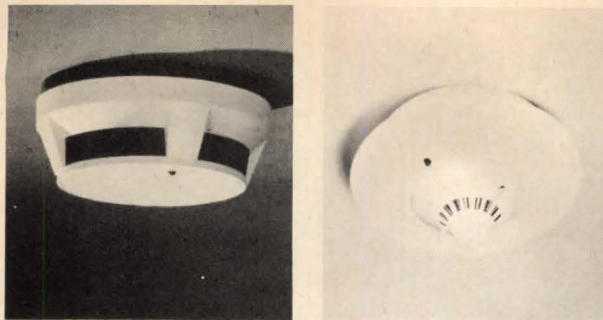
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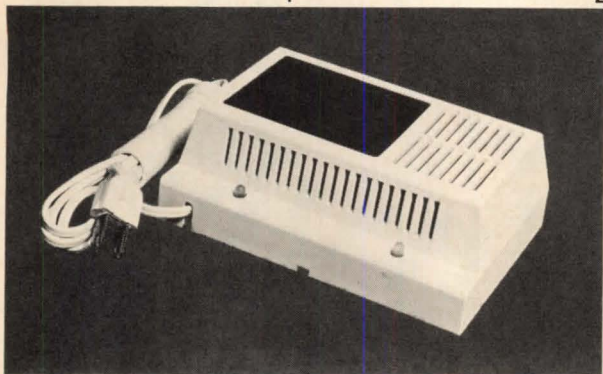
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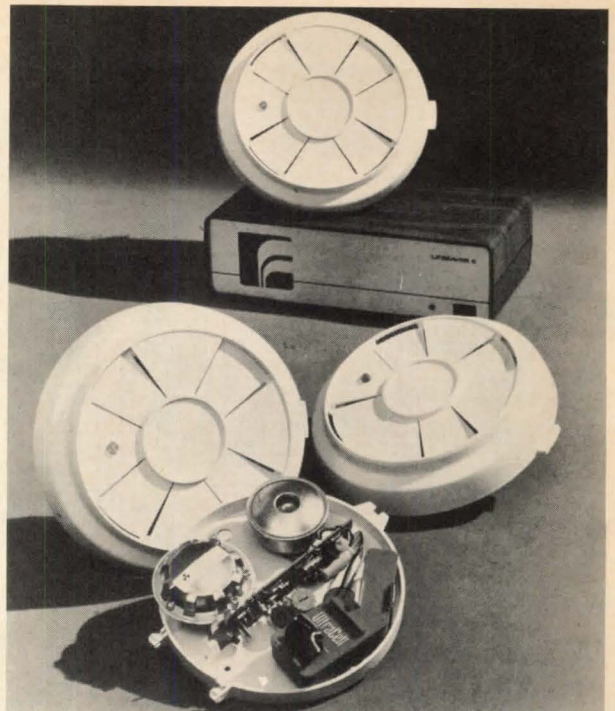




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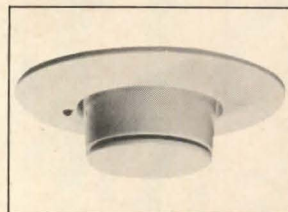
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Smoke/fire detectors to meet the standards

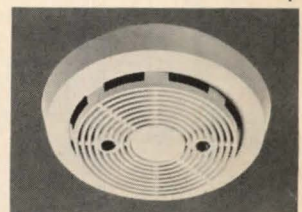
The standards, which mandate smoke and fire detectors in all new residences, have been set by 31 states. Also covered: all new and rehabbed housing financed by federally insured mortgages.

There are two basic types of detectors—ionization and photo electric. Ionization-type units include americium-241, a material that transforms two of the unit's chambers into conductors of electricity. When smoke interrupts the flow of current, an alarm is set off. Photoelectric-type units detect a fire when smoke particles disrupt an interior beam of light. Ionization units are more sensitive to flaming fires while photoelectric units react more rapidly to smoldering fires.

The products shown on this page include both types, as well as a gas fume detector.



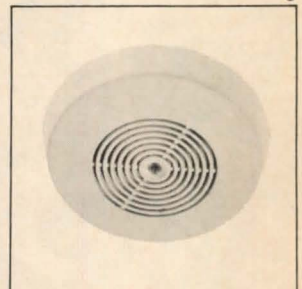
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7



8

1. Photoelectric smoke detector is designed for use in commercial and apartment installations. The 24v unit connects to a central fire-alarm panel. Electro Signal Lab, Rockland, MA. *Circle 223 on reader service card*

2. Ceiling-mount ionization unit twist-locks into a prewired base assembly. The base may be connected to a two- or four-wire circuit. Rixson-Firemark, Franklin Park, IL. *Circle 224 on reader service card*

3. LP and natural gas detector comes in a direct-wire or battery-operated model. Electronic resistance in a sensor is altered and an alarm is triggered when gas fumes are present. General Home Products, Pennsauken, NJ. *Circle 225 on reader service card*

4. "Lifesaver" ionization series includes a remote auxiliary unit (top) which transmits radio signals to a distant alarm-receiver; a battery-operated model (left); and a simple dual-chamber unit (right). Fynnetics, Elgin, IL. *Circle 226 on reader service card*

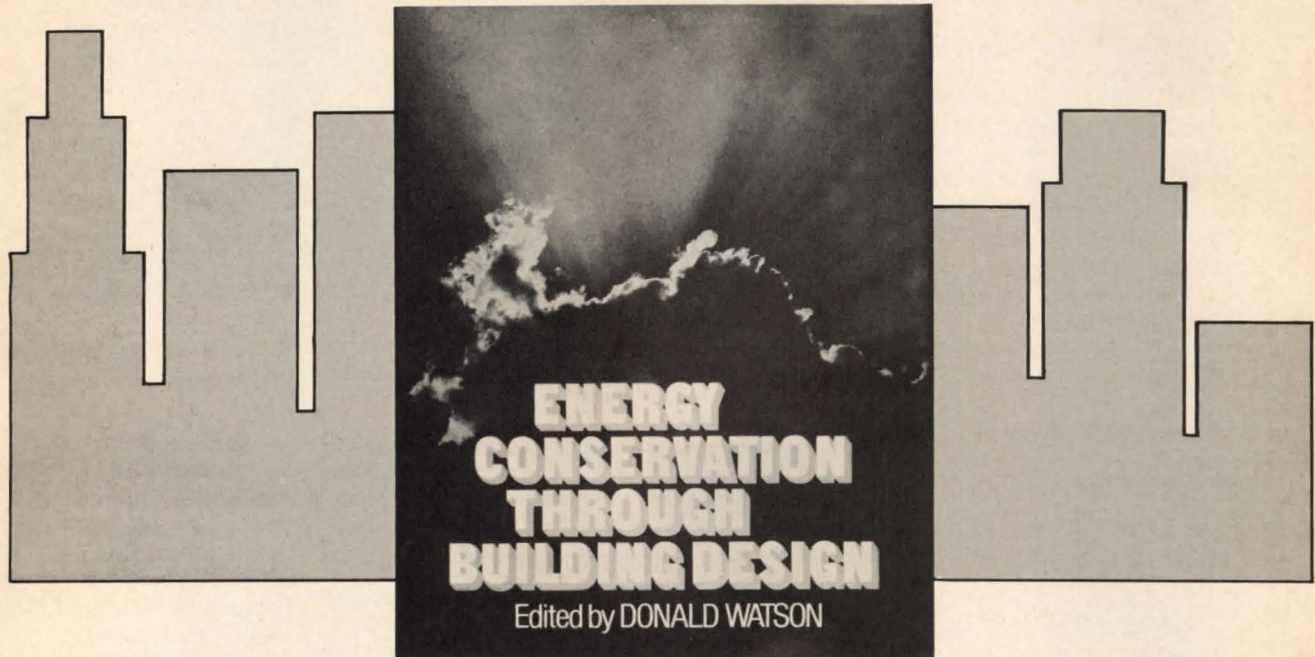
5. "Pyr-A-Larm" smoke detector is designed for commercial, industrial or institutional use. The ionization unit may be adjusted to three levels of sensitivity. Pyrotronics, Cedar Knolls, NJ. *Circle 227 on reader service card*

6. Combination ionization/photoelectric detector is powered by a 9v alkaline battery. Unit includes a warning signal that indicates when the battery needs replacing. Pittway, Aurora, IL. *Circle 228 on reader service card*

7. Fire Alert™ unit is operated by a 9v alkaline battery. The dual-chamber ionization detector emits a warning signal when the battery needs to be replaced. Unit has a built-in testing system. Fenwal, Ashland, MA. *Circle 229 on reader service card*

8. Dual-chamber ionization detector, which connects to a central control panel, may be used for residential or commercial installations. The battery-backup unit is UL listed. BRK, Aurora, IL. *Circle 230 on reader service card*

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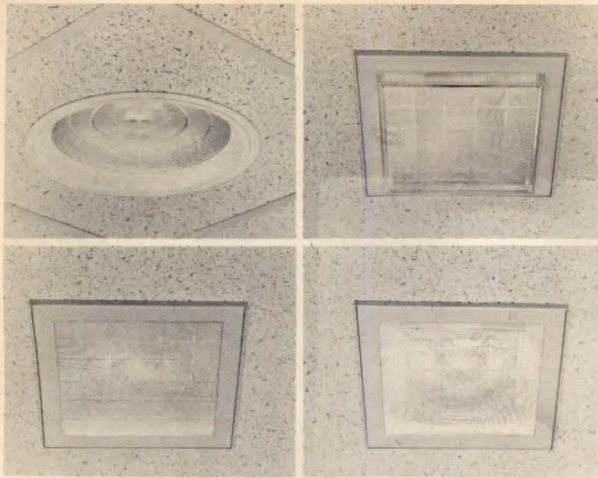
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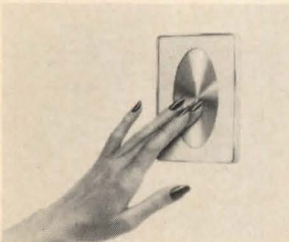
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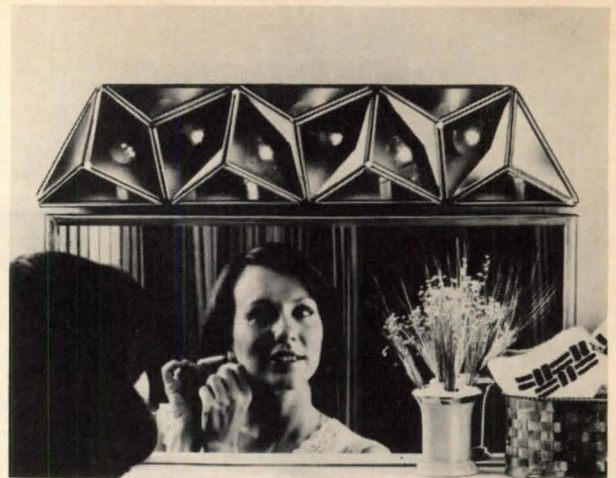
Introduction: Energy Conservation Through Building Design. Architecture Confronts Environmental Technology. Observations on Energy Use in Buildings. How and Why Buildings Use Energy. Passive Solar Heating of Buildings. Architectural Design Based on Climate. Fenestration and Heat Flow Through Windows. Computer-Aided Energy Design for Buildings. Energy Required for Building Construction. Energy Management for Commercial Buildings. Solar Energy, Building, and the Law. Energy Patterns of Land Use. Appropriate Technology. Energy Conservation at the Building Scale: An Innovation Program. Biographies of Contributors. Index.



Hinged-cover luminaires (above) are available in three square models—flat (bottom left), drop-prism (upper right) and concave (bottom right)—and one round model. Johns-Manville, Denver, CO. Circle 231 on reader service card



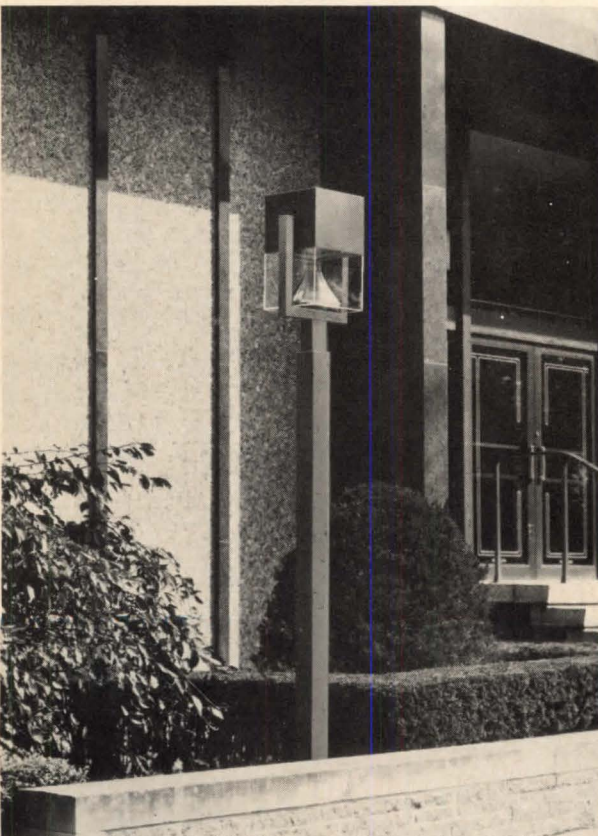
Sensitron™ light control (left) includes a touch plate available in a variety of color combinations. On/off and dimming functions are controlled by pressing the touch plate. Unit glows in the dark. Leviton, Little Neck, NY. Circle 233 on reader service card



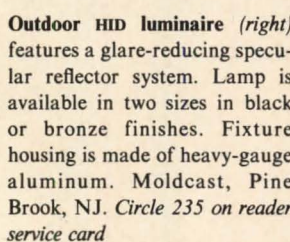
Decorative lighting fixture (above) is available in three-, five- and seven-light models. Fixture features triangular gray-tinted glass and mirrored sections mounted in brass strips. Progress, Philadelphia. Circle 232 on reader service card



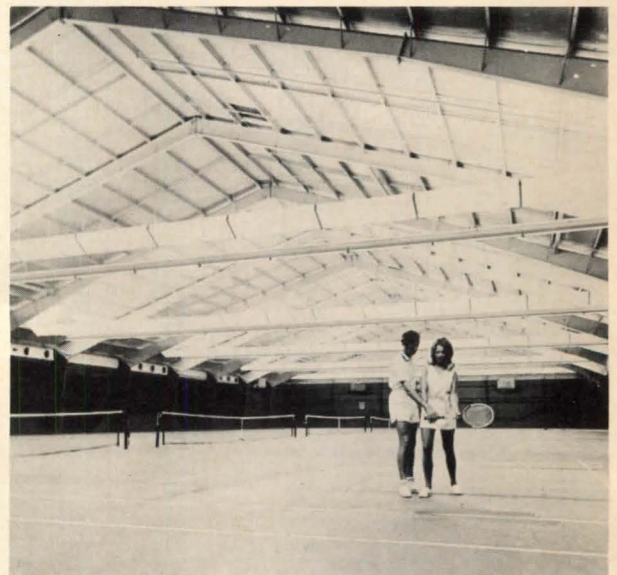
“Connecticut” wall lamps (left), available in pairs, have an antique brass finish and come with frosted glass globes. Fixtures measure 6½” wide, 10½” high and 8¼” deep. Lamps accept bulbs up to 75w. Miami-Carey, Monroe, OH. Circle 234 on reader service card



“New Yorker” outdoor luminaire (above) comes with a watertight aluminum housing and a high-impact clear acrylic lens. Aluminum pole measures 4’ square and ranges in height from 10’ to 18’. J.H. Spaulding, Cincinnati, OH. Circle 236 on reader service card



Outdoor HID luminaire (right) features a glare-reducing specular reflector system. Lamp is available in two sizes in black or bronze finishes. Fixture housing is made of heavy-gauge aluminum. Moldcast, Pine Brook, NJ. Circle 235 on reader service card



Indoor tennis lighting system (above) consists of court-length fluorescent lighting fixtures. Each fixture, containing three rows of bulbs, may be fully or partially illuminated. Devco, Carlstadt, NJ. Circle 237 on reader service card

The residential TJI. A better joist.

Trus Joist Corporation's revolutionary new Residential TJI is a technological breakthrough in joist design. It's not just another building material. While delivering more as a superior floor system, it requires less labor, less time and less material.

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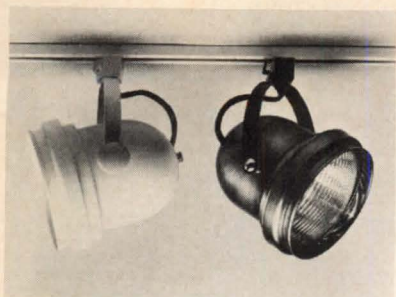
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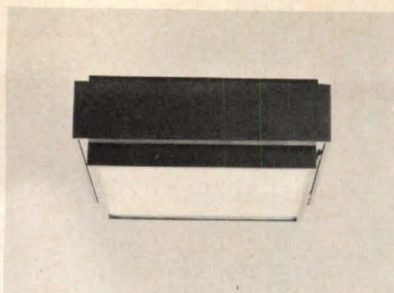
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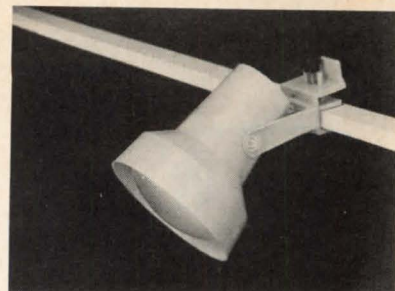
Circle 107 on reader service card



"Europa" track lighting (above) may be used for residential or commercial installations. Trakliting, City of Industry, CA. Circle 238 on reader service card



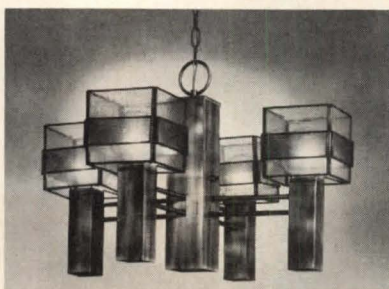
Square ceiling lights (above) are available in four colors in 11 $\frac{1}{4}$ "', 14 $\frac{1}{4}$ "' and 17 $\frac{1}{16}$ "' sizes. Prescolite, San Leandro, CA. Circle 239 on reader service card



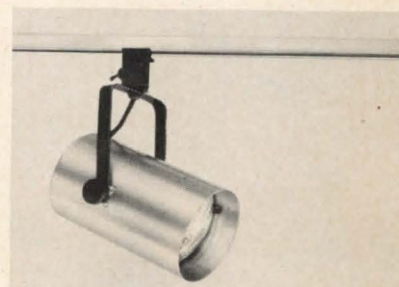
"Adapt-a-Lite" lamp (above) clamps to ceiling, wall or floor fixtures. Unit includes a dimmer control. Cable Electric, Providence, RI. Circle 240 on reader service card



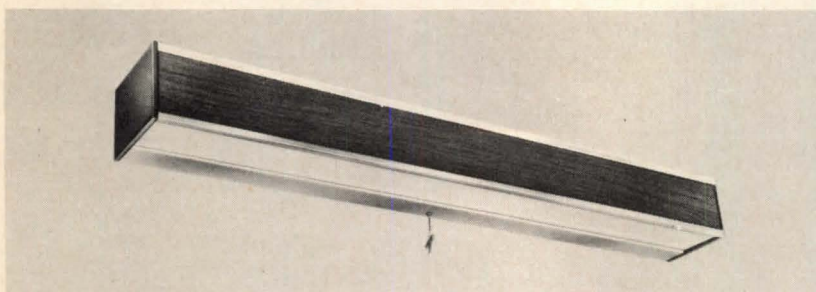
Polished brass chandelier (above) is part of the "Lotus" collection. Fixture measures 24" in diameter. Feldman, Los Angeles. Circle 241 on reader service card



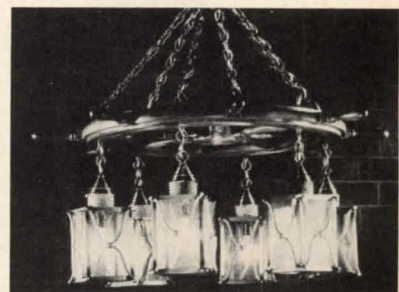
"Colorado" chandelier (above) features a center downlight. Frame is finished in antique brass. Thomas, Louisville, KY. Circle 242 on reader service card



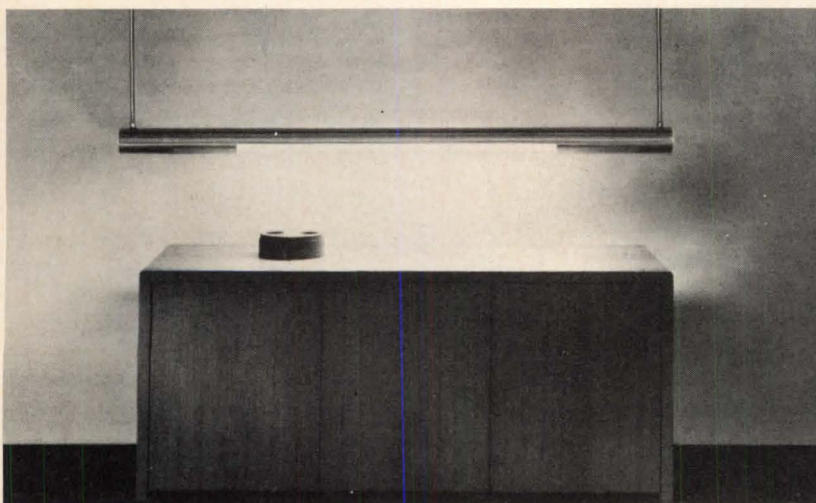
Low-voltage track spotlight (above) is available in four colors, including white and bronze. Halo, Elk Grove Village, IL. Circle 243 on reader service card



Fluorescent wall lamp (above) contains two independent bulbs for up and down lighting. Unit features interchangeable decorative fascia inserts in a variety of colors. Keene, Union, NJ. Circle 244 on reader service card



Teak chandelier (above), in a ship's wheel design, features brass lighting fixtures. Wasley, Plainville, CT. Circle 245 on reader service card



Modular fluorescent fixtures (above) may be pendant mounted, as shown, or wall mounted. Modules, available in 66" and 78" lengths, may be combined in a variety of patterns. Habitat, New York City. Circle 246 on reader service card



"Tavolo" desk lamp (above) features a chrome support rod and a black- or white-finish metal reflector. Unit measures 22" high. Koch + Lowy, Long Island City, NY. Circle 247 on reader service card

Levitt Homes In Florida. A Progress Report.



Edward P. Eichler, President

Why Florida?

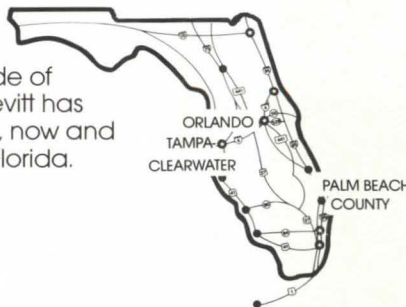
After 50 years of building houses in the U.S. and foreign markets, Levitt has decided to make the State of Florida its most important base of operations. A lot of people have asked us, "Why Florida?" and "How are you going about it?" This, therefore, is the first in a series of reports on our progress.

To date, we have established a statewide headquarters in Boca Raton, started construction in five projects on both coasts, transferred twelve managers and technicians

from other parts of the country, and developed two lines of houses especially for Florida. Each of these activities and more, all of which taken together constitute the effort to become a major homebuilder in a new market, will be described in subsequent reports. But first, why Florida? The answer is obvious.

Throughout its history, Levitt has succeeded by building houses of high quality and sound value in places where demand was burgeoning. After World War II, this meant large projects for returning veterans in New York, New Jersey and Pennsylvania. In the 1960's, it meant offering mass produced housing for the first time in France, Spain and Puerto Rico. Now, it means bringing the best in house design, land planning and quality construction to thousands of people coming to Florida to escape the intractable problems and conditions of older northern cities. In the decade of the 1980's, we think Florida will be the most dynamic housing market in the U.S., if not the world. And we intend to apply all our resources to meet the demand.

We do not underestimate the magnitude of the task. But we relish the opportunity. Levitt has always taken on big challenges. For us, now and in the coming years, that challenge is Florida.



Levitt Homes

Levitt Homes Incorporated
1499 West Palmetto Park Road
Boca Raton, Florida 33432

Building communities in Boca Raton, West Palm Beach, Tampa, Clearwater/St. Petersburg and Orlando.

*After the show,
we all raced down to Sam.
He stood there hugging
a proud Mrs. Wattles and
beaming at us all.*



Always leave them laughing.

Sam Higgins would go out of his way to wiggle his ears at a baby. Or do his magic act for the older children. It was easy to see the reason. Kids loved Sam 'cause they knew he loved them.

One day, Sam just moved on. Told folks he was going to do something he'd always wanted. Josie Wattles, the teller down at the bank, was real sorry to see him go. Said Sam was her best customer. Came in every payday like clockwork to buy a U.S. Savings Bond. She'd grown right fond of Sam.

'Bout a year later, the circus came to town. Everybody was talking about a new clown they had and how good he was. Well, one night, the ringmaster brought the clown into the center ring and called for silence. Said he knew the folks in Pecan Corners would want to give a big hello to one of their local boys—Mr. Sam Higgins!

After the show, we all raced down to Sam.

He stood there hugging a proud Mrs. Wattles and beaming at us all. He said, "You know, I always wanted to make people happy. And I figured the place to do it was the Big Top. So I saved for it. And one day, sure enough, I had myself enough of a nest egg laid aside so I could run away and join the circus! You are looking at one contented man."

Not much happens around Pecan Corners anymore. 'Cept I notice a lot more folks going in the bank every payday. Guess our local boy made a lot more people happy than he ever figured!

U. S. Savings Bonds are one sure way to make your dreams come true. So sign up now for the Payroll Savings Plan at work or buy Bonds where you bank. Whatever you're saving for, Bonds can help make it happen.



**Take
stock
in America.**