

# housing



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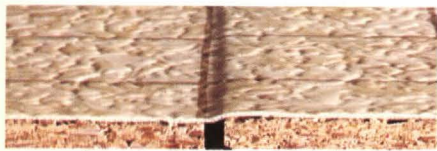
**How to make small houses live big**  
**Model baths: Add zip with the surface sell**

**Latest  
 Housing  
 Demand Index**

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

**WITH TREDWAY, SUBFLOOR DEFECTS DON'T MATTER.**

"Tredway's flexibility has ended almost



Conventional flooring can ridge or split.



Tredway bridges minor subfloor irregularities.

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

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

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# NuTone Ventilating Fans: The Energy Savers.

One way you can make your homes more marketable is to offer built-in NuTone Whole-House, Paddle and Attic Ventilating Fans—which save energy by assisting or substituting for expensive air conditioning.

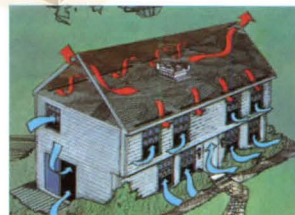
## One solution: A NuTone Whole-House Ventilating System.



Many homebuyers want temperate comfort in their homes... but air conditioning, its accompanying maintenance and—especially nowadays—high energy requirements can make it prohibitively expensive.

A NuTone Ventilating System can assist air conditioning, both economically and with comfort-effectiveness. The homeowner saves by using air conditioning only during extremely high temperature/humidity conditions.

Another plus—homeowners won't even need air conditioning during the night if they have a NuTone Whole-House Ventilating System.



Open all windows and interior doors to ventilate the whole house.



Effect "zoned cooling" for a typical second floor at night.

## NuTone: helping you put profit and comfort on the bottom line.

# Two more energy saving ideas from NuTone for a profitable selling climate

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Take advantage of a decorating rage and make a common-sense proposition to your buyers at the same time.

Paddle fans are not only "in" — their dual appeal can help keep you "in" the black.

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## The heat-beating NuTone Attic Fan



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They remove trapped, heated air; lowering cooling costs by virtually eliminating the usual heat trapped in an attic. And they use very little electricity. To your energy/cost-conscious prospect, a powerful selling point.

Contact your nearby NuTone Distributor for Whole-House Ventilating Systems, Paddle Fans and Attic Fans. 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, Ontario M82 5T8.

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Form 5009

# NuTone: helping you put profit and comfort on the bottom line.

# housing

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*"Should any Weatherbond panel ever split through, Nord promises a replacement door and payment up to \$150 for finishing and installation. I guarantee it."*

*Bob Nord*





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## The challenge of smallness

We've said it before, and we don't mind repeating ourselves:

There's a growing need for small houses on small lots. They are a reasonable alternative for buyers who have been priced out of the market for conventional single-family homes. And they are just right for certain types of buyers—empty nesters, singles and childless career couples—whose ranks are swelling.

So it's good to see more and more builders experimenting with zero-lot-line and patio houses at five, six and seven to the acre. That's old stuff, of course, in California where crazy land costs spawned high-density single-family. But now the idea is cropping up all around the country—even in places where there's no particular pressure on land.

What's not so good, however, is the result of some of these experiments: badly planned houses that are all wrong for their sites. They feel cramped, they don't relate to the outdoors, and they look like shrunken versions of more typical single-family homes—a 2,000-sq.-ft. house squeezed down to 1,400 sq. ft., for example, and plopped down on a tight lot.

Designing small houses for small lots is a challenge that calls for new approaches. Above all, it means finding ways to make spaces live and look big.

How?

Senior Editor June Vollman shows you ideas from successful projects in the story starting on page 56.

## The challenge of energy costs

Apparently the housing industry is convinced there's an energy crisis—even if there's some doubt in other quarters.

Lots of energy-saving ideas are percolating. Some come out of manufacturers' laboratories. Others come from utilities. And still others come—without fanfare—from builders who are putting their practical minds to work on the problem.

In this issue, for example, you'll meet a novice builder whose house chops fuel bills by 90% but, he claims, costs no more than an ordinary house of the same size (*see p. 78*). You'll also read about a heating system that draws electricity only during off-peak (low-rate) hours (*see p. 40*).

In future issues, we'll pass along other ideas, techniques and systems. Many of them won't be brand-new. Others may be too elaborate or too expensive. But we'll show them anyway in hopes that they'll spark still more thinking.

—JOHN F. GOLDSMITH



**“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

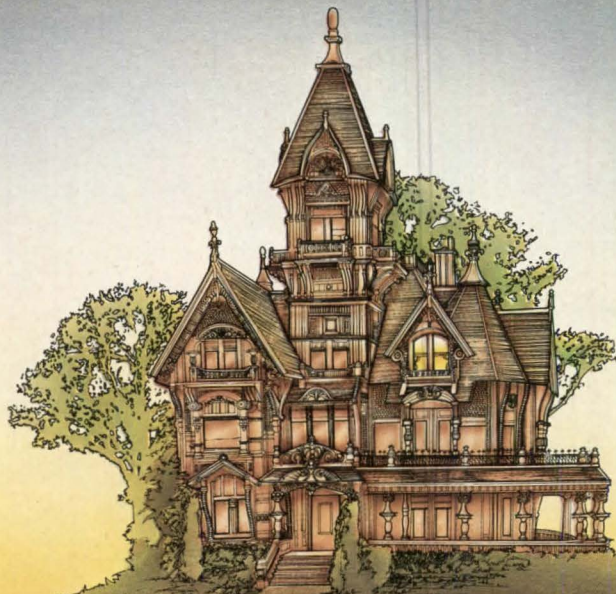


*Superior Homes specializes in the construction of middle-income housing in metropolitan Houston, with the primary market range being homes costing \$30,000 to \$60,000.*

*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.*

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*lacquered to a velvet completely water-resistant smoothness. The brass – polished to the richest glow.*

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# Volcker to builders: The squeeze is on

If newly minted Federal Reserve Board chairman Paul A. Volcker has his way, builders and homebuyers may be crunched in a credit vise by New Year's Day.

Like his predecessor at the Fed, G. William Miller, Volcker is concerned about homebuilding's continued strength in the face of double-digit lending rates.

Unlike Miller, however, the new Fed head seems unlikely to settle for a long grind in gradually slowing the industry to avoid what Miller termed "major dislocations."

**Strategy.** The keystone of his strategy, Volcker told a gathering of reporters, will be to attack "inflationary expectations among homebuyers which have reached a fever pitch." He does not think that two consecutive quarters of negative growth—the technical definition of recession—will slow home prices in any lasting way.

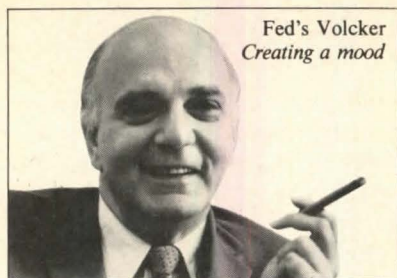
Therefore, Volcker says the Fed will devote "extra effort" to rooting out the now deeply ingrained public acceptance of skyrocketing home prices.

Diverging from Miller's policy of "gradualism"—raising rates slowly or not at all to avoid hurting homebuilding—Volcker says he plans no reduction in lending rates in the foreseeable future.

"In terms of nominal rates, interest rates are high," the Fed chief declares. "But when you look around at other things, are they really that high?"

Miller stuck to his policy of gradualism until the day he left the Fed for his new post at the Treasury Dept. [HOUSING, Sept.]. But in the first few weeks of Volcker's reign, the Fed pushed the rate on federal funds (the uncommitted reserves that banks lend one another) from 10½% to 11¾%. As a result, the prime lending rate quickly jumped to a record 12¾%—and Fed watchers predicted that it would soon break 13%.

**No tax break.** In addition, Volcker seems likely to turn thumbs down on any plan that would speed up the flow of money to housing. Of the recent spate of bills aimed at giving savers tax exemptions on deposit interest, Volcker says: "I don't think we're going to solve our problems by relying on gimmicky proposals."



Fed's Volcker  
Creating a mood

While Volcker has purposely created an aura of uncertainty about how hard he and the Fed members may be willing to squeeze builders and homebuyers, he leaves little doubt that Miller's gradualism—which protected homebuilding—has seen its last days.

**Stagflation.** In fact, Volcker seems content to leave the impression that a period of stagflation—high lending rates combined with high inflation and rising unemployment—may be exactly what the Fed will settle for in its effort to thwart the inflation psychology which has kept most builders firmly in the black for three years.

Even the six-month CDs, which bolstered homebuilding during 1977-

78 by staving off disintermediation, may no longer protect the industry from a Fed credit squeeze.

Pegged to the rate of 26-week Treasury bills, the money market certificates now account for over 20% of the \$90 billion in S&L deposits.

While they have pumped more money into S&L and savings bank coffers, the CDs have also increased lenders' costs to the tune of over \$4.5 billion in July.

Following White House moves to make the short-term CDs less attractive to small investors, deposit inflows have slowed to a trickle and the CDs' capacity to protect homebuilding from a credit squeeze has been sharply reduced.

Lenders, says a Fed source, "are finding investments with higher yields than conventional mortgages."

And, he concludes, "builders may find themselves facing not just price-squeezed homebuyers, but homebuyers who can't get mortgages at all."

—BOB DOWLING

McGraw-Hill World News,  
Washington

## League president sees a silver lining

Despite the Fed's ever tightening grip on credit, some lenders insist on looking at the bright side.

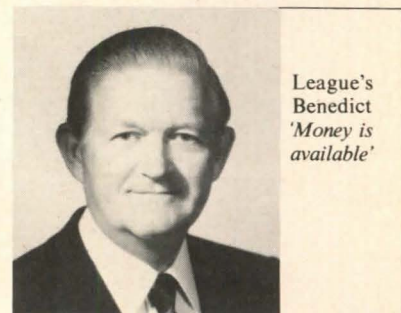
"American homebuyers," declares Joseph Benedict, president of the U.S. League of Savings Associations, "are now enjoying a better lending rate than blue chip corporate borrowers."

With the prime lending rate—the rate charged by banks to favored corporate customers—at 12¾% and inflation hovering at 13%, Benedict believes that homebuyers—and builders—need not be discouraged.

**'Money available.'** Although lending rates on conventional home mortgages range from 10½% to 12% nationwide, "mortgage money is available," Benedict declares.

"When you consider that the prime rate may hit 13% before long," he says, "homebuyers are getting a good deal. And they obviously know it because they're still clamoring for mortgage loans."

**Warning.** Benedict, however, lashes



League's  
Benedict  
'Money is  
available'

out at White House plans to eliminate savings rate controls.

Such a move "would send the homebuyer to the end of the loan line."

Congress allows S&Ls to pay a slightly higher interest rate on consumer savings accounts than commercial banks. The differential, Benedict says, amounts to about ¼ of 1%.

"That rate differential is critically important to housing because it's the only marketing tool savings associations have in our competition for savings deposits."

## Jimmy's Moon gets a Senate cakewalk



HUD's Landrieu Gets off lightly

Moon Landrieu—Jimmy Carter's embattled nominee to succeed Patricia R. Harris as HUD secretary—emerged unbloodied from his Sept. 6 confrontation with the Senate Housing, Banking and Urban Affairs Committee.

In fact, Landrieu, who nearly sabotaged his own nomination by revealing details of his business dealings with a New Orleans developer [HOUSING, Sept.], was questioned hardly at all about those dealings by Senate committee members.

**'Appearance of favors.'** Committee chairman William Proxmire (D., Wis.) was the only member of the committee to question Landrieu's business relationship with the Joseph Canizaro Interests.

Declared Proxmire: "What we have here is the appearance of favors done by the city for a major developer and, in turn, by that developer for the mayor and a possible quid pro quo."

In 1974, during his second and last term as mayor of New Orleans, Landrieu helped the Canizaro company—

headed by his longtime supporter Joseph Canizaro—swap 1.5 acres of its land for 3.7 acres of city-owned property. The 3.7 acres acquired by Canizaro became part of his company's \$500 million Canal Place development on the New Orleans riverfront.

The day after finishing his stint at New Orleans' city hall, Landrieu accepted a \$100,000-a-year post with Canizaro. Several months later, in August '78, using a handshake as a binder, he obtained a 10% interest in Canizaro's operations.

After he revealed his Canizaro connection in an August newspaper interview, it was expected that members of the Banking Committee would grill Landrieu at length about his relationship with Canizaro and his intentions concerning New Orleans' application for a \$6 million HUD Action Grant. The federal funds would benefit Canizaro's Canal Place.

Save for Proxmire, the committee members asked few questions of the nominee that dealt with either the HUD

Action Grant or Landrieu's association with Canizaro.

**'Good deal.'** The former New Orleans mayor testified that the city's land swap with Canizaro—on which Canizaro earned an \$80,000 profit—was a "good deal for the city."

His business association with the Canizaro Interests, the HUD nominee declared, "had nothing to do with the city of New Orleans." And he reiterated his intention to sell his Canizaro interest "as soon as possible" while adding that he will take no part in HUD's decision regarding New Orleans' Action Grant application.

While denying that his activities were unethical, Landrieu testified that his 10% interest in Canal Place would be worth upwards of \$5 million in five years.

He said he would give up his chunk of the Canizaro pie in exchange for his \$66,000 HUD salary "because I'm a political animal."

Six days later, Landrieu was confirmed by a 97-0 Senate vote. —T.A.

## Sales contracts must show insulation specs

Beginning Dec. 1, builders must disclose in sales contracts "the type, thickness and R-value of the insulation that will be installed in each part of the house to comply with a new Federal Trade Commission regulation.

The R-value of insulation in new homes, the FTC says, "is a factor material to the consumer's purchasing decision."

**Opposition.** The new FTC regs, declares Les Blattner, the National Association of Home Builders' director of consumer affairs, "will be troublesome and confusing and will almost certainly add to the cost of a new home."

The FTC says that records compiled during the course of proceedings that began nearly three years ago show that "most buyers of new homes will spend additional money on insulation if they are advised to do so by builders."

**Alternative.** A commission spokes-

man says the FTC staff originally recommended that the R-value information be provided to homebuyers in the form of fact sheets. The commission, however, says it found that method "difficult to implement and, possibly, to enforce."

While the FTC's newest set of insula-

tion regulations—entitled *Labeling and Advertising of Home Insulation*—directly affect homebuilders, they are aimed primarily at advertising and labeling done by insulation manufacturers.

—DON LOOMIS  
McGraw-Hill World News,  
Washington

## Home value outpaces income, study says

The increase in the value of owner-occupied homes outstripped the rise in homeowner incomes during the mid-1970s.

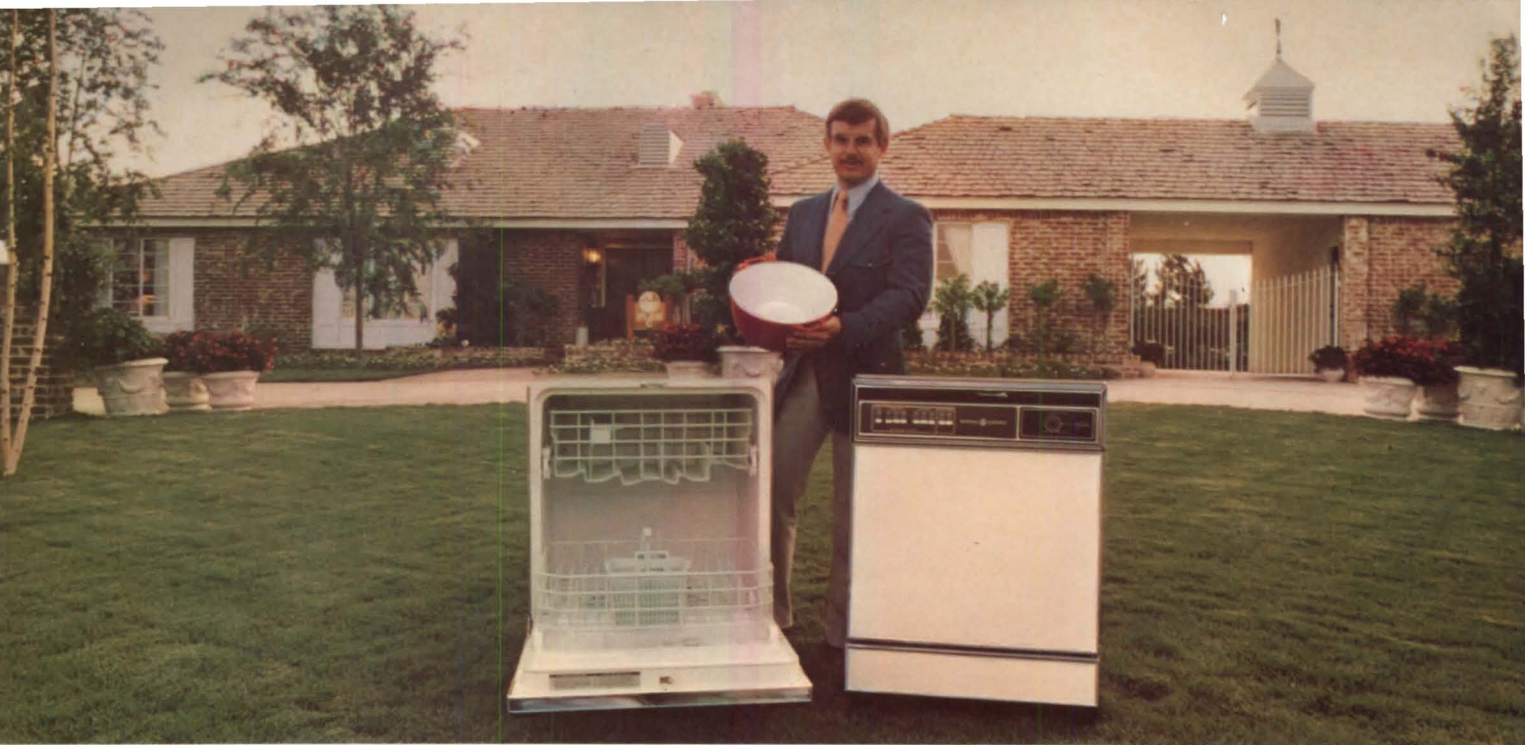
According to figures based on the first results of the annual housing survey conducted by HUD and the U.S. Census Bureau, the median value of owner-occupied single-family homes jumped 53%—to \$36,900—in 1973-77.

During the same four-year period,

the median income of homeowners rose 39%, to \$16,000.

And, according to an August Federal Home Loan Bank Board report, the upward cost spiral for new and existing single-family homes continues to accelerate.

The Bank Board report reveals that the average price of a new single-family detached home reached \$80,100 in August, up 23% from last year.



**“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.

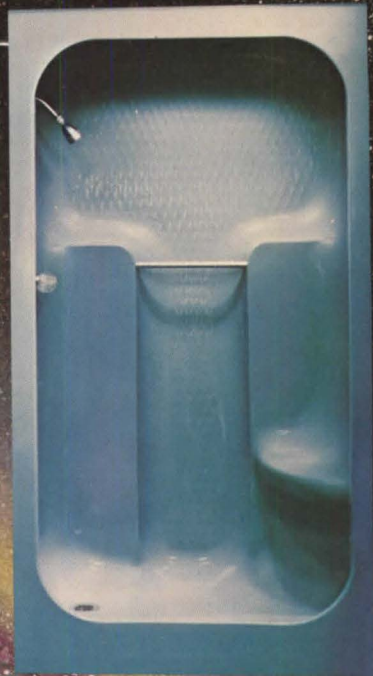
“Plus it’s specially designed to use less hot water than previous GE dishwashers. In fact, hundreds of gallons a year. And it runs quietly, too, because the PermaTuf® tub is surrounded with a blanket of sound insulation.

“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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# The brightest stars in the bathing world are made from USS Swedcast acrylic!

The USS SWEDCAST acrylic surface of the products shown produces a finish far superior to those of traditional plumbingware. Of seamless, one-piece construction, problem-free USS SWEDCAST surfaces are smooth and warm to the touch. Warm water stays warm longer, saving energy. The surfaces are lustrous, hard, durable and nonporous. The high gloss colors are uniform, brilliant and permanent. In addition, acrylic resists impact, mildew and many solvents. It is easily cleaned with household soap and water.

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Progressive manufacturers are now producing tubs, spas, luxury tubs, wall surrounds, modular tub/wall/ceiling units, whirlpools, showers, lavatories and vanity tops from beautiful USS SWEDCAST acrylic. These are pacesetting products you should investigate. To receive product literature from these innovators, circle our reader service number.

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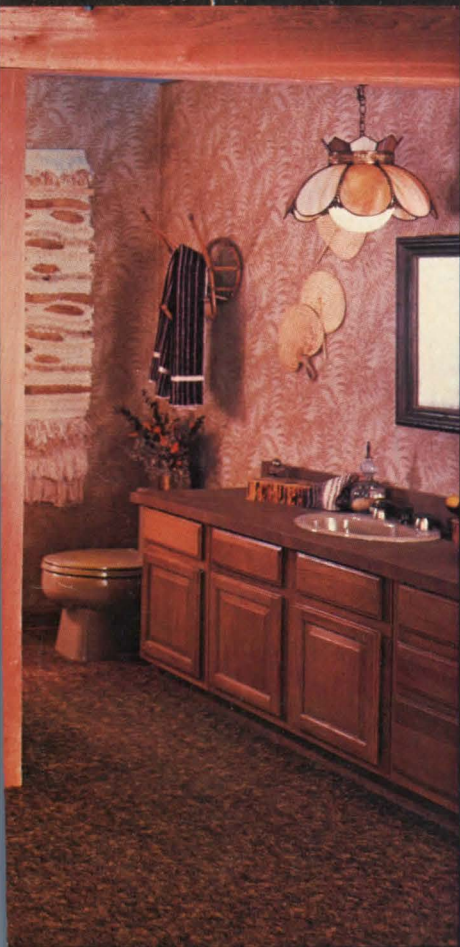
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# FHLBB's Janis: S&Ls need ammunition

Savings and loan associations "must be made more competitive" when pitted against the money market funds whose higher yields are diverting money from housing.

So said Federal Home Loan Bank Board chairman-designate Jay Janis during his Sept. 5 confirmation hearing before the Senate Banking Committee.

"There is tremendous competition for funds now," Janis testified. "Because of inflation, savers aren't saving and lenders are reluctant to make fixed-interest long-term loans [for conventional mortgages]."

Added Janis, who was confirmed as Jimmy Carter's third Bank Board head following his testimony: "We have to improve on the ability of savings and loan associations to earn money. Different kinds of mortgage instruments would be worth considering."

Janis, a 46-year-old former Florida homebuilder, had served as assistant secretary at HUD under Patricia Harris. As Bank Board chairman he succeeds Anita Miller who was appointed by Carter to serve as acting chairman following the May 31 resignation of Robert H. McKinney.

'**Bad for housing.**' Janis testified that he favors legislation that would allow S&Ls in all states to provide the so-



Bank Board's Janis  
Confirmed by the Senate

called NOW checking accounts which have proved successful in the Northeast.

He agrees with the proposal allowing S&Ls to put 10% of their funds into consumer loans, which, he said, would help them to provide "one-stop service for consumers."

He opposes those, however, "who would turn thrifts into commercial banks" because such a move "would be bad for housing."

When questioned by Sen. Robert B. Morgan (D., N.C.) as to whether allowing even 10% of S&L lending to go toward consumer loans wouldn't be "a foot in the door that would mean that money which had gone for home loans would now be diverted to consumer loans," Janis replied, "I don't believe so."

An independent agency, the Bank Board regulates 4,050 state and federally chartered S&Ls. —D.L.

## MBA economist says the future is now

As talk of gloom, recession and inflation drones on, Mortgage Bankers Assn. chief economist Thomas Harter brings builders some good news.

By 1984, Harter told the National Economists Club in Washington, D.C., the annual starts rate will climb to around 2.5 million.

This year, when other economists are forecasting under 1.6 million in starts—and the forecasts continue to edge downward as oil prices and interest rates spiral upward—Harter projects 1.7 million housing starts.

In 1980, Harter predicted, starts will total between 1.85 and 1.95 million units.

**Higher prices.** A general economic slump and a slowdown in new home construction, the MBA economist said, "may hold the rate of new-house price increases to within the 13% to 15% range this year, but the shortage of units produced relative to the potential demand will lead to further price pressures in the future."

However, higher new home prices, Harter predicts, will not keep baby-boom homebuyers in the 25-34 age group from purchasing new homes.

Unlike earlier generations of buyers, "the baby boom population has never experienced a major economic setback and, in fact, expects and plans for continued inflation."

And, says Harter, "as the rate of inflation accelerates, there will be an increasing demand for homeownership extending through the next decade."

**Supply and demand.** Changing lifestyles—reflected in increased numbers of single-person households, a lower birthrate, higher divorce rate and delayed marriage—have cut household size while increasing the number of

households, Harter said.

"The changing relationship between supply of housing and potential demand," Harter explained, "in part explains the ability of the new-home market to maintain a brisk pace in the face of rising costs and high interest rates."

In addition, the rise in the number of working married women—from 30% of the total in 1960 to 44% in 1976—will become an even more important factor in the continuing increase in new-home demand during the next decade.

## Energy Dept. deputy offers a cheap cut

Builders and homeowners can cut energy consumption 25% annually at an average cost of \$100 per home.

In testimony before the House Government Operations Subcommittee, Maxine Savitz, an Energy Dept. deputy assistant secretary, claimed that installation of several "small devices" would cost builders and homeowners "little or nothing."

As an example of such a device,

Savitz showed the House panel a plastic water flow controller for shower faucets which she claims reduces hot water usage enough to result in savings of about \$38 a year in homes with electric water heaters and \$11 in homes with gas water heaters.

In coming months, the Energy Dept.—via brochures—will provide more detailed information on inexpensive energy-saving devices.

# Temple siding: personality for homes!



Temple textured hardboard siding lends traditional charm and grace to both conventional and trend-setting homes . . . for new construction, and for the residing market — at low cost.

That's because it goes up easily, with either 4' x 8' or 4' x 9' panels. It's factory primed to cut in half the painting time and painting cost on the job site.

Made of 100% wood fibers, Temple textured siding works like wood, with ordinary tools. Doesn't split or crack. It's free from knot holes or defects, and has no resins to bake out in the sun.

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## APARTMENTS

# Mixed use can make rental numbers work

Given the high rents needed to justify today's conventionally financed apartments, many builders now concentrate solely on luxury or subsidized units. Still others, of course, have simply abandoned the rental market.

Quietly bucking this either-or trend, though, is the up-and-coming MB Group, a Boston-based developer that has carved out a profitable middle-ground niche for itself.

Using HUD's Section 221(d)(4) mortgage insurance program for moderate and middle-income rental housing as its main funding vehicle, MB specializes in mixed-use projects for small as well as major cities.

For example, the developer now has Section 221(d)(4) jobs under way in Dover, N.H.; Falmouth, Maine; Boston, Mass. and Syracuse, N.Y.

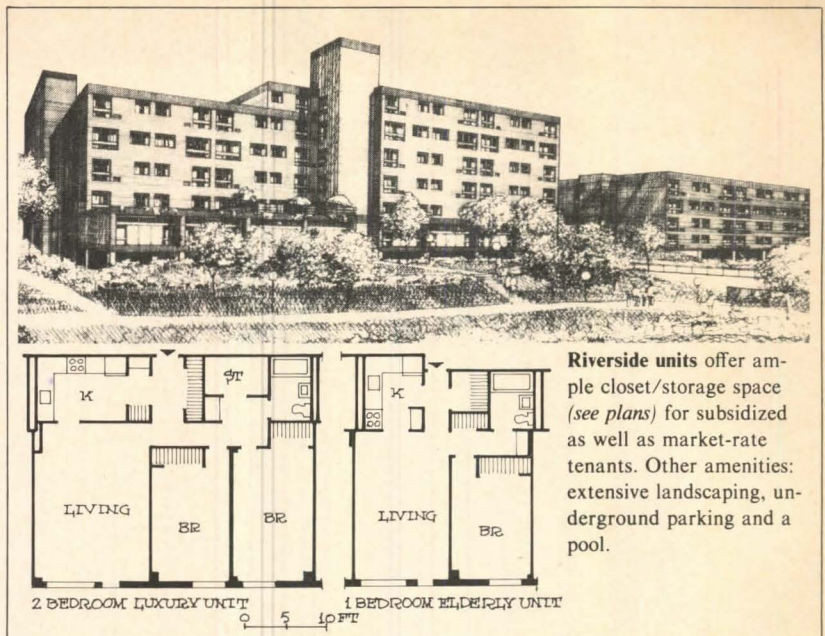
"The HUD program," says MB Partner Gerald Slavet, "gives us the chance to do market-rate units at a time when activity in this end of the market is off sharply. Moreover, urban planners are very receptive to these projects because they generate additional tax revenues."

**The numbers.** Slavet points to the Cocheco Park development in Dover, N.H. (population: 23,000) as an example of how the mixed-use approach can pay off. The city, which had two side-by-side parcels left over from its urban renewal program, wanted the properties privately developed for commercial use and market-rate apartments.

However, notes Slavet, "it just didn't pencil out with conventional financing; the rents would have been too high."

After studying the market, MB urged a Section 221(d)(4) project. Both the Dover Housing Authority and HUD's Manchester service office bought the proposal, and funding was set. Added to the original mix, though, were 78 Section 8 units for the elderly.

Reason: To qualify for below-market rate financing—in this case GNMA tandem plan funds at 7½%—all projects in non-targeted urban areas must include at least 20% Section 8 housing for families or the elderly.



Riverside units offer ample closet/storage space (see plans) for subsidized as well as market-rate tenants. Other amenities: extensive landscaping, underground parking and a pool.

(Most of this year's \$2-billion tandem plan budget is earmarked for targeted urban areas, with no Section 8 strings attached.)

Although Cocheco Park is top-heavy with subsidized housing ("to limit our financial exposure in this market"), MB went the other way in Falmouth, where only 34 of 170 units are Section 8s.

**Two buildings.** The Dover project, due to be completed next June, is anchored by a six-story building that houses 71 elderly units—all one-bedroom flats at \$400—and 11,075 sq. ft. of commercial space (rental: \$7.75 a sq. ft.) on the first floor. An adjacent four-story building will have seven elderly units plus 24 market-rate apartments: nine one-bedroom units at \$380 and 15 two-bedroom units at \$440 (utilities are extra).

Subsidized tenants pay 25% of their gross monthly income. Although most are living on Social Security, provision is also made for those who still work. One-person households, for example, can earn up to \$8,250 while the limit for two-person households is \$9,400.

Says Slavet: "We chose elderly over family units because of the downtown location, which has few amenities for children. Also, it's much easier to mix elderly and market-rate tenants."

**Pros and cons.** Obviously, working with HUD (especially in the area of processing—an "art" unto itself) isn't every builder's cup of tea. Projects take longer (although fast-learning

MB got all of its approvals in seven months) and require considerable front-end investment (up to \$200,000 in MB's case). Taking the sting out of these bites, however, are HUD's favorable financing terms.

For openers, the developer got interim financing at 9½% vs. the usual 2½ points over prime. Also: a 40-year, 90% takeout loan for \$4,167,000 at 7½%. Thus, with 90% instead of conventional 75-80% financing, MB was able to substantially reduce its equity requirements.

The upshot, according to Slavet, is that "rents are \$100 lower than they would have been if we had gone to a private lender."

**Economic impact.** Also a big winner is revenue-hungry Dover. Cocheco Park will fatten the city's tax income by \$42,000 in the first year, \$50,000 in the second year and a steady \$60,000 thereafter. In addition, the project is expected to create some \$1.5 million in new jobs for local construction workers.

MB, which manages all of its developments, plans to syndicate the Dover property to investors looking for tax shelter. And, because of the accelerated depreciation advantages of low- and moderate-income housing, it should have no trouble finding limited partners.

"There's nothing unique about our approach," says Slavet. "What surprises me is that more builders aren't doing the same thing." —B.M.

Interior design by *Gary Hutton*

## Why replace a tub with a tub?

Any new tub can make a bathroom look good. But now you can offer your customers something more.

The Cara V. A sculptured whirlpool bath by Jacuzzi that can make them feel good. In a way no ordinary tub can.

With fingertip controls for fine tuning the massaging action and a contoured shape as pleasing to the body as the eye.

And because the Cara V fits into the space of a standard 5' tub, it's designed to please something not always considered in remodeling. Your client's pocketbook.

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Separate fixtures give way to sculptured lines. The Cara V arrives fully plumbed with a Master Console incorporating air induction controls and hot and cold faucets. Drain with vented overflow and fill spout are also integrated into its design.

On display at NAHB Show, Booth No. 1224

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Because Amana makes the appliances  
that dream kitchens are made of.  
For today. For tomorrow.

There's more to Amana appliances than the fact they make your kitchen look good—tastefully designed to the last detail. They make your customer look good. Because behind their classic good looks are the extra conveniences and performance that make a good cook . . . great.

And Amana builds them to last. With the quality and craftsmanship that works as good as it looks. That's why it takes Amana appliances to make a dream kitchen—come true.

## Amana® Radarange® MICROWAVE OVEN

The fabulous Amana Touchmatic II™ Radarange Microwave Oven now has Amana's new ROTAWAVE™ Cooking System.

ROTAWAVE is Amana's exclusive Shower of Power that cooks more evenly, and cooks most foods faster than ever before. Breads, cakes and muffins, for example, are lighter and fluffier—and bake up to twice as fast!

Yet Amana Touchmatic II makes microwave cooking simple as 1-2-3.

And here are other features that make the Amana Touchmatic II the most advanced Radarange Oven ever made:

- Cooks by time.
- Cooks to selected temperature.
- Holds food at temperature to tenderize even economy cuts of meat.
- Defrosts and cooks by memory.
- Automatic Start Time.
- Wide range of Cookmatic™ cooking speeds.
- Stainless steel interior. Cleanup is a snap.
- So automatic, it even remembers the time of day.
- Any model can be built in (with optional kit at extra cost).

No wonder Amana Radarange Microwave Ovens are the first choice of so many people! There are five 700 watt models with ROTAWAVE to choose from.

## Amana® 3+1™ Smoothtop Electric Ranges and Cooktops.

Others may look like it—nothing else cooks like it!

Most smoothtop ranges have four conventional heating elements. But the Amana 3+1 provides something better. Three thermostatically controlled Temp-Assure™ heating elements that provide precise temperature control, plus one conventional Multipan™ element.

Each Temp-Assure element provides even heat, while the exclusive built-in thermostats do the pot watching. They maintain the temperature at the selected setting—automatically. So a simmer stays a simmer!

And Amana provides a beautiful choice of styles—two free standing ranges and a slip-in range—all with self-cleaning ovens.

Your customer can also choose the convenience of The Counter that Cooks® cooktops.



Amana also produces Conventional Electric Ranges with quality that goes far beyond the conventional.

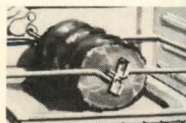
And of course, ovens in Amana Electric Ranges are self-cleaning. In fact, they're among the largest self-cleaning ovens ever made—over 3.8 cubic feet. With oven doors that double lock automatically so there's no unsightly lock lever at the front of the range. (There's also a non-self-cleaning model with many of the same quality Amana features.)

## Amana® Self-Cleaning Single and Double Wall Ovens.

They cook as good as they look!



The perfect mates to the Amana 3+1 cooktops. With beauty that begins on the inside, with quality construction and materials. Outside, they feature elegant black glass fronts. There is a see-through window and interior light. And a digital clock and 60-minute timer. Also, a "delay clock" that turns the ovens on, cooks the whole meal, and holds at serving temperature. And they have a built-in rotisserie.



Amana's pyrolytic self-cleaning feature automatically gets the single oven and the upper unit of the double oven unit completely clean, automatically. Neither oven

needs any special venting.

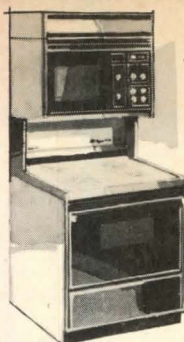
Now there's a matching Amana Radarange Oven designed specifically for built-in applications.



Now you can build in an Amana Radarange Oven that is a perfect mate to the Amana Single Wall Oven. With a side-opening door that is convenient to use at eye-level.

It cooks by time or temperature control with Amana's Automatic Temperature Control System. It also features Amana's Cookmatic Power Shift that provides infinite cooking speeds, so different foods can be cooked at different speeds.

This Amana model comes complete with finish trim already attached. There are no separate kits to buy or assemble.



## Amana® Radarange® MICROWAVE OVEN COOKING CENTER

Everything a good cook ever dreamed of!

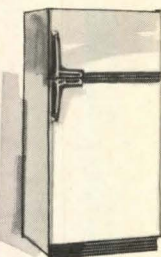
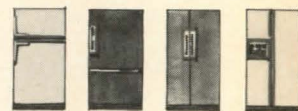
From the Amana Radarange Microwave Oven on top—to the exclusive 3+1 Smoothtop Electric Range (or Conventional Element Electric Range) beneath, to the Amana self-cleaning oven and broiler below, the Amana Cooking Center has everything—all in one convenient place! An outstanding combination of Amana quality and classic design.

## Amana® Refrigerators have the freezer where your customer wants it!

On the top, on the side, on the bottom, with the refrigerator at countertop height, or with two freezer doors above and below an automatic ice and water dispenser!

All sizes—from 12 to 25 cu. ft.—are available in decorator colors:

Almond, Autumn Gold, Coppertone, Avocado, and classic White. Many models are available with decorator door trim so you can easily match the design of your customer's kitchen—wood, wallpaper, fabric or whatever.



Amana also features 2 PLUS 2½® Energy Saving Refrigerators . . . engineered from the ground up to save money on electric bills.

Amana 2 PLUS 2½ Refrigerators provide considerable energy savings today, and promise even more in the future.

Some Amana Free-O'-Frost™ models feature the Amana "Refrigerator-within-a-refrigerator" meat keeper that keeps meat fresh longer than ordinary meat pans. And adjustable tempered glass shelves provide storage flexibility. Even an optional automatic ice maker (at extra cost).

Outside, Amana presents the luxury look of fine wood . . . and textured steel doors add the warm look of leather and help hide fingerprints and minor scratches.

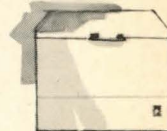
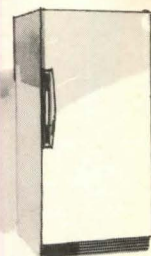
Now more than ever . . . every Dream Kitchen needs a freezer!

## Amana® Energy Saving Upright Freezers make food freezing even more economical!

Like Amana Energy Saving Refrigerators, Amana Upright Freezers are a slim, space-saving 28" wide. And they come with textured steel doors, to add the warm look of leather and help hide fingerprints and minor scratches.

Or you can add valuable counter space to the kitchen with an Amana Deepfreeze® Food Freezer. There's a size for every family and a price for every budget.

Countertop high, an Amana Deepfreeze Food Freezer provides zero-degree storage for fast freezing. In sizes from 7 to 28 cu. ft. Also with textured steel cabinets and lid.



Amana® Stor-Mor® Compactor . . . can be recessed for built-in look. Chopping block top available at extra cost. Uses ordinary grocery-store plastic bags. Compacts 3 cans into 1. Amana decorator colors. Trim kit for ¼" wood paneling available at extra cost.



There are Amana appliances to fit every blueprint. And every budget. Plus the assurance of quality Amana service close by. So include Amana in your kitchen plan. See your Amana Dealer—and see the appliances that make dream kitchens—come true.

# Amana®

BACKED BY A CENTURY-OLD TRADITION OF FINE CRAFTSMANSHIP

Amana Refrigeration, Inc., Dept. 768, Amana, Iowa 52204

A Raytheon Company

# Major builder sets up shop with a home manufacturer

"With our costs, we just had to find faster ways to build a house," explains Angelo Adams, president of Watt Industries of Santa Monica, Calif.

That's why the volume single-family builder entered into a joint venture with Wickes Component Manufacturing, the factory-built housing arm of Wickes Lumber Co., Saginaw, Mich., to produce manufactured housing for five low-end Watt projects in the Los Angeles area.

The partnership, known as Affordable Homes, has supplied panelized packages for 550 houses since its formation in May 1978 (see photos at right). The homes range from 855 to 1,855 sq. ft. and sell for \$35,950 to \$78,000.

**Meshing motives.** The joint venture suited the expansion plans of both builder and manufacturer. Wickes had been getting ready to move to Northern California where buyers are more receptive to manufactured housing than their counterparts farther south.

"Then the Watt offer came along and we had to revise our thinking," says Charles Sparks, who heads up Wickes' factory-built housing activities.

Watt had the kind of volume Wickes needed to penetrate a new market. It was building low-priced housing in a fairly centralized, outlying area—ideal conditions for a factory-built operation. And it wanted to get into manufactured housing.

The partners leased a 40,000-sq.-ft. facility in Apple Valley, 60 miles northwest of Los Angeles and in the middle of Watt's building activities. The plant had been used by General Electric to build modular housing, but was abandoned in 1973.

"It was well laid out for a panelized operation," says Sparks. "And it could be put back into service with a minimum of renovation."

**Savings.** The plant produces a component package that includes open exterior wall panels with siding and windows in place, interior wall fram-

ing, roof trusses and some trim elements. Packages cost between \$8,000 and \$12,000 to fabricate, deliver and erect—about \$200 more than stick-building the equivalent in the field.

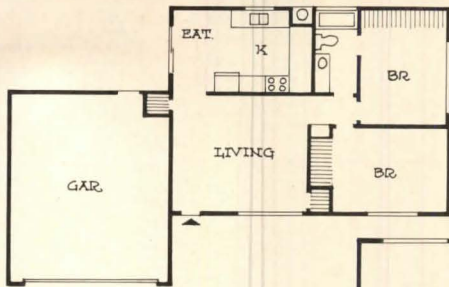
But since the panelized system enables Watt to close in a house in less than three days, Adams figures he is still saving \$1,000 a unit in building costs.

"You save interest on interim construction loans," he explains. "You cut down considerably on pilferage and

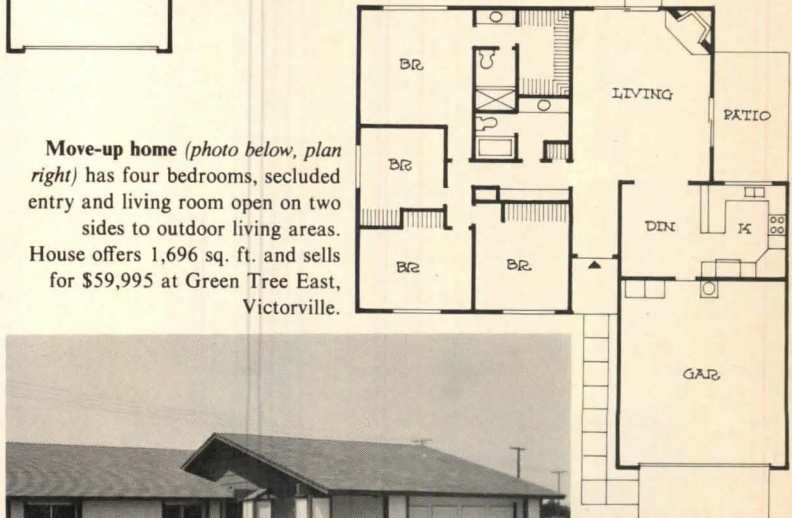
vandalism. And you eliminate weather problems for a lot of subs—an important consideration when you're building in the desert."

Watt expects to use the panelized system for 1,200 new houses by the end of 1981. And the partnership has now begun offering packages to other builders as well.

"We're going slowly on this because we want to take care of our own needs first," says Adams. "But as soon as we get extra production time, we intend to service this whole area." —J.G.C.



**Starter home** (photo above, plan left) has compact 855-sq.-ft. layout and sells for \$46,950. Plan is offered at Lake Los Angeles, Palmdale.



**Move-up home** (photo below, plan right) has four bedrooms, secluded entry and living room open on two sides to outdoor living areas. House offers 1,696 sq. ft. and sells for \$59,995 at Green Tree East, Victorville.



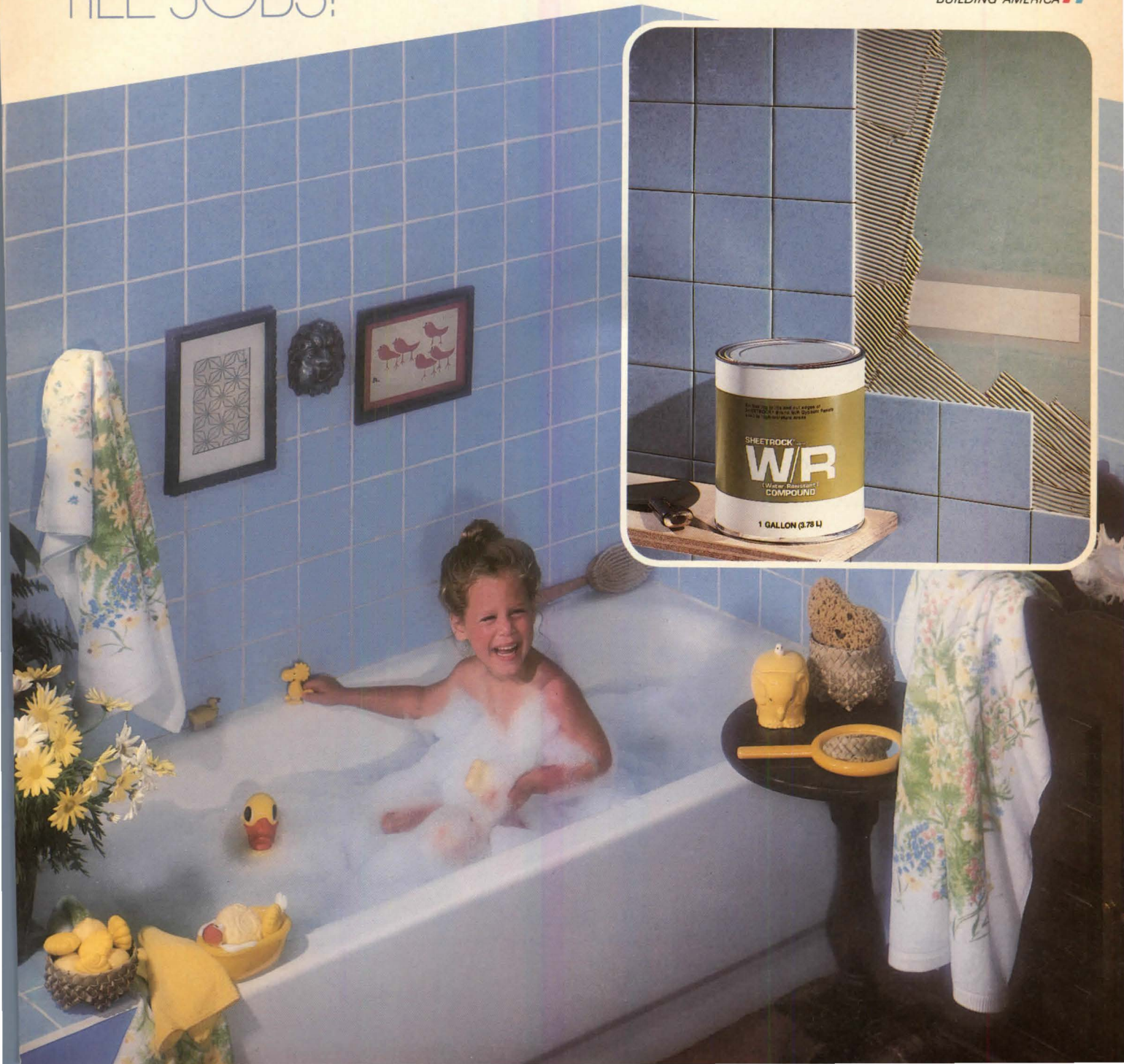
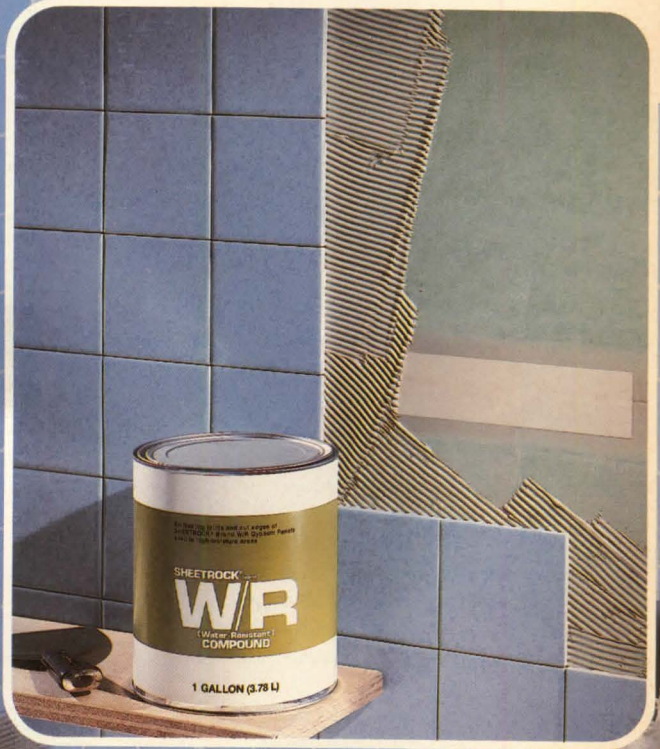
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# Leisure Tech: Guy Odom has an option

U.S. Home Corp., the king of American single-family builders, appears on the verge of entering the retirement community market with a vengeance.

The big Houston-based homebuilder is granted an option to buy up 55% of Leisure Technology Corporation's shares outstanding for around \$7.2 million.

Since the death in 1975 of the company's founder and president, Robert J. Schmertz, the 1,925,000 shares have been held by his estate. They would be worth \$3.25 a share if U.S. Home picks up its option to buy. (At the close of business on Sept. 12, Leisure Technology common was listed at \$4.25 per share on the American Stock Exchange.)

The option, according to Sharon Wilder, U.S. Home's manager of investor relations, runs for 107 days and may be extended by USH to purchase controlling interest in the company is subject to approval by Leisure Technology's 13 lenders and the New York Surrogate's Court.

Will U.S. Home's iron chairman Guy Odom pick up his option? As usual, Odom is closed-mouthed about his intentions.

And Wilder merely says: "Our auditors are now examining Leisure Technology's indebtedness, markets and mangement and we have made no decision as yet about our course of action."

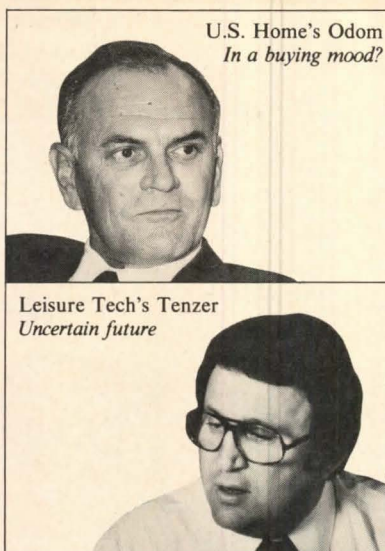
**Boom, bust and boom.** Founded as a single-family homebuilding company in 1958, Leisure Technology switched its focus to the retirement community market in the mid-1960s.

The fortunes of the company, headquartered in Lakewood, N.J., peaked in 1972 when it raked in \$64 million in revenues. From 1972-75, however, Leisure Tech's revenues plummeted to \$26 million while its indebtedness soared.

Following Schmertz's fatal heart attack in 1975, the company entered Chapter XI.

**The road back.** In January 1976, ex-Larwin whiz kid Michael Tenzer took over the Leisure Tech helm.

Following a series of lightning moves which succeeded in patching up the company's tattered relationship with its creditors, the new president performed radical surgery on its obso-



U.S. Home's Odom  
*In a buying mood?*

Leisure Tech's Tenzer  
*Uncertain future*

lete product line. By the end of fiscal '78, Tenzer had yanked the fallen giant off its knees and placed it firmly in the black [HOUSING, March].

**Revenues.** For the fiscal year ending March 31, 1979, Leisure Tech reported record revenues of \$84,295,000, up from \$64,658,000 in fiscal 1978. The company's net income was \$4,153,000, down slightly from last year's net of \$5,201,000.

The company is currently building retirement communities in California, Florida, Illinois, New York, Pennsylvania and New Jersey.

**Equals.** In his own right, U.S.

Home's Odom equals his Leisure Tech counterpart in force of personality. Just one year after his 1977 return to the USH fold, Odom seized control over the company and its board of directors [HOUSING, Sept. '78].

Generally regarded by Wall Streeters as a stolid and somewhat stagnant company before Odom's return, U.S. Home has flourished under Odom's stewardship.

For the fiscal year ended Dec. 31, 1978, USH reported revenues of \$708,700,000, a net income of \$30 million and delivery of 11,931 single-family homes. And for the first half of 1979, USH reported \$410,600,000 in revenues, \$20 million in net income and delivery of 6,423 new homes.

U.S. Home has only recently dipped its toes into the retirement market with projects in New Jersey, Florida and Annapolis, Md. Acquisition of Leisure Technology would make USH a power to be reckoned with.

**Peaceful coexistence?** Could dynamos such as Odom and Tenzer coexist peacefully under the same banner?

Tenzer, who was offered a long-term contract but opted for a one-year deal with a March 31, 1980 expiration date, chuckles at the question.

"That's a good question, a very, very good question," he says. "And it's one that I'm not going to answer—right now." —TOM ALLEN

## Christiana awaits the phantom famine

Like Joseph in Egypt, Christiana Cos. chairman and president Martin Fenton was prepared for a lean year or two.

Unlike Joseph of the Old Testament, however, Martin Fenton's famine failed to arrive on schedule.

Taking heed of economists' storm warnings, the Santa Monica, Calif.-based developer slowed new home production to cope with softening demand. With hungry homebuyers shrugging off climbing lending rates, demand never softened in 1979.

"Our whole game plan for last year was based on the inevitability of recession," Fenton says. "We could have built 150 more homes if we were in a normal operating mode."

As it was, Christiana's various building companies built nearly 300

new homes for the fiscal year ended June 30, up from 267 in 1978. Fenton projects that fiscal 1980's first quarter new single-family home sales will top the 43 units sold by the company during last year's opening quarter.

Christiana Cos. revenues for 1979 approached \$35 million, up from \$22.5 million the previous year.

During the past year, Christiana acquired Frontier Savings Assn. of Las Vegas for \$16.4 million. It also formed a real estate investment banking division and a magazine publishing group.

Despite his company's success, Fenton still waits for the "inevitable" recession.

"It's still coming," he says. "And we're ready for it."

# It takes the pain out of painting.

## Introducing Duratex Siding

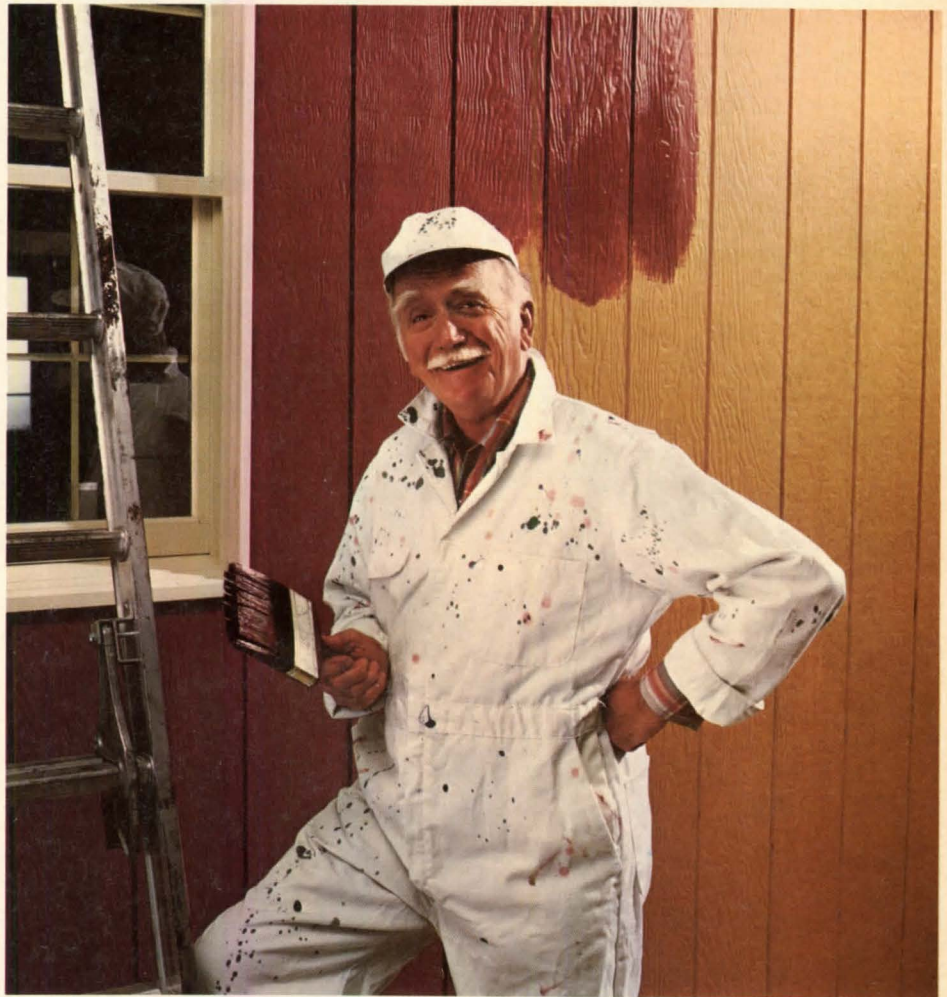
New textured Duratex® plywood siding has a resin treated fiber overlay that makes it easier to paint or stain and tough to hurt.

And because Weldwood® Duratex has this deeply embossed overlay surface, it resists face splitting, checking and grain raise, so that your original paint or stain will look and stand up better over the years.

Your home buyers will appreciate that.

Duratex has curb appeal. It comes in four popular styles, Early American,® a classic reverse board and batten, Ivy League,® with shallow accent grooves, Texture 1-11,® a wild, bold groove pattern, and ungrooved panels.

When you choose Duratex for your model home, you'll be eligible for a 12% discount on specified quantities under the Champion Building Products® Model Home Program plus a special promotional program



that will help sell your houses faster.

It all adds up to a siding that's on your side, all the way.

For more information on Duratex siding, contact your local Headquarters/Champion Building Products Dealer.

 **Champion Building Products®**  
Champion International Corporation

© Champion International Corporation, 1979

Circle 25 on reader service card

housing 10/79 **25**



**“AS A BUILDER WHO INSTALLS  
150 HEAT PUMPS A YEAR,  
I WOULDN’T USE ANYTHING  
BUT THE WEATHERTRON®  
FROM GENERAL ELECTRIC.”**

ROGER BRIGHT, BUILDER,  
BRIGHT AND LOGSDON DEVELOPERS,  
LOUISVILLE, KY.



“For one thing, I’ve had three years’ experience with the Weathertron Heat Pumps in my multi- and single-family homes. I’m sold.

“My prospects are sold too. They ask me specifically for the Weathertron: ‘Mr. Bright, are we going to get a GE heat pump if we buy your unit?’

“That’s probably because it’s widely known now that the heat pump is the most economical method of electrical heating available. And if they ever need it, the customers can rely on service from the GE installing dealer. Timely service. Good service.

“Actually, I haven’t gone wrong with GE. Their deliveries to us have been right on time and we’ve had no start-up problems.”

Call your local GE Central Air Conditioning Dealer.  
The Weathertron... America’s #1 Selling Heat Pump.

**GENERAL**  **ELECTRIC**

## THE BLACK EXODUS TO SUBURBIA

Black movers choose the suburbs at about the same rate as whites in...

**Cleveland**  
**Los Angeles**  
**Miami**  
**Newark**  
**Philadelphia**  
**St. Louis**  
**Wash., D.C.**

Percentage of blacks moving to the suburbs grew, but at a lower rate than whites in...

**Atlanta**  
**Baltimore**  
**Cincinnati**  
**Pittsburgh**  
**San Francisco**

Black movers headed for suburbia at a far lower rate than whites in...

**Boston**  
**Chicago**  
**Dallas**  
**Detroit**  
**Houston**  
**New Orleans**  
**New York**

# HUD sees a black exodus to suburbia

Another migration of blacks—this time to the suburbs—appears to have begun in earnest.

Until 1970, the movement of blacks to the central cities of the North from the rural South was regarded as one of the major migrations in U.S. history.

By the middle of the 1970s, however, the wave had become a trickle. Now, according to a new HUD report, "there is net black out-migration from the central cities" in 14 of 19 urban areas examined by HUD researchers.

The 31-page study, entitled *Recent Suburbanization of Blacks: How Much, Who and Where?*, shows that more blacks are moving out of central cities than are moving in.

**Black flight.** "By the mid-1970s," the report states, "black migration more closely resembles white migration in being directed from the central city to the suburbs."

Unlike the migrants who trekked from the rural South to the urban North, black suburban migrants are not poor, the study reveals. And they're moving out of the city for the same reasons as white: better suburban schools, safer neighborhoods, larger and less expensive apartments or the chance to own a single-family home.

Explains HUD Assistant Secretary Donna Shalala: "Blacks moving to the suburbs are doing so...because they want to and because they can afford to—not because they have to."

**A 34% increase.** Black suburban households increased 34% overall in this decade's first half, the HUD survey found.

In Atlanta's suburbs, the number of black households rose by 17,500—or 132%—in the 1970-75 periods. At the same time the Washington, D.C.

suburbs gained 39,400 black households, a 90% rise. The suburban areas of other major cities showed smaller gains. In Philadelphia, the gain was 12,800, or 25%; in Los Angeles-Long Beach it was 31,000, or 48%; in Boston, 1,600 or 25%; and in Chicago, 14,100 or 46%.

In only five of the cities examined—New York, Boston, New Orleans, Houston and Dallas—did more blacks move into the central city than moved out.

Blacks who moved in Miami, Los Angeles, Washington, Cleveland, Newark, St. Louis and Philadelphia, opted for suburbia in about the same percentage as whites.

**Deceptive readings.** The report's conclusions can be "misread," warns its author, HUD economist Kathryn P. Nelson.

For instance, Nelson reports that "white population declined absolutely in 15 of the central cities and the proportion of blacks increased in all 19, most notably in Newark, Washington, Detroit and Atlanta."

Also, she says, despite the growing tendency among more prosperous blacks to move to suburbia, "the proportion of blacks in the suburban population increased slowly, if at all."

In Detroit, Baltimore, Houston, Dallas, Atlanta and New Orleans, "the black share of the suburban population decreased as the white population grew more quickly."

What the findings show, explains HUD's Shalala, is that while "black suburbanization has varied greatly among the large metropolitan areas, in most instances blacks are still less free than whites to move to the suburbs."

**Suburban ghettos?** Another question

not answered in the report, Nelson says, "is whether black suburbanization represents integration on a local scale or merely reconcentration in suburban—albeit, in most instances, more affluent—black ghettos."

The study's figures indicate, she notes, that "suburbs are not yet equally accessible to blacks in many metropolitan areas."

However, she says, "the data tends to refute those who argue that recent increases in black suburban residence are due to displacement of blacks in central cities as the cities begin to become more attractive to whites."

In some cities, the report's author notes, more lower-income central city blacks moved to the suburbs in the 1970s than in the previous decade.

In Washington, D.C., for example, the exodus of blacks from the city to Prince George's County, Md. has been "linked," the HUD study asserts, to the redevelopment—now called "gentrification"—of inner city neighborhoods.

Overall, the report concludes, the generally slower movement of blacks to suburban areas results from "a relative shortage of lower-cost suburban housing."

**HUD suit.** In an unrelated development, Soul City Co.—the company attempting to build the new black town of Soul City, N.C. with HUD backing—sues HUD.

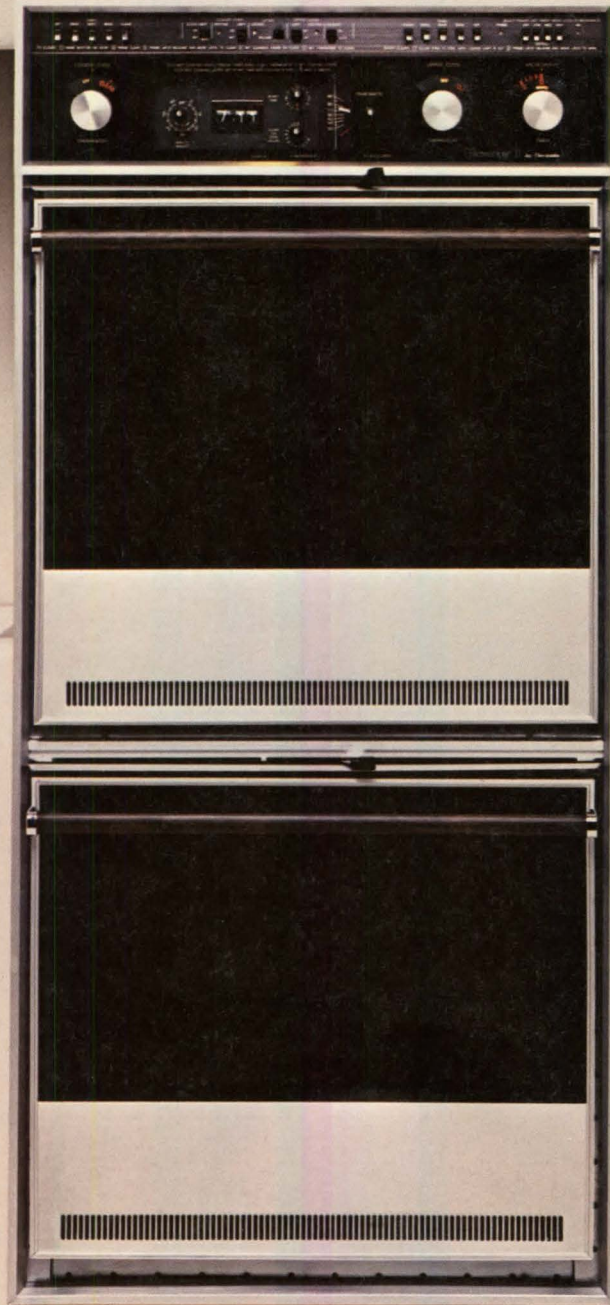
HUD, the company contends, agreed to foreclose on the new town [HOUSING, Aug.] after political pressure was exerted by Sen. Jesse Helms (R., N.C.), an opponent of the project. A hearing on the suit has not yet been scheduled.

—DON LOOMIS

McGraw-Hill World News,  
Washington

# MicroThermal. A Step Beyond Microwave.

The Thermador CMT21 Microthermal Cooking System.



It's not just an oven. It's a standard. The oven against which all other ovens must be judged.

Thermador's CMT21 adds conventional heat to a microwave oven. So now there's a cooking system that can cook with microwave speed and simultaneously deliver the even cooking of a traditional oven.

It's elegant. Self-cleaning. The full five basic cooking methods brought together into one streamlined system:

Microwave. Conventional. Microwave and conventional, together. Broiling. Microwave broiling.



*A temperature probe permits cooking to the degree of doneness selected. When the internal temperature is reached, the oven automatically sounds a buzzer.*

**The Thermador CMT21 Microthermal Cooking System. It's a step beyond.**

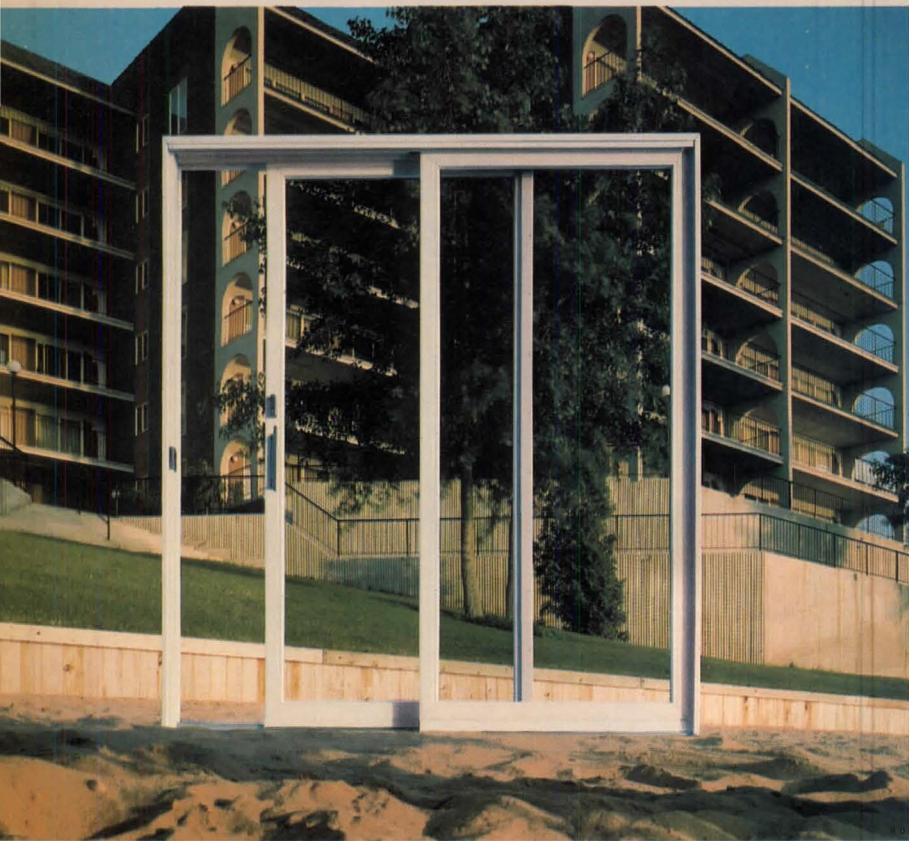
## Thermador

The Elegant Difference



For information, contact your distributor or write:  
Thermador, 5119 District Blvd., Los Angeles, CA 90040 Dept. # 5

Circle 29 on reader service card







# Andersen brings carefree living to new heights.

This is Lá Croft—six stories of luxury condominiums rising above Lake Michigan.

Dedicated to lavish resort living, its design called for materials that would provide convenience and comfort.

Which is why Andersen® Perma-Shield® gliding doors and Perma-Shield gliding and casement windows were specified.

They bring convenience to new heights.

With tough, rigid vinyl. The long-life, carefree exterior material of Perma-Shield products. It virtually eliminates maintenance. Won't rust, pit, corrode, chip, flake, peel or blister. Won't need painting every few years.

With double-pane insulating glass. It does away with storm window bother. Cuts glass cleaning chores in half.

And with craftsmanship. Perma-Shield gliding doors and windows open and close easily. Smoothly. Quietly.

Andersen brings a high level of comfort, too. With gliding doors and windows made of wood, one of nature's best insulators.

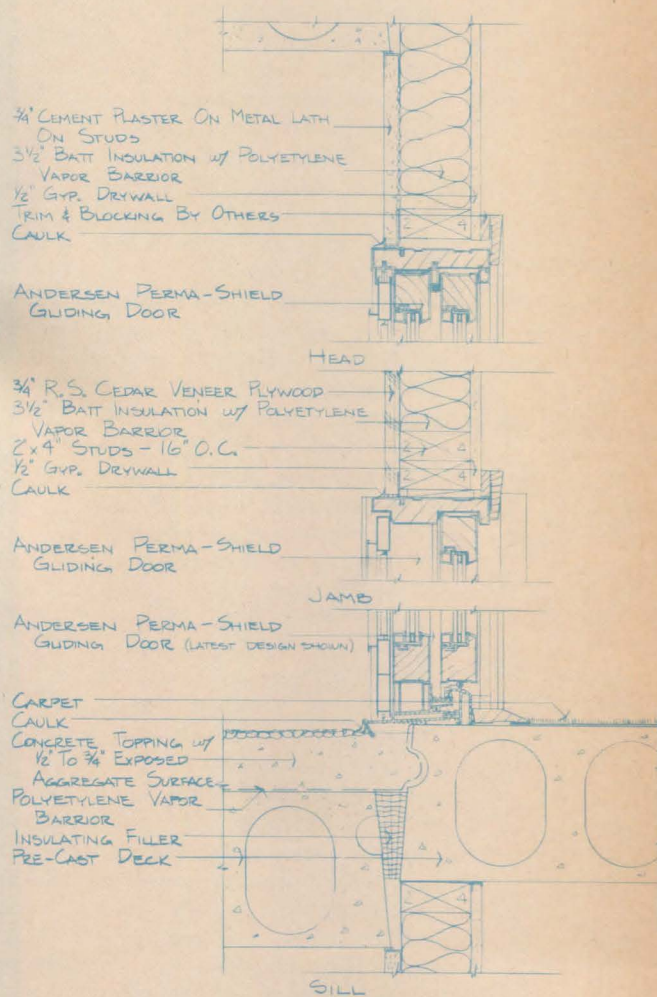
And with a snug-fitting design that's two times more weathertight than industry air-infiltration standards—to help seal out the chilling Michigan winter. Help seal in resident comfort and save on annual heating and cooling bills.

Got a new design that's going up? And up?

Give it a high degree of carefree living.

Specify Andersen Perma-Shield gliding doors and windows.


For more details see Sweet's File 8.16/An. or contact your Andersen dealer or distributor. He's in the Yellow Pages under "Windows." Or write Andersen Corporation, Box 12, Bayport, Minnesota 55003.



Lá Croft Condominiums  
Charlevoix, Michigan

Architect:  
Daverman Associates, Inc.  
Grand Rapids, Michigan

7903 Copyright © Andersen Corp., Bayport, MN 1979

The beautiful way to save fuel®  
**Andersen® Windowwalls®** 

# 'Less is best,' Alabama builder says

In Mobile, Ala., builder John Howard believes that "less is best" and is building and developing three contiguous subdivisions to back up his claim.

"We build a smaller, less expensive home," Howard says. "We've found that we can give the buyer more amenities for his money that way. So far, we've been right."

Howard, who oversees six home-building/real estate companies under the John Howard Cos. umbrella, builds about 150 single-family detached homes annually in the \$35,000 to \$65,000 range. Along with Mitchell Corp., he's Mobile's biggest home-builder.

**No empty space.** "I don't like to build homes with a lot of empty space," Howard declares. "A smaller home, with less square footage and more features, costs less—and sells faster."

His contiguous subdivisions—dubbed Edgewood I, II and III—are being developed on 341 acres one mile from Mobile's airport "and a few feet" outside the city limits.

In a year, Howard has developed 212 lots—he plans to develop 1,000—and has sold 87 homes in the \$37,500 to \$55,000 range. His smallest home, at 1,200 sq. ft., and his largest—1,800 sq. ft.—are his best sellers.

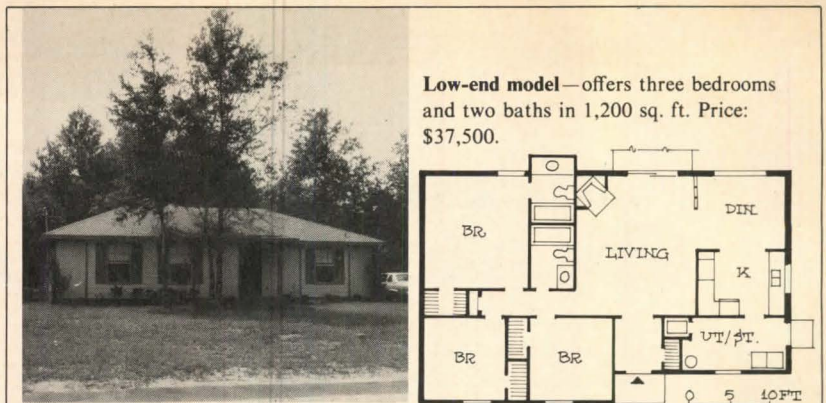
**'Pretty glamorous.'** Built on a 70' x 120' lot, the \$37,500 home contains two paneled walls in the great room, a range, dishwasher, wall-to-wall carpeting, two full baths, three bedrooms and a 28'' fireplace.

"For its size and price," says Pat Baldrop, president of Howard's real estate company, "it's pretty glamorous."

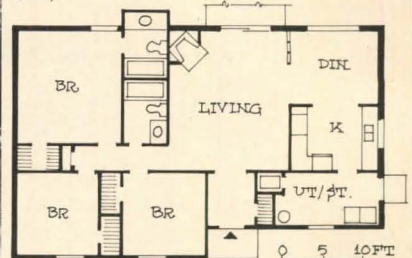
The fireplace, Baldrop notes, "certainly isn't needed this far south, but the younger buyers think it's romantic—and it helps sell the house."

Edgewood's biggest and most expensive home—1,800 sq. ft. and \$55,000—contains a paneled great room, large dining room, three bedrooms, two marble baths, a 36'' fireplace and a double garage on a 90' x 170' lot.

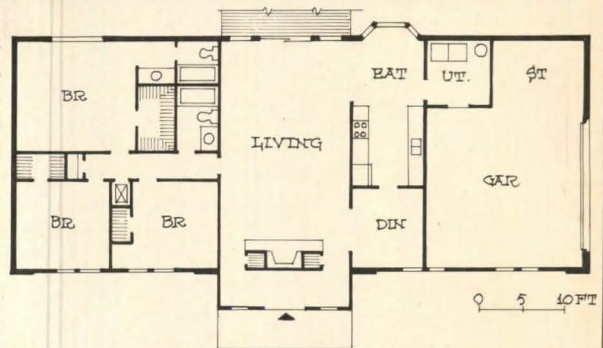
**Not in the garage business.** Only



**Low-end model**—offers three bedrooms and two baths in 1,200 sq. ft. Price: \$37,500.



**High-end** features a paneled great room, two marble baths and three bedrooms in 1,800 sq. ft. Price: \$55,000.



about one third of Howard's homes include garages or carports. A car shelter, Baldrop explains, "adds \$5,000 to \$8,000 to the price of a home. We and the homebuyer can do without one. After all, we're not in the garage business."

Only Howard's top-of-the-line homes have garages. Instead of car

shelters, most of the Edgewood homes utilize double car pads.

**Holding even.** Eleanor Woolsie, the Mobile HBA's executive director, expects area builders to equal last year's 823 single-family starts. Through June '79, Mobile single-family starts totaled 399 with lending rates on conventional mortgages quivering at 11%.

## California prime lending rate hits 12%

Great Western Savings & Loan Assn. boosts its prime mortgage lending rate to 12%, but other big Golden State lenders fail to follow suit immediately.

Great Western (Los Angeles) says it raised its rate because home loan demand failed to slow at the previous

11¾% rate. A Great Western spokesman says that the association has experienced nine consecutive months with monthly loan volume topping \$200 million.

Other California S&Ls are expected to move lending rates up to the 12% plateau shortly.

# CHROMABOND CONVERT

"When you've fought discoloration due to mildew the way I have you sure welcome vinyl flooring with the new Congoleum® Chromabond® formula. Mildew won't touch it! Besides, it's stain resistant, tough and durable. Believe me, Chromabond helps me sell my homes."

Michael Rich, Pell Corporation, at Wellington, West Palm Beach, Fla.

We invented Chromabond to help builders like you and Michael Rich solve flooring problems. We're happy to say it has succeeded. *Villager*,™ our first vinyl flooring using the exclusive Chromabond formula, meets virtually all the requirements your new homes demand.

For starters, *Villager* is extremely durable. The crystal-clear wear surface surpasses F.H.A. minimum requirements by 20%.

*Villager* is far more stain-resistant than other resilient floors. And, as Michael Rich knows, you can install *Villager* on any surface, even those which have potential alkali and moisture problems because the Chromabond formula gives *Villager* extraordinary re-



sistance to discoloration caused by mildew. Our *Villager* line has designs and colors that are specially styled to meet home builders' needs.

When you think of the call backs it eliminates and the appeal it generates, we think you'll find *Villager* a sales-making addition to any home you build. Another step ahead from the innovative leader of

the flooring industry.

Ask about our Residential Builder Flooring Program. Congoleum does more than make beautiful floors... *we help you sell homes!*

For further information, contact the Contract Sales Manager, Congoleum Corp., 195 Belgrove Dr., Kearny, NJ 07032.



# Congoleum

THE COMPANY OF FIRSTS

First printed felt based flooring 1906 • First inlaid vinyl sheet flooring 1948 • First 12' rotogravure vinyl flooring 1957 • First chemical embossing 1963 • First family of no-wax floors 1968 • First 15' vinyl flooring 1974 • First Chromabond system 1978 •

Circle 33 on reader service card

# Sears can kindle your sales.

Now you can add the warmth and beauty of fireplaces at less than the cost of on-site built masonry fireplaces.

Sears non-masonry, pre-built fireplaces install easily to save you time and labor.

## **Built-in fireplaces.**

Our built-in models are zero-clearance insulated to eliminate wasted space at the bottom, sides and back of the unit. And you can decorate the exterior with any common materials—paint, ceramic tiles, wallpaper, paneling and brick—to coordinate with the interior decor.

## **Free-standing fireplace.**

Sears free-standing fireplaces feature a ther-

mostatically controlled fan that circulates warm air through the louvered side panels. There's double protection on some models that offer both tempered glass doors and spark screen.

And you can add a fresh air kit that draws outside air for combustion.

All Sears Contract Sales built-in and free-standing wood-burning fireplace and chimney systems are UL listed.

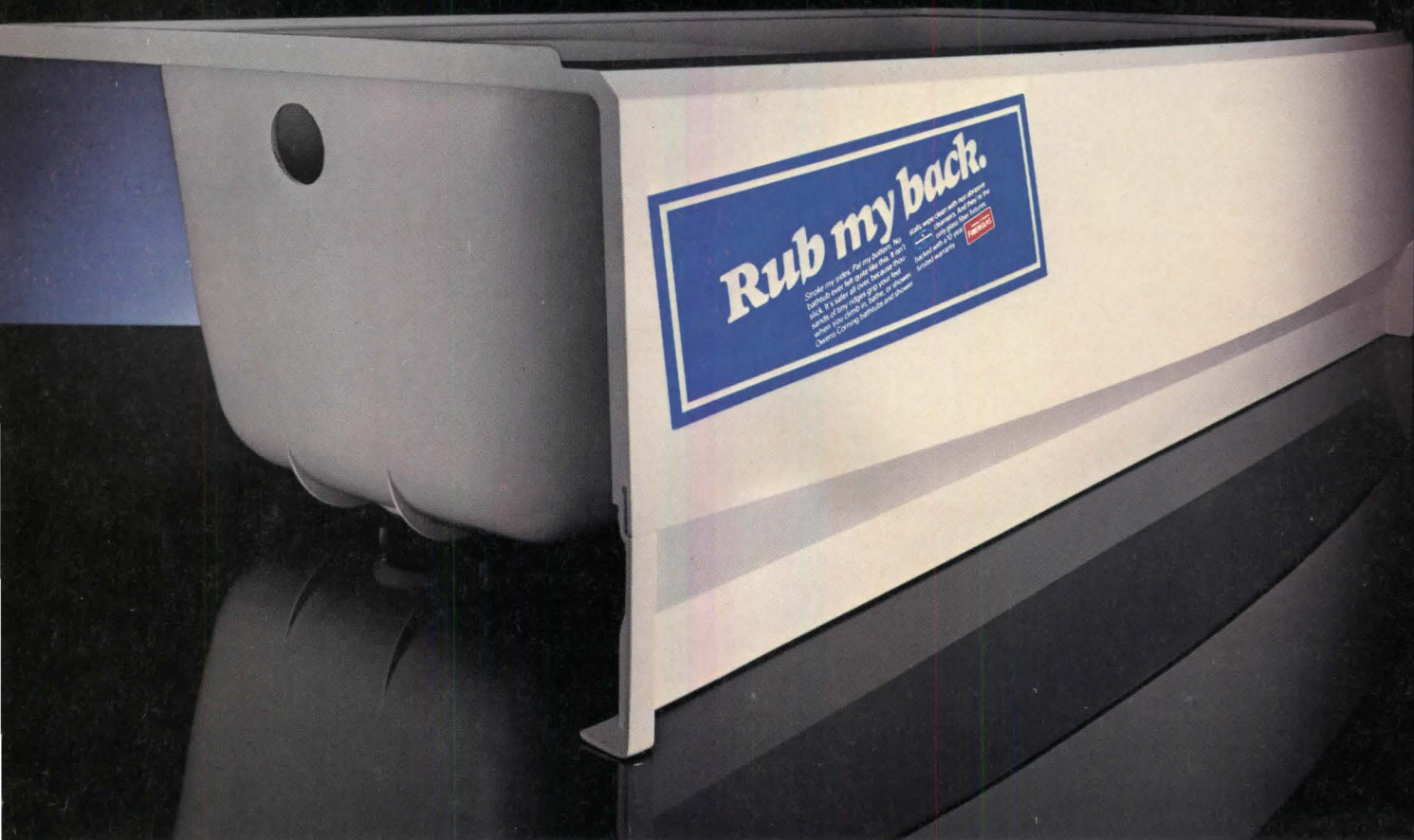
Let Sears fireplaces spark your home sales.

**Sears** Contract Sales

©Sears, Roebuck and Co. 1979



# OUR BATHTUB WOULD LIKE TO HAVE A FEW WORDS WITH YOUR CUSTOMERS



**Rub my back.**

Smaller text on the sticker: "Owens-Corning Fiberglas bathtubs are made of a tough, non-slippery material that is safer than the more slippery, shiny surfaces of most bathtubs. They'll learn that our molded-in textured finish is tougher than thin veneer enamel finishes. It's so tough we back it with a 10-year limited warranty." A small red 'WARRANTY' logo is in the bottom right corner of the sticker.

**T**he Owens-Corning bathtub really needs to explain itself. It's the world's first *unslick* bathtub. The entire surface is *textured*.

So we decided to put a sticker on every tub to explain the advantages and care to your customers.

From the sticker they'll learn that our textured finish is safer than the more slippery, shiny surfaces of most bathtubs.

They'll learn that our molded-in textured finish is tougher than thin veneer enamel finishes. It's so tough we back it with a 10-year limited warranty.

And they'll read how easy it is to clean with non-abrasive cleansers.

To finish the job, we're also running two-page ads in five national consumer magazines.

Contact your plumbing contractor, local Owens-Corning plumbing specialist, or W. G. Meeks, Owens-Corning Fiberglas Corp., Toledo, Ohio 43659. Put our bathtub and sticker to work. They could be your best salesmen.



\*T.M. Reg. O.-C.F. Corp. © O.-C.F. Corp. 1979

Circle 35 on reader service card

# Bill Green and Starrett part company

Rep. S. William Green (R., N.Y.) officially severs his Starrett connection.

Green, who's been embroiled in controversy since spring '78 over aspects of his involvement with Starrett Housing Corp. (New York), sells his 94,725 shares of Starrett common—worth over \$780,000 and amounting to about 3% of the company's shares outstanding—to his brother-in-law.

A former HUD regional administrator during the Nixon years, Green was investigated by SEC watchdogs following published reports [HOUSING, April '78] that he used inside information to profit from Starrett's acquisition of Levitt Corp.

In June '79, the SEC announced it had cleared the East Side congressman of any wrongdoing. At about the same time, members of Green's family—who own or control about 39% of Starrett's stock—filed a schedule 13-D with the SEC stating that they had contemplated a proxy fight to gain control of the company's board of directors. The move forced Starrett chairman Henry Benach to postpone the company's annual shareholder meeting several months.

Later, in an amended filing, the Green group said it had changed its mind and that a proxy fight would not be forthcoming.

In his latest SEC filing announcing the sale of his stock, Green said he had relinquished a power of attorney giving him voting control of shares owned by his mother. In a letter to his brother-in-law, Justin S. Colin, Green dissociated himself from the shareholders' group and said he would no longer participate in its actions.

**BUILDERS:** Restaffing continues at Broadmoor Homes (Irvine, Calif.). **Gordon Youde**, formerly director of marketing for the pre-Canadian Broadmoor Homes, is promoted to vice president of marketing at Broadmoor Southern (Irvine). **Jerry McCloskey**, who was Broadmoor Homes' vice president/finance, is named vice president in charge of finance and administration at Broadmoor Development Co. (Irvine), the recently formed land development and acquisition arm. Also



House's Green Sells out

at Broadmoor Southern, **Oliver B. Cagle** moves up from planning manager to vice president/land acquisition and planning. Now comprised of three corporate entities operating under the Broadmoor banner, the company is a subsidiary of Genstar Ltd. (Montreal).

In Atlanta, **Larry K. Davis** is named vice president of marketing for Pulte Home Corporation's Georgia division. He succeeds **Robert L. Langley** who becomes president of Pulte's new Seattle division.

**Al Womble**, a former group account manager with a New York engineering firm, is appointed vice president/administration at Regis Homes Inc. (Newport Beach, Calif.).

In Columbia, Md., **Peter V. Savage** becomes the Ryland Group's corporate secretary. He's a former foreign service officer with the U.S. Embassy in Brazil.

**Stewart I. Marcus**, a Palm Beach County (Fla.) builder who ran his own company, is named regional sales manager at Levitt Homes (Boca Raton, Fla.).

**Jim Beam**—who was executive director of the Southern California Building Industry Association's Orange County chapter—forms Beam Development Co. (Irvine, Calif.), along with son **Craig**. The younger Beam had been chief financial officer

at Concordia Development Corp. (San Bernardino, Calif.).

**James J. Aylor** joins the J. Robert Co. (Washington, D.C.) as director of new home sales. He'd been a divisional sales manager at U.S. Home Corp.

**Robert L. Schultz** is appointed general manager of Radisson, a new 600-home town built under the auspices of the New York State Urban Development Corp. He's been assistant general manager.

**Elmo Robinson**, president of General Homes Realty Inc. (Houston), a subsidiary of General Homes Consolidated Cos. (Houston), takes over as the parent's chief financial officer while retaining his current title.

**DEVELOPERS:** **Stanley P. Whitcomb Jr.** resigns as president and chief executive officer of FNBC Properties Inc. (Sun City, Fla.). **James E. Daverman**, vice president of FNBC Properties, is elevated to the presidency of a subsidiary, W-G Development Corp. Also at W-G, **William J. Durick** and **Robert H. Mullis** move up from vice president/general manager to senior vice president.

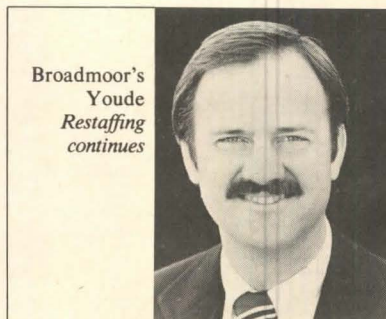
**Daniel Ehrenfeld** signs on with Lakeview Properties Inc. (Dallas) as director of multifamily properties. He had been assistant vice president for the Balcor Co., a Houston builder/developer.

**Tore DeBella** is elevated to assistant vice president of marketing operations at General Development Corp. (Miami). He was previously assistant vice president of national housing sales.

**Bill Brown** is appointed technical services coordinator at Charter Development Corp. (Irvine, Calif.). He was formerly a government research consultant with Sandy Sandling & Associates (Newport Beach, Calif.).

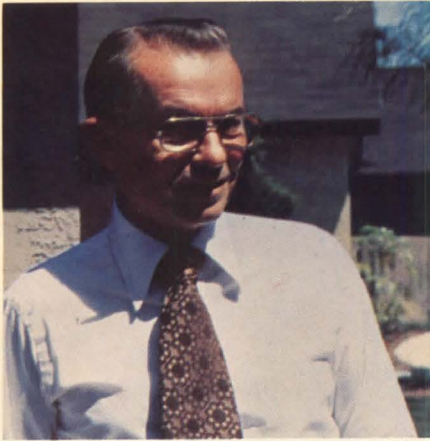
**Dennis McDuffie** is named vice president and director of construction at Caravelle Property Development Co. (Beverly Hills, Calif.). **Dean S. Childre** joins Caravelle as a general superintendent. He was a field superintendent for Goldrich & Kest Inc. (Los Angeles).

**PLANNERS:** **Philip R. Schwartz** is named director of city planning at Phillips-Brant-Reddick Inc. (Newport Beach, Calif.).



Broadmoor's Youde Restaffing continues

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



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

For example, every patio home and condominium villa here has been made more attractive by PPG *Solarbronze*<sup>®</sup> tinted glass.

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



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

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

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

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

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

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

Find out more about adding PPG tinted glass to your sales package. Write for a free copy of "Home Styles for the Eighties" a color booklet about PPG products. PPG Industries, Inc., Dept. HS-1109, One Gateway Center, Pittsburgh, Pa. 15222.

PPG: a Concern for the Future



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

Circle 37 on reader service card

# Expensive wood look. Hardboard

The practicality and price of Pinehurst™ gives you a certain luxury. Resembling the fine grain and subtle texture of high grade natural lumber, this new Masonite® brand hardboard siding is priced well below what you'd expect to pay for top grade wood siding. And, it's just as easy to install by your regular carpenter crews using ordinary carpenter tools.

Yet there's nothing ordinary about 7/16" thick Pinehurst. It's denser than wood, providing greater durability as well as structural strength. It defies denting from misguided hammer blows and banging ladders. And because there are no knots or cracks to reject, installation waste is greatly reduced. Pinehurst planks can also be inverted to reduce the waste factor even more.

Available in unprimed lengths of 16' x 8", Pinehurst adds a special appeal to both traditional and contemporary designs.

So when you're looking for a way to make your new or remodeled homes more impressive and attractive, check out the luxury of Pinehurst lap siding.

Masonite is a registered trademark of Masonite Corporation.



The rich, wood-grain texture is visible through the painted surface.  
Circle 38 on reader service card

**Pinehurst™ ...natural wood beauty at a hardboard price.  
That's the beauty of Masonite® brand siding.**



price.



## This system stores heat while homeowners sleep

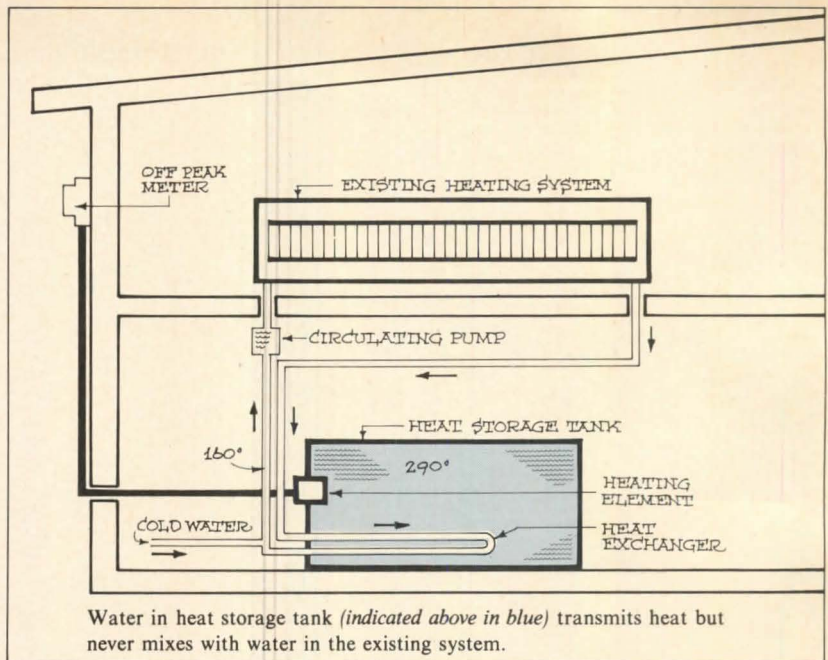
The experimental space-heating system—part of a program to make more efficient use of existing energy—draws electricity only during off-peak hours, when rates are lower.

It replaces the oil burner in a hot-water heating system with a heat-storage tank. During the night, water in the tank is heated to 290° by an electric resistance element. Whenever the house needs more heat, water in the existing system is circulated through a heat exchanger in the tank (see diagram right). This water is mixed with cold water to lower it to 160° and circulated through the house.

On extremely cold days, there may not be enough stored heat to meet the house's needs. In such cases, the heating element is automatically reactivated during the day.

**An experiment.** The big question: Will the system actually save money for the homeowner?

To get an answer, the sponsors—the



Long Island Lighting Co. of Mineola, N.Y.—will install it free of charge in the homes of 50 customers who now have oil-fired hot-water heating systems. Each installation will be monitored for a two-year period to measure performance and cost.

At the end of the program, the customers will have the option of purchasing the \$3,500 system for \$500 or having their furnaces reinstalled.

**A cooling program too.** The experi-

mental heating program is not LILCO's first attempt to exploit low off-peak electricity rates. In June, it launched a similar program designed for central air conditioning systems. The cooling program also uses a storage tank, in which water is converted to ice during off-peak hours.

Both programs are cosponsored by the U.S. Department of Energy and the Empire State Electric Energy Research Corporation. —S.L.

## 36 people

He was previously planning director at L.D. King Inc. (Santa Ana, Calif.).

**LENDERS: Robert Thompson** is elected president of Western Federal Savings & Loan's service corporation, Western Savers (Los Angeles). He was the parent's director of research. Western Savers is involved in partnerships with several Southern California builders.

**Eugene S. Issacs** is named executive



HCC's Issacs  
Anointed EVP

vice president of Housing Capital Corp. (Washington, D.C.) and vice president of the parent, the National Corp. for Housing Partnerships. He had been vice president of Comprop Equities Corp., a New York builder/developer. The NCHP opens a Boston marketing office under the direction of **Thomas G. Webster**. He'll be extolling the virtues of NCHP to builders in New England, northern New



BDC's Beam  
It's now  
Beam & Son

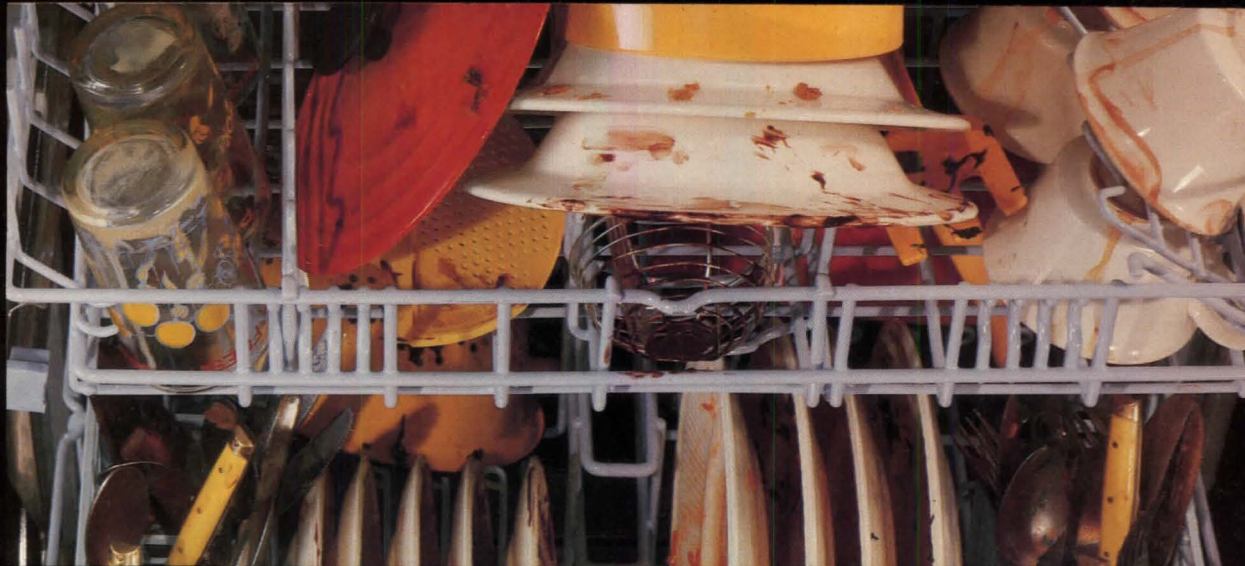
Jersey and New York City.

**Orrin J. Hubbell** is elected senior vice president of United Realty Trust (Beverly Hills, Calif.). Hubbell, who became a United Realty vice president three years ago, will be responsible for acquiring equity real estate investments.

**Kenneth L. Merson** becomes executive vice president/finance and administration at Western Mortgage Corp. (Los Angeles), a subsidiary of Genstar Ltd. (Montreal). He'd been a managing director at Genstar Holding N.V., also a Genstar Ltd. subsidiary.

Wachovia Mortgage Corp. (Winston-Salem, N.C.) promotes three execs. **Kenneth F. Woods** becomes assistant vice president. **Brenda B. Henley** is elected assistant secretary and **Barbara M. Sharpe** becomes a mortgage officer.

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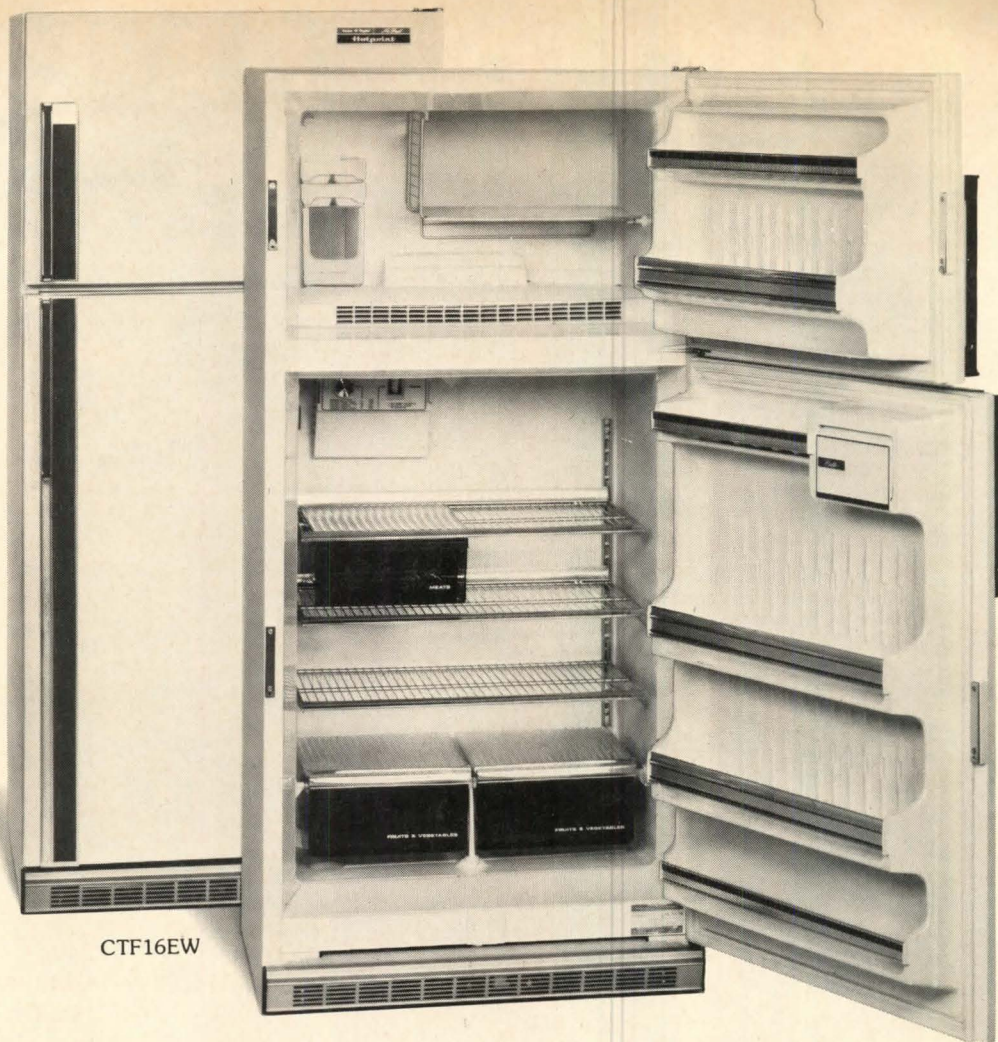
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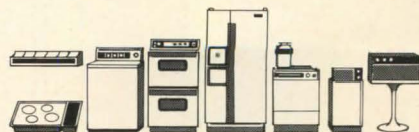
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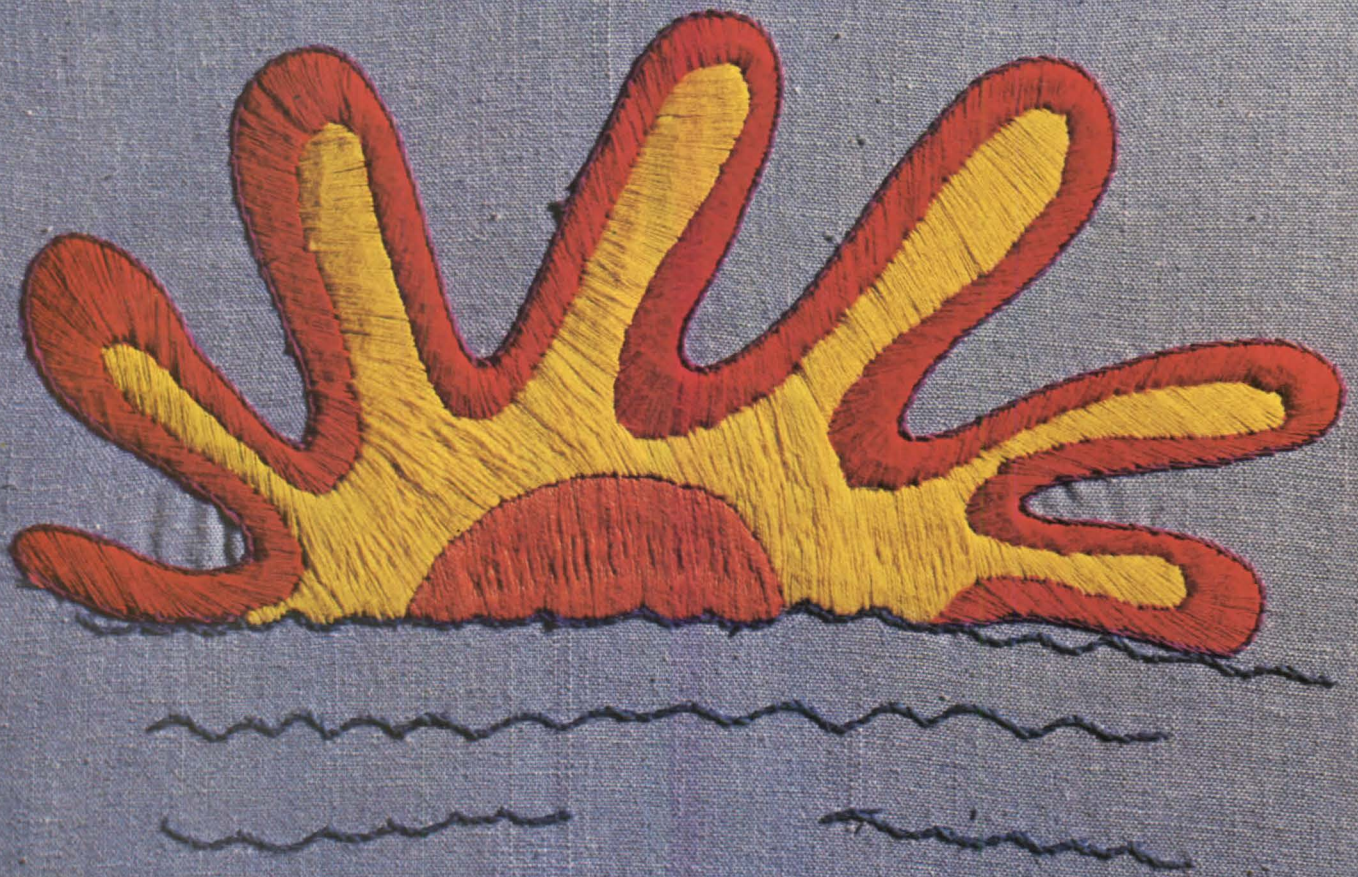
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# Playasol Pacifico

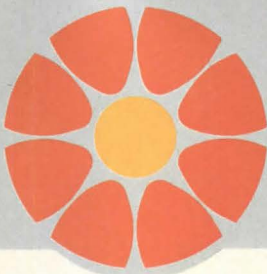


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- Swimming pool with ample terraces, lawned and palm planted gardens.
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II. The commercial: privately owned, which includes:

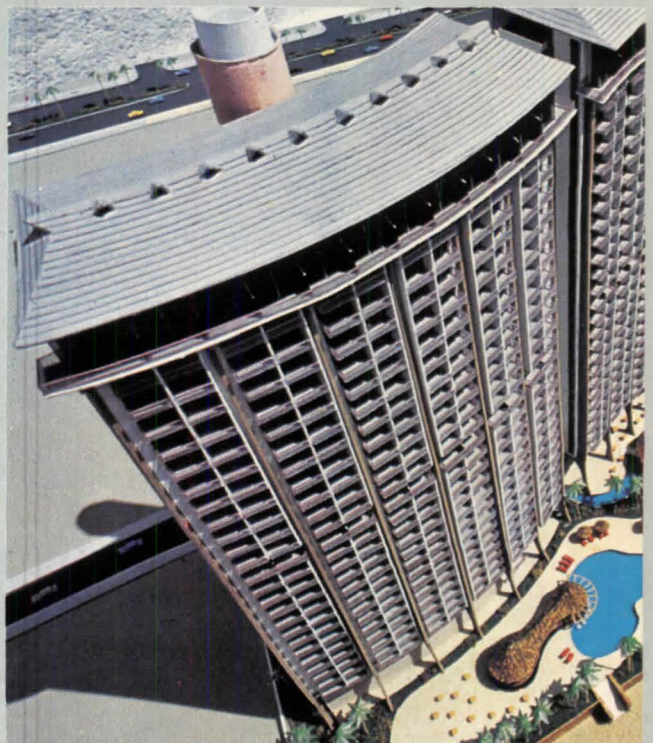
1. "El Embarcadero" Restaurant presently operating.
2. The "Playasol-Pacífico" Shopping Center.
3. The "Playasol-Pacífico Club" building with tennis courts, sport facilities and parking.
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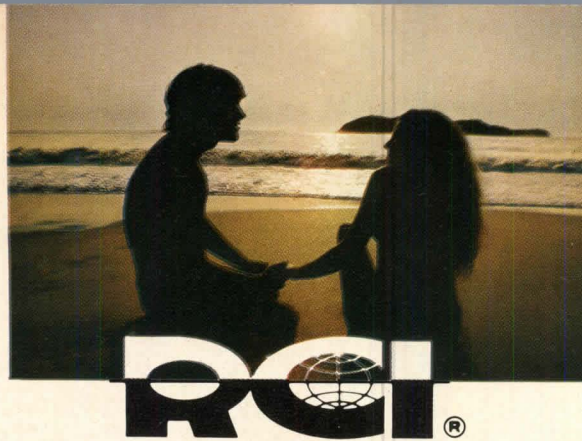


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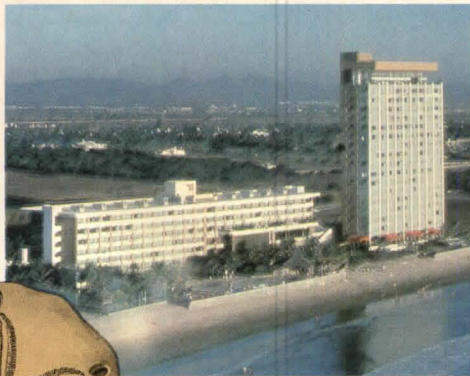
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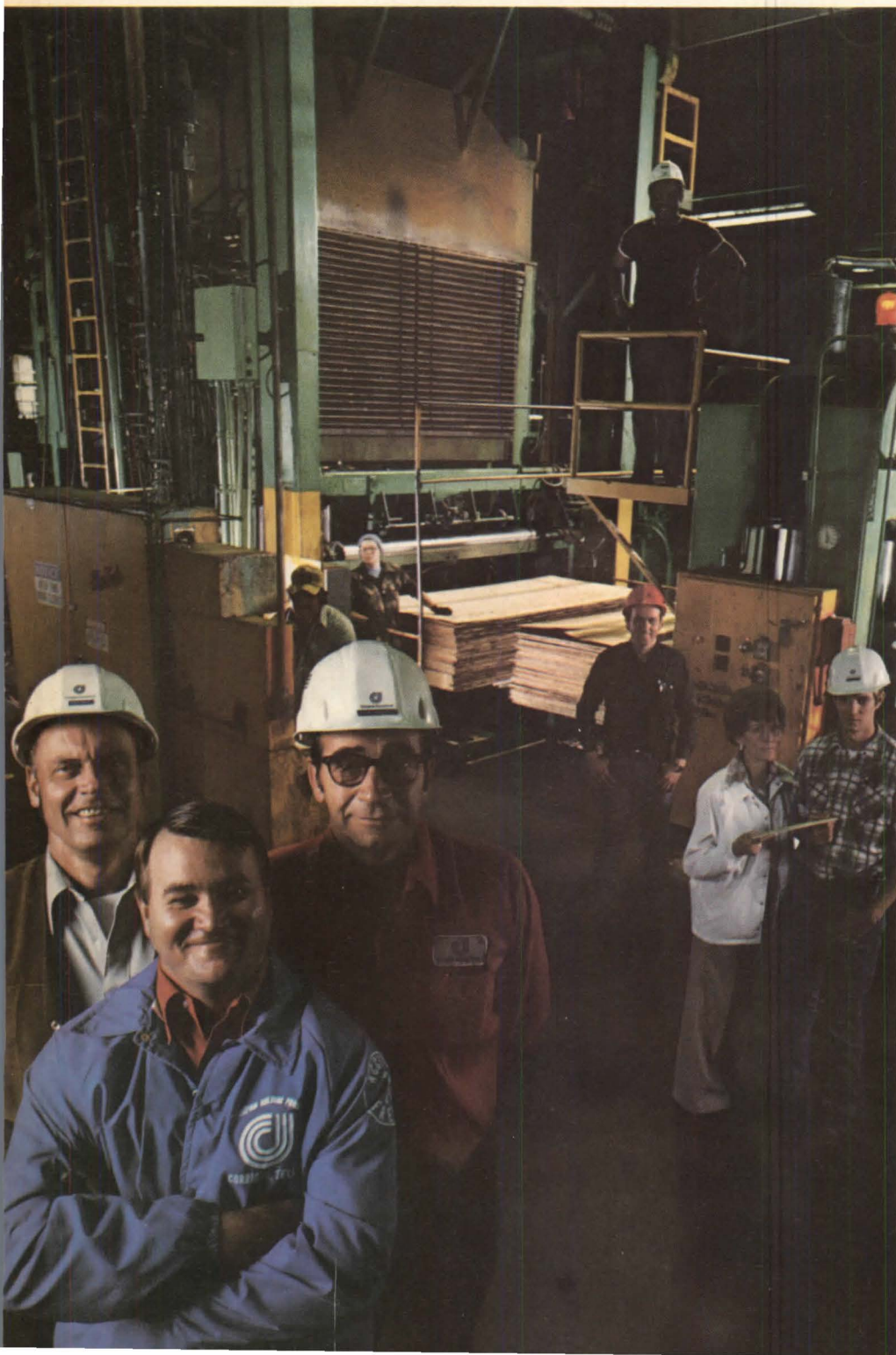
But we'll never forget one important fact: it takes dedicated men and women to convert timber into our products, efficiently, economically, and with a concern for the ecology.

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a housing seminar

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**ANNOUNCING THREE NEW SESSIONS**  
Miami, FL., Oct. 18-19  
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**Ross Lytle** draws his real estate expertise from first-hand experience. In 1975 he opened Bohannon Realtors, Inc., a spin-off of David E. Bohannon Construction Company Inc., with a total of 3 agents. By the end of 1978 the new company had 275 full-time agents and employees in 8 offices. In the third year of operation they were responsible for \$182 million in re-sales, which accounted for 20-25 percent of the market in the Sacramento area. Mr. Lytle is now president of R. Lytle and Associates Inc., a construction and development company and is a founder and member of the board of directors of the First Commercial Bank of Sacramento. He is a member of the advisory board at the University of California at Davis, real estate extension, where he taught real estate management.

# a housing seminar

## HOW TO SET UP AND RUN YOUR OWN REAL ESTATE OPERATION



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# SPACE



# -STRETCHING DESIGN



**L**ike it or not, growing numbers of families will have to settle for something more economical than the American Dream Home. In addition, more and more buyers—particularly singles, working couples, empty nesters and retirees—don't want the burden of a large house on a large lot. So there's a growing market for smaller houses on smaller lots. Still, no one wants to put up with cramped living quarters and loss of privacy. That means the builder who knows how to make the smaller house live big has the edge. How three builders are doing just that is the subject of these and the following ten pages.

—JUNE R. VOLLMAN

## You can expand the indoors with outdoor rooms

The idea, as this garden living room illustrates, is to treat outdoor space as a continuation of the indoors—not as an adjunct to it.

Here, for example, the inside and outside are so well integrated that their meeting point would be hard to spot if it weren't for the curtains and matchstick blind.

See-through rooms like this are the hallmark of three zero-lot-line models, built on 45-ft.-wide lots by Aspen Homes at Chessington, a multi-builder development in southwest Houston. The company, with enough land for 200 of the zero-lot-liners, had 30 under contract six weeks after opening mid-July. And builder Clyde Bickham credits the strong sales pace to the way the models are designed and merchandised to “show people exactly how much can be done with a 45-ft.-wide lot and a 10-ft. side yard.

“Shoppers tell us they've seen \$80,000 to \$100,000 patio homes that don't hold a candle to ours,” he says.

Considering Aspen's price range—\$63,900 to \$68,500 for 1,564 to 1,733 sq. ft.—that's high praise. But not surprising since—as Bickham says—most patio-home builders in the area “block the outside spaces or put in some flower beds.”

As a matter of fact, Bickham and his partner Luther Allen came close to going that same route.

Each of their models is geared to a different market. And the original designs, Bickham says, were based solely on how each functioned within. “We didn't give any thought to relating the indoors to the outdoors.”

Their thinking changed after they had the plans critiqued by architect Barry Berkus and interior designer Gene Dreyfus at one of HOUSING's seminars on “How to Plan, Site and Merchandise the Smaller House.”

“We went back home, ripped out some walls in our models and hired the Childs/Dreyfus Group as consultants,” Bickham says. “If we had stayed with our initial plans, we'd be just another builder in the marketplace.”

*How Aspen's three plans were redesigned to capitalize on the outdoors...*

## Space-stretching a plan for busy professionals

Couples with demanding careers need a place to relax after a taxing day at work. They also tend to entertain a lot at home; so they're looking for high drama in the public areas of their home.

This house answers both requirements—as photos at right show. But the original plan didn't.

Neither the master suite or living room opened to the side yard. And the dining area, tucked next to an inside kitchen, received only minimal light from a courtyard.

By substituting sliders, the builder was able to turn the narrow side yard into two marketable outdoor rooms—the garden living room seen on our cover and on page 56 and the at-home spa seen through the master-suite sliders in the lower photo at right. Like all the outdoor rooms in the Aspen models, these were designed by landscape architect Ben Lednický and Co. with interior designer Gene Dreyfus.

The den, virtually an inside room in the original plan, was completely redesigned.

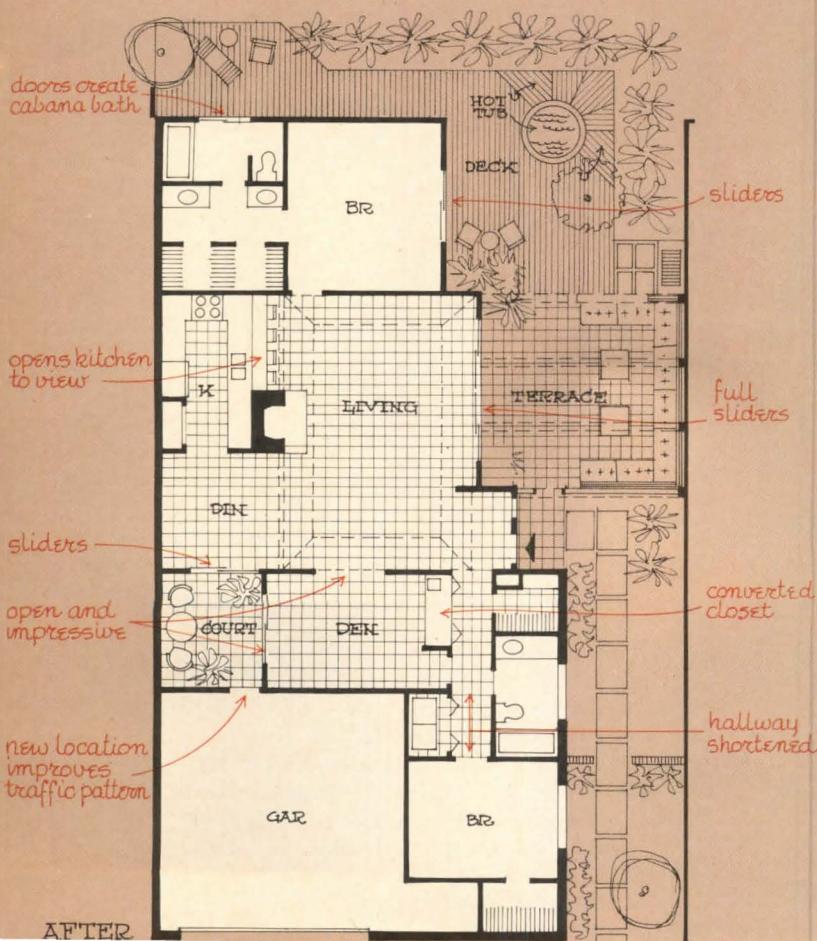
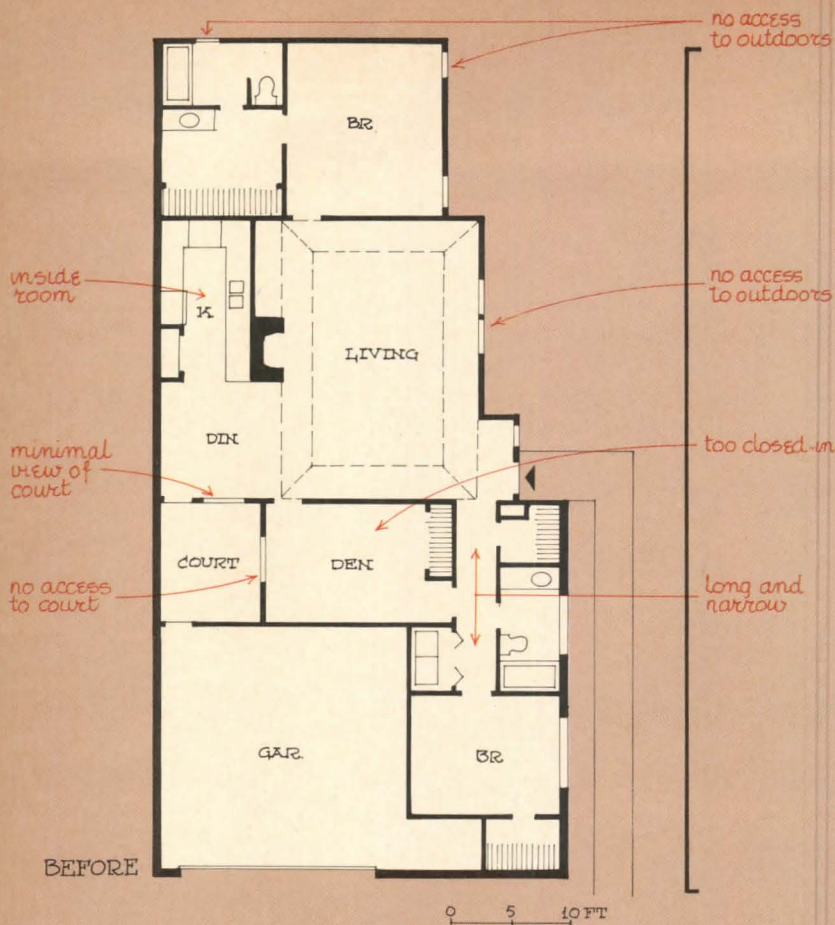
In the before plan, only a standard-size doorway opened it to the living room, and its only light came from a small courtyard window.

In the revised plan, the doorway is centered and doubled in size, turning the den and living room into one big entertainment hub (see upper photo, right). Sliders replace the small courtyard window, and the new look is completed by a see-through bar located in former closet space.

The bar—a popular option with this market—opens up a sight corridor from the entry into the den. This is a major improvement from the before plan, where the back wall of the closet marked the start of a long, narrow hall leading to the secondary bedroom.

And don't overlook what's happened to the kitchen in this revision. With the partition removed and an eating counter substituted in its place, the kitchen now has a full view of the landscaped side yard.

The builder estimates that changing the glass areas in this plan raised his costs by about \$350.





**Expansive entertainment area** in a 1,583-sq.-ft. model seems wide open to the lushly landscaped courtyard. The original plan called for small windows instead of sliders in both the den and dining area.

**Posh retreat**—an at-home spa—could be created after sliders were substituted for two small windows on one master-suite wall.



## Space-stretching a plan for empty nesters

A key feature in this plan is the landscaped courtyard shown in the lower photo at right.

Its location opposite the entry and at the meeting point of living and dining rooms helps stretch all of the public areas of the house.

Had the original plan been followed, much of the courtyard's impact would have been lost. For there was too little glass: only a small window on the living room side and narrow sliders on the dining room side. In the revamp, each side is opened up with a full wall of sliders.

The courtyard was only one of the problem areas in this plan. The kitchen was another. It didn't provide any space for family get-togethers—important for empty nesters. There was so much cabinet and counter space (too much for empty nesters, designer Dreyfus says), that adding a table and chairs would have wrecked the traffic pattern. Nor was there any way to serve outdoors without crossing the living room, or using the front door and going all the way around the house.

The revised plan organizes counter, cabinet, cooking and clean-up space into an efficient L, leaving plenty of room for a large indoor/outdoor dining room.

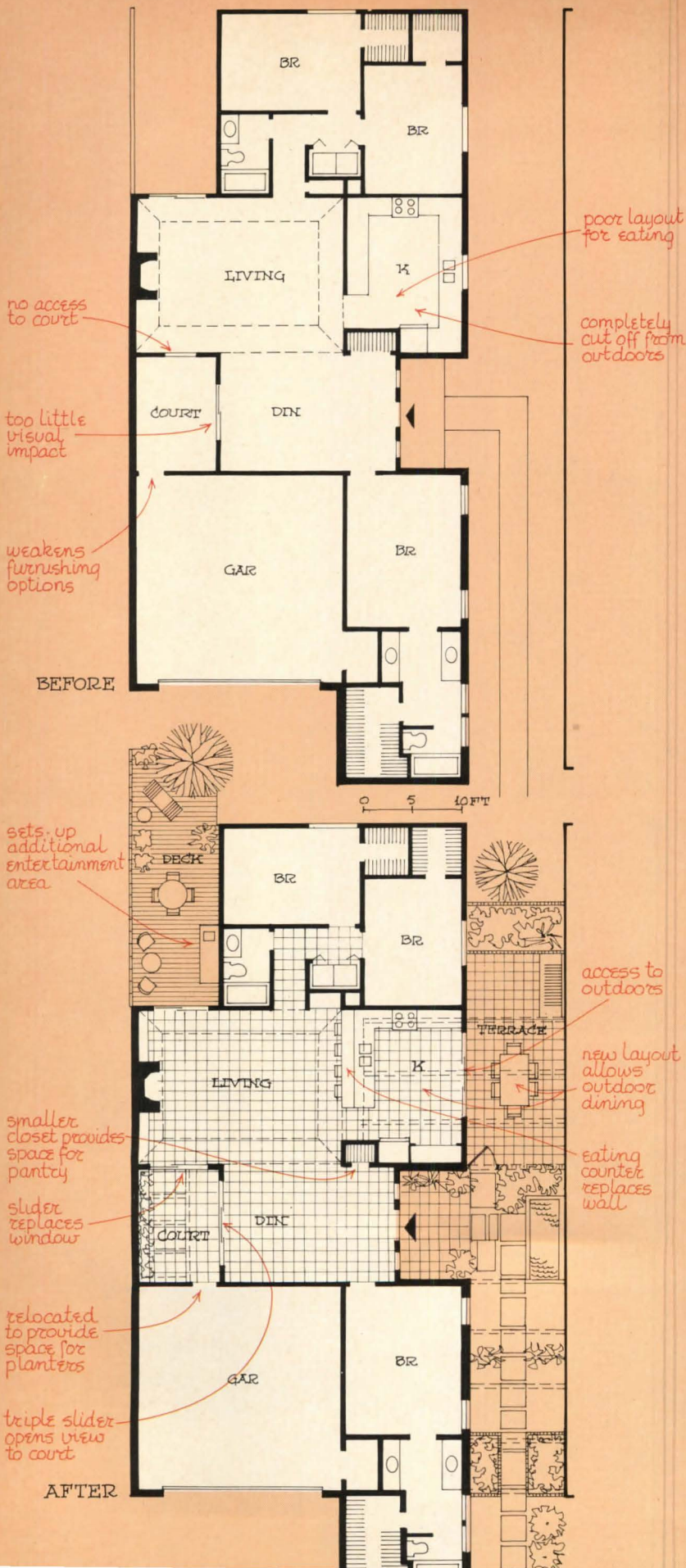
Revamping the kitchen this way sets the stage for another change—the substitution of an eating counter for a partition between the kitchen and living room. This adds even more light to the public space, and opens up a sight corridor from the living room to the side yard.

Two other points worth noting:

- Even though the revised kitchen has less cabinet space, it now boasts a pantry.

- To give the kitchen and adjoining outdoor space the feeling of a single room, beams were extended outdoors and the same tile flooring was used throughout.

The builder estimates that the extra glass used in this revision added about \$350 to his costs.





**Twin courts**—one fully landscaped, the other equipped with a bar—provide empty-nester buyers with outdoor entertainment areas that are slightly more formal than the one opening off the kitchen.

**Formal dining area** is closely tied to the living room by the same parquet flooring. Tile in landscaped court is in the same color range, further tying the two areas together. This model—with 1,733 sq. ft.—is largest offered.



## Space-stretching a plan for young families

It's hard to imagine the living room at right lit only by small windows instead of sliders. There's little doubt it would seem cramped and dark. Yet, in the original plan, this space was completely cut off from the side yard.

In fact, the only room in the house that opened to the outdoors was the master suite. That means youngsters would have had to cross their parents' bedroom or walk past the living room to the front door to go play outdoors.

In the revise, sliders in the third bedroom allow children to come and go without disturbing adults. (They also allow the secondary bath to be used as a mud room.)

The kitchen posed a different set of problems in the original plan. On the one hand, it was virtually closed off from light and views; on the other, it was too open to the entry.

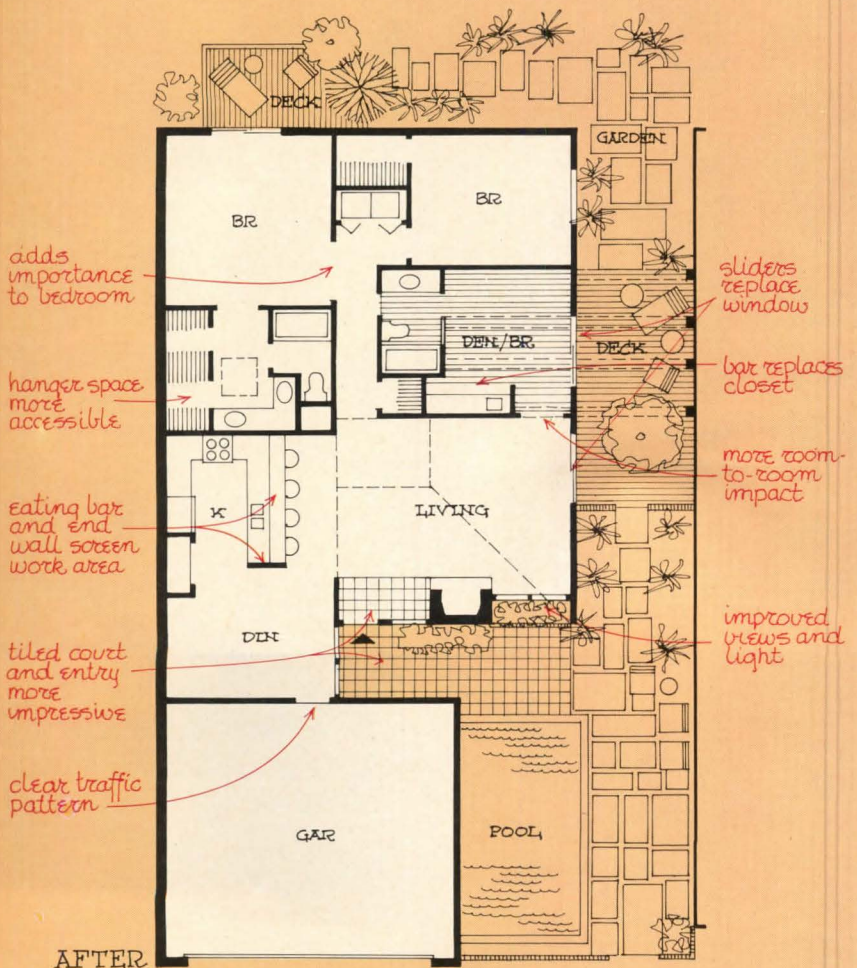
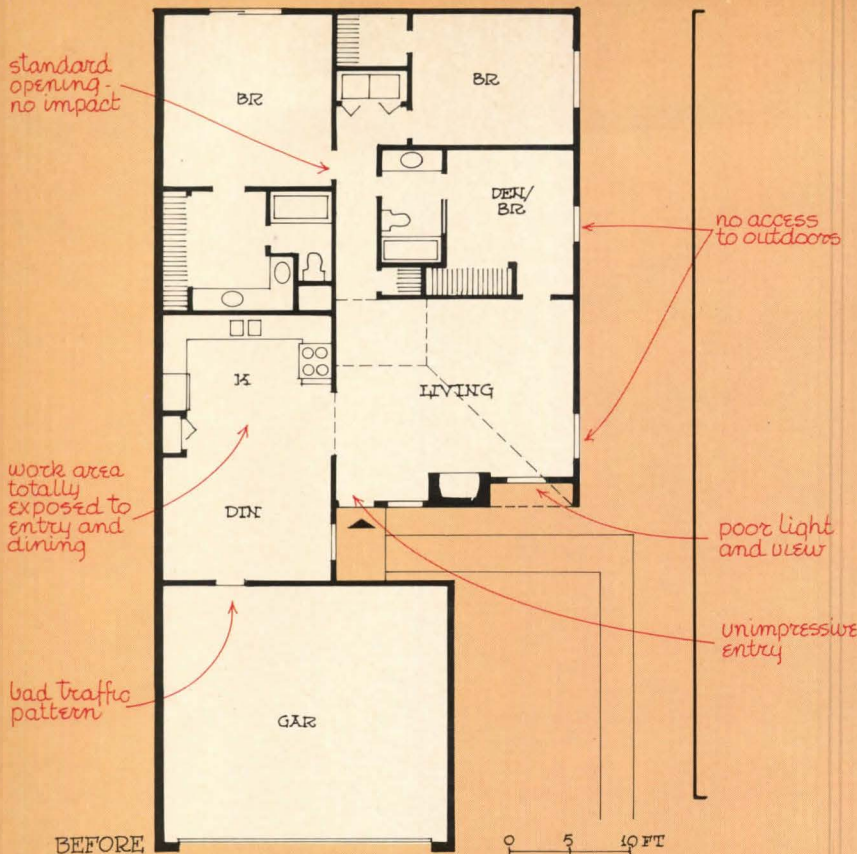
In the revised plan, the work space is turned and screened from the entry by a long eating counter and end wall. And since there is no longer any partition between the living room and kitchen, the living-room sliders become "windows" for the kitchen.

(A note about the way this and the two preceding kitchens are open to the living rooms: This might be taboo in your market; here, it is in keeping with the casual life-style of many Texans.)

Worth noting: A deeply recessed entry, like the one in this plan, could be quite undistinguished if not merchandised properly. It needs dressing up—as the lower photo at right shows—with lush landscaping. The pool (an option) is a means of showing buyers how versatile narrow side-yard space can be.

Another point of interest: The bar option in this plan is not proving popular with buyers—probably because families need this space for a full-time bedroom.

Estimated increase in costs for window/door changes in this plan: \$200.







**Twin sliders**—one in living room, the other in the den—open side-yard views to the entry. Ceiling-high mirror reflects the fireplace and windows on the opposite wall. Double-door entry to den in right of photo is a change from the before plan.

**Entry court**—looking from the 1,564-sq.-ft. house toward the street—is merchandised with a pool so prospects can see how many uses a small side yard has. Another good piece of merchandising: The garage sales office (right of photo) overlooks the pool.



**If you happen to have a special site, you're in luck...**



SPACE-STRETCHING DESIGN CONTINUED

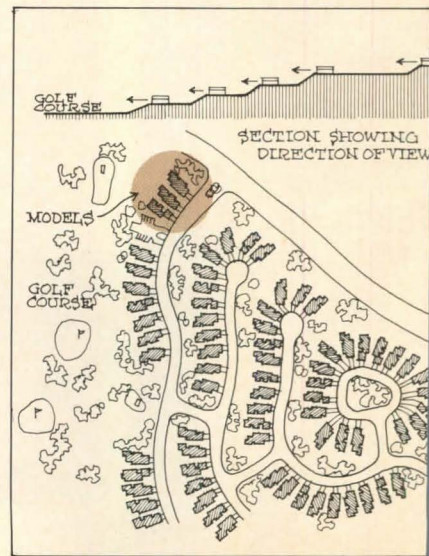
## You can use the long view to stretch space

Here, for example, panoramas of a golf course and the horizon beyond are integral design elements.

The hillside complex, phase one of Mirador at Oaks North in Rancho Bernardo, Calif., was marketed by Avco Community Developers Inc. as a condo (all land is held in common). But the 70 detached units are designed as zero-lot-liners, with one wall of each unit abutting a theoretical lot line, so that each house has its own secluded rear and side yard space. Thus rooms at the rear can be

opened by full glass walls without any loss of privacy (see floor plans, facing page).

The Mirador site plan by architect Dale Naegle plays a key role in making this type of space-stretching design work. Houses are grouped in rows along single-loaded streets that step up the hillside in serpentine fashion. And since each row of units sits about 30 ft. higher than the row below, there is nothing to block the view of the golf course at the foot of the hill (see section, right). Phase one sold out at \$84,000 to \$128,000.

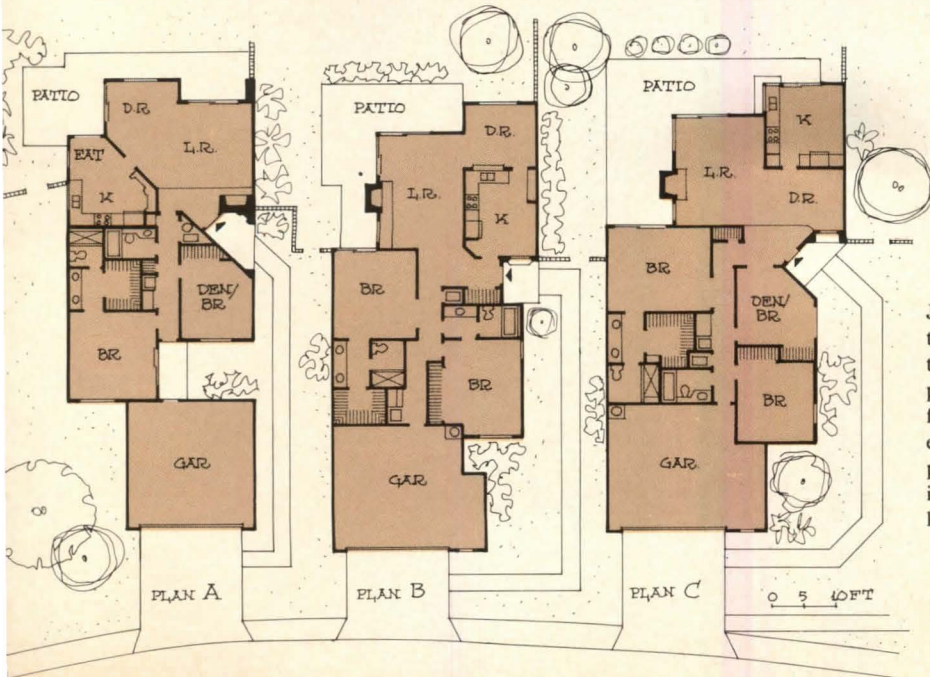




Glass-walled rooms are visually expanded by panoramic views. The living room/dining area shown is in the project's smallest model, the 1,212-sq.-ft. plan A (see plans below). The kitchen is in the largest model—the 1,527-sq.-ft. plan C. Plan B has 1,382 sq. ft. Interior designer: Quinn Robertson.



PHOTOS: MIKE MUCKLEY



Jogged walls, which increase wall space and thus potential window area, are essential in this kind of space-stretching design. So is placing the entries at the side, rather than in front, so views are immediately visible upon entering the house. Note how each model's private patio is shielded from the neighboring unit by privacy walls at theoretical lot lines.

**You don't have to borrow from the outside to stretch space. For example...**



SPACE-STRETCHING DESIGN CONTINUED

## You can plan living areas as one big room

Consider the four-in-one layout shown above. There's but 550 sq. ft. for living room, dining area, kitchen and family room. But the wide-open plan lives so big and bright that it is capturing the fancy of every buyer at Lake Forest in Peachtree City, Ga.

The house is a product of Aberdeen Builders, operated by semi-custom builder Rod Barkow, who offers 18 other plans at the adults-only project (no children under 18 are permitted). "We've had 31 sales since opening,"

Barkow says, "and all have been this plan or a slight variation of it."

Most buyers are empty nesters. A few are singles or young marrieds who don't plan to have children. And two families buying in another location asked for larger versions.

The plan—a 1,350-sq.-ft. version of the American dream home—was designed by architect Quincy Johnson of Coral Gables, Fla.

"Since most buyers would be moving down from large single-family

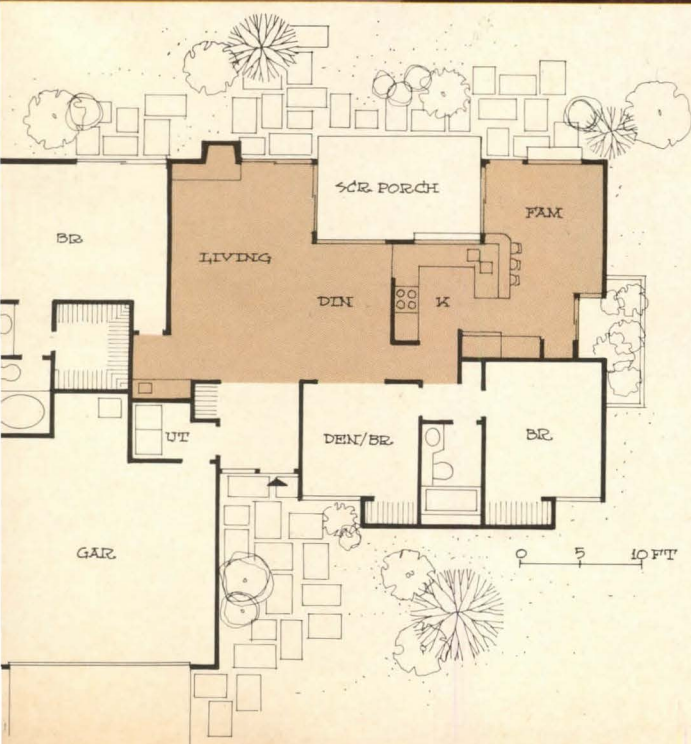
homes, we knew they'd want everything from a roomy kitchen to two bedrooms and a den," he says.

How do you work that much house into limited space and still have the rooms look large? By taking advantage of the space-stretching effect of diagonal views, Johnson advises:

"Make sure that when you stand in the middle of one room and look toward another, you're looking in a diagonal direction, not perpendicularly."



PHOTOS: DAN FORER



**Diagonal views** from living room to dining room (*photo, facing page*) and from the family room back over the breakfast bar (*photo above*) make this four-in-one layout seem larger than it is. More space-stretching ideas: the greenhouse window in the family room, the plant nook over the kitchen cabinets, and the low partition between dining area and kitchen, which calls attention to the vaulted ceiling. Interior designer: Betty Lowden.

**Compact plan** locates den where it can be used to augment public spaces. Some buyers use it for a formal dining room. A screened porch—an important amenity for this market—adds 140 sq. ft. of outdoor living space. Architect Johnson says inseting the porch this way makes it very private and visually helps expand the living and family rooms. Basic price without land: \$49,000.

# THE SURFACE SELL

## HOW TILE AND WALL COVERINGS CAN —ADD ZIP TO YOUR MODEL BATHS—

There's such a wide choice of bathroom fixtures and accessories available today that it's not surprising the bathroom has become a key sales area—second only to the kitchen in attracting buyers.

But with so much time and money going into the choice of such special items as soaking or whirlpool tubs, lavish double-basin vanities, glass shower stalls and special lighting, it's surprising how many builders stick with the same old thing when it comes to the basics: the tile and wallcoverings that cover most of the bathroom surfaces.

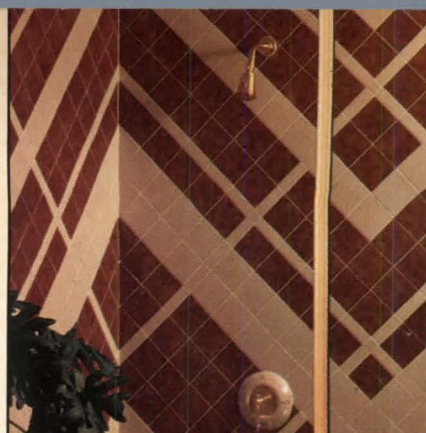
And that's a mistake.

For today's tile and wallcoverings are more than practical, they're beautiful. They come in an infinite variety of colors, patterns and textures that can set the tone of the bathroom—whether it be young and lively, elegantly sophisticated or downright opulent. And they show off the special fixtures and accessories.

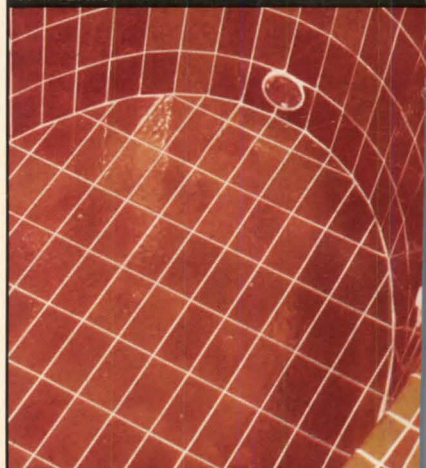
Equally important, they give your sales staff some good talking points and your prospects something to remember your house by.

On these and the following eight pages we show you some of the effects you can achieve with tile and wallcoverings. Many were taken from manufacturers' displays; others from actual houses. But they're all good ideas you can use to generate excitement with your model baths.—MARY SARLO CRUZ

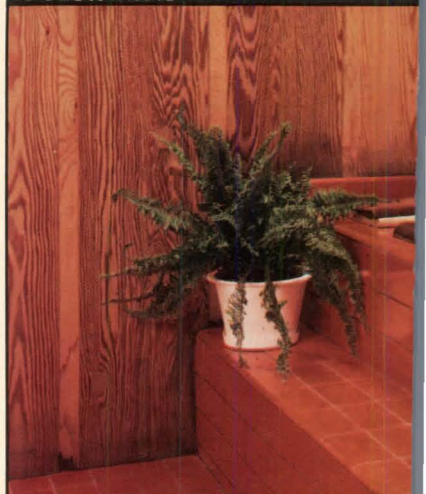
1. INDOOR-OUTDOOR BATH (*far right*), tiled in shades of brown, continues the outdoor feeling of the atrium. An advantage of the earth-tone color scheme: It appeals to both men and women. Note how contrast in tile sizes and different shadings and textures lend variety to a room that is tiled all over. Good idea: deep tiled shelf over vanity.



PATTERN PAGE 70



COLOR PAGE 72



TEXTURE PAGE 74



MOOD PAGE 76





# PATTERN

**BOLD OR GENTLE—  
FOR IMPACT OR  
TRADITIONAL APPEAL**

**2. VERTICAL STRIPES**—bright white and patterned—contrast with the deep blue of the floor to define the shower area in the contemporary bathroom above. Note also how the clear acrylic support makes the tile countertop appear to float on air, in keeping with the sleekly modern look of this bath.

**3. SUPERGRAPHIC**—actually copper and cream tiles set in a chevron pattern—highlights the tub area in the bathroom at right. Note also how the mirrored closet door plays up this wall treatment in an otherwise simple bath.



PHOTOGRAPHIC ILLUSTRATION LTD.





**4. GRADUATED STRIPES** are created by mixing and matching tiles in the op-art bathroom shown in the top photo, above. Notice how the effect changes when the tiles are turned sideways and horizontal lines become vertical ones. Note, too, the effect of the sharp contrast between the white tiled floor and the blue lavatory and water closet.

**5. ART DECO DESIGN**—created by combining cobalt blue tiles and white striped tiles—distinguishes the bathroom shown in the bottom photo, above. Again, notice the effect of the sharp contrasts between tile and fixture colors. Here, the use of a floor-to-ceiling mirror behind the sink is both practical and dramatic.



**6. TWO FLORAL PRINTS**—a large one on the walls and a small one on the ceiling—give the bath above a traditional feeling. Finishing touches: the small print is repeated on the vanity doors and in the fabric curtains. Painted moldings add to the nostalgic feeling.

**7. TRADITIONAL TULIPS** are printed on a metallic background, lending a contemporary look to the basic bathroom at left. Note how wallcovering colors are picked up in shower curtains, vanity, pendant light fixture and moldings.





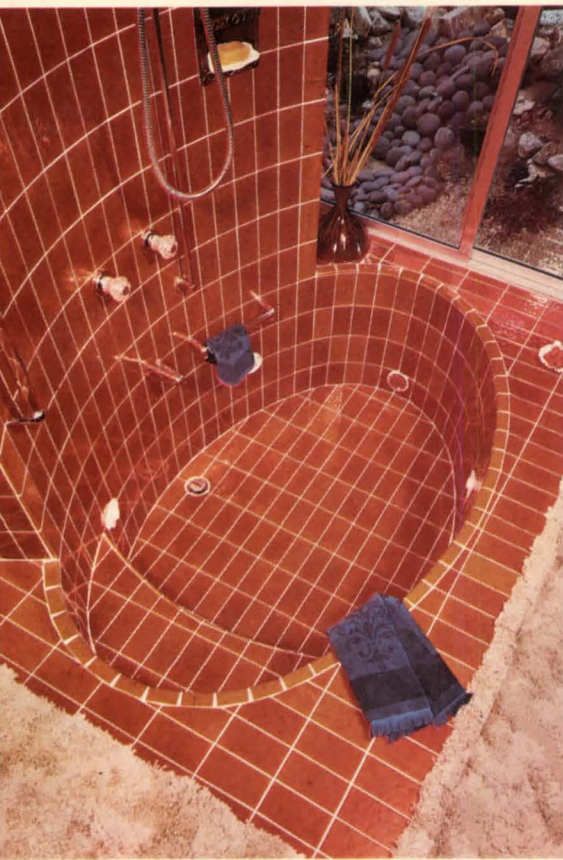
# COLOR

EXCITING OR SOOTHING—  
BUT ALWAYS  
MEMORABLE

8. SIENNA BROWN TILES team up with orange fixtures in the bathroom above. Overall use of the glossy dark tile accentuates the bright orange—and creates impact. Note also the convenient tiled area next to the tub and the tiled shelf over the lav.

9. LEMON-AND-LIME PRINT coupled with sunny yellow rugs give the bath at right a light, summery feeling and lends a garden-like quality to the room year-round. This scheme draws attention to the corner window with a built-in planter.





**10. BRIGHT ORANGE TILES** add pizzazz to the oval Roman tub above. The crackle-glazed tiles, with variations in texture and shade, give the room a tropical feeling. With so much color indoors, the outdoor area was turned into a rock garden rather than a flower garden.



**11. BROWN-AND-WHITE FLORAL** used in the bath above is a change of pace from the more conventional pastel prints long associated with baths. The nontraditional color gives the area an updated look; its richness sets off the brass accessories in dressing area.

**12. SMOKE-AND-WHITE PRINT** gives the traditional bath below a young, up-to-date look. Note how the wallcovering is applied to the sides of the tub and vanity. Shutters reinforce the young theme. Design idea: shelf space was provided on either side of the tub.





## TEXTURE

COMBINATIONS  
THAT LEND  
A CUSTOM FEEL

**13. MULTI-TEXTURED BATH** (*above*) makes use of two different tiles—one patterned and the other solid—plus wood. The deep blue countertop tiles and mosaic-like floor tiles complement each other, and the redwood ceiling links the room visually with the adjacent redwood deck. Note the track-type lighting over the vanity: it's actually copper plumbing tube cut to size.

**14. WOOD-PANELED ALCOVE** (*right*), with contrasting orange tile floor and tub surround, is simple yet luxurious. Note how well the richly grained wood and the smooth tile work together to create an attractive setting.





MARIANNE ENGBERG

**15. RUSTIC BATH (above)** uses a Mexican print wallcovering and natural wood paneling on ceiling, tub alcove and vanity to make an interior room light and cheerful. Note how vertical paneling draws the eye to the dramatic sloping wood ceiling. Also note the convenient built-in shelves over the tub.

**16. SAUNA-LIKE BATH (left)** has a quarry tile floor that complements the red cedar walls (which, incidentally, match the exterior of the house). Step up to whirlpool tub is also of red cedar, and another step behind the tub reinforces the sauna atmosphere while serving as a convenient storage shelf. Note, too, how a high window bathes the area in natural light but does not interfere with privacy.

## WANT MORE INFORMATION?

The tile and wallcovering manufacturers listed below are keyed to the photos by numbers 1 through 20. You can get more information about their products by circling the reader service card numbers shown in parentheses.

1. Florida Tile (Circle 275)
2. Franciscan Tile (Circle 276)
3. American Olean Tile Co. (Circle 277)
4. Hastings Tile and Il Bagno Collection (Circle 278)
5. Hastings Tile and Il Bagno Collection (Circle 279)
6. James Seeman Studios (Circle 280)
7. Panta Astor (Circle 281)
8. Hastings Tile and Il Bagno Collection (Circle 282)
9. United Wallcoverings, a Collins & Aikman Co. (Circle 283)
10. American Olean Tile Co. (Circle 284)
11. James Seeman Studios (Circle 285)
12. Imperial Wallcoverings, a Collins & Aikman Co. (Circle 286)
13. American Olean Tile Co. (counter) (Circle 287)  
Summitville® Tiles Inc. (floor) (Circle 288)
14. Franciscan Tile (Circle 289)
15. Imperial Wallcoverings, a Collins & Aikman Co. (Circle 290)
16. Texeramics (Circle 291)
17. The General Tire & Rubber Co. (Circle 292)
18. Columbus Coated Fabrics (Circle 293)
19. James Seeman Studios (Circle 294)
20. American Olean Tile Co. (Circle 295)

## OTHER CREDITS

1. Basin: Kohler.
2. Designer: Andrew Gerhardt Design, La Costa, Calif.
3. Bathtub: Kohler. Designer: Leslie John Kooser, Montgomeryville, Pa. Tile design: Gretchen Edwards of American Olean, Lansdale, Pa.
4. Lavatory, water closet, bathtub: Hastings and Il Bagno Collection.
5. Lavatory, water closet, bathtub: Hastings and Il Bagno Collection.
6. Basin: American-Standard. Designer: Bob Schaffer of Alderman Studios, High Point, N.C.
8. Lavatory, water closet, bathtub: Hastings and Il Bagno Collection.
9. Designers: Abbey Darer and Bobbi Stuart of New York City.
11. Basin: Eljer. Designer: Bob Schaffer of Alderman Studios, High Point, N.C.
13. Basins, bathtub: American-Standard. Ceiling, deck: California redwood. Designer: Ving Smith Interiors AID of New Rochelle, N.Y.
15. Graphic: Greg Copeland. Designers: Abbey Darer and Bobbi Stuart of New York City.
16. Bathtub: Jacuzzi. Faucets: Artistic Brass. Designer: Gail Lewis Inc. IBID of New York City.
17. Cabinetry: Poggenpohl. Flooring: Armstrong. Designer: Modern Kitchens of Syracuse, N.Y.
19. Basin: Eljer. Designer: Bob Schaffer of Alderman Studios, High Point, N.C.
20. Basin: Kohler. Shower "curtain": Levelor. Lighting: Habitat.



**17. CONTEMPORARY LOOK** (*left*) is created by combining a shimmering wallcovering with black-and-chrome cabinets and a clear plastic shower. Note how wallcovering has been carried onto the ceiling, continuing the shimmering look and adding to the apparent size of the room.



**18. ORIENTAL LOOK** (*above*) is created with bamboo-patterned wallcovering with a textured background that feels like shantung. Notice how the latticed skylight over the tub is a decorative source of natural light. Also note the white border around the tub, which heightens the sunken effect while providing storage space.

# MOOD

SPECIAL TREATMENTS  
FOR A  
SPECIAL LOOK



**19. OPULENT LOOK** (*left*) is created by applying marbled Mylar® to walls and ceiling. Note how silver-colored wallcovering was placed on ceiling of vanity area to reflect the theatrical-type lighting, doubling its impact. Built-ins at left turn a dead space into a useful storage area.

**20. ELEGANT LOOK** (*right*) was achieved with cool, gray tiles that lend themselves to bright accents—an effect that is understated yet appealing to both men and women. Good idea: recessed tiled shelf over tub.





Just another 'basic' house?  
Not exactly...

# It chops fuel bills by 90%

Last winter's gas bills came to just \$101.51—and that includes gas for cooking and hot water as well as heating.

By comparison, last winter's gas bills for a conventional house of the same size in the same town—East Pepperell, Mass.—would have been about \$800.

The 1,196-sq.-ft. fuel-saver, built by novice builder Gene Leger (*see facing page*) for himself and his family, has been tagged a passive solar house. But it looks conventional, so it is a house people are not reluctant to buy. In fact, Leger has two signed contracts to reproduce it for area residents.

Gautam Dutt of the Princeton University Center for Environmental Studies (a DOE-sponsored group), is presently conducting a full-scale study of the house. He intends to instrument it this winter and issue a full report next year. After an exploratory test last May, Dr. Dutt said: "Gene Leger's house appears to be an inexpensive way to make new homes energy-efficient. I am quite excited about its possibilities."

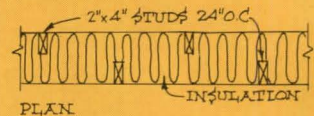
—JOHN H. INGERSOLL

## Here's why it saves on fuel

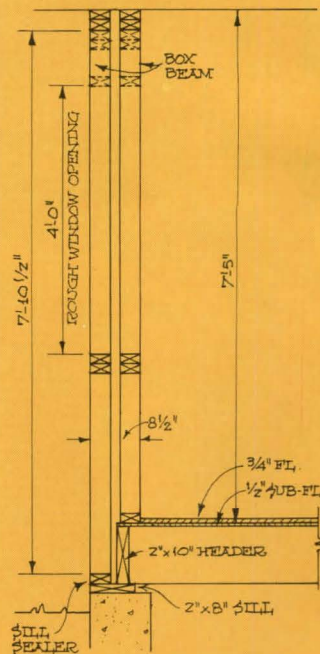
1. **The exterior wall is double.** It is made up of two 2×4 stud walls, 24-in. on center, with an 8½-in. cavity that is filled with sprayed cellulose insulation, for an R-43 rating (*see drawing below*).

The outer stud wall rests on top of the foundation, the inner wall on the edge of the floor framing. So the space between the outer wall and the band joist is filled with insulation, providing a full seal to the top of the foundation.

Nine inches of the same insulation covers the attic floor. And a 6-mil polyethylene vapor barrier covers interior stud walls and ceiling joists.



**Bird's-eye view** of double stud wall shows how studs are staggered and cavity completely filled with insulation.

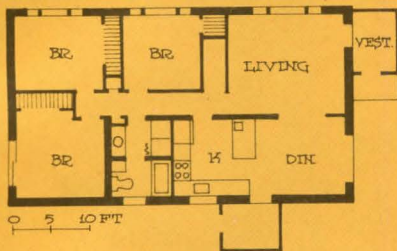


**Section** of double stud wall shows how outside wall rests on foundation and inside wall rests on edge of floor framing so that insulation is carried right down to the foundation.



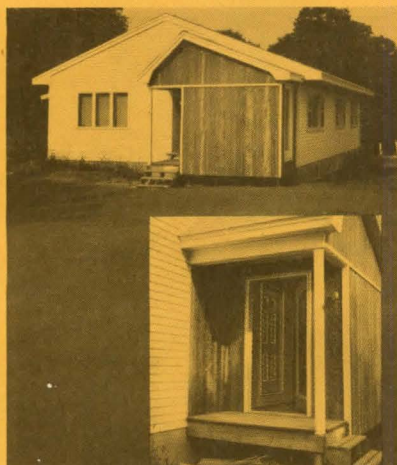
**2. There are no openings on the outside wall.** All plumbing and all electrical wiring come up from the basement through interior partitions. The wiring is connected to a Gould I-T-E Electrostrip, a raceway system attached to the baseboard, and outlets are fitted along the strip wherever needed.

**3. Most of the windows face south** (see plan below). Leger kept glazing to a minimum on the north side. This energy-saving orientation caused a neighbor to comment: "Hey, Gene, your house is turned the wrong way. It isn't facing the street."



Rear elevation faces north and windows are kept to a minimum. South elevation, on the other hand, has the most window area (see plan above and photo facing page).

**4. Vestibules protect front and back doors.** The vestibule doors are wood; house doors are insulated steel.



Vestibules on both front and rear doors prevent loss of hot air every time the door is opened.

- 5. All windows are triple glazed.** Only double-glazed sash were used throughout, and then storm windows added.
- 6. Box beams were used for all headers.** Reason: The cavity within the box could be insulated.
- 7. Every crack and hole was sealed.** After the insulation was applied, Leger himself went through the house and plugged every gap he could find with a foamed urethane insulation spray.

### Here's what it costs

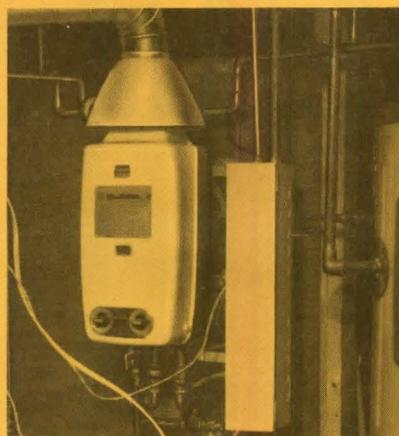
Leger doesn't have exact records on his own house, but figures on building the next one for about \$43,000, not including lot, or about \$36 a sq. ft. Which is what he says he would need to charge for a conventional house.

Some of the trade-offs: Framing the two stud walls on 24-in. centers cost \$400 more than framing a single stud wall on 16-in. centers would have cost.

The 8½ in. of insulation, which was sprayed on wet by a commercial crew, cost \$1,300. If Leger had used the Arkansas system, building his walls with 2×6s and filling the 5½-in. cavity with the same insulation, his cost would have been \$1,200, because most of the cost is in labor rather than materials.

Only 46 ft. of baseboard radiators were used; a conventional house would have required 100 ft.

Leger claims he needed only 26,000 Btus to heat the house, but the smallest boiler he could find was a Japanese import with a 43,000 Btu output (photo below). This costs



Mini-boiler, shown here with testing wires, produces only 43,000 Btus, but that's far more than needed. Leger estimates that only \$30 of the \$101.51 gas bill went for house heat; the rest was for cooking and hot water.

about the same as an American boiler with an output of 60,000 Btus, generally the smallest unit made for residential construction.

Still, he realized considerable savings on the heating system, and also on the wiring and plumbing. "More than enough to offset the extra cost of framing and insulation," he says.

### Here's what Leger plans to try next

The next time he builds for himself, he will:

- Install an air-to-air heat exchanger. This is an idea developed by the University of Saskatchewan. Resembling a packing crate with a small fan inside, the exchanger exhausts house air and excess moisture while bringing in fresh air and warming it before the air reaches living areas.

- Reduce glass area on the south wall. "Sixty sq. ft. is plenty," says Leger. "It will perform the same job as 100 sq. ft." Estimated savings: \$520.

- Eliminate hot water baseboard units. Says Leger: "I'm convinced this kind of construction will produce a house that can stay warm throughout our Massachusetts winter with no backup heat."



### Who is Gene Leger?

He's a computer specialist, a novice homebuilder (two houses to his credit plus two contracts and the promise of several more) and a former high-school teacher. He is at present director of quality control for Alpha Electronics, a computer firm in Worcester, Mass.

From 1969 to 1977, Leger operated his own electronics business. Leger, 54, and his wife, Peggy, have four children.

# THREE SUBSIDIZED HOUSING WINNERS

Publicly-assisted housing is often sterile and institutional looking.

But not these award-winners in the 1979 Homes for Better Living program.\* They show design and siting ideas normally reserved for much higher-priced, unsubsidized projects. Specifically:

- A way of designing apartments at 19 units to the acre so that they fit into a low-density, single-family neighborhood (*right*).

- An unusual building plan that provides visual impact and breathing space despite a density of 50 units per acre (*facing page*).

- And a varied window treatment that brings visual relief to a bland brick building (*page 82*).

— JOEL G. CAHN

JOSHUA FREIWALD



Apartment buildings were carefully designed so that the 66-unit complex would blend into an established single-family neighborhood.

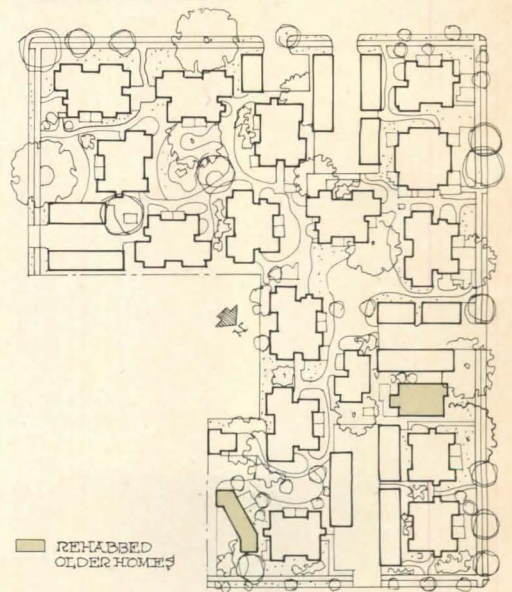
Two-story frame buildings like the one shown above are built with horizontal plywood siding, asphalt-shingle roofs, and wooden stairs and privacy fences to suggest the traditional look of nearby houses. Buildings are small—most hold four units—and are carefully sited on 3½-acre tract (*right*) to preserve trees, provide play areas for children and relieve density of 19 units per acre. Apartments range from 660 to 1,490 sq. ft. They were built with state assistance and most rented under the Section 8 program.

For more details on this project, see “New Housing in Old Neighborhoods” [HOUSING, Feb.].

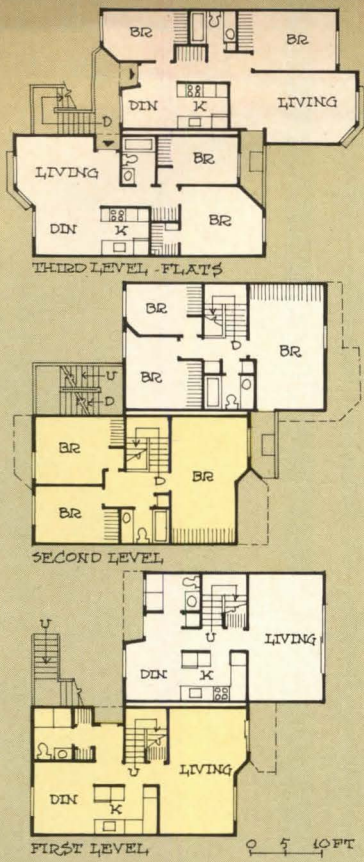


## AWARD OF MERIT

Architect: Goodwin B. Steinberg Associates  
 Builder: Wheatley Associates  
 Owner: Palo Alto Housing Corp.  
 Project: Webster Wood  
 Location: Palo Alto, Calif.



\*The Homes for Better Living Awards Program is sponsored by the American Institute of Architects in cooperation with HOUSING. The full list of winners appeared in May. More individual winners will be featured in subsequent issues.



**Piggybacked units** are grouped around a central court (photo below; site plan right) in a high-density project that offers a surprising amount of open space.

By placing flats (plans above left) over two-story townhouses (plans left), the planners squeezed 50 units into less than an acre. And they kept the project in scale with a neighborhood of small, two-level shops with two-story living quarters above.

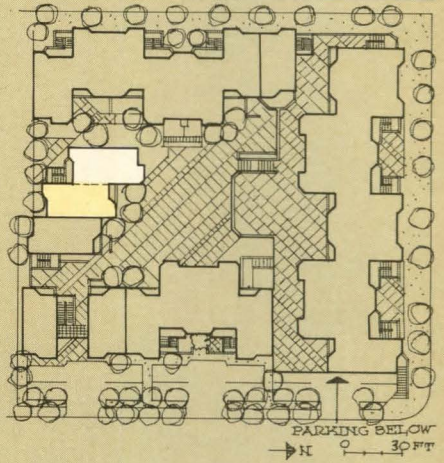
A parking garage raises the northern building an extra story, providing an eye-arresting change of level in the court.

Townhouses offer 1,350 and 1,475 sq. ft.; flats have 850 sq. ft. Project was built under the Section 236 program.

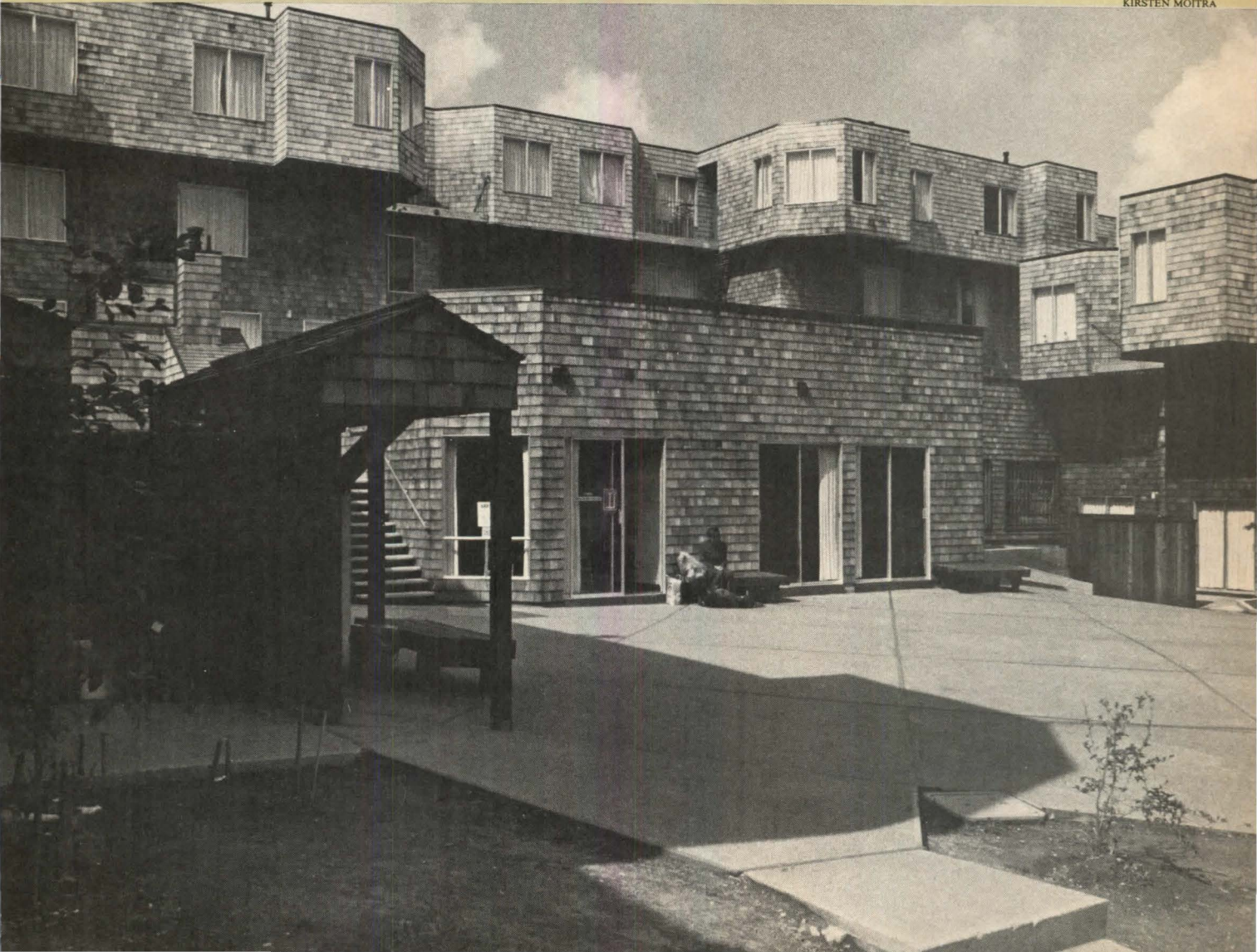


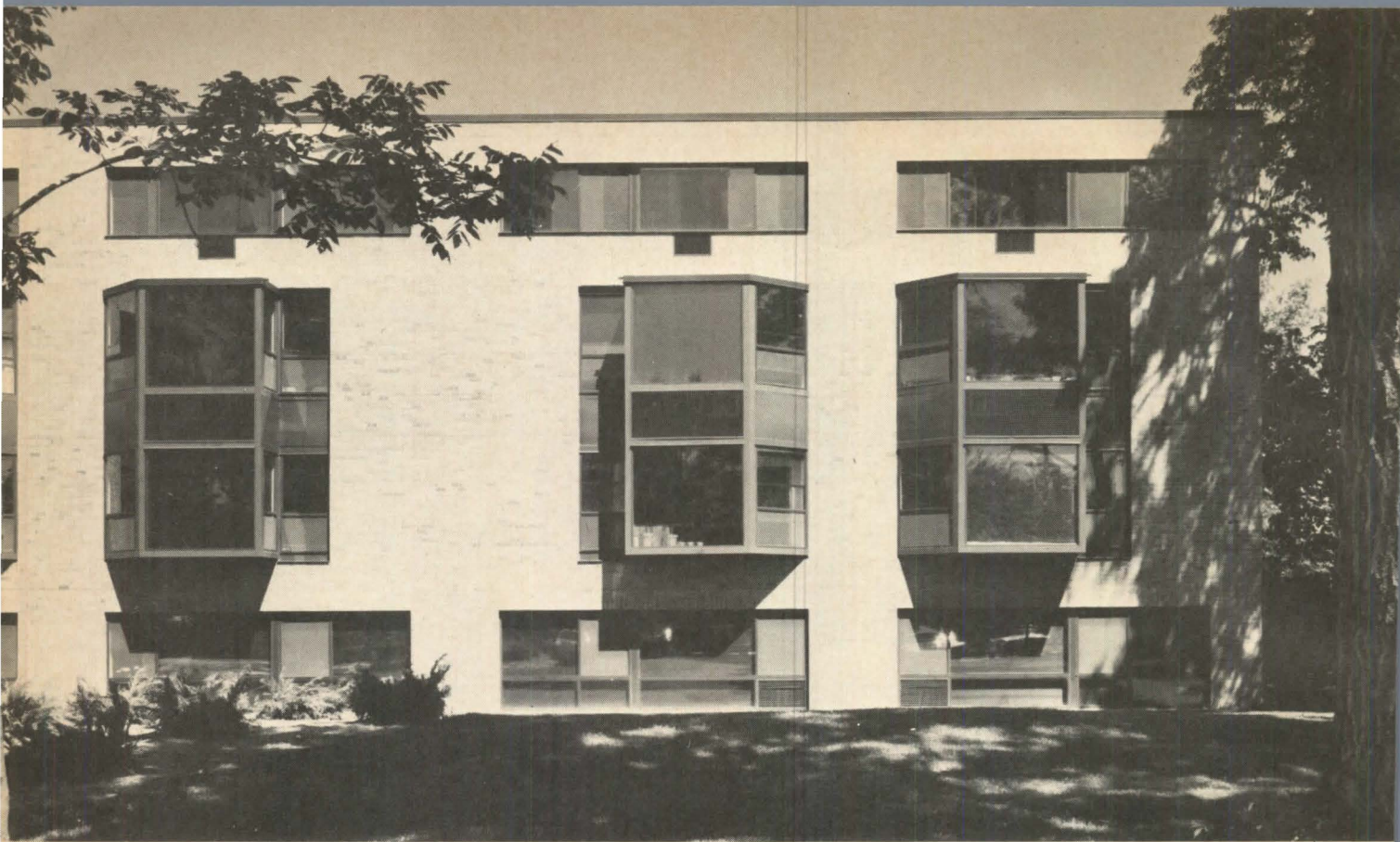
### AWARD OF MERIT

Architect: Burger + Coplans Inc.  
 Builder: Pearson & Johnson Inc.  
 Owner: Mission Housing Dev. Corp.  
 Project: Betel Apartments  
 Location: San Francisco



KIRSTEN MOITRA





PHILIP TURNER



**AWARD OF MERIT**

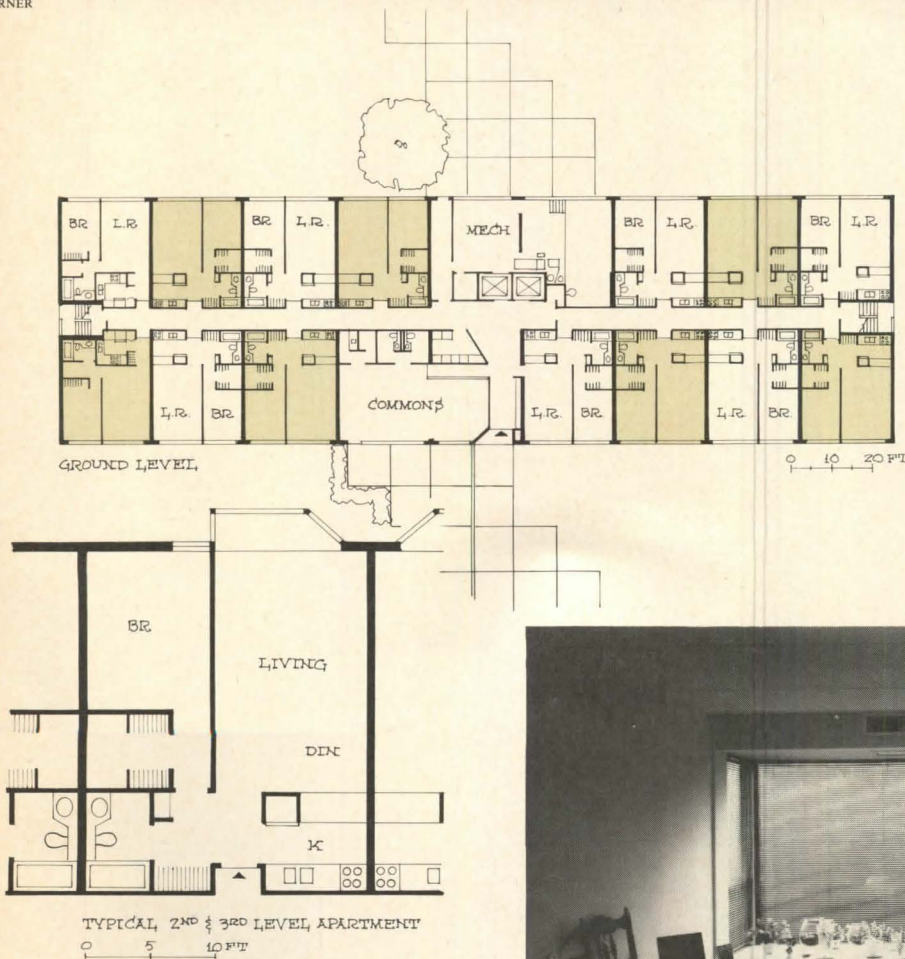
Arch.: Booth Nagle & Hartray/Ltd.  
 Bldr: E.W. Corrigan Construction Co.  
 Owner: Highland Park Housing  
 Commission  
 Location: Highland Park, Ill.

Varied window treatments (above) lend interest to the simple brick exterior of a four-story apartment building for the elderly.


Ground- and top-floor flats have long, narrow windows that look out on garden areas or treetops. Mid-floor apartments have bay windows that provide wide street views and make rooms seem larger (below).

Building was made more livable by including a lounge area off the lobby and by recessing apartment doors to avoid a hotel corridor look. Corridors are also lined with handsome oak railings.

Project's 68 flats include 450-sq.-ft. efficiencies and 625-sq.-ft. one-bedroom units (plans left). All are rented under the Section 8 program.



# housing demand index<sup>®</sup> Fourth quarter, 1979



Coming down the stretch in 1979, most of the index's hot markets have cooled off. Not dramatically, but enough to forestall any complacency on the part of builders.

Why the flip-flop? After all, nothing has yet happened to drastically alter the big economic picture. Nor have the odds on recession changed.

And, judging by the latest data supplied by market analyst Alfred Gobar, who prepares the HDI, overall demand is still holding up. Moreover, he sees little evidence of overbuilding.

Cyclical and/or seasonal swings in local economies have, of course, tripped up a few markets. Still others, notably in Southern California, are plagued by out-of-sight land costs.

Mainly accounting for the current slide, though, are more prosaic market forces. Particularly pricing. Simply stated, much of today's housing is beyond the consumer's reach. And with more buyers now sitting it out, inventory levels have begun to creep up. Which should give builders pause for thought.

Here's the fourth-quarter scorecard:

Of 119 SMSAs (Standard Metropolitan Statistical Areas), only two pulled an "excellent" rating. Joining repeater Jackson, Miss. in the charmed circle was Little Rock, Ark., which has

been knocking on the door throughout '79.

Nine others, however, dropped out of this select company. Casualties included Birmingham, Ala.; Greensboro, N.C.; Knoxville, Tenn.; Oklahoma City and Tulsa, Okla.; and San Antonio, Tex. Coming up in the ratings, though, were such ground-gainers as Daytona Beach, Fla.; New Haven, Conn.; San Jose, Calif.; Spokane, Wash.; and Toledo, Ohio.

The bad news was that losers outnumbered winners. Among those taking it on the chin: Baltimore, Md.; Baton Rouge, La.; Buffalo, N.Y.; Denver, Colo.; Eugene-Springfield, Ore.; Flint, Mich.; and Wilmington, Del.

In addition, Gobar red-flags a number of markets that may be in for hard times. These include Atlanta, Ga.; Colorado Springs, Colo.; Newport News, Va.; Salt Lake City, Utah; and Stockton, Calif.

Opportunities are still around, though. For example: Lexington, Ky., which needs more single-family units; Santa Rosa, Calif. (apartments); Gainesville, Fla. (high-end detached); San Jose, Calif. (all types); and Augusta, Ga. (for-sale).

Boston (not covered in the HDI) also rates a look. Demand, notes Gobar, is very strong.

—BILL MULLIGAN

# 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.

**Anaheim**, long on buyers and short of units, has been slowed by soaring prices of moderate-cost housing. Expensive homes (\$200,000-plus) are also running into buyer resistance.

**Atlanta** may be headed for another downturn. Greasing the skids: a cutback in federal spending.

**Augusta** continues to look good. Best bet, says Gobar, is a hot move-up market in the for-sale area.

**Bakersfield** is flirting with trouble—namely an overage of high-priced apartments.

**Colorado Springs** gets a red flag this outing. All growth indices—including those in the industrial sector—have slowed to a walk.

**Columbia's** demand picture is off. Reason: New-home prices are rising faster than area incomes.

**Dallas-Fort Worth**, backed by good-to-strong demand for both rental and single-family housing, remains on a fast-growth track.

**Dayton** builders, although doing much better of late, may be barking up the wrong tree. High-priced attached housing, Gobar suggests, isn't the best vehicle for tapping this market's potential.

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	○	○	○	○	○	○	○	○	◐





**Melbourne-Titusville**, led by a sharp pickup in industrial activity, could be a comer.

**Mobile's** full-blown comeback continues apace.

**Modesto** builders are jittery about reports that the city may adopt a slow-growth policy. Stay tuned.

**New Haven's** profile has been sharply upgraded on the basis of newly revised market data.

**Newport News**, only slightly improved since the last quarter, remains a wait-and-see proposition.

**Norfolk** continues to lose ground as all indices head downward.

**Peoria**, which had been holding steady, now shows signs of a supply buildup.

**Pittsburgh**, top-rated most of this year, comes down a peg due to slower demand.

**Reno** buyers are backing off. Still a safe bet, says Gobar, is affordable for-sale housing.

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	○	○	○	○	○	○	○	○	○

**Salt Lake City** could be another backslider. Although there are still some untapped pockets of demand, most trendlines point to a market downturn—its first in four years.

**San Diego** remains undersupplied. Much of the market's pent-up demand has been worked off, though, and there are signs that the area's long-running economic boom may be topping out. Gobar's advice: Stick to lower-priced single-family units, condos and condo conversions.

**San Jose** needs more of everything. Biggest factor here: pricing.

**Santa Rosa** just might be ready for some apartment projects.

**Seattle** is better than ever. Big attractions: a tight supply of for-sale housing and great potential for industrial development.

**Spokane**, briefly sidetracked last winter, has begun to move up again.

**Springfield-Chicopee** is on the rise—its housing market hasn't looked this good since 1970.

**Stockton's** construction boom may be winding down—ditto housing absorption rates.

**Syracuse** bears watching. Despite a sluggish demand pattern, all other market inputs are very positive.

**Toledo** gets stronger as demand continues to outstrip supply.

**Tucson** has room for more housing. A sudden influx of \$100,000-and-up homes, however, could quickly glut this small SMSA.

**Wichita**, with demand to spare, remains in great shape.

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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## A door surround that's a snap to install

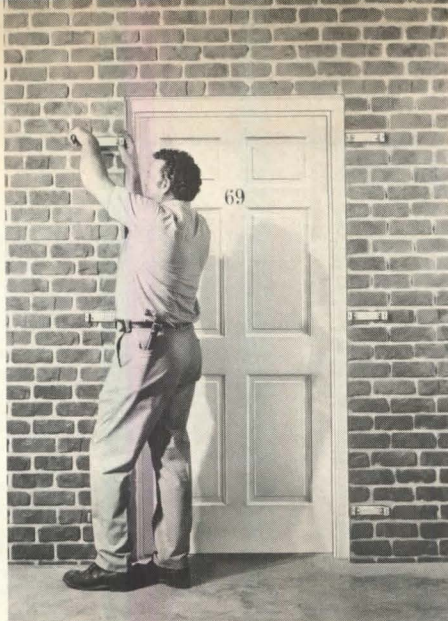
All sections of the "Snap-On Entry Way" interlock. So it takes little time for a worker to dress up an entrance to a home or apartment.

As the photos at right show, the first step is to attach six cadmium plates to the building facade. Next, the surround sections are snapped in place. The mantel section and the pediment are then secured to the facade with a few nails or screws.

Although the door surround is designed to fit a 7' x 3½' opening, it can accommodate entrances of varied widths when used without the pediment. For wider entrances, mantel sections can be combined with the use of an overlay (see box, below right). For narrower entrances, mantel sections can be cut.

Pilaster sections can also be cut to accommodate lower entrances.

"Snap-On Entry Way," made of an acrylic-based plastic, has a white semigloss finish, which may be repainted. A complete package, including cadmium plates, costs \$120. Nailite. Circle 200 on reader service card



1. Attach cadmium plates to building facade.



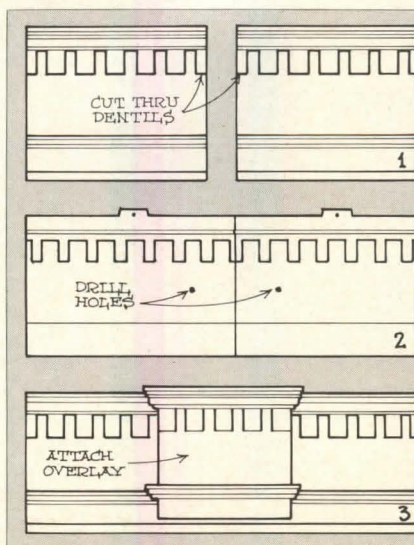
2. Snap pilaster sections onto plates.



3. Interlock mantel sections and secure to wall.



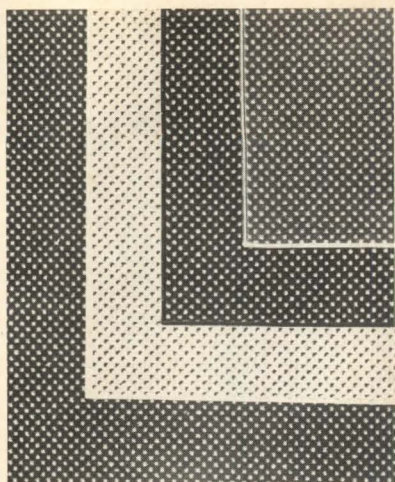
4. Interlock pediment and secure to wall.



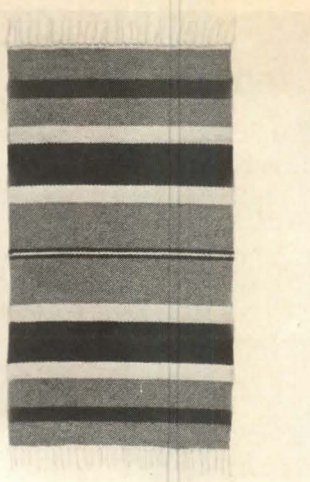
For wider entrances, two mantel sections are combined in a three-step process. Step 1: Sections—cut through the middle of the dentils—are aligned. Step 2: Holes are drilled through the sections (the undersides are marked for correct hole positioning). Step 3: An overlay is set in place and secured with screws through the holes.

- Bathrooms 102
- Flooring 92
- Flooring 98
- Lighting 104
- Lighting 106
- Tools/equipment 110
- Tools/equipment 112

# FLOORING



**Contract floorcovering, "Counterpoint"** (above), is woven of nylon fibers. A two-color pin dot pattern is offered in four colorways, as shown in swatches above. Material comes in 12' widths. Mohawk Carpet. Circle 252 on reader service card



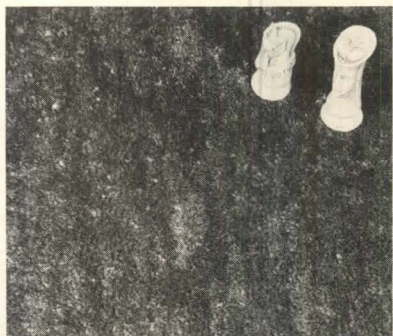
**Handwoven rug, "Macedonia Kilim"** (above), is imported from Greece. Reversible striped wool rug is offered in three sizes: 2'7'' x 4'11'', 4'7'' x 6'6'' and 5'7'' x 7'10''. Cado/Royal System. Circle 255 on reader service card



**Continuous filament carpet, "China Bay"** (above), has a nylon saxony pile. Material, treated with a Scotchgard® protector and heat-set with "Twistlock," is available in fifteen colorations. World Carpets. Circle 258 on reader service card



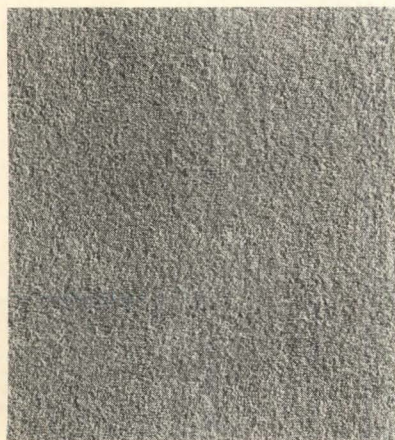
**Level-loop "Pebblebrook" carpet** (above) is tufted of continuous filament nylon. The floorcovering is offered with a jute or foam backing for high dimensional stability. Cumberland Mills. Circle 253 on reader service card



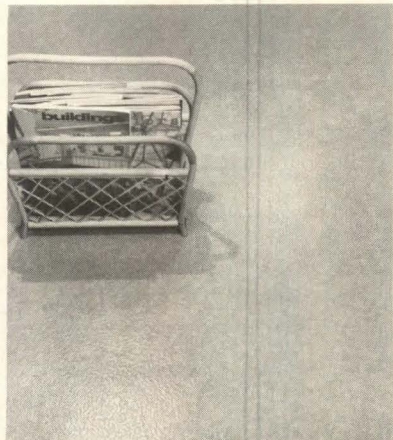
**Cut-pile saxony carpet, "Opening Number"** (above), is for residential use. Material, offered in eight multicolored tones, is FHA approved. A companion floorcovering is also available. Benchmark Carpet Mills. Circle 256 on reader service card



**"Rock Harbor" floorcovering** (above) has a velva-loop texture. Suitable for institutional applications, the carpeting has a flame spread rating of 30 and a smoke density rating of 55. Granada. Circle 259 on reader service card



**Dense saxony carpet, "Acquaintance"** (above), has a "pencil point" finish. Nylon floorcovering is offered in fifteen shades of beige and brown, including shell, camel and cocoa. Carpeting is available for residential/light commercial use. Monticello Carpet Mills. Circle 254 on reader service card



**Sheet vinyl flooring, "Malta"** (above), is intended for cemented installations. Swirly-patterned material is offered in 9' and 12' widths in: nougat beige, cinnamon, rust orange, goldenrod, chestnut brown and driftwood. GAF. Circle 257 on reader service card



**Geometric-print carpet, "Estate"** (above), has an interlocking diagonal-box design. Multicolored carpet, for residential use, is tufted of 100% spun nylon. Carpet is pattern dyed over a previously dyed base. Roxbury Carpets. Circle 260 on reader service card

a housing conference

# THE 1980-81 MARKET:

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HOW TO PLAN FOR IT

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and marketing directors



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- How long present high mortgage rates are expected to continue, and how to work with them during the coming months.
- How to find and approach the foreign investors who are actively seeking to participate in U.S. real estate.
- What demand you can expect for both residential and non-residential development, and where in the country the demand will occur.
- How to meet the present demand for rental housing and be ready to convert to condominiums when the market shifts.
- How to evaluate and select the non-residential opportunities that will arise in the early 1980's.
- How to design housing that will meet the changing demands of the next two years.

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Frenchman's Reef, St. Thomas, U.S. Virgin Islands—Oct. 31-Nov. 1 & 2  
Marriott Hotel, Newport Beach, California—Nov. 12, 13 & 14



**You'll listen to these experts in formal sessions  
and question them in informal round table talks.**

**Eric B. Herr** is Vice President, Economics for the McGraw-Hill Publishing Co. Prior to joining McGraw-Hill he was Executive Vice President and Chief Economist of Lionel D. Edie, and before that, Senior Economist and Product Manager of Data Resources Inc. He has been a member of the President's Council of Economic Advisers, and is affiliated with the National Association of Business Economists, the American Economics Association, and the Federal Statistics User's Conference.

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

**Dennis R. Kelley** is Vice President/Manager of the Real Estate Loan Division of the LaSalle National Bank in Chicago which specializes in construction, permanent, land development and subdivision loans. Prior to joining the LaSalle National Bank he handled permanent loans and equity placements with Baird and Warner Inc., a major mortgage banker. He was instrumental in founding a construction loan and equity REIT, and was responsible for establishing a real estate financing arm of Associates Commercial Company, a subsidiary of Gulf and Western, to do development and construction financing.

**Nelson C. Rising** is President of Nelson C. Rising and Company, his own Los Angeles based development firm. He is currently involved in real estate development projects in California and Florida. He has served as a financial real estate consultant to other developers both here and abroad and has been instrumental in directing foreign funds into the U.S. market.

**Edward N. Kelley** heads Edward N. Kelley and Associates, his own property development and management firm

which operates in rental and condominium housing and in non-residential sectors. Formerly a consultant in the rental property management field, Kelley has worked with developers, investors, lenders, major corporations and Realtors. He is author of "Cost, Rent and Profit Computer: Rental Apartments," published by HOUSING Press, and "Practical Apartment Management," published by the Institute of Real Estate Management.

**Gordon Hall** is Senior Vice President and head of the commercial division at R.M. Bradley and Company Inc., a national real estate consulting firm based in Boston. He is a trustee and chairman of the auditing committee of The Suffolk Franklin Savings Bank in Boston and a member of the National Association of Real Estate Boards. He is also a member of the Greater Boston Real Estate Board, the Urban Land Institute, a trustee of the Society For the Preservation of New England Antiquities, and chairman of trustees of the Hancock Historical Trust of Boston. He is currently consulting for the Cambridge Re-Development Authority.

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

**Maxwell C. Huntoon, Jr.** is the publisher of Housing magazine. A former builder himself, he has served the industry press for the past 25 years, first as an editor at American Builder and for 19 years as an editor of House & Home, now Housing. During his years as managing and executive editor he initiated and built Housing's extensive seminar and conference program.

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# a housing conference



## THE 1980-81 MARKET

### How to register

Please complete and return the coupon below to:

Seminar Dept., Housing  
1221 Avenue of the Americas New York, N.Y. 10020  
Or you may register by calling (212) 997-6692. All registrations will be confirmed by mail.

### Fee \$795

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

### Cancellations and refunds

Registrations may be cancelled without charge up to two weeks before the seminar date. Cancellations received later than that are subject to a \$100 service charge.

### Hotel Reservations

Frenchman's Reef Beach Resort in St. Thomas is holding a limited block of rooms for those attendees who wish to arrive as early as October 29th or stay as late as November 5th.

Housing has reserved a block of rooms at Frenchman's Reef in St. Thomas at a special conference rate of \$58 single and \$60 double. The hotel will hold this block of rooms until September 28th and after that reservations will be taken on a space availability basis. To make your hotel reservations, fill in the space provided on

the registration coupon below, and enclose with your registration fee a separate check or money order payable to Frenchman's Reef for \$60 which will serve as a deposit. Reservations for the hotel will not be honored by the hotel unless accompanied by a deposit.

To make your hotel reservation in Newport Beach, Housing has arranged with the Marriott Hotel to hold a special block of rooms for our attendees. You can reserve your room by calling the Marriott directly at (714) 640-4000.

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

### Hours

Reception and cocktails will be held the evening prior to the conference at 6:00. Registrants may check in then, or between 8:30 and 9:00 the next morning. Conference sessions run from 9:00 a.m. to 5:00 p.m. on the first two days and from 9:00 a.m. through lunch on the last.

### Tax Deduction of Expenses

An income tax deduction is allowed for expenses of education (includes registration fees, travel, meals, lodgings) undertaken to maintain and improve professional skill. See Treasury regulation 1.162-5 Coughlin vs. Commissioner 203F.2d307.

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### Hotel Reservations for St. Thomas

Arrival Date \_\_\_\_\_ Departure Date \_\_\_\_\_

Single  Double  check one

Make a separate check payable to Frenchman's Reef for \$60 to serve as a deposit.

Name \_\_\_\_\_

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

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# Double-glazed SUNGLAS<sup>®</sup> can mean annual cooling and heating savings up to 20%.

The burning summers of Phoenix. Wet, bone-chilling Boston winters. Both were part of our Sunglas Test, a sophisticated computer simulation involving conditions in nine cities over 12 months. The results: average annual energy savings of up to 20%. That means cold, hard cash for your cost-conscious customers.

## Double-glazed Sunglas blocks 28% of the sun's heat.

Sunglas absorbs and reflects the sun's rays. That means your customer's air conditioner won't have to work as long or as hard as with clear glass in warm weather. And interior air-conditioned temperatures are more easily maintained.

## Double-glazing retards heat loss.

In chilly weather, double-glazing retards heat loss by allowing less internal heat to be transferred to the outside through the trapped air space between the lites.

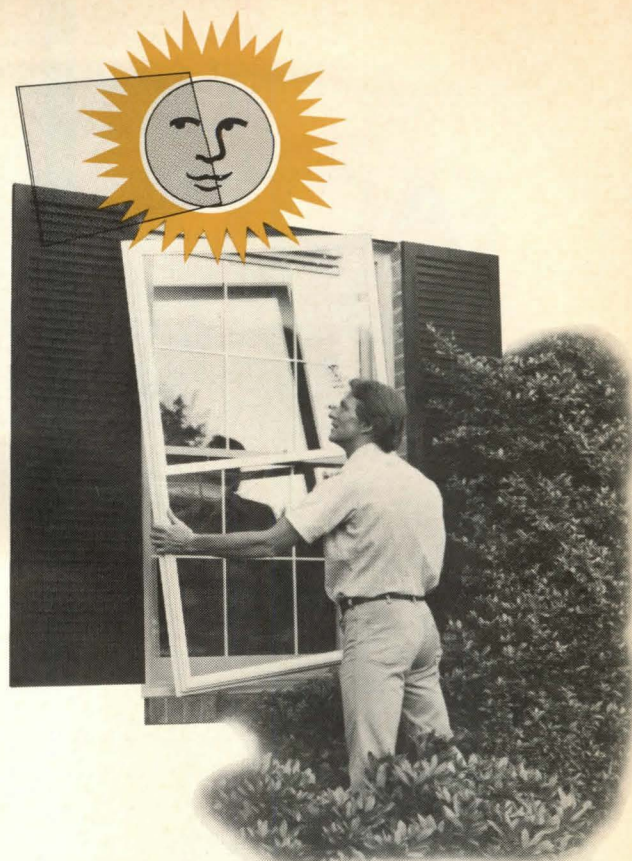
## Sunglas lets the daylight in.

Unlike dark, tinted glass, Sunglas is designed to let in a maximum amount of daylight. Sunglas won't discolor or peel, as stick-on materials can. It looks like clear glass, too. So it's aesthetically right for any residential or commercial design. And Sunglas gives customers a natural view of outdoor colors, while reducing the need for artificial illumination. That can mean extra energy savings.

## Sunglas. Just hang it on.

Giving a home Sunglas protection is simple. Double-glazed heat shields are hung on window exteriors or slid into existing storm window tracks. In effect, Sunglas double glazing is a heat shield in summer, a storm window in winter.

Sunglas is a registered trademark of Ford Motor Company.



Get all the facts on energy-saving Sunglas. Write: Environmental Products Mgr., Ford Glass Division, Sales and Marketing Office, 300 Renaissance Center, P.O. Box 43343, Detroit, Michigan 48243.

## Annual Utility Savings Per Test City:

Double-glazed Sunglas vs. Single-glazed clear glass. \* Percent of Utility Costs Saved.

City	Cooling	Heating	Total
Boston	5.4%	21.4%	19.0%
Atlanta	9.1%	24.1%	11.6%
Cincinnati	8.5%	21.5%	17.6%
Boise	9.3%	22.7%	20.6%
Ft. Worth	10.0%	35.8%	15.2%
Phoenix	14.8%	26.6%	16.1%
Memphis	8.7%	22.3%	12.9%
Omaha	20.5%	20.4%	20.4%
Los Angeles	5.2%	37.9%	7.7%

\*By computer simulation.

The double glazing utilized in this computer simulation was a storm window glazed with one lite of single-strength Sunglas over a prime window glazed with one lite of single-strength clear glass. Utility cost savings may differ depending upon the size of the home, glass area, utility rates, home construction, climatic conditions, and family use variables. Because of Sunglas' efficiency in absorbing and reflecting the sun's rays, it also blocks some of the sun's heat in the winter, thus reducing the heating season's total potential savings.

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## COLONIAL ALUMINUM COLUMNS

# FACTORY DIRECT PRICE

load bearing



		NET PRICE		
		diameter		
		9"	12"	15"
length	8'	56.00	73.00	104.00
	10'	67.00	87.00	125.00
	16'	98.00	129.00	189.00
	18'		143.00	210.00
	20'		157.00	231.00

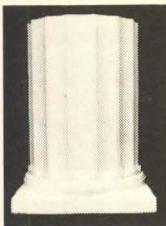
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PATENT PENDING

### NEW COLUMNS CAPTURE 20% OF U.S. MARKET

A new load bearing aluminum column has been developed by a Detroit area manufacturer that has captured over 19% of the national market in the last 18 months. Not only is this new product far superior to its predecessors, it can be purchased at half the cost. Home builders and buyers alike are realizing the advantages of these low-maintenance, good-looking colonial columns.



The local manufacturer, Associated Supply and Manufacturing Company, of Livonia, has been busy filling orders from New York to California, and receiving responses from British Columbia to Puerto Rico.

- IMPROVED ALUMINUM COLUMN
- COMES TO YOU FACTORY ASSEMBLED
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In Stock,

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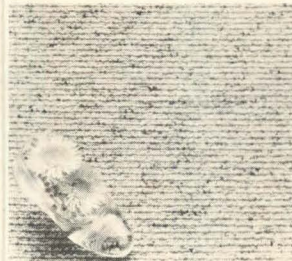
**ASSOCIATED SUPPLY & MANUFACTURING COMPANY**

Livonia, Michigan 48150  
36745 Amrhein Road

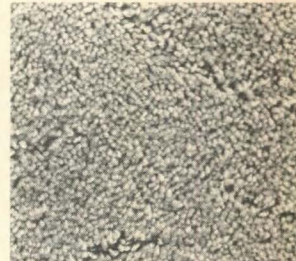
## FLOORING



Parquet flooring, "Haddon Hall" (above), is available in 12'-square blocks. Oak flooring can be laid in mastic over most floors and subfloors. Bruce. Circle 244 on reader service card



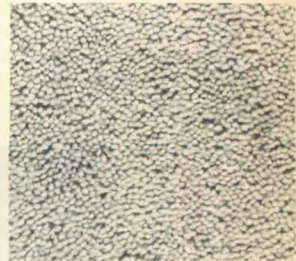
Ribbed-loop carpet, "Index" (above), is tufted of low-luster Antron® III nylon. Contract floorcovering, offered in thirteen colors, has built-in static control. Walter Carpets. Circle 245 on reader service card



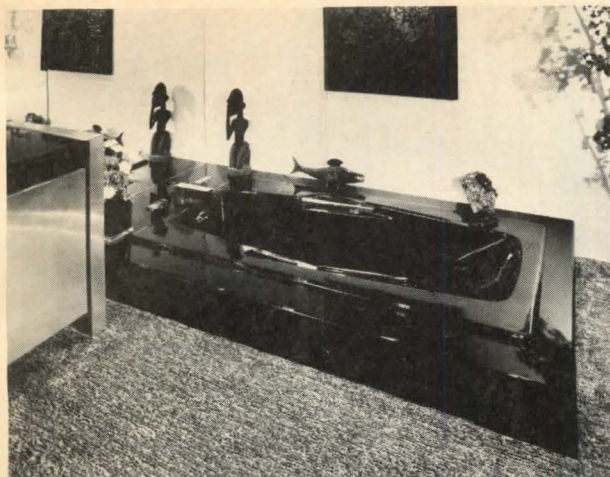
High-luster carpet, "New Elegance" (above), is tufted of continuous filament nylon. Floorcovering, available in eleven colors, comes with a jute backing. Marlin Mills. Circle 246 on reader service card



Level-loop contract carpet, "Confidence II" (above), is available in custom and standard colors. Material has a woven polypropylene primary backing and a jute secondary backing. Atlas Carpet Mills. Circle 247 on reader service card

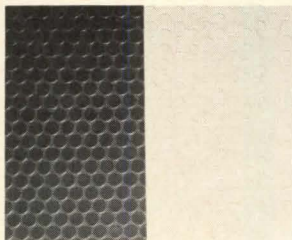


Nylon saxony carpet, "Majestic Charm" (above), is treated with Scotchgard® brand carpet protector and 3M static control. Floorcovering, for residential use, is offered in 23 colorways. Whitecrest Carpet Mills. Circle 248 on reader service card



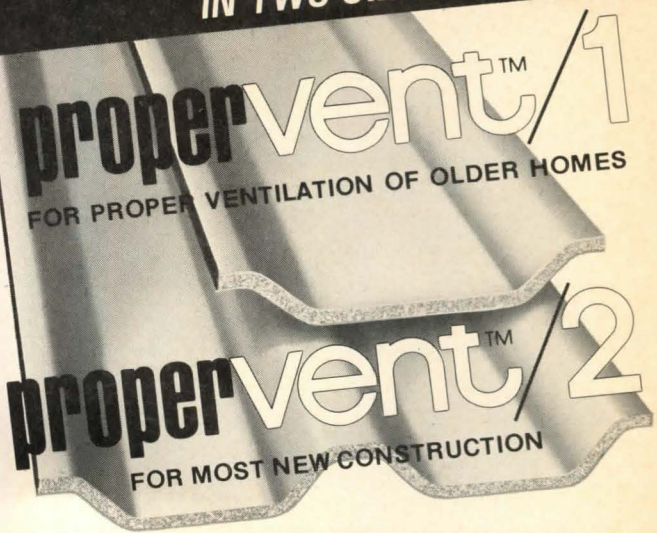
Handwoven carpet, "Uptown," is suitable for use in a bathroom (as shown above). Floorcovering, woven of 64% polyester and 36% Anso® nylon, is offered in 32 colors. Form III. Circle 249 on reader service card

"Loncoin" sheet vinyl, available in two colors (as shown at right), has an embossed "coin" design. A companion swirl pattern is also offered. Easy-to-maintain material, for heavy traffic areas, has a nonslip safety surface. Lonscal. Circle 250 on reader service card



Seamless sheet vinyl flooring, "Ferndale" (above), has a high-gloss Dura Polish™ wear layer. Geometric design is offered in five colorways—blue, beige/white, green/gold, orange and brown/gold. Mannington Mills. Circle 251 on reader service card

NOW...  
ENERGY SAVING PROPERVENT  
IN TWO SIZES

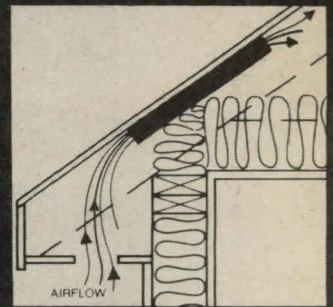


The fast growing demand for Propervent is evidence of its acceptance as the required product for proper attic area ventilation. And now for quicker, easier installation, Propervent is available in two widths... Propervent 1 with a 16 square inch air flow for 16" o.c. installation and Propervent 2 with 32 square inches of air flow for 2' o.c. installation.

The airflow from proper ventilation is a must for efficient, trouble free insulating. Propervent is an economical way to assure proper ventilation from soffit to roof vent. Propervent is made from expanded polystyrene—so it's moisture proof and won't deteriorate. A preformed flange permits installation in minutes. One carton of vents is required for the average home. Contact your local building supply source. If he doesn't have Propervent, write or call us.



- Completely assembled—no prefolding required.
- Built-in flange for easy stapling.
- 4 ft. length makes installation easy for new or existing homes.
- Prevents insulation from blocking eave vents.
- Adds thermal resistance (R-1.0) at the wall plate line.
- Allows maximum insulation thickness.
- Resistant to moisture, mildew and rot.
- Meets Uniform Building Code Section 3205.
- Will not twist, delaminate or warp after installation.

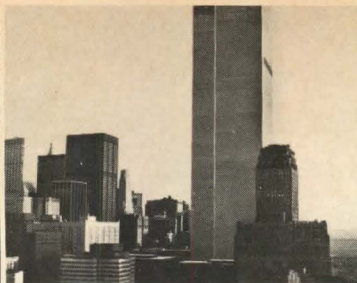


CONSTRUCTION PRODUCTS DIVISION  
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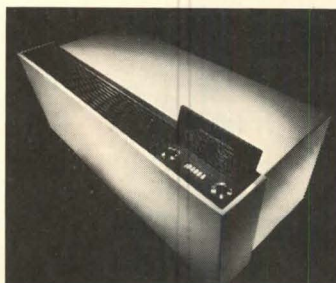


SALT LAKE CITY 31%



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**THE ZONELINE III<sup>®</sup> HEAT PUMP FROM GE  
CAN CUT YOUR ELECTRIC RESISTANCE  
HEATING BILL FROM 22% TO 55%.**





ATLANTA 46%



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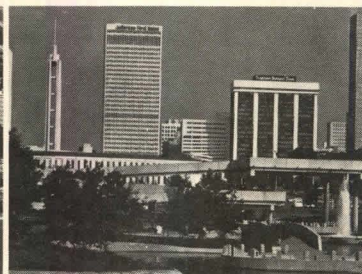
LOS ANGELES 55%



SEATTLE 49%



MEMPHIS 43%



CHARLOTTE 44%



BOSTON 34%

**The General Electric *Extended Range* PTAC Heat Pump can produce significant savings on heating bills when compared to electric resistance heating on a room-by-room basis.**

These savings will vary depending upon your geographic location and climate. Examples of estimated annual heating savings in various cities are: Atlanta 46%, Los Angeles 55%, Seattle 49%, Boston 34%, Philadelphia 38%, New Orleans 53%.

We call it *Extended Range* because the Zoneline III unit operates as a reverse-cycle heat pump with defrost down to 35°F. Even lower temperature reverse-cycle operation can occur, depending upon associated outdoor humidity conditions.

In the heat pump mode, operating costs are reduced, since the heat output can range as high as two or more times the energy input to the system, at standard rating conditions, as compared to resistance heat. At temperatures below the reverse-cycle

operating range, the unit automatically switches to electric resistance heating.

In the cooling mode, the various models provide from 6.5 to 8.2 EER.

The Zoneline III *Extended Range* heat pump is ideal for room-by-room or zone control in motels, apartments, office buildings, nursing homes, hospitals and for modernization projects.

Also, GE offers job site product service.

Additionally, *Extended Service Contracts* are available in most major metropolitan areas.

For further information about our Zoneline heat pumps, and our full line of other through-the-wall heating and cooling systems, call your local General Electric sales representative, or write to J.A. Michelsen, Manager, Contract Marketing, Room 105, Room Air Conditioner Department, General Electric Company, Appliance Park, Building 6, Louisville, Kentucky 40225.

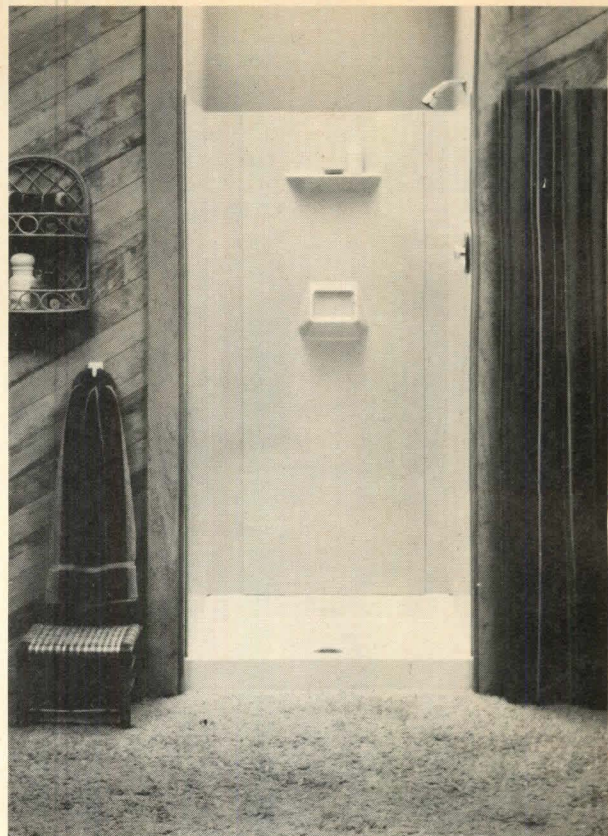
**GENERAL  ELECTRIC**

Circle 101 on reader service card

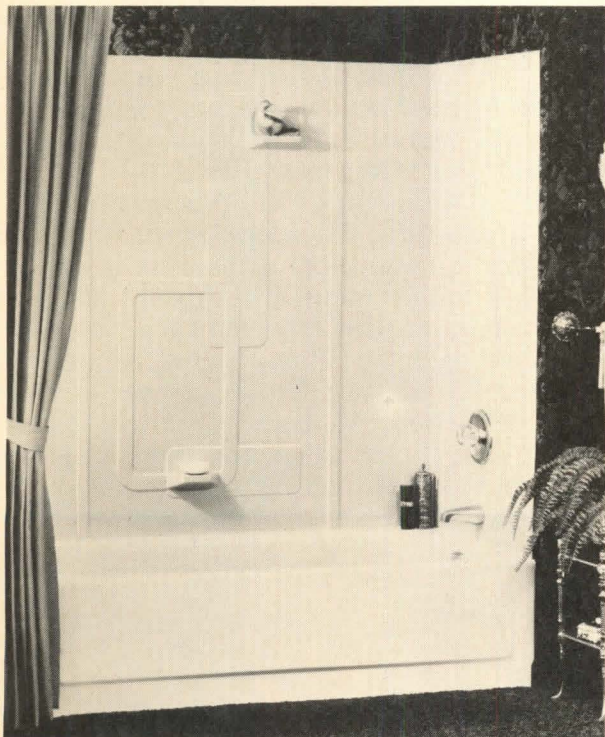
# BATHROOMS



Coordinated bathroom cabinetry line includes an octagonal-shaped medicine cabinet, sidelights, a herringbone vanity (shown above), and a toilet seat and lid (not shown). General Bathroom Products Corp. Circle 202 on reader service card



Fiber glass shower stall (above) is put together from a kit that contains three 70''-high panels, a 32''-square floor, mastic and sealant. Panels come in a variety of colors, including blue, gold and avocado. Swan. Circle 206 on reader service card



Bathtub surround (above) can be adapted to fit 40''-61'' wide and 28''-31'' deep alcoves. Plastic surround, with molded soap and accessory holders, has seamless corners and prefinished edges. Regency. Circle 201 on reader service card

"Instant Spa" (right) converts shower water into mist. According to the manufacturer, the unit uses less water in fifteen minutes than a regular spray shower uses in three minutes. Asbridge Co. Circle 203 on reader service card



Crystal-handle faucet (above) is suitable for commercial use. Interchangeable "H" or "C" buttons allow the faucet to be hooked up to hot or cold water lines. Delta Faucet. Circle 204 on reader service card

Brass-finished bath hardware includes a mirror, towel bar, cup/toothbrush holder (shown at right), shower rod and switch plate (not shown). Miami-Carey. Circle 205 on reader service card







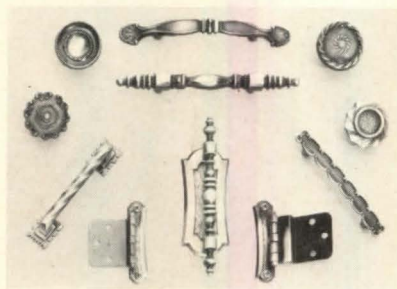
**Sussex cabinetry line** (above) features oak doors with coved, raised center panels. Oak-grained doors and drawers are stained and finished with a "Rel Var" topcoat. TriPac. Circle 207 on reader service card



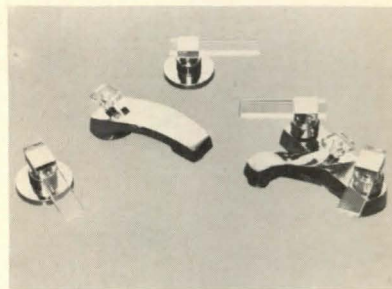
**Contemporary-styled medicine cabinet**, "Cintillare" (above), can also be ordered in custom sizes. Cabinet is available recessed or surface mounted; lights are optional. Hastings Tile. Circle 211 on reader service card



**Low-silhouette toilet**, the "Patrician" (above), has a push-button flush. A companion "Valencia" bidet offers a spray or rim flow. Both are available in a variety of colors, including cocoa and natural. Eljer. Circle 208 on reader service card



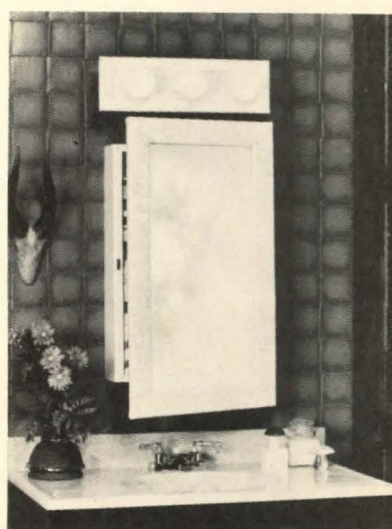
**Decorative bathroom hardware line**, the "Linebackers" (above), includes knobs, pulls, backplates and hinges. The cabinet hardware is made of antiqued brass. Belwith International Ltd. Circle 209 on reader service card



**Contemporary-styled faucets**, with acrylic handles, come in two sizes (shown above): a 4" spread or a widespread configuration. A one-year full plus a four-year limited warranty is offered. Bathroom Jewelry. Circle 212 on reader service card

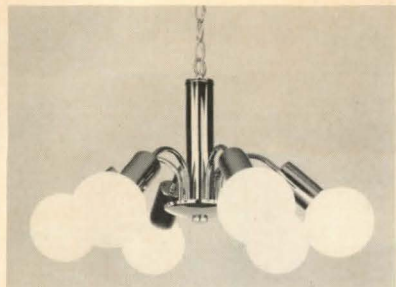


**Maple-finished "Sierra" vanity** (above) features brass-plated door and drawer pulls. Drawers are dovetail jointed; finished-grain interiors come with a vinyl wrapping. IXL. Circle 210 on reader service card

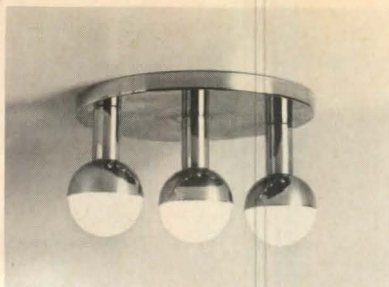


**Wicker-framed medicine cabinet** can be ordered with a matching light fixture (above). Recessed or surface-mounted cabinet has plate-glass mirrors. The unit, available with gloss white or natural finishes, measures 19 1/2" x 32 1/2". Monarch. Circle 213 on reader service card

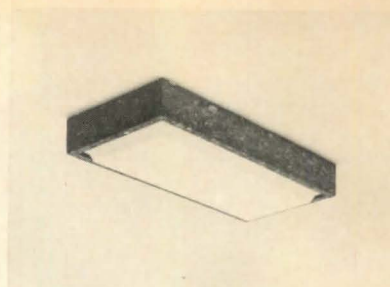
# LIGHTING



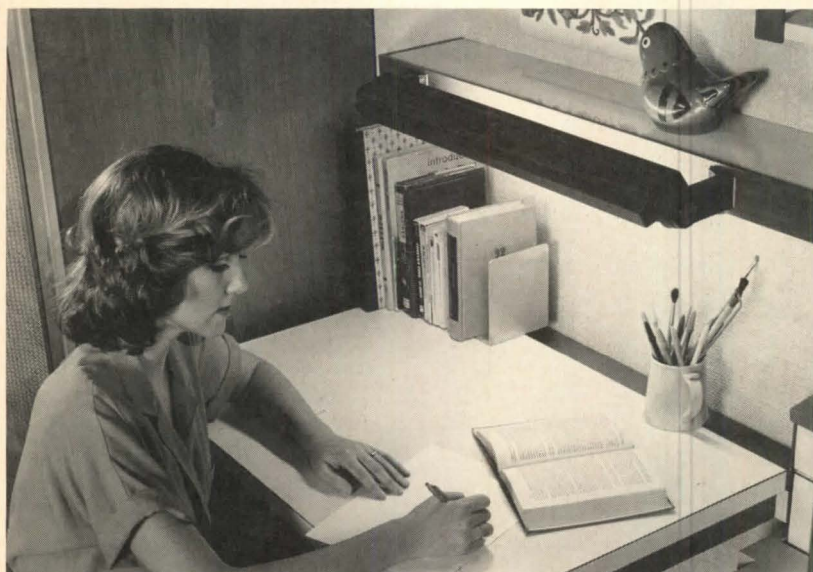
**Pendant ceiling fixture** (above) uses six 60w bulbs. Unit is available in bright colors or with a chrome or polished brass finish. Melolite Industries. Circle 214 on reader service card



**Surface-mount fixture** (above) uses three white bulbs set into hemispherical reflectors. The finish shown is polished chrome; other finishes are available. Habitat, Inc. Circle 217 on reader service card



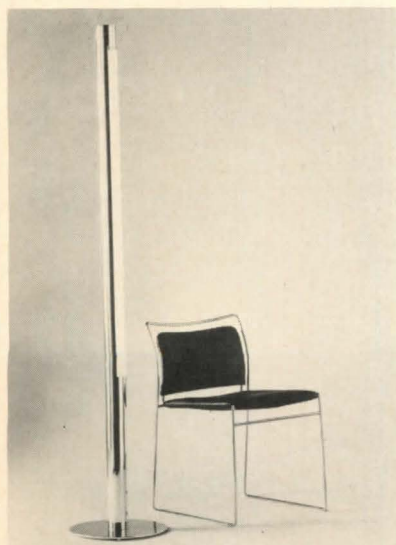
**Ceiling fixture** (above) has a non-yellowing acrylic diffuser framed with natural cork. Rectangular unit comes in several sizes and is packaged with needed hardware. Lithonia. Circle 219 on reader service card



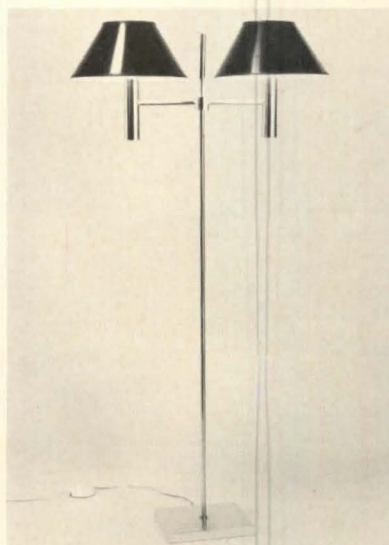
**"Hi-Light" lamp** (above) is 29" long, and accepts a 33w fluorescent lamp. Wood-grained fixture requires only two screws for horizontal or vertical mounting. G.E. Circle 215 on reader service card



**Pendant fluorescent lamp** (above) features a double-box frame of oak, strengthened by intersecting arms. The diffuser is made of white acrylic. Overall length of lamp is 29". Lightcraft. Circle 220 on reader service card



**Chrome-finished floor lamp** (above) is 72" high and 3" in diameter. Fixture uses fluorescent or incandescent tubular bulbs of up to 160 watts. Architectural Supplements Inc. Circle 216 on reader service card



**Contemporary-style floor lamp** (above) has an adjustable chrome stem and heavy PVC-padded base. Matching wall, ceiling and desk lamps are available. George Kovacs. Circle 218 on reader service card



**Decorative wall fixtures** (above) are part of a new lighting line fashioned of cultured marble and burnished antique brass. Four-light fixture shown uses bulbs of up to 40w. Also available: six-light brackets, ceiling light, chandelier, and matching bath cabinet. Thomas. Circle 221 on reader service card

*"Well, aren't you gonna introduce me to your girl...or is it your Mrs.?" she bellowed.*



# Mrs. T's Tearoom.

When I finally got up enough nerve to ask Donna to lunch, she just smiled and said, "Can we try that new place on the corner?" I was so happy I didn't care where I ate as long as it was with her.

Well, it turned out to be a little spot called Mrs. T's Tearoom. Inside we were greeted by a woman as large and jolly as any Hollywood Santa. She grabbed my shoulder with a hand the size of a snow shovel, and yelled out, "Why, Billy Haljun, I see you finally got yourself a girl."

It was Mrs. Teaford. The same Mrs. Teaford that ran the rooming house I lived in during college. And now, apparently, the Mrs. T of Mrs. T's Tearoom.

What luck. My first date with Donna, refined, feminine Donna, and I run into this giant pixie who just loves to describe in great detail every embarrassing moment of your life.

"You own this place? You're Mrs. T?" I stammered. "You bet. Now aren't you gonna introduce me to your girl...or is it your Mrs.?" she bellowed. Heads turned. I was so mortified I felt like running.

Finally we were sitting at a table. And she was sitting with us. Telling Donna stories. I was tense wondering what she might say. "I rented your man here a dinky little room," she said. Your man? I bit my lip. "Had been a large closet I think," she went on. "Used to call it the T-room. Reason was I'd take his rent every

week and buy a Savings Bond with it. Built up enough for a down payment on my dream. This here tearoom. Get it?"

"I never did understand why you called my room the T-room. I figured 'cause it was so small," I said as she laughed and slapped me on the back.

"You were paying for this place all the time," she howled.

Well, dinner was on the house, and Mrs. T invited us back Saturday night as her guests. I was surprised at how quickly Donna was to accept.

Turned out Donna liked the old gal because she was so unaffected and honest. Well, if nothing else she helped Donna and me to get to know each other. Now I'm saving on the Bond-a-Month Plan for my wedding day. Mrs. T calls it my D-Day.

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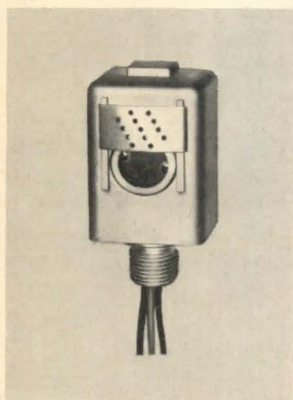




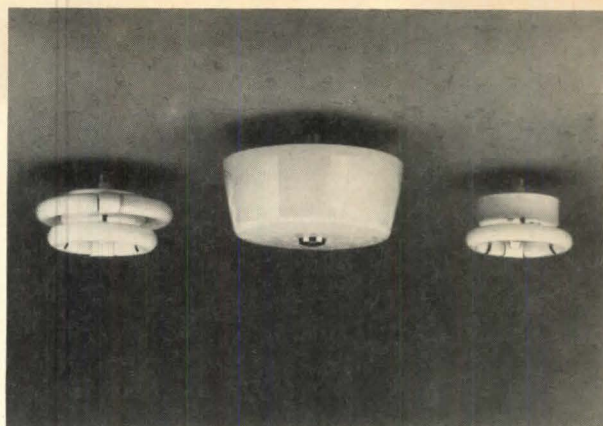
**High-intensity bulb (left)** is designed for pendant, vertical or recessed fixtures. The 400w metal-halide lamp has a 15,000-hr. rated life. G.T.E. Circle 222 on reader service card



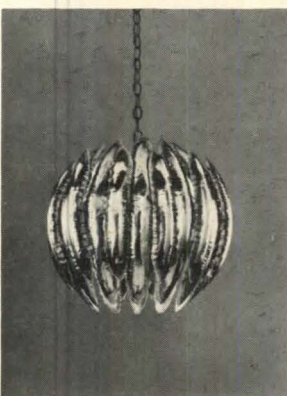
**Exit sign (above)** is capable of remaining lit for a minimum of 90 minutes after a power failure. Both flush-surface and pendant-mount models are available. Keene. Circle 223 on reader service card



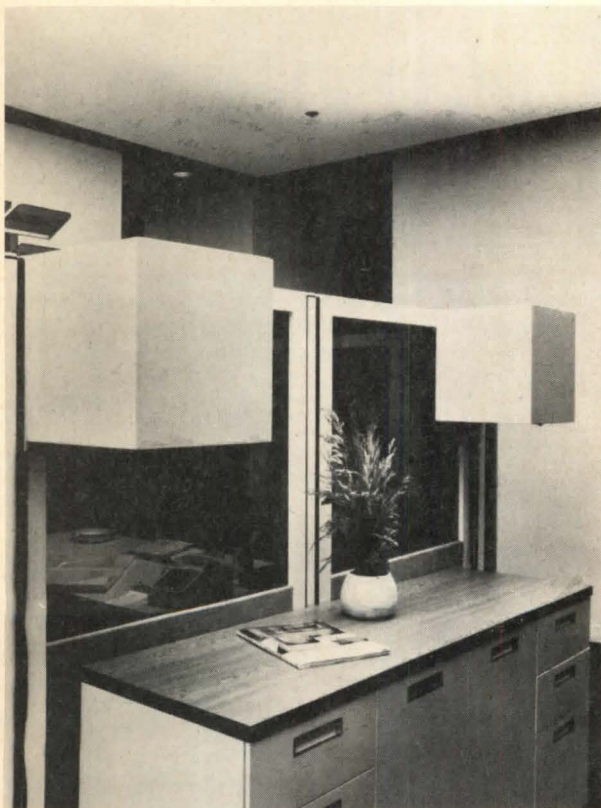
**Compact "Photocontrol" unit (left)** has a 2000w capacity and adjusts outdoor lighting. A positioning lug rotates unit until photosensitive eye faces proper direction. Tork. Circle 224 on reader service card



**Ceiling fixtures (above)** use circular fluorescent bulbs that screw into standard sockets. Fixtures come in 20w and 20/22w models. Diffuser (center) is optional. Home-Vue. Circle 226 on reader service card



**"Leaves of Brass" pendant lamp (left)** is hand-crafted from solid burnished brass. The fixture includes a white glass globe, and it measures 18" in diameter. Feldman. Circle 227 on reader service card



**Cube-shape high-intensity fixtures (above)**, which accept bulbs up to 400w, are especially suited for partitioned offices or other large work areas. Units can be mounted as shown or placed on shelves or cabinets. Mounting brackets are available. McGraw-Edison. Circle 225 on reader service card



**"Frameworks" fixture (above)** features white acrylic panels in an oak frame. Models are available for use with either fluorescent or incandescent bulbs. Each corner of frame has inlaid brass fastening. Incandescent model also is available with bronze-smoke-color panels. Lightolier. Circle 228 on reader service card

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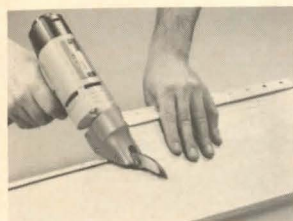
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**Pneumatic stapler** (above) can be used in most applications as a substitute for nailing. Tool is suitable for framing, sheathing and heavy-duty jobs in places that are hard to reach. Senco. Circle 229 on reader service card

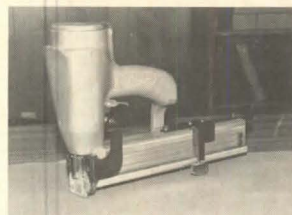


**Portable scissor shears** (left) runs on speeds up to 1200 rpm. Tool cuts accurately through rubber, wire mesh and thick nailing strips. Shears weigh six pounds, and power unit is double insulated. Kett Tool Co. Circle 230 on reader service card



**Hole-saw kit** (above) includes twelve drill heads, two shafts and three pilot drills. An additional 28 saw sizes are available. American Saw and Mfg. Circle 231 on reader service card

**Heavy-duty pneumatic nailer** (right) can hold a coil of 300 nails. Tool drives various types of nails up to 2½" in length. An optional attachment allows smooth-shank aluminum nails to penetrate aluminum siding. Tool drives 10 nails/sec. Duo-Fast. Circle 232 on reader service card

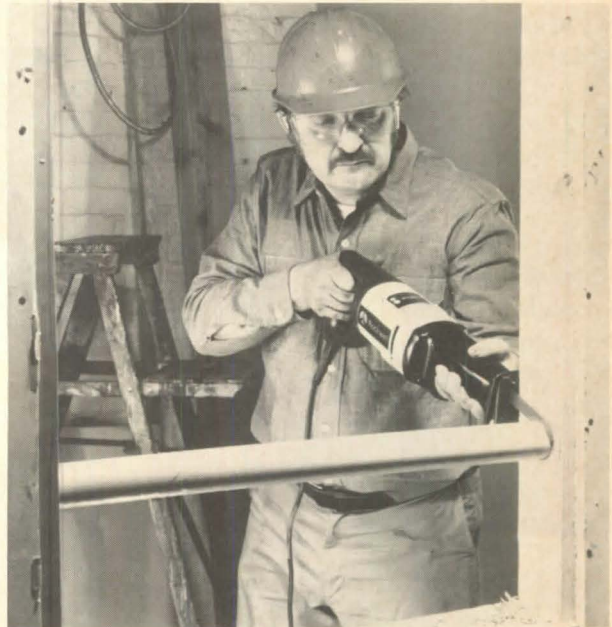


**Pneumatic roofing stapler** (above) flush drives 16-gauge staples in lengths of up to 1½". The tool has a 40-staple capacity. Power-Line Sales. Circle 233 on reader service card

**"Site Path" transit** (right) reads angles to one-minute accuracy. Tool features a 24X telescope, and has a recommended range of 500'. David White. Circle 234 on reader service card



**Double-insulated hammer drill** (left) is suitable for small-hole anchoring. Tool runs at variable speeds up to 1300 rpm. Drilling action operates in both "drill only" and "hammer/drilling" modes. AEG. Circle 235 on reader service card



**Two-speed "Tiger Saw"** (above) is capable of cutting through wood, plastic and steel in curves and angles as well as straight lines. Rockwell International. Circle 236 on reader service card

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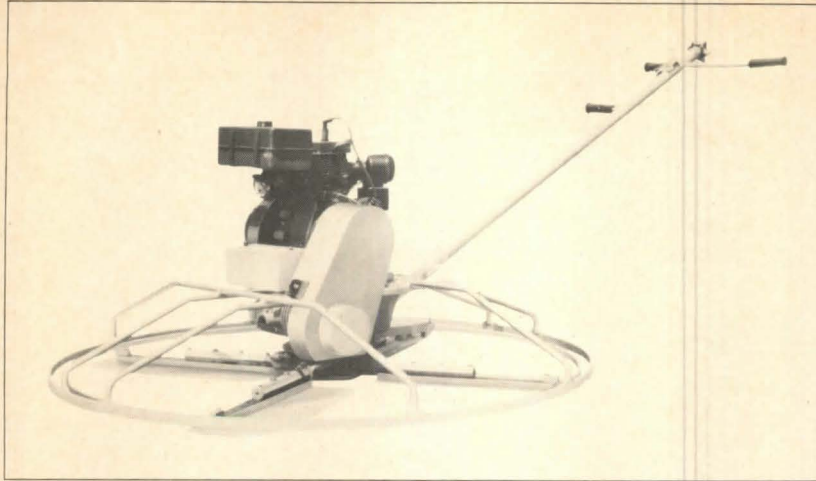
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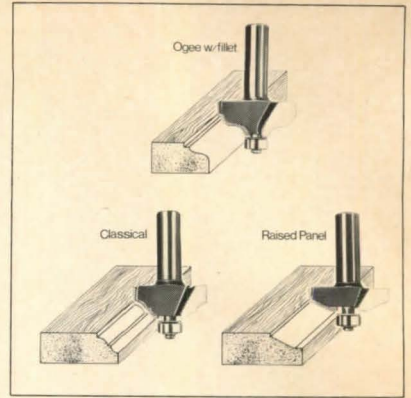
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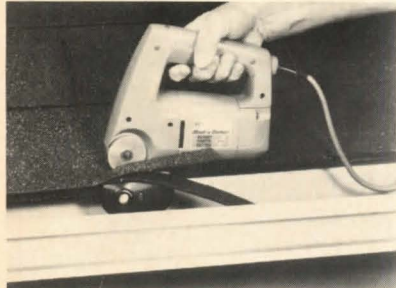




**Power trowel** (above) is powered by a 7½-hp engine and a 9-hp engine is available. The tool is equipped with heavy, teflon-coated trowel arms that prevent jamming and corrosion. Whiteman. Circle 237 on reader service card



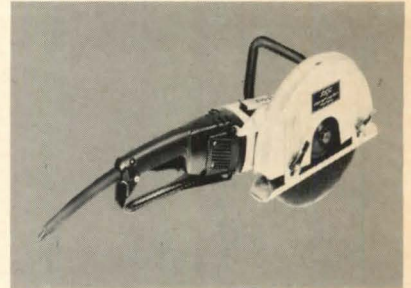
**Line of edge-forming router bits** (above) can produce raised-panel, classical and ogee with fillet designs. The latter will produce designs in three cuts (one cut shown top center) depending on the setting. Stanley. Circle 241 on reader service card



**Rotary power cutter** (above) has two counter-rotating 1½"-diameter blades that can cut through steel, linoleum, fiber glass and other floorcoverings. The UL-approved tool has a variable speed switch and reversing mechanism which allow for controlled and precise cutting. Black & Decker. Circle 238 on reader service card



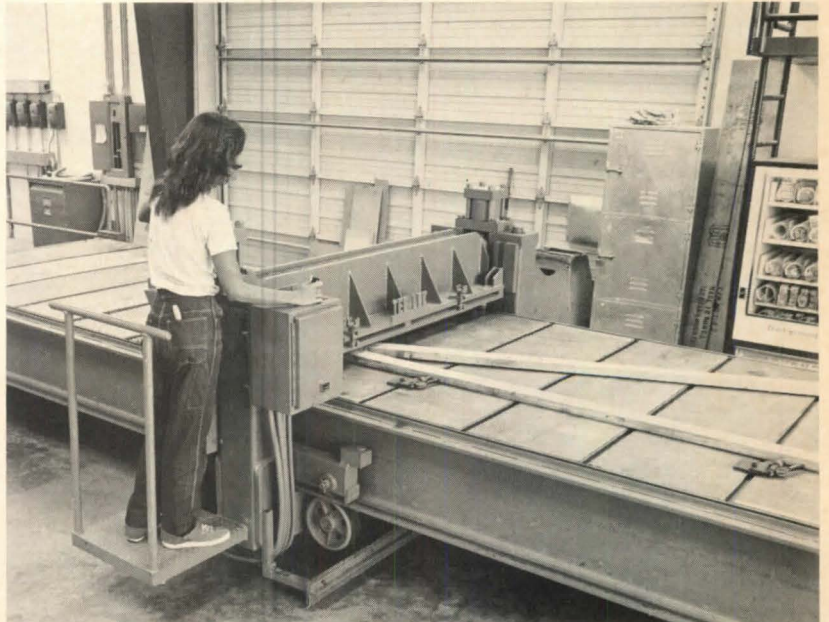
**Lightweight XL-2 model chain saw** (above) has a 1.6-cu.-in. engine displacement and a 12'' Power Tip® guidebar. The gas-fired chain saw has a dual control system that allows the operator to adjust the tool's balance for various cutting jobs. A thick rubber-coated handlebar is also featured. Homelite. Circle 239 on reader service card



**Portable cutoff machine**, model "990" (above), operates at 5,300 rpm and features a 15-amp burnout protected motor. The machine can make cuts up to 4'' deep and comes equipped with a 12''-diameter masonry cutting wheel. Metal cutting wheels are available as accessories. Skil. Circle 242 on reader service card



**Gas-powered vibratory plate**, "Model VPG 2550R" (above), compacts up to 7,770 sq. ft./hr. Unit, powered by a 7.2 hp engine, has a wrap-around handle for front, rear or side guiding. In addition, the tool is equipped with heavy-duty front and rear lift handles. Wacker. Circle 243 on reader service card



**Truss system** (above) produces floor and roof trusses. Truss plates can press 3½''-wide pieces of lumber. A movable hydraulic head mounted on a 16' I-beam lets the operator ride above the work. Bostitch. Circle 240 on reader service card



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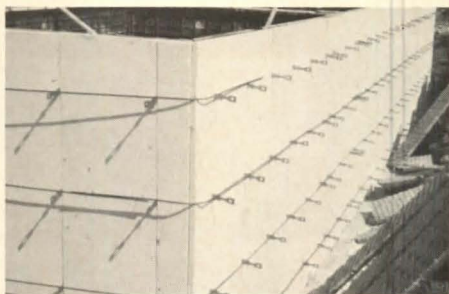
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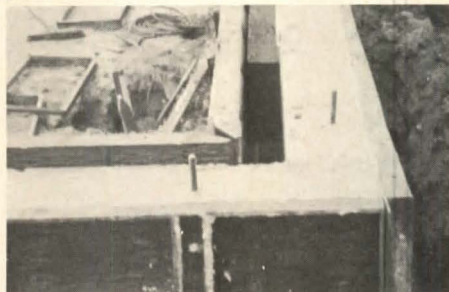
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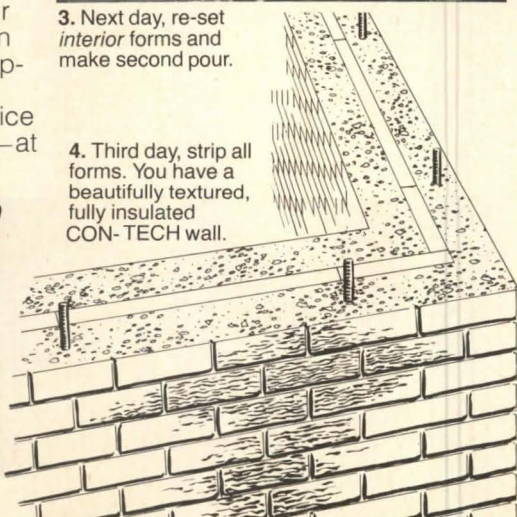


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Here's a sampling of product brochures designed to help you plan efficient and attractive bathrooms.

**Whirlpool baths and spas**, for both interior and exterior installations, are described in a full-color catalog. A photograph and diagram of each model are presented, as well as specifications. Jacuzzi. *Circle 301 on reader service card*

Valley® and Valley II® **washerless faucets**, now available in an antique brass finish, are highlighted in a full-color brochure. All models of the manufacturer's single-control and two-handle faucets are included in the presentation. U.S. Brass, Wallace Murray. *Circle 302 on reader service card*

**Ceramic tile** was found to cost less on a 40-year life cycle basis than any other floor or wall finish, according to a study commissioned by the Tile Council of America. The results of the study (over 100 companies in five metropolitan areas across the U.S. were surveyed) are presented in a folder; comparative costs per square foot of various

wall and floor finishes are charted. Price: 15¢. Tile Council of America Inc., P.O. Box 326, Princeton, N.J. 08540.

**Folding shower doors and tub enclosures** are featured photographically in a full-color brochure. Units for small shower stalls and custom enclosures are also described. A color chart for hinges is included. Tub-Master. *Circle 303 on reader service card*

A 40-page booklet, "Inspirations," introduces "The Gallery Collection," a new line of **luxury bathroom products** from Eljer. Installations of the units—lavatories, bathtubs, bidets and water closets—are sketched out in room settings accompanied by corresponding floor plans. Eljer. *Circle 304 on reader service card*

Selection of **bathroom equipment**—with emphasis on safety—is the subject of an eight-page illustrated publication. Recommendations for creating optimum safety conditions in the bathroom are presented. Single copies: 40¢. Small Homes Council-Building Research Council, University of

Illinois at Urbana-Champaign, One East St. Mary's Rd., Champaign, Ill. 61820.

**Washroom accessories** catalog highlights barrier-free products, suitable for non-residential applications, to accommodate both the physically handicapped and non-handicapped. The 36-page brochure includes data on wash centers, mirrors, dispenser/receptacles and grab bars. Dimensional drawings accompany each description. A federal specification guide is included. Bradley. *Circle 305 on reader service card*

Also from Bradley: a **handbook on installation details** for Bradpack barrier-free preassembled stainless steel wash centers. Comparative data regarding space and cost savings are included. *Circle 306 on reader service card*

**Frameless tub/shower enclosure** is introduced in a full-color brochure. Available finishes are identified and features are described, including a "Stay-Clean Track" which minimizes dirt collection. American Shower Door. *Circle 307 on reader service card*

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# Why choose COLONIST<sup>®</sup> by Masonite Corporation?

## Detail

Colonist is the only die-formed door with the carefully executed wealth of detail that exactly duplicates the appearance and character of wood stile and rail doors. Cove and bead sticking, grain and joint details...all are sharp, clear and realistic. Thus, only Colonist does what a die-formed door should do: look like the real thing.

## Durability

Colonist is not like a wooden door in one respect: Colonist is tougher. Since it's die-formed from a single sheet of hardboard (which is 50% denser than wood), there are no joints between the stile, moldings, panels and rails to separate through hard use or with the passage of time. So Colonist is in fact better than the wood door it replaces.

## Price

Despite these superior features, Colonist faced doors sell for less than half the price of wood stile and rail doors and only a little bit more than less authentic die-formed doors. So any way you look at it, with quality in mind...choose Colonist.

For the names of quality door manufacturers using Colonist, write: Masonite Corporation, 29 North Wacker Drive, Chicago, Illinois 60606.

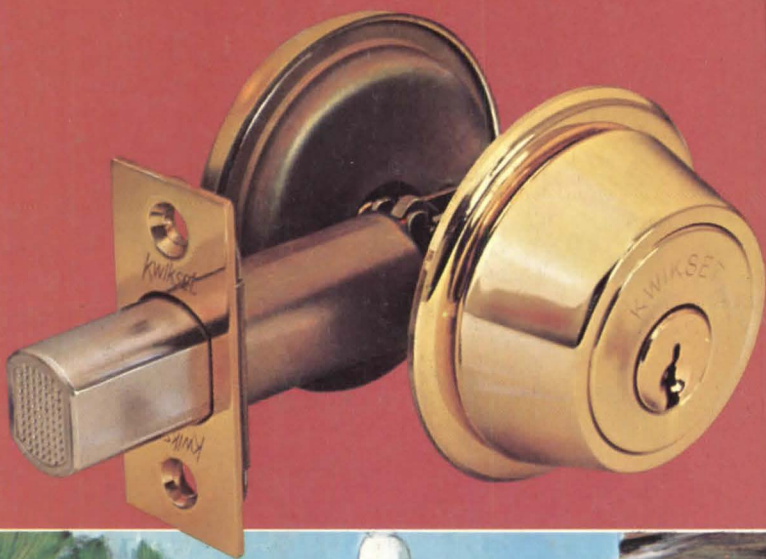


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# kwikset.

## America's choice for protecting American homes.



One of America's cherished liberties is privacy. Freedom from intrusion.

Kwikset security deadlocks are helping to protect millions of American homes and families against burglaries.

Rugged steel and brass mechanism, steel cylinder guard, full 1" deadbolt with steel rod insert, solid brass 5-pin tumbler cylinder and a massive high security strike for the door jamb... these are just a few of the features which make Kwikset deadlocks America's First Choice for additional security. Just as other Kwikset products have been for nearly a quarter of a century.

**kwikset** DIVISION OF EMHART INDUSTRIES, INC.  
ANAHEIM, CALIFORNIA U.S.A.  
America's Largest Selling Residential Locksets

Circle 121 on reader service card

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